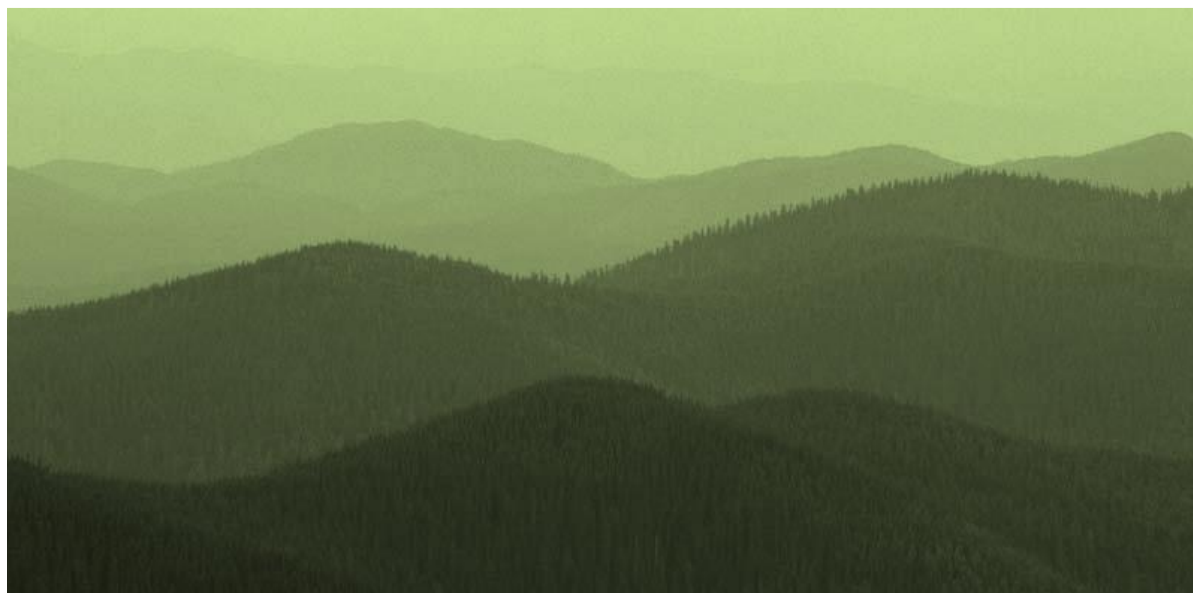




Research Report



Quality of Visitor Experience Survey: Clocaenog

Prepared for: The Forestry Commission

Quality of Visitor Experience Survey: Clocaenog

Prepared for: The Forestry Commission

Prepared by: BMG Research

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Produced by BMG Research

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1 Executive summary

1.1 Quality of Visitor Experience research

BMG Research has been commissioned to undertake a Quality of Visitor Experience (QoE) survey on behalf of the Forestry Commission and from 2010-2013 will conduct approximately 10,000 surveys across fifty forest sites in England and Wales.

In 2011, BMG conducted interviews at twelve forest sites in England and Wales, including five high usage sites in England and two high usage and five medium usage sites in Wales.

This report summarises findings from 65 visitor interviews completed at Clocaenog in 2011; throughout the report, comparisons have been made between findings at Clocaenog and the straight average across the fourteen sites used in Wales to date (excluding Gethin, Llan Wynno and Cwm Saebran from Year 1 due to very low sample sizes of visitors).

1.2 Clocaenog

Clocaenog Forest is part of Hiraethog Forest and has hundreds of hectares of forest over 50 years old with its nearest towns or villages being Ruthin, Cyffylliog, Clawdd Newydd and Clocaenog. Clocaenog Forest has some of the best and most well managed coniferous plantations in Wales which are believed to have the largest population of red squirrels in Wales.

Clocaenog Forest has a wide variety of activities available to visitors, including walking, horse riding, picnic sites, fishing, heritage and wildlife activities.

1.3 Perceptions of the site

Just over nine in ten visitors said that Clocaenog was excellent or very good (91%) as a place to visit, which was similar to the average across sites in Wales (90%).

Furthermore, almost all visitors (97%) rated the site as either excellent or very good in terms of how safe and welcoming it is.

The majority of visitors would recommend Clocaenog as a place to visit – just under four in five (77%) provided a rating of 9 or 10 out of ten, in terms of how likely they would be to recommend the site to friends or family.

1.4 Strengths of the site

Visitors' favourite things about Clocaenog were the peace/tranquillity/relaxation, beautiful scenery/views, the walks/paths/trails available at the site, and the wildlife/bird watching.

Visitors said that the choice of paths for walking, car parking, cycling tracks / trails, as well as picnic areas and open grassy areas were particularly important when they were deciding to visit the site.

Ratings for all of the facilities were very positive with almost all of the visitors surveyed rating them excellent, very good or good. Around a half rated car parking, printed information available and the cycling tracks or trails as excellent.

There are no facilities which are considered more important than the average and that are also rated less highly than average.

1.5 Areas for improvement

Just under two thirds of visitors suggested a way in which their enjoyment of the site could be improved, with comments focusing on improving facilities, for example more/better toilet facilities.

Nearly a fifth mentioned that something interfered with their enjoyment; comments were wide ranging but a small number of visitors mentioned the weather, problems with insects/flies/midges and not enough/poor toilet facilities.

1.6 Visitor Centre awareness

Just under nine in ten (88%) visitors were aware of the Llyn Brenig visitor centre. Of those who were aware of the visitor centre (57 respondents), just under a fifth (19%) of visitors were aware that this was the visitor centre for the site.

1.7 Visitor profile

Visitors to Clocaenog had a slightly younger profile than the average across Wales, as a higher proportion than average were aged under 35, and a smaller proportion of visitors were aged 45 or over.

Visitors were more likely than average to be classified as 'Families'.

Visitors were more likely than average to be visiting the site as part of a day trip that was close to home, and less likely to be visiting whilst on a longer holiday in the area. Reflecting this, many of those who provided a postcode said they lived in or around North Wales and the North West, although a few had also come from further afield, such as the East Midlands and East of England.

Three quarters of visitors had been to Clocaenog before, which was similar to the average across sites.

Excluding first time visitors, visitors to Clocaenog were more likely to be regular visitors i.e. visiting at least weekly, and were less likely to visit on a yearly basis.

2 Introduction

2.1 Background

Forestry Commission Wales acts as the Welsh Government's Department of Forestry, advising on the development of forestry policy and its implementation, and encouraging sustainable woodland management within the private sector. FCW is also responsible for managing a 124,000 hectare woodland estate on behalf of the Welsh Government. Each year in Wales, somewhere in the region of 4 million visits are made to this estate, including 0.5 million to sites with visitor centres.

The provision of a quality visitor experience is vital in encouraging both new and repeat visitors to the forests. Maintaining or improving the quality of experience at Forestry Commission managed sites is part of a wide-ranging programme of work by the Forestry Commission to encourage the development and promotion of woodland access throughout England and Wales, developing suitable infrastructure and well managed woodlands that feel safe and welcoming to visitors.

As part of this programme of work, BMG Research was commissioned to undertake a Quality of Visitor Experience (QoE) survey at selected sites across Wales. The aims of the survey are as follows:

- To provide the Forestry Commission with information on the quality of visitor experience at each site;
- To use a set of standard questions so that the quality of visitor experience at each site can be scored, benchmarked and tracked over time;
- To use a set of tailored questions at each site to give information on how the visitor experience at that particular site could be improved;
- At lower usage sites only, to conduct a survey of residents in the immediate area of the site, in order to provide information on how greater usage of the site could be encouraged.

2.2 Research programme

2.2.1 2010-2013 programme

Between 2010 and 2013, BMG will conduct around 10,000 surveys across 50 forest sites in England and Wales. All selected sites in England are high usage, but sites in Wales include a mix in terms of low, medium and high usage sites. All interviews are conducted face-to-face with interviewers based at key forest access points, and conducting interviews with visitors who are coming to the end of their visit. Interviewing days are spread by season, day of the week and time of day, in order to capture the views of a range of visitors. For low usage forests (all of which are in Wales), where visitor numbers were likely to be insufficient to enable a robust survey to be undertaken, surveys were undertaken with local residents to explore levels of usage and any barriers to accessing the site.

2.2.2 2011 programme

In 2011, BMG Research conducted interviews at twelve forest sites, including five high usage sites in England:

- Bedgebury;
- Delamere;
- Fineshade Top Lodge;
- Wyre;
- High Lodge Thetford.

In Wales, interviews were conducted at seven sites, which were mixed in terms of level of usage:

- Cwmcarn (High usage);
- Nant yr arian (High usage)

- Alwen (Medium usage);
- Brechfa (Medium usage);
- Clocaenog (Medium usage);
- Crychan (Medium usage);
- Dyfnant (Medium usage).

Surveys of residents were also conducted in the areas surrounding Dimbath, Rheola and Garw.

At Clocaenog, a total of 65 visitors were interviewed, on 14th and 15th May (19 interviews); on 9th and 10th July (29 interviews) and 17th to 18th September 2011 (17 interviews).

A sample size of 65 carries a maximum confidence interval of +/- 12%.

2.3 Report

This report summarises results of the survey undertaken at Clocaenog during 2011, and includes site scores on key visitor measures. Throughout this report, comparisons have been made between findings at Clocaenog and the straight average across the fourteen sites used in Wales to date (excluding Gethin, Llan Wynno and Cwm Saebran from Year 1 due to low sample sizes), which represents a sample of 1,923.

In some instances, respondents who answered 'don't know' or who did not answer the relevant question have been excluded from the sample to ensure comparability of responses across different elements within each site, and across different sites, which results in a reduced sample base. The title of each table or graph will state whether data has been run on all responses, or if certain responses have been removed (valid responses only).

Results have been presented rounded to 0 decimal places, which may mean that in the reporting of percentages, some percentages may not add up to exactly 100%. For example, if there are 48.5% of males and 51.5% of females, these figures would be rounded up to 49% and 52%, totalling 101%. This explains the instances where summary text does not match a graph or table it is referring to.

Sections 3 to 7 of this report present the main findings from the Quality of Visitor Experience Survey. Appendix 1 provides a copy of the questionnaire used for the survey.

2.4 Data reporting

Due to the relatively low number of interviews achieved at the site, all reporting is based on total sample, as sub-sample base sizes are too small for reliable conclusions to be drawn.

3 Visitor profile information

3.1 Visitor profile

Visitors were asked a number of demographic questions to determine the types of people who are visiting Clocaenog. Responses to these questions are shown in the table overleaf, compared with data for the average across all sites.

In terms of gender, the sample of visitors at Clocaenog was made up of just under three fifths being male (58%) and just over two fifths being female (42%) which was very similar to the average across sites.

Visitors surveyed at Clocaenog were younger than average, a mean of 44 years old compared to the average mean of 47 years. Nearly a third of visitors at Clocaenog were under 35 years old (32%), compared with just under a quarter (24%) across the average of sites in Wales, whilst the proportion of 45-54 year olds at Clocaenog was slightly lower than average (15% cf. 22%).

Similarly, visitors to Clocaenog were less likely than average to be 'Families' (23% cf. 33%), however, the proportion of 'Empty Nesters' and 'Young Independents' were consistent with the Wales average.

