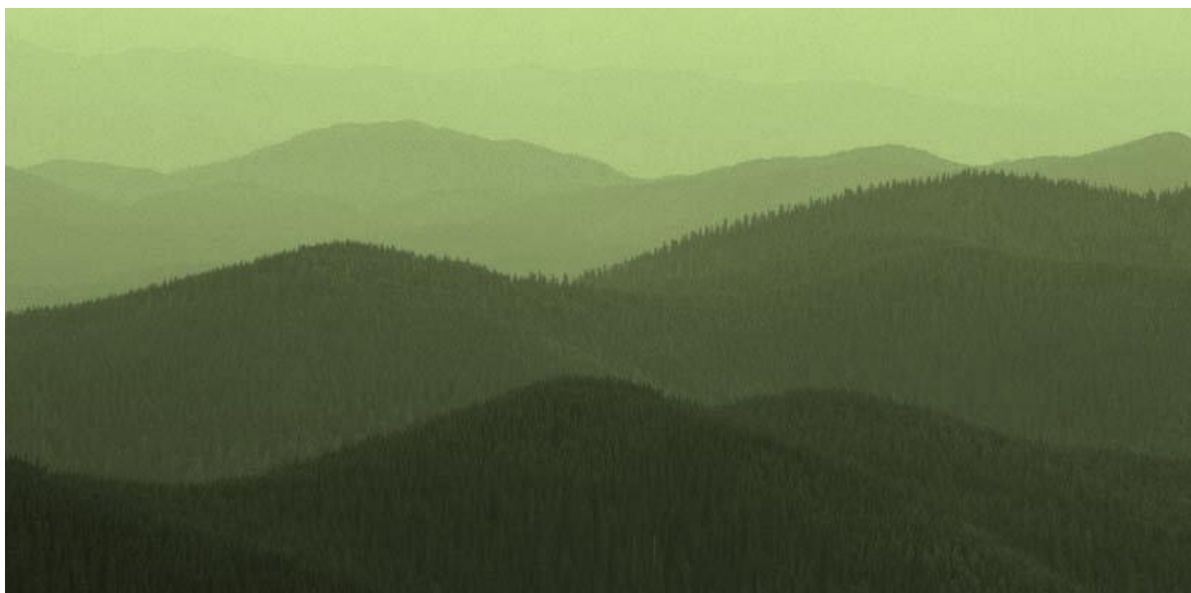




# Research Report



## Quality of Visitor Experience Survey: Dyfnant

Prepared for: The Forestry Commission

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# Quality of Visitor Experience Survey: Dyfnant

**Prepared for: The Forestry Commission**

**Prepared by: BMG Research**

**December 2011**

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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 46 visitor interviews completed at Dyfnant in 2011; throughout the report, comparisons have been made between findings at Dyfnant 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 Dyfnant

**Dyfnant** is a remote upland forest situated on high ground on the edge of the Cambrian Mountains just south of Lake Vyrnwy between the valleys of the Afon Twrch to the west and the Afon Efyrynwy to the east. It is a coniferous working forest and its nearest town or village is Llangadfan. Dyfnant Forest is home to 'Rainbow Trails' soft trails for horse riding and has been developed to promote horse tourism. Dyfnant and Vyrnwy Horse Riding and Carriage Driving Association play a part in developing opportunities, organising rides and producing route maps.

It has a wide variety of activities available to visitors, including numerous horse riding trails that also welcome walkers and cyclists, carriage driving trails, organised rides eg Easter rides, picnic sites and fishing as well as having easy access, parking and other facilities. A wind farm has also been proposed at the site.

### 1.3 Perceptions of the site

Just over four in five visitors said that Dyfnant was excellent or very good (83%) as a place to visit, which was lower than the average across sites in Wales (90%). However visitors at Dyfnant were more likely to rate the site as 'excellent' (65% cf. 47%).

Furthermore, the majority of visitors (80%) rated the site as either excellent or very good in terms of how safe and welcoming it is. Again visitors at Dyfnant were more likely to rate this as 'excellent' (76% cf. 44%).

The majority of visitors would recommend Dyfnant as a place to visit – four in five (80%) 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 Dyfnant were the peace/tranquillity/relaxation, beautiful scenery/views and the walks/paths/trails available at the site.

Visitors said that car parking, choice of paths for walking, as well as clear sign posting of paths and trails 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.

## 1.5 Areas for improvement

Just under a half 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.

Only 3 respondents of visitors mentioned that something interfered with their enjoyment.

Two facilities were considered more important than the average and were also rated less highly than average – clear sign posting of paths & trails and picnic areas.

## 1.6 Visitor profile

Visitors to Dyfnant had an older profile than the average across Wales, as a higher proportion than average were aged 45 to 64, and a smaller proportion of visitors were aged under 45.

Visitors were less likely than average to be classified as 'Families' or 'Young Independents'.

Nearly three quarters of visitors to Dyfnant were visiting as part of a day trip of less than 3 hours away from home which was consistent with the average across all sites.

Many of those who provided a postcode said they lived in or around North Wales, the North West and the West Midlands, although a few respondents had come from further afield, including the East Midlands and Yorkshire & The Humber.

Just fewer than nine in ten visitors had been to Dyfnant before, which was higher than the average across sites.

Excluding first time visitors, a quarter of visitors to Dyfnant had visited at least weekly with a further quarter having visited at least monthly which was consistent with the average across sites.

## 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 y 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 Dyfnant, a total of 46 visitors were interviewed, on 29<sup>th</sup> to 30<sup>th</sup> April (22 interviews); 16<sup>th</sup> to 17<sup>th</sup> August (3 interviews) and 22<sup>nd</sup> to 23<sup>rd</sup> October 2011 (21 interviews).

A sample size of 46 carries a maximum confidence interval of +/- 14%.

## 2.3 Report

This report summarises results of the survey undertaken at Dyfnant during 2011, and includes site scores on key visitor measures. Throughout this report, comparisons have been made between findings at Dyfnant and the straight average across the fourteen sites used in Wales to date (excluding Gethin, Llan Wynno and Cwm Saebran from Year 1), 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 Dyfnant. 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 Dyfnant was made up of around half males (52%) and half females (48%) compared with an average of 59% males and 41% females across the sites.

Visitors surveyed at Dyfnant were older than average, a mean of 52 years old compared to the total sample mean of 47 years. Nearly three quarters of visitors at Dyfnant were aged 45 to 64 (72%), compared with just over two fifths (41%) across the average of sites in Wales, whilst the proportion of those under 45 year olds at Dyfnant was lower than average (22% cf. 47%).

Similarly, visitors to Dyfnant were less likely than average to be 'Families' (24% cf. 33%) or 'Young Independents' (7% cf. 15%) and more likely than average to be 'Empty Nesters' (67% cf. 42%).

The working status of visitors to Dyfnant was similar to the average across sites with over half of respondents at Dyfnant being employed full time (57%) compared with 55% across sites and 17% of Dyfnant visitors being wholly retired from work compared with an average of 16%.

In terms of disability, more visitors (11%) indicated that they had a disability to the Welsh average (6%), whilst the majority stated that they did not have a disability (89%).

**Figure 1: Profile of visitors in terms of key demographics**

		Dyfnant%	Average across all Wales sites %
<b>Gender</b>	Male	52%	59%
	Female	48%	41%
<b>Age</b>	16-24	4%	8%
	25-34	7%	16%
	35-44	11%	23%
	45-54	35%	22%
	55-64	37%	19%
	65+	7%	10%
	Refused	0%	2%
<b>Lifestage</b>	Family <i>(Children in household)</i>	24%	33%
	Empty Nesters <i>(Aged 45-65+ with no children)</i>	67%	42%
	Young Independents <i>(Aged 16-34 with no children)</i>	7%	15%
	Other	2%	11%
<b>Working status</b>	Employee in full time job (30 hours plus per week)	57%	55%
	Employee in part time job (under 30 hours per week)	15%	10%
	Self-employed full or part time	0%	9%
	On a government supported training programme (e.g. Modern Apprenticeship, Training for Work)	0%	0%
	Full time education at school, college or university	2%	2%
	Unemployed and available for work	0%	1%
	Permanently sick/ Disabled	2%	1%
	Wholly retired from work	17%	16%
	Looking after the home	4%	4%
	Other	2%	1%
<b>Disability</b>	Yes	11%	6%
	No	89%	94%
<b>Sample base</b>		46	1923

