



An online survey of tourists who holidayed in Northern Devon in 2021: survey instrument and method

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Project context

The Bio-Cultural Heritage Tourism project is an EU Interreg project involving four UNESCO Biosphere Reserves (North Devon Biosphere Reserve, Brighton and Lewes Downs Biosphere Reserve, Réserve de Biosphère Iles et Mer d'Iroise and Réserve de Biosphère Marais Audomarois) and two resource partners, Pas-de-Calais Tourisme and the University of Exeter. The collaborative project started in April 2018 and ends in December 2021. The project seeks to address the impacts of over-tourism in the Biosphere Reserve by using the concept of BioCultural Heritage Tourism (BCHT), which is about celebrating the connections between humans and the natural world around us. The project has three main themes: tourism management, business engagement and the development of new tourism experiences. This survey was part of the tourism management theme.

Purpose

This document presents the survey instrument used in a survey of tourists to Northern Devon disrupted via an online panel and information on the methods used for data collection. For enquiries about the aggregated results of the survey please contact the author.

Survey aims

The overall aim of the survey was to capture responses from a representative sample of domestic tourists (overnight staying visitors) to Northern Devon in 2021, and to explore their holiday experiences and preferences for the future of tourism in Northern Devon. Building on scenarios developed in the Bio-Cultural Heritage Tourism project and preferences stated in North Devon UNESCO Biosphere Reserve User Survey 2021, and Northern Devon Tourism Business Survey 2021, this survey sought to understand more about tourist preferences and attitudes toward tourism in the region. Given Covid-travel restrictions and stay-cation effect in 2021, a focus on domestic tourists (UK residents) was taken.

Survey design

The survey was designed by the University of Exeter. It aimed to complement and extend the North Devon User Surveys 2019 and 2021 (also completed on the Bio-Cultural Heritage Tourism project), by exploring tourists attitudes towards the region and preferences for its future. Where the user surveys had captured information about on-site experiences, this survey explored tourist attitudes towards, and preferences for, nature, heritage and tourism in the region in more depth.

Where the user survey was completed on-site in Northern Devon, the panel survey aimed to gain responses from a representative sample of tourists from the UK. To achieve this, the sample was structured by quotas for six target groups. These quotas aimed to capture responses from respondents across a range of criteria (age, gender, ethnicity and socio-economic groups) based on a profile of the UK population. The online survey provided scope to collect nuanced attitudinal data using longer scales than are practical in in-person surveys.

The study was reviewed by Social Sciences and International Studies Research Ethics Committee (reference: 201819-043).

Survey delivery

The survey was designed by the University of Exeter completed by an online survey panel provided by Smart Survey Ltd. University of Exeter designed the survey instrument which was shared with members of the panel via Smart Surveys GDPR-compliant survey platform. The survey was launched on 11th January and closed on 16th January 2022. We received 505 completed surveys from qualifying respondents, and 1081 responses from those who were disqualified.

To identify respondents who had been on holiday to Northern Devon in the last twelve month (i.e. in 2021) the survey started by showing participants two maps of the North Devon Biosphere Reserve. Participants were shown two maps, one of the Biosphere Reserve in its South West context and the other was of the Biosphere boundary. Participants were then asked whether they had had a holiday in the area in the last twelve months. Participants qualified to take part if they answered that they had had a holiday in the region in last twelve months, other participants were disqualified and did not complete the survey. Qualifying participants were then asked whether they wished to participate in the survey based on a summary of the research and information sheet. Those who consented were routed through to the remaining survey questions.

The survey referred to study area as 'Northern Devon' rather than the North Devon UNESCO Biosphere Reserve. We took this decision based on our view about the awareness of the Biosphere Reserve designation among visitors. This was based on findings from our 2019 and 2021 User Survey that awareness of the Biosphere Reserve status – and therefore likely awareness of the Biosphere Reserve boundary – is relatively low among tourists. We felt that dis/qualifying visitors based on their awareness of visiting the Biosphere Reserve would limit response rates. We acknowledge that strictly, Northern Devon comprises North Devon and Torridge districts of Devon, however the North Devon Biosphere Reserve boundary goes beyond these into Mid- and West Devon districts. Our use of 'Northern Devon' as the name of the area, was designed to cover a broad, Biosphere Reserve area, so that results could inform regional tourism management.

Data cleaning

Although 505 respondents completed the survey, eight responses were disqualified by the researcher during data processing. Reasons for disqualification included respondents reporting zero holidays to Northern Devon in the last twelve months having completed the dis/qualification question reporting they had holidayed there in the last 12 months, and long strings on 'random' text in free text boxes (e.g. 'frHr gwgW GGKB'). The later was taken as an indicator of poor quality answers. The total useable responses to the survey was 497.

