



Comisiwn Coedwigaeth Cymru
Forestry Commission Wales

PUBLIC OPINION OF FORESTRY 2003: WALES

Results of the 2003 Welsh Survey of Public
Opinion of Forestry, carried out on behalf of the
Forestry Commission

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Executive Summary

The 2003 survey

The Forestry Commission has conducted similar biennial surveys of public attitudes to forestry and forestry-related issues since 1995. In the initial surveys a representative sample of 2,000 adults across Great Britain was surveyed. In 2003 the scope of the survey has been substantially increased with the use of three separate surveys:

- A representative sample of 4,120 adults across the UK
- A representative sample of 1,000 adults across Scotland
- A representative sample of 1,000 adults across Wales

This report gives results of the survey in Wales and compares with the UK survey. It also highlights any differences in opinion amongst adults in Wales by geographic region and socio-demographic variables (e.g. gender and age). Questions asked in the UK survey but not in the Welsh survey are summarised in Appendix 2.

Forests, woodlands and trees in the media

43% of adults in Wales had seen or read about forests, woodlands and trees in the last 12 months on the television, radio or in the newspapers. Topics most widely recognised include 'birds and other animals in woodlands', 'tree planting' and 'public rights of access to woodland'.

10% of respondents were aware of the 'Heritage Trees' promotion, and 3% were aware of 'Autumn Colours'.

Welsh forest management

86% of adults in Wales selected at least one public benefit as a good reason to support forestry with public money. The top reasons to support forestry were to provide places for wildlife to live, to provide places to visit and walk in, and to help prevent the greenhouse effect and global warming.

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

Changes to woodland

10% of adults in Wales perceive that the area of woodland in Wales has increased over the last 20 years, 47% think it has decreased, and 18% that it has stayed about the same.

59% of adults would like more woodland in Wales. 25% would like neither more nor less.

If conifer plantations are to be clear-felled many respondents favoured replanting the land with a mixture of broadleaved species (44%). If methods other than clear-felling are used in future adults in Wales considered that 'a wider range of tree species', 'a

better woodland habitat for wildlife', and trees which are native to Wales are important.

Wood products

If a label indicated that a wood product was made using Welsh timber, then 31% of adults in Wales would be more likely to buy it than another similar product

Forestry Commission and other organisations

86% of adults in Wales had heard of the National Trust, 74% had heard of the Forestry Commission, 58% were aware of the Welsh Development Agency and 55% the Environment Agency.

Woodland recreation

62% of adults in Wales have visited a woodland or forest in the last few years. 65% of these have visited woodlands in the countryside, 11% have visited woodlands in and around towns and 24% have visited both.

Adults in Wales stated that attractive scenery (46%), peace and quiet (44%) and woodlands being in close/ easy reach (43%) are important factors when choosing to visit a woodland.

1. Introduction

Background

Forestry is now a devolved issue; England¹, Scotland², and Wales³ each have their own government strategy for forestry. Each country's strategy has a different focus and therefore there is a requirement for information tailored to each country's needs in addition to the continuing requirement for UK-wide information.

The Forestry Commission has conducted similar biennial surveys of public attitudes to forestry and forestry-related issues since 1995. In the initial surveys, a representative sample of 2,000 adults across Great Britain (GB) was surveyed. In 2001, with interest in country-level results (England, Scotland and Wales) within GB, a restricted set of questions was asked of a representative sample of 1,000 adults across Scotland and 1,000 adults across Wales, to gather information on some important issues.

In order to balance the increased interest in country-level and regional information with the requirement for continued high-quality coherent information for the UK as a whole, the scope of the survey has been substantially increased in 2003 with the use of 3 separate surveys.

- A representative sample of 4,120 adults across the UK
- A representative sample of 1,000 adults across Scotland
- A representative sample of 1,000 adults across Wales

A 'core' set of questions was asked in all 3 surveys, other questions were survey-specific.

This report

This report gives results of the survey in Wales and compares with the UK survey (which is published in a separate report). It also highlights any differences in opinion amongst adults in Wales by geographic region and socio-demographic variables (e.g. gender and age). Questions asked in the UK survey but not in the Welsh survey are summarised in Appendix 2.

In order to show a breakdown by geographic region, Wales has been divided into five regions by grouping unitary authorities; 'North', 'Mid/ West', 'West South', 'The Valleys', and 'Cardiff & South East Wales'. We also refer to 'social class' in socio-demographic comparisons. The population is divided into 2 groups; ABC1, where the chief income earner in the household is a non-manual worker and C2DE, where the chief income earner in the household is a manual worker or is unemployed. Further details of these and other breakdowns are given in Appendix 1.

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

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

² Forests for Scotland – The Scottish forestry strategy, Forestry Commission, Edinburgh, 2000

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

Survey design

The Wales information presented in this report is taken from the Beaufort Research Omnibus survey carried out from 5th – 8th March 2003 on behalf of the Forestry Commission. The survey was based on a representative sample of 1,000 adults (aged 16 or over) across Wales. They were selected from 68 sampling points throughout Wales. More details of the sample method are given in Appendix 3.

The UK information presented in this report is taken from the RSGB General Omnibus survey carried out from 26th February – 9th March 2003 by Taylor Nelson Sofres. The UK survey was based on a representative sample of 4,120 adults (aged 16 or over) across the UK. Further details of the UK sample method are given in Appendix 4. Around 5% of these interviews (200) were conducted in Wales.

All results are subject to the effects of chance in sampling, so a range of uncertainty (confidence interval) should be associated with any result from the survey. The confidence intervals take into account the effect of clustering, weighting and stratification in the survey design (see Appendix 3 and Appendix 4).

- For questions asked to the whole Wales sample of 1,000, the range of uncertainty around any figure should be no more than +/-4.6%.
- For responses of subgroups the range of uncertainty is higher (e.g. for males (465) and females (537) the range of uncertainty is no more than +/- 6.6%. However, for non Welsh speakers (726) the range is +/-5.4% and for Welsh speakers (276) it is +/-9.3%).
- For questions asked of the whole UK sample of 4,120, the range of uncertainty around any figure should be no more than +/-2.3%.
- Differences of more than 5.2% between the Wales and UK surveys are statistically significant.

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

We have also used a multivariate regression model to look at the relationship between responses and socio-demographic information (e.g. gender, age) or geographic region. The model identifies variables which are statistically significant (i.e. they result in more than chance variation). Further details of the variables used in the regression modelling are given in Appendix 1.

2. Forests, woodlands and trees in the media

2.1 Forests, woodlands and trees in the media

Respondents were asked whether they had seen or read about UK forests, woods or trees on the television, radio or in the newspapers in the last twelve months. 43% of adults in Wales recalled seeing or reading about at least one topic (Table 1). Welsh respondents had mostly heard about ‘birds and other animals in the woodlands’, ‘tree planting’ and ‘public rights of access to woodland’. Recognition of topics was similar in the Welsh and UK surveys.

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

	Wales	UK
Birds and other animals in woodlands	21	22
Tree planting	21	22
Public rights of access to woodland	20	19
Protests about roads or other developments on woodland	17	21
Forest and woodlands as places to visit	16	19
Flowers and other plants in woodland	15	15
Loss of ancient or native woodland	10	15
Restoration of ancient or native woodland	9	12
Creation of new native woodlands	7	11
Tree pests and diseases	7	9
Selling public woodlands	7	9
Community woodlands / new local woodlands	6	10
Wood for fuel / (short rotation coppice)	5	8
Labelling / certification of wood products	4	7
Timber transport	4	6
‘Woodlands for Wales’ strategy	4	N/A

Recalling at least one topic	43	48

Base: Wales (1,000), UK (4,120)

Regional comparisons

Table 2 lists the ‘top 6’ most recognised topics and details the breakdown by region. Respondents from North Wales were more likely to have recalled at least one topic than those from the other regions (65% of those from North Wales recalled at least one topic compared with 33%-40% in other regions).

Respondents from North Wales were more likely to have seen or read about each of the topics in Table 2 than those from other regions. Those living in The Valleys were less likely to have recalled protests about roads or other developments on woodland.

Table 2 Whether respondent has seen or read about UK forests, woods or trees in the last 12 months, by region

	North Wales	Mid West Wales	West South Wales	The Valleys	Cardiff & S.E. Wales	Wales
Birds and other animals in woodlands	37	21	14	17	13	21
Tree planting	39	22	18	12	14	21
Public rights of access to woodland	30	24	17	12	16	20
Protests about roads or other developments on woodlands	30	20	11	6	15	17
Forest and woodlands as places to visit	27	16	10	10	13	16
Flowers and other plants in woodland	27	13	10	11	10	15
Recalling at least one topic	65	40	37	34	33	43

Base: Wales (1,000)

Socio-demographic comparisons

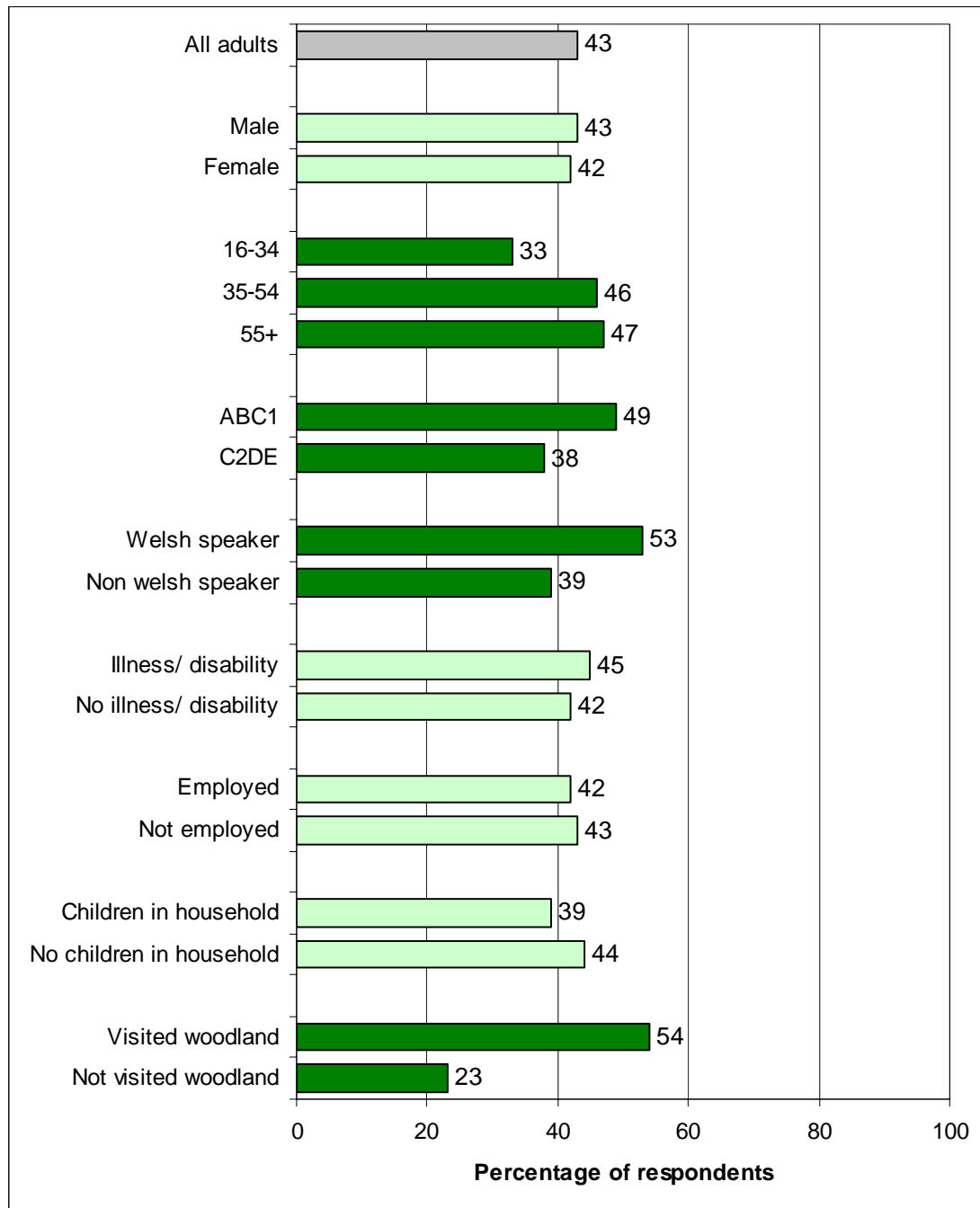
Adults in Wales who are aged 35 or over, in social class ABC1, Welsh speakers or who have visited a woodland in the last few years are more likely to have recalled at least one of the topics listed (Figure 1).

When considering each topic individually, older respondents were more likely to have recalled 10 of the 16 (e.g. 11% of 16-34 year olds, 24% of those aged 35-54 and 25% of those 55+ had seen or read about public rights of access to woodlands).

Adults in social class ABC1 were more likely to have recalled hearing about public rights of access to woodlands (26% of ABC1s and 16% of C2DEs), as well as forests and woodlands as places to visit (20% of ABC1s compared with 13% of C2DEs).

Welsh speakers were more likely to have recalled tree planting (30% of Welsh speakers compared with 18% of non-Welsh speakers) and public rights of access to woodland (27% and 18% respectively).

Figure 1: Proportion of adults who have seen or read about at least one topic, by socio-demographic variables



Base: Wales (1,000)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

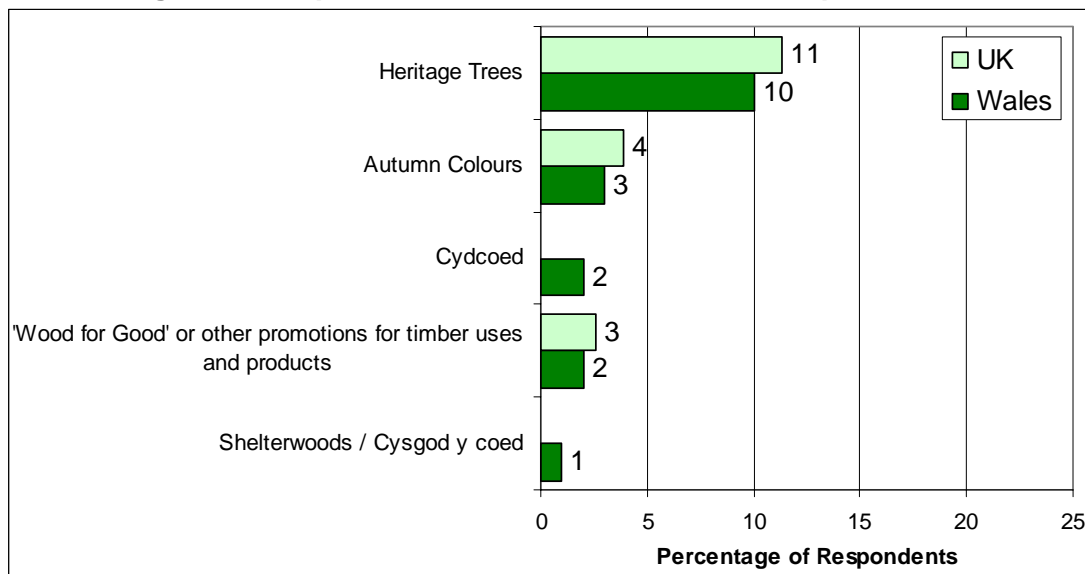
Adults in Wales who had visited a woodland in the last few years were more likely to have seen or read about each of the 16 topics listed (e.g. 29% of adults who have visited woodland and 8% of those who have not visited woodland, have seen or read about birds or other animals in woodlands).

