



Forestry Commission

PUBLIC OPINION OF FORESTRY 2001

**Report on the 2001 Surveys of Public Opinion of Forestry,
carried out on behalf of the Forestry Commission.**

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EXECUTIVE SUMMARY

The Public Opinion of Forestry 2001 Survey was carried out for the Forestry Commission in February 2001, following similar surveys in 1999, 1997 and 1995. It asked questions about a wide range of topics related to British forestry to a representative sample of around 2000 adults throughout Great Britain. For the first time it was supplemented by additional surveys in Scotland and Wales, for which results are included in Appendix A.

Most respondents had seen or read about British woods or forests during the previous year. When shown a list of possible benefits of forestry almost all picked at least one reason as a good reason to support forestry with public money.

Despite the actual increase in both conifer and broadleaf woodland, more than half of the respondents thought that the area of broadleaves had decreased in the last 20 years, and one-third thought that the area of conifers had decreased. Most wanted more woodland in their part of the country, with two thirds wanting the new woodland to be mixed.

Almost three-quarters of respondents had heard of the Forestry Commission, a high level in relation to most other countryside agencies. Of those who had heard of the Forestry Commission, most knew that it is a government department or agency, and correctly identified most of the Forestry Commission's activities from a list.

Almost three-quarters of respondents said that they had visited forests or woodlands in the last few years, but only around half of those without a car had visited. Of those who had visited, more than half said that they visited at least once a month in the summer. Woodlands managed by the Forestry Commission and voluntary bodies were visited by the largest numbers and also received the highest ratings as places to visit. For information about woodlands to visit, most would look in Tourist Information Centres, guidebooks or maps, or would ask friends and relatives. When visiting woodlands, most would like to see some facilities there, particularly toilets and signposted walks suitable for all abilities.

INTRODUCTION

The Report

This report presents the results from the Public Opinion of Forestry survey carried out in February 2001. The survey was undertaken for the Forestry Commission (FC) by Taylor Nelson Sofres as part of their RSGB Omnibus Survey (as described below and in Appendix 2). Additional analysis and interpretation of the data was carried out by the Forestry Commission HQ Economics & Statistics staff.

This paper reports and analyses the responses to each question. All responses are shown in percentage terms. Additional analysis was carried out where there were marked differences in responses between social classes or other groupings of respondents.

This report includes comparisons with the results of similar surveys carried out for the FC in 1999, 1997 and 1995. For most questions, the wording was the same in previous years. Comments have been added if a change in wording is thought to have been significant. Topics that only appeared in the earlier surveys are not included in this report.

In some cases there were (significant) differences in the results obtained when the Scottish and Welsh data were considered separately. The main results for England, Scotland and Wales are given in Appendix 1. Separate surveys of around 1000 adults, consisting of 3 or 4 questions, were also carried out for Scotland and Wales; these results are also shown in Appendix 1.

The Sample

The survey used a random location method of quota sampling to interview 1,976 adults (aged 16 or over) at around 130 sample points throughout Britain. The sampling scheme is described in more detail in Appendix 2. Minor deviations from quotas were corrected by weighting during data analysis by Taylor Nelson Sofres.

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 for this sample design should not be very different from those for a simple random sample. For questions asked to the whole sample, the range of uncertainty around any figure should be little more than $\pm 2\%$ at worst, which implies that any differences of more than 3% are statistically significant.

MEDIA

Britain's Forests in the Media

Almost two-thirds of all respondents were aware of some stories in the media about British forests, woods or trees during the previous 12 months with around one half seeing coverage of several topics. One third had seen or read something about protests about roads or other developments on woodlands or wildlife in woodland. Over one quarter of respondents had seen coverage of tree planting or public rights of access to woodlands.

Q1. You may have seen or read about British 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?

Question 1	2001	1999	1997	1995
Protests about roads or other developments on woodlands*	33	37	--	--
Birds and other animals in woodlands*	33	33	44	45
Tree planting	28	31	28	38
Public rights of access to woodlands	27	32	31	33
Forest and woodlands as places to visit*	22	20	25	19
Loss of ancient or native woodland	21	23	34	35
Flowers and other plants in woodland	20	--	--	--
Restoration of ancient or native woodland	16	17	--	--
Creation of new native woodlands	14	--	--	--
Tree pests and diseases	14	14	11	14
Community woodlands / new local woodlands	13	13	12	12
Selling public woodlands*	11	12	19	20
Wood for fuel / (short rotation coppice)	9	7	6	11
Sawmills / wood processing	5	5	5	6
Labelling / certification of wood products	6	5	4	--
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None seen / Don't know	38	36	29	27

Note: The wording of responses marked * has changed from previous years

FOREST MANAGEMENT

Benefits of Forestry

Respondents were asked about the reasons for supporting forestry with public money. Almost all (92%) said that at least one of the suggested reasons was a good reason for public support of forestry. The greatest support was for providing good wildlife habitats. Over one half of all respondents agreed with supporting forestry to prevent global warming, provide good places to visit, improve the countryside landscape, help make the air healthier and bring jobs to rural areas. Less than one third supported providing public money to support forestry to produce timber for sawmills and wood as a renewable fuel.

There has been a significant increase in the percentage of respondents who support the provision of public money for forestry to provide good places to walk in, to provide wood as a renewable fuel, and to provide timber for sawmills and wood processing.

The level of agreement with public support for forestry was consistently higher among those who had visited woodland than among those who had not visited. It was also consistently higher among social classes ABC1 than among C2DE.

Q2. In Britain, 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?

Question 2	2001	1999	1997	1995
To provide good places for wildlife to live	70	66	75	72
To help prevent the 'greenhouse effect' and global warming	58	57	60	61
To provide good places to visit and walk in*	58	49	47	47
To improve the countryside landscape	55	55	48	48
To help make the air healthier	54	50	--	--
To support jobs in rural areas*	52	52	48	52
To make woods more accessible to all in the community	41	--	--	--
To create pleasant settings for developments around towns	40	37	--	--
To restore former industrial land	37	34	--	--
To help rural tourism	35	--	--	--
So that Britain can buy less wood products from abroad*	33	29	34	32
To provide wood as a renewable fuel*	31	20	--	--
To provide timber for sawmills and wood processing*	29	21	24	20
None / Don't know	8	11	4	4

Note: The wording of responses marked * has changed from previous years

How Good is British Forestry?

For this question respondents were asked to rate particular aspects of British forestry for providing benefits to the public, wildlife and local communities. The aspects with the best ratings were providing homes for wildlife, providing public access and protecting the environment. For the other aspects, slightly fewer respondents were willing to offer a view, but roughly equal numbers gave high and low ratings.

Around three-quarters of respondents gave the overall performance of British forestry a rating of 3 or above. Ratings of all aspects were higher than in previous years.

