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PROGRAMME
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 4

Summary of National Trust, Formby

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.

Confidence Levels

(Range of answers in 95 cases out of 100)

PERCENTAGE WITH A CHARACTERISTIC

size of base	95 or	90 or	85 or	80 or	75 or	70 or	65 or	60 or	55 or	50
	5	10	15	20	25	30	35	40	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 1, 630 visitors from all National Trust answered the question regarding what was the principal method of transport used in arriving at the site, with 81.7% stating they arrived at the site by car/van.

So sampling error $\pm 3.2\%$

So true percentage 81.7% $\pm 3.3\%$

(i.e. between 78.5% and 84.9%)

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

The National Trust's Formby property is the most popular all year round site on the Sefton Coast. To many visitors it is also the 'Squirrel Reserve' famous for its population of red squirrels which can be fed by hand. Facilities for visitors include on-site staff, car parking, toilets and picnic areas. Special events and guided walks are also advertised. The site is easily reached by car and rail (Freshfield Station) and is well signposted by brown and white tourism signs. Leaflets and National Trust publications promote the site. Other information is available on-site. National Trust members gain free admission to the site. Non-members arriving by car are charged whilst pedestrians and cyclists are free.

4. Summary of results for National Trust.

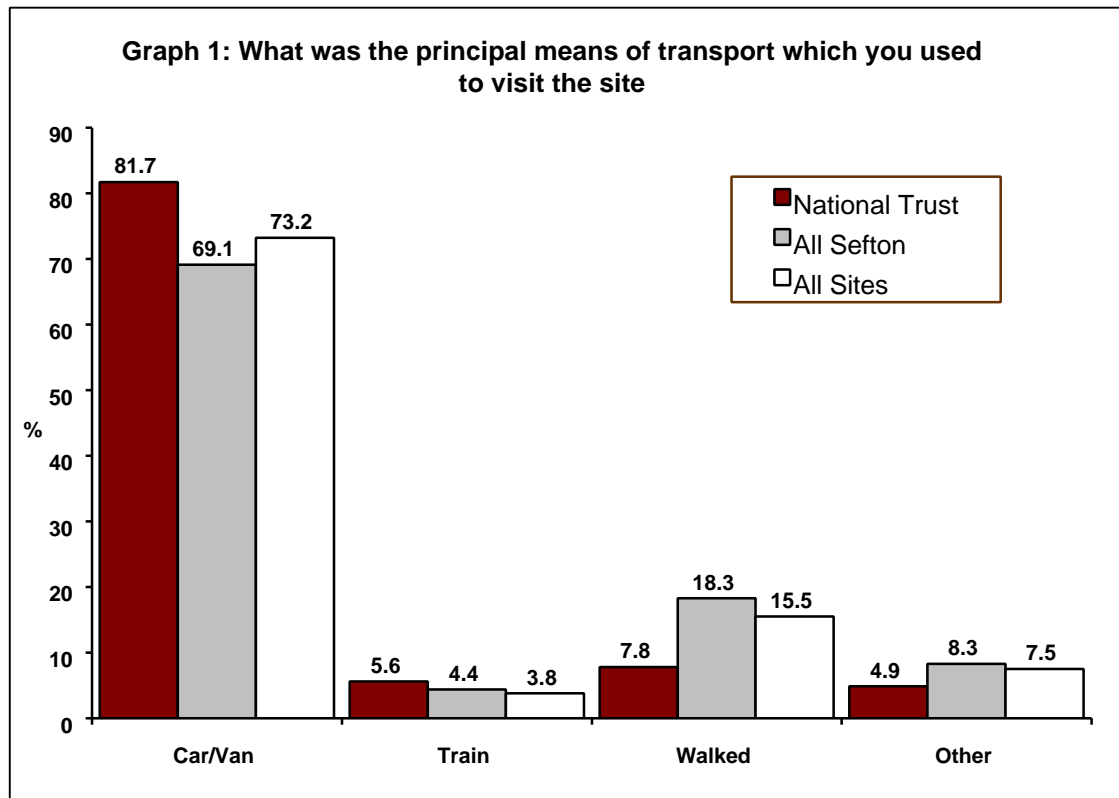
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

630 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: National Trust Central Area and Larkhill Heath

