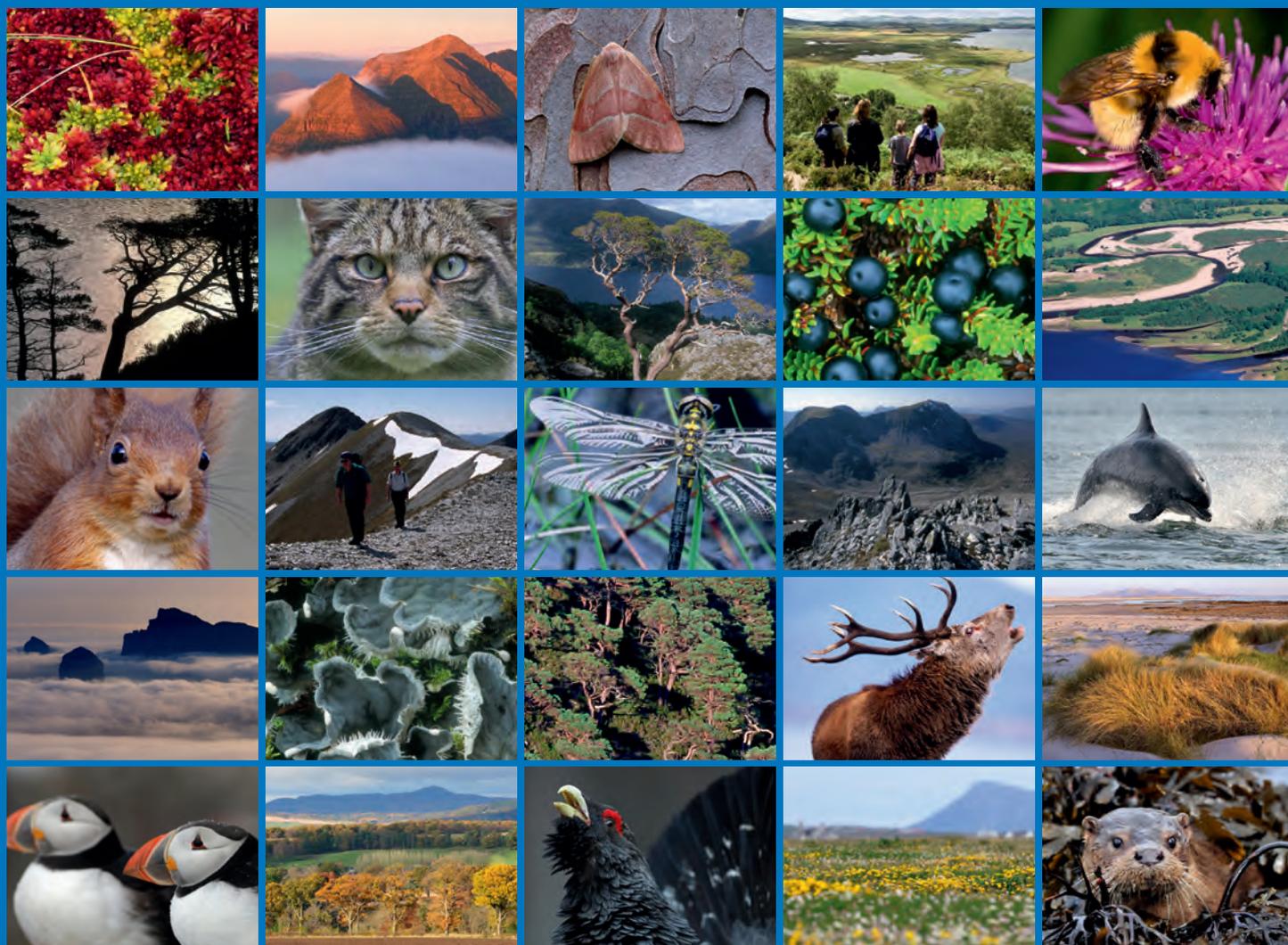


Scottish Natural Heritage
Commissioned Report No. 679

Scotland's People and Nature Survey 2013/14





Scottish Natural Heritage
Dualchas Nàdair na h-Alba

All of nature for all of Scotland
Nàdar air fad airson Alba air fad

COMMISSIONED REPORT

Commissioned Report No. 679

Scotland's People and Nature Survey 2013/14

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COMMISSIONED REPORT

Summary

Scotland's People and Nature Survey 2013/14

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Keywords

Visits to the outdoors; visits to the natural environment; participation in outdoor recreation; local greenspace; forests and woodland; national parks; landscape; physical activity in the outdoors.

Background

This report presents the findings from the first year of Scotland's People and Nature Survey (SPANS), commissioned in 2013 by Scottish Natural Heritage with support from Forestry Commission Scotland, Loch Lomond and the Trossachs National Park Authority, Cairngorms National Park Authority and greenspace scotland. SPANS will be repeated in 2016 and every third year thereafter until 2022.

SPANS provides information on how people living in Scotland use, enjoy and value the natural environment. It includes modules on participation in outdoor recreation; visits to forests and woodland; visits to urban greenspace; awareness of, and visits to, Scotland's national parks; other types of engagement with the natural environment; public perceptions of national and local landscapes; and public perceptions of the benefits derived from visiting the outdoors.

The research findings presented in this report are based on in-home face-to-face interviews undertaken with a representative sample of around 12,000 adults (aged 16 and over) in Scotland between March 2013 and February 2014.

A summary of the main findings from the survey is provided in the Executive Summary section of the report. A series of special interest reports on specific topics covered by SPANS will also be made available on the SNH website to assist in the dissemination and discussion of the data.

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1. EXECUTIVE SUMMARY

1.1 Outdoor recreation

Around four-fifths of the adult population in Scotland had visited the outdoors for recreation in the 12 months prior to interview (82%), an increase on the proportion reported in 2012 by the Scottish Recreation Survey (ScRS) (79%)¹. Half reported that they had visited the outdoors on at least a weekly basis during this period (50%), with 16% visiting daily. The likelihood of visiting the outdoors in the previous 12 months varied by demographic factors relating to age, affluence, health and the presence of children in the household.

The estimated volume of visits to the outdoors taken by adults in Scotland in the period March 2013 to February 2014 was 395.8 million, the highest annual figure recorded since 2006.

The most frequently cited reasons for visiting the outdoors were health or exercise (the motivation for 43% of visits) and exercising a dog (42%). Around a quarter of visits were taken to relax or unwind (27%) or to enjoy fresh air or pleasant weather (25%).

The most frequently cited reasons for not visiting the outdoors were lack of time (mentioned by 36% of respondents) and poor health (23%).

Half of all outdoor visits were taken in countryside locations (50% or an estimated 198.4 million visits over the 12 month period), around a third were taken in a town or city (34% or an estimated 134 million visits) and 16% were taken in seaside locations (an estimated 63.4 million visits). The proportions of visits taken in each of these three location types in 2013/14 were similar to those recorded in previous years.

Local parks or open spaces remain the most frequently visited destination on outdoor visits, included in 41% of all visits in 2013/14 (an estimated 163 million visits over the 12 month period). Just under a quarter of visits included a forest or woodland destination (23%), equating to an estimated 90.1m visits over the 12 month period.

Walking is the most popular outdoor past-time enjoyed by adults in Scotland and has been included as an activity on a majority of outdoor visits (in the range 79% - 88%) each year between 2004 and 2013/14. 'Family outings' were next in terms of popularity: 15% of visits in 2013/14 were described as family outings, equating to an estimated 58 million visits over the 12 month period.

Almost half of visits to the outdoors were taken alone (48%); around two-fifths were taken with family members (39%) and 12% with friends. A small proportion of visits (2%) were taken as part of an organised group. An increasing proportion of visits has been taken alone over the past ten years.

Just under a quarter of visits taken to the outdoors included children in the party (23%) and almost half were accompanied by a dog (48%), equating to an estimated 188.9 million visits taken with dogs over the 12 month period.

Across all visits taken in the four weeks prior to interview, the average duration (including travel time to and from the destination) was 2 hours and 17 minutes and the average distance travelled (to and from the main destination) was 9.5 miles.

¹ As the Scottish Recreation Survey used an identical methodology to SPANS, these estimates are directly comparable

In 2013/14 just over two-fifths of adults in Scotland indicated that they had some level of awareness of the Scottish Outdoor Access Code (44%), compared to 40% in 2012 and 47% in 2011.

1.2 Visits to forests and woodland

Seventy-eight per cent of adults who had visited the outdoors (equating to 63% of all adults in Scotland) made at least one visit to forests or woodland in the 12 months prior to interview.

Among those who had visited the outdoors, a fifth visited forests or woodland on a weekly basis (22%) and a similar proportion visited on a monthly basis (20%). The largest proportion, around a third, indicated that they visited once every couple of months or less often (35%).

The demographic factors that correlate with visits to forests and woodland are similar to those identified with outdoor recreation visits in general.

Among outdoor visitors, the most frequently cited barrier to visiting forests or woodland was lack of time, mentioned by 24%. A fifth indicated that they had 'no particular reason' for not visiting (20%), while just over one in ten indicated that they were 'not interested' or that forest and woodland destinations were too far away from where they lived (12% and 11% respectively).

Sixty-six per cent of outdoor visitors (equating to 40% of all adults in Scotland) had undertaken some sort of physical activity (e.g. walking, cycling, sports) at least once in a forest or woodland setting in the 4 weeks prior to interview.

Eighty one per cent of all adults rated the provision of woods for recreation across Scotland as a whole as 'good' or 'very good' compared to 62% who provided this rating for the provision of woods in their local area.

1.3 Visits to urban greenspace

Three-quarters of respondents living in urban areas² in Scotland reported living within a 10 minute walk of their local greenspace (75%) and just over half reported that they lived within a 5 minute walk (55%). These findings are consistent with those of the 2011 Greenspace Use and Attitudes survey commissioned by greenspace scotland.

There is a clear association between proximity to greenspace and level of affluence. In addition, those who had undertaken physical exercise in the outdoors in the week prior to interview and those who reported their level of health to be 'good' were also more likely to live close to greenspace.

Around three-quarters of urban residents (2.4 million people) made at least one visit to a local greenspace area in the 12 months prior to interview (76%). Almost half visited their local greenspace on a weekly basis during that period (47%), similar to the proportion recorded in the 2011 Greenspace Use and Attitudes survey.

The demographic factors that correlate with visits to local greenspace among urban residents are similar to those identified with outdoor recreation visits in general among the wider population.

² <http://www.scotland.gov.uk/Topics/Statistics/About/Methodology/UrbanRuralClassification>

The vast majority of the urban population agreed strongly that, in general, greenspaces should be 'good places for children to play' (85%), 'safe places to encourage physical activity' (83%), 'places to relax and unwind in' (82%) and 'attractive places' (78%). When asked to rate their local greenspaces using the same measures, however, fewer than half agreed strongly that their local greenspaces met these expectations.

Among those living in urban areas, 33% agreed that their local greenspace quality had reduced in recent years compared to 39% who disagreed. Factors related to affluence appear to play a part in people's perceptions of local greenspace quality, with those living in council housing, those living in the 15% most deprived areas of Scotland³ and those in the DE social grade⁴ more likely than average to perceive a reduction in greenspace quality in the past five years.

1.4 National parks⁵

Eighty nine per cent of adults in Scotland claimed awareness of one or both of Scotland's two national parks (Cairngorms National Park and Loch Lomond and the Trossachs National Park). Awareness levels were higher than average among those in the AB and C1 social grades and among those aged 55 and over.

Around half of adults in Scotland believed that they had visited one or both of the national parks in the last 12 months (49%). Those in the more affluent AB social grade and those aged 35 to 55 were more likely than average to state that they had visited a national park in the previous 12 months.

The demographic groups less likely than the average to have visited one of Scotland's national parks were also amongst those less likely to have visited the outdoors in general in the last 12 months. The lowest levels of visits to national parks were recorded for those in the DE social grade.

The characteristic most strongly associated with Scotland's national parks was 'beautiful scenery and landscapes', selected by 69% of the population. Just over a third felt that Scotland's national parks were places for 'peace, tranquillity and relaxation' (38%) while a similar proportion associated the national parks with 'thriving wildlife and nature' (34%).

1.5 Other engagement with the natural environment

Aside from visiting the outdoors for recreation, the vast majority of the population take part in other activities connected to the natural environment on at least an occasional basis (91%). Among these activities, sitting or relaxing in the garden (65% of adults), walking through local parks and greenspaces (53%), watching or listening to nature programmes on TV or radio (51%) and gardening (47%) are most popular.

Sixty-four per cent of adults agreed strongly with the statement, 'Spending time outdoors is an important part of my life', increasing to 81% among those who visited the outdoors on a weekly basis and to 91% among those who visited daily.

³ <http://simd.scotland.gov.uk/publication-2012/introduction-to-simd-2012/overview-of-the-simd/what-is-the-simd/>

⁴ <http://www.nrs.co.uk/nrs-print/lifestyle-and-classification-data/social-grade/>

⁵ <http://www.scotland.gov.uk/Topics/Environment/Countryside/16131>

1.6 Scotland's landscapes

The vast majority of people in Scotland believe the country's areas of wild land should be protected (94%); allied to this is a widely held belief that Scotland's landscapes make an important contribution to the economy (93% agree). Most people believe that Scotland's finest landscapes are being well looked after (72%).

Three quarters of adults in Scotland would be happy to see more effort focused on improving urban landscapes (76%); public opinion is divided, however, on whether or not new developments in the countryside are impacting positively on rural landscapes (41% agree, 28% disagree and 31% undecided/unsure).

In terms of people's perceptions of the future for Scotland's landscapes, opinion is divided on whether or not things are changing for the better, with 37% of people in Scotland agreeing that they are, 29% disagreeing and 34% either undecided or unsure.

Around two thirds of adults in Scotland rated their local landscape positively (65%), although only a quarter rated it 'very good' (25%). People living in rural areas, those living outside of the 15% most deprived areas, those in the AB social grade and people aged over 55 were more likely to rate their local landscape positively.

Thirteen per cent of adults in Scotland rated their local landscape negatively. Negative perceptions of local landscapes were highest amongst those living in the 15% most deprived areas in Scotland (30% of whom rated their local landscape as 'poor' or 'very poor').

Looking back over the last three years, just over half of people in Scotland believed their local landscape hadn't changed at all (55%); among the remainder, opinion was evenly divided, with 20% reporting that their local landscape has improved and 19% that it has become worse over that time.

1.7 Benefits of visiting the outdoors

Seventy per cent of adults strongly agreed that their most recent outdoor visit helped them to relax and unwind while 64% strongly agreed that it improved their physical health and 62% that it made them feel energised and revitalised.

Where people live appears to influence their perceptions about the benefits gained from visiting the outdoors, with variations evident between urban and rural residents, people living within and outside of the Central Scotland Green Network area (CSGN)⁶ and those living in the 15% most deprived parts of Scotland versus those living elsewhere.

Seventy per cent of adults in Scotland used the outdoors for physical exercise in the week prior to interview and 29% met national targets for physical activity⁷ in an outdoor environment during that week (i.e. they undertook at least 150 minutes of moderate physical activity outdoors).

⁶ <http://www.centralscotlandgreennetwork.org/>

⁷ <https://www.gov.uk/government/publications/uk-physical-activity-guidelines>

2. BACKGROUND

Visiting the outdoors for recreation, learning or volunteering is enjoyable in its own right but it can also make a positive contribution to health and well-being, foster a greater awareness and understanding of the natural world and bring economic benefits in the form of expenditure incurred on outdoor visits.

Encouraging participation in outdoor recreation contributes to the delivery of a number of the Scottish Government's National Outcomes⁸, and in particular to National Outcome 12, 'We value and enjoy our built and natural environment and protect it and enhance it for future generations', National Outcome 10, 'We live in well-designed, sustainable places where we are able to access the amenities and services we need' and National Outcome 6, 'We live longer, healthier lives'. Increasing the proportion of adults making one or more visits to the outdoors per week is also one of the Scottish Government's 50 National Indicators⁹.

Ensuring that everyone in Scotland has the opportunity to enjoy the outdoors forms a major part of the work undertaken by Scottish Natural Heritage and its SPANS partners, Forestry Commission Scotland, the national park authorities and greenspace scotland. Undertaking regular research on how people in Scotland use, value and enjoy the natural environment helps partners identify key audiences and monitor trends as well as informing policy and the implementation of appropriate programmes of work.

Scotland's People and Nature Survey (SPANS) was commissioned in 2013 to provide a single, comprehensive source of information on people's use of the natural environment. Reflecting the interests of the SPANS partners, it absorbed questions from a number of surveys, including the Scottish Recreation Survey (commissioned by SNH and FCS), the Scottish Nature Omnibus (commissioned by SNH), the Public Opinion of Forestry (commissioned by FCS) and the Greenspace Use and Attitudes survey (commissioned by greenspace scotland), providing links across a number of key policy areas. SPANS was also designed to complement outputs on visits to the outdoors, volunteering, use of greenspace, rating of local neighbourhoods and participation in physical activity from Scottish Government surveys such as the Scottish Household Survey and the Scottish Health Survey.

⁸ <http://www.scotland.gov.uk/About/Performance/scotPerforms/outcomes>

⁹ <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/outdoors>

2.1 Objectives

SPANS provides data on how adults living in Scotland use, enjoy and value the natural environment. It was commissioned by Scottish Natural Heritage and its survey partners to help contribute to the achievement of a range of Scottish Government National Outcomes. Figure 2-1, below, illustrates the survey's role.

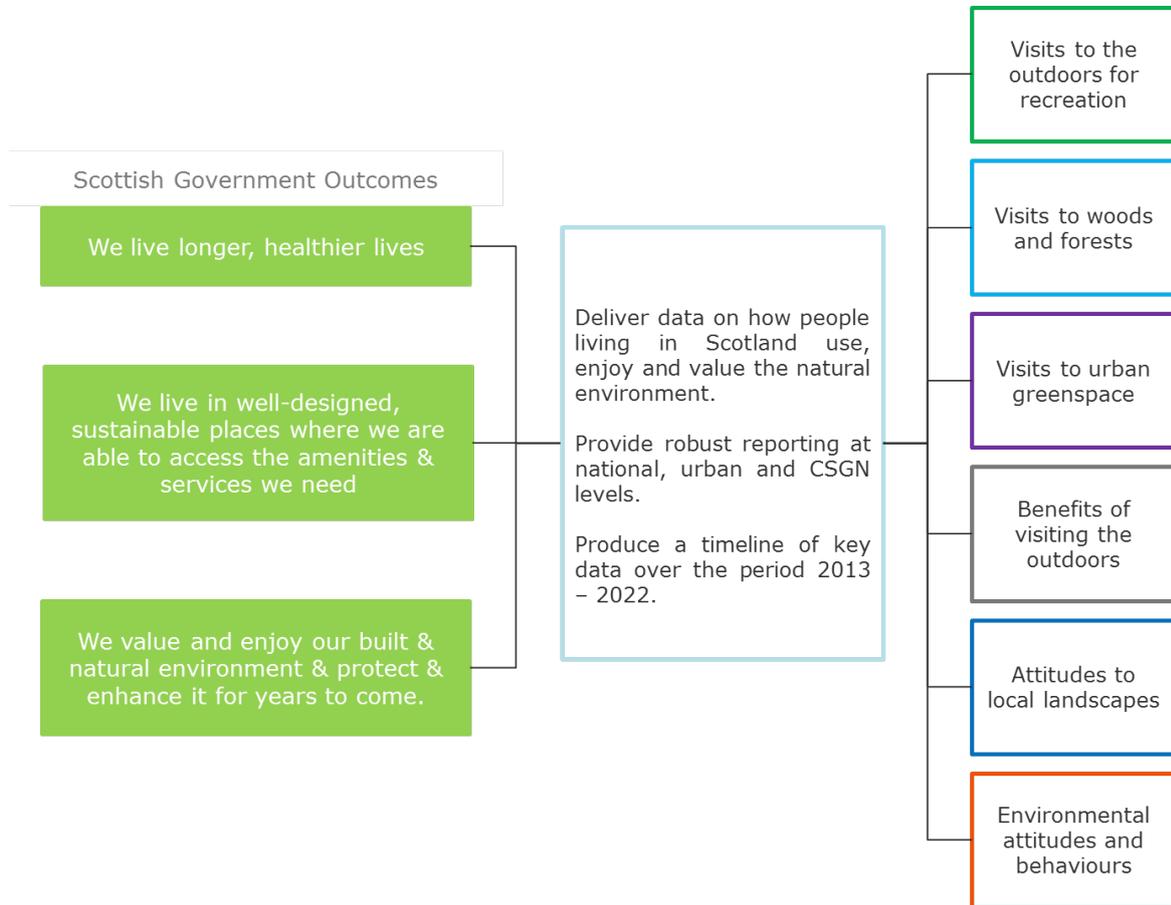


Figure 2-1 The role of SPANS in providing insight to inform policy and provide an ongoing measure of trend

Further details on the questions asked within each survey module and the frequency with which individual questions are asked can be found in the accompanying technical report <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>.

2.2 Methodology

SPANS comprises a series of questions inserted in the TNS omnibus, the Scottish Opinion Survey (SOS). Interviews are conducted each month with a representative sample of around 1,000 adults aged 16 and over living in Scotland, providing an annual sample of more than 12,000 respondents. This sample size is sufficient to allow for analysis by key demographic and geographic population groups.

The SOS is undertaken face to face in the respondent's home using Computer Assisted Personal Interviewing (CAPI). Each month's fieldwork is conducted over a 6 day period, generally over the last weekend of the month. A quota-sampling methodology is used to ensure that the respondents interviewed represent the resident population at a national level, with interlocking quotas applied on the basis of gender, age and working status. Interviews are conducted in 55 sampling points per month with an average of 19 interviews per point, one interview per household and a minimum of five households left between each successful interview. At the analysis stage, data are weighted and grossed up to be representative of the adult population in Scotland and the visits they take each month and over the 12 month period of the survey.

More detailed information on the survey methodology and on the weighting and grossing up procedures followed is provided in the accompanying technical report <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>.

The methodology used for SPANS is identical to the methodology previously used for the Scottish Recreation Survey and the most recent Public Opinion of Forestry surveys, ensuring comparability of key findings (where question wording and/or the sample has not changed). The SPANS methodology differs, however, from the methodologies used for SNH's Scottish Nature Omnibus survey and greenspace scotland's Greenspace Use and Attitudes survey, meaning that earlier results from these surveys are not directly comparable with SPANS.

2.3 Questionnaire

To help manage the length of the interview and the survey costs, the SPANS questionnaire comprises a series of question modules, with each module inserted in the SOS on a rotational basis. Some question modules are asked every month but most are asked less frequently. Figure 2-2 (overleaf) outlines the question modules and the frequency with which each module is included in the survey¹⁰. More detailed information on the question schedule is provided in the accompanying technical report <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>.

¹⁰ Note: Figure 2-2 is not an indication of the months in which questions are asked. This information, is provided in the accompanying technical report

	Monthly	Bi-monthly	Quarterly	Six-monthly	Annually
Outdoor recreation visits taken	Green				
Outdoor recreation visits (location & activity)		Green			
Woodlands/ forests (provision & use for exercise)		Blue			
Health			Yellow		
Path use			Green		
Outdoor recreation visits (travel, duration & party composition)			Green		
Barriers to visits (outdoor recreation & woodlands/ forests)				Green	
Scottish Outdoor Access Code awareness				Green	
Local greenspace visits		Purple			
Greenspace proximity & attitudes				Purple	
Motivations & benefits				Grey	
Physical activity levels				Yellow	
National Parks					Green
Local landscape					Blue
Environmental engagement					Orange

Figure 2-2 SPANS question modules and frequency¹¹

2.4 Margins of error

SPANS findings are based on interviews with a representative sample of people living in Scotland rather than the entire Scottish population. As such, they are subject to a degree of sampling error.

Findings based on the annual sample of 12,104 interviews representative of the adult population are accurate to within +/- 1.3% at the 95% confidence level; findings based on the annual sample of around 7,000 visits in the last 4 weeks provide visit level data accurate to within +/- 2.9% at the 95% confidence level. These margins of error also take account of elements of the survey design, such as how respondents are selected and the effects of weighting results, which can reduce the accuracy of data.

As shown in Figure 2.2, the frequency with which different questions are asked on SPANS varies; as a result, sample sizes for each question will also vary. Further guidance on the levels of confidence around survey findings can be found in Annex 5.

¹¹ Colours relate to the question modules in Figure 2-1

2.5 Definitions

Throughout this report, the following terms have been used:

- *Outdoors* - mountains, moorland, farmland (enclosed and unenclosed), forests, woods, rivers, lochs and reservoirs, beaches and the coast, and open spaces in towns and cities.
- *Outdoor recreation* - any non-motorised activity carried out for leisure purposes and includes activities granted a statutory right of access under Part 1 of the Land Reform (Scotland) Act 2003 (e.g. walking, cycling and picnicking).
- *Greenspace* – public or open spaces and water in urban areas, for example, parks, playing fields, play areas, allotment and community gardens, woodland and more natural areas, canal paths and riversides.
- *Local landscape* – local surroundings and outdoor places. In a town, it includes streets, buildings, local parks, gardens and trees. In the country, it includes fields, roads, hills, woodland, cliffs and beaches.

3. OUTDOOR RECREATION

Enjoyment of the outdoors, extending from urban greenspaces and countryside around towns to remote and wild areas of land and water, can help deliver a wide range of social, economic and environmental benefits. Walking is recognised as the most cost-effective way of improving physical health and, along with cycling, provides a sustainable form of transport. Participation in outdoor recreation contributes to the attainment of the Scottish Government’s targets for physical activity (see Chapter 9) and the positive contribution of ‘green exercise’ to mental health and well-being is widely acknowledged. Outdoor recreation also makes an important contribution to the economy: in 2012, the Scottish Recreation Survey¹² estimated that visits to the outdoors made by people living in Scotland generated an estimated £2.6 billion in expenditure. Visits to the outdoors and activities such as volunteering are also important for increasing understanding of the natural world, encouraging more people to look after this important resource.

3.1 Outdoor recreation visits

From 2013, data on frequency of visiting the outdoors for leisure and recreation is being collected annually on the Scottish Household Survey, allowing the Scottish Government to continue to monitor progress towards achievement of its National Indicator, *To increase the proportion of people making one or more visits to the outdoors per week*. Prior to 2013, the Scottish Recreation Survey was the data source used to monitor progress against this indicator. As each survey uses a different research methodology, earlier Scottish Recreation Survey results are not directly comparable with Scottish Household Survey results.

To provide an overall picture of visit behaviour as well as a useful variable for analysis purposes, SPANS respondents were also asked to indicate how often, on average, they had visited the outdoors for leisure and recreation in Scotland in the 12 months prior to being interviewed (Figure 3-1).

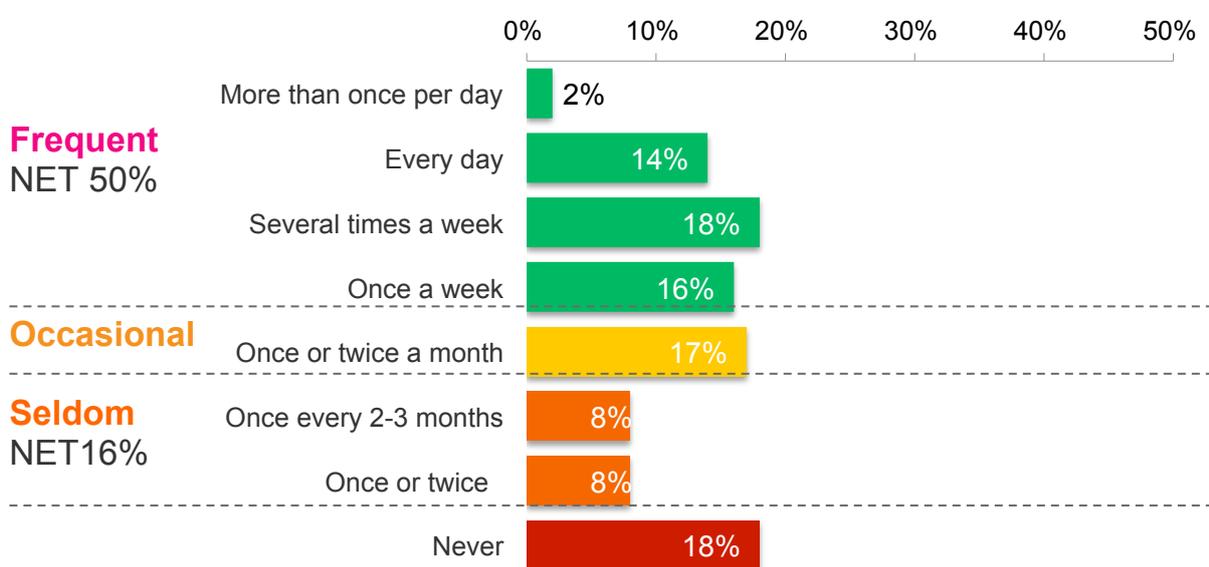


Figure 3-1 Frequency of recreation visits to the outdoors in 12 months prior to being interviewed (Mar 13 to Feb 14)
Base= All respondents (12,104)

¹² <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>

As shown above, around four-fifths of the adult population indicated that they had visited the outdoors in the previous 12 months (82%). Half reported that they had done so on at least a weekly basis during this period (50%) and 16% that they had visited daily.

Figure 3-2 below shows the proportion of the Scottish population visiting the outdoors between 2006 and 2013/14. The 2013/14 estimates for both 'any visits' and 'weekly visits', show an increase on the proportions recorded by the ScRS in 2012.

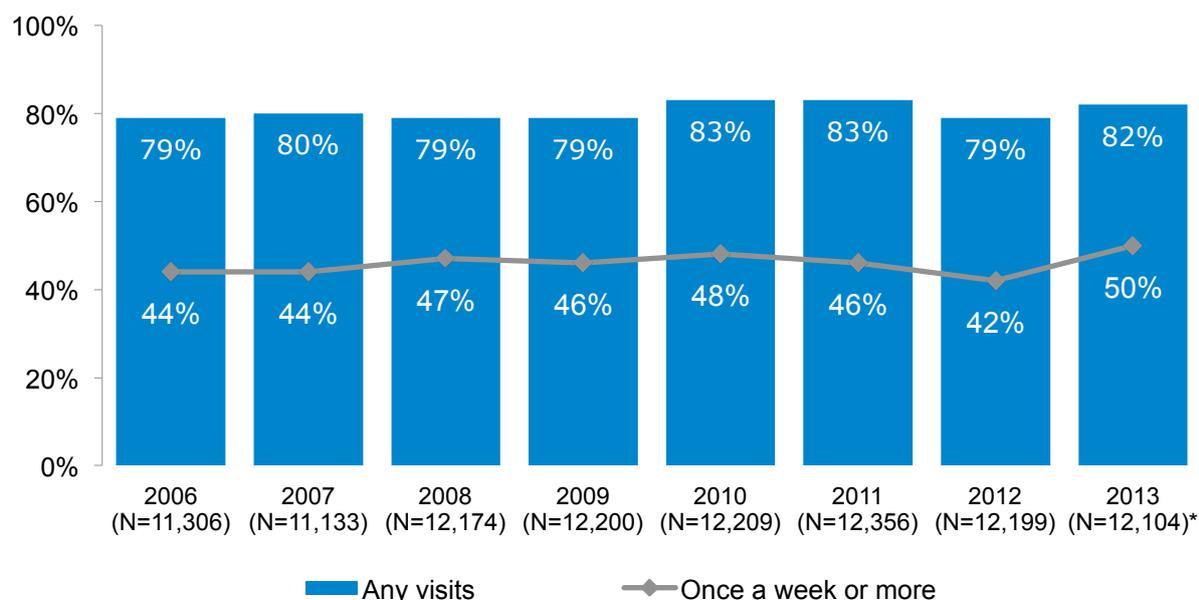
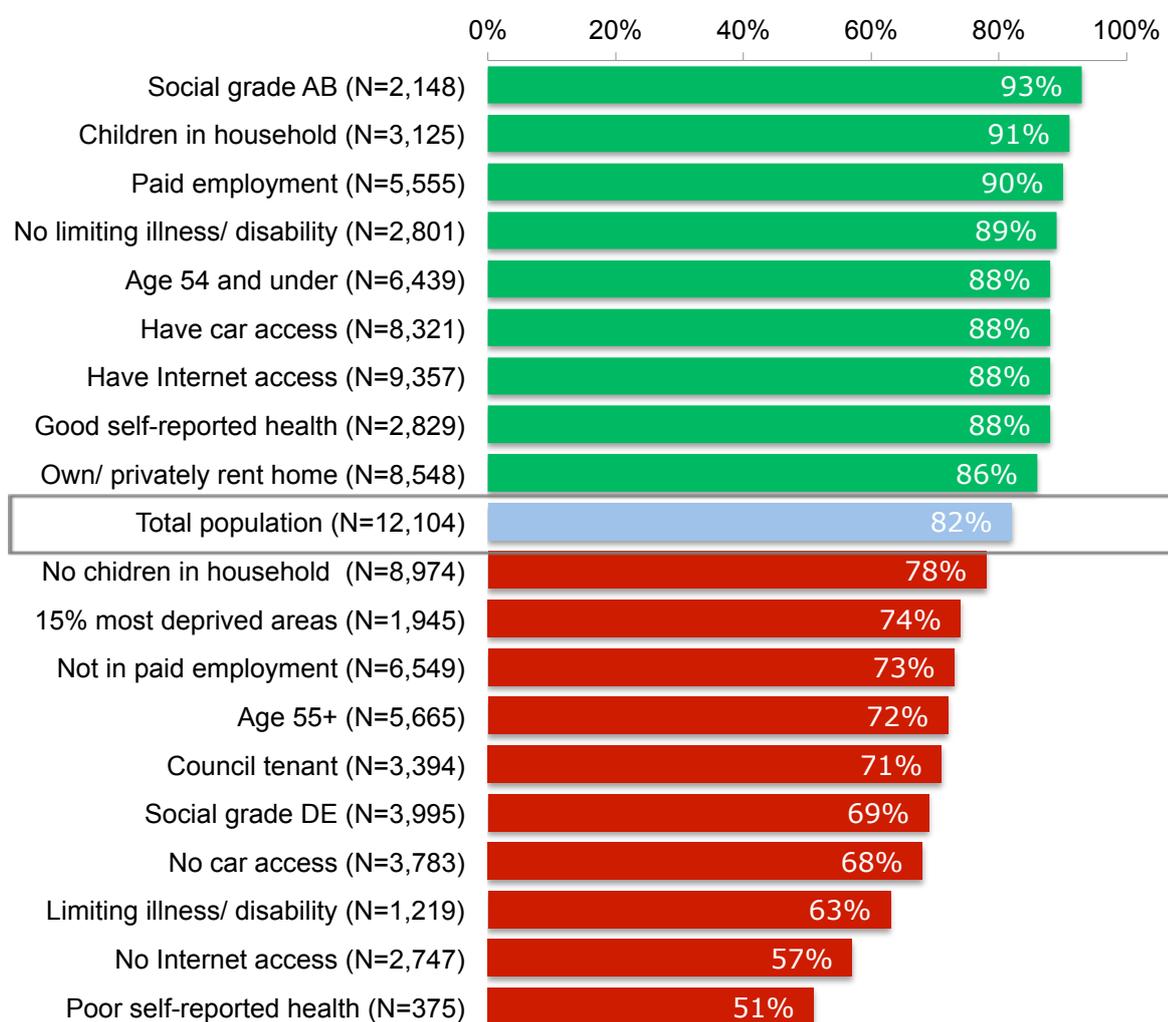


Figure 3-2 Visits taken to outdoors in last 12 months – ScRS 2006-2012 and SPANS (Mar 13 to Feb 14) (Base sizes shown on chart)

*Note SPANS survey period covers Mar 13 to Feb 14 while the ScRS was undertaken on a calendar year basis.