These results can be compared with the views in Q2, which asked which benefits are good reasons to support forestry with public money. Forestry was seen as most successful in delivering the most important public benefit, wildlife.

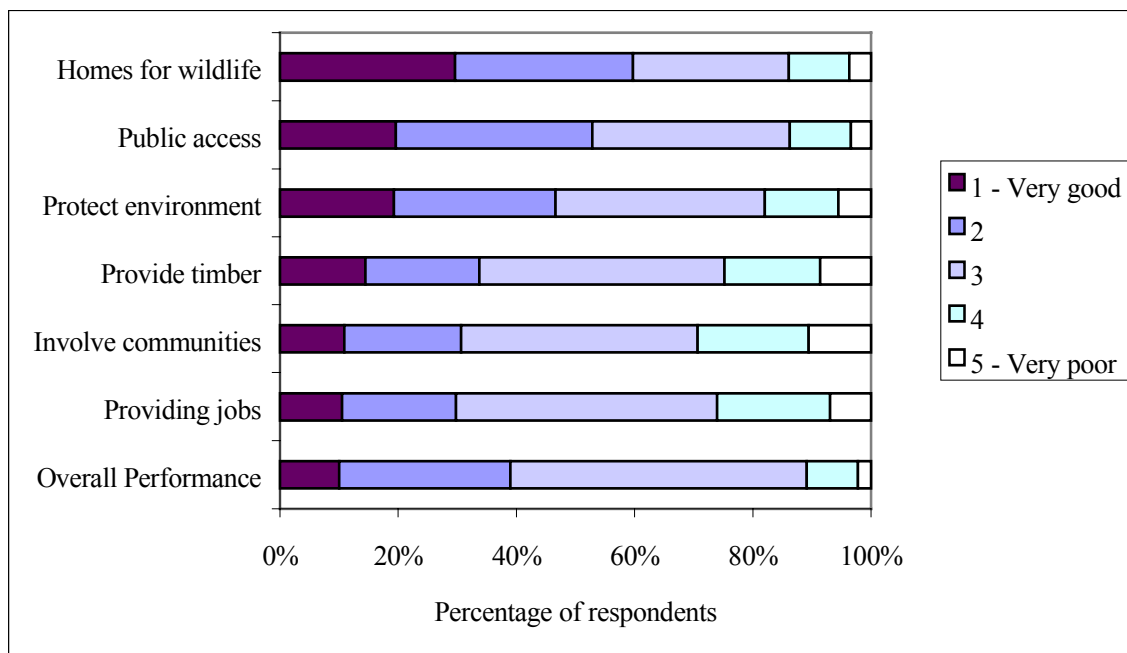
Q3a. On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think British forestry is at...

- **Providing public access to woods and forests**
- **Protecting the environment**
- **Providing Britain's timber, board and paper needs**
- **Providing homes for birds and other animals**
- **Involving local communities**
- **Providing jobs**

b. ... And on the same scale, how would you rate the overall performance of British forestry?

Question 3	Very good					Very poor	Don't know	Ave score 2001	% rating 1 or 2 2001	% rating 1 or 2 1999	% rating 1 or 2 1997
	1	2	3	4	5						
Homes for wildlife	27	27	24	9	3	10	2.3	60	54	48	
Public access	17	29	29	9	3	12	2.5	53	48	45	
Protect environment	17	24	31	11	5	11	2.6	47	42	34	
Provide timber	11	14	31	12	6	26	2.9	34	29	26	
Involve communities	9	16	32	15	8	21	3.0	31	28	23	
Jobs	8	15	35	15	5	22	2.9	30	27	17	
Overall performance	8	24	42	7	2	16	2.6	40	35	34	

Chart 1: How good is British Forestry at...(excluding don't know)



AMOUNT OF WOODLAND

Perceptions of Amount of Woodland

The number of respondents who thought that the amount of conifer woodland in Britain has been decreasing has significantly increased. Respondents who thought that the amount of broadleaved woodland had been decreasing had significantly increased.

The interview included an introduction describing conifers and broadleaves.

Q4. In the last 20 years, do you think the amount of conifer woodland in Britain has been increasing or decreasing?

Question 4	2001	1999	1997	1995
Increasing	35	39	36	40
Decreasing	39	32	32	37
Staying about the same	13	13	19	7
Don't know	13	17	12	16

Q5 ... And broadleaved woodland?

Question 5	2001	1999	1997	1995
Increasing	11	12	12	11
Decreasing	58	53	52	63
Staying about the same	17	18	23	9
Don't know	14	17	13	17

Note: In the 1997 survey this question asked “in the last 10 years or so”

These perceptions can be compared with the actual trends in woodland area. The total area of woodland in Great Britain has steadily increased in the last 80 years. In the last 10-15 years, the area of broadleaved woodland has been increasing more rapidly than conifers. The perception of decreasing broadleaved areas may be because the relatively small amounts of woodland lost for roads or other developments have received more publicity than new planting.

Amount of Woodland Wanted

Most respondents wanted to have more woodland in their part of the country. About half wanted a substantial increase (of at least 50%) and a further third wanted a little more. The percentage of respondents who wanted more woodland has significantly decreased from previous years.

Q6. Would you like to have more or less woodland in this part of the country?

Question 6	2001	1999	1997	1995
More than half as much again	24	--	--	--
About twice as much	--	28	34	--
About half as much again	30	25	--	--
Much more	--	--	--	49
A little more	21	30	48	29
<i>More</i>	75	83	82	78
Neither more nor less	20	12	15	16
Less	2	1	1	1
Don't know	3	4	2	4

Note: The available responses for the four surveys differed

Preferred Type of New Woodland

Two-thirds of all those who wanted more woodland would like it to be mixed woodland, with most of the rest favouring broadleaved woodland. Few want just conifers.

Q7. Would you prefer the new woodland to be conifer or broadleaved, or a mixture of the two?

(Results are given as a percentage of those who want more woodland in Q6).

Question 7	2001	1999	1997	1995
Conifer	2	2	2	2
Broadleaved	27	28	25	27
Mixed	67	64	69	67
Makes no difference	4	5	3	3
Don't know	0	1	0	0

FORESTRY COMMISSION AND OTHER ORGANISATIONS

Awareness of Woodland Organisations and Initiatives

Almost three-quarters of respondents had heard of the Forestry Commission, with only the National Trust achieving higher recognition. One half recognised the name Woodland Trust. Forest Enterprise, the arm of the Forestry Commission that was formally created in 1992 to manage state woodlands, was again only recognised by around 10%.

The National Forest has doubled in recognition compared with the National Forest Company in previous surveys. This should not be taken as firm evidence of increased awareness of the National Forest (in the Midlands), as it could be because more know about the forest than the company responsible. Recognition of the Countryside Agency (previously the Countryside Commission) has fallen, possibly due to the change of name.

