

Wales Outdoor Recreation Survey 2011

Technical report



Cyngor Cefn Gwlad Cymru
Countryside Council for Wales



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Forestry Commission Wales



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Welsh Government

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Forward

Background

This publication is the technical report from the 2011 Welsh Outdoor Recreation Survey commissioned jointly by the Countryside Council for Wales and Forestry Commission Wales. This report accompanies the main results report which is available separately.

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Wales Outdoor Recreation Survey 2011

Technical report

Contents

Section 1: Introduction	01
Section 2: Data collection	03
- Development and piloting stage	03
- Telephone survey approach	04
- Sampling approach	06
- Response rate	08
- Sample sizes achieved	10
- Questionnaire	11
Section 3: Data analysis	13
- Data preparation and coding	13
- Weighting and grossing up of the survey data	14
Section 4: Levels of accuracy	17
Appendices	
- Appendix 1 - Questionnaire	22
- Appendix 2 - Weighting targets	43

Section 1: Introduction

The Countryside Council for Wales (CCW) promote the outdoor environment of Wales as a rich and valued resource for leisure and recreation and source of economic and social benefits. Their aim is to ‘make the environment a valued part of everyone’s life in Wales’ and to connect people with the beauty that the Welsh countryside has to offer. Forestry Commission Wales (FCW) works in conjunction with CCW in a number of ways in the promotion of the country’s natural resources for outdoor recreation.

As the Welsh Assembly Government’s statutory advisor on sustaining the natural environment and wildlife in Wales for the enjoyment of all, CCW is responsible for establishing and monitoring data relating to participation in outdoor recreation in Wales. This enables CCW to provide the Government with the necessary advice and information for policy formation and implementation.

Prior to 2007, there were a number of studies relating to this subject area, however, no specific information had been gathered on the usage and users of the outdoors for recreation in Wales. On this basis, in 2007, CCW and FCW commissioned TNS to develop and pilot a methodology for undertaking an outdoor recreation survey in Wales.

Following the 2007 pilot, the 2008 Welsh Outdoor Recreation Survey (WORS) was commissioned. The survey was undertaken by Ipsos MORI and involved 6,045 telephone interviews with adult residents of Wales (undertaken between 21st January 2008 and 21st January 2009) providing measurement of the following key areas:

- Frequency of participation in outdoor recreation;
- Activities undertaken;
- Places visited;
- Motivations for visiting the outdoors;
- Barriers to visiting the outdoors;
- Levels of ‘latent demand’ to participate in more outdoor recreation.

As part of their continued commitment to monitoring levels of engagement with the natural environment in Wales, CCW and FCW commissioned a second survey to take place during 2011. Fieldwork for this survey was undertaken between 17th January 2011 and 16th January 2012 and 6,393 telephone interviews were completed.

Wales Outdoor Recreation Survey

Technical report

The objectives of the survey were as follows:

- To provide a robust quantitative evidence base on participation in outdoor recreation by adults living in Wales in 2011.
- To provide a statistically valid comparison of data between 2008 and 2011, including the identification of significant changes in all aspects of participation.
- To conduct an in-depth multivariate analysis and produce briefings on specified subjects.

Report structure

This technical report provides details of the methods used in WORS 2011 and the levels of accuracy of the survey outputs. These appear under the following section headings:

Section 2: Data collection - a description of the telephone survey method, sampling approach, achieved sample sizes and questionnaire.

Section 3: Data analysis - covering data preparation and coding and the weighting and grossing of survey data.

Section 4: Levels of accuracy - the results of an analysis of Complex Standard Errors.

Appendices:

1. Appendix 1: WORS 2011 Questionnaire
2. Appendix 2: Weighting targets

Section 2: Data collection

2.1 Development and piloting stage

Prior to the commencement of the main fieldwork stage in January 2011, a short fieldwork pilot was undertaken. The purpose of this pilot was to test the interview duration, response rate and the effects of a number of small changes to the questionnaire. Two versions of the questionnaire were tested - one identical to that used in 2008 and one which incorporated the following revisions:

- Changes to the introductory text specifying CCW and FC as survey sponsors and data controllers.
- Changes to postcode collection text to allow individual responses to be linked to respondent details if permission is given.
- Insertion of a question about the type of roadside pavement/track used (Q7d).
- Insertion of a question about places visited in last 12 months (Q20).
- Insertion of a question about places respondents would like to visit more often (Q21).

Fieldwork was undertaken between 10th and 21st November 2010, with a sample of 100 respondents for each questionnaire version. Following the completion of fieldwork a detailed report of the pilot results was presented to CCW and FCW including the following key findings:

- On the whole, the revised questionnaire functioned as expected with a similar profile of results to the 2008 main survey.
- The addition of new questions appeared to have had little or no impact on response rates and how respondents answered questions.
- However, the interview length was found to be somewhat more than anticipated at over 15 minutes with the revised questionnaire.

As such it was decided that the revised questionnaire with new questions added, should be used in the main 2011 survey fieldwork as data collected would be comparable with that collected in 2008. It was anticipated that the interview length would reduce as interviewers became more familiar with the questionnaire content but this would be monitored closely.

2.2 Telephone survey approach

Computer Assisted Telephone Interviewing

WORS 2011 was conducted using a telephone surveying method consistent with the methods used in the 2008 survey. A Computer Assisted Telephone Interviewing (CATI) approach was used with interviews conducted using a computer-based questionnaire, or script. This approach offers many advantages over traditional paper based questionnaires including cost-effectiveness, data accuracy and control over the sample composition. The same Quconcept CATI software platform was used in 2008 and 2011, helping to ensure comparability of the data collected.

Prior to the commencement of fieldwork all aspects of the CATI script were checked - firstly by a dedicated script checking team, then by the executive study team and finally by the telephone fieldwork department. These checks ensured the validity of the questionnaire wording, routing and interviewer instructions.

Fieldwork scheduling

The pattern of interviewing followed replicated that achieved in 2008 with around 40% of interviews conducted on weekends and 60% on weekdays. During weekdays around a fifth of interviews were conducted between 9am and 5pm and around 80% between 5pm and 9pm.

This fieldwork scheduling, conducting most of the interviewing on weekends and in the evenings, helped to maximise levels of response, whilst ensuring that those people who were more readily available during weekdays were represented in the sample.

Interviewing was conducted throughout the year with a minimum of 500 interviews completed in every month.

Fieldwork training and briefing

All of the interviewing for this study was conducted by interviewers based in the CATI telephone unit in Hull.

At the start of their training, all potential interviewers are instructed to read the Market Research Society Code of Conduct, to which they must all adhere. They are also given details on the nature and purpose of market research and the critical importance of their role. The training manual provided to telephone interviewers stresses the importance of accuracy and reliability.

Wales Outdoor Recreation Survey

Technical report

Interviewers also receive training regarding respondent's rights and how to treat them including:

- Having a polite telephone manner.
- Informing them of how long the interview is expected to take.
- Giving the respondent enough time to consider their answers to questions.
- Not attempting to influence the respondent's answers in any way.
- The right of the respondent to terminate the interview at any time.

In addition to this 'standard' training, the interviewers working on WORS 2011 received a detailed briefing regarding the background and priorities for this study before they commenced interviewing. This briefing was conducted on a face to face basis by a member of the executive study team on 21st January 2011. To support this verbal briefing a written briefing note was also produced and provided to all interviewers working on the study.

To further ensure quality, the data collected for WORS 2011 was validated, as interviews were undertaken, by a team of supervisors using undetected, remote listening facilities. At least 7% of completed interviews were monitored by a supervisor for at least 75% of the interview. A systematic method was used to select the interviewers to be monitored, such that all interviewers were monitored on a regular basis.

Progress reporting

Throughout the 12 month survey period, the CATI telephone unit provided fieldwork progress reports to the study team on a weekly basis. These regular updates provided details of the numbers of interviews achieved, overall and by SPA area, and the survey response rate. This information was shared with CCW and FCW on a regular basis.

Welsh language interviewing

To ensure that Welsh speaking respondents had an equal opportunity to participate in the survey, all respondents were offered the option of undertaking the interview in Welsh. When this option was taken a Welsh speaking interviewer recontacted the respondent at an agreed time.

While this option was provided to all respondents, in the event only 4 interviews were conducted in Welsh. These interviews were undertaken using a paper and pen approach with data subsequently entered into the survey database.

