



# **PUBLIC OPINION OF FORESTRY 2003: NORTHERN IRELAND**

**Summary results of the 2003 Survey of Public  
Opinion of Forestry, carried out on behalf of the  
Forestry Commission and Forest Service.**

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## Executive Summary

### 2003 survey

Biennial surveys of public attitudes to forestry and forestry-related issues have been conducted in Great Britain since 1995. In 2003, the survey was extended to cover the whole of the United Kingdom. A representative sample of 4,120 adults across the UK, including 120 in Northern Ireland, was surveyed.

This report summarises the results of respondents living in Northern Ireland from the main 2003 UK survey and compares NI and UK results.

In Scotland and Wales, sample sizes were boosted by separate surveys of a further 1,000 adults. In Northern Ireland, however, only results for the 120 adults interviewed as part of the main UK survey are available. In light of the small sample size, **the results summarised in this report should be treated with caution**. Because of the small sample size for NI, no breakdown of results by socio-demographic variables, such as gender and age, has been included in the report.

### Forests, woodlands and trees in the media

61% of NI respondents had seen or read about forests, woodlands or trees in the last twelve months on the television, radio or in the newspapers. The topics most widely seen were 'tree planting', 'birds or other animals in woodlands' and 'protests about roads or other developments on woodlands'.

48% of NI respondents were aware of the 'National Tree Week' promotion.

### Forest management

98% of NI respondents 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', 'to improve the countryside landscape' and 'to help prevent the greenhouse effect and global warming'.

'Providing opportunities for walking' and 'providing homes for birds and other animals' were the functions of forestry rated most highly for performance.

### Changes to woodland

13% of NI respondents thought the UK woodland area had increased over the last twenty years. 72% thought it had decreased, and 10% that it had stayed about the same.

82% of NI respondents would like to see more woodland in their part of the country, with most wanting at least half as much again. 13% would like neither more nor less.

3% of NI respondents had been consulted about plans for creating, managing or using woodlands. 53% would like to be consulted in future.

### **Awareness of 'certified symbols' on wood products**

44% of NI respondents had been shopping for wood products in the last few years. Of these, 21% recognised the FSC symbol and 12% recognised the PEFC symbol.

### **Forest Service and other organisations**

61% of NI respondents had heard of the Forest Service. The Department of Agriculture & Rural Development and the National Trust received higher recognition (82% and 91% of NI respondents respectively).

### **Woodland recreation**

77% of NI respondents had visited a woodland or forest in the last few years. 89% of these respondents had visited woodlands in the countryside, and 54% had visited woodlands in and around towns.

90% of NI respondents interested in visiting woodland said that attractive scenery was an important factor in choosing to visit woodland. A safe environment (88%), wildlife (86%) and peace and quiet (86%) were also important.

# 1. Introduction

## Background

England<sup>1</sup>, Scotland<sup>2</sup>, Wales<sup>3</sup> and Northern Ireland each have their own government strategy for forestry. These strategies have a different focus and therefore there is a requirement for information tailored to each country's particular needs. In addition, there is a continuing requirement for UK-wide information. In Northern Ireland, forestry is managed by the Forest Service, an agency of the Department of Agriculture and Rural Development.

Biennial surveys of public attitudes to forestry and forestry-related issues have been conducted in Great Britain since 1995. 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, including 120 in Northern Ireland
- 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.

In 2003, for the first time, the main survey covered the UK rather than GB. A representative sample of 120 adults from Northern Ireland was included in the survey. The Forest Service collaborated with the Forestry Commission to provide a version of the questionnaire that was suitable for Northern Ireland.

## This report

This report presents results of those surveyed in Northern Ireland as part of the 2003 UK survey (which is published in a separate report). It also compares NI responses with those for the whole of the UK. Because of the small sample size for NI, no breakdown of the results by geographic area or by socio-demographic variables (e.g. gender and age) is included. The NI version of the questionnaire used in the UK survey is shown in Appendix 2.

The 2003 UK survey was the first to include residents of Northern Ireland, so no comparison with previous years is possible.

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

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

<sup>2</sup> Forests for Scotland – The Scottish forestry strategy, Forestry Commission, Edinburgh, 2000

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

## Survey design

The information presented in this report is taken from the RSGB General Omnibus survey carried out from 26<sup>th</sup> February – 9<sup>th</sup> 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 1.

The results presented in this report relate to the 120 residents of Northern Ireland interviewed as part of the UK survey.

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

- For questions asked to the whole NI sample of 120, the range of uncertainty around any figure may be as much as +/- 13.4%.
- For responses of subgroups the range of uncertainty is higher.
- 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 13.6% between the NI and UK figures are statistically significant.

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



## 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. Over three-fifths of NI respondents (61%) recalled seeing or reading about at least one topic (Table 1). The topics most heard about were 'tree planting', 'birds and other animals in woodlands' and 'protests about roads or other developments on woodlands'.

Responses from Northern Ireland residents were in line with the UK, although figures for the three most popular responses were higher in NI. Also, the proportion of respondents who recalled at least one topic was higher in Northern Ireland than in the UK as a whole.

