

VOE Questionnaire: visitors



Serial Number

SITE VISITOR QUESTIONNAIRE

COAST/RIVER RECREATION SURVEY

NAME OF SITE.....

YEAR OF SURVEY

CONFIDENTIAL

Location of interviewer on site

Interviewer
(name, number, initials)

Interview number

Date (day/month/year
e.g. 22 -10 - 02

Day Mon = 1 Tue = 2 Wed = 3 Thu = 4
 Fri = 5 Sat = 6 Sun = 7

Time interview started (24 hour clock)

Time interview finished (24 hour clock)

Duration minutes

Weather Conditions (Circle one code for each of a,b,c,d,)

- (a) Sunny = 1 Broken cloud = 2 Overcast = 3
- (b) Hot (>20) = 1 Warm (15-20) = 2 Cool (10-15) = 3 Cold (<10) = 4
- (c) Dry = 1 Drizzle/Showers = 2 Persistent rain = 3
- (d) Calm = 1 Breezy = 2 Windy = 3

**Interviewer instructions are in bold type. To complete - interviewers please:
circle code number or enter numbers or words in the boxes or spaces provided
as appropriate.**



READ OUT

Hello, my name is from survey organisation (Show ID Card). We are conducting a survey for

The coast/cliffs/beach/riverside here is/are being eroded/is deteriorating (and there is a risk of flooding in the future). The aim of the survey is to find out how people use the area and how their enjoyment will be affected if the erosion/deterioration/flooding is allowed to continue., (name of coastal protection/flood defence authority) is considering whether works to the coast/cliffs/beach/river and riverside are desirable and economically justified.

(Insert a brief description of the proposed coast protection/flood defence works if desired)

READ OUT

The survey is strictly confidential. The names and views of individuals participating will not be revealed to anyone outside the survey organisation. The results will be published in statistical and unidentifiable form only.

SECTION A: INTRODUCTION - applies to ALL RESPONDENTS

1. Where is your normal place of residence?
Town/Village.....
County.....
Post code.....

(If not UK, explain that the survey is for U.K. citizens only and then terminate the interview politely).

2. (a) Do you live within 3 miles of this point (interviewer location)?

Yes = 1 **GO TO SECTION B**
No = 0 **GO TO Q2(b)**

- (b) Which of these statements best describes you? **(SHOW CARD A)**

I live locally = 1 **GO TO SECTION B**
I am on a part-day visit from home = 2 **SECTION B**
I am on a day visit from home = 3

I am on a touring holiday = 4 **GO TO SECTION C**
I am staying away from home for 1 or 2 nights = 5 **SECTION C**
I am staying away from home for more than 2 nights = 6
I am working on this site = 7

(If code 7, explain that the survey is for recreational users only and politely terminate the interview)

SECTION B - applies to LOCAL RESIDENTS, DAY AND PART DAY VISITORS only

3. How long did it take you to get from your home to **this point today?**

PROMPT

0-5 minutes = 1

6-10 minutes = 2

11-15 minutes = 3

16-30 minutes = 4

31-60 minutes = 5

More than 1 hour - 2 hours = 6

More than 2 hours - 3 hours = 7

More than 3 hours - 4 hours = 8

More than 4 hours = 9

Don't know = -8

4. How often, on average, do you come to this seafront/river/riverside
(beach/promenade/cliffs)?

SHOW MAP DEFINING SEAFRONT/RIVERSIDE EXTENT

PROMPT

At least daily = 1

At least 3 times a week = 2

Once or twice a week = 3

At least fortnightly = 4

At least once a month = 5

About 5 to 11 times a year = 6

About 2 to 4 times a year = 7

About once a year = 8

Less than once a year = 9

Never been before = 10

5. (a) Did you come to this seafront today alone or in a group?

Alone = 1 **GO TO SECTION D**

In group = 2 **ASK Q5(b)**

(b) Does your group include children under the age of 16?

Yes = 1

No = 0

GO TO SECTION D

SECTION C - applies to STAYING VISITORS only

3. How long did it take you to get to **this point today** from where you are staying?

PROMPT

- 0-5 minutes = 1
- 6-10 minutes = 2
- 11-15 minutes = 3
- 16-30 minutes = 4
- 31-60 minutes = 5
- More than 1 hour - 2 hours = 6
- More than 2 hours - 3 hours = 7
- More than 3 hours - 4 hours = 8
- More than 4 hours = 9
- Don't know = -8

4. (a) For how many nights are you staying away from home?