2.3 Sampling approach

Geographical sampling

A requirement for both the 2008 and 2011 WORS surveys was for a minimum of 1,000 interviews to be conducted in each of the six Spatial Planning Areas (SPAs) and for 6,000 interviews to be conducted across Wales as a whole. However, the overlapping nature of these areas added to the complexity of the sample design and subsequent weighting approaches.

One option for the 2011 sample design would have been to replicate the 2008 sample design with each respondent assigned to one SPA. However, following this approach meant that, in comparison to the actual distribution of the population, those geographic areas included in more than one SPA area contained a significantly higher proportion of respondents. As such when the 2008 data was weighted to represent Wales as a whole, the weighting efficiency was just 17% (i.e. although over 6,000 interviews were completed in 2008, the effective sample size was only around 1,000).

In the design stage for WORS 2011 an improved, more efficient approach to geographical sampling was designed and following consultation with CCW and FCW, it was agreed that this approach should be implemented.

This revised approach allowed for the required minimum sample size of 1,000 to be achieved in each SPA but respondents resident in geographic areas covered by more than one SPA could report into both (or all 3) areas.

By removing the design element of each respondent reporting into only one SPA, the 'overlap areas' covered by more than one SPA were less oversampled in the overall Wales sample but the minimum 1,000 sample in each SPA was maintained. By making this change the weighting efficiency when results are weighted to be representative of Wales as a whole improved to 47%. As such the size of the effective sample size has increased to almost 3,000 (see Section 4 for further details of effective sample size).

Selection of households

The sample for the 2011 survey was sourced from Research Now, a specialist survey sample provider. This sample contained a random selection of telephone contacts in each of the target SPA areas with numbers screened to ensure the exclusion of those registered with the Telephone Preference Service and those likely to be non-residential.

A Random Digit Dialing (RDD) approach, automated within the CATI system, was then used to randomly select and contact numbers within the list of telephone contacts for each area.

Each number allocated was called up to twice per interviewing day and 25 calls would be made to a number before it is assumed that the household was not occupied.

Selection of respondent to be interviewed

On making contact with a household, the Rizzo method was used to select which adult member of the household should be interviewed. This approach was also used in the 2008 survey.

This method involved initially asking the adult who answered the telephone how many adults aged 16 and over live in the household. The selection process was then determined by the number of adults in the household as follows:

- If there was only one eligible adult in the household, they were selected for interview.
- If there were two eligible adults in the household, the CATI system randomly selected a person for interview, which could have been the person who initially answered the call.
- If there were three or more eligible adults in the household, the CATI system randomly selected either the person who answered the call or another eligible household member. If another member of the household was selected, the 'next birthday' rule was used to select the person for interview (i.e. whoever has the next birthday is selected for interview).

Following the selection of the individual to be interviewed, the interviewer would seek to either conduct the interview immediately or to make an appointment to call back and conduct the interview at a more suitable time.

2.4 Response rate

Maximising response

The following steps were taken in the 2011 survey to help to maximise levels of response:

- *Call backs* - at least 25 calls were made to selected numbers before it was assumed that the household was not occupied. A benefit of undertaking interviewing over a 12 months' period was the ability to re-contact numbers where there was no response at different points in the year. By delaying recontact, factors which may have prevented a response initially may have become less significant allowing an interview to be undertaken (e.g. on holiday for an extended period).
- *Positioning the survey well* - to ensure that respondents understood that WORS is a bona fide survey about leisure.
- *CATI dialler system* - the CATI system automatically dialled potential respondent telephone numbers with interviewers then alerted when a call was answered. This system allowed interviewers to concentrate their time and effort on conducting interviews rather than dialling and waiting for people to answer. The system was also programmed to rotate the call-backs to different times of day and days of week to ensure each household sampled had as high a chance of contact as possible.
- *Appointment making* - once an individual had been selected for interview, if the interview could not be undertaken at that point, interviewers sought to establish the best time to call-back to undertake the interview. Where this was unknown by the respondent, the call-back would be made on a different day of the week and/or different time of day to maximise the chance of obtaining an interview.
- *Monitoring progress* - response rates and achieved interviews were monitored on a regular basis (at least weekly), allowing proactive management of the sample including the need for any additional contact names/sample to be used.

Whilst every effort was made to encourage those individuals contacted to participate in the survey, this was done in line with the Market Research Society Code of Conduct and Data Protection guidelines whereby a respondent's right to refuse to participate at any time is respected.

Wales Outdoor Recreation Survey Technical report

Achieved response rate

The approach used to calculate the response rate to the 2011 survey is consistent with that used in 2008 as detailed in the table below.

Table 2.1 Response rate

		WORS 2011
I	Complete Interviews	6,393
R	Refusal and break off	21,266
UH	Unknown if household occupied/number eligible	13,704
e	Estimated cases of unknown eligibility that are eligible	4.9%
	Response rate (I/I+R+(e*UH)	23%

While a total of 6,393 interviews were completed, to achieve this total some 41,362 telephone numbers were contacted.

When 20,067 of these numbers were contacted, the person answering the phone or the person selected for the interview refused to participate in the survey while in a much smaller number of cases the person selected was either incapable of undertaking an interview (324), unavailable at any point during the fieldwork period (414) or started the interview but terminated it mid way through (461). The total of all of these cases is 21,266 as shown in row R in Table 2.1.

In a further 13,704 cases, the telephone was not answered after 25 attempts (row UH in Table 2.1). For the majority of these numbers it can be assumed that the number was not eligible i.e. it did not physically connect to an occupied household. However it has been estimated that 4.9% of these numbers were actually valid numbers, connected to an eligible household. This is the same proportion as used in the calculation of the 2008 response rate, based on a detailed analysis of responses to other large scale telephone surveys including the sportengland Active People survey.

Applying this proportion (4.9%) to the number of unanswered telephone numbers (row UH) provides an estimate of the volume of these numbers which were actually connected to eligible households. This total is then added to the total number of refusals and break offs to allow for the response rate to be calculated as shown in Table 2.1.

This response rate of 23% is marginally less than the rate of 25% achieved in 2008.

Wales Outdoor Recreation Survey Technical report

2.5 Sample sizes achieved

A total of 6,393 interviews were achieved in WORS 2011, above the target of 6,000.

The minimum target of at least 1,000 interviews per SPA was also exceeded in all of the areas as illustrated in Table 2.2 below.

Table 2.2 Target and achieved interviews by SPA

	Target interviews	Achieved interviews
North West Wales	1,000	1,104
North East Wales	1,000	1,103
Central Wales	1,000	1,105
Pembrokeshire	1,000	1,087
Swansea Bay	1,000	1,013
South East Wales	2,148	2,219
Total Wales	6,000	6,393

Note that the total of the above values for each SPA is higher than the total number of interviews across all of Wales due to the overlapping nature of the SPA areas whereby some respondents are included in more than one area. The higher number of interviews conducted in the South East reflected the higher share of the Welsh population resident in this area.

The 88% of survey respondents who had taken a visit to the outdoors during the last 4 weeks provided details of their most recent visit. As such, information regarding some 5,626 visits was recorded. Table 2.3 overleaf illustrates the volumes of visits recorded amongst residents of each SPA.

Wales Outdoor Recreation Survey

Technical report

Table 2.3 Achieved interviews and volume of visits recorded by SPA

	Achieved interviews	Reported visits taken in the last 4 weeks
North West Wales	1,104	998
North East Wales	1,103	977
Central Wales	1,105	998
Pembrokeshire	1,087	980
Swansea Bay	1,013	891
South East Wales	2,219	1,900
Total Wales	6,393	5,626

2.6 Questionnaire

To maintain comparability, the questionnaire used in the 2011 survey was almost identical to that used in 2008. A full copy of the questionnaire is included in Appendix 1.

