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AREA  
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 3a

Summary of Ainsdale NNR main entrance  
and Fisherman's Path

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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## Contents

	Page
<b>Contents</b>	<b>1</b>
<b>Introduction</b>	<b>2</b>
<b>Methodology</b>	<b>3</b>
<b>Site Description</b>	<b>5</b>
<b>Summary of Results for Ainsdale NNR main entrance and Fisherman's path</b>	<b>6</b>
<b>Tabulated results for Ainsdale NNR main entrance and Fisherman's Path</b>	<b>20</b>
<b>Appendix 1: The Questionnaire</b>	

## **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, 578 visitors from the Ainsdale NNR main entrance site answered the question regarding what was the principal method of transport used in arriving at the site, with 51.8% stating they arrived at the site by walking.

So sampling error  $\pm 4.0\%$

So true percentage 51.8%  $\pm 4.0\%$

(i.e. between 47.8% and 55.8%)

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. Site Description.**

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

#### **4. Summary of results for Ainsdale NNR main entrance and Fisherman's Path area.**

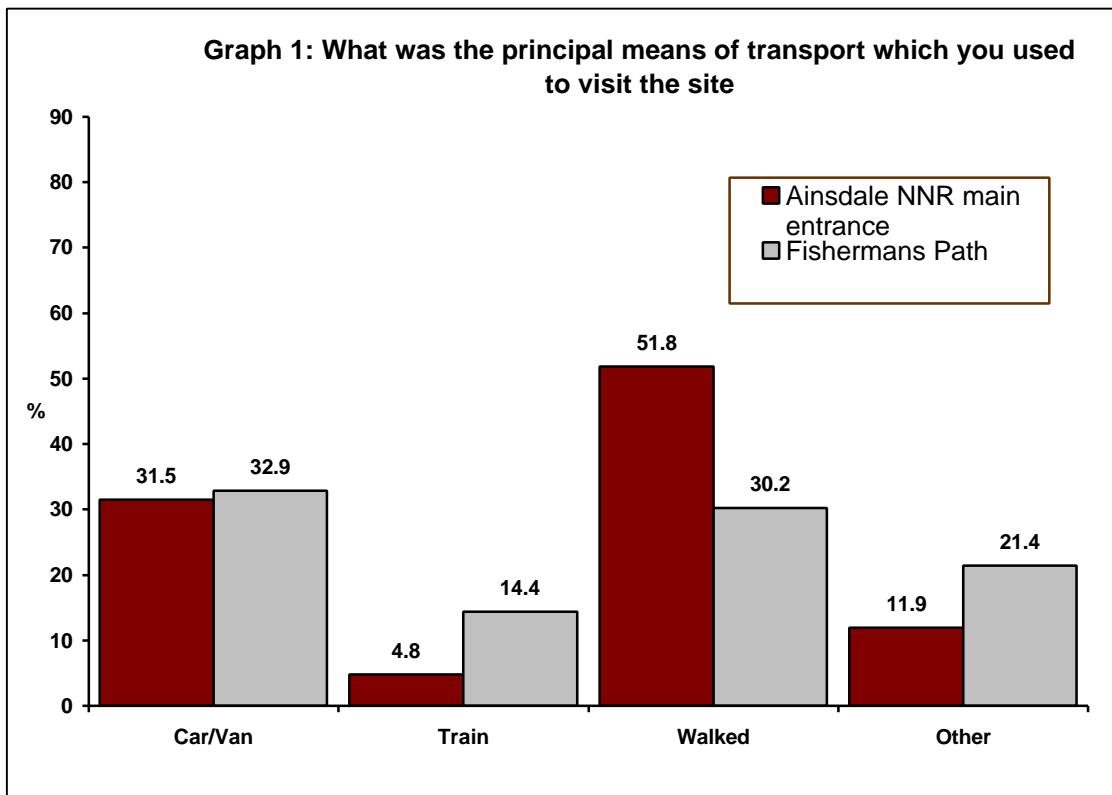
Many sites had a number of different sampling points which have been amalgamated for this summary report. These site-specific results have then been compared to the results from all the sites in Sefton or the Wirral (whichever set of data is appropriate) and then to the results from the whole of the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

#### **Response to the survey**

580 completed questionnaires, collected between May and August, have been analysed for this report at the following sites: Ainsdale NNR main entrance (168) and Fisherman's Path (410).

