



**WESTONBIRT ARBORETUM
FAMILY SURVEY
2002**



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INTRODUCTION

Westonbirt, The National Arboretum is one of the world's finest collections of trees and shrubs with over 18,000 listed specimens. It is also a major visitor attraction with over 300,000 people visiting each year. The recognition of these two points has led to three guiding principles for Westonbirt's current and future development: preservation, education and recreation.

This survey stems from the realisation that we must understand our customers: their perception of the arboretum, the way they use it and how this impacts on their needs. However, we must also recognise that our customers fall into many different user groups, each with their own specific requirements which would be impossible to cover in one survey. Thus this survey deals solely with visiting family groups and their individual needs.

Specifically, the survey aimed to provide concrete statistical evidence to identify:

- What a 'typical' family unit is
- Why they use the arboretum
- How they currently use the arboretum
- How often they visit and how far they travel
- How long they stay at the arboretum during each visit
- What facilities they use during their visit and how they rate them
- What future developments would have the greatest positive effect on their visit experience

Method

The survey was carried out during August 2002 on both weekdays and weekends. Surveyors asked family groups (with children) a series of questions about their visit, as they **left** the arboretum. Surveyors were stationed on the gravel path by the main car and coach park. In total 105 surveys were completed.

All results are subject to the effects of chance in sampling. This means that a range of uncertainty, or confidence interval is associated with these results. With 105 respondents, the confidence interval is + / - 10 %, so differences of more than 10 % in any question are statistically significant.

SUMMARY

This report provides results from a visitor survey that took place at Westonbirt Arboretum. A total of 105 questionnaires were completed during August 2002. Surveying was carried out during the Festival of Gardens event and over the bank holiday weekend during the Festival of Wood.

Over half of groups (57 %) consisted of 3 or 4 people and there was an average of 4.3 people per group. Virtually all groups included adults over 25 years, 34 % included children under 5 years, 58 % contained children aged 5-10, and 34 % of groups contained adolescents aged 11-15. Only 9 % of groups contained young adults aged 16-24. In terms of the composition of the group, groups of 2 adults with 1-3 children under 16 were most common.

9 % of groups contained someone with a special need. Only 2 % of visitors were of non-white origin. 18 % of groups had a pushchair, and 13 % of all groups had dogs with them.

The majority of groups were from the south-west of England (78 %).

Three-quarters (74 %) of the respondents had visited Westonbirt Arboretum on a previous occasion. Of those who had visited before, over half (58 %) tended to visit 1-3 times per year. The average length of stay at the Arboretum was 3.2 hours.

The most popular reasons for visiting Westonbirt Arboretum were 'for an event', 'to socialise/ for a family day out' and 'for the trees/ beauty /scenery'. The least popular reason was 'for its educational value'.

When asked what activities they had participated in at the Arboretum, 66 % of groups said they had walked, 59 % had relaxed/ had a picnic, and 58 % had viewed the arboretum.

Toilet facilities, car parking, picnic facilities, site safety, paths/ trails were all rated good or very good for children and families alike. The café and café food was generally rated good or average. Interpretation/ information was rated less highly, especially for children. The activities provided for families were also rated less highly.

Groups were also asked to rate facilities which would improve a visit to Westonbirt Arboretum. 'Top 3' on the list were interactive displays on nature, a seasonal notice board explaining what there is to see, and surprises around the arboretum (e.g. sculptures). Bottom of the list were a better path network, a drop-in facility and a children's nature club.

WESTONBIRT FAMILY SURVEY 2002

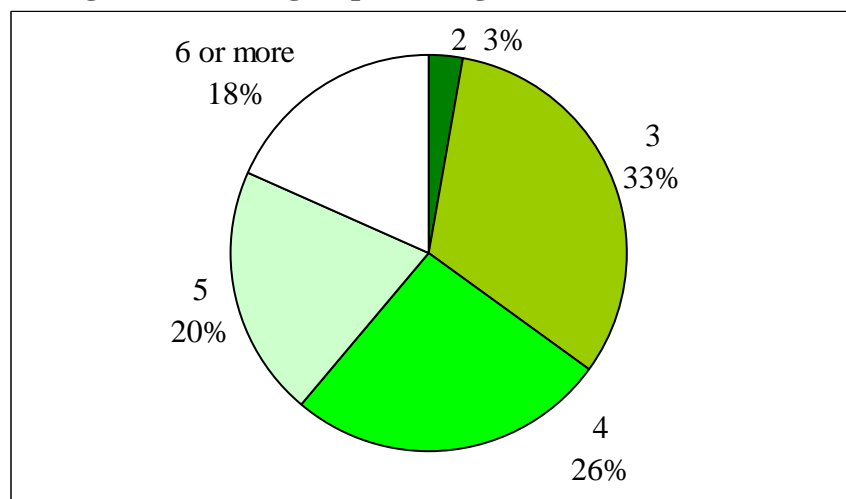
A Visitor Survey was carried out at Westonbirt Arboretum during August.

Group Composition

There were a total of 454 visitors in the 105 groups interviewed. There were more female than male visitors (62 % of all visitors were female).

Most groups (95 %) included 3 or more people; 31 % contained 3 people, 26 % consisted of 4 people, 20 % included 5 people and 18 % were in groups of 6 or more. Excluding groups of 10 or more, there were on average 4.3 people per group (Figure 1).

