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Market Research Results
for
East Devon AONB
4th June 2018

Research Methodology

- Face to face field interviews with 400 respondents conducted in 4 key locations

- ❖ Budleigh Salterton

- ❖ Colyton

- ❖ Honiton

- ❖ Sidmouth

- Interviews were conducted with respondents aged 16 and over
- Interviews were conducted between April 10th and May 23rd 2018

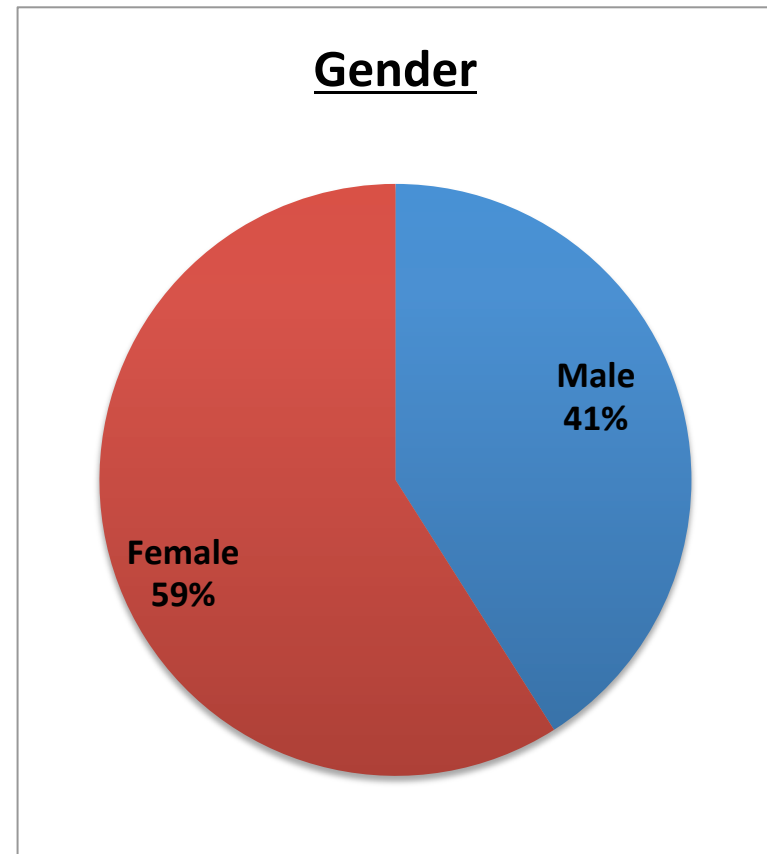
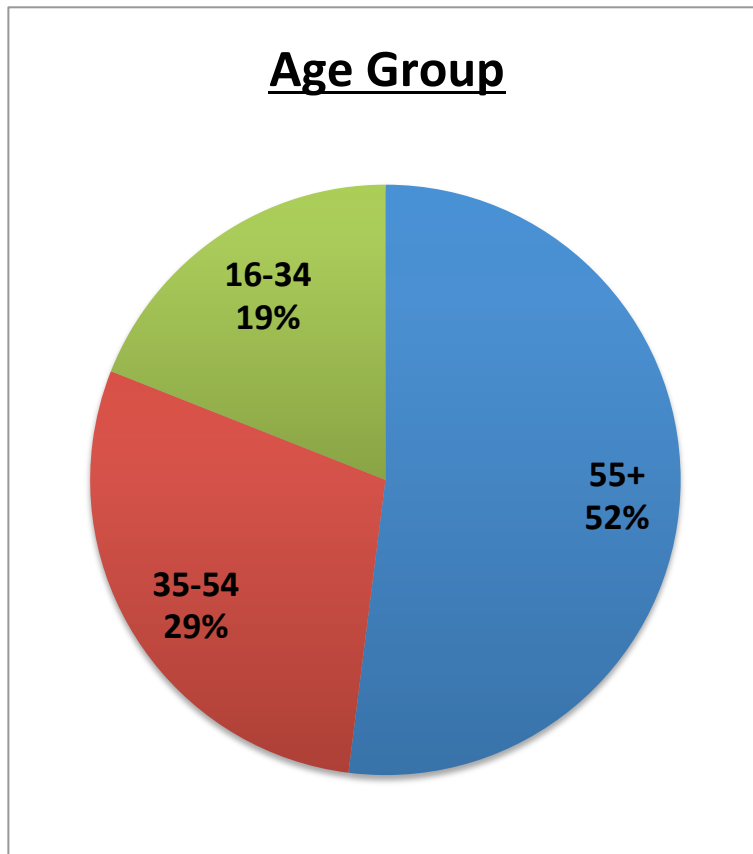
Research Aims and Objectives

- To gauge unprompted awareness of the term Area of Outstanding Natural Beauty (AONB)
- To measure unprompted awareness of any projects being undertaken by the East Devon AONB and to seek public opinion as to which villages are already AONB
 - To understand what support and actions the public understand are involved when classifying an area as an AONB
- To assess, from a prompted list, perceived benefits and problems for those areas classified as AONB, and whether East Devon AONB is a positive or negative thing

Classification

A quota sample was set to represent the population of Devon and consistency with the previous surveys. Therefore there is a bias towards those aged over 55 and females.

