



Residents Survey Research Report

For the Yorkshire Dales National Park Authority

April 2014



R E S E A R C H

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This research has been carried out in compliance with the International standard ISO 20252

Executive summary

A survey of 800 residents living in the Yorkshire Dales National Park was undertaken during February and March 2014. This was a repeat of similar residents surveys that took place in 2004 and 2009.

Census data was used to impose quotas to ensure a representative spread of residents living in different areas within the National Park and from different age bands were interviewed.

Profile of residents

The resident population is fairly static and very established with most residents having resided in the National Park area for over 10 years (87%), with only 3% being fairly new to living in the area (having moved there in the last three years).

The majority of residents are White British or Irish (96%), with 2% saying 'white other', a further 1% saying 'other' and 1% 'prefer not to say'.

Out of all the adult residents interviewed 50% are in paid employment, 2% in full time education and 48% are in neither (primarily because they are retired).

Recognition of special qualities

The Yorkshire Dales National Park is recognised as a special place (97% agree) which is higher than in previous research (91% in 2009 and 94% in 2004),

However residents only spontaneously reference an average of 2.09 aspects which make the National Park special (less than the average of 2.52 aspects cited by visitors).

The most common special quality cited is 'natural beauty, scenery or views' (76% of all residents gave this answer), followed by 'open spaces / freedom / remoteness' (24%) and 'peaceful / tranquil' (13%).

Threats to and pressures on the area

In total 60% of residents felt that there were threats to or pressures on the Yorkshire Dales National Park as an area (similar to previous research, 58% in 2009 and 62% in 2004).

Spontaneously, amongst those who perceive a threat or pressure the top three aspects cited were; 'government direction on planning policy' (24%), 'building more homes' (22%) and 'lack of affordable housing' (22%).

When the same respondents were prompted the top three threats or pressures which emerge are all economic ones being 'a decline in agricultural income' (66%), 'lack of affordable housing' (64%) and 'lack of employment' (61%).

Awareness of the Yorkshire Dales National Park Authority

The level of awareness of the Yorkshire Dales National Park Authority has remained fairly constant over the last decade with 96% saying 'yes' in 2014, 93% in 2009 and 95% in 2004.

In terms of the two statutory purposes of the National Park Authority, 76% of residents agree that the National Park Authority 'conserves and enhances the natural beauty, wildlife and cultural heritage of the National Park' and 66% that 'it promotes opportunities for the understanding and enjoyment of the special qualities of the area by the public'.

All areas were considered important, with two thirds of all the aspects or roles that the Authority undertakes being rated as important by 75% or more of all residents and all but two areas being rated as important by 64% or more of all residents. There is no role where more residents than not felt it was 'not important' for the Authority to undertake.

Services used

The average number of services residents have come in contact with over the last five years is 6.48 suggesting they have experienced a wide range of different touch points.

Satisfaction with the National Park Authority

Overall satisfaction with the way the Yorkshire Dales National Park Authority does its job is high (46% fairly satisfied and 14% very satisfied) with 25% saying neither satisfied nor dis-satisfied and only 15% being dis-satisfied.

Amongst users of specific services the most highly rated (taking into account the percentage difference between those who gave a positive against a negative rating) are the 'Dales Countryside Museum' (88% nett satisfied and 2% nett dis-satisfied), 'National Park Information Centres' (86% and 3%), 'volunteers' (83% and 3%) and 'National Park Rangers' (83% and 4%).

Although still with higher positive satisfaction ratings than negative, the areas where satisfaction is less pronounced amongst users of the service is 'planning advice and applications' (52% nett satisfied and 27% nett dis-satisfied), 'consultations' (47% and 19%), 'advice or support for farmers / landowners' (46% and 12%), 'the sustainable development fund' (52% and 8%) and 'advice for the historic environment' (56% and 10%).

More residents than not felt that the Yorkshire Dales National Park Authority provides good value for money (38% nett agree compared to 17% nett disagree).

The aspects residents are less complimentary about are whether the Authority is in touch with and understand the needs of local people (33% nett agree and 32% nett disagree); where as more residents disagreed (nett 38%) than agreed (nett 25%) that the Authority makes good planning decisions.

Communicating with residents

Residents generally feel as informed as they need to about the work of the Authority (43% 'agree', 18% 'strongly agree' and only 12% 'disagree').

The mean number of information sources used to find out about the work of the National Park and/or the Authority is 3.96.

The top five sources of information currently used are the 'National Park Authority 'Dales' newspaper' (59%), 'local media' (59%), 'National Park Information Centres' (51%), 'National Park leaflets and other publications' (45%) and 'National Park Authority website(s)' (41%).

Preferences on how to be kept informed about the work of the National Park suggest a variety of sources are desired with 'local media' (59%), 'National Park Authority Dales newspaper' (61%) and 'National Park leaflets and other publications' (49%) being the three most popular.

However, compared to how information is currently accessed, a greater expectation about receiving information digitally is expected and desired in the future; 41% currently use the 'National Park websites' but 48% prefer to receive information this way, 8% currently receive a 'National Park Authority e-newsletter' but 28% have a preference for this and 6% currently receive 'National Park Authority social media' but 17% say they would prefer to do so in the future.

I. Introduction

Qa Research (Qa) is pleased to submit this research report to the Yorkshire Dales National Park Authority (YDNPA).

The research approach, along with a core of questions in the survey, was in large part a repeat of previous research conducted with residents in 2004 (undertaken by Qa) and 2009 (undertaken by CN research).

The survey findings for 2014 are, where possible, shown alongside the previous research to show changes and continuity over time.

2. Aims and objectives

The objectives of the research were to:

- Ascertain the level of knowledge and interest of aspects of the National Park and the National Park Authority amongst residents of the Yorkshire Dales National Park

To achieve this, the specific research objectives were to:

- Assess residents' level of awareness of the Yorkshire Dales National Park and the responsibilities and duties of the Authority
- Assess residents' attitudes towards the work carried out by the YDNPA
- Assess the level of communication between the Yorkshire Dales National Park Authority and residents
- Investigate whether and why residents feel that the YDNP is a special place
- Determine the extent residents feel the area is under pressure and if so how
- Measure the levels of contact with the Authority and the nature and level of satisfaction with the services provided by the National Park Authority.

3. Methodology & sample

The visitor research was conducted using quantitative telephone interviews with a total of 800 surveys being conducted.

The interviewing was conducted by Qa's CATI (Computer Aided Telephone Interviewing) telephone interview team using a set questionnaire (included in the appendix for reference).

The 2011 census data indicates that 19,761 people live within the Yorkshire Dales National Park (16,241 adults and 3,520 aged under 18); the adult population was used to devise an appropriate quota to ensure the research captured the views of a broadly representative sample of residents; in order to achieve this minimum quotas were set based on age bands.

Age bands	Minimum quota	Actual sample
18 - 24	40	44
25 - 34	56	56
35 - 44	88	100
45 - 54	136	140
55 - 64	152	162
65 +	232	298
Total	704	800

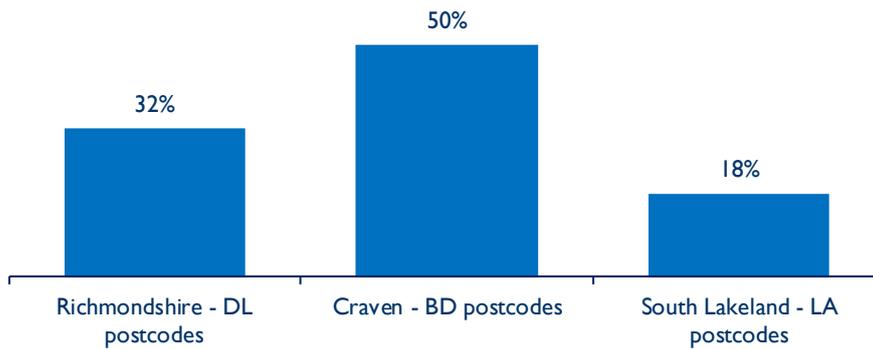
Previous research weighted the original data so it comprised an equal 50:50 gender split; in 2014 this question was asked up-front in the survey which enabled the research to interview 400 male and 400 female respondents so the data did not need to be 'weighted' at the analysis stage.

The contact data purchased was done so on postcode with a sample quota set to ensure an appropriate spread of respondents from different geographical locations within the National Park, reflecting the proportion of the population who reside in each area¹.

At the start of the interview all respondents were asked firstly if they live within the Yorkshire Dales National Park, with those saying 'no' or 'don't know' being thanked (and the interview closed) but informed that the survey being undertaken was only relevant to those who actually live within the boundaries of the National Park.

¹ The 2009 research surveyed equal numbers in each area, with no quota set in 2004.

Postcode areas - where respondents are from



Source: Qa Research 2014 Base: 800 (all respondents)

The 800 completions provide a sample which in research terms, based on the total number of adults who live within the National Park, means we can be 95% confident that the data at an overall level has an error margin of no more than +/- 3.4%

Therefore these findings are based on a sample size which provides results that are well within the +/-5% standard industry error margin and therefore provide overall findings which are considered to be statistically robust.

Confidence levels:

This indicates how representative findings are of the resident body as a whole. A 95% confidence level refers to the statistical likelihood (probability) that the true value of the population lies within a range (95% confidence interval) of the estimated percentage.

The +/- 5% accuracy refers to the 'standard error', which demonstrates how answers provided by the sample group potentially vary from the responses that would be obtained if all respondents had been surveyed. In the research industry, commonly accepted levels of error are +/- 5%.

This means, for example, that if the observed statistic for any question is 50%, then if the research was repeated, this percentage will be no less than 45% and no more than 55%. The standard error is calculated on the basis of the total number of possible respondents covered and the number that have been covered by the survey.

4. Key findings

A note on analysis and how the data is presented in the report

Please note that when interpreting results throughout this report not all percentages will equal 100% due to rounding (with any figures of 0.5 or higher being rounded up).

Some questions were multiple response questions: respondents had the option of giving more than one response. The sum of the percentages for these questions may be higher than 100%.

The base (i.e. the number of people answering the question) is shown on each chart or table.

Where the figure is shown as 0% at least one respondent gave this answer but the total count makes up less than 0.5% of the overall total; a blank shows no-one has given this answer.

Please note that the base varies as some questions were only asked to some respondents depending on previous answers given.

Open ended verbatim questions (i.e. with no predefined responses) have been coded, grouped together and these groups are shown as percentages in the report.

Where the same question was asked in 2004 and/or 2009 the findings from the previous research have been shown alongside the new data. The dataset for the 2009 results was not available, so we were not able to undertake comparative analysis. We can only show how overall findings compare rather than whether these represent a statistically significant change.

The analysis of the 2014 results have been run through our Askia analytical software. All questions have been cross-tabulated against the following variables with any relevant statistically significant differences which emerge being commented upon:

- Where respondents reside (Richmondshire, Craven and South Lakeland)
- Age bands
- Gender
- Length of time living in area (split new resident - less than a year, recent resident – 1-5 years and established resident – over 5 years)
- If respondents consider they have a disability or not that limits their daily activity

Only cross tabulations that show a statistical significance are reported after the relevant question. Only category names alongside their proportions have been reported in a standard format and show where there is a statistically significantly difference between categories.

For example, regarding whether they perceive there to be any threats to or pressures on the Yorkshire Dales National Park as an area:

Yes:

- Craven (65%) – Richmondshire (54%)
- 65+ (66%), 55-64 (65%), 45-54 (64%) – 18-24 (23%), 25-34 (46%), 35-44 (53%)

This tells us that those who live in Craven are statistically significantly more likely to feel there are threats and pressures (i.e. say 'yes') than those living in Richmondshire, with 65% of all respondents residing in Craven giving this answer compared to 54% of all those who live in

Richmondshire; residents from older age bands were also significantly more likely to say 'yes' compared to those from younger age bands.

The analysis shows there is a statistically significant difference between categories, how useful or actionable this is needs to be determined by the reader.

Comment:

Observations and comments about the findings in the report are included in separate text boxes to differentiate them from the numeric data.

