

Scottish Natural Heritage
Commissioned Report No. 535

Scottish Recreation Survey: Annual summary report 2011





Scottish Natural Heritage
Dualchas Nàdair na h-Alba

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

COMMISSIONED REPORT

Commissioned Report No. 535
Scottish Recreation Survey:
Annual summary report 2011

For further information on this report please contact:

Aileen Armstrong
Scottish Natural Heritage
Great Glen House
Leachkin Road
INVERNESS
IV3 8NW
Telephone: 01463 725 305
E-mail: aileen.armstrong@snh.gov.uk

This report should be quoted as:

TNS Research International (2012). Scottish Recreation Survey: Annual summary report 2011. *Scottish Natural Heritage Commissioned Report No. 535.*

This report, or any part of it, should not be reproduced without the permission of Scottish Natural Heritage. This permission will not be withheld unreasonably. The views expressed by the authors of this report should not be taken as the views and policies of Scottish Natural Heritage.

© Scottish Natural Heritage 2012.



COMMISSIONED REPORT

Summary

Scottish Recreation Survey: Annual summary report 2011

Commissioned Report No. 535 (ROAME No. F02AA614/8).

Contractor: TNS

Year of publication: 2012

Background

Scottish Natural Heritage (SNH) measures the levels of participation in walking and other outdoor recreational activities each year to support the achievement of Scottish Government policy. A set of questions forming the Scottish Recreation Survey has been inserted into the Scottish Opinion Survey – a monthly Computer Assisted Personal Interview (CAPI) omnibus survey – since July 2003. This methodology ensures that a representative sample of the Scottish adult population (aged 16 and over) is interviewed each month.

The 2011 Scottish Recreation Survey completes the eighth full calendar year of continuous data collection. A total of 12,356 interviews were undertaken during this 12 months' period.

Areas investigated in the survey include general trends in the number, frequency and location of visits to the outdoors, participation in a range of activities (walking, cycling, horse riding etc.), transport used and distances travelled to visit, party composition (including the number of trips taken with dogs), expenditure on visit, awareness and understanding of the Scottish Outdoor Access Code (the Code) and access to the countryside, including responsible behaviour and problems encountered. Some of the questions are asked monthly, others every second, third or sixth month.

Main findings

- In 2011, 83% of adults claimed to have made at least one visit to the outdoors for leisure or recreation in the previous twelve months, generating an estimated 360 million visits (higher than the 2010 estimate of 352 million). The total value of expenditure during these visits was estimated at around £2.7 billion. Forty six percent of adults visited the outdoors at least once a week during this period, a slight decrease on the level recorded in 2010 (48%), significantly higher than the levels recorded in 2006 and 2007 (both 44%) and similar to the 2008 (47%) and 2009 (46%) figures.
- The trend for visits being made closer to home remains evident in 2011. Linked to this, the percentage of visits taken on foot has increased from 50% in 2004 to 67% in 2011, while the percentage of visits where the main type of transport used to get to and from the main destination was a car has fallen from 43% to 28% over the same period of time.
- Just under half of respondents were aware of the Scottish Outdoor Access Code (46%), a lower proportion than in 2010 (53%) and the lowest recorded since 2006. The proportion 'definitely' aware of the Code in 2011 (at 33%) is also lower than in any survey year between 2006 and 2010 (range 37% - 44%).

For further information on this project contact:

**Aileen Armstrong, Scottish Natural Heritage, Great Glen House, Leachkin Road, Inverness IV3 8NW
Tel: 01463 725 305**

For further information on the SNH Research & Technical Support Programme contact:

Policy & Advice Directorate Support, Scottish Natural Heritage, Great Glen House, Inverness, IV3 8NW.
Tel 01463 725000 or research@snh.gov.uk

Executive summary

Background and methodology

Scottish Natural Heritage (SNH) measures the levels of participation in walking and other outdoor recreational activities each year to support the achievement of Scottish Government policy. The Scottish Recreation Survey (ScRS), piloted in 2002 and which commenced in July 2003, is the established vehicle for gathering this information. It is commissioned by SNH with support from its survey partner, Forestry Commission Scotland (FCS).

As in previous years, the 2011 study was undertaken through the monthly inclusion of a set of questions in the Scottish Opinion Survey, the consumer omnibus survey operated by TNS. This methodology ensures that a representative sample of around 1,000 members of the Scottish adult population (aged 16 years and over) are interviewed each month. While some questions are inserted into the survey every month, others are asked every second, third or sixth month, on a rotating basis.

This report covers the eighth full calendar year of data collection from January to December 2011 inclusive.

Definitions

Throughout this report, the term 'outdoors' is used to include mountains, moorland, farmland (enclosed and unenclosed), forests, woods, rivers, lochs and reservoirs, beaches and the coast and open spaces in towns and cities. 'Informal recreation' or 'recreation' is taken to be any non-motorised activity carried out for pleasure or sport and includes activities granted a statutory right of access under Part 1 of the Land Reform (Scotland) Act 2003 (e.g. walking, cycling, picnicking etc.).

Visits to the outdoors for leisure and recreation

During 2011, 83% of the Scottish adult population stated that they had made at least one visit to the outdoors for recreation purposes, within Scotland, in the previous 12 months, a figure which is equal to that recorded in 2010. Forty six per cent had taken at least one visit per week in 2011. This figure represents a decrease on the 2010 figure of 48% and a return to the level of weekly visits recorded in 2009. The proportion visiting at least once a week remains higher in 2011 than the figures recorded in 2006 and 2007 (44% took at least one visit per week in each period). These weekly participation data are used by the Scottish Government to measure progress on the National Indicator (NI) to "increase people's use of Scotland's outdoors." The outdoor visits NI figures provide the Scottish Government with a measurable benchmark for its National Performance Framework, Scotland Performs, which gathers information on how Scotland is performing on a range of topics affecting all aspects of Scottish life.

Based on the data collected through the survey, an estimated 360 million visits were taken to the outdoors for recreation purposes during 2011, distributed across the year as follows:

- January to March 2011 – 82 million;
- April to June 2011 – 99 million;
- July to September 2011 – 104 million;
- October to December 2011 – 76 million.

In terms of the destination of visits to the outdoors in 2011, the distribution between the three main types of location¹ was estimated to be as follows:

- Town or city – 137 million;
- Countryside – 176 million;
- Seaside – 47 million.

Those who had not made any visits to the outdoors for leisure and recreation were asked to explain why this was the case. The main reasons, provided below, were also mentioned by similar proportions in previous years:

- Poor health – 35%
- Lack of time/too busy – 24%
- Old age – 16%
- No particular reason – 16%
- Not interested – 9%.

Activities undertaken

As in previous years, walking was by far the most popular activity, with 74% of outdoor visits in 2011 having this as the main activity. Other frequently undertaken main activities were a 'family outing' (9%) and cycling or mountain biking (4%).

Location of visit

As in previous years, the countryside was the most frequently visited type of destination, accounting for 49% of all visits. Thirty eight percent of visits were taken in urban areas, while 13% were to seaside locations.

More specifically, the main destinations were as follows:

- | | |
|----------------------------------|----------------------|
| • Local park or open space – 36% | • River/canal – 5% |
| • Woodland/forest – 13% | • Sea/sea loch – 2% |
| • Beach/cliff – 11% | • Town – 3% |
| • Mountain/hill/moorland – 5% | • Loch – 3% |
| • Farmland – 7% | • Wildlife area – 2% |
| • Village – 4% | |

Seventy six percent of visits to the outdoors in 2011 involved the use of a path or a network of paths. More specifically, 57% of visits involved the use of paths with signposting or waymarking.

¹ See Appendix 3 for question wording used to define locations

Details of visit

In 2011, as in previous years, the vast majority of outdoor visits were made from home on a day out (95%) rather than when staying away from home on holiday. While 28% of visits involved the use of a car as the main means of transport to reach the destination, around two-thirds (67%) involved travel on foot. The average (mean) distance travelled to and from the main destination on a visit to the outdoors was 15 kilometres (9 miles), while the average (mean) duration of visit, including any travelling time, was 2 hours and 19 minutes.

Forty eight percent of outdoor recreation visits were accompanied by a dog or dogs, a similar proportion to previous years.

Overall, 47% of visits were taken alone while 39% were taken with family members.

Expenditure on visit

Seventy seven percent of outdoor recreation visits involved no expenditure at all. Amongst those who made purchases, the average (mean) expenditure was £34, while the overall average (mean), including those who did not spend anything, was £8. The main category of expenditure was on food and drink.

Access to the outdoors

One of the objectives of the ScRS is to measure awareness and understanding of access legislation and the Scottish Outdoor Access Code (the Code). Since they were launched in February 2005, statutory access rights have been publicised through television, radio and press advertising, a website (www.outdooraccess-scotland.com) and other media channels, such as posters and leaflets.

In 2011, the percentage of respondents who had either definitely heard of, or thought they had heard of the Code was 46%, the lowest proportion recorded since 2006. Thirty three percent of respondents stated that they were 'definitely aware' of the Code in 2011, a lower figure than that recorded for any of the survey years between 2006 and 2010 (range 37% - 44%).

During 2011, problems with access were encountered on 16% of outdoor recreation visits, the lowest proportion recorded in the last eight years. In addition, on 15% of visits participants had come across other users of the outdoors whom they believed to be behaving inappropriately.

Summary of trends

As 2011 represents the eighth full calendar year of the Scottish Recreation Survey, this report presents an opportunity to identify emerging trends in the characteristics of recreational visits and attitudes towards outdoor recreation and the Code by comparing results with those obtained each year between 2004 and 2010². The following points highlight some of the emerging trends.

² Results regarding levels of participation in outdoor recreation and the total volume and value of visits to the outdoors cannot be compared with years prior to 2006 due to a change to the questionnaire content made in September 2005 (see Appendix 4). This questionnaire change should also be borne in mind when considering other variations identified for survey years prior to 2006.

Volume of recreation visits

- During 2011, an estimated 360 million visits were taken to the outdoors for recreation purposes. This is higher than the 2009 (351 million) and 2010 (352 million) figures, lower than the estimated volume of visits taken during 2008 (384 million) but higher than the 2007 (337 million) and 2006 (327 million) estimates.
- However, while the overall volume of visits taken in 2011 was higher than in 2010, the proportion of the Scottish adult population stating that they had made at least one visit to the outdoors for recreation purposes, within Scotland, in the previous 12 months remained at the same level (83% in both 2010 and 2011). This compares to 79% or 80% in each year since 2006. Forty six percent of adults living in Scotland had taken at least one visit per week in 2011, the same as the proportion recorded in 2009, an increase on the proportions recorded in 2007 and 2006 (44% in each year) but lower than the 2010 figure (48%).

Profile of recreation visits

- Since 2004, the proportion of outdoor visits where the destination was reached on foot has risen from 50% to 67%, while the proportion where a car/van/minibus was the main mode of transport has fallen from 43% to 28%.
- The average duration of visits has remained fairly consistent over the past four years, with an average of 2 hours and 19 minutes recorded in 2011. While the 2011 average is close to that recorded in 2004 (2 hours and 30 minutes), there has been an overall increase in the proportion of visits lasting less than an hour since 2004 (20% to 25%).
- A trend which has been apparent since 2004 is that of shorter distances being travelled on outdoor recreation visits. In 2004, 60% of visits involved a journey to and from the destination of 5 miles or less, a proportion which has risen to reach 75% in 2011. There has also been an increase over the past eight years in the proportion of respondents visiting the outdoors alone (41% in 2004 to 47% in 2011).
- Walking has consistently been, by far, the most frequently mentioned main activity on visits to the outdoors since 2004.
- While countryside locations have been the most frequently visited locations since 2004, the proportion of visits made to towns and cities has increased overall during this period (from 30% in 2004 to 38% in 2011).
- In 2011, the percentage of visits involving any expenditure was 23%, a similar figure to that recorded in 2010 (25%) but a decrease on the 2004 figure of 37%. Since 2004, the proportions of visitors to the outdoors spending money on food and drink and fuel have decreased, which corresponds with the increase in shorter visits taken closer to home. The average (mean) expenditure amongst those who spent anything increased to £34 in 2011 from £27 in 2010.

Scottish Outdoor Access Code

- Awareness of the Code was at its lowest level in 2011 (46% compared to a peak of 60% in both 2007 and 2008).
- Access problems were encountered on 16% of visits in 2011, the lowest proportion recorded since the survey began.

CONTENTS

Summary.....	i
Executive summary	ii
Summary of trends	iv
1 INTRODUCTION	1
1.1 Definitions	1
1.2 Objectives	1
2 METHODOLOGY	3
3 SUMMARY OF MAIN FINDINGS	5
3.1 Visits to the outdoors for leisure and recreation in the last 12 months.....	7
3.2 Frequency of outdoor visits in the last 12 months.....	9
3.3 Reasons for not visiting the outdoors in the last 12 months.....	12
3.4 Volume of visits to the outdoors in the four weeks prior to interview	13
3.5 Estimate of total volume of visits taken in 2011	16
3.6 Activities undertaken on visits to the outdoors	21
3.7 Location of outdoor recreation visits	26
3.8 Path use and waymarking.....	34
3.9 Details of visit.....	36
3.10 Areas visited in Scotland	41
3.11 Party composition during outdoor recreation visits.....	46
3.12 Expenditure on visit	49
3.13 Outdoor access legislation and the Scottish Outdoor Access Code	52
3.14 Problems with access during outdoor recreation visits.....	56
Appendix 1 Social grade definitions (based on chief income earner in household).....	58
Appendix 2 Questionnaire timetable	59
Appendix 3 Full questionnaire	61
Appendix 4 Additional survey details	75
Appendix 5 Inclusion of results at Local Authority level	79
Appendix 6 Details of key analysis crossbreaks	82

1 INTRODUCTION

Scottish Natural Heritage (SNH) measures the levels of participation in walking and other outdoor recreation activities each year to support the achievement of Scottish Government policy. The Scottish Recreation Survey (ScRS), piloted in 2002 and which commenced in July 2003, is the established vehicle for gathering this information. It is commissioned by SNH with support from its survey partner, Forestry Commission Scotland (FCS).

As a key to informing the development of policies to ensure that people can access the outdoors, SNH carries out regular monitoring of the ways in which people take part in informal outdoor recreation, such as walking, cycling and horse riding. Additionally, SNH has a duty under the Land Reform (Scotland) Act 2003 to monitor awareness of the Scottish Outdoor Access Code (the Code), including levels of responsible behaviour.

This report presents the results of the Scottish Recreation Survey for the period January to December 2011 inclusive.

1.1 Definitions

Throughout this report, the term 'outdoors' is used to include mountains, moorland, farmland (enclosed and unenclosed), forests, woods, rivers, lochs and reservoirs, beaches and the coast, and open spaces in towns and cities. 'Outdoor recreation' or 'recreation' is taken to be any non-motorised activity carried out for leisure purposes and includes activities granted a statutory right of access under Part 1 of the Land Reform (Scotland) Act 2003 (e.g. walking, cycling and picnicking).

1.2 Objectives

The overall aim of the ScRS is to provide continuous monitoring of participation in outdoor recreation in Scotland. The specific objectives of the ScRS include the following:

- To measure and collect details about the Scottish adult population's (aged 16 years and over) participation in outdoor recreation;
- To provide a picture of the types of location that recreational users visit – including countryside, inland water and coastal locations as well as urban sites, e.g. woodlands in towns and cities;
- To report on other issues, such as social and economic links with recreational use of the outdoors, e.g. expenditure, transport, party composition and social grade of users;
- To act as one of the monitors of awareness of the Scottish Outdoor Access Code, including levels of responsible behaviour.

This Annual Report covers 2011, the eighth full calendar year of the study, and includes comparisons with the results obtained each year from 2004 to 2010³. The 2005 annual summary report was the first to be prepared on a calendar year basis with the previous two reports published covering the periods July 2003 to June 2004 and July 2004 to June 2005, respectively. All of these reports are available on the Commissioned Reports page of the SNH website at <http://www.snh.gov.uk/publications-data-and-research/publications/search-the-catalogue/?q=scottish+recreation+survey&cat=REP%2CCR>.

³ Results regarding levels of participation in outdoor recreation and the total volume and value of visits to the outdoors cannot be compared with years before 2006 due to a change to the questionnaire content made in September 2005 (see Appendix 4).

Throughout the report, where appropriate and significant, results for sub-groups of the adult population in Scotland are presented (e.g. by age group, social grade, working status). Data for these groups are included in the tabulations provided to SNH and come from demographic and other data collected in the interview and respondent profiling. Appendix 1 provides the social grade definitions used, Appendix 3 contains the full questionnaire (including demographic questions) and Appendix 6 contains details of other analysis crossbreaks based on profiling respondent postcodes.

2 METHODOLOGY

A set of questions comprising the Scottish Recreation Survey is inserted each month in the TNS consumer omnibus survey, the Scottish Opinion Survey. Interviews are conducted in-home using CAPI (Computer Assisted Personal Interviewing) with a representative sample of Scotland's adult population (aged 16 years and over). Until June 2009, interviews were undertaken in 42 sampling points each month throughout the country with an average of 24 interviews undertaken within each point. However, from July 2009, the number of sampling points per month increased to 55, with a corresponding decrease in average interviews per sampling point to 18. Within each sample point, quota targets continue to be set to ensure representative coverage of the adult population on the basis of gender, age-group, social grade and working status.

