

# **Scottish Recreation Survey: technical report 2004/05**

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## 1 BACKGROUND

Scottish Natural Heritage (SNH) is required to measure levels of participation in walking in the countryside as well as a number of other open-air recreation activities. A set of questions forming the Scottish Recreation Survey was inserted into the Scottish Opinion Survey – a monthly Computer Aided Personal Interview (CAPI) omnibus – during the period July 2004 to June 2005. This 12 month period completes the second year of continuous surveying and builds on the baseline established by the 2003/04 survey. While around a third of the survey questions were inserted during every month on the omnibus survey, others were asked less frequently. This methodology ensured that a representative sample of the Scottish adult population, aged 16 years and over, was interviewed each month. A total of 12,278 interviews were undertaken during this 12 month period.

This technical report describes the survey methods used in detail, including details of fieldwork approaches, sampling and data analysis methods. The following sections of the report are structured as follows:

- *Method of data collection* – a description of the fieldwork approaches, sampling procedures and timings of the Scottish Opinion Survey.
- *Questionnaire content* – details of the questions asked in the Scottish Opinion Survey as part of the Scottish Recreation Survey and timings between July 2004 and June 2005.
- *Levels of accuracy* – estimates of the accuracy of the outputs produced for the July 2004 to June 2005 Scottish Recreation Survey.
- *Analysis of data* – a description of the approach followed during the analysis of data collected for the Scottish Recreation Survey including weighting procedures and how results have been grossed up to produce volume and value estimates.

A copy of the survey questionnaire is appended.

## **2 METHOD OF DATA COLLECTION**

The Scottish Recreation Survey (ScRS) is undertaken through the inclusion of a series of questions in every monthly wave of the TNS consumer omnibus survey the Scottish Opinion Survey (SOS).

An omnibus survey is a quantitative survey in which data on a range of different subjects is asked during the same interview. These questions are included in the survey on behalf of a number of organisations, together with a series of demographic questions, the results of which are shared between these clients. An omnibus survey represents a cost-effective approach as survey costs are shared.

The decision to follow this approach was taken in 2002 following the completion of a pilot study<sup>1</sup>. This study involved the testing of a number of survey methods including telephone and in-home interviewing and, based on the study's conclusions, SNH commissioned TNS to undertake the ScRS using their monthly omnibus as the preferred survey vehicle. The first wave of surveying was undertaken in July 2003 and surveying has continued on a monthly basis since this date.

### **2.1 Fieldwork approach**

Interviewing for the Scottish Opinion Survey is undertaken in the homes of respondents using Computer Assisted Personal Interviewing (CAPI) hardware.

Personal, face to face interviewing provides advantages over other approaches such as telephone, postal or web-based surveying because of its ability to deliver a high quality of data from the interaction between the interviewer and the respondent. Also, personal interviewing permits the use of show prompts such as lists of potential responses or images. For the ScRS this has allowed the presentation of fairly long lists of potential responses such as activities which may be undertaken on recreation visits or categories of expenditure.

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<sup>1</sup> Scottish Recreation Day Visits Study, Pilot Study, NFO January 2003

With CAPI technology the interviewers use light-weight tablet computers instead of the traditional paper and pen approaches. The advantages of CAPI over the traditional approaches include improved accuracy in the overall quality of data collected and routing of questions and the ability to show the respondent a wider range of prompt materials. For example an additional section of the ScRS questionnaire which has been added to the survey periodically involves the playback of a number of the Scottish Outdoor Access Code (SOAC) television adverts to respondents.

The main advantage of the CAPI approach for the ScRS is that it allows a speedy 'turn-around' of results from data collection to reporting, facilitating regular and timely interim reporting of results and fieldwork progress. As such, it has been possible to provide results from each wave of fieldwork within a fortnight of the completion of surveying.

The questions asked in the ScRS form the first section of each month's Scottish Opinion Survey. While the length of this section varies each month, depending on the questions asked, the total length of interview, including all sections asked is generally around 30 minutes.

## **2.2 Sampling**

In every month of the Scottish Opinion Survey around 1,000 interviews are undertaken with Scottish adults aged 16 and over. The survey approach followed is taken to ensure that the resultant sample is consistently representative of the Scottish adult population in terms of a sex, age, working status and socio-economic grade.

### *A) Selection of sample points*

Each month, interviewing is undertaken in 42 sampling points across the country. These points are selected to be representative of the geographical distribution of the Scottish population. In each of these points interviewers aim to undertake 25 interviews. As different sampling points are used each month, over a 12 months' period, interviewing will be undertaken in 504 points.

Table 1 below illustrates the geographical distribution of the 12,278 interviews undertaken between July 2004 and June 2005 by local authority area and, for comparison, the profile of the Scottish population.

