NCHF

Example of Natural and Cultural Heritage site Visitor Survey – local residents

Good morning/afternoon. My name is …. and I am conducting a survey of people who live in this area to find out what they think about this local project. Could you spare a few minutes to answer some questions?

**Q1 First of all, can you tell me how often on average you have taken visits to cultural and/or natural heritage sites in Scotland in the last 12 months?**

**(IF NECESSARY ADD: By natural heritage I mean open spaces in the countryside or in towns and cities such parks, woods, farmland, paths and beaches. And by cultural heritage I mean sites that might connect you to the history and culture (language, stories, songs) of the area**

Every day

Several times a week

Once a week

Once or twice a month

Once every 2 – 3 months

Once or twice

Never

**Q2 Are you aware that you live near the *name of site* area?**

Yes

No THANK RESPONDENT AND CLOSE

Not sure THANK RESPONDENT AND CLOSE

**Q3 Have you ever visited *name of site?* If YES, how often have you visited in the last 12 months *(or other appropriate timescale)*?**

Never visited GO TO Q4

…………………………………………………………………………………………

Every day

Several times a week

Once a week

Once or twice a month ALL WHO HAVE VISITED, GO TO Q5

Once every 2-3 months

Once or twice

Not sure/don’t know

Not been in last 12 months

**Q4 Is there a particular reason why you haven’t visited the *name of site*?**

*Tick all that apply*

Lack of time

Poor health or disability

Old age

No-one to go with

Not sure how to get there

I’m just not interested

Poor weather

Concerns about personal safety

No particular reason

Other (Write in)

IF RESPONDENT ANSWERED Q4 ABOVE, THANK AND CLOSE

Q5 Which of the reasons below, if any, best describe why you usually visit *name of site*? (READ OUT)

*Tick all that apply*

To go for a walk

To go for a run/jog

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

To learn more about nature and or culture

To take part in events

Other (Please write in)

**Q6 And how you usually travel to the *name of site* from your home?**

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

Other (Please write in)

**Q7 And who do you usually visit the site with?**

*Tick all that apply*

On your own

With other members of your family

With friends

With an organised group

Other (Write in)

**Q8 I’m going to read out some statements about the *name of site* and I’d like you to tell me the extent to which you agree or disagree with each statement. Please tell me if you agree strongly, agree slightly, disagree slightly or disagree strongly.**

Agree Agree Disagree Disagree Don’t

strongly slightly slightly strongly know

READ OUT EACH STATEMENT

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

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

**Q9 Now I’m going to read out some statements about how you might benefit from your visits to *name of site,* and I’d like you to tell me the extent to which you agree or disagree with each statement. Please tell me if you agree strongly, agree slightly, disagree slightly or disagree strongly.**

Agree Agree Disagree Disagree Don’t strongly slightly slightly strongly know

READ OUT EACH STATEMENT

It helps improve my physical

health (through exercise and

physical activity)

It helps me de-stress, relax

and unwind

It makes me feel energised

and revitalised

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

**Q10 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 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.**

Agree Agree Disagree Disagree Don’t strongly slightly slightly strongly know

READ OUT EACH STATEMENT

It makes the area a nicer

place to live or visit

It makes it easier for me to access natural

or cultural heritage spaces from my home

I now visits the outdoors for leisure and

recreation more often than I used to

**Q11 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**