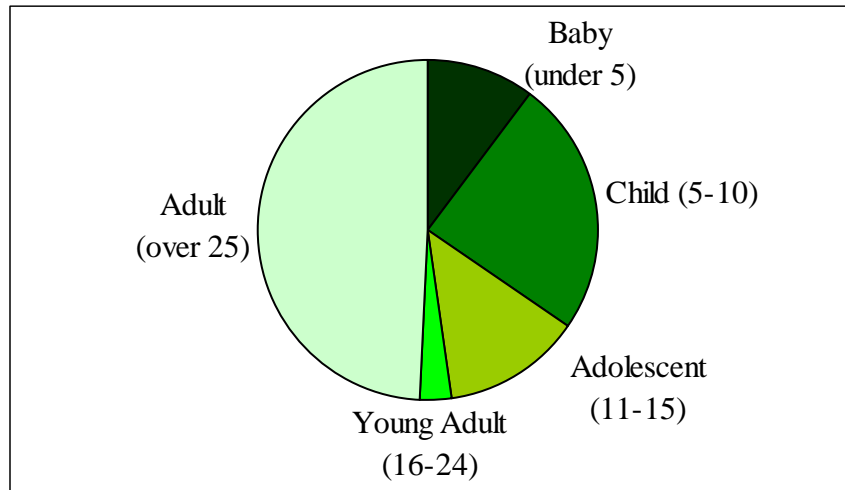
Figure 1: Size of groups visiting Westonbirt Arboretum



Almost all groups visiting Westonbirt Arboretum contained adults (98 %), and 58 % of groups had children aged 5-10 with them. 34 % contained adolescents aged 11-15, and 34 % contained under fives. Only 9 % of groups contained young adults aged 16-24.

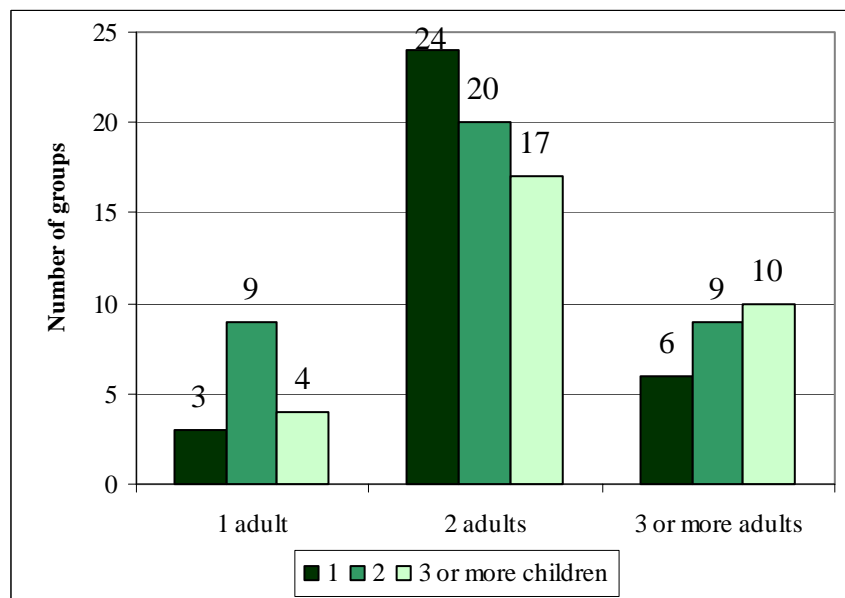
In terms of total visitors, adults over 25 accounted for half of all visitors (49 %), with children aged 5-10 making up a further 24 %. A further 13 % were adolescents aged 11-15, and 10 % were babies. There were very few young adults aged 16-24 (3 %) (Figure 2).

Figure 2: Age of visitors to Westonbirt Arboretum



There were 3 groups interviewed without children. These are not considered here. Figure 3 shows the groups broken down by the number of adults and number of children under 16. Groups consisting of 2 adults with 1 to 3 children were the most common.

Figure 3: Composition of groups with children visiting Westonbirt Arboretum



Special needs

9 of the groups at Westonbirt said that someone in their party had a disability or special need. Of these 9 groups, 8 had mobility needs.

Ethnicity

Only 2 % of visitors were of non-white origin. In the GB as a whole 6.7 % of the population are of non-white origin.

Groups with dogs and pushchairs

18 % of groups were with pushchairs. There were 13 % of groups who had dogs with them.

Visitor Origin

Table 1 shows the origin of visitors, based on the home postcodes and town/ country names supplied. The majority of groups (78 %) were from the south west of England.

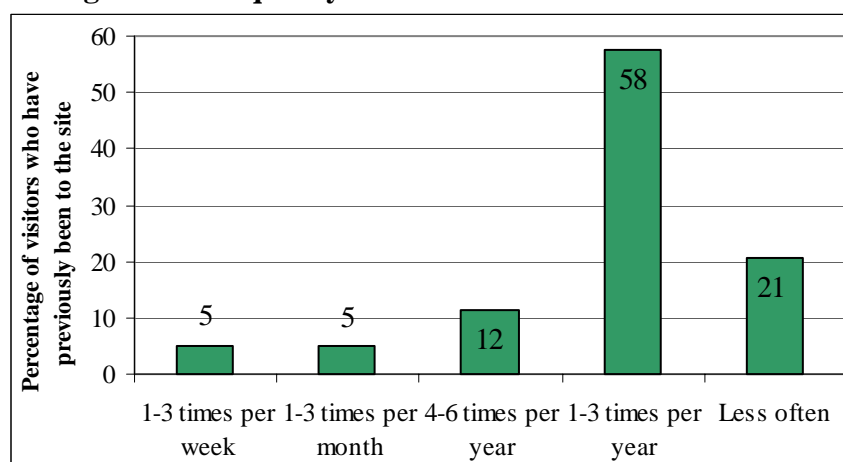
Table 1. Origin of visitors to Westonbirt Arboretum

Region	Number of respondents
South West	79
South East	11
West Midlands	7
Rest of GB	3
Overseas	1
All respondents	100% (=101)

Previous Visits

Around three-quarters (74 %) of the groups had visited the site on a previous occasion. Of those who have been to the site before, over half visit 1-3 times per year (58 %). 22 % come more frequently than this, and 21 % come less frequently (Figure 4).