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

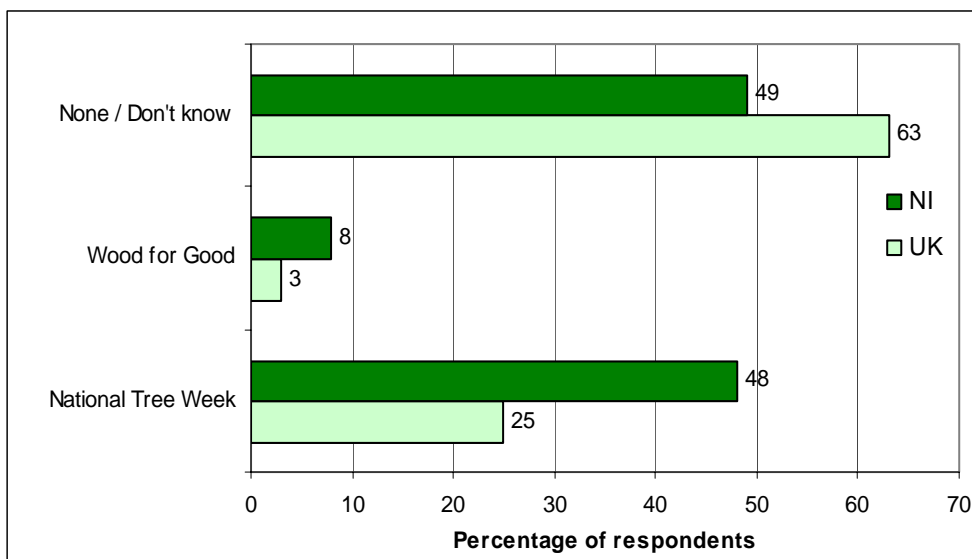
	NI	UK
Tree planting	37	22
Birds and other animals in woodlands	36	22
Protests about roads or other developments on woodlands	34	21
Forest and woodlands as places to visit	21	19
Public rights of access to woodlands	19	19
Flowers and other plants in woodland	18	15
Loss of ancient or native woodland	17	15
Community woodlands / new local woodlands	16	10
Restoration of ancient or native woodland	13	12
Creation of new native woodlands	13	11
Tree pests and diseases	12	9
Selling public woodlands	11	9
Timber transport	8	6
Wood for fuel / (short rotation coppice)	6	8
Labelling / certification of wood products	6	7
Recalling at least one topic	61	48

Base: All respondents (120 in NI, 4120 in UK)

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

A number of national promotions 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 two such promotions that applied to Northern Ireland<sup>1</sup>. Figure 1 shows that almost half of respondents in NI (48%) had heard of 'National Tree Week', while only 8% had heard of 'Walk in the Woods'. Recognition of the two promotions was around twice as high in Northern Ireland as in the UK as a whole.

**Figure 1: Whether respondent has heard of various promotions**



Base: All respondents (120 in NI, 4120 in UK)

<sup>1</sup> Elsewhere in the UK, respondents were also asked about the 'Autumn Colours', 'Heritage Trees' and 'Walk in the Woods' promotions.

### 3. Forest management

#### 3.1 Benefits of forestry

In the UK, government departments and agencies support forestry in many ways. Respondents were asked to select (from a list of possible public benefits) good reasons to support UK forestry with public money. Nearly all respondents in NI (98%) selected at least one benefit.

The top four good reasons to support forestry were ‘to provide places for wildlife to live’, ‘to provide places to visit and walk in’, ‘to improve the countryside landscape’, and ‘to help prevent the greenhouse effect and global warming’ (Table 2).

Responses from Northern Ireland residents were largely in line with those for the UK, although the level of support for each issue was higher in NI<sup>1</sup>.

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

	NI	UK
To provide places for wildlife to live	89	72
To provide places to visit and walk in	80	62
To improve the countryside landscape	78	58
To help prevent the ‘greenhouse effect’ and global warming	73	57
To support the economy in rural areas	70	46
To help rural tourism	70	42
To create pleasant settings for developments around towns	68	41
To make woods more accessible to all in the community	66	40
So the UK can buy less wood products from abroad	62	33
To restore former industrial land	61	35
To provide wood as a renewable fuel	61	32
To provide timber for sawmills and wood processing	61	28
To provide places to cycle or ride horses	58	40
None / Don't know	2	10

Base: All respondents (120 in NI, 4120 in UK)

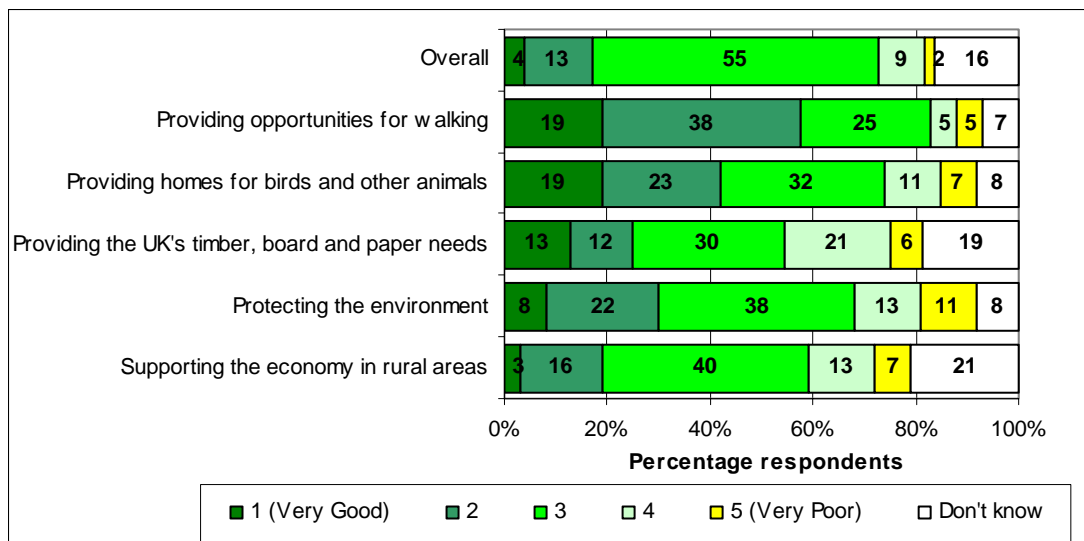
<sup>1</sup> For questions where multiple responses were possible, it was common for NI figures to be higher than the corresponding UK figures. The reason for this is not clear, but it may indicate that different interviewing procedures were used in NI.

### 3.2 Ratings of UK forestry

Respondents were asked to rate the performance of UK forestry on a number of aspects. Ratings were given on a scale of 1-5, 1 being 'very good' and 5 being 'very poor'. Those rated most highly by NI respondents were 'providing opportunities for walking' and 'providing homes for birds and other animals' (Figure 2). These two highest-rated aspects of UK forestry were also considered the best reasons to support forestry with public money (see Table 2).

It should be noted that in some cases a large proportion of respondents said that they could not give a rating as they didn't know enough about particular aspects of forestry. This was especially so when asking about 'supporting the economy in rural areas', and 'providing the UK's timber, board and paper needs' (21% and 19% respectively responded "don't know").

