

# Public perceptions of wild deer management: pilot study





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

All of nature for all of Scotland  
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# COMMISSIONED REPORT

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**Commissioned Report No. 529**

## **Public perceptions of wild deer management: pilot study**

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*This report should be quoted as:*

Green, S., Bowles, J., Maclean, C. and Bowles, T. 2013. Public perceptions of wild deer management: pilot study. *Scottish Natural Heritage Commissioned Report No. 529.*

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## COMMISSIONED REPORT

# Summary

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## Public perceptions of wild deer management: pilot study

**Commissioned Report No.: 529**  
**Contractor: Bowles Green Limited**  
**Year of publication: 2013**

### Background

This study has been commissioned to identify the most effective research method to understand public perceptions of deer management. Understanding public perceptions is needed to inform policy and programme development and to measure change in opinions over time.

The pilot study tested the effectiveness of focus groups, depth interviews (both qualitative methods), face-to-face interviews, telephone interviews, a postal survey, an e-mail survey and an on-line survey promoted via social network site Facebook. Research was undertaken in Edinburgh and in Dumfries.

### Main findings

- Focus groups were found to give the best combination of data quality and cost for establishing the extent of people's awareness and understanding, and for testing perceptions of specific issues.
- Overall, the postal survey gave the best combination of data quality, representative sampling and cost for measuring the extent of awareness and understanding.
- Face to face and telephone interviews gave high data quality but at higher cost, and sampling can be less reliable for telephone surveys.
- The e-mail gave the poorest data quality and lowest response rates.
- The survey promoted via Facebook was not successful, as insufficient resources had been allocated to this method. However, this could be an effective means of obtaining information from, and communicating with, young people and further experimentation is recommended.

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## **1. INTRODUCTION**

This report describes a pilot programme of research undertaken on behalf of Scottish Natural Heritage by consultants Bowles Green Limited to determine the most effective ways of engaging with the Scottish public in relation to wild deer management.

### **1.1 The Brief**

#### *1.1.1 Background*

As Michael Russell MSP, the Minister for Environment puts it in the introduction to Scotland's Wild Deer: A National Approach: "Wild deer are a huge asset to Scotland – they play an important part in our rural economy, they are an integral part of Scotland's biodiversity, and they provide us with healthy food and recreational opportunities".

Scottish Natural Heritage (SNH) is working with partners to implement Scotland's Wild Deer: A National Approach (WDNA). This seeks to balance the environmental, economic and deer welfare objectives of the Scottish nation with the objectives that private landowners have for forestry, agriculture, sporting and other forms of land use.

Key factors likely to affect the objectives of deer management in the future include: 'Public perceptions – the public perceptions of the value of deer and natural habitats, the need to manage a wild population, animal welfare expectations and attitudes to shooting and land management are all likely to have a significant effect on how the resource is managed, both directly and through the influence of public perception on public policy'.

The Scotland Nature Omnibus Survey shows that deer is the wildlife that the Scottish public most associates with the country and that deer is one of three species about which the public is concerned. Whilst the omnibus provides some information of which types of people feel this way, it does not provide sufficient data on public perceptions of wild deer management to 'increase levels of knowledge and understanding among all involved in deer management and the wider public' (which is one of WDNA's key cross-cutting themes), to develop communications policy or to monitor progress.

#### *1.1.2 Aim*

As a result, SNH commissioned this research to explore the most effective research method for this purpose. The aim of the work was:

- To undertake a pilot study to test different research techniques to understand public perceptions of wild deer management
- To recommend a preferred method
- To estimate the costs of a full study using the preferred methodology

#### *1.1.3 Scope of the Work*

The research described in this report was commissioned to advise SNH on how best to gain a more detailed understanding of people's perceptions of wild deer management. Specifically, SNH seeks to:

- Establish the level of understanding of wild deer management by the Scottish public
- Understand people's attitudes towards wild deer management
- Understand people's concerns about deer
- Understand why and how deer are associated with Scotland

SNH would like to understand the public's knowledge and understanding, and their attitudes towards a wide range of aspects of deer management, including those listed below. This represents a significant challenge as most of these are either (or both), complex or technical issues, which require explanation to and consideration by those whose perceptions are being researched.

- Deer Management Groups
- Stalking and access to the countryside
- Stalkers – their skills and reputations
- Access to stalking
- Importance of monitoring deer populations
- Access to venison
- Open and closed seasons
- Disease control
- Provision of shelter
- Separation of dependent young
- Methods of culling deer
- Reasons for culling deer
- Assessment of deer in poor condition
- Poor weather
- Practices when a deer is injured and escapes

Most of the above are complex issues and present challenges in using research to understand how people perceive them and their opinions in relation to them. The pilot study addresses this and makes recommendations for future research to support species management policy.

Finally by way of introduction, it is important to stress to the reader that this research has been designed to test the effectiveness of different research methods in collecting the above information in order to inform future research for this purpose. The numbers of responses received are low and do not make up a representative sample (individually by research method or collectively). For this reason, the results described in this report are **not a reliable record of the perceptions of wild deer management amongst the Scottish public**. They should not be used beyond the purpose for which they have been collected, as they will not stand up to scrutiny.

## **2. METHODOLOGY**

### **2.1 What do we Know Already?**

SNH already has a reasonably good understanding of the attitudes and opinions of people who are already engaged with wild deer management. However, it knows less about what the general public thinks. The omnibus survey (which measures the awareness and opinions of the general public) shows that:

- Deer are far and away the most common wildlife that the Scottish public associates with Scotland – over 70% (various upland birds – golden eagle, grouse, ptarmigan, capercaillie - and salmon next, all in the 20%)
- Older people (over 55) and people living in remote rural areas are most likely to be concerned about the future of Scottish Wildlife
- Young people (aged under 35) are least likely to be concerned
- Deer are in the top three species about which people are concerned (with red squirrel and golden eagle)
- Concern for deer is more common amongst people living in urban areas than in rural areas

There are two levels of engagement by the general public with deer, as follows:

- Direct – i.e. through access and recreation activity, and through coming into contact with deer in and around settlements or on roads
- Indirect – i.e. people being aware of deer through media, etc., and having the idea of deer as a characteristic of Scotland

It is known that different kinds of research are more and less effective for collecting different kinds of information. The two main types of consumer research are qualitative (which is used to explore awareness, perceptions, opinions, attitudes, etc.) and quantitative (which is used to collect numeric information). Qualitative research is often used by market researchers to identify the main issues within a topic, which then form the basis for questions in quantitative surveys.

Many of the wild deer management topics SNH wishes to explore with the public are complex. In addition, researching people's awareness of issues is problematic, not least because prompting can bias the results. To address this, it was agreed to conduct the study in two parts to test both qualitative and quantitative research methods. The research has been designed to test the effectiveness of different methods in collecting the information sought by SNH; sample sizes are small and the findings are not statistically reliable and important audiences – for example visitors to Scotland – are not considered.

### **2.2 Research Plan**

Given the small sample sizes, it was decided to conduct research with people living in just two different locations – both lowland areas, where wild deer are less of a cultural factor. Edinburgh (large urban in the 6-fold Scottish urban-rural classification) and Dumfries (other urban in the classification) were selected as pilot research areas. It was anticipated that people in Dumfries might have had more contact with wild deer and therefore have greater awareness and understanding. People employed by SNH or in any form of land management were excluded.

### 2.1.1 Qualitative Research

Two qualitative research methods were piloted – focus groups and depth interviews. Focus groups are structured discussions with small groups of people, guided by a facilitator and depth interviews are face to face interviews which explore questions in some depth, taking longer than a face-to-face questionnaire survey interview.

A 'topic guide' (questions, prompts, timing and research objectives – See Appendix 1) was devised for the focus groups and depth interviews. It was agreed to recruit a random sample of participants. Participants for the focus groups were recruited 'on-street', in service centres in south Edinburgh and in Dumfries town centre. The depth interviews were conducted with participants recruited at the Gyle Shopping Centre in Edinburgh and in Dumfries town centre.

The focus groups were facilitated by the consultants. The discussion was recorded and transcribed for analysis. Depth interviews were conducted by the consultants with answers hand-written onto pre-printed forms and transcribed for analysis.

*Table 1: Summary of Focus Groups*

<b>Location</b>	<b>Date</b>	<b>Number of Participants</b>	<b>Characteristics of Participants</b>
Edinburgh	Thursday 27 <sup>th</sup> Jan Afternoon	8	<ul style="list-style-type: none"> <li>▪ Southern urban fringe</li> <li>▪ Older people, educated, wealthy</li> <li>▪ Young, professional people with young family</li> </ul>
Dumfries	Thursday 27 <sup>th</sup> Jan Evening	9	<ul style="list-style-type: none"> <li>▪ Young adults</li> <li>▪ Young people with young families</li> <li>▪ Disadvantaged people, less educated</li> </ul>

*Table 2: Summary of Depth Interviews*

<b>Location</b>	<b>Date</b>	<b>Number of Participants</b>	<b>Characteristics of Participants</b>
Edinburgh – Gyle Shopping Centre	Thursday 27 <sup>th</sup> Jan Morning	5	<ul style="list-style-type: none"> <li>▪ Southern urban fringe</li> <li>▪ Older people, educated, wealthy</li> <li>▪ Young, professional people with young family</li> </ul>
Dumfries – Town Centre	Wednesday 26 <sup>th</sup> Jan Afternoon	7*	<ul style="list-style-type: none"> <li>▪ Young adults</li> <li>▪ Young people with young families</li> <li>▪ Disadvantaged people, less educated</li> </ul>

\* Two interviews conducted by telephone by arrangement with people approached for interview

### 2.1.2 Quantitative Research

Following initial analysis of the qualitative research, topics and questions for the quantitative pilot surveys were agreed. The objective of this research is to test the methodologies and not to obtain robust data and so the questions focussed on aspects of deer welfare rather than covering all topics.

Proposals to test an on-line questionnaire promoted via national media were dropped following consultation with SNH's communications team and an alternative 'on-line panel' was turned down on grounds of cost. Planning of the five pilot surveys undertaken is summarised here:

- Face to face Interview Survey – face to face interviews were conducted by our researcher on-street in central Edinburgh and Dumfries town centre
- Postal Questionnaire Survey – Names and addresses of Edinburgh and Dumfries residents were obtained from the electoral role. Printed questionnaires were posted, with a stamped addressed envelope for return. Half of the questionnaires were sent with printed addresses and half with hand-written addresses
- Telephone Questionnaire Survey – Names and telephone numbers were obtained randomly from www.192.com. Telephone interviews were conducted by our researcher
- E-mail Questionnaire Survey – E-mail addresses were obtained from a commercial mailing house. E-mails were sent asking recipients to click a link to an-on-line survey at www.surveymonkey.com
- On-line Survey Promoted via Social Network – messages on four Facebook pages

*Table 3: Summary of Quantitative Research Pilot*

<b>Method</b>	<b>Quantity Distributed</b>	<b>Survey Period</b>	<b>Interviews/ Questionnaires Completed</b>	<b>Completion/ Response Rate</b>
Face-to-face interview survey	68 people approached for interview	3rd and 9th March	50 Interviews	73%
Postal questionnaire survey	300 questionnaires posted	17th Feb – 11th Mar	64 completed questionnaires received	21%
Telephone questionnaire survey	200 Calls	21st Feb – 4th Mar	51 Interviews	25%
E-mail questionnaire survey	1,000 e-mails	21st Feb – 11th Mar	11 completed questionnaires received	0.1%
On-line questionnaire promoted via social network	-	From 25th Feb	6	-

The responses were analysed and the consultants/researchers held a work session to discuss the effectiveness of each method. The results of the pilot research projects are described in 3 and 4 below.

### **3. SUMMARY OF QUALITATIVE RESEARCH**

The results of the focus groups and depth interviews and the effectiveness of these research methods are considered here. The reader is reminded that the purpose of this research was to test the effectiveness of the different research methods; only small samples were required to do this, which means that the results are not statistically robust and should not, under any circumstances be used as an indication of actual public perception.

#### **3.1 Summary of Results**

##### *3.1.1 Recruiting*

Recruiting for both the focus groups and for the depth interviews was no easier, nor more difficult than recruiting participants for other research projects we have undertaken. In this case, the only critical selection criteria were geographic location (residence in Edinburgh or Dumfries) and people working for SNH or in land management were excluded. As a result, the participants were 'self-selecting' in the main and tended to reflect the demographic profile of the areas in which they were recruited.

The profile of participants in the two focus groups differed considerably; participants in Dumfries were predominantly young adults and adults from young families from less advantaged neighbourhoods whilst the Edinburgh participants were older, well-educated adults from relatively wealthy neighbourhoods.

##### *3.1.2 Managing the Interviews/Groups*

No particular concerns were identified during managing the interviews or the focus groups, other than those usually associated with these forms of research. In comparison of the two methods, the focus groups tended to generate more lively contributions as participants 'sparked' off each other's comments.

##### *3.1.3 The Findings*

The results are summarised in Table 4. The purpose of the pilot qualitative research was to test methodologies that:

- Explore the extent of public knowledge of wild deer and their management in Scotland
- Identify issues that concern members of the public
- Explore public perception of specific issues – in particular deer welfare and stalking

In the event, both depth interviews and the focus groups demonstrated a high level of awareness and understanding of wild deer and management issues amongst participants that surprised our deer manager team member and the client, in particular:

- Widespread positive feelings towards wild deer, but these lean towards highland Red Deer
- A clear understanding between the highland red deer and the lowland, peri-urban deer populations, with the latter seen as a nuisance
- A relatively sophisticated understanding of the interaction between deer and the wider environment
- An understanding of the more evident forms of deer management and why these are carried out
- An understanding of and mixed opinions about stalking, recognising its economic importance but also raising moral and welfare concerns
- Wide support for the benefits of venison

Table 4: Summary of Results of Focus Groups and Depth Interviews

Question	Depth Interviews	Focus Groups
<i>How important are Scottish Wild Deer to You?</i>	<ul style="list-style-type: none"> <li>▪ On a personal level not especially important, but I understand the economic significance</li> <li>▪ Very important to the rural economy</li> <li>▪ Varies from place to place</li> <li>▪ Part of Scotland's Natural Heritage</li> <li>▪ They don't come into my life so not especially important to me</li> <li>▪ Wild deer are more important than farmed deer</li> <li>▪ Not more important than other wild animals – eagle, otter, seal, wildcat</li> <li>▪ Very important; part of our wildlife heritage; they enrich our lives</li> <li>▪ Very important; an animal in its natural habitat – you want things like that</li> <li>▪ Fundamental part of Scottish wildlife</li> <li>▪ I would feel weird without them</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hugely important</li> <li>▪ Magical</li> <li>▪ Big mammals, rare</li> <li>▪ Huge part of the culture of the land</li> <li>▪ Evoke the past – Walter Scott &amp; the re-invention of the Highlands, Queen Victoria &amp; Balmoral</li> <li>▪ Perception of Scottish wild deer is red deer in the Highlands; these feature in paintings, TV, films, tourism publicity</li> <li>▪ Also lowland deer; smaller, nuisance round towns</li> <li>▪ Deer hunting is a traditional activity</li> <li>▪ Part of the package - like whiskey, kilts and thistles</li> <li>▪ Majesty of the big stag, but they are also cute and secretive</li> </ul>
<i>Who do wild deer belong to?</i>	<ul style="list-style-type: none"> <li>▪ They belong to the land they happen to be on</li> <li>▪ They don't belong to anyone – they are wild</li> <li>▪ The landowner</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Queen</li> <li>▪ The owner of the estate</li> <li>▪ The landowner</li> <li>▪ No-one, they just roam</li> <li>▪ Is it illegal to shoot them?</li> <li>▪ Discussion about how to identify deer included marking, tagging, maintaining lists, etc.</li> </ul>
<i>What are the chief benefits and negative aspects of wild deer in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ They bring financial benefits</li> <li>▪ They contribute to Scottish culture</li> <li>▪ They provide venison</li> <li>▪ Provide natural food</li> <li>▪ They are a Scottish icon</li> <li>▪ Add to the diversity of Scottish wildlife</li> <li>▪ Enrich our lives – watching them knowing they are there</li> <li>▪ They attract tourists – stalkers and Highland safaris</li> <li>▪ They can destroy young trees if not managed</li> <li>▪ They can disturb the ecosystem if not managed</li> <li>▪ They collide with cars, especially on the A9</li> <li>▪ There are often collisions with deer on the roads</li> <li>▪ Over-grazing by too many deer</li> <li>▪ I am against blood sports so do not want stalking</li> <li>▪ Deer prevent woodland regeneration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deer stalking brings £millions into the Scottish economy; not just to the estates but also to hotels, equipment suppliers, shops, etc.</li> <li>▪ Good for tourism, people come to see them</li> <li>▪ They are beautiful to watch (biggest wild animal)</li> <li>▪ They give a sense of well-being</li> <li>▪ There needs to be a cull, so they must be a nuisance</li> <li>▪ They eat small trees and plants before they can become established</li> <li>▪ They eat everything (vegetation)</li> <li>▪ They destroy the habitat</li> <li>▪ Deer fencing your garden creates a boxed-in feel</li> <li>▪ Dangerous to drivers causing accidents</li> <li>▪ Do they have diseases that can transfer to cattle? Is there such a thing as Deer flu?</li> </ul>
<i>What do you know about how wild deer are managed in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ Culling</li> <li>▪ Estates manage them</li> <li>▪ It's not something I'm interested in</li> <li>▪ They spread diseases – I have read this in the papers</li> <li>▪ I assume there is a number per hectare and they cull at a time of year, but I don't know when this is</li> <li>▪ Shooting parties help with the culling</li> <li>▪ It is good to cull the older and weaker deer to maintain health</li> <li>▪ If culling is humane then it is fine</li> <li>▪ They are walled in at Dalkeith Country Park so that you can see them</li> <li>▪ I know nothing about it</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fencing</li> <li>▪ Shooting</li> <li>▪ Culling</li> <li>▪ Inoculation</li> <li>▪ Stalking</li> <li>▪ Deer farming for meat</li> <li>▪ Feeding in bad weather</li> <li>▪ Poaching (not management but controls numbers)</li> </ul>
<i>What do you know about why wild deer are managed in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ Culled because there are no natural predators</li> <li>▪ Culling keeps numbers down to a level where the natural food can maintain a healthy herd</li> <li>▪ Culled to ensure healthy herds on estates for hunting</li> <li>▪ To control over-population/because there are too many</li> <li>▪ Culled to create good deer for hunting/stalking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Culling to achieve a sustainable population</li> <li>▪ Culling to maintain healthy herds</li> <li>▪ Culling to keep numbers down to reduce competition for food and destruction</li> <li>▪ Culling to reduce damage by deer</li> <li>▪ Culling to reduce damage to forests</li> <li>▪ Culling is a replacement for predators</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Culling to reduce damage</li> <li>▪ If there are too many there will be illness and unhappiness and starvation</li> <li>▪ To provide good meat</li> <li>▪ For public safety – reduce accidents on the roads</li> <li>▪ Control the number of stags in relation to hinds</li> <li>▪ Because they are a nuisance to farmers and forests</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stalking is a way of culling and making money</li> <li>▪ Culling to maintain healthy deer for stalking</li> <li>▪ Because they are so important to the economy</li> <li>▪ If herds grow like Topsy they will impinge on other wildlife – manage them to maintain a balance</li> </ul>
<i>Other management comments</i>	<ul style="list-style-type: none"> <li>▪ In Edinburgh deer cause a lot of problems but no-one does anything about it; there is no joined up approach</li> <li>▪ If they come onto your land are you responsible?</li> <li>▪ I don't know if they are well-managed, but I hope so</li> <li>▪ If there is an economic aspect to management I hope standards don't slip in the current cuts</li> <li>▪ The publicity will tell us that deer are well managed whatever</li> <li>▪ Cows and sheep make slurry deer are probably the same</li> </ul>	<ul style="list-style-type: none"> <li>▪ Injured animals should be finished-off. No clarity on who should do this – landowner, rangers, National Trust for Scotland</li> <li>▪ Some deer must get injured and just die in the wild</li> <li>▪ If I saw an injured deer I would ring the police</li> <li>▪ Separated young – leave them to get on with it, something will eat them; take them to an animal park/deer attraction; include them in a cull; would they be looked after by other does? I'd like to think they were looked after by other deer, but is that the 'Bambi Syndrome'</li> <li>▪ You would just kill off an abandoned young roe deer but try to save a red deer</li> <li>▪ Don't know if they are well-managed or not</li> </ul>
<i>Who do you think is responsible for managing wild deer in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ Landowners</li> <li>▪ Governing bodies like Highlands and Islands Council</li> <li>▪ I assume there is some strategic management, but don't know who does it</li> <li>▪ Forestry Commission</li> <li>▪ Scottish Agricultural Commission</li> <li>▪ Scottish Executive Rural Affairs Department (SERAD)</li> <li>▪ Private estates</li> <li>▪ The deer management body (but I don't know what it is)</li> <li>▪ The Red Deer Commission, but I don't know if they still exist</li> <li>▪ Don't know</li> <li>▪ I heard of SNH doing things like that – culling a couple of years ago</li> <li>▪ Wildlife Trust – can't think of anyone else</li> </ul>	<ul style="list-style-type: none"> <li>▪ Landowners</li> <li>▪ Estates</li> <li>▪ Wildlife trusts</li> <li>▪ Councils (on roads)</li> <li>▪ Forestry Commission (where they own the land)</li> <li>▪ SNH (where they own the land)</li> <li>▪ SSPCA</li> <li>▪ The government</li> <li>▪ National Trust for Scotland</li> <li>▪ Not heard of Deer Commission</li> <li>▪ Not heard of Deer Management Groups</li> </ul>
<i>What does deer welfare mean to you?</i>	<ul style="list-style-type: none"> <li>▪ Looking after deer in harsh winters; preventing them from starving</li> <li>▪ General health of deer</li> <li>▪ Making sure the healthy deer stay healthy and un-well ones are got rid of</li> <li>▪ Don't like the idea of poachers killing a mother with dependent young</li> </ul>	<ul style="list-style-type: none"> <li>▪ Keeping deer healthy</li> <li>▪ Making sure they are not in pain/danger</li> </ul>
<i>Other welfare comments</i>	<ul style="list-style-type: none"> <li>▪ As long as it is humane culling is acceptable</li> <li>▪ I'm not a great believer in field sports but there are no better ways of doing it</li> <li>▪ Making sure no-one takes advantage of them</li> <li>▪ Making sure no-one over-culls them</li> <li>▪ Making sure there are deer fences in the right places</li> <li>▪ Avoiding over-stocking</li> <li>▪ Making sure culling is humane</li> <li>▪ Making sure stalkers kill outright</li> <li>▪ Making sure stalkers have the right level of competence</li> <li>▪ Generally protecting animals and making sure they live good lives</li> <li>▪ Making sure deer have enough food in bad winters</li> <li>▪ Making sure they are not harmed by water pollution</li> <li>▪ Making sure they are not harmed by land development</li> <li>▪ Making sure they are not threatened by disease</li> <li>▪ They should be part of a management plan for the countryside</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poison is unacceptable</li> <li>▪ Traps are unacceptable</li> <li>▪ Shooting is the only way and this must be clean; you can't let anyone shoot, they must be a good shot</li> <li>▪ People identify with deer in a way they don't with other species</li> <li>▪ Animal rights is emotive; people don't have facts but form opinions</li> </ul>
<i>Deer numbers</i>	<ul style="list-style-type: none"> <li>▪ No idea/don't know</li> <li>▪ Seems OK</li> <li>▪ A lot near/on the roads</li> </ul>	<ul style="list-style-type: none"> <li>▪ No idea; depends on interest in deer</li> <li>▪ I think there are 750,000 deer</li> <li>▪ I don't think there are too many</li> <li>▪ There was an article about a lot of deer dying over the winter and culling continuing regardless – it was controversial</li> <li>▪ If you are a farmer there are too many; if you are making money from deer there are not enough</li> </ul>

<i>Would you like more opportunities to see and learn about wild deer?</i>	<ul style="list-style-type: none"> <li>▪ Not particularly bothered to learn more but like seeing them around</li> <li>▪ No</li> <li>▪ If I was in the Highlands I would go to a deer centre</li> <li>▪ If I was in the area I would see them but I would not go especially</li> <li>▪ I would like tours to see deer and educational facilities for children to learn more about them and to see them</li> <li>▪ I like to see them but don't need to know more about them</li> <li>▪ Not really, happy with what I know already</li> <li>▪ No, best way to see them is travelling north in the car</li> <li>▪ I already read about them; I don't need any more</li> <li>▪ I imagine in the Highlands there are deer centres, wildlife parks and tours. If I was there I would not go to these but just see wild deer</li> <li>▪ I would like to see them roaming around</li> </ul>	<ul style="list-style-type: none"> <li>▪ I would like to know more about them but don't want more in my garden</li> <li>▪ Quite interested when it is news but not motivated to go and find out</li> <li>▪ Opportunity to watch and learn on holiday</li> <li>▪ Interested to know how they fit into the wider environment/biodiversity – this would help me answer some of these questions</li> <li>▪ Deer attractions are good for children as they have insufficient patience to look for deer in the wild</li> <li>▪ Deer attractions take away the mystery; they are un-natural</li> </ul>
<i>What are your perceptions of deer stalking?</i>	<ul style="list-style-type: none"> <li>▪ I am a vegetarian. My opinion has changed; I thought stalking was for sport and trophy hunting but now I understand it is to manage the deer population and I agree with it</li> <li>▪ Rich folk going out shooting</li> <li>▪ A way of controlling deer</li> <li>▪ It is a way of combining managing the deer population and earning money</li> <li>▪ A profession (traditional)</li> <li>▪ Fat cat businessmen and poachers</li> <li>▪ I am against it</li> <li>▪ I suppose poaching is illegal but goes on</li> </ul>	<ul style="list-style-type: none"> <li>▪ I don't have a problem with it</li> <li>▪ It is good that it makes money for estates</li> <li>▪ It is barbaric</li> <li>▪ You don't always get a clean kill when killing for sport</li> <li>▪ People pay huge sums and are transported in luxury to a place from which to shoot – that is not stalking, it should involve seeking out the deer on foot</li> <li>▪ I know people who hunt deer and they have great respect for the animals</li> <li>▪ Ambivalence</li> <li>▪ I can see both sides – economic against cruelty</li> <li>▪ Part of Scottish culture</li> <li>▪ I can see why people do it but I wouldn't/couldn't do it</li> <li>▪ It brings people to the Highlands that otherwise would not come at times when they would not come</li> </ul>
<i>Do you eat venison?</i>	<ul style="list-style-type: none"> <li>▪ It is healthy and good to eat</li> <li>▪ At least twice a month</li> <li>▪ I try to be vegetarian but stray sometimes to venison</li> <li>▪ It's a luxury food</li> <li>▪ My in-laws are farmers; they eat venison regularly and would have answered all these questions differently</li> <li>▪ Buy from butchers, farmers market, game fair, game dealers and agricultural shows</li> <li>▪ Low in cholesterol</li> <li>▪ It is a treat, a bit more expensive than beef</li> <li>▪ Sausages need to be mixed with pork to cook well as the venison doesn't have enough fat</li> <li>▪ Very occasionally; I have no objection to it but don't come across it often</li> <li>▪ If I want venison I would buy it irrespective of cost</li> <li>▪ Perceived as more expensive than steak and lamb</li> <li>▪ High iron content</li> <li>▪ Venison burgers from supermarket</li> <li>▪ I wouldn't fancy it – eating Bambi and all that</li> <li>▪ It's expensive</li> </ul>	<ul style="list-style-type: none"> <li>▪ It's a first class meat – brilliant</li> <li>▪ It should be marketed as the purest meat/best meat</li> <li>▪ There's a perception that it is expensive, perhaps it is, but it is worth paying the extra money for</li> <li>▪ I'm vegetarian but venison burgers for my children as they think they are the best</li> <li>▪ Buy from the supermarket</li> <li>▪ From the more expensive supermarkets</li> <li>▪ Buy from the local butcher, a good butcher</li> <li>▪ Scottish brands have their own venison (Loch Fyne, etc.)</li> <li>▪ I am given it by some musicians in exchange for accommodation</li> <li>▪ I'm not revealing where I get it from</li> <li>▪ There is no discernable difference between wild and farmed venison</li> <li>▪ I think wild venison will taste better</li> <li>▪ Is wild venison tougher?</li> <li>▪ The House of Bruar would be the centre for venison in Scotland; I had some at the Clachaig Inn; I had venison sausages in Aviemore</li> <li>▪ Every self respecting Scottish restaurant has/should have it on its menu</li> </ul>
<i>Would you like to have more involvement in how wild deer are managed in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ No, not really</li> <li>▪ My views are not strong enough to get more involved</li> <li>▪ Don't know enough about it</li> <li>▪ Have a young family and that takes up all of my time</li> <li>▪ No just interested in knowing what's going on from the web and news</li> <li>▪ If here was going to be a massive cull near where I live I would demonstrate and protest</li> <li>▪ No – leave it to the big estates</li> <li>▪ Leave it to the professionals</li> <li>▪ There is a perception that deer are the responsibility of the landed gentry/big</li> </ul>	<ul style="list-style-type: none"> <li>▪ Most didn't want to become involved in management decisions as they felt un-qualified; better to leave it to those who are qualified through the democratic process</li> <li>▪ If I lived in the Highlands I'd get involved</li> <li>▪ I can get involved if an issue comes up that I feel strongly about; at present there isn't</li> <li>▪ It is a similar issue to fox hunting and badger culling – we form views but we don't understand the issues</li> <li>▪ It would be good for members of the public to be able to make comments but these need to be considered by experts</li> <li>▪ Consultation on options would be good</li> </ul>

	<p>estates/rich people</p> <ul style="list-style-type: none"> <li>▪ I drink milk every day but wouldn't be interested in deciding how cows should be managed</li> <li>▪ I wouldn't mind being more involved now I have learned a bit more</li> <li>▪ People in urban areas need to know more about deer – at present they are a bit removed</li> <li>▪ Consult us on policy ideas – survey, website?</li> </ul>	<ul style="list-style-type: none"> <li>▪ It would be good if there was a way of getting involved if we wanted to</li> </ul>
<i>Other</i>	<ul style="list-style-type: none"> <li>▪ Deer cause a lot of damage to cars</li> </ul>	<ul style="list-style-type: none"> <li>▪ They don't harm humans</li> <li>▪ Will they attack you when they are rutting?</li> <li>▪ Motorists don't slow down for deer signs</li> <li>▪ The government wants to sell off the forests; that will be bad for deer</li> <li>▪ Don't like stuffed deer heads in hotels and bars – hey are macabre</li> <li>▪ Wouldn't know who to approach about deer – the government, conservation organisations or the SSPCA</li> <li>▪ What happens to the skins?</li> </ul>

## 3.2 Process

A number of conclusions can be drawn from analysis of the processes for the two qualitative research methods piloted, as follows:

- Both methods were effective in showing the extent of awareness and understanding of wild deer and their management, identifying the issues that participants were most concerned about and understanding participants' perceptions of specific issues
- Taking into account recruiting and conducting the research, the focus group research was more 'efficient', as it took less time overall
- In this case, the focus groups appeared to generate some deeper perceptions or more deeply felt opinions than the depth interviews as individuals 'sparked' off each other's comments. However, this might not always be the case (a common difficulty with focus groups is making sure more diffident participants make a meaningful contribution in the face of louder participants)

## **4. SUMMARY OF QUANTITATIVE RESEARCH**

The results of the five quantitative pilot research methods are described here, as follows:

- Face to face Interview Survey
- Postal Questionnaire
- Telephone Questionnaire
- E-mail Questionnaire Survey
- On-line Survey Promoted via Social network

The results are summarised in Tables 5 and 6, and they are detailed in Appendix 3. Some broad comments on profile and results are made here for each method.

