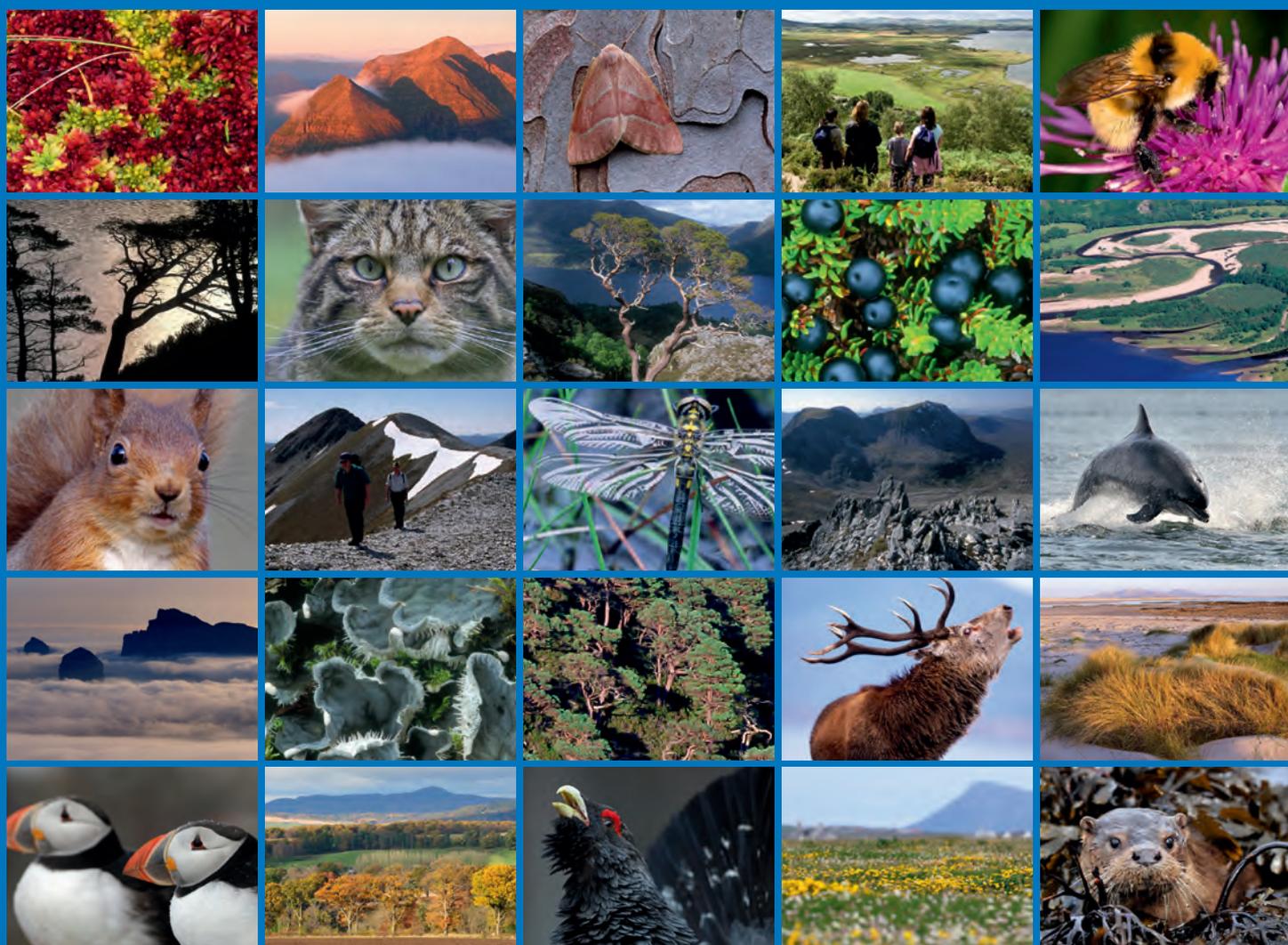


Scottish Natural Heritage  
Commissioned Report No. 680

# Scotland's People and Nature Survey 2013/14 Technical Report





**Scottish Natural Heritage**  
**Dualchas Nàdair na h-Alba**

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

# COMMISSIONED REPORT

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**Commissioned Report No. 680**

## **Scotland's People and Nature Survey 2013/14**

### **Technical Report**

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## COMMISSIONED REPORT

# Summary

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## Scotland's People and Nature Survey 2013/14 Technical Report

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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**

Scotland's People and Nature Survey (SPANS) was 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 provides information on how people living in Scotland use, enjoy and value the natural environment. The survey ran between March 2013 and February 2014; it will be repeated in 2016 and every third year thereafter until 2022. This technical report describes the survey methodology, including details of fieldwork approaches, sampling and data analysis methods.

### **Summary of survey method**

- SPANS comprises a series of questions inserted in the TNS consumer omnibus survey, the Scottish Opinion Survey (SOS).
- The SPANS questions are organised into question sets, with each set of questions inserted in the SOS on a rotational basis. Some questions are asked every month but most are asked less frequently.
- Interviewing for the SOS is undertaken in the homes of respondents using Computer Assisted Personal Interviewing (CAPI) hardware.
- In every month of the SOS, around 1,000 interviews are undertaken with a representative sample of adults (aged 16 and over) in Scotland. Between March 2013 and February 2014, a total of 12,104 interviews were undertaken.

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## 1. 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 Outcomes<sup>1</sup>, 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 Indicators<sup>2</sup>.

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 survey partners, Forestry Commission Scotland, Loch Lomond and the Trossachs National Park Authority, Cairngorms National Park Authority 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 and also informs 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 greenspace scotland's Greenspace Use and Attitudes survey, 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. Further details on the questions asked in SPANS and the frequency with which each question is asked can be found later in this report. A copy of the full survey questionnaire is included in Annex 1.