The Scottish Household Survey also reported an increase in the proportion of adults making weekly visits to the outdoors between 2012 and 2013 (up from 42% in 2012 to 46% in 2013); the differences between the most recent Scottish Household Survey and SPANS 'weekly visits' estimates (46% versus 50%) are likely to be down to a combination of factors including the different survey methodologies used and the position of the questions within the respective survey interviews.

As shown in Figure 3-3 below, the likelihood of someone visiting the outdoors in the 12 months prior to interview varied by demographic factors, some inter-related, relating to age, affluence, health and the presence of children in the household.



*Figure 3-3 Percentage of adults taking any recreation visits to the outdoors in Scotland in the 12 months prior to interview by population group (Mar 13 to Feb 14)
Base: All respondents (base sizes shown on chart)*

Those most likely to have visited in the previous 12 months were those in the AB social grade (93%), those with children in the household (91%) and those in paid employment (90%). Eighty-nine per cent of those with no limiting illness or disability had taken a visit to the outdoors in the previous 12 months, as had similar proportions of those aged 54 and under, those who owned or privately rented their home, those with car access, those with Internet access and those who reported their health to be good.

Among those least likely to have taken any visits to the outdoors in the previous 12 months were those who reported their health to be 'poor' (51% had visited) and/or who had a long-term limiting illness or disability (63%). Factors relating to affluence also correlated with lower visit levels: people without Internet access, those without car access, those in the DE social grade, those living within the 15% most deprived areas in Scotland and those renting

a council property were all less likely than the population average to have visited the outdoors in the last 12 months.

The proportion of people visiting at all in the last 12 months was similar amongst members of the BME¹³ population (83%) and those of white ethnic origin (82%).

3.1.1 Visit frequency

Table 3-1 below shows variations in visit frequency by social grade, children in household, age and health. As shown in Figure 3-1 earlier in this report, the frequency definitions used are:

- *Frequent* – visit the outdoors once a week or more often;
- *Occasional* – visit once or twice a month;
- *Seldom* – visit every 2-3 months or less often;
- *Never* – never take any visits to the outdoors.

Table 3-1 Frequency of recreation visits to outdoors in 12 months prior to being interviewed by population group (Mar 13 to Feb 14)

	Frequent %	Occasional %	Seldom %	Never %	Base
Total	50%	17%	16%	18%	12,104
Social grade					
AB	62%	20%	12%	7%	2,148
C1	52%	18%	16%	13%	3,360
C2	50%	16%	17%	17%	2,601
DE	38%	13%	18%	31%	3,995
Children in household					
Yes	57%	19%	15%	9%	3,125
No	46%	15%	16%	22%	8,974
Age					
34 and under	54%	19%	16%	11%	2,828
35-54	53%	18%	16%	13%	3,611
55+	43%	13%	16%	28%	5,665
Self-reported health					
Good	55%	17%	16%	12%	2,829
Fair	40%	17%	15%	28%	813
Poor	25%	8%	18%	49%	375

¹³ Black and Minority Ethnic

People’s propensity to visit the outdoors on a frequent basis (i.e. at least once a week) was higher among those in the AB social grade (62%) compared to those in the DE social grade (38%). In terms of age, frequency of visit taking was lowest among those aged 55 and over (43% visited weekly and 28% had not visited at all in the past 12 months).

The proportion of people visiting weekly increased with levels of self-reported health: 55% of those who reported a ‘good’ level of health visited the outdoors weekly compared to 40% who described their health as ‘fair’ and 25% who indicated that their health was ‘poor’.

Other groups more likely than the average to have visited the outdoors on a weekly basis included those who had undertaken any physical activity in the outdoors in the previous week (62%), those living in rural areas (59%), those with access to a car (55%), those in paid employment (54%), those with access to the Internet (54%), those who owned or privately rented their home (54%) and those who rated their local landscape as ‘good’ (54%).

Figure 3-4 below shows the proportion of the Scottish adult population in each survey month who had visited the outdoors at all in the previous 12 months and the proportion who visited on a weekly basis during that period¹⁴. Visit levels (both annual and weekly) were most variable in the first three survey months in 2013, particularly for the proportion visiting the outdoors on a weekly basis, but overall both measures demonstrate a fair degree of consistency over the 12 month period.

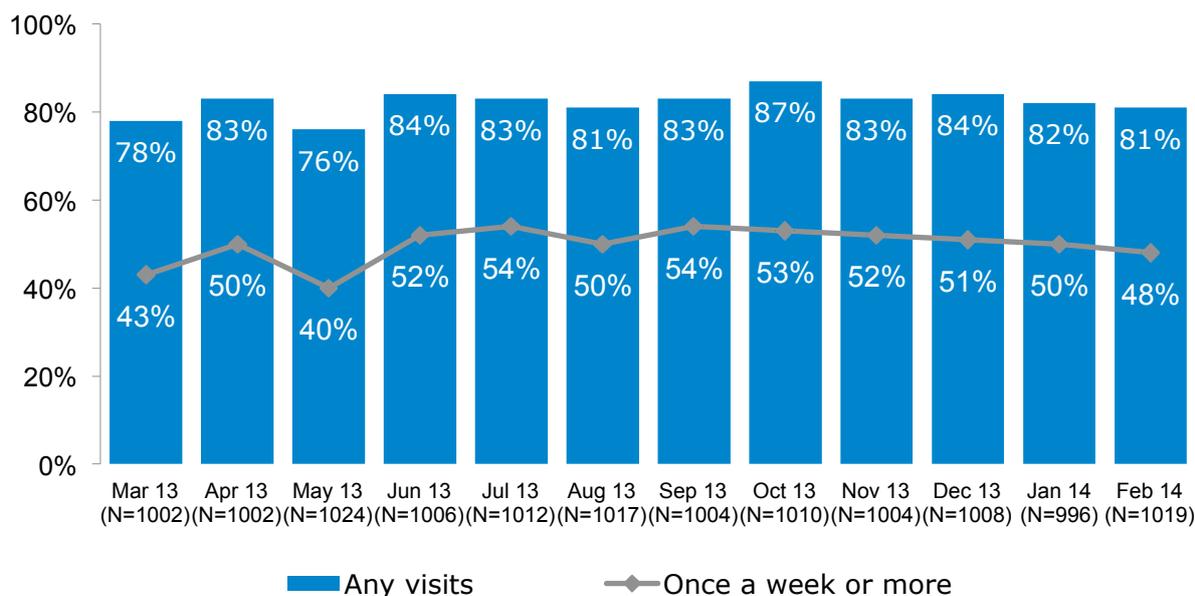


Figure 3-4 Percentage of adults taking any recreation visits to the outdoors in previous 12 months and weekly visit proportions (Mar 13 to Feb 14)
 Base: All respondents (monthly base sizes shown on chart)

While a range of factors are likely to influence propensity to visit the outdoors, it is useful to consider these results in the context of data available on weather conditions. Data from Met Office monthly climate summaries¹⁵ showed that March 2013 was one of the coldest since

¹⁴ Please note that the months shown are those in which interviews were undertaken. As respondents were asked about visits in the last 4 weeks, all visits were not necessarily taken in the month in which they were interviewed.

¹⁵ See <http://www.metoffice.gov.uk/climate/uk/summaries>

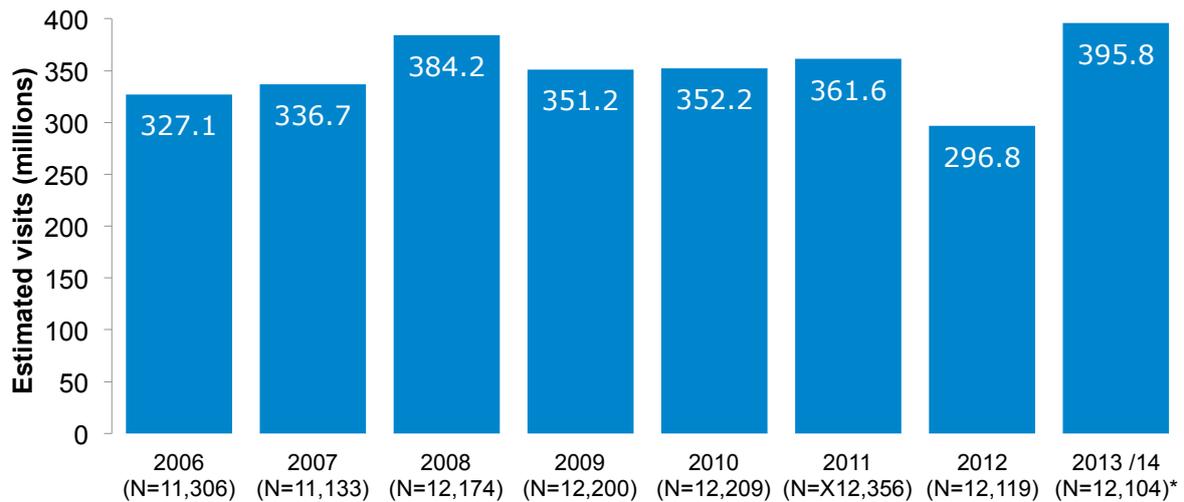
1961 with temperatures well below the average across Scotland. April, while unsettled, was milder, whereas May was particularly unsettled with a higher than average rainfall. Towards the end of 2013, while unsettled conditions existed, a number of months recorded higher than average temperatures, particularly October and December, although the latter was one of the wettest calendar months recorded since 2010.

3.1.2 Annual estimate of volume of visits

SPANS data on frequency of visiting the outdoors can be used to estimate the number of visits taken for the purposes of leisure and recreation over the 12 month period of the survey.

Across the year as a whole, the average number of outdoor visits taken per respondent in the 4 week period prior to interview was 6.8. This estimate ranges from 6.6 to 7.0 at the 95% confidence interval and includes those who did not take any visits during this time period. Based on an adult population of 4.4 million, this equates to a total of 395.8 million visits taken in the 12 months between March 2013 and February 2014 (see footnote 14 for details of margins of error).

As shown in Figure 3-5 overleaf, this estimate is the highest annual figure recorded since 2006 and represents an increase from 296.8 million in 2012. Please note, however, that the 2012 mid-year population estimate was used to calculate the number of outdoor visits in 2013/14 while previous ScRS estimates used 2001 Census data. While variations in the estimates reported are due in part to an increase in 2013/14 in the number of visits taken, the revised population estimate also contributes to the scale of the increase recorded. For example, when 2001 census data are used with SPANS visits data, the annual estimated volume of visits to the outdoors in 2013/14 is 364.5m.



*Figure 3-5 Annual estimated volume of visits to the outdoors¹⁶ (2006 – 2013/14)
Base: All respondents (base sizes shown in chart)*

Margins of error apply to the figures quoted. For more detail, see the relevant ScRS and SPANS technical reports¹⁷.

¹⁶ Taking account of margins of error, at the 95% confidence level estimated total visits range from 384.0 million to 407.7 million visits per year. Further details on how visit estimates are calculated and margins of error can be found in the accompanying technical report.

¹⁷ See <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>

3.2 Motivations and barriers to visiting the outdoors

3.2.1 Motivations for visiting the outdoors (in the last 4 weeks)

Among those who had taken a visit to the outdoors for recreation in the 4 weeks prior to interview, the most frequently cited reasons for visiting were health or exercise (the motivation for 43% of visits) and exercising a dog (42%). As shown in Figure 3-6 below, around a quarter of visits were taken to relax or unwind (27%) or to enjoy fresh air or pleasant weather (25%). Only a small proportion of visits were taken to learn something about the outdoors (1%) or for the purpose of volunteering (1%).



Figure 3-6 Motivations for visiting the outdoors in the last 4 weeks (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (1,155)

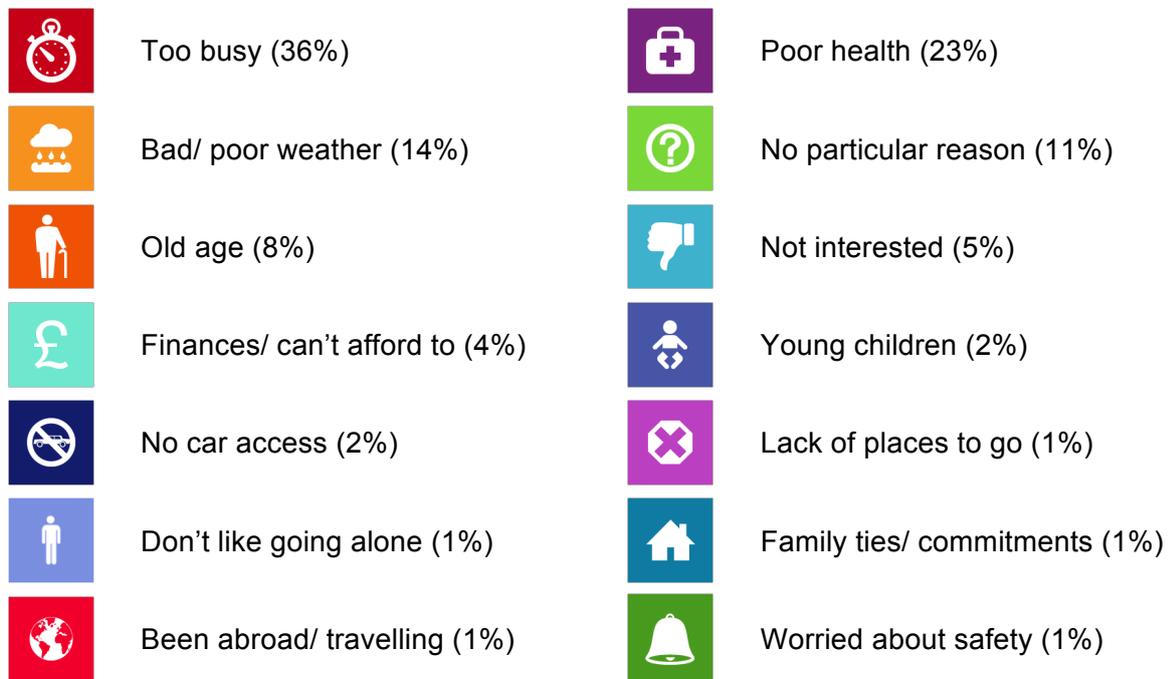
Note: multiple responses possible, therefore percentages may not equal 100%

Variations in motivations between population groups included:

- *Exercise a dog (42% overall)* - more likely than average to be the motivation for visits taken by people who visit the outdoors at least once a day (56%), including people taking daily visits to forests or woodland for physical activity (64%) and daily visits to local greenspace (68%);
- *Spend time with family/ friends (18% overall)* – more likely than average to be the motivation for visits taken by those with children in the household (30%) and those who visited the outdoors once a week (33%);
- *To entertain a child(ren) (14% overall)* – more likely than the average to be the motivation for visits taken by those with children in the household (33%).

3.2.2 Barriers to visiting the outdoors in the last 12 months

Among those who seldom or never visited the outdoors, the most frequently cited reasons for not visiting were a lack of time (36% were 'too busy') and poor health (23%). Poor weather (14%) and 'no particular reason' (11%) were the next most frequently mentioned barriers (Figure 3-7 below).



*Figure 3-7 Reasons for not visiting the outdoors in the last 12 months (Mar 13 to Feb 14)
Base: All who visited the outdoors less than once or twice a month or not at all (833)
Note: multiple responses possible, therefore percentages may not equal 100%*

A lack of time was more likely than the average to be a barrier to those in full-time employment (65%), those under the age of 55 (48%) and those in the C1C2 social grades (46%).

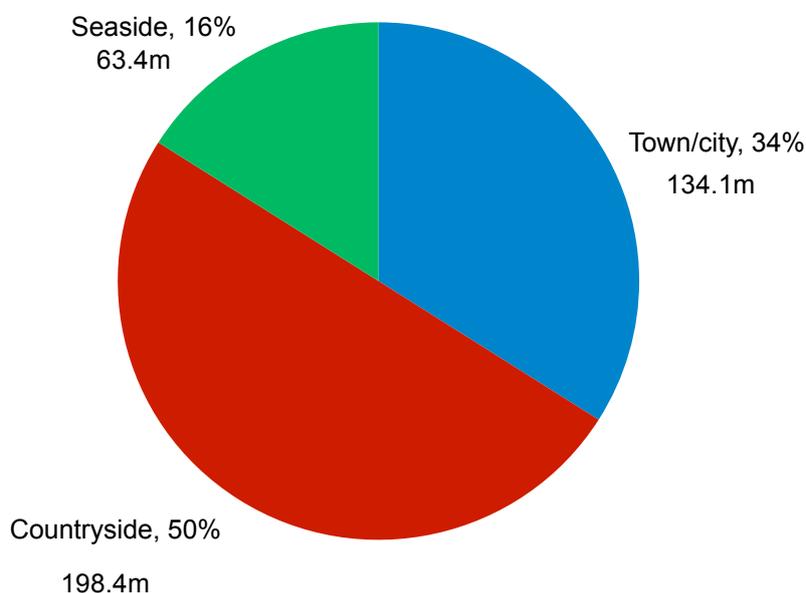
Poor health was more likely to be a barrier to those who were older and less affluent, including those aged 55 and over (40%), those not in paid employment (39%) and those in the DE social grade (31%).

Bad or poor weather was mentioned by a higher than average proportion of those who visited the outdoors on a relatively infrequent basis i.e. every 2-3 months (25%) while those aged 35 and under were more likely than the average to cite having young children as a barrier (7%).

A comparison of the most recent SPANS data with previous years' ScRS data shows that the reasons given by people who never visit the outdoors have remained broadly the same over time, with lack of time and poor health the most commonly cited barriers.

3.3 Where do people go?

Those who had visited the outdoors in the 4 weeks prior to interview were asked to indicate the general type of location for their most recent visit (Figure 3-8).



*Figure 3-8 Location of outdoor recreation visits (Mar 13 to Feb 14)
Base: All who visited the outdoors in the last 4 weeks (3,435)*

Half of visits taken to the outdoors were taken to the countryside (50%), which equates to an estimated 198.4 million visits over the 12 month period. The countryside was most likely to be the setting where hillwalking, bird and other wildlife watching or cycling and mountain biking were undertaken (92%, 76% and 68% of these visits respectively involved a countryside location). The countryside was also more likely to be a backdrop on visits taken by people living in rural areas (66%) and on longer visits lasting 3 hours or more (64%). More than half of visits taken by those with car access were taken to a countryside location (55%) compared to 30% of visits taken by those with no car access.

Around a third of visits were taken to an outdoor location in a town or city (34%), which equates to an estimated 134.1 million visits over the 12 month period. Visits taken in urban locations were more likely to be shorter in duration; 38% of visits lasting less than three hours were taken to an urban location compared to 20% of those lasting more than 3 hours. Other visits more likely than the average to include an urban location included those taken by members of the BME population¹⁸ (61% of these visits), those taken by people with no car access (58%), those taken by residents of the 15% most deprived areas in Scotland (56%), those taken by urban residents (51%) and those taken by people in the DE social grade (43%). Just over two-fifths of visits where a walk of less than two miles was undertaken (44%) included a town/city location.

¹⁸ Caution, small sample (N=83)

Sixteen per cent of visits were taken to seaside locations, which equates to an estimated 63.4 million visits over the 12 month period. Seaside locations were most likely to be the setting for visits where fishing¹⁹ was included as an activity or where the visit was described as a family outing (37% and 26% of these visits respectively).

The proportions of visits taken in each of these three location types in 2013/14 were similar to those recorded in recent years by the ScRS, as shown in Figure 3-9 below.

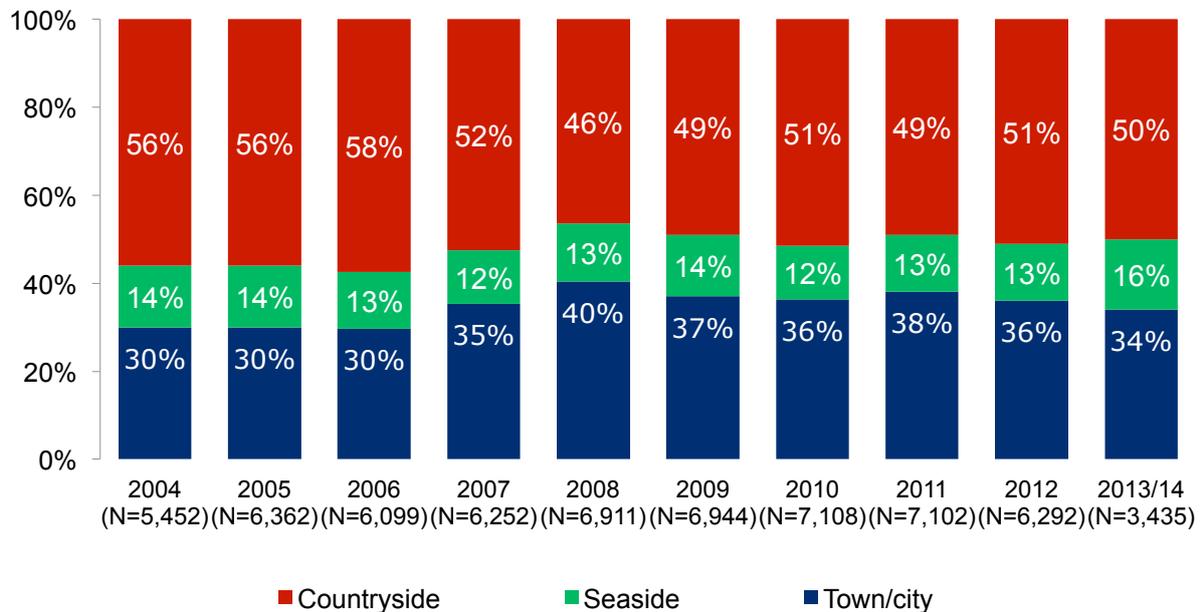


Figure 3-9 Location of outdoor recreation visits – ScRS 2006-2012 and SPANS (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

*Note SPANS survey period covers Mar 13 to Feb 14 while the ScRS was undertaken on a calendar year basis.

¹⁹ Caution, small sample (N=83)

Figure 3-10 below shows the estimated number of visits taken to locations within the Central Scotland Green Network (CSGN) area and Scotland's national parks over the 12 month period of the survey.

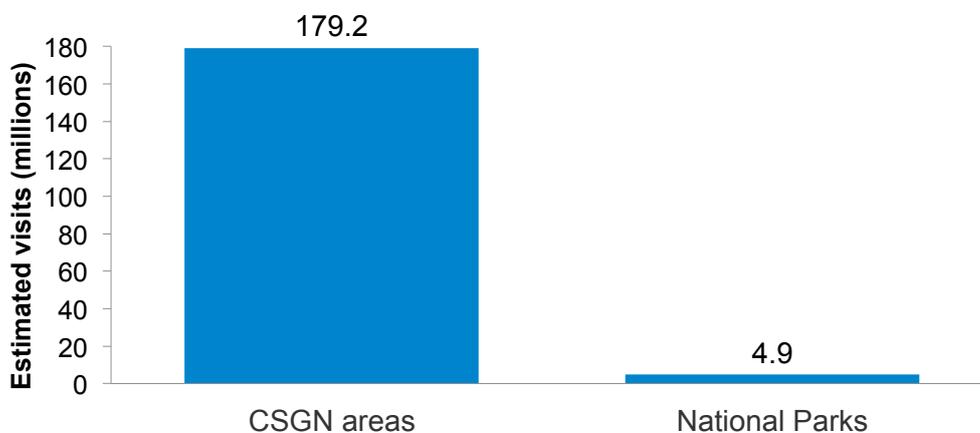


Figure 3-10 Estimated volume of visits taken to CSGN areas & national parks (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (2,294)

Between March 2013 and February 2014, an estimated 179 million visits were taken to areas within the CSGN. Visits most likely to have been taken in this area included those taken by CSGN residents (71% of these visits), those taken by people living in the 15% most deprived areas in Scotland (61%), those taken by urban residents (56%) and those taken by people with no access to a car (55%).

In the same period, 4.9 million visits were reported to have been taken to Scotland's national parks. The relatively small sample of respondents reporting visits to the national parks means that no significant variations by population group were recorded.

As well as the type of environment visited, respondents were also asked about the destination of their most recent outdoors visit (Figure 3-11 overleaf).

Local parks or open spaces were the most frequently visited destination on outdoor visits, included in 41% of all visits, equating to an estimated 163 million visits over the 12 month period. More than half of visits taken by people living in urban areas included a local park or open space (54%), as did half of those taken by residents of the CSGN area (50%). Around six in ten visits taken by those in the 15% most deprived areas in Scotland included this type of destination (58%), as did around half of those taken by people with no car in the household (52%).

Just under a quarter of visits included a forest or woodland destination (23%), which equates to an estimated 90.1m visits over a 12 month period. Forests or woodland were the backdrop on 45% of visits which included bird or other wildlife watching and on 45% of visits which involved hillwalking or mountaineering.

Beaches were included on 18% of all outdoor visits, with an estimated annual visit total of 70.1 million. This type of location was more likely than the average to be included on visits where picnicking (39%) or a family outing (29%) formed part of the visit, as well as on visits taken by those living outside of the CSGN area (26%).

The importance of local parks and open spaces as a destination for outdoor visits was highlighted previously by the ScRS and the proportion of visits recorded by SPANS in 2013/14 (41%) is equal to that recorded by the ScRS in 2012.

The proportions visiting most of the locations shown in Figure 3-11 and Table 3-2 (below) were very similar to those recorded in the latter years of the ScRS.

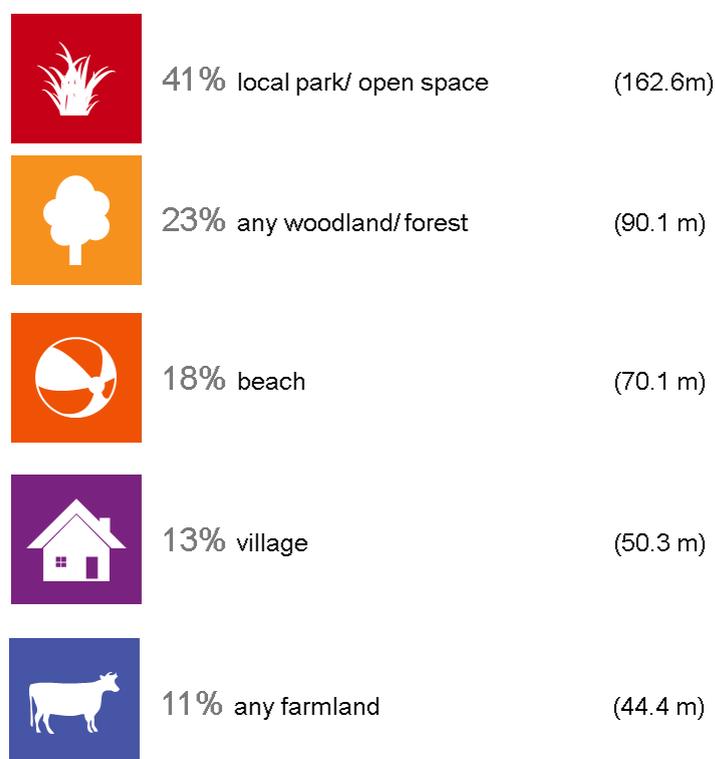


Figure 3-11 Types of location visited on most recent visit and estimated volume of visits (Mar 13 to Feb 14)

Base: All respondents who visited the outdoors in the last 4 weeks (3,435)

Note: multiple responses possible, therefore percentages may not equal 100%

Table 3-2 below shows the proportion and estimated volume of visits taken to all types of locations visited in 2013/14.

Table 3-2 All types of locations visited on most recent visit and volume estimates (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (3,435)

	2013/14 %	Estimated visits
Local park/ open space	41%	162.6m
Woodland/ forest (Total) ²⁰	23%	90.1m
~ Woodland/ forest managed by Forestry Commission/ Forest Enterprise	9%	34.4m
~ Woodland/ forest – other owner	6%	25.3m
~ Woodland/ forest – don't know owner	8%	33.4m
Beach	18%	70.1m
Village	13%	50.3m
Farmland	11%	44.4 m
Mountain/ hill	7%	28.6m
Sea/ sea loch	7%	26.8m
River	6%	25.1m
Loch	4%	16.9m
Wildlife area/ nature reserve	4%	15.3m
Moorland	3%	13.0m
Canal	2%	7.6m
Cliff	1%	5.0m

Note: multiple responses possible, therefore percentages may not equal 100%

²⁰ Please note that due to rounding and the potential for respondents to have visited more than one type of woodland, percentages and visit estimates for individual woodland types may not equal the Total figures

As shown in Figure 3-12 below, around three-quarters of outdoor visits were taken to familiar places which were visited at least once a week (77% of visits); 38% of visits were to places visited at least once a day.

In contrast, a very small proportion of visits were 'first time' visits to locations which had not previously been visited (2%).

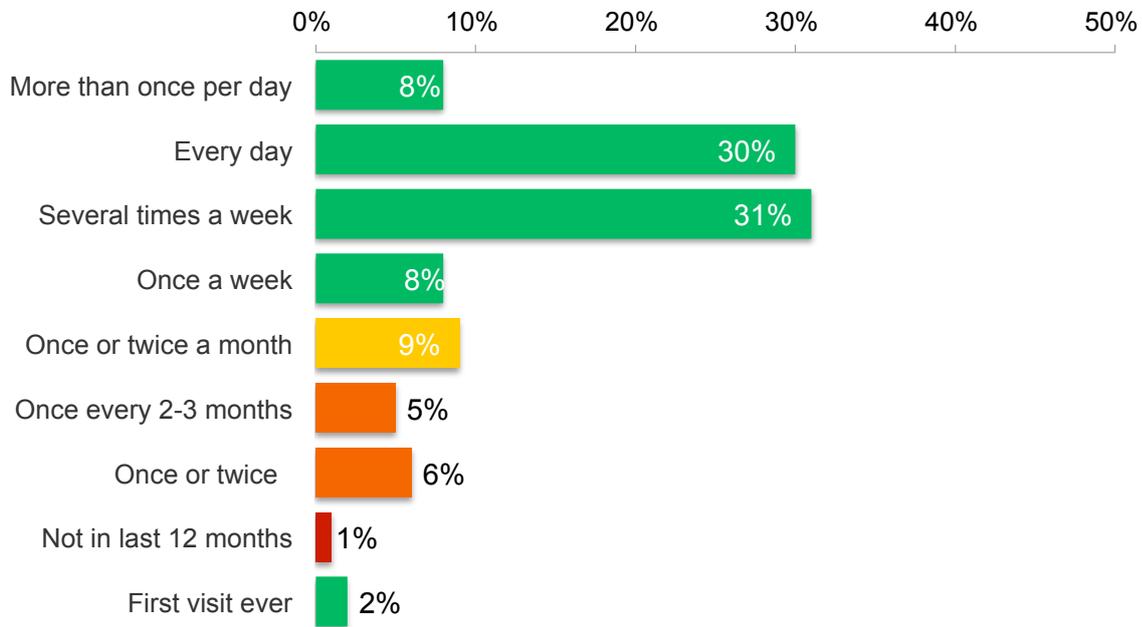


Figure 3-12 Frequency with which respondents go to place visited on most recent outdoor visit (Mar 13 to Feb 14)
Base: All who took a visit in the last 4 weeks (2,294)

3.4 Paths and waymarking

The development of accessible paths and routes close to where people live can improve outdoor access for everyone, particularly for those with disabilities or poor health and those who feel less confident about visiting the outdoors. As well as providing an inexpensive and environmentally friendly means of getting from place to place, paths can help safeguard the interests of land managers and help manage access in those areas where there are high levels of demand by reducing impacts on wildlife, habitats and landscapes. Path networks can also have a positive local economic impact by attracting visitors to an area. During the last five years, Scotland's local authorities have put in place core paths plans, leading to the establishment and promotion of new paths in their areas.

Those who had taken a visit to the outdoors in the 4 weeks prior to interview were asked if they had used a path or network of paths and if so, whether this had been signposted or waymarked (Figure 3-13).

