

Scottish Recreation Survey: Technical report 2012





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. 605

**Scottish Recreation Survey:
Technical report 2012**

For further information on this report please contact:

Aileen Armstrong
Scottish Natural Heritage
Great Glen House
INVERNESS
IV3 8NW
Telephone: 01463 725305
E-mail: aileen.armstrong@snh.gov.uk

This report should be quoted as:

Wilson, V, Stewart, D 2013. Scottish Recreation Survey: Technical report 2012. *Scottish Natural Heritage Commissioned Report No. 605.*

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 author(s) of this report should not be taken as the views and policies of Scottish Natural Heritage.

© Scottish Natural Heritage 2013.



COMMISSIONED REPORT

Summary

Scottish Recreation Survey: Technical report 2012

Commissioned Report No.: 605

Project no: 926

Contractor: V Wilson, D. Stewart (TNS)

Year of publication: 2013

Background

Scottish Natural Heritage (SNH) measures levels of participation in walking and other outdoor recreation activities to support the achievement of Scottish Government policy. The data are used to inform the development of policies and programmes of work to ensure that people can access the outdoors. In addition, SNH has a duty under the Land Reform (Scotland) Act 2003 to monitor awareness of the Scottish Outdoor Access Code (the Code) and levels of responsible behaviour among outdoor visitors.

The Scottish Recreation Survey (ScRS), commissioned by SNH with support from its survey partner, Forestry Commission Scotland, was the established vehicle for gathering this information between 2003 and 2012. This technical report describes the survey methodology, including details of fieldwork approaches, sampling and data analysis methods. It replaces the previous interim technical report published in 2010 (Wilson, V & Stewart, D, TNS, 2010).

Summary of survey method

- The ScRS comprises a series of questions inserted in every monthly wave of the TNS consumer omnibus survey, the Scottish Opinion Survey (SOS).
- Interviewing for the Scottish Opinion Survey is undertaken in the homes of respondents using Computer Assisted Personal Interviewing (CAPI) hardware.
- In every month of the SOS around 1,000 interviews are undertaken with adults aged 16 and over living in Scotland. This provides an annual sample of around 12,000 interviews. Overall, 113,679 interviews were undertaken over the period during which the ScRS ran (2003 – 2012).

For further information on this project contact:

Aileen Armstrong, Scottish Natural Heritage, Great Glen House, Inverness, IV3 8NW.

Tel: 01463 725305

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

Knowledge & Information Unit, Scottish Natural Heritage, Great Glen House, Inverness, IV3 8NW.

Tel: 01463 725000 or research@snh.gov.uk

Table of Contents	Page
1. BACKGROUND	1
2. METHOD OF DATA COLLECTION	2
2.1 Fieldwork approach	2
2.2 Sampling	3
2.2.1 Selection of sample points	3
2.2.2 Selection of respondents within sample points	4
2.3 Timing	6
3. QUESTIONNAIRE	7
3.1 Questionnaire structure and timings from September 2005	7
3.2 Questionnaire structure and timings before September 2005	9
3.3 Sample sizes achieved by question set	11
4. MEASUREMENT OF QUESTIONNAIRE CHANGE	12
4.1 Background	12
4.2 Calibration exercise	12
5. ANALYSIS OF DATA	14
5.1 Weighting of survey data	14
5.1.1 Demographic weighting	14
5.1.2 A revised approach	15
5.1.3 Visit weighting	15
5.1.4 June and July 2006 and January and February 2007 data	16
5.2 Production of volume and value estimates	16
5.2.1 Estimating volume of visits taken over 12 months	16
5.2.2 Estimating volume of visits to different destination types	17
5.2.3 Estimating value of visits	18
5.3 Production of results at local authority level	18
6. LEVELS OF ACCURACY	19
7. REFERENCES	23
ANNEX 1: FULL QUESTIONNAIRE	24

1. BACKGROUND

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 among outdoor visitors.

Between July 2003 and early January 2013 this information was collected using the Scottish Recreation Survey (ScRS). This technical report describes in full the survey methods used, including details of fieldwork approaches, sampling and data analysis methods. It complements the annual summary reports, which include a brief overview of the methodology, and which can be downloaded from the Commissioned Report area on the SNH website at <http://www.snh.gov.uk/publications-data-and-research/publications/search-the-catalogue/?q=commissioned%20report>

This report also provides details of changes made to the ScRS questionnaire in September 2005 and the potential impacts of these changes, and changes made to the data weighting procedures and sampling procedures between 2007 and 2009. Data from 2012 have been used to aid explanations of methods used.

The sections of the report are structured as follows:

- *Method of data collection* – a description of the fieldwork approaches, sampling procedures and timings of the Scottish Opinion Survey.
- *Questionnaire content* – details of the questions asked in the Scottish Recreation Survey as part of the Scottish Opinion Survey.
- *Impact of questionnaire change* – a description of a change to the questionnaire implemented in September 2005 and impacts of this change on the comparability of results.
- *Analysis of data* – a description of the approach followed during the analysis of data collected for the Scottish Recreation Survey, including weighting procedures and how results have been grossed up to produce volume and value estimates. This section includes details of new weighting procedures introduced for the production of the 2007 and 2008 annual reports.
- *Levels of accuracy* – estimates of the accuracy of the outputs produced for the Scottish Recreation Survey.

