

R26 VISITOR SURVEY QUESTIONS

This resource sheet provides examples of questions which may be included in a questionnaire used in a survey of visitors to an outdoor recreation site.

The type of questions included in your survey will have been determined when setting your visitor monitoring objectives. The following pages suggest how the questions might be phrased and include possible categories of answers. The exact wording of the questions and the range of responses may need to be adapted to the circumstances of your site.

It is recommended that the maximum length of a questionnaire should be no more than 6 or 7 pages. Beyond this length, the amount of time that it will take to complete will have a negative effect on response rates.

The questionnaire should include a short introduction and a conclusion, which should be tailored to suit your specific circumstances.

Example introduction:

*To help us to continue to look after **SITE NAME** for you to experience and enjoy, we'd greatly appreciate it if you could take the time to complete the following questionnaire. You can answer the questions by putting a tick ☒ in the box(es) or by writing in the space provided.*

Example conclusion:

Thank you for completing this questionnaire and we hope that you have enjoyed your visit.

The questionnaire should also provide instructions on what to do with the questionnaire once it has been completed e.g. place in a box, return using freepost envelope.

The example questions have been grouped as follows:

- **General questions** - these questions provide basic information on the profile of visitors, and the characteristics of their visits, to your site.
- **More detailed questions** – these questions provide more in depth information about the visitors and their trip, including investigating marketing opportunities, motivations, satisfaction levels and areas for improvement. These questions can be tailored to your particular research requirements.

Notes about the questions

Information about respondent

12. *Postcode* - collecting a full postcode as part of the information about the respondent can allow you to undertake an analysis of where people live and their demographics (by using a geodemographic analysis).

Finding out more about patterns of visits

13. *Seasonal spread of visits* –To find out more about how often individuals visit the site at different times of year this question may be used.

If survey work is undertaken during the spring/summer months information regarding overall frequency of visit will be obtained from Question 7. Adding this question will allow more information to be obtained on frequency of visit at particular times of year.

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Finding out more about visitors

14. *Marketing information* – Information on which newspaper visitors read can be useful by adding to your understanding of your visitors and assisting in the targeting of promotional activities. Questions listing national daily and national Sunday papers are included however equivalent questions may be produced listing local newspapers.

15. *Membership of organisations* – You may find it useful to know which charities and other related organisations visitors to your site are members of. Such information can be useful in identifying marketing or joint promotion opportunities. The organisations listed in this question are just examples, it may be necessary to amend this list to include other, possibly local, organisations.

16. *Personal status* – Further information on the personal circumstances of your visitors may be useful if you wish to segment your visitors into particular 'lifecycle' groups. For example you may wish to compare 'empty nesters' (aged 55 or over with no children in their household) with 'young independents' (aged 16-35, no children, single). The information from these questions combined with the other classification questions (Q9 and Q12) will allow you to undertake such a detailed analysis of visitors.

Finding out more about trips

17. *Visits to other places* – In some situations it may be useful to find out where else visitors have been during their current trip. Two examples of questions are provided in this section – the first option includes a list of specific attractions of interest which can be tailored to your needs (listed A to I in here), the second option lists types of attractions. Only use one of these options as both would be unnecessary.

18. *Visitors who are on holiday* – These questions may be used in situations where a large proportion of visitors to a site are holidaymakers or where you have a particular need for information regarding the types of holidays visitors are taking and where they are staying.

Note the instruction in the black box which asks those visitors who are not spending any nights away from home to skip to the next relevant question. The correct question numbers should be inserted in the spaces, making sure that the questionnaire 'routing' is logical and as straightforward as possible for respondents.

In the question regarding the number of nights spent away from home, change the 'In this region?' question to the actual name of the region that your site is situated in.

Two questions asking for details on the respondents 'current situation' are provided (c and d)– in most situations it would only be necessary to include one of these questions, depending on what information is most useful to you.