### **4.1 Face to Face Interview Survey**

#### *4.1.1 Sampling*

Interviewers were briefed to approach the next available individual and to exclude people who work for SNH or in land management. The sample was therefore entirely random for the interview locations. Willingness to participate was good (though this is the result of a combination of factors including weather and the nature of the interviewer and interviewees) and it was possible to complete comfortably 25 interviews in one day using the 15-question questionnaire.

#### *4.1.2 Data Collection*

Interviewers were instructed not to prompt interviewees, but to encourage them to give supplementary answers where these were called for. Data quality was felt to be relatively high as it was given verbally, and, any anomalies could be clarified by the interviewer.

#### *4.1.3 The Findings*

The results for the face-to-face interview show a lower level of interest in learning more about deer and having a say in deer management than the other surveys. They also show lack of concern about deer welfare and other issues. With a small sample size this is likely to be the result of sampling bias.

### **4.2 Postal Questionnaire**

#### *4.2.1 Sampling*

Whilst those who respond are self-selecting (in that they can choose to ignore the questionnaire), a random sample of postal addresses is considered more representative than a similar sized sample of telephone addresses (which exclude the growing number of people who only have mobile telephones) or e-mail addresses (which exclude older people and people from financially disadvantaged groups). In this case, a more representative age profile was achieved in the postal questionnaire pilot than in the other quantitative research methods piloted.

The response rate of 21% (all returned questionnaires were completed to a level where they could be used for analysis) was achieved. This is considered to be high for a postal questionnaire distributed to a random sample with no incentive, where a response rate of 5-10% would normally be expected. A small number of questions were left unanswered or were answered with a 'don't know' response. In some cases, a 'don't know' response was a positive outcome for this research, for example in testing awareness of deer management methods.

#### *4.2.2 Data Collection*

Most of the completed questionnaires were returned within 14 days of the initial mailing (using first class post for distribution and return of questionnaires). Historically, a better response rate has been achieved from hand-written addresses on distribution letters. To test this 50% of Dumfries and Edinburgh questionnaires were distributed in hand-written envelopes and 50% used printed address labels. The response showed no significant difference with 31 questionnaires returned from the hand-written distribution and 33 from the printed label distribution.

#### *4.2.3 The Findings*

It is the consultants' opinion that the responses from this pilot appear to be more considered than in the face-to-face and telephone surveys. Perhaps this is not surprising as people have time (even if this only amounts to a few moments as they write their response) to consider their answers, rather than having to make an immediate response to verbal questions.

### **4.3 Telephone Questionnaire**

#### *4.3.1 Sampling*

The 300 telephone numbers obtained for the pilot were sourced in an entirely random fashion. In the event, 200 were used to obtain 51 completed interviews. However, as a high proportion of the calls were made during working hours, in this case the sample is biased towards older people and others who are at home during the day.

#### *4.3.2 Data Collection*

One in four calls resulted in a completed interview. The telephone researcher had to give more reassurance to encourage people to complete the questionnaire than with the face-to-face pilot, which suggests that data quality could be lower.

#### *4.3.3 The Findings*

The results of this pilot are more representative of older people's views than the other pilots.

### **4.4 E-mail Questionnaire Survey**

In our tender we significantly over-estimated the likely response rate for this research method. In the event, just 11 completed questionnaires were returned from 1,000 distributed. We discussed this with others who had undertaken e-mail surveys and this 0.1% response rate is not unexpected. Many surveys are diverted into junk mail boxes rather than in boxes and they are easily ignored by busy people who are responding to a number of, probably more interesting/more personal e-mails. The data returned was of a similar quality to that from the other pilot surveys.

### **4.5 On-line Survey Promoted via Social Network**

As an initial test of the likely level and nature of response from social networking sites, the following message and link to the on-line survey were posted on four Facebook pages:

Dear Residents of Scotland,

We are currently conducting a survey on behalf of Scottish Natural Heritage, the organisation funded by the Scottish Government to promote, care for and improve natural heritage in Scotland. We are seeking the public's opinions on aspects of wild deer in

Scotland. The public's opinions are very important for deciding future policy so we would really appreciate your views.

Please visit the link below to complete the survey:

[http://www.surveymonkey.com/s/SNH\\_wilddeermanagement](http://www.surveymonkey.com/s/SNH_wilddeermanagement)

The Facebook pages were:

Scottish Wildlife Trust

<http://www.facebook.com/scottishwildlifetrust>

Deer

<http://www.facebook.com/pages/Deer/82547567458#wall>

Scotland Discussion Board

<http://www.facebook.com/pages/SCOTLAND/252819093647>

Scottish Deer Centre

<http://www.facebook.com/pages/The-Scottish-Deer-Centre/110379419008839#wall>

Until the time of writing, 6 people have visited the on-line site and completed the questionnaire. A number of negative comments were posted on these pages about a business trying to obtain results for free via Facebook as well as several stronger negative comments. In addition, the posts have been removed from most of the pages (presumably by the page editors).

We did not produce a Facebook page to support promotion of the questionnaire (which is likely to have increased the number of people following the link to the questionnaire) as we felt that this is a policy level decision for SNH's communications team and beyond our remit in the current study.

The proportion of people making literal responses in both the on-line and the e-mail surveys was low in comparison to the other pilot methods. This is important – as noted above, many of the issues SNH wishes to explore are complex and require literal responses (rather than tick boxes, yes/no responses, etc.).

Table 5: Summary of Quantitative Survey Results

Question	Face-to-face	Telephone	Post	E-mail	Social Networks*(2)
<i>When did you last see a deer in Scotland?</i>	6% Yesterday 12% 1 week ago 10% 2 weeks ago 14% 1 month ago 14% In the last 6 months 12% In the last year 26% Longer ago than this 6% Never	8% Yesterday 6% 1 week ago 0% 2 weeks ago 0% 1 month ago 22% In the last 6 months 16% In the last year 46% Longer ago than this 4% Never	3% Yesterday 9% 1 week ago 3% 2 weeks ago 9% 1 month ago 15% In the last 6 months 4% In the last year 30% Longer ago than this 9% Never	0% Yesterday 0% 1 week ago 18% 2 weeks ago 18% 1 month ago 9% In the last 6 months 27% In the last year 18% Longer ago than this 9% Never	33% Yesterday 17% 1 week ago 17% 2 weeks ago 0% 1 month ago 0% In the last 6 months 17% In the last year 17% Longer ago than this %0 Never
<i>Which of the following best summarises the situation and where was it?</i>	27% Saw wild deer on a walk 44% Saw wild deer from road 19% Road accident 8% Deer farm, zoo or attraction 6% Other 68% Unfenced /in the hills 17% Fenced 2% In a built area 13% Other	65% Saw wild deer on a walk 31% Saw wild deer from road 2% Road accident 2% Deer farm, zoo or attraction 0% Other 94% Unfenced /in the hills 6% Fenced 0% In a built area 0% Other	24% Saw wild deer on a walk 52% Saw wild deer from road 3% Road accident 6% Deer farm, zoo or attraction 15% Other 71% Unfenced /in the hills 12% Fenced 12% In a built area 0% Other	9% Saw wild deer on a walk 27% Saw wild deer from road 27% Road accident 9% Deer farm, zoo or attraction 27% Other 27% Unfenced /in the hills 27% Fenced 18% In a built area 27% Other	66% Saw wild deer on a walk 50% Saw wild deer from road 18% Road accident 18% Deer farm, zoo or attraction 0% Other 100% Unfenced /in the hills 40% Fenced 0% In a built area 0% Other
<i>How important are wild deer to you and why?</i>	74% Deer are important in some way 20% Not important 4% Don't know 2% God to eat	70% Deer are important in some way 15% Not important 10% Never thought about it 5% Like to eat them	82% Deer are important in some way 11% not important 11% Don't know, not concerned	14% Deer are important in some way 71% Not important 14% Taste good	17% Deer are important in some way 17% Taste good 66% No answer
<i>What methods are used to manage wild deer in Scotland/how are they managed?</i>	37% Don't Know 63% Named a method 12% Named an org. 37% Culling 4% Fencing 12% Various activities (incl. counting, tagging, feeding in winter)	45% Don't know 55% Named a method/org. 25% Culling (to control numbers/prevent crop or tree damage) 10% Fencing (to keep off road/prevent tree damage) 5% Controlled by landowners/FC/Red Deer Commission	40% Don't know 60% Named a method or org. 37% Culling 14% Fencing 9% Managed by gamekeeper or estate	66% Don't know 33% By rangers/gamekeepers	17% Don't know 17% Culling and fencing 66% No answer
<i>Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?</i>	33% Control numbers 20% Prevent or reduce damage to trees, crops, etc. 17% Deer welfare (mostly roads) 4% Economic reasons 26% Don't know	32% Control numbers 22% Deer welfare (protect from poachers, cars, etc., health of herd) 20% Prevent or reduce damage to trees, crops, etc. 18% Don't know 6% Make money	32% Control numbers 31% Prevent or reduce damage to trees, crops, etc. 23% Deer welfare (keep healthy, stop in-breeding, prevent fighting, match numbers to food supply) 14% Don't know	66% Don't know 17% Economic	17% For sport 17% Welfare and damage*(3) 66% No answer
<i>Are you concerned about any aspects of the welfare of wild deer in Scotland?</i>	64% Not concerned 30% General or specific concerns 6% Don't know	76% Not concerned/no specific concerns 12% Concerned about welfare 10% Don't know 6% Don't know enough to say	57% Not concerned 19% General or specific concerns 24% Don't know/don't know enough to say	100% Not concerned	17% Not concerned 17% Welfare concern 0% No answer
<i>What does the term deer stalking mean to you?</i>	76% Shooting, killing, hunting 14% Don't know 7% Some kind of looking after 2% Hats	69% Shooting, killing, hunting 12% Don't know 6% Hats	79% Shooting, killing, hunting 6% Following deer 9% Don't know 2% Hats	75% Shooting, killing, hunting 13% Following deer 13% Rich people from England	17% Shooting, killing, hunting 17% Following deer with camera or gun*(3) 66% No answer

<i>Do you think stalking is a good thing or a bad thing and why?</i>	43% Good 34% Bad 11% Unconcerned 13% Other	54% Good 46% Bad	57% Good 25% Bad 6% Unconcerned 13% Other	18% Good 27% Bad 55% Unconcerned	33% 66% No answer
<i>Specify why – good</i>	35% Keeping numbers down 25% Deer welfare reasons 20% Make money 20% Other	22% Revenue 22% Keeping deer numbers down 22% Controlling how deer are killed 18% Deer welfare reasons, including to keep deer herds healthy	40% Controlling numbers 30% Helps the economy 30% Deer welfare including clean kills	More meat Less garden damage	17% Controlling numbers 17% Provides tourism 66% No answer
<i>Specify why - bad</i>	Mostly personal objections to killing or cruelty to animals High proportion don't know or undecided (30% of all responses)	Mostly personal objections to killing animals or to killing for Sport or pleasure	Personal objections to killing animals and concern about poor shots leading to pain for deer	Personal objections to killing animals and concern about being woken up	-
<i>Would you like to know more about any aspect of wild deer in Scotland</i>	12% Yes 88% No	18% Yes 82% No	18% Yes 79% No 3% No Answer	100% No	17% Yes 83% No Answer
<i>Specify what – answered yes</i>	General information Website or social network	Where they are By post or on-line	How many there are Where they are Reasons for controlling them General information	-	Any aspect
<i>Specify what – answered no</i>	Enough access to information on TV, etc.	Can't be bothered Have enough information	Limited time to take in more information	-	-
<i>Would you like to have a say in decisions about how wild deer are managed in Scotland?</i>	4% Yes 96% No	16% Yes 84% No	12% Yes 85% No 3% No answer	100% No	17% Yes 33% No 50% No answer
<i>Specify how – answered yes</i>	Express views in polls or on-line	Vote Write to MSP Raise awareness amongst family and friends	Internet forum Website for comments	-	-
<i>Comments – answered no</i>	Insufficient knowledge Others better qualified Not concerned	Insufficient knowledge Leave it to experts Not bothered	Insufficient knowledge Trust organisations like SNH to make these decisions on our behalf	-	-
<i>Are you female or male</i>	52% Female 48% Male	60% Female 40% Male	59% Female 41% Male	23% Female 66% Male	0% Female 50% Male
<i>To which age group do you belong</i>	14% 16-24 22% 25-34 14% 35-44 31% 45-59 18% 60-74 2% 75 and over	2% 16-24 2% 25-34 13% 35-44 20% 45-59 35% 60-74 28% 75 and over	0% 16-24 9% 25-34 15% 35-44 32% 45-59 29% 60-74 15% 75 and over	45% 16-24 27% 25-34 9% 35-44 18% 45-59 0% 60-74 0% 75 and over	17% 16-24 0% 25-34 17% 35-44 0% 45-59 0% 60-74 17% 75 and over
<i>Do you have dependent children living at home?</i>	29% Yes 71% No	16% Yes 84% No	30% Yes 70% No	33% Yes 66% No	17% Yes 17% No
<i>What is the highest level of qualification you have achieved to date?</i>	8% No qualification 28% Standard, O level, GCSE 28% Higher, A level 14% HNC, HND 16% Degree or professional qualification	25% No qualification 8% Standard, O level, GCSE 12% Higher, A level 6% HNC, HND 39% Degree or professional qualification	3% No qualification 6% Standard, O level, GCSE 18% Higher, A level 15% HNC, HND 47% Degree or professional qualification	26% No qualification 27% Standard, O level, GCSE 8% Higher, A level 8% HNC, HND 8% Degree or professional qualification	0% No qualification 0% Standard, O level, GCSE 17% Higher, A level 0% HNC, HND 17% Degree or professional qualification

	8% Other qualification	10% Other qualification	12% Other qualification	18% Other qualification	0% Other qualification
Q15) What is your postcode?	All respondents lived in EH4–EH15 and DG1–DG8	All respondents lived in EH1-EH17 and DG1–DG2	All respondents lived in EH4 – EH15 and DG1-DG2	Throughout Scotland*(1)	One postcode provided only – AB24

\* Note 1: Two of the e-mail respondents had current addresses in England but had lived in Scotland previously

Note 2: Responses equal more than 100% due to multiple answers

Note 3: Looks cut & paste from a website or other electronic source

Table 6: Sample of Literal Responses from the Quantitative Survey Pilots

Question	Face-to-face	Telephone	Post	E-mail	Social Networks
<i>How important are wild deer to you and why?</i>	<ul style="list-style-type: none"> <li>▪ It is nice to see them when out walking Very important, part of Scottish heritage</li> <li>▪ Very, I see them often on my way to work</li> <li>▪ Quite important. Big Scottish mammal. Special when you see them</li> <li>▪ They are part of Scotland</li> <li>▪ Not particularly. Just an animal in the countryside They aren't very important to me but visitors like to see them</li> <li>▪ Nice to eat</li> </ul>	<ul style="list-style-type: none"> <li>▪ They are lovely animals, they should be kept around the country</li> <li>▪ They're one of Scotland's wild animals</li> <li>▪ They're quite nice. Living in the town you don't have much to do with these things</li> <li>▪ Very important. I watch every nature programme I can. Autumn watch and all the Scottish wildlife programmes. Been to a deer park in Perth, fed the deer there</li> <li>▪ They are important to me, they beautiful, they shouldn't be hunted in anyway</li> <li>▪ My brother is a farmer and they're very damaging</li> <li>▪ I was a chef for some time so I'm into venison</li> </ul>	<ul style="list-style-type: none"> <li>▪ Very important - seeing some good stags could be the highlight of your holiday</li> <li>▪ Very Scottish</li> <li>▪ They belong in Scotland. Managed well they are a good source of food</li> <li>▪ They are a natural part of our wildlife in Scotland. It would be tragic if they disappeared. They are beautiful and gentle creatures.</li> <li>▪ Great as long as they are kept away from busy roads</li> <li>▪ They cheer me up when I see them, which fortunately is most days. This is very important to me</li> <li>▪ Never really thought about it</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes they are important but not really to me</li> <li>▪ They are just there in the countryside. Just another animal</li> <li>▪ Not, they eat all my plants</li> <li>▪ They taste good and great if you can get the meat for free</li> </ul>	<ul style="list-style-type: none"> <li>▪ They taste good</li> <li>▪ Exceptionally important as they are magnificent creatures and are a central part of our heritage</li> </ul>
<i>What methods are used to manage wild deer in Scotland/how are they managed?</i>	<ul style="list-style-type: none"> <li>▪ Don't really know - shoot them?</li> <li>▪ They cull them every so often</li> <li>▪ Culling and fencing them in</li> <li>▪ They shoot the older ones</li> <li>▪ Game keepers look after them</li> <li>▪ By feeding them in winter when the food is under snow</li> <li>▪ Bred for sport and meat in the Highlands. Not sure they are managed elsewhere there are fences to keep them in or out. Are they protected?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Kill them or else they will eat everything, keep them under control</li> <li>▪ Sometimes they have to cull them. You've got to watch for poachers</li> <li>▪ They've put up big high fences on the road out from Dumfries to Moffat, on a big estate. Big, net fences</li> <li>▪ They keep them on farms</li> <li>▪ Forestry Commission look after them, private estates as well</li> <li>▪ Think they've banned culling in south Scotland</li> </ul>	<ul style="list-style-type: none"> <li>▪ I know nothing about the management of wild deer</li> <li>▪ Sorry not very knowledgeable about deer</li> <li>▪ Culling if the numbers are too large</li> <li>▪ Fencing and culling on deer estates</li> <li>▪ Not very well informed about this, I've seen deer fencing in the highlands and I have read of culls to contain the population</li> <li>▪ Mainly left up to estate owners. I think they are reasonably well managed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Don't know</li> <li>▪ Are they?</li> <li>▪ By rangers and game keepers</li> </ul>	<ul style="list-style-type: none"> <li>▪ There managed??</li> <li>▪ Around 70,000 culled a year, deer fences put up around woodland areas to keep them out</li> </ul>
<i>Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?</i>	<ul style="list-style-type: none"> <li>▪ To keep their numbers under control. To provide meat</li> <li>▪ To keep the numbers down and to ensure there is enough food in wintertime</li> <li>▪ To keep the numbers controlled - less damaging to trees</li> <li>▪ Because they will overrun us</li> <li>▪ I heard they (deer) strip the forest greenery very fast</li> <li>▪ They are a nuisance</li> <li>▪ Save on car accidents - they cause nasty accidents</li> <li>▪ Economic resource for estates. For food. To control as a pest</li> </ul>	<ul style="list-style-type: none"> <li>▪ To keep the population down</li> <li>▪ Because they are destructive, need to control numbers. Too many would be bad for them as well</li> <li>▪ They could be eating agricultural food and animals. They destroy trees</li> <li>▪ To prevent them getting shot and run over</li> <li>▪ They can be very destructive and dangerous on roads, especially to cars. They eat veg and things from people's gardens as well</li> <li>▪ To make money out of them for shooting</li> <li>▪ Prone to poachers</li> </ul>	<ul style="list-style-type: none"> <li>▪ There are too many?</li> <li>▪ Numbers controlled to protect agriculture and the survival of other game</li> <li>▪ So that they do not increase in numbers too much and upset the natural biodiversity balance</li> <li>▪ Over population damages the environment</li> <li>▪ Eating farmers' crops, eating what other grazers eat.</li> <li>▪ They fight? (don't really know)</li> <li>▪ There is not enough grazing land for wild deer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Don't know that either</li> <li>▪ To help them</li> <li>▪ To sell</li> </ul>	<ul style="list-style-type: none"> <li>▪ So posh folk can shoot 'em</li> <li>▪ Due to the lack of natural predators after the wolves went extinct in 1745, the numbers have escalated to over 400,000 which is far too many for the land to handle. They are in danger of eating all the food in the summer and starving in the winter and they also destroy young trees</li> </ul>

<i>Are you concerned about any aspects of the welfare of wild deer in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ Deer on roads causing accidents and getting injured</li> <li>▪ Only that they get killed on the roads because drivers do not heed warnings or restrictions</li> <li>▪ Who is responsible for deer around towns - they cause problems on roads and damage to gardens</li> <li>▪ Not being able to find enough food in severe winters</li> <li>▪ I'd like to think they are well looked after</li> <li>▪ It doesn't affect me</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can't say I know enough about it</li> <li>▪ Don't think so, as far as I know they are well looked after. From the programmes I see they seem to be looked after</li> <li>▪ Realise they have to be culled to make them a strong breed</li> <li>▪ If there's to be culling I prefer if the deer are killed quickly</li> <li>▪ Worried about hitting them on the road up to Moffat. It happens more in the winter, when there's less food and they wander down to the road</li> </ul>	<ul style="list-style-type: none"> <li>▪ Only that would like that they can remain in the wild and aren't endangered</li> <li>▪ I am concerned about deforestation and the constant ruination of the green belt</li> <li>▪ Too many get killed or injured on the road</li> <li>▪ I believe that all wild animals should be protected but where their numbers cross with farming and forestry interest such matters should be strategically managed</li> <li>▪ Not really. Maybe if there were hardly any left</li> <li>▪ I haven't really considered it</li> </ul>	<ul style="list-style-type: none"> <li>▪ No more than any other animal</li> </ul>	<ul style="list-style-type: none"> <li>▪ Nope</li> <li>▪ That they may starve in the winter or be forced into urban areas due to lack of space</li> </ul>
<i>What does the term deer stalking mean to you?</i>	<ul style="list-style-type: none"> <li>▪ Shooting deer for sport in the Highlands</li> <li>▪ Organised killing for posh people</li> <li>▪ In the Highlands tracking deer and shooting them with a Ghillie</li> <li>▪ Hunting deer on foot and shooting them</li> <li>▪ Following deer for a variety of purposes</li> <li>▪ Follow a herd to shoot the older ones</li> <li>▪ Hats worn by old gentlemen</li> </ul>	<ul style="list-style-type: none"> <li>▪ Gamekeepers keeping them under control</li> <li>▪ People pay to go out with rangers and stalk</li> <li>▪ It's a commercial concern of the estates</li> <li>▪ Going out and hunting deer with a gun</li> <li>▪ A day with some binoculars and a gun to shoot deer with</li> <li>▪ Flushing them out for shooting</li> <li>▪ It used to be a skilful sport. If you did get a shot, it was a shot to kill</li> <li>▪ Never heard of it</li> </ul>	<ul style="list-style-type: none"> <li>▪ The hunting and shooting of deer, generally on private estates</li> <li>▪ Driving deer towards shooters</li> <li>▪ People paying to shoot deer</li> <li>▪ Getting close enough to them to select and shoot the ones for culling</li> <li>▪ People with guns following deer and shooting them. Probably/possibly deer would be culled anyway?</li> <li>▪ Being honest again, to me it means a type of hat! I'm not too familiar with what it actually involves</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bang bang you're dead</li> <li>▪ Shooting parties</li> <li>▪ Hunting</li> <li>▪ Going after and maybe killing?</li> <li>▪ People coming up here to shoot things</li> <li>▪ Stuff for rich folk from England</li> <li>▪ Following</li> </ul>	<ul style="list-style-type: none"> <li>▪ Posh folk shooting deer</li> <li>▪ It means stalking a deer for a long time, pitting your skills against the deer's senses, respecting the animal and if you are stalking with a gun and not a camera, then hopefully killing the deer quickly and efficiently to cause no suffering</li> </ul>
<i>Do you think stalking is a good thing or a bad thing and why – Good Comments</i>	<ul style="list-style-type: none"> <li>▪ Brings income to estates. Provides venison</li> <li>▪ Brings the money in to Scotland</li> <li>▪ Keeps numbers under control. Good for tourism and economy. Restricts public freedom to roam the countryside</li> <li>▪ Helps keep them healthy</li> <li>▪ It controls numbers as long as the people are properly trained</li> <li>▪ It is good that there is someone to manage their welfare</li> </ul>	<ul style="list-style-type: none"> <li>▪ Part and parcel of keeping them under control. Important for revenue, income for estates, employment and other things</li> <li>▪ Good for tourism. Gets money for the countryside</li> <li>▪ They have to be killed or else there would be too many</li> <li>▪ Put it this way, it's better to put a crippled deer out of its misery then to let it suffer</li> <li>▪ Depends if you're a farmer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Retains the balance of nature</li> <li>▪ Keeps you aware of the movements and problems</li> <li>▪ Better to ensure a clean kill</li> <li>▪ Much needed to help local economy</li> <li>▪ Keeps numbers down and sport brings useful money into rural areas</li> </ul>	<ul style="list-style-type: none"> <li>▪ More meat</li> <li>▪ Less to get into my garden</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provides tourism</li> <li>▪ Its one way of keeping the vast numbers of deer down and it is also a very natural thing to do</li> </ul>
<i>Do you think stalking is a good thing or a bad thing and why – Bad Comments</i>	<ul style="list-style-type: none"> <li>▪ I don't like cruelty to animals</li> <li>▪ I don't like shooting or guns</li> <li>▪ I hate the thought of them being killed</li> <li>▪ It's not very nice and there aren't a lot of deer left</li> <li>▪ Killing is bad it encourages lunatics to go wild with guns like Dunblane</li> <li>▪ Shooting deer for sport is bad</li> </ul>	<ul style="list-style-type: none"> <li>▪ Because it's illegal?</li> <li>▪ Shouldn't hunt, especially if they're not going to eat it</li> <li>▪ Cruelty to hunt an animal, very cruel</li> <li>▪ Why can't they just leave them alone?</li> <li>▪ Don't like mistreatment of any kind of animal. If there's no control there will be too many deer. But it</li> </ul>	<ul style="list-style-type: none"> <li>▪ It weeds out the weak and old and makes the deer levels manageable Don't like the thought of killing wild things</li> <li>▪ Deer can be injured by amateur gunmen. The process of chasing them down is frightening and cruel</li> <li>▪ Not necessary in this day and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Killing is wrong</li> <li>▪ We are taught that killing things is bad</li> <li>▪ On a weekend - wake me up</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>

		needs to be humane. Don't like the term "stalking"	modern age		
		▪ If it's done for enjoyment no			
<i>Would you like to know more about any aspect of wild deer in Scotland</i>	<ul style="list-style-type: none"> <li>▪ Just to be kept in touch - best way is through a website or on one of the social networks</li> <li>▪ More about how they live - where, how long they live, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Got books on it</li> <li>▪ I see enough on TV</li> <li>▪ I'm not bothered with the countryside nowadays</li> <li>▪ Not really thought about deer until you phoned</li> <li>▪ I keep up with the news which is enough</li> <li>▪ If I want to see them I can go and see them</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not any particular aspect, just general info - but am aware of the limited time I have to take in more information</li> <li>▪ I haven't considered this before - I would like to have some facts about deer numbers and reasons for controlling them</li> <li>▪ Where they are found and how many, what types etc.</li> </ul>	-	▪ Any aspect
<i>Would you like to have a say in decisions about how wild deer are managed in Scotland?</i>	<ul style="list-style-type: none"> <li>▪ Don't know enough really</li> <li>▪ Best left to the experts</li> <li>▪ Big decisions should be subject to the political process</li> <li>▪ Happy to express my views in polls or on-line</li> <li>▪ Concerned about them but don't know what should be done for them</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not enough knowledge about it to make an informed decision</li> <li>▪ Because I live in a city. I'm not competent to decide</li> <li>▪ Entirely up to the people who own the land</li> <li>▪ Leave it to the experts</li> <li>▪ Leave it to the experts. People who have estates that know how to do it</li> <li>▪ Doesn't bother me one way or another</li> </ul>	<ul style="list-style-type: none"> <li>▪ I think decisions on wildlife; heritage etc. should be made in consultation with the public and not just the decision of a few</li> <li>▪ Not unless I were better informed</li> <li>▪ Internet forum but ultimately it is a government policy</li> <li>▪ I trust organisations like SNH to look after them on our behalf</li> </ul>	-	-

#### 4.6 Process

All five of methods tested returned information which can be used to assess the public's perceptions of wild deer management in Scotland. However, a review of the process and the results by the consultants shows that there are differences. These are summarised in the table below.

