



Antonine Wall Visitor Research

Final Report

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Prepared by

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Executive Summary

Visitor profiles

The Antonine Wall sites and the Hunterian Museum attract a broad spectrum of visitors. Overall, a good mix of age groups visit the sites. There are differences in gender depending on the site; more females tend to visit Callendar Park and the Hunterian Museum. In Callendar Park this is likely to be due to the large proportion visiting the park with their children.

The profile of respondents was also relatively affluent in terms of socio-economic groups, with 72% overall within the ABC1 classifications. This skew towards more affluent socio-economic groups was evident across all locations.

The sites appear to attract slightly differing profiles of visitors in terms of country of residence. Visitors interviewed in Bar Hill and Callendar Park were predominantly from Scotland. Around half of visitors to Rough Castle and the Hunterian Museum were also from Scotland, with the remainder coming from the rest of the UK and overseas.

Visiting Behaviour

Two thirds of the visitors interviewed were on a day trip, with one third on holiday at the time of their visit. As expected, given the visitor profile, those visiting the Hunterian and Rough Castle were more likely to state they were on a holiday, whilst visitors to Callendar Park and Bar Hill were more likely to be day visitors. These findings suggest that the latter 2 sites attract a more local audience, whilst Rough Castle and The Hunterian Museum are more likely to attract tourists and holiday-makers.

Visitors tended to stay in a hotel (38%) or with friends and family (32%), indicating how important it is to promote the sites to local residents and hotels so they can act as ambassadors for the area.

Visitors tended to be with their partner, children or other family members at the time of interview. This evidences further the broad spectrum of visitors to the sites. Some sites were more attractive to parents and children, such as Callendar Park, whereas others, such as Bar Hill and Rough Castle, were visited more by couples.

Across the total sample, there were almost even numbers of repeat and first time visitors. However, at individual sites the proportions varied. Visitors to Rough Castle and The Hunterian Museum were most likely to be first time visitors, whilst those interviewed at Callendar Park and Bar Hill were more likely to be repeat visitors. This finding provides further evidence that Callendar Park and Bar Hill attract a more local audience.

The opportunity to see the Antonine Wall was a key motivator to visit the site for one third of respondents overall (across all sites excluding the Hunterian). The Wall was significantly more likely to be mentioned as the reason for visiting for respondents in Bar Hill and Rough Castle, than those visiting Callendar Park.

These findings indicate that Rough Castle and Bar Hill tend to attract people with an interest in the Antonine Wall, and that Rough Castle is more appealing for tourists whilst Bar Hill is more appealing to local people and people on a day trip. Visitors to Callendar Park appear to be predominantly local people on a day trip, visiting the Park for the variety of attractions it offers rather than mainly to see the Antonine Wall.

Awareness and Knowledge of The Antonine Wall

Amongst those interviewed at sites where the Antonine Wall is visible, 79% were aware the Wall passes through the site. This proportion was higher in Bar Hill (100%) and Rough Castle (97%) than Callendar Park (62%).

Across the total sample, 9% of respondents claimed to 'know a lot' about the Antonine Wall and 52% knew 'a little'. A further 26% had heard of the Wall but did not know much about it. The predominant source of awareness of the Wall was learning about it in school, college or university. Almost 1 in 10 of those with awareness of the Wall reported that they had visited the Antonine Wall website.

The majority of respondents with awareness of the Antonine Wall were able to cite some facts about it, most commonly that it was built by the Romans. Around half of respondents who had awareness of the Antonine Wall also knew that it is a World Heritage Site and that it is linked to Hadrian's Wall. A lower proportion (15%) were aware that the Wall is also linked to the German Limes.

Visitors to Bar Hill and Rough Castle tended to have better awareness and knowledge of the Antonine Wall than visitors to Callendar Park or The Hunterian Museum.

In total, 22% of respondents had been to another Antonine Wall site (other than where they were interviewed). Visitors to Bar Hill appeared to be the most keenly interested in the Wall, with 71% of this sample reporting that they had been to another site.

Appraisal of Visitor Experience

When asked to appraise their visit to the site, the majority of visitors rated the site as either 'excellent' (22%) or 'very good' (55%). A high rating of visitor satisfaction was found across all sites surveyed. Indeed, 80% of visitors reported that they would either 'definitely' or 'probably' visit the site again in the future. As expected, this proportion was higher at sites with larger numbers of repeat visits (Callendar Park and Bar Hill).

When asked whether improvements could be made to the site, the main suggestions were better signage and more information about the Wall.

1. Introduction and Objectives

1.1 Background

The Antonine Wall was built around 142 AD by the Roman Emperor Antoninus Pius and straddles the central belt of Scotland from Bo'ness in the east to Old Kilpatrick in the west. Today it is still visible at many key sites and is managed and maintained by Historic Scotland, along with the local authorities which the wall passes through.

Historic Scotland and the relevant local authorities (East Dunbartonshire, Falkirk, Glasgow, North Lanarkshire and West Dunbartonshire) are currently implementing a five year management plan for 2014-2019 for the Antonine Wall. A Steering Group has been established to oversee the plan. However, there is little reliable information on visitor profile or awareness and understanding of the Antonine Wall with which to guide the future delivery of services and projects.

To address this concern, the Steering Group considered it vital to conduct research to gain insight on visitors to Antonine Wall sites, on aspects such as profile, motivations, awareness and satisfaction. The research would also provide data to support a recent Economic Study that made recommendations regarding developments for the Wall.

Progressive was commissioned to undertake the research. The results of the study will inform the continued development of the Antonine Wall, and will feed into the Tourism and Marketing Strategy to be developed in 2016.

1.2 Research Aims and Objectives

The research objectives were:

- Explore the differences in visitor profile (demographic, local versus tourist) and experience across the sites sampled.
- Quantify general awareness of the sites' World Heritage Site status amongst visitors.
- Assess the suitability of current accessibility, including physical access, signage and connectivity between sites.
- Determine the views of visitors regarding priorities for improvement.
- Assess the extent to which the Antonine Wall website plays a role in visitors planning and enjoyment of the sites.

2. Method

2.1 Approach

A quantitative method was adopted to meet all research objectives. Face-to-face interviews were conducted across three Antonine Wall sites and The Hunterian Museum. The interviews were carried out using Computer Aided Personal Interviewing (CAPI) machines. The interviews were conducted using Progressive's team of experienced field interviewers.

The sites were chosen in consultation with the project team at Historic Scotland. Consideration was given to the level of the footfall at each site, the location and the size of the site. The sites included in this research were Rough Castle, Callendar Park, Bar Hill, Bearsden and The Hunterian Museum. All interviews took place on-site.

A questionnaire was designed by Progressive and signed off by Historic Scotland on behalf of the Steering Group. Each interview lasted approximately 8 to 10 minutes. Respondents were screened to exclude those who were local residents out walking dogs or jogging.

The fieldwork was conducted between the 31st July and 28th August 2015. The interviews were mainly conducted at the weekend to capitalise on anticipated higher footfall, however, weekdays were also covered at the busier sites.

2.2 Challenges and Considerations

The initial brief was to include up to nine different Antonine Wall sites. Progressive discussed the feasibility of this within the given budget and timeframe with Historic Scotland and reduced the sample to five sites.

There was a need to ensure a mix of different sites were included to ensure the results were not skewed heavily to the more popular sites. However, there was also a need to ensure the fieldwork was conducted as cost effectively as possible. Progressive recommended including two popular busy sites and two sites that are known to have low but reasonable level of footfall. As Historic Scotland did not have data on footfall numbers for each site the decision was made on Historic Scotland's general knowledge of each site and Progressive's interviewing experience.

The decision was made to include the 5 sites mentioned above. However, the footfall at Bearsden was extremely low during the first interviewing shift (one visitor in six hours) and therefore continuing to use full interviewing shifts at that location was not economical. The interviewing shifts were consequently re-allocated across the other four sites.

Footfall at Bar Hill and The Hunterian Museum was also low and consequently only 21 and 27 interviews respectively were achieved at these sites. Data for Bar Hill and The Hunterian should therefore be treated with caution.

2.3 Sample

In total, 227 interviews were completed. The split of interviews across the sites was heavily dependent on the footfall at each site:

- Rough Castle – 71 interviews
- Callendar park – 107 interviews
- Bar Hill – 21 interviews
- Bearsden - 1 interview
- Hunterian Museum – 27 interviews

A random sampling technique was used where every nth visitor was asked to participate to ensure a representative sample of visitors were interviewed at each site. This was adapted dependent on the footfall, i.e. if there were fewer visitors to the site then every visitor may have been interviewed.

A number of screening questions were asked at the start of the questionnaire to ensure the correct audience was interviewed. All respondents were visitors to the site on a short outing from home (excluding dog walkers and joggers), a day trip or on holiday. Respondents did not have to be visiting the site specifically to see the Antonine Wall, as a key objective the research was to capture visitors awareness of the Antonine Wall and their main purpose for their trip.

All research was undertaken in compliance with the MRS Code of Conduct and in line with ISO 20252

2.4 Data Processing and Analysis

Once all fieldwork was complete, quality checks were carried out on the data to ensure its validity and integrity (a list of checks is detailed within the Technical Appendix).

Data tables were then produced and checked by the project team. A topline summary PowerPoint presentation of the results was produced and presented to the steering group on the 14th October 2015. The full research results are detailed in this report.

The results are shown at an overall level and additional analysis has been conducted between the different sites visited. Some questions were not relevant or appropriate for visitors to the Hunterian Museum and have been excluded where necessary. The one interview conducted at Bearsden is included in the total sample of 227 (and also in the sample of 200 where Hunterian data is excluded), however, no sub-sample analysis for this site is shown.

Any statistically significant differences shown in the results between the different sites have been noted. The significant differences have been calculated at the 95% confidence level.

The sample sizes achieved at each location are detailed below along with the corresponding margins of error calculated at the 95% confidence level (market research industry standard):

Table 1: Margins of Error based on 95% confidence level

Location	No. of interviews	Margins of error
Total sample	227	Between ±1.3% and ±6.5%
Callendar Park	107	Between ±1.9% and ±9.4%
Rough Castle	71	Between ±2.3% and ±11.6%
Hunterian Museum	27	Between ±3.8% and ±18.9%
Bar Hill	21	Between ±4.3% and ±21.4%
Bearsden	1	-

3. Research Findings

3.1 Profile of Visitors to Antonine Wall Sites

Table 2: Demographic Profile of the Sample

	Total	Rough Castle	Callendar Park	Bar Hill	The Hunterian
Gender					
Male	44%	58%	36%	52%	30%
Female	56%	42%	64%	48%	70%
Age					
18 - 24 years	7%	4%	5%	24%	15%
25 - 34 years	16%	18%	17%	5%	15%
35 - 44 years	26%	25%	26%	29%	26%
45 - 54 years	24%	23%	24%	19%	30%
55 - 64 years	17%	20%	16%	19%	7%
65 years +	10%	10%	12%	5%	7%
Socio-economic group					
AB	42%	38%	44%	57%	33%
C1	30%	39%	22%	19%	41%
C2	18%	20%	20%	14%	11%
DE	8%	1%	10%	10%	15%
Refused	2%	1%	4%	0%	0%
Base	227	71	107	21	27

The profile of visitors to all of the sites surveyed showed a good spread of age groups. Visitors to Bar Hill and The Hunterian tended to be slightly younger. More females than males were interviewed at Callendar Park and The Hunterian, whilst at Rough Castle and Bar Hill the proportions of males and females were approximately equal.