4.1 Profile information

Gender

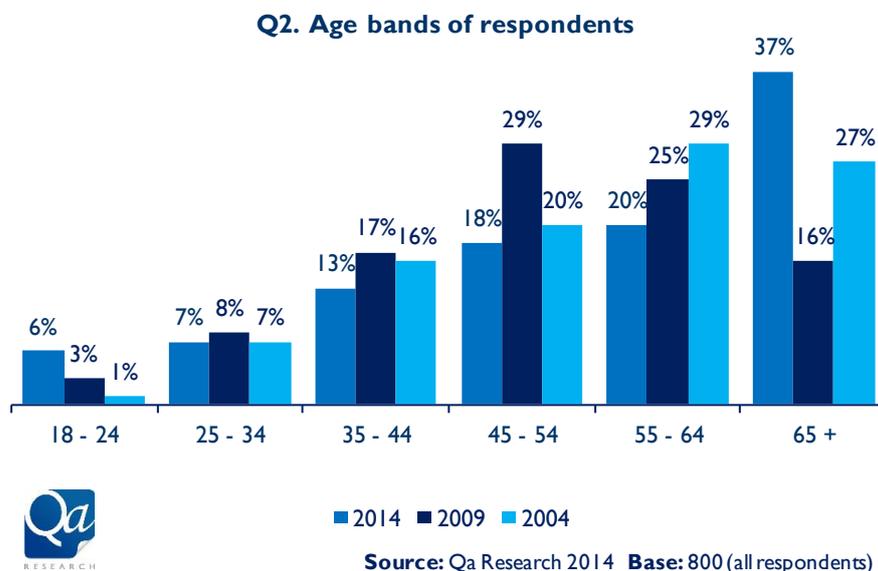
Half the sample were male (400 respondents) and the other half were female, providing an exact 50:50 split without the need to weight the data.

In the 2009 research the split was 59% female and 41% male requiring the data to be adjusted and weighted accordingly to reflect a 50:50 split.

A 50:50 quota was imposed in 2004 to ensure an equal mix of males and females.

Age bands

Quotas were imposed, based on census data provided by the YDNPA, to ensure a representative sample of residents from different age categories; this had not been done in the previous research hence the disparities in who participated in the previous research in some age bands.



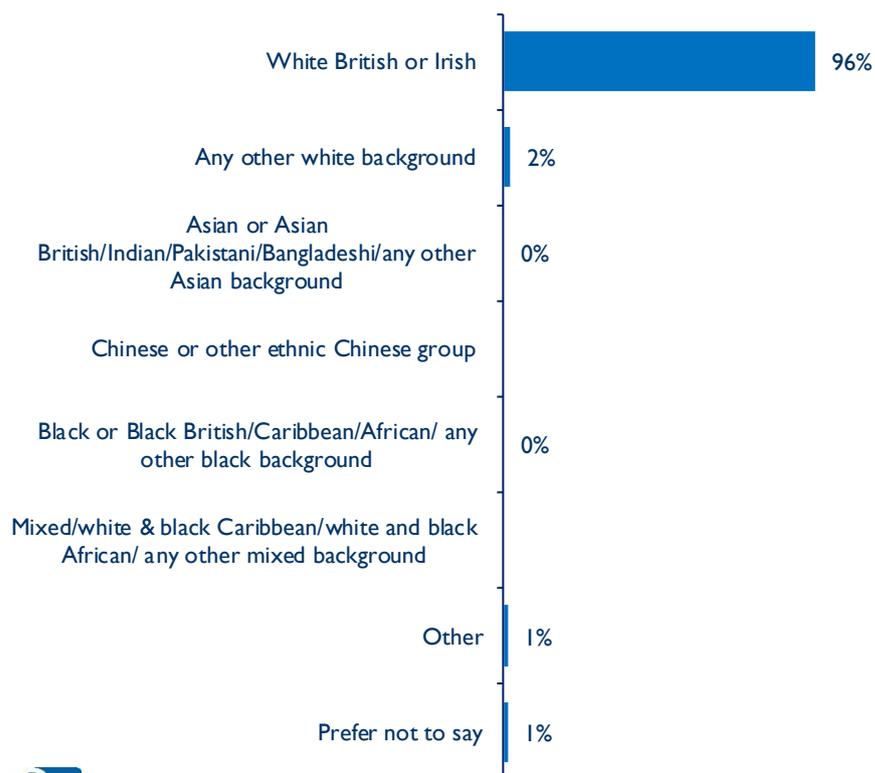
Ethnic origin

Respondents were asked to identify from a list of options which ethnic group they considered they belonged to.

In 2014 the research separated out white British or Irish and other white background; in 2009 this was a single grouping which accounted for 99% of all respondents.

Those in the 'other' category would only state a nationality (either 'British' or 'English' rather than an ethnicity).

Q22. Ethnic group respondents consider they belong to



Source: Qa Research 2014 Base: 800 (all respondents)



Disability

Respondents were asked if they have a disability that limits their daily activity².

In total 12% of all respondents said they had a long-standing health issue or disability that limits their daily activity.

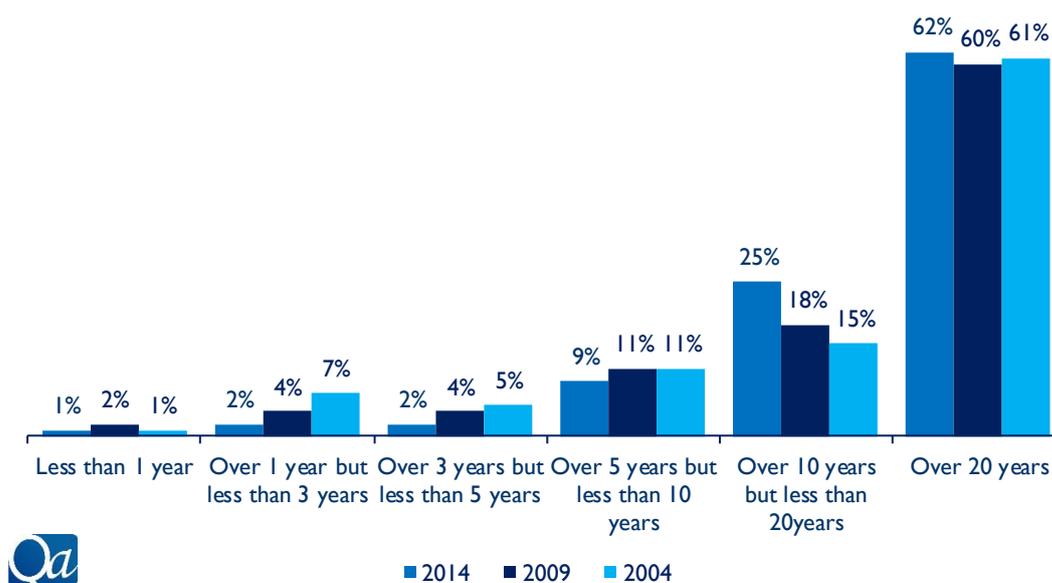
This figure for residents is higher than the 9% of visitors who gave the same response in a recent visitor survey for the Yorkshire Dales National Park³.

In 2009 6% of respondents considered themselves to have a disability or long term illness. The differences are more likely to be down to the slightly younger age profile in 2009 rather than asking a slightly different question.

How long lived in the area

The Yorkshire Dales National Park has a very large settled and established population with 87% of residents having lived in the area for 10 years or more.

Q19. How long lived in this area?



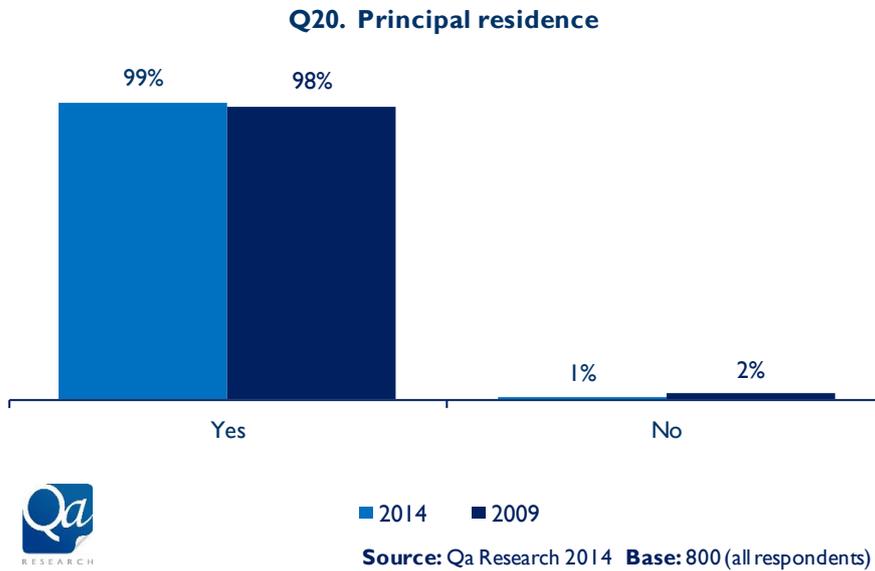
Source: Qa Research 2014 Base: 800 (all respondents)

² Figures for the UK population show 22% of adults have a physical or mental health condition or illness that they expect to last for 12 months or more – ONS Opinions and Lifestyle Survey Jan-March 2013

³ Figure cited from the customer satisfaction research Qa undertook for Julie Barker at YDNPA in 2013

Principal residence

For the vast majority of residents interviewed their home in the National Park is their principal residence.



Working status

Out of all the adult residents interviewed 50% are in paid employment, 2% in full time education and 48% are in neither (primarily because they are retired as 70% who gave this answer are over 65 years old).

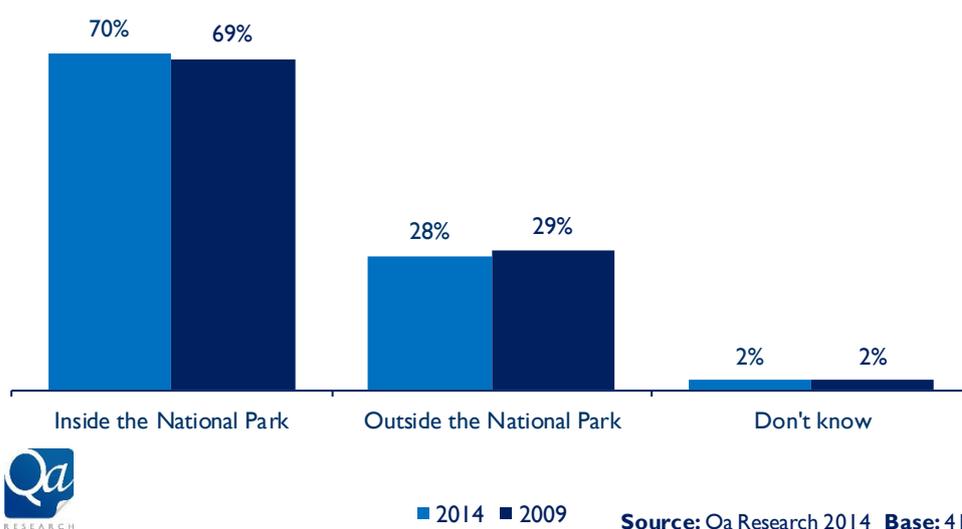
In 2009 68% were either in work or studying.

In 2004 62% of the sample was in paid employment, 0% in full time education and 30% were retired.

Those who were either working or in full time education were asked if this was within or outside the National Park. The findings show no change since the previous research.

In 2004 the question was only asked to those working, with 61% doing so within the National Park, 30% outside and 5% had a job which meant they worked both inside and outside the National Park boundaries.

Q21b. For those either in paid employment or full time education, is place of work or study within the National Park?



Comment:

The demographic data has in most parts remained broadly consistent over the last 10 years; however in this research the proportion of respondents from different age bands and the areas where they live within the National Park is reflective of the population, whereas quotas do not appear to have been imposed on these aspects before.

Therefore, it is important to consider whether any change over time and especially over the last 5 years is due to a slightly different age profile rather than it being a genuine change. The cross-tabulations this year should help indicate for each question whether the age band of a respondent makes a difference to how they answer compared to everyone else.

4.2 Awareness and perceptions about the area

Recognition of the special qualities of the Yorkshire Dales

All respondents were asked if they thought the Yorkshire Dales National Park is a special place.

The vast majority (97%) said 'yes', with 4% saying 'no'.

This is higher than in previous research; in 2009 91% said 'yes' (94% in 2004) , 7% 'no' (5% in 2004) and 3% 'don't know' (1% in 2004).

Those who perceive the Yorkshire Dales National Park to be a 'special place' were asked in an unprompted question what they see to be the special qualities of the area. If respondents only cited one reason the interviewer was instructed to ask if there was anything else before moving onto the next question to ensure respondents understood they could give more than one answer.