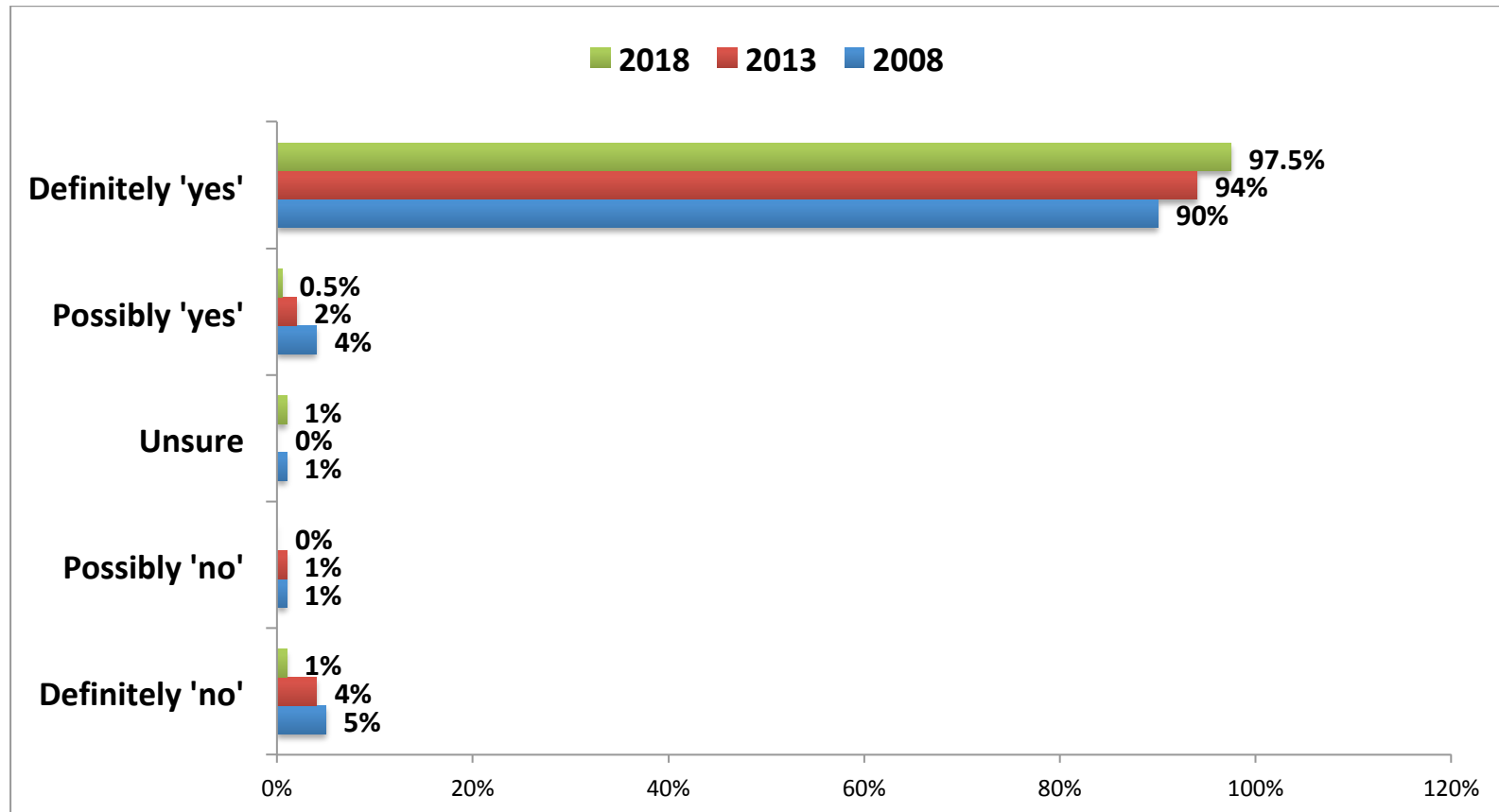
Sample Size = 400



Awareness of AONB

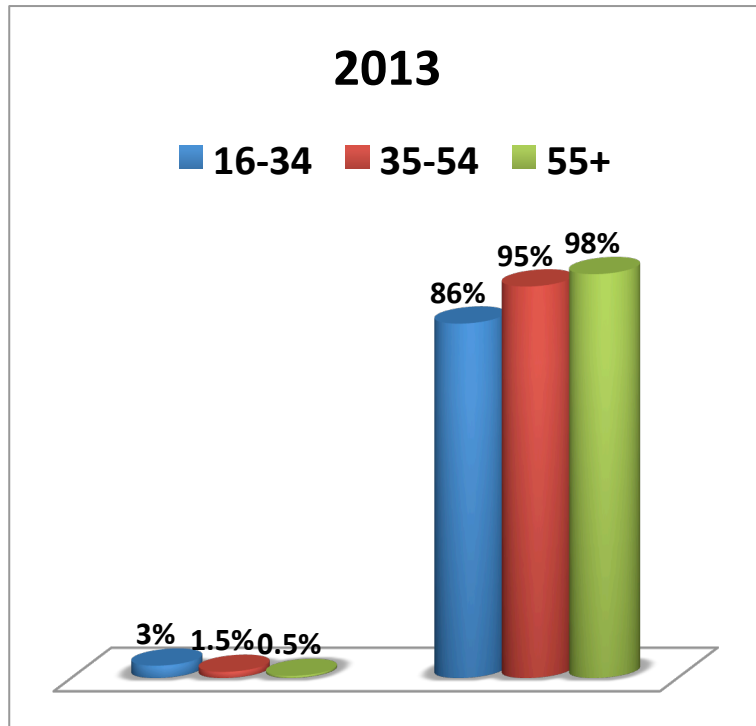
Have You Heard of the Term AONB?

Awareness of the term 'AONB' shows an improvement since 2008 with 97.5% being definitely aware of the term



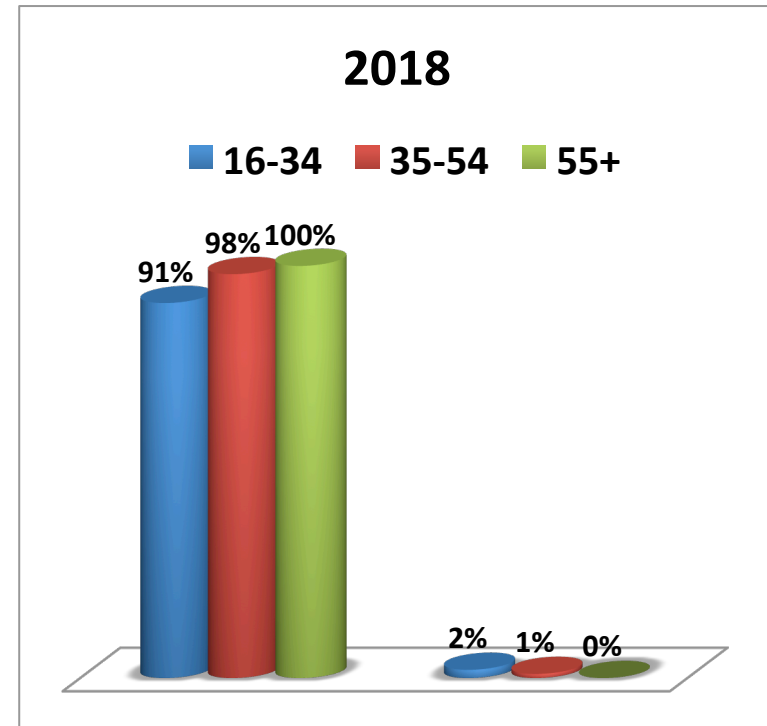
Have You Heard of the Term AONB?

by age



Possibly 'yes'