A benefit of this reduced number of interviews per point is a less clustered sample and therefore reduced sampling variations. The principles followed in the selection of each month's sample points have remained the same to ensure that data collected before and after this change to the sampling approach are comparable.

At the analysis stage, the survey data are weighted to ensure that the sample profile matches that of the Scottish adult population. Around 1,000 adults are interviewed each month as part of this survey. As a result, across the twelve months of data collection undertaken, a total of 12,356 respondents were interviewed in 2011.

The Scottish Recreation Survey questions, agreed with SNH and FCS staff, are classified into different categories. A core set of questions is asked every month while other questions are included every second, third or sixth month. Please refer to Appendix 2 for information on the scheduling of each question and Appendix 3 for copies of all of the questions used in the survey.

Data are presented to SNH and FCS in an Excel Viewer format each month. This format provides an overview of the results for a cumulative 12 months' period and allows the user to undertake fairly detailed analysis of the results. Data tabulations are also produced for each monthly survey and these are available from SNH in WinYaps and PDF format. The Nominated Officer (named on the front of this report) should be contacted for further information, or visit the Measuring Participation page of the SNH website at

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

3 SUMMARY OF MAIN FINDINGS

In this section of the report, the main findings to emerge from the analysis of the survey data are presented under a series of headings. These data are available in an Excel Viewer format on the Scottish Natural Heritage website.

Both in this report and the full data tabulations, the survey findings are normally presented as a percentage figure. These are subject to some degree of sampling error due to the fact that they are based on a sample of the Scottish adult population, as opposed to the entire Scottish adult population. The level of accuracy is primarily dependent on the size of the sample and the method of weighting used in the analysis of a particular result. The following guidance on the two different confidence levels is appropriate to consider when examining the survey findings.

a) Demographic weighting

For results regarding percentages of the population taking outdoor recreation visits and reasons for not taking visits (sections 3.1 to 3.5) and results regarding awareness and understanding of the Scottish Outdoor Access Code and associated legislation (section 3.13), the following should be noted:

- Where the sample size is in excess of 10,000 respondents, the data will generally be accurate to around +/-1% at the 95% confidence level;
- When comparing two samples in excess of 10,000 respondents, differences of +/-2% or more are statistically significant at the 95% confidence level;
- When the sample size is around 3,000 respondents, the data will generally be accurate to around +/-3% at the 95% confidence level;
- When comparing two samples of around 3,000 respondents, (e.g. quarterly results from questions asked of the whole sample) differences of +/-4% or more are statistically significant at the 95% confidence level;
- Where the sample size is around 1,000, the data will generally be accurate to around +/-5% at the 95% confidence level;
- Where the sample size is around 500, the data will generally be accurate to around +/-7% at the 95% confidence level.

b) Demographic and visit weighting

For results regarding the characteristics of outdoor recreation visits (sections 3.6 to 3.12 and 3.14), the following should be noted:

- Where the sample size is around 6,000 respondents, the data will generally be accurate to around +/-3% at the 95% confidence level;
- When comparing two samples of around 6,000 respondents, differences of +/-4% or more are statistically significant at the 95% confidence level;
- When the sample size is around 3,000 respondents, the data will generally be accurate to around +/-4% at the 95% confidence level;
- When comparing two samples of around 3,000 respondents, differences of +/-6% or more are statistically significant at the 95% confidence level;

- Where the sample size is around 2,000 respondents, the data will generally be accurate to around +/-5% at the 95% confidence level;
- Where the sample size is around 1,000, the data will generally be accurate to around +/-8% at the 95% confidence level;
- Where the sample size is around 500, the data will generally be accurate to around +/-11% at the 95% confidence level;
- Where the sample size is around 250, the data will generally be accurate to around +/- 15% at the 95% confidence level.

Note: where tables or bulleted lists are presented with figures reflecting monthly or quarterly periods, the data presented relate to responses received in the named survey waves, and do not directly correspond to information about each calendar month (e.g. the July 11 survey wave would, with a 4-week recall period, report on information for the last week of June and first three weeks of July 2011).

3.1 Visits to the outdoors for leisure and recreation in the last 12 months

During 2011, 83% of the Scottish adult population stated that they had made at least one visit to the outdoors for recreation purposes, within Scotland, in the previous 12 months. This proportion is the same as that recorded in 2010 but significantly higher than those recorded between 2006 and 2009 which were in the range 79% to 80% (see Table 1).

On a monthly basis, the lowest level of reported participation over the previous twelve months was recorded in November (76% had taken a visit), which compares to a figure of 87% recorded for the month of July⁴.

Table 1 Percentage of adults taking any recreation visits to the outdoors in Scotland in the 12 months prior to being interviewed

Base: All respondents

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%
All respondents	79	80	79	79	83	83
Social grade						
AB	91	89	89	89	92	92
C1	84	82	84	84	88	87
C2	78	82	78	77	84	82
DE	67	70	68	68	72	73
Age						
Under 35 years	87	86	85	86	90	91
35-54 years	85	85	84	86	88	87
55+ years	67	71	71	70	73	71
Base	11,306	11,133	12,174	12,200	12,209	12,356

Table 1 (above) also shows levels of participation in outdoor recreation by social grade⁵. The influence of a respondent's social grade on their likelihood to participate in outdoor

⁴ Please note that these figures relate to the percentage of respondents who had taken any trips in the twelve months prior to being interviewed and not participation in the individual months mentioned.

⁵ Definitions of social grades are provided in Appendix 1

recreation and leisure activities continues to be apparent in 2011, with 92% of those in the AB social grades (professional and managerial occupations) having made visits to the outdoors compared to 73% of those in the DE social grades (unskilled manual occupations or unemployed).

Between 2008 and 2009, there were no significant changes in the overall participation rate for each of the social grades. In 2010, overall participation increased for each of the social grades, with the largest increase recorded for those in the C2 social grade (77% in 2009 to 84% in 2010). Participation rates amongst the different social grades remain similar in 2011 to those recorded in the previous year.

Variations in participation amongst different age groups are also apparent in Table 1. In all survey years (2006 – 2011), respondents aged under 55 were more likely to make an outdoor visit for leisure and recreation than older respondents. Proportions of visits taken in the last 12 months within the different age groups remained relatively consistent between 2010 and 2011. Since 2006, the largest increases in participation have been recorded for those aged 16-34 (87% in 2006 compared to 91% in 2011) and those aged 55+ (67% to 71%).

In 2011 a new question was added to the Scottish Recreation Survey to measure participation in outdoor recreation among adults with a long-term illness, health problem or disability which has lasted or is expected to last at least 12 months and which limits their ability to visit the outdoors. Around a fifth of adults living in Scotland reported having a long term illness, health problem or disability (22%); 12% reported that it limited their ability to participate in outdoor recreation 'a lot' and a similar proportion reported that it limited their ability to participate 'a little (10%)'. Among the group as a whole, the proportion visiting the outdoors for leisure or recreation in the previous 12 months was well below average, at only 60%.

3.2 Frequency of outdoor visits in the last 12 months

All respondents were asked to indicate how often they had visited the outdoors for leisure and recreation in Scotland during the previous 12 months.

Table 2 Frequency of recreation visits to the outdoors in 12 months prior to being interviewed

Base: All respondents

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%
At least once per week**	44	44	47	46	48	46
- at least once per day	13	14	16	14	13	14
- several times per week	15	15	16	17	18	17
- once a week	16	15	14	15	16	16
1-2 visits per month	17	17	15	16	17	17
Once every 2-3 months	10	10	9	9	10	10
Once or twice	8	9	9	9	8	9
Never	21	20	21	21	17	17
Base	11,306	11,133	12,174	12,200	12,209	12,356

As Table 2 illustrates, 46% of Scottish adults took at least one visit per week in 2011. This figure represents a decrease on the 2010 figure of 48% and a return to the 2009 figure. The proportion visiting at least once a week, however, remains higher in 2011 than the figures recorded in 2006 and 2007 (44% took at least one visit per week in each period). These weekly participation data are used by the Scottish Government to measure progress on the National Indicator (NI) to “increase people’s use of Scotland’s outdoors.” The outdoor visits NI figures provide the Scottish Government with a measurable benchmark for its National Performance Framework, Scotland Performs,

which gathers information on how Scotland is performing on a range of topics affecting all aspects of Scottish life.

Further analysis indicates that those respondents more likely to take visits to the outdoors at least once a week included those whose main activity on their most recent visit was running or jogging (85% visiting at least once a week) or cycling or mountain biking (82%), those who most recently visited an urban location (79%), those whose most recent visit lasted less than 3 hours (81%), members of the AB social grades (56%), those with children in the household (55%), those living in rural areas (54%), those with Internet access (51%), those in paid employment (50%), those aged under 55 (50%), and those with a car in their household (50%).

Those most likely to state that they had made no outdoor recreation visits in the last twelve months included those with a long-term illness, health problem or disability (40% had made no visits), those interviewed in the October to December period (20%), those with no children in the household (22%), those living in areas in the bottom 10% of the Scottish Index of Multiple Deprivation, or SIMD⁶ (25%), those not in paid employment (26%), those in the DE social grades (27%), those aged 55 and over (29%), those with no car in the household (29%) and those with no Internet access (38%).

⁶ For further details see Appendix 6

Figure 1 shows the percentage of residents in 18 of Scotland's 32 Local Authorities stating that they visit the outdoors at least once a week. To provide a larger sample size of residents in each Local Authority area and therefore increase the accuracy of the results, data from the period 2009 to 2011 are combined to provide a three year average.

At this stage, participation data are not available for the remaining 14 Local Authorities as the cumulative sample sizes for these areas are not large enough and/or an uneven seasonal distribution of interviews means that it is not possible to provide reliable estimates. Further details regarding the presentation of results at a Local Authority level are provided in Appendix 5.

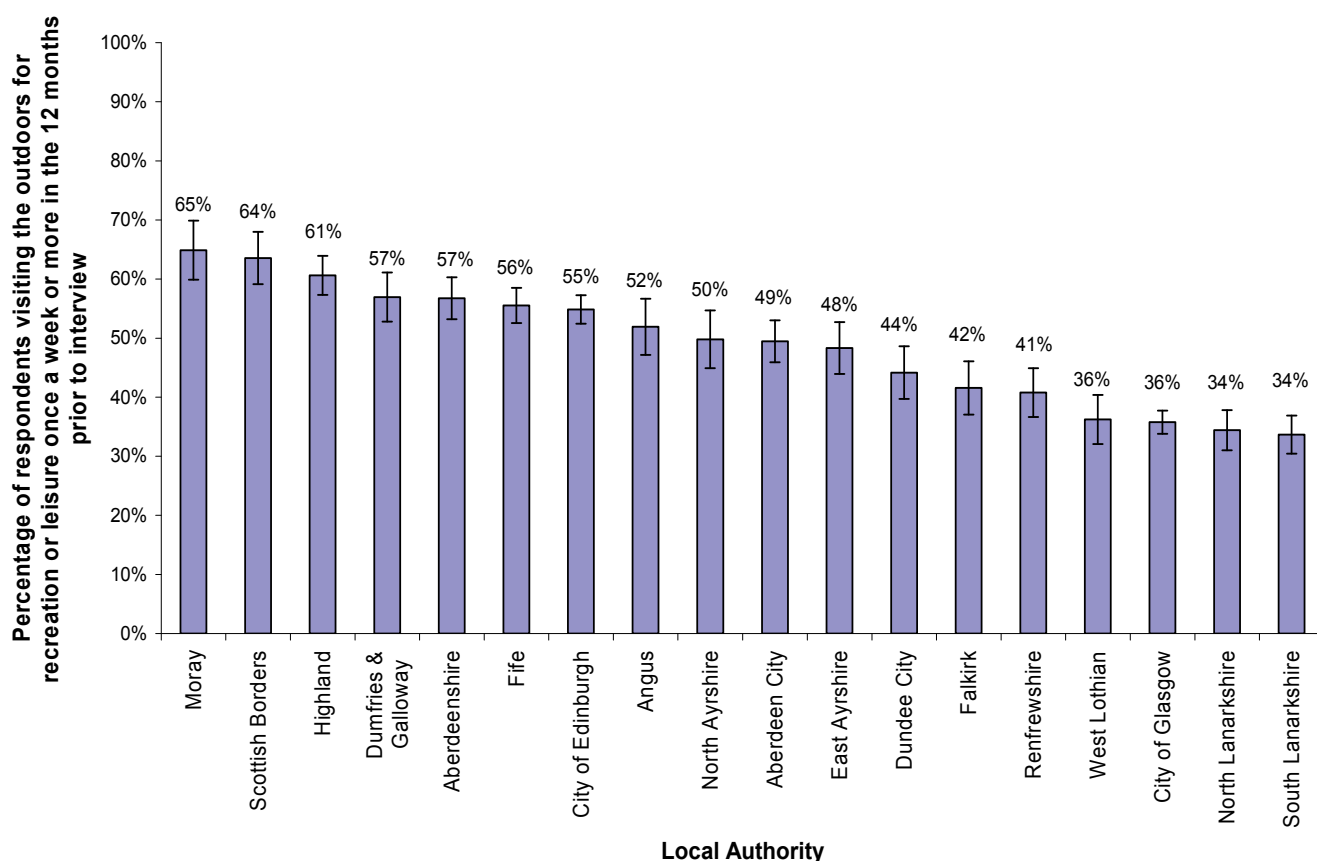


Figure 1 Percentage of adult residents normally taking visits to the outdoors at least once per week, by local authority area 2009 to 2011

Base: All respondents

Note: Error bars are included to provide an indication of the accuracy of each estimate.

Over this combined 3 years' period, 65% of those adults resident in Moray took outdoor recreation visits at least once a week compared to 34% of those who live in South Lanarkshire and 34% of those who live in North Lanarkshire.

3.3 Reasons for not visiting the outdoors in the last 12 months

Respondents who claimed that they had not made any visits to the outdoors in Scotland for leisure and recreation purposes for at least 12 months were asked to state their reasons.

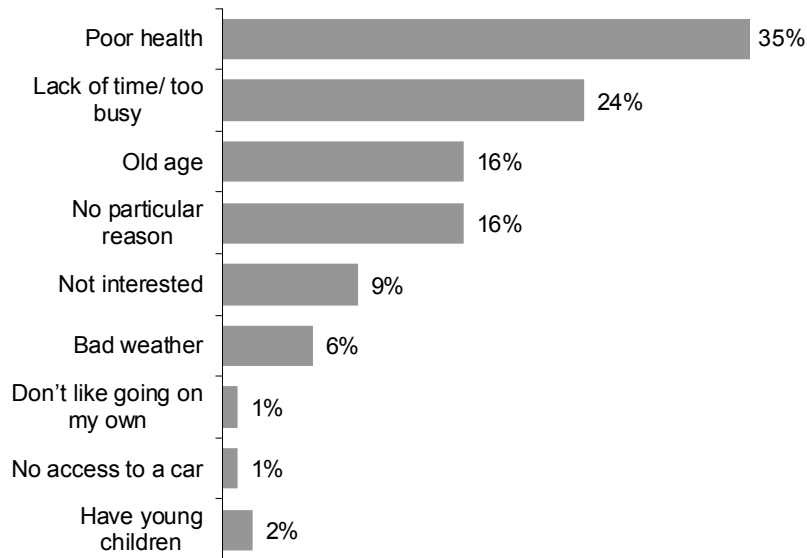


Figure 2 Reasons for not visiting the outdoors for recreation in last 12 months

Base: Respondents who had not visited the outdoors for recreation in the 12 months prior to being interviewed (866)

Note: More than one answer is possible so the sum of percentages may be over 100%

As Figure 2 illustrates, in 2011, poor health and lack of time were mentioned most frequently as reasons for not visiting the outdoors. A similar profile of responses was obtained in previous years.

Poor health (mentioned by 35% of those who had not visited the outdoors) was mentioned more frequently by those with a long-term illness, health problem or disability (69%), those not in paid employment (51%), those aged 55 and over (51%), those with no Internet access (49%), those with no car access (47%) and those in social grade DE (41%).

Lack of time (mentioned by 24% of respondents who had not visited the outdoors) was mentioned more frequently by those in paid employment (47%), those with children in the household (40%), those aged 54 and under (37%) and those with no long-term illness, health problem or disability (40%).

The proportion of respondents in 2011 stating that they were simply 'not interested' in visiting the outdoors was 9%, a similar proportion to recent years but less than the proportion stating that this was the case in 2005 (11%).

3.4 Volume of visits to the outdoors in the four weeks prior to interview

The percentage of the adult population in Scotland taking visits to the outdoors in the 4 weeks prior to being interviewed has remained consistent over the past 5 years. During 2011, some 59% of Scottish adults had taken visits to the outdoors for recreation during the 4 weeks prior to the interview, equal to that recorded in 2008 and similar to the proportions recorded in 2006, 2007, 2009 and 2010 (58%).

The percentage of the Scottish adult population reporting taking visits during the previous 4 weeks in each quarter of the year varied as follows:

- January to March 2011 – 55% (49% in 2010, 55% in 2009, 54% in 2008; 51% in 2007 and 2006)
- April to June 2011 – 65% (66% in 2010, 64% in 2009, 65% in 2008; 58% in 2007; 59% in 2006)
- July to September 2011 – 65% (66% in 2010, 63% in 2009, 65% in 2008; 63% in 2007; 65% in 2006)
- October to December 2011 – 49% (52% in 2010, 50% in 2009, 53% in 2008; 55% in 2007; 53% in 2006).