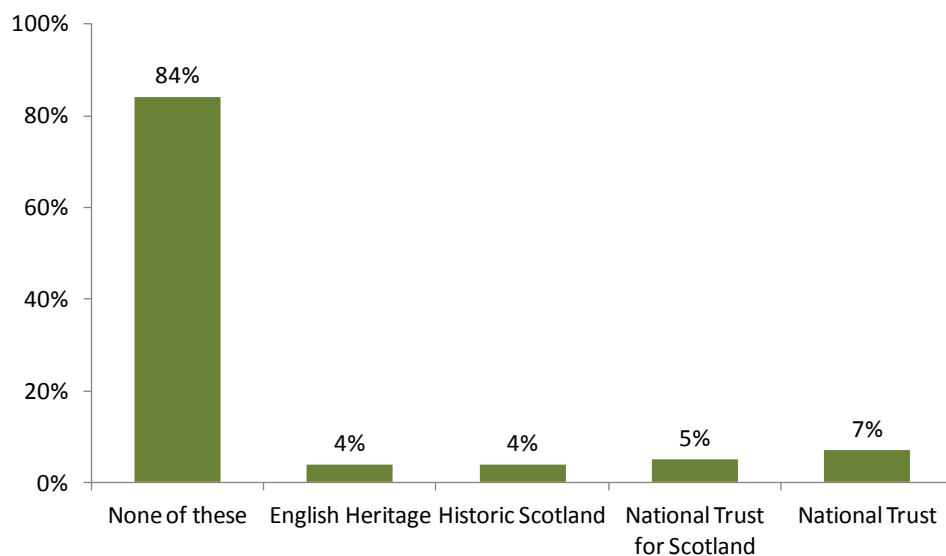
The sample was also relatively affluent in terms of socio-economic groups, with 72% overall within the ABC1 classifications. This skew towards more affluent socio-economic groups was evident across all locations.

These findings provide a broad indication of the profile of visitors to Rough Castle and Callendar Park, however, sample sizes at Bar Hill and The Hunterian are too low to determine whether the samples provide accurate representation of visitors to these sites.

Table 3: Country of Residence

	Total	Rough Castle	Callendar Park	Bar Hill	The Hunterian
Scotland	69%	49%	85%	86%	44%
England	15%	21%	11%	10%	19%
Rest of UK	1%	1%	0%	0%	4%
Europe	8%	18%	1%	5%	11%
North America	4%	6%	0%	0%	15%
Rest of world	4%	4%	3%	0%	7%
Base	227	71	107	21	27

The origin of visitors to each of the sites surveys showed some considerable variation. Visitors interviewed in Bar Hill (86%) and Callendar Park (85%) were predominantly from Scotland, whilst those visiting Rough Castle and The Hunterian were more evenly split between visitors from Scotland and those from further afield. At Rough Castle 23% of visitors were from England or the rest of the UK, and a further 28% were from overseas. Amongst visitors to The Hunterian, 22% were from England or the rest of the UK, and 33% were from overseas.

Chart 1: Are you a member of any of these membership schemes?**Base (All): 227**

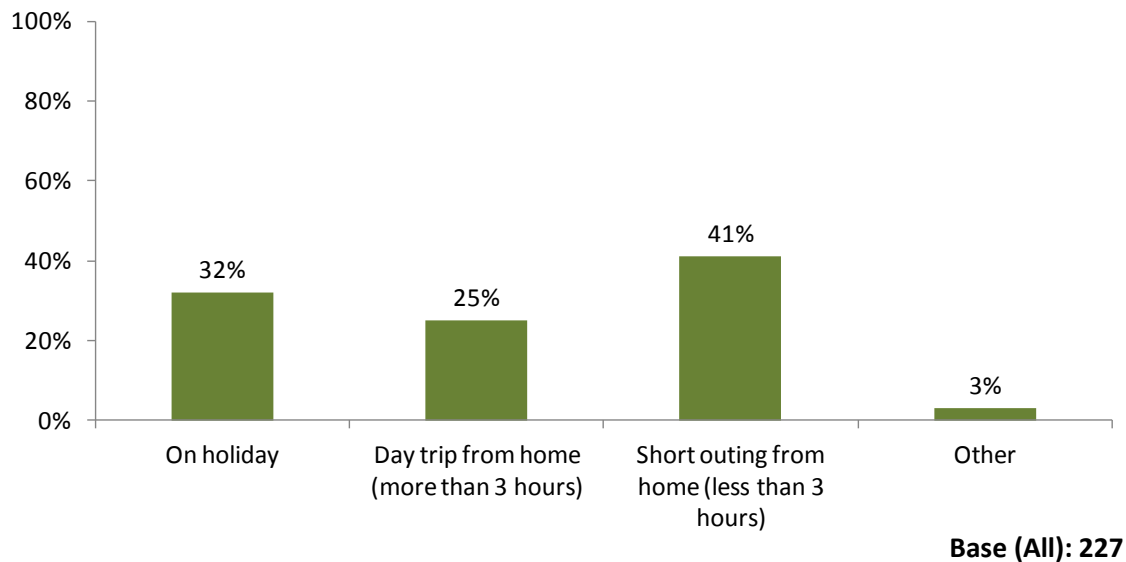
The majority of respondents (84%) were not a member of any membership schemes. A small minority (4%) were members of Historic Scotland. There were no differences shown across the different sites.

3.2 Visiting Behaviour

In order to gain an understanding of the type of trip visitors were taking when they visited the Antonine Wall sites, respondents were asked a series of questions relating to their trip, including trip type, duration of trip, type of accommodation and method of transport.

The research also explored motivators to visit the sites and the importance of the Antonine Wall to the decision. It was also essential to understand the proportion of visitors who were first time or repeat visitors to determine the pattern of visits to the sites.

Chart 2: Which of the following best describes what kind of trip you are on here today?



The largest proportion of visitors (66%) to Antonine Wall sites were on a day trip from home at the time of their visit. Almost one third reported being on holiday at the time of the visit. Visitors to The Hunterian Museum (67%) and Rough Castle (48%) were more likely to report that they were on holiday at the time of their visit, compared to those visiting Callendar Park (14%) or Bar Hill (19%).

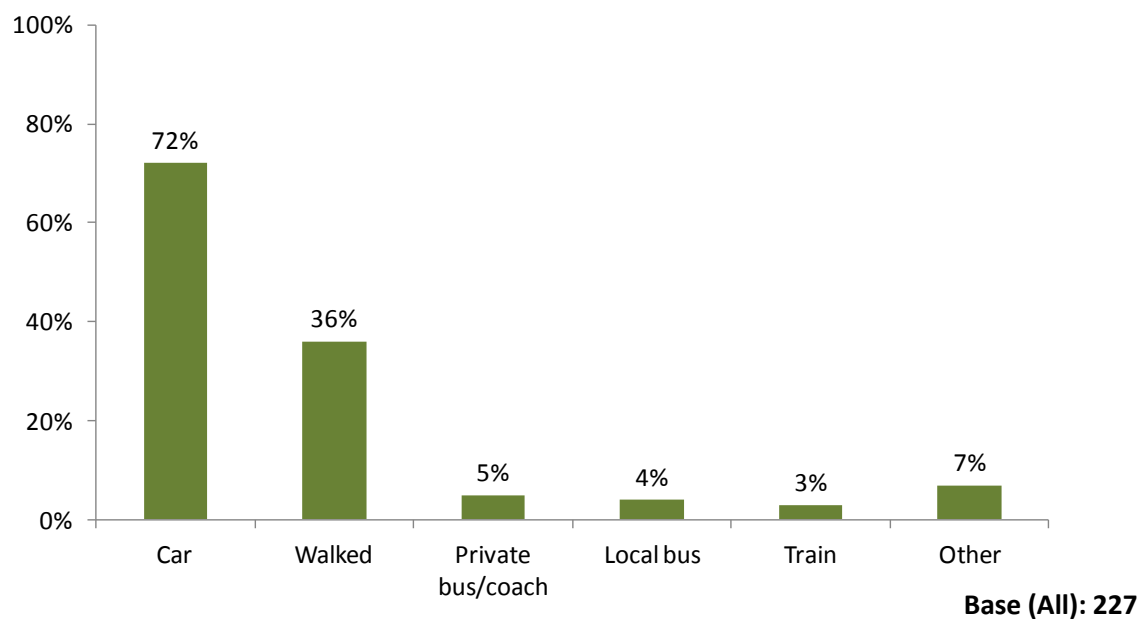
These findings, along with data pertaining to country of residence, indicate that Callendar Park and Bar Hill visitors are more likely to be people living nearby, whilst those visiting Rough Castle and The Hunterian Museum are more likely to be tourists and holiday-makers.

Those respondents who reported being on holiday at the time of their visit were asked how many nights they would be spending away from home. On average, those on holiday were on a trip lasting 11 nights. These respondents were split between those who were staying at a single destination (45%) and those who were on a touring holiday (55%).

Respondents who were on holiday at the time of their visit were asked where they were staying. Amongst visitors to Rough Castle and Callendar Park 22% (11 respondents) mentioning Falkirk and 22% (11 respondents) were staying in Edinburgh as part of their trip. Most respondents (80%) who were on holiday when they visited the Hunterian Museum reported that they were staying in Glasgow.

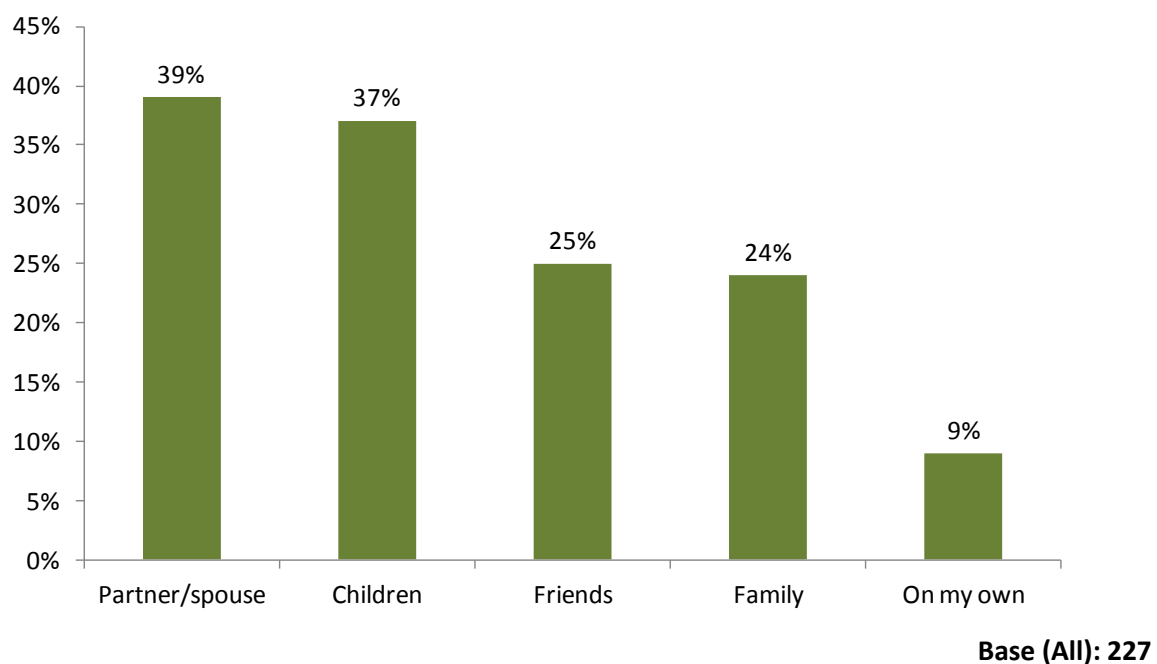
The majority of visitors who were on holiday reported that they were either staying in a hotel (36%) or staying with friends or family (32%). Other respondents mentioned staying bed and breakfast accommodation (18%) and self-catering (7%).

Chart 3: How did you travel to this site today?



The most frequently mentioned method transport to the sites was by car (72%). This was the most commonly used form of transport across all sites, with the exception of the Hunterian Museum. Visitors to the Hunterian used a range of transport options including walking (26%), private bus (19%), car (15%), local bus (15%) and underground (15%). A large proportion of visitors to Rough Castle (83%) also mentioned walking at least part of their journey.

