



PUBLIC OPINION OF FORESTRY 2003: SCOTLAND

**Results of the 2003 Scottish survey of Public Opinion
of Forestry, carried out on behalf of the
Forestry Commission.**

November 2003

Prepared by:

Vicky West and Scott Smith
Economics & Statistics
Forestry Group
Forestry Commission
Silvan House
231 Corstorphine Road
Edinburgh EH12 7AT
United Kingdom

Enquiries:

Simon Gillam: +44 (0)131 314 6280
statistics@forestry.gsi.gov.uk

Website:

<http://www.forestry.gov.uk/statistics>

Contents

Executive Summary	3
1. Introduction	5
2. Forests, woodlands and trees in the media	7
2.1 <i>Forests, woodlands and trees in the media.....</i>	7
2.2 <i>Promotions of forests, woodlands, trees and wood products.....</i>	10
3. Scottish forest management.....	12
3.1 <i>Benefits of forestry.....</i>	12
3.2 <i>Ratings of Scottish forestry.....</i>	15
4. Changes to woodland.....	17
4.1 <i>Perception of change in woodland area</i>	17
4.2 <i>Desire for change in woodland area.....</i>	19
5. Wood products.....	21
6. Woodland recreation	23
6.1 <i>Visits to woodland.....</i>	23
6.2 <i>Information about woodlands to visit</i>	26
Appendix 1: Cross-breaks used in analysis.....	29
Appendix 2: UK survey: results for respondents from Scotland.....	30
<i>Changes to woodland.....</i>	30
<i>Wood products.....</i>	30
<i>Forestry Commission and other organisations</i>	31
<i>Recreation.....</i>	32
Appendix 3: mruk sample method	35
Appendix 4: RSGB Random location sampling method.....	36
Appendix 5: Scotland Questionnaire.....	37

Executive Summary

The 2003 survey

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 was surveyed. In 2003 the scope of the survey has been substantially increased with the use of three separate surveys:

- A representative sample of 4,120 adults across the UK
- A representative sample of 1,000 adults across Scotland
- A representative sample of 1,000 adults across Wales

This report presents results of the survey in Scotland and compares with the UK survey. 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 UK survey but not in the Scottish survey are summarised in Appendix 2.

Forests, woodlands and trees in the media

49% of adults in Scotland had seen or read about forests, woodlands and trees in the last 12 months on the television, radio or in the newspapers. Topics most widely recognised include birds and other animals in woodlands, tree planting and public rights of access to woodland.

40% of respondents were aware of at least one promotion related to woodlands and trees. 19% of respondents were aware of National Tree Week, and 15% were aware of Heritage Trees of Scotland.

Scottish forest management

91% 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 provide places to visit and walk in, and to help prevent the greenhouse effect and global warming.

Providing homes for birds and other animals and providing opportunities for walking were the benefits for which Scottish forestry performance was rated most highly.

Changes to woodland

14% of adults in Scotland perceived that the area of woodland in Scotland had increased over the last 20 years, 51% thought that it had decreased, and 21% that it stayed about the same.

Only 7% of adults in Scotland perceived that the area of native woodland in Scotland had increased over the last 20 years, 49% thought it had decreased, and 14% that it stayed about the same. A further 30% said that they did not know whether the area of native woodland had increased or decreased.

58% of adults would like more woodland in Scotland. 26% would like neither more nor less; only 1% would like less.

Wood products

19% of adults in Scotland thought that Scotland produces much more wood than it uses; 16% correctly thought that about the same amount is produced as used, and 31% thought that Scotland produces much less wood than it uses. Over a third of respondents said that they did not know.

Woodland recreation

64% of adults in Scotland have visited a woodland or forest in the last few years for walks, picnics or other recreation. 45% of these have visited woodlands in the countryside, 18% have visited woodlands in and around towns, and 36% have visited both.

Asking friends or relatives (43%), a guide book or map (33%) or a Tourist Information Centre (31%) were the sources of information most likely to be used by Scottish adults to find out about a woodland not previously visited.

1. Introduction

Background

Forestry is now a devolved issue; England¹, Scotland², and Wales³ each have their own government strategy for forestry. Each country's strategy has a different focus and therefore there is a requirement for information tailored to each country's needs in addition to the continuing requirement for UK-wide information.

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. In 2001, with interest in country-level results (England, Scotland and Wales) within GB, a restricted set of questions was asked of a representative sample of 1,000 adults across Scotland and 1,000 adults across Wales, to gather information on some important issues.

In order to balance the increased interest in country-level and regional information with the requirement for continued high-quality coherent information for the UK as a whole, the scope of the survey has been substantially increased in 2003 with the use of 3 separate surveys.

- A representative sample of 4,120 adults across the UK
- A representative sample of 1,000 adults across Scotland
- A representative sample of 1,000 adults across Wales

A core set of questions was asked in all 3 surveys, other questions were survey-specific.

This report

This report presents results of the survey in Scotland and compares with the UK 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 UK survey but not in the Scotland survey are summarised in Appendix 2.

In order to show a breakdown by geographic region, Scotland has been divided into four regions by grouping local authorities: North, East, West and South. We also refer to social class 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 1.

Separate reports are available for the UK (summary) and more detailed reports for England and Wales.

¹ England forestry strategy – A new focus for England's woodlands, Forestry Commission, Cambridge, 1999

² Forests for Scotland – The Scottish forestry strategy, Forestry Commission, Edinburgh, 2000

³ Woodlands for Wales – The National Assembly for Wales strategy for trees and woodlands, Forestry Commission, Aberystwyth, 2001

Survey design

The Scotland information presented in this report is taken from the mruk omnibus survey carried out from 3rd - 9th March 2003 on behalf of the Forestry Commission. The survey was based on a representative sample of 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 3.

The UK information presented in this report is taken from the RSGB General Omnibus survey carried out from 26th February – 9th March 2003 by Taylor Nelson Sofres. The survey was based on a representative sample of 4,120 adults (aged 16 or over) across the UK. They were selected from a minimum of 270 sampling points by a random location method. More details of the sample method are given in Appendix 4. Under a tenth of these interviews (388) were conducted in Scotland.

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 3 or Appendix 4).

- For questions asked to the whole Scotland sample of 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 +/- 6.6%. However, for those who have visited woodland (648) the range is +/- 5.8% and for non-woodland visitors (370) the range is +/- 7.9%.
- For questions asked to the whole UK sample of 4,120, the range of uncertainty around any figure should be no more than +/- 2.3%.
- Differences of more than 5.2% between the Scotland and UK surveys 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 a multivariate regression model to look at the relationship between responses and socio-demographic information (e.g. gender and age) or geographic region. The model identifies variables that are statistically significant (i.e. they result in more than chance variation). Further details of the variables used in the regression modelling are given in Appendix 1.

Other similar studies

The Scottish Executive, in partnership with the Forestry Commission and Scottish Natural Heritage commissioned a survey of public attitudes to the environment in 2002. Further information and reports are available from the Scottish Executive website⁴, and a detailed report will be published in late 2003⁵. Results from these two studies complement each other.

⁴ www.scotland.gov.uk/eas

⁵ Public attitudes to the environment in Scotland, Scottish Executive Social Research, Edinburgh, October 2003

2. Forests, woodlands and trees in the media

2.1 Forests, woodlands and trees in the media

Respondents were asked whether they had seen or read about UK forests, woods or trees on the television, radio or in the newspapers in the last twelve months. Half of Scottish adults (49%) recalled seeing or reading about at least one topic (Table 1). Scottish respondents had mostly heard about birds and other animals in woodlands, tree planting, and public rights of access to woodland (19% of respondents hearing about each). Recognition of topics was similar in the Scottish and UK surveys.

Table 1: Whether respondent has seen or read about UK forests, woods or trees in the last 12 months

	Scotland	UK
Birds and other animals in woodlands	19	22
Tree planting	19	22
Public rights of access to woodland	19	19
Forest and woodlands as places to visit	14	19
Protests about roads or other developments on woodland	13	21
Loss of ancient or native woodland	9	15
Flowers and other plants in woodland	8	15
Restoration of ancient or native woodland	8	12
Selling public woodlands	8	9
Community woodlands/ new local woodlands	7	10
Creation of new native woodlands	6	11
Tree pests and diseases	5	9
Wood for fuel / (short rotation coppice)	4	8
Timber transport	4	6
Labelling/ certification of wood products	2	7
Recalling at least one topic	49	48

Base: Scotland (1,018), UK (4,120)

Regional comparisons

Table 2 lists the top 6 most recognised topics by Scottish respondents, and details the breakdown by region. Respondents from the South and North were more likely to have seen or read about at least one topic than those from other regions (68% and 62% of those from the South and North, compared with 45% and 44% from the West and East).

Respondents from the North were more likely to have seen or read about birds and other animals in woodlands, public rights of access to woodland, forest and woodlands as places to visit, and loss of ancient or native woodlands than those from other regions.

Respondents from the North were the most likely and those from the South the least likely to have recalled protests about roads or other developments on woodlands.

Table 2: Whether respondent has seen or read about UK forests, woods or trees in the last 12 months, by region

	South	West	East	North	Scotland
Birds and other animals in woodlands	10	15	19	34	19
Tree planting	30	18	18	23	19
Public rights of access to woodland	20	17	16	30	19
Forests and woodlands as places to visit	8	10	15	24	14
Protests about roads or other developments on woodlands	0	12	14	23	13
Loss of ancient or native woodlands	8	8	8	16	9
Recalling at least one topic	68	45	44	62	49

Base: Scotland (1,018)

Socio-demographic comparisons

Adults in Scotland who are 35 or over, in social class ABC1, have a car in their household, or have visited woodland in the last few years are more likely to have seen or read about at least one of the topics listed (Figure 1).

