

FOREST VISITOR SURVEYS 2015

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1. INTRODUCTION

This report presents summary information on surveys of visitors to forests in Great Britain that took place in 2015.

Section 2 of this report presents results from local visitor surveys that are carried out as required by forest districts. These surveys address local management issues, with questions designed to obtain information that varies from site to site. Some of the surveys in this section monitor visitor experience of events and satisfaction at visitor centres across a number of sites. Results should be interpreted with caution when sample sizes are small.

Section 3 presents summary information for other surveys that provide information about forest visitors. These include [Quality of Experience Surveys](#) with results from fourteen forest sites in England and Wales, and summary results from the [Monitor of Engagement with the Natural Environment \(MENE\) 2015-16](#) .

For more information about this or other visitor survey work please contact IFOS-Statistics, Forest Research at the address below.

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2. LOCAL VISITOR SURVEYS

2.1. SCOTLAND

EVENTS EVALUATION

General Information

The Events Evaluation survey took place in three forest districts in Scotland; Galloway (254 completed questionnaires), Glenmore Forest Park (33) and Glen Affric (2). Across the three districts a total of 289 questionnaires were completed.

Summary

Most visitors (70%) were female. All visitors (100%) were satisfied with the event they attended.

Results¹

	Total
Number of completed questionnaires	289
Visit profile²	
% of male visitors	30
% of female visitors	70
% of adults 65+	13
% of adults aged 45 – 64	41
% of adults aged 25 – 44	43
% of young adults and children (aged 24 and under)	3
% of groups including someone with a long-term illness, health problem or disability	6
Visit details	
% who had attended an event before	18
% who found out about the event through FCS Events Guide	29
Ratings³	
% satisfied with the event	100

Timing of survey:

March - December 2015.

Type of survey:

Self-completion questionnaire.

Data Tables:

Information available on request.

¹ Results are based only on those who responded to the question.

² Two different evaluation forms were used. Diversity monitoring questions were only included in one version (used in 226 completed returns). Results are based on those who were asked the question.

³ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or good.

VISITOR CENTRE FEEDBACK

General Information

The Visitor Centre Feedback Survey was carried out in 2015 at Kirroughtree Visitor Centre (100 completed questionnaires), Glentool (97), Queen Elizabeth Forest Park (87), Glenmore (65), Glentress (41) and Clatteringshaws (39). A total of 429 questionnaires were completed across the six sites.

Summary

Over two thirds of respondents (69%) were female. 22% of groups included someone with a long-term illness, health problem or disability. The majority of visitors (97%) were satisfied with the overall quality of the visit.

Results¹

	Total
Number of completed questionnaires	429
Visitor Profile	
% of male visitors	31
% of female visitors	69
% of senior citizens (aged 65+)	18
% of adults aged 45 – 64	31
% of adults aged 25 – 44	39
% of young adults and children (aged 24 and under)	12
% of groups including someone with a long-term illness, health problem or disability	22
Ratings²	
% satisfied with the parking facilities	94
% satisfied with the signage	90
% satisfied with opening hours	92
% satisfied with the visitor information	95
% satisfied with the overall quality of visit	97

Timing of survey: March – December 2015.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹Results are based only on those who responded to the question.

² Satisfaction rating, as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or good.

CHRISTMAS QUESTIONNAIRE

General Information

Christmas Surveys were carried out in 2015 at two sales centres in Scotland: Kinnoull (186 completed questionnaires) and Inver (89). A total of 275 questionnaires were completed across the two sites.

Summary

Eight in ten visitors were returning customers (84%) and over one half of visitors (55%) had heard about the centre through word of mouth. Around two thirds (69%) of visitors came to buy a tree because of the quality. Over one half (57%) of visitors wanted a sustainably grown tree.

Results¹

	Total
Number of completed questionnaires	275
Visitor Profile	
% of visitors who heard about Christmas tree centre via word of mouth	55
% of visitors who came to buy a tree because of the quality of tree	69
% of visitors who came to buy a sustainably grown tree	57
% of visitors who came to buy a tree because of the value for money	37
% of visitors who came because of the atmosphere of the forest/sales centre	28
% of visitors who had visited sales centres before	84

Timing of survey: Christmas 2015.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

3. OTHER SURVEYS

3.1. QUALITY OF EXPERIENCE - ENGLAND

DALBY (QOE)

General Information

This survey took place at Dalby Forest, North York Moors National Park during 2015. A total of 259 visitors were interviewed face to face at the end of their visit.

