

## Comments on the Kennel Club Burnham Beeches Survey

Durwyn Liley, 21<sup>st</sup> July 2014

### Clarification on numbers of dog walkers in the Footprint Ecology survey.

In the Footprint Ecology visitor survey undertaken in 2013, 359 interviews were undertaken, of which 56% were with dog walkers. The visitor survey involved interviews with a random sample of people, and only one person was interviewed per group, so for example, a family or a lone dog walkers would both be a single interview. Taking into account group size, then dog walkers accounted for 44% of the visitor volume.

### Responses to Kennel Club's questionnaire output

#### General points

The number of responses varies markedly with each question, with often over a third of respondents skipping the question. The bar charts for each question simply give percentages based on the number of answers. This creates some bias and is not made clear. This applies to many questions, but, for example, on Q11 (spend on parking) the bar chart suggests about 75% of respondents would spend much less. This is 75% of the 98 that answered the questions, but actually is less than half of all the people that responded.

The output appears to be simply that generated automatically by the software (survey monkey): there is no indication that the data have been checked by the kennel club (for example to check for anyone that might have responded twice). There is also no breakdown or filtering to allow the data to be queried in more detail – this is lacking throughout the output. For example with Q6 (relating to future spend in the café at Burnham Beeches) it would be useful to tell whether the people that indicated they would spend much less were the regular visitors or the infrequent visitors.

#### Specific points

Q1: the results would suggest 87 respondents visited Burnham Beeches regularly to walk their dog. This is a relatively small component of the overall numbers of visitors. For example if we use categorise each response according to an approximate number of annual visits (1), then it would suggest the respondents account for just over 30,000 annual visits to Burnham Beeches – a small proportion of the nearly 600,000 total person visits estimated each year (Wheater & Cook 2012).

**Table 1: Responses to question 1 in the Kennel Club questionnaire: “on average, how often do you go for a walk in Burnham Beeches....”. Suggested visits per year is our estimate of how many visits each category might represent – for example for ‘more than once a day’ we have assumed 1.5 visits per day, i.e. 547.5 visits per year.**

<b>Response categories to question 1</b>	<b>Number of respondents in Kennel Club questionnaire</b>	<b>Suggested visits per year</b>	<b>Total visits</b>
more than once a day	17	547.5	9307.5
once a day	39	365	14235
4-6 times per week	20	260	5200
1-3 times per week	11	104	1144
a few times per month	27	60	1620
hardly ever	13	5	65
never	8	0	0
<b>Total</b>			<b>31,571</b>

Q5: from the table in the Kennel Club summary it would appear that 93 respondents spend money in the café each week, yet Q1 indicates that only 87 respondents visit at least weekly. This may imply that some respondents struggled to answer these questions accurately.

Q7: the number of people who have bought an annual season ticket is just 13 – this is perhaps surprising given that 56 respondents indicated they visited at least daily (and therefore would benefit from buying a ticket).

Q8: Given that 13 people indicated they had purchased a season ticket, it is interesting that only 8 answered the question regarding renewing their ticket.

Q10: the response is particularly low.

Q11: the response is higher (by one) compared to question 10. The lack of routing and required answers makes it difficult to have much confidence in the responses.

Q13: the table would benefit from a totals row at the bottom. The first column indicates that 74 respondents would walk their dog every day somewhere else besides Burnham Beeches. This is considerably higher than the response in Q1 which indicates that 56 respondents walked their dog at least daily at Burnham Beeches. It seems throughout the kennel club’s output the totals in the tables do not seem to match up.

Q14 and 15: there is no summary of the responses (Q15). Are 17 respondents professional dog walkers. If so then these should be filtered and reported differently within the results. They are more likely to respond to the questionnaire if it means there may be implications for how they run their business. These 17 would make up a high proportion of the regular visitors.....