Transport

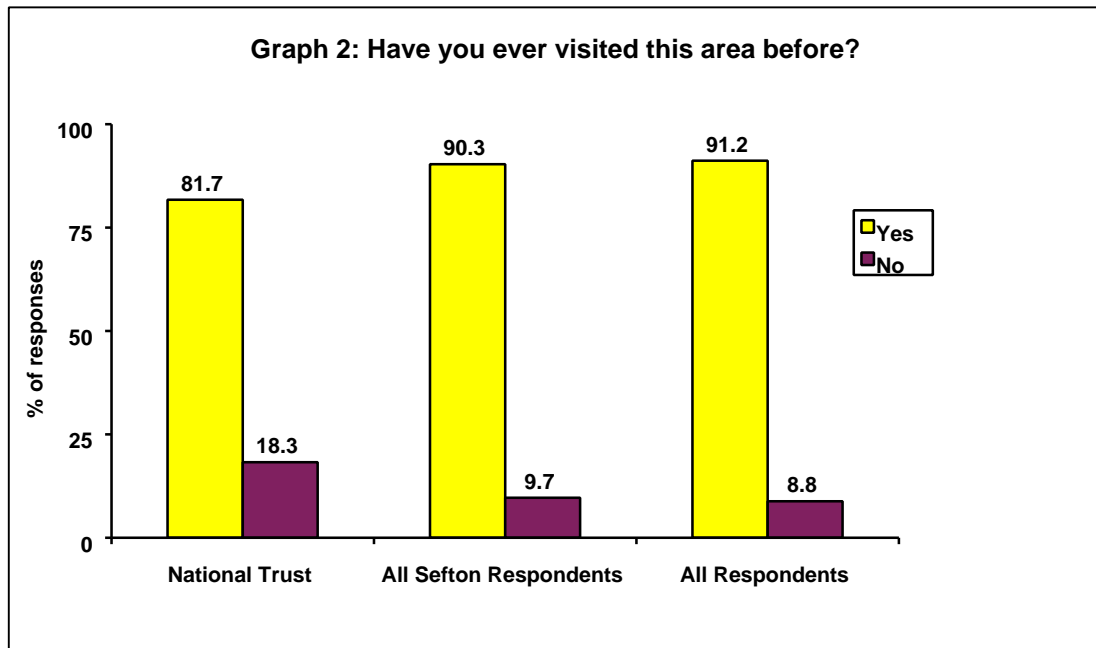
The most popular means of transport is the car (81.7% of respondents). Graph 1 below shows that those visiting the National Trust sites were more likely to have driven to the site (81.7% of the visitors to the National Trust site drove compared to 69.1% from all Sefton site visitors). However, the visitors were less likely to have walked (7.8% compared with 18.3%) but more likely to arrive by train than Sefton site visitors (5.6% arriving by train at the National Trust site and 4.4% arriving by train at the Sefton sites).



Valid respondents: 630 for National Trust, 3987 for Sefton, 6301 for all sites.

Frequency of Visits

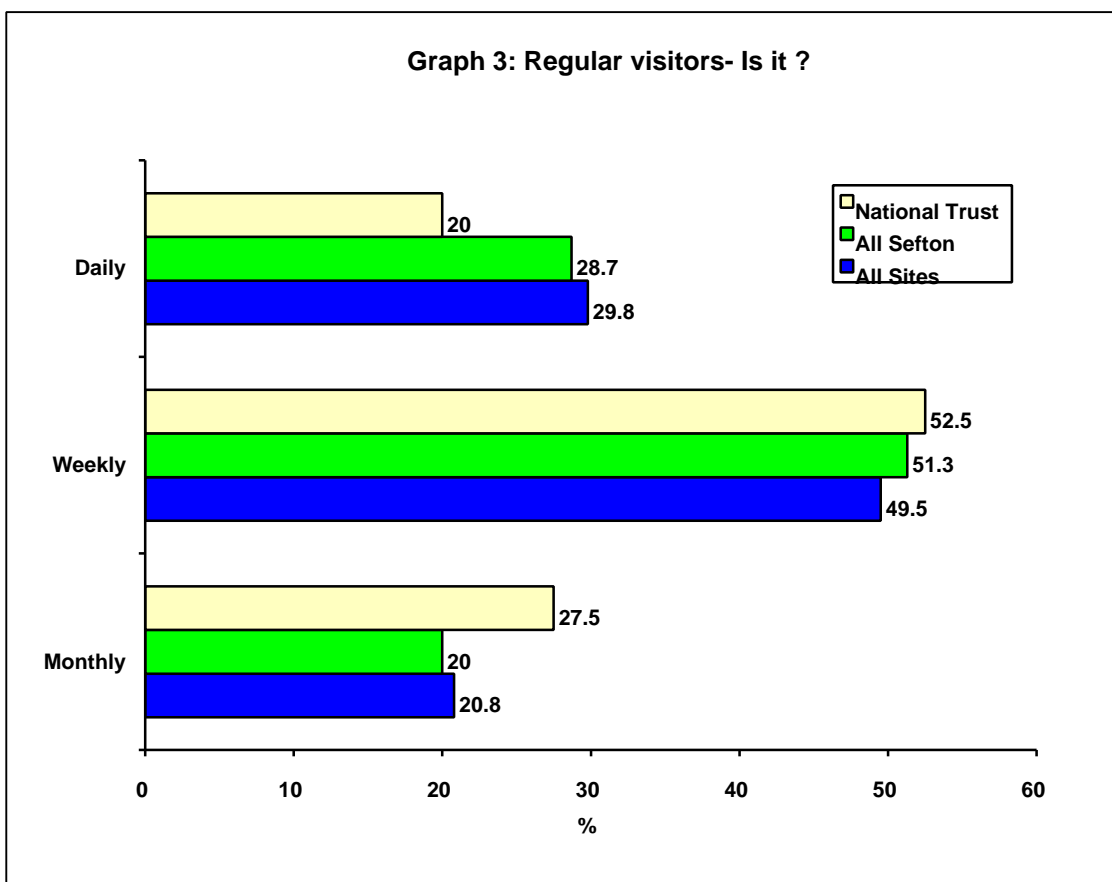
Graph 2 below shows that the National Trust attracted a high level of repeat visitors but the level was lower than at all Sefton sites. Over four fifths (81.7%) of the National Trust site visitors stated that they had already visited the site. This figure was considerably less than these for visiting to all Sefton sites (90.3%) and for all site visitors (91.2%). The figures show that the National Trust attracts a relatively high level of first time visitors.