**Figure 2: Performance rating of various functions of UK forestry**



Base: All respondents (120 in NI)

Comparing the mean rating for NI respondents with those for the UK as a whole (Table 3) shows that slightly less favourable responses were given by those in Northern Ireland (except 'providing opportunities for walking').

**Table 3: Mean performance rating of various functions of UK forestry**

	NI	UK
Overall	2.90	2.65
Providing opportunities for walking	2.35	2.37
Providing homes for birds and other animals	2.61	2.40
Providing the UK's timber, board and paper needs	2.94	2.86
Protecting the environment	2.98	2.63
Supporting the economy in rural areas	3.07	2.82

Base: All respondents, excluding 'don't know' responses (101 in NI, 3198 in UK)

Note: High scores represent a less favourable response

Ratings from 1=very good to 5=very poor

## 4. Changes to woodland

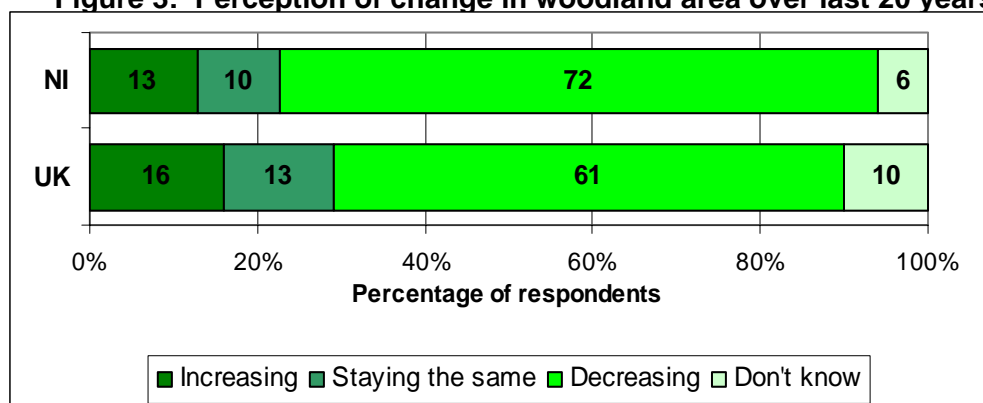
### 4.1 Perception of change in woodland area

Over the last few decades, the area of woodland in the UK has been steadily increasing - from 2.2 million hectares in 1980 to 2.8 million hectares in 2003. Similarly, in Northern Ireland the area of woodland has increased from 67 thousand hectares in 1980 to 85 thousand hectares in 2003<sup>1</sup>.

Respondents were asked whether they thought the area of woodland in the UK had been increasing or decreasing over the last twenty years. Figure 3 shows that in Northern Ireland, 13% of respondents correctly said that woodland area had increased. 10% thought that it had stayed about the same, and 72% thought that woodland area had decreased.

Respondents in Northern Ireland had a broadly similar perception of the change in woodland area to those in the UK.

**Figure 3: Perception of change in woodland area over last 20 years**



Base: All respondents (120 in NI, 4120 in UK)

### 4.2 Desire for change in woodland area

Respondents were then asked whether or not they would like more woodland in their part of the country. In Northern Ireland, over four-fifths of respondents (82%) said they would like more woodland, whereas 1% would like less.

Those respondents who wanted more woodland in their part of the country were then asked how much more they would like to see. Around a fifth of these said that they would like a little more, two-fifths would like half as much again, and two-fifths would like more woodland than this (Table 4).

Respondents in Northern Ireland had a greater desire to have more woodland in their part of the country than did those in the UK, where two-thirds of respondents (67%) said they would like more woodland.

<sup>1</sup> FC(2003): *Forestry Statistics 2003*, Forestry Commission, Edinburgh

**Table 4: Desire for more woodland**

	<b>NI</b>	<b>UK</b>
More than half as much again	32	20
About half as much again	35	24
A little more	15	22
<i>More</i>	<i>82</i>	<i>67</i>
Neither more nor less	13	29
Less	1	2
Don't know	4	3

Base: All respondents (120 in NI, 4120 in UK)

Note: Respondents were asked about 'their part of the country'

### **4.3 Public consultations over woodland change and use**

The UK forestry standard<sup>1</sup> encourages woodland owners to involve local communities when making decisions about changing the look or use of woodlands. Respondents were asked if they had ever been consulted about plans for creating, managing or using woodlands in their area. 3% of NI respondents said they had been consulted about plans for woodland, compared with 6% in the UK.

Respondents were then asked if they would like to be consulted (or consulted again) about plans for creating, managing or using woodlands in their area. Over half of those surveyed in NI (53%) said they would like to be consulted in the future, compared with 43% in the UK.

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<sup>1</sup> FC (1998): *The UK forestry standard; The government's approach to sustainable forestry*, Forestry Commission, Edinburgh



## 5. Awareness of ‘certified symbols’ on wood products

The Forest Stewardship Council (FSC) and Pan-European Forest Certification (PEFC) are global and European schemes respectively, which certify woodlands as well as wood and wood products originating from sustainably managed woodland. Each scheme has a logo, which is displayed on all certified products.

Respondents were first asked if they had been shopping for wood products in the last few years. In Northern Ireland, under half (44%) said that this was the case. These respondents were asked if they recognised either the FSC or the PEFC symbols (Table 5). 21% of those who had been shopping for wood products in the last few years said that they recognised the FSC symbol, and 12% said that they recognised the PEFC symbol. Over two-thirds (68%) did not recollect having seen either symbol.

Recognition of the FSC logo was lower in Northern Ireland than in the UK, but was higher for the PEFC logo.

**Table 5: Respondents who had seen the FSC or PEFC logos on wood products**

	NI	UK
FSC logo 	21	31
PEFC logo 	12	8
None	68	61
Don't know	4	4

Base: Respondents who had been shopping for wood products (53 in NI, 1930 in UK)  
Some respondents recognised both logos, so totals sum to over 100%

## 6. Forest Service and other organisations

### 6.1 Awareness of organisations

Over three-fifths of respondents in Northern Ireland (61%) had heard of the Forest Service (Table 6). The National Trust and the Department of Agriculture and Rural Development achieved higher recognition (91% and 82% respectively). 58% had heard of the Woodland Trust, while less than half (47%) recognised the Environment and Heritage Service.