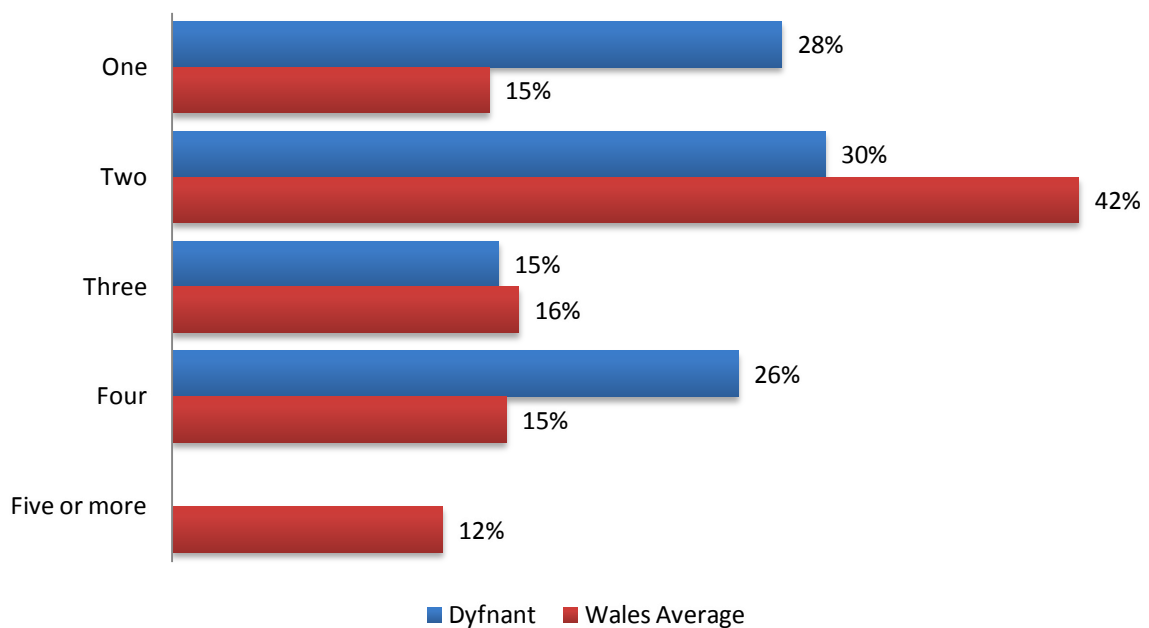
## 3.2 Group profile

### 3.2.1 Size of group

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

The mean number in a group at Dyfnant was two compared with the Welsh average of three, with group sizes at the site ranging from one to four. Over a quarter came to the site alone (28% cf. 15%) or in a group of four (26% cf. 15%). Nearly a third visited in a couple (30% cf. 42%) and a further 15% visited in a group of 3. No visitors were visiting in a group of five or more compared to 12% across all Wales sites.

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



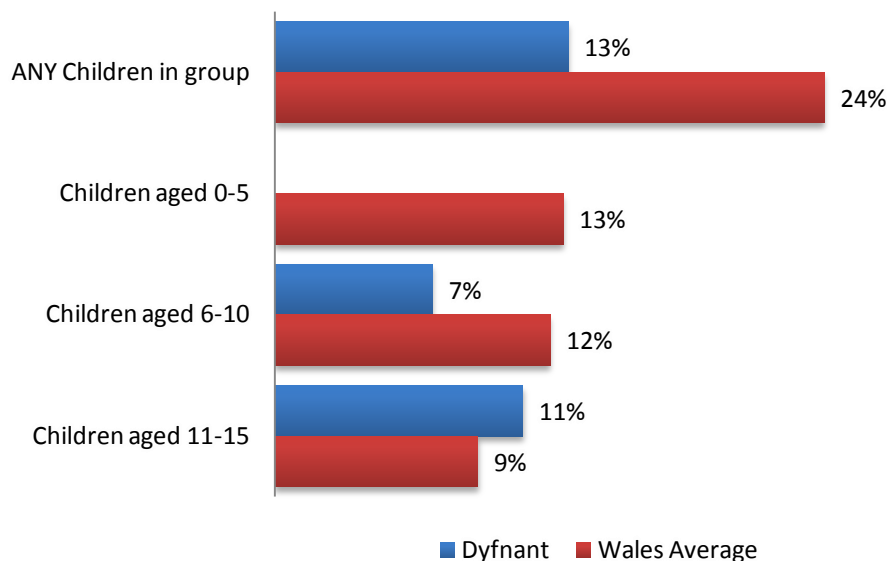
Sample base =Dyfnant: 46/ Wales Average: 1923

### 3.2.2 Composition of group

At Dyfnant, just over one in ten of visitors (13%) had any children in the group, which was lower than the average across sites in Wales (24%).

There were no visitors with children aged 0-5 years. Around one in ten (7%) were visiting with children aged 6-10 years and children aged 11-15 years (11%). These findings suggest a lower usage of Dyfnant by visitors with children, compared with the average across all Welsh sites.

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



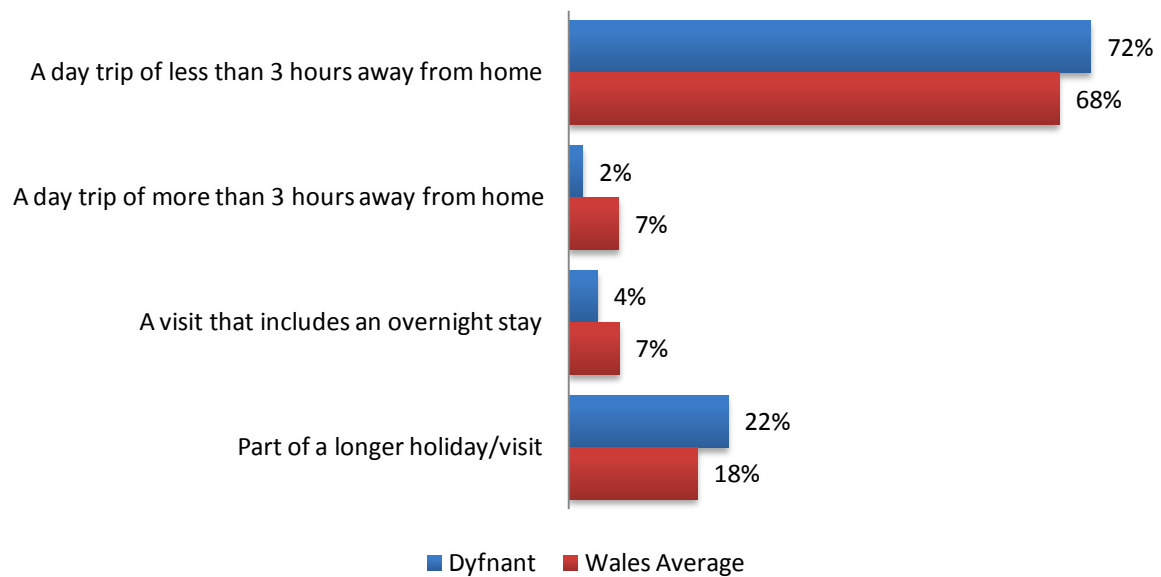
Sample base = Dyfnant: 46 / Wales Average: 1923

## 4 Profile of visit

### 4.1 Type of visit

The majority of visitors to Dyfnant were visiting as part of a day trip of less than 3 hours away from home (72%). Results were consistent with the average across all sites.

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



Sample base = Dyfnant: 46 / 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.

The map below shows that many of those surveyed at Dyfnant and providing a valid postcode live in or around North Wales, the North West and the West Midlands, although some respondents had come from further afield, including the East Midlands and Yorkshire & The Humber.