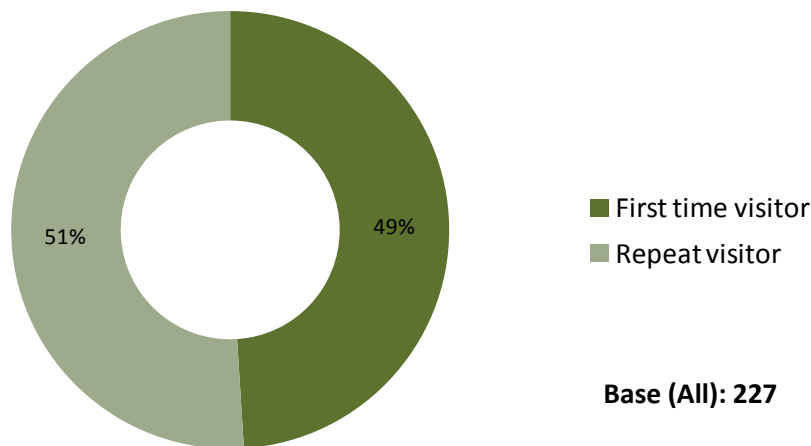
Chart 4: Who are you visiting this site with today?



A variety of mixed groups of visitors was evident from the interviews conducted across all of the sites. Visitors to sites where the Antonine Wall was visible tended to be visiting with their partner/spouse (44%) and/or family members (22%). A particularly high proportion of visitors to Callendar Park (64%) had children in their party. This is likely to be as a result of the number of

other attractions at the Park which could attract families, such as a children's play area and inflatable slides. Visitors to the Hunterian Museum tended to visit with family members (44%), friends (22%), and/or children (19%).

Chart 5: Have you been to this site before?

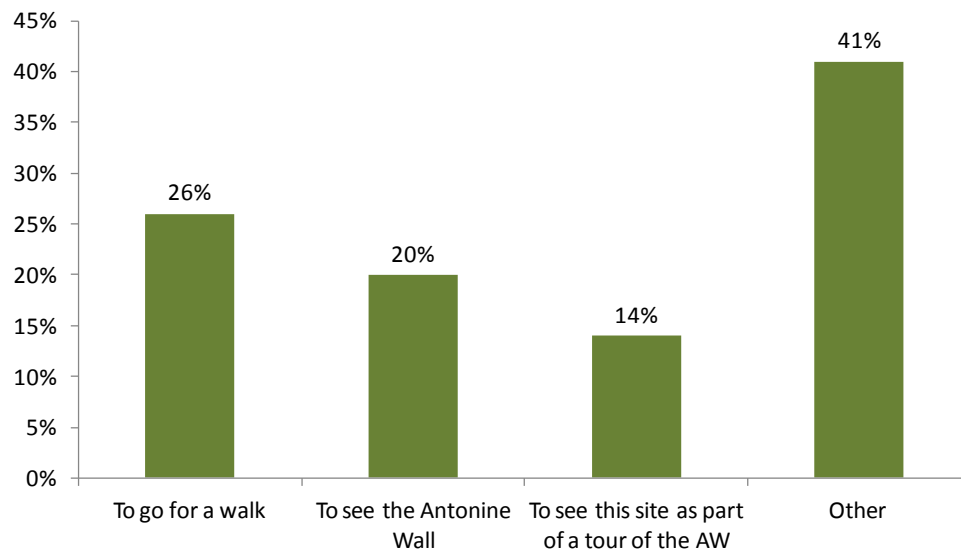


The total sample was almost evenly split between visitors who had been to the site before (51%) and those who were first time visitors to that site (49%). However, this finding did vary by individual site, with first time visitors more prevalent at Rough Castle (80%) and The Hunterian Museum (78%), and repeat visitors more prevalent at Callendar Park (80%). Visitors to Bar Hill were almost evenly split between first time (52%) and repeat visitors (48%).

Visitors who had been to the site previously were asked how long it had been since they last visited the site. For most their previous visit had been within the last 12 months (72%).

When asked how long they had spent or intended to spend at the site, the overall average time stated by respondents was just less than 2 hours. Visitors tended to spend more time at Callendar Park (average = 2 hours 20 minutes) and Bar Hill (average = 2 hours 10 minutes) than at Rough Castle (average = 1 hour 20 minutes) and The Hunterian (1 hour 10 minutes).

Chart 6: What is the main purpose of your trip here today?



Base (All, except The Hunterian): 200

In order to explore the proportion of visitors to each site who had specifically come to see the Antonine Wall, respondents were asked what was the main purpose of their visit. The data shown above, excludes visitors to the Hunterian Museum, as this site is not part of the Antonine Wall.

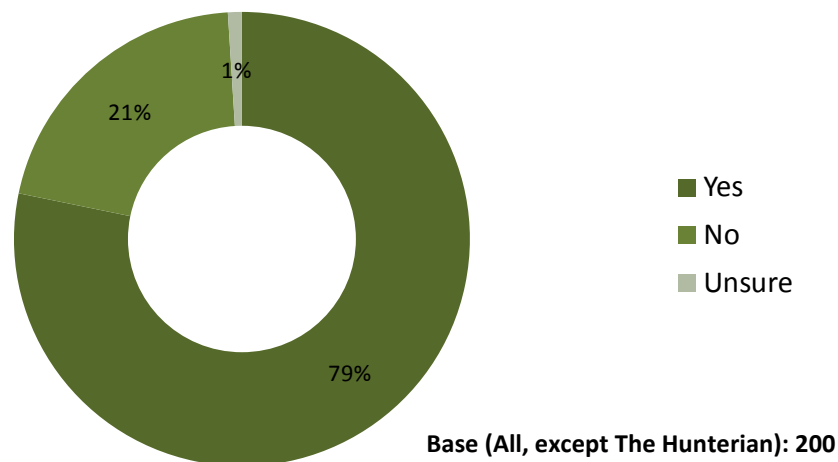
Approximately one third of visitors to the sites where the Antonine Wall is visible reported that they were visiting the site with the specific purpose of seeing the Wall. Indeed, 14% reported that they were conducting a tour of the Wall at the time of their visit.

These findings did, however, vary significantly by location. The majority of visitors to Rough Castle (69%) and Bar Hill (76%) stated that their main purpose of visit was to see the Antonine Wall, however, in Callendar Park the majority stated to go for a walk (25%) or another reason (74%). Many visitors to the Park were there to take advantage of its more varied attractions and, therefore, stated reasons such as 'family day out', 'to entertain the children', 'to see Callendar House' and 'to meet friends'.

3.3 Awareness and Knowledge of the Antonine Wall

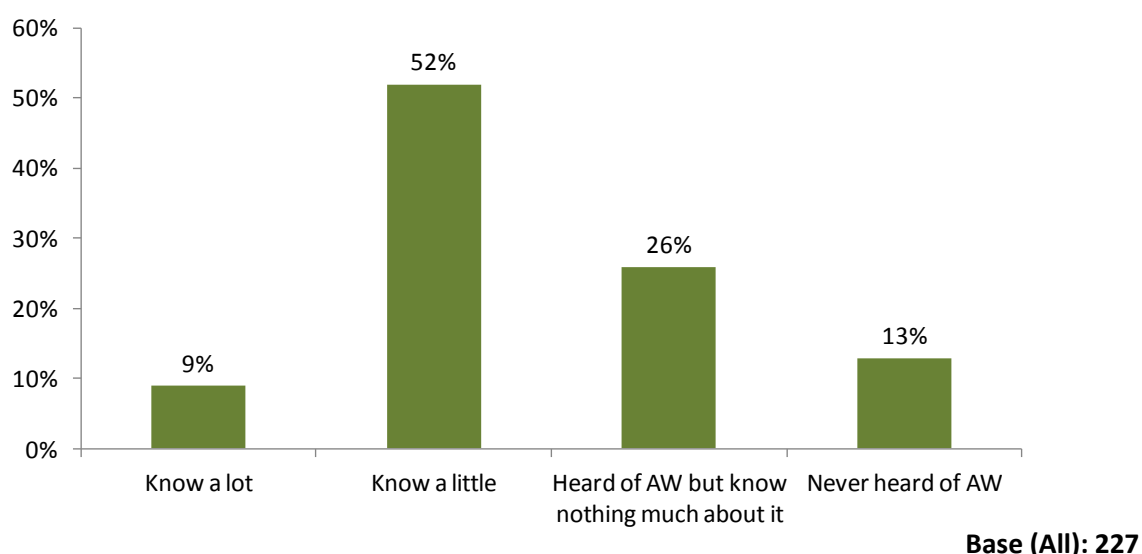
As well as understanding the significance of the Antonine Wall in driving visits to the sites surveyed, it was also important to explore the level of engagement visitors felt with the Wall. This objective was investigated by determining awareness of facts about the Antonine Wall, sources of awareness, awareness of other Antonine wall sites and visits to these others sites and/or exhibitions about the Wall.

Chart 7: Are you aware that this site is part of the Antonine Wall?



Over three quarters of respondents who were interviewed at a site where the Antonine Wall is visible were aware that the Wall passed through the site. This proportion was high across all locations, however, visitors to Bar Hill (100%) and Rough Castle (97%) were more likely to be aware than those interviewed at Callendar Park (62%).

Chart 8: How much would you say you know about the Antonine Wall?

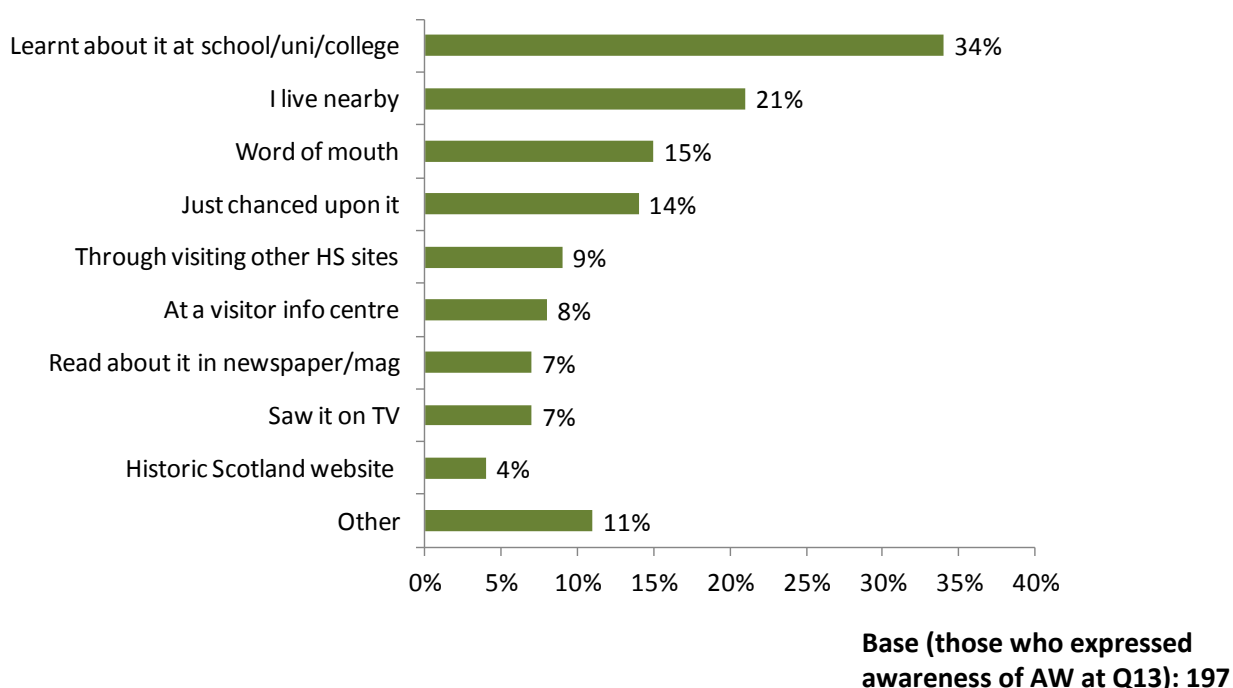


Across the total sample, 87% expressed some knowledge of the Antonine Wall, with 9% claiming to 'know a lot' and 52% saying that they 'know a little' about it. Just over a quarter of respondents

stated that they had heard of the Antonine Wall but did not know much about it. The respondents in Bar Hill were the most knowledgeable (all know something). Across all of the sites where the Wall is visible, 67% respondents that they either knew a lot or knew a little about the Antonine Wall.

A significant proportion of visitors to the Hunterian Museum claimed that they had not heard of the Antonine Wall (59%) compared to those visiting the other sites (7% across all other sites). These findings could have resulted from a number of factors, for example, people visiting the museum being unaware that it includes a major Antonine Wall exhibit; respondents having not yet explored that section of the museum at the time of interview; or respondents being unaware that the Romans section of the museum was specifically about the Antonine Wall. It should be noted that all interviews within The Hunterian Museum were conducted in the foyer area directly in front of the 'Rome's Final Frontier' exhibition.

