



**WESTONBIRT ARBORETUM
INTERNATIONAL FESTIVAL
OF GARDENS
2003**



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INTRODUCTION

The National Arboretum at Westonbirt is one of Gloucestershire's most visited attractions with over 300,000 visits per annum. The National Arboretum is host to the Festival of the Garden from June to September and one of the most stunning collections of Japanese maples drawing crowds through the autumn.

This survey was carried out to accurately establish the visitor profile to The National Arboretum and to assist with the development of the facilities and services to meet current and future visitors needs.

Paddy Harrop

Method

The survey was carried out June and August 2003 on both weekdays and weekends. Surveyors asked visitors 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 430 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 430 respondents, the confidence interval is $\pm 5\%$, so differences of more than 5% in any question asked of all respondents are statistically significant.

SUMMARY

This report provides results from a visitor survey that took place at Westonbirt Arboretum. A total of 430 questionnaires were completed during the summer of 2003. Surveying was carried out during the International Festival of Gardens event.

Of all the visitors to the festival three-fifths were female. Two thirds of groups consisted of 2 people and there was an average of 2.3 people per group. Almost three quarters of groups included adults over 25 years old, 35% included senior citizens and 12% included children. Only 7% of groups contained young adults aged 16-24.

Over one quarter of visitors (29%) lived within 15 miles of Westonbirt, 55% were on a day trip from home and the remainder were holidaymakers.

Almost three quarters of respondents lived in the South West of England. Few lived outwith England and Wales.

Over three-quarters (79%) of the respondents had visited Westonbirt Arboretum on a previous occasion. Of those who had visited before, almost one half (47 %) tended to visit 1-3 times per year.

Around one half of respondents had always known about Westonbirt and a further 23% had found out about the site from friends or relatives.

For almost one half of visitors (48%), the main purpose for visiting that day was to see the International Festival of Gardens. A further 11% had come to see the Arboretum.

All facilities were rated as good or very good by at least 70% of respondents who had used them. The paths in the old Arboretum were rated most highly (90% thought them good or very good). Road signs were lowest rated, with 13% of respondents considering them to be poor or very poor.

Almost all of those interviewed had seen the International Festival of Gardens. Homage and Screen 4 were considered the most favourite gardens (each voted for by one in five respondents), whilst 29% considered Cement Garden to be their least favourite.

Around one quarter of those interviewed were members of the Friends of Westonbirt and a further 11% were Royal Horticultural Society members.

WESTONBIRT VISITOR SURVEY 2003

A Visitor Survey was carried out at Westonbirt Arboretum between June and August 2003. This report presents results of this survey, both for all those interviewed and for those who indicated that their main purpose for visiting was the International Festival of Gardens (hereafter referred to as IFOG groups).

A total of 430 interviews were completed. Almost one half of respondents (48%) indicated that the International Festival of Gardens was their main purpose in visiting.

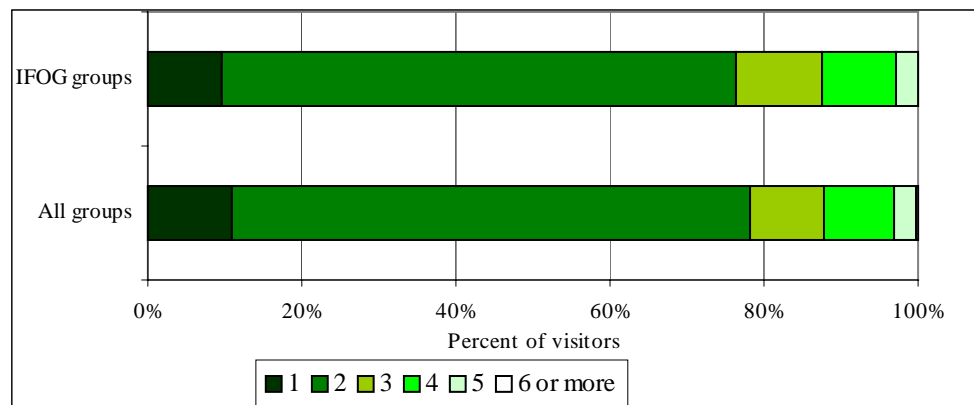
Group Composition

There was a total of 975 visitors in the 430 groups interviewed, giving an average of 2.3 people per group. The 207 IFOG groups included a total of 475 visitors, also giving an average of 2.3 people per group.

There were more female than male visitors (59% of all visitors and 61% of IFOG-specific visitors were female).

Two thirds of groups (67 %) consisted of 2 people and a further 22% contained 3 or more people. There was little difference between the size composition of IFOG-specific groups and that for all groups.

Figure 1: Size of groups visiting Westonbirt Arboretum



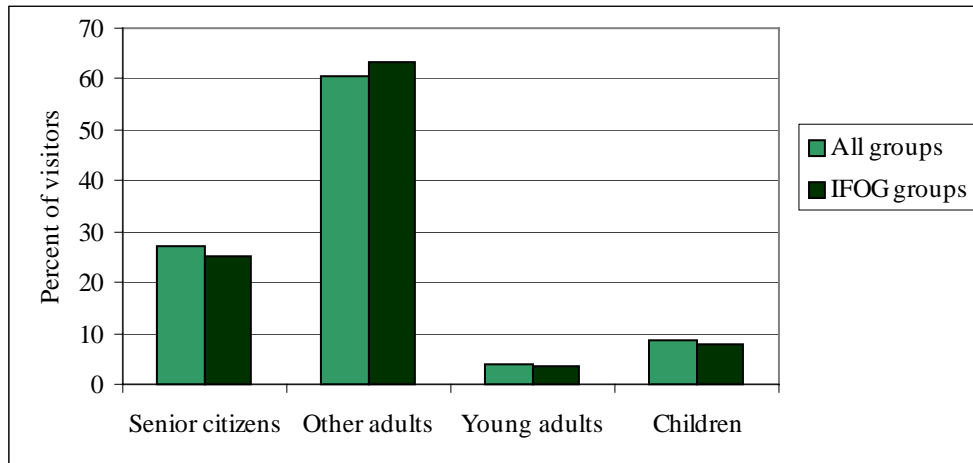
Almost three quarters of groups visiting Westonbirt Arboretum contained adults in the 25-59 years age group (72 %), and over one third (35%) included senior citizens. 12% of groups included children (aged under 16 years) and 7% included young adults (aged 16-24 years). The group composition for IFOG groups was similar to that for all groups, with 76% including adults aged 25-59 years, 33% including senior citizens, 11% including children and 7% including young adults.

Few groups (3%) had a dog with them.

Adults aged 25-59 years accounted for 60% of the 975 visitors covered by the survey, a further 27% were senior citizens, 9% were children and the remaining 4% were young adults.

Adults aged 25-59 years accounted for 63% of the 475 IFOG visitors covered by the survey, a further 25% were senior citizens, 8% were children and the remaining 4% were young adults.

Figure 2: Visitors by age group



Visitor profile

All of those interviewed were asked to provide their full home postcode. The majority of respondents (87%) gave a valid postcode.

Each of these postcodes was assigned an “ACORN” code. The Acorn classification was created by CACI Ltd using cluster analysis of the 2001 Population Census, together with data from a number of other sources, to divide almost all postcodes into 56 “types”. These types can be aggregated into 17 “groups” (A to Q) and the groups into 5 broad “categories”. Addresses in postcodes within any “type” will therefore tend to have a lot in common and can be given a label that describes the typical member of that “type”, e.g. “Mature couples, smaller detached homes”.

The table below shows the proportion of valid postcodes from the survey that fall into each group. This is then compared to the overall GB population using an index, to look for similarities and differences between the two.

The table shows that the level of visits to Westonbirt is generally highest amongst those from the most prosperous communities (groups 1 and 2) and lowest for those from low income and ethnic communities (groups 4 and 5).

