



# **PUBLIC OPINION OF FORESTRY 2005: SCOTLAND**

**Results of the 2005 Scottish survey of Public Opinion  
of Forestry, carried out on behalf of the  
Forestry Commission.**

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## **Executive Summary**

### **2005 survey**

In 2005 four separate public opinion of forest surveys were undertaken – in Great Britain (4,000 interviews), Scotland (1,000 interviews), Wales (1,000 interviews) and Northern Ireland (1,000 interviews).

This report presents results of the survey in Scotland and compares with the Scotland 2003 and the GB survey. It highlights any differences in opinion amongst adults in Scotland by geographic region and socio-demographic variables (e.g. gender and age). Questions asked in the GB survey but not in the Scottish survey are summarised in Appendix 1.

### **Forests, woodland and trees in the media**

26% of adults in Scotland 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 include 'public rights of access to woodland', 'birds and other animals in woodland' and 'tree planting'.

10% of respondents were aware of at least one promotion related to woodland and trees. Less than 5% of respondents recalled seeing or reading about any one promotion, with 'Treefest' being the most widely known promotion (4%).

### **Scottish forest management**

79% of adults in Scotland selected at least one public benefit as a good reason to support forestry with public money. The top reasons to support forestry were 'to provide places for wildlife to live', 'to help prevent the greenhouse effect and global warming', 'to support the economy in rural areas' and 'to provide places to walk in'.

'Providing opportunities for walking' and 'protecting the environment' were the benefits for which Scottish forestry performance was rated most highly.

### **Changes to woodland**

7% of adults in Scotland perceived that the area of woodland in Scotland had increased over the last 20 years, 33% thought that it had decreased, and 16% that it stayed about the same. Nearly a half (44%) said they did not know if the area of woodland had increased or decreased.

5% of adults in Scotland perceived that the area of native woodland in Scotland had increased over the last 20 years, 34% thought it had decreased, and 13% that it stayed about the same. The remaining 48% said that they did not know whether the area of native woodland had increased or decreased.

47% of respondents wanted more woodland in Scotland (47%). 30% wanted neither more nor less woodland, while the remaining 23% gave no opinion. Of those who desired more, 58% wanted a little more and 46% wanted the woodland created within 500metres/10 minutes from their home.

### **Wood products**

14% of respondents thought that Scotland produces much more wood than it uses, 22% thought that about the same amount is produced as used, and 15% thought that Scotland produces much less wood than it uses. Around a half of respondents said that they did not know.

### **Woodland recreation**

50% of adults in Scotland had visited woodland or forests in the last few years for walks, picnics or other recreation. 47% of these had visited woodland in the countryside only, 9% had visited woodland in and around towns only, and 43% had visited both.

'Asking friends or relatives' (48%), a 'guidebook or map' (39%) or a 'Tourist Information Centre' (25%) were the sources of information most likely to be used by Scottish adults to find out about a woodland not previously visited.

40% of those surveyed stated that they would like to see at least one improvement made to the woodland near to where they live and 29% to other woodland in Scotland that they may have visited in the last few years. The most frequently requested improvements were 'less litter', 'more flowers and trees' and 'improved recreational areas and pathways'.

10% of respondents said they and/or a member of their family had attended an organised learning activity or event in the last 12 months. 5% said they and/or a member of their family has attended a 'school trip', and 5% had attended a 'guided walk or talk'.

# 1. Introduction

## Background

The Forestry Commission has conducted similar biennial surveys of public attitudes to forestry and forestry-related issues since 1995. In the initial surveys, a representative sample of 2,000 adults across Great Britain (GB) was surveyed.

Since 2001, the GB survey has been supplemented by surveys in Scotland and Wales, each interviewing 1,000 adults, to provide additional information tailored to each country's needs after devolution, taking account of the priorities in each country's forestry strategy <sup>1</sup>.

In 2003, the main survey was extended to include Northern Ireland, and the sample size increased to 4,120 adults. This provided information of public attitudes across the UK, enabled regional reporting in England and improved the precision of the survey's results for Scotland and Wales.

For 2005, the main survey reverted to GB, now with a sample size of around 4,000 adults, and a new supplementary survey of 1,000 adults in Northern Ireland was introduced.

Therefore, with the increased interest in country-level and regional information and the requirement for continued high-quality coherent information for the UK, the scope of the survey was increased to four separate surveys:

- A representative survey of around 4,000 adults across GB
- A representative survey of around 1,000 adults across Scotland
- A representative survey of around 1,000 adults across Wales
- A representative survey of around 1,000 adults across Northern Ireland

Core sets of questions were asked in all 4 surveys, other questions were survey-specific.

## This report

This report presents results of the survey in Scotland and compares with the GB survey (which is published in a separate report). It also highlights any differences in opinion amongst adults in Scotland by geographic region, and socio-demographic variables (e.g. gender and age). Questions asked in the GB survey but not in the Scotland survey are summarised in Appendix 1.

In order to show a breakdown by geographic region, Scotland has been divided into three regions by grouping local authorities: North, East and West. We also refer to MRS social grades in socio-demographic comparisons. The population is divided into two groups; ABC1, where the chief income earner in the household is a non-manual worker, and C2DE, where the chief income earner in the household is a manual worker or is unemployed. Further details of these and other breakdowns are given in Appendix 2.

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<sup>1</sup> Forests for Scotland – The Scottish forestry strategy, Forestry Commission, Edinburgh, 2000

Separate reports are available for GB (which compares the 2005 results with previous surveys) and more detailed reports for England, Wales and Northern Ireland.

## Survey design

The information presented in this report is taken from the **mrug** Scottish In-Home Omnibus survey carried out from 11<sup>th</sup> – 17<sup>th</sup> March 2005 on behalf of the Forestry Commission. The survey was based on a representative sample of around 1,000 adults (aged 16 or over) across Scotland. They were selected from 52 sample points across Scotland. More details of the sample method are given in Appendix 4.

The Scottish information for 2003, presented for comparison, is taken from a similar **mrug** Omnibus survey carried out from 3<sup>rd</sup> – 9<sup>th</sup> March 2003, also on behalf of the Forestry Commission.

The GB information presented in this report is taken from the RSGB General Omnibus survey carried out from 23<sup>rd</sup> February – 1<sup>st</sup> March 2005 by Taylor Nelson Sofres. The survey was based on a representative sample of around 4,000 adults (aged 16 or over) across Great Britain. They were selected from a minimum of 260 sampling points by a random location method. More details of the sample method are given in Appendix 5. Under a tenth of these interviews (375) were conducted in Scotland.

It should be noted that for many questions in the Scotland 2005 survey, there was a much higher proportion of adults responding 'don't know' in comparison to the 2003 survey and the GB survey. As this was accompanied by a corresponding decrease in positive responses, this may distort comparisons between each of the surveys.

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 4 or Appendix 5).

- For questions asked to the whole Scotland sample of around 1,000, the range of uncertainty around any figure should be no more than +/- 4.6%.
- For responses of subgroups the range of uncertainty is higher (e.g. for males (50% of sample) and females (50%) the range of uncertainty is no more than +/- 6.5%. However, for those who are car owners (673) the range is +/- 5.7% and for non-car owners (336) the range is +/- 8.0%.)
- For questions asked to the whole GB sample of around 4,000, the range of uncertainty around any figure should be no more than +/- 2.3%.
- Differences of more than 5.2% between the Scotland and GB surveys are statistically significant. Differences of more than 6.6% between the Scotland surveys of 2003 and 2005 are statistically significant.

Results are shown as percentages. These have been individually rounded so may not always total to exactly 100.

We have also used multivariate regression models to look at the relationship between responses and socio-demographic information (e.g. gender and age) or geographic region. The models identify variables that are statistically significant (i.e. they result in more than chance variation). Some of the variables found to be

significant in the regressions may not have seemed significant when simply comparing percentages, because some other correlated variable may have been acting in the opposite direction. Further details of the variables used in the regression modelling and the correlation between them are given in Appendices 2 and 3.

## 2. Forests, woodland and trees in the media

### 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. A quarter of Scottish adults (26%) recalled seeing or reading about at least one topic (Table 1). Scottish respondents had mostly heard about 'public rights of access to woodland' (15% of respondents).

Respondents in the survey were half as likely to have recalled seeing or hearing of the topics in 2005 than in 2003. Recognition was also half as much in the Scottish survey compared with the GB survey, where respondents were asked whether they had seen or heard about *British* forests in the last twelve months (Appendix 6).

**Table 1: Respondents who had seen or read about Scottish forests, woods or trees in the last 12 months (%)**

	Scotland		GB
	2005	2003	2005
Public rights of access to woodland	15	19	23
Tree planting	9	19	21
Birds and other animals in woodland	8	19	24
Forest and woodland as places to visit	6	14	18
Protests about roads or other developments on woodland	6	13	18
Loss of ancient or native woodland	5	9	15
Flowers and other plants in woodland	4	8	15
Restoration of ancient or native woodland	4	8	12
Selling public woodland	4	8	9
Community woodland	4	-	-
Woods in & around towns, new local woods or improved local access	4	-	-
Creation of new native woodland	4	6	11
Tree pests and diseases	3	5	10
Wood for fuel / (short rotation coppice)	2	4	7
Labelling/ certification of wood products	1	2	6
Timber transport	0	4	5
Recalling at least one topic	26	49	50

Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018), GB (4,000)

### Regional comparisons

Table 2 lists the top 6 most recognised topics by Scottish respondents, and details the breakdown by region.

Respondents from the North and East were more likely to have seen or read about at least one topic than those from the West (48% and 31% of those from the North and

East, compared with 13% from the West). They were also more likely to have seen or read about 'birds and other animals', 'flowers and other plants', 'community woodland', 'tree planting' and 'tree pests and other diseases' than those from the West. For example, 19% and 12% of those from the North and East respectively, recalled seeing or reading about 'tree planting', compared with only 3% from the West.

Respondents from the North were more likely to have seen or read 8 of the 16 topics than those from other regions. For example, 15% of those from the North, 7% from the East and 2% from the West recalled having seen or read about 'forests and woodland as places to visit'.

**Table 2: Respondents who had seen or read about Scottish forests, woods or trees in the last 12 months, by region (%)**

	West	East	North	Scotland
Public rights of access to woodland	8	16	33	15
Tree planting	3	12	19	9
Birds and other animals in woodland	2	10	18	8
Forests and woodland as places to visit	2	7	15	6
Protests about roads or other developments on woodland	4	6	15	6
Loss of ancient or native woodland	1	5	13	5
Recalling at least one topic	13	31	48	26

Base: All respondents (1,009)

### Socio-demographic comparisons

Adults in Scotland who are in social grades ABC1, have visited woodland in the last few years or have a long-term disability or illness are more likely to have seen or read about at least one of the topics listed (Figure 1).

Males were more likely than females to have seen or read about 'woods in and around towns, new local woods or improved local access' (5% male, 3% female), 'public rights of access to woodland' (17% male, 3% female) and 'protests about roads or other developments on woodland' (9% male, 4% female).

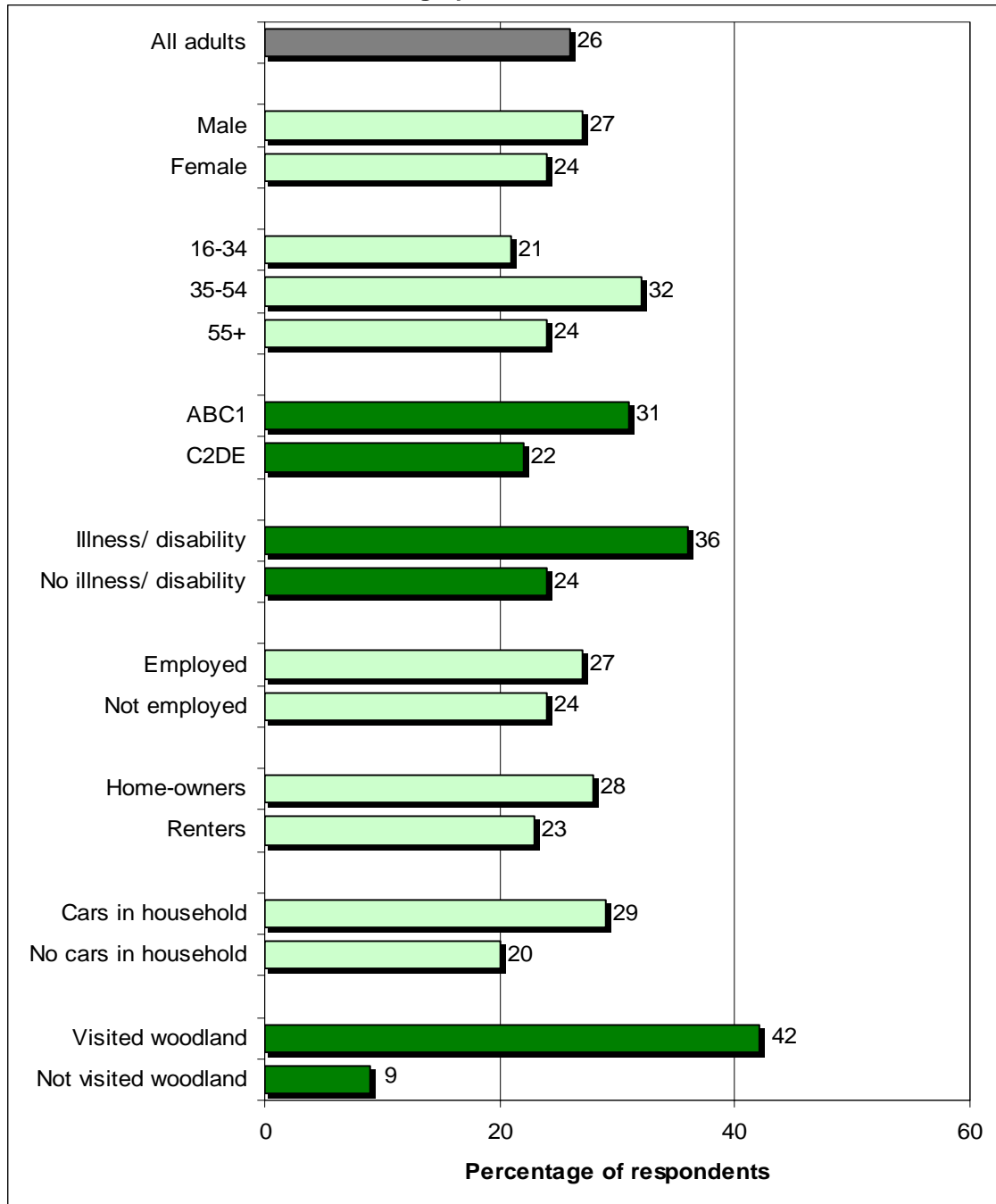
When considering each topic individually, respondents who had visited woodland in the last few years were more likely to have recalled 14 of the 16 topics. For example, items on 'public rights of access to woodland' were recalled by 26% of those who had visited woodland recently, compared with 4% of those who had not visited woodland recently.