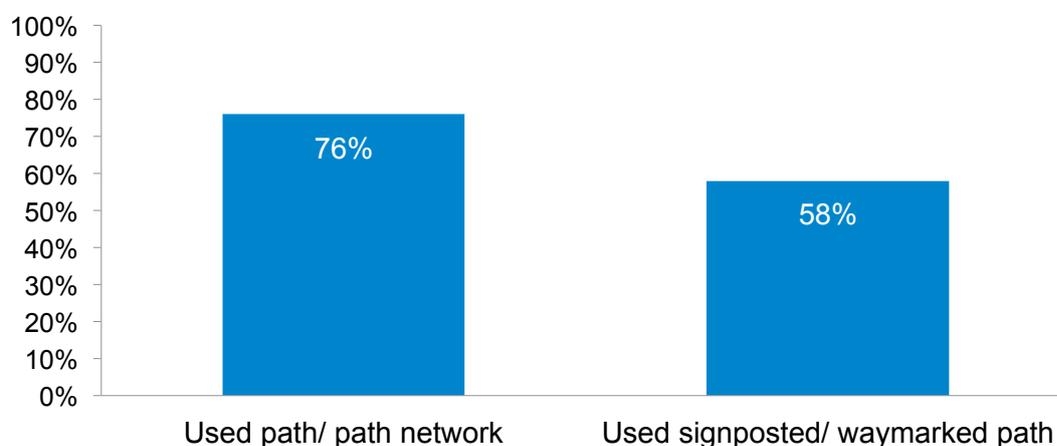


Figure 3-13 Use of paths and waymarking during outdoor recreation visits (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (2,272)

Around three-quarters of visits involved the use of a path or a path network (76%), with this proportion higher for visits taken to countryside locations (84%). The use of paths on visits to the outdoors has remained consistent since 2007 (in the range 74%-77% of all visits), following an increase from 66% in 2004.

More than half of all outdoor visits (58%) and three quarters of those which used paths (76%) involved the use of a signposted or waymarked path or path network. Use of signposted or waymarked paths has increased from 44% of all outdoor visits in 2005 to 58% in 2013/14.

3.5 Activities undertaken on visits to the outdoors

Those who visited the outdoors in the 4 weeks prior to interview were asked which activities they had undertaken on their most recent visit.

Walking is the most popular outdoor past-time enjoyed by adults in Scotland and has been included as an activity on a majority of outdoor visits each year between 2004 and 2013/14 (in the range 79% - 84% of all visits). As shown in Figure 3-14 below, 45% of all visits in 2013/14 involved a walk of 2-8 miles and 34% a walk of less than 2 miles, equating to estimated annual visits of 179 million and 134 million respectively.

Fifteen per cent of visits were described as family outings, equating to an estimated 58 million visits over the 12 month period.

Seven per cent of visits included cycling or mountain biking and 5% running or jogging.

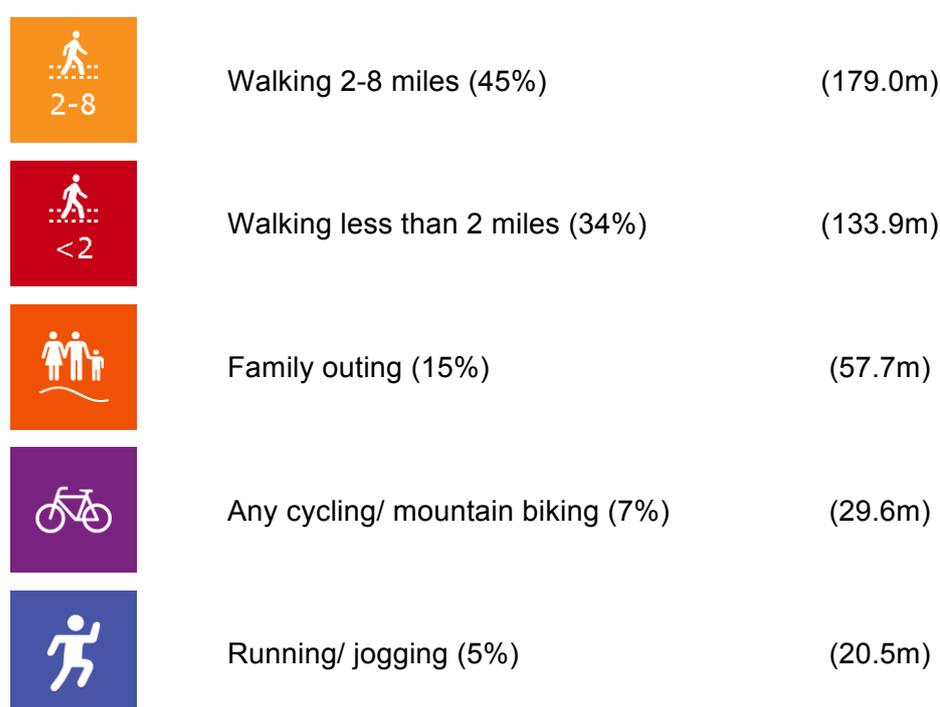


Figure 3-14 Top activities undertaken during outdoor recreation visits and visit estimates (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (3,435)

Note: multiple responses possible, therefore percentages may not equal 100%; not all activities are shown on this chart

Visits more likely to involve a walk of less than 2 miles included those taken by people in the DE social grade (44% of these visits compared to 31% of visits taken by members of the more affluent social groups) and visits taken by women (39% of these visits compared to 28% of visits taken by men).

The types of visits more likely to be described as family outings included those involving picnicking or sightseeing/visiting attractions (72% and 50% of these visits respectively); visits taken by those with children in the household (29%); longer visits lasting for 3 or more hours (23%); and visits taken by people aged 54 and under (18%).

Visits more likely to involve cycling or mountain biking included those lasting 3 hours or more (16%), visits taken by men (11%) and visits taken in countryside locations (10%).

Visits more likely to include running or jogging included those taken by people aged under 35 (9%).

Table 3-3 below provides a more detailed breakdown of activities undertaken on outdoor visits 2013/14.

Table 3-3 All activities undertaken on at least 2% of visits and estimated volume of visits (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (3,435)

	2013/14 %	Estimated visits
All walking	83%	327.2m
~ Walking <2 miles	34%	133.9m
~ Walking 2-8 miles	45%	179.0m
~ Walking >8 miles	3%	11.2m
~ Hill walking/ mountaineering	2%	9.8m
Family outing	15%	57.5m
Any cycling/ mountainbiking	7%	29.6m
Running/ jogging	5%	20.5m
Sightseeing/ visiting attractions	4%	14.9m
Bird watching	2%	7.3m
Other wildlife watching	3%	10.4m
Picnicking	3%	12.5m

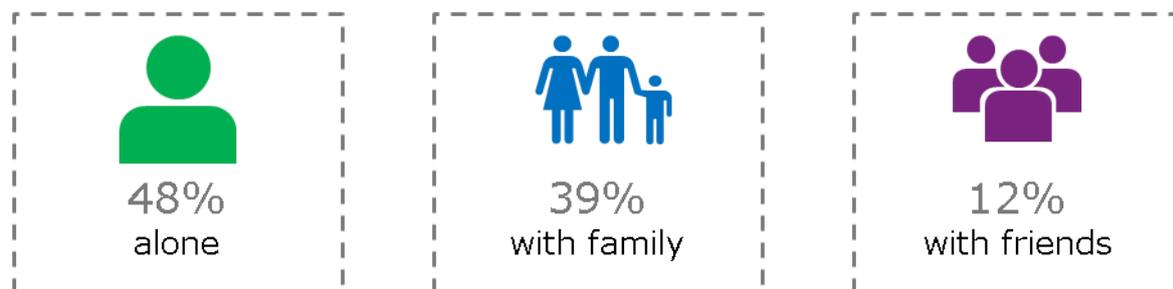
Note: multiple responses possible, therefore percentages may not equal 100%

A small proportion of visits involved either bird watching or other wildlife watching (3%); these activities were more likely than others to be combined with another activity:

- 64% of visits where bird or wildlife watching were undertaken also included a walk of 2-8 miles;
- 21% included cycling or mountain biking;
- 18% included sightseeing/ visiting attractions;
- 18% included picnicking;
- 11% included a walk of more than 8 miles.

3.6 Party composition

As shown in Figure 3-15 below, almost half of visits to the outdoors were taken alone (48%); around two-fifths were taken with family members (39%) and 12% with friends. A small proportion of visits (2%) were taken as part of an organised group.



*Figure 3-15 Party composition during outdoor recreation visits (Mar 13 to Feb 14)
Base: All who took a visit in the last 4 weeks (2,294)*

Solo visits, taken alone, were more likely to be taken by those aged 55 or over (62% of visits taken by those in this age group), by people who visited the outdoors on a daily basis (59%), by people on shorter visits lasting 3 hours or less (56%) and by people living in rural areas (54%).

Visits accompanied by family members were more likely to be taken by people with children in their household (64% of these visits), by those on longer visits lasting more than 3 hours (56%), by people aged 54 and under (45%) and by those with car access (42%).

Visits accompanied by friends were more likely to be taken by people aged under 35 (18% of visits taken by this age group).

Party composition on visits to the outdoors in 2013/14 was similar to that found in the latter years of the ScRS. Over the past ten years, however, an increasing proportion of visits has been taken alone: in 2004, 41% of visits were taken alone, increasing to almost half in 2013/14 (48%).

As shown in Figure 3-16 overleaf, just under a quarter of visits taken to the outdoors included children in the party (23%). This proportion has been relatively consistent over the past five years (in the range 23%-24% since 2009).

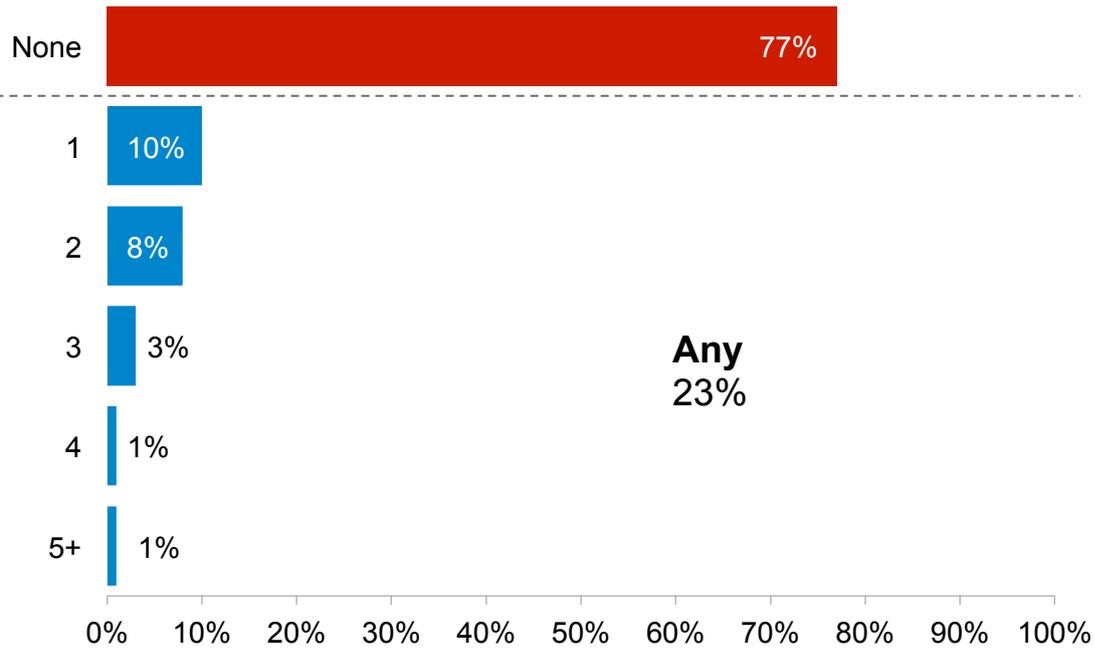


Figure 3-16 Percentage of visits where children were included in the party (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (2,294)

As may be expected, visits described as family outings and visits taken by those with children in their household were more likely than the average to include children (85% and 58% of these visits respectively).

Other visits where children were more likely to be present were:

- Longer visits, lasting for more than 3 hours (34%);
- Visits taken by people aged 54 and under (31%);
- Visits taken by women (28%).

Respondents were also asked whether a dog had been present on their last visit to the outdoors (Figure 3-17 overleaf).



48%
of visits
were taken
with a dog



52%
of visits were
taken without
a dog

*Figure 3-17 Percentage of visits accompanied by a dog (Mar 13 to Feb 14)
Base: All who took a visit in the last 4 weeks (2,294)*

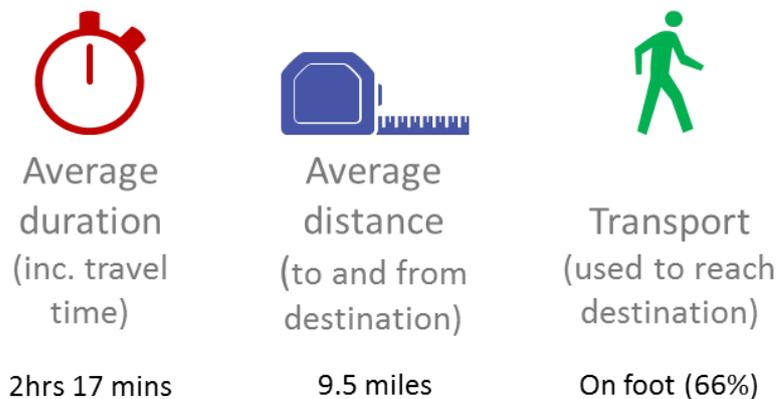
Almost half of visits to the outdoors were accompanied by a dog (48%), which equates to an estimated 188.9 million visits taken with dogs over the 12 month period.

Visits more likely to be accompanied by a dog included those taken by people who visit the outdoors at least once a day (63% of these visits); those involving a walk of up to 8 miles (54%); and shorter visits lasting for less than 3 hours (55%).

Over the past ten years, there has been an overall increase in the proportion of visits taken with a dog, rising from 41% in 2004 to 48% in 2013/14, corresponding with an increase in the volume of shorter and close to home visits (see later).

3.7 Visit characteristics

Across all visits taken in last 4 weeks....



*Figure 3-18 Key characteristics of outdoor visits (Mar 13 to Feb 14)
Base: All who took a visit in the last 4 weeks (2,294)*

Across all visits taken in the four weeks prior to interview, the average duration (including travel time to and from the destination) was 2 hours and 17 minutes and the average distance travelled (to and from the main destination) was 9.5 miles. Reflecting the high proportions of shorter and closer to home visits taken (see later in this section), travelling on foot was the most common form of transport, used on two-thirds of all visits taken to the outdoors (66%).

Visit duration

As shown in Figure 3-19 overleaf, around two-thirds of visits (67%) lasted no more than 2 hours and only one in ten lasted for 5 hours or more (10%).

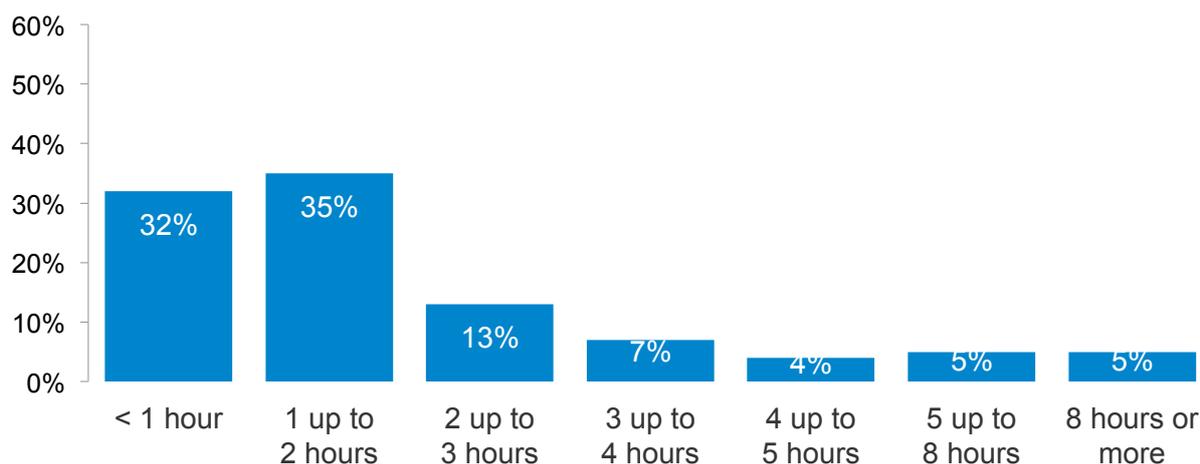


Figure 3-19 Visit duration (Mar 13 to Feb 14)
Base: All who took a visit in the last 4 weeks (2,294)

Visits more likely to last less than an hour in duration included those involving a walk of less than 2 miles (52% of these visits), visits taken in urban locations (44%) and taken by people who visit the outdoors on a daily basis (40%).

Visits more likely to last 5 hours or more included those featuring cycling or mountain biking (31% of these visits) and those described as family outings (27%). Visits taken to countryside (16%) and seaside (13%) locations were more likely than those taken to towns or cities (3%) to last 5 hours or more.

As mentioned previously, there has been an increase in the proportion of shorter visits taken over the past ten years. In 2004, 52% of visits lasted for less than 2 hours compared to 67% in 2013/14. Over this period, the proportion of visits lasting less than 1 hour in duration has also risen from 20% to 32%.

As shown in Figure 3-20 overleaf, most visits to the outdoors were made relatively close to home: four in ten were taken within two miles of home (40%), while a further 34% were taken within 2-5 miles of home. Only around one in ten were taken more than 20 miles from home (11%). Overall, the average distance travelled to and from the destination on outdoor visits was 9.5 miles.

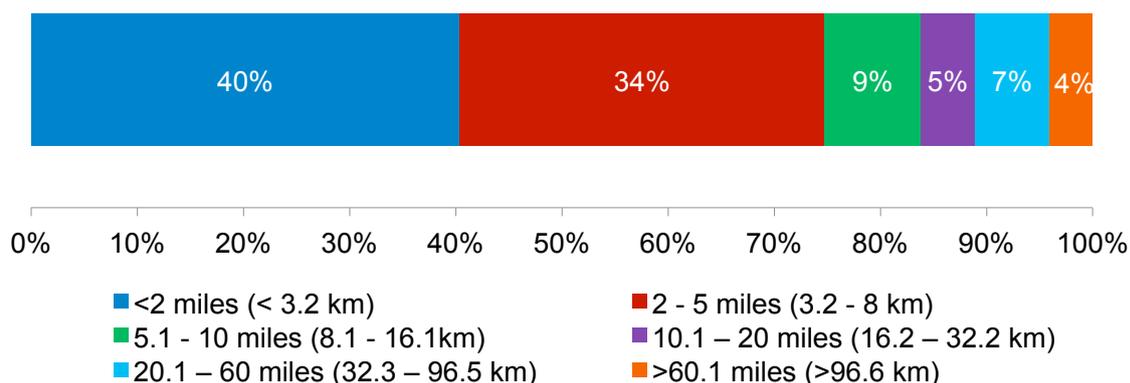


Figure 3-20 Distance travelled to and from the main destination on most recent outdoor visit (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (2,294)

Variations by distance travelled included:

- 60% of visits taken to towns/ cities involved a journey to and from the destination of less than 2 miles;
- 85% of visits taken by those who visit the outdoors on a daily basis were taken within 5 miles from home;
- Visits described as family outings were more likely than the average to involve a journey of more than 60 miles (16% and 4% respectively).

During the last decade there has been an increase in visits taken close to home: in 2004, three in ten visits were taken less than 2 miles from home (30%), rising to 44% in 2012 before decreasing slightly but not significantly to 40% in 2013/14.

Reflecting the high proportions of short duration and close to home visits, walking was the most frequently used mode of transport when visiting the outdoors. In 2013/14, two-thirds of visits were taken on foot (66%), equating to an estimated 260.5 million visits over the 12 month period. Visits more likely to be taken on foot included those involving a walk of less than 2 miles (81% of these visits); shorter visits, lasting 3 hours or less (78%); those taken by people who visit the outdoors on a daily basis (77%); those taken by people in the DE social grade (75%); and those taken by people with no access to a car (75%).

In total, just over a quarter of visits were taken by car, van or minibus (27% or an estimated 106.1 million visits over the 12 month period). Visits more likely to be taken using one of these modes of transport included longer visits, lasting more than 3 hours (65% of these visits); visits described as family outings (54%); visits taken by those in the AB social grade (34%); and visits taken by people with access to a car (30%).

The increase in shorter visits and in visits taken close to home during the last decade has been accompanied by an increase in visits taken on foot. Two-thirds of visits recorded in 2013/14 (66%) were taken on foot compared to half in 2004 (50%).

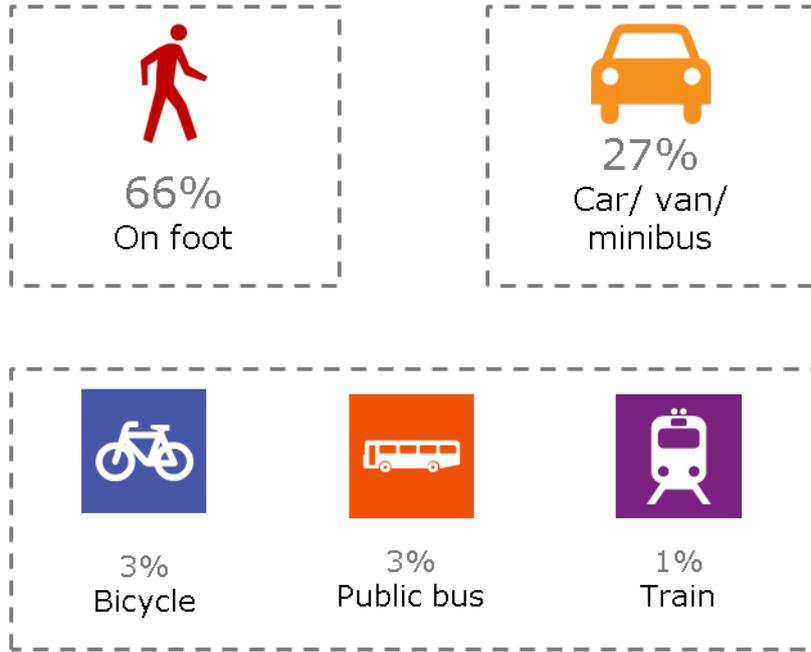


Figure 3-21 Main type of transport used to reach destination of outdoor recreation visits (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (2,294)

3.8 The Scottish Outdoor Access Code (SOAC)

Part 1 of the Land Reform Scotland Act (2003) came into effect in 2005, giving people in Scotland extensive outdoor access rights and providing a platform for increasing participation in outdoor recreation. These rights, and the responsibilities that come with them, are explained in the Scottish Outdoor Access Code (the Code)²¹. Under the access legislation, responsibility for publicising and promoting understanding of the Code is shared between Scottish Natural Heritage and Scotland's access authorities (the 32 local authorities and the two national park authorities).

Since its launch, the Code has been publicised via an on-going programme of communications and education work, sometimes targeted at key audiences (for example, dog owners or campers). Over the years, a variety of media have been used, including TV, radio, on-line, press and outdoor posters. Awareness of the Code among the public in Scotland has been monitored since immediately before its launch in 2005 (prior to 2013, SOAC awareness questions were included in the Scottish Recreation Survey). It is likely that historical levels of awareness reflect, to some extent, the weight and type of promotional activity undertaken in each survey year and it is noticeable that some of the highest levels of awareness were achieved during the Code TV campaign in 2008/2009.

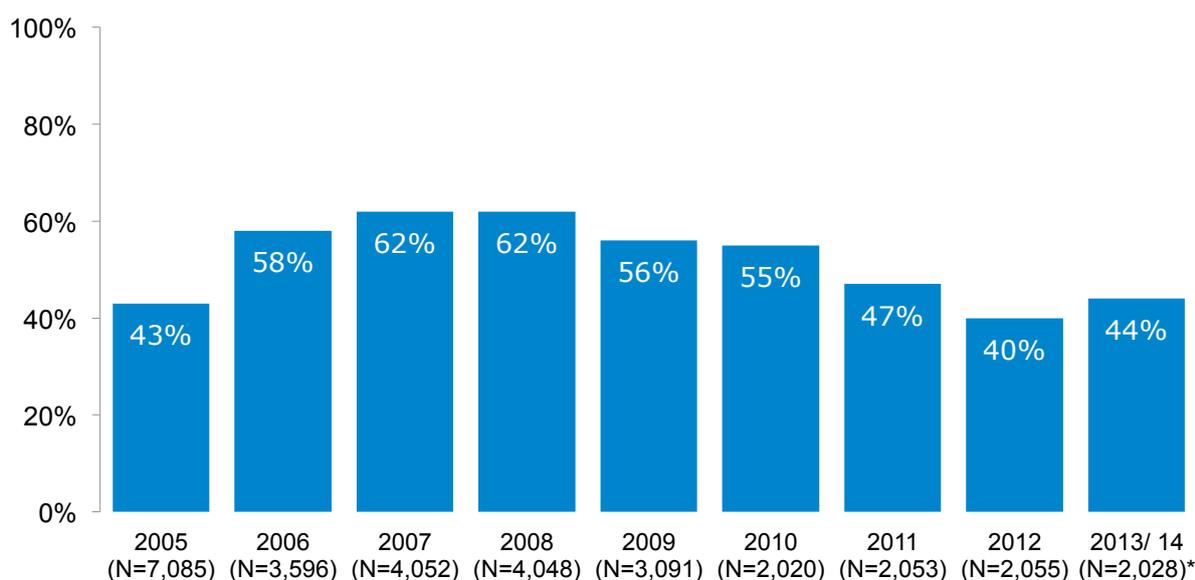


Figure 3-22 Overall awareness of Scottish Outdoor Access Code amongst population (2005 – 2013/14)

Base: All respondents (base sizes shown in chart)

In 2013/14 just over two-fifths of adults in Scotland indicated that they had some level of awareness of the Scottish Outdoor Access Code (44%). This proportion is lower than in 2011 (47%) but higher than in 2012 (40%).

A breakdown of levels of awareness in 2013/14 is shown in Figure 3-23 overleaf.

²¹ <http://www.outdooraccess-scotland.com/>

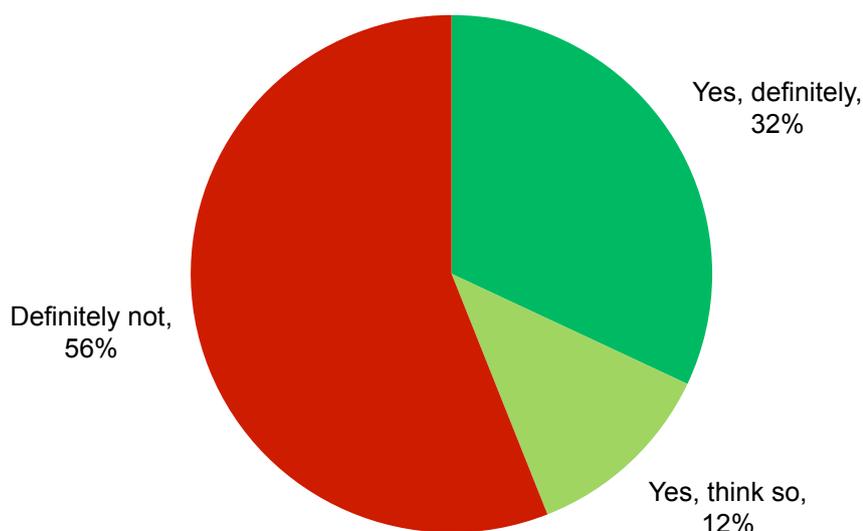


Figure 3-23 Percentage of Scottish adult population aware of Scottish Outdoor Access Code (Mar 13 to Feb 14)

Base: All respondents (2,028)

In 2013/14, around a third of the Scottish adult population indicated that they were ‘definitely’ aware of the SOAC (32%). As might be expected, awareness was higher among those who visited the outdoors for leisure and recreation (36%) compared to those who didn’t visit at all (15%). Among outdoor visitors, those visiting countryside and/or seaside destinations were more likely than those visiting urban destinations to state that they were definitely aware of the Code (48% and 43% respectively versus 30%)

The proportion of people definitely aware of the Code also varied by demographic group; awareness was higher than the average amongst those in the AB social grade (44%), those aged between 35 and 54 (41%) and those in paid employment (39%). Those living in rural locations (38%) were more likely to be definitely aware of the Code than those living in urban areas (28%).

Across the total population, 56% indicated that they had no awareness of the Code. This proportion was higher amongst those in the DE social grade (73%), those living in the 15% most deprived areas in Scotland (71%) and those aged 34 and under (66%).

3.9 Difficulties encountered on visits

Those who had taken a visit to the outdoors in the 4 weeks prior to interview were asked whether they had encountered any difficulties or problems on their most recent visit, as shown in Figure 3-24 below (for problems occurring on 2% or more of visits taken).

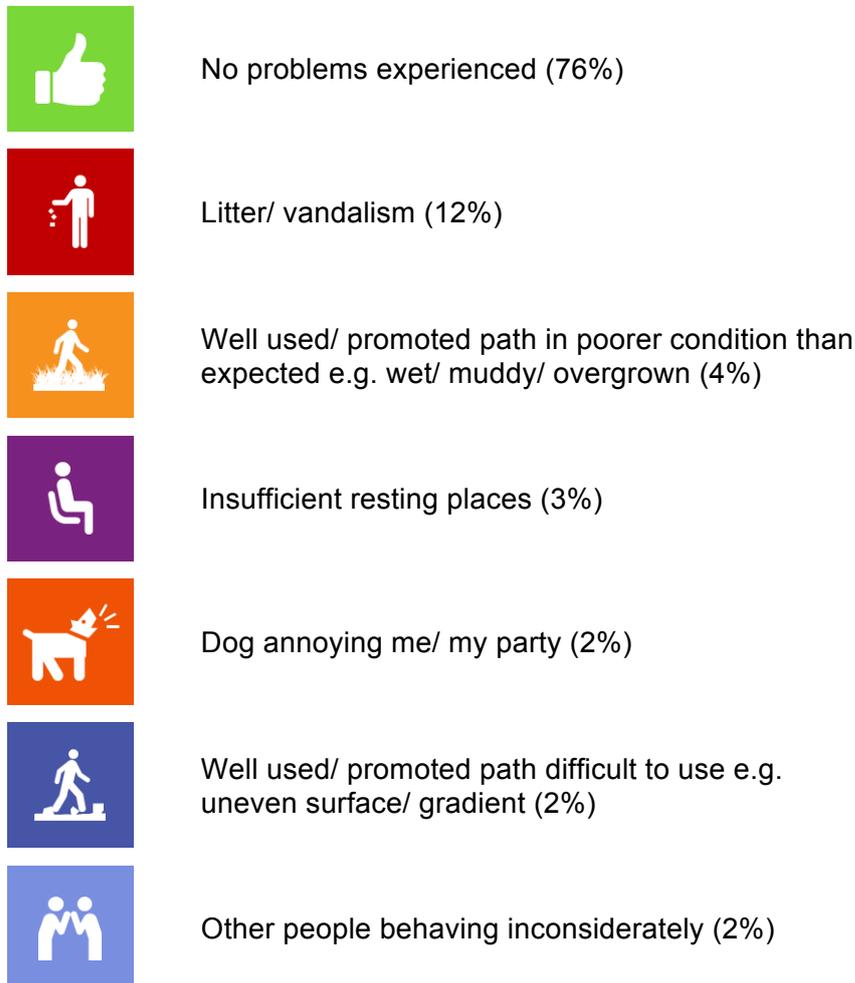


Figure 3-24 Problems encountered during outdoor recreation visits (Mar 13 to Feb 14)

Base: All who took a visit in the last 4 weeks (1,116)

Note: multiple responses possible, therefore percentages may not equal 100%

The majority of outdoor visits did not involve any problems or difficulties at all (76%). Of the problems that were reported, litter was the most common, encountered on 12% of visits. Smaller proportions of visits involved problems with paths or encounters with dogs and/or other people behaving inconsiderately.

4. VISITS TO FORESTS AND WOODLAND

An estimated 18% of Scotland’s land area is covered in forest, around a third of which comprises the National Forest Estate managed by Forest Enterprise Scotland.

Scotland’s forests and woodland provide a range of benefits and services. As well as offering opportunities for recreation, outdoor learning and volunteering and enabling communities to get involved in woodland management, they support jobs in the timber industry, provide important habitats for some of Scotland’s rarest species and play an important role in combating climate change,

4.1 Frequency of visits

Those who had visited the outdoors for leisure and recreation in the previous 12 months were asked how frequently they had visited forests and woodland during that time.