The proportion of respondents who had taken visits in the January-March 2011 period is significantly higher than in 2010 (55% and 49% respectively) but similar to a number of previous years. This increase may relate to less severe winter weather at the start of 2011 compared with the conditions experienced at the start of 2010 which could have restricted some from participating in outdoor recreation at their usual levels.

These participants were then asked to indicate how many visits they had made to the outdoors in the previous 4 weeks' period. Table 3 (below) summarises this information.

Table 3 Number of recreation visits taken to the outdoors in 4 weeks prior to interview

Base: Respondents who had made visits to the outdoors for recreation in the 4 weeks prior to being interviewed

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%
1-3 visits	35	35	32	32	32	32
4-9 visits	30	29	28	28	29	28
10-14 visits	9	9	9	10	10	11
15-28 visits	19	22	22	22	20	21
29+ visits	7	5	9	7	8	8
Mean number of visits	11	11	12	12	11	12
<i>Base</i>	6,099	6,252	6,911	6,944	7,108	7,102

Note: Percentages may not equal 100% due to rounding

Table 3 also illustrates the average (mean⁷) number of visits taken in the 4 weeks prior to interview, amongst those who had taken any visits in the last 4 weeks. This has been in the range 11 to 12 over the past six years.

⁷ The mean has been calculated from the sum of all responses divided by the number of responses. To calculate the median, each response is ranked from the lowest to the highest, with the median the middle value.

Over the years, the following visitor groups have consistently been more likely than the average amongst the Scottish adult population to take trips to the outdoors on a frequent basis

- Those living in rural areas⁸ (2011 average of 14 visits in the 4 weeks prior to interview);
- Those whose most recent visit was less than 3 hours' duration (14 visits);
- Those whose most recent visit was to a town or city destination (13 visits);
- Respondents aged 55 and over (13 visits). (While those aged 55 and over are less likely to take visits overall, those who do visit tend to do so with a higher frequency than the average).

In the last three years, those not in paid employment (average 13 visits in 2011, 12 in 2010; 13 in 2009) and respondents who took part in walking, particularly walks of less than 2 miles (average 15 visits in 2009, 2010 and 2011), also recorded higher than average numbers of visits in the last four weeks than across the adult population of Scotland as a whole.

As illustrated below, the frequency of visit taking is not evenly distributed, with the largest percentages of participants taking 4 visits, equating to once a week, (16%), 1 visit (13%), 2 visits (12%) or 28 visits (13%), potentially once a day during the 4 weeks' period. These proportions are very similar to those recorded in previous years.

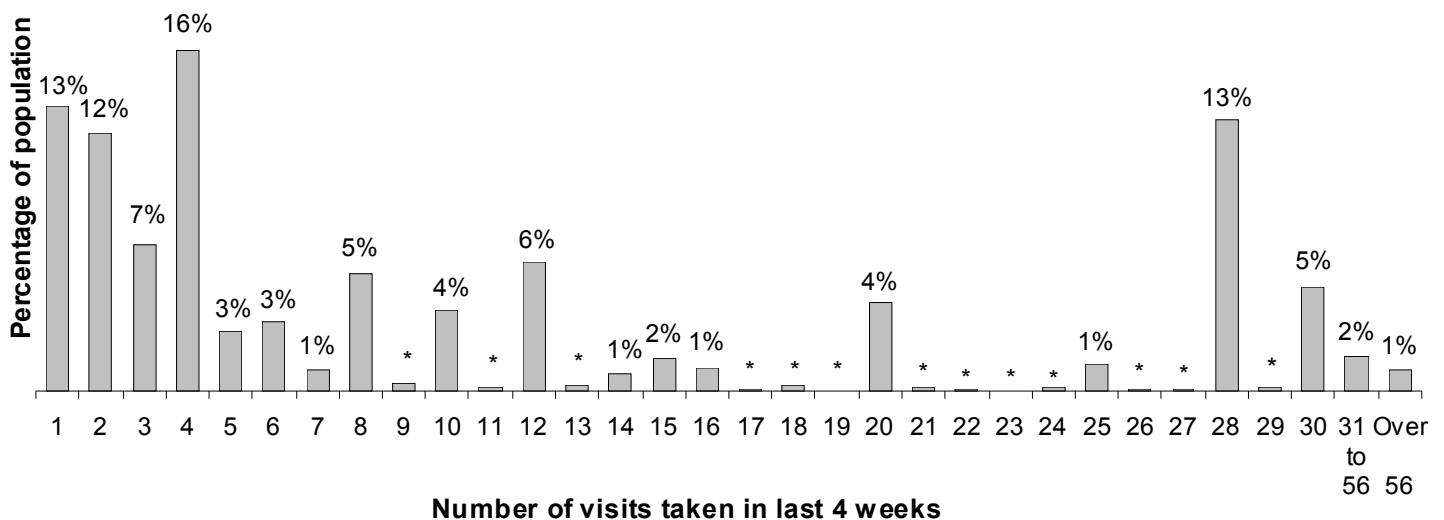


Figure 3 Number of outdoor recreation visits taken in the last 4 weeks

Base: Respondents who had made visits to the outdoors for recreation in the 4 weeks prior to being interviewed (7,102)

Note: * = less than 0.5%
Percentages may not equal 100% due to rounding

While the mean number of visits taken in a 4 week period was 11, the median⁸ number was 5. The median was highest amongst respondents who ran or jogged on their most recent visit (10 visits).

⁸ For further details, see Appendix 6

3.5 Estimate of total volume of visits taken in 2011

Using the data collected in 2011, it is possible to produce an estimate of the overall volume of visits taken to the outdoors in Scotland for the purposes of leisure and recreation. This estimate is based upon the following data:

- In 2011, 83% of Scottish adults took at least one visit to the outdoors for leisure and recreation in the previous twelve months. This estimate is accurate to +/-0.6% at the 95% confidence interval. Based on an adult population of 4.1 million, this equates to a total of 3.4 million adults taking at least one visit to the outdoors⁹.
- Across the year as a whole, the average number of outdoor visits taken per respondent in the 4 week period prior to interview was 6.8. This estimate ranges from 6.6 to 7.0 at the 95% confidence interval and includes those who did not take any visits during this time period.

On this basis, Figure 4 below illustrates the estimated volume of visits taken each year during the 2006 to 2011 period (see footnote 10 for details of margins of error).

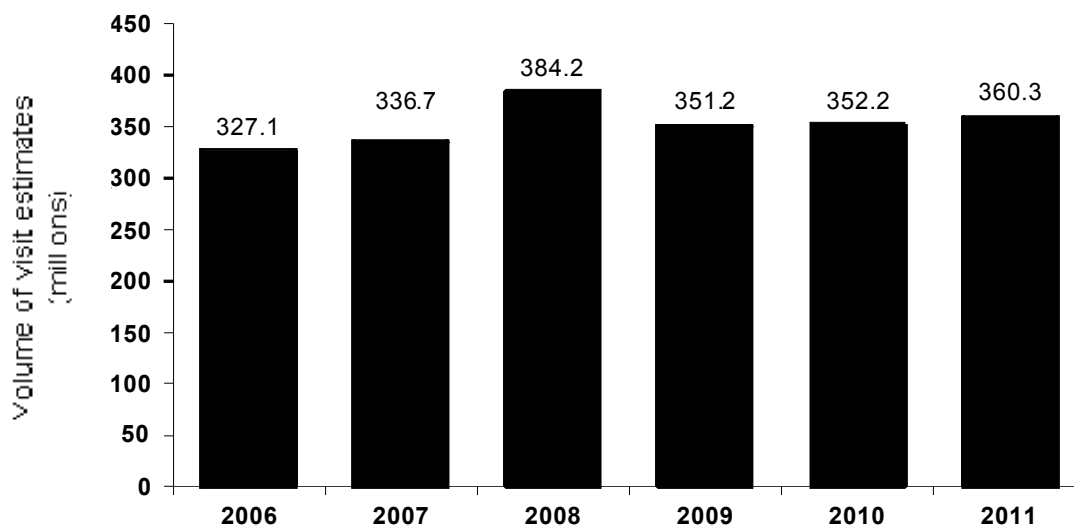


Figure 4 Annual estimated volume of visits taken to the outdoors for recreation in Scotland

The overall estimate is 360 million outdoor recreation visits during 2011, a slightly higher figure than the 2009 (351 million) and 2010 figures (352 million). The highest annual estimate over the last five years was recorded in 2008 (384 million outdoor recreation visits) with lower figures recorded for 2007 (337 million outdoor recreation visits) and 2006 (327 million outdoor recreation visits)¹⁰.

Figure 5 (below) illustrates the estimated volume of visits recorded during each quarter during the 2006 to 2011 period.

⁹ For continuity purposes, the population figure quoted is the same as that used in previous reports and is based on the 2001 census population figure.

¹⁰ Taking account of margins of error, at the 95% confidence level estimated total visits range from 349 to 371 million in 2011, 342 to 363 million in 2010, 341 to 362 million in 2009, 373 to 398 million in 2008, 327 to 347 million in 2007 and from 317 to 337 million in 2006.

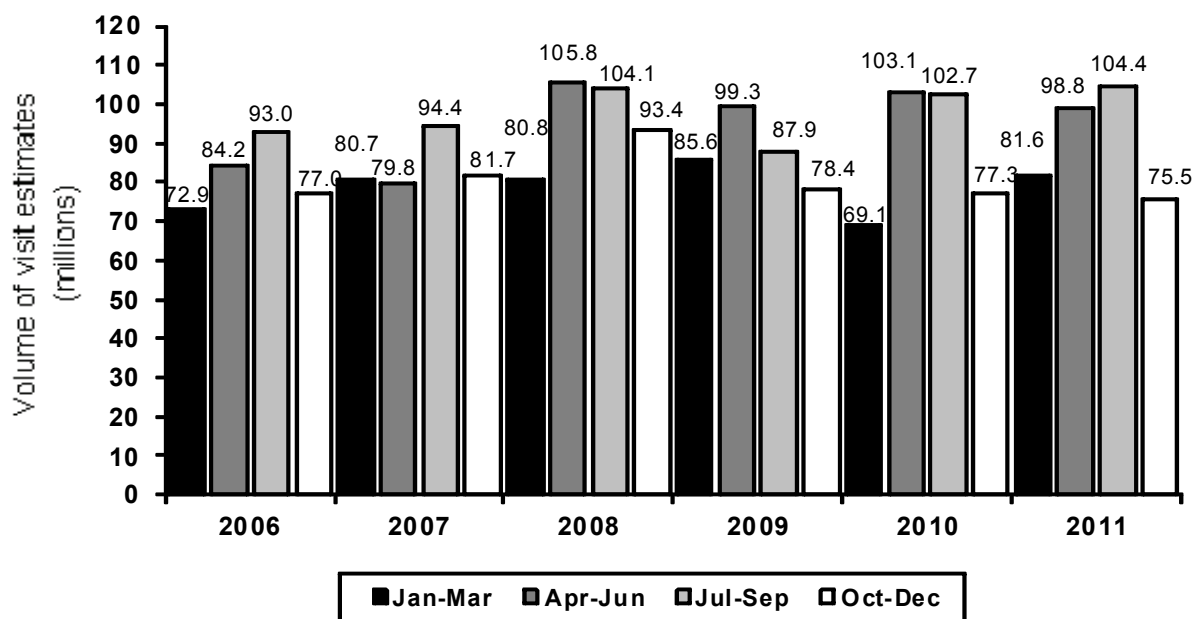


Figure 5 Estimated volume of visits taken to the outdoors for recreation in Scotland – by quarter

December was the month in which the lowest proportion of respondents reported having taken a visit in the last 4 weeks (43%). The proportion of respondents interviewed in December 2011 who had taken a visit to the outdoors in the 4 weeks prior to being interviewed was lower than that recorded in the same month for most of the previous survey years (49% in 2010, 50% in 2009, 50% in 2008, 50% in 2007 and 51% in 2006).

Figure 6 (below) illustrates the estimated volume of visits to different locations recorded during the 2006 to 2011 period.

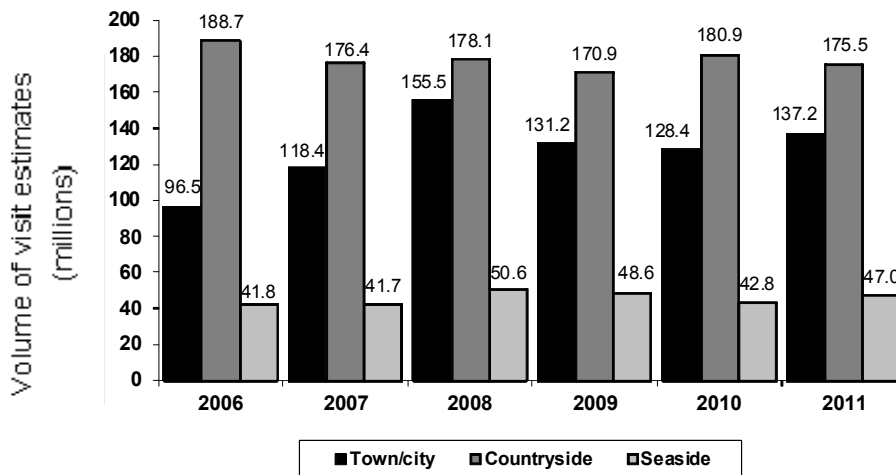


Figure 6 *Estimated volume of visits taken to the outdoors for recreation in Scotland by location*

In 2011, the highest volume of visits (49% of the total) was taken to destinations in the countryside whilst 38% were taken in an urban environment. While the volume of visit estimates for both countryside and seaside locations have remained broadly similar over recent years, those recorded for town and city locations have shown the greatest variation. The fluctuation in visits to urban areas is broadly similar to that recorded for all visits, which suggests that visits to urban locations are having the greatest influence on the all visits data.

Table 4 (below) illustrates the percentage change in the estimated number of outdoor recreation visits taken by quarter and by location between 2010 and 2011.

Table 4 Annual variations in estimated volume of visits taken to the outdoors for recreation in Scotland

	Change 2010 to 2011
Quarter	
January to March	+18%
April to June	-4%
July to September	+2%
October to December	-2%
Location	
Town or city	+7%
Countryside	-3%
Seaside	+10%
TOTAL	+2%

The influence of the severe winter weather early in 2010 is evident, with the estimated number of outdoor recreation visits taken during the first quarter of 2011 18% higher than the 2010 estimate. Conversely, a decrease in visits of 4% was recorded for the April to June quarter in 2011 (98.8 million outdoor recreation visits) when compared with the same survey period in 2010 (103.1 million visits).

Compared to 2010, the number of visits taken to countryside locations decreased in 2011 by 3%, while the number of visits taken to the seaside increased by 10%.

Most of the remaining analysis of visits made to the outdoors for leisure and recreation purposes is based on those respondents who had made visits in the previous 4 weeks – a total of 7,102 respondents. However, it should be noted that not all of the questions are included in the survey every month. Consequently, the sample of respondents can alter depending on the frequency with which a particular question is asked within the survey programme. When interpreting results, readers should note the estimated margins of error provided at the beginning of Section 3 of this report and the base sizes featured in the tables.

It should also be noted that all respondents who have taken any outdoor recreation visits in the 4 weeks prior to interview are asked to provide the details of the visit that they have taken most recently. To make the results of questions regarding the most recent visit as representative as possible of all of the visits taken during the survey period, responses have been weighted by a factor equal to the number of visits taken by the respondent in the 4 weeks prior to interview. For example, the responses provided by a respondent who has taken 2 visits in the 4 week period are multiplied by 2. The following results relating to visit characteristics are, therefore, representative of all visits taken, not just the most recent visit. It is reasonable to assume that the data collected on the most recent visit taken by respondents provides a representative sample of all visits taken given the distribution of fieldwork timing and the application of these weights.

3.6 Activities undertaken on visits to the outdoors

Respondents were asked about both the main activity which they participated in and any other activities which formed part of the visit. Table 5 features the main activities that were mentioned by respondents.

Table 5 Single main activity undertaken during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	
All walking	69	70	72	77	78	75	73	74
- Walking < 2 miles	28	30	29	37	37	34	29	31
- Walking 2-8 miles	38	36	40	38	37	38	40	40
- Walking more than 8 miles	2	2	2	1	2	2	2	2
- Hill walking/ mountaineering	1	2	1	1	1	1	2	1
Family Outing	9	10	10	7	6	7	8	9
Any cycling/ mountain biking	4	4	4	4	3	4	5	4
- Cycling on paths and tracks	3	2	2	2	2	2	2	2
- Cycling on public roads	1	1	2	1	1	1	2	1
Running/ jogging	3	2	2	3	2	3	3	3
Golf	1	2	1	1	2	2	2	2
Sightseeing/ visiting attractions	3	3	2	2	1	2	2	2
Horse riding	1	1	1	1	1	1	1	1
Fishing	2	1	1	1	1	1	1	1
Watersports	*	1	*	*	1	1	1	*
Picnicking	1	*	1	*	*	1	1	1
Playing/watching football	-	1	1	1	1	1	1	1
Other sports	-	-	-	1	1	1	1	1
Base	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102

Note: * = less than 0.5%;

- = no responses;

Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

Since 2004, walking has been the most frequently undertaken main activity on visits to the outdoors. The 2011 figure of 74% is similar to the figures recorded in the two previous years (73% in 2010 and 75% in 2009), but it is significantly lower than the 2007 and 2008 figures of 77% and 78% respectively, and closer to the 2006 figure of 72%. While there were no significant variations between 2010 and 2011 in terms of the type of walking undertaken, the proportion walking for less than two miles has fallen from 37% in 2007 and 2008 to 31% in 2011.