For UK-wide organisations (National Trust, Woodland Trust and Tree Wardens), recognition was slightly higher in Northern Ireland than in the UK as a whole.

**Table 6: Respondents who had heard of various organisations**

	<b>NI</b>	<b>UK*</b>
National Trust	91	82
Department of Agriculture & Rural Development	82	-
Forest Service	61	-
Woodland Trust	58	49
Environment & Heritage Service	47	-
Tree Wardens	24	19
None/ Don't know	2	7

Base: All respondents (120 in NI, 4120 in UK)

\* A different list of organisations was used in other parts of the UK.



## 6.2 Forest Service

The Forest Service is an agency of the Department of Agriculture and Rural Development in Northern Ireland.

85% of respondents in NI correctly identified the Forest Service as a government department or agency (Table 7). 4% thought that it was an independent body, and 8% said that they did not know of its status.

**Table 7: Perception of status of Forest Service**

	<b>NI</b>
Government department or agency	85
Independent body	4
Body representing private woodland owners	1
Private company	2
Don't know	8

Base: Respondents in NI who had heard of the Forest Service (73)

Respondents in Northern Ireland who had heard of the Forest Service were asked where they thought it operated (Table 8).

**Table 8: Perception of where Forest Service operates**

Northern Ireland	91
Scotland	77
England	75
Wales	65
Don't know	3

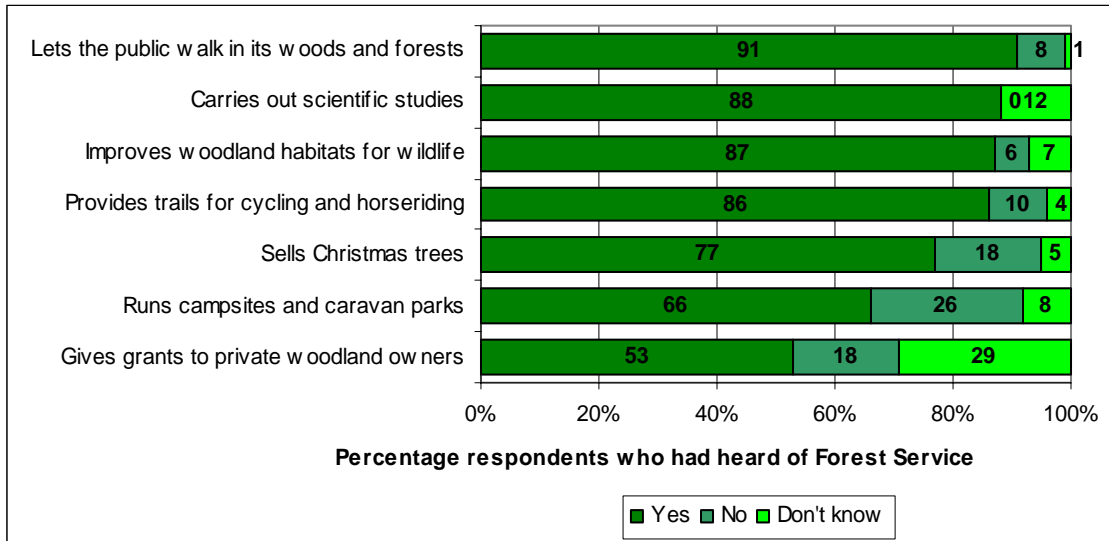
Base: Respondents in NI who had heard of the Forest Service (73)

91% of respondents correctly stated that the Forest Service operates in Northern Ireland. Three-quarters of respondents thought that it operated in Scotland, three-quarters thought that it operated in Scotland and two-thirds thought that it operated in Wales.

### 6.3 Forest Service activities

Most respondents showed a good awareness of the range of Forest Service activities<sup>1</sup>. Figure 4 shows that they were most aware that the Forest Service let the public walk in their woodlands (91%) and carries out scientific studies (88%). Respondents were less aware that the Forest Service gives grants to private woodland owners (53%) and runs campsites and caravan parks (66%).

**Figure 4: Perception of activities carried out by the Forest Service**



Base: Respondents in NI who had heard of the Forest Service (73)

<sup>1</sup> It should be noted that the level of awareness may be overstated, as some respondents may have guessed that the 'correct' response to every activity listed was "yes".

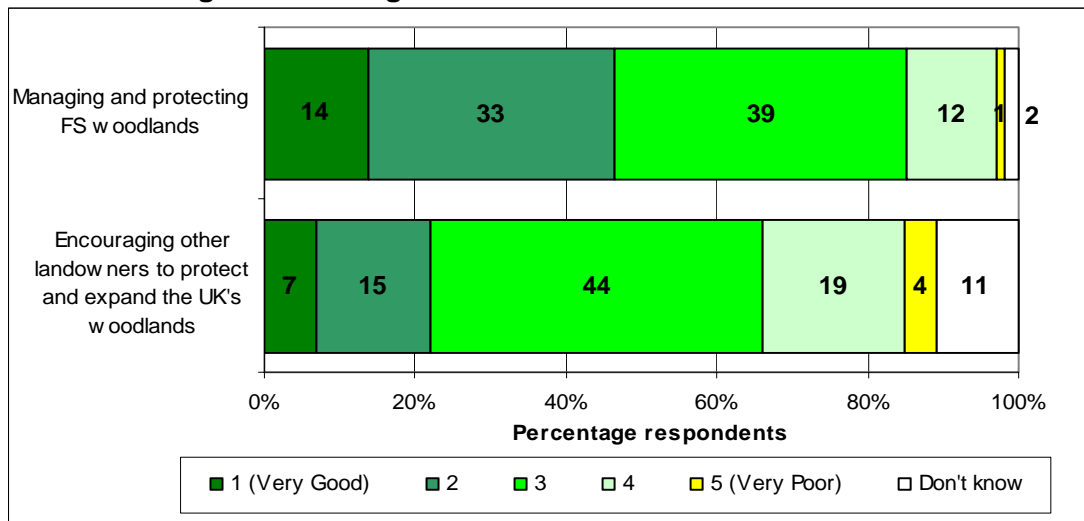
## 6.4 Performance of the Forest Service

Respondents were also asked to rate the performance of the Forest Service in pursuing their main two aims; in managing and protecting Forest Service woodland and in encouraging other landowners to protect and expand the UK's woodlands. Ratings were given on a scale of 1-5, with 1 being 'very good' and 5 being 'very poor'.

