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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 1

Summary of RSPB Marshside

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.

Report prepared by:
Mike Bamford
Merseyside Information Service
325 Royal Liver Building
Pier Head
Liverpool
L3 1JH
Tel (0151) 236 4343
Fax (0151) 236 2521
mikeb@merseyinfoserve.com
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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

For example in question 1, 299 visitors from the RSPB Marshside site answered the question regarding what was the principal means of transport which they used to visit the area, with 86.0% stating they travelled to the site by car/van.

So sampling error $\pm 4.0\%$

So true percentage 86.0% $\pm 4.0\%$

(i.e. between 90.0% and 82.0%)

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

The Marshside Nature Reserve is managed by RSPB for its spectacular numbers of over-wintering and breeding waterfowl, including the pink-footed geese, so characteristic of the coastal area in the winter months. The RSPB have developed public access to the reserve with paths, screens to reduce disturbance to birds and two public bird-watching hides. Most visitors use the car park off the coastal road at Marshside where there is a RSPB information board. The main hide has information and interpretation on the area and its birds and is usually staffed by volunteers.

4. Summary of results for all of RSPB Marshside.

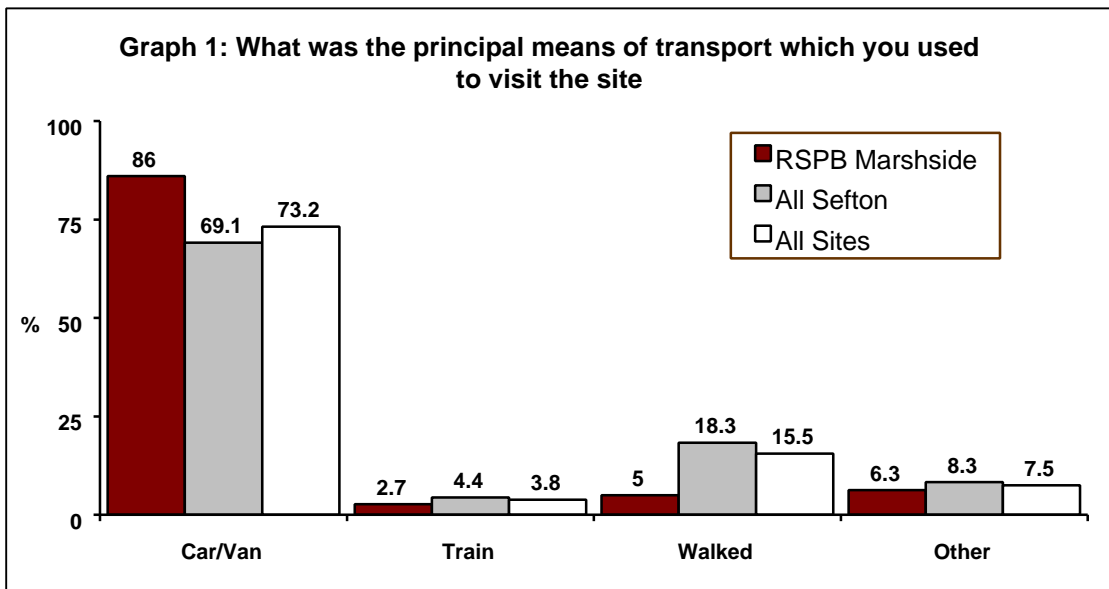
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

Response to the survey

299 completed questionnaires, collected between May and August, have been analysed for this report at the RSPB Marshside site.