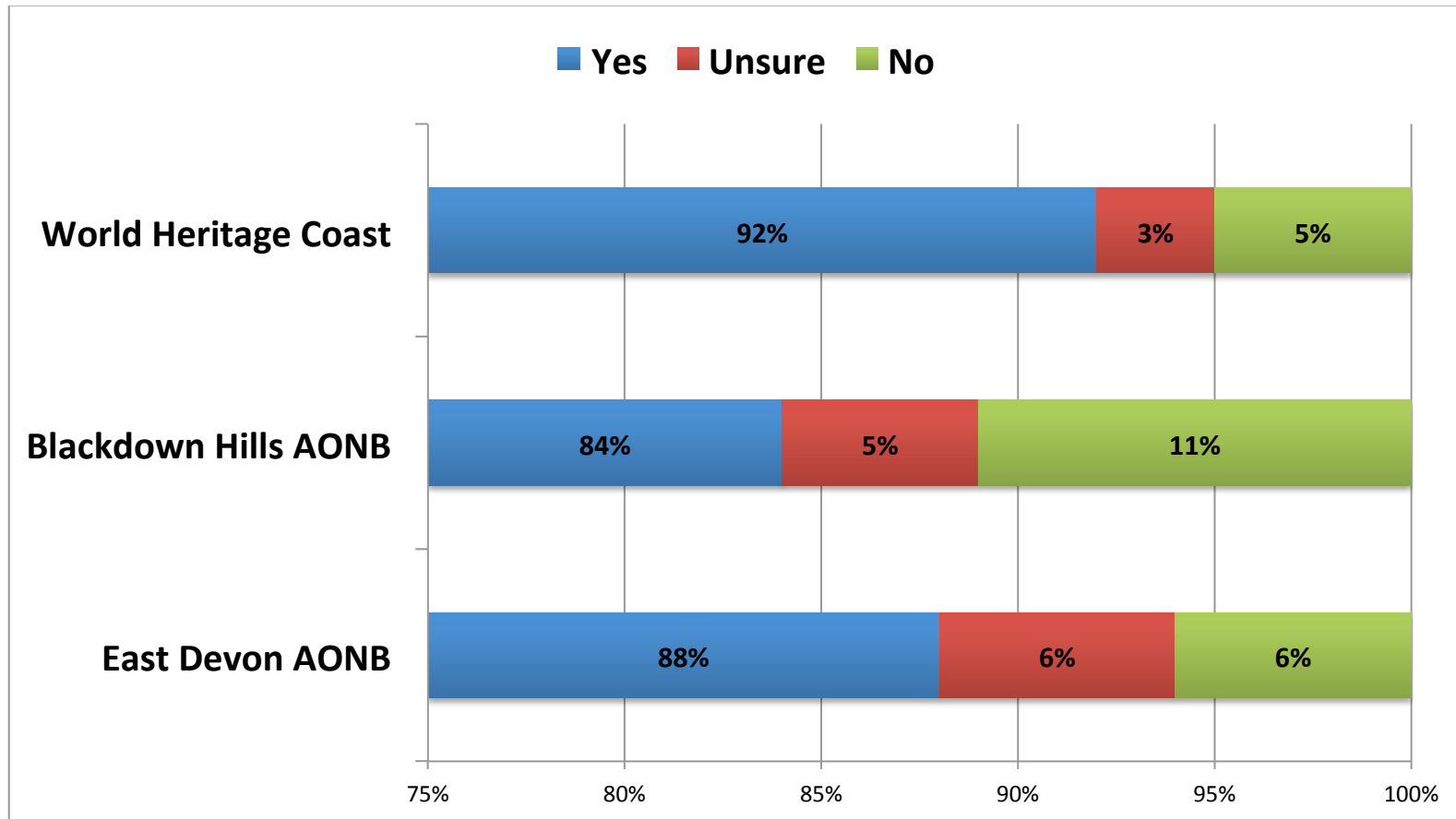
Definitely 'yes'



Definitely 'yes'

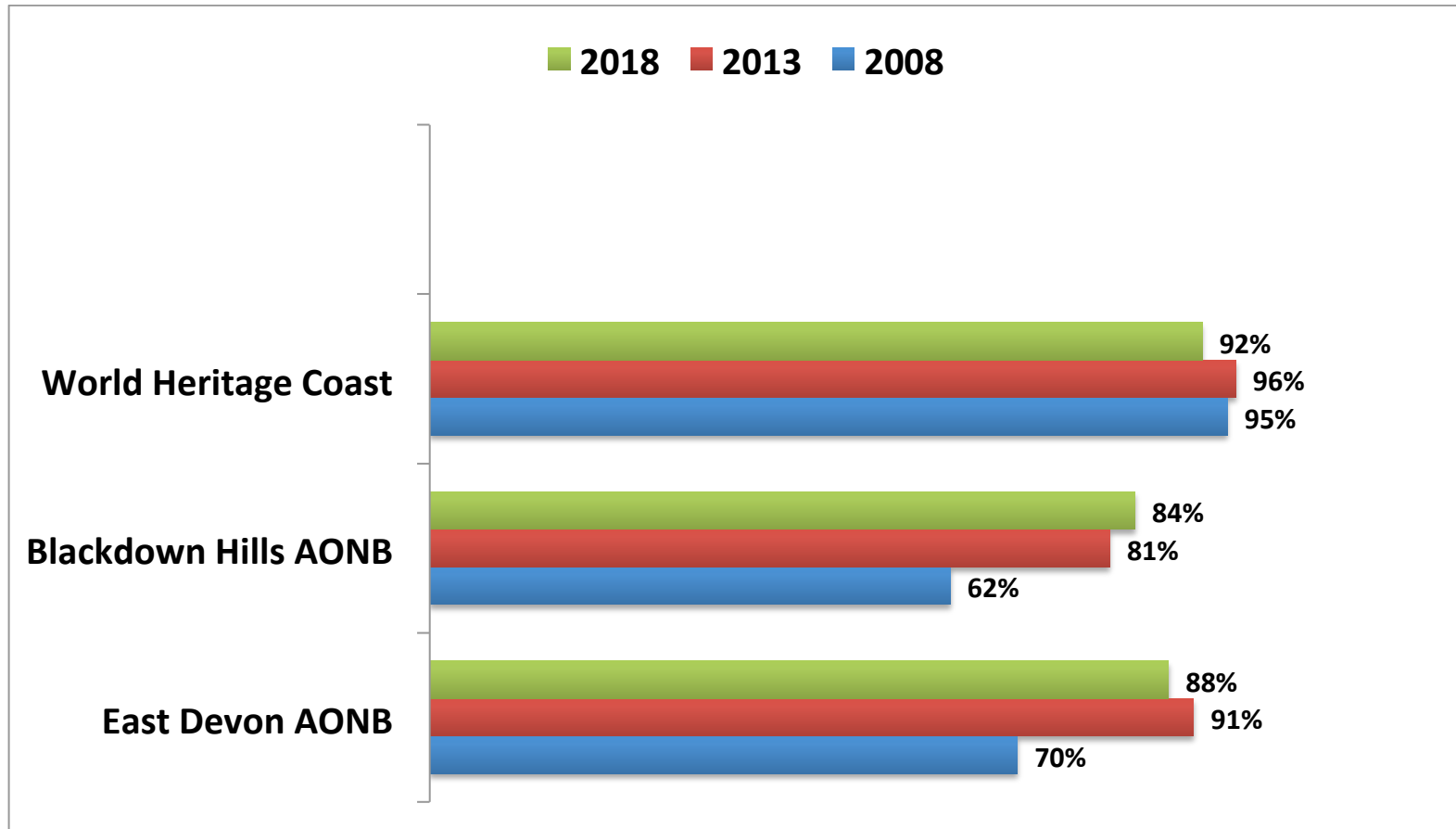
Possibly 'yes'

Have You Heard of the following?