Figure 4: Frequency of visits to Westonbirt Arboretum



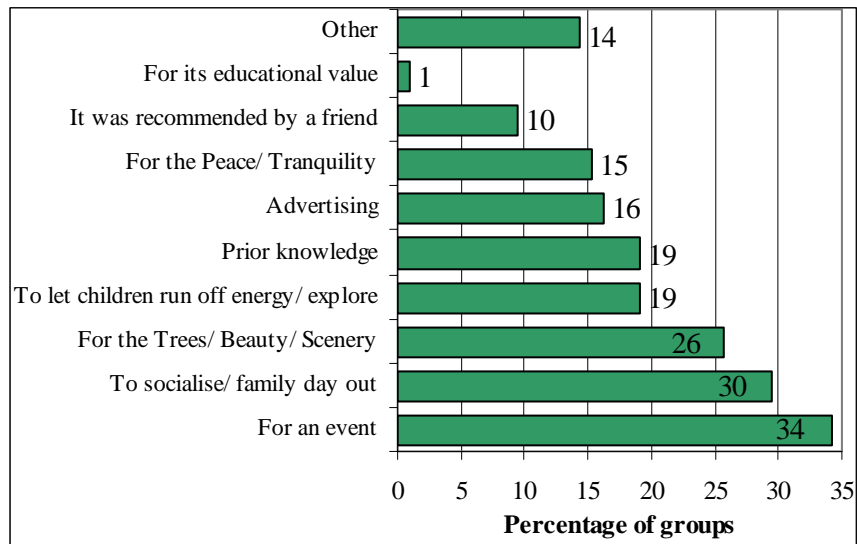
Length of Stay

The average length of stay of groups at Westonbirt was 3.2 hours. Around one fifth of visitors (20 %) stayed around 2 hours, 38 % stayed for around 3 hours, and 39 % stayed for 4 hours or more.

Reasons for Visiting westonbirt / Purpose of visit

Groups visiting Westonbirt were asked why they had brought their family to the arboretum. Each group could give more than one reason. 34 % of groups said that they were visiting for an event, and other popular reasons were ‘to socialise/ a family day out’ and ‘for the trees/ beauty/ scenery’ (See Figure 5).

Figure 5: Reasons for bringing family to Westonbirt Arboretum



The groups who had seen some advertising were asked where they had seen it. The most popular answers were newspaper (31 %), television (26 %), and radio (23 %).

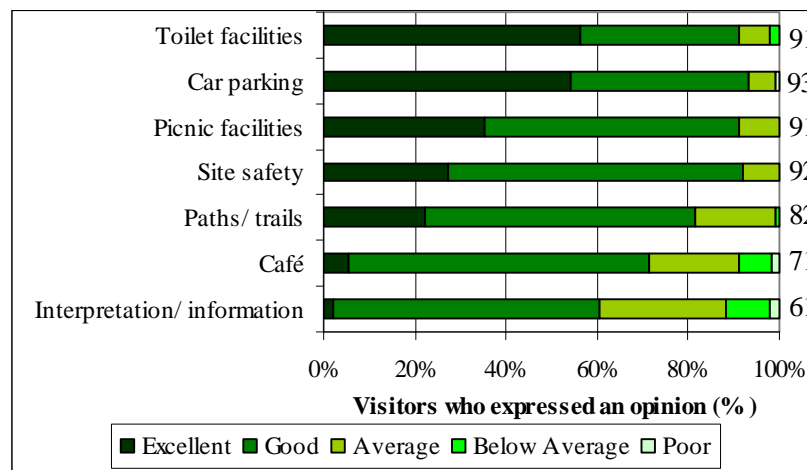
Groups were also asked what activities they participated in during their visit. Groups could give more than one activity. Two-thirds (66 %) of groups said that they walked (excluding dog-walkers). 59 % had relaxed / had a picnic, and 58 % had viewed the arboretum. A third (33 %) said that they had participated in an event. Fewer groups had walked their dogs or watched the wildlife/ birds.

Ratings of facilities at Westonbirt Arboretum

The results below present the ratings for each facility in terms of the proportion of visitors who expressed an opinion (i.e. the proportion who had used each facility and provided a rating for it).

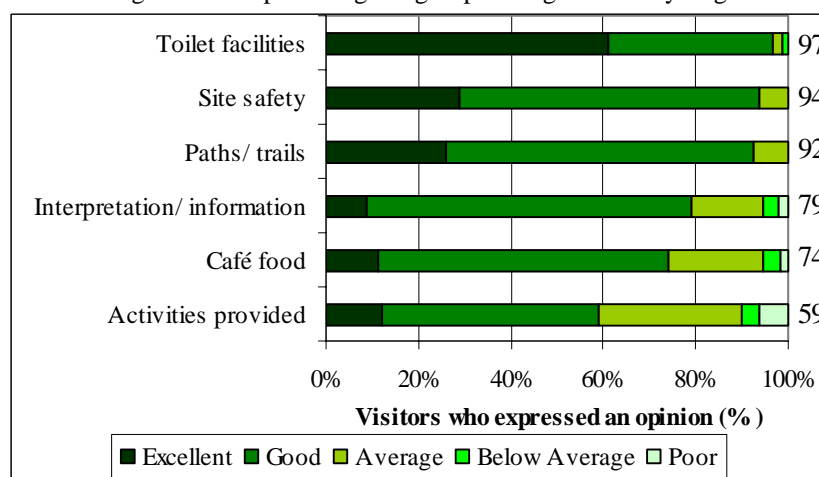
All visitors were asked to rate the facilities they had used during their visit, some as a facility for children and some as a facility for families. Those which were rated as a facility for children are shown in Figure 6. Toilets, picnic facilities, parking, site safety and paths and trails were all rated as excellent or good for children by over 80 % of those who had used them. The café and interpretation/ information were generally rated as good or average; they were rated below average or poor by 9 % and 12 % respectively.