The answers given, if not word for word the same, have been assigned into the appropriate categories used in the survey.

The mean number of special qualities cited was 2.09 (compared to an average of 2.52 cited by visitors in the latest visitor research⁴).

The table below shows the percentage of residents and visitors who spontaneously cited each special quality, ranked in order of the most to least frequently given quality from the residents' research.

Q5 Special qualities	2014 residents research	2013 visitor research
Natural beauty/scenery/views	77%	78%
Open space/freedom/remoteness	24%	37%
Villages/ traditional buildings	14%	29%
Peaceful/ tranquil	13%	15%
Hills/dales/valleys	12%	17%
Limestone scenery	10%	13%
Walks and walking	7%	26%
Clean/ unpolluted	6%	6%
Wildlife	4%	4%
Social history	3%	4%
Barns and walls	3%	3%
Outdoor activities	2%	2%
Hay meadows	1%	1%
Waterfalls	0%	3%
Other	31%	13%
Nothing	0%	-
Don't know	2%	0%
Base:	772	502

⁴ From Customer Satisfaction Survey 2013 conducted by Qa amongst visitors to the Dales during the summer

The 'other' reasons given are listed in the appendix which accompanies this report with 'the people who live there', 'the people are friendly' or just 'the people' being the most cited answer.

The 2009 and 2004 research did not use the same list of special qualities so the answers given have been grouped differently and therefore do not provide an exact like for like comparison.

There are only a few differences by cross-tabulation but perhaps, interestingly, there is no statistically significant differences emerging based on length of time living in the area.

Natural beauty / scenery / views:

- Female (80%) – male (73%)

Open spaces / freedom / remoteness:

- 65+ (27%) – 35-44 (18%)

Peaceful / tranquil:

- 65+ (15%), 55-64 (16%) - 25-34 (4%)

Walks / walking:

- 65+ (11%) – 45-54 (4%), 55-64 (5%)

Comment:

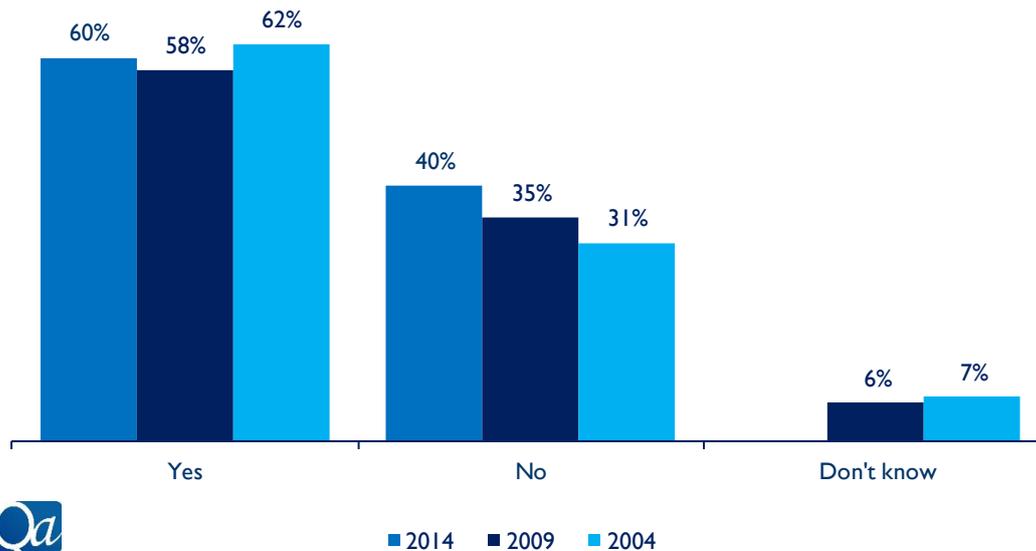
Residents very much agree that the Yorkshire Dales National Park is a special place but identify fewer of its special qualities than visitors do (Visitors Survey 2013).

4.3 Threats and pressures on the National Park

All respondents were asked if they thought there are any threats to or pressures on the Yorkshire Dales National Park as an area.

The proportion saying 'yes' has remained fairly consistent over time, with nearly two thirds feeling the area is under some threat or pressure.

Q6. Do you think there are any threats to or pressure on the Yorkshire Dales National Park as an area?



Source: Qa Research 2014 Base: 800 (all respondents)

Yes:

- Craven (65%) – Richmondshire (54%)
- 65+ (66%), 55-64 (65%), 45-54 (64%) – 18-24 (23%), 25-34 (46%), 35-44 (53%)

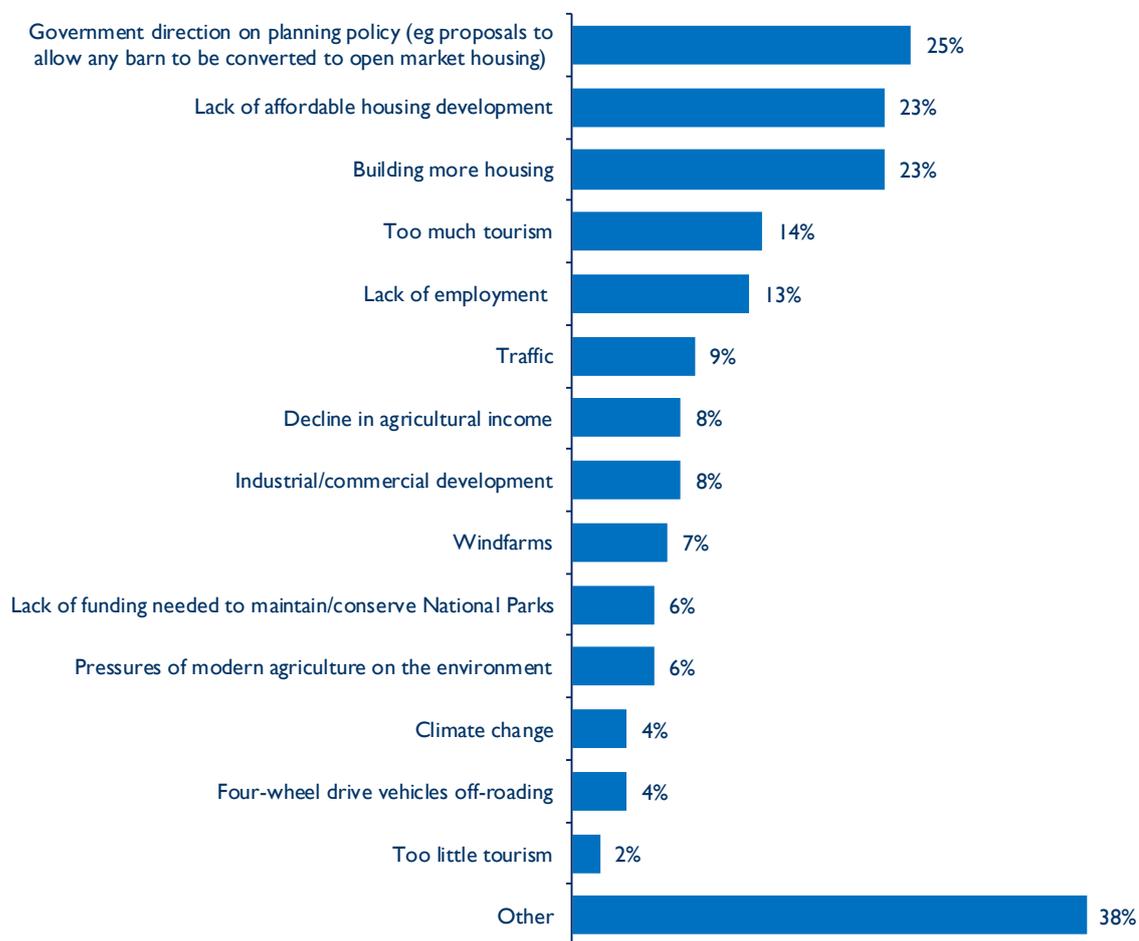
Those who thought the area was under threat or pressure were asked in an unprompted question what these threats or pressures were. If respondents cited only one reason the interviewer was instructed to ask if there was anything else before moving onto the next question to ensure respondents understood they could give more than one answer.

The mean number of perceived threats or pressures cited was 1.88.

The verbatim answers given, if not word for word the same, have been assigned into the appropriate categories used in the survey.

The chart shows the percentage citing each threat or pressure, ranked in order of the most to least frequently given answers.

Q7a. What perceive to be threats and pressures to the National Park



Source: Qa Research 2014 Base: 482



Pressure of modern agriculture on the environment:

- Richmondshire (10%) – Craven (3%)

Too much tourism:

- Craven (17%) - Richmondshire (9%)

Industrial / commercial development:

- Craven (9%) - Richmondshire (7%)

Windfarms:

- South Lakeland (22%) - Craven (3%), Richmondshire (6%)



Lack of affordable housing development:

- 45-54 (33%) – 55-64 (16%), 65+ (18%)

Government direction on planning policy:

- 65+ (30%) – 45-54 (18%)

Respondents who had said they thought there was a threat or pressure to the area were then read a prompted list of potential factors and asked to what extent these were considered to be a threat or pressure to the Yorkshire Dales National Park.

The table below shows findings from the 2014 research based on a nett score of those who agreed 'very much so' and 'quite a lot' that the option read out was a real threat or pressure, along with those who agreed 'very much so' that this was the case.

In the previous research the options were read out as a prompted list but with respondents asked to say which ones they saw as a threat or pressure, therefore care should be taken when comparing the results as the way the questions were asked is similar but not exactly the same.

Missing figures for 2009 and/or 2004 indicate the option was not included in the list of answers.

Q7b Threats or pressures (prompted)	2014 Nett agree	2014 'very much so'	2009 yes	2004 yes
Decline in agricultural income	66%	40%	36%	42%
Lack of affordable housing development	64%	38%	46%	69%
Lack of employment	61%	31%	31%	45%
Lack of funding needed to maintain / conserve National Parks	54%	28%	33%	27%
Government direction on planning policy (e.g. proposals to allow any barn to be converted to open market housing)	52%	31%		
Four-wheel drive vehicles off-roading	52%	34%	34%	7%
Traffic	40%	15%	32%	49%
Building more housing	38%	22%		
Wind farms	38%	30%	17%	
Too little tourism	38%	17%		
Pressures of modern agriculture on the environment	30%	12%	27%	21%
Industrial/commercial development	24%	10%	30%	23%
Climate change	23%	11%	17%	
Too much tourism	13%	5%	29%	35%
Base:	482	482	580	310

The cross-tabulation analysis is all based on the nett of those saying the issue was a big threat or pressure (i.e. very much so or quite a lot).

Government direction on planning policy:

- 65+ (52%), 55-64 (49%), 45-55 (51%), 34-44(60%), 25-34 (65%) – 18-24 (20%)

Too little tourism:

- *South Lakeland (51%) – Craven (34%)*
- *35-44 (57%) – 55-64 (24%), 65+ (37%)*

Decline in agricultural incomes:

- *Richmondshire (70%), South Lakeland (77%) – Craven (60%)*
- *25-34 (77%), 35-44 (74%) – 18-24 (40%)*

Lack of affordable housing development:

- *Richmondshire (71%) – Craven (58%)*
- *25-34 (77%) – 65+ (58%)*
- *Recent resident (82%) – established resident (63%)*

Climate change:

- *South Lakeland (33%) – Craven (20%)*
- *Female (27%) – male (18%)*

Traffic:

- *Craven (48%) – Richmondshire (31%), South Lakeland (33%)*

Windfarms:

- *65+ (51%) - 25-34 (31%), 35-44 (30%), 45-55 (28%), 55-64 (32%)*

Four-wheel drive vehicle off-roading:

- *65+ (62%) - 25-34 (38%), 35-44 (42%), 45-55 (44%)*

Comment:

There is a marked increase in the agreement that a particular issue is a threat or pressure when residents are asked and prompted directly rather than when asked unprompted.