In summary the questionnaire content was as follows:

- *Screening questions* - these questions ensured that respondents were eligible for the survey, implemented the Rizzo random respondent selection approach and determined whether the interview should be conducted in English or Welsh. *For the 2011 survey some small changes were made to the introductory text in this section, specifying that CCW and FC are the survey sponsors and data controllers.*
- *Visits in the last 12 months* - recorded outdoor activities undertaken in the last 12 months and general frequency of visit taking in summer and winter.
- *Visits in the last 4 weeks* - recorded outdoor activities undertaken in the last 4 weeks and number of visits taken in the last 4 weeks.
- *Details of most recent visit taken in last 4 weeks* - activities undertaken on most recent visit including a detailed breakdown by type e.g. dog walking, short walks etc., single main activity, levels of physical intensity, places visited, main place visited, distance travelled, main mode of transport, duration, party composition, whether accompanied by dog and reasons for taking the visit. *This section included a new question in 2011 regarding the types of roadside pavement/track used (Q7d).*
- *Barriers and latent demand* - reasons for not visiting the outdoors in the last 4 weeks and/or last 12 months, interest in visiting the outdoors more often, activities would

Wales Outdoor Recreation Survey

Technical report

like to do more often and reasons for not undertaking the activities of interest previously (i.e. the factors preventing increased participation).

- *New questions regarding places* - two questions new for the 2011 survey were added at this position - Q20 regarding the types of places visited in the last 12 months and Q21 regarding types of places the respondent would like to visit more often. These questions were added in this position, late in the interview, to prevent any impact on how respondents answered the other survey questions and therefore the comparability of 2008 and 2011 results.
- *Demographics* - recording the respondent's gender, age, ethnic origin, highest educational qualification, access to car/van, access to a bicycle, ownership/care of a dog, disability/illness, children in household, working status, occupation (respondent and chief income earner) and total household income. As in 2008 the questionnaire script was designed so as to allocate respondents to NS-SEC¹ groups. A full postcode was also collected for all respondents.

Over the course of the 2011 survey fieldwork, the average interview duration was 14 minutes and 52 seconds (this total covers the full period from the telephone call starting to termination).

¹ National Statistics Socio-economic Classification - a widely used socio-economic classification. See www.ons.gov.uk for full details.

Section 3: Data analysis

3.1 Data preparation and coding

Prior to the analysis of the survey data, a number of stages of checking and preparation were undertaken.

The initial preparation stage involved a manual edit check whereby verbatim responses to, for example 'other' questions where respondents specified activities undertaken other than those listed in the questionnaire, were reviewed to ensure that they made sense and where possible these were 'back coded' into one of the existing answer option codes. At this stage, an automated check of the postcodes provided by respondents was also undertaken to ensure that they were in a format that could be used in subsequent analysis (e.g. to check that spacing was in the correct places).

This editing stage was followed by coding which involved the application of codes to open-ended and 'other specify' responses so that they could be included in the subsequent quantitative analysis. The WORS 2011 questionnaire did not include any fully open-ended questions but there was an 'other' option at a number of questions, including those relating to activities undertaken, places visited, motivations for visits and barriers to participation.

As part of this coding stage it was also necessary to review and code the responses to questions D15a, D15b and D15c regarding the respondent's occupation. This coding followed standard ONS guidelines to allow respondents to subsequently be allocated into NS-SEC groups (National Statistics Socio-economic Classification).

All of the above coding of responses was undertaken by a dedicated team of coders with extensive experience in this area. 5% of all coded responses were verified by another experienced member of the team for quality purposes.

3.2 Weighting and grossing up of the survey data

As in the 2008 survey, the weighting approach followed in the analysis of WORS 2011 was designed to take account of the need for data to be provided at two levels:

- A respondent level whereby results could be considered as representative of the Welsh adult population. Data from the questions regarding proportions taking visits in the last 12 months and 4 weeks and questions regarding barriers to taking visits and latent demand are presented at this level.
- A visit level where results can be considered as representative of the visits taken by the Welsh adult population during the survey period. The questions which are asked about the respondent's most recent visit to the outdoors are presented at this level (i.e. questions 4 to 15). This additional weighting level takes account of the varying volumes of visits taken by different respondents during the 4 week recall period.

The design also took account of the need to provide weighted outputs at both the all Wales level and for each individual SPA area.

A number of different weighting stages have therefore been applied to the WORS data as described below.

Household size pre-weight - this first stage calculates a set of design weights that correct for the unequal probabilities of selection of an individual within a household. This varies according to the number of adults aged 16 or over resident in the household. Respondents in single adult households have a 100% chance of selection for interview whereas those in two adult households have a 50% chance of selection. Similarly, the selection probabilities change for households containing more than two adults.

The weight applied corresponds to the number of adults resident in the household but, as in 2008, this has been capped at a maximum of 4. This practice avoids the problem of extremely high weights and hence low efficiencies

Geographical design weight - this weight corrects for the unequal probabilities of selection that arise from the geographical aspect of the sample design i.e. the requirement for a final sample in each SPA of at least 1,000. Consequently, SPAs with smaller populations were over-sampled relative to other SPAs.

Wales Outdoor Recreation Survey

Technical report

This weighting level is only applied in the production of outputs at the total Wales level. The overlapping nature of the SPA areas makes it necessary for target weights to be based on a larger number of non-overlapping areas with weighting targets based on the size of population in each of these areas.

Seasonal weight - while fieldwork quotas were designed to ensure an equal split of interviewing over the 12 month period, there were some variations in the distribution so a corrective weight was applied on a quarterly basis (i.e. a target of 25% per quarter of fieldwork).

Non-response weights - these weights correct for differing response rates by sub-groups within the sample. For example men, young people and people in the higher socio-economic groups were generally less likely to respond. Following testing of alternative combinations of demographics and consultation with CCW and FCW, the following variables were selected as the most appropriate weights to use:

Age x Gender - 16 targets (i.e. 8 age groups each by male and female)

Working status - 2 targets - working and not working

NS-SEC - 8 targets reflecting the 8 NS-SEC groups

Details on the targets used for each of the above variables are provided in Appendix 2. The targets were based on the most up to date data available on the Welsh population².

Expansion factor - the results from the survey are reported in terms of the actual population values and estimates of the actual volumes of visits taken by the Welsh adult population. For example, rather than describing the total weighted sample as 6,393 respondents, this has been expanded and reported in terms of the total Welsh adult population of 2,458 million adults. While this grossing up approach was not followed in the reporting of the 2008 survey results, it should be noted that this change in approach does not affect the comparability of other results - for example, respondent or visit based percentage profile results or results relating to averages within the sample (e.g. average visit duration).

Visit weighting (applied to questions 4 to 15 only) - this additional level of weighting is required because each respondent is asked details of only the most recent visit they have made. Therefore, in order to provide estimates for total visits taken by all Welsh adults

² SPA population, age, gender and sourced from Mid 2010 ONS Population Estimates (www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcn%3A77-231847), NS-SEC from Census 2001, Working Status from BARB 2011 report.

Wales Outdoor Recreation Survey

Technical report

during the survey period, this needs to be expanded by the total number of visits recorded by the individual at Q3a. This approach is identical to that followed in other large surveys of visit taking such as Natural England's Monitor of Engagement with the Natural Environment survey (MENE) and Scottish Natural Heritage's Scottish Recreation Survey (ScRS) where results are presented as representative of all visits taken by the resident population. The application of the expansion factor mentioned above means that the volumes shown in data tables relate to the total volumes of visits taken by the population during the survey recall period.

Total Wales vs SPA Weighting

Given the complex overlapping nature of the SPA areas and geographical sample design, each respondent has been allocated weights for both respondent based analyses and visit based analyses to be conducted at the all Wales level and for analyses to be conducted at the individual SPA level.

The weights produced for SPA level analysis use the same variables as outlined above for the all Wales level weights but with targets relating to the volume and characteristics of the population within each SPA.

Section 4: Levels of accuracy

This section of the report provides details of the outputs of an analysis of the Complex Standard Errors associated with the WORS 2011 data.

Normal confidence intervals and standard errors assume that the data has come from a Simple Random Sample (SRS). In such a sample, every individual in the population (for WORS, the Welsh adult population) has an equal chance of being included in the survey sample. In most surveys, however - including WORS - the sampling approach followed means that the survey sample is not a SRS. Complex Standard Errors (CSE) therefore take into account the extra information from the sampling design.

In WORS the geographical sampling approach, aiming for a minimum sample of 1,000 in each SPA area means that residents in areas containing a lower share of the population have a greater chance of being included in the survey than those living in higher population areas. As described in the previous section, the survey weights correct for this imbalance along with other biases related to the distribution of interviewing over the year and varying levels of response amongst different demographic groups.