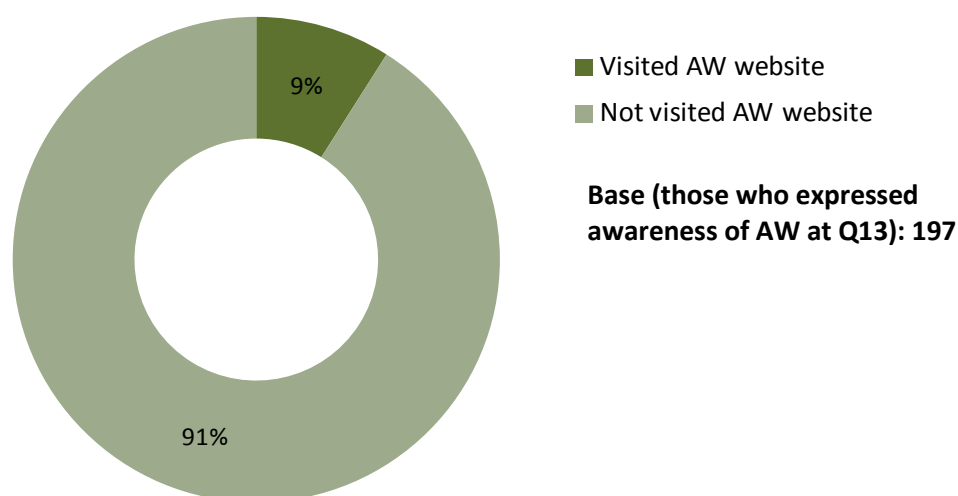
Chart 9: How did you become aware of the Antonine Wall?



Respondents who expressed some level of knowledge of the Antonine Wall (87% of the total sample) were asked how they became aware of the Wall. Amongst these respondents, around one third relate their awareness to educational institutions such as school, college or university (34%) or via relatively passive methods, such as living nearby (21%), word of mouth (15%) and just chancing upon it (14%). Just less than 10% of respondents mentioned learning about the Wall via other Historic Scotland sites or via a visitor information centre.

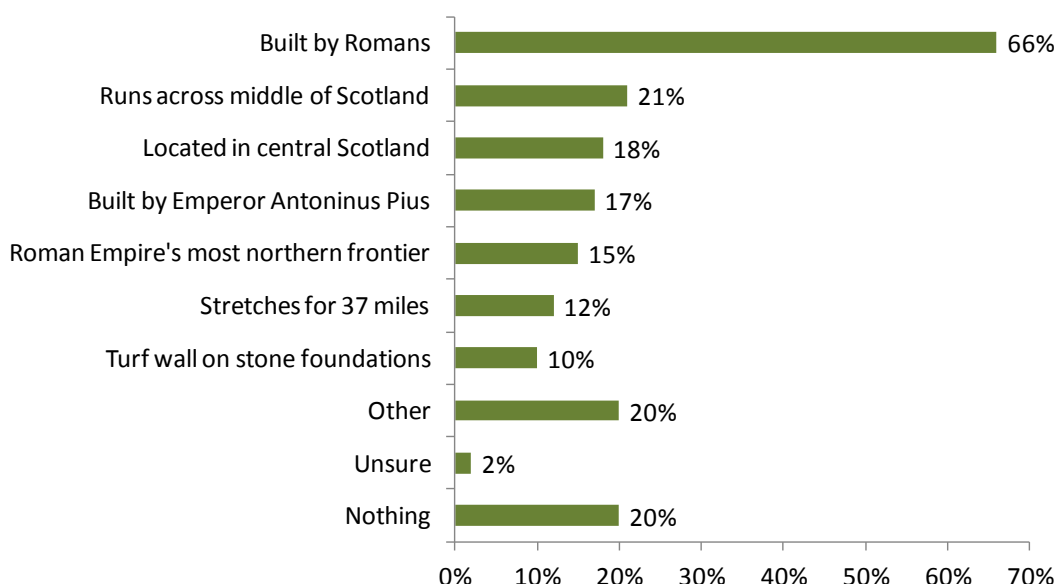
Those aware at Callendar Park (44%) and The Hunterian (73%) were most likely to have learnt about the Antonine Wall at school, college or university; whilst visitors at Rough Castle were more likely to chance upon the site (36%). Other findings suggest that a high proportion of Rough Castle visitors (83%) also visited the Falkirk Wheel on their trip, perhaps suggesting that the Falkirk Wheel was the main reason for their trip and the Antonine Wall was discovered whilst there. Other sources of awareness mentioned by visitors to Rough Castle were through a visitor information centre (20%) or seen it on TV (14%). Other Historic Scotland sites played more of a role with visitors to Bar Hill (24%) compared to other sites. These visitors were also more likely to state that they know about it because they live nearby (29%).

Chart 10: Have you visited the Antonine Wall website?



A very small number of respondents (with awareness of the Antonine Wall) reported that they had visited the Antonine Wall website (9%, 18 respondents). The main sections of the website visited were the 'About the wall' and 'Visiting the wall'. When asked about particular pages of the website that the respondents have used the most popular pages were 'Things to see and do', the interactive map and the walking and cycling guides.

Chart 11: What can you tell me about the Antonine Wall? Spontaneous

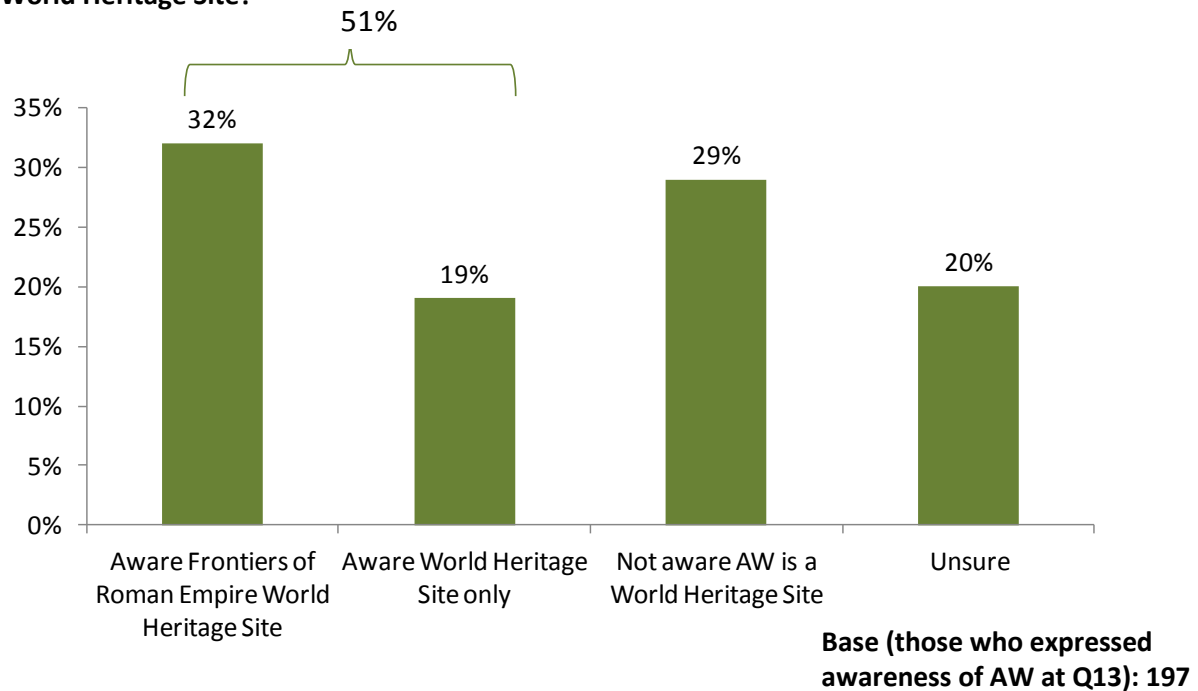


Base (those who expressed awareness of AW at Q13): 197

Respondents who stated some awareness of the Antonine Wall were also asked to state, without prompting, what they knew about the Wall. In total, 78% of these visitors were able to spontaneously cite a few key facts – most commonly that it was built by the Romans (66%). Visitors to Rough Castle and Bar Hill tended to be the most knowledgeable. They were more likely to give

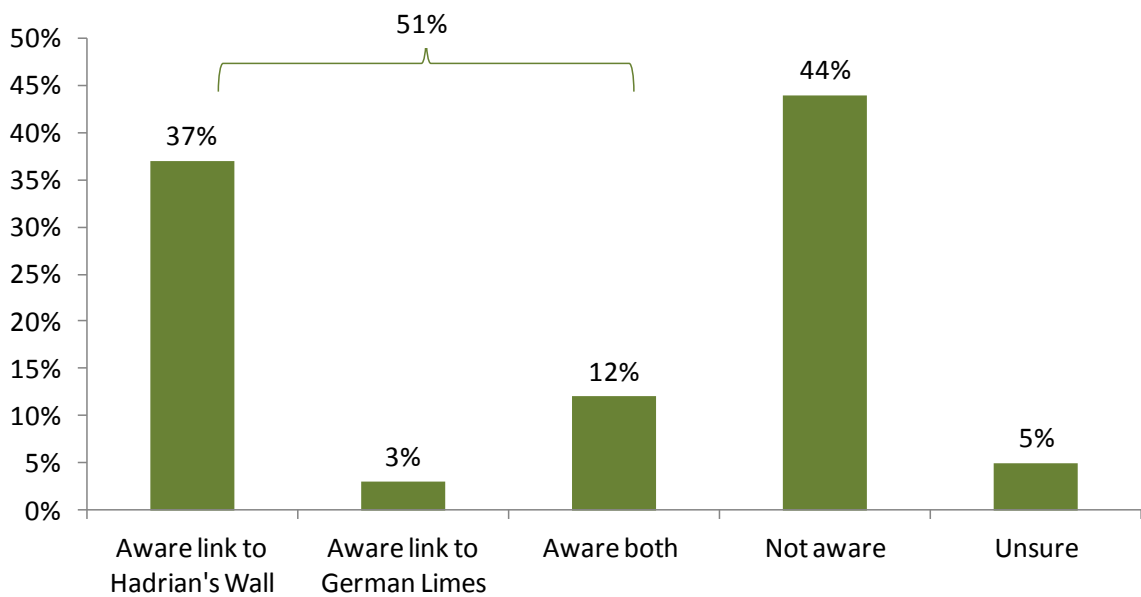
specific facts, such as it was Roman Empire's most Northern Frontier for 20 years (RC 27%; BH 29%) and it stretches for 37 miles (RC 21%; BH 29%). Respondents from the Hunterian Museum were more likely to give generic responses, such as it's in Central Scotland (64%) or runs across the middle of Scotland (45%).

Chart 12: Are you aware that the Antonine Wall is part of the Frontiers of the Roman Empire World Heritage Site?



Around half (51%) of visitors who had some awareness of the Antonine Wall knew it was a World Heritage Site, with one third (32%) aware that it is part of the Frontiers of the Roman Empire. Awareness of World Heritage Site status tended to be higher amongst visitors to Rough Castle (58% aware) and Bar Hill (67% aware). Those at the Hunterian Museum were more likely to state they were not aware (27%) or were unsure (36%).