Nights

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

(b) Are you staying free with relatives or friends, or paying for your accommodation ?

- Staying free = 1
- Paying for accommodation = 0

(c) Have you ever visited this seafront (beach/prom/cliffs)/river/riverside before today, and if so, roughly how many times?

SHOW MAP DEFINING SEAFRONT/RIVERSIDE EXTENT

- Never = 0
- Once = 1
- 2 to 5 times = 2
- 6 to 10 times = 3
- more than 10 times = 4

5. (a) Did you come to this seafront/ river/riverside alone or in a group?

- Alone = 1 **GO SECTION D**
- In group = 2 **GO TO Q5(b)**

(b) Does your group include children under the age of 16?

- Yes = 1
- No = 0

GO TO SECTION D

SECTION D - applies to ALL RESPONDENTS

6. What is the main reason for your outing today?

READ OUT

- To visit this seafront/river/riverside (beach/promenade/cliffs) = 1
- To visit(name of town/resort) = 2
- To visit.....(named attraction if applicable) = 3
- To visit.....(named attraction if applicable) = 4
- To visit.....(named attraction if applicable) = 5
- to make visits elsewhere = 6
- Don't know = 8

7. How long do you intend to spend at this seafront/river/riverside today?

PROMPT

- 0-15 minutes = 1
- 16-30 minutes = 2
- 31-60 minutes = 3
- More than 1 hour - 2 hours = 4
- More than 2 hours - 3 hours = 5
- More than 3 hours - 4 hours = 6
- More than 4 hours = 7
- Don't know = 8

8. (a) What activities will you or any member of your group be taking part in during this visit to the seafront?

(SHOW CARD B) CIRCLE ALL CODES THAT APPLY

- A. Sitting/sunbathing/picnicking..... Y
- B. Walking the dog..... Y
- C. Paddling..... Y
- D. Swimming..... Y
- E. Sail-boarding..... Y
- F. Games or sports..... Y
- G. Angling/fishing..... Y
- H. Sailing/Boating..... Y
- I. Walking less than 2 miles..... Y
- J. Walking 2 miles or more..... Y
- K. Visiting a café/pub or restaurant..... Y
- L. Visiting.....(named attraction).... Y
- M. Other (specify)..... Y

(b) Which of the above or any other activity do you feel is the main reason for your visit today?

(CIRCLE THE APPROPRIATE LETTER ABOVE)

SECTION E : VALUATION OF THE SEAFRONT - applies to ALL RESPONDENTS

9. Overall, how do you rate this seafront/river/riverside (beach/prom/cliffs not the town or resort) overall as a place to visit? **(RATE ON THE SCALE SHOWN BELOW)**
(SHOW CARD C)

| | | | | | | | | | | |
|------|---|---|---|---|---------|---|---|---|---|------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| very | | | | | about | | | | | very |
| poor | | | | | average | | | | | good |

10. (a) How would you rate this seafront/river/riverside (beach/prom/cliffs) for walking on?
**(RATE Q10(a)-(e) ON THE SAME SCALE AS Q9:
Write in the appropriate number)**

(SHOW CARD C).....

(b) How would you rate the seafront/river/riverside (beach/prom/cliffs) as a place for sitting, sunbathing and picnicking?

(SHOW CARD C).....

(c) How would you rate this seafront/river/riverside (beach/prom/cliff) as a place for children to play?

(SHOW CARD C).....

(Include if appropriate to the area)

(d) How would you rate this seafront/river/riverside (beach/prom/cliff) as a place for.....(named specialist activity)?

(SHOW CARD C).....

(e) How would you rate.....(named attraction) as a place to visit?

(SHOW CARD C).....

(Add further attractions/specialist activities etc to be rated as required)

READ OUT

- 11. We are trying to find out how much value you, **as an individual**, put on your enjoyment of this visit to **this seafront/river/riverside today; I MEAN IN £ AND PENCE.**

Now, this is an unusual question to ask so let me explain it to you in this way:

Think of a visit or activity you have done in the past which gave you the same amount of enjoyment as your visit to this seafront/river/riverside today. Here is a list of possibilities. **(SHOW CARD D)**

- (a) What visit or activities gave you about the same enjoyment as your visit to this seafront/river/riverside (beach/prom/cliff) today?