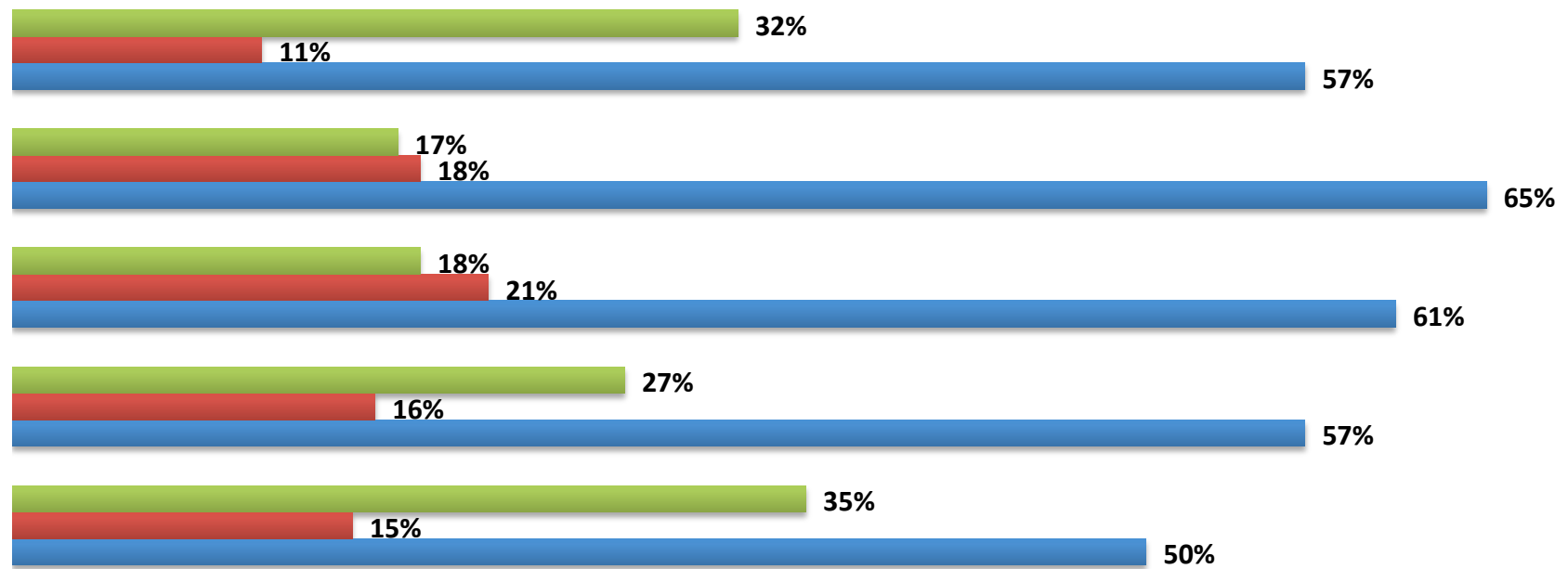
Have You Heard of the following?

% yes by year



Do You Recognise, or Can You Identify these Logos?

■ Yes ■ Unsure ■ No



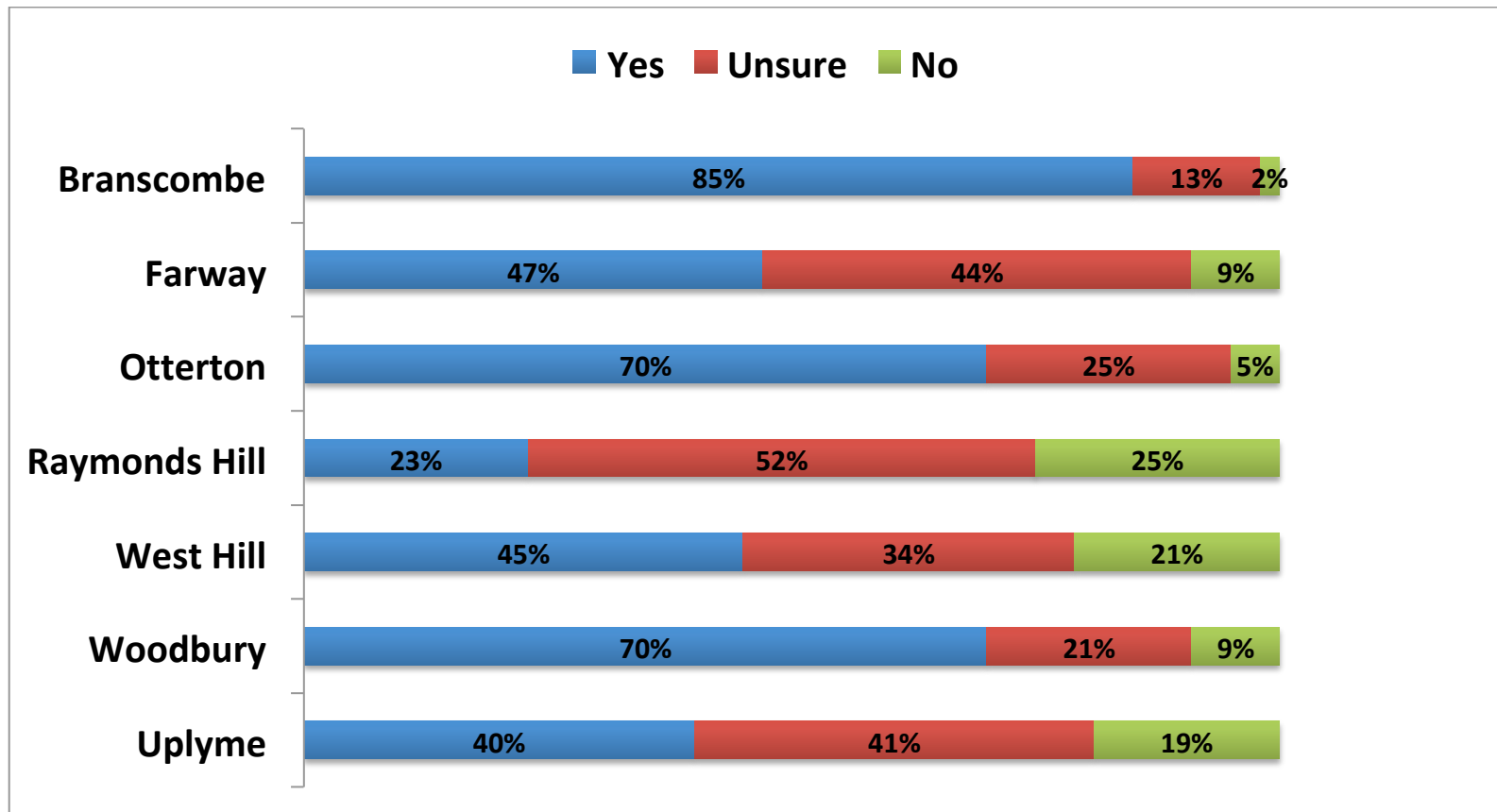
Identification of Logos?

Breakdown of 'yes' responses to 'whose is it or where have you seen it?'