A copy of the survey questionnaire is included in Annex One.

2. METHOD OF DATA COLLECTION

The Scottish Recreation Survey (ScRS) ran between 2003 and 2012 and was undertaken through the inclusion of a series of questions in every monthly wave of the TNS consumer omnibus survey, the Scottish Opinion Survey (SOS).

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

TNS's monthly omnibus survey was selected as the preferred survey vehicle for the ScRS following completion of a pilot study in 2003 which involved testing a number of different survey methods including telephone and in-home interviewing (Costley, T, NFO System 3, 2003). The first wave of fieldwork for the ScRS was undertaken in July 2003 and surveying continued on a monthly basis until early January 2013.

2.1 Fieldwork approach

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

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

CAPI technology involves the use of light-weight tablet computers for interviewing instead of the traditional paper and pen approach. The advantages of CAPI over the traditional approach include improved accuracy in the overall quality of data collected and routing of questions and the ability to show the respondent a wider range of prompt materials. For example, an additional section of the ScRS questionnaire, added to the survey periodically, involved the playback of a number of the Scottish Outdoor Access Code (SOAC) television adverts to respondents.

CAPI also provides speedy 'turn-around' of results from data collection to reporting, facilitating regular and timely interim reporting of results and fieldwork progress. As such, it was possible to provide results from each wave of fieldwork within a fortnight of the completion of surveying.

From April 2005, the questions asked in the ScRS formed the first section of each month's Scottish Opinion Survey. The only occasions on which other questions preceded the ScRS questions were those months in which the omnibus included a short section on political polling or questions on other sensitive Scottish Government topics.

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

2.2 Sampling

In every month of the Scottish Opinion Survey around 1,000 interviews are undertaken with adults in Scotland aged 16 and over. The survey approach followed ensures that the resultant sample is consistently representative of the Scottish adult population in terms of sex, age group, working status and social grade.

2.2.1 Selection of sample points

Until June 2009 each month's interviewing was undertaken in 42 sampling points across the country, selected to be representative of the geographical distribution of the Scottish population. In each of these points interviewers aimed to undertake 25 interviews.

In 2009, the Scottish Opinion Survey sampling approaches were reviewed. As a result of this review, from July 2009 the number of sampling points covered per month was increased from 42 to 55. Correspondingly, the target number of interviews per sample point decreased from 25 to 19.

Sampling points continued to be selected to ensure a geographically representative spread of the Scottish adult population so data collected before and after this change are comparable. The approach followed to select interviewing points involves the sample being stratified into the 8 Scottish Parliament electoral regions with population data used to determine the correct number of sampling points required in each region.

The main benefit of the increased number of sample points and the decreased number of interviews per point since 2009 was a decrease in the effects of clustering within the sample and therefore more accurate results.

Table 1 illustrates the geographical distribution of the 113,679 interviews undertaken over the 2003 to 2012 period and the 12,119 interviews undertaken in the final year of the survey.

Table 1. Number of interviews undertaken by Local Authority area

	Interviews achieved 2003-2012		Interviews achieved 2012		% of Scottish population resident in local authority area*
	Number	% of total	Number	% of total	
Aberdeen City	5,185	4.6%	555	4.6%	4.7%
Aberdeenshire	5,374	4.7%	515	4.2%	4.2%
Angus	3,324	2.9%	495	4.1%	2.1%
Argyll & Bute	1,885	1.7%	173	1.4%	1.7%
Clackmannanshire	1,907	1.7%	149	1.2%	1.0%
Dumfries & Galloway	4,294	3.8%	435	3.6%	2.8%
Dundee City	3,331	2.9%	305	2.5%	2.8%
East Ayrshire	3,702	3.3%	324	2.7%	2.3%
East Dunbartonshire	2,039	1.8%	110	0.9%	2.0%
East Lothian	1,602	1.4%	231	1.9%	1.9%
East Renfrewshire	1,351	1.2%	122	1.0%	1.7%
City of Edinburgh	11,131	9.8%	1163	9.6%	9.3%
Falkirk	3,408	3.0%	341	2.8%	2.9%
Fife	6,614	5.8%	749	6.2%	7.0%
City of Glasgow	17,382	15.3%	1,494	12.3%	11.4%
Highland	4,859	4.3%	710	5.9%	4.2%
Inverclyde	908	0.8%	139	1.1%	1.5%
Midlothian	1,871	1.6%	191	1.6%	1.6%
Moray	2,149	1.9%	280	2.3%	1.7%
North Ayrshire	2,847	2.5%	328	2.7%	2.6%
North Lanarkshire	5,167	4.5%	580	4.8%	6.3%
Orkney	602	0.5%	-	-	0.4%
Perth & Kinross	1,932	1.7%	296	2.4%	2.8%
Renfrewshire	3,529	3.1%	450	3.7%	3.3%
Scottish Borders	3,110	2.7%	375	3.1%	2.2%
Shetland	35	0.0%	-	-	0.4%
South Ayrshire	2,187	1.9%	135	1.1%	2.1%
South Lanarkshire	5,030	4.4%	647	5.3%	6.0%
Stirling	1,241	1.1%	149	1.2%	1.7%
West Dunbartonshire	1,122	1.0%	146	1.2%	1.7%
West Lothian	3,439	3.0%	306	2.5%	3.3%
Western Isles	1,122	1.0%	226	1.9%	0.5%
TOTAL	113,679	100%	12,119	100%	100%

*Source: ONS 2010 Mid Year Estimates - No interviews undertaken in Orkney or Shetland during 2012

Throughout the course of the survey, the numbers of interviews achieved in each local authority area were monitored to ensure adequate coverage and to minimise the under or over representation of any particular areas.

