



COMMISSIONED REPORT

Commissioned Report No.291

Public Perceptions of Wild Places and Landscapes in Scotland

(ROAME No. F06NC03)

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Summary

Public Perceptions of Wild Places and Landscapes in Scotland

Commissioned Report No. 291(ROAME No. F06NC03)

Contractor: Market Research Partners, Edinburgh

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Background

Currently, there is little quantitative evidence of consumer opinion regarding the 'wildness' of Scotland. Therefore Scottish Natural Heritage and the Cairngorms National Park Authority commissioned a market research study to evaluate public perceptions of wild places amongst a representative cross-section of Scottish residents and a subset amongst those living within the boundaries of the Cairngorms National Park (CNP). The study identifies the level of support for wild places and whether the views of those who live within CNP match the population of Scotland as a whole. A total of 1,304 face to face interviews were conducted (1,004 across Scotland and 300 with residents of the CNP).

Main findings

The importance of wild places in Scotland

- There is strong support for the conservation of wild land in Scotland. The vast majority of residents thought that it was important for Scotland to have wild places (91% amongst Scottish residents and 96% amongst CNP residents). 70% of Scottish residents and 82% of CNP residents thought it very important to have wild places.
- Only 6 individuals out of the 1,304 interviewed thought it not important for Scotland to have wild places.
- Wild places were perceived as important for a wide range of reasons, most commonly because they are part of Scotland's culture / heritage and for tourism. Additionally, they are seen of benefit to wildlife and nature, the environment, and the local economy.
- Individuals indicated that wild places contributed to their own health and wellbeing, enabling them, when visiting, to be relaxed, calm, content and at peace.
- Around one in two residents thought that wild places in Scotland were under threat (50% and 52%, for Scottish and CNP residents respectively).
- Overall, the key perceived threats to wild areas were housing / building / construction, people, and development / urbanisation. Pollution was more of an issue for Scottish residents while masts / pylons / wind turbines were more of an issue for CNP residents.
- Around three in five residents thought that action is required to preserve wild areas in Scotland (61% and 59%, for Scottish and CNP residents respectively).
- The most frequently requested action to preserve wild areas was to introduce more stringent planning control for buildings, followed by more control for masts, wind turbines and vehicle tracks. Suggestions for more stringent planning

control for masts and wind turbines were significantly more evident amongst CNP residents.

- Additionally, 63% of CNP residents and 44% of Scottish residents were in favour of making some areas wild again.

Perceptions of wild places

- The research suggests that residents have a fairly established opinion of what constitutes a wild place. Both Scottish and CNP residents had similar perceptions of wild places and focused on the naturalness of land cover when describing wild areas (75% mentioned features which can be attributed to naturalness of land cover).
- A wild place is not limited to one type of landscape. Woodlands / forests, mountains / hills, lochs and moorlands all featured highly as wild areas.
- Key threats and detractors from wild places tended to be modern and human interference, such as modern buildings or masts, rather than old buildings or low impact changes such as forestry plantations or footpaths. Residents were of the opinion that masts and wind turbines would decrease the wildness of an area most significantly.
- There were similarities between the views of CNP residents and the general population, albeit CNP residents tended to have stronger opinions on the impact of negative factors, especially masts and wind turbines.

Wild places in Scotland

- Many places within Scotland were perceived as wild, especially Highland North, Highland West, Highland East, the Western Isles and the Northern Isles.
- The Clyde Valley was stated most frequently by both audiences as the area with little or no wild areas.
- Scottish residents have a broader definition of the areas in Scotland which contain wild areas than residents of CNP.

Wild places in the Cairngorms National Park

- The majority of Scottish residents were not familiar with the area covered by the Cairngorms National Park (69% were either 'not very' or 'not at all' familiar with CNP). Conversely, and as would be expected, the majority of CNP residents (89%) were familiar with the CNP area.
- The majority of both audiences perceived CNP as wild, although perhaps reflecting knowledge of the area, a significantly greater proportion of CNP residents rated the Park as wild. Mountain tops and moorland were ranked as the wildest types of areas. More specifically, within the Park, the Central Cairngorms area was ranked as most wild, with the area surrounding Lower Badenoch & Strathspey ranked as least wild.
- In terms of areas under threat, there was less concern for wild places in CNP than in Scotland (30% of Scottish residents and 38% of CNP residents thought that wild areas in CNP were under threat).
- Around one in two residents (48% of Scottish and 53% of CNP residents) thought that action was required to preserve wild areas in CNP. This is lower than the call for action regarding Scotland. However, there may be an assumption that wild areas in CNP have more established protection due to National Park status.

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1.0 INTRODUCTION

A key task of Scottish Natural Heritage (SNH) is to secure the conservation and enhancement of Scotland's natural heritage – the wildlife, the habitats and the landscapes of Scotland. SNH published a policy statement *Wildness in Scotland's Countryside*¹, which stated that '*there are parts of Scotland where the wild character of the landscape, its related recreational value and potential for nature are such that these areas should be safeguarded against inappropriate development or land-use change*'. However, while there is research evidence that Scotland's countryside is a benefit to both tourists and Scottish residents, there is little evidence of consumer opinion regarding the 'wildness' of Scotland.

Scottish Natural Heritage and The Cairngorms National Park Authority (CNPA) are interested in public awareness and understanding of wild places and the extent of support for its safeguarding. Therefore, SNH and CNPA commissioned a market research study to research public perceptions of wild places amongst a representative cross-section of Scottish residents and a subset amongst those living within the boundaries of the Cairngorms National Park (CNP).

1.1 Objectives

The overall aim of the study was to determine public perceptions of wild places and landscapes in Scotland. The key objective of the research was:

- To identify the range of views of residents in Scotland and residents of the Cairngorms National Park on:
 - how much of Scotland is perceived to be wild, and where these wild areas are;
 - what people mean / understand when they use the term 'wild';
 - the importance and value people attach to the wild areas;
 - the perceived threats to these wild areas; and
 - how much of the National Park is perceived to be wild, and where these areas are.

1.2 Reporting

This report analyses the range of views collected and draws conclusions on the topics surveyed, specifically:

- whether consistent views emerge from the public of Scotland;
- whether particular views can be attributed to particular groupings of the population; and
- whether the views of those living within the Cairngorms National Park match the population of Scotland as a whole.

¹ Scottish Natural Heritage 2003. Wildness in Scotland's Countryside. *Policy statement*, No. 02/03.

2.0 METHOD

2.1 Fieldwork approach

Market Research Partners (MRP) undertook a programme of face to face interviews across Scotland. Face to face interviews were utilised as this approach ensures high levels of interaction between the respondent and interviewer. Importantly, face to face interviews allow the use of visual stimulus, which cannot be achieved through some of the alternative research approaches, such as telephone interviews. The use of visual stimulus was important for this study as it allowed images of various scenes to be shown to respondents (e.g. mountains and moorland). This reduced the potential for misinterpretation of respondents' descriptions. In addition, respondents were also presented with maps of Scotland and CNP.

Interviews were conducted using hand-held Personal Digital Assistants (PDAs). The use of PDAs allows interviewers to focus on their interviewing technique as all the routing is programmed into the computer. The PDAs also allow images to be shown to respondents and verbatim answers to be collected. The screen and image sizes of the PDAs are detailed in Appendix 1.

The study was conducted during August and September 2007. A questionnaire was developed in consultation with SNH and the CNPA – see Appendix 2. On average, the questionnaire was around 18 minutes in length, although in some instances, respondents were very involved in the subject and the questionnaire took up to 25 minutes. Interviews were conducted over a range of days (weekday and weekend) and times of day (day and evening). This ensured that there was not over-representation from certain groups of individuals, for example those looking after the home or not working. The questionnaire also included some screening questions, which excluded visitors to the area from the survey.

2.2 Sampling

Interviews were undertaken at a series of sampling points across Scotland. Sampling points were selected by statistical analysts CACI, using Census data and population projections to ensure that sampling points reflected the geographical distribution of the Scottish population. Population projections from CACI were incorporated to ensure that data was up to date, rather than relying on Census data from 2001, which was gathered six years ago. Each interviewer was then provided with a start address and an area / street addresses that they could interview within.

Within each sampling point (area), guidance quotas were set on age, social grade and gender. Individual targets were set for each sampling point, again using the most recent population data available from statistical analysts CACI. All interviews were conducted with residents aged 16 and over.

In addition to conducting interviews with a representative sample of the Scottish population, it was essential to conduct a boost sample with residents who live within the area covered by the Cairngorms National Park (CNP). One of the objectives of the study was to identify whether the views of those living within the Cairngorms National Park matched the population of Scotland as a whole. A representative sample of Scottish residents would not have naturally provided a sufficient sample size with CNP residents to allow sub analysis and comparison.

The approach used to interview CNP residents was similar to the approach used for the Scottish population as a whole. CNPA provided postcodes of households which fall completely within the National Park. Using Census data and population projections, CACI identified sampling points within the Park and interviewers were provided with an area to work within and quotas on age, sex and social economic grading.

A total of 1,304 interviews were completed across the main and boost sample. Within the main sample, 1,004 interviews were undertaken with the Scottish population. A boost of 300 interviews was conducted amongst residents within the area covered by the Cairngorms National Park. Full details of the sample profile are detailed in Appendix 3.

2.3 Accuracy

The level of accuracy is dependent on the sample size. As a guide, where the Scottish resident sample size is around 1,000, the data will be accurate to within a range of +/- 3.4% at the 95% confidence interval. Where the CNP resident sample size is around 300, the data will be accurate to within a range of +/- 5.6% at the 95% level of confidence.

It should be noted that as this survey follows a non-probability, quota approach, confidence levels should be treated as indicative. Confidence levels on the Scottish sample have been estimated at 1.1 times those which would occur with an equivalent random sample (i.e. a non probability survey of 1,000 Scottish residents would be accurate to within a range of +/- 3.1%). Confidence levels on the CNP sample have been estimated at 1.0 times those which would occur with a random sample and so adjustments were not necessary.

2.4 Analysis

Data has been presented in percentage format and has been weighted to reflect national demographics for age, gender and social economic grading (based on 2001 Census data (ODPM) and CACI 2007 Population Projections). The process of weighting ensures that over emphasis is not placed on particular groupings of the Scottish population. Throughout this report, the main sample has been referred to as Scottish residents or the general population. The boost sample is referred to as CNP residents.

Key differences between the audiences and sub groups have been highlighted throughout the report. The results from the sample of Scottish residents were compared with the findings from CNP residents. Respondents were also categorised according to gender, age, social economic grouping, visits to the outdoors for work and / or leisure, participation in different types of recreational activity and membership of conservation / wildlife organisations. Difference in opinion or behaviour between sub groups has been commented on in the report, although not all differences are significant.

Statistically significant differences between sub groups are mentioned. Hence, where no breakdown of responses between different segments of the population is given, this means that the differences between audiences or sub groups (social grouping, urban/rural, activity, etc.) are not statistically significant.

Full data tabulations have been provided to SNH and CNPA in a separate document.

3.0 MAIN FINDINGS

In this section of the report the main findings from the survey are presented. Data has been analysed separately for the main sample (Scottish residents) and the boost sample (CNP residents). Overall, 1,004 interviews were conducted with Scottish residents and 300 interviews were conducted with CNP residents.

3.1 Participation in outdoor activities

Respondents were asked various questions about their participation in outdoor activities. This information provides background detail on the respondents and these variables have been used in the analysis to identify any similarities between types of respondent.

3.1.1 Visits to the outdoors for recreation and leisure purposes

Amongst the main sample of Scottish residents, 71% had made at least one visit to the outdoors for leisure and recreation purposes in the last 12 months. Amongst CNP residents, a higher proportion of respondents had made a visit to the outdoors for leisure and recreation purposes (77% of CNP residents). In comparison, the Scottish Recreation Survey² revealed that 75% of the Scottish adult population had visited the outdoors for recreation purposes in 2005 and 68% in 2004.

Table 1 – Have you made any visits to the outdoors for leisure or recreation in Scotland in the last 12 months? (%)
Base: All respondents

	Scotland	CNP
Yes	71	77
No	29	23
Base	1004	300

Amongst both Scottish and CNP residents, there was a greater propensity to visit the outdoors for leisure and recreation amongst respondents in social grouping ABC1 (78% for Scottish residents and 83% for CNP residents).

3.1.2 Visits to the outdoors for work purposes

Respondents were also asked whether they visited the outdoors for work purposes. As would be expected, a significantly greater proportion of CNP residents visited the outdoors for work purposes (21% compared to 11% amongst Scottish residents).

The proportion of Scottish residents who visit the outdoors for work purposes increased to 16% amongst males and those who live in rural areas. Amongst CNP residents, the proportion of residents who visit the outdoors for work purposes was highest amongst 45-54 year olds (34%) and males (32%).

² TNS (2006). Scottish Recreation Survey: annual summary report 2005. Scottish Natural Heritage Commissioned Report No. 183 (ROAME No. F02AA614/3)

Table 2 – Do you visit the outdoors for work purposes? (%)
 Base: All respondents

	Scotland	CNP
Yes	11	21
No	89	79
Base	1004	300

Where appropriate, results have been analysed according to respondents' visits to the outdoors. That is, whether respondents are leisure visitors (have visited the outdoors for recreation in the past 12 months at Table 1), work and leisure visitors (have visited the outdoors for both leisure and work purposes) or are non visitors (have not visited the outdoors in the last 12 months for leisure or work).

3.1.3 Frequency of outdoor visits for recreation and leisure

Respondents who had made a visit to the outdoors in the last 12 months were asked to indicate how frequently they visited the outdoors for recreation. As the table below details, CNP residents were significantly more likely to take more frequent outdoor recreational visits. The majority of CNP residents (70%) stated that they visited the outdoors at least once a week, which is higher than the Scottish Recreational Survey. This compares to 33% of Scottish residents, which is lower than figures from the Scottish Recreational Survey for the proportion of visits in the last 12 months, but more in line with visits between October and March (as opposed to between April and September). This may be reflective of the particularly wet summer experienced prior to fieldwork.

Table 3 – How often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months? (%)

Base: All respondents who visited the outdoors

	Scotland	CNP
More than once a day	1	6
Every day	6	21
Several times a week	9	24
Once a week	17	19
1-2 visits per month	25	16
Once every 2-3 months	21	9
Once or twice	20	5
Base	714	232

Further analysis of Scottish residents reveals that those more likely to visit the outdoors for leisure and recreation at least once a week are those aged 55+ (38% of those aged 55+ visit at least once a week), males (38% of males visit at least once a week), those in social grouping ABC1 (36% visit at least once a week), residents who live in rural areas (38% visit at least once a week), those who participate in wilderness activities (44% visit at least once a week), those who visit the outdoors for both leisure and work (44% visit at least once a week) and members of wildlife and conservation organisations (51% visit at least once a week).

3.1.4 Participation in activities for leisure and recreation outdoors

Respondents who had made a visit to the outdoors were then asked, from a prompted list, to identify which activities they had participated in during their visit to the outdoors. Walking, family days out and sightseeing were the top three most popular activities amongst both Scottish and CNP residents. 75% and 82% of Scottish and CNP residents, respectively, participated in walking. Correspondingly, walking, family outings and sightseeing / visiting attractions were also the most popular activities in the 2005 Scottish Recreation Survey.