*Table 1 – Interviews by Local Authority area July 2004 to June 2005*

	<b>Number of interviews</b>	<b>% profile</b>	<b>% of Scottish population*</b>
Aberdeen City	582	4.7%	4.2%
Aberdeenshire	591	4.8%	4.5%
Angus	354	2.9%	2.1%
Argyll & Bute	331	2.7%	1.8%
Clackmannanshire	311	2.5%	0.9%
Dumfries & Galloway	538	4.4%	2.9%
Dundee City	282	2.3%	2.9%
East Ayrshire	384	3.1%	2.4%
East Dunbartonshire	311	2.5%	2.1%
East Lothian	250	2.0%	1.8%
East Renfrewshire	222	1.8%	1.8%
City of Edinburgh	1,072	8.7%	8.9%
Falkirk	324	2.6%	2.9%
Fife	691	5.6%	6.9%
City of Glasgow	2,044	16.6%	11.4%
Highland	242	2.0%	4.1%
Inverclyde	52	0.4%	1.7%
Midlothian	282	2.3%	1.6%
Moray	137	1.1%	1.7%
North Ayrshire	320	2.6%	2.7%
North Lanarkshire	271	2.2%	6.3%
Orkney	237	1.9%	0.4%
Perth & Kinross	251	2.0%	2.7%
Renfrewshire	576	4.7%	3.4%
Scottish Borders	309	2.5%	2.1%
South Ayrshire	309	2.5%	2.2%
South Lanarkshire	612	5.0%	6.0%
Stirling	27	0.2%	1.7%
West Dunbartonshire	12	0.1%	1.8%
West Lothian	354	2.9%	3.1%
<b>TOTAL</b>	<b>12,278</b>	<b>100%</b>	<b>100%</b>

\*Source: 2001 Census

To ensure adequate coverage, the numbers of interviews achieved in each local authority area is monitored to minimise the under or over representation of any particular areas.

However, as the table illustrates, between July 2004 and June 2005 there were some variations between the proportions of interviews undertaken in some areas and the

share of the Scottish population. As part of the contract for the on-going survey, from July 2005, greater efforts have been made to avoid such discrepancies through more frequent reviews of the numbers of interviews achieved in each local authority area and input into the monthly allocation of fieldwork sampling points.

*B) Selection of respondents within sample points*

In each sample point interviewers aim to undertake 25 interviews. Interviews must be undertaken within interlocking quotas applied on the basis of sex, age, socio-economic group and working status. The target quotas within each 'allocation' of 25 interviews is illustrated in the table below.

*Table 2 – Scottish Opinion Survey quotas*

	<b>Target number of interviews per allocation of 25</b>
<b>Sex and working status</b>	
Male, working	7
Male, not working	5
Women, working	6 or 7
Women, not working	6 or 7
<b>Age</b>	
16 to 34	8 or 9
35 to 54	8 or 9
55 or over	8 or 9
<b>Socio-economic grade</b>	
AB	Minimum of 4
C1	Minimum of 6
C2DE	Minimum of 12

Only one interview may be undertaken per household and a random route procedure is adopted within each sampling point requiring a minimum of five households being left between each successful interview. This procedure helps ensure that interviewing in each sample point is not restricted to a small geographic area only containing individuals with similar demographic and lifestyle characteristics<sup>2</sup> thereby minimising the effects of clustering within the sample.

<sup>2</sup> The similar characteristics of people who live in the same neighbourhood is widely recognised and employed in geodemographic segmentation classifications such as ACORN and MOSAIC.

## 2.3 Timing

Fieldwork is generally conducted in the fourth week of each month, with the exception of December when it is undertaken in the first week in January to avoid the Christmas and New Year holiday periods. Interviewing commences on the Thursday and continues for 6 days until the Tuesday. The spread of timing facilitates the completion of sample quotas with interviewers contacting respondents during both weekdays and weekends and at different times of day. In the context of the ScRS, this distribution of fieldwork also helps to ensure coverage of respondents who are more likely to be away from home during weekends on recreation day trips or overnight tourist trips.

Fieldwork dates during the July 2004 to June 2005 period were as follows:

- July 2004 22 – 27 July
- August 2004 26 – 31 August
- September 2004 23 – 28 September
- October 2004 21 – 26 October
- November 2004 25 – 30 November
- Early January 2005 (December 2004) 3 – 9 January 2005
- January 2005 27 January – 1 February
- February 2005 24 February – 1 March
- March 2005 24 March – 29 March
- April 2005 21 April – 26 April
- May 2005 26 – 31 May
- June 2005 23 – 28 June

### 3 QUESTIONNAIRE

A copy of the full questionnaire used in the study between July 2004 and June 2005 is included in Annex 1. Due to the length of this questionnaire, it has been divided into sections; some of which are asked during every month of surveying (Set A) and others which are asked periodically.