Sources of information and motivations

19. *Information sources* – This question can be a useful supplement to Q8 if you are particularly interested in finding out how people obtain information during their holiday and day trips and how this affects awareness of the site.

20. *Reasons for visiting* – This question lists possible reasons for visiting the site. It may be necessary to amend this list to suit the particular circumstances of a site. This basic information is useful to find out more about the varying motivations between groups of visitors and to help improve targeted promotion.

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Levels of satisfaction and opportunities for improvements

21. *On-site facilities* - it may be of use to find out how satisfied visitors are with the various aspects of a site. This question lists facilities which may be found but it may be necessary to amend this list to suit your particular circumstances.

22. *New facilities* - In addition to evaluating current facilities, it may be useful to find out what else should be provided at the site. Question b) allows respondents the opportunity to provide their own idea for facilities that would be useful. Alternatively if you already have ideas for specific developments you can gauge the level of appeal of these possibilities by asking question c). Write in a brief description of each of the possible proposals (proposal 1 – 4 written here).

23. *Likes and dislikes* – It may be useful to find out what visitors particularly like and what they particularly dislike about a site. This information can help in the identification of the strengths which should be promoted and built upon and any particular problems which must be addressed.

24. *Reality versus expectations* – A good way to gauge levels of satisfaction is to ask visitors whether or not a site was as they expected and, if not, why. This question should not only identify strengths and weaknesses of the site but can also help to highlight any gaps between pre-visit perceptions of the site and actual visit experiences.

Measuring visitor expenditure

25. *Expenditure* - The measurement of expenditure by visitors and economic impacts is a subject which requires particular expertise and therefore should only be undertaken by specialists. However, if you require basic estimates on how much visitors to the site spend at the site and in the local area and what they spend it on this question can be useful. Change 'In this region' to the actual name of the area in which the site is located.

Measuring health impacts

26. *Physical activity* - The measurement of health impacts is also a subject which requires particular expertise and therefore should only be undertaken by specialists. However, the questions included here provide an approach to measuring the levels of physical activity of visitors/potential visitors. A possible approach would be to ask these questions before and after an intervention with the aim of measuring changes in activity levels.

R26 VISITOR SURVEY QUESTIONS

GENERAL QUESTIONS

Your visit

1. Which of the following best describes your situation today?

On a short trip (of less than 3 hours) from home

On a day out (for more than 3 hours) from home

On holiday away from home in the area

Visiting friends and relatives on holiday in the area

Passing through the area to/from my holiday destination

Other (write in below)

2. Approximately how far did you travel to get here today?

1 - 2 miles

3 - 5 miles

6 - 9 miles

10 - 14 miles

15 - 19 miles

20 - 29 miles

30+ miles

Don't know

3. What was the main method of transport you used?

Car or van

Motorcycle

Public bus

Private coach or mini-bus

Bicycle

Walked all the way

Other (write in below)

4. How long have you spent or do you intend to spend here today?

Up to 15 minutes

Over 15 minutes - 30 minutes

Over 30 minutes - 1 hour

Over 1 hour - 2 hours

Over 2 hours - 3 hours

Over 3 hours - 5 hours

More than 5 hours

Don't know

R26 VISITOR SURVEY QUESTIONS

8. How did you first find out about this site?

General knowledge/always known about it

From friends/relatives

Saw Leaflet

Guide Book

Newspaper

Signpost

Noticed it in passing

Map

Local recommendation (e.g. a tourist information centre/Bed and Breakfast)

Other (write in below)

Don't know

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You and your party

9. Including yourself, how many people were with you during your visit here today?

i) Total number of people in group

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ii) Total number of adults in group (aged 16 or over)

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iii) Total number of children in group (aged under 16)

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10. Where is your normal place of residence?

This region

Other Scotland

England

Other UK

France

Germany

Other Europe (write in below)

Rest of World (write in below)

11. Do you have a dog with you today?

Yes

No

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12. Finally, to help us analyse the questionnaires, could you answer the following questions ...

