

Public Opinion of Forestry 2011, Scotland

Results of the Scotland Survey of
Public Opinion of Forestry

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Executive Summary

2011 survey

In 2011, three separate public opinion of forestry surveys were undertaken - across the UK (2,068 interviews), Wales (1,003 interviews) and Scotland (1,018 interviews).

This report presents results of the survey in Scotland (1,018 interviews) and compares, where appropriate, with previous Scotland surveys.

Separate reports provide results for the UK and England, and for Wales.

Forests, woodland and trees in the media

Around one half (48%) of respondents to the 2011 survey had seen or read about forests, woodland and trees in the last 12 months on the television, radio or in the newspapers. Topics most widely recognised included 'public rights of access to woodlands', 'tree planting', 'forests and woodlands as places to visit' and 'birds and other animals in woodlands'.

Forest management

91% of adults in Scotland in 2011 selected at least one public benefit as a good reason to support forestry with public money. The top reasons selected were 'to provide places for wildlife to live' and 'to provide places for recreation'.

Climate change

Around three quarters (77%) of respondents in 2011 agreed with the statement 'Trees are good because they remove carbon dioxide from the atmosphere and store it in wood' and around two thirds (69%) agreed that 'planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding'.

A set of statements was presented to respondents to ascertain their views on the way in which Scottish forests should be managed in response to climate change. The responses received reflect a belief that forestry is a method that can be used to mitigate the effects of climate change. For example, 80% of respondents in 2011 agreed that 'A lot more trees should be planted' and 80% agreed that 'more information should be provided about the ways in which wood can lessen our impact on the environment', while only 12% agreed that 'there is nothing that anyone could do that would make any difference'.

Wood as a fuel

8% of respondents in 2011 said that they used wood as a fuel in their home, either on its own, or with other fuels. Of those that did not, around two thirds (64%) stated that wood as a fuel was 'not practical for this property'.

Changes to woodland

Around one half (52%) of respondents to the 2011 survey would like to see more woodland in their part of Scotland, while 40% of respondents wanted neither more nor less woodland.

The most popular location for the creation of new woodlands was 'urban and industrial areas' (61% of those who would like more woodland).

'A mix of tree species' was considered to be the most important characteristic for new woodlands, selected by two thirds (67%) of respondents who would like more woodland.

Woodland recreation

When asked how often they would like to visit woodland in the next 12 months, two thirds (67%) of respondents to the 2011 survey would like to visit at least once a month, while 16% would not like to visit at all in the next year.

Three quarters (75%) of respondents had visited a woodland or forest in the last few years, a significantly higher proportion than in 2009 (57%) but similar to the 2007 figure. Around three quarters (74%) of woodland visitors said that they had been to a woodland or forest at least once a month in the summer of 2010. 41% visited at least once a month in the winter of 2010/11.

Of those adults who had visited woodlands in the last few years, 83% had visited woodlands in the countryside and 60% had visited woodlands in and around towns.

Of those respondents who had not visited, 42% gave their main reason for not visiting as not being interested and a further 23% reported 'other personal mobility reasons'.

Around one half (52%) of respondents to the 2011 survey rated the woodland recreation opportunities in their local area as good or very good and around three quarters (78%) rated the opportunities in Scotland as a whole at this level.

17% of respondents in 2011 said they or their family had been involved, in the last 12 months, in a school visit (7%), an event at a woodland visitor centre (6%), a guided

walk or talk (4%), another learning event (2%) or some other type of organised learning activity (1%).

Health and Wellbeing

Respondents who had visited woodlands were asked to rate their health on a scale of 1 to 10. In 2011, an average score of 7.5 out of 10 was reported for general health and an average score of 8.1 out of 10 was reported for general health when spending time outdoors in woodlands.

Respondents who had visited woodlands were also asked if they benefited from the following aspects of health when visiting woodlands:

- Physical health: through increased exercise and physical activity;
- Mental health: through relaxation, stress relief and improved mood;
- Social health and wellbeing: through meeting other people / spending time with people and /or talking with family or friends

Most respondents (96%) in 2011 stated that they benefitted from at least one of these aspects while visiting woodlands and over one half (56%) benefited from all three.

1 Introduction

1.1 Background

The Forestry Commission has conducted biennial surveys of public attitudes to forestry and forestry-related issues since 1995. The surveys have evolved since then as follows:

- In the initial surveys, a representative sample of 2,000 adults across Great Britain (GB) was surveyed;
- In 2001, with more interest in country-level results within GB, additional questions were asked of representative samples of 1,000 adults in each of Scotland and Wales;
- Information has also been collected for Northern Ireland in the past through UK wide surveys in 2003 and the separate Northern Ireland surveys (1,000 adults) carried out in 2005, 2007 and 2010;
- In 2011 three separate surveys were carried out for the UK, for Scotland and for Wales. Some questions were asked in all three of the surveys conducted in 2011, but an increasing number of questions have become survey-specific.

The table below is a summary of the previous surveys and presents the approximate number of adults interviewed for each country. England results are a subset of the UK survey.

Table 1: Sample Sizes for Public Opinion of Forestry Surveys since 2001

Approximate number of adults interviewed

Year	UK ¹	England	Wales	Scotland	Northern Ireland
2001	2,000		1,000	1,000	
2003	4,000	3,400	1,000	1,000	
2005	4,000	3,400	1,000	1,000	1,000
2007	4,000	3,300	1,000	1,000	1,000
2009	2,000	1,700	1,000	1,000	
2010					1,000
2011	2,000	1,700	1,000	1,000	

Note:

1. 2001 and 2005 surveys covered Great Britain only (i.e. excluding Northern Ireland).

1.2 This report

This report presents results from the 2011 survey in Scotland and compares, where appropriate, with previous Scotland surveys.

A full set of tables, reporting the results of each question by geographic and socio-demographic variables are available on the Forestry Commission website alongside this report¹.

Separate reports present the results from the surveys undertaken in the UK (including results for England) and in Wales.

1.3 Survey design

The information presented in this report is taken from the TNS Scottish Opinion survey carried out from 23 February – 3 March 2011 on behalf of Forestry Commission Scotland. The survey was based on a representative sample of 1,018 adults (aged 16 or over) across Scotland. More details of the sample method are given in Appendix 1: TNS Scottish Opinion survey.

The Scotland 2003 and 2007 survey data were also obtained from the TNS Scottish Opinion Survey, while the survey data for 2005 and 2009 were obtained from the mruk Scottish In-Home Omnibus survey. Comparisons should be taken with care as each of these companies employed a different survey design.

All results are subject to the effects of chance in sampling, so a range of uncertainty (confidence interval) should be associated with any result from the survey. The confidence intervals take into account the effect of clustering, weighting and stratification in the survey design (see Appendix 1).

For questions asked to the whole Scotland sample of around 1,018, the margin of error should be no more than $\pm 4.6\%$. For questions not asked of the whole sample and sub-groups within the sample, margin of error will increase. For example:

- By gender (male $n=461$; female $n=557$), the confidence intervals should be no more than $\pm 6.8\%$;
- For those who visited woodland in the last few years ($n=758$), the confidence interval should be no more than $\pm 5.3\%$;
- For those who would like to see more woodland created in Scotland ($n=527$), the confidence interval should be no more than $\pm 6.4\%$.

For questions asked to the whole samples, differences of more than $\pm 6.5\%$ between the 2011 and 2009 surveys and $\pm 6.6\%$ between the 2011 and 2007 surveys are statistically significant.

¹ <http://www.forestry.gov.uk/forestry/infd-5zyl9w>

2 Media Profile

2.1 Forests, woodland and trees in the media

Respondents were asked whether they had seen or read about Scottish forests, woods or trees on the television, radio or in the newspapers in the last twelve months.

Around one half (48%) of Scottish adults in 2011 recalled seeing or reading about at least one topic (table 2). Respondents were most likely to identify 'public rights of access to woodlands' (22%), 'tree planting' (19%), 'forests and woodlands as places to visit' (18%) and 'birds and other animals in woodlands' (17%) as topics they had seen or read about.