2.2 Promotions of forests, woodlands, trees and wood products

A number of promotions, in Wales and throughout the UK, are aimed at enhancing public understanding and awareness of woodlands, wood products and related issues. A further media-related question asked respondents about their awareness of five such promotions. Although 86% of respondents hadn't heard of any of the promotions listed, Figure 2 shows that a tenth of adults in Wales had heard of 'Heritage Trees'. The other promotions were less well known.

Awareness of Heritage Trees, Autumn Colours and Wood for Good were similar in the Welsh and UK surveys.

Figure 2: Proportion of adults who have heard of promotions

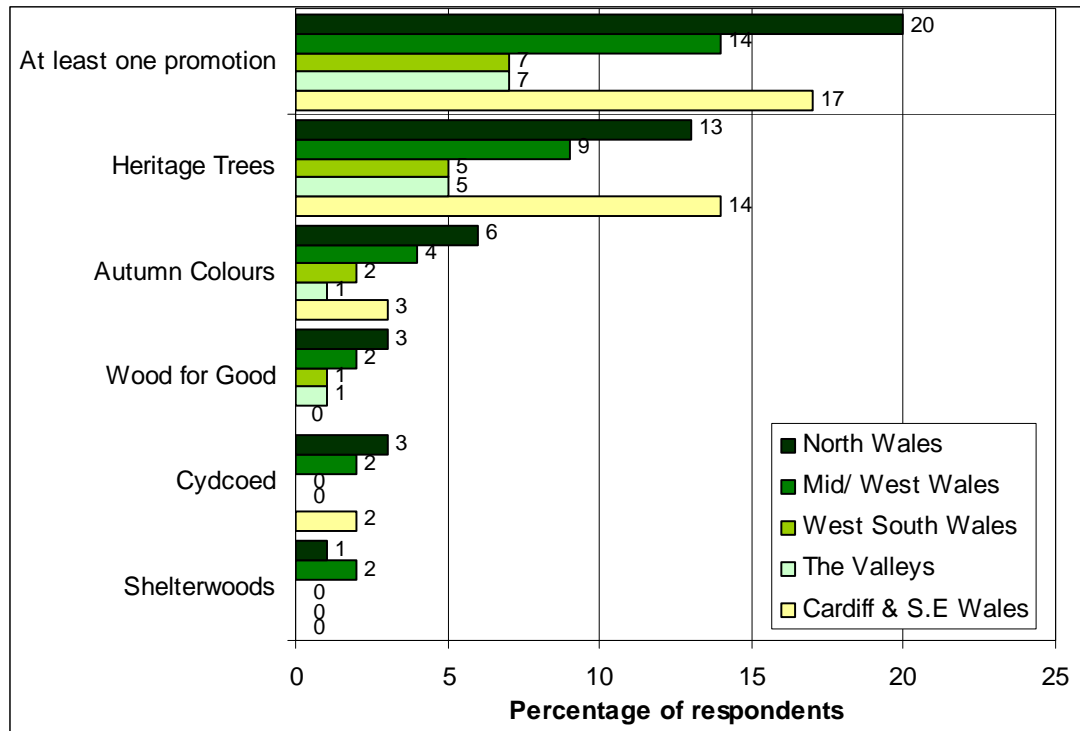


Base: Wales (1,000), UK (4,120)

Regional comparisons

Respondents from West South Wales and The Valleys were less likely than those from other regions to have heard of at least one promotion (Figure 3). Respondents from North Wales and Cardiff and South East Wales were more likely to have heard of Heritage Trees. More adults in North Wales had heard of Autumn Colours than those in other regions.

Figure 3: Proportion of adults who have heard of promotions, by region



Base: Wales (1,000)

Socio-demographic comparisons

Those who had visited woodland (18% visited compared with 7% not visited) and those with a disability or long term illness (17% with disability/illness compared with 13% those without) were more likely to be aware of at least one of the promotions.

3. Welsh forest management

3.1 Benefits of forestry

The National Assembly for Wales funds forestry in many ways. Respondents were asked to select (from a list of possible public benefits) good reasons to support Welsh forestry with public money. 86% of respondents selected at least one benefit.

The top reasons to support forestry in Wales (Table 3) were 'to provide places for wildlife to live' (57% of respondents) and 'to provide places to visit and walk in' (53%).

The top reasons to support forestry were the same in both the Wales and UK surveys.

Table 3: Whether respondent believes public benefits are good reasons to support forestry with public money

	Wales	UK
To provide places for wildlife to live	57	72
To provide places to visit and walk in	53	62
To help prevent the 'greenhouse effect' and global warming	48	57
To improve the countryside landscape	43	58
To support the economy in rural areas	43	46
To help rural tourism	39	42
To create pleasant settings for developments around towns	26	41
To make woods more accessible to all in the community	26	40
To restore former industrial land	24	35
So Wales (the UK) can buy less wood products from abroad	24	33
To provide places to cycle or ride horses	23	40
To provide wood as a renewable fuel	20	32
To provide timber for sawmills and wood processing	18	28
At least one reason given	86	90

Base: Wales (1,000), UK (4,120)

NOTE: UK survey asked about UK forestry rather than Welsh forestry

Regional comparisons

Table 4 gives a regional breakdown of the 'top 6' benefits supported by adults in Wales. Overall, support for public spending on forestry was highest in North Wales (97% selected at least one reason), with significantly less support from respondents in West South Wales, The Valleys and Mid/ West Wales (72%, 83% and 84% respectively selected at least one reason).

Support for spending public money on forestry to provide places for wildlife to live was higher in North Wales (76%) than in West South Wales, The Valleys and Mid/

West Wales (40%, 45% and 53% respectively). Support for forestry to provide places to visit and walk in was significantly higher in Cardiff and South-East Wales (60%) than in West South Wales (40%).

Respondents from West South Wales were less likely than those from the other regions to support the remaining four topics in Table 4. Adults from The Valleys and Mid/ West Wales were also less likely to support forestry 'to prevent the greenhouse effect and global warming' than those in the North and Cardiff and South-East Wales.

Table 4: Whether respondent believes public benefits are good reasons to support forestry with public money, by region

	North Wales	Mid/ West Wales	West South Wales	The Valleys	Cardiff & S.E. Wales	Wales
To provide places for wildlife to live	76	53	40	45	62	57
To provide places to visit and walk in	57	53	40	48	60	53
To help prevent the 'greenhouse effect' and global warming	67	44	35	30	54	48
To improve the countryside landscape	51	46	26	40	48	43
To support the economy in rural areas	51	52	23	44	42	43
To help rural tourism	43	47	27	35	43	39
At least one reason given	97	84	72	83	90	86

Base: Wales (1,000)

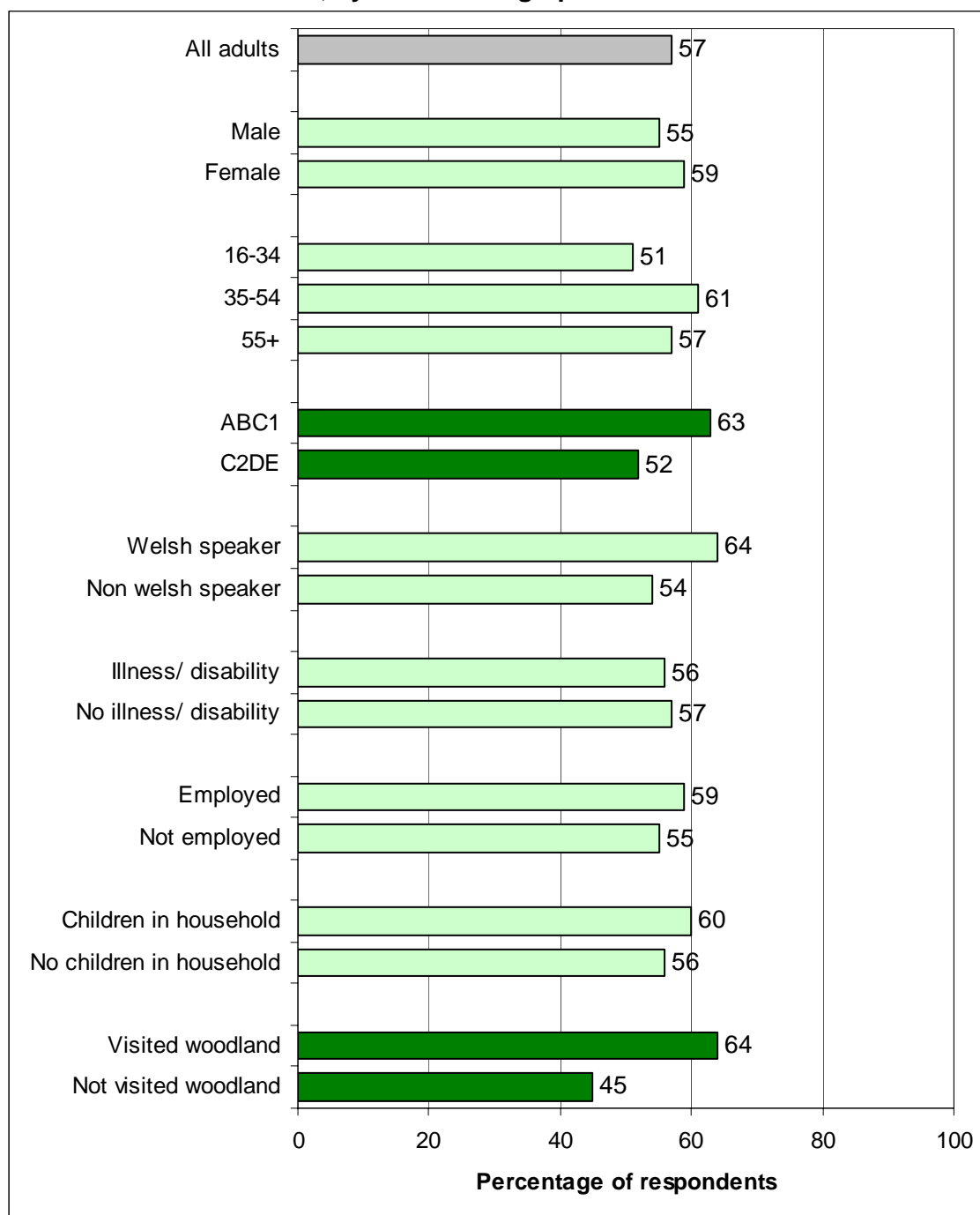
Socio-demographic comparisons

Figure 4 considers differences in the top reason for supporting forestry, providing places for wildlife to live. Those from social class ABC1 and those who had visited woodland in the last few years were more likely to think this a good reason.

Of the other reasons listed in Table 4, males were more likely than females to perceive the following as good reasons to support forestry; to help rural tourism (45% male, 34% female), to help prevent the greenhouse effect and global warming (53% male, 44% female) and to support the economy in rural areas (47% male, 40% female).

Respondents aged 35-54 were significantly more likely than those aged 16-34 to consider 'improving the countryside landscape' a good reason to support forestry with public money (52% of 35-54 year olds and 35% of those aged 16-34). The pattern is similar for supporting the economy in rural areas, helping rural tourism and helping to prevent the greenhouse effect.

Figure 4: Support for public spending on forestry to provide places for wildlife to live, by socio-demographic variables



Base: Wales (1,000)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

When considering each reason individually, adults in social class ABC1 were more likely to support 11 of the 13 than those in social class C2DE (e.g. 48% of ABC1s supported helping rural tourism and 33% of C2DEs).

Welsh speaking respondents were significantly more likely than non-Welsh speakers to agree that good reasons to support forestry were to help rural tourism (47% and 36% respectively) and so that Wales can buy less wood products from abroad (29% and 22% respectively).

Welsh adults in employment were more likely than those who were not employed to support the following reasons; to support the economy in rural areas (49% and 39% respectively), to provide timber for sawmills and wood processing (21% and 15% respectively), and so that Wales can buy fewer wood products from abroad (28% and 21% respectively).

Respondents with children in their household were more likely than those without children to think that improving the countryside landscape (46% and 41% respectively) and preventing the greenhouse effect and global warming (50% and 47% respectively) were good reasons for supporting forestry with public money.

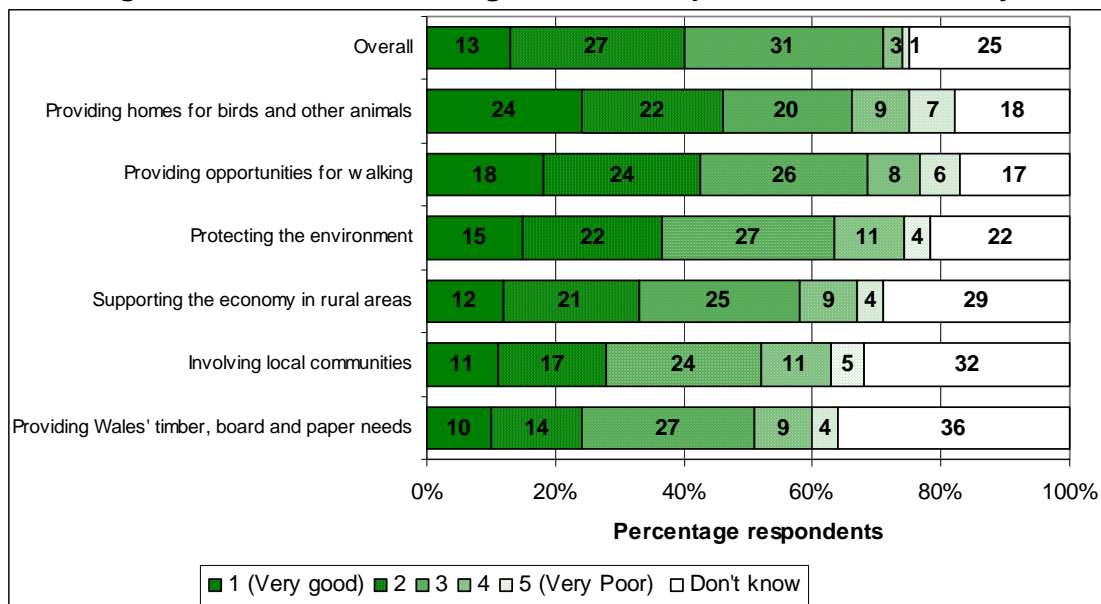
Adults in Wales who had visited woodland in the last few years were more likely to support each of the 13 reasons for supporting forestry with public money (e.g. 'providing places for wildlife to live' see Figure 4).