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



## 4.3 Frequency of visits

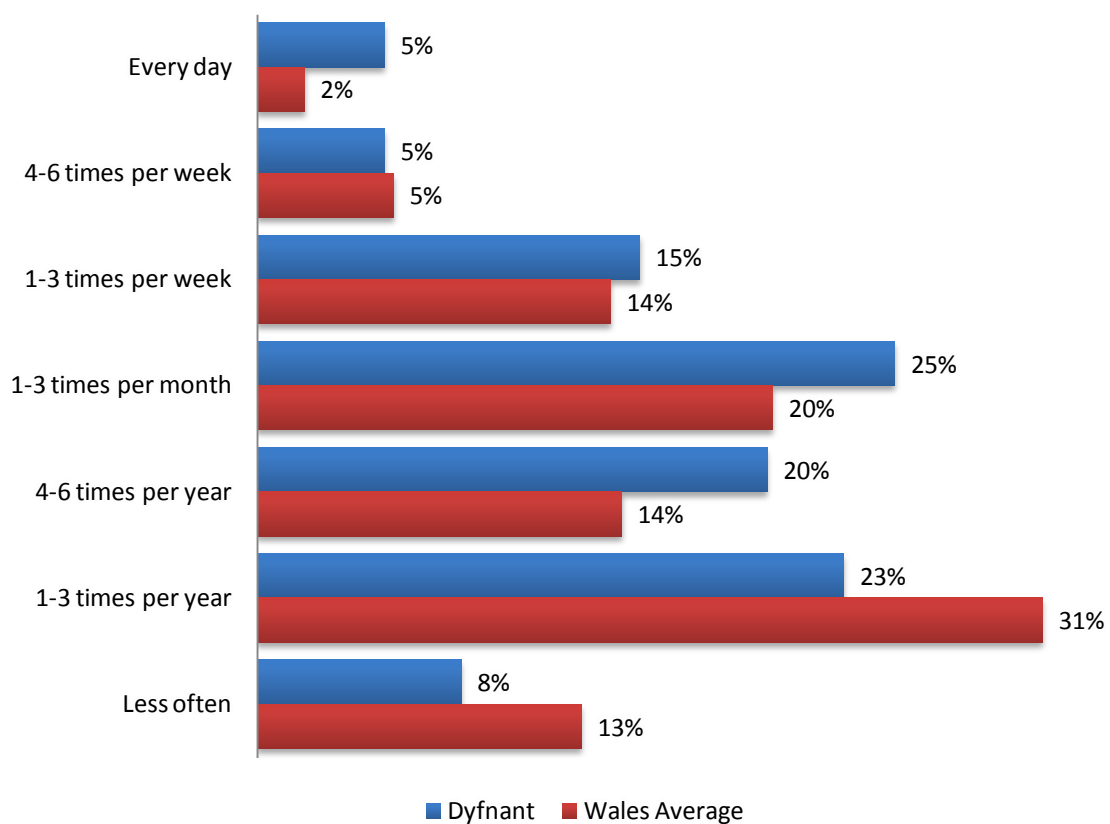
### 4.3.1 First time visitors

Nearly nine in ten visitors had been to Dfynant before (87%), which was higher than the average across all sites (74%).

### 4.3.2 Repeat visitors

Excluding first time visitors, a quarter of visitors to Dyfnant had visited at least weekly (25%) with a further quarter having visited at least monthly (25%) which was consistent with the average across sites (21% and 20% respectively). Just over two fifths (43%) visited at least yearly which again was consistent with the Wales average (45%).

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



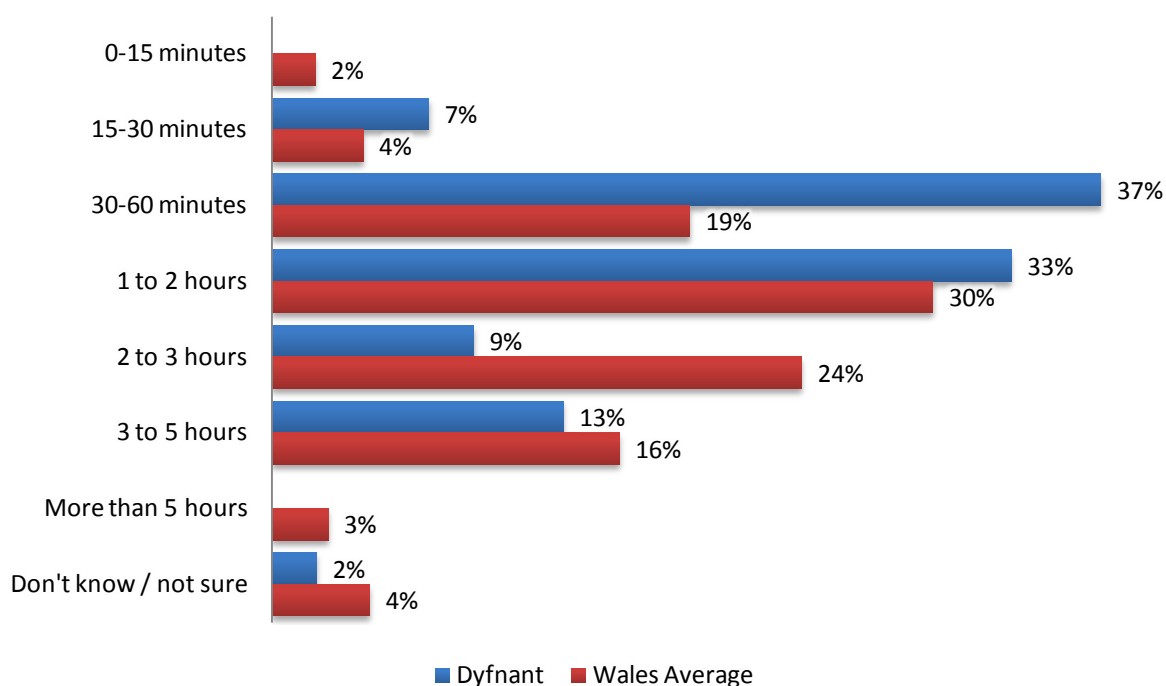
Sample base = Dyfnant: 40 / Wales Average: 1425

#### 4.4 Length of visit

Visitors to Dyfnant had spent a reasonable amount of time at the site with over a half (55%) spending at least an hour at the site. This was compared however, to nearly three quarters (73%) across the sites. No visitors to Dyfnant had spent more than 5 hours at the site. The average amount of time spent at Dyfnant was 1 hour and 34 minutes, which was lower than the average across all sites (2 hours and 2 minutes).

Respondents at Dyfnant were more likely than average to have been at the site for under an hour (44% cf. 25%) with nearly two in five (37%) spending between half an hour and an hour at the site.

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



Sample base = Dyfnant: 46/ 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 2% of respondents in Dyfnant are shown in the table overleaf.

Over nine in ten (91%) had taken part in an 'active' activity<sup>1</sup> e.g. cycling, running / jogging, while 9% had undertaken any kind of 'passive' activity e.g. walking, seeing something in the forest. These results are relatively consistent with the average across Wales.

Compared to the average across sites in Wales, the proportion of respondents at Dyfnant who had taken part in walking activities was higher (78% cf. 65%), but visitors to Dyfnant were less likely to have taken part in cycling activities (9% cf. 26% across sites in Wales).

Dyfnant visitors were more likely to mention 'dog walking' than the average across sites (57% cf. 29%), but less likely to mention 'walking on a sign-posted trail' than the Wales average (33% cf. 43%).

Not surprisingly 13% of Dyfnant visitors mentioned 'horse riding/pony trekking' compared with a Wales average of 2%.

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<sup>1</sup> 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)**

	Dyfnant	Wales Average
<b>Walking:</b>		
Dog walking	57%	29%
Walking on a sign-posted trail	33%	43%
Walking but not following sign posts	9%	14%
<b>SUMMARY: ANY WALKING</b>	<b>78%</b>	<b>65%</b>
<b>Cycling:</b>		
Cycling on forest roads, tracks or trails/Cycling on a signposted trail	9%	20%
Cycling/ mountain biking off tracks and trails/Cycling but not following sign posts	4%	10%
<b>SUMMARY: ANY CYCLING</b>	<b>9%</b>	<b>26%</b>
<b>Other activities:</b>		
Horse riding/ pony trekking	13%	2%
Picnic or barbecue	13%	10%
Bird watching	7%	8%
Running/ jogging	2%	2%
Photography	2%	9%
Admiring the views	2%	10%
Other	2%	5%
<b>Taken part in ACTIVE activities</b>	<b>91%</b>	<b>86%</b>
<b>Taken part in PASSIVE activities</b>	<b>9%</b>	<b>12%</b>
<b>Sample Bases</b>	46	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 running/jogging, four in cycling and six in horse riding, making base sizes too small to show results for these activities.

### 4.6.1 Walking

Over two fifths of those who took part in walking activities spent 30 to 60 minutes on this (42%) with a further third (31%) spending 1 to 2 hours on this activity. The mean time spent on walking at Dyfnant was 1 hour and 12 minutes which was 22 minutes less than the average time spent by visitors on the Dyfnant site.

