



Comisiwn Coedwigaeth Cymru
Forestry Commission Wales

First Release: Headline Results



Cyngor Cefn Gwlad Cymru
Countryside Council for Wales

Welsh Outdoor Recreation Survey 2008

17 September 2009

This publication contains a summary of findings for the 2008 Welsh Outdoor Recreation Survey commissioned jointly by Countryside Council for Wales and Forestry Commission Wales.

The findings represent the responses of residents of Wales on:

- Their use of the outdoors
- Places visited, including woodlands
- Motivations for using the outdoors
- Barriers to visiting the outdoors
- The 'latent demand' for outdoor recreation.

A total of 6,045 telephone interviews were carried out by Ipsos MORI between January 2008 and January 2009 with people living in Wales, stratified by the 6 Spatial Plan areas. Initial headline results are presented below.

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Section A: Respondent Information

Results presented in this section should be interpreted as the proportion of the population, as data collected through the survey have been weighted to be representative of the Welsh population.

1. Visits to the Outdoors

- The majority of adults (94%) resident in Wales had visited the outdoors at least once in the last 12 months, based on a very broad definition of places and activities. This varied between the summer and winter months, with 97% stating that they visited the outdoors at least once between the months of April and September, falling to 93% between October and March.
- There was seasonal variation in the frequency of visits with nearly seven out of ten (69%) visiting the outdoors more than once a week during the summer months, dropping to only half (51%) over the winter.
- The proportion visiting declined when asked about the previous four weeks, with almost nine out of ten (86%) visiting the outdoors during this time. The mean number of visits undertaken by all who had made a visit in the last four weeks was 18.

2. Activities Undertaken

- Of the 94% who undertook activity in the outdoors, those over 75 were more likely not to have undertaken any of the activities (23% of this age group) as were those with a disability (15%) and those with no qualifications (16%), compared with 6% overall. The most commonly undertaken activities in the last 12 months were: walking (86% of the population of Wales); sightseeing (71%); picnicking (46%); and visiting playgrounds (43%).
- Gender and age had a significant effect on the type of activity undertaken in the last four weeks. Women were more likely than men to visit playgrounds (36% compared with 25%), whilst men were more likely than women to go road cycling (16% compared with 6%) and running (22% compared with 13%). Older people (55-74) were more likely to go wildlife watching (31% compared with an average of 23%) whilst young people (16-24) were more likely to go running (47% compared with an average of 17%).
- The mean number of types of activities participated in over four weeks was 2.8. Younger people undertook a higher number of different activities, with those aged 16-24 doing an average of 3.3 different activities in four weeks, whilst over 75s only took part in 1.5 activities.

3. Barriers to Participation

- The main barriers cited by those who had not participated in any activity in the last 12 months were: physical disability (31% of non-participants), other health reason (24%), and old age (22%).
- Those who had not participated in any activity in the last four weeks cited different barriers: bad weather (34%), too busy / lack of time (29%), other health reason (19%).

4. Latent Demand

- More than half (60%) stated that they would like to visit the outdoors more often than they currently do. Those aged 25-34 are almost twice as likely to say that they would like to visit more often (73%) compared with over 75s (40%). Around two thirds (68%) of those who are in work would like to visit the outdoors more often, compared with only half (51%) of those who are not working, whilst 71% of those on a higher income (£50,000 - £79,999) stated that they would like to visit more often, compared with only 57% of those on a low income (up to £15,999).
- A third (34%) would like to do more walking, and the next most commonly cited activities that people would like to do more often were sightseeing (8%); road cycling (7%), off-road cycling (7%), swimming outdoors (5%) and non-motorised watersports (5%). Those aged 35 to 74 were most likely to want to do more walking (38%) and those 55 to 74 were most likely to want to do more sightseeing (9%). Although a smaller proportion of young people (aged 16-24) were likely to want to do more walking (23%), this was the top choice of activity for this age group followed by off-road and road cycling (13% and 12%) and non-motorised watersports (12%).

Section B: Visit Information

Respondents were asked for detailed information on their most recent visit to the outdoors. Data drawn from these questions have been weighted by the number of visits made by the respondent in the last 4 weeks. Results from the following section should be interpreted as the proportion of visits rather than the proportion of the population, thus providing a representative view of trips to the outdoors.

