



**Monitoring the quality of
experience in Thetford Forest**

Final Report

JN:181909

Date: March 2008



Content

| | | |
|----|---|----|
| A. | Background and introduction | 1 |
| B. | Main results | 4 |
| | Summary | 4 |
| | Visitor profile | 5 |
| | Origin..... | 7 |
| | Season ticket ownership | 7 |
| | Trip profile | 8 |
| | Frequency of visits | 9 |
| | Length of visits | 10 |
| | Favourite aspects of forest..... | 13 |
| | Importance of Thetford Forest..... | 14 |
| | Information sources used to plan visit..... | 15 |
| | Other visitors | 16 |
| | Disturbances to visit..... | 17 |
| | Improvements | 18 |
| | Expenditure | 19 |
| C. | TRI*M results | 20 |
| | Claimed importance of different aspects of visit..... | 21 |
| | Performance of different aspects of visit | 23 |
| | TRI*M Index | 25 |
| | TRI*M Typology | 27 |
| | TRI*M Grid | 29 |
| | Summary of key TRI*M Grid findings | 36 |
| | Net Promoter Score | 37 |
| D. | Appendices | 38 |
| | Questionnaire | 38 |
| | Go Ape User Profile (2003 – 2008)..... | 39 |
| | Results obtained at other Forestry Commission sites | 40 |
| | Results obtained at Thetford Forest (2004 & 2008) | 41 |
| | Responses to open-ended questions..... | 48 |
| | Technical appendix | 58 |

A. Background and introduction

Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC have worked alongside Ordnance Survey to incorporate information on land access into their maps.¹

In June 2002, TNS (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences. Since completing this study, on-site Quality of Experience (QOE) surveys have been undertaken using this survey method at 22 locations (Thetford Forest has been surveyed twice), with over 6,000 interviews undertaken with forest visitors.

The *Forestry Commission Corporate Plan for Wales and Great Britain* identifies a need for further evidence to demonstrate the benefits that woodlands and forests bring to society and it is on this basis that the FC continued the QOE survey programme through a series of on-site surveys during 2008. These surveys had the following key objectives

- to undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2008;
- to provide full reports and data to FC.

¹ 'Forestry Commission Corporate Plan for Wales and Great Britain Activities 2005/06'
[http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/\\$FILE/gbengcorp2005.pdf](http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/$FILE/gbengcorp2005.pdf)

Method

A total of 245 visitors were interviewed at Thetford Forest between 22nd June and 28th September during 22 days of interviewing. Poor weather and an increased questionnaire length are thought to have impacted upon on the number of interviews achieved.

In previous years, visitors who used the site at least once a month were interviewed and asked to rate both the levels of importance of different aspects of woodland and forest visits and their satisfaction with the same aspects at the individual forests surveyed. Visitors who came less often were interviewed for a shorter period before being given a questionnaire regarding their levels of satisfaction. This was completed and returned, after the visit, using a reply-paid envelope. All visitors were interviewed at the start of their visit.

In 2008, it was decided that surveying at sites in England would involve all visitors being given the full CAPI interview on site at the end of their visit, with no self-completion questionnaires distributed. Due to declining response rates when using self-completion questionnaires and the potential for questions to be left blank, it was decided that a fully on-site methodology would be beneficial. This means that a number of questions, including the satisfaction and TRI*M analysis (see Section D), are now based on the full sample rather than on frequent visitors only.

Please bear in mind the change in methodology and the different sites surveyed when comparing the results for 2008 with those obtained in previous years.

Report

This report provides the results of the survey undertaken at Thetford Forest. As mentioned previously, similar surveys have also been undertaken in twenty-two other Forestry Commission sites to date (Thetford twice), providing a total 'database' of over 6,000 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report, where appropriate, to help draw comparisons and to highlight the key variations at Thetford Forest. It should be noted that variations between the results obtained at Thetford Forest and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution.

The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities.

Throughout this report, regular visitors are defined as visiting at least once a month. Infrequent or first time visitors are those who visit less than once a month or who are on their first visit.

Answers to open ended questions have been appended.

B. Main results

Summary

The majority of visitors to Thetford Forest were in the Family lifecycle, with equal proportions in the Young Independent and Empty Nester lifecycles. Families were more likely than the average to have had a picnic or barbeque on site, while Young Independents (small sample size) were more likely than those in the other lifecycle groups to have used the Go Ape course.

The majority of visitors to Thetford Forest lived locally and around half travelled for less than an hour to reach the site. A large proportion of visitors were from the East of England region, primarily from the Ipswich, Norwich, Cambridge and Peterborough postcode areas. Around two-thirds were on a repeat visit to the site, with around seven in ten of those who had visited before stating they visit between 1 and 6 times a year, on average.

The leisure activities most frequently undertaken at Thetford Forest included walking without a dog, cycling, visiting the café, having a picnic or barbeque and using the Go Ape course. The cycling facilities/freedom to cycle, children's activities, peace, quiet and tranquillity, open spaces and variety of trees were the aspects that are particularly appreciated by visitors to this site.

Thetford Forest was 'very' or 'quite' important in the decision to visit the local area for over half of non-locals (those living outside of a 15 mile radius of the site). Previous experience was the most commonly cited information source when planning a visit. Infrequent and first time visitors were more likely than frequent visitors (small sample size) to cite word of mouth as an information source that they had used.

As with other sites, the majority of encounters with other visitors were positive or had no impact on visitor enjoyment, with vehicles driving in the forest and motorbikers/moto cross users most likely to be the ones involved in a negative encounter. Litter or fly tipping and muddy tracks were the aspects most likely to have a negative impact on visitor enjoyment.

Improvements that visitors felt could be made to Thetford Forest included improving the car park, the café, the children's play area, cycle tracks and a shop.

A summary of the TRI*M analysis regarding the visitor experience can be found at the end of Section C.

Visitor profile

To determine the types of people using the forest, visitors were asked to provide some information about their age, family situation and place of residence.

Demographics

Table B-1 – Age and lifecycle (%)

Base: All respondents (245); all sites surveyed to date (6,181)

| | % | Average all sites surveyed to date% | % England adult population (aged 16+)* |
|--------------------|----|-------------------------------------|--|
| Age | | | |
| 16 – 24 | 11 | 5 | 14 |
| 25 – 34 | 19 | 18 | 18 |
| 35 – 44 | 38 | 31 | 19 |
| 45 – 54 | 21 | 17 | 17 |
| 55 – 64 | 7 | 16 | 13 |
| 65+ | 5 | 12 | 19 |
| Lifecycle | | | |
| Young Independents | 22 | 15 | N/A |
| Families | 47 | 42 | N/A |
| Empty Nesters | 22 | 37 | N/A |
| Other | 9 | 7 | N/A |

* Based on 2001 census data

Almost six in ten visitors to Thetford Forest were between the ages of 35 and 54 (59%). Three in ten were aged 16-34 (30%), while 12% were aged 55 or over. In terms of lifecycle, 47% of visitors were in the Family lifecycle (children in household), while equal proportions were in the Young Independent (under 35, no children in household) and the Empty Nester (aged 55+, no children in household) lifecycles (22% each).

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date. Thetford Forest is generally more likely to attract those in the Family lifecycle than the average across all of the sites (47% v 42%) but is visited by a lower proportion of people aged 55+ (22% v 37%). The age profile at Thetford in 2008 is very similar to that recorded for this site when surveyed in 2004.

It is also useful to compare the age and lifecycle profiles of different types of visitors to Thetford. Compared to the overall profile, a larger proportion of those on a short trip of 2-3 hours were in the Young Independent group (36%) while visitors who were on holiday or dog walking were more likely to be Empty Nesters (40% and 29% respectively). Over half of families visiting the forest were also likely to be dog walkers (57%).

Table B-2 – Social grade (%)
Base: All responses (245)

| | Visitors | UK Population |
|--|----------|---------------|
| AB – ‘upper middle grade’ – higher/ intermediate managerial, administrative or professional | 33 | 17 |
| C1 – ‘lower middle grade’ – supervisory or clerical, junior managerial, administrative or professional | 40 | 26 |
| C2 – ‘skilled working grade’ – skilled manual workers | 18 | 25 |
| DE – ‘working grade’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed | 9 | 32 |

In terms of social class, as the table overleaf illustrates, a third of visitors (33%) were in the AB social classes (higher and intermediate managerial, administrative or professional) while a further two in five (40%) were C1s (supervisory or clerical, junior managerial, administrative or professional). The remaining quarter (27%) were in the C2 and DE classes. By comparison, in the UK population as a whole 43% of people are ABs or C1s while larger proportions are C2s or DEs.

The social class profile of visitors to Thetford Forest was similar to the overall average recorded across the other sites included within this programme of research.

Respondents were asked if they had an illness, disability or infirmity that had troubled them for a period of twelve months or more. 10 respondents at Thetford (4%) indicated that they did and of these, 9 indicated that this limited their daily activities in some way.

All of those interviewed at Thetford Forest described their cultural or ethnic background as white.

Origin

All visitors were asked to provide the postcode of their place of residence. The table below lists the areas of residence mentioned by 1% or more of visitors.

Table B-3 – Area of residence (%)

Base: All respondents (245)

| | % | | % |
|------------------------------|-----------|-----------------------------------|----------|
| East of England | 83 | Greater London | 4 |
| <i>Ipswich</i> | 30 | South East England | 2 |
| <i>Norwich</i> | 19 | South West England | 2 |
| <i>Cambridge</i> | 14 | East Midlands | 1 |
| <i>Peterborough</i> | 12 | Yorkshire & Humberside | 1 |
| <i>Other East of England</i> | 8 | West Midlands | 1 |
| | | England (other) | 1 |
| Scotland | 1 | <i>Don't know/not stated</i> | 4 |

Percentages may not equal 100% due to rounding

The largest proportion of visitors lived in the East of England, with the highest proportion of visitors from the Ipswich, Norwich, Cambridge and Peterborough postcode areas. Other visitors travelled from elsewhere within the UK, mainly England.

Season ticket ownership

Around 1 in 20 visitors indicated that they owned a season ticket (4%). As might be expected, visitors who came to the site at least once a month were the most likely to own a season ticket (21%) while none of the holidaymakers interviewed had one. Due to the small sample for frequent visitors (N=28), results should be treated with caution.

Trip profile

Visitors were also asked a number of questions about their current visit to Thetford Forest in terms of the length of time spent away from home, time spent in the wood and activities undertaken.

Type of visit²

Around eight in ten visitors were on a short trip from home of less than 3 hours duration (84%), one in ten were on a longer day trip (10%) and 6% were on holiday.

Table B-4 – Type of visit (%)

Base: All respondents (245); all sites surveyed to date (6,181)

| | % | All sites surveyed to date % |
|---|-----------|------------------------------|
| On a short trip of less than 1 hour from home | 56 | - |
| On a short trip of 1-2 hours from home | 23 | - |
| On a short trip of 2 to 3 hours from home | 4 | - |
| Day trip (<3 hours) | 83 | 73 |
| On a day out for more than 3 hours from home | 10 | 10 |
| On holiday away from home | 6 | 18 |

Percentages may not equal 100% due to rounding

Compared to all of the sites included in this programme of research a smaller proportion of visitors were on holiday (6% v 18%) while more were on a short trip (84% v 73%).

² Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

Frequency of visits

Around two-thirds of visitors had been to Thetford Forest before (65%). Visitors in the Family lifecycle (76%) were the most likely to be on a repeat visit. Those who had visited the site previously did so fairly infrequently with 83% of visitors on their first visit or visiting less than once a month (83%) while only 4% visited once a week or more.

Table B-5 – Frequency of visits to forest (%)

Base: Respondents who have been to Thetford Forest before (160);
All site surveyed to date – those who had visited before (5,027)

| | % | All sites surveyed to date % |
|------------------------------|-----------|------------------------------|
| Every day | - | 6 |
| 4 to 6 times per week | 1 | - |
| 1 to 3 times a week | 3 | - |
| 1 to 6 times per week | - | 14 |
| 1 to 3 times a month | 13 | 22 |
| 4 to 6 times a year | 26 | - |
| 1 to 3 times a year | 46 | - |
| 1 to 6 times per year | - | 48 |
| Less often | 11 | 12 |

- = no responses

By comparison, across all the sites included in this programme of research to date, larger proportions of visitors visited forests at least once a week (20% and 4% respectively) and fewer were on their first visit ever (25% v 35%).

Length of visits

Visitors spent an average of 2 and a half hours (2 hours 44 minutes) in Thetford Forest. The largest proportion of visitors stayed on the site for between 2 and 3 (37%) or 3 and 5 hours (31%). Only 8% stayed for less than 1 hour.

The average length of time spent varied between some of the different user groups with dog walkers (caution small sample size) typically spending 2 and a half hours in the forest while Families spent slightly longer on site than members of the other lifecycle groups (average of 2 hours and 57 minutes).

Table B-6 – Length of visit (%)

Base: All respondents (245); All who walked (102); All who cycled (91)

| | Total time on site % | Time spent on any walking % | Time spent cycling % |
|-----------------------------------|----------------------|-----------------------------|----------------------|
| Up to 15 minutes | - | - | - |
| 15 – 30 minutes | * | - | - |
| 30 minutes – 1 hour | 8 | 12 | - |
| 1 hour – 2 hours | 20 | 22 | 22 |
| 2 hours – 3 hours | 37 | 27 | 41 |
| 3 hours – 5 hours | 31 | 33 | 33 |
| More than 5 hours | 4 | 6 | 4 |
| <i>Average</i> | <i>2 hrs 44 mins</i> | <i>1 hr 35 mins</i> | <i>2 hrs 1 min</i> |
| <i>Proportion of time on site</i> | <i>100%</i> | <i>58%</i> | <i>73%</i> |

- No responses; * less than 0.5%

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in each activity. Overall, visitors who took part in walking spent an average of 1 hour and 35 minutes undertaking this activity, approximately 58% of their time on site. Visitors who took part in cycling spent an average of 2 hours and 1 minute undertaking this activity, nearly three-quarters of their time on site (73%).

Overall length of visit at Thetford Forest was on average longer than that recorded at other sites included in this programme of research. By comparison, the average length of visit across all of the sites was 2 hours and 29 minutes.

Activities undertaken

When asked what they did during their visit, the most frequently mentioned activity was walking without a dog (37%). 37% of visitors took part in cycling during their visit with most undertaking this activity on un-surfaced roads, tracks or trails (20%). 23% of visitors used the café while on site, while 16% had a picnic or barbeque and 13% used the Go Ape course.

Table B-7 – Activities undertaken during visit to forest (%)

Base: All respondents (245)

| | % | All sites surveyed to date % |
|---|-----------|------------------------------|
| Total walking** | 42 | 65 |
| <i>Walking without a dog</i> | 37 | 46 |
| <i>Dog walking</i> | 6 | 19 |
| <i>Hill walking/ rambling</i> | 2 | - |
| Total cycling** | 37 | 31 |
| <i>Cycling on surfaced roads</i> | 5 | - |
| <i>Cycling on un-surfaced roads/tracks/trails</i> | 20 | - |
| <i>Off-road cycling</i> | 17 | - |
| Visiting the café | 23 | - |
| Picnic or barbecue | 16 | 18 |
| Go Ape course | 13 | - |
| Visiting the forest shop | 8 | - |
| Children's play area | 6 | 11 |
| Bird watching | 3 | 10 |
| Seeing something in the forest (e.g. a sculpture) | 3 | 8 |
| Photography | 3 | 7 |
| Running | 2 | - |
| Car show | 2 | - |
| Other wildlife watching | 1 | - |
| Nature/ natural history visit | 1 | 3 |
| Orienteering | 1 | - |
| Educational visit | * | - |
| Day out/just relaxing* | * | - |
| Drive forest drive | * | 4 |
| Horse riding/pony trekking | * | - |
| Educational visit | * | - |

** Respondent may have taken part in more than one type of cycling and/or walking

Compared to the average across all of the sites included in this programme of research, visitors to Thetford Forest Park were less likely to take part in dog walking (6% compared to average of 19%) but more likely to take part in any cycling (37% v 31%).

It is useful to compare levels of participation in the main activities among different user groups in Thetford:

- *Walking without a dog (37% overall)* – visitors in the Family lifecycle were more likely than Young Independents to undertake this activity (44% v 24%).
- *Visiting the café (23% overall)* – visitors who walked without a dog (37%) were more likely than the average to have visited the café facilities.
- *Cycling on un-surfaced roads, tracks or trails (20% overall)* – there were no significant variations for this activity
- *Picnic or barbecue (16% overall)* – visitors in the Family lifecycle (25%) were more likely than the average to have a picnic or barbecue during their visit, as were those undertaking any walking compared to those who cycled during their visit (22% v 5%).
- *Using the Go-Ape course (13% overall)* – Young Independents were more likely than those in the Family or Empty Nester lifecycles to have undertaken this activity (24% v 11% and 2% respectively).

Due to small sample sizes, the results for Young Independents and Empty Nesters should be treated with a degree of caution.

Children's play area³

As well as asking about their own participation in different activities, visitors were asked whether they were accompanied by any children who would use the play area during their current visit.

³ Please note that respondents were asked here specifically about the play area, while this was one of a number of activity options at Table B-7, therefore, the percentage at Table B-7 is lower.

Overall, a third of respondents (33%) indicated that they were with children who would use the play area. As might be expected, this proportion was higher than the average amongst those in the Family lifecycle group (59%).

Favourite aspects of forest

When visitors were asked what they liked most about Thetford Forest Park, the most frequently provided responses were the cycling facilities and freedom to cycle (20%), children's activities (13%), the peace, quiet and tranquillity (11%), the open spaces (11%) and the variety of trees (10%).

Other responses related to the activities and facilities available on site, the scenery and views, the atmosphere and the maintenance of the site.

Table B-8 – Most liked aspects of Thetford Forest (%)

Base: All respondents (245)

| | % |
|--|----|
| Cycling facilities/freedom to cycle | 20 |
| Activities for children | 13 |
| Peace/quiet/ tranquil | 11 |
| Open spaces | 11 |
| Variety of trees | 10 |
| Nice walks | 9 |
| Restaurants/catering/café/coffee shop | 9 |
| Scenery/ beautiful/ views | 8 |
| Go Ape Course | 7 |
| Good place to spend time with family/friends | 6 |
| Fresh air | 5 |
| Variety of activities/lots of things to do and see | 4 |
| Safe environment | 4 |
| Away from crowds/people/traffic/not busy | 4 |
| Convenient/ easy to get to/close to home | 4 |
| Good/well maintained pathways/trails | 3 |
| Clean area/well looked after | 3 |
| Everything | 2 |
| Atmosphere/ ambience | 2 |
| Natural/ unspoilt | 2 |
| Good value for money | 2 |
| Experience nature | 1 |
| Easy access/more accessible | 1 |
| Good for walking dog | 1 |
| Wildlife | 1 |
| Plenty of seats/benches/picnic areas | 1 |
| Bird watching | 1 |
| Friendly people | 1 |
| Lovely park | * |
| Horse riding | * |
| Don't know/ not stated | 2 |

Multiple responses possible therefore percentages may equal >100%

Some of the specific answers provided were:

“Because was needing a forest as I live in the city.”

“We just enjoy mountain biking and its good place for it.”

A good way to get the kids out of the house. Have some fresh air and the kids “enjoy it.”

Importance of Thetford Forest

To help determine the influence of Thetford Forest in the decision to visit the local area, visitors who did not live in the local area (within 15 mile radius) were asked to indicate how important the site had been in their decision to come to the area:

Table B-11 – Importance of site and its facilities in decision to visit area (%)
Base: All respondents living outside of Thetford Forest area (174)

| | % |
|-----------------------------------|----|
| The only reason for coming | 18 |
| Very important | 38 |
| Quite important | 21 |
| Neither important nor unimportant | 8 |
| Not very important | 9 |
| Not at all important | 5 |
| Don't know/not stated | 2 |

More than half of visitors who lived outside of the area indicated that Thetford Forest Park was either ‘very important’ (38%) or their ‘only reason’ (18%) for visiting the area. In contrast only 14% stated that the site was ‘not very’ or ‘not at all’ important in their decision to visit.

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Thetford Forest, just over half had relied upon previous experience (52%). One in five cited either word of mouth recommendations or information obtained on the internet (19% each).

Table B-12 – Information used to plan visit to Thetford Forest (%)

Base: All respondents (245)

| | % |
|--|----|
| Previous experience/ knowledge | 52 |
| Word of mouth recommendations | 19 |
| Information on the Internet | 19 |
| Leaflets picked up | 12 |
| Road signs to the site | 8 |
| None of these sources of information | 6 |
| Tourist board or other brochures | 4 |
| Leaflets or other information received in post | 2 |
| Maps | 1 |
| In a magazine | 1 |
| Newspaper advertisements | 1 |

As might be expected, visitors who went to the site at least once a month were the more likely than the average to rely upon previous experience (86%, caution very small sample size), as were those in the Family lifecycle (66%). Infrequent or first time visitors were more likely than frequent visitors to cite word of mouth as an information source that they had used (21% and 4% respectively).

Other visitors

When asked which of a list of other users had been encountered during recent visits, the majority of visitors had encountered cyclists (94%), children (93%) and walkers (92%). A handful of visitors had encountered horse riders (7%) and vehicles driving in the forest (7%), with a very small minority (1%) encountering motorbike/moto cross riders.

Respondents who encountered other users were asked to indicate the level of impact this had on their overall enjoyment. Mean scores were applied to results from +2 if a user group 'increased enjoyment a lot' to -2 if they 'decreased enjoyment a lot'.

Table B-13 – Other visitors encountered (%) and impact on enjoyment (row %)
Base: All respondents (245)

| | % | Increased enjoyment a lot +2 | Increased enjoyment a little +1 | Made no difference 0 | Decreased a little -1 | Decreased a lot -2 | Score |
|--------------------------------|----|--|---|--------------------------------|---------------------------------|------------------------------|-------|
| Cyclists | 94 | 1 | 6 | 90 | 1 | - | 0.08 |
| Children | 93 | 1 | 5 | 91 | 1 | - | 0.07 |
| Walkers | 92 | 2 | 4 | 92 | 1 | - | 0.07 |
| Horse riders | 7 | 6 | 6 | 89 | - | - | 0.17 |
| Vehicles driving in the forest | 7 | - | - | 83 | 17 | - | -0.17 |
| Motorbikers/ moto cross | 1 | - | - | 33 | 33 | 33 | -1.00 |

As the table above illustrates, while encounters with other walkers, children, horse riders and, to a lesser extent, cyclists usually had no impact or were predominantly positive, encounters with vehicles driving in the woods and motorbikers or moto cross users were more likely to be negative.

3 respondents stated that vehicles in the forest disturbed their enjoyment. One of these respondents stated that they were speeding and were concerned about the safety aspect. The respondent who stated that their enjoyment decreased due to motobikers or moto cross users also mentioned the noise they make and that they make a mess of the path. Further negative comments regarding other users included comments relating to children being loud and running about and cyclists pushing other walkers, children and dogs out of the way.

Disturbances to visit

Respondents were also presented with a list of potential negative disruptions and asked what impact, if any, each had on recent visits to Thetford Forest Park. As the table below illustrates, the majority of respondents indicated that each of the potential impacts either 'didn't reduce their enjoyment' or that they did not know (suggesting the impact had not been encountered).

However, the disruptions most likely to have a more negative effect were litter or fly tipping and muddy tracks. These two disruptions decreased enjoyment among 7% and 3% of visitors respectively.