Table 2: Respondents who had seen or read about Scottish forests, woods or trees in the last 12 months

	Percent of respondents			
	2005	2007	2009	2011
Public rights of access to woodlands	15	35	15	22
Tree planting	9	27	18	19
Forests and woodlands as places to visit	6	22	14	18
Birds and other animals in woodlands	8	23	16	17
Protests about roads or other developments on woodlands	6	19	9	13
Loss of ancient or native woodlands	5	13	6	12
Forests and woodlands helping to tackle climate change	..	25	8	12
Restoration of ancient or native woodlands	4	13	6	10
Community woodlands	4	13	7	9
Creation of new native woodlands	4	11	4	8
Woods in and around towns, new local woods, improved local access	4	11	7	8
Tree pests and diseases	3	7	5	8
Wood for fuel, short rotation coppice	2	8	4	7
Flowers and other plants in woodlands	4	13	10	7
Labelling/ certification of wood products	1	6	2	3
Government selling off of forests/woodlands	2
Other	1
At least one topic	26	58	44	48

Weighted base: All respondents –2003 (1,018), 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018).

.. Denotes data unavailable (option not included in survey that year).

3 Forest management

3.1 Benefits of forestry

The Scottish Government funds forestry in Scotland in many ways. Respondents were asked to select, from a list of possible public benefits, good reasons to support Scottish forestry with public money.

Table 3 shows that, in 2011, 91% of respondents believed there was at least one benefit of forestry worth supporting with public money.

As in previous years, the top reason to support forestry in Scotland with public money was 'to provide places for wildlife to live' with 65% of respondents in 2011 selecting this as a benefit. 'To provide places for recreation' (53%) was also seen as an important reason to support forestry with public money.

Table 3: Whether respondent believes public benefits are good reasons to support forestry with public money (%)¹

	Percent of respondents			
	2005	2007	2009	2011
To provide places for wildlife to live	39	67	43	65
To provide places for recreation ie: walking, cycling, horse riding	32	53
To improve the countryside landscape	31	56	31	48
To help tackle climate change		57	40	46
To provide places for relaxation and stress release	23	49	21	43
To provide places for families to play	23	43
To support the economy in rural areas	37	46	34	40
To provide renewable energy including wood as a fuel	29	36	21	34
To provide places for learning	19	33
To improve the appearance of towns and cities	20	33
So that Scotland can buy less wood products from abroad	30	32	23	29
To restore former industrial land	22	36	14	26
To provide timber for sawmills and wood processing	22	28	15	25
At least one reason	79	90	79	91

Weighted base: All respondents – 2003 (1,018), 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018).

NOTE – Respondents could give more than one option.

1- There have been some changes to the wording of the question and the response options over time.

.. Denotes data unavailable (option not included in survey that year).

4 Climate change

Respondents were asked about their level of agreement with a set of statements regarding the ways in which forests and woodlands in Scotland can impact on climate change.

4.1 Woodlands impact on climate change

Table 4 shows the percent of respondents who agreed (selected 'strongly agree' or 'agree') with each of the statements relating to woodlands' impact on climate change.

In 2011, the highest levels of agreement, where respondents selected 'Strongly agree' or 'Agree', were with the following statements:

- 'Trees are good because they remove carbon dioxide from the atmosphere and store it in wood' (77% agreed);
- 'Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding' (69% agreed);

The lowest level of agreement was with the statement that 'Using wood for fuel makes climate change worse because it releases carbon dioxide' (36% agreed).

Around one half of respondents in 2011 agreed with each of the remaining statements.

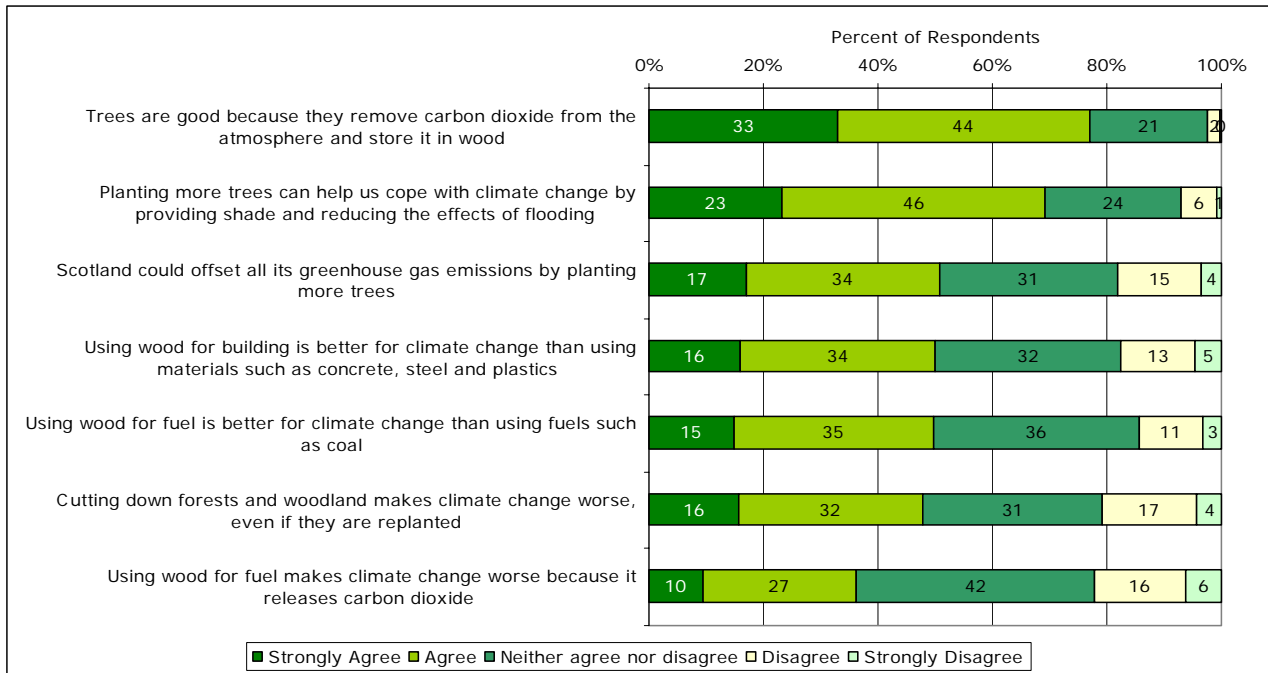
Table 4: Ways in which Scottish forests and woodlands can impact on climate change

	Percent of respondents who agree or strongly agree	
	2009	2011
Trees are good because they remove carbon dioxide from the atmosphere and store it in wood	77	77
Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding	63	69
Scotland could offset all its greenhouse gas emissions by planting more trees	52	51
Using wood for building is better for climate change than using materials such as concrete, steel and plastic	47	50
Using wood for fuel is better for climate change than using fuels such as coal and gas	44	50
Cutting down forests and woodland makes climate change worse, even if they are replanted	43	48
Using wood for fuel makes climate change worse because it releases carbon dioxide	29	36

Weighted base: All respondents – 2009 (1,040), 2011 (1,018).

Figure 1 summarises the full range of responses to the 2011 survey.

Figure 1: Ways in which Scottish forests and woodlands can impact on climate change



Weighted base: 2011 survey - All respondents (1,018).

4.2 Forest management in response to climate change

Respondents were then presented with a series of statements regarding the way in which Scottish forests and woodlands should be managed in response to the threat of climate change.

In 2011, the majority of respondents agreed or strongly agreed that:

- 'a lot more trees should be planted' (80%);
- 'more information should be provided about the ways in which wood can be used to lessen our impact on the environment' (80%); and that
- 'different types of trees should be planted that will be more suited to future climates' (67%).

Conversely, there is a low level of agreement (respondents selecting 'strongly agree' or 'agree') with the statements:

- 'there is nothing that anyone could do that would make any difference' (12%);
- 'trees should not be felled in any circumstances, even if they are replaced' (18%); and
- 'no action is needed; let nature take its course' (19%).