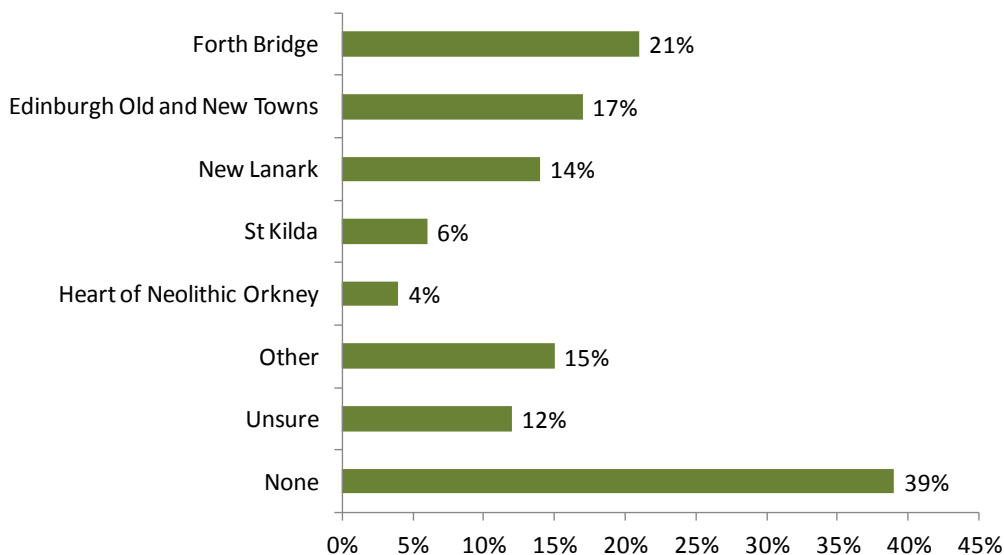
Chart 13: Are you aware that the Antonine Wall is linked to Hadrian's Wall and the German Limes as part of the Frontiers of the Roman Empire?



Base (those who expressed awareness of AW at Q13): 197

Approximately half of the respondents (51%) who had some knowledge of the Antonine Wall stated that they knew of links to Hadrian's Wall and/or the German Limes. As we might expect, awareness of links to Hadrian's Wall was higher (49%), than awareness of links to the German Limes (15%). Interestingly visitors to Rough Castle (56%) and Callendar Park (50%) had higher levels of awareness of these links than those visiting Bar Hill (33%).

Chart 14: Are you aware of any other World Heritage Sites in Scotland

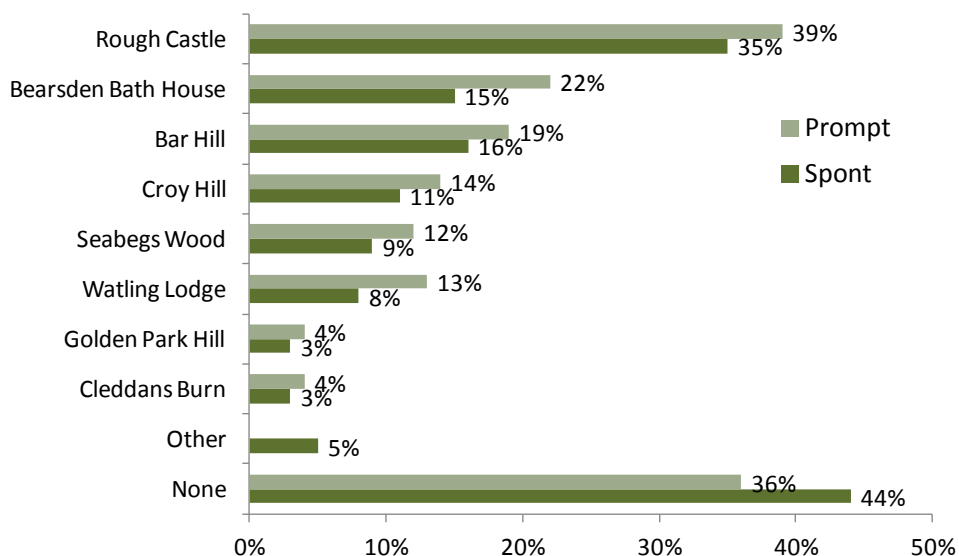


Base (All): 227

Overall 39% of respondents were aware of at least one other world heritage site in Scotland. The Forth Bridge (21%) and Edinburgh Old and New Towns (17%) were the most recalled. There was also some minority awareness of New Lanark (14%) and St Kilda (6%), however, this was driven by visitors to Bar Hill. A number of respondents mentioned other locations or monuments incorrectly as

having World Heritage status. These included Stirling Castle, Edinburgh Castle and the Wallace Monument.

Chart 15: Which sites along the Antonine Wall are you aware of? - Spontaneous and Prompted



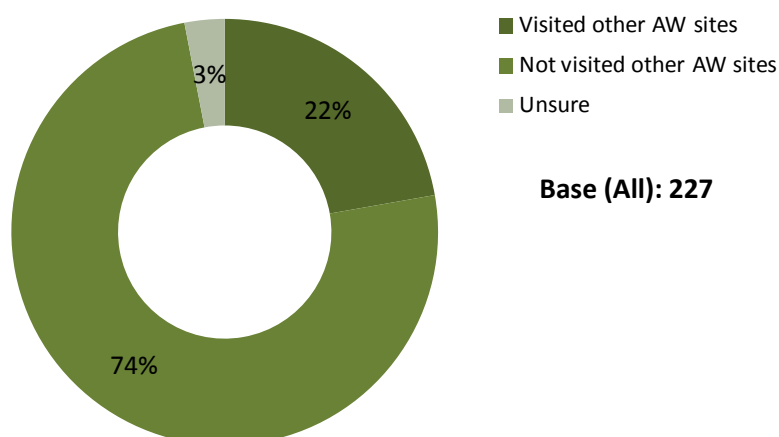
Base (All): 227

Over half (56%) of all respondents were spontaneously aware of at least one Antonine Wall site. The sites most frequently mentioned at the spontaneous level were Rough Castle (35%), Bearsden (15%) and Bar Hill (16%).

As we would expect, respondents interviewed at Rough Castle and Bar Hill were significantly more likely to mention one of the sites on the list than those interviewed in Callendar Park or the Hunterian Museum. Indeed, almost all visitors to Rough Castle and Bar Hill were aware of at least one site, however, this was most commonly the site where they were interviewed. Awareness of other sites was more limited, although 57% of visitors to Bar Hill were aware of the Bearsden Bath House. Awareness at Callendar Park and The Hunterian Museum was much lower; 70% of Callendar Park visitors and 89% of Hunterian visitors could not spontaneously name any sites along the Antonine Wall.

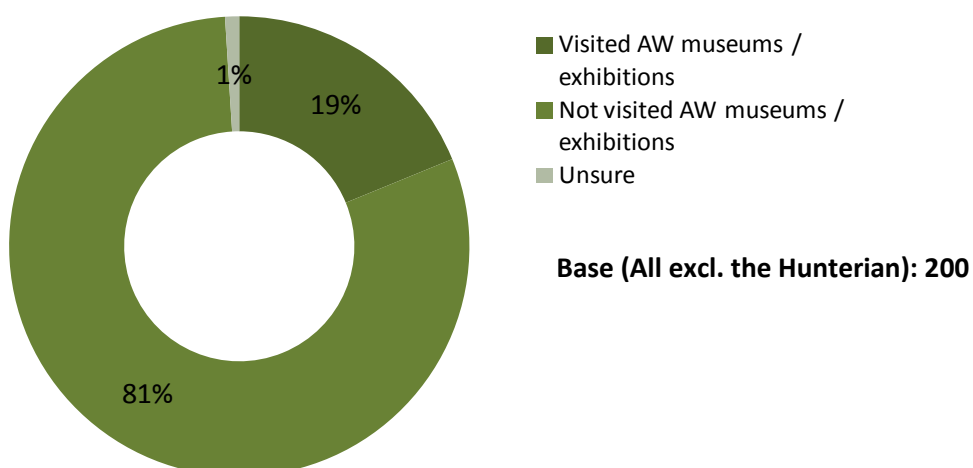
When prompted with a list, 56% of respondents were able to state awareness of at least one site on the Wall, with again Rough Castle (39%), Bearsden (22%) and Bar Hill (19%) being the top answers. Those that were not aware of any other sites tended to be visitors at Callendar Park (52%) and The Hunterian Museum (85%).

Chart 16: Have you ever visited any other Antonine Wall sites?



After a full explanation of where the Antonine Wall starts and finishes, less than a quarter of respondents (22%) stated that they had visited another Antonine Wall site (other than where they were interviewed). Visitors to Bar Hill were more likely to have visited other sites (71%) than visitors interviewed at other sites. Respondents who had visited other sites were asked which; these included Croy Hill (33%), Bearden Bath House (31%), Watling Lodge (18%), Seabegs Wood (16%), Bar Hill (14%) and Rough Castle (6%).

Chart 17: Have you visited any museums or exhibitions about the Antonine Wall?



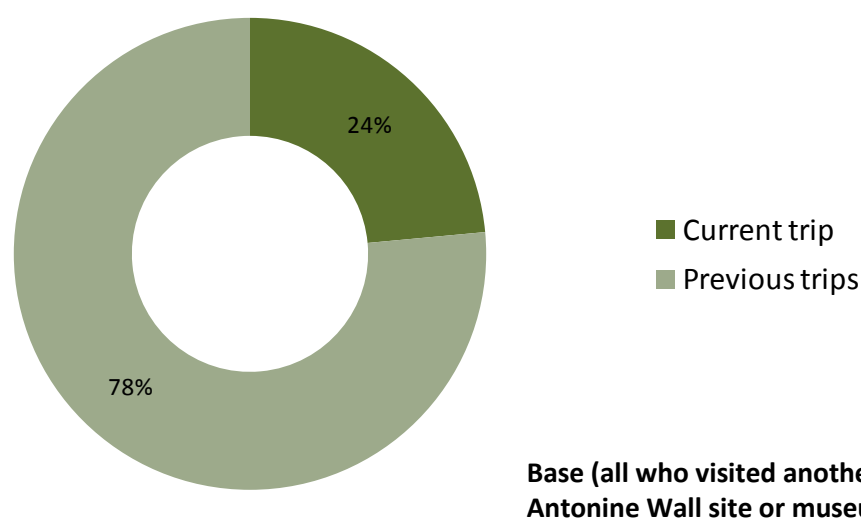
One fifth (19%) of respondents (excluding The Hunterian visitors) had visited a museum or exhibition about the Antonine Wall. This proportion was highest amongst visitors to Bar Hill (38%) and lower amongst visitors to Callendar Park (22%) and Rough Castle (7%). The museums or exhibitions that they visited included Callendar House (17 respondents), Hunterian Museum (15 respondents) and the National Museum of Scotland (4 respondents).

Table 4: How would you rate [site or museum] as a place to visit? (absolute numbers)

	Bearsden	Croy Hill	Hunterian	Callendar House
Excellent	0	4	3	5
Very good	9	7	11	6
Quite good	5	4	0	4
Quite poor	0	1	0	1
Very poor	0	0	0	0
Unsure	2	1	1	1
Base	16	17	15	17

The respondents were asked to rate the sites and museums they had visited on a scale of ‘excellent’ to ‘very poor’. The data for some of the more frequently mentioned site/museums is detailed above, although the findings should be treated as indicative due to the small bases sizes. Almost all visitors rated these sites and museums positively, with particularly high satisfaction at The Hunterian Museum.

Chart 18: Have these visits to other Antonine Wall sites or museums been part of this current trip or have you visited them on a previous trip?

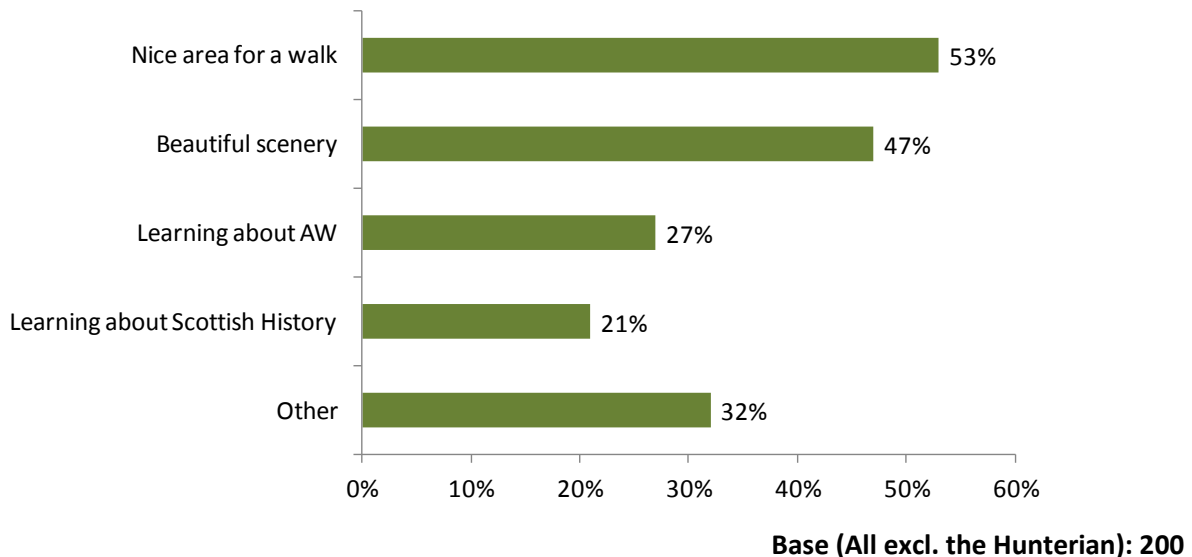


Over three quarters of respondents, who have visited another Antonine Wall site or museum, did so as part of a previous trip. Those visiting Rough Castle were more likely to have visited as part of their current trip (50%) than those visiting the other sites. However, it is important to note that the sample size is very small and should be viewed indicatively.