There were very low levels of recognition of the Forest Stewardship Council that promotes timber certification, the Trees of Time and Place initiative to encourage people to plant their own tree for the future, or the Wood for Good campaign to promote wood.

Recognition of most organisations and initiatives tended to be slightly higher by people in classes ABC1 than by people in classes C2DE. Recognition levels were also substantially higher amongst those who said they had visited woodland (Q11a).

Q8. Which of these have you heard of?

Question 8	2001	1999	1997	1995
National Trust	88	88	93	92
Forestry Commission	72	72	77	76
Woodland Trust	50	54	56	48
National Forest	41	20	20	--
English Nature	28	31	28	22
Countryside Agency	23	41	40	40
Community Forests	11	--	--	--
Forest Enterprise	9	9	8	10
Forest Stewardship Council	4	2	--	--
Trees of Time & Place	2	1	--	--
Wood for Good	2	--	--	--
None/ Don't know	6	4	3	2

Notes

Previous surveys asked about the National Forest Company rather than the National Forest

Previous surveys asked about the Countryside Commission rather than the Countryside Agency

Forestry Commission

Questions 9-10 were only asked to the respondents who said in Question 8 that they had heard of the Forestry Commission. Percentages quoted in this section use this smaller base as 100%.

Over 60% of respondents correctly said that the Forestry Commission is a Government Department or Agency; the lower level in 1995 could have been due to the alternative wording “part of the government”.

Most respondents throughout GB were aware that the Forestry Commission worked in England. Scottish (88%) and Welsh (86%) respondents were aware that the Forestry Commission worked in their countries, but only slightly more than 60% of the English respondents thought that it operated outside England. A substantial minority also thought that the Forestry Commission’s work extended to Northern Ireland, where forestry is actually the responsibility of the Forest Service of the Department of Agriculture and Rural Development (DARD).

Q9a. Thinking about the Forestry Commission, do you think that it is a government department or agency, an independent body, a body representing private woodland owners, or a private company?

Question 9a	2001	1999	1997	1995
Government	62	62	61	47
Independent	23	21	20	34
Woodland owners	2	3	7	7
Private company	3	3	--	--
Don't know	10	11	12	12

Q9b. Which parts of the United Kingdom do you think the Forestry Commission works in?

Question 9b	2001	1999
England	85	83
Scotland	67	61
Wales	62	59
Northern Ireland	44	39
Don't know	6	10

Forestry Commission Activities

Most respondents showed a fairly good awareness of the range of the Forestry Commission's activities. When shown a list of 11 FC activities, most respondents correctly identified at least 7 of the 11. This may overstate the level of awareness slightly, as some respondents may have guessed that the 'correct' response to every activity listed was "yes". Responses for each activity total 100% when "don't know" is added.

Awareness of the Forestry Commission giving grants and giving authorisation for felling has increased from previous years, but this could be due to the change in wording of these responses.

Q10a. I am now going to read out a number of forestry activities and for each I would like you to say whether you think it is something done by the Forestry Commission. Do you think the Forestry Commission...

Question 10a	2001		1999		1997		1995	
	Yes	No	Yes	No	Yes	No	Yes	No
Improves woodland habitats for wildlife	88	6	83	6	--	--	--	--
Lets the public walk in its woods and forests	87	7	85	6	87	7	86	7
Monitors the environmental effects of forestry	87	4	83	4	84	8	80	7
Provides trails for cycling and horse-riding	80	10	80	7	--	--	--	--
Gives authorisation for felling of trees*	78	12	47	22	49	30	45	34
Gives grants for new woodlands	68	10	51	16	58	21	54	18
Gives grants for environmental improvements and wildlife management*	65	13	54	14	54	22	51	19
Inspects wood imports for pests and diseases	59	20	54	19	--	--	--	--
Gives grants to improve access for the public*	55	20	46	21	45	30	38	29
Sells Christmas trees	55	29	60	22	59	27	62	23
Runs cabins and campsites for forest holidays	41	36	50	24	48	32	49	27

Note: The wording of responses marked * has changed from previous years

Performance of the Forestry Commission

More than half of respondents who were aware of the Forestry Commission gave it's performance in managing its own woodlands a rating of 1 or 2, but less than half gave it these ratings for its work with other landowners, perhaps because fewer people were aware of this FC role. Less than one quarter of respondents gave the Forestry Commission's performance in involving communities in the management of woodland a rating of 1 or 2, with one fifth rating it as 4 or 5.

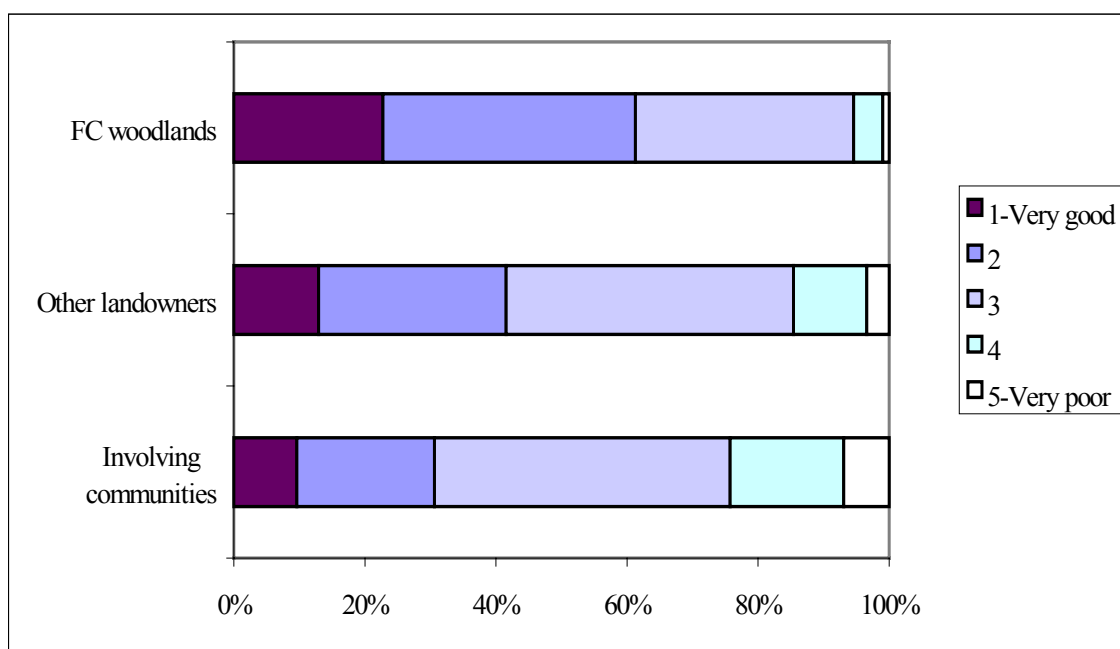
Q10b. On a scale from 1 to 5, where 1 is very good and 5 is very poor, how would you rate the Forestry Commission's overall performance in:

- **Managing and protecting Forestry Commission woodlands**
- **Encouraging other landowners to protect and expand Britain's woodlands**
- **Involving communities in the management of woodlands**

Question 10b	Very good					Very poor	Don't know	Ave score 2001	% rating 1 or 2 2001	% rating 1 or 2 1999
	1	2	3	4	5					
FC woodlands	21	35	30	4	1	10	2.2	61	62	
Other landowners	11	23	36	9	3	18	2.6	42	45	
Involving communities	8	17	37	14	6	18	2.9	31	--	

(Exc don't know)

Chart 3: Forestry Commission performance (excluding don't know)



VISITS TO WOODLAND

Woodland Visits in Last Few Years

Around three-quarters of respondents said that they had visited woodlands for walks, picnics or other recreation in the last few years. The proportion that had visited was larger for social classes ABC1 than for C2DE.

Q11a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?

Question 11a	2001	1999	1997	1995
Yes	72	67	75	71
No / Not Stated	28	33	25	29

Those who had not visited were asked about the main reason for not visiting. The table below shows these results as percentages of all respondents.

Q11b. What is the main reason that you did not visit?

Question 11b	2001	1999	1995
Not interested in going	7	6	6
Don't have a car	4	4	5
Other personal mobility/illness	4	6	4
Woods are too far away	4	3	6
Other	7	10	8
Total	27	31	29

Note: This question was not asked in the 1997 survey

Access to a car has a significant effect on visits to forests and woodlands. The survey asked a separate question about car ownership, the table below showing a cross-tabulation of responses of this against the responses to Q11a. This shows that those without access to a car were less likely to have visited forests and woodlands compared with those who had a car.

Q18. Do you own or have the use of a car at all?

Q18:	With car				Without car			
	2001	1999	1997	1995	2001	1999	1997	1995
Q11a: Visit woodland?								
Yes	80	75	79	78	52	48	53	54
No / Not Stated	20	25	21	22	47	52	47	46

Frequency of Woodland Visits

Those who had visited woodland were asked a series of questions (Q12-Q15) about woodland visits. This smaller base is shown in the following tables as 100%.

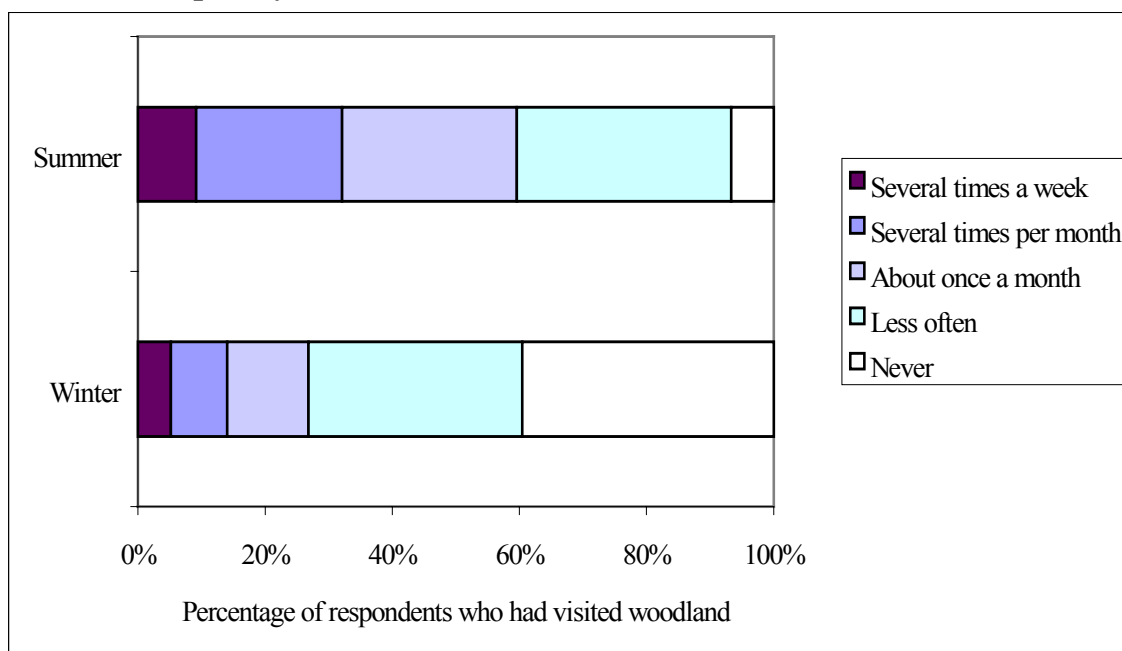
59% of visitors said that they visited at least once a month in the summer. About a quarter said that they visited at least once a month in the winter. Taking “several times” to mean an average of between 2 and 3, these responses would imply a total of around 430 million visits in the summer and around 220 million in the winter. These totals are rather higher than the 1996 and 1998 UK Day Visits Surveys, which reported around 350 million leisure day trips a year from home, but excluded trips from holiday bases.

Q12. How frequently did you visit forests and woodlands last summer (between April to September 2000)?

Q13 ... And how often this winter (i.e. since October 2000)?

Q12: Summer					Q13: Winter			
2001	1999	1997	1995		2001	1999	1997	1995
9	7	8	8	Several times a week	5	3	3	4
23	22	24	28	Several times per month	9	8	7	9
27	30	28	29	About once a month	13	15	17	14
33	34	35	31	Less often	33	34	33	36
7	6	6	4	Never	39	39	40	36

Chart 4: Frequency of Visits to Woodland



Owners of Woodlands Visited

Woods and forests managed by the Forestry Commission and by voluntary bodies (e.g. National Trust, Woodland Trust) were visited by the largest numbers of people. This can be compared with the UK Day Visits Surveys, which found that more visits were to local authority woodlands, but the less frequent visitors tended to go more to Forestry Commission woodlands.

Q14. 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?

Question 14	2001	1999	1997
Forestry Commission / Forest Enterprise	41	46	51
Voluntary bodies (e.g. National Trust, Woodland Trust)	41	39	45
Local authorities	37	36	34
Private owners	20	18	17
None / Don't know	11	11	9

Ratings of Woodlands Visited

Woodlands owned by the Forestry Commission and voluntary bodies received the best ratings as places to visit.

Q15. On a scale where 1 is very good and 5 is very poor, how would you rate these woodlands as a place to visit?

