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Quality of Coastal Towns

An Interreg IIC Project to promote sustainable tourism
development in coastal areas.

Merseyside Coast Visitor Research 2000

Visitor Profiles: Volume 3

Summary of Ainsdale National Nature Reserve

The Quality of Coastal Towns project is a European funded initiative (Interreg IIC) addressing the need for sustainability in tourism development in coastal zones. The project brings together six coastal areas in Belgium, North Holland and the UK. The Merseyside partners consist of Sefton Council, Wirral Council, Dee Estuary Strategy, English Nature, Merseytravel and the Department of Environment, Transport and the Regions.

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1. Introduction.

Visitor Research

The Merseyside partners agreed to undertake a comprehensive programme of visitor research concentrating on the Sefton and Wirral coastal areas. The programme included visitor counts, residents' surveys, traffic counters, research on attitudes to public transport, birdwatching surveys, research on caravan site users, length of stay surveys and visitor profiles.

Visitor Profiles

Visitor profiling was undertaken throughout the summer of 2000 at 18 survey points in the district of Sefton, 7 survey points in the district of Wirral and 2 survey points in North Wales. Over 6300 interviews were undertaken with members of the public who were visiting at these sites. The aim of the profiling was to obtain personal information about visitors to coastal sites and their views on the site they were visiting.

2. Methodology.

A short questionnaire was devised and piloted. Visitors were able to respond to the questionnaire in a number of ways, depending on the site they were visiting. Some staff were recruited specifically to interview visitors and existing volunteer staff were asked to participate. All staff who interviewed visitors received training. Staff also distributed questionnaires for visitors to complete in their own time and return to Merseyside Information Service (MIS) using a pre-paid envelope. Some questionnaires were left in visitor centres/bird hides for visitors to complete themselves.

A copy of the questionnaire is included in Appendix 1.

Statement of Publication Purpose for map data.

Ordnance survey (OS) map data included in this report is provided by Merseyside Information Service (MIS) under license from the Ordnance Survey in order to fulfil its public function to support the Merseyside Local Authorities in the collation and dissemination of information. Persons viewing this mapping should contact Ordnance Survey copyright for advice where they wish to license Ordnance Survey map data for their own use.

3. Site Description.

The Ainsdale Sand Dunes National Nature Reserve is the oldest and largest dune nature reserve on the Sefton Coast, first notified in 1965. The reserve, managed by English Nature, includes the areas of beach, open dunes, wet slacks, scrub and pine woodland characteristic of the Sefton Coast. Fisherman's Path, leading from Freshfield to the shore is one of the most attractive walks on the coast. The Woodland Path linking Freshfield to Ainsdale is also a popular family walk. The public footpaths follow the outer edge of the reserve and link to those on the Ainsdale Sandhills to the north. Visitors, especially those with an interest in wildlife, can apply for a permit to give access to the whole site. Signposting and waymarking are good and reserve information is available. There is no car parking associated with the reserve; the nearest sites being at Freshfield Station and Ainsdale Lido.

4. Summary of results for Ainsdale National Nature Reserve.

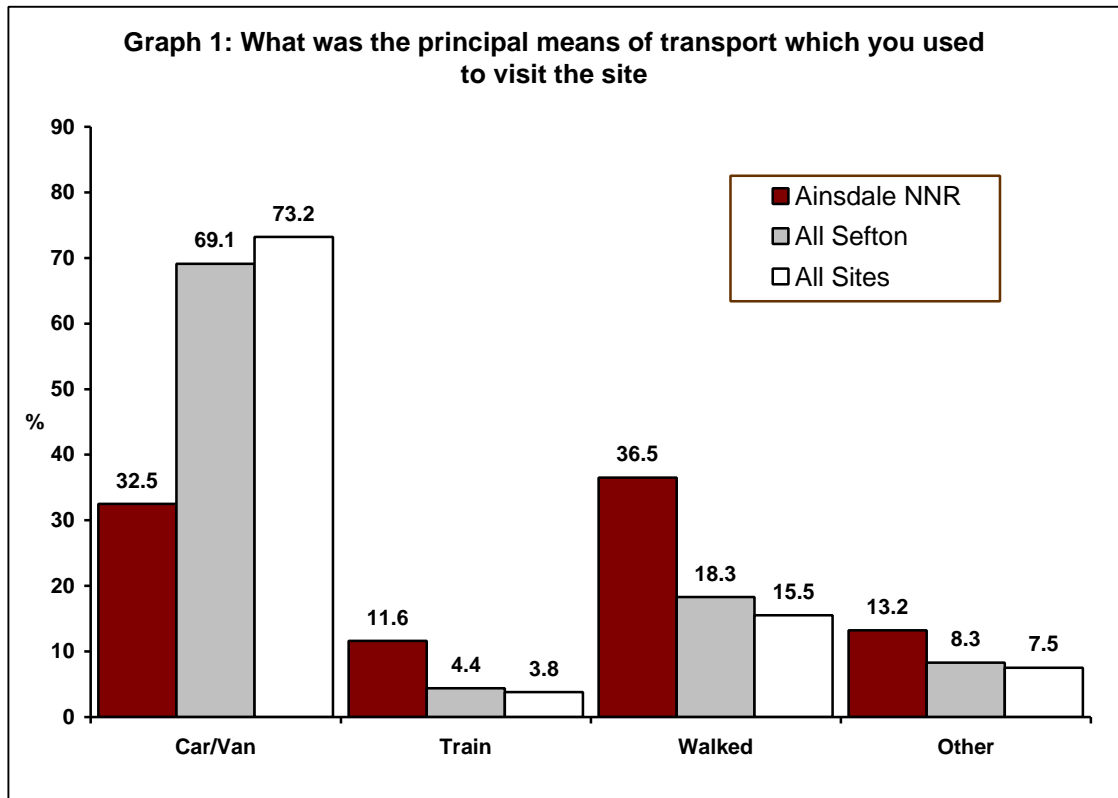
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the survey (referred to as 'all sites' data).