Over half of respondents at Clocaenog were employed full time (52%), which was a slightly lower proportion than the average across sites (55%); nearly a quarter of visitors (23%) were wholly retired from work compared with an average of 16%.

In terms of disability, more visitors (14%) indicated that they had a disability to the Welsh average (6%), whilst the majority stated that they did not have a disability (86%).

Figure 1: Profile of visitors in terms of key demographics

		Clocaenog %	Average across all Wales sites %
Gender	Male	58%	59%
	Female	42%	41%
Age	16-24	12%	8%
	25-34	20%	16%
	35-44	25%	23%
	45-54	15%	22%
	55-64	20%	19%
	65+	8%	10%
	Refused	0%	2%
Lifestage	Family <i>(Children in household)</i>	23%	33%
	Empty Nesters <i>(Aged 45-65+ with no children)</i>	40%	42%
	Young Independents <i>(Aged 16-34 with no children)</i>	18%	15%
	Other	18%	11%
Working status	Employee in full time job (30 hours plus per week)	52%	55%
	Employee in part time job (under 30 hours per week)	9%	10%
	Self-employed full or part time	9%	9%
	On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)	0%	0%
	Full time education at school, college or university	0%	2%
	Unemployed and available for work	2%	1%
	Permanently sick/ Disabled	5%	1%
	Wholly retired from work	23%	16%
	Looking after the home	0%	4%
	Other	0%	1%
Disability	Yes	14%	6%
	No	86%	94%
Sample base		65	1923

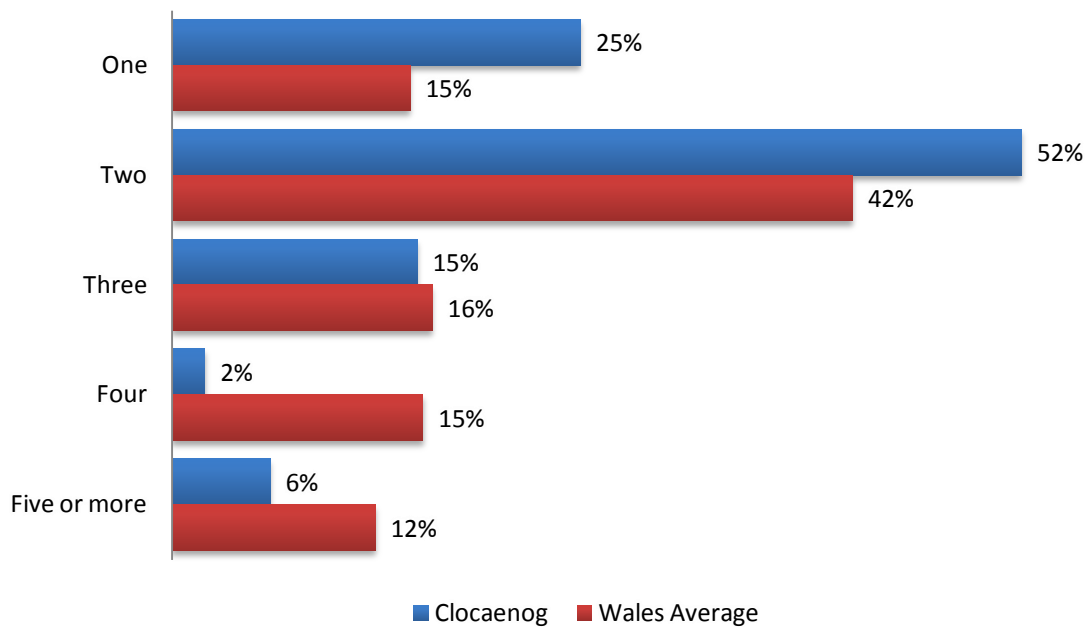
3.2 Group profile

3.2.1 Size of group

In terms of group size, the profile of visitors at Clocaenog was somewhat different to the average across all sites.

The mean number in a group at Clocaenog was two, which was just under the Welsh average of three, with group sizes at the site ranging from one to ten. A quarter came to the site alone (25%), over a half visited in a couple (52%) and a further 15% visited in a group of 3.

Figure 2: Q1. Total size of group (All respondents)



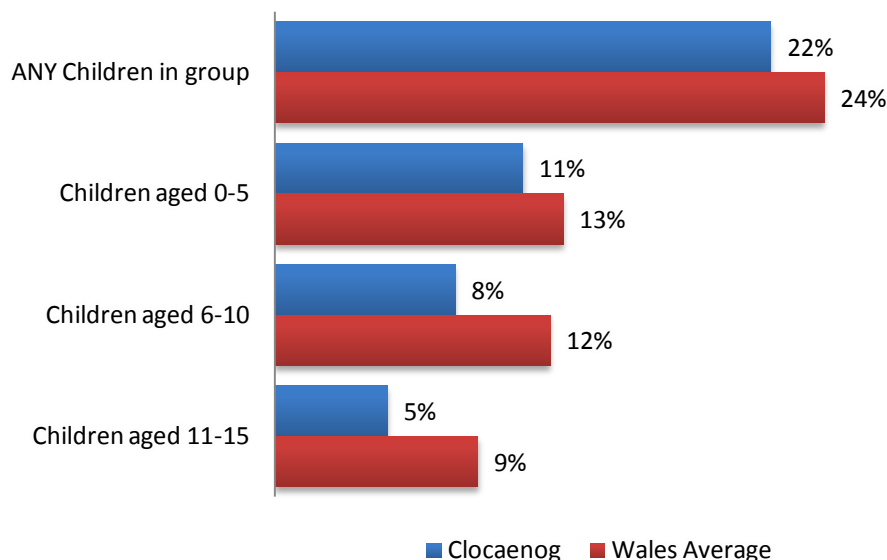
Sample base = Clocaenog: 65/ Wales Average: 1923

3.2.2 Composition of group

At Clocaenog, around a fifth of visitors (22%) had any children in the group, which was in line with the average across sites in Wales (24%).

Around one in ten (11%) were visiting with children aged 0-5 years or children aged 6-10 years (8%), with a further 5% visiting with children aged 11-15 years. These findings suggest a slightly lower usage of Clocaenog by visitors with children, compared with the average across all Welsh sites.

Figure 3: Q1. Composition of group (All respondents)



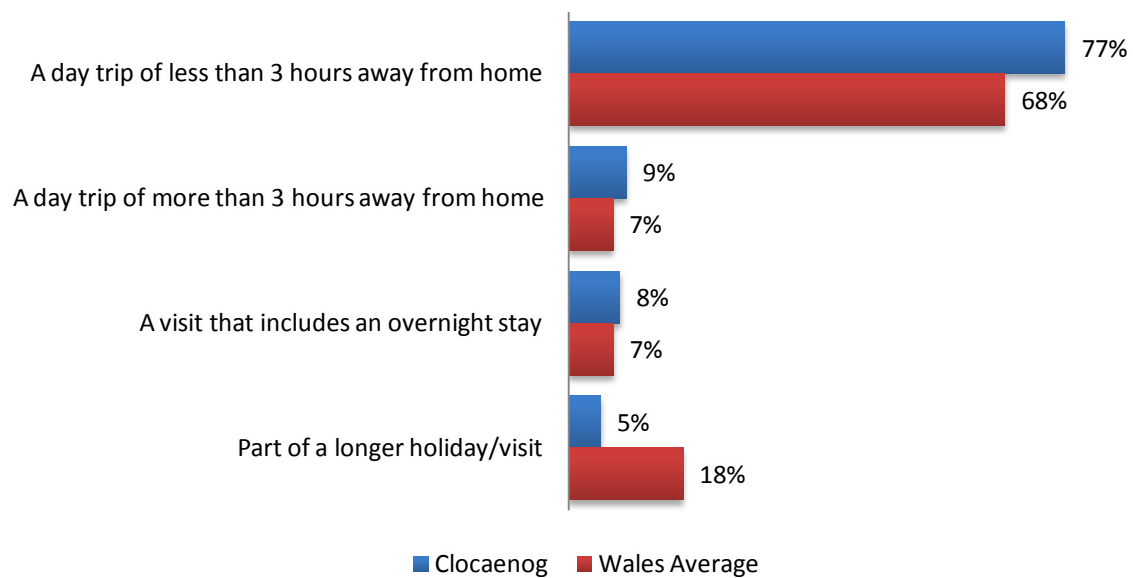
Sample base = Clocaenog: 65 / Wales Average: 1923

4 Profile of visit

4.1 Type of visit

The majority of visitors to Clocaenog were visiting as part of a day trip of less than 3 hours away from home (77%). Respondents at Clocaenog were less likely than average to be visiting the site as part of a longer holiday or visit (5% cf. 18%).

Figure 4: Q2. Type of visit (All respondents)



Sample base = Clocaenog: 65 / Wales Average: 1923

4.2 Visitor origin

All visitors were asked if they would be willing to provide their postcode for mapping purposes, and the map below shows how these postcodes are distributed across the UK.

Reflecting the prevalence of day trips to the site, the map below shows that many of those surveyed at Clocaenog and providing a valid postcode live in or around North Wales and the North West, although some respondents had come from a bit further afield, including the East Midlands and East of England.

Figure 5: Map of visitor origin showing postcodes of visitors (Where provided a valid postcode)



4.3 Frequency of visits

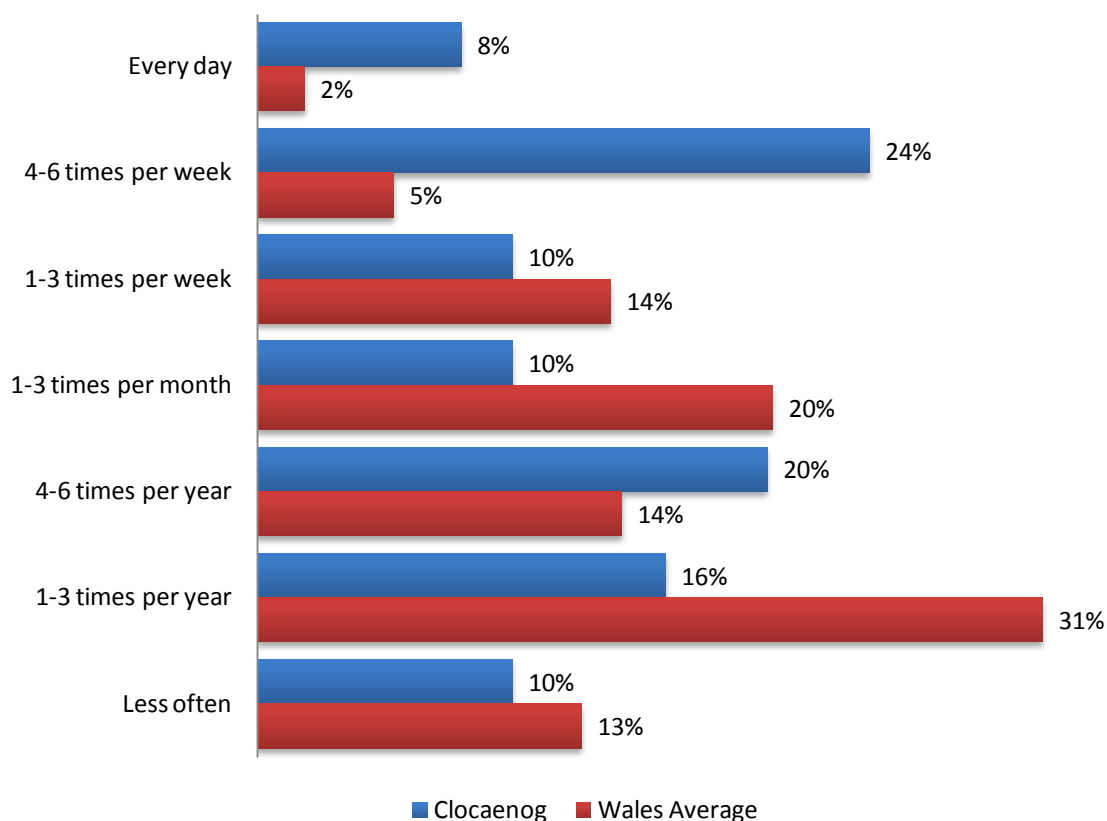
4.3.1 First time visitors

Three quarters of visitors had been to Clocaenog before (75%), which was consistent with the average across all sites.

