

1 Introduction

1.1 The Peak District National Park

- 1.1.1 The Peak District National Park was designated in 1951 because of its valued environment. It extends over 1438 sq km of grit stone moorland and edges (known as the Dark Peak) and limestone upland and dales (known as the White Peak) and is surrounded by large conurbations.
- 1.1.2 A combination of its beauty and easy access ensures that the Peak District is a popular destination for people to visit. However, the Peak District National Park is also a place where people live and work. It is this balance between conservation, visitors and the local community that the Peak District National Park Authority has been given the responsibility to manage.
- 1.1.3 The purposes of the National Park Authorities were set out in the Countryside and National Parks Act 1949 and updated in the Environment Act 1995:
- 'conserving and enhancing the natural beauty, wildlife and cultural heritage of the area; and'
 - 'promoting opportunities for the understanding and enjoyment of the special qualities of those areas by the public'.
- 1.1.4 In doing so, the National Park Authority has a duty to:
- 'seek to foster the economic and social well-being of local communities within the National Park, but without incurring significant expenditure in doing so, and shall for that purpose co-operate with local authorities and public bodies whose functions include the promotion of economic or social development within the area of the National Park'.

1.2 Background to the survey

- 1.2.1 In order to be able to carry out its purposes the National Park Authority requires in depth knowledge about the needs of the ecosystem, condition of cultural heritage, wants needs and expectations of local residents, businesses and visitors. This survey aims to provide the up to date information required for effective visitor management.
- 1.2.2 Previous visitor surveys have been undertaken in 1986/87, 1994 and 1998. Since the last survey the Countryside and Rights of Way Act (CRoW) 2000 has been introduced. This has increased the extent of land open for public access in the Peak District.
- 1.2.3 This report will complement other data being collected elsewhere on visits and visitors to the National Park.
- 1.2.4 The combination of the ELVS and this report will provide strong evidence on the number and types of visitors to the Peak District National Park, their activities and expectations.

2 Methodology

2.1 Background to methodology

- 2.1.1 During 2004/05 the Moors for the Future Project and the Peak District National Park Authority undertook a survey of visitors to Peak District moorland areas.
- 2.1.2 In 2005 the Peak District National Park surveyed an additional 10 locations to provide information on visitors and visits for the whole of the National Park.
- 2.1.3 This report pulls together the results from the Moors for the Future survey and the additional 10 survey sites to provide information on visitors to the whole of the National Park.

2.2 Locations

- 2.2.1 Map 1 and Table 1 show the locations of the survey sites.
- 2.2.2 Management information is required on differences between visitors to the Dark Peak area and visitors to the White Peak area. Thus sites have been allocated to either the White Peak or Dark Peak area, the definition of which has been based on the geography of a White Peak project (see table 1).
- 2.2.3 Previous surveys have revealed a need to include a range of different sites as they attract different types of visits and visitors.

Map 1 : Location of survey sites

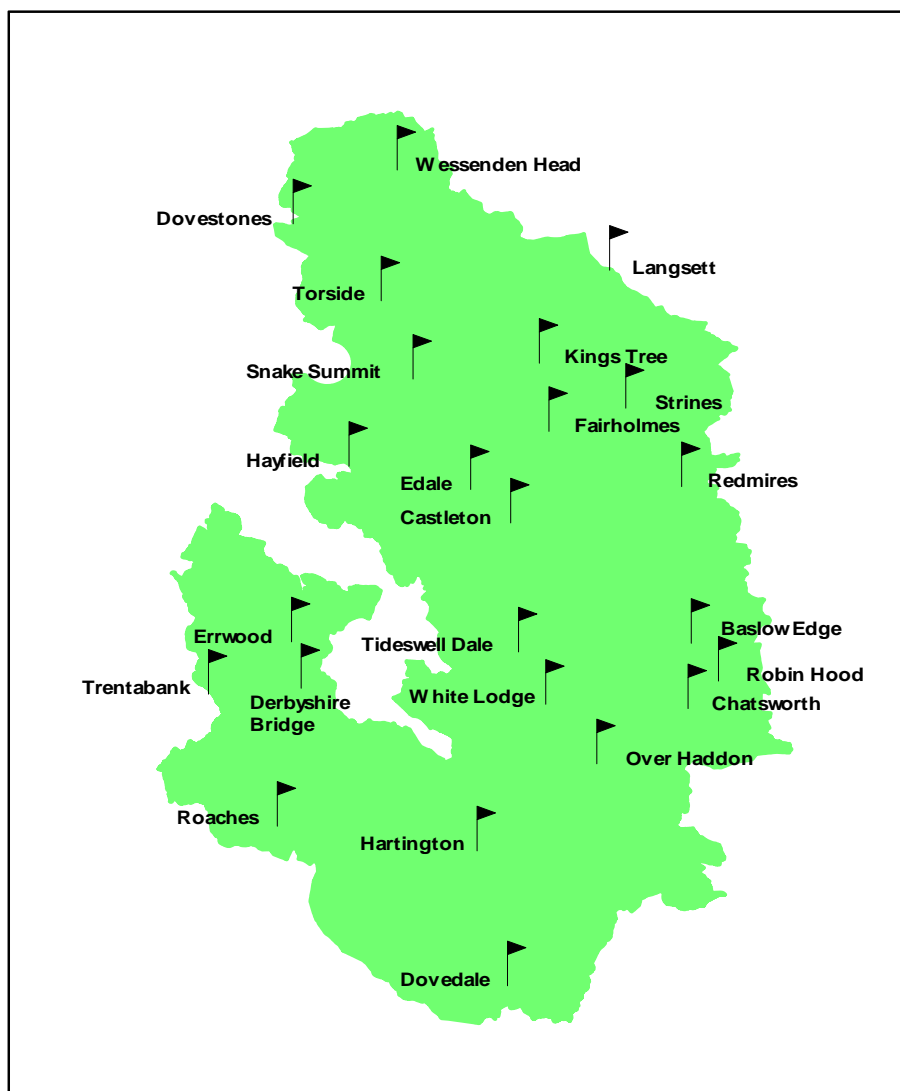


Table 1 : Grid references for Survey Sites

Dark Peak Sites		White Peak Sites	
Site Name	Grid Reference	Site Name	Grid Reference
Chatsworth	SK 260 702	Castleton	SK 149 830
Baslow Edge ¹	SK 262 747	Dovedale	SK 147 511
Derbyshire Bridge ¹	SK 018 716	Errwood	SK 012 748
Dovestones	SE 013 036	Hartington	SK 128 604
Edale ¹	SK 124 853	Over Haddon	SK 203 664
Fairholmes	SK 173 893	Tideswell Dale	SK 154 741
Hayfield ¹	SK 048 869	White Lodge	SK 171 705
Kings Tree ¹	SK 167 940		
Langsett ¹	SE 211 004		
Redmires ¹	SK 256 855		
Roaches ¹	SK 003 621		
Robin Hood ¹	SK 279 721		
Snake Summit ¹	SK 088 929		
Strines ¹	SK 221 909		
Torside ¹	SK 068 983		
Trentabank ¹	SJ 960 712		
Wessenden Head ¹	SE 078 073		

2.3 Dates

2.3.1 Sites were surveyed on a Saturday, Sunday and weekday during the three visitor periods – Peak, Shoulder and Off Peak (Table 2).

2.3.2 Surveying started at 8am, but finishing times varied between the visitor periods for safety reasons (8pm for the Peak period, 6pm for the Shoulder period and 4pm for the Off Peak period). Chatsworth also had a slightly later start time of 9am for all three visitor periods and an earlier finish time of 6pm during the Peak period to reflect opening times.

Table 2 : Survey dates

	Moors for the Future Survey			Additional Sites		
	Peak Period	Shoulder Period	Off Peak Period	Peak Period	Shoulder Period	Off Peak Period
Saturday	23/07/05	15/10/05	10/12/05	20/08/05	08/10/05	03/12/05
Sunday	24/07/05	16/10/05	11/12/05	21/08/05 ²	09/10/05	04/12/05
Weekday	27/07/05	19/10/05	14/12/05	31/08/05 or 01/09/05	12/10/05	07/12/05

2.4 Logistics

2.4.1 During the survey as many groups of visitors were approached as possible either as they completed their visit or passed through the survey site.

2.4.2 Each group was asked 10 questions on site to obtain data on visitor profiles (see Appendix 1). One person in each group was then asked to complete a questionnaire about their visit once they returned home and post it back. The post back questionnaires were slightly different for the Moors for the Future survey and the additional sites (see Appendices 2 and 3).

2.4.3 People who were not surveyed were counted to obtain the total number of people at the site (except Chatsworth and Hartington where the logistics of the sites made this difficult).

¹ Moors for the Future survey site

² Errwood car park closed due to traffic restrictions along the road. Survey undertaken at Street car park.

3 Results

3.1 Number of People

3.1.1 In general the largest numbers of visitors were seen on Sundays and the lowest on weekdays. However, this is not true of all sites. For example, during the Peak survey many of the sites saw similar or more numbers of visitors on the Saturday in comparison to the Sunday. Furthermore, at Dovestones, Fairholmes and Trentabank the largest numbers of visitors during the Peak period were recorded on the weekday.

3.1.2 Except for Strines and Trentabank, the Off Peak period saw the lowest numbers of visitors. The busiest visitor period varied between the Peak and Shoulder periods.

Table 3 : Total number of people present

	Peak Saturday	Peak Sunday	Peak weekday	Shoulder Saturday	Shoulder Sunday	Shoulder weekday	Off peak Saturday	Off peak Sunday	Off peak weekday
Baslow Edge	154	134	105	158	252	71	168	238	28
Chatsworth ³	743	785	485	412	611	334	322	323	254
Derbyshire Bridge	129	105	59	73	186	9	89	39	58
Dovestones	369	429	441	178	517	115	179	242	115
Edale	354	287	249	370	256	109	71	74	1
Fairholmes	358	605	646	294 ³	232	89	142	127	114
Hayfield	138	74	91	268	359	20	100	211	32
King's Tree	83	110	82	230	327	140	100	135	40
Langsett	198	156	134	72	307	66	32	149	47
Redmires	213	176	129	122	458	40	110	259	23
Roaches	184	89	98	193	185	122	43	121	59
Robin Hood	210	150	76	159	228	61	85	103	42
Snake Summit	66	85	65	20	119	14	23	50	3
Strines	55	39	25	19	56	1	30	44	0
Torside	133	130	47	74	218	26	42	87	19
Trentabank	191	191	230	97	127	88	124	177	57
Wessenden Head	75	38	20	13	53	10	19	41	--- ⁴
Castleton	829	471 ³	402	340	810	636	318	194 ³	181
Dovedale	792	2727	558	474	974	187	207	306	97
Errwood	174	252	124	146	380	86	40	86	41
Hartington ³	758	793	196	208	420	52	44	133	34
Over Haddon	95	193	83	40	139	15	34	91	34
Tideswell dale	190	225	61	69	158	120	58	110	20
White lodge	337	449	86	107	221	65	49	119	58

3.2 Response rates and Confidence Limits⁵

3.2.1 A total of 29,151 people were interviewed giving a confidence limit of no more than +/-1% for information provided in the interview questionnaires.

3.2.2 Excluding the sites and dates where the total number of visitors could not be obtained, 67% of all visitors overall were interviewed. Individual site and date response rates are listed in table 4.

³ Due to the complicated nature of the site and/or the high volume of visitors the total number of people present could not be ascertained. Figures given are the number of people interviewed.

⁴ Wessenden Head was not surveyed on the Off Peak Weekday

⁵ All Confidence Limits are at a 95% confidence level

- 3.2.3 10,004 visitors were surveyed on the Saturdays, 12,535 on the Sundays giving a confidence limit of no more than +/-1%. 6,612 visitors were interviewed on the weekdays giving a confidence limit of no more than +/-1.5%.
- 3.2.4 13,356 visitors were surveyed during the Peak period and 10,328 during the Shoulder period giving a confidence limit of no more than +/-1%. 5,467 visitors were interviewed during the Off Peak period giving a confidence limit of no more than +/-1.5%.
- 3.2.5 18,149 visitors to the Dark Peak area were interviewed and 11,002 visitors to the White Peak. This means that all figures produced for visitors to the White Peak or the Dark Peak areas from the interview survey have a confidence limit of no more than +/-1%.

Table 4 : Percentage of people surveyed

	Peak Saturday	Peak Sunday	Peak weekday	Shoulder Saturday	Shoulder Sunday	Shoulder weekday	Off peak Saturday	Off peak Sunday	Off peak weekday
Baslow Edge	64	57	100	56	59	68	56	46	25
Derbyshire Bridge	55	35	61	85	45	100	39	90	17
Dovestones	61	44	36	81	71	50	87	48	72
Edale	94	79	89	86	84	97	97	91	100
Fairholmes	82	69	68	? ⁶	100	90	92	100	81
Hayfield	76	100	89	68	73	55	68	72	69
King's Tree	81	59	67	59	52	47	90	83	73
Langsett	82	78	94	99	81	64	100	80	98
Redmires	65	43	64	34	48	63	56	59	57
Roaches	80	25	92	90	72	87	93	83	100
Robin Hood	86	96	93	72	61	93	67	71	93
Snake Summit	65	91	62	100	77	100	78	94	100
Strines	85	87	100	89	71	0 ⁷	70	100	--- ⁸
Torside	80	78	81	39	56	92	62	45	63
Trentabank	83	72	89	100	100	92	34	37	91
Wessenden Head	99	82	90	100	94	80	95	80	--- ⁹
Castleton	36	? ⁶	95	66	51	92	59	? ⁶	95
Dovedale	54	12	50	70	44	89	85	62	72
Errwood	79	81	94	47	55	56	83	78	56
Over Haddon	80	79	65	65	65	60	35	47	97
Tideswell dale	75	69	80	87	72	71	93	76	75
White lodge	43	48	98	52	58	95	84	97	48

- 3.2.6 A total of 8,989 groups were interviewed during the survey (table 5). This means that figures produced for groups from the interview survey have a confidence limit of no more than +/-1%. The actual number of groups present could not be determined as it was not always possible to identify if people were together or not.

- 3.2.7 8,792 post-back questionnaires were given out (98% of groups) of which 51% were returned (table 5). This means that overall figures produced from the post-back questionnaires have a confidence limit of no more than +/-1.5%.

⁶ Due to the complicated nature of the site and the high volume of visitors the total number of people present (and therefore the percentage interviewed) could not be ascertained

⁷ Only one visitor was present at Strines during the Shoulder weekday. This person had already been interviewed at Redmires

⁸ There were no visitors to Strines during the Off Peak weekday

⁹ Wessenden Head was not surveyed on the Off Peak Weekday

- 3.2.8 Post-back questionnaire response rates varied between sites but fell no lower than 44%.
- 3.2.9 Almost twice as many groups were interviewed at the Dark Peak sites compared to the White Peak sites (table 5) due to the disproportionate number of sites surveyed. This means that the data on groups from the interview survey has a confidence limit of no more than $\pm 1.5\%$ for the Dark Peak and no more than $\pm 2\%$ for the White Peak.
- 3.2.10 The proportions of groups that returned a post-back questionnaire were similar for the White Peak and the Dark Peak areas (table 5). At a Confidence level of 95%, the confidence intervals for information from the post-back questionnaires are no more than $\pm 2\%$ for the Dark Peak and $\pm 2.5\%$ for the White Peak.

Table 5 : Post back questionnaire response at Dark Peak and White Peak sites

	Number of groups interviewed	Post-back not taken	Post back received?		Response Rate
			Yes	No	
Baslow Edge	267	1	129	137	48%
Chatsworth	1141	13	538	590	48%
Derbyshire Bridge	160	14	78	68	53%
Dovestones	558	11	266	281	49%
Edale	461	3	209	249	46%
Fairholmes	663	21	349	293	54%
Hayfield	365	1	178	186	49%
Langsett	353	21	185	147	56%
Redmires	340	4	181	155	54%
Roaches	230	1	101	128	44%
Robin Hood	263	2	126	135	48%
Snake Summit	140	5	61	74	45%
Strines	86	0	47	39	55%
Torside	206	9	97	100	49%
Trentabank	299	17	141	141	50%
King's Tree	302	4	148	150	50%
Wessenden Head	110	2	54	54	50%
Dark Peak	5944	129	2888	2927	50%
Castleton	724	6	363	355	51%
Dovedale	630	3	325	302	52%
Errwood	290	12	140	138	50%
Hartington	711	31	335	345	49%
Over Haddon	166	0	108	58	65%
Tideswell Dale	255	12	139	104	57%
White Lodge	269	4	147	118	55%
White Peak	3045	68	1557	1420	52%
Total	8989	197	4445	4347	51%

- 3.2.11 The number of groups interviewed varied by day (table 6), reflecting the differences in the number of groups present overall.
- 3.2.12 Response rates to the Post-back questionnaire also varied by date with the lowest proportion sent back on the Shoulder Saturday (44%).
- 3.2.13 For the information asked in the interview surveys on groups the confidence limits are no more than $\pm 2\%$ for the Saturdays and Sundays and $\pm 2.5\%$ for the weekdays.
- 3.2.14 For the information asked in the interview surveys on groups the confidence limits are no more than $\pm 2\%$ for the Peak and Shoulder periods and $\pm 2.5\%$ for the Off Peak period.

3.2.15 For the information asked in the post-back questionnaires on groups the confidence limits are no more than $\pm 2.5\%$ for the Saturdays and Sundays and $\pm 3.5\%$ for the weekdays.

3.2.16 For the information asked in the post-back questionnaires on groups the confidence limits are no more than $\pm 2.5\%$ for the Peak and Shoulder periods and $\pm 3.5\%$ for the Off Peak period.

Table 6 : Post-back questionnaire response rate by day

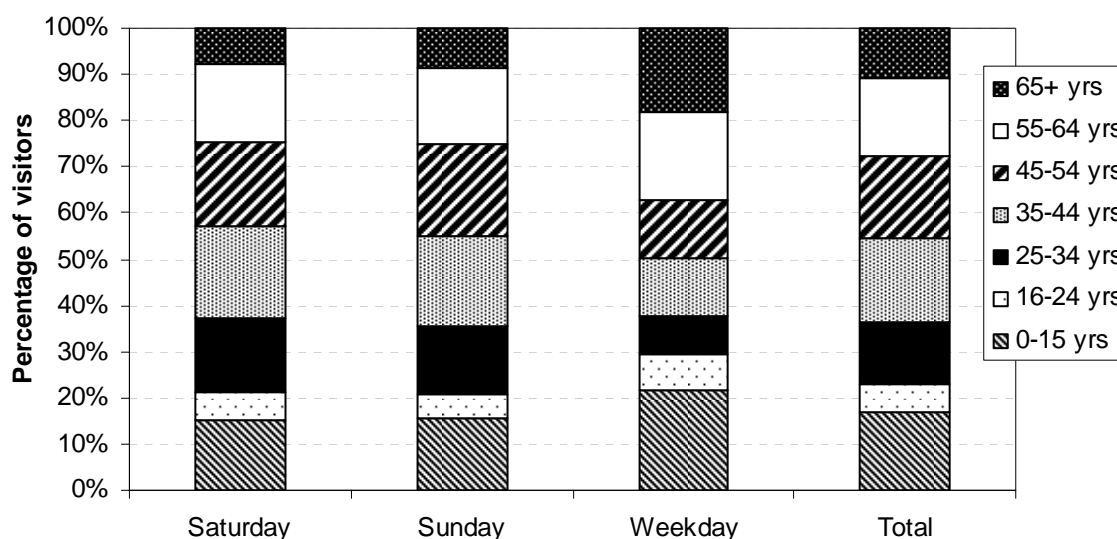
	Number of groups interviewed	Post-back not taken	Post back received?		Response Rate
			Yes	No	
Peak Saturday	1519	49	742	728	50%
Peak Sunday	1433	36	694	703	50%
Peak Weekday	1069	29	564	476	54%
Shoulder Saturday	980	7	425	548	44%
Shoulder Sunday	1612	17	840	755	53%
Shoulder Weekday	497	8	244	245	50%
Off Peak Saturday	560	13	255	292	47%
Off Peak Sunday	888	20	451	417	52%
Off Peak Weekday	425	18	224	183	55%
Total¹⁰	8989	197	4445	4347	51%

3.3 Age

3.3.1 The proportion of visitors within the different age groups was fairly equal at around 17% per group (figure 1). There were two exceptions to this, the 16 to 24 year age group (6%) and the 65+ age group (11%).

3.3.2 The proportion of visitors within each age band varied according to the day of the week on which people visited (figure 1). Saturdays and Sundays were fairly similar. The weekdays, however, saw larger proportions of visitors aged 0 to 24 and aged 55+ than the weekend days, and smaller proportions of visitors aged 25 to 54.