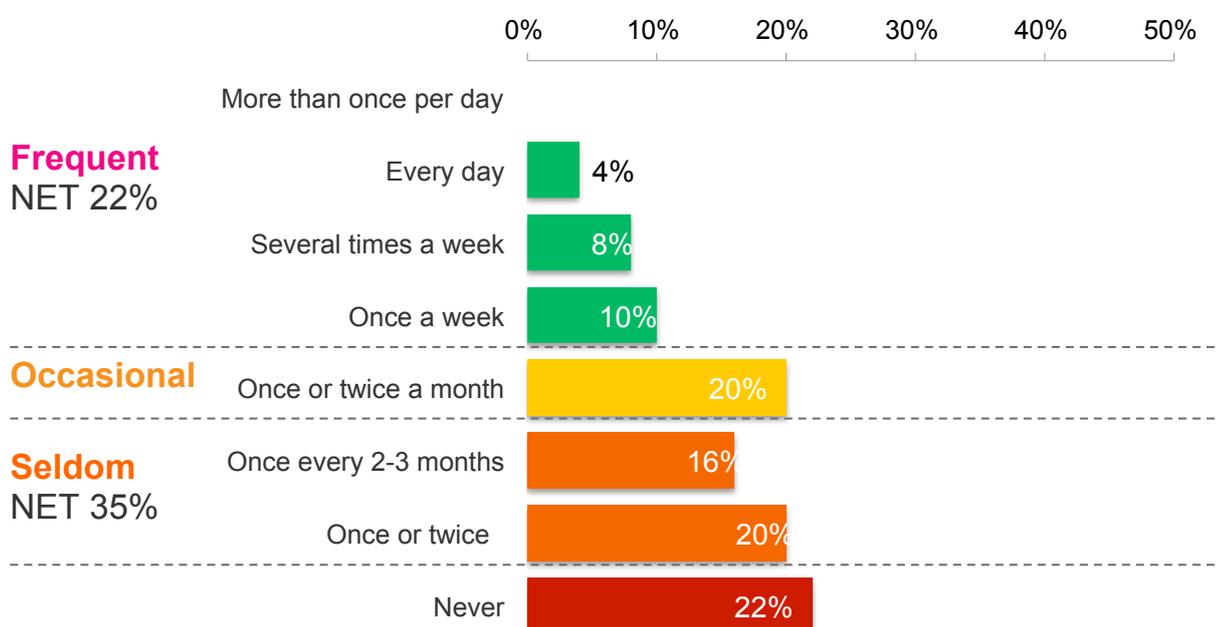


Figure 4-1 Visits to forests/ woodland in Scotland (Mar 13 to Feb 14)
Base: All who took a visit to the outdoors in the last 12 months (4,694)

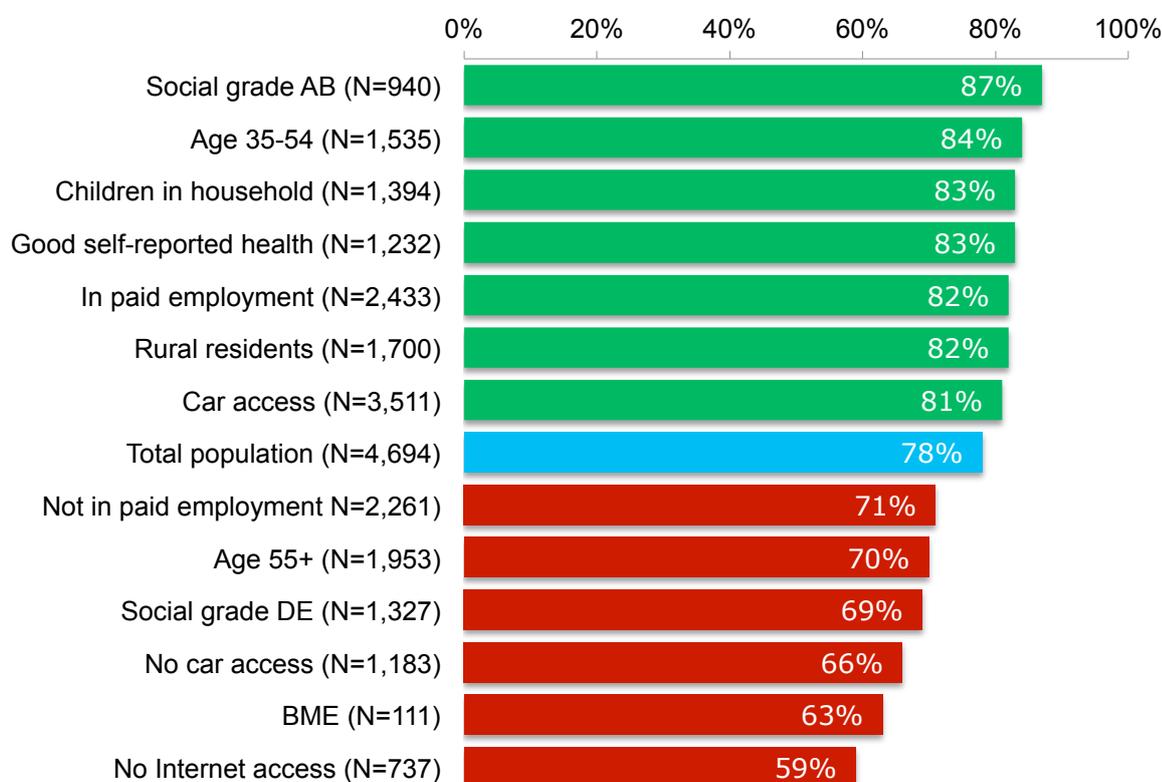
Seventy eight per cent of adults who had visited the outdoors in the 12 months prior to interview (equating to 63% of all adults in Scotland) indicated that they had made at least one visit to forests or woodland during that period.

Overall, visits to forests and woodland were taken with less frequency than outdoor recreation visits in general. A fifth of those who visited the outdoors visited forests or woodland on a weekly basis (22%) and a similar proportion visited on a monthly basis (20%). The largest proportion, around a third, indicated that they visited once every couple of months or less often (35%).

Frequent visits to forests or woodland (i.e. at least once a week) were most likely to be taken by those who visited the outdoors generally on a daily basis (45%). Others more likely than the average to be frequent forest or woodland visitors were those who had taken part in bird or other wildlife watching (33%) or in any type of walking (29%) on their most recent outdoor

visit. Residents of rural areas were also more likely than average to be frequent forest or woodland visitors (28%).

Figure 4-2 compares those most and least likely to have taken any visits to forests or woodland (amongst those who had taken any outdoor visits in the last 12 months).



*Figure 4-2 Visits to forests/ woodland in Scotland by population group (Mar 13 to Feb 14)
Base: All who took a visit in the last 12 months (base sizes shown on chart)*

As shown above, a number of inter-related demographic factors impact on people's propensity to visit forests or woodland including social grade, age, health, car access, presence of children in household, Internet access and ethnicity, as well as urban/rural residency.

Those most likely to visit forests or woodland at all included those in the AB social grade (87%), those aged 35-54 (84%), those with children in the household (83%) and those who indicated that their general level of health was 'good' (83%). Conversely, visits to forests or woodlands were least likely to be taken by those with no car access (66%), members of the BME population (63%) and those with no Internet access (59%).

The types of demographic factors that correlated with visits to forests and woodland are similar to those identified with outdoor recreation visits in general.

4.2 Barriers to visiting forests and woodland

Outdoor visitors who had not visited a forest or woodland destination at all in the previous 12 months or who had visited infrequently (less than once a month) were asked what barriers, if any, prevented them from visiting this type of outdoor environment. The most frequently cited barrier was a lack of time, mentioned by 24% of infrequent or non-visitors. A fifth indicated that they had 'no particular reason' (20%), while around one in ten indicated that they were 'not interested' or that forest and woodland destinations were too far away from where they lived (12% and 11% respectively).

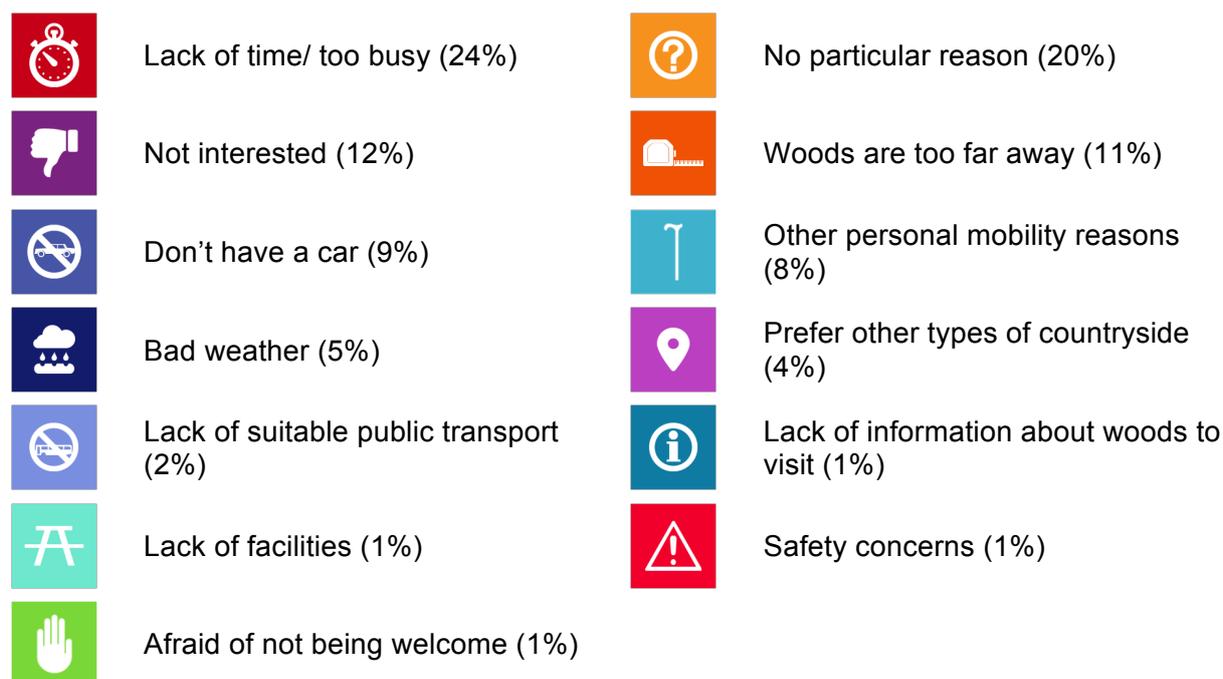


Figure 4-3 Barriers to visiting forests/ woodlands in last 4 weeks (Mar 13 to Feb 14)

Base: All who had visited the outdoors in last 12 months but who visited forests/ woodlands less than once a month or never (958)

Note: multiple responses possible, therefore percentages may not equal 100%

Those most likely to cite a lack of time as a reason for not visiting forests or woodland included people in paid employment (mentioned by 31%) and people under the age of 54 (27%).

Other variations in the proportion of people mentioning each barrier included:

- *Not interested (mentioned by 12%)* – this was more likely to be mentioned by those in the DE social grade than by those in the AB, C1 or C2 grades (17% and 10% respectively). In addition, a higher proportion of those who had visited a town or city location on their last outdoor visit cited this barrier (16%) than those who had visited countryside (7%) and seaside locations (9%);
- *Don't have a car (mentioned by 9%)* – more likely than the average to be cited by those in the DE social grade (18%);
- *Personal mobility (mentioned by 8%)* – mentioned by higher than average proportions of those aged 55+ (16%) and those not in paid employment (15%).

4.3 Forests and woodland and physical activity

Those who had visited the outdoors for leisure and recreation in the 4 weeks prior to interview were asked how often, if at all, they had undertaken physical activity in a forest or woodland during that period.

As shown in Figure 4-4 below, 66% of outdoor visitors (equating to 40% of the adult population) had undertaken some sort of physical activity (e.g. walking, cycling or sports) in a forest or woodland setting in the 4 weeks prior to interview.

Just over a third of outdoor visitors had undertaken physical activity in a forest or woodland setting on a frequent basis during the previous 4 weeks, i.e. at least once a week (37%), rising to 56% amongst those who visited the outdoors on a daily basis.

Three in ten outdoor visitors indicated that they had not undertaken any physical activity in a forest or woodland setting in the previous 4 weeks (30%). Older outdoor visitors, aged 55 and over, and those with no children in the household were more likely to provide this response (37% and 33% respectively).

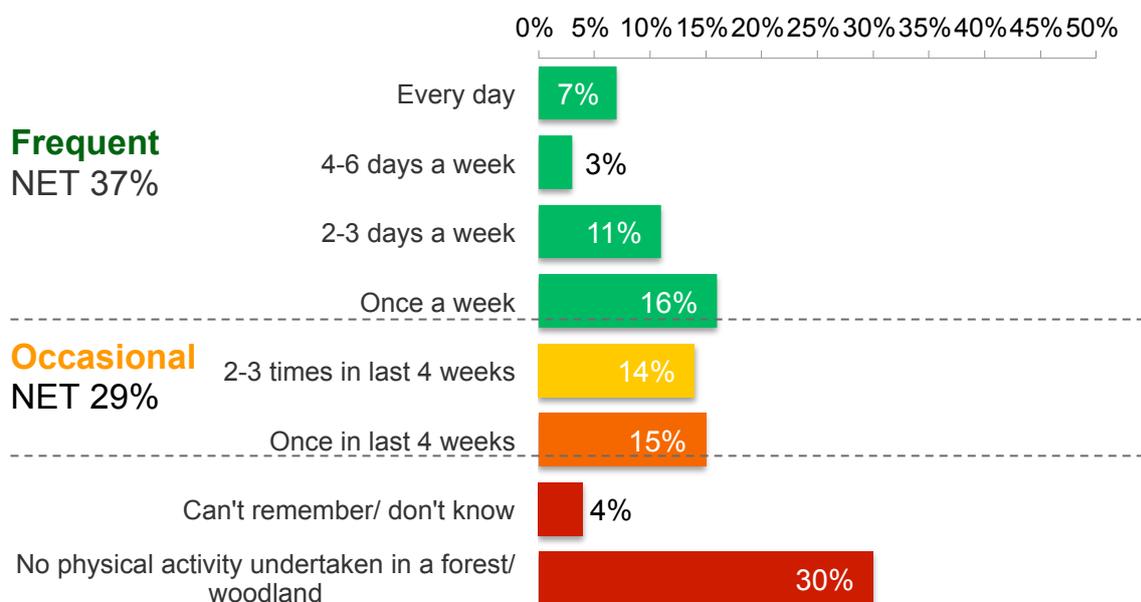


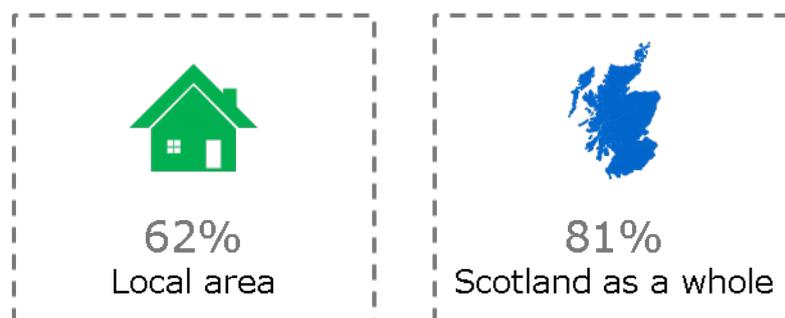
Figure 4-4 Frequency of visits to forests/ woodland in Scotland for physical activity in last 4 weeks (Mar 13 to Feb 14)

Base: All who took any visit to the outdoors in the last 4 weeks (2,272)

4.4 Ratings of local and national forest and woodland provision

Figure 4-5 below shows the proportion of adults in Scotland positively rating the provision of forests and woodland at a local and a national level.

Good/ very good provision of woods for recreation....



*Figure 4-5 Ratings of woodland provision (Mar 13 to Feb 14)
Base: All respondents (4,020)*

As shown above, there is a disparity between public perceptions of forest provision at national and local levels. Eighty one per cent of respondents rated the provision of woods for recreation across Scotland as a whole as 'good' or 'very good' compared to 62% who provided this rating for woods in their local area. These findings are very similar to comparable findings from the most recent Public Opinion of Forestry (POF) survey (2013).

Overall, there has been an increase in recent years in positive perceptions of woodland provision at both national level (up from 58% rating provision 'good' or 'very good' in the 2007 POF survey) and local level (up from 42% rating provision 'good' or 'very good' in the 2007 POF survey).

Those most likely to rate local provision of woods for recreation as 'very good' or 'good' in 2013/14 were those who had visited a countryside location on their most recent outdoor visit (76%), those in the AB social grade (74%) and those with access to a car (67%).

There were also variations in the level of positive ('very good' or 'good') ratings of local forest and woodland provision between:

- Those in paid employment and those not in paid employment (64% and 58% respectively);
- Those in the 15% most deprived areas (42%) compared to those living elsewhere (66%).

While there was less variation across the sample in terms of positive ratings for national woodland provision, a number of the population groups who rated local provision positively also rated the national provision more positively than the average.

The groups least likely to provide a rating at all of local or national woodland provision for recreation (the 'don't know' and 'no experience' responses shown in Table 4-1) were those

least likely to visit the outdoors in general and also those least likely to have visited a forest or woodland in the last 12 months. They included those:

- In the DE social grade (11%);
- Living in the 15% most deprived areas in Scotland (12%);
- With no car in the household (13%);
- With no Internet access (16%);
- With a limiting illness/ disability and/or poor self-reported health (10% and 14% respectively);
- Living in urban areas (9%).

Table 4-1 below provides a more detailed breakdown of the ratings given.

Table 4-1 Detailed ratings of woodland provision (Mar 13 to Feb 14)
Base: All respondents (4,020)

	In local area %	In Scotland as a whole %
Very good	25	42
Good	37	39
Fair	18	9
Poor	10	1
Very poor	3	0
No experience/ don't know	7	9

Table 4-2 overleaf shows the population groups with the largest differentials between positive ratings ('very good' or 'good') of local and national provision of woods for recreation.

A number of these groups have been shown earlier in this report to be less likely than the average to visit forests or woodlands and/or the outdoors generally, which suggests that the lower local provision ratings are likely to have been influenced, at least in part, by perceptions and are not solely based on experience.

Table 4-2 Differences recorded in ratings of woodland provision by demographic group (Mar 13 to Feb 14)

Base sizes shown in table for each group

	Forest provision rated very good/ good			Base
	In local area %	In Scotland as a whole %	Difference (percentage points)	
BME	52%	85%	33	87
15% most deprived areas	42%	72%	30	728
Not visited forests/ woodlands in last 12 months	46%	74%	28	322
Bad self-reported health	46%	72%	26	375
CSGN residents	55%	80%	25	2,636
Urban residents	56%	80%	24	2,794

5. VISITS TO URBAN GREENSPACE

Most people in Scotland live in urban areas and many live near to urban greenspace, such as parks, paths, gardens, playing fields and woodland²². Greenspace is an important part of the urban landscape, benefitting both people and wildlife. Well-designed, connected and managed greenspaces make settlements more pleasant places in which to live and can encourage healthy, active lifestyles by giving people an opportunity to enjoy the outdoors close to home and providing children with places to play. Greenspaces also provide a green infrastructure that can contribute to climate change mitigation and adaptation, protection against flooding and erosion as well as biodiversity conservation.

The analysis presented in this section of the report is based on **people living in urban areas** in Scotland. Where appropriate, previous years' findings from the Greenspace Use and Attitudes survey commissioned by greenspace scotland are referenced for illustrative purposes²³. Differences in survey methodology and question wording mean, however, that the results from these earlier surveys are not directly comparable with those from SPANS.

5.1 Proximity to local greenspace

As shown in Figure 5-1, below, three-quarters of people living in urban areas in Scotland reported that they live within a 10 minute walk of their local greenspace (75%); just over half live within a 5 minute walk (55%) and 20% live within a 6 to 10 minute walk. These findings are consistent with those of the most recent Greenspace Use and Attitudes surveys.

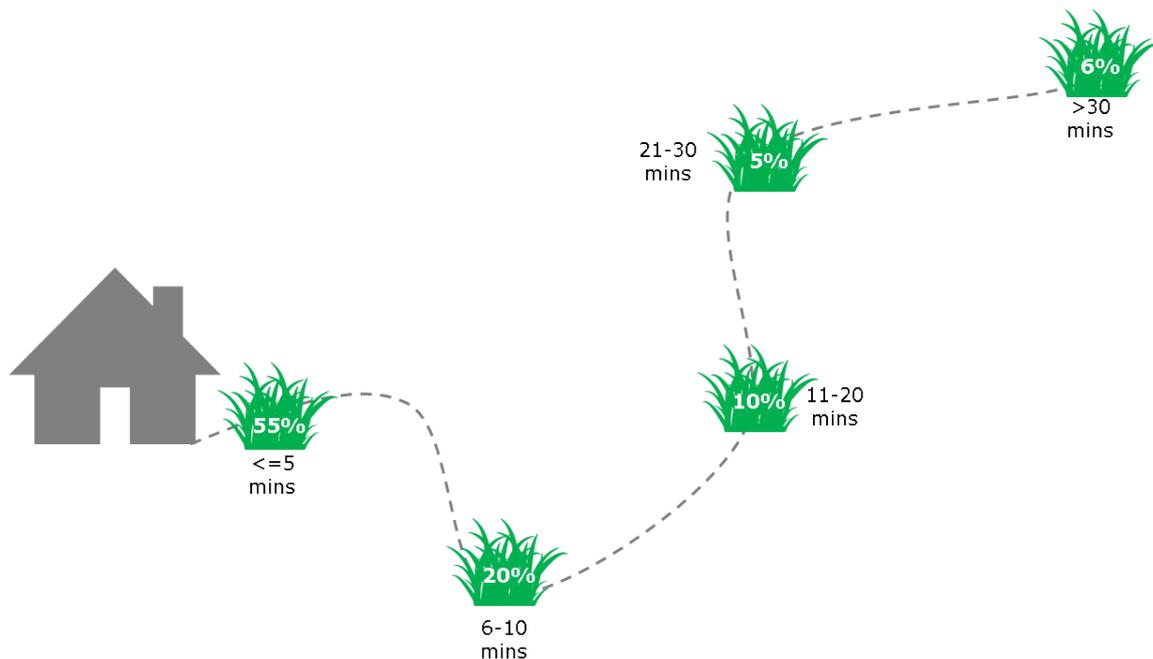


Figure 5-1 Proximity to greenspace (time taken to walk there) (Mar 13 to Feb 14)
Base: All urban respondents (1,426)

²² <http://www.scotland.gov.uk/Topics/Statistics/16002/PublicationAnnual>

²³ See <http://www.greenspacescotland.org.uk/surveys-and-statistics.aspx> for more information on this survey

Figure 5-2 (below) shows some of the variations which exist between different population groups in terms of their proximity to local greenspace.

People in the AB social grade are more likely than average to live within a 5 minute walk of greenspace (67% v 49% DEs); as are those who own or privately rent their home (58% v 47% of council tenants) and those who live outside the 15% most deprived urban areas in Scotland (58% v 44% of those in the 15% most deprived areas). In addition, those with car (59%) and/or Internet access (57%) are more likely than those without to live within a 5 minute walk of greenspace areas (47% and 45% respectively).

Other groups more likely to live within a 5 minute walk of their nearest greenspace include those who had undertaken physical exercise in the outdoors in the previous week (59%) and those who reported their level of health to be 'good' (59%).

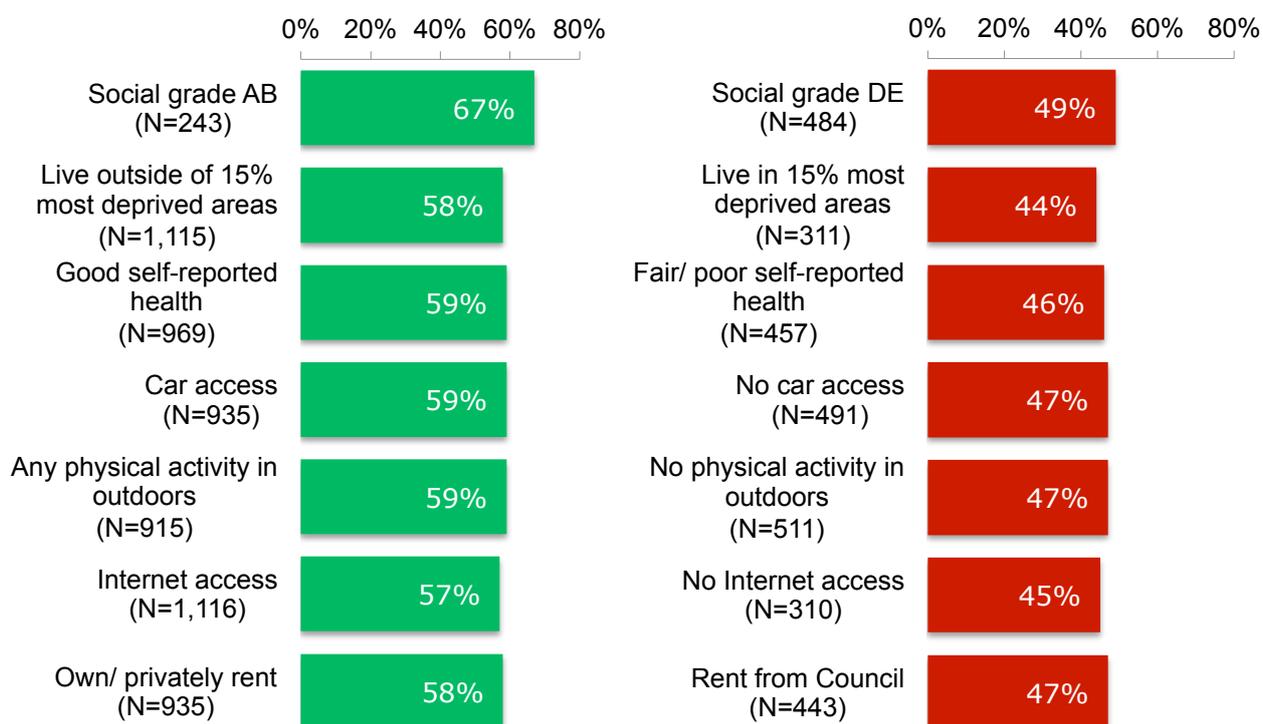


Figure 5-2 Proximity to greenspace (within a 5 minute walk) – demographic variations (Mar 13 to Feb 14)

Base: All urban respondents (base sizes shown on charts)

5.2 Visits to local greenspace

Figure 5-3, below, shows the frequency with which urban residents visited their local greenspace in the 12 months prior to interview.

Around three-quarters of urban residents (2.4 million people) made at least one visit to a local greenspace area in the 12 months prior to interview (76%). Almost half visited their local greenspace on weekly basis during that period (47%), similar to the proportion recorded in the 2011 Greenspace Use and Attitudes survey.

Around a quarter of urban residents did not visit their local greenspace in the 12 months prior to interview (24%). This proportion comprises respondents who indicated they had made no outdoor visits at all in the previous 12 months as well as outdoor visitors who indicated they had made no visits to local greenspace. The SPANS estimate is higher than the estimate recorded in earlier Greenspace Use and Attitudes surveys; the differences in estimates between the two surveys is likely to be at least partly due to differences in the survey methodologies and in the question wording used.

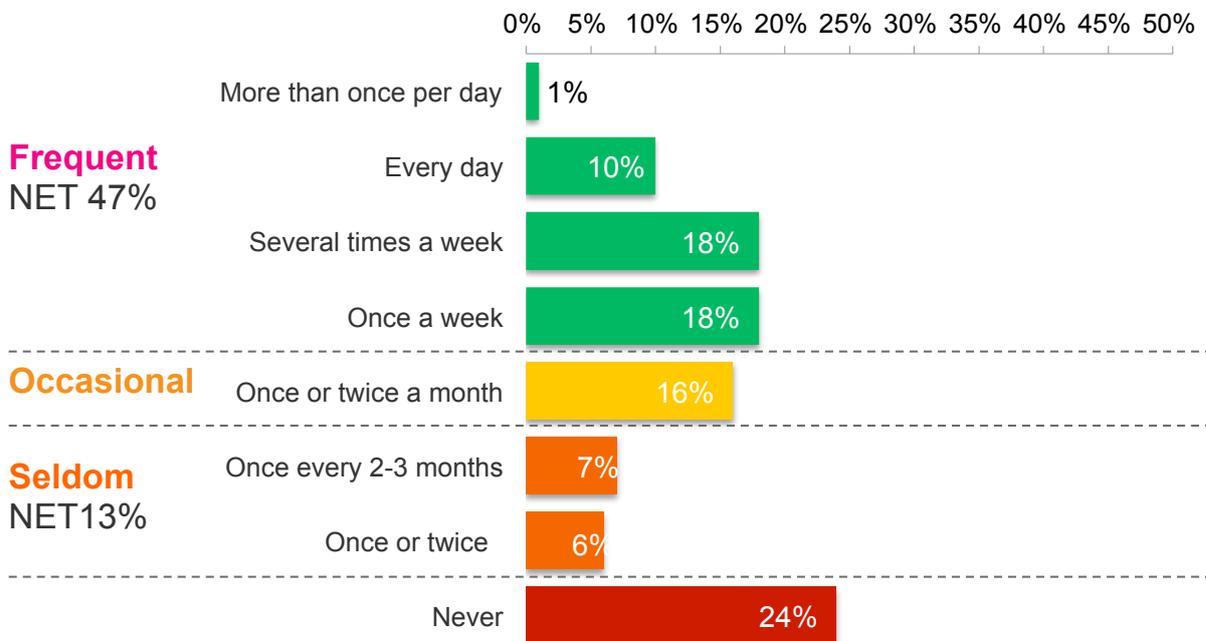


Figure 5-3 Frequency of visits to local greenspace (Mar 13 to Feb 14)
Base: All urban residents (4,234)

As shown in Figure 5-4 overleaf, the incidence of people visiting their local greenspace in the 12 months prior to interview varied by demographic factors relating to age, affluence, health and the presence of children in the household. These variations mirror those observed among outdoor visitors in general.

In addition to being most likely to live within a short walk of a greenspace area, those in the AB social grade were also most likely to have visited their local greenspace in the last 12 months (90% compared to 62% of those in the DE group).

The largest variation in visits to local greenspaces amongst urban residents was recorded in relation to levels of self-reported health: 84% of those who rated their health as 'good' had

visited a local greenspace area within the last 12 months compared to 45% of those who rated their health as 'poor'.

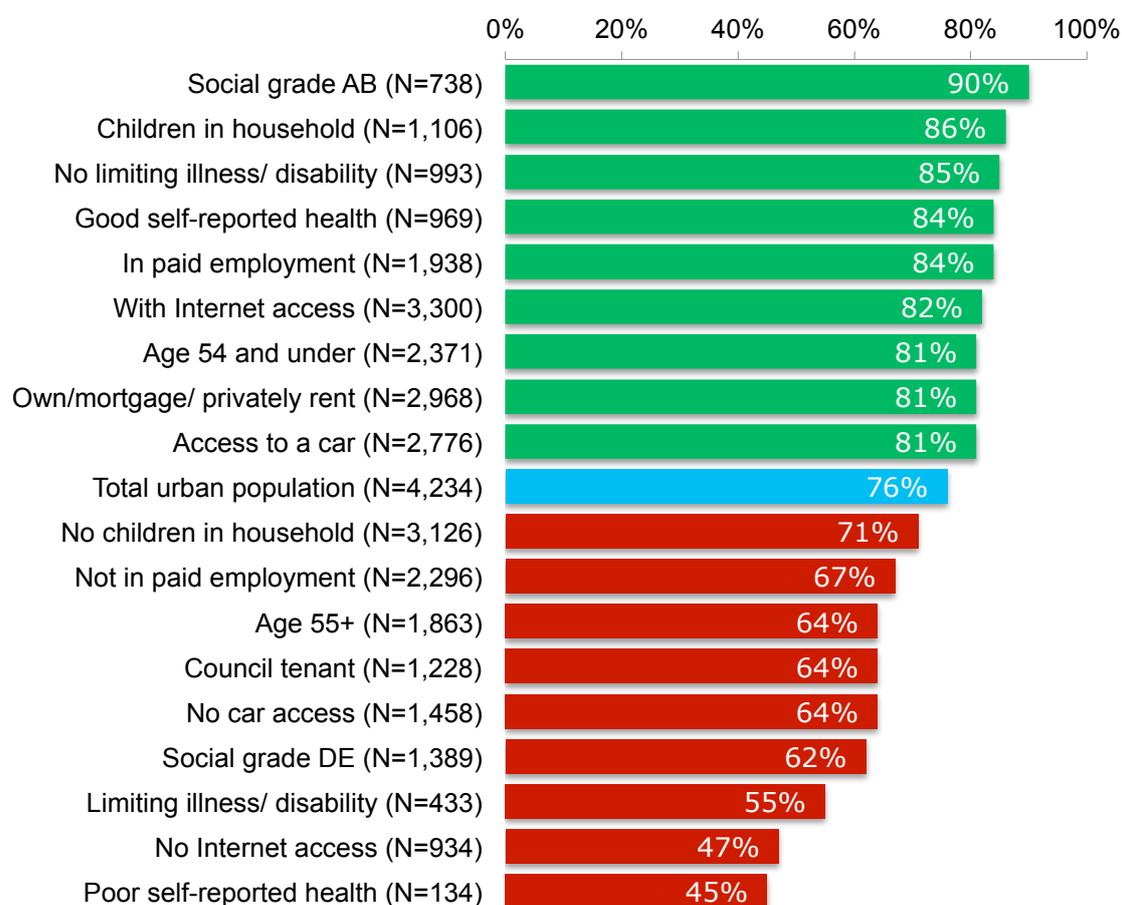


Figure 5-4 Groups (urban population) most and least likely to visit local greenspace (Mar 13 to Feb 14)

Base: All urban residents (base sizes shown on chart)

As shown in Figure 5-5 overleaf, 74% of those living in urban areas within the CSGN had visited their local greenspace within the last 12 months, equating to an estimated 1.8 million people in this area taking visits. The proportion of urban residents living within the 15% most deprived areas who had visited their local greenspace in the 12 months prior to interview was lower at 70%, equating to an estimated 0.4 million people in these areas taking visits.

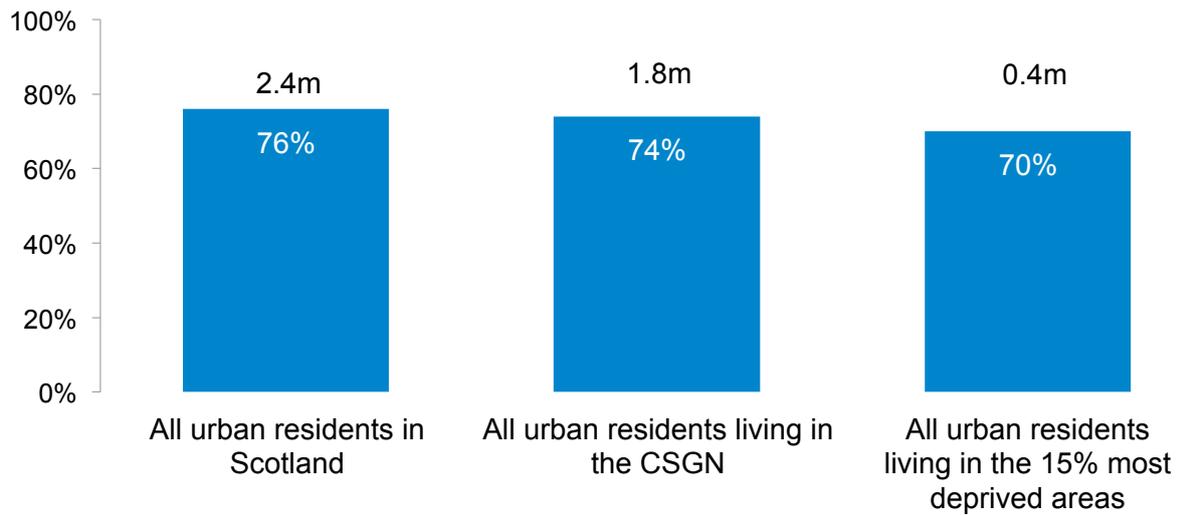


Figure 5-5 Proportion of people taking any visits to local greenspace by area & estimated volume of visits (Mar 13 to Feb 14)
Base: All who took a visit in the last 12 months – total (4,234); urban/ CSGN (3,281)/ 15% most deprived (833)

5.3 Greenspace: expectations and perceptions

Urban residents were asked about their expectations of greenspace across four different measures and then about their perceptions of how well their local greenspace met these expectations.