Table B-14 –Impact of potential disruptions on enjoyment (row %)

Base: All respondents (245)

| | Didn't reduce enjoyment | Decreased a little | Decreased a lot | Don't know | Score |
|--|----------------------------|-----------------------|--------------------|------------|-------|
| | 3 | 2 | 1 | | |
| Forest operations such as felling | 98 | - | - | 2 | 3.00 |
| Dogs and dog dirt | 97 | 1 | * | 1 | 2.98 |
| Noise from other users or motorised sports | 96 | 1 | * | 2 | 2.98 |
| Vandalised, missing or damaged signposts | 96 | 2 | * | 2 | 2.97 |
| Muddy tracks | 95 | 3 | * | 1 | 2.96 |
| Litter or fly tipping | 92 | 6 | 1 | 2 | 2.93 |

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, most respondents could not think of anything or did not state any other issues (80%). However areas which were mentioned by small numbers of respondents were issues with the car park, café and toilets.

Improvements

When asked what, if anything, needed to be improved at Thetford Forest, nearly half of visitors (44%) either stated that nothing should be improved or that they 'didn't know' what should be improved. The suggestions that were made by 2% or more of visitors are listed below. The most frequent suggestions related to improving the car park, café, children's play area, cycle tracks and shop.

Table B-16 – Suggested improvements (%)

Base: All respondents (245)

| | % |
|--|----|
| Improve car park (any mentions) | 13 |
| Provide/improve café | 5 |
| More/ Improve children's play area | 4 |
| More/improve cycle tracks | 4 |
| Provide/improve shop | 4 |
| Need covered area for shelter/ changing/ picnic area | 3 |
| More/better toilet facilities | 3 |
| Keep facilities open longer/longer opening hours | 3 |
| Provide more facilities e.g. showers/changing areas | 3 |
| Some facilities expensive | 3 |
| More litter bins | 2 |
| More/ better seats/ picnic tables | 2 |
| More information/maps/leaflets | 2 |
| More/better signs | 2 |
| Improve/provide BBQ area | 2 |
| More pay stations/tickets | 2 |
| Nothing/fine as it is | 44 |

Please note multiple responses possible

Some of the specific suggestions provided are listed below. Full listings of the responses to this question are appended.

“The car parking price, we would have stopped longer had to rush lunch.”

“Wider choice of goods in cafe and shop.”

“Sandpit for children play area, opportunities to make dens for children.”

Expenditure

To obtain an indication of the value of visitors to Thetford Forest, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. A small proportion (4% of respondents) stated that they did not spend anything during their visit. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed away from home, excluding day trippers and others who spent nothing on this area).

Table B-17 - Average expenditure per person per day (incl. day trip and overnight stay)

Base: All respondents who spent something (245)

| | Average spend (Based on those who spent anything on each category) | Base (Those who spent anything+) |
|---|---|---|
| Accommodation (incl. food and drink)* | £31 | 7** |
| Food and drink (excl. at accommodation) | £9 | 179 |
| Admission fees | £19 | 174 |
| Shopping (non-routine, souvenirs) | £7 | 9** |
| Transport (incl. petrol, taxis, public transport) | £10 | 217 |
| Equipment (e.g. hire of boat, horse-riding) | £25 | 22** |
| Miscellaneous | £7 | 11** |
| Overall average spend | £30 | 239 |

**Very small sample size

Overall, visitors to Thetford Forest spent an average of £30 per person per day (this figure excludes those who did not spend anything). Excluding accommodation, equipment hire and admission fees were the aspects with the highest average expenditure amongst those who spent anything on these aspects.

C. TRI*M results

A key objective of this survey was to identify issues relating to the quality of visitor experiences at Thetford Forest and priorities for improvements. In addition to the standard analysis of the responses to questions regarding satisfaction, the information collected from visitors to Thetford Forest Park has also been analysed using TRI*M.

The TRI*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites. The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI*M analysis.

Claimed importance of different aspects of visit

To identify the drivers of quality, visitors were asked to rate how important different aspects were in their decision to visit the site. Visitors could rate each of a list of aspects as 'extremely important' (5), 'very important' (4), 'fairly important' (3), 'fairly unimportant' (2) or 'not at all important' (1). Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more important the aspect is across the sample as a whole.

It is important to note that these ratings are levels of claimed importance. The TRI*M analysis has also allowed the identification of which of these aspects have the greatest impact on overall levels of satisfaction, their real relevance to the overall quality of experience, as described later in this chapter.

Table C-1 – Importance of different aspects in decision to visit (mean score)
Base: All respondents (245)

| | Importance score |
|--|-------------------------|
| Clean toilets | 4.02 |
| Being able to spend time with family and friends | 4.01 |
| Feeling happy to leave your car in the car park | 3.98 |
| Enough car parking | 3.90 |
| Being able to enjoy scenery and views | 3.89 |
| Feeling safe in the forest | 3.89 |
| Clear signposting on footpath | 3.87 |
| Value for money of your whole trip or day out | 3.86 |
| Litter bins | 3.75 |
| Being able to enjoy the wildlife | 3.72 |
| Being able to get fit and healthy | 3.71 |
| Friendliness of staff | 3.66 |
| Solitude, peace and quiet | 3.55 |
| Leaflets and maps to help you find your way around | 3.53 |
| Picnic areas | 3.40 |
| Printed information about the forest | 3.40 |
| Choice of paths for walking | 3.35 |
| Open grassy areas for ball games, sunbathing etc. | 3.22 |
| Choice of trails for cycling | 3.21 |
| A café or restaurant | 3.18 |
| Availability of staff at the site | 3.15 |
| Information provided by staff | 3.13 |
| Dog waste bins | 2.97 |
| Children's play equipment | 2.95 |
| A shop | 2.71 |
| Availability of cycle hire on site | 2.63 |
| Availability of a cycle shop | 2.57 |
| Choice of trails for other activities | 2.48 |
| Easy access/wheelchair friendly trails | 2.41 |
| Disabled access to other facilities on site | 2.40 |
| A forest drive | 2.33 |
| Orienteering | 2.03 |
| Baby changing | 1.93 |

This analysis suggests that the aspects claimed to be of the greatest importance amongst most visitors were clean toilets, being able to spend time with family and friends, feeling happy to leave you car in the car park and enough car parking.

On the other hand, facilities claimed to be of less importance overall or only of importance to specific groups of visitors included the baby changing facilities, orienteering and the forest drive.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses related to getting fresh air/having a day out, spending time with friends and family and the weather (11%).

Table C-2 – Other influences on decision to visit (%)

Base: All respondents (245)

| | % |
|---|----|
| Fresh air/just out for the day | 11 |
| Spend time with friends/family | 11 |
| The weather | 11 |
| Go Ape course | 8 |
| Good/safe place for children playing | 6 |
| Been before | 5 |
| Cycle/mountain bike trail | 5 |
| Close to home/convenient | 4 |
| Good for cycling/bike hire | 4 |
| Like forests | 4 |
| Cost/ good value for money | 3 |
| Just passing en route elsewhere | 3 |
| Car show | 2 |
| Curiosity/ just to see what it was like | 2 |
| Exercise/ keeping fit | 2 |
| Fun place/have fun | 2 |
| General layout/area | 2 |
| Good facilities – open-air concerts/café/toilets etc. | 2 |
| Nice place for walking | 2 |
| Picnic/barbeque | 2 |
| Recommended by family/friends | 2 |
| Scenery | 2 |
| Activities for children | 1 |
| Caravan/camping nearby/staying locally | 1 |
| Just to relax | 1 |
| Lots to see and do | 1 |
| Peace and tranquillity | 1 |
| Plenty/cheap parking | 1 |
| Safe place/friendly environment | 1 |
| Good quality/well marked paths/trails | 1 |
| Walk the dog | 1 |
| Nothing | 22 |

Some of the specific responses provided are listed below. The full verbatim comments provided to all of the open ended questions are appended.

“Because was needing a forest as I live in the city.”

“Wanted something active in Suffolk and heard the Go Ape was good.”

“Our experience yesterday for the first time which was very positive.”

Performance of different aspects of visit

Visitors were next provided with the same list of elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included 'excellent' (5), 'very good' (4), 'good' (3), 'fair' (2) and 'poor' (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know.

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the children's play equipment, being able to spend time with family and friends, feeling safe in the forest, the choice of trails for cycling and the scenery/views. Elements ranked lowest on average included issues relating to the shop, orienteering (very small sample size), litter bins and the availability of staff on site.

Table C-3 – Satisfaction with different aspects at forest (mean score)

Base: All respondents (245)

| | Satisfaction score | Base (those who rated aspect) |
|--|--------------------|-------------------------------|
| Children's play equipment | 4.12 | 118 |
| Being able to spend time with family and friends | 4.03 | 228 |
| Feeling safe in the forest | 3.94 | 239 |
| Choice of trails for cycling | 3.90 | 139 |
| Being able to enjoy scenery and views | 3.89 | 234 |
| Feeling happy to leave your car in the car park | 3.86 | 239 |
| Being able to get fit and healthy | 3.80 | 230 |
| Open grassy area for ball games, sunbathing etc | 3.78 | 193 |
| Enough car parking | 3.76 | 240 |
| Availability of cycle hire on site | 3.71 | 113 |
| Choice of paths for walking | 3.70 | 173 |
| Availability of cycle shop | 3.67 | 117 |
| Information provided by staff | 3.66 | 134 |
| Clear signposting on footpaths/trails | 3.63 | 219 |
| Picnic areas | 3.63 | 183 |
| Friendliness of staff | 3.61 | 194 |
| Clean toilets | 3.60 | 207 |
| Being able to enjoy the wildlife | 3.58 | 211 |
| Easy access/wheelchair friendly trails* | 3.54 | 57 |
| Choice of trails for other activities* | 3.53 | 72 |
| Disabled access to other facilities on site** | 3.53 | 49 |
| Dog waste bins* | 3.51 | 69 |
| Baby changing facilities** | 3.50 | 32 |
| Forest drive | 3.50 | 145 |
| Solitude, peace and quiet | 3.50 | 228 |
| Printed information about the forest | 3.46 | 175 |
| Value for money of your whole trip or day out | 3.46 | 241 |
| Leaflets and maps and interpretation panels to help you find your way around | 3.44 | 184 |
| A café or restaurant | 3.43 | 169 |
| Availability of staff at the site | 3.32 | 146 |
| Litter bins | 3.31 | 207 |
| Orienteering** | 3.24 | 45 |
| A shop | 3.19 | 141 |

*small sample size; **very small sample size

When comparing these scores it is important to bear in mind that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

Visitors who stated that they were dissatisfied with any aspects of their visit were asked to indicate why. Key reasons provided and the numbers of respondents providing each comment were as follows:

- Too expensive (general) (23 respondents)
- Limited choice in shop (11 respondents)
- Leaflets/maps/interpretation panels not detailed enough (10 respondents)
- Not enough car parking spaces (9 respondents)
- Toilets could be cleaner (9 respondents)
- No staff seen on site (6 respondents)

TRI*M Index

The TRI*M Index is a weighted calculation based on responses to the following four questions:

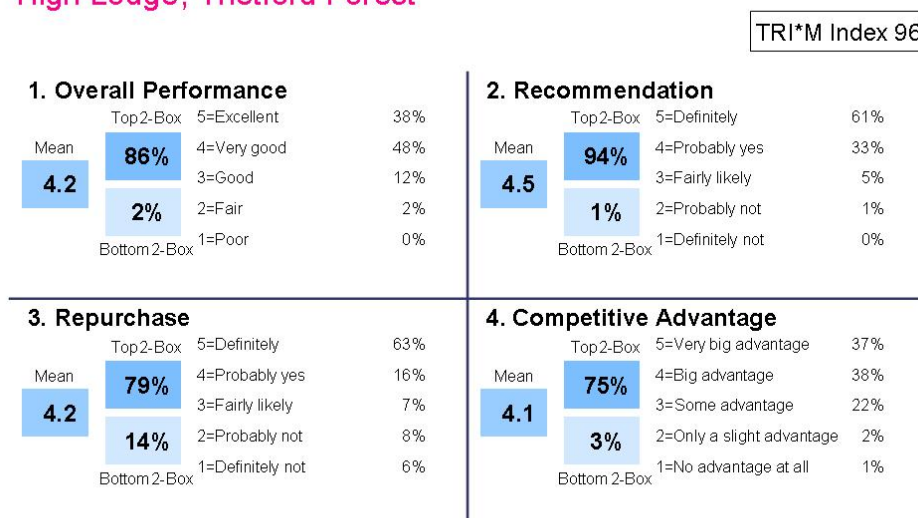
- How would you rate your visit to Thetford Forest overall? (*Overall performance*)
- Based on your experience, would you recommend Thetford Forest as a place to visit to a friend or relative? (*Recommendation*)
- Based on your experiences on this trip, would how likely are you to visit Thetford Forest again in the next few months? (*Repurchase*)
- How would you rate Thetford Forest as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead? (*Competitive advantage*)

These four questions provide the TRI*M index score for overall visitor satisfaction with Thetford Forest (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Thetford Forest against other forest sites included in the 2008 survey programme and could also be used as a benchmark score for future comparison.

Figure C-1 shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-1 – Overall satisfaction with Thetford Forest

TRI*M Index Questions High Lodge, Thetford Forest



The Global TRI*M Centre



The overall TRI*M index figure for Thetford Forest was **96**, a high index that suggests overall satisfaction with visits to the forest was very high. By comparison, the TRI*M index figures obtained at the other sites included in the 2008 survey were as follows:

- Bedgebury - 108
- Wyre Forest - 108

The scores obtained at the four sites surveyed in 2007 were:

- Rosliston Wood - 112
- Coed y Brenin - 108
- Whinlatter Forest - 103
- Top Lodge, Fineshade Wood – 101

The scores obtained at the five sites surveyed in 2006 were:

- Sherwood Pines Forest Park - 108
- Nant yr Arian – 107
- Hamsterley Forest - 106
- Delamere Forest Park – 104
- Garwnant Forest - 104

The overall satisfaction data shows that the majority of visitors rated their trip highly, with just over two-fifths (44%) claiming it was 'excellent' and 48% claiming that it was 'very good'. In addition to this high satisfaction with their trip, nine in ten visitors (90%) stated that they would 'definitely' recommend a visit to Thetford Forest. This is a very good indicator of the enjoyment of a visit.

The majority of the respondents would return to Thetford Forest for a repeat trip – 76% would 'definitely' return for a repeat visit. When asked how the forest compared to other outdoor recreation sites, most of the sample stated that Thetford Forest does have an advantage over alternative sites, with over one-third (38%) claiming the site had a 'very big' advantage and an equal proportion (38%) claiming that it had a 'big'

advantage. A further 23% of the sample saw Thetford Forest as having only 'some' advantage over other sites which could have been visited.

All of the scores are high which is encouraging and suggests that most people enjoy their visits to Thetford Forest, they would recommend it as a place to visit to friends and family, would return for another visit and are likely to perceive it as a better place to visit than other, alternative outdoor recreation sites.

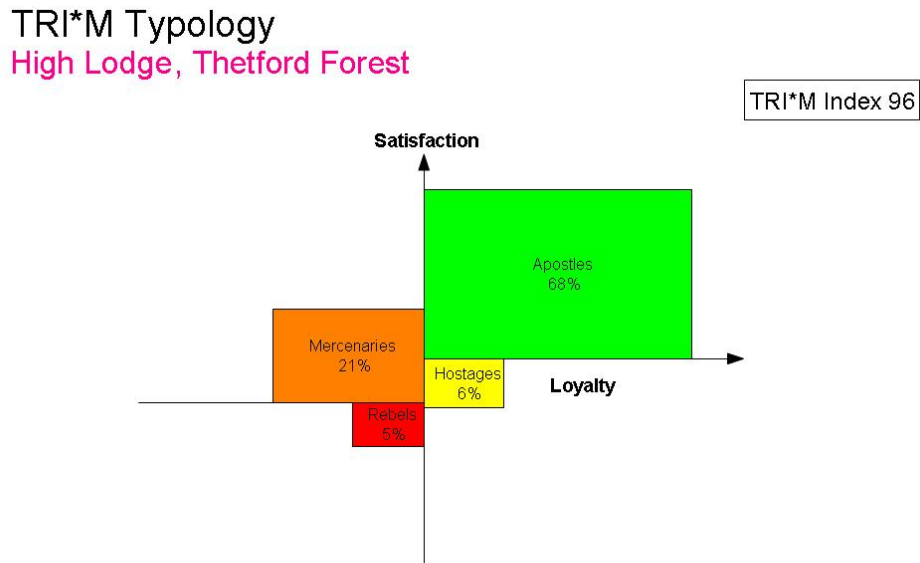
TRI*M Typology

The next stage of the TRI*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

The four groups are as follows:

- *Apostles* – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- *Hostages* – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site due to a lack of alternatives or barriers to travel elsewhere. The focus should be on how to satisfy these visitors, to 'move' them to the Apostles group.
- *Mercenaries* – visitors with high levels of satisfaction but low levels of loyalty. Typically these types of visitors are always looking for better options and are likely to visit a range of different locations to take part in outdoor recreation. The focus for this type of visitors should be to identify what will engender loyalty.
- *Rebels* – visitors with low levels of satisfaction and low levels of loyalty. These types of visitors are actively disruptive via negative word of mouth.

Figure C-2 – Visitors to Thetford Forest by TRI*M Typology



Base 245

The Global TRI*M Centre



As Figure C-2 above illustrates, the majority of visitors to Thetford Forest (68%) were categorised into the Apostles grouping i.e. both satisfied and loyal. Most of the remainder (21%) were classified as Mercenaries (satisfied but not loyal), 5% were classified as Rebels (neither satisfied nor loyal) and 6% were classified as Hostages (not satisfied but loyal).

TRI*M Grid

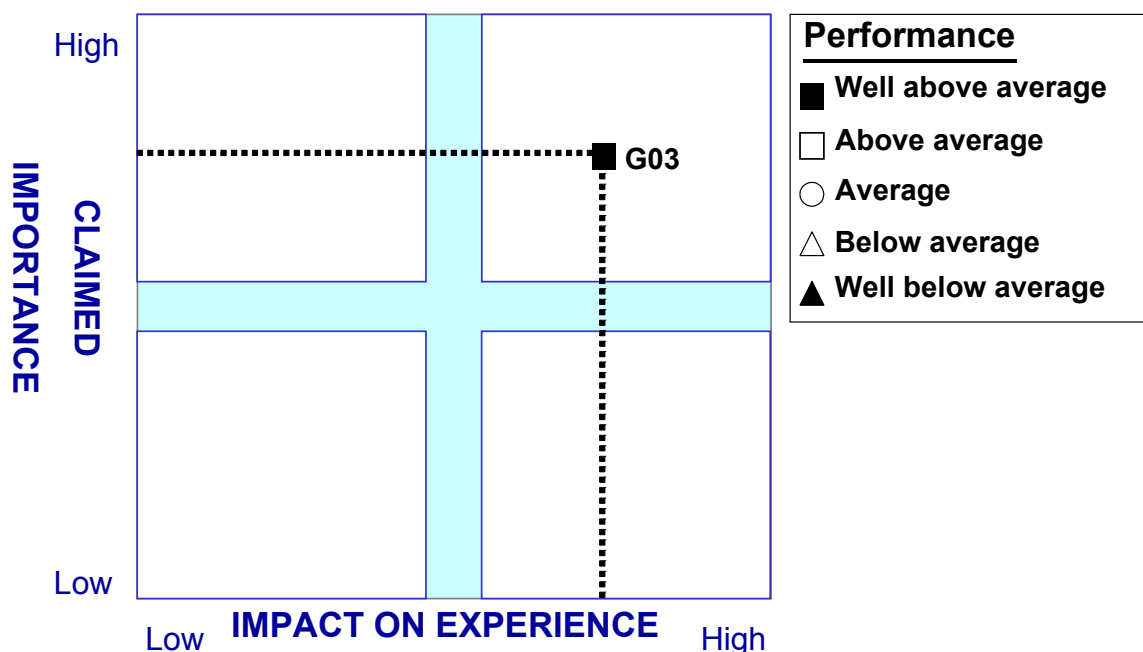
The third stage of the TRI*M analysis combined responses to the series of importance and satisfaction ratings (as detailed in Tables C-1 and C3) with the TRI*M index which was derived for each respondent on the basis of the four key questions described previously.

To produce each TRI*M grid each of the aspects of Thetford Forest was given a relative value in terms of the following three dimensions:

- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to most important in their decision to visit Thetford Forest, those which should be reinforced in marketing communications.
- *Impact on experience* – this measurement is statistically derived from an analysis of the correlation of each aspect's performance (i.e. levels of satisfaction reported) with the TRI*M index. If there is positive correlation between the TRI*M index and the performance of a particular aspect it is rated as having a high impact on quality of experience. Conversely if there is no correlation between the TRI*M index and the performance of an aspect, it is rated as having a low of impact on quality of experience.
- *Levels of satisfaction* – as reported in Table C-3. This measurement provides an indication of the relative performance of each of the aspects which were rated. This measurement provides an indication of areas which require improvement.

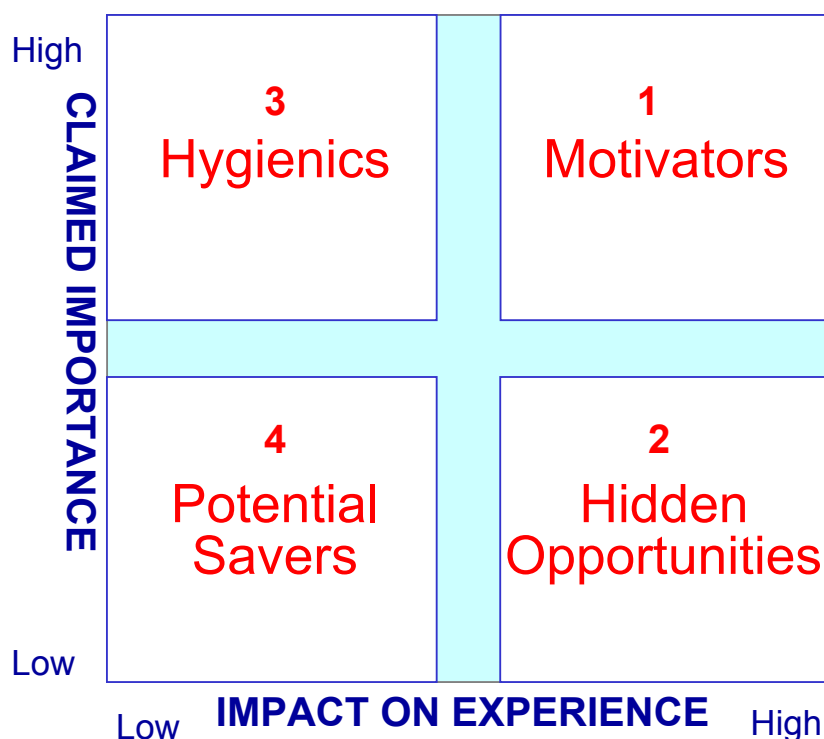
In the following TRI*M grids, each of these three dimensions is plotted as follows:

- *Levels of claimed importance* - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid, the higher the claimed importance and the closer to the bottom of the grid, the lower the claimed importance.
- *Impact on experience* - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid, the higher the impact on the quality of experience and the further to the left of the grid, the lower the impact on quality of experience.
- *Levels of satisfaction* – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it has a filled in square).



As illustrated in Tables C-1 and C-3, a total of 33 aspects of Thetford Forest have been rated by respondents. The results of the TRI*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise, each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



*TRI*M Grids for Thetford Forest*

Over the following pages the strengths and priorities for Thetford Forest have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI*M grids illustrating the results obtain across all visitors to Thetford Forest are presented on pages 34 and 35. For clarity the results are presented across 4 grids but all of these findings should be considered together.

Strengths - strengths are classified as attributes in or on the boundaries of the Motivators quadrant, in the top right hand corner of the grids that are represented by squares. An unfilled square denotes above average performance and a filled square means well above average performance.

At this overall level, 5 of the 30 attributes were considered as strengths for Thetford Forest. Of these, those with the greatest impact on experience were being able to spend time with family and friends (G02), being able to enjoy the scenery and views (G03) and the choice of trails for cycling (G09).