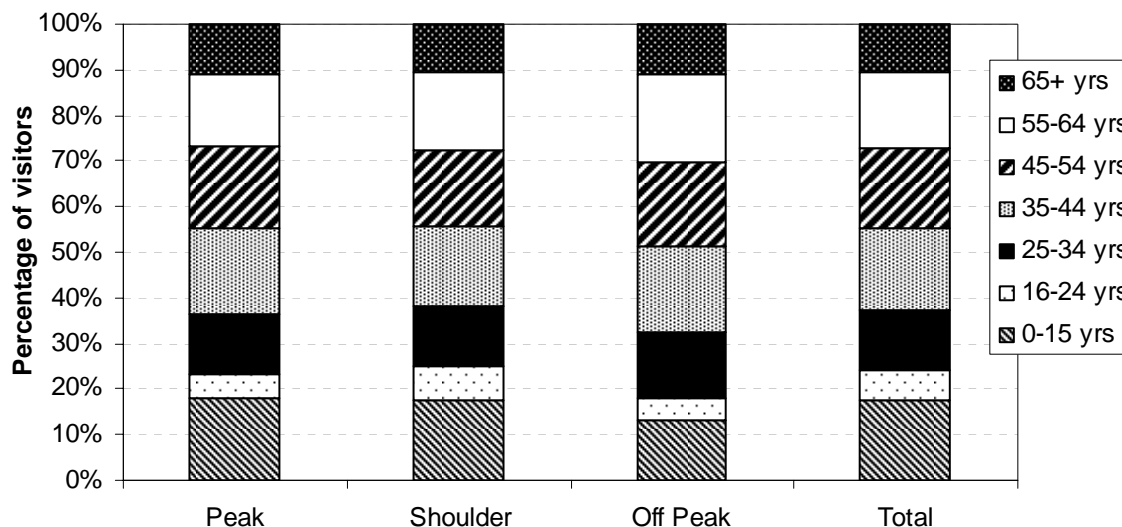
Figure 1 : Age of visitors by day of week of visit



3.3.3 There was little difference between the Peak and Shoulder visitor periods (figure 2). However, the Off Peak period saw fewer visitors aged under 24 (18%) than either the Peak (24%) or Shoulder (25%) periods.

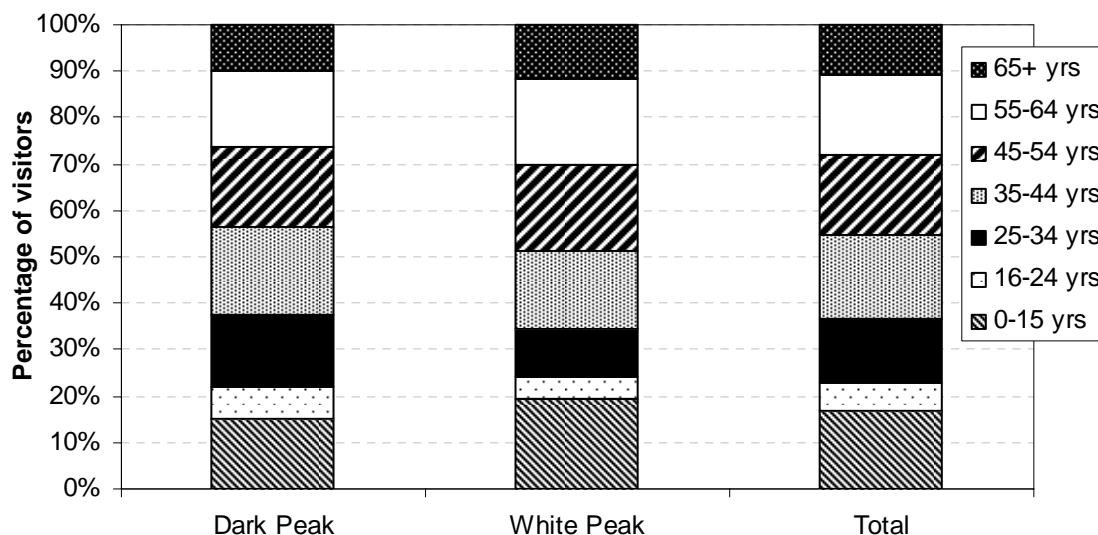
¹⁰ 6 post-back questionnaires were received that could not be allocated to a date

Figure 2 : Age of visitors by visitor period



3.3.4 A lower proportion of the visitors to the White Peak sites were aged 16 to 44 (32%) compared to those visiting the Dark Peak sites (41%). There were only minor differences between the other age groups visiting the two different areas (figure 3).

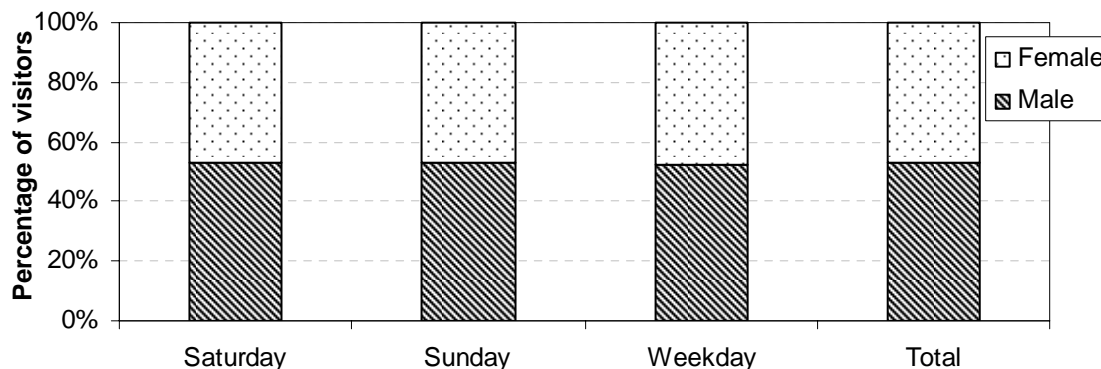
Figure 3 : Age of visitors visiting the White Peak and the Dark Peak



3.4 Gender

3.4.1 The ratio of male visitors to female visitors was around one to one (figure 4). This ratio did not vary greatly on the different days of the week surveyed.

Figure 4 : Gender of visitors by day of visit



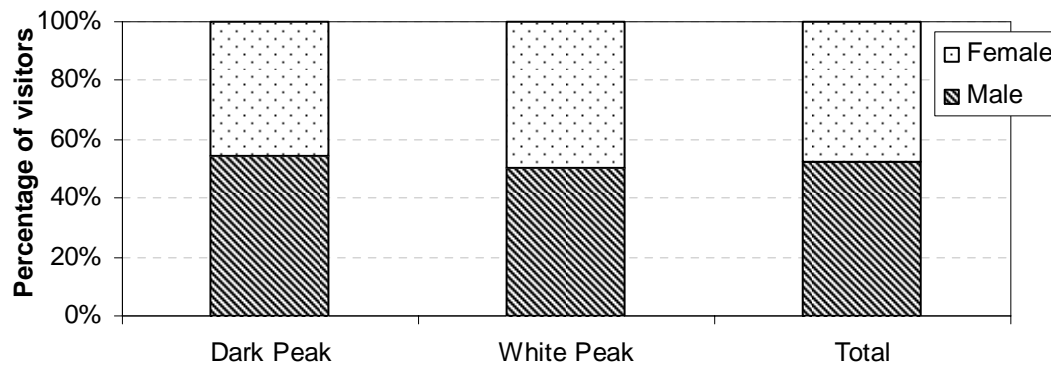
3.4.2 There was little difference between the three visitor periods with regards to the proportion of male to female visitors (figure 5).

Figure 5 : Gender of visitors by visitor period



3.4.3 There was little difference between the White Peak and Dark Peak sites (figure 6).

Figure 6 : Gender of visitors by White Peak or Dark Peak



3.5 Ethnicity

3.5.1 94% of all visitors to the Peak District classed themselves as white British (table 7).

3.5.2 Similar proportions of visitors on each day classed themselves as white British (table 7).

Table 7 : Proportion of visitors who classed themselves as white British by day of week of visit¹¹

	Proportion of visitors
Saturday	93%
Sunday	94%
Weekday	94%
All visitors	94%

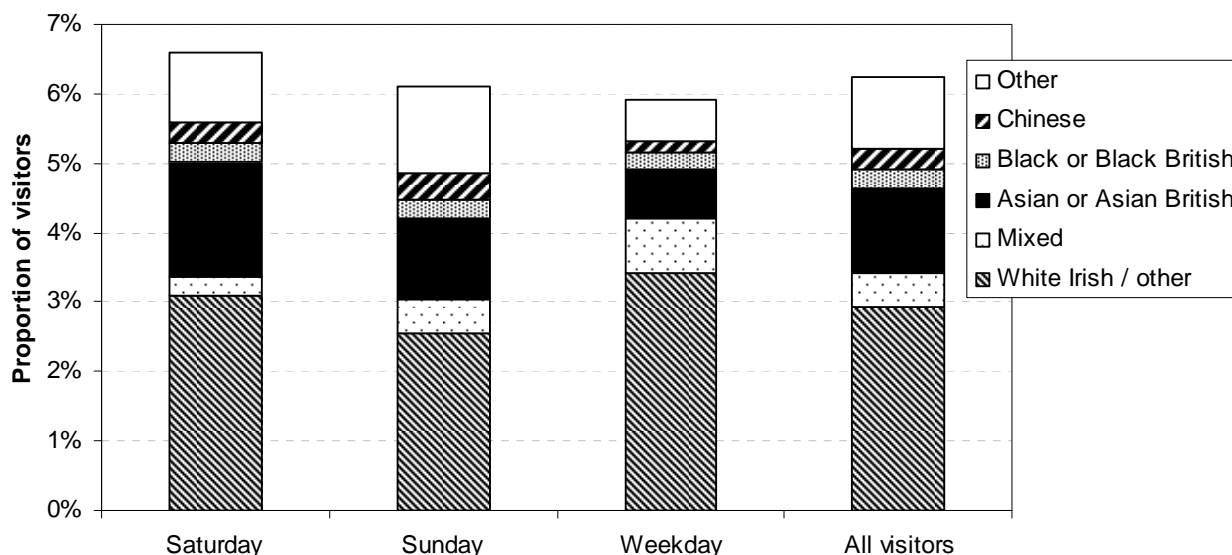
3.5.3 Visitors to the Peak District came from all ethnic groups (figure 7). The largest proportion of non white British visitors were white Irish/other (3%) followed by Asian or Asian British.

3.5.4 Visitors from all ethnic groups were present throughout the week (figure 7). Differences between the different weekdays are not sufficient for analysis.

3.5.5 The 'other' ethnic classifications of visitors are listed in Appendix 4.

¹¹ Includes those who indicated English, Welsh or Scottish

Figure 7 : Ethnicity of non white British visitors by day of week of visit



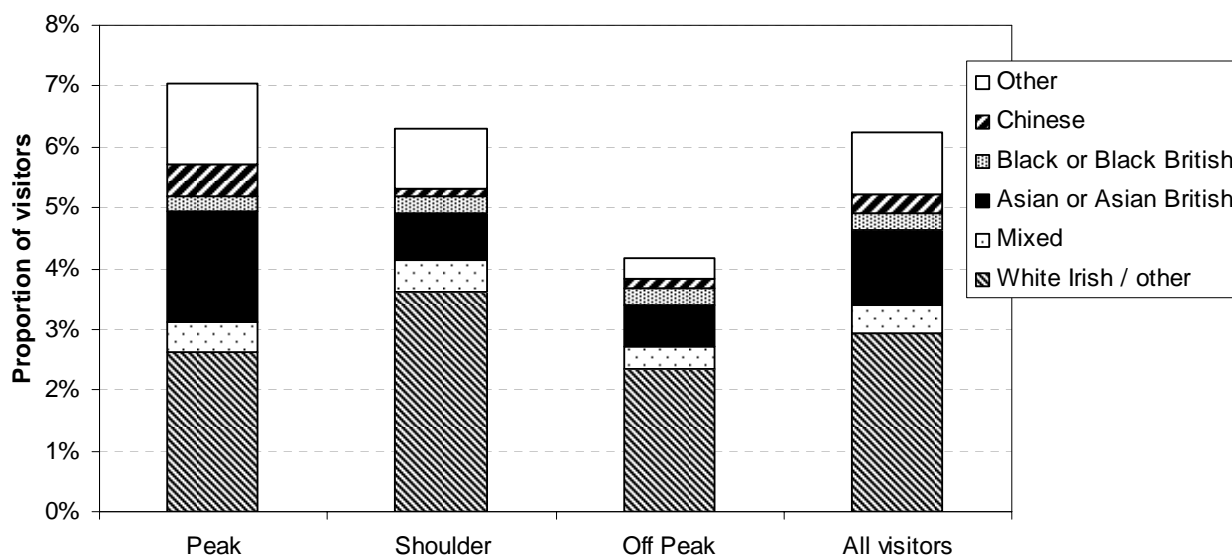
3.5.6 The proportion of visitors who classed themselves as white British was similar for the Peak and Shoulder periods, but slightly higher for the Off Peak period (table 8).

Table 8 : Proportion of visitors who classed themselves as white British by visitor period¹²

	Proportion of visitors
Peak	93%
Shoulder	94%
Off peak	96%
All visitors	94%

3.5.7 There were visitors from all ethnic groups during each visitor period (figure 8). However, the proportion of visitors within each ethnic group varied by less than 1%.

Figure 8 : Ethnicity of non white British visitors by visitor period



3.5.8 There was no difference in the proportion of visitors who classed themselves as white British between the White Peak area and the Dark Peak area (table 9).

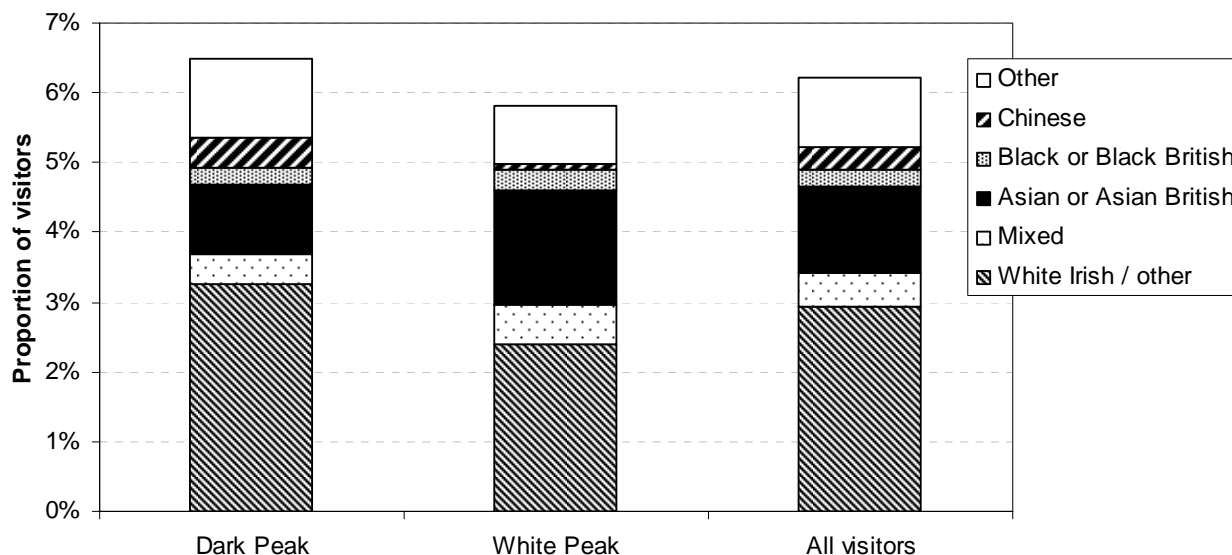
¹² Includes those who indicated English, Welsh or Scottish

Table 9 : Proportion of visitors who classed themselves as white British by area visited¹³

	Proportion of visitors
Dark Peak	94%
White Peak	94%
All visitors	94%

3.5.9 Visitors from all ethnic groups were present in both the White Peak and the Dark Peak areas (figure 9). The proportions of different ethnic groups varied by less than 1%.

Figure 9 : Ethnicity of non white British visitors to the White Peak area or Dark Peak area



3.6 Economic activity

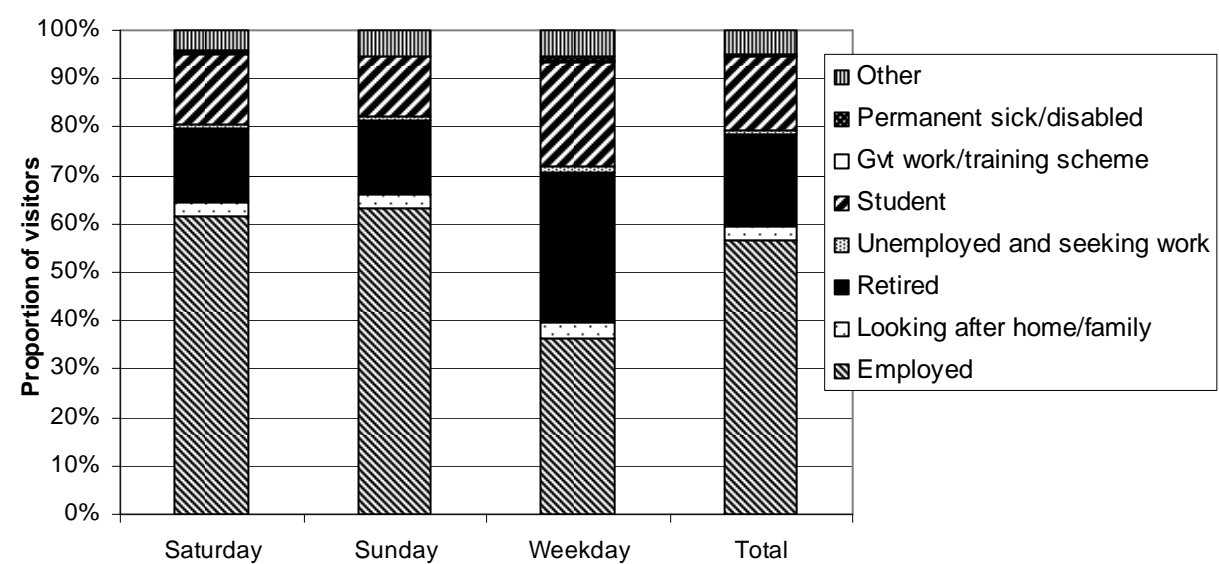
3.6.1 Just over half (56%) of all visitors to the Peak District were in employment (figure 10). The two next largest proportions of visitors were far smaller. These were people who were retired (19%) and students (15%).

3.6.2 The proportions of visitors on Saturdays and Sundays were very similar to each other and the overall picture (figure 10). However, during the weekday the proportion of employed visitors was much lower (36%) and correspondingly the proportions of retired people and students was higher (31% and 22% respectively). The proportion of people within other economic activity types did not vary greatly by day of the week of visit.

3.6.3 'Other' economic activity types are listed in Appendix 5.

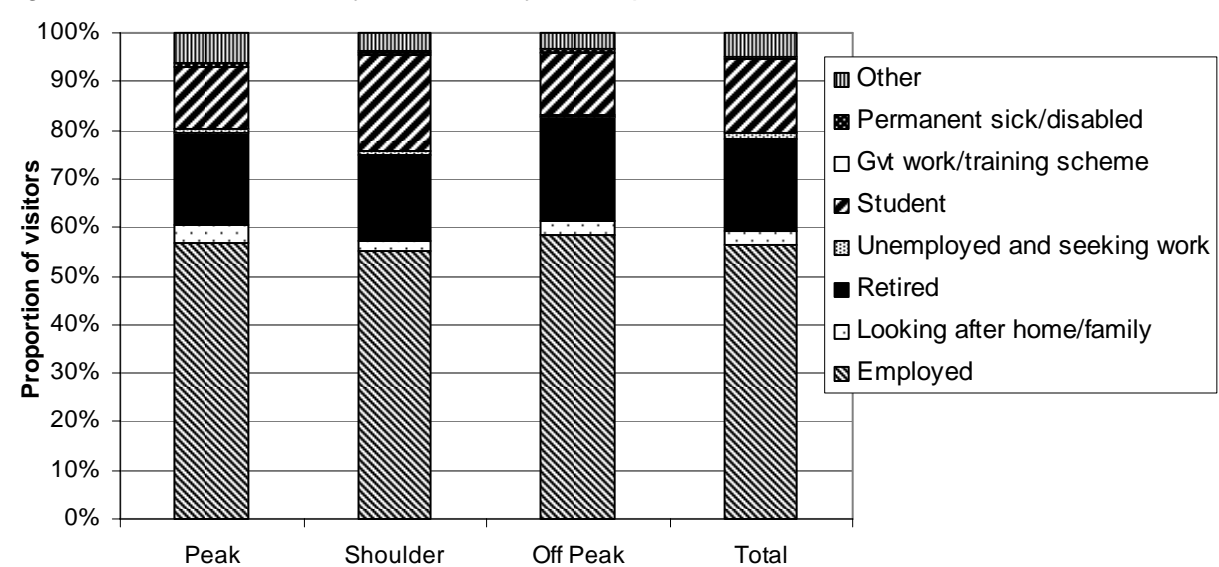
¹³ Includes those who indicated English, Welsh or Scottish

Figure 10: Economic activity of visitors by day of week of visit



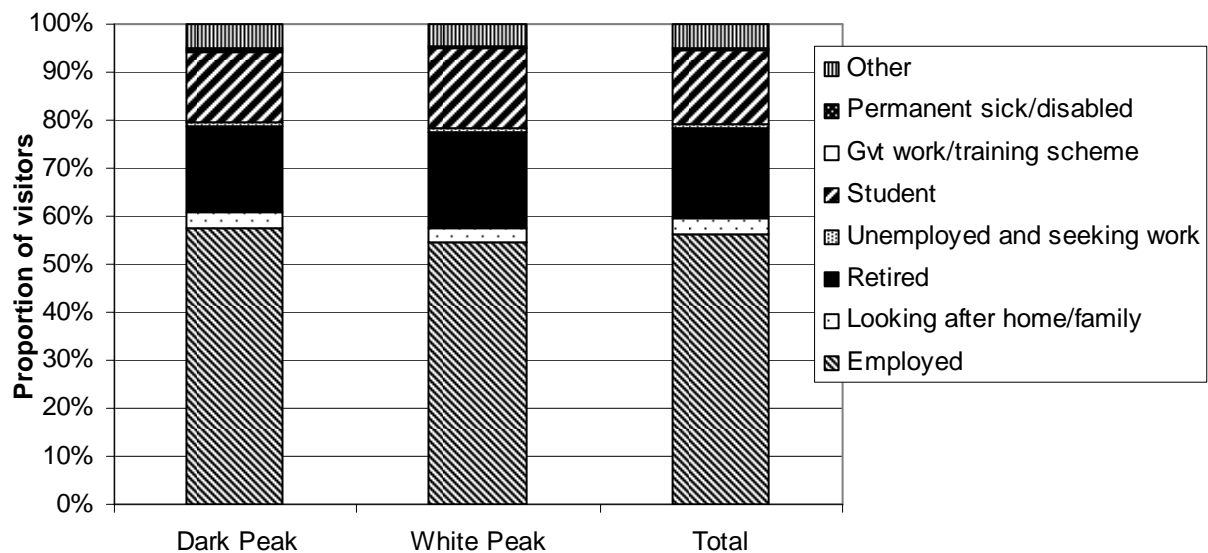
3.6.4 The proportion of students visiting the Peak District during the shoulder period (20%) was larger than during the Peak (13%) or Off Peak periods (13%) with correspondingly smaller proportions for the other economic activity types (figure 11).

