

**Cairngorms National Park  
Visitor Survey 2024  
Questionnaire Draft v8.0**

## SAMPLE LOCATION

Please select your sample location (interviewer to code). [[single, required]]

- Aviemore, main street (Grampian Road)
- Rothiemurchus Car Park
- Loch an Eilein Car Park
- Loch Morlich/Glenmore Visitor Centre and Car Park
- Cairngorm Mountain ski centre & funicular railway
- Blair Atholl - village square
- Blair Castle
- House of Bruar
- Killiecrankie Visitor Centre
- Laggan village centre
- Laggan - Wolftrax Mountain Bike Centre
- Dalwhinnie Village Centre
- Highland Folk Museum, Newtonmore
- Kingussie - High Street / Ruthven Barracks
- Uath Lochans
- Lock Insh Watersport Centre
- Highland Wildlife Park, Kincaig
- Landmark Centre, Carrbridge
- Nethy Bridge Village Centre
- RSPB Loch Garten Nature Centre (Osprey Centre) Car Park
- Grantown on Spey – High Street
- Glenlivet Distillery Car Park
- Tomintoul - village centre
- Snow Roads – ‘Still’ Snow Roads Installation
- Lecht Ski Area
- Snow Roads – ‘The Watchers’ Snow Roads viewpoint
- Strathdon
- Ballater - village centre/Station Square
- Loch Muick Car Park (Balmoral Estate)
- Balmoral Castle Car Park
- Braemar - village centre
- Linn of Dee Car Park
- Glenshee Ski Centre
- Burn o'Vat Car Park, Dinnet
- Braeloine Visitor Centre car park, Glen Tanar Estate
- Glen Esk Car Park, Angus Glens
- Glen Doll Ranger Base car park, Angus Glens

## INTRODUCTION

Good morning/afternoon/evening, I am \_\_\_\_\_ from M·E·L Research an independent market research company carrying out a survey on behalf of the Cairngorms National Park Authority about what visitors think and experience of the area. The interview will take about 15 minutes to complete. [\[\[info\]\]](#)

Would you like to take part? [\[\[single, required\]\]](#)

- Yes
- No [\[\[close\]\]](#)

Before I start, I just need to give you a few details about the research. This survey may include questions collecting information about you such as your age, gender and ethnicity, but you do not have to answer these questions if you prefer not to. Any information provided in response to these questions will only be used for analysis, to understand who is visiting the park and what their experience is of visiting Cairngorms National Park.

Your responses are anonymous and confidential, and will not be linked back to you as an individual without your consent. You can change your mind about participating at any time during the survey, just let [the interviewer] know. [\[\[info\]\]](#)

**REASSURE IF NECESSARY:** [\[\[instruction\]\]](#)

The survey is completely confidential, in accordance with the Market Research Society Code of Conduct. The answers you give in the survey will be combined with answers from other people who have taken part to give overall survey findings. No one will be able to identify you individually from the data. [\[\[info\]\]](#)

I have a copy of M·E·L Research's privacy statement if you would like to read it, or it can be accessed at the following website address: <https://melresearch.co.uk/privacy-policy/> [\[\[info\]\]](#)

**Consent:** Are you happy to continue with the survey? [\[\[single, required\]\]](#)

- Yes **If YES: Proceed to survey**
- No **If NO: ask selection of screener questions: visit type (SQ2), age (Q38), group composition (Q11), where visiting from (Q6)**

**Age check:** And can I just confirm you're aged 16 or over? [\[\[single, required\]\]](#)

- Yes
- No [\[\[close\]\]](#)

## SCREENING QUESTIONS

SQ1. First of all, can I check you have not been interviewed already during your current trip, as part of the Cairngorms National Park visitor survey? [\[\[single, required\]\]](#)

*If you are visiting for multiple days on this trip, and have been interviewed on another day, please select yes*

- Yes – been interviewed already [\[\[close\]\]](#)
- No – not been interviewed

SQ2. SHOW MAP [\[\[instruction\]\]](#).