2.2.2 Selection of respondents within sample points

Until June 2009 interviewers aimed to undertake 25 interviews per sample point. However, from July 2009 the increased number of monthly sample points (as described above) meant that the number of interviews undertaken in each point was reduced to 19.

In each sample point interviews were undertaken within interlocking quotas applied on the basis of sex, age, social grade and working status. The target quotas within each 'allocation' of interviews are illustrated in the table below. The targets before and after July 2009 are shown in separate columns.

Table 2. Scottish Opinion Survey interviewer quotas

	Target number of interviews	
	Before July 2009 Total allocation of 25	From July 2009 Total allocation of 19
Sex and working status		
Male, working	7	5
Male, not working	5	4
Women, working	6 or 7	5
Women, not working	6 or 7	5
Age		
16 to 34	8 or 9	6 or 7
35 to 54	8 or 9	6 or 7
55 or over	8 or 9	6 or 7
Social grade		
AB	Minimum of 4	Minimum of 3
C1	Minimum of 6	Minimum of 4
C2DE	Minimum of 12	Minimum of 9

Only one interview was undertaken per household and a random route procedure was adopted within each sampling point requiring a minimum of five households being left between each successful interview. This procedure helps ensure that interviewing in each sample point is not restricted to a small geographic area only containing individuals with similar demographic and lifestyle characteristics¹ thereby reducing the effects of clustering within the sample.

¹ The similar characteristics of people who live in the same neighbourhood is widely recognised and employed in geodemographic segmentation classifications such as ACORN and MOSAIC.

2.3 Timing

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

For illustration, fieldwork dates for the 2012 survey were as follows:

- January 25 – 31 January
- February 22 – 28 February
- March 21 – 27 March
- April 25 April – 1 May
- May 23 – 29 May
- June 20 – 26 June
- July 25 – 31 July
- August 22 – 28 August
- September 26 September – 2 October
- October 25 – 30 October
- November 21 – 27 November
- December 3 – 9 January 2013

3. QUESTIONNAIRE

A copy of the full questionnaire used in the study is included in Annex 1. As some changes were made to the questions asked in September 2005, two versions are included – the version used prior to September 2005 and the version used from that month onward.

3.1 Questionnaire structure and timings from September 2005

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

Table 3 below illustrates the frequency with which each question set has been asked since September 2005 (shaded boxes represent the inclusion of each question set in a survey wave). Note the change from December 2009 in the frequency of inclusion of the questions in set Da. Table 4 overleaf summarises the questions asked in each set.

Table 3. Timing of question sets from September 2005

SET	January	February	March	April	May	June	July	August	September	October	November	December
A												
Aa												
B												
C												
D												
Da 9/05 to 9/09												
Da 12/09 to 1/13												

Table 4. Questions included in each question set from September 2005

<p><u>SET A</u></p> <p>1 How often visited the outdoors in Scotland in the last 12 months</p> <p>3 Number of visits in the last 4 weeks</p> <p>4 Main activity on last visit</p> <p>6 Type of place visited on last trip – town/city, countryside etc</p> <p>7 Detailed type of place visited on last trip – woodland/forest etc</p> <p>8 If more than one detailed place at 7, the one visited for the longest time</p> <p>14 Duration of visit</p> <p><u>SET Aa</u></p> <p>17 Party composition</p> <p>18 Number of adults in party</p> <p>19 Number of children in party</p> <p>20 Whether accompanied by a dog</p> <p><u>SET B</u></p> <p>5 Participation in other activities, in addition to main activity</p> <p>9 Use of paths/ networks of paths</p> <p>10 Use of waymarking on paths</p> <p>11 Whether last visit was from home or whilst on holiday away from home</p> <p>15 Local Authority area visited</p>	<p><u>SET C</u></p> <p>2 Reasons for not making any visits to the outdoors</p> <p>12 Means of transport</p> <p>13 Distance travelled on visit</p> <p>16 Frequency of visits to destination</p> <p>21-31 Expenditure</p> <p><u>SET Da</u></p> <p>32 Awareness of new legislation*</p> <p>33 Awareness of Scottish Outdoors Access Code (SOAC)</p> <p>34 Who SOAC is aimed at</p> <p>35 What the SOAC asks of visitors to the outdoors</p> <p>36 What the SOAC asks of land managers and farmers</p> <p><u>SET D</u></p> <p>37 Problems encountered on outdoor visits</p> <p>38 Need, if any, to change route and reasons</p> <p>39 Experience of other people behaving irresponsibly in the outdoors.</p>
--	---

* This question was dropped after September 2009

Note: Numbers in the table refer to the question order in the survey

3.2 Questionnaire structure and timings before September 2005

Prior to September 2005, the frequency of questions varied from the patterns described in Section 3.1 and some of the questionnaire content was different. Table 5 below illustrates the timings of the different question sets from the first month of the survey in July 2003 to August 2005.