Just under a half of respondents (47%) who were aware of the Forest Service gave their performance in managing and protecting their own woodlands a rating of 1 or 2 (Figure 5). The mean rating for this aim was 2.53.

However, less than a quarter (22%) gave ratings of 1 or 2 for the Forest Service's work with other landowners. The mean rating for this aim was 2.97.

**Figure 5: Rating of the Forest Service for core activities**



Base: Respondents in NI who had heard of the Forest Service (73)

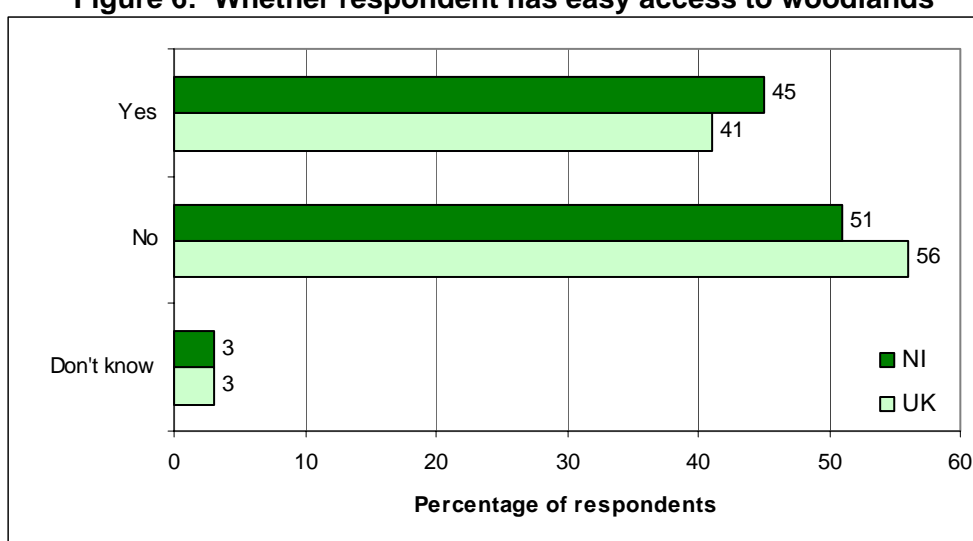
## 7. Woodland recreation

The UK forestry standard<sup>1</sup> encourages the creation and improvement of public access to woodlands for recreation.

### 7.1 Access to woodland

Respondents were asked if there were any forests or woodlands they could get to easily, without using a car or other transport. In Northern Ireland, 45% said that they had easy access to woodland, 51% said that they did not, and 3% did not know (Figure 6). Access to woodland is similar in NI and UK.

**Figure 6: Whether respondent has easy access to woodlands**



Base: All respondents (120 in NI, 4120 in UK)

### 7.2 Visits to woodland

Over three-quarters of respondents in Northern Ireland said that they had visited woodlands for walks, picnics or other recreation in the last few years (Table 9).

**Table 9: Visited woodland in last few years**

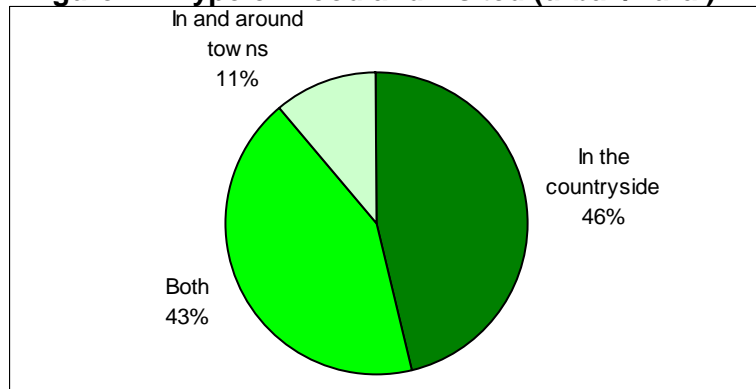
	NI	UK
Visited woodland in last few years	77	67

Base: All respondents (120 in NI, 4120 in UK)

<sup>1</sup> FC (1998): *The UK Forestry Standard*, Forestry Commission, Edinburgh

A large proportion of woodland visitors said that they had visited woodlands in the countryside (89% in total) and over half said that they had visited woodlands in and around towns (54% in total). Figure 7 shows that just under half of woodland visitors had only visited woodlands in the countryside, and 11% had only visited woodlands in and around towns. Over two-fifths have visited both rural and urban woodlands.

**Figure 7: Type of woodland visited (urban/ rural)**



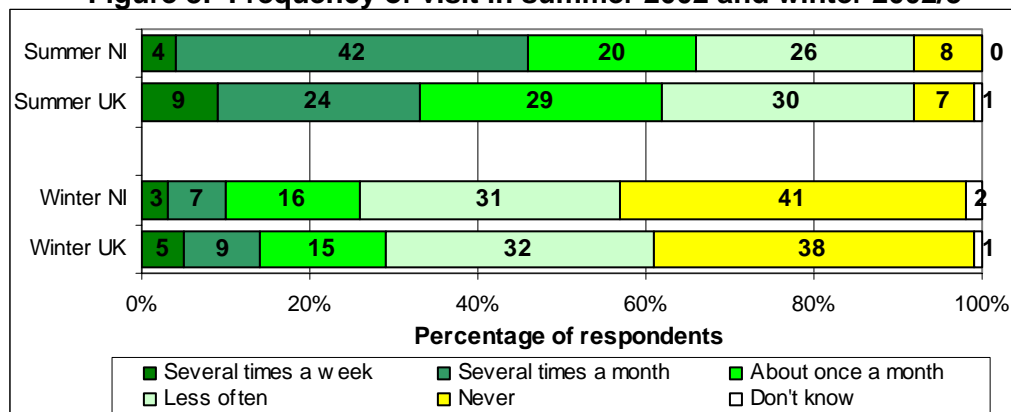
Base: Respondents who had visited woodland in the last few years (92 in NI)

### 7.3 Frequency of woodland visits

Of the NI respondents who had visited woodland in the last few years, two-thirds of visitors (66%) said that they visited at least once a month in the summer of 2002 (Figure 8). Over a quarter (26%) said that they visited at least once a month in the winter of 2002/3.