During this interview I am going to refer to the area shown on this map as ‘the Cairngorms National Park or ‘the area’. Is your primary residence in the Cairngorms National Park as outlined on this map? **[[single, required]]**

**INTERVIEWER NOTE: IF THEY ARE VISITING ON HOLIDAY AND DON’T LIVE IN THE PARK, SELECT OPTION 4** **[[instruction]]**

- Yes – my primary residence is in the park – **[[Code as resident]]**
- No– but I split my time between here and somewhere else **[[Code as resident]]**
- No – but I have a holiday home in the park **[[Code as visitor]]**
- No – I don’t live in the area any of the time **[[Code as visitor]]**

## PROFILE OF TRIP & PARTY

Q1. Which of the following best describes your reason for visiting the Cairngorms National Park **<if Visitor>** [sample location] **<if resident>** today? **[[single, required]]**

SHOW SCREEN. **[[instruction]]**

- On a leisure trip/holiday/day out **[[continue]]**
- On business trip/working **[[close]]**
- Visiting **<the home of [residents only]>** friends or relatives **[[continue if visitor, close if resident]]**
- Combining business and leisure **[[continue]]**
- Personal business (e.g. shopping, going to doctor, post office, dog walking etc.) **[[close]]**
- Other (please specify) **[[continue]]**

Q5. How many of nights will you be staying in the Cairngorms National Park on this trip? **[[numeric, required]]**

- **<type in answer>**
- None – I will not be staying overnight within the Cairngorms National Park
- Prefer not to say

**INTERVIEWER NOTE: This includes their whole trip including nights spent already (i.e. not how many days they have left if they are at the end of their holiday)** **[[instruction]]**

### **ASK VISITORS (SQ2=2)**

Q6. SHOW SCREEN. **[[instruction]]**

Where do you live (your normal place of residence)? **[[single, required]]**

- Scotland
- England
- Wales
- Northern Ireland
- British Overseas Territories

- Crown Dependencies (Isle of Man, Guernsey and Jersey)
- Republic of Ireland
- France
- Germany
- Italy
- Spain
- Netherlands
- USA
- Canada
- Australia
- New Zealand
- China
- Other country (specify) **[[Other]]**
- **Prefer not to say (Do not read out)**

**ASK VISITORS (SQ2=2)**

Q9. Including this visit, how many times have you visited the Cairngorms National Park in the last five years? **[[single, required]]**

- I have never visited the Cairngorms National Park before
- I have visited before, but not in the last five years
- 2 – 3 times
- 4 – 6 times
- 7 –10 times
- 11-20 times
- More than 20 times
- Don't know/can't remember

**ASK IF Q9 = 3-8**

Q10. In the past five years, in what season/s have you visited the Cairngorms National Park?

**[[Multi, required]]**

- Spring (March-May)
- Summer (June-August)
- Autumn (September-November)
- Winter (December-February)
- Don't know/can't remember

**ASK ALL**

Q11. Including yourself, how many people are in the following age groups in your group? **[[numeric, required]]**

INTERVIEWER NOTE: Please enter the number of people in the party within each age bracket. If there are no people in the age bracket, leave blank **[[instruction]]**

- Under 5 years
- 5 – 11 years

- 12 – 17 years
- 18 – 24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 – 64 years
- 65 – 74 years
- 75+

**ASK ALL**

Q12. Are you visiting the national park with a dog as part of this visit?