Are you...

Male

Female

Your age...

16-24

25-34

35-44

45-54

55-64

65+

Your postcode

Today's date (dd/mm/yy)

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MORE DETAILED QUESTIONS

Finding out more about patterns of visit

13. Seasonal spread of visits

a) Do you ever visit this site during the winter months, October - March?

Yes

No

b) IF YES.. how often, on average, do you visit during the winter months?

Every day

More than once a week but not daily

Once a week

2 or 3 times a month

Once a month

Less often than once a month

Other (write in below)

—

Finding out more about visitors

14. Marketing information

a) Which of the following daily newspapers, if any, do you read on a regular basis?

The Scotsman

The Herald

The Times

Daily Telegraph

The Guardian

Daily Mail

The Express

The Sun

Daily Record

Daily Star

The Independent

The Mirror

Other (write in below)

—

R26 VISITOR SURVEY QUESTIONS

b) Which of the following Sunday newspapers, if any, do you read on a regular basis?

Scotland on Sunday
Sunday Herald
Sunday Times
Sunday Telegraph
The Observer
Mail on Sunday
Express on Sunday
News of the World
Sunday Mail
Independent on Sunday
Sunday Post
Sunday Mirror
Other (write in below)

15. Membership of organisations

Are you a member of any conservation or outdoor activity organisations or local groups?

Friends of the Earth
John Muir Trust
National Trust for Scotland/National Trust
Ramblers' Association
Royal Society for the Protection of Birds
Woodland Trust for Scotland/Woodland Trust
World Wide Fund for Nature (WWF)
Walking organisation
Mountaineering or climbing organisation
Orienteering /cross-country organisation
Cycling/mountain biking organisation
Horse-riding organisation
All wheel drive organisation
Youth or school organisation
Scottish Youth Hostel Association/Youth Hostel Association
Nature conservation organisation
Other (write in below)

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16. Personal status

a) Which of the following best describes your present situation?

Single
Living with partner
Married
Divorced/separated
Widowed

b) Do you have any children aged 16 or under living in your household?

Yes
No

Finding out more about trips

17. Visits to attractions

a) During this trip which of the following attractions, if any, have you already visited or do you intend to visit?

A
B
C
D
E
F
G
H
I
None of these
Other attractions (write in below)

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b) During this trip which of the following types of attractions, if any, have you already visited or do you intend to visit?

Castles and other historic sites

Churches, Abbeys and Cathedrals

Country Parks

Distilleries

Entertainment parks/theme parks/fun attractions

Forests and woodlands

Gardens open to the public

Lakes and reservoirs

Museums and art galleries

Sports/leisure centres

None of these

Other attractions (write in below)

[illegible]

1

1

18. Visitors who are on holiday

IF YOU ARE STAYING AWAY FROM HOME ANSWER QUESTION X, OTHERWISE SKIP TO QUESTION Y

a) During your trip, how many nights away from home, if any, did you or do you intend to spend.....

PLEASE WRITE IN THE SPACES PROVIDED

away from home in total?

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in Scotland?

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in this region?

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b) During this trip, which of the following type(s) of accommodation, if any, have you or do you intend to use?

Hotel/motel

Guest house

Bed and breakfast

Self-catering flat/house/cottage

Time share

Hostel/bunkhouse/bothy

Rented holiday/static caravan

Owned holiday/static caravan

Touring caravan/motorhome

Tent

University accommodation

Staying with friends/relatives

Second home

None of these

Other (write in below)

[illegible]

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c) Which of the following best describes your current situation?

Spending most of time away from home in this region

Touring around and only spending a short amount time in this region

Staying in this region and using it as a base to visit other parts of Scotland

Other (write in below)

d) Which of the following best describes your current situation?

On your main holiday of the year

On a secondary or additional holiday

On a short/weekend break

Other type of trip(write in below)

Finding out more about information sources, motivations and influences to visits

19. Information sources

Which information sources, if any, have you used during your current trip?