Response to the survey

580 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Ainsdale National Nature Reserve main entrance and Fisherman's Path.

Transport

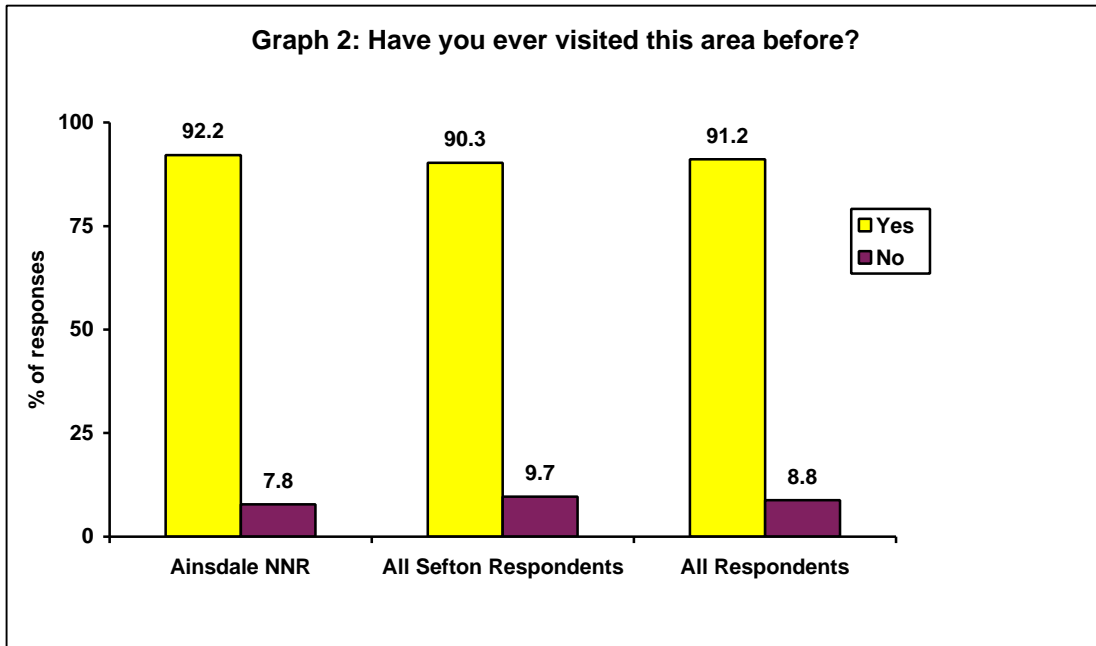
The most popular means of transport to the Ainsdale NNR sites is walking. Graph 1 below shows that those visiting the Ainsdale NNR sites were less likely to have driven to the site (32.5% of the visitors to the Ainsdale National Nature Reserve site drove compared to 69.1% from all Sefton site visitors). However, the Ainsdale NNR visitors were more likely to have walked (36.5% compared with 18.3%) to the site and arrived by train than Sefton site visitors (11.6% compared with 4.4% arriving by train at the Sefton sites). A greater proportion of Ainsdale NNR visitors arrived at the site by bicycle compared with all Sefton visitors (17.8% compared with 5.8%).



Valid respondents: 578 for Ainsdale NNR, 3987 for Sefton, 6301 for all sites.

