

Environmental Questionnaire

“Building the Theme Parks of the Future”

To what extent, if any, could U.K. nature based tourism encourage a reconnection between planet and people?

Are you an adult in permanent resident in the
East Sussex County Council area?

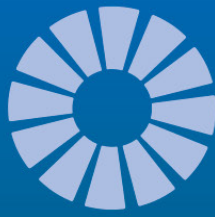
Have you taken a holiday in the United Kingdom in
the last 12 months of not less than 3 consecutive nights?

Please fill in this questionnaire for a chance to win a cash prize
£200

- This questionnaire relates to a MSc thesis primary research programme.
- It should take less than 10 minutes to complete.
- All fully completed questionnaires will be entered in a prize draw to win a cash prize of £200.00 donated by the research sponsor; Nick Allen Building Service Limited.
- In order to be entered into this draw - or for your questionnaire to be included in the thesis research - you are required to have read and signed the 'Consent Form for Participants' which appears on the reverse of this page. For online respondents please type your name.
- In addition, please complete the contact information at the bottom of this page which will only be used should you be the winner of the prize draw and will be destroyed immediately after the draw on November 30th 2011.
- Full information relating to this programme is available both online and in hard copy. However should you have any specific questions or queries please contact me on 07778 301823 or at 'info@jo2jo.com'

Your Contact Name

Your Contact Number or Email Address



Centre for Alternative Technology

GRADUATE SCHOOL OF THE ENVIRONMENT

Consent Form for Participants

Information for participants in research for thesis by a student currently undertaking this MSc degree. **This MSc** is a degree of the University of East London, and the general rules governing research involving people are those laid down by the University Research Ethics Committee. **If you have any queries** about this piece of research, please contact the Courses Director, Graduate School of the Environment, Centre for Alternative Technology, Machynlleth SY20 9AZ. joan.randle@cat.org.uk. She would then liaise with the Programme Leader, MSc Architecture: Advanced Environmental and Energy Studies. If any issues remain to be resolved, they will then liaise with the secretary of the Research Ethics Committee at UEL.

1. The student researcher: name	Jo Allen
2. The student researcher: contact details	info@jo2jo.com
3. Project description: aims and objectives:	MSc thesis. Primary Research.
4. Project description contribution requested of respondents	Completion of Questionnaire
5. Description of any risk anticipated:	None
6. Description of any after-effects anticipated:	None
7. Confidentiality of the Data: description of how the data will be stored and what steps will be taken to protect its confidentiality	All electronic data to be stored on separate USB. All paper data to be held securely.
8. Confidentiality of the Data: explanation of what will happen to the data once the programme has been completed	Anonymous data to be utilised in MSc thesis. All personal and/or contact data to be destroyed.
9. Location: description of the place at which the programme is being carried out	MSc by Distance learning, based that the Center for Alternative Technology.
10. Disclaimer: You are not obliged to take part in this study, and are free to withdraw at any time. Should you choose to withdraw from the programme you may do so without disadvantage to yourself and without any obligation to give a reason.	

I have the read the information relating to the above programme of research in which I have been asked to participate. The nature and purposes of the research is clear to me, and I have had the opportunity to discuss the details and ask questions about this information by contacting the student researcher (details above). I understand what is being proposed and the procedures in which I will be involved are clear to me. **I understand** that my involvement in this study, and particular data from this research, will remain strictly confidential. Only the researchers involved in the study will have access to the data. It is clear from the above description, what will happen once the research has been completed. **I hereby** freely and fully consent to participate in the study. Having given this consent I understand that I have the right to withdraw from the programme at any time without disadvantage to myself and without being obliged to give any reason.

Participant's Name (BLOCK CAPS):	
Participant's Signature:	
Investigator's Name (BLOCK CAPITALS) :	Jo Allen
Investigator's Signature:	Jo Allen
Date:	

In collaboration with
UEL
 University of
 East London

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 VAT number: 377 8917 83



Part 1 ABOUT YOU

**My area
postcode is:**
(eg. BN22, BN9 etc.)

My gender is:

Male

Female

My age is:

My ethnicity is:

White British

African British

Asian British

Oriental British

Other / Mixed:
Please state

**My highest
qualification (or
equivalent) is:**

None

'O' level(s)/GCSE(s)

'A' Level(s)

Degree +

I am:

A student

Unemployed

Employed or Self
Employed

Retired

**My income bracket
is:**

Less than
£15,000 pa
(-15k)

£16,000 to
£25,000 pa
(16k – 25k)

£26,000 to
£35,000 pa
(26k to 35k)

More than
£36,000 pa
(+36k)

I am:

A home owner

In rented
accommodation

In a housing
association

Living with family

My home is:

In a rural location

In a suburban
location

In an urban location

**I have access to a
private garden:**

Yes

No

**I have access to a
communal garden:**

Yes

No

I have pets:

