

FOREST VISITOR SURVEYS 1997

Summary Report

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MAP

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INTRODUCTION

This report summarises the results of surveys that took place in 1997 that provide information about forest recreation in Great Britain.

The report is divided into three sections:

1. Forestry Commission visitor surveys - grouped by country
2. Forestry Commission surveys at cabin and campsites
3. Household Surveys

1997 was the third year in which Forest Enterprise (FE) co-ordinated a programme of surveys in Forest Districts throughout Great Britain, assisted by Forestry Commission Statistics. Most surveys adopted a common style of questionnaire. We collected details of the types of visitor who were visiting FC woodlands and the level of satisfaction with the facilities we provide. 96% of all visitors were satisfied with our recreation facilities.

We also carried out a survey of cyclists using the FC estate and a more general household survey of cyclists. 58% of cyclists who use woodland reported that they had cycled in FC land. 95% of cyclists that we interviewed thought that our forests were a good or very good place to cycle.

The surveys highlight the wide range of visitors that use FC land. For example in Dornoch, Achany is mainly used by tourists (77%) compared with Aldie where 84% of users are local people. Nationally 35% of all groups included one or more children and over 20% had a dog with them.

For more information about the surveys or copies of this report please contact Forestry Commission Statistics at the address below.

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FC VISITOR SURVEYS

Summary

This section summarises the results from the 28 Forestry Commission Visitor Surveys which ran in 1997. The surveys covered a total of 6,293 respondents.

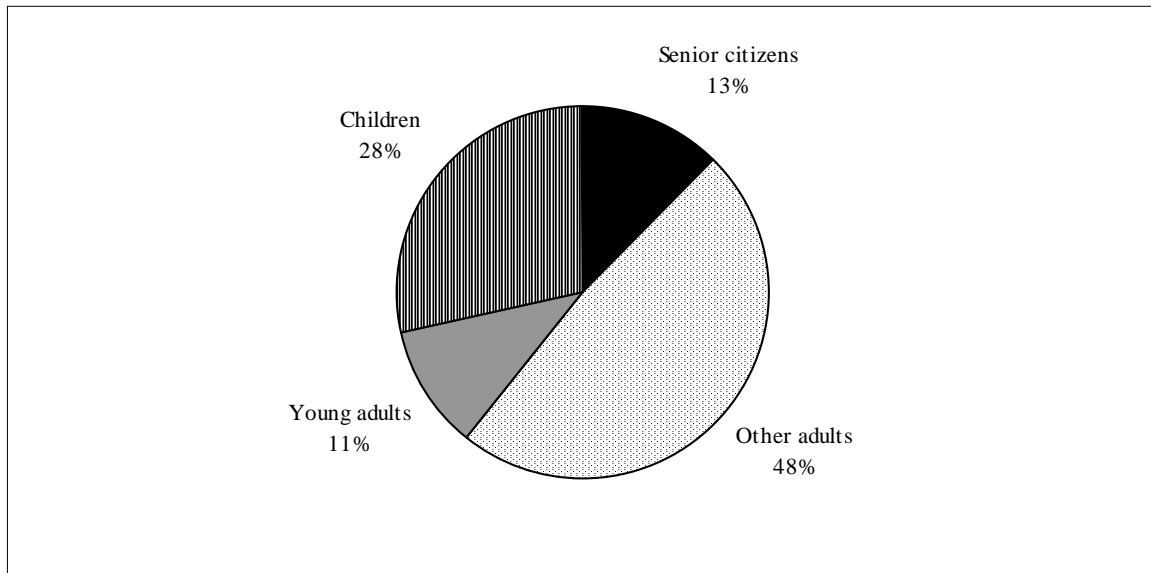
Group composition

The average group size was 3.0. Groups were largest, on average, at Westonbirt, Whinlatter VC, and Llanrwst. Smaller groups were generally recorded in surveys of cyclists.

Around one half of all visitors were adults aged 25 to 59 and over one quarter were children. Around one in eight visitors were senior citizens and a further one in ten were young adults (aged 16 to 24).

Around one third of all groups included children. This proportion was lowest at Coed y Brenin and generally high at sites with visitor centres. Over one fifth of groups had a dog with them.

Chart 1 Group Composition: All Visitors



Type of visitor

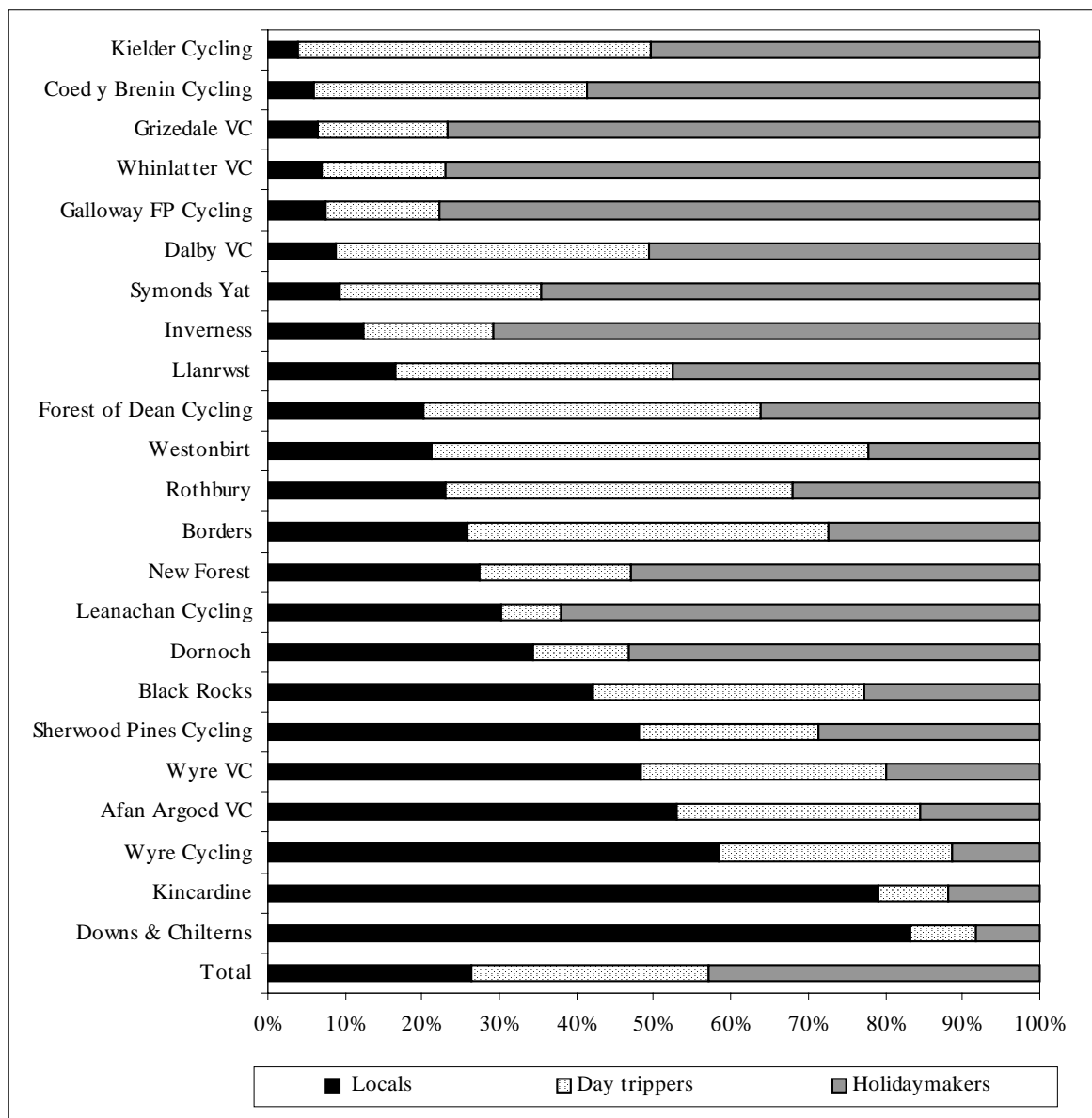
43% of respondents were holidaymakers, 31% were on a day trip from home and the remainder lived locally (i.e. within 15 miles of the site).

Holidaymakers were most common at Galloway Forest Park, Grizedale VC and Whinlatter VC, accounting for over three quarters of respondents at these sites.

Around one half of visitors to Westonbirt, Borders, Kielder and Rothbury were day trippers.

Visitors to Downs & Chilterns, Kincardine, Wyre and Afan Argoed VC were most likely to live locally, with over one half of visitors living within 15 miles of these sites.