Significantly more respondents from social grades ABC1 had seen or read about 'flowers and plants in the woodland' (6%), 'forests and woodland as places to visit' (9%) and 'tree pests and diseases' (4%), than those from social grades C2DE (2%, 4% and 2% respectively).

Those who were employed were more likely to have seen or read about 'public rights of access to woodland' than those who were not (12% of those not employed, 17% of those employed), as were those aged 35-54 years (9% of those aged 16-34, 22% of those aged 35-54 and 14% of those aged 55+). Similarly, those who were employed (6%) were less likely to recall 'birds and other animals in woodland' than those who were not (10%).

Adults with a long-term illness or disability were more likely than those without to have recalled 'tree planting' (16% with illness/disability, 9% of those without).

**Figure 1: Respondents who had seen or read about at least one topic, by socio-demographic variables**



Base: All respondents (1,009)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green otherwise

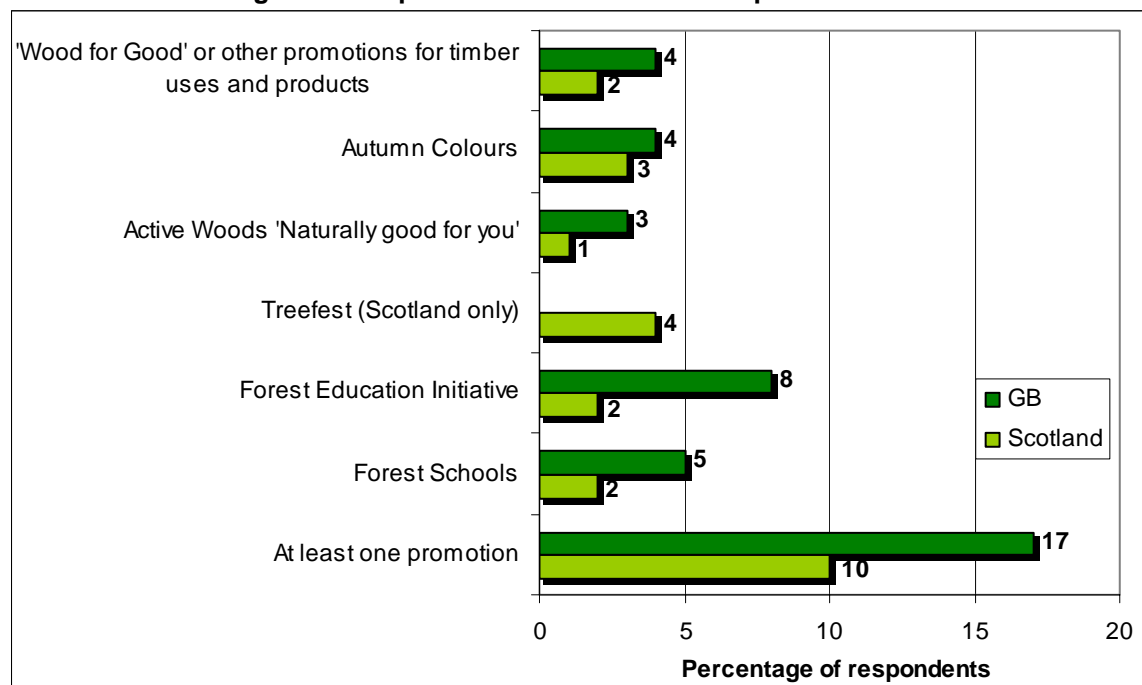
## 2.2 Promotions of forests, woodland, trees and wood products

A number of promotions, in Scotland and throughout GB, are aimed at enhancing public understanding and awareness of woodland, wood products and related issues. A further media-related question asked respondents about their awareness of six such promotions. In Scotland, a high number of adults (90%) were unaware of any of the promotions and no more than 5% of respondents were aware of any one promotion. For example, at only 4%, 'Treefest' was the most widely known of all of the promotions. (Figure 2)

Awareness of all promotions was lower in the Scottish survey than the GB survey. For example, 2% of respondents in the Scottish survey were aware of the Forest Education Initiative compared with 8% in the GB survey.

Although this question was included in the 2003 survey, the list of options was different. So, the figures for the 2003 survey are not provided here.

**Figure 2: Respondents who had heard of promotions**



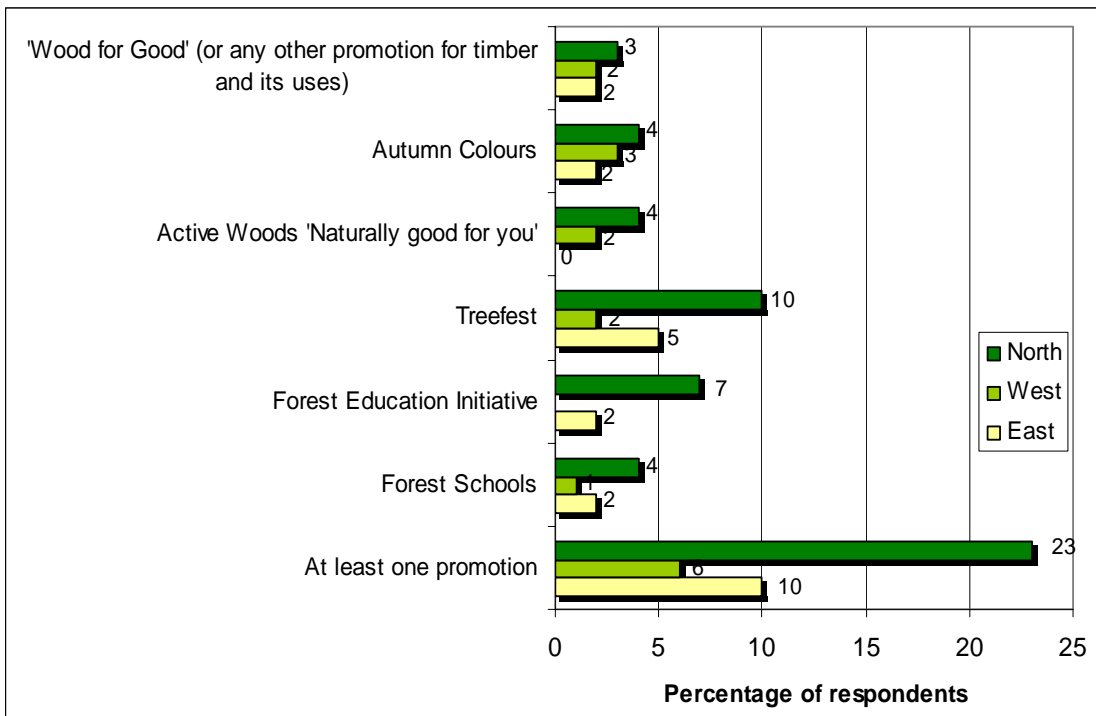
Base: All respondents - Scotland (1,009), GB (4,000)

### Regional comparisons

Respondents from the North (23%) were more likely than those from the East (10%) and West (6%), to have heard of at least one of the promotions (Figure 3).

Those from the North were more likely to have heard of 'Treefest', 'Forest Education Initiative' and 'Forest Schools' than those from other regions. Similarly, respondents from the East were less likely to have heard of 'Active Woods Naturally Good For You'.

**Figure 3: Respondents who had heard of promotions, by region**



Base: All respondents (1,009)

### Socio-demographic comparisons

Those more likely to have recalled at least one promotion included adults in social grades ABC1 (13% ABC1, 8% C2DE), and those who had visited forests or woodland in the last few years (17% of those who had visited, 3% of those who had not). Specifically, those who had visited forests and woodland recently were more likely than those who hadn't visited to recall hearing each of the 6 promotions and those in social grades ABC1 were more likely to recall hearing of 'Wood for Good (or any other promotion for timber and its uses)'.

### 3. Scottish forest management

#### 3.1 Benefits of forestry

The Scottish Executive 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. 79% of respondents selected at least one benefit.

As in previous years, the top reasons to support forestry in Scotland (Table 3) were 'to provide places for wildlife to live', 'to help prevent the greenhouse effect and global warming', 'to support the economy in rural areas' and 'to provide places to walk in'.

Support was generally higher for each topic in the GB survey, however the top five reasons to support forestry were still the same in the Scottish survey as the GB survey. Scottish respondents were more likely to believe that 'to support the economy in rural areas' was a better reason to support forestry with public money than 'to improve the countryside landscape' or 'to provide places to walk in'.

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

	Scotland		GB
	2005	2003	2005
To provide places for wildlife to live	39	50	67
To help prevent greenhouse effect/global warming	38	43	55
To support the economy in rural areas	37	37	41
To provide places to walk in	34	46	57
To improve the countryside landscape	31	34	53
So Scotland (GB) can buy less wood products from abroad	30	27	30
To provide wood as a renewable fuel*	29	26	28
To help rural tourism	27	32	36
To provide renewable energy (Scotland only)*	24	25	-
To provide healthy places for physical activity, relaxation and stress relief (2005 only)	23	-	44
To create pleasant settings for new and existing developments around towns	22	20	37
To restore former industrial land	22	20	30
To provide places to cycle or ride horses	22	19	35
To provide timber for sawmills & wood processing	22	17	23
To make woods more accessible to all in the community	18	23	36
At least one reason given	79	91	89

Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018), GB (4,000)

NOTE: The GB survey asked about British forestry rather than Scottish forestry

\* The total number of respondents believing either providing wood as a renewable fuel or providing renewable energy is a good reason to support Scottish forestry with public money is 36%

## Regional comparisons

Table 4 gives a regional breakdown for the top 6 benefits supported by adults in Scotland. Overall, support for public spending on forestry was lower in the East and higher in the North (74% of respondents from the East, 76% from the West and 96% from the North selected at least one reason to support forestry with public money).

Looking at each benefit individually, those from the East were less likely to support 9 of the 15 benefits. For example, 19% of those from the East selected 'so that Scotland can buy less wood products from abroad' as a good reason to support forestry with public money, compared with 34% of those from the West and 43% of those from the North.

Respondents from the North were more likely to support 5 of the 15 benefits, including 'to provide places for wildlife to live', where 64% of respondents believed this was a good reason to support forestry with public money compared with 37% in the East and 32% in the West.

Adults in the West were more likely to choose 'to provide wood as a renewable fuel', and 'to create pleasant settings for new and existing developments around towns' as good reasons to support forestry with public money.