3.4 Appraisal of the Visitor Experience

The final part of the interview asked respondents to provide an evaluation of the site visited and their overall visitor experience.

Chart 19: What have you enjoyed about your visit here today?



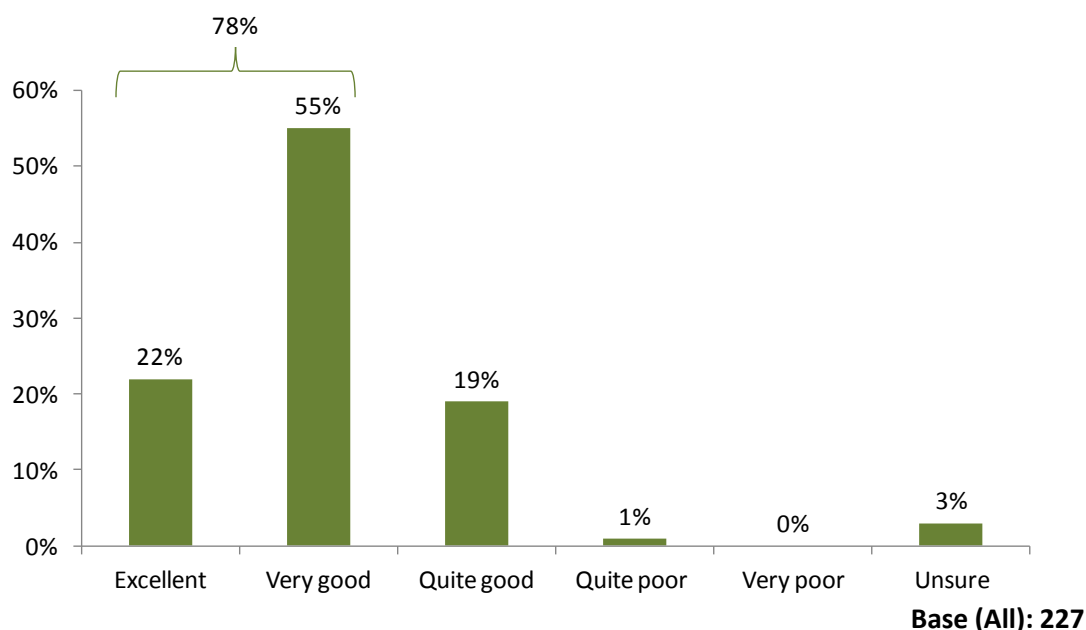
When asked about what they enjoyed on their visit, two thirds¹ of respondents mentioned the area being nice for a walk and/or the beautiful scenery. Over a quarter (27%) of respondents did state that they enjoyed learning about the Antonine Wall and a fifth (21%) enjoyed learning about Scottish history. In total, 38%² of respondents mentioned learning about the Antonine Wall or Scottish History as something they enjoyed about their visit. Respondents mentioning learning about the Antonine Wall and Scottish history tended to be visitors to Rough Castle or Bar Hill. Visitors to Callendar Park enjoyed the scenery but also mentioned many other aspects that they enjoyed, such as a family day out with the kids, the park itself, Callendar House and the exhibition.

Visitors to the Hunterian Museum mentioned a range of different aspects of the museum that they enjoyed, with some mentioning learning about Scottish history (5 respondents), learning about the Antonine Wall (3 respondents) and seeing the fossils (3 respondents).

¹ This question was a multi-code which means that respondents could select more than one response. In total, 67% coded 'nice area for a walk' and/or 'beautiful scenery'.

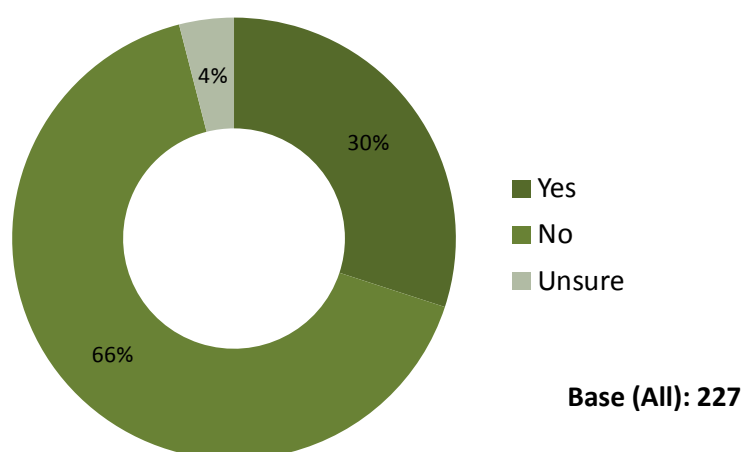
² In total, 38% mentioned learning about the Antonine Wall or Scottish History

Chart 20: Thinking about this site, how would you rate it overall as a place to visit?



When asked to provide an overall rating of the site visited, the majority of the sample stated a very positive opinion. In total, 78% of respondents rated the site they were visiting as 'excellent' or 'very good'. The rating of Callendar Park was the highest, with 86% rating it 'excellent' or 'very good'. Around three quarters of visitors to Bar Hill (76%) and Rough Castle (72%) also gave a similar positive rating. The proportion providing an 'excellent'/'very good' rating at The Hunterian Museum was slightly lower (63%), but nevertheless still the majority were satisfied with it as a place to visit.

Chart 21: Is there anything you would like to see improved at this site to make your visit more enjoyable?



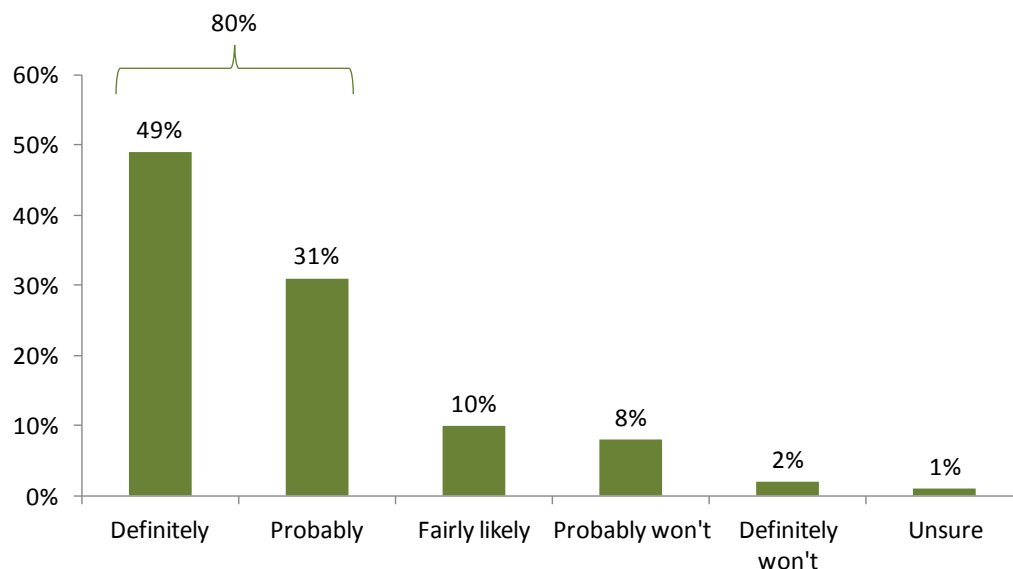
Overall, 30% (68 respondents) stated that they would like to see some form of improvement made to the site they were visiting. Over half of these respondents (40 respondents) were visitors to Callendar Park. These visitors tended to state improvements that were related more to the park area than the wall or exhibition itself. Visitors to Rough Castle (19 respondents) suggested better signage. They were also looking for more information about the Wall. Those who suggested improvements at Bar Hill (5 respondents) also stated better signs, better car parking and more maps.

Table 5: Which other visitor attractions or sites nearby, if any, have you or do you intend to visit as part of this trip/visit?

	Rough Castle	Callendar Park	Bar Hill	Hunterian
Falkirk wheel	83%	11%	14%	7%
Kelpies	23%	13%	5%	4%
Helix Park	3%	7%	-	-
Stirling Castle	10%	-	14%	-
Linlithgow Palace	6%	1%	10%	-
Kelvingrove Museum	-	-	-	48%
Other	3%	8%	29%	41%
None	15%	76%	62%	22%
Base	71	107	21	27

Visitors to Rough Castle (85%) and The Hunterian Museum (78%) were more likely to report visiting or intending to visit another attraction or site nearby during the trip or day out that they were on than those visiting Callendar Park (24%) or Bar Hill (38%). The most popular attractions were the Falkirk wheel (83% of visitors to Rough Castle and 11% of visitors to Callendar Park) and the Kelpies (23% of visitors to Rough Castle and 13% of visitors to Callendar Park). Just less than half of the visitors to The Hunterian Museum reported that they also intended to visit Kelvingrove Museum and Art Gallery.

Chart 22: How likely would you be to make another visit to this site on the Antonine Wall in the next few years?

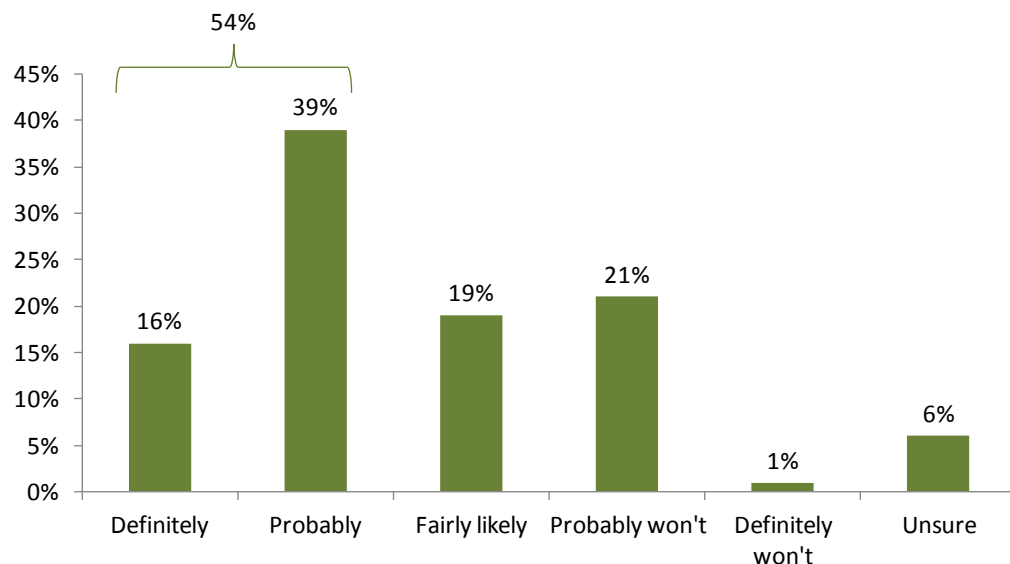


Base (All excl. the Hunterian): 200

When asked if they would make a return visit to the site where they were interviewed over the next few years, four fifths (80%) of respondents stated they were 'definitely' or 'probably' likely to return. This again did differ by the site they were visiting, with Callendar Park visitors being the most likely

to return to the park (92% definitely/probably - 69% stated definitely); however these visitors tended to already be repeat visitors to the site. The majority of visitors to Bar Hill (86%) were also likely to return, which suggests they had a positive experience, particularly since 52% of Bar Hill visitors were first time visitors. In total, 61% of visitors to Rough Castle stated they would be likely to return, with 27% 'definitely' likely and 34% 'probably' likely to return.