**Figure 9: Q7B. Approximate time spent on various activities**

	Total time on site	Time spent on walking
0-15 minutes	0%	3%
15-30 minutes	7%	8%
30-60 minutes	37%	42%
1 to 2 hours	33%	31%
2 to 3 hours	9%	3%
3 to 5 hours	13%	6%
More than 5 hours	0%	0%
Don't know/ not sure	2%	8%
Average	1 hour 34 mins	1 hour 12 mins
Base	All (46)	Walkers (36)

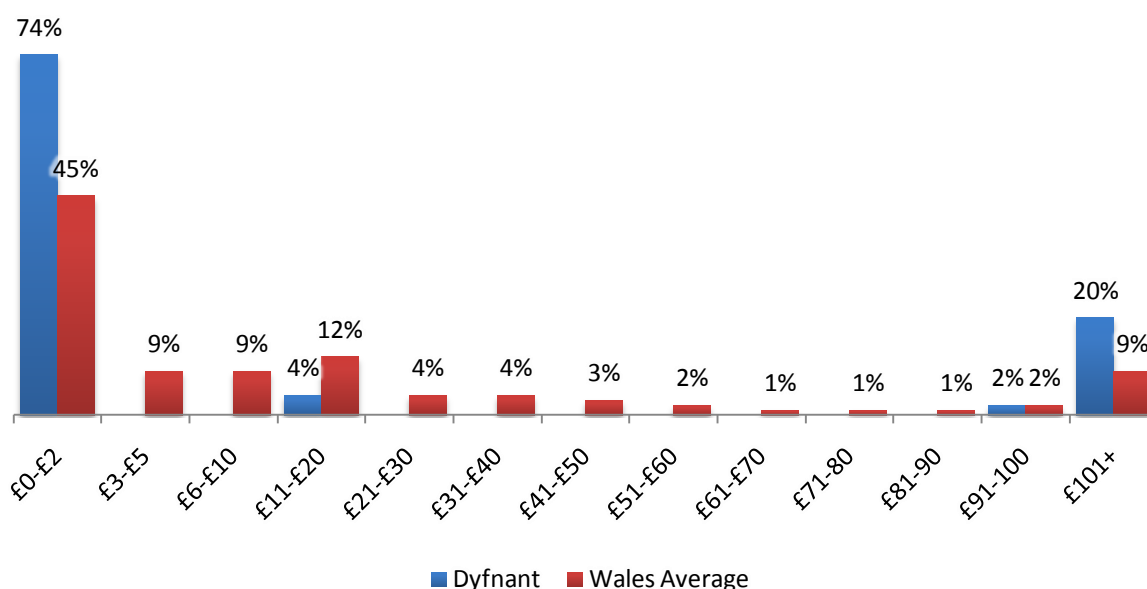
### 4.7 Overall spending in local area resulting from visit

Visitors to Dyfnant 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 Dyfnant 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 £101 to £200 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 = Dyfnant: 46/ Wales Average: 988

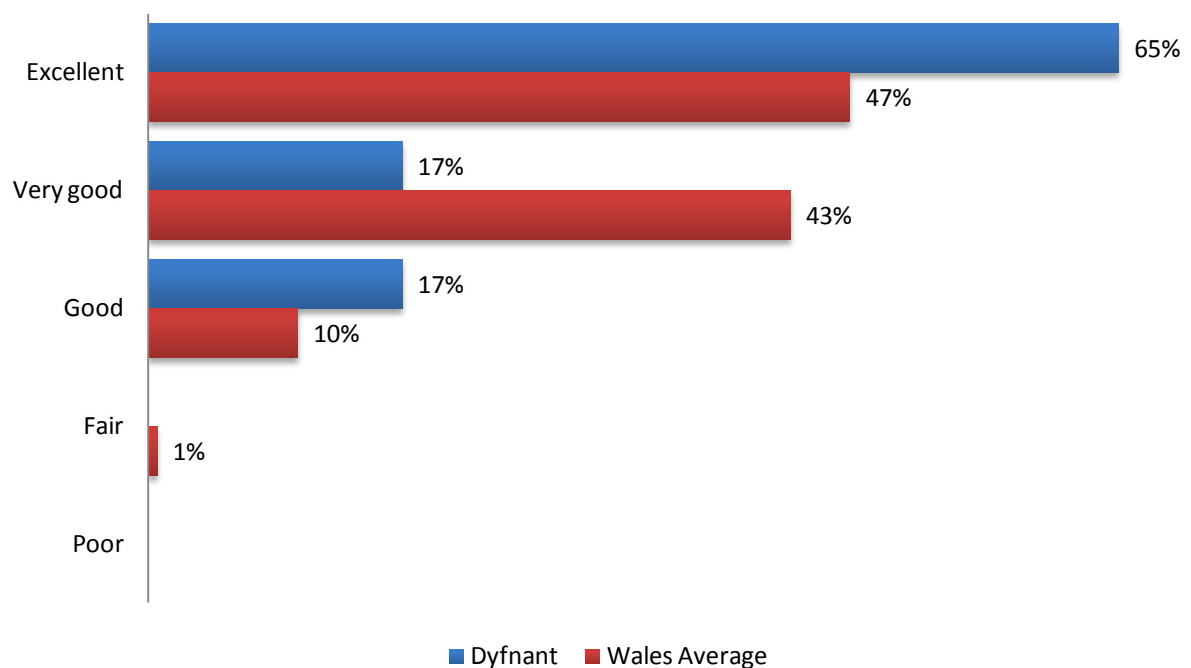
## 5 Perceptions of the site

### 5.1 Overall rating of the site as a place to visit

Dyfnant was rated very positively as a place to visit, with the majority of visitors saying the site was either excellent or very good (83%). This figure was lower than the average across all sites (90%).

However visitors at Dyfnant were more likely to rate the site as 'excellent' (65%), compared with the Welsh average (47%).

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



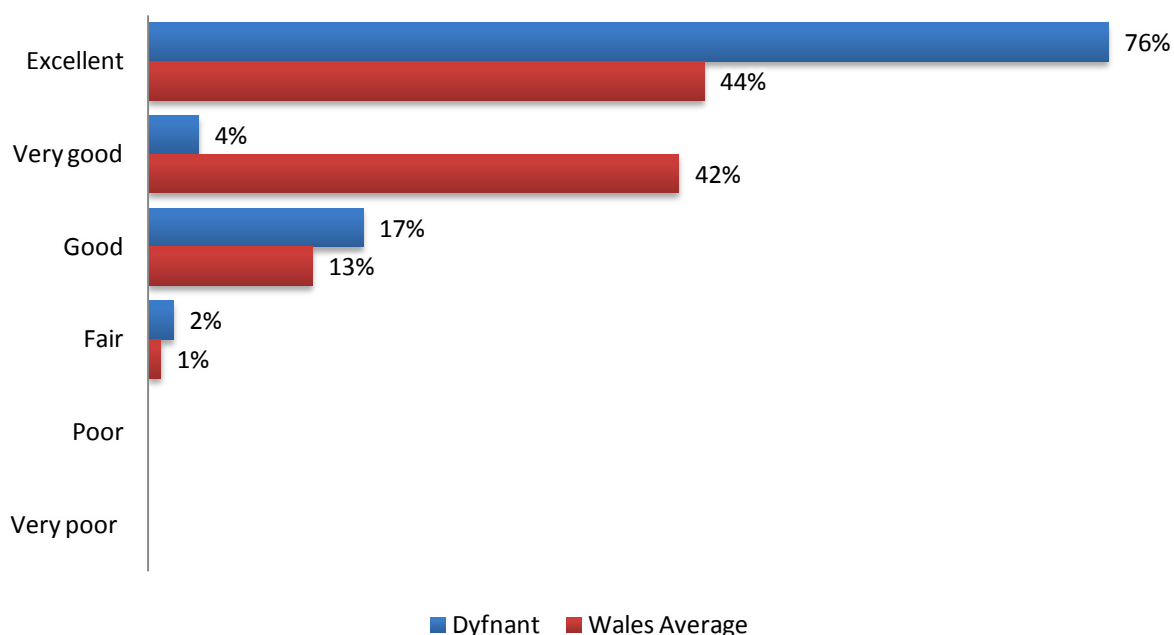
Sample base = Dyfnant: 46 / Wales Average: 1899

## 5.2 Rating of Dyfnant as safe and welcoming

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

Dyfnant was rated very positively on this measure, with the majority of visitors (80%) providing a rating of excellent or very good. This was lower than the average across all sites, where 86% provided ratings of very good/excellent for the relevant site. However visitors at Dyfnant were more likely to rate the site as 'excellent' (76%), compared with the Welsh average (44%).