Table 1: ACORN coded postcodes

ACORN Group	GB Population Base	Survey	Index
1. Wealthy Achievers			
1.A Wealthy Executives	8.6	21.6	252
1.B Affluent Greys	7.9	10.7	135
1.C Flourishing Families	8.3	11.5	138
2. Urban Prosperity			
2.D Prosperous Professionals	2.3	5.1	221
2.E Educated Urbanites	4.8	4.3	90
2.F Aspiring Singles	4.0	0.5	13
3. Comfortably Off			
3.G Starting Out	2.5	7.2	285
3.H Secure Families	15.7	17.1	109
3.I Settled Suburbia	6.2	6.1	100
3.J Prudent Pensioners	2.7	3.2	119
4. Moderate Means			
4.K Asian Communities	1.7	0.0	0
4.L Post Industrial Families	5.0	4.5	92
4.M Blue Collar Roots	8.1	2.7	33
5. Hard Pressed			
5.N Struggling Families	14.0	4.3	31
5.O Burdened Singles	4.5	0.8	18
5.P High Rise Hardship	1.6	0.3	16
5.Q Inner City Adversity	2.2	0.0	0
Unclassified	0.0	0.3	

Type of visitor

Local visitors accounted for over one quarter (29%) of the groups surveyed. A further 55% were on a day trip from home and the remaining 16% were holidaymakers. IFOG visitors were relatively more likely to be on a day trip from home (61%) and less likely to be holidaymakers (11%).

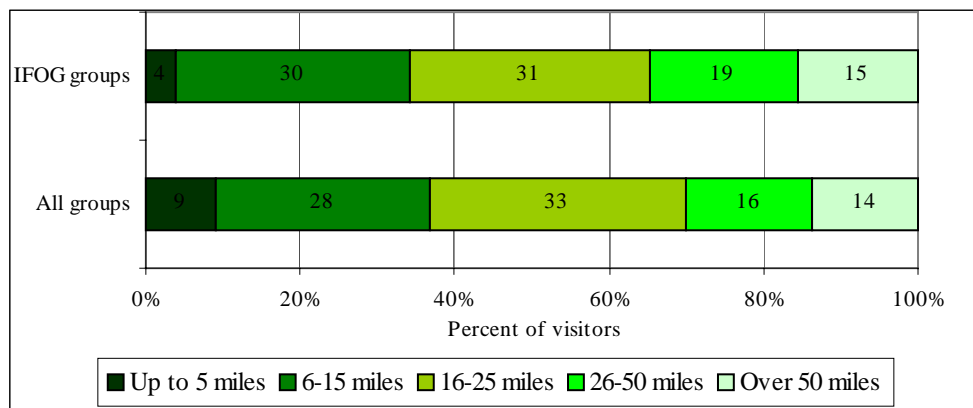
Accommodation

Of the 69 (16%) respondents who had stayed away from home, around one third had stayed in a hotel the previous night and a further 17% had stayed in bed & breakfast/guest house accommodation. Almost one third (30%) of holidaymakers had stayed with friends or relatives.

Distance travelled

37% of respondents reported travelling no more than 15 miles to get to Westonbirt that day. A further one third had travelled between 16 and 25 miles and the remaining 30% had travelled more than 25 miles. The distance travelled by IFOG groups was similar to that for all groups, with IFOG visitors tending to travel slightly further to get to Westonbirt.

Figure 3: Distance travelled by visitors



Visitor Origin

Almost three quarters of respondents lived in the South West of England. A further 8% lived in the South East and 19% lived elsewhere in England. Few respondents lived outwith England and Wales.

Of those who lived in the South West, most came from Gloucestershire (37% of all respondents). A further 12% of all respondents lived in Wiltshire, 10% in Bristol and 10% in Somerset.

Table 1: Visitor Origin, 2003

	Number of respondents	Percent of respondents
England		
South West	308	72%
<i>Gloucestershire</i>	160	37%
<i>Wiltshire</i>	51	12%
<i>Bristol, City of</i>	44	10%
<i>Somerset</i>	41	10%
<i>Other/ not known</i>	12	3%
South East	35	8%
West Midlands	19	4%
London	11	3%
Other England	22	5%
Wales	20	5%
Scotland	2	0%
Overseas	7	2%
Not known	6	1%
Total	430	100%

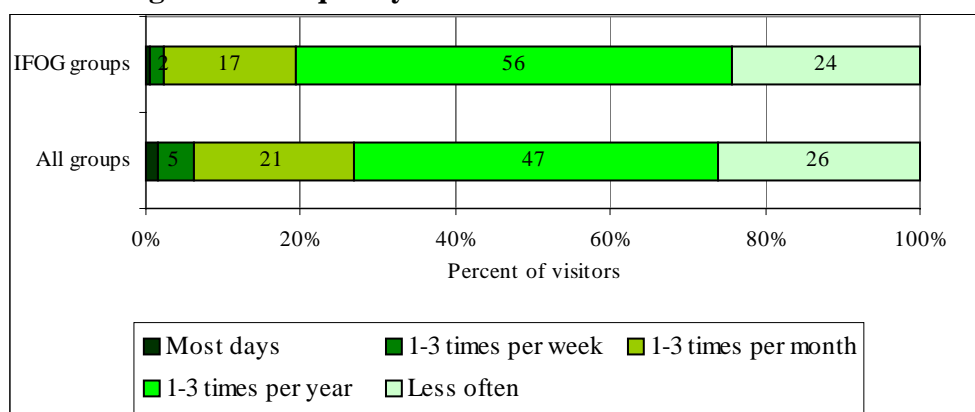
The origin of IFOG visitors was broadly similar to that for all groups, with 72% of IFOG groups living in the South West.

Previous Visits

Over three-quarters (79%) of the groups had visited the site on a previous occasion. Of those who have been to the site before, almost half visit between 1 and 3 times per year (47%). 27% come more frequently than this, and 26% come less frequently.

IFOG visitors were relatively more likely to have visited Westonbirt before (87%). However, of those who had been to the site before, IFOG visitors tended to visit less frequently, with only one in five (19%) IFOG visitors visiting at least monthly.

Figure 4: Frequency of visits to Westonbirt Arboretum

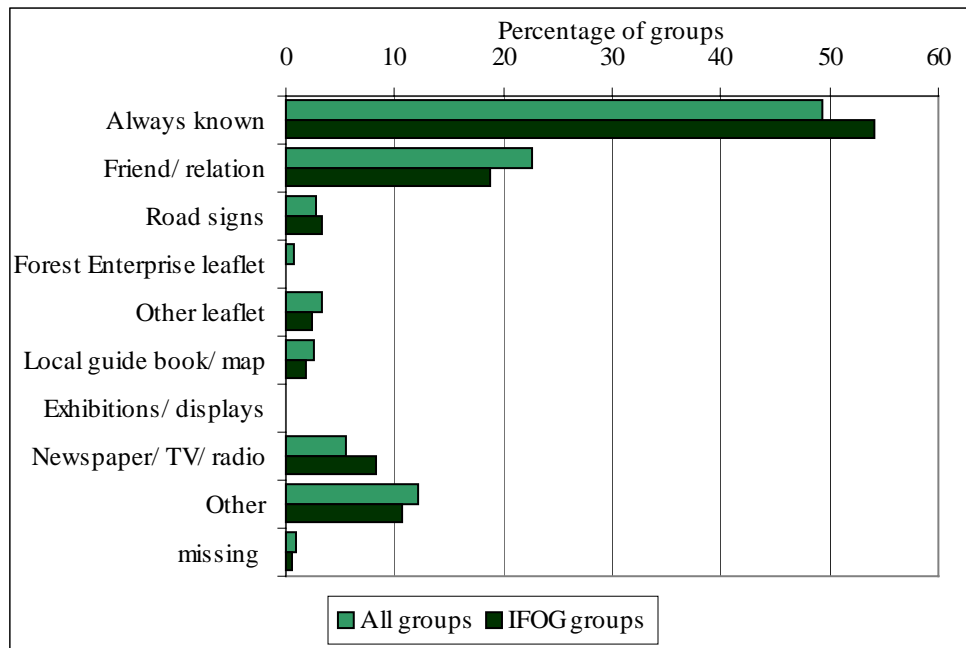


Finding out about Westonbirt

Respondents were asked how they had first found out about Westonbirt. Around one half (49%) said they had always known about the site and a further 23% had found out from friends or relatives.