Around two-fifths of those who had visited woodland in the last few years said that they did not visit during the most recent winter, while 8% said that they did not visit during the most recent summer.

**Figure 8: Frequency of visit in summer 2002 and winter 2002/3**



Base: Respondents in who had visited woodland in the last few years (92 in NI, 2781 in UK)

In the most recent summer almost half of respondents in NI (46%) had visited woodland more than once a month, compared with a third (33%) in the UK.

### 7.4 Owners of woodlands visited

Woods and forests managed by the National Trust and local authorities have been visited by around half of the respondents in Northern Ireland (52% and 49% respectively) who had visited woodland in the last few years. 38% had visited woodland managed by the Forest Service (Table 10).

**Table 10: Ownership of woodlands visited in last few years**

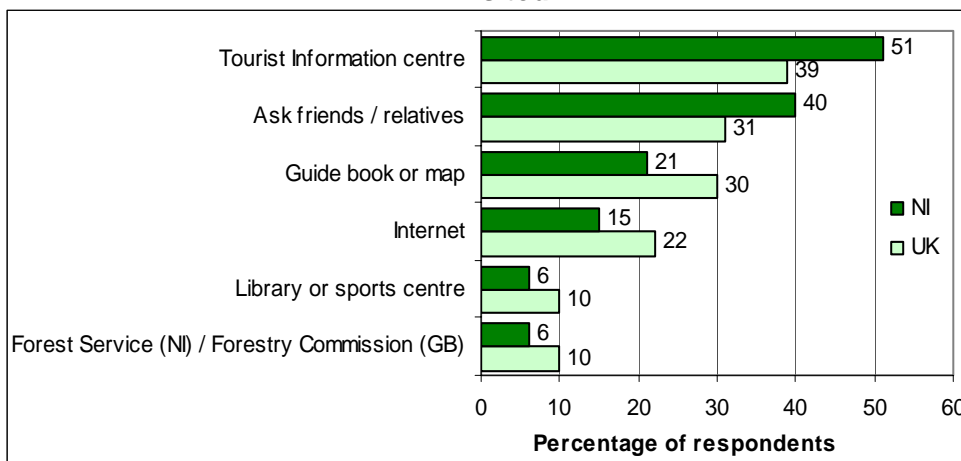
	NI	UK
Forest Service (NI)	38	-
Forestry Commission / Forest Enterprise (GB)	-	39
Environment and Heritage Service (NI only)	15	-
<i>National Trust</i>	52	42
<i>Woodland Trust</i>	9	16
<i>Other voluntary body</i>	2	4
Total any voluntary bodies	54	50
Local authorities	49	33
Private owners	18	18
None / Don't know	7	17

Base: Respondents who had visited woodland in the last few years (92 in NI, 2781 in UK)

### 7.5 Information about woodlands to visit

Tourist Information Centres (51%), asking friends or relatives (40%) or a guide book or map (21%) are the sources of information most likely to be used to find out about a woodland not previously visited (Figure 9). The internet followed as the next most popular source of information (15%).

**Figure 9: Sources of information normally used for woodlands not previously visited**



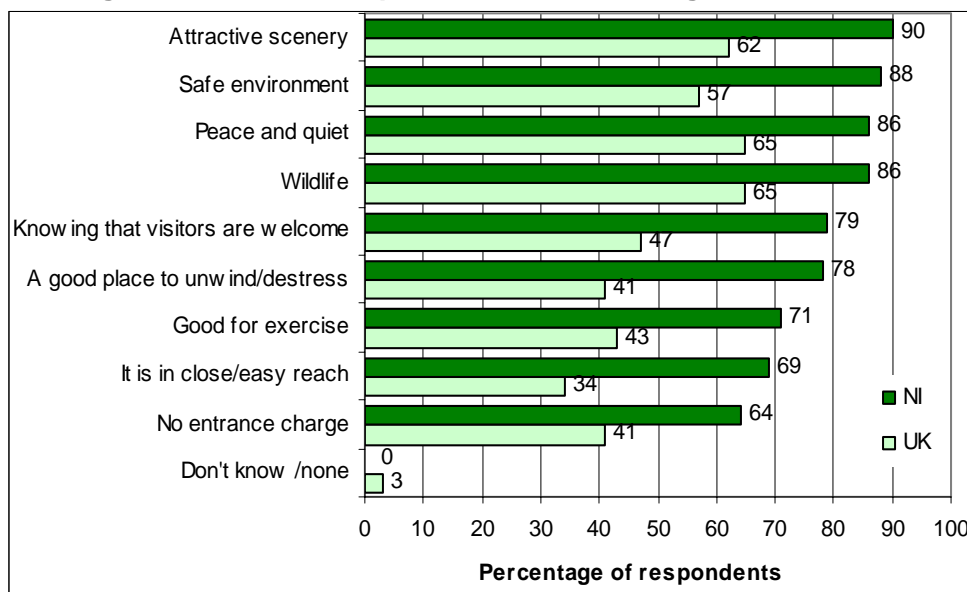
Base: All respondents (120 in NI, 4120 in UK)

Respondents from Northern Ireland were more likely to obtain information from Tourist Information Centres and friends and relatives than those in the UK as a whole, but less likely to use guide books or the internet.