Tourist Information Centres

Information from accommodation establishments

Guide books

None of these

Other (write in below)

20. Reasons for visiting

Which of the following, if any, would you say is your main reason for visiting this site today?

Been before and wanted to come back

Bird watching

Came here as part of organised trip

Educational reasons

Enjoy visiting places like this

Just passing

Particularly interested in nature at this site

Recommended by friends/relatives

Recommended by someone else

Somewhere to walk dog

Somewhere to take children

Somewhere to take friends/relatives

To get some fresh air

None of these

Other (write in below)

[illegible]

R26 VISITOR SURVEY QUESTIONS

Levels of satisfaction and opportunities for improvements

21. On-site facilities

a) How would you rate each of the following facilities/services at this site?

TICK ALL OF THE APPROPRIATE BOXES

	V e r y g o o d	G o o d	N e i t h e r g o o d	P o o r	V e r y p o o r	D i d n , t u s e o r d o n , t k n o w
Signposting to site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretation/info boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paths and tracks on site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking on site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of litter bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. New facilities

a) Are there any activities or facilities not currently available at this site which you would like to see provided?

Yes
No

<input type="checkbox"/>
<input type="checkbox"/>

b) If there are activities or facilities you would like to see, please provide details below...

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c) We are proposing a number of developments at this site

How appealing or unappealing do you think each of the following sound?

TICK ALL OF THE APPROPRIATE BOXES

	V e r y a p p e a l i n g	Q u i t e a p p e a l i n g	N e i t h e r	N o t v e r y a p p e a l i n g	N o t a t a l l a p p e a l i n g	D o n ' t t K n o w
Proposal 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proposal 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proposal 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proposal 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Likes and dislikes

a) What do you particularly like, if anything, about this place?

b) What aspects do you think need to be improved, if anything?

24. Reality versus expectations

a) Was your visit/day out here.....

Better than you expected

Worse than you expected

About the same as you expected

Didn't know what to expect

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

b) If your visit was better or worse than expected, please explain why

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Measuring visitor expenditure

25. Expenditure

a) Listed below are a number of categories. Please write in approximately how much you personally spent, in each of these categories today. Include any spending on other members of your party (e.g. your wife/husband, children etc.) for whom you have paid.

PLEASE WRITE IN THE SPACES PROVIDED

If you spent *nothing* in a particular category please write in "0".

If you *don't know* how much you spent in a particular category please write in "Don't know" or "D/K".

Accommodation (including food and drink at this accommodation)	£
Meals, snacks, drinks etc. (excluding those at your accommodation)	£
Admission fees (to attractions)	£
'Tourist' shopping (e.g. gifts, souvenirs etc.)	£
Transport (including petrol, taxis, public transport etc.)	£
Equipment (e.g. boat hire, horse-riding, etc.)	£
Other miscellaneous items (please write in examples of this/these)	£
TOTAL SPEND	£

b) How many people (adults and children) did the above expenditure cover?

Adults

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Children (aged under 16)

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c) Approximately, how much of this expenditure would you say you spent ...

WRITE APPROXIMATE PERCENTAGE SPENT IN EACH AREA

On this site

In this region

Elsewhere

TOTAL

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Measuring physical activity

26. Physical activity

The next few questions relate to any physical activity you undertake indoors or outdoors. This may include sports, walking briskly, swimming, gardening or other physical activities.

a) Do you consider yourself to be physically active?

Yes

No

b) Do you intend to become more physically active in the next 6 months?

Yes

No

c) Do you normally engage in the following levels of physical activity?

i) At least 30 minutes of activity per day on 5 or more days per week (the 30 minutes can be split over several shorter periods)

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ii) 150 minutes or more over the whole week (that is 2 and a half hours of activity overall)

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iii) No, do not undertake the above levels of activity (skip to Qxx)

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d) Have you taken part in this level of physical activity for the past 6 months?

Yes

No
