

LDNPA Visitor Survey 2019

Date:

Interviewer:

Site: ☐ Windermere West Shore ☐ Ullswater Way ☐ Borrowdale

Day: ☐ weekday ☐ weekend

Timing: ☐ holidays ☐ term time

Weather: ☐ wet ☐ fair ☐ mixed

Q7 User type: (please tick all that apply)

- ☐ walkers
- ☐ cyclists
- ☐ horse-rider
- ☐ wheelchair user in party
- ☐ pushchair in party
- ☐ dogs in party

Q8 How many in your party, including yourself, are in the following age groups:

under 5.....

5-10

11-15

16-24

25-34

35-44

45-49

50-59

60+

Q9 Are you...

- ☐ local resident/s
- ☐ day visitor/s
(this can also be someone who lives locally if they are spending at least 3 hours away from home outside their usual environment for general leisure, recreational and social purposes).
- ☐ staying visitor/s

Q10 Please could I take just the first part of your home postcode (e.g. LA9) - this does not identify you or your home, it just gives us a broad area of origin:

Q11 If a staying visitor, how many nights are you staying?

Q12 How did you travel to the start of your route today?

- ☐ car/private vehicle ☐ bus
- ☐ walked ☐ coach
- ☐ cycled ☐ train

Q13 How did you find out about this route? (please tick all that apply)

- ☐ been before ☐ social media
- ☐ word of mouth ☐ e-newsletter
- ☐ leaflet ☐ Tourist Information Centre
- ☐ map ☐ magazine/local guide
- ☐ search engine/website ☐ other

other or specify magazine/local guide etc

Q14 Why did you choose this particular route? (please tick all that apply)

- ☐ low level
- ☐ clearly marked
- ☐ knew how long it would take
- ☐ the views
- ☐ the terrain
- ☐ easy to park
- ☐ cafe/pub at the end
- ☐ because it is quiet
- ☐ because it is close to my home/accommodation
- ☐ to get to/from work
- ☐ because it is accessible (miles without stiles)
- ☐ other (please specify)

if other please specify

Q15 And how long have you spent/do you intend to spend on this route today?

- ☐ less than 30 minutes
- ☐ 30 minutes to 2.5 hours
- ☐ more than 2.5 hours

Q16 Have you used this route before?

☐ no
 ☐ yes, once or twice
 ☐ yes, a few times
 ☐ yes, quite frequently

Q17 What did you think of this particular route?

	Very good	Good	OK	Poor	Very Poor
overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ease of finding start	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
footpath quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interpretation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 On a scale of 1 to 5, where 1 is 'not at all' and 5 is 'very much so', to what extent do you feel better...

	1 not at all	2 not much	3 neither better nor worse	4 quite a lot	5 very much so	don't know
physically, from your walk/cycle today	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mentally, from your walk/cycle today	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 In future, how would you most like to find out about routes like this one?

(please tick YOUR TOP 3 ONLY)

- ☐ word of mouth
- ☐ leaflets
- ☐ maps
- ☐ online
- ☐ social media
- ☐ apps
- ☐ e-newsletters
- ☐ Tourist Information Centres
- ☐ local guides/books
- ☐ other **(please specify)**

if other please specify

Q20 Are there other things you would like to see on routes like this that would encourage you to visit more or to help you get more from your visit?

(please tick all that apply)

- ☐ more interpretation/points of interest
- ☐ themed trails
- ☐ improved way-marking or signage
- ☐ sculptures
- ☐ things to do on the route (e.g. geocaching, outdoor activity equipment)
- ☐ information about suggested visit itineraries/things to do in the area
- ☐ parking options
- ☐ public transport options
- ☐ opportunities to donate to contribute to the upkeep of the route
- ☐ other **(please specify)**

if other please specify

Q21 What would prevent you from using particular routes or exploring new ones?

(please tick all that apply)

- ☐ poor weather
- ☐ routes shared with cyclists
- ☐ routes shared with motor vehicles
- ☐ lack of personal equipment
- ☐ not knowing level of difficulty
- ☐ not knowing how long it would take
- ☐ route too difficult
- ☐ route too easy
- ☐ route too long
- ☐ route too short
- ☐ cost
- ☐ lack of time
- ☐ travel time to the start
- ☐ lack of parking facilities
- ☐ lack of public transport options
- ☐ lack of facilities to eat/drink
- ☐ other **(please specify)**

if other please specify

Q22 For Windermere West Shore only:

If there was a similar route to this on the south of Windermere lake do you think you would use it?

- ☐ definitely
- ☐ possibly
- ☐ unlikely
- ☐ don't know

Q23 For Borrowdale only:

If there was an easy off-road cycle/walking route to travel between Keswick and Rosthwaite do you think you would use it?

- ☐ definitely
- ☐ possibly
- ☐ unlikely
- ☐ don't know

Q24 Does being outside and active today make you feel like doing more of the same thing at home?

- ☐ not at all
- ☐ a little
- ☐ quite a lot
- ☐ very much so
- ☐ don't know

Q25 Thinking now about levels of activity when you are at home, how would you describe your usual levels of activity?

- ☐ less than 30 minutes a week of physical activity
- ☐ 30 minutes to 2.5 hours a week of physical activity
- ☐ at least 2.5 hours of physical activity a week

Q26 How much have you AND YOUR PARTY spent in the National Park today (please include any estimates of spend not yet undertaken but anticipated e.g. an evening meal):

accommodation.....	<input type="text"/>
food and drink	<input type="text"/>
travel and parking	<input type="text"/>
visitor attractions	<input type="text"/>
other recreation/leisure activities ..	<input type="text"/>
shopping	<input type="text"/>
other	<input type="text"/>

Q27 Do you think you will come back to this particular route?

- ☐ definitely
- ☐ possibly
- ☐ unlikely
- ☐ don't know

Q28 When choosing a destination to visit, how important is it to you to have a variety of walking/cycling routes available?

- ☐ very important
- ☐ important
- ☐ indifferent
- ☐ not important
- ☐ not at all important

**Survey ends here for any local residents.
Please thank and close.**

Thank you very much for your help. Your feedback will help to ensure we are providing the best facilities for everyone.