Valid respondents: 629 for all National Trust, 3997 for Sefton, 6314 for all sites.

Visitors to the National Trust 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 once in the last 12 months (27.2%), compared with 16.5% at all Sefton sites. Just over a quarter (27.0%) of National Trust visitors stated they visited the site at least 11 times in the last 12 months compared with half (49.8%) at all Sefton sites. The figures show that the National Trust site is more popular with first time visitors and attracts a lower proportion of regular visitors than other Sefton sites.

Those who visited at least 11 times were asked how often they visited the site. Graph 3 below shows that of these 'regular visitors', over half (52.5%) 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: 40 for National Trust, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the National Trust sites tends to be larger than the average group of visitors for all Sefton sites and all sites. The average number of people in personal groups were: National Trust (3.94), Sefton sites (2.79), all sites (3.12).

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the National Trust sites were visiting with family including children, (51.0% were with the family and children compared with 31.2% from all Sefton sites.) There were considerably less visitors from the National Trust attending the site by themselves (13.6%) compared with visitors attending all Sefton sites (30.6%).

Table 1: Description of Personal Group

	National Trust (%)	All Sefton (%)	All Sites (%)
With Family (inc children)	51.0	31.2	34.8
On Own	13.6	30.6	25.0
With Family (exc children)	10.4	15.6	16.2
With Friends	10.2	12.8	13.1
With Partner	6.7	4.4	4.3
With Friends and Family	5.1	3.5	4.7
With Club	3.0	1.8	1.9
Valid Respondents	627	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 35.4% of the visitors to the National Trust sites).

Table 2: Length of Stay of the respondents

	National Trust (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	0.6	1.5	1.9
16 – 30 minutes	5.2	9.1	7.3
31 – 60 minutes	20.5	24.7	22.4
1 hour – 2 hours	35.4	33.1	34.8
2 – 3 hours	20.0	15.7	16.0
3 – 4 hours	11.1	8.5	9.2
4 – 5 hours	4.1	4.2	4.4
Over 5 hours	3.0	3.3	4.0
Valid Respondents	630	3975	6281

Reason for Visit

Table 3: Reason for the respondents visit

Reason	National Trust (%)	All Sefton (%)	All Sites (%)
Walk	45.2	46.3	41.7
Nature/Birdwatching	42.4	31.9	24.1
Beach	28.8	30.7	26.0
Scenery	22.6	37.7	29.8
Dog Walking	20.1	28.8	25.2
Relaxation	20.1	42.6	36.4
'Other'	11.8	12.6	19.6
Specific Activity	8.1	6.5	4.8
Lunch/Drink	6.2	9.7	10.2
Specific Event	0.6	0.5	0.8
Valid Respondents	628	3982	6294
Valid Responses	1179	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 National Trust sites is for **walking**, followed by **nature/birdwatching**. There were considerably fewer visitors stating that **scenery** and **relaxation** was the reason for their visit to the National Trust sites compared with visitors to the Sefton sites. **Dog walking** is also less likely to be given as a main reason for visiting this site. The proportion of visitors at the National Trust sites for **nature/birdwatching** was higher than at all Sefton sites (42.4% compared with 31.9%).