IFOG visitors were relatively more likely to have always known about Westonbirt (54%) and correspondingly less likely to have found out about the site from friends or relatives (19%).

Figure 5: How visitors found out about Westonbirt

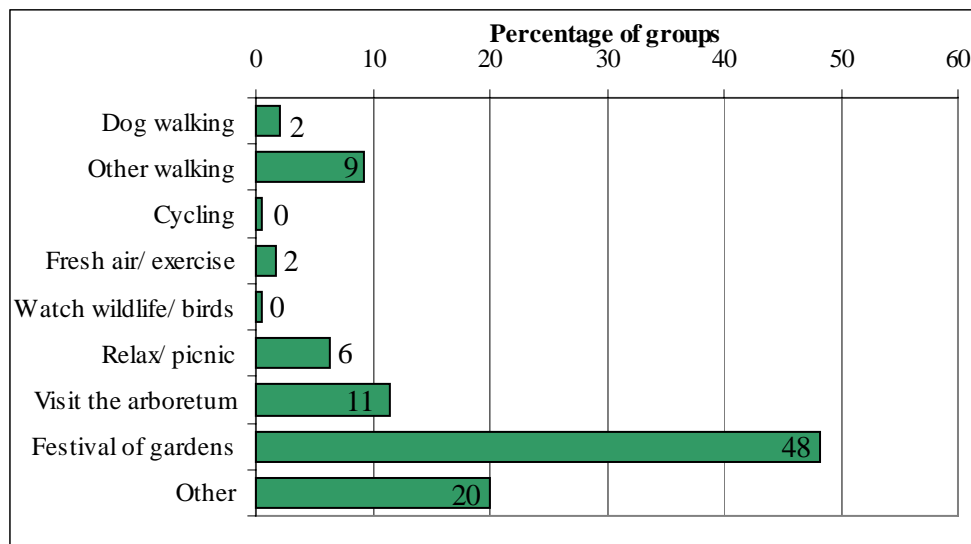


“Other” methods of finding out about Westonbirt included by driving past, through other organisations (mainly RHS), through work (mainly FC employees), through school or coach trips and through Tourist Information.

Purpose of Visit

Around one half of respondents (48%) indicated that the Festival of Gardens was their main purpose for visiting and a further 11% had come to visit the Arboretum.

Figure 6: Main purpose of visit to Westonbirt



Many of those citing an “other” purpose for visiting were there for a day out.

Ratings of facilities at Westonbirt Arboretum

Visitors were asked to rate the facilities that they had used at Westonbirt. Ratings for IFOG visitors were broadly similar to those for all visitors, although IFOG visitors tended to rate the picnic area, information boards, indoor restaurant and paths slightly higher than other visitors.

38% of respondents had used the picnic areas. Of those, 83% rated them as good or very good and almost all of the remainder considered them to be OK.

The majority of respondents (86%) provided a rating for the toilets. Of those, 88% rated them as good or very good.

The information boards had been used by 93% of respondents. Of those who had used them, 80% considered the information boards to be good or very good and 17% thought they were OK.

80% of respondents rated the car park as good or very good.

Over two thirds of respondents (70%) considered the road signs to be good or very good; 13% rated them as poor or very poor.

Around three quarters of respondents had used the shop. Of those, 72% considered it to be good or very good and a further 21% thought it OK.

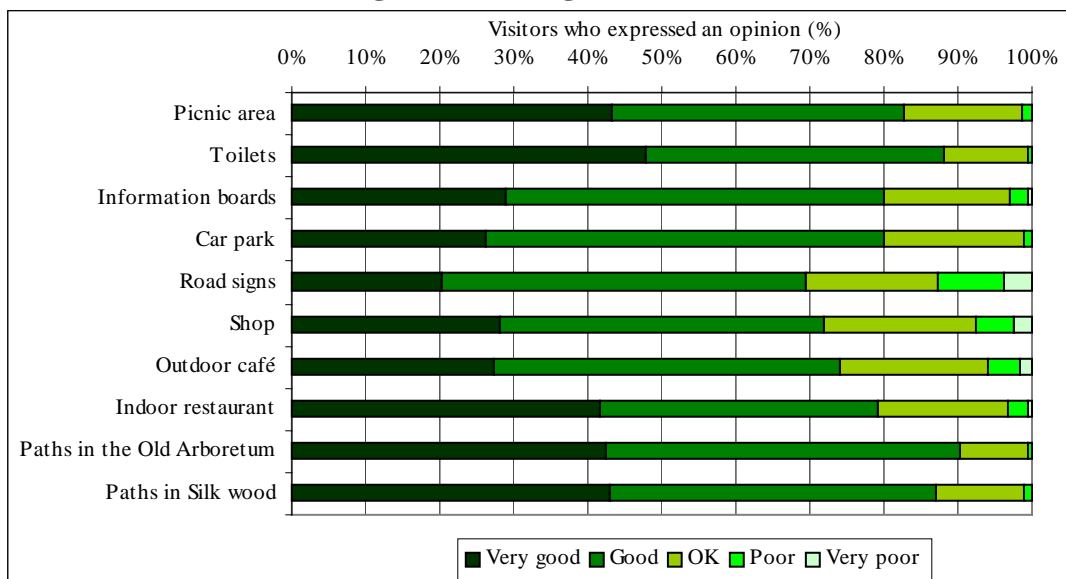
Two thirds of respondents had used the outdoor café. Of those, around three quarters rated it as good or very good and one fifth rated it as OK.

Around one half of respondents used the indoor restaurant, which was considered to be good or very good by 79% of those who had used it.

Three quarters of respondents had used the paths in the Old Arboretum. Of those, 90% rated them as good or very good.

The paths in Silk wood had been used by 41% of respondents. Of those, 87% rated them as good or very good.

Figure 7: Rating of Facilities

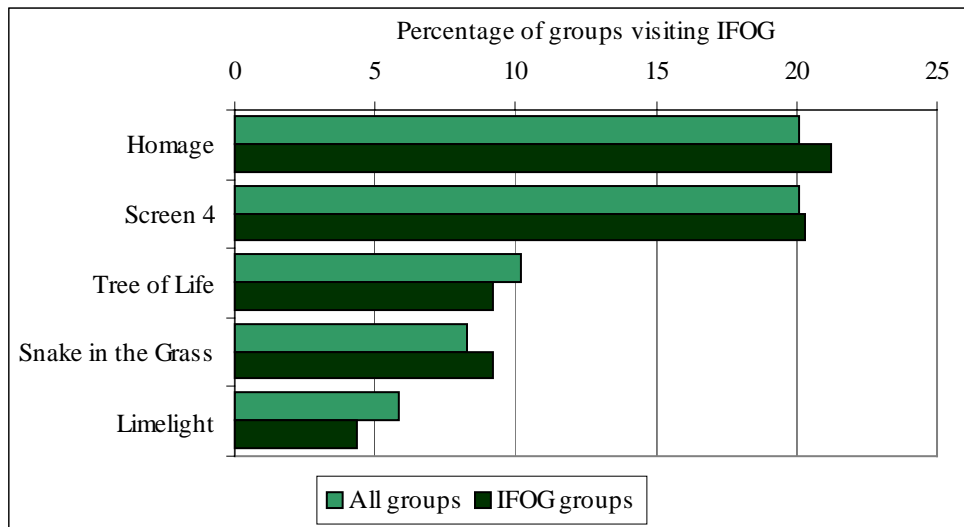


International Festival of Gardens

Almost all of those interviewed (96%) had visited the Festival of Gardens. These respondents were then asked about their favourite and least favourite gardens.