## Transport

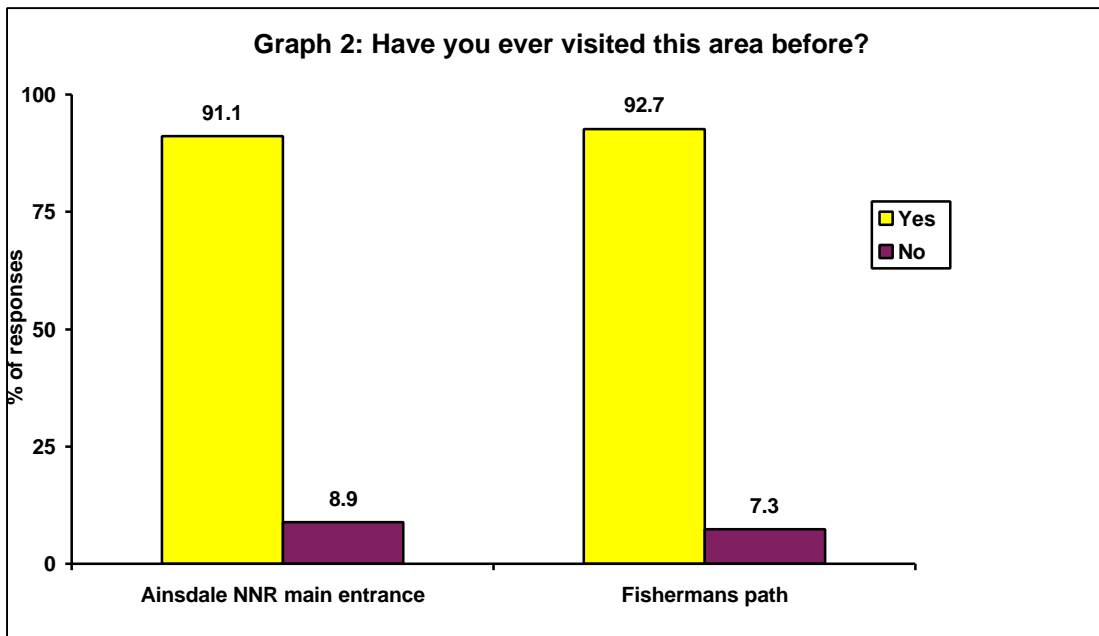
The car was the most common means of transport at Fisherman's Path, although walking was also important. At Ainsdale NNR main entrance, however, most visitors walked to the site (51.8% compared with 30.2% from Fisherman's path). The proportion of visitors visiting the Ainsdale NNR main entrance site by train was considerably less than at Fisherman's Path (4.8% at the Ainsdale NNR main entrance and 14.4% at Fisherman's Path).



*Valid respondents: 168 from Ainsdale NNR main entrance and 410 from Fisherman's Path.*

## Frequency of Visits

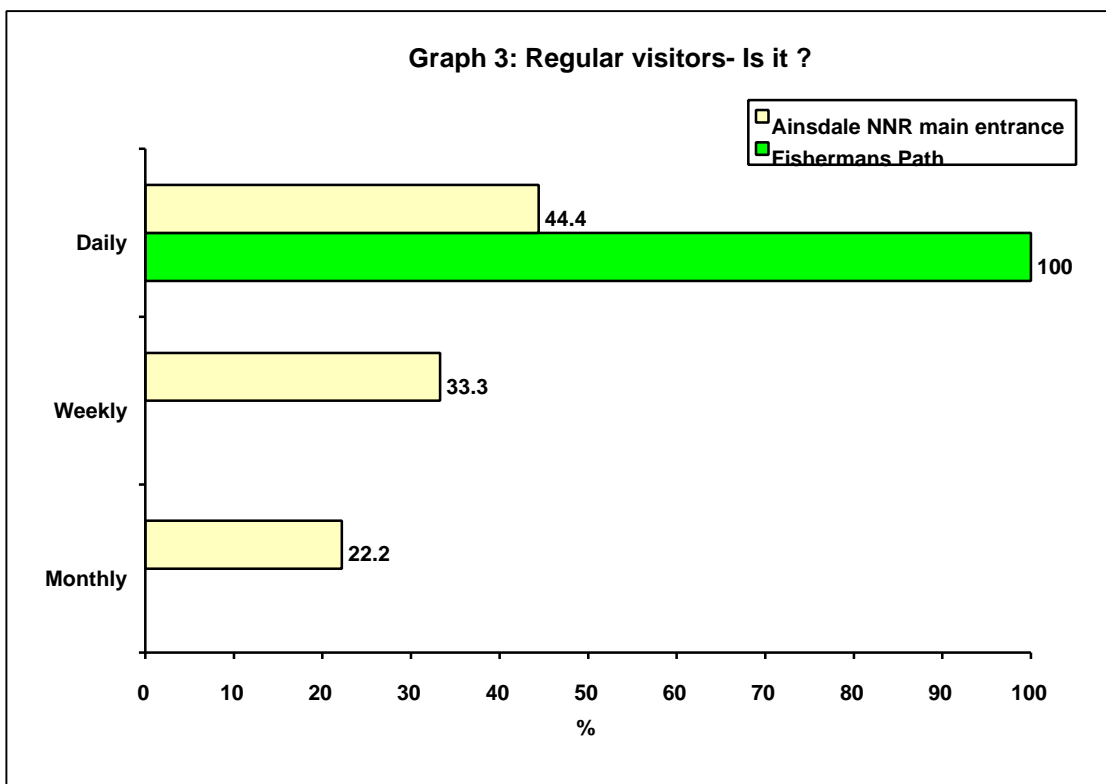
Graph 2 below shows that the Ainsdale NNR main entrance and Fisherman's Path both attracted a similar proportion of repeat visitors.