1. Activities

- The types of activity most often undertaken on visits to the outdoors were a short walk (undertaken on 35% of visits), dog walking (31%); long walks (28%); and hill walking (14%). The next most commonly undertaken activities were visiting playgrounds (11%), wildlife watching (11%), and sightseeing (10%). Other activities were: running (6%), informal games (5%), picnicking (4%), road and off-road cycling (each 3%), and horse riding (3%). Other activities were undertaken on less than 3% of visits.

2. Places Visited

- The main type of place visited was most often the local park (15%), followed by woodlands or forests (14%), roadside pavements (12%) and hills / moorland (11%). Less than one in 10 visits (8%) were to farmland, rivers / lakes / canals, and local open space. Beaches (7%) and other coastline (6%) were visited less often, whilst the sea (2%) was the least mentioned.

3. Travel

- Nearly half of the visits to the outdoors (43%) involved travel of less than a mile, whilst three quarters of visits involved travelling less than 5 miles (73%). The median distance travelled was 0.94 miles.
- On just under half of visits (46%), travel was by foot, whilst a similar number of visits (44%) involved travel by car or van. It was far less common for visits to be made by public bus (3%), bicycle (3%), or train (1%).

4. Duration of Activity

- On the majority of visits (76%), people spent two hours or less doing their main activity. On nearly half of visits (51%), people only spent one hour or less doing their activity. The median duration for activity is 1 hour.

5. Party Composition

- Two fifths of visits (39%) were taken alone, whilst on nearly a third of visits (30%) there was a group of two people. Just less than a third of visits (32%) involved groups of three or more people. The majority of visits (60%) did not include children under 16 in the group.
- On most visits, the respondent either went with their family (41%) or on their own (39%). Fewer visits involved respondents being accompanied by friends (21%). Only rarely (4%) did visits comprise of people being part of an organised group.
- On the majority of visits (62%) the respondent did not have a dog with them. Of those visits where the respondent was accompanied by a dog, the trip was most likely to be to woodland or forest (60%).

6. Motivation

- The most common reasons stated as the motivation for undertaking a visit were:
 - 'for health or exercise' (36% of visits)
 - 'to exercise my dog' (26%)
 - 'for fresh air / enjoy pleasant weather' (22%)
 - 'to participate in my hobby' (20%).
- Reasons cited less often were:
 - 'to enjoy scenery and wildlife' (9% of visits)
 - 'to entertain children' (8%)
 - 'to relax and unwind' (7%)
 - 'for peace and quiet' (2%)
 - 'to learn something about the outdoors' (2%).

Background

This release presents a summary of the initial headline results from the Welsh Outdoor Recreation Survey 2008 which was undertaken between 21st January 2008 and 20th January 2009. This is the first survey of outdoor recreation undertaken of residents in Wales. The Countryside Council for Wales and Forestry Commission Wales plan to repeat this survey every three years.

Data Collection

A total of 6045 telephone interviews were carried out between January 2008 and January 2009 with adults aged 16+ living in Wales. Interviews lasted an average of 13 minutes and were conducted on all days of the week (including weekends) and at different times of the day and month. The sample was stratified by Spatial Plan Area with at least 1000 interviews in each of Wales' six Spatial Planning Areas (SPAs).

To achieve a random sample, households were selected by Random Digital Dialling (RDD) and the Computer Assisted Telephoning Interviewing (CATI) system was used to randomly select individual respondents if there was more than one adult in the household at the time.

Data Tables and Weighting

Tables presenting the full findings from the survey are available in pdf format along with this release.

www.ccw.gov.uk

<http://www.forestry.gov.uk/forestry/INFD-7VQEPA>

Results from questions 1 to 3 and questions 16 to 19 of the tables are weighted to the demographic characteristics of Wales to provide results representative of the Welsh population (section A of the release).

Results from questions 4 to 15 of the tables are based on information provided on respondents' most recent trip to the outdoors. Information collected from these questions has been weighted by the number of visits made in the last 4 weeks to provide information on the characteristics of visits to the outdoors made by the Welsh population (section B of the release).

Official Statistics

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