Family days out and sightseeing were more popular amongst the general population while a greater proportion of CNP residents participated in walking, hill walking, cycling, fishing, mountain biking and snowsports. This may be reflective of ease of access to facilities and appropriate areas (e.g. hill walking or snowsports in the Cairngorms).

Table 4 – Which of these activities have you participated in during your visits to the outdoors in the last 12 months? (%)
Base: All respondents who visited the outdoors

	Scotland	CNP
Walking	75	82
Family day out	53	45
Sightseeing/visitor attractions	43	31
Picnicking	30	17
Swimming	19 ³	20
Hill walking	18	27
Cycling	18	29
Camping	15	12
Other wildlife/nature watching	12	11
Birdwatching	11	11
Running/jogging	9	9
Fishing	8	17
Mountain biking	6	13
Watersports	4	5
Snowsports	3	10
Horse riding	3	4
<i>Base</i>	<i>714</i>	<i>232</i>

Based on their responses to the question given in Table 4, respondents have been grouped according to the activities participated in, as follows:

1. Wilderness – anyone who participates in hill walking, bird watching and/or wildlife / nature watching
2. Active – anyone who participates in walking, cycling, horse riding, swimming, running / jogging, mountain biking, watersports, fishing and/or snowsports (but not wilderness activities)
3. Sightseeing / strollers – anyone who participates in sightseeing, picnicking and/or camping (but not active or wilderness activities)

³ This represents an increase from 1% in the Scottish Recreation Survey and may be a misinterpretation in that respondents are also including indoor swimming.

3.1.5 Locations visited for recreation in the last 12 months

The most popular location for outdoor recreation visits, amongst both Scottish and CNP residents, was woodland / forests (cited by 58% of Scottish residents and 70% of CNP residents, which is significantly higher). As the table below highlights, there were some differences in outdoor behaviour⁴. Scottish residents were more likely to have visited local parks or open spaces, beaches and canals. Most likely reflective of access, CNP residents were more likely to have visited woodlands / forests, mountains / hills, villages, wildlife areas, rivers, National Parks, moorland and farmland.

Interestingly, amongst those who have visited the outdoors for recreation, around one in two CNP residents (52%) stated that they had visited a National Park. While a significantly higher proportion of CNP residents had visited National Parks than the Scottish population (24%), this presents an interesting finding as it suggests that 48% of CNP residents are not using the Park for recreation. In understanding this finding, there are several explanations to consider. Firstly, this finding could suggest that some CNP residents are using local areas but unaware of the National Park status. However, as will be discussed later, the majority of CNP residents were familiar with the Cairngorms National Park. Alternatively, it may be that CNP residents are travelling outwith their local area for outdoor activities. Finally, perhaps there was misinterpretation of the wording of the question. That is, residents of CNP do not perceive their use of the Park as having ‘visited’ the area.

Further analysis reveals that visits to a National Park amongst the general population was greatest amongst ABC1s (28% compared to 19% amongst C2DEs), those who participated in wilderness activities (40%), those who visit the outdoors for work and leisure purposes (37%), those who are familiar with CNP (40%) and those who are members of wildlife and conservation organisations (40%).

Table 5 – Which of these locations have you visited for leisure and recreation in the last 12 months? (%)
Base: All respondents who visited the outdoors

	Scotland	CNP
Woodland/forest	58	70
Local park or open space	57	49
Beach	54	24
Loch	41	53
Mountain/hill	36	52
Village	34	43
Wildlife area	29	44
River	28	42
Sea/Sea loch	27	29
National Park	24	52
Moorland	21	36
Farmland	19	28
Cliff	16	14
Canal	13	5
Base	714	232

⁴ In the Scottish Recreation Survey, this question is only asked of those who have been to the outdoors in the last four weeks, and hence figures are not directly comparable.

3.1.6 *Membership of outdoor, wildlife and conservation organisations*

Respondents were prompted with a list of outdoor, wildlife and conservation organisations and asked to identify which, if any, they were a member. As can be seen in the table below, membership of wildlife and conservation organisations was similar between the two audiences. Amongst Scottish residents, 11% were members of such organisations, compared to 9% of CNP residents. Membership of the National Trust for Scotland and the RSPB were most popular overall.

Table 6 – Which, if any, of these outdoor, wildlife and conservation organisation are you a member? (%)
Base: All respondents

	Scotland	CNP
National Trust for Scotland (NTS)	6	3
Royal Society for the Protection of Birds (RSPB)	5	3
Scottish Wildlife Trust	2	*
WWF (World Wildlife Fund)	1	2
John Muir Trust (JMT)	1	2
Ramblers Association	1	1
Other	1	2
Not a member of any organisations	89	91
<i>Base</i>	<i>1004</i>	<i>300</i>

Further analysis reveals that membership of wildlife and conservation organisations was highest amongst those in social grading ABC1 (17% and 13% for Scotland and CNP respectively), those who visit the outdoors for recreation regularly (20% for Scotland and 16% for CNP residents) and those who participate in wilderness activities (26% for Scotland and 18% for CNP residents). Amongst Scottish residents, those who live in rural areas (21%) and visit the outdoors for both work and leisure (18%) were also more likely to be members of wildlife and conservation organisations.

3.2 *Perceptions of wild places*

This section of the report details residents' perceptions of wild places, the types of features and characteristics which make a place wild and the types of locations which are perceived as wild.

3.2.1 *The features and characteristics of a wild place*

Respondents were asked to state, in their own opinion, what features or characteristics make an area wild. Overall, 'wildlife'⁵, 'forests / woods / trees' and 'hills / mountains / glens' were most often mentioned as features of wild places, amongst both CNP residents and the general population. Amongst the general Scottish population, just under one in three respondents (31%) were of the opinion that the presence of 'wildlife' makes an area wild. A slightly lower proportion stated 'forests / woods / trees' (28%) and 'hills / mountains / glens' (24%). Showing similarity, some 31% of CNP residents stated 'hills / mountains / glens' and 27% stated 'wildlife'. 'Forests / woods / trees' were stated by 19% of CNP residents, a significantly lower proportion than the general population.

⁵ 'Wildlife has been further broken down in Appendix 5.

The general population placed more emphasis on open spaces (stated by 18% of Scottish residents compared to 13% of CNP residents) and grassland / greenery / moorland (12% compared to 6% amongst CNP residents). CNP residents placed significantly more emphasis on 'lack of people and human interference' (26% compared to 16% of Scottish residents), and 'scenery / natural beauty' (15% compared to 7% of Scottish residents).

Table 7 – In your own opinion, what features or characteristics make an area wild? (%)*

Base: Respondents who provided an answer⁶

	Scotland	CNP
Wildlife	31	27
Forests / woods / trees	28	19
Hills / mountains / glens	24	31
Open space	18	13
Few people / lack of human interference	16	26
Grassland / greenery / moorland	12	6
Untouched / unspoiled	11	13
Fauna / flora	10	10
Lochs	8	8
Scenery / natural beauty	7	15
Remote area	7	10
No buildings / urbanisation	7	7
Countryside	6	5
Rivers / waterfalls	5	7
No traffic	4	1
No roads	4	3
Quiet	3	2
Sea / coastline	3	2
Fresh air	1	1
No footpaths	1	1
<i>Base</i>	806	222

* more than one answer can be provided and so the table sums to more than 100%

The findings from this question have been further classified, using four attributes identified by Scottish Natural Heritage and the Cairngorms National Park Authority, which are Naturalness of Land Cover, Lack of Modern Artefacts, Ruggedness and Remoteness. Answers to the question have been categorised as follows:

1. **Naturalness of land cover:** included wildlife and perceived land cover (e.g. trees, hills, untouched, uncultivated).
2. **Lack of modern artefacts:** included lack of pylons, masts, turbines, buildings and built up areas.
3. **Ruggedness:** rugged, harsh or physically challenging terrain.
4. **Remoteness:** a sense of being alone and to an extent removed from other people or 'developed' amenities. Remoteness is not just a question of distance and included 'lack of people', 'unpopulated', 'quiet', 'peaceful' and 'open spaces'.

⁶ The base size only includes respondents where an audible answer could be established. Those who did not answer the question are also excluded from the analysis.

As can be seen in Table 8, a similar pattern emerged from both Scottish and CNP residents, with descriptions of the naturalness of the land cover most commonly mentioned (stated by 75% of both audiences). Around one in three respondents mentioned characteristics which were associated with remoteness, such as 'open spaces' and 'lack of people'.

Table 8 – Categorisation of features or characteristics which make an area wild? (%)

Base: Respondents who provided an answer⁷

	Scotland	CNP
Naturalness	75	75
Remoteness	32	36
Lack of modern artefacts	16	16
Ruggedness	5	4
<i>Base</i>	<i>806</i>	<i>222</i>

3.2.2 Types of locations perceived as wild

Using a prompted list, respondents were asked to identify which type of location they associated with wild areas in Scotland. Reinforcing spontaneous answers, woodland / forests and mountains / hills were the areas perceived by most respondents as wild (please note, wildlife was not prompted in the list and so does not feature).

As Table 9 shows, there is some correspondence between the general Scottish population and CNP residents. The five areas perceived as most wild, across the sample, were woodland / forests, mountains / hills, lochs, moorland and National Parks. A significantly greater proportion of Scottish residents than CNP residents were of the opinion that sea / sea lochs, cliffs, beaches and canals were wild.

Table 9 – Which of these location do you associate with wild areas in Scotland? (%)

Base: All respondents

	Scotland	CNP
Woodland/forest	83	86
Mountain/hill	79	81
Loch	64	63
Moorland	63	64
National Park	58	55
Sea/Sea loch	54	41
Cliff	50	36
River	47	49
Beach	38	25
Wildlife area	31	28
Farmland	29	25
Canal	27	15
Village	22	23
<i>Base</i>	<i>1004</i>	<i>300</i>

⁷ The base size only includes respondents where an audible answer could be established. Those who did not answer the question are also excluded from the analysis.

Overall, a similar proportion of the general Scottish population (58%) and CNP residents (55%) perceived National Parks as wild. Amongst the general Scottish population, the proportion who perceived National Parks as wild areas increased amongst visitors to the outdoors for leisure (67%) those who participate in wilderness (70%) and active activities (65%) and members of wildlife and conservation organisations (66%).

Amongst CNP residents, the proportion of respondents who perceived National Parks as wild increased amongst females (65%), those who participate in wilderness activities (65%), visitors to the outdoors for leisure (66%), those who visit the outdoors regularly (66%) and those who were members of wildlife and conservation organisations (66%).

3.2.3 Rating of wild images

Respondents were then shown images of different types of locations and asked to rate how wild they thought each scene was. That is, was it very wild, quite wild, not very wild or not at all wild.

Each area will be discussed separately but for comparison a summary table of mean scores has been produced. In calculating a mean score, a value is attached to each response as follows: very wild (4), quite wild (3), not very wild (2), not at all wild (1). Therefore, the nearer the score is to four, the more wild the area was perceived. Those who stated 'don't know' are excluded from the calculation.

As can be seen in the following table, views were very similar between CNP residents and the general population, with mountains, and lochs and mountains rated as most wild. The most apparent difference of opinion was regarding natural woodland, which the general Scottish population rated as more wild than CNP residents. Interestingly, respondents rated woodlands and forests ahead of mountains as a feature of a wild place when prompted with the word rather than the image (see Table 9). This suggests that the photograph of natural woodland does not correlate to respondents' perception of woodlands and forests. Please note, respondents had to interpret the scene. To avoid bias, titles were not attributed to the images (e.g. natural woodland).

*Table 10 – Mean score for perceived wildness of different areas, 1 = not at all wild, 4 = very wild.
Base: All respondents*

	Scotland	CNP
Mountains	3.7	3.8
Loch and mountains	3.7	3.7
Moor (with ruined building)	3.5	3.6
Moorland	3.5	3.6
Crofting settlement	3.3	3.2
Natural woodland	3.0	2.6
Farmland with grazing animals	2.5	2.5
Urban greenspace	2.0	1.9

3.2.3.1 Mountains

The image of mountains was rated most highly as very wild. Some 76% of Scottish residents and 81% of CNP residents rated the image as very wild. A further 18% (for both audiences) rated the image as quite wild. Only a very small proportion of respondents rated this image as not very or not at all wild.

The mean scores equate to just under very wild although CNP residents rated this image as slightly wilder than Scottish residents.

Figure 1: Mountains

© Scottish Natural Heritage



Table 11 – Please can you tell me how wild you think the scene is? (%)

Base: All respondents

	Scotland	CNP
Very wild (4)	76	81
Quite wild (3)	18	18
Not very wild (2)	3	1
Not at all wild (1)	1	-
Don't know	1	-
Mean score	3.7	3.8
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.3.2 Lochs and mountains

The image below of lochs and mountains was rated by the majority of respondents as very wild. Lochs and mountains scored a very similar mean score to the previous Mountains image. However, the previous image of mountains was rated by more respondents as very wild. Again, only a very small minority rated this image as not wild.

Both audiences gave a mean score of 3.7, which equates to just under very wild.

Figure 2: Loch and mountains

© Scottish Natural Heritage



Table 12 – Please can you tell me how wild you think the scene is (%)

Base: All respondents

	Scotland	CNP
Very wild (4)	73	70
Quite wild (3)	21	26
Not very wild (2)	3	3
Not at all wild (1)	1	1
Don't know	1	*
Mean score	3.7	3.7
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.3.3 Moor (with ruined building)

The majority of respondents rated the image of a Moor with a ruined building as very wild. Feedback was very similar from both the general Scottish population and CNP residents, with around 60% rating the scene as very wild and around 30% rating the scene as quite wild. This indicates that a scene can be perceived as wild even with ruined buildings in the landscape.

Both audiences gave similar mean scores of 3.5 and 3.6, which equates to in between quite and very wild.

Figure 3: Moor (with ruined building)

© Scottish Natural Heritage



Table 13 – Please can you tell me how wild you think the scene is (%)
Base: All respondents

	Scotland	CNP
Very wild (4)	61	63
Quite wild (3)	31	30
Not very wild (2)	5	6
Not at all wild (1)	1	1
Don't know	2	-
Mean score	3.5	3.6
Base	1004	300

3.2.3.4 Moorland

Showing similarity to the ratings of the Moor with a ruined building, the Moorland image (below) was rated as wild by the majority of respondents, with around 60% rating it as very wild and 30% rating it as quite wild.

Ratings were similar between the general population and CNP residents, with mean scores of 3.5 and 3.6 (in between very and quite wild).

Figure 4: Moorland

© Scottish Natural Heritage



Table 14 – Please can you tell me how wild you think the scene is (%)
Base: All respondents

	Scotland	CNP
Very wild (4)	62	65
Quite wild (3)	29	33
Not very wild (2)	6	2
Not at all wild (1)	2	*
Don't know	2	-
Mean score	3.5	3.6
Base	1004	300

3.2.3.5 Crofting settlement

While the majority of respondents rated the image of crofting settlements as wild to some extent (either very or wild), the majority of respondents did not rate this image as very wild, as with previous images. This may be reflective of the presence of buildings in the image. Interestingly, CNP residents were significantly less likely than the Scottish population to rate this image as very wild (38% rated as very wild compared to 48% of Scottish residents). The mean scores of 3.2 and 3.3 are in between quite and very wild, although a little closer to quite wild.