Question 15	Very good					Very poor	Don't know	Ave score 2001	% rating 1 or 2 2001	% rating 1 or 2 1999	% rating 1 or 2 1997
	1	2	3	4	5						
Forestry Commission	31	40	22	3	1	2	2.0	73	75	71	
Voluntary bodies	27	37	24	3	0	9	2.0	71	71	68	
Local authorities	22	35	31	8	3	2	2.3	57	57	53	
Private owners	15	25	37	12	6	5	2.7	41	53	38	

(Exc don't know)

Information about Woodlands to Visit

The sources of information mentioned by the largest numbers were Tourist Information Centres, guide books or maps, and friends or relatives. Few respondents mentioned the Forestry Commission as a source of information.

Q16a. If you were thinking about visiting forests or woodlands that you had not visited before, which of the following would be your main source of information about them?

Q16b. And which of these other sources of information would you use?

Question 16	2001 (all)		1999 (all)		1997 (visitors)	
	Main	Total	Main	Total	Main	Total
Tourist Information Centre	27	50	31	54	33	60
Guide book or map	18	41	17	45	23	51
Ask friends / relatives	18	36	18	39	22	45
Internet	8	17	3	8	1	3
Library or Sports Centre	7	17	7	18	8	21
Forestry Commission	5	14	6	17	7	18
Other	2	3	1	3	1	2
No interest in visiting	12	--	13	--	2	--
None / Don't know	3	--	4	--	4	--

Note: In 1997, this question was only asked to those who had visited woodlands in the last few years

The numbers mentioning "Internet" as a source of information about forests and woodlands has doubled since 1999 and is now similar to the numbers for Libraries/ Sports Centres. The survey also asked whether the respondent uses the Internet as a general source of information, with over one third of respondents using the Internet.

Q19. Do you use the Internet as a source of information?

Question 19	2001	1999
Yes	38	22
No	62	78

Woodland Recreation Facilities

When visiting woodland for a day out, over three-quarters of respondents would like to see toilets at the site. The majority of respondents wanted to see sign-posted walks, suitable for all abilities, a car park, nature trails and a picnic area.

Similar characteristics were identified for local woods being visited regularly to walk, with the majority of respondents wanting to see toilets, sign-posted walks suitable for all abilities and a car park.

This question was asked to everyone, apart from those who said in Q16 that they had no interest in visiting.

Q17a. If you were going to a woodland for a day out, which of these facilities would you like to see there?

Q17b. And if you were to visit a local wood regularly to walk, which of these facilities would you like to see there?

Question 17	a) Day out		b) Regular	
	2001	1999	2001	1999
Toilets	76	73	67	64
Signposted walks suitable for all abilities	62	63	56	55
Car park	59	62	52	52
Nature trails	57	56	48	47
Picnic areas	54	58	42	42
Information about the woodland	45	51	36	39
Children's play area	39	38	32	31
Cafe / restaurant / kiosk	39	37	31	28
Long walks (min. 2 miles)	31	21	29	21
Cycle trails	28	--	--	--
Minimum facilities to ensure peace and quiet	27	28	27	27
Accessible local staff	20	21	17	17
Shop with gifts and souvenirs	16	15	13	12
None / Don't know	2	4	3	7

Biodiversity

Over one third of respondents thought that biodiversity was the variety of wildlife habitats and/ or the range of wildlife species. Very few knew that biodiversity was also the variety of genes within species. 11% of respondents correctly replied that all of the options were part of biodiversity.

Q20. Biodiversity is often used when talking about the environment. Forests can help conserve biodiversity. Which of the following do you think are part of biodiversity?

Question 20	2001
The variety of wildlife habitats (such as woodlands, ponds, grasslands)	38
The range of wildlife species (such as red squirrel, oak tree, earthworms)	38
The variety of genes within species (differences between individuals)	18
None/ don't know	40

Main 2001 Results for England, Scotland and Wales

The results for Scotland and Wales from the GB survey are subject to wider ranges of uncertainty than the results for England. There were only 176 respondents in Scotland and 111 in Wales, so the range of uncertainty equivalent to $\pm 2\%$ for England (1689 respondents) would be about $\pm 7\%$ for Scotland and about $\pm 9\%$ for Wales, implying that differences of 8% and 10% respectively are statistically significant. Some of the results with small bases have been omitted here as they gave sample sizes that were too small for any meaningful comparisons to be made.

To try to obtain some results for Scotland and Wales with smaller ranges of uncertainty, we commissioned additional surveys sampling around 1000 adults, carried out by NFO System Three in Scotland and Beaufort Research in Wales. Both surveys have a range of uncertainty of around 3%, indicating that a difference of 4% between all countries is statistically significant. See Appendix 2 for further details of these surveys, and Appendix 3 for the questions.

Unless otherwise stated, the results for Scotland and Wales are from the GB survey.

Benefits of Forestry

Question 2 was asked in the separate surveys in Scotland and Wales. The percentage of respondents in Scotland who thought that many of the reasons were good reasons to support forestry with public money was significantly higher than for England or Wales.

Q2. In Britain, 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?

Question 2	England	Scotland	Wales
To provide good places for wildlife to live	71	74	62
To help prevent the 'greenhouse effect' and global warming	59	68	50
To provide good places to visit and walk in	59	62	50
To improve the countryside landscape	56	60	48
To help make the air healthier	54	61	48
To support jobs in rural areas	51	73	53
To make woods more accessible to all in the community	40	44	37
To create pleasant settings for developments around towns	40	43	32
To restore former industrial land	37	38	30
To help rural tourism	34	46	42
So that Britain can buy less wood products from abroad	32	48	34
To provide wood as a renewable fuel	30	36	30
To provide timber for sawmills and wood processing	27	44	28
None / Don't know	8	2	13

Note: This question asked about forestry in Scotland and Wales rather than Britain in the separate Scottish and Welsh surveys

Ratings of Forestry

Question 3 was asked in the separate country surveys where respondents were asked to rate forestry in Scotland and Wales respectively. The ratings for the overall performance of forestry in Wales was higher than in England or Scotland. Many of the individual ratings were higher for Scotland than for England or Wales. The results are expressed as a percentage of those who gave an opinion.

Q3a. On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think British forestry is at...

- **Providing public access to woods and forests**
- **Protecting the environment**
- **Providing Britain's timber, board and paper needs**
- **Providing homes for birds and other animals**
- **Involving local communities**
- **Providing jobs**

Q3b. And on the same scale, how would you rate the overall performance of British forestry?

Question 3 (% rating 1 or 2)	England	Scotland	Wales
Wildlife	60	66	57
Public access	52	56	48
Protect environment	47	50	46
Provide timber	32	45	42
Involve communities	31	36	40
Jobs	30	43	40
Overall performance	39	41	50

Note: In the separate Scottish and Welsh surveys, this question asked about forestry in Scotland and Wales rather than Britain

Amount of woodland

The percentage of respondents who thought that the amount of broadleaf woodland in Britain (Question 5) is decreasing is significantly lower in Scotland than in England or Wales.