Transport

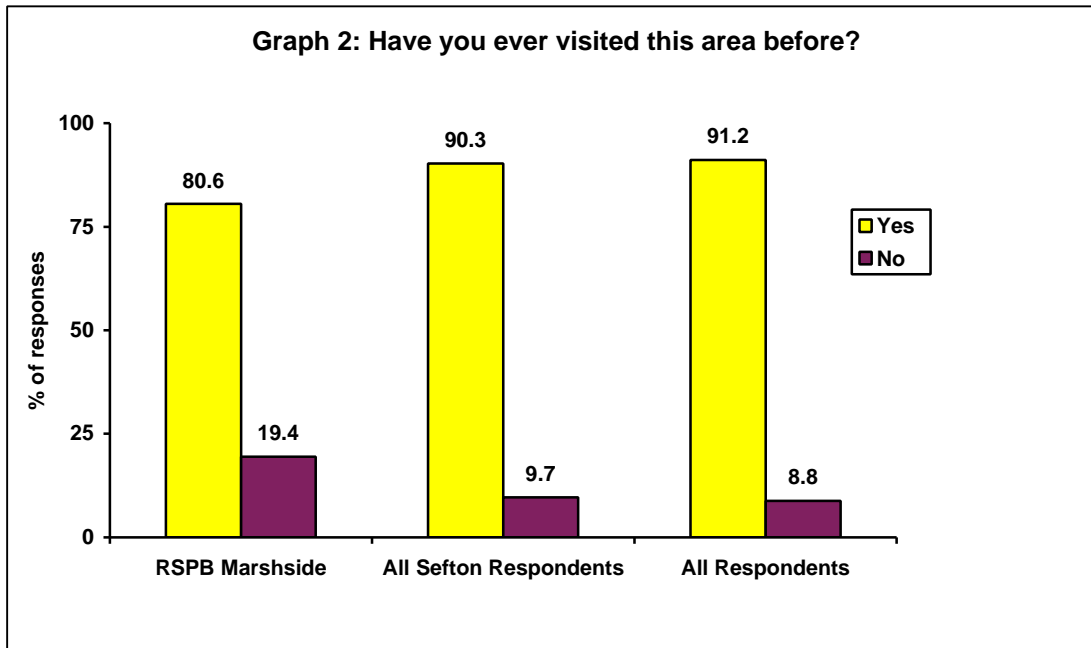
Graph 1 below shows that the visitors visiting the RSPB Marshside site were more likely to have driven to the site (86.0% of the visitors to the RSPB Marshside site drove compared to 69.1% from all Sefton site visitors). However, the visitors were less likely to have walked (5.0% compared with 18.3%) or arrive by train than Sefton site visitors (2.7% arriving by train at the RSPB Marshside site and 4.4% arriving by train at the Sefton sites).



Valid respondents: 299 for all RSPB Marshside, 3987 for Sefton, 6301 for all sites.

Frequency of Visits

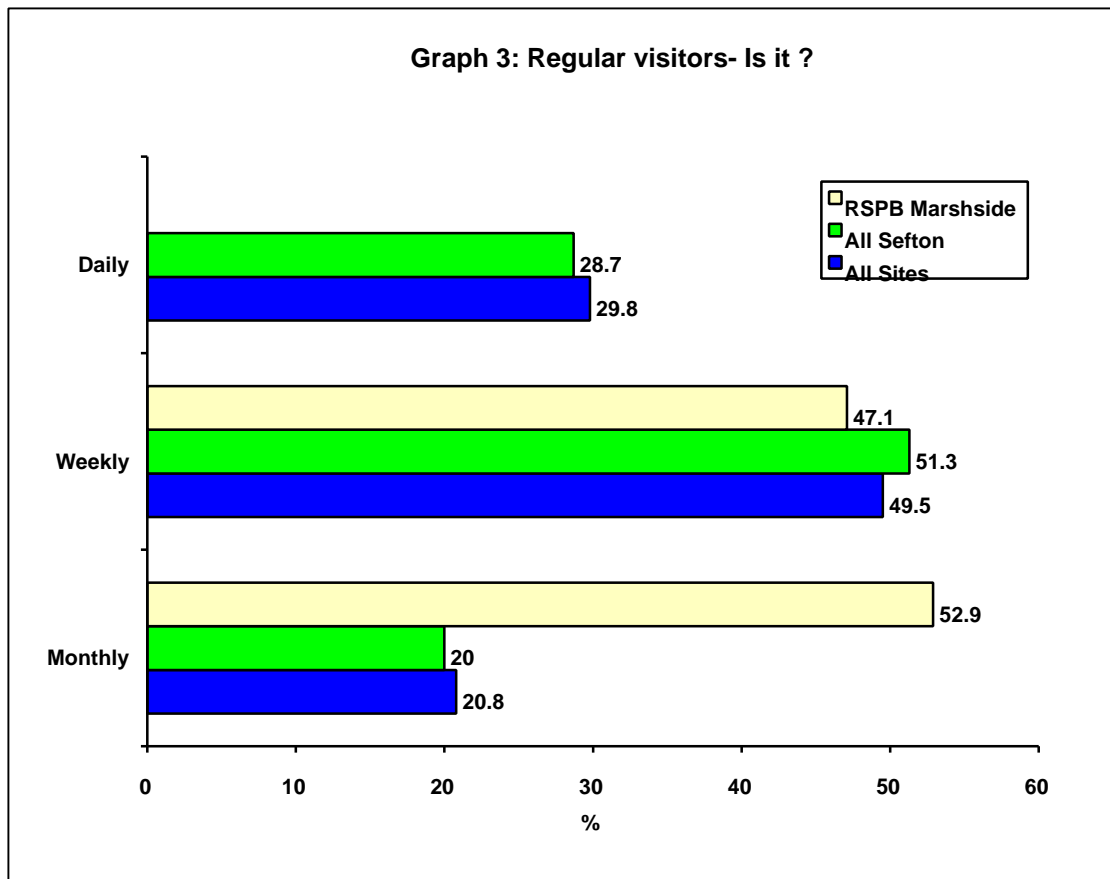
Graph 2 below shows that RSPB Marshside attracted a high level of repeat visitors. Over four fifths (80.4%) of the RSPB Marshside site visitors stated that they had already visited the site. This figure was lower than those visiting the all Sefton sites (90.3%) and for all site visitors (91.2%). There are significantly more visitors at the RSPB Marshside site who have not visited the site before compared with visitors at the all Sefton sites (19.4% of Marshside visitors were visiting the site for the first time compared with 9.7% of the Sefton visitors).



