

HIGH WOODS COUNTRY PARK Customer Satisfaction Survey 2019 Summary Report



Methodology

Sample Size: 328

Face-to-face surveys conducted on a sample of visitors to the Country Park via iPads.

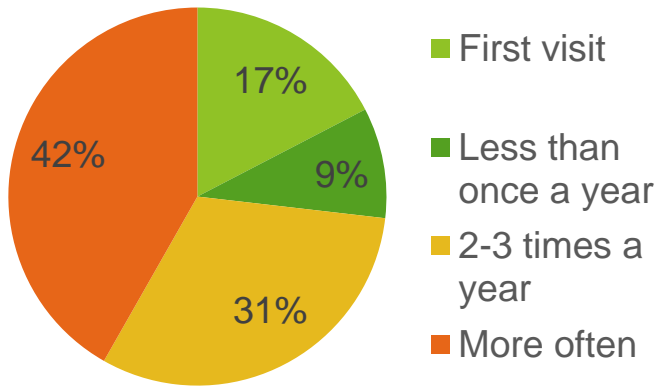
Surveys were carried out for 3 weeks across July and August 2019 on both weekdays and weekends.

OVERVIEW OF RESULTS

- **Almost half** of all respondents (42%) **visit more than 3 times a year**
- The **most common** group who visited were **Females (18-59 year old)** at 26%
- The **majority (86.5%)** were **satisfied** with the **overall park management**
- **82%** of respondents reported that the **park is well-maintained**
- **75.9%** of respondents were **satisfied** with the **facilities and services at the Visitor Centre**
- **Only 52.9%** of respondents thought that the dog waste bins were **good or very good**
- **99%** said they would **recommend the Country Park to friends or relatives**

RESULTS

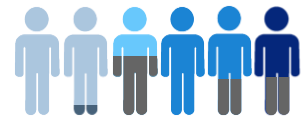
How often do our customers visit?



Who are our customers?