**Table 4: Whether respondent believes public benefits are good reasons to support forestry with public money, by region (%)**

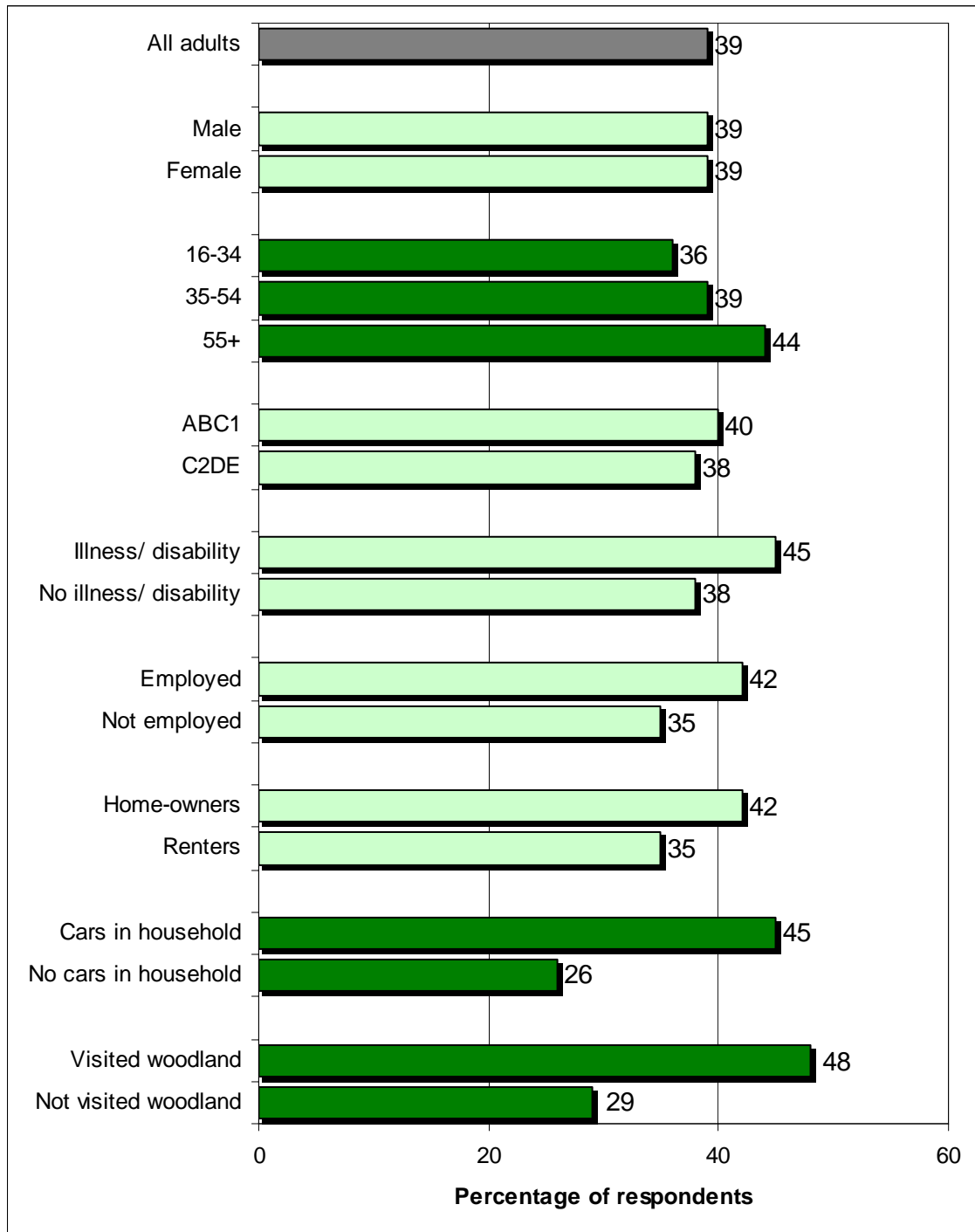
	West	East	North	Scotland
To provide places for wildlife to live	32	37	64	39
To help prevent the 'greenhouse effect' and global warming	34	34	61	38
To support the economy in rural areas	41	27	47	37
To provide places to walk	32	29	53	34
To improve the countryside landscape	44	27	29	31
So that Scotland can buy less wood products from abroad	34	19	43	30
At least one reason given	77	74	96	79

Base: All respondents (1,009)

## Socio-demographic comparisons

Figure 4 shows socio-demographic differences in the top reason for supporting forestry – 'providing places for wildlife to live'. Respondents aged 35 or over, those who had visited woodland and those with a car were more likely to think this a good reason.

**Figure 4: Support for public spending on forestry to provide places for wildlife to live, by socio-demographic variables**



Base: All respondents (1,009)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

Males, those with a long-term disability or illness and those who had visited woodland recently, were more likely to choose at least one reason to support forestry in Scotland with public money.

Of the other reasons listed in Table 4, those who had visited woodland recently, were more likely to support each of the benefits and those with a car were more likely believe that 'supporting the economy in rural areas', 'helping prevent the greenhouse effect and global warming', 'providing places for wildlife to live', 'providing

opportunities to walk' and 'improving the countryside landscape' were good reasons to support forestry with public money.

Respondents who were older were more likely to say that 'to support the economy in rural areas', 'to provide places for wildlife to live', 'to provide opportunities to walk' and 'to improve the landscape' were good reasons. For example, 30% of 16-34 year olds, 41% of 35-54 year olds and 40% of those aged 55+ said that supporting the economy in rural areas was a good reason for using public money on forestry.

Those who rented their accommodation were more likely than homeowners to believe that 'providing opportunities to walk' and 'improving the countryside landscape' were good reasons to support forestry.

Respondents in social grades ABC1 were more likely than those in social grades C2DE to support forestry 'so that Scotland can buy less wood products from abroad', but they were less likely to support forestry 'to provide opportunities to walk'.

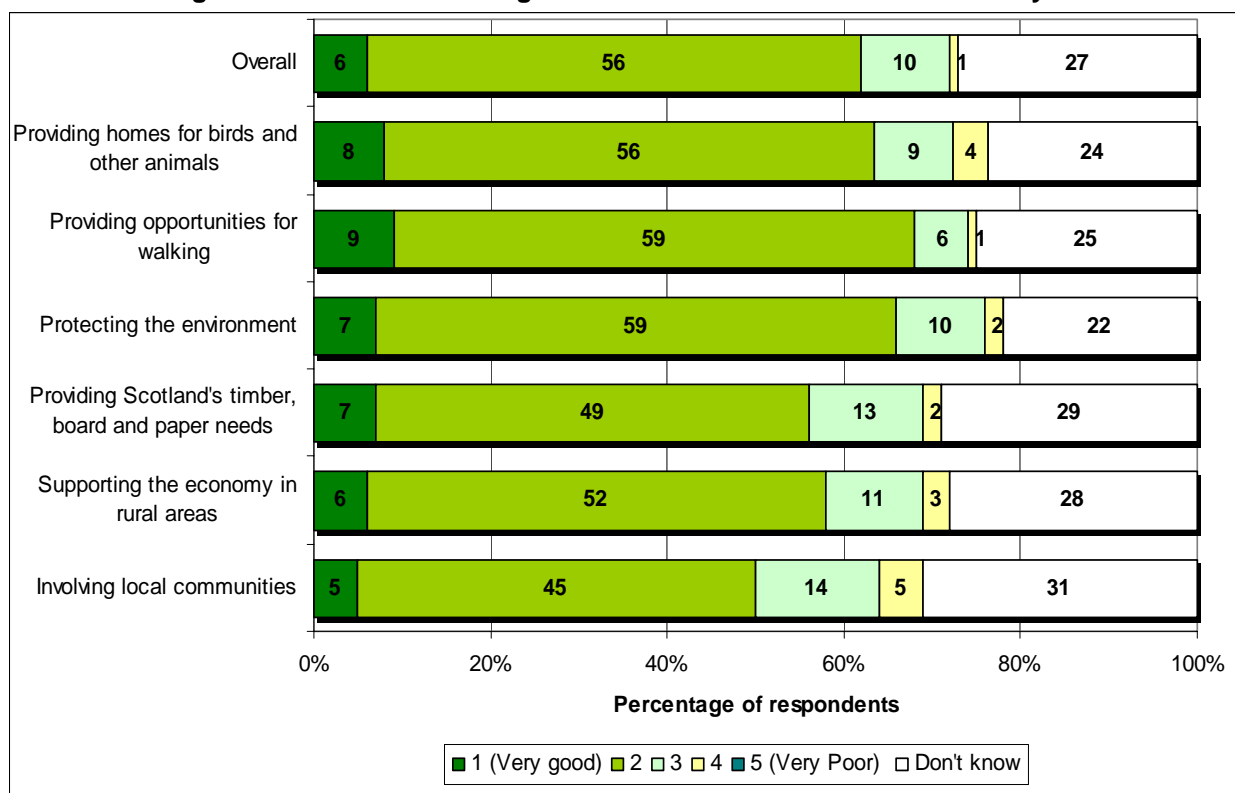
Adults who were employed were more likely than those who were not employed to select 'to help prevent the greenhouse effect and global warming', 'so that Scotland can buy less wood products from abroad', and 'to provide opportunities to walk' as a reason to support forestry in Scotland with public money.

### 3.2 Ratings of Scottish forestry

Respondents were asked to rate the performance of Scottish forestry on a number of aspects. Ratings were given on a scale of 1-5, 1 being 'very good' and 5 being 'very poor'. Aspects rated most highly (i.e. 1 or 2) were 'providing opportunities for walking' and 'protecting the environment' (68% and 66% respectively) ( Figure 5). The best reason to support forestry with public money was 'providing places for wildlife' (see Table 3); 64% of respondents rated Scottish forestry as '1' (very good) or '2' at 'providing homes for birds and other animals'.

A substantial proportion of respondents said that they could not give a rating, presumably because they did not know enough about that aspect of forestry. The number of 'don't know' responses ranged from 22% ('protecting the environment') to 31% ('involving local communities').

**Figure 5: Performance rating of various functions of Scottish forestry**



Base: All respondents (1,009)

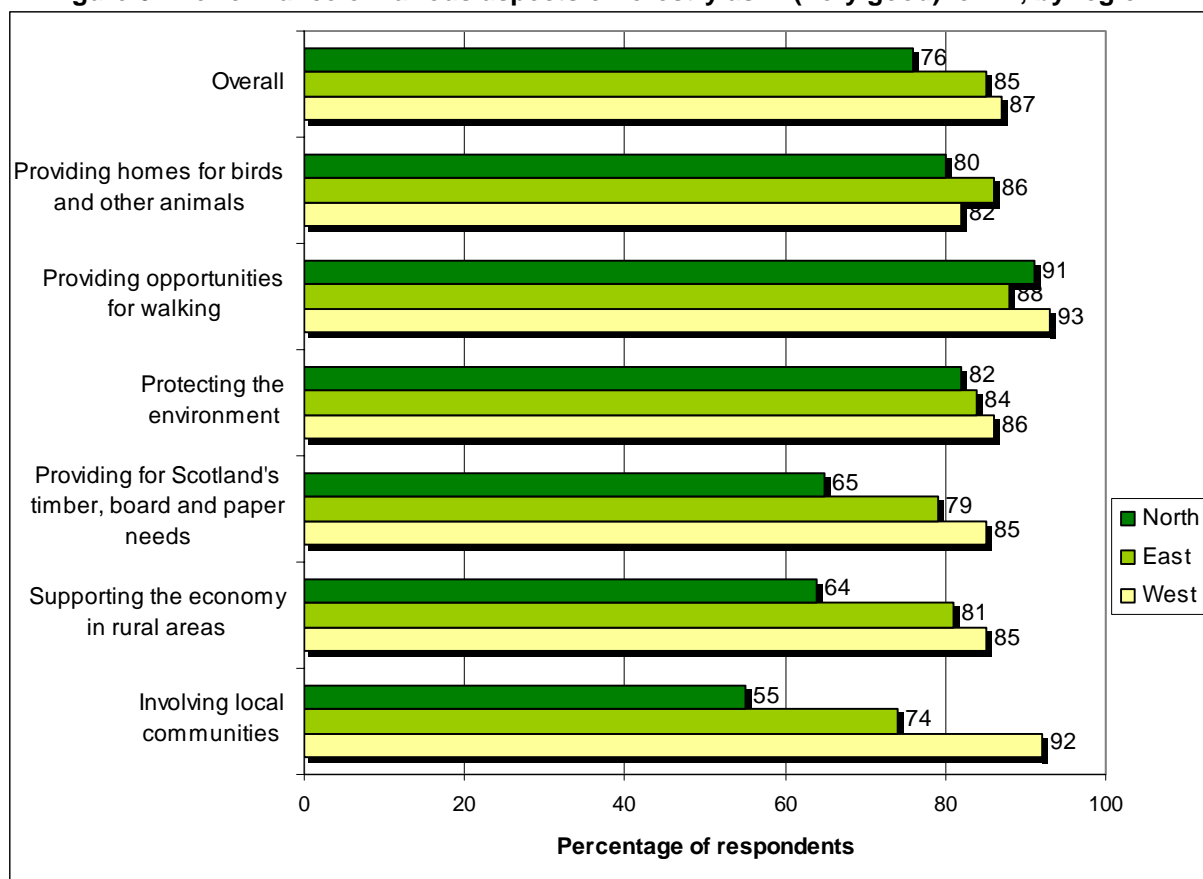
Respondents in the Scotland survey were less likely than those in the GB survey to rate a particular aspect of forestry as 'very good' (for example, 16% of GB survey respondents and 9% of Scotland survey respondents rated providing opportunities for walking as '1 (very good)'). However, Scottish respondents were much more likely to rate a particular aspect of forestry as '1 (very good)' or '2' than the GB respondents were (for example, 62% of Scottish respondents and only 29% of GB respondents rated the overall performance of Scottish/British forestry as '1 (very good)' or '2').

## Regional comparisons

The comparisons here consider only the Scottish respondents who gave an opinion about the performance of Scottish forestry. Respondents who said they did not know are excluded from this analysis. In Figure 6 and in the accompanying text, percentages are the proportion of respondents who gave an opinion. For ease of comparison, only those rating a particular aspect of forestry as '1 (very good)' or '2' are considered here.

Figure 6 shows that respondents from the East and West rated the overall performance of Scottish forestry higher than in the North. Respondents in the East and West also rated 'providing Scotland's timber, board and paper needs', 'involving local communities' and 'supporting the economy in rural areas' higher than in the North. Respondents from the North and West were more likely to give a high rating to 'providing opportunities for walking'.

**Figure 6: Performance of various aspects of forestry as '1 (Very good)' or '2', by region**



Base: Respondents who gave a rating (ranging from 699 for 'involving local communities' to 783 for 'protecting the environment')

## **Socio-demographic comparisons**

Of those who gave an opinion, respondents without a long-term illness or disability were more likely to give a rating of '1 (very good)' or '2' to Scottish forestry for 'providing opportunities for walking', 'providing Scotland's timber, board and paper needs', 'involving local communities' and 'supporting the economy in rural areas'.

Respondents who were employed were more likely to give a high rating to 'protecting the environment' and 'providing homes for birds and other animals' than those who were not employed.