Those more likely to state that walking was the main activity on their most recent visit to the outdoors were:

- those visiting the outdoors at least once per day (83% stated that walking was their main activity compared to 56% of those who visit only once or twice per year);
- older respondents, aged 55 and over (83% compared to 63% amongst those aged 34 and under);
- respondents with a long-term illness, health problem or disability (81% compared to 72% amongst those without a long-term illness, health problem or disability);
- those on shorter duration trips lasting less than 3 hours (80% compared to 50% amongst those on trips of 3 hours or more);
- respondents without children at home (78% compared to 65% amongst those with children in the household);
- women (78% compared to 68% amongst men);
- respondents in the DE social grades (77% compared to 71% amongst those in the ABC1 social grades);
- those not in paid employment (77% compared to 71% amongst those in paid employment);
- respondents in rural areas (76% compared to 72% amongst those living in urban areas);
- those living outside the bottom 10% SIMD areas (74% compared to 63% amongst those who do).

As in previous years, walking was relatively more popular as a main activity during the winter months, perhaps as a result of other activities such as family outings being more likely to be undertaken in the summer. Walking was undertaken on 76% of visits to the outdoors recorded between January and March and 79% between October and December compared to 73% of visits recorded between April and June and 68% of visits recorded between July and September.

Those more likely to state that a walk of less than 2 miles was the main activity of their most recent visit included respondents with a long-term illness, health problem or disability (44%), those with no Internet access (39%) and those not in paid employment (35%). This may reflect the impact of a limiting long-term illness or disability, as well as lower disposable income. A walk of less than 2 miles was also more likely to be the main activity on visits taken by those aged 55 and over (38%), those on a visit lasting less than 3 hours (37%), those whose most recent visit was to an urban location (37%) and women (35%).

On 9% of outdoor recreation visits taken in 2011, the main activity was a 'family outing'. This is similar to the proportion of visits involving this activity recorded in 2010 and between 2004 and 2006 but higher than the proportions recorded between 2007 and 2009. Respondents more likely to mention this as their main activity included those visiting the outdoors only once every 1-3 months (21%), those with children in the household (18%), those whose most recent visit lasted 3 hours or more (16%), those whose most recent visit was to the seaside (15%), those aged under 35 (15%), those living in the bottom 10% SIMD areas (15%), those in part-time employment (13%) and women (10%).

Table 6 shows levels of participation in **all activities** undertaken, not only the **main activity**. Activities participated in on 1% or more of all outdoor recreation visits are featured.

Table 6 All activities undertaken during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
All walking	80	80	79	84	88	84	83	83
- Walking < 2 miles	35	37	33	42	44	42	36	39
- Walking 2-8 miles	45	42	47	46	49	48	49	49
- Walking > 8 miles	4	4	5	3	6	4	5	5
- Hill walking/ mountaineering	5	3	3	3	3	2	3	2
Family Outing	20	18	17	14	15	13	15	16
All cycling/mountain biking	8	7	7	6	6	7	6	8
- Cycling on paths and tracks	5	4	3	3	4	4	3	5
- Cycling on public roads	3	3	3	3	2	3	3	3
- Cycling off-road	1	*	1	1	1	1	*	1
- Mountainbiking	1	1	2	1	1	1	1	1
Sightseeing/visiting attractions	10	11	6	6	7	6	6	6
Picnicking	7	6	4	5	5	4	4	5
Running/jogging	4	4	3	4	4	3	5	4
Other wildlife/nature watching	9	7	4	3	6	5	4	3
Bird watching	8	7	3	3	5	4	4	3
Fishing	3	2	1	2	2	3	2	2
Golf	-	-	-	2	2	2	2	2
Walking the dog	-	-	1	3	2	3	1	2
Other sports	-	-	-	2	2	1	2	1
Swimming in sea/rivers/lochs	2	1	1	1	1	1	1	1
Horse riding	2	2	1	1	1	1	1	1
Playing/watching football	-	-	-	1	1	1	1	1
Base	3,191	2,702	2,013	2,169	2,284	2,436	2,370	2,542

Note: * Less than 0.5%; - = no responses;
More than one answer possible so sum of percentages may be over 100%

Over the years, walking has consistently been the most frequently undertaken activity overall. For the past three years, the proportion undertaking any type of walking has been relatively consistent (83% in 2011 and 2010, 84% in 2009) with the highest participation in

this activity recorded in 2008 (88%). Family outings were the second most frequently mentioned activity, with the 2011 figure of 16% similar to a number of previous years but lower than the 2004 figure of 20%, the highest proportion undertaking this activity over the past eight years.

Walks of less than 2 miles were more likely to be undertaken by those who visited the outdoors at least once a week than by those visiting less often than once a month (40% and 19% respectively). Those with a long-term illness, health problem or disability (48%), those interviewed between January and March (47%), those with no car access (46%), those visiting urban locations (45%) and those on a visit of less than 3 hours in duration (45%) were also more likely than the average to have been on a walk of less than 2 miles on their most recent visit to the outdoors.

3.7 Location of outdoor recreation visits

Those who had made a visit to the outdoors in the last 4 weeks were also asked to specify the location of their visits from one of three options, shown in Figure 7, below:

- The countryside, including inland villages
- A town or city
- The seaside, a resort or the coast.

These data have been weighted to be representative of all trips taken (see page 16 for details).

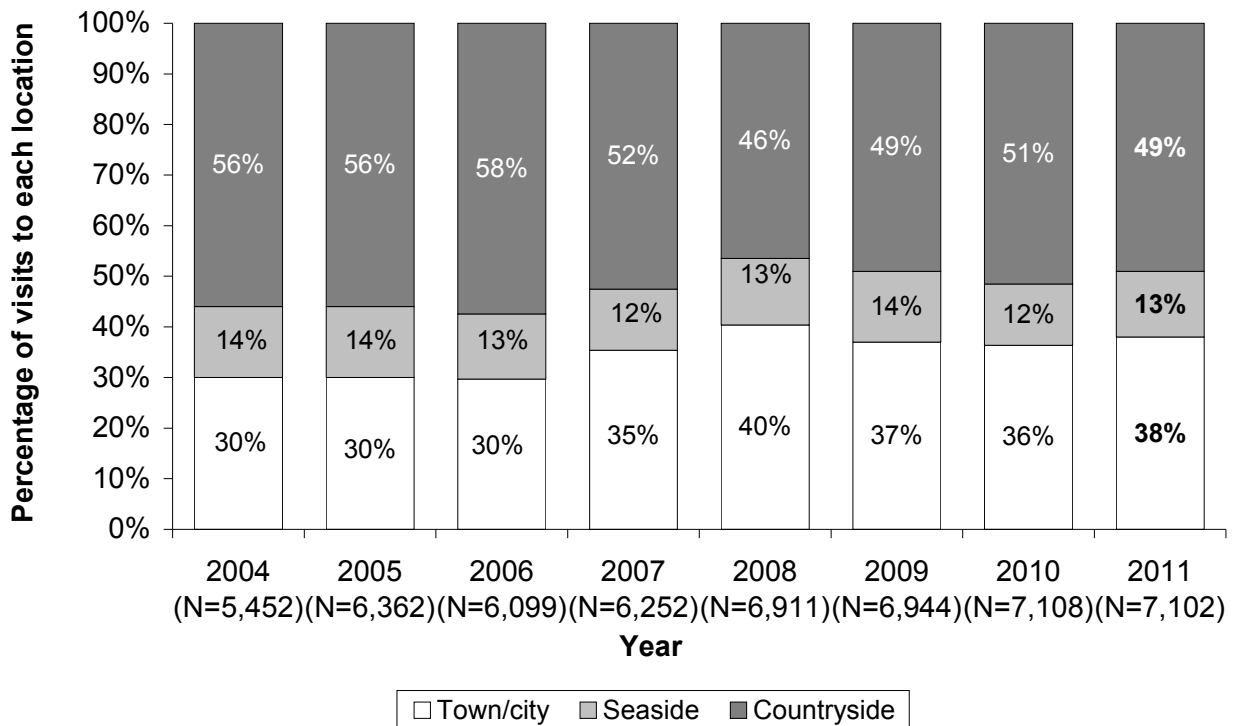


Figure 7 Location of outdoor recreation visits 2004 to 2011

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

Note: Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from the chart

Just under half of visits in 2011 were taken to a countryside location (49%). This is similar to the 2009 and 2010 figures (49% and 51% respectively), higher than in 2008 (46%) but lower than the proportions recorded between 2004 and 2007. Since 2008, the proportion of visits to town and city destinations has remained at a reasonably consistent level (in the range 36% - 40%). However, there has been an overall increase in visits to urban locations since 2004 (30% in 2004 to 38% in 2011). Since 2004, the proportion of visits to seaside locations has remained relatively consistent (in the range 12% to 14%).

Compared to the overall average, visits were more likely to have been to a destination in the countryside when hill walking or mountaineering, fishing, walks of more than 8 miles or any type of cycling were the main activities undertaken (92%, 76%, 67% and 60% of these visits respectively were to the countryside). Those living in rural areas (72%), those on a visit of 3 hours or more in duration (59%), those visiting the outdoors only once every 2-3 months (57%) and those with car access (53%) were also more likely than the average to have most recently visited a countryside destination. Those aged over 35 were more likely than those aged 34 and under to have most recently visited a countryside destination (52% and 42% respectively), as were those living outside the bottom 10% SIMD areas compared to those living within them (50% and 31% respectively).

Visits to a town or city destination were more likely than average to have been taken by those with no car access (56%), those in the DE social grades (46%), those aged 34 and under (46%), where the main activity undertaken was a walk of less than 2 miles (46%), those with no Internet access (43%) and those not in paid employment (42%). Residents of the bottom 10% SIMD areas were more likely than other members of the population to visit an urban location (59% and 36% respectively), as were those living in urban locations compared to those resident in rural areas (52% and 13% respectively).

Visits taken to a seaside location were more likely than average to have been taken on visits where family outings, fishing or sightseeing/visiting attractions were the main activities undertaken (23%, 22%, and 20% respectively), by those who visited the outdoors less often than once a month (18%) and by those on a visit of 3 hours or more in duration (17%).

Table 7 Specific locations visited on outdoor recreation visits by location type

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Countryside %	Urban %	Seaside %
Local park or open space	27	67	14
Woodland/forest area	32	5	4
Farmland	18	1	2
Mountain/moorland areas	14	2	6
Rivers and canals	10	7	4
Villages	8	5	4
Lochs	7	2	3
Town	*	8	2
Beaches/cliffs	6	4	76
The sea/sea lochs	3	1	18
Wildlife area	7	2	6
Other	4	8	2
Base	3,563	2,421	1,108

Note: Up to 3 mentions possible per respondent so sum of percentages may be over 100%

Table 7 (above) shows the specific types of destination for visits to the countryside, urban and seaside areas in 2011. Urban visits were most likely to have been to a local park or open space (67%), while 32% of countryside visits were to a woodland or forest area. As may be expected, the specific locations most likely to be visited in seaside locations were beaches or cliffs (76%) and the sea or sea lochs (18%).

Respondents were asked to indicate, in more detail, the single, main destination of their most recent visit to the outdoors – details of which are presented in Table 8 (overleaf). As in previous years, a park or open space was the most frequently visited main destination in 2011 (36%), a figure which has remained relatively consistent since 2005 (in the range 35% to 37%). Between 2006 and 2009, the proportion of visits to woodland or forest areas fell from 17% to 10% before rising again to 13% in 2010 and 2011.

Table 8 Main destination of outdoor recreation visits by type of place

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Park/open space	27	37	37	37	37	35	36	36
Total Woodland/forest	13	13	17	16	11	10	13	13
- Woodland/forest – other/don't know owner	5	6	9	9	6	7	9	8
- Woodland/forest – managed by Forestry Commission/Forest Enterprise	8	7	8	7	5	4	5	5
Beach/cliff	11	10	9	8	10	11	10	11
Farmland	6	6	7	4	4	6	6	7
River/canal	4	6	7	8	5	6	5	5
Mountain/hill/ moorland	7	7	5	4	5	5	6	5
Village	10	5	5	5	7	6	6	4
Towns	-	3	2	4	7	7	3	3
Loch	4	3	3	2	2	3	3	3
Sea/Sea Loch	5	3	3	3	2	3	3	2
Wildlife area	2	2	2	2	2	2	3	2
Base	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102

Note: - = No response
Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

Visits where a park or open space was the main destination in 2011 were more likely to have been taken on visits where the main activity was a family outing or a walk of less than 2 miles (53% and 43% respectively), by those in the bottom 10% SIMD areas (59%), by those with no access to a car (46%), by those in the DE social grades (43%), by those aged 34 and under (41%) and on visits lasting less than 3 hours in duration (39%).

Woodland or forest areas were more likely to be the main destination of an outdoor visit amongst those visiting the outdoors more than once a day (21%), visits where cycling or mountainbiking was the main activity undertaken (20%), those in the AB social grades (17%) and those with access to a car (15%).

Beaches and cliffs were more likely to be the main destination for those whose main activity was a family outing (20%).

Table 9 Main destination of outdoor recreation visits by type of place – by quarter

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Jan-March 2011 survey wave %	April-June 2011 survey wave %	July-Sept 2011 survey wave %	Oct-Dec 2011 survey wave %
Park/open space	35	35	37	38
Total Woodland/forest	16	13	10	15
- Woodland/forest – other/don't know owner	10	8	6	10
- Woodland/forest – managed by Forestry Commission/Forest Enterprise	6	6	4	4
Beach/cliff	11	12	13	8
Village	5	5	5	3
Farmland	7	6	7	6
River/canal	6	4	6	4
Mountain/hill/moorland	6	6	6	5
Towns	2	4	3	5
Sea/Sea Loch	2	3	2	3
Loch	2	4	4	2
Wildlife area	2	2	2	1
Base	1,699	2,004	1,941	1,458

As shown in Table 9 above, there were few significant variations in location visited by quarter, with the exception of a smaller proportion of the visits recorded between July and September being taken to woodlands/ forests (10%) compared to those recorded between January to March (16%) and October to December (15%).

While Tables 8 and 9 present the single main destination of outdoor recreation visits (i.e. the place most time was spent at), it is recognised that some trips include time spent at more than one type of location. Table 10 overleaf presents all of the locations included in trips.

Table 10 All locations visited on outdoor recreation visits by type of place

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Park/open space	32	42	43	44	46	43	42	40
Total woodland/forest	29	21	23	21	16	16	18	18
-Woodland/forest – other/don't know owner	18	12	13	14	10	12	12	13
-Woodland/forest – managed by Forestry Commission/ Forest Enterprise	12	10	11	9	7	5	6	6
Beach/cliff	17	14	14	12	15	14	14	14
Farmland	14	11	11	7	8	9	9	9
River/canal	9	10	10	11	10	10	8	8
Mountain/hill/moorland	11	9	9	8	8	9	8	8
Village	16	9	9	8	10	10	9	7
Wildlife area	5	5	4	6	7	6	7	5
Loch	7	6	6	4	4	5	5	5
Sea/Sea Loch	11	8	7	5	6	5	5	4
Towns	2	3	2	4	7	8	3	3
Base	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102

Note: more than one answer was possible so the sum of percentages may be over 100%

Since 2004, the appeal of parks and open spaces has been evident, with these locations the most likely to have been visited in each survey year. While the 2011 figure of 40% is not significantly lower than the previous year (42% in 2010), it is the lowest recorded since 2005 and a significant decrease on the 2008 figure of 46%. The proportion of visits to woodland and forests remained at 18% in 2011 following an increase in the previous year from 16% (recorded in 2008 and 2009).

Overall, since 2004, the proportions of visits which involved visiting beaches and cliffs, villages, mountains/hills/moorland, farmland, lochs and the sea or sea lochs have decreased when all destinations visited are taken into account rather than just the main destination (see Table 10 above).

Table 11 All locations visited on outdoor recreation visits by type of place – by quarter

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Jan-March 2011 survey wave %	April-June 2011 survey wave %	July-Sept 2011 survey wave %	Oct-Dec 2011 survey wave %
Park/open space	42	38	40	42
Total woodland/forest	21	18	14	20
-Woodland/forest – other/don't know owner	16	13	9	15
-Woodland/forest – managed by Forestry Commission/ Forest Enterprise	7	7	5	6
Beach/cliff	15	14	15	11
Farmland	10	9	9	9
River/canal	10	8	8	7
Mountain/hill/moorland	8	8	10	7
Village	7	7	8	5
Wildlife area	6	4	5	5
Loch	3	6	6	4
Sea/Sea Loch	5	4	4	5
Towns	2	4	3	5
Base	1,699	2,004	1,941	1,458

Estimates of the volume of visits by quarter to each type of destination are presented in Table 12 based on *all* visits, not only those regarded as the main destination.