Figure 11: Economic activity of visitors by visitor period



3.6.5 The economic activity of visitors to the White Peak and Dark Peak was similar (figure 12).

Figure 12: Economic activity of visitors to the White Peak area or Dark Peak area



3.7 Mobility

3.7.1 The overall proportion of visitors with a mobility problem was 3% (table 10).

3.7.2 The proportion of visitors during the weekday was slightly higher than during the weekend (table 10).

Table 10 : Percentage of visitors with a mobility problem by day of week of visit

	Proportion of visitors
Saturday	3%
Sunday	3%
Weekday	5%
Total	3%

3.7.3 The visitor periods saw similar proportions of visitors with a mobility problem (table 11).

Table 11: Percentage of visitors with a mobility problem by visitor period

	Proportion of visitors
Peak	4%
Shoulder	3%
Off Peak	4%
Total	3%

3.7.4 The White Peak and Dark Peak areas saw similar proportions of visitors with a mobility problem (table 12).

Table 12: Percentage of visitors with a mobility problem by location of visit

	Proportion of visitors
Dark Peak	3%
White Peak	4%
Total	3%

3.8 Group size

- 3.8.1 The average number of people per group visiting the Peak District was 3.25 (table 13). This did not vary between the days of the week surveyed.

Table 13 : Average number of people per group by day of visit

	Average group size
Saturday	3.27
Sunday	3.2
Weekday	3.3
Total	3.25

- 3.8.2 The groups visiting the Peak District during the Off Peak period tended to be smaller than those visiting during the Peak or Shoulder periods (table 14).

Table 14 : Average number of people per group by visitor period

	Average group size
Peak	3.33
Shoulder	3.35
Off Peak	2.93
Total	3.25

- 3.8.3 Groups visiting the White Peak were generally larger than those visiting the Dark Peak (table 15).

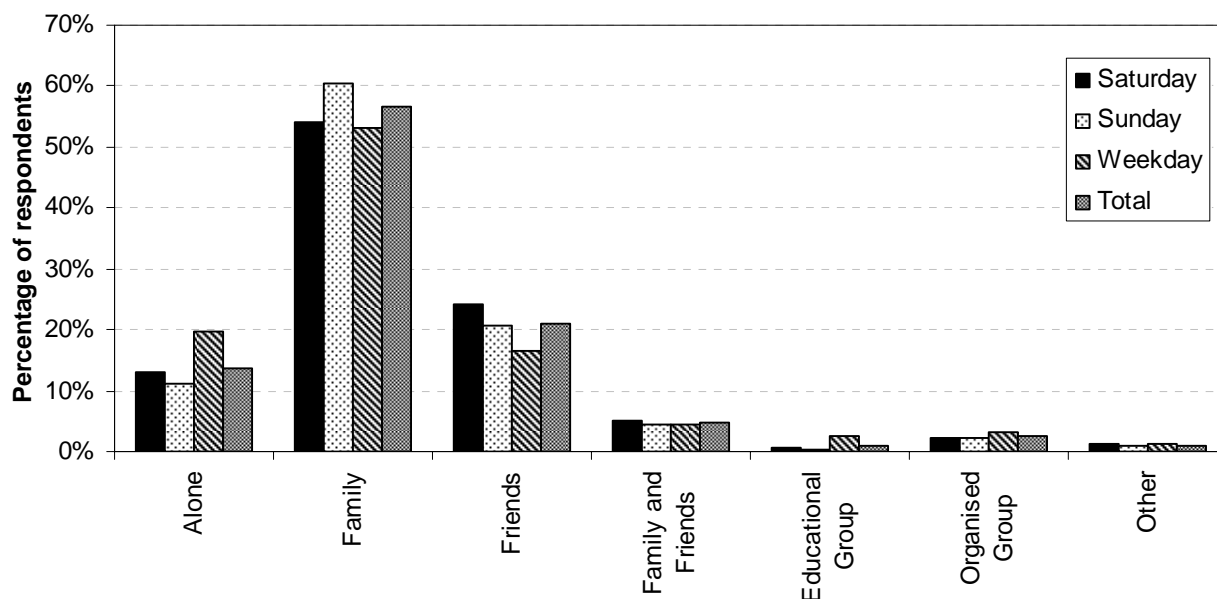
Table 15 : Average number of people per group by area visited

	Average group size
Dark Peak	3.07
White Peak	3.61
Total	3.25

3.9 Group types

- 3.9.1 Over half (57%) of the groups visiting the Peak District consisted solely of family members (figure 13). The next most common group type consisted of friends, at just over one fifth of all groups, and the third most common was people visiting on their own (14%).
- 3.9.2 On the Sundays the proportion of groups that consisted entirely of family members (60%) was higher than on Saturdays (54%) or weekdays (53%) (figure 13). On Saturdays and Sundays there were more groups of friends (24% Saturday and 21% Sunday) than lone visitors (13% Saturday and 11% Sunday). However, on weekdays the proportion of lone visitors was much higher (20%) and the proportion of friends was much lower (16%), to the extent that there were more people visiting on their own than there were groups of friends. The proportions of other types of groups were very low and did not vary greatly between the days of the week.
- 3.9.3 'Other' group types mentioned are listed in Appendix 6.

Figure 13 : Types of groups visiting the Peak District by day of visit¹⁴

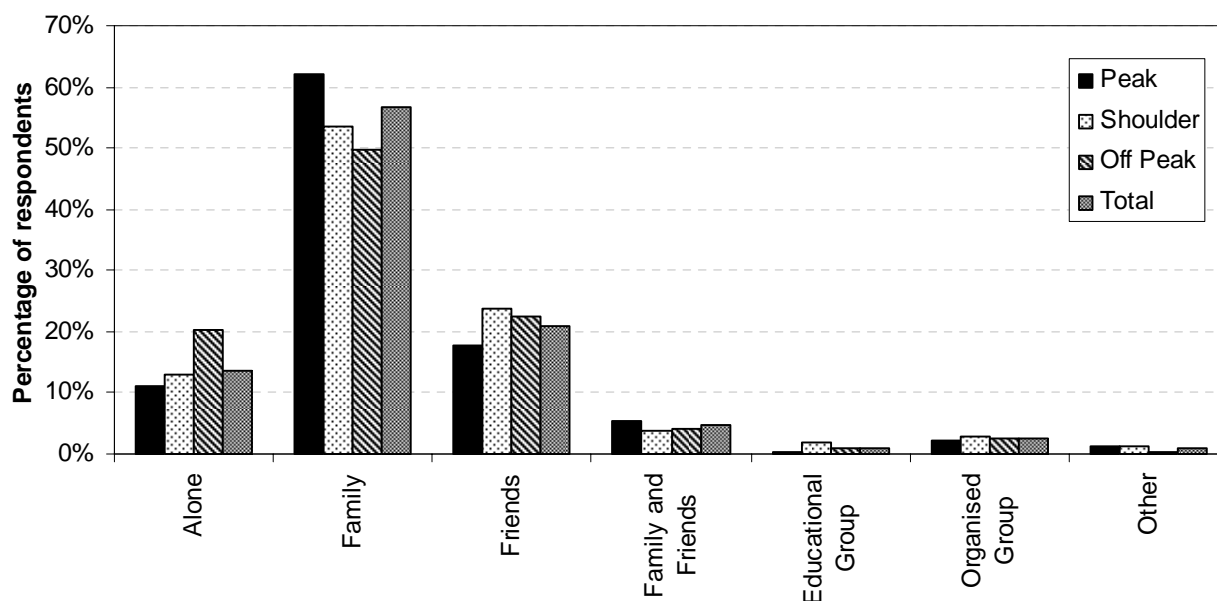


3.9.4 Families accounted for the largest proportion of groups visiting the Peak District during all three visitor periods (figure 14). However, the proportion varied between them, with the Peak period seeing the highest proportion (62%) and the Off Peak period seeing the lowest (50%).

3.9.5 During all three visitor periods, friends were the second largest proportion of groups although the Peak period saw the lowest proportion (18%) compared to the Shoulder (24%) or Off Peak periods (22%).

3.9.6 The third most common group for all three visitor periods was people visiting alone, with the Off Peak period seeing the highest proportion of lone visitors (20%) and the Peak period seeing the lowest. (11%).

Figure 14 : Types of groups visiting the Peak District by visitor period¹⁵

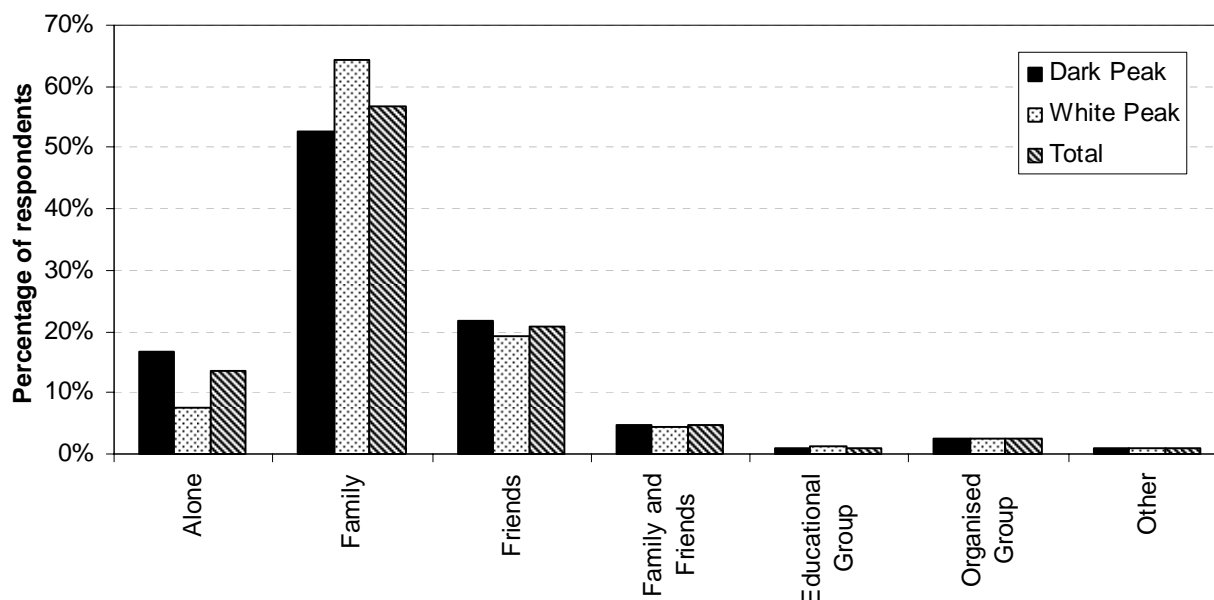


¹⁴ Figures may sum to more than 100% as some groups fell into more than one class

¹⁵ Figures may sum to more than 100% as some groups fell into more than one class

3.9.7 The overall patterns of group types visiting the White Peak and Dark Peak areas were the same, with the family as the most well represented group followed by friends and then people visiting alone. However, the proportions of groups visiting both areas differed. The proportion of families at the White Peak sites (64%) was higher than at the Dark Peak sites (53%). In contrast, in the White Peak area there were smaller proportions of groups of friends (10%) and people visiting alone (7%) compared to the Dark Peak (22% were groups of friends and 17% were people on their own).

Figure 15 : Types of groups visiting the Peak District by area visited¹⁶



3.10 Groups with children¹⁷

3.10.1 One fifth of all groups visiting the Peak District had at least one child (table 16).

3.10.2 Around one fifth of groups visiting on Saturdays or weekdays had children (table 16). However, Sundays saw a higher proportion of groups with children at around one quarter.

3.10.3 The differences between the days of the week in the proportions of groups with children (table 16) do not reflect the proportions of visitors who were children (figure 1). The weekday saw the largest proportion of children visitors and yet the lowest proportion of groups with children, indicating that there were more children per group during the weekday than the weekend.

Table 16 : Proportion of groups with children by day of visit

	Proportion of groups
Saturday	20%
Sunday	24%
Weekday	19%
Total	21%

3.10.4 The Peak Period saw by far the largest proportion of groups with children (table 17). This differs from the proportions of visitors who were children (see figure 2) in that the Peak and Shoulder periods saw equally high proportions of children.

¹⁶ Figures may sum to more than 100% as some groups fell into more than one class

¹⁷ For the purposes of this survey the term 'children' includes all people aged 0 to 15 years

Table 17 : Proportion of groups with children by visitor period

	Proportion of groups
Peak	26%
Shoulder	18%
Off Peak	16%
Total	21%

3.10.5 The proportions of groups with children visiting the White Peak and Dark Peak sites were similar. This mirrors the proportion of visitors who were children (see figure 3).

Table 18 : Proportion of groups with children by area visited

	Proportion of groups
Dark Peak	21%
White Peak	23%
Total	22%

3.11 Groups with disability

3.11.1 The proportion of groups visiting the Peak District that contained at least one person who felt they had a mobility problem (8%) was higher than the proportion of visitors who felt they had a mobility problem (3%) (tables 10 and 19).

3.11.2 The proportion of groups present during the week with at least one person who felt they had a mobility problem was almost double that of either of the weekend days (table 19). This difference between the days is similar to the proportion of visitors who felt they had a mobility problem (table 10).

Table 19 : Proportion of groups with at least one person who felt they had a mobility problem by day of visit

	Proportion of groups
Saturday	7%
Sunday	7%
Weekday	13%
Total	8%

3.11.3 There was little difference between the visitor periods with regards to the proportion of groups with at least one person who felt they had a mobility problem. This pattern is similar to the proportion of visitors who felt they had a mobility problem (table 11).

Table 20 : Proportion of groups with at least one person who felt they had a mobility problem by visitor period

	Proportion of groups
Peak	9%
Shoulder	7%
Off Peak	9%
Total	8%

3.11.4 The proportions of groups with at least one person with a mobility problem were similar for the White Peak and Dark Peak sites (table 21). This mirrors the comparison of sites for visitors who considered they had a mobility problem (table 12).

Table 21 : Proportion of groups with at least one person who felt they had a mobility problem by area visited

	Proportion of groups
Dark Peak	7%
White Peak	11%
Total	9%

3.12 Ratio of day to staying respondents

3.12.1 Overall, for every staying respondent visiting the Peak District there were just over 3 day respondents (table 22).

3.12.2 At a 95% Confidence level, the Confidence Interval for information on day respondents is no more than +/-2% and for staying respondents is no more than +/-3%.

3.12.3 The ratios of day to staying respondents on Saturday and the weekday were similar at around 2.5 day respondents to every staying respondent (table 22). However, on Sunday there were 4 day respondents for every staying respondent.

Table 22 : Proportions of day and staying respondents by day of week of visit

	Day respondents	Staying respondents
Saturday	72%	28%
Sunday	82%	18%
Weekday	74%	26%
Total	77%	23%

3.12.4 The ratios of day to staying respondents were similar during the Peak and Shoulder Periods at 3 day respondents for every staying respondent (table 23). However, during the Off Peak period the ratio increased to 4 day respondents to every staying respondent.

Table 23 : Proportions of day and staying respondents by day visitor period

	Day respondents	Staying respondents
Peak	74%	26%
Shoulder	76%	24%
Off Peak	84%	16%
Total	77%	23%

3.12.5 At the White Peak sites the ratio of day to staying respondents was fairly low with only 2 day respondents for every staying respondent (table 24). However, at the Dark Peak sites the ratio was much higher with 4.5 day respondents for every staying respondent.

Table 24 : Proportions of day and staying respondents by area visited

	Day respondents	Staying respondents
Dark Peak	82%	18%
White Peak	68%	32%
Total	77%	23%

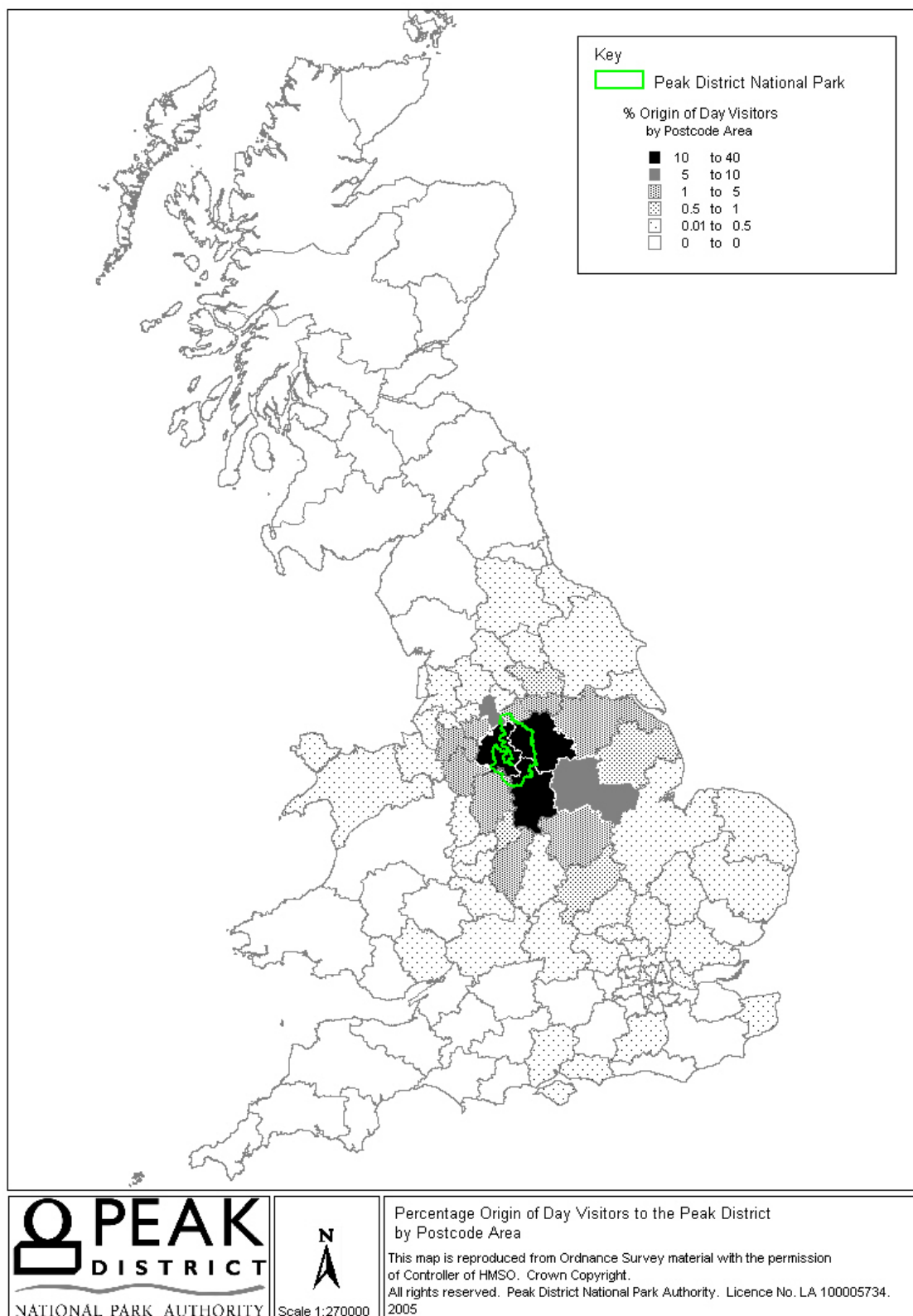
3.13 Home location of respondents

3.13.1 2% of all visitors came from overseas

3.13.2 95% of all visitors had a home postcode in England.