Figure 5: Crofting settlement

© Scottish Natural Heritage



Table 15 – Please can you tell me how wild

you think the scene is (%)

Base: All respondents

	Scotland	CNP
Very wild (4)	48	38
Quite wild (3)	38	49
Not very wild (2)	10	11
Not at all wild (1)	3	2
Don't know	1	-
Mean score	3.3	3.2
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.3.6 Natural woodland

Around one in four respondents rated natural woodland as very wild, from both audiences. However, the general Scottish population thought that this image was wilder than CNP residents, with an additional 43% rating it as quite wild compared to 32% of CNP residents. Around two in five CNP residents (41%) rated this image as not very or not at all wild, compared with 27% of the general population. With a mean score of 3.0 from Scottish residents, this equates to quite wild, while a mean score of 2.6 is between quite and not very wild.

When respondents earlier identified location types considered to be wild (see 3.2.2), woodland / forests was rated as wild by the majority of both CNP residents and the general population. This switch in opinion suggests that the image below does not correspond to respondents' perception of woodlands and forests.

Figure 6: Natural Woodland

© Scottish Natural Heritage



Table 16 – Please can you tell me how wild

you think the scene is (%)

Base: All respondents

	Scotland	CNP
Very wild (4)	28	24
Quite wild (3)	43	32
Not very wild (2)	21	22
Not at all wild (1)	6	19
Don't know	2	2
Mean score	3.0	2.6
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.3.7 Farmland with grazing animals

Opinions were mixed over the wildness of the image of Farmland with grazing animals. Around one in two respondents were of the opinion that the image was wild and a similar proportion were of the opinion that the image was not wild. Amongst Scottish residents, 43% rated the image as quite wild while 31% rated the image as not very wild. Around one in three CNP residents rated the image as quite wild (33%), while a similar proportion rated the image as not very wild (32%). Reflecting mixed opinions, the image receives a mean score of 2.5 (in between not very wild and quite wild).

Figure 7: Farmland with grazing animals

© Scottish Natural Heritage



Table 17 – Please can you tell me how wild you think the scene is (%)
Base: All respondents

	Scotland	CNP
Very wild (4)	11	16
Quite wild (3)	43	33
Not very wild (2)	31	32
Not at all wild (1)	13	18
Don't know	2	*
Mean score	2.5	2.5
<i>Base</i>	1004	300

3.2.3.8 Urban green space

The image of Urban green space was rated least wild by both the general population and CNP residents. A very small minority rated the image as very wild, with 26% of Scottish residents and 21% of CNP residents rating the image as quite wild. Overall, the majority of both audiences rated urban green space as not wild, with a significantly higher proportion of CNP residents rating Urban green space as not at all wild.

Both audiences rate the image around 2.0, which equates to not very wild.

Figure 8: Urban green space

© Scottish Natural Heritage



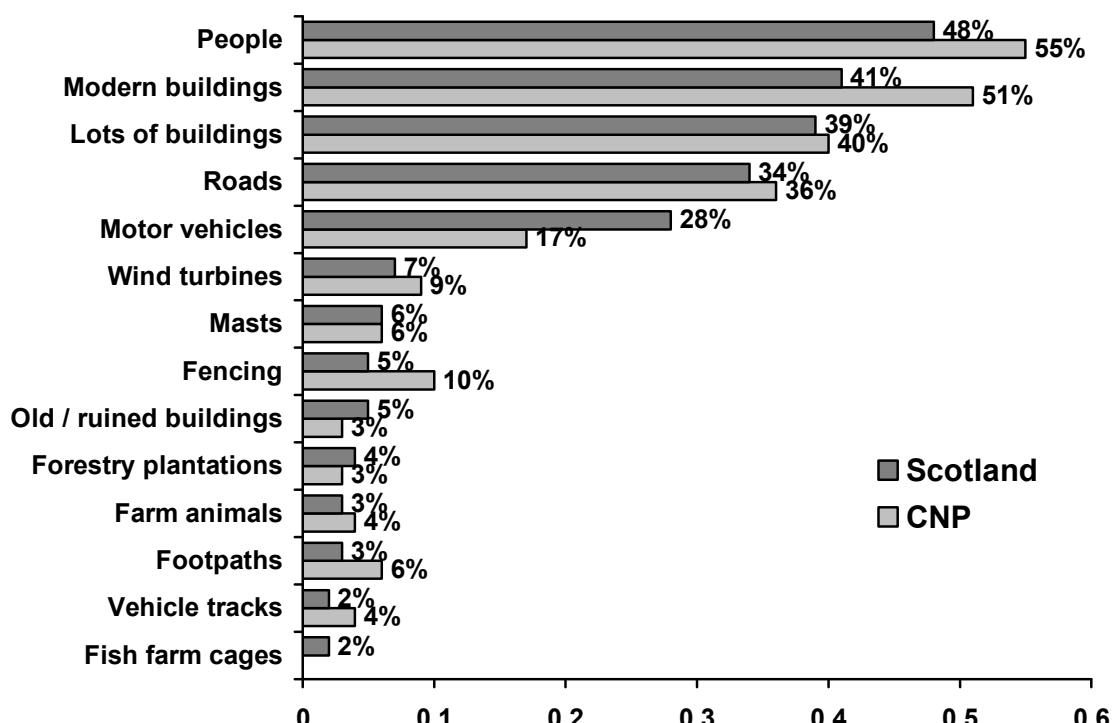
Table 18 – Please can you tell me how wild you think the scene is (%)
Base: All respondents

	Scotland	CNP
Very wild (4)	2	3
Quite wild (3)	26	21
Not very wild (2)	39	33
Not at all wild (1)	30	41
Don't know	3	2
Mean score	2.0	1.9
<i>Base</i>	1004	300

3.2.4 Features which reduce the wildness of an area

Respondents were asked to state spontaneously, without any prompting, what features or characteristics reduce the wildness of an area.

Figure 9: What features or characteristics reduce the wildness of an area (spontaneous)? Base: All respondents (1004 / 300)



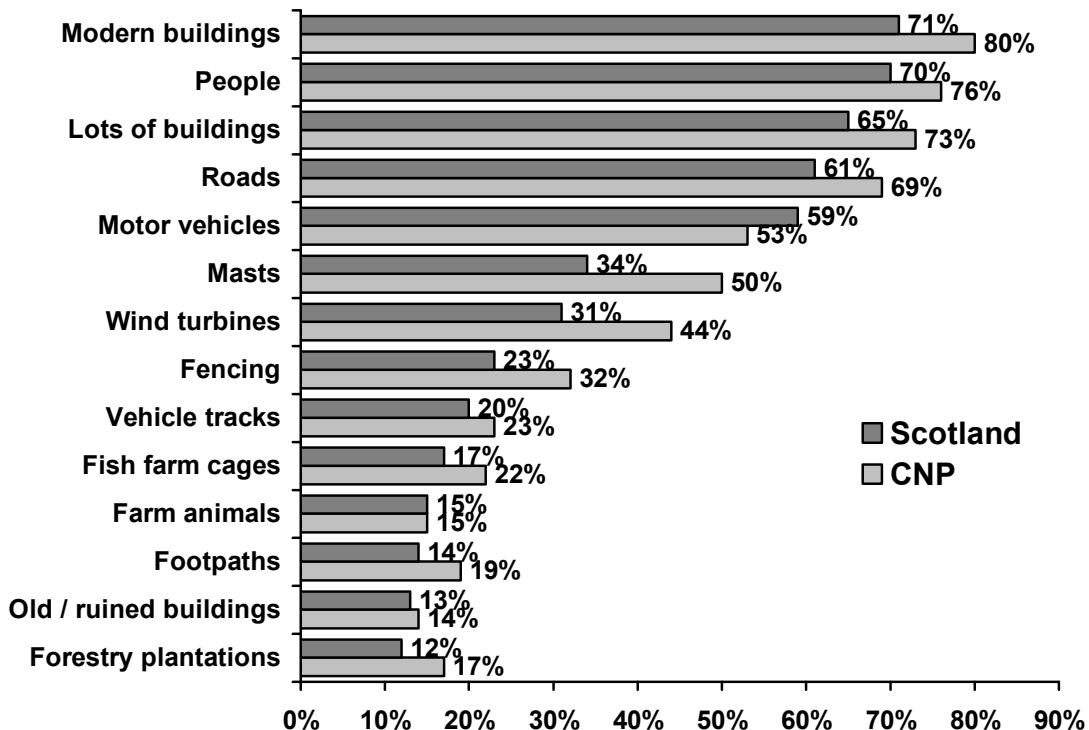
As can be seen above, people, modern buildings and lots of buildings were the top three characteristics mentioned spontaneously as features which reduce the wildness of an area. These were most closely followed by roads and motor vehicles. Interestingly, with the exception of motor vehicles, residents from CNP were more likely to state these factors, especially people and modern buildings, than the Scottish population. Conversely, a significantly greater proportion of Scottish residents stated motor vehicles than CNP residents.

While fencing, footpath and vehicle tracks were not amongst the most widely mentioned features that reduce the wildness of an area, CNP residents felt more strongly about these areas. It may be that these are features which CNP residents are more likely to observe and so their importance is greater than amongst the general population.

Note that the features that respondents mentioned unprompted (Fig. 9) have been classified into the same categories that interviewers used in the prompted questions below (Fig.10).

Next, respondents were prompted with particular features or characteristics that might reduce the wildness of an area; these prompts are the ones listed in Fig. 10 below.

Figure 10: What features or characteristics reduce the wildness of an area
(total, after prompting)? Base: All respondents (1004 / 300)



After prompting, modern buildings, people, lots of buildings, roads and motor vehicles remain the key features for reducing the wildness of an area. Again, with the exception of motor vehicles, a greater proportion of CNP residents tend to rate these factors as reducing the wildness of an area. In addition, one in two CNP residents stated that masts reduce the wildness of an area (50% and 34% amongst Scottish residents), 44% stated wind turbines (compared to 31%) and 32% stated fencing (compared to 23%). These represent significant differences between the audiences and suggest that there are some key issues which are more prevalent amongst CNP residents.

Table 19 analyses these results further by showing how the five main detractors were perceived by leisure visitors, those who visited for both work and leisure, and by non-visitors.

*Table 19 – What features or characteristics reduce the wildness of an area –
Top 5 Areas by Leisure Visits (%)
Base: All respondents*

	Scotland			CNP		
	Leisure Visitors	Work & Leisure Visitors	Non Visitor	Leisure Visitors	Work & Leisure Visitors	Non Visitor
Modern buildings	78	73	56	83	91	64
People	74	64	66	76	73	83
Lots of buildings	71	71	50	67	86	75
Roads	65	61	51	70	71	57
Motor vehicles	67	58	44	54	59	42
<i>Base</i>	<i>622</i>	<i>92</i>	<i>270</i>	<i>175</i>	<i>57*</i>	<i>61*</i>

*Caution: low base size

Modern buildings were most frequently stated as detractors amongst Scottish residents who visit the outdoors for leisure and amongst those who visit the outdoors for both leisure and work (stated by 78% and 73%, respectively). Scottish residents who had not visited the outdoors for work or leisure were more likely to mention people (66%) than modern buildings (56%) as the key feature which reduces the wildness of an area.

A similar pattern emerged amongst CNP residents, with modern buildings more frequently mentioned by leisure and leisure / work visitors to the outdoors (83% and 91%, respectively), while non visitors⁸ were more likely to mention people (83%). With the exception of ‘people’, non visitors tended to be less likely than work or leisure visitors to identify features which reduce the wildness of an area.

⁸ Those who had not visited the outdoors for leisure or work in the past 12 months

3.2.5 Rating of the impact of features on wild places

Respondents were shown a series of images and asked to state the impact of each image on a wild area. That is, whether the feature would increase the wildness of an area significantly, increase the wildness of an area slightly, have no impact, decrease the wildness slightly or decrease the wildness of the area significantly. Again, titles were not attached to each image and respondents had to interpret each scene.

Each image will be discussed separately but for comparison, a summary table of mean scores has been produced. In calculating a mean score, a value is attached to each response as follows: increase significantly (+2), increase slightly (+1), have no impact (0), decrease slightly (-1), decrease significantly (-2). Those who stated 'don't know' were excluded from the calculation. A mean score of less than 0 equates to a negative impact.

As can be seen in the table, there was generally a consensus between the general population and CNP residents. Both audiences were in agreement that forestry plantations, built footpaths, old buildings and vehicle tracks have no impact or even a slightly positive impact (mean scores are above 0.0). Both audiences were also in agreement that wind turbines and masts will decrease the wildness of an area (mean scores of -0.8 to -1.42). That said, CNP residents were more critical of these features.

Table 20 – Mean score of impact on wild areas (+2 = increase significantly / -2 = decrease significantly)
Base: All respondents

	Scotland	CNP
Forestry plantations	0.44	0.48
Built footpaths	0.36	0.30
Old buildings	0.34	0.62
Vehicle tracks	0.32	0.21
Deer fences	-0.46	-0.44
Fish farm cages	-0.58	-0.90
Wind turbines	-0.87	-1.09
Masts	-1.08	-1.42

3.2.5.1 Forestry plantations

Overall, the majority of respondents thought that forestry plantations would either increase the wildness of an area or have no impact. There was some similarity between the two audiences, with Scottish residents giving a mean score of +0.44 and CNP residents giving a score of +0.48, meaning that the impact is between no impact and increase slightly.

Amongst the Scottish population, strollers / sightseers and those who had not visited the outdoors for leisure or work were most positive towards this image, scoring +1 and +0.8, respectively. Members of wildlife organisations were most negative, scoring -0.2. This may reflect an ability to interpret the photograph as a forestry plantation.

Figure 11: Forestry plantations

© Scottish Natural Heritage



Table 21 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	25	26
Increase slightly (+1)	23	27
No impact (0)	24	26
Decrease slightly (-1)	20	14
Decrease significantly (-2)	5	8
Mean score	0.44	0.48
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.5.2 Built footpaths

Again, the majority of respondents thought that built footpaths would have either no impact or a positive impact on the wildness of an area. Amongst both audiences, two in five respondents (40%) thought that built footpaths would increase the wildness of an area.

Means scores for both audiences are around +0.3, equating to just over no impact.

Figure 12: Built footpaths

© Scottish Natural Heritage



Table 22 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	20	27
Increase slightly (+1)	20	13
No impact (0)	35	29
Decrease slightly (-1)	19	25
Decrease significantly (-2)	3	6
Mean score	0.36	0.30
<i>Base</i>	<i>1004</i>	<i>300</i>

3.2.5.3 Old buildings

With regard to old buildings, there was some difference in opinion between the general population and CNP residents. CNP residents were more positive towards old buildings and over one in two (51%) thought that old buildings would have a positive impact on the wildness of an area, with a further 32% stating no impact. Amongst Scottish residents, a significantly lower proportion (37%) was of the opinion that old buildings would increase the wildness of an area and 44% stated that it would have no impact. However, similar proportions between the two audiences thought that old buildings would have a negative impact (16% stated decrease to some extent).