[[single, required]]

**Interviewer note: If clarification needed – if they are visiting for multiple days, this refers to the whole trip, even if the dog is not with the visitor for this specific day trip / activity** [[instruction]]

- No
- Yes - 1
- Yes - 2 or 3
- Yes - 3 or more

**ASK If 2-4 at Q12**

Q12B. Are any of these dogs / Is the dog an assistance or service dog? [[single, required]]

- Yes
- No
- Prefer not to say

## PLANNING & INFORMATION SOURCES

Q13b. How important are the following to you when deciding where to visit on a day out? **[[grid, required]]**

READ OUT **[[instruction]]**

- Provision of car parks
- Condition of paths and tracks
- Availability of public toilets
- Public transport
- Ease of access / accessibility
- Pet friendliness of the park
- Suitability of park and facilities for older group members **[[Ask if 9 OR 10 at Q11]]**
- Suitability of park and facilities for children **[[Ask if 1-3 AT Q11]]**
- Availability of activities for this season
  
- Very important
- Quite Important
- Neither
- Not very important
- Not at all important

Q13a. What were you most hoping to get out of your visit to the Cairngorms National Park on this trip? *Please select up 3 things that you were most hoping to get out of your visit.* **[[Multi, required]]** **Limit to three**

- To spend time with friends / family
- To experience the beauty of nature
- To pursue a personal interest or hobby
- To enhance emotional health or mental wellbeing
- To enhance physical health or well-being
- To take the children somewhere they would enjoy
- To take the children somewhere they can learn something new
- To take part in outdoor adventure activities
- To visit a place with fascinating history and culture
- To visit a area with great food and/or drink experiences
- Other (please specify) **[[Other]]**
- No specific reason **[[exclusive]]**

### **VISITORS ONLY SQ2. 3-4**

#### **ASK VISITORS**

Q13d. How did you hear about the Cairngorms National Park as a place to visit prior to this visit? DNRO **[[Multi, required]]**

**Interviewer instruction: DO NOT READ OUT OPTIONS, CODE FROM RESPONSE [[Instruction]]**

- Instagram
- Facebook
- X (Formerly Twitter)
- Instagram
- TikTok

- Other social media
- Google Ad / Google Search
- An advert on television
- Visit Scotland Website
- Cairngorms National Park Website
- Visit Cairngorms Website
- Visit Aberdeenshire Website
- From a friend/family member
- I had visited in the past and wanted to visit again
- From a tour guide
- I live near the park
- I've known for as long as I remember
- Other (please specify): **[[other]]**
- I don't know **[[instruction]]**

## INFLUENCE OF NATIONAL PARK STATUS

Q16. SHOW SCREEN. **[[instruction]]**

In your decision to visit the Cairngorms National Park, how important was the fact that this area is a National Park? **[[single, required]]**

- Very important
- Quite important
- Neither important nor unimportant
- Not very important
- Not at all important
- I did not know it was a National Park
- Don't know

## ACCOMMODATION

**ASK IF STAYING IN THE PARK (Q5 is not NONE or Prefer not to say)**

Q17. During your stay in the Cairngorms National Park, which type(s) of accommodation have you, or will you use? **[[Multi, required]]**

**INTERVIEWER NOTE: DO NOT READ OUT, PROBE TO PRE-CODE **[[Instruction]]****

1. Hotel/motel
2. Guest house/Bed and breakfast
3. Self-catering flat/house/cottage
4. 'Homestay' accommodation (staying in a property owned by someone else, in which the homeowner/host is also staying)
5. Time share
6. Static caravan – rented
7. Static caravan – owned
8. Touring caravan
9. Motorhome/campervan –Paying for a designated site
10. Motorhome/campervan – Informal overnight parking

11. Tent – formal campsite/designated area
12. Tent - wild camping (not on a site)
13. Luxury camping / glamping – e.g. yurts, pods, wigwams, etc.
14. Bothy
15. Hostel (SYHA or others)/bunkhouse
16. Staying with friends/relatives
17. Second home **[[asked only to those who own a second home in the park at SQ2]]**
18. Other (please specify) **[[other]]**

**ASK IF STAYING IN PAID FOR ACCOMMODATION (Q17=1, 2, 3, 4, 6, 9, 11, 13, 14, 16)**

Q21a. Is there anything that would have helped to make the process of finding and booking accommodation easier for you? **[[Multi, required]]**