Figure 6. Ratings of facilities at Westonbirt (for Children)
(numbers on right indicate percentage of groups rating the facility as good or excellent)



Where facilities were rated for families, toilets, site safety, paths and trails were all rated excellent or good by over 80 % of those who had used them. Interpretation/ information, café food and activities provided were generally rated as good or average; they were rated below average or poor by 5 %, 6 % and 10 % respectively.

Figure 7: Ratings of facilities at Westonbirt (for families)
(numbers on the right indicate percentage of groups rating the facility as good or excellent)



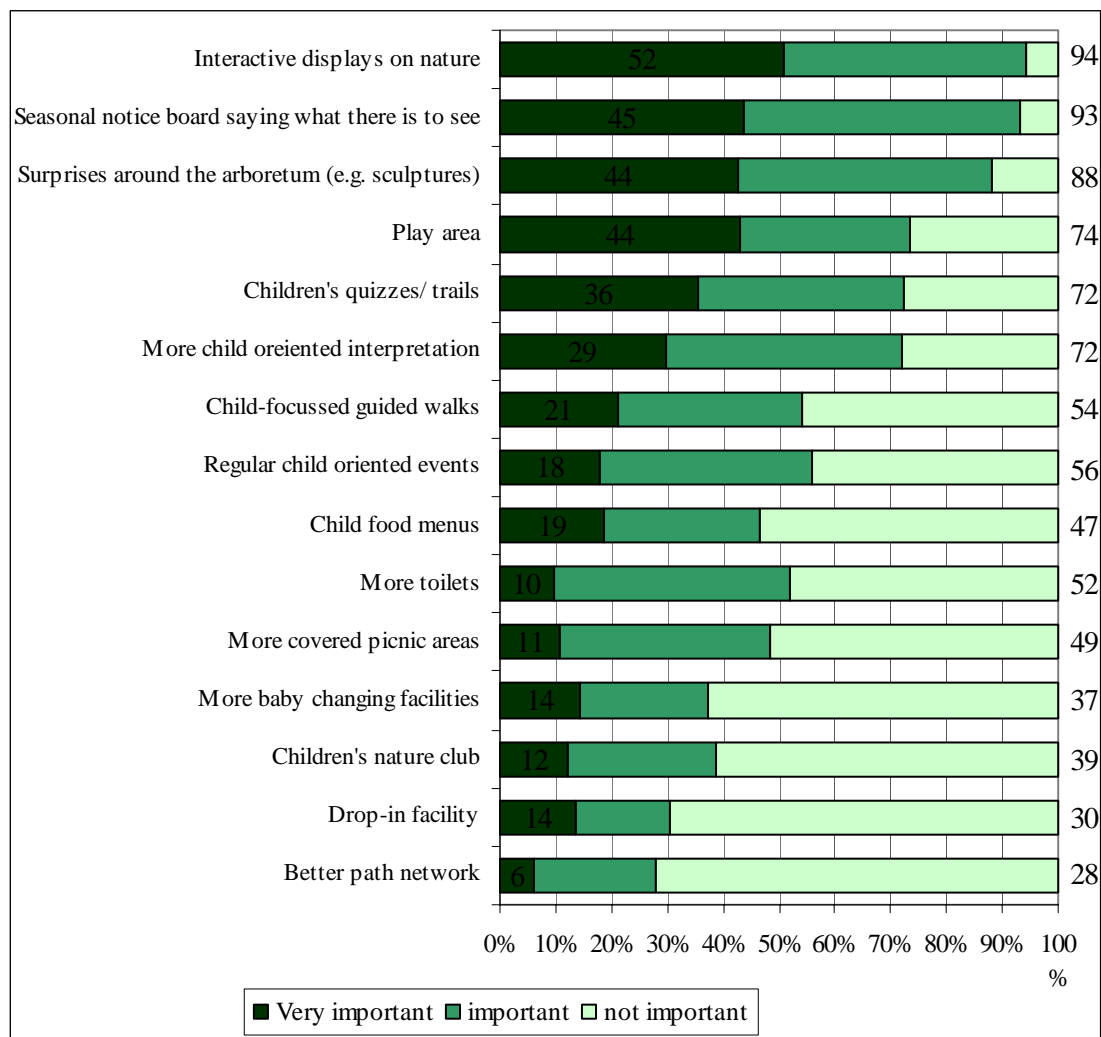
Facilities which would improve a visit to Westonbirt Arboretum

Groups were asked to say which of a number of facilities would add to their visit. Each facility could be rated as very important (1), important (2) or not important (3). A mean score has been calculated for each possible facility and they have been ranked in order of preference in Figure 8. The top facility is considered the most important to improve a visit to the arboretum (interactive displays on nature), and the bottom facility (better path network) is considered least important to improve a visit to the arboretum.

Various other suggestions were made of facilities which would improve a visit to the arboretum.

Figure 8: Relative importance of new facilities at Westonbirt.

(Numbers on the right indicate percentage of groups rating the facility as important or very important)



Improvements to Westonbirt Arboretum

Visitors were asked what one thing could be improved for families. 59 % (a total of 62 groups) made a suggestion, with 3 groups saying that the arboretum is perfect as it is.

The main suggestion for improvements was for a play area (15 groups) or an adventure playground (3 groups).

Other groups suggested improvements to the café, especially the provision of a high chair (5) and a reduction in the café prices (5). Other suggestions were for more information, especially on the names and ages of plants, and maps (5), improvements to trails, especially with pushchairs in mind (4), and improved dog facilities, especially access and water (3).

Disappointments during visit to Westonbirt Arboretum

11 % (12 groups) said that nothing disappointed them during their visit to the arboretum.

A further 25 % (26 groups) gave some reasons for being disappointed during their visit. 5 groups were disappointed with the prices in the café, 5 groups were disappointed with the lack of play area or lack of children's facilities, and 2 groups were disappointed with the facilities for disabled users.