Yes

No

**If yes:
Type and no.**

**I consider myself to
be interested in
"green" issues:**

Yes

No

**If yes, when did you
become interested in
the environment?**

Part 2 ABOUT YOU AND YOUR HOLIDAYS

First, tell us about the longest holiday you have taken in the U.K. in the last 12 months:
(not less than 3 nights in duration)

Where did you go?:				
How long did you stay?:	(nights)			
How many were in your group or party?	Adults Children			
How did you get there? (eg, car, train etc.)				
Where did you stay?	Hotel:	B&B:	Guest House:	Yurt:
	Camping:	Chalet/Lodge:	Hostel:	Caravan:
	Other: (please state)			
	Holiday Resort (please state)			
What did you do ?	Shopping	Sunbathing (!)	Cycling	Walking/Rambling
	Sightseeing	Reading	Climbing	Horse Riding
	Painting	Educational Tours	Bird Watching	Diving
Any others? (please state)				

Now, tell us about any other holiday(s) (maximum 2) you've taken in the last 12 months either in the U.K. or abroad.

Where did you go?			How long did you stay?	
How many were in your party?	Adults Children		How did you get there?	
What did you do?				

Where did you go?			How long did you stay?	
How many were in your party?	Adults Children		How did you get there?	
What did you do?				

In your opinion, what factors make a “good” U.K. based holiday?	Good weather	Good entertainment
	Being outside in nature	Solitude
	Good nightlife	Cultural activities
	Nature/adventure activities	Beautiful scenery
	Nature/craft activities	Relaxation
	Educational activities	Enjoying wildlife
	Children’s activities	Good company
	Comfortable accommodation	Shopping / sightseeing
	Other (please state)	Other (please state)

Please indicate the extent to which you agree or disagree with the following seven statements.

Again, either mark the box with an ‘x’ or highlight your choice . . .

“I chose to go on a U.K. based holiday because . . .

1. . . . I prefer the climate in the U.K.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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2. . . . air travel damages the environment and increases global warming.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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3. . . . I wanted to support my national economy.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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4. . . . it offers more opportunity to engage with nature.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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5. . . . there are no restrictions on the baggage and/or sports equipment I can take.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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6. . . . it requires less planning at short notice.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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7. . . . I wanted to re-live my childhood pleasures.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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Part 3 ABOUT YOU AND NATURE

Please indicate the extent to which you agree or disagree with the following nine statements. Again, either mark the box with an 'x' or highlight your choice.

“Generally, being outside in the natural environment makes me feel . . .

8. . . . more calm and less stressed.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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9. . . . anxious and/or uncomfortable.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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10. . . . more able to concentrate and/or problem solve.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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11. . . . adventurous and/or empowered.”

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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12. I have been interested in nature and the natural environment since I was a child.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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13. I don't get anything out of nature, I prefer indoor pursuits.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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14. Going on holiday is the only chance I have to spend time in nature.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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15. Being out in nature makes me think about how important protecting the environment is.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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16. I feel more connected to nature when I'm outside in it, but it soon fades when I get home.

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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Part 4 ABOUT YOU AND THE ENVIRONMENT

Are you a member of any environmental and/or wildlife organisations or societies?
(e.g. Friends of the Earth, Greenpeace, RSPB ,National Trust etc.)

If yes, please state which:	1.	2.
	3.	4.

Are you a car owner/driver?	Yes	No	
If yes, what is the type and age of your car?	Type		Age/reg.
If yes, what is your approximate mileage per year?	Less than 9,000 miles pa	9,001 – 19,000 miles pa	More than 19,001 miles pa

Are you a bicycle owner/rider?	Yes	No	
If yes, what is your approximate mileage per year?	Less than 200 miles pa	More than 200 miles pa	

Do you recycle	Glass	Plastic	Paper	Metal (tins etc.)
	Clothing	Batteries	Other	Other
Would you recycle more if the facilities were available?			Yes	No

Do you actively purchase 'green labelled products' (e.g. Ecover cleaning products, recycled toilet paper etc.)	Yes	No	Sometimes
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Do you actively purchase locally/U.K. sourced produce?	Yes	No	Sometimes
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Do you actively purchase U.K. seasonal produce?	Yes	No	Sometimes
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Do you actively purchase organic produce?	Yes	No	Sometimes
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Does the house in which you live use any energy saving devices? (e.g. smart metre, solar panels etc.)	Yes	No
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If yes, which:			

This section is not compulsory

If you wish, please add any other comments you'd like to make about the issues covered in this questionnaire and particularly the potential (or otherwise) of U.K. based nature holidays acting as a behavioural motivator to encourage more pro-environmental behaviour on a day to day basis.

Thank you again.

Please email completed questionnaires to info@jo2jo.com.

If you would like a hard copy sent to you along with a return stamp, self-addressed envelope, please call Freephone 0800 136131 and leave your contact name and address. Closing date is 16 November 2011. Thank you.