The following illustrates the frequency with which each question set was asked during the period of the survey (shaded boxes represent the inclusion of each set in a survey wave) and summarises the questions asked in each set.

SET	July 2004	August 2004	September 2004	October 2004	November 2004	December 2004	January 2005	February 2005	March 2005	April 2005	May 2005	June 2005
A												
B												
C												
D												

<p><b>SET A</b></p> <p>1a Any visits to the outdoors in Scotland in the last 12 months            1bi Average frequency of visiting the outdoors in the summer months            1bii Average frequency of visiting the outdoors in the winter months            2 Number of visits in the last 4 weeks            3a Main activity on last visit            4a Type of place visited on last trip – town/city etc            4b Detailed type of place visited on last trip – woodland/forest etc and, if more the one, one visited for the longest time (4c)            9 Duration of visit            12 Party composition information, if accompanied by a dog</p> <p><b>SET B</b></p> <p>6 Whether last visit was from home or whilst on holiday away from home            3b Participation in other activities            10 Local authority area visited            4di Use of paths/ networks of paths            4dii Did this path or network of path have signposts or waymarking or not?</p>	<p><b>SET C</b></p> <p>1c Reasons for not making any visits to the outdoors            5 Visits to designated areas – National Parks etc            7 Means of transport            8 Distance travelled on trip            11 Frequency of trips to destination            13 Expenditure</p> <p><b>SET D</b></p> <p>14 Awareness of new legislation            15a Awareness of Scottish Outdoors Access Code (SOAC)            15b How heard about SOAC            15c Whether seen copy of code or summary leaflet.            15d How obtained copy of code or summary leaflet.            15e Who code is aimed at            16a What the SOAC asks of visitors to the countryside            16b What the SOAC asks of land managers and farmers            17 Problems encountered            18 Need to change route and reasons            19 Other people behaving irresponsibly</p>
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Table 3 illustrates the numbers of interviews achieved each month between July 2004 and June 2005 overall and for each of the sub-sets of questions. The timings of the questions ensured coverage for all of the subjects asked about at different times of year with large enough sample sizes to permit detailed analysis of results.

It should be noted that during this period the sample size for Set D was somewhat larger than for sets B and C due to inclusion of these questions as part of a separate contract for SNH which aimed to measure levels of awareness and the impacts of SOAC during and immediately after periods of advertising.

*Table 3 – Achieved sample sizes*

	<b>Interviews achieved</b>
July'04	1,042
August'04	1,026
September'04	1,022
October'04	1,038
November'04	992
December'04	1,047
January'05	1,016
February'05	951
March'05	941
April'05	1,054
May'05	1,041
June'05	1,108
<b>Total</b>	<b>12,278</b>
Set A	12,278
Set B	5,191
Set C	4,167
Set D	7,149

#### **4 LEVELS OF ACCURACY**

As described previously, the Scottish Opinion Survey follows a non-probability, quota sampling approach<sup>3</sup> with strict controls in place to ensure that the sample achieved each month is representative of the Scottish adult population.

The major benefit of this approach is the consistency in the sampling and weighting procedures followed each month which permits the longitudinal tracking of trends such as levels of participation in outdoor recreation visits or awareness of the Scottish Outdoor Access Code.

However, as a quota sampling approach does not permit measurement of the likelihood of members of the population being included in the survey, confidence intervals can only be estimated and should therefore be treated as indicative.

At the outset of this study, when the sampling approach was agreed, this shortcoming of quota sampling was considered against the issue of non-response which would have been likely to occur had probability sampling methods been employed. On balance, it was agreed that quota sampling would provide the most cost effective approach to achieving the objectives of the Scottish Recreation Survey.

The estimated level of accuracy of results is primarily dependent on the size of the sample. Whilst the total sample interviewed between July 2004 and June 2005 was 12,278, the rotation of questions between survey waves means that certain questions were asked of lower numbers of potential respondents, as illustrated previously in Table 3. Furthermore, the questionnaire routing means that a number of the questions are only asked if the respondent has taken any outdoor recreation visits in the previous 4 weeks. Between July 2004 and June 2005 some 5,661 of the 12,278 respondents (46%) had taken any visits in the 4 weeks prior to interview and provided details of these visits.

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<sup>3</sup> A non-probability sample is a sample in which the selection of respondents is based on factors other than random chance.