Individual groups also said that they were disappointed due to the lack of certain goods/ facilities, including a first aid point, notice board, map, sculptures and ice-cream.

One group was disappointed by the commercialisation of the arboretum, and one group was concerned about the risk of accidents.

Westonbirt Arboretum

Batch Number	
Event (if applicable)	
Form Number	

Family SURVEY QUESTIONNAIRE

Hello

At Westonbirt we aim to provide an outstanding service that is both inclusive and responsive to your needs. To help us understand your needs please can you please spare a few minutes to answer some questions

1. Group size - enter number of people in each category in each box. (Estimate age group - don't ask)

Male		Female
<input type="text"/>	Adults (over 25)	<input type="text"/>
<input type="text"/>	Young Adults (Age 16 - 24)	<input type="text"/>
<input type="text"/>	Adolescents (Age 11-15)	<input type="text"/>
<input type="text"/>	Children (Age 5 -11)	<input type="text"/>
<input type="text"/>	Babies / Toddlers (Under 5)	<input type="text"/>
<input type="text"/>	Dogs	<input type="text"/>
	Pushchair	

2. How far have you travelled to get here today?

	Circle one
Up to 5 miles	1
6 - 15 miles	2
16 - 25 miles	3
26 - 50 miles	4
Over 50 miles	5

3. Have you been to Westonbirt before?

Circle One

Yes	1	Ask Q4a
No	2	Skip to Q5

4a. How often do you come to Westonbirt?

	Circle one
Daily	1
1 - 3 times a week	2
1 - 3 times a month	3
4 - 6 times a year	4
1 - 3 times a year	5
Less often	6

5. Why did you choose to bring your family to Westonbirt today? (if they answer 8 ask Q6 otherwise skip to Q7)

For the trees / beauty / scenery	1
For the peace / tranquillity	2
To let children run off energy / explore	3
To socialise / family day out	4
For its educational value	5
For an event	6
It was recommended by a friend	7
Advertising	8
Prior knowledge	9
Other	10
Please specify	_____

6. Can you say where you saw Westonbirt advertised?

	Circle One
Television	1
Newspaper	2
Flyer	3
Magazine	4
Radio	5

6a. Please specify

7. What activities did you carry out during your visit to Westonbirt today?

Dog walking	1
Other walking	2
Participate in an event	3
View arboretum	4
Watch wildlife/ birds	5
Relax/ picnic	6
Other	7

Specify

8. How long in total did you stay at Westonbirt today?

<input type="text"/>	<input type="text"/>
hours	mins

9. How do you rate the following facilities for children? (1 = excellent, 2 = good, 3 = average, 4 = below average, 5 = poor, 6= not used)

Paths/trails	
Interpretation / information provided	
Picnic facilities	
Site safety	
Car parking	
Toilet facilities	
Cafe	

Comments:

10. How do you rate the following facilities for families? (1 = excellent, 2 = good, 3 = average, 4 = below average, 5 = poor, 6= not used)

Paths/trails	
Interpretation / information provided	
Activities provided	
Site safety	
Café food	
Toilet facilities	

Comments:

11. Please rate the following facilities in order of which would add most to your visit? (where 1 is very important, 2 important, 3 not important)

More covered picnic areas	
Drop in facility (<i>where children could be left for 1/2hour</i>)	
Child food menus	
Children's quizzes / trails	
Play area	
Better path network	
Regular child orientated events	
More child orientated interpretation	
Interactive displays on nature	
Surprises around arboretum (e.g. sculptures)	
Child focused guided walks	
Seasonal notice board saying what there is to see	
More baby changing facilities	
More toilets	
Children's nature club	

Other: _____

Comments:

12. If we could improve just one thing here for families, what would that be?

13. What one thing has disappointed you most during your visit to Westonbirt?

14. To give us an idea of where visitors come from, can you tell me your postcode?

Yes: Record full postcode

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No: Record part postcode if possible, then ask Q11a.

14a. (only ask if full postcode not given) Can you tell me instead which town or other area you live in?

Record name of town or other area (e.g. English/Welsh county, or country(if from abroad)

15. Do you (or does anyone in your group) have any disability or special needs?

Circle One

- | | | |
|-----|---|-------------|
| Yes | 1 | Ask 16a |
| No | 2 | Skip to end |

16a. What type of special need is it?

Circle all

- | | | |
|----------|----------|----------|
| Sight | 1 | |
| Hearing | | 2 |
| Mobility | 3 | |
| Other | | 4 |

Specify

That's all! Thank you very much for your time.

Please indicate the ethnic origin of the group – don't ask!

Predominantly White

Asian

Afro-Caribbean

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

Westonbirt Family Survey - 2002
 Number of interviews

	Weekday	Weekend	Total
	No.	No.	No.
Total	57	48	105

	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Up to 5 miles	5	9	2	4	7	7
6-15 miles	15	26	11	23	26	25
16-25 miles	23	40	13	27	36	34
26-50 miles	10	18	14	29	24	23
Over 50 miles	3	5	8	17	11	10
Missing	1	2	.	.	1	1
Total	57	100	48	100	105	100

	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Yes	45	79	33	69	78	74
No	10	18	15	31	25	24
Missing	2	4	.	.	2	2
Total	57	100	48	100	105	100

(Those who have been before)

	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
1-3 times a week	2	4	2	6	4	5
1-3 times a month	4	9	.	.	4	5
4-6 times a year	4	9	5	15	9	12
1-3 times a year	28	62	17	52	45	58
less often	7	16	9	27	16	21
Total	45	100	33	100	78	100

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

(Includes multiple responses)

