PUBLIC OPINION OF FORESTRY 2007: SCOTLAND

Results from the Scotland 2007 survey of Public Opinion of Forestry, carried out on behalf of the Forestry Commission.

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2007 survey

In 2007, four separate public opinion of forestry surveys were undertaken - across the UK (around 4,000 interviews, including a sample of 353 interviews in Scotland), Scotland (1,000 interviews), Wales (950 interviews) and Northern Ireland (1,000 interviews).

This report presents results of the survey in Scotland and compares, where appropriate, with the Scotland 2005 and 2003 surveys and the UK 2007 and GB 2005 surveys. It also highlights any difference in opinion by geographic (regional, rural/urban and deprivation) and socio-demographic (e.g. gender and age) variables. Questions that were asked in the UK survey but not in the Scotland survey are summarised in Appendix 1: UK survey: results for respondents from Scotland, comparing results for the Scotland sub-sample (353 interviews) with total UK results.

Some of the questions asked in the 2007 Scotland survey were the same as those asked in 2005 (and in earlier years); however, a number of new questions were asked on topics such as the relationship between forestry and climate change, woodfuel and forest management.

Separate reports provide similar results for England, Wales and Northern Ireland.

Forests, woodland and trees in the media

58% of respondents had seen or read about forests, woodland and trees in the last 12 months on the television, radio or in the newspapers. Topics most widely recognised include 'public rights of access to woodland' and 'forests and woodlands helping to tackle climate change'.

Forest management

90% 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 walk in' and 'to help tackle climate change'.

Respondents were more likely to believe the standard of forest management is higher across 'Scotland' than in their 'local area' (42% and 32% respectively selecting either '1 very high' or '2').

Climate change

58% of respondents believe that climate change will have a large impact on Scotland.

There was a high degree of agreement with a set of statements regarding the ways in which forests and woodlands can impact on climate change, for example 74% of respondents agreed that 'Trees are good because they remove carbon dioxide from the atmosphere and store it in wood'. However 50% of respondents incorrectly agreed that 'Scotland could offset all its greenhouse gas emissions by planting more trees'.

A set of statements was presented to respondents to ascertain their views on the way in which Scottish forests should be managed in response to climate change. The responses received reflect a belief that forestry is a method that can be used to mitigate the effects of climate change. For example, 86% of respondents agreed that 'A lot more trees should be planted' while only 9% agreed that 'There is nothing that anyone could do that would make any difference'.

Wood as a fuel

4% of respondents said that they used wood as a fuel in their home, either on its own, or with other fuels.

Changes to woodland

68% of respondents would like to see more woodland in their part of Scotland, a significantly higher proportion than in 2005 (47%) or 2003 (58%) but now more similar to the UK 2007 (71%) and GB 2005 (66%) results, while 28% of respondents wanted neither more nor less woodland.

The most popular locations for the creation of new woodlands were 'on former industrial sites' (61%), 'around new developments' (60%), 'in rural areas near existing forests' (46%) and 'within 500m\10 minutes walk from my home' (42%).

Woodland recreation

75% of respondents had visited a woodland or forest in the last few years, a significantly higher proportion than in 2005 (64%) or 2003 (50%). Of those respondents who had not visited, 36% gave their main reason for not visiting as 'not being interested', down from 69% in 2005.

Of those adults who had visited woodlands in the last few years, 84% had visited woodlands in the countryside and 55% woodlands in and around towns.

71% of woodland visitors said that they had been to a woodland or forest at least once a month in the summer of 2006 (similar to the 70% of respondents in the 2007 UK survey). 39% visited at least once a month in the winter of 2006/07 (40% in the 2007 UK survey).

Although the majority of respondents (57%) gave a positive response regarding the provision of woodland recreation opportunities across Scotland, a lower proportion of respondents (42%) rated the provision as highly in their local area.

15% of respondents said they and/or a member of their family had attended an organised learning activity or event to do with woodlands in the last 12 months. 8% of respondents reported involvement in a ‘school trip’ and 6% a ‘guided walk or talk’.

1. Introduction

Background

The Forestry Commission has conducted similar biennial surveys of public attitudes to forestry and forestry-related issues since 1995 though the surveys have evolved since then:

- In the initial surveys, a representative sample of 2,000 adults across Great Britain (GB) was surveyed;
- In 2001, with more interest in country-level results within GB, additional questions were asked of representative samples of 1,000 adults across Scotland and Wales;
- In 2003, the main survey was extended to include Northern Ireland in the 4,120 adults interviewed and separate surveys of 1,000 adults continued in Scotland and Wales;
- In 2005 and 2007, the need for separate surveys in each country was confirmed, with the increased interest in country-level and regional information. However, the requirement for continued high-quality coherent information for GB/UK as a whole means that four separate surveys were undertaken each year

- A representative sample of 4,000 adults across GB (2005) and across UK (2007)
- A representative sample of 1,000 adults across Scotland
- A representative sample of 1,000 adults across Wales
- A representative sample of 1,000 adults across Northern Ireland

Some questions were asked in all four of the surveys conducted in 2007, but an increasing number are survey-specific.

This report

This report presents results from the 2007 survey in Scotland and compares results, where appropriate, with the 2005 and 2003 Scottish surveys, with the UK 2007 survey and with the GB 2005 survey. It also highlights any differences in opinion amongst adults in Scotland by geographic (regional, rural/urban and deprivation) and socio-demographic (e.g. gender and age) variables. Questions that were asked in the UK survey but not in the Scotland survey are summarised in Appendix 1: UK survey: results for respondents from Scotland, comparing results for the Scotland sub-sample (353 interviews) with total UK results.

A full set of tables, reporting the results of each question by the geographic and socio-demographic variables are available upon request and will soon be available on the Forestry Commission website alongside this report[1].

Separate reports present the results from the surveys undertaken in England, Wales and Northern Ireland, as well as one for the UK as a whole (which compares the 2007 results with previous surveys).

Survey design

The Scotland 2007 results presented in this report are taken from the TNS Scottish Omnibus Survey carried out from 22nd - 27th February 2007 on behalf of the Forestry Commission. The survey was based on a representative sample of around 1,000

[1] http://www.forestry.gov.uk/forestry/infd-5zyl9w

adults (aged 16 or over) across Scotland. More details of the sample method are given in Appendix 4: Scottish Opinion Survey Sampling Method.

The Scotland 2005 and 2003 results, presented for comparison, are from similar omnibus surveys conducted by another market research company, mruk.

A different market research company was used for the Scotland 2007 survey. It should be noted that for many questions in the Scotland 2005 survey, there was a much higher proportion of adults responding 'don't know' in comparison to the other surveys referred to in this report. As this was accompanied by a corresponding decrease in other responses, this may distort comparisons over time between the Scotland surveys results in this report

The GB 2005 and UK 2007 data presented in this report are taken from the RSGB General Omnibus and TNS CAPI Omnibus surveys respectively, both conducted by TNS. These surveys were based on representative samples of around 4,000 adults (aged 16 or over). More details on the UK 2007 sample methods are given in Appendix 5: TNS Omnibus Random Location Sampling Method.

All results are subject to the effects of chance in sampling, so a range of uncertainty (confidence interval) should be associated with any result from the survey. The confidence intervals take into account the effect of clustering, weighting and stratification in the survey design (see Appendix 4: Scottish Opinion Survey Sampling Method and Appendix 5: TNS Omnibus Random Location Sampling Method).

- For questions asked to the whole Scotland sample of around 1,000, the range of uncertainty around any figure should be no more than +/- 4.6%.
- For responses of subgroups, i.e. questions not posed to the whole sample of respondents, the range of uncertainty is correspondingly higher.
- For responses of subgroups, i.e. questions not posed to the whole sample of respondents, the range of uncertainty is correspondingly higher. For example the uncertainty for statistics broken down by gender should be no more than ±6.7%; the West region accounts for 43% of the sample (431 respondents), so the uncertainty should be no more than ±7.1%, and similarly the North region accounts for 24% of the sample (245 respondents), so the confidence interval around results should be no more than ±9.5%.
- For questions asked to the whole UK 2007 and GB 2005 samples of around 4,000, the range of uncertainty around any figure should be no more than +/- 2.3%.
- For questions asked to the whole samples, differences of more than 5.2% between the Scotland and GB/UK surveys are statistically significant and differences of more than 6.6% between the Scotland 2007 survey and previous Scotland surveys, are statistically significant.

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

Regression analysis

One of the main differences between this report and the preliminary report published in June, is the addition of multivariate regression analysis, reported in the 'socio-demographic comparisons' and 'geographic comparisons' sections throughout the report. Further details on the variables used, including the geographic regions, are given in Appendix 2: Cross-breaks used in analysis and Appendix 3: Correlation matrix of variables used in analysis.

The multivariate regression analysis examines the relationship between responses and socio-demographic and geographical attributes. The model attempts to identify a set of explanatory variables (socio-demographic and geographic variables) that account for a large proportion of the variance of the response variable in question. The model originally includes all variables and sequentially removes the variable that has least effect on the variance, leaving only the most significant variables.

The geographic and socio-demographic sections only report results derived from the regression models. Each region was input into the model as a separate variable, therefore only the results from those regions identified as significant in the model are reported (e.g. if West Scotland was shown to be significant, the results from other regions are not highlighted). Conversely, the rural/urban and deprivation variables were each input as single variables in the analysis, and therefore all possible variable values are reported (e.g. urban 15%, accessible 24%, remote 26%).

Unless otherwise specified, those respondents who answered 'Don't know' have not been included in the regression analysis.

Some of the variables found to be significant in the regression results may not have seemed significant in the initial analysis because another correlated variable may have been influencing results in the opposite direction. For example, there is a strong correlation between age and having any children in the household; the initial differences for those with and without children in the household may have appeared significant, but the regression may have shown this to be better explained by age.

2. Forests, woodland and trees in the media

2.1 Forests, woodland and trees in the media

Respondents were asked whether they had seen or read about Scottish forests, woods or trees on the television, radio or in the newspapers in the last twelve months. Over half of Scottish adults (58%) recalled seeing or reading about at least one topic (Table 1). The highest proportion of Scottish respondents had heard about 'public rights of access to woodland' (35% of respondents), up from 15% in 2005 and perhaps a reflection on the new Scottish Outdoor Access Code which clarifies details of the Land Reform Scotland Act (2003).

2% of respondents selected only the new 'climate change' category, therefore on a like-for-like basis, 56% of the 2007 respondents recognised one of the topics that were presented to the 2005 respondents.

Respondents to the Scotland survey in 2007 were around three times as likely to have recalled seeing or hearing about many of the topics than in 2005, and were higher (across all topics) than the Scotland 2003 survey results. Recognition of topics was, on the whole, marginally lower in the Scotland 2007 survey than in the UK 2007 survey, the exception being the 'Public rights of access to woodland' topic.

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

	GB	UK	**Scotland**		
	2005	2007	2003	2005	**2007**
Public rights of access to woodlands	23	24	19	15	**35**
Tree planting	21	30	19	9	**27**
Forests and woodlands helping to tackle climate change	-	35	-	-	**25**
Birds and other animals in woodlands	24	34	19	8	**23**
Forests and woodlands as places to visit	18	25	14	6	**22**
Protests about roads /other developments on woodlands	18	23	13	6	**19**
Loss of ancient or native woodlands	15	20	9	5	**13**
Flowers and other plants in woodlands	15	22	8	4	**13**
Restoration of ancient or native woodlands	12	17	8	4	**13**
Selling public woodlands	9	-	8	4	**-**
Community woodlands	-	14	-	4	**13**
Woods in & around towns, new local woods or improved local access	-	-	-	4	**11**
Creation of new native woodlands	11	15	6	4	**11**
Wood for fuel / (short rotation coppice)	7	11	4	2	**8**
Tree pests and diseases	10	13	5	3	**7**
Labelling/ certification of wood products	6	10	2	1	**6**
Timber transport	5	-	4	0	**-**
Recalling at least one topic	50	63	49	26	**58**

Base: All respondents - GB 2005 (4,000), UK 2007 (4,000), Scotland 2003 (1,018), 2005 (1,009), 2007 (1,007)

Geographic comparisons

Respondents from the North (33%) were more likely than those from the West (23%) or from the East/South (22%) to have seen or heard about 'Forests and woodlands helping to tackle climate change'. They were also more likely to recall 'Birds and other animals in woodlands' with 29% of them doing so compared with 20% of respondents living in the West or the East / South.