*Valid respondents: 168 from Ainsdale NNR main entrance and 412 from Fisherman's path area*

Visitors to the Ainsdale NNR main entrance and Fisherman’s Path sites were asked how many times they had visited the site in the last 12 months. Most Ainsdale NNR main entrance visitors and Fisherman’s Path visitors stated they had visited the site eleven or more times in the last 12 months (50.9% from Ainsdale NNR main entrance and 52.1% from Fisherman’s Path). 18.0% of Ainsdale NNR main entrance visitors and 15% of Fisherman’s Path visitors stated they had visited the site once in the last 12 months.

However, this does not necessarily mean that the visitors who had visited the site 11 or 12 times in the last 12 months visit the site only once a month because, graph 3 below shows that of these ‘regular visitors’, over two fifths (44.4%) of the Fisherman’s Path visitors said they visited the site daily (instead of monthly or weekly). Only one regular visitor to the Fisherman’s Path site answered the question on how often they visit the site and stated daily.



**Note:** A smaller sample was used for this question  
*Valid respondents: 18 from Ainsdale NNR main entrance and 1 from Fisherman’s path.*

## Group Size

The average size of a group of visitors to the Ainsdale NNR main entrance site is smaller than the average group of visitors for the Fisherman's Path sites. The average number of people in personal groups were: Ainsdale NNR main entrance (2.35) and Fisherman's Path site (2.70).

## Description of Personal Group

Table 1 below shows that visitors to the Ainsdale NNR main entrance sites were more likely to be visiting on their own than visitors to Fisherman's Path (41.7% were by themselves compared with 33.6% from Fisherman's Path.) Compared with the Ainsdale NNR main entrance site, there was a significantly greater proportion of visitors attending the Fisherman's Path site with friends (10.1% at the Ainsdale NNR main entrance site and 20.2% from Fisherman's Path).

**Table 1: Description of Personal Group**

	<b>Ainsdale NNR Main entrance (%)</b>	<b>Fisherman's Path (%)</b>
On Own	41.7	33.6
With Family ( inc children )	25.0	24.1
With Family ( exc children )	16.1	17.0
With Friends	10.1	20.2
With Partner	4.8	0
With Club	1.2	2.7
With Friends and Family	1.2	2.4
<b>Valid Respondents</b>	<b>168</b>	<b>411</b>

## 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 33.1% of the visitors to the Ainsdale NNR main entrance site and 32.5% at Fisherman's Path).

Visitors to Fisherman's Path, were more likely to plan slightly longer visits than visitors at the main entrance. 31.5% said they would stay between 2 hours and 4 hours compared with 18.9% at the main entrance.

