



**Base = April-Sept 09 = 84

* Base = April-Sept 08 and April- Sept 09 = 273

RSPB Dungeness Reserve

V1/R21

Visitor Survey

We are conducting a survey of visitors to our reserves to help us understand how they feel about their visit and plan for the needs of visitors in the future. To help us do this, we would be grateful if you would take a few minutes to complete this questionnaire after your visit today. Please complete the questionnaire by ticking the appropriate box or by writing your answer in the space provided. Once completed, please return it to the Visitor Centre or hand it to a member of staff. Many thanks for your help.

***Q1. a) Firstly, is this your first visit to this particular RSPB reserve?**

Yes 36% No 64% → Please answer b)

b) If no, approximately how often do you visit this site?

Every day	0%	Once or twice a month	31%	Once a year	12%
Once or twice a week	8%	Once every six months	38%	Less often	5%

NA = 6%

****Q2. When did you/your party decide you wanted to visit this reserve today?**

Spontaneous – only decided today	36%
Planned in advance – decided before today	48%
Decided partly today and partly before today	14%

NA = 2%

****Q3. Which of the following statements best describes how you found us today?**

Have visited before and so knew about the reserve	60%	I am touring the area and noticed the road signs/saw it on a map	7%
I was told how to get here by friends/family	5%	I found the details in the RSPB handbook	6%
I found the details on the RSPB Web site	11%	I saw the details in 'Birds' magazine	0%
I am touring the area and saw leaflets/posters	6%	Other (please specify).....	8%

NA = 1%

****Q4. When you/your party first arrived at the reserve today, which, if any, of these information sources did you use to help plan your visit?**

Notice board – for details on opening times/entry fees etc	18%	Reserve leaflet (containing the map of the reserve)	21%
Information from staff/volunteers	49%	Displayed details on activities for children	1%
The 'What's About' board	52%	Other (please specify).....	4%

None of these = 7%

***Q5. During your visit, was the information you required easily accessible?**

Yes 97% No 0% → Why do you say that? (Please specify).....

NA = 3%

****Q6. Which, if any, of these activities have you/your party already undertaken while on your visit to this reserve today or do you plan to undertake later on today on the reserve?**

Watch/look for birds	87%	Look for plants or other wildlife	51%
Go for a walk/follow a trail	66%	Visit one or more hides	68%
Take part in an organised walk/children's activity	6%	Look around the Visitor Centre/displays	69%
Buy something to eat or drink from the reserve's café/kiosk	45%	Look around/buy something from the reserve's shop	61%
		Other (please specify).....	1%

Shoppers & Diners only = 1%

***Q7. How interested in the work of the RSPB were you before your visit to this reserve?**

Very interested 54% Fairly interested 44% Not very interested 2% Not at all interested <1%
DK = 0%

***Q8. Has visiting this reserve made you more interested in the work of the RSPB, less interested or has it not changed your interest in the work of the RSPB at all?**

More interested 38% Less interested <1% My interest has not changed at all 61% DK = 1%

***Q9. Has your visit to this reserve left you feeling more favourable towards the RSPB, less favourable, or has it not changed your feeling towards the RSPB at all?**

More favourable 48% Less favourable 0% My feelings have not changed at all 52% NA = <1%

****Q10. The RSPB could provide information designed to tell you a little bit more about this reserve and why it is so special. Which, if any, of these subjects would you like extra information made available about this reserve?**

Why the RSPB thinks the site is important	24%	How climate change may affect the site	35%	Archaeology/History of the site	20%
Wildlife on the reserve	42%	Other (<i>please specify</i>)	1%	None of these	30%

****Q11. If they could be provided, which, if any, of these would make your visit to this reserve more enjoyable in the future?**

Self-guided walks supported by 'I-Spy' type leaflets/booklets	19%
Guided walks around the reserve led by staff/volunteers	17%
Staff/volunteers located around the reserve to point out things of interest	27%
Seasonally updated information boards sited at different parts of the reserve	27%
'Hands on' activities such as pond dipping, bug hunting, etc	1%
Specially designed trails to see butterflies, wildflowers etc	26%
Special out of hours visits to see badgers, bats, deer etc	26%
Other – please specify:	1%
None of these =	25%

Q12. Have you visited any other RSPB reserves in the last 12 months?