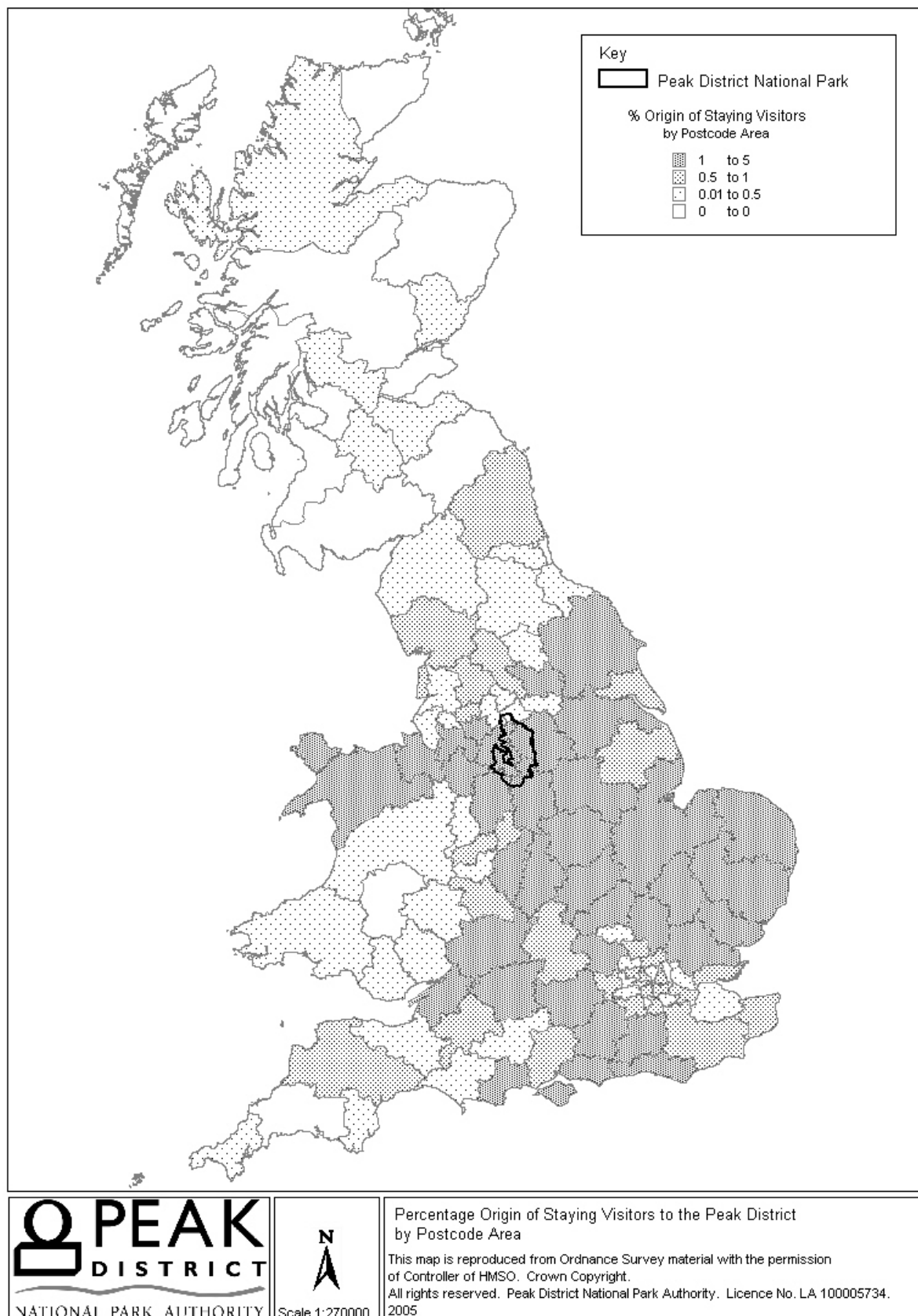
3.13.3 The largest proportions of day respondents came from postcodes that cover the Park (Sheffield, Stockport and Derby) followed by Nottingham and Oldham (Map 2). There is a pattern in the home postcodes of Day respondents visiting the National Park in that the nearer the postcode area to the Park, the larger the proportion of day respondents. However, there is a slight skew towards the East Midlands with more visitors originating from the South East of the Park than other directions.

Map 2 : Home postcode of day respondents



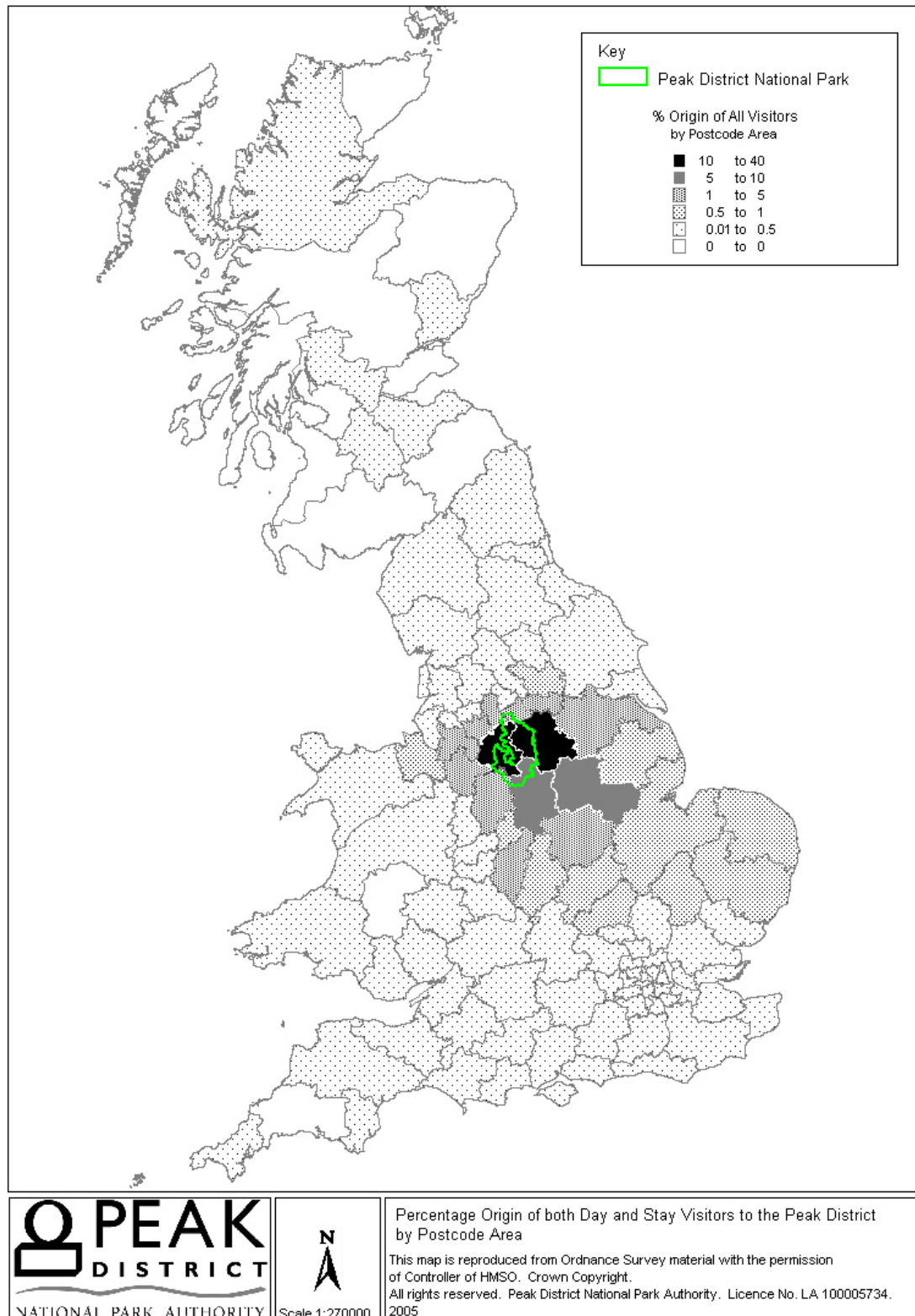
3.13.4 Staying respondents visiting the Peak District National Park come from all over England, Wales and Scotland (Map 3). Furthermore, although there were fewer respondents visiting from the furthest reaches of England and Scotland, the proportions of visitors from different postcodes are similar.

Map 3 : Home postcode of staying respondents



3.13.5 Overall, respondents visiting the National Park come from all over England, Wales and Scotland Map 4). However, there is a distinct pattern in that the majority of visitors come from postcodes within or surrounding the Park with fewer visitors from areas further away. Sheffield and Stockport postcode areas were the home location of the majority of respondents. However, there were also many respondents visiting from Derby and Nottingham. There is a skew of more visitors coming from the East Midlands area (South East of the Park).

Map 4 : Home postcode of all respondents



3.14 Location of stay for staying respondents

3.14.1 57% of staying respondents indicated that they spent at least one night away from home at a location inside the National Park.

3.14.2 The locations used by respondents overnight are listed in Appendix 7. Due to the low numbers of staying respondents and the variety of areas listed it is not possible from this data to identify preferred locations for staying overnight.

3.15 Number of nights spent away from home by staying respondents

3.15.1 On average, staying respondents spent 3.6 nights away from home (table 25). However, over half of respondents spent only one or two nights.

3.15.2 Due to the small number of staying respondents it is not possible to produce reliable data relating to the day of the week, visitor periods or area visited.

Table 25 : Number of nights spent away from home by staying visitors by day of week of visit

	Mean average Number of nights away	range	mode	Proportion of staying respondents staying 1 or 2 nights
Total	3.6	1 to 60	2	52%

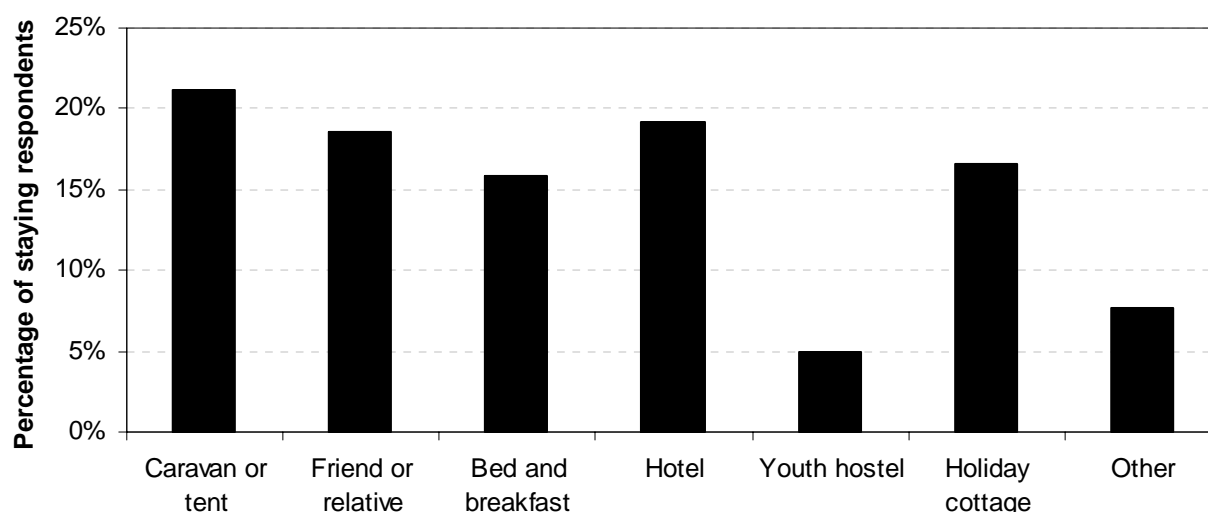
3.16 Type of accommodation used by respondents staying away from home

3.16.1 Overall the most popular forms of accommodation for staying respondents were caravan or tent, friend or relative and hotel, with around one fifth of respondents using each type (figure 16). However, Holiday cottage (17% of respondents) and Bed and Breakfast accommodation (16%) were also popular.

3.16.2 Due to the small number of staying respondents it is not possible to produce reliable data relating to the day of the week, visitor periods or area visited.

3.16.3 Other types of accommodation are listed in Appendix 8.

Figure 16 : Accommodation used by staying visitors



3.17 Mode of transport

3.17.1 85% of visitors used a car/van to get to and/or around the Peak District (table 26). Less than 10% of visitors used the second most popular form of transport (coach).

3.17.2 The proportions of visitors using each type of transport were similar on Saturday and Sunday. However, the proportion of visitors travelling by car/van during the weekday was lower and the proportion of visitors using a coach higher than at the weekend.

3.17.3 Other modes of transport used by respondents are listed in Appendix 9.

Table 26 : Transport used by visitors by day of week of visit¹⁸

	Car/van	Coach	Motorbike	Cycle	Bus/train	Walk	Other
Saturday	87%	7%	0%	1%	3%	3%	1%
Sunday	87%	6%	1%	1%	2%	3%	1%
Weekday	77%	18%	0%	0%	3%	2%	1%
Total	85%	9%	0%	1%	2%	3%	1%

3.17.4 The Shoulder period had the lowest proportion of visitors choosing to travel by car/van (table 27). This period also had the highest proportion of visitors travelling by coach.

Table 27 : Transport used by visitors by visitor period¹⁹

	Car/van	Coach	Motorbike	Cycle	Bus/train	Walk	Other
Peak	88%	6%	1%	1%	3%	3%	1%
Shoulder	80%	14%	0%	1%	3%	2%	1%
Off Peak	86%	8%	0%	1%	2%	4%	1%
Total	85%	9%	0%	1%	2%	3%	1%

3.17.5 Similar proportions of visitors to the White and Dark Peak sites used different modes of transport (table 28).

Table 28 : Transport used by visitors by area visited²⁰

	Car/van	Coach	Motorbike	Cycle	Bus/train	Walk	Other
White Peak	85%	10%	1%	1%	1%	3%	1%
Dark Peak	85%	9%	0%	1%	3%	3%	1%
Total	85%	9%	0%	1%	2%	3%	1%

3.18 Car/van occupancy rates

3.18.1 On average there were 2.8 visitors per car/van (table 29).

3.18.2 The number of visitors per car/van were similar for the days of the week surveyed (table 29). This mirrors the similarity in group size between the days of the week.

Table 29 : Car/van occupancy rates by day of week of visit

	Number of people per car/van
Saturday	2.9
Sunday	2.8
Weekday	2.7
Total	2.8

¹⁸ Totals may sum to over 100% as some respondents indicated using more than one type of transport

¹⁹ Totals may sum to over 100% as some respondents indicated using more than one type of transport

²⁰ Totals may sum to over 100% as some respondents indicated using more than one type of transport

3.18.3 The Peak period saw about one more person per car/van than the Shoulder or Off Peak periods (table 30). This does not fit the pattern seen in the differences in group size where the Peak and Shoulder periods had similarly high group sizes in comparison to the Off Peak period (table 14). This is explained by the large proportion of visitors using a coach, which carries more people than a car/van, during the Shoulder period.

Table 30 : Car/van occupancy rates by visitor period

	Number of people per car/van
Peak	3.3
Shoulder	2.5
Off Peak	2.4
Total	2.8

3.18.4 There was just less than one visitor per car less at the Dark Peak sites compared to the White Peak sites (table 31). This mirrors the larger group sizes seen at the White Peak sites compared to the Dark Peak sites.

Table 31 : Car/van occupancy rates by area visited

	Number of people per car/van
White Peak	3.3
Dark Peak	2.5
Total	2.8

3.19 Visit purpose

3.19.1 The majority of respondents visiting the survey sites were there for recreational or leisure purposes (table 32).

3.19.2 The Saturday and Sunday saw similar proportions with regards to purpose of respondents visiting the area. During the weekday, however, there were a slightly smaller proportion of respondents visiting for recreational or leisure purposes.

3.19.3 Other purposes of respondents' visits are listed in Appendix 10.

Table 32 : Purpose of visit of respondents by day of week of visit

	Recreation / leisure	Business / work	Training / education	Other
Saturday	97%	0%	1%	2%
Sunday	97%	0%	1%	2%
Weekday	93%	1%	2%	3%
Total	96%	1%	1%	2%

3.19.4 The proportions of respondents visiting the Peak District for different purposes were similar for all three visitor periods (table 33).

Table 33 : Purpose of visit of respondents by visitor period

	Recreation / leisure	Business / work	Training / education	Other
Peak	97%	0%	1%	2%
Shoulder	95%	1%	2%	2%
Off Peak	95%	1%	1%	3%
Total	96%	1%	1%	2%

3.19.5 The proportion of respondents visiting the White Peak sites for recreation or leisure was slightly lower than the proportion of respondents visiting the Dark Peak sites (table 34).

Table 34 : Purpose of visit of respondents by area visited

	Recreation / leisure	Business / work	Training / education	Other
White Peak	95%	1%	1%	3%
Dark Peak	97%	0%	1%	2%
Total	96%	0%	1%	2%

3.20 Reason for visit

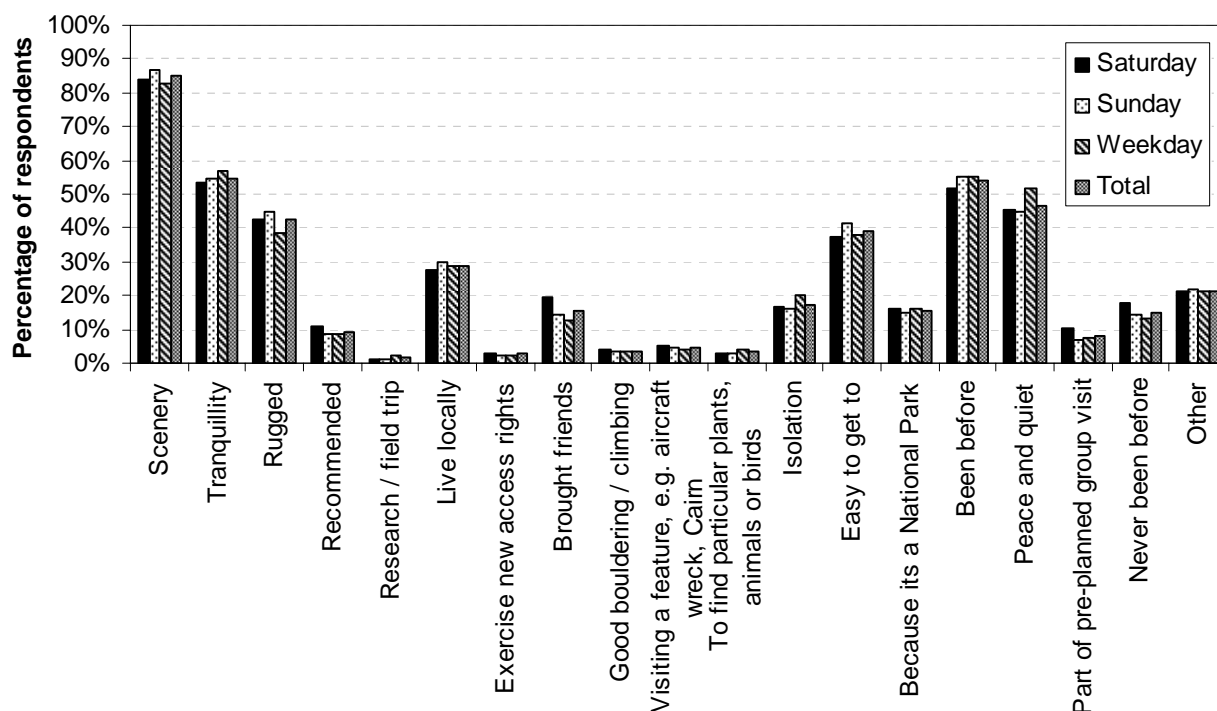
3.20.1 Most respondents (85%) visited the area for the scenery and about half (55%) visited for the tranquillity (figure 17). Just under half (43%) visited because the area is rugged.

3.20.2 Just over half of all respondents (54%) indicated that they were visiting the area because they had been before and over a quarter (29%) said that they lived locally (figure 17).