4.3.2 Repeat visitors

Excluding first time visitors, respondents at Clocaenog were more likely than average to visit at least weekly (43% cf. 21%), and correspondingly less likely to visit one to three times a year (37% cf. 45%). Nearly a quarter (24%) visited 4-6 times per week compared with an average of 5% and a further 8% visited every day compared with an average of 2%.

Figure 6: Q3. Frequency of visits (Where visited site before)



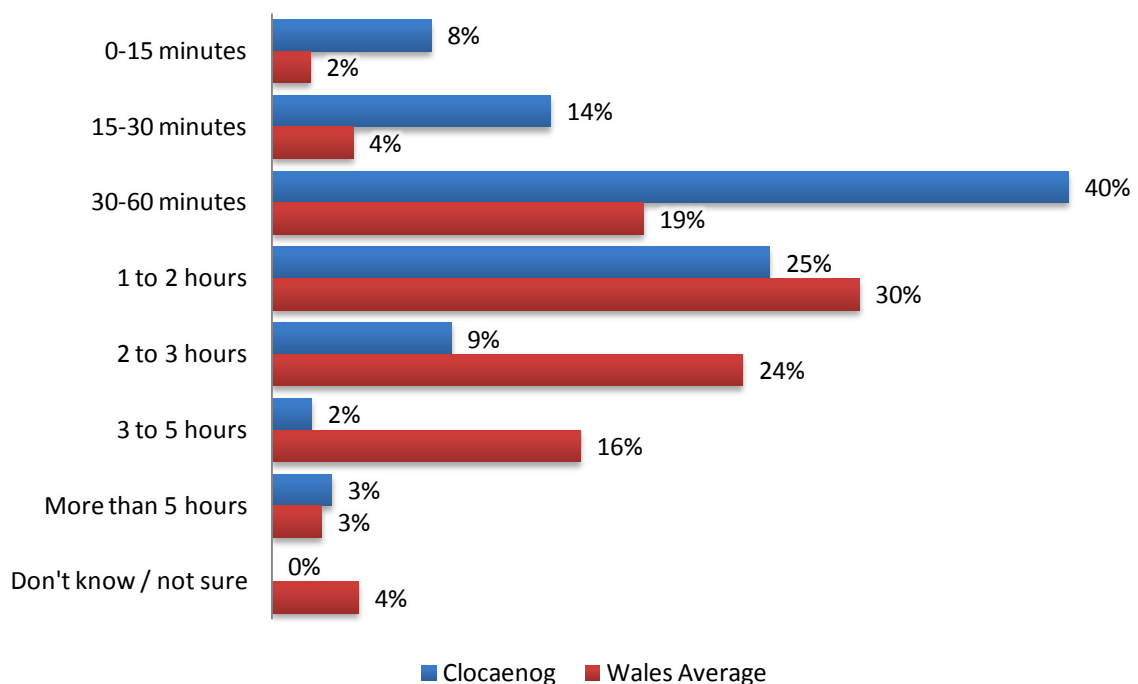
Sample base = Clocaenog: 49 / Wales Average: 1425

4.4 Length of visit

Visitors to Clocaenog had not generally spent a considerable amount of time at the site with just under two thirds (62%) spending less than an hour at the site. The average amount of time spent at Clocaenog was 1 hours and 10 minutes, which was lower than the average across all sites (2 hours and 2 minutes).

Respondents at Clocaenog were more likely than average to have been at the site for under an hour (62% cf. 25%) with two in five (40%) spending between half an hour and an hour.

Figure 7: Q7a. Approximate length of time spent at the site when interviewed (All respondents)



Sample base = Clocaenog: 65/ Wales Average: 1923

4.5 Activities undertaken

All visitors interviewed were asked to say what activities they or other members of their group had taken part in, or were intending to take part in, during their visit. Respondents were allowed to select as many activities as applicable, including where activities were of a similar nature, for example, they could walk a dog as well as walking on paths or trails. Responses to this question that were made by at least 1% of respondents in Clocaenog are shown in the table overleaf.

Over three quarters (78%) had taken part in an 'active' activity¹ e.g. cycling, running / jogging, while 18% had undertaken any kind of 'passive' activity e.g. walking, seeing something in the forest. Respondents at Clocaenog were less likely than average (86%) to have taken part in 'active' activities.

Compared to the average across sites in Wales, the proportion of respondents at Clocaenog who had taken part in walking activities was higher (75% cf. 65%), but visitors to Clocaenog were slightly less likely to have taken part in cycling activities (20% cf. 26% across sites in Wales).

Clocaenog visitors were more likely to mention 'dog walking' than the average across sites (55% cf. 29%), but less likely to mention 'walking on a sign-posted trail' than the Wales average (26% cf. 43%).

A fifth (20%) of Clocaenog visitors mentioned 'admiring the views' compared with a Wales average of 10%.

¹ Active activities include cycling (any type), walking 30 minutes or more, orienteering, running/jogging, horse riding/pony trekking

Figure 8: Q4/5/6. Activities visitors / other members of their group have taken/intend to take part in during their visit (All respondents)

	Clocaenog	Wales Average
Walking:		
Walking on a sign-posted trail	26%	43%
Dog walking	55%	29%
Walking but not following sign posts	8%	14%
SUMMARY: ANY WALKING	75%	65%
Cycling:		
Cycling on forest roads, tracks or trails/Cycling on a signposted trail	11%	20%
Cycling/ mountain biking off tracks and trails/Cycling but not following sign posts	12%	10%
SUMMARY: ANY CYCLING	20%	26%
Other activities:		
Running/ jogging	2%	2%
Nature/ natural history visit	6%	3%
Bird watching	8%	8%
Photography	3%	9%
Horse riding/ pony trekking	2%	2%
Picnic or barbecue	6%	10%
Seeing something in the forest (e.g. ancient tree or demonstration)	3%	1%
Admiring the views	20%	10%
Other	9%	5%
Taken part in ACTIVE activities	78%	86%
Taken part in PASSIVE activities	18%	12%
Sample Bases	65	1923

4.6 Length of time spent on activities

Visitors who said they had taken part or intended to take part in certain activities were asked how long they would spend on that activity during their visit. No visitors surveyed had taken part in orienteering, only one in horse riding, one in running/jogging and thirteen in cycling, making base sizes too small to show results for these activities.

4.6.1 Walking

The mean time spent on walking at Clocaenog was fifty-six minutes, with almost half of those who took part in walking activities spending 30 to 60 minutes on this (48%). This is only 14 minutes less than the average time spent by visitors on the Clocaenog site.

Figure 9: Q7B. Approximate time spent on various activities

	Total time on site	Time spent on walking
0-15 minutes	8%	4%
15-30 minutes	14%	19%
30-60 minutes	40%	48%
1 to 2 hours	25%	23%
2 to 3 hours	9%	6%
3 to 5 hours	2%	0%
More than 5 hours	3%	0%
Don't know/ not sure	0%	0%
Average	1 hour 10 mins	56 mins
Base	All (65)	Walkers (48)

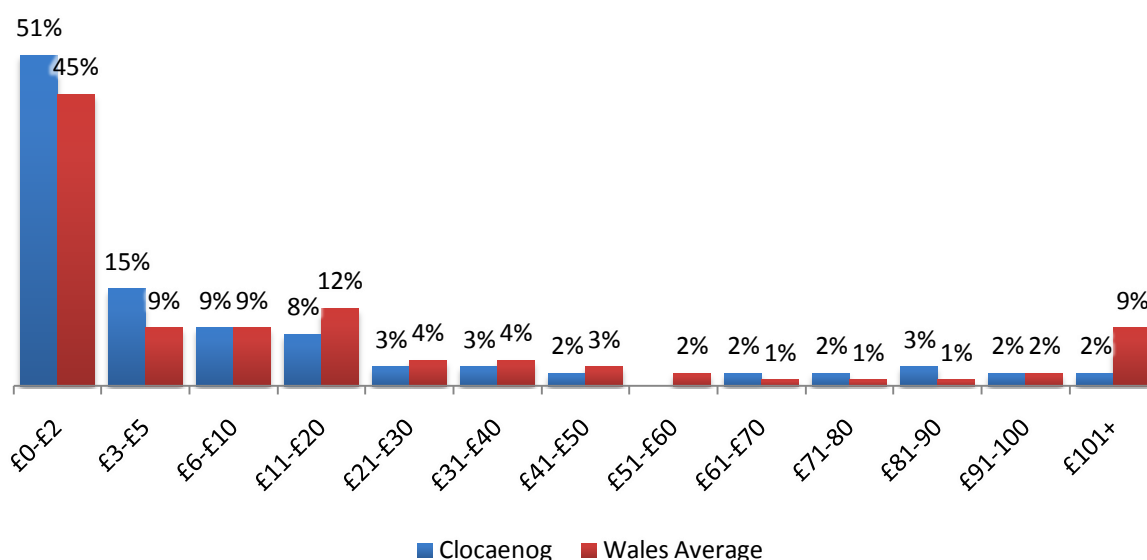
4.7 Overall spending in local area resulting from visit

Visitors to Clocaenog were asked how much they considered that they would be spending in the local area as a result of their visit. Where visitors were part of a group of more than one, they were asked to estimate the group spend.

Respondents were asked to include any accommodation, food and drink, admission and parking fees, cost of transport, equipment hire and any other miscellaneous expenses.

The median amount spent by groups and single visitors to Clocaenog was £0 to £2 compared to an average across Wales of £6 to £10. Not surprisingly this differed by type of visit with the median for those on a day trip of less than 3 hours away being £0 to £2 compared with a median of £36 to £45 for those on a longer visit.

