



Delamere Christmas Tree Survey 2002

**A survey of customers who took part in the Christmas 'experience' at
Delamere, North West England Forest District**



**Jackie Harper/Vicky West, Economics and Statistics Unit, Forestry Commission
April 2003**

CONTENTS

1. INTRODUCTION	5
2. SUMMARY	6
3. SURVEY RESULTS	7
3.1 Type of group visiting Delamere in December	7
3.2 Reason for visit/ Previous visits/ Finding out about the site	10
3.3 Other services at Delamere	10
3.4 Ratings of Christmas and other products/ facilities	11
3.5 Visits to the Food Zone	12
3.6 Santa's Workshop	12
4. CONCLUSIONS	14
APPENDIX 1 QUESTIONNAIRE	15
APPENDIX 2 RESULTS TABLES	19

1. Introduction

Delamere Forest is located between Manchester and Liverpool and there are over 4 million people living within a 25 mile radius of it. It is estimated that over 500,000 people visit the forest annually, with between 30,000 and 50,000 coming to the Christmas tree site. Over 11,000 trees are sold each year making Delamere, in terms of numbers sold, the second largest retail outlet for Christmas Trees in the country.

Christmas trees have been on sale from the forest for many years, probably since the late 60's and early 70's. Initially only the Forestry Commission sold trees in the area but as demand grew beyond the level that could be satisfied several opportunistic outlets developed around the approaches to the Forest. Some of these have become quite large businesses and others have fallen by the wayside. Largely seen as a cost to the Forestry Commission, the operation was left undeveloped until 1993.

Over the last 4-6 years there has been more sustained development and investment which has resulted in further increases in visitors numbers and income. Initially there were considerable improvements to site layout and organisation possible, now however, the improvements that are possible are subtler and require information on customer preferences, hence the need for a survey.

The aim of this survey was to identify customer trends and preferences. The information will be analysed and used to develop strategies to further improve the site, services offered and the financial position of the site. It is intended to undertake further surveys to allow us to review how successful any improvements are.

Peter Rawlinson, Delamere Forest Park

2. Summary

This report provides the results of a customer survey that took place at Delamere Forest Park, North West England Forest District. A total of 208 questionnaires were completed by customers of which 178 customers purchased a Christmas Tree at Delamere.

Two-fifths of groups consisted of two people (38 %), and there were an average of 2.9 people per group. Overall, 46 % of visitors were children, whilst adults aged between 25 and 59 accounted for two-fifths (41 %). 8 % were senior citizens and only 5 % were young adults.

Most of the visitors were fairly local to the area. Over half (63 %) had travelled up to 15 miles to the site, and a further 22 % had travelled 16-25 miles. The majority of groups were from the North West of England (87 %), with others from North and South East England and Wales.

91 % of groups had no queuing time to get on site while of the 9 % who had queuing time 78 % said they would queue again.

Over four-fifths of respondents said that they had always known about the Christmas Tree sales centre at Delamere. Over three-quarters (76 %) of the customers had bought their tree at Delamere in 2001 and returned in 2002.

89 % of visitors had purchased goods whilst at Delamere: 86 % had purchased a Christmas tree, 13 % decorations, 12 % a wreath, 5 % a Christmas tree stand, and 3 % lights.

Christmas tree customers were asked if they visited Delamere at other times of the year. Around three-quarters (70 %) said they did, while almost two-thirds (64 %) were aware of the activities at Delamere at other times of the year.

Customers were generally satisfied with the services and facilities at Delamere with most receiving ratings of good or very good. Customers were slightly less satisfied with the price of trees, the toilets and refreshments, which received ratings of good or OK.

Two-fifths of groups (41 %) had visited the Food Zone, 94 % of the groups were happy with the menu. Only five groups were not happy with the menu selection.

Only 22 % of groups interviewed had visited Santa's Workshop that day. However, almost all of those who had visited the grotto said that they would recommend it to a friend (91 %). The workshop was generally rated very highly with most facilities and services receiving a rating of very good by a large proportion of visitors. However the quality of the gift they received and the value for money of the workshop were rated less highly, but still good.

3. Survey results

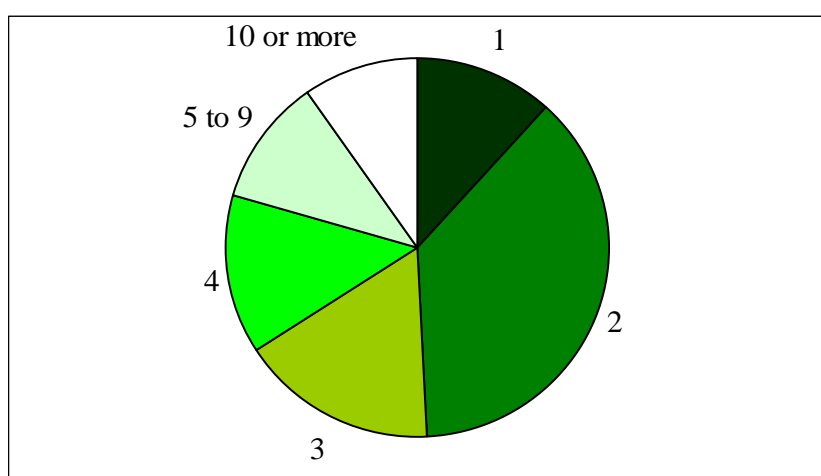
This report details the findings of a visitor survey, which was carried out at Delamere, North West England Forest District, during December 2002. The survey asked about the Christmas ‘experiences’ of Delamere and visitor satisfaction within Delamere Forest. A total of 208 customers were interviewed of which 178 customers purchased a Christmas Tree. The questionnaire is in Appendix 1. Tables of results from the survey are given in Appendix 2.