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



Sample base = Dyfnant: 46 / Wales Average: 1912

### 5.3 Reasons for ratings

Respondents were asked to explain the reasons for their ratings of Dyfnant, 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' (37 respondents), almost all of them (95%) 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 respondents were categorised as follows:

- Over half (54%) made a comment that was generally positive, for example it's nice / good / pleasant / excellent / wonderful / fine / brilliant / enjoyable (30%) and peaceful / quiet / tranquil / relaxing (24%);
- Around one in ten (11%) said something about the location, for example secluded/isolated area (5%);
- 5% said something about the facilities, for example staff / wardens are friendly / kind / helpful (3%);
- The same proportion (5%) mentioned the environment layout, for example wide open spaces / spaces areas (3%);
- 3% mentioned the natural environment, for example the views / scenery / surroundings (3%);
- 3% (1 respondent) also although gave a positive rating made a negative comment;
- No visitors mentioned anything about activities;
- 5% mentioned something else that was not categorised in to the categories mentioned above.

Only nine 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

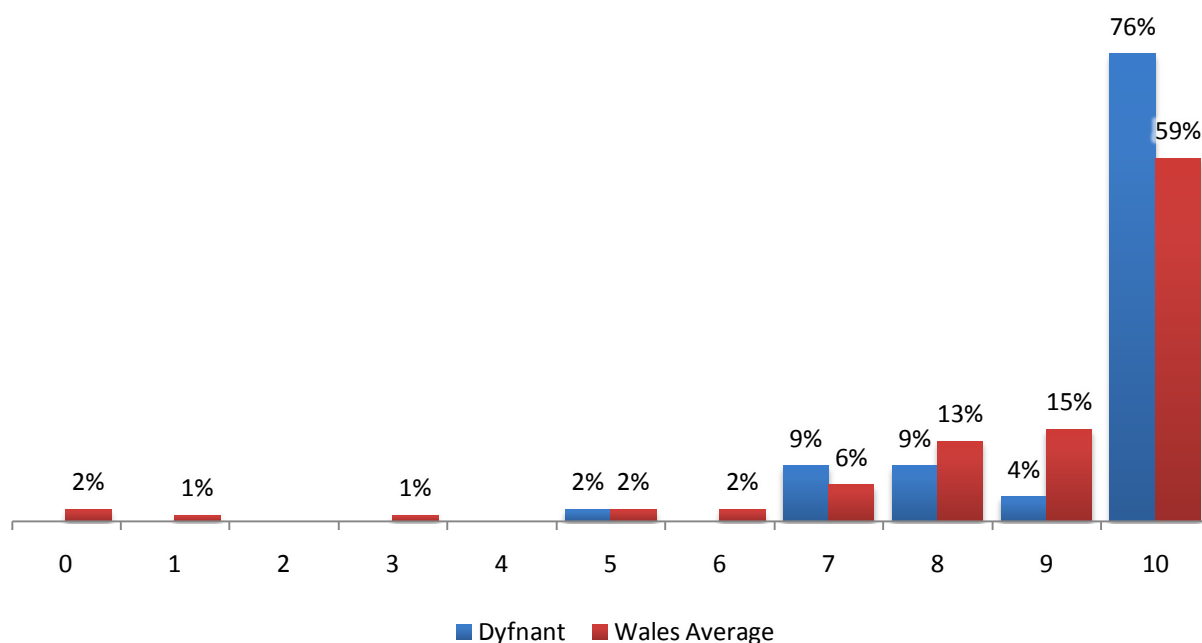
Visitors were asked whether they would recommend Dyfnant as a place to visit to a friend or relative. The overwhelming majority provided one of the top two ratings (80% provided a rating of 9-10) and the mean score was 9.4. This was higher than the Wales average where 73% provided a rating of 9 – 10 and the mean score was 8.9.

Over three quarters (76%) of Dyfnant visitors gave a rating of 10 meaning they were ‘extremely likely’ to recommend the site as a place to visit, compared with a Wales average of 59%.

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 Dyfnant, the percentage of customers who are Detractors is subtracted from the percentage of customers who are Promoters. This produces a score of 78%, 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)**



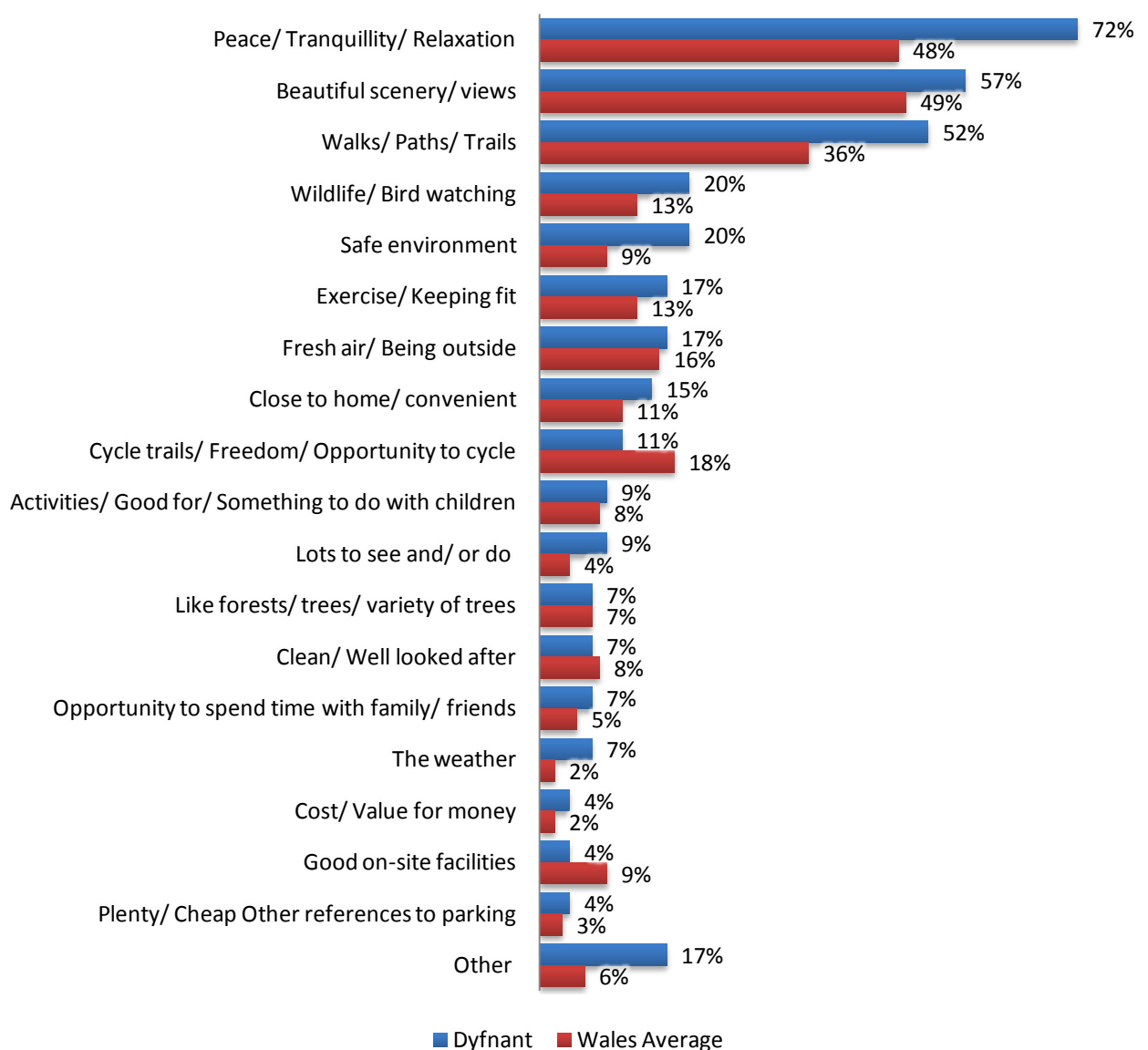
Sample base = Dyfnant: 46/ Average Wales sample: 1825

## 5.5 Favourite thing about the site

Respondents were asked what they liked most about Dyfnant. This question was unprompted and respondents could mention as many aspects as they liked. Comments made by at least 4% of visitors at the site are shown in the chart below.

The top aspect was peace/tranquillity/relaxation, which was more likely to be mentioned by visitors to Dyfnant (72%) than the average for Wales (48%). The second most mentioned was the beautiful scenery/views available at the site (57% cf. the average of 49%) followed by walks/paths/trails (52% cf. the average of 36%). A further fifth (20%) mentioned the wildlife/bird watching and the safe environment compared with a Wales average of 13% and 9% respectively.