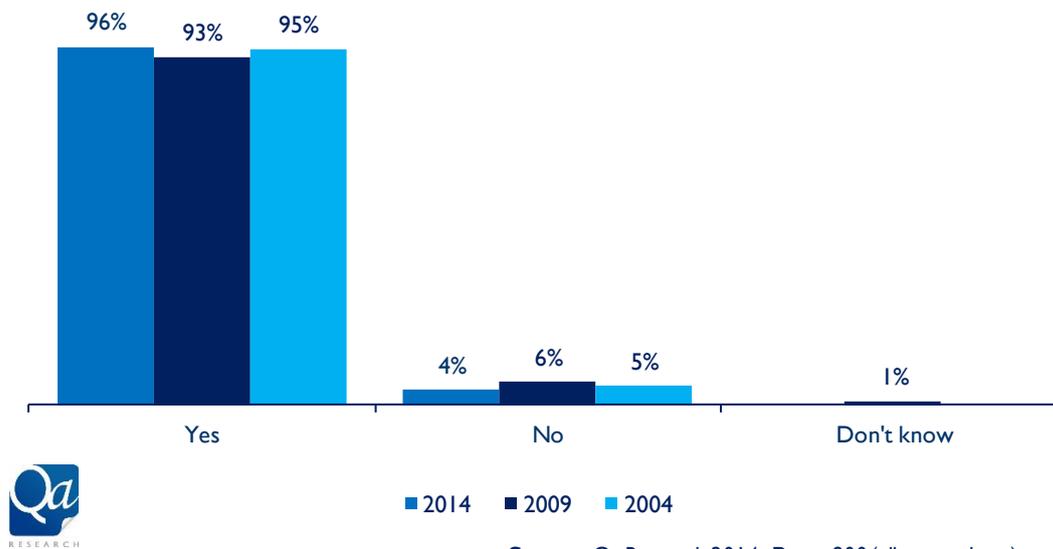
When prompted it is economic issues which dominate the list of factors in terms of agricultural incomes, affordable housing and lack of employment.

The cross-tabulations throughout show most statistical differences are based on age, with a few variations based on where respondents live or gender but very few differences by how long they have lived in the area.

4.4 The National Park Authority and its Services

Respondents were asked if, before the interview, they had heard of the Yorkshire Dales National Park Authority. The level of awareness has remained fairly constant over the last decade.

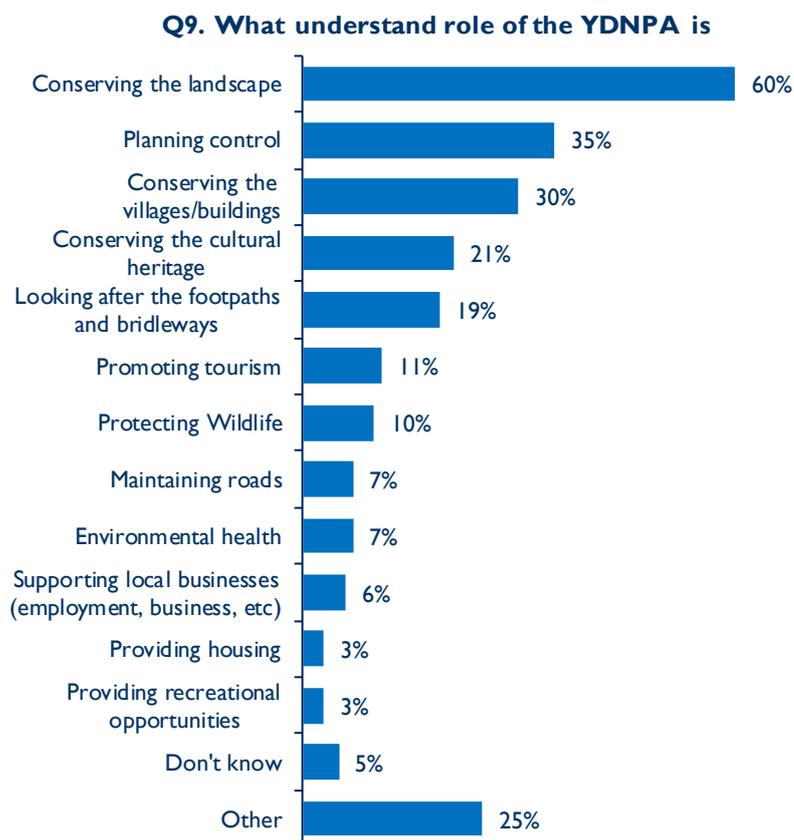
Q8. Have you ever heard of the Yorkshire Dales National Park Authority?



Respondents were then asked in an unprompted question what they understand is the role of the Yorkshire Dales National Park Authority.

Answers given were assigned to a list of different roles and shown below in ranked order of the most to least cited role.

The previous research asked this question using a prompted list so the findings are not comparable and hence not shown alongside the 2014 findings.



Source: Qa Research 2014 Base: 800 (all respondents)

In total 5% included within 'other' said they had 'no idea' or 'did not know' what the role of the Yorkshire Dales Park Authority is.

Comment:

The 'top of mind' recognition of what the National Park's role is appears to be more focussed on its first statutory purpose of 'conserving and enhancing the natural beauty' rather than the second of 'promoting opportunities for the understanding and enjoyment of the area's special qualities'.

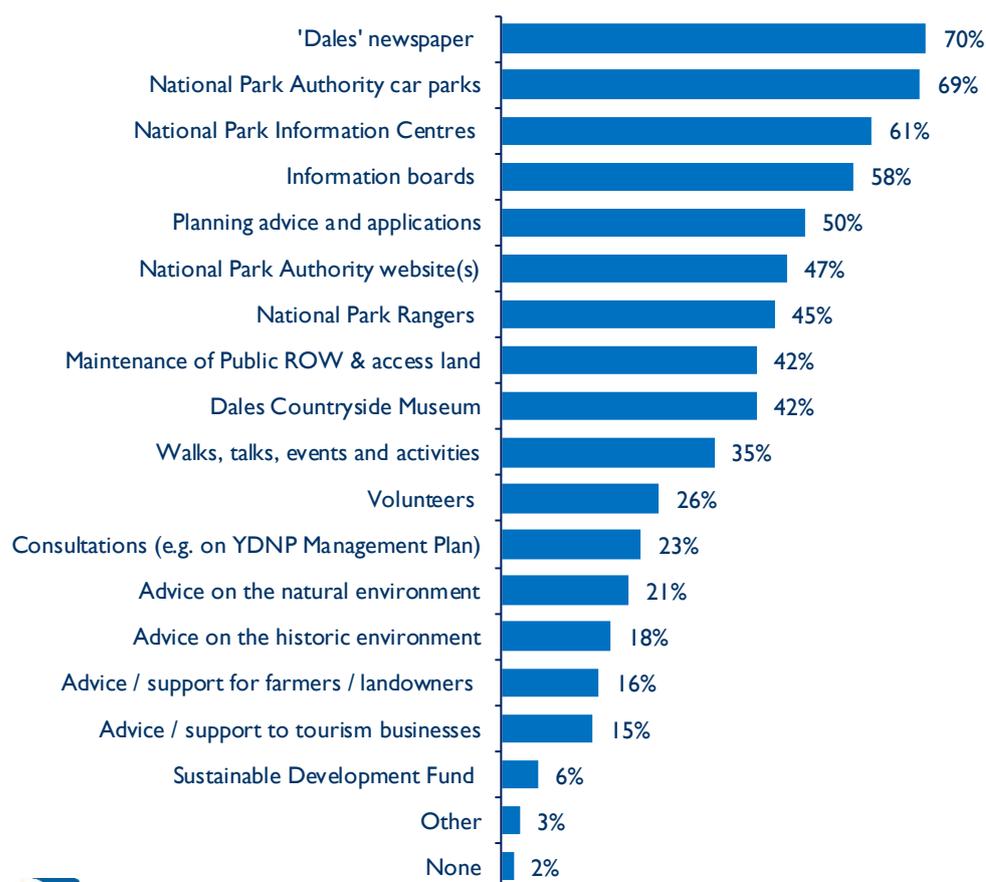
Services provided by YDNPA that residents have used

Respondents were given a prompted list and asked which of the services provided by the National Park Authority they had used or come in to contact with during the last five years.

The answers have been ranked into the most to least used services.

The average number of services residents have come in contact with over the last five years is 6.46 suggesting they have experienced a wide range of different touch points.

Q10. Services provided by YDNPA which residents have come into contact with during last 5 years



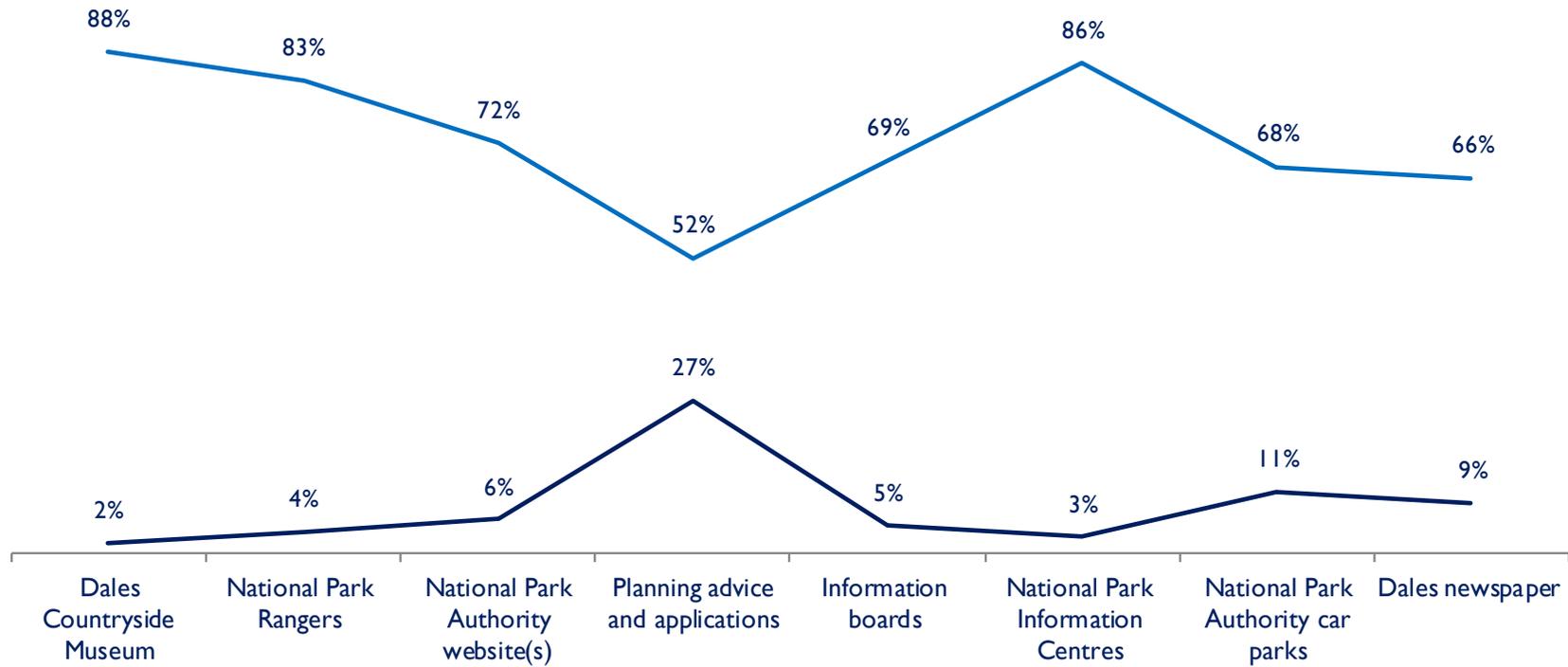
Source: Qa Research 2014 Base: 800 (all respondents)

Those who had used or come into contact with a specific service in the last five years were asked how satisfied they were with this interaction or experience, rating this from very dis-satisfied to very satisfied, with an option to say 'don't know / can't say'.

The information presented shows for each service the nett totals of those who rated the interaction or experience as either 'very dis-satisfied' or 'dissatisfied' (shown as the dark blue line) or 'very satisfied' or 'satisfied' (shown on the light blue line).

The findings show satisfaction is higher than dis-satisfaction; the wider the gap between the two lines the greater the level of satisfaction. The aspects where the two lines are closest, 'planning advice and application' and 'consultations', indicates the greatest split in opinion about the service.