The sections of this report are structured as follows:

- *Method of data collection* – a description of the fieldwork approaches, sampling procedures and timings of the Scottish Opinion Survey.
- *Questionnaire content* – details of the questions asked in each SPANS module and the frequency with which they are asked.
- *Analysis of data* – a description of the approach followed during the analysis of the data collected for SPANS, including weighting procedures and how results have been grossed up to produce volume and value estimates.
- *Levels of accuracy* – estimates of the accuracy of the outputs produced for SPANS.

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<sup>1</sup> <http://www.scotland.gov.uk/About/Performance/scotPerforms/outcomes>

<sup>2</sup> <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/outdoors>

## **2. METHOD OF DATA COLLECTION**

The first year of Scotland's People and Nature Survey (SPANS) ran between March 2013 and February 2014. During that period, SPANS was delivered through the inclusion of a series of questions in every monthly wave of the TNS consumer omnibus survey, the Scottish Opinion Survey (SOS).

An omnibus survey is a quantitative survey in which questions on a range of different subjects are asked during the same interview. These questions are included in the survey on behalf of a number of organisations, together with a series of demographic questions, the results of which are shared between these clients. An omnibus survey represents a cost-effective approach as survey costs are shared.

SPANS includes many of the questions previously asked in the Scottish Recreation Survey (which ran between 2003 and 2012) as well as questions previously asked in other surveys including the Scottish Nature Omnibus (commissioned by SNH), the Public Opinion of Forestry (commissioned by FCS) and greenspace scotland's Greenspace Use and Attitudes survey, providing links across a number of key policy areas.

### **2.1 Fieldwork approach**

Interviewing for the SOS is undertaken in the homes of respondents using Computer Assisted Personal Interviewing (CAPI) hardware.

Personal, face-to-face interviewing provides advantages over other approaches, such as telephone, postal or web-based surveying because of its ability to deliver a high quality of data from the interaction between the interviewer and the respondent. Personal interviewing also permits the use of show prompts such as lists of potential responses or images. For SPANS, this allowed the presentation of fairly long lists of potential responses to questions on, for example, activities undertaken on recreation visits or motivations for visiting the outdoors.

CAPI technology involves the use of light-weight tablet computers for interviewing instead of the traditional paper and pen approach. The advantages of CAPI over the traditional approach include improved accuracy in the overall quality of data collected and routing of questions and the ability to show the respondent a wider range of prompt materials. CAPI also provides speedy 'turn-around' of results from data collection to reporting, facilitating regular and timely interim reporting of results and fieldwork progress.

The questions asked in SPANS formed the first main section of each month's SOS. The only occasions on which other questions preceded the SPANS questions were those months in which the omnibus included a short section on political polling or questions on other sensitive Scottish Government topics.

The length of SPANS varied each month, depending on the number of questions asked; the total length of the SOS interview, including SPANS and other questions asked, was consistently capped at around 30 minutes to reduce the potential for interview fatigue.

The methodology used for SPANS is identical to the methodology previously used for the Scottish Recreation Survey and several Public Opinion of Forestry surveys (most recently in February 2013), ensuring comparability of key findings. The SPANS methodology differs, however, from those used for SNH's Scottish Nature Omnibus survey and the Greenspace Use and Attitudes survey commissioned by greenspace scotland, meaning that earlier results from these surveys are not directly comparable with SPANS.

## **2.2 Sampling**

Interviews for SPANS were undertaken using a non-probability, quota sampling approach, ensuring that each monthly sample of respondents broadly reflected the Scottish adult population in terms of sex, age, working status and social grade. In each survey month, interviews were conducted 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 was sufficient to allow for analysis by key demographic and geographic population groups.

### *2.2.1 Selection of sample points*

In each survey month, interviewing was undertaken in 55 different sampling points across Scotland. Population data for the 8 Scottish Parliament electoral regions (including the island constituencies) were used to determine the number of sampling points required per region and to ensure that the geographical distribution of sampling points was representative of the geographical distribution of the Scottish population. Three sets of sample points were selected; each set is used in rotation four times a year. Interviewers aimed to undertake 19 interviews in each sampling point.

Prior to 2009, interviewing was undertaken in 45 sampling points. The main benefit of increasing the number of sampling points is a decrease in the effects of clustering within the sample and therefore the provision of more accurate results. As sampling points have always been selected to ensure a geographically representative spread of the Scottish adult population, Scottish Recreation Survey data and Public Opinion of Forestry data collected via the SOS before and after this change are comparable with SPANS data.

While the sample was stratified using the 8 Scottish Parliament electoral regions, the numbers of interviews achieved in each local authority area were also monitored throughout the survey year to ensure adequate coverage and to minimise the under or over representation of any particular area. Table 2-1 (overleaf) illustrates the geographical distribution of the 12,104 interviews undertaken over the March 2013 to February 2014 period. With the exception of Orkney and Shetland (where no interviewing took place), the proportion of interviews conducted in each Local Authority area is broadly similar to the proportion of the Scottish population resident in each Local Authority area.