Figure 10: Q19A/B. Total spend across all items for groups and single visitors – frequency of spending within each price range (All respondents)



Sample base = Clocaenog: 65/ Wales Average: 988

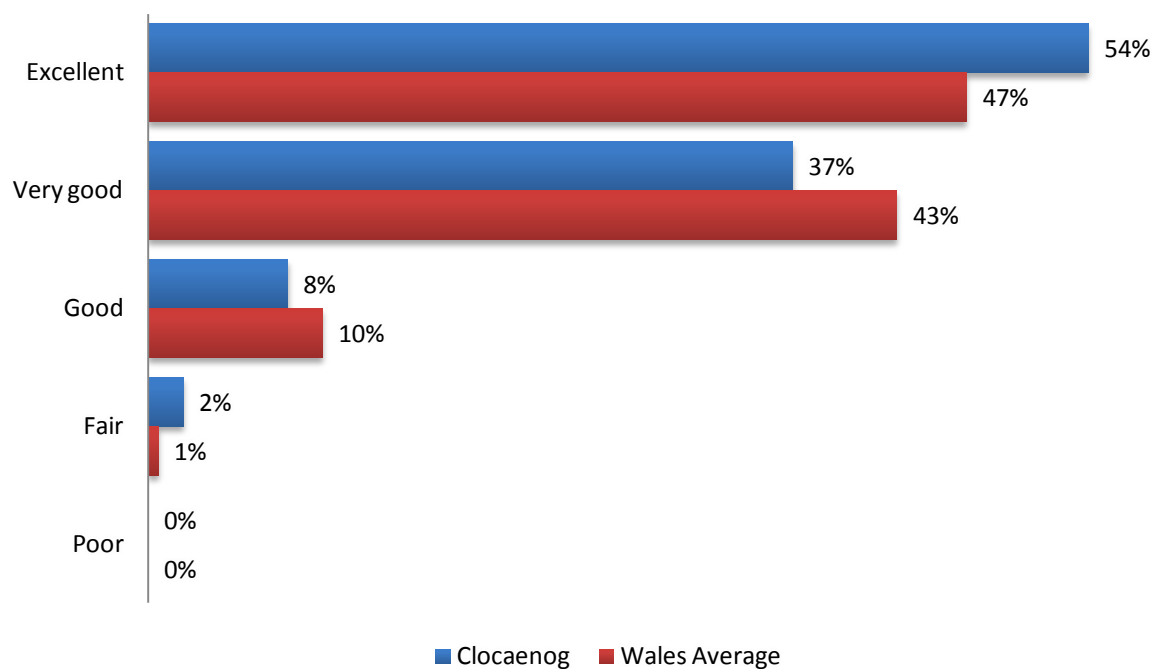
5 Perceptions of the site

5.1 Overall rating of the site as a place to visit

Clocaenog was rated very positively as a place to visit, with almost all visitors saying the site was either excellent or very good (91%).

This figure was slightly higher than the average across all sites (90%), and visitors at Clocaenog were more likely to rate the site as 'excellent' (54%), compared with the Welsh average (47%).

Figure 11: Q16. Overall rating of the site as a place to visit (Valid responses only)



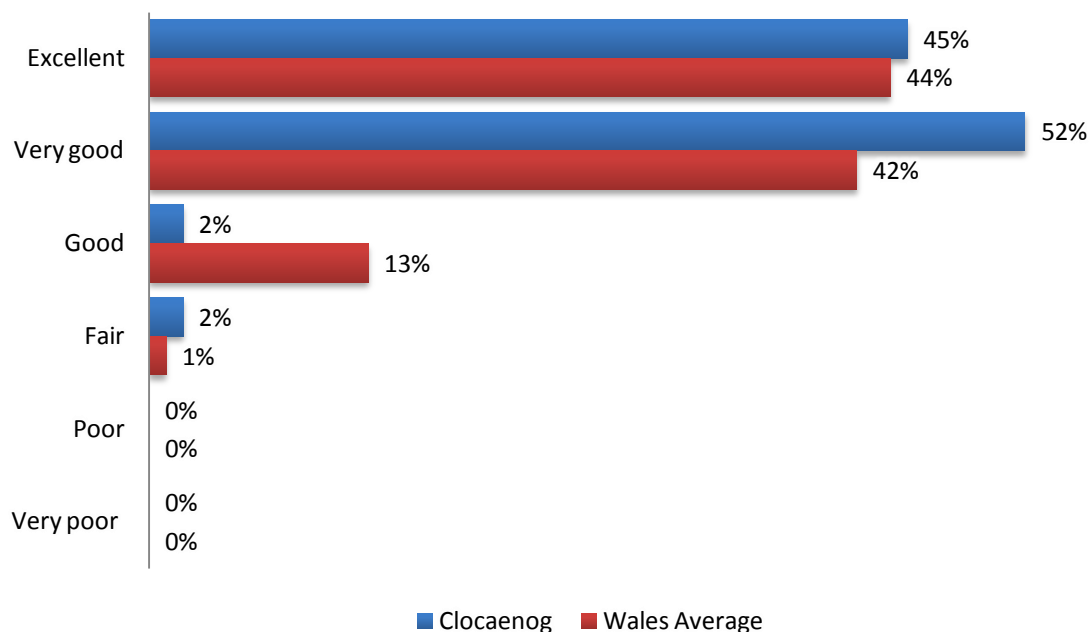
Sample base = Clocaenog: 65 / Wales Average: 1899

5.2 Rating of Clocaenog as safe and welcoming

All respondents were asked how they would rate the site in terms of how safe and welcoming it feels.

Clocaenog was rated very positively on this measure, with almost all visitors (97%) providing a rating of excellent or very good. This was higher than the average across all sites, where 86% provided ratings of very good/excellent for the relevant site.

Figure 12: Q12. Ratings of the site in terms of how safe and welcoming it feels (Valid responses only)



Sample base = Clocaenog: 65 / Wales Average: 1912

5.3 Reasons for ratings

Respondents were asked to explain the reasons for their ratings of Clocaenog, in terms of how safe and welcoming they consider it to be. This was an open-ended and unprompted question, from which comments were later categorised as shown below.

Among those who rated the site as 'excellent/very good' (63 respondents), almost all of them (98%) provided a reason for their rating. Close to one in six (16%) said they felt safe or there was a lack of crime; other reasons provided by at least 1% of respondents were as follows:

- Four in ten (40%) made a comment that was generally positive, for example it's nice / good / pleasant / excellent / wonderful / fine / brilliant / enjoyable (6%);
- Around a quarter (27%) said something about the location, for example secluded/isolated area (6%);
- One in six (16%) said something about the facilities, for example good parking facilities (11%);
- Close to one in ten (8%) mentioned the environment layout, for example that it was a good layout / well set out (3%),
- A similar proportion (6%) mentioned the natural environment, for example the views / scenery / surroundings (2%);
- Only 3% mentioned activities, for example good walks / paths / trails (2%).

Only two respondents rated the site as 'good/fair' in terms of how safe and welcoming they perceived it to be.

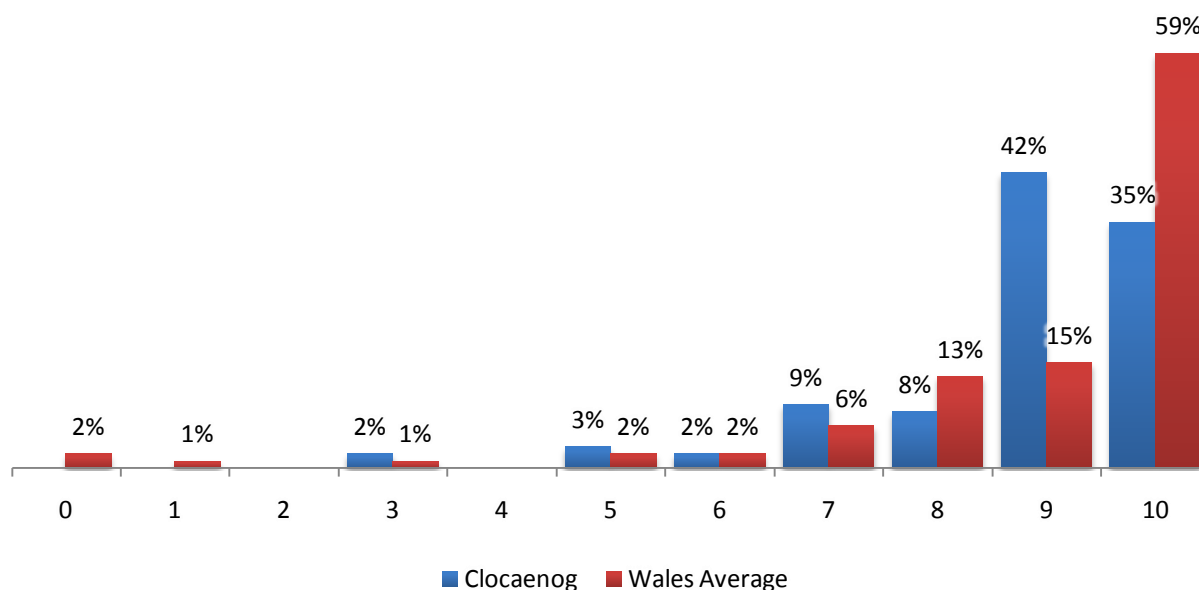
5.4 Recommending the site as a place to visit

Visitors were asked whether they would recommend Clocaenog as a place to visit to a friend or relative. The overwhelming majority provided one of the top two ratings (77% provided a rating of 9-10) and the mean score was 8.8, so responses to this question were generally very positive.

Results can be analysed further using a Net Promoter Score, which is based on the idea of dividing customers into three categories: Promoters (score 9-10) who are loyal enthusiasts, Passives (score 7-8) who are satisfied but unenthusiastic, and Detractors (score 0-6) who are somewhat less satisfied.

To calculate a Net Promoter Score (NPS) for Clocaenog, the percentage of customers who are Detractors is subtracted from the percentage of customers who are Promoters. This produces a score of 71%, which is higher than the average Net Promoter Score across sites in Wales (64%).

Figure 13: Q17. How likely it is that respondents would recommend this site as a place to visit to a friend or relative, where 0 is not at all likely and 10 is extremely likely (Valid responses only)