Chart 2 Type of visitor



Transport

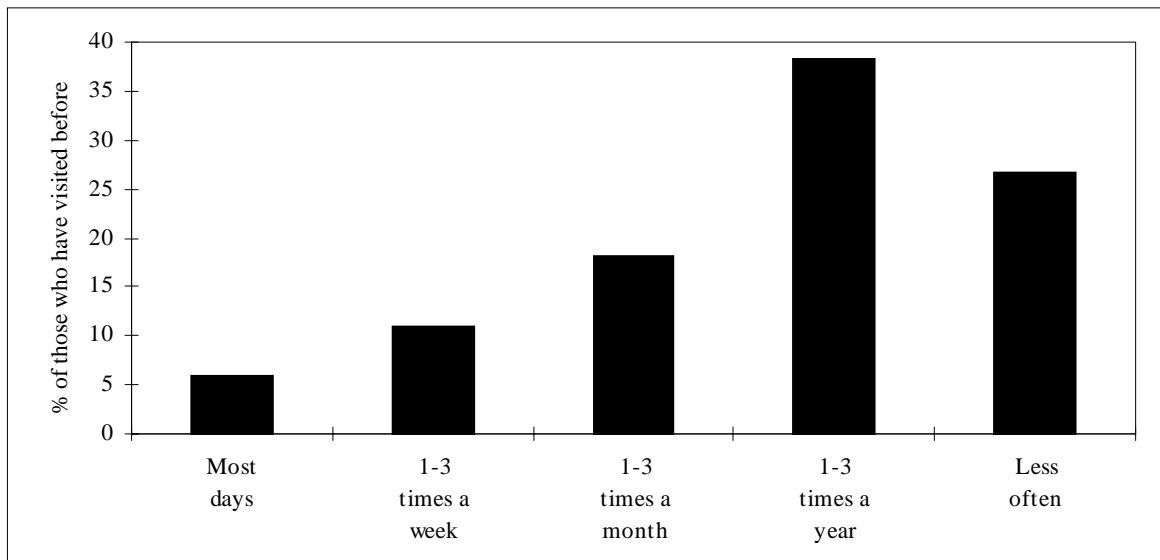
Nearly all respondents travelled by car or van. Almost one half of respondents to cycling surveys at Galloway Forest Park and Leanachan travelled by bicycle and over one quarter of Kincardine visitors arrived on foot.

Frequency of visit

Two thirds of those interviewed had visited that site before. The proportion of visitors who had been before was lowest at Galloway Forest Park, Inverness and Coed y Brenin (less than one half) and highest (over 80%) at Kincardine, Afan Argoed, Delamere (Christmas Tree Sales), Downs & Chilterns and Wyre (Cycling).

Of those who had been to the sites before, 65% visited no more than 3 times a year, 18% visited between 1 and 3 times a month and 17% visited at least weekly. Regular visitors were most common at Kincardine, Downs & Chilterns and Dornoch.

Chart 3 Frequency of visits



How visitors found out about the woodland

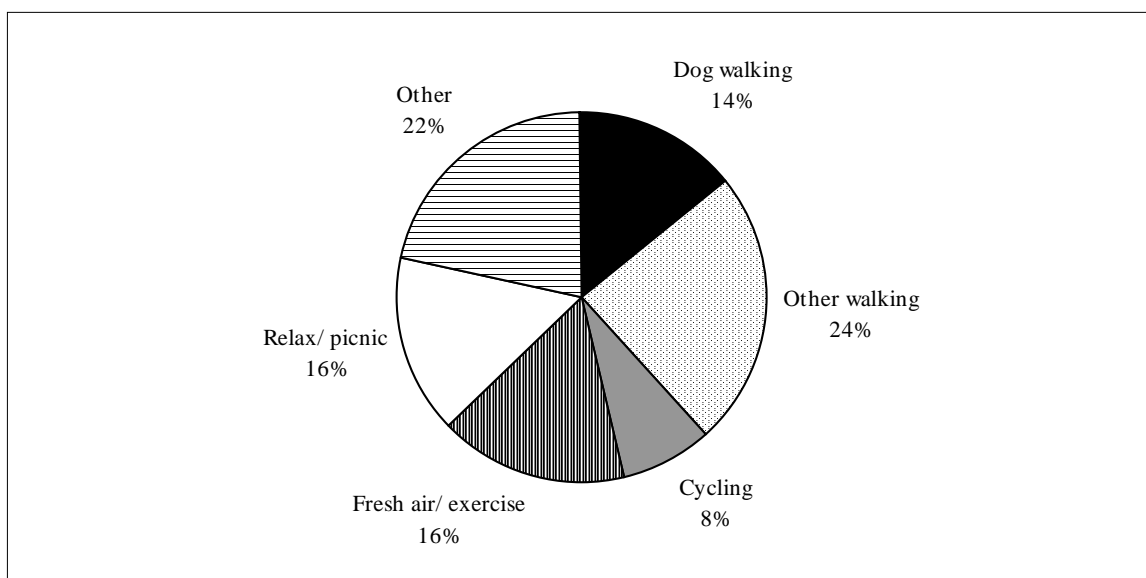
Over one half of those interviewed had found out about the woodland through informal sources (either they had always known about it or they had been told about it by a friend or relation). At Inverness and at Galloway Forest Park, road signs were a common means of discovering the woodland.

Purpose of visit

Several surveys (excluding those aimed solely at cyclists) asked respondents the main purpose of their visit. Around one quarter were visiting the sites to walk and a further 14% were walking their dogs. One in six were there for fresh air and exercise and a further one in six were there to relax and picnic.

Dog walking was particularly popular at Kincardine (accounting for two thirds of respondents there) and Downs & Chilterns (around one third). Relaxing and picnicking were relatively common at Llanrwst and Inverness, whilst visitors to Afan Argoed and Black Rocks were relatively more likely to visit for fresh air and exercise.

Chart 4 Main purpose of visit



Time spent at site

On average, visitors stayed for 3.0 hours. Those visiting Forest of Dean, Coed y Brenin, and Symonds Yat were most likely to stay longer (over 4 hours on average), whilst those at Kincardine, Downs & Chilterns, Inverness and Dornoch stayed for less than 2 hours, on average.

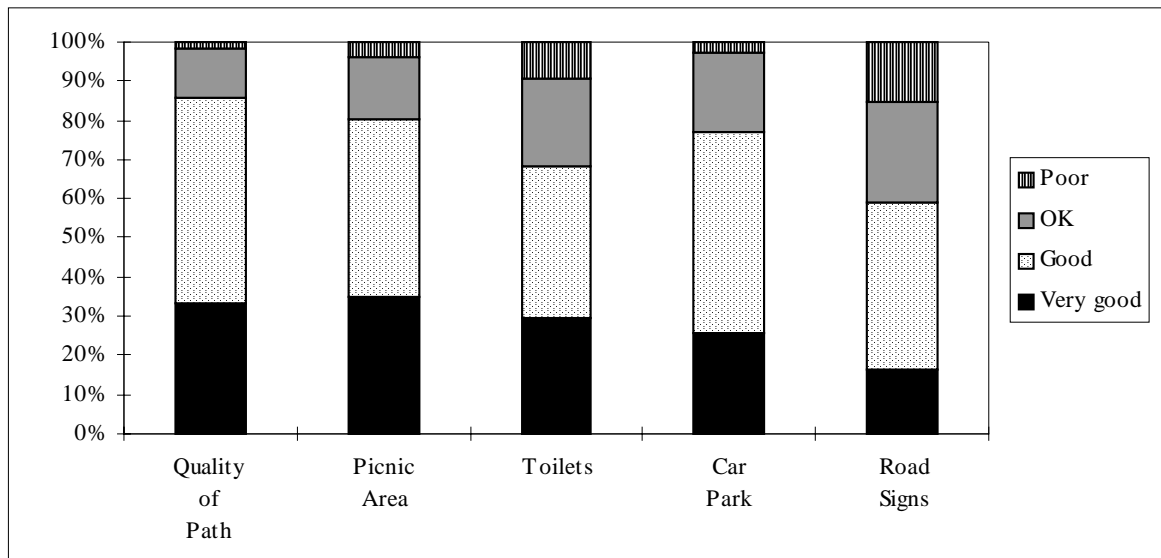
Ratings

Several surveys asked respondents to rate the facilities available at the site. Table 1, below, shows the number of surveys asking about each facility, the number of respondents who expressed an opinion about the facility, the percentage of those with an opinion who were satisfied and the percentage who gave a high rating.