5. Why did you bring family here today	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
For the trees/beauty/scenery	17	16	10	11	27	13
For the peace/tranquillity	8	7	8	8	16	8
To let children run off energy/explore	11	10	9	9	20	10
To socialise/family day out	18	17	13	14	31	15
For its educational value	1	1	.	.	1	0
For an event	21	19	15	16	36	18
It was recommended by a friend	6	6	4	4	10	5
Advertising	6	6	11	12	17	8
Prior knowledge	5	5	15	16	20	10
Other	11	10	4	4	15	7
Missing	4	4	6	6	10	5
Total	108	100	95	100	203	100

6. Can you say where you saw Westonbirt advertised?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Television	6	11	3	6	9	9
Newspaper	4	7	8	17	12	11
Flyer	1	2	3	6	4	4
Magazine	2	4	.	.	2	2
Radio	3	5	5	10	8	8
Missing	41	72	29	60	70	67
Total	57	100	48	100	105	100

(Includes multiple responses)

7. What activities do you plan to do today	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Dog walking	9	6	6	5	15	6
Other walking	37	26	32	25	69	25
Participate in an event	22	15	13	10	35	13
View arboretum	32	22	29	23	61	22
Watch wildlife/birds	5	3	7	5	12	4
Relax/picnic	30	21	32	25	62	23
Other	9	6	6	5	15	6
Missing	.	.	3	2	3	1
Total	144	100	128	100	272	100

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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9. Ratings for Children:	Weekday	Weekend	Total
site safety	‡ffffffff.....ffffffff~ffffffff~ffffffff~ffffffff~ffffffff~ffffffff%		
	No.	%	No.
excellent	18,	32,	10,
good	32,	56,	34,
average	4,	7,	4,
not used	2,	4,	.,
Missing	1,	2,	.,
Total	57,	100,	48,

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9. Ratings for Children: Car,	Weekday	Weekend	Total
parking	‡ffffffff.....ffffffff~ffffffff~ffffffff~ffffffff~ffffffff~ffffffff%		
	No.	%	No.
excellent	24,	42,	32,
good	29,	51,	11,
average	1,	2,	5,
poor	1,	2,	.,
Missing	2,	4,	.,
Total	57,	100,	48,

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9. Ratings for Children:	Weekday	Weekend	Total
Toilet facilities	‡ffffffff.....ffffffff~ffffffff~ffffffff~ffffffff~ffffffff~ffffffff%		
	No.	%	No.
excellent	30,	53,	27,
good	23,	40,	12,
average	.,	.,	7,
below average	2,	4,	.,
not used	2,	4,	2,
Total	57,	100,	48,

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9. Ratings for Children:	Weekday	Weekend	Total
Cafe	‡ffffffff.....ffffffff~ffffffff~ffffffff~ffffffff~ffffffff~ffffffff%		
	No.	%	No.
excellent	2,	4,	1,
good	23,	40,	14,
average	6,	11,	5,
below average	2,	4,	2,
poor	1,	2,	.,
not used	21,	37,	21,
Missing	2,	4,	5,
Total	57,	100,	48,

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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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10. Ratings for Families:	Weekday	Weekend	Total
Paths/trails	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
excellent	14, 25,	10, 21,	24, 23,
good	35, 61,	26, 54,	61, 58,
average	2, 4,	5, 10,	7, 7,
not used	2, 4,	2, 4,	4, 4,
Missing	4, 7,	5, 10,	9, 9,
Total	57, 100,	48, 100,	105, 100,

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10. Ratings for Families:	Weekday	Weekend	Total
Interp/info	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
excellent	5, 9,	3, 6,	8, 8,
good	36, 63,	28, 58,	64, 61,
average	5, 9,	9, 19,	14, 13,
below average	2, 4,	1, 2,	3, 3,
poor	1, 2,	1, 2,	2, 2,
not used	4, 7,	2, 4,	6, 6,
Missing	4, 7,	4, 8,	8, 8,
Total	57, 100,	48, 100,	105, 100,

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10. Ratings for Families:	Weekday	Weekend	Total
Activities provided	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
excellent	4, 7,	2, 4,	6, 6,
good	14, 25,	9, 19,	23, 22,
average	7, 12,	8, 17,	15, 14,
below average	1, 2,	1, 2,	2, 2,
poor	2, 4,	1, 2,	3, 3,
not used	26, 46,	23, 48,	49, 47,
Missing	3, 5,	4, 8,	7, 7,
Total	57, 100,	48, 100,	105, 100,

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10. Ratings for Families:	Weekday	Weekend	Total
site safety	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
excellent	15, 26,	12, 25,	27, 26,
good	33, 58,	28, 58,	61, 58,
average	2, 4,	4, 8,	6, 6,
not used	2, 4,	., .,	2, 2,
Missing	5, 9,	4, 8,	9, 9,
Total	57, 100,	48, 100,	105, 100,

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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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10. Ratings for Families:	Weekday		Weekend		Total	
Cafe Food	No.	%	No.	%	No.	%
excellent	4	7	2	4	6	6
good	21	37	13	27	34	32
average	7	12	4	8	11	10
below average	2	4	2	2
poor	1	2	1	1
not used	18	32	19	40	37	35
Missing	4	7	10	21	14	13
Total	57	100	48	100	105	100

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10. Ratings for Families:	Weekday		Weekend		Total	
Toilet facilities	No.	%	No.	%	No.	%
excellent	27	47	26	54	53	50
good	19	33	12	25	31	30
average	2	4	2	2
below average	1	2	1	1
not used	5	9	2	4	7	7
Missing	5	9	6	13	11	10
Total	57	100	48	100	105	100

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11. Add facilities to visit:	Weekday		Weekend		Total	
Covered picnic areas	No.	%	No.	%	No.	%
very important	9	16	2	4	11	10
important	21	37	17	35	38	36
not important	27	47	25	52	52	50
Missing	4	8	4	4
Total	57	100	48	100	105	100

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11. Add facilities to visit	Weekday		Weekend		Total	
: Drop in Facilities	No.	%	No.	%	No.	%
very important	9	16	5	10	14	13
important	10	18	7	15	17	16
not important	38	67	33	69	71	68
Missing	3	6	3	3
Total	57	100	48	100	105	100