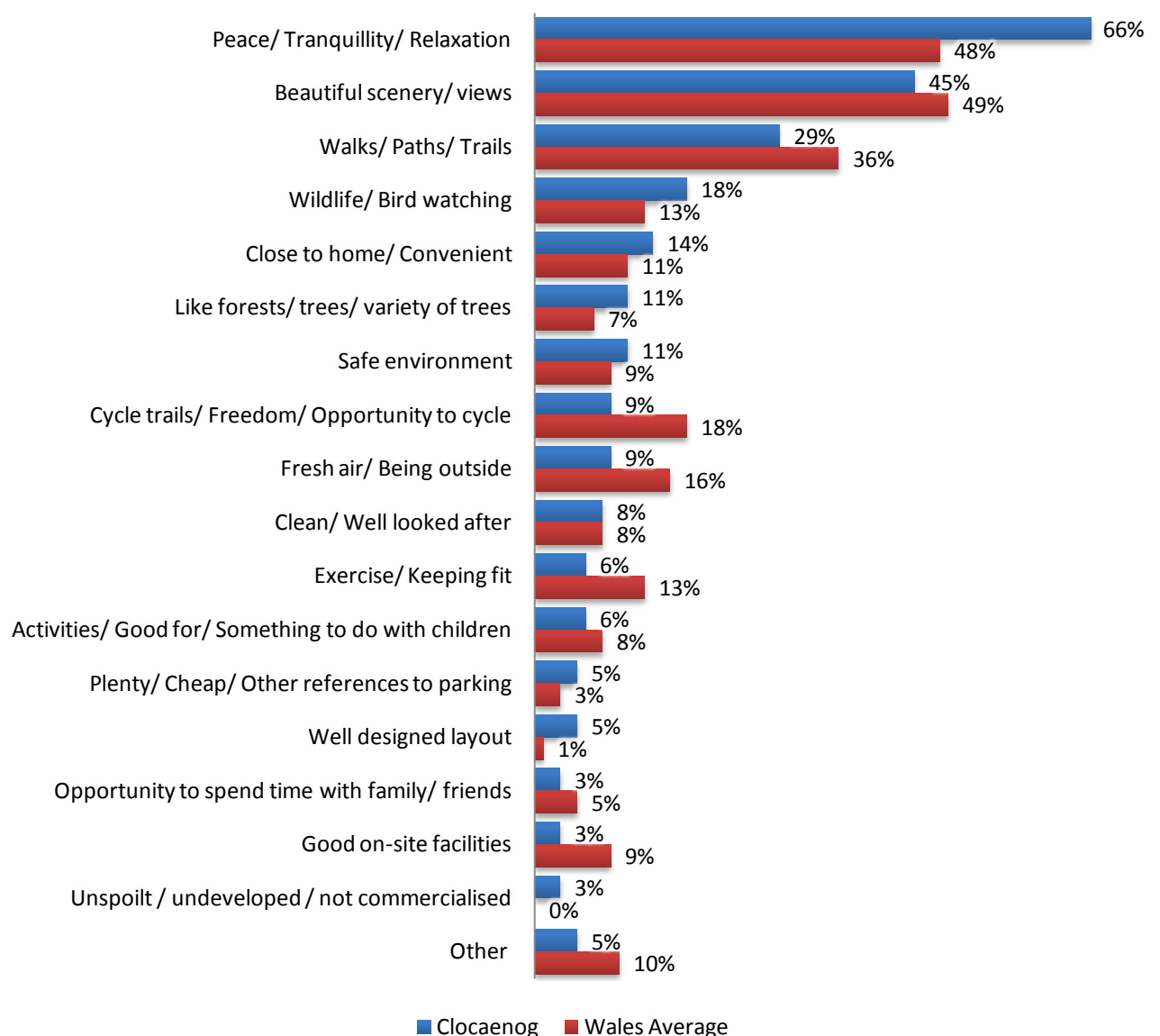
Sample base = Clocaenog: 65/ Average Wales sample: 1825

5.5 Favourite thing about the site

Respondents were asked what they liked most about Clocaenog. This question was unprompted and respondents could mention as many aspects as they liked. Comments made by at least 3% of visitors at the site are shown in the chart below.

The top aspect was peace/tranquillity/relaxation, which was somewhat more likely to be mentioned by visitors to Clocaenog (66%) than the average for Wales (48%). Second most mentioned were the beautiful scenery/views available at the site (45% cf. the average of 49%). A very sizeable proportion mentioned the walks/paths/trails (29%), although this was lower than the Wales average of 36%. A further 18% mentioned the wildlife/bird watching compared with a Wales average of 13%.

Figure 14: Q9. Respondent’s favourite thing about the site (All respondents)



Sample base = Clocaenog: 65 / Wales Average: 1923

5.6 Enhancing the visitor experience

Visitors were asked what, if anything, would enhance their enjoyment of the site, which was an open-ended and unprompted question. Just over four in ten (43%) said 'nothing' with the remainder providing a comment.

The most commonly mentioned aspects related to improving facilities (37%), for example providing more/better toilet facilities (26%), whilst 12% mentioned improving the environment in some way, for example cleaner environment/less litter (6%).

Five percent of visitors mentioned better/more trails/walks and improving signage (including clearer sign posting).

5.7 Factors interfering with the visitor experience

Respondents were also asked whether anything interfered with their enjoyment of the site. Again, this was an open-ended and unprompted question. Over four fifths (83%) said nothing with the remainder providing a comment. Comments mentioned by more than one person related to:

- The weather (5%, or 3 respondents);
- Problems with insects/flyes/midges (3% or 2 respondents);
- Not enough/poor toilet facilities (3% or 2 respondents).

6 Site facilities

6.1 Visitor Centre Awareness

Visitors were asked whether they were aware of the Llyn Brenig visitor centre. Just under nine in ten (88%) visitors were aware of the visitor centre.

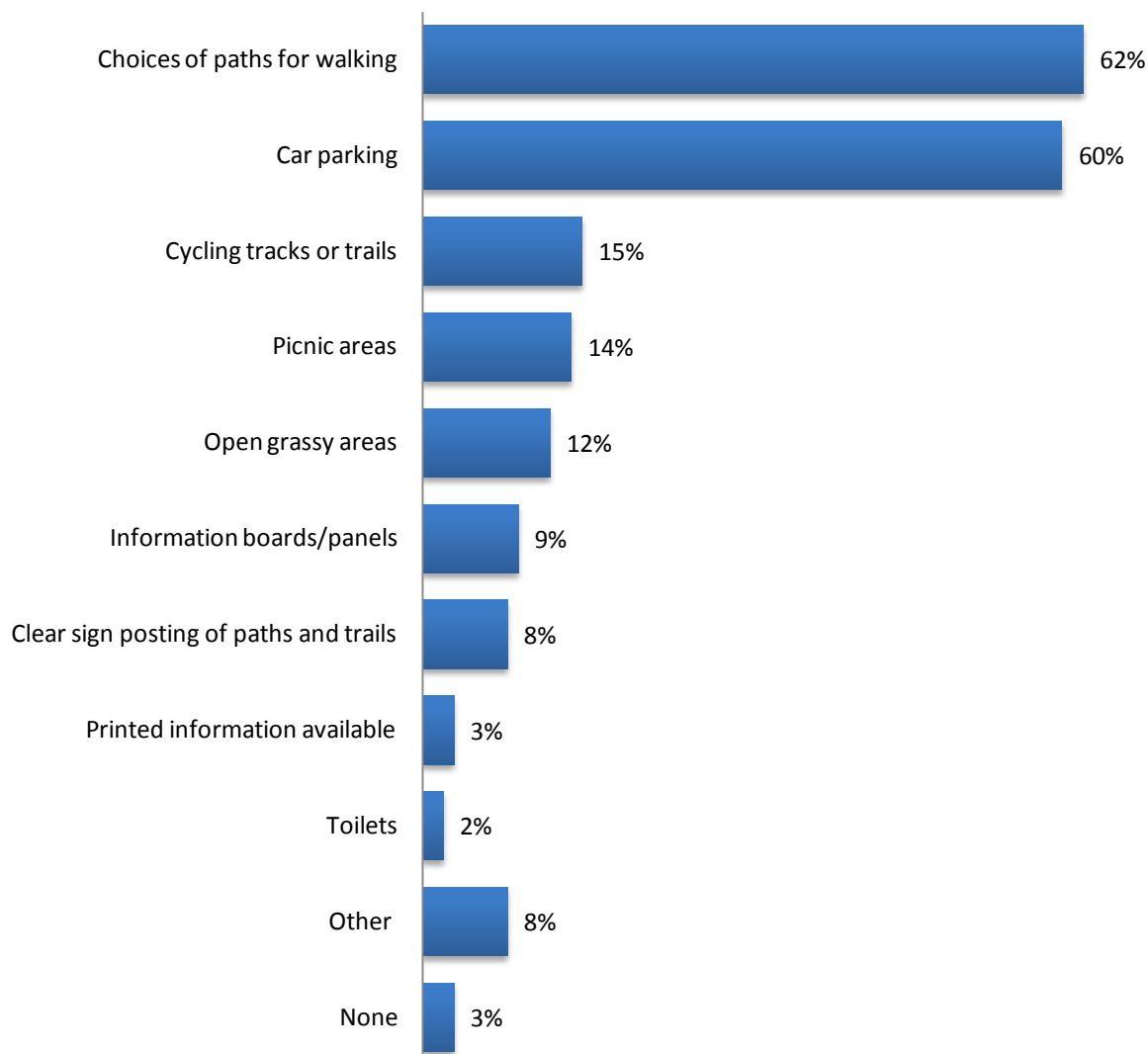
Those who were aware of the visitor centre were then asked if they knew that the visitor centre was for the Clocaenog site. Of those who were aware of the visitor centre (57 respondents), just under a fifth (19%) of visitors were aware that this was the visitor centre for the site.

6.2 Importance of site facilities

Visitors were asked to say which of a number of different facilities were important in their decision to visit Clocaenog. This question was prompted and respondents were able to select as many facilities as applicable.

The two facilities which were by far the most important in visitors' decisions to visit the site were 'choice of paths for walking' (62%) and 'car parking' (60%). The third most important facility was 'cycling tracks or trails' (15%).

Figure 15: Q14. Importance of different facilities in deciding to visit the site (All respondents)



Sample base = Clocaenog: 65

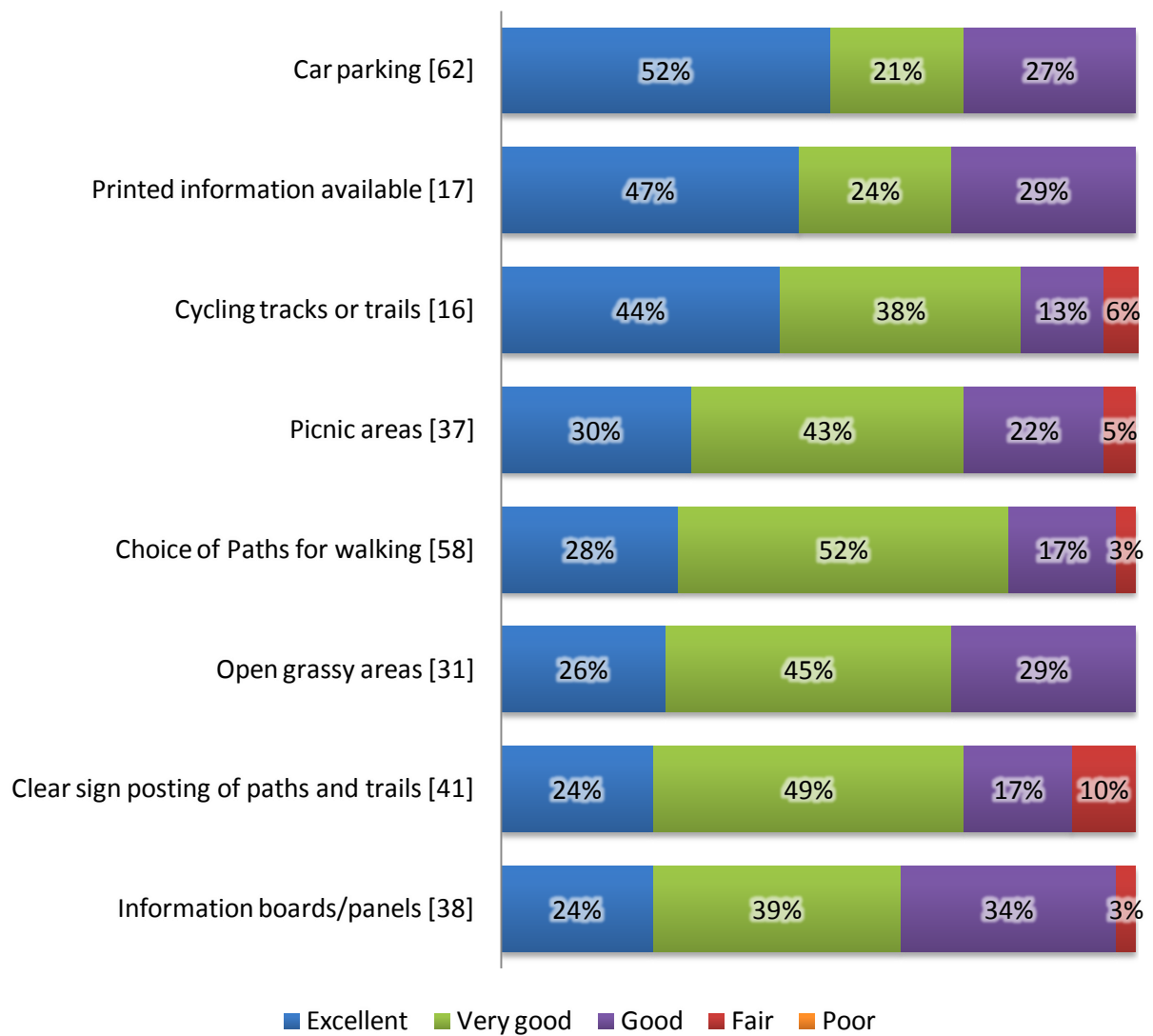
6.3 Rating of site facilities (where used)

The chart overleaf shows visitors' ratings of each site facility, where the facility had been experienced or used during the visit.