Table 1 Ratings of facilities

| | Number of surveys | Respondents who expressed an opinion | | |
|-----------------|-------------------|--------------------------------------|-------------------------|---------------------|
| | | Number | % very good, good or OK | % very good or good |
| Quality of Path | 10 | 1,157 | 98 | 86 |
| Picnic Area | 12 | 1,463 | 96 | 80 |
| Toilets | 12 | 1,474 | 91 | 68 |
| Car Park | 13 | 2,453 | 97 | 77 |
| Road Signs | 13 | 2,064 | 84 | 59 |

Chart 5 Ratings of facilities



Trees of Time and Place

19 surveys included questions relating to the Trees of Time and Place campaign. Nearly one half of visitors had planted a seed to try and grow a tree, and approximately 65% of those interviewed said that they had planted a tree. Around one half of visitors would like to plant a tree seed in a garden and a further quarter suggested a local park or woodland.

Scotland

Borders

The 1997 Borders Visitor Survey was carried out at two sites in the Scottish Borders Forest District: Cardrona and Glentress.

Summary

Almost one half of respondents were on a day trip from home (travelling over 15 miles to reach the sites) and a further one quarter of visitors lived locally (within 15 miles of the sites). Nearly two thirds of all respondents had visited before.

Results

| | Cardrona | Glentress | Total |
|---|----------|-----------|-------|
| Number of interviews | 61 | 70 | 131 |
| Time spent interviewing (hours) | 32 | 32 | 64 |
| Group composition | | | |
| % of groups with senior citizens | 25 | 14 | 19 |
| % of groups with adults aged 25-59 | 77 | 81 | 79 |
| % of groups with young adults | 11 | 14 | 13 |
| % of groups with children | 23 | 24 | 24 |
| % of groups with dogs | 34 | 30 | 32 |
| % of groups with bicycles | 16 | 20 | 18 |
| Average number of people per group | 2.6 | 2.6 | 2.6 |
| Present visit | | | |
| % who live locally | 26 | 26 | 26 |
| % who were on a day trip | 44 | 49 | 47 |
| % who did not travel from home | 30 | 26 | 27 |
| % who travelled by car/ van | 97 | 97 | 97 |
| % who had visited before | 57 | 71 | 65 |
| % whose main purpose was walking | 46 | 47 | 47 |
| % who used waymarked walks | 69 | 41 | 54 |
| Average length of stay (hours) | 2.7 | 2.7 | 2.7 |
| Ratings | | | |
| % satisfied with quality of path on waymarked walks | 95 | 100 | 97 |
| % satisfied with the picnic area | 100 | 100 | 100 |
| % satisfied with toilets | - | 96 | 96 |
| % satisfied with the car park | 95 | 100 | 98 |
| % satisfied with the road signs | 71 | 93 | 82 |

Timing of survey:

August 1997

Publication:

“Borders Visitor Survey 1997”, June 1998

Type of survey:

Interviewer

Non-standard topics:

Purchase of Christmas trees, waymarked walks, “Trees of Time and Place”

Dornoch

The 1997 Dornoch Visitor Survey ran at 2 sites in Dornoch Forest District: Achany and Aldie.

Summary

The results suggest that visitors to Achany tend to be holidaymakers, often with children. Aldie visitors are more likely to be locals who are visiting the site to walk their dogs.

Results

| | Achany | Aldie | Total |
|---|---------------|--------------|--------------|
| Number of interviews | 94 | 51 | 145 |
| Time spent interviewing (hours) | 40 | 60 | 100 |
| Group composition | | | |
| % of groups with senior citizens | 5 | 4 | 5 |
| % of groups with adults aged 25-59 | 85 | 86 | 86 |
| % of groups with young adults | 22 | 12 | 19 |
| % of groups with children | 45 | 24 | 37 |
| % of groups with dogs | 27 | 69 | 41 |
| % of groups with bicycles | 0 | 0 | 0 |
| Average number of people per group | 3.1 | 2.0 | 2.7 |
| Present visit | | | |
| % who live locally | 7 | 84 | 34 |
| % who were on a day trip | 16 | 6 | 12 |
| % who did not travel from home | 77 | 10 | 53 |
| % who travelled by car/ van | 95 | 98 | 96 |
| % who had visited before | 43 | 86 | 58 |
| % whose main purpose was walking | 20 | 69 | 37 |
| % who used waymarked walks | 97 | 75 | 89 |
| Average length of stay (hours) | 2.4 | 1.0 | 1.9 |
| Ratings | | | |
| % satisfied with quality of path on waymarked walks | 100 | 100 | 100 |
| % satisfied with the picnic area | 88 | 88 | 88 |
| % satisfied with the car park | 100 | 80 | 93 |
| % satisfied with the road signs | 95 | 88 | 92 |

Timing of survey: June - August 1997

Publication: "Dornoch Visitor Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Waymarked walks, guided walks, "Trees of Time and Place"

Glenmore (Inverness)

Two visitor surveys were carried out at Glenmore in 1997: one at the Visitor Centre and one within the Forest Park.

Results

Glenmore Forest Park

For the Glenmore Forest Park Visitor Survey, 26 visitors were interviewed. Over one half of the groups included children. Most respondents were visiting the Forest Park to relax and/ or picnic.

Timing of survey: Summer 1997
Publication: None
Type of survey: Interviewer
Non standard topics: Safety of forest environment

Glenmore Visitor Centre

There were 59 responses to the Glenmore Visitor Centre Survey. The majority of groups included children, and about one quarter of groups included senior citizens. Nearly one half of respondents had been to the Visitor Centre before.

Timing of survey: Summer 1997
Publication: None
Type of survey: Self-completion
Non standard topics: Future developments, exhibitions

Inverness

The Inverness Visitor Survey was carried out at 3 sites within Inverness Forest District: Contin, Lael, and Rogie Falls.

Summary

The results show that visitors to these three sites tend to be holidaymakers, who have not visited before.

Results

| | Contin | Lael | Rogie Falls | Total |
|---|---------------|-------------|--------------------|--------------|
| Number of interviews | 71 | 66 | 112 | 249 |
| Time spent interviewing (hours) | 40 | 37 | 36 | 113 |
| Group composition | | | | |
| % of groups with senior citizens | 30 | 30 | 36 | 33 |
| % of groups with adults aged 25-59 | 58 | 62 | 60 | 60 |
| % of groups with young adults | 21 | 18 | 24 | 22 |
| % of groups with children | 20 | 24 | 27 | 24 |
| % of groups with dogs | 28 | 12 | 11 | 16 |
| % of groups with bicycles | 11 | 8 | 8 | 9 |
| Average number of people per group | 2.9 | 3.1 | 3.2 | 3.1 |
| Present visit | | | | |
| % who live locally | 20 | 6 | 12 | 12 |
| % who were on a day trip | 15 | 20 | 16 | 17 |
| % who did not travel from home | 65 | 74 | 72 | 71 |
| % who travelled by car/ van | 83 | 94 | 90 | 89 |
| % who had visited before | 41 | 24 | 25 | 29 |
| % whose main purpose was walking | 48 | 38 | 35 | 40 |
| % who used waymarked walks | 61 | 58 | 69 | 63 |
| Average length of stay (hours) | 1.8 | 1.8 | 1.8 | 1.8 |
| Ratings | | | | |
| % satisfied with quality of path on waymarked walks | 95 | 100 | 99 | 98 |
| % satisfied with the picnic area | 100 | 100 | 86 | 94 |
| % satisfied with toilets | 100 | - | 68 | 81 |
| % satisfied with the car park | 100 | 98 | 100 | 100 |
| % satisfied with the road signs | 100 | 98 | 100 | 100 |

Timing of survey: June - September 1997
Publication: "Inverness Visitor Survey 1997", June 1998.
Type of survey: Interviewer
Non standard topics: Waymarked walks, "Trees of Time and Place"

Kincardine

The Kincardine Visitor Survey ran at two sites in Kincardine Forest District. 51 visitors were interviewed at Dunnottar and 28 at Cambus O May.

Summary

The results show that the majority of visitors to these sites live locally. The sites are particularly popular with dog walkers.

Results

| | Total |
|---|--------------|
| Number of interviews | 79 |
| Time spent interviewing (hours) | 81 |
| Group composition | |
| % of groups with senior citizens | 33 |
| % of groups with adults aged 25-59 | 70 |
| % of groups with young adults | 14 |
| % of groups with children | 25 |
| % of groups with dogs | 70 |
| % of groups with bicycles | 0 |
| Average number of people per group | 2.4 |
| Present visit | |
| % who live locally | 79 |
| % who were on a day trip | 9 |
| % who did not travel from home | 12 |
| % who travelled by car/ van | 65 |
| % who had visited before | 91 |
| % whose main purpose was walking | 91 |
| Average length of stay (hours) | 1.0 |
| Ratings | |
| % satisfied with quality of path on waymarked walks | 99 |

Timing of survey: June - August 1997

Publication: None

Type of survey: Interviewer

Non standard topics: Waymarked walks, guided walks, "Trees of Time and Place"

Leanachan Cycling (Lochaber)

The Leanachan Cycling Survey was carried out at Leanachan Forest in Lochaber Forest District.