## 4. Changes to woodland

### 4.1 Perception of change in woodland area

The recorded area of woodland in Scotland has increased by over 40%, from 920,000 hectares in 1980, to 1,330,000 hectares in 2004. For the UK as a whole, the recorded area has increased by 30% over the same period<sup>2</sup>. Although some of this increase can be attributed to improved coverage of woodland inventories, it is clear that total woodland area has increased in the last 20 years. Increases in woodland area have occurred in all regions of Scotland<sup>3</sup>.

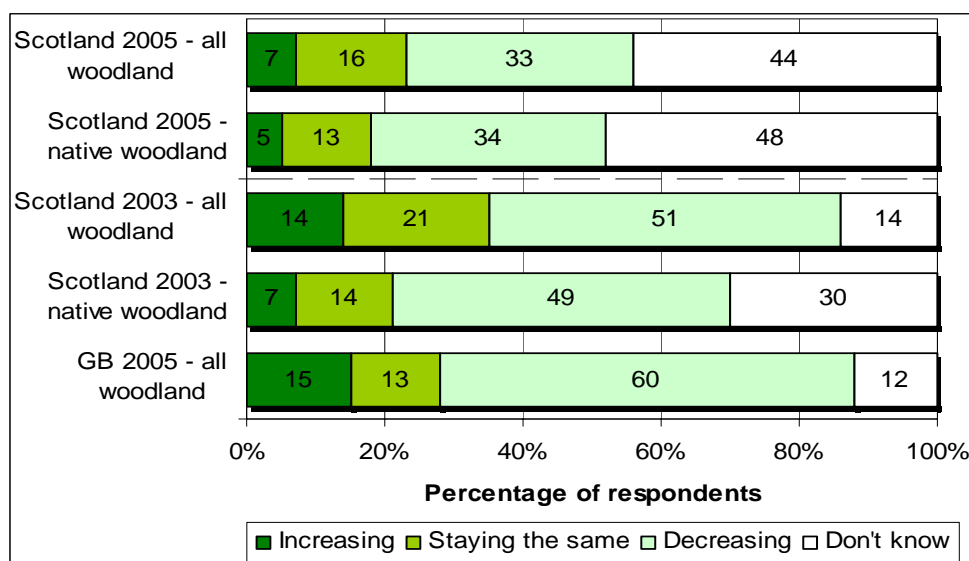
Around a quarter of Scotland's woodland are native, some of which are semi-natural and some are planted. However, estimates of change in native woodland area are uncertain, as although an average of around 1,500 ha of 'new native woodland' has been planted each year since 1997, there is currently no monitoring system for the loss of native woodland.<sup>4</sup>

Respondents were asked whether they thought the total amount of woodland in Scotland had been increasing, decreasing or staying the same over the last twenty years. Only 7% said that the woodland area had increased, while a third (33%) thought the area had decreased. Nearly half of respondents (44%) said they did not know if the total area of woodland changed or stayed the same (Figure 7).

The proportion of respondents who thought that the woodland area had decreased was higher in the GB survey (60%) than in the Scottish survey (33%).

Respondents were also asked whether they thought the area of native woodland in Scotland had been increasing, decreasing or staying the same over the last 20 years. Again, a third of respondents thought that the area of native woodland had decreased (34%), whereas only 5% thought that it had increased.

**Figure 7: Perception of change in woodland area over last 20 years**



Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018), GB (4,000)

<sup>2</sup> Forestry Statistics 2004, Forestry Commission, Edinburgh, 2004

<sup>3</sup> National Inventory of Woodland and Trees: Scotland, Forestry Commission, Edinburgh, 2001

<sup>4</sup> UK Indicators of Sustainable Forestry, Forestry Commission, Edinburgh, 2002

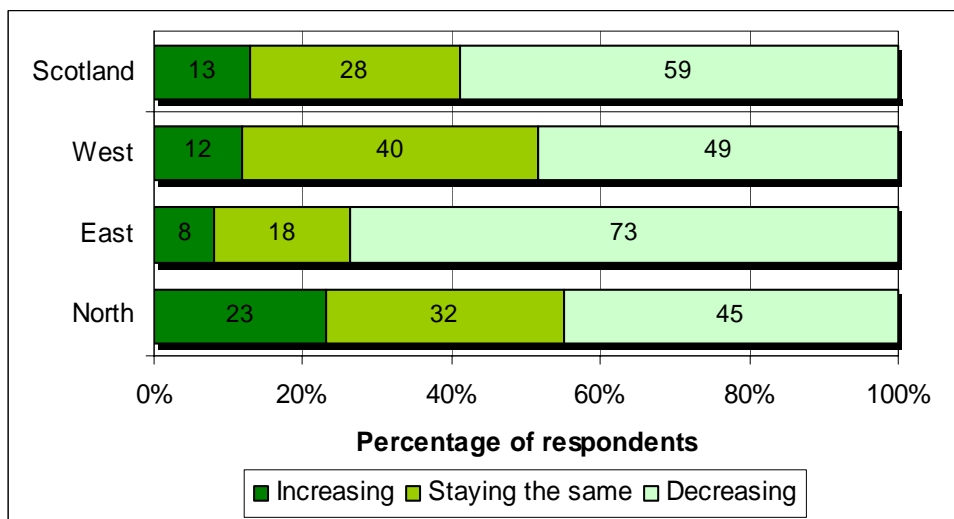
Note that, in 2005, nearly half of respondents were unable to answer these questions.

### Regional comparisons

Figure 8 shows how respondents in each of the three regions perceived the change in total woodland area over the last 20 years as a percentage of those adults who gave an opinion. Figure 9 shows the perceived change in native woodland area in the same period.

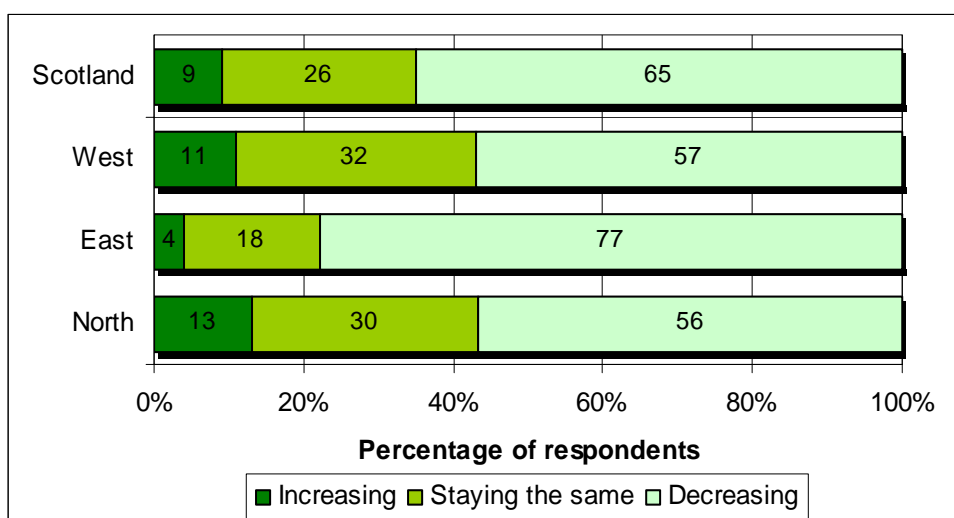
Respondents living in the East were more likely than those from the other regions to perceive that both the total woodland area and the native woodland area had decreased in the last 20 years. For example, 77% of those in the East who gave an opinion thought that the area of native woodland had decreased, compared with 56% in the North and 57% in the West.

**Figure 8: Perception of change in total woodland area in last 20 years, by region**



Base: Respondents who gave an opinion (565)

**Figure 9: Perception of change in native woodland area in last 20 years, by region**



Base: Respondents who gave an opinion (565)

## Socio-demographic comparisons

Among those who gave an opinion, adults not in employment were more likely to perceive that the total woodland area (16%) and native woodland area (10%) had increased than those in employment (11% and 8% respectively.)

Respondents who had visited forests or woodland in the last few years were more likely to perceive that the total amount of woodland in Scotland had increased in the last 20 years (15%) compared with those who had not (10%).

Similarly, car owners were more likely to perceive an increase in the amount of native woodland over the last 20 years. Of those who gave an opinion, 10% of car owners thought that there had been an increase in the area of native woodland over the last 20 years compared with 5% of non-car owners.

### 4.2 Desire for change in woodland area

Respondents were then asked whether or not they would like more woodland in their part of Scotland. Nearly half (47%) indicated that they would like to see more woodland. Around a third of respondents (30%) replied that they would like to see neither more nor less woodland. Only a small number of respondents (less than 0.5%) stated they would like to see less woodland (Table 5).

**Table 5: Desire for more woodland (%)**

	Scotland		GB
	2005	2003	2005
More than half as much again	5	28	18
About half as much again	13	2	24
A little more	27	26	23
<i>More (total)</i>	<i>47</i>	<i>58</i>	<i>66</i>
Neither more nor less	30	26	29
Less	0	1	2
Don't know	23	15	4

Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018), GB (4,000)

NOTE: Respondents were asked about 'their part of the country' in the GB survey

Respondents who indicated that they wanted more woodland were asked how much more they wanted to see and where they would like to see the woodland created.

More than a half (58%) stated that they would like to see a little more woodland, over a quarter (28%) would like to see about half as much again and 11% would like to see more than half as much again.

The proportion of respondents who would like to see more woodland was higher in the GB survey (66%), with fewer respondents in Scotland wanting to see more than half as much woodland again in their part of Scotland compared with the GB respondents. A greater number of respondents in Scotland (23%) said they did not know how much more woodland they wanted than those in GB (4%).

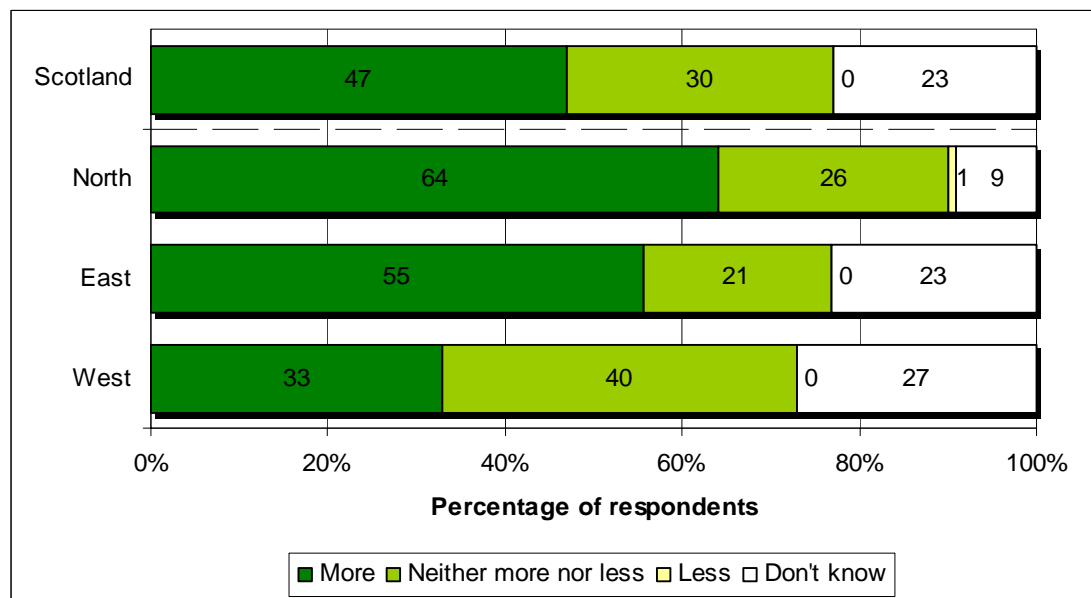
Nearly half of those wanting more woodland (46%) stated they would most like to see it created within 500m/10 minutes of their home, 28% around new developments and 13% on former industrial sites (Table 6). This question was not asked in the GB or previous Scotland surveys.

### Regional comparisons

Respondents from the North and East were more likely than those from the West to want more woodland in their part of Scotland (Figure 10).

When asked about how much more woodland they wanted, of those who gave an opinion, respondents from the East (70%) were more likely than other regions to want only a little more woodland (57% of those from the North and 49% of those from the West).

**Figure 10: Desire for more woodland in Scotland, by region**



Base: All respondents (1,009)

Significantly more respondents in the West wanted more woodland created on former industrial sites (18%) and significantly less wanted to see more woodland around new developments (21%) than those from other regions (10% in the East and 12% in the North wanted more woodland on former industrial sites and 29% in the East and 36% in the North wanted more woodland around new developments) (Table 6).

Those in the North (34%) were less likely to want to see new woodland created within 500m/10minutes walk from their home compared with respondents from the West (48%) and East (50%).

**Table 6: Desire for location of new woodland, by region (%)**

	West	East	North	Scotland
Within 500m/10 minutes walk from my home	48	50	34	46
Around new developments	21	29	36	28
On former industrial sites	18	10	12	13
In rural areas near existing forests	8	8	12	9
On farmland	-	1	7	2
Don't know	4	2	-	2
-----	-----	-----	-----	-----
Everywhere	1	-	-	-

Base: Respondents who wanted more woodland in their part of Scotland (472)

### **Socio-demographic comparisons**

Respondents who had visited woodland in the last few years were more likely to want more woodland (of those giving an opinion, 78% of visitors and 37% of non-visitors) in their part of Scotland, as were those living in rented accommodation.

There was no socio-demographic variation in how much more woodland respondents would like to their part of Scotland.