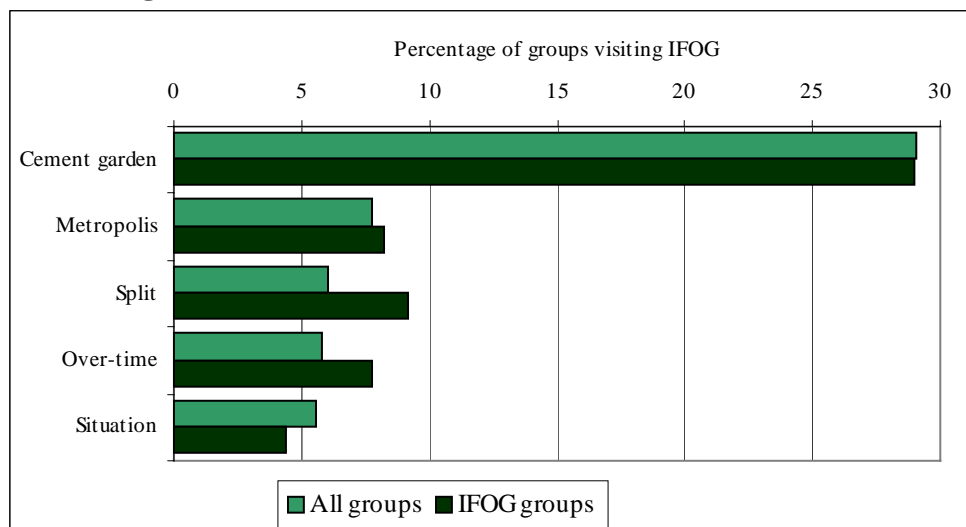
“Homage” and “Screen 4” were the most popular gardens, each listed as favourite by one in 5 visitors to the Festival of Gardens. A further 10% cited “Tree of Life” as their favourite garden, followed by “Snake in the Grass” (8%) and “Limelight” (6%). 9% of visitors to the Festival of Gardens said that none were their favourite.

Figure 8: Visitors to IFOG: Top 5 Favourite Gardens



Over one quarter of visitors to the Festival of Gardens voted for “Cement Garden” as their least favourite. This was followed by “Metropolis” (8%), “Split”, “Over-time” and “Situation” (each 6%). Around one quarter of visitors to the Festival of Gardens (24%) said that none were their least favourite.

Figure 9: Visitors to IFOG: 5 Least Favourite Gardens

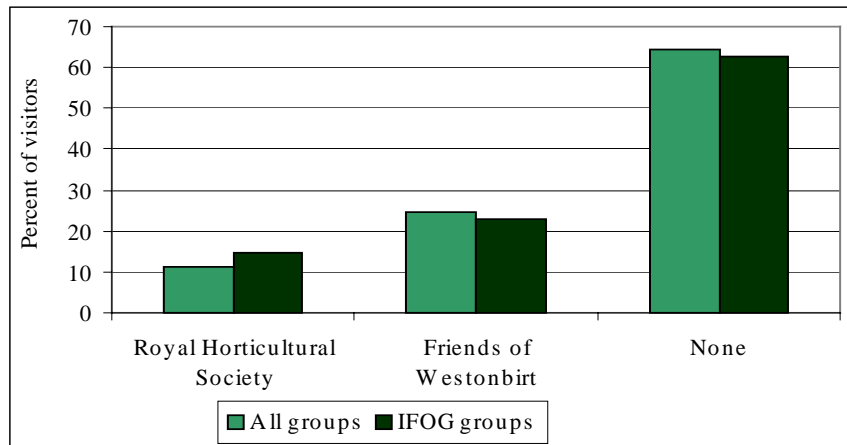


Membership

Around one quarter (24%) of respondents stated that they were Friends of Westonbirt members. A further 11% were Royal Horticultural Society (RHS) members and the remaining 64% were not members of either organisation.

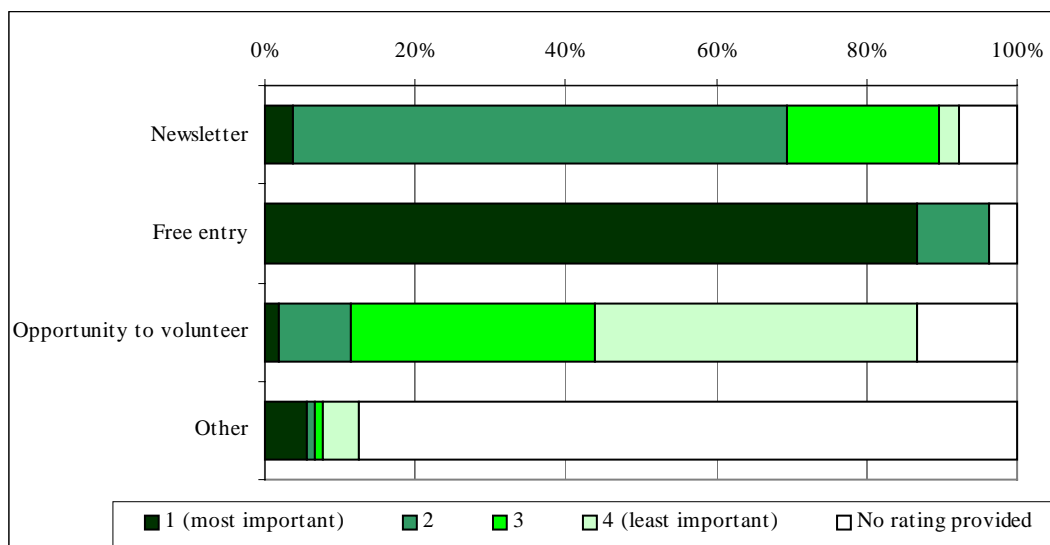
IFOG members were slightly more likely to be RHS members (14%).

Figure 10: Membership



Respondents reporting that they were Friends of Westonbirt were asked to rate the benefits of being a member. Free entry was considered to be the most important benefit by 87% of all members and second most important by many of the remainder. The newsletter was cited as the most important or second most important benefit by 70% of members. The opportunity to volunteer was considered as most important or second most important by 11% of members.

Figure 11: Benefits of Friends of Westonbirt membership



COMPARISON WITH 2001 SURVEY

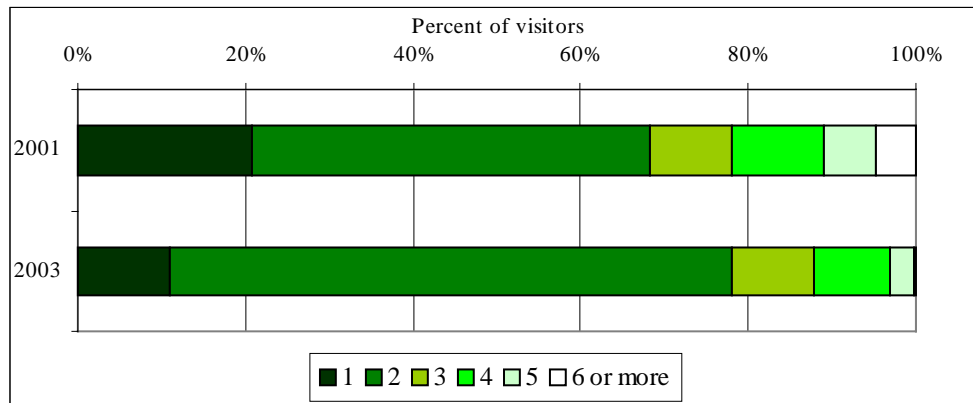
A previous visitor survey was carried out at Westonbirt in Autumn 2001 and covered a total of 82 respondents. This section presents a comparison between the results for the 2001 and 2003 surveys.