As a result of these variations the margins of error associated with the findings presented in the 2004-05 report are also varied. However, the following provides estimates of the range associated with some of the key results:

*Table 4 – Estimated range of key results, ScRS July 2004 to June 2005*

	<b>Estimate</b>	<b>Estimated range</b>	
		<b>Low</b>	<b>High</b>
Annual volume of visits	214 million	208 million	221 million
Annual value of visits	£3.6 billion	£3.3 billion	£3.9 billion
Proportion of adult population taking at least one trip to outdoors in last 12 months	64%	63%	65%
Proportion of trips to:			
Town and city destinations	27%	26%	28%
Countryside destinations	56%	55%	57%
Seaside destinations	17%	16%	18%

In general, the following guidance is appropriate to consider when examining survey findings which are presented as a percentage value:

- Where the sample size is in excess of 10,000 respondents, the data will generally be accurate to around +/-1% at the 95% confidence interval;
- When comparing two samples in excess of 10,000 respondents, differences of +/-2% or more are statistically significant at the 95% confidence interval;
- Where the sample size is in excess of 2,000 respondents, the data will generally be accurate to around +/-3% at the 95% confidence interval;
- Where the sample size is around 1,000, the data will generally be accurate to around +/-5% at the 95% confidence interval;
- Where the sample size is around 500, the data will generally be accurate to around +/-7% at the 95% confidence interval;
- Where the sample size is around 250, the data will generally be accurate to around +/- 10% at the 95% confidence interval.

Again, it should be noted that these margins of error are intended to be indicative only. Confidence intervals have been estimated as being 1.5 times those which would occur with an equivalent sized simple random sample.

## 5 ANALYSIS OF DATA

### 5.1 Weighting of survey data

Following the completion of each month's fieldwork, data collected in the Scottish Opinion Survey is weighted using sex, age, socio economic and working status profiles of the Scottish adult population. These profiles are taken from the latest National Readership Survey (NRS) outputs. NRS is a random probability survey with a large sample of interviews undertaken in Scotland and has been the source of profile information used in the weighting of the Scottish Opinion Survey for many years. This source is used rather than Census data as it is updated on an annual basis and includes information on the socio-economic profile of the Scottish adult population.

The following table provides details of the unweighted sample profile and the NRS profile used to weight the July 2004 to June 2005 results covering sex, working status, age and socio economic group.

*Table 5 – Scottish Opinion Survey –unweighted and weighted profile*

	Unweighted sample profile July 04 – June 05	Weighting profile from NRS
<b>Sex and working status</b>		
Working men	25	28
Non-working men	21	20
Working women	25	24
Non-working women	28	28
<b>Age</b>		
16-24	11	13
25-34	16	15
35-44	20	18
45-54	16	18
55-64	14	15
65+	22	21
<b>Socio-economic group</b>		
AB	17	22
C1	30	29
C2	22	21
DE	31	29

Rim weights were applied to each of the 12,278 respondents to bring the sample distribution of each of these demographic variables into line with the population distribution.

## 5.2 Production of volume and value estimates

The results of the survey have been used to calculate estimates of the total volume of outdoor recreation visits by applying results to population estimates. The stages followed to obtain these estimates are described in the following sections.

### a) Estimating volume of visits taken over 12 months

In every month of the survey, all respondents were asked how many outdoor recreation visits they had taken during the 4 weeks prior to the interview (see Q2 in Annex 1). Only those respondents who had already stated that they had taken any visits during the previous 12 months were asked to provide this information.

To obtain an estimate of the total volume of visits taken during the survey period, the following series of calculations were undertaken:

*Table 6 –Estimating annual volume of visits*

	<b>Source</b>	<b>Symbol</b>	<b>Estimate</b>
Average proportion of survey respondents taking visits in 4 weeks prior to interview.	SRS result	A	46.7%
Scottish adult population	2001 census	B	4.1 million adults
Estimated number of Scottish adults taking outdoor recreation visits during survey period.	A x B	C	1.9 million adults
Average number visits taken during 4 weeks (28 days) prior to interview.	SRS result	D	8.6 visits per adult
Estimated total volume of visits taken every 4 weeks (28 days) during survey period	C x D	E	16.4 million visits
Estimated total volume of visits taken per day over survey period.	E ÷ 28	F	588,000 visits
<b>Estimated total volume of visits taken per year (i.e. from July 2004 to June 2005)</b>	<b>F x 365</b>	<b>G</b>	<b>214 million visits</b>

Similar calculations were undertaken to obtain estimates for each quarter of the year by applying the survey results obtained in each of the relevant months to the actual number of days in each period.