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



Sample base = Dyfnant: 46 / 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. Nearly a half (48%) said 'nothing' with the same proportion providing a comment.

The most commonly mentioned aspects related to improving facilities (37%), for example providing more/better toilet facilities (22%), whilst 11% mentioned improving the environment in some way, for example cleaner environment/less litter (2%).

Nine percent of visitors mentioned provide more information with a further 7% mentioning café/refreshments/catering and improve signage.

## **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. The majority of visitors (87%) said nothing with only 3 respondents providing a comment.

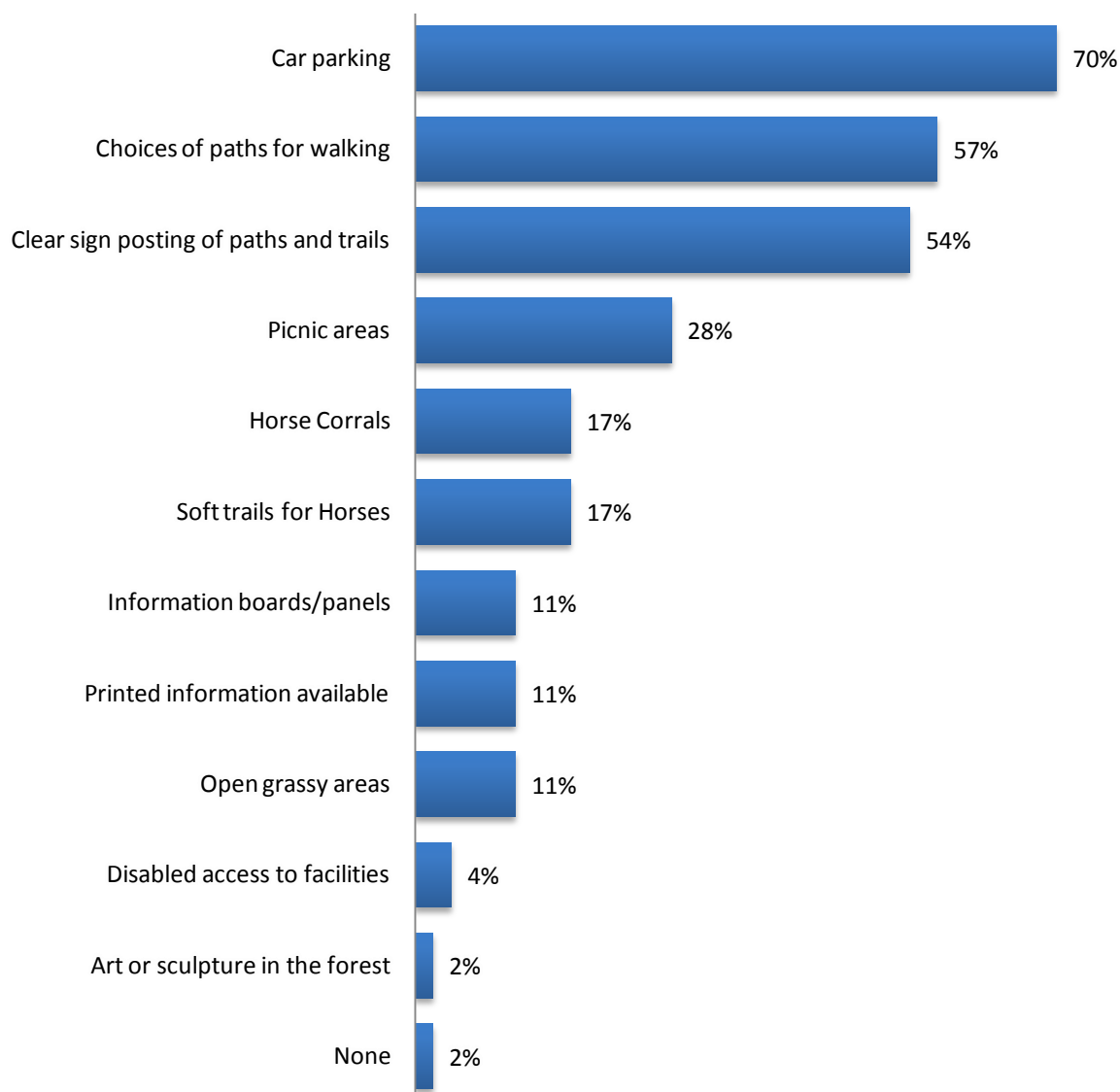
## 6 Site facilities

### 6.1 Importance of site facilities

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

The facility which was by far the most important in visitors' decisions to visit the site was 'car parking' (70%) followed by 'choice of paths for walking' (57%) and 'clear sign posting of paths and trails' (54%).

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



Sample base = Dyfnant: 46

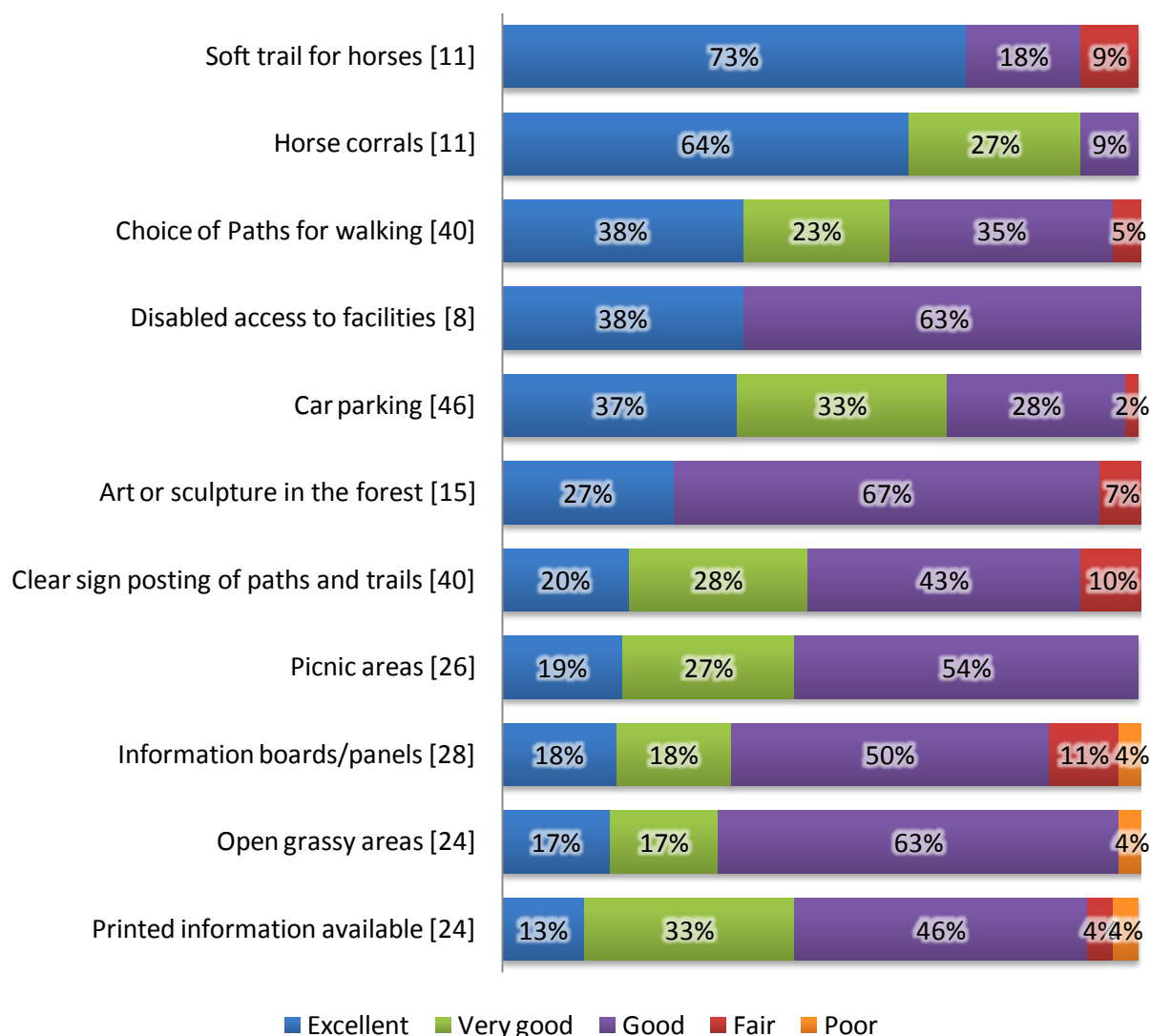
## 6.2 Rating of site facilities (where used)

The chart below 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. Almost a quarter (73%) rated the soft trail for horse as excellent and just under two thirds (64%) rated the horse corrals 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.