Chart 23: How likely would you be to make a visit to another site on the Antonine Wall in the next few years?



Base (All excl. the Hunterian): 200

Positively, just over half of respondents interviewed at Antonine Wall sites stated they would be likely to visit another Antonine Wall Site in the next few years. This finding was primarily driven by Bar Hill visitors (95% definitely/probably). Visitors to Rough Castle and Callendar Park had more mixed views on whether they would visit another site. In total, 53% of visitors to Rough Castle stated that they would 'definitely' or 'probably' visit another site, whilst 47% of visitors to Callendar Park made a similar prediction.

4. Summary and Conclusions

The research has revealed that each of the sites sampled along the Antonine Wall have fairly varied visitor profiles. Footfall at Bar Hill was very low, however, visitors to this site tended to be visiting specifically to see the Wall. These visitors also had the best knowledge of the Antonine Wall and were the most likely to have visited other Antonine Wall sites. Rough Castle was a far busier location, and respondents interviewed here also tended to be visiting the site to see the Antonine Wall. Many of these visitors also reported that their main purpose of visit was to see the Wall, although many appeared to combine the trip with a visit to the Falkirk Wheel. Like visitors to Bar Hill, many visitors to Rough Castle also demonstrated strong awareness and knowledge of the Wall.

Callendar Park was found to be the busiest of all the locations, however, as the Park offers a varied number of attractions, the majority of visitors interviewed were not there specifically to see the Wall. Indeed, many visitors were there with children and cited children's activities, or going for a walk as their main reason for visiting. Nevertheless, many respondents at this site were aware the Wall passed through Callendar Park and knew some key facts about it (e.g. built by the Romans). Many of these respondents were also repeat visitors, perhaps suggesting that they are predominantly local people.

Awareness and knowledge of the Antonine Wall was lowest amongst visitors to the Hunterian Museum. Generally these respondents had come to the Museum just to see it generally and not specifically for the Antonine Wall exhibition. A large proportion of visitors to the Hunterian were also from outside of Scotland, which is also likely to have meant that their awareness of the Wall was more limited.

Despite the variances across the sites, the majority of visitors to the sites where the Wall can be seen (i.e. excluding the Hunterian Museum) had some awareness and knowledge of the Antonine Wall. Four out of five knew the Wall passed through the site and two thirds of these respondents knew 'a lot' or 'a little' about the Wall. Awareness tended to come from education at school and college / university or from living nearby. Encouragingly, almost one in 10 of those with awareness of the Wall had visited the Antonine Wall website.

Awareness of the Antonine Wall tended to be limited to certain key facts, such as the Wall having been built by the Romans, it is a World Heritage Site and is linked to Hadrian's Wall. There was less detailed knowledge of the different sites along the Wall.

The majority of visitors provided a positive appraisal of the site where they were interviewed, although the most enjoyed aspects tended to be that it was a nice area for a walk and had beautiful scenery. In total, 38% mentioned something specific to the Antonine Wall (i.e. learning about the Wall or Scottish history), which indicates there may be scope to improve this aspect at the sites. Indeed, when asked to suggest possible improvements to the sites the most frequent response was to improve signage and information.

Appendices

Appendix 1: Questionnaire



**9710 Historic Scotland
Antonine Wall Visitor Survey 2015
Final Revised CAPI questionnaire 31.07.15**

INTERVIEWER TO AUTOCODE – LOCATION OF INTERVIEW

Falkirk

- Rough Castle
- Callendar Park

East Dumbarton

- Bar Hill
- Bearsden

Glasgow

- The Hunterian

Introduction: Good morning/afternoon I am..... from Progressive Partnership an independent research company, who are carrying out a survey of visitors to this site. Would you mind answering some questions about your visit today? It will only take about 10 minutes. All your responses are confidential and will not be used for any other purpose than this research.

ASK ALL

Q1. First of all, can I ask which of the following best describes what kind of trip you are on here today? Show screen

Interviewer note: please probe for those on a short day trip to check whether they are a local resident who uses the site for regular dog walking or regular walking/jogging themselves. If so, please code 4 and go to Q1a.

SINGLE CODE	CODE	ROUTE
On holiday staying away from home	1	Q2
On a short outing from home (less than 3 hours)	2	Q5
On a day trip from home (3 hours +)	3	Q5
Local resident - just out walking/jogging or walking dog	4	Q1a
Other (specify)	5	Q2

Q1a. How often do you tend to use this site for walking / jogging / walking your dog?

SINGLE CODE	CODE	ROUTE
Most days	1	ENSURE THIS IS RECORDED
Several times a week	2	
About once a week	3	
2 or 3 times a month	4	
About once a month	5	Thank and close
Less than once a month	6	

ASK THOSE CODED 1 OR 5 AT Q1

Q2. In total, how many nights will you spend away from home on this holiday?

PLEASE TYPE IN: _____

If 0 please go to Q5.

ASK THOSE WHO GAVE >0 AT Q2

Q3a. And, on this holiday, are you mainly staying in a single destination, or are you touring around, staying in a number of destinations?

SINGLE CODE	CODE
Single destination	1
Touring	2
Other (specify)	3

ROUGH CASTLE OR CALLENDAR PARK: ASK THOSE GAVE > 0 AT Q2

Q3b. Where are you staying on this holiday?

MULTICODE	CODE
Bonnybridge	1
Falkirk	2
Camelon	3
Grangemouth	4
Polmont	5
Linlithgow	6
Stirling	7
Other specify	8

BAR HILL: ASK THOSE GAVE > 0 AT Q2

Q3c. Where are you staying on this holiday?

MULTICODE	CODE
Twechar	1
Croy	2
Auchinstarry	3
Kilsyth	4
Castlecary	5
Cumbernauld	6
Kirkintilloch	7
Other specify	8

BEARSDEN OR HUNTERIAN: ASK THOSE GAVE > 0 AT Q2

Q3d. Where are you staying on this holiday?

MULTICODE	CODE
Glasgow	1
Clydebank	2
Bearsden	3
Milngavie	4
Other specify	8

ASK THOSE WHO GAVE >0 AT Q2

Q4. Which type(s) of accommodation are you staying in on this holiday?

MULTICODE POSSIBLE	CODE
Staying with friends and relatives	1
Guesthouse/Bed and breakfast	2
Self-catering	3
Hotel– (5 star/luxury)	4
Hotel – (4 star)	5
Hotel – (3 star)	6
Hotel – (1-2 star)	7
Caravanning	8
Camping	9
Hostel	10
Second home	11
Other (specify)	12

ASK ALL**Q5 Who are you visiting this site with today?**

Multi CODE	CODE
On my own	1
With partner/spouse	2
With family members	3
With children	4
With friends	5
Other (specify)	6

Q6 How did you travel to this site here today?

Multi CODE	CODE
Car	1
Local bus service	2
Private bus / coach tour	3
Train	4
Walked	5
Cycled	6
Camper van	7
Other (specify)	8

Q7 Have you been to this site before?

SINGLE CODE	CODE	ROUTE
Yes	1	Q8
No	2	Q9
Don't know	3	Q9

Q8 When did you last visit this site?

SINGLE CODE	CODE
Within the last 12 months	1
1-5 years ago	2
Over 5 years ago	3
Don't know	4

ASK ALL

Q9 How long have you spent or intend to spend at this site today? Please state hours and minutes.

PLEASE TYPE IN: _____

Q10 What is the main purpose of your trip here today?

SINGLE CODE - SPONTANEOUS	CODE	ROUTE	Interviewer instruction
To see the Antonine Wall	1	Q12	PROBE IF JUST VISITING THIS SITE OR PART OF A TOUR OF THE WALL
To see this site as part of a tour of the Antonine Wall	2	Q12	
To go for a walk	3	Q11	
Other (specify)	4	Q11	

Q11 Are you aware that this site is part of the Antonine Wall?

SINGLE CODE	CODE
Yes	1
No	2
Unsure	3

From 2010 survey

Q12 Why have you decided to come here specifically to [INSERT NAME OF SITE] today? Spont.

Interviewer - please probe fully.

MULTI CODE	CODE
To see the Antonine Wall	1
Interested in history in general	2
Interested in Roman history specifically	3
Have always wanted to come here	4
Walking the John Muir Way	5
Visited Hadrian's Wall	6
Went on a school trip	7
Have been brought here by family/friends	8
I live locally so easy to visit	9
Nice place for a walk	10
Nice scenery	11
It was recommended to me	12
Other, please specify _____	13
Can't remember / unsure	14

Q13 How much would you say you know about the Antonine Wall? Show Screen

SINGLE CODE	CODE	ROUTE
I know a lot about the Antonine Wall	1	Q14
I know a little about the Antonine Wall	2	Q14
I have heard of the Antonine Wall but know nothing much about it	3	Q14
I have never heard of the Antonine Wall	4	Q20a
Unsure	5	Q15

Q14 How did you become aware of the Antonine Wall? Spontaneous

MULTIE CODE	CODE
Just by living nearby	1
Through visiting other Historic Scotland sites	2
Just chanced upon the site by accident	3
Through visiting a museum which had AW artefacts (specify which museum)	4
Saw something about it on TV	5
Read about it in a newspaper or magazine	6
Through a visitor information centre	7
Through being a member of Historic Scotland	8
Local authority/council leaflet	9
Local authority/council website	10
Historic Scotland website	11
Antonine Wall website	12
Another website (please specify)	13
Someone told me about it	14
Learnt about it at school/Univeristy/College	15
Other (please specify)	16
Don't know/Can't remember	17

IF Antonine Wall WEBSITE NOT MENTIONED AT Q14 (CODE 12)

Q15. Have you visited the Antonine Wall website?

SINGLE CODE	CODE	ROUTE
Yes	1	Q16a
No	2	Q17
Don't know	3	Q17

IF VISITED ANTONINE WALL WEBSITE AT Q14 or Q15

Q16a. What sections of the website did you use?

MULTICODE	CODE
Visiting the wall	1
About the wall	2
World Heritage	3
Research Resources	4
News & Events	5
Media Galleries	6
Learning Centre	7
Don't know/Can't remember	8

SHOW SCREEN SHOT – www.antoninewall.org

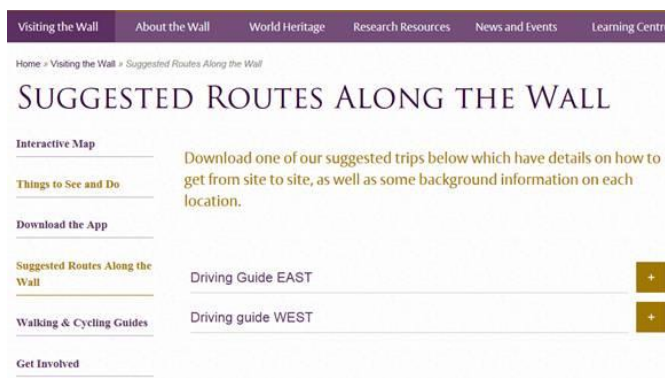


FRONTIERS OF THE ROMAN EMPIRE

IF VISITED ANTONINE WALL WEBSITE AT Q14 or Q15

Q16b. Which of the following pages, if any, did you visit?

MULTICODE	CODE
Things to see & do	1
Suggested routes along the wall	2
Walking and cycling guides	3
Interactive map	4
Key artefacts	5
None of the above	6
Don't know/Can't remember	7



IF VISITED ANTONINE WALL WEBSITE AT Q14 or Q15

Q16b. Was there anything missing from the website that you would have liked more information on?