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

National Trust	All Sefton	All Sites
Walk	Walk	Walk
Nature/birdwatching	Relaxation	Relaxation
Beach	Scenery	Scenery
Scenery	Nature/birdwatching	Beach
Dog walking	Beach	Dog walking
Relaxation	Dog walking	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 National Trust sites are given a different priority. Significant here is that **nature/birdwatching** is only ranked as the fourth most mentioned reason from the Sefton visitors yet it features as the second reason for the National Trust visitors. **Relaxation** is the second most common main reason at all sites but is sixth at the National Trust.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. Landscape is the most common 'like' at the National Trust site. A larger proportion of the visitors to the National Trust stated that **landscape** was a 'like' of the site compared to visitors to all Sefton sites (46.6% compared to 40.6%). The proportion of visitors to the National Trust site which stated that they liked the **environment/wildlife** was more than at all Sefton sites (32.4% compared with 21.1%).

Table 5: Visitors likes

Visitors Likes	National Trust (%)	All Sefton (%)	All Sites (%)
Landscape	46.6	40.6	40.9
Peaceful	40.7	51.1	49.1
Environment/Wildlife	32.4	21.1	16.2
Facilities/Management	13.4	14.3	18.3
Walking	12.1	10.0	11.2
Access	2.5	5.2	5.9
Information	1.3	1.8	2.5
Good for Dogs	0.7	2.3	2.3
Nothing	0.3	0.5	0.5
Views	0.2	2.9	5.1
Cycling	0	0.6	0.6
Dogs Controlled	0	0	0.7
Valid Respondents	612	3875	6148
Valid Responses	918	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)

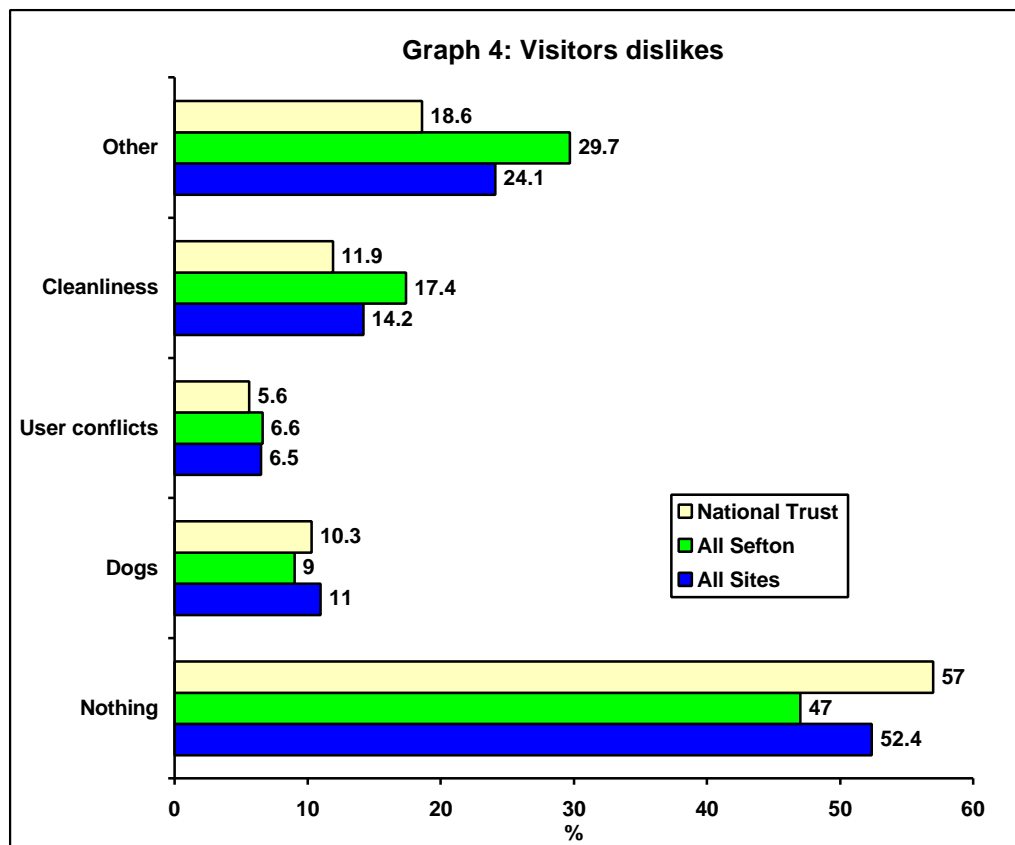
National Trust	All Sefton	All Sites
Landscape	Peaceful	Peaceful
Peaceful	Landscape	Landscape
Environment/wildlife	Environment/wildlife	Facilities/management
Facilities/management	Facilities/management	Environment/wildlife