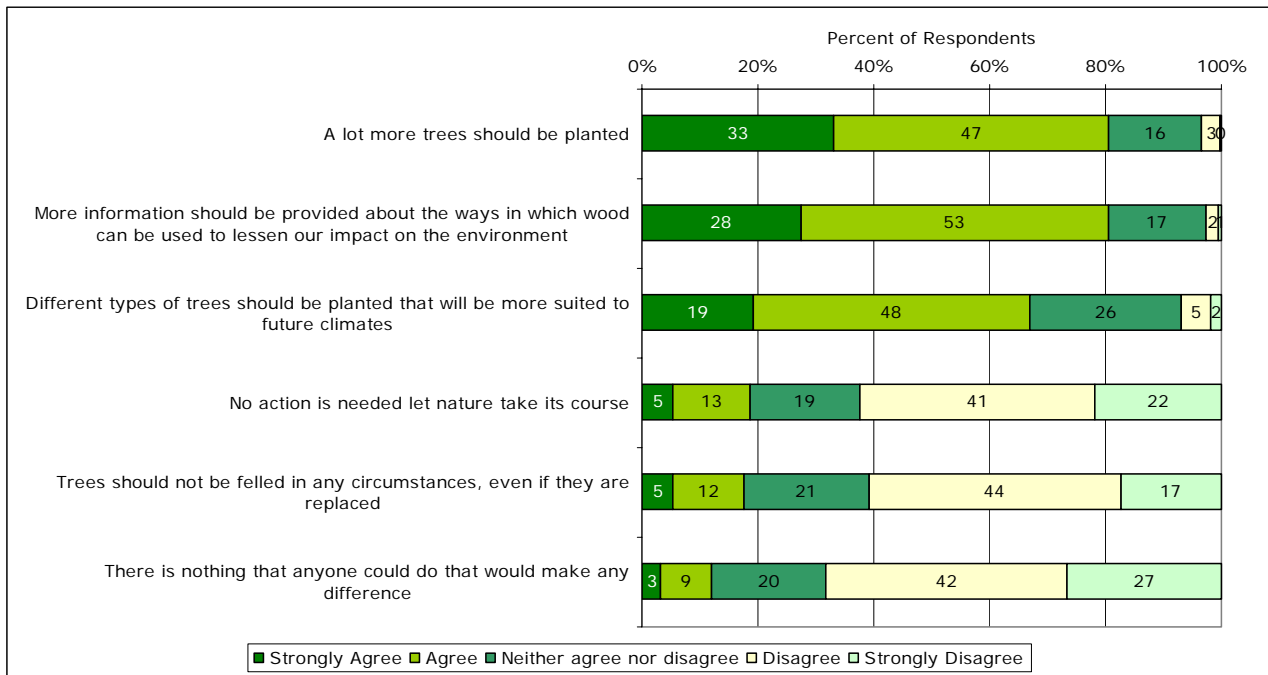
Table 5: Management of Scottish forests in response to the threat of climate change

	Percent of respondents who agree or strongly agree	
	2009	2011
A lot more trees should be planted	77	80
More information should be provided about the ways in which wood can be used to lessen our impact on the environment	82	80
Different types of trees should be planted that will be more suited to future climates	69	67
No action is needed let nature take its course	8	19
Trees should not be felled in any circumstances, even if they are replaced	16	18
There is nothing that anyone could do that would make any difference	9	12

Weighted base: All respondents – 2009 (1,040), 2011 (1,018).

Figure 2 summarises the full range of responses to the 2011 survey.

Figure 2: Management of Scottish forests in response to the threat of climate change



Weighted base: 2011 survey - All respondents (1,018)

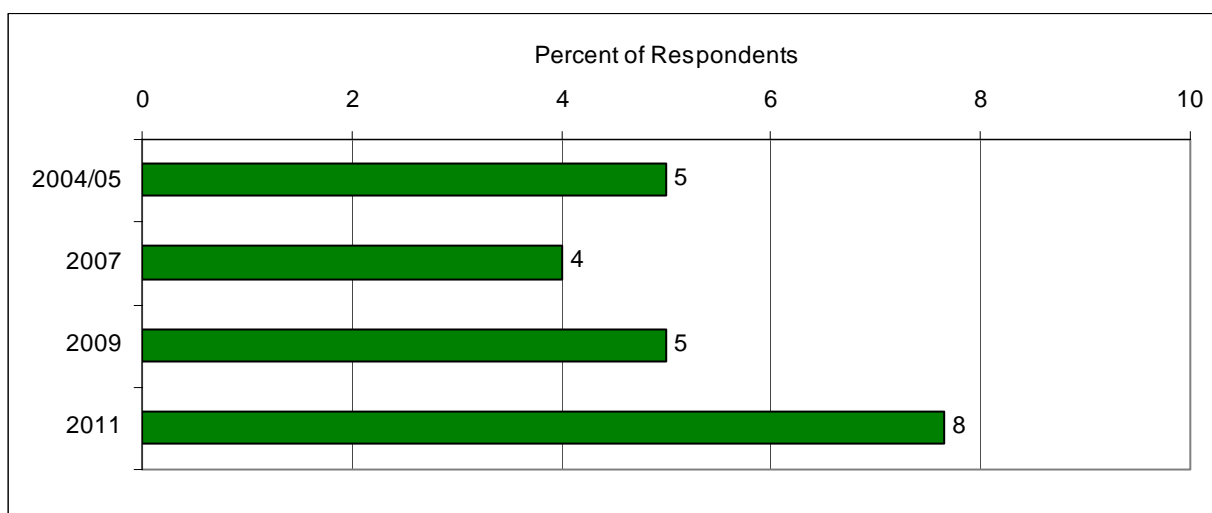
5 Wood as a fuel

5.1 Prevalence of using wood as a fuel

Respondents were asked if they used wood as a fuel in their home, either on its own, or with other fuels. This question was also asked in the 2007 and 2009 surveys and in a woodfuel consumption study in Scotland in 2004/05.

Around 8% of respondents to the 2011 survey reported using wood as a fuel in their home.

Figure 3: Proportion who use wood as a fuel in their home



Weighted base: All respondents – 2004/05 (4,006), 2007 (1,007), 2009 (1,040), 2011 (1,018).

Respondents who said they used wood as a fuel were asked three further questions. The following was reported in 2011:

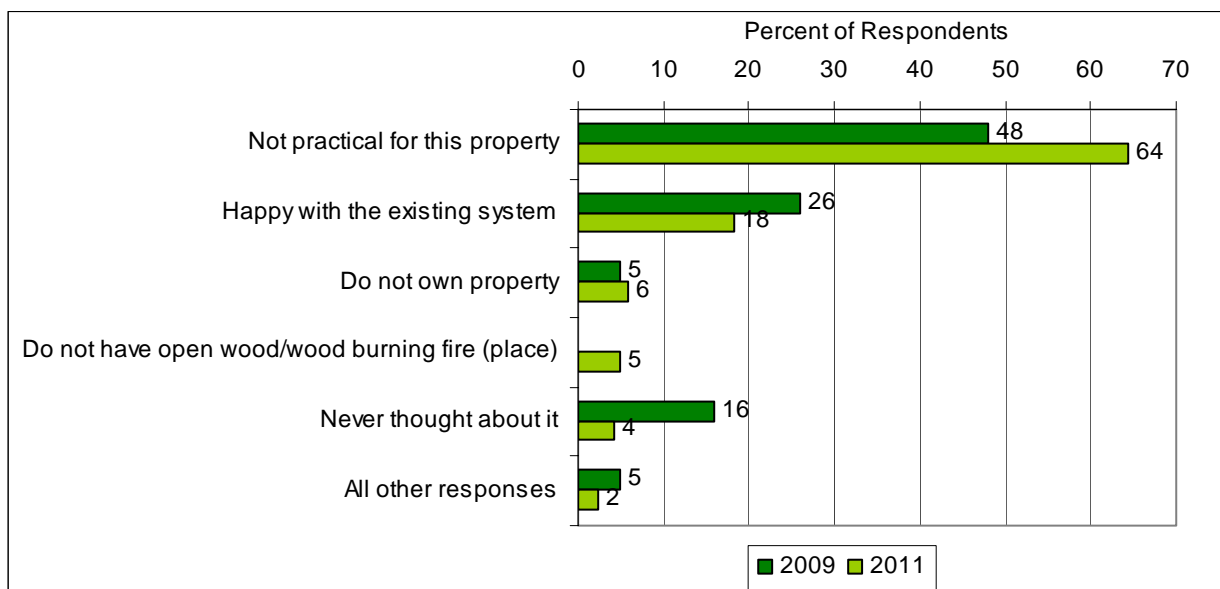
- Over two fifths of respondents who used wood as a fuel (44%) bought it 'a few bags at a time' while most of the remainder either gathered their wood themselves (39%) or received it by the truck load (15%);
- The majority (61%) said they use wood as a fuel occasionally while the remainder would class themselves as regular users;
- 8% of wood fuel users said they use wood as the main fuel for heating their home, while the rest mainly use something else.

5.2 Reasons for not using wood as a fuel

Respondents who said they did not use wood as a fuel were asked to give the main reason that they did not (figure 4).

The main reason given by respondents to the 2011 survey for not using wood as a fuel in their home was that it was 'not practical for this property' (64% of those who did not use wood as a fuel). A further 18% stated that they were 'happy with the existing system'.

