



# Visitor Questionnaire 2010

The questionnaire should take approximately 5 minutes to complete.  
Each FULLY completed & returned questionnaire will be entered into a prize draw for a SOMERSET HAMPER (approximate value £50) to be held at the end of October 2010!

**When you have completed the questionnaire please post it in the envelope provided.**

All information given will be treated confidentially and will only be used for the purposes of analysing visitor preferences and characteristics. Names and addresses WILL NOT be circulated to any other individual or organisation.

In accordance with the Data Protection Act 1998, if you wish not to have your personal information (name and address) entered on to a computer, please tick this box.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_

Country: \_\_\_\_\_

Postcode: \_\_\_\_\_ date: \_\_\_\_\_

The main purpose of this survey is to collect information so that we can improve the management and provision of visitor facilities at Dunster Forest, which surrounds Dunster village. Please answer the following questions as fully as possible.

**1. Which of the following best describes your visit to the Dunster Forest? Tick one only.**

- |  |  |
|--|--|
| Visiting friends/ family..... <input type="checkbox"/> | Day trip (whilst on holiday elsewhere)..... <input type="checkbox"/> |
| Main holiday..... <input type="checkbox"/>             | Day trip (from home)..... <input type="checkbox"/>                   |
| Second holiday..... <input type="checkbox"/>           | Short break..... <input type="checkbox"/>                            |
| Passing through en route to.....                       | Other (please specify): _____  |

**2. Are you aware that Dunster is in Exmoor National Park?**

- Yes, prior to this visit...    Yes, because of this visit...    No...

**3. Which characteristics of the Dunster Forest are most important to you? Tick three.**

- |   |   |   |   |
|---|---|---|---|
| Landscape..... <input type="checkbox"/>               | Wildlife..... <input type="checkbox"/>                    | Proximity to the sea.... <input type="checkbox"/>             | Peace & quiet..... <input type="checkbox"/> |
| National Park.... <input type="checkbox"/>            | Heritage..... <input type="checkbox"/>                    | Variety of activities available..... <input type="checkbox"/> |   |
| Mix of town and country..... <input type="checkbox"/> | Well-managed and maintained..... <input type="checkbox"/> |   |   |
| Other (please specify) _____                          |   |   |   |

**4. What activities have you been / will you be participating in during this visit? Tick all that apply.**

- |  |  |   |
|--|--|---|
| Walking..... <input type="checkbox"/>      | Mountain-biking..... <input type="checkbox"/>        | General sightseeing... <input type="checkbox"/> |
| Running..... <input type="checkbox"/>      | Organised Events..... <input type="checkbox"/>       | Fishing..... <input type="checkbox"/>           |
| Horse riding..... <input type="checkbox"/> | Bird/ wildlife watching.... <input type="checkbox"/> | Field Sports..... <input type="checkbox"/>      |
| Other (please specify): _____              |  |   |

**5. Did you use any of The Crown Estate Way-Marked trails during any of these activities?**

- Yes  go to question 6    No  go to question 7    Don't know  go to question 7

**6. Please rate the following for quality, with 1 being poor and 5 being excellent: Please circle**

- |   |  |
|---|--|
| The Crown Estate way-marked walking trails..... 1 2 3 4 5 | Nutcombe Bottom play area..... 1 2 3 4 5 |
| The Crown Estate way-marked cycle trails..... 1 2 3 4 5   | Nutcombe Bottom car park..... 1 2 3 4 5  |
| Tall trees Trail..... 1 2 3 4 5                           | Conygar Wood..... 1 2 3 4 5              |

**7. With regards to the parking fees, which we collect to raise income to put back into our conservation management and access facilities, What level of daily charge do you think is reasonable?**

- £4.....    £2 .....    £1.....    I don't think charging is appropriate.....

**8. Please indicate gender and number of people in your visiting group, including yourself:**

- Female: \_\_\_    Male: \_\_\_

9. **How many of your group, including yourself, are in the following age groups:**  
 Under 5: \_\_\_\_\_ 5 -14 yrs: \_\_\_\_\_ 15-24yrs: \_\_\_\_\_ 25-44yrs: \_\_\_\_\_ 45-64yrs: \_\_\_\_\_ 65+ : \_\_\_\_\_
- 
10. **Is this your:** First visit..... Repeat visit..... I visit Dunster .....times a year  I live here
- 
11. **What is the main type of accommodation you are using during your visit?**  
 B&B..... Hotel... Self-catering... Pub/Inn... Campsite.... Caravan Site...  
 Butlins.. With relatives/friends..... I live here..  
 Other (please specify)\_\_\_\_\_ Name of your accommodation\_\_\_\_\_
- 
12. **What was the main method of transport you used to travel to the Dunster Forest?**  
 Car (private)..... Car (hire)..... Train..... Bus/coach..... Bicycle.....  
 On foot..... Motorbike.... Other (please specify)\_\_\_\_\_
- 
13. **How easy was it to find sufficient information about the Dunster Forest?**  
 Very easy Reasonably easy Neither easy nor difficult  Difficult  Very difficult
- 
14. **And where did you go to find this information? Tick all that apply.**  
 Tourist Information Centre..... My accommodation.....  
 National Park Centre Dunster..... National Park Centre Dulverton....  
 Internet.....  
 Other (please specify)\_\_\_\_\_
- 
15. **What format would you prefer to find out about activities, facilities and events at the Dunster Forest?**  
 Newsletter..... Emails..... Text Alerts..... Information boards.....  
 Website..... Leaflets..... Rangers..... Other.....
- 
16. **What do you most like about the Dunster Forest?**  
 \_\_\_\_\_
- 
17. **What don't you like about the Dunster Forest?**  
 \_\_\_\_\_
- 
18. **What additional facilities or services (if any) would you like to be available in the Dunster Forest?**  
 \_\_\_\_\_
- 
19. **Do you intend to visit Dunster again in the future?**  
 Definitely... Very likely... Likely... Unlikely.... Very unlikely....
- 
20. **Would you recommend the Dunster Forest to others? Yes No**
- 
21. **Did you know The Crown Estate owns the Dunster Forest?**  
 Yes, prior to this visit..... Yes, because of this visit..... No.....
- 
22. **Which, if any of the following do you associate with the phrase "owned by The Crown Estate"?**  
 Sustainable/environmental..... Good value..... High quality..... Well managed.....  
 Friendly/Welcoming..... Commercial.... Official..... Unapproachable.....  
 Poorly managed..... Integrity/ethical.. Good customer service.....  
 None of the above.....
- 
23. **Any further comments about Dunster Forest or Dunster itself? Please continue on a separate sheet if necessary**