When visitors to the National Trust sites were asked what they liked most about their visit, most of their responses related to the **landscape** of the site unlike other sites where **peacefulness** was the most common answer.

Apart from the general 'likes', regarding the landscape and atmosphere, visitors at the National Trust specifically mentioned the squirrels (22.2%), cleanliness (6.5%), good well planned walks (5.2%) and everything available for a day out (4.2%).

Visitors' Dislikes

Graph 4 below shows that when visitors to the National Trust sites were asked what they disliked about the site, the most common response was **'nothing'** (57.0%) compared with 47% from visitors to the all Sefton sites. This figure suggests a higher level of satisfaction at the National Trust compared with other Sefton sites. **Cleanliness/pollution** and **dogs** were another two common dislikes at the National Trust site and across all sites. The percentage of National Trust visitors citing cleanliness/pollution was slightly lower than at the Sefton sites (with 11.9% stating this compared with 17.4% from Sefton).



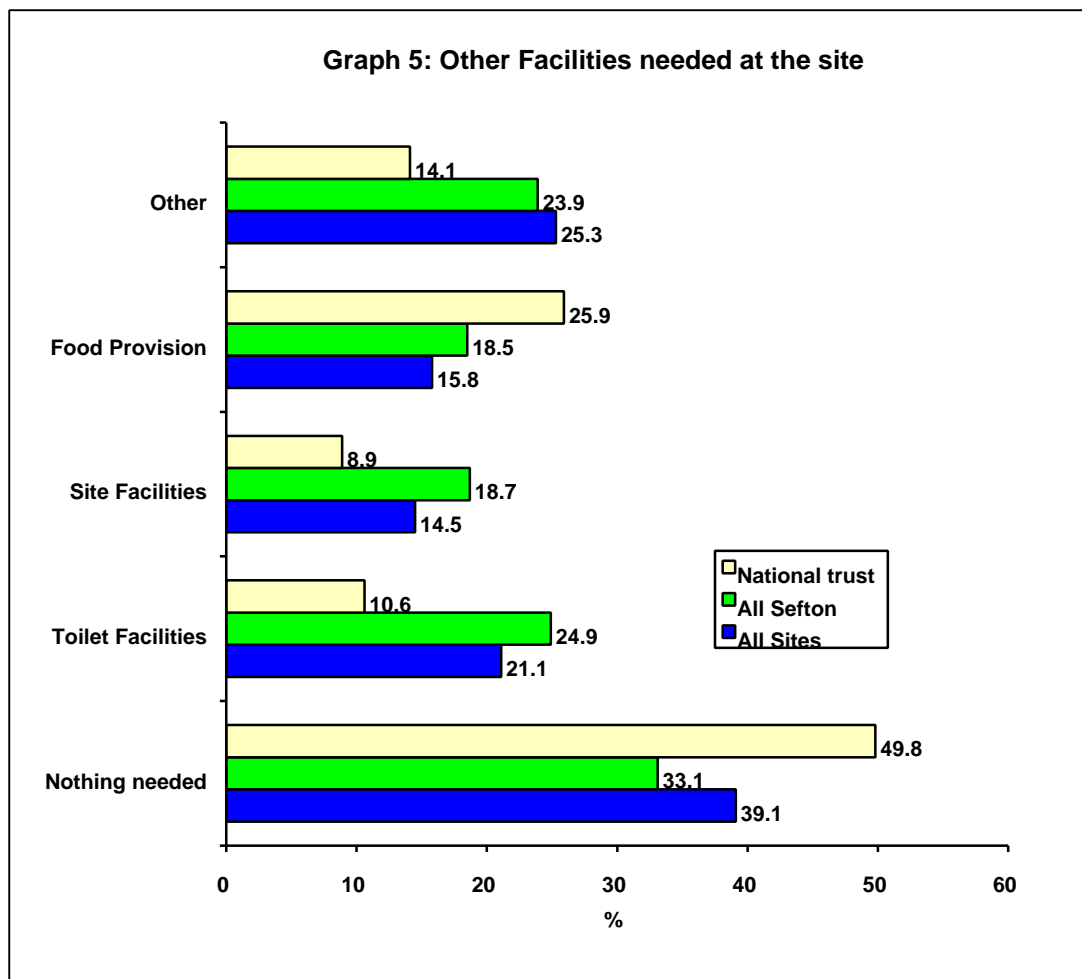
Valid Respondents/Responses: 514/532 for National Trust, 3505/3845 for Sefton, 5605/6066 for all sites