Frequency of Visits

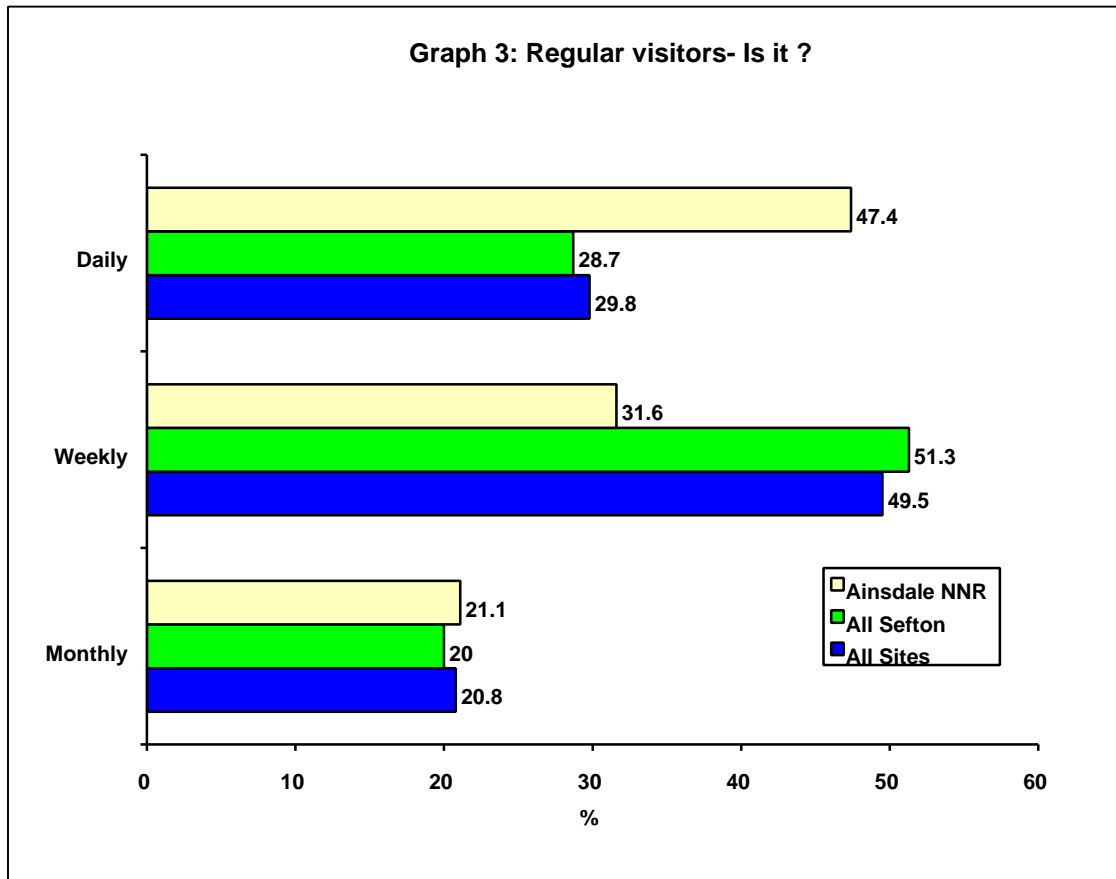
Graph 2 below shows that the all Ainsdale NNR sites attracted a high level of repeat visitors. Over nine tenths (92.2%) of the Ainsdale NNR site visitors stated that they had already visited the site. This figure was similar to these for visiting to all Sefton sites (90.3%) and for all site visitors (91.2%).



Valid respondents: 580 for all Ainsdale NNR, 3997 for Sefton, 6314 for all sites.

Visitors to the Ainsdale NNR sites were asked how many times they had visited the site in the last 12 months, the greatest proportion of visitors stated they had visited the site eleven or more times in the last 12 months (51.8%), this is compared with a slightly lesser proportion from all Sefton sites (49.8%).

However, this does not necessarily mean that the visitors who had visited the site 11 or 12 times in the last 12 months visit the site only once a month because, graph 3 below shows that of these 'regular visitors', nearly a half (47.4%) said they visit the site daily (instead of monthly or weekly).



Note: A smaller sample was used for this question
 Valid respondents: 19 for Ainsdale NNR, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the Ainsdale NNR sites tends to be smaller than the average group of visitors for all Sefton sites and all sites. The average number of people in personal groups were: Ainsdale NNR (2.60), Sefton sites (2.79), all sites (3.12).

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the Ainsdale NNR sites were visiting by themselves. Compared with other Sefton and all sites, there was a smaller figure of visitors attending the site with their family and children.

Table 1: Description of Personal Group

	Ainsdale NNR (%)	All Sefton (%)	All Sites (%)
On Own	35.9	30.6	25.0
With Family (inc children)	24.4	31.2	34.8
With Friends	17.3	12.8	13.1
With Family (exc children)	16.8	15.6	16.2
With Club	2.2	1.8	1.9
With Friends & Family	2.1	3.5	4.7
With Partner	1.4	4.4	4.3
Valid Respondents	579	3982	6292

Length of Stay

Table 2 below shows that the most common response to the question on planned length of stay was between 1 and 2 hours (this was stated by 32.7% of the visitors to the Ainsdale NNR sites).

Table 2: Length of Stay of the respondents

	Ainsdale NNR (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	2.1	1.5	1.9
16 – 30 minutes	9.3	9.1	7.3
31 – 60 minutes	20.3	24.7	22.4
1 hour – 2 hours	32.7	33.1	34.8
2 – 3 hours	19.6	15.7	16.0
3 – 4 hours	8.3	8.5	9.2
4 – 5 hours	4.3	4.2	4.4
Over 5 hours	3.4	3.3	4.0
Valid Respondents	581	3975	6281

Reason for Visit

Table 3: Reason for the respondent's visit

Reason	Ainsdale NNR (%)	All Sefton (%)	All Sites (%)
Walk	60.7	46.3	41.7
Relaxation	49.7	42.6	36.4
Scenery	44.5	37.7	29.8
Dog walking	26.7	28.8	25.2
Beach	25.2	30.7	26.0
Nature/birdwatching	21.4	31.9	24.1
Other	13.4	12.6	19.6
Specific activity	6.2	6.5	4.8
Lunch/drink	5.3	9.7	10.2
Specific event	0.2	0.5	0.8
Valid Respondents	580	3982	6294
Valid Responses	1469	9847	13764

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

The most popular reason for visiting the Ainsdale NNR sites is for **walking**, followed by **relaxation**. There were considerably more visitors stating that **walking** was their reason for the visit to the Ainsdale NNR sites compared with visitors to all Sefton sites (60.7% at Ainsdale NNR and 46.3% at Sefton). The proportion of visitors at the Ainsdale NNR sites for **nature/birdwatching** was considerably smaller compared with visitors to all Sefton sites (21.4% compared with 31.9%).