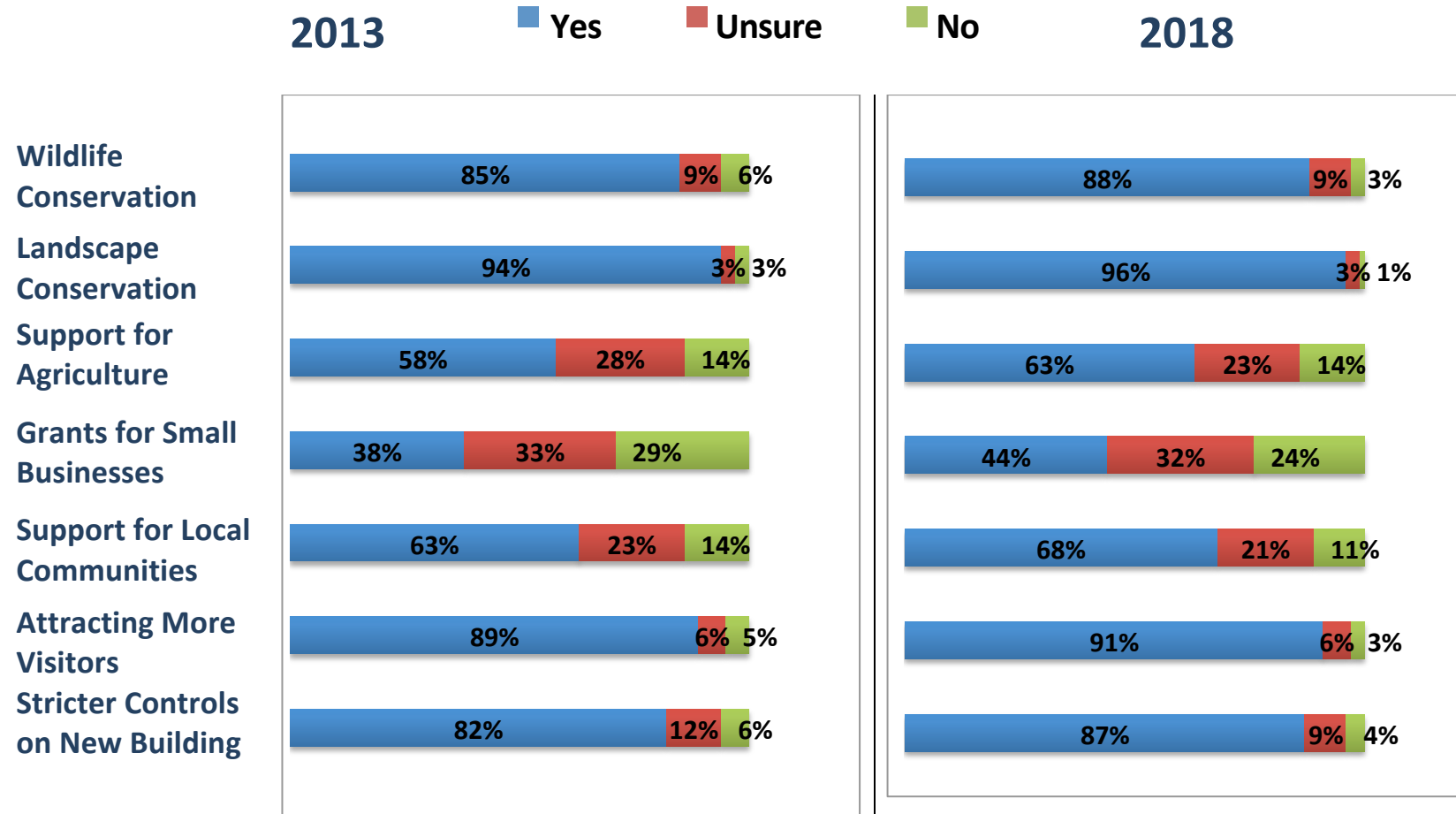


		Identification of Logo as:									
		EDDC	84	EA	21	DCC	27	AONB	51	DWT	79
		Where Seen									
Signs	27	Signs	8	Vehicles	9	Road Signs	32	Signs	13		
Vehicles	16	Wetlands	3	Signs	7	East Devon Way	2	Leaflets	6		
Letters	6	Leaflets	2	Online	6	East Devon ?	2	Letters	3		
Website	5	Letters	2	Letters	5	Leaflets	1	Badger Trust	3		
Adverts	2	Green Tourism	1	Road Signs	3	Adverts	1	Wildlife Protection	2		
Bus Stops	2	Online	1	Leaflets	3	Online	1	Exeter Races	2		
Planning App	2	Forest	1	Adverts	3	Shows	1	Hembury Fort	2		
Brochures	1			Exeter Races	2	Birds	1	Adverts	1		
Parking Signs	1			Footpaths	1	Footpaths	1	Online	1		
Public Places	1			Shows	1	Wetlands	1	Shows	1		
Shows	1			Bus Route	1			RSPCA	1		
Footpaths	1			Badges	1			Nature	1		
Badges (Taxi)	1							Badger Crossing	1		
								On Common	1		
								Wetlands	1		

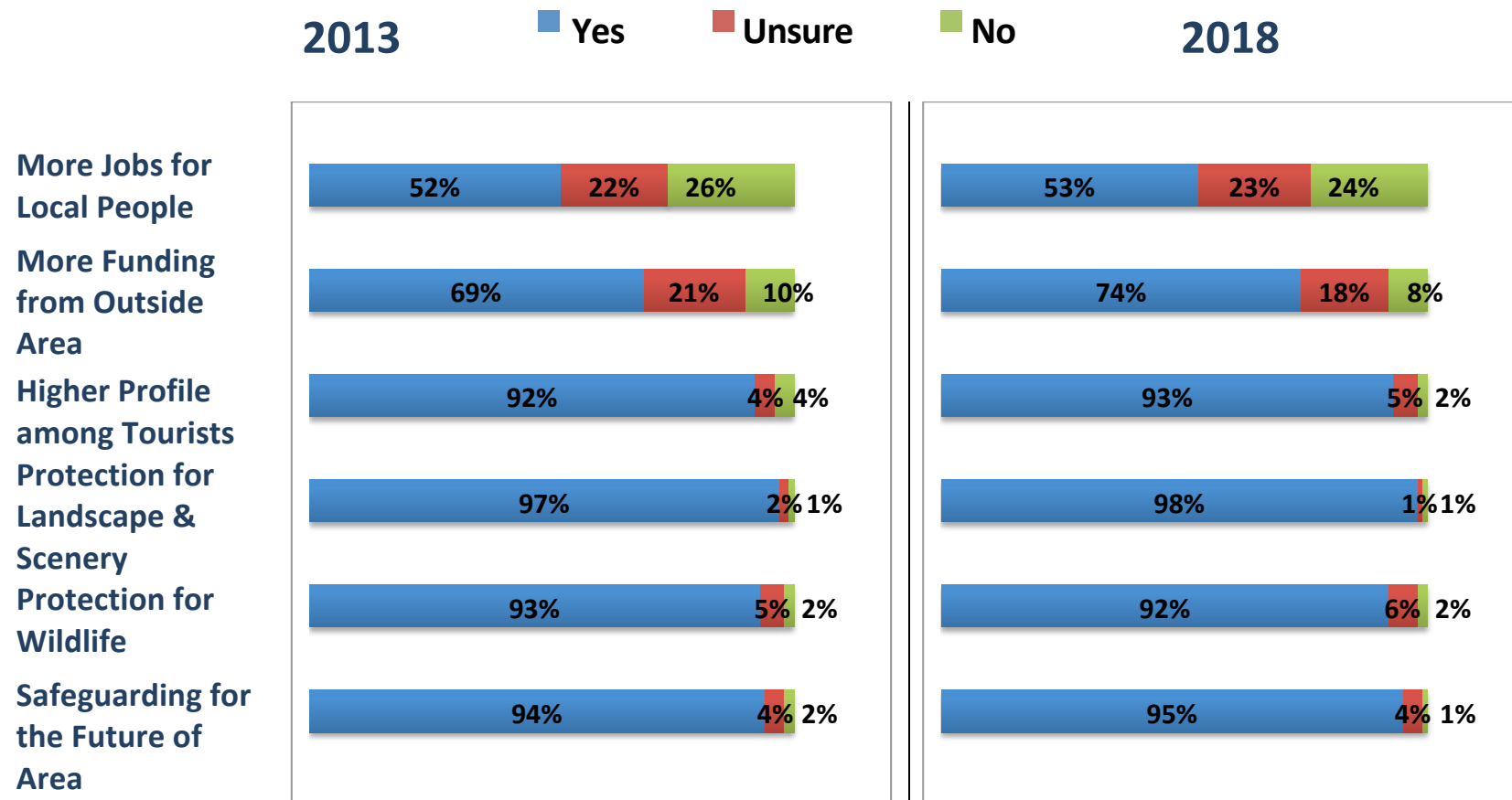
Are any of the following villages in East Devon AONB?