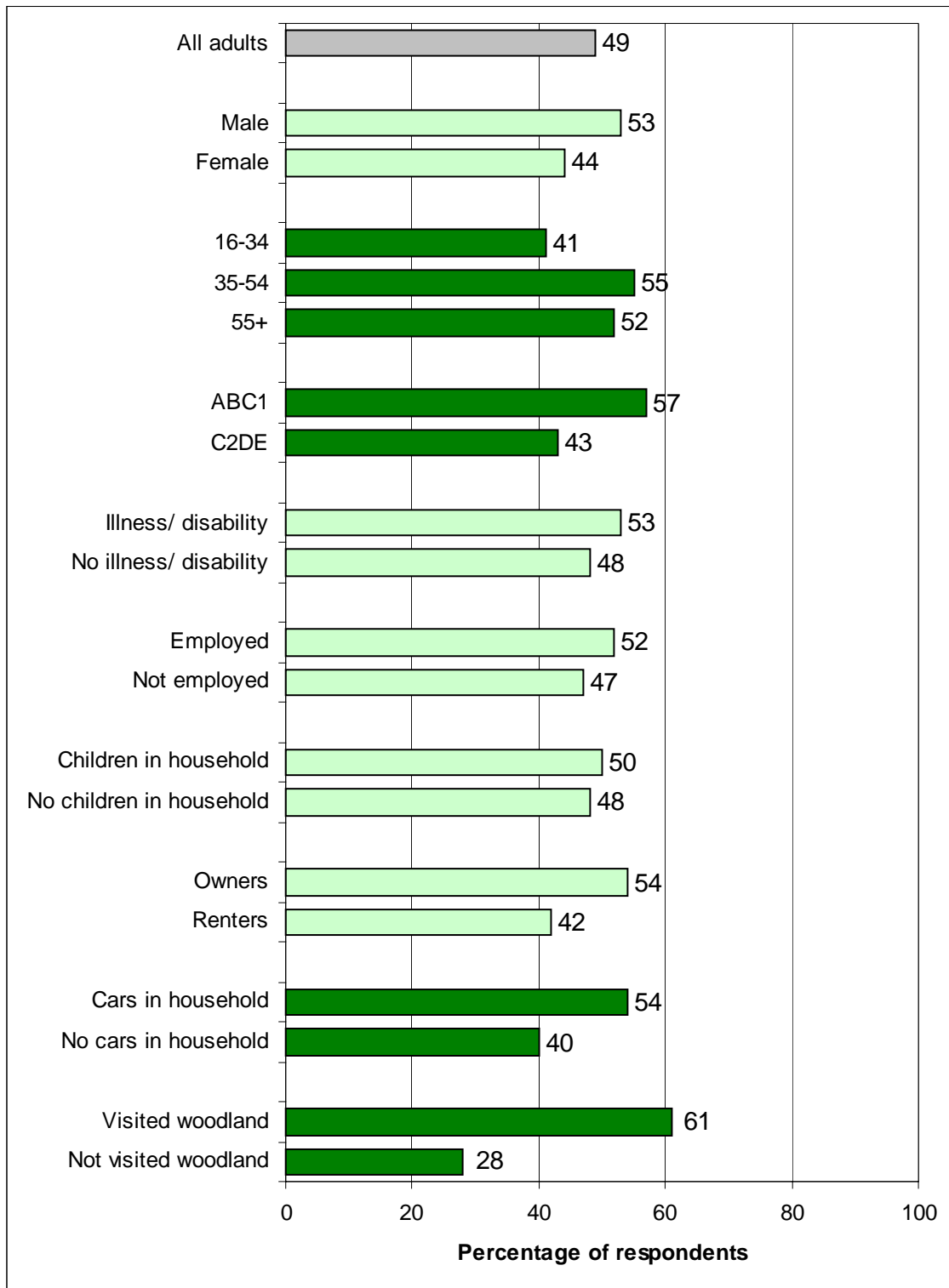
Males were more likely than females to have seen or read about animals in woodlands (23% male, 15% female), restoration of native woodlands (10% male, 6% female), the selling of public woodland (10% male, 5% female), and the transport of timber (7% male, 2% female).

When considering each topic individually, older respondents were more likely to have recalled 8 of the 15 topics (e.g. 27% of those aged 55+, 19% of 35-54 year-olds and 13% of 16-34 year olds recalled birds and other animals in woodlands).

Significantly more respondents from social class ABC1 had seen or read about each of 8 of the 16 topics than those from social class C2DE (e.g. 27% of ABC1s and 13% of C2DEs had seen or read about protests about roads or other developments on woodlands).

Adults with a long-term illness or disability were more likely than those without to have recalled loss of native woodland (15% with illness/disability, 8% of those without). Those who were not in employment were more likely to have seen or read about birds or other animals than those who were employed (21% of those not employed, 16% of those employed).

Figure 1: Proportion of adults who have seen or read about at least one topic, by socio-demographic variables



Base: Scotland (1,018)

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

Home owners were more likely than renters to have recalled public rights of access to woodland (24% owners, 12% renters).

When considering each topic individually, respondents with a car in their household were more likely to have recalled 4 of the 15 topics (e.g. 16% of those with a car in

household and 8% of those without recalled protests about roads or other developments in woodland).

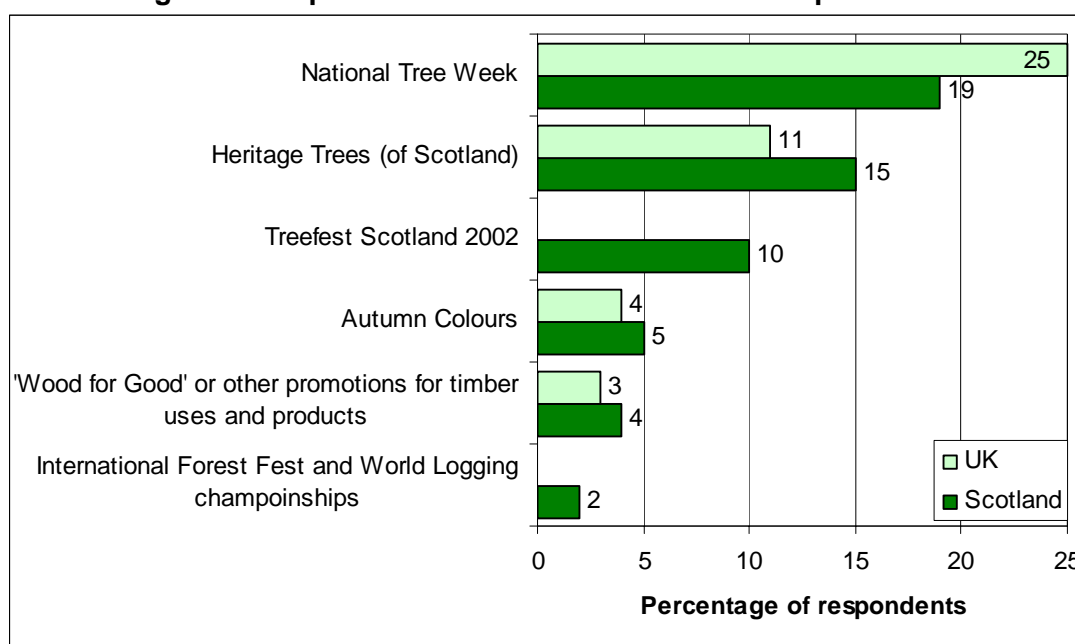
For each of 13 of the 15 topics, adults who had visited woodland were more likely to recall them than non-woodland visitors (e.g. 26% of woodland visitors and 8% of non-visitors had seen or read about tree planting).

2.2 Promotions of forests, woodlands, trees and wood products

A number of promotions, in Scotland and throughout the UK, are aimed at enhancing public understanding and awareness of woodlands, wood products and related issues. A further media-related question asked respondents about their awareness of five such promotions. Two-fifths of adults (40%) were aware of at least one promotion. Figure 2 shows that just under a fifth (19%) of respondents had heard of National Tree Week, 15% were aware of Heritage Trees of Scotland and 10% Treefest Scotland 2002. Other promotions were less well known.

Awareness of National Tree Week was higher in the UK survey than the Scottish survey; awareness of other promotions was similar in the two surveys.

Figure 2: Proportion of adults who have heard of promotions

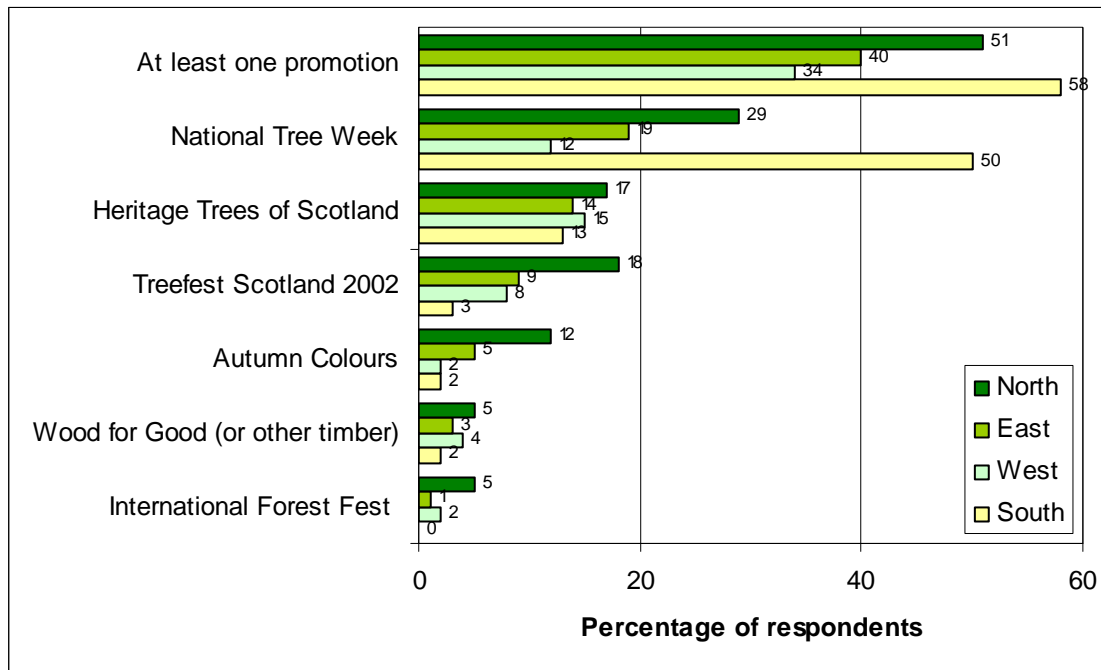


Base: Scotland (1,018), UK (4,120)

Regional comparisons

Respondents from the South (58%) and North (51%) were more likely than those in the East (40%) or West (34%) to have heard of at least one of the promotions (Figure 3). Respondents from the North were more likely to have heard of Autumn Colours, Treefest Scotland 2002, and the International Forest Fest. Respondents from the South were more likely to have heard of National Tree Week.