It should be noted that the annual estimates produced for the July 2003 to June 2004 report were obtained using an approach which underestimated the total volume of visits taken by each respondent by around 8%. This error occurred when estimates for 4 weeks were taken as representative of the volume of visits for a calendar month and then multiplied by 12 to obtain an annual estimate. The more accurate approach described above takes account of all 52 weeks in the year (i.e. 13 periods of 4 weeks,

not 12). The revised estimates have also used more recent data regarding of the size of the Scottish adult population aged 16 and over as recorded in the 2001 Census. Taking accounts of both of these changes, the estimate for July 2003 to June 2004 has been revised from 189 to 199 million visits.

b) Estimating volume of visits to different destination types and Local Authority

To obtain estimates of the annual volume of visits taken to the different types of destinations recorded at questions 4a and 4b (see Annex A) the results of these questions have been applied to the total volume estimate of 214 million visits.

For example, between July 2004 and June 2005, 27% of respondents indicated that their most recent outdoor recreation visit had been to a town or city destination, 56% had visited a countryside destination and 17% had visited the seaside. Taking these results as representative of all visits, these percentages were applied to the estimate of all visits to obtain the following:

Town and city destinations 27% x 214m = **57.9m**

Countryside destinations 56% x 214m = **120.2m**

Seaside destination 17% x 214m = **36.5m**

The same approach was used to obtain estimates of trips taken to the more detailed types of destination as recorded at question 4b and Local Authority area visited. Estimates of the volume of trips taken to each type of destination have also been obtained on a quarterly basis by applying the total volume estimates for each month to the relevant survey results.

It should be noted that the approach taken to obtain estimates of the volumes of visits taken to each type of destination was amended slightly for the production of the July 2004 to June 2005 report. In the previous annual report, which covered the July 2003 to June 2004 period, when respondents were asked about the destination of their most recent visit 24% had visited a town or city, 57% had visited the countryside and 19% had visited the seaside. In the production of the 2003-04 report these proportions were applied to the estimates of the *number of adults taking any trips* (C in Table 6) and then the average number of visits taken was applied for each destination type.

In preparing the more recent 2004-05 report, it was agreed that a more accurate approach to obtaining the estimate of visits to each destination type would be to apply the proportions to *the estimate of all annual visits* (G in Table 6), as described previously.

An implication of this change in method was a reduction in the estimated volume of trips taken in towns and cities while the share of visits to more rural locations increased. Estimates for 2003-04 using the original and revised approaches are as follows.

*Table 7 – Estimating volume of visits to destination types –revised estimates for 2003-04*

	<b>Original estimate for July 2003 to June 2004 as published in 2003-04 report</b>	<b>Revised estimate for July 2003 to June 2004 as published in 2004-05 report</b>	<b>Estimate for July 2004 to June 2005 as published in 2004-05 report</b>
Town or city	53 million	48 million	58 million
Countryside	104 million	113 million	120 million
Seaside	32 million	38 million	36 million
Woodland managed by FC	21 million	22 million	24 million
Other woodland	29 million	31 million	26 million
All destinations	189 million	199 million	214 million

While the estimate for all destinations, the countryside, seaside and woodland destinations is higher using the revised approaches (due to the change in approach used to estimate total visits, as described on page 12), the estimate for town and city destinations is lower due to the changed approach to apportioning visits to destinations.

c) Estimating value of visits

The survey also asked respondents to provide estimates of the total amount of money, if any, spent during their most recent outdoor recreation visits. Amounts spent on food and drink, fuel, car parking, public transport fares, equipment purchase and hire, maps and other information and gifts/ souvenirs were recorded individually.

This data was then analysed to obtain an estimate of the average amount spent per visit. Between July 2004 and June 2005 this average, including those who spent nothing, was an estimated **£16.90 per visit**.

To obtain an estimate of the total amount spent on all outdoor recreation visits taken during the full 12 months' period this amount was applied to the estimated 214 million visits to obtain an estimated total spend **£3,600m**.

## **ANNEX 1 – FULL QUESTIONNAIRE**

### **Question 1(a)**

Have you made any visits to the outdoors for leisure and recreation in Scotland in the last 12 months? This leisure trip could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland. By outdoors, we mean to open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

- 1 Yes
- 2 No

### **Question 1(b) (i)**

Still thinking about the last 12 months how often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months in the summer months of April-September?

- 1 More than once per day
- 2 Every day
- 3 Several times a week
- 4 Once a week
- 5 Once or twice a month
- 6 Once every 2-3 months
- 7 Once or twice

### **Question 1(b) (ii)**

Still thinking about the last 12 months how often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months in the winter months of October-March?

