

Rye Visitor Survey 2009

Final Version

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INVESTOR IN PEOPLE



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Executive Summary

This report presents results of a survey with a random sample of 199 visitors to Rye from July to October 2009. The purpose of the 2009 survey was to update previously gathered information on the origin, profile and behaviour of visitors to Rye, and the characteristics of their visits in order to identify emerging trends. The survey also aimed to explore views on the strengths and weaknesses of Rye as a visitor destination, and to evaluate opinions on specific aspects of the visitor experience. A summary of findings is presented below.

Visitor Profile:

- Day visitors accounted for 88% of all visitors, comprising of day visitors from home (48%) and day visitors from holiday bases outside Rye (40%). The remaining 12% of visitors were staying overnight in commercial or non-commercial accommodation within Rye.
- The average size of all visitor groups surveyed was 2.43 people (2.16 adults and 0.27 children).
- Eighty-five percent of all visitor groups surveyed consisted of adults only, while 15% of all groups included one or more children. The single largest visitor group composition was 2 adults (62%).
- Around half of all visitors were 55 years of age or more.
- Over half (70%) of the visitors fell into the most affluent ABC1 socio-economic group.
- Eighty-eight percent of all visitors were domestic visitors and 12% of visitors were from overseas countries.
- The highest proportion of domestic visitors from home came from locations within Kent (31%) and East Sussex (9%). A further 8% were residents of Surrey and 8% from West Sussex.
- The three main countries of origin for overseas visitors were USA, the Netherlands and Germany. Nine other countries were mentioned.
- Thirteen percent of visitors away from home were staying nearby in Hastings. A further 48% of visitors were staying in other places throughout East Sussex.
- Thirty-five percent of visitors staying in Rye were staying overnight in B&B / Guest houses and 26% were staying in hotels.

Characteristic of Visit:

- The largest proportion of visitors described their visit to Rye as a holiday or leisure based visit (92%) and five percent were visiting friends or relatives.
- Ninety-one percent of visitors were visiting Rye independently – 9% were visiting as part of an organised group or tour.
- One third of all visitors surveyed were visiting Rye for the first time. Day visitors on holiday and staying visitors were more likely to be on their first visit to Rye than day visitors from home.
- The average length of stay for staying visitors was 3.91 nights.

- On average, day visitors were spending around 2.90 hours in Rye.
- Eighty-one percent of visitors had travelled to Rye by private car, whilst 9% had used public transport.
- Fifty-eight percent of visitors who had travelled to Rye by private vehicle used car parks located in the town centre.
- One fifth of visitors had used Rye's TIC.
- Thirty-four percent of all visitors recalled seeing adverts, leaflets or promotions for Rye. Visitors were most likely to have seen material promoting Rye on various websites (37%). Fourteen percent had heard about Rye through word of mouth / recommendation and 9% mentioned other leaflets / brochures.
- Thirty-five percent of visitors had chosen to visit Rye because they had visited before, enjoyed their trip and wanted to return.
- Scenic environment and historic sites were the two most influential factors on visitors' decision to visit Rye.
- Eighty-six percent of visitors were planning on sight seeing by walking around Rye.
- Over half of the visitors interviewed either had visited or were intending to visit an attraction or place of interest in and around Rye.

Expenditure:

- Average visitor expenditure for overnight visitors staying in Rye (per person per 24 hours) on commercial accommodation, eating out, shopping, entertainment and travel was £62.37 per night.
- Average trip expenditure associated with day visitors was £20.92 in 2009.

Visitor Opinions:

- High levels of satisfaction were found among visitors to Rye on the various indicators which together comprise the 'visitor experience'. The highest scoring indicators related to: accommodation – quality of service, general atmosphere, feeling of welcome and feeling safe from crime.
- The lowest scoring indicators related to: the range of stalls at the market, presentation of stall at the market and the cost of parking.
- Ninety-one percent of visitors rated the overall enjoyment of their visit to Rye as 'high' or 'very high'.
- Ninety-six percent rated the likelihood of them recommending Rye to others as 'likely' or 'very likely'.
- Eighty-nine percent of visitors stated that the visit had met their expectations. Ten percent indicated that the visit had exceeded their expectations and 2% indicated that Rye had failed to meet their expectations.
- Particular 'likes' mentioned by visitors included: atmosphere / Olde world / quaint buildings / architecture.
- Overall, 77% of respondents stated that 'nothing' had spoilt their visit to Rye. A small proportion of visitors were frustrated with the amount of traffic and a few were disappointed with the weather.

1 INTRODUCTION

1.1 Background

This survey of visitors to Rye was commissioned by Rother District Council and Hastings and Bexhill Economic Alliance/ Sea Space and undertaken by the Research Unit of Tourism South East between July and October 2009.

1.2 Research Objectives

The objectives of the 2009 Visitor Survey were as follows:

- i) To provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Rye to help improve understanding of tourism within the city.
- ii) To ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored.
- iii) To identify the main reasons why visitors come to Rye and their particular likes and dislikes.
- iv) Where possible, to allow emerging trends to be identified so that more informed decisions can be made in relation to future marketing and visitor provision in Rye.

1.3 Methodology

This report presents the findings of 11 face-to-face survey sessions of visitors to Rye conducted between the 29th July and the 2nd October 2009. A random sample of 199 visitors was interviewed at selected locations around the town during this period (Table 1).

Table 1 Monthly sample obtained

MONTH	SAMPLE
July	9%
August	55%
September	27%
October	9%

A total of 456 people were stopped to be interviewed. Twenty percent of these were 'local residents' (living within a 10 mile radius of Rye town Centre) and therefore not eligible to be interviewed. A further 24% declined to participate in the survey and five percent had only just arrived. Finally 199 people were target profile 'visitors' who agreed to take part and were eligible to complete the questionnaire.

Five different locations were chosen for interviewing.

- Nearby Heritage Centre on Stand Quay
- Bottom of Mermaid Street
- Outside new Tourist Information Centre (TIC) in Lion Street
- High Street / The Mint
- Ypres Tower

Forty-one percent of all visitor interviews were gained near the Heritage Centre, 24% on the High Street / The Mint, 14% on at the bottom of Mermaid Street and further 13% outside the new TIC. Eight percent were collected at Ypres Tower.

Table 2: Location of interviews

LOCATION	SAMPLE
Nearby Heritage Centre on Stand Quay	82 (41%)
High Street / The Mint	48 (24%)
Bottom of Mermaid Street	27 (17%)
Outside the new TIC in Lion Street	26 (13%)
Ypres Tower	16 (8%)

1.4 Destination Benchmarking

During 2009, the Regional Tourist Boards conducted surveys in various destinations throughout England to obtain visitors' opinions of a wide range of factors or indicators which together comprise the 'visitor experience'.

Each factor or indicator was rated on a range of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good' (or the most positive response), allowing an opinion score (out of a maximum of five) to be calculated.

A standardised methodology was used, in terms of the interviewing period, minimum sample size and questionnaire design. This allows direct comparisons to be made between the results for individual destinations and the average and highest ('max') scores from all surveys conducted as well as the average and highest scores obtained in certain types of destination (e.g. market towns). Due to slight differences in questionnaire content, base size (i.e. number of destinations responding) may alter between questions.

The overall benefit of benchmarking is that it provides a customer-focused basis on which to set priorities for action and improve the destination 'product'. Uses include:

- Identifying strengths and weaknesses, since under-performing against competing destinations can be a powerful influence on decision makers
- Securing additional resources for visitor management projects, often by influencing the budgets of other council departments
- Raising the profile of the visitor management function within the town
- Influencing product suppliers to improve
- Generating positive PR from benchmarking findings
- Helping to identify best practice amongst a range of destinations

Destinations taking part in 2009 are shown below.

This year the average scores are based on all market towns that have taken part in 2007, 2008 and 2009. By introducing this three year 'rolling average', the sample in destination types where participation in the scheme is low will increase, giving a more accurate 'benchmark' with which to compare.

Benchmarking market town locations over the past three years

Battle	Polesworth	Ross-on-Wye
Rye	Coleshill	Leominster
Keswick	Alcester	Oswestry
Penrith	Southam	Wem
Ulverton	Shipston on Stour	Market Drayton
Homesea	Eevsham	Whitchurch
Edenbridge	Pershore	Bridgnorth
Kendal	Bewdley	Ludlow
Kirklees	Stourport	Bishop's Castle
Whitehaven	Upton upon Severn	Church Stretton
Windermere	Tenbury Wells	Broseley
Leek	Kington	Much Wenlock
Cheadle	Bromyard	Newport

Section 6 provides the mean opinion scores for Rye compared with the mean scores for all market towns and all destinations. For each indicator, the average percentages of 'very good', 'good', 'fair', 'poor' 'very poor' (or the equivalent) are shown for 'all market towns'. For Rye, the actual percentages are also shown.

1.5 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size. The margins of error associated with the sample of 199 interviews in Rye are shown in Table 4 below.

Table 3: Margins of error (%) at 95% confidence interval

	RESULT	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
	Sample	+/-	+/-	+/-	+/-	+/-
Day visitors from home	79	6.6	8.8	10.1	10.8	11.0
Day visitors on holiday	97	6.0	8.0	9.1	9.7	10.0
Staying visitors	23	12.3	16.3	18.7	20.0	20.4
All visitors	199	4.2	5.6	6.4	6.8	6.9

This means, for example, we can be 95% certain that if 20% of the sample is found to have a particular characteristic or view, there is an estimated 95% chance that the true population percentage lies in the range of +/-5.6% i.e. between 14.4 % and 25.6%.

The margins of error shown above should be kept in mind when interpreting the results contained in this report.

1.6 Presentation of Results and Key Findings

Key findings are presented under the following headings:

- Profile of visitors
- Origin of visitors
- Characteristics of visit
- Visitor expenditure
- Visitors' views and opinions

Key findings generally refer to all visitors; however commentary is provided where there is a significant difference between visitor types (e.g. day and staying visitors). Where appropriate, comparisons have been drawn with the results of previous visitor surveys in 2006 and 2005. The 2006 survey was a year long survey covering peak and off peak months. Therefore to make it more comparable with the 2009 survey we have only used the peak period of the 2006 survey which is July, August, September 2006 and July 2007. Some of the questions were different so not every question in this report can be compared to 2006 results.

1.7 Definitions

For the purposes of this report, visitors to Rye are divided into three main types:

'Day visitors from home' - visitors who had travelled from, and were returning to, homes outside the Rye area on the day of their visit.

'Day visitors on holiday' - visitors travelling to Rye for the day while staying away from home or en route to other locations, and who were not staying overnight in Rye.

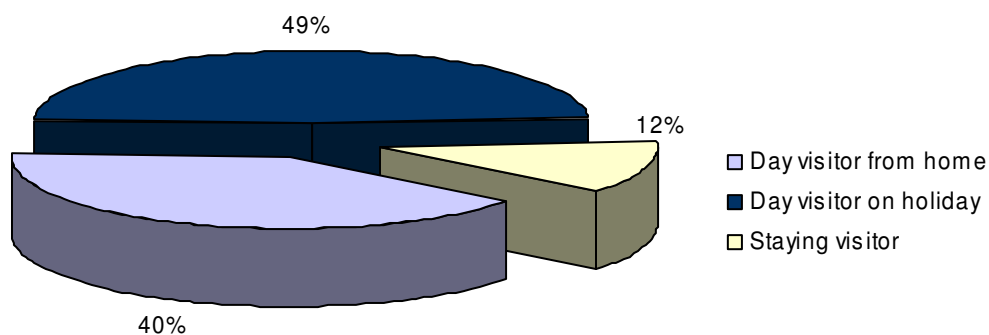
'Staying visitors' - visitors staying overnight for at least one night in accommodation in Rye. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

2 VISITOR PROFILE

2.1 Visitor Type

Of the 199 visitors interviewed, 176 (88%) were day visitors. The majority of visitors (97, 48% of all visitors) were day visitors on holiday but staying outside Rye, while 79 (40%) were day visitors from home. The remaining 23 (12%) of visitors were staying overnight in commercial or non-commercial accommodation within Rye.

Figure 1: Visitor type



Rye had significantly more day visitors and fewer staying visitors than 'all market towns'.

Table 4: Proportion of day and staying visitors

	2009	2006	2005	ALL MARKET TOWNS
Day visitors	88%	65%	92%	72%
Staying visitors	12%	35%	8%	28%

2.2 Group Size and Composition

Overall, 483 individuals were represented in the 199 visitor groups interviewed in Rye. Eighty-nine percent were adults and the remaining 11% were children (under 16 years of age). Therefore there was an average ratio of one child to every eight adults.

Visitor groups that were interviewed in Rye contained, on average, 2.43 persons (2.16 adults and 0.27 children). This was slightly smaller than the averages for 'all market towns', but the average group size was 0.18 bigger than 2006 group sizes. Rye's visitor groups in 2009 contained slightly less children but more adults than the average for 'all market towns'.

Table 5: Average Group Size:

	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005	ALL MARKET TOWNS
Children	0.27	0.45	0.15	0.34
Adults	2.16	2.15	2.29	2.14
Total people	2.43	2.60	2.44	2.47

Eighty-five percent of all visiting groups to Rye contained adults only. This is six percent higher than the groups which contained only adults in 2006. Sixty-two percent of all groups contained two adults. Among groups containing children, the most frequently occurring group composition was two adults with two or more children (5% of total sample).

Table 6: Group Composition

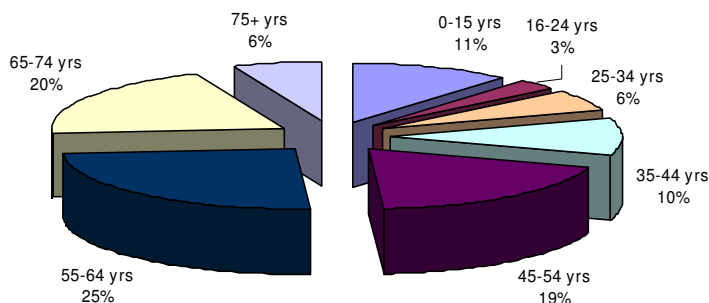
	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006
Base:	78	96	23	199	298
<u>Adults Only</u>					
One adult	23%	2%	-	10%	11%
Two adults	62%	60%	74%	62%	54%
Three adults	5%	6%	9%	6%	5%
Four adults	4%	12%	-	7%	1%
Five or more adults	-	-	-	-	1%
<i>Sub total</i>	94%	80%	83%	85%	72%
<u>Adults & children</u>					
One adult & one child	1%	-	-	1%	3%
One adult & two or more children	1%	-	-	1%	6%
Two adults & one child	-	4%	4%	3%	1%
Two adults & two or more children	3%	8%	-	5%	10%
Three adults & one child	1%	2%	-	2%	1%
Three adults & two or more children	-	3%	4%	2%	2%
Four or more adults & one or more children	-	2%	9%	2%	5%
<i>Sub total</i>	6%	20%	17%	15%	28%
Total				100%	100%

NB: % may not total 100 due to rounding

2.3 Age and Gender Profile

Given the high proportion of groups containing adults only, it is not surprising to find that only 11% of visitors were children (aged 0 to 15). Over half of the visitors were aged above 54 years. Only 9% of visitors were between 16 and 34 years of age.

Figure 2: Total visitors spilt into age categories



Visitors to Rye in 2009 appeared to be slightly older than visitors to Rye in 2006 and 2005. The proportion of children was on par with 2006 but a lot lower than found in 2005. The trend data reveal that the proportion of visitors aged 45-54 was higher in 2009 than in previous year whilst the younger adult age-bands have reduced in proportion.

Table 7: Age and Gender Profile

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005
Base:	156	267	163	483	778	
0-15 yrs	6%	14%	10%	11%	17%	7%
16-24 yrs	3%	3%	2%	3%	3%	14%
25-34 yrs	3%	8%	3%	6%	7%	9%
35-44 yrs	11%	9%	13%	10%	18%	12%
45-54 yrs	21%	15%	28%	19%	17%	15%
55-64 yrs	28%	22%	28%	25%	21%	16%
65-74 yrs	22%	21%	12%	20%	16%	16%
75+ yrs	6%	7%	3%	6%	N/A	11%
Males	44%	46%	50%	46%	44%	47%
Females	56%	54%	50%	54%	56%	53%

NB: The highest category for the 2006 survey was 65+

2.4 Socio-Economic Profile

Table 8 outlines the six socio-economic groups defined in the UK.