Priorities - priorities, like strengths, are also found in or on the boundaries of the Motivators quadrant. They are indicated by triangles (below average performance) and circles (average performance). Two aspects were identified as a priority for Thetford Forest – value for money (G05, below average) and friendliness of staff (F12, average).

Hidden Opportunities - hidden opportunities are indicated by any aspect that appears in or on the borders of the quadrant in the bottom right of the grid. These attributes have a high impact on quality of experience but have lower claimed importance than attributes in the Motivators quadrant. 9 of the 33 aspects are in this quadrant – baby changing facilities (F05), disabled access to other facilities on site (F25), easy access/wheelchair friendly trails (F24), availability of cycle hire on site (F14), children's play equipment (F06), availability of a cycle shop (F26), a forest drive (F21) and choice of trails for other activities (F10). Of these aspects, two (baby changing

facilities and the forest drive) were performing below average. Improving the quality of these aspects could be the driver for further improving overall levels of quality of experience at Thetford Forest.

Hygenics – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries are solitude, peace and quiet (G01), being able to enjoy the wildlife (G04), picnic areas (F17), leaflets, maps and interpretation panels (F07), choice of paths for walking (F08), clear signposting on footpaths/trails (F02), enough car parking (F01), litter bins (F20) and clean toilets (F04). Notably three of these aspects are performing below average – leaflets, maps and interpretation panels, solitude peace and quiet and the litter bins.

Potential - 4 aspects in this quadrant receive lower than average levels of claimed importance and have a lower than average impact upon the quality of experience. These aspects may be considered as lower priorities at the 'all visitors' level, although they may be of more importance to smaller groups of visitors. Aspects included in this quadrant are the provision of a shop (F03), printed information about the forest (F16), the café/restaurant (F15), orienteering (F27), availability of staff on site (F11) and dog waste bins (F11).

Please bear in mind the small sample sizes for some of these aspects (see Table C-3 for base sizes).

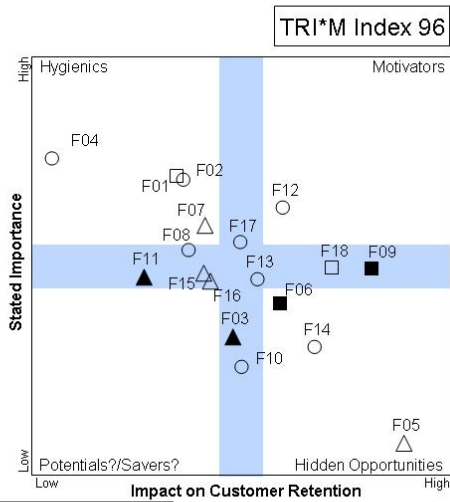
TRI*M Grid High Lodge, Thetford Forest

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Clear signposting on footpaths /trails
- F03 A shop
- F04 Clean toilets
- F05 Baby changing facilities
- F06 Children's play equipment
- F07 Leaflets , maps and interpretation panels to help you find your way around
- F08 Choice of paths for walking
- F09 Choice of trails for cycling
- F10 Choice of trails for other activities (e.g horse riding)
- F11 Availability of staff at the site (for example rangers)
- F12 Friendliness of staff
- F13 Information provided by staff
- F14 Availability of cycle hire on-site
- F15 Café or restaurant
- F16 Printed information about the forest
- F17 Picnic areas
- F18 Open grassy areas for ball games ,sunbathing , etc.

Base 245

The Global TRI*M Centre



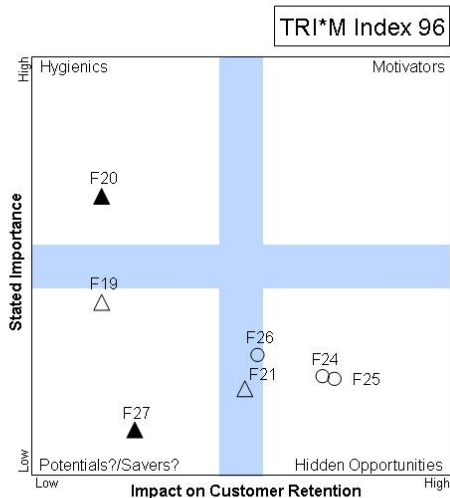
TRI*M Grid High Lodge, Thetford Forest

FACILITIES IN DECISION TO VISIT SITE

- F19 Dog waste bins
- F20 Litter bins
- F21 A Forest Drive
- F22 Bike wash *
- F23 Showers *
- F24 Easy access /wheelchair friendly trails
- F25 Disabled access to other facilities on site
- F26 Availability of a cycle shop
- F27 Orienteering
- F28 Availability of novice mountain bike trails *
- F29 Freeride & dirt jump area *
- F30 Educational activities *
- F31 Leaflets & maps - Forest *
- F32 Leaflets & maps - Pinetum *
- F33 Interpretation Panels *
- F34 The Pinetum *
- F35 The Trampler/mobility scooter *

Base 245

The Global TRI*M Centre



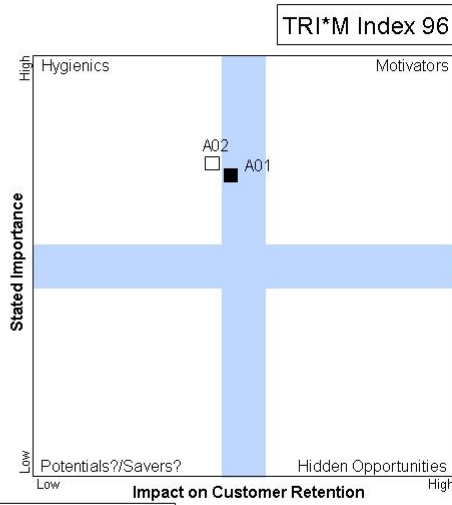
* Element could not be calculated



TRI*M Grid High Lodge, Thetford Forest

ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park



Base 245



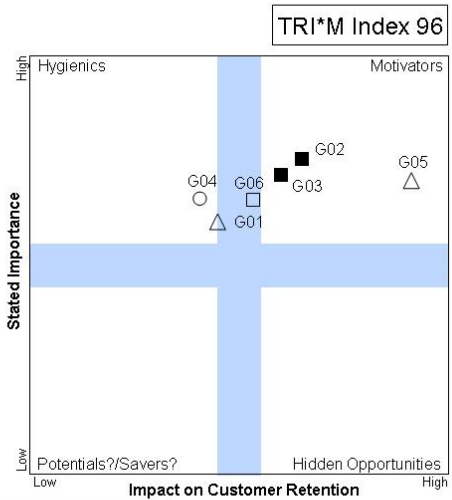
The Global TRI*M Centre



TRI*M Grid High Lodge, Thetford Forest

GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude, peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy



Base 245



The Global TRI*M Centre



Summary of key TRI*M Grid findings

The TRI*M Grid analysis for Thetford Forest has highlighted the following key drivers of quality of experience and potential areas for improvement:

Strengths – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Thetford Forest the main strengths are being able to spend time with family and friends, being able to enjoy the scenery and views and the choice of trails for cycling.

It is vital that these strengths are maintained and communicated in promotional materials.

Immediate, top priority issues – these are attributes of the site which are considered to be important amongst most visitors, have an impact on overall levels of satisfaction but are currently performing below average. At Thetford Forest, value for money and the friendliness of staff received a lower performance rating so should be considered priorities in the site's management and maintaining current levels of satisfaction.

Second priority issues – there are a number of attributes at this site which, although most visitors rated them as important, were found to have less impact on overall levels of satisfaction. Of these attributes, three were found to be performing below average – solitude, peace and quiet, leaflets, maps and interpretation panels and the litter bins. These should be considered as second priorities in maintaining levels of satisfaction at Thetford Forest.

Future opportunities – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Thetford Forest, the aspects included in this category are baby changing facilities, disabled access to facilities, easy access/wheelchair friendly trails, availability of cycle hire, children's play equipment, availability of a cycle shop, a forest drive and the choice of trails for other activities.

Investing and improving these facilities in the future will provide opportunities to develop levels of satisfaction beyond those currently achieved.

Net Promoter Score

In 2008, the Forestry Commission decided to pilot the use of Net Promoter Score (NPS) at High Lodge, Thetford alongside the TRI*M analysis. The NPS is based solely on recommendation and uses the following question:

- *How likely is it that you would recommend Thetford Forest as a place to visit to a friend or relative? Please provide your answer to this question on a scale of 0 to 10 in which 0 means 'not at all likely' and 10 means 'extremely likely'.*

As mentioned above, respondents rate the question on a scale of 0 to 10. Those answering between 0 and 6 are classified as 'detractors' (not likely to recommend), responses between 7 and 8 are classified as 'passives' (neutral) and responses of 9 and 10 are classified as 'promoters' (likely to recommend positively).

To calculate the NPS, the proportion of 'detractors' is deducted from the proportion of 'passives'. Amongst visitors to Thetford Forest, 61% of visitors were 'promoters' and 7% were detractors, resulting in a NPS of 54. This indicates that word of mouth concerning Thetford is largely positive and the site is likely to be recommended to others as a place to visit.

As with any measure of satisfaction, the NPS score is most informative when measured over time in order to assess levels of satisfaction on a continual basis. Please note that NPS is a measure of satisfaction alone and independent research has shown that it can fluctuate over time⁴. NPS differs from TRI*M analysis in that the latter measures both loyalty and satisfaction and using the TRI*M Grid analysis allows specific strengths and weaknesses of the visitor experience to be identified.

⁴ See Alan Mitchell, *Marketing Week*
http://www.marketingweek.co.uk/cgi-bin/item.cgi?id=59937&u=pg_dtil_art_news&m=pg_hdr_art

D. Appendices

Questionnaire

FORESTRY COMMISSION – SURVEY OF VISITORS
MONITORING THE QUALITY OF FOREST EXPERIENCE 2008 (JN:181909)

Good Morning/Afternoon/Evening, I am an interviewer from TNS, an independent market research agency. We are conducting a survey of visitors on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?

First of all, can I check that you have not been interviewed already at this site since July this year:

| | | | |
|-----|--------------------------------|---|----------|
| A.1 | Yes – been interviewed already | 1 | Close |
| | ----- | | |
| | No – not been interviewed | 2 | Continue |

| | | |
|-----|---|---|
| A.2 | <u>SITE NAME</u> | |
| | High Lodge, Thetford Forest (HL) | 1 |
| | Wyre Forest (WF) | 2 |
| | Bedgebury Forest (B) | 3 |

| | | | |
|-----|------------------------|--|---|
| Q.1 | Are you currently..... | READ OUT | |
| | | On a short trip of less than 1 hour from home | 1 |
| | | On a short trip of between 1 and 2 hours from home | 2 |
| | | On a short trip of between 2 and 3 hours from home | 3 |
| | | On a day out (for more than 3 hours) from home | 4 |
| | | ----- | |
| | | On holiday away from home in the area | 5 |
| | | Other (SPECIFY) | |

IF VISITOR IS ON HOLIDAY GO TO Q.2b)
OTHERS CONTINUE

N.B. LOCAL AREA IS DEFINED AS FOLLOWS:

- HL: the area on the map**
- WF: the area on the map**
- B: the area on the map**

Do you live within <LOCAL AREA>?
SHOW MAPS.

| | | | |
|-------|--|-----|---|
| Q.2a) | | Yes | 1 |
| | | No | 2 |

| | | | |
|-------|----------------|---|-----------------------|
| Q.2b) | ASK ALL | Is this your first visit to <SITE NAME >? | |
| | | Yes | 1 |
| | | No | 2 |
| | | ----- | |
| | | | Go to Q4 (HL) |
| | | | Q3a WF & B |
| | | | ----- |
| | | | Go to Q2c |

**IF VISITOR IS ON FIRST VISIT TO FOREST (INFREQUENT USER) GO TO Q4
(HL) (Q3a B & WF)
OTHERS CONTINUE**

SHOW SCREEN

Q.2c) How often, on average, during the year do you come to <SITE NAME>?
SINGLE CODE

| | |
|----------------------|---|
| EVERY DAY | 1 |
| 4 TO 6 TIMES A WEEK | 2 |
| 1 TO 3 TIMES A WEEK | 3 |
| 1 TO 3 TIMES A MONTH | 4 |

| | | |
|---------------------|-------|-------|
| ----- | ----- | ----- |
| 4 TO 6 TIMES A YEAR | 5 | |
| 1 TO 3 TIMES A YEAR | 6 | |
| LESS OFTEN | 7 | |
| DON'T KNOW | Y | |

WF ONLY SHOW SCREEN WITH MAP AGAIN – GROW WITH WYRE BOUNDARY MARKED ON

Q.3a) Are you aware of a partnership scheme called 'Grow with Wyre'?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

WF ONLY

Q.3b) Did you know that this Forest is a special landscape? By this we mean part of a landscape restoration scheme designed to reintroduce traditional landscapes such as orchards back into the area.

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

B ONLY

Q.3a) Were you aware before arriving that Bedgebury was home to the National Pinetum?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

B ONLY

Q.3b) Did you know what a Pinetum was before arriving?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

ASK ALL

Q.4 Do you own a season ticket for <SITE NAME>?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

Q.5 How did you travel to the forest today?

CODE ALL MENTIONED

- Car 1
- On foot 2
- On bicycle 3
- On a horse 4
- Train 5
- Public/ scheduled bus 6
- Private coach/ minibus 7
- Other (SPECIFY)

.....

**ASK ALL
SHOW SCREEN**

Q.6 Which activities did you take part in during your visit here today?

CODE ALL MENTIONED

| | Activities | |
|--|-------------------|---------|
| CYCLING ON SURFACED FOREST ROADS CYCLING ON UNSURFACED ROADS, TRACKS OR TRAILS CYCLING/MOUNTAIN BIKING OFF TRACKS AND TRAILS FREERIDE & DIRT JUMP AREA (B ONLY) DOG WALKING HILL WALKING/ RAMBLING OTHER WALKING ----- | | Ask Q.7 |
| USING THE CAFÉ/ RESTAURANT OR OTHER CATERING RUNNING NATURE/NATURAL HISTORY VISIT PHOTOGRAPHY BIRDWATCHING OTHER WIDLIFE WATCHING ORIENTEERING VISITED THE FOREST SHOP (NOT B) CRAFTS (WF ONLY) EDUCATIONAL VISIT HORSE RIDING/PONY TREKKING PICNIC OR BARBECUE FINDING OUT ABOUT PAST HISTORY OF FOREST (WF ONLY) SEEING SOMETHING IN THE FOREST (E.G. A SCULPTURE OR AN ANCIENT TREE OR A DEMONSTRATION) (NOT WF) GO APE COURSE (NOT WF) DRIVE FOREST DRIVE (HL ONLY) USED SHOWERS (B ONLY) VISITED THE PINETUM (B ONLY) FOLLOW THE SEASONAL TRAIL (B ONLY) USE PLAY TRAIL (B ONLY) HIRE BIKE(S) (B ONLY) USED TRAMPER/MOBILITY SCOOTER (B ONLY) OTHER ACTIVITIES (SPECIFY) NONE OF THESE ACTIVITIES | ----- | ----- |

ASK IF RESPONDENT WALKED OR CYCLED (CODES 1 TO 6 AT Q.6):

Q.7a) Did you use use any waymarked trails during your visit? By waymarked trails we means signposted routes within the forest.

- Yes
- No
- Don't Know

B ONLY

Q.7b) **ASK IF RESPONDENT IS CYCLED AT Q.6 & USED A WAYMARKED TRAIL at Q7a**
Did you use either of the following trails...?

- Singletrack
- Family Cycling Trail
- Neither of these
- Don't know

**ASK ALL
SHOW SCREEN**

Q.8a) Approximately how long did you spend in <SITE NAME> today?

IF RESPONDENT WALKED DURING VISIT ASK:

Q.8b) Approximately how much time did you spend walking during your visit?

IF RESPONDENT CYCLED DURING VISIT ASK:

Q.8c) Approximately how much time did you spend cycling during your visit?

| | Q.8a) On-site | Q.8b) Walking | Q.8c) Cycling |
|------------------------------|------------------|------------------|------------------|
| UP TO 15 MINUTES | 1 | 1 | 1 |
| OVER 15 MINUTES - 30 MINUTES | 2 | 2 | 2 |
| OVER 30 MINUTES - 1 HOUR | 3 | 3 | 3 |
| OVER 1 HOUR - 2 HOURS | 4 | 4 | 4 |
| OVER 2 HOURS - 3 HOURS | 5 | 5 | 5 |
| OVER 3 HOURS - 5 HOURS | 6 | 6 | 6 |
| MORE THAN 5 HOURS | 7 | 7 | 7 |
| DON'T KNOW | Y | Y | Y |

WF ONLY ASK Q8d IF RESPONDENT WALKED AND/OR CYCLED DURING VISIT

Q.8d) Did you use Sustrans Route 45? Locally this route runs from Bridgenorth to Kidderminster.

- Yes 1
- No 2
- Don't Know Y

ASK ALL

Q.9a) Are you accompanied by any children aged 15 or under today?

- Yes 1
- No 2
- Don't Know Y

ASK IF ACCOMPANIED BY CHILDREN

Q.9b) How many children are with you today?

Write in number

ASK IF ACCOMPANIED BY CHILDREN

Q.9c Have they used the children’s play area today?

Yes 1
 No 2
 Don’t Know Y

SHOW SCENE

Q.10 Which of the following sources of information, if any, have you used to help plan your visit to <SITE NAME>?

CODE ALL MENTIONED

Newspaper advertisements 1
 Road signs to the site 2
 Leaflets or other information sent to you in the post 3
 Leaflets you picked up 4
 Tourist board or other brochures 5
 Information on the Internet 6
 Word of mouth recommendations 7
 Previous experience/ knowledge 8
 Other sources of information (SPECIFY)

.....
 None of these 0
 Don’t know Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.11 Next I will read you out a list of facilities that are often found at Forestry Commission sites such as this one.

Using one of the possible answers on the screen, I would like you to tell me how important each facility was in your decision to visit today.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | Extremely important | Very important | Fairly important | Fairly unimportant | Not at all important | Don't Know |
|---|---------------------|----------------|------------------|--------------------|----------------------|------------|
| a) Enough car parking | 1 | 2 | 3 | 4 | 5 | Y |
| b) Clear signposting on footpaths/trails | 1 | 2 | 3 | 4 | 5 | Y |
| c) A shop (NOT B) | 1 | 2 | 3 | 4 | 5 | Y |
| d) Clean toilets | 1 | 2 | 3 | 4 | 5 | Y |
| e) Baby changing facilities | 1 | 2 | 3 | 4 | 5 | Y |
| f) Children’s play equipment | 1 | 2 | 3 | 4 | 5 | Y |
| g) Leaflets, maps and interpretation panels to help you find your way around (NOT B) | 1 | 2 | 3 | 4 | 5 | Y |
| h) Choice of paths for walking | 1 | 2 | 3 | 4 | 5 | Y |
| i) Choice of trails for cycling | 1 | 2 | 3 | 4 | 5 | Y |
| j) Choice of trails for other activities (e.g horse riding) | 1 | 2 | 3 | 4 | 5 | Y |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| k) | Availability of staff at the site (for example rangers) | 1 | 2 | 3 | 4 | 5 | Y |
| l) | Friendliness of staff | 1 | 2 | 3 | 4 | 5 | Y |
| m) | Information provided by staff | 1 | 2 | 3 | 4 | 5 | Y |
| n) | Availability of cycle hire on-site (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| o) | Café or restaurant | 1 | 2 | 3 | 4 | 5 | Y |
| p) | Printed information about the forest (NOT B) | 1 | 2 | 3 | 4 | 5 | Y |
| q) | Picnic areas | 1 | 2 | 3 | 4 | 5 | Y |
| r) | Open grassy areas for ball games, sunbathing, etc. | 1 | 2 | 3 | 4 | 5 | Y |
| s) | Dog waste bins (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| t) | Litter bins. | 1 | 2 | 3 | 4 | 5 | Y |
| u) | A Forest Drive (HL ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| v) | Bike wash (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| w) | Showers (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| x) | Easy access/wheelchair friendly trails | 1 | 2 | 3 | 4 | 5 | Y |
| y) | Disabled access to other facilities on site | 1 | 2 | 3 | 4 | 5 | Y |
| z) | Availability of a cycle shop (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| aa) | Orienteering | 1 | 2 | 3 | 4 | 5 | Y |
| bb) | Availability of novice mountain bike trails (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| cc) | Freeride & dirt jump area (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| dd) | Educational activities (WF & B) | 1 | 2 | 3 | 4 | 5 | Y |
| ee) | Leaflets & maps – Forest (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| ff) | Leaflets & maps – Pinetum (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| gg) | Interpretation Panels (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| hh) | The Pinetum (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| ii) | The Tramper/mobility scooter (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |

Q.12 **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**
 Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | | Extremely important | Very important | Fairly important | Fairly unimportant | Not at all important | Don't Know |
|-------------------|---|---------------------|----------------|------------------|--------------------|----------------------|------------|
| | a) Feeling safe in the forest | 1 | 2 | 3 | 4 | 5 | Y |
| | b) Feeling happy to leave your car in the car park. | 1 | 2 | 3 | 4 | 5 | Y |

Q.13 **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**
 Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | | Extremely important | Very important | Fairly important | Fairly unimportant | Not at all important | Don't Know |
|-------------------|---|---------------------|----------------|------------------|--------------------|----------------------|------------|
| | a) Solitude, tranquillity peace and quiet | 1 | 2 | 3 | 4 | 5 | Y |
| | b) Being able to spend time with family and friends | 1 | 2 | 3 | 4 | 5 | Y |
| | c) Being able to enjoy scenery and views | 1 | 2 | 3 | 4 | 5 | Y |
| | d) Being able to enjoy the wildlife | 1 | 2 | 3 | 4 | 5 | Y |
| | e) Value for money of your whole trip or day out. | 1 | 2 | 3 | 4 | 5 | Y |
| | f) Being able to get fit and healthy | 1 | 2 | 3 | 4 | 5 | Y |

Q.14 What else, if anything, influenced your decision to visit today?
IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.15

Can you now let me know how you would rate each of the following aspects of <SITE NAME> during today's visit? Let me know if you have no experience of a particular aspect and cannot provide a rating.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | NO EXPERIENCE/ DON'T KNOW |
|--|-----------|-----------|------|------|------|------------------------------|
| a) Enough car parking | 1 | 2 | 3 | 4 | 5 | Y |
| b) Clear signposting on footpaths/trails | 1 | 2 | 3 | 4 | 5 | Y |
| c) Shop (NOT B) | 1 | 2 | 3 | 4 | 5 | Y |
| d) Clean toilets | 1 | 2 | 3 | 4 | 5 | Y |
| e) Baby changing facilities | 1 | 2 | 3 | 4 | 5 | Y |
| f) Children's play equipment | 1 | 2 | 3 | 4 | 5 | Y |
| g) Leaflets and maps and interpretation panels to help you find your way around (NOT B) | 1 | 2 | 3 | 4 | 5 | Y |
| h) Choice of paths for walking | 1 | 2 | 3 | 4 | 5 | Y |
| i) Choice of trails for cycling | 1 | 2 | 3 | 4 | 5 | Y |
| j) Choice of trails for other activities (e.g horse riding) | 1 | 2 | 3 | 4 | 5 | Y |
| k) Availability of staff at the site (for example rangers) | 1 | 2 | 3 | 4 | 5 | Y |
| l) Friendliness of staff | 1 | 2 | 3 | 4 | 5 | Y |
| m) Information provided by staff | 1 | 2 | 3 | 4 | 5 | Y |
| n) Availability of cycle hire on-site (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| o) Café or restaurant | 1 | 2 | 3 | 4 | 5 | Y |
| p) Printed information about the forest | 1 | 2 | 3 | 4 | 5 | Y |
| q) Picnic areas | 1 | 2 | 3 | 4 | 5 | Y |
| r) Open grassy areas for ball games, sunbathing, etc. | 1 | 2 | 3 | 4 | 5 | Y |
| s) Dog waste bins (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| t) Litter bins. | 1 | 2 | 3 | 4 | 5 | Y |
| u) Forest Drive (HL ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| v) Bike wash (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| w) Showers (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| x) Easy access/wheelchair friendly trails | 1 | 2 | 3 | 4 | 5 | Y |
| y) Disabled access to other facilities on site | 1 | 2 | 3 | 4 | 5 | Y |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| z) | Availability of a cycle shop (NOT WF) | 1 | 2 | 3 | 4 | 5 | Y |
| aa) | Orienteering | 1 | 2 | 3 | 4 | 5 | Y |
| bb) | Availability of novice mountain bike trails (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| cc) | Freeride & dirt jump area (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| dd) | Value for money at car park (WF & B) | 1 | 2 | 3 | 4 | 5 | Y |
| ee) | Educational activities (WF & B) | | | | | | |
| ff) | Value for money at restaurant (WF ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| gg) | Leaflets & maps – Forest (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| hh) | Leaflets & maps – Pinetum (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| ii) | Interpretation Panels (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| jj) | The Pinetum (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |
| kk) | The Tramper/mobility scooter (B ONLY) | 1 | 2 | 3 | 4 | 5 | Y |