As shown in Figure 5-6 below, the vast majority of urban residents agreed strongly that, in general, greenspaces should be 'good places for children to play' (85%), 'safe places to encourage physical activity' (83%), 'places to relax/ unwind in' (82%) and 'attractive places' (78%).



Figure 5-6 Perceptions of greenspace (general) (Mar 13 to Feb 14) % agree strongly
Base: All urban respondents (1,426)

When asked to rate their local greenspaces using the same measures, fewer than half of urban residents agreed strongly that their local greenspaces were 'good places for children to play' (46%), 'safe places for physical activity' (45%), 'places to relax and unwind' (43%) and/or 'attractive places' (43%). The gap between expectations and perceptions is shown in Figure 5-7, below. These findings correspond with differences recorded in the 2011 Greenspace Use and Attitudes survey.

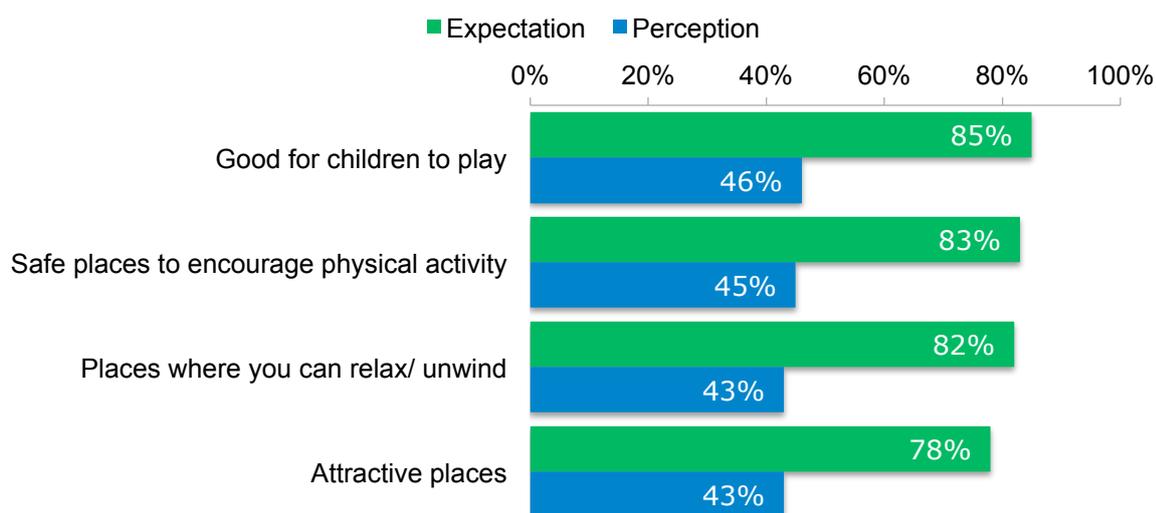


Figure 5-7 Expectations of greenspaces and perceptions of local greenspace (Mar 13 to Feb 14) % agree strongly

Base: All urban respondents (1,426)

The findings shown in Figure 5-7 above are based on all urban respondents, irrespective of whether or not they had visited their local greenspace in the last 12 months. Those who hadn't visited their local greenspace were less likely to agree strongly with any of these four measures compared to those who had visited.

Across all four measures relating to local greenspace, variations were recorded between those who owned or privately rented their homes compared to those who rented their homes from a council, especially in the proportion strongly agreeing that their local greenspace was a 'good place for children to play' (52% of those who owned or privately rented strongly agreed compared to 34% of council tenants) and was 'attractive' (49% and 29% respectively).

Other variations in the proportion of respondents agreeing strongly with each measure included:

- *Good for children to play (46% overall)* – a higher level of strong agreement was recorded amongst those aged 55+ (52%) than amongst those aged between 16 and 34 (40%);
- *Safe place for physical activity (45% overall)* – agreement was higher amongst the more affluent social grades with 52% of those in the ABC1 group strongly agreeing compared to 39% of C2DEs. Those living in non-CSGN areas and those who had undertaken any physical activity outdoors in the last 4 weeks were more likely than those living in a CSGN area and those who had not undertaken physical activity to strongly agree (55% and 50% v 43% and 37% respectively);
- *Somewhere I can relax/ unwind (43% overall)* – more likely among those living in non-CSGN areas (51%) than CSGN residents (40%), among those aged 55+ (49%) than 16-34 year olds (36%), among those with good self-reported health compared to those who stated that their health was bad (45% and 28% respectively) and among those who had undertaken physical activity in the outdoors in the last week (46%) v those who had not (36%);
- *Attractive place(s) (43% overall)* – half of ABC1s strongly agreed with this statement (50%) compared to 35% of those in the C2DE social grade.

A similar pattern was recorded for urban respondents living in the CSGN with regards to the gap between expectations of greenspaces and perceptions of the characteristics of their local greenspaces.

The gap between expectations and perceptions of local greenspace was particularly striking when analysed for urban respondents living in the 15% most deprived areas in Scotland. As shown in Figure 5-8 below, only around a quarter of these respondents agreed strongly that their local greenspaces demonstrated the qualities shown in Figure 5-6, with the largest differential between expectation and perception recorded with regards to local greenspaces being ‘good places for children to play’.

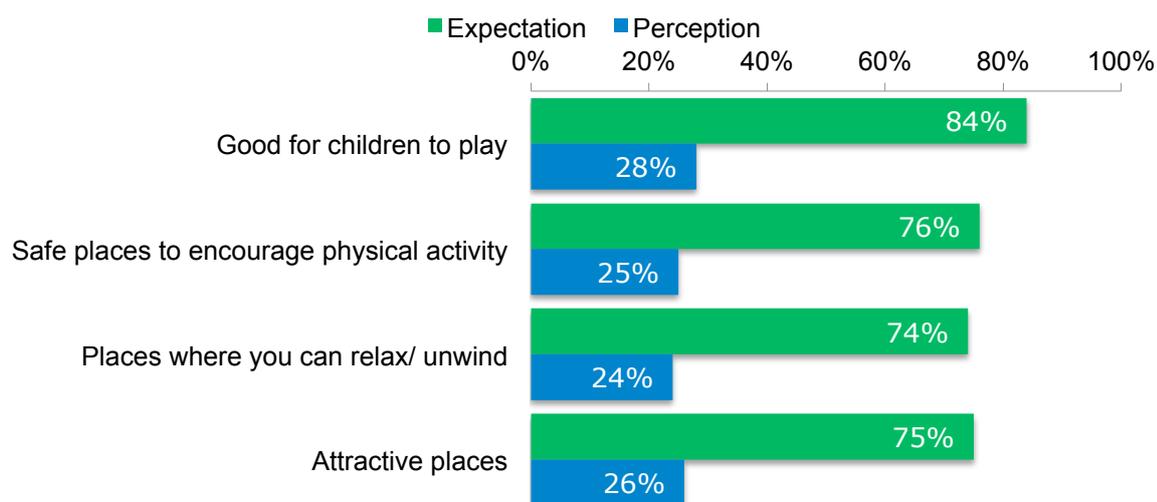


Figure 5-8 Expectations of greenspace and perceptions of local greenspace among urban residents living in the 15% most deprived areas of Scotland (Mar 13 to Feb 14) % agree strongly

Base: All urban respondents living in the 15% most deprived areas in Scotland (311)

Finally, urban residents were asked to what extent they agreed or disagreed with the statement, ‘The quality of my local greenspace has been reduced in the past 5 years’. Across the urban population as a whole, opinion was fairly evenly divided with 33% agreeing with the statement, 39% disagreeing and 29% expressing no opinion either way. Factors related to affluence appear to play a part in people’s perceptions of local greenspace quality, with those living in council housing (40%), those living in the 15% most deprived areas of Scotland (39%) and those in the DE social grade (38%) more likely than average to perceive a reduction in the quality of their local greenspace in the past five years.

6. NATIONAL PARKS

Scotland's two national parks, Loch Lomond and the Trossachs (established in 2002) and Cairngorms (established in 2003) and were created under the National Parks (Scotland) Act. Together, the national parks offer visitors and local communities a wide variety of opportunities to enjoy some of Scotland's finest natural and cultural heritage.

6.1 Awareness of national parks and visits to national parks

All respondents, including those who had not visited the outdoors in the previous 12 months, were asked about their awareness of, and visits to, Loch Lomond and the Trossachs National Park and Cairngorms National Park.

After prompting with the names of both national parks, around 9 in 10 adults in Scotland claimed awareness of one or both (89%); the level of awareness was slightly higher for Loch Lomond and the Trossachs National Park (at 85%) than the Cairngorms National Park (73%). Around half of adults stated that they had visited one or both national parks in the previous 12 months (49%); again, the level of visits was slightly higher for Loch Lomond and the Trossachs National Park (38%) than the Cairngorms National Park (27%).

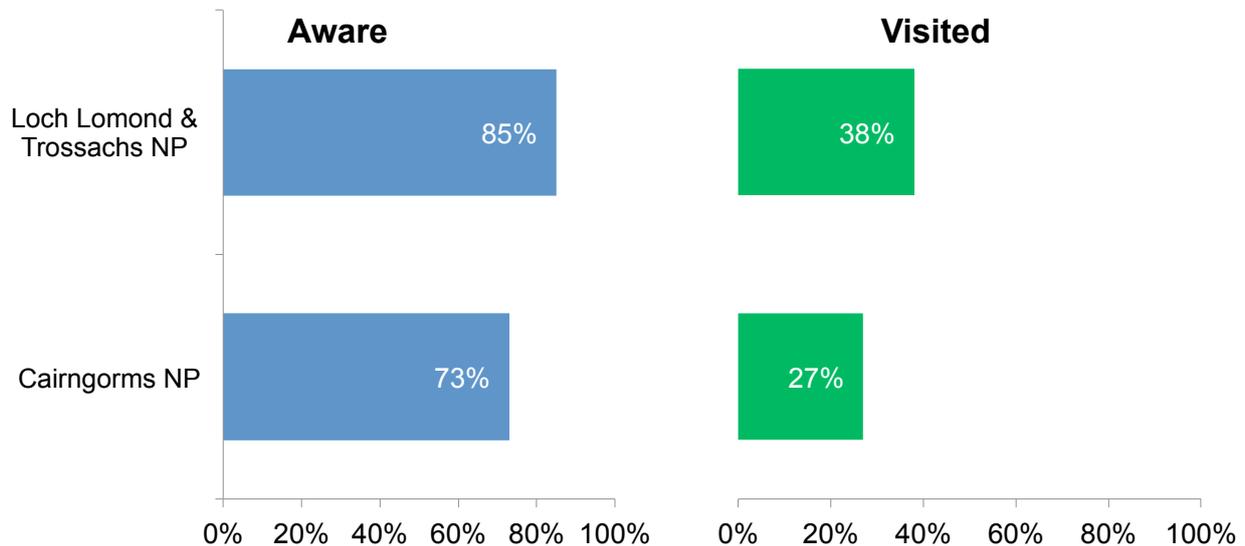


Figure 6-1 Awareness of Scotland's national parks and visits to Scotland's national parks in the last 12 months (Mar 13 to Feb 14)

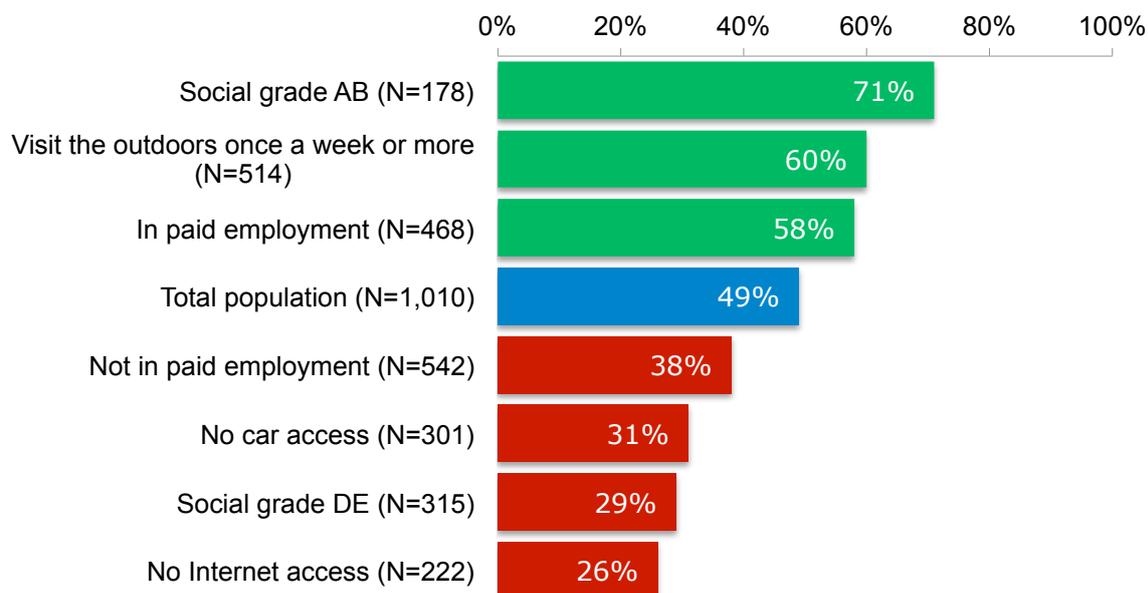
Base: All respondents (1,010)

Awareness of Scotland's national parks was higher than average among those in the AB and C1 social grades (at 96% and 93%, respectively), among those aged 55 and over (at 94%) and among home owners (94%) and car owners (93%).

There were also significant differences in awareness between some population groups:

- Those in the AB, C1 and C2 social grades are more likely than those in the DE grade to be aware of national parks (93% and 78% respectively);
- Older adults (aged 35 and over) were more likely than younger adults (aged under 35) to be aware of national parks (93% and 79% respectively).

Figure 6-2 below shows the population groups most and least likely to have visited a national park in Scotland in the last 12 months.



*Figure 6-2 Visits to one or both of Scotland's national parks (Mar 13 to Feb 14)
Base: All respondents (1,010)*

As shown above, those in the more affluent AB social grade (71%), those who visit the outdoors on a regular basis (60%) and those in paid employment (58%) were more likely than average to have visited a national park in the previous 12 months.

Other variations were also evident including age, with those aged 35-54 more likely than those aged 55 and over to have visited one of Scotland's national parks (56% and 43% respectively). Those who owned or privately rented their home were more likely than council tenants to have visited (55% and 35% respectively), as were those with access to a car compared to those without (56% and 31%).

The demographic groups less likely than the average to have visited a national park in Scotland were also amongst those less likely to have visited the outdoors in general in the last 12 months. The lowest levels of visits to national parks were recorded for those with no Internet access (26%) and those in the DE social grade (29%).

6.2 National parks and associated characteristics

All respondents were asked to select up to three of the characteristics shown in Figure 6-3 that they most associated with Scotland's national parks.

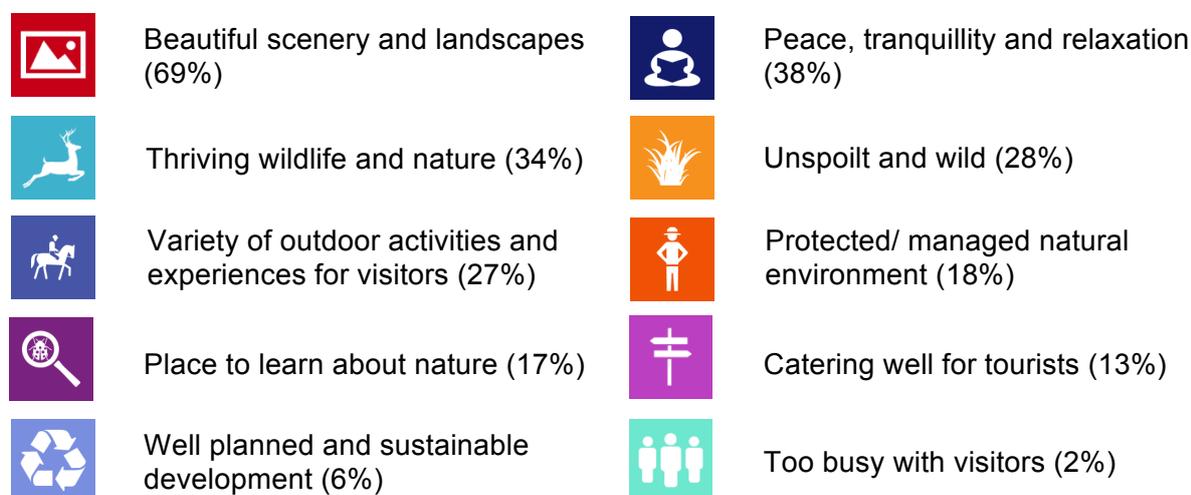


Figure 6-3 Characteristics associated with Scotland's national parks (Mar 13 to Feb 14)
Base: All respondents (1,010)

Note: multiple responses possible, therefore percentages may not equal 100%

Around nine in ten respondents associated at least one of these characteristics with Scotland's national parks (91%). The characteristic most strongly associated was 'beautiful scenery and landscapes', selected by 69% of the population. Just over a third felt that Scotland's national parks were places for 'peace, tranquillity and relaxation' (38%) while a similar proportion associated these areas with 'thriving wildlife and nature' (34%).

There were some variations between demographic groups in terms of the attributes most associated with Scotland's national parks including:

- *Social grade* – Those in the ABC1 social grades were more likely to associate a 'protected/ managed environment' (24%) and/or 'a variety of outdoor activities and experiences' (38%) with national parks than those in the C2DE social grades (12% and 22% respectively);
- *Working status* – 32% of those in paid employment selected 'a variety of outdoor activities and experiences' compared to 21% of those who were not working;
- *Children in household* – 22% of those with children in their household attributed a 'place to learn about nature' with Scotland's national parks compared with 14% of those with no children in the household;
- *Car access* – Those with access to a car were more likely to select 'beautiful scenery and landscapes' and/or 'protected/ managed natural environment' than those with no access to a car (72% and 20% v 62% and 12% respectively);
- *Residency* – those living in rural areas were more likely to select 'unspoilt and wild' (38%) and/or 'thriving nature and wildlife' (46%) than those living in urban areas (26% and 31% respectively).

7. OTHER ENGAGEMENT WITH THE NATURAL ENVIRONMENT

Increasing the level of engagement people have with the outdoors has the potential to generate a lasting interest and commitment to the natural world. As well as collecting data on visits to the outdoors, SPANS also explored people's attitudes to the natural environment and the wider types of interaction they have, be it on a regular or occasional basis.

7.1 Participation in activities involving the natural environment

The vast majority of the population undertake one or more of the activities shown in Figure 7-1 on at least an occasional basis (91%). Among these activities, sitting or relaxing in the garden (65% of adults), walking through local parks and greenspaces (53%), watching or listening to nature programmes on TV or radio (51%) and gardening (47%) are most popular.

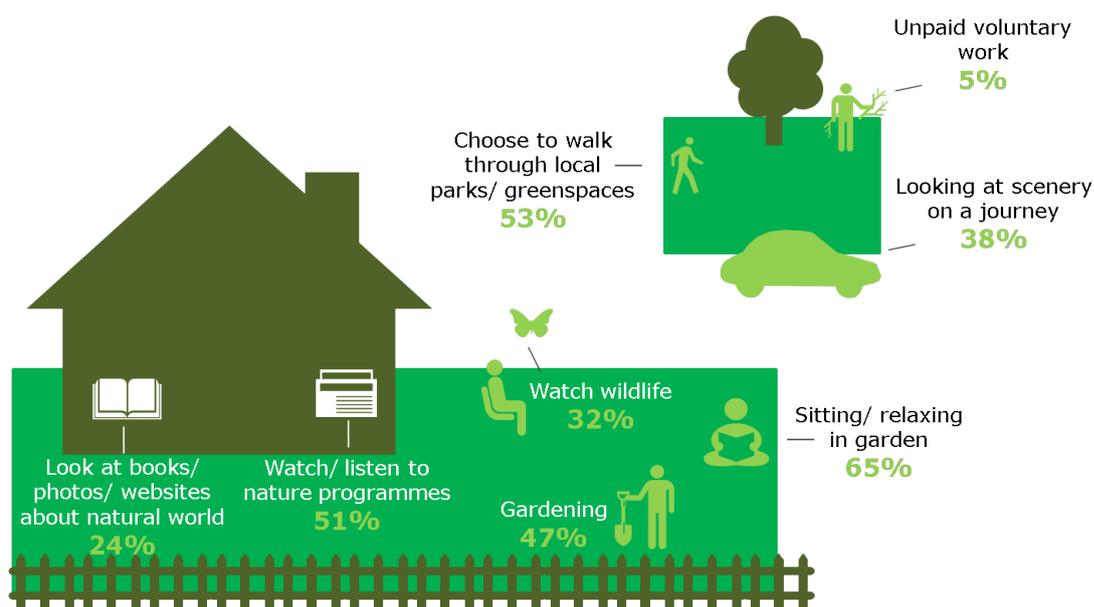


Figure 7-1 Activities undertaken that involve the natural environment (Mar 13 to Feb 14)

Base: All respondents (1,012)

Note: multiple responses possible, therefore percentages may not equal 100%

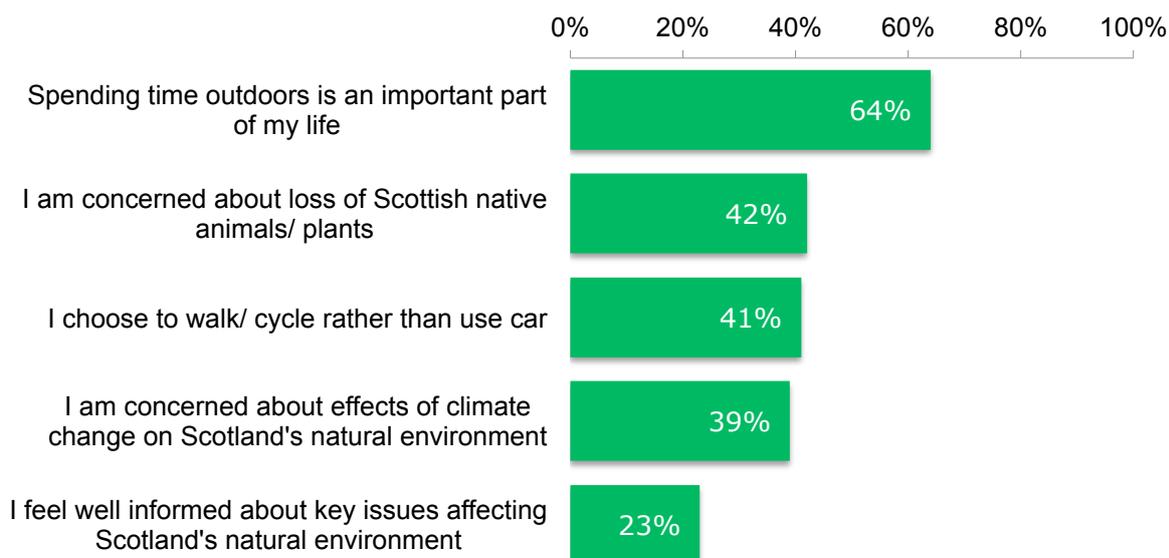
There were some variations in levels of participation in the activities shown in Figure 7-1:

- Rural residents were more likely to participate than those living in urban areas (96% and 89% respectively); they were also more likely than average to participate in gardening (63%), watching/ listening to nature programmes (61%) and watching wildlife (50%).
- Those in the AB social grade were more likely to participate than those in the DE social grade (95% and 89% respectively); they were also more likely than average to participate in several activities, especially looking at books/ photos/ websites (40%) and gardening (62%);
- Those who visited the outdoors for leisure and recreation were more likely to participate in these activities than those who did not visit (94% v 75%);
- Those aged 35+ were more likely than average to garden and/or watch or listen to nature programmes (58% each).

7.2 Attitudes towards the natural environment

Respondents were read a series of statements about the natural environment and asked to indicate the extent to which they agreed with each one. Figure 7-2 below summarises their responses.

'Spending time outdoors is an important part of my life' received the strongest level of agreement (64% agreeing strongly, increasing to 81% of those who visited the outdoors on a weekly basis and 91% among those who visited daily). Although only half of adults in Scotland visit the outdoors on a regular basis (at least once a week), this does suggest that most people value the outdoor experiences they have.



*Figure 7-2 Agreement with statements regarding Scotland's natural environment (Mar 13 to Feb 14) % agreeing strongly
Base: All respondents (1,012)*

There were some variations between population groups in the level of agreement with each of the statements shown in Figure 7-2, above.

People living in rural areas were more likely than those living in urban areas to agree strongly that visiting the outdoors was an important part of their life (74% and 59% respectively); as were those with access to a car (68%) compared to those with no car access (54%); and those in the AB, C1 or C2 social grades compared to DEs (67% and 56% respectively).

At the overall population level, the statement with which people were least likely to agree strongly was 'I feel well informed about key issues affecting Scotland's natural environment' (23%). Those who visited the outdoors at least once a day were more likely than the average to agree strongly with this statement (36%) while disagreement (strong/ slight) was higher than the average amongst those who had not visited in the past 12 months (42%). Rural residents were more likely than those living in urban areas to strongly agree with this statement (31% and 20% respectively), as were those with access to a car compared to those without car access (27% and 15% respectively) and those in the AB, C1 and C2 social grades (26%) compared to DEs (17%).

Other variations included:

- *I am concerned about the effects of climate change on Scotland's natural environment* – strong agreement was higher amongst women (43%) than amongst men (34%);
- *I choose to walk/ cycle rather than use the car* – those who visited the outdoors several times a week or more often were more likely than the average (41%) to strongly agree (55%);
- *I am concerned about the loss of Scottish native animals/ plants* – 59% of those who visited the outdoors at least once a day agreed strongly with this statement, as did 56% of those living in rural areas. Strong agreement was higher amongst those aged 35 and over (46%) than amongst those 34 and under (31%).

8. SCOTLAND'S LANDSCAPES

Scotland's landscapes (what people see, experience and enjoy in their surroundings) can make a significant contribution to the delivery of a number of the Scottish Government's National Outcomes, particularly those related to health, well-being and economic development²⁴.

Looking after Scotland's landscapes and ensuring landscape change is well planned and managed is essential to maximising these benefits and is a responsibility which the SPANS partners share with other national bodies and with Scotland's local authorities, developers and communities. Encouraging and supporting local communities to play an active role in managing local landscapes and in decision making about landscape change is an important part of this work and can lead to the development of skills, confidence and capacity at a local level.

Where appropriate, reference is made in this section of the report to survey questions included in previous years in the Scottish Nature Omnibus.

8.1 National landscapes

As shown in Figure 8-1, below, respondents were asked to indicate the extent to which they agreed or disagreed with a series of statements about Scotland's national landscapes.

The vast majority of people in Scotland agree that the country's areas of wild land should be protected (94%); allied to this is a widely held belief that Scotland's landscapes make an important contribution to the economy (92% agree). Most people believe that Scotland's finest landscapes are being well looked after (72%).

Three quarters of adults in Scotland would be happy to see more effort focused on improving urban landscapes (76%); public opinion is divided, however, on whether or not new developments in the countryside are impacting positively on rural landscapes (41% agree, 28% disagree and 31% undecided/unsure).

Over a period of three years, the Scottish Nature Omnibus indicated that a declining proportion of people in Scotland believed the country's windfarms were well located and designed (down from 61% in the early waves of the survey to around half by 2012). The latest data from SPANS suggest the proportion of people in Scotland satisfied with the location and design of wind farms remains at around half (52%). There appears to be a limited appetite for further windfarm development either close to where people live (only 31% would find this acceptable) or in the places in Scotland which people like to visit (34% would find this acceptable).

In terms of people's perceptions of the future for Scotland's landscapes, opinion is divided on whether or not things are changing for the better, with 36% of people in Scotland agreeing that they are, 29% disagreeing and 34% either undecided or unsure.

²⁴ See No1 'We live in a Scotland that is the most attractive place for doing business in Europe'; NO6 'We live longer, healthier lives'; NO10 'We live in well-designed sustainable places where we are able to access the amenities and services we need'; NO12 'We value and enjoy our built and natural environment and protect and enhance it for future generations'; NO13 'We take pride in a strong, fair and inclusive national identity'

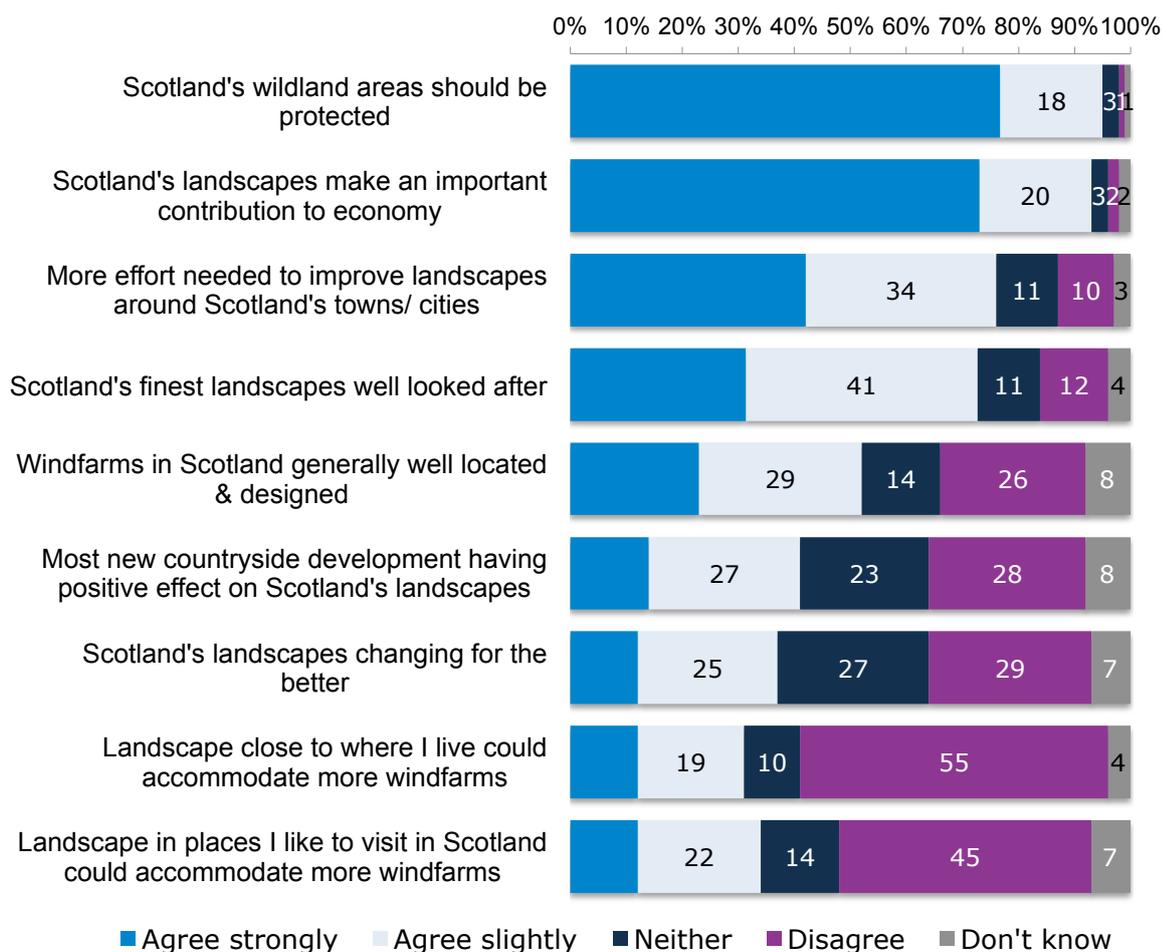


Figure 8-1 Agreement with statements regarding Scotland's landscapes (Mar 13 to Feb 14)
Base: All respondents (1,002)

There were some variations between population groups in the level of agreement with each statement, particularly in relation to age. People aged 55 and over were more likely to strongly agree that Scotland's landscapes make an important contribution to the economy (79%) and that the country's areas of wild land should be protected (83%) than those aged between 16 and 34 (68% for each of these statements).

Those aged 55 and over were also more likely to disagree that:

- Their local landscape could accommodate more windfarms (67% v 45% of those aged 16-34);
- The places in Scotland they like to visit could accommodate more windfarms (59% v 31% of those aged 16-34);
- Scotland's landscapes are changing for the better (38% v 17% of those aged 16-34);
- Windfarms are generally well located and designed (38% v 14% of those aged 16-34);
- Most new development in the countryside is having a positive impact on Scotland's landscapes (35% v 20%).

8.2 Local landscapes

As well as investigating views of landscapes at a national level, SPANS also looked at people's perceptions of their local landscapes, as shown in Figure 8-2 below.