3.2 Ratings of Welsh forestry

Respondents were asked to rate the performance of Welsh forestry on a number of aspects. Ratings were given on a scale of 1-5, 1 being 'very good' and 5 being 'very poor' (Figure 5). Those rated most highly were 'providing homes for birds and other animals' and 'providing opportunities for walking'. These two highest-rated aspects of Welsh forestry are also considered the best reasons to support forestry with public money (see Table 3).

It should be noted that for some aspects a large proportion of respondents said that they could not give a rating as they didn't know enough about particular aspects of forestry. This was especially so in asking about 'providing Wales' timber, board and paper needs', 'involving local communities', and 'supporting the economy in rural areas' (36%, 32% and 29% respectively said that they did not know).

Figure 5: Performance rating of various aspects of Welsh forestry



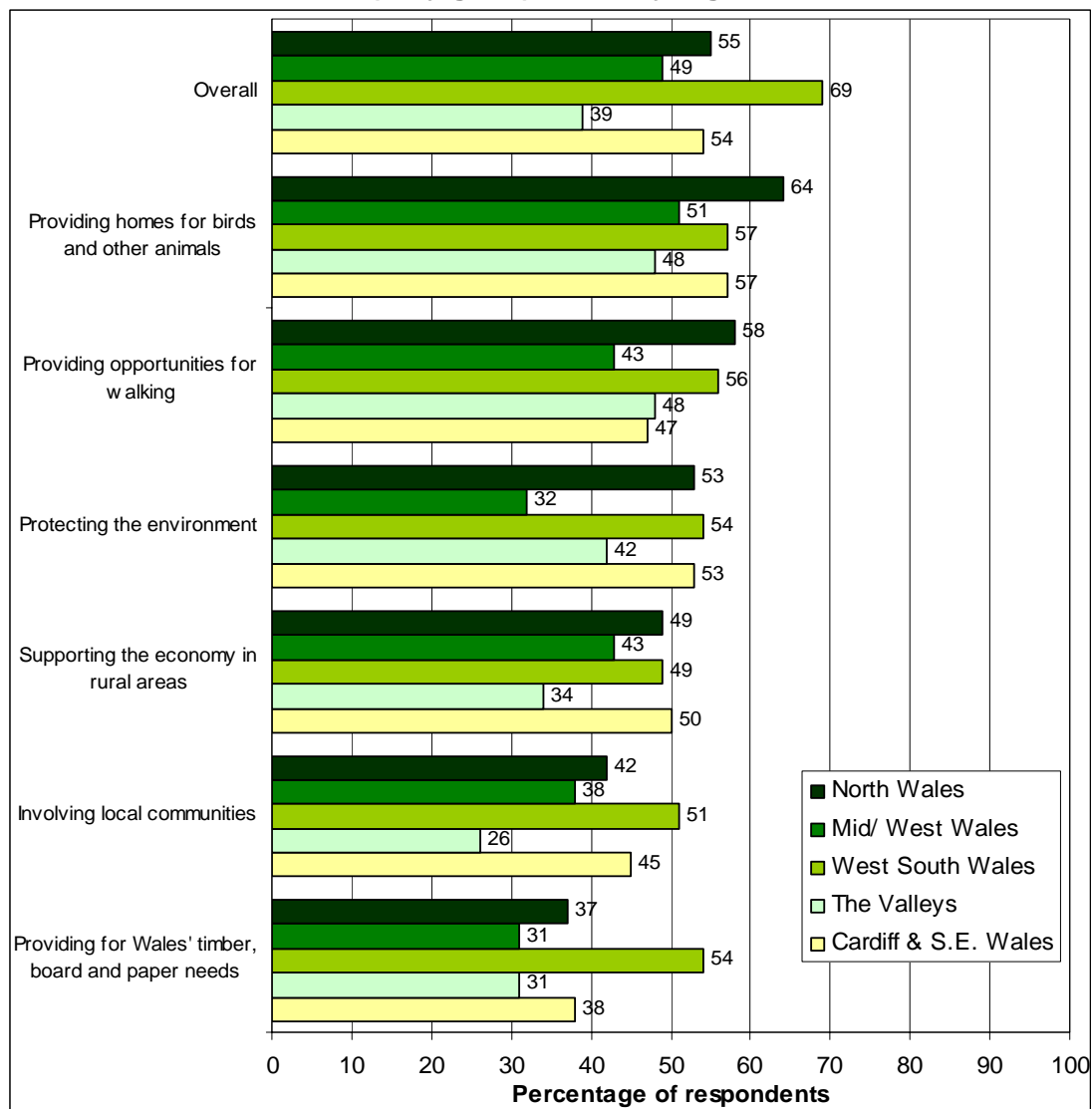
Base: Wales (1,000)

Regional comparisons

The comparisons that follow consider only the Welsh adults who gave an opinion about the performance of Welsh forestry; respondents who said they did not know are excluded from this analysis. In Figure 6 and in all proportions quoted, percentages relate to the proportion of respondents who gave an opinion. For ease of comparison, only those rating a particular aspect of forestry as '1 (Very good)' or '2' are considered here.

Figure 6 shows that respondents from North Wales rate providing homes for birds and other animals more highly than the other regions (64% compared with 48%-57% for the other regions). Mid/ West Wales respondents rate 'providing opportunities for walking' and 'protecting the environment' lower than other regions (e.g. 32% compared with 42%-53% for the other regions rating opportunities for protecting the environment); Mid/ West Wales and The Valleys rate 'supporting the economy in rural areas' lower than other regions. 'Involving local communities' was rated lower by respondents from The Valleys than other regions (compare 26% with 42%-51%).

Figure 6: Performance rating of various aspects of forestry as '1 (Very good)' or '2', by region



Base: Adults in Wales who gave an opinion (ranging from 638 for 'providing for Wales' timber, board and paper needs' to 828 for 'opportunities for walking')

Providing for Wales' timber, board and paper needs and the overall performance of Welsh forestry are rated higher by respondents from West South Wales than other regions (compare 54% with 31%-38% for providing for Wales' timber board and paper needs).

Socio-demographic comparisons

In general there were few differences in ratings between socio-demographic variables. Any significant differences are detailed below.

Older respondents rated forestry more highly for 'supporting the economy in rural areas' (40% of 16-34 year olds, 44% of 35-54 year olds and 51% of those aged 55+) and 'providing for Wales' timber, board and paper needs' (29% of 16-34 year olds, 41% of 35-54 year olds and 42% of those aged 55+).

Respondents with a long term illness or disability gave lower ratings for supporting the economy in rural areas (41% of those with a long term illness or disability, 47% of those without), for forestry 'providing for Wales' timber, board and paper needs' (34% and 39% respectively), and for involving local communities (34% and 43% respectively).

Adults in Wales who had visited a woodland in the last few years gave higher ratings than those who had not visited woodland for forestry providing opportunities for walking (53% visit compared with 45% no visit) and for protecting the environment (47% visit, 38% no visit).

4. Changes to woodland

Woodlands for Wales⁴ states that the National Assembly for Wales aims to find appropriate sites for new trees and woodlands and to move to a greater use of continuous cover systems. This section deals with questions relating to the change in woodland area and options for woodland management.

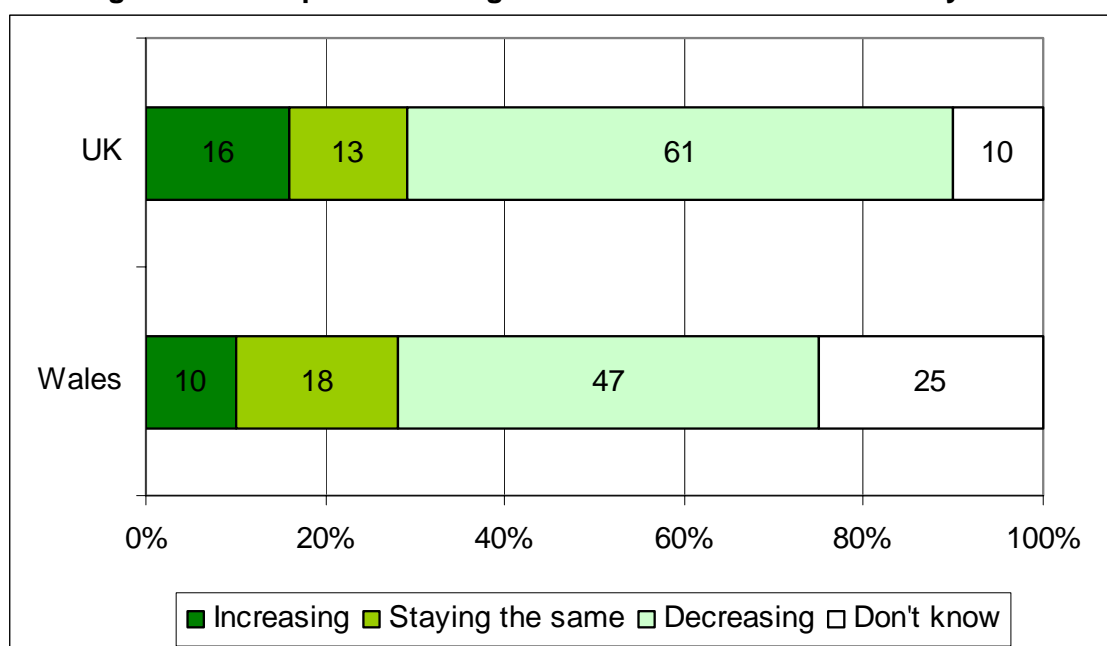
4.1 Perception of change in woodland area

Over the last few decades, the area of woodland in Wales has increased by 20%, from 241 thousand hectares in 1980, to 288 thousand hectares in 2002. For the UK as a whole woodland area has increased by 29% over the same period⁵. Increases in woodland area have occurred in all regions of Wales⁶.

Respondents were asked whether they thought the area of woodland in Wales had been increasing or decreasing over the last twenty years. 10% of adults correctly said that woodland area had increased. 18% thought that it had stayed about the same, and 47% thought that woodland area had decreased. A further 25% did not know (Figure 7).

There was a higher proportion of respondents who perceived that the woodland area had decreased in the UK survey than in the Welsh survey. Correspondingly, fewer adults said they did not know in the UK survey.

Figure 7: Perception of change in woodland area over last 20 years



Base: Wales (1,000), UK (4,120)

⁴ Woodlands for Wales: The National Assembly for Wales strategy for trees and woodlands, Forestry Commission, Aberystwyth, 2001

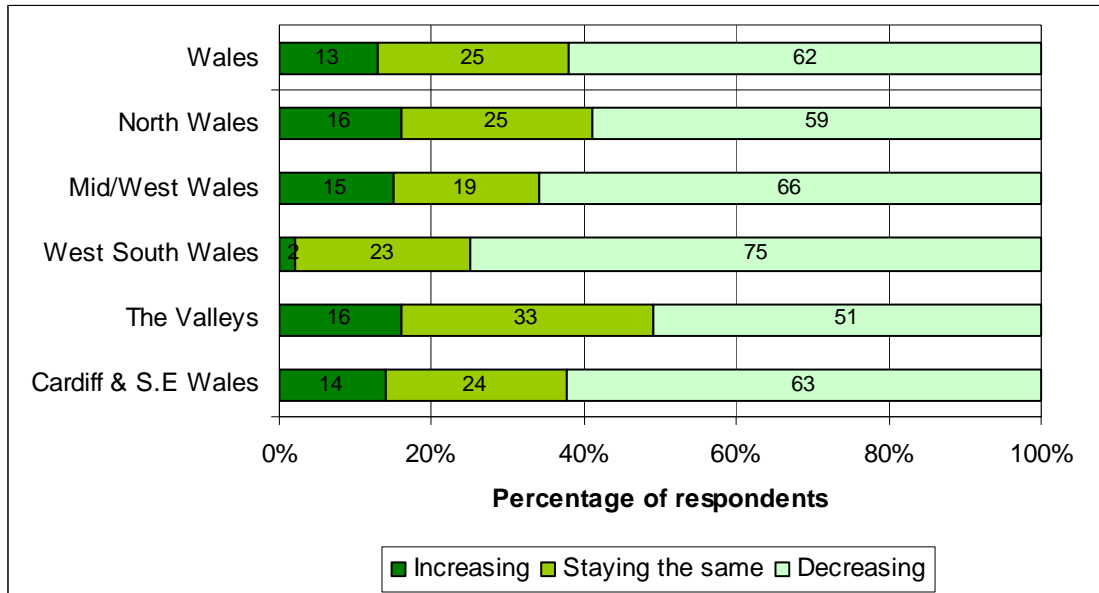
⁵ Forestry statistics 2002, Forestry Commission, Edinburgh, 2002

⁶ National inventory of woodland and trees: Wales, Forestry Commission, Edinburgh, 2002

Regional comparisons

Figure 8 shows how the 5 different regions surveyed perceived the change of woodland area over the last 20 years as a percentage of those adults who gave an opinion. Of the respondents who expressed an opinion, those from West South Wales were more likely to think that the area of woodland was decreasing (75%) than those in other regions, and those from The Valleys were least likely (51%).