As with all of the results presented in this report, these estimates are subject to some variation. For example, while Table 12 provides an estimate of around 142 million visits taken to parks and open spaces in 2011, it is estimated that the actual volume of visits taken is likely to be between 138 million and 146 million.

Table 12 Estimated volume of visits to different types of destination (millions of visits)¹¹

	Jan-Mar 2011 survey wave	Apr-Jun 2011 survey wave	Jul-Sep 2011 survey wave	Oct-Dec 2011 survey wave	Total 2011
Park/open space	29.2m	39.3m	41.3m	32.5m	142.4m
Total woodland/forest	14.8m	18.6m	14.2m	15.5m	63.1m
- Woodland/forest – other/don't know owner	10.3m	12.6m	9.2m	10.2m	43.7m
- Woodland/forest – managed by Forestry Commission/ Forest Enterprise	5.1m	6.9m	4.9m	4.3m	21.0m
Beach/cliff	10.2m	14.5m	15.7m	8.4m	48.9m
Farmland	6.8m	9.8m	9.1m	7.2m	32.9m
Village	4.7m	7.6m	7.7m	3.8m	23.8m
Mountain/hill/moorland	5.5m	8.2m	10.0m	5.4m	29.1m
River/canal	6.8m	7.7m	8.1m	5.3m	27.9m
Wildlife area	4.0m	3.7m	5.1m	3.8m	16.5m
Loch	2.2m	5.7m	6.2m	2.9m	17.0m
Sea/Sea Loch	3.2m	4.0m	4.0m	3.8m	15.0m
Total visits	81.6m	98.8m	104.4m	75.5m	360.3m

Note: The 'Total woodland/forest' figures refer to single visits where at least one woodland/forest location was visited. They do not equal the sum of the sub-categories shown below this row as both of these locations may have been visited on a single visit. Quarterly estimates may not equal Total 2011 due to rounding.

Table 13 (overleaf) shows the estimated number of visits to destinations between 2006 and 2011. Estimates are not provided for 2004 or 2005 as these results are not comparable to later results due to a change in the survey questionnaire. Profile results for 2004 and 2005 are, however, presented in some later tables: once a respondent was admitted into the main survey by indicating that they had participated in outdoor recreation, their response regarding the location of most recent visit was less likely to be affected by the questionnaire change. More details regarding the questionnaire change are provided in Appendix 4.

¹¹ The use of an amended, more accurate approach to producing visit estimates based on unrounded percentages was introduced in 2010.

Table 13 Annual estimated volume of visits to different types of destination (millions of visits)¹²

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
Park/open space	133.0m	141.1m	177.2m	151.3m	148.0m	142.4m
Beach/cliff	51.0m	46.8m	56.5m	50.9m	47.8m	48.9m
Woodland/forest – other/don't know owner	40.3m	38.5m	39.3m	40.3m	43.7m	43.7m
Farmland	25.9m	20.8m	30.9m	30.9m	31.7m	32.9m
Village	27.1m	26.8m	39.7m	33.6m	30.6m	23.8m
Mountain/hill/moorland	35.7m	30.7m	30.0m	30.9m	29.7m	29.1m
River/canal	32.1m	33.9m	37.3m	34.1m	28.8m	27.9m
Wildlife area	19.2m	22.2m	25.2m	20.3m	23.2m	16.5m
Woodland/forest – managed by Forestry Commission/ Forest Enterprise	33.3m	27.3m	25.0m	18.1m	21.4m	21.0m
Loch	28.4m	21.9m	16.6m	16.4m	17.0m	17.0m
Sea/Sea Loch	27.6m	19.6m	21.9m	18.5m	19.2m	15.0m

3.8 Path use and waymarking

Respondents were also asked whether they had used a path or network of paths during their most recent visit to the outdoors. As shown in Table 14 below, 76% of visits in 2011 involved the use of a path or network of paths, a significant increase on the proportion that did so in 2010 (71%) and equal to the proportion recorded for 2008 (76%). Although the difference between 2010 and 2011 with regards to the use of waymarked or signposted paths is not statistically significant (53% and 56% respectively), the 2011 figure is significantly higher than the 2006 figure (43%).

¹² A more accurate approach to producing visit estimates based on unrounded percentages means that 2006-2009 figures in the table above vary slightly from those shown in previous reports.

Table 14 Use of paths and waymarking during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

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

Note: Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

A path or path network was more likely to have been used on visits where walking 2-8 miles was the main activity undertaken (82%) and by those interviewed in the October to December quarter (86% of visits)¹³. Those on a visit of under 3 hours in duration were more likely than those on a longer visit to use a path or path network (78% and 69% respectively), as were those visiting countryside destinations compared to those visiting seaside locations (78% and 69% respectively).

3.9 Details of visit

Over the years, the majority of visits to the outdoors have been taken directly from home rather than a location away from home, such as a holiday base. In recent years (2007-2011), the proportion of visits made from home has been 95%, an overall increase in visits being taken from home since 2004 when a figure of 91% was recorded.

Trips more likely to be taken directly from home in 2011 included: visits where a walk of less than 2 miles was the main activity (99%), those taken by respondents interviewed between January and March (98%), those taken to or within towns or cities (98%), trips taken by those visiting the outdoors at least once per day (97%) and visits of less than 3 hours in duration (97%).

As illustrated in Table 15 below, in 2011 walking remained the dominant means of transport used to reach the destination on outdoor visits, with around two-thirds of visits involving travel on foot (67%); a car was used by 28% of respondents to reach the destination of their most recent visit. While changes were recorded for both these modes of transport between 2010 and 2011, these are not significant. However, in 2011, the proportion of visits taken on foot was the highest recorded since 2004. Although relatively small throughout the years, the proportion of visits where a bicycle was the main mode of transport decreased from 5% in 2010 to 3% in 2011.

¹³ Please note that these figures relate to the percentage of respondents who had taken any trips in the four weeks prior to being interviewed and not participation in the individual months mentioned.

Table 15 Main type of transport used to reach destination of outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

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

Note: * Less than 0.5%;
Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

Further analysis reveals some variations by respondent and visit type. Visits in which walking was the main mode of transport used were more likely to be taken by respondents with no car in the household (82%), where a walk of less than 2 miles was the main activity (81%), where the visit was to an urban location (81%), lasted less than 3 hours in duration (78%), was taken by those in part-time employment (76%) and by those in the DE social grades (76%).

Conversely, visits where the visitor was more likely to travel by car to their destination included visits where sightseeing or visiting attractions was the main activity undertaken (83% of these visits), trips taken by those visiting the outdoors only once every 2-3 months (72%), trips of more than 3 hours duration (68%), visits to the seaside (44%) and visits taken by those with a car in their household (34%).

In 2011, just over two-fifths of visits involved a journey of less than 2 miles (44%), while around three in ten were taken between 2 and 5 miles from their starting point (31%). This continues the trend, apparent since 2004, of travelling shorter distances for outdoor recreation visits. As shown in Table 16 (overleaf), 60% of visits were taken within 5 miles of their starting point in 2004, a figure which has increased to 75% in 2011. The mean distance travelled to and from the destination has decreased overall since 2004 from an average of 16 miles to 9 miles in 2011.

Table 16 Distance travelled to and from destination during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

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

~ Mean distances are based upon mid points of each distance range e.g. 3.5 miles is used for 2 to 5 miles range. When respondents stated that they travelled over 80 miles a value of 100 miles has been used.

* = less than 0.5%

In 2011, the shortest mean distance travelled, in terms of location, was for visits taken in urban areas (5 miles compared to 13 for seaside and 11 for countryside destinations). When analysed by quarter, the highest mean travel distance of 11 miles was recorded during the July to September period, compared to 9 miles in the January to March and April to June quarters and 6 miles between October and December.

As illustrated in Table 17, during 2011, over three-quarters of visits were less than 3 hours in duration (79%), with a quarter of visits lasting less than 1 hour (25%). These figures are similar to those recorded in 2009 and 2010. The 2010 and 2011 figures for visits lasting 1 hour or less represent a decrease from the 2008 figure of 28% but remain higher than the 2004 figure of 20%. The average visit duration has remained relatively consistent over the years, with an average of 2 hours and 19 minutes recorded in 2011.

Table 17 Duration of outdoor recreation visits, including travel time

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Less than 1 hour	20	23	24	27	28	27	25	25
1 up to 2 hours	32	33	37	40	37	38	38	40
2 up to 3 hours	14	15	14	13	13	13	14	14
3 up to 4 hours	9	9	9	7	7	7	8	7
4 up to 5 hours	7	6	6	5	5	5	5	5
5 up to 8 hours	8	7	5	5	5	4	4	5
8 hours or more	9	6	5	4	4	5	6	4
Mean duration (hours)	2 hrs 30 mins	2 hrs 12 mins	2 hrs 26 mins	2 hrs 16 mins	2 hrs 17 mins	2 hrs 20 mins	2 hrs 24 mins	2 hrs 19 mins
Base	5,452	6,362	6,099	6,252	6,911	6,944	7,108	7,102

~ Mean distances are based upon mid points of each duration period e.g. 3.5 hours is used for 3 to 4 hours range. When respondents stated that their visit was over 8 hours a value of 8 has been used. Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table.

Thirty one percent of town and city visits were less than 1 hour in duration compared with 25% overall. Other visits more likely to be less than an hour in duration were those where walks of less than 2 miles or running/jogging were the main activities undertaken (50% and 36% respectively), those taken by respondents who visit the outdoors more than once per day (41%), those taken by respondents with a long-term illness, health problem or disability (33%) and those taken by respondents interviewed between October and December (30%).

Fourteen percent of seaside visits and 12% of countryside visits were more than 5 hours in duration (compared with 9% of visits overall). Visits where hillwalking (70% lasting 5 hours or more), fishing (64%), sightseeing/visiting attractions (45%) or walks of more than 8 miles (27%) were the main activity undertaken were also more likely than the average to be 5 hours or more in duration. Likewise, those visiting the outdoors only once every 2-3 months (34%), those on a family outing (18%), those interviewed between July and September (13%) and men (11%) were more likely than the average to take visits of this length.

As Table 18 illustrates, 97% of visits in 2011 were 'repeat visits' to places that respondents had previously visited and 77% were to locations they visited once a week or more frequently. Only a small proportion of respondents were visiting a location for the first time ever (3%).

Table 18 Frequency with which respondents go to place visited

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%
At least once a day	29	34	31	31	30	30
Several times a week	31	29	38	37	31	37
Once a week	11	10	9	8	11	10
Once or twice a month	6	10	7	9	12	8
Once every 2-3 months	6	5	5	6	5	5
Less often	1	6	5	5	6	5
First visit ever	3	4	3	2	3	3
Base	2,182	1,915	2,328	2,273	2,364	2,279

Note: Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

Visits more likely to have been taken to the same place at least once a week included those where the main activity undertaken was walking for less than 2 miles (89%), where the visit was less than 3 hours in duration (87%), was to an urban location (86%), was made by those with a long-term illness, health problem or disability (84%), was taken by those with no car in the household (83%) and by those not in paid employment (83%). In contrast, 'first time' visits were more likely to be taken by respondents who were sightseeing or visiting attractions as their main activity (29%), by those who visit the outdoors less than once a month (23%) and by those on visits of 3 hours or more (11%).

3.10 Areas visited in Scotland

Table 19 provides a ranking of Scotland's Local Authorities as destinations for outdoor trips, from the most visited in 2011 – Fife (11% of all visits) and City of Edinburgh (8%) – to those visited less frequently. The majority of areas have recorded relatively consistent proportions of visits since 2004. Between 2006 and 2009, visits to Fife increased from 7% of all visits to 13% in 2009 before decreasing to 11% in 2011.

Table 19 also shows the percentage of the Scottish population resident in each Local Authority area. This comparison highlights the fact that some areas obtain a higher percentage of visits than their population share, for example, Fife (11% of visits, 7% of population) and the Scottish Borders (4% of visits, 2% of population). In contrast, some Local Authority areas have a higher percentage of the Scottish population than their share of outdoor trips. This is most evident in the case of the Glasgow area (6% of visits, 12% of population), North Lanarkshire (4% of visits, 6% of population) and South Lanarkshire (3% of visits, 6% of population).

Table 19 Main destination of outdoor recreation visits by Local Authority

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011	Scottish population resident in area %
	%	%	%	%	%	%	
Fife	7	10	12	13	10	11	7
City of Edinburgh	6	5	6	8	8	8	9
Aberdeenshire	7	9	6	6	6	6	4
Glasgow	7	5	6	7	7	6	12
Highland	5	8	8	7	6	6	4
Argyll & Bute	5	5	1	2	3	5	2
Dumfries and Galloway	4	5	5	4	6	5	3
Falkirk	1	2	3	1	2	4	3
North Lanarkshire	2	3	1	2	3	4	6
Scottish Borders	3	3	5	6	5	4	2
South Ayrshire	3	3	3	3	3	4	2
Aberdeen	2	3	3	3	2	3	4
Angus	4	3	4	2	2	3	2
East Lothian	4	1	2	3	4	3	2
Perth & Kinross	5	4	2	3	4	3	3
Renfrewshire	*	1	1	1	2	3	3
South Lanarkshire	3	1	1	3	3	3	6
Dundee	2	2	2	1	2	2	3
East Ayrshire	3	2	3	3	1	2	2
Inverclyde	2	2	*	1	2	2	2
Moray	5	1	3	5	3	2	2
North Ayrshire	2	2	2	3	2	2	3
Stirling	2	3	1	2	3	2	2
West Lothian	2	2	1	2	2	2	3
Western Isles	*	1	1	2	2	2	1
East Renfrewshire	*	1	*	1	*	1	2
Midlothian	*	1	1	1	1	1	2
Clackmannanshire	1	1	1	*	*	*	1
East Dunbartonshire	3	6	8	5	2	*	2
Orkney & Shetland#	*	*	*	-	*	*	1
West Dunbartonshire	3	6	7	3	2	*	2

Notes: '*' means a figure less than 0.5% but not zero; '-' = no responses;
#Orkney & Shetland are reported together due to small sample sizes.

Table 20 provides an estimate of the annual number of trips taken in each Local Authority area. This estimate is an annual average based upon the full eight years of data collection from January 2004 to December 2011. These figures are more precise than using a single year estimate because of the larger samples of respondents reporting visits to each area, providing results with a smaller statistical margin of error. However, caution should be taken when using these estimates due to the change in the questionnaire in September 2005 and

the sample size and seasonal distribution of interviews in a number of the Local Authority areas (see Appendices 4 and 5 for details).

Table 20 Main destination of outdoor recreation visits by Local Authority – estimates of total volume of visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Estimated annual volume of visits taken to each Local Authority area 2004 – 2011 (million visits)
Fife	31.6
Highland	21.9
City of Edinburgh	21.5
Glasgow	20.9
Aberdeenshire	20.4
Dumfries and Galloway	16.4
Perth & Kinross	14.5
Argyll & Bute	14.2
Scottish Borders	13.3
South Ayrshire	11.9
East Dunbartonshire	11.1
West Dunbartonshire	10.2
Angus	9.9
Stirling	9.4
Aberdeen	9.0
North Lanarkshire	9.0
Moray	8.7
East Lothian	8.7
South Lanarkshire	8.2
North Ayrshire	8.1
Falkirk	7.6
East Ayrshire	7.5
West Lothian	6.5
Dundee	6.1
Renfrewshire	5.0
Inverclyde	4.3
Midlothian	3.9
Western Isles	3.9
Clackmannanshire	2.3
East Renfrewshire	1.9
Orkney & Shetland#	1.4

Notes: Estimated annual volume of visits taken in each area are presented as the average of the eight-year period, to decrease standard error.

#Orkney & Shetland are reported together due to small sample sizes.

Figure 8 illustrates the variations in average annual outdoor recreation visits. Areas where the largest numbers of visits are taken are shown in blue.