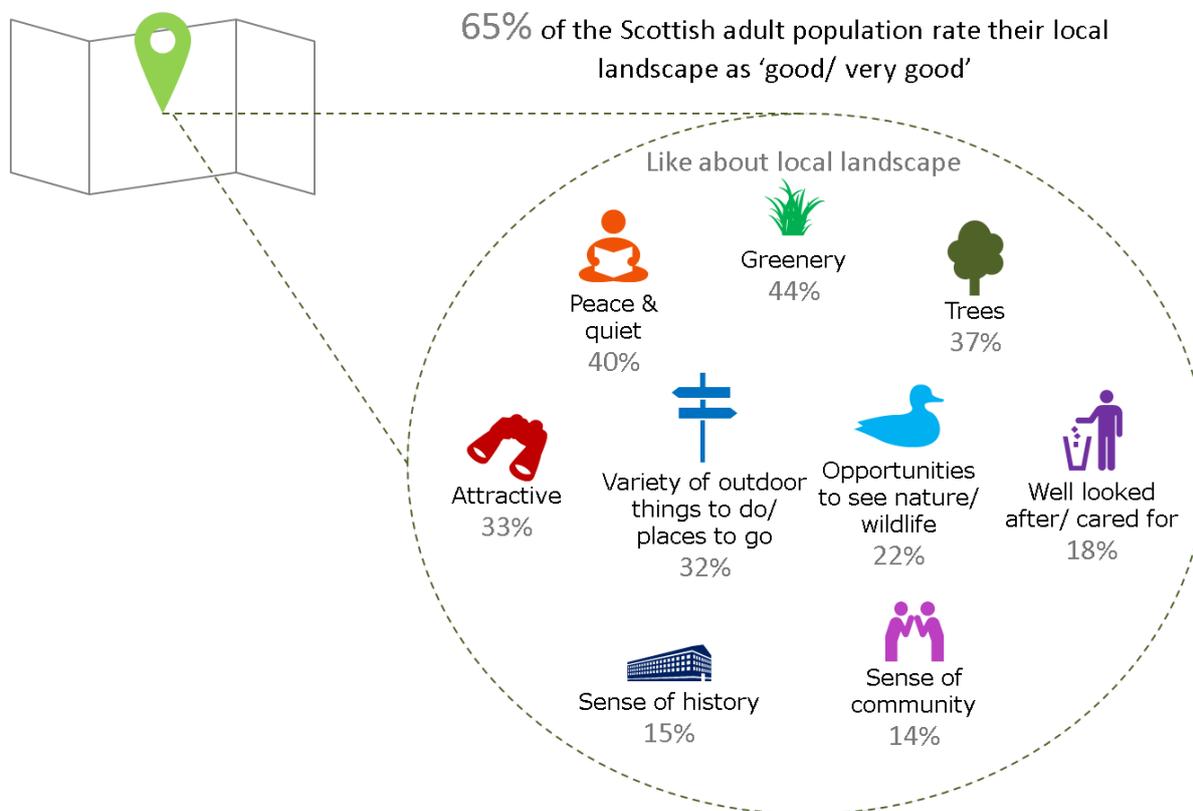


Figure 8-2 Aspects liked about local landscape (Mar 13 to Feb 14)

Base: All respondents (1,002)

Note: multiple responses possible, therefore percentages may not equal 100%

Around two thirds of adults in Scotland rated their local landscape positively (65%), although only a quarter rated it 'very good' (25%). People living in rural areas (79%), those in the AB social grade (77%) and people aged 55 and over (72%) were more likely to rate their local landscape positively.

Thirteen per cent of adults in Scotland rated their local landscape negatively. Negative perceptions of local landscapes were highest amongst those living in the 15% most deprived areas in Scotland (30% rated their local landscape as 'poor' or 'very poor') and amongst those who felt that their local landscape had deteriorated over recent years (24%).

Among the things people particularly liked about their local landscapes, 'greenery' (mentioned by 44%) and 'trees' (37%) featured strongly, as did 'peace and quiet' (40%). Living somewhere which looks 'attractive' (33%) or which offers a 'variety of outdoor things to do or places to go' was also important (32%).

People who owned their properties were more likely than those who rented (privately or from the council) to mention 'greenery' as an aspect of their local landscape that they liked (49%)

and 35% respectively). Trees were more likely to be mentioned by people in the AB social grade than those in the DE social grade (45% and 29% respectively).

People living in rural areas were more likely than urban residents to mention 'peace and quiet' as a positive aspect of their local landscape (54% and 34% respectively). Those living within the 15% most deprived areas in Scotland were less likely than those living elsewhere to select this aspect (23% and 43% respectively).

Other variations in the things people particularly liked about their local landscape included:

- *Attractive (33% overall)* – more likely to be selected by rural residents (49%) than those in urban areas (26%); by those aged 55+ compared to those aged 16-34 (42% and 24% respectively) and by those living outside of the 15% most deprived areas in Scotland compared to those living within these areas²⁵ (35% v 19%);
- *Variety of things to do/ places to go (32% overall)* – selected by a higher proportion of ABs than DEs (39% and 26% respectively);
- *Opportunities to see nature/ wildlife (22% overall)* – more likely than the average to be selected by residents of rural areas (35%) than by those living in urban areas (17%). Higher proportions of ABs compared to DEs (28% and 15% respectively) and those with car access compared to those without (26% v 13%);
- *Sense of community (14% overall)* – more likely to be selected by those in the AB social grade (21%) than by DEs (7%), by women (18%) than by men (11%) and by those who owned their home (18%) than by those renting, whether privately or from a council (8%).

Most people could also think of things they didn't like about their local landscape (60%), although most individual 'dislikes' were mentioned by fewer than 10% of respondents (Table 8-1 overleaf).

²⁵ Caution, small sample size (N=94)

*Table 8-1 Aspects disliked about local landscape (Mar 13 to Feb 14)
Base: All respondents (1,002)*

	Total %
Area not well looked after/ cared for	24%
Bustle/ noise/ visual activity	12%
New developments that have taken place	10%
Area is unattractive	9%
Quality of buildings	8%
No outdoor things to do/ places to go	7%
Lack of opportunity to see nature/ wildlife nearby	6%
No sense of place/ community	3%
No sense of history	2%
Poor road/ pavement quality	2%

Note: multiple responses possible, therefore percentages may not equal 100%

Those living in the 15% most deprived areas, residents of CSGN areas and those living in urban locations were more likely than those living elsewhere in Scotland to mention something they disliked about their local landscape (75%, 68% and 65% respectively).

The criticism which people made most frequently was that their local area was not well looked after (mentioned by 24%). Those living in the 15% most deprived areas in Scotland were more likely than the average to select this as an aspect that they disliked about their local area (38%); those living within the CSGN were also more likely than those living elsewhere to mention this factor (32% and 12% respectively), as were those resident in urban areas compared to those living in rural locations (27% v 16%).

Bustle, noise and visual activity was also more likely to be mentioned as a negative by those living in the 15% most deprived areas (21%) compared to those living elsewhere (10%) and by those in CSGN areas (15%) compared to other locations (7%).

Looking back over the last three years, just over half of people in Scotland believed their local landscape had not changed at all (55%); among the remainder, opinion was evenly divided, with 20% reporting that their local landscape has improved and 19% that it has become worse over that time. These findings are similar to those previously recorded in the Scottish Nature Omnibus (in 2012 -13).

People living in council housing were more likely than those living in privately rented or owned accommodation to have perceived an improvement in their local area (26% and 18% respectively).

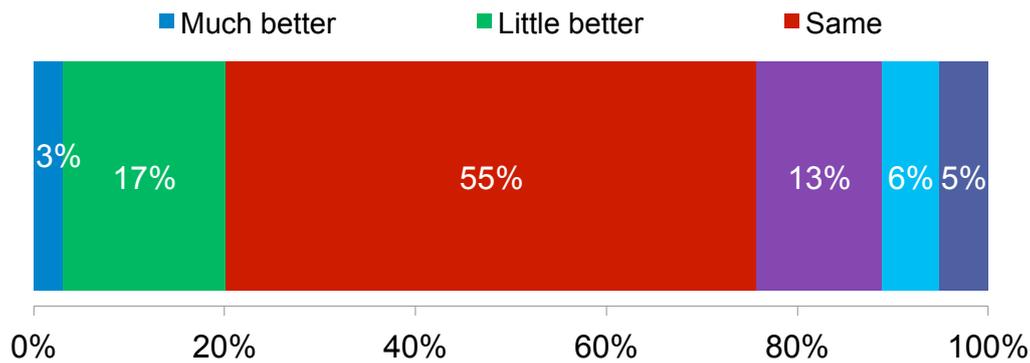


Figure 8-3 Whether local landscape got better, worse or stayed same over last 3 years (Mar 13 to Feb 14) % agreeing strongly
Base: All respondents (1,002)

Those who perceived their local landscape to have either improved or worsened over the last three years were asked what had changed, as shown in Figure 8-4 overleaf.

Amongst those who mentioned a change in their local landscape, the main improvements mentioned were that it was cleaner (26%), had more amenities and attractions (15%), more flowers and plants (10%) and/or improved paths (10%).

Litter (mentioned by 14%) was the main issue among people who believed their local landscapes had got worse. Twelve per cent mentioned new developments and the same proportion believed their local area was uncared for. Around one in ten mentioned traffic, too many new houses, an increase in vandalism and crime and/or anti-social behaviour.

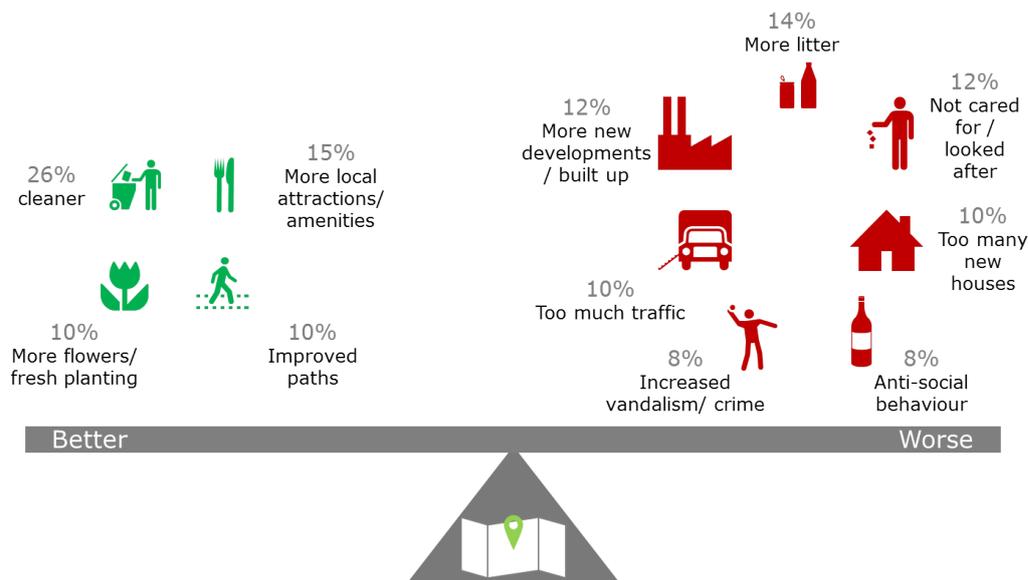


Figure 8-4 Reasons local landscape got better or worse over last 3 years (Mar 13 to Feb 14)
Base: All respondents perceiving a change (409)
Note: multiple responses possible, therefore percentages may not equal 100%

As shown in Figure 8-5, below, fewer than half of people in Scotland felt well informed about proposals which might impact on their local landscape (44%) and only 10% felt 'very well informed'. These findings are similar to those of the Scottish Nature Omnibus (2012 – 2013).

■ Very well ■ Quite well ■ Not very well ■ Not at all well ■ Don't know

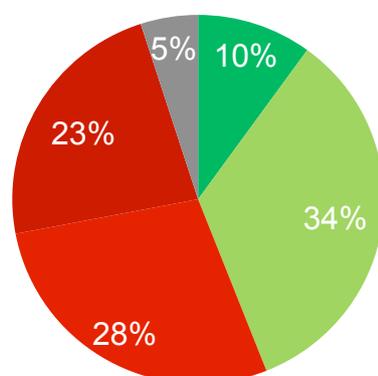


Figure 8-5 How well informed about proposals that could change local landscape (Mar 13 to Feb 14)

Base: All respondents (1,002)

People in the AB social grade were more likely than average to state that they felt well informed about proposed changes to their local landscape (61%), as were those who rated their local landscape as 'good' (54%).

Other variations in the proportions of people who felt well informed about proposed changes to their local landscape included:

- A higher proportion of those in non-CSGN areas compared to those living in CSGN areas (50% and 40% respectively);
- Those who believed their landscape to have changed for the better or stayed the same (48%) compared to those who believed it to be worse (34%);
- Those who owned or privately rented their home (48%) compared to council tenants (34%);
- Those aged 35 and over (48%) compared to those between the ages of 16 and 34 (36%);
- Those living outside of the 15% most deprived areas compared to those living in the most deprived areas (48% and 26% respectively).

When asked how they would find out about proposed changes to local landscapes (Figure 8-6 below), around two-fifths of people indicated that they would refer to newspapers or magazines (42%), while a similar proportion mentioned their Local Authority or Council (37%). Around a fifth mentioned word of mouth and/or local notices/ posters (20% and 19% respectively), while around one in ten cited TV/radio news (12%) and/or a Community Council (10%) as information sources.

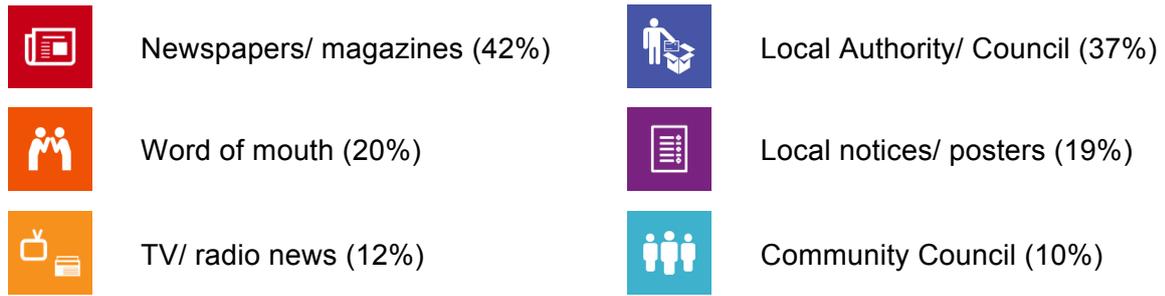


Figure 8-6 Information sources for proposed changes to local landscape (Mar 13 to Feb 14)

Base: All respondents (1,002)

Note: multiple responses possible, therefore percentages may not equal 100%

People living in rural areas were more likely than those living in urban areas to cite word of mouth as an information source (28% and 17% respectively) as were those in the AB, C1 or C2 social grades compared to those in the DE social grade (23% v 14%).

9. BENEFITS OF VISITING THE OUTDOORS

As discussed in section 3, people in Scotland visit the outdoors for a variety of reasons. To help assess the positive impacts of these visits and their relative importance, respondents were asked about the benefits they associated with their recent visits.

9.1 Role of the outdoors in mental and physical health

As shown in Figure 9-1 below, the benefits of visiting the outdoors are widely acknowledged by visitors. The perceived health benefits (both physical and mental) were most likely to be mentioned, but many people also valued the social opportunities and the chance to get closer to nature.



Figure 9-1 Agreement with benefits gained from last visit to the outdoors (% strongly agree) (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (1,155)

Among those who had visited the outdoors in the 4 weeks prior to interview, 70% strongly agreed that their visit helped them to de-stress, relax and unwind, while 64% strongly agreed that it improved their physical health and 62% that it made them feel energised and revitalised.

Where people live appears to have an impact on their perceptions about the types of benefits they derive from visiting the outdoors, with people living in rural areas, in less deprived areas and in areas outside of the CSGN more likely to agree strongly with a number of the statements shown in Figure 9-1, above.

9.2 Physical activity

UK-wide physical activity guidelines were revised in July 2011. The current guidelines, adopted in Scotland and the other three home countries of the UK, recommend that adults aged 19 to 64:

- Should be active daily;
- Should engage in at least 150 minutes (or two and a half hours) of ‘moderate’ intensity activity per week in bouts of 10 minutes or more (equivalent to 30 minutes of exercise on at least 5 days of the week). Alternatively, 75 minutes of ‘vigorous’ activity spread across a week is perceived to deliver similar benefits;
- Should engage in activities that strengthen muscles on at least two days of the week;
- Should avoid extended periods of sedentary activity.

The most recent Scottish Health Survey (2012), used by Scottish Government to monitor progress, indicates that 62% of adults in Scotland (aged 16 and over) currently meet physical activity targets, with men significantly more likely to do so than women (67% versus 58%).

To help establish the contribution which the outdoor environment makes to the achievement of physical activity targets, SPANS respondents were asked about their use of the outdoors for physical exercise and about the amount of time they spent exercising outdoors. Physical exercise was defined in SPANS as: ‘activity which is enough to make you feel warmer, breathe harder and make your heart beat faster’. In this context, physical exercise undertaken outdoors may include recreational visits to the outdoors where the main activity is aerobic (e.g. brisk walking, cycling, kayaking etc.), organised outdoor sport (e.g. football, tennis etc.) as well as other types of physical activity such as gardening.

As shown in Figure 9-2, below, 70% of adults in Scotland had used the outdoors for physical exercise in the week prior to interview and 29% had met physical activity guidelines while in an outdoor environment (i.e. they undertook at least 150 minutes of moderate physical activity outdoors).

29% of the Scottish adult population met physical activity guidelines while in an outdoor environment

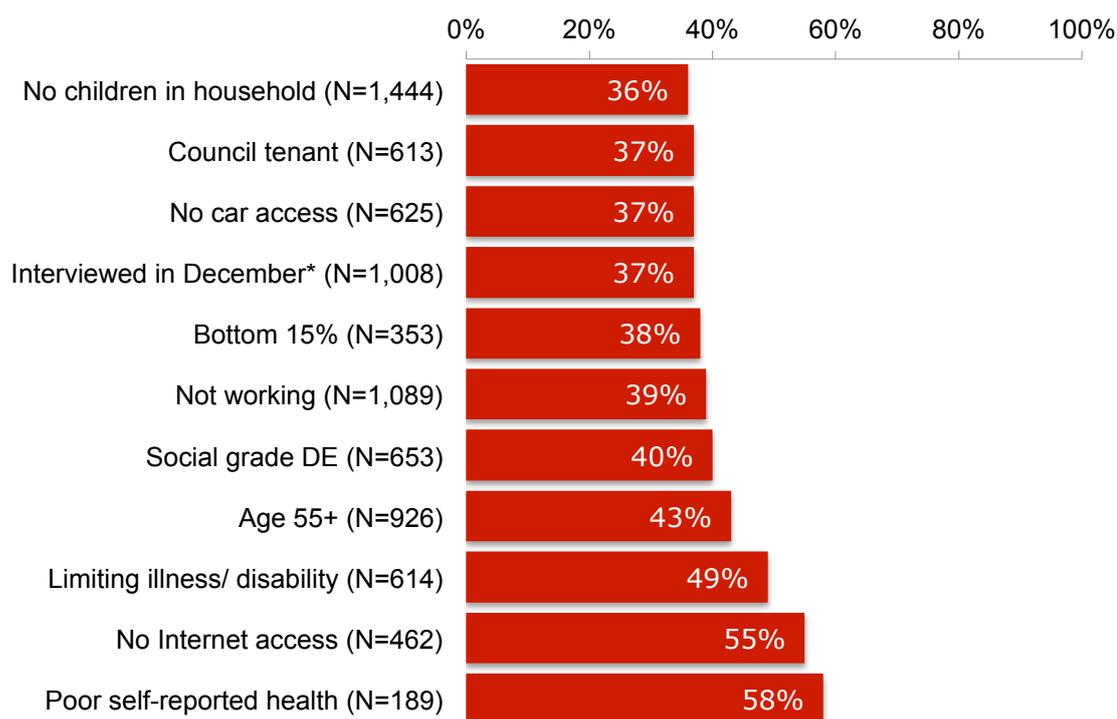


Figure 9-2 Time spent undertaking physical activity in the outdoors in last week (Mar 13 to Feb 14)

Base: All respondents (2,014)

Those most likely to have met physical activity targets in an outdoor environment in the week prior to interview included people who visited the outdoors for leisure and recreation on a daily basis (53%), those in the AB social grade (37%), those who were interviewed in June (35%) and those with good self-reported health (34%). Men were more likely than women to have undertaken this level of physical activity in the outdoors in the last week (34% and 25% respectively), as were those with no limiting illness/ disability (33%) compared to those with a limiting illness/ disability (20%).

Thirty per cent of adults in Scotland had undertaken no outdoor physical activity in the week prior to interview. Figure 9-3 below shows the population groups most likely to fall into this category.



*Figure 9-3 Population groups least likely to have spent any time undertaking physical activity in the outdoors in the week prior to interview (Mar 13 to Feb 14) sorted in ascending likelihood of not undertaking any physical activity in the outdoors
Base: All respondents (base sizes shown in chart)*

Each group shown above was less likely than the average to have undertaken any physical activity in the outdoors in the last week. Each group shown above (with the exception of respondents interviewed in December) was also less likely than the average to visit the outdoors for recreation.

10. VARIATIONS IN PEOPLE'S RELATIONSHIPS WITH THE NATURAL ENVIRONMENT

A review of the data collected by SPANS has identified several themes of interest which will be discussed in this section:



The natural environment and an ageing population



Social grade, deprivation and engagement with the natural environment



Location and accessibility

Each of these themes will be considered in light of the findings from SPANS and in the context of research undertaken elsewhere in the UK and societal trends which could have implications on how the population engages with the natural environment in the future.



The natural environment and an ageing population

Population trends and projections provide a useful context when interpreting data about attitudes to, and recreation in, the natural environment.

Projecting the population of the future

As is the case for the rest of the UK²⁶, the population of Scotland is predicted to increase between 2012 and 2037, with the largest increase expected amongst the 75+ age group (up by 86% between 2012 and 2037)²⁷ (Figure 10-1 below).

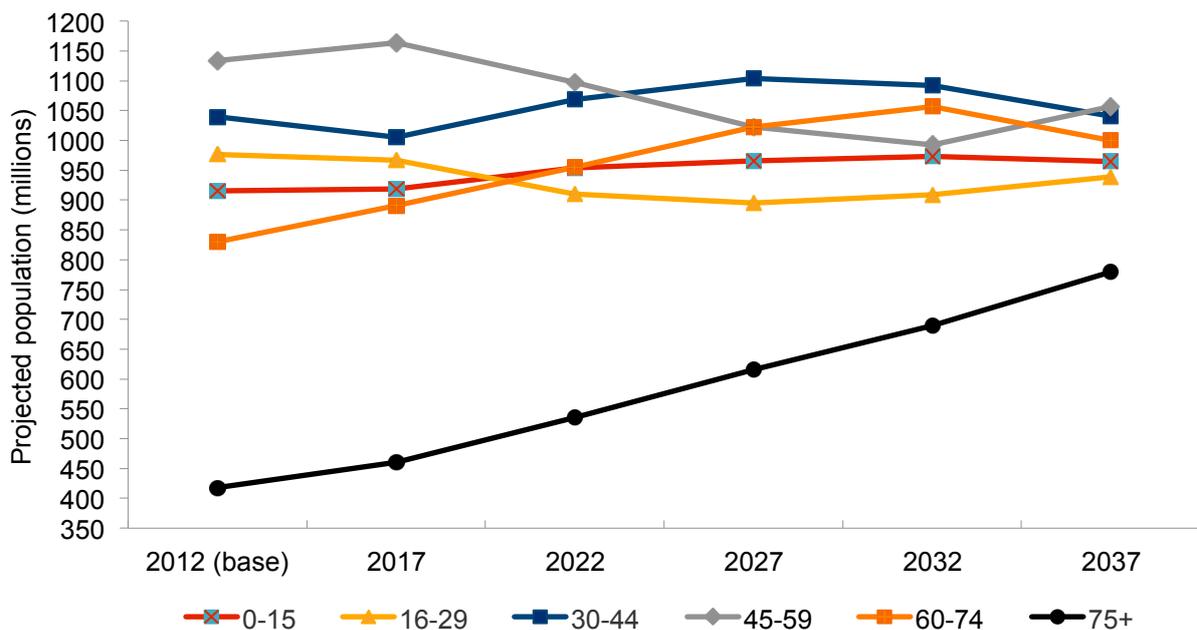


Figure 10-1 Population figures and projections for Scotland by age 2012 to 2037 (Source: NRS Projected Population of Scotland (2012-based), updated January 2014 – see footnote 26)

Outdoor recreation behaviour

Data from SPANS show that those aged 55 and over are less likely to visit the outdoors generally and that urban residents aged 55 and over are less likely to visit local greenspace. A lower propensity to visit the outdoors amongst older respondents was also evident in previous years in the ScRS²⁸ and is a trend observed amongst the English adult population as part of Natural England's MENE survey.²⁹

²⁶ <http://www.ons.gov.uk/ons/rel/npp/national-population-projections/2010-based-projections/sum-2010-based-national-population-projections.html>

²⁷ See p.14 <http://www.gro-scotland.gov.uk/files2/stats/population-projections/2012-based/2012-pop-proj-publication.pdf>

²⁸ <http://www.snh.gov.uk/docs/A1020956.pdf>

²⁹ Monitor of Engagement with the Natural Environment, a Natural England survey (see <http://www.naturalengland.org.uk/ourwork/evidence/mene.aspx#results>)

SPANS also indicates that older members of the population who do visit the outdoors are more likely than the average to visit on their own and are more likely to be motivated by the perceived health or exercise benefits.

The longer-term impact of an ageing population combined with the general trend for shorter visits taken close to home (identified earlier in the report) underlines the importance of providing local opportunities for people to enjoy the outdoors.

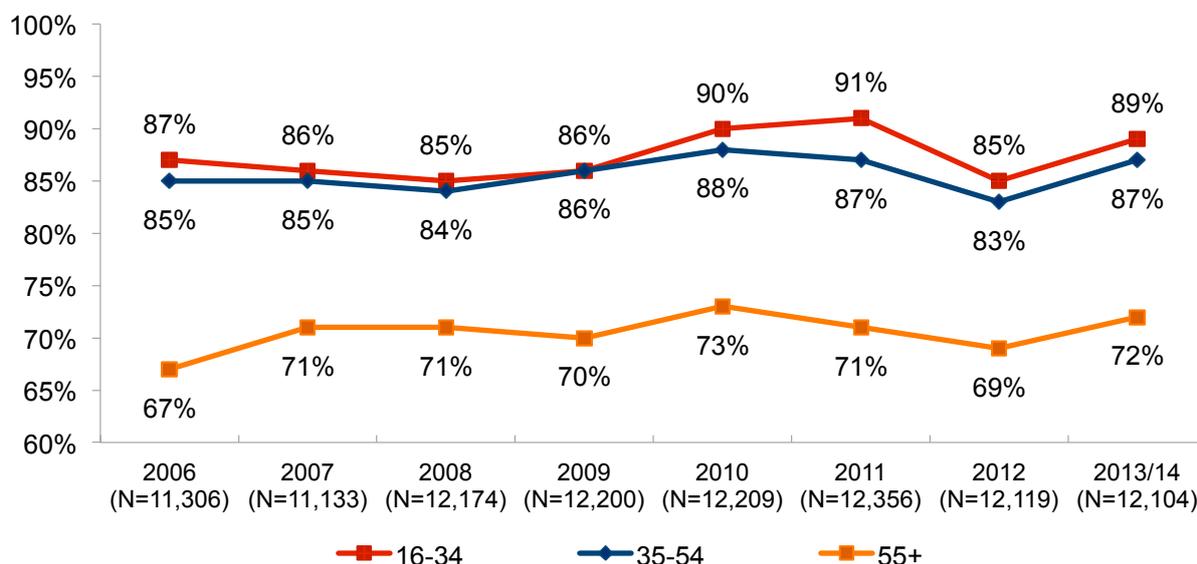


Figure 10-2 Any visits taken to outdoors in last 12 months by age – ScRS 2006-2012 and SPANS (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (total base sizes shown in chart)

*Note SPANS survey period covers Mar 13 to Feb 14 while the Scottish Recreation Survey was undertaken on a calendar year basis.

Valuing the outdoors

SPANS data also demonstrate that older members of the population place a great deal of value on Scotland's natural environment. Those aged 55 and over were, for example, more likely than those aged 16-34 to agree that Scotland's landscapes make an important contribution to the economy and that Scotland's areas of wild land should be protected (Figure 10-3 overleaf).

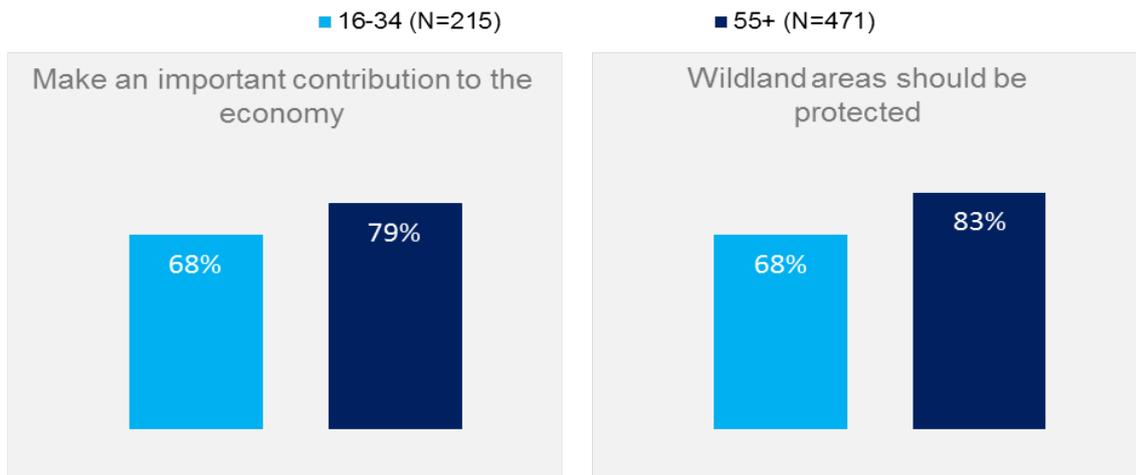


Figure 10-3 Agreement with statements regarding Scotland's landscapes by age (Mar 13 to Feb 14) (strongly agree)

Base: All respondents (bases shown on figure)

Conversely, those aged 55 and over were more likely to disagree that Scotland's landscapes are changing for the better, can accommodate more windfarms and that developments in the countryside are having a positive impact (see Figure 10-4 below).

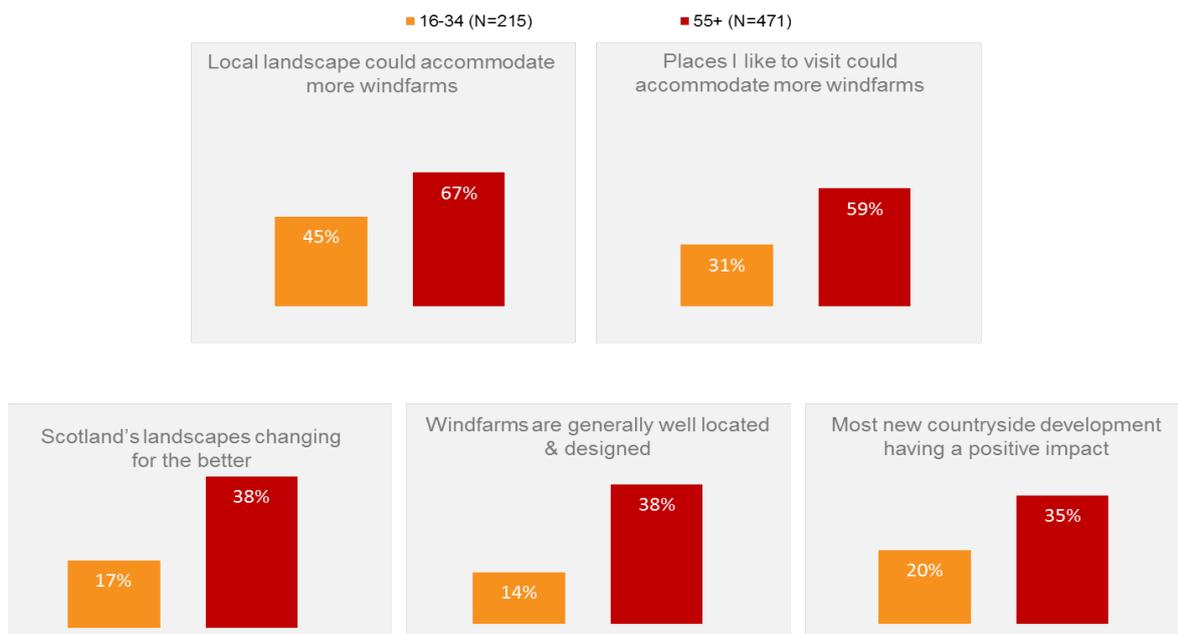


Figure 10-4 Agreement with statements regarding Scotland's landscapes by age (Mar 13 to Feb 14) (strongly disagree)

Base: All respondents (bases shown on figure)

When asked about local greenspaces, older respondents in Natural England's MENE survey were more likely than those between the ages of 16 and 34 to agree strongly that having greenspaces close to their home was important and that they appreciated having these places available to visit even if they did not visit themselves³⁰.

³⁰ <http://naturalengland.tns-global.com/>



Social grade, deprivation and the outdoors

A number of surveys, including SPANS, have highlighted the relationship which exists between social grade or level of deprivation and levels of engagement with the natural environment. This section of the report focuses on some of these findings.

Access to greenspace

SPANS data on access to, and perceptions of, local greenspace was filtered to focus on the urban population, reflecting the high proportion of the Scottish population living in urban areas.

Just over half of urban residents indicated that they lived within a 5 minute walk of their nearest greenspace area, while a further 20% stated that their nearest greenspace could be reached within a 6 to 10 minute walk. As discussed earlier in the report, there were, however, some significant differences in reported access to greenspace, particularly in relation to affluence and deprivation.

As shown in Figure 10-5 below, those living in the 15% most deprived areas in Scotland and those in the DE social grades were significantly less likely than others to report living within a short walking distance (5 minutes or less) of their nearest greenspace area. It was also notable that those in the DE social grades were significantly more likely than those in the more affluent AB social grades to state that they did not know how far away their nearest greenspace area was.