Respondents from more remote areas (44%) were more likely than those from urban (22%) and accessible areas (18%) to have seen or heard about 'Birds and other animals in woodlands'.

Socio-demographic comparisons

Respondents who had visited forests or woodlands recently were more likely than those who had not to have seen or heard about all of the topics listed. Respondents aged 55 or over were more likely than younger respondents to recall 13 of the 15 topics.

The following results identify, overall and for the top five most recognised topics, those variables highlighted as significant in the regression analysis.

Respondents recalling at least one topic, Scotland overall 58%
- **Gender** - male 60%; female 55%;
- **Visited woodland** - visited forests or woodlands recently 66%; not visited 34%.

Respondents who had seen or heard of 'Public rights of access to woodlands, Scotland overall 35%':
- **Gender** - male 38%; female 31%;
- **Visited woodland** - visited forests or woodlands recently 40%; not visited 17%.

Respondents who had seen or heard about 'Tree planting', Scotland overall 27%:
- **Age group** - aged 16 to 34 22%; aged 35 to 54 26%; aged 55 and over 31%;
- **Social grade** - ABC1 31%; C2DE 22%;
- **Visited woodland** - visited forests or woodlands recently 31%; not visited 15%.

Respondents who had seen or heard about 'Forests and woodlands helping to tackle climate change', Scotland overall 25%:
- **Age group** - aged 16 to 34 20%; aged 35 to 54 26%; aged 55 and over 29%;
- **Employment** - employed 28%; not employed 22%;
- **Social grade** - ABC1 32%; C2DE 19%;
- **Visited woodland** - visited forests or woodlands recently 30%; not visited 11%.

Respondents who had seen or heard about 'Birds and other animals in woodlands', Scotland overall 23%:
- **Age group** - aged 16 to 34 19%; aged 35 to 54 22%; aged 55 and over 26%;
- **Visited woodland** - visited forests or woodlands recently 26%; not visited 11%.

Respondents who had seen or heard about 'Forests and woodlands as places to visit', Scotland overall 22%:
- **Age group** - aged 16 to 34 15%; aged 35 to 54 25%; aged 55 and over 25%;
- **Employment** - employed 25%; not employed 19%;
- **Gender** - male 25%; female 19%;
- **Visited woodland** - visited forests or woodlands recently 27%; not visited 7%.

3. Scottish forest management

3.1 Benefits of forestry

The Scottish Government funds forestry in Scotland in many ways. Respondents were asked to select (from a list of possible public benefits) good reasons to support Scottish forestry with public money. 90% of respondents selected at least one benefit.

As in previous years, the top reason to support forestry in Scotland (Table 2) was 'to provide places for wildlife to live'. Higher levels of support were identified over most categories, in particular, for the answer given most support, 'to provide places for wildlife to live'; 67% in 2007, up from 39% in 2005 and 50% in 2003. In addition, there was high support for the one new option 'to help tackle climate change' option (57%)

Support for most options was roughly similar in the 2007 Scotland and UK surveys and indeed the top five reasons to support forestry were the same in both surveys.

Table 2: Whether respondent believes public benefits are good reasons to support forestry with public money (%)

	GB	UK	**Scotland**		
	2005	2007	2003	2005	**2007**
To provide places for wildlife to live	67	72	50	39	**67**
To provide places to walk in [3]	57	61	46	34	**61**
To help tackle climate change	-	61	-	-	**57**
To help prevent greenhouse effect/global warming	55	-	43	38	**-**
To improve the countryside landscape [3]	53	55	34	31	**56**
To provide healthy places for physical activity, relaxation and stress relief [3]	44	48	-	23	**49**
To support the economy in rural areas [2]	41	45	37	37	**46**
To provide wood as a renewable fuel (pre 2007) To provide renewable energy including wood as fuel (post 2007) [1]	28	37	26	29	**36**
To help rural tourism [2]	36	38	32	27	**43**
To provide renewable energy *(Scotland only)*[1]	-	-	25	24	**-**
To create pleasant settings for new and existing developments around towns [4]	37	41	20	22	**43**
To restore former industrial land [4]	30	34	20	22	**36**
To provide places to cycle or ride horses [3]	35	40	19	22	**40**
So Scotland *(UK/GB)* can buy less wood products from abroad	30	37	27	30	**32**
To provide timber for sawmills & wood processing [2]	23	26	17	22	**28**
To make woods more accessible to all in the community [3]	36	37	23	18	**41**
At least one reason given	89	93	91	79	**90**

Base: All respondents - GB 2005 (4,000), UK 2007 (4,000), Scotland 2003 (1,018), 2005 (1,009), 2007 (1,007)

[1] Scotland 2005 - either providing wood as a renewable fuel or for renewable energy (36%)

[2] economic reason

[3] social reason

[4] social/urban reason

Some of the reasons were placed into one of three categories: economic, social and social/urban reasons for supporting forestry with public money (as noted in Table 2). Although there were more social reasons than economic and social/urban reasons (5, 3 and 2 respectively), Table 3 shows that a higher proportion of respondents were able to select at least one social reason to support forestry with public money.

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

	Scotland 2007
At least one economic reason	**59**
At least one social reason	**78**
At least one social/urban reason	**51**

Base: All respondents Scotland 2007 (1,007)

Geographic comparisons *(includes those that answered don't know)*

Respondents from the West (87%) were less likely than those from the North (94%) or the East / South (90%) to give at least one reason to support forestry with public money.

Respondents who lived in the North (74%) were more likely than those from the West (66%) or from the East/South (65%) to give 'To provide places for wildlife to live as a good reason to support forestry with public money'.

Respondents who lived in the North (67%) were more likely than those who lived in the West (56%) or in the East / South (56%) to give at least one economic reason for supporting forestry with public money.

Residents of the most deprived areas (93%) were more likely than those from the least deprived areas (89%) to give at least one reason for supporting forestry with public money.

In addition, residents of the most deprived areas were more likely than those from the least deprived areas to give 'To provide places for wildlife to live' (72% and 66% respectively) and 'To provide healthy places for physical activity, relaxation and stress relief' (54% and 48% respectively) as a good reason for supporting forestry with public money.

Those who lived in remote areas (65%) were more likely than those from urban (60%) and accessible areas (55%) to give the response 'To provide places to walk in' as a good reason to support forestry with public money.

Socio-demographic comparisons *(includes those that answered don't know)*

Respondents who had visited forests or woodlands recently were more likely than those who had not visited to give all the reasons as being good reasons to support forestry with public money.

For 9 of the 14 reasons, respondents who had access to a car, were more likely than those who did not, to give it as a good reason to support forestry with public money. Similarly, respondents aged 55 and over were more likely than younger respondents to provide each of 9 of the 14 possible reasons to support forestry with public money.

The following results identify, overall and for the top five reasons given for supporting forestry with public money, those variables highlighted as significant in the regression analysis.

Respondents giving at least one reason to support forestry with public money, Scotland overall 90%:

- **Visited woodland** - visited forests or woodlands recently 93%; not visited 79%.

Respondents giving 'To provide places for wildlife to live' as a good reason to support forestry with public money, Scotland overall 67%:

- **Employment** - employed 72%; not employed 62%;
- **Social grade** - ABC1 73%; C2DE 61%;
- **Visited woodland** - visited forests or woodlands recently 73%; not visited 62%.

Respondents giving 'To provide places to walk in' as a good reason to support forestry with public money, Scotland overall 61%:

- **Age group** - aged 16 to 34 55%; aged 35 to 54 63%; aged 55 and over 63%;
- **Visited woodland** - visited forests or woodlands recently 66%; not visited 45%.

Respondents giving 'To help tackle climate change' as a good reason to support forestry with public money, Scotland overall 57%:

- **Gender** - male 61%; female 54%;
- **Social grade** - ABC1 64%; C2DE 50%;
- **Visited woodland** - visited forests or woodlands recently 63%; not visited 40%.

Respondents giving 'To improve the countryside landscape' as a good reason to support forestry with public money, Scotland overall 56%:

- **Access to car** - with car 61%; without car 46%;
- **Age group** - aged 16 to 34 52%; aged 35 to 54 61%; aged 55 and over 56%;
- **Visited woodland** - visited forests or woodlands recently 63%; not visited 36%.

Respondents giving 'To provide healthy places for physical activity, relaxation and stress relief' as a good reason to support forestry with public money, Scotland overall 49%:

- **Access to car** - with car 53%; without car 39%;
- **Gender** - male 53%; female 46%;
- **Social grade** - ABC1 56%; C2DE 42%;
- **Visited woodland** - visited forests or woodlands recently 55%; not visited 31%.

The following results identify differences across the three categories of reasons defined previously (economic, social and social/urban).

Respondents giving at least one economic reason to support forestry with public money, Scotland overall 59%:

- **Access to car** - with car 64%; without car 47%;
- **Age group** - aged 16 to 34 49%; aged 35 to 54 64%; aged 55 and over 62%;
- **Gender** - male 63%; female 55%;
- **Social grade** - ABC1 65%; C2DE 52%;
- **Visited woodland** - visited forests or woodlands recently 63%; not visited 46%.

Respondents giving at least one social economic reason to support forestry with public money, Scotland overall 78%:

- **Visited woodland** - visited forests or woodlands recently 84%; not visited 60%.

Respondents giving at least one social/urban reason to support forestry with public money, Scotland overall 51%:

- **Age group** - aged 16 to 34 40%; aged 35 to 54 56%; aged 55 and over 53%;
- **Social grade** - ABC1 56%; C2DE 45%;
- **Visited woodland** - visited forests or woodlands recently 56%; not visited 34%.

3.2 Forest management standards

A new question in the 2007 surveys carried out in Scotland and in the UK asked about 'Forest Management', defined as referring to all activities in woodland, including woodland creation, recreation, wildlife management and timber production.

Respondents were asked to rate the standard of forest management both in Scotland (or UK) and in their local area. Ratings were given on a scale of 1-5, 1 being 'very high' and 5 being 'very low'.

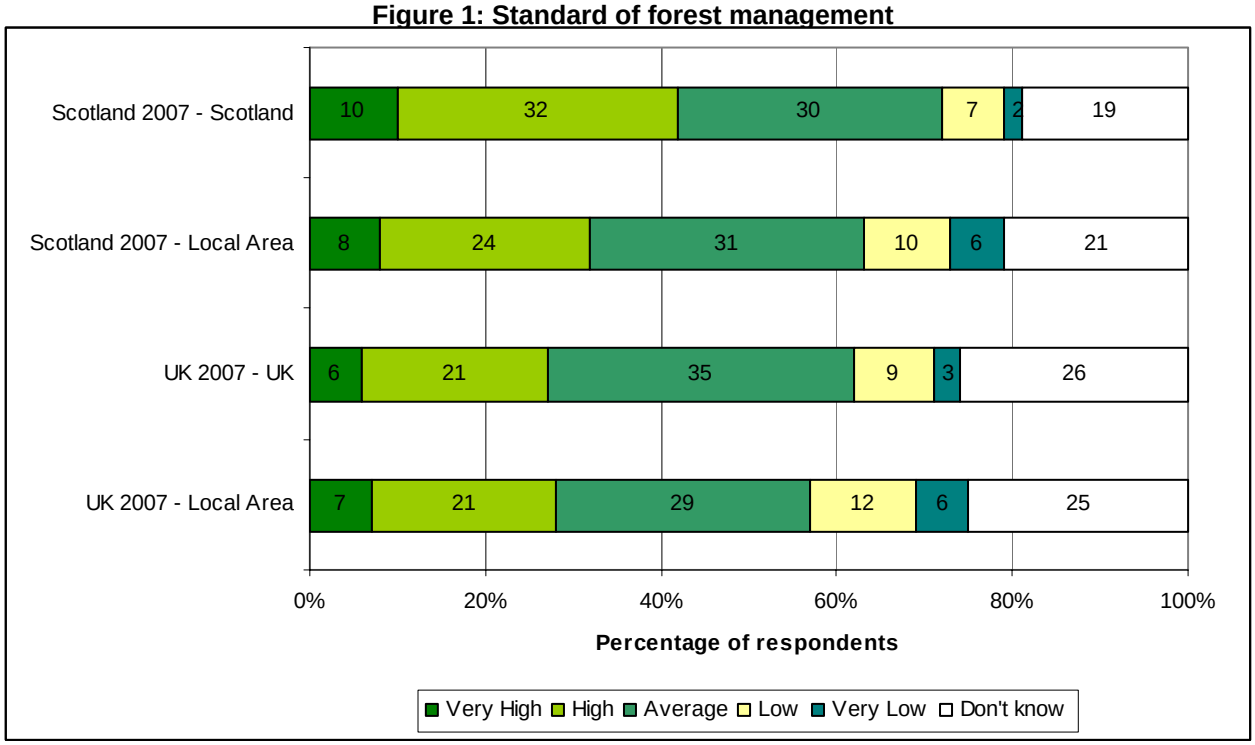
Figure 1 shows that overall, similar responses were received to the Scotland 'local area' question and to the UK 'overall' and UK 'local area' questions.

