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INTERREG IIC

Quality of Coastal Towns

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

Merseyside Coast Visitor Research 2000

Visitor Profiles: Volume 2

Summary of Ainsdale and Birkdale Sandhills Local 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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April 2001

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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.

Confidence Levels

(Range of answers in 95 cases out of 100)

PERCENTAGE WITH A CHARACTERISTIC

size of base	95 or 5	90 or 10	85 or 15	80 or 20	75 or 25	70 or 30	65 or 35	60 or 40	55 or 45	50
	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %	+ or - %
30	7.8	10.7	12.8	14.3	15.5	16.4	17.1	17.5	17.8	17.9
40	6.8	9.3	11.1	12.4	13.4	14.2	14.8	15.2	15.4	15.5
50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
60	5.5	7.6	9.0	10.1	11.0	11.6	12.1	12.4	12.6	12.7
70	5.1	7.0	8.4	9.4	10.1	10.7	11.2	11.5	11.7	11.7
80	4.8	6.6	7.8	8.8	9.5	10.0	10.5	10.7	10.9	11.0
90	4.5	6.2	7.4	8.3	8.9	9.5	9.9	10.1	10.3	10.3
100	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
125	3.8	5.3	6.3	7.0	7.6	8.0	8.4	8.6	8.7	8.8
150	3.5	4.8	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
175	3.2	4.4	5.3	5.9	6.4	6.8	7.1	7.3	7.4	7.4
200	3.0	4.2	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
225	2.8	3.9	4.7	5.2	5.7	6.0	6.2	6.4	6.5	6.5
250	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
275	2.6	3.5	4.2	4.7	5.1	5.4	5.6	5.8	5.9	5.9
300	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
350	2.3	3.1	3.7	4.2	4.5	4.8	5.0	5.1	5.2	5.2
400	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.7	2.4	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
700	1.6	2.2	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7
800	1.5	2.1	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5
900	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3
1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1

For example in question 10, 911 visitors from all Ainsdale answered the question regarding what was the principal dislike of the site, with 47.7% stating they disliked nothing about the site.

So sampling error \pm 3.3%
 So true percentage 47.7% \pm 3.3%
 (i.e. between 44.4% and 51.0%)

The range in which any of the percentages really lies may be estimated from the reported percentages and the number of respondents.

As the size of the base decreases so the confidence intervals widen, hence larger confidence intervals apply to results of questions that have been answered by a small number of people.

3. Brief description of site

Ainsdale-on-Sea lies at the centre of a large area of beach and duneland managed by Sefton Council as nature reserve, open-access amenity and tourist facility. The main access point is at Shore Road, Ainsdale leading from Ainsdale Station to the beach. The main tourist development in the area is the Pontin's Holiday Village near the beach entrance. On both sides of Shore Road are access points to the Ainsdale and Birkdale Sandhills Local Nature Reserve, one of the finest areas of natural sand dune in the country. Immediately to the south of Shore Road lies the Ainsdale Discovery Centre, a visitor centre with information about walks and wildlife in the area. The centre, beaches and dunes are managed by the Coast and Countryside Service. To the north of Shore Road is the Sands Lake and Sands Hotel, a popular stopping point for visitors. The large numbers of waterfowl on the lake make it especially popular with families.

There are three access points to the beach for vehicles; at Shore Road, Weld Road (Birkdale) and Southport. The beaches are very busy in the summer months in contrast to the dune nature reserves which remain well used but peaceful all year round. There are some quiet access points to the dunes, used by local people as well as major recreation routes such as the Trans-Pennine Way cycle-route and the Coastal Footpath.