Following the application of these weights, the rim weighting efficiency³ has been calculated for data produced at the total Wales level and for each of the individual SPA areas. This efficiency level can then be applied to the total number of interviews achieved to provide an estimate of the effective sample size as shown in Table 4.1.

The effective sample size gives, for a complex survey design, an estimate of the sample size that would have been required to obtain the same level of precision in an SRS.

³ The rim weighting efficiency gives an indication of how well balanced the sample is. If the data for many respondents needs to be heavily weighted up or down, the efficiency percentage will be low. The greater the percentage the more well balanced the sample.

Wales Outdoor Recreation Survey Technical report

Table 4.1 Sample efficiency, achieved interviews and effective sample size by SPA

	Efficiency	Achieved interviews	Effective sample size
North West Wales	51.3%	1,104	566
North East Wales	51.3%	1,103	566
Central Wales	48.1%	1,105	532
Pembrokeshire	51.4%	1,087	559
Swansea Bay	50.9%	1,013	516
South East Wales	48.5%	2,219	1,076
Total Wales	46.8%	6,393	2,992

The estimated effective sample size for WORS 2011 is just under 3,000 for data at the total Wales level, just over 1,000 for data at the South East Wales SPA level and around 500 for each of the other 5 SPA areas.

In surveys conducted using other data collection approaches it is often the case that other sample design effects must also be taken into account when calculating the accuracy of survey data. For example, the clustering of in-home interviews around sampling points or the effects of applying demographic fieldwork quotas when a quota design is used. However, the random sampling approaches used in WORS mean that these types of design effect are not relevant in this case.

Accuracy of key results

The following tables provide estimates of the accuracy of key survey results, based on the effective sample size estimates provided above. These margins of error are at the 95% confidence level.

Table 4.2 (overleaf) illustrates the upper and lower range associated with key population based results (i.e. where the proportions relate to the share of the population taking visits) while Tables 4.3 and 4.4 relate to the proportion of visits taken during the survey period which included different types of place.

For example, these ranges illustrate that the survey provides an estimate of 26.9% of the Welsh adult population taking 21 or more visits in the last 4 weeks - we can be 95% certain that the true value lies between 25.6% and 28.3%.

Similarly, the survey provides an estimate of 17.6% of visits taken by the Welsh population having woodland/forestry as a main destination - we can be 95% certain that the true value lies between 16.5% and 18.7%.

Wales Outdoor Recreation Survey

Technical report

Table 4.2 Accuracy of key population based percentage results

	Weighted estimate	Lower limit	Upper limit
Percentage of population taking visits in the last 12 months	94.6%	93.9%	95.3%
Percentage of population taking 21 or more visits in the last 4 weeks	26.9%	25.6%	28.3%

Table 4.3 Accuracy of visit based percentage results - Q7a places visited

	Weighted estimate	Lower limit	Upper limit
Woodland or forest	51.1%	49.6%	52.6%
Farmland	40.1%	38.6%	41.6%
Local park	37.8%	36.3%	39.3%
Other local open space	50.2%	48.7%	51.7%
Roadside pavement/ track	55.1%	53.6%	56.6%
Hills, mountains or moorland	44.1%	42.6%	45.6%
River, lake or canal	35.2%	33.8%	36.6%
Beach	28.1%	26.7%	29.5%
Sea	26.1%	24.8%	27.4%
Other coastline	18.4%	17.2%	19.6%
Village	42.9%	41.4%	44.4%

Table 4.4 Accuracy of visit based percentage results - Q7b single main place visited

	Weighted estimate	Lower limit	Upper limit
Woodland or forest	17.6%	16.5%	18.7%
Farmland	9.9%	9.0%	10.8%
Local park	12.4%	11.4%	13.4%
Other local open space	7.9%	7.1%	8.7%
Roadside pavement/ track	9.3%	8.4%	10.2%
Hills, mountains or moorland	10.6%	9.7%	11.5%
River, lake or canal	7.5%	6.7%	8.3%
Beach	10.9%	10.0%	11.8%
Sea	2.4%	1.9%	2.9%
Other coastline	4.6%	4.0%	5.2%
Village	5.0%	4.3%	5.7%

Wales Outdoor Recreation Survey

Technical report

The survey results have also been grossed up to produce an estimate of the total volume of visits taken by the Welsh adult population during the 12 month survey period. Volume estimates have been produced for all visits (around 489 million) and for different types of place.

Table 4.5 provides estimates of the accuracy of these results.

Table 4.5 Accuracy of volume estimates - total visits and by Q7a places visited

	Weighted estimate (in thousands)	Lower limit (in thousands)	Upper limit (in thousands)
Total visits	489,021	466,030	512,010
Q7a Places visited. Percentage of visits including:			
Woodland or forest	249,800	230,720	268,890
Farmland	196,170	179,290	213,060
Local park	184,920	168,690	201,150
Other local open space	245,520	227,850	263,180
Roadside pavement/ track	269,329	250,290	288,370
Hills, mountains or moorland	215,800	197,200	234,400
River, lake or canal	172,341	157,060	187,620
Beach	137,220	124,680	149,760
Sea	127,780	116,560	139,010
Other coastline	89,990	80,160	99,820
Village	209,800	192,630	226,980

Wales Outdoor Recreation Survey Technical report

Accuracy of other results

As the effective sample size is known for data at the all Wales level and for each SPA area (see Table 4.1), it is possible to estimate the accuracy of other percentage results using the ranges provided in Table 4.6 below.

This table details margins of error at the 95% confidence levels for a range of survey results and effective sample sizes of 3,000 (similar to that for the total Wales sample), 1,000 (similar to the South East Wales SPA sample) and 500 (similar to the sample for each of the other SPA areas).

For example using this table it could be estimated that a result of 20% obtained for the Central Wales SPA is accurate to +/-3.4% at the 95% confidence level.

Table 4.6 Estimating accuracy of survey results

Survey result	Effective sample size		
	500	1000	3000
10% or 90%	+/- 2.2	+/- 1.6	+/-0.9
20% or 80%	+/- 3.4	+/- 2.1	+/- 1.2
30% or 70%	+/- 3.4	+/- 2.4	+/-1.4
40% or 60%	+/- 3.6	+/- 2.6	+/- 1.5
50%	+/- 3.7	+/- 2.6	+/-1.5

In the data tables provided for WORS 2011 markers have been included to highlight statistically significant variations between the responses provided by different groups of respondents and between the 2008 and 2011 results.

Appendices

Appendix 1 - Questionnaire

Good morning/afternoon/evening, my name is [INTERVIEWER NAME] from TNS Research International, an independent research agency and we are carrying out a survey on behalf of the Countryside Council for Wales and Forestry Commission Wales about leisure/free time spent in the outdoors. This important study will be used to help improve use of and access to the outdoors in Wales.

The responses you provide will be held, together with your details, by the Countryside Council for Wales and the Forestry Commission. This data will be used for research purposes only.

The interview will take around 15 minutes.

S1 Can I just check whether you live in Wales?

Yes PROCEED TO NEXT SCREEN

No **THANK AND CLOSE**

S2 Can I take your full postcode? We will only use this information to look at the geographical spread of results.

Yes RECORD POSTCODE AND GO TO S3

No **THANK AND CLOSE**

PART 1	SCREENER QUESTIONS
---------------	---------------------------

S3 To make sure we speak to a good cross section of the public, can you please tell me how many people aged 16 or over currently live in your household, including yourself?

CODE NULL IF NOT PEOPLE AGED 16 AND OVER

NULL CODE IF NO PEOPLE AGED 16 AND OVER

1 GO TO S7

2 **GO TO ROUTING BEFORE S4A**

3 **GO TO S4**

4 **GO TO S4**

5 **GO TO S4**

6 **GO TO S4**

7 or more **GO TO S4**

Don't know **GO TO S4**

Refused **GO TO S4**

ASK S4 IF S3 = 3,4,5,6,7,8 OR 9 AND RIZZO METHOD SELECTS ANOTHER MEMBER OF THE HOUSEHOLD. IF SCREENER RESPONDENT SELECTED VIA RIZZO, GO TO S7

Wales Outdoor Recreation Survey

Technical report

S4 Could I speak to the person aged 16 and over who has the next birthday?

THIS DOES NOT INCLUDE THE PERSON YOU ARE SPEAKING TO. IT MUST BE ANOTHER MEMBER OF THE HOUSEHOLD.