*Table 7: Summary of Findings from the Quantitative Research Method Pilots*

<b>Method</b>	<b>Positive</b>	<b>Negative</b>
Face-to-face	<ul style="list-style-type: none"> <li>▪ Good data quality</li> <li>▪ Random sample</li> </ul>	<ul style="list-style-type: none"> <li>▪ Responses can be 'little thought out' or rushed</li> </ul>
Telephone	<ul style="list-style-type: none"> <li>▪ Good response rate</li> <li>▪ Timing dictated sample profile</li> </ul>	
Post	<ul style="list-style-type: none"> <li>▪ Most considered responses</li> <li>▪ High response rate for postal surveys</li> <li>▪ Reasonably random sample</li> </ul>	<ul style="list-style-type: none"> <li>▪ Environmental cost (paper waste)</li> </ul>
E-mail		<ul style="list-style-type: none"> <li>▪ Self-selecting sample</li> <li>▪ Very low response rate</li> <li>▪ Low proportion of literal responses</li> </ul>
Social network		<ul style="list-style-type: none"> <li>▪ Self-selecting sample</li> <li>▪ Low proportion of literal responses</li> <li>▪ Several negative responses</li> </ul>

## **5. CONCLUSIONS & RECOMMENDATIONS**

### **5.1 Conclusions**

A summary of what good practice tells us about the research methods piloted and considered, and the findings of the pilot research projects, is shown in Table 8, below. A number of conclusions can be drawn from analysis of this information, as follows:

#### *5.1.1 Cost*

- Qualitative research is more expensive than quantitative research
- Of the quantitative research methods, on-line panel is by far the most expensive. Telephone research is also comparatively expensive and online and social network research are the least expensive

#### *5.1.2 Data Quality*

- Qualitative research gave a deeper understanding of complex issues
- Focus groups were best at exploring the complex issues as they enabled follow up questions and debate between participants
- The quantitative research pilots showed that face-to-face, telephone and postal surveys all generated good quality data on multiple choice and literal questions
- The e-mail and social network pilots generated the poorest quality data (however, sample sizes were small and further consideration could be given to this)
- Overall, wild deer appears to be a topic to which the Scottish public is prepared to commit time and thought

#### *5.1.3 Response Rates & Profiles*

- No significant difficulties were experienced in recruiting for the focus groups and depth interviews
- A high participation rate and high response rates were achieved for the face-to-face, telephone and postal surveys
- Low response rates were achieved for the e-mail and social network surveys
- Face-to-face and postal surveys are likely to provide the most representative samples
- Overall wild deer is a topic that generates interest and participation amongst the Scottish Public

Neither the qualitative nor the quantitative research results showed the anticipated difference in levels of awareness and understanding between respondents in the two locations – Edinburgh and Dumfries. Whilst this conclusion is not entirely robust (because of the sample sizes), we would have expected some differences to emerge given the scale of research undertaken overall. This seems to suggest that the Scottish urban public has a reasonable high awareness and understanding of wild deer and their management and of many of the relevant issues. However, it also shows that some individuals hold misconceptions (for example why wild deer are managed) and that the perceptions of some individuals disagree with those of others on particular issues (for example stalking).

Table 8: Summary of Findings and Conclusions

Research Method	What Good Practice Tells Us	Cost Aspects	What the Pilot Research Tells Us	Conclusions
Focus groups	<ul style="list-style-type: none"> <li>Good for exploring awareness, perceptions and attitudes</li> <li>Not statistically robust</li> </ul>	<ul style="list-style-type: none"> <li>High cost</li> </ul>	<ul style="list-style-type: none"> <li>Very effective method for exploring the extent of people's awareness and understanding and their responses to key issues</li> </ul>	<ul style="list-style-type: none"> <li>Pilot focus groups identified high levels of awareness and understanding</li> <li>These findings should be tested in a further round of focus groups with participants representative of the Scottish urban-rural classification</li> </ul>
Depth interviews	<ul style="list-style-type: none"> <li>Good for exploring awareness, perceptions and attitudes</li> <li>Not statistically robust</li> </ul>	<ul style="list-style-type: none"> <li>High cost</li> </ul>	<ul style="list-style-type: none"> <li>Effective method for exploring the extent of people's awareness and understanding and their responses to key issues</li> </ul>	<ul style="list-style-type: none"> <li>Pilot showed the focus groups to be a more cost-effective method overall of obtaining this information, therefore we do not recommend depth interviews</li> </ul>
Telephone survey	<ul style="list-style-type: none"> <li>Reasonably representative sample</li> <li>Several surveys have abandoned telephone research in recent years as the switch to mobile phones and lack of availability of representative mobile phone numbers means it is difficult to achieve a reliable sample</li> <li>High quality data</li> </ul>	<ul style="list-style-type: none"> <li>Medium cost</li> </ul>	<ul style="list-style-type: none"> <li>High response rate achieved</li> <li>Good data quality</li> </ul>	<ul style="list-style-type: none"> <li>Telephone interviewing was shown to be an effective method for collecting quantitative data and limited amounts of qualitative data in the pilot</li> <li>Given the sampling reliability issues and the fact that data quality appears to have been better from the postal survey, we do not recommend telephone interviews</li> <li>Telephone surveying would be effective for the full survey, but it is more expensive than a postal survey</li> </ul>
Face-to-face survey	<ul style="list-style-type: none"> <li>Very representative sample</li> <li>High quality data</li> </ul>	<ul style="list-style-type: none"> <li>Medium cost</li> </ul>	<ul style="list-style-type: none"> <li>High participation rate achieved</li> <li>Good data quality</li> </ul>	<ul style="list-style-type: none"> <li>Face-to-face interviews were shown to be an effective method for collecting quantitative data and limited amounts of qualitative data in the pilot</li> <li>The cost of face-to-face surveys is higher (for similar sample sizes) than the other quantitative survey methods</li> <li>Face to face surveying would be an effective method of obtaining information from transient audiences – for example tourists visiting Scotland</li> </ul>
Postal survey	<ul style="list-style-type: none"> <li>Representative sample</li> <li>High quality data</li> </ul>	<ul style="list-style-type: none"> <li>Medium cost</li> </ul>	<ul style="list-style-type: none"> <li>Higher than average response rate achieved</li> <li>Considered responses obtained</li> </ul>	<ul style="list-style-type: none"> <li>Postal survey was shown to be an effective method for collecting quantitative data and limited amounts of qualitative data in the pilot, of a similar quality to the face-to-face and telephone surveys</li> <li>The postal survey provides a reliable sample and was is the least costly of the three effective quantitative survey methods considered</li> <li>We recommend postal surveying for the full survey on the basis that it provides quality data from a reliable sample at a relatively low cost</li> <li>It might also be possible to run a postal survey with tourists by distributing questionnaires through tourism facilities (accommodation/attractions/TICs, etc.)</li> </ul>
E-mail survey	<ul style="list-style-type: none"> <li>Unrepresentative sample (self-selecting, excludes older and financially disadvantaged people)</li> </ul>	<ul style="list-style-type: none"> <li>Medium cost (large sample size required)</li> </ul>	<ul style="list-style-type: none"> <li>Response rates very low</li> </ul>	<ul style="list-style-type: none"> <li>Very large samples are needed to obtain a reliable sample</li> <li>Sampling is not reliable</li> <li>We therefore do not recommend this method at this time</li> </ul>
Social network	<ul style="list-style-type: none"> <li>Unrepresentative sample (self-selecting, excludes older and financially disadvantaged people)</li> </ul>	<ul style="list-style-type: none"> <li>Low cost</li> </ul>	<ul style="list-style-type: none"> <li>Poor response rate</li> <li>Negative reaction to what appeared to be a commercially run survey</li> <li>Needs formal presence by SNH</li> </ul>	<ul style="list-style-type: none"> <li>This method might be effective in engaging with young people and others, however, it needs more considered planning than was possible during the current study. Full management of the promotion and discussion process is required to retain control of the message</li> <li>We recommend that SNH investigates this area as a means of engaging with young people, and as a means of collecting data in the future, but do not recommend it for the project in hand</li> </ul>
On-line survey	<ul style="list-style-type: none"> <li>Unrepresentative sample (self-selecting)</li> <li>Subject to effective promotion</li> </ul>	<ul style="list-style-type: none"> <li>Low cost</li> </ul>	<ul style="list-style-type: none"> <li>Not tested</li> </ul>	<ul style="list-style-type: none"> <li>This method might be effective in reaching a specific audience – for example people who use a particular website (i.e. with an interest in a particular subject or place)</li> <li>It is only effective if the on-line location of the survey is promoted effectively</li> <li>This method is not recommended for the full survey, however, it could be considered for reaching specific groups (for example nature tourists)</li> </ul>
On-line panel	<ul style="list-style-type: none"> <li>Representative sample</li> <li>Works best if regular contact is needed with same profile</li> <li>Can habituate to subject over time</li> </ul>	<ul style="list-style-type: none"> <li>Very high cost</li> </ul>	<ul style="list-style-type: none"> <li>Not tested</li> </ul>	<ul style="list-style-type: none"> <li>The high cost of this method means that we do not recommend it for the task in hand</li> </ul>

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Omnibus survey	<ul style="list-style-type: none"><li>▪ Representative sample</li><li>▪ Good for testing change over time with same profile</li><li>▪ Not suitable for high numbers of questions as these overwhelm the survey</li></ul>	<ul style="list-style-type: none"><li>▪ Medium cost</li></ul>	<ul style="list-style-type: none"><li>▪ Not tested</li></ul>	<ul style="list-style-type: none"><li>▪ Could be used to ask a small number of key questions on a regular basis, but not recommended for the task in hand</li></ul>
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## 5.2 Recommendations

To develop effective policy, SNH will need to collect both qualitative and quantitative data, as follows:

- Qualitative data to a) understand the extent and nature of people's awareness and understanding and b) to test perceptions and attitudes to specific issues
- Quantitative research to measure the degree of feelings towards issues

Put another way, SNH should use qualitative research to establish the scope of people's awareness and understanding and to test perceptions of particular issues (for example practices when a deer is injured and escapes) and it should use quantitative research to test more general perceptions (for example is stalking a good thing or a bad thing).

The pilot study has shown that:

- Focus groups are the best way to collect qualitative data on public perceptions of wild deer management
- Post and telephone research are the best methods for collecting quantitative data on wild deer management

We recommend, for a full survey of Scottish residents, the following:

- An additional 4 focus groups as follows to complete the 6-fold Scottish urban-rural classification
- A national postal survey

### 5.1.1 Focus Groups

Conducting a further four focus groups with Scottish residents would complete the Scottish 6-fold urban-rural classification. A suggestion for further groups (additional to the two already run) is shown in Table 9, below. The topic guide for the pilot groups should be used and analysis should consider the results from all six groups.

*Table 9: Recommended Locations for Focus Groups*

<b>Classification</b>	<b>Location</b>	<b>Region</b>
Large Urban Areas	Edinburgh	Central Belt
Other Urban Areas	Dumfries	Dumfries & Galloway
Accessible Small Towns	Strathpeffer	Highlands
Remote Small Towns	Banchory	Grampian
Accessible Rural Areas	TBA	Fife/Borders
Remote Rural Areas	Arrocher	Strathclyde

### 5.1.2 Postal Survey

The minimum sample size to ensure a statistically robust survey for a large population is 375. However, we recommend doubling this at least in this case, to enable more robust analysis of sub-sets of data. To achieve a sample size of 750 based on the response rate

achieved in the pilot questionnaires would need to be distributed to 3,750 individuals (say 4,000).

The questions should include a small number of profile questions to understand the profile of the sample. Other questions should be mainly tick box questions recording the degree to which people agree or disagree with statements about the key issues. Responses to the pilot research projects will provide a basis for these and should be developed by deer policy managers working with market researchers.

### 5.2.3 Costs

The cost of four focus groups run by market research companies is likely to be between £5,000 and £10,000. Prices vary, but in the current competitive market, it should be possible to achieve quality research at a reasonable cost.

We have estimated the cost of the postal survey outlined above using our own costing method and estimate this to be in the region of £10,000 to include:

- Planning
- Questionnaire design
- Sourcing a representative sample of addresses (compliant with the Scottish 6-fold urban-rural classification and other aspects of the Scottish population)
- Printing questionnaires and envelopes
- Distribution and return postage
- Analysis
- Reporting

## 5.3 Other Recommendations

### 5.3.1 On-line

An on-line panel is both in-appropriate (they work best in cases where regular results are required from a similar sample) and very costly. E-mail and social network research could be effective for researching the perceptions of specific groups, for example young people and tourist visitors to Scotland. Young people are often an under-represented or missing audience for conservation organisations. Recent research commissioned by the Northumberland National Park Authority<sup>1</sup> shows that young people (aged 11-18) prefer to receive information and to communicate via social networks and that social networks, e-mail and text messages are important sources of information and communication for young (pre-family) adults.

As far as we are aware, SNH has not used social networks to communicate with its audiences. If it is to do so, it needs to go about it in a planned way, with clear objectives and target markets. One such objective could be communication activity on deer and other species management and engaging specific audiences and promoting on-line surveys. Such surveys would be most effectively promoted through an SNH Facebook page, with activity to drive visitors to it; an example of the format of Facebook pages is shown in Appendix 4.

Promoting a survey via social networks would first require SNH to establish and promote a presence; this is not something that can be done easily overnight. Some suggestions on how this could be done are shown in Appendix 4.

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<sup>1</sup> Sounding the Sill: Design Your Day and Living Landscapes, both 2010 by Bowles Green Limited for the Northumberland National Park Authority. Downloadable via [www.bowlesgreen.co.uk/work/research-evaluation/](http://www.bowlesgreen.co.uk/work/research-evaluation/)

### 5.1.2 Visitors to Scotland

Visitors are important to the Scottish economy. The number of tourists visiting Scotland to enjoy its wildlife is increasing and deer are an important element of the wildlife tourism offer. It is possible, therefore, that negative perceptions of wild deer management could have a detrimental impact on Scotland's rural visitor economy. Whilst we appreciate that SNH is responsible to the people of Scotland, we believe that it should take account of or at the very least be mindful of these potential economic impacts via visitors' perceptions.

To do this, we suggest the following:

- Two focus groups with visitors to Scotland to ascertain and differences in the extent of visitors awareness and understanding
- Quantitative research to measure perceptions and monitor change

A number of options are available for quantitative research amongst visitors to Scotland as follows:

- Adding questions to an existing Visit Scotland survey
- Conducting a specific survey (face-to-face, postal, telephone, on-line)

Whilst there would be a cost to adding questions to a Visit Scotland survey, this would be a cost-effective method of data collection for a small number of questions (2-4). More detailed research would require a specific survey along the lines of that described for residents, however, a sample size of 375, representative of independent visitors to Scotland would be sufficient.

The cost of two focus groups would be in the region of £2,000 - £4,000 and the cost of a postal survey as above based on the costing mechanism used in paragraph 5.8-9 would be in the region of £8,000. A number of options are available for data collection and it would be possible to minimise costs by being creative, for example by working with accommodation providers to distribute questionnaires, or a link to an on-line survey.

## 5.4 A Guide to Research Planning to Understand Public Perceptions of Wild Species Management

The following is a guide for policy managers wanting to research public perceptions to inform species management policy and programmes.

Table 10: What Research Should I Do?

<b>What Do You Want to know?</b>	<b>Recommended Research Method</b>
Determine people's awareness of a species and its management	Focus groups (see Table 11)
Explore what people think about one or more particular species management issues	Focus groups (see Table 11)
Measure the public's attitudes to species management issues	Postal survey (see Table 12)
Measure change in public attitudes to species management issues	Identical postal surveys over time (see Tables 12 & 13)
Explore the perceptions of a particular audience	Planning required (see Table 14)

Key questions and considerations are as follows:

### 5.1.1 Focus groups

Table 11: Key Questions and Considerations for Focus Groups

Question	Considerations
What do I need to know?	<ul style="list-style-type: none"> <li>▪ Draw up a list of topics you want to explore</li> <li>▪ Be clear about what you want to know, e.g.:               <ul style="list-style-type: none"> <li>Whether they know about something or not</li> <li>How much they know about something</li> <li>What they think about something</li> <li>What they would like to see happen in the future</li> </ul> </li> <li>▪ Don't waste time collecting information you don't need – collect what you need not what would be interesting to know</li> </ul>
What broad types of people do I want as participants?	<ul style="list-style-type: none"> <li>▪ Information to enable recruitment of participants, e.g.:               <ul style="list-style-type: none"> <li>Living in (use the Scottish 6-fold urban-rural classification also region)</li> <li>Not employed in land management</li> </ul> </li> </ul>
How will I use the results	<ul style="list-style-type: none"> <li>▪ This will help you focus on what is important</li> </ul>

### 5.1.2 Postal Survey

Table 12: Key Questions and Considerations for Postal Surveys

Question	Considerations
What do I need to know?	<ul style="list-style-type: none"> <li>▪ Use focus group findings to identify the general information you want to measure</li> <li>▪ Agree some statements relating to issues that you can test</li> <li>▪ Decide what profile information you need to understand/profile your audience</li> </ul>
Who do I want to survey	Define your sample (use the Scottish 6-fold urban-rural classification and regions)
How do I reach them	<ul style="list-style-type: none"> <li>▪ The pilot showed that a postal survey will give the best combination of representative sample and data quality for a survey of a wide audience (e.g. the Scottish population)</li> <li>▪ If your issues are complex you might prefer a telephone survey, however, this will be more expensive and the sample will not be quite as representative</li> </ul>
How will I use the results	<ul style="list-style-type: none"> <li>▪ This will help you focus on what is important</li> </ul>

### 5.1.3 Repeated Postal Survey

Table 13: Key Questions and Considerations for Repeated Postal Surveys

Question	Considerations
How often should I run the survey do I need to know?	<ul style="list-style-type: none"><li>▪ Establish a baseline before delivering programmes</li><li>▪ Fit with your timetable e.g.: At the end of a policy round to evaluate the impact of programmes Mid-way through a programme to evaluate progress and identify improvements</li></ul>

### 5.1.4 Researching a Particular Audience

Table 14: Key Questions and Considerations for Researching Particular Audiences

Question	Considerations
What do I need to know?	<ul style="list-style-type: none"><li>▪ Draw up a list of topics you want to explore</li><li>▪ Be clear about what you want to know</li><li>▪ Don't waste time collecting information you don't need</li></ul>
What is my target audience?	<ul style="list-style-type: none"><li>▪ Are they location specific?</li><li>▪ Are they region specific?</li><li>▪ Are there any existing surveys to which I could add my questions</li><li>▪ Are there organisations that already engage with and that could provide a route to the audience?</li></ul>
Which research method do I use?	<ul style="list-style-type: none"><li>▪ How can you get access to the audience?</li><li>▪ Think about their lifestyle, e.g.: More young people use social networks, e-mail and text, few older people do</li></ul>
How will I use the results?	<ul style="list-style-type: none"><li>▪ This will help you focus on what is important</li></ul>

## 5.5 Next Steps

### 5.1.1 Full Survey on Public Perceptions of Wild Deer Management

The pilot research has generated some interesting provisional findings (for example that awareness and understanding of wild deer management could be higher than anticipated, that venison appears to be a popular food and that the majority of the Scottish public do not appear to want more involvement in decision-making on wild deer management). However, because of the sampling plan used in this project, these are not statistically robust and so would not stand up to scrutiny if used to inform policy making or delivery. To obtain this information in relation to wild deer management, SNH will need to undertake a full survey of public perceptions as described above and to set up a programme of on-going research to monitor changes in opinion.

### 5.1.2 Training

It appears that species policy managers at SNH have limited expertise in research and in methods of engaging with the public to inform and deliver policy. In addition, beyond its website, SNH has to date chosen not to use new, internet-based communications methods to engage with its audiences. This is a missed opportunity (especially for communicating

with some key audiences) and will need to be addressed if SNH is to communicate effectively in the future.

We recommend two training (or action learning) events, as follows:

*1: Species Research Workshop*

For species policy and programme managers to identify the research needs for species management in Scotland and to formulate an effective and efficient programme of research to inform it

*2: Communications Workshop*

To involve SNH species policy managers, possible policy managers from other areas (for example access) and officers from SNH's communications department. The session could include the following:

- Discussion of audience engagement needs
- Presentation of examples of using new communications methods to engage audiences (social networks, mobile devices, etc.)
- Identifying SNH priorities for engaging audiences to support species management policy

If facilitated by an external consultant, we estimate that these events would cost between £500 - £1,000 each.

## ANNEX 1: TOPIC GUIDE

### Introduction

Hello and thank you for coming along. I am xxx a Director of a company called Bowles Green Limited. Scottish Natural Heritage has commissioned this research to inform the management of wild deer in Scotland. The purpose of this session is to explore what Scottish people think about wild deer in Scotland.

The session will last for about an hour and a half. There are no right or wrong answers; it is important to say what you feel about the topics we will introduce.

Is everyone happy if we record this session? The recording will be used to help us analyse this and other groups and will be destroyed afterwards. We will just use first names in our reporting so specific comments will effectively be anonymous.

### Questions 1-11

*Question 1: First of all, could each person in turn please say their first name, and briefly summarise their most recent contact (director indirect – explain this) with wild deer in Scotland*

Objective: Ice breaker, identifying participants  
Prompts: Facilitator starts with his/her response  
Duration: 5 minutes

*Question 2: How important are Scottish wild deer to you?*

Objective: To understand how important deer are to participants and why  
Prompts: More or less important than other wild animals (Is so why?), more or less important than other aspects of Scottish culture? Who do wild deer belong to?  
Duration: 10 minutes

*Question 3: We plan to discuss this in a little more detail shortly but, before we do, what would you say are the chief benefits and negative aspects of wild deer in Scotland*

Objective: Un-biased advantages and disadvantages, in advance of more detailed discussion of the issues  
Prompts: None  
Duration: 5 minutes

*Question 4: Can you tell us what you know about **how** wild deer are managed in Scotland? List the reasons on a flip chart then add any key missing activities. Ask participants to say what they feel about the different activities*

Objective: Understand people's awareness of how deer are managed and their perceptions of management activities  
Prompts: fencing, culling, stalking, open and closed season, shelter, disease control, injured/separated animals. How should they be culled? Are any methods unacceptable?  
Duration: 15 minutes

*Question 5: Can you tell us what you know about **why** wild deer are managed in Scotland? List the (positive and negative) reasons on a flip chart then add any key missing reasons. Ask participants to agree the most important reasons.*

Objective: To understand people's awareness of the reasons for deer management. What are managers trying to achieve? What are the benefits of wild deer? Should deer be culled? Why are they culled?

Prompts: Public safety, economic reasons (positive and negative), damage by deer, welfare, environmental impacts (carbon, wildlife, soil and water quality)

Duration: 15 minutes

*Question 6: Who do you think is responsible for managing wild deer in Scotland (organisations, individuals, etc.)?*

Objective: Explore understanding of who manages wild deer; explore why people think these things

Prompts: Government bodies, private sector, voluntary sector, Deer Management Groups. What do they do? Are there too many or too few wild deer in Scotland (& why they think this)? Who should decide (& why they think this)? Are deer managed well or badly in Scotland (and why they think this)? Who should pay for deer management (& why they think this)? Do you think deer managers are good at their jobs (& why they think this)?

Duration: 10 minutes

*Question 7: Scottish Natural Heritage is also now responsible for the welfare of wild deer. What does deer welfare mean to you?*

Objective: Explore participants' perceptions of the welfare of wild deer

Prompts: What are the chief threats faced by deer? What do deer need most from managers? Poor weather, injured/escaped deer. Are there circumstances in which welfare becomes less important? Who should assess the condition of deer (& why)?

Duration: 10 minutes

*Question 8: Would you like more opportunities to see and learn about deer? If so, what would you like to be able to do?*

Objective: Understand what interaction with deer participants would like and how they perceive different methods

Prompts: Deer watching (on foot, land-rover, visitor attraction, hide, etc); stalking; other? What barriers do they currently face in interacting with deer (access and cost of stalking?)

Duration: 5 minutes

*Question 9: What are your perceptions of deer stalking?*

Objective: Explore perceptions of the term and the activity

Prompts: What does it mean? Would you want to do it (& why)? Would you know where to start (Cost, Access)?

Duration: 5 minutes

*Question 10: Do you eat venison?*

Objective: Understand participants' experience of and perceptions of venison

Prompts: Have you eaten it? Did you like it? What are its advantages? How does it compare to beef/lamb? Where did you buy it? Cost?

Duration: 5 minutes

*Question 11: Would you like to have more involvement in how wild deer are managed in Scotland and if so in what way?*

Objective: Understand what participants feel about making decisions about management of

wild deer

Prompts: Should the public be more involved in decisions about wild deer (& why)? If so how? What could you contribute? How would you like to contribute?

Duration: 5 minutes

### **Conclusion**

Thank you all for your contributions. The information you have given today/this evening will be analysed along with other research to help Scottish Natural Heritage understand the Scottish public's feelings about managing wild deer and how Scottish Natural Heritage can involve the public in this area in the future.

**END**

**18<sup>th</sup> January 2011**

**Bowles Green Limited**

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## ANNEX 2: QUESTIONNAIRE SURVEY

A copy of the postal survey is shown here. The introduction wording differs slightly in the other qualitative survey questionnaires.



### PUBLIC PERCEPTIONS OF WILD DEER MANAGEMENT



### Introduction

Scottish Natural Heritage is funded by the Scottish Government to promote, care for and improve natural heritage in Scotland. We are currently seeking the public's opinions on aspects of wild deer in Scotland. The public's opinions are very important for deciding future policy so we would really appreciate your views. We ask you to spend a few minutes to complete this questionnaire and then return it to our contractors, Bowles Green Limited, in the stamped, addressed envelope enclosed, for analysis by return.

NB: Please **do not** complete the questionnaire if the respondent works for Scottish Natural Heritage or in land management.

### Questions

Q1) *When did you last see a deer in Scotland?*

- Yesterday
- 1 week ago
- 2 weeks ago
- 1 month ago
- In the last 6 months
- In the last year
- Longer ago than this
- Never

Q2) *Which of the following best summarises the situation and where was it?*

- Saw wild deer on a walk
- Saw wild deer from road
- Road accident
- Deer farm, zoo or attraction
  
- Unfenced /in the hills
- Fenced
- In a built area

Q3) *How important are wild deer to you and why?*

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Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

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Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

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Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

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Q7) *What does the term deer stalking mean to you?*

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Q8) *Do you think stalking is a good thing or a bad thing and why?*

- Good
- Bad

Please describe your good reason(s)

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---

Please describe your bad reason(s)

---

---

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Q9) *Would you like to know more about any aspect of wild deer in Scotland?*

- Yes
- No

Please tell us what

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Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*

- Yes
- No

Please tell us how

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Finally, we'd like to ask a few questions about you to help with our analysis.