Ratings for all of the facilities were very positive with almost all of the visitors surveyed rating them excellent, very good or good. Over a half (52%) rated car parking at Clocaenog as excellent and almost a half rated the printed information available (47%) and the cycling tracks or trails (44%) as excellent.

It should be noted however that sample bases are low for the majority of facilities so caution in interpretation of these results is therefore required. Nevertheless the fact that very few respondents indeed provided a negative rating, and no-one provided a rating of 'poor' at all, can be taken as an indication of how positively the facilities are regarded.

Figure 16: Q15. Ratings of site facilities (where respondent rated the facility)



Unweighted sample bases in parentheses

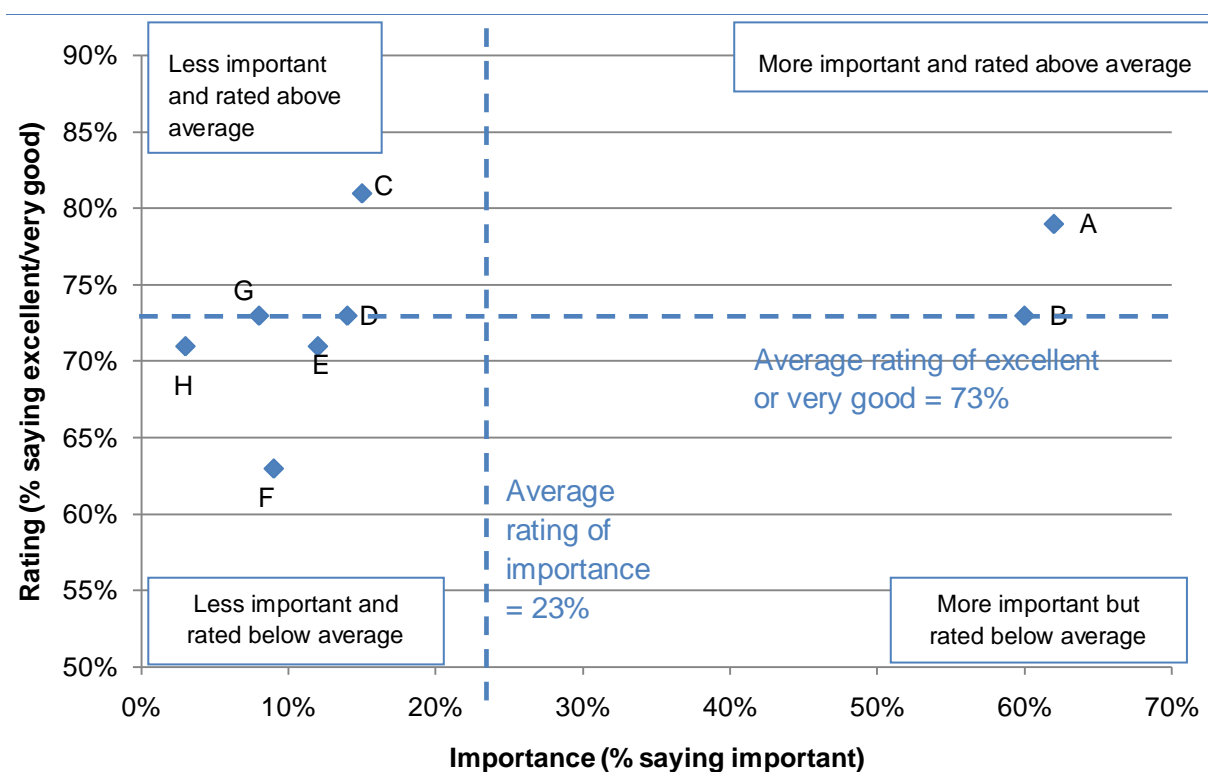
6.4 Ratings of site facilities by perceived importance

The chart below shows, for each facility, the proportion rating that facility as important in their decision to visit the site by the proportion of visitors who rate that facility as excellent or very good. The chart is divided into four quadrants based on the average ratings of facilities as very good to excellent, and as important.

There are no facilities which are considered more important than the average and that are also rated less highly than average.

Please note that sample bases are low in terms of ratings for the majority of facilities and caution in interpretation of these results is therefore required.

Figure 17: Chart showing ratings of each site facility in terms of importance, and ratings in terms of % saying ‘excellent/very good’ (All respondents; Where used facility and provided valid response)



Sample bases vary

Table 1: Key to chart shown above

A Choices of paths for walking	E Open grassy areas
B Car parking	F Information boards/panels
C Cycling tracks or trails	G Clear sign posting of paths and trails
D Picnic areas	H Printed information available

7 Information about sites

7.1 Sources used to plan visit

Visitors were asked how or where they found out about the site as a place to visit, and were allowed to mention as many sources as applicable.

Overall the most popular source was they had always known about the site or had been before (54%), followed by word of mouth (18%) and just passing/en route (7%). This was consistent with the Wales average.

Figure 18: Q8. How or where respondents found out about the site as a place to visit (All respondents)

	Clocaenog	Average across sites in Wales
Always known about it/been here before	54%	55%
Word of mouth	18%	20%
Just passing/ en route	14%	7%
Internet/website	5%	6%
Road signs	5%	4%
Library	3%	1%
Leaflet	3%	4%
Map	3%	4%
Other	8%	5%
Sample bases	65	1923

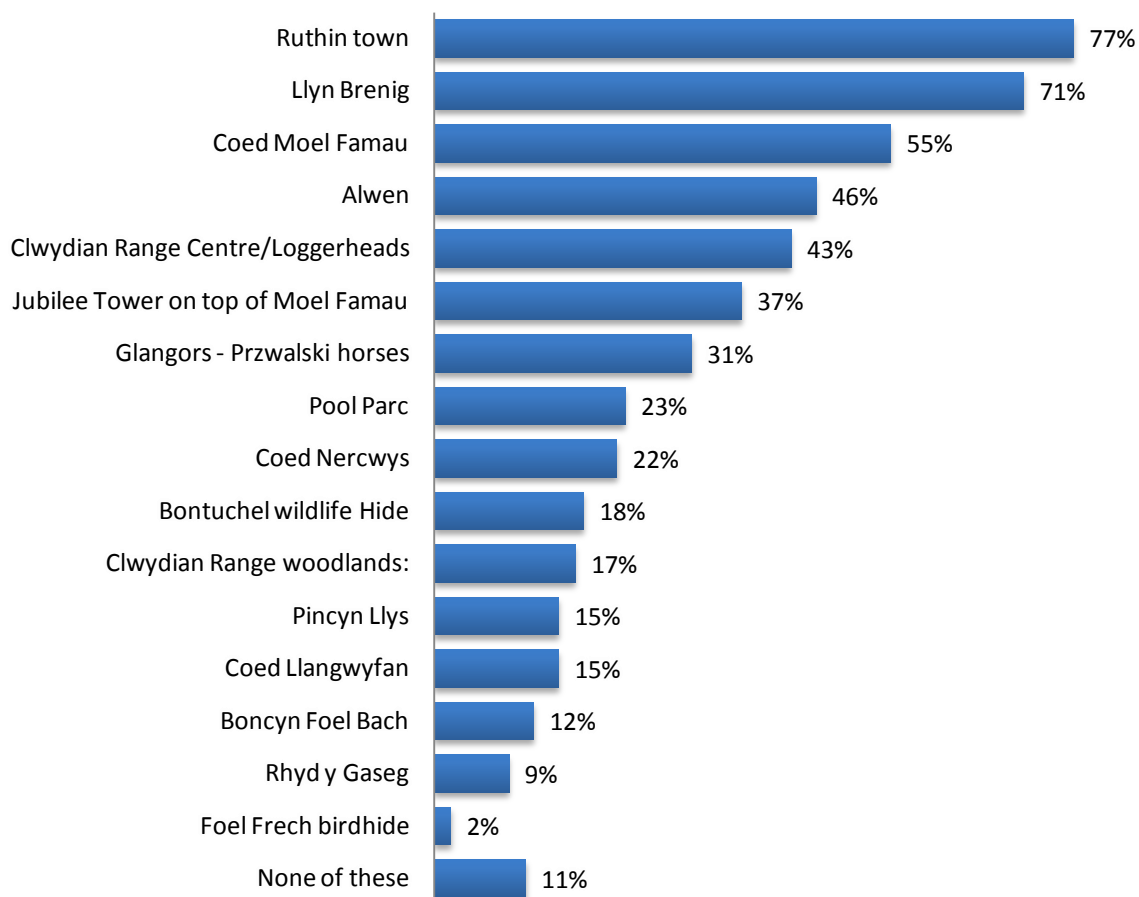
7.2 Visiting other attractions

Finally, visitors to Clocaenog were asked whether they had visited any of a list of nearby attractions in the previous twelve months. This question was prompted and respondents were allowed to select as many nearby attractions as applicable.

Just over three quarters had been to Ruthin town (77%), and just under three quarters had been to Llyn Brenig (71%). After this the other most commonly visited site was Coed Moel Famau (55%), followed by Alwen (46%), Clwydian Range Centre/Loggerheads (43%), Jubilee Tower on top of Moel Famau (37%) and Glangors – Przwalski horses (31%). Just under a quarter had visited Pool Parc (23%) and Coed Nercwys (22%), while fewer than a fifth had visited the remaining attractions as shown in the chart below.

Just over one in ten (11%) had not visited any of the nearby attractions in the previous twelve months.

Figure 19: Q18 Which other sites respondents have visited in the last twelve months (All respondents)



Sample base = Clocaenog: 65

8 Appendix 1: Questionnaire

Please do not hesitate to request the Welsh version of this questionnaire if required.

