APPENDIX 2 LAYOUT OF THE LANDSCAPE QUALITY SURVEY

Introduction Page

LAKE DISTRICT LANDSCAPE QUALITY SURVEY

The Lake District is one of Britain’s most beautiful areas and is visited and enjoyed by millions of people annually. Its lovely landscapes are the key to its popularity.

With the support of the Lake District National Park Authority, I am carrying out a survey to measure and map the landscape quality of the Lake District National Park. Landscape quality is the aesthetic value of the scenery.

The results will inform and assist the Authority, councils, land owners and other bodies in their planning, management and promotion of the region.

The survey contains 145 scenes from across the area. Some scenes are shown more than once but without certain features such as stone walls or water so as to determine their influence on scenic quality. The order of the scenes is randomised.

No qualifications or experience are required but participants should be 18 years or older.

At the end you are given the opportunity to comment and to ask for a summary of the survey's results.

For queries please contact Dr Andrew Lothian: lothian.andrew@gmail.com

Page 2 Instructions

INSTRUCTIONS

How it works

• You will be shown a photograph of a scene and asked to rate its scenic attractiveness – i.e. how much you like it.
• The ratings are on a scale of 1 to 10 with 1 being very low and 10 being very high
• Just click the appropriate number to register your rating for each scene
• Click on the Next button to move on.
• You can go back and edit your ratings.
• You can also leave the survey and return and re-log in.

How long will it take?

• The survey has a total of 145 scenes. How long it takes will depend on how much time you spend rating each scene but it can be completed in less than 15 minutes.
• There is no time limit to rate each scene.
• Please rate all scenes as this will provide a greater statistical weight to the survey
• None of the scenes for rating is repeated but some features are removed or modified in duplicated scenes.

Hints

• Use the entire rating scale, don't just sit in the middle around 5
• Judge each scene on its merits
• Trust your initial instinct - don't think too much about your response
• Try to ensure you have no distractions (phone, callers, etc) before you start the survey
• If you feel tired or get interrupted during the survey, take a break, the survey will wait until you return.

Page 3 Demographics

DEMOGRAPHICS - About you

This information will be used to assess how representative the survey participants are compared with the UK population.

Q 1. Age
☐ 18 - 24
☐ 25 - 44
☐ 45 - 64
☐ 65 +

Q 2. Gender
☐ Female
☐ Male

Q 3. Education - Highest qualification
☐ No qualification
☐ GCSE, A level or Diploma (Levels 1 – 3)
☐ Certificate, diploma, foundation degree (Levels 4 & 5)
☐ Bachelor degree (Level 6)
☐ Higher Degree - Masters, PHD (Levels 7 & 8)

Other (please specify)

Q 4. Birthplace
☐ Within the UK
☐ Europe
☐ Other countries
If other, which country?

Q 5. Postcode

If UK resident enter the first two letters of your postcode.
Q 6. How familiar are you with the Lake District?

- ☐ Never visited
- ☐ Visited but not familiar
- ☐ Somewhat familiar
- ☐ Very familiar
- ☐ Extremely familiar

Comment

Q 7. Do you live in or near the Lake District National Park?

- ☐ Yes
- ☐ No

Comment
Pages 4, 5, 6, and 7 were example scenes, selected to cover the range of landscape quality in the survey. These scenes help to cue the participant’s mind to rating the scenes.

Example scene
Scene for rating

Each of the rating numbers had a circle underneath on which to click the rating.

At the end of the survey scenes was the following:

Thank you for participating in the survey.
No scene was repeated but in some scenes certain features were modified or removed in duplicates.
Features such as powerlines and roads were included to assess their effects on landscape quality.
Plains were included to extend the range of ratings.
The website: www.scenicsolutions.com.au has information on measuring and mapping landscape quality.
Please contact Dr Andrew Lothian with any queries: lothian.andrew@gmail.com

Please write any comments about the Lake District or the survey in the box below.
The final page covered feedback

If you would like to receive a summary of the results of this survey, please enter your email address below. Allow some months before you receive this.
Press EXIT SURVEY when finished.