Figure 3: Proportion of adults who have heard of promotions, by region



Base: Scotland (1,018)

Socio-demographic comparisons

Those more likely to have recalled at least one promotion included adults in social class ABC1 (47% ABC1, 35% C2DE), home owners (63% owners, 37% renters), those with a car in their household (46% with car, 30% without) and those who have visited woodland (50% visited, 23% not visited).

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. 91% of respondents selected at least one benefit.

The top reasons to support forestry in Scotland (Table 3) were to provide places for wildlife to live, to provide places to visit and walk in, and to help prevent the greenhouse effect and global warming.

The top reasons to support forestry were the same in both the Scotland and UK surveys, although support was generally higher for each topic in the UK survey.

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

	Scotland	UK
To provide places for wildlife to live	50	72
To provide places to visit and walk in	46	62
To help prevent the 'greenhouse effect' and global warming	43	57
To support the economy in rural areas	37	58
To improve the countryside landscape	34	46
To help rural tourism	32	42
So Scotland (the UK) can buy less wood products from abroad	27	41
To provide wood as a renewable fuel	26	40
To provide renewable energy	25	-
To make woods more accessible to all in the community	23	35
To create pleasant settings for developments around towns	20	33
To restore former industrial land	20	40
To provide places to cycle or ride horses	19	32
To provide timber for sawmills and wood processing	17	28
At least one reason given	91	90

Base: Scotland (1,018), UK (4,120)

NOTE: The UK survey asked about UK forestry rather than Scottish forestry

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 West (87% selected at least one reason) than the other regions (93% - 97%).

Fewer adults from the West than those from other regions said that providing places for wildlife to live and providing places to visit and walk in were good reasons to support forestry. Respondents from the South and East were less likely than those from other regions to select preventing the greenhouse effect and global warming,

Respondents from the North and the East were more likely to select helping rural tourism, compared with those from the South and West. Adults from the North were more likely to select supporting the economy in rural areas, while those in the East more likely to select improving the countryside landscape.

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

	South	West	East	North	Scotland
To provide places for wildlife to live	55	42	55	62	50
To provide places to visit and walk in	55	36	56	53	46
To help prevent the 'greenhouse effect' and global warming	37	46	38	48	43
To support the economy in rural areas	38	33	36	51	37
To improve the countryside landscape	35	26	42	37	34
To help rural tourism	22	27	38	38	32
At least one reason given	97	87	93	95	91

Base: Scotland (1,018)

Socio-demographic comparisons

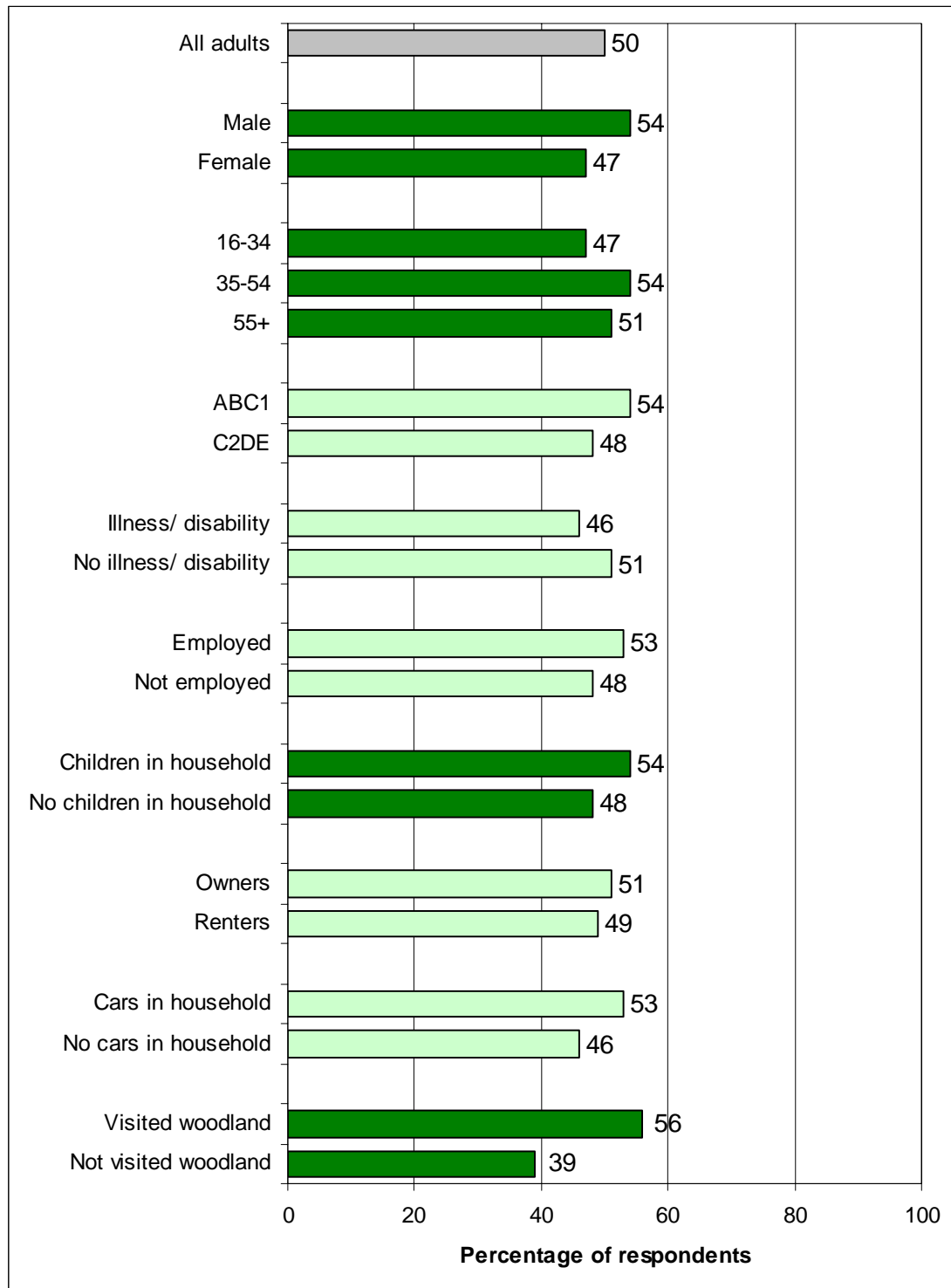
Figure 4 shows socio-demographic differences in the top reason for supporting forestry, providing places for wildlife to live. Males, respondents aged 35 or over, those with children in their household and adults who have visited woodland were more likely to think this a good reason.

Of the other reasons listed in Table 4, older respondents were more likely to perceive the following as good reasons to support forestry; to provide places to visit and walk in, to improve the countryside landscape, and to support the economy in rural areas (e.g. 34% of 16-34 year olds, 36% of 35-54 year olds and 43% of those aged 55+ said that supporting the economy in rural areas was a good reason).

Respondents in social class ABC1 were more likely than those in social class C2DE to support each of the remaining 5 reasons in Table 4 (e.g. 38% of ABC1 and 28% of C2DE selected helping rural tourism).

Adults who have visited woodland were also more likely than those who have not visited woodland to give each of the remaining five reasons in Table 4 (e.g. 40% of woodland visitors and 22% of non-woodland visitors selected improving the countryside landscape).

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



Base: Scotland (1,018)

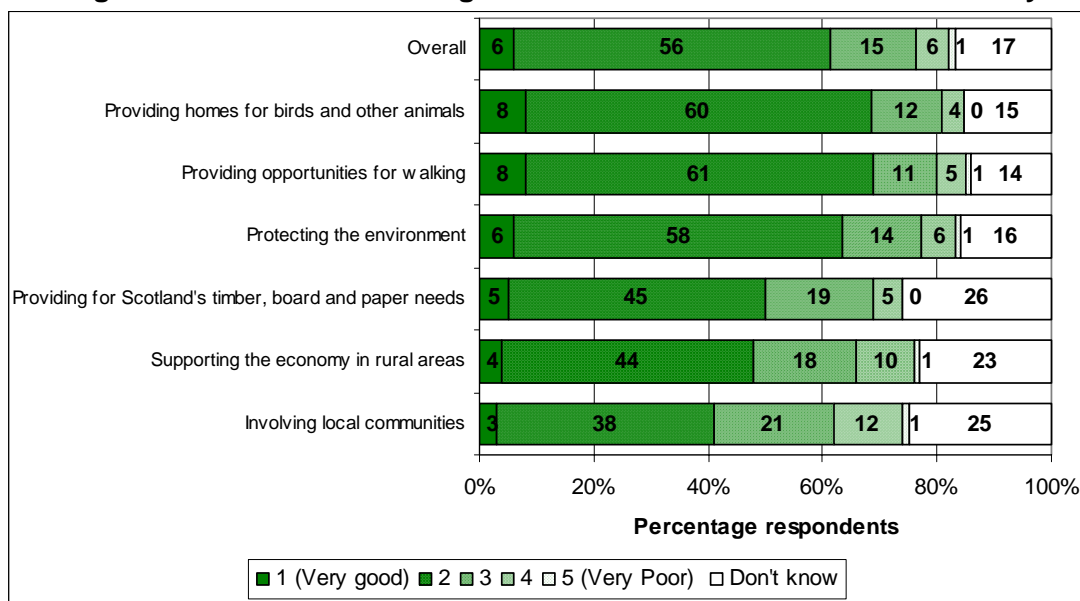
NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

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 were providing homes for birds and other animals and providing opportunities for walking (Figure 5). These two highest-rated aspects of Scottish forestry were also considered the best reasons to support forestry with public money (see Table 3).