Valid respondents: 299 for RSPB Marshside, 3997 for Sefton, 6314 for all sites.

Visitors to the RSPB Marshside site were asked how many times they had visited the site in the last 12 months. The greatest proportion of visitors to the RSPB Marshside site stated they had visited the site once in the last 12 months (24.2% compared with 16.5% of visitors to all Sefton sites). Just under a quarter (21.5%) of the RSPB Marshside visitors visited the site eleven or more times in the last twelve months, this is however considerably lower than the proportion of all Sefton site visitors which had visited the site eleven or twelve times in the last twelve months (49.8%). These results suggest that RSPB Marshside attracts a higher proportion of first time visitors and a lower proportion of regular visitors compared with all Sefton sites.

Graph 3 below shows that, of those respondents who visited at least 11 times a year, over half (52.9%) said they visited the site monthly compared to 20% from all Sefton site visitors. Notable here is the distinct lack of visitors stating they visit the site on a daily basis at the RSPB Marshside site.



Note: A smaller sample was used for this question
Valid respondents: 17 for RSPB Marshside, 380 for Sefton, 665 for All sites

Group Size

The average size of a group of visitors to the RSPB Marshside 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: RSPB Marshside (2.23), Sefton sites (2.79) and all sites (3.12).

Description of Personal Group

Table 1 below shows that the greatest proportion of visitors to the RSPB Marshside site were visiting on their own. There was also a high percentage of visitors visiting the site with other members of their family but without children. Compared with other Sefton and all sites, there was a significantly lower proportion of visitors attending the site with their family and children (15.8% of Marshside visitors were with their family and children compared with 31.2% from all Sefton sites).

Table 1: Description of Personal Group

	RSPB Marshside (%)	All Sefton (%)	All Sites (%)
On Own	30.6	30.6	25.0
With Family <i>(exc children)</i>	27.3	15.6	16.2
With Friends	16.5	12.8	13.1
With Family <i>(inc children)</i>	15.8	31.2	34.8
With Partner	7.4	4.4	4.3
With Club	2.0	1.8	1.9
With Friends and Family	0.3	3.5	4.7
Valid Respondents	297	3982	6292

Length of Stay

Table 2 below shows that the most common response to the question on planned length of stay was between 30 minutes and 1 hours (this was stated by 27.2% of the visitors to the RSPB Marshside site). This was however less than the average length of stay throughout Sefton and all sites.

Visitors to the RSPB Marshside site were more likely to plan slightly shorter visits than visitors at all sites surveyed. A larger percentage of visitors to the RSPB Marshside site stated that their visit would last between 16 minutes to 60 minutes compared to visitors to all sites (48.6% compared with 29.7%).

Table 2: Length of Stay of the respondents

	RSPB Marshside (%)	All Sefton (%)	All Sites (%)
Up to 15 minutes	3.7	1.5	1.9
16 – 30 minutes	21.4	9.1	7.3
31 – 60 minutes	27.2	24.7	22.4
1 hour – 2 hours	25.2	33.1	34.8
2 – 3 hours	11.9	15.7	16.0
3 – 4 hours	3.7	8.5	9.2
4 – 5 hours	2.7	4.2	4.4
Over 5 hours	4.1	3.3	4.0
Valid Respondents	294	3975	6281

Reason for Visit

Table 3: Reason for the respondents visit

Reason	RSPB Marshside (%)	All Sefton (%)	All Sites (%)
Birdwatching/Nature	90.6	31.9	24.1
Walk	15.4	46.3	41.7
Relaxation	13.4	42.6	36.4
Scenery	5.4	37.7	29.8
Beach	4.0	30.7	26.0
Lunch/Drink	2.0	9.7	10.2
Other	2.0	12.6	19.6
Specific Activity	0.7	6.5	4.8
Specific Event	0.3	0.5	0.8
Dog Walking	0.3	28.8	25.2
Valid Respondents	298	3982	6294
Valid Responses	400	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 RSPB Marshside site was for **birdwatching/nature**, followed by **walking**. There were considerably more visitors stating that **birdwatching/nature** was the main reason for their visit to the RSPB Marshside site compared with visitors to the Sefton sites (90.6% at RSPB Marshside and 31.9% at Sefton). The proportion of visitors at the RSPB Marshside site visiting for any other reason apart from birdwatching/nature is much lower than all Sefton sites, an indication of the specialised nature of the site.