Q4. Do you think that the amount of conifer woodland in Britain is...?

Q5. So you think that the amount of broadleaf woodland in Britain is...?

Question 4 & 5	Conifer woodland			Broadleaf woodland		
	England	Scotland	Wales	England	Scotland	Wales
Increasing	36	28	36	11	11	10
Decreasing	39	41	39	59	48	64
Staying about the same	13	13	8	17	18	10
Don't know	13	17	17	13	22	16

Question 6 was asked in the separate Welsh survey. Significantly fewer respondents in the Wales survey wanted more woodland. However this could be because the Welsh survey asked respondents if they wanted more woodland in Wales, rather than that “part of the country” (note that there was no significant difference between country responses in the GB survey).

Q6. Would you like to have more or less woodland in this part of the country?

Question 6	England	Scotland	Wales	Wales – separate survey
More than half as much again	24	23	22	7
About half as much again	31	17	42	14
A little more	20	30	8	18
<i>More</i>	<i>75</i>	<i>71</i>	<i>72</i>	<i>41</i>
Neither more nor less	20	21	26	44
Less	1	5	2	2
Don't know	13	2	1	15

Note: In the Welsh survey, this question asked respondents if they wanted more woodland in Wales

The percentage of respondents who wanted mixed woodland was significantly higher in Scotland than in England or Wales.

Q7. Would you prefer the new woodland to be conifer or broadleaved, or a mixture of the two?

(Results are given as a percentage of those who want more woodland in Q6).

Question 7	England	Scotland	Wales
Conifer	2	1	1
Broadleaved	28	16	37
Mixed	66	76	60
Makes no difference	4	7	1
Don't know	0	1	1

Awareness of Woodland Organisations and Initiatives

Question 8 was asked in the separate Scotland and Wales surveys. Awareness of the Forestry Commission and Forest Enterprise was higher in Scotland than in England and Wales.

Q8. Which of these have you heard of?

Question 8	England	Scotland	Wales
National Trust	88	90	85
Forestry Commission	72	85	77
Woodland Trust	51	49	37
Forest Enterprise	8	22	15
Forest Stewardship Council	4	3	2
Wood for Good	2	2	2
National Forest	43	--	23
Countryside Agency	25	--	17
Community Forests	10	--	8
Trees of Time & Place	2	--	3
English Nature	30	--	--
Scottish Natural Heritage	--	77	--
Central Scotland Forest	--	10	--
Environment Agency	--	--	46
Coed Cymru	--	--	15
Tir Coed	--	--	7
None/ Don't know	7	3	7

Note: The Scottish survey asked if respondents had heard of the National Trust for Scotland rather than the National Trust

Forestry Commission

Question 10 was only asked to respondents who said in Question 8 that they had heard of the Forestry Commission.

Respondents in Wales were more aware that the Forestry Commission sells Christmas trees than respondents in England or Scotland. However they were less aware that the Forestry Commission gives grants for environmental improvements and wildlife management or for new woodlands than in England or Scotland.

Q10a. I am now going to read out a number of forestry activities and for each I would like you to say whether you think it is something done by the Forestry Commission. Do you think the Forestry Commission...

Question 10a	England		Scotland		Wales	
	Yes	No	Yes	No	Yes	No
Lets the public walk in its woods and forests	88	7	84	8	82	9
Monitors the environmental effects of forestry	89	4	80	4	81	2
Improves woodland habitats for wildlife	88	6	82	9	88	5
Provides trails for cycling and horse-riding	80	10	70	12	84	9
Gives authorisation for felling of trees	78	12	75	10	74	9
Gives grants to for new woodlands	69	10	67	9	55	8
Gives grants for environmental improvements and wildlife management	66	13	65	9	56	13
Inspects wood imports for pests and diseases	60	20	55	17	57	16
Gives grants to improve access for the public	55	21	50	18	61	16
Sells Christmas trees	54	30	53	32	78	15
Runs cabins and campsites for forest holidays	41	36	43	35	42	29

Respondents in Scotland (excluding don't know) were more likely to give a rating of 1 or 2 for the Forestry Commission's performance than respondents in England or Wales.

Q10b. On a scale from 1 to 5, where 1 is very good and 5 is very poor, how would you rate the Forestry Commission's overall performance for the activities that it carries out in....

- **Managing and protecting Forestry Commission woodlands**
- **Encouraging other landowners to protect and expand Britain's woodlands**
- **Involving communities in the management of woodlands**

Q 10b: % of respondents (excluding don't know) rating aspect as 1 or 2

Question 10b	England	Scotland	Wales
FC woodlands	62	63	53
Other landowners	41	49	40
Involving communities	30	38	29

Visits to Woodlands

Respondents in Scotland were significantly less likely to have visited forests or woodlands in the last few years than respondents in England or Wales.

Q11a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?

Question 11a	England	Scotland	Wales
Yes	73	62	70
No / Not Stated	27	37	29

Questions 12-14 were only asked to those who had visited woodland. Respondents in Wales were more likely to visit woodlands more frequently (at least once a month) in summer and winter.

Q12. How frequently did you visit forests and woodlands last summer (between April to September 2000)?

Q13 ... And how often this winter (i.e. since October 2000)?

Q12: Summer				Q13: Winter		
England	Scotland	Wales		England	Scotland	Wales
8	9	19	Several times a week	5	7	10
22	25	29	Several times per month	9	5	12
28	27	22	About once a month	13	17	8
34	28	27	Less often	35	25	19
6	10	4	Never	38	45	50

Q14. 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?

Question 14	England	Scotland	Wales
Forestry Commission / Forest Enterprise	40	46	48
Voluntary bodies (e.g. National Trust, Woodland Trust)	43	36	19
Local authorities	37	47	17
Private owners	20	32	7
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None / Don't know	11	4	33

Q17a. If you were going to a woodland for a day out, which of these facilities would you like to see there?

Question 17a	England	Scotland	Wales
Toilets	76	77	76
Signposted walks suitable for all abilities	62	65	62
Car park	60	58	51
Nature trails	57	55	56
Picnic areas	54	60	50
Information about the woodland	45	44	50
Children's play area	37	47	55
Cafe / restaurant / kiosk	39	36	51
Long walks (min. 2 miles)	32	29	23
Cycle trails	28	29	28
Minimum facilities to ensure peace and quiet	28	25	19
Accessible local staff	19	25	14
Shop with gifts and souvenirs	16	17	19
None / Don't know	2	5	3

Q17b. And if you were to visit a local wood regularly to walk, which of these facilities would you like to see there?