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



Unweighted sample bases in parentheses

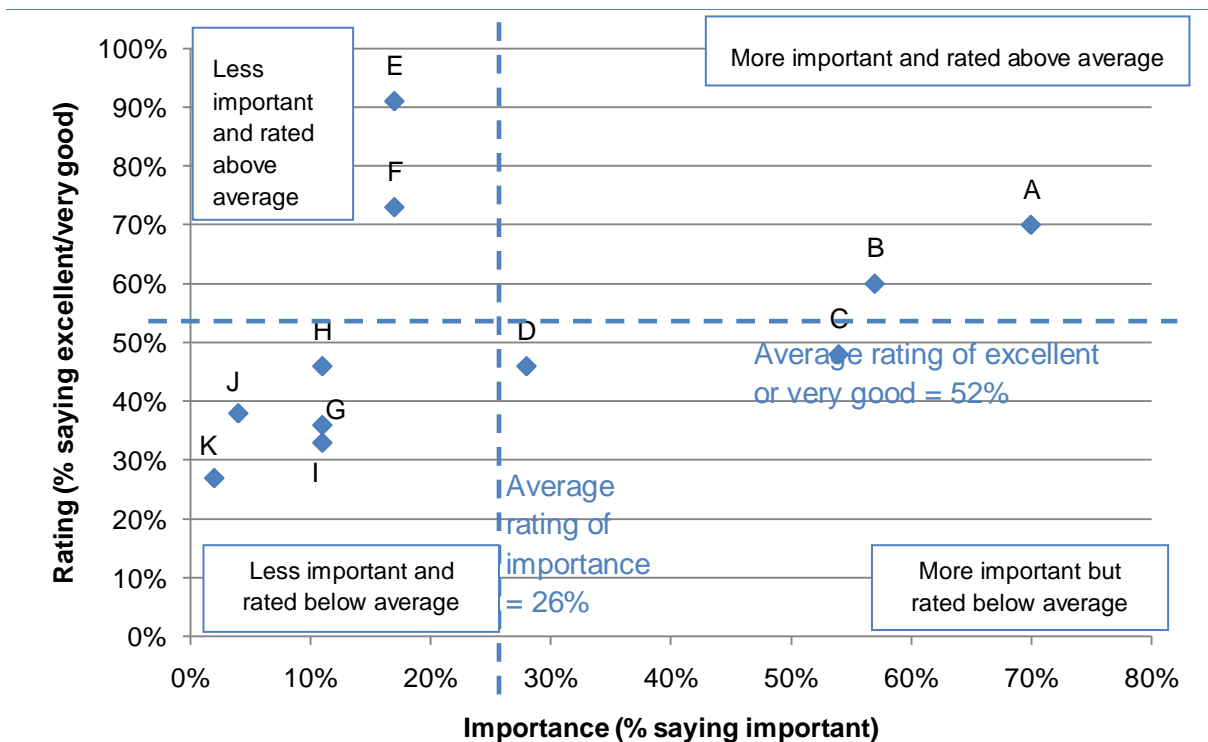
### 6.3 Ratings of site facilities by perceived importance

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 only two facilities which are considered more important than the average and are also rated less highly than average and that is the clear sign posting of paths and trails (C) and picnic areas (D).

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**

<b>A</b> Car parking	<b>E</b> Horse Corrals	<b>I</b> Open grassy areas
<b>B</b> Choices of paths for walking	<b>F</b> Soft trails for Horses	<b>J</b> Disabled access to facilities
<b>C</b> Clear sign posting of paths and trails	<b>G</b> Information boards/panels	<b>K</b> Art or sculpture in the forest
<b>D</b> Picnic areas	<b>H</b> 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 (74%) compared with a Wales average of 55%. This was followed by word of mouth (9%) compared to a Wales average of 20%.

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

	Dyfnant	Average across sites in Wales
Always known about it/been here before	74%	55%
Word of mouth	9%	20%
Just passing/ en route	7%	7%
Map	4%	4%
Leaflet	2%	4%
Road signs	2%	4%
Internet/ website	2%	6%
Other	4%	5%
Sample bases	46	1923

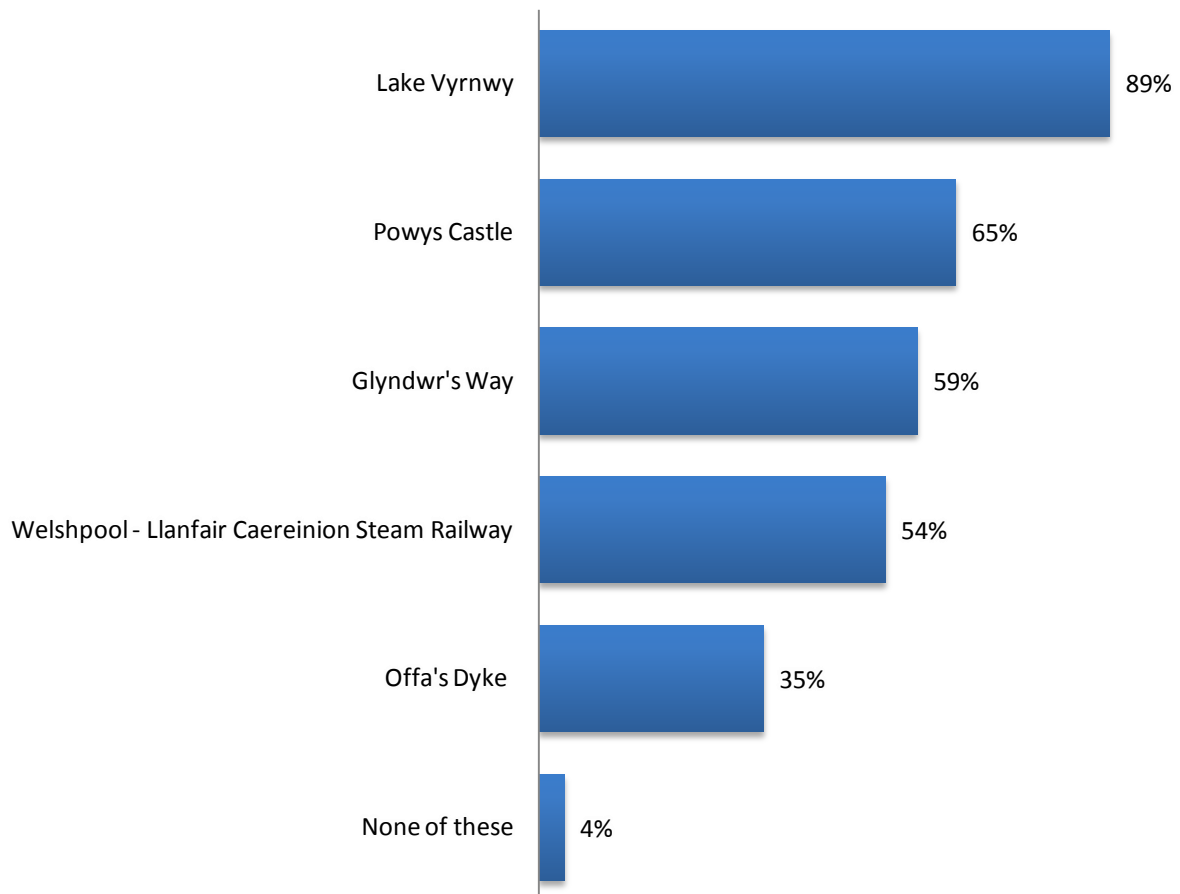
## 7.2 Visiting other attractions

Finally, visitors to Dyfnant 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 fewer than nine in ten visitors had been to Lake Vyrnwy (89%). After this the other most commonly visited site was Powys Castle (65%), followed by Glyndwr's Way (59%) and Welshpool – Llanfair Caereinion Steam Railway (54%). Just over a third had visited Offa's Dyke (35%) as shown in the chart below.