The questions included in each of the sets during this period are shown in Table 6 overleaf.

Table 5. Timing of question sets before September 2005

SET	2003						2004												2005									
	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August		
A																												
B																												
C																												
D																												

Table 6. Questions included in each question set before September 2005

<p><u>SET A</u></p> <p>1a Any visits to the outdoors in Scotland in the last 12 months</p> <p>1bi Average frequency of visiting the outdoors in the summer months</p> <p>1bii Average frequency of visiting the outdoors in the winter months</p> <p>2 Number of visits in the last 4 weeks</p> <p>4 Main activity on last visit</p> <p>6 Type of place visited on last trip – town/city etc</p> <p>7 Detailed type of place visited on last trip – woodland/forest etc and,</p> <p>8 If more than one detailed place at 7, the one visited for the longest time</p> <p>14 Duration of visit</p> <p>17 Party composition</p> <p>18 Number of adults in party</p> <p>19 Number of children in party</p> <p>20 Whether accompanied by a dog</p> <p><u>SET B</u></p> <p>5 Participation in other activities</p> <p>9 Use of paths/ networks of paths</p> <p>10 Use of waymarking on paths</p> <p>11 Whether last visit was from home or whilst on holiday away from home</p> <p>15 Local authority area visited*</p>	<p><u>SET C</u></p> <p>2 Reasons for not making any visits to the outdoors</p> <p>9 Visits to designated areas – National Parks etc</p> <p>12 Means of transport</p> <p>13 Distance travelled on trip</p> <p>16 Frequency of trips to destination</p> <p>21-31 Expenditure</p> <p><u>SET D</u></p> <p>32 Awareness of new legislation</p> <p>33 Awareness of Scottish Outdoors Access Code (SOAC)</p> <p>34 Who code is aimed at</p> <p>35 What the SOAC asks of visitors to the countryside</p> <p>36 What the SOAC asks of land managers and farmers</p> <p>37 Problems encountered on outdoor visits</p> <p>38 Need, if any, to change route and reasons</p> <p>39 Experience of other people behaving irresponsibly in the outdoors</p>
---	---

*Local authority area visited included in Set A until August 2004 and not asked in January or July 2005

Note: Numbers in the table refer to the question order in the survey

3.3 Sample sizes achieved by question set

Table 7 below illustrates the numbers of interviews achieved by month following the questionnaire structure change in September 2005 until the end of fieldwork and during the final survey year. The sample sizes are provided as a whole and for each of the sub-sets of questions. The timings of the questions ensured coverage for all of the subjects asked about at different times of the year with large enough sample sizes to permit detailed analysis of the results.

Table 7. Achieved sample sizes by month and question set

	Interviews achieved September 2005-2012	Interviews achieved 2012
January	6,569	1,011
February	6,607	1,007
March	7,191	1,047
April	7,260	1,002
May	7,217	1,008
June	6,622	1,037
July	6,688	1,006
August	7,059	992
September	8,152	1,008
October	8,107	1,007
November	7,870	982
December	8,184	1,012
Total	87,553	12,119
Set A	87553	12,119
Set Aa	43,714	6,062
Set B	28,651	4,026
Set C	28,753	3,989
Set D	30,149	4,104

4. MEASUREMENT OF QUESTIONNAIRE CHANGE

4.1 Background

A new contract to continue to run the Scottish Recreation Survey commenced in September 2005 and, as mentioned in Section 3, included some changes to the questionnaire. These included changes to the wording of the initial questions. These questions identified whether respondents had undertaken any outdoor recreation visits during the previous 12 months and the number of times they had participated in the previous 4 weeks. The main reasons for these changes were to manage the length of the questionnaire and to seek cost efficiencies.

Also, from September 2005, the ScRS questions were consistently placed as the first series of questions in the monthly omnibus survey (with the exception of occasional very short sections of political polling questions). Prior to that date, the ScRS positioning in the questionnaire varied and, in certain months, followed questions on other subjects.

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 mean number of visits reported had also increased.

4.2 Calibration exercise

TNS were asked by SNH to undertake a calibration exercise during the typically high participation months of June and July 2006 and lower participation months of January and February 2007. During each of these four months, half of the sample was interviewed using the original questionnaire design (i.e. pre September 2005) while the other half was interviewed using the new design. The sampling procedure was established to ensure that the demographic and geographic profile of the samples interviewed using both sets of questions were as similar as possible and interviewing was undertaken over identical time periods. Over the four months of the exercise some 4,103 interviews were completed - 2,018 using the original questionnaire design and 2,085 using the new design.