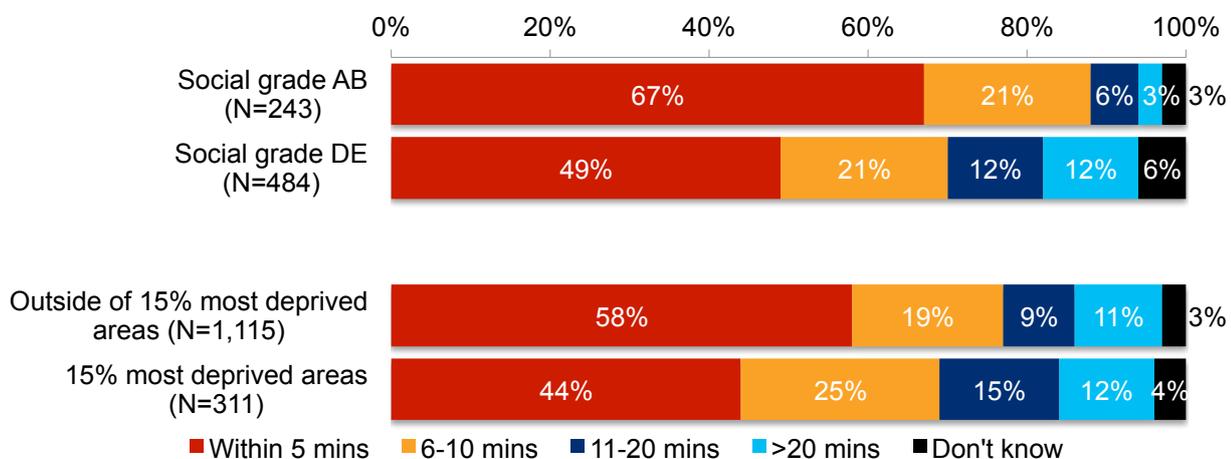


Figure 10-5 Proximity to greenspace by social grade and deprivation (Mar 13 to Feb 14)
Base: Urban respondents (base sizes shown on charts)
Note percentages may not equal 100% due to rounding

People's propensity to visit the outdoors for recreation, as well as more general engagement with the natural environment, was also lower amongst those in the least affluent social grades and those living in the most deprived areas in Scotland. While the reasons for this are complex, research does suggest that exposure to greenspace has a positive effect on health and health-related behaviours³¹.

³¹ 'Second State of Scotland's Greenspace Report'
<http://www.greenspacescotland.org.uk/SharedFiles/Download.aspx?pageid=133&mid=129&fileid=278>

Perceptions of locality and urban greenspaces

It has been suggested that the quality of greenspace is often the most important factor in assessing how well it meets the needs of a local area³². SPANS data shows that 30% of those living in Scotland's 15% most deprived areas expressed a negative perception of their local landscape (both greenspaces and other areas), with those in the less affluent DE social grade also more likely to be negative about their local landscape than those in the more affluent AB social grade.

Some of the key variations amongst these groups related to the positive ratings they gave to different aspects of their local landscape. Figure 10-6 below shows the proportions who indicated that the aspects shown were attributes that they liked about their local landscape.

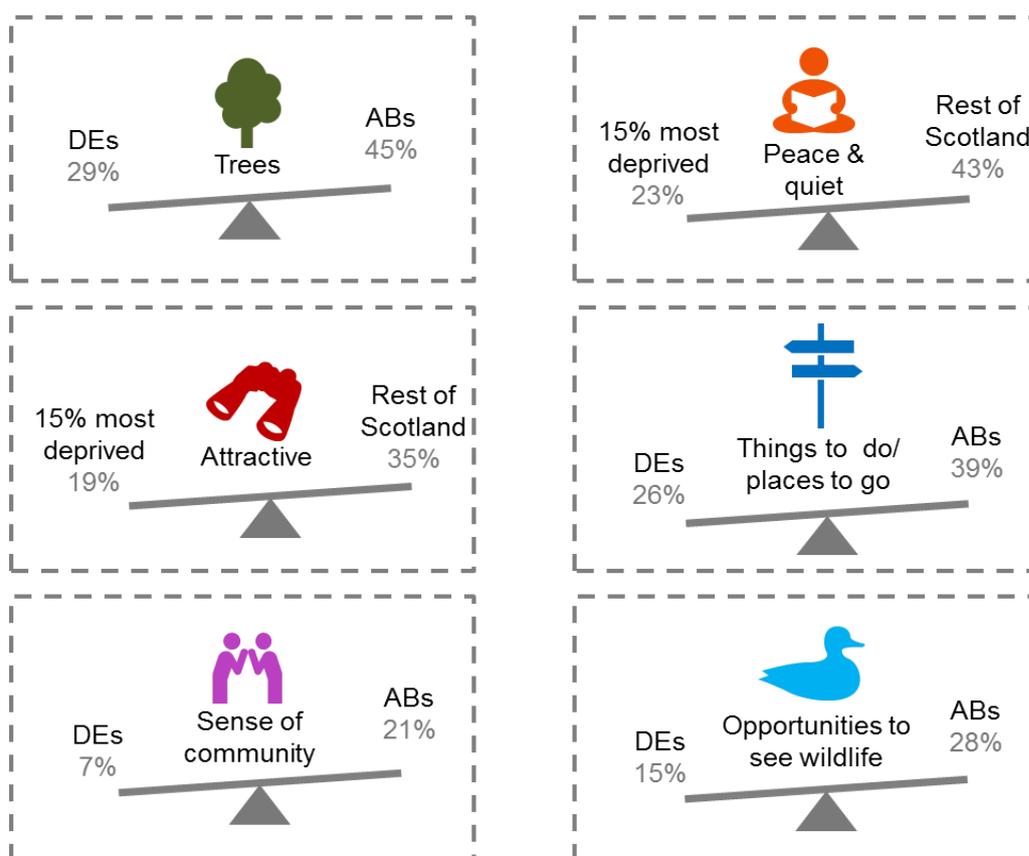


Figure 10-6 Aspects liked about local landscape by social grade and deprivation (Mar 13 to Feb 14)

Base: All respondents (AB – 182; DE – 339; 15% most deprived – 165; Rest of Scotland – 831)

Note percentages may not equal 100% due to rounding

³² 'Second State of Scotland's Greenspace Report'
<http://www.greenspacescotland.org.uk/SharedFiles/Download.aspx?pageid=133&mid=129&fileid=278>

As shown earlier in the report (see section 5 'Visits to urban greenspace'), when urban residents were asked about their expectations and then their perceptions of local greenspace, the difference between the two was particularly marked amongst those living in the 15% most deprived areas of Scotland (Figure 10.7). Given that those living in the most deprived urban areas in Scotland were less likely to visit the outdoors than others, it is likely that their assessment of local greenspaces was not solely based on experience. However, the data is indicative of lower satisfaction with local greenspaces which may play a part in lower propensity to visit these areas.

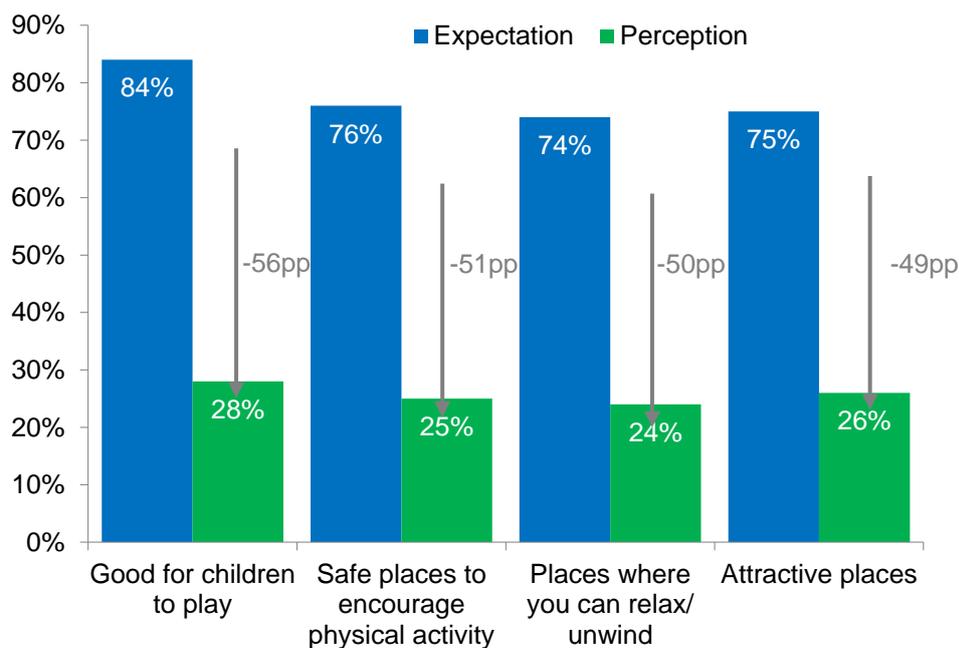


Figure 10-7 Expectations of greenspaces and perceptions of local greenspace (including percentage point differences) among urban residents living in the 15% most deprived areas of Scotland (Mar 13 to Feb 14) (% agree strongly)

Base: All urban respondents living in the 15% most deprived areas in Scotland (311)

People's propensity to visit the outdoors

The link between people's propensity to visit the outdoors and levels of affluence and deprivation is clear. The population groups which SPANS and the ScRS have consistently shown are less likely to visit the outdoors are those in the DE social grade, those living in the most deprived areas in Scotland, those not in paid employment and those with no access to a car.

As shown in Figure 10-8 overleaf, significant differences between the most and least affluent social grades in particular have been recorded over the past eight years. People's propensity to visit the outdoors in general has been most consistent amongst those in the AB social grade, while the proportion of DEs taking any visits has been more variable.

These findings correspond with conclusions drawn through analysis of Natural England's MENE survey data. Between 2009/10 and 2012/13, around half of those in the AB social grade in England visited the outdoors at least once in the 7 days prior to interview compared to around 3 in 10 of those in the DE social grade.

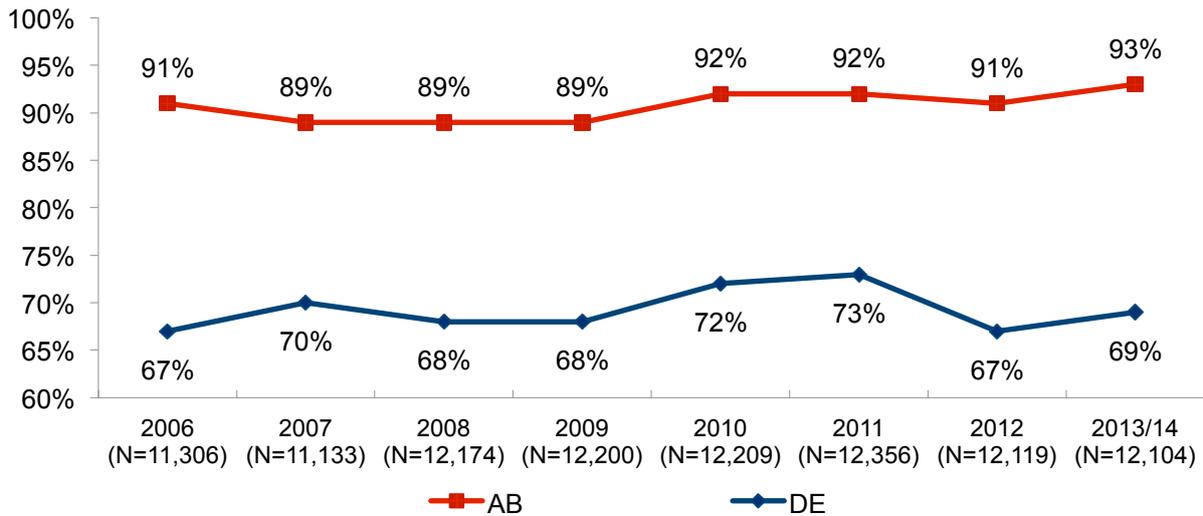


Figure 10-8 Any visits taken to outdoors in last 12 months by social grade – ScRS 2006-2012 and SPANS (Mar 13 to Feb 14)

Base: All who visited the outdoors in the last 4 weeks (total base sizes shown in chart)

*Note SPANS survey period covers Mar 13 to Feb 14 while the ScRS was undertaken on a calendar year basis.

Visit characteristics

As recognised previously, the drivers behind differences in participation are complex. Barriers such as ill health are more prevalent amongst those in the less affluent social grades, while the benefits of visiting the outdoors are less likely to be recognised by those in the DE social grade and those living in the most deprived areas of Scotland. However, the consistency with which differences in people’s propensity to visit the outdoors for recreation have been recorded is clear.

As shown in Figure 10-9 overleaf, differences in behaviour by social grade and by level of deprivation were also recorded in relation to the types of outdoor destinations visited, the types of activities undertaken and the mode of transport used on outdoor visits, as well as in relation to more general awareness and engagement with the natural environment. Visits to local, urban spaces such as local parks for short walks are more likely to be undertaken by those in the DE social grade and by those living in the 15% most deprived areas in Scotland. These visits are also more likely to involve the use of walking as the main mode of transport.

In seeking to encourage an increase in visits amongst these groups, it is useful to consider these characteristics, particularly in light of the data discussed previously around perceptions of local landscapes.

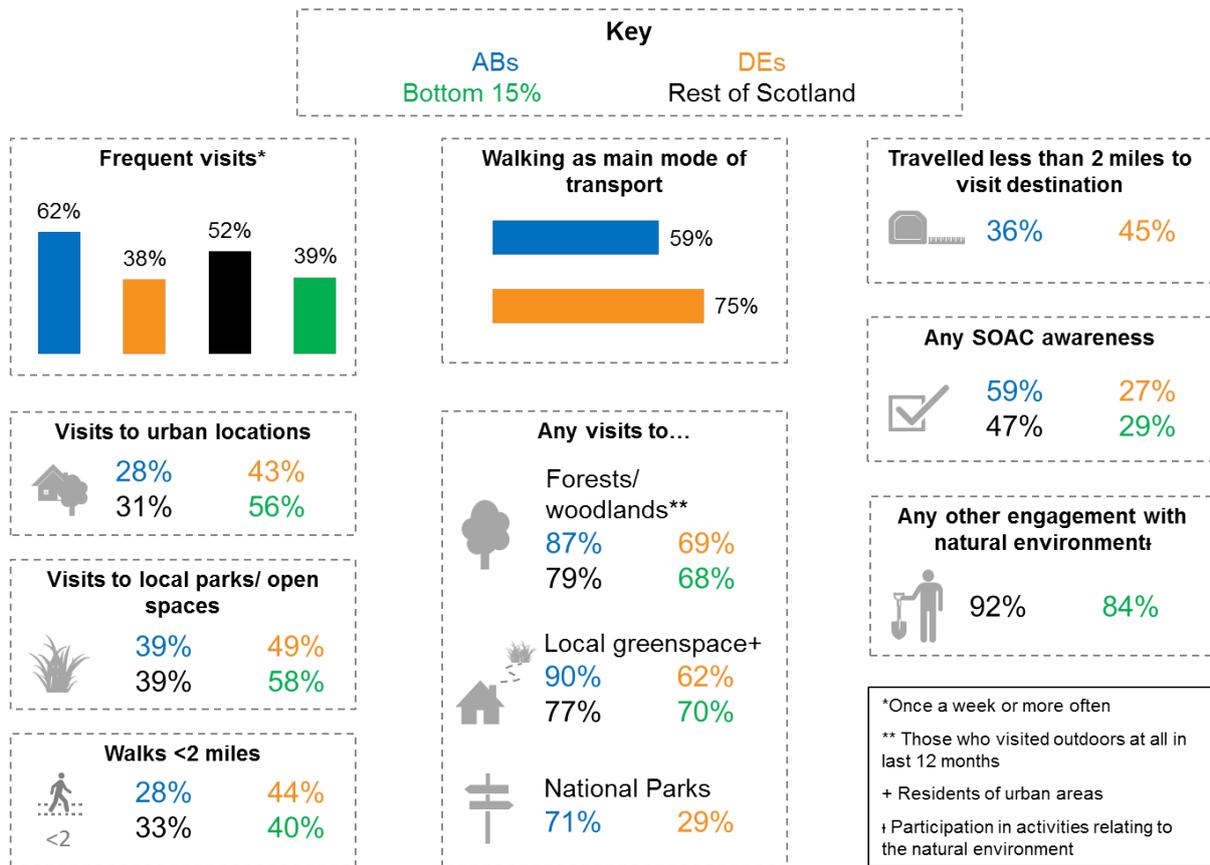


Figure 10-9 Key variations in visit characteristics by social grade and levels of deprivation (Mar 13 to Feb 14)



Location and accessibility

An increase in the proportion of shorter visits, taken close to home, is a trend observed in the ScRS and SPANS as well as in several other surveys of outdoor recreation in the UK. (Figure 10-10 below).

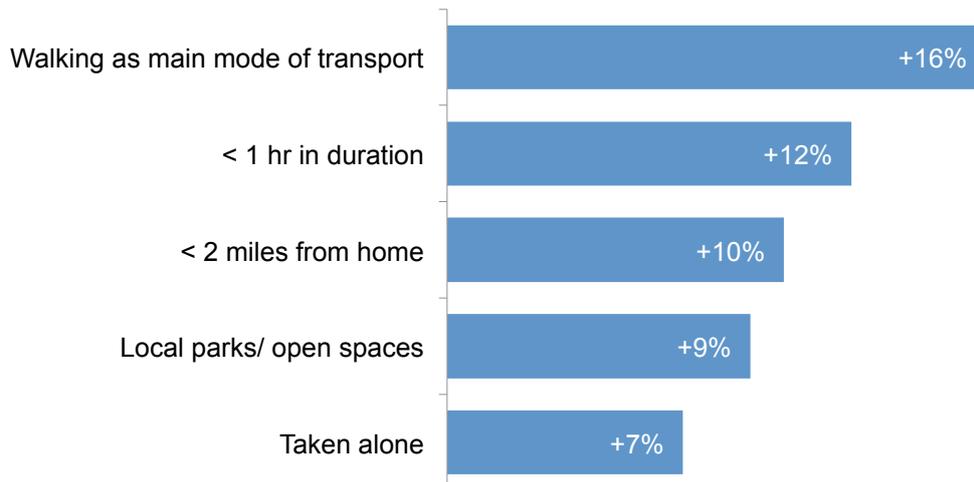


Figure 10-10 Key changes in outdoor recreation visits in Scotland 2004 (ScRS) to 2013/14 (SPANS)

The largest variation has been recorded for the proportion of visits where walking is the main mode of transport used to reach the destination (up by 16% between 2004 and 2013/14), a change which has been accompanied by an increase in visits lasting for less than an hour in duration and in visits taken less than 2 miles from home. Over the same period, the proportion of visits taken alone and the proportion of visits including local parks or open spaces has also increased.

Likewise, in England, significant increases have been recorded in the proportion of visits taken close to home and to destinations such as parks in urban areas. The proportion of visits where walking is the main mode of transport has also increased, with a corresponding decrease in the distances travelled to reach visit destinations.³³

These trends have implications for those who provide outdoor recreation spaces and opportunities, particularly in light of the fact that the majority of the population in Scotland live in or close to an urban area.

³³ See <http://naturalengland.tns-global.com/>

ANNEX 1: QUESTIONNAIRE

		FREQUENCY/ MONTH
REC1	<p>ASK ALL</p> <p>REC1 How often on average have you taken visits to the outdoors for leisure and recreation in Scotland in the last 12 months?</p> <p>These leisure trips could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland. By outdoors, we mean open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.</p> <p>More than once per day Every day Several times a week Once a week Once or twice a month</p> <hr/> <p>Once every 2-3 months Once or twice Never</p>	<p>MONTHLY</p> <p>JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER</p>
REC2	<p>ASK REC2 IF LESS THAN ONCE OR TWICE A MONTH OR NEVER AT REC1 OTHERWISE, SKIP TO REC3</p> <p>REC2 Why have you not made more visits to the outdoors in Scotland for the purpose of leisure and recreation in the last 12 months?</p> <p>(INTERVIEWER: DO NOT PROMPT - PROBE FULLY)</p> <p>Too busy Bad\poor weather Old age Poor health Pregnant Have young children Not interested at all No access to a car Worried about safety Lack of suitable paths Lack of suitable places to go Don't know where to go Don't like going on my own No local clubs\associations to join and go with Other No particular reason</p> <p>IF REC1 'NEVER' GO TO REC 19. ALL OTHERS CONTINUE</p>	<p>6 MONTHLY</p> <p>MAY NOVEMBER</p>
REC3	<p>ASK IF ANY VISITS IN LAST 12 MONTHS AT REC1</p> <p>REC3 How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?</p> <p>PROBE: You may have made more than one visit to the outdoors for leisure and recreation each day.</p> <p>IF NO VISITS TAKEN IN LAST 4 WEEKS AT REC3, SKIP TO</p>	<p>MONTHLY</p> <p>JANUARY FEBRUARY MARCH APRIL MAY</p>

	<p>REC19</p> <p>IF MORE THAN 56 VISITS TAKEN AT REC3, SHOW THE FOLLOWING:</p> <p>REC3b You stated that you have taken [number of visits at REC3] visits during the last 4 weeks. As this is more than an average of two visits per day, can I check that this is correct?</p> <p>Yes No (RETURN TO REC3)</p>	<p>JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER</p>
REC4	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC4 Thinking about your last visit to the outdoors for leisure and recreation, which of the activities listed on the screen did your visit include?</p> <p>MULTI-CODE</p> <p>Walking - less than 2 miles Walking 2-8 miles Walking - more than 8 miles Hillwalking\mountaineering Cycling - on public roads Cycling - on paths and tracks Cycling - not on paths and tracks or roads Mountainbiking Horse riding Fishing Watersports, including canoeing, windsurfing, rowing & sailing Ski-ing - on piste Ski-ing - off piste Swimming in the sea, rivers, lochs Birdwatching Other wildlife\nature watching Running\jogging Wildcamping Sightseeing\ visiting attractions Picnicking Family outing Other</p>	<p>BI-MONTHLY JANUARY MARCH MAY JULY SEPTEMBER NOVEMBER</p>
REC5	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC5 Thinking about your last visit to the outdoors for leisure and recreation, which of the places on the screen best describes where you went?</p> <p>SINGLE CODE</p> <p>A town or city The countryside (including inland villages) The seaside (a resort or the coast)</p>	<p>BI-MONTHLY JANUARY MARCH MAY JULY SEPTEMBER NOVEMBER</p>
REC6	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC6 On this last visit to the outdoors for leisure and recreation, what types of location or destination did you go to?</p> <p>CODE UP TO 3 MENTIONS. ALLOW MULTI-CODE</p> <p>Woodland\forest - managed by Forestry Commission\Forest</p>	<p>BI-MONTHLY JANUARY MARCH MAY JULY</p>

	Enterprise Woodland\forest - other type of owner Woodland\forest - don't know owner Farmland - fields with crops Farmland - fields with livestock Farmland - mixed crops and livestock Mountain\hill Moorland Village Loch Sea\Sea loch River Canal Beach Cliff Local Park or open space Wildlife area/nature reserve Other	SEPTEMBER NOVEMBER
REC7	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 REC7 Thinking of your most recent visit to the outdoors for leisure and recreation, did you use a path or network of paths? Yes No	QUARTERLY MARCH JUNE SEPTEMBER DECEMBER
REC8	ASK REC8, IF YES AT REC7, OTHERS SKIP TO REC9 REC8 Did this path or network of paths have signposts or waymarking or not? Yes No	QUARTERLY MARCH JUNE SEPTEMBER DECEMBER
REC9	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 REC9 Thinking of your most recent visit to the outdoors, what was the main means of transport used in this last visit? That is, the one used to get to the main destination of the visit? On foot Car\van\minibus Motorcycle\scooter Public bus Private coach Train Horseback Bicycle Boat Other	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
REC10	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 REC10 In total, how far did you travel to get to and from the main destination of this visit? SINGLE CODE INTERVIEWER - MAKE SURE THAT THE DISTANCE RECORDED IS FOR THE ROUND TRIP TO AND FROM THE DESTINATION.	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER

	<p>Less than 2 miles</p> <p>2-5 miles</p> <p>6-10 miles</p> <p>11-20 miles</p> <p>21-30 miles</p> <p>31-40 miles</p> <p>41-50 miles</p> <p>51-60 miles</p> <p>61-80 miles</p> <p>81-100 miles</p> <p>More than 100 miles</p>	
REC11	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC11 In total, how long was the visit, in terms of time – that is the total time spent, including travelling time to and from the destination?</p> <p>Less than 1 hour</p> <p>1 up to 2 hours</p> <p>2 up to 3 hours</p> <p>3 up to 4 hours</p> <p>4 up to 5 hours</p> <p>5 up to 8 hours</p> <p>8 hours or more</p>	<p>QUARTERLY</p> <p>FEBRUARY</p> <p>MAY</p> <p>AUGUST</p> <p>NOVEMBER</p>
REC12	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC12 And could you tell me the name of the place you visited during your last visit to the outdoors for leisure and recreation. If you visited more than one place, tell us the main destination.</p> <p>INTERVIEWER: TYPE IN FIRST THREE DIGITS OF TOWN OR VILLAGE (OR NEAREST TOWN/VILLAGE IF REMOTE RURAL. PLACES BEGINNING WITH THESE THREE DIGITS WILL APPEAR ON SCREEN. IF PLACE NAME DOES NOT APPEAR ON LIST, TAP THE 'OTHER' BUTTON AND TYPE IN PLACE NAME.</p>	<p>QUARTERLY</p> <p>FEBRUARY</p> <p>MAY</p> <p>AUGUST</p> <p>NOVEMBER</p>
REC13	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC13 Was this your first visit to this destination or location? IF NO: How many times have you visited this destination or location in the last 12 months?</p> <p>First visit ever</p> <p>More than once per day</p> <p>Every day</p> <p>Several times a week</p> <p>Once a week</p> <p>Once or twice a month</p> <p>Once every 2-3 months</p> <p>Once or twice</p> <p>Not sure\don't know</p> <p>Not been in last 12 months</p>	<p>QUARTERLY</p> <p>FEBRUARY</p> <p>MAY</p> <p>AUGUST</p> <p>NOVEMBER</p>
REC14	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>REC14 On this last visit, were you READ OUT.</p> <p>On your own\alone SINGLE CODE</p> <p>With other members of your family</p>	<p>QUARTERLY</p> <p>FEBRUARY</p> <p>MAY</p> <p>AUGUST</p>

	With friends With an organised group Other	NOVEMBER
REC15	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 AND CODES 2 TO 5 AT REC14 REC15 How many adults aged 16 and over were on this visit?	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
REC16	ASK IF ANY VISITS IN LAST 4 WEEKS AND WERE NOT ALONE. SKIP TO REC17 IF 'ON YOUR OWN/ALONE' GIVEN AT REC14 REC16 How many children aged under 16 were on this visit?	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
REC17	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 REC17 Were you accompanied by a dog on this visit? Yes No	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
REC18	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 REC18 Thinking about your last visit to the outdoors, which of the following, if any, did you encounter? SHOW SCREEN ALLOW MULTI-CODE A sign that made me feel unwelcome/ unsure about what route to take (e.g. 'Private', 'No Entry', 'Keep Out') A man-made obstruction intended to prevent me from taking my planned route (e.g. a locked gate on a well-used path or track, barbed wire across a stile) A gate or a stile which I had difficulty opening or crossing A dog annoying me or my party The well-used or promoted path I was on was difficult to use (e.g. due to uneven surface or gradient that caused me problems). The well-used or promoted path I was on was in a poorer condition than expected (e.g. wet, muddy, overgrown) The well-used or promoted path I was on had insufficient resting places or places to sit for my needs Other people behaving inconsiderately or irresponsibly (e.g. cyclists failing to consider the needs of walkers) Litter, vandalism or graffiti I experienced another type of problem (SPECIFY) None - I didn't experience any of the above	6 MONTHLY MAY NOVEMBER
BEN1	ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3	6 MONTHLY

	<p>BEN1 What reasons, if any, best describe why you made your last visit to the outdoors?</p> <p>MULTICODE</p> <p>To spend time with family/friends To entertain a child For health and exercise To challenge myself/achieve something To exercise a dog For fresh air or to enjoy pleasant weather To be somewhere I like For peace and quiet To relax and unwind To learn something about the outdoors To enjoy scenery or wildlife To help out/volunteer To take part in a sport or hobby</p>	<p>JUNE DECEMBER</p>
BEN2	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</p> <p>BEN2 Thinking about your last visit, how much do you agree or disagree with each of the following statements?</p> <p>COLUMNS</p> <p>Agree strongly Agree slightly Neither Nor Disagree slightly Disagree strongly</p> <p>ROWS</p> <p>It improved my physical health (through exercise and physical activity) It helped me de-stress, relax and unwind It made me feel energised and revitalised It was a good social experience (through spending time with other people) I felt closer to nature</p>	<p>6 MONTHLY JUNE DECEMBER</p>
REC19	<p>ASK ALL</p> <p>REC19 Have you heard of the Scottish Outdoor Access Code?</p> <p>Yes, definitely Yes, think so Definitely not</p>	<p>6 MONTHLY MAY NOVEMBER</p>
NP1	<p>ASK ALL</p> <p>NP1 Before this interview were you were aware that Scotland has two National Parks - Cairngorms National Park and Loch Lomond and Trossachs National Park?</p> <p>SHOW SCREEN</p> <p>ALLOW CODES 1 AND 2 TO BE MULTICODE, SINGLE CODE FOR OTHERS</p> <p>Yes – was aware of Cairngorms National Park Yes – was aware of Loch Lomond and Trossachs National Park No – was not aware of either National Park Don't know/not sure</p>	<p>ANNUAL OCTOBER</p>
NP2	<p>ASK ALL</p>	<p>ANNUAL</p>

	<p>NP2 As far as you are aware, have you visited Cairngorms National Park or Loch Lomond and Trossachs National Park in the last 12 months?</p> <p>MULTICODE EXCEPT DON'T KNOW</p> <p>Yes – have visited Cairngorms National Park Yes – have visited Loch Lomond and Trossachs National Park No – not visited either National Park Don't know/not sure</p>	OCTOBER
NP3	<p>ASK ALL</p> <p>NP3 Here are some of the characteristics which people have suggested our National Parks have. Which, if any, do you associate most with our National Parks? You may select up to 3 answers.</p> <p>SHOW SCREEN</p> <p>MAX 3 TO BE SELECTED. RANDOMISE ORDER EXCEPT NONE AND DK.</p> <p>Beautiful scenery and landscapes Unspoilt and wild A protected/managed natural environment A place to learn about nature A variety of outdoor activities and experiences for visitors Thriving wildlife and nature Peace, tranquillity and relaxation Catering well for tourists Well planned and sustainable development Too busy with visitors None of the above Don't know</p>	ANNUAL OCTOBER
FOR1	<p>ASK IF ANY VISITS TAKEN AT REC1 (CODES 1 TO 7 AT REC 1)</p> <p>FOR1 In the last 12 months, how often on average have you visited forests or woodlands for walks, picnics or other recreation?</p> <p>More than once per day Every day Several times a week Once a week Once or twice a month</p> <hr/> <p>Once every 2-3 months Once or twice Never</p>	BI-MONTHLY JANUARY MARCH MAY JULY SEPTEMBER NOVEMBER
FOR2	<p>ASK IF LESS THAN ONCE OR TWICE A MONTH AT FOR1</p> <p>FOR2 What are your main reasons for not visiting woodland or forestry?</p> <p>(INTERVIEWER: DO NOT PROMPT - PROBE FULLY)</p> <p>Not interested in going Don't have a car Lack of suitable public transport Other personal mobility reasons (difficulty in walking, unwell, etc.)</p>	6 MONTHLY MAY NOVEMBER

	<p>Woods are too far away/ nowhere close to where I live Lack of facilities (play areas, picnic areas, etc.) Lack of information about woods to visit Prefer other types of countryside Safety concerns Afraid of not being welcome Lack of time/too busy Other reason Nothing/ No particular reason Don't know</p>	
FOR3	<p>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 FOR3 In the past four weeks, how often, have you made use of a woodland, forest or tree covered park for physical activity? (E.g. Walking, cycling or doing any sports) SINGLE CODE</p> <p>Every day 4-6 days a week 2-3 days a week Once a week 2-3 times in the last 4 weeks Once in the last 4 weeks Can't remember/ don't know Never</p>	<p>QUARTERLY MARCH JUNE SEPTEMBER DECEMBER</p>
FOR4a	<p>ASK ALL FOR4a How would you rate the provision of woods to visit for recreation in your local area?</p> <p>Very Good Good Fair Poor Very Poor No experience/DK</p>	<p>QUARTERLY MARCH JUNE SEPTEMBER DECEMBER</p>
FOR4b	<p>ASK ALL FOR4b How would you rate the provision of woods to visit for recreation in Scotland as a whole?</p> <p>Very Good Good Fair Poor Very Poor No experience/DK</p>	<p>QUARTERLY MARCH JUNE SEPTEMBER DECEMBER</p>
GREEN1	<p>ASK IF ANY VISITS TAKEN AT REC1 (CODES 1 TO 7 AT REC 1) GREEN1 In the last 12 months, how often on average have you visited your local greenspace areas? By greenspace, I mean public green or open spaces and water in urban areas, for example, parks, playing fields, play areas, allotments and community gardens, woodland and more natural areas, canal</p>	<p>BI-MONTHLY FEBRUARY APRIL JUNE AUGUST OCTOBER</p>

	<p>paths and riversides.</p> <p>SINGLE CODE More than once per day Every day Several times a week Once a week Once or twice a month Once every 2-3 months Once or twice Never</p>	DECEMBER
GREE N2	<p>ASK ALL GREEN2 How far away from your home is your nearest greenspace area? A 5 minute walk or less Within a 6 - 10 minute walk Within an 11- 20 minute walk Within a 21 – 30 minute walk More than a 30 minute walk Don't know</p>	6 MONTHLY JUNE DECEMBER
GREE N3	<p>ASK ALL GREEN3 How much do you agree or disagree with the following statements relating to greenspace generally?</p> <p>COLUMNS Agree strongly Agree slightly Neither Nor Disagree slightly Disagree strongly</p> <p>ROWS Greenspaces should be places where you can relax and unwind Greenspaces should be safe places to encourage physical activity – such as walking, cycling, sports and play Greenspaces should be attractive places Greenspaces should be good places for children to play</p>	6 MONTHLY JUNE DECEMBER
GREE N4	<p>ASK ALL GREEN4 How much do you agree or disagree with the following statements relating to your nearest greenspace?</p> <p>COLUMNS Agree strongly Agree slightly Neither Nor Disagree slightly Disagree strongly</p> <p>ROWS My local greenspace is somewhere I can relax and unwind My local greenspace is a safe place for physical activity – such as walking, cycling, sports and play</p>	6 MONTHLY JUNE DECEMBER