Figure 13: Old buildings

© Scottish Natural Heritage



*Table 23 – What impact do the features have on a wild area? (%)
Base: All respondents*

	Scotland	CNP
Increase significantly (+2)	14	30
Increase slightly (+1)	23	21
No impact (0)	44	32
Decrease slightly (-1)	12	12
Decrease significantly (-2)	4	4
Mean score	0.34	0.62
Base	1004	300

3.2.5.4 Vehicle tracks

Again, there was a slight difference in opinion between the two groupings. The general population tended to be more positive towards vehicle tracks, with 38% stating that it would increase the wildness of an area to some extent and a further 33% stating that vehicle tracks would have no impact. While a similar proportion of CNP residents thought that vehicle tracks would increase the wildness of an area, over one in three (35%, significantly higher than 25% amongst Scottish residents) stated that tracks would decrease the wildness of an area. That said, both sets of mean scores were above zero and hence the average view was not negative.

It is important to note that there is the potential that some respondents did not recognise the photograph as an image containing vehicle tracks, perhaps in the absence of scale register. Perhaps reflecting understanding of the scene, members of wildlife organisations and Scottish residents who participate in wilderness activities were more negative towards the impact of this image.

Figure 14: Vehicle tracks

© Scottish Natural Heritage



Table 24 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	24	29
Increase slightly (+1)	14	8
No impact (0)	33	28
Decrease slightly (-1)	20	23
Decrease significantly (-2)	5	12
Mean score	0.32	0.21
Base	1004	300

3.2.5.5 Deer fences

As can be seen in the table, public opinion was more negative towards deer fences. Around one in two respondents, from both audiences, were of the opinion that deer fences reduce the wildness of an area (51% amongst Scottish residents and 49% amongst CNP residents). Mean scores were negative (-0.46 for Scottish residents and -0.44 for CNP residents), equating to between no impact and a slight decrease on the wildness of an area.

Figure 15: Deer fences

© Scottish Natural Heritage



Table 25 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	8	10
Increase slightly (+1)	9	7
No impact (0)	27	33
Decrease slightly (-1)	34	27
Decrease significantly (-2)	17	22
Mean score	-0.46	-0.44
Base	1004	300

3.2.5.6 Fish farm cages

As can be seen in the table, CNP residents were significantly more critical of fish farm cages than the general population. Over two in three CNP residents (69%) stated that fish farms would decrease the wildness of an area, with 27% stating decrease significantly. This compares to over one in two Scottish residents (52%) who were of the opinion that fish farms would decrease the wildness of an area.

The mean score amongst CNP residents was -0.9, which is close to 'decrease slightly', while the general population mean score of -0.58 was in between no impact and 'decrease slightly'. Scottish residents who lived in rural locations and who participated in wilderness activities were most negative towards fish farm cages (scoring -1 and -0.9 respectively). Amongst Scottish residents, 9% could not provide an answer. Anecdotal feedback from interviewers suggested that this image was not universally recognised.

Figure 16: Fish farm cages

© Scottish Natural Heritage



Table 26 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	4	4
Increase slightly (+1)	10	2
No impact (0)	26	20
Decrease slightly (-1)	33	42
Decrease significantly (-2)	19	27
Mean score	-0.58	-0.90
Base	1004	300

3.2.5.7 Wind turbines

The majority of both Scottish (66%) and CNP (73%) residents stated that wind turbines would decrease the wildness of an area. CNP residents were significantly more critical, with 45% stating that wind turbines would decrease the wildness of an area significantly. Minorities of both audiences were of the opinion that wind turbines would increase the wildness of an area.

Means score were towards decrease slightly (-0.87) or just over decrease slightly (-1.09). This is clearly a feature that residents think would have a negative impact on wild areas. Scottish residents who participated in wilderness activities or lived in rural areas were most critical, giving average mean scores of -1 and -1.3, respectively. In addition, Scottish residents who had not made any visits to the outdoors (for work or leisure) were most critical, scoring -1.2.

Figure 17: Wind turbines

© Scottish Natural Heritage



Table 27 – What impact do the features have on a wild area? (%)
Base: All respondents

	Scotland	CNP
Increase significantly (+2)	3	4
Increase slightly (+1)	9	6
No impact (0)	18	13
Decrease slightly (-1)	34	28
Decrease significantly (-2)	32	45
Mean score	-0.87	-1.09
Base	1004	300

3.2.5.8 Masts

The majority of both audiences were of the opinion that masts would decrease the wildness of an area, albeit CNP residents were significantly more critical (71% of Scottish residents and 86% of CNP residents). The general population's mean score of -1.08 equates to just over decrease slightly, while the CNP mean score of -1.42 is in between decrease slightly and decrease significantly. Of all the features shown, respondents thought that masts would be most likely to decrease the wildness of an area. Scottish residents in rural areas and who participate in wilderness activities were more negative towards masts.

Figure 18: Masts

© Scottish Natural Heritage



Table 28 – What impact do the features have on a wild area? (%)
Base: All respondents

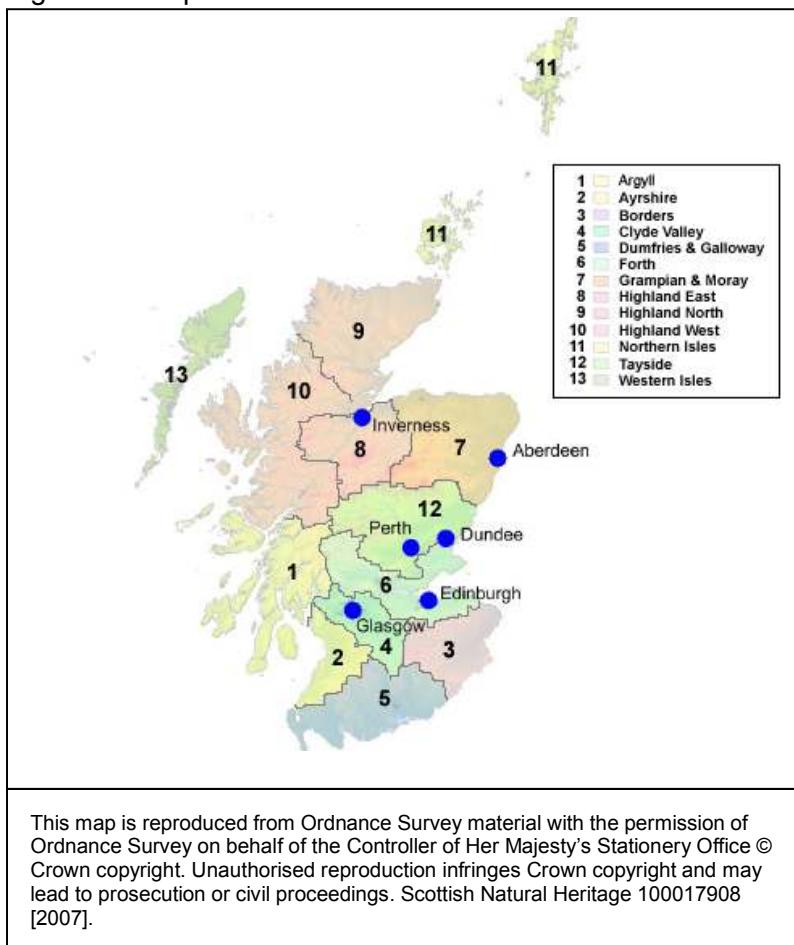
	Scotland	CNP
Increase significantly (+2)	3	1
Increase slightly (+1)	6	1
No impact (0)	16	8
Decrease slightly (-1)	27	31
Decrease significantly (-2)	44	55
Mean score	-1.08	-1.42
Base	1004	300

3.3 Wild areas in Scotland

This section of the report identifies the areas of Scotland that are perceived by residents as wild. Respondents were shown a map of Scotland (see Fig 19) and asked to identify the sections perceived as having a great number of wild areas and the sections perceived as having no or little wild areas.

Please note, the map below was show as an A4 size show card to ensure that respondents could see the map in detail.

Figure 19: Map of Scotland



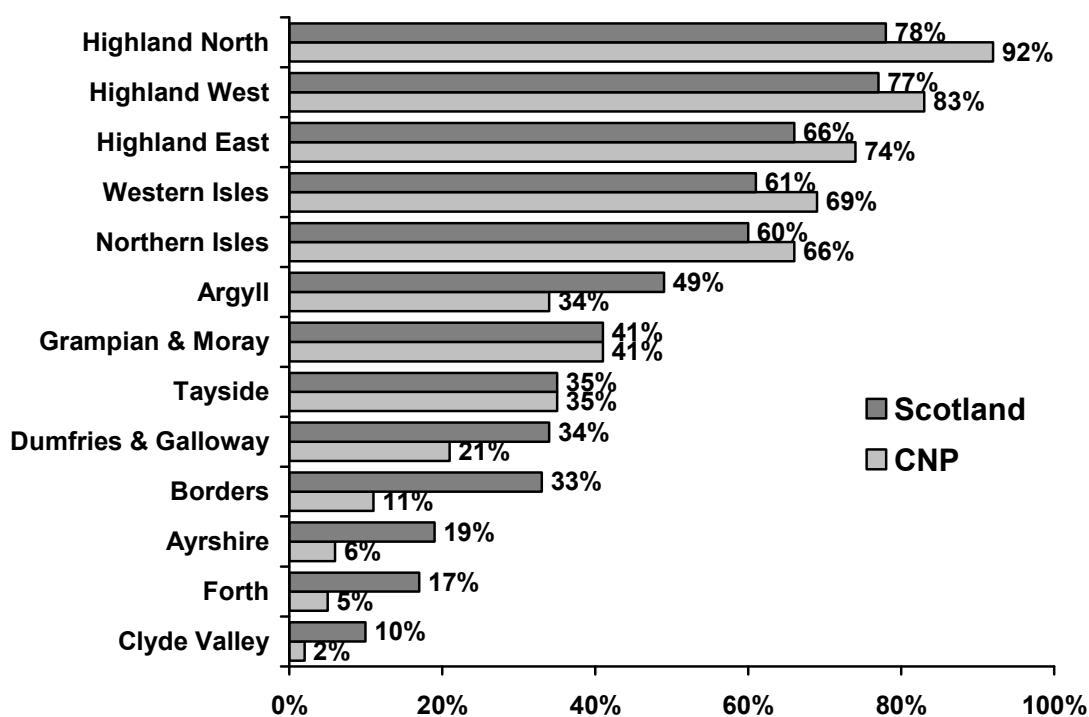
3.3.1 Areas with a great number of wild places

Both the general Scottish population and CNP residents rated Highland North, Highland West, Highland East, Western Isles and Northern Isles as the top 5 areas with the greatest number of wild areas. A greater proportion of CNP residents stated Highland North, Highland West, Highland East and the Western Isles as having a large number of wild areas.

Interestingly, a significantly greater proportion of Scottish residents than CNP residents were of the opinion that Argyll, Dumfries & Galloway and the Borders have a great number of wild areas. This may be reflective of familiarity with the areas.

Amongst both Scottish and CNP residents, Ayrshire, Forth and Clyde Valley were stated least often as having a great number of wild areas. Residents from CNP were significantly less likely to state these regions, perhaps again reflecting lack of familiarity with the areas.

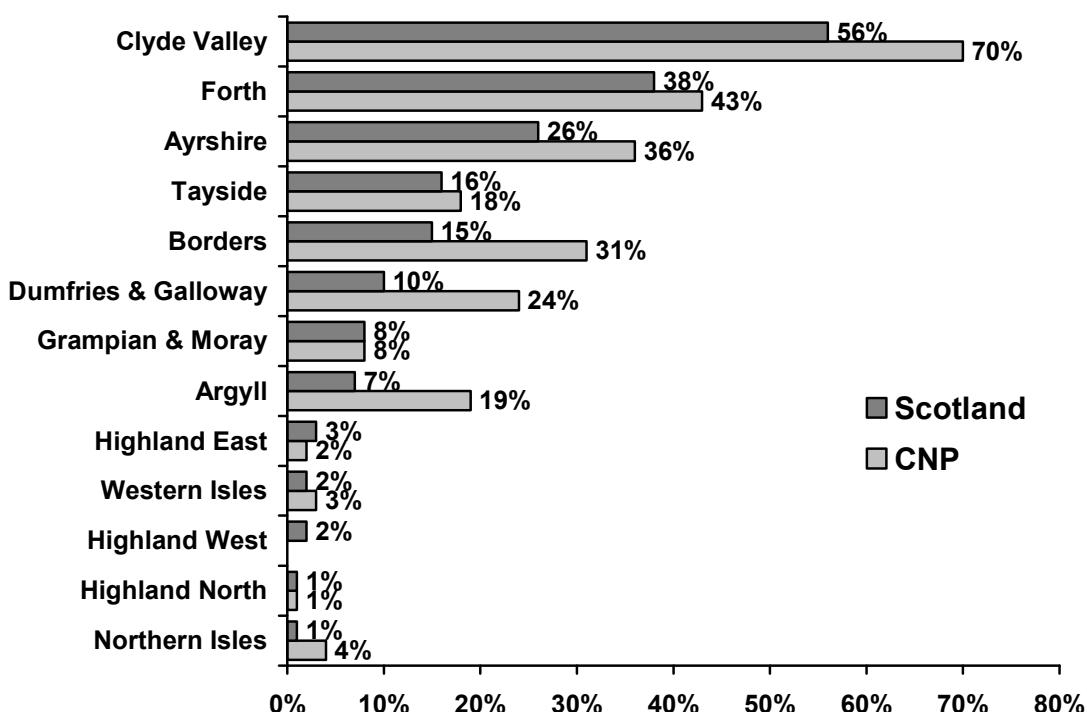
Figure 20: Please can you look at this map and tell me which section(s) you think have a great number of wild areas? (1004 / 300)



3.3.2 Areas with no, or a small number of, wild places

Corresponding to the areas with a great number of wild places, the Clyde Valley was stated most frequently by both audiences as the area with no or little wild places. A significantly greater proportion of CNP residents than the general population were of the opinion that Clyde Valley, Ayrshire, the Borders, Dumfries and Galloway and Argyll had no or few wild areas. The findings suggest that the general Scottish population has a broader definition of wild areas than CNP residents, or could reflect general familiarity with these areas.

Figure 21: Which section(s) do you think have no or little wild areas? Base:
All respondents (1004 / 300)



3.3.3 Areas perceived as extremely wild

Respondents were asked to state the specific areas of Scotland that they perceived as extremely wild. Respondents were not prompted with answers and so a vast range of different places were mentioned, ranging from large regions to specific areas. While the map of Scotland was not shown at this stage, it is important to note that the map of Scotland had been previously shown and respondents may have recalled the names of areas used in the map (e.g. Highland West).

As can be seen in the table overleaf, over one in four of the general population (29%) stated that the 'Highlands' was extremely wild. The Highlands was most closely followed by Highland North, the Western Isles, Highland West, Northern Isles and 'north'. Amongst CNP residents, just under two in five (37%) stated that the Highland North area was extremely wild. This was most closely followed by Highland West, the Western Isles, the Highlands and Highland East. A vast range of other places were mentioned, by both CNP and Scottish residents, and this most likely reflects levels of knowledge and awareness of the different areas of Scotland.