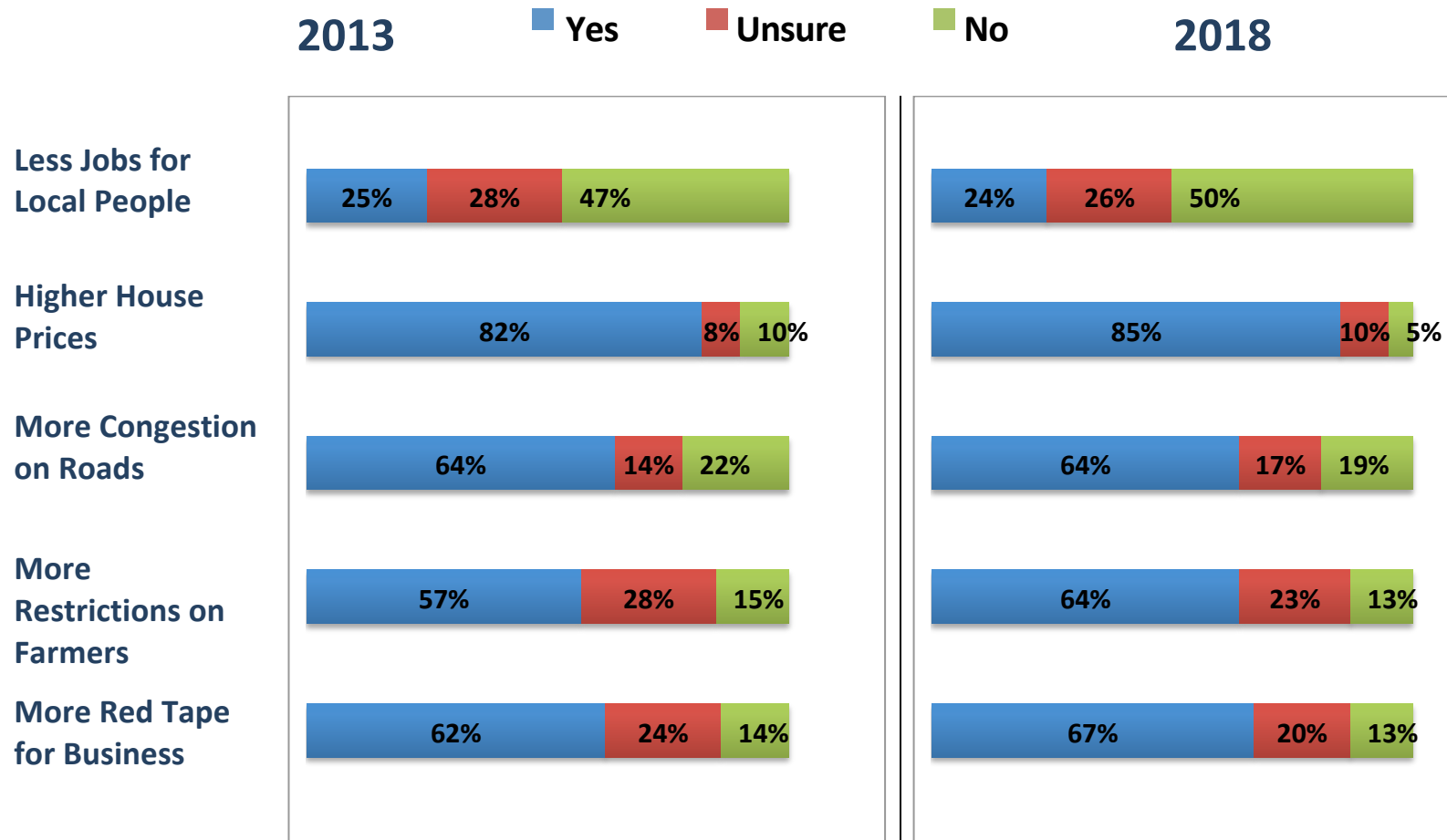
Do you think classifying an area as an AONB involves?



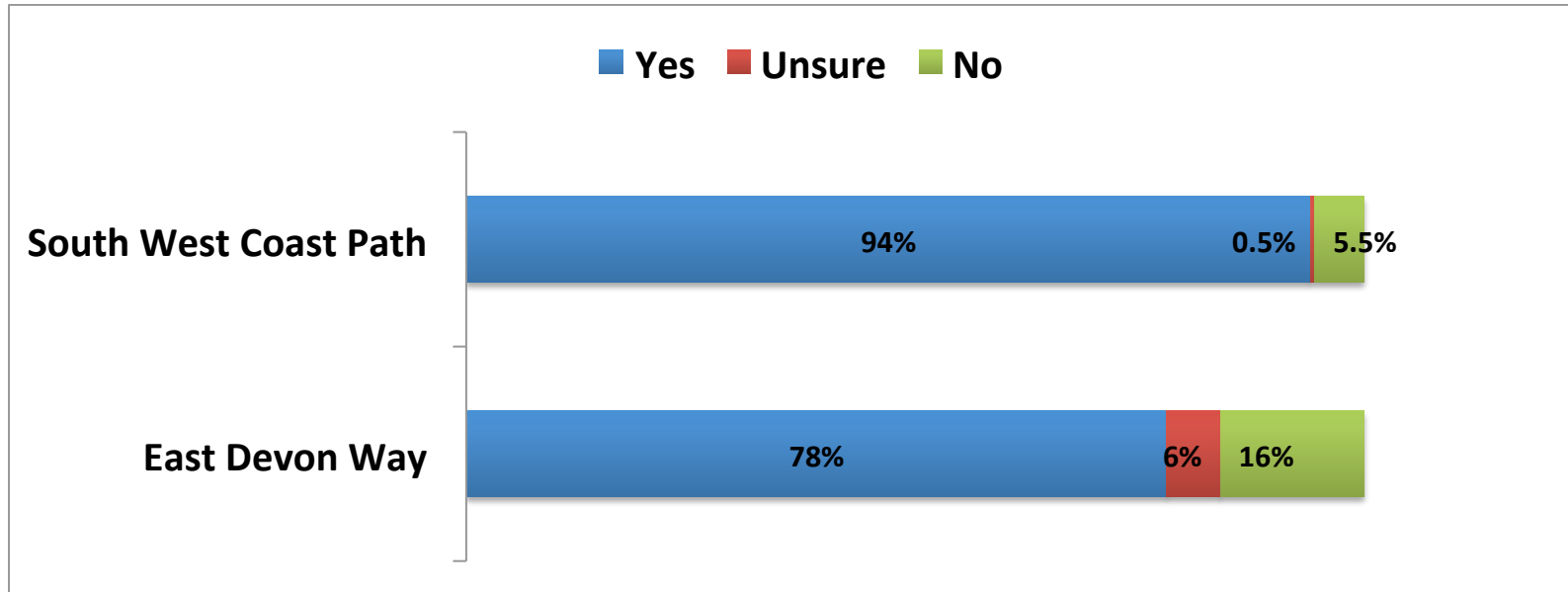
Benefits that might result for an area classified as an AONB?