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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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11. Add facilities to visit,	Weekday	Weekend	Total
: Childs food menu	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
very important	15, 26,	4, 8,	19, 18,
important	16, 28,	12, 25,	28, 27,
not important	26, 46,	28, 58,	54, 51,
Missing	., .,	4, 8,	4, 4,
Total	57, 100,	48, 100,	105, 100,

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11. Add facilities to visit:	Weekday	Weekend	Total
Qui zes/trails	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
very important	22, 39,	14, 29,	36, 34,
important	25, 44,	12, 25,	37, 35,
not important	10, 18,	18, 38,	28, 27,
Missing	., .,	4, 8,	4, 4,
Total	57, 100,	48, 100,	105, 100,

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11. Add facilities to visit:	Weekday	Weekend	Total
Play area	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
very important	28, 49,	16, 33,	44, 42,
important	19, 33,	12, 25,	31, 30,
not important	10, 18,	17, 35,	27, 26,
Missing	., .,	3, 6,	3, 3,
Total	57, 100,	48, 100,	105, 100,

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11. Add facilities to visit:	Weekday	Weekend	Total
Better path	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
very important	2, 4,	4, 8,	6, 6,
important	9, 16,	13, 27,	22, 21,
not important	46, 81,	26, 54,	72, 69,
Missing	., .,	5, 10,	5, 5,
Total	57, 100,	48, 100,	105, 100,

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11. Add facilities to	Weekday	Weekend	Total
visit: Orientated events	‡	‡	‡
	No. , % ,	No. , % ,	No. , % ,
very important	8, 14,	10, 21,	18, 17,
important	28, 49,	10, 21,	38, 36,
not important	21, 37,	23, 48,	44, 42,
Missing	., .,	5, 10,	5, 5,
Total	57, 100,	48, 100,	105, 100,

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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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11. Add facilities to	Weekday		Weekend		Total	
visit: Orientated interp	No.	%	No.	%	No.	%
very important	18,	32,	11,	23,	29,	28,
important	25,	44,	16,	33,	41,	39,
not important	12,	21,	15,	31,	27,	26,
Missing	2,	4,	6,	13,	8,	8,
Total	57,	100,	48,	100,	105,	100,

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11. Add facilities to	Weekday		Weekend		Total	
visit: Nature	No.	%	No.	%	No.	%
very important	23,	40,	29,	60,	52,	50,
important	29,	51,	15,	31,	44,	42,
not important	5,	9,	1,	2,	6,	6,
Missing	.	.	3,	6,	3,	3,
Total	57,	100,	48,	100,	105,	100,

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11. Add facilities to	Weekday		Weekend		Total	
visit: Surprises	No.	%	No.	%	No.	%
very important	25,	44,	19,	40,	44,	42,
important	24,	42,	23,	48,	47,	45,
not important	8,	14,	4,	8,	12,	11,
Missing	.	.	2,	4,	2,	2,
Total	57,	100,	48,	100,	105,	100,

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11. Add facilities to	Weekday		Weekend		Total	
visit: Guided walks	No.	%	No.	%	No.	%
very important	11,	19,	10,	21,	21,	20,
important	27,	47,	6,	13,	33,	31,
not important	19,	33,	27,	56,	46,	44,
Missing	.	.	5,	10,	5,	5,
Total	57,	100,	48,	100,	105,	100,

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11. Add facilities to	Weekday		Weekend		Total	
visit: Notice board	No.	%	No.	%	No.	%
very important	22,	39,	23,	48,	45,	43,
important	30,	53,	21,	44,	51,	49,
not important	5,	9,	2,	4,	7,	7,
Missing	.	.	2,	4,	2,	2,
Total	57,	100,	48,	100,	105,	100,

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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

11. Add facilities to visit: Changing facilities	Weekday	Weekend	Total
No.	%	No.	%
very important	11, 19,	3, 6,	14, 13,
important	8, 14,	14, 29,	22, 21,
not important	38, 67,	23, 48,	61, 58,
Missing	.	8, 17,	8, 8,
Total	57, 100,	48, 100,	105, 100,

11. Add facilities to visit: More toilets	Weekday	Weekend	Total
No.	%	No.	%
very important	7, 12,	3, 6,	10, 10,
important	15, 26,	28, 58,	43, 41,
not important	35, 61,	14, 29,	49, 47,
Missing	.	3, 6,	3, 3,
Total	57, 100,	48, 100,	105, 100,

11. Add facilities to visit: Nature club	Weekday	Weekend	Total
No.	%	No.	%
very important	5, 9,	7, 15,	12, 11,
important	21, 37,	5, 10,	26, 25,
not important	31, 54,	29, 60,	60, 57,
Missing	.	7, 15,	7, 7,
Total	57, 100,	48, 100,	105, 100,

15. Do you have any disability or special needs	Weekday	Weekend	Total
No.	%	No.	%
Yes	5, 9,	4, 8,	9, 9,
No	48, 84,	42, 88,	90, 86,
Missing	4, 7,	2, 4,	6, 6,
Total	57, 100,	48, 100,	105, 100,

(Only those with a special need - Includes multiple responses)

16a. What type of special need is it	Weekday	Weekend	Total
No.	%	No.	%
Mobility	5, 100,	3, 75,	8, 89,
Other	.	1, 25,	1, 11,
Total	5, 100,	4, 100,	9, 100,

Group size

Number in Group	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	2,	4,	2,
2	1,	2,	2,	4,	3,	3,
3	21,	37,	12,	25,	33,	31,
4	16,	28,	11,	23,	27,	26,
5	12,	21,	9,	19,	21,	20,
6 or more	7,	12,	12,	25,	19,	18,
Total	57,	100,	48,	100,	105,	100,