Table 2-1 Number of interviews undertaken by Local Authority area

	Interviews achieved 2013/14		% of Scottish population resident in local authority area*
	Number	% of total	
Aberdeen City	518	4.3%	4.4%
Aberdeenshire	488	4.0%	4.7%
Angus	330	2.7%	2.2%
Argyll & Bute	184	1.5%	1.7%
Clackmannanshire	156	1.3%	1.0%
Dumfries & Galloway	435	3.6%	3.9%
Dundee City	334	2.8%	2.8%
East Ayrshire	300	2.5%	2.3%
East Dunbartonshire	299	2.5%	2.0%
East Lothian	198	1.6%	1.9%
East Renfrewshire	144	1.2%	1.7%
City of Edinburgh	1,104	9.1%	9.3%
Falkirk	316	2.6%	2.9%
Fife	841	6.9%	6.9%
City of Glasgow	1,310	10.8%	11.3%
Highland	692	5.7%	4.4%
Inverclyde	139	1.1%	1.5%
Midlothian	170	1.4%	1.6%
Moray	285	2.4%	1.7%
North Ayrshire	360	3.0%	2.6%
North Lanarkshire	560	4.6%	6.2%
Orkney	-	-	0.4%
Perth & Kinross	264	2.2%	2.8%
Renfrewshire	439	3.6%	3.3%
Scottish Borders	304	2.5%	2.2%
Shetland	-	-	0.4%
South Ayrshire	164	1.4%	2.2%
South Lanarkshire	887	7.3%	5.9%
Stirling	189	1.6%	1.7%
West Dunbartonshire	175	1.4%	1.7%
West Lothian	345	2.9%	3.2%
Western Isles	174	1.4%	0.5%
<b>TOTAL</b>	<b>12,104</b>	<b>100%</b>	<b>100%</b>

\*Mid-2012 population estimates

### 2.2.2 Selection of respondents within sample points

Only one interview was undertaken per household and a random route procedure was adopted within each sampling point, requiring that a minimum of five households were left between each successful interview. This procedure helps ensure that interviewing in each sample point is not restricted to a small geographic area only containing individuals with similar demographic and lifestyle characteristics,<sup>3</sup> thereby reducing the effects of clustering within the sample.

### 2.3 Timing

Fieldwork for the SOS was generally conducted in the fourth week of each month, with the exception of December when it was undertaken in the first week in January to avoid the Christmas and New Year holiday periods. Interviewing commenced on the Wednesday or Thursday and continued for 6 or 7 days. The spread of timing facilitates the completion of sample quotas with interviewers contacting respondents during both weekdays and weekends and at different times of day. In the context of SPANS, this distribution of fieldwork also helped ensure coverage of respondents more likely to be away from home during weekends on recreation day trips or overnight tourist trips.

The fieldwork dates for the 2013/14 SPANS survey are shown in Table 2-2 below.

Table 2-2 Frequency of SPANS question sets

Month	Fieldwork dates
March 2013	20 <sup>th</sup> – 26 <sup>th</sup> March
April 2013	24 <sup>th</sup> – 30 <sup>th</sup> April
May 2013	22 <sup>nd</sup> – 28 <sup>th</sup> May
June 2013	26 <sup>th</sup> June – 2 <sup>nd</sup> July
July 2013	24 <sup>th</sup> – 30 <sup>th</sup> July
August 2013	21 <sup>st</sup> – 27 <sup>th</sup> August
September 2013	25 <sup>th</sup> September – 1 <sup>st</sup> October
October 2013	23 <sup>rd</sup> – 29 <sup>th</sup> October
November 2013	20 <sup>th</sup> – 26 <sup>th</sup> November
December 2013	3 <sup>rd</sup> – 9 <sup>th</sup> January 2014
January 2014	26 <sup>th</sup> January – 4 <sup>th</sup> February
February 2014	26 <sup>th</sup> February – 4 <sup>th</sup> March

<sup>3</sup> The similar characteristics of people who live in the same neighbourhood is widely recognised and employed in geodemographic segmentation classifications such as ACORN and MOSAIC.

### 3. QUESTIONNAIRE

A copy of the full SPANS questionnaire is included in Annex 1.

#### 3.1 Question modules and frequency

Due to its length, the questionnaire was divided into sections, or question sets. Some questions were included in every month of surveying (Set A) and others were included on a set rotational basis.

Table 3-1 below shows the question sets included in SPANS and the months in which each was included.

Table 3-1 Frequency of SPANS question sets

SET	January	February	March	April	May	June	July	August	September	October	November	December
A	■	■	■	■	■	■	■	■	■	■	■	■
B	■		■		■		■		■		■	
C			■			■			■			■
D		■			■			■			■	
E					■						■	
F						■						■
G										■		
H				■								
I							■					
J		■		■		■		■		■		■

#### 3.2 Specific questions included in SPANS

Table 3-2 (below and continued overleaf) details the individual questions included in each SPANS question set.

Table 3-2 Frequency of SPANS question sets

Set	Ref	Question
A	REC1	Frequency of visit outdoors in last 12 months
	REC3	Number of visits to outdoor in last 4 weeks
	CLASSIF3	Ethnicity
B	REC4	Activity (ies) on last outdoor visit
	REC5	Type of environment visited
	REC6	Type of destination(s) on last outdoor visit
	FOR1	Frequency of visiting woodland in last 12 months
C	REC7	Whether used path on last outdoor visit
	REC8	If path signposted/ waymarked
	FOR3	Use of woodland/ forest/ tree covered park for exercise
	FOR4	Satisfaction with woodland recreation provision
	CLASSIF1	Self-reported health
	CLASSIF2	Long-term illness/ disability

Table 3-2 continued....