### 7.6 Reasons for choosing to visit a woodland

Respondents were asked to identify (from a list) the factors that were important to them when choosing to visit a woodland. 'Attractive scenery' (90%), 'a safe environment' (88%), 'peace and quiet' (86%) and 'wildlife' (86%) were the most frequently stated reasons (Figure 10).

**Figure 10: Factors important when choosing to visit a woodland**



Base: Respondents interested in visiting woodland (107 in NI, 3507 in UK)

Respondents in Northern Ireland tended to identify a lot of factors as being important when choosing to visit woodland. As a result, the NI figure for each factor is higher than the corresponding UK figure<sup>1</sup>.

<sup>1</sup> For questions where multiple responses were possible, it was common for NI figures to be higher than the corresponding UK figures. The reason for this is not clear, but it may indicate that different interviewing procedures were used in NI.

### 7.7 Woodland recreation facilities

When visiting woodland for a day out, the facilities that respondents would most like to see are toilets (88%), a car park (85%), nature trails (72%) and picnic areas (72%).

Responses from Northern Ireland residents were largely in line with those of the UK, although a greater proportion of NI respondents expressed a desire to see each facility at woodlands (Table 11).

**Table 11: Facilities that respondents would most like to see when visiting a woodland for a day out**

	NI	UK
Toilets	88	70
Car park	85	57
Nature trails	72	54
Picnic areas	72	53
Information about the woodland	71	42
Sign-posted walks suitable for all abilities	70	51
Children's play area	65	37
Cafe / restaurant / kiosk	65	35
Long walks (min. 2 miles)	61	30
Accessible local staff	54	19
Minimum facilities to ensure peace and quiet	52	28
Cycle trails	47	29
Shop with gifts and souvenirs	37	14
None / Don't know	4	8

Base: All respondents (120 in NI, 4120 in UK)



## Appendix 1: 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 2: UK Questionnaire (for use in Northern Ireland)

<p><b>Q1.</b></p>	<p><b>You may have seen or read about UK forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• Birds and other animals in woodlands</li> <li>• Flowers and other plants in woodlands</li> <li>• Forests and woodlands as places to visit</li> <li>• Community woodlands / new local woodlands</li> <li>• Tree planting</li> <li>• Tree pests and diseases</li> <li>• Wood for fuel / (short rotation coppice)</li> <li>• Loss of ancient or native woodland</li> <li>• Restoration of ancient or native woodland</li> <li>• Creation of new native woodlands</li> <li>• Selling public woodlands</li> <li>• Public rights of access to woodlands</li> <li>• Protests about roads or other developments on woodlands</li> <li>• Labelling/certification of wood products</li> <li>• Timber transport</li> <li>• None of these</li> </ul>
<p><b>Q2.</b></p>	<p><b>Which of these promotions have you heard of?</b></p> <ul style="list-style-type: none"> <li>• ‘Wood for Good’ or other promotions for timber uses and products</li> <li>• National Tree Week</li> <li>• None</li> </ul>
<p><b>Q3.</b></p>	<p><b>In the UK, public money is given to support forestry, the planting and management of all types and sizes of forests and woods, because it is believed to be of public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• To support the economy in rural areas</li> <li>• To help rural tourism</li> <li>• To provide timber for sawmills and wood processing</li> <li>• To provide wood as a renewable fuel</li> <li>• So that the UK can buy less wood products from abroad</li> <li>• To make woods more accessible to all in the community</li> <li>• To help prevent the “greenhouse effect” and global warming</li> <li>• To provide places for wildlife to live</li> <li>• To provide places to visit and walk in</li> <li>• To provide places to cycle or ride horses</li> <li>• To improve the countryside landscape</li> <li>• To create pleasant settings for developments around towns</li> <li>• To restore former industrial land</li> <li>• None</li> <li>• Don’t know</li> </ul>

<p><b>Q4.</b></p>	<p><b>On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think UK forestry is at ...</b></p> <ul style="list-style-type: none"> <li>• Providing opportunities for walking</li> <li>• Protecting the environment</li> <li>• Providing The UK's timber, board and paper needs</li> <li>• Providing homes for birds and other animals</li> <li>• Supporting the economy in rural areas</li> </ul> <p><b>..and on the same scale, how would you rate the overall performance of UK forestry?</b></p> <ul style="list-style-type: none"> <li>• Overall rating</li> </ul>
<p><b>Q5.</b></p>	<p><b>In the last 20 years, do you think the amount of woodland in the UK has been increasing or decreasing?</b></p> <ul style="list-style-type: none"> <li>• Increasing</li> <li>• Decreasing</li> <li>• Staying about the same</li> <li>• Don't know</li> </ul>
<p><b>Q6.</b></p>	<p><b>a. Have you ever been consulted about plans for creating, managing or using woodlands in your area?</b>  YES  NO</p> <p><b>b. Would you like to be consulted about plans for creating, managing or using woodlands in your area?</b>  YES  NO</p>
<p><b>Q7.</b></p>	<p><b>a. Would you like to have more or less woodland in this part of the country?</b></p> <ul style="list-style-type: none"> <li>• More</li> <li>• Neither more nor less      <i>(skip to Q8)</i></li> <li>• Less                               <i>(skip to Q8)</i></li> <li>• Don't know                    <i>(skip to Q8)</i></li> </ul> <p><b>b. How much more woodland: a little more, half as much again or more than that?</b></p> <ul style="list-style-type: none"> <li>• A little more</li> <li>• About half as much again</li> <li>• More than that</li> <li>• Don't know</li> </ul>