Summary

The majority of cyclists interviewed at Leanachan were holidaymakers and almost one third lived locally. Around two thirds of respondents had visited the site before and almost one half cycled regularly in Leanachan Forest.

Results

| | Total |
|--|--------------|
| Number of interviews | 63 |
| Time spent interviewing (hours) | 80 |
| Group composition | |
| % of groups with senior citizens | 0 |
| % of groups with adults aged 25-59 | 62 |
| % of groups with young adults | 27 |
| % of groups with children | 29 |
| Average number of people per group | 2.0 |
| Present visit | |
| % who live locally | 30 |
| % who were on a day trip | 8 |
| % who did not travel from home | 62 |
| % who travelled by car/ van | 60 |
| % who had visited before | 68 |
| % who cycle at least once a week in summer | 82 |
| % who cycle here at least once a month in summer | 48 |
| % who used waymarked cycle trails | 71 |
| % who are aware of forest cycle code | 21 |
| Average length of stay (hours) | 3.5 |

Timing of survey: July - September 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Waymarked cycle trails, frequency of cycling, off road cycling, "Trees of Time and Place"

Galloway Forest Park Cycling (Newton Stewart)

The Galloway Forest Park Cycling Survey was run at 3 sites: Clatteringshaws, Glentool and Kirroughtree.

Summary

These results suggest that the majority of visitors are on holiday, and are regular cyclists. Many had cycled to get to the sites.

Results

| | Weekday | Weekend | Total |
|--|---------|---------|-------|
| Number of interviews | 104 | 80 | 184 |
| Time spent interviewing (hours) | 66 | 44 | 110 |
| Group composition | | | |
| % of groups with senior citizens | 3 | 6 | 4 |
| % of groups with adults aged 25-59 | 84 | 92 | 87 |
| % of groups with young adults | 25 | 17 | 22 |
| % of groups with children | 37 | 45 | 41 |
| Average number of people per group | 2.8 | 3.0 | 2.9 |
| Present visit | | | |
| % who live locally | 6 | 10 | 8 |
| % who were on a day trip | 13 | 16 | 15 |
| % who did not travel from home | 81 | 74 | 78 |
| % who travelled by car/ van | 58 | 59 | 58 |
| % who had visited before | 34 | 43 | 38 |
| % who cycle at least once a week in summer | 89 | 89 | 89 |
| % who cycle here at least once a month in summer | 10 | 20 | 14 |
| % who used waymarked cycle trails | 66 | 63 | 65 |
| % who are aware of forest cycle code | 88 | 91 | 90 |
| Average length of stay (hours) | 3.6 | 3.6 | 3.6 |

Timing of survey: May - August 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Waymarked cycle trails, frequency of cycling, "Trees of Time and Place"

England

East Anglia FD Trails

A short survey, looking at the usage of trails, was run at a number of sites in East Anglia Forest District.

Summary

Most respondents had visited the site before and had visited other sites within Thetford Forest Park. Almost one half had used the waymarked walks.

Results

| | Total |
|---|--------------|
| Number of interviews | 43 |
| Present visit | |
| % who had visited before | 63 |
| % who used waymarked walks | 44 |
| % who visited other sites in Thetford Forest Park | 60 |

Timing of survey: August - September 1997

Publication: None

Type of survey: Interviewer

Non standard topics: Visits to other sites

Forest of Dean Cycling

This survey of cyclists was run in the Forest of Dean.

Summary

The results show that cyclists in Forest of Dean tend to stay for a long time (over four hours on average), and that this is a popular site for groups with children. Almost one half of visitors were on a day trip from home and over one third were holidaymakers.

Results

| | Weekday | Weekend | Total |
|--|----------------|----------------|--------------|
| Number of interviews | 86 | 152 | 238 |
| Time spent interviewing (hours) | 30 | 48 | 78 |
| Group composition | | | |
| % of groups with senior citizens | 24 | 18 | 21 |
| % of groups with adults aged 25-59 | 57 | 64 | 61 |
| % of groups with young adults | 37 | 36 | 36 |
| % of groups with children | 36 | 32 | 34 |
| Average number of people per group | 3.4 | 3.2 | 3.3 |
| Present visit | | | |
| % who live locally | 27 | 16 | 20 |
| % who were on a day trip | 38 | 47 | 43 |
| % who did not travel from home | 35 | 37 | 36 |
| % who travelled by car/ van | 74 | 82 | 79 |
| % who had visited before | 59 | 63 | 62 |
| % who cycle at least once a week in summer | 73 | 61 | 66 |
| % who cycle here at least once a month in summer | 34 | 35 | 35 |
| % who used waymarked cycle trails | 86 | 79 | 82 |
| % who are aware of forest cycle code | 66 | 54 | 58 |
| Average length of stay (hours) | 4.3 | 5.2 | 4.9 |

Timing of survey: June - August 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Waymarked cycle trails, frequency of cycling, off road cycling, type and ownership of bicycle

Symonds Yat (Forest of Dean)

The Symonds Yat Visitor Survey ran at five locations within the Wye Valley Area of Outstanding Natural Beauty: Christchurch Campsite, Goodrich Castle, Leisure Park, Saracens Head, and Symonds Yat Rock. These sites were also surveyed in 1996.

Summary

The results show that the majority of visitors were holidaymakers. Most had visited before. Goodrich Castle was especially popular amongst groups with children.

Results

| | Christ- church Campsite | Goodrich Castle | Leisure Park | Saracens Head | Symonds Yat Rock | Total |
|------------------------------------|-------------------------------|--------------------|-----------------|------------------|------------------------|-------|
| Number of interviews | 108 | 104 | 96 | 143 | 128 | 579 |
| Time spent interviewing (hours) | 16 | 22 | 20 | 22 | 24 | 104 |
| Group composition | | | | | | |
| % of groups with senior citizens | 17 | 24 | 36 | 17 | 34 | 25 |
| % of groups with adults aged 25-59 | 76 | 79 | 62 | 77 | 70 | 73 |
| % of groups with young adults | 15 | 11 | 20 | 15 | 19 | 16 |
| % of groups with children | 32 | 40 | 32 | 19 | 20 | 28 |
| % of groups with dogs | 5 | 5 | 9 | 8 | 16 | 9 |
| % of groups with bicycles | 6 | 3 | 2 | 4 | 1 | 3 |
| Average number of people per group | 2.5 | 3.2 | 3.5 | 2.5 | 3.2 | 3.0 |
| Present visit | | | | | | |
| % who live locally | - | 14 | 16 | 9 | 8 | 9 |
| % who were on a day trip | 12 | 31 | 26 | 34 | 25 | 26 |
| % who did not travel from home | 88 | 55 | 58 | 57 | 67 | 65 |
| % who had visited before | 75 | 72 | 73 | 66 | 67 | 70 |
| % whose main purpose was walking | 13 | 11 | 17 | 20 | 33 | 19 |
| Average length of stay (hours) | 4.7 | 4.6 | 4.8 | 3.7 | 3.6 | 4.2 |

Timing of survey: May - September 1997

Publication: "Symonds Yat Visitor Survey 1997", May 1998.

Type of survey: Interviewer

Non standard topics: Places visited, further information, shuttle bus, likelihood of return visit

Kielder Cycling

The Kielder Cycling Survey was carried out at 3 sites within Kielder Forest District: Kielder Castle, Hawkhope, and Leaplish.

Summary

The results show that, at Hawkhope and Leaplish, the majority of visitors were day trippers. However at Kielder Castle most of the respondents were holidaymakers. The majority of respondents were regular cyclists and around one half had visited before.