**Table 2: Length of Stay of the respondents**

	<b>Ainsdale NNR Main entrance (%)</b>	<b>Fisherman's Path (%)</b>
Up to 15 minutes	1.8	2.2
16 – 30 minutes	12.4	8.0
31 – 60 minutes	23.7	18.9
1 hour – 2 hours	33.1	32.5
2 – 3 hours	14.2	21.8
3 – 4 hours	4.7	9.7
4 – 5 hours	5.9	3.6
Over 5 hours	4.1	3.2
<b>Valid Respondents</b>	<b>169</b>	<b>412</b>

## Reason for Visit

**Table 3: Reason for the respondent's visit**

Reason	Ainsdale NNR main entrance (%)	Fisherman's Path (%)
Walk	64.5	59.1
Scenery	44.4	44.5
Relaxation	43.2	52.3
Dog walking	39.6	21.4
Nature/birdwatching	29.0	18.2
Beach	11.8	30.7
Other	10.7	14.6
Lunch/drink	7.7	4.4
Specific activity	3.6	7.3
Specific event	0.6	0
<b>Valid Respondents</b>	<b>169</b>	<b>411</b>
<b>Valid Responses</b>	<b>431</b>	<b>1038</b>

**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 table above shows that, apart from the most popular answer, **walking**, the reasons for visiting each area of Ainsdale NNR are very different. At Fisherman's Path, the second main reason is **relaxation**, this differs from the main entrance where **scenery** is more important. There were considerably more visitors stating that **dog walking** and **nature/birdwatching** was their reason for visiting the Ainsdale NNR main entrance compared with visitors to Fisherman's Path where the **beach** is particularly important.

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

Ainsdale NNR main entrance	Fisherman's Path
1. Walk	1. Walk
2. Scenery	2. Relaxation
3. Relaxation	3. Scenery
4. Dog walking	4. Beach
5. Nature/birdwatching	5. Dog walking
6. Beach	6. Nature/birdwatching

Table 4 above shows that whilst the top 6 main reasons for visiting Ainsdale NNR are the same, the ordering of the reasons differ slightly. Significant here is that **Beach** is ranked as the sixth most mentioned reason from the Ainsdale NNR main entrance visitors yet it features as the fourth most mentioned reason for Fisherman's Path site visitors.

## Visitors' Likes

Table 5 below shows what visitors liked about Ainsdale NNR. Most of their responses related to the **peacefulness** of the site (56.2%). **Landscape** and **environment/wildlife** were also common 'likes' at the Ainsdale NNR.

Respondents at the main entrance and Fisherman's Path gave similar responses to the question. The main difference is that visitors to Fisherman's Path were more likely to mention walking.

**Table 5: Visitors likes**

Visitors Likes	Ainsdale NNR main entrance (%)	Fisherman's Path (%)
Peaceful	56.2	52.1
Landscape	39.6	39.5
Environment/Wildlife	18.3	17.4
Walking	7.7	13.4
Facilities/management	4.1	5.2
Good for dogs	3.0	0.7
Access	2.4	2.0
Cycling	1.8	1.7
Information	1.2	0.5
Nothing	0.6	0.5
Views	0	0.2
<b>Valid Respondents</b>	<b>169</b>	<b>403</b>
<b>Valid Responses</b>	<b>228</b>	<b>537</b>

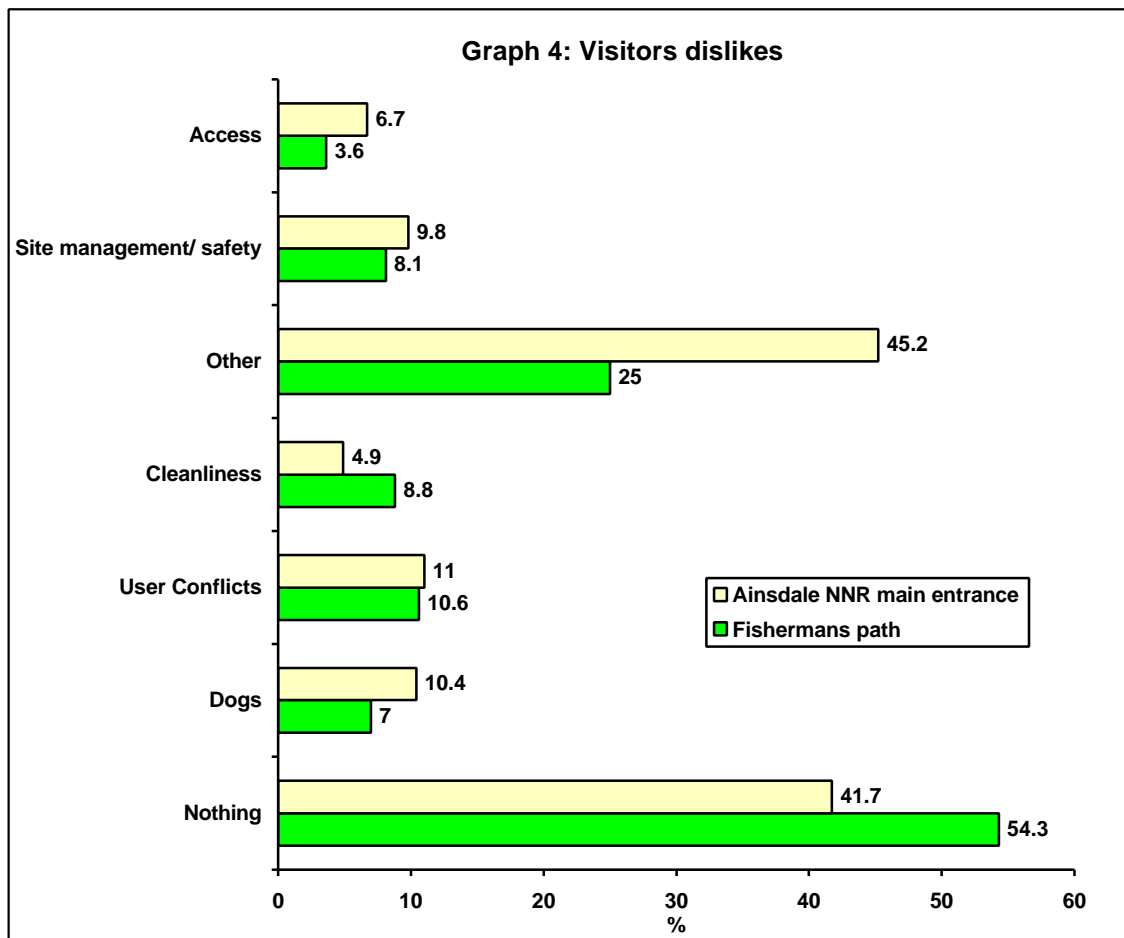
**Please Note:** Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