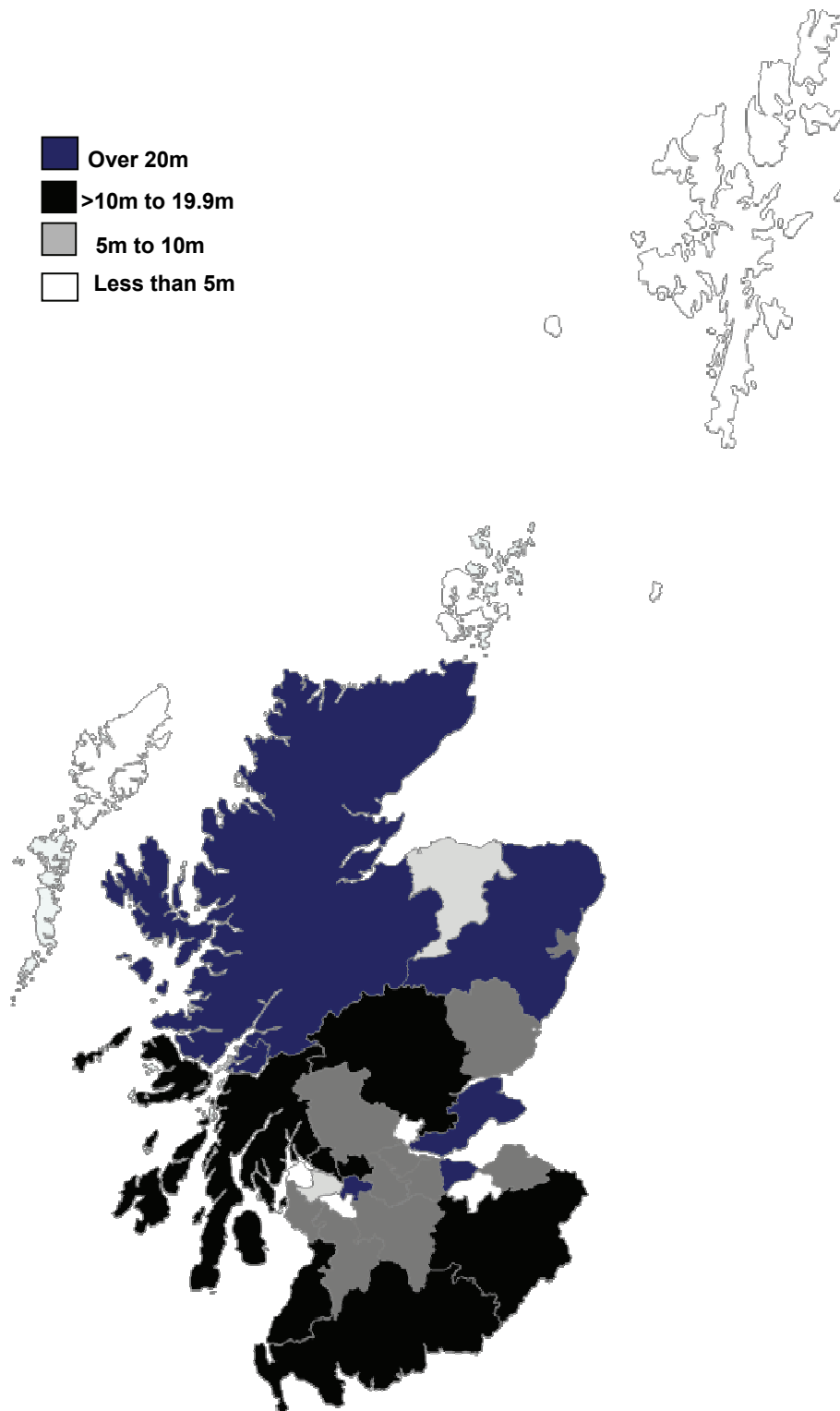


Figure 8 Main destination of outdoor recreation visits by local authority - estimates of annual volume of visits

Figure 9 below shows the percentage of outdoor visits taken by residents of 18 of Scotland's 32 Local Authority areas to destinations within the same area. To provide a larger sample size of residents in each Local Authority and therefore increase the accuracy of the results, data from 2009 to 2011 are combined. At this stage results are not available for the remaining 14 Local Authorities as the cumulative sample sizes in these areas are not large enough and/or there is an uneven seasonal distribution of interviews achieved. Therefore results for these areas could not be considered to be representative of participation in these areas. Further details regarding the distribution of interviewing and the presentation of results at a Local Authority level are provided in Appendix 5.

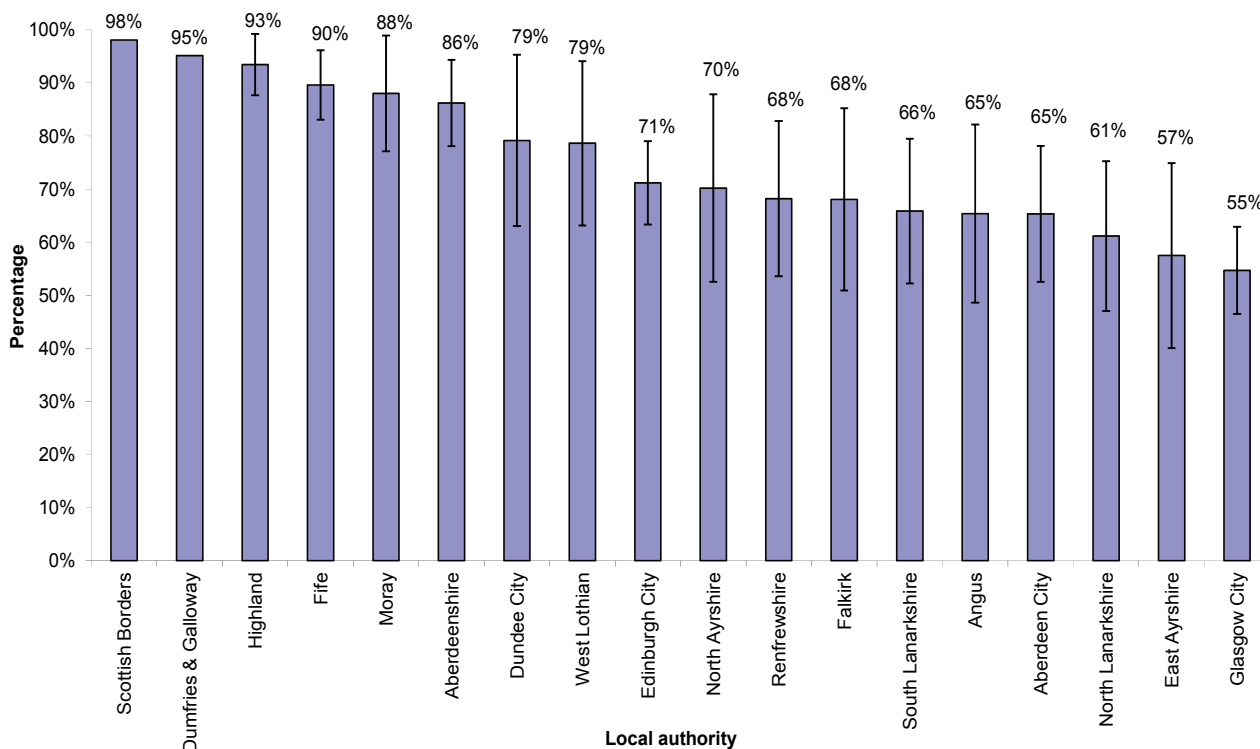


Figure 9 *Percentage of visits taken by residents of each Local Authority that were within their 'home' area 2009 - 2011*

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

Note: Where relevant, error bars are included to provide an indication of the accuracy of each estimate.

The areas are ordered from those where nearly all of the visits taken by residents of the Local Authority area were taken within the same area (98% in Scottish Borders, 95% in Dumfries & Galloway) to those where larger percentages of the visits taken by residents were to places in another Local Authority area. Most notably, it is estimated that 45% of the visits taken by residents of Glasgow were taken to other areas.

3.11 Party composition during outdoor recreation visits

As can be seen from Table 21, in 2011 47% of respondents visited the outdoors on their own, while around four in ten respondents took a visit to the outdoors with family members (39%) and 14% with friends. The proportion of respondents visiting alone was similar in 2011 to that recorded in the previous survey year but this figure has increased overall since 2004 when it was 41%. This is likely to correspond with an increase in shorter visits being taken closer to home.

Table 21 Party composition during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
With family members	43	41	43	40	43	40	41	39
Alone	41	41	40	45	41	46	45	47
With friends	17	18	16	15	15	14	15	14
With an organised group	3	3	2	2	3	2	2	2
<i>Base</i>	5,452	5,213	2,958	3,090	3,429	3,551	3,486	3,559

Note: Respondents could give more than one answer, therefore the sum of percentages may be over 100%

Visits were more likely to have been undertaken alone where the main activity was running/jogging or a walk of less than 2 miles (70% and 60% respectively), by those who visited the outdoors at least once per day (59%), by those aged 55 and over (57%), by those with no Internet access (57%), by those with a long-term illness, health problem or disability (56%), by those without children at home (56%), where the visit lasted for less than 3 hours (55%), by those with no car in the household (54%) and on visits to urban locations (53%).

Visits more likely to have been taken with family members included those taken less often than once a month (59%), visits to seaside locations (59%), visits where sightseeing or visiting attractions was the main activity undertaken (58%), those taken by respondents with children at home (58%), those lasting 3 hours or more in duration (54%), those taken by respondents in part-time employment (48%), those taken by respondents interviewed between July and September (45%) and those taken by women (44%).

Visits more likely to have been taken with friends were visits where sightseeing/visiting attractions or cycling/mountain biking were the main activities (36% and 24% respectively), those lasting 3 hours or more in duration (30%), those taken by respondents visiting the outdoors less often than once a month (25%) and those taken by respondents aged 16-34 (23%).

In 2011 children were included in the party on 24% of all visits and on 46% of visits taken with others. Non-solo visits more likely to include children were those described as family outings (92%), those taken by respondents with children in their household (79%), those taken by respondents in part-time employment (64%), those taken by respondents aged 35 to 54 (56%), those taken by women (52%) and those taken by respondents interviewed between July and September (51%).

Across all visits in 2011, the average total party size was 2.6. The largest average party sizes were for visits where sightseeing or visiting an attraction was the main activity (4.9), those lasting 3 hours or more (these visits had an average party size of 4.8), those where a family outing was the main activity (average 4.7), visits taken by those aged under 35 (average 3.3) and visits taken by those with children in the household (3.2). Conversely, the average party size was lower for those aged 55 and over (average 2.0), those on a visit of less than 3 hours in duration (average 2.0), those visiting the outdoors every day (1.9), those walking for less than 2 miles (average 1.7) and those visiting the outdoors more than once per day (1.8).

As shown in Table 22, below, a dog was taken on 48% of visits to the outdoors in 2011. This is the highest figure recorded over the past eight years and a significant increase on the 2010 figure of 43%.

Table 22 Percentage of outdoor recreation visits accompanied by a dog

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Did take a dog	41	41	41	45	41	40	43	48
Did not take a dog	59	59	59	55	59	60	57	52
<i>Base</i>	5,452	5,213	2,958	3,090	3,429	3,551	3,486	3,559

Visits in 2011 more likely to have been accompanied by a dog included those taken by respondents who visit the outdoors at least once a day (63%), visits where a walk of up to 8 miles was the main activity (60%), visits by respondents aged 35-54 (55%), those lasting less than 3 hours in duration (54%) and those taken to countryside locations (53%).

3.12 Expenditure on visit

Survey participants were presented with a list of items and asked if they had spent anything on each of these items during their most recent visit to the outdoors. Table 23 shows the percentage of visits involving expenditure on each of the categories listed, with food/drink and fuel being the two main areas of expenditure.

Between 2004 and 2011, the overall percentage of visits involving any expenditure decreased from 37% to 23%. Most notably during this period, the percentage of visits where money was spent on food and drink decreased from 29% to 17%, which corresponds with an increase in shorter duration visits where such purchases are less likely. A decrease in distances travelled and an increase in the proportion of visitors walking to their destination also means that the proportion of visits involving expenditure on fuel has fallen from 16% in 2004 to 7% in 2011.

Table 23 *Percentage of visits on which respondent had spent any money on selected expenditure categories*

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Food & drink	29	26	25	22	26	23	20	17
Fuel	16	9	8	6	7	6	6	7
Gifts/souvenirs	4	5	4	3	3	3	2	2
Public transport fares	2	2	2	3	2	1	1	1
Car parking	3	2	3	2	2	2	2	1
Maps/leaflets	1	1	1	1	*	*	1	1
Hire of equipment	1	1	1	1	*	*	*	*
Purchase of equipment	1	1	1	1	*	1	*	*
Others	4	4	3	3	3	3	3	2
Any money spent	37	31	30	28	32	28	25	23
No money spent at all	63	69	70	72	68	72	75	77
<i>Base</i>	1,873	2,231	2,182	1,915	2,328	2,273	2,364	2,279

* = less than 0.5 %

Note: Respondents could select as many categories as applicable.

Average (mean) expenditure on food and drink, fuel and gifts and souvenirs is shown in Table 24. The number of respondents spending anything on each of these categories is also shown in this table.

Table 24 *Expenditure during outdoor recreation visits - mean spend by category amongst those who spent anything on that category*

Base: Respondents who spent any money on that category during most recent visit to the outdoors

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011	Bases 2011
	(£)	(£)	(£)	(£)	(£)	(£)	
Fuel	21	20	22	57	23	26	293
Gifts & souvenirs	25	22	30	28	23	28	100
Food & drink	19	23	16	16	20	23	664
TOTAL	30	33	24	33	27	34	824

The average expenditure amongst those spending anything in 2011 was £34, an increase on the average recorded in 2010 (£27) and similar to that recorded in 2009 (£33). The average amount spent on fuel decreased from £57 in 2009 to £23 in 2010 before rising slightly to £26 in 2011.

Taking into account the 77% of visits which involved no expenditure, the average total spend per visit in 2011 was £8. This is similar to the averages in 2008 and 2010 (£7) but lower than the figures for 2009 (£9), 2005 (£14) and 2004 (£10).

This information on average spend per visit, including those with no expenditure, is used to produce an overall estimate of expenditure during visits to the outdoors in Scotland. As highlighted previously in this report, an estimated 360 million outdoor recreation visits were taken in Scotland during 2011. As the average spend on each of these trips was £8, total expenditure during all trips can be estimated at around £2.7 billion.

Table 25 Estimated expenditure during outdoor recreation visits 2006 to 2011 (billions of pounds)

	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	(£)	(£)	(£)	(£)	(£)	(£)
TOTAL	2.9	3.1	2.8	3.2	2.3	2.7

This total suggests a 17% increase from 2010 when an estimated £2.3 billion was spent during outdoor recreation visits¹⁴.

3.13 Outdoor access legislation and the Scottish Outdoor Access Code

The Land Reform (Scotland) Act 2003 and the Scottish Outdoor Access Code (the Code) came into effect in Scotland on 9 February 2005. This legislation established a statutory right of responsible access to land and inland waters for outdoor recreation, crossing land and also some educational and commercial purposes.

SNH has a duty under the legislation to prepare, issue and to publicise the Code, supported by a wider education programme. Over time, SNH is required to review the effectiveness of the Code in delivering responsible behaviour by those taking and managing access.

Prior to the launch of the Code, a series of questions were included in the Scottish Recreation Survey to measure attitudes towards visiting different types of land and awareness of the forthcoming legislation and Code. Following the launch, questions continued to be included periodically to track awareness of the legislation and Code and its impact on behaviour in the outdoors. This section of the report presents the results of the questions included from 2005 to 2011 and where applicable, from 2004.

For all eight survey years, respondents were asked if they had heard of the Scottish Outdoor Access Code. As shown in Figure 10, 46% of respondents in 2011 were aware of the Code, the lowest proportion recorded since 2006. Thirty three percent of respondents stated that they were 'definitely aware' of the Code in 2011, a lower figure than that recorded for any of the survey years between 2006 and 2010 (range 37% - 44%). Please note that from September 2009, this question was asked bi-annually rather than on a quarterly basis.

¹⁴ Taking account of margins of error, at the 95% confidence level the estimated total value of visits ranges from £2.5 to £2.9 billion in 2011, from £2.2 to £2.5 billion in 2010, from £3.0 to £3.4 billion in 2009, from £2.6 to £3.0 billion in 2008, from £2.9 to £3.3 billion in 2007 and from £2.7 to £3.1 billion in 2006.

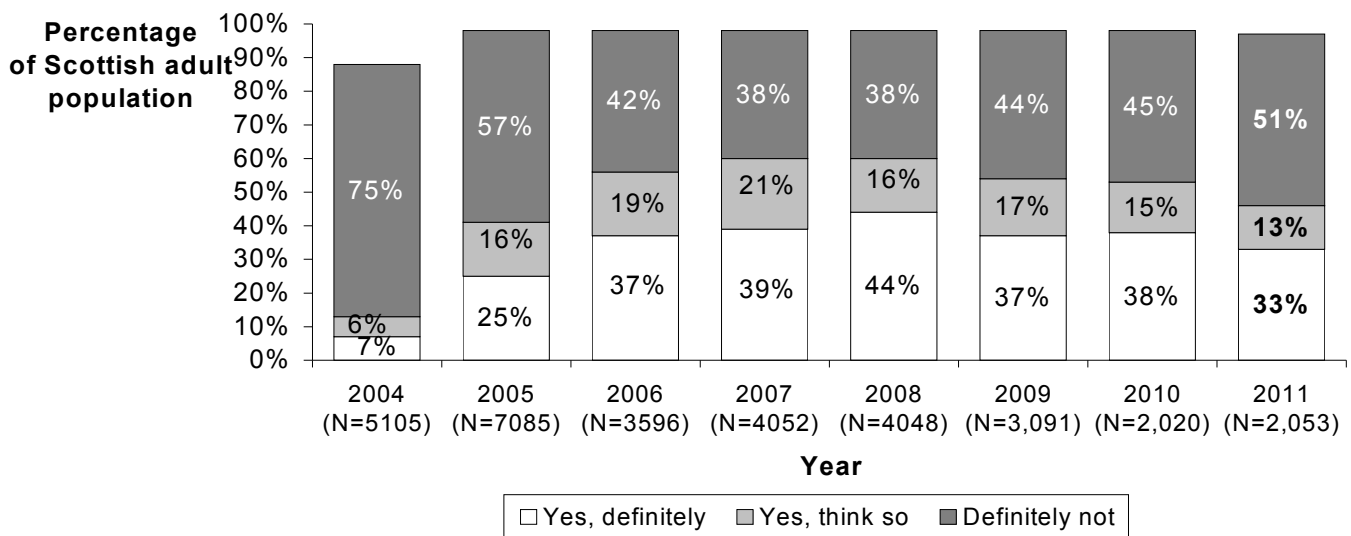


Figure 10 Percentage of Scottish adult population aware of Scottish Outdoor Access Code 2004 to 2011

Base: All respondents

Note: 'Don't know' responses have been excluded, therefore, percentages may not equal 100%.

