

Fieldwork in the Broads

Aim: What age group does the Broads currently appeal to most?

Why are we asking this question? The Broads has traditionally been popular with older people due to its slower pace of life and the wide range of quiet, relaxed activities which can be enjoyed there. Is this still the case? Is there a higher proportion of older people in the area than youngsters? By attempting to measure the approximate ages of people in Broads we aimed to find out.

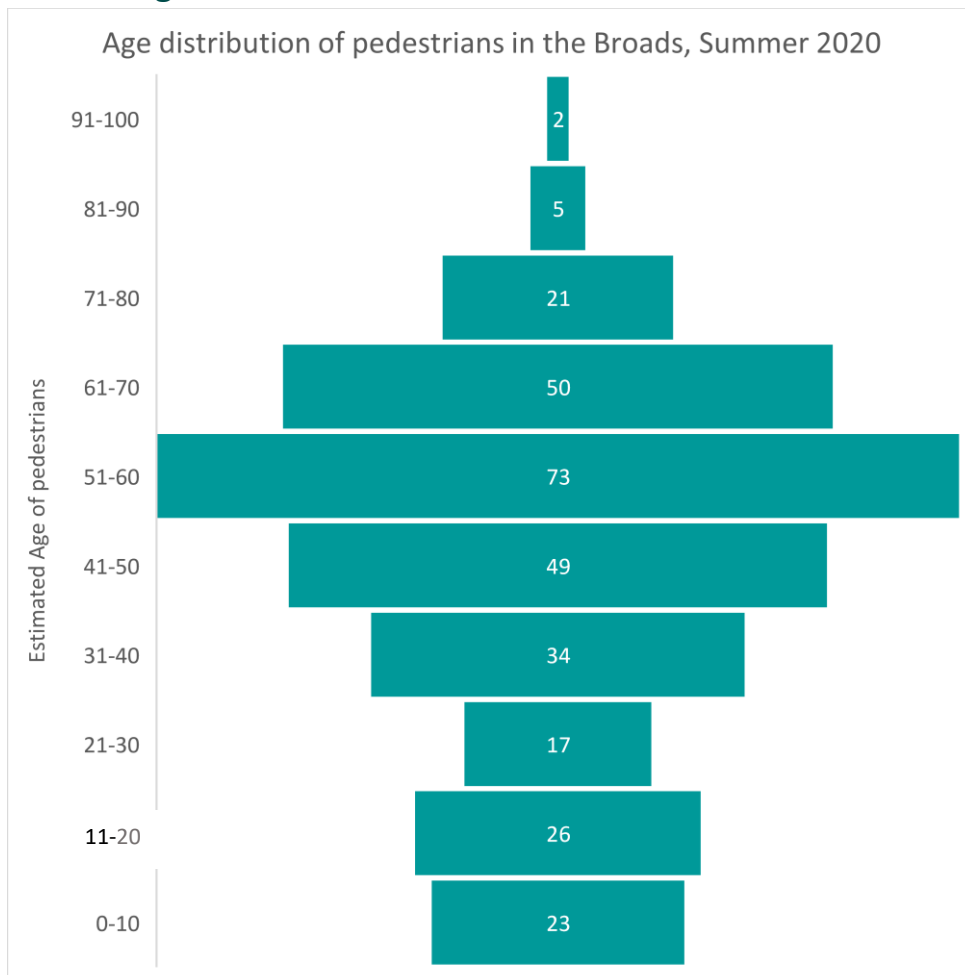
Our fieldwork:

Method of data collection	Methodology (have we gathered our data):
Age survey	We visited 5 different areas in the Broads on 3 separate days, including a bank holiday, a Saturday and a mid-week day. On each occasion, we completed an age survey of 20 pedestrians at each site, therefore gathering 100 results each day and 300 in total. We combined our results from all 3 days together. We tried to discretely estimate people's age within categories of 10 years as they walked past a chosen spot, rather than asking them directly as we didn't consider this to be appropriate!

Our results:

0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
23	26	17	34	49	73	50	21	5	2

Presenting our data:



Interpreting this data:

Which age group is the Broads most popular with?

What do the results for the age groups between 0–30 year olds suggest about the Broads currently?

Based on the results here, should the Broads Authority consider ways to make the area more appealing for younger people?