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, visitors mentioned: dogs (10.3%), litter (7.9%) and too crowded (4.5%).

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 stating that **nothing** was needed, was slightly more at the National Trust compared with all Sefton sites (49.8% at the National Trust sites and 33.1% at the Sefton sites). The most important priority for National Trust visitors was **food provision** followed by **toilet 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: 540/590 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 facilities, visitors mentioned refreshments (25.9%), toilets (10.6%), more seats (4.4%), more bins (3.1%) and more facilities for dogs/dog bins (3.1%).

Age

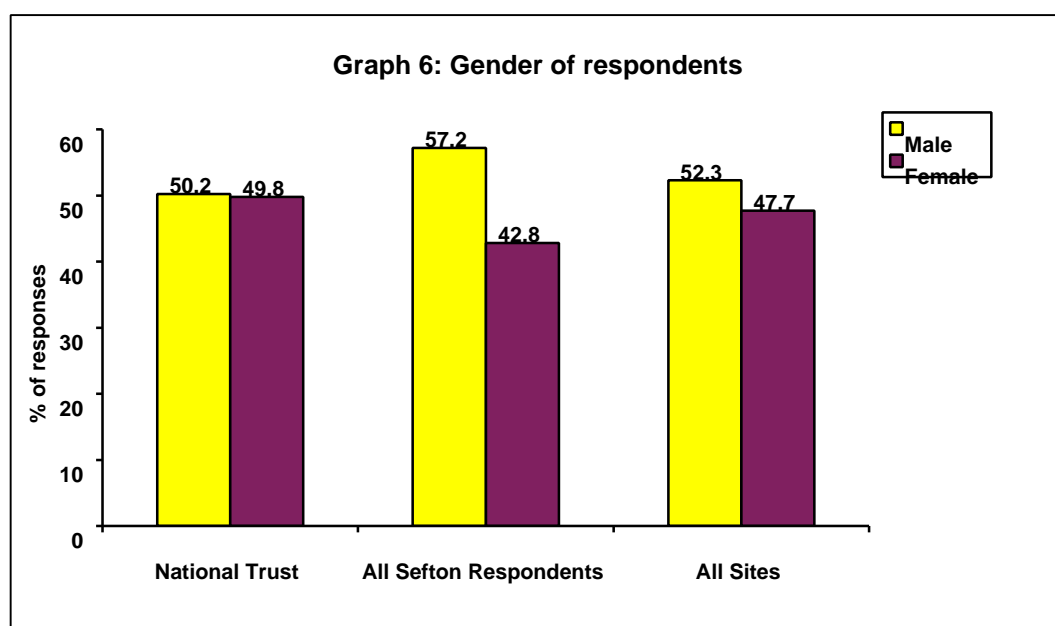
Table 7 below shows that the dominant age category for National Trust was **>55 yrs.** The proportion of visitors in this age group was slightly less than at other sites. (32.6% National Trust, 37.4% Sefton, 36.9% all sites). Overall, the **average age of visitors** to the National Trust sites seems to be **slightly lower** than the average across other Sefton sites.

Table 7: Visitors age

Age Category	National Trust	All Sefton	All Sites
<25	7.0	6.3	8.4
25-34	15.0	13.5	14.4
35-44	25.6	21.6	21.2
44-54	19.7	21.3	19.1
>55	32.6	37.4	36.9
Valid Respondents	628	3978	6268

Gender

Graph 6 below shows that there were more male visitors in National Trust (50.2%) than female visitors (49.8%). 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: 627 for National Trust, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there are fewer disabled visitors at the National Trust site. (6.3% of visitors at the National Trust site described themselves as having a disability compared with 10.4% from all sites).