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.16 I would also like to ask you how you would rate the following aspects relating to your personal safety and security during today's visit to **<SITE NAME>**.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | NO EXPERIENCE/ DON'T KNOW |
|------------|--|-----------|-----------|------|------|------|------------------------------|
| a) | Feeling safe in the forest | 1 | 2 | 3 | 4 | 5 | Y |
| b) | Feeling happy to leave your car in the car park. | 1 | 2 | 3 | 4 | 5 | Y |

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

Q.17 And how would you rate the following more general aspects of **<SITE NAME>** during today's visit?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

| TICK START | | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | NO EXPERIENCE/ DON'T KNOW |
|------------|--|-----------|-----------|------|------|------|------------------------------|
| a) | Solitude, tranquility peace and quiet | 1 | 2 | 3 | 4 | 5 | Y |
| b) | Being able to spend time with family and friends | 1 | 2 | 3 | 4 | 5 | Y |
| c) | Being able to enjoy scenery and views | 1 | 2 | 3 | 4 | 5 | Y |
| d) | Being able to enjoy the wildlife | 1 | 2 | 3 | 4 | 5 | Y |
| e) | Value for money of your whole trip or day out. | 1 | 2 | 3 | 4 | 5 | Y |
| f) | Being able to get fit and healthy. | 1 | 2 | 3 | 4 | 5 | Y |

ASK Q.16 FOR EACH ASPECT RATED 'FAIR/POOR' AT Q.15, Q.16 and Q.17 (CODE 4 OR 5)

Q.18 Why were you not totally satisfied with (INSERT ASPECT)?
 IF MORE THAN THREE ASPECTS RATED 'FAIR/ POOR' ASK FOR THREE LEAST SATISFIED WITH (JUST THOSE RATED AS POOR – IF MORE THAN THREE RATED AS POOR ASK WHICH WERE WORST).

| | ASPECT (WRITE IN) | REASON |
|------|--------------------------|---------------|
| i) | | |
| | | |
| ii) | | |
| | | |
| iii) | | |
| | | |

SHOW SCREEN LISTING TYPES OF VISITOR

Q.19a) During today's visit to <SITE NAME> which of the following types of visitors have you seen or heard?
 CODE ALL MENTIONED
 IF NONE MENTIONED SKIP TO Q.20a

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.19b) And how, if at all, did these encounters affect your enjoyment?
 ONLY ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT. READ OUT

| | Q.19a | | Q.19b | | | | | |
|---------------------------------|-------|--|---------------------------|------------------------------|--------------------|------------------------------|---------------------------|------------|
| | | | INCREASED ENJOYMENT A LOT | INCREASED ENJOYMENT A LITTLE | MADE NO DIFFERENCE | DECREASED ENJOYMENT A LITTLE | DECREASED ENJOYMENT A LOT | DON'T KNOW |
| WALKERS | 1 | | 1 | 2 | 3 | 4 | 5 | Y |
| CHILDREN | 2 | | 1 | 2 | 3 | 4 | 5 | Y |
| CYCLISTS | 3 | | 1 | 2 | 3 | 4 | 5 | Y |
| HORSE RIDERS | 4 | | 1 | 2 | 3 | 4 | 5 | Y |
| MOTORBIKERS/ MOTO CROSS | 5 | | 1 | 2 | 3 | 4 | 5 | Y |
| VEHICLES DRIVING IN THE FOREST | 6 | | 1 | 2 | 3 | 4 | 5 | Y |
| NONE OF THESE TYPES OF VISITORS | 0 | | | | | | | |

ASK Q.19c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.19b) (CODE 4 OR 5)

Q.19c) Why did the <INSERT TYPE OF VISITOR> decrease your enjoyment?
 IF MORE THAN THREE TYPES OF VISITOR DECREASED ENJOYMENT
 ASK FOR THREE THAT DECREASED ENJOYMENT MOST.
VISITOR TYPE (WRITE IN) REASON

i)

ii)

iii)

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.20a) And during your visit, did any of these other potential issues decrease your enjoyment?

Again please answer using the phrases on the card.

READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).

| TICK START | | DIDN'T REDUCE ENJOYMENT | DECREASED ENJOYMENT A LITTLE | DECREASED ENJOYMENT A LOT | DON'T KNOW |
|-------------------|--|--------------------------------|-------------------------------------|----------------------------------|-------------------|
| 1 | Noise from other users or motorised sports | 1 | 2 | 3 | Y |
| 2 | Litter or fly tipping | 1 | 2 | 3 | Y |
| 3 | Dogs and dog dirt | 1 | 2 | 3 | Y |
| 4 | Muddy tracks | 1 | 2 | 3 | Y |
| 5 | Vandalised, missing or damaged signposts | 1 | 2 | 3 | Y |
| 6 | Forestry operations such as felling | 1 | 2 | 3 | Y |

| | |
|--|--|
| ASK Q.20b) FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.20a) (CODE 2 AND 3) | |
|--|--|

Q.20b) Why did <INSERT ISSUE> decrease your enjoyment?

ASPECT (WRITE IN)

REASON

- | | | |
|------|--|--|
| i) | | |
| | | |
| ii) | | |
| | | |
| iii) | | |
| | | |

Q.20c) What else, if anything, decreased your enjoyment of <SITE NAME> during today's visit? IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

Q.21 Thinking about today's visit to <SITE NAME> and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?

.....

.....

PROBE What else?

.....

.....

Q.22 What do you like the most about <SITE NAME>?
 IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

.....

What else? PROBE

.....

**IF VISITOR LIVES WITHIN LOCAL AREA (CODE 1 AT Q.2a), SKIP TO Q.24
 OTHERS CONTINUE.**

(HL, WF & B) SHOW SCREEN – LOCAL AREA IS CIRCLED.

Q.23 How important was the presence of <SITE NAME> and its facilities in your decision

DAY TRIPPERS: to visit <LOCAL AREA> for a day out?
THOSE STAYING AWAY FROM HOME: to visit <LOCAL AREA> while on holiday?

SINGLE CODE

- | | |
|-----------------------------------|---|
| The only reason for coming | 1 |
| Very important | 2 |
| Quite important | 3 |
| Neither important nor unimportant | 4 |
| Not very important | 5 |
| Not important at all | 6 |
| Don't know | Y |

Q.24 **ASK ALL**
 How would rate the overall performance of <SITE NAME> as a place to visit?

READ OUT
**IF RESPONDENT SAYS "DON'T KNOW", PROBE FOR NEAREST
 PHRASE FROM SCALE**

- | | |
|-----------------------------|---|
| Excellent | 1 |
| Very Good | 2 |
| Good | 3 |
| Fair | 4 |
| Poor | 5 |
| (DO NOT READ OUT) | 7 |
| REFUSED/ DON'T KNOW/ CR/ NA | |

Q.25 How likely are you to visit <SITE NAME> again in the next few months?

READ OUT.

IF RESPONDENT SAYS “DON’T KNOW”, PROBE FOR NEAREST PHRASE FROM SCALE.

| | |
|-----------------------------|---|
| Definitely | 1 |
| Probably | 2 |
| Fairly likely | 3 |
| Probably not | 4 |
| Definitely not | 5 |
| (DO NOT READ OUT) | 7 |
| REFUSED/ DON’T KNOW/ CR/ NA | |

Q26(i) TO BE ASKED AT BEDGEBURY AND WYRE FOREST (B & WF). Q26 (ii) TO BE ASKED AT THETFORD FOREST (HL) ONLY

Q.26 (i) Would you recommend <SITE NAME> as a place to visit to a friend or relative?

READ OUT. SINGLE CODE

| | |
|-----------------------------|---|
| Definitely | 1 |
| Probably | 2 |
| Fairly likely | 3 |
| Probably not | 4 |
| Definitely not | 5 |
| (DO NOT READ OUT) | 7 |
| REFUSED/ DON’T KNOW/ CR/ NA | |

Q.26 (ii) **THETFORD FOREST (HL) ONLY**

How likely is it that you would recommend **Thetford Forest** as a place to visit to a friend or relative?

Please provide your answer to this question on a scale of 0 to 10 in which 0 means ‘not all likely’ and 10 means ‘extremely likely’. **SHOW SCREEN**

| | |
|-------------------|----|
| Not at all likely | 0 |
| | 1 |
| | 2 |
| | 3 |
| | 4 |
| Neutral | 5 |
| | 6 |
| | 7 |
| | 8 |
| | 9 |
| Extremely likely | 10 |

ASK ALL

Q.27

How would you rate **<SITE NAME>** as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead?

READ OUT. SINGLE CODE

IF RESPONDENT SAYS "DON'T KNOW", PROBE FOR NEAREST PHRASE FROM SCALE.

| | |
|-----------------------------|---|
| Much better | 1 |
| Slightly better | 2 |
| The same | 3 |
| Slightly worse | 4 |
| Much worse | 5 |
| (DO NOT READ OUT) | 7 |
| REFUSED/ DON'T KNOW/ CR/ NA | |

ASK ALL. SHOW MAP for LOCAL AREA – same as Q2.

Next I would like to ask you about your spending **TODAY** within <LOCAL AREA>

IF NOT STAYING AWAY FROM HOME (CODE 1 OR 2 AT Q1) DO NOT ASK Q.28a)

Q.28a) How much, if anything, did you **personally** spend on accommodation (including food and drink at the accommodation) **LAST NIGHT** within this area only?

OR

IF RESPONDENT HAS NOT YET SPENT A NIGHT AWAY FROM HOME

How much do you personally expect to spend on accommodation (including food and drink at the accommodation) **TONIGHT** within this area only? Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

Q.28 **ASK ALL, SHOW SCREEN ILLUSTRATING CATEGORIES**

(b-h)

Can you tell me how much you **PERSONALLY** have spent/will spend **TODAY** on each of the following categories within <LOCAL AREA>. That is the amount you have spent today already plus that which you will spend later today. Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

IF RESPONDENT IS UNABLE TO GIVE SPENDING ON EACH CATEGORY ASK FOR THEIR TOTAL SPENDING TODAY

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK.

IF NOTHING SPENT WITHIN AREA ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

| | | £ | | |
|----|---|---|--|--|
| | | | | |
| a) | Accommodation (incl. food & drink) | | | |
| b) | Food and drink (excluding at accommodation) | | | |
| c) | Admission fees (to attractions) | | | |
| d) | Shopping (non-routine, e.g. souvenirs) | | | |
| e) | Transport (including, petrol, taxis, public transport etc) | | | |
| f) | Equipment (e.g. hire of boat, horse-riding, CB ONLY: hire of bikes) | | | |
| g) | Other miscellaneous items | | | |
| h) | TOTAL | | | |

CLASSIFICATION INFORMATION

Name.....

Address.....

.....

Postcode

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | |
|--|--|--|--|--|--|--|

Place of residence.....

Telephone number.....

Occupation of chief income earner in household:

.....

Date of interview

| | |
|--|--|
| | |
|--|--|

Day

Month

| | | | |
|------|---|-----|---|
| July | 1 | Sep | 3 |
| Aug | 2 | Oct | 4 |

Sex: Male 1
Female 2

Age: **SHOW SCREEN WITH AGE GROUPS**

| | |
|---------|---|
| 16 – 24 | 1 |
| 25 - 34 | 2 |
| 35 - 44 | 3 |
| 45 - 54 | 4 |
| 55 - 64 | 5 |
| 65+ | 6 |

SEG:

| | |
|----|---|
| AB | 1 |
| C1 | 2 |
| C2 | 3 |
| DE | 4 |

Do you have any children aged 15 or under living in your household?

Yes 1
No 2

Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more?

Yes 1
No 2

IF YES:

Does this illness or disability (Do any of these illnesses or disabilities) limit your activities in any way?

Yes 1
No 2

Do you own or have access to a car?

Yes 1
No 2

How would you describe your cultural or ethnic background?

| | | |
|--|---|---|
| | <u>White</u> | |
| | English | 1 |
| | Welsh | 2 |
| | Scottish | 3 |
| | Other British | 4 |
| | Irish | 5 |
| | Any other White background (PLEASE SPECIFY) | 6 |
| | <u>Mixed</u> | |
| | White and Black Caribbean | 7 |
| | White and Black African | 8 |
| | White and Asian | 9 |
| | Any other Mixed background (PLEASE SPECIFY) | 0 |
| | <u>Asian or Asian British</u> | |
| | Indian | 1 |
| | Pakistani | 2 |
| | Bangladeshi | 3 |
| | Any other Asian background (PLEASE SPECIFY) | 3 |
| | <u>Black or Black British</u> | |
| | Caribbean | 4 |
| | African | 5 |
| | Any other Black background (PLEASE SPECIFY) | 6 |
| | <u>Chinese or other ethnic group</u> | |
| | Chinese | 7 |
| | Other ethnic background (PLEASE SPECIFY) | 8 |
| | | |

Can we contact you again to undertake further research on behalf of the Forestry Commission?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

IF YES ASK FOR E-MAIL ADDRESS IF AVAILABLE.

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Go Ape User Profile (2003 – 2008)

| Site | Base | Sex (%) | | Age (%) | | | | Socio-economic grouping (%) | |
|-----------------------|------------|-----------|-----------|-----------|-----------|-----------|----------|-----------------------------|-----------|
| | | Male | Female | 16-24 | 25-34 | 45-54 | 55+ | ABC1 | C2DE |
| Grizedale (2003) | 31 | 61 | 39 | 10 | 68 | 16 | 6 | 55 | 45 |
| Thetford (2004) | 77 | 51 | 49 | 14 | 60 | 22 | 4 | 71 | 29 |
| Delamere (2006) | 36 | 61 | 39 | 11 | 47 | 25 | 17 | 75 | 25 |
| Sherwood Pines (2006) | 57 | 42 | 58 | 25 | 58 | 14 | 4 | 72 | 28 |
| Thetford (2008) | 31 | 55 | 45 | 23 | 58 | 16 | 3 | 74 | 26 |
| Total | 232 | 52 | 48 | 17 | 58 | 19 | 6 | 70 | 30 |

| Site | Lifecycle base ⁵ | Lifecycle (%) | | |
|-----------------------|-----------------------------|--------------------|-----------|---------------|
| | | Young Independents | Families | Empty Nesters |
| Grizedale (2003) | 27 | 33 | 63 | 4 |
| Thetford (2004) | 73 | 23 | 62 | 15 |
| Delamere (2006) | 33 | 30 | 42 | 27 |
| Sherwood Pines (2006) | 53 | 34 | 58 | 8 |
| Thetford (2008) | 26 | 50 | 46 | 4 |
| Total | 212 | 32 | 56 | 12 |

⁵ Not all respondents fit into the lifecycle categories, therefore, base is lower than total base

Results obtained at other Forestry Commission sites

| | A | B | C | D | E | F |
|----|-------------------------|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 6 | AGE | | | | | |
| 7 | 16-24 | 3 | 8 | 5 | 1 | 12 |
| 8 | 25-34 | 17 | 35 | 19 | 13 | 19 |
| 9 | 35-44 | 32 | 29 | 36 | 19 | 21 |
| 10 | 45-54 | 14 | 12 | 18 | 17 | 15 |
| 11 | 55-64 | 17 | 10 | 15 | 26 | 23 |
| 12 | 65+ | 17 | 6 | 7 | 23 | 10 |
| 13 | | | | | | |
| 14 | LIFECYCLE | | | | | |
| 15 | Young Independent | 11 | 58 | 18 | 8 | 15 |
| 16 | Family | 50 | 20 | 38 | 23 | 33 |
| 17 | Empty Nester | 39 | 23 | 33 | 63 | 42 |
| 18 | | | | | | |
| 19 | SEG | | | | | |
| 20 | AB | | | 32 | 43 | 12 |
| 21 | C1 | | | 44 | 40 | 15 |
| 22 | C2 | | | 19 | 12 | 25 |
| 23 | DE | | | 6 | 5 | 48 |
| 24 | | | | | | |
| 25 | ORIGIN | | | | | |
| 26 | UK | 100 | 100 | 98 | 100 | 100 |
| 27 | Overseas | 0 | 0 | 2 | 0 | 0 |
| 28 | | | | | | |
| 29 | TRIP TYPE | | | | | |
| 30 | Short trip, <3 hours | 85 | 69 | 21 | 64 | 100 |

| | A | B | C | D | E | F |
|----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 31 | Day trip, 3+ hours | 11 | 23 | 16 | 25 | 0 |
| 32 | Holiday | 5 | 8 | 63 | 11 | 0 |
| 33 | | | | | | |
| 34 | FREQUENCY OF VISITS | | | | | |
| 35 | Every day | 16 | 24 | 1 | 1 | 40 |
| 36 | 1-6 times per week | 15 | 5 | 2 | 11 | 34 |
| 37 | 1-3 times per month | 20 | 10 | 10 | 29 | 8 |
| 38 | 1-6 times a year | 38 | 48 | 37 | 35 | 6 |
| 39 | Less often | 6 | 11 | 18 | 23 | 0 |
| 40 | First visit | 5 | 3 | 31 | 26 | 12 |
| 41 | | | | | | |
| 42 | FREQUENCY OF VISITS (repeat visitors) | | | | | |
| 43 | Every day | 17 | 24 | 2 | 1 | 46 |
| 44 | 1-6 times per week | 15 | 5 | 3 | 11 | 39 |
| 45 | 1-3 times per month | 21 | 10 | 14 | 29 | 9 |
| 46 | 1-6 times a year | 40 | 49 | 44 | 35 | 7 |
| 47 | Less often | 6 | 11 | 26 | 23 | - |
| 48 | | | | | | |
| 49 | LENGTH OF VISIT | | | | | |
| 50 | Average (mins) | 134 | 157 | 180 | 180 | 36 |
| 51 | | | | | | |
| 52 | ACTIVITIES | | | | | |
| 53 | Walking without dog | 47 | 20 | 61 | 60 | 37 |
| 54 | Walking with dog | 39 | 13 | 15 | 12 | 63 |

| | A | B | C | D | E | F |
|----|---|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 55 | Picnic/ BBQ | 22 | 4 | 18 | 20 | 0 |
| 56 | Cycling (any) | 15 | 69 | 27 | 0 | 14 |
| 57 | Bird watching | 5 | 3 | 10 | 12 | 2 |
| 58 | Nature/ natural history | 3 | 1 | 4 | 7 | 0 |
| 59 | Children's playground | 22 | 0 | 0 | 41 | 0 |
| 60 | Seeing something in woodland (e.g. sculpture) | 10 | 0 | 34 | 0 | 0 |
| 61 | Motor sports | 13 | 0 | 0 | 0 | 0 |
| 62 | Adventure playground | 0 | 0 | 0 | 0 | 0 |
| 63 | Driving on forest drive | 0 | 0 | 0 | 0 | 0 |
| 64 | Children's play activities | 0 | 0 | 0 | 0 | 0 |
| 65 | Photography | 0 | 0 | 15 | 24 | 0 |
| 66 | | | | | | |