Yes / No

Fieldwork in the Broads

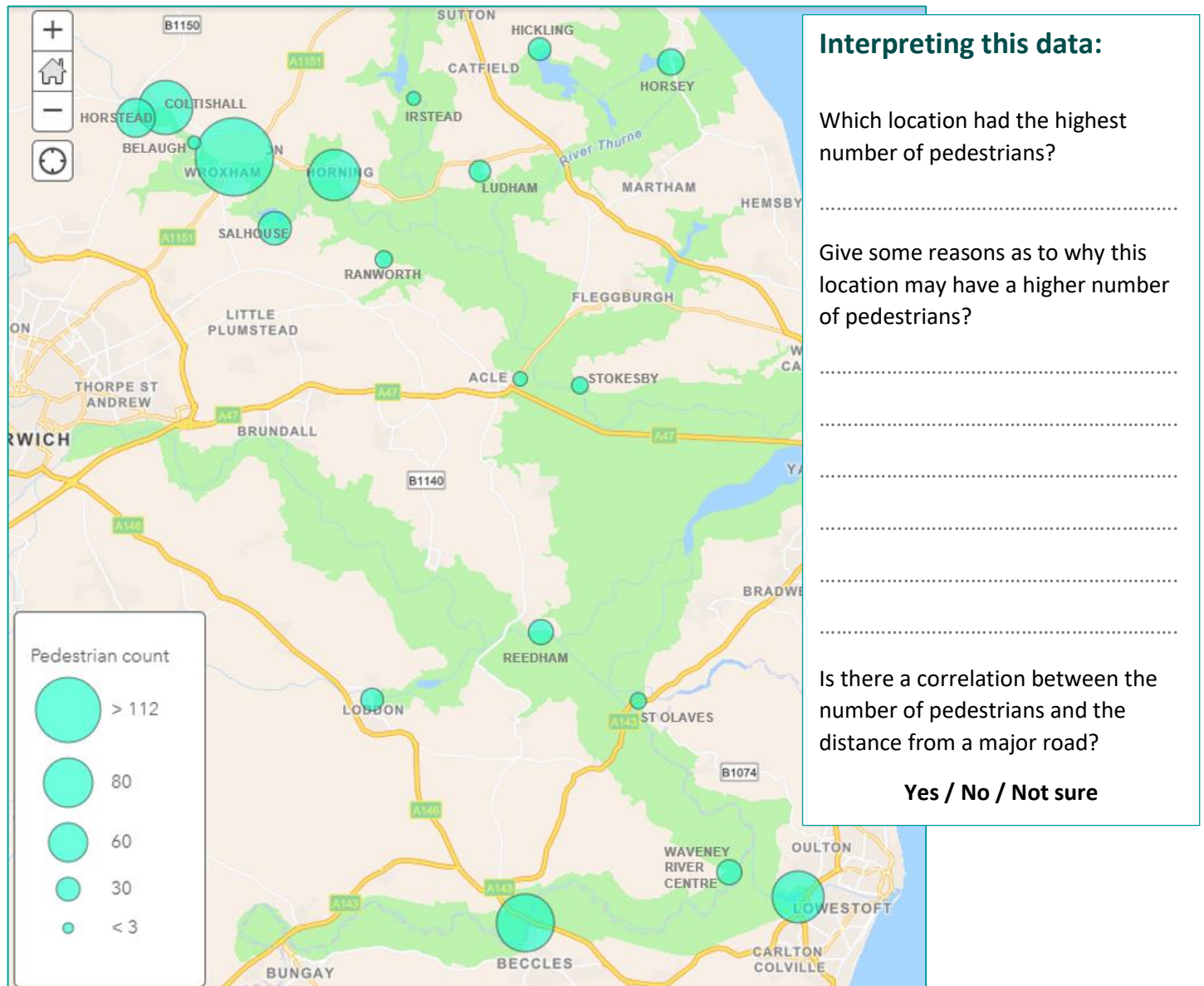
Aim: Which are the busiest locations within the Broads?

Why are we asking this question? There are particular parts of the Broads which are more developed, have more attractions and have more capacity to cope with higher numbers of people. However, there are other areas which are less visited, by completing a pedestrian survey across a range of locations within the Broads it is possible to establish which are the most popular and busiest parts of the park.

Our fieldwork:

Method of data collection	Methodology (have we gathered our data):
Pedestrian count	We visited 20 different locations within the Broads over a weekend. Each location was near to the water was a space open to the public such as a park, high street or riverside walkway. At each location we completed 3 separate counts, all lasting 5 minutes and at 5-minute intervals between each survey. We later added these results to give a total for each site. We recorded people walking or running only. We didn't count people cycling, in vehicles or on the water itself.

Our results:



Fieldwork in the Broads

Aim: Where have tourist visitors in the Broads travelled from?

Why are we asking this question? As a national park the Broads is recognised as a national asset which is worth protecting and conserving. The Broads Authority who manage the park benefit from funding provided by the UK government. However, does the park mainly attract local tourists or do they come from a wider area across the country?

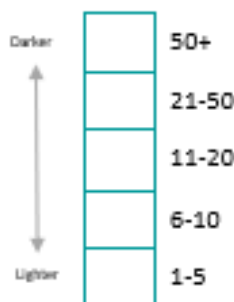
Our fieldwork:

Method of data collection	Methodology (have we gathered our data):
Questionnaire	In 19 different locations across the Broads we surveyed 200 pedestrians at random. Firstly, we asked the question 'Do you live within the national park?'. If the answer was no, we then asked the second question: 'Please tell me the county in which you normally live?'. Later we were able to collate this information, making a tally of the numbers of visitors who had come from each county.

