Example of: Heritage Asset Visitor Survey – on site (face-to-face) interviews

Good morning/afternoon. My name is …. and I am conducting a survey of visitors to ***name of site***. Could you spare a few minutes to answer some questions about your visit?

**Q1 First of all, which of the following statements describes your situation today? (READ OUT):**

I live locally and I’m here for a short visit

I’m on a day out away from home

I’m visiting friends or relatives in the area

I’m just passing through the area on my way somewhere else

I’m on holiday in the area for more than one day

Other (Please provide details) …………………………………….

**Q2 How far have you travelled from your home or holiday accommodation to get here today?**

Less than a mile

1 – 2 miles

3 – 5 miles

More than 5 miles

**Q3 And how did you travel here today? Was it (READ OUT):**

On foot (a walk of 5 minutes or less)

On foot (a walk of between 6 and 10 minutes)

On foot (a walk of more than 10 minutes)

By bike

By bus/train

By car

In a camper van

Other (Please write in) ………………………………..

**Q4 Is this your first ever visit to *name of site*? If NO, how often have you visited in the last 12 months *(or other appropriate timescale)*?**

First ever visit

Every day

Several times a week

Once a week

Once or twice a month

Once every 2-3 months

Once or twice

Not sure/don’t know

Not been in last 12 months

Q5 Which of these reasons, if any, best describe why you came here today?

read out:

Tick all that apply:

* To go for a walk
* To visit a particular tourist attraction
* To attend a particular event
* For health and exercise
* To exercise a dog
* To take the children out
* To relax and unwind
* To enjoy the fresh air/nice weather
* To meet up with family or friends
* To volunteer/help out

Other (Write in) ……………………………………………..

**Q6 And who are you with on your visit today?**

*Tick all that apply*

On your own

With other members of your family

With friends

With an organised group

Other (Write in) ………………………………..

**Q7 To what extent do you agree with each of the following statements about *name of site*? Please tell me if you agree strongly, agree slightly, disagree slightly or disagree strongly.**

READ OUT EACH STATEMENT

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Disagree Don’t | Agree  strongly | Agree  slightly | Disagree Slightly | Disagree Strongly | Don’t know |
|  |  |  |  |  |  |
| It’s a good place for people to relax and unwind |  |  |  |  |  |
|  |  |  |  |  |  |
| It’s a safe place for physical activity, such as walking, cycling, sports and play |  |  |  |  |  |
|  |  |  |  |  |  |
| It’s an attractive place to spend time in |  |  |  |  |  |
|  |  |  |  |  |  |
| It’s a good place for children to play |  |  |  |  |  |
|  |  |  |  |  |  |
| The facilities provided are very good |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

**Q8 Thinking about your own experience of visiting *name of site,* how much do you agree or disagree with each of the following statements about how you might benefit from your visits here? Please tell me if you agree strongly, agree slightly, disagree slightly or disagree strongly.**

READ OUT EACH STATEMENT

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Disagree Don’t | Agree  strongly | Agree  slightly | Disagree Slightly | Disagree Strongly | Don’t know |
|  |  |  |  |  |  |
| *It helps improve my physical health (through exercise and physical activity)* |  |  |  |  |  |
|  |  |  |  |  |  |
| *It helps me de-stress, relax and unwind* |  |  |  |  |  |
|  |  |  |  |  |  |
| *It’s a good social experience(through spending time with other people)* |  |  |  |  |  |
|  |  |  |  |  |  |
| *It makes me feel closer to nature* |  |  |  |  |  |
|  |  |  |  |  |  |
| *It has a positive impact on the overall quality of my life* |  |  |  |  |  |

**Q9 As you may be aware, a number of improvements have been made at *name of site* over the last year or so (or appropriate timescale) to help create an area that local people and visitors can use and enjoy. How much do you agree or disagree with each of the following statements about the improved site? Please tell me if you agree strongly, agree slightly, disagree slightly or disagree strongly.**

READ OUT EACH STATEMENT

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Disagree Don’t | Agree  strongly | Agree  slightly | Disagree Slightly | Disagree Strongly | Don’t know |
|  |  |  |  |  |  |
| *It makes the area a nicer*  *place to live or visit* |  |  |  |  |  |
|  |  |  |  |  |  |
| *It makes it easier for me to access natural and cultural heritage from my home* |  |  |  |  |  |
|  |  |  |  |  |  |
| *I now visit the outdoors for leisure and*  *recreation more often than I used to* |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Q10 Are there any improvements or changes to the site you’d like to suggest?**

**……………………………………………………………………………………………………………**

**……………………………………………………………………………………………………………**

**Finally, just a couple questions to help us classify the responses to the survey**

**Q11 What is your gender identity?**

Male

Female

Other

**Q12 Which age category applies to you?**

16 – 24

25 – 34

35 – 44

45 – 54

55 – 64

65 plus

**Q13 How is your health in general?**

Very good

Good

Fair

Bad  
Very bad

Don’t know

Q14 Is your ability to participate in outdoor recreational activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes, limited a lot

Yes, limited a little

No, not limited at all

**Q15 What is your ethnic group?**

WHITE

Scottish

Other British

Irish

Gypsy/traveller

Polish

Any other white ethnic group

MIXED OR MULTIPLE ETHNIC GROUPS

Any mixed or multiple ethnic groups

ASIAN, ASIAN SCOTTISH, ASIAN BRITISH

Pakistani, Pakistani Scottish or Pakistani British

Indian, Indian Scottish or Indian British

Bangladeshi, Bangladeshi Scottish or Bangladeshi British

Chinese, Chinese Scottish or Chinese British

Other

AFRICAN

African, African Scottish or African British

Other

CARIBBEAN OR BLACK

Caribbean, Caribbean Scottish or Caribbean British

Black, Black Scottish or Black British

Other

OTHER ETHNIC GROUP

Arab, Arab Scottish or Arab British

Other

I would prefer not to disclose my ethnic group

**Q16 What is your postcode?**

……………………………

**THANK RESPONDENT AND CLOSE**