| | A | B | C | D | E | F |
|----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 67 | IMPORTANCE SCORES | | | | | |
| 68 | A 'go ape' high rope course | | | 2.47 | | |
| 69 | A cafe | 3.12 | 3.96 | 3.53 | 3.78 | |
| 70 | A forest drive | | | | | |
| 71 | A plant centre | | | | 3.09 | |
| 72 | A shop | 2.83 | 3.48 | 3.03 | 3.12 | |
| 73 | Availability of cycle hire on-site | | | 2.46 | | |
| 74 | Availability of staff at the site (for example rangers) | 3.12 | 3.86 | 3.24 | 3.56 | 2.62 |
| 75 | Baby changing facilities | 2.56 | 2.37 | 2.67 | 2.69 | 1.71 |
| 76 | Barbeque facilities | | | | | 1.19 |
| 77 | Being able to enjoy scenery and views | 4.68 | 4.78 | 4.81 | 4.83 | 4.77 |
| 78 | Being able to enjoy the wildlife | 4.59 | 4.50 | 4.60 | 4.52 | 4.76 |
| 79 | Being able to get fit and healthy | | | 4.44 | | |
| 80 | Being able to learn about trees and the environment | | | | 4.33 | |
| 81 | Being able to spend time with family and friends | 4.48 | 4.21 | 4.51 | 4.41 | 4.02 |
| 82 | Benches/seats | | | | | 4.12 |
| 83 | Bike Wash | | | | | |
| 84 | Children's play equipment | 3.54 | 2.41 | 3.20 | 2.39 | 2.00 |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 85 | Choice of paths for walking | 4.34 | 3.55 | 4.31 | 4.35 | 4.30 |
| 86 | Choice of trails for cycling | | 4.42 | 3.00 | | |
| 87 | Choice of trails for other activities (e.g. horse riding) | 3.74 | | 3.00 | | 2.32 |
| 88 | Clean toilets | 4.01 | 4.68 | 4.41 | 4.74 | 2.36 |
| 89 | Clear signposting on footpaths | 3.99 | 4.28 | 4.34 | 4.18 | 2.73 |
| 90 | Enough car parking | 4.54 | 4.47 | 4.32 | 4.49 | 1.69 |
| 91 | Feeling happy to leave your car in the car park | 4.74 | 4.82 | 4.65 | 4.57 | 1.91 |
| 92 | Feeling safe in the forest | 4.64 | 4.24 | 4.37 | 4.47 | 4.77 |
| 93 | Information about the site's history and conservation | | | | | |
| 94 | Information panels about the place you are visiting | | | | 4.14 | |
| 95 | Leaflets and information about the place you are visiting | 3.62 | 3.80 | 3.98 | 4.00 | 2.72 |
| 96 | Leaflets and maps to help you find your way around | | | | | |
| 97 | Restaurant | | | | 3.68 | |
| 98 | Sculpture | | | 3.80 | | |
| 99 | Showers | | | | | |
| 100 | Solitude, peace and quiet | 3.89 | 4.23 | 3.34 | 4.21 | 4.75 |
| 101 | Undercover picnic area | | | | 3.42 | |
| 102 | Value for money of your whole trip or day out | 4.48 | 4.50 | 4.36 | 4.32 | 4.27 |
| 103 | Friendliness of staff | | | | | |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 104 | Information provided by staff | | | | | |
| 105 | Litter and dog waste bins | | | | | |
| 106 | Litter bins | | | | | |
| 107 | Dog waste bins | | | | | |
| 108 | Open grassy areas | | | | | |
| 109 | Picnic areas | | | | | |
| 110 | Printed information about the forest | | | | | |
| 111 | Red Kite Hide | | | | | |
| 112 | Viewing Ospreys | | | | | |
| 113 | Red Kite cameras | | | | | |
| 114 | Easy access/wheelchair friendly trails | | | | | |
| 115 | Availability of cycle shop | | | | | |
| 116 | Orienteering | | | | | |
| 117 | Availability of novice mountain bike trails | | | | | |
| 118 | Availability of highly technical bike trails | | | | | |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 119 | SATISFACTION SCORES | | | | | |
| 120 | Overall average | 4.42 | 4.54 | 4.32 | 4.34 | 3.59 |
| 121 | A 'go ape' high rope course | | | 4.41 | | |
| 122 | A cafe | 4.28 | 4.45 | 4.43 | 4.20 | |
| 123 | A forest drive | | | | | |
| 124 | A shop | 4.17 | 4.45 | 4.18 | 4.17 | |
| 125 | A plant centre | | | | 4.09 | |
| 126 | Availability of cycle hire on-site | | | 4.30 | | |
| 127 | Availability of staff at the site (for example rangers) | 3.89 | 4.49 | 3.82 | 4.13 | 2.05 |
| 128 | Baby changing facilities | 4.33 | 3.90 | 3.84 | 4.21 | |
| 129 | Barbeque facilities | | | | | 2.68 |
| 130 | Being able to enjoy scenery and views | 4.67 | 4.79 | 4.77 | 4.82 | 4.73 |
| 131 | Being able to enjoy the wildlife | 4.53 | 4.66 | 4.42 | 4.51 | 4.68 |
| 132 | Being able to get fit and healthy | | | 4.60 | | |
| 133 | Being able to learn about trees and the environment | | | | 4.34 | |
| 134 | Being able to spend time with family and friends | 4.76 | 4.63 | 4.76 | 4.66 | 4.41 |
| 135 | Benches/seats | | | | 3.00 | 3.68 |
| 136 | Bike Wash | | | | | |
| 137 | Children's play equipment | 4.62 | 3.81 | 2.99 | 3.45 | |
| 138 | Choice of paths for walking | 4.58 | 4.54 | 4.54 | 4.54 | 4.24 |
| 139 | Choice of trails for cycling | | | 4.49 | | |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 140 | Choice of trails for other activities (e.g. horse riding) | 4.41 | 4.73 | 3.00 | | 4.11 |
| 141 | Clean toilets | 4.41 | 4.65 | 4.22 | 4.53 | |
| 142 | Clear signposting on footpaths | 4.26 | 4.61 | 4.30 | 4.34 | 2.97 |
| 143 | Enough car parking | 4.45 | 4.74 | 4.32 | 4.77 | 2.43 |
| 144 | Feeling happy to leave your car in the car park | 4.42 | 4.65 | 4.41 | 4.75 | 2.00 |
| 145 | Feeling safe in the forest | 4.64 | 4.69 | 4.62 | | 4.36 |
| 146 | Friendliness of staff | | | | | |
| 147 | Information about the site's history and conservation | | | | | |
| 148 | Information panels about the place you are visiting | | | | 4.16 | |
| 149 | Information provided by staff | | | | | |
| 150 | Leaflets and maps to help you find your way around | | | | | |
| 151 | Litter and dog waste bins | | | | | |
| 152 | Litter bins | | | | | |
| 153 | Dog waste bins | | | | | |
| 154 | Leaflets and information about the place you are visiting | 4.06 | 4.73 | 4.07 | 4.19 | 2.38 |
| 155 | Open grassy areas | | | | | |
| 156 | Picnic areas | | | | | |
| 157 | Printed information about the forest | | | | | |
| 158 | Restaurant | | | | 3.98 | |
| 159 | Red Kite Hide | | | | | |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 160 | Sculpture | | | 4.30 | | |
| 161 | Solitude, peace and quiet | 4.51 | 4.71 | 4.55 | 4.46 | 4.66 |
| 162 | Showers | | | | | |
| 163 | Information about Ospreys | | | | | |
| 164 | Forest Lodges | | | | | |
| 165 | Red Kite cameras | | | | | |
| 166 | Easy access/wheelchair friendly trails | | | | | |
| 167 | Availability of cycle shop | | | | | |
| 168 | Orienteering | | | | | |
| 169 | Availability of novice mountain bike trails | | | | | |
| 170 | Availability of highly technical bike trails | | | | | |
| 171 | Undercover picnic area | | | | 4.12 | |
| 172 | Value for money of your whole trip or day out | 4.68 | 4.73 | 4.59 | 4.34 | 4.54 |
| 173 | | | | | | |
| 174 | | | | | | |
| 175 | OTHER VISITORS - SCORES | | | | | |
| 176 | Walkers | 0.41 | 0.20 | 0.24 | 0.12 | 0.36 |
| 177 | Children | 0.53 | 0.22 | 0.21 | 0.08 | 0.29 |
| 178 | Cyclists | 0.19 | 0.26 | 0.11 | -0.41 | 0.07 |
| 179 | Motorbikers | -0.68 | -0.59 | -0.50 | - | -1.62 |
| 180 | Horse riders | 0.33 | 0.08 | 0.23 | -0.03 | 0.18 |
| 181 | Vehicles driving in forest | 0.19 | -0.16 | -0.26 | - | -2.00 |

| | A | B | C | D | E | F |
|-----|-----------------------------|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 182 | Go Ape' high wire customers | | | | | |
| 183 | | | | | | |

| | A | B | C | D | E | F |
|-----|--|----------------|----------------|----------------------|----------------------|----------------------|
| 1 | Forest | Ringwood | Afan Argoed | Grizedale | Westonbirt | Whiston |
| 2 | District | New Forest | Wales | Cumbria | Gloucestershire | Merseyside |
| 3 | Fieldwork period | Feb - Mar 2003 | Feb - Mar 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 30 Oct 2003 | 25 Aug - 20 Sep 2003 |
| 4 | BASE | 176 | 153 | 336 | 321 | 52 |
| 5 | | % | % | % | % | % |
| 184 | DISTURBANCES - SCORES* | | | | | |
| 185 | Dogs and dog dirt | -0.41 | -0.30 | -0.30 | -0.25 | -0.30 |
| 186 | Noise from other users/ motorised sport | -0.20 | -0.24 | -0.25 | -0.15 | -1.00 |
| 187 | Litter or fly tipping | -0.46 | -0.25 | -0.26 | -0.16 | -0.30 |
| 188 | Vandalised/ missing signposting | -0.10 | -0.15 | -0.18 | -0.12 | -0.50 |
| 189 | Forest operations such as felling | -0.06 | -0.28 | -0.12 | -0.09 | 0.00 |
| 190 | Muddy tracks | -0.31 | -0.20 | -0.10 | -0.07 | -0.10 |
| 191 | | | | | | |
| 192 | EXPECTATIONS v REALITY | | | | | |
| 193 | Overall average | 0.57 | 0.67 | 0.65 | 0.70 | |
| 194 | | | | | | |
| 195 | % with season ticket/parking permit | | | | | |
| 196 | | | | | | |
| 197 | * Please note score indicate the difference between the highest mean of 3 and the mean score recorded in the survey. The greater the num | | | | | |

| | A | G | H | I | J | K |
|----|-------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 6 | AGE | | | | | |
| 7 | 16-24 | 6 | 9 | 5 | 1 | 6 |
| 8 | 25-34 | 13 | 20 | 20 | 17 | 16 |
| 9 | 35-44 | 32 | 38 | 33 | 53 | 33 |
| 10 | 45-54 | 18 | 16 | 18 | 11 | 21 |
| 11 | 55-64 | 14 | 8 | 12 | 10 | 14 |
| 12 | 65+ | 16 | 8 | 12 | 8 | 9 |
| 13 | | | | | | |
| 14 | LIFECYCLE | | | | | |
| 15 | Young Independent | 9 | 16 | 16 | 2 | 16 |
| 16 | Family | 40 | 54 | 40 | 77 | 44 |
| 17 | Empty Nester | 40 | 23 | 33 | 18 | 33 |
| 18 | | | | | | |
| 19 | SEG | | | | | |
| 20 | AB | 32 | 27 | 34 | 52 | 38 |
| 21 | C1 | 38 | 41 | 34 | 29 | 36 |
| 22 | C2 | 21 | 21 | 20 | 13 | 14 |
| 23 | DE | 9 | 11 | 12 | 7 | 12 |
| 24 | | | | | | |
| 25 | ORIGIN | | | | | |
| 26 | UK | 100 | 100 | | | |
| 27 | Overseas | 0 | <1 | | | |
| 28 | | | | | | |
| 29 | TRIP TYPE | | | | | |
| 30 | Short trip, <3 hours | 30 | 76 | 91 | 94 | 70 |

| | A | G | H | I | J | K |
|----|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 31 | Day trip, 3+ hours | 30 | 15 | 3 | 4 | 3 |
| 32 | Holiday | 40 | 9 | 5 | 2 | 25 |
| 33 | | | | | | |
| 34 | FREQUENCY OF VISITS | | | | | |
| 35 | Every day | 1 | 1 | 2 | 2 | 3 |
| 36 | 1-6 times per week | 5 | 6 | 22 | 10 | 8 |
| 37 | 1-3 times per month | 22 | 17 | 16 | 26 | 16 |
| 38 | 1-6 times a year | 27 | 35 | 32 | 39 | 36 |
| 39 | Less often | 13 | 10 | 3 | 3 | 15 |
| 40 | First visit | 30 | 31 | 25 | 20 | 22 |
| 41 | | | | | | |
| 42 | FREQUENCY OF VISITS (repeat visitors) | | | | | |
| 43 | Every day | - | 1 | 3 | 2 | 4 |
| 44 | 1-6 times per week | 7 | 8 | 30 | 12 | 10 |
| 45 | 1-3 times per month | 32 | 25 | 21 | 33 | 20 |
| 46 | 1-6 times a year | 39 | 50 | 42 | 49 | 47 |
| 47 | Less often | 19 | 14 | 4 | 4 | 19 |
| 48 | | | | | | |
| 49 | LENGTH OF VISIT | | | | | |
| 50 | Average (mins) | 187 | 204 | 141 | 147 | 199 |
| 51 | | | | | | |
| 52 | ACTIVITIES | | | | | |
| 53 | Walking without dog | 55 | 52 | 36 | 59 | 43 |
| 54 | Walking with dog | 20 | 12 | 17 | 16 | 11 |

| | A | G | H | I | J | K |
|----|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 55 | Picnic/ BBQ | 43 | 32 | 20 | 32 | 23 |
| 56 | Cycling (any) | 30 | 46 | 44 | 29 | 42 |
| 57 | Bird watching | 9 | 5 | 5 | 4 | 18 |
| 58 | Nature/ natural history | 6 | 4 | 5 | 1 | 6 |
| 59 | Children's playground | 2 | 24 | 8 | 39 | 1 |
| 60 | Seeing something in woodland (e.g.sculpture) | 0 | 10 | 6 | 21 | 28 |
| 61 | Motor sports | 0 | 0 | 0 | 0 | 0 |
| 62 | Adventure playground | 20 | 0 | 1 | 0 | 0 |
| 63 | Driving on forest drive | 46 | 0 | 0 | 0 | 0 |
| 64 | Children's play activities | 0 | 13 | 0 | 2 | 0 |
| 65 | Photography | 0 | 0 | 4 | 3 | 13 |
| 66 | | | | | | |

| | A | G | H | I | J | K |
|----|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 67 | IMPORTANCE SCORES | | | | | |
| 68 | A 'go ape' high rope course | | 2.82 | | | |
| 69 | A cafe | | 3.53 | 3.75 | 3.4 | 3.27 |
| 70 | A forest drive | 3.32 | 2.10 | | | |
| 71 | A plant centre | | | | | |
| 72 | A shop | 3.39 | 3.15 | 3.16 | 2.87 | 2.53 |
| 73 | Availability of cycle hire on-site | 2.86 | 2.44 | 2.1 | 2.41 | 1.75 |
| 74 | Availability of staff at the site (for example rangers) | 2.93 | 3.27 | 2.82 | 2.77 | 2.44 |
| 75 | Baby changing facilities | 2.93 | 2.08 | 2.29 | 2.61 | 1.78 |
| 76 | Barbeque facilities | | | | | |
| 77 | Being able to enjoy scenery and views | 4.15 | 4.14 | 4.12 | 3.97 | 4.24 |
| 78 | Being able to enjoy the wildlife | 3.74 | 3.93 | 3.92 | 3.76 | 3.92 |
| 79 | Being able to get fit and healthy | 3.52 | 3.68 | 3.96 | 3.56 | 3.51 |
| 80 | Being able to learn about trees and the environment | | | | | |
| 81 | Being able to spend time with family and friends | 3.92 | 4.23 | 3.88 | 4.07 | 3.94 |
| 82 | Benches/seats | | | | | |
| 83 | Bike Wash | | | | | |
| 84 | Children's play equipment | 3.65 | 3.17 | 2.82 | 3.72 | 2.2 |

| | A | G | H | I | J | K |
|-----|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 85 | Choice of paths for walking | 3.61 | 3.68 | 3.2 | 3.44 | 3.1 |
| 86 | Choice of trails for cycling | 3.78 | 3.26 | 3.26 | 2.91 | 2.68 |
| 87 | Choice of trails for other activities (e.g. horse riding) | 2.82 | 2.58 | 2.26 | 2.1 | 1.74 |
| 88 | Clean toilets | 3.85 | 4.34 | 4.27 | 4.11 | 4 |
| 89 | Clear signposting on footpaths | 3.73 | 3.89 | 3.73 | 3.66 | 3.44 |
| 90 | Enough car parking | 3.85 | 4.04 | 3.99 | 3.89 | 3.78 |
| 91 | Feeling happy to leave your car in the car park | 4.11 | 4.48 | 4.08 | 3.91 | 3.86 |
| 92 | Feeling safe in the forest | 3.78 | 4.32 | 3.92 | 4.01 | 3.68 |
| 93 | Information about the site's history and conservation | 3.28 | | | | |
| 94 | Information panels about the place you are visiting | | | | | |
| 95 | Leaflets and information about the place you are visiting | | 3.50 | | | |
| 96 | Leaflets and maps to help you find your way around | 3.39 | | 3.1 | 3.16 | 3.1 |
| 97 | Restaurant | | | | | |
| 98 | Sculpture | | | | | |
| 99 | Showers | | | | | |
| 100 | Solitude, peace and quiet | 4.03 | 3.65 | 3.54 | 3.32 | 3.52 |
| 101 | Undercover picnic area | | | | | |
| 102 | Value for money of your whole trip or day out | 3.75 | 4.15 | 3.75 | 3.95 | 3.45 |
| 103 | Friendliness of staff | | | 3.53 | 3.37 | 2.96 |

| | A | G | H | I | J | K |
|-----|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 104 | Information provided by staff | | | 3.18 | 3.15 | 2.73 |
| 105 | Litter and dog waste bins | | | 3.82 | 4 | 3.3 |
| 106 | Litter bins | | | | | |
| 107 | Dog waste bins | | | | | |
| 108 | Open grassy areas | | | 2.75 | 3.27 | 2.53 |
| 109 | Picnic areas | | | 3.22 | 3.51 | 2.93 |
| 110 | Printed information about the forest | | | 3.26 | 3.03 | 2.96 |
| 111 | Red Kite Hide | | | | | |
| 112 | Viewing Ospreys | | | | | |
| 113 | Red Kite cameras | | | | | |
| 114 | Easy access/wheelchair friendly trails | | | | | |
| 115 | Availability of cycle shop | | | | | |
| 116 | Orienteering | | | | | |
| 117 | Availability of novice mountain bike trails | | | | | |
| 118 | Availability of highly technical bike trails | | | | | |

| | A | G | H | I | J | K |
|-----|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 119 | SATISFACTION SCORES | | | | | |
| 120 | Overall average | 3.90 | 3.95 | 3.8 | 3.59 | 3.73 |
| 121 | A 'go ape' high rope course | | 4.36 | | | |
| 122 | A cafe | | 3.85 | 3.78 | 3.11 | 3.78 |
| 123 | A forest drive | 4.03 | 3.70 | | | |
| 124 | A shop | 3.78 | 3.71 | 3.42 | 3.58 | 3.34 |
| 125 | A plant centre | | | | | |
| 126 | Availability of cycle hire on-site | 3.76 | 3.81 | 3.79 | 3.71 | 3.86 |
| 127 | Availability of staff at the site (for example rangers) | 3.05 | 3.40 | 3.22 | 3.13 | 3.04 |
| 128 | Baby changing facilities | 3.50 | 3.81 | 3.79 | 2.9 | 3.86 |
| 129 | Barbeque facilities | | | | | |
| 130 | Being able to enjoy scenery and views | 4.31 | 4.15 | 4.22 | 3.95 | 4.15 |
| 131 | Being able to enjoy the wildlife | 3.89 | 3.89 | 3.96 | 3.7 | 3.81 |
| 132 | Being able to get fit and healthy | 4.11 | 4.06 | 4.31 | 3.86 | 4.05 |
| 133 | Being able to learn about trees and the environment | | | | | |
| 134 | Being able to spend time with family and friends | 4.26 | 4.32 | 4.2 | 4.16 | 4.14 |
| 135 | Benches/seats | | | | | |
| 136 | Bike Wash | | | | | |
| 137 | Children's play equipment | 4.04 | 4.05 | 3.84 | 3.93 | 3.84 |
| 138 | Choice of paths for walking | 3.89 | 4.00 | 3.9 | 3.78 | 3.78 |
| 139 | Choice of trails for cycling | 3.93 | 4.09 | 4.04 | 3.5 | 3.8 |

| | A | G | H | I | J | K |
|-----|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 140 | Choice of trails for other activities (e.g. horse riding) | 3.59 | 3.70 | 4 | 3.47 | 3.73 |
| 141 | Clean toilets | 3.82 | 3.94 | 3.9 | 3.02 | 3.65 |
| 142 | Clear signposting on footpaths | 3.89 | 3.69 | 3.46 | 3.72 | 3.55 |
| 143 | Enough car parking | 4.35 | 4.09 | 3.6 | 3.95 | 3.92 |
| 144 | Feeling happy to leave your car in the car park | 4.09 | 4.15 | 3.68 | 3.86 | 3.77 |
| 145 | Feeling safe in the forest | 4.20 | 4.16 | 3.92 | 3.86 | 3.91 |
| 146 | Friendliness of staff | 3.68 | | 3.64 | 3.58 | 3.74 |
| 147 | Information about the site's history and conservation | 3.42 | | | | |
| 148 | Information panels about the place you are visiting | | | | | |
| 149 | Information provided by staff | 3.67 | | 3.56 | 3.59 | 3.54 |
| 150 | Leaflets and maps to help you find your way around | 3.63 | | 3.36 | 3.42 | 3.39 |
| 151 | Litter and dog waste bins | | | 3.08 | 2.89 | 3.21 |
| 152 | Litter bins | | | | | |
| 153 | Dog waste bins | | | | | |
| 154 | Leaflets and information about the place you are visiting | | 3.71 | | | |
| 155 | Open grassy areas | | | 3.72 | 3.65 | 3.69 |
| 156 | Picnic areas | | | 3.73 | 3.52 | 3.72 |
| 157 | Printed information about the forest | | | 3.52 | 3.22 | 3.43 |
| 158 | Restaurant | | | | | |
| 159 | Red Kite Hide | | | | | |

| | A | G | H | I | J | K |
|-----|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 160 | Sculpture | | | | | |
| 161 | Solitude, peace and quiet | 4.25 | 3.93 | 3.91 | 3.52 | 3.84 |
| 162 | Showers | | | | | |
| 163 | Information about Ospreys | | | | | |
| 164 | Forest Lodges | | | | | |
| 165 | Red Kite cameras | | | | | |
| 166 | Easy access/wheelchair friendly trails | | | | | |
| 167 | Availability of cycle shop | | | | | |
| 168 | Orienteering | | | | | |
| 169 | Availability of novice mountain bike trails | | | | | |
| 170 | Availability of highly technical bike trails | | | | | |
| 171 | Undercover picnic area | | | | | |
| 172 | Value for money of your whole trip or day out | 4.02 | 4.09 | 4.38 | 4.35 | 4.13 |
| 173 | | | | | | |
| 174 | | | | | | |
| 175 | OTHER VISITORS - SCORES | | | | | |
| 176 | Walkers | 0.31 | 0.13 | 0.18 | 0.17 | 0.19 |
| 177 | Children | 0.24 | 0.16 | 0.13 | 0.29 | 0.17 |
| 178 | Cyclists | 0.26 | 0.11 | 0.09 | 0.06 | 0.07 |
| 179 | Motorbikers | -0.54 | -0.71 | -0.94 | -0.5 | -0.52 |
| 180 | Horse riders | 0.04 | 0.25 | 0.16 | 0.22 | 0.04 |
| 181 | Vehicles driving in forest | -0.15 | -0.20 | -0.54 | -0.53 | 0.00 |

| | A | G | H | I | J | K |
|-----|-----------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 182 | Go Ape' high wire customers | | | | | |
| 183 | | | | | | |

| | A | G | H | I | J | K |
|-----|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 | Forest | Dalby | Thetford | Cannock Chase | Alice Holt | Forest of Dean |
| 2 | District | N.Yorkshire | Suffolk | | | |
| 3 | Fieldwork period | 19 Jul - 29 Oct 2004 | 25 Aug - 30 Oct 2004 | 17 Jul - 29 Oct 2005 | 18 Jul - 29 Oct 2005 | 19 Jul - 29 Oct 2005 |
| 4 | BASE | 290 | 316 | 259 | 255 | 247 |
| 5 | | % | % | | | |
| 184 | DISTURBANCES - SCORES* | | | | | |
| 185 | Dogs and dog dirt | -0.27 | -0.29 | -0.37 | -0.47 | -0.47 |
| 186 | Noise from other users/ motorised sport | -0.17 | -0.14 | -0.15 | -0.08 | -0.08 |
| 187 | Litter or fly tipping | -0.17 | -0.24 | -0.3 | -0.2 | -0.2 |
| 188 | Vandalised/ missing signposting | -0.11 | -0.23 | -0.2 | -0.07 | -0.03 |
| 189 | Forest operations such as felling | -0.07 | -0.01 | -0.09 | -0.01 | -0.01 |
| 190 | Muddy tracks | -0.16 | -0.19 | -0.11 | -0.09 | -0.09 |
| 191 | | | | | | |
| 192 | EXPECTATIONS v REALITY | | | | | |
| 193 | Overall average | 1.02 | 0.85 | 0.94 | 0.77 | 0.63 |
| 194 | | | | | | |
| 195 | % with season ticket/parking permit | 20% | | 7% | 9% | 11% |
| 196 | | | | | | |
| 197 | * Please note score indicate the differeber, the more of a disturbance the aspect was. | | | | | |

| | A | L | M | N | O | P |
|----|-------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 6 | AGE | | | | | |
| 7 | 16-24 | 6 | 10 | 6 | 3 | 5 |
| 8 | 25-34 | 16 | 21 | 22 | 17 | 15 |
| 9 | 35-44 | 34 | 36 | 28 | 21 | 22 |
| 10 | 45-54 | 16 | 14 | 16 | 21 | 20 |
| 11 | 55-64 | 19 | 11 | 17 | 20 | 21 |
| 12 | 65+ | 10 | 8 | 11 | 18 | 18 |
| 13 | | | | | | |
| 14 | LIFECYCLE | | | | | |
| 15 | Young Independent | 16 | 17 | 14 | 15 | 7 |
| 16 | Family | 39 | 49 | 43 | 30 | 42 |
| 17 | Empty Nester | 38 | 27 | 37 | 49 | 48 |
| 18 | | | | | | |
| 19 | SEG | | | | | |
| 20 | AB | 28 | 28 | 34 | 37 | 32 |
| 21 | C1 | 44 | 36 | 28 | 33 | 32 |
| 22 | C2 | 13 | 19 | 18 | 21 | 17 |
| 23 | DE | 15 | 17 | 21 | 9 | 19 |
| 24 | | | | | | |
| 25 | ORIGIN | | | | | |
| 26 | UK | | | | | |
| 27 | Overseas | | | | | |
| 28 | | | | | | |
| 29 | TRIP TYPE | | | | | |
| 30 | Short trip, <3 hours | 96 | 91 | 89 | 44 | 75 |