Group Composition

The composition of groups visiting in 2003 was broadly consistent with those interviewed in 2001. However, groups of 3 or more people were relatively more likely to visit in 2001 (31% of all groups interviewed) than in 2003 (22%). This led to a slight drop in group size (excluding large groups of 10 or more people), with an average of 2.4 people per group in 2001 and 2.3 in 2003.

The proportion of female visitors fell from 65% of all visitors in 2001 to 59% in 2003.

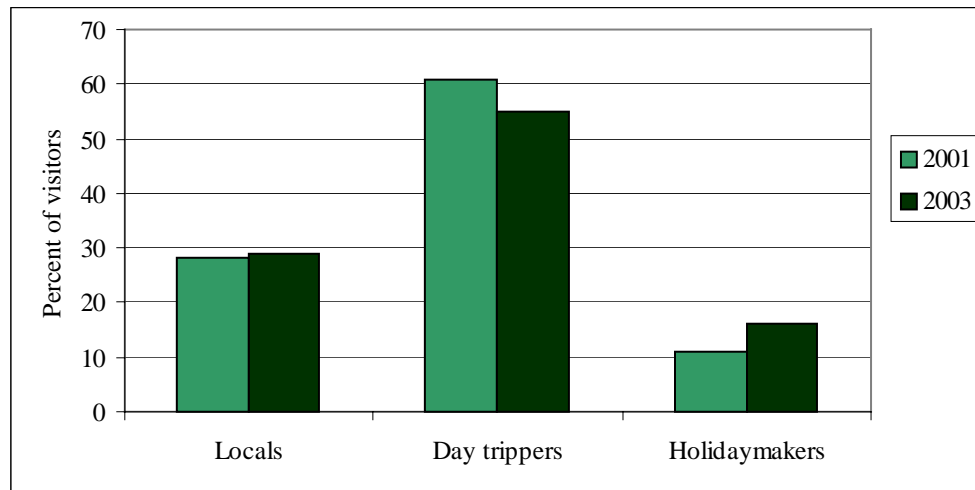
Figure 12: Size of groups visiting Westonbirt Arboretum, 2001 & 2003



Type of visitor

The proportion of visitors who lived locally was broadly similar in 2001 and 2003, at almost 30%. Day trippers, however, were relatively more common in 2001 (61%) than in 2003 (55%). Correspondingly, there were relatively fewer holidaymakers (11% in 2001 and 16% in 2003).

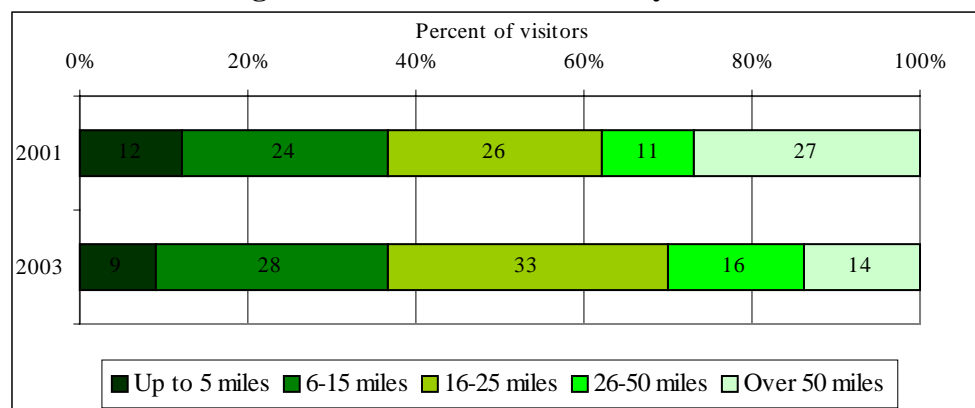
Figure 13: Type of visitor, 2001 & 2003



Distance travelled

Visitors in 2001 tended to have travelled slightly further to get to Westonbirt than those visiting in 2003, with over one quarter of groups in 2001 and 14% in 2003 travelling more than 50 miles.

Figure 14: Distance travelled by visitors



Visitor Origin

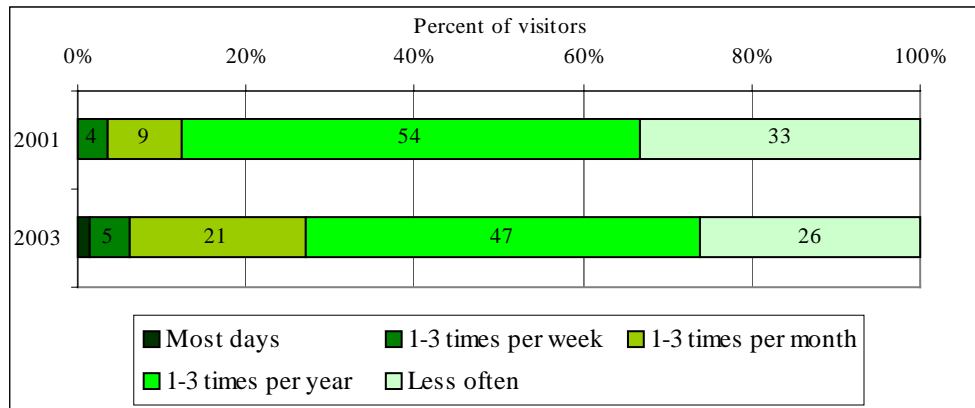
There was little difference between 2001 and 2003 in the home location of visitors. Two thirds of those interviewed in 2001 lived in the South West, compared with 72% in 2003.

Previous Visits

71% of respondents in 2001 had visited Westonbirt before. This is lower than the 2003 proportion of 79%.

Of those who had visited Westonbirt before, visitors in 2001 tended to visit less often than those in 2003, with 12% of respondents in 2001 visiting at least monthly (compared to 27% in 2003).

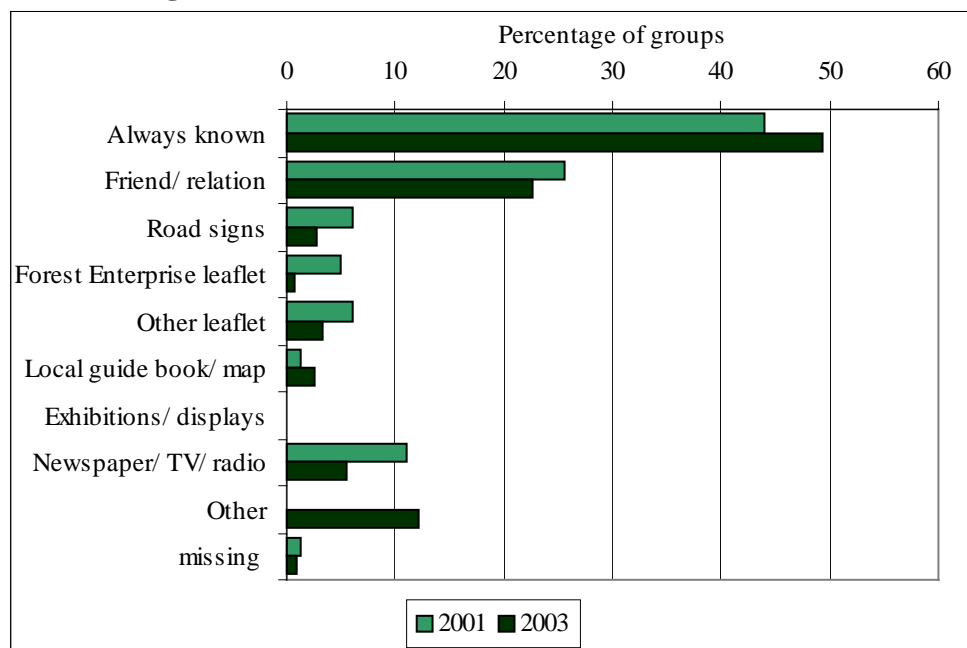
Figure 15: Frequency of visits to Westonbirt Arboretum



Finding out about Westonbirt

The ways in which visitors had found out about Westonbirt in 2003 was broadly similar to the results for 2001, with almost three quarters of respondents having always known about the site or having found out about it from friends or relations.