3.20.3 The reasons for respondents visiting the Park were generally similar between the days of the week surveyed.

3.20.4 Other reasons for visits are listed in Appendix 11.

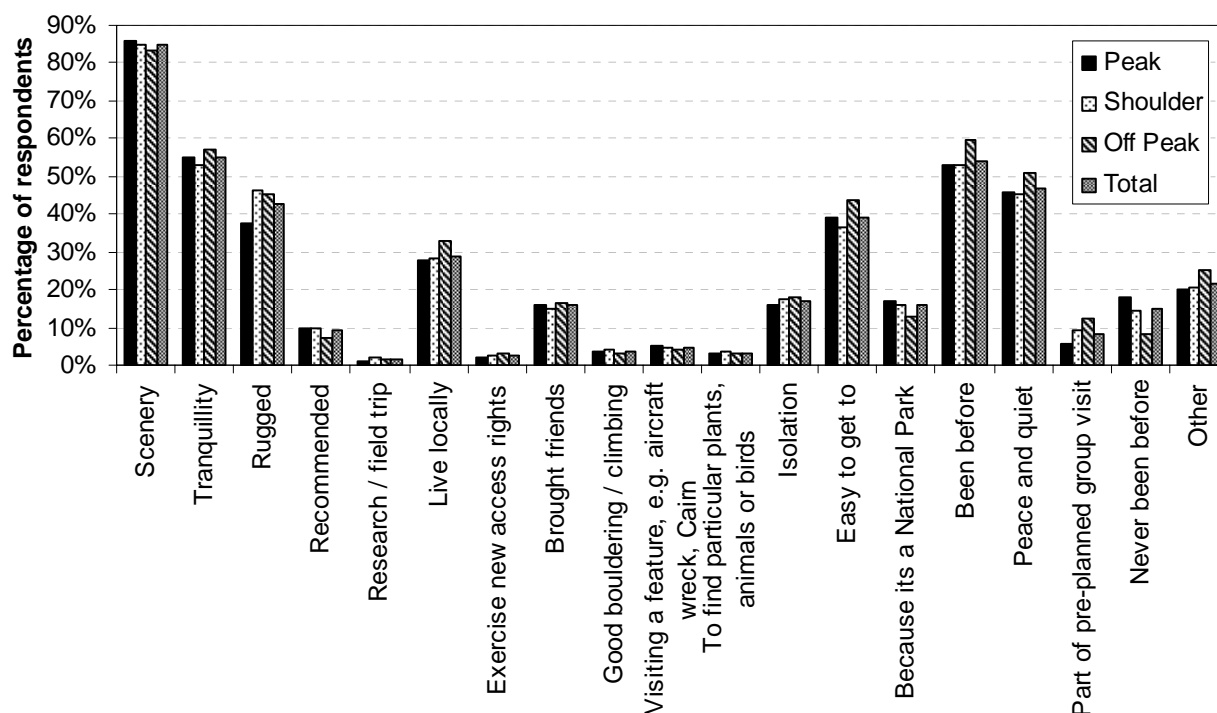
Figure 17 : Reasons for visit of respondents by day of week of visit²¹



3.20.5 The reasons for respondents visiting the Park were generally similar between the visitor periods.

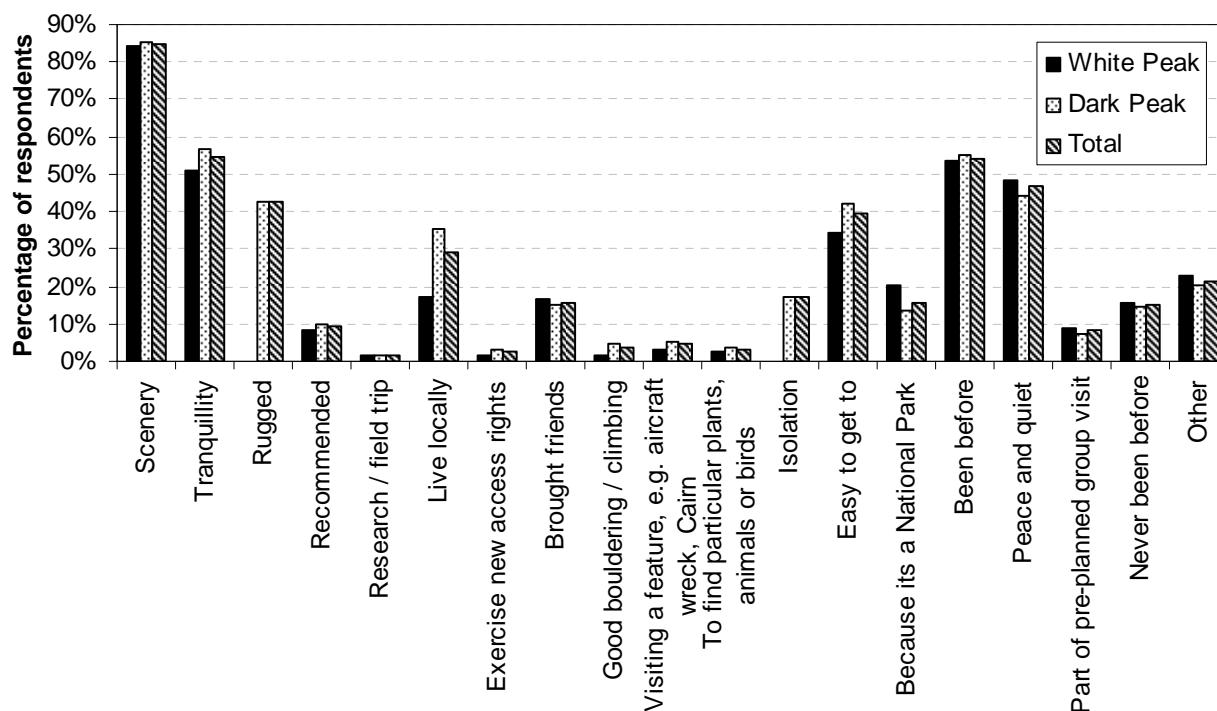
²¹ Rugged and Isolated are MFF survey only / Peace and quiet, part of pre-planned group visit, never been before, been before additional sites only

Figure 18 : Reasons for visit of respondents by visitor period²²



3.20.6 The proportion of respondents visiting the Dark peak sites (36%) because they lived locally was twice as high as the proportion visiting the White Peak sites (17%). This was complemented by the fact that a larger proportion of respondents visiting the Dark Peak sites (42%) indicated they had come because it was 'easy to get to' compared to the White Peak sites (34%).

Figure 19 : Reasons for visit of respondents by area visited²³



²² Rugged and Isolated are MFF survey only / Peace and quiet, never been before, part of pre-planned group visit, been before are additional sites only

²³ Rugged and Isolated are MFF survey only / Peace and quiet, part of pre-planned group visit, never been before, been before are additional sites only

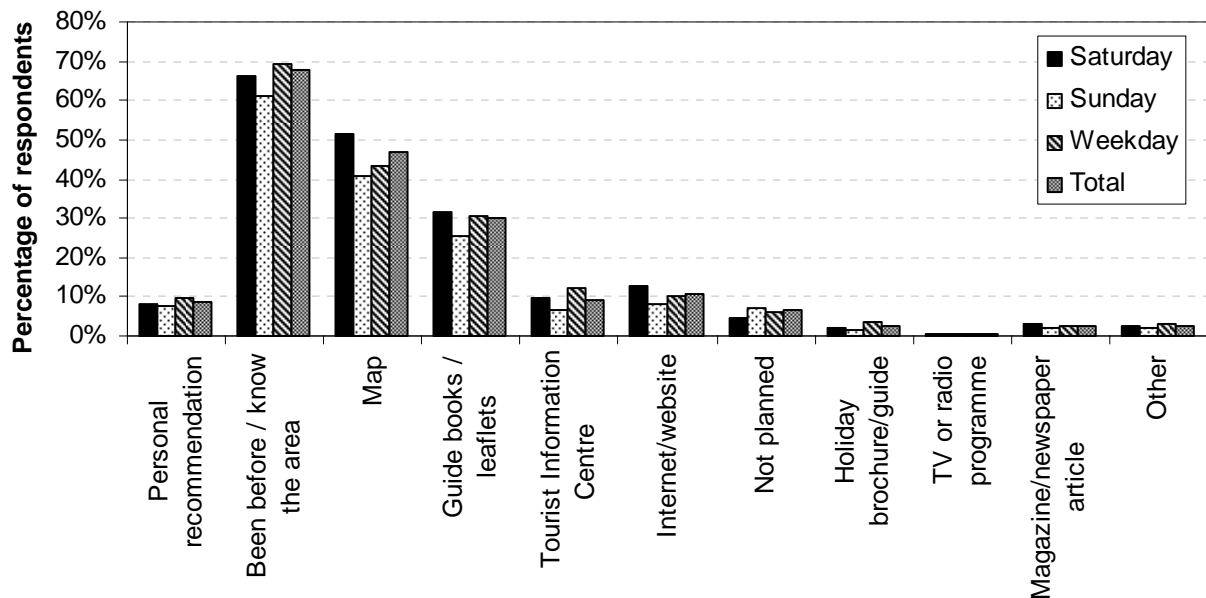
3.21 Visit planning

3.21.1 68% of all respondents visiting the Peak District used their previous knowledge of the area to plan their visit (figure 20); 47% used a map; and 30% used guide books / leaflets.

3.21.2 The proportions of respondents using planning aides were similar on Saturday and the weekday but generally lower on Sunday (figure 20).

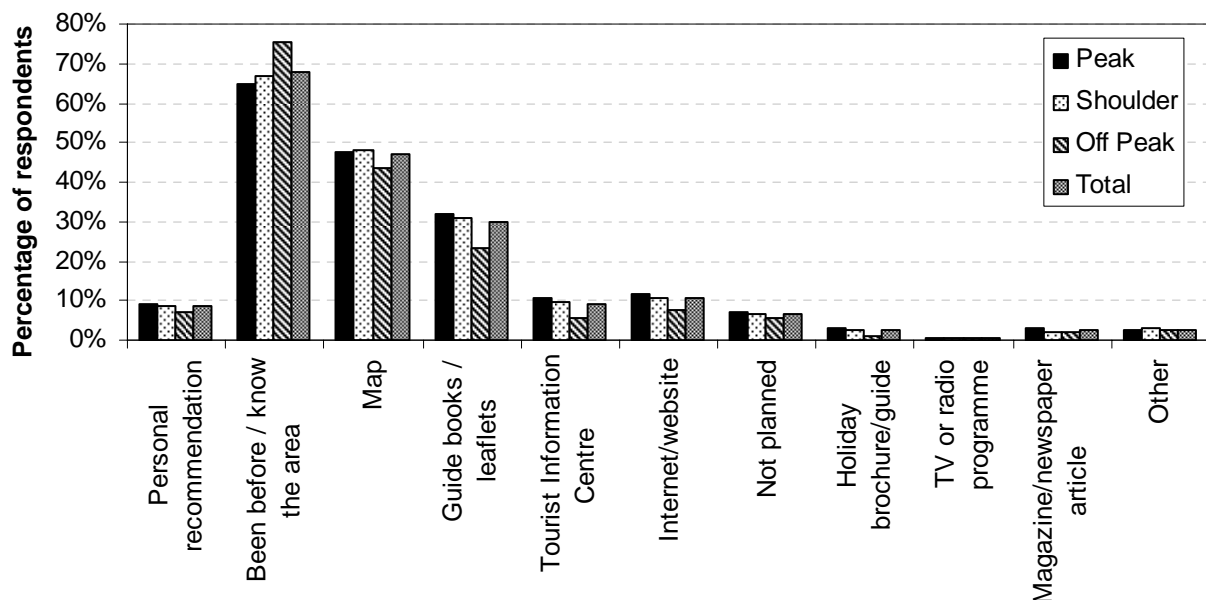
3.21.3 Other items used to plan visits are listed in Appendix 12.

Figure 20 : Planning aides used by respondents by day of week of visit²⁴



3.21.4 Similar proportions of respondents visiting during each visitor period used each planning aid (figure 21).

Figure 21 : Planning aides used by respondents by visitor period²⁵

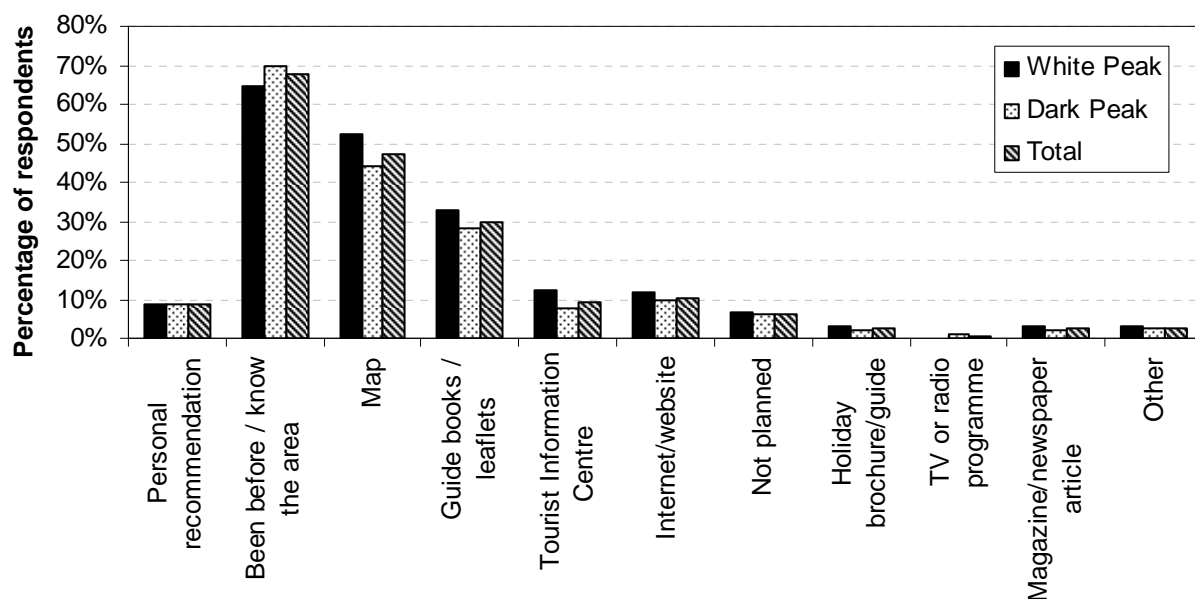


3.21.5 Similar proportions of respondents visiting the Dark Peak and White Peak sites used various items to plan their visit (figure 22).

²⁴ Magazines / newspaper articles was not an option in the Moors for the Future survey

²⁵ Magazines / newspaper articles was not an option in the Moors for the Future survey

Figure 22 : Planning aides used by respondents by location of visit²⁶



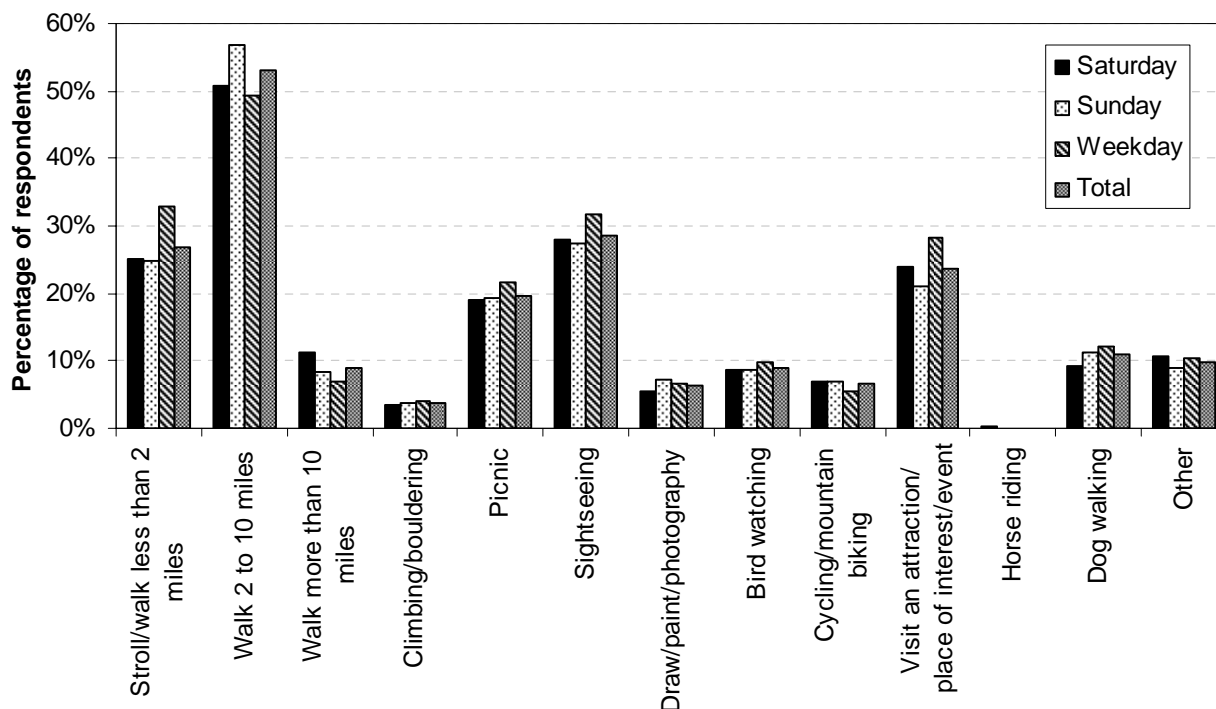
3.22 Activities undertaken

3.22.1 The most popular activity was a walk of two to ten miles (53% of respondents) (figure 23). The next most popular activities were sightseeing, strolling and visiting an attraction/place of interest/event, all of which were indicated by around a quarter of respondents.

3.22.2 Similar proportions of respondents undertook activities on the different weekdays (figure 23). However, walking two to ten miles was more popular on Sundays (57%) than Saturdays (51%) or weekdays (49%) and strolling was more popular on the weekdays (33%) than Saturdays (25%) or Sundays (25%).

3.22.3 Other Activities undertaken by respondents are listed in Appendix 13.

Figure 23 : Activities undertaken by respondents by day of week of visit²⁷



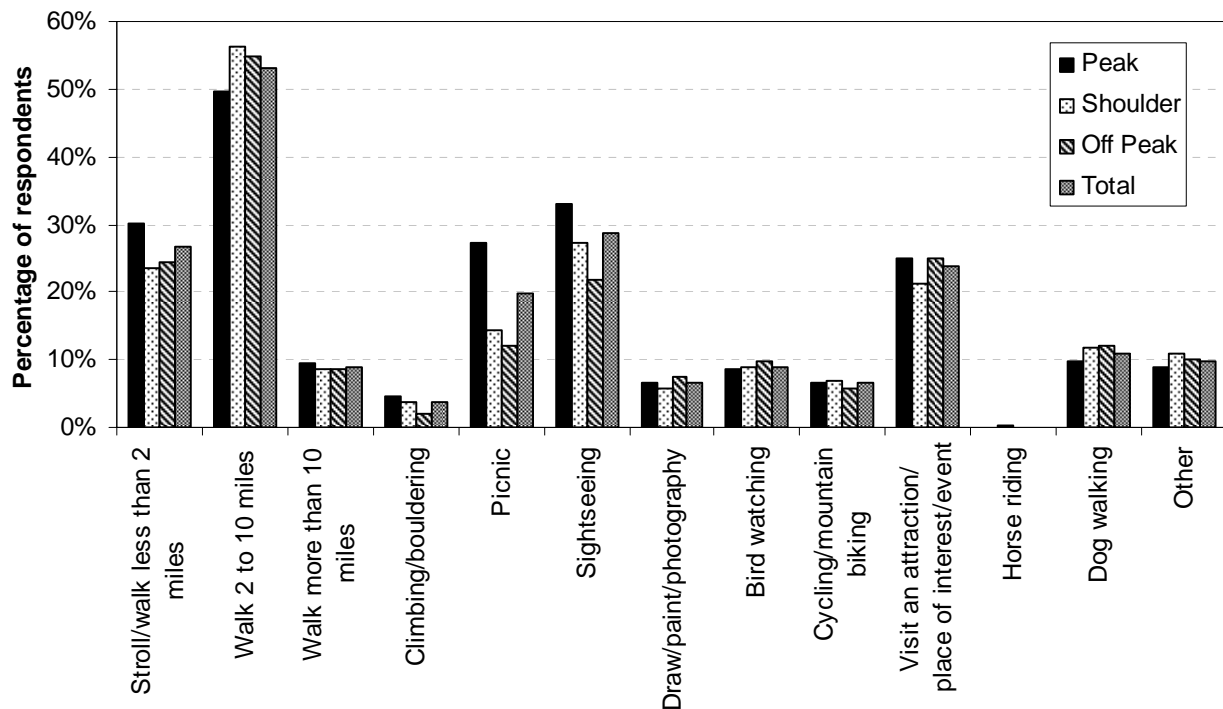
²⁶ Magazines / newspaper articles was not an option in the Moors for the Future survey

²⁷ Visit an attraction and dog walking only asked in Additional survey sites

3.22.4 Walking two to ten miles was the most popular activity with around half of all respondents visiting in each period undertaking that activity. The second most popular activity during the Peak (33%) and Shoulder (27%) periods was sightseeing, but during the Off Peak period sightseeing was less popular (22%).

3.22.5 Walking less than 2 miles, picnicking and visiting an attraction/place of interest/event were also popular activities during the Peak period with 25% to 30% undertaking each activity. Walking less than 2 miles and visiting an attraction/place of interest/event were similarly popular during the Shoulder and Off Peak periods, but far fewer respondents had had a picnic (14% during the Shoulder period and 12% during the Off Peak period).