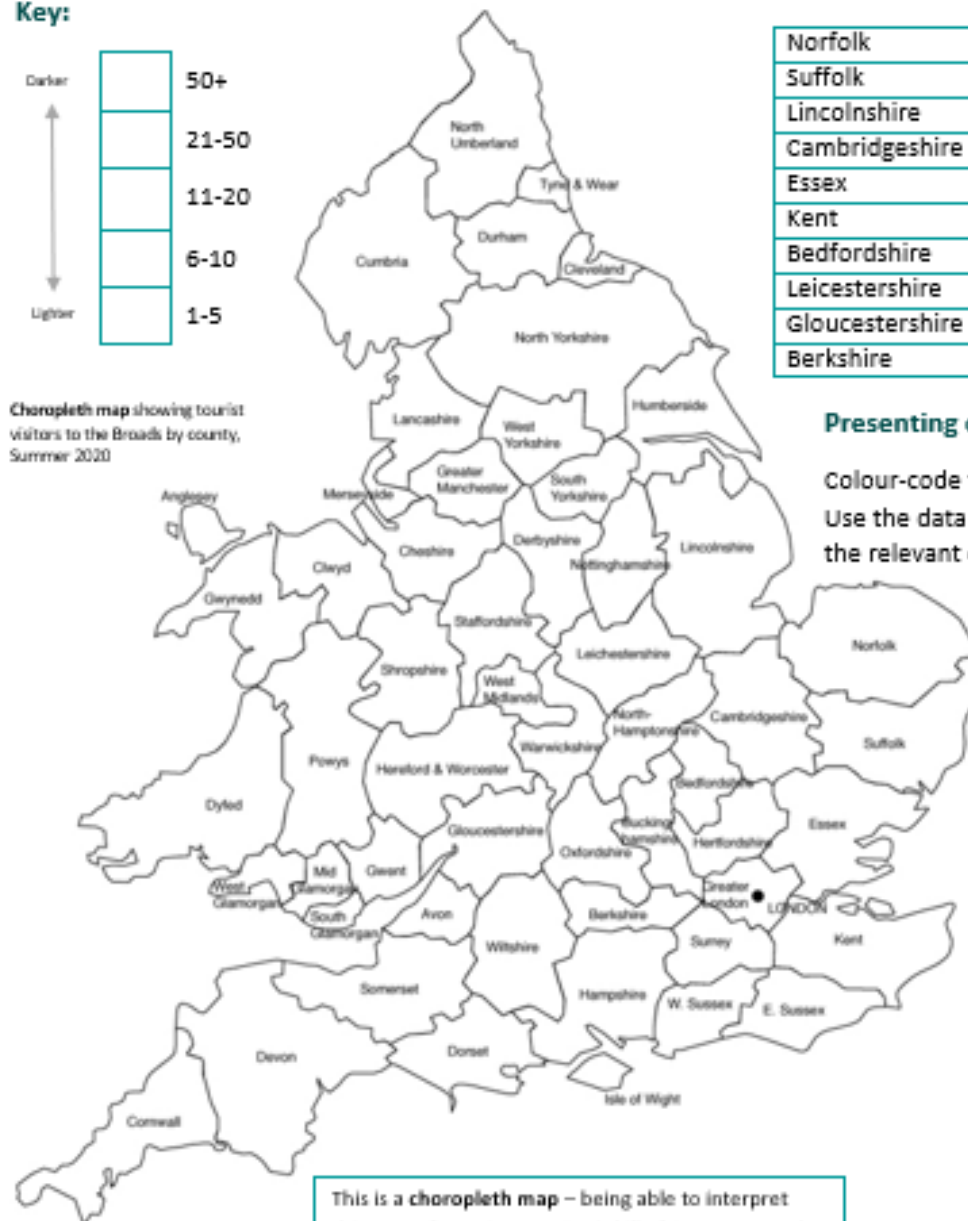
Our results:

Norfolk	67	Cheshire	1
Suffolk	39	Derbyshire	1
Lincolnshire	12	Gwent	1
Cambridgeshire	15	Anglesey	1
Essex	19	Shropshire	1
Kent	1	Durham	1
Bedfordshire	6	Warwickshire	3
Leicestershire	3	Northamptonshire	12
Gloucestershire	2	Greater London	10
Berkshire	2	Surrey	6

Key:



Choropleth map showing tourist visitors to the Broads by county, Summer 2020



Presenting our data:

Colour-code the key with a dark to light shade. Use the data in the results above to then colour the relevant counties the corresponding colour.

Interpreting this data:

Describe the pattern displayed by the results shown on your map?

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Is there a correlation between the number of tourists and the distance from the Broads?

Yes / No / Not sure

This is a **choropleth map** – being able to interpret this type of map is a required skill of GCSE geography