INTERVIEWER INSTRUCTION: DO NOT READ OUT, PRECODE FROM LIST. IF NOTHING, SELECT “There is nothing which would have made the process of finding and booking accommodation easier for me/us” **[[Instruction]]**

- There is nothing which would have made the process of finding and booking accommodation easier for me/us **[[exclusive]]**
- Greater availability of low cost accommodation
- Greater availability of accommodation in location I was looking for
- Greater availability of accommodation of type I was looking for (e.g. self-catering, hotel, etc.)
- Greater availability of accommodation near to public transport
- A centralised booking system to make contact with accommodation providers
- Easier communications with accommodation providers during the booking process
- Guides or reviews which recommend accommodation types to use
- More information provided by accommodation providers on what they offer
- Easier to book accommodation directly with providers
- Easier to book accommodation with an Online Travel Agent (e.g. Booking.com, Expedia)
- Other (specify) **[[other]]**
- I was not involved in booking accommodation **[[exclusive]]**

**ASK IF Q21A= is not 1 “There is nothing which would have made the process...”**

Q21B. What would have been your preferred accommodation type, if it had been available? **[[single, required]]**

INTERVIEWER INSTRUCTION: DO NOT READ OUT, PRECODE FROM LIST **[[Instruction]]**

- Hotel/motel
- Guest house/Bed and breakfast
- Self-catering flat/house/cottage
- ‘Homestay’ accommodation (staying in a property owned by someone else, in which the homeowner/host is also staying)
- Time share
- Static caravan – rented
- Static caravan – owned
- Touring caravan
- Motorhome/campervan – on a designated site
- Motorhome/campervan – on an unofficial site

- Tent – formal campsite/designated area
- Tent - wild camping (unofficial site)
- Luxury camping / glamping – e.g. yurts, pods, wigwams, etc.
- Bothy
- Hostel (SYHA or others)/bunkhouse
- Staying with friends/relatives
- Second home **[[asked only to those who own a second home in the park at SQ2]]**
- Other (please specify) **[[other]]**

## TRANSPORT

### ASK VISITORS (SQ2=2)

Q22. Which form(s) of transport did you use to get to the Cairngorms National Park? **[[multi, required]]**

**INTERVIEWER NOTE: DO NOT READ OUT, PRECODE AS APPLICABLE**

**INTERVIEWER NOTE: FOR OVERSEAS VISITORS, INCLUDE TRAVEL WITHIN THE UK ONLY**

**INTERVIEW NOTE: PLEASE ONLY CODE CYCLING OR WALKING IF USED AS A METHOD OF TRANSPORT**

**– NOT IF CYCLING OR WALKING FOR LEISURE **[[instruction]]****

- Private car
- Hired car/ car club
- Motorhome/campervan
- Train
- Bicycle/mountain bike (pedal powered)
- Electric bicycle/electric mountain bike
- Motorbike
- Private bus/coach tour
- Public bus/coach
- Walking
- Hitch-hiking
- Taxi
- Other (please specify) **[[other]]**

### ASK ALL

Q23. Which form(s) of transport, if any, have you / will you use **[for residents add 'on this day out']** within the National Park? Please include all forms of transport used within the Cairngorms National Park during your trip. **[[multi, required]]**

**INTERVIEWER NOTE: DO NOT READ OUT, PRECODE AS APPLICABLE**

**INTERVIEW NOTE: PLEASE ONLY CODE CYCLING OR WALKING IF USED AS A METHOD OF TRANSPORT**

**– NOT IF CYCLING OR WALKING FOR LEISURE **[[instruction]]****

- Private car
- Hired car/ car club
- Motorhome/campervan
- Train
- Bicycle/mountain bike (pedal powered)
- Electric bicycle/electric mountain bike
- Motorbike
- Private bus/coach tour

- Public bus/coach
- Walking
- Hitch-hiking
- Canoe/kayak
- Taxi
- Other (please specify) **[[other]]**