Figure 8: Perception of change in woodland area over last 20 years, by region

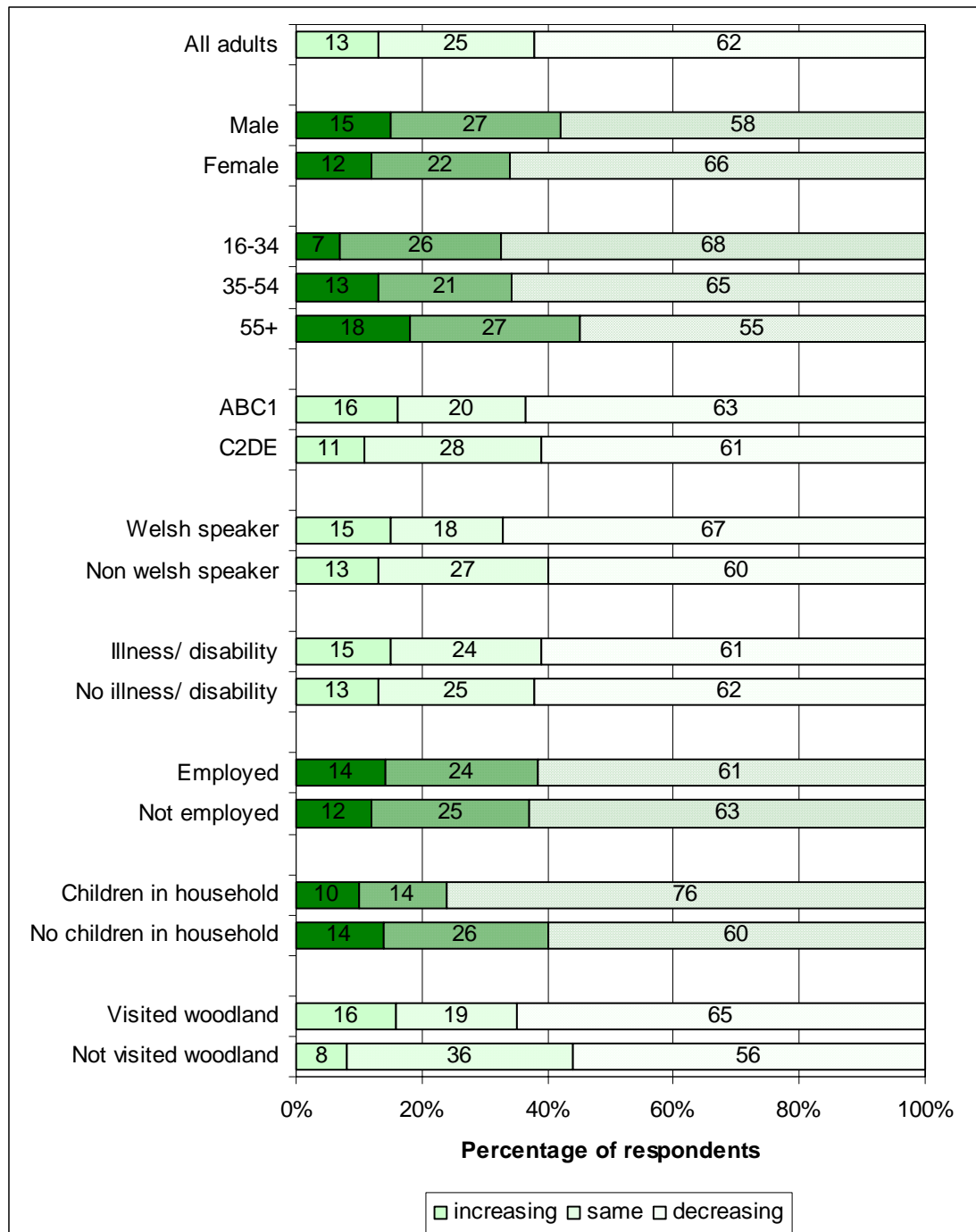


Base: Adults in Wales who gave an opinion (752)

Socio-demographic comparisons

Of those who gave an opinion, males, older respondents, those who are employed and those without children in their household are more likely to perceive that the woodland area in their area has increased over the last 20 years (Figure 9).

Figure 9: Perception of change in woodland area over last 20 years by socio-demographic variables



Base: Adults in Wales who gave an opinion (752)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

4.2 Desire for change in woodland area

Respondents were then asked whether or not they would like more woodland in Wales. The majority indicated that they would like to see more woodland in Wales (59%, Table 5). A quarter of respondents replied that they would like to see neither more nor less woodland in Wales. Only 1% of respondents would like to see less woodland in Wales.

Respondents who indicated that they wanted more woodland in Wales were asked how much more they wanted to see. Just over a third (36%) would like to see a little more, around two-fifths wanted to see half as much again and the remainder would like to see more than half as much woodland than currently exists.

Table 5: Desire for more woodland in Wales

	Wales	UK
More than half as much again	14	20
About half as much again	22	24
A little more	21	22
More	59	67
Neither more nor less	25	29
Less	1	2
Don't know	15	3

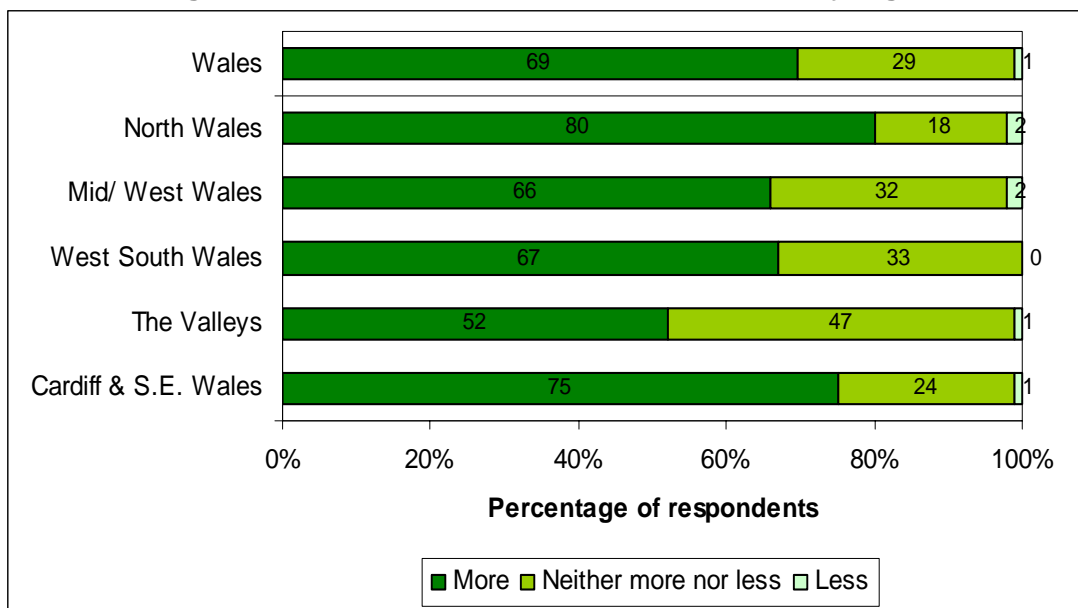
Base: Wales (1,000), UK (4,120)

NOTE: Respondents were asked about 'their part of the country' in the UK survey

Regional comparisons

Respondents from The Valleys were less likely than those from other regions to want more woodland in Wales (Figure 10).

Figure 10: Desire for more woodland in Wales, by region



Base: Adults in Wales who gave an opinion (856)

Socio-demographic comparisons

Respondents who had visited a woodland in the last few years were much more likely to want more woodland in Wales than those who had not made a visit (Table 6).

Table 6: Desire for more woodland in Wales by woodland visitors

	Visited Woodland	Not visited woodland
More	79	49
Neither more nor less	20	49
Less	1	2

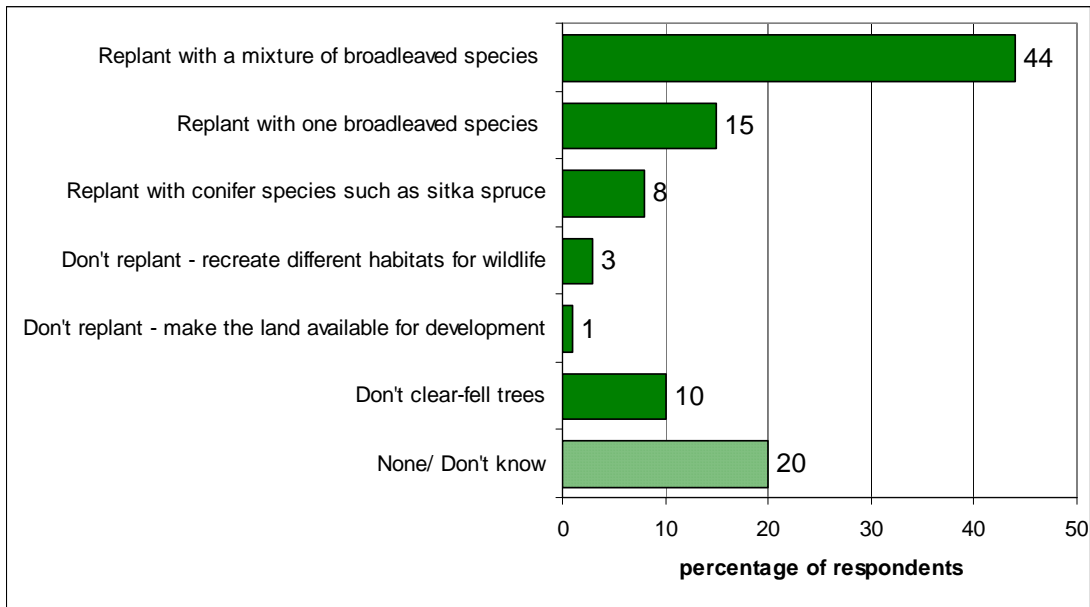
Base: Adults in Wales who would like more woodland (594)

4.3 Post clear-fell options

Respondents were asked about land-use options for conifer woodlands in their area should they be clear-felled (i.e. if the whole wood was felled at once). The most popular response was to replant the land with a mixture of broadleaf species such as oak, birch or ash, as selected by 44% of respondents. In addition to this, 15% of respondents favour replanting the land with just one broadleaf species, and 8% would like to see the land replanted with conifer species such as Sitka spruce. 4% selected not replanting trees but instead recreating different habitats for wildlife or making the land available for development.

One in ten respondents felt that the trees should not be clear-felled at all, and 20% either didn't know or did not favour any of the options listed.

Figure 11: Suggestions for land use after clear-felling conifer plantations

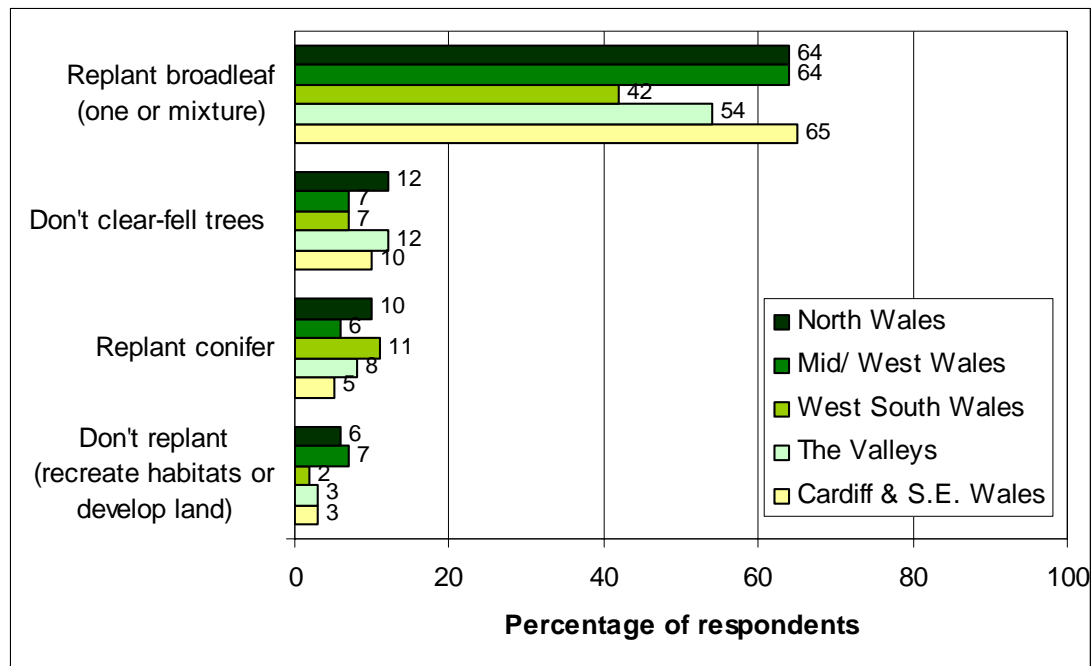


Base: Wales (1,000)

Regional comparisons

When considering the option of replanting clear-felled land with broadleaved trees (either one or a mixture of species) respondents from West South Wales or the Valleys were less likely than other regions to favour this option (Figure 12).

Figure 12: Suggestions for land use after clear-felling conifer plantations by region



Base: Wales (1,000)

Socio-demographic comparisons

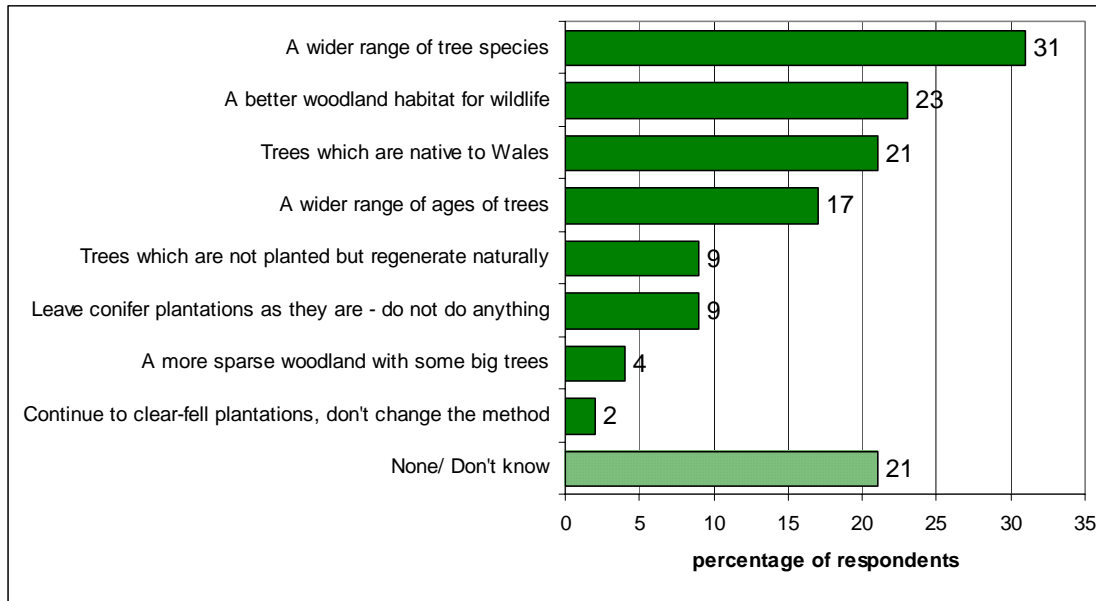
Males are more likely than females to favour replanting clear-felled sites with one or more broadleaved species (63% and 55% respectively). The same is true for older respondents (49% of 16-34 year olds, 62% of 35-54 year olds and 63% of those 55+ favour replanting with broadleaved trees).

4.4 Alternatives to clear-felling

There are alternatives to clear-felling conifer plantations, which involve selectively felling some trees so that there are always trees present.