At the main entrance, apart from the general 'likes' regarding the landscape and the atmosphere, visitors specifically mentioned they like the lack of traffic (4.1%), that everything is available for a day out (3.6%) and that the site has good, well planned walks (3.6%).

At Fisherman's Path, more specific 'likes' were everything available for a day out (6.7%), good, well planned walks (6.7%), lack of traffic (4.7%) and well maintained/not vandalised (2.5%).

## Visitors' Dislikes

Graph 4 below shows that when visitors to the Ainsdale NNR main entrance site were asked what they disliked about the site, the most common response was 'nothing' (41.7%) compared with considerably greater proportions from visitors to the Fisherman's Path site (54.3%). This suggests that visitors were more satisfied at Fisherman's Path than at the main entrance of Ainsdale NNR. **User conflicts** and **dogs** were another two common dislikes at the main entrance and **user conflicts** and **cleanliness/pollution** at Fisherman's Path.



*Valid Respondents/Responses: 163/177 for Ainsdale NNR main entrance and 385/407 for Fisherman's path*

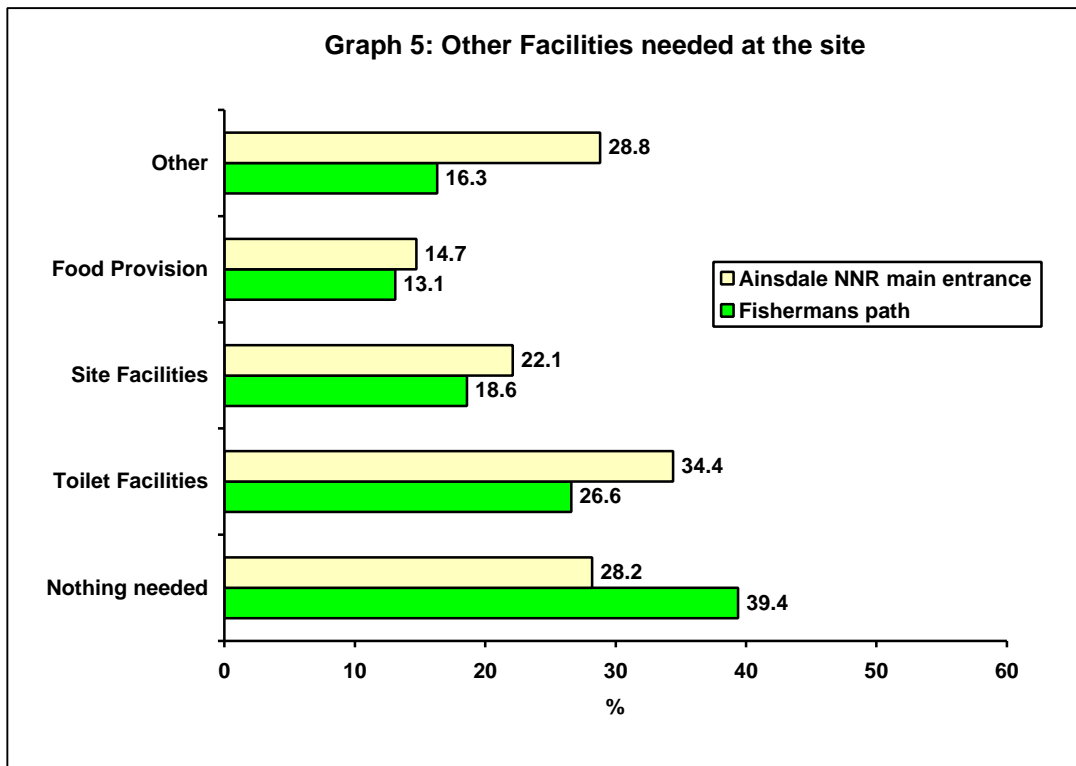
**Please Note:** Percentages are proportions of visitors, who gave this reason, and more than one response was allowable. Therefore, percentages sum to more than 100% in each column.