4. Summary of results for Ainsdale and Birkdale Sandhills Local Nature Reserve Summary.

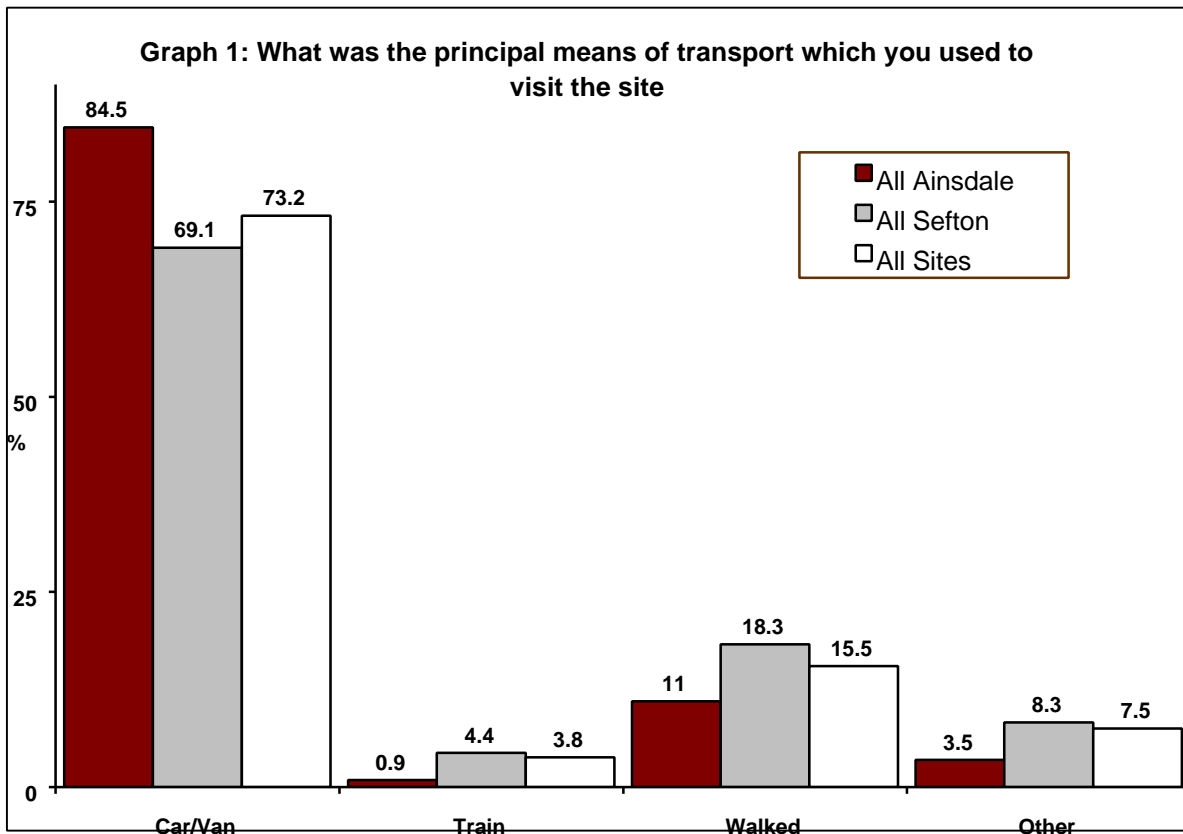
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

951 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Birkdale Hills, ADC Car Park, North Ainsdale Beach, Sands Lake and Ainsdale Beach.

Transport

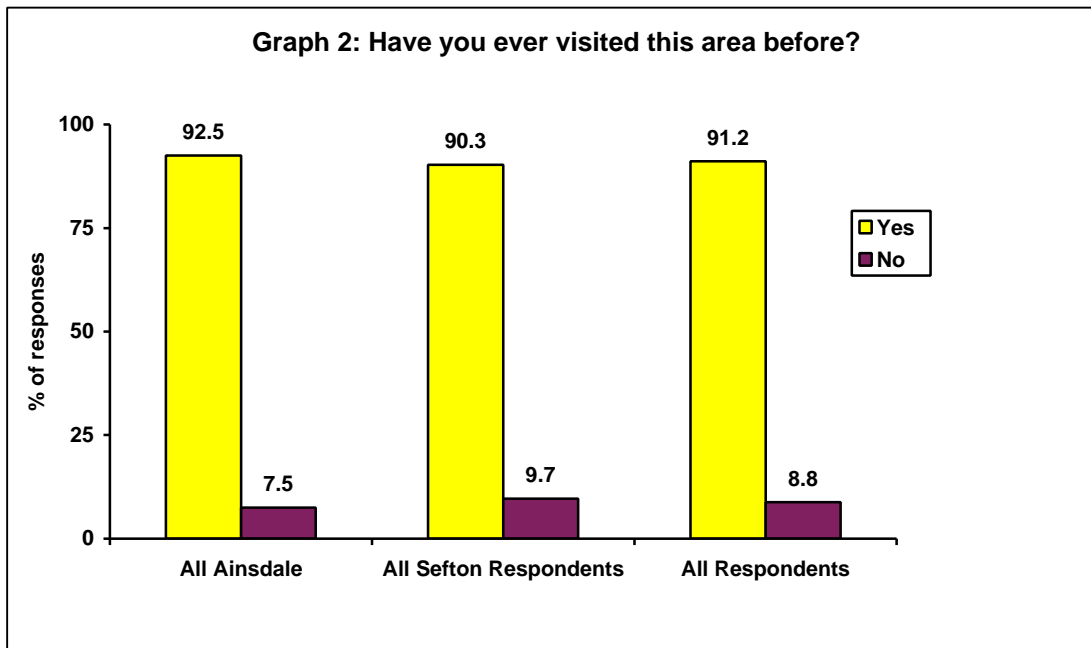
Graph 1 below shows that those visiting the Ainsdale sites were more likely to have driven to the site (84.5% of the visitors to the Ainsdale site drove compared to 69.1% from all Sefton site visitors). However, the visitors were less likely to have walked (11.0% compared with 18.3%) or arrived by train than Sefton site visitors (0.9% arriving by train at the Ainsdale site and 4.4% arriving by train at the Sefton sites).



Valid respondents: 949 for all Ainsdale, 3987 for Sefton, 6301 for all sites.