Set	Ref	Questions
D	REC9	Transport used on last outdoor visit
	REC10	Distance travelled on last outdoor visit
	REC11	Duration of last outdoor visit
	REC12	Name of place visited on last outdoor visit
	REC13	Whether first/ repeat visit to last place visited
	REC14-16	Party composition on last outdoor visit (inc. number of adults and children in party)
	REC17	Whether dog included in last outdoor visit
E	REC2	Reasons for not visiting outdoors in last 12 months (infrequently/ at all)
	REC18	Whether problems encountered on last outdoor visit
	REC19	Whether heard of Scottish Outdoor Access Code
	FOR2	Reasons for not visiting woodlands in last 12 months
F	GREEN2	Proximity to home of local greenspace
	GREEN3	Attitudes to greenspace in general
	GREEN4	Attitudes regarding nearest greenspace
	BEN1	Reasons for most recent outdoor visit
	BEN2	Attitudes regarding most recent outdoor visit
	BEN3	Number of days done 30 mins activity in outdoors in past week
G	NP1	Awareness of National Parks
	NP2	Visits to National Parks
	NP3	Perceptions of characteristics of National Parks
H	LAND1	Rating of local landscape
	LAND2/3	What like/ dislike about local landscape
	LAND4	Perceived changes to local landscape in last few years
	LAND5	Why think local landscape got better/ worse
	LAND6	How well informed about proposals for local landscape
	LAND7	How find out about changes to local landscape
	LAND10	Attitudes regarding Scotland's landscapes
I	ENVIR1	Participation in activities involving natural environment
	ENVIR2	Attitudes regarding the natural environment
J	GREEN1	Frequency of visits to local greenspace in last 12 months

### 3.3 Sample sizes achieved by month and question set

Tables 3-3 and 3-4, below, illustrate the numbers of interviews achieved each month during the first SPANS survey year, with sample sizes provided as a whole and for each sub-set of questions. The question schedule used ensured that the number of respondents asked each question was large enough to permit detailed analysis of the results and that questions likely to be influenced by seasonal factors (such as frequency of visiting the outdoors) were asked in every quarter of the year.

*Table 3-3 Sample by month*

Month	Sample
March 13	1,002
April 13	1,002
May 13	1,024
June 13	1,006
July 13	1,012
August 13	1,017
September 13	1,004
October 13	1,010
November 13	1,004
December 13	1,008
January 14	996
February 14	1,019
<b>Total</b>	<b>12,104</b>

*Table 3-4 Sample for SPANS question sets*

Set	Sample*
<b>A</b>	12,104
<b>B</b>	3,435
<b>C</b>	2,272
<b>D</b>	2,294
<b>E</b>	2,028
<b>F</b>	2,014
<b>G</b>	1,010
<b>H</b>	1,002
<b>I</b>	1,012
<b>J</b>	4,862

\*Maximum sample per set. Some questions were asked of sub-sample of respondents e.g. those who have not visited the outdoors/ visit infrequently (for example, REC2 in SET E).

## 4. ANALYSIS OF DATA

### 4.1 Data weighting

#### 4.1.1 Demographic weighting

As described in Section 2.2, interviews for SPANS were undertaken using a quota sampling approach. This approach ensured that each monthly sample of respondents broadly reflected the Scottish adult population in terms of sex, age, working status and social grade. At the analysis stage, demographic weighting was applied to correct for any variations which existed between the sample and the Scottish adult population. The demographic weighting targets used were based on mid-2012 Census population estimates. The final weighted outputs from the survey can therefore be considered as representative of the Scottish adult population.

Table 4-1 provides details of the unweighted sample profile and the targets used to weight the first year of SPANS survey data.

Table 4-1 Scottish Opinion Survey – unweighted and weighted sample profile

	Unweighted sample profile	Weighting targets
<b>Sex and working status</b>		
Working men	24%	29%
Non-working men	23%	20%
Working women	22%	26%
Non-working women	31%	27%
<b>Age</b>		
16-34	23%	30%
35-54	30%	34%
55+	47%	36%
<b>Social Grade</b>		
AB	18%	22%
C1	28%	28%
C2	21%	20%
DE	33%	30%

Rim weights are applied to each of the respondents included in the annual analysis to bring the sample distribution of each of these demographic variables into line with the population distribution<sup>4</sup>.

<sup>4</sup> Rim-weighting uses a mathematical algorithm to provide an even distribution of results across the entire dataset whilst balancing demographic variables to pre-determined totals. It weights the specified characteristics simultaneously and disturbs each variable as little as possible.

#### 4.1.2 Visit weighting

In addition to demographic weighting, visit weighting was applied to those questions regarding visits taken to the outdoors. The data collected for all other questions were weighted using the demographic weighting only (see Table 4-2 for details of the weighting used for each question).

All respondents who had taken at least one outdoor recreation visit in the 4 weeks prior to interview were asked to provide the details of the visit they had taken most recently. This approach was used in preference to collecting details of all of the visits taken by respondents during the 4 week recall period. Collecting details of all visits taken would have been time consuming and burdensome for respondents, particularly frequent outdoor visitors, and may have affected the quality of the data recorded.

Collecting details only on the most recent visit meant that visits taken by frequent participants were under-represented within the sample while those taken by infrequent participants were over-represented. For example, someone who took a visit every day provided details of one of their 28 visits while someone who took a visit once a week provided details of one of their 4 visits.

The visit weighting approach was designed to make the results of these questions more representative of all of the visits taken during the survey period. This was achieved by upweighting the data by a factor equal to the number of visits taken by the respondent in the 4 weeks prior to interview (provided in response to Question REC3 “How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?”). For example, the responses provided by a respondent who had taken 4 visits in the 4 week period were upweighted by a factor of 4, while the responses of a respondent who had taken 28 visits were upweighted by a factor of 28.

Table 4-2 (overleaf) lists the questions weighted using demographic weights only and those weighted using both demographic and visit weighting.