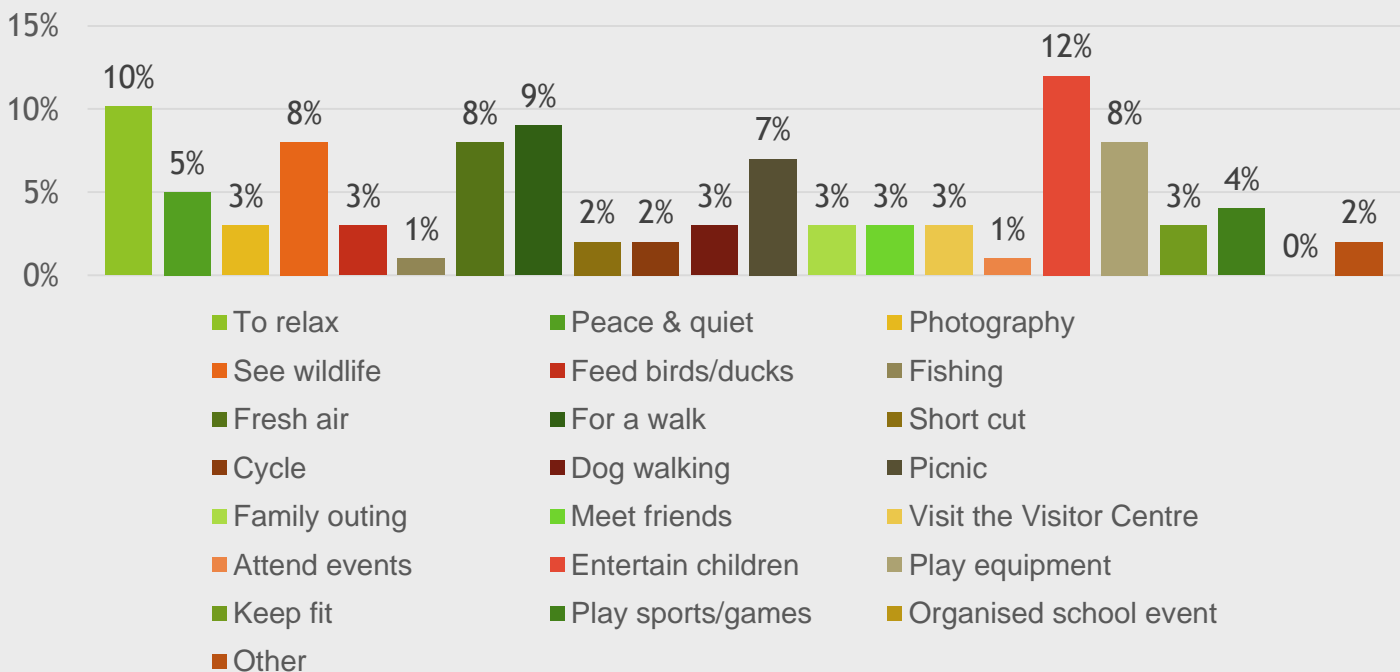


0-12 years (17%) 13-17 years (6%)
18-59 years (26%) 60+ years (7%)

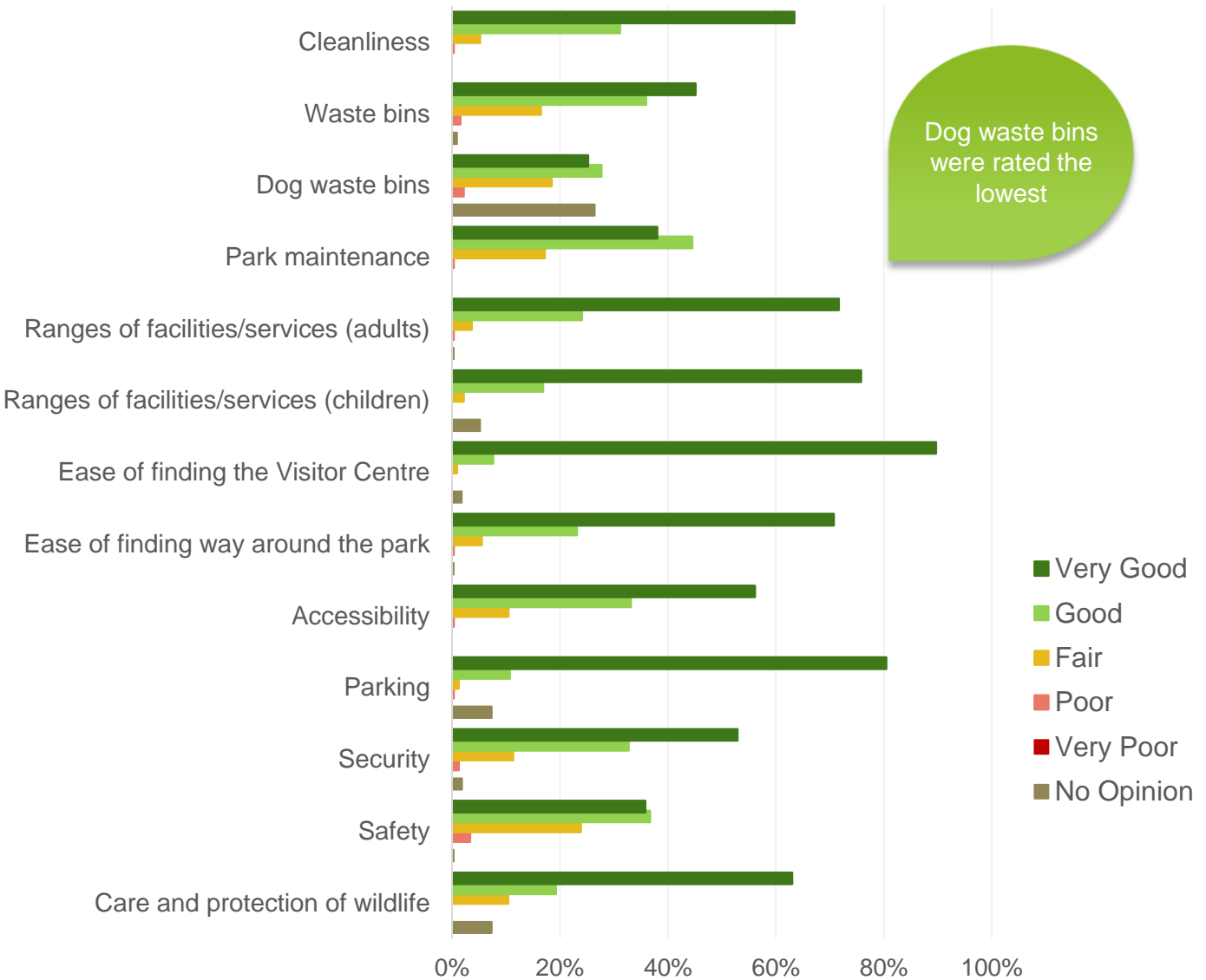


0-12 years (19%)
13-17 years (4%)
18-59 years (16%)
60+ years (6%)