Frequency of Visits

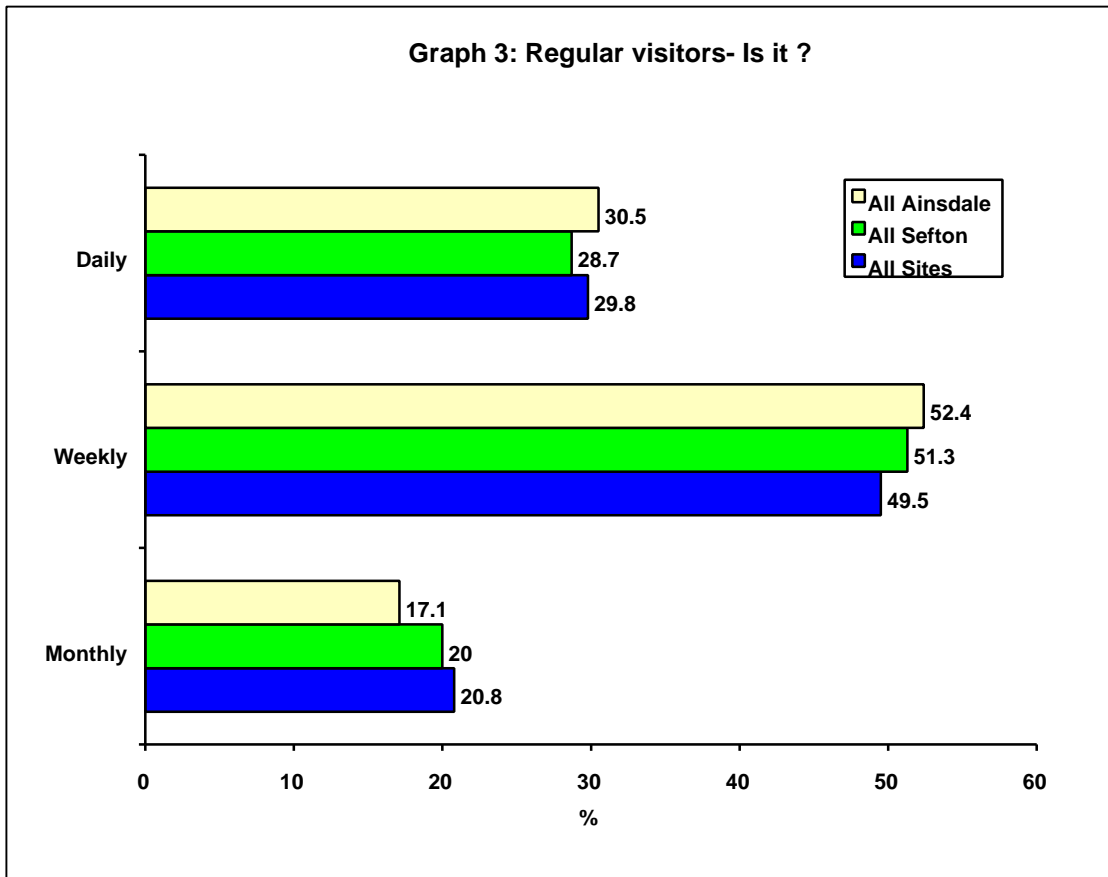
Graph 2 below shows that the all Ainsdale sites attracted a high level of repeat visitors. Nearly all (92.5%) of the Ainsdale site visitors stated that they had already visited the site. This figure was similar to these for visiting to all Sefton sites (90.3%) and for all site visitors (91.2%).



Valid respondents: 951 for all Ainsdale, 3997 for Sefton, 6314 for all sites.

Visitors to the Ainsdale sites were asked how many times they had visited the site in the last 12 months, just over half of the visitors (53.8%) had visited eleven or more times in the last year compared with slightly less visitors from all Sefton (49.8%) sites and visitors from all sites (47.6%).

However, this does not necessarily mean they visit the site only once a month because, graph 3 below shows that of these 'regular visitors', over a half (52.4%) said they visit the site weekly (instead of monthly or daily). There is a similar pattern to regular visitors to all Sefton sites.



Note: A smaller sample was used for this question
 Valid respondents: 82 for Ainsdale, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the Ainsdale 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 (2.51), 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 sites were visiting on their own, (34.2% were by themselves compared with 30.6% from all Sefton sites.) There was also a high percentage of visitors visiting the site with their family and children. Compared with other Sefton and all sites, there was a similar figure of respondents attending the site with their family and children.

Table 1: Description of Personal Group

	All Ainsdale (%)	All Sefton (%)	All Sites (%)
On Own	34.2	30.6	25.0
With Family (inc children)	31.6	31.2	34.8
With Family (exc children)	17.4	12.8	13.1
With Friends	10.0	15.6	16.2
With Friends and Family	3.4	3.5	4.7
With Partner	2.3	4.4	4.3
With Club	1.0	1.8	1.9
Valid Respondents	946	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 28.9% of the visitors to the Ainsdale sites). This was however less than the average length of stay throughout Sefton and all sites.

Visitors to the Ainsdale sites, were less likely to plan slightly longer visits than respondents at all sites surveyed. A larger percentage of visitors to the Ainsdale sites (40.9%) stated that their visit would last between 16 minutes to 60 minutes compared to visitors to all sites (29.7%).