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

RSPB Marshside	All Sefton	All Sites
Birdwatching/nature	Walk	Walk
Walk	Relaxation	Relaxation
Relaxation	Scenery	Scenery
Scenery	Birdwatching/nature	Beach
Beach	Beach	Dog walking
Lunch/Drink	Dog walking	Birdwatching/nature

Table 4 above shows that whilst the top 6 main reasons for visiting a site are nearly the same throughout all the surveyed sites, the main reasons for visiting RSPB Marshside differ slightly. Significant here is that **birdwatching/nature** is ranked as the most mentioned reason from the RSPB Marshside visitors yet it features as the fourth mentioned reason for all Sefton sites and sixth most mentioned reason for all sites. Also **lunch/drink** is the sixth most mentioned factor for the RSPB Marshside site yet it does not appear in the Sefton sites and all sites.

Visitors' Likes

Table 5 below shows what visitors liked about the site they visited. The largest proportion of the visitors to the RSPB Marshside site stated that **environment/wildlife** is the most important 'like' of the site. The proportion of visitors stating **environment/wildlife** is higher at RSPB Marshside compared with other Sefton sites (61.7% compared to 21.1%). **Peacefulness, landscape** and **facilities/management** were also important 'likes' at this site but they were all mentioned by fewer visitors at RSPB Marshside compared with other sites.

Table 5: Visitors likes

Visitors Likes	RSPB Marshside (%)	All Sefton (%)	All Sites (%)
Environment/Wildlife	61.7	21.1	16.2
Peaceful	29.5	51.1	49.1
Landscape	17.4	40.6	40.9
Facilities/Management	11.0	14.3	18.3
Access	6.4	5.2	5.9
Walking	6.1	10.0	11.2
Information	4.9	1.8	2.5
Views	2.3	2.9	5.1
Good for Dogs	0	2.3	2.3
Cycling	0	0.6	0.6
Nothing	0	0.5	0.5
Dogs Controlled	0	0	0.7
Valid Respondents	264	3875	6148
Valid Responses	368	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)

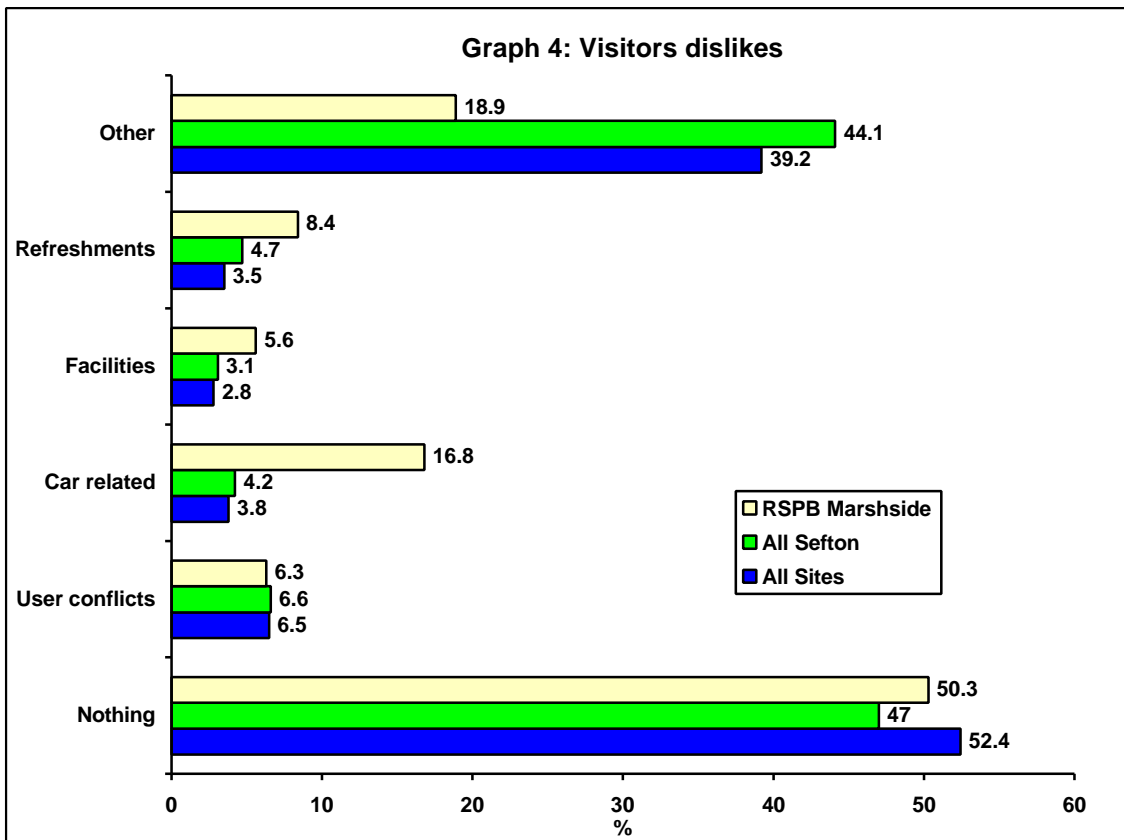
RSPB Marshside	All Sefton	All Sites
Environment/wildlife	Peaceful	Peaceful
Peaceful	Landscape	Landscape
Landscape	Environment/wildlife	Facilities/Management
Facilities/Management	Facilities/Management	Environment/wildlife