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

	National Trust	All Sefton	All Sites
Yes	6.3	10.2	10.4
No	93.7	89.8	89.6
Valid Respondents	623	3905	6164

Table 9 below shows that unfortunately, only 15 disabled visitors answered the question on whether their disability had affected their visit to the site but, of these, (73.3%) answered 'yes'. Although the sample is small, compared with all Sefton there was a considerably 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?'

	National Trust	All Sefton	All Sites
Yes	73.3	37.8	32.5
No	26.7	62.2	67.5
Valid Respondents	15	111	166

The results suggest that the National Trust site is less appealing for people with disabilities compared to other coastal sites.

Membership of other Organisations

Visitors at the National Trust sites were *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 3 visitors were members of the National Trust (34.1% compared with 19.3% in Sefton).

Just over 1 in 10 visitors were members of the RSPB (11.8% compared with 14.5% in Sefton).

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

National Trust Formby

		All National Trust		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	515	81.7	2755	69.1	4610	73.2
	Motor cycle			25	.6	30	.5
	Train	35	5.6	174	4.4	238	3.8
	Bicycle	14	2.2	231	5.8	305	4.8
	Private coach	8	1.3	27	.7	46	.7
	Public bus	2	.3	22	.6	58	.9
	Walked	49	7.8	730	18.3	978	15.5
Other	7	1.1	23	.6	36	.6	
Total		630	100	3987	100	6301	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
other form of transport specified	yacht					1	2.8
	horse	2	28.6	5	21.7	8	22.2
	mini bus	1	14.3	3	13.0	9	25.0
	ran	1	14.3	10	43.5	10	27.8
	taxi	1	14.3	2	8.7	3	8.3
	disabled vehicle/power wheel chair	2	28.6	2	8.7	3	8.3
	campervan			1	4.3	1	2.8
	ferry					1	2.8
Total		7	100	23	100	36	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	514	81.7	3611	90.3	5761	91.2
	no	115	18.3	386	9.7	553	8.8
Total		629	100	3997	100	6314	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	11	27.5	76	20.0	138	20.8
	weekly	21	52.5	195	51.3	329	49.5
	Daily	8	20.0	109	28.7	198	29.8
Total		40	100	380	100	665	100

Note that a smaller sample were approached for this question

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	167	27.2	652	16.5	1026	16.5
	two	119	19.4	389	9.9	635	10.2
	three	44	7.2	206	5.2	342	5.5
	four	37	6.0	187	4.7	328	5.3
	five	21	3.4	107	2.7	184	3.0
	six or seven	34	5.5	238	6.0	419	6.8
	eight to ten	26	4.2	201	5.1	318	5.1
	eleven or more	166	27.0	1964	49.8	2950	47.6
Total		614	100	3944	100	6202	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	85	13.6	1221	31.2	1570	25.3
	2	164	26.2	1261	32.3	2009	32.4
	3	125	19.9	550	14.1	942	15.2
	4	131	20.9	431	11.0	761	12.3
	5	60	9.6	215	5.5	407	6.6
	6	27	4.3	88	2.3	195	3.1
	7	10	1.6	44	1.1	107	1.7
	8	4	.6	24	.6	45	.7
	9	2	.3	11	.3	28	.5
	10	2	.3	12	.3	25	.4
	>10	17	2.7	52	1.3	111	1.8
Total		627	100	3909	100	6200	100

			Mean	Minimum	Maximum
All National Trust			3.94	1	90
National Trust Central Area			4.00	1	90
Larkhill Heath			2.25	1	12
All Sefton			2.79	1	90
All	Respondents	Number of people in personal group today	3.12	1	130

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	85	13.6	1220	30.6	1571	25.0
	with family (including children)	320	51.0	1244	31.2	2192	34.8
	with club	19	3.0	72	1.8	117	1.9
	with friend(s)	64	10.2	510	12.8	827	13.1
	with family (excluding children)	65	10.4	622	15.6	1018	16.2
	with friends and family	32	5.1	140	3.5	296	4.7
	with partner	42	6.7	174	4.4	271	4.3
Total		627	100	3982	100	6292	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	4	.6	59	1.5	121	1.9
	16 - 30 minutes	33	5.2	362	9.1	460	7.3
	31 - 60 minutes	129	20.5	981	24.7	1409	22.4
	1 hour - 2 hours	223	35.4	1316	33.1	2186	34.8
	2 - 3 hours	126	20.0	624	15.7	1002	16.0
	3 - 4 hours	70	11.1	336	8.5	577	9.2
	4 - 5 hours	26	4.1	167	4.2	277	4.4
	over 5 hours	19	3.0	130	3.3	249	4.0
Total		630	100	3975	100	6281	100