Respondents were asked to identify from a list which factors were important in their opinion, if an alternative to clear-felling were used. Respondents could select more than one option. Just under a third of respondents felt that a wider range of tree species was important (31%), whereas a further 23% selected 'creating a better woodland habitat for wildlife' (Figure 13). 21% said that either they did not know which were more important to them or none were important.

Figure 13: Importance of various factors if not clear-felling conifer plantations



Base: Wales (1,000)

NOTE: Respondents could select more than one option

Regional comparisons

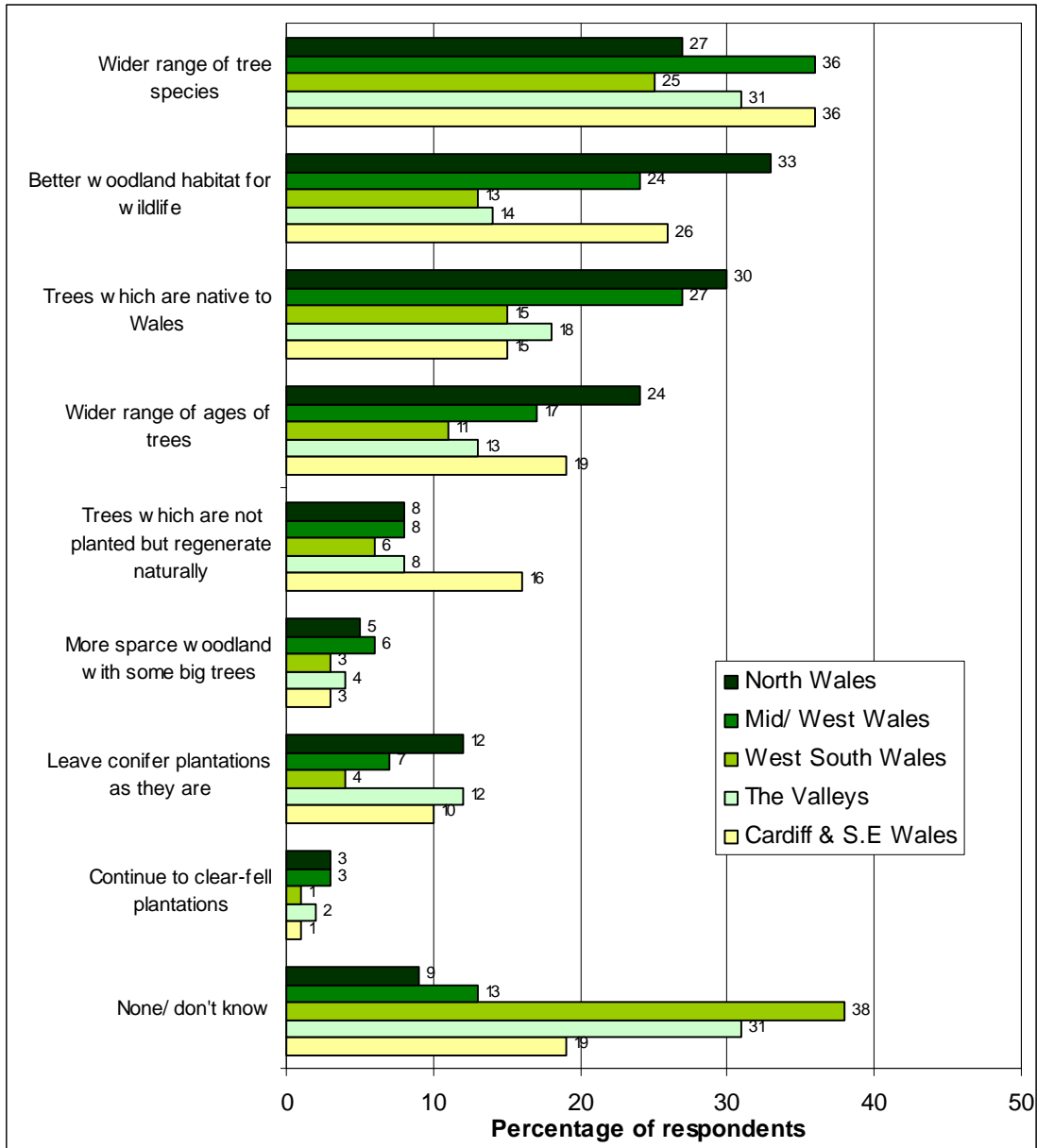
Figure 14 shows for each region alternatives to clear-felling conifer plantations. 'A wider range of trees species' received less support in North and West South Wales than in other regions (27% and 25% respectively compared with 31%-36%).

'A better woodland habitat for wildlife' was less important to adults in West South Wales and The Valleys than other regions (13% and 14% respectively compared with 24%-33%).

Respondents from North and Mid/ West Wales were more likely than adults in other regions to select 'Trees which are native to Wales' (30% and 27% compared with 15-18% in other regions).

A wider range of ages of trees was less popular in West South Wales and The Valleys than other regions. Respondents from Cardiff and South East Wales were much more likely than those from other regions to select 'trees which are not planted but regenerate naturally'.

Figure 14: Importance of various factors if not clear-felling conifer plantations, by region



Base: Wales (1,000)

NOTE: Respondents could select more than one option

Socio-demographic comparisons

A wider range of tree species was more likely to be selected by males than females (35% and 25% respectively), ABC1s (compare 35% of ABC1s with 28% of C2DEs), and those who have visited woodland (compare 36% of woodland visitors with 24% of those who have not visited).

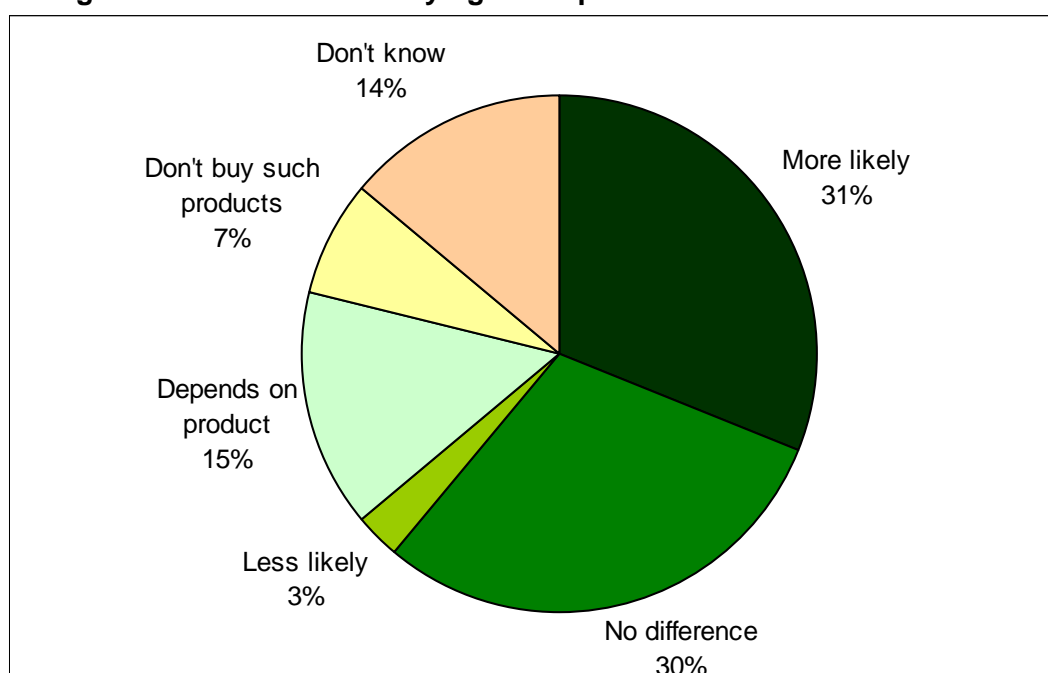
Welsh speakers were more likely than non-Welsh speakers to select ‘trees which are native to Wales’ (28% and 18% respectively), as were adults with a long term illness or disability (26% compared with 19% of those without an illness/disability).

Those who have visited woodland are also more likely than non-visitors to consider ‘a better woodland habitat for wildlife’ (28% of visitors, 14% of non-visitors) and ‘a wider range of ages of trees’ important (20% of visitors and 14% of non-visitors).

5. Wood products

Respondents were asked whether they would be more or less likely to buy a product labelled as being made using Welsh timber than another similar product. Almost one third of respondents (31%) indicated that the presence of such a label would make them more likely to buy the product, whilst 30% claimed it would make no difference. 3% of respondents said they were less likely to purchase a wood product if they knew it was made of Welsh timber. In addition, 15% of respondents said it would depend on the product whether they would buy Welsh timber or not, and a further 7% indicated that they do not buy wood products (Figure 15).

Figure 15: Likelihood of buying wood product if made of Welsh timber



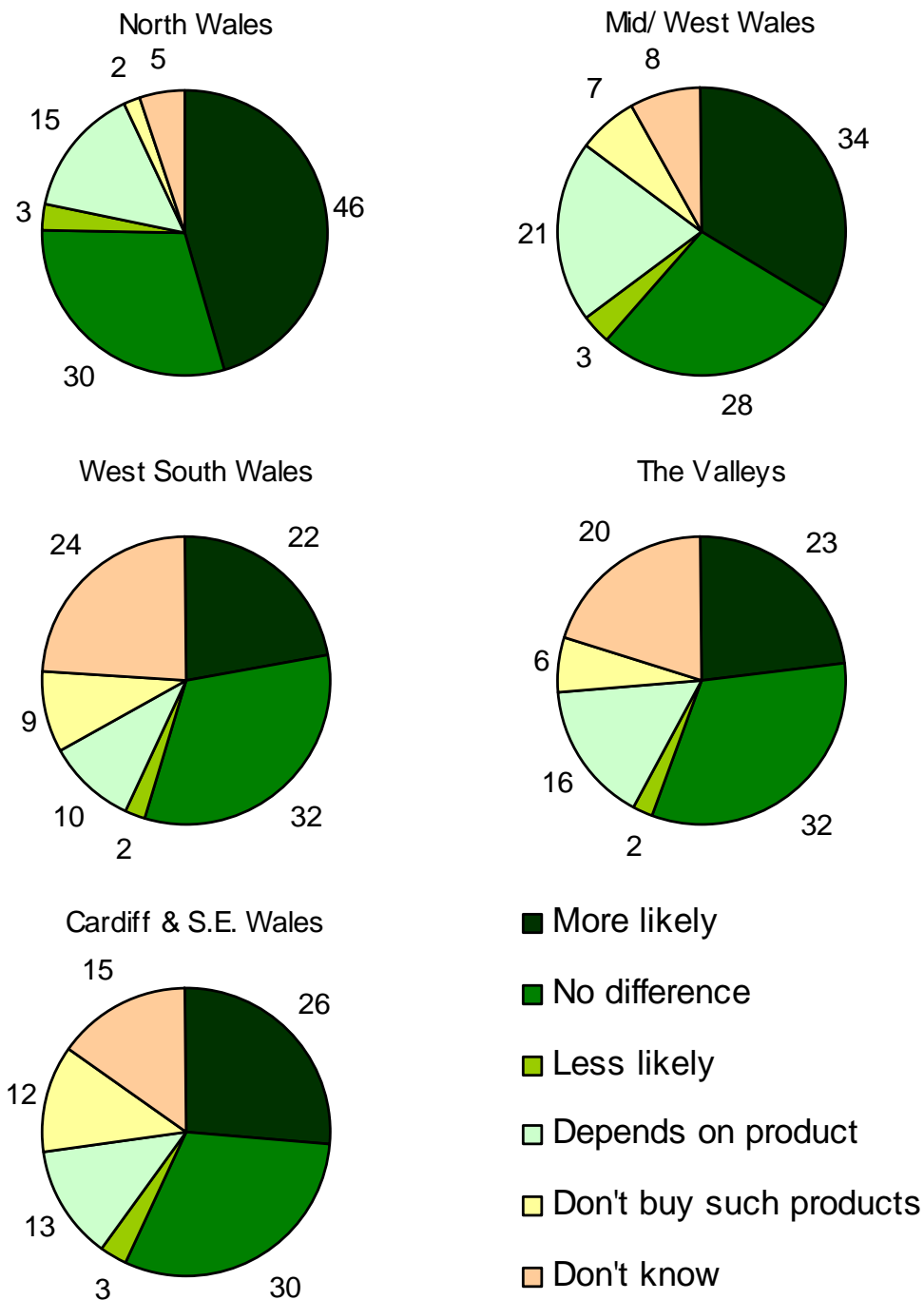
Base: Wales (1,000)

Regional comparisons

Adults in North Wales are more likely than those in other regions to buy a wood product made of Welsh timber than another similar product (Figure 16). Respondents from Mid/ West Wales are more likely to say that their choice depends on the product than those from other regions.