A similar survey was conducted at Delamere during December 2001. Results of this survey are available in ‘Delamere Christmas Tree Survey 2001’.

3.1 Type of group visiting Delamere in December

There were a total of 989 visitors in the 208 groups who were interviewed. Almost three-fifths of the visitors were female (58 %). Figure 1 shows that almost two-fifths of groups (38 %) consisted of two people, with a further 30 % consisting of 3 or 4 people. Only 11 % of groups consisted of 5 to 9 people and only 9 % of groups contained 10 or more people. Of the groups interviewed 12 % were lone visitors. The average size of group, excluding groups of 10 or more, was 2.9.

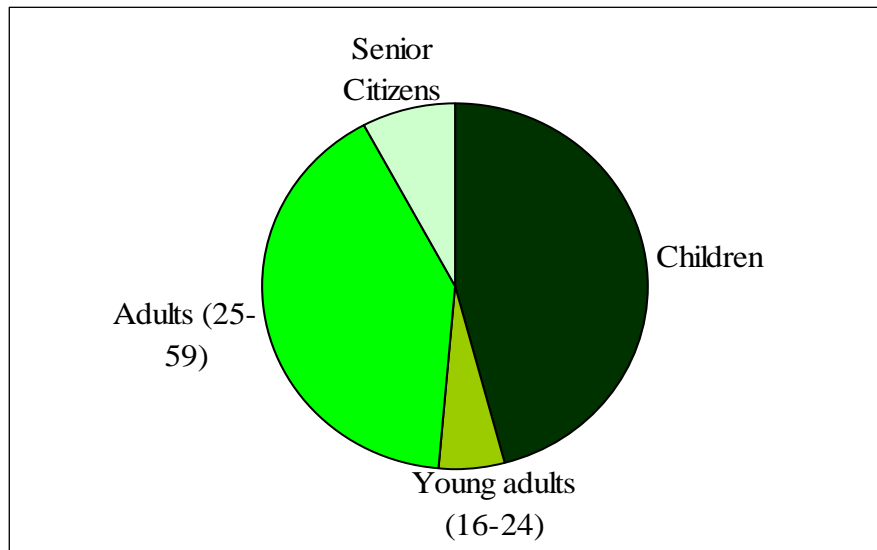
Figure 1: Size of group visiting Delamere



The majority of groups visiting Delamere contained adults aged between 25 and 59 (82 %). A large proportion of groups visiting Delamere had children with them (43 %). Only 24 % of the groups included senior citizens and the remaining 5 % of groups included young adults.

In terms of total visitors (Figure 2), children accounted for almost half of all visitors (46 %), and adults accounted for two-fifths (41 %), senior citizens 8 % and young adults only accounted for 5 %.

Figure 2: Age of visitors to Delamere



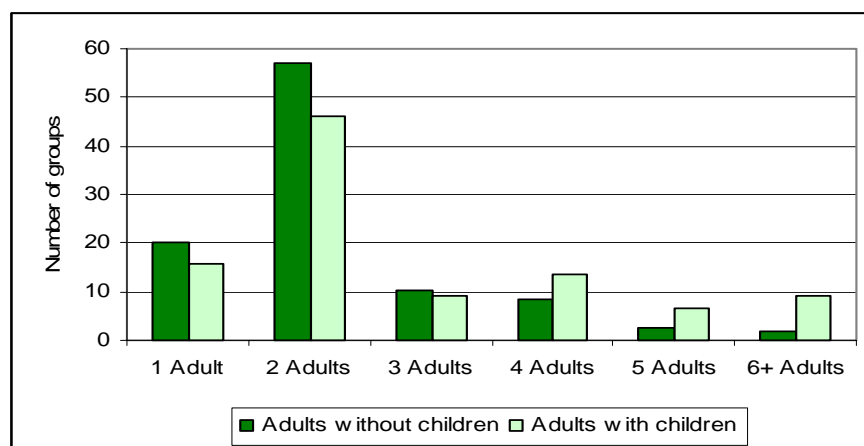
Groups with children

Two-fifths of the groups contained children (43 %).

Figure 3 shows that of these groups with children, almost half (46 %) were with two adults. There were several very large groups (> 20), with 9 % of the groups with children being accompanied by six or more adults.

Of the 47 % of groups without children, over half (57 %) consisted of two adults. A fifth of the groups were lone adults (20 %).

Figure 3: Number of groups visiting Delamere with and without children



Groups with dogs and bicycles

No groups were on or with bikes, but 10 % of groups had a dog with them.