Table 8: Definitions of each socio-economic group

Grade	Socio-economic status	Occupation type
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Welfare dependant	Those entirely dependent on the state long-term through sickness, unemployment, old age; casual workers

Each respondent provided the occupation of the chief income earner for their household and using these classifications was assigned a social group. Those who were retired were asked their previous occupation.

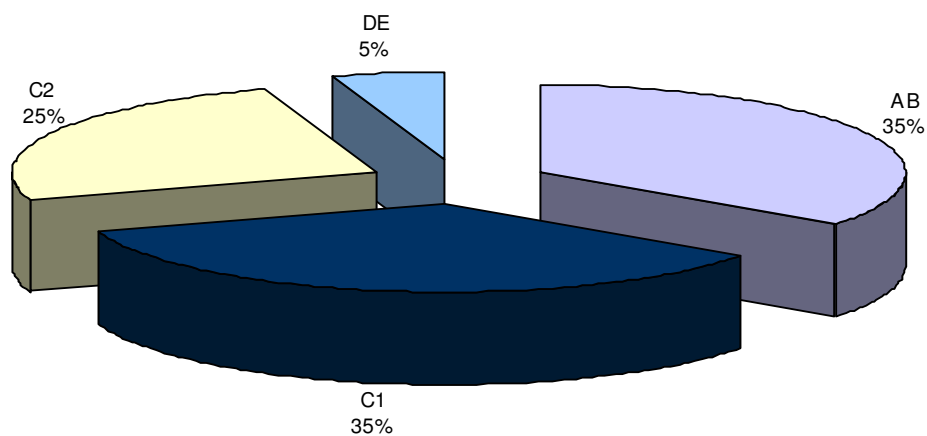
Table 9: Employment status

	RYE 2009	RYE 2005
Employed full time	102 (52%)	53%
Retired	68 (35%)	33%
Self-employed	18 (9%)	2%
Employed part time	5 (3%)	4%
Unemployed	2 (1%)	3%
Full-time student living at home	1 (1%)	3%
Full-time living away from home	-	3%
Total	196 (100%)	100%

NB: This question wasn't broken down into these categories in the 2006 survey.

Seventy percent of visitors fell into the ABC1 group (35% in each). One quarter were from C2 households and the remaining 5% were from DE households.

Figure 3: Break down of socio-economic groups



The 2009 survey found a higher proportion of AB visitors compared to 2006 (up 7%) and 2005 (up 24%). The proportion of visitors in the AB group in 2009 was higher than the average for 'all market towns'. Similar proportions in 2009 were from C1 households compared with the previous two surveys.

Table 10: Socio-economic profile

	RYE 2009	RYE 2006	RYE 2005	ALL MARKET TOWNS
	%	%	%	Average %
AB	35%	22%	11%	29%
C1	35%	42%	34%	32%
C2	25%	25%	32%	22%
DE	5%	10%	23%	17%
Total	100%	100%	100%	100%

3. ORIGIN OF VISITORS

The vast majority (88%) of visitors were domestic. The remaining 12% were visiting from overseas countries. The proportion of overseas residents who were interviewed in 2009 increased by 6% compared to 2006.

Sections 3.1 and 3.2 present data on the origin of domestic and staying visitors to Rye.

3.1 Domestic Visitors

The majority of visitors came from the South East region and London. Thirty-one percent of domestic visitors were visiting from Kent, 9% from East Sussex, 8% from Surrey and 8% reside in West Sussex.

Table 11: Origin of domestic visitors

	BASE		VISITOR TYPE		
	All visitors		Day visitors from home	Day visitors on holiday	Staying visitors
Kent	54	(31%)	60%	6%	14%
East Sussex	16	(9%)	18%	3%	-
Surrey	13	(8%)	6%	7%	14%
West Sussex	13	(8%)	8%	10%	-
G. London	10	(6%)	4%	7%	10%
Essex	8	(5%)	3%	7%	5%
Cheshire	6	(4%)	-	6%	10%
Hampshire	5	(3%)	1%	4%	5%
Hertfordshire	5	(3%)	1%	4%	5%
Merseyside	5	(3%)	-	4%	10%
Scotland	5	(3%)	-	3%	14%
Bedfordshire	3	(2%)	-	3%	5%
Cambridgeshire	3	(2%)	-	4%	-
Nottinghamshire	3	(2%)	-	4%	-
Derbyshire	2	(1%)	-	3%	-
Leicestershire	2	(1%)	-	3%	-
Lincolnshire	2	(1%)	-	3%	-
Oxfordshire	2	(1%)	-	3%	-
Staffordshire	2	(1%)	-	3%	-
Suffolk	2	(1%)	-	1%	5%
Wales – South	2	(1%)	-	3%	-
Berkshire	1	(1%)	-	1%	-
Devon	1	(1%)	-	1%	-
Gloucestershire	1	(1%)	-	1%	-
Lancashire	1	(1%)	-	1%	-
Wales – North	1	(1%)	-	1%	-
Warwickshire	1	(1%)	-	1%	-
Wiltshire	1	(1%)	-	1%	-
Worcestershire	1	(1%)	-	-	5%
Yorkshire – North	1	(1%)	-	1%	-
Yorkshire – South	1	(1%)	-	1%	-
Total domestic visitors	173	(88%)	79 (100%)	73 (100%)	21 (100%)

3.2 Overseas Visitors

Twelve percent of visitors interviewed lived overseas. This was 5% higher than the proportion surveyed in 2006. Twelve different countries were mentioned. Seven groups came from USA, five from the Netherlands and a further three from Germany. Nine other countries were mentioned by nine different groups.

Out of the 24 groups interviewed only one group was staying in Rye and 23 groups were staying elsewhere and visiting Rye for the day.

Table 12: Location of overseas country of residence

	BASE	VISITOR TYPE	
	All visitors	Day visitors on holiday	Staying visitors
USA	7 (29%)	1	6
Netherlands	5 (21%)	-	5
Germany	3 (13%)	-	3
Belgium	1 (4%)	-	1
Australia	1 (4%)	-	1
France	1 (4%)	-	1
Denmark	1 (4%)	-	1
Republic of Ireland	1 (4%)	-	1
Italy	1 (4%)	-	1
Spain	1 (4%)	-	1
New Zealand	1 (4%)	-	1
Japan	1 (4%)	-	1
Total overseas visitors	24 (12%)	1	23

3.3 Location of Accommodation – Day Visitors on Holiday

Ninety-six visitors were staying outside Rye and visiting the town for the day. Hastings was frequently mentioned (13%) and Eastbourne (8%) as the places visitors were staying. Thirty-six percent mentioned other locations around East Sussex and 30% were staying in locations within Kent. Seven visitors mentioned other places that were not on the list. These included Winchester and Haywards Heath.

Table 13: Location of accommodation

LOCATION OF HOLIDAY ACCOMMODATION	
Hastings	13 (13%)
Bexhill	2 (2%)
Battle	3 (3%)
Eastbourne	8 (8%)
Other places in East Sussex	35 (36%)
Ashford	4 (4%)
Other places in Kent	25 (26%)
Other places not listed on the list	7 (7%)
Total	97 (100%)

3.4 Accommodation used by Staying Visitors and Day Visitors on Holiday

3.4.1 Visitors Staying in Rye

Over half of overnight visitors were staying in serviced accommodation in Rye (30% in B&B / Guest house and 26% in hotels). This was also the most popular type of accommodation in 2006. The percentage staying in hotels was much higher than the 'all market towns' average as was the percentage staying in B&B / Guest Houses. Three visitors groups were staying in a pub / inn and a further two groups were renting self catering accommodation. Six other accommodation types were mentioned by six different visitor groups.

Table 14: Type of accommodation

	RYE 2009	RYE 2006	RYE 2005	ALL MARKET TOWNS
B&B/Guesthouse	33%	12%	7%	12%
Hotel	26%	29%	27%	11%
Rented self catering	13%	9%	20%	6%
Pub/Inn	9%	5%	-	2%
Home of friend or relative (VFR)	4%	11%	13%	34%
Static caravan- owned	4%	8%	13%	7%
Static caravan- rented	4%	9%	-	2%
Motor Home	4%	1%	-	-
Camping	4%	2%	-	7%
Youth hostel	-	1%	-	-
Holiday centre	-	4%	-	-
Touring caravan	-	6%	-	10%
Second home	-	1%	-	1%
Other	4%	1%	13%	7%
Total	23 (100%)	194 (100%)	15 (100%)	100%

3.4.2 Visitors Staying Elsewhere

Thirty-one percent of those staying elsewhere were staying in serviced accommodation (28% in hotels and 3% in B&B / Guest houses). Twenty percent were staying with friends or relatives and a further 12% were staying in rented self catering accommodation.

Table 15: Type of accommodation outside Rye

	RYE 2009	RYE 2006	RYE 2005
Hotel	28%	-	40%
Home of friends/relatives	20%	38%	11%
Rented self-catering cottage/flat/house	12%	-	11%
Touring caravan	11%	-	6%
Static caravan - rented	8%	13%	5%
Static caravan – owned	5%	13%	4%
B&B/guest house	3%	-	3%
Holiday Centre/ Village	3%	-	7%
Motorhome	2%	13%	-
Second Home	2%	-	-
Camping	2%	13%	3%
Host family	1%	-	5%

Table continued overleaf

Rye Visitor Survey 2009

Pub/ inn	1%	-	1%
Boat/ yacht/ narrow boat	-	-	1%
Other	1%	13%	1%
Total	93 (100%)	96 (100%)	95 (100%)

4 CHARACTERISTICS OF VISIT

4.1 Main purpose of Visit

All visitors were asked the main reason for their visit to Rye on the day they were interviewed. The majority of visitors (92%) to Rye were visiting for leisure / holiday purposes. This was higher than the 2006 survey when 85% replied with the same response. The proportion of those visiting for leisure purposes was also much higher than 'all market towns'.

Five percent of visitors were visiting friends and relatives who live in Rye. This was much lower than the proportion for 'all market towns' but very similar to the 2006 and 2005 surveys.

Special shopping trip was the reason for only 3%, lower than 'all market towns' but the same as 2006.

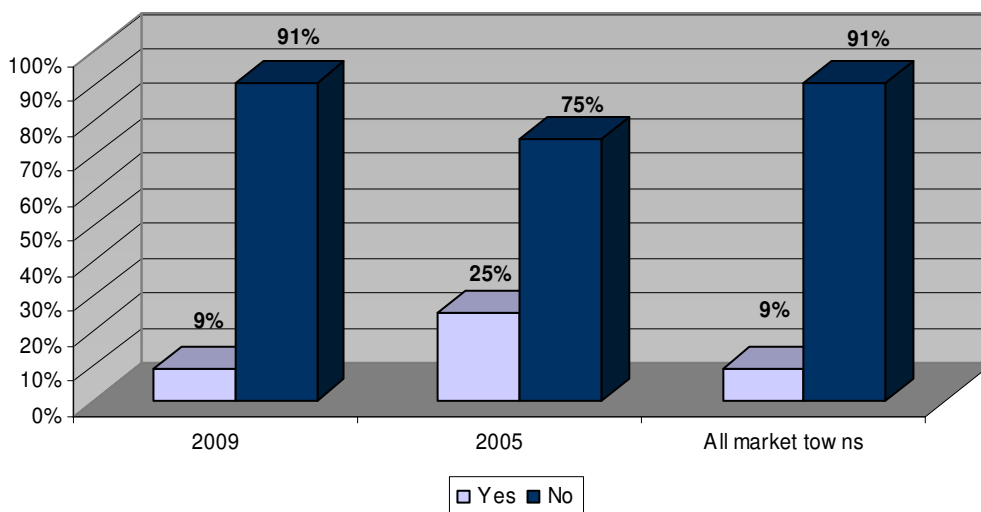
Table 16: Purpose of visit

	RYE 2009				RYE 2006	RYE 2005	ALL MARKET TOWNS
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors	All visitors	All visitors	
Leisure/holiday	185 (93%)	71 (90%)	91 (94%)	23 (100%)	85%	85%	71%
VFR	9 (5%)	3 (4%)	6 (6%)	-	6%	5%	16%
Special shopping trip	5 (3%)	5 (6%)	-	-	3%	9%	12%
Business trip	-	-	-	-	1%	-	-
Language student	-	-	-	-	1%	2%	-
Other	-	-	-	-	1%	-	1%
Total	198 (100%)	79 (100%)	97 (100%)	23 (100%)	298 (100%)	100%	100%

4.2 Organised Group

Respondents were asked whether they were part of a coach party or organised group.

Figure 4: Organised parties

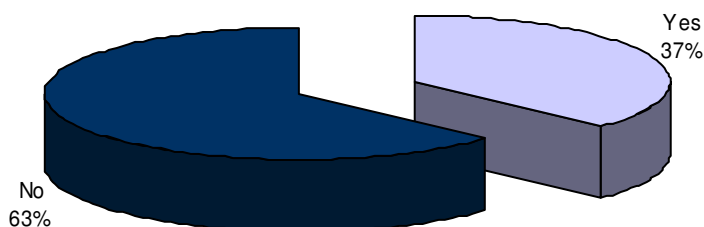


Ninety-one percent of those interviewed were visiting Rye independently and 9% had come as part of a group. This was lower than 2005 when 25% were visiting as part of an organised group or tour. The proportion visiting Rye in 2009 as part of a tour were higher than the proportion for 'all market towns' (9%). (This question did not appear in the 2006 survey).

4.3 Whether First Visit

Over one third of visitors interviewed were visiting Rye for the first time, whilst 64% had visited Rye on at least one occasion. The 2006 survey had one percent more visitors who were visiting Rye for the first time (37%).

Figure 5: First time visit



Day visitors from home were least likely to be visiting Rye for the first time; only 9% were first time visitors, a lot fewer than the overall average. Over half of day visitors on holiday and staying visitors were visiting Rye for the first time (52% and 61% respectively).

Table 17: First ever visit

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005
Base:	79	97	23	199	298	200
First ever visit	7 (9%)	50 (52%)	14 (61%)	71 (37%)	37%	43%
Repeat visit	72 (91%)	47 (48%)	9 (39%)	128 (63%)	63%	57%

The overall average of 37% for the 2009 survey was much higher than 'all market towns (3%)

Table 18: Whether first ever visit – benchmarking comparisons

	ALL VISITORS 2009	ALL MARKET TOWNS
Base:	199	
First ever visit	37%	23%
Repeat visit	63%	77%

Seventy-seven visitors were able to recall the number of day trips they had taken to Rye in the previous 12 months and only 13 visitors who responded to the question on how many staying trips they had taken to Rye over the past 5 years. Of these respondents, the average number of day trips was 5 and the average number of overnight trips was 2.38.

Table 19: Number of previous visits

	BASE	NUMBER OF PREVIOUS DAY TRIPS	BASE	NUMBER OF PREVIOUS STAYING TRIPS
All visitors	77	5.00	13	2.38
Day visitors from home	51	6.24	5	2.60
Day visitors on holiday	26	2.58	5	1.60
Staying visitors	-	-	3	3.33

4.4 Length of Stay

The number of nights visitors spent in Rye ranged from 1 to 14 resulting in an average stay of 3.91 nights. Visitors were staying, on average, fewer nights in Rye than 'all market towns'. They were also staying, on average, 1.02 nights less than 2006.

Day visitors were asked how many hours they were planning to stay in Rye on that visit. The average length of stay for day visitors was 2.90 hours. This was higher than the 2005 survey average of 1.95 hours. However, it was lower than the 'all market towns' average for day trip length.

Table 20: Average length of stay

AVERAGE LENGTH OF STAY	RYE 2009	RYE 2006	RYE 2005	ALL MARKET TOWNS
Staying visitors (nights)	3.91	4.93	4.57	5.08
All day visits (hours)	2.90	-	1.95	3.49

NB: the 2006 survey did not ask the question to day visitors regarding the number of hours visiting Rye

4.5 Main Form of Transportation Used

Over three quarters of visitors travelled to Rye by car / van / motorcycle / motorhome. This was a 3% lower than 'all market towns' (83%).