Table 29 – Which specific areas of Scotland, if any, do you perceive as extremely wild? (%)*

Base: All respondents

	Scotland	CNP
Highlands	29	15
Highland North	13	37
Western Isles	10	16
Highland West	10	19
Northern Isles	9	12
North	7	2
Highland East	6	15
Argyll	4	9
Cairngorms	2	7
Mountains	2	2
West Coast	2	1
Inverness-shire	2	*
Grampian & Moray	1	6
Tayside	1	2
All over	1	1
Skye	1	1
Aviemore	1	1
Stornoway	1	*
Borders	1	*
Hebrides	1	*
Islands	1	-
Glen Clova	1	-
Loch Lomond	1	-
Caithness	1	-
Fort William	1	-
Glenshee	1	-
Dumfries & Galloway	*	1
Orkney	*	1
Banff	-	1
Elgin	-	1
Uist	-	1
<i>Base:</i>	<i>1004</i>	<i>300</i>

* table only details areas mentioned by 1% or more

3.4 Wild areas in the Cairngorms National Park

This section of the report evaluates residents' perceptions and knowledge of the Cairngorms National Park.

3.4.1 Familiarity with the Cairngorms National Park

As would be expected, CNP residents were significantly more familiar with the area covered by the Cairngorms National Park (89% of CNP residents were very or quite familiar compared to 31% of Scottish residents). That said, over one in ten CNP residents (11%) stated that they were either not very or not at all familiar with CNP. Amongst CNP residents, those who had not visited the outdoors for leisure purposes in the last 12 months were least familiar with the area covered by CNP (17% not very and 10% not at all familiar).

Amongst the general Scottish population, just under one in three (31%) were familiar with the area covered by CNP, rising to 36% amongst males, 38% amongst those in social grading ABC1, 51% amongst those who participated in wilderness activities, 41% amongst those who visit the outdoors regularly, 51% amongst those who visit the outdoors for both work and leisure and 56% amongst members of wildlife and conservation organisations.

Table 30 – How familiar are you with the area covered by the Cairngorms National Park? (%)
Base: All respondents

	Scotland	CNP
Very familiar	7	52
Quite familiar	24	37
Not very familiar	28	8
Not at all familiar	41	3
Base:	1004	300

3.4.2 Perceived wildness of the Cairngorms National Park

A significantly greater proportion of CNP residents than the general population stated that CNP was either very or quite wild. Amongst CNP residents, 52% stated that CNP was very wild, with a further 40% stating quite wild. Amongst Scottish residents, around one in three stated that CNP was very wild (33%) and a similar proportion stated that it was quite wild (36%). However, the difference in opinion is offset by around one in four of the general population (26%) who did not know whether CNP was wild or not and so stated 'don't know'.

Table 31 – How wild do you perceive the Cairngorms National Park? (%)
Base: All respondents

	Scotland	CNP
Very wild	33	52
Quite wild	36	40
Not very wild	3	4
Not at all wild	2	2
Don't know	26	1
Base:	1004	300

Amongst the general population, the proportion who rated CNP as wild (very or quite) increased amongst those aged 55+ (76%), those in social grouping ABC1 (76%), those who visited the outdoors regularly (79%), those who visited the outdoors for leisure (87%), those who participated in wilderness activities (84%) and members of wildlife and conservation organisations (81%). The proportion unable to provide an answer (i.e. 'don't know') was higher amongst those aged 16 - 34 (36%), those in social grouping C2DE (34%) and those who had not visited the outdoors for recreation purposes in the last 12 months (46%).

3.4.3 *The level of wildness of different types of landscape in CNP*

Respondents were shown a list of different areas within the Cairngorms National Park and asked to rank the areas in terms of wildness. For analysis purposes, mean scores have been calculated to provide an average ranking for each area. Six is the most wild and one is the least wild.

In line with feedback from the rating of the images for levels of wildness, both Scottish and CNP residents ranked mountain tops as the wildest landscape types within the Park. Heather moorland and natural moorland both score similar ranks, followed by forestry plantations, farmland and villages.

Table 32 – Please can you rank the areas in terms of wildness, so 6 would be most wild and 1 would be least wild? (Mean score)

Base: All respondents

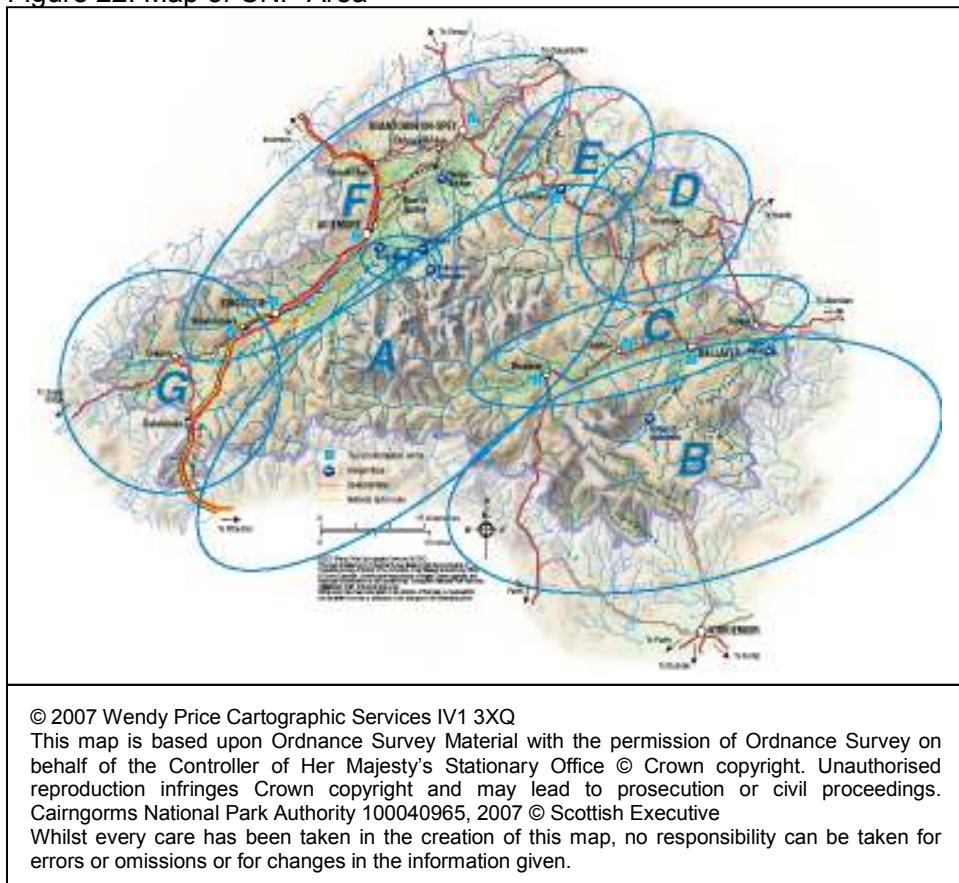
	Scotland	CNP
Mountain tops	5.4	5.8
Heather moorland	4.8	4.7
Natural moorland*	4.6	4.5
Forestry plantation	3.8	3.3
Farmland	2.6	2.2
Villages	1.4	1.2
Base:	1004	300

*The term 'Natural Moorland' relates to an error in the questionnaire which should have read 'Natural Woodland'. The very slight difference in ranking of Heather Moorland and Natural Moorland, suggests that respondents do not associate significant differences between 'Natural' and 'Heather'. This does not affect the ranked order of the other landscape types.

3.4.4 Rating of areas in CNP for wild areas

Respondents were shown a map of the CNP area (see Fig 22) and asked to identify which areas they thought were 'very wild', 'quite wild', 'not very wild' or 'not at all wild'.

Figure 22: Map of CNP Area



Looking at mean scores (very wild equates to 4 and not at all wild equates to 1), it can be seen that both the general population and CNP residents rate Area A (Central Cairngorms) as most wild, followed by area B (Eastern Cairngorms). Areas A and B are rated in between quite and very wild.

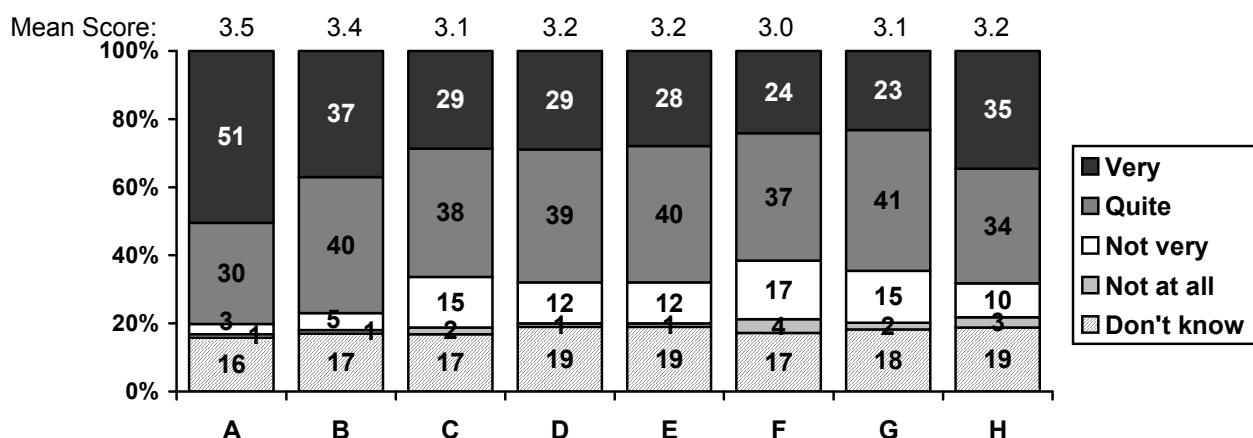
Table 33 – Mean score of the wildness of areas in CNP
Base: All respondents

Scotland	CNP
A: 3.5	A: 3.7
B: 3.4	B: 3.5
D: 3.2	C: 3.3
E: 3.2	D: 3.3
H: 3.2	E: 3.3
C: 3.1	G: 3.3
G: 3.1	H: 3.2
F: 3.0	F: 3.1

Areas C, D, E, G and H all receive very similar ratings, of between 3.1 and 3.3, which equates to around quite wild. Finally, both Scottish and CNP residents rate area F (Lower Badenoch & Strathspey) as the least wild area of the areas within the Park. This is the area which encompasses the major towns. That said, the mean scores of 3.0 and 3.1 for area F indicate that respondents still perceive this area as quite wild.

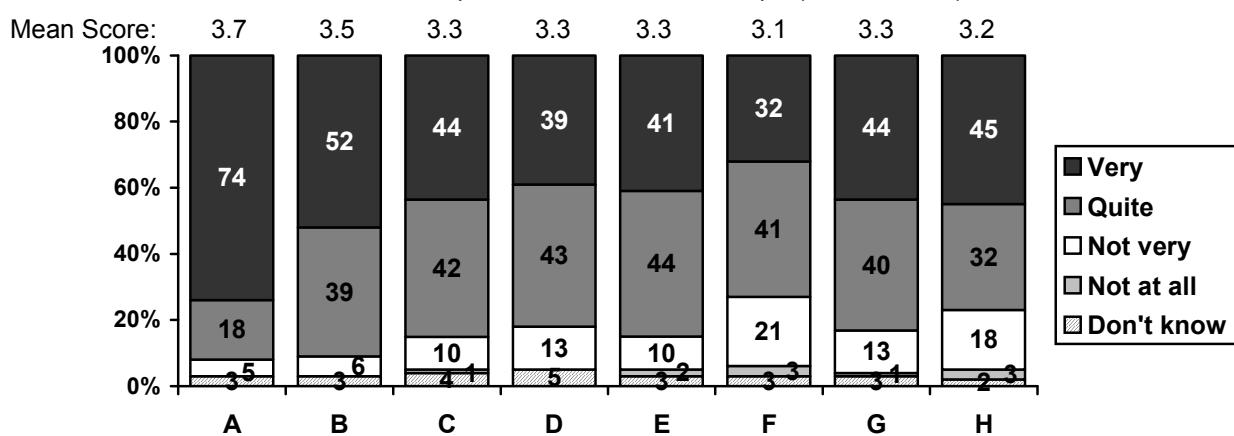
As can be seen in the chart below, the general Scottish population rated area A (Central Cairngorms) as the most wild. Over one in two (51%) rate this area as very wild with a further 30% rating this area as quite wild. Area F (Lower Badenoch & Strathspey) was rated the least wild, albeit nearly two in three (61%) rate this area as either very or quite wild. Generally, a significantly greater proportion of Scottish residents than CNP residents stated 'don't know' to this question.

Figure 23 - Please can you look at this map and tell me what areas you think are wild? Base:
All respondents from the main sample (Scottish residents)



Showing similarity to the general population, CNP residents also rated Area A (Central Cairngorms) as the most wild. Nearly three in four residents (74%) rated Area A as very wild, with a further 18% rating this section as quite wild. Again, Area F (Lower Badenoch & Strathspey) was rated the least wild, with nearly one in four residents (24%) rating Area F as either not very or not at all wild. That said, Area F is still perceived as wild, to some extent, by the majority of residents (73%).

Figure 24 - Please can you look at this map and tell me what areas you think are wild?
Base: All respondents from the boost sample (CNP residents)



3.5 The importance of wild areas to Scotland

This section of the report details the perceived importance and benefits of wild places.

3.5.1 Rating of the importance of wild places

When asked how important it is that Scotland has wild places, the majority of respondents stated that it was very important (70% amongst Scottish residents and rising significantly to 82% amongst CNP residents).

Within the general population, the proportion who stated that it was very important for Scotland to have wild places increased amongst those who participated in wilderness activities (88%), those who had visited the outdoors for leisure (75%), those who make regular visits to the outdoors (83%) and members of wildlife and conservation organisations (81%). Otherwise the perceived importance of wild land was similar across social groupings, and across rural and urban.

Amongst CNP residents, the proportion who stated that it was very important for Scotland to have wild areas increased amongst those who participate in wilderness activities (93%), those who visit the outdoors for work and leisure (95%) and member of wildlife organisations (95%). No CNP residents stated that it was not important to have wild places, and less than 1% of the general population stated that it was not important.

Table 34 – How important is it that Scotland has wild areas? (%)

Base: All respondents

	Scotland	CNP
Very important	70	82
Quite important	21	14
Neither important nor unimportant	4	4
Not very important	*	-
Not at all important	*	-
Don't know	5	*
<i>Base:</i>	<i>1004</i>	<i>300</i>

* denotes less than 1%

Respondents were then asked, unprompted, to explain why it is important that Scotland has wild areas. Amongst those who provided an answer, both audiences most widely stated that it was important for Scotland to have wild places as it is 'part of our heritage and culture' (31% amongst Scottish residents and 38% amongst CNP residents). In addition, around one in four respondents (22% of Scottish residents and 27% of CNP residents) were of the opinion that wild places were important for tourism. Respondents also thought that wild places were important for wildlife (more so amongst the general population than CNP residents) and to preserve nature and the environment. In addition, a similar proportion thought that it was important to have wild places so that Scottish people have somewhere to go to escape from the hustle and bustle of everyday life. Other reasons were provided, albeit by smaller proportions of respondents.