Figure 24 : Activities undertaken by respondents by visitor period



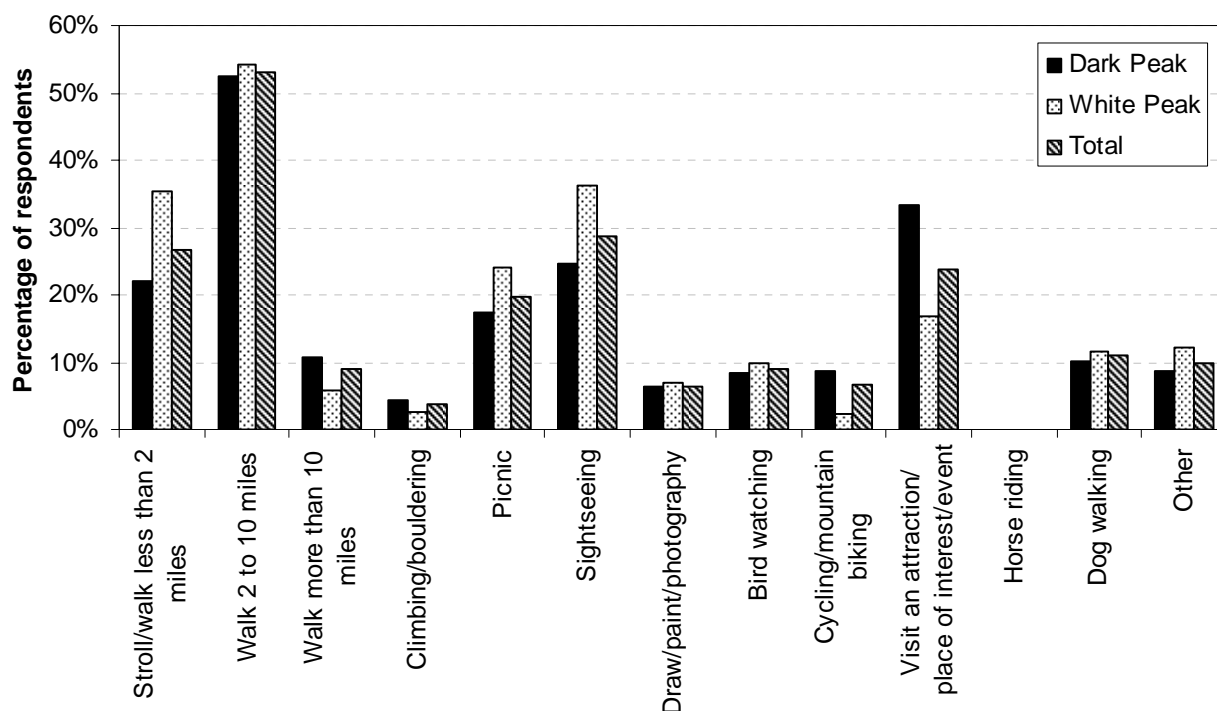
3.22.6 The proportions of respondents undertaking different activities were different for the White Peak and Dark Peak areas (figure 25). However, the most popular activity in both areas was walking two to ten miles (54% in the White Peak and 52% in the Dark Peak).

3.22.7 Sightseeing (36%) and walking less than 2 miles (35%) were the next most popular activities for respondents visiting the White Peak but were less popular in the Dark Peak (25% went sightseeing and 22% walked less than two miles).

3.22.8 The second most popular activity in the Dark Peak was visiting an attraction/place of interest/event (33% of respondents) whereas only half of this proportion (17%) of respondents visiting the White Peak undertook this activity. Half of respondents in the Dark Peak who visited an attraction/place of interest/event were visiting Chatsworth.

3.22.9 A larger proportion of respondents visiting the White Peak sites went for a picnic (24%) or a walk less than two miles (35%) compared to those visiting the Dark Peak sites (17% picnicked and 22% walked less than two miles). In contrast, a larger proportion of respondents visiting the Dark Peak sites (9%) went cycling/mountain biking compared to those visiting the White Peak sites (2%).

Figure 25 : Activities undertaken by respondents by area visited

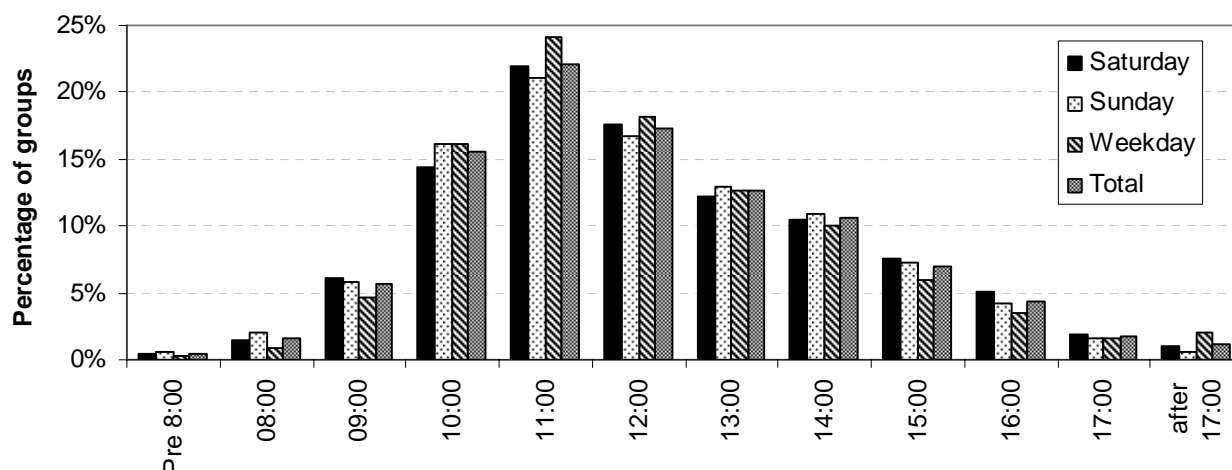


3.23 Arrival time²⁸

3.23.1 Groups arrived in the Peak District throughout most of the day. However, over half (55%) of all groups arrived between 10am and 12pm, with just under one quarter (22%) arriving at around 11am (figure 26). The proportion of groups arriving prior to 10am is quite small (8%) and there is a large jump in the proportion of groups arriving at 9am (6%) and 10am (16%). After 12pm, however, there is a gradual decline in the proportion of groups arriving each hour.

3.23.2 There were no major differences in the proportion of groups arriving at any one time.

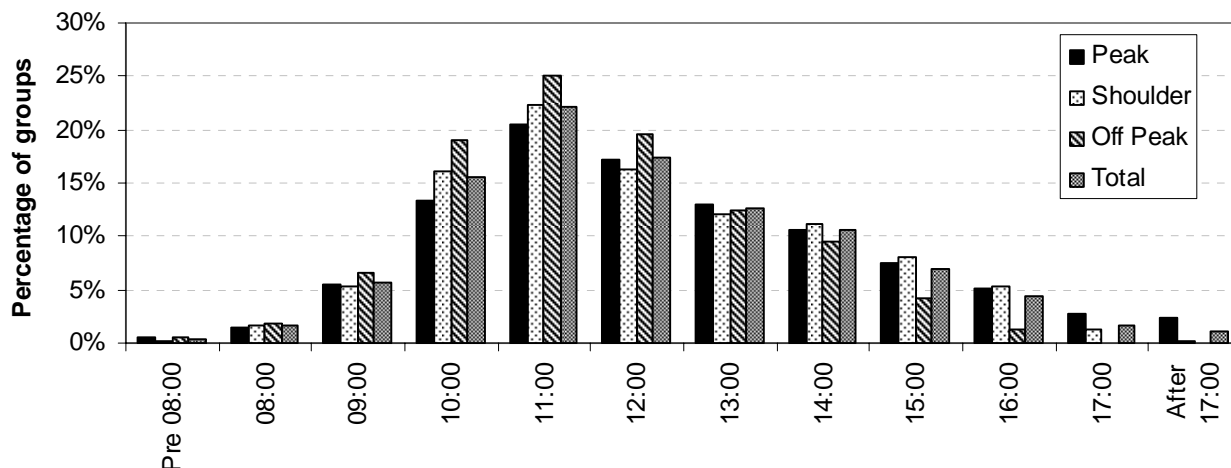
Figure 26 : Arrival time of groups by day of week of visit



²⁸ Arrival time of groups has been rounded to the nearest hour. For example 9:30am has been classed as 10am but 10:20am will also be classed as 10am.

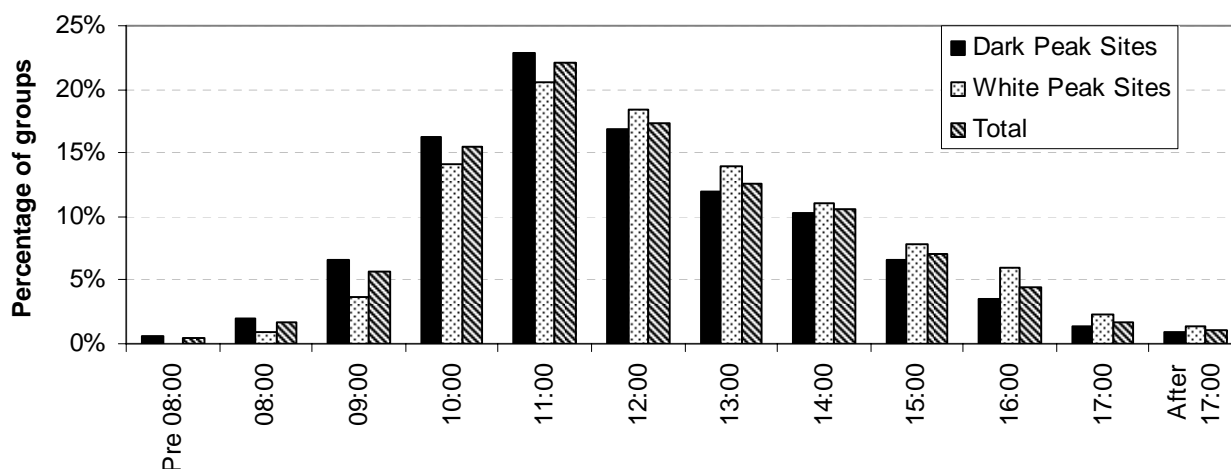
3.23.3 The overall pattern of arrival times of groups for each visitor period was similar (figure 27). However, there were differences in the proportions of visitors. During the Peak period 33% of groups arrived between 10am and 11am compared to 44% during the Off Peak period. Furthermore, the largest proportion of groups arriving after 3pm was during the Peak period (18%) and the Off Peak period saw the lowest (5%).

Figure 27 : Arrival time of groups by visitor period²⁹



3.23.4 The pattern of arrival times of groups to White Peak sites and Dark Peak sites were similar (figure 28). However, a larger proportion of groups visiting the Dark Peak (48%) arrived before 12pm than the White Peak (39%).

Figure 28 : Arrival time of groups by area visited



3.24 Departure time³⁰

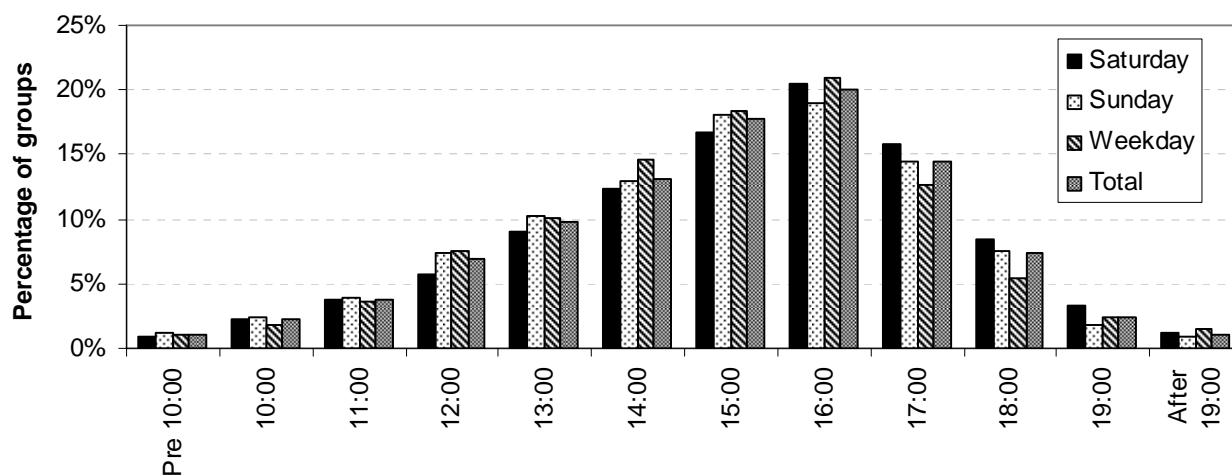
3.24.1 The pattern of departure times of groups was the opposite picture to the pattern of arrival. There was a gradual increase in the proportion of groups leaving the area up until 4pm, when it peaked at 20% of groups, followed by a more rapid reduction in the proportion of groups leaving after that time (figure 29).

3.24.2 The departure times of groups were similar for the days of the week (figure 29).

²⁹ Surveying finished at different times during the visitor periods. This will have affected the results.

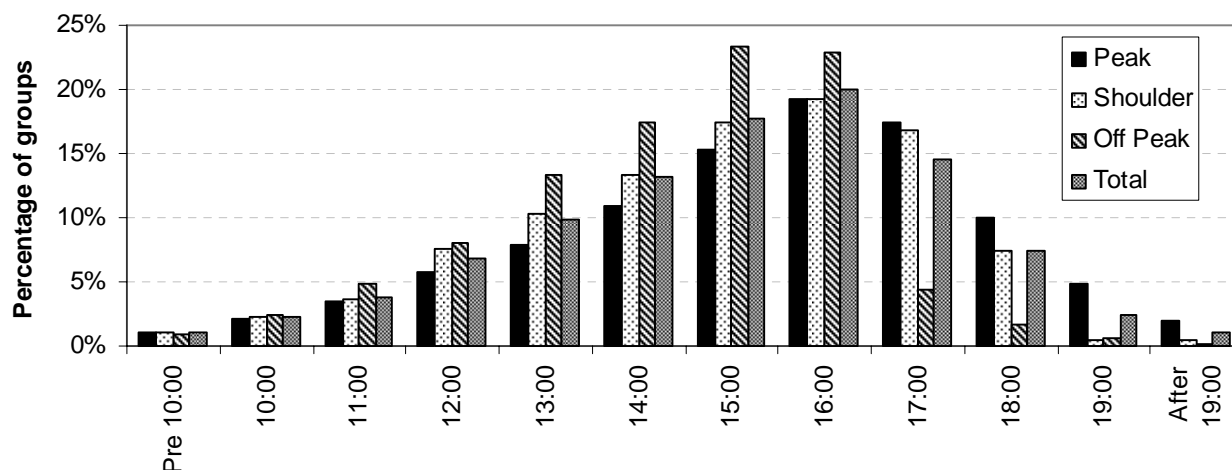
³⁰ Departure time of groups has been rounded to the nearest hour. For example 9:30am has been classed as 10am but 10:20am will also be classed as 10am.

Figure 29 : Departure time of groups by day of week of visit



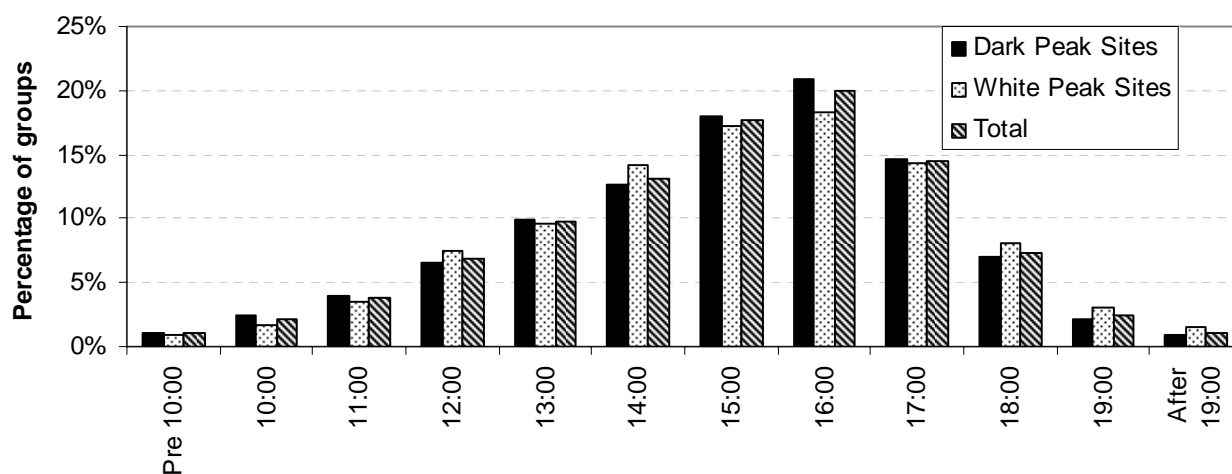
3.24.3 The departure times of groups visiting during the Peak and Shoulder periods were similar. However, the Off Peak period saw a smaller proportion of groups leaving after 4pm (7%) than the Peak (34%) or Shoulder periods (25%) and a larger proportion of groups leaving between 1pm and 4pm (77%) compared to the Peak (53%) or Shoulder periods (60%).

Figure 30 : Departure time of groups by visitor period³¹



3.24.4 Departure times of groups were similar for the White and Dark Peak areas (figure 31).

Figure 31 : Departure time of groups by area visited



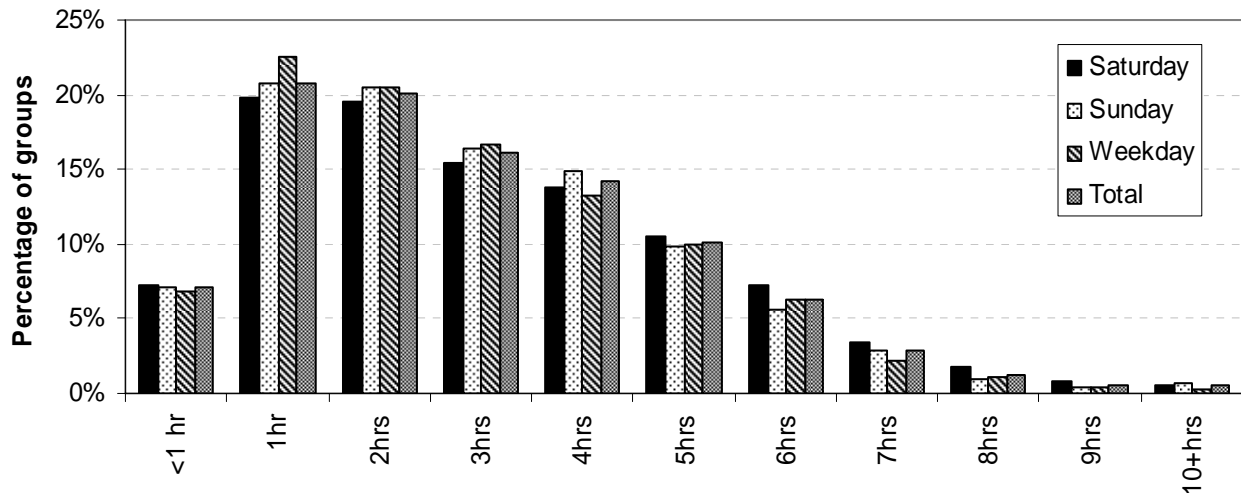
³¹ Surveying finished at different times during the visitor periods. This will have affected the results.

3.25 Length of day visit³²

3.25.1 Very few groups (7%) stayed for less than one hour (figure 32). The most popular length of stay was one hour (21%) or two hours (20%). After two hours there was a steady decline in the number of groups staying any particular length of time.

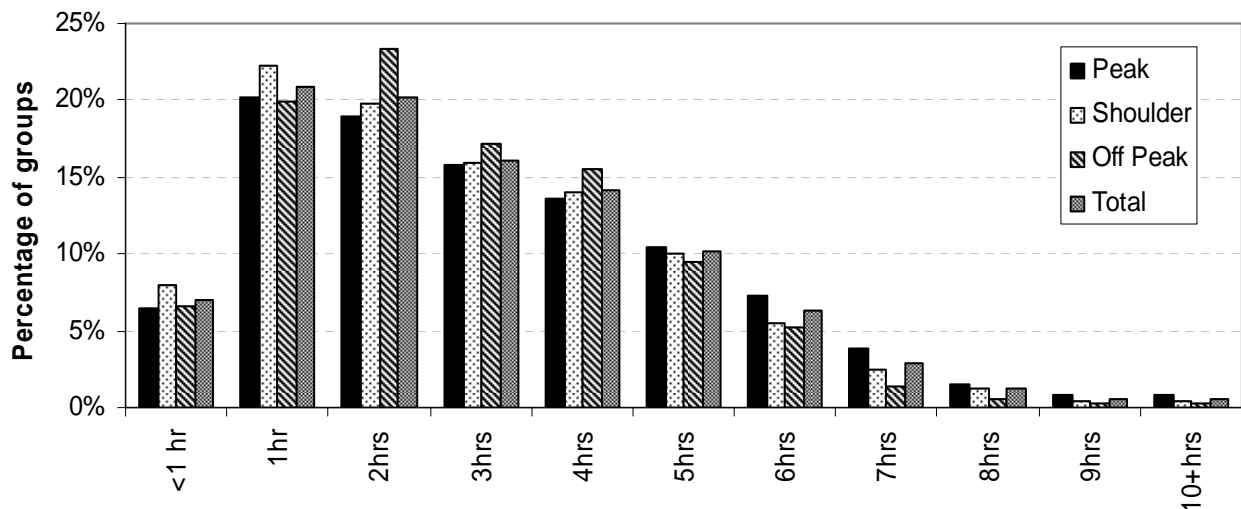
3.25.2 The length of stay of groups was similar for the days of the week (figure 32).