Summary

Over one half (53%) of visitors were female. Almost half of visitors (46%) were accompanied by children while visiting the site. Around three quarters of visitors (77%) had visited the forest before. Around one half (49%) were taking part in walking activities. Over a third of visitors (35%) were on a short day trip from home. Around three quarters (77%) were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	259
Visitor Profile	
% of male visitors	47
% of female visitors	53
% of senior citizens (aged 65+)	10
% of adults aged 45-64	33
% of adults aged 25-44	46
% of young adults (aged 16-24)	10
% of groups with children	46
Visit Details	
% who were on a short day trip from home (less than 3 hours)	35
% who were on an overnight or holiday trip	30
% of visitors who have visited before	77
% of visitors taking part in walking	49
% of visitors taking part in cycling	27
% of visitors using café / restaurant / other catering	48
% of visitors using the play area	25
% of visitors using the picnic or barbeque	24
% of visitors using the Visitor centre / shop	24
Average length of stay on site	2 hrs 59 m
Ratings¹	
% satisfied with site as a place to visit	77
Most important facilities in decision to visit	
Walking trails	35
Café / restaurant / catering	27
Cycle Trails	24

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Dalby' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed

as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

HALDON (QoE)

General Information

This survey took place at Haldon Forest, South West England during 2015. A total of 243 visitors were interviewed face to face at the end of their visit.

Summary

Nearly two thirds (65%) of respondents were male and 63% were in the 25 to 44 years age bracket. Seven in ten respondents were on a short day trip from home (71%). Four fifths (81%) of visitors had visited the forest before. 65% took part in a cycling activity while visiting the site. Around three fifths of respondents (62%) stated that the cycling trails were important in deciding to visit the site. 93% of visitors were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	243
Visitor Profile	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	3
% of adults aged 45-64	28
% of adults aged 25-44	63
% of young adults (aged 16-24)	6
% of groups with children	54
Visit Details	
% who were on a short day trip from home (less than 3 hours)	71
% who were on an overnight or holiday trip	13
% of visitors who have visited before	81
% of visitors taking part in walking	35
% of visitors taking part in cycling	65
% of visitors using café / restaurant / other catering	41
% of visitors using the play area	16
% of visitors admiring the views	14
Average length of stay on site	2 hrs 39 m
Ratings¹	
% satisfied with site as a place to visit	93
Most important facilities in decision to visit	
Cycling trails	62
Car parking	44
Café / restaurant / catering	28

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Haldon' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

HICKS LODGE (QoE)

General Information

This survey took place at Hicks Lodge, Leicestershire during 2015. A total of 233 visitors were interviewed face to face at the end of their visit.

Summary

Around one half (51%) of visitors were male. 85% of visitors had visited the site before. Around one half (51%) took part in a walking activity. 51% took part in a cycling activity while visiting the site. Around nine in ten visitors were satisfied with the site as a place to visit (91%).

Results

	Total
Number of interviews	233
Visitor Profile	
% of male visitors	51
% of female visitors	49
% of senior citizens (aged 65+)	11
% of adults aged 45-64	34
% of adults aged 25-44	53
% of young adults (aged 16-24)	2
% of groups with children	52
Visit Details	
% who were on a short day trip from home (less than 3 hours)	97
% who were on an overnight or holiday trip	1
% of visitors who have visited before	85
% of visitors taking part in walking	51
% of visitors taking part in cycling	51
% of visitors using the café / restaurant / other catering	58
% of visitors using the play area	26
Average length of stay on site	2 hrs 4 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Walking trails	39
Cycling trails	36
Café / restaurant / catering	30

Timing of survey: March - October 2015.
 Type of survey: On site face to face interview.
 Publication: ['Monitoring the quality of experience in forests – Hicks Lodge' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

JESKYNS (QoE)

General Information

This survey took place at Jeskyns Community Woodland, South East England during 2015. A total of 287 visitors were interviewed face to face at the end of their visit.

Summary

Around three fifths of visitors (59%) were female and around one quarter (27%) were accompanied by children while visiting the site. 85% of visitors had visited the forest before. 89% of visitors took part in a walking activity. Around nine in ten visitors (91%) were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	287
Visitor Profile	
% of male visitors	41
% of female visitors	59
% of senior citizens (aged 65+)	16
% of adults aged 45-64	42
% of adults aged 25-44	39
% of young adults (aged 16-24)	3
% of groups with children	27
Visit Details	
% who were on a short day trip from home (less than 3 hours)	83
% who were on an overnight or holiday trip	2
% of visitors who have visited before	85
% of visitors taking part in walking	89
% of visitors taking part in cycling	10
% of visitors using the café / restaurant / other catering	20
% of visitors using the play area	11
Average length of stay on site	1 hrs 35 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Walking trails	57
Café / restaurant / catering	29
Car parking	27

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Jeskyns' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

KIELDER (QoE)

General Information

This survey took place at Kielder in Northumberland during 2015. A total of 244 visitors were interviewed face to face at the end of their visit.