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. This was especially so in asking about providing for Scotland's timber, board and paper needs, involving local communities and supporting the economy in rural areas (26%, 25% and 23% respectively said that they did not know).

Figure 5: Performance rating of various functions of Scottish forestry



Base: Scotland (1,018)

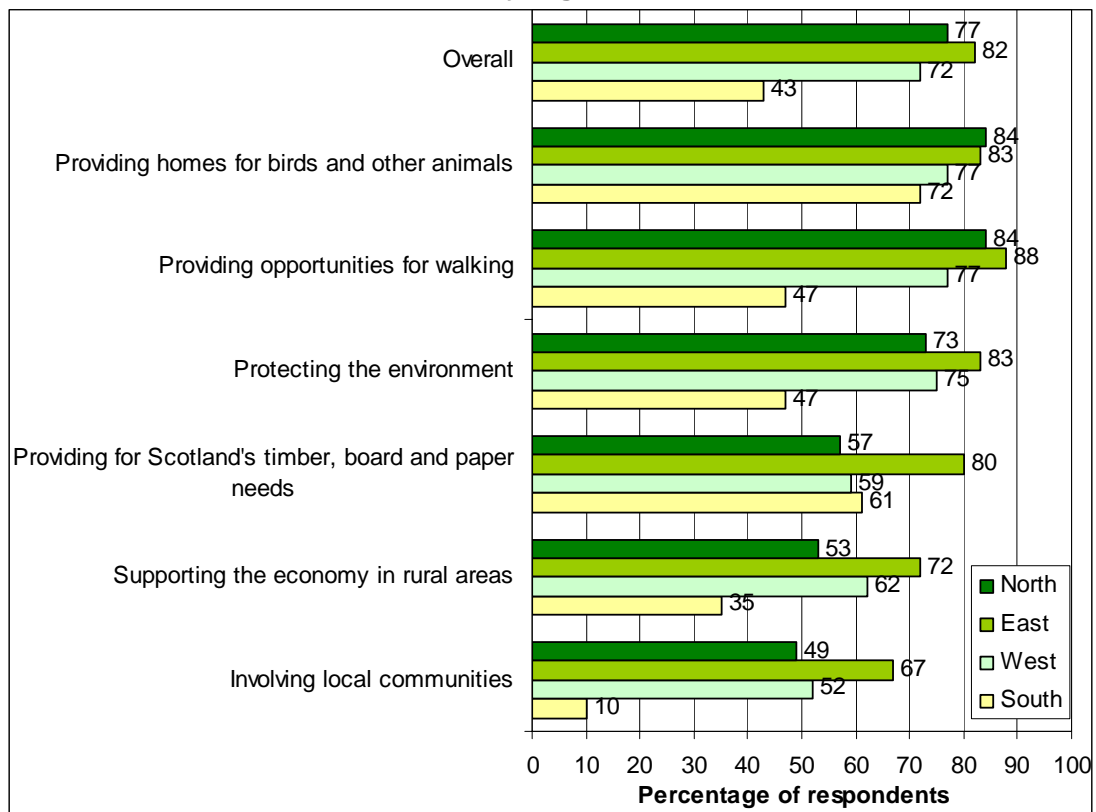
Respondents in the Scotland survey were less likely than those in the UK survey to rate a particular aspect of forestry as 'very good' (e.g. 18% of UK survey respondents and 8% of Scotland survey respondents rated providing opportunities for walking as '1 (very good)').

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 all proportions quoted, 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 South rated forestry less highly than other regions of Scotland, overall and for most aspects. Respondents from the East of Scotland tended to rate forestry higher than other regions, especially for providing for Scotland's timber, board and paper needs, and for involving local communities.

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



Base: Adults in Scotland who gave an opinion (ranging from 753 for providing for Scotland's timber, board and paper needs to 875 for providing opportunities for walking)

Socio-demographic comparisons

There were few socio-demographic differences in ratings. Of those who gave an opinion, males gave a higher rating for providing opportunities for walking (84% of males and 77% of females rated it as '1 (Very good)' or '2'), while adults aged 35 or over rated supporting the rural economy more highly than did younger adults (56% of 16-34 year olds, 69% of 35-54 year olds and 65% of those aged 55+ rated it as '1 (Very good)' or '2').

4. Changes to woodland

4.1 Perception of change in woodland area

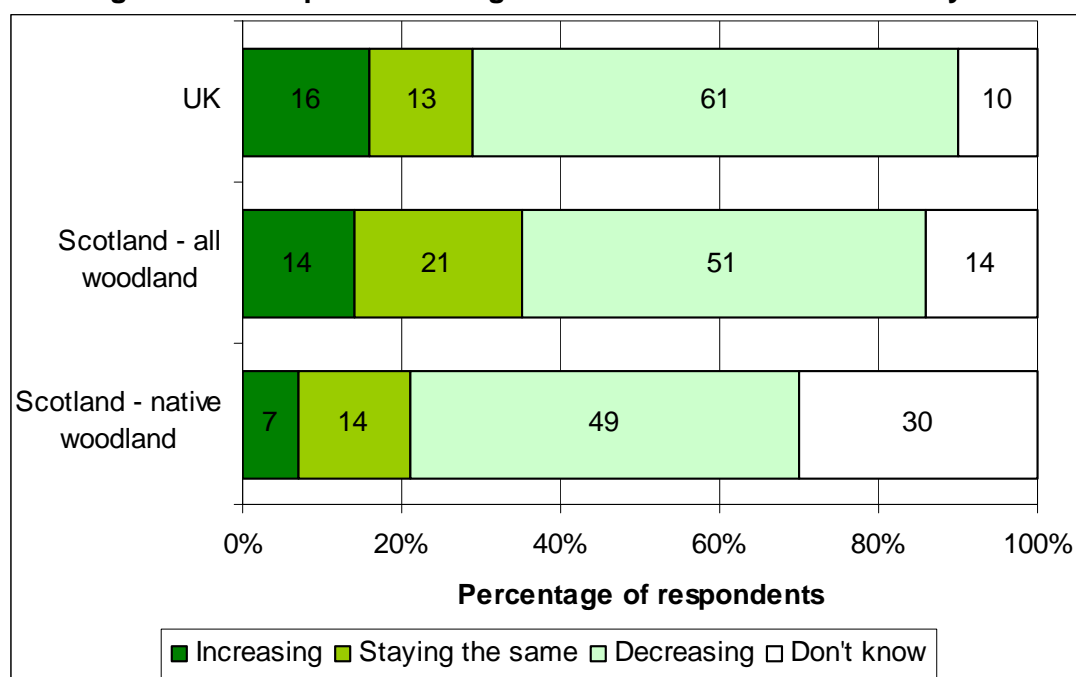
Over the last few decades, the area of woodland in Scotland has increased by around 40%, from 920,000 hectares in 1980, to 1,324,000 hectares in 2002. For the UK as a whole, the area has increased by 29% over the same period⁶. Increases in woodland area have occurred in all regions of Scotland⁷. Around a quarter of Scotland's woodlands are native, some of which are semi-natural and some are planted⁸.

Respondents were asked whether they thought the area of all woodland in Scotland had been increasing or decreasing over the last twenty years. Only 14% of adults correctly said that the woodland area had increased, while around half (51%) thought the area had decreased (Figure 7).

The proportion of respondents who perceived that the woodland area had decreased was even higher in the UK survey (61%) than in the Scottish survey.

Respondents were also asked whether they thought the area of native woodland in Scotland had been increasing or decreasing over the last 20 years. Just under half of the respondents thought that the area of native woodland had decreased (49%), whereas only 7% thought that it had increased.