Q11) *Are you female or male*

- Female
- Male

Q12) *To which age group do you belong:*

- 16-24
- 25-34
- 35-44
- 45-59
- 60-74
- 75 and over

Q13) *Do you have dependent children living at home?*

- Yes
- No

Q14) *What is the highest level of qualification you have achieved to date?*

- Degree or professional qualification
- HNC, HND or equivalent
- Higher, A level or equivalent
- Standard, O level, GCSE or equivalent
- Other qualification
- No qualifications

Q15) *What is your postcode? (1<sup>st</sup> part – 3 or 4 digits only)*

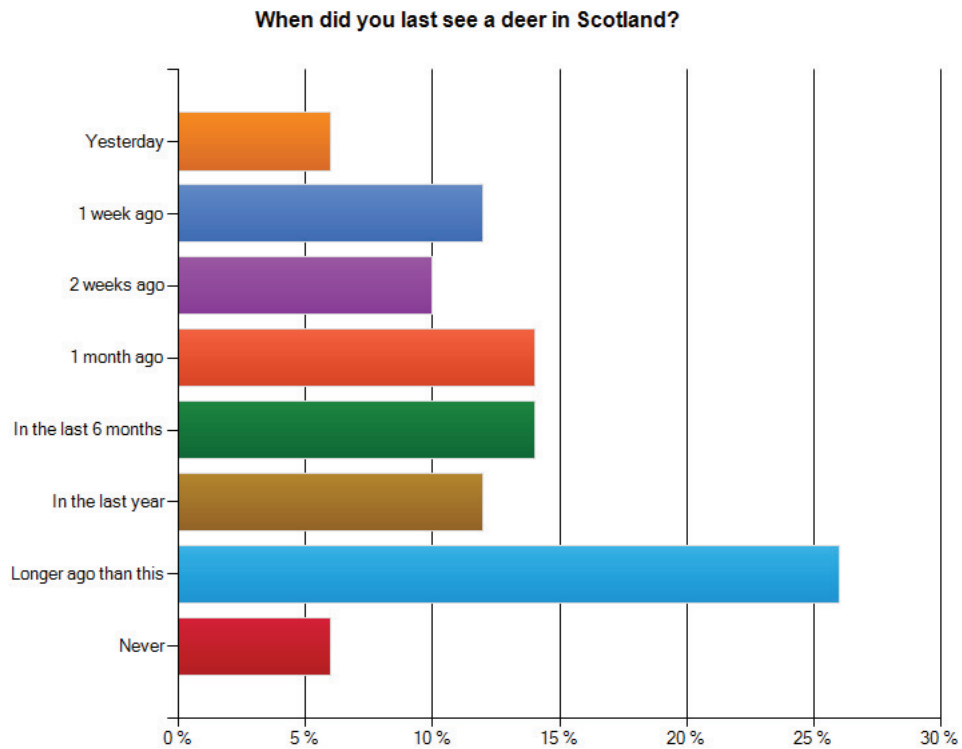
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Thank you very much for completing this questionnaire. The opinions of the general public are important and information from this survey will be used to inform wild deer management in Scotland in the future. **Please now return the completed questionnaire in the stamped, addressed envelope provided.**

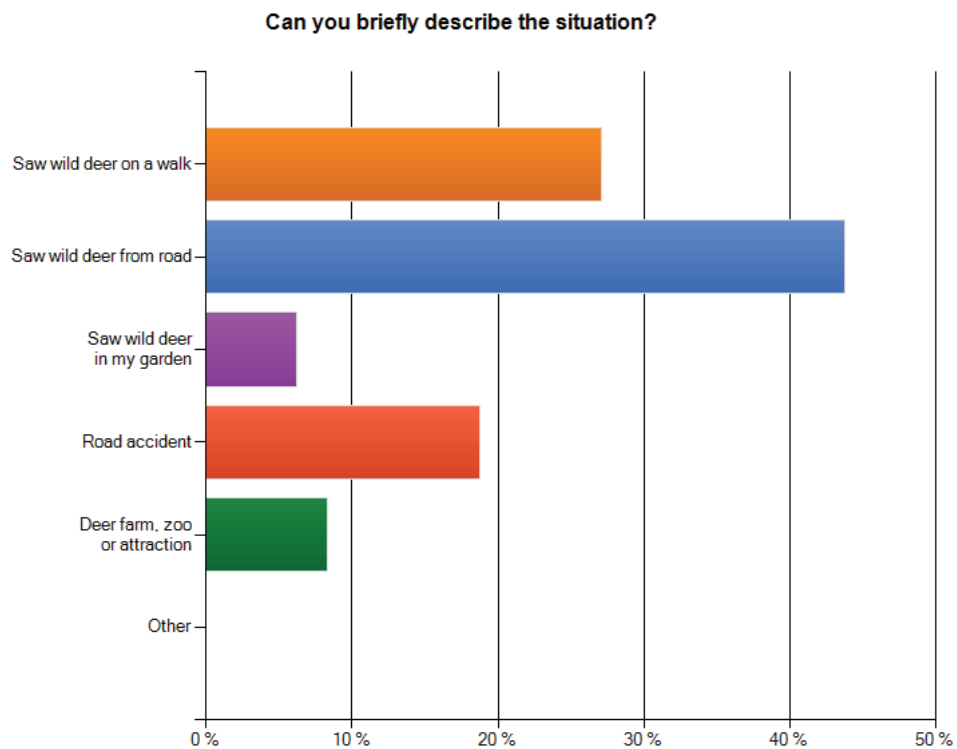
**Bowles Green Limited Tel: 01439 788980 E-mail: [info@bowlesgreen.co.uk](mailto:info@bowlesgreen.co.uk) Website: [www.bowlesgreen.co.uk](http://www.bowlesgreen.co.uk)**

## ANNEX 3A: FACE TO FACE INTERVIEW SURVEY RESULTS

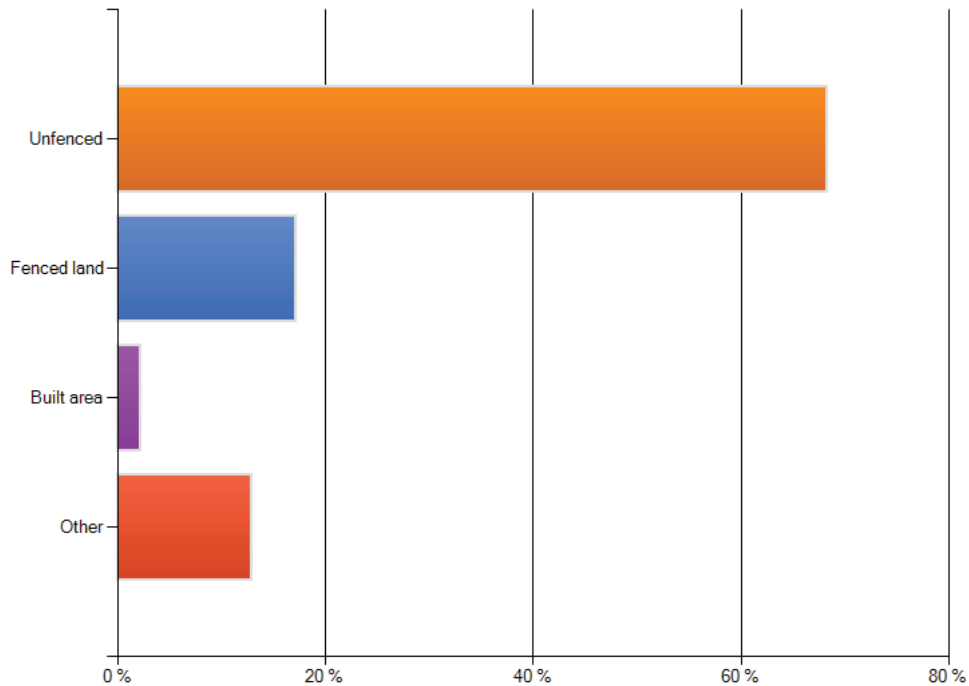
Q1) *When did you last see a deer in Scotland?*



Q2) *Which of the following best summarises the situation and where was it?*



Was the sighting of the deer on any of the following:



Q3) How important are wild deer to you and why?

1. It is nice to see them when out walking
2. They look great but can be very dangerous on the roads.
3. Very important, the sight of them makes my day perfect.
4. I love to see them running free
5. Alright as far as I know
6. Very important, part of Scottish heritage
7. I like wildlife' they are important to me
8. Very, it makes me sad to see a dead one
9. Fairly, I wouldn't want to see one killed
10. They are beautiful animals
11. They are nice to see but can cause a bit of damage
12. They contribute to natural eco systems as much as any other wild animal
13. Very important, I like to look at them; they are magnificent animals
14. They are part of the countryside
15. Love them. Fragile, beautiful to see. Indication that the countryside is Okay
16. They are beautiful creatures - part of nature
17. Very, I see them often on my way to work
18. Fine I don't see them that often but would love to
19. It's great to see one in the wild
20. I grew up in the countryside - they are part of the countryside
21. Quite important, it is one of our natural animals
22. Quite important
23. Our heritage
24. Integral part of Scotland
25. Very pretty

26. They are important to Scotland but not very to me
27. Very - they are what the visitors expect to see when they come to Scotland.
28. They are good to see in the wild - just out of the blue
29. Very important. They are important in the country's heritage.
30. Quite important. Big Scottish mammal. Special when you see them
31. Quite important. They are good to see in the countryside. Special
32. Quite important. They are beautiful animals
33. Part of Scottish culture.
34. Like to think of them. Nice animal. Wild, a bit special because you don't see them much
35. Part of our life
36. Yes they are part of our heritage
37. They are part of Scotland
38. 4 x Not very
39. Don't really mean anything to me but they are nice
40. Not really
41. Not particularly. Just an animal in the countryside
42. They aren't very important to me but visitors like to see them
43. They are all over the highlands and I think that the tourists love to see them; they don't touch me
44. Not at all, I used to live in England
45. Nice to eat
46. 2 x Don't know

Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

1. 18 x No idea
2. Culling, I think, I'm not sure if it is legal
3. They cull them to cut down numbers
4. They cull them up North
5. Culling is one method
6. They cull them every so often
7. They are culled
8. Culling to keep the numbers down. Fences to keep them in certain areas
9. Stalking, controlling numbers
10. Don't know. I suppose they are shot
11. Not too sure - I think they may cull them
12. Culling and fencing them in
13. Do they kill off the old ones to keep a controlled amount of them?
14. They keep the numbers controlled somehow
15. They shoot the older ones
16. Farmed
17. Deer park farms where they look after them
18. I think they do deer farms but I'm not sure
19. They farm them and try to keep the numbers under control
20. By Ghillies
21. Through land managers and various bodies
22. Game keepers look after them
23. Game keeping - stalkers culling

24. By looking after them when they need it
25. By the authorities?
26. Are they - I thought they were free ranging and were part of the scenery
27. By feeding them in winter when the food is under snow
28. By tagging?
29. Bred for sport and meat in the Highlands. Not sure they are managed elsewhere
30. They are fenced to keep them out of crops
31. There are fences to keep them in or out. Are they protected?
32. By keeping a track on the herds

Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

1. To keep their numbers under control. To provide meat
2. To keep their numbers down
3. To keep the stock good for hunting and food
4. To keep the numbers down and to ensure there is enough food in wintertime
5. To keep the numbers controlled - less damaging to trees
6. To keep numbers down I suppose
7. There are too many
8. To control the numbers
9. I think they breed them fast
10. Because there are so many
11. To control numbers
12. To stop the other populations going out of control
13. To keep them in population
14. To manage their numbers
15. Because they will overrun us
16. So they know how many there are
17. To check on numbers and control disease
18. Because there would be too many of them otherwise and because they eat plants and trees
19. They tend to strip forests
20. I've heard they eat everything in sight
21. To prevent damage to woods. To keep them off roads
22. I heard they (deer) strip the forest greenery very fast
23. Because they get on land and kill trees and strip the bark off them.
24. Because they eat all the greenery and strip the land bare
25. They cause damage to trees and stuff
26. They are a nuisance
27. They (deer) would strip all the bark from the trees and clear all the vegetation.
28. Shooting them in large numbers to stop them over running and eating everything.
29. Save on car accidents - they cause nasty accidents
30. Not enough food for them
31. To keep them in population
32. Because they are wild
33. Because people care
34. Economic resource for estates. For food. To control as a pest
35. To provide an income for landowners. To control numbers
36. 12 x Didn't know they were
37. No idea not interested
38. No idea

Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

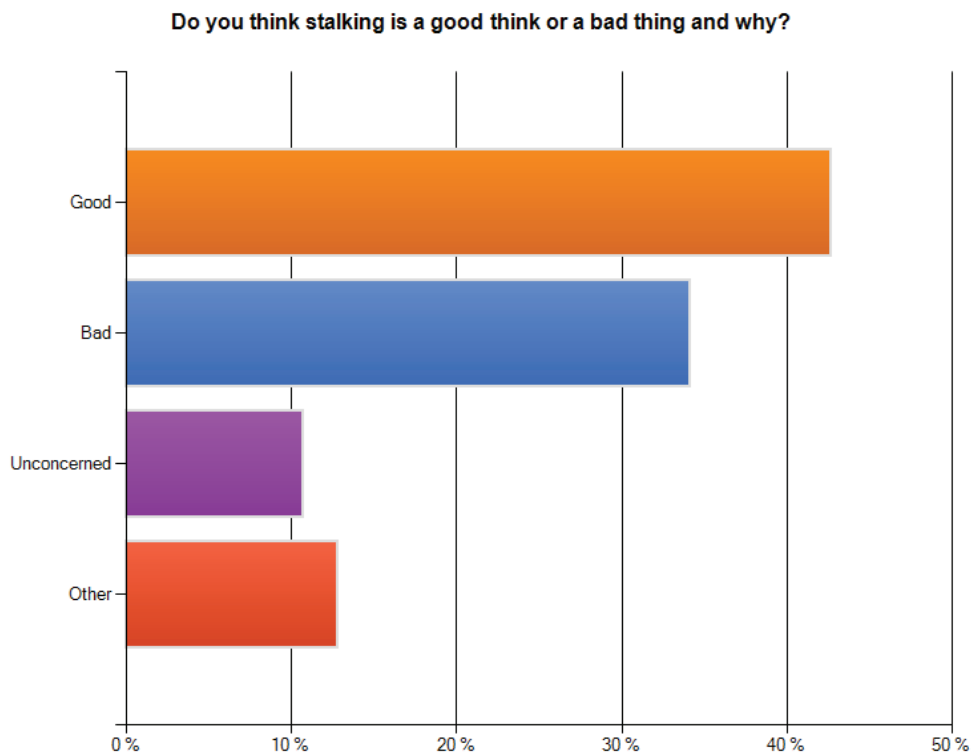
1. Yes but they can cause BAD road accidents
2. They are running free on busy roads
3. Not really. They can get hurt or killed on roads
4. Just that people don't slow down on roads near forest land
5. Drive more carefully on country roads - put more speed limits
6. Deer on roads causing accidents and getting injured
7. To keep them off roads. To protect them
8. If they get hit by cars
9. Only that they get killed on the roads because drivers do not heed warnings or restrictions
10. Who is responsible for deer around towns - they cause problems on roads and damage to gardens
11. Only that they are treated humanly
12. Only if its not done humanly
13. Not really they are looked after pretty well
14. 3 x Not really
15. Not particularly, though there are a lot close to towns these days
16. Not if it is done properly
17. Not being able to find enough food in severe winters
18. Not at all I am sure they are looked after
19. No not really because it is the way it should be
20. No none
21. No just keep them there
22. No don't think so
23. No - I have seen them but only from a distance and once on the road which is the time that sticks in my mind most
24. No - doesn't really touch me
25. 16 x No
26. It is a shame if they die
27. It doesn't affect me
28. I'd like to think they are well looked after
29. I wouldn't want to see them killed
30. I wouldn't like to think they were killed willy-nilly
31. I don't see that many
32. I don't know enough
33. Haven't really thought
34. 2 x Don't know

Q7) *What does the term deer stalking mean to you?*

1. Stalking is a sport
2. Shooting deer for sport in the Highlands
3. Shooting deer
4. People on a deer hunt
5. Organised killing for posh people
6. Managed hunting of deer. Shooting them in the wild for sport
7. Like a poacher killing them?
8. Culling, shooting deer?
9. Killing deer for sport
10. Killing
11. Keeping numbers down so they don't get overrun
12. In the Highlands tracking deer and shooting them with a Ghillie
13. I think people hunt them for food

14. Hunting them for trophies or sport for food
15. Hunting them and keeping an eye on them
16. Hunting deer with guns
17. Hunting deer on foot and shooting them
18. Hunting deer in hunting parties
19. Hunting deer for sport
20. Hunting deer
21. Hunting and shooting deer
22. Hunting and killing them for sport, and bringing money into the Scottish economy
23. Hunting - usually in parties
24. Hunting - part of the cull
25. Hunting
26. Hunt them - shoot them - organised shoots
27. 2 x Follow a herd to shoot the older ones
28. Groups of hunters tracking the deer
29. Going over the moors to find deer. Hunting with an expert, a gamekeeper
30. Following the wild deer to hunt them
31. Could mean two things 1. People who are meant to be killing for the right reasons and 2 those who are doing it illegally to sell them
32. Hats worn by old gentlemen
33. Following deer for a variety of purposes
34. Doing a job to keep them under control
35. It's the people who look after them
36. 4 x Don't know haven't heard of it
37. Not sure.
38. Not sure - hunting?

Q8) Do you think stalking is a good thing or a bad thing and why?



**Comments Good**

1. Brings income to estates. Provides venison
2. 2 x Brings income to Scotland
3. Brings money into the economy
4. Helps keep them healthy
5. Traditional
6. If done professionally
7. If it keeps the numbers down
8. Keeps numbers down and gets rid of the old ones
9. Keeps numbers relatively even without causing extinction
10. Keeps numbers under control. Good for tourism and economy. Restricts public freedom to roam the countryside
11. So we aren't overrun with them and they taste very nice
12. If the numbers are kept down well
13. It controls numbers as long as the people are properly trained
14. It has its good points but I have never been part of one
15. It is good for Scotland and for the deer
16. Because they are looked after
17. It is good that there is someone to manage their welfare
18. It's done for sport - animals can be wounded and left in pain
19. When used as part of a management plan and strictly adhered to humane procedures

**Comments Bad**

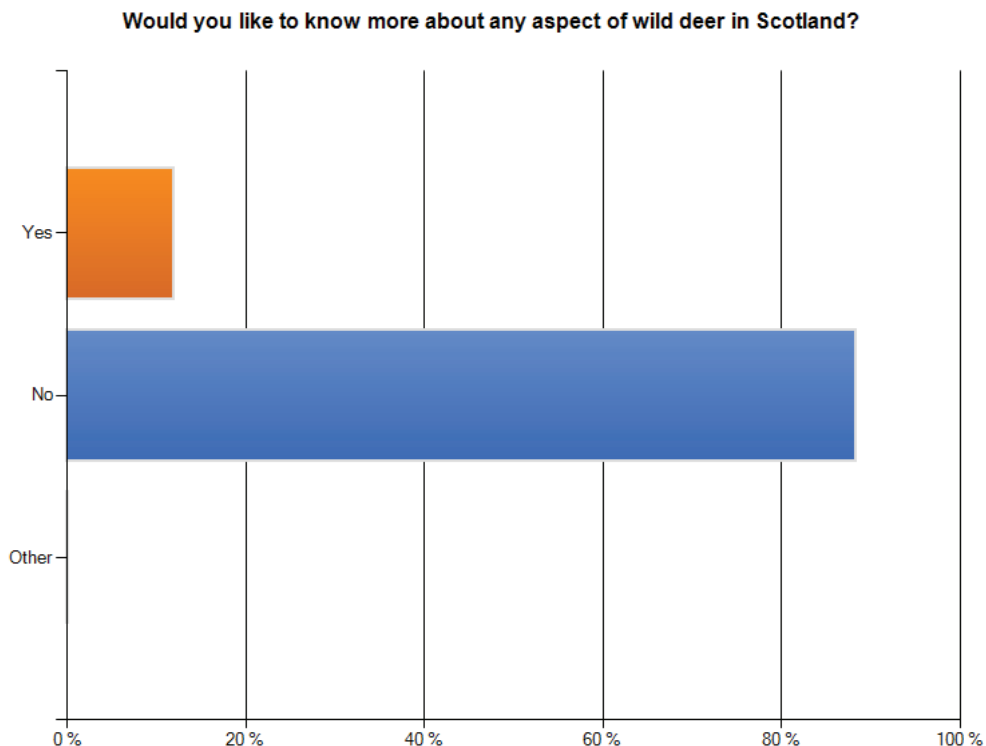
1. If it is done for pleasure
2. I don't like cruelty to animals
3. I don't like shooting or guns

4. I don't like the thought of it
5. I hate the thought of them being killed
6. I object to killing wild things
7. They are lovely creatures and shouldn't be hunted
8. They are part of the countryside
9. They shouldn't hunt down animals
10. If not done properly - legally
11. It's not very nice and there aren't a lot of deer left
12. Killing is bad it encourages lunatics to go wild with guns like Dunblane
13. Shooting deer for sport is bad
14. Dangerous to people walking around; people shoot without care

*Don't Know/Split*

1. 5 x Don't know
2. Don't know enough about it - we have only seen them in petting zoos when the kids were little
3. Don't know
4. No idea
5. No idea
6. It's good and bad. I don't agree with killing animals, but it brings income to estates in the highlands
7. We must preserve the trees in the forests as well

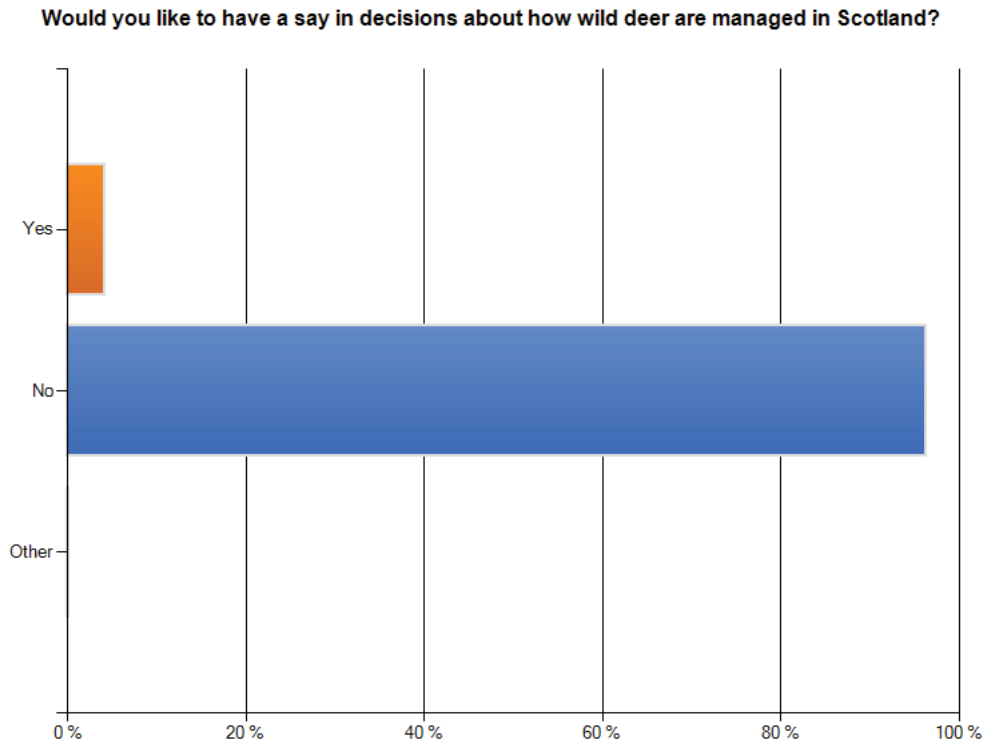
**Q9) *Would you like to know more about any aspect of wild deer in Scotland?***



1. Yes I don't know if I am giving the right answers
2. I don't really know but a website with information about deer and what I could do to help
3. Just to be kept in touch - best way is through a website or on one of the social networks
4. More about how they live - where, how long they live, etc.

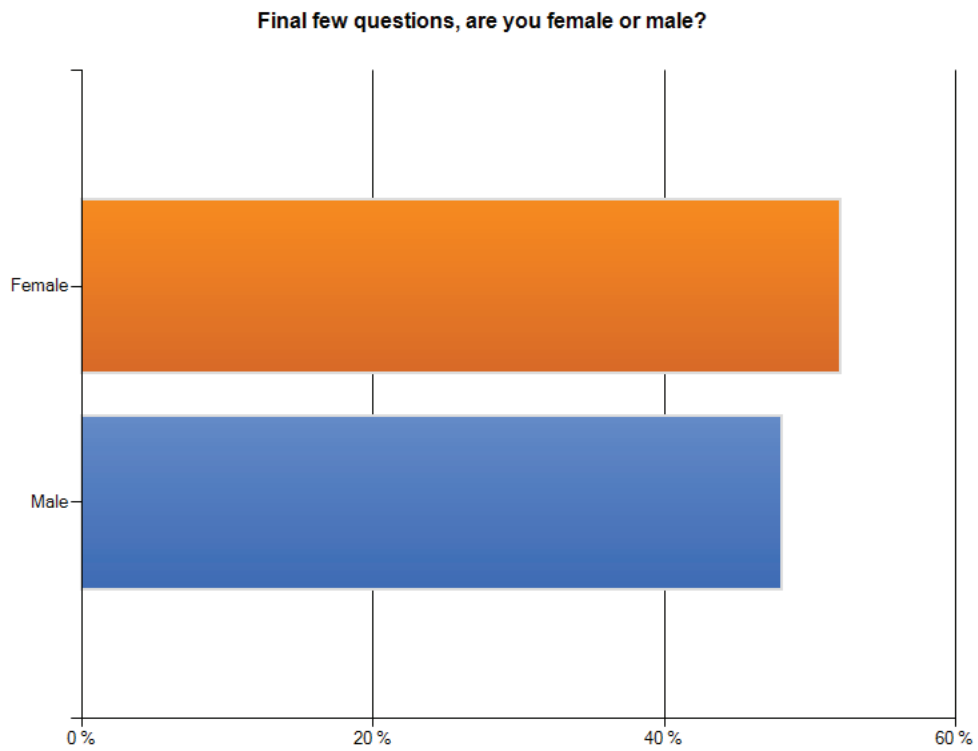
5. General information on deer in Scotland
6. I see things on TV and in the paper
7. Only as information - maybe through a website etc.

Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*

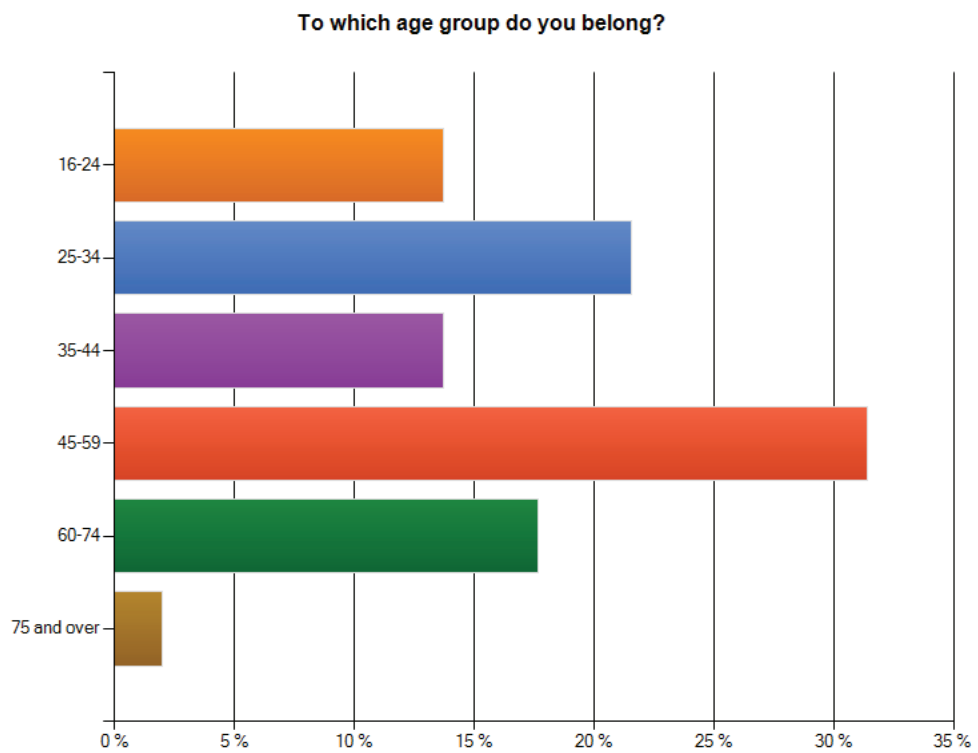


1. Don't know enough really
2. Best left to the experts
3. I don't know enough about it
4. Big decisions should be subject to the political process
5. Not concerned
6. There are people better qualified than me
7. Happy to express my views in polls or on-line
8. Concerned about them but don't know what should be done for them

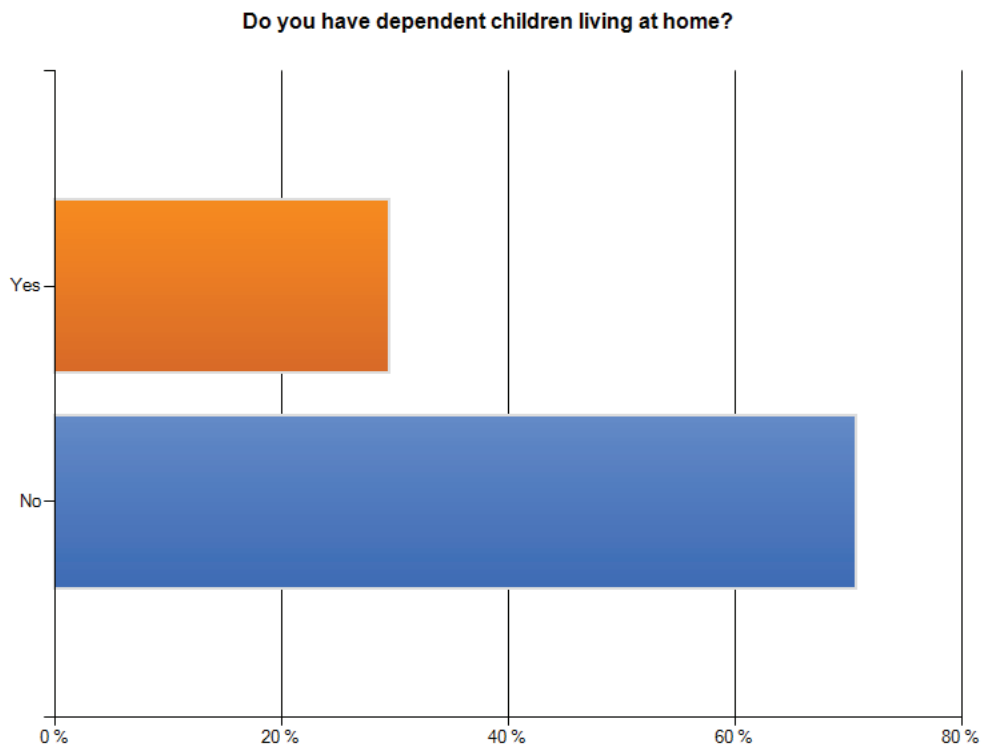
Q11) *Are you female or male*



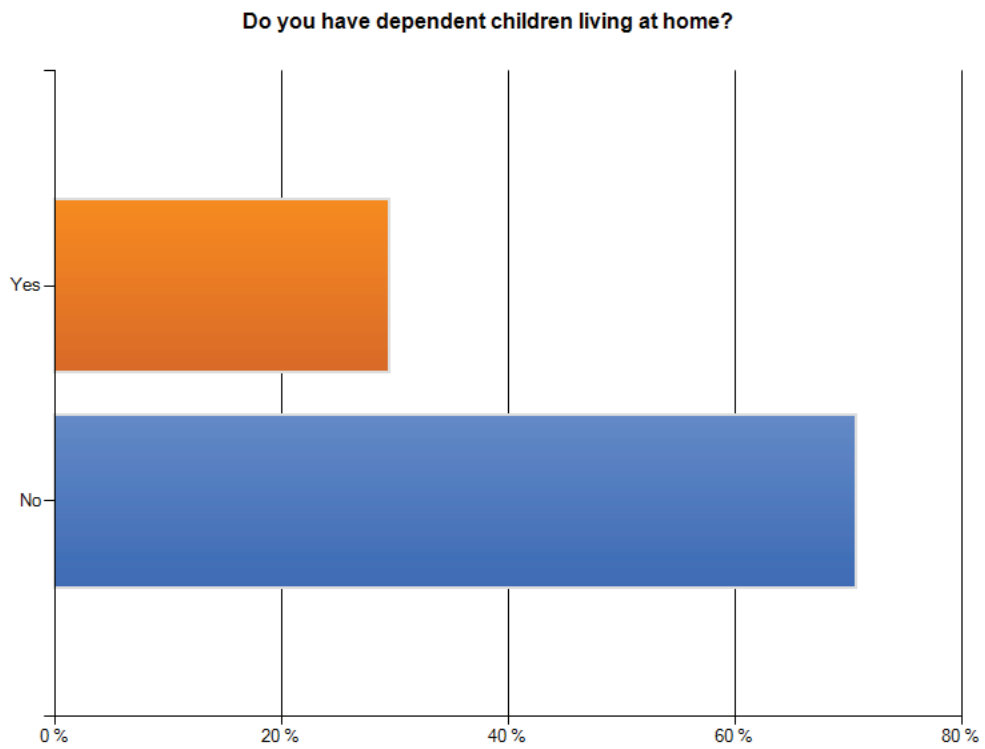
Q12) *To which age group do you belong*



Q13) *Do you have dependent children living at home?*



Q14) *What is the highest level of qualification you have achieved to date?*



Q15) *What is your postcode?*

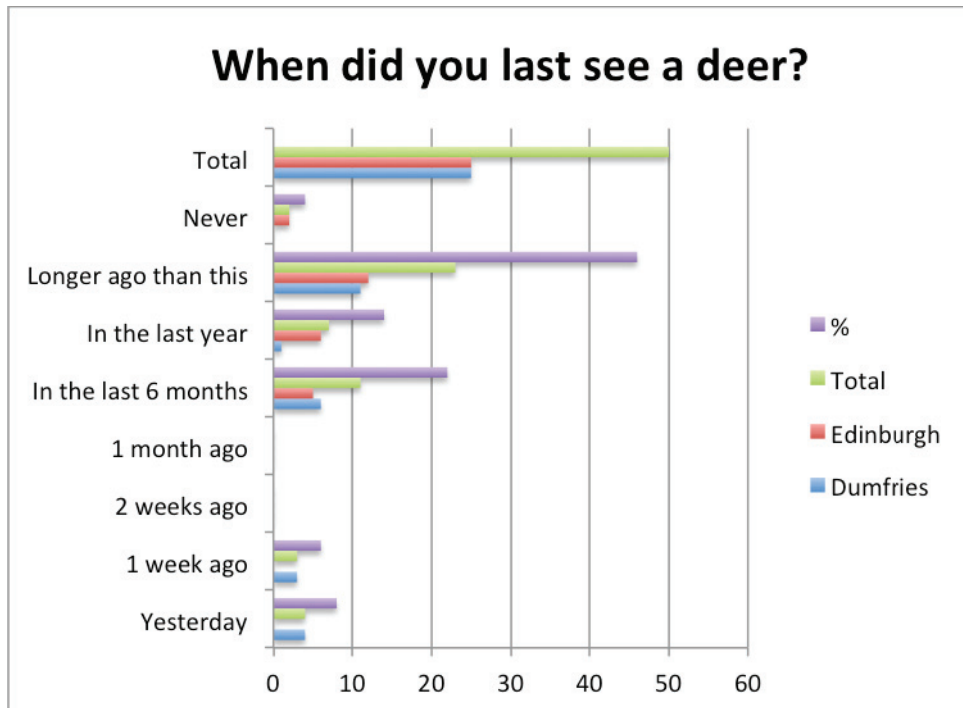
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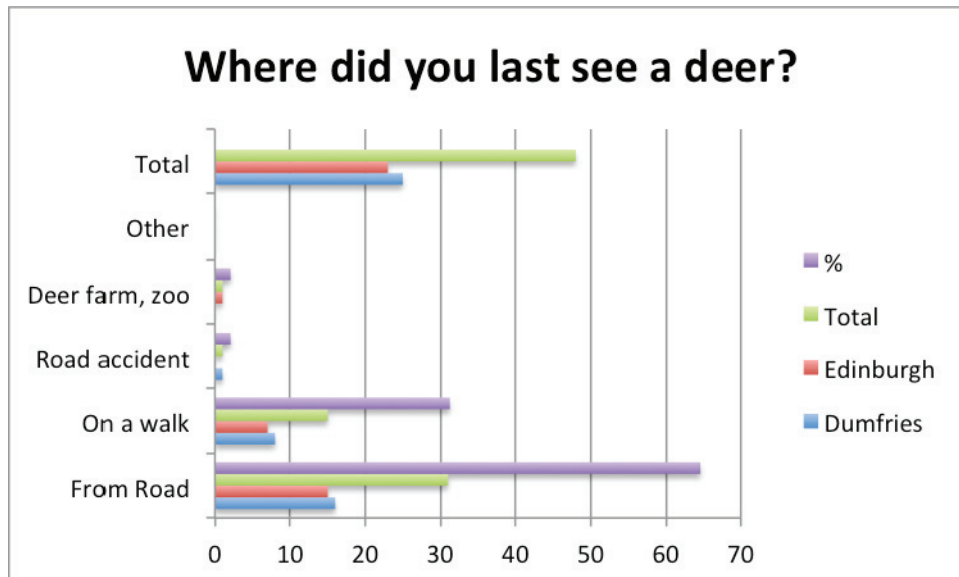
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## ANNEX 3B: TELEPHONE SURVEY RESULTS

Q1) *When did you last see a deer in Scotland?*



Q2) *Which of the following best summarises the situation and where was it?*



Q3) *How important are wild deer to you and why?*

1. They are lovely animals, they should be kept around the country
2. They're one of Scotland's wild animals
3. Part of the image that Scotland have
4. Part of Scotland, part of wildlife
5. Part of the environment of Scotland, quite important
6. All wildlife is important. Fabulous to see them roaming free. Thrilling then seeing them held captive

7. They are important, part of Scottish life and the countryside. Important that the children are brought up to appreciate the animals
8. They are important to part of the ecology of Scotland, of life. Great to see!
9. Like the fact they are there. Wouldn't like to see them disappear. Some people say they do damage to trees
10. Like them, nice too see
11. They are lovely
12. They're quite nice. Living in the town you don't have much to do with these sort of things
13. Like seeing them. Makes you feel good.
14. Quite important
15. Very important. I watch every nature programme I can. Autumn watch and all the Scottish wildlife programmes. Been to a deer park in Perth, fed the deer there
16. They are nice to see
17. They're quite important and need to be protected
18. Love wild animals like that
19. Fairly important, there's something about them. They terrific enhancement to the countryside
20. Very important. Don't do any real harm
21. Very fond of the outdoors. We have mountains and hills close to Edinburgh
22. Keen on animals
23. Love them. Used to see them quite regularly
24. Very important, part of Scotland's heritage
25. Like all the animals. Love seeing them
26. Love the wild. Lived my young life in countryside
27. They are important as wildlife. Nice to see wildlife out and about
28. Lovely to see them in the morning on the way to work. Usually in fields or crossing road
29. Lovely animals to see
30. They are important to me, they beautiful, they shouldn't be hunted in any way
31. They're part of the natural heritage, lovely animals
32. Just part of life and that's it
33. Important to see them in the wild
34. Lovely animals
35. I like seeing wild deer, saw one on a golf course last summer, it was heading the wrong way. It should have gone to the beach!
36. 2 x Never thought about it
37. Never given it a thought. Never see them
38. Not really important, too old for that
39. Not that important to me, because I don't see them very often
40. Not very important to me, nuisance on the road
41. Not that important, but important that there should be wildlife in the countryside
42. See them every night on the TV, but they're not very important to me, not at my age
43. Don't mean anything to me
44. Not that important to me. Nice to see, no question about that. Roaming about the roads is very dangerous to them and to drivers, especially late at night. My brother is a farmer and they're very damaging to his property
45. I was a chef for some time so I'm into venison
46. They're nice to eat
47. I like eating them
48. Don't know, important for the countryside I should think
49. Don't know

Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

1. Kill them or else they will eat everything, keep them under control
2. No idea, but I know they cull from time to time
3. Not terribly sure. There's a cull, in which people pay to go shooting
4. The culls to keep the numbers down
5. They cull them
6. Some deer are culled to keep the population down
7. Don't know if people cull them or not
8. There's culling in some areas and the forests have big deer fences
9. They are culled, and shot
10. Sometimes they have to cull them. You've got to watch for poachers
11. I'd shoot them because they come in the garden and eat everything
12. They need to be culled because they are too many. Selective. They have to be marksmen, not someone who doesn't know one end of a gun from the other
13. Farming, culling
14. They keep them on farms
15. They have deer farms
16. They've put up big high fences on the road out from Dumfries to Moffat, on a big estate. Big, net fences
17. Protecting the trees with fencing, and to stop the getting onto the road
18. Deer fencing, and cull at certain times
19. Fencing
20. Fencing. Going over to the Arran, it can be dangerous if they are not fenced in, especially on the road. Need to stop them going onto property as well
21. Some areas of land are fenced off to enable regeneration of trees because deer eat them
22. 12 x Don't know
23. Don't know any
24. Not sure
25. 4 x No idea
26. Know nothing about it
27. Don't know much about wild deer
28. Don't know any reasons
29. Not a clue
30. Don't know. They get shot at times
31. Don't know, Forestry Commission?
32. Something to do with Forestry Commission?
33. There's a Red Deer Commission
34. Most of the estates manage them somehow
35. Forestry Commission look after them, private estates as well
36. Land owners manage them. Think they've banned culling in south Scotland. Not sure if it's been lifted
37. We had nice woodland on our father's estate. My brother killed two deer with one shot. It was sport
38. Largest per cent I saw them was during foot and mouth when they didn't cull them (23-30 are the most I've ever seen)

Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

1. To keep the population down
2. Control numbers
3. Population will get out of hand. I've seen herds of deer on the road, especially late at night.

4. There would be too many if they didn't manage them
5. To keep the herds health and a manageable size.
6. If there were too many of them
7. Maybe to keep the numbers down
8. If there's too many it's not good for themselves.
9. They would be too many of them and they would destroy the vegetation
10. If there's too many of them they eat things they shouldn't
11. To keep the population down.
12. Cull them if there are too many or if they are in areas they shouldn't be in
13. People don't want them taking over, having too many. Keeping the numbers down.
14. Because they are destructive, need to control numbers. Too many would bad for them as well
15. Not got any predators, so it gets to the stage where there's too many of them. They destroy the bark of trees and things.
16. The food situation, they need to be kept away from trees that they might damage.
17. They do a lot of damage to young trees. It's a case of protecting what you want to protect
18. Because they eat trees.
19. They can destroy trees. I only know what I can see on the TV, on nature programmes
20. They could be eating agricultural food and animals. They destroy trees
21. Bit ignorant in that respect. They do damage to the land.
22. Because they damage other habitats
23. To keep up the population?
24. For breeding purposes?
25. To prevent them getting shot and run over
26. Put signs near roads
27. They can be very destructive and dangerous on roads, especially to cars. They eat veg and things from people's gardens as well
28. Protect them
29. To protect them
30. Get concerned if I know there will be a hard winter....worried about food. Would like to see deer managed humanely
31. They get ill and injured. Need to be looked after.
32. Prone to poachers
33. People eat them
34. They've been cutting down so many forests round here recently and disturbing them, I guess someone has to manage them
35. To make money out of them for shooting
36. Don't know, people want money
37. Apart from the fact people like to hunt, which is a major source of income, big money
38. Depends what they do
39. The heritage of the animal
40. 2 x No idea
41. 4 x Don't know
42. I know they're managed up north, but that's about it
43. Not really
44. Never really thought about it
45. Sometimes I think we interfere too much and cause other problems.

Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

1. Can't say I know enough about it
2. Not enough knowledge to comment. The ones in our area seem to be really healthy
3. No, don't know much about that

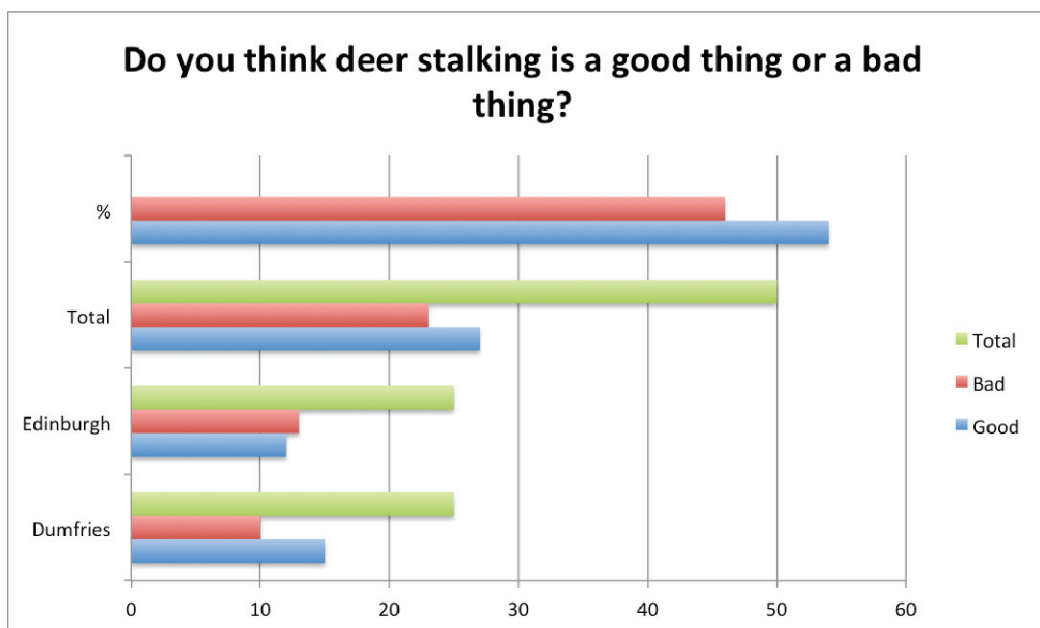
4. Don't think so, as far as I know they are well looked after. From the programmes I see they seem to be looked after
5. Not really
6. Don't think that much about them
7. Not really
8. Don't think so, leaving them in the wild
9. 26 x No
10. Not particularly wild deer, but ones kept enclosed for the purpose of hunting
11. Agree with culling the deer to keep the population down, but not for hunting for the sake of it
12. Realise they have to be culled to make them a strong breed
13. It upsets me if I see dead deer
14. Hope they are well looked after, as nature intends them to be. Looked after, not abused
15. Not bothered, but wouldn't want to see them culled for nothing
16. Hunting
17. Yes I am concerned with the welfare of deer. Don't like the idea of hunters hunting deer
18. If there's to be culling I prefer if the deer are killed quickly
19. Worried about hitting them on the road up to Moffat. It happens more in the winter, when there's less food and they wander down to the road
20. Hopefully I do (care about deer)
21. Need to create more jobs for young people, maybe get them involved

Q7) *What does the term deer stalking mean to you?*

1. Gamekeepers keeping them under control
2. People pay to go out with rangers and stalk
3. It's a commercial concern of the estates
4. Killing the deer
5. The killing of deer
6. Killing the deer
7. Flushing them out for shooting
8. It used to be a skilful sport. If you did get a shot, it was a shot to kill
9. Going out and hunting deer with a gun
10. It means they've been bred for shooting parties. Part of the Highland estate management
11. Shooters, they go out and kill them
12. When someone goes out to watch and shoot deer
13. A day with some binoculars and a gun to shoot deer with
14. Shooting them
15. Managing deer and for shooting purposes
16. Stalking the deer and shoot them, to cull them
17. Shooting them
18. Shoot them
19. There's deer stalking and there's culling. Stalking is shooting for venison. Culling is killing when there are too many of them
20. It's like hunting rabbits. It's a sport, a game, in the realm of a cull
21. Hunting deer
22. When they hunt for deer
23. People trying to shoot deer
24. People going out to shoot deer
25. Deer stalking has an element of sport in it, also food, whereas culling is pure numbers
26. Victorian version where they hunted them

- 27. Men with guns going after deer
- 28. People hunting deer
- 29. People who go out shooting deer. I would hope it's organised, but maybe not always
- 30. Hunting
- 31. Relates to people who will shoot the deer, to cull them
- 32. Controlling the total number of deer
- 33. It means people in pursuit of killing deer
- 34. Not sure, maybe because people try and shoot them and sell them for meat
- 35. No idea
- 36. Never heard of it
- 37. Not a lot
- 38. Nothing really
- 39. Don't know
- 40. Depends how you look at it. It could be killing
- 41. I don't like it. They go and shoot....for what I don't know. They used to send dead deer to Germany for meat
- 42. I understand they have to be culled. But rich people should pay to kill them for pleasure
- 43. I don't agree with it at all
- 44. Don't like harm to come to them
- 45. There's time when you can't get on the hills
- 46. A hat!
- 47. A hat....then stalkers on the fields, shooting them
- 48. Apart from a hat...when people look to shoot them

Q8) Do you think stalking is a good thing or a bad thing and why?



Comments Good

- 1. Insofar as it keeps people in work
- 2. Part and parcel of keeping them under control. Important for revenue, income for estates, employment and other things
- 3. Good for tourism. Gets money for the countryside
- 4. Keeps people employed

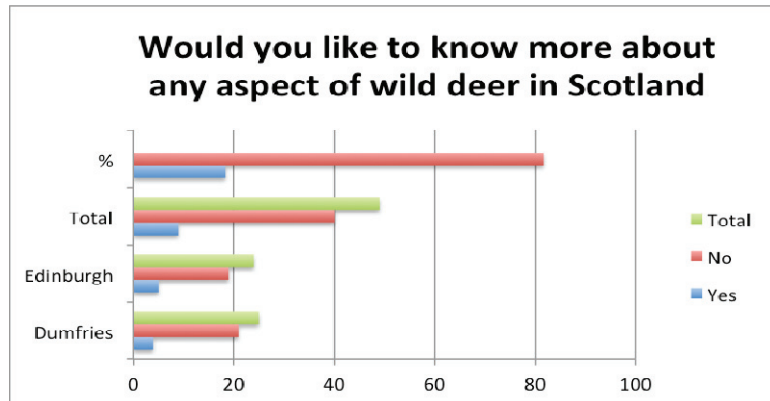
5. Brings in a huge amount of money. The economic benefits are a big tick, but the killing of deer is still problematic to public perceptions
6. It's got to be done. Estates have to live, so it's a good source of income for them
7. Fair enough, unless they don't shoot to kill and then it's bad. As long as it's skilful
8. Because it's organised
9. Fine if it's well managed. If it's done for the sake shooting them then it's bad
10. If it's controlled, and it has to be done to keep numbers down.
11. Providing it's controlled its ok
12. As long as you have good shots
13. The need to be culled so I guess its a good thing
14. To control numbers it is a good thing
15. They have to be killed or else there would be too many
16. 2 x Keep numbers down
17. If it controls numbers its okay
18. Depends how you look it. If you want venison its the only way your going to get. They have to be killed right away
19. Put it this way, it's better to put a crippled deer out of its misery then to let it suffer
20. Because it weeds out the older deer, to keep the deer strong
21. If they are doing it to keep the herd healthy
22. If they're killed humanely and there is enough deer
23. No feelings about it, but don't agree with things being bred for sport
24. It's life I suppose. It's only bad if these youngsters start messing around with guns
25. But it depends on the number of deer in the area
26. Depends if you're a farmer

#### *Comments Bad*

1. Because it's illegal?
2. Don't like guns, don't like the way we kill them. I'm also against fox hunting. There's more humane things we can do to control the population
3. Don't believe in killing things
4. Shouldn't hunt, especially if they're not going to eat it
5. People use it for their own ends
6. Why can't they just leave them alone?
7. Cruelty to hunt an animal, very cruel
8. Don't like it when people shoot them
9. Just killing them, why kill them? What's the point/purpose?
10. Has a part to play to keep number down but there must be a more humane way to do it
11. I couldn't do that sort of thing myself, but I'm quite happy to eat it
12. Depends if they're keeping the numbers down for a good reason. If it's just a blood sport, then it's a bad thing
13. I'd see it as a bad thing, like fox hunting, unless it was helping to keep numbers down, and then it becomes more complicated
14. Don't like mistreatment of any kind of animal. If there's no control there will be too many deer. But it needs to be humane. Don't like the term "stalking"
15. Don't like the idea animals are killed for sport. If it's done for eating that's acceptable
16. Don't think they should kill animals that way
17. Don't like done for fun or sport. If it's the gamekeepers that have to do it then fair enough, because they pick off the weaker ones
18. There was a case last year when someone paid to shoot the largest deer in Britain. Can't get my head round that mentality
19. Object to the sport of it
20. If it's done for enjoyment no
21. Not right. They shouldn't shoot them. They should be free to roam

22. I don't like it. I don't think they should kill any animals

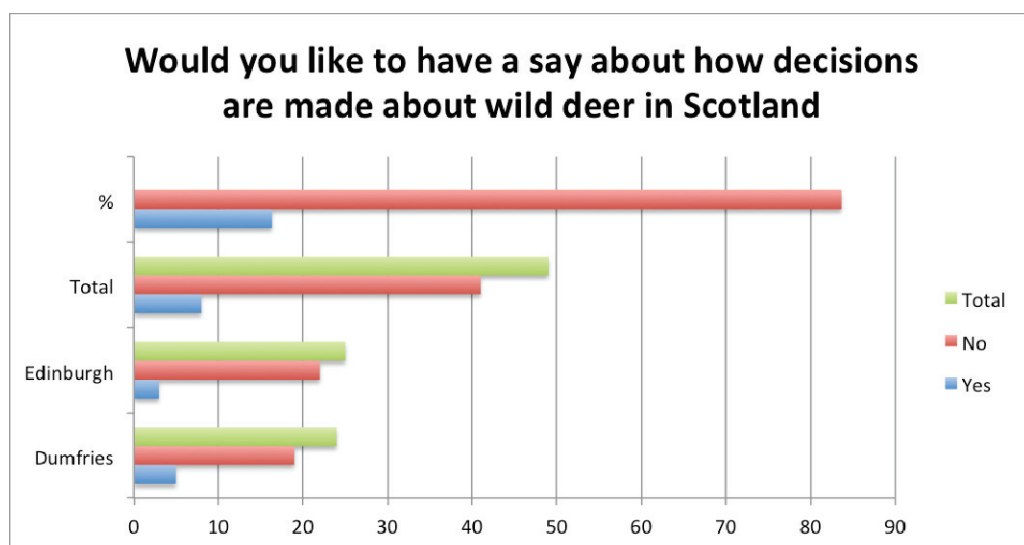
Q9) *Would you like to know more about any aspect of wild deer in Scotland?*



Over half made no comment

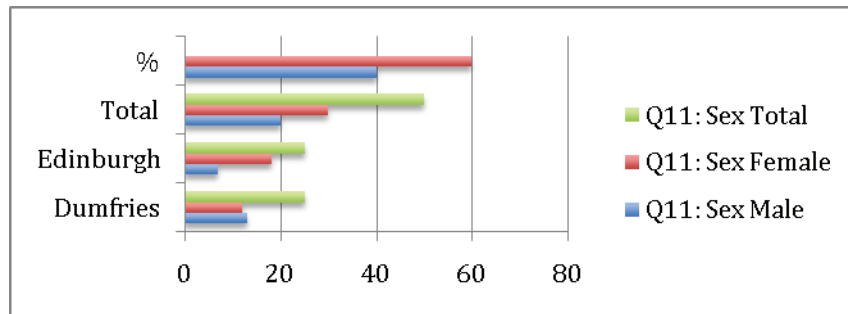
1. Got books on it
2. I see enough on TV
3. I'd ask my son in law if I wanted to know more
4. Too old to be bothered
5. I'm too old and crippled
6. I'm not bothered with the countryside nowadays
7. Not much interested to me
8. Not really thought about deer until you phoned
9. I keep up with the news which is enough
10. I'm too old to be bothered with that
11. If I want to see them I can go and see them
12. I can find out if I want to

Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*

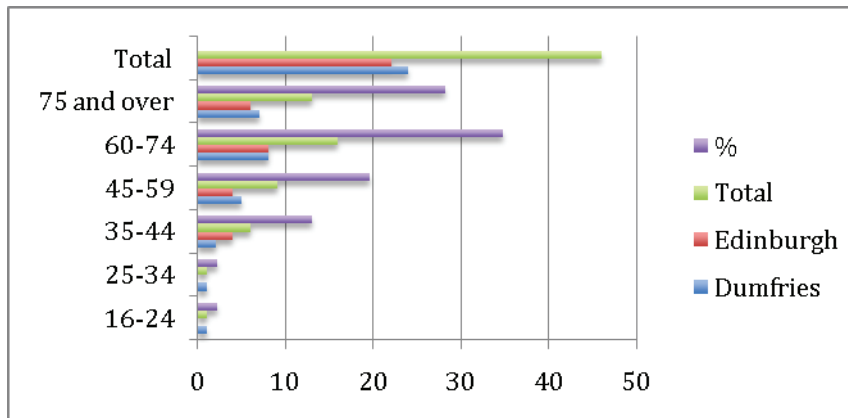


1. I'm too ignorant about them to have a say
2. Not enough knowledge about it to make an informed decision
3. Don't know enough about them to make any decisions
4. Because I live in a city. I'm not competent to decide
5. Entirely up to the people who own the land
6. Leave it to the experts
7. Leave to the professionals
8. Leave that to the experts
9. Leave it to the experts. People who have estates that know how to do it
10. Doesn't bother me one way or another
11. I'm too old for that sort of thing
12. Not interested
13. I'm too old for that
14. Maybe my daughter would like to