Awareness of the Code was higher ('definitely' or 'think so') amongst those who visited countryside locations (63%), those on a visit lasting 3 hours or more (61%), those visiting the outdoors at least once a day (59%), those taking part in any walking as their main activity (58%), those in the AB social grades (58%), 35-54 year olds (54%), those in full-time paid employment (53%) and those with access to a car (51%).

Those who claimed to have heard of the Scottish Outdoor Access Code were asked to indicate spontaneously what they thought it asked people who were accessing the outdoors for recreation to do and what responsibilities it placed on landowners and managers. Answers were subsequently categorised into a number of pre-coded responses. These results are shown in Tables 26 and 27.

Table 26 Opinions on what the Code asks people to do

Base: Respondents who have heard of the Code

	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%
Care for the environment	51	58	57	62	60	60	55
Take responsibility for your own actions	48	54	55	59	58	58	53
Respect the interests of other people	51	53	53	60	60	50	45
Keep your dog under proper control	21	23	19	27	27	25	26
Respect people's privacy and peace of mind	19	20	21	27	28	19	18
Help land managers and others to work safely and effectively	11	12	11	17	17	9	9
Take extra care when organising an event or running a business	7	8	7	12	10	6	4
Don't know	9	8	9	6	7	9	12
Base	2,364	1,961	2,382	2,410	1,665	1,063	929

Note: Respondents could give more than one answer, therefore the sum of percentages may be over 100%

As Table 26 illustrates, 55% of those aware of the Code thought that it asked people to 'care for the environment' while a similar percentage stated that it encouraged people to 'take responsibility for your own actions' (53%). Over two-fifths of those aware of the Code believed it asked people to 'respect the interests of other people' (45%), while 26% thought it asked people to 'keep your dog under proper control' and 18% to 'respect people's privacy and peace of mind'. Twelve per cent did not know what the Code asked people to do.

In the most recent years, there have been significant decreases in the proportions mentioning a number of the messages in Table 26. 'Respect the interests of other people' decreased from 60% in 2009 to 45% in 2011, while 'respect people's privacy and peace of mind' also decreased over the same period from 28% to 18%. The proportion citing 'help land managers and others work safely and effectively' fell from 17% in 2009 to 9% in 2011, while 'take care when organising an event or running a business' decreased from 10% to 4%. Each of these has returned to levels similar to those recorded in 2005.

Table 27 outlines the spontaneous opinions of respondents on what the Code asks farmers and land managers to do. Answers were subsequently categorised into a number of pre-coded responses.

Table 27 Opinions on what the Code asks farmers and land managers to do

Base: Respondents who have heard of the Code

	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%
Respect access rights in managing land or water	36	40	37	40	39	34	36
Respect the interests of other people	29	28	24	28	26	21	21
Care for your environment	13	17	14	17	18	14	14
Take responsibility for your own actions	9	14	11	14	14	12	10
Take account of access rights when managing contiguous land or water	15	13	9	13	13	12	11
Ask reasonably when asking people to avoid land management operations	11	14	10	14	11	9	7
Work with your Local Authority and other bodies to help integrate access and land management	7	10	9	10	8	7	6
Don't know	29	28	34	28	33	41	41
<i>Base</i>	2,364	2,410	2,382	2,410	1,665	1,063	929

Note: Respondents could give more than one answer, therefore the sum of percentages may be over 100%

The most frequently provided responses in 2011 were that the Code encourages farmers and land managers to 'respect access rights when managing land or water' (mentioned by 36% of respondents) and 'to respect the interests of other people' (21%). There were no statistically significant changes between 2010 and 2011. However, two of the seven statements in Table 27 are at their lowest level for the past six years and the others are lower than those recorded for most of the previous survey years; the proportion stating that they do not know what the Code asks farmers and land managers to do has risen from 29% in 2005 to 41% in 2011.

3.14 Problems with access during outdoor recreation visits

Table 28 below shows the proportion of visits where respondents experienced an issue with access and the reasons for these difficulties.

Table 28 Problems with access encountered during outdoor recreation visits

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2004	Total 2005	Total 2006	Total 2007	Total 2008	Total 2009	Total 2010	Total 2011
	%	%	%	%	%	%	%	%
Overgrown path	5	5	8	7	7	7	6	4
A locked gate across path/ route	6	3	4	4	4	4	3	4
Blocked path	2	3	3	3	4	4	3	3
A restrictive sign e.g. Private, No Entry	5	5	4	4	5	5	3	2
An aggressive or intimidating animal, such as a dog	3	2	2	3	2	3	3	2
A temporary restrictive sign e.g. Forest Operations	3	2	3	4	2	2	1	1
Blocked or restricted car parking	2	1	1	2	2	2	1	1
A man made obstruction or blockage on water	1	1	2	2	2	2	1	1
Barbed wire or electric fence across path	2	2	3	1	2	2	1	1
Lack of advice or information offering an alternative route if original was blocked	1	1	2	1	1	2	1	1
Dog mess	*	1	1	*	1	1	1	1
Litter	-	1	*	1	1	1	1	1
A sign which banned your particular activity on that day	1	*	*	1	1	1	*	*
An intimidating sign	*	1	*	1	1	1	*	*
Any problems	29	18	25	20	22	20	19	16
No problems	71	82	75	80	78	80	81	84
<i>Base</i>	2,242	2,238	1,904	2,168	2,299	2,235	2,133	2,281

Note: * Less than 0.5%;
Respondents could give more than one answer, therefore the sum of percentages may be over 100%

As Table 28 illustrates, access problems were encountered on 16% of visits in 2011, the lowest proportion recorded since the survey began. These figures are encouraging, suggesting that the majority of respondents in each survey year do not encounter any access problems when visiting the outdoors. The most commonly encountered problems in 2011 were similar to previous years: overgrown paths (encountered on 4% of visits), locked gates (4%) and blocked paths (3%).

On 15% of visits taken in 2011, the participant had encountered someone behaving inappropriately during their most recent visit to the outdoors. Amongst those who had, the main issues were as follows:

- Dropping litter – 6%;
- Dog not under control – 5%;
- Misusing alcohol or drugs – 2%;
- Fly tipping - 2%;
- Dog fouling - 1%;
- Cycling where they should not have been – 1%;
- Disturbing other people's enjoyment of the outdoors and open spaces – 1%;
- Quad biking/ motorcycling where they should not have been – 1%.

Appendix 1 Social grade definitions (based on chief income earner in household)

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

Appendix 2 Questionnaire timetable

The Scottish Recreation Survey comprises a core set of questions asked in every month of the survey and other question sets asked every other month or less often. In 2011 the questionnaire was split into five parts, details of which are outlined below:

SET A

- 1 How often visited the outdoors in Scotland in the last 12 months
- 3 Number of visits in the last 4 weeks
- 3b Check for respondents stating more than 56 visits (more than 2 per day)
- 4 Main activity on last visit
- 6 Type of place visited on last trip – town/city, countryside or seaside
- 7 Detailed type of place visited on last trip – woodland/forest etc
- 8 If more than one detailed place at 7, the one visited for the longest time
- 14 Duration of visit
- 46 Long-term illness disability (monthly from November 2010, previously quarterly)

SET Aa

- 17 Party composition
- 18 Number of adults in party
- 19 Number of children in party
- 20 Whether accompanied by a dog

SET B

- 5 Participation in other activities, in addition to main activity
- 9 Use of paths/ networks of paths
- 10 Use of waymarking on paths
- 11 Whether last visit was from home or whilst on holiday away from home
- 15 Local Authority area visited

SET C

- 2 Reasons for not making any visits to the outdoors
- 12 Means of transport
- 13 Distance travelled on visit
- 16 Frequency of visits to destination
- 21-31 Expenditure

Appendix 2 (continued)

SET D(a)

- 37 Problems encountered on outdoor visits
- 38 Need, if any, to change route and reasons
- 39 Experience of other people behaving irresponsibly in the outdoors.

SET D(b)

- 33 Awareness of Scottish Outdoors Access Code (SOAC)
- 35 What the SOAC asks of visitors to the outdoors
- 36 What the SOAC asks of land managers and farmers

The following timetable demonstrates the frequency with which each question set was asked during the period of the survey (shaded boxes represent the inclusion of each set in a survey wave).

SET	January 2011	February 2011	March 2011	April 2011	May 2011	June 2011	July 2011	August 2011	September 2011	October 2011	November 2011	December 2011
A												
Aa												
B												
C												
D (a)												
D (b)												

Appendix 3 Full questionnaire

Question 1

Firstly, how often, on average, have you taken visits to the outdoors for leisure and recreation in Scotland in the last 12 months? These leisure trips could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland. By outdoors, we mean open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

- 1 More than once per day
- 2 Every day
- 3 Several times a week
- 4 Once a week
- 5 Once or twice a month
- 6 Once every 2-3 months
- 7 Once or twice
- 8 Never

Question 2

Why have you not made any visits to the outdoors in Scotland for the purpose of outdoor recreation in the last 12 months? DO NOT PROMPT- CODE FULLY

- 1 Too busy
- 2 Bad/poor weather
- 3 Old age
- 4 Poor health
- 5 Pregnant
- 6 Have young children
- 7 Not interested at all
- 8 No access to a car
- 9 Worried about safety
- 10 Lack of suitable paths
- 11 Lack of suitable places to go
- 12 Don't know where to go
- 13 Don't like going on my own
- 14 No local clubs/associations to join and go with
- 15 Other
- 16 No particular reason

Question 3

How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?

(You may have made more than one visit to the outdoors for leisure and recreation each day.)

Appendix 3 (continued)

Question 3b

You stated that you have taken [number of visits at Q3] visits during the last four weeks. As this is more than an average of two visits per day, can I check that this is correct?

- 1 Yes
- 2 No (return to Q3a)

Question 4

Thinking about your last visit to the outdoors for leisure and recreation, which of the activities listed on the screen would you consider to have been your MAIN activity during that visit?

- 1 Walking - less than 2 miles
- 2 Walking 2-8 miles
- 3 Walking - more than 8 miles
- 4 Hill walking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountainbiking
- 9 Horse riding
- 10 Fishing
- 11 Watersports, including canoeing, windsurfing, rowing & sailing
- 12 Ski-ing - on piste
- 13 Ski-ing - off piste
- 14 Swimming in the sea, rivers, lochs
- 15 Birdwatching
- 16 Other wildlife\nature watching
- 17 Running\jogging
- 18 Wildcamping
- 19 Sightseeing\ visiting attractions
- 20 Picnicking
- 21 Family outing
- 22 Other

Appendix 3 (continued)

Question 5

During this visit did you participate in any OTHER activities listed on the screen?

- 1 Walking - less than 2 miles
- 2 Walking 2-8 miles
- 3 Walking - more than 8 miles
- 4 Hill walking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountainbiking
- 9 Horse riding
- 10 Fishing
- 11 Watersports, including canoeing, windsurfing, rowing & sailing
- 12 Ski-ing - on piste
- 13 Ski-ing - off piste
- 14 Swimming in the sea, rivers, lochs
- 15 Birdwatching
- 16 Other wildlife\nature watching
- 17 Running\jogging
- 18 Wildcamping
- 19 Sightseeing\ visiting attractions
- 20 Picnicking
- 21 Family outing
- 22 Other
- 23 No\none

Question 6

Thinking about your last visit to the outdoors for leisure and recreation, which of the places on the screen, best describes where you went?

- 1 A town or city
- 2 The countryside (including inland villages)
- 3 The seaside (a resort or the coast)

Appendix 3 (continued)

Question 7

On this last visit to the outdoors for leisure and recreation, what types of location or destination did you go to? CODE UP TO 3 MENTIONS

- 1 Woodland\forest - managed by Forestry Commission\Forest Enterprise
- 2 Woodland\forest - other type of owner
- 3 Woodland\forest - don't know owner
- 4 Farmland - fields with crops
- 5 Farmland - fields with livestock
- 6 Farmland - mixed crops and livestock
- 7 Mountain\hill
- 8 Moorland
- 9 Village
- 10 Loch
- 11 Sea\Sea loch
- 12 River
- 13 Canal
- 14 Beach
- 15 Cliff
- 16 Local Park or open space
- 17 Wildlife area
- 18 Other

Question 8

Which of these was the main destination or location you visited? IF RESPONDENT IS UNSURE, SELECT ONE VISITED FOR THE LONGEST TIME

- 1 Woodland\forest - managed by Forestry Commission\Forest Enterprise
- 2 Woodland\forest - other type of owner
- 3 Woodland\forest - don't know owner
- 4 Farmland - fields with crops
- 5 Farmland - fields with livestock
- 6 Farmland - mixed crops and livestock
- 7 Mountain\hill
- 8 Moorland
- 9 Village
- 10 Loch
- 11 Sea\Sea loch
- 12 River
- 13 Canal
- 14 Beach
- 15 Cliff
- 16 Local Park or open space
- 17 Wildlife area
- 18 Other

Appendix 3 (continued)

Question 9

On this last visit to the outdoors for leisure and recreation, did you use a path or network of paths?

- 1 Yes
- 2 No

Question 10

Did this path or network of paths have signposts or waymarking or not?

- 1 Yes
- 2 No

Question 11

Was this last visit while you were staying away from home or did you start and finish the trip at your home?

- 1 At Home
- 2 Staying away from home

Question 12

What was the main means of transport used on this last visit? That is, the one used to get to the main destination of the visit.

- 1 On foot
- 2 Car\van\minibus
- 3 Motorcycle\scooter
- 4 Public bus
- 5 Private coach
- 6 Train
- 7 Horseback
- 8 Bicycle
- 9 Boat
- 10 Other

Appendix 3 (continued)

Question 13

In total, how far did you travel to get to and from the main destination of this visit?

- 1 Less than 2 miles
- 2 2-5 miles
- 3 6-10 miles
- 4 11-20 miles
- 5 21-30 miles
- 6 31-40 miles
- 7 41-50 miles
- 8 51-60 miles
- 9 61-80 miles
- 10 81-100 miles
- 11 More than 100 miles

Question 14

In total, how long was the visit, in terms of time - that is the total time spent including travelling time to and from the destination?

- 1 Less than 1 hour
- 2 1 - up to 2 hours
- 3 2 - up to 3 hours
- 4 3 - up to 4 hours
- 5 4 - up to 5 hours
- 6 5 - up to 8 hours
- 7 8 hours or more

Question 15

And could you tell me the name of the place you visited during your last visit to the outdoors for leisure and recreation? If you visited more than one place, tell us your main destination.

Question 16

Was this your first visit to this destination or location?

IF NO: How many times have you visited this destination or location in the last 12 months?

- 1 First visit ever
- 2 More than once per day
- 3 Every day
- 4 Several times a week
- 5 Once a week
- 6 Once or twice a month
- 7 Once every 2-3 months
- 8 Once or twice
- 9 Not sure\don't know
- 10 Not been in last 12 months

Appendix 3 (continued)

Question 17

On this last visit, were you...

- 1 On your own\alone
- 2 With other members of your family
- 3 With friends
- 4 With an organised group
- 5 Other

Question 18

How many adults aged 16 or over, including yourself, were on this visit?

Question 19

How many children aged under 16 were on this visit?

Question 20

Were you accompanied by a dog on this visit?

- 1 Yes
- 2 No

Question 21

On this last visit, did you personally spend any money on any of the items listed on the screen?

- 1 Food and drink
- 2 Petrol\diesel\LPG
- 3 Car parking
- 4 Bus\train\ferry fares
- 5 Hire of equipment
- 6 Purchase of equipment
- 7 Maps\guidebooks\leaflets
- 8 Gifts\souvenirs
- 9 Other items
- 10 Didn't spend any money

Question 22

How much did you spend on Food and Drink?

Please include anything you may have spent on behalf of others in your party.

Question 23

How much did you spend on Petrol/Diesel/LPG?

Please include anything you may have spent on behalf of others in your party.

Appendix 3 (continued)

Question 24

How much did you spend on Car parking?
Please include anything you may have spent on behalf of others in your party.

Question 25

How much did you spend on Bus/train/ferry fares?
Please include anything you may have spent on behalf of others in your party.

Question 26

How much did you spend on Hire of equipment?
Please include anything you may have spent on behalf of others in your party.

Question 27

How much did you spend on Purchase of equipment?
Please include anything you may have spent on behalf of others in your party.

Question 28

How much did you spend on Maps/guidebooks/leaflets?
Please include anything you may have spent on behalf of others in your party.

Question 29

How much did you spend on Gifts/souvenirs?
Please include anything you may have spent on behalf of others in your party.

Question 30

How much did you spend on [any other spending]?
Please include anything you may have spent on behalf of others in your party.

Question 31

The total amount is around £ [answer depending on routing].
Is this correct?

- 1 Yes
- 2 No (check amounts again if no)

Appendix 3 (continued)

Question 33

Have you heard of the Scottish Outdoor Access Code?

- 1 Yes, definitely
- 2 Yes, think so
- 3 Definitely not

Question 33c

Have you seen a copy of...?