Table 4: Main reasons for visit (top 6, ranked in order of popularity)

Ainsdale NNR	All Sefton	All Sites
1. Walk	1. Walk	1. Walk
2. Relaxation	2. Relaxation	2. Relaxation
3. Scenery	3. Scenery	3. Scenery
4. Dog walking	4. Nature/birdwatching	4. Beach
5. Beach	5. Beach	5. Dog walking
6. Nature/birdwatching	6. Dog walking	6. Nature/birdwatching

Table 4 above shows that whilst the top 6 main reasons for visiting a site are the same throughout all the surveyed sites, the ordering of the reasons for visiting the Ainsdale NNR sites differ slightly compared with all Sefton sites. Significant here is that nature/birdwatching is ranked as the fourth most mentioned reason from the Sefton visitors yet it only features as the sixth most mentioned reason for the Ainsdale NNR visitors.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. **Peacefulness** was the most common 'like' followed by **landscape**. The proportion of visitors to the Ainsdale NNR site which stated that **environment/wildlife** was a 'like' of the site was slightly less than for the visitors from the all Sefton sites (17.7% compared with 21.1%). Visitors to Ainsdale NNR were also less likely to mention **site facilities/management** as something they liked about their visit.

Table 5: Visitors likes

Visitors Likes	Ainsdale NNR (%)	All Sefton (%)	All Sites (%)
Peaceful	53.3	51.1	49.1
Landscape	39.5	40.6	40.9
Environment/wildlife	17.7	21.1	16.2
Walking	11.7	10.0	11.2
Facilities/management	4.9	14.3	18.3
Access	2.1	5.2	5.9
Cycling	1.7	0.6	0.6
Good for dogs	1.4	2.3	2.3
Information	0.7	1.8	2.5
Nothing	0.5	0.5	0.5
Views	0.2	2.9	5.1
Dogs controlled	0	0	7
Valid Respondents	572	3875	6148
Valid Responses	765	5837	9422

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

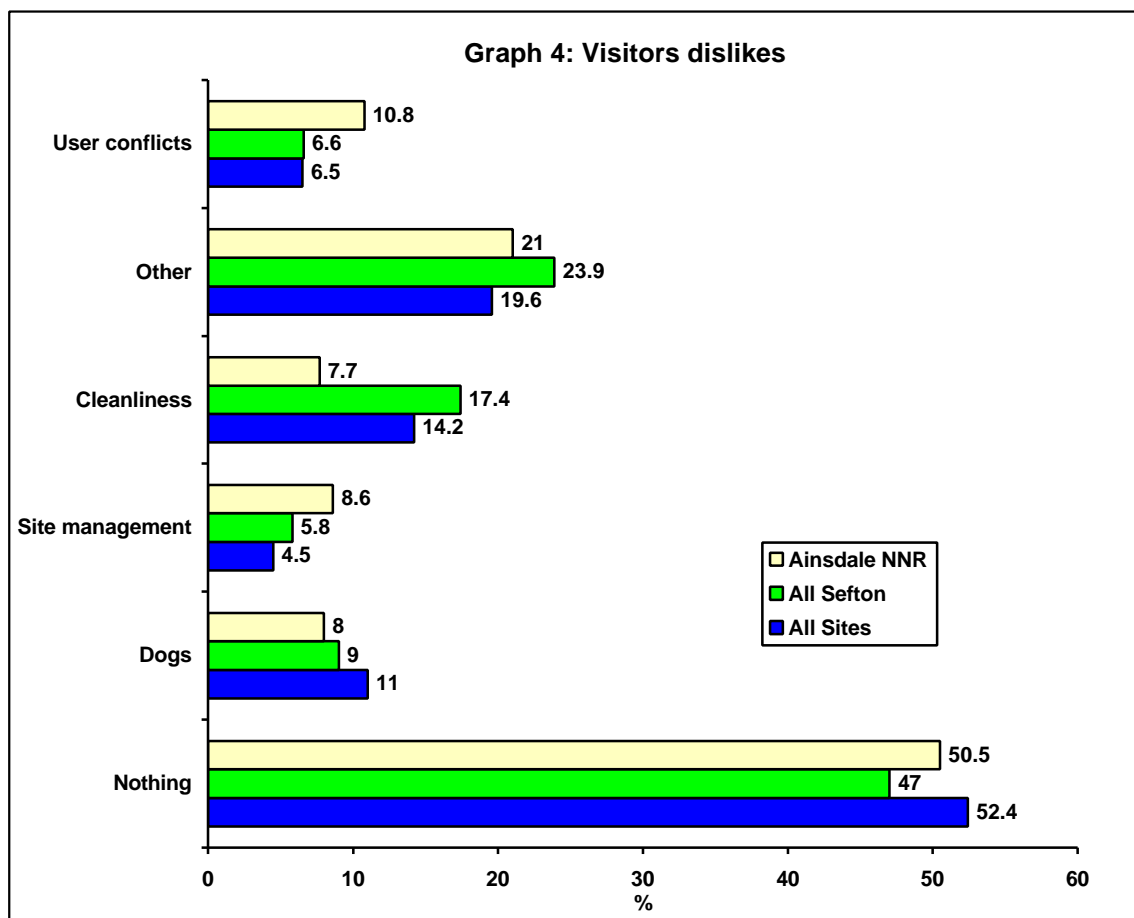
Table 6: Visitors likes (top 4, ranked in order of popularity)

Ainsdale NNR	All Sefton	All Sites
1. Peaceful	1. Peaceful	1. Peaceful
2. Landscape	2. Landscape	2. Landscape
3. Environment/wildlife	3. Environment/wildlife	3. Facilities/Management
4. Walking	4. Facilities/Management	4. Environment/wildlife

The table above shows the importance of **walking** on the Ainsdale NNR site compared with other sites and that visitors are less likely to mention facilities/management as something they liked about their visit.