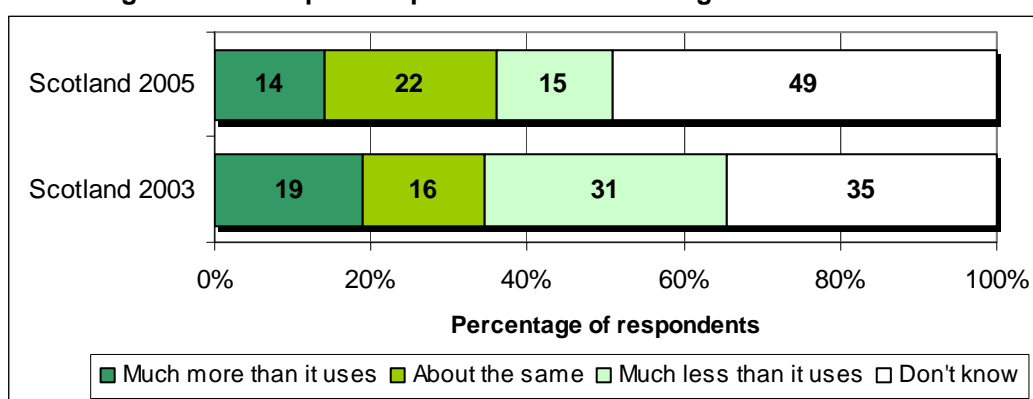
Those without a long-term illness or disability were more likely to want new woodland within 500m/10 minutes of their home (28% of those with a disability compared to 49% of those without). Female respondents (17%) and homeowners (16%) were more likely to want to have new woodland created on former industrial sites (compared with 9% of males and 8% of those in rented accommodation).

## 5. Wood products

Scotland produced around 6.9 million m<sup>3</sup> of softwood timber (standing volume) in 2004 and a small amount of hardwood<sup>5</sup>. Assuming that the amount of wood used per head is the same in Scotland as in the rest of the UK, then Scotland produces roughly the same as it consumes<sup>6</sup>.

Respondents were asked whether they thought Scotland produced more or less wood than it used. Nearly a half of respondents said that they did not know, and 15% thought that Scotland produced much less wood that it uses. 14% of respondents thought Scotland produced much more, and the remaining 22% thought it produced about the same amount of wood as it uses (Figure 11).

**Figure 11: Perception of production versus usage of wood in Scotland**

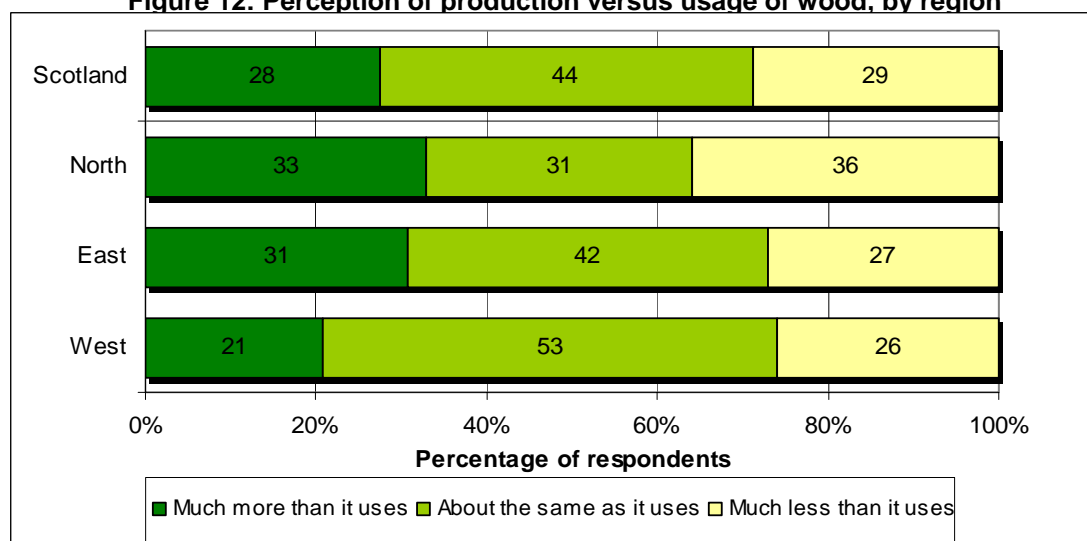


Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018)

### Regional comparisons

Of those who gave an opinion, more respondents in the North (33%) and East (31%) said that they thought Scotland produced more wood than it used (Figure 12).

**Figure 12: Perception of production versus usage of wood, by region**



Base: Respondents who gave an opinion (516)

<sup>5</sup> UK figures available in UK Timber Statistics 2004, Forestry Commission, Edinburgh, 2005

<sup>6</sup> Forestry Statistics 2004, Forestry Commission, Edinburgh, 2004

### **Socio-demographic comparisons**

Of the respondents who gave an opinion, adults aged under 35 (35% of 16-34 year olds, 24% of 35-54 year olds and 22% of those aged 55+) and those without a long-term disability or illness were more likely to think that Scotland produced more wood than it used.

## 6. Woodland recreation

The Scottish Forestry Strategy<sup>7</sup> aims to provide recreation opportunities near towns, improve availability of information about opportunities and increase forestry's contribution to tourism. This section deals with questions relating to recreation in forests and woodland.

### 6.1 Visits to woodland

Half of those surveyed said that they had visited woodland for walks, picnics or other recreation in the last few years. This is significantly less than the corresponding figures from the 2003 Scottish survey and the 2005 GB survey (Table 7).

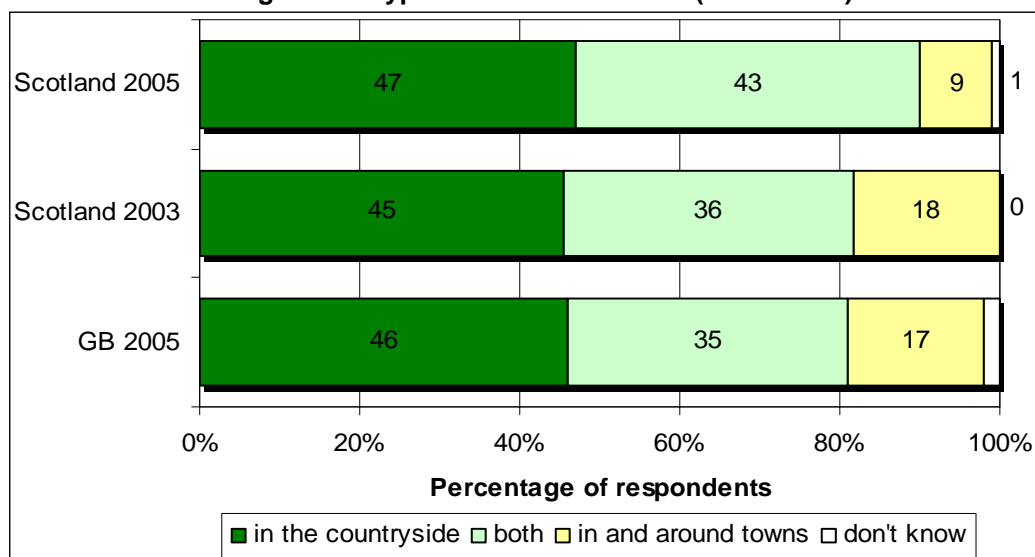
**Table 7: Visited woodland in last few years (%)**

	Scotland		GB
	2005	2003	2005
Yes	50	64	65
No	47	33	33
Don't know	3	4	2

Base: All respondents - Scotland 2005 (1,009), Scotland 2003 (1,018), GB (4,000)

47% of woodland visitors had only visited woodland in the countryside, 9% had only visited woodland in and around towns and 43% had visited both rural and urban woodland (Figure 13).

**Figure 13: Type of woodland visited (urban/rural)**



Base: Respondents who had visited woodland in the last few years - Scotland 2005 (508), Scotland 2003 (648), GB (2,672)

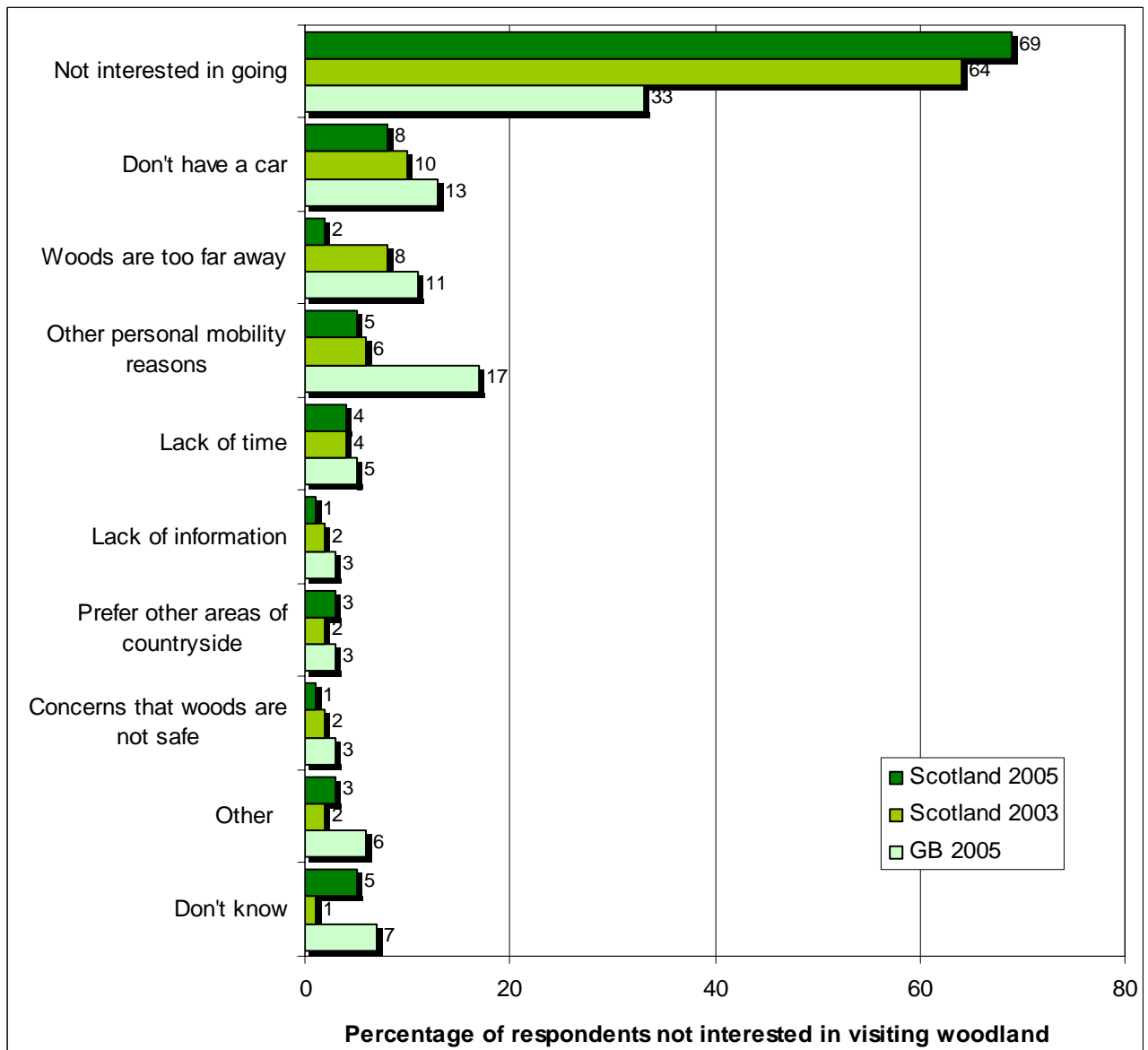
<sup>7</sup> Forests for Scotland – The Scottish Forestry Strategy, Forestry Commission, Edinburgh, 2000

Respondents in the 2005 Scottish survey (9%) were less likely to visit only woodland in and around towns compared with those in both the 2003 Scottish survey (18%) and the 2005 GB survey (17%).

Respondents who had not visited woodland in the last few years were asked about the main reason for not visiting (Figure 14). The main reason was that the respondent was 'not interested in going' (69% of those who had not visited). The other main reasons given were 'not having a car' (8%) and 'other personal mobility reasons' (5%).

Respondents in the Scottish surveys who had not visited woodland were twice as likely to say that they were 'not interested in going' (69% in 2005, 64% in 2003) as those in the 2005 GB survey (33%).

**Figure 14: Main reason for not visiting forest/woodland in last few years**



Base: Respondents who had not visited woodland in the last few years, Scotland 2005 (473), Scotland 2003 (333) GB (1,328)

## Regional comparisons

Table 8 shows that respondents living in the North and East of Scotland were more likely to have visited woodland (72% and 61%, respectively), than those in the West (34%).

Of those who had visited woodland, respondents from the North and West were more likely to have visited only woodland in and around towns. (Table 8)

Respondents from the West (77%) were more likely to say that the main reason had not visited a woodland recently was that they were 'not interested in going' than those from the East (60%) and North (41%).