IF NECESSARY SAY:

The person with the next birthday is selected to ensure we achieve a nationally representative sample of adults in Wales.

Yes, available code here when speaking to them **GO TO S7**

No, not available **GO TO S5**

Wrong language (excluding Welsh) **THANK AND CLOSE**

Proxy refusal – soft

Proxy refusal – hard

Proxy – other non interview

Proxy interview go to S7

Proxy interview – Type Talk type talk

ASK S4A IF S3=2 AND RIZZO DOES NOT SELECT THE SCREENER RESPONDENT. IF SCREENER RESPONDENT SELECTED VIA RIZZO, GO TO S7

S4a In households where there are no more than two adults we are using a random method to select which one of these adults takes part in this survey. On this occasion, it is the other person that I would like to speak to. May I speak to that person?

Yes, available CODE HERE WHEN SPEAKING TO THEM **GO TO S7**

No, not available GO TO S5

Wrong language (excluding Welsh) THANK AND CLOSE

Proxy refusal – soft

Proxy refusal – hard

Proxy – other non interview

Proxy interview GO TO S7

Proxy interview – Type Talk TYPE TALK

ASK S5 IF S4=2 OR S4A=2 (NO NOT AVAILABLE)

S5 Please can I take the person's name?

EXPLAIN THAT YOU NEED THIS SO THAT YOU KNOW WHO TO ASK FOR THE NEXT TIME YOU ALL TO DO THE INTERVIEW

Type in name **GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT**

Proxy refusal – soft

Proxy refusal – hard

IF S5=1, GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT

ASK S7 IF S3=1 OR S4=1 OR S4A=1

Wales Outdoor Recreation Survey

Technical report

S7 Would you prefer to complete this survey in Welsh or English?

English **GO TO S8**

Welsh **GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT**

IF S7=1

S8 – INTERVIEWER TO CODE

PLEASE CODE

Respondent willing

Hard refusal

Soft refusal

Wants appointment go to appointment screen to book appointment

In this survey we are interested in leisure visits and excursions to the outdoors of any length.

These visits may have been made from your home or during holidays.

By outdoors, we mean open spaces anywhere in the countryside or in towns and cities, including your local neighbourhood, paths, woodland, parks and farmland. Visits may have involved any informal outdoor recreation, including both active or passive pursuits.

PART 2 VISITS IN THE LAST 12 MONTHS
--

The next few questions are about visits to the outdoors you have made during the last 12 months.

ASK ALL

Q1a Which of the following activities have you undertaken at least once during visits to the outdoors in the last 12 months?

ROTATE ORDER MULTICODE

READ OUT LIST. CODE ACTIVITIES PARTICIPATED IN LAST 12 MONTHS

Walking

Road cycling

Off-road cycling or mountain biking

Horse riding

Fishing

Rock climbing or caving

Motorised watersports

Other watersports

Swimming outdoors

Snowsports

Field sports (shooting/hunting)

Air sports (hang gliding/ballooning)

Wildlife watching

Running

Sightseeing or visiting an attraction

Off-road driving or motorcycling

Picnicking (as a significant part of the activity)

Visiting children's playgrounds/taking children to play areas outdoors

Informal games (e.g.Frisbee or golf) – Specify

Other outdoor activities SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN OUTDOOR ACTIVITY NOT LISTED ABOVE IS MENTIONED

None of these

Wales Outdoor Recreation Survey

Technical report

ASK ALL

Q1b During the summer months, from April to September, how often on average have you visited the outdoors?

READ OUT. SINGLE CODE ONLY.

SINGLE CODE

- More than once per day
- Once a day
- Several times a week
- Once a week
- Once or twice a month
- Once or twice
- Never
- Don't know do not read out

ASK ALL

Q1c And during the winter months from October to March, how often on average have you visited the outdoors?

READ OUT. SINGLE CODE.

SINGLE CODE

- Once a day
- Several times a week
- Once a week
- Once or twice a month
- Once or twice
- Never
- Don't know do not read out

PART 3 VISITS IN THE LAST 4 WEEKS
--

ASK ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q1A. OTHERS GO TO Q16A.

The next few questions are about visits to the outdoors you have made during the last 4 weeks.

Q2 Which of the following activities have you undertaken at least once during visits to the outdoors in the last 4 weeks?

CATI TO FILTER ACTIVITIES FROM Q1D. ROTATE ORDER

READ OUT LIST. CODE ACTIVITIES PARTICIPATED IN LAST 4 WEEKS

- Walking
- Road cycling
- Off-road cycling or mountain biking
- Horse riding
- Fishing
- Rock climbing or caving
- Motorised watersports
- Other watersports
- Swimming outdoors
- Snowsports

Wales Outdoor Recreation Survey

Technical report

Field sports (shooting/hunting)
Air sports (hang gliding/ballooning)
Wildlife watching
Running
Sightseeing or visiting an attraction
Off-road driving or motorcycling
Picnicking (as a significant part of the activity)
Visiting children's playgrounds/taking children to play areas outdoors
Informal games (e.g.Frisbee or golf)
Other outdoor activities **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IT AN OUTDOOR ACTIVITY NOT LISTED ABOVE**

None of these

ASK Q3A OF ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q2. OTHERS GO TO Q16.

Q3a How many visits to the outdoors have you made in the last 4 weeks? You may have made more than one visit each day.

ENTER NUMBER OF VISITS

TYPE IN

DO NOT ALLOW 0. LOGIC CHECK. RANGE PERMITTED 0-500

Q3b And how many of these visits were to outdoor places in Wales in the last 4 weeks?

ENTER NUMBER OF VISITS

TYPE IN

LOGIC CHECK (MUST BE <=ANSWER AT Q3A)

PART 4 MOST RECENT VISIT
--

ASK ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q2. OTHERS GO TO Q16A.

I'd like to ask you some questions about your most recent visit to the outdoors in the last four weeks.

Q4a Which of the activities that you said you have done in the last 4 weeks, did you undertake on your most recent visit to the outdoors? You said that you did.....INTERVIEWER READ OUT ACTIVITY/ACTIVITIES BELOW

CATI TO ROUTE ALL ACTIVITIES MENTIONED AT Q2

READ OUT ACTIVITY/ACTIVITIES BELOW

Wales Outdoor Recreation Survey

Technical report

Q4b Thinking about [INSERT ACTIVITY FROM Q4A] did this involve...?

READ OUT SUBSETS OF ACTIVITIES BASED ON ALL ACTIVITIES CODED AT Q4A. MULTICODE AS REQUIRED.

Q4B REPEATED FOR EACH ACTIVITY MENTIONED AT Q4A AND APPROPRIATE SUB-CATEGORIES ATTACHED. MULTICODE.

INTERVIEWER NOTE: PROBE AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY USE OTHER CODES IF ANSWER DOES NOT MATCH ANY OF THOSE OPTIONS LISTED

Walking

Dog walking

A short walk/stroll – less than 2 miles/1 hour

A long walk, hike or ramble in lowland areas – at least 2 miles/1 hour

Hill or mountain walking

Other walking **SPECIFY**

Road cycling

A short cycle – less than 1 hour

A long cycle – at least 1 hour

Other road cycling **SPECIFY**

Off-road cycling or mountain biking

Cycling or mountain biking on purpose built single track

Cycling or mountain biking on off-road trails such as bridleways

Cycling/mountain biking on off road cycle paths, forest tracks and green lanes

Cycling/mountain biking off tracks and trails

Other cycling or mountain biking **SPECIFY**

Horse riding

Trekking or hacking on bridleways

Trekking or hacking on forest tracks

Trekking or hacking on specific horse trails

Riding in an enclosed designated area (e.g. field, arena)

On-road carriage driving

Off-road carriage driving

Other horse riding or pony trekking **SPECIFY**

Fishing

Sea angling from shore

Sea angling from a boat

Course fishing

Game fishing

Other fishing **SPECIFY**

Rock climbing or caving

Rock climbing

Caving or potholing

Bouldering

Other **SPECIFY**

Motorised watersports

Water skiing

Jet skiing/biking

Power boating

Other **SPECIFY**

Wales Outdoor Recreation Survey

Technical report

Other watersports

Diving
Snorkelling
Sailing
Yachting
Rowing/paddle boat
Surfing/body-boarding
Canoeing/kayaking
Other non-motorised watersports **SPECIFY**