Visitors' Dislikes

Graph 4 below shows that when visitors to the Ainsdale NNR sites were asked what they disliked about the site, the most common response was **'nothing'** (50.5%). This is a higher response compared with all Sefton sites (47%) and slightly less than visitors to all sites (52.4%). **User conflicts** were mentioned by 10.8% of respondents. **Site management** and **dogs** were also common dislikes, although dogs were less likely to be mentioned than at other sites. The percentage of Ainsdale NNR visitors citing **cleanliness/pollution** was considerably lower than at the Sefton sites (with 7.7% stating this compared with 17.4% from Sefton).



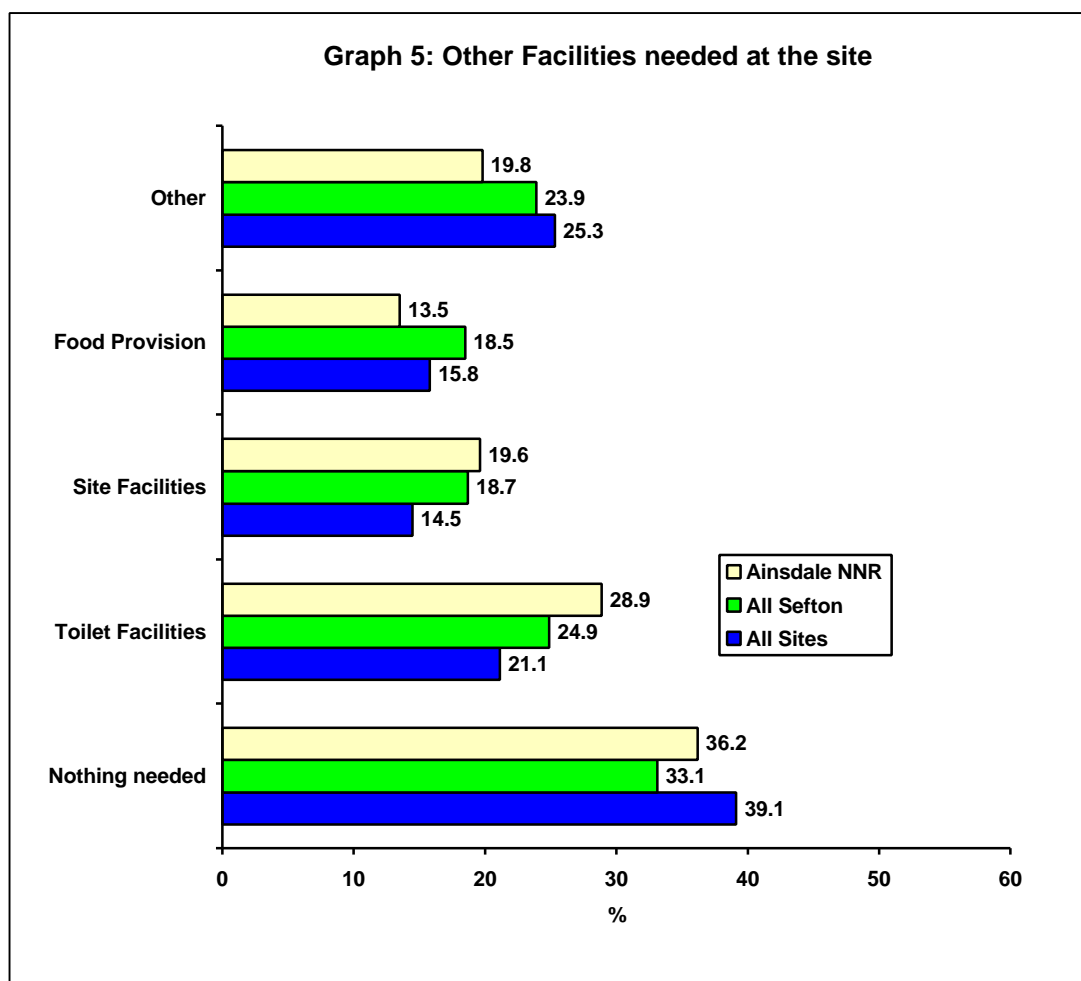
Valid Respondents/Responses: 548/584 for National Trust, 3505/3845 for Sefton, 5605/6066 for all sites

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific dislikes, respondents mentioned nothing (50.5%), dogs (8%), litter (6.8%), tree felling (4.6%), cyclists (4.4%) and gypsies (3.1%).

Other Facilities

Visitors were asked if there were any other facilities that they would like to see provided in the area. The proportion of visitors which stated that **nothing** was needed, was slightly more at the Ainsdale NNR than all Sefton sites (36.2% at the Ainsdale NNR sites and 33.1% at the Sefton sites). The most important priority for Ainsdale NNR visitors was **toilets** followed by **site facilities**. Overall Sefton site visitors and all site visitors gave toilet provision the highest priority followed by both improved food provision and improved site facilities.