Special Needs

9 % of the visitors had a special need or disability. With almost two-thirds (63 %) of these visitors having mobility problems.

Ethnicity

The majority of visitors to Delamere were of predominately white background. Only 1.3 % of visitors were of a non-white background.

Travel to Delamere

Most of the visitors to Delamere were fairly local to the area: Over half (63 %) of visitors had travelled up to 15 miles to the site, and a further 22 % had travelled 16-25 miles. Only 13 % of visitors had travelled 26-50 miles and no groups said that they travelled more than 50 miles. Table 1 shows the origin of visitors to Delamere, based on the home postcodes and town/county names supplied. The majority of the groups (87 %) were from North West England from towns such as Cheshire, Liverpool, Warrington and Delamere with others coming from South East England and Wales.

Table 1. Origin of visitors to Delamere

Region	Number of respondents
North West	161
North	2
South East	2
Wales	21
All respondents	100% (=184)

Customers were asked how long they had to queue before getting onsite. Of the 208 groups interviewed 91 % had no queuing time. However, 5 % of groups said they had queued for 31-60 minutes. Of the 9 % who had to queue, 78 % said they would return even if they had to queue again.

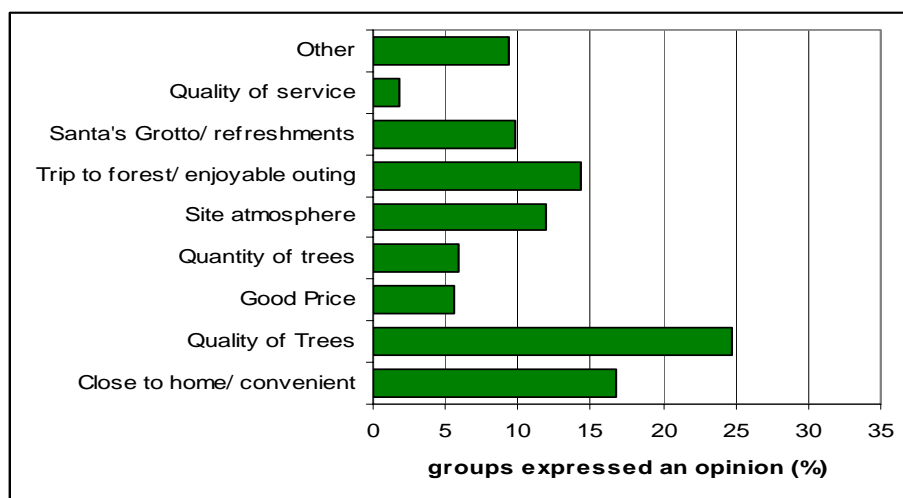
3.2 Reason for visit/ Previous visits/ Finding out about the site

When asked why they were visiting Delamere today, 82 % of groups said they came to buy a tree, 31 % said they came to see Santa, 9 % came to buy decorations and 6 % came for another reason. (Groups could choose more than one answer).

Groups were asked how they found out about the Christmas Tree sales centre at Delamere. Over four-fifths of groups (83 %) said that they have always known of its existence, and a further 10 % said that they found out from a friend or relation. Only very small numbers found out about the sales centre from school, walking in Delamere or an advert in the press 5 %.

Over three-quarters of visitors (76 %) had bought their Christmas tree at Delamere in 2001 and returned in 2002. When asked why they decided to come to Delamere to buy their Christmas tree, a quarter of groups (25 %) said because of the quality of the trees. A further 17 % came to Delamere as it was close to home, and a trip to the forest/enjoyable outing was the reason given by 14 % of groups (Figure 4). 8 % of groups gave another reason. These groups mainly stated 'tradition' or 'because it's FC' as their reason.

Figure 4: Reasons for buying Christmas tree at Delamere



3.3 Other services at Delamere

Customers were asked what Christmas products they had bought at Delamere during their visit. 89 % of groups had bought some products. After Christmas trees (86 %), the most popular choices were decorations 13 % and a wreath 12 %. While 5 % bought a stand, 3 % had bought lights, and 2 % had bought something else.

When asked if there were any other goods they would have liked to buy, two groups suggested roast chestnuts, one group mince pies and one group mulled wine. This may reflect the fact that this question was asked after questions about the Food Zone.

Christmas tree customers were also asked if they visited Delamere at other times of year. Around three-quarters (70 %) say that they do. Almost two-thirds (64 %) of groups were aware that there are activities at Delamere at other times of the year.