<p><b>Q8.</b></p>	<p><b>Have you been shopping for wood products in the last few years?</b>  <b>YES/ NO</b>          If YES, then ask Q 8a          If NO, then end</p> <p><b>8a. Have you ever seen either of these logos on wood products such as furniture?</b>          [card]          FSC Y/N          PEFC Y/N</p>
<p><b>Q9.</b></p>	<p><b>Which of these have you heard of?</b> <span style="float: right;">(Multi choice)</span></p> <ul style="list-style-type: none"> <li>• Department of Agriculture and Rural Development</li> <li>• Environment and Heritage Service</li> <li>• Forest Service - <i>if not, then skip to Q12</i></li> <li>• National Trust</li> <li>• Woodland Trust</li> <li>• Tree Wardens</li> <li>• None</li> <li>• Don't know</li> </ul>
<p><b>Q10.</b></p>	<p><b>Thinking about the Forest Service,</b>  <b>do you think that it is ...</b></p> <ul style="list-style-type: none"> <li>• A government department or agency</li> <li>• An independent body</li> <li>• A body representing private woodland owners</li> <li>• A private company</li> <li>• Don't know</li> </ul> <p><b>.. and which part or parts of the United Kingdom do you think that it works in?</b> <span style="float: right;">(Multi choice)</span></p> <ul style="list-style-type: none"> <li>• Northern Ireland</li> <li>• England</li> <li>• Scotland</li> <li>• Wales</li> </ul>

<p><b>Q11.</b></p>	<p><b>I am now going to read out a number of forestry activities and for each one I would like you to say whether you think it is something done by the Forest Service. So do you think the Forest Service ...</b></p> <ul style="list-style-type: none"> <li>• Lets the public walk in its woods and forests</li> <li>• Provides trails for cycling and horse-riding</li> <li>• Improves woodland habitats for wildlife</li> <li>• Runs campsites and caravan parks</li> <li>• Sells Christmas trees</li> <li>• Gives grants for to private woodland owners</li> <li>• Carries out scientific studies</li> </ul> <p><b>On a scale of 1 to 5, where 1 is very good and 5 is very poor, how would you rate the Forest Service's overall performance in..</b></p> <ul style="list-style-type: none"> <li>• Managing and protecting Forest Service woodlands</li> <li>• Encouraging other landowners to protect and expand the UK's woodlands</li> </ul>
<p><b>Q12.</b></p>	<p><b>Are there any forests or woodlands which you can get to easily, without using a car or other transport?</b></p> <p>YES/NO/DK</p>
<p><b>Q13.</b></p>	<p><b>a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?</b></p> <p>YES/NO  - if YES, then ask Q13b then skip to Q14  - if NO, then ask Q13c and then skip to Q17</p> <p><b>b. Did you visit woodlands in the countryside or woodlands in and around towns or both?</b></p> <ul style="list-style-type: none"> <li>• Woodlands in the countryside</li> <li>• Woodlands in and around towns</li> <li>• Both</li> </ul> <p><b>c. What was the main reason that you did not visit?</b></p> <ul style="list-style-type: none"> <li>• Not interested in going (If this response, skip to Q19 instead of Q17)</li> <li>• Don't have a car</li> <li>• Other personal mobility reasons (difficulty in walking, unwell, etc.)</li> <li>• Woods are too far away</li> <li>• Lack of facilities (play areas, picnic areas, etc.)</li> <li>• Lack of information about woods to visit</li> <li>• Prefer other areas of countryside</li> <li>• Concerns that woods are not safe</li> <li>• Other (specify)</li> </ul>

<p><b>Q14.</b></p>	<p><b>How frequently did you visit forests and woodlands last summer, i.e. between April and September 2002?</b></p> <ul style="list-style-type: none"> <li>• Several times per week</li> <li>• Several times per month</li> <li>• About once a month</li> <li>• Less often</li> <li>• Never</li> <li>• Don't know</li> </ul>
<p><b>Q15.</b></p>	<p><b>And how often this winter, i.e. since October 2002?</b></p> <ul style="list-style-type: none"> <li>• Several times per week</li> <li>• Several times per month</li> <li>• About once a month</li> <li>• Less often</li> <li>• Never</li> <li>• Don't know</li> </ul>
<p><b>Q16.</b></p>	<p><b>Which of these types of woodland owners do you think owns any of the forests or woodlands you have visited in the last few years?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• Local authorities</li> <li>• National Trust</li> <li>• Woodland Trust</li> <li>• Other voluntary bodies</li> <li>• Forest Service</li> <li>• Environment and Heritage Service</li> <li>• Private owners</li> <li>• None</li> <li>• Don't know</li> </ul>
<p><b>Q17.</b></p>	<p><b>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?</b></p> <p>(Multi choice)</p> <ul style="list-style-type: none"> <li>• Ask friends/relatives</li> <li>• Guide book or map</li> <li>• Forest Service</li> <li>• Tourist Information Centre</li> <li>• Internet</li> <li>• Library or Sports Centre</li> <li>• Other (specify)</li> <li>• No interest in visiting - <i>Skip to Q19</i></li> <li>• Don't know</li> </ul>

<p><b>Q18.</b></p>	<p><b>And which of the following are important to you when choosing to visit a woodland?</b></p> <p>(Multi choice)</p> <ul style="list-style-type: none"> <li>• It is in close/ easy reach</li> <li>• Knowing that visitors are welcome there</li> <li>• Attractive scenery</li> <li>• Wildlife</li> <li>• Peace and quiet</li> <li>• A good place to unwind / destress</li> <li>• Good for exercise</li> <li>• Safe environment</li> <li>• No entrance charge</li> <li>• None</li> </ul>
<p><b>Q19.</b></p>	<p><b>If you were going to a woodland for a day out, which of these facilities would you like to see there?</b></p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> <li>• Signposted walks suitable for all abilities</li> <li>• Long walks (min. 2 miles)</li> <li>• Car park</li> <li>• Information about the woodland</li> <li>• Minimum facilities to ensure peace and quiet</li> <li>• Nature trails</li> <li>• Cycle trails</li> <li>• Picnic areas</li> <li>• Children's play area</li> <li>• Toilets</li> <li>• Cafe or restaurant or kiosk</li> <li>• Shop with gifts and souvenirs</li> <li>• Accessible local staff</li> <li>• Don't know</li> </ul>
<p><b>Q20.</b></p>	<p><b>Do you own or have the use of a car at all?</b></p> <p style="text-align: right;">YES/NO</p>
<p><b>Q21.</b></p>	<p><b>Do you have any long term illness, health problems or disability which limits your daily activities or the work you can do?</b></p> <p>01: Yes 02: No (R)</p>