The proportion of visitors who travelled to Rye by private vehicle was a lot higher in 2009 compared with 2005 (up 24% from 67%). A similar number of visitors used public transport in 2009 compared with 2005. A higher proportion of visitors travelled by train in 2009 (up 1%) but a slightly lower number of visitors used the bus / coach service (1% lower). In 2005 a higher proportion of visitors came on a coach tour (22%).

One visitor mentioned they travelled by plane to get to Rye.

Table 21: Main mode of transport used to get to Rye

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Private vehicle (car/ van/ motorcycle etc.)	81%	67%	84%
Coach tour	9%	22%	2%
Train	5%	4%	2%
Bus/coach service	4%	5%	5%
Bicycle	-	1%	1%
Walked	1%	1%	5%
Other	1%	-	2%

NB: the 2006 survey did not include this question

A higher proportion of staying visitors used a private vehicle to travel to Rye than both day visitors on holiday and day visitors from home. Over half of visitors travelling as part of a coach tour were day visitors on holiday and 12% used public transport, which was the highest proportion out the three visitor categories.

Table 22: Mode of transport split by visitor type

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS
Private vehicle (car/ van/ motorcycle etc.)	81%	85%	76%	91%
Coach tour	9%	9%	11%	-
Train	5%	4%	6%	-
Bus/coach service	4%	3%	6%	-
Bicycle	-	-	-	-
Walked	1%	-	-	4%
Other	1%	-	-	4%
Total	199 (100%)	79 (100%)	97 (100%)	23 (100%)

4.6 Use of the Town Centre Car Parks

Table 23: Whether used any of the seafront or town centre car parks

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2006
The Strand	29 (19%)	15 (22%)	13 (18%)	1 (6%)	12%
Cattle Market	19 (12%)	8 (12%)	7 (10%)	4 (24%)	21%
Gibbet Marsh	17 (11%)	7 (10%)	9 (12%)	1 (6%)	9%
Parked on the street	13 (8%)	7 (10%)	5 (7%)	1 (6%)	-
Bedford Place / Lucknow Place	9 (6%)	4 (6%)	4 (6%)	1 (6%)	9%
Cinque Port Streets	6 (4%)	2 (3%)	4 (6%)	-	7%
None of the above / did not park	6 (4%)	2 (3%)	2 (3%)	2 (12%)	32%
Other	58 (37%)	22 (33%)	29 (40%)	7 (41%)	10%
Total	157 (100%)	67 (100%)	73 (100%)	17 (100%)	100%

Of the 161 visitor groups who travelled to Rye by private motor vehicle, 58% had used local car parks and spaces in the surrounding streets. The most frequently used car park was The Strand (19%) and 12% had parked at the Cattle Market. These two car parks were also the two most commonly used in the 2006 survey.

Visitor opinions relating to the ease and cost of parking in Rye City Centre are reported in Section 6.4.

4.7 Use of the Tourist Information Centre (TIC)

One fifth of all respondents had been into Rye TIC during their visit, varying between 41% of staying visitors and 10% of day visitors from home. It appears that slightly fewer visitors used the TIC in 2009 compared with 2005 (23%).

At 21%, the proportion of visitors who visited the local TIC was lower than the average for 'all market towns' (30%).

Table 24: Use of the Tourist Information Centre

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2005	ALL MAKRET TOWNS
Visited the TIC	8 (10%)	23 (24%)	9 (41%)	40 (21%)	23%	30%
Not visited the TIC	69 (90%)	72 (76%)	13 (59%)	154 (79%)	77%	70%

Visitor opinions relating to Rye TIC are reported in Section 6.15.

4.8 Whether Visitors Had Seen any Advertising, Leaflets or Promotions for Rye

All visitors were asked whether they had seen any adverts, leaflets or promotional material on Rye prior to their visit. Overall 34% could remember seeing at least one type of promotional material about Rye.

Thirty-seven percent of visitors had seen promotional material regarding Rye on various websites. Fourteen percent of visitors had heard about Rye through word of mouth or been recommended a visit. A few visitors had seen adverts / promotions about Rye in various visitor guides and leaflets.

A higher proportion of staying visitors (73%) and day visitors on holiday (60%) were likely to remember seeing promotional material compared to day visitors from home who live near by (14%). Visitors who were visiting Rye for the first time had seen more adverts and promotional material (56%) compared to those who had visited Rye previously (24%).

Five visitors mentioned seeing 'other' types of promotional material on Rye prior to their trip including tour operator, family heritage, been before, book on Sussex and used to live in Battle.

Table 23: Adverts, leaflets, promotions seen

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2006	ALL VISITORS 2005
Website	31 (37%)	3 (27%)	18 (31%)	10 (59%)	33%	35%
Word of mouth/recommendation	19 (14%)	3 (27%)	15 (22%)	1 (6%)	-	35%
Other leaflets/brochures	12 (9%)	2 (18%)	10 (17%)	-	13%	24%
Rye Guide	6 (5%)	-	3 (5%)	3 (18%)	32%	-
Hastings & 1066 Country Visitor Guide	5 (4%)	-	5 (9%)	-	16%	9%
National Trust	3 (2%)	-	2 (3%)	1 (6%)	-	-
Newspaper/magazine adverts	1 (1%)	1 (9%)	-	-	-	2%
English Heritage	1 (1%)	-	-	1 (6%)	-	-
Newspaper/magazine editorials	1 (1%)	1 (9%)	-	-	-	2%
Visitor Information Centre	-	-	-	-	-	-
TV feature	-	-	-	-	-	-
Radio feature	-	-	-	-	-	-
Other	5 (6%)	1 (9%)	5 (9%)	1 (6%)	5%	4%
Total	67 (100%)	11 (100%)	58 (100%)	17 (100%)	129 (100%)	100%

NB: The 2006 survey did not have all the same options as the 2009 and 2005 survey

4.9 Named Websites Seen Prior to the Trip

Visitors who mentioned seeing adverts and promotional material on websites were asked to name the websites they had viewed. Thirty-seven percent of all visitors who had seen promotional material prior to their visit had used websites – 59% of staying visitors, 31% of day on holiday and 27% of day visitors from home.

All visitors were able to remember the website they had consulted. Thirty-eight percent of visitors had used Google to find out about Rye followed by the Visit Rye website (19%) and the Visit South East England (13%).

Table 24: Websites used

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2006	ALL VISITORS 2005
Google	12 (38%)	1 (33%)	4 (22%)	7 (70%)	10%	-
Visit Rye	6 (19%)	2 (67%)	4 (22%)	-	48%	24%
Visit South East England	4 (13%)	-	4 (22%)	-	-	20%
Visit 1066 Country	3 (10%)	-	3 (17%)	-	28%	24%
Enjoy England / Visit Britain	3 (10%)	-	3 (17%)	-	-	3%
English Heritage	2 (7%)	-	1 (6%)	1 (10%)	-	-
National Trust	2 (7%)	-	1 (10%)	1 (10%)	-	-
Other	3 (10%)	-	2 (11%)	1 (10%)	14%	20%
Total	31 (100%)	3 (100%)	18 (100%)	10 (100%)	50 (100%)	29

4.10 What was the Reason for Choosing to Visit Rye?

Visitors were asked why they had chosen to visit Rye as opposed to any other town that day. Thirty-four percent of visitors responded that they had visited the town before and enjoyed the trip so they had returned for another visit. Twenty-one percent commented on the ease of getting to Rye and a further 14% had been recommended a visit.

Table 25: Reasons for visiting Rye

REASON	PERCENTAGE
I visited before, enjoyed the trip so have returned	35%
Because it is easy to get to	22%
I was recommended the town	14%
On a coach trip	9%
My interest in visiting Rye arose after reading about Rye in a guide	7%
Shops / shopping	7%
I have friends and family here	7%
I have come here for its excellent food	5%
I visited as a child and wanted to come back	3%
Other reasons	16%

Thirty-one visitors mentioned other reasons that were not specified on the list. This included:

- Harbour
- History
- Antique shop
- Good centre for walking
- Upmarket
- Weather
- Somewhere different
- Passing by / on way elsewhere
- Character
- Ypres Tower
- Picturesque / Quaint

4.11 Influence of Factors on Decision to Visit

Visitors to Rye were asked about factors that influenced their decision to visit Rye. Visitors were asked to rate each factor out of 4 with 1 being 'very important', 2 'quite important', 3 'not very important' and 4 'not important at all'. Therefore the lower the score the more influential the factors were on the decision to visit Rye.

Scenic environment and historic sites were the most important influences on visitors choosing to visit Rye with mean scores of 1.72 and 1.88 respectively. These two factors plus scenic environment were also the top influences in 2006.

Availability of special offers and plenty of things for children to do were the least influential in the decision making.

Eighty-three percent rated the scenic environment as a very important or quite important influence in their decision to visit Rye and 73% said the same for historic sites. The majority of visitors (71%) also commented on architecture playing a part in their decision to visit Rye.

Figure 6: Ratings of how influential factors were at affecting decision to visit Rye

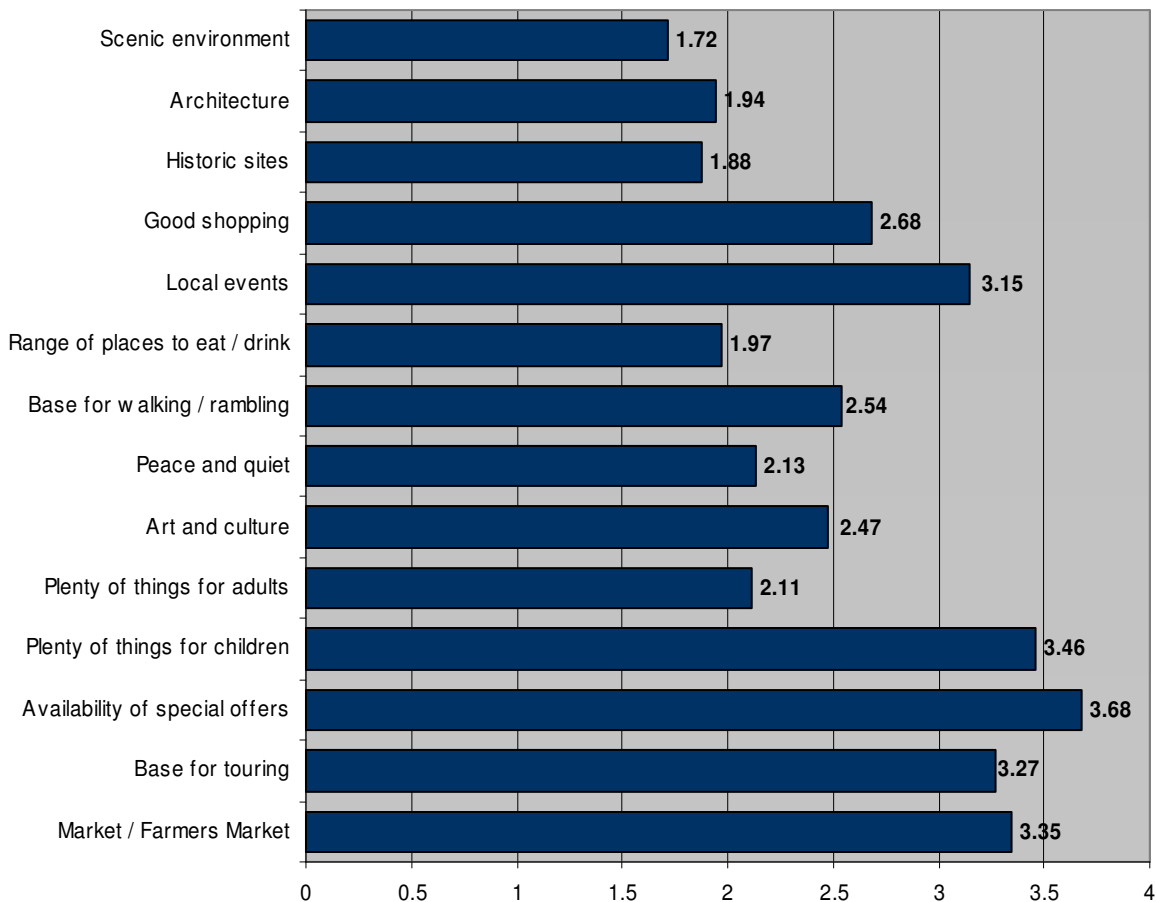


Table 26: Factors of influence on decision to visit Rye

	BASE	MEAN	VERY IMPORTANT	QUITE IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
Scenic environment	188	1.72	53%	30%	9%	8%
Architecture	186	1.94	45%	26%	18%	11%
Historic sites	191	1.88	47%	26%	19%	8%
Good shopping	188	2.68	13%	26%	42%	20%
Local events	182	3.15	6%	17%	34%	43%
Range of places to eat and drink	186	1.97	29%	51%	16%	5%
Base for walking / rambling	181	2.54	20%	30%	24%	25%
Peace and quiet	187	2.13	25%	47%	17%	10%
Art and culture	186	2.47	17%	37%	28%	18%
Plenty of things for adults to do	189	2.11	23%	52%	16%	9%
Plenty of things for children to do	184	3.46	8%	7%	17%	69%
Availability of special offers	185	3.68	2%	4%	18%	76%
Base for touring	186	3.27	9%	16%	15%	61%
Market / Famers Market	82	3.35	5%	15%	21%	60%

4.12 Features or Images of 1066 Country

All visitors were asked to name up to three features or images that first come to mind when they think of 1066 Country. A vast amount of responses were obtained, among which the Battle of Hastings was most frequently mentioned by sixty-one different people (forty-six people mentioned it as the first image they think of about the 1066 Country).

History, beautiful villages and seaside / coast were also frequently mentioned.

Table 27: Features or Images that come to visitors minds when they think of 1066 Country

	ALL	1 ST	2 ND	3 RD
Battle of Hastings	61	46	12	3
History	35	17	13	5
Beautiful villages	28	16	11	1
Seaside / coast	22	14	7	1
Quaint	16	9	2	5
Olde World	13	9	3	1
Old buildings	10	5	4	1
Quiet / peaceful	9	6	2	1
Hastings	9	4	4	1
Nothing	9	9	-	-
Cobbled streets	9	6	1	2
Nice countryside	8	2	5	1
Norman knights	6	2	3	1
Scenery	6	4	1	1
Antique shops	5	2	2	1

Table continued overleaf

	ALL	1 ST	2 ND	3 RD
King Harold	5	2	3	-
Cinque Port	5	4	-	1
Castles	4	2	2	-
The houses	3	2	1	-
William the Conqueror	3	2	1	-
Fishing	3	2	1	-
Marshland	3	2	-	1
Cannon and bull	3	1	2	-
C F Benson	3	1	2	-
Sailing	2	2	-	-
Windmill	2	2	-	-
Heritage	2	1	1	-
Very green	2	1	1	-
Interesting	2	1	-	1
Very clean	2	-	2	-
Good weather	2	-	2	-
Unspoilt	2	-	1	1
Nice shops	2	-	1	1
Arrow in his eye	2	-	1	1
Good walking	2	-	1	1
Total	300	176	92	32

Note: table presents actual counts not %

Almost every visitor (193) thought of at least one image about 1066 Country. However only 92 visitors thought of a second image and only 32 visitors thought of a third image. All images which were thought of by one person are listed in Appendix 7.2

4.13 Leisure Activities

Visitors were asked what leisure activities, if any, they were either planning to pursue or had already undertaken in Rye.

Eighty-five percent of visitors were planning to walk around Rye. A higher proportion of day visitors on holiday and staying visitors were planning to walk around Rye compared to day visitors from home (a difference of over 15%). Day visitors from home seemed to have more of a specific reason for visiting Rye compared to visitors who lived further from the town.

Over half of all visitors were planning to go somewhere for a meal and drink and over third were going to do some shopping in Rye. A fifth of visitors were planning to have a relaxing day, enjoy the views and have a picnic.