WRITE IN RESPONSE

.....
.....

Now, think about how much that visit (or other activities) cost you. Remember that the cost of a visit may include petrol and parking costs or bus or train fares as well as admission charges and any other costs.

You can use the costs of that visit (or other activities) as a guide to the value of your enjoyment of today's visit to this seafront/river/riverside.

- (b) So, now, what value do you put on your **individual** enjoyment of this visit to **this seafront/river/riverside?**

Value of today's visit £.....:.....pence

Cannot value these things in money terms = -777.77

Don't know = -888.88

Other (please specify)

..... = -999.99



READ OUT

I am now going to show you a number of drawings and maps which represent this seafront/river/riverside (beach/prom/cliffs) in varying conditions.

12. **ERODED/DETERIORATED SEAFRONT/RIVER/RIVERSIDE (DRAWING B)**

READ OUT

Now I would like to ask you what you would think if the seafront/river/riverside changed to look like this.

SHOW DRAWING B AND READ OUT

Drawing B shows that:

(Insert a brief explanatory text describing the specific effects of the changes on the seafront/river/riverside as shown in the drawing)

- 13. (a) If you were making a visit (similar to today's visit) to the seafront/river/riverside in this drawing, would you get more, less or the same amount of enjoyment from a visit compared to your enjoyment of today's visit? **(SHOW CARD E)**

PLEASE GIVE ME A FIGURE FROM THIS CARD.

| | | | | | | |
|---------------------------|------------------------------------|----|---|---------------------------|----|----|
| -3 | -2 | -1 | 0 | +1 | +2 | +3 |
| Much less enjoyment | The same amount of enjoyment | | | Much more enjoyment | | |

(CODE DON'T KNOW = -8)

IF DON'T KNOW, GO TO Q13(c)

- (b) So, how much enjoyment would you get from your visit to the seafront/river/riverside in this drawing in terms of pounds and pence?

£.....

Cannot value these things in money terms = -777.77

Don't know = -888.88

Other (please specify)..... = -999.99



(c) If the seafront/river/riverside looked like this drawing (B), would you visit it more or less often than you do now? (**SHOW CARD F**)

Never visit = 0 **GO TO Q13(d)**
Visit much less often than now = 1 **GO TO Q13(d)**
Visit less often than now = 2 **GO TO Q13(d)**

Visit as often as now = 3 **GO TO Q14**
Visit more often than now = 4 **GO TO Q14**
I do not intend ever to visit this seafront /river/riverside again - the change will make no difference = 5 **GO TO Q14**

(d) Would you go somewhere else instead?

Yes = 1 **GO TO Q13(e)**
No = 0 **GO TO Q14**

(e) How much enjoyment would you get from your visit to this alternative site in terms of pounds and pence?

£.....

Cannot value these things in money terms = -777.77
Don't know = -888.88
Other (please specify)..... = -999.99

(f) How much more or less would it cost you to go to this alternative site?

£.....More

£.....Less

Don't know = -888.88

(g) Would it be more or less convenient to travel to this alternative site?

SHOW CARD G

-3 -2 -1 0 1 2 3

much less
convenient
DNK = -8

much more
convenient

14. **OPTION SCHEME (DRAWING C)**

READ OUT

The exact form of the proposed works to protect the seafront/river/riverside has not yet been finally determined. This decision will be taken after further investigation and consultation.

At present, the most likely scheme/one scheme being considered/another scheme being considered will involve:

SHOW DRAWING C AND READ OUT

(Insert a brief explanatory text giving details of the scheme as shown in the drawing)

(This section – OPTION SCHEME - Questions 14, 15, 16 can be repeated for each proposed scheme with drawings and explanatory text as appropriate)

15. (a) If you were making a visit (similar to today's visit) to the seafront/river/riverside in this drawing, would you get more, less or the same amount of enjoyment from a visit compared to your enjoyment of today's visit? (**SHOW CARD E**)

PLEASE GIVE ME A FIGURE FROM THIS CARD.

| | | | | | | |
|---------------------|----|----|------------------------------|----|----|---------------------|
| -3 | -2 | -1 | 0 | +1 | +2 | +3 |
| Much less enjoyment | | | The same amount of enjoyment | | | Much more enjoyment |

(CODE DON'T KNOW = -8)

IF DON'T KNOW, GO TO Q15(c)

- (b) So, how much enjoyment would you get from your visit to the seafront/river/riverside in this drawing in terms of pounds and pence?