Respondents to the Scottish survey were more likely to believe the standard of forest management is higher across 'Scotland' than in their 'local area' (42% and 32% respectively selecting either '1 very high' or '2').

In addition, respondents to the Scottish survey were more likely to rate 'Scotland' forest management higher than UK respondents would rate either 'UK' or 'local area' forest management. 42% of Scottish survey respondents rated forest management as '1 very high' or '2', while of the UK respondents only 28% gave a similar rating to forest management in their 'local area' and 27% when asked about the 'UK'.

Around a fifth of respondents to the Scottish survey could not give a rating, presumably either because they didn't know enough about forests in Scotland/their local area or didn't know enough about forest management.

Figure 1: Standard of forest management



Base: All respondents: Scotland (1,007), UK (4,000)

Geographic comparisons

Respondents from the North (56% and 51%) and from the East / South (53% and 49%) were more likely than those who lived in the West (49% and 28%) to rate the standards of forests management in Scotland and their local area, respectively, as ‘High’ or ‘Very High’.

Residents from the most deprived area (33%) were less likely than those from the least deprived areas (42%) to rate the standard of forest management in their local area as ‘1 Very High’ or '2'.

Those who lived in remote areas (38%) were less likely to rate the standard of forest management in Scotland as ‘High’ or ‘Very High’, than those from accessible (56%) and urban areas (53%).

Socio-demographic comparisons

Respondents rating the standard of forest management in Scotland as ‘High’ or ‘Very High’, Scotland overall 52%:

- **Age group** - aged 16 to 34 48%; aged 35 to 54 53%; aged 55 and over 54%;
- **Visited woodland** - visited forests or woodlands recently 55%; not visited 41%.

Respondents rating the standard of forest management in their local area as ‘High’ or ‘Very High’, Scotland overall 41%:

- **Visited woodland** - visited forests or woodlands recently 43%; not visited 31%.

4. Climate change

The Scottish Government has identified that climate change is widely recognised as the most serious environmental threat facing our planet. The Scottish Executive publication, *Changing Our Ways* (30 March 2006) covers action across all of the key sectors of Scotland's society and economy, including forestry and land use, and strengthens the Programme originally published in November 2000.

Globally, forest ecosystems play a key role in addressing climate change by absorbing carbon dioxide from the atmosphere and storing it in growing vegetation and soil. Deforestation caused by the unsustainable harvesting of timber and the conversion of forests to other land-uses leads to significant emissions of this stored carbon back to the atmosphere. Forests and woodlands can also be managed as a sustainable source of wood – an alternative energy source to fossil fuels, and a low-energy construction material.

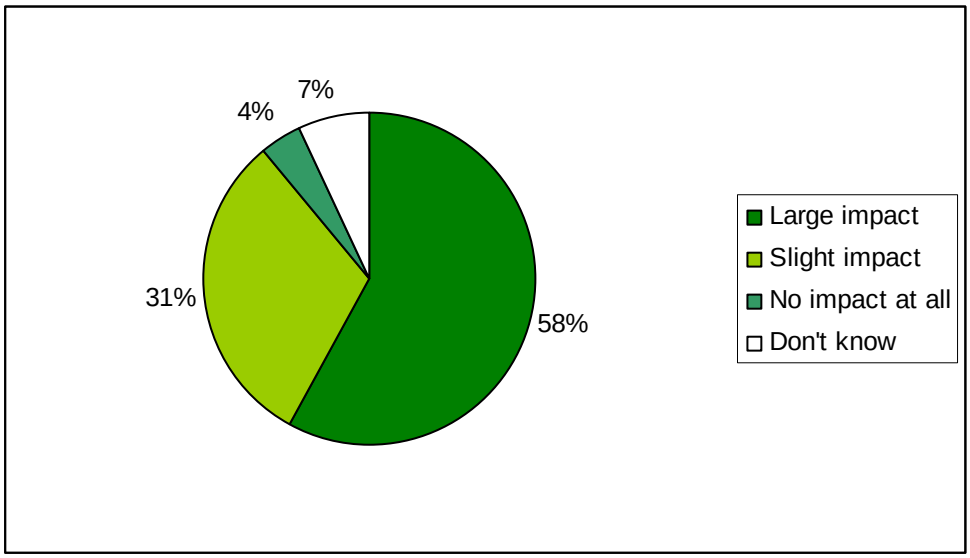
Although, on a world scale, they cover a small area (17.2% of the Scotland surface area in 2007), the forests and woodlands in Scotland have a role to play too.

A new section of questions on this issue was added to the 2007 survey. This report has already noted in sections 2.1 and 3.1 respectively, that 'Forests and woodlands helping to tackle climate change' was one of the top answers provided by respondents when asked whether they had seen anything about UK forests in the media and when asked about the benefits to be gained from public support of forestry. Sections 4.1 to 4.3 report the results of the other new questions on this topic.

4.1 Impact of climate change

The vast majority of respondents believe that climate change will have an impact on Scotland, with most believing that there will be a large impact (58% of all respondents).

Figure 2: Impact of climate change (%)



Base: All respondents (1,007)

Geographic comparisons

Respondents who lived in the North (57%) or the East / South (53%) were less likely than those who lived in the West (62%) to think that climate change will have a large impact on Scotland.

Socio-demographic comparisons

Respondents believing that climate change will have a large impact on Scotland, Scotland overall 58%:

- **Employment** - employed 61%; not employed 54%;
- **Visited woodland** - visited forests or woodlands recently 62%; not visited 47%.

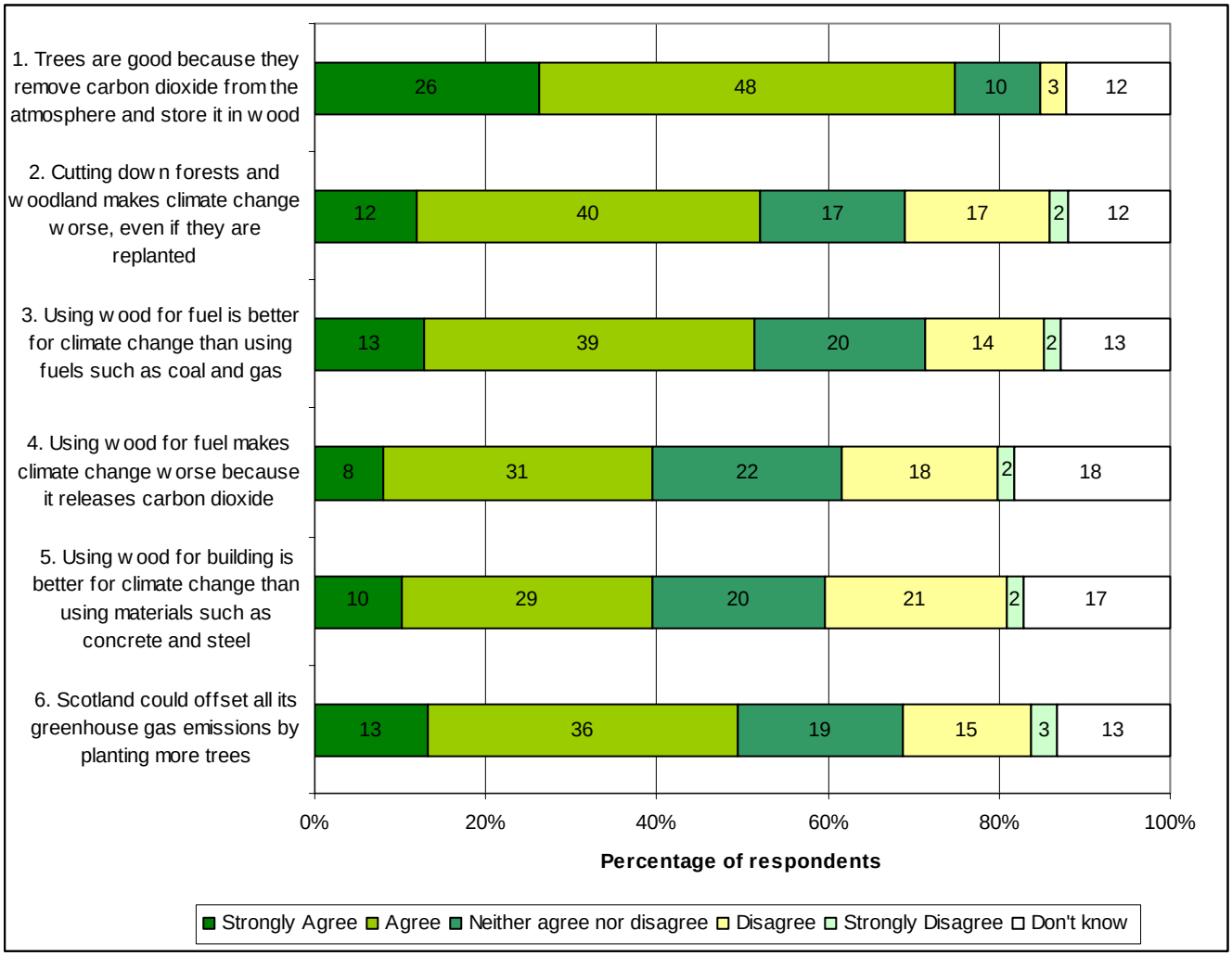
4.2 Woodlands impact on climate change

In an attempt to gauge both the beliefs and knowledge of the public with respect to the interface between forests and climate change, respondents were asked about their level of agreement with a set of statements regarding the ways in which forests and woodlands in Scotland can impact on climate change.

Figure 3 shows a high level of agreement with each of the statements, with more respondents agreeing (selecting '1 strongly agree' or '2') with each statement than disagreeing (selecting '5 strongly disagree' or '4').

The highest level of agreement, almost three-quarters of respondents, was with the statement that 'Trees are good because they remove carbon dioxide from the atmosphere and store it in wood'. Around half of respondents believe that ' Cutting down forests and woodland makes climate change worse, even if they are replanted' and that 'Scotland could offset all its greenhouse gas emissions by planting more trees'.

Figure 3: Ways in which Scottish forests and woodlands can impact on climate change (%)



Base: All respondents (1,007)

It is helpful to consider the numbered statements shown above in Figure 3 alongside the following common expert opinion[2]:

1. In general, it is believed that forests and woodlands have a key role to play in mitigating the effects of climate change. Forests and woodlands do help to stabilise atmospheric carbon dioxide by sequestering and storing carbon in trees, vegetation and soils.

2. In the short term, cutting down forests and woodlands does make climate change worse, as carbon stocks are released, but in the longer term this is countered by replanting. However, this harvesting and replanting should not be confused with deforestation, which implies a change in land cover from forest to non-forest land, whereas sustainable wood production involves cyclical harvesting and growing.

3. Wood and other materials derived from plants have an important contribution to make towards our future energy needs. Wood can be used as a low-carbon renewable energy source to substitute for fossil fuels.