In terms of specific dislikes, at the main entrance visitors mentioned dogs (10.4%), gypsies (5.5%), litter (3.7%), tree felling (3.7%) and parking problems (3.7%).

At Fisherman's Path, the main specific dislikes are litter (8.1%), dogs (7.0%), tree felling (4.9%) and conflicts with cyclists (4.9%).

## 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 less at the Ainsdale NNR main entrance site compared with Fisherman’s Path (28.2% at the Ainsdale NNR main entrance sites and 39.4% at Fisherman’s Path). The most important priority for Ainsdale NNR main entrance visitors was **toilet facilities** followed by **site facilities**. Of the 22.1% that stated **site facilities**, 15.3% wanted to see an improvement in **seating/more rest stops**.



*Valid respondents/responses: 163/209 for Ainsdale NNR main entrance, 398/453 for Fisherman’s path*

**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, at the main entrance visitors would like toilets (34.4%), more seats (15.3%), more facilities for dogs and dog bins (10.4%) and improved parking (8.6%).

At Fisherman’s Path, visitors would like toilets (26.6%), refreshments (13.1%), more bins (10%), and seats (8.3%).

## Age

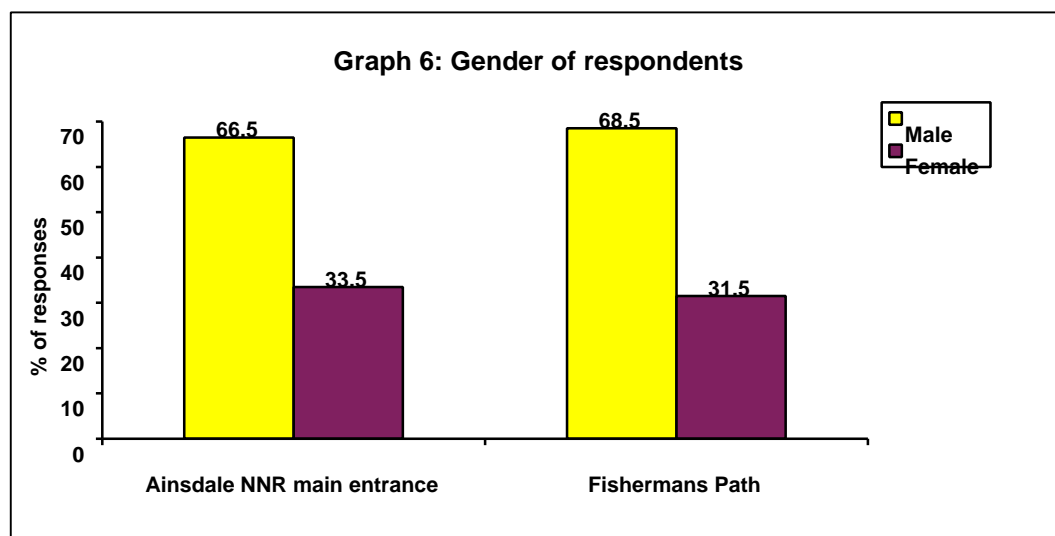
Table 7 below shows that the dominant age category for the Ainsdale NNR sites is **>55 yrs.** (33.5% at Ainsdale NNR main entrance and 29.7% at Fisherman's Path). Overall, the average age of visitors to the Ainsdale NNR main entrance site seems to be **slightly higher** than the average across the Fisherman's Path site.