£..... pence

Cannot value these things in money terms = -777.77
Don't know = -888.88
Other (please specify)..... = -999.99



(c) If the seafront/river/riverside looked like this drawing (C), would you visit it more or less often than you do now? **(SHOW CARD F)**

Never visit = 0 **GO TO Q15(d)**
 Visit much less often than now = 1 **GO TO Q15(d)**
 Visit less often than now = 2 **GO TO Q15(d)**

Visit as often as now = 3 **GO TO Q16**
 Visit more often than now = 4 **GO TO Q16**
 I do not intend ever to visit this seafront /river/riverside again -
 the change will make no difference = 5 **GO TO Q16**

(d) Would you visit somewhere else instead?

Yes = 1 **GO TO Q15(e)**
 No = 0 **GO TO Q16**

(e) How much enjoyment would you get from your visit to this alternative site in terms of pounds and pence?

£..... pence

Cannot value these things in money terms = -777.77
 Don't know = -888.88
 Other (please specify)..... = -999.99

(f) How much more or less would it cost you to go to this alternative site?

£.....More
 £.....Less

Don't know = -888.88

(g) Would it be more or less convenient to travel to this alternative site?
SHOW CARD G

| | | | | | | |
|------------|----|----|---|---|---|------------|
| -3 | -2 | -1 | 0 | 1 | 2 | 3 |
| much less | | | | | | much more |
| convenient | | | | | | convenient |
| DNK = -8 | | | | | | |

16 How strongly would you be in favour or against the coastal protection/flood defence authority carrying out the works as shown in Drawing C ? **(SHOW CARD H)**
PLEASE GIVE ME A FIGURE FROM THIS CARD.

| | | | | | | |
|----------|----|----|-------------|----|-----------|-----------------|
| -3 | -2 | -1 | 0 | +1 | +2 | +3 |
| Strongly | | | indifferent | | Strongly | |
| against | | | | | in favour | Don't know = -8 |

SECTION F - applies to ALL RESPONDENTS

16. Why are you in favour or against the proposed works as shown in Drawing C?

17.

PROBE AND WRITE IN COMMENTS VERBATIM

READ OUT

These following questions are standard for most questionnaires and are used for our classification purposes: **Your answers are strictly confidential.**

18. Sex Female = 0
Male = 1

19. To which of the following age categories do you belong? Under 18 = 1
18-29 = 2
30-39 = 3
40-49 = 4
50-59 = 5
60-69 = 6
70+ = 7

20. Can you tell me at what age you completed full-time education? Still in full-time education = 1
At age 15 years or under = 2
16 years of age = 3
17 years of age = 4
18 years of age = 5
19 years of age or older = 6

21. Occupation of the Chief Income Earner in your household

Current/Previous Occupation

Position/Rank/Grade

Industry/type of company

Qualifications/ degree/apprenticeship

Number of staff responsible for.

PROBE FULLY AND CODE FROM ABOVE INFORMATION

Social Class/Grade

- AB
- C1
- C2
- DE

22. Could you please tell me which of the letters on this card best describes your total household income before tax and other deductions from all sources including state benefits and interest etc?
(SHOW CARD I)

.....

THANK RESPONDENT AND COMPLETE ADDRESS SHEET ON NEXT PAGE AND FRONT PAGE

ADDRESS SHEET

PLEASE DETATCH THIS SHEET AND KEEP SEPARATE FROM QUESTIONNAIRE

So that the survey organisation can check that this interview has been carried out and that the interview was satisfactory, please would you sign this sheet and give me your name, address and telephone number. The information given in the questionnaire will be treated as strictly confidential and this sheet with your name and address will be detached and kept separate from the questionnaire.

Respondent's name.....

Respondent's address.....

.....

.....

Respondent's telephone number.....

Respondent's signature.....

Interviewer's signature.....

INTERVIEW NUMBER

OFFICE USE ONLY

QUESTIONNAIRE NUMBER