Table 2: Length of Stay of the respondents

	All Ainsdale (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	1.2	1.5	1.9
16 – 30 minutes	13.2	9.1	7.3
31 – 60 minutes	27.7	24.7	22.4
1 hour – 2 hours	28.9	33.1	34.8
2 – 3 hours	11.3	15.7	16.0
3 – 4 hours	8.5	8.5	9.2
4 – 5 hours	4.5	4.2	4.4
Over 5 hours	4.6	3.3	4.0
Valid Respondents	948	3975	6281

Reason for Visit

Table 3: Reason for the respondents visit

Reason	All Ainsdale (%)	All Sefton (%)	All Sites (%)
Relaxation	59.3	42.6	36.4
Scenery	47.0	37.7	29.8
Nature/Birdwatching	41.9	31.9	24.1
Dog Walking	36.6	28.8	25.2
Beach	36.3	30.7	26.0
Walking	36.2	46.3	41.7
Lunch/Drink	22.4	9.7	10.2
Other	13.4	12.6	19.6
Specific Activity	2.5	6.5	4.8
Specific Event	0.4	0.5	0.8
Valid Respondents	946	3982	6294
Valid Responses	2800	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 sites is **relaxation**, followed by **scenery**. There were considerably more visitors stating that **relaxation** was the main reason for their visit to the Ainsdale sites compared with visitors to the Sefton sites (59.3% at Ainsdale and 42.6% at Sefton). **Scenery, nature/birdwatching, dog walking, the beach** and stopping for **lunch/drink** were also more important at Ainsdale compared with other Sefton sites. This indicates the variety of the coastal sites at Ainsdale both in landscape and in the way sites are used by the visitor. The proportion of visitors at the Ainsdale sites for **walking**, however, was less than visitors to all Sefton sites (36.2% compared with 46.3%).

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

All Ainsdale	All Sefton	All Sites
1. Relaxation	1. Walk	1. Walk
2. Scenery	2. Relaxation	2. Relaxation
3. Nature/birdwatching	3. Scenery	3. Scenery
4. Dog walking	4. Nature/birdwatching	4. Beach
5. Beach	5. Beach	5. Dog walking
6. Walk	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 main reasons for visiting the Ainsdale sites differ slightly. Significant here is that **walking** is only ranked as the sixth most mentioned reason from the Ainsdale visitors yet it features as the top reason for all Sefton sites and all sites.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. A slightly greater proportion of the visitors to the Ainsdale sites stated that the **peacefulness** of the site was a 'like' of the site compared to visitors to all Sefton sites (56.7% compared to 51.1%). Respondents were also more likely to mention **facilities/management** at Ainsdale than at other sites. The proportion of visitors to the Ainsdale site which stated that **views** was a 'like' of the site was significantly lesser than for the visitors from the all Sefton sites (0.7% compared with 2.9%).

Table 5: Visitors likes

Visitors Likes	All Ainsdale (%)	All Sefton (%)	All Sites (%)
Peaceful	56.7	51.1	49.1
Landscape	40.2	40.6	40.9
Facilities/Management	23.0	14.3	18.3
Environment/Wildlife	20.4	21.1	16.2
Walking	7.8	10.0	11.2
Access	6.8	5.2	5.9
Good for Dogs	4.3	2.3	2.3
Information	2.8	1.8	2.5
Nothing	0.8	0.5	0.5
Views	0.7	2.9	5.1
Cycling	0.3	0.6	0.6
Dogs Controlled	0.1	0	0.7
Valid Respondents	943	3875	6148
Valid Responses	1547	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)