The table shows the importance of environment/wildlife at RSPB Marshside compared with other sites.

In terms of specific 'likes', respondents at RSPB Marshside mentioned the following: variety of birds (37.1%), peaceful (18.9%), variety of wildlife/nature (13.6%), good hide (7.6%), natural/unspoilt (5.7%) and variety of habitats (4.9%).

Visitors' Dislikes

Graph 4 below shows that when visitors to the RSPB Marshside site were asked what they disliked about the site, the most common response was **'nothing'** (50.3%) compared with similar proportions from visitors to the all Sefton sites (47%) and visitors to all sites (52.4%). **Car related** problems were a common 'dislike' at the RSPB Marshside site(16.8%) however this problem was not mentioned as much by visitors to all Sefton sites (4.2%) and all sites (3.8%).



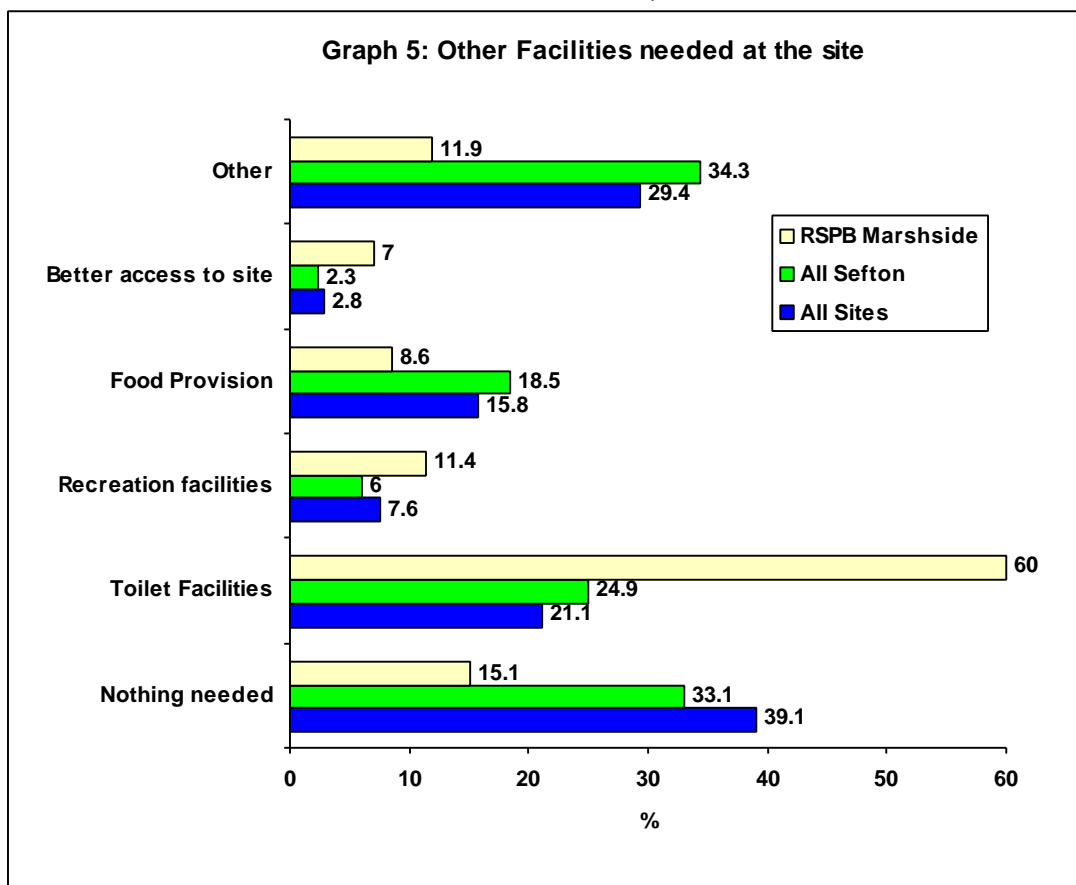
Valid Respondents/Responses: 143/152 for RSPB Marshside, 3505/3845 for Sefton, 5605/6066 for all sites

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 RSPB Marshside mentioned: too many cars/traffic (8.3%), no toilets (7.6%), speed of traffic (3.5%), busy roads to cross (2.8%), too crowded (2.8%) and litter (2.8%).