- 1 More than once per day
- 2 Every day
- 3 Several times a week
- 4 Once a week
- 5 Once or twice a month
- 6 Once every 2-3 months
- 7 Once or twice

### **Question 1(c)**

If no visits made, why have you not made any visits to the outdoors in Scotland for the purpose of outdoor recreation in the last 12 months?

- 1 Too busy
- 2 Bad/poor weather

- 3 Old age
- 4 Poor health
- 5 Pregnant
- 6 Have young children
- 7 Not interested at all
- 8 No access to a car
- 9 Worried about safety
- 10 Lack of suitable paths
- 11 Lack of suitable places to go
- 12 Don't know where to go
- 13 Don't like going on my own
- 14 No local clubs\associations to join and go with
- 15 Other
- 16 No particular reason

### Question 2

How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?  
(You may have made more than one visit to the outdoors for leisure and recreation each day.)

### Question 3(a)

Thinking about your last visit to the outdoors for leisure and recreation, which of the activities listed on the screen would you consider to have been your MAIN activity during that visit?

- 1 Walking - less than 2 miles
- 2 Walking 2-8 miles
- 3 Walking - more than 8 miles
- 4 Hillwalking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountainbiking
- 9 Horse riding
- 10 Fishing
- 11 Watersports, including canoeing, windsurfing, rowing & sailing
- 12 Ski-ing - on piste
- 13 Ski-ing - off piste
- 14 Swimming in the sea, rivers, lochs
- 15 Birdwatching
- 16 Other wildlife\nature watching
- 17 Running\jogging
- 18 Wildcamping
- 19 Sightseeing\ visiting attractions
- 20 Picnicking
- 21 Family outing
- 22 Other

### Question 3(b)

During this visit did you participate in any OTHER activities listed on the screen?

- 1 Walking - less than 2 miles
- 2 Walking 2-8 miles
- 3 Walking - more than 8 miles
- 4 Hillwalking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountainbiking
- 9 Horse riding
- 10 Fishing
- 11 Watersports, including canoeing, windsurfing, rowing & sailing
- 12 Ski-ing - on piste
- 13 Ski-ing - off piste
- 14 Swimming in the sea, rivers, lochs
- 15 Birdwatching
- 16 Other wildlife\nature watching
- 17 Running\jogging
- 18 Wildcamping
- 19 Sightseeing\ visiting attractions
- 20 Picnicking
- 21 Family outing
- 22 Other
- 23 No\none

### Question 4(a)

Thinking about your last visit to the outdoors for leisure and recreation, which of the places on the screen best describes where you went?

- 1 A town or city
- 2 The countryside (including inland villages)
- 3 The seaside (a resort or the coast)

#### Question 4(b)

On this last visit to the outdoors for leisure and recreation, what types of location or destination did you go to?

- 1 Woodland\forest - managed by Forestry Commission\Forest Enterprise
- 2 Woodland\forest - other type of owner
- 3 Woodland\forest - don't know owner
- 4 Farmland - fields with crops
- 5 Farmland - fields with livestock
- 6 Farmland - mixed crops and livestock
- 7 Mountain\hill
- 8 Moorland
- 9 Village
- 10 Loch
- 11 Sea\Sea loch
- 12 River
- 13 Canal
- 14 Beach
- 15 Cliff
- 16 Local Park or open space
- 17 Wildlife area
- 18 Other

#### Question 4(c)

Which of these was the main destination or location you visited (i.e. the one visited for the longest time)?

- 1 Woodland\forest - managed by Forestry Commission\Forest Enterprise
- 2 Woodland\forest - other type of owner
- 3 Woodland\forest - don't know owner
- 4 Farmland - fields with crops
- 5 Farmland - fields with livestock
- 6 Farmland - mixed crops and livestock
- 7 Mountain\hill
- 8 Moorland
- 9 Village
- 10 Loch
- 11 Sea\Sea loch
- 12 River
- 13 Canal
- 14 Beach
- 15 Cliff
- 16 Local Park or open space
- 17 Wildlife area
- 18 Other

#### Question 4(d)(i)

On this last visit to the outdoors for leisure and recreation, did you use a path or network of paths?

- 1 Yes
- 2 No

#### Question 4(d)(ii)

Did this path or network of paths have signposts or waymarking or not?

- 1 Yes
- 2 No

#### Question 5

On this visit, was your main destination one of these types of designated areas, listed on the screen?

IF YES: Which of these designated areas was your main destination?

- 1 Country Park
- 2 Regional Park
- 3 National Park (Loch Lomond and the Trossachs or Cairngorms)
- 4 National Nature Reserve
- 5 Local Nature Reserve or wildlife sanctuary
- 6 Long Distance Route (Great Glen Way, West Highland Way, Southern Upland Way, Speyside Way)
- 7 Forest Park
- 8 No - was not a designated area
- 9 Don't know if it was a designated area

#### Question 6

Was this last visit while you were staying away from home or did you start and finish the trip at your home?