Table 28: Leisure Activities

LEISURE ACTIVITIES	ALL VISITORS	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS
Walking around Rye	169 (86%)	57 (74%)	91 (94%)	21 (91%)
Going out for meal / drinks	102 (52%)	50 (65%)	46 (47%)	6 (26%)
Shopping	70 (36%)	28 (36%)	35 (36%)	7 (30%)
Relaxing / enjoying views / picnicking etc	39 (20%)	13 (17%)	21 (22%)	5 (22%)
Visiting Rye churches	34 (17%)	7 (9%)	20 (21%)	7 (30%)
Visiting Rye harbour / nature reserve	21 (11%)	7 (9%)	11 (11%)	3 (13%)
Visiting Rye heritage centre	12 (6%)	2 (3%)	7 (7%)	3 (13%)
Visiting markets / farmers market	11 (6%)	3 (4%)	7 (7%)	1 (4%)
Visiting the beach	8 (4%)	1 (1%)	3 (3%)	4 (17%)
Visiting villages around Rye	8 (4%)	-	3 (3%)	5 (22%)
Visiting Rye Museum	7 (4%)	2 (3%)	3 (3%)	2 (9%)
Attending an event	5 (3%)	-	4 (4%)	1 (4%)
Going on an organised tour	1 (1%)	-	1 (1%)	-
Other things	16 (8%)	7 (9%)	6 (6%)	3 (13%)

Sixteen visitors mentioned other activities that they were pursuing while visiting Rye these included:

- Visiting National Trust
- Visiting Lamb House
- Food shopping
- Crabbing
- RHD Railway
- Visiting castle
- Visiting an Art Gallery

4.14 Attractions / Places of Interest Visited / Intend to Visit

Visitors were asked whether they had visited or intended to visit any attractions or places of interest in or round Rye. Fifty-nine visitors (30% of all visitors) had or were intending to visit an attraction or place of interest during their visit. A third of visitors (who were visiting an attraction) were going to visit Bodiam Castle and 31% were planning on visiting Ypres Tower Thirty percent were intending to visit Battle Abbey and a further 19% were going to Hastings Castle.

Table 29: Attractions / places of interest visited

	BASE	PERCENTAGE
Bodiam Castle	20	34%
Battle Abbey	17	29%
Ypres Tower	18	31%
Hastings Castle	11	19%
Heritage Centre & Story of Rye	6	10%
Rye Castle Museum	6	10%

Table continued overleaf

5 VISITOR EXPENDITURE IN RYE

5.1 All Visitor Spend – Benchmarking Comparisons

The following section shows the average expenditure of all visitors to Rye (per person per 24 hours) compared with the average expenditure for 'all market towns'. Figures are broken down by the following category of spend –

- Accommodation (staying visitors in Rye only)
- Shopping (including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)
- Eating out (in cafes, pubs, restaurants, hotels etc)
- Entertainment (including admissions to attractions, sports/leisure, bingo, dancing etc.)
- Travel (fares, parking charges, fuel etc.) paid for within Rye.

Table 30: Average expenditure in Rye - All visitors (£/per person/per 24hrs)

CATEGORY OF EXPENDITURE	AVERAGE SPEND (£) FOR ALL VISITORS – RYE 2009	AVERAGE SPEND (£) FOR ALL VISITORS – RYE 2006	AVERAGE SPEND (£) FOR ALL VISITORS – RYE 2005	AVERAGE SPEND (£) 'ALL MARKET TOWNS'
Commercial accommodation*	£ 29.77	£ 23.14	£ 17.85	£ 18.50
Eating out	£ 11.47	£ 9.95	£ 7.46	£ 9.23
Shopping	£ 7.99	£ 8.37	£ 8.69	£ 11.37
Entertainment	£ 0.44	£ 0.63	£ 0.18	£ 1.53
Travel & transport	£ 1.61	£ 1.84	£ 1.08	£ 2.71
Total	£ 51.28	£ 43.93	£ 35.26	£ 43.34

* Staying visitors only.

Visitors who were staying overnight in Rye for one or more nights spent an average of £29.77 per person per night on commercial accommodation, more than accommodation expenditure in 2006 and 2005. This was £11.27 above the average spend on commercial accommodation for 'all market towns' (£18.50 per person per night).

When comparing results with the average for other market towns, it should be kept in mind that some destinations had lower proportions of staying visitors, and that the average visitor expenditure on paid-for accommodation may be based on relatively small sample sizes.

Visitors interviewed in Rye spent an average of £11.34 per person on eating out, more than the 'all market towns' average of £9.23. The 2009 average for Rye was £1.52 per person higher than 2006 results.

The average visitor spend on shopping in Rye (£7.99 per person) was lower than the average for 'all market towns' (£11.37). The expenditure in 2009 was lower than 2006 and 2005 expenditure.

Average spend per person on entertainment in Rye was very low at £0.44, which was similar to 2006 expenditure but lower than the average for 'all market towns' (£1.53).

Amount spent on travel and transport had dropped slightly compared with the survey done three years ago. This year the average expenditure per visitor to Rye was below 'all market towns'.

5.2 Day Visitors

£20.92 was the average expenditure per day visitor; higher than the average for 'all market towns'. It was also higher than 2006 and 2005 expenditure, mainly due to the day visitors spending more on eating out.

Eating out expenditure in 2009 was higher than both the bench marking groups and the previous two Rye surveys. The other three categories were lower than the benchmarking data. Shopping was higher in 2009 compared to 2006 but not as high as 2005. Entertainment was higher than the previous survey but travel was lower.

Table 31: Day visitors expenditure (£/per person/per day visit)

CATEGORY OF EXPENDITURE (£)	RYE 2009	RYE 2006	RYE 2005	ALL MARKET TOWNS
Eating out	£ 10.21	£ 7.83	£ 7.53	£ 6.42
Shopping	£ 8.13	£ 6.15	£ 10.23	£ 9.84
Entertainment	£ 0.48	£ 0.32	£ 0.26	£ 0.82
Travel	£1.47	£ 2.73	£ 1.20	£ 1.92
Total average spend	£ 20.92	£ 17.03	£ 19.22	£ 19.00

5.3 Staying Visitors

In comparison to day visitors staying visitors had a higher expenditure. However this is due to commercial accommodation being included in the total sum. Excluding accommodation staying visitors spent on average £32.60 per day which is still higher than the average spent by day visitors.

The total average for staying visitors was less than the average for 'all market towns'. Accommodation (£27.39) and eating out (£22.30) were the only two categories in which staying visitors in Rye 2009 had higher expenditure than 'all market towns'.

Average expenditure in 2009 was £2.54 more than expenditure in 2006. Notably accommodation and travel had increased in 2009 compared to 2006 but expenditure on eating out and shopping had decreased.

Table 32: Staying visitors expenditure (£/per person/per 24 hours)

CATEGORY OF EXPENDITURE	RYE 2009	RYE 2006	RYE 2005	ALL MARKET TOWNS
Commercial accomm.	£ 29.77	£ 23.14	£ 17.85	£ 18.50
Eating out	£ 22.30	£ 25.41	£ 7.53	£ 20.34
Shopping	£ 6.80	£ 10.58	£ 5.95	£ 16.53
Entertainment	£ 0.40	£ 0.36	£ 0.43	£ 3.50
Travel	£ 3.10	£ 0.34	£ 0.16	£ 5.84
Total average spend	£ 62.37	£ 59.83	£ 31.92	£ 64.71

6 VISITOR OPINIONS

6.1 Introduction

Visitors surveyed at each market town destination have been asked to express their opinions on satisfaction of a wide range of factors / indicators which together comprise the 'visitor experience'. Each factor / indicator was rated on a scale of one to five, where 1='very poor' (or the most negative response), 2='poor', 3='average', 4='good' and 5='very good' (or the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated for each destination.

The surveys use a standard methodology in terms of the interviewing period, minimum sample size and questionnaire design. This allows direct comparisons to be made between the results for individual market town destinations and the average and highest ('max.') scores from all market town surveys conducted throughout England.

Scores have been aggregated into a three year rolling average in order to provide the fullest possible comparison for each type of destination. Rolling averages also have the benefit of smoothing out random year to year fluctuations, enabling clearer observation of trends.

Results for all respondents are shown in Figures 7 to 22 and Tables 33 to 70. In each case, the score for Rye is compared with the rolling-average score for 'all market towns'. The maximum score achieved in relation to each factor or indicator is also shown for 'all market towns'.

6.2 Visitors Satisfaction Scores – An Overview

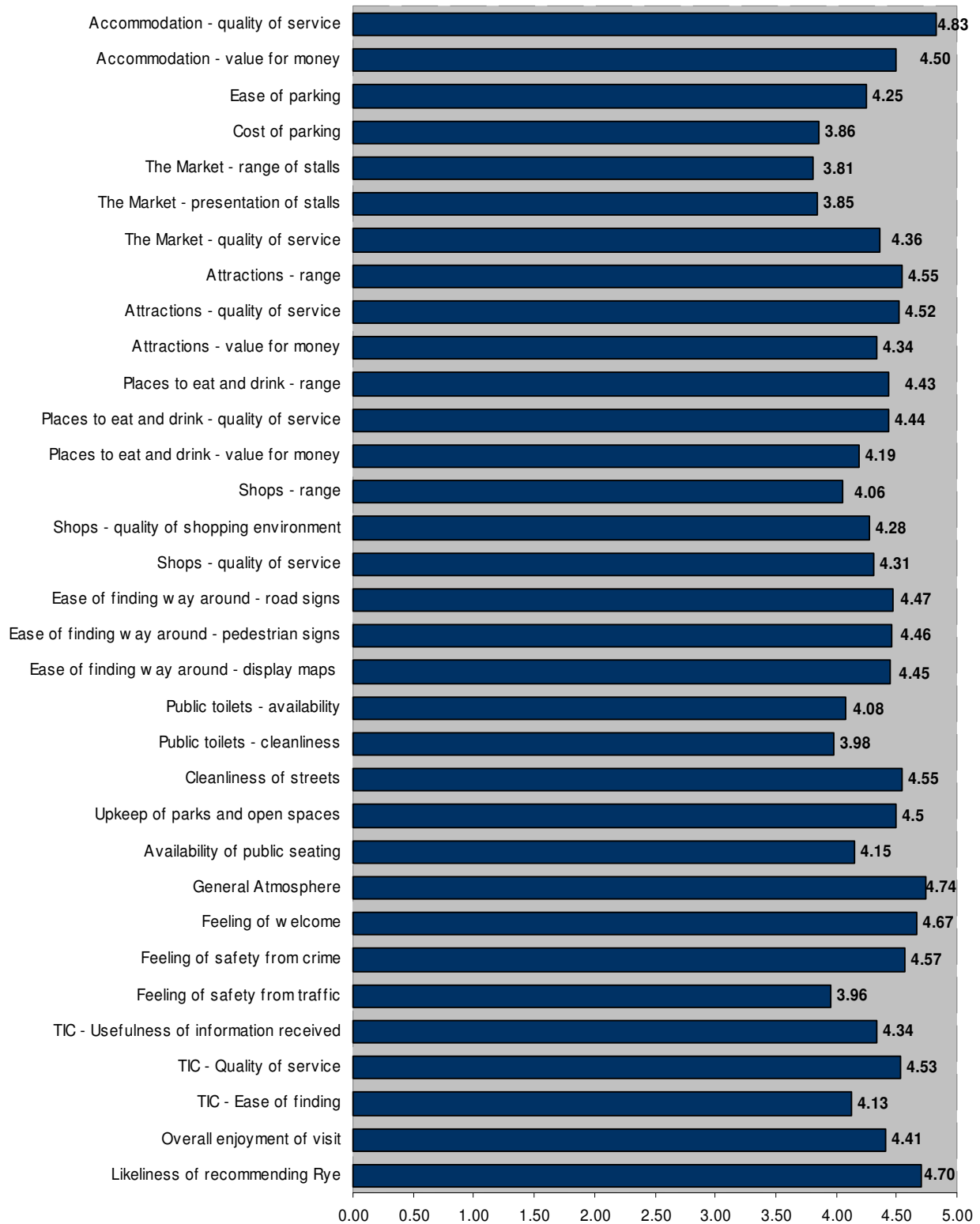
Figure 7, overleaf, shows Rye's average opinion scores for all benchmarked indicators.

The highest satisfaction scores were for accommodation – quality of service (4.83), general atmosphere (4.74), feeling of welcome (4.67) and feeling safe from crime (4.57).

The lowest scores related to the range of stalls at the market (3.81), the presentation of stalls at the market (3.85) and the cost of parking (3.86).

The rest of the indicators had a satisfaction score between 3.96 and 4.55.

Figure 7: Rye average satisfaction opinion for all benchmarked indicators



Rye Visitor Survey 2009

Table 33 below, shows Rye's average score for each indicator, in comparison with the rolling-average scores for 'all market towns'. The scores highlighted in **bold** reflect indicators where Rye performed relatively well in 2009.

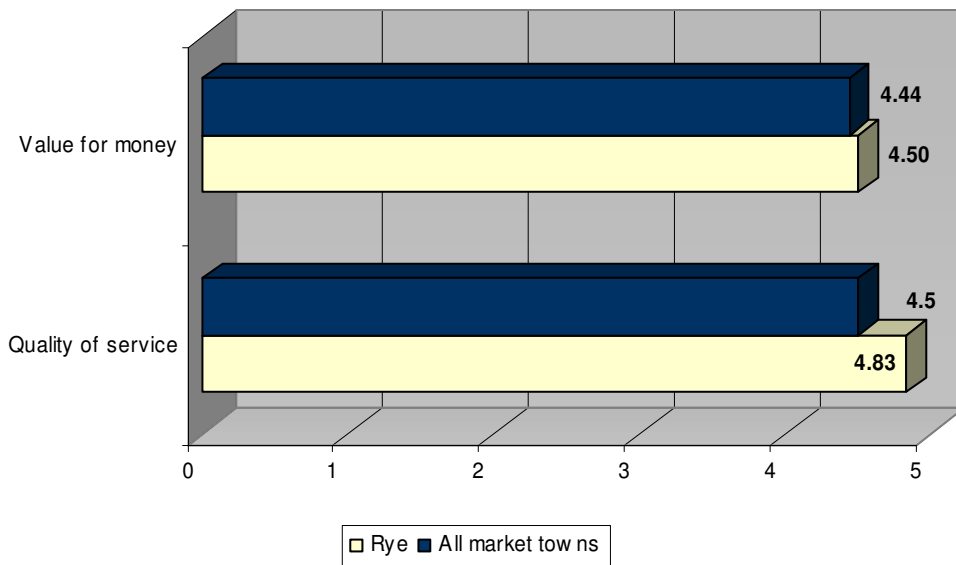
Table 33: Average benchmarking scores for Rye (2009) and 'all market towns'.

INDICATOR	RYE 2009	ALL MARKET TOWNS
Accommodation - quality of service	4.83	4.50
Accommodation - value for money	4.50	4.44
Ease of parking	4.25	4.25
Cost of parking	3.86	4.10
The Market – range of stalls	3.81	3.54
The Market – presentation of stalls	3.85	3.82
The Market – Quality of service	4.36	4.10
Attractions - range	4.55	-
Attractions - quality of service	4.52	-
Attractions - value for money	4.34	-
Places to eat and drink - range	4.43	4.07
Places to eat and drink - quality of service	4.44	4.29
Places to eat and drink - value for money	4.19	4.19
Shops - range	4.06	3.88
Shops - quality of shopping environment	4.28	4.06
Shops - quality of service	4.31	4.25
Ease of finding way around - road signs	4.47	4.29
Ease of finding way around - pedestrian signs	4.46	4.22
Ease of finding way around - display maps	4.45	3.99
Public toilets - availability	4.08	3.83
Public toilets - cleanliness	3.98	3.80
Cleanliness of streets	4.55	4.30
Upkeep of parks and open spaces	4.50	-
Availability of public seating	4.15	-
General Atmosphere	4.74	4.43
Feeling of welcome	4.67	4.43
Feeling of safety from crime	4.57	4.46
Feeling of safety from traffic	3.96	4.14
TIC – Usefulness of information received	4.13	4.49
TIC – Quality of service	4.53	4.49
TIC – Ease of finding	4.34	4.26
Overall enjoyment of visit	4.41	4.08
Likelihood of recommending Rye	4.70	4.32

6.3 Accommodation

Visitors who were staying in commercial accommodation within Rye were invited to comment on the quality of service and value for money provided by their accommodation establishment. As shown in Figure 8, both the quality of service within accommodation establishments and value for money of accommodation in Rye is much higher than the average for 'all market towns'.

Figure 8: Accommodation rating



Where 1= 'very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Quality of accommodation was the highest rated aspect of 2009. Eighty-three percent of visitors described this aspect of their visit as 'very good'. Seventeen percent described it as 'good'. There weren't any visitors that were not satisfied with the quality of the accommodation they were staying in.