Table 4-2 Application of demographic and visit weighting

Demographic weighting only	Demographic and visit weighting
Ethnicity (CLASSIF1)	Activity(ies) on last outdoor visit (REC4)
Self-reported health/ long-term illness/ disability (CLASSIF1 & 2)	Type of environment visited (REC5)
Number of days done physical activity in past week (BEN3)	Type of destination(s) on last outdoor visit (REC6)
Visits to outdoors in last 12 months and last 4 weeks (REC1 & 3)	Use of paths, signposting and waymarking (REC7 & 8)
Reasons for not visiting frequently/ at all in last 12 months)	Transport used on last outdoor visit (REC9)
Frequency of visiting woodland in last 12 months (FOR1)	Distance travelled on last outdoor visit (REC10)
Reasons for not visiting woodland in last 12 months (FOR2)	Duration of last outdoor visit (REC11)
Use of woodland/ forest for exercise (FOR3)	Name of place visited on last outdoor visit (REC12)
Satisfaction with woodland provision (FOR4)	Whether first/ repeat visit to last place visited (REC13)
Frequency of visits to local greenspace in last 12 months (GREEN1)	Party composition (REC 14-16)
Proximity of local greenspace (GREEN2)	Whether dog included in last outdoor visit (REC17)
Attitudes to greenspace (GREEN3 & 4)	Whether problems encountered on last outdoor visit (REC18)
Whether heard of Scottish Outdoor Access Code (REC19)	Reasons for most recent outdoor visit (BEN1)
National Parks - awareness, visits and perceptions (NP1-3)	Attitudes towards most recent outdoor visit (BEN2)
Rating of local landscape (LAND1)	
Likes/ dislikes about local landscape (LAND 2 & 3)	
Perceived changes to local landscape (LAND 4)	
Why local landscape better/ worse (LAND 5)	
How well informed/ find out about proposals for local landscape (LAND6 & 7)	
Attitudes to local landscapes (LAND10)	
Participation activities relating to natural environment (ENVIR1)	
Attitudes regarding natural environment (ENVIR2)	

#### 4.1.3 Calculation of visit weights

An overall weight (i.e. the combination of the demographic and visit weight) was calculated by multiplying the demographic weight by the visit weight. This was then multiplied by a further correction to take account of the differing number of days in each month (Question REC3 asks about visits taken in the last 4 weeks/ 28 days). For example, the overall weights calculated for each of the following three respondents would be as follows:

Table 4-3 - Calculation of visit survey weights

Respondent Number	Demographic weight	Visit Weight (response to REC3)	Month & weight	Overall weight
1	1.34	1	March – 1.107	<b>1.48338</b>
2	1.18	4	June – 1.071	<b>5.05512</b>
3	1.33	5	February - 1	<b>6.65</b>

At an individual respondent level, this approach to weighting visit data means that the characteristics of the most recently taken visit are applied to all of the visits taken by that respondent during the previous 4 weeks. This approach is considered to be valid as the survey results are presented at an aggregated level only, rather than for individual respondents.

#### 4.2 Estimating the volume of visits taken over 12 months

In every month of the survey, all respondents who stated that they had taken any outdoor recreation visits during the previous 12 months were asked how many visits they had taken during the 4 weeks prior to the interview (see Question REC1 in Annex 1). To obtain an estimate of the total volume of visits taken during each month, the following series of calculations were undertaken (data from March 2013 is provided as an example in Table 4-4).

Table 4-4 - Estimating the volume of visits taken in March 2013

	Source	Symbol	Estimate
Average proportion of survey respondents taking visits in 4 weeks prior to interview	SPANS result	A	47.6%
Scottish adult population	Mid-2012 population estimate	B	4.4 million adults
Estimated number of Scottish adults taking outdoor recreation visits during survey period	A x B	C	2.1 million adults
Average number visits taken during 4 weeks (28 days) prior to interview	SPANS result	D	11.3 visits per adult
Estimated total volume of visits taken during 4 weeks (28 days) prior to survey period	C x D	E	23.8 million visits
Estimated total volume of visits taken per day over survey period	E ÷ 28	F	850 million visits
Estimated total volume of visits taken during March 2014	F x 31	G	26.4 million visits

The same series of calculations were undertaken each month. The 2013/14 monthly estimates are given in Table 4-5 as an example:

*Table 4-5 - Estimating the volume of visits taken by month*

Month	Estimated visits
March 13	26.4m
April 13	34.0m
May 13	24.3m
June 13	32.7m
July 13	39.9m
August 13	40.2m
September 13	35.4m
October 13	37.6m
November 13	33.7m
December 13	29.0m
January 14	32.5m
February 14	30.3m
<b>Total*</b>	<b>395.8m</b>

*\* Note, total does not exactly equal the sum of individual months due to rounding*

To obtain estimates of the annual volume of visits taken to the different types of destinations recorded at Question REC5 (see Annex 1) the weighted results of this question have been applied to the estimates of the total volume of visits taken (e.g. 395.8 million visits in 2013/14).

For example, in 2013-14 respondents who made 34% of all visits indicated that their most recent outdoor recreation visit had been to a town or city destination. Respondents who made 50% of all visits had visited a countryside destination and those who made 16% of visits had visited the seaside. Taking these weighted results as representative of all visits, these percentages were applied to the estimate of all visits to obtain the following:

Town and city destinations 33.9% x 395.8 = **134.1 million**  
 Countryside destinations 50.1% x 395.8m = **198.3 million**  
 Seaside destination 16.0% x 395.8m = **63.4 million**

The same approach was used to obtain estimates of trips taken to the more detailed types of destination as recorded at Question REC6.

## 5. LEVELS OF ACCURACY

As described in Section 2, the SOS follows a non-probability, quota sampling approach with strict controls in place to ensure that the sample achieved each month is representative of Scotland's adult population.

The consistency in the sampling and weighting procedures followed each month permits the longitudinal tracking of trends and also provides consistency with questions previously included in the Scottish Recreation Survey (ScRS) and the Public Opinion of Forestry Survey.