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



Base: Scotland (1,018), UK (4,120)

⁶ Forestry statistics 2002, Forestry Commission, Edinburgh, 2002

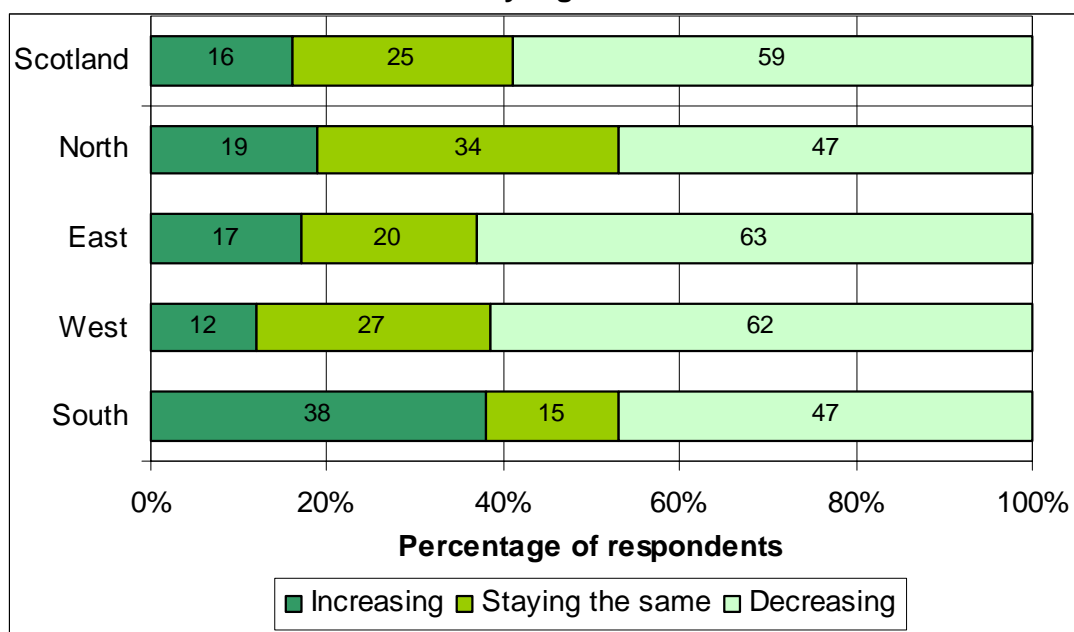
⁷ National inventory of woodland and trees: Scotland, Forestry Commission, Edinburgh, 2001

⁸ UK indicators of sustainable forestry, Forestry Commission, Edinburgh, 2002

Regional comparisons

Figure 8 shows how each of the 4 regions perceived the change in total woodland area over the last 20 years as a percentage of those adults who gave an opinion. Adults in South Scotland were more likely to perceive that the total woodland area had increased. Respondents from the North and South of Scotland were less likely than those from the East or West to think that the woodland area had decreased.

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



Base: Adults in Scotland who gave an opinion (875)

When considering the change in area of native woodland, respondents from the North of Scotland were less likely to perceive that it had decreased (59% of those in the North who gave an opinion, compared with 71% to 74% in other regions).

Socio-demographic comparisons

Among those who gave an opinion, males were more likely than females to perceive that the total woodland area had increased (18% male, 14% female) and also that the native woodland area had increased (13% male, 6% female).

The same was true for respondents with a long-term illness or disability (25% of those with an illness/ disability thought the total woodland area increased, 14% of those without; 14% with an illness/disability thought the native area increased, 8% of those without).

Respondents in employment were also more likely to perceive that the total woodland area had increased (18% employed, 14% not employed), but there were no significant differences between these groups with regard to the change in native woodland area.

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. The majority (58%) indicated that they would like to see more woodland. Around a quarter of respondents (26%) replied that they would like to see neither more nor less woodland. Only 1% of respondents would like to see less woodland (Table 5).

Respondents who indicated that they wanted more woodland were asked how much more they wanted to see. Around half of these respondents would like to see a little more woodland and around half would like to see more than half as much again; a few (not shown separately in table) didn't know how much more.

Table 5: Desire for more woodland

	Scotland	UK
More than half as much again	28	20
About half as much again	2	24
A little more	26	22
<i>More</i>	<i>58</i>	<i>67</i>
Neither more nor less	26	29
Less	1	2
Don't know	15	3

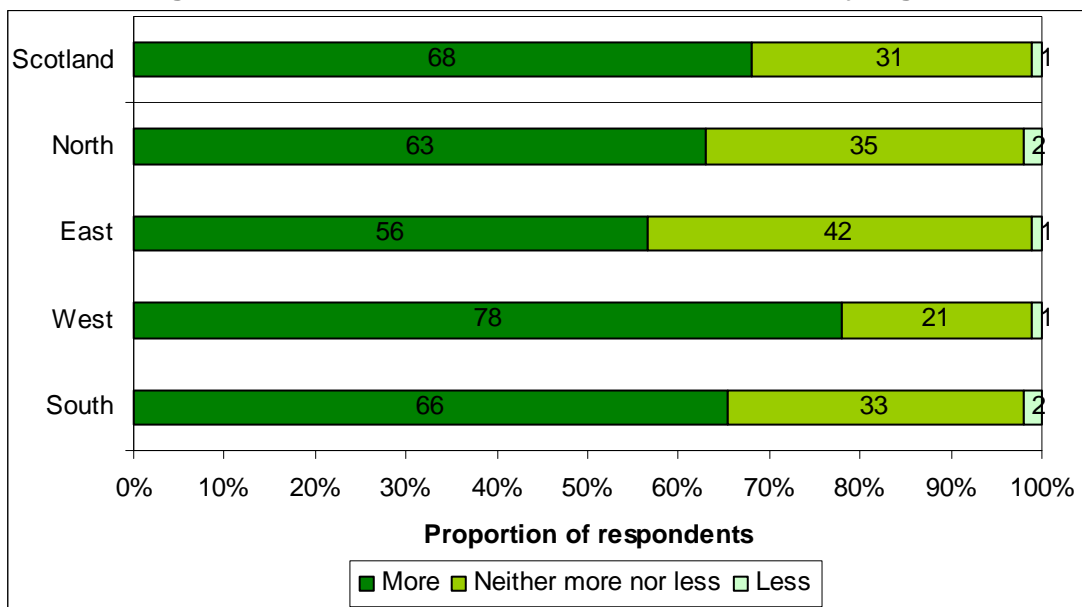
Base: Scotland (1,018), UK (4,120)

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

Regional comparisons

Respondents from the West of Scotland were more likely than those from other regions to want more woodland in Scotland (Figure 9).

Figure 9: Desire for more woodland in Scotland, by region



Base: Adults in Scotland who have an opinion (864)

Socio-demographic comparisons

There was little socio-demographic variation in the desire for more woodland, with between a half and two-thirds of almost all groups wanting more woodland (60-75% of those who gave an opinion), and only 1 or 2% wanting less.

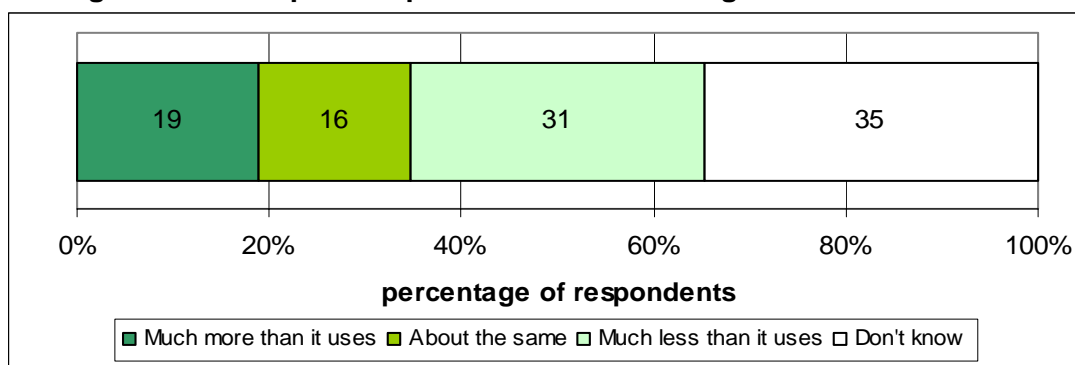
One of the main differences was that respondents with children in their household were more likely to want more woodland (of those giving opinion: 74% with children, 63% without). A more pronounced difference was that those who have visited woodland in the last few years were more likely to want more woodland (of those giving opinion: 74% of visitors, 54% of non-visitors).

5. Wood products

Scotland produced around 5 million m³ of softwood in 2002⁹. Assuming that the amount of wood used per head is the same in Scotland as the rest of the UK, then Scotland consumes around the same amount as it produces¹⁰.

Respondents were asked whether they thought Scotland produces more or less wood than it uses. Over a third of respondents said that they did not know, and almost a third thought that Scotland produced much less wood than it uses. 19% of respondents thought Scotland produced much more, and the remaining 16% thought it produced about the same amount of wood as it uses (Figure 10).

Figure 10: Perception of production versus usage of wood in Scotland

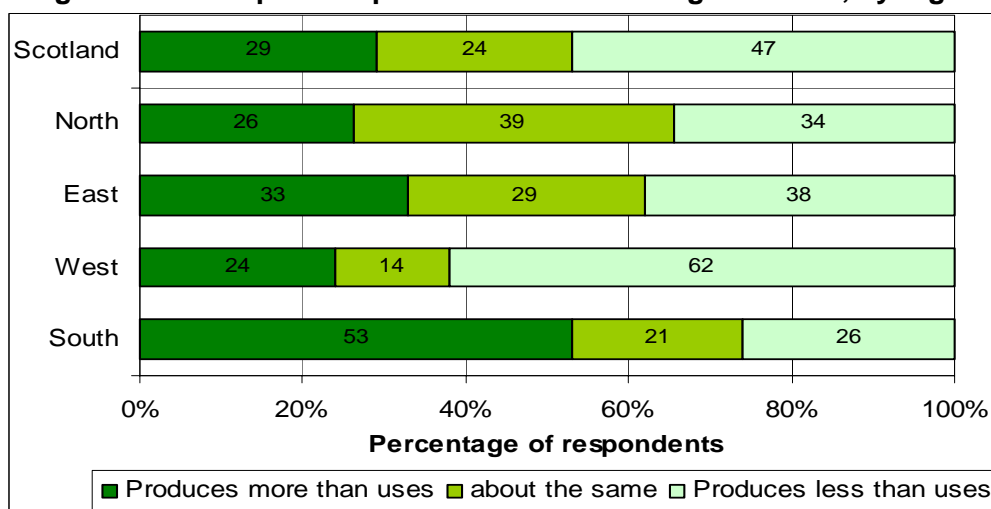


Base: Scotland (1,018)

Regional comparisons

Of those who gave an opinion, respondents from the West of Scotland were more likely than those from other regions to think that Scotland produces less wood than it uses. Those from the South of Scotland were more likely than other regions to think that Scotland produces much more wood than it uses (Figure 11).