Data Analysis

Descriptive statistics were performed on SPSS (Version 28.0.1.0 [142]) by University of Exeter.

Survey instrument

The survey contained 31 questions, including one dis/qualification question, and two consent questions.

Questions were organised into 9 themes:

- Information about the holiday in the last 12 months
- Reasons for visiting
- Holiday experiences and activities
- Sustainability and tourism impacts
- Perceptions of the future of tourism
- What's important now and in the future, in Northern Devon
- Future visits to Northern Devon
- Your holidays in 2022
- Demographic information

The questions are reproduced in full on the following pages (see pages 5-9)

Survey questions

Landing page

We're interested in your views to help us better understand tourism in Northern Devon. If you've been on holiday in Northern Devon in the past 12 months, we're interested why you visited, your experience and activities while you were there and what you think tourism in Northern Devon might be like in the future. Please see these maps of Northern Devon, which define the area we are interested in:

MAP 1 image

MAP 2 image

Map images

1. In the last 12 months, have you been on holiday in Northern Devon? The area is defined on the maps above. *

- ☐ Yes, I've been holiday in Northern Devon in the last 12 months
- ☐ No, I haven't been on holiday in Northern Devon in the last 12 months

Information about the survey and consent

The survey should take about 15 minutes to complete. Your participation is voluntary; you are free to stop completing the survey at any point. Your responses to the survey are completely anonymous. For more details of how we will protect and use the data you supply, please see our [Information Sheet](#).

Our research is funded by the EU Interreg France Channel England programme. The results will enable the North Devon Biosphere Reserve in the local management of tourism. Anonymised results from the survey may be used in academic publications or conferences. For more details on the survey and this research, please see our [Information Sheet](#).

Please note that once you submit the survey, you will be unable to withdraw your responses but they will be anonymous. The research is being conducted by the Centre for Rural Policy Research at the University of Exeter. If you are not happy with any aspect of the project and wish to communicate this, please contact the University of Exeter, College of Social Sciences and International Studies Research Ethics Committee, ssis-ethics@exeter.ac.uk.

2. Please read the statements below. Check both boxes if you consent to participate in the research. *

- ☐ I confirm that I have read the information sheet (version 2, 03.11.2021); understand that the data collected will be looked at by researchers at the University of Exeter; that anonymised, aggregated results will be shared with the North Devon Biosphere Reserve and tourism business organisations; and that data may be used in academic publications or conferences.
- ☐ I understand that while completing the survey I can stop at any time but that, after I submit the survey, I will be unable to withdraw my data. The University of Exeter will be unable to identify individual responses as they are anonymous.

3. Your holiday in Northern Devon in the last 12 months

This survey is about Northern Devon. Broadly, this is the districts of North Devon and Torridge in the county of Devon, in the South West of England. This area is also known as the North Devon Biosphere Reserve. We refer to this area as 'Northern Devon', 'the area' or 'the region' in the rest of the survey.

3. How many times have you been on holiday in Northern Devon in the last 12 months? Please enter a number in the box below. *

4. In the last 12 months, how long was your longest holiday in Northern Devon? Please let us know the number nights you stayed in the area. *

5. Was your holiday in the last 12 months... *

- ☐ Your first visit to the area
- ☐ I've visited occasionally in the last 5 years (2 to 4 times)
- ☐ I've visited regularly in the last 5 years (5 or more times)

6. During your longest holiday to Northern Devon in the last 12 months, who were you with? Please select all that apply. *

- ☐ Partner/ spouse
- ☐ Child/ children
- ☐ Adult family members, or relatives
- ☐ Friends
- ☐ An organised group
- ☐ I was on my own

7. How many people were in your group in total? Please include children and yourself in your answer. *

8. During your longest holiday to Northern Devon in the last 12 months, what was the main type of accommodation you used? *

- ☐ Serviced (hotel, B&B, guest house)
- ☐ Self-catering (cottage, apartment, hostel)
- ☐ Accommodation-sharing via website (e.g. 'AirBnB')

- ☐ Caravan / campervan
- ☐ Camping
- ☐ Staying with friends / relatives
- ☐ Other (please specify):

4. Reasons for visiting

9. Why did you choose to visit Northern Devon rather than elsewhere?

	Disagree	Agree
We come to Northern Devon every year	<input type="checkbox"/>	<input type="checkbox"/>
We have a holiday in the South West every year and chose Northern Devon this time	<input type="checkbox"/>	<input type="checkbox"/>
We weren't able to travel abroad due to Covid travel restrictions so we chose Northern Devon instead	<input type="checkbox"/>	<input type="checkbox"/>
Northern Devon was on our 'bucket list' to visit	<input type="checkbox"/>	<input type="checkbox"/>