4. Carbon released by burning woodfuel in modern, efficient systems is re-absorbed by growing trees in a cycle that reduces the amount of carbon released into the atmosphere. The long-term effect of tree planting, good forest management practices and burning woodfuel in efficient systems should be almost carbon neutral, however, such forests would of course not offset other emissions.

5. Wood products can be used as low-energy alternatives to materials such as concrete and steel, which involve high-energy use in their production. The biomass in wood products is also a carbon stock in its own right, just as much as biomass in living trees.

6. Afforestation makes an important contribution by sequestering carbon, but it is not feasible for the UK to become 'carbon neutral' through afforestation alone. It is estimated that to do this would require creation of some 50 million hectares of forest – approximately twice the land area of the UK. The same principle is of course also valid for individual countries such as Scotland, where an impractical level of afforestation would be required.

Geographic comparisons

Respondents who lived in the North (52%) were less likely than those who lived in the West (62%) or in the East / South (59%) to 'Agree' or 'Strongly Agree' that 'Cutting down forests and woodland makes climate change worse, even if they are replanted'.

Respondents from the North (54%) were more likely than those from the West (48%) and the East / South (42%) to 'Agree' or 'Strongly Agree' with the statement 'Using wood for building is better for climate change than using materials such as concrete and steel'.

[2] Statement s and principles from the Forestry Commission 'Forestry and climate change' website: http://www.forestry.gov.uk/forestry/infd-6umkar

Respondents from remote areas (89%) were more likely than those from accessible (85%) and urban areas (84%) to agree that ‘Trees are good because they remove carbon dioxide from the atmosphere and store it in wood’.

Respondents from remote areas (66%) were more likely than those from accessible (56%) and urban areas (59%) to agree that ‘Using wood for fuel is better for climate change than using fuels such as coal and gas'.

Residents from the most deprived areas (88%, 73% and 56% respectively) were more likely than those from the least deprived areas (84%, 55% and 46% respectively) to ‘Agree’ or ‘Strongly Agree’ that ‘Trees are good because they remove carbon dioxide from the atmosphere and store it in wood’, that ‘Cutting down forests and woodlands makes climate change worse, even if they are replanted’ and that ‘Using wood for fuel makes climate change worse because it releases carbon dioxide’.

Socio-demographic comparisons

Those regions shown to be significant in the analysis are highlighted below; in the statements below, the proportion 'agreeing' refers to those respondents who answered 'strongly agree' or 'agree':

Respondents agreeing that ‘Trees are good because they remove carbon dioxide from the atmosphere and store it in wood’, Scotland overall 85%:

- **Age group** - aged 16 to 34 81%; aged 35 to 54 81%; aged 55 and over 90%;
- **Gender** - male 88%; female 81%.

Respondents agreeing that ‘Cutting down forests and woodlands makes climate change worse, even if they are replanted’, Scotland overall 59%:

- **Social grade** - ABC1 53%; C2DE 65%.

Respondents agreeing that ‘Using wood for fuel is better for climate change than using fuels such as coal and gas’, Scotland overall 60%:

- **Access to car** - with car 59%; without car 62%.

Respondents agreeing that ‘Using wood for fuel makes climate change worse because it releases carbon dioxide’, Scotland overall 48%:

- **Employment** - employed 43%; not employed 54%.

Respondents agreeing that ‘Using wood for building is better for climate change than using materials such as concrete and steel’’, Scotland overall 47%:

- **Social grade** - ABC1 50%; C2DE 45%.

Respondents agreeing that ‘Scotland could offset all its greenhouse gas emissions by planting more trees’, Scotland overall 57%:

- **Employment** - employed 52%; not employed 63%;
- **Gender** - male 55%; female 59%;
- **Social grade** - ABC1 50%; C2DE 64%.

4.3 Forest management in response to climate change

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

There was a clear distinction in the level of agreement with the six statements posed, but for each, the majority of responses were in line with most expert opinion, as displayed in Figure 4.

The majority of respondents agreed or strongly agreed that:

- 'a lot more trees should be planted' (86%);
- 'more information should be provided about the ways in which wood can be used to lessen our impact on the environment' (85%); and that
- 'different types of trees should be planted that will be more suited to future climates' (76%).

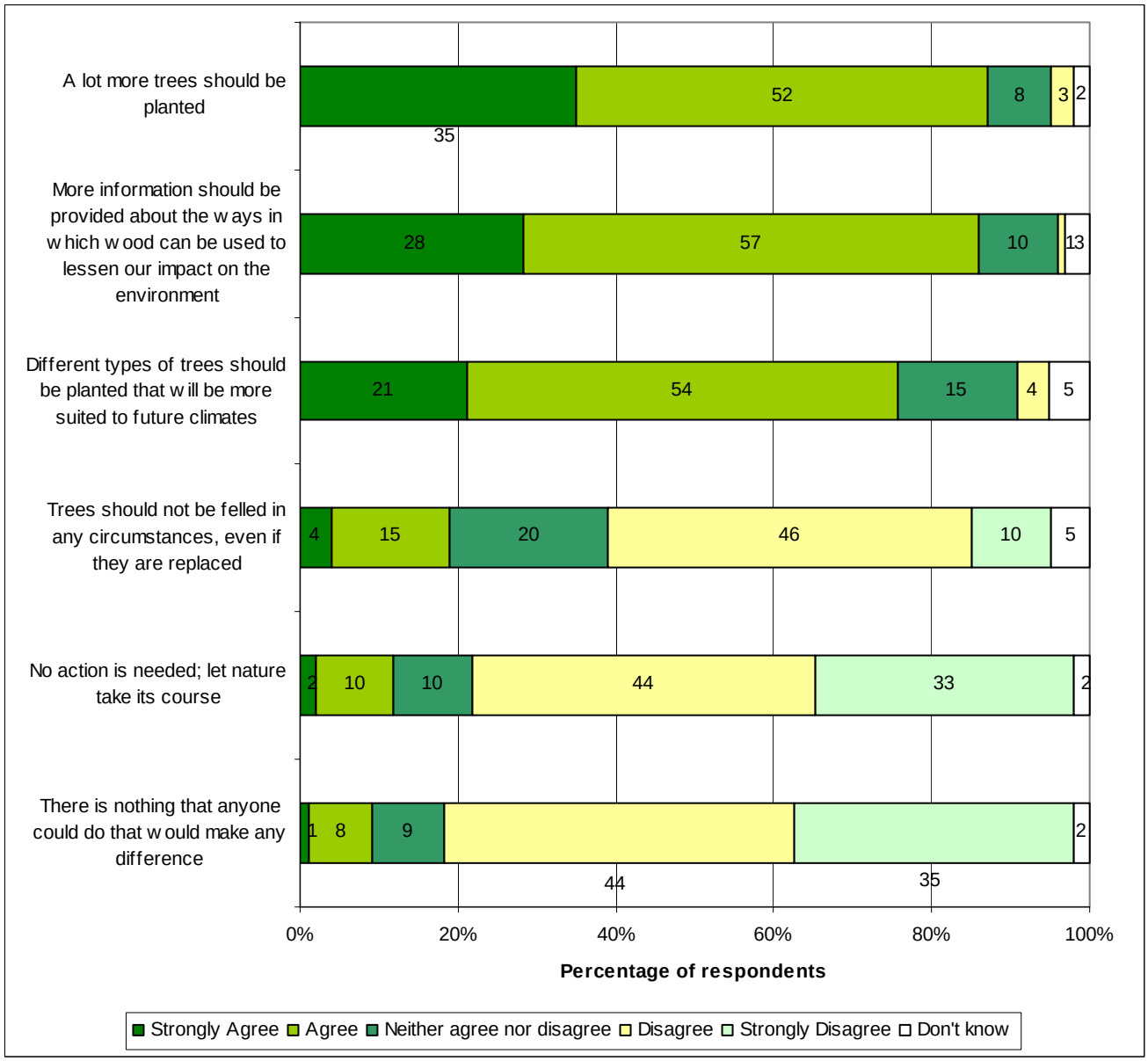
Agreement with these points reflects a belief that climate change is occurring but also some amount of faith that forestry and wood can be utilised in an attempt to mitigate changes.

Conversely, a majority of respondents disagreed or strongly disagreed that:

- 'there is nothing that anyone could do that would make any difference' (80%);
- 'no action is needed; let nature take its course' (76%); and that
- 'trees should not be felled in any circumstances, even if they are replaced' (57%).

These results suggest that respondents believe we can and should use our knowledge of forestry to attempt to make a difference.

Figure 4: Management of Scottish forests in response to the threat of climate change (%)



Base: All respondents (1,007)

Geographic comparisons

Respondents from the West (11%) were more likely from the North (13%) or the East / South (14%) to 'Agree' or 'Strongly agree' that 'No action is needed; let nature take its course'.

Respondents from the West (84%) were more likely than those in the North (76%) and the East / South (77%) to 'Agree' or 'Strongly Agree' that 'Different types of trees should be planted that will be more suited to future climates'.

Respondents who lived in urban areas (84%) were more likely than those who lived in accessible areas (77%) or remote areas (67%) to 'Disagree' or 'Strongly Disagree' that 'There is nothing anyone could do that would make any difference'.

Respondents from remote areas (79%) were less likely than those from urban (90%) and accessible areas (88%) to agree that 'A lot more trees should be planted'.

Respondents from remote (15%) and accessible areas (11%) were less likely than those from urban areas (22%) to agree that 'Trees should not be felled in any circumstances, even if they are replaced'.

Residents of the most deprived areas (84%) were more likely than those from the least deprived areas (79%) to 'Agree' or 'Strongly Agree' that 'Different types of trees should be planting that will be more suited to future cliamtes'.

Socio-demographic comparisons

Those regions shown to be significant in the analysis are highlighted below; in the statements below, the proportion 'agreeing' refers to those respondents who answered 'strongly agree' or 'agree':

Respondents agreeing that 'A lot more trees should be planted', Scotland overall 89%:
- **Children** - respondents with children 92%; without 86%;
- **Gender** - male 92%; female 86%;
- **Visited woodland** - visited forests or woodlands recently 90%; not visited 85%.

Respondents agreeing that 'More information should be provided about the ways in whoch wood can be used to lessen our impact on the environment', Scotland overall 88%:
- **Visited woodland** - visited forests or woodlands recently 90%; not visited 80%.

Respondents agreeing that 'Different types of trees should be planted that will be more suited to future climates', Scotland overall 80%:
- **Age group** - aged 16 to 34 76%; aged 35 to 54 80%; aged 55 and over 83%.

Respondents agreeing that 'Trees should not be felled in any circumstances, even if they are replaced', Scotland overall 20%:
- **Access to car** - with car 15%; without car 29%;
- **Age group** - aged 16 to 34 28%; aged 35 to 54 15%; aged 55 and over 17%;
- **Gender** - male 16%; female 23%;
- **Social grade** - ABC1 13%; C2DE 26%;
- **Visited woodland** - visited forests or woodlands recently 17%; not visited 26%.

Respondents agreeing that 'No action is needed; let nature take its course', Scotland overall 13%:
- **Gender** - male 10%; female 15%;
- **Social grade** - ABC1 6%; C2DE 18%;
- **Visited woodland** - visited forests or woodlands recently 11%; not visited 19%.