Question 17b	England	Scotland	Wales
Toilets	66	69	70
Signposted walks suitable for all abilities	55	66	64
Car park	52	50	54
Nature trails	48	46	53
Picnic areas	40	47	57
Information about the woodland	35	34	44
Children's play area	30	41	55
Cafe / restaurant / kiosk	30	29	48
Long walks (min. 2 miles)	29	30	31
Minimum facilities to ensure peace and quiet	27	27	29
Accessible local staff	16	21	24
Shop with gifts and souvenirs	12	14	5
None / Don't know	4	7	3

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, the eligible area of the country has been divided into 600 areas of equal population. 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 II and I.

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 600 primary sampling units are allocated to 25 sub-samples of 24 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. 130 for 2000 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 100 addresses drawn from different parts of the sector. Addresses are contacted systematically with three doors being left after each successful interview.

Interviewing is restricted to after 2 p.m. on weekdays or all day at the weekend. To ensure a balanced sample of adults within effective contacted addresses a quota is set by (male, female housewife, female non-housewife); within female housewife, by presence of children and working status; and within men, by working status.

Social Class Categories and Socio-Economic Groups

Results of the survey can be analysed by Social Class, broken down between ABC1 and C2DE

- A** Higher Managerial Administrative or Professional
- B** Intermediate Managerial Administrative or Professional
- C1** Supervisory or Clerical and Junior Managerial Administrative or Professional
- C2** Skilled Manual
- D** Semi and Unskilled Manual Worker
- E** State Pensioners or Widows. Casual or lowest grade workers or long-term unemployed.

The sampling method uses socio-economic groups, a slightly different categorisation based on employment status, as used in the 1991 Population Census.

NFO System Three sampling method

The NFO System Three used CAPI (Computer Assisted Personal Interviewing) Omnibus, Scottish Opinion Survey as the vehicle for data collection. A sample of 997 adults aged 16 and over were interviewed in-home in 40 sampling points throughout Scotland over the period 22nd February - 4th March 2001. To ensure the sample was representative of the adult population in terms of age, sex and class, it was weighted to match population estimates from the National Readership survey of April 1998- March 1999.

Welsh Omnibus survey – Beaufort Research

The Omnibus survey is designed to be representative of the adult population resident in Wales aged 16 and over. The unit of sampling is electoral ward and 68 interviewing points throughout the Principality are selected with the probability proportional to resident population, after stratification within county (unitary authority).

Within each sampling point, interlocking quota controls of age and social class within sex are employed for the selection of respondents.

Quotas are set to reflect the demographic profile of Welsh residents and no more than one person per household is interviewed. A fresh sample is selected for each survey within substantially the same interviewing locations.

Interviews are conducted face to face in the homes of the respondents. Beauforts experienced fieldworkers are used with postal and telephone back-checking on part of each interviewer's work.

Fieldwork for the March 2001 survey was conducted over the period 2nd-9th March 2001. A total of 1033 interviews was completed and analysed. The data have been weighted by age group within gender within unitary authority.

PUBLIC OPINION OF FORESTRY 2001 – Questionnaire

Q1.	<p>You may have seen or read about British forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • Birds and other animals in woodlands • Flowers and other plants in woodlands • Forests and woodlands as places to visit • Community woodlands / new local woodlands • Tree planting • Tree pests and diseases • Wood for fuel / (short rotation coppice) • Loss of ancient or native woodland • Restoration of ancient or native woodland • Creation of new native woodlands • Selling public woodlands • Public rights of access to woodlands • Protests about roads or other developments on woodlands • Labelling/certification of wood products • Sawmills / wood processing • None of these
Q2.	<p>In Britain, public money is given to support forestry, the planting and management of all types and sizes of forests and woods, because it is believed to be of public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • To support jobs in rural areas • To help rural tourism • To provide timber for sawmills and wood processing • To provide wood as a renewable fuel • So that Britain can buy less wood products from abroad • To make woods more accessible to all in the community • To help make the air healthier • To help prevent the “greenhouse effect” and global warming • To provide good places for wildlife to live • To provide good places to visit and walk in • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • None • Don’t know
Q3.	<p>On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think British forestry is at ...</p> <ul style="list-style-type: none"> • Providing public access to woods and forests • Protecting the environment • Providing Britain’s timber, board and paper needs • Providing homes for birds and other animals • Involving local communities • Providing jobs <p>..and on the same scale, how would you rate the overall performance of British forestry?</p> <ul style="list-style-type: none"> • Overall rating

	<p>I would now like you to think about the two main types of trees - conifers and broadleaves. Conifers are trees that have needles and cones. Most of them are evergreen, like pine, fir and spruce. Broadleaves are trees like oak, birch and sycamore that have leaves, not needles, and lose them in the winter.</p>
Q4.	<p>In the last 20 years, do you think the amount of conifer woodland in Britain has been increasing or decreasing?</p> <ul style="list-style-type: none"> • Increasing • Decreasing • Staying about the same • Don't know
Q5.	<p>And broadleaved woodlands?</p> <ul style="list-style-type: none"> • Increasing • Decreasing • Staying about the same • Don't know
Q6.	<p>a. Would you like to have more or less woodland in this part of the country?</p> <ul style="list-style-type: none"> • More • Neither more nor less <i>(skip to Q8)</i> • Less <i>(skip to Q8)</i> • Don't know <i>(skip to Q8)</i> <p>b. How much more woodland: a little more, half as much again or more than that?</p> <ul style="list-style-type: none"> • A little more • About half as much again • More than that • Don't know
Q7.	<p>Would you prefer the new woodland to be conifer or broadleaved, or a mixture of the two?</p> <ul style="list-style-type: none"> • Conifer • Broadleaved • Mixed • Makes no difference • Don't know

<p>Q8.</p>	<p>Which of these have you heard of?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • Countryside Agency • English Nature • Forestry Commission <i>- if not, then skip to Q11</i> • Forest Enterprise • National Trust • Woodland Trust • Trees of Time and Place • Wood for Good • Forest Stewardship Council (FSC) • National Forest • Community Forests • None • Don't know
<p>Q9.</p>	<p>Thinking about the Forestry Commission,</p> <p>do you think that it is ...</p> <ul style="list-style-type: none"> • A government department or agency • An independent body • A body representing private woodland owners • A private company • Don't know <p>.. and which part or parts of the United Kingdom do you think that it works in?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • England • Scotland • Wales • Northern Ireland
<p>Q10.</p>	<p>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 Forestry Commission. So do you think the Forestry Commission ...</p> <ul style="list-style-type: none"> • Lets the public walk in its woods and forests • Provides trails for cycling and horse-riding • Improves woodland habitats for wildlife • Runs cabins and campsites for forest holidays • Sells Christmas trees • Gives grants for new woodlands • Gives grants for environmental improvements and wildlife management • Gives grants to improve access for the public • Gives authorisation for felling of trees • Monitors the environmental effects of forestry • Inspects wood imports for pests and diseases <p>On a scale of 1 to 5, where 1 is very good and 5 is very poor, how would you rate the Forestry Commission's overall performance in..</p> <ul style="list-style-type: none"> • Managing and protecting Forestry Commission woodlands • Encouraging other landowners to protect and expand Britain's woodlands • Involving communities in the management of woodlands