Probe fully

From 2010 survey

Q17 What can you tell me about the Antonine Wall? Spontaneous

MULTICODE	CODE
Built by the Emperor Antoninus Pius	1
It was built by the Romans	2
It's in Central Scotland	3
It stretches for 37 miles (60km)	4
Runs across the middle of Scotland	5
The Roman Empire's most Northern Frontier for 20 years	6
It's a turf wall built on a stone foundation	7
Artefacts are in the Hunterian Museum in Glasgow	8
Artefacts are in the National Museum in Edinburgh	9
World Heritage Site (non-specific)	10
Frontiers of the Roman Empire World Heritage Site	11
Looked after by Historic Scotland	12
Looked after by different local authorities	13
It is linked to Hadrian's wall	14
Other, please specify _____	15
Can't remember anything specific	16
Unsure	17

Ask Q18 if NOT coded 11 at Q17

Q18 Are you aware that the Antonine Wall is part of the Frontiers of the Roman Empire World Heritage Site? Show screen

SINGLE CODE	CODE
Aware World Heritage Site only	1
Aware Frontiers of Roman Empire World Heritage Site	2
Not aware a World Heritage site	3
Unsure	4

ASK ALL

Q19 Are you aware that the Antonine Wall is linked to Hadrian's Wall and the German Limes as part of the Frontiers of the Roman Empire World Heritage Site?

SINGLE CODE	CODE
Yes, Hadrian's Wall	1
Yes, German Limes	2
Yes, both	3
No	4
Unsure	5

ASK ALL

Q20a Are you aware of any other World Heritage Sites in Scotland? SPONTANEOUS

MULTICODE	CODE
Heart of Neolithic Orkney	1
New Lanark	2
St Kilda	3
Edinburgh old & New Towns	4
Forth Bridge	5
Other specify	6
Don't know/Unsure	7
None	8

ASK ALL

From 2010 survey

Q20b The Antonine Wall stretches across the narrow waist of Scotland from Bo'ness on the River Forth to Old Kilpatrick on the River Clyde and remnants of the Wall can be seen at many different locations. It has been listed as a World Heritage Site since 2008. Have you ever visited any other Antonine Wall sites?

SINGLE CODE	CODE	ROUTE
Yes	1	Q21a
No	2	Q21b
Unsure	3	Q21b

From 2010 survey

Q21a Which sites along the Antonine Wall, if any, have you ever been to or visited? SPONTANEOUS

Q21b Which sites along the Antonine Wall, if any, are you aware of? SPONTANEOUS

Q21c Which of the following sites along the Antonine Wall, if any, are you aware of? PROMPTED

MULTICODE	Q21a Visited	Q21b Aware Spont	Q21c Aware Prompt
Golden Hill Park, Duntocher, West Dunbartonshire	1	1	1
Cleddans Burn, Glasgow	2	2	2
Bearsden Bath house, Bearsden, East Dunbartonshire Council	3	3	3
Bar Hill Fort, east of Twechar, East Dunbartonshire	4	4	4
Croy Hill, between Croy and Dullatur, North Lanarkshire	5	5	5
Seabegs Wood (stretch of rampart and ditch), west of Bonnybridge, Falkirk	6	6	6
Rough Castle, between Bonnybridge and High Bonnybridge, Falkirk	7	7	7
Watling Lodge (east and west), Falkirk	8	8	8
Have visited the Wall but can't remember exactly where	9	9	9
Other, specify	10	10	-
None	11	11	10

Q22 Have you visited any museums or exhibitions about the Antonine Wall?

SINGLE CODE	CODE	ROUTE
Yes	1	Q23
No	2	Q24 instructions
Unsure	3	Q24 instructions

Q23 Which museums or exhibitions have you visited?

MULTICODE	CODE	ROUTE
Hunterian Museum, Glasgow	1	Q24
National Museum of Scotland, Edinburgh	2	Q24
Auld Kirk Museum, Kirkintilloch	3	Q24
Clydebank Museum, Clydebank	4	Q24
Cumbernauld Museum, Cumbernauld	5	Q24
Callendar House, Falkirk	6	Q24
Kinneil Museum, Kinneil	7	Q24
Other (specify)	8	Q24
Unsure	9	Q27

If respondents have not visited any other sites or museums go to Q27

Ask Q24 if respondents codes 1 (yes) at Q20 or Q22

Q24 Have these visits to other Antonine Wall sites or museums been part of this current trip or have you visited them on a previous trip?

SINGLE CODE	CODE	ROUTE
Current trip	1	Q25
Previous trips	2	Q25

For each site/museum visited at Q21a and/or Q23, please ask...

Q25 How would you rate [site or museum] as a place to visit?

SINGLE CODE	CODE	ROUTE
Excellent	1	Q27
Very good	2	Q27
Quite good	3	Q27
Quite poor	4	Q26
Very poor	5	Q26
Unsure	6	Q27

If poor, ask Q26 for each site/museum rated as poor

Q26 Why do you say that [site or museum] was poor? SPONTANEOUS

Multi CODE	CODE
No facilities, e.g. toilets or cafe	1
No visitor centre	2
Not enough information at the site/poor information boards	3
Was difficult to find the site/poor signage	4

Poorly maintained	5
Not enough to see or do	6
Other (specify)	7
Unsure/Don't know	8

ASK ALL

Q27 What have you enjoyed about your visit here today? SPONTANEOUS

Multi CODE	CODE
Nice area for a walk	1
Learning about Antonine Wall	2
Learning about Scottish history	3
Beautiful scenery / countryside	4
Other (specify)	5
Nothing	6

Q28 Is there anything you would like to see improved at this site to make your visit more enjoyable?

SINGLE CODE	CODE	ROUTE
Yes	1	Q28a
No	2	Q29
Unsure	3	Q29

Q28a What would you like to see improved? Spont. Open ended

ASK ALL

Q29. Thinking about this site on the Antonine Wall, how would you rate it overall as a place to visit?

SINGLE CODE	CODE	ROUTE
Excellent	1	Q30
Very good	2	Q30
Quite good	3	Q30
Quite poor	4	Q29a
Very poor	5	Q29a
Don't know	6	Q30

If poor, ask Q29a

Q29a Why do you say that this site was poor? SPONTANEOUS

MULTICODE	CODE
No facilities, e.g. toilets or cafe	1
No visitor centre	2
Not enough information at the site/poor information boards	3
Was difficult to find the site/poor signage	4
Poorly maintained	5

Not enough to see or do	6
Other (specify)	7
Unsure/Don't know	8

ASK ALL

Q30 Have you used any facilities such as toilets, cafes or restaurants nearby to this site?

MULTICODE	CODE
Yes, local toilet facilities	1
Yes, cafe / restaurant	2
Yes other (specify)	3
No	4

ASK ALL

Q31 Which other visitor attractions or sites nearby, if any, have you or do you intend to visit as part of this trip/visit? SPONTANEOUS

MULTICODE	CODE
Falkirk wheel	1
Kelpies	2
Helix Park	3
Linlithgow Palace	4
Stirling Castle	5
Bo'ness Motor museum	6
Bo'ness Railway	7
Callendar House	8
Kinneil Museum	9
Colzium Estate	10
Cumbernauld Museum	11
Summerlee Industrial Museum	12
New Lanark	13
Auld Kirk Museum	14
Strathclyde Country Park	15
Hunterian Museum	16
Mugdock Country Park	17
Kelvingrove Museum	18
Glasgow Cathedral	19
Clydebank museum	20
Glasgow museums resource centre	21
Riverside museum	22
Other specify	23
None	24

Q32 How likely would you be to make another visit to this site on the Antonine Wall in the next few years?

SINGLE CODE	CODE
Definitely	1
Probably	2
Fairly likely	3
Probably won't	4

Definitely won't	5
Don't know	6

Q33 How likely would you be to make a visit to another site on the Antonine Wall in the next few years?

SINGLE CODE	CODE
Definitely	1
Probably	2
Fairly likely	3
Probably won't	4
Definitely won't	5
Don't know	6

Q34 Are you a member of any of these membership schemes?

MULTI CODE	CODE
English Heritage	1
Historic Scotland	2
Cadw – Heritage for Wales	3
National Trust for Scotland	4
National Trust	5
None of these	6

CLASSIFICATION

A. Gender

SINGLE CODE	CODE
Male	1
Female	2

B. Age of respondent

SINGLE CODE	CODE
16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65+	6

C. Origin

SINGLE CODE	CODE	ROUTE
Scotland	1	(WRITE IN TOWN/CITY)
England	2	(WRITE IN TOWN/CITY)
Wales	3	
Northern Ireland	4	
Europe	5	(WRITE IN COUNTRY)
USA	6	
Canada	7	
Australia	8	
Rest of the world	9	(WRITE IN COUNTRY)

D. Could you please tell me the occupation of the chief wage earner in your household? *If retired, please state your occupation prior to retirement.*

Job title _____

Industry _____

Prefer not to say

Interviewers to code SEG:

SINGLE CODE	CODE
AB	1
C1	2
C2	3
DE	4
Refused	5

E. Do you have any children aged 15 or under living in your household?

SINGLE CODE	CODE
Yes	1
No	2

F. Which of the following describes your present situation?

SHOW SCREEN

SINGLE CODE	CODE
Single	1
Living with partner	2
Married	3
Divorced/separated	4
Widowed	5

G. What is your ethnic group? Please select the appropriate box to indicate your cultural background.

SHOW SCREEN

SINGLE CODE	CODE
White	
Scottish	1
Other British	2
Irish	3
Gypsy/Traveller	4
Polish	5
Other White ethnic group, please specify	6
Mixed	
Any mixed or multiple ethnic background, please specify	7
Asian, Asian Scottish, or Asian British	
Indian, Indian Scottish or Indian British	8
Pakistani, Pakistani Scottish or Pakistani British	9

Bangladeshi, Bangladeshi Scottish or Bangladeshi British	10
Chinese, Chinese Scottish or Chinese British	11
Other, please specify	12
African	
African, African Scottish or African British	13
Other, please specify	14
Caribbean or Black	
Caribbean, Caribbean Scottish or Caribbean British	15
Black, Black Scottish or Black British	16
Other, please specify	17
Other Ethnic group	
Arab, Arab Scottish or Arab British	18
Other, please specify	19
Prefer not to say	20

H. Progressive and Historic Scotland may wish to conduct further research with those who took part in this survey to explore some of the topics covered in more depth. This may be in the form of an online survey or telephone interview. Is this something that you might be interested in doing? Please note that we will not be able to contact everyone who volunteers to take part in further research, so if you are not contacted, it simply means we have completed our sample. Your details will not be passed onto any third parties, this is for research purposes only.

SINGLE CODE	CODE
Yes	1
No	2

COLLECT name, email and number (SEE BELOW)

IF AGREED TO FURTHER RESEARCH (CODE 1 AT H) COLLECT RELEVANT DETAILS:

NAME: _____

Email: _____

Telephone number: _____

Postcode: _____

Following variables to be coded from CAPI data:

- Time of interview
- Day of the week

Appendix 2: Technical Appendix

Methodology:

- The data was collected face to face using CAPI machines.
- The target group for this research study was a representative sample of visitors to each of the sites
- The target sample size was between 160-190 and the final achieved sample size was 227. The reason for the difference between these two samples was because interviewers were asked to complete as many interviews as possible within their shift.
- Fieldwork was undertaken between 25th July – 28th August
- Respondents were selected using probability random sampling, whereby interviewers selected every nth person passing their pre-selected sampling point. The sample achieved represents the desired sample in terms of size. However, the purpose was to profile the visitors therefore do not have stats to compare.
- In total, 8 interviewers worked on data collection.
- Each interviewer's work is validated as per the requirements of the international standard ISO 20252.
- Validation was achieved by re-contacting (by telephone) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation on their work. All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Data Processing and Analysis:

- The overall sample size of 227 provides a dataset with a margin of error of between $\pm 1.29\%$ and $\pm 6.50\%$, calculated at the 95% confidence level.
- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity.
- For **CAPI Questionnaires** these checks include:
 - Responses are checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact interviewers to check.
 - Using our analysis package, SNAP, data is imported from our dedicated server where the data has been received via over-the-air synchronisation.
 - A computer edit of the data is carried out prior to analysis, involving both range and inter-field checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data on the questionnaire.
 - Where "other" type questions are used, the responses to these are checked against the parent question for possible up-coding.
 - Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.
- Our analysis package is used and a programme set up with the aim of providing the client with useable and comprehensive data. Cross breaks to be imposed on the data are discussed with the client in order to ensure that all information needs are being met.