Pro: 8188_CLOCAENOG

QD2 (030511)

**FORESTRY COMMISSION
VISITOR SURVEY**

INTERVIEW DETAILS	
INTERVIEWER NAME :	
INT. I.D. NUMBER :	
INT. DATE:	/ /
START TIME (24HR CLOCK):	
FINISH TIME (24HR CLOCK):	
INTERVIEW LENGTH (MINS):	

SITE ENTRANCE	A Bod Petryal B Glan y Gors
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INTRODUCTION:
Good morning/afternoon/evening. My name is and I am from BMG Research/Wavehill, an independent research company based in Birmingham/Ceredigion. We have been commissioned by the Forestry Commission to undertake a survey of visitors to this site, to find out how the site is being used, and your views on the site and the facilities it offers.

The survey will take no longer than 10 minutes to complete, and the results will help the Forestry Commission to ensure the sites they maintain are meeting the needs of visitors.

Anything you tell us will be entirely confidential. Your answers will be anonymous, and will only be reported in combination with the answers of other visitors.

QA	ALL	Have you come to the end of your visit, or are you about to come to the end of your visit here?	BASE: ALL
	Yes	1	CONTINUE CLOSE
	No	2	

Pro: 8188_CLOCAENOG

QD2 (030511)

INSTRUCTION TO INTERVIEWERS WHERE A GROUP: Can I speak to the person in the group who has the next birthday?

IF NO ASK TO SPEAK TO PERSON WHO IS WILLING AND NOTE BELOW

BR	<p>INTERVIEWER RECORD</p> <p>Respondent is person with next birthday 1</p> <p>Respondent is not person with next birthday 2</p>	BASE: ALL
W	<p>INTERVIEWER RECORD WEATHER CONDITIONS CODE ALL THAT APPLY</p> <p>Sunshine 1</p> <p>Cloud 2</p> <p>Rain 3</p> <p>Wind 4</p> <p>Other (SPECIFY) 95</p> <p>_____</p>	BASE: ALL MULTI
Q1	<p>ALL</p> <p>Can I just check how many people there are in total in your group? CODE ONE ONLY</p> <p>Record number of adults 16+ (including respondent) <input type="text"/></p> <p>Record number of children 0 to 5 <input type="text"/></p> <p>Record number of children 6 to 10 <input type="text"/></p> <p>Record number of children 11 to 15 <input type="text"/></p>	BASE: ALL
Q2	<p>ALL</p> <p>Which of the following best describes your trip today? READ OUT AND CODE ONE ONLY</p> <p>A day trip of less than 3 hours away from home 1</p> <p>A day trip of more than 3 hours away from home 2</p> <p>A visit that includes an overnight stay 3</p> <p>Part of a longer holiday/visit 4</p> <p>Don't know / refused 5</p>	BASE: ALL SINGLE

Pro: 8188_CLOCAENOG

QD2 (030511)

Q3	<p>ALL How often, on average, do you come to this site? READ OUT AND CODE ONE ONLY</p> <p>This is my/our first visit 1 Every day 2 4-6 times per week 3 1-3 times per week 4 1-3 times per month 5 4-6 times per year 6 1-3 times per year 7 Less often 8 Don't know 9</p>	BASE: ALL SINGLE																																																																																				
Q4	<p>ALL Which of these activities have you personally taken part in during your visit here today? SHOW CARD 1 AND CODE ALL THAT APPLY</p>	BASE: ALL MULTI																																																																																				
Q5	<p>WHERE PARTY IS GREATER THAN 1 And which of these activities have other members of your group taken part in during your visit here today? SHOW CARD 1 AND CODE ALL THAT APPLY</p>	BASE: Q1=2+ MULTI																																																																																				
Q6	<p>ALL And which of these activities are you (IF PART OF GROUP: or other members of your group) planning to take part in during your visit here today? SHOW CARD 1 AND CODE ALL THAT APPLY</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Q4</th> <th style="text-align: center;">Q5</th> <th style="text-align: center;">Q6</th> </tr> </thead> <tbody> <tr><td>*Cycling on a signposted trail</td><td style="text-align: center;">1</td><td style="text-align: center;">1</td><td style="text-align: center;">1</td></tr> <tr><td>*Cycling but not following sign posts</td><td style="text-align: center;">2</td><td style="text-align: center;">2</td><td style="text-align: center;">2</td></tr> <tr><td>*Dog walking</td><td style="text-align: center;">3</td><td style="text-align: center;">3</td><td style="text-align: center;">3</td></tr> <tr><td>*Walking on a sign-posted trail</td><td style="text-align: center;">4</td><td style="text-align: center;">4</td><td style="text-align: center;">4</td></tr> <tr><td>*Walking but not following sign posts</td><td style="text-align: center;">5</td><td style="text-align: center;">5</td><td style="text-align: center;">5</td></tr> <tr><td>*Orienteering</td><td style="text-align: center;">6</td><td style="text-align: center;">6</td><td style="text-align: center;">6</td></tr> <tr><td>Using the play area</td><td style="text-align: center;">9</td><td style="text-align: center;">9</td><td style="text-align: center;">9</td></tr> <tr><td>*Running/jogging</td><td style="text-align: center;">10</td><td style="text-align: center;">10</td><td style="text-align: center;">10</td></tr> <tr><td>Nature/natural history visit</td><td style="text-align: center;">11</td><td style="text-align: center;">11</td><td style="text-align: center;">11</td></tr> <tr><td>Bird watching</td><td style="text-align: center;">12</td><td style="text-align: center;">12</td><td style="text-align: center;">12</td></tr> <tr><td>Photography</td><td style="text-align: center;">13</td><td style="text-align: center;">13</td><td style="text-align: center;">13</td></tr> <tr><td>Motor sports</td><td style="text-align: center;">14</td><td style="text-align: center;">14</td><td style="text-align: center;">14</td></tr> <tr><td>Educational visit</td><td style="text-align: center;">15</td><td style="text-align: center;">15</td><td style="text-align: center;">15</td></tr> <tr><td>*Horse riding/pony trekking</td><td style="text-align: center;">16</td><td style="text-align: center;">16</td><td style="text-align: center;">16</td></tr> <tr><td>Picnic or barbecue</td><td style="text-align: center;">17</td><td style="text-align: center;">17</td><td style="text-align: center;">17</td></tr> <tr><td>Seeing something in the forest (e.g. ancient tree or demonstration)</td><td style="text-align: center;">18</td><td style="text-align: center;">18</td><td style="text-align: center;">18</td></tr> <tr><td>Organised event/trip</td><td style="text-align: center;">19</td><td style="text-align: center;">19</td><td style="text-align: center;">19</td></tr> <tr><td>Admiring the views</td><td style="text-align: center;">20</td><td style="text-align: center;">20</td><td style="text-align: center;">20</td></tr> <tr><td>Other (SPECIFY)</td><td style="text-align: center;">95</td><td style="text-align: center;">95</td><td style="text-align: center;">95</td></tr> <tr><td>None</td><td style="text-align: center;">96</td><td style="text-align: center;">96</td><td style="text-align: center;">96</td></tr> </tbody> </table>		Q4	Q5	Q6	*Cycling on a signposted trail	1	1	1	*Cycling but not following sign posts	2	2	2	*Dog walking	3	3	3	*Walking on a sign-posted trail	4	4	4	*Walking but not following sign posts	5	5	5	*Orienteering	6	6	6	Using the play area	9	9	9	*Running/jogging	10	10	10	Nature/natural history visit	11	11	11	Bird watching	12	12	12	Photography	13	13	13	Motor sports	14	14	14	Educational visit	15	15	15	*Horse riding/pony trekking	16	16	16	Picnic or barbecue	17	17	17	Seeing something in the forest (e.g. ancient tree or demonstration)	18	18	18	Organised event/trip	19	19	19	Admiring the views	20	20	20	Other (SPECIFY)	95	95	95	None	96	96	96	BASE: ALL MULTI
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None	96	96	96																																																																																			

Q7a	ALL Approximately how long have you spent here today in total? READ OUT AND CODE ONE ONLY							BASE: ALL SINGLE																																																														
Q7b	FOR STARRED ACTIVITIES And approximately how long have you spent here today.....? READ OUT AND CODE ONE ONLY							BASE: Q4=* SINGLE																																																														
	<table border="1"> <thead> <tr> <th></th> <th>Total at site</th> <th>Walking (3/4/5)</th> <th>Cycling (1/2)</th> <th>Horse-riding (16)</th> <th>Orienteering (6)</th> <th>Running/jogging (10)</th> </tr> </thead> <tbody> <tr><td>0-15 minutes</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>15-30 minutes</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td></tr> <tr><td>30-60 minutes</td><td>3</td><td>3</td><td>3</td><td>3</td><td>3</td><td>3</td></tr> <tr><td>1 to 2 hours</td><td>4</td><td>4</td><td>4</td><td>4</td><td>4</td><td>4</td></tr> <tr><td>2 to 3 hours</td><td>5</td><td>5</td><td>5</td><td>5</td><td>5</td><td>5</td></tr> <tr><td>3 to 5 hours</td><td>6</td><td>6</td><td>6</td><td>6</td><td>6</td><td>6</td></tr> <tr><td>More than 5 hours</td><td>7</td><td>7</td><td>7</td><td>7</td><td>7</td><td>7</td></tr> <tr><td>Don't know/not sure</td><td>8</td><td>8</td><td>8</td><td>8</td><td>8</td><td>8</td></tr> </tbody> </table>		Total at site	Walking (3/4/5)	Cycling (1/2)	Horse-riding (16)	Orienteering (6)	Running/jogging (10)	0-15 minutes	1	1	1	1	1	1	15-30 minutes	2	2	2	2	2	2	30-60 minutes	3	3	3	3	3	3	1 to 2 hours	4	4	4	4	4	4	2 to 3 hours	5	5	5	5	5	5	3 to 5 hours	6	6	6	6	6	6	More than 5 hours	7	7	7	7	7	7	Don't know/not sure	8	8	8	8	8	8						
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More than 5 hours	7	7	7	7	7	7																																																																
Don't know/not sure	8	8	8	8	8	8																																																																
Q8	ALL How or where did you find out about the site as a place to visit? SHOWCARD 2 AND CODE ALL THAT APPLY							BASE: ALL MULTI																																																														
	Always known about it/been here before Word of mouth Library Internet/website (SPECIFY) <hr/> Local newspaper National newspaper Leaflet Tourist Board Road signs Just passing/en route Map Other (SPECIFY) <hr/> None Don't know/can't remember	1	2	3	4	5	6	7	8	9	10	11	95	96	97																																																							

Pro: 8188_CLOCAENOG

QD2 (030511)

<p>Q9</p>	<p>ALL What do you like most about the site? DO NOT PROMPT. PROBE FULLY AND CODE ALL THAT APPLY</p> <ul style="list-style-type: none"> Peace/tranquillity/relaxation 1 Scenery/views/beautiful 2 Walks/paths/trails 3 Cycle trails/freedom/opportunity to cycle 4 Wildlife/bird watching 5 Fresh air/being outside 6 Exercise/keeping fit 7 Activities/good for/something to do with children 8 Close to home/convenient 9 Opportunity to spend time with family/friends 10 Safe environment 11 Lots to see and/or do 12 Like forests/trees/variety of trees 13 Good on-site facilities 14 Clean/well looked after 15 The weather 16 Been before/wanted to come again 17 Helpful/pleasant staff 18 Plenty/cheap/other references to parking 19 Cost/value for money 20 Other (SPECIFY) 95 _____ Nothing 96 Don't know 97 	<p>BASE: ALL MULTI</p>
<p>Q10</p>	<p>ALL What, if anything, would enhance your enjoyment of this site? (IF SAYS WEATHER, PROBE FURTHER) PROBE FULLY AND WRITE IN VERBATIM</p> <p style="text-align: right;">1</p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<p>BASE: ALL OPEN</p>
<p>Q11</p>	<p>ALL Did anything interfere with your enjoyment of this site today? (IF SAYS WEATHER, PROBE FURTHER) PROBE FULLY AND WRITE IN VERBATIM</p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<p>BASE: ALL OPEN</p>