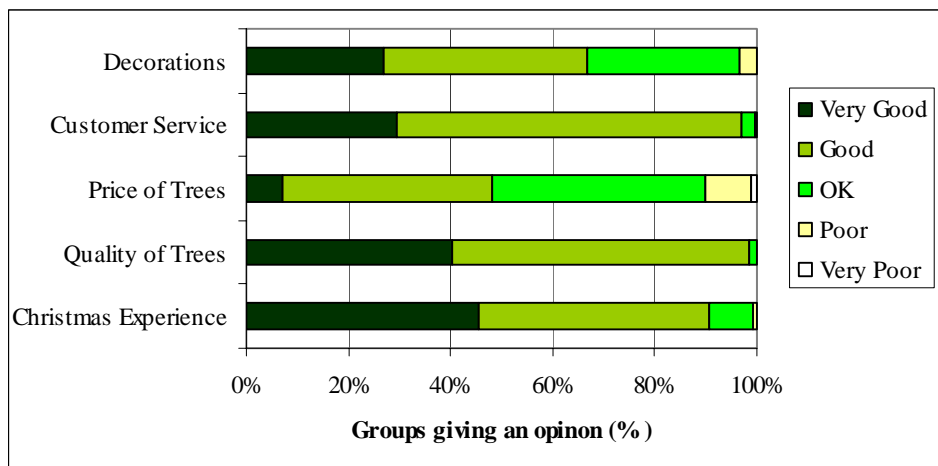
Customers were also asked if they would like to see more information on a number of events at Delamere. 41 % of visitors said that they would like more information on at least one topic. Of these groups 37 % said they would like more information about the events programme, 10 % would like to know more about forest tots, while 7 % would like more on the education service and the remaining 6 % would like to see more about the children’s birthday parties.

3.4 Ratings of Christmas and other products/ facilities

Customers at Delamere were asked to rate several products and facilities. 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).

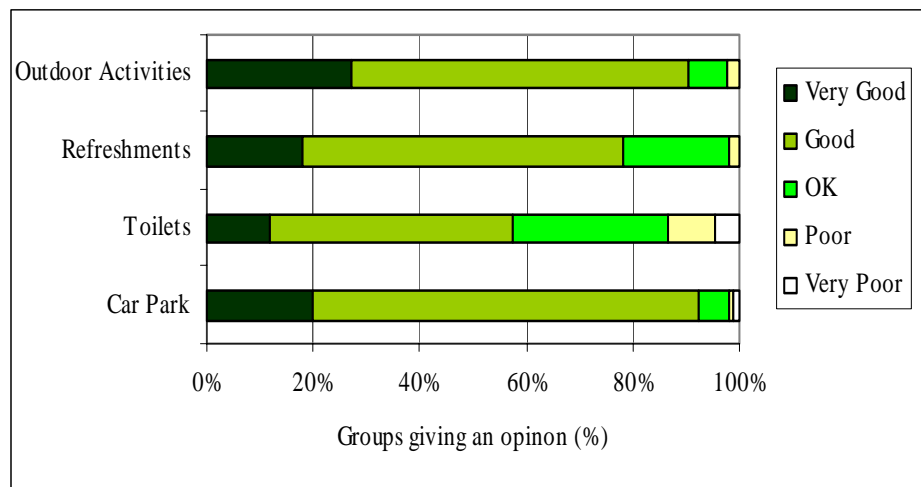
Customers were asked to rate the general ‘Christmas Experience’, the price and quality of the trees, the customer service they received, and the decorations which were also available to purchase. Figure 5 shows that the Christmas experience (91 %), the tree quality (98 %), and customer service (97 %) were rated good or very good by those who expressed an opinion. However, the price of trees (83 %) and the decorations (70 %) were rated good or OK.

Figure 5: Ratings of Christmas products and facilities at Delamere



Customers were also asked to rate the other facilities which are available at Delamere (Figure 6). The car park and outdoor activities were rated good or very good by those who expressed an opinion (92 % and 90 % respectively). The refreshments were rated good or ok (80 %), as were the toilets (75 %).

Figure 6: Ratings of facilities at Delamere



3.5 Visits to the Food Zone

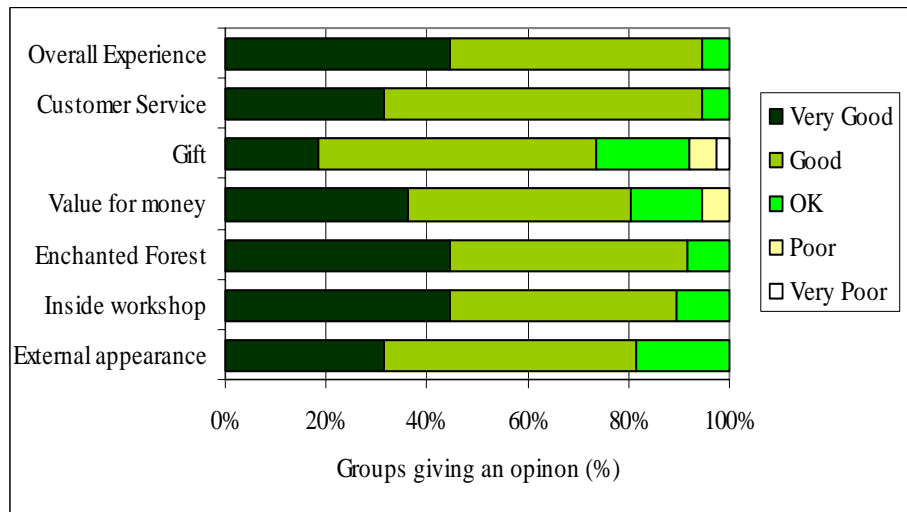
Two-fifths of groups (41 %) had visited the food zone and almost all of the groups were happy with the menu (94 %). The five groups who were not happy with the selection were asked what they would like to see on the menu, two groups said seasonal foods and one group suggested steak and onion.