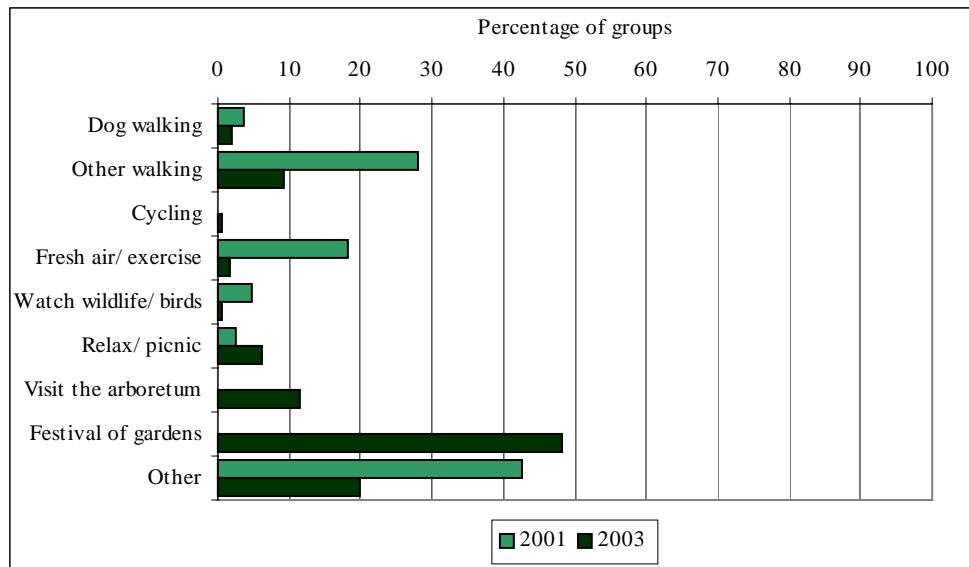
Figure 16: How visitors found out about Westonbirt



Purpose of Visit

The main purpose for visiting Westonbirt had changed considerably between 2001 and 2003, although this may principally be a result of changes to the list of possible responses provided on the questionnaires. Cycling, visiting the arboretum and the festival of gardens were not included in the 2001 questionnaire and it is possible that participants in these activities were previously recorded under a variety of different categories.

Figure 17: Main purpose of visit to Westonbirt

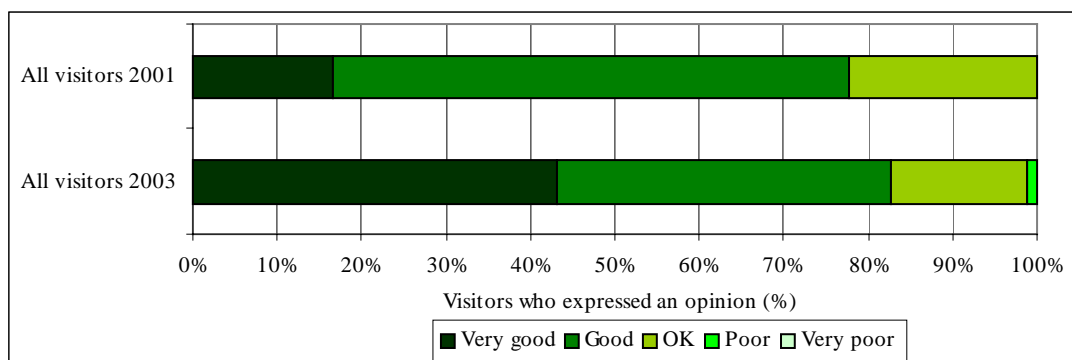


Ratings of facilities at Westonbirt Arboretum

Respondents were asked to rate a number of the facilities at Westonbirt in 2001 and 2003.

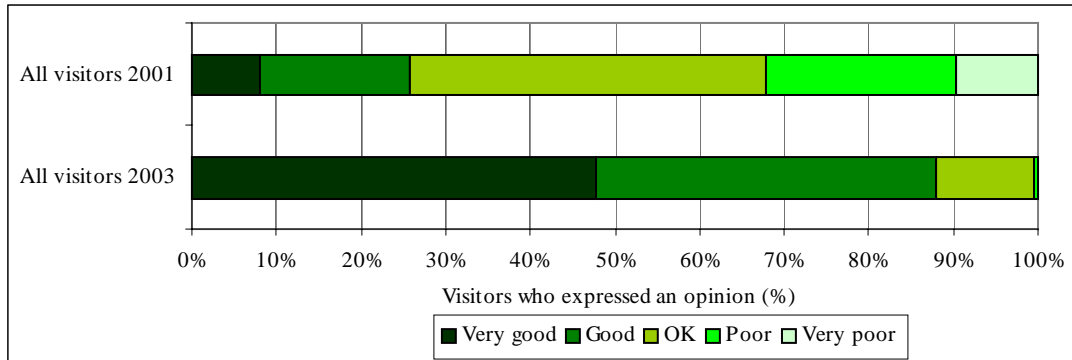
Visitors' ratings of the picnic area were generally a little higher in 2003 than in 2001, with significantly more respondents rating the picnic area as very good (17% in 2001 and 43% in 2003).

Figure 18: Rating of picnic area, 2001 & 2003



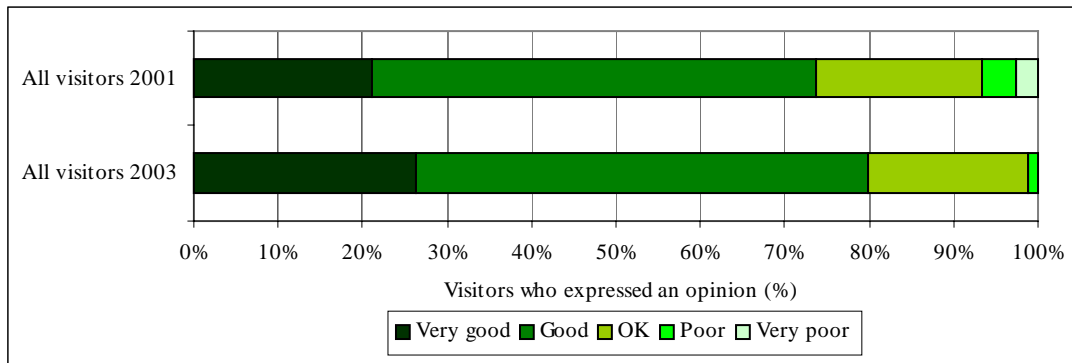
There was a significant improvement in the toilets, with the proportion of respondents rating them as good or very good rising from 26% in 2001 to 88% in 2003.