Table 35 – Why is it important that Scotland has wild areas? (%)

Base: Those who thought that it was important that Scotland has wild areas and provided an answer (unprompted)

	Scotland	CNP
Part of our heritage / culture / what Scotland is about	31	38
For tourism	22	27
For wildlife	18	12
To preserve nature / the environment	17	16
A place to go to / a place to escape to	17	15
Beautiful place / scenic	9	5
It prevents overdevelopment	4	2
For future generations	3	5
Good for children to experience	2	1
There are not many wild places left	2	4
It's just a good thing to have / it's just important	1	*
It's healthier for people	1	1
Don't know	3	4
<i>Base:</i>	721	204

*denotes less than 1%

Amongst the small number of respondents who were of the opinion that it was not important for Scotland to have wild places (6 individuals of the general population out of the 1004 interviewed), little in-depth rationale was provided for their opinion. One respondent felt that Scotland had more important issues to deal with than wild places, another respondent felt that land was at a premium in Scotland and so we 'had to move with the times', and another was not of the opinion that Scotland had 'true' wild places. The remaining three respondents simply reiterated that Scotland does not need wild places and / or were unwilling to go into more detail.

3.5.2 How do residents feel in wild places

Respondents were asked to state, without prompting, how they feel when they are in wild places. The most common feeling, amongst both the general population and CNP residents, was of relaxation and calmness (stated by 30% of Scottish residents and 26% of CNP residents). The feeling of relaxation and calm was most closely followed by 'peaceful / at peace', 'good / fine', and 'happy / content / like it'. These were the most widely stated feelings amongst both CNP residents and the general population.

Generally, respondents stated positive feelings when in wild places. However, a small proportion of the general population (3%) stated that they felt 'vulnerable / scared / anxious / frightened' (less than 1% of CNP residents stated this feeling). This may be reflective of familiarity with wild places. Perhaps also relating to familiarity is the 4% of CNP residents who stated that they feel 'at home' when in the wild (compared to 1% of Scottish residents).

Table 36 – How do you feel when you are in wild areas? (%)
Base: Respondents who provided an answer⁹

	Scotland	CNP
Relaxed / calm	30	26
Peaceful / at peace	16	23
Good / fine	13	15
Happy / content / like it	11	17
Free / sense of freedom	7	8
At one with nature / closer to nature	4	1
Isolated / alone / lack of noise	3	4
Refreshed / invigorated	3	5
Enjoyable / enjoy it	3	6
Vulnerable / scared / anxious / frightened	3	*
Excited / exhilarated	2	2
No feeling / no different / indifferent	2	3
Nice to look at / things around you	1	-
Healthy	1	*
Safe	1	1
At home	1	4
Proud	1	1
Comfortable	*	1
Humble	*	-
Inspired	*	*
Don't know	11	7
<i>Base:</i>	<i>788</i>	<i>218</i>

* less than 1%

⁹ The base size only includes respondents where an audible answer could be established. Those who did not answer the question are also excluded from the analysis.

3.5.3 Factors which benefit from Scotland having wild areas

Respondents were presented with a list of features and asked to state which, if any, they thought benefited from Scotland having wild areas. As can be seen in the table below, the most frequently cited factor by both the general population and CNP residents was tourism. However, CNP residents placed significantly more importance on tourism than the general population (cited by 81% of Scottish residents and 94% of CNP residents).

Amongst Scottish residents, tourism was followed by wildlife and nature (cited by 70%) and the environment (cited by 63%). The benefits of wild places had different emphasis amongst CNP residents, amongst whom tourism was followed by cultural identity (cited by 80%), the environment (cited by 73%) and the local economy (cited by 70%). The differences in opinion regarding the benefits to tourism, the environment, cultural identity and the local economy are significant between Scottish and CNP residents.

Table 37 – Which of the following factors do you think benefit from Scotland having wild areas? (%)
Base: All respondents

	Scotland	CNP
Tourism	81	94
Wildlife and nature	70	68
The environment	63	73
Cultural identity	58	80
The local economy	55	70
The national economy	43	50
Local residents' health and wellbeing	42	48
Visitors' health and welling	41	41
None / nothing	4	-
Don't know	1	-
<i>Base:</i>	<i>1004</i>	<i>300</i>

3.6 Implications for the future of wild areas

This final section of the report discusses the perceived threats to wild places in Scotland and any necessary action that is required to maintain wild areas.

3.6.1 Areas under threat in Scotland

Overall, around one in two respondents (50% of Scottish residents and 52% of CNP residents) stated that wild areas in Scotland are under threat. Interestingly, a significantly greater proportion of CNP residents were of the opinion that wild areas in Scotland are not under threat (38% of CNP residents compared to 21% of Scottish residents).

Amongst both audiences, the proportion of respondents who stated that wild areas in Scotland are under threat tended to increase amongst those aged 45-54, those who participate in wilderness activities, those who visit the outdoors for work and leisure, those who visit the outdoors for recreation on a regular basis, those who are familiar with CNP, and members of wildlife and conservation organisations. In addition, amongst the general population, a greater proportion of respondents in social grouping ABC1 and those living in rural areas thought that wild areas in Scotland were under threat.

Figure 25: Do you think wild areas in Scotland are under threat? Base:
All main sample (Scottish residents)

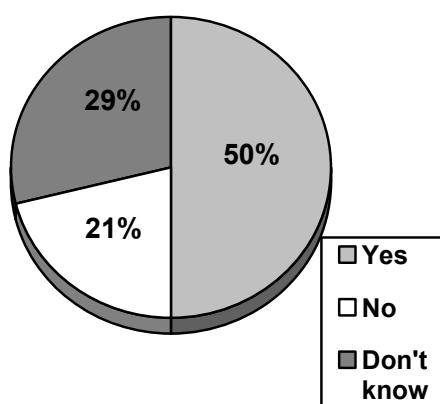
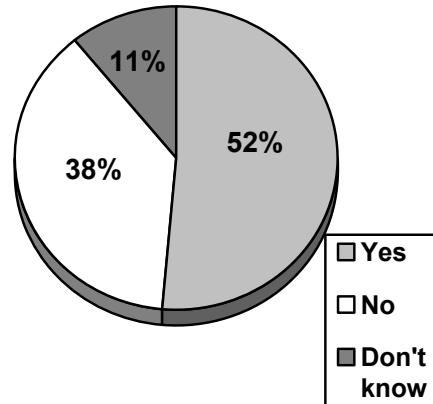


Figure 26: Do you think wild areas in Scotland are under threat? Base:
All boost sample (CNP residents)



Amongst both audiences, the proportion of respondents who stated that wild areas in Scotland are under threat tended to increase amongst those aged 45-54, those who participate in wilderness activities, those who visit the outdoors for work and leisure, those who visit the outdoors for recreation on a regular basis, those who are familiar with CNP, and members of wildlife and conservation organisations. In addition, amongst the general population, a greater proportion of respondents in social grouping ABC1 and those living in rural areas thought that wild areas in Scotland were under threat.

3.6.2 Areas under threat in the Cairngorms National Park

A smaller proportion of respondents were of the opinion that wild areas in CNP are under threat than wild areas in Scotland. Amongst the general population, 30% were of the opinion that wild areas in CNP are under threat, with one in two (49%) unsure of the answer. Amongst CNP residents, a higher proportion of respondents (38%) were of the opinion that wild areas in CNP are under threat. However, a significantly higher proportion of CNP residents (51%) did not think that wild areas in CNP are under threat.

The threat to wild areas within the Park tended to be more of an issue for those in social grouping ABC1, those who visit the outdoors for work and leisure, those who visited the outdoors regularly, those who participate in wilderness activities, those familiar with CNP, and members of wildlife and conservation organisations. CNP residents aged 45-54 were more likely to think that wild areas in CNP are under threat.

Figure 27: Do you think wild areas in CNP are under threat? Base: All main sample (Scottish residents)

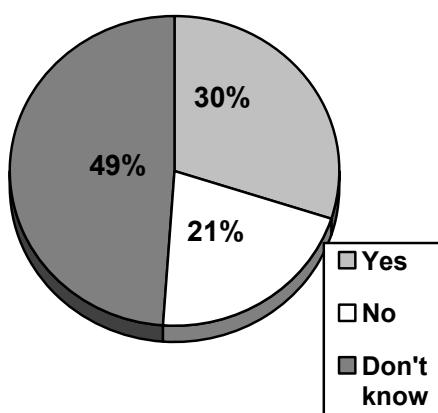
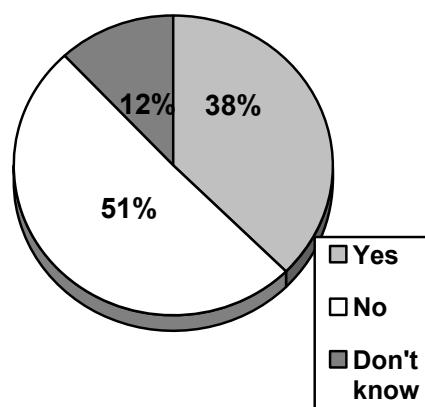


Figure 28: Do you think wild areas in CNP are under threat? Base: All boost sample (CNP residents)



3.6.3 Perceived threats to wild places

Respondents who were of the opinion that wild places in either Scotland or CNP were under threat were asked to identify what factors they perceived as threats to wild areas. Answers were provided spontaneously, without prompting.

As can be seen in the table overleaf, the most commonly stated threat to wild areas, from both the general population and CNP residents, was 'housing / building / construction' (mentioned by 35% and 41% of Scottish and CNP residents respectively). Correlating to building and construction, 'development and urbanisation' was also an issue (stated by 16% and 21% of Scottish and CNP residents respectively). Man and people were also perceived as a threat to wild areas (stated by 25% and 19%, respectively).

Interestingly, a significantly greater proportion of the general population were of the opinion that pollution was a threat (11% compared to 1% amongst CNP residents) while a significantly greater proportion of CNP residents thought that masts, pylons and wind turbines were a threat (17% of CNP residents compared to 9% of Scottish residents).

Table 38 – What do you perceive as a threat to wild areas? (%)
 Base: All who think wild places in Scotland and/or CNP are under threat

	Scotland	CNP
Housing / buildings / construction	35	41
Man / people	25	19
Development / urbanisation	16	21
Pollution	11	1
Masts / pylons / wind turbines	9	17
Roads	5	5
Climate change	5	2
Cars / vehicles	5	2
Industry	5	3
Growing population	4	6
Tree felling	2	3
Tourism	2	2
Government	1	1
Over farming	1	1
Over fishing / fish farms	1	-
Forestation	1	1
Don't know	1	1
<i>Base:</i>	<i>509</i>	<i>160</i>

3.6.4 Whether action is required to preserve wild areas in Scotland

As can be seen in the charts below, overall around three in five residents were of the opinion that action is required to preserve wild areas in Scotland (61% amongst Scottish residents and 59% amongst CNP residents). Showing similarity to previous findings, support for action tends to be greatest amongst those who participate in wilderness activities, those who visit the outdoors for work and leisure, regular visitors to the outdoors, those familiar with CNP and members of wildlife organisations. Amongst the general population, support is also greatest amongst ABC1s and those in rural areas, while 45-54 years old in CNP are most likely to think that action is required.

Figure 29: Do you think action is required to preserve wild areas in Scotland? Base: All main sample (Scottish residents)

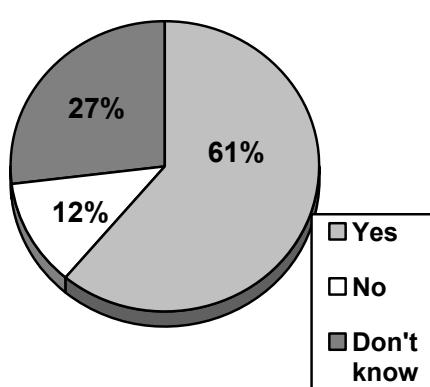
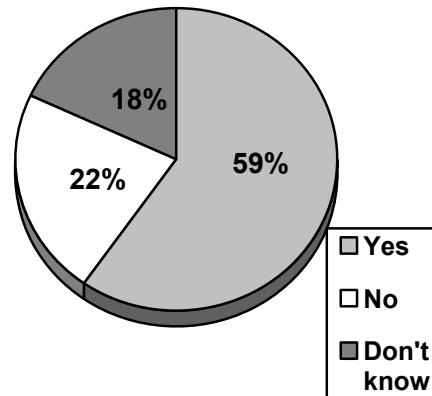


Figure 30: Do you think action is required to preserve wild areas in Scotland? Base: All boost sample (CNP residents)



3.6.5 Whether action is required to preserve wild areas in the Cairngorms National Park

Overall, around one in two respondents were of the opinion that action is required in order to preserve wild areas in CNP (48% amongst Scottish residents and 53% amongst CNP residents). It is interesting to note that a greater proportion of respondents think that action is required to preserve wild areas in CNP than the proportion who think that wild areas in CNP are under threat. This may simply be that some respondents do not think there is a current threat to wild areas but would not like to lose wild areas in the future.

Again, a similar pattern emerges and there was more support for action to preserve wild areas in CNP amongst those aged 45-54, those in social grouping ABC1, those who visit the outdoors for leisure and work, those who participate in wilderness activities, regular visitors to the outdoors, those familiar with CNP, and members of wildlife and conservation organisations.

Figure 31: Do you think action is required to preserve wild areas in CNP? Base: All main sample (Scottish residents)

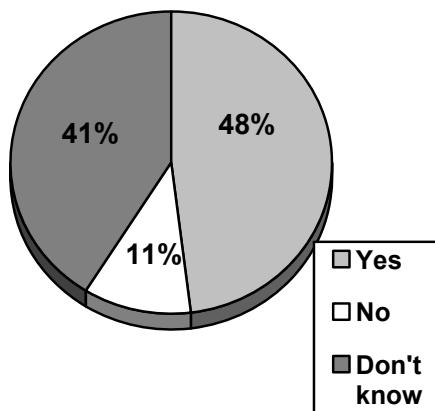
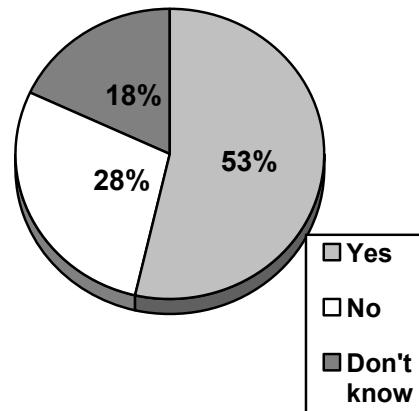


Figure 32: Do you think action is required to preserve wild areas in CNP? Base: All boost sample (CNP residents)



3.6.6 Action required to preserve wild areas

Respondents who were of the opinion that action was required to preserve wild areas in Scotland and/or CNP were then asked, without prompting, to state what action(s) should be taken to preserve wild areas. As can be seen in the table overleaf, the action that is 'top of mind' for all residents was more stringent planning controls for buildings (cited by 64% of Scottish residents and 66% of CNP residents). While there were some similarities in opinion between the two audiences, a significantly greater proportion of CNP residents believed there should be more stringent planning controls for wind turbines (cited by 41% of CNP residents and 21% of Scottish residents).