**Table 8: Woodland visited in last few years, by region (%)**

	West	East	North	Scotland
Visited woodland in last few years	34	61	72	50
<b>Respondents who had visited woodland (%)</b>				
Visited woodlands in the countryside	44	50	47	47
Visited woodlands in and around towns	12	6	11	9
Both	44	43	40	43
-----	-----	-----	-----	-----
Don't know	-	1	2	1

Base: All respondents (1,009) and those who had visited woodland (508)

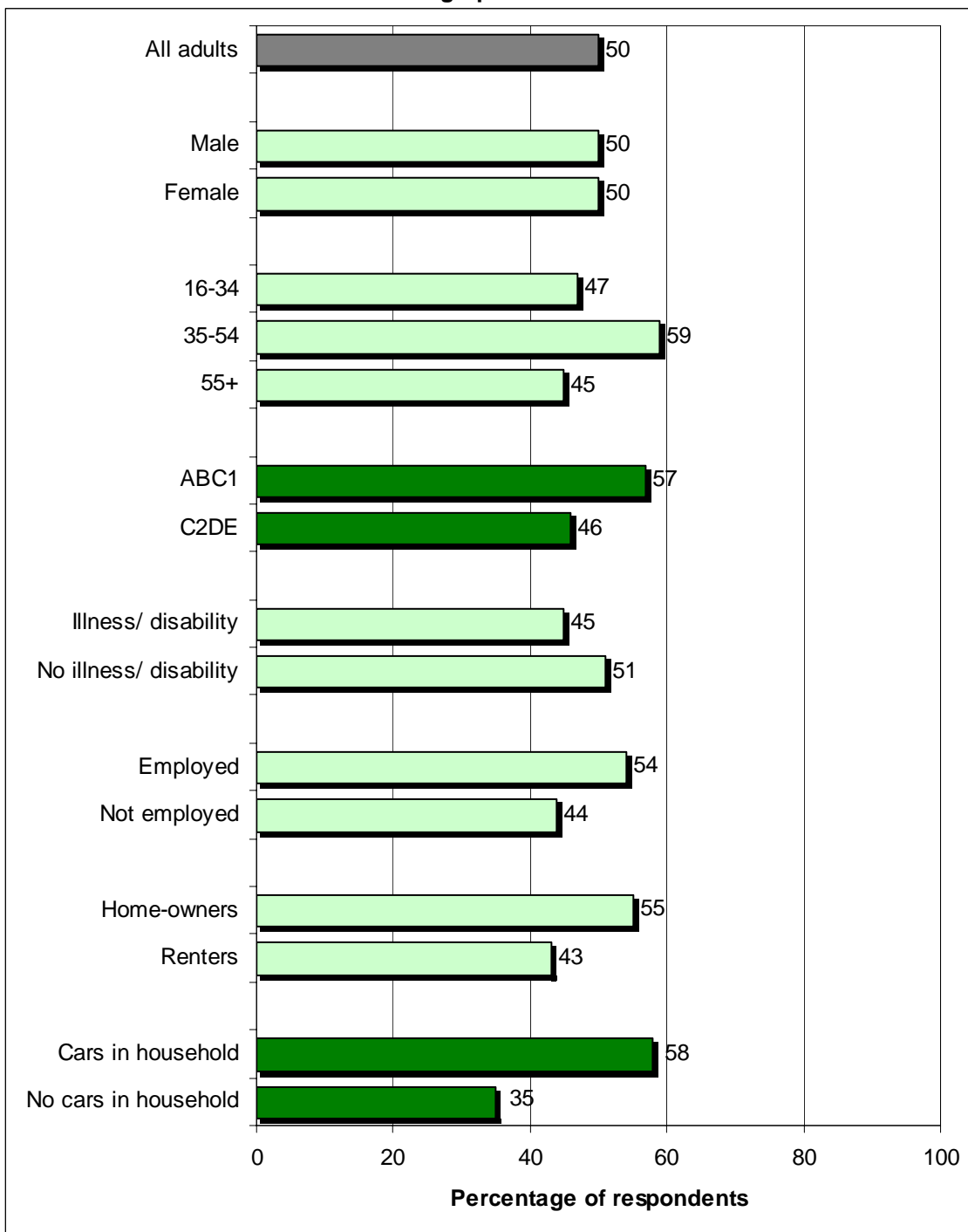
## Socio-demographic comparisons

Those with a car in their household and those in social grades ABC1 were more likely to have visited woodland in the last few years (Figure 15).

There were no significant socio-demographic variations in respondents who said they only visited woods in the countryside. Respondents who only visited woodland in and around towns were more likely to be those without a car, those with a long-term illness or disability or those aged under 35 years. Respondents in employment were more likely to have visited woodland both in the countryside and in and around towns.

Male respondents (77%) were more likely than female respondents (61%) to say that the main reason for not visiting woodland and forests recently was that they were 'not interested in going'. Similarly, those with a long-term illness or disability (39%) were less likely to give their main reason as 'not interested in going', compared with those without a long-term illness or disability (73%).

**Figure 15: Respondents who had visited woodland in the last few years, by socio-demographic variables**



Base: All respondents (1,009)

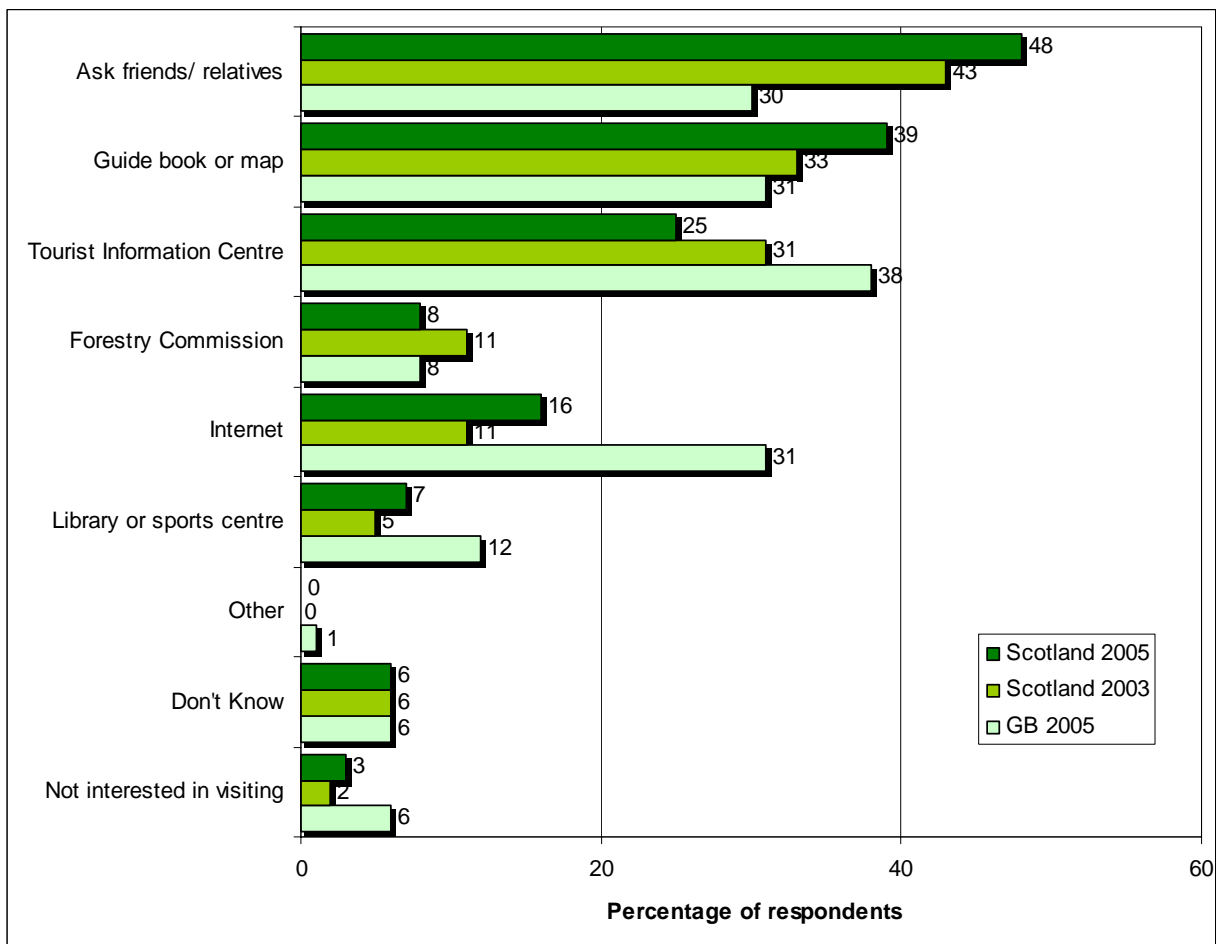
NOTE: Dark green indicates statistically significant variable in multivariate model, light green otherwise

## 6.2 Information about woodland to visit

Respondents were asked how they would obtain information about woodland or forests they had not previously visited. 'Asking friends or relatives' (48%), 'using a guide book or map' (39%), or 'tourist information centres' (25%) were the sources of information most likely to be used to find out about a woodland not previously visited (Figure 16). The 'Internet' (16%) and the 'Forestry Commission' (8%) were other sources of information.

Respondents in Scotland were more likely than those in GB survey to say they would 'ask friends or relatives' (48% in Scotland, 30% in GB), and less likely to use a 'tourist information centre' (25% in Scotland, 38% in GB) or the 'Internet' (16% in Scotland, 31% in GB).

**Figure 16: Sources of information respondents would normally use for woodland not previously visited**



Base: All respondents excluding those who had not visited forests or woodland in the last few years, with their main reason for not visiting being that they were not interested in going.

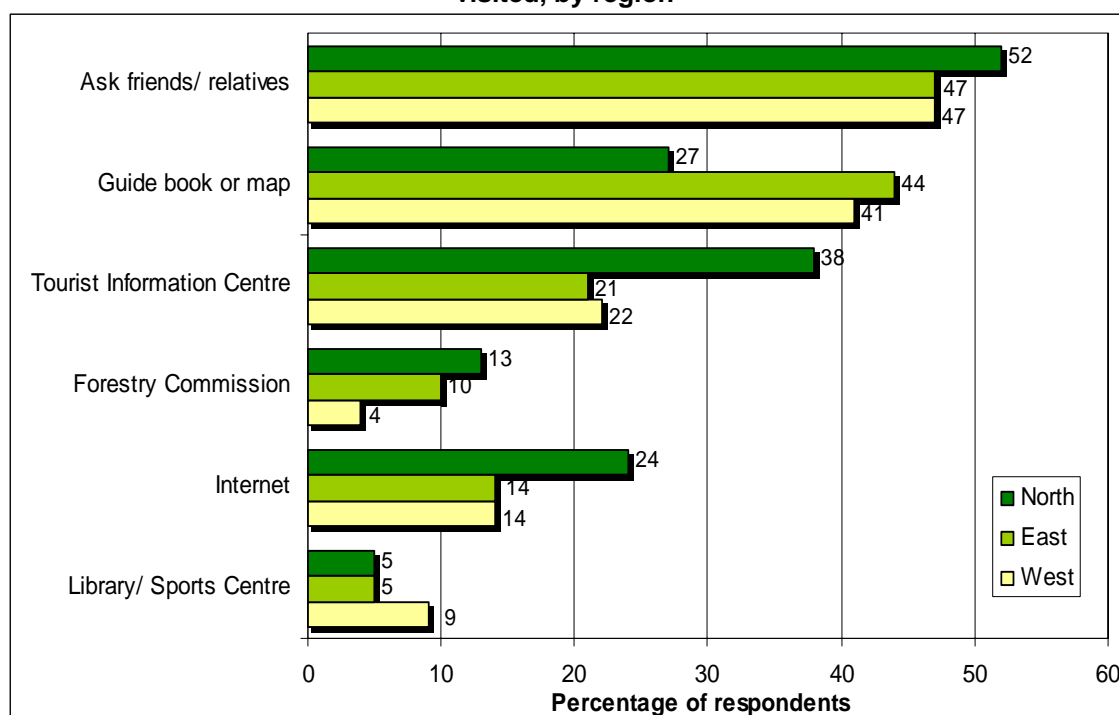
NOTE: The GB figures shown here differ from those in the GB report, which were shown as a percentage of all adults (4,000)

## Regional comparisons

Respondents in the North were more likely to use a 'tourist information centre' or the 'Internet' but less likely to use 'a guidebook or map'. For example, 38% of adults in the North, 21% in the East and 22% in the West would use a 'tourist information centre' when visiting woodland or forests which were unfamiliar to them (Figure 17).

Adults in the North (13%) and East (10%) were more likely to use the 'Forestry Commission' as a source of information than those in the West (4%). Those in the West were more likely to use a 'library or sports centre'.

**Figure 17: Sources of information would normally use for woodland not previously visited, by region**



Base: All respondents excluding those who had not visited forests or woodland in the last few years, with their main reason for not visiting being that they were not interested in going (663)

## Socio-demographic comparisons

Respondents aged 16-34 (57%) were more likely to 'ask friends or relatives' to find out about woodland not previously visited, compared with respondents aged 35 or above (50% of 35-54 year olds, 34% of those aged 55 and above). However, they were less likely to use a 'tourist information centre' (18% of 16-34 year olds, 27% of 35-54 year olds and 30% of those aged 55 and above).

Respondents aged 55 and above were less likely to use the 'Internet' as a source of information compared with younger age groups (21% of 16-34 year olds, 19% of 35-54 year olds, and 5% of those aged 55+).

Males were more likely than females to use the 'Forestry Commission', or 'a guidebook or map'. For example, 46% of males and 34% of females said they would use a guidebook or map.

Those who had visited forests or woodland recently were more likely than others to 'ask friends or relatives', use the 'Internet', or use 'a guidebook or map'.

Homeowners (19%) were more likely to use the 'Internet' than those in rented accommodation (12%) when looking for information about a forest or woodland they have not visited before.

Adults in social grades C2DE were more likely to use a 'library or sports centre' (8%) or 'ask friends or relatives' (50%) than those in social grades ABC1 (5% and 45% respectively).