**ASK IF VEHICLE MENTIONED FOR TRAVEL TO OR WITHIN PARK (Q22 or Q23=1, 2, 3, 7, 8, 9, 13)**

Q24. Was/is the vehicle you travelled in either to or within the park electric or hybrid? **[[single, required]]**

- Yes – fully electric
- Yes – hybrid
- No
- Don't know/Can't remember

**ASK ALL**

Q26. Is travelling in these ways your preferred method of transport, or, in an ideal world, would you prefer to get around the Cairngorms National Park in some other way, if there were no barriers to doing so? **[[single, required]]**

- Yes – preferred method
- No – prefer something else
- Don't know/not sure

**ASK IF Q25=2**

Q27. What would enable you to travel by your preferred method of transport in the Cairngorms National Park? **[[multi, required]]**

**INTERVIEWER INSTRUCTION: DO NOT READ OUT, PRECODE FROM LIST [[Instruction]]**

- More car rental facilities
- Better public transport links to sites and/or accommodation venues within the park
- More frequent public transport within the park
- More facilities to hire bikes in the park
- More cycling routes through the park
- More opportunities for off-road cycling in the park
- More caravan / motorhome parking in the park
- More accessible hiking trails in the park
- Improved navigation and access information in the park
- More charging points for electric vehicles in the park
- Greater availability of electric vehicles to hire in the park
- More affordable transport options
- Greater availability of integrated ticketing for transport and destination in the park
- Other (specify) **[[other]]**

**ASK ALL**

Q28. SHOW SCREEN/SHOWCARD B. **[[instruction]]**

During this **[trip to/day out in]** the Cairngorms National Park, which activities, if any, have you or will you take part in? **[[multi, required]]**

**IF MENTION WALKING TIME – THE AVERAGE WALKING SPEED IS APPROX 4KM/2.5 MILES PER HOUR.  
IF WALKED FOR AN HOUR OR LESS – CODE AS UNDER 3 MILES[[instruction]]**

- General sightseeing
- Just relaxing
- Walking (under 3 miles/5km)
- Hill Walking (3 – 6 miles/5-10km)
- Hill Walking (more than 6 miles/10km)
- Low Level Walking (3-6 miles/5-10km)
- Low Level Walking (more than 6 miles/10km)
- Walking – long distance routes, e.g. Speyside Way, Deeside Way, East Highland Way
- Climbing/mountaineering
- Road cycling
- Off-road cycling/mountain biking/gravel biking
- Visiting cultural or heritage attractions (e.g. castles, museums, buildings or sites of heritage/architectural interest etc.)
- Visiting a whisky distillery
- Watching wildlife
- Water sports (e.g. paddleboarding, windsurfing, canoeing, kayaking, sailing etc.)
- Wild Swimming
- Golf
- Skiing/Winter sports
- Fishing
- Field sports (e.g. hunting, shooting)
- Paid outdoor adventure activities (e.g. zip-wire, canyoning, rope courses, outdoor activity parks etc.)
- Taking photos and/or videos for social media
- Horse riding, pony trekking
- Short guided tour, i.e. a tour lasting a day or less
- Longer guided tour, i.e. a tour lasting more than day/overnight
- Genealogy or tracing ancestors
- Wellness activity, (e.g., yoga, spa, meditation etc.)
- Shopping
- Other (please specify) **[[other]]**
- None of these **[[exclusive]]**

Q28a. Is there anything you were hoping to do on your visit to the Cairngorms National Park that you haven't/don't think you will be able to do? **[[multi, required]]**

- Yes, because I/we didn't have time on this trip (please specify what you were hoping to do) **[[other]]**
- Yes, because they weren't available / fully booked (please specify what you were hoping to do) **[[other]]**
- Yes, for another reason (please specify what you were hoping to do) **[[other]]**
- No **[[exclusive]]**
- Don't know **[[exclusive]]**

**ASK IF USED BIKE FOR TRAVEL TO OR WITHIN PARK (Q21 or Q22=6), OR MENTIONED CYCLING AS AN ACTIVITY (Q27=TBC)**

Q29. When cycling in the National Park, did you use your own bike or borrow or hire one? **[[multi, required]]**