10. We go on holiday to Northern Devon...

	Strongly disagree	Disagree	Agree	Strongly agree
To go walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To go cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To do 'active' outdoor activities, such as surfing, coasteering etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time on the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To sample local food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To visit towns and villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To go shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To go to events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To go to visitor attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. We go on on holiday to Northern Devon... *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
To relax, for wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To enjoy the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about nature or heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To explore the region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Your holiday experience and activities

12. Thinking of your longest holiday in Northern Devon in the last 12 months, please respond to the following statements about your experience of the area.

	Strongly disagree	Disagree	Agree	Strongly agree
What I enjoyed most about the area was its beaches and coastline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found some beaches and parts of the coast too busy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting inland parts of Northern Devon was a memorable part of the holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inland areas I visited were quiet and peaceful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was enough to do in Northern Devon when the weather was bad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Thinking of your longest holiday in Northern Devon in the last 12 months, please respond to the following statements about your experience of facilities and travel in the region:

	Strongly disagree	Disagree	Agree	Strongly agree
Parking was always available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The roads in Northern Devon are too congested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus and train transport options met my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I needed a car to get the most out of my	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Agree	Strongly agree
holiday in Northern Devon				
Walking routes and cycling trails enhanced my visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. When visiting nature or heritage sites while on holiday in Northern Devon, to what extent do these statements describe you?

	Does not describe me	Describes me moderately well	Describes me very well	Describes me perfectly
I like to visit nature/heritage sites that have a café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to follow a marked trail than use a map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information or interpretation at the site enhances my experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I check the site has appropriate toilet facilities before visiting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to visit lesser known places that aren't too busy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. What was your experience of these three types of nature and heritage sites, while on holiday in Northern Devon?

	Very negative	Negative	Neither negative nor positive	Positive	Very positive	I didn't visit a site like this
'Secret spots': Places with footpaths, an informal car park or layby, but no facilities like toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Hidden gems': Sites with basic facilities such as bins, a map or some information about the site, a car park, but no staff or café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Beauty spots': Sites with facilities such as a toilet and a cafe, some interpretation and a large car park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very negative	Negative	Neither negative nor positive	Positive	Very positive	I didn't visit a site like this
'Major attractions': Sites with a visitor centre, a café, staff, toilet facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you wish to make any comments about your experience at nature or heritage sites, please do so here:

6. Sustainability and tourism impacts

16. How would you rate your commitment to acting sustainably? *

	1 = Not at all committed	2	3	4	5	6	7 = Extremely committed
While at home, not on holiday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
While on holiday in Northern Devon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
While on holiday abroad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Please respond to following statements. While on holiday in Northern Devon, I feel... *

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I had a positive impact on the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a positive impact on the local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a positive impact on the local community or culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Perceptions of the future of tourism in Northern Devon

18. We're interested in the future of tourism in Northern Devon, and we're interested in what visitors think of the options.

Below we describe several scenarios for the future of tourism in Northern Devon. Please rank the scenarios in order of preference. 1 = most favoured option, 3 = least favoured option. *

Scenario 'U' – much the same as in the past; seasonal tourism concentrated in the summer and at particular, popular sites. The same sort of products and offer for tourists; no real change.

Scenario 'G' – growing tourism significantly; removing restrictions to development, including on natural sites; allowing more attractions to open up, adding new products and offers for tourists.

Scenario 'R' – managed change; modest development of tourism. Reducing tourism pressures in peak periods and at key environmental sites; spreading the benefits of tourism more widely throughout the year, across the area, and through local communities. Some new products and offers for tourists.

19. In your opinion, which scenario do you think is most likely to become a reality? *

- ☐ **Scenario 'U'** – much the same as in the past; seasonal tourism concentrated in the summer and at particular, popular sites. The same sort of products and offer for tourists; no real change.
- ☐ **Scenario 'G'** – growing tourism significantly; removing restrictions to development, including on natural sites; allowing more attractions to open up, adding new products and offers for tourists.
- ☐ **Scenario 'R'** – managed change; modest development of tourism. Reducing tourism pressures in peak periods and at key environmental sites; spreading the benefits of tourism more widely throughout the year, across the area, and through local communities. Some new products and offers for tourists.