	<p>My local greenspace is an attractive place My local greenspace is a good place for children to play The quality of my local greenspace has been reduced in the past 5 years</p>	
ENVIR 1	<p>ASK ALL ENVIR1 Which of the following activities involving the natural environment do you take part in? Please choose everything you do, both regularly and occasionally. MULTI-CODE Watching/listening to nature programmes on TV/radio Looking at books/photos/websites about the natural world Looking at natural scenery from indoors while on a journey Sitting or relaxing in a garden Gardening Watching wildlife (including bird watching) Choosing to walk through local parks or greenspaces on my way to other places Doing unpaid voluntary work to help look after wildlife or the environment None of these SINGLE CODE</p>	ANNUAL JULY
ENVIR 2	<p>ASK ALL ENVIR2 Please indicate the extent to which you agree or disagree with each of the following statements</p> <p>COLUMNS Agree strongly Agree slightly Neither Nor Disagree slightly Disagree strongly</p> <p>ROWS I feel well-informed about the key issues affecting Scotland's natural environment I am concerned about the loss of Scottish native animals and plants Spending time outdoors is an important part of my life I am concerned about the effects of climate change on Scotland's natural environment (e.g. extreme weather, flooding) I choose to walk or cycle when I can instead of using my car</p>	ANNUAL JULY
LAND1 0	<p>ASK ALL LAND10 I'd now like you to think about Scotland's landscapes. To what extent do you agree or disagree with the following statements? COLUMNS Agree strongly Agree slightly Neither Nor Disagree slightly Disagree strongly Don't know ROWS</p>	ANNUAL APRIL

	<p>Scotland's landscapes are changing for the better Scotland's landscapes make an important contribution to the economy (e.g. for tourism) Scotland's finest landscapes are well looked after More effort is needed to improve the landscape around Scotland's towns and cities Scotland's areas of wildland should be protected Most new development in the countryside is having a positive impact on Scotland's landscapes Windfarms in Scotland are generally well located and designed The landscape close to where I live could accommodate more windfarms The landscape in the places I like to visit in Scotland could accommodate more windfarms</p>	
LAND1	<p>ASK ALL I'd now like to ask you about your local landscape, that is, your local surroundings and outdoor places. If you live in a town that might mean streets, buildings, local parks, gardens or trees; if you live in the country that might mean fields, roads, hills, woodland, cliffs or beaches.</p> <p>LAND1 Thinking about where you live, how would you rate the landscape in your local area? SINGLE CODE</p> <p>Very Good Good Fair Poor Very Poor No experience/DK</p>	ANNUAL APRIL
LAND2	<p>ASK ALL LAND2 What do you particularly like about the landscape of your local area? MULTICODE - DO NOT PROMPT</p> <p>The area is attractive (scenery, landscapes, views etc.) Trees Greenery Peace and quiet Bustle, noise or visual activity Well looked after/cared for (clean, tidy, well-managed etc.) Variety of outdoor things to do/places to go (walks, cycles, paths, parks, greenspaces, places for children to play etc.) Opportunities to see nature/wildlife nearby Quality of buildings New developments that have taken place Sense of history Sense of place/community Other (SPECIFY)</p>	ANNUAL APRIL
LAND3	<p>ASK ALL LAND3 And what do you particularly dislike about the landscape of your local area?</p>	ANNUAL APRIL

	<p>MULTICODE - DO NOT PROMPT</p> <p>Area is unattractive (e.g. unsightly, ugly, built-up, no views etc.)</p> <p>Bustle, noise or visual activity (traffic congestion etc.)</p> <p>Area not well looked after/cared for (litter, vandalism, poorly managed etc.)</p> <p>No outdoor things to do/places to go (walks, cycles, paths, parks, greenspaces, places for children to play etc.)</p> <p>Lack of opportunity to see nature/wildlife nearby</p> <p>Quality of the buildings</p> <p>New developments that have taken place</p> <p>No sense of history</p> <p>No sense of place/community</p> <p>Other (SPECIFY)</p>	
LAND4	<p>ASK ALL</p> <p>LAND4 Thinking about the landscape of your local area, do you think things have got better, stayed the same or got worse during the last 3 years?</p> <p>SINGLE CODE</p> <p>Got much better</p> <p>Got a little better</p> <p>Stayed the same</p> <p>Got a little worse</p> <p>Got much worse</p> <p>Don't know</p>	ANNUAL APRIL
LAND5	<p>IF GOT BETTER OR WORSE, ASK:</p> <p>LAND5 Why do you say that?</p> <p>PROBE FULLY</p> <p>DO NOT SHOW SCREEN. VERBATIM LIST REQUIRED.</p> <p><u>Better</u></p> <p>Cleaner\ taken care of</p> <p>More local attractions\ amenities\ activities\ facilities</p> <p>More flowers\ fresh planting</p> <p>Improved footpaths</p> <p>Better access</p> <p>Other positive (SPECIFY)</p> <p><u>Worse</u></p> <p>More litter</p> <p>Too many new houses</p> <p>Area run down\ not looked after</p> <p>More new developments\ more built up</p> <p>Increased vandalism\ crime</p> <p>Too much traffic\ increased traffic levels</p> <p>Lack of amenities\ facilities\ little to do</p> <p>Incomers spoiling area</p> <p>Anti-social behaviour</p> <p>Other negative (SPECIFY)</p>	ANNUAL APRIL
LAND6	<p>ASK ALL</p> <p>LAND6 How well informed do you feel about proposals which could change the landscape of your local area in some way?</p>	ANNUAL APRIL

	<p>PROMPT IF NECESSARY: For example, proposals for housing developments, roads, paths, forestry or wind farms</p> <p>SINGLE CODE</p> <p>Very well informed Quite well informed Not very well informed Not at all well informed Don't know/not sure</p>	
LAND7	<p>ASK ALL</p> <p>LAND7 Which organisations or sources of information would you use to find out more about proposed changes to the landscape of your local area?</p> <p>MULTICODE</p> <p>DO NOT PROMPT</p> <p>Newspapers/magazines TV/radio news Word of mouth Local notices/posters Local land owner or manager Local Authority/Council Community council Community trust/Development Trust Local woodland/environment group Local park/greenspace group Your local development plan consultation A community-led exercise (e.g. Community Futures or PlaceCheck) Contact relevant national body or organisation Contact other relevant local clubs or societies Other Not interested in finding out more Don't know/not sure</p>	<p>ANNUAL APRIL</p>
BEN3	<p>ASK ALL</p> <p>BEN3 In the past week, how many minutes of physical exercise have you done in an outdoor environment, that is, activity which was enough to make you feel warmer, breath harder and make your heart beat faster?</p> <p>PROMPT, IF NECESSARY: This could include an activity like a walk or a cycle. Remember to add up activities you may have done on different days of the week.</p> <p>SINGLE CODE</p> <p>Less than an hour (less than 60 minutes) Less than 2 hours (less than 120 minutes) Less than 2 and a half hours (less than 150 minutes) 2 and a half hours or more (150 minutes or more) None</p>	<p>6 MONTHLY JUNE DECEMBER</p>
CLAS SIF1	<p>ASK ALL</p> <p>CLASSIF1 How is your health in general? Would you say it was: READ OUT.</p> <p>SINGLE CODE ONLY.</p>	<p>QUARTERLY MARCH JUNE SEPTEMBER DECEMBER</p>

	<p>Very good Good Fair Bad Very bad Don't know</p>	
CLAS SIF2	<p>ASK ALL CLASSIF2 Is your ability to participate in outdoor recreational activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months? SINGLE CODE SHOW SCREEN. SINGLE CODE Yes, limited a lot Yes, limited a little No, not limited at all</p>	<p>QUARTERLY MARCH JUNE SEPTEMBER DECEMBER</p>
CLAS SIF3	<p>ASK ALL SHOW SCREEN CLASSIF3 What is your ethnic group?</p> <p>WHITE Scottish Other British Irish Gypsy/traveller Polish Any other white ethnic group (PLEASE SPECIFY)</p> <p>MIXED OR MULTIPLE ETHNIC GROUPS Any mixed or multiple ethnic groups (PLEASE SPECIFY)</p> <p>ASIAN, ASIAN SCOTTISH, ASIAN BRITISH Pakistani, Pakistani Scottish or Pakistani British Indian, Indian Scottish or Indian British Bangladeshi, Bangladeshi Scottish or Bangladeshi British Chinese, Chinese Scottish or Chinese British Other (PLEASE SPECIFY)</p> <p>AFRICAN African, African Scottish or African British Other (PLEASE SPECIFY)</p> <p>CARIBBEAN OR BLACK Caribbean, Caribbean Scottish or Caribbean British Black, Black Scottish or Black British Other (PLEASE SPECIFY)</p> <p>OTHER ETHNIC GROUP Arab, Arab Scottish or Arab British Other (PLEASE SPECIFY) I would prefer not to disclose my ethnic group</p>	<p>MONTHLY JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER</p>

ANNEX 2: QUESTIONNAIRE TIMETABLE

OUTDOOR RECREATION QUESTIONS				
REC1	Set A	Frequency of visiting the outdoors in the last 12 months	Monthly	All respondents
REC2	Set E	Reasons for not visiting the outdoors or for visiting the outdoors infrequently in the last 12 months	6-monthly	All respondents not visiting at all or visiting less than once a month in last 12 months
REC3	Set A	No. visits to outdoors in last 4 weeks	Monthly	All respondents visiting the outdoors in last 12 months
REC4	Set B	Activity (ies) on last visit	Bi-monthly	All respondents visiting the outdoors in last 4 weeks
REC5	Set B	Type of environment visited on last visit (country/town/coast)	Bi-monthly	All respondents visiting the outdoors in last 4 weeks
REC6	Set B	Type of destination(s) on last visit (park, woodland, loch etc.)	Bi-monthly	All respondents visiting the outdoors in last 4 weeks
REC7	Set C	Used path on last visit to outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC8	Set C	Path signposted/waymarked	Quarterly	All respondents visiting the outdoors in last 4 weeks and using path
REC9	Set D	Transport used on last visit to the outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC10	Set D	Distance travelled on last visit to the outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC11	Set D	Duration of last visit to the outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC12	Set D	Name of last outdoor place visited	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC13	Set D	First time/repeat visit to last place visited	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC14	Set D	Party composition on last visit to the outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC15	Set D	No. of adults in party on last visit to the outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC16	Set D	No. of children in party on last visit to outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks and not alone
REC17	Set D	Party included a dog on last visit to outdoors	Quarterly	All respondents visiting the outdoors in last 4 weeks
REC18	Set E	Problems encountered on last visit to the outdoors	6-monthly	All respondents visiting the outdoors in last 4 weeks
REC19	Set E	Heard of Scottish Outdoor Access Code?	6-monthly	All respondents
NATIONAL PARKS QUESTIONS				
NP1	Set G	Awareness of National Parks	Once a year	All respondents
NP2	Set G	Visits to National Parks	Once a year	All respondents
NP3	Set G	Perceptions of characteristics of National Parks	Once a year	All respondents

FORESTRY QUESTIONS				
FOR1	Set B	Frequency of visiting woodlands in last 12 months	Bi-monthly	All respondents visiting the outdoors in last 12 months
FOR2	Set E	Reasons for not visiting woodlands in the last 12 months	6-monthly	All respondents not visiting woodlands at all or visiting less than once a month in last 12 months
FOR3	Set C	Use of woodland/forest/tree covered park for exercise at least twice a week in last 4 weeks	Quarterly	All respondents visiting the outdoors in the last 4 weeks
FOR4	Set C	Satisfaction with woodland recreation provision (local and Scotland)	Quarterly	All respondents
GREENSPACE QUESTIONS				
GREEN1	Set J	Frequency of visiting local greenspace in last 12 months	Bi-monthly	All respondents
GREEN2	Set F	Proximity to home of local greenspace	6-monthly	All respondents
GREEN3	Set F	Attitude statements re greenspace in general	6-monthly	All respondents
GREEN4	Set F	Attitude statements re nearest greenspace	6-monthly	All respondents
ENVIRONMENTAL ENGAGEMENT QUESTIONS				
ENVIR1	Set I	Participation in activities involving the natural environment	Once a year	All respondents
ENVIR2	Set I	Attitude statement re the natural environment	Once a year	All respondents
LANDSCAPE QUESTIONS				
LAND1	Set H	Rating of local landscape	Once a year	All respondents
LAND2	Set H	What like about local landscape	Once a year	All respondents
LAND3	Set H	What dislike about local landscape	Once a year	All respondents
LAND4	Set H	Perceived changes to local landscape in last few years	Once a year	All respondents
LAND5	Set H	Why think local landscape got better or worse	Once a year	All respondents who think local landscape has got worse/better
LAND6	Set H	How well informed about proposals for local landscape	Once a year	All respondents
LAND7	Set H	How find out about proposed changes	Once a year	All respondents
LAND10	Set H	Attitude statements re Scotland's landscapes	Once a year	All respondents
PUBLIC BENEFITS OF ENGAGEMENT QUESTIONS				
BEN1	Set F	Reasons for most recent visit to the outdoors	6-monthly	All visiting the outdoors in last 4 weeks
BEN2	Set F	Attitude statements re most recent visit	6-monthly	All visiting the outdoors in last 4 weeks
BEN3	Set F	No. days done 30 mins activity in outdoor environment in past week	6-monthly	All respondents

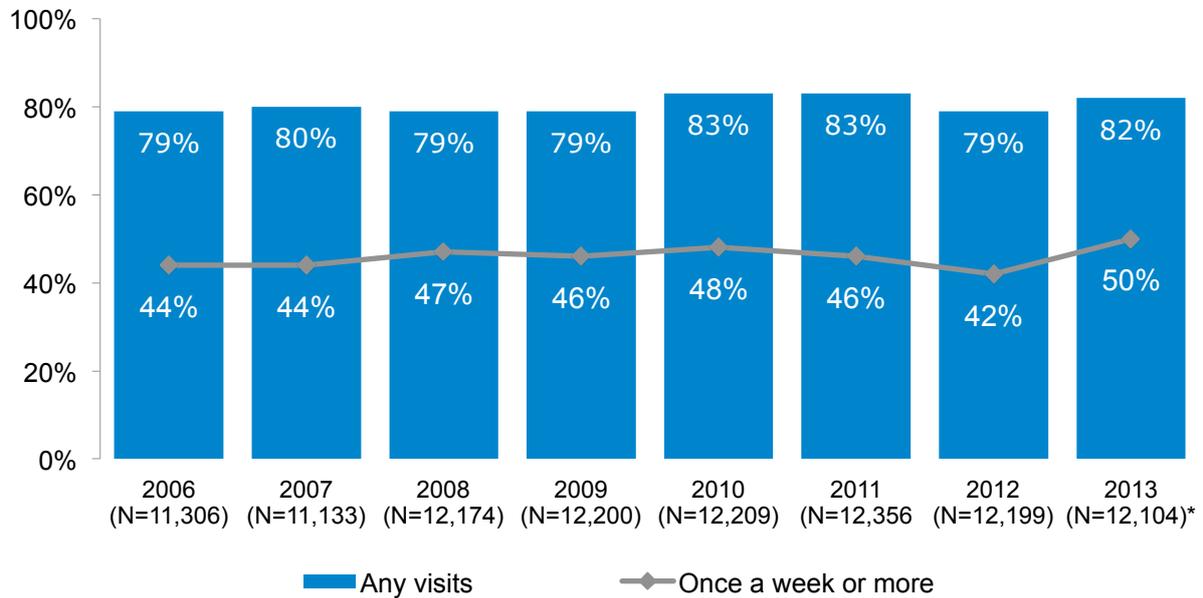
CLASSIFICATION QUESTIONS				
CLASSIF1	Set C	Self-reported health	Quarterly	All respondents
CLASSIF2	Set C	Long-term illness/disability	Quarterly	All respondents
CLASSIF3	Set A	Ethnicity	Monthly	All respondents

ANNEX 3: SOCIAL GRADE DEFINITIONS (BASED ON CHIEF INCOME EARNER)

- A**
- Scotland: 6% of the population;
 - These are professional people, or are very senior in business or commerce, or are top civil servants
 - Retired people, previously grade A. Widows/widowers of people previously grade A.
- B**
- Scotland: 18% of the population;
 - Middle management executives in large organisations, with appropriate qualifications
 - Principle officers in local government and civil service
 - Top management or owners of small business concerns, educational and service establishments
 - Retired people, previously grade B. Widows/widowers of people previously grade B.
- C1**
- Scotland: 21% of the population;
 - Junior management; owners of small establishments; and all others in non-manual positions
 - Jobs in this group have very varied responsibilities and educational needs
 - Retired people, previously grade C1. Widows/widowers of people previously grade C1.
- C2**
- Scotland: 24% of the population;
 - All skilled manual workers and those manual workers with responsibility for other people
 - Retired people previously grade C2, with a pension from their job
 - Widows/widowers, if receiving pensions from their late husband's/wife's job.
- D**
- Scotland: 16% of the population;
 - All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers
 - Retired people, previously grade D, with a pension from their job
 - Widows/widowers, if receiving a pension from their late husband's/wife's job.
- E**
- Scotland: 13% of the population;
 - All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classified on previous occupation)
 - Casual workers and those without a regular income
 - Only households without a chief income earner are coded in this group

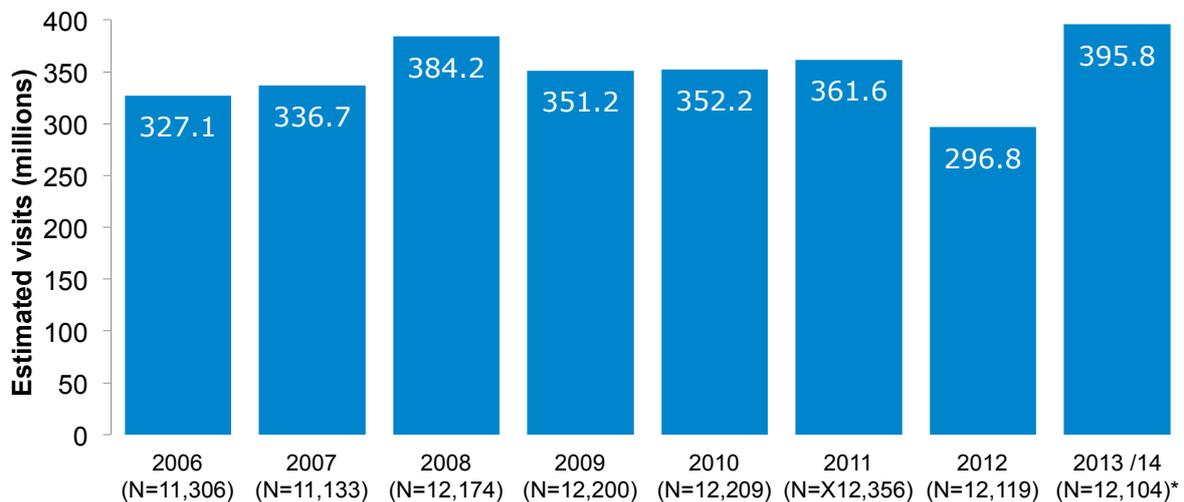
ANNEX 4: TREND DATA – SCOTTISH RECREATION SURVEY (2003 – 2012) AND SPANS 2013/14

1. Visits taken to outdoors in last 12 months



ScRS 2006-2012³⁴ and SPANS (Mar 13 to Feb 14) (Base sizes shown on chart)

2. Annual estimated volume of visits to the outdoors³⁵



Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

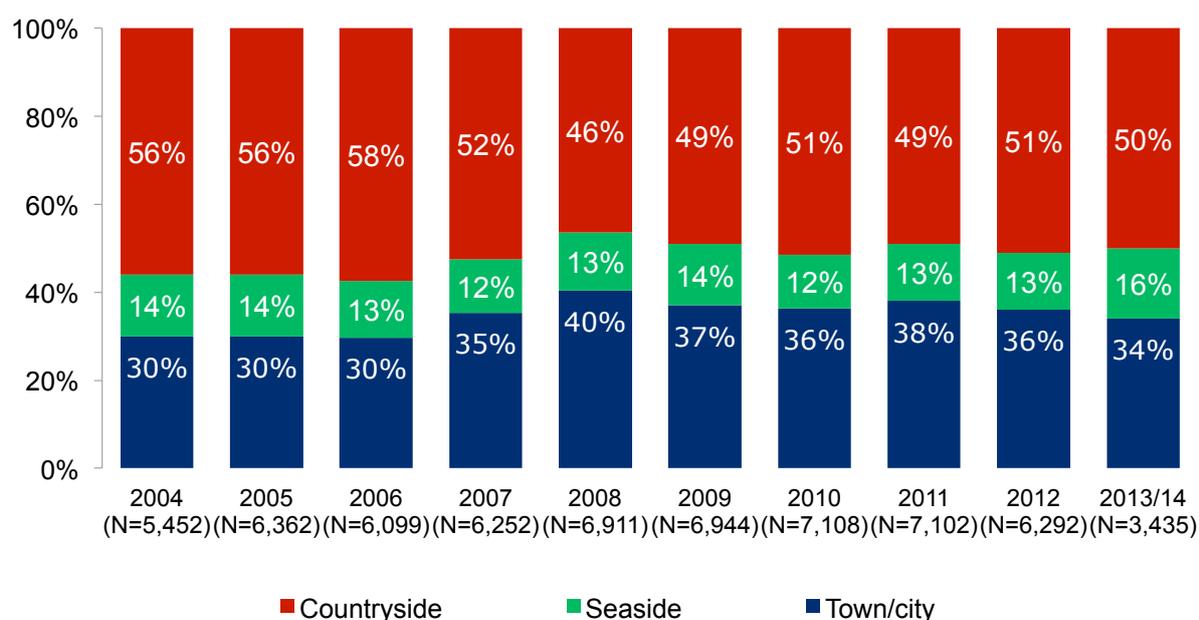
³⁴ Note SPANS survey period covers Mar 13 to Feb 14 while the Scottish Recreation Survey was undertaken on a calendar year basis.

³⁵ Taking account of margins of error, at the 95% confidence level estimated total visits range from 384.0 million to 407.7 million visits per year. Further details on how visit estimates are calculated and margins of error can be found in the accompanying technical report.

3. Reasons for not visiting outdoors in last 12 months (all who had not visited at all in last 12 months)

	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
Poor health	27	33	28	31	31	36	35	29	33
Lack of time/ too busy	31	30	32	29	31	28	24	23	31
<i>No particular reason</i>	18	13	14	14	14	13	16	21	12
Old age	14	14	16	13	17	17	16	11	12
Bad weather	4	6	5	7	5	7	6	8	9
Not interested	11	9	6	8	8	7	9	8	7
Can't afford it	-	1	-	2	1	2	1	4	2
No access to a car	4	2	3	2	3	1	1	3	1
Have young children	2	2	1	3	2	1	2	2	2
Don't like going on my own	2	1	3	3	2	2	1	2	2
Base	1,159	960	780	865	930	745	866	892	481

4. Location of outdoor recreation visits



Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
Park/open space	32	42	43	44	46	43	42	40	41	41
Total woodland/forest	29	21	23	21	16	16	18	18	21	23
Beach/cliff	17	14	14	12	15	14	14	14	14	18
-Woodland/forest – other/don't know owner	18	12	13	14	10	12	12	13	12	14
Village	16	9	9	8	10	10	9	7	8	13
Farmland	14	11	11	7	8	9	9	9	8	11
Mountain/hill/moorland	11	9	9	8	8	9	8	8	10	10
-Woodland/forest – managed by Forestry Commission/Forest Enterprise	12	10	11	9	7	5	6	6	9	9
River/canal	9	10	10	11	10	10	8	8	8	8
Sea/Sea Loch	11	8	7	5	6	5	5	4	7	7
Wildlife area	5	5	4	6	7	6	7	5	5	4
Loch	7	6	6	4	4	5	5	5	4	4
Base	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102	6,292	3,435

Note: multiple responses possible, therefore, percentages may not equal 100%

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

5. Use of paths/ path network

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
Used any path or network of paths	66	73	70	74	76	74	71	76	77	76
Used path or network of paths with waymarks or signposting	49	44	43	49	53	54	53	56	55	58
Did not use path or network of paths	34	27	29	25	24	26	28	24	23	24
Base	534	2,680	2,013	2,169	2,284	2,436	2,370	2,542	2,038	2,272

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

6. Activities undertaken

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
All walking	80	80	79	84	88	84	83	83	84	83
<i>Walking <2 miles</i>	35	37	33	42	44	42	36	39	36	34
<i>Walking 2-8 miles</i>	45	42	47	46	49	48	49	49	53	45
<i>Walking >8 miles</i>	4	4	5	3	6	4	5	5	4	3
Hillwalking/ mountaineering	5	3	3	3	3	2	3	2	3	2
Family outing	20	18	17	14	15	13	15	16	15	15
Any cycling/ mountainbiking	8	7	7	6	6	7	6	8	8	7
Running/ jogging	4	4	3	4	4	3	5	4	4	5
Sightseeing/ visiting attractions	10	11	6	6	7	6	6	6	5	4
Bird watching	8	7	3	3	5	4	4	3	4	2
Other wildlife watching	9	7	4	3	6	5	4	3	3	3
Picnicking	7	6	4	5	5	4	4	5	3	3
Base	3,191	2,702	2,013	2,169	2,284	2,436	2,370	2,542	2,038	3,435

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

7. Party composition

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
Alone	41	41	40	45	41	46	45	47	47	48
With family	43	41	43	40	43	40	41	39	38	39
With friends	17	18	16	15	15	14	15	14	14	12
Organised group	3	3	2	2	3	2	2	2	2	2
Base	5,452	5,213	2,958	3,090	3,429	3,551	3,486	3,559	3,221	2,294

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

8. Children in party

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
Any	27	27	24	24	26	23	24	24	24	23
None	73	73	76	76	74	77	76	76	76	77
Base	5,452	5,213	2,958	3,090	3,429	3,551	3,486	3,559	3,221	2,294

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

9. Dogs on visit

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
With a dog	41	41	41	45	41	40	43	48	45	48
Without a dog	59	59	59	55	59	60	57	52	55	52
<i>Base</i>	5,452	5,213	2,958	3,090	3,429	3,551	3,486	3,559	3,221	2,294

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

10. Visit duration

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
<1 hour	20	23	24	27	28	27	25	25	27	32
1 up to 2 hours	32	33	37	40	37	38	38	40	39	35
2 up to 3 hours	14	15	14	13	13	13	14	14	15	13
3 up to 4 hours	9	9	9	7	7	7	8	7	7	7
4 up to 5 hours	7	6	6	5	5	5	5	5	4	4
5 up to 8 hours	8	7	5	5	5	4	4	5	3	5
8 hours or more	9	6	5	4	4	5	6	4	4	5
Mean	2 hrs 30 mins	2 hrs 12 mins	2 hrs 26 mins	2 hrs 16 mins	2 hrs 17 mins	2 hrs 20 mins	2 hrs 24 mins	2 hrs 19 mins	2 hrs11 mins	2 hrs 17 mins
<i>Base</i>	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102	6,292	2,294

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

11. Distance travelled

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
<2 miles (< 3.2 km)	30	33	36	38	39	41	41	44	44	40
2 - 5 miles (3.2 - 8 km)	30	31	32	29	34	32	30	31	30	34
5.1 - 10 miles (8.1 - 16.1km)	12	11	13	12	10	9	12	9	10	9
10.1 – 20 miles (16.2 – 32.2 km)	7	10	6	8	5	6	5	5	4	5
20.1 – 40 miles (32.3 – 64.4 km)	7	5	5	6	4	5	5	3	5	6
40.1 – 60 miles (64.5 – 96.5 km)	4	4	2	2	2	2	4	2	2	2
60.1 – 80 miles (96.6 - 128.7 km)	4	2	2	1	2	1	2	1	1	1
>80 miles (>128.7 km)	1	6	4	3	3	3	4	3	3	1
Don't know	1	*	*	1	1	1	*	1	1	2
<i>Mean distance – miles ~</i>	<i>16 miles</i>	<i>15 miles</i>	<i>12 miles</i>	<i>11 miles</i>	<i>9 miles</i>	<i>10 miles</i>	<i>11 miles</i>	<i>9 miles</i>	<i>9 miles</i>	<i>9.5 miles</i>
<i>Mean distance – km ~</i>	<i>26 km</i>	<i>24 km</i>	<i>19 km</i>	<i>18 km</i>	<i>15 km</i>	<i>16 km</i>	<i>18 km</i>	<i>15 km</i>	<i>15 km</i>	<i>15 km</i>
<i>Base</i>	<i>1,873</i>	<i>2,231</i>	<i>2,182</i>	<i>1,915</i>	<i>2,328</i>	<i>2,273</i>	<i>2,364</i>	<i>2,279</i>	<i>2,039</i>	<i>2,294</i>

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

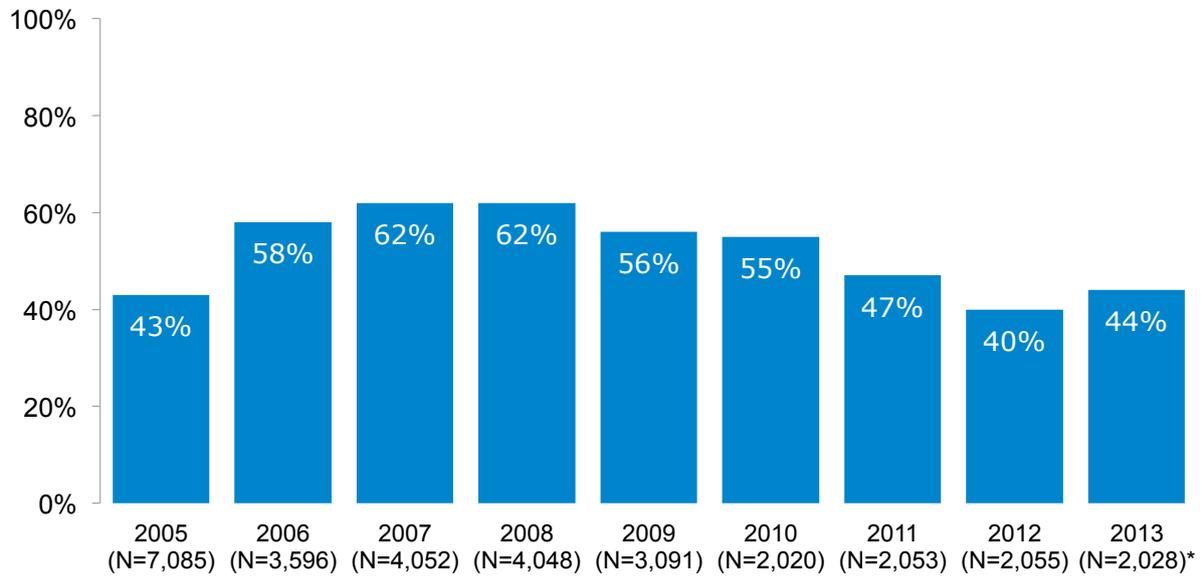
12. Transport used

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013/14 %
On foot	50	55	60	61	64	65	63	67	64	66
Car/ van/ minibus	43	39	33	31	29	30	29	28	30	27
Bicycle	3	3	3	3	3	2	5	3	3	3
Public bus	1	2	2	3	2	1	2	1	2	3
Train	*	1	1	1	*	*	1	1	1	1
<i>Base</i>	<i>1,873</i>	<i>2,231</i>	<i>2,182</i>	<i>1,915</i>	<i>2,328</i>	<i>2,273</i>	<i>2,364</i>	<i>2,279</i>	<i>2,039</i>	<i>2,294</i>

* Less than 0.5%

Base: All who visited the outdoors in the last 4 weeks (base sizes shown in chart)

13. Awareness of Scottish Outdoor Access Code



Base: All respondents (base sizes shown in chart)

ANNEX 5: CONFIDENCE LEVELS

Confidence intervals for those questions weighted using demographic weighting only (see accompanying technical report for more detail) have been estimated as being 1.5 times those which would occur with an equivalent sized simple random sample. However, due to the additional design effect caused by the application of the visit weighting, confidence intervals for these questions are estimated as being 2.5 times those which would occur with an equivalent sized simple random sample.

The table below provides the margins of error associated with an individual result given a range of different sample sizes. For example where the sample size is in excess of 10,000 respondents, the data is accurate to around +/-1% at the 95% confidence interval. In other words, a hypothetical result of 50% would have a range from 49% to 51%.

Margins of error associated with an individual result

Sample size	Demographic weighting only	Demographic and visit weighting
10,000 or more	+/-1%	+/-2%
6,000	+/-2%	+/-3%
3,000	+/-3%	+/-4%
2,000	+/-3%	+/-5%
1,000	+/-5%	+/-8%
500	+/-7%	+/-11%

The table below provides an indication of when the differences between two results may be considered to be statistically significant (for example, when comparing two results obtained in different years of the survey). For example, when comparing two percentages where both sample sizes are around 6,000, a difference of +/-2% or more can be considered to be statistically significant when results have been weighted using demographic weighting only.

Margins of error when comparing two percentages

Sample size	Demographic weighting only	Demographic and visit weighting
10,000 or more	+/-2%	+/-4%
6,000	+/-2%	+/-4%
3,000	+/-4%	+/-6%
2,000	+/-5%	+/-8%
1,000	+/-7%	+/-11%
500	+/-9%	+/-16%

Again, it should be noted that these margins of error are intended to be indicative only.

The margins of error shown are all for a hypothetical result of 50% at the 95% confidence levels (e.g. a margin of error of +/-4% represents a range from 46% to 54%). For results of below or above 50% the margin of error is smaller in terms of percentage points.

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