Figure 11: Perception of production versus usage of wood, by region



Base: Adults in Scotland who gave an opinion (659)

⁹ British timber statistics 2002, Forestry Commission, Edinburgh, 2003

¹⁰ Forestry statistics 2002, Forestry Commission, Edinburgh, 2002

Socio-demographic comparisons

Groups more likely to think that Scotland produces much less wood than it uses included those aged 35 or over (of those giving opinion: 40% of 16-34 year olds, 53% of 35-54 year olds and 51% of those aged 55+) and those in employment (of those giving opinion: 51% employed, 43% not employed).

6. Woodland recreation

The Scottish Forestry Strategy¹¹ 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 woodlands.

6.1 Visits to woodland

Almost two-thirds of adults (64%) said that they had visited woodlands for walks, picnics or other recreation in the last few years (Table 6).

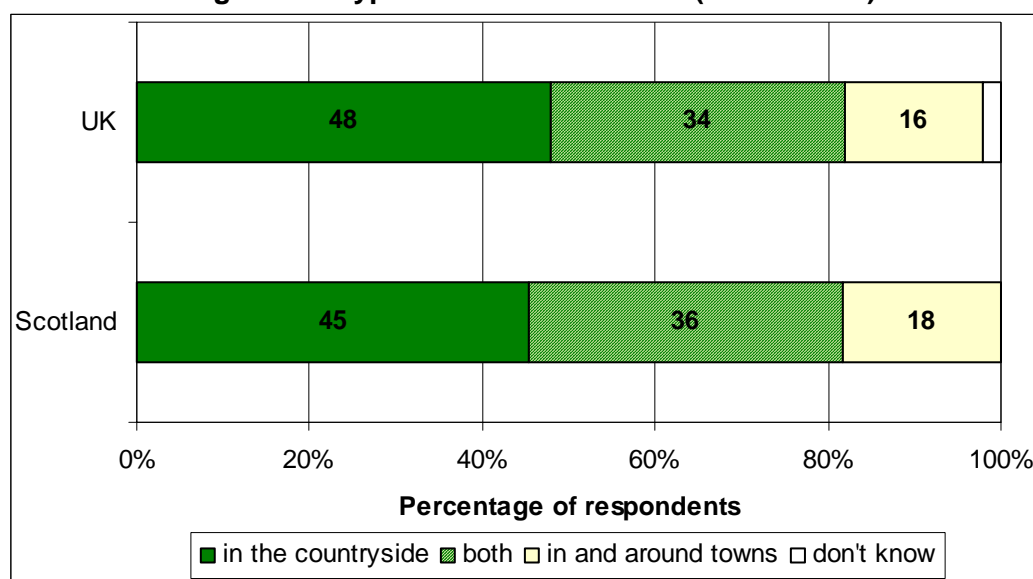
Table 6: Visited woodland in last few years

	Scotland	UK
Visited woodland in last few years	64	67

Base: Scotland (1,018), UK (4,120)

45% of woodland visitors have only visited woodland in the countryside, and 18% have only visited woodlands in and around towns. Around a third (36%) of respondents have visited both rural and urban woodlands (Figure 12).

Figure 12: Type of woodland visited (urban/ rural)



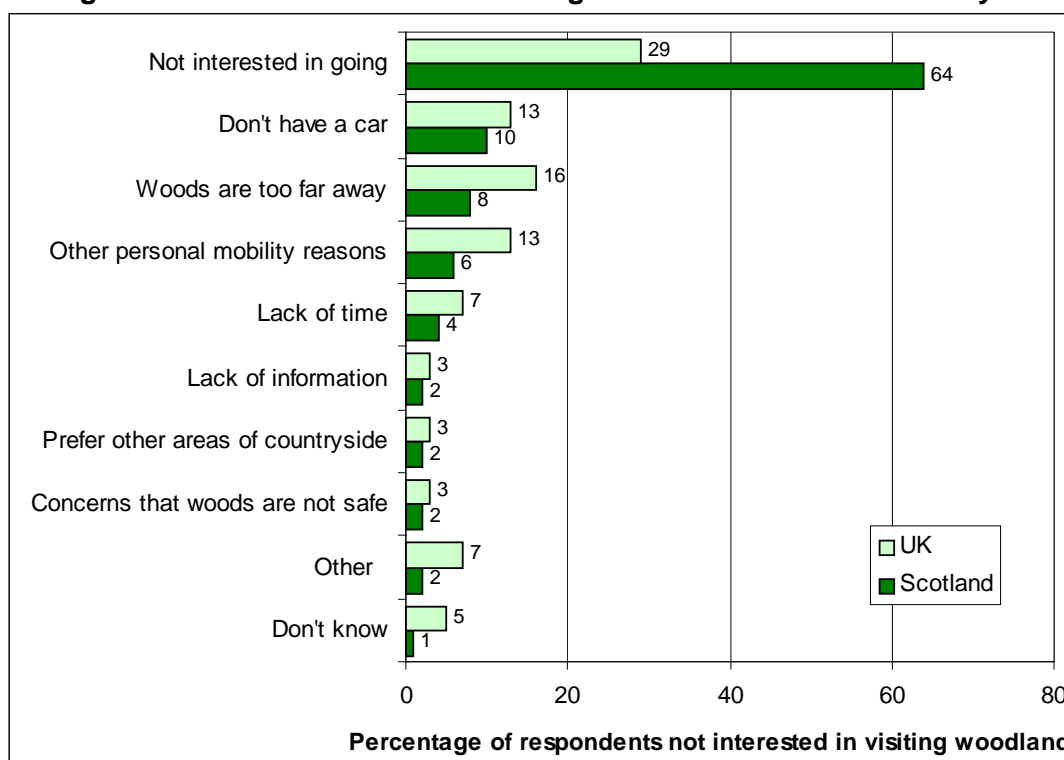
Base: Adults who have visited woodland in the last few years, Scotland (648), UK (2,781)

Respondents who had not visited woodland in the last few years were asked about the main reason for not visiting (Figure 13). The main reason for not visiting a woodland was that the respondent was not interested in going (64% of those who had not visited). The other main reasons given were not having a car (10%), woods being too far away (8%), and other personal mobility reasons (6%).

Respondents who had not visited woodland in the Scottish survey were much more likely to say that they were not interested in going, compared with those in the UK survey.

¹¹ Forests for Scotland – The Scottish Forestry Strategy, Forestry Commission, Edinburgh, 2000

Figure 13: Main reason for not visiting forest/woodland in last few years



Base: Adults who have not visited woodland in the last few years, Scotland (333), UK (1,339)

Regional comparisons

Table 7 shows that adults in the South were most likely to have visited woodland (87%), those in the West the least likely (56%). Of those who had visited woodland, respondents from the East and South of Scotland were less likely to visit only woodland in and around towns (4% and 10% respectively) than those from the North (24%) or West (30%).

Table 7: Visited woodland in last few years and type of woodland visited, by region

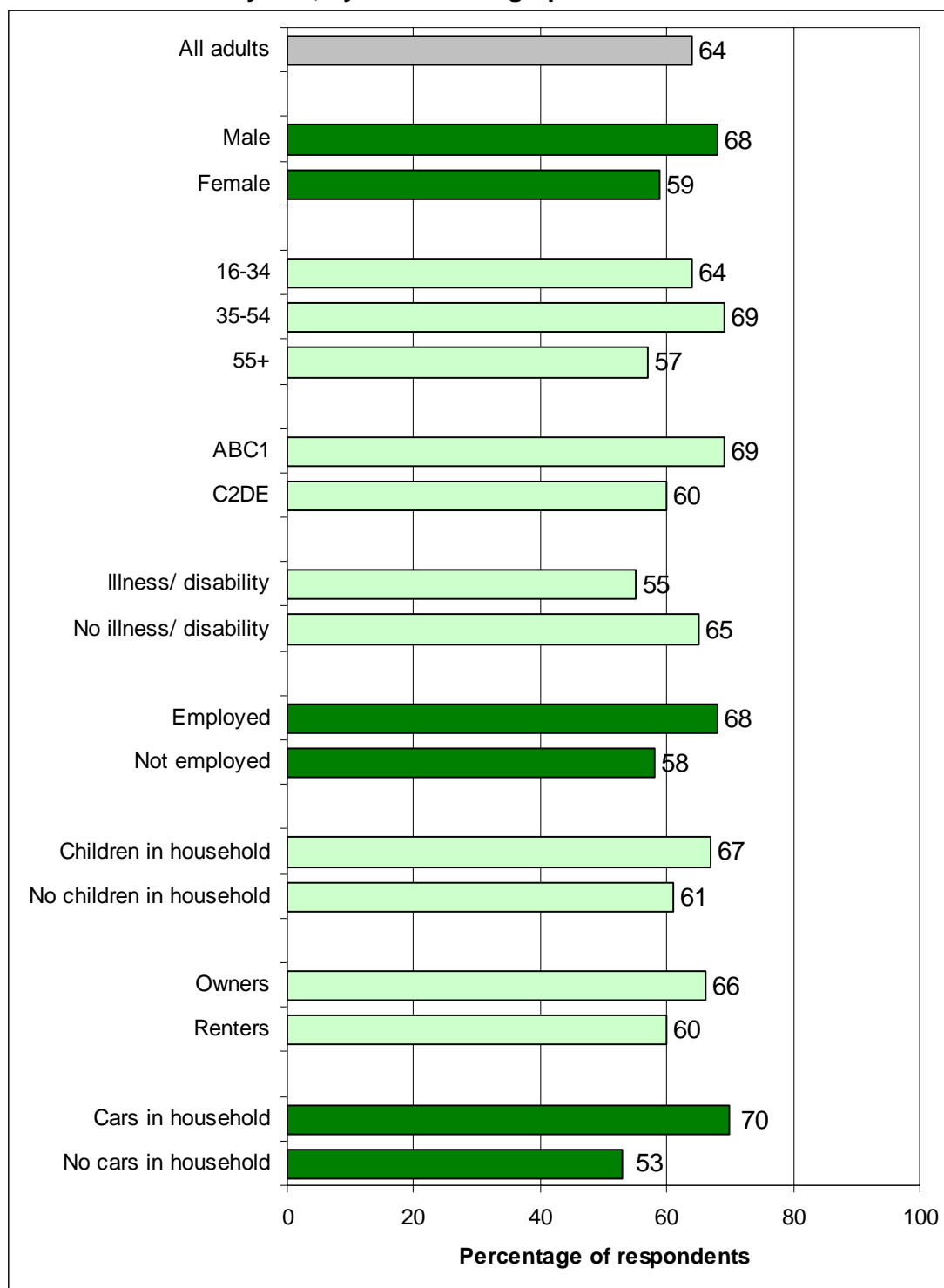
	South	West	East	North	Scotland
Visited woodland in last few years	87	56	67	70	64
	Percentage of those who have visited woodlands				
Woodlands in the countryside only	48	43	53	35	45
Both	42	27	43	41	36
Woodlands in and around towns only	10	30	4	24	18
Don't know	0	0	0	0	0

Base: Scotland (1,018)

Socio-demographic comparisons

Males, those in employment, and those with a car in their household were more likely to have visited woodland in the last few years (Figure 14).