Summary

Over half of visitors (55%) were female. Over two fifths of visitors (43%) were accompanied by children while visiting the site. One half (50%) were on a short day trip from home. Around two thirds (68%) of visitors had visited the forest before. 68% took part in a walking activity. 93% of visitors were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	244
Visitor Profile	
% of male visitors	45
% of female visitors	55
% of senior citizens (aged 65+)	10
% of adults aged 45-64	45
% of adults aged 25-44	40
% of young adults (aged 16-24)	4
% of groups with children	43
Visit Details	
% who were on a short day trip from home (less than 3 hours)	50
% who were on an overnight or holiday trip	43
% of visitors who have visited before	68
% of visitors taking part in walking	68
% of visitors taking part in cycling	31
% of visitors using the café / restaurant / other catering	57
% of visitors admiring the views	22
% of visitors using the Visitor Centre / shop	18
Average length of stay on site	3 hrs 36 m
Ratings¹	
% satisfied with site as a place to visit	93
Most important facilities in decision to visit	
Walking trails	60
Café / restaurant / catering	39
Cycle trails	30

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Kielder' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

TOP LODGE FINESHADE (QoE)

General Information

This survey took place at Top Lodge Fineshade Wood, Northamptonshire during 2015. A total of 274 visitors were interviewed face to face at the end of their visit.

Summary

Over one half of visitors (56%) were female and 53% were accompanied by children while visiting the site. Around nine in ten of visitors (92%) were on a short day trip from home. 85% of visitors had visited the site before and 84% took part in a walking activity. Around three quarters (74%) of visitors cited the walking trails as an important reason for visiting the site. 82% were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	274
Visitor Profile	
% of male visitors	44
% of female visitors	56
% of senior citizens (aged 65+)	19
% of adults aged 45-64	34
% of adults aged 25-44	46
% of young adults (aged 16-24)	1
% of groups with children	53
Visit Details	
% who were on a short day trip from home (less than 3 hours)	92
% who were on an overnight or holiday trip	7
% of visitors who have visited before	85
% of visitors taking part in walking	84
% of visitors taking part in cycling	19
% of visitors using the café / restaurant / other catering	77
% of visitors using the play area	43
% of visitors admiring the views	16
Average length of stay on site	2 hr 10 m
Ratings¹	
% satisfied with site as a place to visit	82
Most important facilities in decision to visit	
Walking trails	74
Play area and equipment	29
Café / restaurant / catering	21

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Top Lodge Fineshade' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

WYRE (QoE)

General Information

This survey took place at Wyre Forest, Worcestershire during 2015. A total of 222 visitors were interviewed face to face at the end of their visit.

Summary

Around three fifths (61%) of visitors were female and 65% were accompanied by children during a visit to the site. Nine in ten (91%) visitors were on a short day trip. 92% of visitors took part in walking activities while on site. 85% were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	222
Visitor Profile	
% of male visitors	39
% of female visitors	61
% of senior citizens (aged 65+)	18
% of adults aged 45-64	30
% of adults aged 25-44	48
% of young adults (aged 16-24)	4
% of groups with children	65
Visit Details	
% who were on a short day trip from home (less than 3 hours)	91
% who were on an overnight or holiday trip	8
% of visitors who have visited before	84
% of visitors taking part in walking	92
% of visitors taking part in cycling	8
% of visitors using the café / restaurant / other catering	85
% of visitors using the play area	53
% of visitors seeing something in the forest	16
Average length of stay on site	2 hrs 11 m
Ratings¹	
% satisfied with site as a place to visit	85
Most important facilities in decision to visit	
Walking trails	77
Play areas and equipment	33

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Wyre' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

3.2. QUALITY OF EXPERIENCE – WALES

CADAIR IDRIS NATIONAL NATURE RESERVE (QoE)

General Information

This survey took place at Cadair Idris National Nature Reserve, North Wales during 2015. A total of 233 visitors were interviewed face to face at the end of their visit.