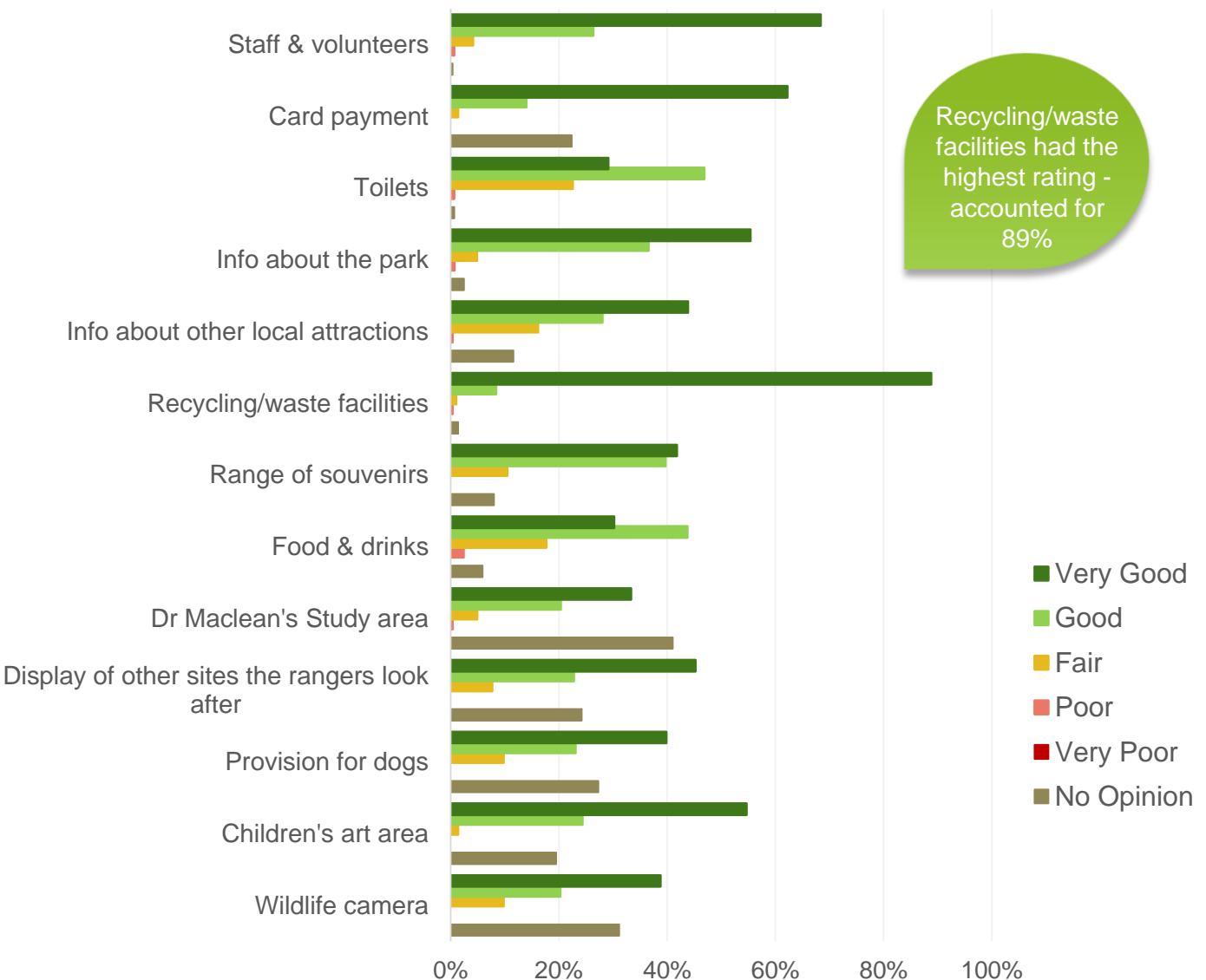
Why do people visit the Country Park?