Valid respondents/responses: 561/662 for National Trust, 3595/4291 for Sefton, 5700/6601 for all sites

Please Note: Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific suggestions, respondents mentioned toilets (28.9%), refreshments (13.5%), seats (10.3%) and litter bins (9.1%).

Age

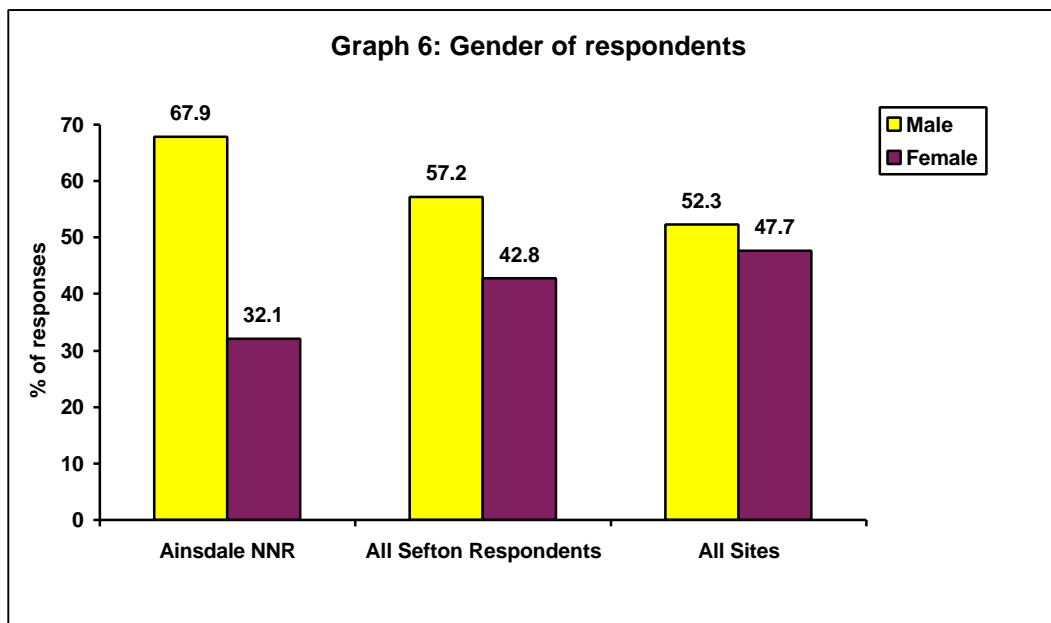
Table 7 below shows that the dominant age category for Ainsdale national nature reserve was **>55 yrs.** The proportion of visitors in this age group was less than at other sites. (30.8% Ainsdale NNR, 37.4% Sefton, 36.9% all sites). Overall, the **average age of visitors** to the Ainsdale NNR sites seems to be **slightly younger** to that of the average across other sites.

Table 7: Visitors age

Age Category	Ainsdale NNR	All Sefton	All Sites
<25	8.7	6.3	8.4
25-34	15.7	13.5	14.4
35-44	23.5	21.6	21.2
44-54	21.3	21.3	19.1
>55	30.8	37.4	36.9
Valid Respondents	578	3978	6268

Gender

Graph 6 below shows that there were more male visitors in Ainsdale NNR (67.9%) than female visitors (32.1%). This trend was also shown in the other sites with more males than females answering the questionnaire (Sefton 57.2% were males and all sites 52.3% were males).



Valid Respondents: 567 for Ainsdale NNR, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there are considerably fewer disabled visitors at the Ainsdale NNR site. (3% of visitors at the Ainsdale NNR site described themselves as having a disability compared with 10.2% from all Sefton sites).

Table 8: ‘Do you describe yourself as having a disability?’

	Ainsdale NNR	All Sefton	All Sites
Yes	3.0	10.2	10.4
No	97.0	89.8	89.6
Valid Respondents	569	3905	6164

Membership of other Organisations

Visitors at the Ainsdale NNR sites were slightly ***more likely to be members of the National Trust*** and ***less likely to be members of the RSPB*** than visitors across all Sefton sites.

Around 1 in 5 visitors were members of the National Trust (21.2% compared with 19.3 in Sefton).

Just under 1 in 10 visitors were members of the RSPB (9.6% compared with 14.5% in Sefton).

**Tabulated Results comparing the results from visitors to
Ainsdale NNR, All Sefton and All respondents.**

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	188	32.5	2755	69.1	4610	73.2
	Motor cycle	3	.5	25	.6	30	.5
	Train	67	11.6	174	4.4	238	3.8
	Bicycle	103	17.8	231	5.8	305	4.8
	Private coach	5	.9	27	.7	46	.7
	Public bus	1	.2	22	.6	58	.9
	Walked	211	36.5	730	18.3	978	15.5
	Other			23	.6	36	.6
Total		578	100	3987	100	6301	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht					1	2.8
	horse			5	21.7	8	22.2
	mini bus			3	13.0	9	25.0
	ran			10	43.5	10	27.8
	taxi			2	8.7	3	8.3
	disabled vehicle/power wheel chair			2	8.7	3	8.3
	campervan			1	4.3	1	2.8
	ferry					1	2.8
Total				23	100	36	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	535	92.2	3611	90.3	5761	91.2
	no	45	7.8	386	9.7	553	8.8
Total		580	100	3997	100	6314	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	4	21.1	76	20.0	138	20.8
	weekly	6	31.6	195	51.3	329	49.5
	Daily	9	47.4	109	28.7	198	29.8
Total		19	100	380	100	665	100