| | A | L | M | N | O | P |
|----|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 31 | Day trip, 3+ hours | 1 | 1 | 2 | 9 | 8 |
| 32 | Holiday | 1 | 8 | 9 | 48 | 17 |
| 33 | | | | | | |
| 34 | FREQUENCY OF VISITS | | | | | |
| 35 | Every day | 2 | 2 | 1 | - | 1 |
| 36 | 1-6 times per week | 11 | 11 | 8 | 6 | 10 |
| 37 | 1-3 times per month | 26 | 17 | 22 | 14 | 19 |
| 38 | 1-6 times a year | 34 | 33 | 37 | 33 | 34 |
| 39 | Less often | 6 | 6 | 9 | 9 | 3 |
| 40 | First visit | 20 | 31 | 22 | 38 | 33 |
| 41 | | | | | | |
| 42 | FREQUENCY OF VISITS (repeat visitors) | | | | | |
| 43 | Every day | 2 | 3 | 1 | - | 1 |
| 44 | 1-6 times per week | 14 | 16 | 10 | 10 | 15 |
| 45 | 1-3 times per month | 33 | 24 | 28 | 23 | 29 |
| 46 | 1-6 times a year | 43 | 48 | 48 | 54 | 50 |
| 47 | Less often | 7 | 9 | 12 | 14 | 4 |
| 48 | | | | | | |
| 49 | LENGTH OF VISIT | | | | | |
| 50 | Average (mins) | 141 | 167 | 174 | 132 | 112 |
| 51 | | | | | | |
| 52 | ACTIVITIES | | | | | |
| 53 | Walking without dog | 37 | 49 | 46 | 48 | 57 |
| 54 | Walking with dog | 20 | 20 | 15 | 16 | 19 |

| | A | L | M | N | O | P |
|----|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 55 | Picnic/ BBQ | 11 | 27 | 26 | 12 | 12 |
| 56 | Cycling (any) | 36 | 77 | 71 | 25 | 7 |
| 57 | Bird watching | 8 | 7 | 5 | 26 | 8 |
| 58 | Nature/ natural history | 3 | 2 | 3 | 2 | 2 |
| 59 | Children's playground | | 11 | 7 | 2 | 7 |
| 60 | Seeing something in woodland (e.g.sculpture) | 3 | 5 | 3 | | |
| 61 | Motor sports | | 1 | | 1 | |
| 62 | Adventure playground | | | | | |
| 63 | Driving on forest drive | | | 5 | | |
| 64 | Children's play activities | | 11 | 7 | 2 | 7 |
| 65 | Photography | 7 | 9 | 3 | 6 | 4 |
| 66 | | | | | | |

| | A | L | M | N | O | P |
|----|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 67 | IMPORTANCE SCORES | | | | | |
| 68 | A 'go ape' high rope course | 2.53 | 2.7 | | | |
| 69 | A cafe | 3.52 | 3.37 | 2.99 | 3.66 | 3.62 |
| 70 | A forest drive | | | 2.64 | | |
| 71 | A plant centre | | | | | |
| 72 | A shop | 3.15 | 2.96 | 2.86 | 2.93 | 2.63 |
| 73 | Availability of cycle hire on-site | 2.38 | 2.68 | 2.43 | | 1.97 |
| 74 | Availability of staff at the site (for example rangers) | 3.06 | 3.27 | 3 | 3.19 | 2.99 |
| 75 | Baby changing facilities | 1.81 | 2.43 | 2.35 | 2.29 | 2.09 |
| 76 | Barbeque facilities | | | | | |
| 77 | Being able to enjoy scenery and views | 4.14 | 4.01 | 4.14 | 4.26 | 4 |
| 78 | Being able to enjoy the wildlife | 4 | 3.73 | 3.83 | 4.04 | 3.76 |
| 79 | Being able to get fit and healthy | 4.02 | 3.66 | 3.85 | 3.8 | 3.54 |
| 80 | Being able to learn about trees and the environment | | | | | |
| 81 | Being able to spend time with family and friends | 4.13 | 4.18 | 4.02 | 3.95 | 3.88 |
| 82 | Benches/seats | | | | | |
| 83 | Bike Wash | | | | 2.45 | |
| 84 | Children's play equipment | 2.13 | 3.26 | 3.09 | 2.9 | 3.27 |

| | A | L | M | N | O | P |
|-----|--|------------------------|------------------------|------------------------|------------------------|------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 85 | Choice of paths for walking | 3.69 | 3.58 | 3.5 | 3.66 | 3.44 |
| 86 | Choice of trails for cycling | 2.88 | 3.37 | 3.19 | 3.06 | 2.3 |
| 87 | Choice of trails for other activities (e.g. horse riding) | 2.68 | 2.94 | 2.64 | 2.96 | 2.3 |
| 88 | Clean toilets | 4.18 | 4.33 | 4.18 | 4.24 | 4.07 |
| 89 | Clear signposting on footpaths | 3.83 | 3.73 | 3.87 | 3.78 | 3.51 |
| 90 | Enough car parking | 3.87 | 4.06 | 4.09 | 3.97 | 3.87 |
| 91 | Feeling happy to leave your car in the car park | 4.12 | 4.29 | 4.24 | 4.04 | 4 |
| 92 | Feeling safe in the forest | 4.24 | 4.28 | 4.13 | 3.87 | 3.97 |
| 93 | Information about the site's history and conservation | | | | | |
| 94 | Information panels about the place you are visiting | | | | | |
| 95 | Leaflets and information about the place you are visiting | | | | | |
| 96 | Leaflets and maps to help you find your way around | 3.55 | 3.39 | 3.31 | 3.64 | 3.18 |
| 97 | Restaurant | | | | | |
| 98 | Sculpture | | | | | |
| 99 | Showers | | | | 2.32 | |
| 100 | Solitude, peace and quiet | 3.8 | 3.56 | 3.66 | 3.99 | 3.72 |
| 101 | Undercover picnic area | | | | | |
| 102 | Value for money of your whole trip or day out | 3.91 | 3.96 | 3.95 | 3.82 | 3.72 |
| 103 | Friendliness of staff | 3.8 | 3.76 | 3.67 | 3.8 | 3.59 |

| | A | L | M | N | O | P |
|-----|--|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 104 | Information provided by staff | 3.12 | 3.17 | 3.01 | 3.38 | 3.04 |
| 105 | Litter and dog waste bins | | | | | |
| 106 | Litter bins | 3.88 | 4.05 | 3.86 | 3.83 | 3.81 |
| 107 | Dog waste bins | 3.59 | 3.88 | 3.47 | 3.49 | 3.38 |
| 108 | Open grassy areas | 2.49 | 3.25 | 3.15 | | 2.69 |
| 109 | Picnic areas | 3.33 | 3.47 | 3.31 | 3.48 | 3.38 |
| 110 | Printed information about the forest | 3.56 | 3.21 | 3.18 | 3.54 | 3.12 |
| 111 | Red Kite Hide | | | | 3.61 | |
| 112 | Viewing Ospreys | | | | | |
| 113 | Red Kite cameras | | | | | |
| 114 | Easy access/wheelchair friendly trails | | | | | |
| 115 | Availability of cycle shop | | | | | |
| 116 | Orienteering | | | | | |
| 117 | Availability of novice mountain bike trails | | | | | |
| 118 | Availability of highly technical bike trails | | | | | |

| | A | L | M | N | O | P |
|-----|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 119 | SATISFACTION SCORES | | | | | |
| 120 | Overall average | 4.29 | 4.44 | 4.44 | 4.52 | 4.36 |
| 121 | A 'go ape' high rope course | 3.88 | 4.18 | | | |
| 122 | A cafe | 3.52 | 3.5 | 3.45 | 3.82 | 3.87 |
| 123 | A forest drive | | | 3.38 | | |
| 124 | A shop | 3.4 | 3.23 | 3.38 | 3.48 | 3.29 |
| 125 | A plant centre | | | | | |
| 126 | Availability of cycle hire on-site | | | | | |
| 127 | Availability of staff at the site (for example rangers) | 2.9 | 2.98 | 2.89 | 3.31 | 3.32 |
| 128 | Baby changing facilities | 3.12 | 3.39 | 3.14 | 4 | 3.38 |
| 129 | Barbeque facilities | | | | | |
| 130 | Being able to enjoy scenery and views | 3.99 | 4.01 | 4.06 | 4.25 | 4.15 |
| 131 | Being able to enjoy the wildlife | 3.85 | 3.72 | 3.92 | 4.14 | 3.9 |
| 132 | Being able to get fit and healthy | 4.11 | 3.99 | 4.08 | 4.12 | 3.84 |
| 133 | Being able to learn about trees and the environment | | | | | |
| 134 | Being able to spend time with family and friends | 4.02 | 4.11 | 4.19 | 4.06 | 4.06 |
| 135 | Benches/seats | | | | | |
| 136 | Bike Wash | | | | 3.74 | |
| 137 | Children's play equipment | 2.5 | 3.82 | 3.73 | 4.16 | 4 |
| 138 | Choice of paths for walking | 3.72 | 3.78 | 3.74 | 3.99 | 3.57 |
| 139 | Choice of trails for cycling | 3.55 | 3.75 | 3.86 | 4.06 | 3.4 |

| | A | L | M | N | O | P |
|-----|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 140 | Choice of trails for other activities (e.g. horse riding) | 3.38 | 3.53 | 3.61 | 3.79 | 3.43 |
| 141 | Clean toilets | 3.62 | 3.63 | 3.21 | 4.12 | 3.29 |
| 142 | Clear signposting on footpaths | 3.24 | 3.47 | 3.57 | 4.02 | 3.36 |
| 143 | Enough car parking | 3.08 | 4.02 | 4.2 | 3.94 | 3.97 |
| 144 | Feeling happy to leave your car in the car park | 3.76 | 3.93 | 3.92 | 4 | 3.78 |
| 145 | Feeling safe in the forest | 3.8 | 4.04 | 4.01 | 4.06 | 3.85 |
| 146 | Friendliness of staff | 3.58 | 3.62 | 3.71 | 3.89 | 3.74 |
| 147 | Information about the site's history and conservation | | | | | |
| 148 | Information panels about the place you are visiting | | | | | |
| 149 | Information provided by staff | 3.39 | 3.96 | 3.75 | | 2.4 |
| 150 | Leaflets and maps to help you find your way around | 3.18 | 3.17 | 3.28 | 3.86 | 3.36 |
| 151 | Litter and dog waste bins | | | | | |
| 152 | Litter bins | 2.55 | 2.71 | 2.14 | 3.31 | 2.78 |
| 153 | Dog waste bins | 1.97 | 2.56 | 1.84 | 3.23 | 2.21 |
| 154 | Leaflets and information about the place you are visiting | | | | | |
| 155 | Open grassy areas | 3.05 | 3.8 | 3.74 | | 3.38 |
| 156 | Picnic areas | 3.26 | 3.68 | 3.72 | 3.9 | 3.63 |
| 157 | Printed information about the forest | 3.29 | 3.3 | 3.34 | 3.65 | 3.38 |
| 158 | Restaurant | | | | | |
| 159 | Red Kite Hide | | | | 4.25 | |

| | A | L | M | N | O | P |
|-----|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 160 | Sculpture | | | | | |
| 161 | Solitude, peace and quiet | 3.62 | 3.89 | 3.84 | 3.88 | 3.94 |
| 162 | Showers | | | | 3.33 | |
| 163 | Information about Ospreys | | | | | |
| 164 | Forest Lodges | | | | | |
| 165 | Red Kite cameras | | | | | |
| 166 | Easy access/wheelchair friendly trails | | | | | |
| 167 | Availability of cycle shop | | | | | |
| 168 | Orienteering | | | | | |
| 169 | Availability of novice mountain bike trails | | | | | |
| 170 | Availability of highly technical bike trails | | | | | |
| 171 | Undercover picnic area | | | | | |
| 172 | Value for money of your whole trip or day out | 4.03 | 4.15 | 4.2 | 4.27 | 3.93 |
| 173 | | | | | | |
| 174 | | | | | | |
| 175 | OTHER VISITORS - SCORES | | | | | |
| 176 | Walkers | 0.22 | 0.18 | 0.06 | 0.2 | 0.22 |
| 177 | Children | 0.21 | 0.23 | 0.15 | 0.17 | 0.21 |
| 178 | Cyclists | 0.38 | 0.05 | 0.14 | 0.21 | 0.13 |
| 179 | Motorbikers | 0 | -0.89 | -0.38 | -0.61 | -0.67 |
| 180 | Horse riders | 0.08 | 0.1 | 0.06 | 0.1 | 0 |
| 181 | Vehicles driving in forest | -0.07 | -0.24 | -0.24 | -0.30 | -0.55 |

| | A | L | M | N | O | P |
|-----|-----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 182 | Go Ape' high wire customers | 0.42 | 0.28 | | | |
| 183 | | | | | | |

| | A | L | M | N | O | P |
|-----|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 1 | Forest | Delamere | Sherwood Pines | Hamsterley Forest | Nant Yr Arian | Garwnant |
| 2 | District | | | | | |
| 3 | Fieldwork period | 26 Jul - 28th Oct 2006 | 27 Jul - 28th Oct 2006 | 28 Jul - 28th Oct 2006 | 29 Jul - 28th Oct 2006 | 30 Jul - 28th Oct 2006 |
| 4 | BASE | 269 | 303 | 276 | 294 | 302 |
| 5 | | | | | | |
| 184 | DISTURBANCES - SCORES* | | | | | |
| 185 | Dogs and dog dirt | -0.54 | -0.35 | -0.38 | -0.37 | -0.37 |
| 186 | Noise from other users/ motorised sport | -0.07 | -0.14 | -0.14 | -0.22 | -0.13 |
| 187 | Litter or fly tipping | -0.33 | -0.23 | -0.26 | -0.19 | -0.24 |
| 188 | Vandalised/ missing signposting | -0.18 | -0.15 | -0.14 | -0.21 | -0.1 |
| 189 | Forest operations such as felling | -0.04 | -0.07 | -0.07 | -0.07 | -0.02 |
| 190 | Muddy tracks | -0.09 | -0.11 | -0.09 | -0.13 | -0.16 |
| 191 | | | | | | |
| 192 | EXPECTATIONS v REALITY | | | | | |
| 193 | Overall average | 1.13 | 0.84 | 0.61 | 1.08 | 0.73 |
| 194 | | | | | | |
| 195 | % with season ticket/parking permit | 9% | 6% | 8% | 3% | 5% |
| 196 | | | | | | |
| 197 | * Please note score indicate the difference | | | | | |

| | A | Q | R | S | T | U |
|----|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 6 | AGE | | | | | |
| 7 | 16-24 | 1 | 1 | 3 | 7 | 4 |
| 8 | 25-34 | 6 | 14 | 17 | 23 | 23 |
| 9 | 35-44 | 20 | 24 | 33 | 33 | 36 |
| 10 | 45-54 | 24 | 22 | 13 | 17 | 13 |
| 11 | 55-64 | 26 | 22 | 20 | 10 | 12 |
| 12 | 65+ | 23 | 18 | 15 | 10 | 13 |
| 13 | | | | | | |
| 14 | LIFECYCLE | | | | | |
| 15 | Young Independent | 4 | 7 | 5 | 22 | 12 |
| 16 | Family | 25 | 32 | 55 | 38 | 53 |
| 17 | Empty Nester | 64 | 53 | 38 | 27 | 28 |
| 18 | | | | | | |
| 19 | SEG | | | | | |
| 20 | AB | 30 | 41 | 33 | 37 | 30 |
| 21 | C1 | 40 | 30 | 28 | 40 | 34 |
| 22 | C2 | 16 | 18 | 23 | 13 | 18 |
| 23 | DE | 14 | 11 | 16 | 10 | 18 |
| 24 | | | | | | |
| 25 | ORIGIN | | | | | |
| 26 | UK | 100 | 100 | 100 | 100 | 100 |
| 27 | Overseas | 0 | 0 | 0 | 0 | 0 |
| 28 | | | | | | |
| 29 | TRIP TYPE | | | | | |
| 30 | Short trip, <3 hours | 77 | 35 | 88 | 36 | 85 |

| | A | Q | R | S | T | U |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 31 | Day trip, 3+ hours | 14 | 9 | 8 | 5 | 16 |
| 32 | Holiday | 8 | 56 | 3 | 60 | |
| 33 | | | | | | |
| 34 | FREQUENCY OF VISITS | | | | | |
| 35 | Every day | 1 | - | 3 | - | |
| 36 | 1-6 times per week | 5 | 5 | 15 | 5 | 9 |
| 37 | 1-3 times per month | 7 | 7 | 19 | 6 | 18 |
| 38 | 1-6 times a year | 35 | 48 | 38 | 32 | 39 |
| 39 | Less often | 8 | 9 | 3 | 10 | 9 |
| 40 | First visit | 43 | 31 | 22 | 46 | 24 |
| 41 | | | | | | |
| 42 | FREQUENCY OF VISITS (repeat visitors) | | | | | |
| 43 | Every day | 1 | - | 4 | - | 1 |
| 44 | 1-6 times per week | 9 | 7 | 23 | 10 | 13 |
| 45 | 1-3 times per month | 13 | 10 | 25 | 11 | 24 |
| 46 | 1-6 times a year | 62 | 70 | 49 | 60 | 51 |
| 47 | Less often | 14 | 13 | 4 | 20 | 22 |
| 48 | | | | | | |
| 49 | LENGTH OF VISIT | | | | | |
| 50 | Average (mins) | 94 | 131 | 131 | 183 | 188 |
| 51 | | | | | | |
| 52 | ACTIVITIES | | | | | |
| 53 | Walking without dog | 59 | 31 | 66 | 31 | 42 |
| 54 | Walking with dog | 23 | 22 | 22 | 12 | 13 |

| | A | Q | R | S | T | U |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 55 | Picnic/ BBQ | 11 | 9 | 27 | 14 | 15 |
| 56 | Cycling (any) | 8 | 6 | 9 | 52 | 42 |
| 57 | Bird watching | 37 | 22 | 18 | 6 | 2 |
| 58 | Nature/ natural history | 5 | 4 | 8 | 4 | 2 |
| 59 | Children's playground | | 6 | 23 | 2 | 1 |
| 60 | Seeing something in woodland (e.g.sculpture) | 6 | 1 | 8 | 2 | 3 |
| 61 | Motor sports | | 1 | | 1 | |
| 62 | Adventure playground | | | | | |
| 63 | Driving on forest drive | | 2 | | | |
| 64 | Children's play activities | | 6 | 23 | 2 | 1 |
| 65 | Photography | 13 | 11 | 8 | 14 | 2 |
| 66 | | | | | | |
| 67 | IMPORTANCE SCORES | | | | | |
| 68 | A 'go ape' high rope course | | | | | |
| 69 | A cafe | 2.98 | 3.24 | 3.35 | 3.62 | 3.3 |
| 70 | A forest drive | | 1.76 | 1.38 | | |
| 71 | A plant centre | | | | | |
| 72 | A shop | 2.47 | 2.82 | 2.54 | 3.15 | |
| 73 | Availability of cycle hire on-site | | | 1.87 | 2.64 | 2.17 |
| 74 | Availability of staff at the site (for example rangers) | 2.83 | 2.71 | 2.91 | 3.30 | 2.97 |
| 75 | Baby changing facilities | 1.75 | 1.57 | 2.14 | 2.50 | 2.23 |
| 76 | Barbeque facilities | | | | | |

| | A | Q | R | S | T | U |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 77 | Being able to enjoy scenery and views | 4.12 | 4.14 | 4.04 | 4.18 | 3.86 |
| 78 | Being able to enjoy the wildlife | 4.05 | 3.83 | 3.84 | 3.86 | 3.67 |
| 79 | Being able to get fit and healthy | 3.77 | 3.54 | 3.62 | 3.99 | 3.71 |
| 80 | Being able to learn about trees and the environment | | | | | |
| 81 | Being able to spend time with family and friends | 3.66 | 3.64 | 4.06 | 4.03 | 3.95 |
| 82 | Benches/seats | | | | | |
| 83 | Bike Wash | | | 1.31 | 2.80 | 1.88 |
| 84 | Children's play equipment | 2.11 | 2.17 | 3.69 | 3.04 | 2.82 |
| 85 | Choice of paths for walking | 3.63 | 3.65 | 3.56 | 3.36 | 3.25 |
| 86 | Choice of trails for cycling | 2.30 | 1.89 | 2.20 | 3.70 | 2.99 |
| 87 | Choice of trails for other activities (e.g. horse riding) | 2.03 | 1.95 | 2.04 | 2.87 | 2.21 |
| 88 | Clean toilets | 3.89 | 4.06 | 4.23 | 4.21 | 3.88 |
| 89 | Clear signposting on footpaths | 3.64 | 3.74 | 3.47 | 4.11 | 3.66 |
| 90 | Enough car parking | 3.64 | 3.83 | 3.91 | 4.12 | 3.89 |
| 91 | Feeling happy to leave your car in the car park | 3.97 | 3.88 | 4.08 | 4.34 | 4.00 |
| 92 | Feeling safe in the forest | 3.84 | 3.69 | 3.96 | 4.10 | 4.00 |
| 93 | Information about the site's history and conservation | | | | | |

| | A | Q | R | S | T | U |
|-----|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 94 | Information panels about the place you are visiting | | | | | |
| 95 | Leaflets and information about the place you are visiting | | | | | |
| 96 | Leaflets and maps to help you find your way around | 3.46 | 3.34 | 3.10 | 3.97 | |
| 97 | Restaurant | | | | | |
| 98 | Sculpture | | | | | |
| 99 | Showers | | 1.22 | 1.27 | 2.64 | 1.67 |
| 100 | Solitude, peace and quiet | 3.91 | 3.64 | 3.30 | 3.84 | 3.58 |
| 101 | Undercover picnic area | | | | | |
| 102 | Value for money of your whole trip or day out | 3.62 | 3.83 | 3.92 | 3.80 | 3.85 |
| 103 | Friendliness of staff | 3.55 | 3.40 | 3.53 | 3.94 | 3.40 |
| 104 | Information provided by staff | 2.98 | 2.99 | 2.89 | 3.51 | 2.92 |
| 105 | Litter and dog waste bins | | | | | |
| 106 | Litter bins | 3.50 | 3.39 | 3.92 | 3.97 | 3.48 |
| 107 | Dog waste bins | 3.22 | 2.67 | 3.54 | | 2.84 |
| 108 | Open grassy areas | 1.97 | 1.96 | 3.23 | | 2.44 |
| 109 | Picnic areas | 2.78 | 2.67 | 3.32 | 3.29 | 3.12 |
| 110 | Printed information about the forest | 3.31 | 3.13 | 2.95 | 3.60 | |
| 111 | Red Kite Hide | | | | | |
| 112 | Viewing Ospreys | | 2.99 | | | |
| 113 | Red Kite cameras | 3.08 | | | | |
| 114 | Easy access/wheelchair friendly trails | | | | 3.02 | 2.20 |
| 115 | Availability of cycle shop | | | | 3.15 | 2.42 |

| | A | Q | R | S | T | U |
|-----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 116 | Orienteering | | | | 2.25 | 1.69 |
| 117 | Availability of novice mountain bike trails | | | | 3.11 | 2.60 |
| 118 | Availability of highly technical bike trails | | | | 3.35 | |
| 119 | SATISFACTION SCORES | | | | | |
| 120 | Overall average | 4.26 | 4.48 | 4.46 | 4.49 | 4.36 |
| 121 | A 'go ape' high rope course | | | | | |
| 122 | A cafe | 3.39 | 3.98 | 3.31 | 3.83 | 3.33 |
| 123 | A forest drive | | | | | |
| 124 | A shop | 3.50 | 3.93 | 3.19 | 3.44 | |
| 125 | A plant centre | | | | | |
| 126 | Availability of cycle hire on-site | | | 3.54 | 3.85 | 3.52 |
| 127 | Availability of staff at the site (for example rangers) | 3.08 | 3.25 | 3.18 | 3.46 | 2.99 |
| 128 | Baby changing facilities | 3.81 | 3.94 | 3.47 | 3.71 | 3.27 |
| 129 | Barbeque facilities | | | | | |
| 130 | Being able to enjoy scenery and views | 3.89 | 4.33 | 4.14 | 4.31 | 3.79 |
| 131 | Being able to enjoy the wildlife | 3.86 | 3.99 | 3.96 | 4.06 | 3.55 |
| 132 | Being able to get fit and healthy | 3.93 | 4.05 | 3.92 | 4.25 | 3.61 |
| 133 | Being able to learn about trees and the environment | | | | | |
| 134 | Being able to spend time with family and friends | 4.00 | 4.11 | 4.07 | 4.19 | 3.89 |
| 135 | Benches/seats | | | | | |