Summary

Around two thirds (68%) of visitors to the forest were male. Nearly three fifths of respondents (57%) had visited the forest before and 65% of respondents were on an overnight or holiday trip. Over nine in ten respondents were taking part in a walking activity while on site (94%). Nearly two thirds (64%) of respondents cited walking trails as an important reason for their visit. The majority of visitors (95%) were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	233
Visitor Profile	
% of male visitors	68
% of female visitors	32
% of senior citizens (aged 65+)	9
% of adults aged 45-64	49
% of adults aged 25-44	37
% of young adults (aged 16-24)	5
% of groups with children	19
Visit Details	
% who were on a short day trip from home (less than 3 hours)	17
% who were on an overnight or holiday trip	65
% of visitors who have visited before	57
% of visitors taking part in walking	94
% of visitors admiring the views	15
% of visitors taking part in photography	10
Average length of stay on site	4 hrs 3 m
Ratings¹	
% satisfied with site as a place to visit	95
Most important facilities in decision to visit	
Walking trails	64
Car parking	51
Toilets	24

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Cadair Idris National Nature Reserve' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

CRAIG Y DINAS (QoE)

General Information

This survey took place at Craig y Dinas, South Wales during 2015. A total of 144 visitors were interviewed face to face at the end of their visit.

Summary

Nearly three fifths (56%) of visitors to the forest were male. Half of respondents (49%) had visited the forest before. 87% of visitors were taking part in a walking activity while on site. 63% cited the waterfalls and 62% the walking trails as important reasons for visiting the site. Most visitors (89%) were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	144
Visitor Profile	
% of male visitors	56
% of female visitors	44
% of senior citizens (aged 65+)	8
% of adults aged 45-64	35
% of adults aged 25-44	47
% of young adults (aged 16-24)	10
% of groups with children	25
Visit Details	
% who were on a short day trip from home (less than 3 hours)	44
% who were on an overnight or holiday trip	39
% of visitors who have visited before	49
% of visitors taking part in walking	87
% of visitors admiring the views	29
% of visitors taking part in photography	28
% of visitors using the café / restaurant / other catering	17
Average length of stay on site	2 hrs 56 m
Ratings¹	
% satisfied with site as a place to visit	89
Most important facilities in decision to visit	
Waterfalls	63
Walking trails	62
Gorge walking	42

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: [Monitoring the quality of experience in forests – Craig y Dinas’ by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

FFOREST FAWR (QoE)

General Information

This survey took place at Fforest Fawr, South Wales during 2015. A total of 147 visitors were interviewed face to face at the end of their visit.

Summary

Around one half of respondents (52%) visiting the forest were male. Most visitors (88%) were on a short day trip from home and over four fifths of visitors (84%) had visited the forest before. The majority (98%) of visitors took part in a walking activity while on site and 82% cited walking trails as an important reason for visiting.

Results

	Total
Number of interviews	147
Visitor Profile	
% of male visitors	52
% of female visitors	48
% of senior citizens (aged 65+)	10
% of adults aged 45-64	47
% of adults aged 25-44	38
% of young adults (aged 16-24)	5
% of groups with children	34
Visit Details	
% who were on a short day trip from home (less than 3 hours)	88
% who were on an overnight or holiday trip	5
% of visitors who have visited before	84
% of visitors taking part in walking	98
% of visitors admiring the views	28
% of visitors taking part in photography	10
Average length of stay on Forest Drive site	1 hr 28 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Walking trails	82
Car parking	58
Easy / all ability access	43

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Fforest Fawr' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

GWAUN HEPSTE (QoE)

General Information

This survey took place at Gwaun Hepste, Powys during 2015. A total of 127 visitors were interviewed face to face at the end of their visit.

Summary

Over one half of visitors were males (55%). Around one half were on a short day trip from home (51%). The majority (98%) of respondents were taking part in walking. Nine in ten visitors (90%) felt that the waterfalls were an important reason for deciding to visit the site. 89% were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	127
Visitor Profile	
% of male visitors	55
% of female visitors	45
% of senior citizens (aged 65+)	9
% of adults aged 45-64	33
% of adults aged 25-44	45
% of young adults (aged 16-24)	12
% of groups with children	28
Visit Details	
% who were on a short day trip from home (less than 3 hours)	51
% who were on an overnight or holiday trip	45
% of visitors who have visited before	36
% of visitors taking part in walking	98
% of visitors taking part in photography	52
% of visitors admiring the views	38
% of visitors having a picnic or barbecue	21
Average length of stay on site	2 hr 54 m
Ratings¹	
% satisfied with site as a place to visit	89
Most important facilities in decision to visit	
Waterfalls	90
Walking trails	76
Car parking	39

Timing of survey: April - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Gwaun Hepste' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

HAFOD (QoE)

General Information

This survey took place at Hafod, West Wales during 2015. A total of 140 visitors were interviewed face to face at the end of their visit.