Swimming outdoors

Swimming in the sea
Swimming in a river or lake
Swimming in an outdoor pool or paddling pool
Other **SPECIFY**

Snowsports

Skiing
Snowboarding
Using a dry ski slope
Other snowsports **SPECIFY**

Fieldsports

Shooting
Stalking
Other **SPECIFY**

Air sports

Flying
Microlites
Plane gliding
Para-gliding
Hang-gliding
Ballooning
Other air sports **SPECIFY**

Wildlife watching

Bird watching
Other wildlife watching **SPECIFY**

Running

Jogging
Fell running
Orienteering
Other **SPECIFY**

Sightseeing or visiting an attraction

Sightseeing by car
Sightseeing on a bus or coach trip
Sightseeing on a train
Visiting a historic attraction
Visiting a zoo
Visiting a theme park or amusement park

Wales Outdoor Recreation Survey

Technical report

Other sightseeing or attractions **SPECIFY**

Off-road driving or motorcycling

Off-road motorcycling on greenlanes

Off-road motorcycling on forest tracks

Off-road driving on greenlanes

Off-road driving on forest tracks

Using an enclosed off-road vehicle facility

Other **SPECIFY**

NO SUBCATEGORIES FOR PICNICKING

Visiting children's playground/taking children to play areas outdoors

A traditional children's playground

An outdoor adventure play area

Other **SPECIFY**

ASK Q4C OF ALL WHO MENTION MORE THAN ONE ACTIVITY AT Q4A. OTHERS GO TO Q5.

Q4c And which would you say was the main activity you did on your most recent visit to the outdoors?

CATI TO ROUTE ACTIVITIES MENTIONED AT Q4A

Q5 During this visit, how long did you spend [INSERT ANSWER FROM Q4C OR Q4A IF Q4C NOT ASKED] in the outdoors?

TYPE IN HOURS AND MINS

Hrs

Mins

Don't know

Q6 was the effort you put into [INSERT ANSWER FROM Q4C OR Q4A IF Q4C NOT ASKED] enough to...?

a) make you raise your breathing rate?

SINGLE CODE ONLY

SINGLE CODE

Yes

No

Don't know

ASK IF YES (CODE 1) AT Q6A. OTHERS GO TO Q7A

b) make you out of breath or sweat?

SINGLE CODE ONLY

SINGLE CODE

Yes

No

Don't know

Wales Outdoor Recreation Survey

Technical report

Q7a Which of the following, if any, best describes the types of places you visited on your most recent visit to the outdoors?

ROTATE ORDER. MULTICODE.

READ OUT LIST. MULTICODE.

Woodland or forest

Farmland

Local park

Other local open space

Roadside pavement/track

Hills, mountains or moorland

River, lake or canal

Beach

Sea

Other coastline

Village

Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN OUTDOOR PLACE NOT LISTED ABOVE IS GIVEN**

ASK Q7B IF MORE THAN ONE PLACE SELECTED AT Q7A

Q7b Which of these was the main place you visited?

IF RESPONDENT IS UNSURE:

For example, the place you spent the longest amount of time in.

SINGLE CODE

SINGLE CODE. INSTEAD OF PLACES VISITED AT Q7A.

Q7c And was this place in Wales?

Yes

No

Don't know

ASK Q7D OF THOSE WHO VISITED A 'ROADSIDE PAVEMENT/TRACK' AT Q7A. OTHERS GO TO Q8

Q7d You mentioned that you visited a roadside pavement or track. Which of the following best describes this pavement or track?

READ OUT. SINGLE CODE. IF MORE THAN ONE GIVEN, ASK FOR MAIN ONE USED

SINGLE CODE

A roadside pavement in a town, city or village

A roadside track or grass verge in a town, city or village

A roadside pavement in the countryside

A roadside track or grass verge in the countryside

Was walking/running/riding on the road itself

Other

INTERVIEWER NOTE: IF RESPONDENT ASKS:

- BY PAVEMENT WE MEAN A PATH WITH A SURFACE SUCH AS CONCRETE OR TARMAC.

- BY TRACK WE MEAN UNSURFACED E.G. GRAVEL, GRASS, ETC.

Wales Outdoor Recreation Survey

Technical report

Q8 Approximately how far, in miles, did you travel to reach this place? By that I mean the one way journey to the place visited.

IF RESPONDENT IS UNSURE, ASK FOR AN ESTIMATE.

IF ACTIVITY WAS UNDERTAKEN FROM HOME/WORKPLACE/OVERNIGHT ACCOMMODATION WITH NO TRAVEL TO START POINT, TYPE IN 0.

IF PLACE VISITED WAS LESS THAN 1 MILE AWAY, TYPE IN 0.5.

TYPE IN NUMBER

ASK ALL WHO ENTER ≥ 0.5 AT Q8. OTHERS GO TO Q10.

Q9 What was the main mode of transport you used to reach this place on your most recent visit to the outdoors?

DO NOT PROMPT. DO NOT READ OUT. CODE FROM LIST. SINGLE CODE

IF NOT ON LIST CODE AS OTHER AND TYPE IN VERBATIM.

SINGLE CODE

Car/van

Train

Public bus/coach

Coach trip/private coach

Motorcycle/scooter

Bicycle/mountain bike

On foot/walking

On horseback

Boat (sail or motor)

Taxi

Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF A MODE OF TRANSPORT NOT LISTED ABOVE IS GIVEN**

Don't know DO NOT READ OUT

Q10 How long did your visit last altogether – that is from the time you left your home/workplace/overnight accommodation to when you returned?

TYPE IN HOURS AND MINS

Hrs

Mins

Don't know

Q11 Which of the following, if any, best describes who accompanied you when you went or did [INSERT ANSWER FROM Q4C OR Q4A IF Q4B NOT ASKED] on your most recent visit to the outdoors?

READ OUT LIST. CODE FROM LIST. MULTICODE OK. IF NOT ON LIST, CODE AS OTHER AND TYPE IN VERBATIM.

No one, I went on my own. Go to Q14

I went with my family

I went with my friends

I went as part of an organised group

Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

ASK ALL WHO WENT WITH OTHERS AT Q11. OTHERS GO TO Q14.

Wales Outdoor Recreation Survey

Technical report

Q12 And how many people, including yourself, were on this visit?

TYPE IN NUMBER

TYPE IN NUMBER

ASK ALL WHO WENT WITH OTHERS AT Q11. OTHERS GO TO Q14.

Q13 And how many, if any, of these people were aged under 16 years?

TYPE IN NUMBER OF CHILDREN

TYPE IN

Don't know

Q14 Were you accompanied by a dog on your most recent visit to the outdoors?

Yes

No

Don't know

Q15 What reasons, if any, best describe why you made this visit to the outdoors to go [INSERT ANSWER FROM Q4C OR Q4A IF Q4B NOT ASKED]?

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND WRITE IN VERBATIM

To spend time with family

To spend time with friends

To learn something about the outdoors

For fresh air or to enjoy pleasant weather

For health or exercise

For peace and quiet

To relax and unwind

To exercise your dog

To enjoy scenery and wildlife

To entertain children

To challenge myself

To achieve something

To enjoy/participate in my hobby

For pleasure/enjoyment

To get somewhere (e.g. walking to work/shops)

For other reasons **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

Don't know DO NOT READ OUT

Wales Outdoor Recreation Survey

Technical report

PART 5 GENERAL QUESTIONS

ASK ALL WHO HAVE MADE NO VISITS TO THE OUTDOORS IN THE LAST FOUR WEEKS (CODE 21, 'NONE OF THESE' AT Q2)

Q16. For what reasons, if any, have you not made any visits to the outdoors in the last four weeks?

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND WRITE IN VERBATIM.

- Always too busy / lack of time
- No-one to look after matters at home while I am away
- Too difficult with children
- Too difficult with elderly
- Too difficult with disabled
- Bad / poor weather
- Physical disability
- Pregnant
- Old age
- Other health reason
- Lack of information on where to go / Don't know where to go
- Lack of suitable places to go
- Prefer to go to other places
- Prefer to do other leisure activities
- Wouldn't enjoy it
- Prevented or discouraged by land owners / managers
- Nervous or uneasy about what might happen (eg Personal safety, getting lost)
- Not enough money / can't afford it
- No-one to go with
- Don't feel like I fit in / belong / am welcome
- Lack of suitable means of transport / getting there
- Dislike travelling
- Not convenient
- Not interested
- No particular reason
- Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

Don't know – DO NOT READ OUT

ASK ALL WHO HAVE MADE NO VISITS TO THE OUTDOORS IN THE LAST 12 MONTHS (CODE 21, 'NONE OF THESE' AT Q1D)

Q16a. For what reasons, if any, have you not made any visits to the outdoors in the last 12 months?