| | A | Q | R | S | T | U |
|-----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 136 | Bike Wash | | | | 3.83 | 3.35 |
| 137 | Children's play equipment | 3.10 | 3.73 | 3.92 | 4.20 | 4.01 |
| 138 | Choice of paths for walking | 3.94 | 4.11 | 3.79 | 3.80 | 3.51 |
| 139 | Choice of trails for cycling | 3.64 | 3.67 | 3.53 | 4.07 | 3.61 |
| 140 | Choice of trails for other activities (e.g. horse riding) | 3.64 | 3.43 | 3.49 | 3.69 | 3.31 |
| 141 | Clean toilets | 4.23 | 4.14 | 3.79 | 4.06 | 3.60 |
| 142 | Clear signposting on footpaths | 3.94 | 3.89 | 4.07 | 3.88 | |
| 143 | Enough car parking | 4.30 | 3.94 | 3.78 | 3.94 | 3.43 |
| 144 | Feeling happy to leave your car in the car park | 3.87 | 4.01 | 3.98 | 4.16 | 3.77 |
| 145 | Feeling safe in the forest | 3.95 | 4.12 | 3.91 | 4.10 | 3.80 |
| 146 | Friendliness of staff | 3.69 | 3.85 | 3.73 | 3.96 | 3.41 |
| 147 | Information about the site's history and conservation | | | | | |
| 148 | Information panels about the place you are visiting | | | | | |
| 149 | Information provided by staff | 3.70 | 3.80 | 3.55 | 3.93 | 3.23 |
| 150 | Leaflets and maps to help you find your way around | 3.64 | 3.66 | 3.61 | 3.97 | |
| 151 | Litter and dog waste bins | | | | | |
| 152 | Litter bins | | 2.99 | 3.16 | 2.88 | 3.07 |
| 153 | Dog waste bins | | | 3.08 | | 3.06 |
| 154 | Leaflets and information about the place you are visiting | | | | | |
| 155 | Open grassy areas | 3.41 | | 3.81 | | 3.14 |

| | A | Q | R | S | T | U |
|-----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 156 | Picnic areas | 3.51 | 3.49 | 3.61 | 3.83 | 3.35 |
| 157 | Printed information about the forest | 3.69 | 3.50 | 3.49 | 3.80 | 3.22 |
| 158 | Restaurant | | | | | |
| 159 | Red Kite Hide | | | | | |
| 160 | Sculpture | | | | | |
| 161 | Solitude, peace and quiet | 3.92 | 4.03 | 3.80 | 4.06 | 3.51 |
| 162 | Showers | | 3.00 | 3.33 | 3.67 | 3.28 |
| 163 | Information about Ospreys | | 4.10 | | | |
| 164 | Forest Lodges | | | 3.33 | | |
| 165 | Red Kite cameras | 3.79 | | | | |
| 166 | Easy access/wheelchair friendly trails | | | | 3.80 | 3.32 |
| 167 | Availability of cycle shop | | | | 3.57 | 3.49 |
| 168 | Orienteering | | | | 3.85 | 3.21 |
| 169 | Availability of novice mountain bike trails | | | | 3.16 | 3.41 |
| 170 | Availability of highly technical bike trails | | | | 4.21 | |
| 171 | Undercover picnic area | | | | | |
| 172 | Value for money of your whole trip or day out | 4.01 | 4.16 | 4.03 | 4.22 | 3.56 |
| 173 | | | | | | |
| 174 | | | | | | |
| 175 | OTHER VISITORS - SCORES | | | | | |
| 176 | Walkers | 0.28 | 0.28 | 0.16 | 0.10 | 0.16 |
| 177 | Children | 0.18 | 0.17 | 0.16 | 0.20 | 0.19 |

| | A | Q | R | S | T | U |
|-----|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Forest | Fineshade Wood | Whinlatter | Rosliston | Coed y Brenin | Bedgebury |
| 2 | District | | | | | |
| 3 | Fieldwork period | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2007 | 28th Jul - 28th Oct 2008 |
| 4 | BASE | 296 | 348 | 301 | 372 | 238 |
| 5 | | | | | | |
| 178 | Cyclists | 0.00 | 0.03 | 0.02 | 0.34 | 0.17 |
| 179 | Motorbikers | 0.71 | 0.10 | 1.00 | 0.09 | |
| 180 | Horse riders | 0.07 | 0.14 | 0.00 | 0.00 | 0.31 |
| 181 | Vehicles driving in forest | 0.40 | 0.14 | 0.57 | 0.33 | 0.17 |
| 182 | Go Ape' high wire customers | | | | | |
| 183 | | | | | | |
| 184 | DISTURBANCES - SCORES* | | | | | |
| 185 | Dogs and dog dirt | -0.49 | -0.12 | -0.36 | -0.37 | -0.02 |
| 186 | Noise from other users/ motorised sport | -0.06 | -0.09 | -0.04 | -0.02 | |
| 187 | Litter or fly tipping | -0.28 | -0.13 | -0.16 | -0.24 | -0.02 |
| 188 | Vandalised/ missing signposting | -0.07 | -0.10 | -0.12 | -0.20 | -0.04 |
| 189 | Forest operations such as felling | -0.10 | -0.12 | 0.00 | -0.13 | 0.00 |
| 190 | Muddy tracks | -0.08 | -0.09 | -0.22 | -0.08 | -0.01 |
| 191 | | | | | | |
| 192 | EXPECTATIONS v REALITY | | | | | |
| 193 | Overall average | 1.00 | 0.89 | 1.04 | 1.20 | N/A |
| 194 | | | | | | |
| 195 | % with season ticket/parking permit | 2% | 5% | 10% | 4% | 24% |
| 196 | | | | | | |
| 197 | * Please note score indicate the difference | | | | | |

| | A | V | W | Z |
|----|-------------------------|-----------------------------|----------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 6 | AGE | | | |
| 7 | 16-24 | 2 | 11 | |
| 8 | 25-34 | 14 | 19 | |
| 9 | 35-44 | 41 | 38 | |
| 10 | 45-54 | 20 | 21 | |
| 11 | 55-64 | 12 | 7 | |
| 12 | 65+ | 11 | 5 | |
| 13 | | | | |
| 14 | LIFECYCLE | | | |
| 15 | Young Independent | 3 | 22 | |
| 16 | Family | 62 | 47 | |
| 17 | Empty Nester | 32 | 22 | |
| 18 | | | | |
| 19 | SEG | | | |
| 20 | AB | 43 | 33 | |
| 21 | C1 | 30 | 40 | |
| 22 | C2 | 14 | 18 | |
| 23 | DE | 13 | 9 | |
| 24 | | | | |
| 25 | ORIGIN | | | |
| 26 | UK | | 100 | |
| 27 | Overseas | | | |
| 28 | | | | |
| 29 | TRIP TYPE | | | |
| 30 | Short trip, <3 hours | 94 | 83 | |

| | A | V | W | Z |
|----|--|-----------------------------|----------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 31 | Day trip, 3+ hours | 4 | 10 | |
| 32 | Holiday | 2 | 6 | |
| 33 | | | | |
| 34 | FREQUENCY OF VISITS | | | |
| 35 | Every day | 2 | 1 | |
| 36 | 1-6 times per week | 23 | 3 | |
| 37 | 1-3 times per month | 27 | 9 | |
| 38 | 1-6 times a year | 39 | 47 | |
| 39 | Less often | 2 | 7 | |
| 40 | First visit | 8 | 35 | |
| 41 | | | | |
| 42 | FREQUENCY OF VISITS (repeat visitors) | | | |
| 43 | Every day | 2 | | |
| 44 | 1-6 times per week | 25 | 4 | |
| 45 | 1-3 times per month | 30 | 13 | |
| 46 | 1-6 times a year | 43 | 72 | |
| 47 | Less often | 2 | 11 | |
| 48 | | | | |
| 49 | LENGTH OF VISIT | | | |
| 50 | Average (mins) | 117 | 164 | |
| 51 | | | | |
| 52 | ACTIVITIES | | | |
| 53 | Walking without dog | 56 | 37 | |
| 54 | Walking with dog | 22 | 6 | |

| | A | V | W | Z |
|----|--|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 55 | Picnic/ BBQ | 11 | 16 | |
| 56 | Cycling (any) | 17 | 37 | |
| 57 | Bird watching | 3 | 3 | |
| 58 | Nature/ natural history | 2 | 1 | |
| 59 | Children's playground | 21 | 6 | |
| 60 | Seeing something in woodland (e.g. sculpture) | | | |
| 61 | Motor sports | | | |
| 62 | Adventure playground | | | |
| 63 | Driving on forest drive | | | |
| 64 | Children's play activities | | | |
| 65 | Photography | 2 | 3 | |
| 66 | | | | |
| 67 | IMPORTANCE SCORES | | | |
| 68 | A 'go ape' high rope course | | | |
| 69 | A cafe | 3.45 | 3.18 | |
| 70 | A forest drive | | 2.33 | |
| 71 | A plant centre | | | |
| 72 | A shop | 2.91 | 2.71 | |
| 73 | Availability of cycle hire on-site | | 2.63 | |
| 74 | Availability of staff at the site (for example rangers) | 2.83 | 3.15 | |
| 75 | Baby changing facilities | 2.70 | 1.93 | |
| 76 | Barbeque facilities | | | |

| | A | V | W | Z |
|----|--|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 77 | Being able to enjoy scenery and views | 4.05 | 3.89 | |
| 78 | Being able to enjoy the wildlife | 4.00 | 3.72 | |
| 79 | Being able to get fit and healthy | 3.91 | 3.71 | |
| 80 | Being able to learn about trees and the environment | | | |
| 81 | Being able to spend time with family and friends | 4.07 | 4.01 | |
| 82 | Benches/seats | | | |
| 83 | Bike Wash | | | |
| 84 | Children's play equipment | 3.58 | 2.95 | |
| 85 | Choice of paths for walking | 3.77 | 3.35 | |
| 86 | Choice of trails for cycling | 2.74 | 3.21 | |
| 87 | Choice of trails for other activities (e.g. horse riding) | 2.45 | 2.48 | |
| 88 | Clean toilets | 4.13 | 4.02 | |
| 89 | Clear signposting on footpaths | 3.77 | 3.87 | |
| 90 | Enough car parking | 3.82 | 3.90 | |
| 91 | Feeling happy to leave your car in the car park | 3.90 | 3.98 | |
| 92 | Feeling safe in the forest | 3.98 | 3.89 | |
| 93 | Information about the site's history and conservation | | | |

| | A | V | W | Z |
|-----|---|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 94 | Information panels about the place you are visiting | | | |
| 95 | Leaflets and information about the place you are visiting | | | |
| 96 | Leaflets and maps to help you find your way around | 3.33 | 3.53 | |
| 97 | Restaurant | | | |
| 98 | Sculpture | | | |
| 99 | Showers | | | |
| 100 | Solitude, peace and quiet | 3.77 | 3.55 | |
| 101 | Undercover picnic area | | | |
| 102 | Value for money of your whole trip or day out | 3.85 | 3.86 | |
| 103 | Friendliness of staff | 3.67 | 3.66 | |
| 104 | Information provided by staff | 2.90 | 3.13 | |
| 105 | Litter and dog waste bins | | | |
| 106 | Litter bins | 3.74 | 3.75 | |
| 107 | Dog waste bins | | 2.97 | |
| 108 | Open grassy areas | 2.39 | 3.22 | |
| 109 | Picnic areas | 3.32 | 3.40 | |
| 110 | Printed information about the forest | 3.16 | 3.12 | |
| 111 | Red Kite Hide | | | |
| 112 | Viewing Ospreys | | | |
| 113 | Red Kite cameras | | | |
| 114 | Easy access/wheelchair friendly trails | 2.95 | 2.41 | |
| 115 | Availability of cycle shop | | 2.57 | |

| | A | V | W | Z |
|-----|--|-----------------------------|----------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 116 | Orienteering | 1.97 | 2.03 | |
| 117 | Availability of novice mountain bike trails | | | |
| 118 | Availability of highly technical bike trails | | | |
| 119 | SATISFACTION SCORES | | | |
| 120 | Overall average | 4.34 | 4.20 | |
| 121 | A 'go ape' high rope course | | | |
| 122 | A cafe | 3.39 | 3.43 | |
| 123 | A forest drive | | 3.50 | |
| 124 | A shop | 3.21 | 3.19 | |
| 125 | A plant centre | | | |
| 126 | Availability of cycle hire on-site | | 3.71 | |
| 127 | Availability of staff at the site (for example rangers) | 2.70 | 3.32 | |
| 128 | Baby changing facilities | 3.12 | 3.50 | |
| 129 | Barbeque facilities | | | |
| 130 | Being able to enjoy scenery and views | 3.97 | 3.89 | |
| 131 | Being able to enjoy the wildlife | 3.85 | 3.58 | |
| 132 | Being able to get fit and healthy | 3.91 | 3.80 | |
| 133 | Being able to learn about trees and the environment | | | |
| 134 | Being able to spend time with family and friends | 3.97 | 4.03 | |
| 135 | Benches/seats | | | |

| | A | V | W | Z |
|-----|--|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 136 | Bike Wash | | | |
| 137 | Children's play equipment | 3.80 | 4.12 | |
| 138 | Choice of paths for walking | 3.71 | 3.70 | |
| 139 | Choice of trails for cycling | 3.45 | 3.90 | |
| 140 | Choice of trails for other activities (e.g. horse riding) | 3.34 | 3.53 | |
| 141 | Clean toilets | 3.31 | 3.60 | |
| 142 | Clear signposting on footpaths | 3.62 | 3.63 | |
| 143 | Enough car parking | 3.48 | 3.76 | |
| 144 | Feeling happy to leave your car in the car park | 3.66 | 3.86 | |
| 145 | Feeling safe in the forest | 3.77 | 3.94 | |
| 146 | Friendliness of staff | 3.31 | 3.61 | |
| 147 | Information about the site's history and conservation | | | |
| 148 | Information panels about the place you are visiting | | | |
| 149 | Information provided by staff | 3.28 | 3.66 | |
| 150 | Leaflets and maps to help you find your way around | 3.46 | 3.44 | |
| 151 | Litter and dog waste bins | | | |
| 152 | Litter bins | 2.55 | 3.31 | |
| 153 | Dog waste bins | | 3.51 | |
| 154 | Leaflets and information about the place you are visiting | | | |
| 155 | Open grassy areas | 2.85 | 3.78 | |

| | A | V | W | Z |
|-----|--|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 156 | Picnic areas | 3.42 | 3.63 | |
| 157 | Printed information about the forest | 3.39 | 3.46 | |
| 158 | Restaurant | | | |
| 159 | Red Kite Hide | | | |
| 160 | Sculpture | | | |
| 161 | Solitude, peace and quiet | 3.66 | 3.50 | |
| 162 | Showers | | | |
| 163 | Information about Ospreys | | | |
| 164 | Forest Lodges | | | |
| 165 | Red Kite cameras | | | |
| 166 | Easy access/wheelchair friendly trails | 3.38 | 3.54 | |
| 167 | Availability of cycle shop | | 3.67 | |
| 168 | Orienteering | 3.21 | 3.24 | |
| 169 | Availability of novice mountain bike trails | | | |
| 170 | Availability of highly technical bike trails | | | |
| 171 | Undercover picnic area | | | |
| 172 | Value for money of your whole trip or day out | 3.95 | 3.46 | |
| 173 | | | | |
| 174 | | | | |
| 175 | OTHER VISITORS - SCORES | | | |
| 176 | Walkers | 0.06 | 0.07 | |
| 177 | Children | 0.07 | 0.07 | |

| | A | V | W | Z |
|-----|--|-------------------------------------|------------------------------------|---|
| 1 | Forest | Wyre Forest | High Lodge, Thetford | |
| 2 | District | | | |
| 3 | Fieldwork period | 29th Jul - 31st Oct 2008 | 30th Jul - 2nd Nov 2008 | |
| 4 | BASE | 266 | 245 | |
| 5 | | | | |
| 178 | Cyclists | 0.02 | 0.08 | |
| 179 | Motorbikers | -1.00 | -1.00 | |
| 180 | Horse riders | 0.14 | 0.17 | |
| 181 | Vehicles driving in forest | -0.09 | -0.17 | |
| 182 | Go Ape' high wire customers | | | |
| 183 | | | | |
| 184 | DISTURBANCES - SCORES* | | | |
| 185 | Dogs and dog dirt | -0.38 | -0.02 | <i>Please note formatting inconsistent between some survey years on previous version, now corrected</i> |
| 186 | Noise from other users/ motorised sport | -0.04 | -0.02 | |
| 187 | Litter or fly tipping | -0.12 | -0.07 | |
| 188 | Vandalised/ missing signposting | -0.04 | -0.03 | |
| 189 | Forest operations such as felling | -0.02 | 0.00 | |
| 190 | Muddy tracks | -0.04 | -0.04 | |
| 191 | | | | |
| 192 | EXPECTATIONS v REALITY | | | |
| 193 | Overall average | N/A | N/A | |
| 194 | | | | |
| 195 | % with season ticket/parking permit | 11% | 4% | |
| 196 | | | | |
| 197 | * Please note score indicate the difference | | | |

Results obtained at Thetford Forest (2004 & 2008)

| Forest | Thetford | High Lodge, Thetford |
|----------------------------|---------------------------------|------------------------------------|
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| BASE | 316 | 245 |
| | % | |
| AGE | | |
| 16-24 | 9 | 11 |
| 25-34 | 20 | 19 |
| 35-44 | 38 | 38 |
| 45-54 | 16 | 21 |
| 55-64 | 8 | 7 |
| 65+ | 8 | 5 |
| | | |
| LIFECYCLE | | |
| Young Independent | 16 | 22 |
| Family | 54 | 47 |
| Empty Nester | 23 | 22 |
| | | |
| SEG | | |
| AB | 27 | 33 |
| C1 | 41 | 40 |
| C2 | 21 | 18 |
| DE | 11 | 9 |
| | | |
| ORIGIN | | |
| UK | 100 | 100 |
| Overseas | <1 | |
| | | |
| TRIP TYPE | | |
| Short trip, <3 hours | 76 | 83 |
| Day trip, 3+ hours | 15 | 10 |
| Holiday | 9 | 6 |
| | | |
| FREQUENCY OF VISITS | | |
| Every day | 1 | 1 |
| 1-6 times per week | 6 | 3 |
| 1-3 times per month | 17 | 9 |
| 1-6 times a year | 35 | 47 |
| Less often | 10 | 7 |
| First visit | 31 | 35 |
| | | |

| Forest | Thetford | High Lodge, Thetford |
|--|---------------------------------|------------------------------------|
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| BASE | 316 | 245 |
| FREQUENCY OF VISITS (repeat visitors) | | |
| Every day | 1 | |
| 1-6 times per week | 8 | 4 |
| 1-3 times per month | 25 | 13 |
| 1-6 times a year | 50 | 72 |
| Less often | 14 | 11 |
| | | |
| LENGTH OF VISIT | | |
| Average (mins) | 204 | 164 |
| | | |
| ACTIVITIES | | |
| Walking without dog | 52 | 37 |
| Walking with dog | 12 | 6 |
| Picnic/ BBQ | 32 | 16 |
| Cycling (any) | 46 | 37 |
| Bird watching | 5 | 3 |
| Nature/ natural history | 4 | 1 |
| Children's playground | 24 | 6 |
| Seeing something in woodland (e.g.sculpture) | 10 | |
| Motor sports | 0 | |
| Adventure playground | 0 | |
| Driving on forest drive | 0 | |
| Children's play activities | 13 | |
| Photography | 0 | 3 |

| | | |
|--|---------------------------------|------------------------------------|
| Forest | Thetford | High Lodge, Thetford |
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| | | |
| IMPORTANCE SCORES | | |
| A 'go ape' high rope course | 2.82 | |
| A cafe | 3.53 | 3.18 |
| A forest drive | 2.10 | 2.33 |
| A plant centre | | |
| A shop | 3.15 | 2.71 |
| Availability of cycle hire on-site | 2.44 | 2.63 |
| Availability of staff at the site (for example rangers) | 3.27 | 3.15 |
| Baby changing facilities | 2.08 | 1.93 |
| Barbeque facilities | | |
| Being able to enjoy scenery and views | 4.14 | 3.89 |
| Being able to enjoy the wildlife | 3.93 | 3.72 |
| Being able to get fit and healthy | 3.68 | 3.71 |
| Being able to learn about trees and the environment | | |
| Being able to spend time with family and friends | 4.23 | 4.01 |
| Benches/seats | | |
| Bike Wash | | |
| Children's play equipment | 3.17 | 2.95 |
| Choice of paths for walking | 3.68 | 3.35 |
| Choice of trails for cycling | 3.26 | 3.21 |
| Choice of trails for other activities (e.g. horse riding) | 2.58 | 2.48 |
| Clean toilets | 4.34 | 4.02 |
| Clear signposting on footpaths | 3.89 | 3.87 |
| Enough car parking | 4.04 | 3.90 |
| Feeling happy to leave your car in the car park | 4.48 | 3.98 |
| Feeling safe in the forest | 4.32 | 3.89 |

| | | |
|---|---------------------------------|------------------------------------|
| Forest | Thetford | High Lodge, Thetford |
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| Information about the site's history and conservation | | |
| Information panels about the place you are visiting | | |
| Leaflets and information about the place you are visiting | 3.50 | |
| Leaflets and maps to help you find your way around | | 3.53 |
| Restaurant | | |
| Sculpture | | |
| Showers | | |
| Solitude, peace and quiet | 3.65 | 3.55 |
| Undercover picnic area | | |
| Value for money of your whole trip or day out | 4.15 | 3.86 |
| Friendliness of staff | | 3.66 |
| Information provided by staff | | 3.13 |
| Litter and dog waste bins | | |
| Litter bins | | 3.75 |
| Dog waste bins | | 2.97 |
| Open grassy areas | | 3.22 |
| Picnic areas | | 3.40 |
| Printed information about the forest | | 3.12 |
| Red Kite Hide | | |
| Viewing Ospreys | | |
| Red Kite cameras | | |
| Easy access/wheelchair friendly trails | | 2.41 |
| Availability of cycle shop | | 2.57 |
| Orienteering | | 2.03 |
| Availability of novice mountain bike trails | | |
| Availability of highly technical bike trails | | |

| | | |
|--|---------------------------------|------------------------------------|
| Forest | Thetford | High Lodge, Thetford |
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| SATISFACTION SCORES | | |
| Overall average | 3.95 | 4.20 |
| A 'go ape' high rope course | 4.36 | |
| A cafe | 3.85 | 3.43 |
| A forest drive | 3.70 | 3.50 |
| A shop | 3.71 | 3.19 |
| A plant centre | | |
| Availability of cycle hire on-site | 3.81 | 3.71 |
| Availability of staff at the site (for example rangers) | 3.40 | 3.32 |
| Baby changing facilities | 3.81 | 3.50 |
| Barbeque facilities | | |
| Being able to enjoy scenery and views | 4.15 | 3.89 |
| Being able to enjoy the wildlife | 3.89 | 3.58 |
| Being able to get fit and healthy | 4.06 | 3.80 |
| Being able to learn about trees and the environment | | |
| Being able to spend time with family and friends | 4.32 | 4.03 |
| Benches/seats | | |
| Bike Wash | | |
| Children's play equipment | 4.05 | 4.12 |
| Choice of paths for walking | 4.00 | 3.70 |
| Choice of trails for cycling | 4.09 | 3.90 |
| Choice of trails for other activities (e.g. horse riding) | 3.70 | 3.53 |
| Clean toilets | 3.94 | 3.60 |
| Clear signposting on footpaths | 3.69 | 3.63 |
| Enough car parking | 4.09 | 3.76 |
| Feeling happy to leave your car in the car park | 4.15 | 3.86 |
| Feeling safe in the forest | 4.16 | 3.94 |
| Friendliness of staff | | 3.61 |
| Information about the site's history and conservation | | |
| Information panels about the place you are visiting | | |
| Information provided by staff | | 3.66 |
| Leaflets and maps to help you find your way around | | 3.44 |
| Litter and dog waste bins | | |
| Litter bins | | 3.31 |
| Dog waste bins | | 3.51 |

| Forest | Thetford | High Lodge, Thetford |
|---|---------------------------------|------------------------------------|
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| Leaflets and information about the place you are visiting | 3.71 | |
| Open grassy areas | | 3.78 |
| Picnic areas | | 3.63 |
| Printed information about the forest | | 3.46 |
| Restaurant | | |
| Red Kite Hide | | |
| Sculpture | | |
| Solitude, peace and quiet | 3.93 | 3.50 |
| Showers | | |
| Information about Ospreys | | |
| Forest Lodges | | |
| Red Kite cameras | | |
| Easy access/wheelchair friendly trails | | 3.54 |
| Availability of cycle shop | | 3.67 |
| Orienteering | | 3.24 |
| Availability of novice mountain bike trails | | |
| Availability of highly technical bike trails | | |
| Undercover picnic area | | |
| Value for money of your whole trip or day out | 4.09 | 3.46 |
| | | |
| | | |
| OTHER VISITORS - SCORES | | |
| Walkers | 0.13 | 0.07 |
| Children | 0.16 | 0.07 |
| Cyclists | 0.11 | 0.08 |
| Motorbikers | -0.71 | -1.00 |
| Horse riders | 0.25 | 0.17 |
| Vehicles driving in forest | -0.20 | -0.17 |
| Go Ape' high wire customers | | |
| | | |
| DISTURBANCES - SCORES* | | |
| Dogs and dog dirt | -0.29 | -0.02 |
| Noise from other users/ motorised sport | -0.14 | -0.02 |
| Litter or fly tipping | -0.24 | -0.07 |
| Vandalised/ missing signposting | -0.23 | -0.03 |
| Forest operations such as felling | -0.01 | 0.00 |
| Muddy tracks | -0.19 | -0.04 |
| | | |

| | | |
|-------------------------------------|---------------------------------|------------------------------------|
| Forest | Thetford | High Lodge, Thetford |
| District | Suffolk | |
| Fieldwork period | 25 Aug - 30 Oct 2004 | 30th Jul - 2nd Nov 2008 |
| EXPECTATIONS v REALITY | | |
| Overall average | 0.85 | N/A |
| | | |
| % with season ticket/parking permit | | 4% |