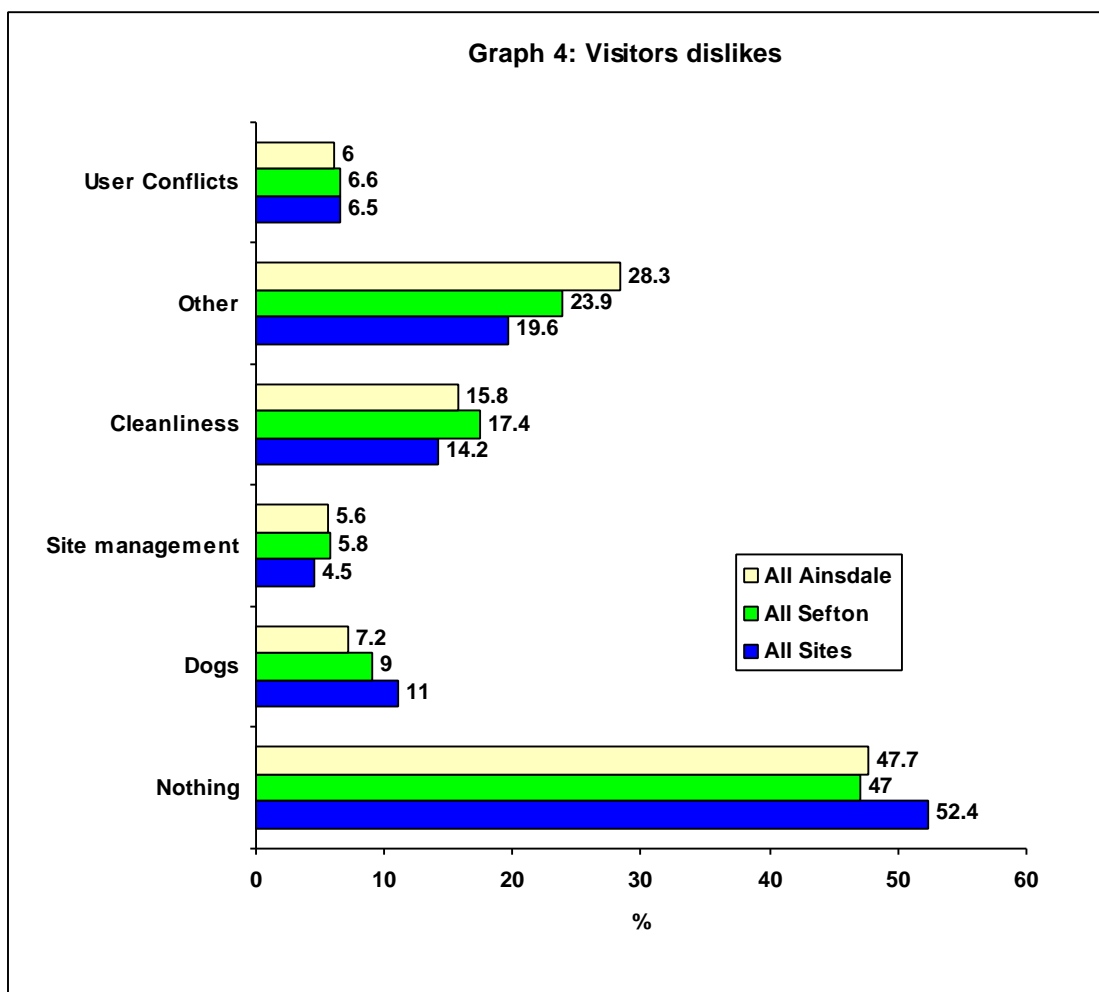
All Ainsdale	All Sefton	All Sites
Peaceful	Peaceful	Peaceful
Landscape	Landscape	Landscape
Facilities/Management	Environment/wildlife	Facilities/Management
Environment/wildlife	Facilities/Management	Environment/wildlife

The table above shows that, while the top four visitor 'likes' are the same, facilities/management are given a higher priority at Ainsdale LNR than at other sites.

Apart from the general 'likes', regarding the landscape and atmosphere, respondents at Ainsdale gave the following specific 'likes', safe for children (5.9%), good well planned walks (4.2%) and good for dog walking (4.1%).

Visitors' Dislikes

Graph 4 below shows that when visitors to the Ainsdale sites were asked what they disliked about the site, the most common response was **'nothing'** (47.7%) compared with similar proportions from visitors to the all Sefton sites (47%) and a slightly greater proportion of visitors to all sites (52.4%). **Cleanliness/pollution** and **physical developments** were another two common 'dislikes' at the Ainsdale site and across all sites. With the exception of physical developments, almost all the cited dislikes were mentioned less at Ainsdale sites than at all Sefton sites.



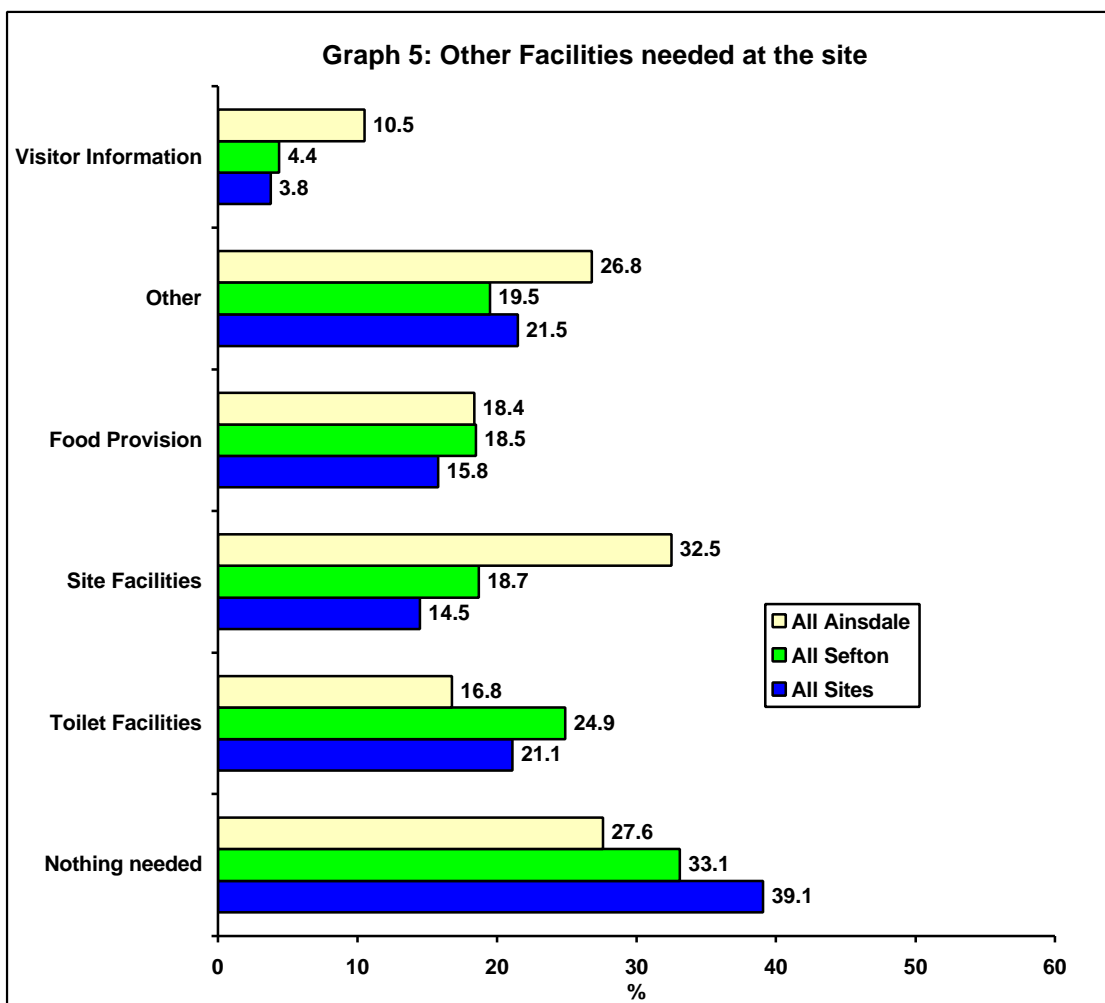
Valid Respondents/Responses: 911/1009 for Ainsdale, 3505/3845 for Sefton, 5605/6066 for all sites