- 1 At Home
- 2 Staying away from home

#### Question 7

What was the main means of transport used on this last visit? That is, the one used to get to the main destination of the visit.

- 1 On foot
- 2 Car\van\minibus
- 3 Motorcycle\scooter
- 4 Public bus
- 5 Private coach
- 6 Train
- 7 Horseback
- 8 Bicycle
- 9 Boat
- 10 Other

#### Question 8

In total, how far did you travel to get to and from the main destination of this visit?

- 1 Less than 2 miles
- 2 2-5 miles
- 3 6-10 miles
- 4 11-20 miles
- 5 21-30 miles
- 6 31-40 miles
- 7 41-50 miles
- 8 51-60 miles
- 9 61-80 miles
- 10 81-100 miles
- 11 More than 100 miles

#### Question 9

In total, how long was the visit, in terms of time - that is the total time spent including travelling time to and from the destination?

- 1 Less than 1 hour
- 2 1 - up to 2 hours
- 3 2 - up to 3 hours
- 4 3 - up to 4 hours
- 5 4 - up to 5 hours
- 6 5 - up to 8 hours
- 7 8 hours or more

#### Question 10

Looking at the map shown, in which of the areas marked on this map was the main destination or location of your last visit to the outdoors for leisure and recreation.

#### Question 11

Was this your first visit to this destination or location?  
IF NO: How many times have you visited this destination or location in the last 12 months?

- 1 First visit ever
- 2 More than once per day
- 3 Every day
- 4 Several times a week
- 5 Once a week
- 6 Once or twice a month
- 7 Once every 2-3 months
- 8 Once or twice
- 9 Not sure\don't know
- 10 Not been in last 12 months

#### Question 12(a)

On this last visit, were you ...

- 1 On your own\alone
- 2 With other members of your family
- 3 With friends
- 4 With an organised group
- 5 Other

#### Question 12(b)

How many adults aged 16 or over, including yourself, were on this visit?

How many children aged under 16 were on this visit?

#### Question 12(c)

Were you accompanied by a dog on this visit?

- 1 Yes
- 2 No

#### Question 13(a)

On this last visit , did you personally spend any money on any of the items listed on the screen?

- 1 Food and drink
- 2 Petrol\diesel\LPG
- 3 Car parking
- 4 Bus\train\ferry fares
- 5 Hire of equipment
- 6 Purchase of equipment
- 7 Maps\guidebooks\leaflets
- 8 Gifts\souvenirs
- 9 Other items
- 10 Didn't spend any money

#### Question 13(b)

If you spent any money, how much did you spend on each item outlined at 13(a) ?  
Please include anything you may have spent on behalf of others in your party?

#### Question 14

Using one of the phrases below, could you tell me how free you feel you are to use each of the following types of land and water for outdoor recreation?

- 1 Always feel free to use
- 2 Sometimes feel free to use
- 3 Never feel free to use
- 4 Never go to that type of location

Types of land include:

Seashores, loch shores and riverbanks, Forestry Commission woodland, inland lochs, rivers, other woodlands, farm/estate roads, mountain/ moorland paths, mountains/ moorland not on paths, field with no crops / animals – on paths, fields with no crops/ animals – not on paths, fields with crops/ animals – on paths, fields with crops/ animals – not on paths.

#### Question 15(a)

Are you aware of new legislation affecting your right of access to the outdoors for informal recreation?

- 1 Yes, definitely
- 2 Yes, think so
- 3 Definitely not

#### Question 15(b)

Have you heard of the Scottish Outdoor Access Code?

- 1 Yes, definitely
- 2 Yes, think so
- 3 Definitely not

Question 15(c)

Can you tell me where you heard of the Scottish Outdoor Access Code?

- 1 Television Advert
- 2 Radio Advert
- 3 Advert in Newspaper or Magazine
- 4 News item\ article in newspaper or magazine
- 5 News item on TV or radio
- 6 Promotional material, e.g. Code or Summary Leaflet
- 7 Local library
- 8 Outdooraccess-scotland.com website
- 9 Local Authority
- 10 A ranger or ranger service information
- 11 The Forestry Commission
- 12 Tourist Information Office
- 13 Other information office in a countryside setting (eg National Park Visitor Centre)
- 14 SNH Office
- 15 Recreation club or organisation
- 16 Friends or relatives
- 17 Other

Question 15(d)

Have you seen a copy of...

(i) The Code?

- 1 Yes
- 2 No

(ii) The Summary Leaflet?