Figure 19: Rating of toilets, 2001 & 2003



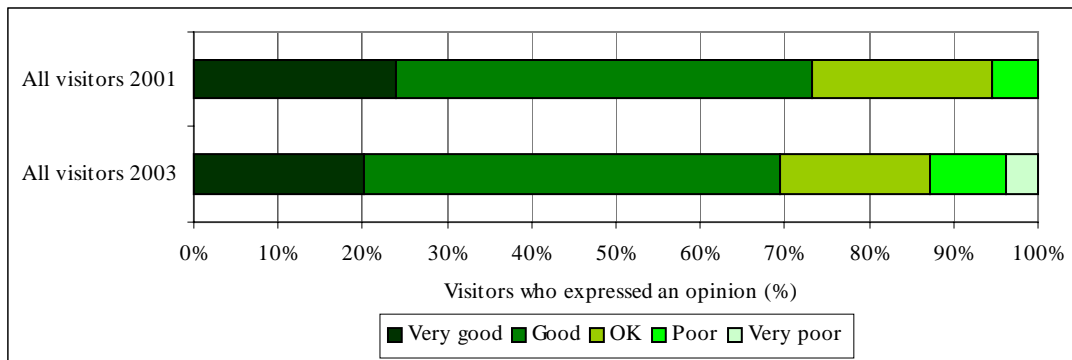
There was little difference in the ratings for the car park, with 78% of respondents in 2001 and 83% in 2003 rating it as good or very good.

Figure 20: Rating of car park, 2001 & 2003



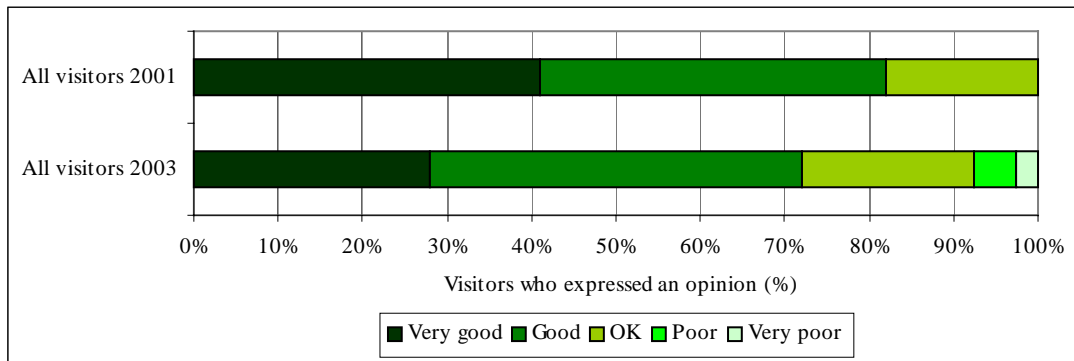
The ratings for the road signs were also unchanged. 70% of respondents in 2001 and 73% in 2003 considered them to be good or very good.

Figure 21: Rating of road signs, 2001 & 2003



There was a slight drop in the ratings for the shop, with the proportion of respondents rating it as good or very good falling from 82% in 2001 to 72% in 2003.

Figure 22: Rating of shop, 2001 & 2003



Batch

WESTONBIRT ARBORETUM QUESTIONNAIRE 2003/IFOG

Form

Hello; I am carrying out a survey for Forest Enterprise, part of the Forestry Commission. 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"/>	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"/>

Dogs Bicycles

2. Have you travelled from home today?

Circle One

Yes 1 *Skip to Q3*
 No 2 *Ask Q2a*

2a. What type of accommodation did you stay in last night?

Circle one

Bed & Breakfast/ Guest House 1
 Hotel 2
 Camping/ Caravan 3
 With friends/ relatives 4
 Youth Hostel 5
 Self Catering 6
 Other 7

3. 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

4. What was the main type of transport you used to get here today? *(The one used for the longest distance)*

Circle one

Car/ van 1
 Minibus/ coach 2
 Public transport 3
 Bicycle 4
 On foot 5
 Other 6

5. Have you been here before?

Circle One

Yes 1 *Ask Q5a*
 No 2 *Skip to Q6*

5a. How often do you come here?

Circle one

Most days 1
 1 - 3 times a week 2
 1 - 3 times a month 3
 1 - 3 times a year 4
 Less often 5

6. How did you first find out about this woodland?

(if answer 4 - 8 ask Q6a, all others skip to Q7)

Circle One

Always known 1
 Friend/ relation 2
 Road signs 3
 Forest Enterprise leaflet 4
 Other leaflet 5
 Local guide book or map 6
 Exhibitions/ displays 7
 Newspaper/ TV/ Radio 8
 Other 9

Please specify _____

6a. Can you say where you saw it? *(i.e. where picked up leaflet, which guide book/ map or exhibition, which TV/ Radio programme or newspaper)*

7. What is the main purpose of your visit today?

- Circle one*
- Dog walking 1
 - Other walking 2
 - Cycling 3
 - Fresh air/ exercise 4
 - Watch wildlife/ birds 5
 - Relax/ picnic 6
 - Visit the arboretum 7
 - Festival of gardens 8
 - Other 9

Specify

8. How long in total are you staying at this site today?

hours	mins

13. I would like to ask you to rate any of the facilities that you have used here, 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
--	----	---	----	---	----	----------

Picnic area	1	2	3	4	5	6
Toilets	1	2	3	4	5	6
Information boards	1	2	3	4	5	6
Car park	1	2	3	4	5	6
Road signs	1	2	3	4	5	6
Shop	1	2	3	4	5	6
Outdoor Cafe	1	2	3	4	5	6
Indoor Restaurant	1	2	3	4	5	6
Paths in the Old Arboretum	1	2	3	4	5	6
Paths in Silk wood	1	2	3	4	5	6

ONLY ASK QUESTIONS 14 – 14b DURING THE FESTIVAL OF GARDENS

14. Have you visited the festival of gardens?

- Circle One*
- Yes 1 *Ask Q 14a*
 - No 2 *Skip to Q15*

14a . Which was your favourite garden?

14b. Which was your least favourite garden?

15. If we could improve just one thing here, what would that be?

16. What is the main thing that attracted you to Westonbirt?

17. Are you a member of :? *Circle one*

- Royal Horticultural Society 1
- Friends of Westonbirt 2

If 2 go to Q17a otherwise Q18

17a. What are the main benefits of your membership of the friends of Westonbirt? Rank in order of importance where 1 is the highest.

Newsletter	
Free entry to Westonbirt	
Opportunity to be a volunteer	
Other	

18. 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.

18a. (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, Scottish council area, or country if from abroad)

ONLY ASK QUESTIONS 19-22 DURING
THE FESTIVAL OF THE GARDENS

19. What did you think of the Gardens?

**20. What would you like to see improved
for next year?**

21. Did you visit the gardens last year?

Circle One

Yes **1**
No **2**

**22. Would you come to IFOG again next
year?**

Circle One

Yes **1**
No **2**

23. Would you refer us to a friend?

Circle One

Yes **1**
No **2**

**24. If you would like us to send you more
information about events and activities at
Westonbirt please give us your full name
and address below.**

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

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2003

Number in group	Number of respondents	% of respondents
1	47	11
2	289	67
3	42	10
4	39	9
5	12	3
8	1	0
Total	430	100

Number of males	Number of respondents	% of respondents
0	96	22
1	284	66
2	43	10
3	4	1
4	2	0
7	1	0
Total	430	100

Number of females	Number of respondents	% of respondents
0	17	4
1	280	65
2	110	26
3	15	3
4	7	2
5	1	0
Total	430	100

Number of Senior Citizens (60+)	Number of respondents	% of respondents
0	278	65
1	53	12
2	88	20
3	7	2
4	4	1
Total	430	100

Number of Adults (25-59)	Number of respondents	% of respondents
0	121	28
1	58	13
2	231	54
3	11	3
4	9	2
Total	430	100

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WESTONBIRT ARBORETUM RESULTS TABLES 2003

Number of Young Adults (16-24)	Number of respondents	% of respondents
0	401	93
1	21	5
2	8	2
Total	430	100

Number of Children (Under 16)	Number of respondents	% of respondents
0	379	88
1	28	7
2	17	4
3	5	1
6	1	0
Total	430	100

Number of Predominantly White Visitors	Number of respondents	% of respondents
0	32	7
1	52	12
2	269	63
3	35	8
4	30	7
5	10	2
6	1	0
7	1	0
Total	430	100