Figure 4: Reason respondents do not use wood as a fuel in their home



Weighted base: Respondents who do not use wood as a fuel - 2009 (992), 2011 (940).

6 Changes to Woodland

6.1 Desire for change in woodland area

Respondents were asked whether or not they would like to see more woodland in their part of Scotland. Around one half (52%) of all respondents in 2011 said they would like to see more woodland in their part of Scotland and a further two fifths (40%) reported that they would like to see 'neither more nor less'. Only 1% said they would like to see less (table 6).

Table 6: Desire for more woodland

	Percent of respondents			
	2005	2007	2009	2011
More	47	68	37	52
Neither more or less	30	28	47	40
Less	0	0	1	1
Don't know	23	4	15	6
All respondents	100	100	100	100

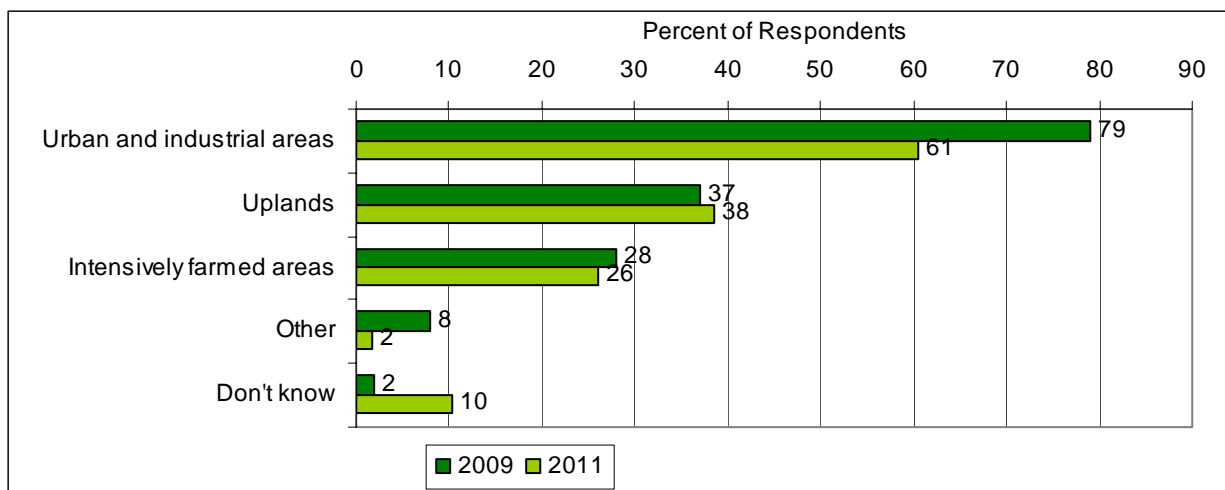
Weighted base: All respondents - 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018).

6.2 Location of new woodland

Respondents who indicated that they would like to see more woodland in their part of Scotland were also asked where they thought this new woodland should be created.

The most popular location selected by those who thought there should be more woodland in their area was 'urban and industrial areas' (61%).

Figure 5: Location of new woodland



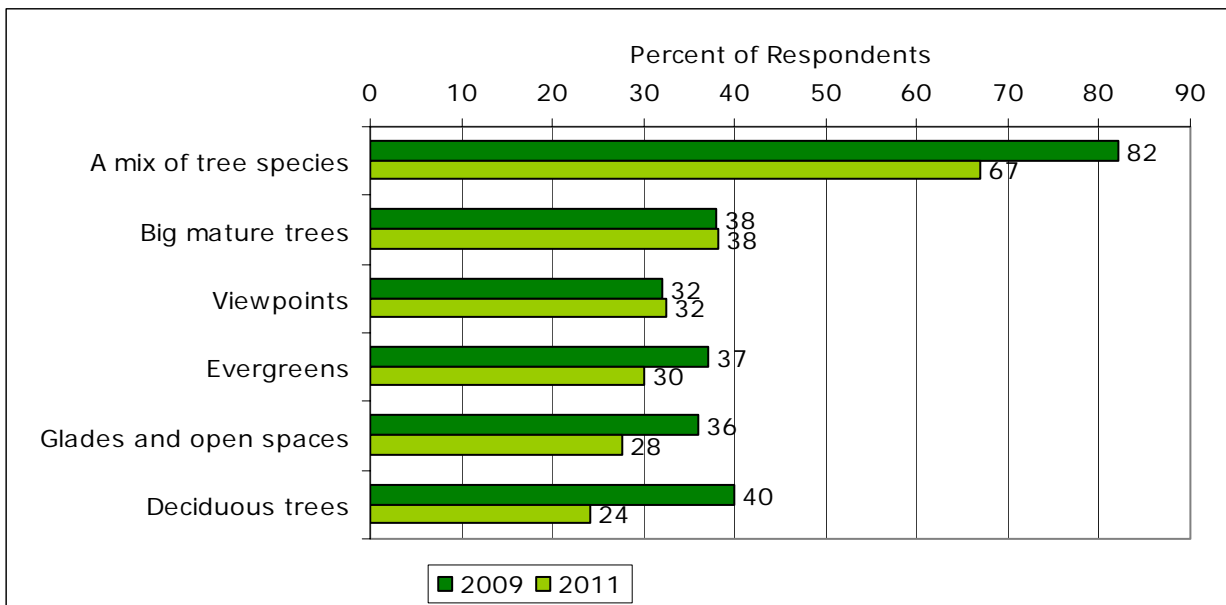
Weighted base: Respondents who would like more woodland – 2009 (389), 2011 (528)

NOTE: Respondents could choose more than one option.

6.3 Characteristics important for new woodland

Respondents who indicated that they would like to see more woodland in their local area were also asked to state what woodland characteristics were important to them. Respondents to the 2011 survey most commonly stated that 'a mix of tree species' (67%) was important to them.

Figure 6: Characteristics important for woodland



Weighted base: Respondents who would like more woodland – 2009 (389), 2011 (528).

NOTE: Respondents could choose more than one option.

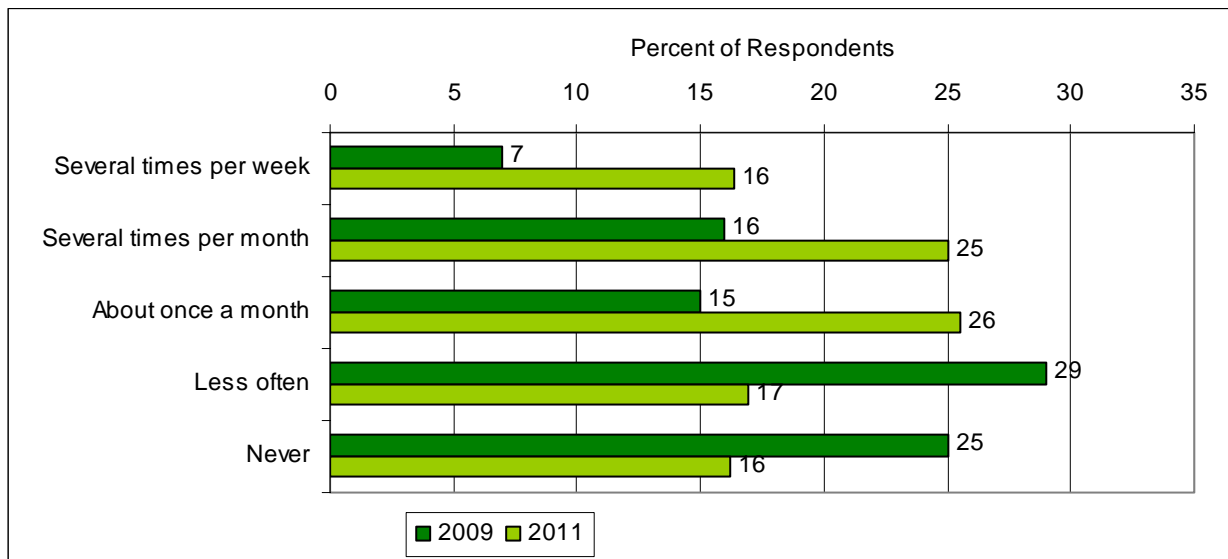
7 Woodland recreation

The 2011 survey asked several questions relating to recreation in forests and woodlands.

7.1 Latent demand for woodland visits

Respondents were asked to state how often they would like to visit woodlands and the outdoors in the next 12 months. Around two thirds of respondents (67%) said that they would like to visit at least once a month, while 16% said they would not like to visit at all in the next 12 months.