Only 4% 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 = Dyfnant: 46

## 8 Appendix 1: Questionnaire

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

**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	
---------------	--

**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.

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

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**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**

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

<p><b>Q3</b></p> <p><b>ALL</b></p> <p>How often, on average, do you come to this site?</p> <p><b>READ OUT AND CODE ONE ONLY</b></p> <p>This is my/our first visit 1</p> <p>Every day 2</p> <p>4-6 times per week 3</p> <p>1-3 times per week 4</p> <p>1-3 times per month 5</p> <p>4-6 times per year 6</p> <p>1-3 times per year 7</p> <p>Less often 8</p> <p>Don't know 9</p>	<p><b>BASE: ALL SINGLE</b></p>																																																																																								
<p><b>Q4</b></p> <p><b>ALL</b></p> <p>Which of these activities have you personally taken part in during your visit here today?</p> <p><b>SHOW CARD 1 AND CODE ALL THAT APPLY</b></p> <p><b>Q5</b></p> <p><b>WHERE PARTY IS GREATER THAN 1</b></p> <p>And which of these activities have other members of your group taken part in during your visit here today?</p> <p><b>SHOW CARD 1 AND CODE ALL THAT APPLY</b></p> <p><b>Q6</b></p> <p><b>ALL</b></p> <p>And which of these activities are you (<b>IF PART OF GROUP:</b> or other members of your group) planning to take part in during your visit here today?</p> <p><b>SHOW CARD 1 AND CODE ALL THAT APPLY</b></p>	<p><b>BASE: ALL MULTI</b></p> <p><b>BASE: Q1=2+ MULTI</b></p> <p><b>BASE: ALL MULTI</b></p>																																																																																								
<table border="0"> <thead> <tr> <th></th> <th style="text-align: center;"><b>Q4</b></th> <th style="text-align: center;"><b>Q5</b></th> <th style="text-align: center;"><b>Q6</b></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 (<b>SPECIFY</b>)</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>_____</td><td></td><td></td><td></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>		<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	*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 ( <b>SPECIFY</b> )	95	95	95	_____				None	96	96	96	
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Q7a	<b>ALL</b> Approximately how long have you spent here today in total? <b>READ OUT AND CODE ONE ONLY</b>						<b>BASE: ALL SINGLE</b>																																																														
Q7b	<b>FOR STARRED ACTIVITIES</b> And approximately how long have you spent here today.....? <b>READ OUT AND CODE ONE ONLY</b>						<b>BASE: Q4=* SINGLE</b>																																																														
	<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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Q8	<b>ALL</b> How or where did you find out about the site as a place to visit? <b>SHOWCARD 2 AND CODE ALL THAT APPLY</b>						<b>BASE: ALL MULTI</b>																																																														
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<p><b>Q9</b></p>	<p><b>ALL</b>                  What do you like most about the site?  <b>DO NOT PROMPT. PROBE FULLY AND CODE ALL THAT APPLY</b></p> <p>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 (<b>SPECIFY</b>) 95                  _____                  Nothing 96                  Don't know 97</p>	<p><b>BASE: ALL MULTI</b></p>
<p><b>Q10</b></p>	<p><b>ALL</b>                  What, if anything, would enhance your enjoyment of this site? (<b>IF SAYS WEATHER, PROBE FURTHER</b>)  <b>PROBE FULLY AND WRITE IN VERBATIM</b></p> <p style="text-align: right;">1</p> <div style="border: 1px solid black; height: 30px; width: 350px; margin-top: 10px;"></div>	<p><b>BASE: ALL OPEN</b></p>
<p><b>Q11</b></p>	<p><b>ALL</b>                  Did anything interfere with your enjoyment of this site today? (<b>IF SAYS WEATHER, PROBE FURTHER</b>)  <b>PROBE FULLY AND WRITE IN VERBATIM</b></p> <div style="border: 1px solid black; height: 30px; width: 350px; margin-top: 10px;"></div>	<p><b>BASE: ALL OPEN</b></p>

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<b>Q12</b>	<b>ALL</b> How would you rate the site in terms of how safe and welcoming it feels? <b>READ OUT AND CODE ONE ONLY</b>  Excellent 1 Very good 2 Good 3 Fair 4 Poor 5 Very poor 6 Don't know/not sure 7	<b>BASE: ALL SINGLE</b>
<b>Q13</b>	<b>ALL</b> What are the reasons for your rating? <b>PROBE FULLY AND WRITE IN VERBATIM</b>  <input data-bbox="320 797 930 891" type="text"/>	<b>BASE: ALL OPEN</b>

**SITE SPECIFIC QUESTION**

<b>Q14</b>	<b>ALL</b>	Looking at this list, which of these facilities were important in your decision to visit here today? <b>SHOW CARD 3 AND CODE ALL THAT APPLY</b>					<b>BASE: ALL MULTI</b>	
		Car parking					1	
		Choices of paths for walking					4	
		Clear sign posting of paths and trails					5	
		Picnic areas					8	
		Open grassy areas					9	
		Art or sculpture in the forest					13	
		Printed information available					15	
		Information boards/panels					16	
		Disabled access to facilities					22	
		Horse corrals					23	
		Soft trails for horses					24	
		Other ( <b>SPECIFY</b> )					95	
		_____						
		None					96	
		Don't know					97	
<b>Q15</b>	<b>ALL</b>	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.. <b>READ OUT AND CODE ONE ONLY PER ROW</b>					<b>BASE: ALL ROW SINGLES</b>	
			<b>Excellent</b>	<b>Very good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Don't know/not experienced</b>
		Car parking	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
		Art or sculpture in the forest	1	2	3	4	5	6
		Printed information available	1	2	3	4	5	6
		Information boards/panels	1	2	3	4	5	6
		Disabled access to facilities	1	2	3	4	5	6
		Horse corrals	1	2	3	4	5	6
		Soft trails for horses	1	2	3	4	5	6

Pro: 8188\_DYFNANT

QV1 (260411)

<b>Q16</b>	<p><b>ALL</b></p> <p>Overall, how would you rate this site as a place to visit?  <b>READ OUT AND CODE ONE ONLY</b></p> <p>Excellent 1  Very good 2  Good 3  Fair 4  Poor 5  Don't know/not sure 6</p>	<p><b>BASE: ALL SINGLE</b></p>
<b>Q17</b>	<p><b>ALL</b></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?  <b>CODE ONE ONLY</b></p> <p>0 – Not at all likely 1  1 2  2 3  3 4  4 5  5 6  6 7  7 8  8 9  9 10  10 – Extremely likely 11  Don't know/not sure 12</p>	<p><b>BASE: ALL SINGLE</b></p>
<b>Q18</b>	<p><b>ALL</b></p> <p>Looking at this map can you tell me which, if any, of the sites marked you have visited in the last year or so?  <b>SHOWCARD 4 AND MAP AND CODE ALL THAT APPLY</b></p> <p>Lake Vyrnwy - 1  Powys Castle 2  Welshpool - Llanfair Caereinion Steam Railway 3  Glyndwr's Way 4  Offa's Dyke 5  None of these 6  Don't know 7</p>	<p><b>BASE: ALL MULTI</b></p>

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QV1 (260411)

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

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QV1 (260411)

**Profile information**

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

<b>C1</b>	<b>ALL</b> INTERVIEWER CODE RESPONDENT SEX <b>READ OUT AND CODE ONE ONLY</b>  Male 1 Female 2	<b>BASE: ALL SINGLE</b>
<b>C2</b>	<b>ALL</b> Which of the following age bands do you fall into? <b>READ OUT AND CODE ONE ONLY</b>  16-24 1 25-34 2 35-44 3 45-54 4 55-64 5 65+ 6 Refused 7	<b>BASE: ALL SINGLE</b>
<b>C3</b>	Which of these best describes what you are doing at present? <b>SHOWCARD 5 AND CODE ONE ONLY</b>  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 ( <b>SPECIFY</b> ) _____ 95	<b>BASE: ALL SINGLE</b>
<b>C4</b>	<b>ALL</b> Do you have any children aged 15 or under living in your household? <b>CODE ONE ONLY</b>  Yes 1 No 2	<b>BASE: ALL SINGLE</b>

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QV1 (260411)

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

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QV1 (260411)

<b>C8</b>	<p><b>ALL</b></p> <p>So we can map where visitors have come from please can I have your postcode. <b>IF NECESSARY:</b> Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals.  <b>ENSURE POST CODE IS COLLECTED IN FULL WHEREVER POSSIBLE, OR AS MUCH OF POST CODE AS RESPONDENT IS PREPARED TO PROVIDE</b></p> <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> </tr> </table>									<p><b>BASE: ALL SINGLE</b></p>

**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**

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

**TELEPHONE**

<b>Landline number</b>												
<b>Mobile number</b>												

## 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.