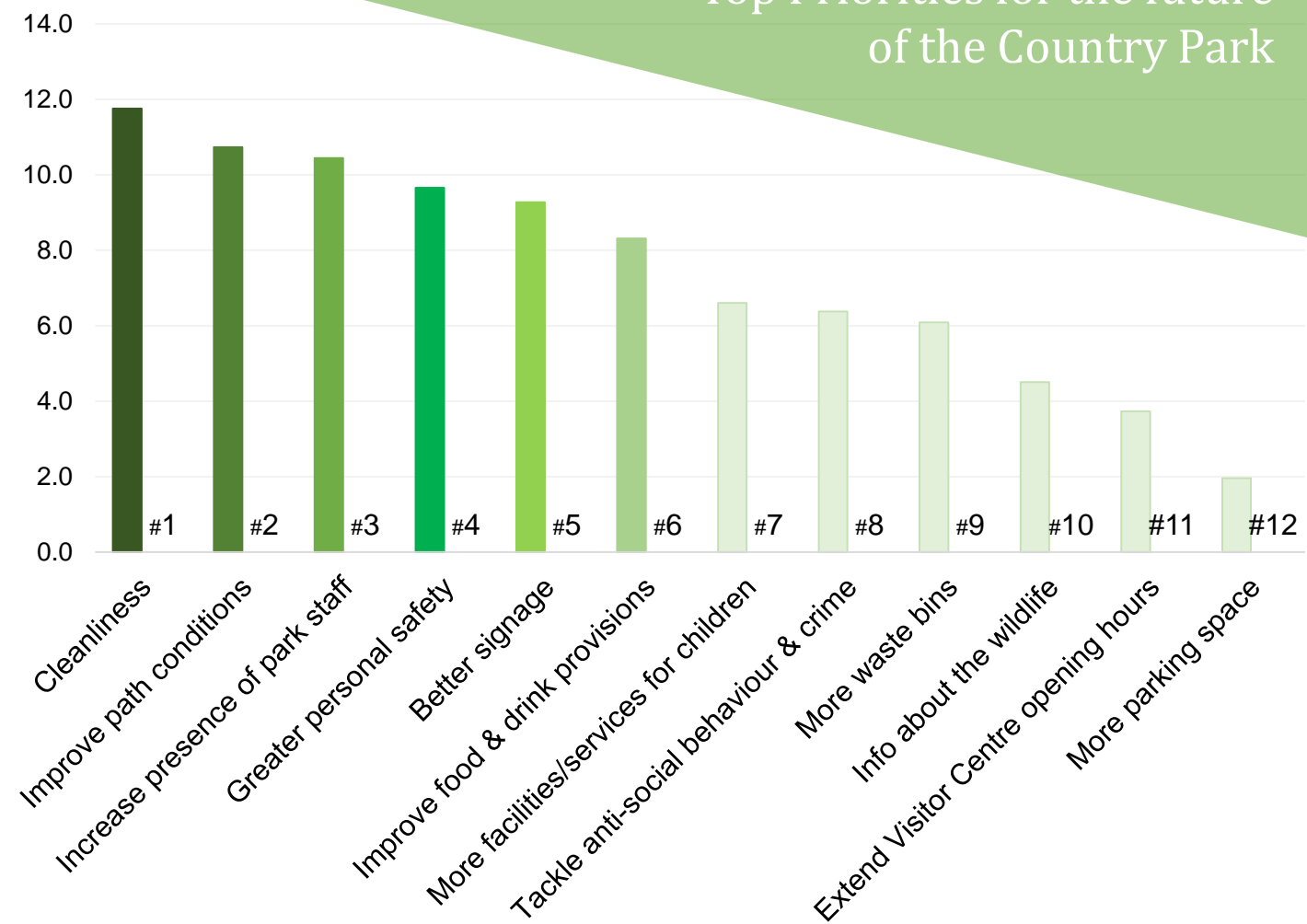
How do our customers rate our park management?



How do our customers rate our services at the Visitor Centre?



Top Priorities for the future of the Country Park



When asked to rank the top priority(s) for the future of the Country Park:

'Cleanliness' was ranked the **#1** top priority;

'Improve path conditions' ranked at **#2**;

'Increase presence of park staff' ranked at **#3**

ADDITIONAL COMMENTS:

"Hot drinks in the winter please!"

"Clean toilets regularly"

"Litter in the pond"

"Signs/photos of insects and animals in the pond area"

"Make path more disabled friendly"