8. What's important now and for the future in Northern Devon

20. Please respond to the statements below *

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
There are too many visitors in Northern Devon already	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism in Northern Devon shouldn't grow any further than it already has	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northern Devon doesn't have the road infrastructure to support more visitors in peak season	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers and landowners should be paid for looking after	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
the region's natural environment Wildlife and environmental organisations are responsible for looking after the region's natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Please respond to the statements below *

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It won't change Northern Devon if there are more visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more accommodation and facilities for visitors on the coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northern Devon needs more visitor attractions to make me stay longer in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors should make a voluntary cash contribution to maintaining the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism businesses aren't responsible for the area's natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Please respond to the statements below *

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The benefits and impacts of tourism should be spread across the region, not focussed on the coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Tourism development should benefit local communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'd come to Northern Devon outside of peak holiday season if there was more to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism businesses should contribute to a 'tourism tax' that is used to maintain and enhance the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a tourist, I have a duty to protect the environment in Northern Devon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Your future visits to Northern Devon

23. If you were to visit Northern Devon again, how interested would you be in... *

	1 = Not at all interested	2	3	4	5	6	7 = Extremely interested
Learning more about the region's natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using public transport, bikes, or having car free days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating in cafes/restaurants that sell locally sourced food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting inland areas away from the coast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using a mobile app with real time parking information to decide where to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning more about the region's heritage and history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buying food from local, independent shops or farm shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. If you were to visit Northern Devon again, how willing would be you be to... *

	1 = Not at all willing	2	3	4	5	6	7 = Extremely willing
Make a small financial contribution to a scheme that looks after the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay to hire a bike or electric bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for a guided walk of a farm, smallholding, vineyard, brewery, distillery etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for a guided walk of a historic building, archaeological site, heritage site etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for a half-day workshop to learn a rural skill (e.g. tree planting, stonewall building etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pay for a half-day workshop to learn more about plants and animals (e.g. plant identification, bee keeping etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be considerate of local communities by taking rubbish and litter home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Your holidays in 2022

25. How likely or unlikely are you to go on holiday in Northern Devon, elsewhere in the UK or abroad in 2022? *

	Very unlikely	Unlikely	Likely	Very likely
Northern Devon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elsewhere in the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abroad, outside the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How interested are you in taking a holiday in Northern Devon during these times of the year?

1 = Not at all interested; 7 = Extremely interested

- Summer** (June to August) ☐
- Autumn** (September to November) ☐
- Winter** (December to February) ☐
- Spring** (March to May) ☐

11. Demographics

27. Please select your age category: *

- ☐ 18 - 24 years
- ☐ 25 - 34 years
- ☐ 35 - 44 years
- ☐ 45 - 54 years
- ☐ 55 - 64 years
- ☐ 65+ years
- ☐ Prefer not to say

28. How do you describe your gender? *

- ☐ Female
- ☐ Male
- ☐ Prefer to self-describe (please give details below)
- ☐ Prefer not to say

Prefer to self describe

29. Which category best describes you? *

- ☐ In full-time employment (30+ hours per week)
- ☐ In part-time employment (up to 30 hours per week)
- ☐ Self employed
- ☐ Student
- ☐ Unemployed
- ☐ Retired/Pensioner
- ☐ Housewife/husband
- ☐ Prefer not to say

30. How much does your household earn per year in total? *

- ☐ Less than £11,908
- ☐ £11,908 to £16,015
- ☐ £16,016 to £20,019
- ☐ £20,020 to £24,387
- ☐ £24,388 to £29,223
- ☐ £29,224 to £34,683
- ☐ £34,684 to £41,339
- ☐ £41,340 to £51,063
- ☐ £51,064 to £65,883
- ☐ £65,884 or more
- ☐ Prefer not to say

31. Which of the categories below best describes your ethnic group or background?

We are collecting this information to help us understand if we are getting representation from different groups to this survey.

There is an option to not disclose this information.

*

White

- ☐ English/ Welsh/ Scottish/ Northern Irish/ British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background

Mixed / Multiple ethnic groups

- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other Mixed / multiple background

Asian or Asian British

- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi

- ☐ Chinese
- ☐ Any other Asian background

Black / African / Caribbean / Black British

- ☐ African
- ☐ Caribbean
- ☐ Any other Black background

Other Ethnic Group

- ☐ Arab
- ☐ Any other ethnic group

Prefer Not To Say

- ☐ I'd prefer not to disclose my ethnic group or background

Prefer To Describe

- ☐ If you prefer to describe your ethnic group or background, please use this space

32. Please enter your postcode but exclude the last two letters. For example, for the University of Exeter the full postcode is EX4 4RN, so you would enter EX4 4. If your postcode was EX33 2BR, you would enter EX33 2.

If you live abroad please write the country you are from. So if you live in Paris, please write 'France'.

We are collecting this information to assess travel patterns only.