Main reason for visiting the site

National Trust Formby

		All National Trust		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?	284	45.2	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	126	20.1	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	181	28.8	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	266	42.4	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	142	22.6	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	126	20.1	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	39	6.2	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	4	.6	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	51	8.1	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	74	11.8	503	12.6	1232	19.6
Total	628	100	3982	100	6294	100	

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

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	environment/wildlife			23	5.9	29	3.9
	exercise	10	24.4	166	42.8	227	30.3
	work related	5	12.2	44	11.3	56	7.5
	visit tourist facility	7	17.1	15	3.9	39	5.2
	general visit to the area			8	2.1	42	5.6
	buy something			23	5.9	31	4.1
	live locally/used to live locally	2	4.9	18	4.6	38	5.1
	peaceful			21	5.4	29	3.9
	weather	12	29.3	41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event	5	12.2	25	6.4	46	6.1
	other			4	1.0	12	1.6
Total		41	100	388	100	748	100

Likes of the site

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	198	32.4	819	21.1	996	16.2
	cycling			24	.6	34	.6
	good for dogs	4	.7	88	2.3	142	2.3
	dogs controlled			1	.0	41	.7
	peaceful	249	40.7	1982	51.1	3019	49.1
	landscape	285	46.6	1575	40.6	2515	40.9
	walking	74	12.1	388	10.0	687	11.2
	access	15	2.5	203	5.2	363	5.9
	information	8	1.3	68	1.8	154	2.5
	facilities/management	82	13.4	554	14.3	1128	18.3
	views	1	.2	114	2.9	311	5.1
	nothing	2	.3	21	.5	32	.5
Total		612	100	3875	100	6148	100

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

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all	nothing	293	57.0	1647	47.0	2937	52.4
answers	car related	23	4.5	148	4.2	213	3.8
to	physical developments	4	.8	141	4.0	161	2.9
question	dogs	53	10.3	317	9.0	616	11.0
a10	site management/safety	11	2.1	205	5.8	255	4.5
	facilities	9	1.8	110	3.1	155	2.8
	cleanliness/pollution	61	11.9	609	17.4	794	14.2
	access	10	1.9	114	3.3	165	2.9
	refreshment facilities	10	1.9	165	4.7	196	3.5
	environmental	10	1.9	101	2.9	137	2.4
	user conflicts	29	5.6	230	6.6	364	6.5
	information/interpretation	19	3.7	58	1.7	73	1.3
Total		514	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 at the site

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	269	49.8	1190	33.1	2227	39.1
	toilet facilities	57	10.6	896	24.9	1202	21.1
	environmental improvements	1	.2	30	.8	55	1.0
	visitor information	15	2.8	159	4.4	219	3.8
	recreation facilities	20	3.7	216	6.0	435	7.6
	site facilities	48	8.9	674	18.7	825	14.5
	food provision	140	25.9	664	18.5	903	15.8
	improved access	12	2.2	145	4.0	199	3.5
	better dog control	1	.2	12	.3	26	.5
	more facilities for dogs	19	3.5	134	3.7	228	4.0
	more staff/security	1	.2	73	2.0	99	1.7
	site improvements/renovations			5	.1	12	.2
	better access to site	6	1.1	81	2.3	157	2.8
	management	1	.2	12	.3	14	.2
Total		540	100	3595	100	5700	100

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

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	39	6.3	397	10.2	644	10.4
	no	584	93.7	3508	89.8	5520	89.6
Total		623	100	3905	100	6164	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	315	50.2	2233	57.2	3213	52.3
	female	312	49.8	1668	42.8	2925	47.7
Total		627	100	3901	100	6138	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	44	7.0	249	6.3	526	8.4
	25-34	94	15.0	537	13.5	902	14.4
	35-44	161	25.6	858	21.6	1326	21.2
	45-54	124	19.7	847	21.3	1200	19.1
	>55	205	32.6	1487	37.4	2314	36.9
Total		628	100	3978	100	6268	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	214	34.1	761	19.3	1084	18.2
	no	413	65.9	3177	80.7	4867	81.8
Total		627	100	3938	100	5951	100

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes	11	73.3	42	37.8	54	32.5
	No	4	26.7	69	62.2	112	67.5
Total		15	100	111	100	166	100

Note that a smaller sample were approached for this question

National Trust Formby

		All National Trust		All Sefton		All	
		Respondents		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	74	11.8	570	14.5	743	12.5
	no	551	88.2	3370	85.5	5201	87.5
Total		625	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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