<p>Q11.</p>	<p>a. In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?</p> <p>YES/NO</p> <p><i>- if NO, then ask Q11b and then skip to Q16</i></p> <p>b. What was the main reason that you did not visit?</p> <ul style="list-style-type: none"> • Not interested in going <i>(If this response, skip to Q18 instead of Q16)</i> • Don't have a car • Other personal mobility reasons (difficulty in walking, unwell, etc.) • Woods are too far away • Lack of facilities (play areas, picnic areas, etc.) • Lack of information about woods to visit • Prefer other areas of countryside • Concerns that woods are not safe • Other (specify)
<p>Q12.</p>	<p>How frequently did you visit forests and woodlands last summer, i.e. between April and September 2000?</p> <ul style="list-style-type: none"> • Several times per week • Several times per month • About once a month • Less often • Never • Don't know
<p>Q13.</p>	<p>And how often this winter, i.e. since October 2000?</p> <ul style="list-style-type: none"> • Several times per week • Several times per month • About once a month • Less often • Never • Don't know
<p>Q14.</p>	<p>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?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • Local authorities • Voluntary bodies (e.g. National Trust, Woodland Trust) • Forestry Commission/Forest Enterprise • Private owners • None • Don't know

Q15.	<p>On a scale from 1 to 5, where 1 means very good and 5 means very poor, how would you rate woodlands as a place to visit?</p> <p>a) .. Local authority.. (if visited LA) b) .. voluntary body .. (if visited voluntary) c) .. Forestry Commission / Forest Enterprise .. (if visited FC/FE) d) .. private .. (if visited private)</p>
Q16.	<p>If you were thinking about visiting forests or woodlands that you had not visited before, which of the following would be your main source of information about them?</p> <ul style="list-style-type: none"> • Ask friends/relatives • Guide book or map • Forestry Commission • Tourist Information Centre • Internet • Library or Sports Centre • Other (specify) • No interest in visiting - <i>Skip to Q18</i> • Don't know- <i>Skip to Q17</i> <p>And which of these other sources of information would you use?</p> <p><i>(same list except for last two - multi choice)</i></p>
Q17.	<p>If you were going to a woodland for a day out, which of these facilities would you like to see there? (Multi choice)</p> <ul style="list-style-type: none"> • Signposted walks suitable for all abilities • Long walks (min. 2 miles) • Car park • Information about the woodland • Minimum facilities to ensure peace and quiet • Nature trails • Cycle trails • Picnic areas • Children's play area • Toilets • Cafe or restaurant or kiosk • Shop with gifts and souvenirs • Accessible local staff • Don't know <p>..and if you were to visit a local wood regularly to walk, which of these facilities would you like to see there?</p> <p><i>(same list)</i></p>
Q18.	<p>Do you own or have the use of a car at all? YES/NO</p>
Q19.	<p>Do you use the Internet as a source of information? YES/NO</p>

Q20.	Biodiversity is often used when talking about the environment. Forests can help conserve biodiversity. Which of the following do you think are part of biodiversity? <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none">• The variety of wildlife habitats (such as woodland, ponds, grassland)• The range of wildlife species (eg red squirrel, oak tree, earthworms)• The variety of genes within species (difference between individuals)• Don't know
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PUBLIC OPINION OF FORESTRY 2001 -SCOTLAND

<p>Q1.</p>	<p>In Scotland, public money is given to support forestry, the planting and management of all types and sizes of forests and woods, because it is believed to be of public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • To support jobs in rural areas • To help rural tourism • To provide timber for sawmills and wood processing • To provide wood as a renewable fuel • So that Britain can buy less wood products from abroad • To make woods more accessible to all in the community • To help make the air healthier • To help prevent the “greenhouse effect” and global warming • To provide good places for wildlife to live • To provide good places to visit and walk in • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • None • Don’t know
<p>Q2.</p>	<p>On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think Scottish forestry is at ...</p> <ul style="list-style-type: none"> • Providing public access to woods and forests • Protecting the environment • Providing Scotland’s timber, board and paper needs • Providing homes for birds and other animals • Involving local communities • Providing jobs <p>..and on the same scale, how would you rate the overall performance of Scottish forestry?</p> <ul style="list-style-type: none"> • Overall rating
<p>Q3.</p>	<p>Which of these have you heard of?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • Scottish Natural Heritage • Forestry Commission • Forest Enterprise • National Trust for Scotland • Woodland Trust • Wood for Good • Forest Stewardship Council (FSC) • Central Scotland Forest • None • Don’t know

PUBLIC OPINION OF FORESTRY 2001 - WALES

<p>Q1.</p>	<p>In Wales, public money is given to support forestry, the planting and management of all types and sizes of forests and woods, because it is believed to be of public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • To support jobs in rural areas • To help rural tourism • To provide timber for sawmills and wood processing • To provide wood as a renewable fuel • So that Wales can buy less wood products from abroad • To make woods more accessible to all in the community • To help make the air healthier • To help prevent the “greenhouse effect” and global warming • To provide good places for wildlife to live • To provide good places to visit and walk in • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • None • Don’t know
<p>Q2.</p>	<p>On a scale from 1 to 5, where 1 is very good and 5 is very poor, how good do you think Welsh forestry is at ...</p> <ul style="list-style-type: none"> • Providing public access to woods and forests • Protecting the environment • Providing Wales’s timber, board and paper needs • Providing homes for birds and other animals • Involving local communities • Providing jobs <p>..and on the same scale, how would you rate the overall performance of Welsh forestry?</p> <ul style="list-style-type: none"> • Overall rating
<p>Q3.</p>	<p>a. How do you personally feel about the amount of woodland currently in Wales?</p> <ul style="list-style-type: none"> • More • Neither more nor less <i>(skip to Q8)</i> • Less <i>(skip to Q8)</i> • Don’t know <i>(skip to Q8)</i> <p>b. How much more woodland: a little more, half as much again or more than that?</p> <ul style="list-style-type: none"> • A little more • About half as much again • More than that • Don’t know

Q4.

Which of these organisations have you heard of?

(Multi choice)

- Countryside Agency
- Forestry Commission
- Forest Enterprise
- National Trust
- Environment Agency
- Coed Cymru
- Tir Coed
- Woodland Trust
- Trees of Time and Place
- Wood for Good
- Forest Stewardship Council (FSC)
- National Forest
- Community Forests
- None
- Don't know