3.6 Santa's Workshop

Groups were asked if they had visited Santa's Workshop last year. Three-quarters (76 %) said they had but, only a fifth (22 %) of the groups interviewed had visited Santa's Workshop this visit. 91 % of groups who visited in 2002 said they would recommend the Workshop.

Those who had visited Santa's Workshop were asked to rate the facilities in the workshop and the service received (Figure 7). Groups were generally happy with the overall experience and customer service at the workshop, with 95 % of groups rating each as very good and good. The physical structure of the workshop was also generally well received, and was rated very good and good by 82 % for the external appearance, 94 % for inside the workshop, and 92 % for the Enchanted Forest. However, groups who had visited Santa's workshop were slightly less happy with the value for money they were getting (80 % rating it very good and good and with 6 % rating it poor), and the gift they received (generally rated good or very good (74 %), although 8 % rated it as poor or very poor).

Figure 7: Ratings of Santa's Grotto at Delamere



Ten visitors to the Santa's Workshop suggested improvements to the workshop. These ranged from better gifts, changing the gifts yearly and a lower price, to things like making the reindeer more real, the animation, better lighting and more seats.

4. Conclusions

1. Customers

- Locations travelled from are consistent with all our previous surveys. This is unsurprising as the trend is from where the population centres are.
- It is surprising that only half the groups contained children. The fact that the majority of generations were represented in a reasonable quantity would suggest that the site/experience appeals to a very broad base.
- Reasons for coming to our site throws up some very interesting information. The fact that 90 % of customers are either 'repeat' or 'word of mouth' visitors is reassuring. We are reaching 10 % of our customers through our marketing efforts, which is also reasonably satisfying, although this didn't result in a similar increase in sales of trees, yet overall income increased by over 15 %. All results thrown out by this area need further consideration before future marketing strategies are developed.

2. Preferences

- With Christmas trees 52 % of respondents had bought Lodgepole Pine and 41 % Fir. Norway spruce are generally not a major consideration because of needle drop. Interestingly overall sales figures indicate 60 % buy Nordmann Fir and 40 % buy Lodgepole Pine. On the basis of this information it could be that the new customers that we are attracting are not buying trees because they could not find the tree of their choice.

We will have to consider all the answers in this section when deciding on future goods to stock but it would have been useful to know if anyone decided not to buy a tree or any other item and for what reason.

3. Services

- It is apparent that we don't need to be as concerned as we have in the past about queuing to get on the site but in the future we should ask if anyone considered going elsewhere either before they came or once they were in the queue and why. Overall services are well received and this is testament to the hard work put in by all staff.
- Santa's workshop was highly rated and gives a great foundation to build from in the future. It will be interesting to see how many repeat visits we get next year because of the workshop.

4. General

Overall the survey has produced some very fascinating results. It has given us some clear indications of where and why we are being successful. There has been some very interesting areas thrown up that need much more consideration than can be given here. It will be essential that we test any action taken by undertaking further surveys to monitor customers' reactions and views.

Peter Rawlinson, Delamere Forest Park

Appendix 1 Questionnaire**Christmas Tree Site Customer Survey 2002**

Batch

Delamere, North West England Forest District

Form

Hello; I am carrying out a survey for the Forestry Commission. Can you please spare a few minutes to answer some questions?

1. Did you come here today to ?*Circle all that apply*

Buy a tree 1
See Santa 2
Buy decorations 3

Other 4

Specify

2. How did you find out about this sales centre?*Circle one*

Always known 1
Friend/ relation 2
Road signs 3
Local guide/ map 4
Tourist Information centre 5
FC Visitor Centre 6
FC poster/ leaflet 7
Advert in press 8
Advert on radio 9
Newspaper article 10
Programme on TV/ radio 11

Other 12

Specify

3. Can you tell me why you decided to come here to buy your tree?*Circle all that apply*

Close to home/ convenient 1
Quality of trees 2
Good price 3
Quantity of trees 4
Site atmosphere 5
Trip to forest/ enjoyable outing 6
Santa's Grotto/ refreshments 7
Events 8
Quality of service 9

Other 10

Specify

4. Did you buy a Christmas tree from here last year?*Circle One*

Yes 1
No 2

5. What Christmas products did you buy here today?*Circle all that apply*

Christmas Tree 1
Wreath 2
Stand 3
Decorations 4
Lights 5

Other 6

Specify

6. Do you come to this FC site at other times of year?*Circle One*

Yes 1
No 2

7. Are you aware that there are activities at Delamere Forest at other times of year?*Circle One*

Yes 1
No 2

8. I would like to ask you to rate any of the following, on a scale of Very good, Good, OK, Poor or Very poor. What is your overall rating for:

(circle one number in each row)

	V G	G	OK	P	VP	Not used
Christmas experience	1	2	3	4	5	6
Quality of trees	1	2	3	4	5	6
Price of trees	1	2	3	4	5	6
Customer service	1	2	3	4	5	6
Outdoor activities	1	2	3	4	5	6
Car parking	1	2	3	4	5	6
Toilets	1	2	3	4	5	6
Refreshments	1	2	3	4	5	6
Decorations	1	2	3	4	5	6