Figure 7: How frequently respondents would like to visit woodlands in the next 12 months



Weighted base: All respondents - 2009 (1,040), 2011 (1,018).

7.2 Visits to woodland

Three quarters of respondents (75%) to the 2011 survey said that they had visited forests or woodlands for walks, picnics or other recreation in the last few years (table 7). This represents a significant increase over the survey results received in 2009 (57%) but is similar to the figure reported in 2007.

Table 7: Visited woodland in last few years

Percent of respondents

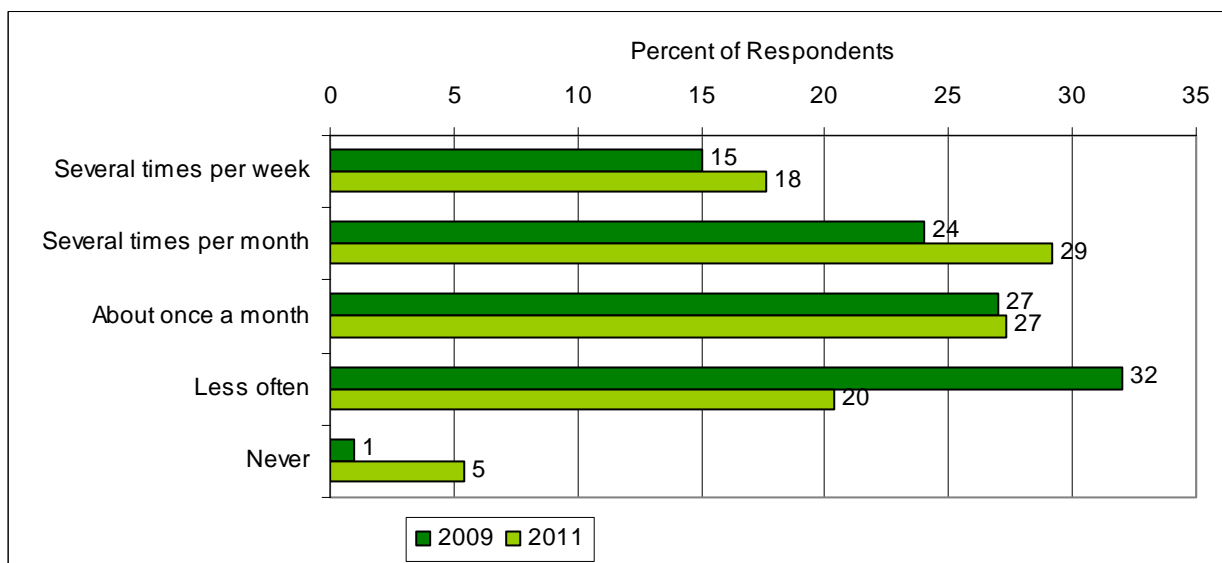
Year	%
2003	64
2005	50
2007	75
2009	57
2011	75

Weighted base: All respondents –2003 (1,018), 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018).

7.3 Frequency of woodland visits

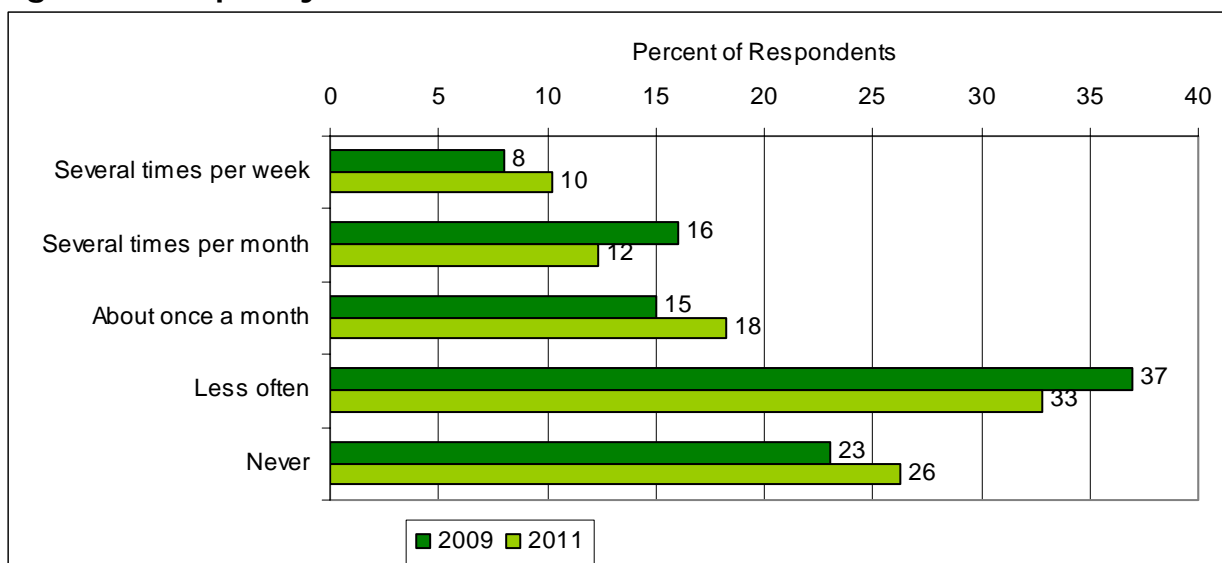
Of those respondents who had visited woodland or forests in the last few years, around three quarters (74%) said that they visited at least once a month in the summer of 2010 (between April and September 2010) (figure 8). 41% said that they visited at least once a month in the winter of 2010/11 (between October 2010 and March 2011) (figure 9).

Figure 8: Frequency of woodland visit in last summer



Weighted base: Respondents who had visited woodlands in the last few years - 2009 (589), 2011 (761)

Figure 9: Frequency of woodland visit in last winter

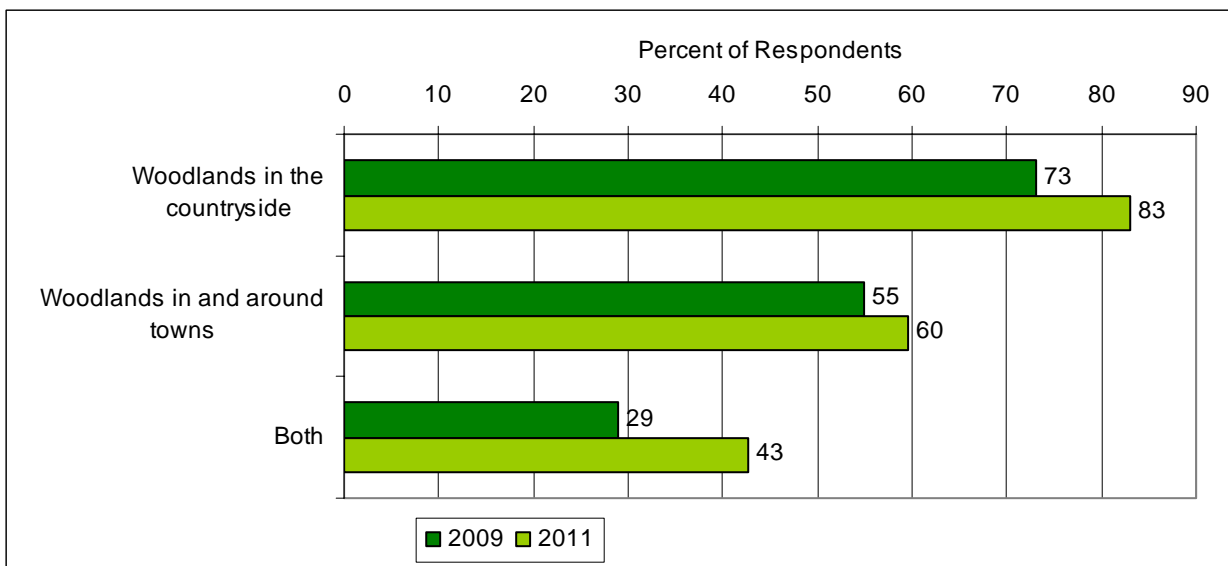


Weighted base: Respondents who had visited woodlands in the last few years – 2009 (589), 2011 (761)

7.4 Type of woodland visited

Figure 10 shows that respondents who had visited forests or woodland were more likely to have visited 'woodland in the countryside' in 2011 (83%) than 'woodlands in and around towns' (60%). 43% of respondents said they had visited both woodlands in the countryside and in and around towns.