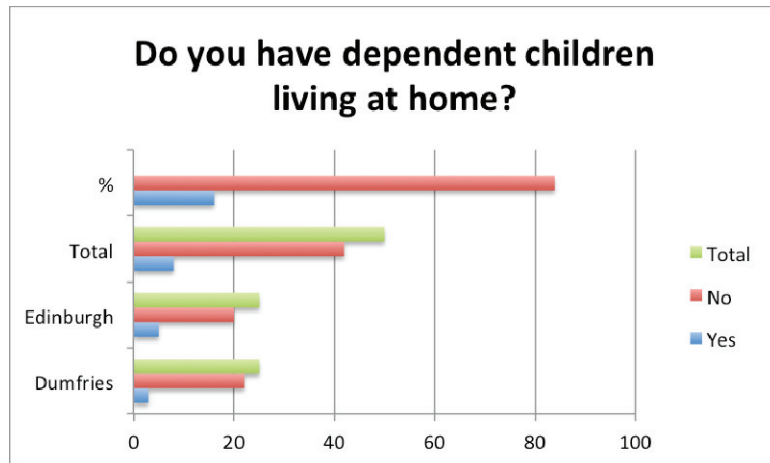
Q11) Are you female or male



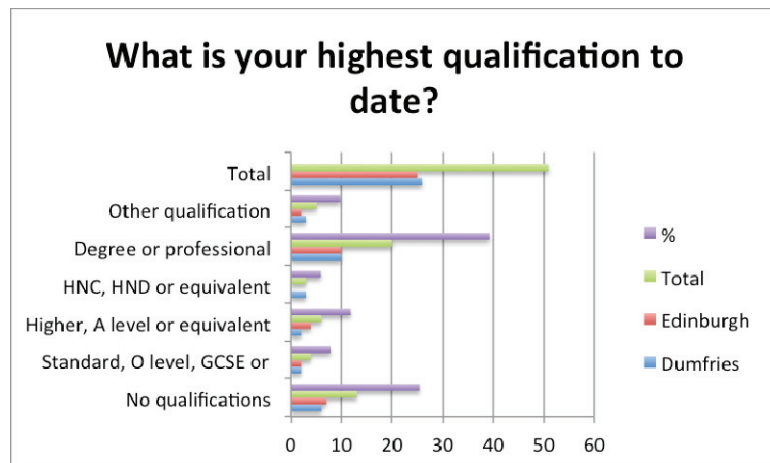
Q12) To which age group do you belong



Q13) *Do you have dependent children living at home?*

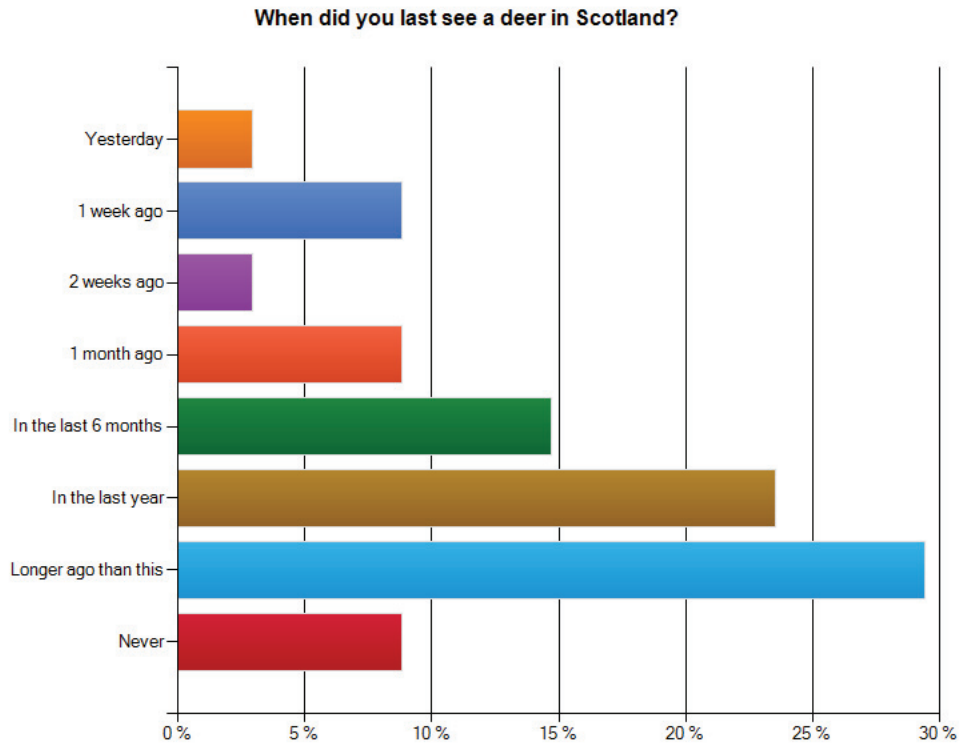


Q14) *What is the highest level of qualification you have achieved to date?*

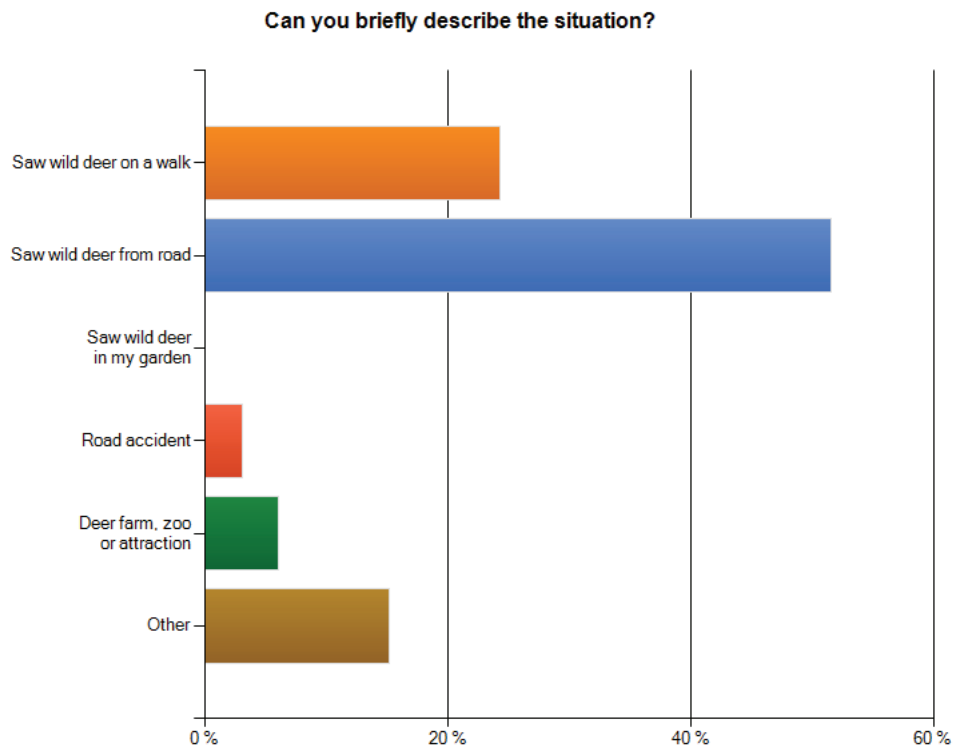


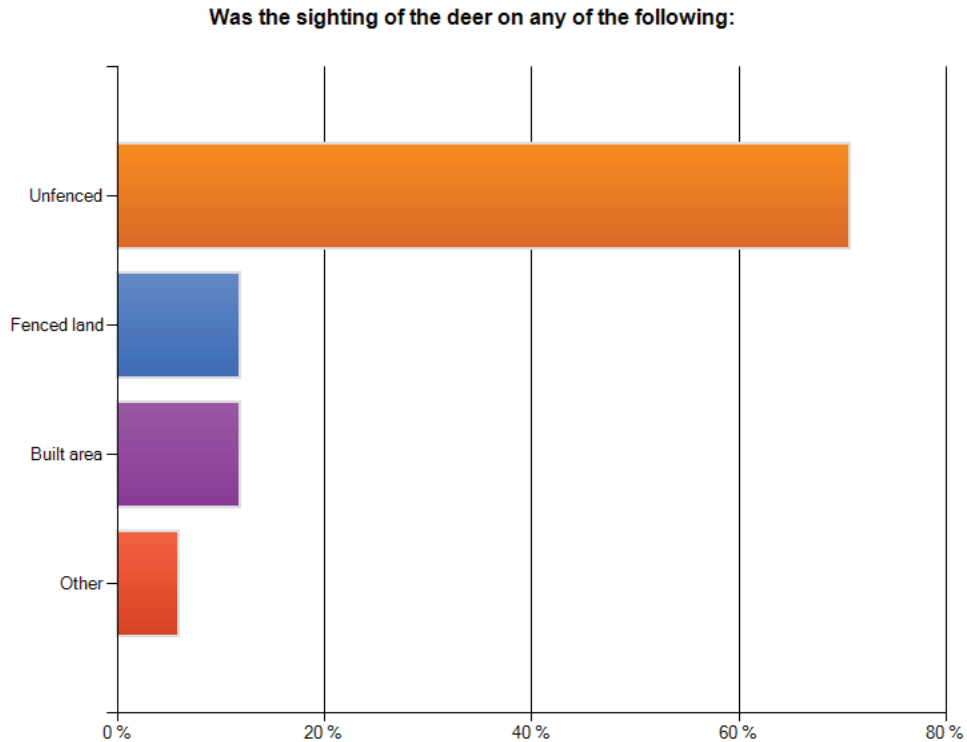
### ANNEX 3C: POSTAL SURVEY RESULTS

Q1) *When did you last see a deer in Scotland?*



Q2) *Which of the following best summarises the situation and where was it?*





**Q3) How important are wild deer to you and why?**

1. Rare and beautiful
2. They are very Scottish
3. Very important - seeing some good stags could be the highlight of your holiday
4. Very Scottish
5. As part of both the natural and economic make up of rural Scotland feel fairly important - but to my day to day life they are unimportant
6. They belong in Scotland. Managed well they are a good source of food
7. Not very to be honest but on the other hand I would want them to remain in the wild, be managed appropriately, not die out etc.
8. Majestic animals which enhance the wild nature of Scotland's countryside
9. Very important. The deer are part of Scotland - the lone stag is a symbol associated with Scotland and I'm sure many people identify it as such
10. Very important, because of elegance of movement, appearance, literary and cultural associations, examples of 'wild' life within the country.
11. Very important we need to encourage all wildlife for future generations
12. They are of this place
13. Very important - natural wildlife in Scotland
14. I live in a city so this does not affect me on a daily basis but I do think deer and habitats should be supported and protected
15. I think all wildlife is important apart from such creatures such as rats, mice and such like but of course they all have their uses!
16. Everyone should be able to view wild deer relatively easily - without traveling hours up north
17. Very important
18. Very Scottish

19. They are very important to me as it is a wonderful experience to see them especially in the wild
20. They are a natural part of our wildlife in Scotland. It would be tragic if they disappeared. They are beautiful and gentle creatures.
21. They are the largest wild animals in Scotland and have a very important part to play in Scotland's wildlife and landscape
22. Wild deer are part of Scotland's heritage, an icon in the Highlands and a source of revenue and work for country people
23. Fairly important, all creatures in our countryside should be supported.
24. Very important - part of our heritage
25. Great as long as they are kept away from busy roads
26. Part of Scotland's heritage. Very important
27. They cheer me up when I see them, which fortunately is most days. This is very important to me
28. Equally important as other wild species and habitats
29. Not very
30. 2 x Not particularly important
31. Never really thought about it. Lovely to look at but can cause accidents on this stretch of road
32. Not answered
33. Don't know

Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

1. 11 x Don't know
2. I know nothing about the management of wild deer
3. No answer
4. Sorry not very knowledgeable about deer
5. Culling herds
6. Culling if the numbers are too large
7. Shooting and high fences
8. Culling
9. When the old stags are culled to keep herds healthy
10. Culling
11. Shooting, restricted to specific numbers
12. Fencing and shooting
13. Fencing and culling on deer estates
14. I imagine due to deforestation and culls
15. Not very well informed about this, I've seen deer fencing in the highlands and I have read of culls to contain the population
16. Presumably stalking and shooting. Fencing to keep them contained. Specific areas. On estates - managed by a gamekeeper
17. Not really sure but think culling prevents herds from getting too large
18. Mainly left up to estate owners. I think they are reasonably well managed
19. Gamekeepers

Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

1. There are too many?
2. There are too many of them
3. To prevent over population
4. Numbers controlled to protect agriculture and the survival of other game
5. Numbers?
6. No natural predators
7. To prevent numbers from becoming excessive. To continue shooting as a sport. To use the meat as a food source.
8. To control numbers
9. So that they do not increase in numbers too much and upset the natural biodiversity balance
10. I recollect learning many years ago of the introduction of Red deer to the Highlands. Recently there was a report referring of the increase in numbers and the possibility of a cull.
11. They can only be controlled if in reasonable numbers
12. If numbers too great then assume they pose a threat to other animals, land, crops etc
13. Over population damages the environment
14. To ensure that there is sufficient natural food for the numbers involved and if necessary to prevent damage to neighbouring woodlands
15. To keep numbers at a level their natural habitats can sustain and reduce their impact on agriculture.
16. Crop devastation
17. Damage to trees and countryside when numbers are too large
18. Eating farmers' crops, eating what other grazers eat.
19. They eat trees
20. Because of their effect on vegetation; effect on trees.
21. Disease can spread in deer - too many destroy habitat for other animals.
22. Too many could damage other species habitat and business such as trees
23. To prevent overgrowth of deer
24. Too many would upset the natural ecology balance. They could cause damage to plants, which are needed to sustain other wildlife species. They cause damage to land.
25. They fight? (don't really know)
26. To keep the stock healthy
27. There is not enough grazing land for wild deer
28. To stop inbreeding?
29. Numbers to match existing food stocks restrict numbers to specific areas keep stock healthy and reduce hereditary weaknesses
30. Too many - no food
31. Keep the status quo?
32. 4 x Don't know

Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

1. I am not well informed and am unable to say
2. Only that would like that they can remain in the wild and aren't endangered

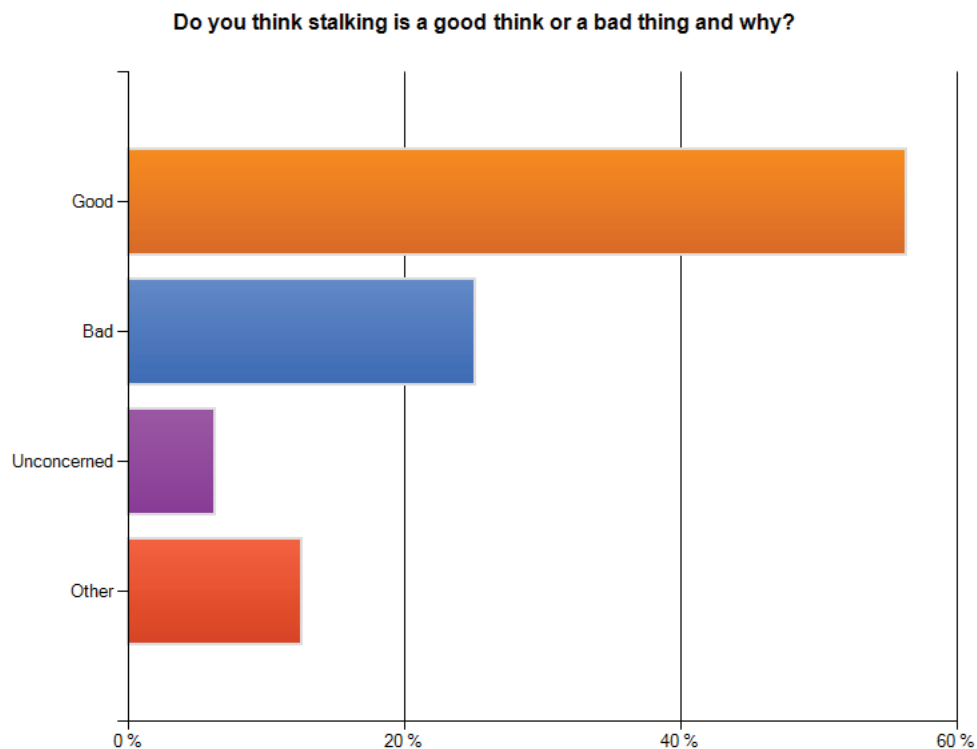
3. I am concerned about deforestation and the constant ruination of the green belt
4. Yes
5. Very concerned to keep the wild deer healthy and disease free
6. Too many get killed or injured on the road
7. I believe that all wild animals should be protected but where their numbers cross with farming and forestry interest such matters should be strategically managed
8. 15 x No
9. 3 x Not really
10. Unaware of any problems
11. Not aware of any aspects of concern
12. Not really. Maybe if there were hardly any left
13. 2 x Don't know enough about this
14. Not informed enough to answer this
15. 5 x Don't know
16. I haven't really considered it and don't know much about the subject
17. Not concerned

Q7) *What does the term deer stalking mean to you?*

1. Following
2. Stealthy tracking of the deer
3. Hunting/killing
4. Rich hunters looking for trophies
5. The hunting and shooting of deer, generally on private estates
6. Hunting for pleasure
7. Killing
8. Can be an integral part of hunting and culling
9. Hunting.
10. Driving deer towards shooters
11. It conjures up a vision of wealthy landowners and their guests taking pot shots at deer under the aegis of gamekeepers
12. Hunting and shooting deer
13. To hunt down and shoot ill, old or starving deer for money
14. Killing
15. Culling of deer
16. People paying to shoot deer
17. Searching for a stag that satisfies the shooters wishes
18. I have no objection to it providing it is controlled by professional stalkers/keepers
19. Getting close enough to them to select and shoot the ones for culling
20. Hunting and killing the deer
21. Something that is not sport or recreation
22. Keeping the numbers to manageable levels
23. People stalking deer to kill them
24. Hunting and controlling numbers
25. Hunting, tracking
26. Controlling numbers
27. Hunting or to view them
28. It is used as a reference to 'sport' and industrious private estate owners permitting stalking as a means of obtaining income

- 29. Expensive pastime
- 30. Being honest again, to me it means a type of hat! I'm not too familiar with what it actually involves
- 31. Don't know
- 32. Nothing
- 33. Not answered

Q8) *Do you think stalking is a good thing or a bad thing and why?*



**Comments Good**

- 1. Retains the balance of nature
- 2. Keeps you aware of the movements and problems
- 3. Look after the animals
- 4. They only want best animals therefore they leave the inferior animals for natural breeding
- 5. Better to ensure a clean kill
- 6. I am not FOR killing wild animals - I imagine people think it is good for Scotland and it brings in revenue - still not a fan.
- 7. To control their effect on other species and business
- 8. Much needed to help local economy
- 9. Revenue for the landowners. As long as it is done as humanely as possible, though sometimes it is bad when done illegally.
- 10. Helps maintain the economy of rural Scotland and contributes to Scotland's image
- 11. Keeps numbers down and sport brings useful money into rural areas
- 12. Helps control the population and industry for the countryside
- 13. Controls numbers and keeps herds healthy, or put's injured ones out of their misery
- 14. It weeds out the weak and old and makes the deer levels manageable

15. For population control
16. To control numbers usually a quick death for the deer
17. To keep the deer under control
18. To control numbers

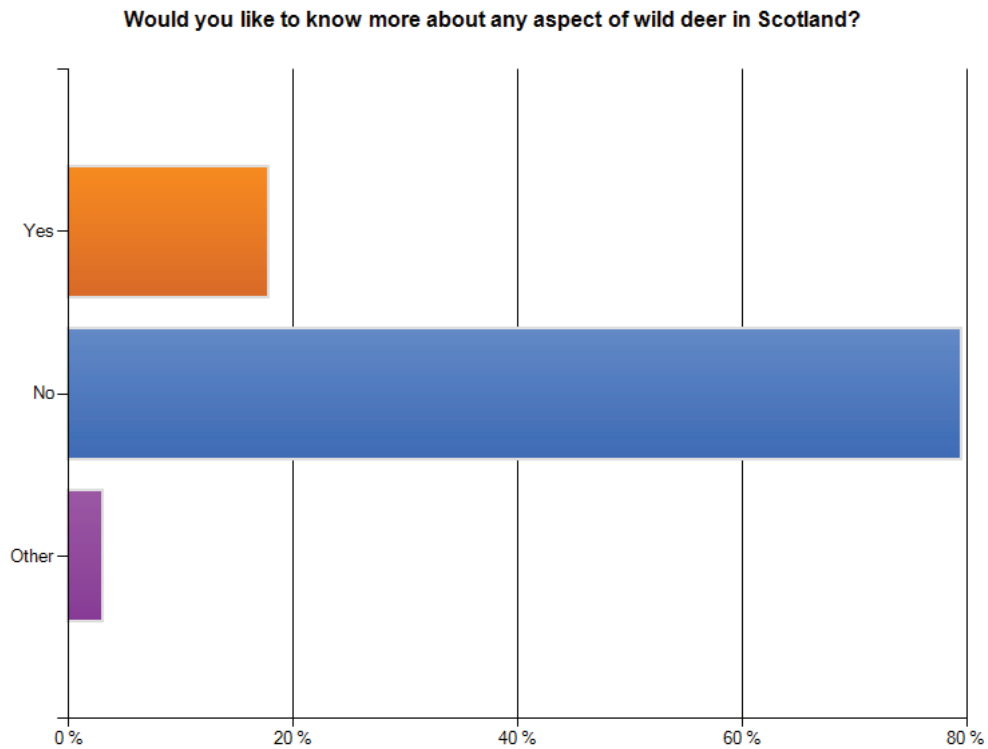
#### *Comments Bad*

1. Don't like the thought of killing wild things
2. No good reason for stalking unless to cull. Getting a thrill from killing is wrong. The risk of injuring rather than culling humanely is high. If stalking to cull especially with the deer's best interests at heart.
3. Would probably relocate rather than kill
4. Deer can be injured by amateur gunmen. The process of chasing them down is frightening and cruel
5. Not necessary in this day and modern age
6. Stalkers possibly pay and this brings income to be used for management of deer. However, they may not be killed outright by amateurs or the mother with young might be killed. There must be checking before hand to ensure the animal picked is not random otherwise it is irresponsible sport that has been on-going for generations part of our heritage

#### *Comments Undecided/Don't Know*

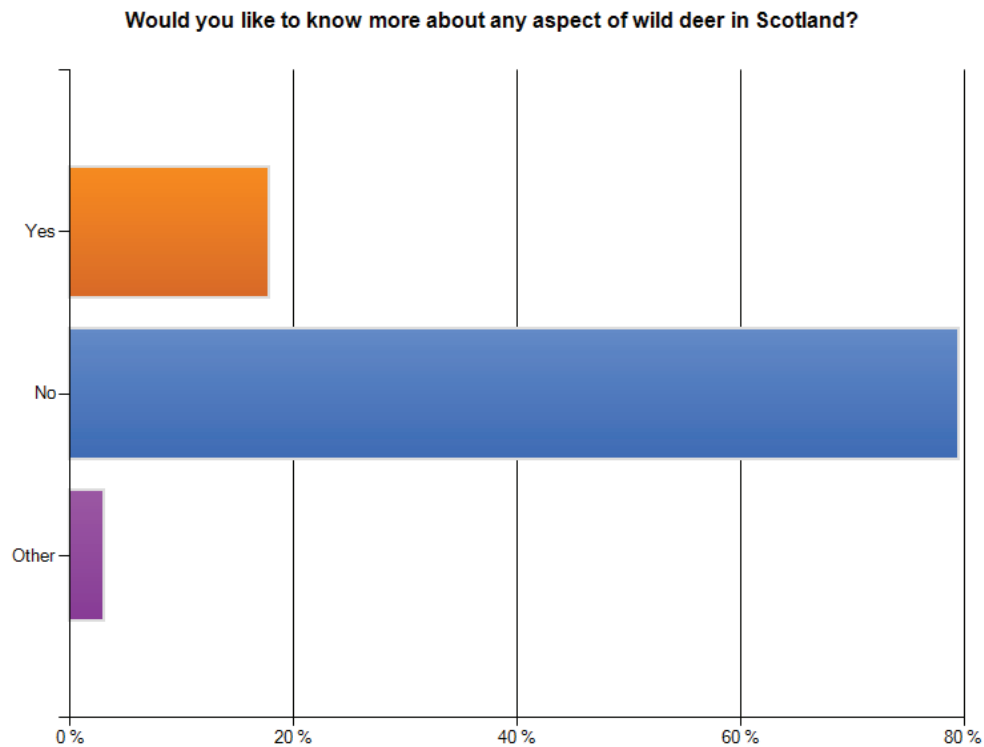
1. Unsure - it is both good and bad. Provides sport, has effect on tourism trade, provides wild (as opposed to farmed) venison, which may or may not be different from farmed. Generally I am opposed to making a sport out of killing wild animals.
2. Both good and bad as it attracts wealthy visitors to Scotland who would otherwise not come. Not so good for the deer - dislike any harm to a wild beast
3. Don't know what the term means - I could have googled the term but this would have covered up the fact that I, and many others I'm sure, are not familiar with the term - probably because it doesn't get much publicity.
4. Depends
5. No answer
6. Not bothered

Q9) *Would you like to know more about any aspect of wild deer in Scotland?*



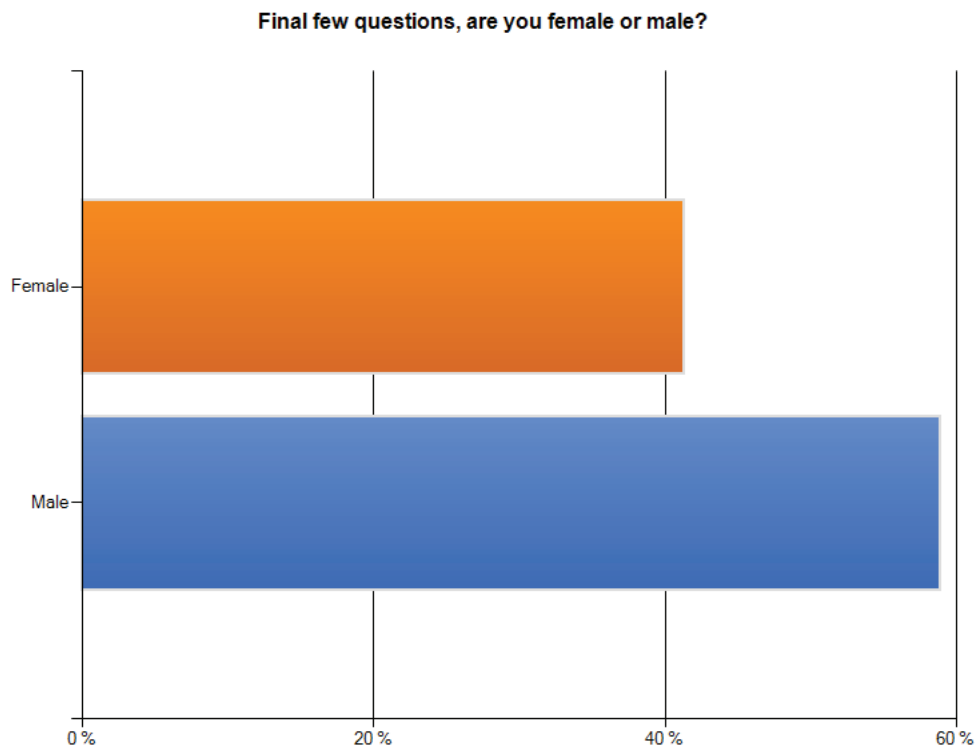
1. Just general interest that I can find out on the internet
2. Not any particular aspect, just general info - but am aware of the limited time I have to take in more information
3. I haven't considered this before - I would like to have some facts about deer numbers and reasons for controlling them
4. How many, why they are culled, where they live, what types are there?
5. Where they are found and how many, what types etc.
6. As another quango, what does the Red Deer Commission do to deliver VFM to the tax payer?
7. No answer

Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*

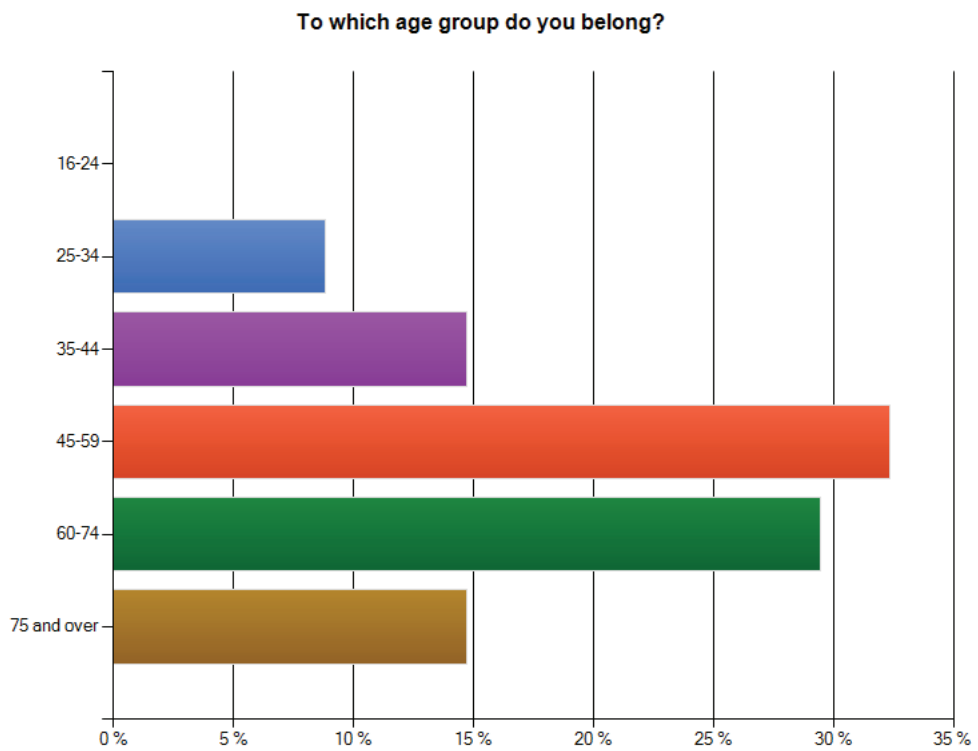


1. I think decisions on wildlife; heritage etc. should be made in consultation with the public and not just the decision of a few
2. I believe this is because I am a city dweller and don't know enough to be able to make decisions on wildlife management
3. Not unless I were better informed
4. In whatever way I can help
5. Regular bulletins and a website to post comments to and cast votes on suggestions.
6. Internet forum but ultimately it is a government policy
7. I'm not qualified
8. Probably not as I don't know enough currently to answer this
9. I trust organisations like SNH to look after them on our behalf
10. I do not have sufficient knowledge to be able to make a decision
11. No answer

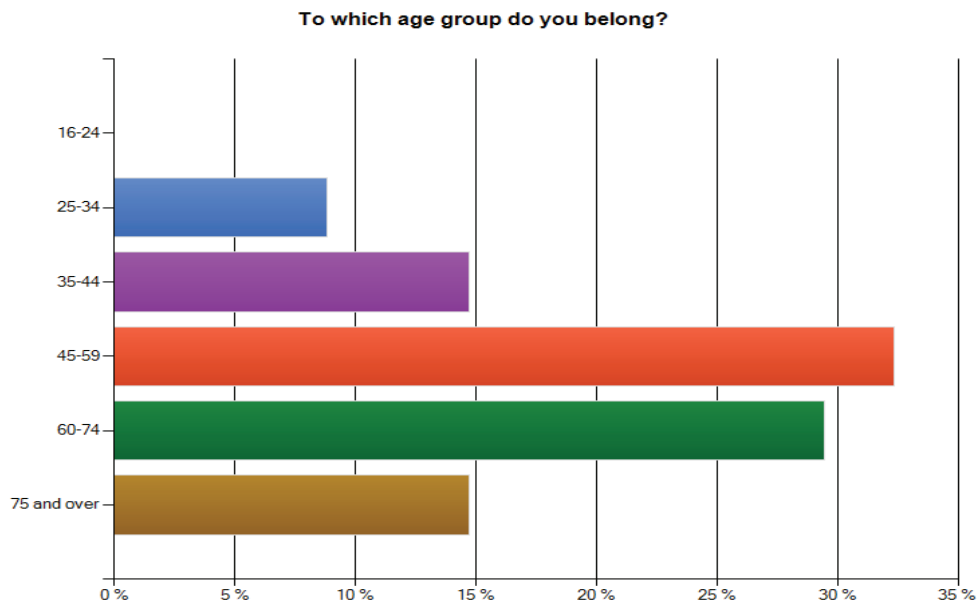
Q11) *Are you female or male*



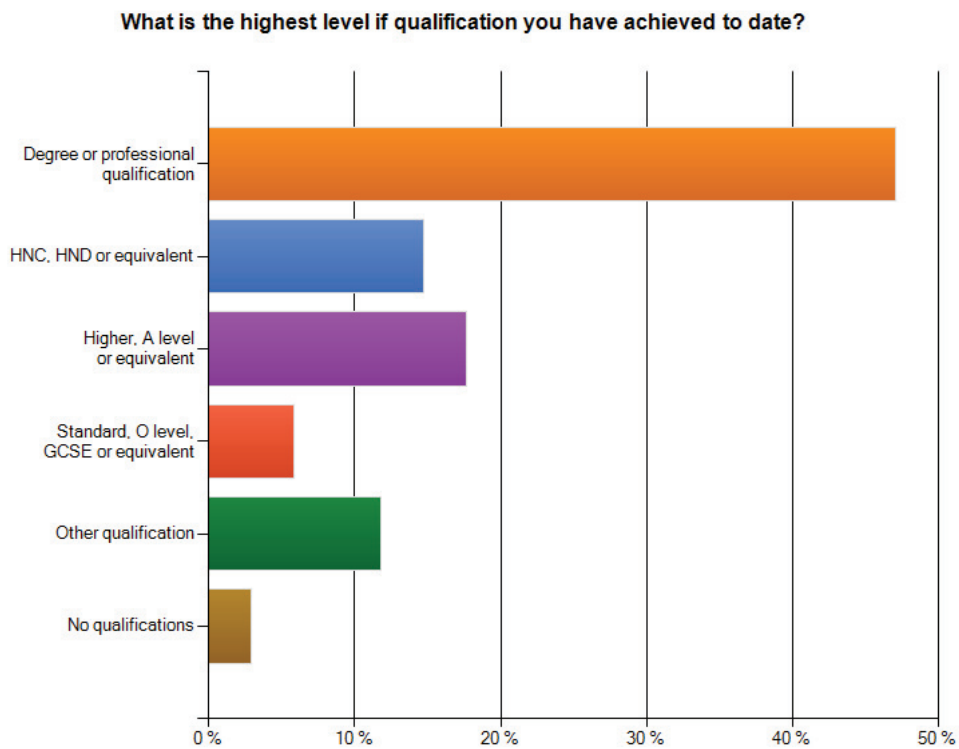
Q12) *To which age group do you belong*



Q13) Do you have dependent children living at home?



Q14) What is the highest level of qualification you have achieved to date?



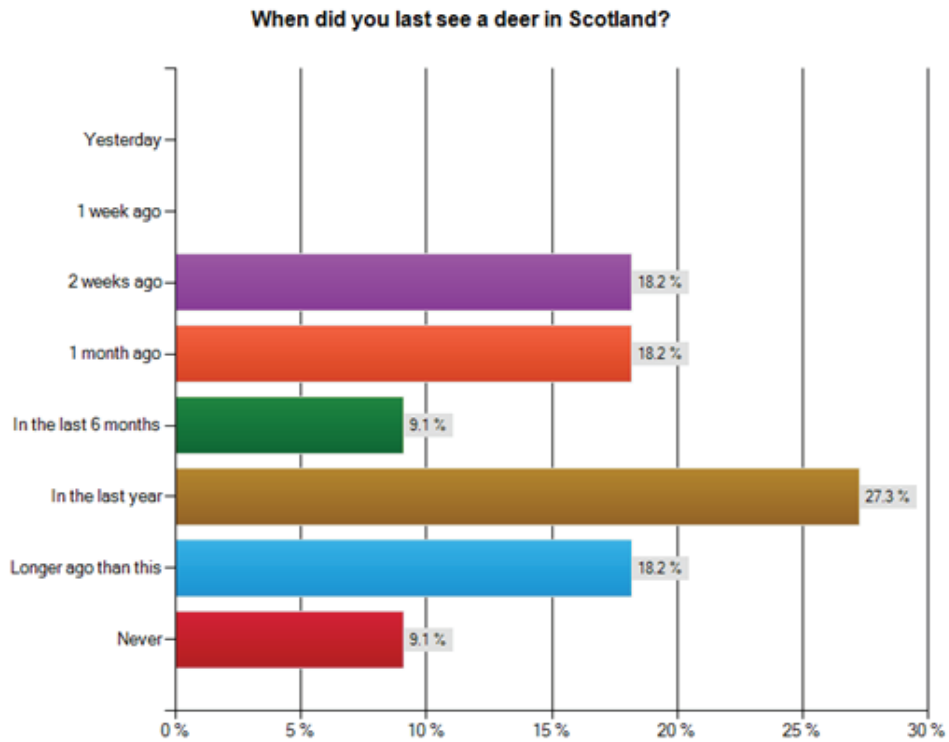
Q15) What is your postcode?

1. 7 x EH4
2. 5 x EH10
3. 3 x EH6
4. EH8
5. EH14
6. 2 x EH12
7. EH52

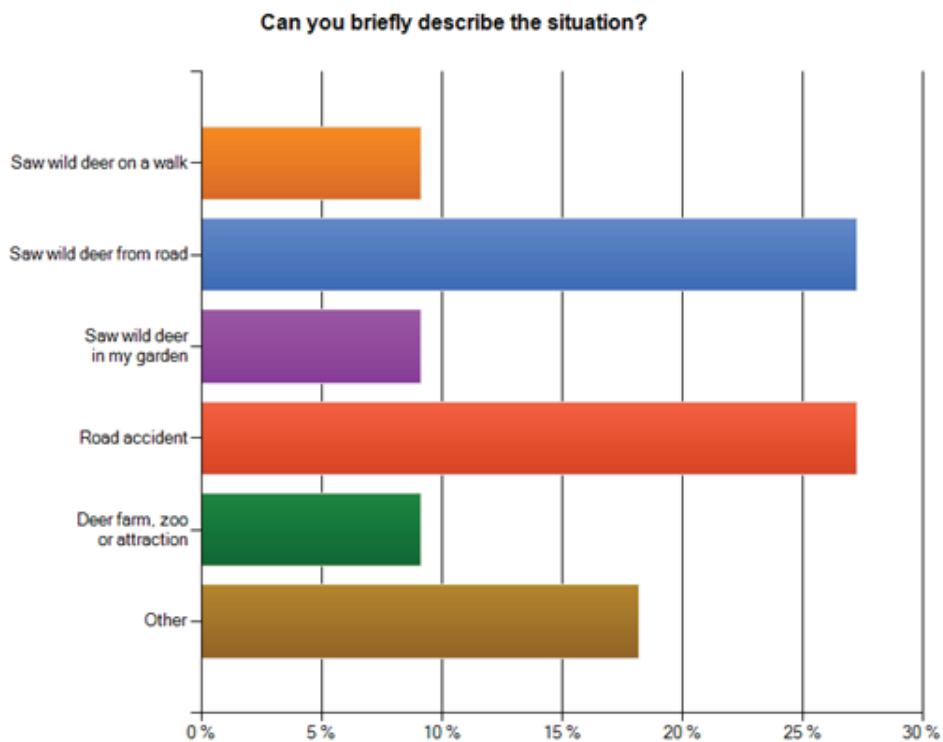
8. DG2
9. EH4 6RD
10. DG2 7
11. DG4
12. 2 x EH7
13. DG1 2JA
14. 5 x DG1
15. EH11
16. EH15

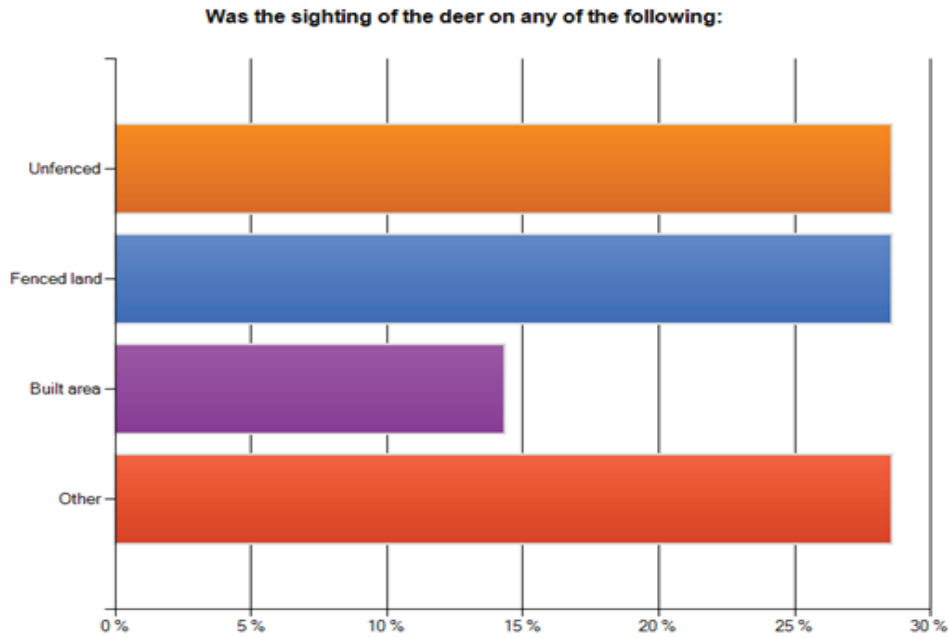
### ANNEX 3D: E-MAIL SURVEY RESULTS

Q1) *When did you last see a deer in Scotland?*



Q2) *Which of the following best summarises the situation and where was it?*





Q3) *How important are wild deer to you and why?*

1. Yes they are important but not really to me
2. Not important
3. They are just there in the countryside. Just another animal
4. Not, they eat all my plants
5. Not really bothered
6. Not really
7. They taste good and great if you can get the meat fae free

Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

1. Don't know
2. Are they?
3. Don't know
4. Don't know
5. By rangers and game keepers
6. By gamekeepers

Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

1. Don't know that either
2. Don't know
3. To help them
4. Don't know
5. They should be fenced in
6. To sell

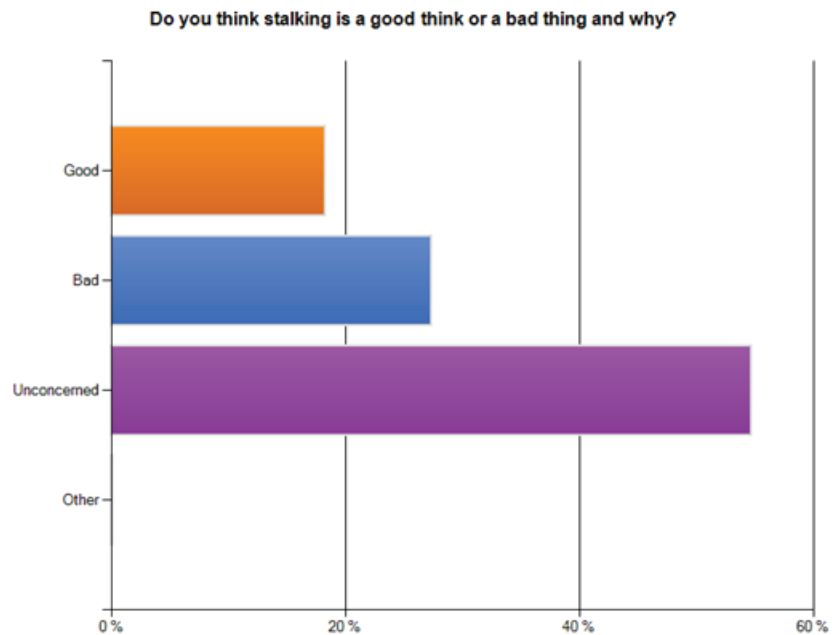
Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

1. 6 x No
2. No more than any other animal

Q7) *What does the term deer stalking mean to you?*

1. Bang bang you're dead
2. Killing things
3. Shooting parties
4. Hunting
5. Going after and maybe killing?
6. People coming up here to shoot things
7. Stuff for rich folk from England
8. Following

Q8) *Do you think stalking is a good thing or a bad thing and why?*



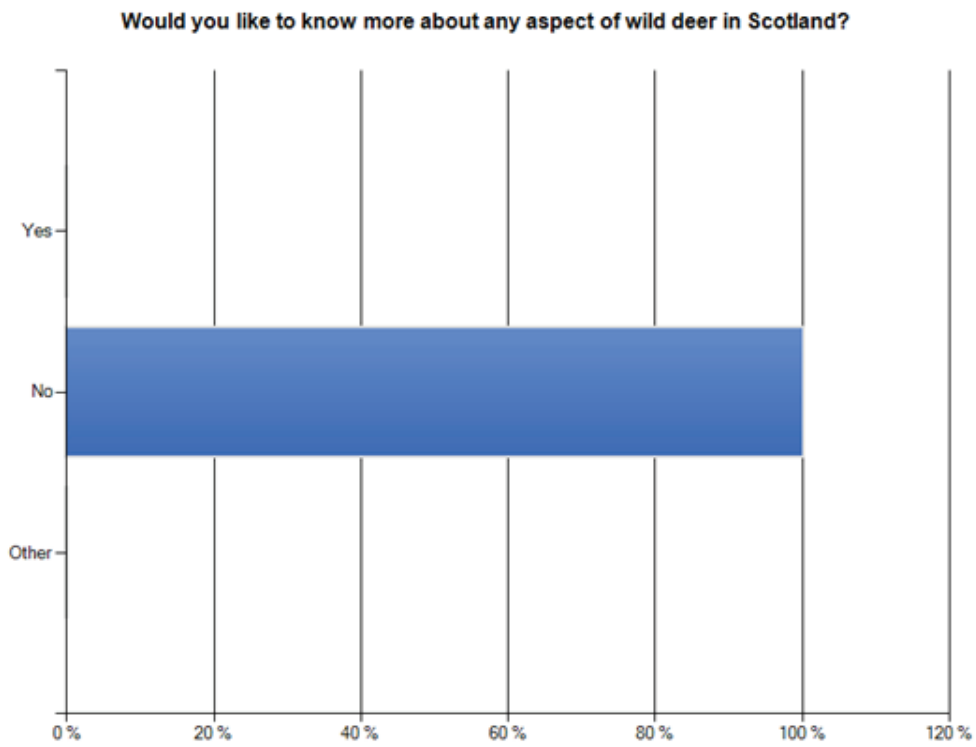
Comments Good

1. More meat
2. Less to get into my garden

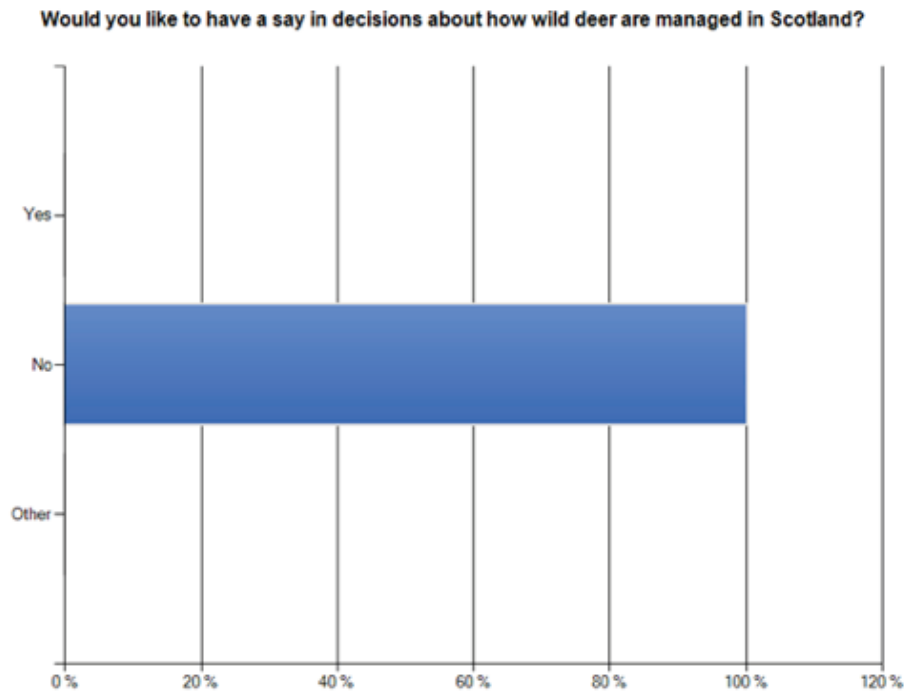
Comments Bad

1. Killing is wrong
2. We are taught that killing things is bad
3. On a weekend - wake me up

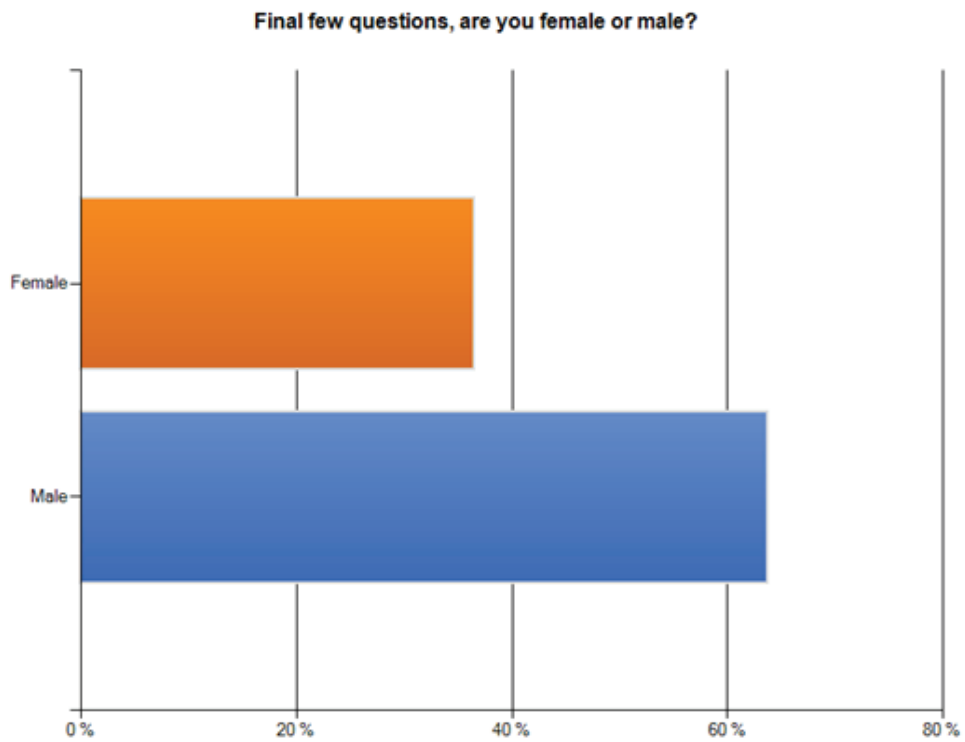
Q9) *Would you like to know more about any aspect of wild deer in Scotland?*



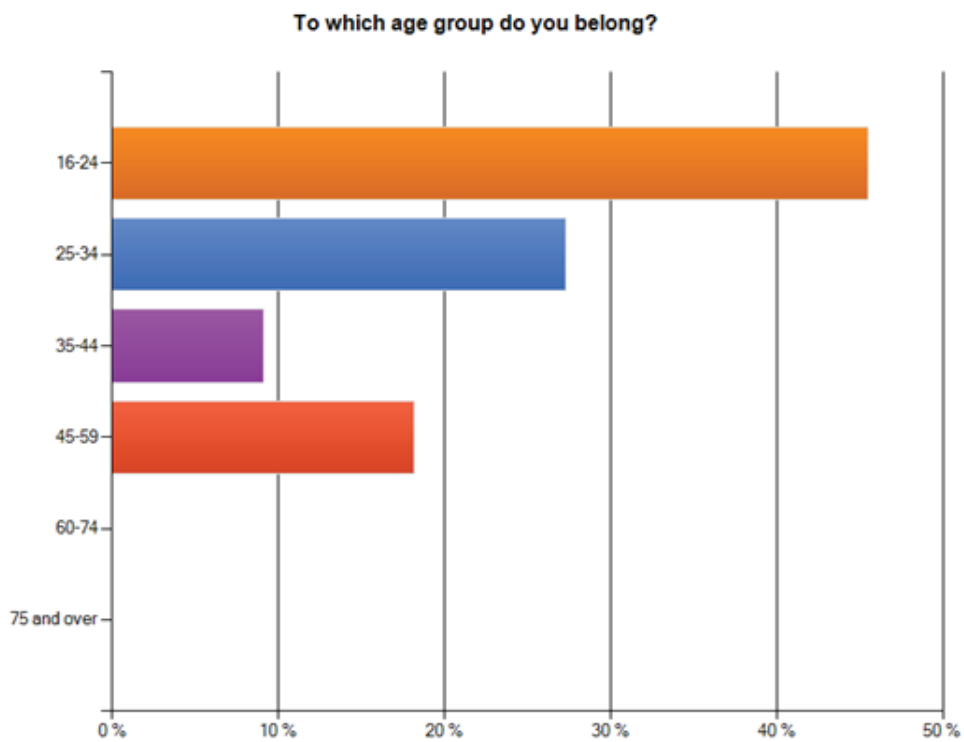
Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*



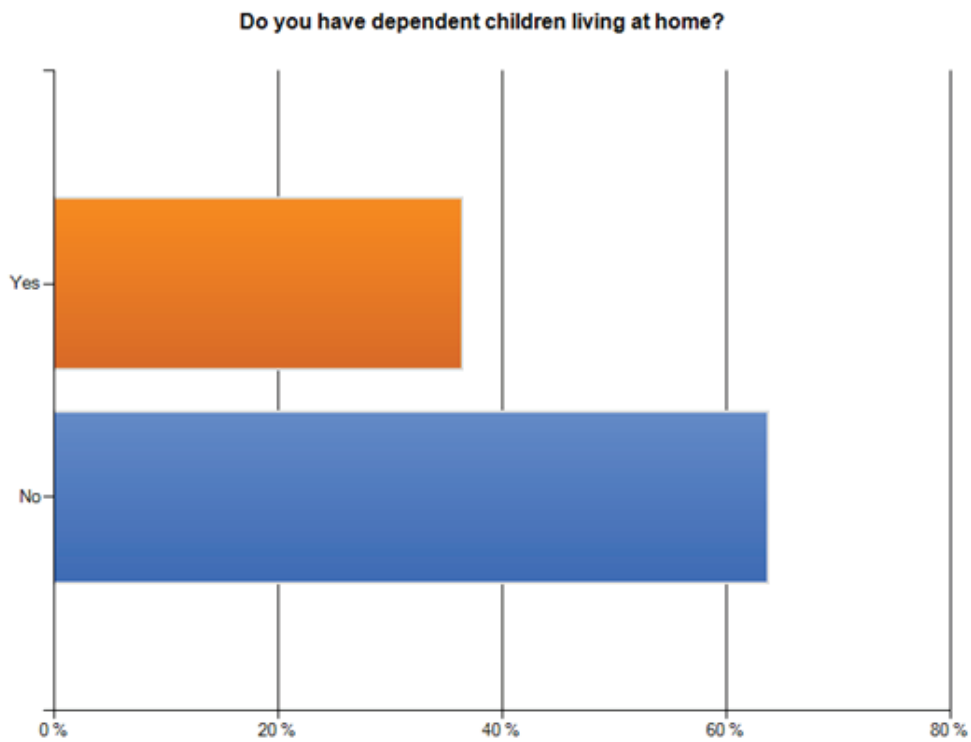
Q11) Are you female or male



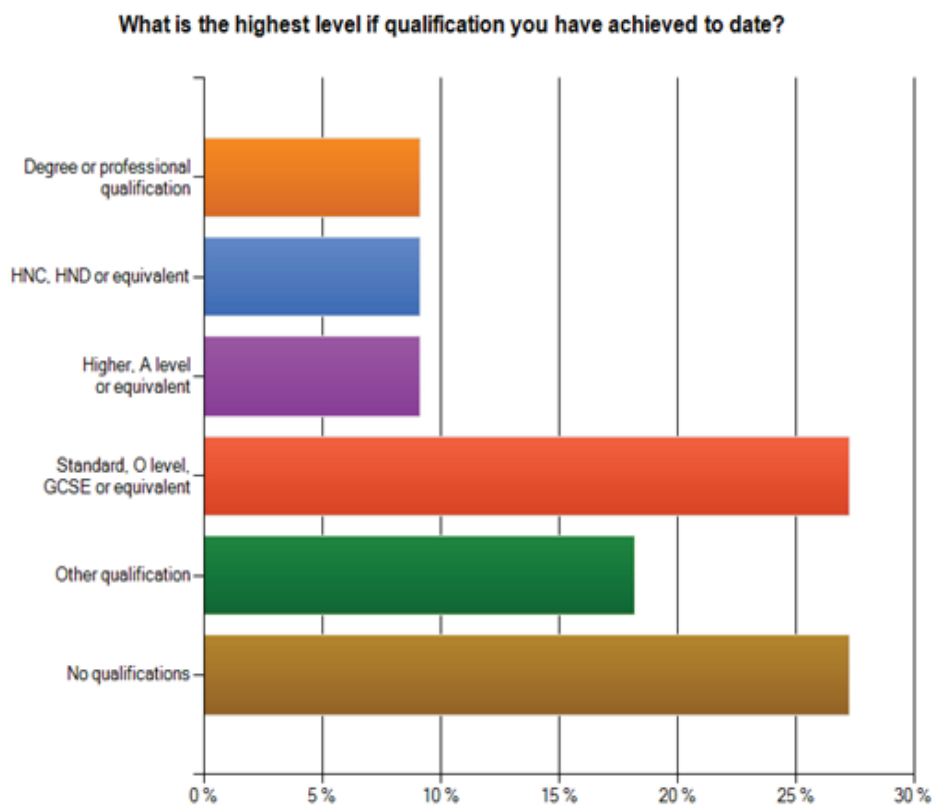
Q12) To which age group do you belong



Q13) Do you have dependent children living at home?