Results

| | Kielder Castle | Hawkhope | Leaplish | Total |
|--|----------------|----------|----------|-------|
| Number of interviews | 66 | 35 | 50 | 151 |
| Time spent interviewing (hours) | 29 | 18 | 13 | 60 |
| Group composition | | | | |
| % of groups with senior citizens | 2 | 3 | 0 | 1 |
| % of groups with adults aged 25-59 | 82 | 89 | 84 | 84 |
| % of groups with young adults | 29 | 26 | 26 | 27 |
| % of groups with children | 23 | 37 | 42 | 32 |
| Average number of people per group | 2.5 | 3.1 | 2.9 | 2.8 |
| Present visit | | | | |
| % who live locally | 5 | 3 | 4 | 4 |
| % who were on a day trip | 35 | 57 | 52 | 46 |
| % who did not travel from home | 61 | 40 | 44 | 50 |
| % who travelled by car/ van | 62 | 86 | 76 | 72 |
| % who had visited before | 53 | 54 | 48 | 52 |
| % who cycle at least once a week in summer | 79 | 63 | 62 | 70 |
| % who cycle here at least once a month in summer | 18 | 23 | 14 | 18 |
| % who used waymarked cycle trails | 79 | 63 | 74 | 74 |
| % who are aware of forest cycle code | 65 | 63 | 58 | 62 |

Timing of survey: June - August 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Cycle trails, off trail cycling, cycle hire, "Trees of Time and Place"

Rothbury (Kielder)

The Rothbury Visitor Survey ran at two sites in Kielder Forest District: Simonside and Thrunton Woods.

Summary

The results show that both sites are popular with walkers, who have visited before. Almost one half of visitors were day trippers and a further one third were holidaymakers.

Results

| | Simonside | Thrunton Woods | Total |
|---|-----------|----------------|-------|
| Number of interviews | 138 | 147 | 285 |
| Hours of interviewing | 50 | 50 | 100 |
| Group composition | | | |
| % of groups with senior citizens | 12 | 7 | 9 |
| % of groups with adults aged 25-59 | 85 | 86 | 86 |
| % of groups with young adults | 17 | 18 | 18 |
| % of groups with children | 33 | 19 | 26 |
| % of groups with dogs | 17 | 39 | 29 |
| % of groups with bicycles | 15 | 18 | 16 |
| Average number of people per group | 2.9 | 2.4 | 2.6 |
| Present visit | | | |
| % who live locally | 20 | 25 | 23 |
| % who were on a day trip | 52 | 38 | 45 |
| % who did not travel from home | 28 | 36 | 32 |
| % who travelled by car/ van | 99 | 98 | 99 |
| % who had visited before | 67 | 66 | 67 |
| % whose main purpose was walking | 63 | 72 | 67 |
| % who used waymarked walks | 72 | 78 | 75 |
| Average length of stay (hours) | 2.3 | 2.2 | 2.3 |
| Ratings | | | |
| % satisfied with quality of path on waymarked walks | 100 | 100 | 100 |
| % satisfied with the picnic area | 100 | 96 | 99 |
| % satisfied with the car park | 100 | 100 | 100 |
| % satisfied with the road signs | 61 | 73 | 68 |

Timing of survey: July - September 1997

Publication: "Rothbury Visitor Survey 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Waymarked walks, what's on events, visits to other Forest Enterprise sites, "Trees of Time and Place"

Grizedale Visitor Centre (Lakes)

This survey took place at Grizedale Visitor Centre in Lakes Forest District.

Summary

Over three quarters of those interviewed at Grizedale were holidaymakers, but most had visited before. It is a popular site for groups with children.

Results

| | Weekday | Weekend | Total |
|------------------------------------|---------|---------|-------|
| Number of interviews | 184 | 126 | 310 |
| Time spent interviewing (hours) | 29 | 22 | 51 |
| Group composition | | | |
| % of groups with senior citizens | 15 | 20 | 17 |
| % of groups with adults aged 25-59 | 82 | 79 | 81 |
| % of groups with young adults | 20 | 21 | 20 |
| % of groups with children | 40 | 50 | 44 |
| % of groups with dogs | 17 | 26 | 21 |
| % of groups with bicycles | 11 | 12 | 11 |
| Average number of people per group | 3.2 | 3.5 | 3.3 |
| Present visit | | | |
| % who live locally | 5 | 9 | 6 |
| % who were on a day trip | 16 | 17 | 17 |
| % who did not travel from home | 79 | 74 | 77 |
| % who travelled by car/ van | 75 | 80 | 77 |
| % who had visited before | 48 | 63 | 54 |
| % whose main purpose was walking | 36 | 42 | 38 |
| Average length of stay (hours) | 3.7 | 3.7 | 3.7 |
| Ratings | | | |
| % satisfied with the picnic area | 97 | 100 | 98 |
| % satisfied with toilets | 93 | 97 | 95 |
| % satisfied with the car park | 85 | 83 | 84 |
| % satisfied with the road signs | 96 | 90 | 93 |

Timing of survey: June - August 1997

Publication: "Grizedale Visitor Centre Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Visitor Centre, "Trees of Time and Place"

Whinlatter Visitor Centre (Lakes)

This survey took place at Whinlatter Visitor Centre in Lakes Forest District.

Summary

The results indicate that the majority of people who visit Whinlatter are holidaymakers. Around one half of respondents had visited before.

Results

| | Weekday | Weekend | Total |
|------------------------------------|----------------|----------------|--------------|
| Number of interviews | 150 | 20 | 170 |
| Time spent interviewing (hours) | 57 | 4 | 61 |
| Group composition | | | |
| % of groups with senior citizens | 11 | 15 | 12 |
| % of groups with adults aged 25-59 | 86 | 85 | 86 |
| % of groups with young adults | 15 | 10 | 15 |
| % of groups with children | 47 | 40 | 46 |
| % of groups with dogs | 14 | 20 | 15 |
| % of groups with bicycles | 5 | 5 | 5 |
| Average number of people per group | 3.5 | 3.1 | 3.4 |
| Present visit | | | |
| % who live locally | 7 | 5 | 7 |
| % who were on a day trip | 17 | 5 | 16 |
| % who did not travel from home | 75 | 90 | 77 |
| % who travelled by car/ van | 79 | 100 | 82 |
| % who had visited before | 54 | 35 | 52 |
| % whose main purpose was walking | 26 | 50 | 28 |
| Average length of stay (hours) | 2.6 | 2.6 | 2.6 |
| Ratings | | | |
| % satisfied with the picnic area | 100 | - | 100 |
| % satisfied with toilets | 88 | 100 | 90 |
| % satisfied with the car park | 95 | 100 | 96 |
| % satisfied with the road signs | 100 | 100 | 100 |

Timing of survey: June - September 1997

Publication: "Whinlatter Visitor Centre Survey 1997", July 1998.

Type of survey: Interviewer

Non standard topics: Visitor Centre, "Trees of Time and Place"

New Forest

The New Forest Visitor Survey ran at three sites: Blackwater, Bolderwood, and Wilverley.

Summary

The results show that Bolderwood is a favoured place for holidaymakers and groups with children. Blackwater is also popular with holidaymakers. At Wilverley, almost one half of visitors lived locally, and nearly all had visited before.

Results

| | Blackwater | Bolderwood | Wilverley | Total |
|---|-------------------|-------------------|------------------|--------------|
| Number of interviews | 117 | 138 | 79 | 334 |
| Group composition | | | | |
| % of groups with senior citizens | 30 | 19 | 39 | 28 |
| % of groups with adults aged 25-59 | 65 | 79 | 73 | 73 |
| % of groups with young adults | 32 | 19 | 16 | 23 |
| % of groups with children | 32 | 45 | 25 | 36 |
| % of groups with dogs | 12 | 13 | 22 | 15 |
| % of groups with bicycles | 5 | 10 | 10 | 8 |
| Average number of people per group | 3.1 | 3.5 | 3.1 | 3.3 |
| Present visit | | | | |
| % who live locally | 29 | 15 | 48 | 27 |
| % who were on a day trip | 21 | 20 | 17 | 20 |
| % who did not travel from home | 50 | 65 | 35 | 53 |
| % who travelled by car/ van | 91 | 89 | 96 | 92 |
| % who had visited before | 77 | 64 | 92 | 75 |
| % whose main purpose was walking | 33 | 32 | 33 | 33 |
| % who used waymarked walks | 35 | 41 | 16 | 33 |
| Average length of stay (hours) | 2.2 | 2.2 | 2.7 | 2.3 |
| Ratings | | | | |
| % satisfied with quality of path on waymarked walks | 98 | 100 | 100 | 99 |
| % satisfied with the picnic area | 94 | 100 | - | 97 |
| % satisfied with toilets | 84 | 93 | 96 | 90 |
| % satisfied with the car park | 99 | 99 | 97 | 99 |
| % satisfied with the road signs | 82 | 83 | 82 | 82 |

Timing of survey: June - September 1997

Publication: "New Forest Visitor Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Waymarked walks, access restrictions, information on cycling in forests, "Trees of Time and Place"

Dalby Visitor Centre (North York Moors)

This survey took place at Dalby Visitor Centre in North York Moors Forest District.

Summary

The results indicate that Dalby is popular with holidaymakers and day-trippers. The majority of respondents had visited before.