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 at Ainsdale mentioned dogs (7.2%), litter (7.2%), pollution on the beach/glass on the beach (6.9%) and the derelict lido building (5.3%).

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 lower compared with all the sites (27.6% at the Ainsdale sites and 33.1% at the Sefton sites). The most important priority for Ainsdale visitors was **site facilities** followed by **food provision**. Overall Sefton site visitors and all site visitors gave toilet provision the highest priority followed by both improved food provision and improved site facilities. Improved toilet provision and more visitor information were also important to visitors to Ainsdale sites.



Valid respondents/responses: 892/1184 for Ainsdale, 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, visitors would like to see more refreshments (18.4%), toilets (16.8%), seats (16.3%) and bins (14.3%).

Age

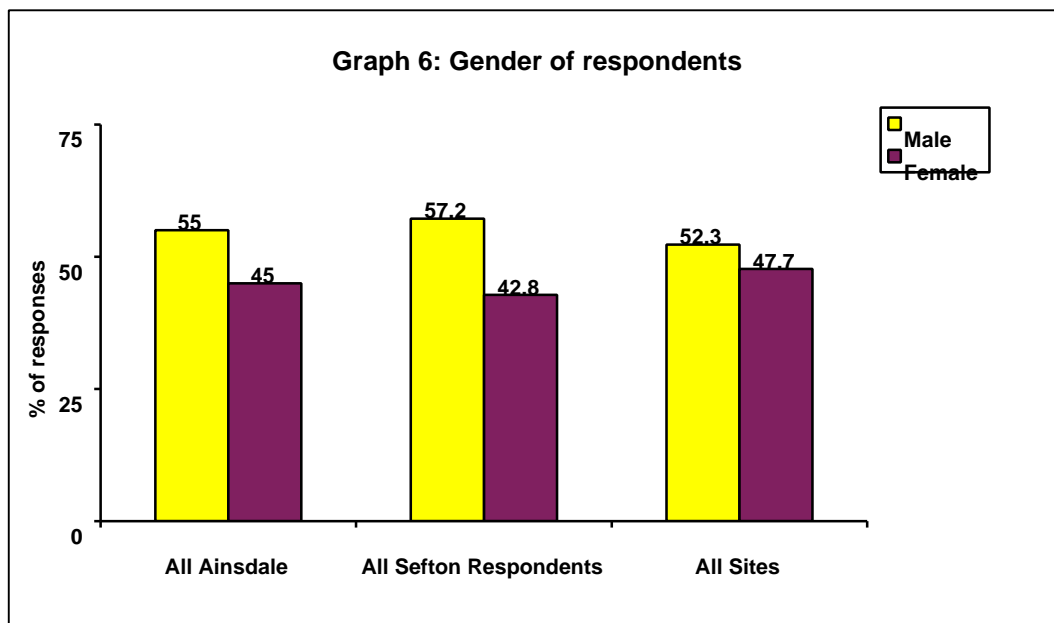
Table 7 below shows that the dominant age category for Ainsdale was **>55 yrs.** The proportion of visitors in this age group was very slightly higher than at other sites. (38.8% Ainsdale, 37.4% Sefton, 36.9% all sites). Overall, the **average age of visitors** to the Ainsdale sites seems to be **similar** to the average across other Sefton sites.