Figure 32 : Length of time of visit by day of week of visit



3.25.3 The length of stay of groups was similar for the different visitor periods (figure 33).

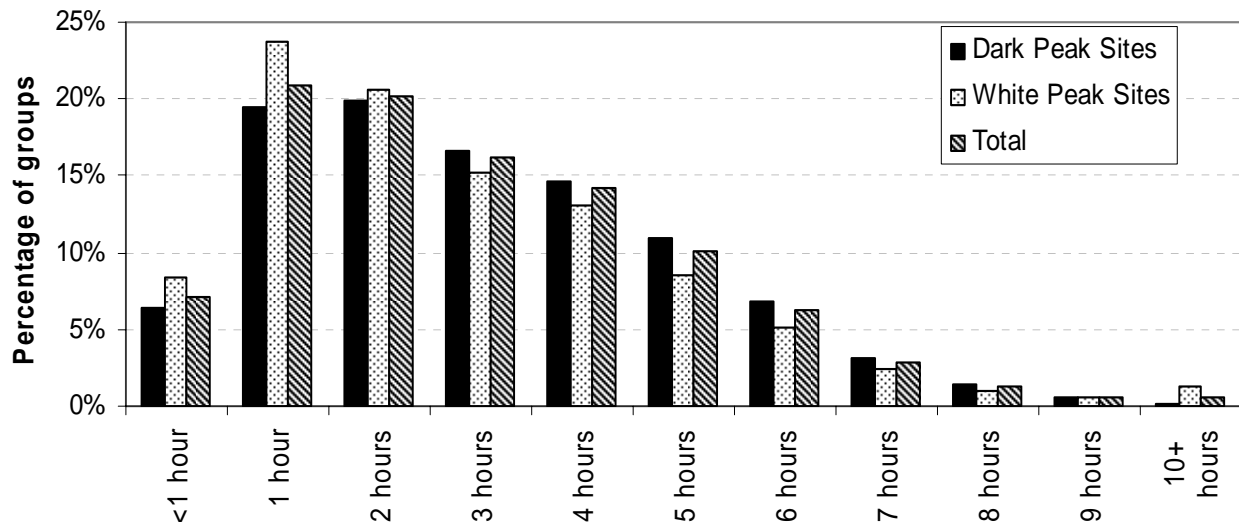
Figure 33 : Length of time of visit by visitor period



3.25.4 The length of stay of groups was similar for the White and Dark Peak areas (figure 34).

³² Length of day visit has been rounded to the nearest hour. For example 1.5 hours has been classed as 2 hours but 2:25 hours will also be classed as 2 hours.

Figure 34 : Length of time of visit by area visited



3.26 Other places visited

3.26.1 Just under one third of all respondents (31%) visited another location during their day.

3.26.2 On Sunday a slightly lower proportion of respondents visited other locations than on Saturday or weekday (table 35).

Table 35 : Proportion of respondents visiting other places by day of week of visit

	Respondents who visited other locations	Respondents who did not visit other locations
Saturday	33%	67%
Sunday	28%	72%
Weekday	33%	67%
Total	31%	69%

3.26.3 There was a slightly lower proportion of respondents who visited other locations during the Off Peak period compared to the Peak and Off Peak periods (table 36).

Table 36 : Proportion of respondents visiting other places by visit period

	Respondents who visited other locations	Respondents who did not visit other locations
Peak	33%	67%
Shoulder	31%	69%
Off Peak	26%	74%
Total	31%	69%

3.26.4 A lower proportion of respondents visiting the Dark Peak area visited other locations compared to the White Peak area (table 37).

Table 37 : Proportion of respondents visiting other places by area visited

	Respondents who visited other locations	Respondents who did not visit other locations
Dark Peak	25%	75%
White Peak	42%	58%
Total	31%	69%

3.26.5 Respondents visited a wide range of other locations. The most popular places for respondents to visit other than the survey sites were Bakewell and Buxton (table 38).

3.26.6 A list of other locations visited by less than 20 respondents is provided in Appendix 14.

Table 38 : Most popular other places visited by respondents

	Number of respondents		Number of respondents
Bakewell	164	Ashford in the Water	24
Buxton	120	Tissington	24
Chatsworth	83	Baslow	23
Ashbourne	78	Calver	23
Hathersage	77	Manchester	23
Castleton	61	Manifold	23
Derwent Valley	60	Mansfield	23
Matlock / Matlock Bath	55	Mappleton	23
Ilam	50	Marple	23
Hope	36	Bamford	22
Monsal Head/Dale	36	Carsington	21
Edale	29	Leek	21
Sheffield	26	Holmfirth	20
Tideswell	26		

3.27 Activities undertaken at other places visited

3.27.1 The most popular activity undertaken by respondents at the other locations they visited was taking some form of refreshment (table 39). This was followed by shopping or browsing in a shopping area.

3.27.2 Other activities undertaken by respondents are listed in Appendix 15.

Table 39 : Most popular activities undertaken by respondents at other locations

	Number of respondents
Refreshments	466
Shopping / browsing	389
Walking / strolling	340
Sightseeing	154

3.28 Spend per visitor³³

3.28.1 6% of all respondents did not indicate whether or not they had spent any money during the day. These people and the visitors they represent have not been included in the following calculations on spend.

3.28.2 70% of visitors were represented by a respondent who had indicated that they had spent some money during their visit that day (figure 35).

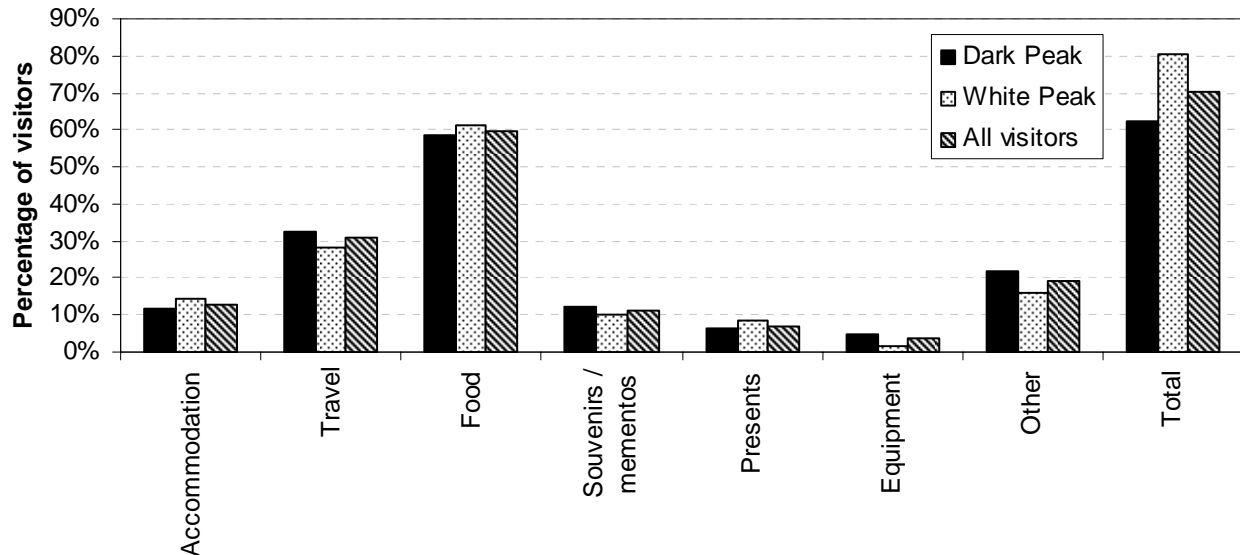
3.28.3 The proportions of visitors represented by respondents indicating spending money on any particular type of item varied greatly (figure 35). Food was by far the most popular item of spend (60% of visitors). Travel was the second most popular item of spend (31%) but by only half the amount of people who spent on food.

³³ Spend per visitor is presented by relating the responses provided by respondents to the number of visitors in their group.

3.28.4 A list of other items of spend is detailed in Appendix 16.

3.28.5 A larger proportion of visitors to the White Peak sites (81%) spent money compared to those visiting the Dark Peak sites (63%). However, the proportions of visitors spending money on any individual type of item were very similar.

Figure 35 : Proportion of visitors represented by respondents, visiting the White Peak and Dark Peak sites, who spent money on each item



3.28.6 The average amount of money spent by visitors who had spent money was £13.73 (table 40). However, due to the large proportion of visitors who did not spend any money the overall average spend per visitor was £9.65 (table 41).

3.28.7 The largest cost to visitors was accommodation, with those who paid for accommodation paying on average £29.16 per person (table 40). This was followed by equipment, with visitors who bought these types of items spending an average £10.72 (table 40). However, as only a small proportion of visitors spent money on these items the overall spend per visitor was very small (table 41), although accommodation still remained the most expensive item (£3.77).

3.28.8 Food was the fourth most expensive item bought (table 40). However, due to the high proportion of visitors who bought food it was the second most expensive item per visitor overall (£3.00. See table 41).

3.28.9 Visitors to the White Peak spent more money than visitors to the dark Peak both overall and on individual items (table 40). Of those who had spent on each item, visitors to the White Peak sites spend around twice as much as visitors to the Dark Peak sites on souvenirs / mementos, presents and 'other' items.

3.28.10 The largest difference between the two sites was the amount spent on equipment. The visitors to the White Peak sites who bought equipment spent around three times more than those visiting the Dark Peak sites and spent as much on equipment as the visitors to the Dark Peak sites spent on accommodation (table 40). However, due to the small proportions of visitors to the White Peak sites who bought equipment, the amount spent per head overall was the second smallest amount out of all of the spend categories (table 41).

Table 40 : Average visitor spend of visitors represented by respondents, visiting the White Peak and Dark Peak sites, who spent money on each item

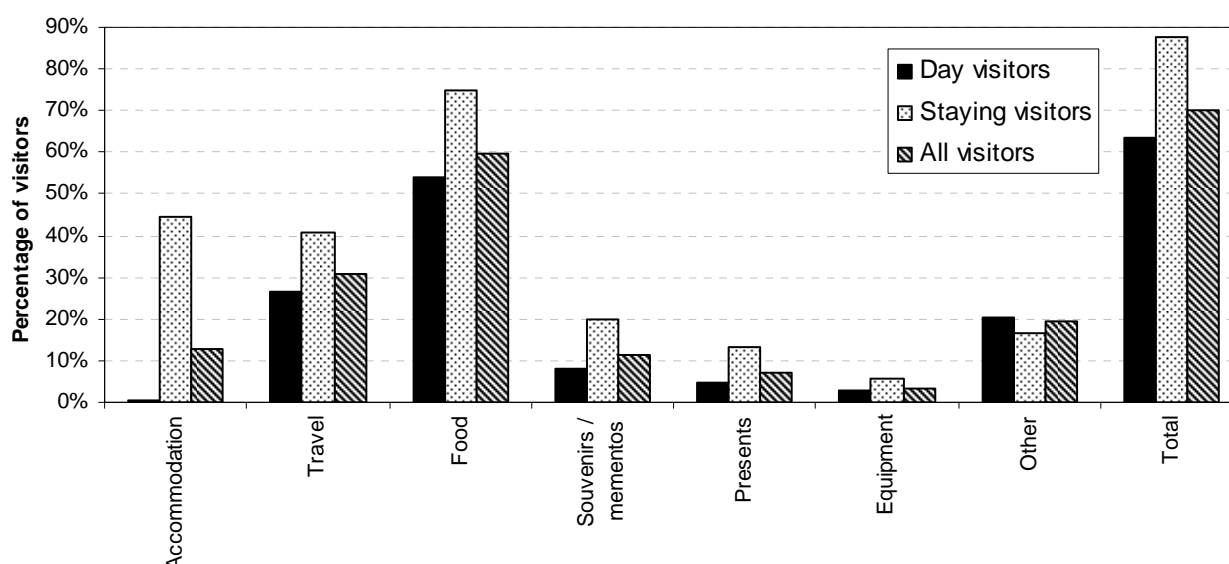
	Accommodation	Travel	Food	Souvenirs / mementos	Presents	Equipment	Other	Total
Dark Peak	£23.24	£3.92	£3.86	£1.57	£3.95	£7.57	£1.66	£11.96
White Peak	£35.82	£5.19	£6.50	£3.75	£7.71	£23.21	£3.55	£15.58
All visitors	£29.16	£4.42	£5.02	£2.39	£5.81	£10.72	£2.33	£13.73

Table 41 : Average spend per visitor of all visitors³⁴ represented by respondents, visiting the White Peak and Dark Peak sites

	Accommodation	Travel	Food	Souvenirs / mementos	Presents	Equipment	Other	Total
Dark Peak	£2.78	£1.27	£2.26	£0.19	£0.25	£0.37	£0.36	£7.48
White Peak	£5.12	£1.47	£4.00	£0.38	£0.64	£0.39	£0.57	£12.56
All visitors	£3.77	£1.35	£3.00	£0.27	£0.42	£0.38	£0.45	£9.65

3.28.11 A larger proportion of staying visitors (88%) spent money than day visitors (63%) (figure 36). With the exception of 'other' items, a larger proportion of staying visitors spent money on each category of spend compared to day visitors.

Figure 36 : Proportion of visitors represented by day and staying respondents who spent money on each item



³⁴ All visitors excludes those represented by the 6% of respondents who did not indicate whether or not they had spent money

3.28.12 Staying visitors who spent money, spent five and a half times more than the day visitors who spent money (table 42).

3.28.13 Due to the larger proportion of day visitors who did not spend money, the amount spent per visitor overall for staying visitors was just under eight times the amount spent per day visitor (table 43).

3.28.14 With regards to the categories of items of spend, staying visitors who spent money on each item spent on average more money than the days visitors (table 42).

Table 42 : Average visitor spend of visitors represented by day and staying respondents who spent money on each item

	Accommodation	Travel	Food	Souvenirs / mementos	Presents	Equipment	Other	Total
Day visitors	£14.69	£2.54	£3.24	£1.19	£4.32	£8.62	£1.33	£5.21
Staying visitors	£29.62	£7.52	£8.25	£3.66	£7.00	£13.14	£5.39	£29.37
All visitors	£29.16	£4.42	£5.02	£2.39	£5.81	£10.72	£2.33	£13.73

Table 43 : Average spend per visitor of all visitors³⁵ represented by day and staying respondents

	Accommodation	Travel	Food	Souvenirs / mementos	Presents	Equipment	Other	Total
Day visitors	£0.08	£0.67	£1.74	£0.10	£0.20	£0.32	£0.27	£3.30
Staying visitors	£13.13	£3.08	£6.20	£0.72	£0.94	£0.77	£0.90	£25.72
All visitors	£3.77	£1.35	£3.00	£0.27	£0.42	£0.38	£0.45	£9.65

3.29 Dogs

3.29.1 15% of groups brought an average of one dog each (table 44). 70% of all the dogs visiting the Peak District were allowed off the lead for some of the time.

3.29.2 There were no major differences in the proportion of groups bringing a dog with regards to which day of the week the visit was made on (table 44). Therefore the differences in the number of dogs reflected the differences in the number of groups visiting.

Table 44 : Number of dogs and percentage of dogs allowed off the lead by day of week of visit

	Percentage of groups with a dog	Number of dogs	Percentage of dogs allowed off the lead
Saturday	15%	278	72%
Sunday	14%	369	67%
Weekday	18%	234	71%
Total	15%	881	70%

³⁵ All visitors excludes those represented by the 6% of respondents who did not indicate whether or not they had spent money

3.29.3 Similar proportions of groups brought dogs during all of the visitor periods (table 45). Therefore the differences in the number of dogs reflected the differences in the number of groups visiting.

3.29.4 A larger proportion of dogs were allowed off the lead during the Off Peak period than during the Peak and Shoulder periods (table 45).

Table 45 : Number of dogs and percentage of dogs allowed off the lead by visitor period

	Percentage of groups with a dog	Number of dogs	Percentage of dogs allowed off the lead
Peak	14%	375	67%
Shoulder	15%	294	68%
Off Peak	17%	212	77%
Total	15%	881	70%

3.29.5 There were no major differences in the proportions of groups bringing dogs to the White Peak sites and the Dark peak sites (table 46).

3.29.6 A slightly larger proportion of dogs were allowed off the lead at the Dark Peak sites compared to the White Peak sites (table 46).

Table 46 : Number of dogs and percentage of dogs allowed off the lead by area visited

	Percentage of groups with a dog	Number of dogs	Percentage of dogs allowed off the lead
Dark Peak	15%	574	72%
White Peak	15%	307	66%
Total	15%	881	70%

3.30 Satisfaction

3.30.1 Almost all respondents visiting the Peak District National Park (99%) were either satisfied or very satisfied with their visit (table 47).

Table 47 : Satisfaction of respondents

	Percentage of respondents
Very satisfied	79%
Satisfied	20%
Neither	1%
Unsatisfied	0%
Very unsatisfied	0%

3.30.2 The reasons for respondent dissatisfaction were investigated in slightly different ways between the Moors for the Future survey and the additional sites.

3.31 Importance of features to enjoyment (additional sites only)

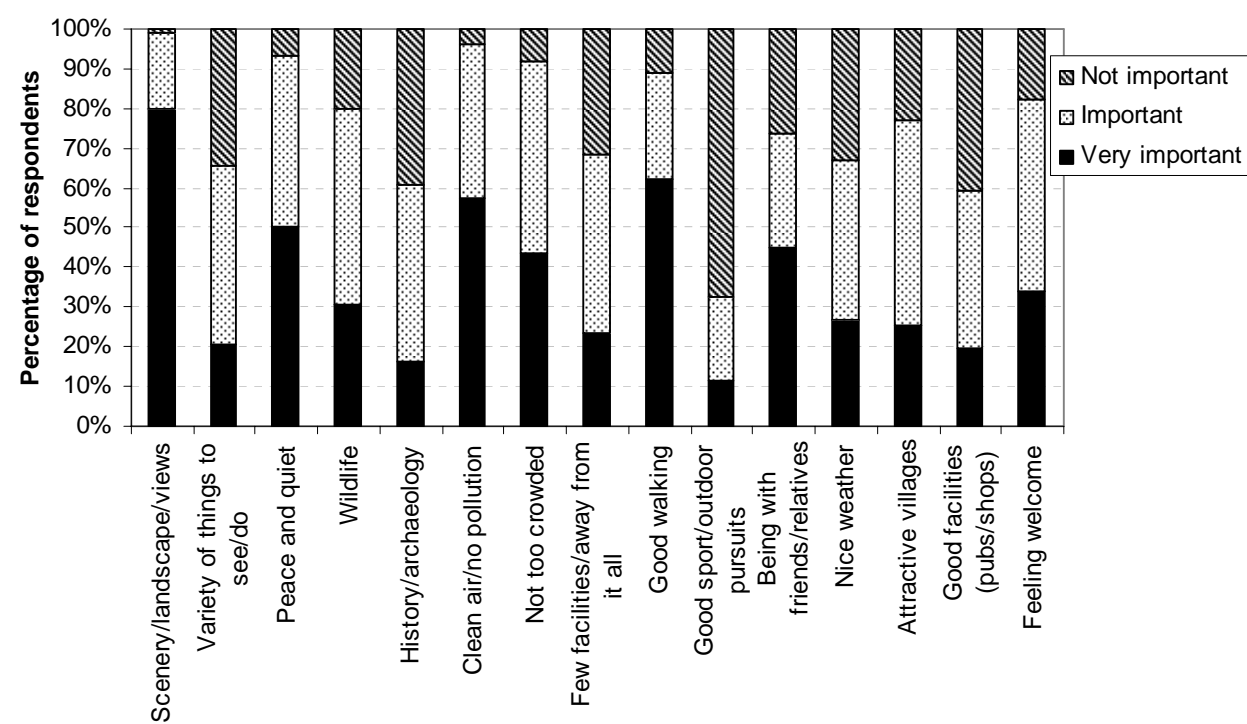
3.31.1 There is a wide range of features that respondents feel are important to the enjoyment of their visit (figure 37).

3.31.2 99% of respondents indicated that the 'scenery / landscape / views' had some importance to the enjoyment of their visit (figure 37) with 80% indicating that it was very important.

3.31.3 'Clean air / no pollution', 'peace and quiet', 'not too crowded' and 'good walking' were also very important features to the majority of respondents (figure 37).

- 3.31.4 ‘Good sport/outdoor pursuits’ had the lowest proportion of respondents considering it to be important to their visit, however a third of respondents did indicate it was important (figure 37).
- 3.31.5 Other items specified by respondents as important to their enjoyment are listed in Appendix 17.