Figure 10: Type of woodland visited



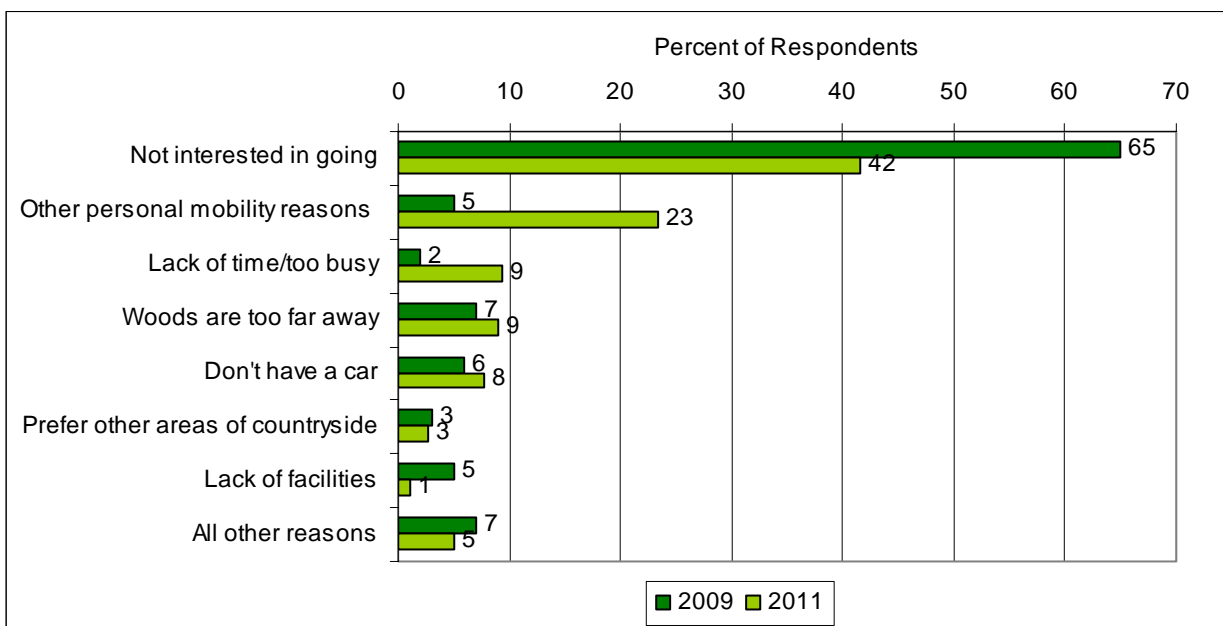
Weighted base: Respondents who had visited woodlands in the last few years – 2009 (589), 2011 (761).
 NOTE – Responses for those who said they had been to 'both' types of woodlands have been included in totals for 'Woodlands in and around towns' and 'Woodlands in the Countryside'.

7.5 Reasons for not visiting woodland

Respondents who had not visited woodlands in the last few years were asked about their main reason for not visiting (figure 11).

In 2011, the most commonly reported reasons for not having visited woodlands in the last few years were 'not interested in going' (42%) and 'other personal mobility reasons' (23%).

Figure 11: Main reason for not visiting woodlands in last few years



Weighted base: Respondents who had not visited woodlands in the last few years – 2009 (451), 2011 (257).

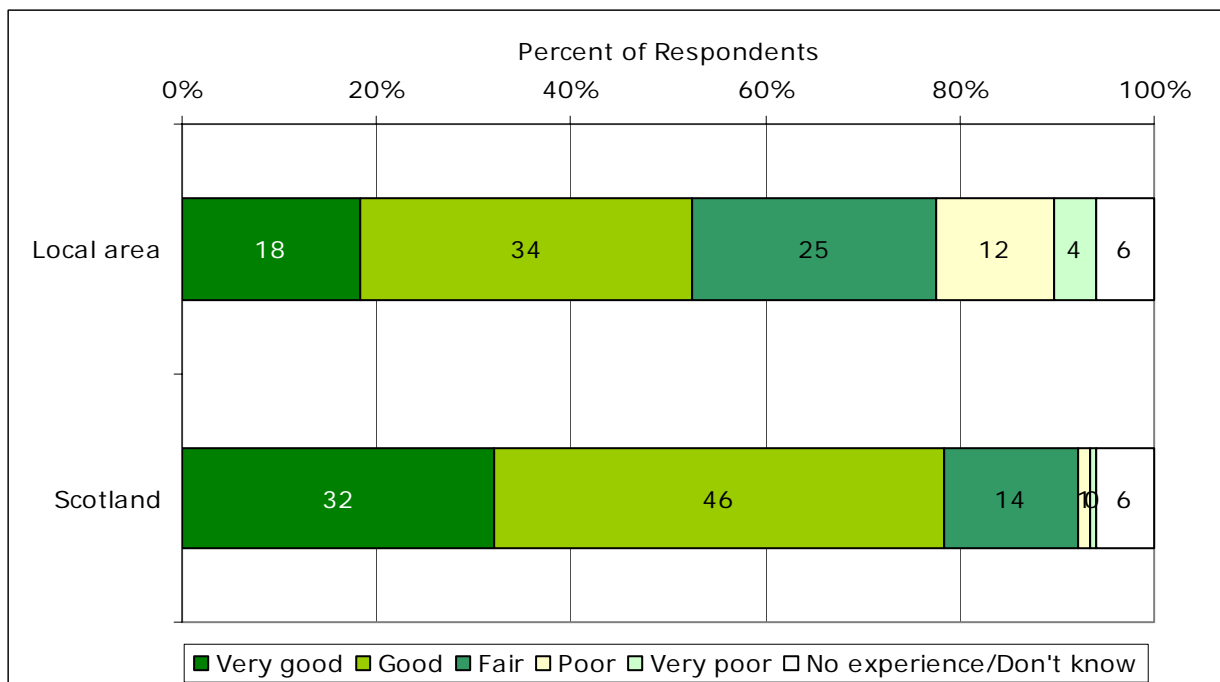
7.6 Woodland recreation opportunities

Respondents to the 2011 survey were asked to rate the woodland recreation opportunities, both in their local area and in Scotland as a whole (figure 12).

Around one half of respondents (52%) thought the woodland recreation opportunities in their local area were good or very good. Few (16%) rated them as poor or very poor.

For Scotland as a whole, around three quarters of respondents (78%) rated the woodland recreation opportunities as good or very good, with just 2% providing a poor or very poor rating.

Figure 12: Woodland recreation opportunities



Weighted base: 2011 survey – all respondents (1,018).

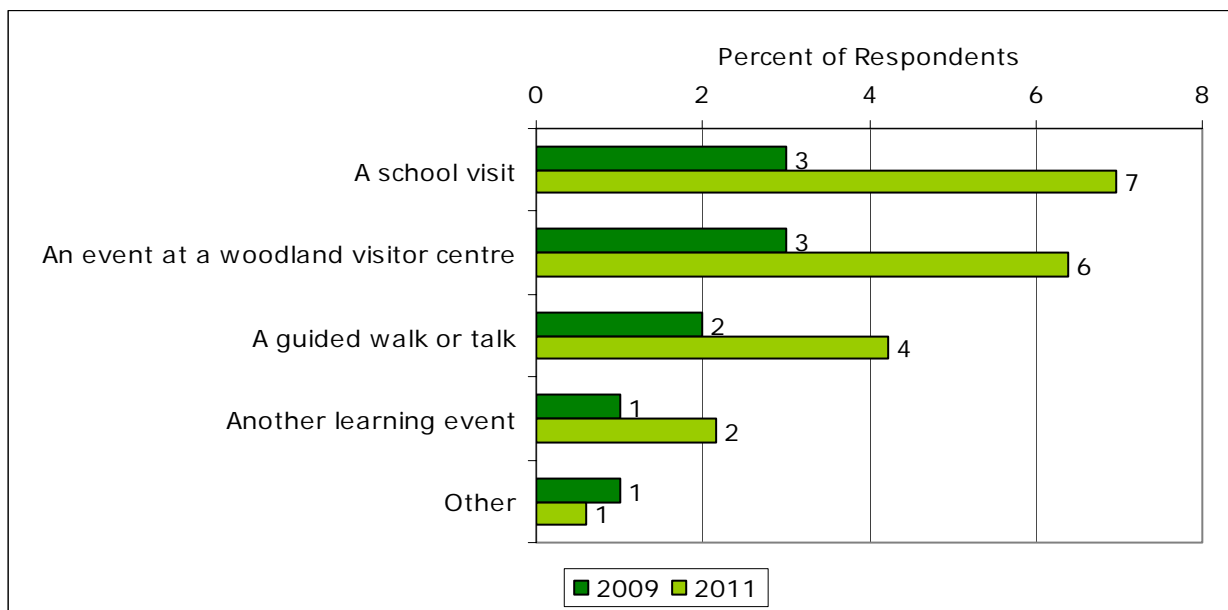
7.7 Woodland learning activities

Respondents were asked whether they, or any member of their family, had attended any organised learning activities or events to do with woodland or forests within the last 12 months.