Results

| | Weekday | Weekend | Total |
|------------------------------------|---------|---------|-------|
| Number of interviews | 142 | 181 | 323 |
| Time spent interviewing (hours) | 36 | 36 | 72 |
| Group composition | | | |
| % of groups with senior citizens | 27 | 20 | 23 |
| % of groups with adults aged 25-59 | 78 | 85 | 82 |
| % of groups with young adults | 4 | 7 | 5 |
| % of groups with children | 38 | 45 | 42 |
| % of groups with dogs | 18 | 19 | 18 |
| % of groups with bicycles | 11 | 15 | 13 |
| Average number of people per group | 3.1 | 3.4 | 3.3 |
| Present visit | | | |
| % who live locally | 6 | 10 | 9 |
| % who were on a day trip | 32 | 48 | 41 |
| % who did not travel from home | 62 | 42 | 51 |
| % who travelled by car/ van | 96 | 97 | 97 |
| % who had visited before | 52 | 65 | 59 |
| % whose main purpose was walking | 38 | 35 | 36 |
| Average length of stay (hours) | 3.4 | 3.5 | 3.4 |
| Ratings | | | |
| % satisfied with the picnic area | 100 | 100 | 100 |
| % satisfied with toilets | 100 | 100 | 100 |
| % satisfied with the car park | 100 | 100 | 100 |
| % satisfied with the road signs | 96 | 95 | 95 |

Timing of survey: June - September 1997

Publication: "Dalby Visitor Centre Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Visitor Centre, forest drive toll, "Trees of Time and Place"

Black Rocks (Sherwood & Lincolnshire)

This survey of visitors to Black Rocks, in Sherwood & Lincolnshire Forest District, was run in conjunction with Derbyshire County Council.

Summary

The results indicate that visitors to Black Rocks tend to travel from home, with many living locally. The majority of those interviewed had visited before.

Results

| | Weekday | Weekend | Total |
|---|---------|---------|-------|
| Number of interviews | 121 | 155 | 276 |
| Time spent interviewing (hours) | 37 | 39 | 76 |
| Group composition | | | |
| % of groups with senior citizens | 31 | 11 | 20 |
| % of groups with adults aged 25-59 | 66 | 91 | 80 |
| % of groups with young adults | 16 | 10 | 13 |
| % of groups with children | 29 | 34 | 32 |
| % of groups with dogs | 27 | 21 | 24 |
| % of groups with bicycles | 2 | 5 | 4 |
| Average number of people per group | 2.5 | 2.9 | 2.7 |
| Present visit | | | |
| % who live locally | 39 | 44 | 42 |
| % who were on a day trip | 31 | 39 | 35 |
| % who did not travel from home | 30 | 17 | 23 |
| % who travelled by car/ van | 83 | 88 | 86 |
| % who had visited before | 71 | 83 | 78 |
| % whose main purpose was walking | 48 | 38 | 42 |
| % who used waymarked walks | 36 | 40 | 38 |
| Average length of stay (hours) | 1.7 | 2.2 | 2.0 |
| Ratings | | | |
| % satisfied with quality of path on waymarked walks | 92 | 95 | 94 |
| % satisfied with toilets | 95 | 95 | 95 |
| % satisfied with the car park | 99 | 100 | 100 |
| % satisfied with the road signs | 85 | 80 | 82 |

Timing of survey: June - September 1997

Publication: "Black Rocks Visitor Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Waymarked walks, guided walks and events, countryside rangers

Sherwood Pines Cycling (Sherwood & Lincolnshire)

This survey of cyclists was carried out within Sherwood Pines Forest Park, in Sherwood & Lincolnshire Forest District.

Summary

The results show that around one half of cyclists visiting the Forest Park live locally, and that groups often include children. Waymarked cycle trails were used by the majority of visitors, and about one half of the respondents cycled at Sherwood on a regular basis in summer. Almost one half of respondents had travelled to the site by bicycle.

Results

| | Weekday | Weekend | Total |
|--|---------|---------|-------|
| Number of interviews | 71 | 84 | 155 |
| Time spent interviewing (hours) | 30 | 24 | 54 |
| Group composition | | | |
| % of groups with senior citizens | 8 | 7 | 8 |
| % of groups with adults aged 25-59 | 77 | 85 | 81 |
| % of groups with young adults | 18 | 17 | 17 |
| % of groups with children | 49 | 39 | 44 |
| Average number of people per group | 3.1 | 2.8 | 2.9 |
| Present visit | | | |
| % who live locally | 43 | 52 | 48 |
| % who were on a day trip | 20 | 26 | 23 |
| % who did not travel from home | 37 | 21 | 29 |
| % who travelled by car/ van | 44 | 60 | 52 |
| % who had visited before | 69 | 75 | 72 |
| % who cycle at least once a week in summer | 72 | 88 | 80 |
| % who cycle here at least once a month in summer | 39 | 57 | 48 |
| % who used waymarked cycle trails | 89 | 92 | 90 |
| % who are aware of forest cycle code | 49 | 52 | 51 |
| Average length of stay (hours) | 2.7 | 2.7 | 2.7 |

Timing of survey: June - September 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Cycle trails, frequency of cycling, cycle hire, mountain biking

Downs and Chilterns (South East England)

The Downs and Chilterns Visitor survey ran at three sites: Alice Holt, Forest of Bere and Parkhurst.

Summary

Results indicate that visitors to these sites generally live locally. Parkhurst is a particularly popular site amongst dog walkers.

Results

| | Alice Holt | Forest of Bere | Parkhurst | Total |
|---|------------|----------------|-----------|-------|
| Number of interviews | 85 | 137 | 62 | 284 |
| Time spent interviewing (hours) | 39 | 46 | 20 | 105 |
| Group composition | | | | |
| % of groups with senior citizens | 34 | 31 | 31 | 32 |
| % of groups with adults aged 25-59 | 73 | 66 | 69 | 69 |
| % of groups with young adults | 8 | 14 | 8 | 11 |
| % of groups with children | 54 | 31 | 27 | 37 |
| % of groups with dogs | 27 | 43 | 58 | 42 |
| % of groups with bicycles | 15 | 12 | 0 | 11 |
| Average number of people per group | 3.3 | 2.7 | 2.2 | 2.8 |
| Present visit | | | | |
| % who live locally | 85 | 88 | 72 | 83 |
| % who were on a day trip | 14 | 6 | 5 | 9 |
| % who did not travel from home | 1 | 6 | 23 | 8 |
| % who travelled by car/ van | 94 | 93 | 87 | 92 |
| % who had visited before | 75 | 85 | 77 | 81 |
| % whose main purpose was walking | 57 | 38 | 73 | 51 |
| % who used waymarked walks | 74 | 34 | 55 | 51 |
| Average length of stay (hours) | 1.8 | 1.8 | 1.3 | 1.7 |
| Ratings | | | | |
| % satisfied with quality of path on waymarked walks | 100 | 96 | 94 | 97 |
| % satisfied with the picnic area | 100 | 96 | 97 | 97 |
| % satisfied with toilets | 69 | 93 | - | 83 |
| % satisfied with the car park | 100 | 94 | 100 | 97 |
| % satisfied with the road signs | 97 | 65 | 62 | 78 |

Timing of survey: July - August 1997

Publication: "Downs and Chilterns Visitor Survey 1997", September 1998.

Type of survey: Interviewer

Non standard topics: Charging for car parking, waymarked walks, level of visitor numbers, who runs the site, "Trees of Time and Place"

Delamere Halloween Horrors (West Midlands)

This survey of visitors attending the Halloween Horrors guided walk was held at Delamere in West Midlands Forest District.

Summary

The majority of those attending the guided walk were in groups with children. Almost all had travelled from home that day.

Results

| | Total |
|------------------------------------|--------------|
| Number of interviews | 35 |
| Group composition | |
| % of groups with senior citizens | 9 |
| % of groups with adults aged 25-59 | 94 |
| % of groups with young adults | 3 |
| % of groups with children | 83 |
| Present visit | |
| % who travelled from home | 94 |

Timing of survey: October 1997

Publication: None

Type of survey: Interviewer

Non standard topics: Guided walks, Halloween events

Midlands Christmas Tree Sales (West Midlands)

This winter survey of visitors was run at Delamere Forest Park in West Midlands Forest District.

Summary

The results indicate that most visitors had travelled no more than 15 miles to get to the site and had visited Delamere before. The majority were visiting Delamere to buy a Christmas tree.