Table 34: Visitor opinions on quality of service in accommodation

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	18	89	27
Mean	4.83	4.25	4.50
Very good	83%	78%	64% (Max 100%)
Good	17%	22%	27%
Average	-	-	7%
Poor	-	-	1%
Very poor	-	-	1% (Max 25%)

Rye Visitor Survey 2009

The majority of survey respondents (98%) were satisfied with the value for money of their accommodation, rating it as 'good' or 'very good'. Only 2% of those staying in commercial accommodation in 2009 (16% lower than 2005) described the value for money of their accommodation as 'average'.

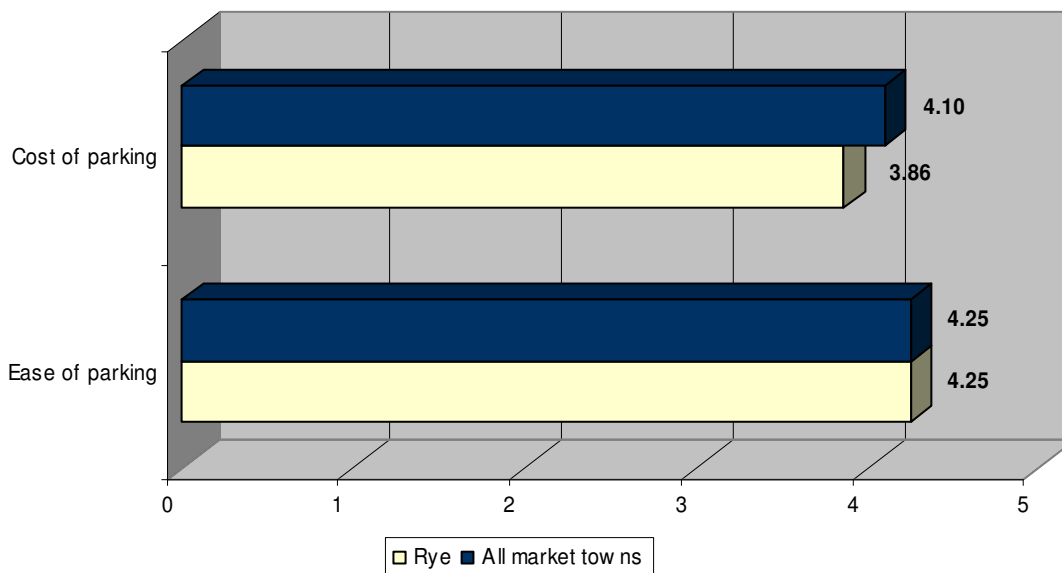
Table 35: Visitor opinions on value for money of accommodation

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	18	89	31
Mean	4.50	4.21	4.44
Very good	61%	73%	59% (Max 100%)
Good	27%	9%	30%
Average	2%	18%	9%
Poor	-	-	2%
Very poor	-	-	- (Max 6%)

6.4 Car Parking

Visitors who used city centre car parks in Rye were invited to comment on the ease and cost of parking in the city. As shown in Figure 9, below, visitors rated the cost of parking low compared 'all market towns'. Ease of parking was on par with 'all market towns'.

Figure 8: Opinions on car parking



Eighty-five percent of respondents described the ease of parking in Rye city centre as 'easy' or 'very easy', resulting in an average score of 4.25 which was the same as the 'all market towns' average. This average was significantly higher than the previous 2005 survey.

Table 36: Visitor opinions on the ease of parking in city centre car parks

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	147	111	182
Mean	4.25	3.77	4.25
Very easy	57%	38%	51% (Max 83%)
Easy	26%	28%	33%
Neither/nor	9%	15%	7%
Quite difficult	8%	11%	6%
Very difficult	3%	8%	2% (Max 9%)

The cost of parking had the lowest mean score out of all the aspects in Rye. Visitor opinions showed a slight improvement compared with previous survey, but remained below the average for 'all market towns'. Just over a third of respondents (33%) rated the cost of parking in the city as 'reasonable' or 'very reasonable', with 38% considering the cost of parking 'quite expensive' or 'very expensive'.

Table 37: Visitor opinions on the cost of parking in Rye's parks

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	133	100	113
Mean	3.86	3.99	4.10
Very reasonable	26%	37%	45% (Max 93%)
Reasonable	48%	37%	29%
Average	16%	17%	19%
Quite expensive	8%	6%	5%
Very expensive	27%	3%	2% (Max 9%)

6.5 The Market

Fifty-six visitors (28%) were interviewed on market day. Sample numbers were therefore quite low. Visitor opinions on Rye's market were higher than the averages for 'all market towns' for all three aspects.

Fifty-nine percent of visitors thought the range of stalls at the market place was 'very good' or 'good'. Although the mean was higher than 'all market towns' this aspect scored the lowest out of the all the aspects for 2009. The average was much lower than the 2005 average.

Figure 9: Opinions on the market

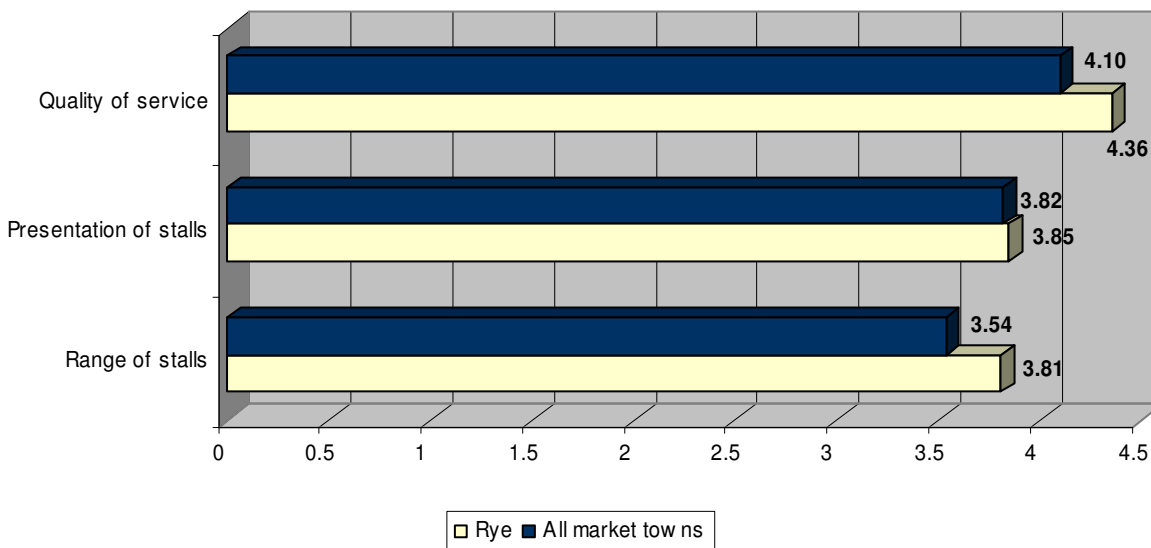


Table 38: Range of stalls

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	27	81	79
Mean	3.81	4.57	3.54
Very good	33%	67%	22% (Max 79%)
Good	26%	26%	34%
Average	30%	25%	26%
Poor	11%	2%	14%
Very poor	-	0%	5% (Max 33%)

The mean average score for presentation of stalls was a lot lower than 2005. Sixty-six percent rated the presentation as 'good' or 'very good' (24% lower than 2005). Four percent thought the presentation of the stalls were 'poor'. The average of 3.85 was just above the average of 3.82 for 'all market towns'.

Table 39: Presentation of stalls

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	27	74	78
Mean	3.85	4.53	3.82
Very good	22%	62%	26% (Max 93%)
Good	44%	28%	40%
Average	30%	9%	26%
Poor	4%	-	6%
Very poor	-	-	2% (Max 15%)

The quality of service was rated a lot higher than the other two aspects, although it was still below the 2005 average. Eighty-four percent thought that the quality of service within the market place was 'very good' or 'good'. There wasn't one visitor who deemed it 'poor' or 'very poor'.

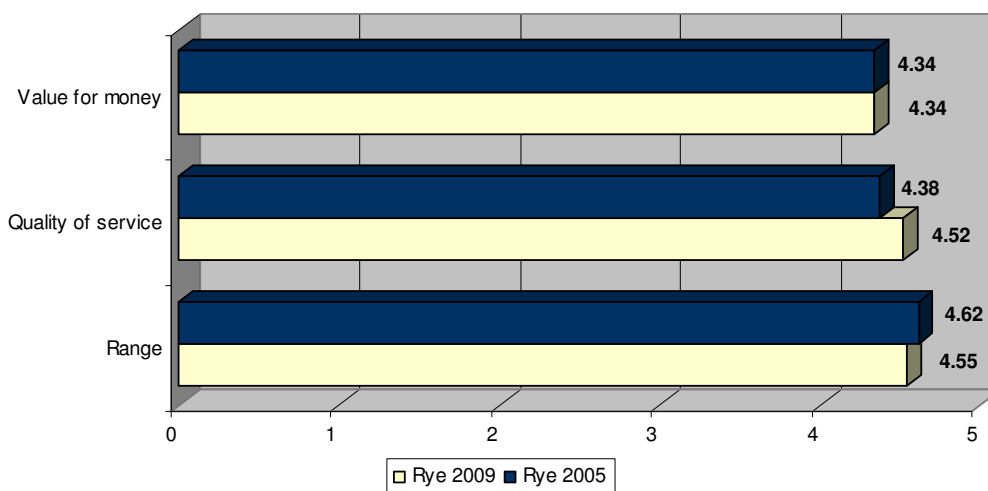
Table 40: Quality of service

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	25	72	75
Mean	4.36	4.68	4.10
Very good	52%	78%	37% (Max 96%)
Good	32%	15%	38%
Average	16%	4%	19%
Poor	-	3%	3%
Very poor	-	0%	2% (Max 8%)

6.6 Attractions and Places to Visit

Visitor ratings on attraction were not collected for most market towns so the 'all market towns' benchmark is not included in the comparison here. The scores from the 2009 survey were therefore only compared to the Rye 2005 survey.

Figure 9: Opinions on attractions



Where 1='very poor', 2='poor', 3='average', 4='good' and 5='very good'

Ninety-three percent of survey respondents considered the range of attractions to be 'good' or 'very good'. The average score, of 3.85, was slightly lower than that achieved in 2005.

Table 41: Visitor opinions on the range of attractions & places to visit

	RYE 2009	RYE 2005
Base	82	110
Mean	4.52	4.62
Very good	60%	68%
Good	33%	26%
Average	7%	5%
Poor	-	1%
Very poor	-	-

Ninety-three percent of those who had visited attractions considered the quality of service to be 'good' or 'very good', resulting in an average score of 4.52 out of 5.00, above the 2005 survey.

Table 42: Visitor opinions on the quality of service in attractions & places to visit

	RYE 2009	RYE 2005
Base	82	85
Mean	4.52	4.38
Very good	60%	49%
Good	33%	40%
Average	7%	9%
Poor	-	1%
Very poor	-	-

The average score for value for money of attractions & places to visit was 4.34. This was higher than 2005 average scores. Eighty percent were happy with the value for money.

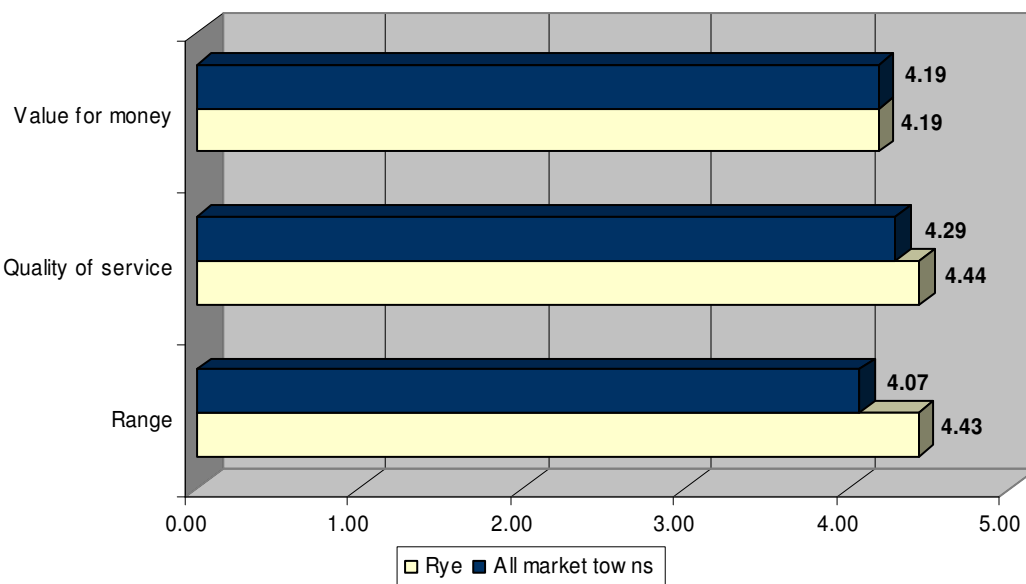
Table 43: Visitor opinions on the value for money of attractions & places to visit

	RYE 2009	RYE 2005
Base	80	80
Mean	4.43	4.34
Very good	55%	50%
Good	25%	36%
Average	19%	11%
Poor	1%	3%
Very poor	-	-

6.7 Places to Eat and Drink

As shown in Figure 10, both range and quality of service relating to places to eat and drink compared favourably with the averages for 'all market towns'. The average score for value for money of food and drink was on par with 'all market towns'. All the indicators have shown an increase compared with results from the 2005 survey.

Figure 10: Opinion on food and drink



Where 1='very poor', 2='poor', 3='average', 4='good' and 5='very good'

The range of places to eat and drink had an average score of 4.43 out of 5.00. Eighty-nine percent of visitors in 2009 considered the range of places to eat & drink in Rye to be 'very good' or 'good'. Two percent rated this aspect as 'poor'

Table 44: Visitor opinions on the range of places to eat & drink

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	148	149	165
Mean	4.43	4.11	4.07
Very good	56%	41%	39% (Max 75%)
Good	33%	33%	37%
Average	9%	22%	16%
Poor	2%	4%	6%
Very poor	-	-	1% (Max 14%)

Over half of the visitors considered the quality of service in eating places to 'very good'. This was a five percent increase from 47% who rated it the same in 2005. Overall 92% seemed content with the quality of service and 8% considered it 'average'. The average score was higher than 'all market towns'.

Table 45: Visitor opinions on the quality of service in places to eat & drink

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	141	140	161
Mean	4.44	4.29	4.29
Very good	52%	47%	47% (Max 86%)
Good	40%	36%	39%
Average	8%	16%	11%
Poor	-	1%	3%
Very poor	-	0%	- (Max 5%)

The average rating for value for money was lower than the range and quality of service. It was on par with the 'all market towns' average of 4.19 but had increased from 2005. Seventy-nine percent of visitors in Rye rated the value of money for food and drink as 'very good' or 'good'.

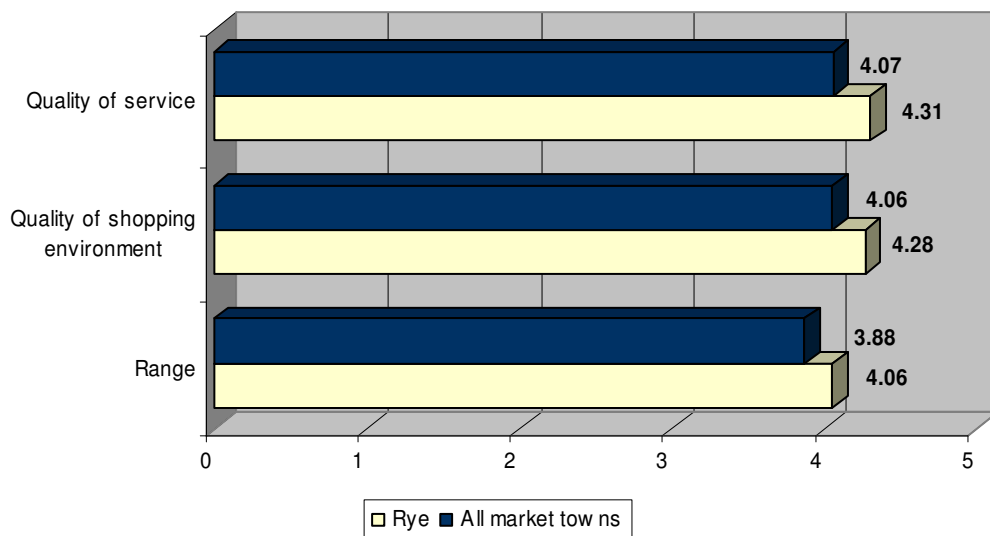
Table 46: Visitor opinions on the value for money of places to eat & drink

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	141	142	161
Mean	4.19	4.11	4.19
Very good	48%	41%	44% (Max 86%)
Good	31%	34%	37%
Average	16%	20%	15%
Poor	5%	5%	4%
Very poor	1%	0%	1% (Max 4%)

6.8 Shopping

Generally all three indicators relating to the shops and shopping scored favourably compared to 'all market towns'.