**Table 39 – What action do you think should be taken to preserve wild areas?
(spontaneous) (%)**

Base: Those who think action is required

	Scotland	CNP
More stringent planning permission for buildings	64	66
More stringent planning permission for wind turbines	21	41
More stringent control over new vehicle hill tracks	20	19
More stringent planning permission for masts	19	21
Make some areas wild again	10	11
More control over farming, forestry and fishing	7	8
Less fences and barriers	5	5
Less purpose built paths	4	3
<i>Base:</i>	635	183

Finally, respondents were prompted with a list of actions and asked to identify which should be taken to preserve wild areas. After prompting, the most frequently cited action required was more stringent planning controls for buildings (84% amongst Scottish residents and 87% amongst CNP residents). More stringent planning control for buildings was followed by more stringent planning control for masts and wind turbines.

There was significantly more support for more stringent planning control for masts and wind turbines amongst CNP residents. In addition, a significantly greater proportion of CNP residents thought that there needed to be more stringent control over new vehicle hill tracks (62% compared to 51%) and that some areas should be made wild again (63% compared to 44%).

**Table 40 – What action do you think is necessary to preserve wild areas? /
Which of these actions do you think should be taken to preserve wild areas?
(total, after prompting) (%)**

Base: Those who think action is required

	Scotland	CNP
More stringent planning permission for buildings	84	87
More stringent planning permission for masts	64	81
More stringent planning permission for wind turbines	55	83
More stringent control over new vehicle hill tracks	51	62
Make some areas wild again	44	63
More control over farming, forestry and fishing	41	40
Less fences and barriers	39	39
Less purpose built paths	24	27
<i>Base:</i>	635	183

As would be expected, the proportion of respondents who identified the specific actions necessary to preserve wild areas increased after respondents were prompted with a list of possible answers. Reinforcing the perceived importance of more controls for buildings, this action was mentioned most frequently, both spontaneously and after prompting. However, once respondents were prompted with a list, there was notable increase in the proportion of Scottish residents who were of the opinion that more stringent planning permission for masts was required (increasing to 64% after prompting from 19% spontaneously). Similarly, while wind turbines were more ‘top of mind’ than masts amongst CNP residents, there was a notable increase in the proportion of residents who thought that more stringent controls were required for masts after prompting (rising from 21% spontaneously to 81%, after prompting).

4.0 CONCLUSIONS

A summary of findings can be located at the start of the report. This final section relates the research findings back to the objectives of the study. Conclusions are made about people's understanding of wild places and the strength and support for the conservation of wild land in Scotland and the Cairngorms National Park.

4.1 *Understanding of wild places*

The research suggests that the majority of Scottish and CNP residents have a fairly established opinion of what constitutes a wild place. Both audiences focused on the naturalness of land cover when describing wild areas. However, a wild place is not limited to one type of landscape. The five areas perceived as most wild, amongst both Scottish and CNP residents, were woodland / forests, mountains / hills, lochs, moorland and National Parks.

Generally, the more noticeable (modern) human interference, the less wild an area was perceived. For example, the scenes with humans and cultivated land were rated less wild than areas with no humans or farm animals. That said, it is interesting to note that ruined buildings did not have a great impact on ratings of the wildness of the area.

Key threats and detractors from wild places tended to be modern and industrial human interference, such as modern buildings, masts and wind turbines rather than old buildings or low impact changes such as forestry plantations or footpaths. However, there were a small number of differences between the audiences, which may relate to current local issues or awareness. For example, CNP residents had stronger opinions on the features which reduce the wildness of an area, particularly the negative impact of masts and wind turbines. Perhaps also reflective of awareness, Scottish residents who lived in rural areas or who had participated in wilderness activities were also more critical of mast and wind turbines.

4.2 *Wild areas in Scotland*

Many places within Scotland were perceived as wild. Both the general Scottish population and CNP residents rated Highland North, Highland West, Highland East, the Western Isles and the Northern Isles as the top 5 areas with the greatest number of wild areas. The Clyde Valley and other southern regions, such as the Forth Valley and Ayrshire, were perceived as having the least wild areas. While the general order of wild areas in Scotland was similar between the general population and CNP residents, the findings suggest that Scottish residents have a broader definition of wild areas and that CNP residents are less likely to perceive the more southern regions (along with Argyll) as having wild areas.

4.3 *Wild areas in the Cairngorms National Park*

Overall, the majority of residents rated the Park as wild, although CNP residents were more likely to rate the Park as very wild than the general population. There is also evidence that members of wildlife organisations, those who visit the outdoors regularly, those who visit wilderness areas and ABC1s were more likely to rate the Park as wild.

In line with previous findings, mountain tops and moorlands were ranked highly as wild areas within the Park. The wildest area was the Central Cairngorms section, while the area surrounding the main towns and roads (Lower Badenoch and Strathspey) was rated least wild.

While the majority of residents rated the Park as wild, there is some evidence to suggest that there is some lack of knowledge amongst the general population. The majority of the general population were unfamiliar with CNP and one in four did not know how to rate the wildness of the Park. More specifically, around one in four of the general population did not know how to rate the areas within CNP.

4.4 *Conservation of wild land in Scotland*

There is strong support for conservation of wild land in Scotland. The majority of residents thought that it was very important for Scotland to have wild places and could identify a number of benefits that wild places bring to Scotland, in particular tourism, wildlife and nature, the environment, cultural identity and the local economy.

While there was an overall consensus of support for wild areas, there were some differences in opinion between the two audiences with regard to specific details. Firstly, CNP residents were significantly more likely to state that it was very important for Scotland to have wild places. In terms of the benefits of wild places, CNP residents generally placed more emphasis on each factor, especially tourism, cultural identity, the environment and the local economy. Should there be any promotion of the importance of wild places, it would be important to consider the perceived benefits by each group. Promotion could focus on the benefits which are perceived most widely by each group and so would be appealing and understood. Or – and this may be more relevant for the general population – promotion could aim to increase the profile of the other benefits of wild places.

Around one in two respondents were of the opinion that wild areas in Scotland are under threat and support for action to preserve wild areas in Scotland rises to around two in three of the population. The key threats identified spontaneously were building and construction, man and development. Correspondingly the most widely suggested actions to preserve wild areas were more stringent planning control for buildings, masts and wind turbines.

In terms of the actions required to preserve wild areas, CNP residents and the general population make suggestions in a similar order (i.e. more stringent planning control for buildings was stated most frequently). However, CNP residents tended to place more emphasis on more stringent planning control for masts and wind turbines, more control over vehicle tracks and making some areas wild again. This may be reflective of location and the issues which respondents are familiar with in the local area.

In addition to some differences between CNP residents and the general population, there appeared to be a trend amongst those who participated in wilderness activities, those who make regular visits to the outdoors and members of outdoor and wildlife organisations. Respondents with these characteristics were often more supportive of wild places (e.g. a greater proportion rated wild places as very important, thought that wild places were under threat and believed that action was required to preserve wild areas). This may be reflective of knowledge and interest in the outdoors.

4.5 Conservation of wild land in the Cairngorms National Park

Generally respondents were of the opinion that wild areas in CNP are under less threat than wild areas in Scotland generally. However, showing support for preservation of wild places in CNP, around one in two respondents were of the opinion that action is required to preserve wild areas. Again, this is lower than the support for action to preserve wild areas in Scotland. There is the possibility that respondents assume that National Park status provides protection for wild places and hence wild areas are less under threat than throughout Scotland in general. Importantly, it was a minority of respondents who do not think that action is required to preserve wild areas in CNP, suggesting that support continues for wild areas in the Park.

CNP residents were more likely to think that wild areas in CNP were under threat and that action was required to preserve wild areas. Importantly, lack of knowledge of CNP was evident amongst the general population, with two in five Scottish residents unsure whether action was required to preserve wild areas in CNP.

Amongst the general population, there tended to be more support for wild places in CNP amongst those in social grouping ABC1, those who make regular visits to the outdoors, those familiar with CNP and members of outdoors and wildlife organisations (a greater proportion of these respondents thought that wild areas in CNP were under threat and that action was required to preserve wild areas). This is probably most likely reflective of greater knowledge and interest.

4.6 Comparisons between population categories

As discussed, there were some areas where CNP residents felt more strongly towards issues. For example, CNP residents were more likely to comment that modern buildings, people, lots of buildings and roads reduced the wildness of an area. CNP residents were also more critical of the impact of fish farms, wind turbines and masts. Interestingly, CNP residents placed a different order of emphasis on the benefits of wild places. This may be reflective of local issues and involvement with the outdoors. That is, CNP residents were more likely to visit the outdoors for leisure or work and they take more frequent visits to the outdoors.

Amongst the Scottish population, some sub categories were consistently more supportive or aware of issues. Generally, residents who had closer connections with the outdoors (e.g. those who made more regular visits to the outdoors, those who participated in wilderness activities and members of outdoor organisations) tended to be more aware of issues or were more supportive of wild places. Again, this is most likely a result of increased personal interest and familiarity with the outdoors. Similarly, respondents in social grouping ABC1 were often more supportive of wild areas. This most likely reflects increased awareness of the issues (through education or use of the media) and increased association with the outdoors (ABC1s take more visits to the outdoors).

Despite some differences in opinion, it is important to bear in mind that the overall attitude from CNP residents was broadly in line with that of the Scottish population. That is, Scottish residents did not tend to oppose CNP residents' opinions and the majority of both audiences were often in agreement, even if CNP residents felt more strongly. For example, the majority of both audiences thought that it was important for Scotland to have wild places although there was more support amongst CNP residents.

4.7 Learning points for future research

The study identified some key learning points, which would be useful to consider for future or similar projects. Firstly, the importance of ‘wildlife’ as a feature or characteristic of a wild area was frequently mentioned spontaneously. This was identified in the spontaneous question but was not included as a pre-code in the prompted answers. Should wildlife have been included in the prompted answers, it can be assumed that it would have featured highly. We recommend that ‘wildlife’ is considered for future prompted answers.

This research has highlighted the importance of using images that respondents can recognise. For example, respondents did not always recognise the picture of fish farm cages, and, as discussed below, they may not have recognized the woodland plantation from natural woodland, or the vehicle track. One way round this in the future is to ask respondents “what do you think the feature represents?”. Additionally, images of features were often shown context-free: e.g. a picture of a mast was shown by itself. People might only think a feature is a detractor of wildness (or not) if they can see an example of it in a wild landscape, rather than thinking about it in the abstract.

When users were asked to describe the features of a wild place, forests and woods featured highly. However, the image of woodlands was rated less wild than other areas, for example, mountains. There are two possible explanations for this change in opinion. Firstly, respondents may not have initially thought about other areas and so the images prompted recall. Alternatively, the photograph of woodlands which was presented may not have matched their perception of forests and woods. Therefore, should the project be repeated, we would recommend showing several images of different types of forests and woods (e.g. pine forests, ‘Atlantic Oakwoods’ and mixed broadleaves).

Findings from this study suggest that just over one in two residents (who visit the outdoors for leisure and recreation) have visited the Park. However, there is the potential that residents do not associate their use of the Park as a ‘visit’. Should any future studies measure usage of the Park amongst residents, we would recommend against the use of ‘visit’ in the question wording.

Finally, this study has produced a broad range of insight into residents’ attitudes towards wild places. Should a quantitative study be repeated, it would be important to track any changes of key questions, such as the importance of wild places or whether action is necessary to protect wild places. In addition, the study generated some interesting findings, which may benefit from further qualitative research. For example, respondents rated woodlands and forests ahead of mountains as a feature of a wild place when prompted with the word rather than the image, suggesting that the photograph of natural woodland does not correlate to respondents’ perception of woodlands and forests.

Similarly, when respondents rated the impact of vehicle tracks, the image was not, on average, perceived as having a negative impact on the wildness of an area. However, when respondents were then asked what actions were necessary to preserve wild areas, over one in two (51% of Scottish and 62% of CNP residents) stated that more stringent controls are needed for vehicle tracks. This may relate to respondents not realizing that the picture was a vehicle track, but further exploratory research would assist in understanding residents’ interpretation of these factors and their impact on wild areas.

APPENDICES

APPENDIX 1 PERSONAL DIGITAL ASSISTANTS (PDAS)

The interviews were conducted using Personal Digital Assistants (PDAs). This allowed images to be shown on screen. The screen size was 9cm, as detailed below.

Figure 33: PDA Screen Size

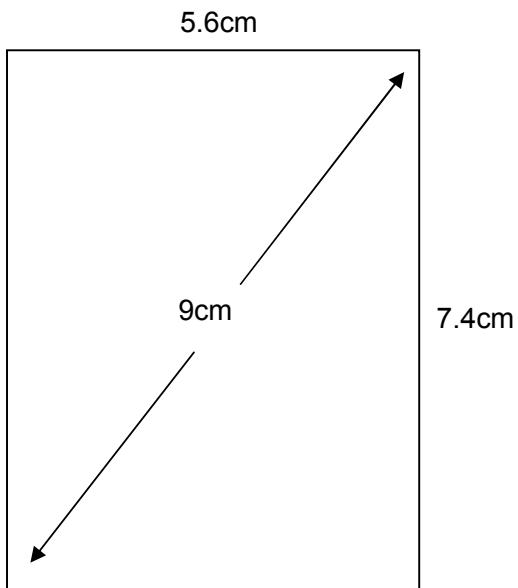


Figure 34: Example of Screen



APPENDIX 2 THE QUESTIONNAIRE

Good morning/afternoon. My name is I work for a company called Market Research Partners and we are conducting a survey on behalf of Scottish Natural Heritage. The study is looking at attitudes towards the countryside. Your views and opinions would be of enormous help to this survey and I would be grateful if you could answer my questions.

Reassure re Market Research Society Code of Conduct.

Your comments will be completely anonymous and your views will be treated in strictest confidence. It will not be possible to identify any particular individual in the results. If you don't want to, or if you feel uncomfortable answering any of the questions, please just let me know and I will move on (show MRS card).

Screener

Firstly, can I just ask you a few questions about yourself? This is just to ensure that I speak to a range of different people within Scotland.

S1 Do you work in any of the following organisations or occupations, either now or in the past? **Show Screen**

Armed Forces	1	GO TO Q2
Education	2	GO TO Q2
VisitScotland	3	GO TO Q2
Highlands & Islands Enterprise	4	GO TO Q2
Market research	5	CLOSE
Scottish Natural Heritage	6	CLOSE
Cairngorm National Park Authority	7	CLOSE
Retail	8	GO TO Q2
None of these	9	GO TO Q2

S2 And is this your main place of residence?