Respondents from Cardiff and South East Wales are the most likely to say that they don't buy wood products (12%), and those from North Wales the least likely (2%)

Figure 16: Likelihood of buying wood product if made of Welsh timber by region



Base: Wales (1,000)

Socio-demographic comparisons

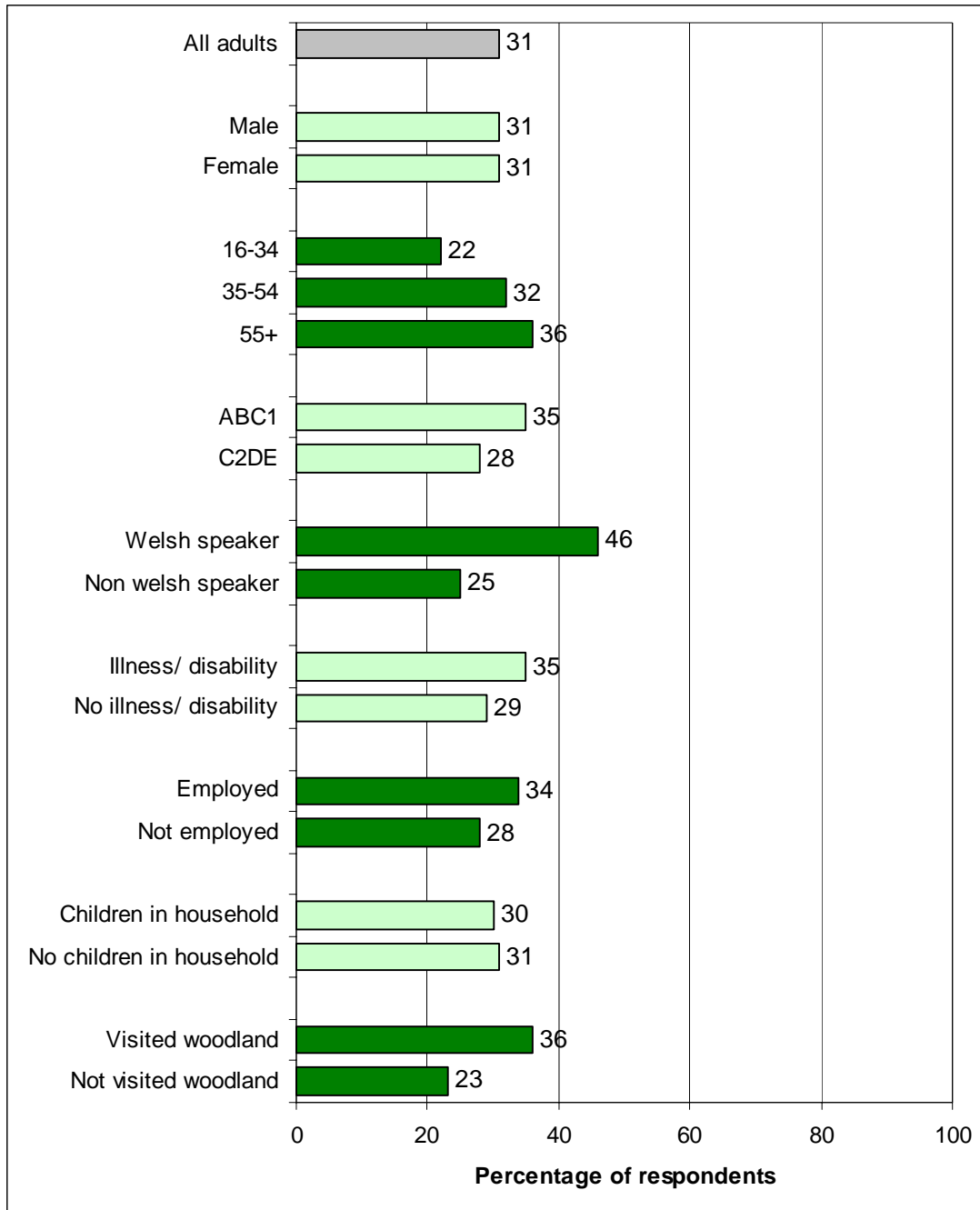
Figure 17 shows the proportion of adults who are more likely to buy a product made of Welsh timber than a similar wood product. Older adults, Welsh speakers, those in employment and adults who have visited woodland are more likely to 'buy Welsh'.

Those without a long term illness or disability were more likely to state that their choice would depend on the product (17% compared with 10% of those with a

disability or illness). This is also true of adults with children in their household (17% with children, 14% without).

Adults not employed or in social class C2DE were more likely to say they didn't buy such products (e.g. 10% not employed compared with 4% employed).

Figure 17: Proportion of adults more likely to buy a product made of Welsh timber than a similar wood product, by socio-demographic variables



Base: Wales (1,000)

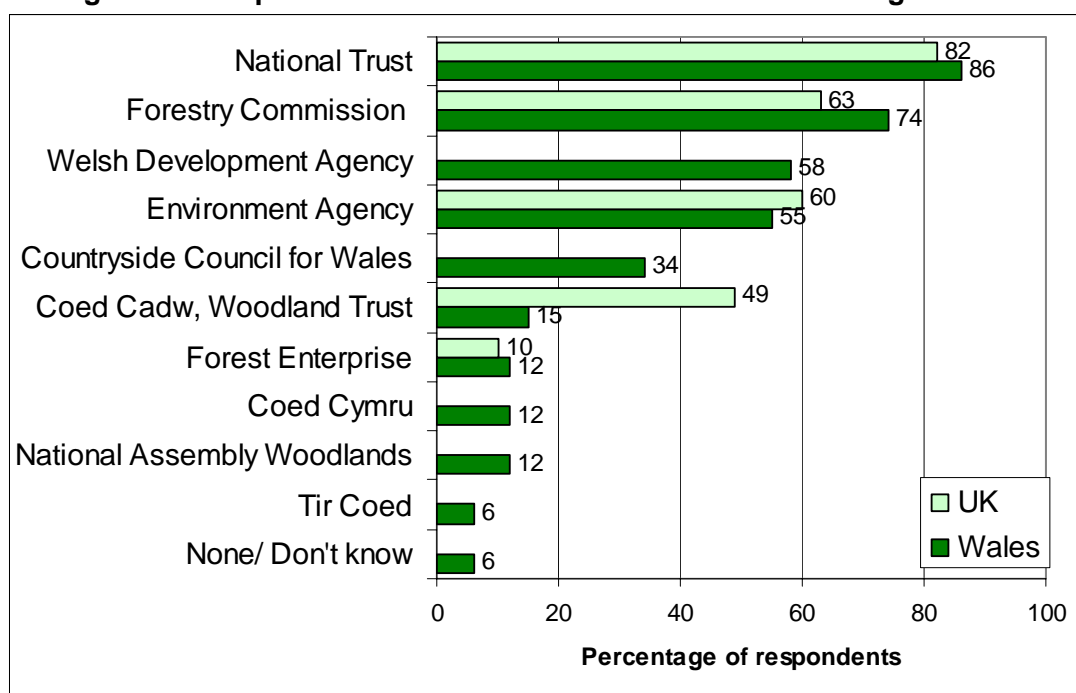
NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

6. Forestry Commission and other organisations

Respondents in Wales were asked about their awareness of a number of organisations. The most recognised organisation was the National Trust (86%, Figure 18). Almost three-quarters of respondents in Wales had heard of the Forestry Commission (74%), 58% were aware of the Welsh Development Agency, and 55% the Environment Agency.

'Coed Cadw, Woodland Trust' received much lower recognition in the Wales survey than 'Woodland Trust' in the UK survey (15% and 49% respectively).

Figure 18: Proportion of adults who had heard of various organisations



Base: Wales(1,000), UK(4,120)

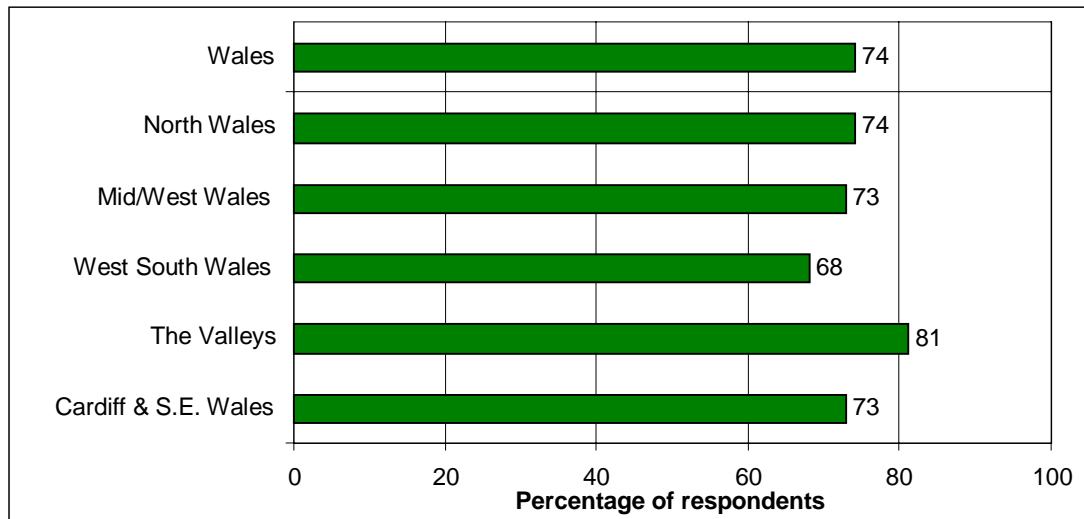
NOTE: UK survey asked about 'Woodland Trust' rather than 'Coed Cadw, Woodland Trust'.

Regional comparisons

In the following comparisons, only the awareness of the Forestry Commission is considered. There are also many regional and socio-demographic differences in the level of awareness of other organisations.

Figure 19 shows that respondents from The Valleys were more likely to be aware of the Forestry Commission than those from the other regions (compare 81% with 68%-74%).

Figure 19: Awareness of the Forestry Commission, by region

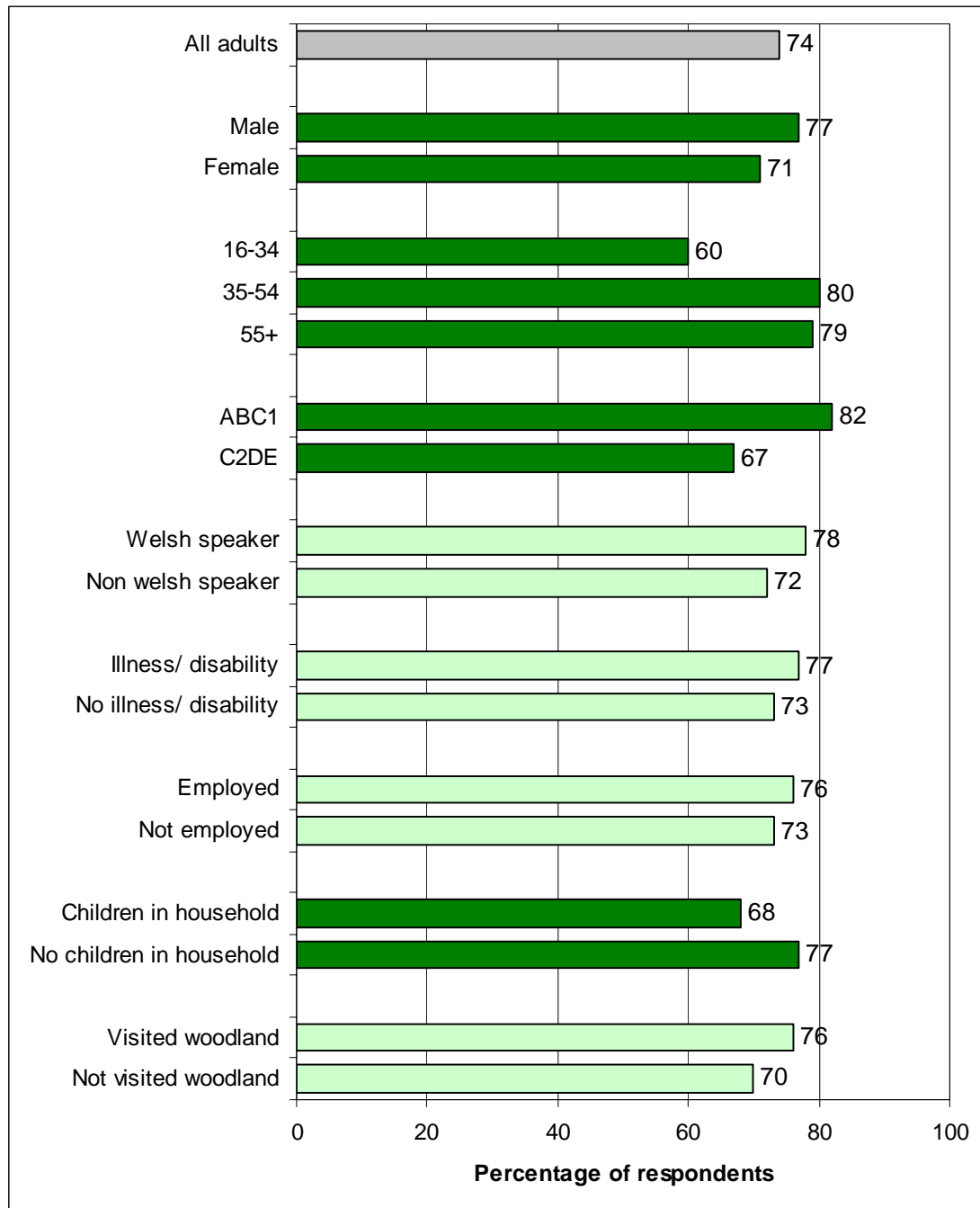


Base: Wales (1,000)

Socio-demographic comparisons

Males, older respondents, those in social class ABC1, and those without children were more likely to have heard of the Forestry Commission (Figure 20).

Figure 20: Awareness of the Forestry Commission by socio-demographic variables



Base: Wales (1,000)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

7. Woodland recreation

Woodlands for Wales⁷ states that the National Assembly for Wales aims to use woodlands to help create a high quality visitor experience as well as to promote health through access to woodlands for all. This section deals with questions relating to recreation in woodlands.

7.1 Visits to woodland

Almost two-thirds of respondents said that they had visited woodlands for walks, picnics or other recreation in the last few years (Table 7).

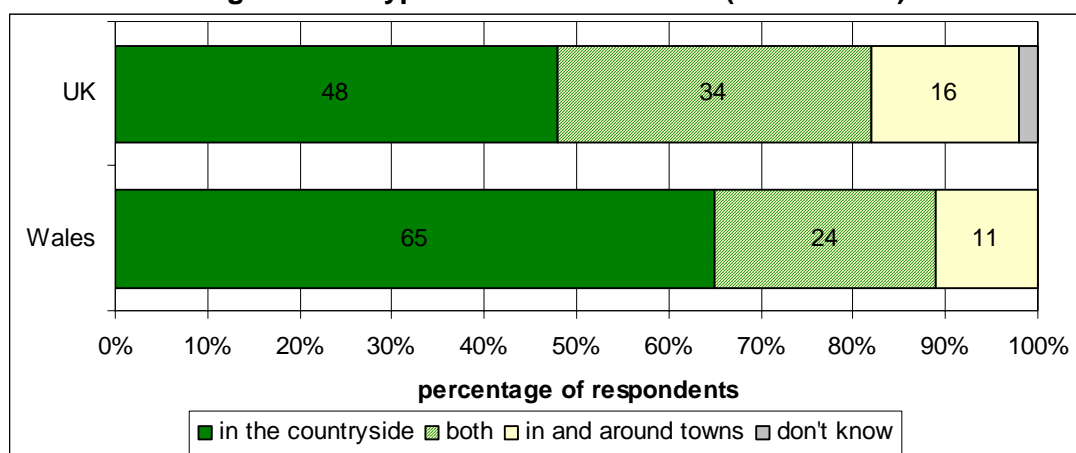
Table 7: Proportion of adults who have visited woodland in last few years

	Wales	UK
Visited woodland in last few years	62	67

Base: Wales (1,000), UK (4,120)

65% of woodland visitors have only visited woodlands in the countryside, and 11% have only visited woodlands in and around towns. Around a quarter have visited both rural and urban woodlands (Figure 21). A greater proportion of respondents in Wales have only visited countryside woodlands compared with the UK survey (65% compared with 48%).