During the four months of surveying undertaken for the purposes of this exercise, it was found that:

- In all four months of surveying, a larger percentage of those responding to the new questionnaire stated that they had taken visits in the twelve 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 surveying, a larger percentage of those responding to the new questionnaire stated that they had taken visits in the four weeks prior to the interview. However, further analysis showed that there was not enough evidence to say that this was a significant difference.
- In three of the four months of surveying, the mean number of visits reported per respondent was higher amongst those interviewed using the new questionnaire. However, further 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 was recommended that there was no attempt to adjust the results pre-questionnaire change. This is because there was no reliable way to estimate the difference

due to the clustering of the three data points and the unusual data point. If the data had been more evenly spread, a more reliable estimation could have been made.

The results from the questions regarding participation and the number of visits taken in the four weeks prior to interview showed that there was not enough evidence to say that there was a significant difference in the data collected by 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.

Therefore, it is recommended that results regarding participation levels based upon data collected before September 2005 should not routinely be presented alongside those collected more recently. If these results are presented, they should be accompanied by an explanatory note regarding the questionnaire change, possible impact and a reference to the calibration exercise.

Accordingly, results relating to the participation and volume and value estimates covering periods prior to September 2005 have not been included in annual reports since 2007. It was also recognised that some of the results collected prior to September 2005 regarding the profile of visitors and visits to the outdoors, as well as results regarding the Scottish Outdoor Access Code, may have been affected by the questionnaire change in September 2005. However, as these results do not appear, in general, to have been so directly affected by the questionnaire change, results for these questions from 2004 and 2005 are presented in all the annual reports. It is recommended that any changes identified and conclusions drawn from any such results (based on responses before and after the question change) are qualified to reflect the questionnaire change in September 2005.

A report of the full findings of the calibration exercise has been produced and is available under a separate cover (Costley, T, TNS, 2008).

5. ANALYSIS OF DATA

5.1 Weighting of survey data

5.1.1 Demographic weighting

As described in Section 2.2 interviews for the survey were undertaken using a quota sampling approach. Following this approach meant that, in each month of the survey, the final sample of respondents broadly reflected the Scottish adult population in terms of sex, age, working status and social grade. At the analysis stage, demographic weighting was then applied to correct for any variations which existed between the sample and the Scottish adult population. Therefore the final weighted outputs from the survey could be considered as representative of the Scottish adult population.

Following the completion of each month's fieldwork, all of the data collected in the Scottish Opinion Survey is weighted using sex, age, social grade and working status profiles of the Scottish adult population. These weighting targets are taken from the most accurate and up to date sources available - the National Readership Survey (NRS) outputs and, in more recent years, the Broadcasters' Audience Research Board Establishment Survey. These sources are used rather than Census data as they are updated on an annual basis, include information on the social grade profile of the Scottish adult population and are considered to be the most representative sources of data available on the current profile of the Scottish adult population.

Table 8 provides details of the unweighted sample profile and the targets used to weight the survey data across the entire survey period and for the last survey year.

Table 8. Scottish Opinion Survey – unweighted and weighted sample profile

	Interviews achieved 2003-2012		Interviews achieved 2012	
	Unweighted sample profile	Weighting targets	Unweighted sample profile	Weighting targets
Sex and working status				
Working men	26%	29%	25%	30%
Non-working men	20%	19%	21%	18%
Working women	24%	24%	23%	25%
Non-working women	30%	28%	31%	27%
Age				
16-24	11%	14%	10%	14%
25-34	15%	15%	15%	15%
35-44	18%	18%	15%	18%
45-54	17%	17%	17%	18%
55-64	15%	15%	17%	15%
65+	24%	21%	26%	20%
Social Grade				
AB	18%	21%	16%	19%
C1	28%	28%	25%	27%
C2	21%	21%	21%	22%
DE	34%	29%	38%	31%

Rim weights are applied to each of the respondents included in the annual analysis to bring the sample distribution of each of these demographic variables into line with the population distribution.²

5.1.2 *A revised approach*

In the analysis undertaken for the 2007 Annual Report onwards the approach used to weight data was revised. Following discussions with SNH and FCS it was agreed that it would be beneficial to apply an additional level of weighting to data relating to the respondent's most recent outdoor recreation visit, as collected in questions 4 to 31, 37, 38 and 39 (see questionnaire in Annex One). This visit weighting was applied in addition to the demographic weighting applied in previous years which corrected variations between the demographic profile of the survey sample and the Scottish adult population. The data collected in other questions continued to be weighted using the demographic weighting only.

In the questions regarding the most recent outdoor recreation visits, all respondents who had taken any outdoor recreation visits in the 4 weeks prior to interview were asked to provide the details of a single visit – the one they have taken most recently. This approach collected 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 4 week recall period. Within this sample the types of visits taken by frequent participants were under-represented while those taken by infrequent participants were over-represented. For example, someone who took a visit every day provided details of one of their 28 visits while someone who took a visit once a week provided details of one of their 4 visits.

The weighting approach was revised to make the results of these questions more representative of *all* of the visits taken during the survey period. This was achieved by upweighting the data by a factor equal to the number of visits taken by the respondent in the 4 weeks prior to interview. For example, the responses provided by a respondent who had taken 4 visits in the 4 week period were upweighted by a factor of 4 while the responses of a respondent who had taken 28 visits were upweighted by a factor of 28.