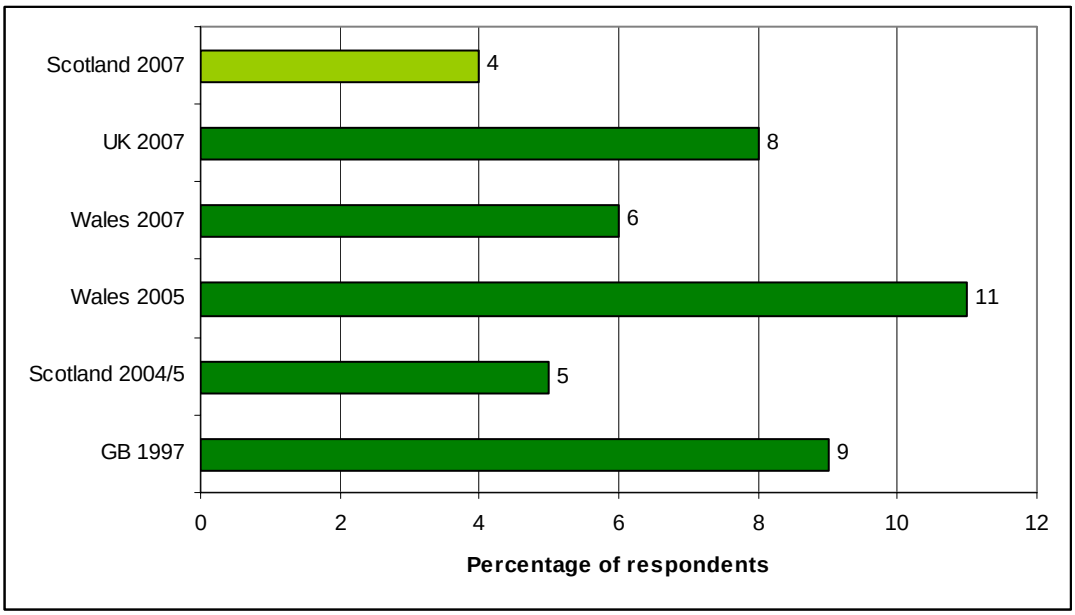
Respondents agreeing that 'There is nothing that anyone could do that would make any difference', Scotland overall 9%:
- **Access to car** - with car 7%; without car 14%;
- **Social grade** - ABC1 6%; C2DE 12%;
- **Visited woodland** - visited forests or woodlands recently 8%; not visited 13%.

5. Wood as a fuel

In 2007, 4% of respondents to the Scotland survey said that they used wood as a fuel in their home, either on its own, or with other fuels. This question was asked in separate 2007 public opinion surveys undertaken across the UK and in Wales, in the 2005 Wales public opinion survey, in a woodfuel consumption study in Scotland in 2004/05 and in the GB firewood survey in 1997.

Each of these surveys identified a small proportion of respondents who used wood as a fuel. It is notable that the 2007 Scotland result is similar to the Scotland 2004/5 result.

Figure 5: Proportion of respondents who use wood as a fuel in their home (%)



Base: All respondents in - GB 1997 (2,000), Scotland 2004/5 (4,006), Wales 2005 (1,001), Wales 2007 (953), UK 2007 (4,000), Scotland 2007 (1,007)

Geographic comparisons

Respondents who lived in the North of Scotland (10%) were more likely than those who lived in the West (3%) or the East/South (2%) to use wood as a fuel in their home.

Respondents who lived in remote (10%) and accessible areas (10%) were more likely than those who lived in urban areas (2%) to use wood as a fuel in their home.

Socio-demographic Comparisons

No significant socio-demographic differences emerged from the analysis.

The respondents who did use wood for fuel were asked three further questions:

- Around half either obtained their wood fuel a few bags at a time, a third gathered it themselves, while one in ten received it by the truck load;
- Almost three-quarters of woodfuel users classified themselves as an occasional user around two in ten said they used wood as a fuel regularly;
- Of the 43 respondents who used woodfuel, only one used it as the main fuel for heating their home.

Due to the small number of respondents involved, no geographic or socio-demographic analysis was carried out on the subsequent questions about using wood as a fuel.

6. Changes to woodland

6.1 Desire for change in woodland area

Respondents were asked whether or not they would like more woodland in their part of Scotland. The majority (68%) indicated that they would like to see more woodland. Under a third of respondents (28%) would like to see neither more nor less woodland, while only a small number of respondents (less than 0.5%) stated they would like to see less woodland (Table 4).

Table 4: Desire for more woodland (%)

	GB	UK	**Scotland**		
	2005	2007	2003	2005	**2007**
More than half as much again	18	22	28	5	**16**
About half as much again	24	25	2	13	**23**
A little more	23	23	26	27	**28**
More (total)	*66*	*71*	*58*	*47*	***68***
Neither more nor less	29	25	26	30	**28**
Less	2	2	1	0	**0**
Don't know	4	2	15	23	**4**

Base: All respondents - GB (4,000), UK (4,000), Scotland 2003 (1,018), 2005 (1,009), 2007 (1,007)
Note: Respondents were asked about 'their part of the country' in the UK and GB surveys

The Scotland 2007 survey saw fewer respondents answering 'don't know' than in the surveys carried out in 2005 and 2003 in Scotland (23% and 15% respectively). Respondents in the Scotland 2007 survey were correspondingly more likely to want more woodland (68%) than respondents in either the Scotland 2005 survey (47%) or the Scotland 2003 survey (58%).

The Scotland 2007 survey results are more similar to the UK 2007 and GB 20005 survey results than they are with the Scotland survey results for 2005 or 2003.

Geographic comparisons

Respondents from the North (66%) and the East / South (66%) were less likely than those who lived in the West (77%) to desire more woodland in their part of Scotland.

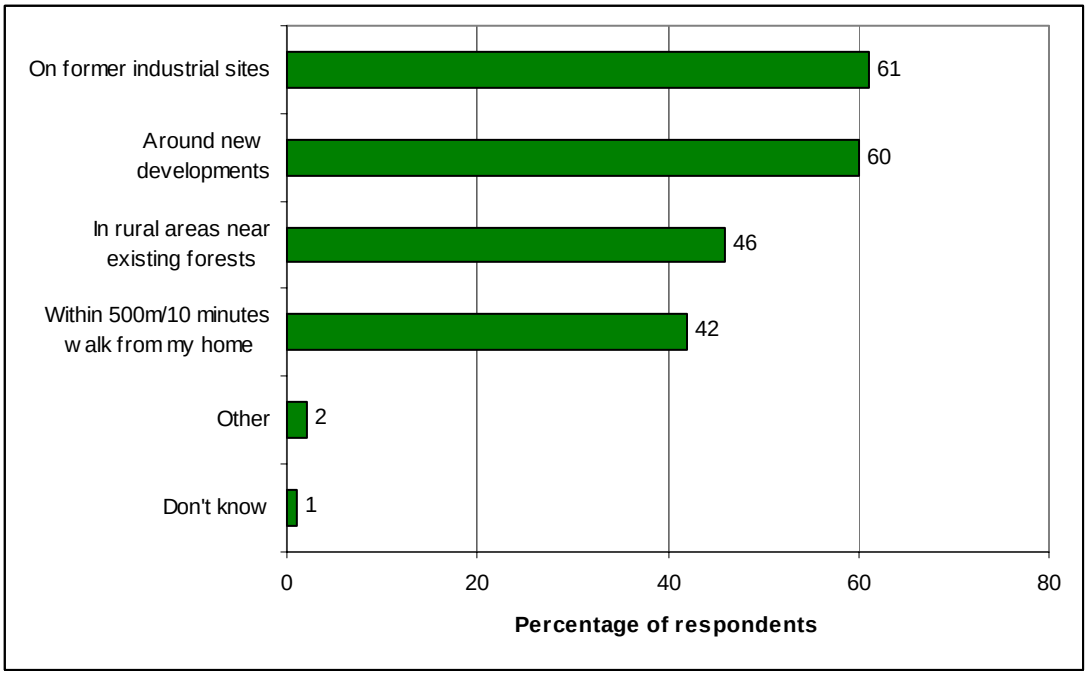
Socio-demographic comparisons

Respondents who had visited forests or woodlands recently (73%) were more likely than those who had not visited (62%) to desire more woodland in their part of Scotland.

6.2 Location of new woodland

Those respondents who indicated that they would like to see more woodland, were then asked where they would like to see the woodland created. The question asked in the Scotland 2007 survey allowed respondents to select multiple response options, the results of which are shown below in Figure 6.

Figure 6: Location of new woodland, Scotland 2007 survey (%)



Base: Respondents who wanted more woodland in their part of Scotland (682)

The two most popular options selected were 'On former industrial sites' (61%) and 'Around new developments' (60%), while 46% of respondents selected 'In rural areas near existing forests' and 42% 'Within 500m \ 10 minutes walk from my home'.

A similar question was asked in the 2005 Scotland survey, however the results are not directly comparable with the 2007 results because the respondents were asked to select only one option.

This question has not been asked in other Scotland or UK/GB surveys.

Geographic comparisons *(analysis includes those that answered don't know)*

Respondents from the West (41%) were less likely than those in the North (52%) and the East / South (49%) to wish new woodland to be created 'In rural areas near existing forests'.

Respondents in the North (31%) and East / South (40%) regions were less likely than those who lived in the West (49%) to want new woodlands to be created 'Within 500m / 10 minutes walk from my home'.

Residents of the most deprived areas (53%) were more likely than those from the least deprived areas (39%) to desire new woodlands to be created 'Within 500m / 10 minutes walk from my home'.

Socio-demographic comparisons *(analysis includes those that answered don't know)*

Respondents wanting woodlands to be created 'On former industrial sites', Scotland overall 61%:

- **Gender** - male 65%; female 56%;
- **Social grade** - ABC1 63%; C2DE 58%.

Respondents wanting woodlands to be created 'around new developments', Scotland overall 60%:

- **Children** - respondents with children 68%; without 56%.

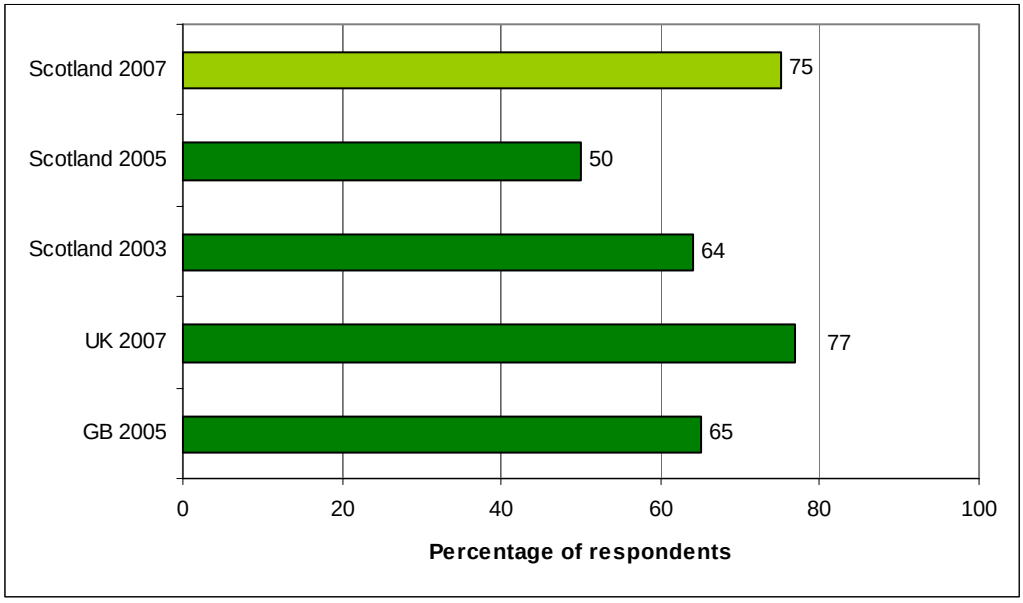
7. Woodland recreation

Two of the key themes of the Scottish Forestry Strategy[3] are Access and Health, and Community Development. Some of the primary aims of these themes are to make access to woodlands easier for all sectors of society and to help to improve the quality of life and well-being of people across Scotland. This section reports on questions relating to recreation in forests and woodland.

7.1 Visits to woodland

Three-quarters of respondents (75%) said that they had visited forests or woodlands for walks, picnics or other recreation in the last few years (Figure 7). This represents a significant increase over the Scotland survey results received in 2005 and 2003 and is similar to the results from the 2007 UK survey.