**Table 7: Visitors age**

Age category	Ainsdale NNR main entrance (%)	Fisherman's Path (%)
<25	4.2	10.5
25-34	17.4	15.1
35-44	19.8	25.1
44-54	25.1	19.7
>55	33.5	29.7
<b>Valid Respondents</b>	<b>167</b>	<b>411</b>

## Gender

Graph 6 below shows that there were less male visitors in Ainsdale NNR main entrance site (66.5%) than female visitors (33.5%). This trend was shown in the Fisherman's Path site with slightly more males than females answering the questionnaire compared with the Ainsdale NNR main entrance site (male 68.5% and female 31.5%).



*Valid Respondents: Ainsdale NNR main entrance 167 and Fisherman's path 400.*

## Disabled Visitors

Table 8 below shows that compared with the Fisherman's Path site, there were slightly more disabled visitors at the Ainsdale NNR main entrance site. (4.8% of visitors at the Ainsdale NNR main entrance site described themselves as having a disability compared with 2.2% from the Fisherman's path site).

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

	<b>Ainsdale NNR main entrance (%)</b>	<b>Fisherman's Path (%)</b>
Yes	4.8	2.2
No	95.2	97.8
<b>Valid Respondents</b>	<b>165</b>	<b>404</b>

## Membership of other Organisations

Visitors at the Ainsdale NNR main entrance sites were ***less likely to be members of the National Trust*** and ***less likely to be members of the RSPB*** than visitors at Fisherman's Path.

Under 1 in 5 visitors were members of the National Trust (14.2% compared with 24.0 from Fisherman's Path).

Just under 1 in 10 visitors were members of the RSPB (8.9% compared with 10.0% from Fisherman's Path).

**Tabulated Results comparing the results from visitors to Ainsdale  
NNR main entrance and Fisherman's Path sites**

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## Frequency Tables for Ainsdale NNR main entrance and Fisherman's Path.

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
What was the principal means of transport which you used to visit the area?	Car/van	53	31.5	135	32.9
	Motor cycle			3	.7
	Train	8	4.8	59	14.4
	Bicycle	19	11.3	84	20.5
	Private coach	1	.6	4	1.0
	Public bus			1	.2
	Walked	87	51.8	124	30.2
	Other				
Total		168	100	410	100

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Have you ever visited this area before?	yes	153	91.1	382	92.7
	no	15	8.9	30	7.3
Total		168	100	412	100

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Regular visitors - is it	Monthly	4	22.2		
	weekly	6	33.3		
	Daily	8	44.4	1	100
Total		18	100	1	100

Note that a smaller sample were approached for this question

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
How many times have you visited this area in the last 12 months?	one	29	18.0	61	15.0
	two	19	11.8	30	7.4
	three	11	6.8	27	6.6
	four	6	3.7	20	4.9
	five	2	1.2	15	3.7
	six or seven	6	3.7	26	6.4
	eight to ten	6	3.7	16	3.9
	eleven or more	82	50.9	212	52.1
	Total	161	100	407	100

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
size of group	1	70	44.3	138	37.1
	2	46	29.1	133	35.8
	3	20	12.7	40	10.8
	4	10	6.3	30	8.1
	5	2	1.3	9	2.4
	6	6	3.8	7	1.9
	7	1	.6	2	.5
	8	1	.6	2	.5
	9				
	10			5	1.3
	>10	2	1.3	6	1.6
Total	158	100	372	100	

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

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Description of personal group travelling with on this trip	on own	70	41.7	138	33.6
	with family (including children)	42	25.0	99	24.1
	with club	2	1.2	11	2.7
	with friend(s)	17	10.1	83	20.2
	with family (excluding children)	27	16.1	70	17.0
	with friends and family	2	1.2	10	2.4
	with partner	8	4.8		
Total		168	100	411	100

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
How long do you think you will stay here today?	up to 15 minutes	3	1.8	9	2.2
	16 - 30 minutes	21	12.4	33	8.0
	31 - 60 minutes	40	23.7	78	18.9
	1 hour - 2 hours	56	33.1	134	32.5
	2 - 3 hours	24	14.2	90	21.8
	3 - 4 hours	8	4.7	40	9.7
	4 - 5 hours	10	5.9	15	3.6
	over 5 hours	7	4.1	13	3.2
Total		169	100	412	100