9. Have you visited Santa's Workshop today?

Circle One

Yes 1 → Q9a.
No 2 Skip to Q10

9a. Please can you rate the following aspects of Santa's Workshop, on a scale of Very good, Good, OK, Poor or Very poor. What is your overall rating for:

(circle one number in each row)

	VG	G	OK	P	VP	Not used
External Appearance	1	2	3	4	5	6
Value for money	1	2	3	4	5	6
Enchanted Forest	1	2	3	4	5	6
Inside the workshop	1	2	3	4	5	6
Gift	1	2	3	4	5	6
Customer Service	1	2	3	4	5	6
Overall experience	1	2	3	4	5	6

9b. What one thing could we do to improve the workshop or service?

9c. Will you recommend Santa's Workshop to a friend?

Circle One

Yes 1
No 2

10. Did you visit Santa's Workshop last year?

Circle One

Yes 1
No 2

11. 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

12. How long did you have to queue to get onsite and park today?

Circle one

No queue 1
Up to 5 mins 2
6 to 15 mins 3
16 to 30 mins 4
31 to 60 mins 5
More than 60 mins 6

12a. If customer had to queue, would you come back again next year if you had to queue for the same amount of time?

Circle One

Yes 1
No 2

13. Did you visit the food zone today?

Circle One

Yes 1 → Q13a.
No 2 Skip to Q14

13a. If yes, were you happy with the selection?

Circle One

Yes 1 Skip to Q14.
No 2 → Q13b

13b. If you weren't happy with the selection, what would you like to see on the menu?

Circle all that apply

- Cold food 1
- Seasonal food (mulled wine, chestnuts, mince pies) 2
- Fast food 3

Other 4

Specify

14. Are there any other goods that you would have liked to have been able to buy here at Delamere today?

15. Which of these facilities and events would you like to see more information on?

Circle all that apply

- The events programme 1 →Q15a
- The education service 2 →Q15a
- Forest Tots 3 →Q15a
- Children's birthday parties 4 →Q15a

None 5 →Q16

15a. If you would like to give us your address we'll post you more information on this/these topic(s) Please record postcode in Q17 also

16. Do you have any other comments about this forest, the Sales Centre, or your Christmas tree?

17. (only ask if no postcode already given in Q15a)

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

Yes: Record full postcode

No: Record part postcode if possible, then ask Q17a.

17a. (only ask if no address or postcode 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, Scottish council area, or country if from abroad)

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

Circle One

- Yes 1 Ask 18a
- No 2 Skip to end

18a. 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 below the age and ethnic origin of the group – don't ask!

Group size - Please enter number of people in each category in each box

Male		Female
<input type="text"/>	Senior Citizens (Age 60+)	<input type="text"/>
<input type="text"/>	Other Adults (Age 25-59)	<input type="text"/>
<input type="text"/>	Young Adults (Age 16-24)	<input type="text"/>
<input type="text"/>	Children (Under 16)	<input type="text"/>
<input type="text"/>	Predominantly White	<input type="text"/>
<input type="text"/>	Asian	<input type="text"/>
<input type="text"/>	Afro-Caribbean	<input type="text"/>
<input type="text"/>	Dogs	<input type="text"/>
	Bicycles	

Appendix 2 Results tables

Number of interviews

	Weekday	Weekend	Total
Total	84	124	208

(includes multiple responses)

1. Why did you come here today?	Weekday	Weekend	Total
	No.	No.	No.
Buy a tree	63	108	171
See santa	31	32	63
Buy decorations	6	12	18
Other	4	9	13
Total	104	161	265

2. How did you find out about the sales centre	Weekday	Weekend	Total
	No.	No.	No.
Always known	73	99	172
Friend/relati on	5	16	21
Road signs	..	1	1
FC poster/ leaflet	1	..	1
Advert in press	..	3	3
Newspaper article	..	1	1
Other	5	3	8
Missing	..	1	1
Total	84	124	208

(includes multiple responses)

3. Why did you decide to come here to buy a tree	Weekday	Weekend	Total
	No.	No.	No.
Close to home/convenient	23	25	48
Quality of trees	31	40	71
Good price	6	10	16
Quantity of trees	7	10	17
Site atmosphere	7	27	34
Trip to forest/enjoyable outing	19	22	41
Santa's Grotto/refreshments	14	14	28
Events	1	..	1
Quality of service	1	4	5
Other	5	21	26
missing	10	12	22
Total	124	185	309

„ffffffffffffffffffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff†

4. Did you buy a Christmas Tree from here last year?	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
Yes	63, 75,	95, 77,	158, 76,
No	21, 25,	28, 23,	49, 24,
Missing	, ,	1, 1,	1, 0,
Total	84, 100,	124, 100,	208, 100,

§ffffffffffffffffffffffffffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffffE

(includes multiple responses)

„ffffffffffffffffffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff†

5. What Christmas products did you buy here today?	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
Christmas tree	67, 66,	111, 65,	178, 65,
Wreath	5, 5,	20, 12,	25, 9,
Stand	5, 5,	5, 3,	10, 4,
Decorations	9, 9,	17, 10,	26, 10,
Lights	2, 2,	4, 2,	6, 2,
Other	2, 2,	3, 2,	5, 2,
Missing	11, 11,	11, 6,	22, 8,
Total	101, 100,	171, 100,	272, 100,

§ffffffffffffffffffffffffffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffffE

„ffffffffffffffffffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff†

6. Do you come to this FC site at other times of year?	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
Yes	57, 68,	89, 72,	146, 70,
No	27, 32,	35, 28,	62, 30,
Total	84, 100,	124, 100,	208, 100,

§ffffffffffffffffffffffffffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffffE

„ffffffffffffffffffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff.....ffffffffffffffff†

7. Are you aware there are activities at Delamere Forest other times of year?	Weekday	Weekend	Total
	No. , %	No. , %	No. , %
Yes	58, 69,	76, 61,	134, 64,
No	26, 31,	48, 39,	74, 36,
Total	84, 100,	124, 100,	208, 100,

§ffffffffffffffffffffffffffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffff<ffffffffE

9a. Rate: Overall Experience,	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Very good	9	30	8	50	17	37
Good	16	53	3	19	19	41
OK	1	3	1	6	2	4
Not used	.	.	1	6	1	2
Missing	4	13	3	19	7	15
Total	30	100	16	100	46	100

9c. Will you recommend Santa's Workshop?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Yes	28	93	14	88	42	91
No	.	.	1	6	1	2
Missing	2	7	1	6	3	7
Total	30	100	16	100	46	100

10 Did you visit Santa's Workshop last year?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Yes	63	75	95	77	158	76
No	21	25	28	23	49	24
Missing	.	.	1	1	1	0
Total	84	100	124	100	208	100

11. How far have you travelled to get here today?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Up to 5 miles	21	25	15	12	36	17
6-15 miles	36	43	60	48	96	46
16-25 miles	13	15	33	27	46	22
26-50 miles	12	14	15	12	27	13
Over 50 miles	.	.	1	1	1	0
Missing	2	2	.	.	2	1
Total	84	100	124	100	208	100

12. How long did you have to queue to get onsite and park today?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
No Queue	82	98	107	86	189	91
Up to 5 mins	.	.	3	2	3	1
6 to 15 mins	1	1	3	2	4	2
16 to 30 mins	.	.	1	1	1	0
31 to 60 mins	.	.	10	8	10	5
Missing	1	1	.	.	1	0
Total	84	100	124	100	208	100

(Only if customer had to queue)

	Weekday		Weekend		Total	
12a. Would you return next year if you had to queue again?	No.	%	No.	%	No.	%
Yes	14	82	14	78	14	78
No	2	12	2	11	2	11
Missing	1	100	1	6	2	11
Total	1	100	17	100	18	100

	Weekday		Weekend		Total	
13. Did you visit the food zone today?	No.	%	No.	%	No.	%
Yes	26	31	59	48	85	41
No	53	63	62	50	115	55
Missing	5	6	3	2	8	4
Total	84	100	124	100	208	100

(Only if customer visited food zone)

	Weekday		Weekend		Total	
13a. Were you happy with selection of food?	No.	%	No.	%	No.	%
Yes	25	96	55	93	80	94
No	1	4	4	7	5	6
Total	26	100	59	100	85	100

(includes multiple responses of those who were not happy with selection)

	Weekday		Weekend		Total	
13b. What would you like to see on the menu?	No.	%	No.	%	No.	%
Seasonal food	1	25	1	14	2	18
Other	3	75	4	57	7	64
Missing	4	100	7	100	11	100

(includes multiple responses)

	Weekday		Weekend		Total	
15. Which of these facilities/events would you like to see more on?	No.	%	No.	%	No.	%
The events programme	28	27	49	35	77	31
The educational service	9	9	6	4	15	6
Forest Tots	10	10	10	7	20	8
Child birthday parties	7	7	5	4	12	5
None	47	45	72	51	119	48
Missing	4	4	0	0	4	2
Total	105	100	142	100	247	100

	Weekday		Weekend		Total	
18. Does anyone have a disability?	No.	%	No.	%	No.	%
Yes	8	10	11	9	19	9
No	75	89	112	90	187	90
Missing	1	1	1	1	2	1
Total	84	100	124	100	208	100

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

	Weekday		Weekend		Total	
18a. What type of special need is it?	No.	%	No.	%	No.	%
Sight	2	2	1	1	3	1
Hearing	.	.	1	1	1	0
Mobility	5	6	7	6	12	6
Other	2	2	1	1	3	1
Missing	76	89	114	92	190	91
Total	85	100	124	100	209	100

Group Size

Number in Group	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
1	12	14	12	10	24	12
2	33	39	45	36	78	38
3	11	13	24	19	35	17
4	5	6	23	19	28	13
5	2	2	9	7	11	5
6 or more	21	25	11	9	32	15
Total	84	100	124	100	208	100