Figure 7: Visited woodland in last few years (%)



Base: All respondents - GB 2005 (4,000), UK 2007 (4,000), Scotland 2003 (1,018), Scotland 2005 (1,009), Scotland 2007 (1,007)

Socio-demographic comparisons

Respondents who had visited forests or woodlands in the last few years, Scotland overall 75%:

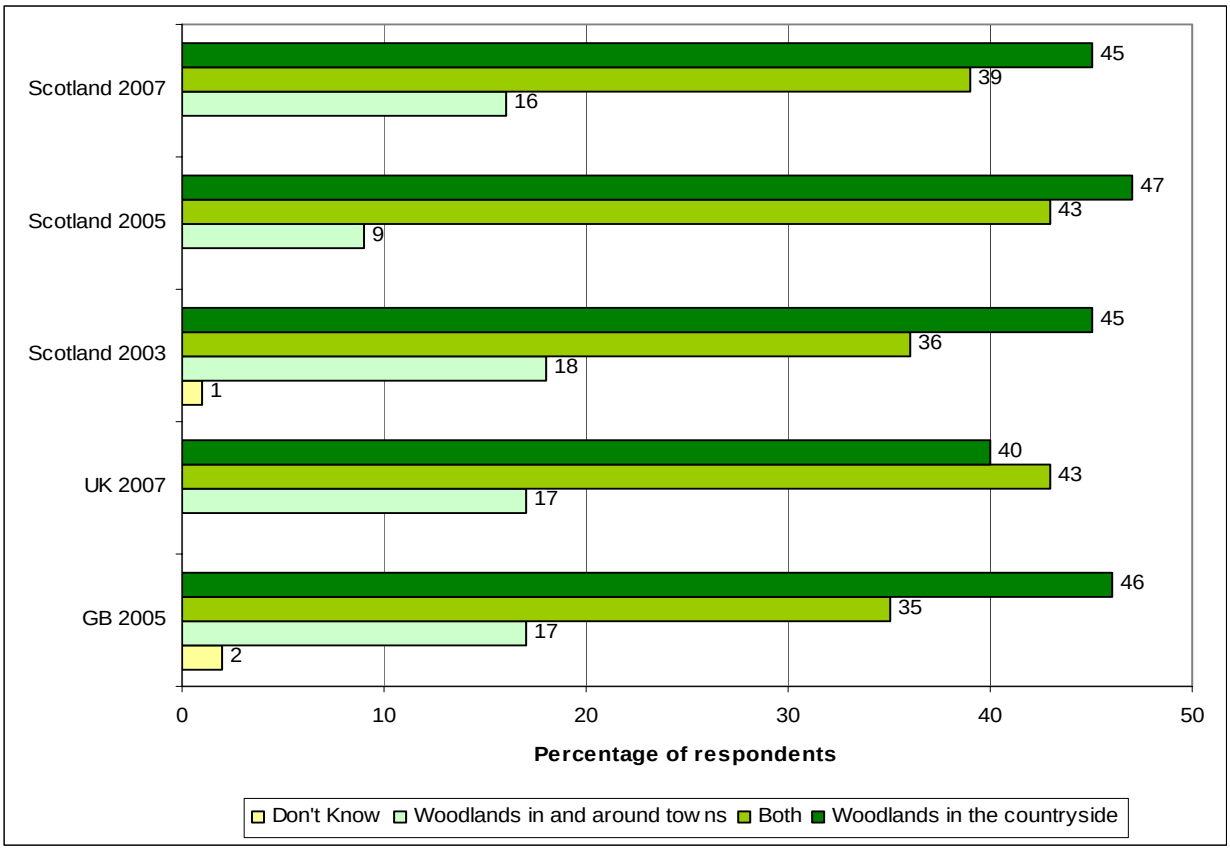
- **Access to car** - with car 82%; without car 59%;
- **Age group** - aged 16 to 34 78%; aged 35 to 54 83%; aged 55 and over 64%;
- **Children** - respondents with children 84%; without 69%;
- **Illness or disability** - without long-term illness or disability 79%; with 59%;
- **Social grade** - ABC1 83%; C2DE 67%.

[3] The Scottish Forestry Strategy (2006), Forestry Commission, 2006.

7.2 Type of woodland visited

Figure 8 shows that 84% of Scotland 2007 survey respondents had visited woodland in the countryside and 55% had visited woodland in and around towns. Respondents in the Scotland 2007 survey were more likely than those in the Scotland 2005 survey to have visited only woodlands in and around towns.

Figure 8: Type of woodland visited (%)



Base: Respondents who had visited woodland in the last few years -
GB 2005 (2,672), UK 2007 (3,065), Scotland 2003 (648), Scotland 2005 (508), Scotland 2007 (752)

Geographic comparisons
Respondents who lived in the East/South (79%) were less likely than those who lived in the West (84%) or the North (91%) to have visited woodlands in the countryside.

Those who lived in the North (41%) were less likely than respondents from the West (59%) and the East/South (60%) to have visited woodlands in and around towns.

Respondents from remote (92%) and accessible areas (88%) were more likely than those from urban areas (82%) to have visited woodlands in the countryside.

Socio-demographic comparisons
Respondents who had visited woodlands in the countryside, Scotland overall 84%:
- **Access to car** - with car 88%; without car 72%;
- **Social grade** - ABC1 89%; C2DE 78%.

Respondents who had visited woodlands in and around towns, Scotland overall 55%:
- **Age group** - aged 16 to 34 67%; aged 35 to 54 53%; aged 55 and over 45%;
- **Illness or disability** - with long-term illness or disability 61%; without 53%.

7.3 Reasons for not visiting woodland

Respondents who had not visited woodland in the last few years were asked about their main reason for not visiting (
Table 5). The most frequently selected reason given in the Scotland 2007 survey was that the respondent was 'not interested in going'; 36% in the Scotland 2007 survey, down from 69% in the Scotland 2005 survey. The other main reasons given were 'other personal mobility reasons' (23%) and 'not having a car' (14%).

Contrary to popular belief, 'Concerns that the woods are not safe' was not one of the popular answers provided to this question; it was given by only 1% of those who had not visited recently. Similarly, in the UK 2007 survey this response was given by only 3% of those who had not visited recently.

Table 5: Main reason for not visiting forest/woodland in last few years

	GB 2005	UK 2007	Scotland 2003	Scotland 2005	**Scotland 2007**
Not interested in going	33	26	64	69	**36**
Other personal mobility reasons	17	18	6	5	**23**
Don't have a car	13	11	10	8	**14**
Woods are too far away	11	14	8	2	**6**
Lack of time	5	-	4	4	**5**
Prefer other areas of countryside	3	2	2	3	**3**
Lack of information	3	2	2	1	**2**
Concerns that woods are not safe	3	3	2	1	**1**
Other	6	17	2	3	**6**
Don't know / No particular reason	7	9	1	5	**5**

Base: Respondents who had not visited woodland in the last few years -
UK 2007 (935), Scotland 2005 (473), 2007 (255)

The following results identify, for the top two reasons for not having visited forests or woodlands in the last few years, those variables highlighted as significant in the regression analysis.

Geographic comparisons
None of the geographic variables emerged as significant in the analysis.

Socio-demographic comparisons

Respondents giving 'Not interested in going' as their main reason for not visiting forests and woodlands, Scotland overall 36%:

- **Gender** - male 43%; female 29%;
- **Illness or disability** - with long-term illness or disability 15%; without 47%.

Respondents giving 'Other personal mobility reasons' as their main reason for not visiting forests and woodlands, Scotland overall 23%:

- **Access to car** - with car 27%; without car 19%;
- **Employment** - employed 10%; not employed 36%;
- **Illness or disability** - with long-term illness or disability 55%; without 5%.

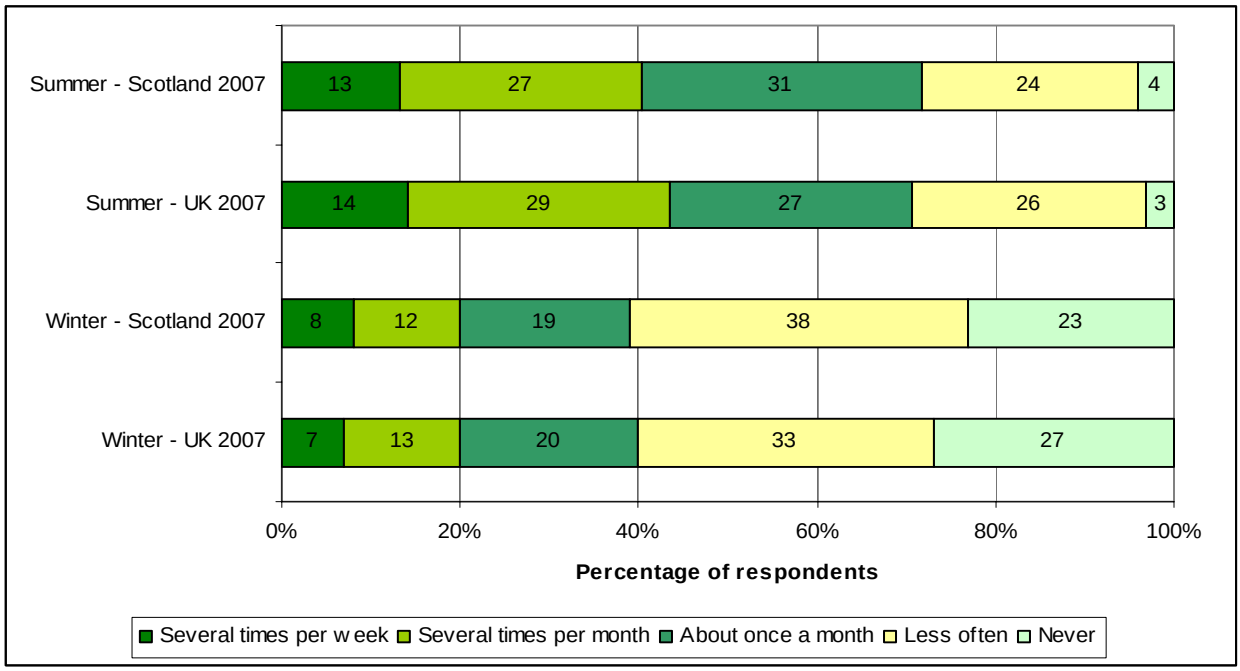
7.4 Frequency of woodland visits

Of the 75% of Scotland 2007 respondents who had visited woodland in the last few years, 71% said that they visited at least once a month in the summer of 2006 (Figure 9) and 39% said that they visited at least once a month in the winter of 2006/7.

Around a quarter (23%) of those Scotland 2007 respondents who had visited woodland in the last few years said that they did not visit during the most recent winter. Only 4% said that they did not visit during the most recent summer.

Figure 9 shows that the results from the Scotland and UK 2007 surveys are fairly similar. This question was has not been asked in previous Scotland surveys.

Figure 9: Frequency of visit in last summer and winter (%)



Base: Respondents who had visited woodland in the last few years - Scotland 2007 (752), UK 2007 (3,065)

By combining the information about those who had visited forests in the last few years with the frequency of visit information for the last year, it is estimated that 72% of adults had visited woodland during the last year, 71% in the summer of 2006, and 57% in the winter of 2006/2007.

Geographic comparisons

Respondents from remote (47%) and accessible areas (56%) were more likely than those from urban areas (36%) to have visited forests or woodlands 'Several times per week' or 'Several times per month' in the summer of 2006.

Respondents from accessible areas (31%) were more likely than those from urban (18%) and remote areas (19%) to have visited forests or woodlands 'Several times per week' or 'Several times per month' in the winter of 2006/7.

Residents of the most deprived areas (13%) were less likely than those from the least deprived areas (22%) to have visited woodlands 'Several times per week' or 'Several times per month' in the winter of 2006/7.

Socio-demographic comparisons

Respondents who had visited forests or woodlands 'Several times per week' or 'Several times per month' last summer, Scotland overall 40%:

- **Access to car** - with car 42%; without car 36%;
- **Age group** - aged 16 to 34 44%; aged 35 to 54 46%; aged 55 and over 30%;
- **Children** - respondents with children 49%; without 35%.