### 6.3 Woodland recreation facilities

In the 2005 survey, respondents were asked (as an open question) to state up to two improvements they would like to see made to the woodland near to where they live, and similarly, to woodland elsewhere in Scotland they may have visited in the last few years. The improvements suggested (grouping together similar responses) are summarised in Table 9. This question was not asked in previous surveys.

40% of adults gave at least one response regarding improvements they would like to see to the woodland near to where they live, and 29% to other woodland in Scotland they may have visited in the last few years.

'Less litter', 'more flowers and trees', 'improved recreational areas' and 'improved paths' were the four most frequently suggested improvements for both woodland near to where respondents live and to woodland in Scotland they had visited in the last few years.

**Table 9: Suggested improvements to local and other Scottish woodland (%)**

	<b>Local woodland</b>	<b>Scottish woodland</b>
Less litter	10	6
More flowers and trees	6	5
Recreational areas	5	4
Paths	4	4
Accessibility	2	1
Safer	2	1
Seating	2	1
More signs	1	2
Better parking	1	1
Lighting	0	1
Keep well maintained	1	0
Café/refreshment services	0	1
More native species	0	1
Other	4	1
Nothing/Don't know	60	71
<b>At least one improvement</b>	<b>40</b>	<b>29</b>

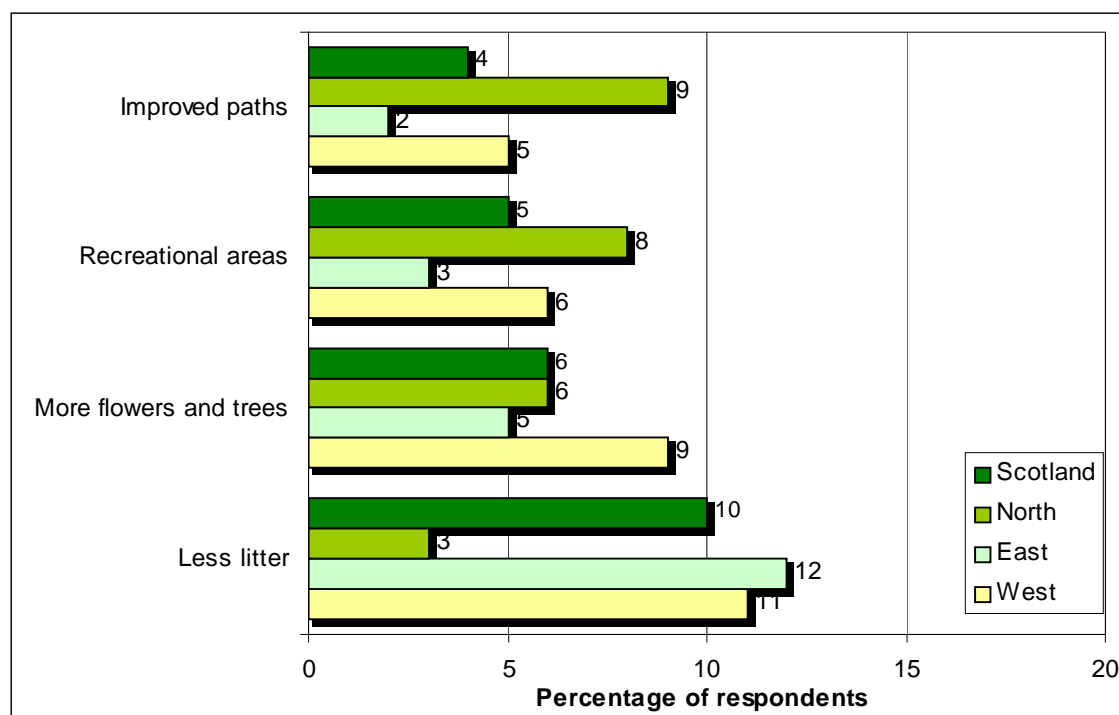
Base: All respondents who gave an opinion: local woodland (683), Scottish woodland (508)

## Regional comparisons

Of the most popular suggestions for improvements, respondents in the East and West said they wanted to see 'less litter' in the woodland near to where they live, whereas those in the North would like to see 'improved paths' (Figure 18).

Of the top four responses, those in the East (12%) were more likely than those in the West (11%) and North (3%) to want 'less litter' in the woodland near to where they live. Respondents in the North were more likely than other regions to want improved 'recreational areas' and 'paths' (for example, 9% of those in the North compared with 5% of those in the West and 2% of those in the East wanted improved paths).

**Figure 18: Most popular suggestions for improvements made to local woodland, by region**



Base: Respondents who gave an opinion (683)

Of the improvements respondents wished to see to other woodland in Scotland they had visited in the last few years, those from the East and West wanted 'more flowers and trees', whereas those from the North wanted 'improved paths'.

Respondents in the North were more likely to want to see improved 'recreational areas' and 'paths' in other woodland in Scotland. For example, 8% of those from the North wanted improved paths, compared with 6% of those from the West and 2% of those from the East.

## Socio-demographic comparisons

There were few socio-demographic variations in the top four improvements respondents would most like to see in the woodland near to where they live.

Females (13%) were more likely than males (7%) to want to have 'less litter' in the woodland near to where they live, and respondents in social grades ABC1 (6%) were more likely than those in social grades C2DE (3%) to want 'improved paths'.

Of the improvements to other woodland in Scotland, females (9%) were more likely than males (4%) to want 'less litter', as were respondents from social grades ABC1 (10%) compared with those from social grades C2DE (3%).

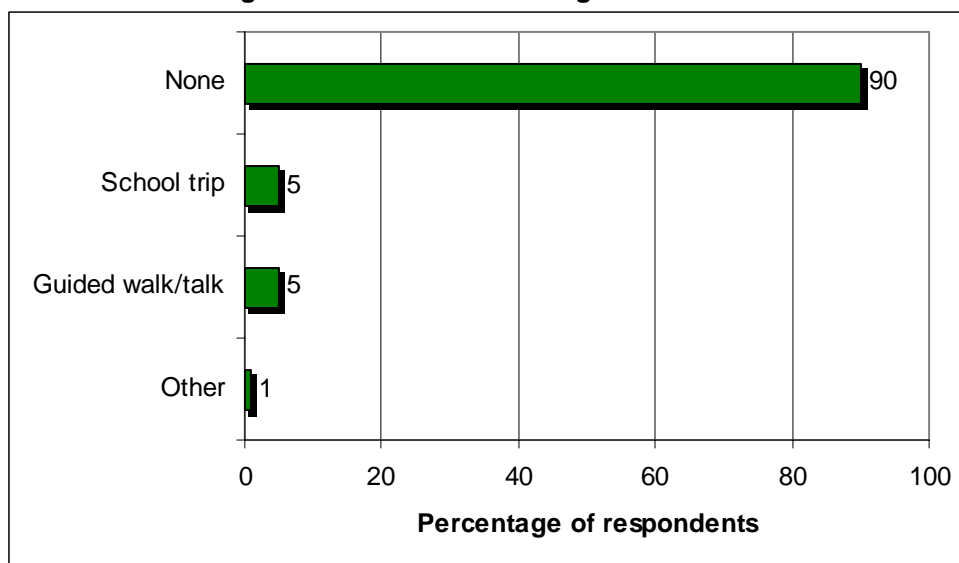
Homeowners (6%) were more likely than those in rented accommodation (1%) to want 'improved paths'. Those aged over 35 years old were more likely to want 'more flowers and trees' in other woodland in Scotland they had visited in the last few years. For example, 3% of those aged 16-34 years old, 9% of those aged 35-54 years old and 8% of those aged over 55 years old wanted more flowers and trees.

#### 6.4 Woodland learning activities

New to the 2005 survey, respondents were asked whether they or any member of their family attended any organised learning activities or events to do with woodland or forests in the last 12 months.

A total of 10% of adults said they or a member of their family had attended such an event. Of those that had attended an organised learning activity or event in the last 12 months, 5% had attended a 'school trip' and 5% a 'guided walk or talk'. A small number said they had attended some other type of organised learning activity or event (for example, scout outing, hiking group, etc.) (Figure 19).

**Figure 19: Woodland learning activities attended**



Base: All respondents (1,009).

NOTE: Respondents were able to give more than one response - a total of 1,019 responses, including 'none', were received.

## Appendix 1: GB survey: results for respondents from Scotland

This appendix gives results for Scotland and the GB as a whole, for questions which were asked in the 2005 GB survey but not in the Scotland survey. Only 375 interviews were carried out in Scotland so these results should be treated with caution. The full GB report is published separately.

### *Changes to woodland*

**Have you ever been consulted about plans for creating, managing or using woodland in your area?**

	Scotland	GB
Yes	3	6
No	96	92
Don't know	3	2

Base: Scotland (375), GB (4,000)

**Would you like to be consulted (again) about plans for creating, managing or using woodland in your area?**



	Scotland	GB
Yes	40	42
No	54	53
Don't know	6	5

Base: Scotland (375), GB (4,000)

### *Wood products*

All adults were first asked if they had been shopping for wood products in the last few years. Two fifths said that this was the case (37% in Scotland, 44% for the GB as a whole). These respondents were asked:

**Have you ever seen either of these logos on wood products such as furniture?**

	Scotland	GB
FSC logo 	34	38
PEFC logo 	5	8
None	59	56
Don't know	4	3

Base: Adults who had been shopping for wood products: Scotland (139), GB (1,752)

**Forestry Commission and other organisations**

Which of these have you heard of?

	Scotland	GB
Countryside Agency	16	33
English Nature	8	31
Forestry Commission	71	61
Forest Enterprise	15	10
Forest Research	8	10
National Trust	77	80
Woodland Trust	47	51
National Forest	23	33
Community Forests	10	12
Tree Wardens	14	20
Environment Agency	36	61
None	5	6
Don't Know	2	2

Base: Scotland (375), GB (4,000)

Thinking about the Forestry Commission, do you think that it is ...?

	Scotland	GB
Government department or agency	63	60
Independent body	20	24
Body representing woodland owners	3	3
Private company	4	2
Don't know	11	11

Base: Adults who were aware of the Forestry Commission: Scotland (267), GB (2455)

Which parts of Britain do you think that it works in?

	Scotland	GB
England	56	79
Scotland	87	61
Wales	49	60
Don't know	7	9

Base: Adults who were aware of the Forestry Commission: Scotland (267), GB (2455)

**Do you think the Forestry Commission...?**

	<b>Scotland</b>	<b>GB</b>
Lets the public walk in its woods and forests	93	89
Improves woodland habitats for wildlife	89	88
Provides trails for cycling and horse-riding	78	82
Carries out scientific studies	72	78
Sells Christmas trees	71	59
Runs cabins and campsites for forest holidays	58	47
Gives grants to private woodland owners	40	38

Base: Adults who were aware of the Forestry Commission: Scotland (267), GB (2455)

**How would you rate the Forestry Commission's overall performance from 1 to 5, where 1 is very good and 5 is very poor, in...?**

		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Don't know</b>
Managing and protecting Forestry Commission woodland	<b>Scotland</b>	12	49	27	2	2	8
	<b>GB</b>	17	37	28	3	1	14
Encouraging other landowners to protect and expand Britain's woodland	<b>Scotland</b>	7	30	34	8	2	19
	<b>GB</b>	8	24	34	6	1	26

Base: Adults who were aware of the Forestry Commission: Scotland (267), GB (2455)

**Recreation**

**Are there any forests or woodland which you can get to easily, without using a car or other transport?**

	<b>Scotland</b>	<b>GB</b>
Yes	46	38
No	51	58
Don't know	3	4

Base: Scotland (375), GB (4000)

How frequently did you visit forests and woodland last summer (i.e. between April and September 2004)?...

And how often last winter (i.e. since October 2004)?

Summer			Winter	
Scotland	GB		Scotland	GB
9	14	Several times per week	7	5
27	26	Several times per month	11	8
28	24	About once per month	17	15
25	31	Less often	34	34
8	5	Never	32	37
3	1	Don't know	0	1

Base: All adults excluding those who had not visited woodland in the last few years: Scotland (254), GB (2672)

Which of these types of woodland owners do you think own any of the forests or woodland you have visited in the last few years?

	Scotland	GB
Forestry Commission / Forest Enterprise	37	36
Local authorities	32	30
National Trust/ National Trust for Scotland	28	40
Woodland Trust	10	17
Other voluntary bodies	2	3
Total: any voluntary body	36	49
Private owners	22	18
None / Don't know	19	17

Base: All adults excluding those who had not visited woodland in the last few years: Scotland (254), GB (2672)

**In choosing a visit to a woodland, which of these are important to you?**

	<b>Scotland</b>	<b>GB</b>
Peace and quiet	69	61
Wildlife	65	64
Safe environment	58	53
Attractive scenery	63	58
Knowing that visitors are welcome there	47	46
No entrance charge	46	41
Good for exercise	48	41
A good place to unwind/ de-stress	47	38
It is in close/ easy reach	33	33
-----	-----	-----
None/ Don't know	1	3

Base: Adults interested in visiting new woodland or forests: Scotland (324), GB (3,363)

**If you were going to a woodland for a day out, which of these facilities would you like to see there?**

	<b>Scotland</b>	<b>GB</b>
Toilets	68	66
Picnic areas	52	46
Car park	49	53
Nature trails	52	47
Signposted walks suitable for all abilities	44	45
Information about the woodland	33	36
Café / restaurant / kiosk	37	34
Children's play area	38	31
Long walks (min. 2 miles)	26	26
Cycle trails	25	24
Minimum facilities to ensure peace and quiet	23	22
Accessible forest rangers	24	21
Shop with gifts and souvenirs	19	14
Organised events / education activities / guided walks	21	20
No interest in visiting	10	11
-----	-----	-----
None / Don't know	2	3

Base: All adults Scotland (375), GB (4,000)

**In the last few years, have you gathered any of the following products from forests or woodland?**

	<b>Scotland</b>	<b>GB</b>
Items for eating or drinking (such as berries, fungi, nuts, flowers and sap)	15	13
Medicinal and dietary supplements (such as St. Johns wort, meadowsweet and hawthorn)	2	2
Decorative, floral and craft products (such as foliage, branches, stems, moss, lichen and weld)	11	13
Items for seasonal, cultural and religious use (such as holly, ivy and hazel wands)	7	9
-----		
None/Don't know	73	73

Base: All adults excluding those who had not visited woodland in the last few years: Scotland (254), GB (2672)

## Appendix 2: Cross-breaks used in analysis

Table 10 details the cross-breaks used in the analysis of this data. It also shows the proportion of the sample that fall into each category. For example, with geographic region, 16% of interviews were conducted in the North of Scotland, 39% in the East and 45% in the West.

