

## Get to know your Audience with an NWE Greenspace Visitor Survey

As someone managing public greenspace, you know the importance of understanding the profile of your users.

Our experienced field researcher panel works to industry standards and the Market research Society's code of practice. They have experience in working for a wide range of commercial clients as well as local authorities, government agencies and environmental charities.

What are the advantages of an NWE Visitor Survey?

- All surveys are carried out to a professional quality and standard by **experienced market researchers**.
- **You don't have to manage the survey** or make any commitment of staff time or resources. We will work with you to ensure we understand your objectives and get you the information you need.
- We will analyse and present the survey results to you in clear **easy to interpret reports**. Data can be presented graphically, in table or summary form or even on maps.
- Our reports are **objective** – we will tell you what your visitors really think, not what they think you want to hear.
- **Integration** – because we understand the management of greenspaces and peoples' environmental concerns we can integrate surveys with your wider site management planning or project development needs, saving you money and time and helping you achieve better results.
- We can undertake **electronic surveys** – no need to feel guilty about reams of paper questionnaires.
- **It's easy** – just tell us what you need to know, and we will design a survey for you. Once you are happy with the survey we will agree dates and permission for our interviewers to be on site, and then let us do the hard work.
- Up until now the main barrier to using professional interviewers has been cost, however, by bringing our survey management and allocation in house and the use of new technology we are able to offer you some of the **most affordable solutions** available today.

What can a Survey Cover?

Our panel can collect data on almost anything of interest to a greenspace owner or manager such as:

- Why have visitors come to your site?
- Did it meet or exceed their expectations?
- What has been their local spend during this visit?
- How far did they travel and by what mode of transport?
- How effective is your interpretation or visitor guidance?
- Is new technology broadening your audience?
- What other sites or activities have your visitors been to or considered?
- What are visitor's views on your plans for the future?
- Would visitors pay for services or access to your site?

For all interviewees we collect demographic data to national standard formats: Age, gender, ethnicity, socio-economic group and postcode, as well as confidential contact details for quality control purposes.

The best surveys are short and to the point – it's best to ask a good sample of visitors about what really matters than to try to cover every possible issue with a few people. Take time to plan your survey in outline, and then we will work with you to fine tune it and make sure it can meet your needs within your budget.



## Things to think about when planning your survey:

### What is the Big Picture?

Why are you planning a survey, and how will you use the information? Think about your audience, is this information to be used in house to guide your future actions, or is it for an external audience to show what you have achieved or need to do.

### Set your Objectives

Identify a small number of clear objectives for the research. For example do you want to know more about your users, or do you have specific issues to address such as conflicts between user groups or testing plans for the future?

### What Sort of Survey

Most clients want a straightforward face to face survey on site, but we can arrange other types of survey such as interviewing participants at special events or follow up surveys by email or online.

### Sample

How many interviews do you want carried out? For a small site with largely local users a small sample may be representative, but for a very large site you may want larger numbers across different sample sites or times of day or days of the week.

### Outputs

How do you want your results presented to you? Do you want a PDF document to share, or a detailed spreadsheet? Perhaps you need a custom PowerPoint presentation? We can even supply you with online access to your results.

### Set your Budget

An NWE Visitor survey is cost effective and efficient, but you should still make sure that you have an adequate budget to cover the collection of data and its analysis.

### Identify your Key Contact

While we will take on all the headaches of managing and organising your survey, we still need a contact to arrange access or who we can alert in the event that an interviewee reports a significant problem of issue when we are on site.

- Timescale

When do you need your results? Allow for planning your survey. Also, interviewing takes time and needs to be carried out when there is a good flow of visitors for our field researchers to interview. Finally, to get the most out of your survey make sure there is enough time to properly interpret and interrogate your data.

## What's next?

If you want to get to know your audience better with an NWE Greenspace Visitor Survey, get in touch with us using the details below and we will help you plan a survey to meet your needs and your budget.

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