Responses to open-ended questions

Reasons for visiting

Saw the leaflet.
 Wanted to walk in the forest, the roads are good.
 Cheaper car parking.
 We wanted to see what it was like.
 My son was visiting.
 My friend was coming.
 Nearest place.
 A good family day out.
 Invited here for nephew's birthday.
 A friend visiting thought we'd come for a ride.
 The weather and friends, fitness, my kids away.
 Car show.
 Car show.
 The car show and picnic area.
 Nice weather for September.
 To be with family.
 The car show and the weather.
 Car show.
 Locality.
 Car show.
 A school trip.
 The locality.
 No other forests around.
 Dog walking.
 A regular thing and had decided to go anyway.
 History of area.
 Recommendation from friends.
 Camping in the area, came to do walking as the weather was good.
 The weather.
 The weather was good.
 It was a surprise trip for me.
 It was within reasonable driving distance and interested what it was like.
 The weather it is the weekend.
 Place for all ages.
 Reasonably local.
 A previous experience - to go ape at another forest.
 Other people telling us about it.
 The weather and cost.
 Friends visiting and somewhere different to come.
 Cycle tracks.
 The fact we've been before and had a great time.
 The go ape was pre booked.
 A day off work.
 Go ape course something to do with family in holidays.
 Go ape course.
 Peaceful and away from traffic etc.
 Go Ape.
 Only place available for trial biking.
 Good weather.
 Near to where we are staying for weekend.
 Go Ape.
 Interested in the trees.
 Just wanted something different, went on go ape.
 We were going to go bike riding.
 Heard good things about it.
 New unicycle - test drive.
 The outside space, it's safe because of no cars.

Local facilities.
 New to the area.
 Bike trails, toilet and cafe.
 Visit to the cycle shop.
 Go Ape.
 A chance for the family to be together and happy for a reasonable cost.
 We got invited to a birthday barbeque.
 We've been before and enjoyed grandson stayed with us and brought him.
 The nearest forest off road.
 My friend suggested a day in the forest.
 Something to do and saw a sign, like trees.
 To have fun and relax.
 My other half.
 We were passing, lets pull in.
 Just to go cycling.
 To try and overcome fear of heights on Go Ape. I thought I'd booked but I hadn't.
 A change to spend time with friends and to Go Ape.
 Just to do the Go Ape.
 Wanted something active in Suffolk and heard the Go Ape was good.
 The last time we came 2 weeks ago we enjoyed it and wanted to try different cycle routes.
 Go Ape voucher for son.
 Good weather, Bank Holiday.
 Family picnic.
 I wanted to do the Go Ape.
 Football BBQ.
 We wanted to go mountain biking, somewhere we had not been for a while.
 We had a football BBQ arranged.
 Cycling.
 Bank Holiday weekend through I'd cycle.
 Time off work and a place to bring my son.
 Looking for a lunch time stop over in nice setting.
 Go Ape completely.
 Wanted to do the Go Ape.
 General layout, day out, free run.
 Taking the grandson out.
 Tea room and something for the children.
 The weather.
 To cycle - the safe routes.
 The weather.
 The weather.
 The weather.
 Weather.
 The remoteness of the place.
 Weather - the children.
 We just it here.
 The cycling, no cycle wash here.
 Weather, husband on holiday, fun day out.
 Day off - nice day.
 Weather.
 Weather.
 Weather.
 Good weather.
 Fun.
 The bike trails.
 Reasonable, local, good place to go.
 Amuse the grandchildren.
 Taking grandchildren out.
 Just enjoyment.
 The children's play area, value for money.
 Kind of in area.
 A nice place to come to.

Wanted to experience.
 Fairly local and parking, bike rides.
 The weather.
 Price good value for family.
 Its a place to bring the family.
 Been before and its nice weather.
 The off-road cycle trails.
 A spur of the moment thing, nothing better to do, come for a nice walk.
 It's an all day activity, there are toilets and refreshments.
 It was near to where I was staying and just have 1 day.
 My son's birthday.
 Because was needing a forest as I live in the city.
 Basically recommendations.
 Saw it on the map so stopped as we passed through.
 It was bank holiday, and we're off, my husband drives past here for work, so mentioned it.
 We were just passing through and other half said she'd been before so we stopped.
 We just enjoy mountain biking and its good place for it.
 Because its good exercise, nice quiet place to relax that's well kept.
 Bank holiday, we like mountain biking.
 Regularly visits with friends for horse riding.
 Good area for mountain biking.
 Bird watching.
 Good place to take the kids although too dependant on the weather.
 Going with group of friends.
 Were looking for things to do in the area.
 Go Ape course.
 Pleasant weather. Dogs need walk.
 Cycle paths and information online.
 My family said it was a good day out.
 It was a Christmas gift from last Christmas for my cousin to do the Go Ape.
 We always come to visit whenever we visit friends in Norfolk. It is one of the things we look forward to.
 Our experience yesterday for the first time which was very positive.
 I fancied a day out walking.
 We wanted to go out and get fresh air and exercise and fun doing it.
 A good way to get the kids out of the house. Have some fresh air and the kids enjoy it.
 I was meeting family.
 To have fun with the children. Nice day. Value for money.
 Thought we would come for a walk in the forest and let the kids have a play.
 A bit of exercise, brought a mate who hadn't been before to show the trails and get muddy.
 I said lets go to the woods.
 We came for the grandchild so that he could be entertained.
 We have never been before curiosity.
 Price. Not too expensive.
 On route home.
 En route.
 Good variety of cycles for hire.
 Was not suitable for beach so came here.
 Convenient for home.
 Having fun. Getting away from masses.
 Good value. Always clean and tidy. Safe for children.
 Camping in area enabled to come here.
 Grandchildren staying with us so somewhere to take them.
 The weather.
 The forest generally.
 Came for the Go Ape course.
 2 boys.
 Its location, cycling and facilities, good cafe.
 Getting away from cars.
 Playing on play area.
 My son wanted to come.

A fun day out and meeting up with friends.
 My aunt and uncles golden wedding.
 To meet with friends.
 Family day out.
 To go on Go Ape.
 To enjoy the outside.
 The cycle hire.
 Looking for a place to canoe but like it here.
 Needed the exercise.
 The weather.
 Fancied coming for a barbeque.

Improvements

At weekends reduce car parking fees.
 More signs.
 Price of car parking.
 More demanding bike trails, cost of parking.
 I don't think you can, everything is great here.
 To have the barbeque areas numbered, we had number 6 and had no idea where it was.
 Get the ticket machine working.
 The queues.
 Clear info on horse riding tracks and where to park with horse.
 The shop bigger, more things to buy, cycle hire cheaper.
 Less expensive car park, have 2 hours for £2, a gradual increase, a pound an hour.
 An increase in the products in the shop.
 Cheaper car parking.
 Can't think of anything.
 Reduce car parking charge.
 Install a hosepipe.
 Separate areas for cyclists.
 More educational things/facilities.
 Later opening hours.
 Better weather.
 Nothing - all well laid out.
 More bike tracks.
 No, it's here for what it's here for.
 Better signage to the children's play area.
 The wildlife areas as I didn't see any.
 Reduce parking fee.
 The eating facilities could use a bar type thing for couples without children.
 Nothing very good.
 The sign on entrance gives a false impression of what it costs to park. It misleads you - it says £2.00 so you think for the whole time, when it is not.
 Can't think of anything really enjoyed.
 Cheaper parking.
 Toilets cleaned earlier in day.
 Toilets and litter emptied earlier - left hand entrance barrier didn't work until staff member raised it manually.
 Litter cleaned up earlier.
 More car park price boards.
 Toilets cleaned earlier.
 Clean up litter earlier - more cycle trails needed to have more choice.
 Bigger stock of ice cream - sunshades at picnic tables.
 Cleaning up litter earlier - more choice of soft drinks and ice creams.
 6 for car park seems a bit steep.
 Sunshades on picnic benches outside cafe especially in hot sunny weather.
 Basic tree labelling. Suitable for the public in general.
 Sign by entrance barrier to be clearer as to charges.
 Reduce the sand pits.
 Shop and cafe slightly longer opening hours.

Longer opening hours for shop and cafe during summer months.
 More items in the play park.
 Haven't seen enough to say.
 Speed control - speed bumps are difficult for motor cycles and cars with low ground clearance. Alligator track came back up too quickly an exit.
 Keep increasing the children's area.
 One or two more benches.
 Reduce the car parking charge.
 Have people clean toilets more often, I hate dirty toilets.
 Car park charges.
 Get a visitors centre.
 The sun could shine a bit more.
 Have a jet wash to wash the bikes down because the tyres are muddy and have to place to wash down.
 If you do go ape and hire anything then not pay parking, if own equipment brought then pay parking. 80M bikes then parking is expensive.
 Maybe allowing the general public to see more animals an area to feed deer fenced in.
 No nothing apart from the car parking price.
 Nothing springs to mind.
 It's pretty good how it is.
 The shops need to be kept open a bit later as they shut at 5pm.
 Maybe a better breakdown on car parking hours and prices.
 Better disabled paths to get from one end to the other, a dedicated disabled trail.
 Reduce car parking fee.
 Reduce car parking fees.
 Reduce car parking charge.
 A sign on the tall post explaining what it is this mono lift as we call it by the pay facilities. Kids ask what it is but nothing around to explain it.
 The car parking price, we would have stopped longer had to rush lunch.
 Can't think, all we want is here.
 More free maps about the lengths of tracks. More interactive trails, trees labelled.
 Suggest recycling bins.
 Happy with it.
 Some extra alternative cycle trails.
 Different cycle routes.
 Longer opening hours for cafe.
 A campsite - review the car park fees.
 Not a lot, such a lovely natural setting tastefully done.
 Conditions of toilet.
 Bike wash.
 Another coloured track, current ways - rides that are open.
 More flexible parking tariff - needs more thought.
 Nothing.
 Friendliness of staff, flexibility to access bikes.
 More swings and things for adults.
 The ticket machine.
 There is more equipment - fine as is.
 A bigger shop.
 Can't think.
 Different bike trails.
 Good as is.
 Exit crocodile to be lowered.
 Car parking price, steep price for time spent.
 Car parking cheaper.
 More play areas.
 More children's activities provided.
 Free maps.
 The new parking system, it was free before hand.
 More pay stations.
 More pay stations, ensure toilet paper in toilets.
 More picnic areas further out as not so much further out when you walk.

I'd come here when its not busy.
 The car parking needs to be bigger and more organised.
 Have more info, more benches to picnic.
 Its all very nice.
 Better cafe facilities, its really expensive.
 Definitely to have some more trails, more red and blank ones, rather than easy ones.
 Fine as it is.
 Better behaved children. Probably better out of season.
 More indoor activities.
 Cheaper cafe.
 More places to shelter from the rain.
 Fix broken signs. Extend children play equipment. Fireman's pole for fire engine.
 Trails cleaned up.
 More forest products in shop.
 Barbeque sites for summer.
 Apart from the toilets. Keep the cafe open till Go Ape closes.
 A bike wash is needed please.
 The service in the cafe.
 Make it bigger, bigger would be good.
 More things to play on with the kids you can never have too much.
 Cant think of anything.
 Reduce parking charge, having more available barbecues.
 Cafe and shop should be open all year.
 A covered picnic area for inclined? Weather - just a roofed area.
 No mobile phone access in case of accident when in forest. Can't contact people to report accident or fires etc.
 Wider choice of goods in cafe and shop. Drinks cabin? Away from main area.
 Have some picnic tables under cover when showers etc.
 Reducing car park charge as together with bike hire comes expensive.
 Some picnic tables in a covered area for poor weather.
 Sandpit for children's play area, opportunities to make dens for children.
 The prices.
 As before.
 More trails for cyclists.
 More staff, better bins, water jets or showers for cyclists.
 Get more pay machines.
 More facilities for tickets.
 The cycle hire is expensive decrease that, the old system for the car park was better.
 Decrease cost of parking.
 It is very good.
 Need a safe area for portable barbeque.

Likes

Peace and quiet.
 The countryside, seeing wild flowers and wild life.
 The activities.
 Scenery.
 Being able to walk in countryside.
 Nice estate.
 It was a weekend.
 The scenery/facilities.
 The facilities.
 The trees.
 The whole atmosphere.
 Its the closest place to bike from where I live.
 The outside, most people friendly.
 Its a nice place, general facilities.
 Everything.
 Plenty of seating area, facilities clean, plenty of facilities for disabled.
 Its nice scenery and forestry.

The good fun of it.
 The nature.
 The cars.
 The children's play equipment.
 The trees.
 The range of activities, that's all.
 Accessibility.
 Cycle trails.
 The cycling.
 Long walks for dog.
 Good place for walking, wildlife and photography.
 Woodland birds.
 The size of the forest, lots of facilities.
 Ease of use.
 The option of staying around here where its noisy and one going off where its more quiet.
 The bike trails. I like it in the forest. Scenery is good.
 The walking, fresh air, the children enjoy it.
 The good weather.
 The general forest cycle paths.
 The weather was good - nice walks - interesting things in the forest.
 All the kids climbing things.
 Out with and to be with family - chance for kids to play.
 The cafe.
 It is a nice pleasant place - we'd come again.
 The weather getting out into spaces something for the children.
 Peace and tranquillity and exercise.
 The cycle trails.
 The bike riding has been brilliant.
 The activities.
 The walking and peacefulness.
 Variety of things to do - good facilities.
 Open a room for a lot of people. Quite a lot to do.
 Open spaces - feeling of tranquillity and being on holiday.
 Peaceful.
 Go Ape.
 Can use the cycle trails - only place available.
 Felt secure - getting out in the wilds whilst cycling.
 The cycle trails.
 Space a good play area.
 Good scenery - walks - reasonable day out for not too much expense.
 Space, range of activities with cycling and Go Ape.
 Well signed and good choice of routes. Good range of quality facilities.
 Go Ape.
 Feeling of being away from the hustle and bustle.
 The trees and space.
 The open space.
 The Go Ape.
 Cycle ride.
 Go Ape area.
 The peace.
 Safe and freely accessible.
 The open space.
 The freedom, appeals to all ages.
 Facilities freedom to roam.
 Its local, nice area, plenty for children and its safe.
 The tranquillity and scenery.
 Haven't seen enough but close to home.
 Having cafe as focal point, children able to play freely and safely.
 The bike rides - bikes good quality.
 The open space.
 The open space, safe, something for all the family to enjoy and all age groups.

The trees.
 We like to get in the woods cycling and walking.
 The trail very good.
 Being able to do own thing.
 Its got trees, I like trees.
 Enjoying the outdoors.
 Go Ape.
 Its just nice.
 The cycling.
 The tranquillity and being together is great.
 Being outdoors and spending time with mates.
 The Go Ape.
 Sip wines.
 The cycling is amazing the whole place is ideal for the family, really care.
 The Go Ape.
 The fact it's very family friendly and feels safe even if you come here on your own trails are very good.
 I like the air and being outside, its nice watching the children.
 Go Ape was brilliant.
 Peaceful and good families.
 The Red Route.
 The up keep is good.
 Ease of access, the cycling, the concerts.
 The cycle routes.
 The cycle trails.
 Clean.
 The forestry walks are nice.
 The Go Ape and the cycling.
 The upkeep, it's kept very well.
 The natural environment - even the mobiles don't work.
 The cycle trails.
 The children's activity sheets.
 The scenery.
 The sunshine.
 Good for children of all ages and adults.
 Peace and quiet, scenery.
 Able to go out on the bikes, freedom.
 Fine - had a nice time.
 Open space, the play area, vehicle free.
 Being in the open air, safe for children to play.
 The trees and the natural setting.
 The new slide.
 The trees.
 The pass idea for a week.
 Go Ape.
 Peace and quiet.
 Ramps on the ride.
 The space and the facilities, cleanliness.
 Go Ape.
 Lovely area.
 The Go Ape.
 Cleanliness.
 The scenery.
 Good day out.
 Availability of bike shop.
 Outside and have fun.
 The Squirrel thing.
 Children's play area.
 The space.
 Bike trails.
 The freedom, peace and quiet.

Being outside.
 The play and picnic areas, the general feel.
 The cycle routes.
 The freedom and space, safe for children.
 Facilities available.
 Sunny weather - nice all round.
 The play area.
 Peace and quiet.
 The freedom for the children.
 Relaxed feel.
 Open space, peaceful, plenty for children to do.
 The natural area.
 Peace and tranquillity.
 The open space and family friendly.
 I like the variety.
 Walking.
 An enjoyable family day out.
 Enjoyed the walk.
 Go Ape was good.
 The forest trees, birds singing.
 I like getting out away from the noise, its clean and nice.
 Well run, nice facilities, clean.
 The scenery being able to walk, good value for money.
 The walks are really nice.
 The tracks.
 Getting out in the fresh air.
 I like the red one, we did today.
 Good for horse riding.
 Good for cycling. Large and varied areas for mountain biking.
 The birds.
 It is very near to where I live.
 Very friendly place and very beautiful.
 Lots to do and see.
 Lovely walks. Good cycling.
 Variety of things to do for all ages.
 Cycle trails.
 Children play area.
 Natural feeling.
 Lots of space even when busy. Lots of quiet places and lots of things to do for children.
 Quietness when on walks. Good food at fair price.
 Cycle trails.
 Good environment for grand children.
 Trees, quietness and cycle trails.
 Getting away for it all. Always able to find peace and quiet somewhere here.
 The Go Ape.
 Spending time with family and friends. Go Ape was cool.
 The cycling.
 The scale of it being able to get away from people, the cycle trails are very long.
 Nice long walks.
 You can have a cheap day out. Lots of open space and nice walks and still get a hot drink if you want one.
 The fact I can bring the kids here, they enjoy it, there are lots of things for them to do.
 A good meeting place.
 I love the outdoors and being in the forest, the variety of things for children. As you children grow there is plenty for them to do.
 The walks, the play area.
 The peace and quiet. The tranquillity. Within 10 minutes you are in the middle of nowhere, on the moors there is no one about.
 We can all come, children and the animals.
 Being able to come and enjoy it and bring family and friends.
 The trees.

Facilities and quality of them is good.
 Value for money, close to home.
 To follow trails.
 Spending time together on the bike.
 Forest can get away from normal life.
 Cycling and muddy trails.
 Children like excellent play area. Good walks. Good cycle tracks.
 Easy to get to. Pleasant environment. Lot to do.
 Cycle and walks, paths.
 Play area.
 Ability to get away from everyday life. Tranquillity.
 Getting away from crowds.
 Cycle hire is handy.
 Peaceful.
 Freedom, space, relaxing.
 Environment. Space. Facilities are good.
 Great place for family for day out. Choice of facilities.
 Gives children enjoyment.
 Being able to get away from everyday noise and bustle.
 Children equipment.
 Go Ape.
 Getting away from it all. Feel of cycling through forest.
 Good cycling through wood.
 Nice walking through the forest.
 The walks, cup of tea.
 The Go Ape course.
 Been on the bike trail.
 The cycle tracks are really challenging , 4 different ones.
 The trees.
 Section of trail called 'the beast' makes the visit worthwhile.
 The tea shop.
 The cafe, more staff needed, general feel, away from traffic, location.
 Amount of space, climbing things , my son can run and shout.
 The openness.
 It is just a nice day out.
 The trails.
 The general environment, the space.
 The cycle paths.
 Large open space with no cars.
 It is friendly and nice atmosphere.
 The beautiful cycle trails.
 The cycle paths.
 Very close to where I live. I like wooded area, nice to walk and cycle.
 The relaxation, cycle trails, good things to do.
 It is nice and quiet, only up the road, the children are very happy.
 The weather.

Technical appendix

| | |
|-------------------------------|---|
| Client | <ul style="list-style-type: none"> Forestry Commission |
| Conducted by | <ul style="list-style-type: none"> TNS Travel and Tourism |
| Objectives | <ul style="list-style-type: none"> To interview visitors to Thetford Forest regarding the quality of their experience to the site. |
| Universe | <ul style="list-style-type: none"> All visitors aged 16+ |
| Sample size | <ul style="list-style-type: none"> 245 achieved against a target sample of 300. Questionnaire length and poor weather at the start of fieldwork thought to have impacted on this. |
| Fieldwork period | <ul style="list-style-type: none"> 28th July - 28th October. |
| Sampling method | <ul style="list-style-type: none"> Interviews with visitors at the end of their visit. Next visitor selected on completion of an interview with 'birthday rule' used to select respondents within groups. |
| Data collection | <ul style="list-style-type: none"> CAPI on-site. |
| Interviewer validation | <ul style="list-style-type: none"> A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected. |
| Questionnaire | <ul style="list-style-type: none"> Appended to this report. |
| Analysis | <ul style="list-style-type: none"> Margin of error at the 95% levels of confidence is a maximum of +/-6.4% |