Yes 67% No 31% Don't know <1% NA = 1%

***Q13. Which of the following statements best describes your interest in birds, nature and the outdoors?**

While I am interested in wildlife and nature as a whole, my main interest is definitely in birds	48%
While I am interested in birds, my main interest is in wildlife and nature as a whole	45%
I don't have a particular interest in wildlife and nature but enjoy walking and/or other outdoor pursuits	7%
I don't have a particular interest in any of these areas	1%
	NA = <1%

***Q14. Which of the following statements best describes you personally?**

I live local to this reserve	20%	➔ Skip to Q16
I have come from home on a day trip to visit this reserve	45%	➔ Go to Q15
I am holidaying in the area and staying near to this reserve	29%	➔ Go to Q15
I am holidaying elsewhere but made a day trip to visit this reserve	6%	➔ Go to Q15
		NA = 1%

****Q15. When planning your trip/holiday, which, if any, of these factors influenced your decision to visit this area?**

Scenery/landscape	40%	To visit family/friends	13%	Peace & tranquillity	45%
The chance to see birds	69%	Historic buildings/sites	15%	Walking/climbing	19%
Opportunity to see wildlife	45%	Newspaper/magazine article	2%	Other (<i>please specify</i>)	2%
					NA = 6%

****Q16. How many people in your party today are: (proportion of parties containing at least one child aged:)**

Adults (aged 18+) _____ Children (aged under 5) 5% Children (aged 5-10) 6% Children (aged 11-17) 2%

Single adult	14%
Adult couple	56%
Adult group	17%
Adult(s) and children	10%
Children only	0%
NA	3%

***Q17. Are you currently a member of the RSPB?**

Yes 77% No 23%

NA = %

****Q18. Are any of the children in your party today members of the RSPB Wildlife Explorers?**

Yes 57% No 43%

DK =

Base = all parties with children (7)

***Q19. In which county and postcode do you normally live? (Please write in)**

County: _____

Postcode: _____

Today's date: _____

Scotland	1%	South East	67%
Wales	1%	Bucks	<1%
Northern Ireland	1%	Oxfordshire	<1%
Non UK	2%	Berks	2%
England	94%	Hants	1%
North	1%	Surrey	7%
North West	2%	W. Sussex	2%
Yorks & Humbs	1%	E. Sussex	13%
West Midlands	1%	IOW	<1%
East Midlands	3%	Kent	42%
South West	4%		
East	6%	Other GB	2%
London	9%	No answer	0%



HLF Visitor Survey 2009 - Dungerness

In 2009 the HLF Policy and Strategic Development Department undertook research that focused on the benefits which the Fund's projects have provided for visitors to heritage attractions / amenities such as museums, galleries, public parks and gardens. These benefits were evaluated through a self completion survey with visitors. The research company BDRC were commissioned to undertake the work and fieldwork was undertaken across the period Easter 2009 to Summer 2009.

Summary

Overall satisfaction for this site was high. Almost everyone (97%) of the respondents here agreeing that they had "an enjoyable visit" (87% strongly agreeing), with 63% giving it the top rating for overall satisfaction (excellent). The project was seen as well maintained (69% giving it the top score) with two thirds (66%) strongly agreeing that it is a visually attractive site. It was also seen as a place where there was lots to do, three quarters agreed (50% giving it the top score) and 71% strongly agreed that the site was peaceful and gave them a place to relax. A high number of respondents (88%) strongly agreed that the site is important to pass on to future generations. Three quarters of respondents said they would definitely recommend Dungerness to friends as a place to visit. Very few were aware that HLF had funded the project although 98% had heard of the Fund when prompted. 85% of respondents agreed that this was excellent use of Lottery Funding for this project.