Note that a smaller sample were approached for this question

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	90	15.8	652	16.5	1026	16.5
	two	49	8.6	389	9.9	635	10.2
	three	38	6.7	206	5.2	342	5.5
	four	26	4.6	187	4.7	328	5.3
	five	17	3.0	107	2.7	184	3.0
	six or seven	32	5.6	238	6.0	419	6.8
	eight to ten	22	3.9	201	5.1	318	5.1
	eleven or more	294	51.8	1964	49.8	2950	47.6
Total		568	100	3944	100	6202	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	208	39.2	1221	31.2	1570	25.3
	2	179	33.8	1261	32.3	2009	32.4
	3	60	11.3	550	14.1	942	15.2
	4	40	7.5	431	11.0	761	12.3
	5	11	2.1	215	5.5	407	6.6
	6	13	2.5	88	2.3	195	3.1
	7	3	.6	44	1.1	107	1.7
	8	3	.6	24	.6	45	.7
	9			11	.3	28	.5
	10	5	.9	12	.3	25	.4
	>10	8	1.5	52	1.3	111	1.8
Total		530	100	3909	100	6200	100

		Mean	Minimum	Maximum
Ainsdale national nature reserve		2.60	1	80
Ainsdale national nature reserve main entrance		2.35	1	30
Fishermans path		2.70	1	80
All Sefton		2.79	1	90
All	Respondents Number of people in personal group today	3.12	1	130

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	208	35.9	1220	30.6	1571	25.0
	with family (including children)	141	24.4	1244	31.2	2192	34.8
	with club	13	2.2	72	1.8	117	1.9
	with friend(s)	100	17.3	510	12.8	827	13.1
	with family (excluding children)	97	16.8	622	15.6	1018	16.2
	with friends and family	12	2.1	140	3.5	296	4.7
	with partner	8	1.4	174	4.4	271	4.3
Total		579	100	3982	100	6292	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	12	2.1	59	1.5	121	1.9
	16 - 30 minutes	54	9.3	362	9.1	460	7.3
	31 - 60 minutes	118	20.3	981	24.7	1409	22.4
	1 hour - 2 hours	190	32.7	1316	33.1	2186	34.8
	2 - 3 hours	114	19.6	624	15.7	1002	16.0
	3 - 4 hours	48	8.3	336	8.5	577	9.2
	4 - 5 hours	25	4.3	167	4.2	277	4.4
	over 5 hours	20	3.4	130	3.3	249	4.0
Total		581	100	3975	100	6281	100

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	352	60.7	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	155	26.7	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	146	25.2	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	124	21.4	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	258	44.5	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	288	49.7	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	31	5.3	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	1	.2	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	36	6.2	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	78	13.4	503	12.6	1232	19.6
Total	580	100	3982	100	6294	100.0	

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife	1	2.9	23	5.9	29	3.9
	exercise	22	62.9	166	42.8	227	30.3
	work related	5	14.3	44	11.3	56	7.5
	visit tourist facility	2	5.7	15	3.9	39	5.2
	general visit to the area			8	2.1	42	5.6
	buy something	1	2.9	23	5.9	31	4.1
	live locally/used to live locally	1	2.9	18	4.6	38	5.1
	peaceful	1	2.9	21	5.4	29	3.9
	weather			41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event	1	2.9	25	6.4	46	6.1
	other	1	2.9	4	1.0	12	1.6
	Total		35	100	388	100	748

'Likes' of the site

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	101	17.7	819	21.1	996	16.2
	cycling	10	1.7	24	.6	34	.6
	good for dogs	8	1.4	88	2.3	142	2.3
	dogs controlled			1	.0	41	.7
	peaceful	305	53.3	1982	51.1	3019	49.1
	landscape	226	39.5	1575	40.6	2515	40.9
	walking	67	11.7	388	10.0	687	11.2
	access	12	2.1	203	5.2	363	5.9
	information	4	.7	68	1.8	154	2.5
	facilities/management	28	4.9	554	14.3	1128	18.3
	views	1	.2	114	2.9	311	5.1
	nothing	3	.5	21	.5	32	.5
	Total		572	100	3875	100	6148

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

'Dislikes' of the site

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a10	nothing	277	50.5	1647	47.0	2937	52.4
	car related	15	2.7	148	4.2	213	3.8
	physical developments	24	4.4	141	4.0	161	2.9
	dogs	44	8.0	317	9.0	616	11.0
	site management/safety	47	8.6	205	5.8	255	4.5
	facilities	18	3.3	110	3.1	155	2.8
	cleanliness/pollution	42	7.7	609	17.4	794	14.2
	access	25	4.6	114	3.3	165	2.9
	refreshment facilities	9	1.6	165	4.7	196	3.5
	environmental	11	2.0	101	2.9	137	2.4
	user conflicts	59	10.8	230	6.6	364	6.5
	information/interpretation	13	2.4	58	1.7	73	1.3
Total		548	100	3505	100	5605	100