Problems that might result for an area classified as an AONB?



Are you aware of the following?



Are you aware of any other footpaths in the South West?

These are the actual responses and number of times each was mentioned.

Footpath	Mentions	Footpath	Mentions	Footpath	Mentions
Tarka Trail	34	McMillan Way	2	Exmouth Estuary	1
Two Moors Way	16	Orcombe	2	Foye Way	1
River Otter	9	Plymbridge	2	Granite Way	1
Jurassic Coast Path	7	Ridgeway	2	Hartland Way	1
Camel Trail	6	South Devon Coast	2	His Majestys Way	1
Heritage Trail	5	Stoplyme Way	2	Mollyx	1
Coleridge Way	4	Undercliff	2	Monmouth Trail	1
Pilgrims Way	4	Wessex Way	2	National Trust	1
Saints Way	4	Blackbury Hill	1	Otterhead	1
Dartmoor	3	Blackdown Hills	1	Plymouth to Lynmouth	1
Monarchs Way	3	Brid Valley	1	Quantocks	1
Two Coast Walk	3	Coly River	1	Seaton Golf Course	1
Bridleways	2	Cotleigh	1	Templar Way	1
Byers Walk	2	Cotswolds Walk	1	The Landslip	1
Devon Heartland	2	Cullompton	1	Two Castles Way	1
Grand Union Canal	2	Drovers	1	Uffculme-Culmstock	1
John Hudson Way	2	Exe Valley Way	1	Wetlands	1
		Exmoor	1		

Are you aware of any particular wildlife associated with East Devon?

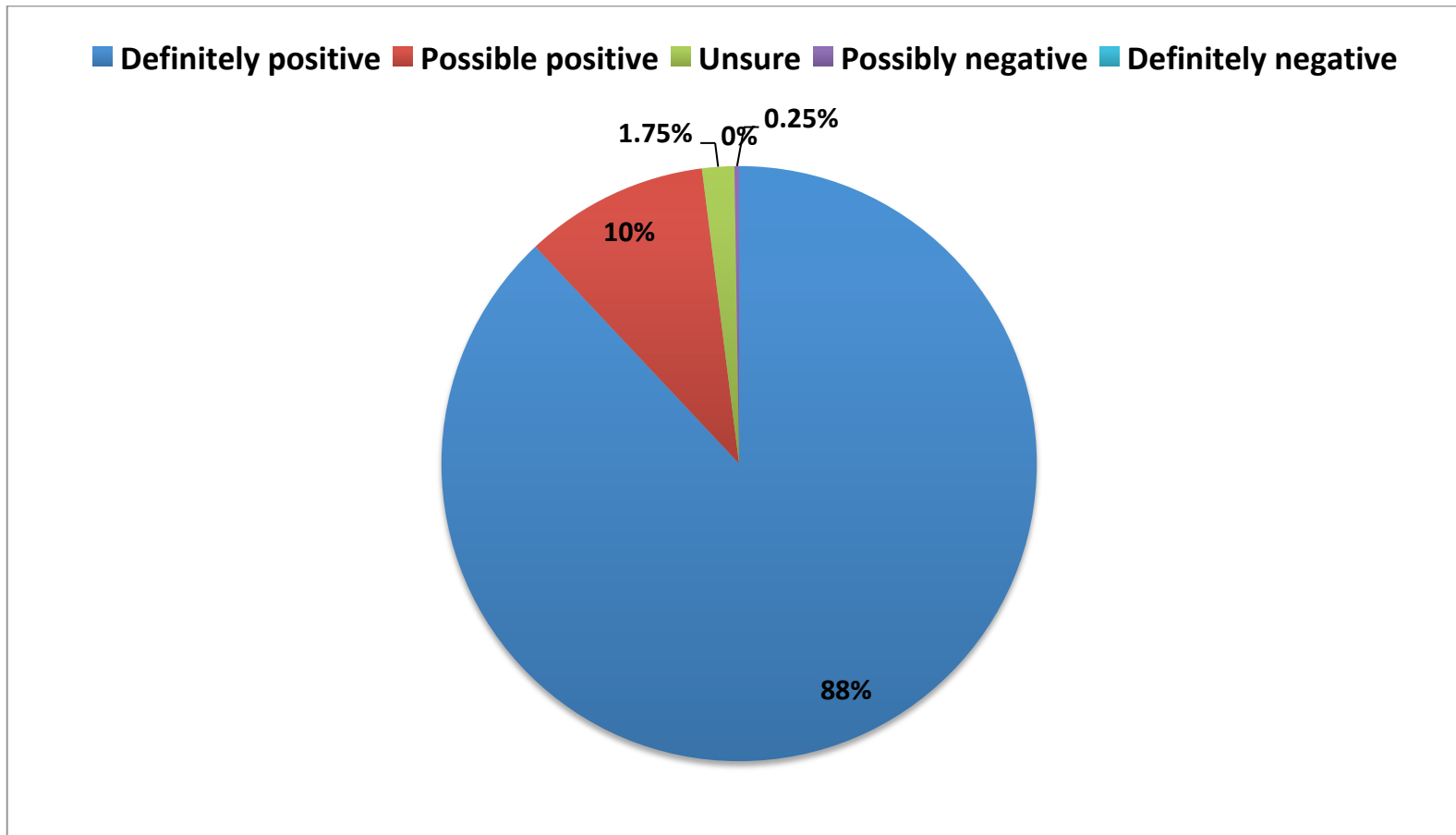
A wide variety of wildlife was mentioned – here they are arranged in order of popularity