Respondents who had visited forests or woodlands 'Several times per week' or 'Several times per month' last winter, Scotland overall 20%:

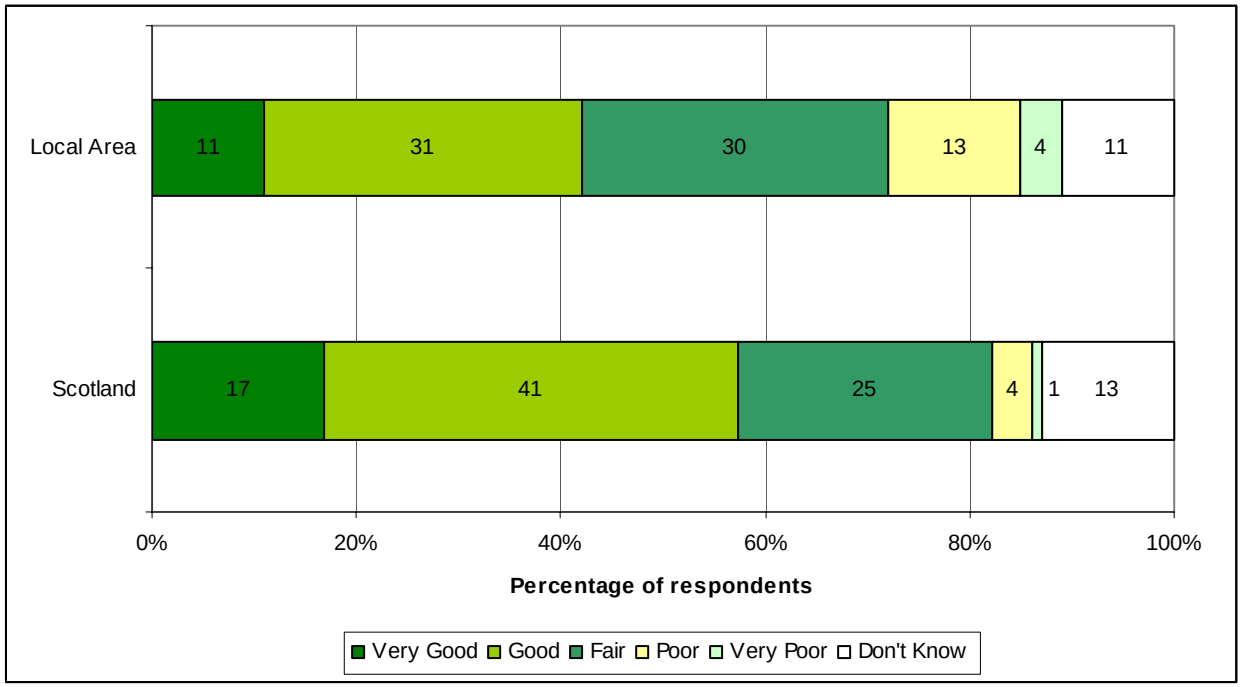
- **Access to car** - with car 22%; without car 14%;
- **Age group** - aged 16 to 34 21%; aged 35 to 54 26%; aged 55 and over 13%;

7.5 Provision of woodland recreation opportunities

A new question in the Scotland 2007 survey asked respondents to rate the provision of woodland recreation opportunities. Respondents were asked to provide a rating for both Scotland and their local area. Ratings were given on a scale of 1-5, 1 being 'very good' and 5 being 'very poor'.

Responses to the Scotland and local area questions were quite similar, respondents were more likely to be positive about woodland recreation provision across Scotland than in their local area. When asked about Scotland, 57% of respondents were positive (providing a response of '1 - very high' or '2') while only 42% of respondents scored this highly when asked about their local area. Around a tenth of respondents did not provide a rating.

Figure 10: Standard of provision of woodland recreation opportunities (%)



Base: All respondents in Scotland - 2007 (1,007)

Geographic comparisons

Respondents living in the North (65%) or East / South (51%) of Scotland were more likely than those living in the West (34%) to rate the provision of woodland recreation in their local area as 'Good' or 'Very Good'.

Respondents living in the North of Scotland (72%) were more likely than those living in the West (67%) or the East / South (59%) to rate the provision of woodland recreation in Scotland as 'Good' or 'Very Good'.

Respondents from remote areas (52%) were less likely than those from in accessible (70%) and urban areas (67%) to rate the provision of woodland recreation in Scotland as 'Good' or 'Very Good'.

Socio-demographic comparisons

Respondents rating the provision of woodland recreation in Scotland as 'Good' or 'Very Good', Scotland overall 47%:

- **Visited woodland** - visited forests or woodlands recently 50%; not visited 39%.

Respondents rating the provision of woodland recreation in Scotland as 'Good' or 'Very Good', Scotland overall 65%:

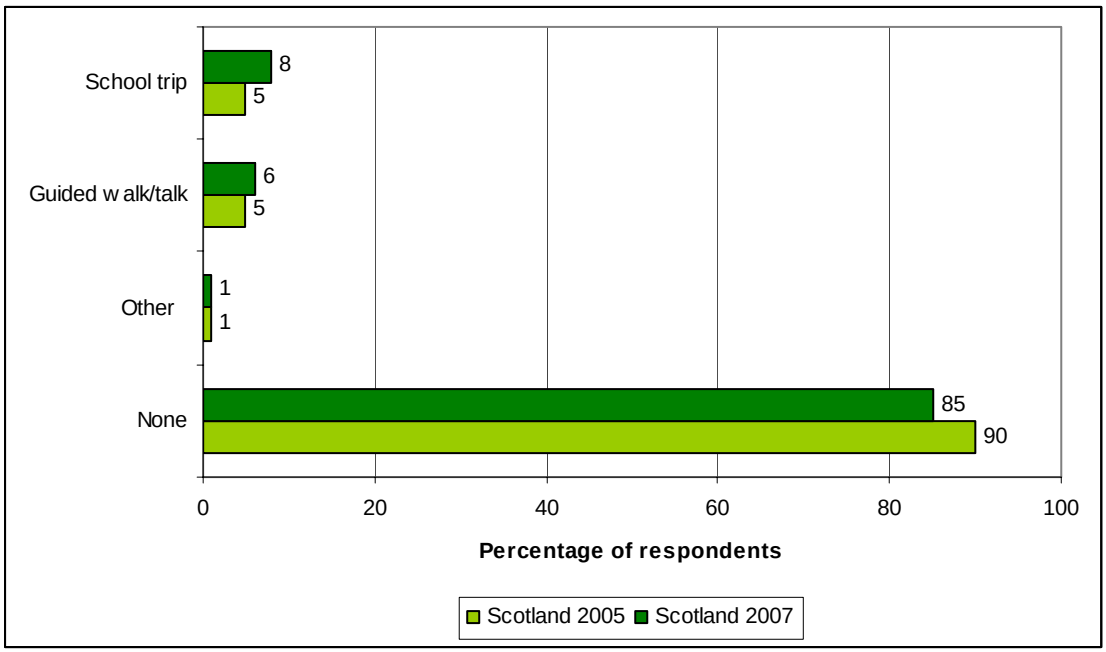
- **Social grade** - ABC1 70%; C2DE 61%;
- **Visited woodland** - visited forests or woodlands recently 69%; not visited 54%.

7.6 Woodland learning activities

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

In 2007, a total of 15% of adults said that they or a member of their family had attended such an event; 8% had attended a 'school trip' and 6% a 'guided walk or talk'. A small number said they had attended some other type of organised learning activity or event. Table 6 shows that the responses received from the Scotland 2007 survey were similar to the 2005 results.

Table 6: Woodland learning activities attended (%)



Base: All respondents (1,007)
Note: Respondents were able to give more than one response - a total of 1,026 responses, including 'none', were received

Geographic comparisons

Respondents from the North (19%) were more likely than those from the West (13%) or the East / South (10%) to have taken part in at least one of the activities.

Socio-demographic comparisons

Respondents who had taken part in at least one of the activities, Scotland overall 15%:

- **Children** - respondents with children 23%; without 8%;
- **Social grade** - ABC1 18%; C2DE 11%;
- **Visited woodland** - visited forests or woodlands recently 17%; not visited 4%.

Appendix 1: 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 2007 UK survey but not in the Scotland survey. Only 353 interviews were carried out in Scotland so these results should be treated with caution. The full UK report is published separately.

Promotions

Which of these promotions have you heard of?

	Scotland	UK
'Wood for Good' or other promotions for timber uses and products	2	3
Autumn Colours	6	5
Active Woods 'Naturally good for you'	4	4
Forest Education Initiative	5	7
Forest Schools	5	6
None	83	79
Don't Know	2	3

Base: UK (4,000), Scotland (353)

Involvement

Have you in the past 12 months?

	Scotland	UK
Been involved in an organised tree planting event	3	3
Been involved in voluntary work in connection with a woodland (e.g. physical work in a wood, admin, fundraising, running a group)	3	3
Become or are you a member of a community based woodland group such as 'Community Trust' or 'Friends of Group'	1	2
None	94	92
Don't know	0	1

Base: UK (4,000), Scotland (353)

Views on woodlands

How much would you agree that…? (Where 1 is strongly agree and 5 is strongly disagree)

		1	2	3	4	5	Don't Know
Woodlands are places to reduce stress and anxiety	**Scotland**	29	53	11	5	0	2
	UK	34	51	10	3	1	2
Woodlands are places to exercise and keep fit	**Scotland**	24	55	8	10	1	1
	UK	28	50	12	8	1	1
Woodlands allow families to learn about nature	**Scotland**	38	55	4	2	0	0
	UK	43	51	4	1	0	1
Woodlands are good places to meet with friends and families	**Scotland**	16	49	18	13	3	1
	UK	22	44	19	12	1	2
Woodlands in the UK are an important of the country's natural and cultural heritage	**Scotland**	41	54	3	1	0	1
	UK	50	45	3	1	0	1
Woodlands play an important role in children's and young people's outdoor learning experience	**Scotland**	39	56	4	1	0	0
	UK	46	47	4	2	0	1
Woodlands in the UK are important in helping people to earn a living or make ends meet	**Scotland**	20	48	19	9	1	4
	UK	18	44	21	11	1	5
It is important to have a say in what happens in your local woodland	**Scotland**	33	54	9	3	0	1
	UK	34	51	10	3	0	2
Trees and woods make towns and cities more attractive places to live, work and bring up families	**Scotland**	39	53	4	4	0	0
	UK	47	45	4	2	0	1

Base: UK (4,000), Scotland (353)

Sources of information

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?

	Scotland	UK
Ask friends or relatives	37	35
Guide book or map	21	28
Forestry Commission (GB) / Forest Service (NI)	17	10
Tourist Information Centre	24	31
Internet	30	40
Library or sports centre	12	10
Other	2	3
No interest in visiting	4	3
Don't know	10	8

Base: UK (4,000), Scotland (322)

Appendix 2: Cross-breaks used in analysis

Table 7: Variables used in regression analysis

Variable	Divisions	Proportion of sample	Distribution of 16+ Scottish population in 2001 census[4]	Details (where necessary)
Geographic Region	West	43%	43%	Ayr, Airdrie & Shotts, Carrick, Cumnock & Doon Valley, Clydebank & Milngavie, Clydesdale, Coatbridge & Chryston, Cumbernauld & Kilsyth, Cunninghame, Dumbarton, East Kilbride, Eastwood, Glasgow, Greenock & Inverclyde, Hamilton, Bellshill, Kilmarnock & Loudoun, Motherwell & Wishaw, Paisley, Renfrewshire West, Strathkelvin & Bearsden, Argyll and Bute
	North	24%	24%	Aberdeen, Dundee, Inverness, Nairn & Lochaber, Western Isles, Aberdeenshire West & Kincardine, Caithness, Sutherland & Easter Ross, Gordon, Orkney, Ross & Skye, Angus, Banff & Buchan, Moray, Perth, Tayside North, Shetland
	East / South	33%	33%	Dunfermline, East Lothian, Edinburgh, Falkirk, Fife Central, Fife North East, Kirkcaldy, Linlithgow, Livingston, Midlothian, Ochil, Stirling, Dumfries, Roxburgh & Berwickshire, Tweeddale, Ettrick & Lauderdale, Galloway & Upper Nithsdale
Rural/urban	Urban *(1)* Accessible *(2)* Remote *(3)*	72% 18% 8%	60% 25% 15%	Based on respondents postcode
Deprivation	Bottom 15% *(1)* Top 85% *(0)*	22% 78%	15% 85%	Based on respondents postcode
Gender	Male *(1)* Female *(2)*	48% 52%	47% 53%	
Age	16 – 34 *(1)* 35 – 54 *(2)* 55+ *(3)*	29% 36% 35%	31% 36% 33%	Adults over 16 were divided into 3 age classes
MRS social grades	ABC1 *(1)* C2DE *(2)*	50% 50%	46% 54%	ABC1: the chief income earner is a non-manual worker. C2DE: the chief income earner is a manual worker or is unemployed
Long-term illness or disability	Yes *(1)* No *(0)*	21% 79%	23% 77%	From question in survey
Work Status	Employed *(1)* Not employed *(2)*	52% 48%	58% 42%	Not working includes students, retired adults and unemployed
Car in household	Yes *(1)* No *(0)*	70% 30%	66% 34%	Any cars in household
Children in household	Yes *(1)* No *(0)*	36% 64%		Any children in household
Visited Woodlands	Yes *(1)* No *(0)*	75% 25%		From question in survey

Note: To aid in interpreting Table 8, the values used for each of the variables are detailed in italics

[4] Scottish adult population (16 + years) 4,090,000

Table 7 details the cross-breaks used in the analysis of this data. It also shows the proportion of the sample that falls into each category. For example, with the age-group category, 29% of respondents were aged 16 to 34, 36% were aged 35 to 54 and 35% were aged over 55.