Figure 21: Type of woodland visited (urban/ rural)

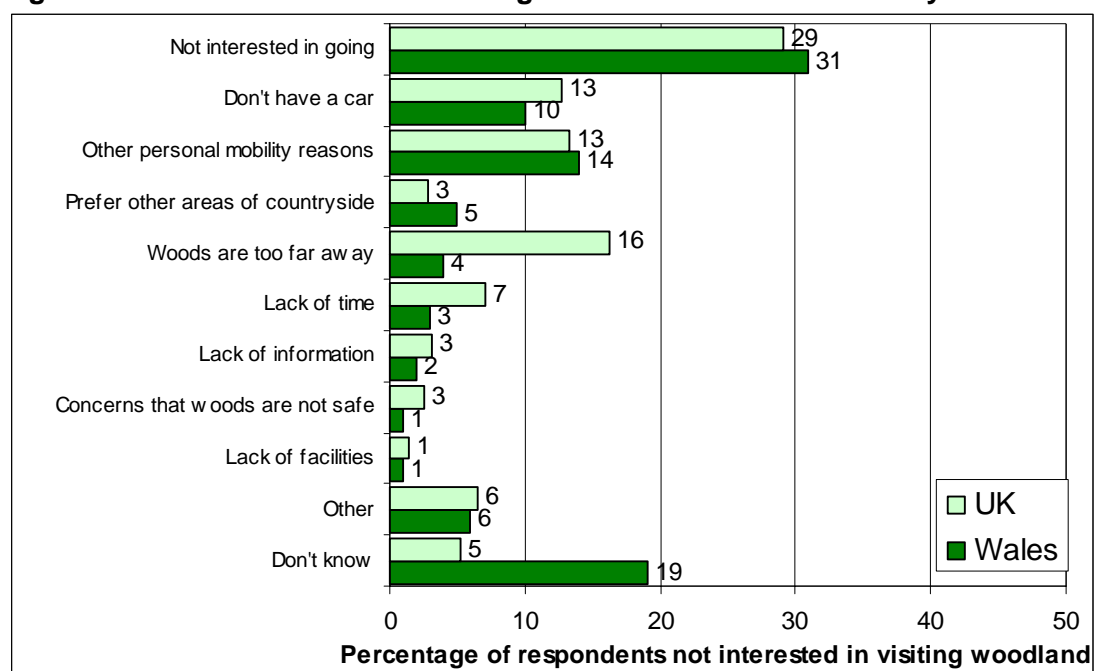


Base: Adults who have visited woodland in the last few years, Wales (620), UK (2,781)

Respondents who had not visited woodland in the last few years were asked about the main reason for not visiting (Figure 22). The main reasons for not visiting a forest or woodland were that the respondent was 'not interested in going' (31% of those who had not visited), personal mobility reasons (14%), the lack of a car (10%) or that they prefer other areas of countryside (5%).

⁷ Woodlands for Wales: The National Assembly for Wales strategy for trees and woodlands, Forestry Commission, Aberystwyth, 2001

Figure 22: Main reason for not visiting forest/woodland in last few years



Base: Adults who have not visited woodland in the last few years, Wales (380), UK (1,219)

Regional comparisons

North Wales had the greatest proportion of adults who had visited woodland in the last few years (82%), and West South Wales had the lowest proportion (49%, Table 8). Respondents from North and Mid/ West Wales were more likely to have visited woodland in the last few years than respondents from other regions.

Respondents from The Valleys or Cardiff and South East Wales were more likely to have visited woodlands in and around towns than those from other regions.

Table 8: Proportion of adults who have visited woodland in last few years and type of woodland visited, by region

	North Wales	Mid West Wales	West South Wales	The Valleys	Cardiff & S.E. Wales	Wales
Visited woodland in last few years	82	68	49	52	55	62
Percentage of those who have visited woodlands						
Woodlands in the countryside	67	74	70	57	59	65
Both	23	20	24	22	29	24
Woodlands in and around towns	10	5	6	21	12	11
Don't know	1	2	0	0	0	0

Base: Wales (1,000)

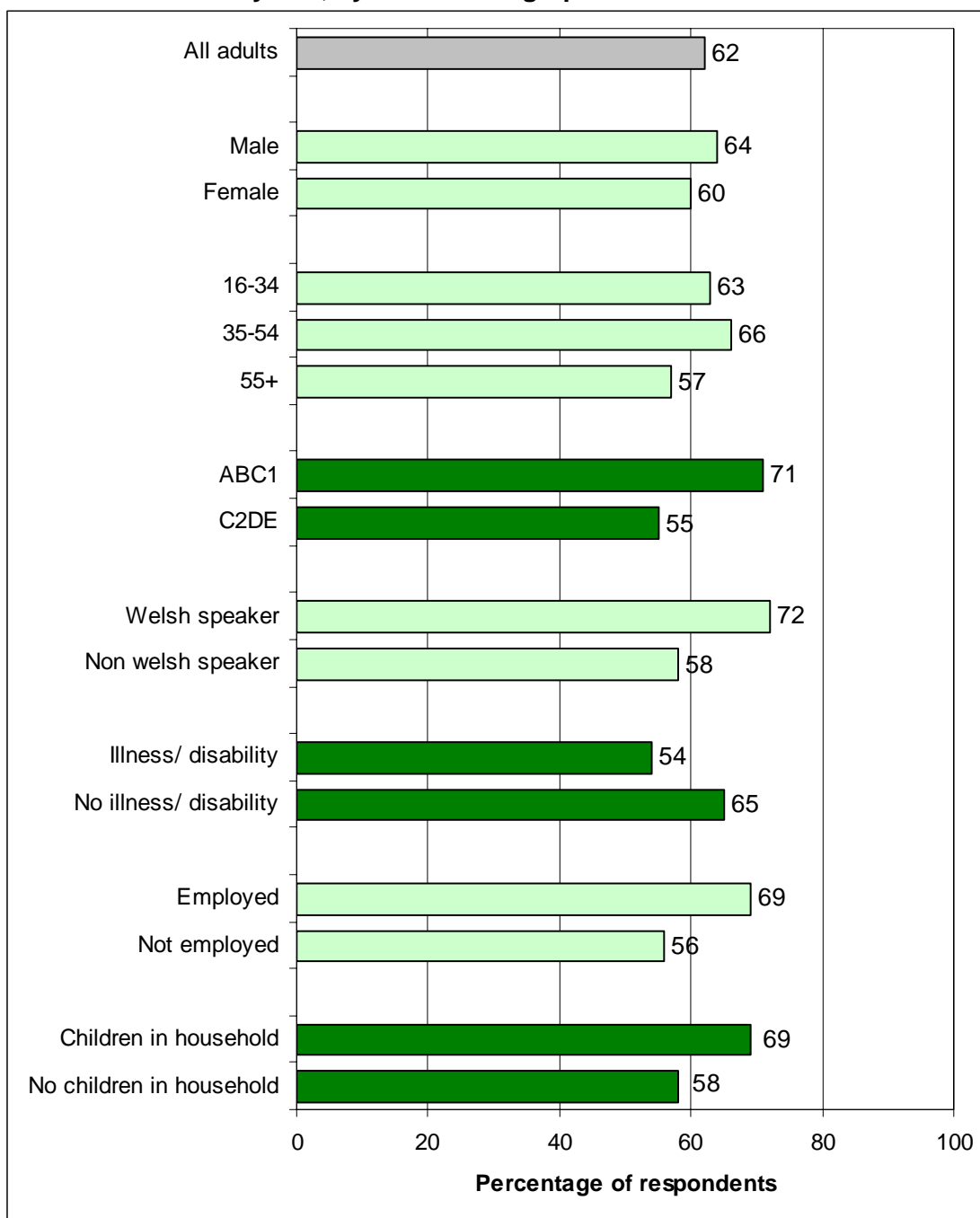
Socio-demographic comparisons

Figure 23 shows that adults in social class ABC1 are more likely to have visited woodland in the last few years (71% of ABC1's and 55% of C2DE's).

Respondents with a long term illness or disability are less likely to have visited woodland (54% of those with a long term illness or disability compared with 65% of those without).

Adults in Wales with children in their household are more likely to have visited woodland than those without (69% and 58% respectively).

Figure 23: Proportion of adults who have visited woodland in the last few years, by socio-demographic variables



Base: Wales (1,000)

NOTE: Dark green indicates statistically significant variable in multivariate model, light green others

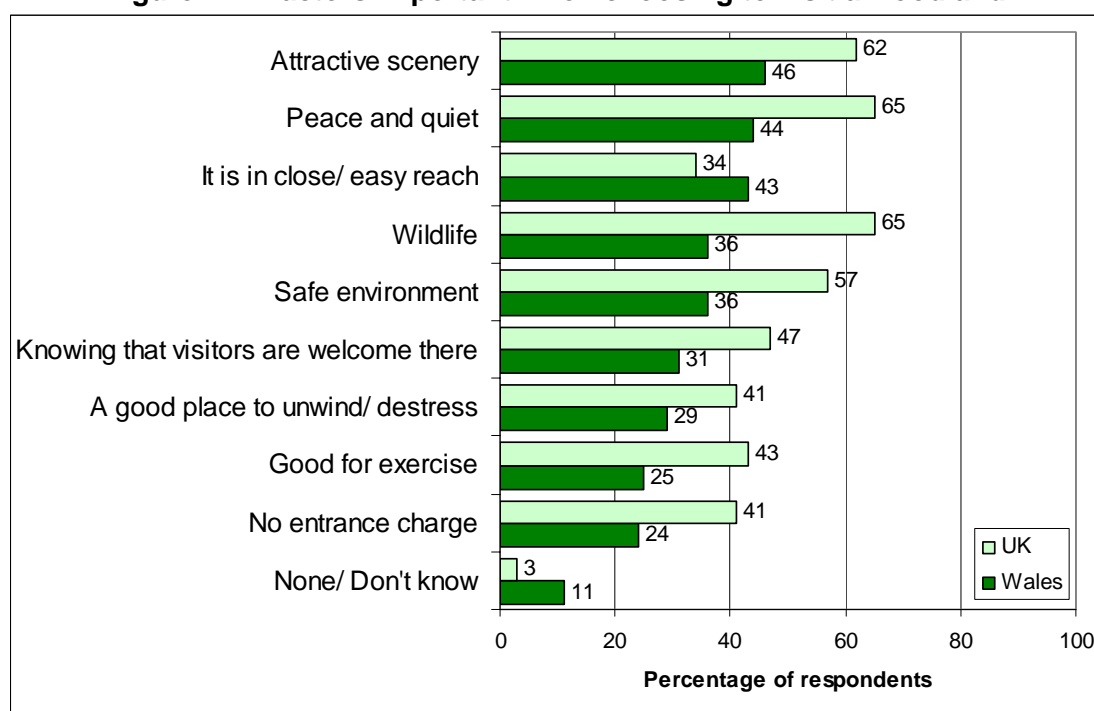
There were no significant socio-demographic differences associated with the type of woodland location visited (e.g. between those visiting woodlands in the countryside or in and around town).

7.2 Reasons for choosing to visit a woodland

Respondents were asked to identify (from a list) the factors that were important to them when choosing to visit a woodland. 'Attractive scenery' (46%), 'peace and quiet' (44%), 'close/ easy reach' (43%), 'wildlife' and a 'safe environment' (36% each) were the most frequently stated reasons (Figure 24).

Woodlands being 'in close/ easy reach' was the least important factor in the UK survey as a whole but the third most important factor in the Welsh survey.

Figure 24: Factors important when choosing to visit a woodland



Base: Wales (1,000), UK (4,120)

NOTE: Respondents could select more than one option

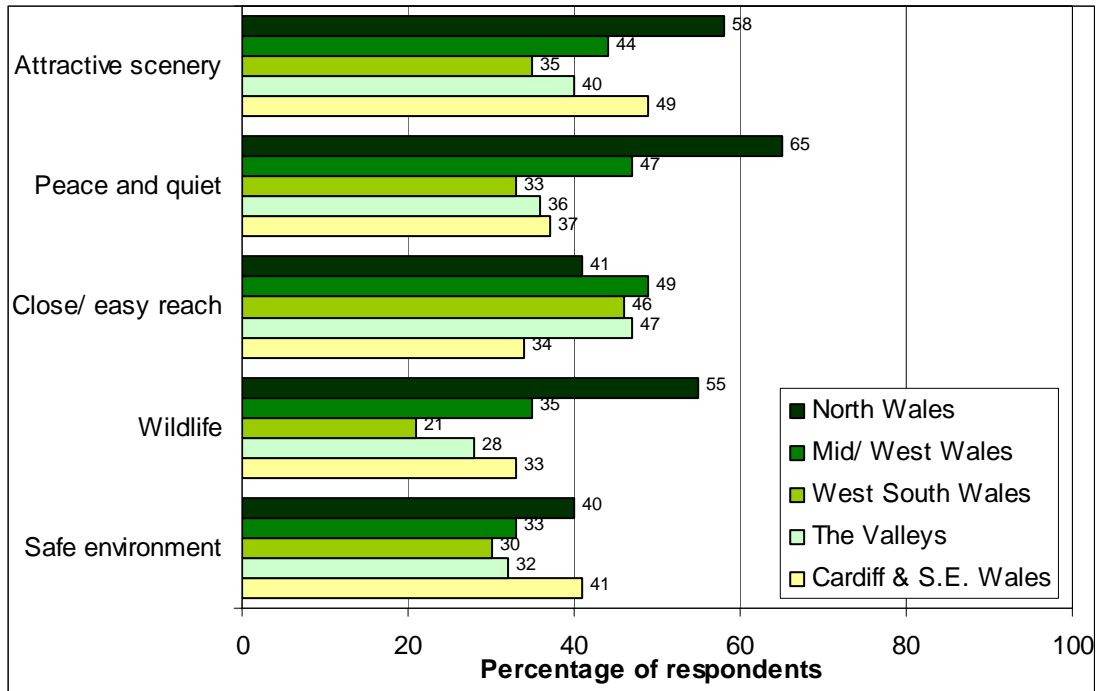
Regional comparisons

Figure 25 shows the top five most important reasons for choosing to visit a woodland. Adults from Mid/ West Wales, West South Wales and The Valleys were less likely than other regions to consider 'attractive scenery' as important when choosing to visit a woodland, and more likely than those from other regions to regard a woodland being 'in close and easy reach' as important.

Respondents from North Wales were more likely than other regions to consider the 'peace and quiet' and 'wildlife' important when choosing to visit a woodland. Those from West South Wales were less likely than other regions to consider 'wildlife' important.

A safe environment was more important in North Wales and Cardiff and South East Wales than it was in the other regions.

Figure 25: Factors important when choosing to visit woodland, by region



Base: Wales (1,000)

NOTE: Respondents could select more than one option

Socio-demographic comparisons

Males were more likely to feel that 'peace and quiet' was important when choosing to visit woodland than females (48% and 41% respectively).

Respondents in social class ABC1 were more likely to consider the 'attractive scenery' important than those in social class C2DE (54% and 41% respectively).