Results

| | Weekday | Weekend | Total |
|------------------------------------|----------------|----------------|--------------|
| Number of interviews | 226 | 196 | 422 |
| Time spent interviewing (hours) | 70 | 44 | 114 |
| Group composition | | | |
| % of groups with senior citizens | 10 | 13 | 12 |
| % of groups with adults aged 25-59 | 90 | 91 | 90 |
| % of groups with young adults | 12 | 12 | 12 |
| % of groups with children | 38 | 51 | 44 |
| % of groups with dogs | 11 | 8 | 9 |
| % of groups with bicycles | 1 | 2 | 1 |
| Average number of people per group | 3.0 | 3.3 | 3.1 |
| Present visit | | | |
| % who travelled 15 miles or less | 62 | 53 | 58 |
| % who had visited before | 80 | 85 | 82 |
| % who intended to buy Xmas tree | 84 | 82 | 83 |
| % who intended to recycle tree | 32 | 32 | 32 |
| % who visited Santa's Grotto | 15 | 35 | 24 |
| % who intended to go for a walk | 35 | 41 | 38 |
| Ratings | | | |
| % satisfied with toilets | 73 | 55 | 64 |

Timing of survey: Christmas 1997

Publication: None

Type of survey: Interviewer

Non standard topics: Purchase of Christmas trees, Santa's grotto

Wyre Cycling Survey (West Midlands)

This survey of cyclists was held in Wyre Forest in West Midlands Forest District.

Summary

The results indicate that over one half of the visitors lived locally and a further one third were on a day trip from home. The majority of those interviewed were regular cyclists.

Results

| | Weekday | Weekend | Total |
|--|---------|---------|-------|
| Number of interviews | 82 | 77 | 159 |
| Time spent interviewing (hours) | 61 | 33 | 94 |
| Group composition | | | |
| % of groups with senior citizens | 5 | 4 | 4 |
| % of groups with adults aged 25-59 | 60 | 64 | 62 |
| % of groups with young adults | 39 | 39 | 39 |
| % of groups with children | 33 | 18 | 26 |
| Average number of people per group | 2.4 | 2.4 | 2.4 |
| Present visit | | | |
| % who live locally | 67 | 49 | 58 |
| % who were on a day trip | 22 | 39 | 30 |
| % who did not travel from home | 11 | 12 | 11 |
| % who travelled by car/ van | 62 | 74 | 68 |
| % who had visited before | 78 | 84 | 81 |
| % who cycle at least once a week in summer | 82 | 74 | 78 |
| % who cycle here at least once a month in summer | 54 | 50 | 52 |
| % who used waymarked cycle trails | 57 | 53 | 55 |
| % who are aware of forest cycle code | 59 | 61 | 60 |
| Average length of stay (hours) | 3.0 | 2.6 | 2.8 |

Timing of survey: July - August 1997

Publication: "Wyre Cycling Survey 1997", September 1998.

Type of survey: Interviewer

Non standard topics: Cycle trails, frequency of cycling, facilities for cyclists, "Trees of Time and Place"

Wyre Visitor Centre (West Midlands)

This survey was run at Wyre Visitor Centre in West Midlands Forest District.

Summary

Around one half of visitors lived locally and one third were on a day trip from home. Most people had visited before.

Results

| | Weekday | Weekend | Total |
|------------------------------------|---------|---------|-------|
| Number of interviews | 225 | 145 | 370 |
| Time spent interviewing (hours) | 50 | 28 | 78 |
| Group composition | | | |
| % of groups with senior citizens | 34 | 27 | 31 |
| % of groups with adults aged 25-59 | 71 | 78 | 74 |
| % of groups with young adults | 7 | 6 | 6 |
| % of groups with children | 34 | 36 | 35 |
| % of groups with dogs | 28 | 21 | 25 |
| % of groups with bicycles | 1 | 0 | 1 |
| Average number of people per group | 3.2 | 2.9 | 3.1 |
| Present visit | | | |
| % who live locally | 51 | 44 | 48 |
| % who were on a day trip | 27 | 39 | 32 |
| % who did not travel from home | 22 | 17 | 20 |
| % who travelled by car/ van | 93 | 95 | 94 |
| % who had visited before | 73 | 74 | 74 |
| % whose main purpose was walking | 55 | 60 | 57 |
| Average length of stay (hours) | 2.3 | 2.3 | 2.3 |
| Ratings | | | |
| % satisfied with the picnic area | 99 | 100 | 99 |
| % satisfied with toilets | 96 | 100 | 98 |
| % satisfied with the car park | 96 | 99 | 97 |
| % satisfied with the road signs | 97 | 91 | 95 |

Timing of survey: July - August 1997

Publication: "Wyre Visitor Centre Survey 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Visitor Centre, restaurant, facilities for children, "Trees of Time and Place"

Westonbirt Arboretum

This visitor survey was held at Westonbirt Arboretum, in Gloucestershire. Some of the interviews took place during the “Sculptree ‘97” event.

Summary

The majority of respondents at Westonbirt were day-trippers, especially those visiting at weekends. The Arboretum is a popular site amongst senior citizens. Most of those interviewed had visited Westonbirt before.

Results

| | Weekday | Weekend | Total |
|--|---------|---------|-------|
| Number of interviews | 228 | 253 | 481 |
| Time spent interviewing (hours) | 31 | 28 | 59 |
| Group composition | | | |
| % of groups with senior citizens | 56 | 38 | 46 |
| % of groups with adults aged 25-59 | 62 | 79 | 71 |
| % of groups with young adults | 6 | 12 | 9 |
| % of groups with children | 25 | 36 | 31 |
| Average number of people per group | 3.4 | 3.8 | 3.6 |
| Present visit | | | |
| % who live locally | 20 | 22 | 21 |
| % who were on a day trip | 51 | 62 | 57 |
| % who did not travel from home | 29 | 16 | 22 |
| % who had visited before | 68 | 64 | 66 |
| % whose main purpose was to see trees and shrubs | 38 | 45 | 42 |
| Average length of stay (hours) | 3.1 | 3.1 | 3.1 |

Timing of survey: May - November 1997

Publication: “Westonbirt Arboretum Visitor Survey 1997”, June 1998

Type of survey: Interviewer

Non standard topics: Entrance charges, “Sculptree ‘97” event, places visited, further information

Wales

Afan Argoed Visitor Centre (Coed y Cymoedd)

This survey took place at Afan Argoed Countryside Centre in Coed y Cymoedd Forest District.

Summary

The results indicate that visitors tend to live locally, and have visited before. Many of those interviewed were there to cycle.

Results

| | Weekday | Weekend | Total |
|---|---------|---------|-------|
| Number of interviews | 115 | 115 | 230 |
| Time spent interviewing (hours) | 45 | 32 | 77 |
| Group composition | | | |
| % of groups with senior citizens | 30 | 18 | 24 |
| % of groups with adults aged 25-59 | 74 | 70 | 72 |
| % of groups with young adults | 18 | 25 | 22 |
| % of groups with children | 44 | 30 | 37 |
| % of groups with dogs | 17 | 9 | 13 |
| % of groups with bicycles | 16 | 23 | 20 |
| Average number of people per group | 2.9 | 2.5 | 2.7 |
| Present visit | | | |
| % who live locally | 51 | 55 | 53 |
| % who were on a day trip | 27 | 37 | 32 |
| % who did not travel from home | 22 | 9 | 15 |
| % who travelled by car/ van | 85 | 93 | 89 |
| % who had visited before | 77 | 88 | 83 |
| % whose main purpose was walking | 13 | 13 | 13 |
| % who used waymarked walks | 44 | 44 | 44 |
| Average length of stay (hours) | 2.5 | 2.8 | 2.6 |
| Ratings | | | |
| % satisfied with quality of path on waymarked walks | 98 | 94 | 96 |
| % satisfied with the picnic area | 100 | 97 | 98 |
| % satisfied with toilets | 100 | 97 | 98 |
| % satisfied with the car park | 100 | 100 | 100 |
| % satisfied with the road signs | 85 | 70 | 77 |

Timing of survey: August-September 1997

Publication: "Afan Argoed Visitor Centre Survey 1997", June 1998.

Type of survey: Interviewer

Non standard topics: Visitor Centre, waymarked walks

Coed y Brenin Cycling (Dolgellau)

This survey of cyclists took place at Coed y Brenin in Dolgellau Forest District.

Summary

The results show that this site is popular with holidaymakers (especially during the week) and day-trippers (particularly at weekends). The majority were regular cyclists, although few cycled regularly at Coed y Brenin. Most were staying for over four hours.