Figure 11: Opinions on shops



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

The average score for the range was lower than the average score achieved in 2005. Seventy-five percent of visitors in 2009 rated the range of shops as 'very good' and 'good'. The average score for Rye was well above 'all market towns' average.

Table 47: Visitor opinions on the range of shops

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	119	113	191
Mean	4.06	4.28	3.88
Very good	38%	30%	28% (Max 70%)
Good	37%	43%	41%
Average	19%	23%	23%
Poor	5%	5%	7%
Very poor	1%	0%	2% (Max 9%)

Compared to 'all market towns', the quality of the shopping environment was rated fairly high by visitors to Rye. The average score increased by 0.30 from the 3.98 mean score in 2005. Eighty-six percent of visitors were happy with the quality of the shopping environment.

Table 48: Visitor opinions on the quality of the shopping environment

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	113	124	187
Mean	4.28	3.98	4.06
Very good	44%	33%	32% (Max 78%)
Good	42%	38%	45%
Average	12%	28%	19%
Poor	2%	1%	3%
Very poor	-	0%	- (Max 5%)

Visitor opinions relating to the quality of service in shops were the same as the average of 2005 (both 4.31). It was higher than the averages for 'all market towns'. Eighty-nine percent of visitors rated the quality of service as 'good' or 'very good'.

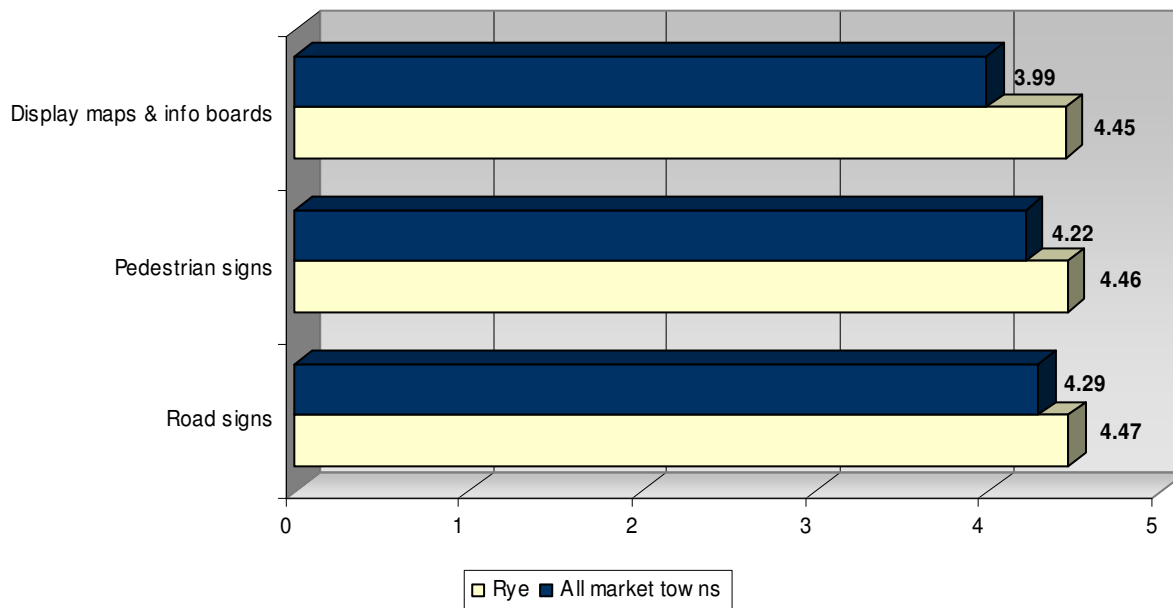
Table 49: Visitor opinions on the quality of service in shops

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	107	115	181
Mean	4.31	4.31	4.25
Very good	44%	43%	43% (Max 87%)
Good	45%	45%	40%
Average	9%	10%	14%
Poor	2%	1%	2%
Very poor	-	0%	- (Max 1%)

6.9 Ease of Finding Way Around

Visitors in Rye were very impressed with signs and information boards around Rye to help them find their way around. All three factors were rated very high compared with 'all market towns'. The mean scores had also increased compared with 2005 with the exception of road signs which was rated the same.

Figure 12: Opinions on ease of finding way around



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Over half (60%) of the respondents considered the road signs to be 'very good'. A further 30% thought they were 'good'. The average score of 4.47 was higher than the average for 'all market towns'.

Table 50: Visitor opinions on road signs

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	159	137	212
Mean	4.47	4.47	4.29
Very good	60%	66%	50% (Max 83%)
Good	30%	21%	34%
Average	7%	9%	11%
Poor	3%	1%	5%
Very poor	1%	2%	1% (Max 6%)

Visitor opinions on pedestrian signs in Rye compared favourably with 2005 and comfortably above the average for 'all market towns'. Eighty-nine percent of visitors to Rye in 2009 described this as 'good' or 'very good'.

Table 51: Visitor opinions on pedestrian signs

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	147	107	205
Mean	4.46	4.30	4.22
Very good	60%	51%	47% (Max 82%)
Good	29%	33%	34%
Average	8%	10%	14%
Poor	3%	6%	4%
Very poor	-	0%	1% (Max 2%)

Display maps and information boards in Rye were generally considered to be 'good' (26%) or 'very good' (60%) with an average score of 4.45, just below the average for pedestrian signs and road signs. This was much higher than the average for 'all market towns', and higher than the average score achieved in 2005.

Table 52: Visitor opinions on display maps & information boards

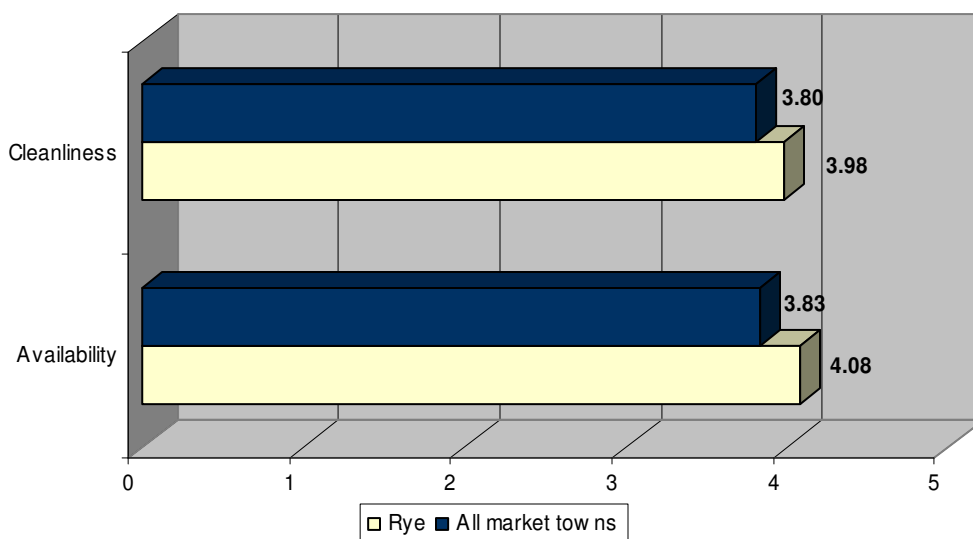
	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	137	84	183
Mean	4.45	4.31	3.99
Very good	60%	56%	40% (Max 77%)
Good	26%	25%	32%
Average	12%	14%	18%
Poor	2%	4%	6%
Very poor	-	1%	4% (Max 13%)

6.10 Public Toilets

The scores achieved in Rye 2009 regarding public toilets exceeded 'all market towns' averages. Even though Rye scores exceeded that of all the benchmarking data the availability and cleanliness of public toilets were two of the lower scoring aspects in the Rye survey.

Seventy-nine percent of survey respondents rated the availability of public toilets in Rye as 'good' or 'very good' in 2009, higher than the score received in 2005. Seven percent of visitors rated the availability as 'poor' or 'very poor', which was less than the average for 'all market towns' (17%).

Figure 13: Opinions on public toilets



Where 1='very poor', 2='poor', 3='average', 4='good' and 5='very good'

Table 53: Visitor opinions on availability of public toilets

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	83	136	98
Mean	4.08	3.97	3.83
Very good	37%	32%	37% (Max 68%)
Good	42%	40%	31%
Average	13%	21%	15%
Poor	6%	6%	11%
Very poor	1%	1%	6% (Max 22%)

Over half of respondents described the cleanliness as 'good' or 'very good' and the average score for Rye was higher than the average for 'all market towns'. Nine percent of visitors rated the cleanliness of public toilets as 'poor' or 'very poor'; 13 percent less than 'all market towns'. The cleanliness of public toilets showed an improvement compared with 2005.

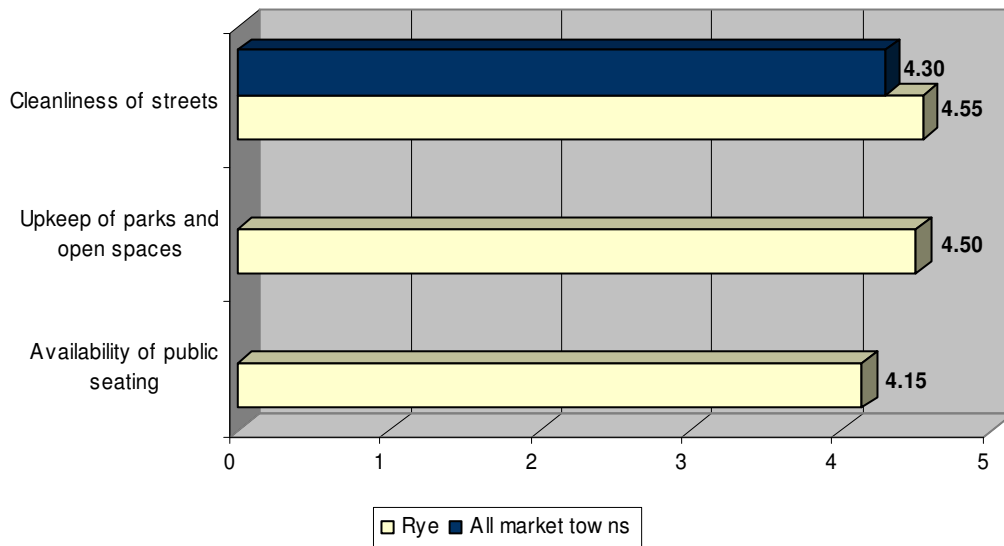
Table 54: Visitor opinions on cleanliness of public toilets

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	80	134	96
Mean	3.98	3.59	3.80
Very good	38%	28%	36% (Max 74%)
Good	36%	37%	31%
Average	18%	13%	17%
Poor	4%	10%	10%
Very poor	5%	12%	6% (Max 25%)

6.11 Parks, Open Spaces, Streets and Public Seating

Figure 14 is slightly different to the others as not all the factors are included in the benchmarking data. The up keep of parks and open spaces and availability of public seating isn't usually included in market towns surveys so these aspects can only compared to the previous survey results.

Figure 14: Opinions on parks, open spaces and streets



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Eighty-four percent of survey respondents rated the cleanliness of Rye's streets as 'good' or 'very good', resulting in an average score of 4.55. This was higher than the 2005 survey. No one deemed the cleanliness of streets in Rye as 'very poor'.

Table 55: Visitor opinions on the cleanliness of streets

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	189	197	202
Mean	4.55	4.35	4.30
Very good	60%	48%	48% (Max 84%)
Good	35%	41%	38%
Average	3%	9%	10%
Poor	1%	2%	3%
Very poor	-	1%	1% (Max 6%)

Ninety-three percent of visitors considered the upkeep of parks and open spaces of their visit to be 'very good' or 'good'. The average of 4.50 was higher than the average of 4.34 in 2005.

Table 56: Visitor opinions on the upkeep of parks & open spaces

	RYE 2009	RYE 2005
Base	161	154
Mean	4.50	4.34
Very good	58%	47%
Good	35%	42%
Average	6%	10%
Poor	1%	1%
Very poor	-	-

Overall, 82% of visitors rated the availability of public seating within Rye as 'good' or 'very good' determining a mean score of 4.15. The average score was well above the average from the previous survey.

Table 57: Visitor opinions on the availability of public seating

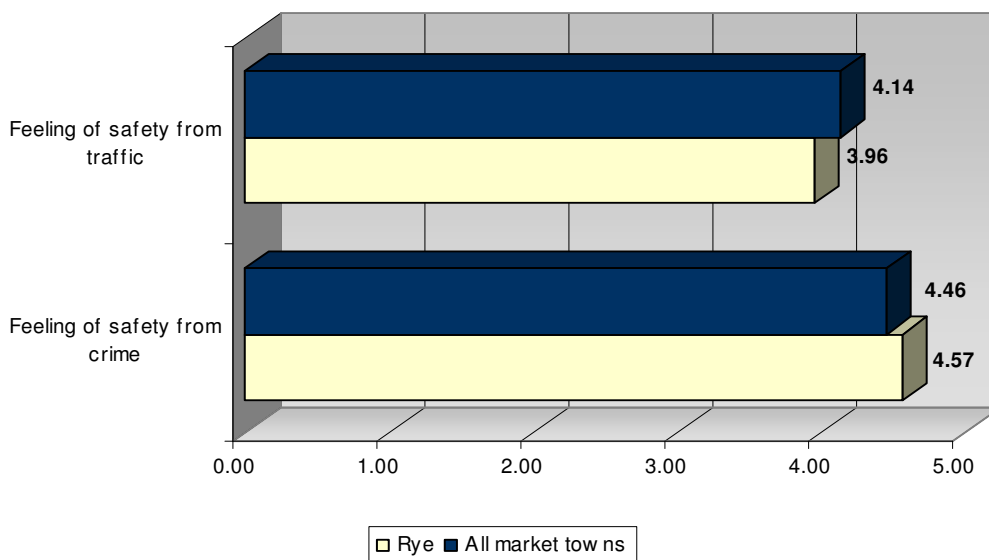
	RYE 2009	RYE 2005
Base	132	175
Mean	4.15	3.98
Very good	39%	33%
Good	43%	43%
Average	11%	14%
Poor	5%	10%
Very poor	1%	1%

6.12 Feeling Safe from Crime and Traffic

Visitors were asked how far they would agree or disagree with the following statements; “I felt quite safe from crime in Rye” and “As a pedestrian in Rye I felt quite safe from the traffic”. Visitors in Rye appeared to feel safer than the average for ‘all market towns’.

Visitor perceptions relating to safety from crime had decreased since 2005. However there weren’t any visitors who disagreed with this statement compared to the 1% in 2005. The proportion of visitors agreeing in some way with this statement was only 1% lower than the previous survey. The average score of 4.57 was above the average for ‘all market towns’. Ninety-six percent of respondents agreed that they felt safe from crime in Rye, whilst a small minority (4%) were undecided.

Figure 17: Opinions on feeling safe



Where 1= ‘strongly disagree’, 2= ‘disagree’, 3= ‘neither agree nor disagree’, 4= ‘agree’ and 5= ‘strongly agree’

Table 58: Opinions on the statement “I felt quite safe from crime in Rye”

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	188	190	228
Mean	4.57	4.66	4.46
Agree strongly	63%	70%	52% (Max 87%)
Agree	31%	27%	40%
Neither/nor	6%	3%	6%
Disagree	-	1%	1%
Disagree strongly	-	-	- (Max 2%)

Visitors seemed to feel much safer from traffic in 2009 compared to 2005. The proportion of respondents who 'disagreed' or 'disagreed strongly' with the statement relating to feeling safe from traffic in Rye had dropped 12% from the 2005 proportion. However the average score in 2009 was lower than the average for 'all market towns'.