Adults in Wales who had visited woodland in the last few years were more likely than those not making a visit to consider each of the options important when choosing to visit a woodland (e.g. 58% of those who had visited woodland and 22% of those who had not made a visit considered that 'the peace and quiet' was important when choosing to visit a woodland).

Appendix 1: Cross-breaks used in analysis

Table 9 details the cross-breaks used in the analysis for Wales. It also shows the proportion of the sample that fall into each category (e.g. for gender, 48% of respondents were male and 52% were female). For gender, age and social class, this represents the true distribution of the Welsh adult population (see Appendix 3).

Table 9: Variables used in regression analysis

Variable	Divisions	Distribution of sample	Details (where necessary)
Geographic region	North Wales	23%	Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham.
	Mid/ West Wales	17%	Ceredigion, Carmarthenshire, Pembrokeshire, Powys
	West South Wales	17%	Bridgend, Neath & Port Talbot, Swansea
	The Valleys	18%	Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taff
	Cardiff & SE Wales	25%	Cardiff, Monmouthshire, Newport, Torfaen, Vale of Glamorgan
Gender	Male	48%	
	Female	52%	
Age	16-34	30%	Adults 16 and over were divided into 3 age classes
	35-54	34%	
	55+	36%	
Social class	ABC1	44%	ABC1: the chief income earner is a non-manual worker. C2DE the chief income earner is a manual worker or is unemployed ⁸
	C2DE	56%	
Long term illness or disability	Yes	27%	From question in survey
	No	73%	
Work status	Employed	45%	Not working includes students, retired adults and unemployed
	Not working	55%	
Children in household	Yes	34%	Children under 16 in household
	No	66%	
Welsh speaker	Yes	28%	From question in survey
	No	72%	
Visited woodland	Yes	62%	From question in survey
	No	38%	

⁸ Social class is defined by the working status and income of the chief income earner in the household.

Appendix 2: UK survey: results for respondents from Wales

This appendix gives results for Wales and the UK as a whole, for questions which were asked in the UK survey but not in the Wales survey. Only 200 interviews were carried out in Wales so these results should be treated with caution.

Changes to woodland

Have you ever been consulted about plans for creating, managing or using woodlands in your area?

	Wales	UK
Yes	6	6
No	92	93
Don't know	2	1

Base: Wales (200), UK (4,120)

Would you like to be consulted (again) about plans for creating, managing or using woodlands in your area?



	Wales	UK
Yes	58	43
No	33	53
Don't know	9	4

Base: Wales (200), UK (4,120)

Wood products

Respondents were first asked if they had been shopping for wood products in the last few years. Almost half said that this was the case (46% in Wales, 47% for the UK as a whole). These respondents were asked:

Have you ever seen either of these logos on wood products such as furniture?

	Wales	UK
FSC logo 	36	31
PEFC logo 	9	8
None	59	61
Don't know	1	4

Base: Adults who had been shopping for wood products: Wales (93), UK (1,930)

Forestry Commission and other organisations

Thinking about the Forestry Commission, do you think that it is

	Wales	UK
Government department or agency	57	60
Independent body	20	23
Body representing woodland owners	2	2
Private company	3	3
Don't know	19	12

Base: Adults who were aware of the Forestry Commission: Wales(147), UK(2,599)

Which parts of the UK do you think that it works in?

	Wales	GB
England	77	83
Scotland	71	69
Wales	81	64
Northern Ireland	59	44
Don't know	13	9

Base: Respondents who had heard of the Forestry Commission: Wales (147), GB(2,527)

Do you think the Forestry Commission

	Wales	UK
Lets the public walk in its woods and forests	88	88
Improves woodland habitats for wildlife	84	89
Provides trails for cycling and horse-riding	77	82
Carries out scientific studies	70	80
Sells Christmas trees	68	58
Runs cabins and campsites for forest holidays	39	49
Gives grants to private woodland owners	30	38

Base: Adults who had heard of the Forestry Commission/Forest Service: Wales (147), UK(2,599)

How would you rate the Forestry Commission (GB)/ Forest Service's (NI) overall performance from 1 to 5 where 1 very good and 5 is very poor for

		1	2	3	4	5	Don't know
Managing and protecting FC/FS woodlands	Wales	16	39	27	3	1	14
	UK	17	35	29	4	1	15
Encouraging other landowners to protect and expand the UK's woodlands	Wales	10	28	26	7	1	27
	UK	8	25	34	6	2	26

Base: Adults who had heard of the Forestry Commission/Forest Service: Wales (147), UK(2,599)

Recreation

Are there any forests or woodlands which you can get to easily, without using a car or other transport?

	Wales	UK
Yes	46	41
No	51	56
Don't know	3	3

Base: Wales (200), UK (4,120)

How frequently did you visit forests and woodlands last summer (i.e. between April and September 2002)?

..... and how often last winter (i.e. since October 2002)?

Summer			Winter	
Wales	UK		Wales	UK
17	9	Several times per week	10	5
20	24	Several times per month	10	9
30	29	About once per month	15	15
26	30	Less often	32	32
6	7	Never	32	38
1	1	Don't know	1	1

Base: Adults who have visited woodland in the last few years: Wales (139), UK (2,781)

Which of these types of woodland owners do you think own any of the forests or woodlands you have visited in the last few years?

	Wales	UK
Forestry Commission / Forest Enterprise (GB) or Forest Service (NI)	52	40
<i>National Trust/ National Trust for Scotland</i>	30	42
<i>Woodland Trust</i>	8	16
<i>Other voluntary body</i>	2	4
Total any voluntary bodies	36	50
Local authorities	31	33
Private owners	9	18
None / Don't know	19	17

Base: Adults who have visited woodland in the last few years: Wales (139), UK (2,781)

If you were thinking about visiting forests or woodlands that you had not visited before, which of the following sources of information would you normally use?

	Wales	UK
Tourist Information Centre	43	39
Ask friends / relatives	23	31
Guide book or map	23	30
Internet	17	22
Library or sports centre	12	10
Forestry Commission	16	10
Other	2	2
No interest in visiting	16	15
None / Don't know	8	5

Base: Wales (200), UK (4,120)

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

	Wales	UK
Toilets	63	70
Car park	55	57
Nature trails	51	54
Picnic areas	51	53
Signposted walks suitable for all abilities	46	51
Information about the woodland	40	42
Children's play area	35	37
Cafe / restaurant / kiosk	28	35
Long walks (min. 2 miles)	25	30
Cycle trails	36	29
Minimum facilities to ensure peace and quiet	26	28
Accessible local staff	14	19
Shop with gifts and souvenirs	17	14
None / Don't know	17	8

Base: Wales (200), UK (4,120)

Appendix 3: Beaufort Research sampling method

The omnibus sample is designed to be representative of the adult population resident in Wales aged 16 and over. The unit of sampling is the electoral ward and 68 interviewing points throughout Wales are selected with 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 respondents. Beaufort's experienced fieldworkers are used with postal and telephone back-checking in accordance with BS7911.

Fieldwork for the March 2003 survey was conducted over the period 5th – 8th March. A total of 1002 interviews were completed and analysed.

Appendix 4: RSGB Random location sampling method

A unique sampling system has been developed by Taylor Nelson Sofres for its own use. Utilising 1991 UK Census small area statistics and the post code address file, GB south of the Caledonian Canal has been divided into 600 areas of equal population. From these 600 areas a master sampling frame of 300 points has been selected to reflect the country's geographical and socio-economic profile. The areas within each Standard Region were stratified into population density bands, and within band in descending order by percentage of population in socio-economic groups I and II.

To maximise the statistical accuracy of Omnibus sampling, sequential waves of fieldwork are allocated systematically across the sampling frame so as to ensure maximum geographical dispersion. The 300 primary sampling units are allocated to 12 sub-samples of 25 points each; with each sub-sample in itself being a representative drawing from the frame. For each wave of Omnibus fieldwork, a set of sub-samples is selected so as to provide the number of sample points required (typically c. 139 for 2,000 interviews). Across sequential waves of fieldwork all sub-samples are systematically worked, thereby reducing the clustering effects on questionnaires asked for two or more consecutive weeks.

Each primary sampling unit is divided into two geographically distinct segments, each containing, as far as possible, equal populations. The segments comprise aggregations of complete postcode sectors. Within each half (known as the A and B halves) postcode sectors have been sorted by the percentage of the population in socio-economic groups II and I. One postcode sector from each primary sampling unit is selected for each Omnibus, alternating on successive selections between the A and B halves of the primary sampling unit again to reduce clustering effects. For each wave of interviewing each interviewer is supplied with two blocks of 70 addresses drawn from different parts of the sector. Addresses are contacted systematically with three doors being left after each successful interview.

To ensure a balanced sample of adults within effective contacted addresses a quota is set by sex (male, female housewife, female non-housewife); within female housewife, by presence of children and working status; and within men, by working status.

As with all multi-stage sample designs, there are effects on the magnitude of the standard error of estimates that arise from a number of sources. The greatest contributors are caused negatively by the effects of clustering and weighting and positively by the effects of stratification. These are collectively known as 'design effects'. The 'design factor' is used to estimate the ratio of the standard error of these complex sample estimates to that of a simple random sample of the same size. Design factors vary from one variable to another depending on the inter-correlations that exist between that variable and the causes of variation in the size of the standard error. For example social grade tends to be correlated between households in small geographical areas and thus variables that are correlated with social grade (e.g. visits to woodland) will have larger design factors. Such design factors need to be individually calculated from actual data to obtain accurate estimates for any given variable. Common practice is the use of a 'modal' value for application to estimates. For the Omnibus Taylor Nelson Sofres recommend a design factor of 1.5 be applied to the calculation of confidence limits and when testing for significance.

Appendix 5: Wales Questionnaire⁹

<p>Q1.</p>	<p>You may have seen or read about UK forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months? Any others? (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 • Timber transport • The 'Woodlands for Wales' strategy (<i>Wales only</i>) • None of these
<p>Q2</p>	<p>Which of these promotions have you heard of?</p> <ul style="list-style-type: none"> • 'Wood for Good' or other promotions for timber uses and products • Autumn Colours • Heritage Trees • Cydcoed (<i>Wales only</i>) • 'Shelterwoods' / 'Cysgod Y Coed' (<i>Wales only</i>)

⁹ Questionnaire wording differed slightly between Wales and the UK. These differences are detailed in individual questions in italics

<p>Q3.</p>	<p>In Wales (<i>the UK</i>), 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? Any others?</p> <p style="text-align: right;">(Multi choice)</p> <ul style="list-style-type: none"> • To support the economy 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 (<i>the UK</i>) can buy less wood products from abroad • To make woods more accessible to all in the community • To help prevent the “greenhouse effect” and global warming • To provide places for wildlife to live • To provide places to visit and walk in • To provide places to cycle or ride horses • To improve the countryside landscape • To create pleasant settings for developments around towns • To restore former industrial land • None • Don’t know
<p>Q4.</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 (<i>UK</i>) forestry is at ...</p> <ul style="list-style-type: none"> • Providing opportunities for walking • Protecting the environment • Providing Wales’s (<i>the UK</i>’s) timber, board and paper needs • Providing homes for birds and other animals • Involving local communities • Supporting the economy in rural areas (<i>Wales only</i>) <p>..and on the same scale, how would you rate the overall performance of Welsh (<i>UK</i>) forestry?</p> <ul style="list-style-type: none"> • Overall rating
<p>Q5</p>	<p>In the last 20 years, do you think the amount of woodland in Wales (<i>the UK</i>) has been increasing or decreasing?</p> <ul style="list-style-type: none"> • Increasing • Decreasing • Staying about the same • Don’t know

<p>Q6.</p>	<p>a. Would you like to have more or less woodland in Wales (<i>this part of the country</i>)?</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
<p>Info:</p>	<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 ash that have leaves, not needles, and lose them in the winter. (<i>Wales only</i>)</p>
<p>Q7</p>	<p>If conifer woodlands in your area were to be clear-felled (i.e. if the whole wood was felled at once), what would you like to see done with the land afterwards? (<i>Wales only</i>)</p> <ul style="list-style-type: none"> • Replant with conifer species such as sitka spruce • Replant with one broadleaved species such as oak birch or ash • Replant with a mixture of broadleaved species such as oak birch or ash • Don't replant with trees – make land available for development • Don't replant with trees - but recreate different habitats for wildlife • Don't clear fell trees • None • Don't know

<p>Q8</p>	<p>There are alternatives to clear-felling conifer plantations, which involve selectively felling some trees so that there are always trees present. Which of the following is more important to you? (<i>Wales only</i>)</p> <ul style="list-style-type: none"> • A wider range of tree species • A wider range of ages of trees • Trees which are native to Wales • Trees which are not planted but regenerate naturally • A more sparse woodland with some big trees • A better woodland habitat for wildlife • Leave conifer plantations as they are – don't do anything • Continue to clear-fell plantations – don't change the method • None • Don't know
<p>Q9.</p>	<p>If a label indicated that something was produced using wood products from Welsh timber, would you be more or less likely to buy it than another similar product? (<i>Wales only</i>)</p> <ul style="list-style-type: none"> • Tend to be more likely to buy • Would make no difference • Tend to be less likely to buy • Depends on the product • Don't buy any such products • Don't know
<p>Q10.</p>	<p>Which of these have you heard of? (Multi choice)</p> <ul style="list-style-type: none"> • Countryside Council for Wales (CCW) (<i>Wales only</i>) • Forestry Commission • Forest Enterprise • National Trust • Environment Agency • Coed Cymru (<i>Wales only</i>) • Tir Coed (<i>Wales only</i>) • Welsh Development Agency (<i>Wales only</i>) • Coed Cadw, Woodland Trust ('<i>Woodland Trust</i>' in the UK) • National Assembly Woodlands (<i>Wales only</i>) • None • Don't know

<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>If YES ask Q11b then skip to Q12 If NO ask Q11c then go to Q12</p> <p>b. Did you visit woodlands in the countryside or woodlands in and around towns?</p> <ul style="list-style-type: none"> • Woodlands in the countryside • Woodlands in and around towns • Both <p>c. What was the main reason that you did not visit?</p> <ul style="list-style-type: none"> • Not interested in going • 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>And which of the following are important to you when choosing to visit a woodland?</p> <p>(Multi choice)</p> <ul style="list-style-type: none"> • It is in close/ easy reach • Knowing that visitors are welcome there • Attractive scenery • Wildlife • Peace and quiet • A good place to unwind / destress • Good for exercise • Safe environment • No entrance charge • None
<p>Q13.</p>	<p>Do you use the Internet as a source of information? YES/NO</p>
<p>Q14.</p>	<p>Do you have any long term illness, health problems or disability which limits your daily activities or the work you can do? YES/NO</p>