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND WRITE IN VERBATIM.

- Always too busy / lack of time
- No-one to look after matters at home while I am away
- Too difficult with children
- Too difficult with elderly
- Too difficult with disabled
- Bad / poor weather
- Physical disability
- Pregnant
- Old age
- Other health reason
- Lack of information on where to go / Don't know where to go
- Lack of suitable places to go

Wales Outdoor Recreation Survey

Technical report

Prefer to go to other places
Prefer to do other leisure activities
Wouldn't enjoy it
Prevented or discouraged by land owners / managers
Nervous or uneasy about what might happen (e.g. Personal safety, getting lost)
Not enough money / can't afford it
No-one to go with
Don't feel like I fit in / belong / am welcome
Lack of suitable means of transport / getting there
Dislike travelling
Not convenient
Not interested
No particular reason
Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

Don't know – DO NOT READ OUT

ASK ALL

Q17. Would you like to visit the outdoors more often than you do at the moment?

SINGLE CODE ONLY

SINGLE CODE

Yes
No
Don't know

ASK ALL

Q18. Which activities, if any, would you like to do, or do more often than you do at the moment in the outdoors?

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

Walking
Road cycling
Off-road cycling or mountain biking
Horse riding
Fishing
Rock climbing or caving
Motorised watersports
Other watersports
Swimming outdoors
Snowsports
Field sports (shooting / hunting)
Air sports (hang gliding / ballooning)
Wildlife watching
Running
Sightseeing or visiting an attraction
Off-road driving or motorcycling
Picnicking (as a significant part of the activity)
Visiting children's playgrounds / taking children to play areas outdoors
Informal games (e.g. Frisbee or golf) –**SPECIFY**
Other outdoor activities **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

Don't know – DO NOT READ OUT

Wales Outdoor Recreation Survey

Technical report

Q19 What, if anything, has stopped you from taking part in these activities or doing these activities more often during the last 12 months?

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

Always too busy / lack of time

No-one to look after matters at home while I am away

Too difficult with children

Too difficult with elderly

Too difficult with disabled

Bad / poor weather

Physical disability

Pregnant

Old age

Other health reason

Lack of information on where to go / Don't know where to go

Lack of suitable places to go

Prefer to go to other places

Prefer to do other leisure activities

Wouldn't enjoy it

Prevented or discouraged by land owners / managers

Nervous or uneasy about what might happen (eg Personal safety, getting lost)

Not enough money / can't afford it

No-one to go with

Don't feel like I fit in / belong / am welcome

Lack of suitable means of transport / getting there

Dislike travelling

Not convenient

Not interested

No particular reason

Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

Don't know

Wales Outdoor Recreation Survey

Technical report

IF RESPONDENT MADE NO VISITS TO OUTDOORS IN LAST 12 MONTHS (CODE 21, 'NONE OF THESE' AT Q1D) SKIP TO Q21

Q20 Next, thinking again about the outdoor leisure visits you have taken in the last 12 months, which of the following places, if any, have you visited at least once?

ROTATE ORDER. MULTICODE.

READ OUT LIST. CODE PLACES VISITED IN LAST 12 MONTHS

Woodland or forest

Farmland

Local park

Other local open space

Roadside pavement/track

Hills, mountains or moorland

River, lake or canal

Beach

Sea

Other coastline

Village

Other **SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN**

None of these

ASK ALL

Q21 Thinking now about the future, which types of outdoor places, if any, would you like to visit or visit more often than you do at the moment?

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

Woodland or forest

Farmland

Local park

Other local open space

Roadside pavement/track

Hills, mountains or moorland

River, lake or canal

Beach

Sea

Other coastline

Village

Historic sites (e.g. castles)

Gardens

Other **SPECIFY - PROBE FURTHER AND TRY TO USE EXISTING CODES WHEREVER POSSIBLE. IF REQUIRED READ OPTIONS TO SEE WHICH BEST FITS THE TYPE(S) OF PLACE THE RESPONDENT IS THINKING OF.**

None of these

Wales Outdoor Recreation Survey

Technical report

PART 6 **DEMOGRAPHICS**

I'd like to finish by asking you a few questions about you and your household.

D1. Gender

DO NOT READ OUT. CODE GENDER.

Male

Female

D2. How old are you?

TYPE IN

ENTER YEARS OF AGE

Refused

[ASK D3 IF D2 = REFUSED]

D3. Then can you tell me which age band you fall into?

READ OUT LIST. SINGLE CODE.

SINGLE CODE.

16 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 to 84

85+

Refused

D4. Which of these ethnic groups do you consider you belong to?

READ OUT. SINGLE CODE

SINGLE CODE.

White

Mixed

Asian, Asian Welsh or Asian British

Black, Black Welsh or Black British

Chinese or other ethnic group

Refused

IF 1 (WHITE) ASK:

And which of these ethnic groups do you consider you belong to?

IF RESPONDENTS SAYS 'ENGLAND OR ENGLISH', 'SCOTLAND OR SCOTTISH' OR ANY PART OF THESE COUNTRIES E.G. CORNWALL, BRISTOL ETC, CODE AS 'OTHER BRITISH'.

IF RESPONDENT SAYS 'WALES OR WELSH, CODE AS WHITE – WELSH.

Welsh

Other British

Irish

Any other white background – specify

Wales Outdoor Recreation Survey

Technical report

IF 2 (MIXED) ASK:

And which of these ethnic groups do you consider you belong to?

White and Black Caribbean

White and Black African

White and Asian

Any Other Mixed background – **SPECIFY**

IF 3 (ASIAN, ASIAN WELSH OR ASIAN BRITISH) ASK:

And which of these ethnic groups do you consider you belong to?

Indian

Pakistani

Bangladeshi

Any other Asian background – **SPECIFY**

IF 4 (BLACK, BLACK WELSH OR BLACK BRITISH) ASK:

And which of these ethnic groups do you consider you belong to?

Caribbean

African

Any other Black background – **SPECIFY**

IF 5 (CHINESE OR OTHER ETHNIC GROUP) ASK:

And which of these ethnic groups do you consider you belong to?

Chinese

Any other ethnic group – **SPECIFY**

D5. What is the highest qualification you have obtained up to now?

DO NOT READ OUT. USE EXAMPLES TO CODE INTO APPROPRIATE CATEGORY. PROBE FOR AS MUCH DETAIL

SINGLE CODE.

Not yet finished school – no qualifications

Never went to school

Higher Education & professional/vocational equivalents

Degree or Degree equivalent, and above

Higher degree and postgraduate qualifications

First degree (including B.Ed.)

Postgraduate Diplomas and Certificates (including PGCE)

Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor

NVQ or SVQ level 4 or 5

Other Higher Education below degree level

Diplomas in higher education & other higher education qualifications

HNC, HND, Higher level BTEC

Teaching qualifications for schools or further education (below Degree level standard)

Nursing, or other medical qualifications not covered above (below Degree level standard)

RSA higher diploma

Wales Outdoor Recreation Survey

Technical report

A levels, vocational level 3 & equivalents

A level or equivalent
AS level
SCE Higher, Scottish Certificate Sixth Year Studies or equivalent
NVQ or SVQ level 3
GNVQ Advanced or GSVQ level 3
OND, ONC, BTEC National, SCOTVEC National Certificate
City & Guilds advanced craft, Part III (& other names)
RSA advanced diploma

Trade Apprenticeships

GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents

NVQ or SVQ level 2, GNVQ intermediate or GSVQ level 2
RSA Diploma, City & Guilds Craft or Part II (& other names)
BTEC, SCOTVEC first or general diploma
Et level or GCSE grade A-C, SCE Standard or Ordinary grades 1-3

GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below

NVQ or SVQ level 1, GNVQ Foundation level, GSVQ level 1
GCSE or O level below grade C, SCE Standard or Ordinary below grade 3
CSE below grade 1, BTEC, SCOTVEC first or general certificate
SCOTVEC modules, RSA Stage I, II, or III, City and Guilds part 1 Junior certificate

Other qualifications – **SPECIFY**
Other vocational or professional or foreign qualifications
No qualifications

D6. Is there a car or van normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or members of household

Yes
No

ASK IF D6 = 1

D7. Is there a bicycle normally available for use by you?