Figure 14: Proportion of adults who have visited woodland in the last few years, by socio-demographic variables



Base: Scotland (1,018)

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

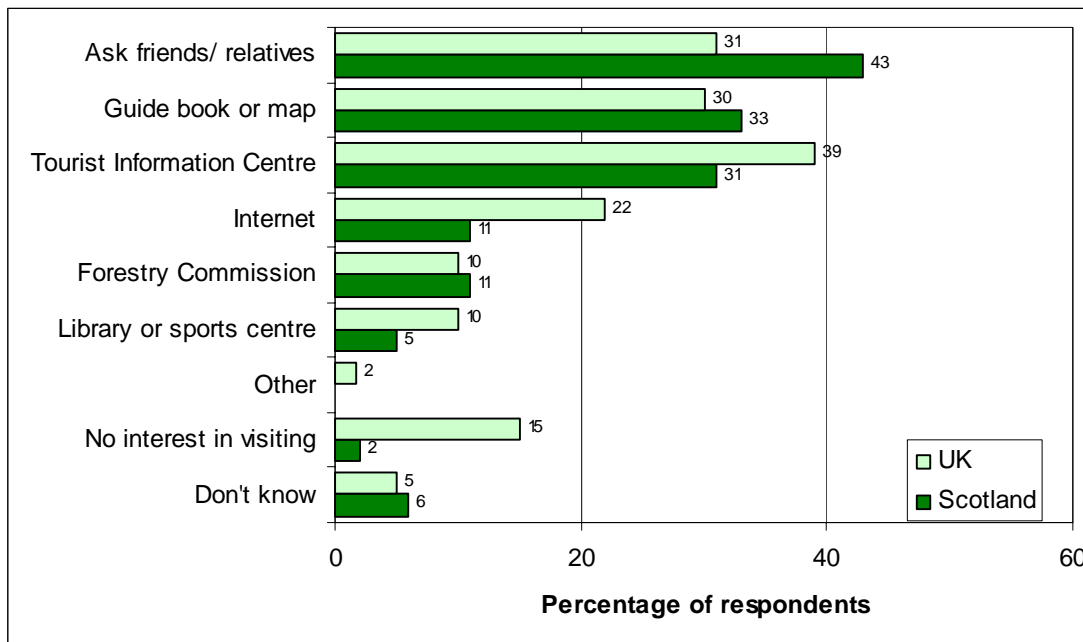
Of those who have visited woodland, adults with children in their household are less likely only to have visited woodlands in the countryside (40% of those with children, 50% of those without children).

6.2 Information about woodlands to visit

Asking friends or relatives (43%), a guide book or map (33%), or Tourist Information Centres (31%) are the sources of information most likely to be used to find out about a woodland not previously visited (Figure 15). The internet and the Forestry Commission were each selected by 11% of respondents.

Respondents in Scotland were more likely than those in the UK survey to say they would ask friends or relatives, and less likely to use a Tourist Information Centre or the internet.

Figure 15: Sources of information would normally use for woodlands not previously visited



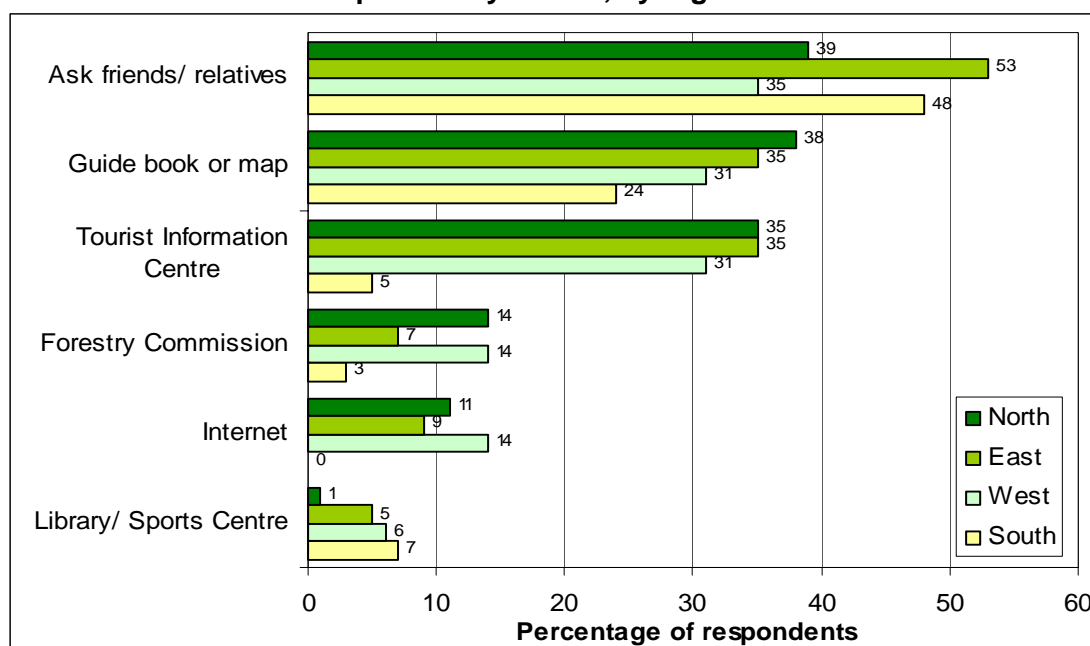
Base: Adults interested in visiting woodland, Scotland (804), all adults UK (4,120)

Regional comparisons

Respondents from the East and South of Scotland were more likely than those in the West or North to ask friends or relatives or the Forestry Commission about a woodland not previously visited (Figure 16).

Fewer respondents from the South of Scotland would consult a guide book or map, visit a Tourist Information Centre, or make use of the internet to find out about woodland not previously visited. Fewer people from the North of Scotland would use a library or sports centre as a source of information.

Figure 16: Sources of information would normally use for woodlands not previously visited, by region



Base: Adults interested in visiting woodland (804)

Socio-demographic comparisons

Respondents aged 16-34 were more likely to ask friends or relatives in order to find out about woodland not previously visited (50%) compared with respondents aged 35 or above (39% of 35-54 year olds, 38% of those aged 55+). Also, respondents aged 55 or above were less likely to use the internet as a source of information compared with younger age groups (14% of 16-34 year olds, 13% of 35-54 year olds, and 3% of those aged 55+).

Adults with a long-term illness or disability were more likely to have used a Tourist Information Centre or the Forestry Commission (e.g. 40% of those with a long-term illness or disability and 29% of those without, would use a Tourist Information Centre).

Adults with children in their household were more likely to use the internet as a source of information than those without (15% of those with children and 7% of those without).

Home owners were more likely to use the Forestry Commission as a source of information than renters (14% of home owners, 7% of renters).

Respondents with a car in their household were less likely than those without to ask friends or relatives (40% of those with a car in their household and 47% of those without), but more likely to use a guide-book or map (40% with a car, 21% without), the Tourist Information Centre (35% with a car, 24% without), or the internet (13% with a car, 6% without).

Adults who had visited a woodland in the last few years were more likely than those who had not visited to ask the Forestry Commission (12% of woodland visitors, 7% of non-visitors) or use a Tourist Information Centre (34% of woodland visitors, 18% of non-visitors).

Appendix 1: Cross-breaks used in analysis

Table 8 details the cross-breaks used in the analysis of this data. It also shows the proportion of the sample that fall into each category (e.g. with geographic region, 16% of interviews were conducted in the North of Scotland, 33% in the East, 45% in the West, and 6% in the South). This represents the true distribution of the Scottish population.

Table 8: Variables used in regression analysis

Variable	Divisions	Proportion of sample	Details (where necessary)
Geographic region	North	16%	Aberdeen City, Aberdeenshire, Eilean Siar, Highland, Moray, Orkney, Shetland
	East	33%	Angus, Clackmannanshire, Dundee City, East Lothian, Edinburgh City, Falkirk, Fife, Midlothian, Perth & Kinross, Stirling, West Lothian
	West	45%	Argyll & Bute, East Ayrshire, East Dunbartonshire, East Renfrewshire, Glasgow City, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Ayrshire, South Lanarkshire, West Dunbartonshire
	South	6%	Dumfries & Galloway, Scottish Borders
Gender	Male Female	50% 50%	
Age	16-34 35-54 55+	40% 33% 27%	Adults over 16 were divided into 3 age classes
Social class	ABC1 C2DE	41% 59%	ABC1: the chief income-earner is a non-manual worker. C2DE: the chief income earner is a manual worker or is unemployed ¹²
Long term illness or disability	Yes No	17% 83%	From question in survey
Work status	Employed Not working	53% 47%	Not working includes students, retired adults and unemployed
Tenure	Home owners Renters	56% 48%	From question in survey
Children in household	Yes No	43% 57%	Children under 16 in household
Car in household	Yes No	63% 37%	Any cars in household
Visited woodland	Yes No	65% 35%	From question in survey

¹² Social class is defined by the working status and income of the chief income earner in the household.