Q11. Satisfaction with services used (amongst users only)



— Nett satisfied

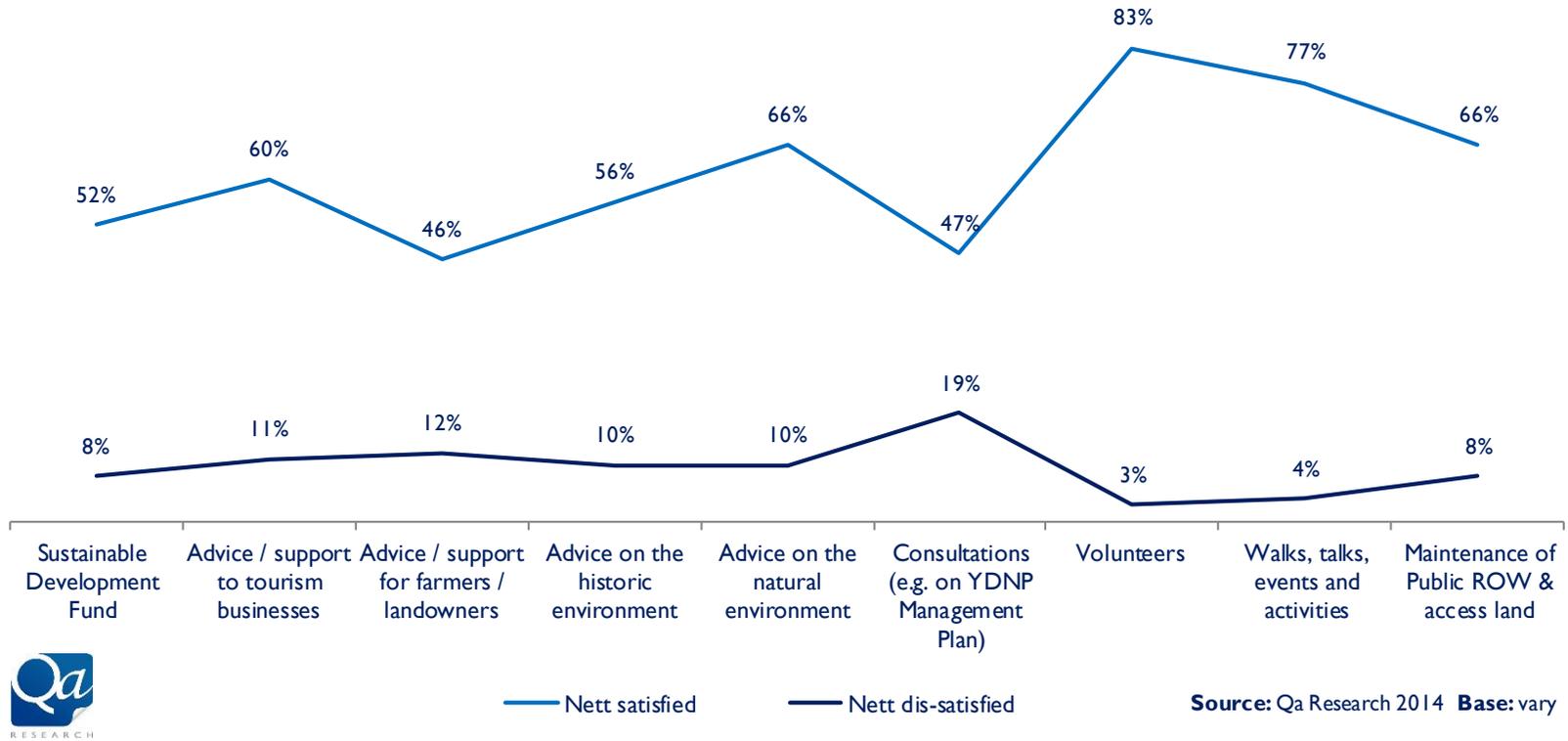
— Nett dis-satisfied

Source: Qa Research 2014 Base: vary



RESEARCH

Q11. Satisfaction with services used (amongst users only)



RESEARCH

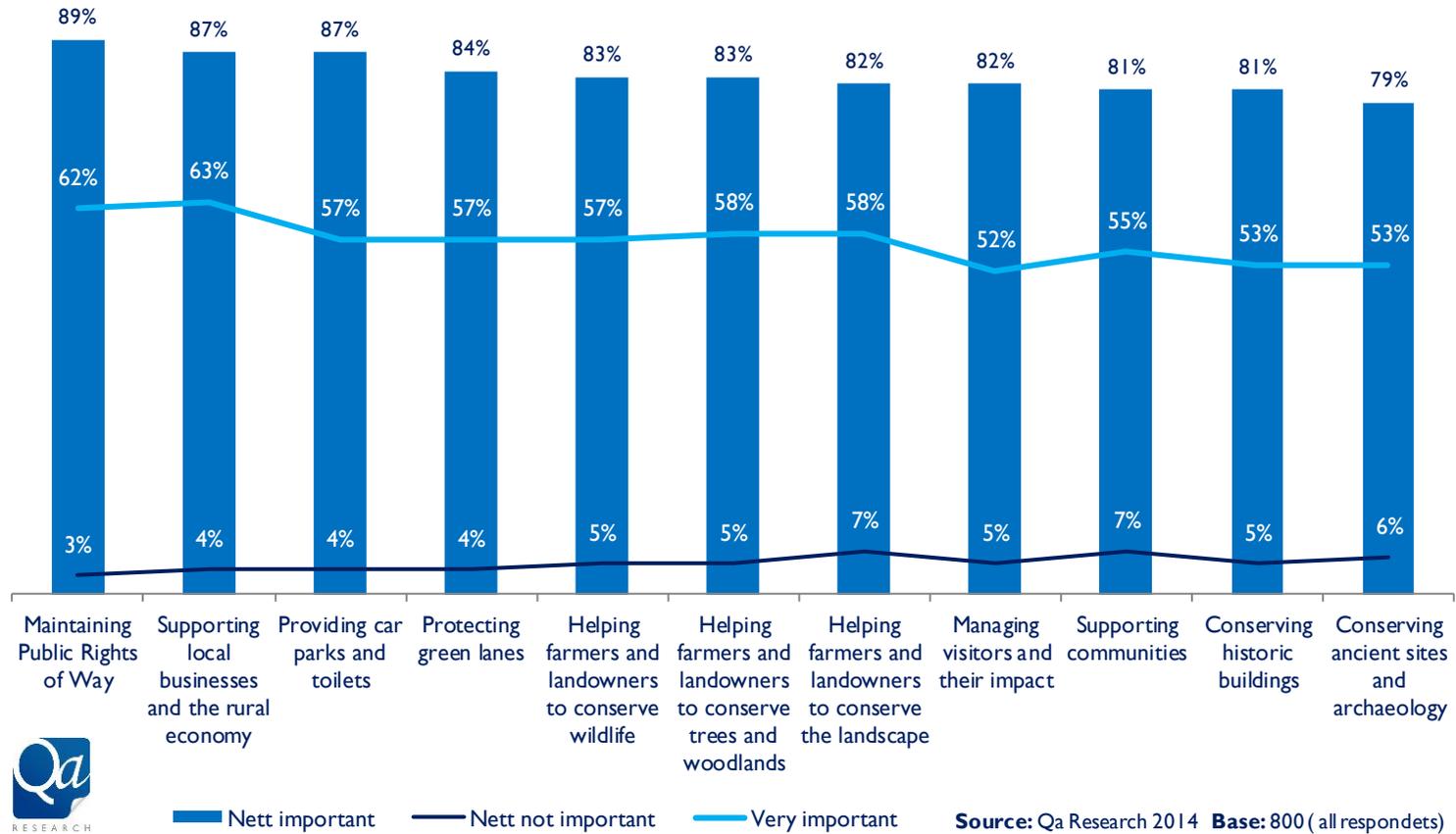
Importance of roles undertaken by the National Park Authority

Respondents were read out a list of options and asked for each how important they felt it was that the Yorkshire Dales National Park Authority undertakes these roles, with answer rated on a five point scale from 'not at all important' to 'very important' (including an option to say 'don't know').

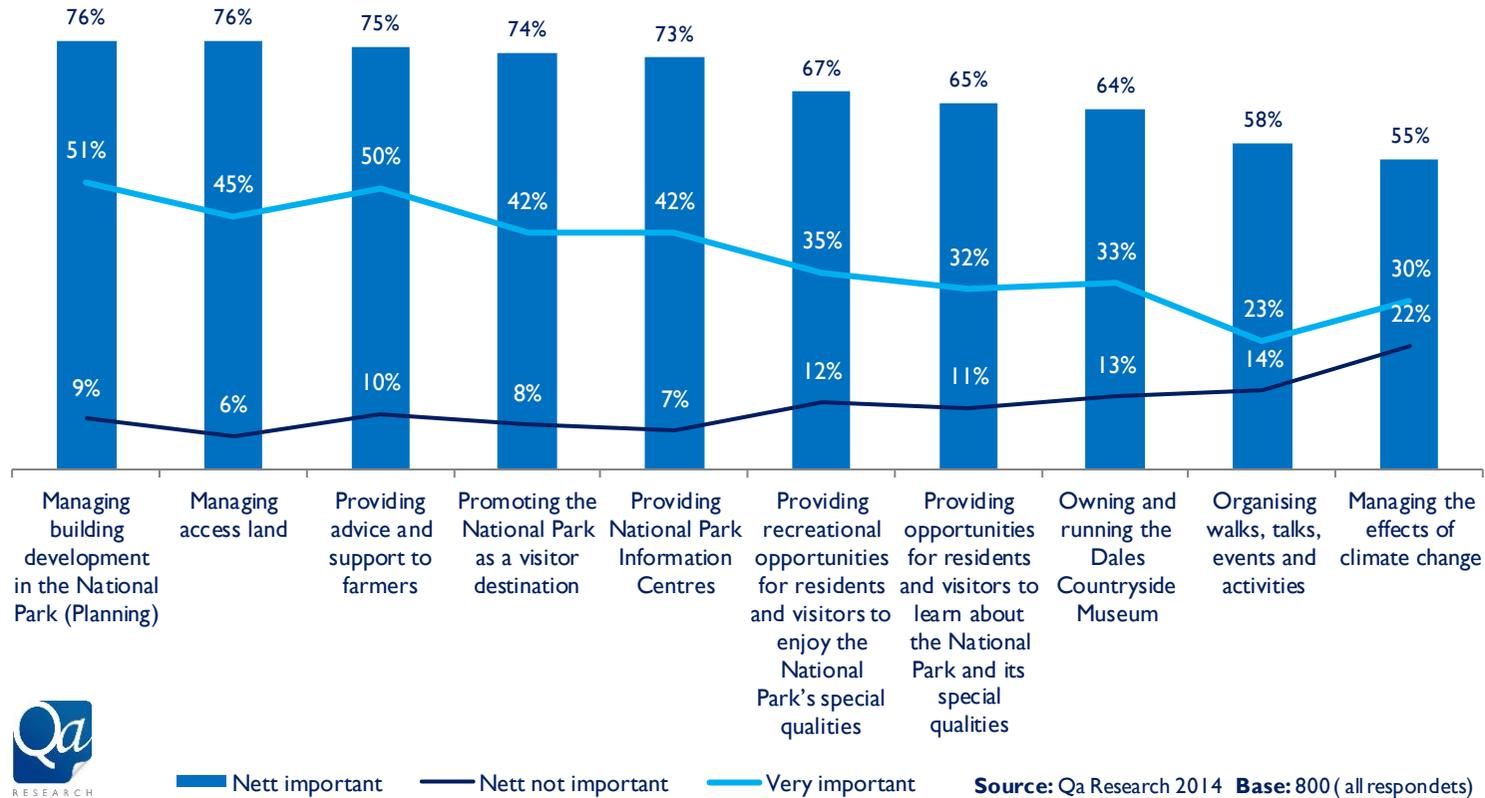
The options have been split in to two charts and ranked in order of the option that was rated as being most important (based on a nett total of those saying 'very' and 'fairly important'). This is shown in the charts overleaf as a bar chart.

The light blue line shows the percentage of respondents who rated this as 'very important' and the dark blue line shows the nett total of all those rating the role as either 'not at all important' or 'not very important'.

Q12. How important is it that the Authority undertakes these roles?



Q12. How important is it that the Authority undertakes these roles?



Comment:

All areas were considered important with two thirds of all the aspects asked about being rated as important that the Authority undertakes this role by 75% or more of all residents.

The expected or desired roles of the National Park Authority are very varied from 'maintaining Public Rights of Way' to supporting farmers and landowners in a variety of ways through to 'managing visitors and their impact' and 'managing planning developments'.

There was no role where more residents than not felt it was 'not important' for the Authority to undertake, suggesting that most residents see a need for the Authority to continue undertaking these roles.