This amended weighting procedure was applied to all of the 2004, 2005, 2006 and 2007 visit profile results contained in the 2007 and subsequent annual reports. This change had the greatest impact upon results relating to duration of visit, distance travelled, transport used and expenditure during visits. This change also had an impact upon the estimated levels of accuracy of certain survey results, as described in Section 6.

Further details of the two stages of the weighting procedure are provided below.

5.1.3 *Visit weighting*

As mentioned above, each respondent's responses to questions 4 to 31, 37, 38 and 39 were weighted by the value they provided in response to Question 3 "How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks?" Therefore a person who had made two visits over the last four weeks would have a visit weight of two. An overall weight (i.e. the combination of the demographic and visit weight) is calculated by multiplying the demographic weight by the visit weight. For example, the overall weights calculated for each of the following three respondents would be as follows:

² Rim-weighting uses a mathematical algorithm to provide an even distribution of results across the entire dataset whilst balancing demographic variables to pre-determined totals. It weights the specified characteristics simultaneously and disturbs each variable as little as possible.

Table 9. Calculation of survey weights

Respondent number	Demographic weight	Q3 How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks? Visit weight	Overall weight
1	1.548043	1	1.548043
2	0.901088	4	3.604352
3	1.121425	5	5.607125

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

5.1.4 June and July 2006 and January and February 2007 data

As described previously, approximately half of the interviews undertaken in June and July 2006 and January and February 2007 were used in the final annual data analysis (the other half of interviews used a variation of the questionnaire as part of the calibration exercise described in Section 4.2). To ensure the equal representation of the smaller samples of data collected during these months within the annual datasets for 2006 and 2007, all responses were upweighted by a factor of around 2. This weighting was applied in addition to the survey weights described already.

5.2 Production of volume and value estimates

The results of the survey have been used to calculate estimates of the total volume of outdoor recreation visits by applying results to population estimates. The stages followed to obtain these estimates are described below.

5.2.1 Estimating volume of visits taken over 12 months

In every month of the survey, all respondents who stated that they had taken any outdoor recreation visits during the previous 12 months were asked how many visits they had taken during the 4 weeks prior to the interview (see Q3 in Annex One). To obtain an estimate of the total volume of visits taken during each month, the following series of calculations were undertaken (data from January 2012 is provided as an example in Table 10).

Table 10. Estimating the volume of visits taken in January 2012

	Source	Symbol	Estimate
Average proportion of survey respondents taking visits in 4 weeks prior to interview.	ScRS result	A	50.5%
Scottish adult population	2001 census	B	4.1 million adults
Estimated number of Scottish adults taking outdoor recreation visits during survey period.	$A \times B$	C	2.1 million adults
Average number visits taken during 4 weeks (28 days) prior to interview.	ScRS result	D	11.2 visits per adult
Estimated total volume of visits taken during 4 weeks (28 days) prior to survey period	$C \times D$	E	23.2 million visits
Estimated total volume of visits taken per day over survey period.	$E \div 28$	F	830,000 visits
Estimated total volume of visits taken during January 2012	$F \times 31$	G	25.7 million visits

The same series of calculations were undertaken each month. The 2012 monthly estimates are given in Table 11 as an example:

Table 11. Estimates of total monthly visits during 2012

	Estimated visits
January 2012	25.7m
February 2012	20.6m
March 2012	24.8m
April 2012	19.6m
May 2012	26.9m
June 2012	26.0m
July 2012	24.4m
August 2012	24.0m
September 2012	30.2m
October 2012	24.0m
November 2012	24.5m
December 2012	26.1m

The annual estimate of **296.8 million visits** taken during 2012 is the sum of these estimates.

5.2.2 Estimating volume of visits to different destination types

To obtain estimates of the annual volume of visits taken to the different types of destinations recorded at questions 6 and 7 (see Annex One) the weighted results of these questions have been applied to the estimates of the total volume of visits taken (e.g. 296.8 million visits in 2012).

For example, in 2012 respondents who made 36% of all visits indicated that their most recent outdoor recreation visit had been to a town or city destination. Respondents who

made 51% of all visits had visited a countryside destination and those who made 13% of visits had visited the seaside. Taking these weighted results as representative of all visits, these percentages were applied to the estimate of all visits to obtain the following:

Town and city destinations 36.17% x 296.8m = **107.3 million**
Countryside destinations 50.6% x 296.8m = **150.2 million**
Seaside destination 13.19% x 296.8m = **39.1 million**

The same approach was used to obtain estimates of trips taken to the more detailed types of destination as recorded at question 7.

5.2.3 *Estimating value of visits*

The survey also asked respondents to provide estimates of the total amount of money, if any, spent during their most recent outdoor recreation visit. Amounts spent on food and drink, fuel, car parking, public transport fares, equipment purchase and hire, maps and other information, and gifts/ souvenirs were recorded individually.

These data were then analysed to obtain an estimate of the average amount spent per visit. For example, during 2012 this average, including those who did not spend anything, was an estimated **£8.90 per visit**.

To obtain an estimate of the total amount spent on all outdoor recreation visits taken during the full 12 month period, this amount was applied to the estimated 296.8 million visits to obtain an estimated total spend of **£2.6 billion**.