In 2011, a total of 17% said that they or a member of their family had attended at least one such event or activity. These break down as follows:

- 7% had been on a school visit;
- 6% had attended an event at a woodland visitor centre;
- 4% had attended a guided walk or talk,
- 2% had attended another learning event and
- 1% had attended some other type of organised learning activity.

Figure 13: Woodland learning activities attended



Weighted base: All respondents - 2009 (1,040), 2011 (1,018).

NOTE: Respondents could choose more than one option.

8 Health and Wellbeing

Two questions related to the health and wellbeing benefits of visiting forests and woodlands.

8.1 Health in woodlands

Those who had visited forests or woodlands in the last few years, were asked to state on a scale of 1 to 10 how healthy they generally feel (where 1 denotes poor health and 10 denotes good health). They were then asked to rate, on the same scale, how healthy they generally feel when spending time outdoors in woodlands.

Respondents to the 2011 survey who had visited woodlands gave an average score of 7.5 out of 10 for their general health. This compares with an average score of 8.1 out of 10 for their health when spending time outdoors in woodlands.

Figure 14: Respondents' health – generally and when spending time outdoors



Weighted base: Respondents who had visited woodlands in the last few years – 2009 (589), 2011 (761).

8.2 Aspects of health in woodland

Respondents who had visited forests or woodland in the last few years were also asked what aspects of health and wellbeing they felt they benefited from when visiting woodlands and the outdoors as follows:

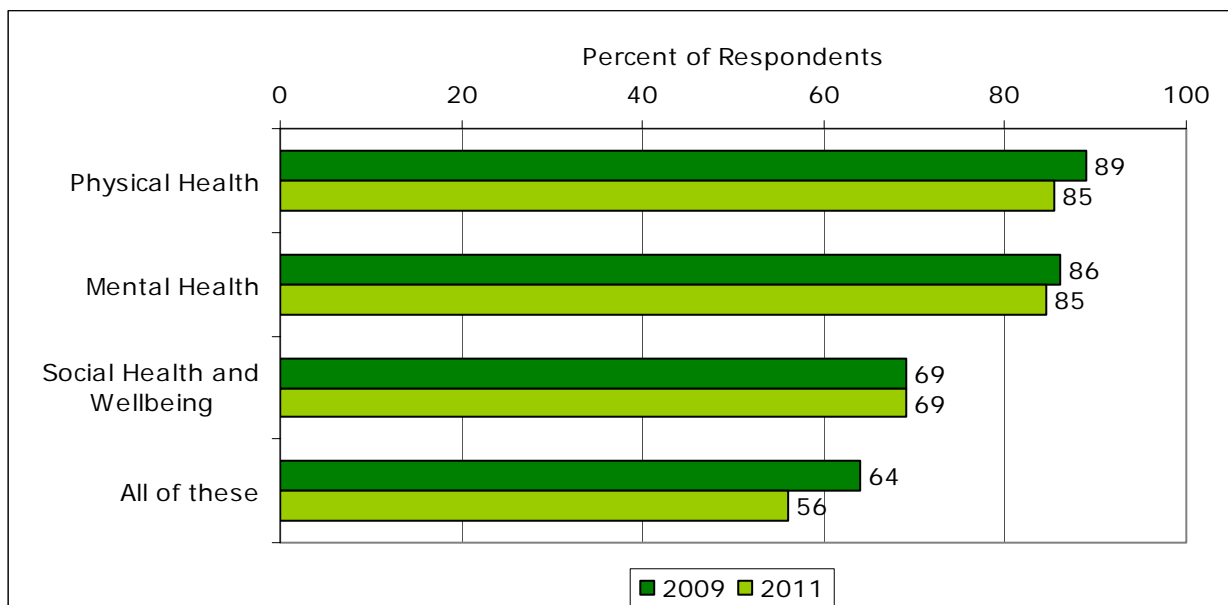
- Physical Health: through increased exercise and physical activity;
- Mental Health: through relaxation, stress-relief and improved mood;
- Social Health and Wellbeing: through meeting other people/ spending time with people and/ or talking with family and friends.

The vast majority of respondents who had visited woodland (96%) said that they benefited from at least one of these aspects, while over one half (56%) said that they benefited from all three.

Looking at the individual aspects:

- 85% felt their physical health had benefited by visiting woodlands and the outdoors;
- 85% felt their mental health had benefited; and
- 69% said their social health had benefited.

Figure 15: Benefits from visiting woodlands and the outdoors



Weighted base: Respondents who had visited woodlands in the last few years - 2009 (589), 2011 (761).
 Note: Responses that indicated that respondents had felt all health benefits have been included in totals for 'physical health', 'mental health' and 'social health and wellbeing'.

Appendix 1: TNS Scottish opinion survey

1,018 in-home CAPI interviews were undertaken between 23rd February and 3rd March on a monthly omnibus survey - the Scottish Opinion Survey (SOS). Interviews were conducted with a representative sample of Scotland's adult population (aged 16 years and over). The sample covers 55 locations per month throughout Scotland, with sampling points selected to be geographically representative of the population. This survey is used every month to collect data for the Scottish Recreation Survey (ScRS), which means that the results are comparable and could be cross-tabulated.

Survey sampling

The sample used to conduct the SOS is designed to be representative of the adult population of Scotland (aged 16+). To make the sample as representative as possible, it is stratified using the 8 Scottish Parliament electoral regions. Population data is then used to determine the correct number of sample points required in each region. As mentioned above, the number of sampling points per month is 55, with an average of 18 interviews per sampling point. In each sample point, quota targets are set to ensure representative coverage of the population on the basis of gender, age-group, social grade and working status.

Interviewing

Fieldwork is conducted over a five day period, including weekends, with most interviewing taking place in the afternoon or evening. Interviewers are issued with blocks of addresses in which to conduct their interviews. Blocks of addresses are used to ensure that all interviews are conducted within the correct sample point. Only one interview is permitted per household.

Questionnaire

A copy of the 2011 questionnaire is appended to this document. The main topics covered by the survey include:

- Awareness of forestry-related issues;
- Reasons to support forestry in Scotland;
- Opinions on forestry and climate change;
- Use of wood as fuel;
- Visits to forests or woodlands in past 12 months;
- Reasons for not visiting (if applicable);
- Opinions on the creation of new woodland in Scotland;
- Demographic information including health status.

Analysis

A set of data tables was produced following approval of the table specification by the survey team at Forestry Commission Scotland. These included demographic variables as crossbreaks. One of the benefits of using the SOS for the Scotland Public Opinion of Forestry questions was the potential to link survey responses with those collected as part of the Scottish Recreation Survey, which is also undertaken using the SOS. ScRS data was included as cross tabulation variables in the Public Opinion of Forestry data tables.

Results from the SOS are weighted to population profiles at each wave to ensure an accurate representation of Scotland's population and consistency between waves. Currently, weighting is applied on the basis of gender, age, social class and region, using population estimates from the BARB (Broadcasters' Audience Research Board) Establishment Survey 2 Years Ending December 2008 and the 2001 Census.

Design effect

The SOS uses a quota sampling approach, which means that the likelihood of individuals within the population being interviewed cannot be measured. Any confidence intervals calculated are also indicative. Due to the survey design, a 'design effect' of 1.5 should be applied to confidence intervals calculated for data from this survey.

For questions asked to the whole Scotland sample of around 1,018, the margin of error should be no more than $\pm 4.6\%$. For questions not asked of the whole sample and sub-groups within the sample, margin of error will increase. For example:

- By gender (male n=461; female n=557), the confidence intervals should be no more than $\pm 6.8\%$;
- For those who visited woodland in the last few years (n=758), the confidence interval should be no more than $\pm 5.3\%$;
- For those who would like to see more woodland created in Scotland (n=527), the confidence interval should be no more than $\pm 6.4\%$.

For questions asked to the whole samples, differences of more than $\pm 6.5\%$ between the 2011 and 2009 surveys and $\pm 6.6\%$ between the 2011 and 2007 surveys are statistically significant.