- 1 The Code
- 2 The Summary Leaflet
- 3 Neither
- 4 Don't know

Appendix 3 (continued)

Question 35

Can you tell me what the Scottish Outdoor Access Code asks people who are visiting the countryside to do?

- 1 Respect the interests of other people
- 2 Care for the environment
- 3 Take responsibility for your own actions
- 4 Respect people's privacy and peace of mind
- 5 Help land managers and others to work safely and effectively
- 6 Keep your dog under proper control
- 7 Take extra care when organising an event or running a business

Question 36

Can you tell me what the Scottish Outdoor Access Code asks farmers and land managers to do?

- 1 Respect the interests of other people
- 2 Care for your environment
- 3 Take responsibility for your own actions
- 4 Respect access rights in managing land or water
- 5 Ask reasonably when asking people to avoid land management operations
- 6 Work with your Local Authority and other bodies to help integrate access and land management
- 7 Take account of access rights if you manage contiguous land or water

Question 37

Coming back to your last visit to the outdoors for leisure and recreation...

Which of the problems listed on the screen did you encounter or experience, if any?

- 1 A locked gate across path\route
- 2 Overgrown path
- 3 Blocked path
- 4 A man-made obstruction or blockage on water
- 5 Blocked or restricted car parking
- 6 An aggressive or intimidating animal, such as a dog
- 7 Barbed wire or an electric fence across a path
- 8 A restrictive sign - for example 'Private', 'No Entry', 'Keep Out'
- 9 A temporary restrictive sign - for example - 'Warning - Forest Operations. Please obey all signs and directions'
- 10 A sign which banned your particular activity on that day
- 11 An intimidating sign
- 12 Lack of advice or information offering an alternative if original route was blocked or closed
- 13 Other

Appendix 3 (continued)

Question 38

On your last visit, did you have to alter your route significantly for any reason?

IF YES: Why did you have to alter your route significantly?

- 1 No, did not alter route
- 2 I was politely asked to alter my route by a farmer or other person
- 3 I was rudely asked to alter my route by a farmer or other person
- 4 I came across a No Entry sign
- 5 I came across an information sign which gave reasons for and the directions for an alternative route
- 6 I reached a field with livestock
- 7 I reached a field with crops growing
- 8 I reached a field where machinery was being used - ploughing, spraying etc
- 9 I reached an area where trees were being felled
- 10 I had to pass close by a house and/or garden
- 11 I reached a farmyard
- 12 I came across people fishing\angling
- 13 The route was becoming overused or eroded
- 14 The route was obstructed - by a fence, locked gate etc
- 15 The route was becoming overgrown, difficult to access
- 16 Weather
- 17 Ran out of time
- 18 Tired
- 19 Other

Appendix 3 (continued)

Question 39

During your last visit, did you come across any other recreational users who were behaving irresponsibly or illegally?

IF YES: In what way(s) were they behaving irresponsibly or illegally?

- 1 No, did not encounter any other recreational users behaving irresponsibly or illegally
- 2 Car was parked blocking a gate or entrance
- 3 Crossing a field of growing crops and causing damage
- 4 Cycling where they should not have been
- 5 Dropping litter
- 6 Dog not under control
- 7 Disturbing livestock
- 8 Causing damage or disturbance to wild animals\birds\plants
- 9 Disturbing other people's enjoyment of the countryside and open spaces
- 10 Fly tipping
- 11 Horseriding where they should not have been
- 12 Ignoring reasonable advice from a farmer or land manager or ranger
- 13 Interfering with farm\forest machinery
- 14 Interfering with operation such as ploughing, tree felling etc
- 16 Mis-using alcohol or drugs
- 17 Poaching
- 18 Taking part in watersports without considering others
- 19 Not got adequate equipment for their activity\weather\terrain
- 20 Lack of courtesy
- 21 Other

Question 46

Finally, is your ability to participate in outdoor recreational activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months?

- 1 Yes, limited a lot
- 2 Yes, limited a little
- 3 No, not limited at all

Demographic questions asked

Age

What was your age last birthday? (Type in)

Gender

Sex of respondent:

- 1 Male
- 2 Female

Children in household

Do you have any children in your household of the following ages?

- 1 Any under 5 years old
- 2 Any 5-11 years old
- 3 Any 12-15 years old
- 4 Any 16-17 years old
- 5 No – no children

Internet access

Do you yourself access the internet nowadays? If yes, where do you access it?

- 1 Yes – at home, dial up
- 2 Yes – at home, broadband
- 3 Yes – at work
- 4 Yes – somewhere else
- 5 No

Car access

How many cars do you have in your household?

- 1 None
- 2 One
- 3 Two+

Working status (Chief Income Earner)

Which member of your household is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources ?

- 1 Respondent
- 2 Respondent's spouse/partner
- 3 Other adult

Working status of Chief Income Earner (CIE)

- 1 Employed
- 2 Self-employed
- 3 Not working, dependent on state benefit
- 4 Not working, other income

Questions for social class coding

What is the type of firm where the CIE works?

What is the job actually done by the CIE?

What is the title, rank, grade etc of the CIE?

How many people work there altogether?

How many is the CIE responsible for?

Does the CIE have any qualifications (such as apprenticeships, professional qualifications, university degrees, diplomas etc.)?

- 1 Yes (type in)
- 2 No

Enter any other relevant details to assist classification of occupation and industry. If no further details, press 'OK'.

Appendix 4 Additional survey details

Note on questionnaire change and calibration exercise

A new contract to continue to run the Scottish Recreation Survey was offered to TNS in September 2005. At the same time, a number of changes to the survey questionnaire were introduced to help manage its length and to deliver cost efficiencies. The questions affected were those relating to whether any outdoor recreation visits had been made in the previous twelve months and participation and numbers of visits made in the previous four weeks. From September 2005 it was also agreed that the ScRS questions would always be the first set of questions asked in the monthly omnibus survey. Prior to September 2005, the position of the ScRS questions in the omnibus varied and, in some months, followed questions on other subjects which may have impacted on the comparability of the responses. The omnibus survey length is restricted to a maximum of 30 minutes to minimise respondent fatigue.

With the analysis of the full year results for 2005, it became apparent that there had been an increase in the proportion of respondents reporting that they had participated in outdoor recreation in the previous 12 months. Furthermore, the proportions reporting having taken visits in the 4 weeks prior to interview and the mean number of visits reported had also increased. These changes may have been due to a number of factors, including a real increase in participation in outdoor recreation amongst the Scottish population and the effects of campaigns promoting exercise. However, there was a considerably greater average increase for the months after the questionnaire change (September to December), than January to August, suggesting that the questionnaire revisions may have influenced responses.

In an attempt to confirm and measure the scale of the impact of the changes to the questionnaire, a control study was undertaken in the typically high participation months of June and July 2006 and the lower participation months of January and February 2007. During each of these four months, half of the sample was interviewed using the original questionnaire from pre-September 2005 while the other half was interviewed using the new questionnaire. The sampling procedure used ensured that the demographic and geographic profiles of both samples were as similar as possible and that interviewing was undertaken over identical time periods. Over the four months of the calibration exercise some 4,103 interviews were completed – 2,018 using the original questionnaire and 2,085 using the new questionnaire. In both cases, the ScRS questions were asked at the beginning of the interview.

The calibration exercise found that:

- In all four months of interviewing, a larger percentage of those responding to the new questionnaire stated that they had taken visits in the 12 months prior to the interview. However, it was not possible to quantify the size of the difference due to the clustering of three data points and one anomalous data point (January 2007).
- In all four months of interviewing, a larger percentage of those responding to the new questionnaire stated that they had taken visits in the 4 weeks prior to the interview. However, further statistical analysis showed that there was not enough evidence to say that this was a significant difference.
- In three of the four months of interviewing, the mean number of visits reported per respondent was higher amongst those interviewed using the new questionnaire. However, further statistical analysis showed that there was not enough evidence to say that this was a significant difference.

Although the results from the question regarding participation in the twelve months prior to interview showed that there was a significant difference between the original and new questionnaires, it is recommended that there is no attempt to adjust the results pre-

September 2005. This is because there is no reliable way to estimate the difference due to the clustering of three data points and one anomalous data point (January 2007) where the responses were markedly different. If the data was more evenly spread, a more reliable estimation could be made.

The results from the questions regarding participation and frequency of visits in the four weeks prior to interview showed that there was not enough evidence to say that there was a significant difference between the original and new questionnaires. There could genuinely be no difference, or it could be that there was not enough data collected to detect a difference.

As the original and new questions were asked at the same point in the omnibus survey, the effect of the changing positions of the ScRS questions cannot be assessed.

The control study concluded, therefore, that results relating to levels of participation in outdoor recreation and the estimates of the total volume and value of visits to the outdoors for the period prior to September 2005 should not be considered as comparable with data collected subsequently. Where these results are presented together, they should be accompanied by an explanatory note regarding the questionnaire change, its possible impact and a reference to the full findings of the calibration exercise which is available under a separate cover¹⁵.

Results regarding the profile of visitors, visits to the outdoors and results regarding the Scottish Outdoor Access Code do not appear to have been so directly affected by the questionnaire change in September 2005. The results for these questions from 2004 and 2005 are therefore presented in this report. It is recommended that any changes identified and conclusions drawn from any such results (based on responses before and after the question changes) are qualified to reflect the questionnaire change in September 2005.

Also since September 2009, questions relating to awareness of the Scottish Outdoor Access Code, what it asks people to do and what it asks farmers and land managers to do have been asked every six months (March and September waves only), a reduction from their inclusion every three months in previous years of the survey.

¹⁵ TNS (2008). Scottish Recreation Survey: Calibration Exercise. *Scottish Natural Heritage Commissioned Report No.296 (ROAME No. R06AA620)*.

Change to weighting procedure

From the 2007 annual report onwards, the approach taken to weighting of responses to questions regarding the respondent's most recent outdoor recreation visit was amended to make the results regarding the most recent visit more representative of all visits taken during the survey period.

All respondents who have taken any outdoor recreation visits in the 4 weeks prior to interview are asked to provide the details of a single visit – the one they have taken most recently. This approach collects the details of a sample of visits which is representative of the most recently taken visit rather than all of the visits taken by respondents during the recall period. Within this sample of visits the types of visits taken by frequent participants are under-represented while those taken by infrequent participants are over-represented.

To make the results of questions regarding most recent visits more representative of *all* of the visits taken during the survey period, responses have been weighted by a factor equal to the number of visits taken by the respondent in the 4 weeks prior to interview. For example, the responses provided by a respondent who has taken 2 visits in the 4 week period are multiplied by 2 while the responses of a respondent who has taken 28 visits are multiplied by 28.

This amended weighting procedure has been applied to all of the 2004 to 2011 visit profile results contained in this report. The change has had the greatest impact upon results relating to duration of visit, distance travelled, transport used and expenditure during visits. Further details of the weighting procedures used are provided in the technical report, which can be downloaded from <http://www.snh.gov.uk/land-and-sea/managing-recreation-and-access/increasing-participation/measuring-participation/>

Appendix 5 Inclusion of results at Local Authority level

Background

A primary objective of the Scottish Recreation Survey is to measure and collect details about the Scottish adult population's participation in outdoor recreation. To achieve this objective the survey is undertaken through the monthly inclusion of questions in the Scottish Opinion Survey, the consumer omnibus survey operated by TNS. The methodology used in the Scottish Opinion Survey provides a sample of around 1,000 respondents each month, representative of Scotland's adult population.

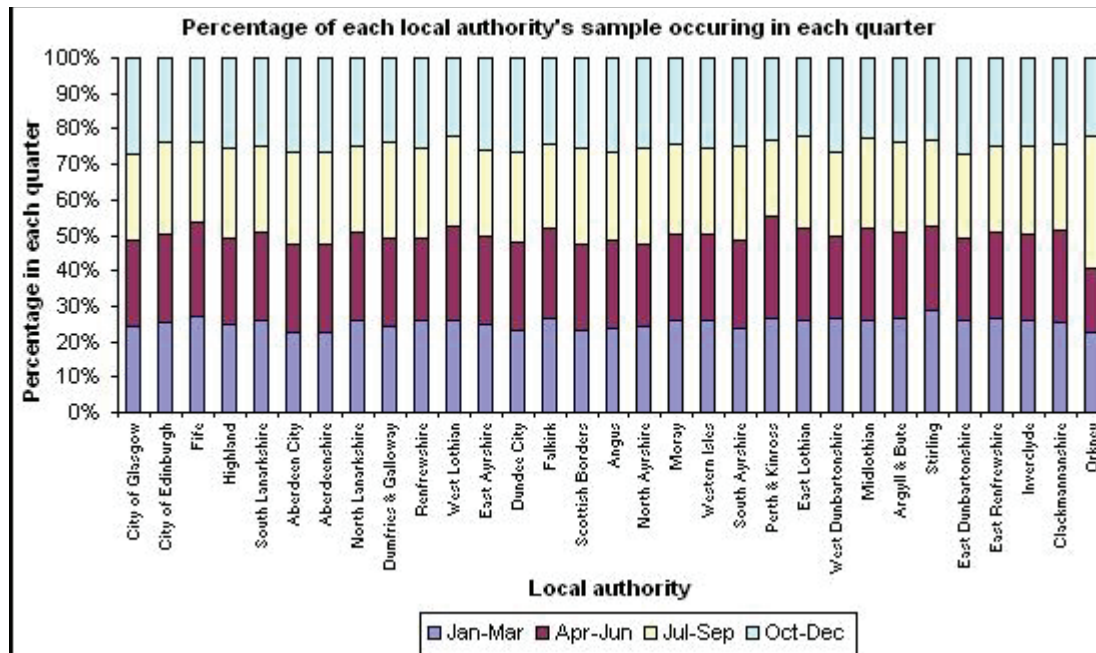
With data collection undertaken for the Scottish Recreation Survey since July 2003, the number of interviews undertaken within each of Scotland's 32 Local Authorities is now sufficiently large to allow for some analysis to be undertaken at this level. LA level data for the combined three year period 2009 – 2011 are included in this report.

Issue

In some Local Authorities, the sample size is limited and/or there is not an even spread of interviews across all four quarters of the year. This imbalance is due to the sampling scheme for the omnibus survey being designed to provide results representative at a national level. When grouping the responses into 3 or 5 year averages, the balance between the four quarters of the year does even out for some but not all Local Authorities.

The chart overleaf illustrates the distribution of interviewing by quarter in each Local Authority area for the combined 2009 to 2011 period. The Local Authorities are ordered by sample size so that those with the largest sample size are to the left. This highlights that the most uneven sampling occurs in the Local Authorities with the smallest sample size, but not exclusively so.

Distribution of the sampling throughout the year (2009 - 2011 combined) by Local Authority
 NB: Local Authorities are ordered by size so that those with the largest sample size are to the left.



Results regarding frequency of participation

Section 3.2 of this report (Frequency of outdoor visits in the last 12 months) contains results regarding frequency of participation in outdoor recreation during the 12 months prior to interview. Some of the data presented in this section is used by the Scottish Government to measure progress against the National Indicator (NI) to “increase people’s use of Scotland’s outdoors.”

To provide robust results for this measure at a sub-national level, weights have been calculated and applied to data at the Local Authority level to take account of the uneven distribution of sampling. The margins of error associated with these participation results have then been estimated. Section 3.2 contains the participation results for the 18 Local Authorities where we can be reasonably sure that the estimate is correct to within, or equal to, +/-5%.

Other Local Authority level results contained in report

Section 3.10 of this report (Areas visited within Scotland) contains a number of other results at the Local Authority level relating to the destinations of visits and the percentages of visits taken within the respondent’s own area of residence.

These results do not relate to the Scottish Government NI and are included for all 32 Local Authorities. To improve accuracy, these results are based upon results obtained for the full eight years of data collection from 2004 to 2011 inclusive. However, given the aforementioned uneven seasonal distribution of interviewing in a number of the local authorities, these results should be treated with a degree of caution.

Appendix 6 Details of key analysis crossbreaks

Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (SIMD) identifies small areas of concentrated deprivation across the whole of Scotland. It is a relative measure, with areas ranked in relation to one another. By applying rankings to small areas, these can be combined into the categories that the user requires. Where a valid postcode was supplied, this was used to categorise respondents to the Scottish Recreation Survey into the appropriate SIMD ranking. For the purposes of this survey, respondents in the bottom 10% SIMD areas are compared against those in the other 90%.

For further details on SIMD, see <http://www.scotland.gov.uk/Topics/Statistics/SIMD>

Urban/rural

The urban/rural analysis crossbreak is based on the Scottish Government Urban Rural Classification (version 2007-2008), which categorises settlements of 3,000 or fewer people to be rural. Remote areas are based on drive times from settlements of 10,000 or more people. Where a valid postcode was supplied, this was used to categorise respondents in the Scottish Recreation Survey as urban or rural as appropriate.

For further details, see <http://www.scotland.gov.uk/Publications/2008/07/29152642/1>

www.snh.gov.uk

© Scottish Natural Heritage 2012
ISBN: 978-1-85397-903-3

Policy and Advice Directorate, Great Glen House,
Leachkin Road, Inverness IV3 8NW
T: 01463 725000

You can download a copy of this publication from the SNH website.



Scottish Natural Heritage
Dualchas Nàdair na h-Alba

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