5.3 **Production of results at local authority level**

The sampling scheme for the Scottish Opinion Survey is designed to provide results at a national level. In some local authority areas, the annual sample size of respondents is small and/or there is an uneven spread of interviews across all four quarters of the year. Aggregating local authority responses over a 3 year period increases the sample sizes at local authority level and evens out the distribution of interviews across the year for some, but not all, local authorities, allowing for some sub-national level analysis to be undertaken.

A key result which generates interest at the local authority level is the frequency of participation in outdoor recreation during the 12 months prior to interview. This measure forms the basis of the Scottish Government National Indicator (NI), to 'Increase people's use of Scotland's outdoors'

For the production of the 2008 Annual Report, SNH and FCS statisticians reviewed the accuracy of this frequency of participation result at the local authority level. To take account of the uneven distribution of sampling across each quarter, an approach to weighting the local authority level data was agreed and the margins of error associated with the frequency of participation results for each area were estimated.

On the basis of this exercise, it was decided to produce estimates of weekly participation once every three years (based on separate three year averages) for those local authorities where the estimate was correct to within, or equal to +/-5%. The participation estimates included in the 2008, 2009 and 2010 annual reports are for the period 2006 – 2008; the estimates included in the 2011 and 2012 annual reports are for the period 2009 – 2011.

A similar assessment was also undertaken to estimate the proportion of visits made within each respondent's own local authority.

6. LEVELS OF ACCURACY

As described in Section 2.2, the Scottish Opinion Survey follows a non-probability, quota sampling approach³ with strict controls in place to ensure that the sample achieved each month is representative of Scotland's adult population.

The major benefit of this approach is the consistency in the sampling and weighting procedures followed each month which permits the longitudinal tracking of trends such as levels of participation in outdoor recreation visits or awareness of the Scottish Outdoor Access Code.

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

At the outset of this study, when the sampling approach was agreed, this shortcoming of quota sampling was considered against the issue of non-response which would have been likely to occur had probability sampling methods been employed. On balance, it was agreed that quota sampling would provide the most cost effective approach to achieving the objectives of the Scottish Recreation Survey.

The estimated level of accuracy of results is primarily dependent on the size of the sample. Whilst the total analytical sample is approximately 12,000 per year, the rotation of questions between survey waves means that some questions are asked of a lower number of potential respondents than others, as illustrated in Tables 3 and 5. Furthermore, the questionnaire routing means that a number of the questions are only asked if the respondent has taken any outdoor recreation visits in the previous 4 weeks. For example, during 2012, 6,292 respondents had taken one or more outdoor recreation visits in the 4 weeks prior to interview and provided details of these visits.

As a result of these variations the margins of error associated with the findings presented in the annual reports also vary. Table 12 provides estimates of the range associated with some of the key results for 2012:

³ A non-probability sample is a sample in which the selection of respondents is based on factors other than random chance.

Table 12. Estimated range associated with key results for 2012

Volume estimates

	Estimate	Estimated range	
		Low	High
Annual volume of visits	297m	277m	317m
Park or open space	121m	113m	130m
Beach/cliff	42m	34m	49m
Village	24m	20m	29m
River/canal	24m	20m	28m
Farmland	25m	21m	29m
Mountain/hill/moorland	29m	21m	38m
Wildlife area	16m	12m	20m
Woodland/forest managed by FC	27m	22m	32m
Other woodland/forest	37m	32m	42m
Sea/sea loch	21m	13m	29m
Loch	12m	9m	14m

Percentage results

	Estimate	Estimated range	
		Low	High
Percentage of population taking at least one trip to the outdoors in last 12 months	79%	79%	80%
Percentage of population normally taking trips to the outdoors at least once a week	42%	41%	44%

Confidence intervals for those questions weighted using demographic weighting only (see section 5.1) have been estimated as being 1.5 times those which would occur with an equivalent sized simple random sample. However, due to the additional design effect caused by the application of the visit weighting, confidence intervals for these questions are estimated as being 2.5 times those which would occur with an equivalent sized simple random sample. Table 13 lists the questions weighted using demographic weights only and those weighted using both demographic and visit weighting.

Table 13. Application of demographic and visit weighting

Demographic weighting only	Demographic and visit weighting
Percentage of population taking visits in previous 12 months (Q1)	Activities undertaken (Q4, Q5)
Reasons for not taking visits (Q2)	Visit destinations (Q6,Q7,Q8)
Percentage of population taking visits in previous 4 weeks (Q3)	Use of paths, signposts and waymarking (Q9,Q10)
Awareness of access legislation (Q32)	Whether visit was from home (Q11)
Awareness of SOAC (Q33)	Transport used (Q12)
Understanding of SOAC (Q34, Q35, Q36)	Distance travelled (Q13)
	Duration of visit (Q14)
	Areas visited (Q15)
	Previous visits to destination (Q16)
	Party composition (Q17,Q18,Q29,Q20)
	Expenditure (Q21 to Q31)
	Problems encountered (Q37)
	Altering route (Q38)
	Encountering inappropriate behaviour (Q39)

The margins of error associated with results weighted using the demographic weighting only and results weighted using both demographic and visit weighting are provided in Tables 14 and 15.