The cross-tabulations below do not show a consistent pattern of particular demographics feeling all roles are important (compared to other audiences), although there is often a gender imbalance in how important many aspects are seen as being.

Nett important (i.e. very and fairly important) the Authority provides:

Proving opportunities for residents and visitors to learn about the National Park and its special qualities:

- Female (70%) - male (61%)
- Disability (76%) – no disability (64%)

Providing recreational opportunities for residents and visitors to enjoy the National Park's special qualities:

- Craven (69%) – South Lakeland (59%)
- Female (73%) - male (61%)

Supporting communities:

- Female (88%) – male (75%)

Supporting local businesses and the rural economy:

- Female (92%) – male (83%)

Managing building development in the National Park (planning):

- Female (79%) – male (73%)
- Recent residents (93%) – established residents (75%)

Providing advice and support to farmers:

- Female (83%) – male (68%)

Helping farmers and landowners to conserve wildlife:

- Female (86%) – male (80%)

Promoting the National Park as a visitor destination:

- 35-44 (84%) – 45-54 (72%), 55-64 (70%), 65+ (74%)
- Female (80%) – male (68%)

Managing visitors and their impact:

- Recent residents (93%) – established residents (81%)

Managing Public Rights of Way:

- Recent residents (97%) – established residents (88%)

Managing access land:

- Richmondshire (81%) – South Lakeland (71%)
- 65+ (82%) – 18-24 (66%), 55-64 (72%)
- Female (81%) – male (72%)

Protecting green lanes:

- 65+ (90%), 55-64 (86%) - 18-24 (70%), 25-34 (72%), 35-44 (75%)

Conserving historic buildings:

- Female (86%) – male (76%)

Providing National Park Information Centres:

- 65+ (81%), 55-64 (73%) - 18-24 (61%), 25-34 (64%), 45-54 (60%)
- Female (78%) – male (68%)

Owning and running the Dales Countryside Museum:

- Richmondshire (73%) – Craven (59%), South Lakeland (59%)
- 65+ (77%) - 18-24 (45%), 25-34 (59%), 35 -44 (57%), 45-54 (52%), 55-64 (60%)
- Female (69%) – male (58%)

Organising walks, talks, events and activities:

- 65+ (66%) - 45-54 (47%), 55-64 (56%)
- Female (65%) – male (51%)

Managing the effects of climate change:

- 25-34 (70%) - 45-54 (51%), 55-64 (52%), 65+ (54%)
- Female (66%) – male (43%)

Opinions about the National Park Authority

Respondents were asked to rate their level of agreement with a range of different statements, with an option to say 'don't know'.

The answers in the table have netted together those who gave a positive rating (strongly agree or agree) and those who gave a negative rating (strongly disagree or disagree), along with the percentage saying strongly agree to highlight that those agreeing with the statement were more likely to just 'agree' than 'strongly' do so.

Q13 Agreement with statements about the YDNPA	Nett agree	Strongly agree	Nett disagree
It conserves and enhances the natural beauty, wildlife and cultural heritage of the National Park	76%	39%	7%
It promotes opportunities for the understanding and enjoyment of the special qualities of the area by the public	66%	25%	8%
It fosters the economic and social well-being of local communities within the National Park	40%	12%	24%
It is in touch with and understands the needs of local people	33%	11%	32%
It gives good support to local communities	37%	12%	24%
It gives good support to local businesses	30%	10%	22%
It responds in a timely way when contacted	42%	18%	17%
It gives good advice	46%	17%	15%
It makes good planning decisions	25%	8%	38%
It provides good value for money	38%	14%	17%
Base: 800			

Nett Agree:

It conserves and enhances the natural beauty, wildlife and cultural heritage of the National Park:

- Female (80%) – male (72%)

It promotes opportunities for understanding & enjoyment of the special qualities of the area by the public:

- Female (71%) – male (62%)
- 65+ (71%), 55-64 (71%) – 45-54 (59%)

It fosters the economic and social well-being of local communities with in the National Park:

- 25-34 (46%), 65+ (45%) - 45-54 (28%)
- Female (44%) – male (35%)

It is in touch with and understands the needs of local people:

- 65+ (43%), 18-24 (41%) – 35-44 (23%), 45-54 (21%)

It gives good support to local communities:

- 65+ (44%), 18-24 (50%) – 35-44 (31%), 45-54 (26%), 55-64 (31%)

It gives good support to local businesses:

- Richmondshire (36%) – Craven (28%), South Lakeland (26%)
- 65+ (35%), 25-34 (36%), 18-24 (50%) – 45-54 (19%)

It gives good advice:

- 65+ (51%), 25-34 (54%), 18-24 (61%) – 35 – 44 (41%), 45-54 (37%)

It makes good planning decisions:

- 65+ (32%), 55 -64 (25%), 18-24 (36%) – 35 – 44 (13%), 45-54 (16%)

It provides good value for money:

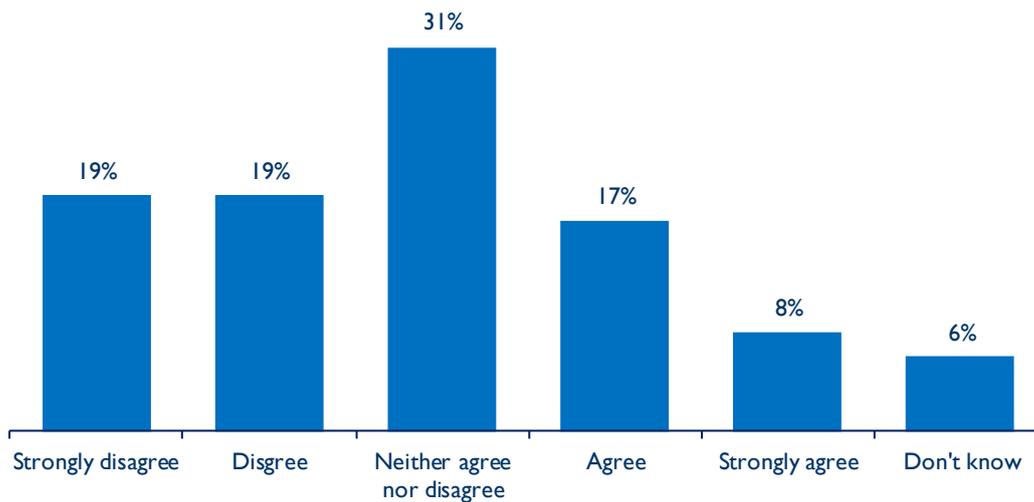
- 18-24 (45%), 25-34 (38%), 35-44 (35%), 55-64 (34%), 65+ (47%) – 45-54 (21%)
- Female (43%) – male (33%)

Attitudes towards planning decisions

Previous surveys asked to what extent the National Park Authority made **reasonable** planning decisions, whereas the wording was changed in 2014 to '**good** planning decisions', so direct comparisons can't be made.

In 2014 25% agree or agree strongly that the YDNPA make **good** planning decisions.

Q13. Agreement that the YDNPA makes good planning decisions

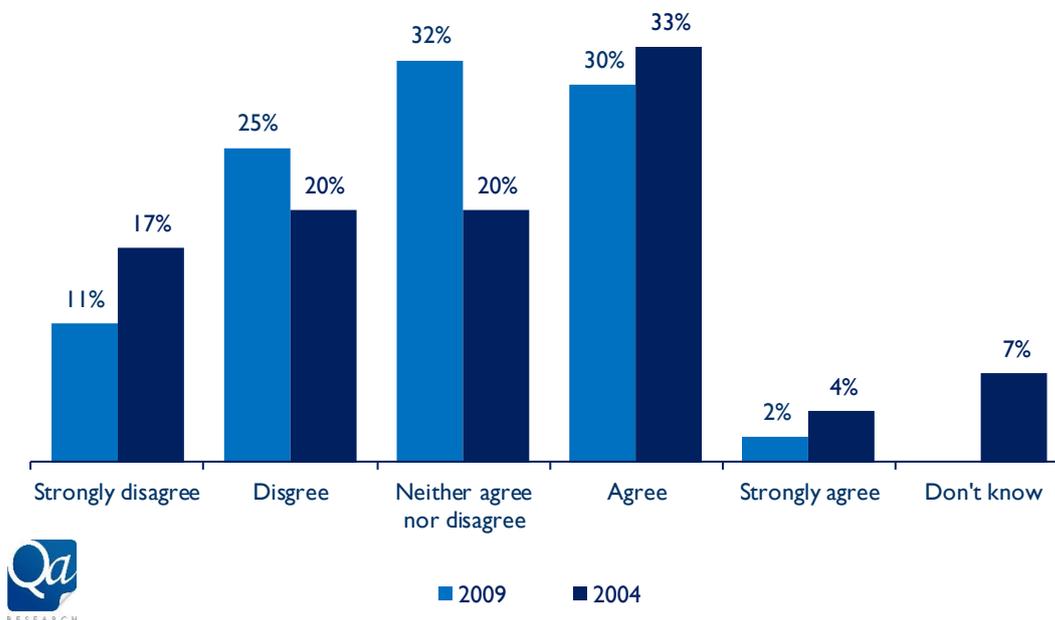


■ 2014

Source: Qa Research 2014 Base: 800 (all respondents)

In 2009 32% and in 2004 37% agreed or agreed strongly that the YDNPA made **reasonable** planning decisions. The 2009 survey did not include an option for 'don't know'.

Q13. Agreement that the YDNPA makes reasonable planning decisions



Amongst residents in the 2014 survey who had actually come into contact with 'planning advice and applications' services provided by the Yorkshire Dales National Park Authority (at Q10) is very slightly more positive with 27% agreeing with the statement 'it makes good planning decisions' (6% strongly agree and 21% agree) and 39% disagreeing (21% strongly and 18% disagree).

The surveys did not ask respondents 'why' they had given the answer about planning that they did.

Rating amongst users of advice / support provided

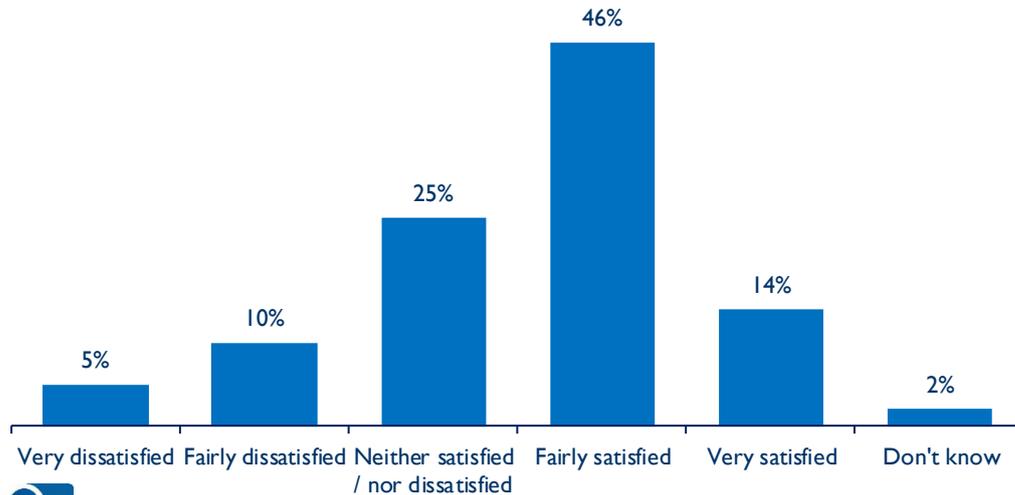
Amongst residents in the 2014 survey who had come into contact with 'advice / support for farmers and landowners' services provided by the Yorkshire Dales National Park Authority (at Q10) 51% agreed with the statement 'it gives good advice' (20% strongly agree and 31% agree) and 16% disagreed (7% strongly and 9% disagree).

Amongst residents in the 2014 survey who had come into contact with 'advice / support for tourism businesses' services provided by the Yorkshire Dales National Park Authority (at Q10) 55% agreed with the statement 'it gives good advice' (21% strongly agree and 33% agree) and 10% disagreed (2% strongly and 8% disagree).

Overall satisfaction with the Yorkshire Dales National Park Authority

Despite some mixed opinions above, on an overall level a majority of respondents are satisfied with the way the National Park Authority does its job with 60% being satisfied and only 15% dissatisfied.