However, as a quota sampling approach does not permit measurement of the likelihood of members of the population being included in the survey, confidence intervals can only be estimated and should therefore be treated as indicative.

At the outset of this study, when the sampling approach was agreed, this shortcoming of quota sampling was considered against the increased likelihood of non-response associated with probability sampling methods which use a pre-selected sample. The level of non-response relates to instances where an interview may not be obtained due to a refusal on the part of the potential respondent, people or addresses not being found or potential respondents who are not at home. On balance, it was agreed that quota sampling would provide the most cost effective approach to achieving the objectives of SPANS.

The estimated level of accuracy of results is primarily dependent on the size of the sample. Whilst the total analytical sample is approximately 12,000 per year, the rotation of questions between survey waves means that some questions are asked of a lower number of potential respondents than others, as illustrated in Table 3-4 earlier in this report. Furthermore, the routing instructions used in some sections of the questionnaire can also reduce the number of potential respondents for some questions. In the set of questions about outdoor recreation, for example, questions about the characteristics of outdoor visits are only asked if the respondent has visited the outdoors in the previous 4 weeks; during 2013/14, 7,029 respondents out of a total of 12,104 had taken one or more outdoor recreation visits in the 4 weeks prior to interview.

As a result of these variations the margins of error associated with the findings may vary between survey years.

For illustration purposes, Table 5-1 shows the range associated with estimates of the numbers of visits taken to different outdoor destinations in 2013/14:

*Table 5-1 - Estimated range associated with results for destinations of outdoor visits 2013/14*

	Estimated range		
	Estimate	Low	High
Annual volume of visits	395.8m	384.0m	407.7m
Local park or open space	162.6m	157.8m	167.5m
Any woodland/ forest	90.1m	87.4m	92.8m
Beach	70.1m	67.9m	72.2m
Village	50.3m	48.8m	51.8m
Any farmland	44.4m	43.0m	45.7m

Table 5-2 - Percentage results

	Estimated percentage range		
	Percentage	Low	High
Percentage of population taking at least one trip to the outdoors in last 12 months	82%	81%	83%
Percentage of population normally taking trips to the outdoors at least once a week	50%	48.7%	51.3%

Confidence intervals (i.e. the percentage range within which an estimate is likely to fall) for those questions weighted using demographic weighting only (see section 4) have been estimated as being 1.5 times higher than 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 higher than those which would occur with an equivalent sized simple random sample.

Table 5-3 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%.

Table 5-3 - 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%

Table 5-4 (overleaf) 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.

*Table 5-4 - Margins of error when comparing two percentages*

<b>Sample size</b>	<b>Demographic weighting only</b>	<b>Demographic and visit weighting</b>
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.

**ANNEX 1: FULL QUESTIONNAIRE**

	FREQUENCY/ MONTH
<p><b>ASK ALL</b>  <b>REC1 How often on average have you taken visits to the outdoors for leisure and recreation in Scotland in the last 12 months?</b></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            JANUARY            FEBRUARY            MARCH            APRIL            MAY            JUNE            JULY            AUGUST            SEPTEMBER            OCTOBER            NOVEMBER            DECEMBER</p>
<p><b>ASK REC2 IF LESS THAN ONCE OR TWICE A MONTH OR NEVER AT REC1 OTHERWISE, SKIP TO REC3</b>  <b>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?</b>            (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><b>IF REC1 'NEVER' GO TO REC 19. ALL OTHERS CONTINUE</b></p>	<p>6 MONTHLY            MAY            NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 12 MONTHS AT REC1</b>  <b>REC3 How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?</b>  <b>PROBE: You may have made more than one visit to the outdoors for leisure and recreation each day.</b>  <b>IF NO VISITS TAKEN IN LAST 4 WEEKS AT REC3, SKIP TO REC19</b></p>	<p>MONTHLY            JANUARY            FEBRUARY            MARCH            APRIL            MAY</p>

<p><b>IF MORE THAN 56 VISITS TAKEN AT REC3, SHOW THE FOLLOWING:</b>  <b>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?</b>  Yes  No (<b>RETURN TO REC3</b>)</p>	<p>JUNE  JULY  AUGUST  SEPTEMBER  OCTOBER  NOVEMBER  DECEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>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?</b>  <b>MULTI-CODE</b>  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 &amp; 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>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>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?</b>  <b>SINGLE CODE</b>  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>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>REC6 On this last visit to the outdoors for leisure and recreation, what types of location or destination did you go to?</b>  CODE UP TO 3 MENTIONS. <b>ALLOW MULTI-CODE</b>  Woodland\forest - managed by Forestry Commission\Forest Enterprise  Woodland\forest - other type of owner</p>	<p>BI-MONTHLY  JANUARY  MARCH  MAY  JULY  SEPTEMBER</p>

<p>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</p>	<p>NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>REC7 Thinking of your most recent visit to the outdoors for leisure and recreation, did you use a path or network of paths?</b>  Yes  No</p>	<p>QUARTERLY  MARCH  JUNE  SEPTEMBER  DECEMBER</p>
<p><b>ASK REC8, IF YES AT REC7, OTHERS SKIP TO REC9</b>  <b>REC8 Did this path or network of paths have signposts or waymarking or not?</b>  Yes  No</p>	<p>QUARTERLY  MARCH  JUNE  SEPTEMBER  DECEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>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?</b>  On foot  Car\van\minibus  Motorcycle\scooter  Public bus  Private coach  Train  Horseback  Bicycle  Boat  Other</p>	<p>QUARTERLY  FEBRUARY  MAY  AUGUST  NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>REC10 In total, how far did you travel to get to and from the main destination of this visit?</b>  <b>SINGLE CODE</b>  INTERVIEWER - MAKE SURE THAT THE DISTANCE RECORDED IS FOR THE ROUND TRIP  TO AND FROM THE DESTINATION.  Less than 2 miles  2-5 miles</p>	<p>QUARTERLY  FEBRUARY  MAY  AUGUST  NOVEMBER</p>