Q14) What is the highest level of qualification you have achieved to date?



Q15) *What is your postcode?*

CA3

NE6

AB12

IV17

PH31

PH7

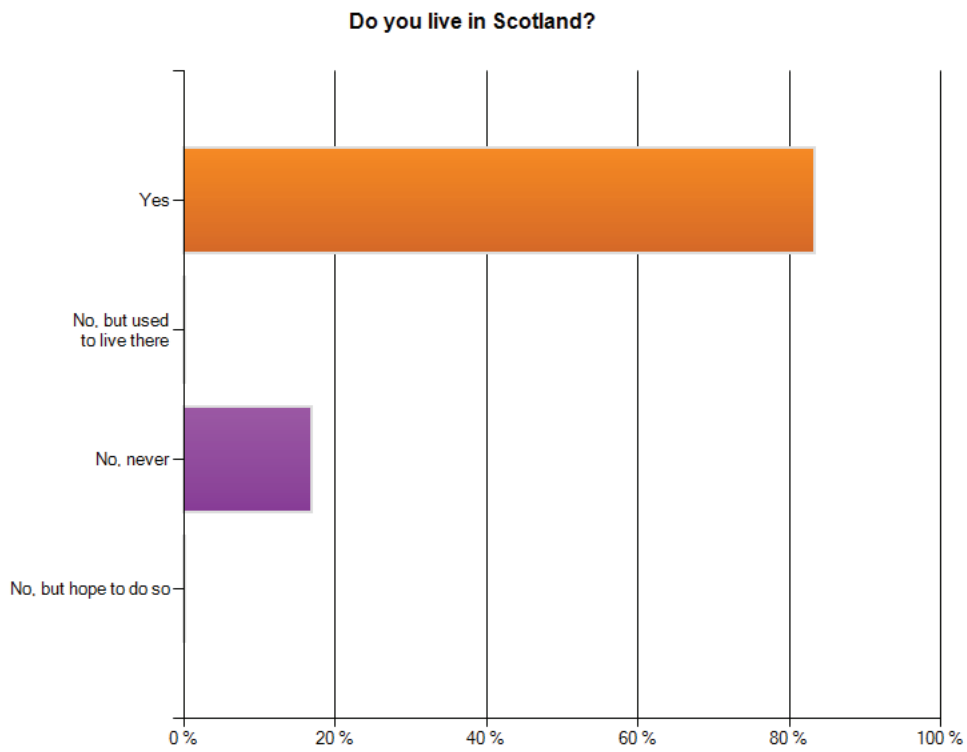
EH45

KA17

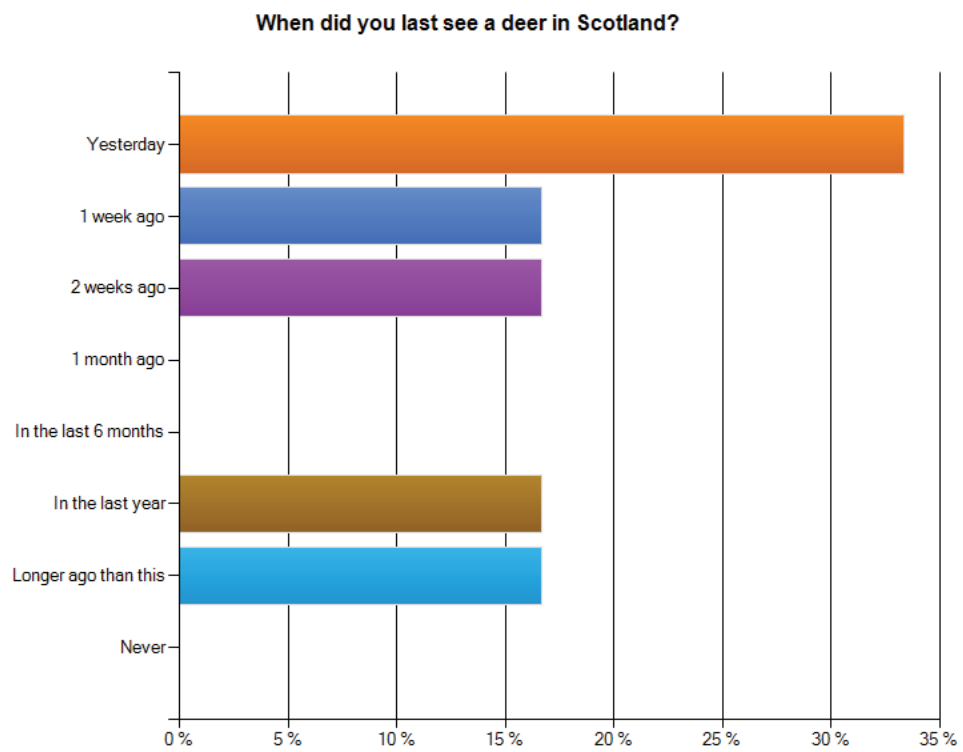
FK4

## ANNEX 3E: SOCIAL NETWORK SURVEY RESULTS

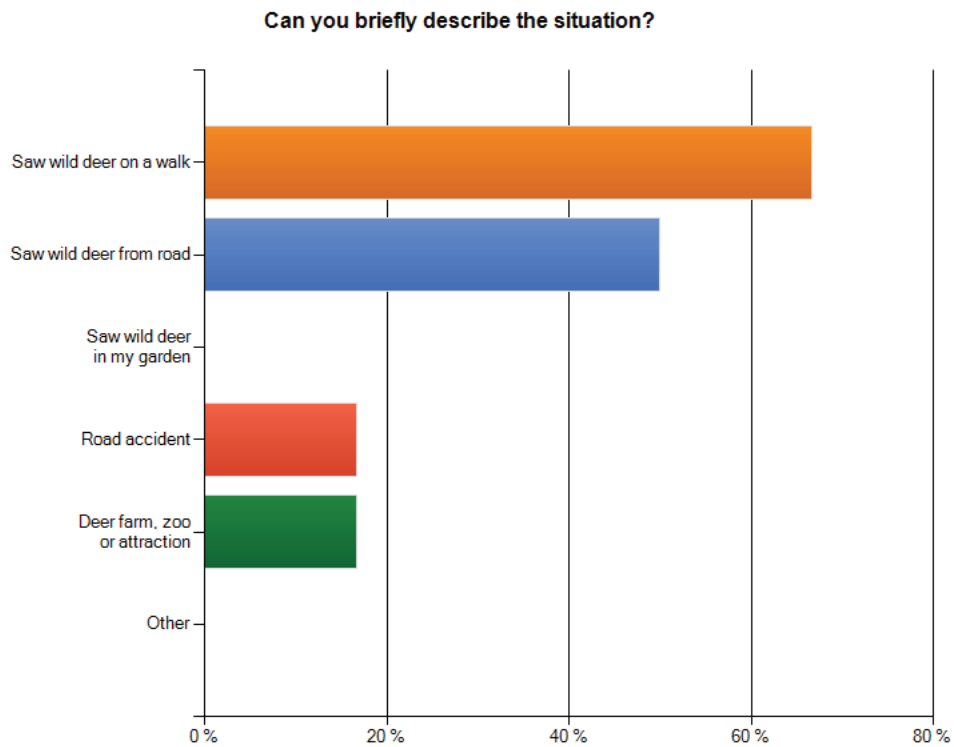
### Preliminary Question



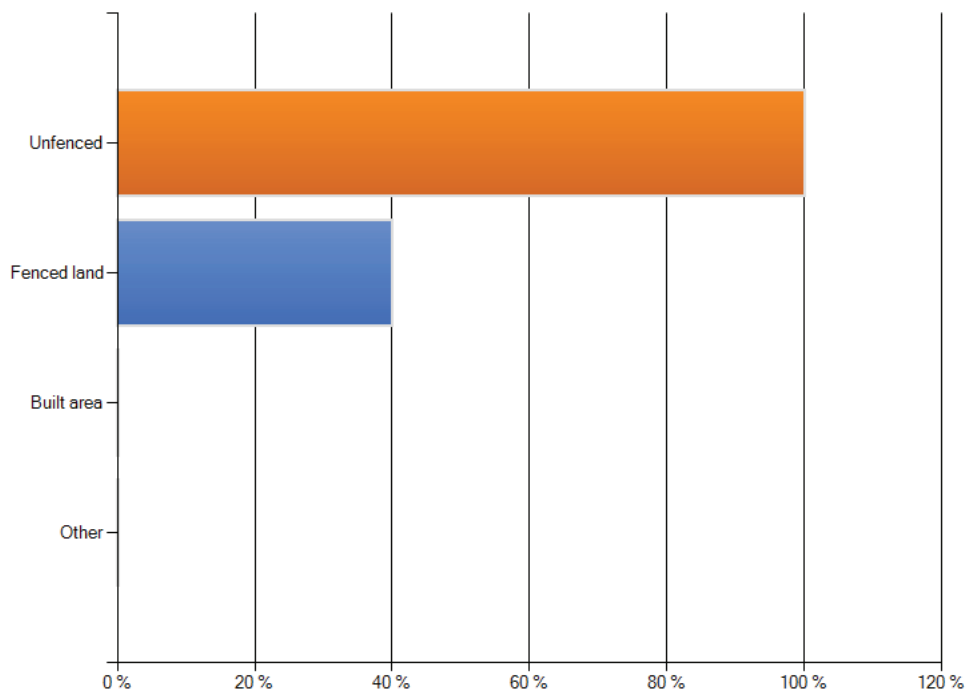
### Q1) *When did you last see a deer in Scotland?*



Q2) Which of the following best summarises the situation and where was it?



Was the sighting of the deer on any of the following:



Q3) How important are wild deer to you and why?

1. They taste good
2. Exceptionally important as they are magnificent creatures and are a central part of our heritage

(6 respondents, 2 answers, 4 skipped questions)

Q4) *What methods are used to manage wild deer in Scotland/how are they managed?*

1. There managed??
2. Around 70,000 culled a year, deer fences put up around woodland areas to keep them out

(6 respondents, 2 answers, 4 skipped questions)

Q5) *Why do you think wild deer in Scotland are managed (for example, why are their numbers controlled)?*

1. So posh folk can shoot 'em
2. Due to the lack of natural predators after the wolves went extinct in 1745, the numbers have escalated to over 400,000, which is far too many for the land to handle. They are in danger of eating all the food in the summer and starving in the winter and they also destroy young trees

(6 respondents, 2 answers, 4 skipped questions)

Q6) *Are you concerned about any aspects of the welfare of wild deer in Scotland?*

1. Nope
2. That they may starve in the winter or be forced into urban areas due to lack of space

(6 respondents, 2 answers, 4 skipped questions)

Q7) *What does the term deer stalking mean to you?*

1. Posh folk shooting deer
2. It means stalking a deer for a long time, pitting your skills against the deer's senses, respecting the animal and if you are stalking with a gun and not a camera, then hopefully killing the deer quickly and efficiently to cause no suffering

(6 respondents, 2 answers, 4 skipped questions)

Q8) *Do you think stalking is a good thing or a bad thing and why?*

1. Provides tourism
2. Its one way of keeping the vast numbers of deer down and it is also a very natural thing to do

(6 respondents, 2 answers, 4 skipped questions)

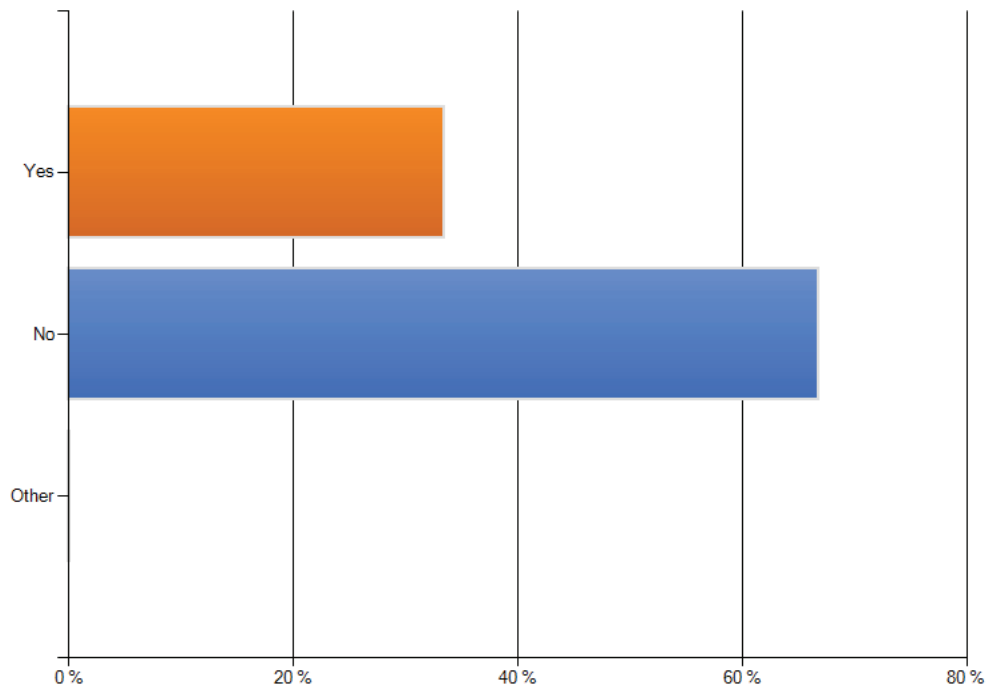
Q9) *Would you like to know more about any aspect of wild deer in Scotland?*

1. Any aspect

(6 respondents, 1 answers, 5 skipped question)

Q10) *Would you like to have a say in decisions about how wild deer are managed in Scotland?*

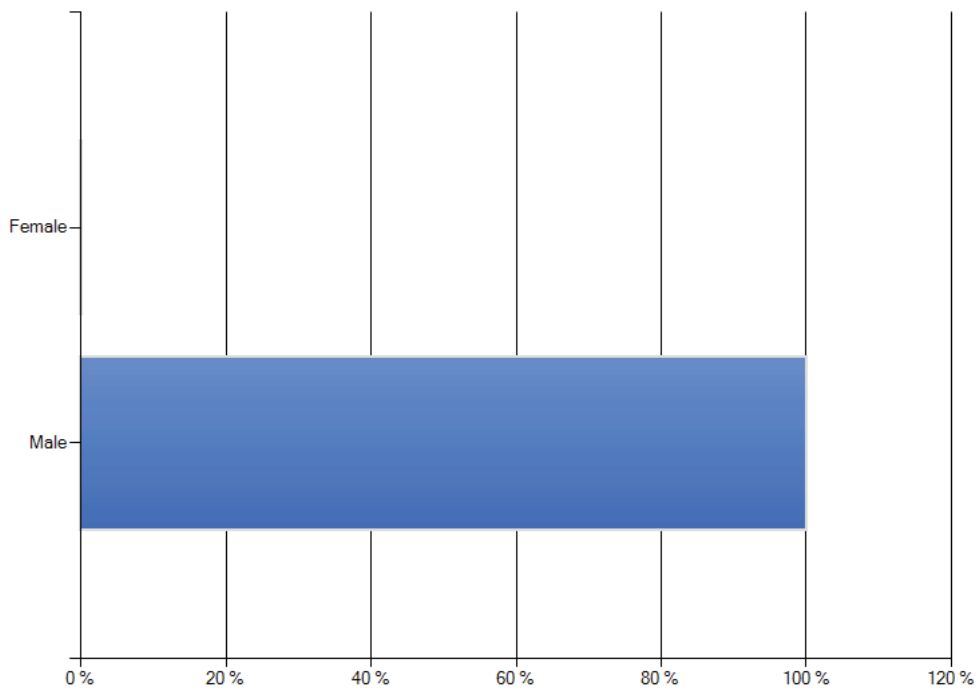
**Would you like to have a say in decisions about how wild deer are managed in Scotland?**



(6 respondents, 3 answers, 3 skipped questions)

Q11) *Are you female or male*

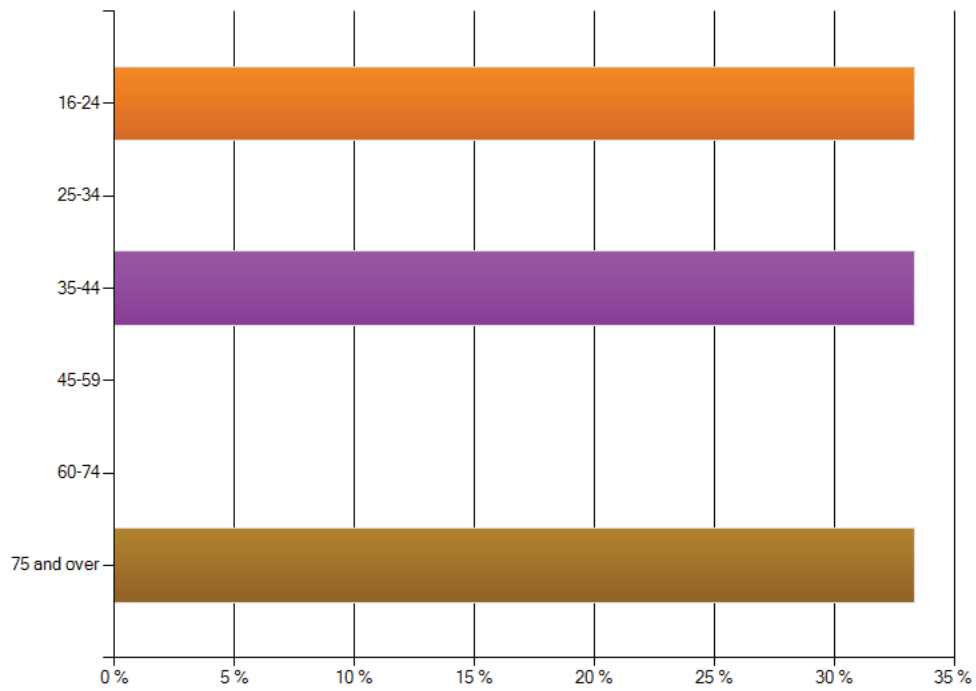
**Final few questions, are you female or male?**



(6 respondents, 3 answers, 3 skipped questions)

Q12) *To which age group do you belong*

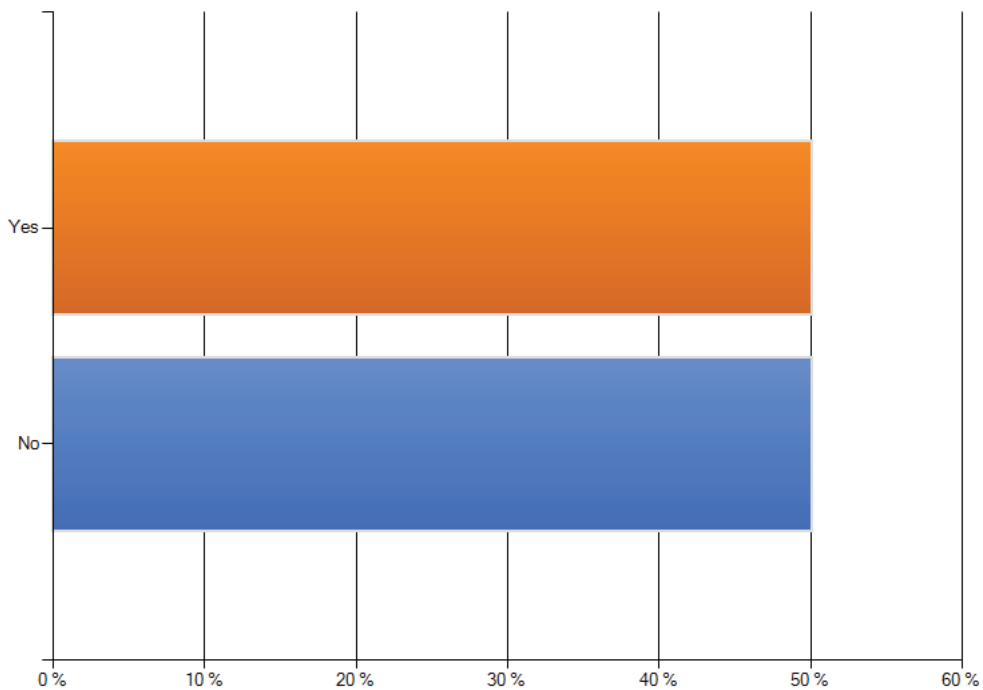
To which age group do you belong?



(6 respondents, 3 answers, 3 skipped questions)

Q13) *Do you have dependent children living at home?*

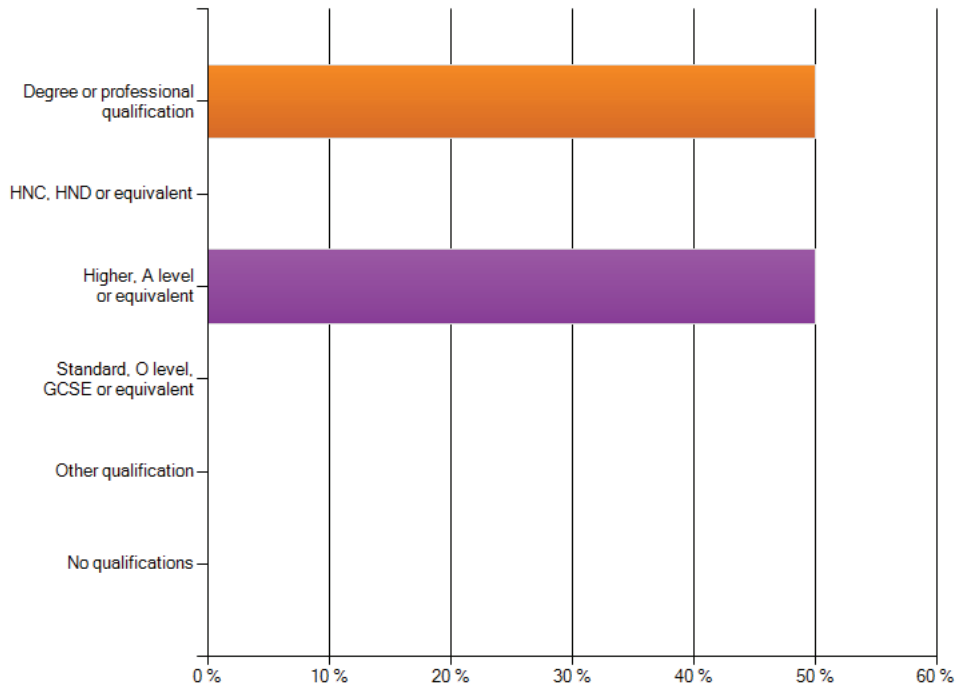
Do you have dependent children living at home?



(6 x respondents, 2 answers, 4 skipped questions)

Q14) *What is the highest level of qualification you have achieved to date?*

**What is the highest level of qualification you have achieved to date?**



(6 respondents, 2 answers, 4 skipped questions)

Q15) *What is your postcode?*

1. AB24

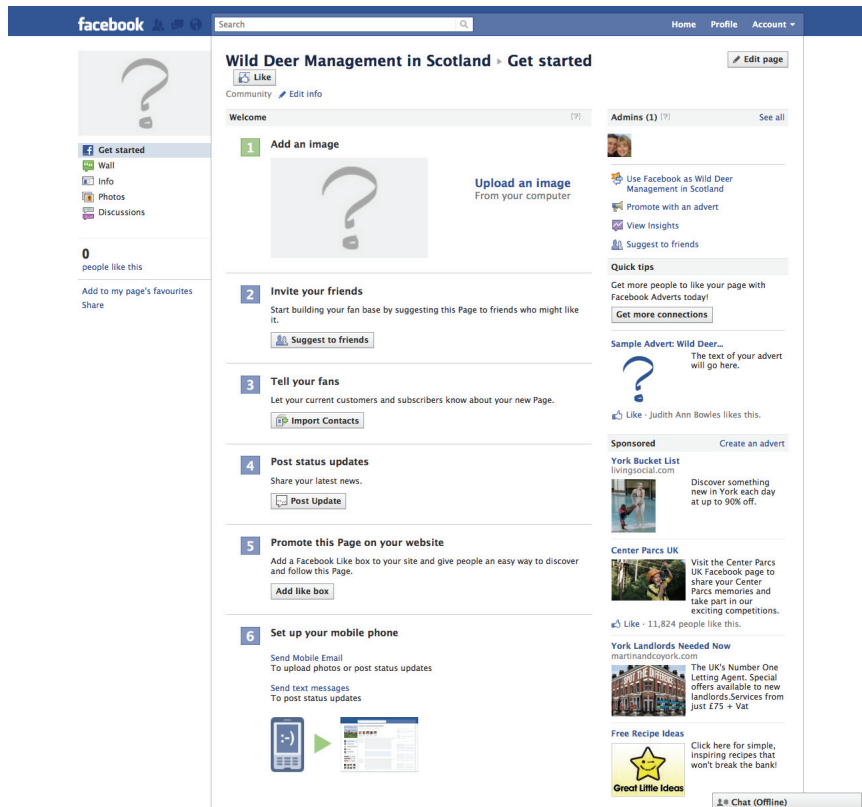
(6 respondents, 1 answered, 5 skipped question)

**NOTE:**

A number of inappropriate comments were made and have been excluded from this summary.

## ANNEX 4: FACEBOOK PAGE FORMAT

### Facebook Page Format



### Using Social Networks for Research and Engagement

SNH could raise awareness of deer management online in a number of ways. For example, by creating a Facebook page to profile deer management on one of the biggest social networking sites (550 million users worldwide). In terms of time scale, this would be fairly easy to create, but would require regular updates to maintain interest (staff time cost). The approximate cost of setting up and managing a Facebook page would be £500 (for design of logos and content) plus £50 per month for maintenance if contracted out/or staff time if done internally).

Another approach, ideally done in parallel, would be to set up a twitter account and tweet daily to raise awareness. This is a cost effective way to raise awareness.

A third way would be to set up an online discussion board or forum, encouraging members of the Scottish public to join and take part in related discussions. Such boards require full-time moderators to over-see discussions and to monitor content, but they are an effective way of finding out the views of members. Typically forums are divided up into sections, with threads relating to specific content found in different folders. For example, for a deer management forum, one folder might discuss “wild deer in general” another one focusing on “deer management”, another on any particular issues SNH want to explore (such as treatment of injured deer, deer and domestic gardens, etc.). Other folders could inspire members to get to know each other, such as “introductions”, “general discussion”. Online discussion boards, such as those powered by vbulletin (<http://www.vbulletin.com/>) also allow the creation of specific “member only” content, which can only be seen by members who register for the forum.

If required, further restrictions can be placed on the members' only content such as the requirement to make over 100 posts in order to access it. This helps encourage users to use the various threads and discussion boards and rewards the regular users with greater privileges. Once the forum community has been set up, it maybe easier to recruit further moderators from current members.

We estimate the costs of setting up such a forum for deer, other species or for all Scottish wildlife with different folders for different species would be approximately £2,500-£5,000 for initial set up and developing initial interest, followed by £500per month for continued updates and moderation, which could be initially for a three month period following which the project could evaluated and activity reviewed.

[www.snh.gov.uk](http://www.snh.gov.uk)

© Scottish Natural Heritage 2013  
ISBN: 978-1-85397-889-0

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Nàdar air fad airson Alba air fad