- Own bike
- Hired bike
- Used a bike supplied by my accommodation
- Borrowed from a friend / family
- Don't know/Can't remember

## PERCEPTIONS OF THE NATIONAL PARK

Q32. To what extent do you agree or disagree with the following statements about your visit to the Cairngorms National Park? **[[Grid, required]]**

- I would consider making a voluntary donation towards local access and nature projects
  - It was clear how to be a responsible visitor to the countryside
  - Other visitors I witnessed within the park were behaving responsibly
  - The Cairngorms National Park is an area where local people are welcoming and helpful
  - I was able to find enough information about things to do in the park
- 
- Strongly agree
  - Agree
  - Neither
  - Disagree
  - Strongly disagree
  - Don't know

## SATISFACTION WITH THE PARK

Q33A. How would you rate the following facilities in the National Park? **[[grid, required]]**

**Interviewer note:** READ OUT **[[instruction]]**

- Signposts / signage
- Provision of car parks [only ask if travelled to or in the park in a car, motorhome or motorbike at Q22]
- Condition of paths and tracks
- Availability of public toilets
- Public transport
- Ease of access/ accessibility
- Pet friendliness of the park

- Suitability of park and facilities for older group members [[Ask if 9 OR 10 at Q11]]
- Suitability of park and facilities for children [[Ask if 1-3 AT Q11]]
- Availability of activities for this season

- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied
- Not applicable / didn't use

**ASK ALL**

Q33. Is there anything that has not been mentioned previously that could be improved to make your **visit to/day out in** the area more enjoyable? [[text]]

I Q34b. Does anyone in your group require any of the following to make your/their visit to the Cairngorms National Park more comfortable or accessible? [[multi, required]]

Please select anything which would have or did make your visit more comfortable/accessible, regardless of whether you were able to use or access it or not. [[info]]

**Interviewer Note: HAND TABLET OVER** [[instruction]],

- **Information in different formats** [[heading]]
  - Information in large print
  - Information in braille
  - Audio information
  - Induction (or 'T') loop
  - Captions
  - Easy read information
  - A sensory map (a map that covers sound, light and touch)
- **Facilities and seating** [[heading]]
  - Step free access
  - Places to rest
  - Accessible / Blue Badge parking
  - Accessible toilets
  - A wheelchair or other mobility aid
  - A quiet space
  - Seats with backs and arms
  - Accessibility software
  - Changing places toilets
  - Adaptive bicycles
- **Other types of support** [[heading]]
  - Other please specify....
- Not required - I/members of my group don't require any of the above to make my/their visit more comfortable/accessible [[exclusive]]
- Don't know [[EXCLUSIVE]]

34C. Which of these have you been able to use on your visit [[multi, required]] (SHOW ONLY THOSE SELECTED AT 34B)

Please select anything that you HAVE been able to access on your visit [[instruction]]

- **Information in different formats** [[heading]]
  - Information in large print
  - Information in braille
  - Audio information
  - Induction (or 'T') loop
  - Captions
  - Easy read information
  - A sensory map (a map that covers sound, light and touch)
- **Facilities and seating** [[heading]]
  - Step free access
  - Places to rest
  - Accessible / Blue Badge parking
  - Accessible toilets
  - A wheelchair or other mobility aid
  - A quiet space
  - Seats with backs and arms
  - Accessibility software
  - Changing places toilets
  - Adaptive bicycles
- **Other types of support** [[heading]]
  - Other please specify....