6-10 miles 11-20 miles 21-30 miles 31-40 miles 41-50 miles 51-60 miles 61-80 miles 81-100 miles More than 100 miles	
<b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b> <b>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?</b> Less than 1 hour 1 up to 2 hours 2 up to 3 hours 3 up to 4 hours 4 up to 5 hours 5 up to 8 hours 8 hours or more	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
<b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b> <b>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.</b>  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.	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
<b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b> <b>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?</b> First visit ever 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 Not sure\don't know Not been in last 12 months	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER
<b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b> <b>REC14 On this last visit, were you ... .. READ OUT.</b> On your own\alone <b>SINGLE CODE</b> With other members of your family With friends With an organised group Other	QUARTERLY FEBRUARY MAY AUGUST NOVEMBER

<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3 AND CODES 2 TO 5 AT REC14</b>  <b>REC15 How many adults aged 16 and over were on this visit?</b></p>	<p>QUARTERLY  FEBRUARY  MAY  AUGUST  NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AND WERE NOT ALONE. SKIP TO REC17 IF 'ON YOUR OWN/ALONE' GIVEN AT REC14</b>  <b>REC16 How many children aged under 16 were on this visit?</b></p>	<p>QUARTERLY  FEBRUARY  MAY  AUGUST  NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>REC17 Were you accompanied by a dog on this visit?</b>  Yes  No</p>	<p>QUARTERLY  FEBRUARY  MAY  AUGUST  NOVEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>REC18 Thinking about your last visit to the outdoors, which of the following, if any, did you encounter?</b>  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')</p> <p>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)</p> <p>A gate or a stile which I had difficulty opening or crossing</p> <p>A dog annoying me or my party</p> <p>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).</p> <p>The well-used or promoted path I was on was in a poorer condition than expected (e.g. wet, muddy, overgrown)</p> <p>The well-used or promoted path I was on had insufficient resting places or places to sit for my needs</p> <p>Other people behaving inconsiderately or irresponsibly (e.g. cyclists failing to consider the needs of walkers)</p> <p>Litter, vandalism or graffiti</p> <p>I experienced another type of problem (<b>SPECIFY</b>)</p> <p>None - I didn't experience any of the above</p>	<p>6 MONTHLY  MAY  NOVEMBER</p>

<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>BEN1 What reasons, if any, best describe why you made your last visit to the outdoors?</b>  <b>MULTICODE</b>  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>6 MONTHLY  JUNE  DECEMBER</p>
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>BEN2 Thinking about your last visit, how much do you agree or disagree with each of the following statements?</b>  <b>COLUMNS</b>  Agree strongly  Agree slightly  Neither Nor  Disagree slightly  Disagree strongly</p> <p><b>ROWS</b>  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>
<p><b>ASK ALL</b>  <b>REC19 Have you heard of the Scottish Outdoor Access Code?</b>  Yes, definitely  Yes, think so  Definitely not</p>	<p>6 MONTHLY  MAY  NOVEMBER</p>
<p><b>ASK ALL</b>  <b>NP1 Before this interview were you were aware that Scotland has two National Parks - Cairngorms National Park and Loch Lomond and Trossachs National Park?</b>  <b>SHOW SCREEN</b>  <b>ALLOW CODES 1 AND 2 TO BE MULTICODE, SINGLE CODE FOR OTHERS</b>  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>

<p><b>ASK ALL</b>  <b>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?</b>  <b>MULTICODE EXCEPT DON'T KNOW</b>  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>	ANNUAL OCTOBER
<p><b>ASK ALL</b>  <b>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.</b></p> <p><b>SHOW SCREEN</b>  <b>MAX 3 TO BE SELECTED. RANDOMISE ORDER EXCEPT NONE AND DK.</b>  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
<p><b>ASK IF ANY VISITS TAKEN AT REC1 (CODES 1 TO 7 AT REC 1)</b>  <b>FOR1 In the last 12 months, how often on average have you visited forests or woodlands for walks, picnics or other recreation?</b>  More than once per day  Every day  Several times a week  Once a week  Once or twice a month  <hr/> Once every 2-3 months  Once or twice  Never</p>	BI-MONTHLY JANUARY MARCH MAY JULY SEPTEMBER NOVEMBER
<p><b>ASK IF LESS THAN ONCE OR TWICE A MONTH AT FOR1</b>  <b>FOR2 What are your main reasons for not visiting woodland or forestry?</b>  (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>	
<p><b>ASK IF ANY VISITS IN LAST 4 WEEKS AT REC3</b>  <b>FOR3</b> 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)  <b>SINGLE CODE</b></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>
<p><b>ASK ALL</b>  <b>FOR4a</b> 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>
<p><b>ASK ALL</b>  <b>FOR4b</b> 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>

<p><b>ASK IF ANY VISITS TAKEN AT REC1 (CODES 1 TO 7 AT REC 1)</b></p> <p><b>GREEN1</b> 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 paths and riversides.</p> <p><b>SINGLE CODE</b>  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>	<p>BI-MONTHLY  FEBRUARY  APRIL  JUNE  AUGUST  OCTOBER  DECEMBER</p>
<p><b>ASK ALL</b></p> <p><b>GREEN2</b> How far away from your home is your nearest greenspace area?</p> <p>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>	<p>6 MONTHLY  JUNE  DECEMBER</p>
<p><b>ASK ALL</b></p> <p><b>GREEN3</b> How much do you agree or disagree with the following statements relating to greenspace generally?</p> <p><b>COLUMNS</b>  Agree strongly  Agree slightly  Neither Nor  Disagree slightly  Disagree strongly</p> <p><b>ROWS</b>  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>	<p>6 MONTHLY  JUNE  DECEMBER</p>