Q14. How satisfied with way the National Park Authority does its job



Source: Qa Research 2014 Base: 800 (all respondents)

Nett satisfied:

- 65+ (69%), 18-24 (73%) – 35-44 (54%), 45-54 (48%), 55-64 (53%)
- Recent resident (76%) – established resident (59%)

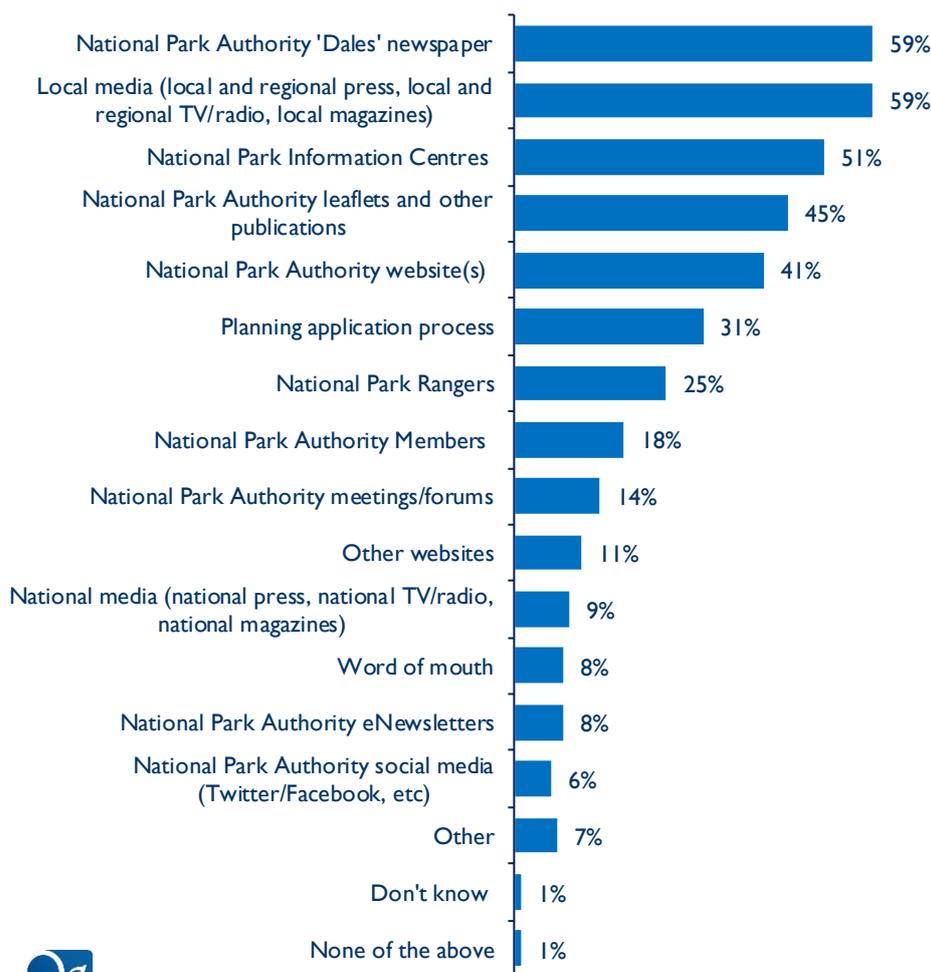
4.5 Communications

Respondents were asked where they currently find out about the National Park and/or the work of the Authority.

Previous research in 2009 and 2004 asked which was the main information source used, but given the variety of ways people now access information this was changed to capture all the ways they use to access this information.

The mean average number of information sources used is 3.96.

Q15. Where currently find out about the National Park and / or the work of the Authority



Source: Qa Research 2014 Base: 800 (all respondents)

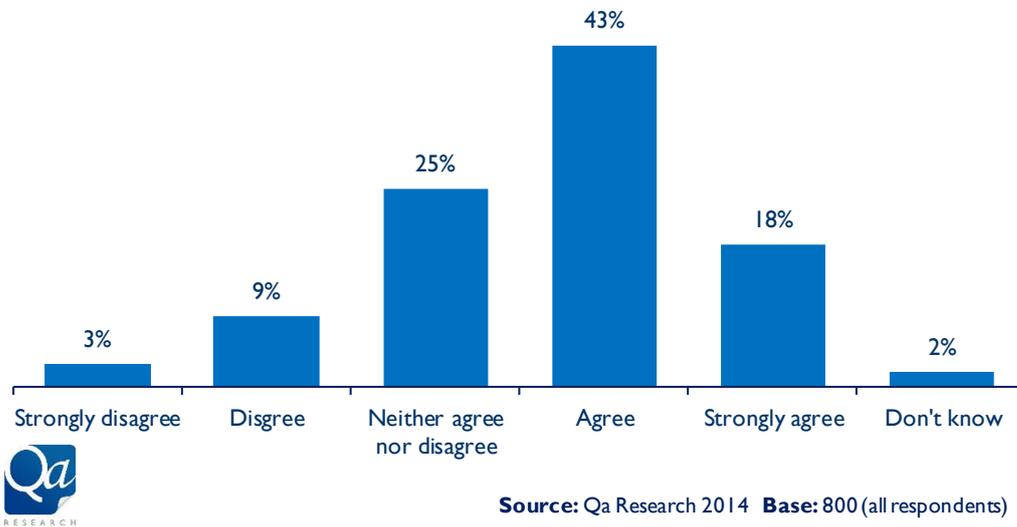
Comment:

With an average of four sources of information used, residents appear to access information from a variety of sources to suit their needs.



Even if residents could be further informed about the work of the Authority only a small number (12%) actively felt they currently were not well informed.

Q16. Agreement with statement: "I generally feel as informed as I need to about the work of the Yorkshire Dales National Park Authority"



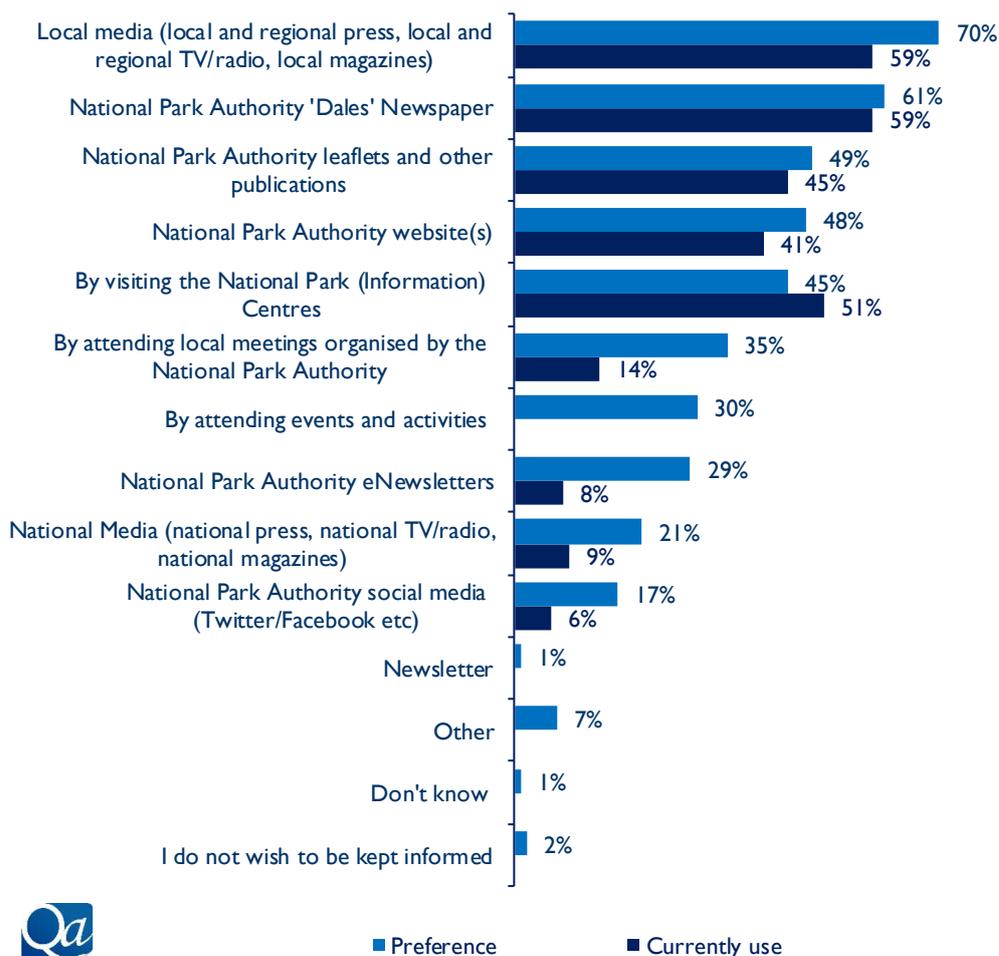
Nett agree:

- 65+ (73%), 45-54 (56%), 35-44 (59%) - 25-34 (41%)
- Disability (76%) – no disability (60%)

The ways residents prefer to be kept informed about the work of the National Park Authority is broadly in line with how they currently find out about the National Park or the work of the Authority, but with an even greater desire to have information from local media sources and the Authority's website.

There also appears to be a desire to have more information digitally (with preferences for the website, e-newsletters and social media being higher than current usage). This may be an issue with provision or awareness that such communications can currently be accessed.

Q17. How prefer to be kept informed about the work of the National Park Authority?



Source: Qa Research 2014 Base: 800 (all respondents)

Cross-tabulations based on 'preferred sources for information'

Local media:

- Richmondshire (74%), Craven (71%) – South Lakeland (61%)

By attending events and activities:

- Richmondshire (33%) – South Lakeland (23%)
- 25-34 (43%), 45-55 (33%), 55-64 (34%) - 65+ (23%)



National media

- 18-24 (30%), 25-34 (25%), 55-64 (25%), 65+ (21%) – 45-55 (12%)
- Female (25%) – male (16%)

National Park Authority Dales Newspaper:

- 65+ (64%), 55-64 (60%), 45-54 (61%), 25-34 (64%) – 18-24 (43%)

National Park Authority social media:

- 18-24 (55%), 25-34 (32%) – 45-55 (18%), 55-64 (15%), 65+ (8%)
- No disability (18%) – disability (8%)

National Park Authority website:

- 18-24 (64%), 25-34 (61%), 35-44 (53%), 45-55 (52%), 55-64 (51%) - 65+ (37%)
- Male (51%) – female (44%)

National Park Authority e-newsletters:

- 25-34 (41%), 35-44 (33%), 45-55 (33%), 55-64 (36%) - 65+ (20%)

By visiting National Park (Information) Centres:

- Female (49%) – male (40%)

4.6 Additional comments

Before capturing profile information, residents were asked in an open ended verbatim question if there was anything else that they would like the National Park to do for residents over the next few years.

The comments made have been grouped together and shown in percentage terms in the table below, ranked in order of the most to least commonly cited aspects, based on those who gave a comment or suggestion.

There was an option to select 'no suggestions', which 43% of residents did select.

Q18 Anything else you would like the NPA to do for residents over the next few years?	
Be more lenient with planning policy	13%
Listen more to residents	13%
More affordable housing	9%
Better upkeep of the area	9%
Keep people more informed about what you're doing	7%
Do more for younger people in the area	7%
Other complaint about planning policy	6%
Allow barn conversions	6%
Focus more on locals rather than tourists and visitors	6%
Be more consistent with planning policy	5%
Do more to protect the environment/trees	5%
Support local businesses more	4%
Do more to improve or maintain bus services	4%
Cheaper or more car parking	4%
Do more to improve or maintain public transport (in general)	3%
Avoid unnecessary building	3%
General positive comment	2%
Improve internet or phone signal	1%
General negative comment	1%
Other	13%
Base: 456	

5. Conclusions and observations

Attitudes and perceptions about the area

The Yorkshire Dales National Park is recognised as a special place, even though residents do not spontaneously reference a myriad of specific aspects beyond the 'natural beauty, scenery or views' that make it so special.

As with all previous research, many residents feel the area is faced with at least a couple of threats and pressures. When asked unprompted, planning issues were key with Government direction on planning policy, lack of affordable housing development and building more housing given as the top three threats or pressures. Other issues cited are varied and numerous, as well as some being conflicting (for example, as many see building more housing to be a threat as those who reference the lack of affordable housing development).

When prompted, the top three threats or pressures which emerge are all economic ones, namely a decline in agricultural income, lack of affordable housing and lack of employment.