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Other Facilities needed

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	203	36.2	1190	33.1	2227	39.1
	toilet facilities	162	28.9	896	24.9	1202	21.1
	environmental improvements	1	.2	30	.8	55	1.0
	visitor information	15	2.7	159	4.4	219	3.8
	recreation facilities	8	1.4	216	6.0	435	7.6
	site facilities	110	19.6	674	18.7	825	14.5
	food provision	76	13.5	664	18.5	903	15.8
	improved access	20	3.6	145	4.0	199	3.5
	better dog control			12	.3	26	.5
	more facilities for dogs	31	5.5	134	3.7	228	4.0
	more staff/security	12	2.1	73	2.0	99	1.7
	site improvements/renovations			5	.1	12	.2
	better access to site	23	4.1	81	2.3	157	2.8
	management	1	.2	12	.3	14	.2
	Total		561	100	3595	100	5700

Note that percentages are based on the number of respondents, not responses and therefore sum to more than 100% in each column

Ainsdale National Nature Reserve

		Ainsdale national nature reserve		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	17	3.0	397	10.2	644	10.4
	no	552	97.0	3508	89.8	5520	89.6
Total		569	100	3905	100	6164	100

Ainsdale National Nature Reserve

	Ainsdale national nature reserve		All Sefton		All	
	Respondents		Respondents		Respondents	
	Number	%	Number	%	Number	%
Gender male	385	67.9	2233	57.2	3213	52.3
female	182	32.1	1668	42.8	2925	47.7
Total	567	100	3901	100	6138	100

Ainsdale National Nature Reserve

	Ainsdale national nature reserve		All Sefton		All	
	Respondents		Respondents		Respondents	
	Number	%	Number	%	Number	%
newage <25	50	8.7	249	6.3	526	8.4
25-34	91	15.7	537	13.5	902	14.4
35-44	136	23.5	858	21.6	1326	21.2
45-54	123	21.3	847	21.3	1200	19.1
>55	178	30.8	1487	37.4	2314	36.9
Total	578	100	3978	100	6268	100

Ainsdale National Nature Reserve

	Ainsdale national nature reserve		All Sefton		All		
	Respondents		Respondents		Respondents		
	Number	%	Number	%	Number	%	
Are you a member of the National Trust	yes	123	21.2	761	19.3	1084	18.2
	no	458	78.8	3177	80.7	4867	81.8
Total		581	100	3938	100	5951	100

Ainsdale National Nature Reserve

	Ainsdale national nature reserve		All Sefton		All		
	Respondents		Respondents		Respondents		
	Number	%	Number	%	Number	%	
does your disability affect your visit to the site?	Yes			42	37.8	54	32.5
	No	1	100	69	62.2	112	67.5
Total		1	100	111	100	166	100

Note that a smaller sample were approached for this question

Ainsdale National Nature Reserve

	Ainsdale national nature reserve		All Sefton		All		
	Respondents		Respondents		Respondents		
	Number	%	Number	%	Number	%	
Are you a member of RSPB	yes	56	9.6	570	14.5	743	12.5
	no	525	90.4	3370	85.5	5201	87.5
Total		581	100	3940	100	5944	100

Appendix 1: The Questionnaire

LOCATION:.....

DATE:.....

Office use only

Please complete this questionnaire and return it to the surveyor or the Census point at the exit when you leave.

A1 Have you ever visited this area before? (please tick one box) Yes No

A2 How many times have you visited this area in the last 12 months (including today's visit)?

(please tick one box only)

- one (Go to A4)
 two (Go to A4)
 three (Go to A4)
 four (Go to A4)
- five (Go to A4)
 six or seven (Go to A4)
 eight to ten (Go to A4)
 eleven or more (Go to A3)

A3 If you have visited this area eleven or more times in the last 12 months, would you say you visit the area.....?

(please tick one box only) monthly weekly daily

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A4 Which of the following activities are the main reasons for you coming to this site today?

(please tick all that apply)

- to walk
 to walk the dog
 to visit the beach
 for nature/birdwatching
- for the scenery
 for relaxation
 for lunch /a drink
 to attend a specific event
- for a specific activity (write in)
 Other (write in)

A5 What do you like about this area? (please write in below)

A6 Any dislikes about this area? (please write in below)

.....
.....

.....
.....

A7 Are there any other facilities would you like to see provided in this area? (please write in)

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A8 How many people are there in your personal group today? (By that we mean your family, close friends and other immediate travelling companions) (please write in)

A9 Which of these phrases best describes the personal group you are travelling with on this trip?

(please tick one box only)

- on own
 with family (including children)
 with club/school
 with partner
- with friend(s)
 with family (excluding children)
 with friends & family

A10 How long do you think you will stay here today? (please tick one box only)

- Up to 15 minutes
 16 – 30 minutes
 31 – 60 minutes
 1 hour – 2 hours
- 2 – 3 hours
 3 – 4 hours
 4 – 5 hours
 over 5 hours

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A11 What was the principal means of transport which you used to visit the area today? (please tick one box only)

- Car / van
 Motor cycle
 Train
 Bicycle
- Private coach
 Public bus
 Walked
 Other (write in below)

A12 Where do you live? (please write in) Town:.....

Postcode:.....

A13 Are you...? (tick one box for A13 and one for A14) Male Female

A14 Would you describe yourself as having a disability? Yes (Go to A15) No (Go to A16)

A15 Does your disability affect your visit to the site? Yes No

A16 Which of these age groups are you in? (please tick one box)

- under 25
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65 and over

A17 Are you a member of the National Trust?

A18 Are you a member of RSPB?

(please tick one box for A17 and one for A18) Yes No Yes No

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