<p><b>ASK ALL</b>  <b>GREEN4 How much do you agree or disagree with the following statements relating to your nearest greenspace?</b></p> <p><b>COLUMNS</b>  Agree strongly  Agree slightly  Neither Nor  Disagree slightly  Disagree strongly</p> <p><b>ROWS</b>  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  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>	<p>6 MONTHLY  JUNE  DECEMBER</p>
<p><b>ASK ALL</b>  <b>ENVIR1 Which of the following activities involving the natural environment do you take part in? Please choose everything you do, both regularly and occasionally.</b></p> <p><b>MULTI-CODE</b>  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 <b>SINGLE CODE</b></p>	<p>ANNUAL  JULY</p>
<p><b>ASK ALL</b>  <b>ENVIR2 Please indicate the extent to which you agree or disagree with each of the following statements</b></p> <p><b>COLUMNS</b>  Agree strongly  Agree slightly  Neither Nor  Disagree slightly  Disagree strongly</p> <p><b>ROWS</b>  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>	<p>ANNUAL  JULY</p>

<p><b>ASK ALL</b>  <b>LAND10</b> I'd now like you to think about Scotland's landscapes. To what extent do you agree or disagree with the following statements?  <b>COLUMNS</b>  Agree strongly  Agree slightly  Neither Nor  Disagree slightly  Disagree strongly  Don't know</p> <p><b>ROWS</b>  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>	<p>ANNUAL  APRIL</p>
<p><b>ASK ALL</b>  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><b>LAND1</b> Thinking about where you live, how would you rate the landscape in your local area?  <b>SINGLE CODE</b></p> <p>Very Good  Good  Fair  Poor  Very Poor  No experience/DK</p>	<p>ANNUAL  APRIL</p>

<p><b>ASK ALL</b>  <b>LAND2 What do you particularly like about the landscape of your local area?</b>  <b>MULTICODE - DO NOT PROMPT</b>  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 (<b>SPECIFY</b>)</p>	<p>ANNUAL  APRIL</p>
<p><b>ASK ALL</b>  <b>LAND3 And what do you particularly dislike about the landscape of your local area?</b>  <b>MULTICODE - DO NOT PROMPT</b>  Area is unattractive (e.g. unsightly, ugly, built-up, no views etc.)  Bustle, noise or visual activity (traffic congestion etc.)  Area not well looked after/cared for (litter, vandalism, poorly managed etc.)  No outdoor things to do/places to go (walks, cycles, paths, parks, greenspaces, places for children to play etc.)  Lack of opportunity to see nature/wildlife nearby  Quality of the buildings  New developments that have taken place  No sense of history  No sense of place/community  Other (<b>SPECIFY</b>)</p>	<p>ANNUAL  APRIL</p>
<p><b>ASK ALL</b>  <b>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?</b>  <b>SINGLE CODE</b>  Got much better  Got a little better  Stayed the same  Got a little worse  Got much worse  Don't know</p>	<p>ANNUAL  APRIL</p>

<p><b>IF GOT BETTER OR WORSE, ASK:</b>  <b>LAND5 Why do you say that?</b>          PROBE FULLY  <b>DO NOT SHOW SCREEN. VERBATIM LIST REQUIRED.</b>  <u>Better</u>          Cleaner\ taken care of          More local attractions\ amenities\ activities\ facilities          More flowers\ fresh planting          Improved footpaths          Better access          Other positive (<b>SPECIFY</b>)</p> <p><u>Worse</u>          More litter          Too many new houses          Area run down\ not looked after          More new developments\ more built up          Increased vandalism\ crime          Too much traffic\ increased traffic levels          Lack of amenities\ facilities\ little to do          Incomers spoiling area          Anti-social behaviour          Other negative (<b>SPECIFY</b>)</p>	<p>ANNUAL          APRIL</p>
<p><b>ASK ALL</b>  <b>LAND6 How well informed do you feel about proposals which could change the landscape of your local area in some way?</b>          PROMPT IF NECESSARY: <b>For example, proposals for housing developments, roads, paths, forestry or wind farms</b>  <b>SINGLE CODE</b>          Very well informed          Quite well informed          Not very well informed          Not at all well informed          Don't know/not sure</p>	<p>ANNUAL          APRIL</p>

<p><b>ASK ALL</b>  <b>LAND7</b> Which organisations or sources of information would you use to find out more about proposed changes to the landscape of your local area?  <b>MULTICODE</b>  DO NOT PROMPT  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>
<p><b>ASK ALL</b>  <b>BEN3</b> 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?  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.    <b>SINGLE CODE</b>  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>
<p><b>ASK ALL</b>  <b>CLASSIF1</b> How is your health in general? Would you say it was:  <b>READ OUT.</b>    <b>SINGLE CODE ONLY.</b>    <b>Very good</b>  <b>Good</b>  <b>Fair</b>  <b>Bad</b>  <b>Very bad</b>  <b>Don't know</b></p>	<p>QUARTERLY  MARCH  JUNE  SEPTEMBER  DECEMBER</p>

<p><b>ASK ALL</b>  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</p> <p>Yes, limited a lot  Yes, limited a little  No, not limited at all</p>	<p>QUARTERLY  MARCH  JUNE  SEPTEMBER  DECEMBER</p>
<p><b>ASK ALL</b>  <b>SHOW SCREEN</b>  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>

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