Appendix 2: Scotland questionnaire 2011

Q1	<p>[All]</p> <p>You may have seen or read about Scottish forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • Birds and other animals in woodlands • Flowers and other plants in woodlands • Forests and woodlands as places to visit • Community woodlands • Woods in and around towns, new local woods, improved local access • Tree planting • Tree pests and diseases • Wood for fuel, short rotation coppice • Loss of ancient or native woodlands • Restoration of ancient or native woodlands • Creation of new native woodlands • Public rights of access to woodlands • Protests about roads or other developments on woodlands • Labelling/certification of wood products • Forests and woodlands helping to tackle climate change • Other (specify) • None of these
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<p>Q2</p>	<p>[All] In Scotland, public money is given to plant new woodland and to manage existing woodland for public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • To support the economy in rural areas • To provide timber for sawmills and wood processing • To provide renewable energy including wood as fuel • So that Scotland can buy less wood products from abroad • To help tackle climate change • To provide places for wildlife to live • To provide places for recreation (such as walking, cycling, horse-riding) • To provide places for relaxation and stress release • To provide places for families to play • To provide places for learning • To improve the countryside landscape • To improve the appearance of towns and cities • To restore former industrial land • None of these
<p>Q3</p>	<p>[All] Would you agree or disagree with the following statements about the ways in which forests and woodlands in Scotland can impact on climate change? (1 strongly agree, 2 agree, 3 neither agree or disagree, 4 disagree, 5 strongly disagree)</p> <ul style="list-style-type: none"> • Trees are good because they remove carbon dioxide from the atmosphere and store it in wood • Cutting down forests and woodland makes climate change worse, even if they are replanted • Using wood for fuel is better for climate change than using fuels such as coal and gas • Using wood for fuel makes climate change worse because it releases carbon dioxide • Using wood for building is better for climate change than using materials such as concrete, steel and plastics. • Scotland could offset all its greenhouse gas emissions by planting more trees • Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding

<p>Q4</p>	<p>[All] Do you agree or disagree with the following statements regarding how Scottish forests and woodlands should be managed in response to the threat of climate change? (1 strongly agree, 2 agree, 3 neither agree or disagree, 4 disagree, 5 strongly disagree)</p> <ul style="list-style-type: none"> • There is nothing that anyone could do that would make any difference • No action is needed; let nature take its course • A lot more trees should be planted • Trees should not be felled in any circumstances, even if they are replaced • Different types of trees should be planted that will be more suited to future climates • More information should be provided about the ways in which wood can be used to lessen our impact on the environment
<p>Q5</p>	<p>[All] Do you ever use wood as a fuel in your home, either on its own or with other fuels?</p> <ul style="list-style-type: none"> • Yes (Go to Q6) • No (Go to Q9)
<p>Q6</p>	<p>[Ask if answered yes to Q5] Do you get the wood by the truck load, or a few bags at a time, or gather it yourself?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • by the truck load • a few bags at a time • gather it yourself • Other (specify)
<p>Q7</p>	<p>[Ask if answered yes to Q5] Do you use wood as a fuel regularly or only occasionally?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • regularly • occasionally
<p>Q8</p>	<p>[Ask if answered yes to Q5] Is the wood the main fuel for heating your home, or do you mainly use something else? (then Go to Q10)</p> <ul style="list-style-type: none"> • main fuel • something else (specify)

<p>Q9</p>	<p>[Ask if answered no to Q5] What is the main reason that you do not use wood as a fuel in your home?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • Never thought about it • Happy with the existing system • Not practical for this property • Concerned about cost • Concerned about efficiency • Concerned about ease of use • Concerned about environmental issues • Do not own property • Lack of local help/suppliers • Other [specify]
<p>Q10</p>	<p>[All] How often would you like to visit woodlands and the outdoors in the next 12 months?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • Several times per week • Several times per month • About once a month • Less often • Never
<p>Q11</p>	<p>[All] In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • Yes (<i>Go to Q12</i>) • No (<i>Go to Q13</i>)
<p>Q12</p>	<p>[Ask if answered yes to Q11] Did you visit woodlands in the countryside or woodlands in and around towns? <i>(then Go to Q14)</i></p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • Woodlands in the countryside • Woodlands in and around towns • Both in the countryside and around towns

<p>Q13</p>	<p>[Ask if answered no to Q11] What was the main reason that you did not visit? <i>(then Go to Q19)</i> (single answer)</p> <ul style="list-style-type: none"> • Not interested in going • Don't have a car • Lack of suitable public transport • Other personal mobility reasons (difficulty in walking, unwell, etc.) • Woods are too far away • Lack of facilities (play areas, picnic areas, etc.) • Lack of information about woods to visit • Prefer other areas of countryside • Concerns that woods are not safe • Afraid of not being welcome • Other (specify)
<p>Q14</p>	<p>[Ask if answered yes to Q11] How frequently did you visit forests and woodlands last summer, i.e. between April and September 2010? (single answer)</p> <ul style="list-style-type: none"> • Several times per week • Several times per month • About once a month • Less often • Never
<p>Q15</p>	<p>[Ask if answered yes to Q11] And how often this winter, i.e. since October 2010? (single answer)</p> <ul style="list-style-type: none"> • Several times per week • Several times per month • About once a month • Less often • Never

<p>Q16</p>	<p>[Ask if answered yes to Q11] Please answer the following question on the basis of your general feelings (not your present state).</p> <p>How would you rate the level that best describes your general health on a scale of 1 to 10? 1 denotes poor health and 10 denotes good health.</p> <p>How healthy do you generally feel?</p> <p style="text-align: right;">(single answer)</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p>Denotes poor Health Denotes good Health</p>
<p>Q17</p>	<p>[Ask if answered yes to Q11] How healthy do you generally feel when spending time outdoors in woodlands? 1 denotes poor health and 10 denotes good health.</p> <p style="text-align: right;">(single answer)</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p>Denotes poor Health Denotes good Health</p>
<p>Q18</p>	<p>[Ask if answered yes to Q11] What aspects of health and wellbeing do you feel benefit from visiting woodlands and the outdoors?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • Physical health: through increased exercise and physical activity • Mental health: through relaxation, stress relief and improved mood • Social health and wellbeing: through meeting other people / spending time with people and /or talking with family or friends • All of these • None of these
<p>Q19a</p>	<p>[All] How would you rate the provision of woodland recreation opportunities in ...?</p> <p style="padding-left: 20px;">i) Your local area</p> <p style="padding-left: 20px;">ii) Scotland</p> <p style="text-align: right;">(Single answer)</p> <ul style="list-style-type: none"> • Very Good • Good • Fair • Poor • Very Poor • No experience/ Don't know

<p>Q19b</p>	<p>[All] Would you like to have more or less woodland in your part of Scotland?</p> <p style="text-align: right;">(Single answer)</p> <ul style="list-style-type: none"> • More <i>(Go to Q20)</i> • Neither more nor less <i>(Go to Q22)</i> • Less <i>(Go to Q22)</i> • Don't know <i>(Go to Q22)</i>
<p>Q20</p>	<p>[Ask if answered 'more' to Q19b] Where do you think new woodlands should be created?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • Urban and industrial areas • Intensively farmed areas • Uplands • Other (specify) • Don't know
<p>Q21</p>	<p>[Ask if answered 'more' to Q19b] What woodland characteristics are important to you?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • Deciduous trees • Evergreens • A mix of tree species • Big mature trees • Glades and open spaces • Viewpoints • Other (specify) • Don't know

<p>Q22</p>	<p>[All] Have you and/or your family attended any of the following organised learning activities or events to do with woodlands in the last 12 months?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • A school visit • A guided walk or talk • An event at a woodland visitor centre • Another learning event • Other (specify) • None of these
<p>Q23</p>	<p>[All] Do you have any long-term illness, health problems or disability which limits your daily activities or the work you can do?</p> <p style="text-align: right;">(single answer)</p> <p>Yes <i>(Go to Q24)</i> No <i>(Go to Q25)</i></p>
<p>Q24</p>	<p>[Ask if answered yes to Q23] If yes, how would you describe your condition?</p> <p style="text-align: right;">(Multi answer)</p> <ul style="list-style-type: none"> • A long-term illness lasting for more than 12 months • A physical disability, an infirmity or a mobility problem • You regard yourself to have a mental health problem such as anxiety or depression
<p>Q25</p>	<p>[All] Do you regard yourself as belonging to a Black or Ethnic Minority (BME) group?</p> <p style="text-align: right;">(single answer)</p> <ul style="list-style-type: none"> • Yes • No