**INTERVIEWER NOTE: SPONTANEOUS. RECORD VERBATIM** [[Instruction]]

Q35. SHOW SCREEN. [[instruction]]

And please tell me how you would rate the customer service provided by staff at facilities you have used in the area this trip. [[grid, required]]

READ OUT [[instruction]]

- Pubs, restaurants and cafes [[Ask all]]
- Visitor attractions [[Ask all]]
- Your accommodation [[Ask only overnight visitors]]
- Activity providers e.g. water sports, adventure activities etc. [[Ask all IF Q27 = 9, 11, 15, 18, 20, 21, 23-25]]
- Retail outlets / shops [[Ask all]]
- Countryside Rangers within the National Park [[Ask all]]
  
- Very good
- Good
- Average
- Poor
- Very poor

- Not used / applicable

Q36. Using a rating scale from 1 to 10, with 1 being very poor and 10 being very good, how would you rate your overall experience of the Cairngorms National Park? **[[Single, required]]**

**INTERVIEWER NOTE: IF RESPONDENT IS AT THE START OF THEIR TRIP, PLEASE ASK TO RATE THEIR EXPERIENCE SO FAR** **[[instruction]]**

- 1 – Very Poor
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – Very good

## CLASSIFICATION QUESTIONS

### **ASK ALL**

We will now ask you some questions about topics including your age, employment status, sex, gender and ethnicity. We ask these to ensure we are understanding the different needs and experiences of all visitors, so that we can work to make the Cairngorms National Park as inclusive as possible and that the Park meets the needs of all visitors.

If you don't feel comfortable answering any question, please select 'Prefer not to say' and move on to the next question.

We would like to assure you that your responses are anonymous and will be strictly confidential. No identifying information about you will be shared in any reports or in public. Information provided in this section will only be used for analysis, to understand who is visiting the park and what their experience is of visiting Cairngorms National Park, and will not be used to identify you in any way. **[[info]]**

INSTRUCTION: HAND OVER TABLET TO RESPONDENT

**Q36a. What is your sex?** **[[text, required]]**

Please note that you will be asked separately about your gender at the following question.

By sex, we mean the biological and physiological differences that define if a person is male, female. Some people think there are only two sexes and others

think there is a spectrum that includes intersex individuals whose biological anatomy or physiology differ from contemporary cultural stereotypes of what constitutes typical male and female.

[type in]  
Prefer not to say

**Q37. What is your gender?** [[text, required]]

By gender we mean personal sense of self. For example, you may identify as female, male, as having no gender, as non-binary or as gender fluid. A person's gender identity may be different to the sex that they were assigned at birth.

[type in]  
Prefer not to say

**Q38. What is your sexual orientation?** [[text, required]]

Please consider sexual orientation to be an umbrella term covering sexual identity, attraction and behaviour, e.g. straight or heterosexual, gay or lesbian, bisexual etc.

This question is asked only to understand if there are any differences in the experiences of different visitors to the Cairngorms National Park, and will be kept strictly confidential and not linked back to you in any way. If you don't feel comfortable answering, please select 'Prefer not to say'

[type in]  
Prefer not to say

**Q39. SHOW SCREEN. [[instruction]]**

What is your age group? [[single, required]]

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

**Q40. SHOW SCREEN. [[instruction]]**

What is your employment status? [[single, required]]

- Full time employed
- Part time employed
- Self-employed

- Apprenticeship/training/student
- Retired
- Unemployed
- Prefer not to say

Q41. Please tell me which one of the following options best described the kind of work the Chief Income Earner in your household does, or did before retirement?

[[single, required]]

- Higher managerial, administrative or professional occupation (e.g., Chief Executive Officer, senior manager in large organisation)
- Intermediate managerial, administrative or professional occupation (e.g., university lecturer, teacher, midwife, senior nurse, middle management executives in large organisation, account director/manager)
- Supervisory, clerical and junior managerial, administrative, professional occupation (e.g., nurse, account executive, administrative assistant, student nurse/teacher, student living away from home)
- Skilled manual occupation (e.g., nursing carer, bus driver, tradesperson)
- Semi-skilled / unskilled manual occupation (e.g., apprentice, trainee)
- Casual worker, unemployed with state benefits
- Don't know/ not sure
- Prefer not to say

Q42. SHOW SCREEN [[instruction]].