- 1 Yes
- 2 No

#### Question 15(e)

How did you obtain a copy?

- 1 Television Advert
- 2 Radio Advert
- 3 Advert in Newspaper or Magazine
- 4 News item\ article in newspaper or magazine
- 5 News item on TV or radio
- 6 Promotional material, e.g. Code or Summary Leaflet
- 7 Local library
- 8 Outdooraccess-scotland.com website
- 9 Local Authority
- 10 A ranger or ranger service information
- 11 The Forestry Commission
- 12 Tourist Information Office
- 13 Other information office in a countryside setting (eg National Park Visitor Centre)
- 14 SNH Office
- 15 Recreation club or organisation
- 16 Friends or relatives
- 17 Other

#### Question 15(f)

Can you tell me who the Scottish Outdoor Access Code is aimed at?

- 1 General public who use the countryside
- 2 Active recreational participants
- 3 Farmers\ landowners\ land managers
- 4 Public bodies (eg Government agencies, Local Authorities)
- 5 Other

#### Question 16(a)

Can you tell me what the Scottish Outdoor Access Code asks people who are visiting the countryside to do?

- 1 Respect the interests of other people
- 2 Care for the environment
- 3 Take responsibility for your own actions
- 4 Respect people's privacy and peace of mind
- 5 Help land managers and others to work safely and effectively
- 6 Keep your dog under proper control
- 7 Take extra care when organising an event or running a business

#### Question 16(b)

Can you tell me what the Scottish Outdoor Access Code asks farmers and land managers to do?

- 1 Respect the interests of other people
- 2 Care for your environment
- 3 Take responsibility for your own actions
- 4 Respect access rights in managing land or water
- 5 Ask reasonably when asking people to avoid land management operations
- 6 Work with your Local Authority and other bodies to help integrate access and land management
- 7 Take account of access rights if you manage contiguous land or water
- 8 Coming back to your last visit to the outdoors for leisure or recreation:

#### Question 17

Which of the problems listed on the screen did you encounter or experience, if any?

- 1 A locked gate across path\route
- 2 Overgrown path
- 3 Blocked path
- 4 A man-made obstruction or blockage on water
- 5 Blocked or restricted car parking
- 6 An aggressive or intimidating animal, such as a dog
- 7 Barbed wire or an electric fence across a path
- 8 A restrictive sign - for example 'Private', 'No Entry', 'Keep Out'
- 9 A temporary restrictive sign - for example - 'Warning - Forest Operations. Please obey all signs and directions'
- 10 A sign which banned your particular activity on that day
- 11 An intimidating sign
- 12 Lack of advice or information offering an alternative if original route was blocked or closed
- 13 Other

### Question 18

On your last visit, did you have to alter your route significantly for any reason?

IF YES: Why did you have to alter your route significantly?

- 1 No, did not alter route
- 2 I was politely asked to alter my route by a farmer or other person
- 3 I was rudely asked to alter my route by a farmer or other person
- 4 I came across a No Entry sign
- 5 I came across an information sign which gave reasons for and the directions for an alternative route
- 6 I reached a field with livestock
- 7 I reached a field with crops growing
- 8 I reached a field where machinery was being used - ploughing, spraying etc
- 9 I reached an area where trees were being felled
- 10 I had to pass close by a house and/or garden
- 11 I reached a farmyard
- 12 I came across people fishing\angling
- 13 The route was becoming overused or eroded
- 14 The route was obstructed - by a fence, locked gate etc
- 15 The route was becoming overgrown, difficult to access
- 16 Weather
- 17 Ran out of time
- 18 Tired
- 19 Other

### Question 19

During your last visit, did you come across any other recreational users who were behaving irresponsibly or illegally?

IF YES: In what way(s) were they behaving irresponsibly or illegally?

- 1 No, did not encounter any other recreational users behaving irresponsibly or illegally
- 2 Car was parked blocking a gate or entrance
- 3 Crossing a field of growing crops and causing damage
- 4 Cycling where they should not have been
- 5 Dropping litter
- 6 Dog not under control
- 7 Disturbing livestock
- 8 Causing damage or disturbance to wild animals\birds\plants
- 9 Disturbing other people's enjoyment of the countryside and open spaces
- 10 Fly tipping
- 11 Horseriding where they should not have been
- 12 Ignoring reasonable advice from a farmer or land manager or ranger
- 13 Interfering with farm\forest machinery
- 14 Interfering with operation such as ploughing, tree felling etc
- 16 Mis-using alcohol or drugs
- 17 Poaching
- 18 Taking part in watersports without considering others
- 19 Not got adequate equipment for their activity\weather\terrain
- 20 Lack of courtesy
- 21 Other