Number of Males	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	11,	19,	3,	6,	14,
1	25,	44,	16,	33,	41,	39,
2	17,	30,	11,	23,	28,	27,
3	3,	5,	11,	23,	14,	13,
4	1,	2,	5,	10,	6,	6,
5	2,	4,	2,	2,
Total	57,	100,	48,	100,	105,	100,

Number of Females	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	3,	6,	3,
1	6,	11,	8,	17,	14,	13,
2	22,	39,	20,	42,	42,	40,
3	13,	23,	8,	17,	21,	20,
4	11,	19,	4,	8,	15,	14,
5	2,	4,	2,	4,	4,	4,
6 or more	3,	5,	3,	6,	6,	6,
Total	57,	100,	48,	100,	105,	100,

Number of Adults	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	2,	4,	2,
1	11,	19,	5,	10,	16,	15,
2	37,	65,	27,	56,	64,	61,
3	8,	14,	7,	15,	15,	14,
4	1,	2,	6,	13,	7,	7,
6 or more	1,	2,	1,	1,
Total	57,	100,	48,	100,	105,	100,

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

Number of Young adults (16-24)	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
0	54, 95	42, 88	96, 91
1	2, 4	3, 6	5, 5
2	1, 2	2, 4	3, 3
3	.	1, 2	1, 1
Total	57, 100	48, 100	105, 100

Number of Adolescents (11-15)	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
0	40, 70	29, 60	69, 66
1	8, 14	11, 23	19, 18
2	6, 11	6, 13	12, 11
3	2, 4	2, 4	4, 4
5	1, 2	.	1, 1
Total	57, 100	48, 100	105, 100

Number of Children (5-11)	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
0	23, 40	21, 44	44, 42
1	18, 32	13, 27	31, 30
2	10, 18	11, 23	21, 20
3	3, 5	.	3, 3
4	3, 5	2, 4	5, 5
6 or more	.	1, 2	1, 1
Total	57, 100	48, 100	105, 100

Number of babies (under 5)	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
0	37, 65	32, 67	69, 66
1	14, 25	13, 27	27, 26
2	4, 7	3, 6	7, 7
3	2, 4	.	2, 2
Total	57, 100	48, 100	105, 100

Number of Adult Males (Over 25)	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
0	27, 47	5, 10	32, 30
1	29, 51	37, 77	66, 63
2	1, 2	5, 10	6, 6
3	.	1, 2	1, 1

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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 , Number of Adult Females(Over, Weekday , Weekend , Total ,
 , 25) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 1, 2, 4, 8, 5, 5,
 , 1 , 31, 54, 31, 65, 62, 59,
 , 2 , 24, 42, 10, 21, 34, 32,
 , 3 , 1, 2, 3, 6, 4, 4,
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 , Number of Young Male Adults , Weekday , Weekend , Total ,
 , (16-24) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 57, 100, 44, 92, 101, 96,
 , 1 , ., ., 3, 6, 3, 3,
 , 2 , ., ., 1, 2, 1, 1,
 §ffffffffffffffffffffffffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff€

„ffffffffffffffffffffffffffffffff...ffffffffffffffff...ffffffffffffffff...ffffffffffffffff†
 , Number of Young Female , Weekday , Weekend , Total ,
 , Adults (16-24) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 54, 95, 44, 92, 98, 93,
 , 1 , 2, 4, 3, 6, 5, 5,
 , 2 , 1, 2, 1, 2, 2, 2,
 §ffffffffffffffffffffffffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff<ffffffffff€

„ffffffffffffffffffffffffffffffff...ffffffffffffffff...ffffffffffffffff...ffffffffffffffff†
 , Number of Male Adolescents , Weekday , Weekend , Total ,
 , (11-15) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 47, 82, 35, 73, 82, 78,
 , 1 , 9, 16, 8, 17, 17, 16,
 , 2 , 1, 2, 4, 8, 5, 5,
 , 3 , ., ., 1, 2, 1, 1,
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 , Number of Female Adolescents, Weekday , Weekend , Total ,
 , (11-15) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 44, 77, 38, 79, 82, 78,
 , 1 , 9, 16, 10, 21, 19, 18,
 , 2 , 3, 5, ., ., 3, 3,
 , 5 , 1, 2, ., ., 1, 1,
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„ffffffffffffffffffffffffffffffff...ffffffffffffffff...ffffffffffffffff...ffffffffffffffff†
 , Number of Male Children (5- , Weekday , Weekend , Total ,
 , 11) †fffffffff..ffffffffff^ffffffffff..ffffffffff^ffffffffff..ffffffffff%
 , , No. , % , No. , % , No. , % ,
 †ffffffffffffffffffffffffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff^ffffffffff%
 , 0 , 40, 70, 31, 65, 71, 68,
 , 1 , 16, 28, 12, 25, 28, 27,
 , 2 , 1, 2, 5, 10, 6, 6,
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APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2002

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Number of Female Children (5, 11)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	32	56	31	65	63	60
1	14	25	11	23	25	24
2	8	14	4	8	12	11
3	1	2	1	2	2	2
4	2	4	.	.	2	2
6 or more	.	.	1	2	1	1

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Number of Male Babies/Toddlers (under 5)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	48	84	44	92	92	88
1	7	12	3	6	10	10
2	1	2	1	2	2	2
3	1	2	.	.	1	1

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Number of Female Babies/Toddlers (under 5)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	43	75	36	75	79	75
1	12	21	10	21	22	21
2	2	4	2	4	4	4

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Number of Dogs	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	50	88	42	88	92	88
1	5	9	5	10	10	10
2	2	4	1	2	3	3

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Number of Pushchairs	Weekday		Weekend		ALL	
	No.	%	No.	%	No.	%
0	48	84	38	79	86	82
1	7	12	10	21	17	16
2	1	2	.	.	1	1
6 or more	1	2	.	.	1	1

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