Table 7: Visitors age

Age Category	All Ainsdale	All Sefton	All Sites
<25	4.2	6.3	8.4
25-34	14.1	13.5	14.4
35-44	22.3	21.6	21.2
44-54	20.6	21.3	19.1
>55	38.8	37.4	36.9
Valid Respondents	947	3978	6268

Gender

Graph 6 below shows that there were more male visitors in Ainsdale (55.0%) than female visitors (45.0%). This trend was also shown in the other sites with slightly more males than females answering the questionnaire (Sefton 57.2% and all sites 52.3%).



Valid Respondents: 941 for Ainsdale, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there are more disabled visitors at the Ainsdale site. (12.4% of visitors at the Ainsdale site described themselves as having a disability compared with 10.4% from all sites).

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

	All Ainsdale	All Sefton	All Sites
Yes	12.4	10.2	10.4
No	87.6	89.8	89.6
Valid Respondents	925	3905	6164

Table 9 below shows that unfortunately, only 39 disabled visitors answered the question on whether their disability had affected their visit to the site but, of these, (38.5%) answered 'yes'. Although the sample is small, compared with all Sefton there was a slightly lower figure of just over 1 in 3 (37.8%) – but there was however a larger sample of 111 disabled visitors used from all Sefton sites.

Table 9: 'Does your disability affect your visit to the site?'

	All Ainsdale	All Sefton	All Sites
Yes	38.5	37.8	32.5
No	61.5	62.2	67.5
Valid Respondents	39	111	166

Overall, Ainsdale seems to be a more accessible area than some other sites in Sefton.

Membership of other Organisations

Visitors at the Ainsdale sites were ***less 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 10 visitors were members of the National Trust (15.9% compared with 19.3 in Sefton).

Just over 1 in 10 visitors were members of the RSPB (12.1% compared with 14.5% in Sefton).

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

All of Ainsdale

		All of Ainsdale		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	802	84.5	2755	69.1	4610	73.2
	Motor cycle	3	.3	25	.6	30	.5
	Train	9	.9	174	4.4	238	3.8
	Bicycle	20	2.1	231	5.8	305	4.8
	Private coach	5	.5	27	.7	46	.7
	Public bus			22	.6	58	.9
	Walked	104	11.0	730	18.3	978	15.5
	Other	6	.6	23	.6	36	.6
Total		949	100.0	3987	100.0	6301	100.0

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht					1	2.8
	horse	2	33.3	5	21.7	8	22.2
	mini bus	1	16.7	3	13.0	9	25.0
	ran	2	33.3	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	16.7	1	4.3	1	2.8
	ferry					1	2.8
Total		6	100	23	100	36	100.0

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	880	92.5	3611	90.3	5761	91.2
	no	71	7.5	386	9.7	553	8.8
Total		951	100.0	3997	100	6314	100

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	14	17.1	76	20.0	138	20.8
	weekly	43	52.4	195	51.3	329	49.5
	Daily	25	30.5	109	28.7	198	29.8
Total		82	100.0	380	100	665	100

Note that a smaller sample were approached for this question

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	149	15.8	652	16.5	1026	16.5
	two	73	7.7	389	9.9	635	10.2
	three	49	5.2	206	5.2	342	5.5
	four	44	4.7	187	4.7	328	5.3
	five	27	2.9	107	2.7	184	3.0
	six or seven	61	6.5	238	6.0	419	6.8
	eight to ten	33	3.5	201	5.1	318	5.1
	eleven or more	507	53.8	1964	49.8	2950	47.6
Total		943	100.0	3944	100.0	6202	100

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	324	34.2	1221	31.2	1570	25.3
	2	289	30.5	1261	32.3	2009	32.4
	3	129	13.6	550	14.1	942	15.2
	4	96	10.1	431	11.0	761	12.3
	5	56	5.9	215	5.5	407	6.6
	6	20	2.1	88	2.3	195	3.1
	7	10	1.1	44	1.1	107	1.7
	8	10	1.1	24	.6	45	.7
	9	3	.3	11	.3	28	.5
	10	1	.1	12	.3	25	.4
	>10	8	.8	52	1.3	111	1.8
Total		946	100.0	3909	100.0	6200	100.0

	Mean	Minimum	Maximum
All of Ainsdale	2.51	1	25
Birkdale Hills	1.49	1	5
ADC car park	2.17	1	25
North Ainsdale Beach	1.89	1	6
Sands Lake	2.82	1	13
Ainsdale Beach	4.06	1	20
All Sefton	2.79	1	90
All Respondents	3.12	1	130

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	324	34.2	1220	30.6	1571	25.0
	with family (including children)	299	31.6	1244	31.2	2192	34.8
	with club	9	1.0	72	1.8	117	1.9
	with friend(s)	95	10.0	510	12.8	827	13.1
	with family (excluding children)	165	17.4	622	15.6	1018	16.2
	with friends and family	32	3.4	140	3.5	296	4.7
	with partner	22	2.3	174	4.4	271	4.3
Total	946	100.0	3982	100.0	6292	100.0	