What is your ethnic group? [[single, required]]

- African, Scottish African or British African
- Arab, Arab Scottish or Arab British
- Asian, Scottish Asian or British Asian
- Caribbean or Black, Caribbean Scottish or Caribbean British
- Mixed or multiple ethnic groups (please describe below)
- White Scottish, White Irish, White Gypsy/Traveller, White British
- Other (please describe below)
- Prefer not to say
- Don't know

Q43. SHOW SCREEN [[instruction]]

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? [[multi, required]]

- Yes – a physical health condition
- Yes – a mental health condition
- No [[exclusive]]
- Don't know [[exclusive]]
- Prefer not to say [[exclusive]]

Q44. Do you have any caring responsibilities? **[[single, required]]**

For this question please consider a carer to be anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support **[[info]]**

- Yes
- No
- Don't know
- Prefer not to say

**ASK THOSE FROM ENGLAND, WALES, SCOTLAND OR NORTHERN IRELAND**

Q45. What is your postcode? **[[text, required]]**

**INTERVIEWER NOTE: REASSURE IF NECESSARY THIS WILL BE USED FOR ANALYSIS ONLY, IT WILL NOT BE USED TO IDENTIFY INDIVIDUALS**

---

Don't know

Prefer not to say

**ASK IF Q6=1 (LIVE IN SCOTLAND AND POSTCODE = REFUSED)**

Q7. In which local authority in Scotland do you live? **[[Drop down search]]**

**[[single, required]]**

- Aberdeen City
- Aberdeenshire
- Angus
- Argyll and Bute
- Clackmannanshire
- Comhairle nan Eilean Siar
- Dumfries and Galloway
- Dundee City
- East Ayrshire
- East Dunbartonshire
- East Lothian
- East Renfrewshire
- Edinburgh City
- Falkirk
- Fife
- Glasgow City
- Inverclyde
- Midlothian
- North Ayrshire
- North Lanarkshire
- Orkney Islands
- Perth and Kinross
- Renfrewshire
- Scottish Borders
- Shetland Islands

- South Ayrshire
- South Lanarkshire
- Stirling
- The Highlands
- The Moray
- West Dunbartonshire
- West Lothian

**ASK IF Q6=2 (LIVE IN ENGLAND AND POSTCODE = REFUSED)**

Q8. Where in England do you live? **[[single, required]]**

- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Other (specify) **[[other]]**

**RESIDENTS ONLY:**

CNPA would like to hear from residents about what they think about living in the park, by establishing a resident consultation panel. Is this something you'd be interested in learning more about?

By opting into this, you are consenting to us contacting you by email in the future to ask you to join the panel.

- Yes **[[Take email]]**
- No **[[continue]]**

**VISITORS ONLY:**

Would you be interested in taking part in any further research for Cairngorms National Park Authority? By opting into this, you are consenting to us contacting you by email in the future to ask invite you to future research opportunities. This could include opportunities to complete online surveys, or participate in interviews or focus groups either online or in person.

- Yes **[[Take email]]**
- No **[[continue]]**

## GDPR OUTRO

As part of our quality control procedures we aim to re-contact 20% of respondents to confirm their satisfaction with the interview and that details were recorded correctly. Could we please use your email address or telephone number for these purposes?

Name: \_\_\_\_\_ **[[text]]**

Telephone number: \_\_\_\_\_ **[[text]]**

Email address: \_\_\_\_\_ **[[text]]**

Thank you for taking part in this research survey.

You have the right to access the information you have provided in this survey, and to withdraw consent to process this information after taking part. We will only hold your personal details, if you have provided them for a limited time, usually a month after the end of the project. If you have provided your personal details and later decide you want to withdraw consent, here is the information you need in order to let us know. [\[\[info\]\]](#)  
[HAND OUT LEAFLET] [\[\[Instruction\]\]](#).

I can give you contact details for M·E·L Research and/or the National Park if you would like.

***Thank and close***