Number of Males	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	16	19	11	9	27	13
1	41	49	64	52	105	50
2	8	10	33	27	41	20
3	1	1	9	7	10	5
4	1	1	5	4	6	3
5	5	6	1	1	6	3
6 or more	12	14	1	1	13	6
Total	84	100	124	100	208	100

Appendix 2:

Delamere 2002 – Results tables

Number of Females	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	7	8	7	6	14
1	36	43	59	48	95	46
2	13	15	40	32	53	25
3	5	6	13	10	18	9
4	2	2	3	2	5	2
5	2	2	1	1	3	1
6 or more	19	23	1	1	20	10
Total	84	100	124	100	208	100

Number of Senior Citizens	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	64	76	95	77	159
1	11	13	15	12	26	13
2	9	11	13	10	22	11
6 or more	.	.	1	1	1	0
Total	84	100	124	100	208	100

Number of Adults (25-59)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	1	19	23	19	15	38
2	40	48	69	56	109	52
3	6	7	14	11	20	10
4	6	7	16	13	22	11
5	6	7	3	2	9	4
6 or more	7	8	3	2	10	5
Total	84	100	124	100	208	100

Number of Young Adults (16-24)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
	0	74	88	103	83	177
1	3	4	10	8	13	6
2	6	7	11	9	17	8
6 or more	1	1	.	.	1	0
Total	84	100	124	100	208	100

Appendix 2:

Delamere 2002 – Results tables

Number of Children	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	48	57	71	57	119	57
1	10	12	30	24	40	19
2	3	4	13	10	16	8
3	2	2	7	6	9	4
4	1	1	2	2	3	1
6 or more	20	24	1	1	21	10
Total	84	100	124	100	208	100

Number of Senior Citizens Male (60+)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	72	86	100	81	172	83
1	11	13	23	19	34	16
2	1	1	.	.	1	0
5	.	.	1	1	1	0
Total	84	100	124	100	208	100

Number of Senior Citizens Females (60+)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	68	81	105	85	173	83
1	16	19	18	15	34	16
2	.	.	1	1	1	0
Total	84	100	124	100	208	100

Number of Other Adults Male (25-59)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	39	46	32	26	71	34
1	42	50	81	65	123	59
2	3	4	10	8	13	6
3	.	.	1	1	1	0
Total	84	100	124	100	208	100

Number of Other Adults Female (25-59)	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
0	23	27	25	20	48	23
1	41	49	87	70	128	62
2	7	8	11	9	18	9
4	4	5	.	.	4	2
5	3	4	.	.	3	1
6 or more	6	7	1	1	7	3
Total	84	100	124	100	208	100

Appendix 2:

Delamere 2002 – Results tables

Number of Young Adults Male (16-24)	Weekday		Weekend		Total	
	No	%	No	%	No	%
	0	79	94	110	89	189
1	4	5	13	10	17	8
2	.	.	1	1	1	0
3	1	1	.	.	1	0
Total	84	100	124	100	208	100

Number of Young Adults Female (16-24)	Weekday		Weekend		Total	
	No	%	No	%	No	%
	0	75	89	109	88	184
1	5	6	13	10	18	9
2	3	4	2	2	5	2
4	1	1	.	.	1	0
Total	84	100	124	100	208	100

Number of Male Children	Weekday		Weekend		Total	
	No	%	No	%	No	%
	0	62	74	95	77	157
1	3	4	19	15	22	11
2	.	.	8	6	8	4
3	2	2	1	1	3	1
4	1	1	1	1	2	1
5	4	5	.	.	4	2
6 or more	12	14	.	.	12	6
Total	84	100	124	100	208	100

Number of Female Children	Weekday		Weekend		Total	
	No	%	No	%	No	%
	0	49	58	82	66	131
1	10	12	35	28	45	22
2	3	4	7	6	10	5
3	3	4	.	.	3	1
4	2	2	.	.	2	1
5	4	5	.	.	4	2
6 or more	13	15	.	.	13	6
Total	84	100	124	100	208	100

Appendix 2:

Delamere 2002 – Results tables

Number of Dogs	Weekday		Weekend		Total	
	No	%	No	%	No	%
0	80	95	106	85	186	89
1	3	4	15	12	18	9
2	.	.	3	2	3	1
3	1	1	.	.	1	0
Total	84	100	124	100	208	100

Number of Bikes	Weekday		Weekend		Total	
	No	%	No	%	No	%
0	84	100	124	100	208	100
Total	84	100	124	100	208	100

Number of Predominantly White	Weekday		Weekend		Total	
	No	%	No	%	No	%
0	4	5	12	10	16	8
1	12	14	10	8	22	11
2	29	35	36	29	65	31
3	12	14	25	20	37	18
4	6	7	21	17	27	13
5	1	1	11	9	12	6
6 or more	20	24	9	7	29	14
Total	84	100	124	100	208	100

Number of Non white	Weekday		Weekend		Total	
	No	%	No	%	No	%
0	80	95	120	97	200	96
1	2	2	4	3	6	3
3	1	1	.	.	1	0
4	1	1	.	.	1	0
Total	84	100	124	100	208	100