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	11	1.2	59	1.5	121	1.9
	16 - 30 minutes	125	13.2	362	9.1	460	7.3
	31 - 60 minutes	263	27.7	981	24.7	1409	22.4
	1 hour - 2 hours	274	28.9	1316	33.1	2186	34.8
	2 - 3 hours	107	11.3	624	15.7	1002	16.0
	3 - 4 hours	81	8.5	336	8.5	577	9.2
	4 - 5 hours	43	4.5	167	4.2	277	4.4
	over 5 hours	44	4.6	130	3.3	249	4.0
Total	948	100	3975	100	6281	100	

All of Ainsdale

		All of Ainsdale		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?	342	36.2	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	346	36.6	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	343	36.3	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	396	41.9	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	445	47.0	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	561	59.3	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	212	22.4	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	4	.4	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	24	2.5	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	127	13.4	503	12.6	1232	19.6
Total	946	100.0	3982	100.0	6294	**	

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

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife	11	11.6	23	5.9	29	3.9
	exercise	28	29.5	166	42.8	227	30.3
	work related	13	13.7	44	11.3	56	7.5
	visit tourist facility	3	3.2	15	3.9	39	5.2
	general visit to the area	1	1.1	8	2.1	42	5.6
	buy something	21	22.1	23	5.9	31	4.1
	live locally/used to live locally	2	2.1	18	4.6	38	5.1
	peaceful	5	5.3	21	5.4	29	3.9
	weather	9	9.5	41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event	2	2.1	25	6.4	46	6.1
	other			4	1.0	12	1.6
Total		95	100.0	388	100.0	748	100.0

Q9: Likes of the site

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	192	20.4	819	21.1	996	16.2
	cycling	3	.3	24	.6	34	.6
	good for dogs	41	4.3	88	2.3	142	2.3
	dogs controlled	1	.1	1	.0	41	.7
	peaceful	535	56.7	1982	51.1	3019	49.1
	landscape	379	40.2	1575	40.6	2515	40.9
	walking	74	7.8	388	10.0	687	11.2
	access	64	6.8	203	5.2	363	5.9
	information	26	2.8	68	1.8	154	2.5
	facilities/management	217	23.0	554	14.3	1128	18.3
	views	7	.7	114	2.9	311	5.1
	nothing	8	.8	21	.5	32	.5
Total		943	100	3875	100.0	6148	100.0

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

Q10: Dislikes of the site

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a10	nothing	435	47.7	1647	47.0	2937	52.4
	car related	45	4.9	148	4.2	213	3.8
	physical developments	88	9.7	141	4.0	161	2.9
	dogs	66	7.2	317	9.0	616	11.0
	site management/safety facilities	51	5.6	205	5.8	255	4.5
	cleanliness/pollution	12	1.3	110	3.1	155	2.8
	access	144	15.8	609	17.4	794	14.2
	refreshment facilities	30	3.3	114	3.3	165	2.9
	environmental	28	3.1	165	4.7	196	3.5
	user conflicts	46	5.0	101	2.9	137	2.4
	information/interpretation	55	6.0	230	6.6	364	6.5
		9	1.0	58	1.7	73	1.3
	Total	911	100.0	3505	100.0	5605	100

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

Q11: Other facilities needed at the site

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	246	27.6	1190	33.1	2227	39.1
	toilet facilities	150	16.8	896	24.9	1202	21.1
	environmental improvements	10	1.1	30	.8	55	1.0
	visitor information	94	10.5	159	4.4	219	3.8
	recreation facilities	67	7.5	216	6.0	435	7.6
	site facilities	290	32.5	674	18.7	825	14.5
	food provision	164	18.4	664	18.5	903	15.8
	improved access	69	7.7	145	4.0	199	3.5
	better dog control	6	.7	12	.3	26	.5
	more facilities for dogs	32	3.6	134	3.7	228	4.0
	more staff/security	18	2.0	73	2.0	99	1.7
	site improvements/renovations	4	.4	5	.1	12	.2
	better access to site	24	2.7	81	2.3	157	2.8
	management	10	1.1	12	.3	14	.2
	Total	892	100.0	3595	100.0	5700	100.0

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

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	115	12.4	397	10.2	644	10.4
	no	810	87.6	3508	89.8	5520	89.6
Total		925	100.0	3905	100.0	6164	100

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	518	55.0	2233	57.2	3213	52.3
	female	423	45.0	1668	42.8	2925	47.7
Total		941	100.0	3901	100.0	6138	100.0

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	40	4.2	249	6.3	526	8.4
	25-34	134	14.1	537	13.5	902	14.4
	35-44	211	22.3	858	21.6	1326	21.2
	45-54	195	20.6	847	21.3	1200	19.1
	>55	367	38.8	1487	37.4	2314	36.9
Total		947	100.0	3978	100.0	6268	100

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	147	15.9	761	19.3	1084	18.2
	no	775	84.1	3177	80.7	4867	81.8
Total		922	100	3938	100.0	5951	100.0

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes	15	38.5	42	37.8	54	32.5
	No	24	61.5	69	62.2	112	67.5
Total		39	100.0	111	100.0	166	100

Note that a smaller sample were approached for this question

All of Ainsdale

		All of Ainsdale		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	112	12.1	570	14.5	743	12.5
	no	810	87.9	3370	85.5	5201	87.5
Total		922	100.0	3940	100	5944	100.0

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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