Appendix 2: UK survey: results for respondents from Scotland

This appendix gives results for Scotland and the UK as a whole, for questions which were asked in the UK survey but not in the Scotland survey. Only 388 interviews were carried out in Scotland so these results should be treated with caution.

Changes to woodland

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

	Scotland	UK
Yes	5	6
No	93	93
Don't know	3	1

Base: Scotland (388), UK (4,120)

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



	Scotland	UK
Yes	40	43
No	55	53
Don't know	9	4

Base: Scotland (388), UK (4,120)

Wood products

Respondents were first asked if they had been shopping for wood products in the last few years. Almost half said that this was the case (44% in Scotland, 47% for the UK as a whole). These respondents were asked:

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

	Scotland	UK
FSC logo 	28	31
PEFC logo 	8	8
None	61	61
Don't know	4	4

Base: Adults who had been shopping for wood products: Scotland (171), UK (1,930)

Forestry Commission and other organisations

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

	Scotland	UK
Government department or agency	58	60
Independent body	20	23
Body representing woodland owners	3	2
Private company	4	3
Don't know	15	12

Base: Adults who were aware of the Forestry Commission/Forest Service: Scotland (305), UK (2,599)

Which parts of the UK do you think that it works in?

	Scotland	GB
England	66	83
Scotland	85	69
Wales	58	64
Northern Ireland	48	44
Don't know	9	9

Base: Respondents who had heard of the Forestry Commission: Scotland (305), GB (2,527)

Do you think the Forestry Commission

	Scotland	UK
Lets the public walk in its woods and forests	84	88
Improves woodland habitats for wildlife	84	89
Provides trails for cycling and horse-riding	77	82
Carries out scientific studies	76	80
Sells Christmas trees	59	58
Runs cabins and campsites for forest holidays	53	49
Gives grants to private woodland owners	40	38

Base: Adults who had heard of the Forestry Commission/Forest Service: Scotland (305), UK (2,599)

How would you rate the Forestry Commission (GB)/ Forest Service's (NI) overall performance from 1 to 5 where 1 very good and 5 is very poor for

		1	2	3	4	5	Don't know
Managing and protecting FC/FS woodlands	Scotland	19	36	29	2	0	15
	UK	17	35	29	4	1	15
Encouraging other landowners to protect and expand the UK's woodlands	Scotland	7	26	33	4	2	28
	UK	8	25	34	6	2	26

Base: Adults who had heard of the Forestry Commission/Forest Service: Scotland (305), UK (2,599)

Recreation

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

	Scotland	UK
Yes	47	41
No	48	56
Don't know	5	3

Base: Scotland (388), UK (4,120)

How frequently did you visit forests and woodlands last summer (i.e. between April and September 2002)?

..... and how often last winter (i.e. since October 2002)?

Summer			Winter	
Scotland	UK		Scotland	UK
9	9	Several times per week	4	5
27	24	Several times per month	8	9
28	29	About once per month	13	15
25	30	Less often	32	32
8	7	Never	40	38
3	1	Don't know	3	1

Base: Adults who have visited woodland in the last few years: Scotland (265), UK (2,781)

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

	Scotland	UK
Forestry Commission / Forest Enterprise (GB) or Forest Service (NI)	53	40
<i>National Trust/ National Trust for Scotland</i>	44	42
<i>Woodland Trust</i>	12	16
<i>Other voluntary body</i>	2	4
Total any voluntary bodies	48	50
Local authorities	32	33
Private owners	22	18
None / Don't know	14	17

Base: Adults who have visited woodland in the last few years: Scotland (265), UK (2,781)

Which of the following are important to you when choosing to visit a woodland?

	Scotland	UK
Peace and quiet	67	65
Wildlife	64	65
Safe environment	63	57
Attractive scenery	59	62
Knowing that visitors are welcome there	52	47
No entrance charge	43	41
Good for exercise	42	43
A good place to unwind/ de-stress	38	41
It is in close/ easy reach	30	34
None/ Don't know	4	3

Base: Adults interested in visiting woodlands or forests: Scotland (334), UK (3,507)

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

	Scotland	UK
Toilets	71	70
Picnic areas	57	53
Car park	52	57
Nature trails	52	54
Signposted walks suitable for all abilities	49	51
Information about the woodland	42	42
Cafe / restaurant / kiosk	39	35
Children's play area	37	37
Long walks (min. 2 miles)	28	30
Cycle trails	25	29
Minimum facilities to ensure peace and quiet	24	28
Accessible local staff	20	19
Shop with gifts and souvenirs	18	14
None / Don't know	12	8

Base: Scotland (388), UK (4,120)

Appendix 3: 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 and gender 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.

1,018 adults (aged 16 or over) were interviewed during the March 2003 wave of the omnibus survey. Interviews for the March survey were conducted between 3rd and 9th March 2003.

mruk research

Appendix 4: 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 groups 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 5: Scotland Questionnaire¹³

<p>Q1.</p>	<p>You may have seen or read about Scottish (<i>UK</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?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • Birds and other animals in woodlands • Flowers and other plants in woodlands • Forests and woodlands as places to visit • Community woodlands / new local woodlands • Tree planting • Tree pests and diseases • Wood for fuel / (short rotation coppice) • Loss of ancient or native woodland • Restoration of ancient or native woodland • Creation of new native woodlands • Selling public woodlands • Public rights of access to woodlands • Protests about roads or other developments on woodlands • Labelling/certification of wood products • Timber transport • None of these
<p>Q2</p>	<p>Which of these promotions have you heard of? (Multi Choice)</p> <p>'Wood for Good' or other promotions for timber uses and products Autumn Colours Treefest Scotland 2002 (<i>Scotland only</i>) International Forest Fest and the World Logging Championships (<i>Scotland only</i>) Heritage Trees (of Scotland) (<i>just 'Heritage Trees' in UK</i>) National Tree Week None of these</p>

¹³ Note questionnaire wording differed slightly between Scotland and the UK. These differences are detailed in individual questions in italics

<p>Q3</p>	<p>In Scotland, 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?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • To support the economy in rural areas • To help rural tourism • To provide timber for sawmills and wood processing • To provide wood as a renewable fuel • So that Scotland can buy less wood products from abroad • To make woods more accessible to all in the community • To help prevent the “greenhouse effect” and global warming • To provide places for wildlife to live • To provide places to visit and walk in • To provide places to cycle or ride horses • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • To provide renewable energy • None • Don't know
<p>Q4</p>	<p>On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think Scottish (UK) forestry is at ...</p> <ul style="list-style-type: none"> • Providing opportunities for walking • Protecting the environment • Providing Scotland's timber, board and paper needs • Providing homes for birds and other animals • Involving local communities • Supporting the economy in rural areas <p>..and on the same scale, how would you rate the overall performance of Scottish (UK) forestry?</p> <ul style="list-style-type: none"> • Overall rating
<p>Q5.</p>	<p>Do you think Scotland produces more or less wood than it uses? (Scotland only)</p> <ul style="list-style-type: none"> • Much more wood than it uses • Much less wood than it uses • About the same amount of wood as it uses • Don't know

<p>Q6.</p>	<p>In the last 20 years, do you think the total amount of woodland in <i>Scotland (the UK)</i> has been increasing or decreasing?</p> <ul style="list-style-type: none"> • Increasing • Decreasing • Staying about the same • Don't know
<p>Q7</p>	<p>..and over the same period, do you think the amount of native woodlands such as Caledonian pinewoods, oak, ash, birch and elmwoods in Scotland has been increasing or decreasing? (<i>Scotland only</i>)</p> <ul style="list-style-type: none"> • Increasing • Decreasing • Staying about the same • Don't know
<p>Q8.</p>	<p>a. Would you like to have more or less woodland in your part of Scotland (<i>this part of the country</i>)?</p> <ul style="list-style-type: none"> • More • Neither more nor less (<i>skip to Q9</i>) • Less (<i>skip to Q9</i>) • Don't know (<i>skip to Q9</i>) <p>b. How much more woodland: a little more, half as much again or more than that?</p> <ul style="list-style-type: none"> • A little more • About half as much again • More than that • Don't know

<p>Q9.</p>	<p>a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?</p> <p>YES/NO - if YES, then ask Q9b then skip to Q10 - if NO, then ask Q9c</p> <p>b. Did you visit woodlands in the countryside or woodlands in and around towns?</p> <ul style="list-style-type: none"> • Woodlands in the countryside • Woodlands in and around towns • Both <p>c. What was the main reason that you did not visit?</p> <ul style="list-style-type: none"> • Not interested in going (If this response, skip to Q11 instead of Q10) • Don't have a car • Other personal mobility reasons (difficulty in walking, unwell, etc.) • Woods are too far away • Lack of facilities (play areas, picnic areas, etc.) • Lack of information about woods to visit • Prefer other areas of countryside • Concerns that woods are not safe • Other (specify)
<p>Q10.</p>	<p>If you were thinking about visiting forests or woodlands that you had not visited before, which of the following sources of information would you normally use? (Multi choice)</p> <ul style="list-style-type: none"> • Ask friends/relatives • Guide book or map • Forestry Commission • Tourist Information Centre • Internet • Library or Sports Centre • Other (specify) • No interest in visiting - Skip to Q11 • Don't know- Skip to Q11
<p>Q11.</p>	<p>Do you have any long term illness, health problems or disability which limits your daily activities or the work you can do?</p> <p style="text-align: right;">Yes/ No</p>