Number of Predominantly Non White Visitors	Number of respondents	% of respondents
0	424	99
1	3	1
2	2	0
3	1	0
Total	430	100

Number of Dogs	Number of respondents	% of respondents
0	417	97
1	13	3
Total	430	100

Number of Bicycles	Number of respondents	% of respondents
0	428	100
1	2	0
Total	430	100

Have you travelled from home today?	Number of respondents	% of respondents
Yes	361	84
No	69	16
Total	430	100

(Those who are staying away from home)

What type of accommodation did you stay in last night?	Number of respondents	% of respondents
B&B/Guest House	12	17
Hotel	22	32
Camping/Caravanning	7	10
With friends/relatives	21	30
Youth Hostel	2	3
Self Catering	4	6
Other	1	1
Total	69	100

How far have you travelled to get here today?	Number of respondents	% of respondents
Up to 5 miles	39	9
6-15 miles	119	28
16-25 miles	143	33
26-50 miles	70	16
Over 50 miles	59	14
Total	430	100

What was the main type of transport you used to get here today?	Number of respondents	% of respondents
Car/Van	414	96
Minibus/ coach	12	3
Public transport	1	0
Bicycle	3	1
Total	430	100

Have you been here before?	Number of respondents	% of respondents
Yes	341	79
No	88	20
Missing	1	0
Total	430	100

(Those who have visited before)

How often do you come here?	Number of respondents	% of respondents
Most days	5	1
1-3 times a week	16	5
1-3 times a month	71	21
1-3 times a year	160	47
Less often	89	26
Total	341	100

How did you first find out about this woodland?	Number of respondents	% of respondents
Missing	4	1
Always known	212	49
Friend/Relation	97	23
Road signs	12	3
Forest Enterprise leaflet	3	1
Other leaflet	14	3
Local guide book or map	11	3
Exhibitions/ displays	1	0
Newspaper/TV/Radio	24	6
Other	52	12
Total	430	100

What is the main purpose of your visit today?	Number of respondents	% of respondents
Missing	1	0
Dog walking	9	2
Other walking	40	9
Cycling	2	0
Fresh air/ exercise	7	2
Watch wildlife/ birds	2	0
Relax/ picnic	27	6
Visit the arboretum	49	11
Festival of gardens	207	48
Other	86	20
Total	430	100

How long in total are you staying at the site today?	Number of respondents	% of respondents
Up to around an hour	29	7
Around 2 hours	110	26
Around 3 hours	111	26
Around 4 hours	101	23
5 hours plus	79	18
Total	430	100

How did you rate the Picnic Area at Westonbirt?	Number of respondents	% of respondents
Missing	6	1
Very Good	70	16
Good	64	15
OK	26	6
Poor	2	0
Not used	262	61
Total	430	100

How did you rate the Toilets at Westonbirt?	Number of respondents	% of respondents
Missing	4	1
Very Good	176	41
Good	148	34
OK	42	10
Poor	2	0
Not used	58	13
Total	430	100

How did you rate the Information Boards at Westonbirt?	Number of respondents	% of respondents
Missing	4	1
Very Good	115	27
Good	204	47
OK	68	16
Poor	10	2
Very Poor	2	0
Not used	27	6
Total	430	100

How did you rate the Car Park at Westonbirt?	Number of respondents	% of respondents
Missing	4	1
Very Good	110	26
Good	225	52
OK	79	18
Poor	5	1
Not used	7	2
Total	430	100

How did you rate the Road Signs at Westonbirt?	Number of respondents	% of respondents
Missing	7	2
Very Good	71	17
Good	173	40
OK	62	14
Poor	32	7
Very Poor	13	3
Not used	72	17
Total	430	100

How did you rate the Shop at Westonbirt?	Number of respondents	% of respondents
Missing	5	1
Very Good	89	21
Good	139	32
OK	65	15
Poor	16	4
Very Poor	8	2
Not used	108	25
Total	430	100

How did you rate the Outdoor Cafe at Westonbirt?	Number of respondents	% of respondents
Missing	3	1
Very Good	78	18
Good	133	31
OK	57	13
Poor	12	3
Very Poor	5	1
Not used	142	33
Total	430	100

How did you rate the Indoor Restaurant at Westonbirt?	Number of respondents	% of respondents
Missing	7	2
Very Good	88	20
Good	79	18
OK	37	9
Poor	6	1
Very Poor	1	0
Not used	212	49
Total	430	100

How did you rate the Paths in old Arboretum at Westonbirt?	Number of respondents	% of respondents
Missing	6	1
Very Good	137	32
Good	154	36
OK	29	7
Poor	2	0
Not used	102	24
Total	430	100

How did you rate the Paths in Silk Wood at Westonbirt?	Number of respondents	% of respondents
Missing	9	2
Very Good	76	18
Good	78	18
OK	21	5
Poor	2	0
Not used	244	57
Total	430	100

Have you visited the Festival of Gardens?	Number of respondents	% of respondents
Missing	1	0
Yes	413	96
No	16	4
Total	430	100

(Those who have visited the Festival of Gardens)

Favourite Gardens	Number of respondents	% of respondents
ALL ABOUT THE TREE	5	1
CEMENT	4	1
DREAMSCAPE	5	1
GRAVITY	4	1
HOMAGE	83	20
LIMELIGHT	24	6
METROPOLIS	1	0
NONE	37	9
OTHER	6	1
OUTERSPACE	14	3
PLEXUS	5	1
SCREEN4	83	20
SITUATION	6	1
SNAKE IN THE GRASS	34	8
SPLIT	17	4
THE DIAMOND LIGHT	20	5
THE WITNESS	23	6
TREE OF LIFE	42	10
Total	413	100

(Those who have visited the Festival of Gardens)

Least Favourite Gardens	Number of respondents	% of respondents
ALL ABOUT THE TREE	6	1
CEMENT GARDEN	120	29
DIAMOND LIGHT	3	1
GRAVITY	5	1
HOMAGE	4	1
LIMELIGHT	1	0
METROPOLIS	32	8
NONE	99	24
OTHER	14	3
OUTERSPACE	15	4
OVER-TIME	24	6
PLEASURE GARDEN	4	1
PLEXUS	14	3
SCREEN 4	17	4
SITUATION	23	6
SPLIT	25	6
TREE OF LIFE	4	1
WITNESS	3	1
Total	413	100

Are you a member of?	Number of respondents	% of respondents
Neither	277	64
Royal Horticultural Society	48	11
Friends of Westonbirt	105	24
Total	430	100

(Those who are Friends of Westonbirt)

Ranking of benefit: News	Number of respondents	% of respondents
Missing	8	8
1 (most important)	4	4
2	69	66
3	21	20
4 (least important)	3	3
Total	105	100

(Those who are Friends of Westonbirt)

Ranking of benefit: Free entry	Number of respondents	% of respondents
Missing	4	4
1 (most important)	91	87
2	10	10
Total	105	100

(Those who are Friends of Westonbirt)

Ranking of benefit: Opportunity to be a volunteer	Number of respondents	% of respondents
Missing	14	13
1 (most important)	2	2
2	10	10
3	34	32
4 (least important)	45	43
Total	105	100

(Those who are Friends of Westonbirt)

Ranking of benefit: Other	Number of respondents	% of respondents
Missing	92	88
1 (most important)	6	6
2	1	1
3	1	1
4 (least important)	5	5
Total	105	100

APPENDIX 2

WESTONBIRT ARBORETUM RESULTS TABLES 2003

Did you visit the gardens last year?	Number of respondents	% of respondents
Missing	31	7
Yes	186	43
No	213	50
Total	430	100

Would you come next year?	Number of respondents	% of respondents
Missing	50	12
Yes	329	77
No	51	12
Total	430	100

Would you refer us to a friend?	Number of respondents	% of respondents
Missing	31	7
Yes	365	85
No	34	8
Total	430	100