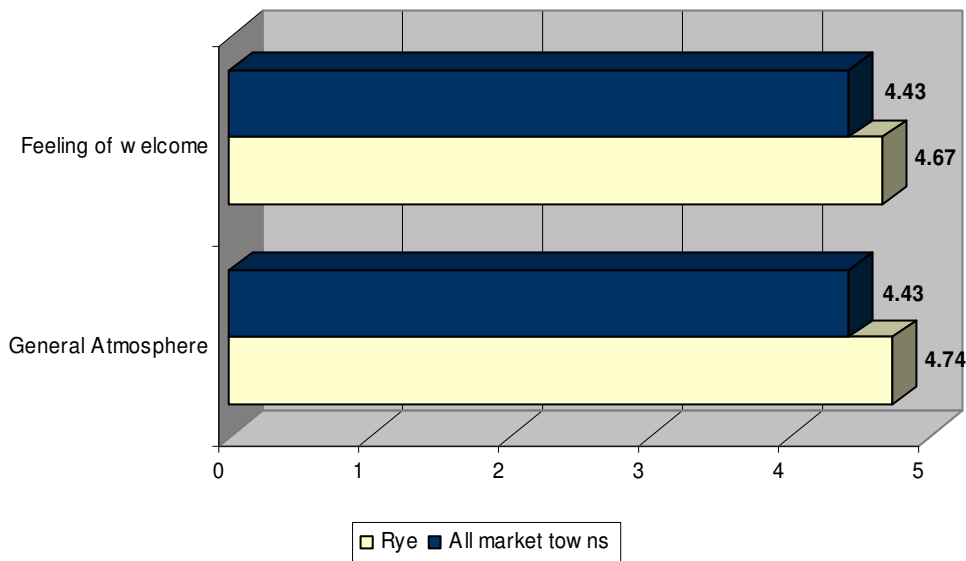
Table 59: Opinions on the statement “As a pedestrian in Rye, I felt quite safe from the traffic”

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	192	191	229
Mean	3.96	3.50	4.14
Agree strongly	41%	27%	39% (Max 72%)
Agree	33%	29%	43%
Neither/nor	12%	16%	10%
Disagree	12%	21%	7%
Disagree strongly	3%	6%	1 % (Max 7%)

6.13 General Atmosphere and Feeling of Welcome

Both the general atmosphere and feeling of welcome were located in the top four highest scoring aspect of Rye in the 2009 survey. Both aspects were clearly higher than 'all market towns' averages.

Figure 18: Opinions of general atmosphere and feeling of welcome



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Ninety-six percent of respondents rated the general atmosphere in Rye as 'very good' or 'good', resulting in an average score of 4.74 out of 5.00, the second highest scoring factor in 2009. The 4.74 average was higher than the 2005 average. Four percent of those interviewed for the survey considered the general atmosphere to be 'average' but no one rated it 'poor' or 'very poor'.

Table 60: Visitor opinions on the general atmosphere

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	185	197	236
Mean	4.74	4.62	4.43
Very good	75%	67%	55% (Max 86%)
Good	23%	29%	36%
Average	4%	3%	7%
Poor	-	1%	2%
Very poor	-	0%	- (Max 2%)

Rye was also rated highly in terms of the feeling of welcome. Ninety-six percent of survey respondents rated this as 'very good' or 'good' and the average score of 4.67 was higher than the 'all market towns' average. None of those interviewed for the survey considered this to be 'poor' or 'very poor'.

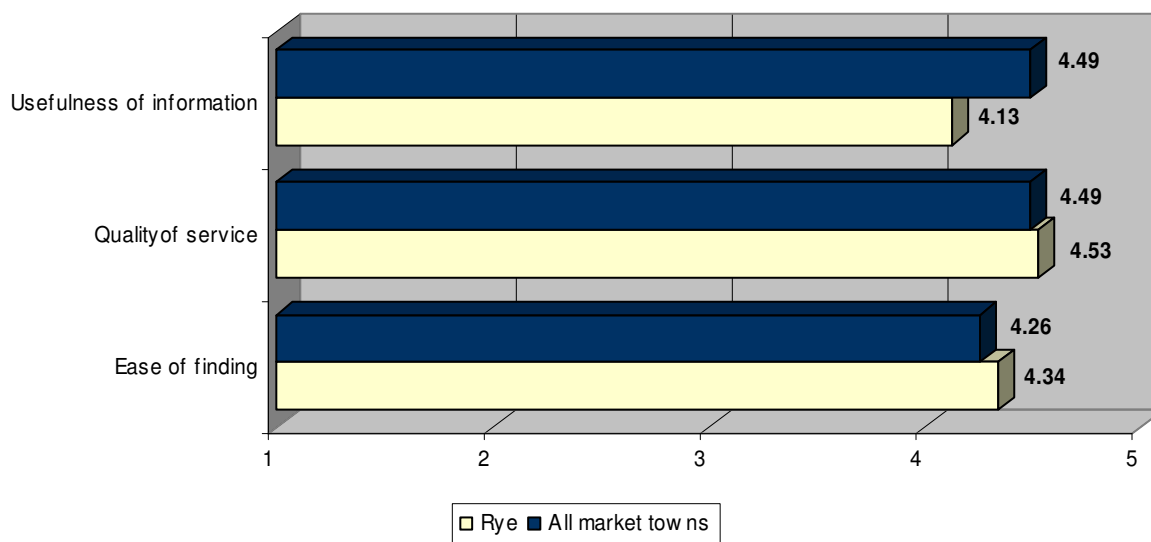
Table 61: Visitor opinions on the feeling of welcome

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	184	192	235
Mean	4.67	4.64	4.43
Very good	71%	67%	55% (Max 86%)
Good	25%	31%	35%
Average	4%	2%	7%
Poor	-	1%	2%
Very poor	-	0%	- (Max 3%)

6.14 The Tourist Information Centre (TIC)

Quality of service within the TIC and ease of finding it had higher mean scores than the averages for 'all market towns'. However usefulness of information from the Rye TIC was quite a lot lower than 'all market towns' average. Only a relatively low proportion (10%) of visitors surveyed in Rye had been into the TIC. This small sample size should therefore be kept in mind when analysing the results.

Figure 19: Opinions on the TIC



Where 1= 'very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

The average score for ease of finding the TIC was lower than 2005 and 'all market towns'. Seventy-seven percent of respondents rated this as 'good' or 'very good'. Eight percent of visitors indicated they had experienced a little difficulty finding the TIC.

Table 62: Visitor opinions on ease of finding the TIC

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	39	37	55
Mean	4.13	4.24	4.26
Very good	44%	57%	58% (Max 100%)
Good	33%	19%	23%
Average	15%	19%	11%
Poor	8%	3%	4%
Very poor	-	3%	4% (Max 32%)

The quality of service received at the TIC was rated highly, with an average score of 4.53 out of 5.00. This was slightly above the averages for 'all market towns' and remains higher than 2005. Overall, 97% of visitors rated the quality of service as 'good' to 'very good'.

Table 63: Visitor opinions on the quality of service in the TIC

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	38	36	52
Mean	4.53	4.47	4.49
Very good	55%	67%	64% (Max 100%)
Good	42%	19%	26%
Average	3%	11%	8%
Poor	-	-	2%
Very poor	-	3%	1% (Max 33%)

The satisfaction rating for usefulness of information received in the TIC was slightly lower compared to the 2005 survey and 'all market towns' average. Ninety-three percent rated the usefulness of information as 'good' to 'very good', 5% considered it was 'average' and 3% deemed it 'poor'.

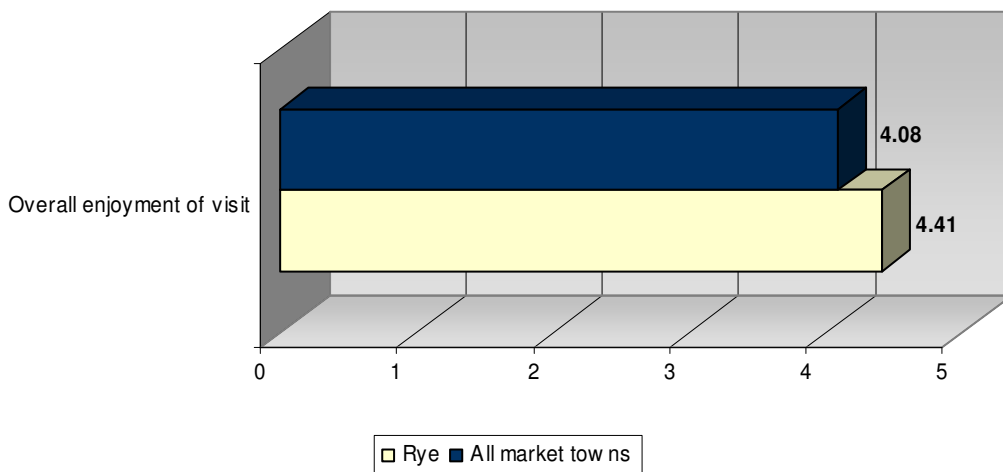
Table 64: Visitor opinions on the usefulness of information received in the TIC

	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	38	36	53
Mean	4.34	4.39	4.49
Very good	45%	58%	64% (Max (100%))
Good	48%	28%	25%
Average	5%	11%	8%
Poor	3%	-	2%
Very poor	-	3%	1% (Max 35%)

6.15 Overall Enjoyment of Visit/ Recommendation of Visit

Visitors were asked to rate the overall enjoyment of their visit. The average in 2009 was higher than 2005. The mean score of 4.41 was comfortably above the average for 'all market towns'.

Figure 20: Opinions on overall enjoyment



Where 1='very low', 2= 'low', 3= 'average', 4= 'high' and 5= 'very high'

Ninety-one percent of visitors described the enjoyment of their visit as 'high' or 'very high'. This was higher than the 2005 figure. Nine percent thought their trip had been 'average'.

Table 65: Visitor opinions on overall enjoyment of the visit

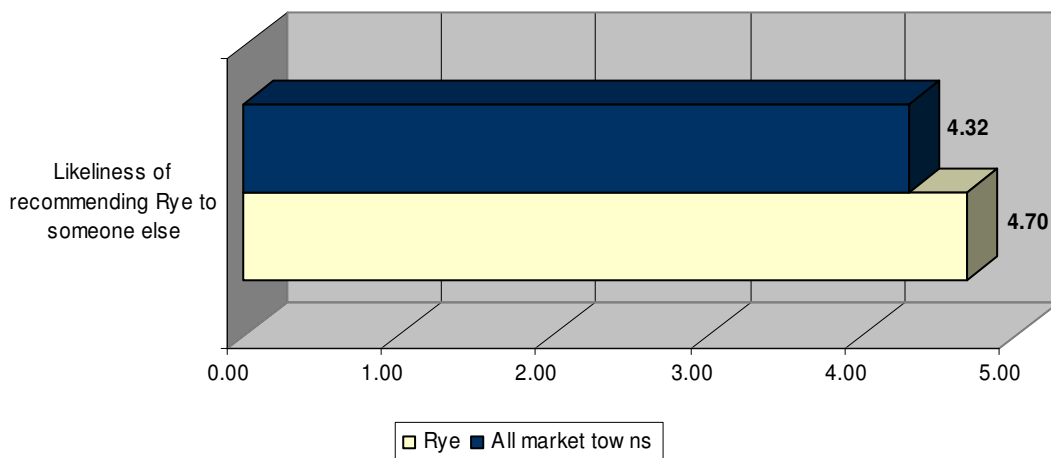
	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	197	194	221
Mean	4.41	4.20	4.08
Very high	50%	40%	31% (Max 59%)
High	41%	43%	48%
Average	9%	15%	21%
Low	-	2%	-
Very low	-	1%	- (Max 1%)

6.16 Likelihood of Recommending a Visit to Rye

The average score for visitors recommending a visit to Rye was high at 4.70 out of 5. It was higher than ‘all market towns’ average score.

The vast majority of respondents (96%) indicated that they were ‘likely’ or ‘very likely’ to recommend a visit to Rye to someone else. The average score achieved (4.70) was higher than the average for the 2005. Four percent of visitors responded with ‘possibly’ but there weren’t any visitors who suggested they would not recommend a visit to Rye.

Figure 21: Likelihood of recommending



Where 1=‘very unlikely’, 2= ‘unlikely’, 3= ‘possibly’, 4= ‘likely’ and 5= ‘very likely’

Table 66: Visitor opinions on likelihood of recommending

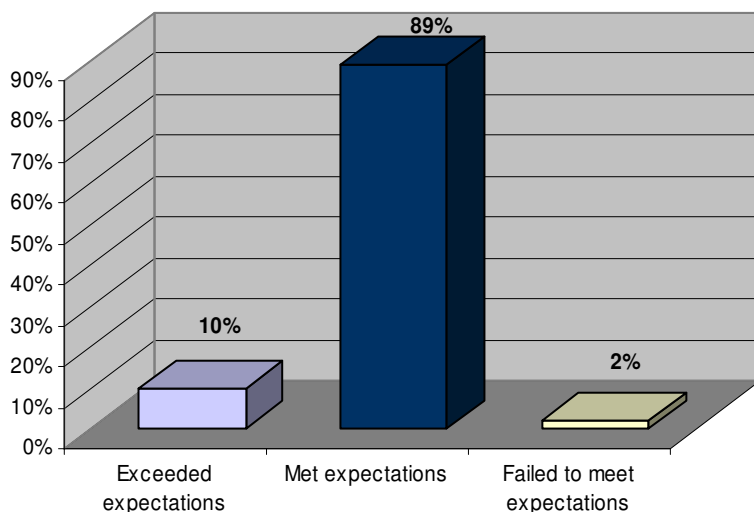
	RYE 2009	RYE 2005	ALL MARKET TOWNS
Base	196	190	220
Mean	4.70	4.62	4.32
Very likely	75%	70%	48% (Max 75%)
Likely	21%	22%	39%
Possibly	4%	7%	9%
Unlikely	-	1%	3%
Very unlikely	-	0%	1% (Max 4%)

6.17 Whether the Visit Met Expectations

Visitors were asked to say whether their visit to Rye had met their expectations. Overall, 89% of visitors indicated the visit had met their expectations (5% up on 2005) and a further 10% (4% down from 2005) indicated that the visit had exceeded their expectations.

Only 2% of respondents said that the visit had failed to meet their expectations.

Figure 22: Whether Hastings met visitor's expectations



Responses are shown by visitor type in Table 67. First time visitors were more likely to indicate that the visit had exceeded their expectations than repeat visitors (a difference of 8%). A higher proportion of overseas visitors said their visit exceeded expectations compared to domestic visitors (difference of 9%). There weren't any overseas visitors, staying visitors or first time visitors that indicated the trip had failed to meet their expectations.

Table 67: Whether the visit met expectations – by visitor type

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	FIRST TIME VISITORS	REPEAT VISITORS	DOMESTIC VISITORS	OVERSEAS VISITORS
Base:	77	95	23	71	124	170	23
Met expectations	92%	88%	78%	85%	91%	90%	83%
Failed to meet expectations	1%	2%	-	-	2%	2%	-
Exceeded expectations	7%	10%	22%	15%	7%	8%	17%

6.18 Particular Likes about Rye

Visitors were asked to say what they liked most about Rye. Seventy-two percent of visitors' particularly liked the atmosphere / Olde world / quaint town. Just under a third commented on the buildings / architecture and a further 31% particularly likes the small lanes and cobbles.

Table 68: What visitors liked most about Rye

	BASE	PERCENTAGE
Atmosphere / Olde world / quaint	141	72%
Buildings / architecture	63	32%
Small lanes / cobbles	60	31%
Scenery / pretty	47	24%
Quiet / peaceful	41	21%
Speciality shops	36	18%
History	24	12%
Harbour	12	6%
Lots to see and do	12	6%
Market	1	1%
Other	27	14%

Twenty-seven visitors mentioned other factors which they particularly liked about Rye. These included:

- Fish and chips 3 visitors
- Good shopping 2 visitors
- Pleasant people 1 visitor
- Beach 1 visitor
- River 1 visitor
- Easy going town 1 visitor
- Good accommodation 1 visitor
- Individuality 1 visitor
- Ease of walking around 1 visitor
- Quirkiness 1 visitor
- Galleries 1 visitor
- Compact 1 visitor
- Memories 1 visitor
- Fishermans huts 1 visitor

6.19 Anything that spoilt the visit

Seventy-seven percent of visitors felt that 'nothing' had spoiled the enjoyment of their visit. A few visitors complained about the traffic and a few visitors were disappointed with the weather. A number of others indicated that there was inadequate parking and Rye was an expensive place to visit (see table overleaf).