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 less at the RSPB Marshside site compared with all the sites (15.1% at the RSPB Marshside site and 33.1% at the Sefton sites). This suggests visitors are less satisfied with the facilities on offer at RSPB Marshside. The most important priority for RSPB Marshside visitors was **toilet facilities**. Similarly Sefton site visitors and all site visitors gave toilet provision the highest priority however the proportion of visitors from the RSPB Marshside site mentioning this was far greater than visitors from all Sefton sites and all sites (60.0% from RSPB Marshside and 24.9% from all Sefton and 21.1% from all sites).



Valid respondents/responses: 185/211 for RSPB Marshside, 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 to RSPB Marshside mentioned: toilets (60%), another hide (9.2%) – a second hide has opened on the site since the majority of questionnaires were collected, refreshments (8.6%) and more/better parking (3.8%).

Age

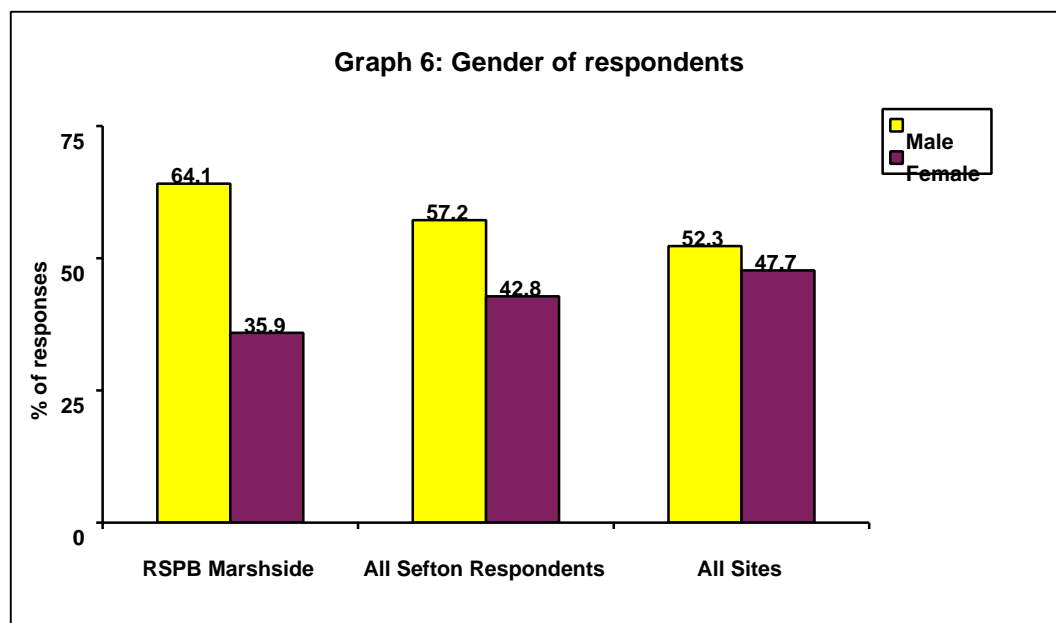
Table 7 below shows that the dominant age category for RSPB Marshside was **>55 yrs.** The proportion of visitors in this age group was higher than at other sites. (49.5% RSPB Marshside, 37.4% Sefton, 36.9% all sites). Overall, the average age of visitors to the RSPB Marshside site seems to be **slightly higher** than across other Sefton sites, although there is a relatively large proportion of respondents aged under 25 years.

Table 7: Visitors age

Age Category	RSPB Marshside	All Sefton	All Sites
<25	10.4	6.3	8.4
25-34	4.3	13.5	14.4
35-44	13.0	21.6	21.2
44-54	22.7	21.3	19.1
>55	49.5	37.4	36.9
Valid Respondents	299	3978	6268

Gender

Graph 6 below shows that there were more male visitors at the RSPB Marshside site (64.1%) than female visitors (35.9%). 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: 276 for RSPB Marshside, 3901 for all Sefton and 6138 for all Sites

Disabled Visitors

Table 8 below shows that compared with other sites, there were similar numbers of disabled visitors at the RSPB Marshside site. (10.2% of visitors at the RSPB Marshside site described themselves as having a disability compared with 10.4% from all sites).

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

	RSPB Marshside	All Sefton	All Sites
Yes	10.2	10.2	10.4
No	89.8	89.8	89.6
Valid Respondents	283	3905	6164

Membership of other Organisations

Visitors at the RSPB Marshside site were *more likely to be members of the National Trust* and *more likely to be members of the RSPB* than visitors across all Sefton sites.