**Table 10: Variables used in regression analysis**

Variable	Divisions	Proportion of sample	Distribution of 16+ Scottish pop <sup>n</sup> in 2001 Census <sup>8</sup>	Details (where necessary)
Geographical region	North	16%	16%	Aberdeen City, Aberdeenshire, Eilean Siar, Highland, Moray, Orkney, Shetland
	East	39%	38%	Angus, Clackmannanshire, Dundee City, East Lothian, Edinburgh City, Falkirk, Fife, Midlothian, Perth & Kinross, Stirling, West Lothian, Scottish Borders
	West	45%	46%	Argyll & Bute, East Ayrshire, East Dunbartonshire, East Renfrewshire, Glasgow City, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Ayrshire, South Lanarkshire, West Dunbartonshire, Dumfries & Galloway
Gender	Male (1) Female (2)	50% 50%	47% 53%	
Age	16-34 (1) 35-54 (2) 55+ (3)	39% 34% 27%	31% 36% 33%	Adults over 16 were divided into 3 age classes
MRS social grades	ABC1 (1) C2DE (2)	42% 58%	46% 54%	ABC1: the chief income-earner is a non-manual worker. C2DE: the chief income earner is a manual worker or is unemployed <sup>9</sup>
Long term illness or disability	Yes (1) No (2)	11% 89%	23% 77%	From question in survey
Work status	Employed (1) Not working (2)	56% 44%	58% 42%	Not working includes students, retired adults and unemployed
Tenure	Home owners (1) Renters (2)	58% 42%	68% 32%	From question in survey
Car in household	Yes (1) No (2)	67% 33%	66% 34% <sup>10</sup>	Any cars in household
Visited woodland	Yes (1) No (2)	50% 50%		From question in survey

Note: To aid in interpreting Table 11, the values used for each of the variables are detailed in italics.

<sup>8</sup> Scottish adult population (16 years +) 4,090,000

<sup>9</sup> Social class is defined by the working status and income of the chief income earner in the household.

<sup>10</sup> Proportion of Scottish households 2,192,000

### Appendix 3: Correlation matrix of variables used in analysis

Table 11 details the correlation between the socio-demographic variables used in the regression modelling. The greater the magnitude of the correlation coefficient, the more highly correlated the variables are.

More highly correlated variables include work status with tenure, social grade and car ownership; gender with car ownership; age with work status and illness; and car ownership with illness.

For this reason, when simply analysing percentages, consideration should be taken regarding the correlation between each of these variables and the effect they may have upon the significance of the results.

**Table 11: Correlation coefficients of variables used in regression analysis**

	Gender	Age	MRS social grade	Long term illness or disability	Work status	Tenure	Car in household
Gender	1.00	-0.01	0.05	0.00	0.03	0.06	0.13
Age		1.00	0.03	-0.22	0.28	-0.03	0.09
MRS social grade			1.00	-0.06	0.19	0.29	0.24
Long term illness or disability				1.00	-0.27	-0.08	-0.12
Work status					1.00	0.27	0.30
Tenure						1.00	0.44
Car in household							1.00

## **Appendix 4: mruk sample method**

The **mruk** omnibus is a monthly Scottish consumer omnibus survey, for which 1,000 interviews are conducted in-home each month. There are 52 constituency-based sample points. The distribution of sample points is in line with the geographic spread of the population.

Interviews are conducted using a random route approach within each of the sampling points. One interview is conducted per household and quotas are imposed on age, gender and socio-economic group to reflect the population.

The sample is structured to match population profile estimates, allowing analysis and comparison between each wave of fieldwork to monitor changes in awareness, attitudes or behaviour over time.

1,009 adults (aged 16 or over) were interviewed during the March 2005 wave of the omnibus survey. Interviews for the March survey were conducted between 11<sup>th</sup> and 17<sup>th</sup> March 2005.

**mruk research**

## Appendix 5: RSGB Random location sampling method

A unique sampling system has been developed by Taylor Nelson Sofres for its own use. Utilising 1991 UK Census small area statistics and the post code address file, GB south of the Caledonian Canal has been divided into 600 areas of equal population. From these 600 areas a master sampling frame of 300 points has been selected to reflect the country's geographical and socio-economic profile. The areas within each Standard Region were stratified into population density bands, and within band in descending order by percentage of population in socio-economic Grade's I and II.

To maximise the statistical accuracy of Omnibus sampling, sequential waves of fieldwork are allocated systematically across the sampling frame so as to ensure maximum geographical dispersion. The 300 primary sampling units are allocated to 12 sub-samples of 25 points each; with each sub-sample in itself being a representative drawing from the frame. For each wave of Omnibus fieldwork, a set of sub-samples is selected so as to provide the number of sample points required (typically c. 139 for 2,000 interviews). Across sequential waves of fieldwork all sub-samples are systematically worked, thereby reducing the clustering effects on questionnaires asked for two or more consecutive weeks.

Each primary sampling unit is divided into two geographically distinct segments, each containing, as far as possible, equal populations. The segments comprise aggregations of complete postcode sectors. Within each half (known as the A and B halves) postcode sectors have been sorted by the percentage of the population in socio-economic groups II and I. One postcode sector from each primary sampling unit is selected for each Omnibus, alternating on successive selections between the A and B halves of the primary sampling unit, again to reduce clustering effects. For each wave of interviewing each interviewer is supplied with two blocks of 70 addresses drawn from different parts of the sector. Addresses are contacted systematically with three doors being left after each successful interview.

To ensure a balanced sample of adults within effective contacted addresses a quota is set by sex (male, female housewife, female non-housewife); within female housewife, by presence of children and working status; and within men, by working status.

As with all multi-stage sample designs, there are effects on the magnitude of the standard error of estimates that arise from a number of sources. The greatest contributors are caused negatively by the effects of clustering and weighting and positively by the effects of stratification. These are collectively known as 'design effects'. The 'design factor' is used to estimate the ratio of the standard error of these complex sample estimates to that of a simple random sample of the same size. Design factors vary from one variable to another depending on the inter-correlations that exist between that variable and the causes of variation in the size of the standard error. For example social grade tends to be correlated between households in small geographical areas and thus variables that are correlated with social grade (e.g. visits to woodland) will have larger design factors. Such design factors need to be individually calculated from actual data to obtain accurate estimates for any given variable. Common practice is the use of a 'modal' value for application to estimates. For the Omnibus Taylor Nelson Sofres recommend a design factor of 1.5 be applied to the calculation of confidence limits and when testing for significance

## Appendix 6: Scotland Questionnaire<sup>11</sup>

<b>Q1.</b>	<p><b>You may have seen or read about Scottish (<i>British</i>) 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?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"><li>• Birds and other animals in woodland</li><li>• Flowers and other plants in woodland</li><li>• Forests and woodland as places to visit</li><li>• Community woodland</li><li>• Woods in and around towns, new local woods, improved local access</li><li>• Tree planting</li><li>• Tree pests and diseases</li><li>• Wood for fuel / (short rotation coppice)</li><li>• Loss of ancient or native woodland</li><li>• Restoration of ancient or native woodland</li><li>• Creation of new native woodland</li><li>• Selling public woodland</li><li>• Public rights of access to woodland</li><li>• Protests about roads or other developments on woodland</li><li>• Labelling/certification of wood products</li><li>• Timber transport</li><li>• None of these</li></ul>
<b>Q2</b>	<p><b>Which of these promotions have you heard of?</b></p> <p style="text-align: right;">(Multi Choice)</p> <ul style="list-style-type: none"><li>• 'Wood for Good' or other promotions for timber uses and products</li><li>• Autumn Colours</li><li>• Treefest (<i>Scotland only</i>)</li><li>• Active Woods 'Naturally good for you'</li><li>• Forest Education Initiative</li><li>• Forest Schools</li><li>• None of these</li></ul>

<sup>11</sup> Note questionnaire wording differed slightly between Scotland and GB. These differences are detailed in individual questions in italics

<p><b>Q3</b></p>	<p><b>In Scotland (<i>Britain</i>), public money is given to support forestry, the planting and management of all types and sizes of forests and woods, because it is believed to be of public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• To support the economy in rural areas</li> <li>• To help rural tourism</li> <li>• To provide timber for sawmills and wood processing</li> <li>• To provide wood as a renewable fuel</li> <li>• So that Scotland (<i>Britain</i>) can buy less wood products from abroad</li> <li>• To make woods more accessible to all in the community</li> <li>• To help prevent the “greenhouse effect” and global warming</li> <li>• To provide places for wildlife to live</li> <li>• To provide healthy places for physical activity, relaxation and stress relief</li> <li>• To provide opportunities to walk</li> <li>• To provide opportunities to cycle or ride horses</li> <li>• To improve the countryside landscape</li> <li>• To create pleasant settings for new and existing developments around towns</li> <li>• To restore former industrial land</li> <li>• To provide renewable energy (<i>Scotland only</i>)</li> <li>• None</li> <li>• Don't know</li> </ul>
<p><b>Q4</b></p>	<p><b>I'd like you to tell me how good you think Scottish (<i>British</i>) Forestry is at the following, where 1 is very good and 5 is very poor...</b></p> <ul style="list-style-type: none"> <li>• Providing opportunities for walking</li> <li>• Protecting the environment</li> <li>• Providing Scotland's (<i>Britain's</i>) timber, board and paper needs</li> <li>• Providing homes for birds and other animals</li> <li>• Involving local communities (<i>Scotland only</i>)</li> <li>• Supporting the economy in rural areas</li> </ul> <p><b>..and on the same scale...</b></p> <ul style="list-style-type: none"> <li>• The overall performance of Scottish (<i>British</i>) forestry?</li> </ul>
<p><b>Q5.</b></p>	<p><b>Do you think Scotland produces more or less wood than it uses? (<i>Scotland only</i>)</b></p> <ul style="list-style-type: none"> <li>• Much more wood than it uses</li> <li>• Much less wood than it uses</li> <li>• About the same amount of wood as it uses</li> <li>• Don't know</li> </ul>

<p><b>Q6.</b></p>	<p><b>a. In the last 20 years, do you think the total amount of woodland in Scotland (<i>Britain</i>) has been increasing, decreasing or staying about the same?</b></p> <ul style="list-style-type: none"> <li>• Increasing</li> <li>• Decreasing</li> <li>• Staying about the same</li> <li>• Don't know</li> </ul> <p><b>b. And over the same period (in the last 20 years), do you think the amount of native woodland such as Caledonian pinewoods, oak, ash, birch and elmwood in Scotland has been increasing, decreasing or staying about the same? (<i>Scotland only</i>)</b></p> <ul style="list-style-type: none"> <li>• Increasing</li> <li>• Decreasing</li> <li>• Staying about the same</li> <li>• Don't know</li> </ul>
<p><b>Q7.</b></p>	<p><b>a. Would you like to have more or less woodland in your part of Scotland (<i>this part of the country</i>)?</b></p> <ul style="list-style-type: none"> <li>• More</li> <li>• Neither more nor less      (<i>skip to Q8</i>)</li> <li>• Less                                (<i>skip to Q8</i>)</li> <li>• Don't know                      (<i>skip to Q8</i>)</li> </ul> <p><b>b. How much more woodland would you like to have in your part of Scotland?</b></p> <ul style="list-style-type: none"> <li>• A little more</li> <li>• About half as much again</li> <li>• More than that</li> <li>• Don't know</li> </ul> <p><b>c. Where would you most like to see more woodland created? (<i>Scotland only</i>)</b></p> <ul style="list-style-type: none"> <li>• Within 500m/10 minutes walk from my home</li> <li>• Around new developments</li> <li>• On former industrial sites</li> <li>• In rural areas near existing forests</li> <li>• On farmland</li> <li>• Don't know</li> <li>• Everywhere</li> </ul>



<p><b>Q10.</b></p>	<p><b>If you were thinking about visiting forests or woodland that you had not visited before, which of the following sources of information would you normally use?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• Ask friends/relatives</li> <li>• Guide book or map</li> <li>• Forestry Commission</li> <li>• Tourist Information Centre</li> <li>• Internet</li> <li>• Library or Sports Centre</li> <li>• No interest in visiting</li> <li>• Don't know</li> <li>• Other (specify)</li> </ul>
<p><b>Q11.</b></p>	<p><b>Have you and/or your family attended any of the following organised learning activities or events to do with woodland in the last 12 months? (<i>Scotland only</i>)</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• School trip</li> <li>• Guided walk or talk</li> <li>• Other (please specify)</li> <li>• None</li> </ul>
<p><b>Q12.</b></p>	<p><b>Do you have any long-term illness, health problems or disability which limits your daily activities or the work you can do?</b></p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>