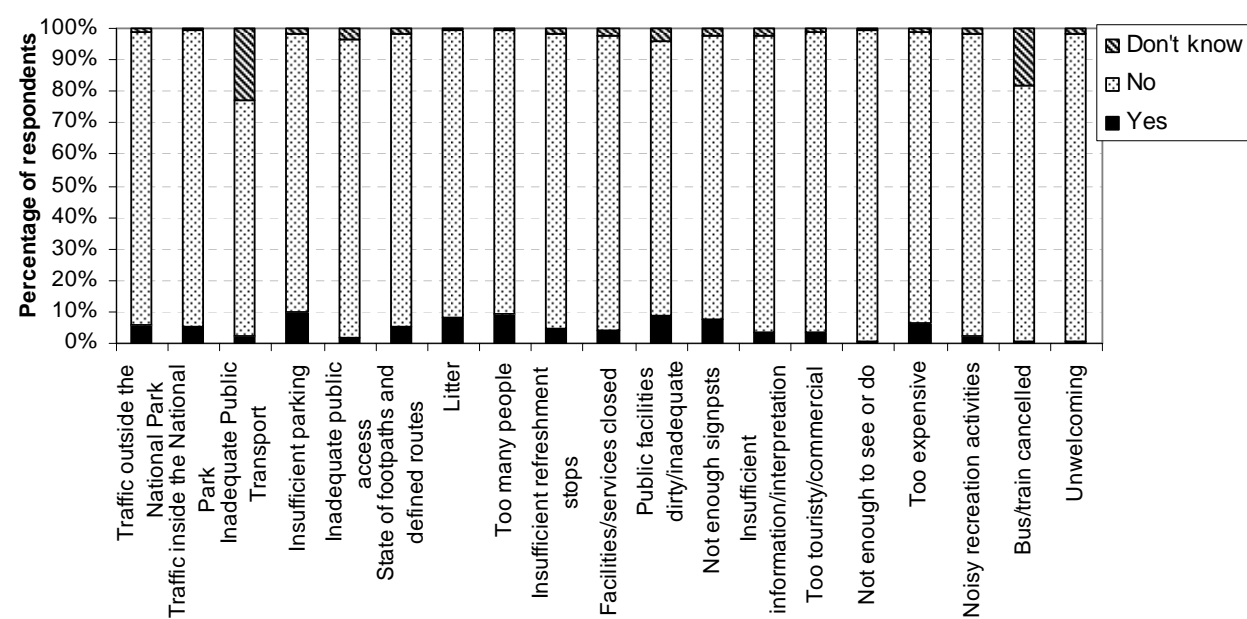
Figure 37 : Importance of features to the enjoyment of respondents at additional survey sites



3.32 Spoiling factors (additional sites only)

- 3.32.1 There were no commonly perceived spoiling factors for respondents (figure 38). ‘Insufficient parking’, ‘too many people’ and ‘public facilities dirty/inadequate’ were the factors considered by the largest proportions of respondents to spoil their visit. However, each factor was only indicated as a spoiling factor by 10% or less of respondents.
- 3.32.2 Other spoiling factors listed by respondents are listed in Appendix 18.

Figure 38 : Proportion of respondents who felt that identified factors spoil their visit



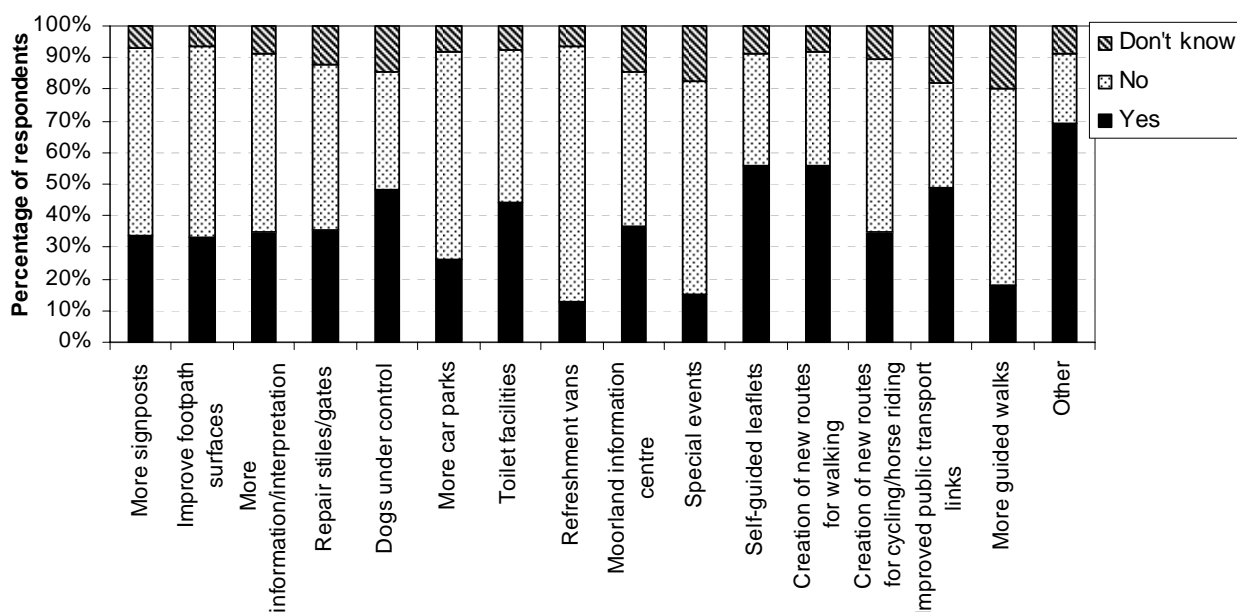
3.33 Improvements (Moors for the Future sites only)

3.33.1 Of the suggested improvements to the Peak District moorland areas 'self-guided leaflets' and 'creation of new routes for walking' were the only ones that more than 50% of respondents indicated they wanted (figure 39).

3.33.2 Many of the suggested improvements were not wanted by the majority of respondents, particularly 'refreshment vans', 'special events' and 'more guided walks'.

3.33.3 Appendix 19 lists other improvements suggested by respondents

Figure 39 : Response of Moors for the Future respondents to suggested improvements



3.34 Likelihood of return visit

3.34.1 Only 1% of respondents felt that they were not likely to return to the area and a further 2% indicated that they did not know (table 48).

Table 48 : Likelihood of respondents to return

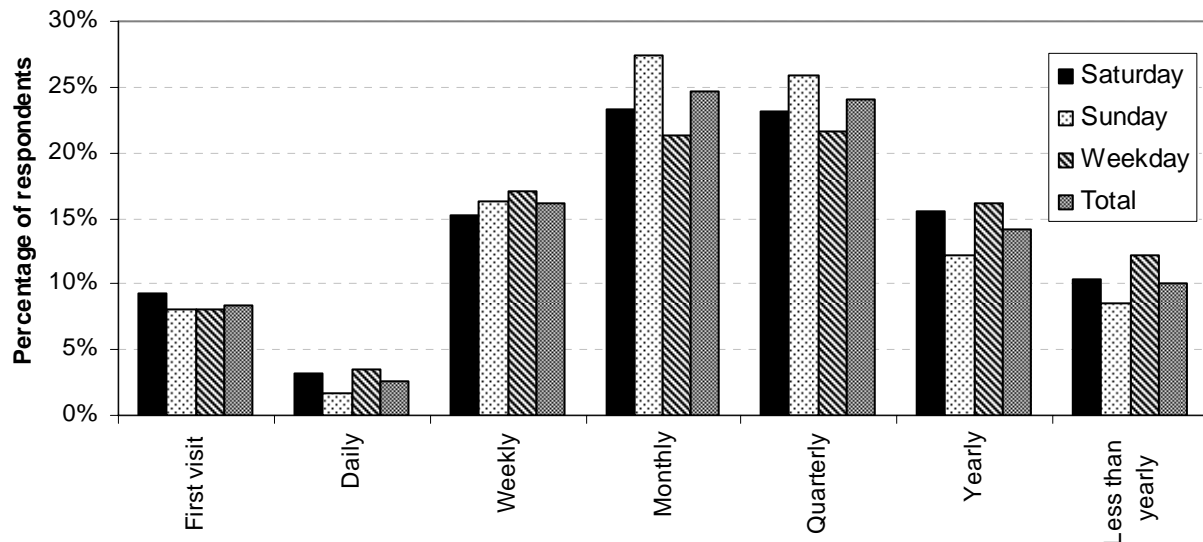
	Percentage of respondents
Likely	97%
Not Likely	1%
Don't know	2%

3.35 Frequency of visits

3.35.1 The majority of respondents visiting each survey site were on a repeat visit with only 8% indicating that they had not been to the area before (figure 40). The most common frequency of visits was either monthly (25% of respondents) or quarterly (24%). 3% of all respondents indicated that they visited the area on a daily basis.

3.35.2 There was little difference in the proportion of respondents on their first visit to the area in relation to the day of the week on which the visit was made (figure 40). Similarly there was little difference in the proportions of respondents who came daily or weekly between the days of the week on which visits were made. There were, however, some differences in the proportions of visitors who came less than weekly. The proportion of respondents visiting on a Sunday who indicated that they visited monthly or quarterly (56%) was higher than the proportion visiting on a Saturday (46%) or weekday (43%). In contrast, the proportion of respondents visiting on a Sunday who indicated they came yearly or less than yearly (21%) was lower than the proportion of those visiting on a Saturday (26%) or weekday (28%).

Figure 40 : Frequency of visits by day of week of visit

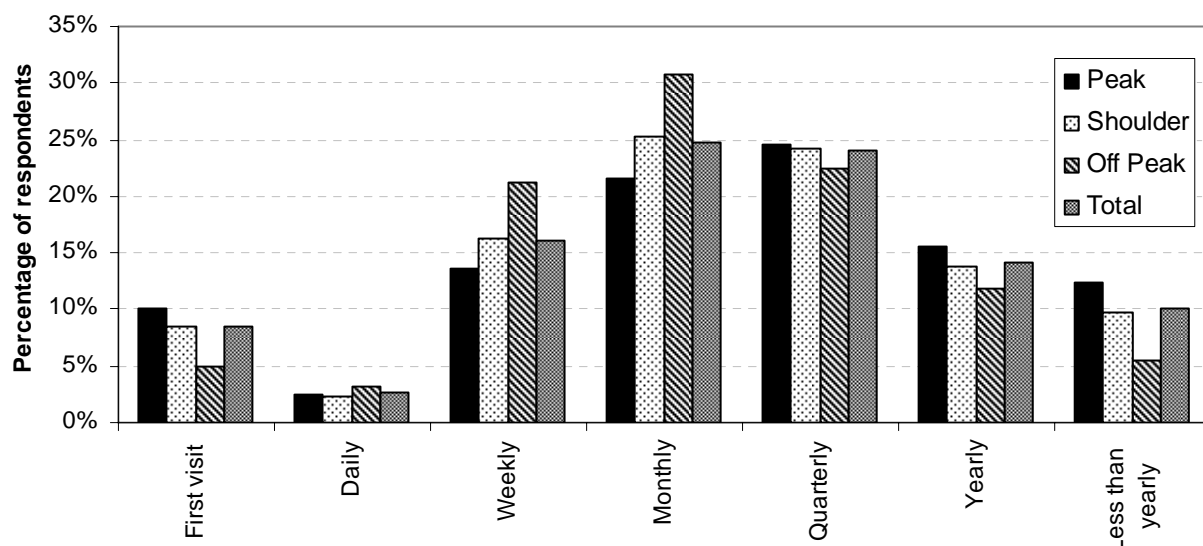


3.35.3 Similar proportions of respondents were on their first visit to the area at the White Peak and the Dark Peak (figure 41).

3.35.4 The proportions of respondents indicating that they visit daily, quarterly or yearly were similar for all the three different visitor periods (figure 41).

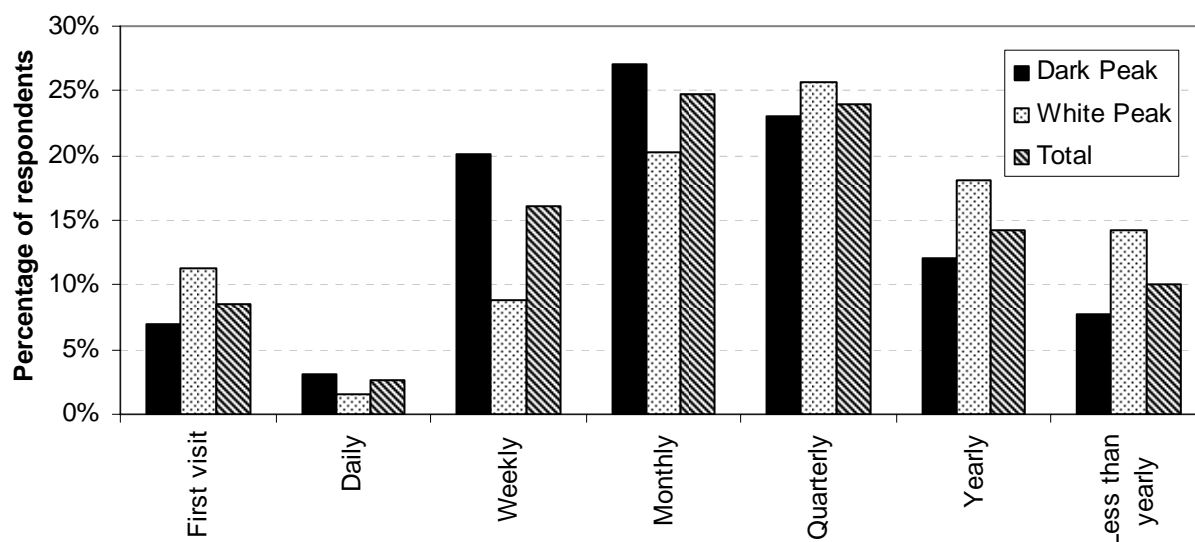
3.35.5 The proportions of respondents visiting during the Off Peak period who indicated that they visited weekly (21%) or monthly (31%) were slightly larger than those of the respondents visiting during the Peak period (14% indicated weekly and 21% indicated monthly). In contrast a slightly larger proportion of respondents visiting during the Peak period (12%) indicated that they came less than yearly compared to those visiting during the Off Peak period (6%).

Figure 41 : Frequency of visits by visitor period



3.35.6 The proportion of respondents visiting the Dark Peak sites who visit the area weekly (20%) was double that of the proportion visiting the White Peak (9%) (figure 42). The proportion of respondents visiting the Dark Peak sites who visit monthly (27%) was also larger than the proportion visiting the White Peak (20%). In contrast smaller proportions of respondents visiting the Dark Peak visit yearly (12%) or less than yearly (8%) compared to those visiting White Peak sites (18% yearly and 14% less than yearly).

Figure 42 : Frequency of visits by area visited



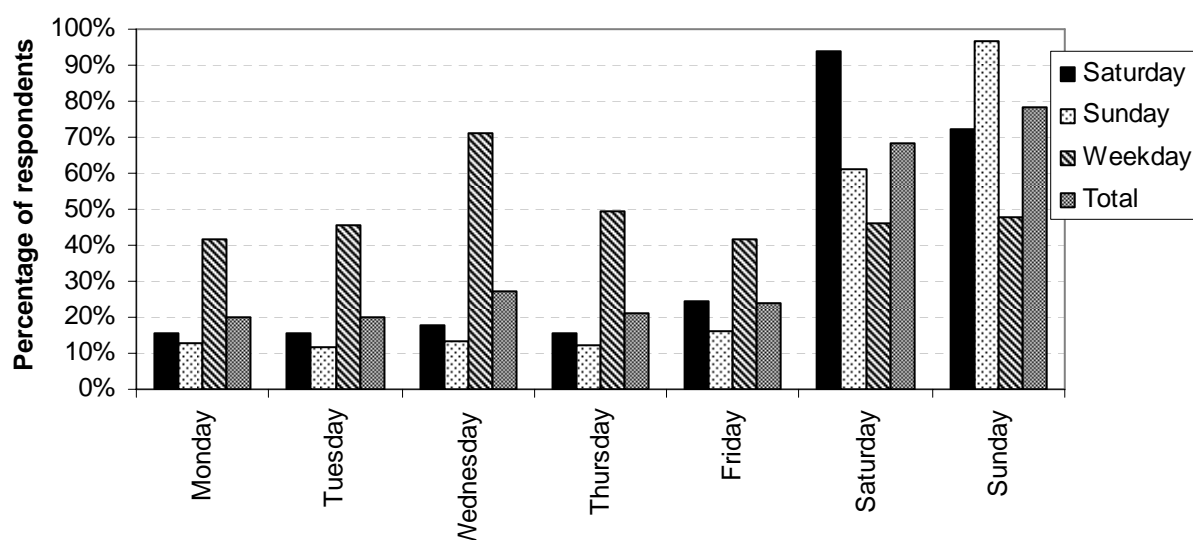
3.36 Days of the week of visits

3.36.1 Overall the most popular day for people to visit was a Sunday with 78% of all respondents indicating they usually visited on that day (figure 43). This was closely followed by Saturday with 68% of visitors. The weekdays were far less popular with respondents with only around one quarter of respondents indicating they visited on any particular weekday.

3.36.2 Over half of respondents (59%) indicated that they usually only visit during the weekend compared to 11% of respondents who indicated they usually only visit during the week.

3.36.3 The day of the week on which the respondents were interviewed affected their response with regards to which days of the week they usually visited in that the largest proportion of respondents visiting on any particular day was on the corresponding survey day (figure 43).

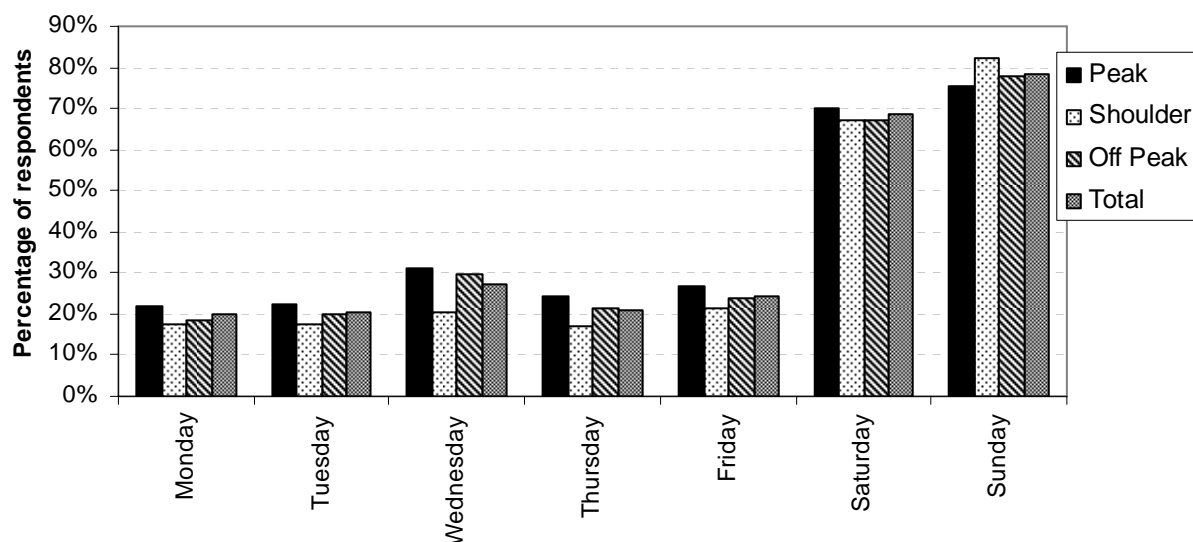
Figure 43 : Days of the week when respondents usually visit by day of week of surveyed visit³⁶



3.36.4 The proportions of respondents who usually visit on any particular day of the week are similar for the different visitor periods (figure 44).

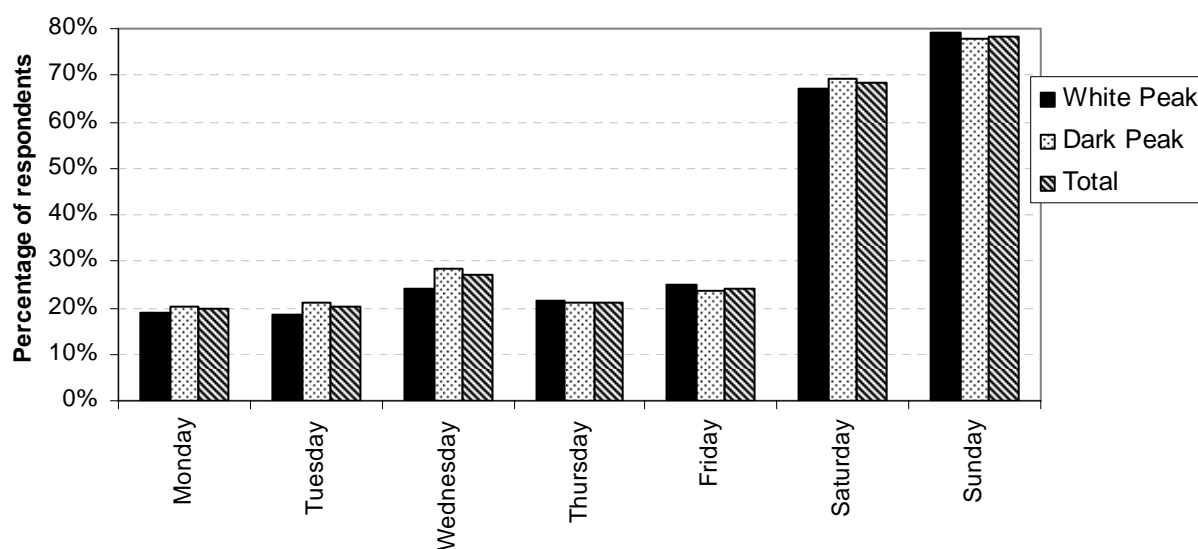
³⁶ The results for the weekdays for usual visits for respondents interviewed during the week are not comparable as the majority of weekday surveys were undertaken on a Wednesday

Figure 44 : Days of the week when respondents usually visit by visitor period³⁷



3.36.5 The proportions of respondents who usually visited on the different days of the week were similar for those visiting the White Peak sites and those visiting the Dark Peak sites (figure 45).

Figure 45 : Days of the week when respondents usually visit by area visited³⁸



³⁷ The results for the weekdays for usual visits for respondents interviewed during the week are not comparable as the majority of weekday surveys were undertaken on a Wednesday

³⁸ The results for the weekdays for usual visits for respondents interviewed during the week are not comparable as the majority of weekday surveys were undertaken on a Wednesday