<p>Q12</p>	<p>ALL How would you rate the site in terms of how safe and welcoming it feels? READ OUT AND CODE ONE ONLY</p> <table border="0"> <tr> <td>Excellent</td> <td>1</td> </tr> <tr> <td>Very good</td> <td>2</td> </tr> <tr> <td>Good</td> <td>3</td> </tr> <tr> <td>Fair</td> <td>4</td> </tr> <tr> <td>Poor</td> <td>5</td> </tr> <tr> <td>Very poor</td> <td>6</td> </tr> <tr> <td>Don't know/not sure</td> <td>7</td> </tr> </table>	Excellent	1	Very good	2	Good	3	Fair	4	Poor	5	Very poor	6	Don't know/not sure	7	<p>BASE: ALL SINGLE</p>
Excellent	1															
Very good	2															
Good	3															
Fair	4															
Poor	5															
Very poor	6															
Don't know/not sure	7															
<p>Q13</p>	<p>ALL What are the reasons for your rating? PROBE FULLY AND WRITE IN VERBATIM</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<p>BASE: ALL OPEN</p>														
<p>QCA1</p>	<p>ALL Are you aware of the Llyn Brenig (<i>Chlen Brenig</i>) visitor centre? CODE ONE ONLY</p> <table border="0"> <tr> <td>Yes</td> <td>1</td> </tr> <tr> <td>No</td> <td>2</td> </tr> </table>	Yes	1	No	2	<p>BASE: ALL SINGLE →Q14</p>										
Yes	1															
No	2															
<p>QCA2</p>	<p>IF YES AT QCA1 Did you know that it is the visitor centre for this site? READ OUT AND CODE ONE ONLY</p> <table border="0"> <tr> <td>Yes</td> <td>1</td> </tr> <tr> <td>No</td> <td>2</td> </tr> <tr> <td>Not sure / can't remember</td> <td>3</td> </tr> </table>	Yes	1	No	2	Not sure / can't remember	3	<p>BASE: QCA1=1 SINGLE</p>								
Yes	1															
No	2															
Not sure / can't remember	3															

Pro: 8188_CLOCAENOG

QD2 (030511)

Q14	<p>ALL</p> <p>Looking at this list, which of these facilities were important in your decision to visit here today?</p> <p>LIST TO BE TAILORED TO EACH SITE</p> <p>SHOW CARD 3 AND CODE ALL THAT APPLY</p> <p>Car parking 1</p> <p>Cycling tracks or trails 2</p> <p>Choices of paths for walking 4</p> <p>Clear sign posting of paths and trails 5</p> <p>Picnic areas 8</p> <p>Open grassy areas 9</p> <p>Printed information available 15</p> <p>Information boards/panels 16</p> <p>Other (SPECIFY) 95</p> <hr/> <p>None 96</p> <p>Don't know 97</p>	BASE: ALL MULTI
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Pro: 8188_CLOCAENOG

QD2 (030511)

Q15	<p>ALL Now I would like you to rate each of the aspects of the site that you have experienced during today's visit. So how would you rate... LIST TO BE TAILORED TO EACH SITE READ OUT AND CODE ONE ONLY PER ROW</p>	<p>BASE: ALL ROW SINGLES</p>						
		Excellent	Very good	Good	Fair	Poor	Don't know/not experienced	
	Car parking	1	2	3	4	5	6	
	Cycling tracks or trails	1	2	3	4	5	6	
	Choices of paths for walking	1	2	3	4	5	6	
	Clear sign posting of paths and trails	1	2	3	4	5	6	
	Picnic areas	1	2	3	4	5	6	
	Open grassy areas	1	2	3	4	5	6	
	Printed information available	1	2	3	4	5	6	
	Information boards/panels	1	2	3	4	5	6	
Q16	<p>ALL Overall, how would you rate this site as a place to visit? READ OUT AND CODE ONE ONLY</p>	<p>BASE: ALL SINGLE</p>						
	Excellent						1	
	Very good						2	
	Good						3	
	Fair						4	
	Poor						5	
	Don't know/not sure						6	

Pro: 8188_CLOCAENOG

QD2 (030511)

Q17	<p>ALL</p> <p>Using a scale of 0 to 10, where 0 means not at all likely and 10 means extremely likely, how likely is that you would recommend this site as a place to visit to a friend or relative?</p> <p>CODE ONE ONLY</p> <p>0 – Not at all likely 1</p> <p>1 2</p> <p>2 3</p> <p>3 4</p> <p>4 5</p> <p>5 6</p> <p>6 7</p> <p>7 8</p> <p>8 9</p> <p>9 10</p> <p>10 – Extremely likely 11</p> <p>Don't know/not sure 12</p>	BASE: ALL SINGLE
Q18	<p>ALL</p> <p>Looking at this card can you tell me which, if any, of the sites you have visited in the last year or so?</p> <p>SHOWCARD 4 AND CODE ALL THAT APPLY</p> <p>Glangors - Przwalski horses 1</p> <p>Boncyn Foel Bach 2</p> <p>Pincyn Llys 3</p> <p>Bontuchel wildlife Hide 4</p> <p>Pool Parc 5</p> <p>Rhyd y Gaseg 6</p> <p>Foel Frech birdhide 7</p> <p>Alwen 8</p> <p>Llyn Brenig 9</p> <p>Clwydian Range woodlands: 10</p> <p>Coed Moel Famau 11</p> <p>Coed Nercwys 12</p> <p>Coed Llangwyfan 13</p> <p>Clwydian Range Centre/Loggerheads 14</p> <p>Jubilee Tower on top of Moel Famau 15</p> <p>Ruthin town 16</p> <p>None of these 96</p> <p>Don't know 97</p>	BASE: ALL MULTI

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Q19a	<p>WHERE PARTY IS GREATER THAN 1 AT Q1 Thinking about the whole of the group you are with today, how much do you think the whole group are likely to spend in the local area on the following things as a result of your visit today?</p>	<p>BASE: Q1=2+ NUM</p>
Q19b	<p>READ OUT AND WRITE IN. PROBE FOR ESTIMATE TO NEAREST POUND WHERE RESPONDENT IS VISITING ALONE AT Q1 How much do you expect to spend in the local area on the following things as a result of your visit today? READ OUT AND WRITE IN. PROBE FOR ESTIMATE TO NEAREST POUND</p>	<p>BASE: Q1=1 NUM</p>
	<p>Accommodation, including food and drink purchased at the accommodation</p>	<input type="text"/>
	<p>Food and drink purchased outside of any accommodation</p>	<input type="text"/>
	<p>Admission fees to attractions</p>	<input type="text"/>
	<p>Parking</p>	<input type="text"/>
	<p>Non-routine shopping such as buying souvenirs</p>	<input type="text"/>
	<p>Transport including petrol, taxis, public transport etc.</p>	<input type="text"/>
	<p>Hiring equipment such as boats, bikes or horses</p>	<input type="text"/>
	<p>Other miscellaneous items</p>	<input type="text"/>
	<p>CAPI CALCULATES TOTAL COST</p>	<input type="text"/>

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Profile information

Finally I'd just like to ask some questions for analytical purposes.

C1	ALL INTERVIEWER CODE RESPONDENT SEX READ OUT AND CODE ONE ONLY Male 1 Female 2	BASE: ALL SINGLE
C2	ALL Which of the following age bands do you fall into? READ OUT AND CODE ONE ONLY 16-24 1 25-34 2 35-44 3 45-54 4 55-64 5 65+ 6 Refused 7	BASE: ALL SINGLE
C3	Which of these best describes what you are doing at present? SHOWCARD 5 AND CODE ONE ONLY Employee in full time job (30 hours plus per week) 1 Employee in part time job (under 30 hours per week) 2 Self-employed full or part time 3 On a government supported training programme (e.g. Modern Apprenticeship, Training for Work) 4 Full time education at school, college or university 5 Unemployed and available for work 6 Permanently sick/disabled 7 Wholly retired from work 8 Looking after the home 9 Other (SPECIFY) _____ 95	BASE: ALL SINGLE
C4	ALL Do you have any children aged 15 or under living in your household? CODE ONE ONLY Yes 1 No 2	BASE: ALL SINGLE

<p>C5</p>	<p>ALL Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more? CODE ONE ONLY</p> <p>Yes 1 No 2</p>	<p>BASE: ALL SINGLE</p>
<p>C6</p>	<p>ALL WITH DISABILITY AT C5 Does this illness, disability or infirmity limit your activities in any way? CODE ONE ONLY</p> <p>Yes 1 No 2</p>	<p>BASE: C5=1 SINGLE</p>
<p>C7</p>	<p>ALL Which of the following best describes your ethnic background? READ OUT AND CODE ONE ONLY</p> <p>White British 1 White Irish 2 White East European 3 White other European 4 Any other White background (SPECIFY) 5</p> <hr/> <p>Caribbean 6 African 7 Any other Black background (SPECIFY) 8</p> <hr/> <p>Indian 9 Pakistani 10 Bangladeshi 11 Any other Asian background (SPECIFY) 12</p> <hr/> <p>White and Black Caribbean 13 White and Black African 14 White and Asian 15 Any other Mixed background (SPECIFY) 16</p> <hr/> <p>Chinese 17 Other (SPECIFY) 95</p> <hr/> <p>DK/NA 97</p>	<p>BASE: ALL SINGLE</p>

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C8	ALL	<p>So we can map where visitors have come from please can I have your postcode. IF NECESSARY: Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals. ENSURE POST CODE IS COLLECTED IN FULL WHEREVER POSSIBLE, OR AS MUCH OF POST CODE AS RESPONDENT IS PREPARED TO PROVIDE</p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> <td style="width: 15%;"></td> </tr> </table>								BASE: ALL SINGLE

READ: Thank you, those are all the questions I have. If you are concerned about whether BMG is a genuine market research agency, you can call the Market research Society on 0500 396 999 during office hours.

READ: This survey has been commissioned by the Forestry Commission. As part of BMG Research's quality control process, my employer will wish to contact some of the people I have interviewed. This is to confirm that I have undertaken the interview in an appropriate manner, and according to market research practice. Could you please provide me with your name, and a contact telephone number. This information will not be passed on, or used for any purpose other than our quality control processes. Your details will be deleted as soon as our quality controls process ends.

INTERVIEWER: Record name and take land line or mobile phone number, including the dialling code.

INTERVIEWER: Please remember to give the respondent a BMG card. Thank and close.

ADDRESS DETAILS

TITLE:	1 MR	2 MRS	3 MISS	4 MS	5 DR
	95 OTHER PLEASE SPECIFY:				
SURNAME:					
FORENAME / INITIALS:					

TELEPHONE

Landline number										
Mobile number										

Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.