Species	Mentions	Species	Mentions	Species	Mentions
Otters	162	Water Voles	5	Osprey	2
Badgers	124	Adders	5	Ravens	2
Beavers	117	Kestrels	5	Skylark	2
Deer	83	Peregrine Falcon	5	Woodpeckers	2
Birds (general)	51	Mink	3	Wild Cats	1
Foxes	50	Avocets	3	Boar	1
Wetland Birds	23	Buntings	3	Stags	1
Buzzards	22	Canada Geese	3	Moles	1
Rabbits	20	Ducks	3	Basking Sharks	1
Bats	16	Wolves	2	Minke Whales	1
Seagulls	16	Ponies	2	Lizards	1
Squirrels	15	Seals	2	Glow Worms	1
Hedgehogs	11	Dolphins	2	Cranes	1
Dartford Warbler	9	Newts	2	Hawfinch	1
Kingfisher	9	Brown Trout	2	Herring Gull	1
Butterfly	8	Caspain Gull	2	Heron	1
Nightjar	8	Cormorant	2	Lapwings	1
Kite	8	Dippers	2	Puffins	1
Dormice	7	Egret	2	Sparrowhawks	1
Barn Owls	6	Game Birds	2	Swans	1
Pheasants	6	Meadow Pippits	2	Wildfowl	1

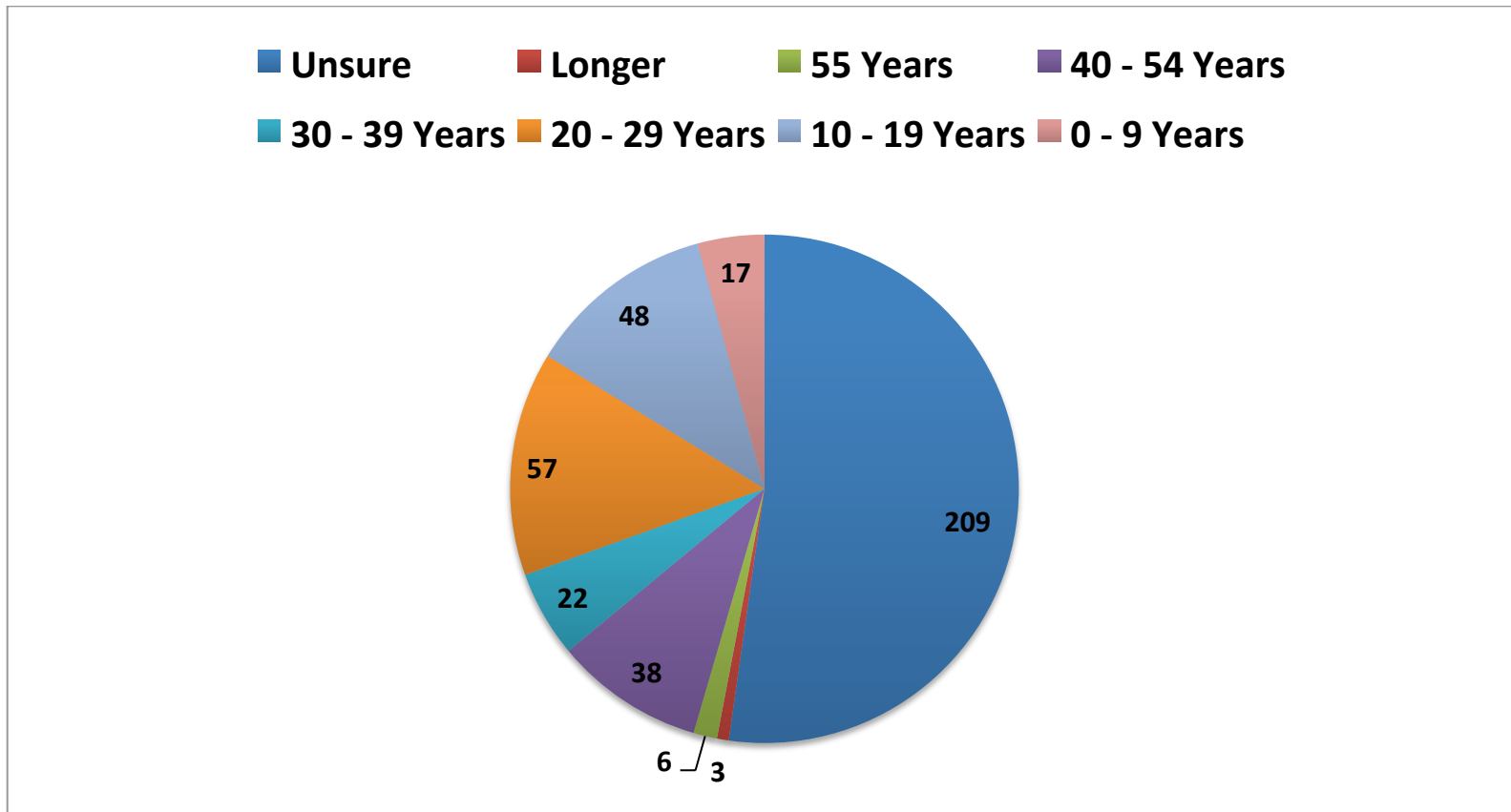
Do you have a favourite place in East Devon?

Where	Number	Where	Number	Where	Number	Where	Number
Sidmouth	73	Budleigh Beach	2	Beer to Branscombe	1	Knightshayes	1
All	63	Coastal Paths	2	Bicton Park	1	Luppitt	1
Budleigh Salterton	36	East Hill Strips	2	Branscombe Valley	1	Lympstone	1
Colyton	32	Escot	2	Burrow Farm Gardens	1	Musbury	1
Branscombe	25	Exe Estuary	2	Castle Hill	1	Muttersmoor	1
Beer	13	Hembury Fort Hill	2	Colaton Raleigh	1	Offwell Brook	1
Otterton	12	Holyford Woods	2	Colyford	1	Otterhead	1
Coast	11	Offwell Woods	2	Colyford Marshes	1	Otterton Coast	1
River Otter Walk	9	Otter Valley	2	Combe Raleigh Woods	1	Otterton Mill	1
Blackbury Camp	7	Salcombe Regis	2	Commons	1	River Coly	1
Seaton	6	Seaton Hole	2	Cotleigh	1	Roundball Cover	1
Honiton	5	Seaton Wetlands	2	Countryside	1	Salcombe Hill	1
East Budleigh	4	Sidford	2	Dartmoor	1	Seaton Beach	1
Topsham	4	The Byes	2	Duncombe Farm	1	Sidbury	1
Exmouth	3	The Landslip	2	Exeter Quay	1	Sidmouth Coast	1
Weston	3	Upottery	2	Farway	1	Southleigh	1
Woodbury Common	3	Axminster	1	Gittisham Vale	1	Undercliffs	1
Blackbury Camp	2	Axmouth Harbour	1	Hartford	1	Uplyme to M5	1
Axe Valley	2	Beacon Hill Northleigh	1	Home in AONB	1	Weston Gap	1
Axmouth Estuary	2	Beer Head	1	Honiton Charity Shop	1	Weston Mouth Beach	1
Blackdown Hills	2	Beer Hill	1	Jurassic Coast	1	Whitford	1

Overall do you think that having East Devon AONB is positive or negative?



How long do you think East Devon AONB has been in existence?



Summary

- Awareness of the term AONB has increased significantly since 2008.
- There has been a slight reduction in awareness amongst people aged 16-34.
 - There has been a slight increase in the awareness of East Devon AONB.
 - There appears to be a slightly better understanding of AONBs
- Visual recognition of the various logos was highest among people aged 16-34.
- A higher proportion of people thought that having an East Devon AONB was positive.