Around 1 in 3 visitors were members of the National Trust (31.4% compared with 19.3 in Sefton).

Just over 7 out of 10 visitors were members of the RSPB (70.3% compared with 14.5% in Sefton).

**Tabulated Results comparing the results from visitors to RSPB
Marshside, All Sefton and All respondents.**

Frequency Tables for the RSPB Marshside site

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	257	86.0	2755	69.1	4610	73.2
	Motor cycle	4	1.3	25	.6	30	.5
	Train	8	2.7	174	4.4	238	3.8
	Bicycle	9	3.0	231	5.8	305	4.8
	Private coach	3	1.0	27	.7	46	.7
	Public bus	3	1.0	22	.6	58	.9
	Walked	15	5.0	730	18.3	978	15.5
	Other			23	.6	36	.6
Total		299	100.0	3987	100.0	6301	100

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		.		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

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
Have you ever visited this area before?	yes	241	80.6	3611	90.3	5761	91.2
	no	58	19.4	386	9.7	553	8.8
Total		299	100.0	3997	100.0	6314	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
Regular visitors - is it	Monthly	9	52.9	76	20.0	138	20.8
	weekly	8	47.1	195	51.3	329	49.5
	Daily			109	28.7	198	29.8
Total		17	100	380	100.0	665	100

Note that a smaller sample were approached for this question

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	70	24.2	652	16.5	1026	16.5
	two	46	15.9	389	9.9	635	10.2
	three	28	9.7	206	5.2	342	5.5
	four	29	10.0	187	4.7	328	5.3
	five	9	3.1	107	2.7	184	3.0
	six or seven	21	7.3	238	6.0	419	6.8
	eight to ten	24	8.3	201	5.1	318	5.1
	eleven or more	62	21.5	1964	49.8	2950	47.6
Total		289	100	3944	100	6202	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
size of group	1	92	31.6	1221	31.2	1570	25.3
	2	135	46.4	1261	32.3	2009	32.4
	3	31	10.7	550	14.1	942	15.2
	4	15	5.2	431	11.0	761	12.3
	5	7	2.4	215	5.5	407	6.6
	6	3	1.0	88	2.3	195	3.1
	7	2	.7	44	1.1	107	1.7
	8	1	.3	24	.6	45	.7
	9	3	1.0	11	.3	28	.5
	10			12	.3	25	.4
	>10	2	.7	52	1.3	111	1.8
Total		291	100	3909	100	6200	100

			Mean	Minimum	Maximum
RSPB Marshide			2.23	1	19
All Sefton			2.79	1	90
All	Respondents	Number of people in personal group today	3.12	1	130

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
Description of personal group travelling with on this trip	on own	91	30.6	1220	30.6	1571	25.0
	with family (including children)	47	15.8	1244	31.2	2192	34.8
	with club	6	2.0	72	1.8	117	1.9
	with friend(s)	49	16.5	510	12.8	827	13.1
	with family (excluding children)	81	27.3	622	15.6	1018	16.2
	with friends and family with partner	1	.3	140	3.5	296	4.7
Total		297	100	3982	100	6292	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	11	3.7	59	1.5	121	1.9
	16 - 30 minutes	63	21.4	362	9.1	460	7.3
	31 - 60 minutes	80	27.2	981	24.7	1409	22.4
	1 hour - 2 hours	74	25.2	1316	33.1	2186	34.8
	2 - 3 hours	35	11.9	624	15.7	1002	16.0
	3 - 4 hours	11	3.7	336	8.5	577	9.2
	4 - 5 hours	8	2.7	167	4.2	277	4.4
	over 5 hours	12	4.1	130	3.3	249	4.0
Total		294	100	3975	100	6281	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
Other main reason for coming to the site today	enironment/wildlife			23	5.9	29	3.9
	exercise			166	42.8	227	30.3
	work related	4	66.7	44	11.3	56	7.5
	visit tourist facility			15	3.9	39	5.2
	general visit to the area	1	16.7	8	2.1	42	5.6
	buy something			23	5.9	31	4.1
	live locally/used to live locally	1	16.7	18	4.6	38	5.1
	peaceful			21	5.4	29	3.9
	weather			41	10.6	192	25.7
	landscape/scenery					7	.9
	specific activity/event			25	6.4	46	6.1
	other			4	1.0	12	1.6
Total		6	100	388	100.0	748	100