Satisfaction with the National Park Authority

The vast majority (98%) have come into contact with one or more of the services provided by the Yorkshire Dales National Park, with 72% experiencing one of the face to face services involving interaction with a member of the National Park Authority staff in the last 5 years.

Overall satisfaction with the way the Yorkshire Dales National Park Authority does its job is high but there is scope to further increase these positive ratings (and move more residents from saying neither satisfied nor dis-satisfied or fairly satisfied up to giving a very satisfied rating).

This overall satisfaction is further emphasised with two fifths of all residents, despite having the opportunity, having no additional suggestions to make when asked in an open ended question what else they would like the National Park Authority to do for residents over the next few years. The variety of suggestions given show there is no single universal issue residents feel needs addressing.

Three quarters of residents agreed that the National Park Authority 'conserves and enhances the natural beauty, wildlife and cultural heritage of the National Park' and two thirds that 'it promotes opportunities for the understanding and enjoyment of the special qualities of the area by the public' suggesting there is still scope to further communicate what the Authority does and is doing to achieve their two statutory purposes.

Residents have come into contact with a wide range of different activities and services provided by the National Park Authority, with more users of each service being satisfied than dis-satisfied by their experiences and interactions.

Amongst users, the most highly rated services (taking into account the percentage difference between those who gave a positive against a negative rating) are the Dales Countryside Museum, National Park Information Centres, volunteers and National Park Rangers.

Although still with higher positive satisfaction ratings than negative, the areas where satisfaction is less pronounced amongst users of the service are the sustainable development fund, advice or

support for farmers / landowners, advice on the historic environment, consultations and planning advice and applications. There is a split of opinion but overall more dis-satisfaction amongst residents who have come into contact with 'planning advice and applications' services provided by the Yorkshire Dales National Park than satisfaction about the decisions made, although the survey does not tell us specifically why residents gave the rating they did.

All areas were considered important with two thirds of all the aspects or roles that the Authority undertakes being rated as important by three quarters or more of all residents. There was no role where more residents than not felt it was 'not important' for the Authority to undertake suggesting most residents see a need for the Authority to continue undertaking these roles.

The aspects residents are less complimentary about are whether the Authority is in touch with and understands the needs of local people, with an equal split between those who agree and disagree with this statement; whereas more residents disagreed than agreed that the Authority makes good planning decisions.

Communicating with residents

Residents generally feel as informed as they need to about the work of the Authority, with an average of nearly four different sources of information being used; however there is scope to change those who 'neither agree or disagree' or those who 'agree' rather than 'strongly agree' into giving a higher rating.

There is no single form of communication which will suit all or a majority of residents living in the National Park.

Compared to how residents currently access information about the work of the National Park Authority, the desire to do so digitally (be this via the website, social media or e-newsletters) is likely to grow, with a higher number saying they prefer these formats than currently access information this way., There is, though, a distinct difference between how older / retired residents want to receive information compared to other age bands, suggesting a variety of options will still be needed to communicate to all residents for the foreseeable future.

6. Appendix

6.1 Survey

Yorkshire Dales National Park Residents Survey 2014

Good morning/afternoon/evening, my name is [name] and I am calling from Qa Research on behalf of the Yorkshire Dales National Park Authority

We are conducting a survey for the Authority to understand the views and opinions of residents living within the National Park. Would you be able to spare some time now to answer some questions, the survey should last no more than 10 minutes.

Just to reassure you this interview will be carried out according to the Market Research Society's Code of Conduct. Your answers will be treated in confidence and the findings of this survey will be reported anonymously. If there are any questions that you do not wish to answer, then please let me know. The call may be recorded for quality purposes. Is that ok?

Q1 Can I check, do you live within the Yorkshire Dales National Park?

Singlecode

Yes

No

Don't Know

If no or don't know 'thank and close'

Q2 So we can achieve a suitable mix of residents can you tell me which of the following age bands you fall into?

[Interviewer to read if relevant] It's important we speak to a representative number of all age groups so that everyone has their say. At the moment we are very short of people between [age range] may I ask is there anyone in the household between these ages who may be able to spare us a few minutes.

Singlecode

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65 +

Q3 [Interviewer to read if relevant] We are also trying to achieve a representative spread of both men and women. At the moment we are very short of [gender] may I ask is there anyone over 18 in the household who is [gender] who may be able to spare us a few minutes.

[DO NOT READ] Interviewer to record gender

Singlecode

Male
Female

About the National Park

Q4 Do you think the Yorkshire Dales National Park is a special place?

Singlecode

Yes
No

If no go to Q6

Q5 With regard to the Yorkshire Dales National Park, what do you see as its special qualities? (Do not prompt) (If only one suggestion given by respondent interviewer to ask if anything else before moving onto next question)

Open space/freedom/remoteness
Limestone scenery
Natural beauty/scenery/views
Peaceful/ tranquil
Walks and walking
Hills/dales/valleys
Villages/ traditional buildings
Outdoor activities
Clean/ unpolluted
Hay meadows
Barns and walls
Social history
Waterfalls
Wildlife
Other (*please specify*)
Nothing
Don't know

Q6 Do you think there are any threats to or pressures on the Yorkshire Dales National Park as an area?

Singlecode

Yes
No

If 'no' go to Q8

Q7a What do you think these threats and pressures are? [unprompted but if only say one thing probe if anything else before moving on]

Government direction on planning policy (eg proposals to allow any barn to be converted to open market housing)
Too much tourism
Too little tourism
Industrial/commercial development
Decline in agricultural income

Pressures of modern agriculture on the environment
Lack of affordable housing development
Building more housing
Climate change
Traffic
Lack of funding needed to maintain/conserv e National Parks
Windfarms
Lack of employment
Four-wheel drive vehicles off-roading
Other (specify)

Q7b On a scale of 1 to 5 with 1 being not at all and 5 very much so, to what extent do you think the following are threats or pressures to the Yorkshire Dales National Park?

Not at all
Not very much
Occasional issue
Quite a lot
Very much so
Don't know

Rotate list

Government direction on planning policy (eg proposals to allow any barn to be converted to open market housing).
Too much tourism
Too little tourism
Industrial/commercial development
Decline in agricultural income
Pressures of modern agriculture on the environment
Lack of affordable housing development
Building more housing
Climate change
Traffic
Lack of funding needed to maintain/conserv e National Parks
Windfarms
Lack of employment
Four-wheel drive vehicles off-roading
Other

The National Park Authority and its Services

Q8 Before this interview today, had you ever heard of the Yorkshire Dales Park Authority?

Singlecode

Yes
No

Q9 What do you understand is the role of the Yorkshire Dales National Park Authority?

[DO NOT PROMPT]

Multicode

Conserving the landscape
Conserving the villages/buildings
Looking after the footpaths and bridleways
Conserve the cultural heritage
Planning control
Protecting Wildlife
Promoting tourism
Providing recreational opportunities
Maintaining roads
Environmental health
Supporting local businesses (employment, business, etc)
Providing housing
Other (Please specify)

Q10 Which of the following services provided by the National Park Authority, have you used or come into contact with during the last five years?

[READ OUT]

Multicode

National Park Rangers
Sustainable Development Fund
Planning advice and applications
Advice/support for farmers & landowners
Advice/support to tourism businesses
Advice on the natural environment (biodiversity, trees and woodlands)
Advice on the historic environment (archaeology, listed buildings, Historic Environment Record)
Maintenance of Public Rights of Way (footpaths) and access land
Walks, talks, events and activities
National Park Information Centres
Dales Countryside Museum
National Park Authority car parks
National Park Authority website(s)
'Dales' newspaper
Information boards
Volunteers
Consultations (e.g. on Yorkshire Dales National Park Management Plan and/or Local Plan)
Other (please specify)

Q11 How satisfied are you with each of the services you have used or come into contact with (that you mentioned)?

Import list from options ticked at Q10

Very dissatisfied
Fairly dissatisfied
In the middle
Fairly satisfied
Very satisfied
Don't know / can't say

Q12 We have talked about the services provided by the Authority, I would now like to ask you for your opinion on what you think are the most important things the Yorkshire Dales National Park Authority should be doing.

On a scale of 1 to 5, with 1 being not at all important and 5 being very important how important is it that the Authority undertakes these roles?

- 1 – Not at all important
- 2 – Not very important
- 3 – Neither important nor unimportant
- 4 – Fairly important
- 5 – Very important
- Don't know

Rotate list

- Providing opportunities for residents and visitors to learn about the National Park and its special qualities
- Providing recreational opportunities for residents and visitors to enjoy the National Park's special qualities
- Supporting communities
- Supporting local businesses and the rural economy
- Managing building development in the National Park (Planning)
- Providing advice and support to farmers
- Helping farmers and landowners to conserve the landscape
- Helping farmers and landowners to conserve wildlife
- Helping farmers and landowners to conserve trees and woodlands
- Promoting the National Park as a visitor destination
- Managing visitors and their impact
- Maintaining Public Rights of Way
- Managing access land
- Protecting green lanes
- Conserving historic buildings
- Conserving ancient sites and archaeology
- Providing National Park Information Centres
- Owning and running the Dales Countryside Museum
- Providing car parks and toilets
- Organising walks, talks, events and activities
- Managing the effects of climate change

Q13 To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree
- Don't know

Rotate list

It conserves and enhances the natural beauty, wildlife and cultural heritage of the National Park

It promotes opportunities for the understanding and enjoyment of the special qualities of the area by the public
It fosters the economic and social well-being of local communities within the National Park
It is in touch with and understands the needs of local people
It gives good support to local communities
It gives good support to local businesses
It responds in a timely way when contacted
It gives good advice
It makes good planning decisions
It provides good value for money

Q14 Overall, how satisfied are you with the way the National Park Authority does its job?

Singlecode

Very dissatisfied
Fairly dissatisfied
Neither satisfied / nor dissatisfied
Fairly satisfied
Very satisfied
Don't know

Communications

Q15 Looking at this list, where do you currently find out about the National Park and/or the work of the Authority?

[READ OUT]

Multicode

Local media (local and regional press, local and regional TV/radio, local magazines)
if yes, please specify
National media (national press, national TV/radio, national magazines)
if yes, please specify
National Park Authority 'Dales' newspaper
National Park Authority social media (Twitter/Facebook, etc)
National Park Authority website(s)
Other websites
National Park Authority leaflets and other publications
National Park Authority eNewsletters
National Park Rangers
Planning application process
National Park Authority Members
National Park Information Centres
National Park Authority meetings/forums
Other (specify)
Don't know
None of the above

Q16 To what extent do you agree with the statement "I generally feel as informed as I need to be about the work of the Yorkshire Dales National Park Authority"?

Strongly disagree
Disagree

Neither agree nor disagree
Agree
Strongly agree
Don't know

Q17 How would you prefer to be kept informed about the work of the National Park Authority?

[READ OUT]

Multicode

Local media (local and regional press, local and regional TV/radio, local magazines)
National Media (national press, national TV/radio, national magazines)
National Park Authority 'Dales' Newspaper
National Park Authority social media (Twitter/Facebook etc)
National Park Authority website(s)
National Park Authority leaflets and other publications
National Park Authority eNewsletters
By visiting the National Park (Information) Centres
By attending events and activities
By attending local meetings organised by the National Park Authority
Other (specify)
Don't know
I do not wish to be kept informed

Q18 Is there anything else you would like the National Park Authority to do for residents over the next few years?

Verbatim comment

No suggestions

About You

Q19 How long have you lived in this area?

Singlecode

Less than 1 year
Over 1 year but less than 3 years
Over 3 years but less than 5 years
Over 5 years but less than 10 years
Over 10 years but less than 20years
Over 20 years
Don't know

Q20 Is this your principal residence?

Singlecode

Yes
No

Q21a Are you currently in either paid employment or full time education?

Yes, paid employment
Yes, full time education
No, neither

Only ask Q21b if say yes at Q21a

Q21b Is your place of work or study within the National Park or outside it?

Singlecode

Inside the National Park

Outside the National Park

Don't know

Q22 To which ethnic group do you consider you belong to?

Singlecode

White British or Irish

Any other white background

Mixed/white & black Caribbean/white and black African/ any other mixed background

Asian or Asian British/Indian/Pakistani/Bangladeshi/any other Asian background

Black or Black British/Caribbean/African/ any other black background

Chinese or other ethnic Chinese group

Other (***Please specify***)

Prefer not to say

Q23 Do you consider yourself to have a disability that limits your daily activities?

Yes

No

Prefer not to say

Thank and close