SINGLE CODE
SINGLE CODE
Yes
No

D8. Do you, or another member of your household currently own or care for a dog?

SINGLE CODE
SINGLE CODE
Yes
No

Wales Outdoor Recreation Survey

Technical report

D9. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

Yes
No

ASK D10 IF D9 = YES

D10. Does this illness or disability limit your activities in any way?

Yes
No

ASK ALL

D11. Do you care for, or help to care for, a relative or friend who has a long term limiting illness or disability, including problems due to old age?

SINGLE CODE

SINGLE CODE

Yes
No

D12. Do you have any children under the age of 16, for whose care and/or support you are responsible?

SINGLE CODE

SINGLE CODE

Yes
No

D13. What is your current working status?

DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED

SINGLE CODE MAIN STATUS

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education
9. Student – in part-time education
10. Other
11. Refused

IF D13 = 4. NS-SEC CODE = L14

IF D13 = 8. NS-SEC CODE = L15

IF D13 = REF. NS-SEC CODE = L17

ASK IF D13 = 6, 7, 9

D14a. Have you ever worked?

Yes
No

Wales Outdoor Recreation Survey

Technical report

IF D14A = 2. NS-SEC CODE = L14

OCCUPATION OF RESPONDENT

ASK ABOUT CURRENT JOB IF WORKING FULL/PART-TIME OR PREVIOUS JOB IF NOT WORKING BUT HAVE HAD A JOB (INCLUDING RETIRED)

D15A. What does [did] the firm/organisation you work [worked] for mainly make or do (at the place where you work [worked])?

DESCRIBE FULLY – PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC

D15B. What is [was] your (main) job?

D15C. What do [did] you mainly do in your job?

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

D15D. Are [were] you working as an employee or are you self-employed?

SINGLE CODE. NB THIS IS BASED ON RESPONDENT'S OWN ASSESSMENT OF THEIR EMPLOYMENT STATUES IN THEIR MAIN JOB

SINGLE CODE ONLY

NB this is based on respondents' own assessment of their employment status in their main job

Employee **ASK D15E**

Self-employed **GO TO D15F**

ASK ALL WHO SAY EMPLOYEE (CODE 1) AT QD15D

D15E. In your job do [did] you have any formal responsibility for supervising the work of other employees?

SINGLE CODE ONLY. NB DO NOT INCLUDE SUPERVISORS OF CHILDREN (E.G. TEACHERS, NANNIES OR CHILDMINDERS), ANIMALS OR PEOPLE WHO SUPERVISE SECURITY OF BUILDINGS ONLY (E.G. CARETAKERS OR SECURITY GUARDS)

SINGLE CODE ONLY

Yes

No

ASK ALL WHO SAY SELF-EMPLOYED (CODE 2) AT QD15D

D15F. Aere [were] you working on your own or do [did] you have employees?

On own/with partner(s), but no employees

With employees

ASK ALL

D16. Are you the CHIEF INCOME EARNER, that is the person with the highest income, whether from employment, self-employment, a pension or government benefits?

Yes

No

Don't know

Refused

Wales Outdoor Recreation Survey

Technical report

D17. We want to know if income affects people's ability to participate in various leisure activities. Is your total household income, that is income from all sources, before tax and other deductions above or below £26,000?

IF RESPONDENT SAYS HIGHER, ASK WHETHER INCOME IS ABOVE OR BELOW £42,000 THEN READ OUT REMAINING POSSIBLE INCOME BANDS.

IF RESPONDENT SAYS LOWER, THEN ASKED WHETHER INCOME IS ABOVE OR BELOW £15,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS.

SINGLE CODE

Up to £5,199

£5,200 to £10,399

£10,400 to £15,599

£15,600 to £20,799

£20,800 to £25,999

£26,000 to £31,199

£31,200 to £36,399

£36,400 to £41,999

£42,000 to £45,999

£46,000 to £49,999

£50,000 to £79,999

£80,000 to £99,999

£100,000 or more

Refused

Don't know

PART 7 RECONTACT QUESTIONS

RC1. Would you be willing to be re-contacted by telephone at some point in the future, regarding your visits to the outdoors, by the Countryside Council for Wales, the Forestry Commission or a research company working on their behalf?

Yes

No

ASK RC2 IF RC1 = YES

RC2. Can I please ask for your name?

TYPE IN NAME

ENTER NAME

Thank you on behalf of TNS Research International, the Countryside Council for Wales and Forestry Commission Wales. If you have any queries about the survey please call Duncan Stewart or Vicky Wilson at TNS Research International. I can also give you the Market Research Society number – they can provide confirmation that we are a genuine market research company.

Wales Outdoor Recreation Survey

Technical report

Appendix 2 - Weighting targets

SPA	Unweighted count	%	Weighting target	%
Central Wales	480	7.53%	184982	7.52%
Central Wales North East Wales	98	1.54%	34060.01	1.39%
Central Wales North East Wales North West Wales	57	0.89%	11221	0.46%
Central Wales North West Wales	130	2.04%	28480	1.16%
Central Wales Pembroke Haven	187	2.93%	22734	0.92%
Central Wales Pembroke Haven Swansea Bay	112	1.76%	15352	0.62%
Central Wales Swansea Bay	37	0.58%	16144	0.66%
North East Wales	587	9.21%	279945	11.39%
North East Wales North West Wales	359	5.63%	83748	3.41%
North West Wales	554	8.69%	128845	5.24%
Pembroke Haven	783	12.28%	89735.01	3.65%
South East Wales	2129	33.40%	1124536	45.74%
South East Wales Swansea Bay	86	1.35%	42398	1.72%
Swansea Bay	776	12.17%	396261	16.12%
Grand Total	6375	100.00%	2458441	100.00%

Quarter	Unweighted count	%	Weighting target	%
Q1	1515	23.76%	614610	25%
Q2	1502	23.56%	614610	25%
Q3	1644	25.79%	614610	25%
Q4	1714	26.89%	614610	25%
Grand Total	6375	100.00%	2458441	100.00%

Age x gender	Unweighted count	%	Weighting target	%
Male				
16 to 24	136	2.13%	193496	7.87%
25 to 34	206	3.23%	170292	6.93%
35 to 44	359	5.63%	188093	7.65%
45 to 54	488	7.65%	199637	8.12%
55 to 64	616	9.66%	190806	7.76%
65 to 74	509	7.98%	142120	5.78%
75 to 84	256	4.02%	80425	3.27%
85+	46	0.72%	24839	1.01%
Male total	2616	41.04%	1189708	48.39%

Wales Outdoor Recreation Survey

Technical report

Female				
16 to 24	132	2.07%	181696	7.39%
25 to 34	248	3.89%	169165	6.88%
35 to 44	538	8.44%	199499	8.11%
45 to 54	682	10.70%	209520	8.52%
55 to 64	916	14.37%	198122	8.06%
65 to 74	788	12.36%	153358	6.24%
75 to 84	375	5.88%	105706	4.30%
85+	80	1.25%	51667	2.10%
Female total	3759	58.96%	1268733	51.61%
Grand Total	6375	100.00%	2458441	100%

Working Status	Unweighted count	%	Weighting target	%
Working	3166	49.66%	1271648	51.73%
Not Working	3209	50.34%	1186793	48.27%
Grand Total	6375	100.00%	2458441	100.00%

NSSEC	Unweighted count	%	Weighting target	%
Employers/Higher managerial/higher professional	794	12.45%	204974	8.34%
Lower professional/managerial and higher technical/supervisory	1655	25.96%	557030	22.66%
Intermediate occupations	1117	17.52%	278105	11.31%
Employers in small organisations/own account workers	505	7.92%	244984	9.97%
Lower supervisory/technical occupations	365	5.73%	270119	10.99%
Semi-routine occupations	1199	18.81%	425070	17.29%
Routine occupations	575	9.02%	345342	14.05%
Never worked and long-term unemployed	165	2.59%	132817	5.40%
Grand Total	6375	100.00%	2458441	100.00%