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question 8	Was coming to walk a main reason for coming to this site today?	109	64.5	243	59.1
	Was coming to walk the dog a main reason for coming to this site today?	67	39.6	88	21.4
	Was visiting the beach a main reason for coming to this site today?	20	11.8	126	30.7
	Was for nature-birdwatching a main reason for coming to this site today?	49	29.0	75	18.2
	Was the scenery a main reason for coming to this site today?	75	44.4	183	44.5
	Was relaxation a main reason for coming to this site today?	73	43.2	215	52.3
	Was coming for lunch-a drink a main reason for coming to this site today?	13	7.7	18	4.4
	Was attending a specific event a main reason for coming to this site today?	1	.6		
	Was a specific activity a main reason for coming to this site today?	6	3.6	30	7.3
	Was something else a main reason for coming to this site today?	18	10.7	60	14.6
Total		169	100	411	100

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

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Other main reason for coming to the site today	enironment/wildlife	1	14.3		
	exercise	3	42.9	19	67.9
	work related	3	42.9	2	7.1
	visit tourist facility			2	7.1
	general visit to the area				
	buy something			1	3.6
	live locally/used to live locally			1	3.6
	peaceful			1	3.6
	weather				
	landscape/scenery				
	specific activity/event			1	3.6
	other			1	3.6
Total		7	100	28	100

### 'Likes' of the site

#### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question a9	environment/wildlife	31	18.3	70	17.4
	cycling	3	1.8	7	1.7
	good for dogs	5	3.0	3	.7
	dogs controlled				
	peaceful	95	56.2	210	52.1
	landscape	67	39.6	159	39.5
	walking	13	7.7	54	13.4
	access	4	2.4	8	2.0
	information	2	1.2	2	.5
	facilities/management	7	4.1	21	5.2
	views			1	.2
	nothing	1	.6	2	.5
	Total	169	100	403	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

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question a10	nothing	68	41.7	209	54.3
	car related	11	6.7	4	1.0
	physical developments	8	4.9	16	4.2
	dogs	17	10.4	27	7.0
	site management/safety facilities	16	9.8	31	8.1
	cleanliness/pollution	10	6.1	8	2.1
	access	8	4.9	34	8.8
	refreshment facilities	11	6.7	14	3.6
	environmental	3	1.8	6	1.6
	user conflicts	4	2.5	7	1.8
	information/interpretation	18	11.0	41	10.6
		3	1.8	10	2.6
Total		163	100	385	100

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

## Other Facilities needed

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
all answers to question a11	nothing needed	46	28.2	157	39.4
	toilet facilities	56	34.4	106	26.6
	environmental improvements			1	.3
	visitor information	2	1.2	13	3.3
	recreation facilities	3	1.8	5	1.3
	site facilities	36	22.1	74	18.6
	food provision	24	14.7	52	13.1
	improved access	6	3.7	14	3.5
	better dog control				
	more facilities for dogs	20	12.3	11	2.8
	more staff/security	1	.6	11	2.8
	site improvements/renovations				
	better access to site	15	9.2	8	2.0
	management			1	.3
Total		163	100	398	100

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

### Ainsdale National Nature Reserve

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Would you describe yourself as having a disability?	yes	8	4.8	9	2.2
	no	157	95.2	395	97.8
Total		165	100	404	100

**Ainsdale National Nature Reserve**

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Gender	male	111	66.5	274	68.5
	female	56	33.5	126	31.5
Total		167	100	400	100

**Ainsdale National Nature Reserve**

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
newage	<25	7	4.2	43	10.5
	25-34	29	17.4	62	15.1
	35-44	33	19.8	103	25.1
	45-54	42	25.1	81	19.7
	>55	56	33.5	122	29.7
Total		167	100	411	100

**Ainsdale National Nature Reserve**

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
Are you a member of the National Trust	yes	24	14.2	99	24.0
	no	145	85.8	313	76.0
Total		169	100	412	100

**Ainsdale National Nature Reserve**

		Ainsdale national nature reserve main entrance		Fishermans path	
		Respondents		Respondents	
		Number	%	Number	%
does your disability affect your visit to the site?	Yes				
	No	1	100		
Total		1	100		

Note that a smaller sample were approached for this question

**Ainsdale National Nature Reserve**

	Ainsdale national nature reserve main entrance		Fishermans path		
	Respondents		Respondents		
	Number	%	Number	%	
Are you a member of RSPB	yes	15	8.9	41	10.0
	no	154	91.1	371	90.0
Total		169	100	412	100

## **Appendix 1: The Questionnaire**

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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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