



**European Garden Heritage Network
Park and Garden Visitor Survey 2004**

Good morning/afternoon.

I am conducting a survey of visitors to these gardens. Could you help us with the survey by answering some questions? This will take a few minutes.

Section A (to be filled in by the interviewer)

Garden Name [01]
Day of the week [02]
Time of day [03]
Date [04]
Name of interviewer [05]

Weather

- Hot** [06] **Sunny** [08] **Wet** [10]
 Cold [07] **Cloudy** [09] **Dry** [11]

Office Use Only

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Section B

1. Where have you travelled from today? [12]

2. Is that where you live? **Yes** [13] **No** [14]
If No, where do you live [inc. Post Code]? [15]

3. How did you get to the garden?
 Private car [16] **Bus/coach** [17] **Train** [18]
 Taxi [19] **Walked** [20] **Bicycle** [21]
 Group Tour [22] **Other** [23].....

4. How far have you travelled today to get here?
 ≤ 5 miles [24] **6-10 miles** [25] **11-20 miles** [26]
 21-40 miles [27] **≥ 41 miles** [28]

5. Have you been to this garden before?
 Yes [29] **No** [30]
If No, go to question No. 7

6. If Yes, how many times have you been here before? **Once** [31] **2-3 times** [32]
 4-5 times [33] **≥ 6 times** [34]

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7. Have you recently seen or heard of
(insert name of place) in any of these?

SHOW CARD No1

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|-----------------------|--------|--------------|--------|
| Newspaper adverts | A [35] | School | H [42] |
| Newspaper reports | B [36] | Talks | I [43] |
| Radio | C [37] | Conversation | J [44] |
| TV Advert | D [38] | Web Site | K [45] |
| Sign Posts | E [39] | Literature | L [46] |
| Posters or Leaflets | F [40] | Other | M [47] |
| Tourist Info. Centres | G [41] | | |

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Section C

8. While you have been here, have you done
any of the things shown on this card?

SHOW CARD No2

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|---|------|
| A Walked around the garden in general | [48] |
| B Particularly looked at plants | [49] |
| C Particularly looked at garden buildings
and sculptures | [50] |
| D Visited the interpretation centre | [51] |
| E Visited a specialist exhibition | [52] |
| F Bought a guide book | [53] |
| G Hired an electronic guide | [54] |
| H Consulted other information in the garden
Specify..... | [55] |
| I Bought refreshments | [56] |
| J Bought souvenirs | [57] |
| K Bought plants | [58] |
| L Other things | [59] |

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9. (If L in previous question)
What else have you done? [60].....
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10. How long have you spent here?
 ≤ 1 hour [61] 1-2 hours [62] 2-3 hours [63]
 3-4 hours [64] ≥ 4 hours [65]

11. Is this the amount of time you intended to spend?
 Yes [66]
 Had no specific plan [67]
 Less than I intended [68]
 More than I intended [69]

12. Can you tell me some of the reasons why you came to the garden today? (circle a number from 1-5; 1 being of little interest, 5 being very interested)

SHOW CARD No 3

I am very interested in gardens in general. [70]
1 2 3 4 5

Visiting gardens is a hobby of mine. [71]
1 2 3 4 5

I am especially interested in garden history. [72]
1 2 3 4 5

I am particularly interested in plants. [73]
1 2 3 4 5

13. There are probably other reasons why you came today.

SHOW CARD No 4

Wanted a place to go for the day **Yes** [74] **No** [75]

It was recommended **Yes** [76] **No** [77]

A nice day to go somewhere **Yes** [78] **No** [79]

On holiday/visit in this area **Yes** [80] **No** [81]

Wanted to see this garden **Yes** [82] **No** [83]

Interested in history and historic places **Yes** [84] **No** [85]

Research/educational interest **Yes** [86] **No** [87]

Came to see the house, castle or other associated building **Yes** [88] **No** [89]

Play areas for the children **Yes** [90] **No** [91]

Restaurant or café **Yes** [92] **No** [93]

I just enjoy gardens **Yes** [94] **No** [95]

I have a season ticket **Yes** [96] **No** [97]

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14. Are there any other reasons for your visit today?

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15. What else would you like to do today, during the week-end or your holiday?

	Yes	No	Don't know
A visit of another park or garden [99]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to a another built heritage site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to a church or monastery [101]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit of an attractive market [102] town or village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit of high quality, modern [103] architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to a museum or other [104] cultural attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A walk in the countryside [105]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to a leisure ground or [106] adventure centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping in general [107]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buy local produce or craft [108]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good restaurant or pub [109]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stay in a hotel [110]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes: which kind of hotel: chain, family run, modern, historic? [please circle] [111]			
A stay at a B&B [112]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes: which kind of B&B: inner city, rural setting, modern, historic, garden? [please circle] [113]			

16. How do you prefer to find out about the garden when you are here?

- Buy a guide book [114]
- Used the homepage/Internet before coming to the garden [115]
- Look on your own without a guide book [116]
- Follow a marked route around the garden [117]
- See a video presentation first [118]
- Would like to use an interactive information point [119]
- Look at an exhibition on the garden [120]
- Have a conducted tour [121]
- No real preference [122]
- Research it before I come [123]
- None of these ways [124]
- Do not need or want interpretation, just inspiration and relaxation [125]

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17. If you consulted some of the information which is provided in the garden.

Was this information useful?

- Yes [126] No [127]

18. If used the guide book or web site information, was this useful?

- Yes [128] No [129]

[Go to Q 21 if no guidebook was purchased]

19. When using the guidebook or website, how useful were these sections? [on 1(bad)-5 (good) basis]

- Map/plan of the garden [130] 1 2 3 4 5
Information on the history [131] 1 2 3 4 5
Descriptions for sections of the garden 1 2 3 4 5
Information on the plants [133] 1 2 3 4 5
Used all of the guide Yes [134] No [135]
Did not use the guide Yes [136] No [137]
Some other part, specify Yes [138] No [139]

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20. Do you have any other comments about the guide?

[140] eg. Was it clear, did you miss anything?

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21. You said that you did not buy a guide book, can you say why?

- I already have one [141]
Too expensive [142]
Not interested in having one [143]
Didn't know one was available [144]
Couldn't find one to buy [145]
Didn't look very useful or interesting [146]
Another reason..... [147]

22. Would you like any more information on any of these things?

- What the garden looked like in the past? [148]
How the garden was used in the past? [149]
About the designer of the garden? [150]
About the history and design of the garden? [151]
About the plants in the garden? [152]
About the management of the garden? [153]
About the surrounding area or regional context of the garden [154]
About other things..... [155]
Founder/owners/users of the garden [156]

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28. If Yes, can you remember the names of the gardens?
[180].....
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29. What is the occupation of the main wage earners in your party?
[181]

- 30. Do you belong to any of the following organisations?**
- The National Trust** [182]
 - Royal Horticultural Society** [182]
 - Garden History Society** [184]
 - Cheshire Gardens Trust** [185]
 - a local Horticultural Society** [186]
 - Historic Houses Association** [187]
 - Other similar societies** [188]
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31. Is there a particular aspect or feature of the garden that you enjoyed most?
[189]

32. Is there anything that lessened your enjoyment of today's visit?
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Thank you for your help in this survey. Is there anything else that you would like to comment on?