Description of variables

Market Research Society (MRS) social grades:
Covers 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.

Geographic region:
Scotland has been divided into three regions: ‘West’, ‘North’ and ‘East / South’. Details of the boundaries for these regions are shown above.

Deprivation:
The deprivation ranking is taken from the Scottish Index of Multiple Deprivation, which is based on a range of indicators in areas such as Health, Education and Employment. Deprivation is measured across data zones, groups of postcodes that have a median population size of 769. The data zones are ranked from 1 (most deprived), to 6,505 (least deprived). This survey contrasts the responses from those resident in the most deprived 15% of SOA’s with those resident in the least deprived 85% of SOA’s.

Rural/urban:
The 'rural/urban' variable is based upon the official Scottish Government classification, which places SOA's into eight strata based upon population size and density. This report combines these strata into three categories, as shown below:

Urban:	'large urban area', 'other urban area';
Accessible:	'accessible small town', 'accessible rural';
Remote:	'remote small town', 'very remote small town', 'remote rural', 'very remote rural'.

Appendix 3: Correlation matrix of variables used in analysis

Table 8 shows the correlation between the socio-demographic variables used in the regression modelling. The greater the magnitude of the correlation coefficient, the more highly correlated the variables are.

More highly correlated variables include: age with children, work status with long-term illness or disability and car in household with MRS social grade.

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

Table 8: Correlation coefficients of variables used in regression analysis

	Gender	Age	MRS social grade	Long-term illness or disability	Work status	Car in household	Children in household	Visited woodlands	Urban/rural	Deprivation – Bottom 15%	Deprivation – Bottom 50%
Gender	1.00	-0.11	0.00	0.00	0.04	-0.08	0.15	0.04	0.04	0.02	-0.01
Age		1.00	-0.00	0.34	0.34	-0.05	-0.46	-0.16	0.03	-0.03	-0.09
MRS social grade			1.00	0.20	0.20	-0.27	-0.03	-0.18	-0.05	0.22	0.27
Long-term illness or disability				1.00	0.39	-0.28	-0.27	-0.20	-0.01	0.09	0.12
Work status					1.00	-0.34	-0.23	-0.19	-0.01	0.11	0.12
Car in household						1.00	0.17	0.24	0.07	-0.25	-0.30
Children in household							1.00	0.19	-0.02	-0.00	-0.05
Visited woodlands								1.00	0.04	-0.09	-0.18
Urban/rural									1.00	-0.26	-0.19
Deprivation – Bottom 15%										1.00	0.48
Deprivation – Bottom 50%											1.00

Appendix 4: Scottish Opinion Survey Sampling Method

The information presented in this report is taken from the **Scottish Opinion Survey** carried out by TNS from 22nd - 27th February 2007 on behalf of the Forestry Commission.

SAMPLING

The survey was based on a representative sample of around 1,000 adults (aged 16 or over) across Scotland. The survey ensures a consistently representative sample of the Scottish adult population in terms of sex, age, working status and socio-economic grade.

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. Interviews must be undertaken within interlocking quotas applied on the basis of sex, age, socio-economic group and working status.

As different sampling points are used each month, over a 12 months' period, interviewing is undertaken in 504 points. To ensure adequate coverage, the numbers of interviews achieved in each local authority area are monitored to minimise the under or over representation of any particular areas.

INTERVIEWING AND QUOTA CONTROLS

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, thereby minimising the effects of clustering within the sample.

A spread in the timing of interviews facilitates the completion of sample quotas with interviewers contacting respondents during both weekdays and weekends and at different times of day.

DESIGN EFFECT

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.

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 estimated 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 this omnibus survey, TNS recommend a design factor of 1.5 be applied to the calculation of confidence limits and when testing for significance.

Appendix 5: TNS Omnibus Random Location Sampling Method

(UK 2007 survey)

SAMPLING FRAME

The TNS CAPI Omnibus employs a random location methodology. 2001 Census small area statistics and the Postal Address File (PAF) were used to define sample points. These are areas of similar population sizes formed by the combination of wards, with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible. 600 points were defined south of the Caledonian Canal in Great Britain (GB), and, for UK samples, another 25 points were defined in a similar fashion in Northern Ireland.

STRATIFICATION AND SAMPLE POINT SELECTION

278 points were selected south of the Caledonian Canal for use by the Omnibus after stratification by Government Office Region and Social Grade. They were also checked to ensure they are representative by an urban and rural classification. Those points are divided into two replicates. Each set is used in alternate weeks. 16 of the points in Northern Ireland were selected and divided into four replicates. Those replicates are used in rotation to give a wide spread across the Province over time in the UK samples. Similarly the statistical accuracy of the GB sampling is maximised by issuing sequential waves of fieldwork systematically across the sampling frame to provide maximum geographical dispersion. This ensures that the sample point selection remains representative for any specific fieldwork wave.

SELECTION OF CLUSTERS WITHIN SAMPLING POINTS

All the sample points in the sampling frame have been divided into two geographically distinct segments each containing, as far as possible, equal populations. The segments comprise aggregations of complete wards. For the Omnibus alternate A and B halves are worked each wave of fieldwork. Each week different wards are selected in each required half and Census Output Areas selected within those wards. Then, blocks containing an average of 150 addresses are sampled in those areas from the PAF.

DESIGN EFFECT

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 TNS recommend a design factor of 1.5 be applied to the calculation of confidence limits and when testing for significance.

INTERVIEWING AND QUOTA CONTROLS

Assignments are conducted over two days of fieldwork and are carried out on weekdays from 2 p.m. – 8 p.m. and at the weekend. Quotas are set by sex (male, female housewife, female non-housewife); within female housewife, presence of children and working status, and within men, working status, to ensure a balanced sample of adults within effective contacted addresses. Interviewers are instructed to leave 3 doors between each successful interview.

Appendix 6: Scotland Questionnaire 2007

Q1	**You may have seen or read about Scottish forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months?** (Multi choice) • Birds and other animals in woodlands • Flowers and other plants in woodlands • Forests and woodlands as places to visit • Community woodlands • Woods in and around towns, new local woods, improved local access • Tree planting • Tree pests and diseases • Wood for fuel / (short rotation coppice) • Loss of ancient or native woodlands • Restoration of ancient or native woodlands • Creation of new native woodlands • Public rights of access to woodlands • Protests about roads or other developments on woodlands • Labelling/certification of wood products • Forests and woodlands helping to tackle climate change • Other (specify) • None of these
Q2	**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?** (Multi choice) • To support the economy in rural areas • To help rural tourism • To provide timber for sawmills and wood processing • To provide renewable energy including wood as fuel • So that Scotland can buy less wood products from abroad • To make woods more accessible to all in the community • To help tackle climate change • To provide places for wildlife to live • To provide places to walk in • To provide places to cycle or ride horses • To provide healthy places for physical activity, relaxation and stress relief • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • None
Q3	**How much of an impact do you think climate change will have on Scotland?** • Large impact • Slight impact • No impact at all • Don't know

Q4	**Would you agree or disagree with the following statements about the ways in which forests and woodlands in Scotland can impact on climate change?** ((1) strongly agree, agree, neither agree or disagree, disagree, (5) strongly disagree, and don't know) • Trees are good because they remove carbon dioxide from the atmosphere and store it in wood • Cutting down forests and woodland makes climate change worse, even if they are replanted • Using wood for fuel is better for climate change than using fuels such as coal and gas • Using wood for fuel makes climate change worse because it releases carbon dioxide • Using wood for building is better for climate change than using materials such as concrete and steel • Scotland could offset all its greenhouse gas emissions by planting more trees
Q5	**Do you agree or disagree with the following statements regarding how Scottish forests and woodlands should be managed in response to the threat of climate change?** ((1) strongly agree, agree, neither agree or disagree, disagree, (5) strongly disagree, and don't know) • There is nothing that anyone could do that would make any difference • No action is needed; let nature take its course • A lot more trees should be planted • Trees should not be felled in any circumstances, even if they are replaced • Different types of trees should be planted that will be more suited to future climates • More information should be provided about the ways in which wood can be used to lessen our impact on the environment
Q6	**'Forest Management' refers to all activities in woodland, including woodland creation, recreation, wildlife management and timber production.** On a scale of 1 to 5, where 1 is very high and 5 is very low, how would you rate the standard of forest management in: a. Scotland b. your local area
Q7	**a. Do you ever use wood as a fuel in your home, either on its own or with other fuels?** • Yes • No *(skip to Q8)* **b. Do you get the wood by the truck load, or a few bags at a time, or gather it yourself?** 1. by the truck load 2. a few bags at a time 3. gather it yourself 4. don't know **c. Do you use wood as a fuel regularly or only occasionally?** 1. regularly 2. occasionally 3. don't know **d. Is wood the main fuel for heating your home, or do you mainly use something else?** 1. main fuel 2. mainly use something else 3. don't know

Q8	**a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?** • Yes • No (*then skip to Q8c)* **b. Did you visit woodlands in the countryside or woodlands in and around towns?** (*then skip to Q9)* • Woodlands in the countryside • Woodlands in and around towns • Both in the countryside and around towns **c. What was the main reason that you did not visit?** *(then skip to Q10)* • Not interested in going • Don't have a car • Lack of suitable public transport • Other personal mobility reasons (difficulty in walking, unwell, etc.) • Woods are too far away • Lack of facilities (play areas, picnic areas, etc.) • Lack of information about woods to visit • Prefer other areas of countryside • Concerns that woods are not safe • Other (specify)
Q9	**a. How frequently did you visit forests and woodlands last summer, i.e. between April and September 2006?** • Several times per week • Several times per month • About once a month • Less often • Never **b. And how often this winter, i.e. since October 2006?** • Several times per week • Several times per month • About once a month • Less often • Never
Q10	**How would you rate the provision of woodland recreation opportunities in** (Scale 1-5, (1)very good, good, fair, poor, very poor(5), no experience/don't know) • your local area • Scotland

Q11	**a. Would you like to have more or less woodland in your part of Scotland?** • More • Neither more nor less *(skip to Q12)* • Less *(skip to Q12)* • Don't know *(skip to Q12)* **b. How much more woodland would you like to have in your part of the Scotland?** • A little more • About half as much again • More than that • Don't know **c. Where would you like to see more woodland created?** (Multi choice) • Within 500m/10 minutes walk from my home • Around new developments • On former industrial sites • In rural areas near existing forests • On farmland • Other (specify) • Don't know
Q12	**Have you and/or your family attended any of the following organised learning activities or events to do with woodlands in the last 12 months?** • School trip • Guided walk or talk • Other (please specify) • None
Q13	**Do you have any long-term illness, health problems or disability which limits your daily activities or the work you can do?** • Yes • No