Summary

56% of respondents were males. Nearly six in ten respondents (59%) had visited the forest before. Most respondents (94%) were taking part in walking during their visit and 88% of respondents cited the walking trails as an important reason for deciding to visit the site. 91% of visitors were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	140
Visitor Profile	
% of male visitors	56
% of female visitors	44
% of senior citizens (aged 65+)	22
% of adults aged 45-64	38
% of adults aged 25-44	31
% of young adults (aged 16-24)	6
% of groups with children	26
Visit Details	
% who were on a short day trip from home (less than 3 hours)	48
% who were on an overnight or holiday trip	46
% of visitors who have visited before	59
% of visitors taking part in walking	94
% of visitors admiring the views	42
% of visitors taking part in photography	14
% of visitors seeing something in the forest	12
Average length of stay on site	2 hrs 7 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Walking trails	88
Car parking	85
Viewpoint	26

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Hafod ' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

NEWPORT WETLANDS NATIONAL NATURE RESERVE (QoE)

General Information

This survey took place at Newport Wetlands National Nature Reserve, South Wales during 2015. A total of 233 visitors were interviewed face to face at the end of their visit.

Summary

55% of respondents were male. Nearly nine in ten of respondents (88%) were on a short day trip from home. Four fifths of respondents (80%) had visited the site before. Most of the respondents (96%) took part in walking while on the site. The majority (98%) of visitors were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	233
Visitor Profile	
% of male visitors	55
% of female visitors	45
% of senior citizens (aged 65+)	19
% of adults aged 45-64	39
% of adults aged 25-44	39
% of young adults (aged 16-24)	3
% of groups with children	39
Visit Details	
% who were on a short day trip from home (less than 3 hours)	88
% who were on an overnight or holiday trip	1
% of visitors who have visited before	80
% of visitors taking part in walking	96
% of visitors using the café / restaurant / other catering	40
% of visitors taking part in bird watching	39
% of visitors using the Visitor Centre / shop	35
% of visitors using the play area	23
Average length of stay on site	1 hr 56 m
Ratings¹	
% satisfied with site as a place to visit	98
Most important facilities in decision to visit	
Walking trails	43
Car parking	25
Toilets	18

Timing of survey: March - October 2015.

Type of survey: On site face to face interview.

Publication: [Monitoring the quality of experience in forests – Newport Wetlands National Nature Reserve](#) by Beaufort Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

TAN Y COED (QoE)

General Information

This survey took place at Tan y Coed, Mid Wales during 2015. A total of 164 visitors were interviewed face to face at the end of their visit.

Summary

Nearly three fifths of respondents (58%) were male. Three fifths of respondents (61%) had visited the forest before and nearly two thirds of respondents (65%) were on a short day trip from home. Over two thirds (69%) of visitors took part in walking while visiting the site and most of the visitors (93%) were satisfied with the site as a place to visit.

Results

	Total
Number of interviews	164
Visitor Profile	
% of male visitors	58
% of female visitors	42
% of senior citizens (aged 65+)	27
% of adults aged 45-64	47
% of adults aged 25-44	22
% of young adults (aged 16-24)	4
% of groups with children	27
Visit Details	
% who were on a short day trip from home (less than 3 hours)	30
% who were on an overnight or holiday trip	61
% of visitors who have visited before	65
% of visitors taking part in walking	69
% of visitors admiring the views	23
% of visitors having a picnic or barbecue	22
Average length of stay on site	57 m
Ratings¹	
% satisfied with site as a place to visit	93
Most important facilities in decision to visit	
Car parking	56
Walking trails	54
Picnic areas / BBQ	18

Timing of survey:

March - October 2015.

Type of survey:

On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Tan y Coed' by Beaufort Research.](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very good. Ratings based on a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 very poor, 7 don't know/not sure.

3.3 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT

General Information

The seventh year of fieldwork for the ["Monitor of Engagement with the Natural Environment" \(MENE\)](#) survey started in March 2015, with information on visits to the outdoors collected in England. The survey was commissioned from TNS by Natural England with support from the Department for Environment, Food and Rural Affairs and the Forestry Commission.

Summary

It is estimated from the 2015-16 quarterly reports that there were 447 million trips made in England that included a visit to a woodland or forest.