Yes, main place of residence	1	CONTINUE
No, second home	2	CONTINUE
No, just visiting	3	THANK & CLOSE

S3 Please can you tell me your current age? (type in exact age and check quotas)
DO NOT INTERVIEW UNDER 16s

--	--

S4 And what is your current working status? **SHOW SCREEN, CODE ONE**

Working full time (30+ hrs)	1	Not working – retired	6
Working part time (up to 29 hrs)	2	Looking after household/children	7
Unemployed	3	Not working – long term illness / disability	8
Student	4	Other (type in)	9
Refused	5	

S5 Please can you tell me the occupation of the chief income earner in your household?
TYPE IN BELOW – SEG IS BASED ON THE OCCUPATION OF THE CHIEF INCOME EARNER

Head of household occupation

Qualifications / responsibilities

CODE SEG & CHECK QUOTAS

AB	1
C1	2
C2	3
DE	4

MAIN QUESTIONNAIRE

Q1 Have you made any visits to the outdoors for leisure or recreation in Scotland in the last 12 months?

(Leisure trips would either have been from home or while you were on holiday, provided the holiday was in Scotland. By outdoors we mean to open spaces in the countryside, as well as in the towns and cities, such as woodland, park, farmland, paths, beaches etc.)

Yes GO TO Q2
No GO TO Q4

Q2 Still thinking about the last 12 months, how often, on average, have you made a visit to the outdoors for leisure and recreation?

- More than once a day
- Every day
- Several times a week
- Once a week
- Once or twice a month
- Once every 2-3 months
- Once or twice

Q3 Which of the activities listed on the screen have you participated in during your visits to the outdoors in the last 12 months?

Walking	Birdwatching
Hill walking	Other wildlife/nature watching
Cycling	Running/jogging
Mountain biking	Camping
Horse riding	Sightseeing/visitor attractions
Fishing	Picnicking
Watersports	Family day out
Snowsports	Other (type in).....
Swimming	None/nothing

Q4 And do you visit the outdoors for work purposes?

Yes 1
No 2

Q5a I'd now like you to think about wild areas in Scotland. Please can you tell me, in your own opinion, what features or characteristics make an area wild?

Q5b And how do you feel when you are in wild areas?

Q6 I'm now going to show you a list of different types of locations. Please can you tell me which locations you associate with wild areas in Scotland? **SHOW SCREEN AND CODE ALL THAT APPLY**

Q7 And which of these locations have you visited for leisure and recreation in the last 12 months? **SHOW SCREEN AND CODE ALL THAT APPLY**

Woodland/forest	Canal
Farmland	Beach
Mountain/hill	Cliff
Moorland	Local park or open space
Village	Wildlife area
Loch	National Park
Sea/sea loch	Other (type in).....
River	None

Q8 I'm now going to show you some pictures. Please have a look at each picture and then tell me how wild you think the scene is. That is, is it very wild, quite wild, not very wild or not at all wild. **Show Screen**

Q9a Please can you look at this map and tell me which section or sections you think have a great number of wild areas. **Show map A (Scotland) and code all that apply.**

Q9b And which sections do you think have no or little wild areas? **Show map A (Scotland) and code all that apply.**

- Area 1 (Argyll)
- Area 2 (Ayrshire)
- Area 3 (Borders)
- Area 4 (Clyde Valley)
- Area 5 (Dumfries & Galloway)
- Area 6 (Forth)
- Area 7 (Grampian & Moray)
- Area 8 (Highland East)
- Area 9 (Highland North)
- Area 10 (Highland West)
- Area 11 (Northern Isles)
- Area 12 (Tayside)
- Area 13 (Western Isles)
- Don't know
- None

Q10 What specific areas of Scotland, if any, do you perceive as extremely wild? TYPE IN

Q11a Please can you tell me how familiar you are with the area covered by the Cairngorms National Park? That is, very familiar, quite familiar, not very familiar or not at all familiar.

Single code

- Very familiar
- Quite familiar
- Not very familiar
- Not at all familiar

Q11b And how wild to you perceive the Cairngorm National Park? Again, please rate using very wild, quite wild, not very wild or not at all wild? **Code One**

- Very wild
- Quite wild
- Not very wild
- Not at all wild
- Don't know

Q12 I'd now like you to think about the Cairngorms National Park. Please can you look at this map and tell me what areas you think are wild. Again, please rate using very wild, quite wild, not very or not at all wild. **Show Map (CNPA) and give an answer for each option (A-H)**

Q13 I'm going to show you a list of different areas within the Cairngorms National Park. Please can you rank the areas in terms of wildness, so 1 would be most wild and 6 would be least wild. **Select score**

- Mountain tops
- Heather moorland
- Natural moorland
- Forestry plantation
- Farmland
- Villages
- Don't know / not enough knowledge of areas to rank

Q14 In general, what features or characteristics reduce the wildness of an area? **CODE BELOW OR TYPE IN**

ASK THOSE NOT CODED AT Q14

Q15 And which of these features or characteristics reduce the wildness of an area? **SHOW LIST, CODE ALL THAT APPLY**

- | | |
|------------------------|----------------------|
| People | Footpaths |
| Modern buildings | Vehicle tracks |
| Old / ruined buildings | Masts |
| Lots of buildings | Fish farm cages |
| Roads | Forestry plantations |
| Motor vehicles | Farm animals |
| Fencing | Other (type in)..... |
| Wind turbines | None/nothing |
| | Don't know |

Q16 Still thinking about wild areas, I'm now going to show you some images. Please can you tell me what impact the features would have on a wild area. That is, would the feature increase the wildness of the area significantly, increase the wildness of the area slightly, have no impact, decrease the wildness of the area slightly or decrease the wildness of the area significantly.

- 1) built footpaths
- 2) vehicle tracks
- 3) masts
- 4) wind turbines
- 5) old buildings
- 6) fish farm cages
- 7) deer fences
- 8) forestry plantations
- 9) natural woodland (Feshie)

Q17 How important is it that Scotland has wild areas?

Very important	GO TO Q18a
Quite important	GO TO Q18a
Neither important nor unimportant	GO TO Q19
Not very important	GO TO Q18b
Not all important	GO TO Q18b
Don't know	GO TO Q19

ASK THOSE CODED 1 OR 2 AT Q17

Q18a Why is it important that Scotland has wild areas? PROBE FULLY

ASK THOSE CODED 4 OR 5 AT Q17

Q18b Please can you tell me why you don't think it is important that Scotland has wild areas?
PROBE FULLY

ASK ALL

Q19 Which of the following factors do you think benefit from Scotland having wild areas?
SHOW SCREEN AND CODE ALL

- Tourism
- Wildlife and nature
- The local economy
- The national economy
- Local residents healthy & wellbeing
- Visitors' health and wellbeing
- The environment
- Cultural identity
- Other (type in).....
- None / nothing
- Don't know

Q20a Do you think wild areas in Scotland are under threat?

Q20b Do you think wild areas in the Cairngorms National Park are under threat?

- Yes
- No
- Don't know

ASK IF CODED 1 AT EITHER Q20a or Q20b. OTHERS GO TO Q22

Q21 What do you perceive as a threat to wild areas? TYPE IN

Q22a Do you believe that action is necessary to preserve wild areas in Scotland?

Q22b Do you believe that action is necessary to preserve wild areas in the Cairngorms National Park?

Yes

No

Don't know

ASK IF CODED 1 AT EITHER Q22a or Q22b. OTHERS GO TO Q24

Q23a What action do you think should be taken to preserve wild areas? CODE BELOW OR TYPE IN

Q23b And which of these actions do you think should be taken to preserve wild areas?

Show Screen

More stringent control over new vehicle hill tracks

More stringent planning permission for buildings

More stringent planning permission for wind turbines

More stringent planning permission for masts

Make some areas wild again

More control over farming, forestry and fishing

Less fences and barriers

Less purpose built paths

Other (type in).....

None / nothing

Don't know

Q24 Finally, can I just ask a few questions about you. Which, if any, of these outdoor, wildlife and conservation organisations are you a member? **Show Screen, Code All Or Type In**

Royal Society for the Protection of Birds (RSPB)

National Trust for Scotland (NTS)

WWF (World Wildlife Fund)

John Muir Trust (JMT)

Scottish Wildlife Trust (SWT)

Ramblers Association

Any other (type in).....

Not a member of any outdoor, wildlife or conservation organisations

Q25 Are you married or in a relationship? **Single Code**

Married/cohabit

With a partner but not living together

Single

Widow/divorced

Q26 Could you please tell me which of the following statements applies to you? **Single Code**

I have children at home under the age of 16

I have children who have now moved out of home

I do not have any children

Q27 And finally, just so that we can compare you findings with similar people, would you please tell me which of the following bands your total household income falls into? **Single Code**

- Below £20,000
- £20,000 - £44,999
- £45,000 - £59,999
- £60,000+
- Refused

CLASSIFICATION

Age (type in exact age and code age band)		Gender	
Exact age		Male	1
		Female	2
16-24	1		
25-34	2	SEG	
35-44	3	AB	1
45-54	4	C1	2
55-64	5	C2	3
65+	6	DE	4
		Area	
		Urban	1
		Rural	2
Region			
Aberdeen	1	Highland	16
Aberdeenshire	2	Inverclyde	17
Angus	3	Midlothian	18
Argyll & Bute	4	Moray	19
Clackmannanshire	5	North Ayrshire	20
Dumfries & Galloway	6	North Lanarkshire	21
Dundee	7	Perth & Kinross	22
East Ayrshire	8	Renfrewshire	23
East Dunbartonshire	9	Scottish Borders	24
East Lothian	10	South Ayrshire	25
East Renfrewshire	11	South Lanarkshire	26
Edinburgh	12	Stirling	27
Falkirk	13	West Dunbartonshire	28
Fife	14	West Lothian	29
Glasgow	15	Western Isles	30

APPENDIX 3 SAMPLE DEMOGRAPHICS

The research was conducted by means of face to face interviews, using guidance quotas on age, gender, SEG and location. Orkney and Shetland were not surveyed as the representative number of interviews required from the overall sample size of 1,000 would have been very small. Using Census data and statistics from CACI, weighting variables were then applied to age, SEG and gender. The following tables provide details of the sample demographics, prior to any weighting of data and the profile information used for weighting age, gender and SEG.

Table 41 – Age (%)
Base: All respondents

	Scotland		CNP	
	Profile achieved	Scotland profile ¹⁰	Profile achieved	CNP profile ¹¹
16-24	15	14	11	10
25-34	16	17	11	15
35-44	21	19	19	17
45-54	20	17	17	18
55-64	12	13	19	16
65+	16	20	24	24
<i>Base:</i>	<i>1004</i>		<i>300</i>	

Table 42 – Gender (%)
Base: All respondents

	Scotland		CNP	
	Profile achieved	Scotland profile	Profile achieved	CNP Profile ¹¹
Male	46	48	48	48
Female	54	52	52	52
<i>Base:</i>	<i>1004</i>		<i>300</i>	

Table 43 – SEG (%)
Base: All respondents

	Scotland		CNP	
	Profile achieved	Scotland profile	Profile achieved	CNP profile ¹¹
AB	19	21	21	17
C1	27	28	31	30
C2	21	18	21	24
DE	33	34	28	29
<i>Base:</i>	<i>1004</i>		<i>300</i>	

¹⁰ According to Census Data and CACI population projections

¹¹ According to the profile of the postcodes surveys (i.e. all fully within CNP)

Table 44 – Marital Status (%)
Base: All Respondents

	Scotland	CNP
Married / cohabit	55	59
With partner but not living together	2	1
Single	27	22
Widowed / divorced	16	18
<i>Base:</i>	<i>1004</i>	<i>300</i>

Table 45 – Income (%)
Base: All Respondents

	Scotland	CNP
Below £20,000	33	25
£20,000 - £44,999	25	19
£45,000 - £59,999	5	5
£60,000 plus	3	1
Refused	34	50
<i>Base:</i>	<i>1004</i>	<i>300</i>

Table 46 –Family Status (%)
Base: All Respondents

	Scotland	CNP
Children at home under the age of 16	31	29
Children who have now moved out	36	42
No children	33	29
<i>Base:</i>	<i>1004</i>	<i>300</i>

Table 47 –Area¹² (%)
Base: All Respondents

	Scotland	CNP
Rural	14	100
Urban	86	-
<i>Base:</i>	<i>1004</i>	<i>300</i>

¹² Allocated by interviewer

Table 48 – Region (%)
Base: All respondents

	Scotland	CNP		
	Profile achieved	Profile of Scotland ¹⁰¹⁰	Profile achieved	Profile of CNP ¹¹¹¹
Aberdeen	4	4		
Aberdeenshire & Moray	6	6	21	25
Angus	1	2		
Argyll & Bute	1	2		
Dumfries & Galloway	2	3		
Dundee	5	3		
East Ayrshire	3	2		
East Dunbartonshire	2	2		
East Lothian	1	2		
East Renfrewshire	2	2		
Edinburgh	13	9		
Falkirk	3	3		
Fife	6	7		
Glasgow	10	11		
Highland	2	4	79	75
Inverclyde	1	2		
Midlothian	1	2		
North Ayrshire	6	3		
North Lanarkshire	4	6		
Perth & Kinross	2	3		
Renfrewshire	4	3		
Scottish Borders	2	2		
South Ayrshire	4	2		
South Lanarkshire	6	6		
Stirling & Clackmannanshire	1	3		
West Dunbartonshire	3	2		
West Lothian	2	3		
<i>Base:</i>	<i>1004</i>		<i>300</i>	

APPENDIX 4 SOCIAL ECONOMIC GRADING

Social economic grading is the socio-economic classification used by the market research and marketing industries, allowing analysis of consumer attitudes and behaviour by different categories. Social grade classification is calculated using the head of household's occupation (or previous occupation if retired) and assessing their qualifications and responsibilities (e.g. the number of staff for whom a manager is responsible).

The definitions are as follow:

- AB Higher and intermediate managerial/administrative/professional
- C1 Supervisory, clerical, junior managerial/administrative/professional
- C2 Skilled manual workers
- D Semi-skilled and unskilled manual workers
- E On state benefit, unemployed, lowest grade workers

APPENDIX 5 BREAKDOWN OF WILDLIFE

Respondents were asked to state, in their own opinion, the features or characteristics that make an area wild. In response to this question, 31% of Scottish residents and 27% of CNP residents stated answers that were categorised as 'wildlife'. The following table details a breakdown of the specific answers which have been categorised as wildlife. As can be seen, the most common answers amongst both Scottish and CNP residents were simply 'animals / wild animals' (46% and 38%, respectively) and 'wildlife' (42% and 47%, respectively). Animals and wildlife were most closely followed by birds in general, while deer / stag was the most widely mentioned species.

Table 49 –Breakdown of wildlife (%)
Base: Those who coded 'wildlife' when describing the features of a wild area (Q5a)

	Scotland	CNP
Animals / wild animals	46	38
Wildlife	42	47
Birds	19	14
Deer / stags	9	17
Squirrels	2	3
Foxes	2	2
Rabbits	2	3
Eagles	1	2
Insects	1	-
Salmon / trout	1	-
Badgers	1	2
Frogs / tadpoles	1	-
Pigeons / seagulls	1	-
Seals / sea lions	1	-
Grouse	*	-
Stoats	*	-
Creepies	*	-
Owls	*	-
Ducks	*	-
Bats	*	-
Sheep	*	-
Cows	*	-
Ptarmigan	*	1
Buzzard	-	2
Pheasant	-	1
<i>Base:</i>	<i>250</i>	<i>61</i>

* denotes less than 1%