Table 14 provides the margins of error associated with an individual result given a range of different sample sizes⁴. For example where the sample size is in excess of 10,000 respondents, the data collected from Question 1 (how often the population has taken visits to the outdoors in the last 12 months) is accurate to around +/-1% at the 95% confidence interval. In other words, a hypothetical result of 50% would have a range from 49% to 51%.

⁴ These margins of error relate only to results which are expressed in the report as a percentage (i.e. they cannot be applied to other measures such as average distance or trip duration or estimates of total visits or expenditure).

Table 14. Margins of error associated with an individual result

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

Table 15 provides an indication of when the differences between two results may be considered to be statistically significant (for example, when comparing two results obtained in different years of the survey). For example, when comparing two percentages where both sample sizes are around 6,000, a difference of +/-2% or more can be considered to be statistically significant when results have been weighted using demographic weighting only.

Table 15. Margins of error when comparing two percentages

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

Again, it should be noted that these margins of error are intended to be indicative only. The margins of error shown are all for a hypothetical result of 50% at the 95% confidence levels (e.g. a margin of error of +/-4% in Tables 12 or 13 represents a range from 46% to 54%). For results of below or above 50% the margin of error is smaller in terms of percentage points.

7. REFERENCES

Costley, T. (NFO System 3), 2003. Scottish Recreation Day Visit Pilot 2002. *Scottish Natural Heritage Commissioned Report F02AA614*

Wilson, V. & Stewart, D. (TNS), 2010. Scottish Recreation Survey: Technical Report. *Scottish Natural Heritage Commissioned Report No. 357*

Wilson, V. & Stewart, D. (TNS), 2008. Scottish Recreation Survey: Calibration Exercise. *Scottish Natural Heritage Commissioned Report No. 296*

ANNEX 1: FULL QUESTIONNAIRE

Version used since September 2005

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 to 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.)

ANNEX 1 (continued)

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 Hillwalking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountain biking
- 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

ANNEX 1 (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 Hillwalking\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)

ANNEX 1 (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

ANNEX 1 (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

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 More than 80 miles

ANNEX 1 (continued)

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

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?

ANNEX 1 (continued)

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.

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.

ANNEX 1 (continued)

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)

Question 32 (NB This question was dropped after September 2009)

Are you aware of legislation affecting your right of access to the outdoors for informal recreation?

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

Question 33

Have you heard of the Scottish Outdoor Access Code?

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

Question 34

Can you tell me who the Scottish Outdoor Access Code is aimed at?

- 1 General public who use the countryside
- 2 Active recreational participants
- 3 Farmers\ landowners\ land managers
- 4 Public bodies (e.g. Government agencies, Local Authorities)
- 5 Other

ANNEX 1 (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 or 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

ANNEX 1 (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

ANNEX 1 (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

ANNEX 1 *(continued)*

Version used from June 2003 to August 2005

Question 1a

First of all, have you made any visits to the outdoors for leisure and recreation in Scotland in the last 12 months? This leisure trip 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 to open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

- 1 Yes
- 2 No
- 3 Don't Know

Question 1b

Still thinking about the last 12 months how often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months in the summer months of April-September?

- 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

Question 1c

Still thinking about the last 12 months how often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months in the winter months of October-March?

- 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

ANNEX 1 (continued)

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.)

ANNEX 1 (continued)

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 Hillwalking\mountaineering
- 5 Cycling - on public roads
- 6 Cycling - on paths and tracks
- 7 Cycling - not on paths and tracks or roads
- 8 Mountain biking
- 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

ANNEX 1 (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 Hillwalking\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)

ANNEX 1 (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

ANNEX 1 (continued)

Question 9

On this visit, was your main destination one of these types of designated areas, listed on this card?

IF YES: Which of these designated areas was your main destination?

- 1 Country Park
- 2 Regional Park
- 3 National Park (Loch Lomond and the Trossachs of Cairngorms)
- 4 National Nature Reserve
- 5 Local Nature Reserve or wildlife sanctuary
- 6 Long Distance Route (Great Glen Way, West Highland Way, Southern Upland Way, Speyside Way)
- 7 Forest Park
- 8 No – was not a designated area
- 9 Don't know if it was a designated area

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

ANNEX 1 (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 More than 80 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

ANNEX 1 (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.

ANNEX 1 (continued)

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.

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.

ANNEX 1 (continued)

Question 31

The total amount is around £ [answer depending on routing].

Is this correct?

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

Question 32

Are you aware of legislation affecting your right of access to the outdoors for informal recreation?

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

Question 33

Have you heard of the Scottish Outdoor Access Code?

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

Question 34

Can you tell me who the Scottish Outdoor Access Code is aimed at?

- 1 General public who use the countryside
- 2 Active recreational participants
- 3 Farmers\ landowners\ land managers
- 4 Public bodies (e.g. Government agencies, Local Authorities)
- 5 Other

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

ANNEX 1 (continued)

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 or 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

ANNEX 1 (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

ANNEX 1 (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

www.snh.gov.uk

© Scottish Natural Heritage 2013
ISBN: : 978-1-85397-993-8

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