Main reason for the visit to the site

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	46	15.4	1843	46.3	2625	41.7
	Was coming to walk the dog a main reason for coming to this site today?	1	.3	1146	28.8	1589	25.2
	Was visiting the beach a main reason for coming to this site today?	12	4.0	1223	30.7	1639	26.0
	Was for nature-birdwatching a main reason for coming to this site today?	270	90.6	1269	31.9	1515	24.1
	Was the scenery a main reason for coming to this site today?	16	5.4	1502	37.7	1875	29.8
	Was relaxation a main reason for coming to this site today?	40	13.4	1698	42.6	2292	36.4
	Was coming for lunch-a drink a main reason for coming to this site today?	6	2.0	386	9.7	642	10.2
	Was attending a specific event a main reason for coming to this site today?	1	.3	20	.5	52	.8
	Was a specific activity a main reason for coming to this site today?	2	.7	257	6.5	303	4.8
	Was something else a main reason for coming to this site today?	6	2.0	503	12.6	1232	19.6
Total	298	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

Respondents likes of the site

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a9	environment/wildlife	163	61.7	819	21.1	996	16.2
	cycling			24	.6	34	.6
	good for dogs			88	2.3	142	2.3
	dogs controlled			1	.0	41	.7
	peaceful	78	29.5	1982	51.1	3019	49.1
	landscape	46	17.4	1575	40.6	2515	40.9
	walking	16	6.1	388	10.0	687	11.2
	access	17	6.4	203	5.2	363	5.9
	information	13	4.9	68	1.8	154	2.5
	facilities/management	29	11.0	554	14.3	1128	18.3
	views	6	2.3	114	2.9	311	5.1
	nothing			21	.5	32	.5
	Total		264	100.0	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

Respondent dislikes of the site

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a10	nothing	72	50.3	1647	47.0	2937	52.4
	car related	24	16.8	148	4.2	213	3.8
	physical developments	5	3.5	141	4.0	161	2.9
	dogs	2	1.4	317	9.0	616	11.0
	site management/safety	2	1.4	205	5.8	255	4.5
	facilities	8	5.6	110	3.1	155	2.8
	cleanliness/pollution	7	4.9	609	17.4	794	14.2
	access	5	3.5	114	3.3	165	2.9
	refreshment facilities	12	8.4	165	4.7	196	3.5
	environmental	6	4.2	101	2.9	137	2.4
	user conflicts	9	6.3	230	6.6	364	6.5
	information/interpretation			58	1.7	73	1.3
	Total		143	100	3505	100	5605

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

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
all answers to question a11	nothing needed	28	15.1	1190	33.1	2227	39.1
	toilet facilities	111	60.0	896	24.9	1202	21.1
	environmental improvements	4	2.2	30	.8	55	1.0
	visitor information	4	2.2	159	4.4	219	3.8
	recreation facilities	21	11.4	216	6.0	435	7.6
	site facilities	7	3.8	674	18.7	825	14.5
	food provision	16	8.6	664	18.5	903	15.8
	improved access	6	3.2	145	4.0	199	3.5
	better dog control			12	.3	26	.5
	more facilities for dogs			134	3.7	228	4.0
	more staff/security	1	.5	73	2.0	99	1.7
	site improvements/renovations			5	.1	12	.2
	better access to site	13	7.0	81	2.3	157	2.8
	management			12	.3	14	.2
Total		185	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

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
Would you describe yourself as having a disability?	yes	29	10.2	397	10.2	644	10.4
	no	254	89.8	3508	89.8	5520	89.6
Total		283	100	3905	100	6164	100

RSPB Marshside

		RSPB Marshside		All Sefton		All	
		RSPB Marshside		Respondents		Respondents	
		Number	%	Number	%	Number	%
Gender	male	177	64.1	2233	57.2	3213	52.3
	female	99	35.9	1668	42.8	2925	47.7
Total		276	100	3901	100	6138	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
newage	<25	31	10.4	249	6.3	526	8.4
	25-34	13	4.3	537	13.5	902	14.4
	35-44	39	13.0	858	21.6	1326	21.2
	45-54	68	22.7	847	21.3	1200	19.1
	>55	148	49.5	1487	37.4	2314	36.9
Total		299	100	3978	100	6268	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of the National Trust	yes	86	31.4	761	19.3	1084	18.2
	no	188	68.6	3177	80.7	4867	81.8
Total		274	100	3938	100	5951	100

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
does your disability affect your visit to the site?	Yes	2	40.0	42	37.8	54	32.5
	No	3	60.0	69	62.2	112	67.5
Total		5	100	111	100	166	100

Note that a smaller sample were approached for this question

RSPB Marshide

		RSPB Marshide		All Sefton		All	
		RSPB Marshide		Respondents		Respondents	
		Number	%	Number	%	Number	%
Are you a member of RSPB	yes	204	70.3	570	14.5	743	12.5
	no	86	29.7	3370	85.5	5201	87.5
Total		290	100.0	3940	100.0	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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