Results

| | Weekday | Weekend | Total |
|--|---------|---------|-------|
| Number of interviews | 117 | 53 | 170 |
| Time spent interviewing (hours) | 50 | 16 | 66 |
| Group composition | | | |
| % of groups with senior citizens | 2 | 4 | 2 |
| % of groups with adults aged 25-59 | 77 | 85 | 79 |
| % of groups with young adults | 38 | 25 | 34 |
| % of groups with children | 20 | 15 | 18 |
| Average number of people per group | 2.5 | 3.4 | 2.8 |
| Present visit | | | |
| % who live locally | 7 | 4 | 6 |
| % who were on a day trip | 26 | 56 | 36 |
| % who did not travel from home | 67 | 40 | 59 |
| % who travelled by car/ van | 91 | 89 | 90 |
| % who had visited before | 39 | 53 | 44 |
| % who used waymarked cycle trails | 97 | 98 | 97 |
| % who are aware of forest cycle code | 73 | 66 | 71 |
| % who cycle at least once a week in summer | 88 | 90 | 88 |
| % who cycle here at least once a month in summer | 19 | 25 | 20 |
| Average length of stay (hours) | 4.3 | 4.9 | 4.5 |

Timing of survey: June - August 1997

Publication: "Forest Cycling Surveys 1997", August 1998.

Type of survey: Interviewer

Non standard topics: Cycle trails, frequency of cycling, cycle hire, reasons for cycling, "Trees of Time and Place"

Llanrwst

This Visitor Survey ran at three sites in Llanrwst Forest District: Geirionydd, Moel Famau, and Newborough.

Summary

At all three sites the majority of the respondents have visited before. However, visitors to Moel Famau tended to be day trippers, whilst those visiting Geirionydd and Newborough were more likely to be on holiday. Newborough was particularly popular amongst groups including children.

Results

| | Geirionydd | Moel Famau | Newborough | Total |
|---|------------|---------------|------------|-------|
| Number of interviews | 95 | 115 | 132 | 342 |
| Time spent interviewing (hours) | 77 | 39 | 29 | 145 |
| Group composition | | | | |
| % of groups with senior citizens | 39 | 29 | 17 | 27 |
| % of groups with adults aged 25-59 | 74 | 83 | 87 | 82 |
| % of groups with young adults | 9 | 14 | 7 | 10 |
| % of groups with children | 28 | 38 | 44 | 38 |
| % of groups with dogs | 24 | 22 | 20 | 22 |
| % of groups with bicycles | 0 | 3 | 5 | 3 |
| Average number of people per group | 3.4 | 3.4 | 3.5 | 3.4 |
| Present visit | | | | |
| % who live locally | 14 | 26 | 11 | 17 |
| % who were on a day trip | 37 | 54 | 20 | 36 |
| % who did not travel from home | 49 | 21 | 69 | 48 |
| % who travelled by car/ van | 91 | 90 | 93 | 91 |
| % who had visited before | 71 | 86 | 68 | 75 |
| % whose main purpose was walking | 31 | 35 | 19 | 28 |
| % who used waymarked walks | 14 | 33 | 13 | 20 |
| Average length of stay (hours) | 2.9 | 2.8 | 3.7 | 3.2 |
| Ratings | | | | |
| % satisfied with quality of path on waymarked walks | 100 | 97 | 100 | 98 |
| % satisfied with the picnic area | 100 | 100 | 83 | 95 |
| % satisfied with toilets | 99 | 100 | 97 | 99 |
| % satisfied with the car park | 96 | 98 | 99 | 98 |
| % satisfied with the road signs | 65 | 88 | 62 | 71 |

Timing of survey: June - October 1997

Publication: "Llanrwst Visitor Survey 1997", July 1998.

Type of survey: Interviewer

Non standard topics: Waymarked walks, power boats, refreshments, cyclists, "Trees of Time and Place"

FC SURVEYS AT CAMPSITES & CABINS SITES

Forest Holidays Campsites Survey 1997

Summary

The results indicate that most visitors were taking a short break. Nearly all of those who completed the survey would stay at this or another Forest Enterprise site again

Results

| | Total |
|--|--------------|
| Number of respondents | 2,620 |
| Group composition | |
| Breakdown of all visitors | |
| % senior citizens | 12 |
| % adults aged 25-59 | 58 |
| % young adults (aged 18-24) | 5 |
| % children (aged 17 or under) | 25 |
| % of groups with children (aged 17 or under) | 35 |
| % of groups with dogs | 32 |
| Average group size | 3.2 |
| Current stay | |
| % who were staying a week or more | 21 |
| % who travelled 100 miles or less | 52 |
| % who were staying in a tent | 35 |
| % who had an electric hook-up | 31 |
| % who had stayed on this site before | 58 |
| % who had visited a FE site before | 51 |
| % who had booked in advance | 28 |
| Return visits | |
| % who would stay at this site again | 96 |
| % who would stay at another FE site | 95 |
| % who have stayed in a FE cabin | 3 |

Notes

(1) The figures shown above exclude some campsites for which only a few completed questionnaires were received.

| | |
|--------------------------|---|
| Timing of survey: | 1997 |
| Publication: | None |
| Type of survey: | Self completion |
| Topics covered: | Length of stay, distance travelled, type of accommodation, electric hook ups, previous visits, how found out about FE holidays, importance of factors in choosing FE holiday, choice of site, advance bookings, ratings of site features, activities, group composition |

Forest Holidays Cabins Survey 1997

Summary

Nearly one half of all respondents had been on a Forest Enterprise holiday before, and nearly all would visit again. Although the majority were staying over a week, the holiday tended not to be the main annual holiday.

Results

| | Deer Park | Keldy | Loch Awe | Strathyre | Total ⁽¹⁾ |
|---|------------------|--------------|-----------------|------------------|-----------------------------|
| Number of respondents | 476 | 696 | 542 | 427 | 2,175 |
| Group composition | | | | | |
| Breakdown of all visitors | | | | | |
| % senior citizens | 8 | 6 | 7 | 8 | 7 |
| % adults aged 25-59 | 58 | 56 | 58 | 60 | 58 |
| % young adults (aged 18-24) | 4 | 5 | 4 | 4 | 4 |
| % children (aged 17 or under) | 29 | 33 | 30 | 29 | 31 |
| % of groups with children (aged 17 or under) | 50 | 62 | 58 | 55 | 57 |
| % of groups with dogs | 39 | 31 | 32 | 33 | 33 |
| % of groups with bikes | 16 | 19 | 21 | 18 | 18 |
| Average group size | 3.7 | 4.3 | 4.1 | 3.9 | 4.1 |
| Current stay | | | | | |
| % who were staying a week or more | 58 | 43 | 63 | 74 | 58 |
| % for whom this was their main annual holiday | 30 | 23 | 39 | 49 | 33 |
| % who had been on an FE holiday before | 46 | 41 | 39 | 53 | 44 |
| Return visits | | | | | |
| % who would visit this site again | 94 | 93 | 88 | 93 | 92 |
| % who would visit another FE site | 93 | 94 | 94 | 93 | 94 |
| % aware of FE camping & caravan sites | 37 | 40 | 41 | 35 | 38 |

Notes

(1) The total includes 34 responses for which the name of the cabin site was not provided.

| | |
|--------------------------|--|
| Timing of survey: | 1997 |
| Publication: | None |
| Type of survey: | Interviewer |
| Topics covered: | Length of stay, main annual holiday, previous visits, how found out about FE holidays, importance of factors in choosing FE holiday, choice of cabin, ratings, activities, group composition |

HOUSEHOLD SURVEYS

Public Opinion Of Forestry

Questions about visits to woodlands were asked as part of an interviewer administered household survey, carried out for the Forestry Commission as part of an RSGB Omnibus throughout Great Britain.

Summary

Three quarters of all respondents said that they had visited forests or woodlands in the last few years. The majority visited at least once a month in summer.

Results

| | Total |
|--|--------------|
| Number of interviews | 1,926 |
| % who had visited woodland for recreation | 75 |
| % of visitors who visit the woodland at least once a month in summer | 60 |
| % of visitors who visit the woodland at least once a month in winter | 27 |
| % of visitors who wanted more information about places to go | 59 |
| % of visitors who wanted improvements more nature trails | 58 |
| % of visitors who wanted more signposted walks | 57 |
| % of visitors who have been to woods owned by Forestry Commission | 51 |
| % of visitors who were satisfied with FC woodlands as a place to visit | 95 |

| | |
|--------------------------|---|
| Timing of survey: | 12 - 16 March 1997 |
| Publication | “Public Opinion of Forestry 1997”, December 1997 |
| Type of survey: | Interviewer |
| Topics covered: | Press & publicity, forest management, amount of woodland, wood products, Forestry Commission & other organisations, visits to woodland. |