Table 69: Aspects that spoiled the visit

	BASE	PERCENTAGE
Traffic	11	25%
Poor weather	8	18%
Inadequate parking	5	11%
Expensive	2	5%
Other	18	41%

NB: Multiple responses permitted and % is out of those who said something, not every visitor.

Eighteen visitors commented on 'other' factors which spoil their visit to Rye. These included:

- Lack of toilet facilities 4 visitors
- Finding our way around 2 visitors
- Wasps 2 visitors
- Need more seats in the shade 1 visitor
- Litter by the river 1 visitor
- Unpleasant residents 1 visitor
- No market 1 visitor
- Restaurants not open 1 visitor
- Nothing for children 1 visitor
- Difficult for disabled 1 visitor

7. Appendices

7.1 Full list of images

	All	1 st	2 nd	3 rd
Battle of Hastings	61	46	12	3
History	35	17	13	5
Beautiful villages	28	16	11	1
Seaside / coast	22	14	7	1
Quaint	16	9	2	5
Olde World	13	9	3	1
Old buildings	10	5	4	1
Quiet / peaceful	9	6	2	1
Hastings	9	4	4	1
Nothing	9	9	-	-
Cobbled streets	9	6	1	2
Nice countryside	8	2	5	1
Norman knights	6	2	3	1
Scenery	6	4	1	1
Antique shops	5	2	2	1
King Harold	5	2	3	-
Cinque Port	5	4	-	1
Castles	4	2	2	-
The houses	3	2	1	-
William the Conqueror	3	2	1	-
Fishing	3	2	1	-
Marshland	3	2	-	1
Cannon and bull	3	1	2	-
C F Benson	3	1	2	-
Sailing	2	2	-	-
Windmill	2	2	-	-
Heritage	2	1	1	-
Very green	2	1	1	-
Interesting	2	1	-	1
Very clean	2	-	2	-
Good weather	2	-	2	-
Unspoilt	2	-	1	1
Nice shops	2	-	1	1
Arrow in his eye	2	-	1	1
Good walking	2	-	1	1
Timeless	1	-	-	1
Regency era	1	1	-	-
Re-enactment	1	-	1	-
Coats of Armour	1	-	1	-

Hastings Pier	1	-	1	-
Cannon and bull	1	1	-	-
Tin soldiers	1	-	1	-
Fishing huts	1	-	-	1
Flat	1	-	1	-
Waterways	1	-	1	-
Pub meals	1	-	1	-
Woodlands	1	-	-	1
Like Kent	1	-	-	1
Art Galleries	1	-	1	-
Never disappoints	1	-	1	-
Easy to visit	1	-	-	1
Friendly	1	1	-	-
Different	1	-	-	1
Busy	1	1	-	-
Henry James	1	1	-	-
Reminds me of home	1	1	-	-
Love it	1	-	1	-
Inns	1	-	1	-
River boats	1	-	1	-
Good ride	1	-	-	1
Churches	1	-	1	-
Peasants	1	-	1	-
King Alfred	1	-	-	1
Captain Pugwash	1	-	-	1
Garden of England	1	-	-	1
White Cliffs	1	1	-	-
Market	1	-	-	1
Sheep	1	1	-	-
Seaside town	1	1	-	-
Smuggling	1	-	1	-
School trips	1	-	1	-
War	1	1	-	-
Kings	1	1	-	-
Good place to socialise	1	1	-	-
Simon the pieman	1	-	1	-
Total	358	193	120	45

Tick box if Don't know/Can't recall/Declined to say

6f. How would you rate the quality of service provided by your accommodation establishment? (SHOWCARD 2)

Very poor -1 Good -4
 Poor -2 Very Good -5
 Average -3 Don't know -6

6g. How would you rate your accommodation in terms of value for money? (SHOWCARD 2)

Very poor -1 Good -4
 Poor -2 Very Good -5
 Average -3 Don't know -6

NOW GO TO Q8

ASK ALL DAY VISITORS:

7a. Approximately what time did you arrive in Rye today? (24 hour clock – to the nearest hour)

.....

7b. Approximately what time do you expect to leave Rye today? (24 hour clock – to the nearest hour)

.....

ASK ALL VISITORS

8. Is this your first ever visit to Rye?

Yes -1 Go to Q10a No -2 Go to Q9

9. How many times have you visited Rye before on a DAY TRIP (last 12 months) and/or STAYING VISIT (last 5 years)? (Please record a response for each column)

DAY trips: STAYING visits:

10a. Before this visit did you see any features, advertisements or promotions for Rye via any of the following? (SHOWCARD 3 – circle all that apply)

Website -1 Go to Q10b
 Hastings&1066 Country Visitor Guide -2 Go to Q11
 Rye Guides -3 Go to Q11
 Other leaflets/brochures -4 Go to Q11
 English Heritage -5 Go to Q11
 National Trust -6 Go to Q11
 Word of mouth/recommendation -7 Go to Q11
 TV feature -8 Go to Q11
 Radio feature -9 Go to Q11
 Newspaper/magazine adverts -10 Go to Q11
 Newspaper/magazine editorials -11 Go to Q11
 Visitor Information Centre -12 Go to Q11
 Other (specify below) -13 Go to Q11

.....

10b. Which website did you use?

www.visitrye.co.uk or www.rye.org.uk -1
 www.1066country.com -2
 Visit South East England -3
 Visit England/Britain -4
 English Heritage -5
 National Trust -6
 Search engine (Google/Yahoo etc) -7
 Other (please specify below) -8

.....

11. Can you tell me what FEATURES or IMAGES first come to mind when you think of 1066 Country? (up to 3)

- 1)
 2)
 3)

12. How influential, if at all, were each of the following factors in your decision to visit Rye? (SHOWCARD 4)

	Very imp.	Quite imp.	Not very imp.	Not imp. at all
Scenic environment				
Architecture				
Historic sites				
Good shopping				
Local events				
Good range of places to eat/drink				
Base for walking/rambling				
Peace and quiet				
Art and culture				
Plenty of things for adults to see and do				
Plenty of things for children to see and do				
Availability of special offers				
Base for touring				
Market / Farmers Market				

13. What was the main form of transport you used for the longest part of your journey to Rye?

Car/van/motorcycle/motorhome -1 Go to Q14a
 Bus/coach service -2 Go to Q15
 Coach tour -3 Go to Q15
 Bicycle -4 Go to Q15
 Train -5 Go to Q15
 Walked/on foot -6 Go to Q15
 Private yacht/boat -7 Go to Q15
 Other (specify below) -8 Go to Q15

.....

14a. Have you used any of the following car parks today?

Gibbert Marsh -1
 Bedford Place/Lucknow Place -2
 Cinque Ports Street -3
 Cattle-market -4
 The Strand -5
 Parked on the street -6
 None of the above/did not park -7 Go to Q15
 Other (please specify below) -8

.....

14b. How easy did you find it to park? (READ LIST)

Very difficult-1 Quite easy -4
 Quite difficult -2 Very easy -5
 Neither particularly -3 Don't know -6
 Difficult or easy

14c. How would you rate the cost of parking in Rye?
(READ LIST)

Very expensive	-1	Reasonable	-4
Quite expensive	-2	Very reasonable	-5
About average	-3	Don't know	-6

15. What made you choose Rye as opposed to another place for your day out/holiday etc? (Circle all that apply)

Because it is easy to get to	-1
I was recommended the town	-2
My interest in visiting arose after reading about Rye in a guide	-3
I have friends and family here	-4
I visited as a child and wanted to come back	-5
I visited before and enjoyed the trip so have returned	-6
I have come here for its excellent food	-7
Shops/shopping	-8
On a coach trip	-9
Other reasons not specified on list	-10

(Please specify below)

.....

16. What leisure activities, if any, are you either planning to pursue or have already undertaken in Rye?
(CIRCLE ALL THAT APPLY)

Walking around Rye	-1
Attending an event	-2
Shopping	-3
Relaxing/enjoying view/picnicking etc	-4
Visiting markets/farmers markets	-5
Visiting the beach	-6
Going out for meals and drinks	-7
Going on an organised tour	-8
Visiting Rye Harbour/nature reserve	-9
Visiting Rye Museum	-10
Visiting Rye Churches	-11
Visiting Rye Heritage Centre	-12
Visiting villages around Rye	-13
Doing other things not on list (Please specify below)	-14

.....

17. Which, if any, of these attractions/places of interest in or around Rye have you visited/do you intend to visit DURING THIS VISIT? (SHOWCARD 6)

Alexandra Park	-1
Amusement arcades	-2
Battle Abbey	-3
Bexhill Museum	-4
Blue Reef Aquarium	-5
Bodiam Castle	-6
Carr Taylor Vineyard	-7
Clambers	-8
Crazy Golf	-9
De La Warr Pavilion	-10
Fisherman's Museum	-11
Flower Makers Museum	-12
Great Dixter	-13
Hastings Castle	-14
Hastings Country park	-15
Hastings West Hill Lift	-16
Hastings Museum	-17
Hastings Old Town Hall Museum	-18
Heritage Centre & Story of Rye	-19
Herstmonceux Castle	-20
Norman Road (St Leonards-on-sea)	-21
Rye Castle Museum	-22
Sedlescombe Vineyard	-23

Shipwreck Heritage Museum	-24
Smugglers Adventure	-25
St Leonards Gardens	-26
Swimming/Leisure Centre	-27
Towner Gallery	-28
Ypres Tower	-29

ONLY ASK Q18 IF ONE OF THE DATES IS RELEVANT TO THEIR VISIT – THEN ONLY ASK ABOUT THAT PARTICULAR EVENT (SHOWCARD 7)

18. Have you attended any of the following special events during your visit to Rye? (LIST ALL MENTIONED)

Hastings Beer & Music Festival (July 2009)	-1
Bexhill 100 Classic Car Show (Aug 2009)	-2
Hastings Carnival (Aug 2009)	-3
Hastings Old Town Carnival week (Aug 2009)	-4
Jour de Fete, De La Warr Pavilion (Aug 2009)	-5
Coastal Currents (Aug-Sept 2009)	-6
Hastings Seafood and Wine Festival (Sept 2009)	-7
Rye Arts Festival (Sept 2009)	-8
Battle of Hastings Re-enactment (Oct 2009)	-9
Shot by the Sea Hastings Film Festival (Oct 2009)	-10
None of the above	-11

19. We are interested in your opinion of various aspects of your visit to Rye. On this scale of 1 to 5, where 1 is 'very poor' and 5 is 'very good' (SHOWCARD 2), how would you rate your overall satisfaction with the following:-

1 = Very poor 2 = Poor 3 = Average
4 = Good 5 = Very good 6 = Don't know

The Market:

Tick if didn't use

- range of stalls	-1	-2	-3	-4	-5	-6
- presentation of stalls	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6

Visitor attractions & other places to visit:

Tick if didn't use

- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6

Places to Eat & Drink:

Tick if didn't use

- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6

Shops:

Tick if didn't use

- range	-1	-2	-3	-4	-5	-6
- quality of the shopping environment	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6

Ease of finding way around:

Tick if didn't use

- road signs	-1	-2	-3	-4	-5	-6
- pedestrian signs	-1	-2	-3	-4	-5	-6
- display maps & info. boards	-1	-2	-3	-4	-5	-6

Public toilets:

Tick if didn't use

- availability	-1	-2	-3	-4	-5	-6
- cleanliness	-1	-2	-3	-4	-5	-6

Cleanliness of streets

-1	-2	-3	-4	-5	-6
----	----	----	----	----	----

Upkeep of parks & open spaces

-1	-2	-3	-4	-5	-6
----	----	----	----	----	----

Rye Visitor Survey 2009

Availability of public seating: -1 -2 -3 -4 -5 -6

Overall impression of Rye in terms of:

- general atmosphere -1 -2 -3 -4 -5 -6
 - feeling of welcome -1 -2 -3 -4 -5 -6

20. Thinking about your visit to Rye, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 8)

1 = Disagree strongly 4 = Agree
 2 = Disagree 5 = Agree strongly
 3 = Neither Disagree nor Agree 6 = Don't know

I feel quite safe from crime in Rye -1 -2 -3 -4 -5 -6
 As a pedestrian in Rye I feel quite safe from traffic -1 -2 -3 -4 -5 -6

21. Have you been into the Visitor Information Centre in Rye during your visit?

Yes -1 **Go to Q21a**
 No -2 **Go to Q22a**

21a. How would you rate the Visitor Information Centre on a scale of 1 to 5 (SHOWCARD 2), in terms of:

	Very Poor	Poor	Ave	Good	Very Good	Don't Know
Ease of finding	-1	-2	-3	-4	-5	-6
Quality of service	-1	-2	-3	-4	-5	-6
Usefulness of info. received	-1	-2	-3	-4	-5	-6

22a. How would you rate the overall enjoyment of your visit to Rye? (READ LIST)

Very low -1 High -4
 Low -2 Very high -5
 Average -3 Don't know -6

22b. So far this visit, would you say Rye has (READ OUT)

Met your expectations -1
 Failed to meet your expectations -2
 Exceeded your expectations -3

23. What did you like most about Rye?

Atmosphere/Olde Worlde/quaint -1
 Buildings/architecture -2
 Market -3
 Speciality shops (books, bakers, etc) -4
 Quiet/peaceful -5
 Scenery/pretty -6
 Harbour -7
 Lots to see and do -8
 Small lanes/cobbles -9
 History -10
 Other (Please specify below) -11

24. What, if anything, spoilt your visit to Rye?

Poor weather -1
 Traffic -2
 Expensive (parking/shops/etc) -3

Tourism south east

Inadequate parking -4
 Other (Please specify below) -5

25a How likely are you to recommend Rye to someone else? (READ LIST)

Very unlikely -1 **Go to Q25b**
 Unlikely -2 **Go to Q25b**
 Possibly -3 **Go to Q26**
 Likely -4 **Go to Q26**
 Very likely -5 **Go to Q26**
 Don't know -6 **Go to Q26**

IF 'UNLIKELY' ASK:

25b Why do you say that?

ASK ALL:

26. Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total in Rye on the following: Put "0" if spent/expect to spend nothing.

a) **Eating & drinking** £.....
 (in cafes, pubs, restaurants, hotels etc.)
 Tick box if Don't know/Can't recall/Declined to say

b) **Shopping** £.....
 (including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)
 Tick box if Don't know/Can't recall/Declined to say

c) **Entertainment** £.....
 (including admissions to attractions, theatre/cinema tickets, guided tours etc.)
 Tick box if Don't know/Can't recall/Declined to say

d) **Travel & transport in Rye** £.....
 (including fuel, fares, car parking charges)
 Tick box if Don't know/Can't recall/Declined to say

e) How many people do these amounts cover?

People

27. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? (SHOWCARD 9 – WRITE IN NUMBERS)

	Age	Male	Female
A	0-15		
B	16-24		
C	25-34		
D	35-44		
E	45-54		
F	55-64		
G	65-74		
H	75+		

28. Are you part of an organised group or coach party?

Yes -1 No -2

29. Which of the following categories applies to the chief income earner in your household? (SHOWCARD 10)

- Employed full-time (30+ hrs per week) -1 **Go to Q30**
- Employed part-time (8-29 hrs per week) -2 **Go to Q30**
- Self-employed -3 **Go to Q30**
- Retired -4 **Go to Q30**
- Full-time student living at home -5 **Go to Q30**
- Full time student living away from home -6 **Go to Q31**
- Unemployed -7 **Go to Q31**

- Declined -8 **Go to Q31**

30. What is/was the principal occupation of the chief income earner in your household in terms of:

Industry/type of company

.....

Position/job title and grade/skill level where appropriate

.....

If 'manager', how many employees responsible for
(WRITE IN NUMBER)

.....

31. What is your postcode? (IF UK RESIDENT ONLY)

.....

Finally, could I have your name and home telephone number? I should emphasise that this will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.

Name of respondent: _____

Home Tel No: _____

THANK YOU FOR YOUR TIME

I declare that the respondent was unknown to me until the interview took place and that this questionnaire has been completed according to instructions:

Interviewer signature: