

Public Opinion of Forestry 2013, Scotland

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Introduction

The Forestry Commission has conducted biennial surveys of public attitudes to forestry and forestry-related issues since 1995. These surveys are used to inform and monitor policy development.

This publication presents results for Scotland from the Scottish Public Opinion of Forestry Survey 2013 on:

- Forestry in the media;
- Benefits of forestry;
- Climate change;
- Wood as a fuel;
- Woodland recreation;
- Health and wellbeing;
- Woodland recreation opportunities;
- Changes to woodland;
- Woodland learning activities; and
- Tree health.

A copy of the questionnaire used in this survey, giving complete wording of questions and response options, is provided in the Annex at the end of this report.

Surveys have also been run across the UK (to provide results for the UK and for England) and in Wales. Separate reports, providing results from these surveys, are available for the UK and England and for Wales.

Results from the 2013 survey are published for the first time in this release. Figures for earlier years have not been revised from those previously released. For further details, see the Revisions section of the Annex.

As the data are obtained from a sample survey, there is a range of uncertainty (confidence interval) associated with any results produced. Any differences highlighted in the text are statistically significant at the 95 per cent confidence level unless otherwise stated. For further details, see the Data Sources and Methodology and the Quality sections of the Annex.

Key findings

In Scotland:

- Around **one half** of Scottish adults have seen or read about Scottish forests, woods or trees on television, radio or in newspapers in the last 12 months.
- Around **nine in ten** respondents believed that there was at least one benefit of forestry worth supporting with public money.

On **climate change**:

- **72%** agree or strongly agree that 'trees are good because they remove carbon dioxide from the atmosphere and store it in wood'.
- **81%** agree or strongly agree that 'a lot more trees should be planted'
- **40%** agree or strongly agree that 'cutting down forests and woodland makes climate change worse, even if they are replanted'.
- **11%** use wood as fuel in their home.
- Around **three quarters** of respondents have visited forests or woodlands in the last few years.
- Around **one half** of respondents would like to see more woodland in their part of Scotland.
- **One in five** respondents said that they or a family member had attended an organised learning activity or event to do with woodlands in the last 12 months.

On **tree health** (new in 2013):

- Around **two-thirds** agree or strongly agree that 'everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases' and 'would be willing to look out for and report sightings of pests and diseases on trees, if appropriate information and advice was available to [them]'.
- Around **one fifth** agree or strongly agree that 'there is very little that anyone can do to prevent the spread of damaging tree pests and diseases'.

Forestry in the media

Respondents were asked whether they had seen or read about Scottish forests, woods or trees on television, radio or in the newspapers in the last twelve months.

Around one half (50%) of Scottish adults in 2013 recalled seeing or reading about at least one topic (Table 1). The most commonly identified topics were 'tree pests and diseases' (recalled by 22% of respondents), 'birds and other animals in woodlands' (20%), 'forests and woodlands as places to visit' (19%) and 'tree planting' (18%).

The proportion of respondents in 2013 who recalled seeing or reading about 'tree pests and diseases' (22%), represents a significant increase over the 2011 figure (8%). This follows considerable media coverage on the Chalara dieback of Ash during the recall period.

Table 1: Respondents who had seen or read about Scottish forests, woods or trees in the last 12 months

	Percent of respondents				
	2005	2007	2009	2011	2013
Tree pests and diseases	3	7	5	8	22
Birds and other animals in woodlands	8	23	16	17	20
Forests and woodlands as places to visit	6	22	14	18	19
Tree planting	9	27	18	19	18
Public rights of access to woodlands	15	35	15	22	16
Loss of ancient or native woodlands	5	13	6	12	12
Forests and woodlands helping to tackle climate change	..	25	8	12	11
Community woodlands	4	13	7	9	11
Restoration of ancient or native woodlands	4	13	6	10	11
Protests about roads or other developments on woodlands	6	19	9	13	10
Woods in and around towns, new local woods, improved local access	4	11	7	8	9
Creation of new native woodlands	4	11	4	8	8
Flowers and other plants in woodlands	4	13	10	7	8
Wood for fuel, short rotation coppice	2	8	4	7	7
Labelling/certification of wood products	1	6	2	3	3
Government selling off of forests/woodlands	2	0
Other	1	1
At least one topic	26	58	44	48	50

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001).
2. .. denotes data not available (statement not included in that year's survey).
3. Respondents could select more than one topic.

Benefits of forestry

The Scottish Government provides grants to plant new woodland and to manage existing woodland for public benefit. Respondents were asked to select, from a list of possible public benefits, good reasons to support Scottish forestry with public money.

Table 2 shows that, in 2013, 89% of respondents believed there was at least one benefit of forestry worth supporting with public money. As in previous years, the top reason to support forestry in Scotland with public money was 'to provide places for wildlife to live' with 63% of respondents in 2013 selecting this as a benefit. 'To improve the countryside landscape' and 'to provide places for recreation' (both 50%) were also seen as important reasons to support forestry with public money.

Table 2: Reasons to support forestry with public money

Reason	Percent of respondents				
	2005	2007	2009	2011	2013
To provide places for wildlife to live	39	67	43	65	63
To improve the countryside landscape	31	56	31	48	50
To provide places for recreation ie: walking, cycling, horse riding	32	53	50
To help tackle climate change	..	57	40	46	42
To provide places for families to play	23	43	42
To support the economy in rural areas	37	46	34	40	42
To provide places for relaxation and stress release	23	49	21	43	41
To provide renewable energy including wood as fuel	29	36	21	34	37
To improve the appearance of towns and cities	20	33	35
So that Scotland can buy less wood products from abroad	30	32	23	29	34
To provide places for learning	19	33	34
To provide timber for sawmills and wood processing	22	28	15	25	31
To restore former industrial land	22	36	14	26	29
At least one reason	79	90	79	91	89

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001).
2. .. denotes data not available (statement not included in that year's survey).
3. Respondents could select more than one reason.

Climate change

Respondents were asked to indicate their level of agreement with two sets of statements related to woodlands and climate change.

Woodlands' impact on climate change

Respondents were asked about their level of agreement with a set of statements regarding the ways in which forests and woodlands in Scotland can impact on climate change.

Table 3 shows that the highest levels of agreement, where respondents selected 'Strongly agree' or 'Agree', were with the following statements:

- 'Trees are good because they remove carbon dioxide from the atmosphere and store it in wood' (72% agreed);
- 'Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding' (66% agreed).

The lowest levels of agreement were with the following statements:

- 'Using wood for fuel makes climate change worse because it releases carbon dioxide' (29% agreed);
- 'Cutting down forests and woodland makes climate change worse, even if they are replanted' (40% agreed).

Table 3: Ways in which forests and woodlands can impact on climate change

	Percent of respondents who agree or strongly agree		
	2009	2011	2013
Trees are good because they remove carbon dioxide from the atmosphere and store it in wood	77	77	72
Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding	63	69	66
Using wood for fuel is better for climate change than using fuels such as coal and gas	44	50	52
Using wood for building is better for climate change than using materials such as concrete and steel	47	50	50
Scotland could offset all its greenhouse gas emissions by planting more trees	52	51	47
Cutting down forests and woodland makes climate change worse, even if they are replanted	43	48	40
Using wood for fuel makes climate change worse because it releases carbon dioxide	29	36	29

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2009 (1,040), 2011 (1,018), 2013 (1,001).

Forest management in response to climate change

Respondents were presented with a series of statements regarding the way in which Scottish forests and woodlands should be managed in response to the threat of climate change.

Table 4 shows that the majority of respondents agreed or strongly agreed that:

- 'A lot more trees should be planted' (81% in 2013);
- 'More information should be provided about the ways in which wood can be used to lessen our impact on the environment' (79%); and that
- 'Different types of trees should be planted that will be more suited to future climates' (70%).

Conversely, few respondents agreed or strongly agreed that:

- 'There is nothing anyone could do that would make any difference' (15%);
- 'Trees should not be felled in any circumstances, even if they are replaced' (17%); and
- 'No action is needed; let nature take its course' (20%).

Table 4: Management of Scottish forests in response to the threat of climate change

	Percent of respondents who agree or strongly agree		
	2009	2011	2013
A lot more trees should be planted	77	80	81
More information should be provided about the ways in which wood can be used to lessen our impact on the environment	82	80	79
Different types of trees should be planted that will be more suited to future climates	69	67	70
No action is needed, Let nature take its course	8	19	20
Trees should not be felled in any circumstances, even if they are replaced	16	18	17
There is nothing that anyone could do that would make any difference	9	12	15

Source: Scotland Public Opinion of Forestry Surveys.

Note:

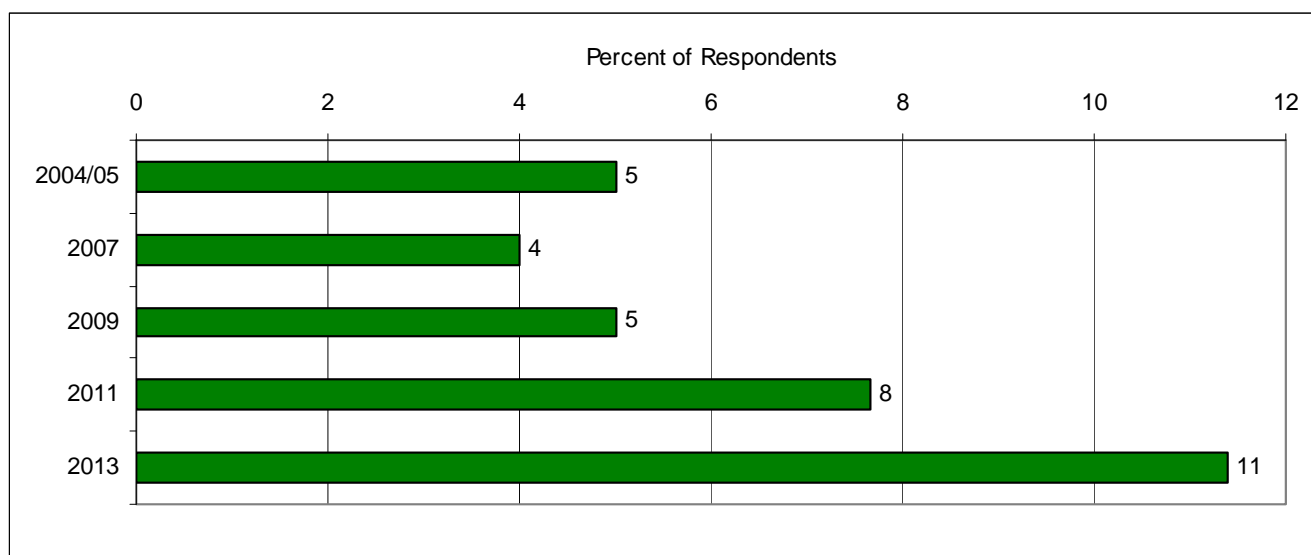
1. Figures are based on all respondents: 2009 (1,040), 2011 (1,018), 2013 (1,001).

Wood as a fuel

All respondents were asked to state whether or not they use wood as a fuel in their home, either on its own or with other fuels. The question had been asked in the 2007, 2009 and 2011 surveys, and in a woodfuel consumption study in Scotland in 2004/05.

Around one in nine respondents in Scotland (11%) reported that they use wood as a fuel (Figure 1). This was not significantly different from the results in 2011, but represents a significant increase on the figures for earlier years.

Figure 1: Use of wood as a fuel in the home



Source: Scotland Public Opinion of Forestry Surveys, Woodfuel Consumption Study 2004/05.

Note:

1. Figures are based on all respondents: 2004/05 (4,006), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001).

Respondents who said they used wood as a fuel were asked three further questions. The following was reported in 2013:

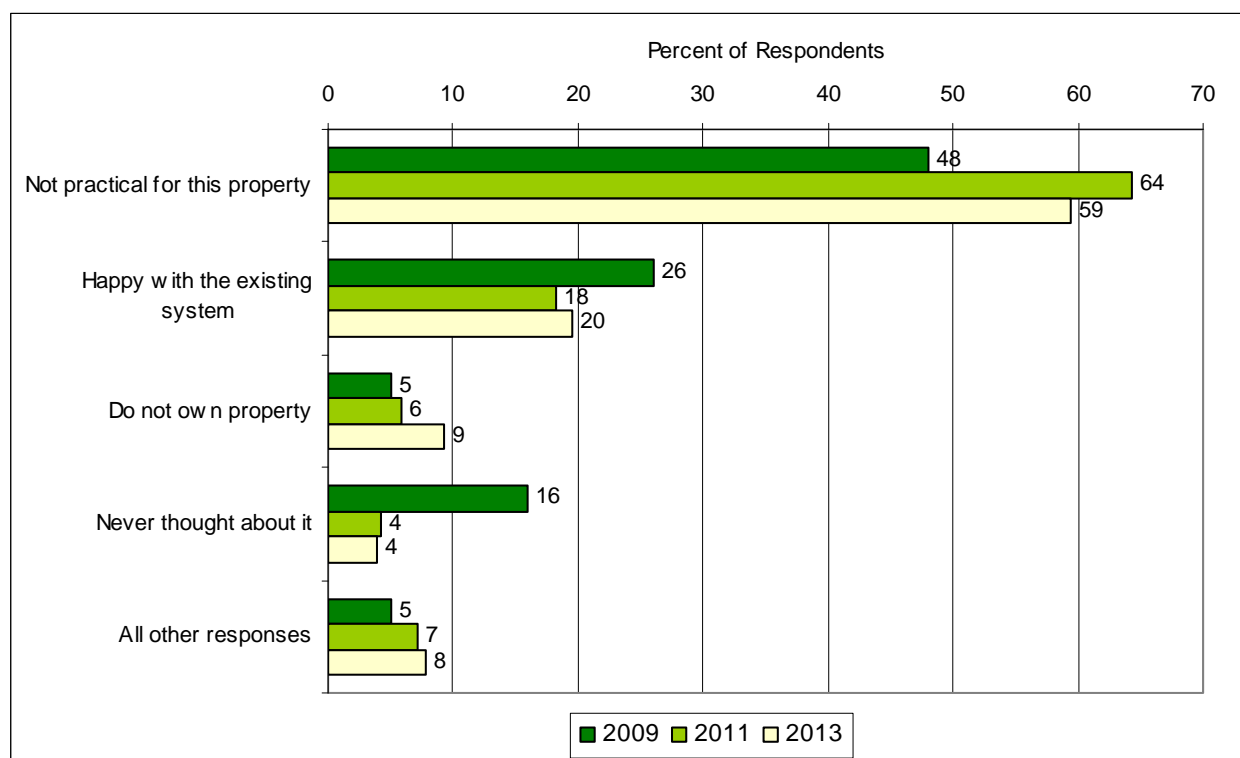
- The majority of those using wood as a fuel gather it themselves (47%) while the remainder bought it either 'a few bags at a time' or 'by the truckload' (both 26%);
- Most (62%) said they use wood as a fuel regularly while the remainder would class themselves as occasional users;
- 22% of wood fuel users said they use wood as the main fuel for heating their home, while the rest mainly use something else.

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Respondents who said they did not use wood as a fuel were asked to give the main reason why not. Figure 2 shows that the most common reasons cited by respondents who do not use wood as a fuel, either on its own or with other fuels, were:

- 'Not practical for this property' (59%) and
- 'Happy with the existing system' (20%).

Figure 2: Main reason for not using wood as a fuel in the home



Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on respondents who do not use wood as a fuel: 2009 (992), 2011 (940), 2013 (887).

Woodland recreation

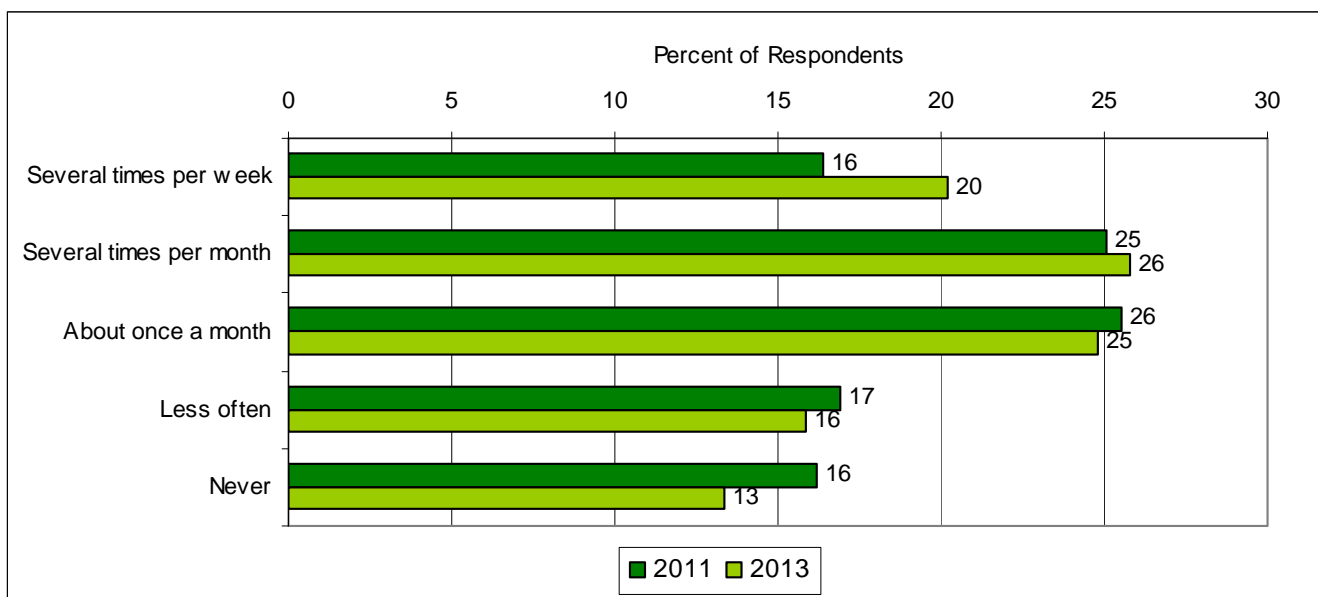
The survey asked respondents a number of questions about visits to woodland. This included how often the respondent would like to visit woodlands and the outdoors in the next 12 months, whether the respondent had visited woodland in the last few years, type of woodland visited, reasons for not visiting (more often or at all) and frequency of visits.

Latent demand for woodland visits

Respondents to the 2013 survey were asked to state how often they would like to visit woodlands and the outdoors in the next 12 months.

The majority of respondents (71%) said that they would like to visit at least once a month, while 13% said they would not like to visit at all in the next 12 months (Figure 3).

Figure 3: How often respondents would like to visit woodlands in next 12 months



Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2011 (1,018), 2013 (1,001).

Proportion visiting woodland

As in previous years, respondents to the 2013 survey were asked whether they had visited forests or woodlands for walks, picnics or other recreation in the last few years.

In 2013, around three quarters of respondents (76%) said they had visited forests or woodlands in the last few years for walks, picnics or other recreation (Table 5). This is similar to the level reported in most other years.

Table 5: Visited woodland in last few years

Percent of respondents	
Year	%
2007	75
2009	57
2011	75
2013	76

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001).

Type of woodland visited

Respondents who had visited woodlands and forests in the last few years were more likely to visit 'woodlands in the countryside' (82%) than 'woodlands in and around towns' (65%) (Table 6). Around one half of respondents (47%) reported visiting woodlands and forests in both locations.

Table 6: Type of woodland visited

	Percent of respondents who had visited woodlands			
	2007	2009	2011	2013
Woodlands in the countryside	84	73	83	82
Woodlands in and around towns	55	55	60	65
Both	39	29	43	47

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who had visited woodland in the last few years: 2007 (752), 2009 (589), 2011 (761), 2013 (764).

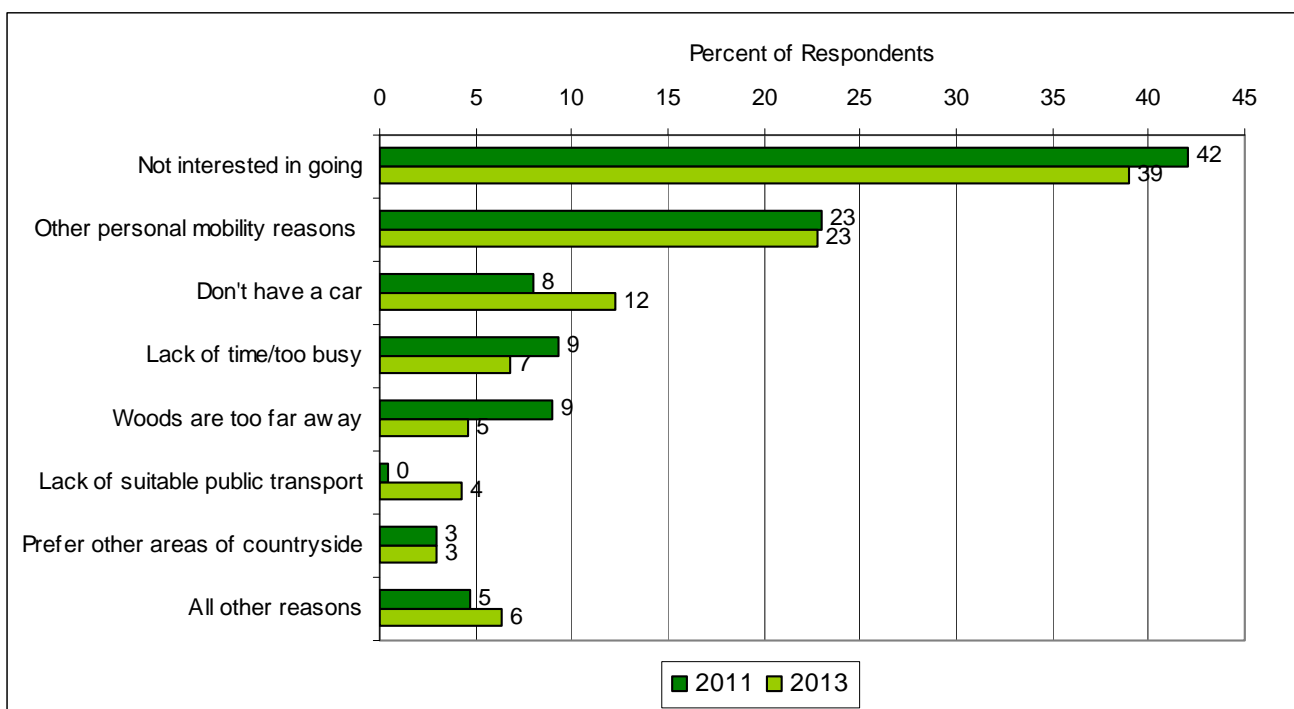
2. Responses for those who said they had been to 'both' types of woodlands have been included in the totals for 'woodlands in and around towns' and 'woodlands in the countryside'.

Reasons for not visiting woodland

Respondents who had not visited woodland in the last few years were asked to state their main reason for not visiting woodland.

Figure 4 shows that the most commonly cited reasons for not visiting woodland in the last few years were 'not interested in going' (39%) and 'other personal mobility reasons' (23%). These results were similar to those provided in 2011.

Figure 4: Main reason for not visiting woodland in last few years



Source: Scotland Public Opinion of Forestry Survey 2013.

Note:

1. Figures are based on all respondents who had not visited woodland in the last few years: 2011 (257), 2013 (237).

Frequency of woodland visits

Respondents who stated that they had visited woodlands in the last few years were asked how often they had visited.

Of the respondents who had visited woodlands in the last few years, over three quarters (79%) said that they visited at least once a month during summer 2012 (between April and September 2012) (Table 7). Few respondents who had visited woodlands in the past few years said that they did not visit during the summer (3%).

Table 7: Frequency of woodland visits in Summer (April to September)

Percent of respondents who had visited woodlands

Frequency	2011	2013
Several times per week	18	23
Several times per month	29	31
About once a month	27	26
Less often	20	17
Never	5	3

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who had visited woodland in the last few years: 2011 (761), 2013 (764).

Table 8 shows that, of the respondents who had visited woodlands in the last few years, around one half (50%) said they visited at least once a month during winter 2012/13 (between October 2012 and March 2013). Around one fifth of respondents (18%) said they did not visit during the winter.

Table 8: Frequency of woodland visits in Winter (October to March)

Percent of respondents who had visited woodlands

Frequency	2011	2013
Several times per week	10	16
Several times per month	12	13
About once a month	18	21
Less often	33	32
Never	26	18

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who had visited woodland in the last few years: 2011 (761), 2013 (764).

Health and wellbeing

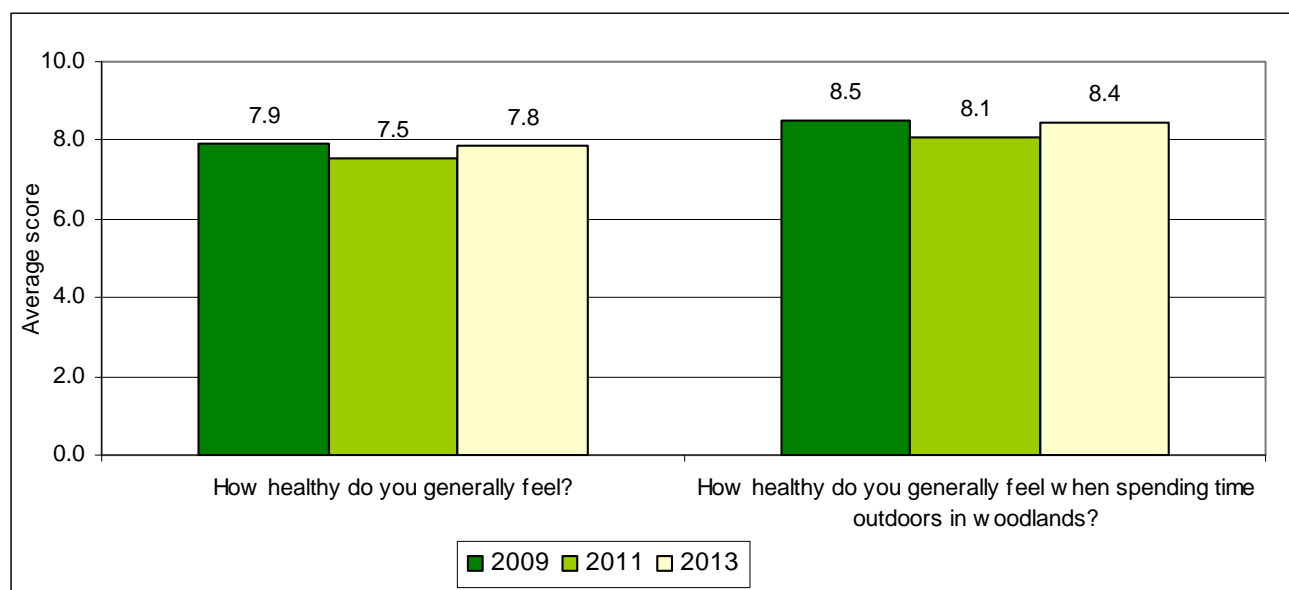
Respondents who had visited woodlands in the last few years were asked about their health and wellbeing in relation to woodland visits.

Firstly, respondents were asked to rate the following on a scale of 1 to 10 (where 1 denotes poor health and 10 denotes good health):

- Their general health; and
- Their health when spending time outdoors in woodlands.

Respondents to the 2013 survey who had visited woodland gave an average score of 7.8 out of 10 for their general health and 8.4 out of 10 for their health when spending time outdoors in woodlands (Figure 5). These results are generally similar to previous surveys.

Figure 5: Health of woodland visitors



Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who had visited woodland in the last few years: 2009 (589), 2011 (761), 2013 (764).

Respondents who had visited woodlands in the last few years were then asked about the aspects of their health and wellbeing that benefited from visiting woodlands and the outdoors. This covered:

- Physical health – through increased exercise and physical activity;
- Mental health – through relaxation, stress relief and improved mood; and
- Social health and wellbeing: through meeting other people/ spending time with people and/ or talking with family or friends.

The vast majority of respondents who had visited woodland (96%) said that they benefited from at least one of these aspects, while over one half (60%) said that they benefited from all three (Table 9).

Looking at the individual aspects:

- 87% felt their physical health had benefited by visiting woodlands and the outdoors;
- 83% felt their mental health had benefited; and
- 75% said their social health had benefited.

Table 9: Health benefits from visiting woodlands and the outdoors

Percent of respondents who had visited woodlands

	2009	2011	2013
Physical Health	89	85	87
Mental Health	86	85	83
Social Health and Wellbeing	69	69	75
All of these	64	56	60
None of these	2	4	4

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who had visited woodland in the last few years: 2009 (589), 2011 (761), 2013 (764).
2. Responses for those who said they had benefited from 'all of these' have been included in the totals for 'physical health', 'mental health' and 'social health and wellbeing'.

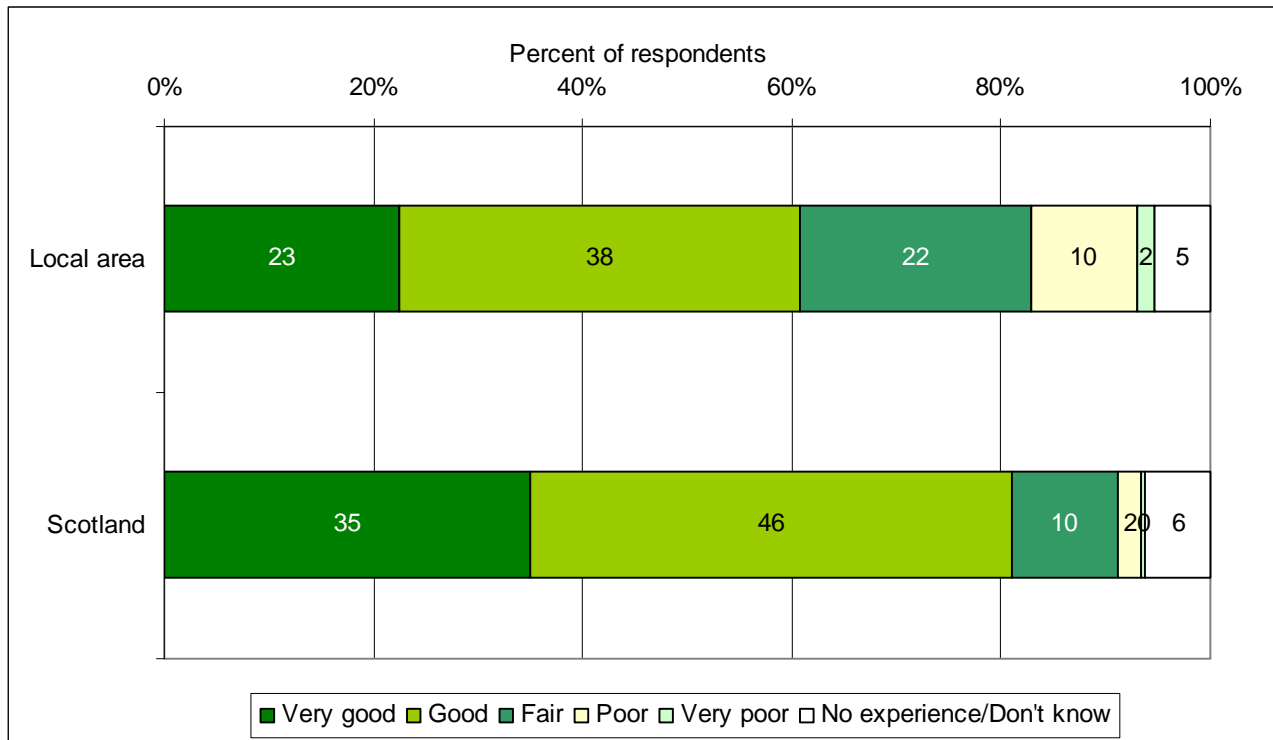
Woodland recreation opportunities

Respondents to the 2013 survey were asked to rate the woodland recreation opportunities, both in their local area and in Scotland as a whole.

Figure 6 shows that around three in five respondents (61%) thought the woodland recreation opportunities in their local area were good or very good. Few (12%) rated them as poor or very poor.

For Scotland as a whole, most respondents (81%) rated the woodland recreation opportunities as good or very good, with just 3% providing a poor or very poor rating.

Figure 6: Woodland recreation opportunities



Source: Scotland Public Opinion of Forestry Survey 2013.

Note:

1. Figures are based on all respondents (1,001).

Changes to Woodland

Respondents were asked whether or not they would like to see more woodland in their part of Scotland. Around one half (52%) of all respondents in 2013 said they would like to see more woodland in their part of Scotland and a further two fifths (39%) reported that they would like to see 'neither more nor less' (Table 10). Only 1% said they would like to see less.

Table 10: Desire for change in woodland area

	Percent of respondents				
	2005	2007	2009	2011	2013
More	47	68	37	52	52
Neither more nor less	30	28	47	40	39
Less	0	0	1	1	1
Don't know	23	4	15	6	7

Source: Scotland Public Opinion of Forestry Surveys.

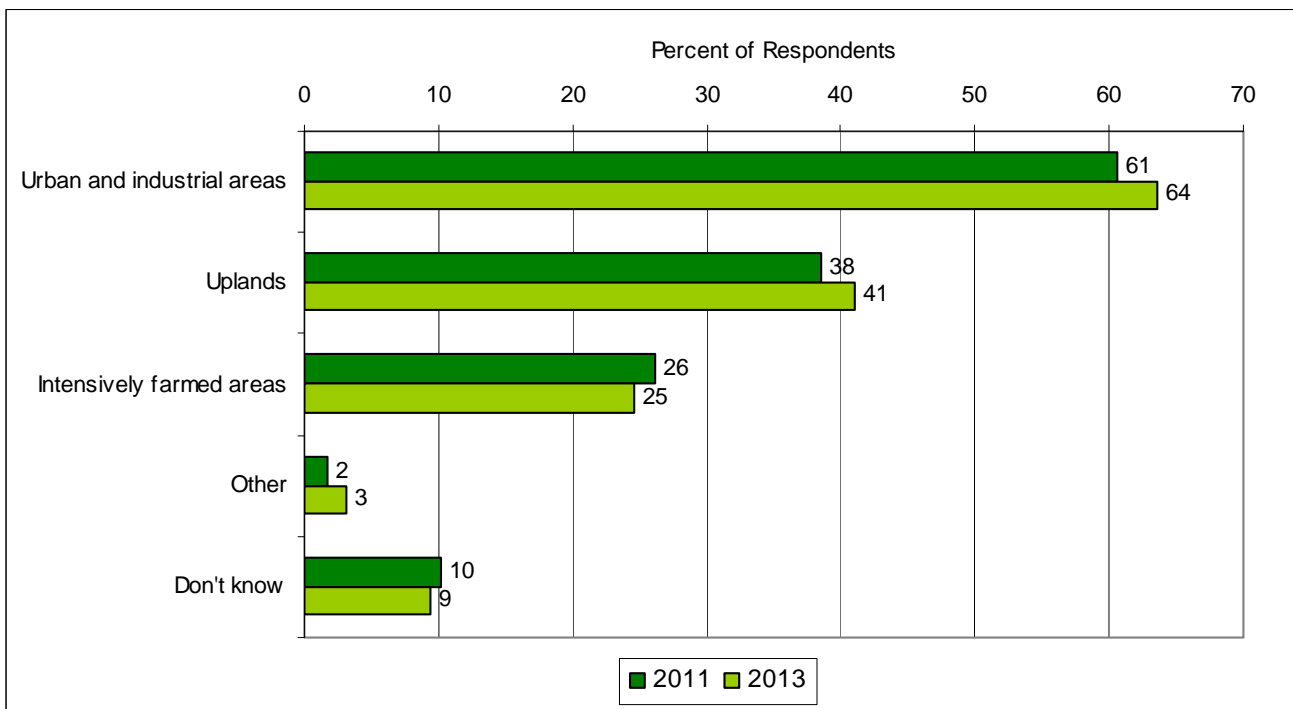
Note:

1. Figures are based on all respondents: 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001).

Respondents who had indicated that they would like to see more woodland in their part of Scotland were then asked two follow up questions to find out where they thought any new woodlands should be created and what woodland characteristics were important.

In 2013, almost two thirds of respondents (64%) who would like to see more woodland in their part of Scotland thought that new woodlands should be created in urban and industrial areas and two fifths (41%) thought new woodland should be created in uplands (Figure 7).

Figure 7: Location of new woodland



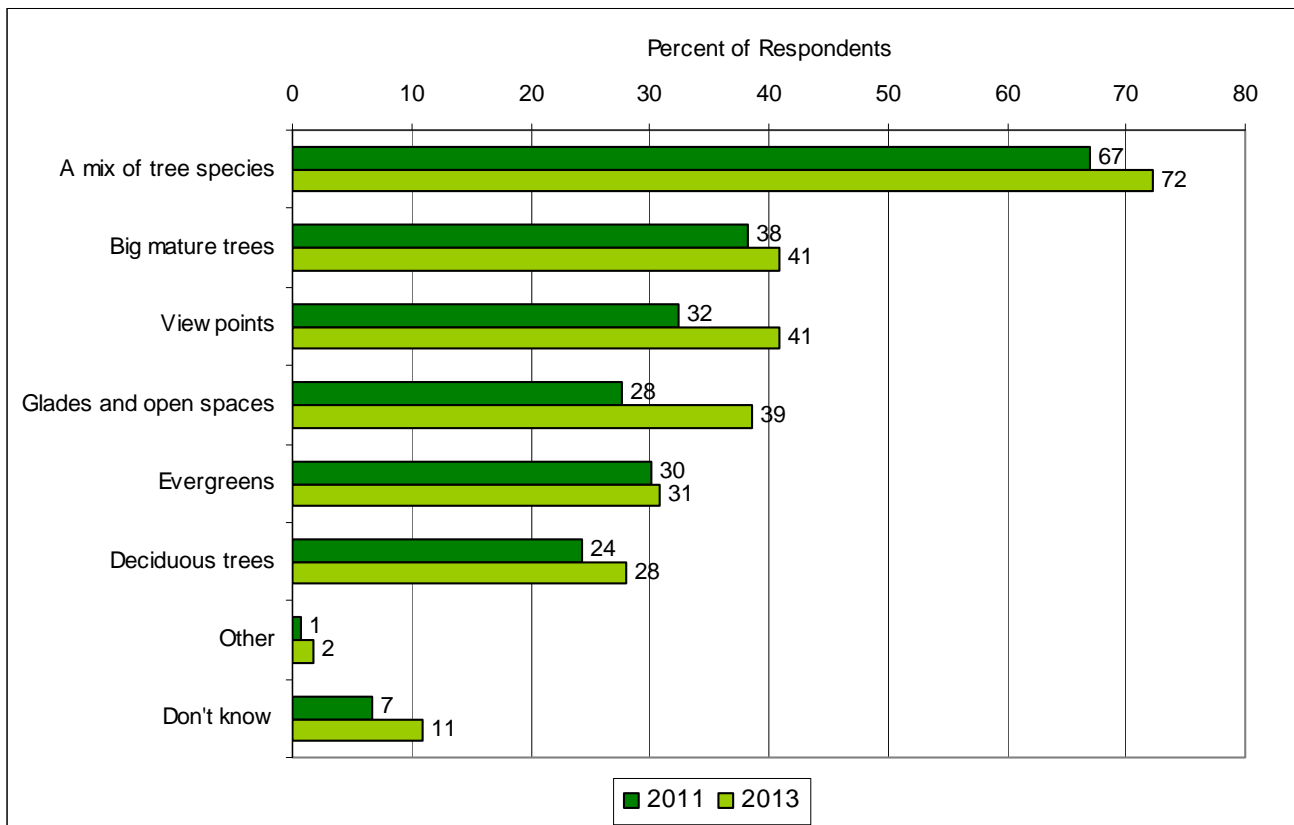
Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who would like more woodland: 2011 (528), 2013 (521).
2. Respondents could select more than one location.

In 2013, almost three quarters (72%) of respondents who would like to see more woodland in their part of Scotland thought that 'a mix of tree species' was an important woodland characteristic (Figure 8). Other commonly cited important characteristics were 'big mature trees' and 'viewpoints' (41% each) and 'glades and open spaces' (39%).

Figure 8: Important woodland characteristics



Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents who would like more woodland: 2011 (528), 2013 (521).
2. Respondents could select more than one characteristic.

Woodland learning activities

Respondents were asked whether they, or any member of their family, had attended any organised learning activities or events to do with woodlands in the last 12 months.

Table 11 shows that, in the previous 12 months, around one in five respondents (19%) to the 2013 survey said that they or a family member had attended an organised learning activity or event. In particular:

- 8% had attended an event at a woodland visitor centre;
- 7% had been on a school visit;
- 5% had attended a guided walk or talk;
- 3% had attended another learning event; and
- 1% had attended some other type of organised learning activity.

Table 11: Woodland learning activities attended in the last 12 months

	Percent of respondents	
	2011	2013
An event at a woodland visitor centre	6	8
A school visit	7	7
A guided walk or talk	4	5
Another learning event	2	3
Other	1	1
None of these	83	81

Source: Scotland Public Opinion of Forestry Surveys.

Note:

1. Figures are based on all respondents: 2011 (1,018), 2013 (1,001).
2. Respondents could select more than type of activity.

Tree health

A new question relating to tree health was introduced for the 2013 survey. Respondents were presented with a series of statements and asked to indicate their level of agreement.

Table 12 and Figure 9 show that the majority of respondents agreed or strongly agreed that:

- 'Everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases' (68%); and that
- 'I would be willing to look out for and report sightings of pests and diseases on trees, if appropriate information and advice was available to me' (65%).

Conversely, few respondents agreed or strongly agreed that:

- 'There is very little that anyone can do to prevent the spread of damaging pests and diseases' (21%); and that
- 'I understand what is meant by biosecurity' (30%).

Table 12: Tree health

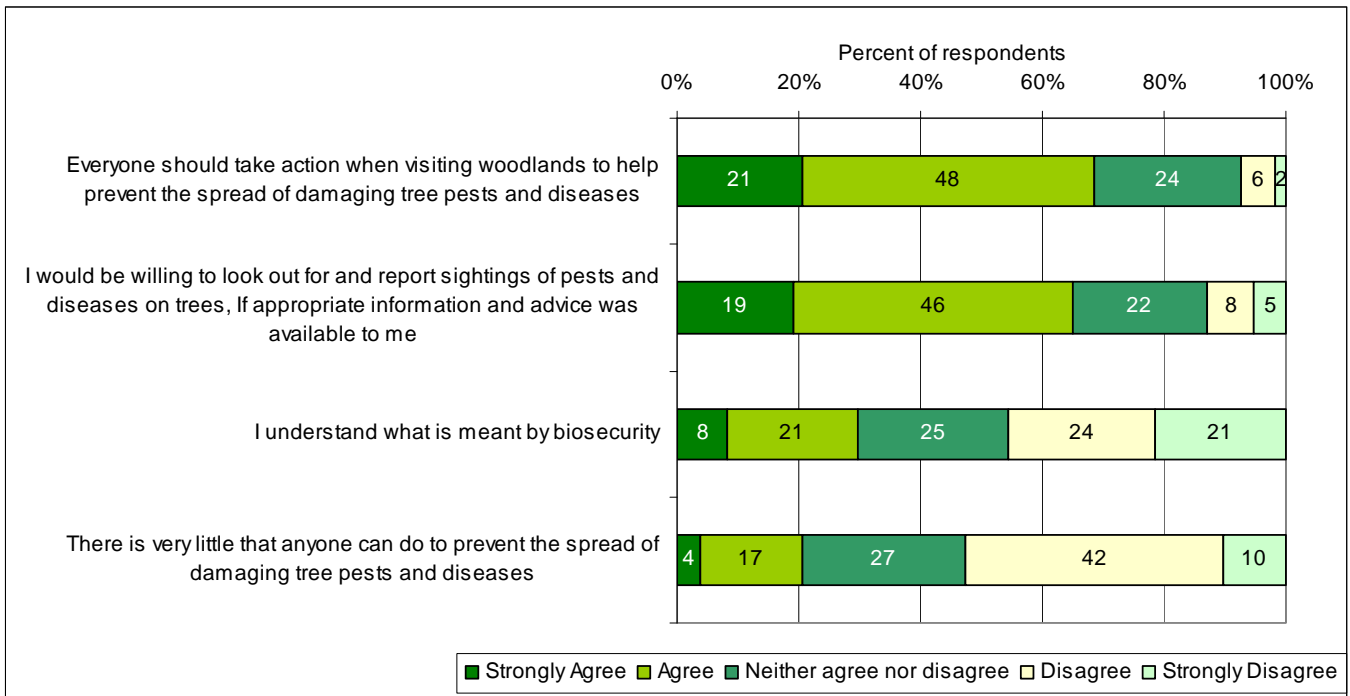
Percent of respondents who agree or strongly agree	
	%
Everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases	68
I would be willing to look out for and report sightings of pests and diseases on trees, If appropriate information and advice was available to me	65
I understand what is meant by biosecurity	30
There is very little that anyone can do to prevent the spread of damaging tree pests and diseases	21

Source: Scotland Public Opinion of Forestry Survey 2013.

Note:

1. Figures are based on all respondents (1,001).

Figure 9: Tree health



Source: Scotland Public Opinion of Forestry Survey 2013.

Note:

1. Figures are based on all respondents (1,001).

Annex

Introduction

This annex provides background information on the statistics presented in this release. It covers the data sources and methodology used to produce the statistics, information on quality measures and on any revisions to historic data and links to further information.

Glossary

Biosecurity A set of precautions that aim to prevent the introduction and spread of harmful organisms. These may be pests, pathogens or invasive species.

Confidence interval An estimated range of values that is likely to include an unknown population parameter. The confidence interval around an estimate is derived from the sample data, and is used to indicate the reliability of the estimate.

Clustering A sampling technique where the entire population is divided into groups, or clusters, and a random sample of these clusters are selected. All (or a selection of) observations in the selected clusters are included in the sample. Cluster sampling is often used when a random sample would produce a list of subjects so widely scattered that surveying them would prove to be far too expensive.

Forestry Commission (FC) The government department responsible for forestry matters in England, Scotland and (until March 2013) Wales. The Forestry Commission's functions in Wales transferred to a new organisation, Natural Resources Wales, on 1 April 2013. The responsibility for forestry is devolved.

Forest In the United Kingdom, there is no formal definition of "forest"; the term is often used for large woodland areas (especially conifers) or for old Royal hunting preserves such as the New Forest or the Forest of Dean.

Forest Service (FS) An agency of the Northern Ireland Department of Agriculture and Rural Development.

Great Britain (GB) England, Wales and Scotland.

Quota sampling A method of sampling where interviewers are each given a fixed number of subjects of specified type to interview.

Statistical significance A statistical assessment of whether observations reflect an actual pattern rather than just chance.

Stratification A sampling technique where the entire population is divided into groups, or strata, and a random sample is selected within each group. Stratified sampling is often used to ensure that sufficient numbers from each group are included in the overall sample, particularly where results are required for each group.

United Kingdom (UK) Great Britain and Northern Ireland.

Weighting A set of factors assigned to survey responses to ensure that the resulting weighted results are representative of the population as a whole.

Woodland Land under stands of trees with a canopy cover of at least 20% (25% in Northern Ireland), or having the potential to achieve this, including integral open space, and including felled areas that are awaiting restocking.

Data Sources and Methodology

Background

The Forestry Commission has conducted biennial surveys of public attitudes to forestry and forestry-related issues since 1995. The surveys have evolved since then as follows:

- In the initial surveys, a representative sample of 2,000 adults across Great Britain (GB) was surveyed;
- In 2001, with more interest in country-level results within GB, additional questions were asked of representative samples of 1,000 adults in each of Scotland and Wales;
- Information has also been collected for Northern Ireland in the past through UK wide surveys in 2003 and the separate Northern Ireland surveys (1,000 adults) carried out in 2005, 2007 and 2010;
- In 2013 three separate surveys were carried out for the UK, for Scotland and for Wales. Some questions were asked in all three of the surveys conducted in 2013, but a number of questions have become survey-specific.

The table below is a summary of the previous surveys and presents the approximate number of adults interviewed for each country. England results are a subset of the UK survey.

Table A1: Sample sizes for Public Opinion of Forestry surveys since 2001

Approximate number of adults interviewed

Year	UK ¹	England ²	Wales	Scotland	Northern Ireland
2001	2,000		1,000	1,000	
2003	4,000	3,400	1,000	1,000	
2005	4,000	3,400	1,000	1,000	1,000
2007	4,000	3,300	1,000	1,000	1,000
2009	2,000	1,700	1,000	1,000	
2010					1,000
2011	2,000	1,700	1,000	1,000	
2013	2,000	1,700	1,000	1,000	

Note:

1. 2001 and 2005 surveys covered Great Britain only (i.e. excluding Northern Ireland).
2. Results for England are derived from UK surveys.

Survey Design

The 2013 survey results presented in this report are taken from the TNS Scottish Opinion Survey carried out from the 20th to 28th February 2013. The survey was based on a representative sample of 1,001 adults (aged 16 or over) across Scotland. More details of the sample method are given below.

The 2003, 2007 and 2011 surveys were also obtained from the TNS Scottish Opinion Survey.

The 2005 and 2009 survey data were obtained from the mruk Scottish In-Home Omnibus Survey. This survey employed a different survey design so comparisons should be taken with care.

Methodology

2013 survey

The TNS Scottish Opinion Survey covers 55 locations per month throughout Scotland, with sampling points selected to be geographically representative of the population.

Survey sampling

The sample used to conduct the TNS Scottish Opinion Survey is designed to be representative of the adult population of Scotland (aged 16+). To make the sample as representative as possible, it is stratified using the 8 Scottish Parliament electoral regions. Population data is then used to determine the correct number of sample points required in each region. As mentioned above, the number of sampling points per month is 55, with an average of 18 interviews per sampling point. In each sample point, quota targets are set to ensure representative coverage of the population on the basis of gender, age group, social grade and working status.

Interviewing

Fieldwork is conducted over a five day period, including weekends, with most interviewing taking place in the afternoon or evening. Interviewers are issued with blocks of addresses in which to conduct their interviews. Blocks of addresses are used to ensure that all interviews are conducted within the correct sample point. Only one interview is permitted per household.

Questionnaire

A copy of the 2013 questionnaire is provided at the end of this release. This covers the questions requested by Forestry Commission Scotland. In addition, a small number of additional questions are included as standard in the omnibus surveys run by Market Research companies (e.g. gender, age, country/ region) and some of these are also used in analysing the results from the survey.

Most questions are retained from one survey to the next, to enable comparisons over time. However, changes are sometimes made to reflect changing circumstances or priorities, or to improve the wording of questions. The following change was made for the 2013 questionnaire:

- A new question has been added on tree health (Q23).

Quality

Results from the TNS Scottish Opinion Survey are weighted to population profiles at each wave (i.e. each time the survey is run) to ensure an accurate representation of Scotland's population and consistency between waves. Currently, weighting is applied on the basis of gender, age, social class and region, using population estimates from the BARB (Broadcasters' Audience Research Board) Establishment Survey 2 Years Ending December 2008 and the 2001 Census. The results quoted in this report are based on weighted data.

Design effect

All results are subject to the effects of chance in sampling, so a range of uncertainty (confidence interval) should be associated with any result from the survey. The confidence intervals take into account the effect of clustering, weighting and stratification in the survey design (see methodology, above, for more details).

The TNS Scottish Opinion Survey uses a quota sampling approach, which means that the likelihood of individuals within the population being interviewed cannot be measured. Any confidence intervals calculated are also indicative. Due to the survey design, a 'design effect' of 1.5 should be applied to confidence intervals calculated for data from this survey.

Confidence intervals are most commonly reported at the 95% level. This means that there is a 95% chance that the true population value lies within the confidence interval. The following provides a guide to interpreting the results in this report on the basis of a 95% confidence interval:

For questions asked to the whole Scotland sample of around 1,001, the margin of error should be no more than $\pm 4.6\%$.

For questions not asked of the whole sample and sub-groups within the sample, margin of error will increase. For example:

- By gender (male n=464; female n=537), the confidence intervals should be no more than $\pm 6.8\%$;
- For those who visited woodland in the last few years (n=758), the confidence interval should be no more than $\pm 5.3\%$;
- For those who would like to see more woodland created in Scotland (n=519), the confidence interval should be no more than $\pm 6.5\%$.

For questions asked to whole samples, differences of more than $\pm 7.0\%$ between the 2013 and 2011 surveys are statistically significant.

Further quality information on FC Official Statistics is available at:
www.forestry.gov.uk/forestry/infd-7zhk85

Revisions

Figures for 2013 are published for the first time in this release.

All figures are final. Figures for earlier years have not been revised.

The Forestry Commission's revisions policy sets out how revisions and errors to these statistics are dealt with, and can be found at:

[www.forestry.gov.uk/pdf/FCrevisions.pdf/\\$FILE/FCrevisions.pdf](http://www.forestry.gov.uk/pdf/FCrevisions.pdf/$FILE/FCrevisions.pdf).

Further information

Accompanying tables to this release, available at www.forestry.gov.uk/forestry/infd-5zyl9w, provide more detailed figures, showing standard breakdowns.

Figures in tables have been independently rounded, so may not add to the totals shown.

Release schedule

The Scotland Public Opinion of Forestry is a biennial survey, next due to run in early 2015 with results likely to be available in summer 2015.

Official Statistics

This is an Official Statistics publication. For more information about Official Statistics and the UK Statistics Authority visit www.statisticsauthority.gov.uk.

Scotland Public Opinion of Forestry Survey 2013: Questionnaire

Q1 [All]

You may have seen or read about Scottish forests, woods or trees on the television, radio or in the newspapers. From this list, can you please tell me which of these topics you have seen or read anything about in the last 12 months?

(Multi answer)

- Birds and other animals in woodlands
- Flowers and other plants in woodlands
- Forests and woodlands as places to visit
- Community woodlands
- Woods in and around towns, new local woods, improved local access
- Tree planting
- Tree pests and diseases
- Wood for fuel, short rotation coppice
- Loss of ancient or native woodlands
- Restoration of ancient or native woodlands
- Creation of new native woodlands
- Public rights of access to woodlands
- Protests about roads or other developments on woodlands
- Labelling/certification of wood products
- Forests and woodlands helping to tackle climate change
- Other (specify)
- None of these

Q2 [All]

In Scotland, public money is given to plant new woodland and to manage existing woodland for public benefit. From this list, please tell me which of the following reasons are good reasons to support forestry in this way?

(Multi answer)

- To support the economy in rural areas
- To provide timber for sawmills and wood processing
- To provide renewable energy including wood as fuel
- So that Scotland can buy less wood products from abroad
- To help tackle climate change
- To provide places for wildlife to live
- To provide places for recreation (such as walking, cycling, horse-riding)
- To provide places for relaxation and stress release
- To provide places for families to play
- To provide places for learning
- To improve the countryside landscape
- To improve the appearance of towns and cities
- To restore former industrial land
- None of these

Q3 [All]

Would you agree or disagree with the following statements about the ways in which forests and woodlands in Scotland can impact on climate change?

(1 strongly agree, 2 agree, 3 neither agree or disagree, 4 disagree, 5 strongly disagree)

- Trees are good because they remove carbon dioxide from the atmosphere and store it in wood
- Cutting down forests and woodland for timber always makes climate change worse, even if they are replanted
- Using wood for fuel is better for climate change than using fuels such as coal and gas
- Using wood for fuel makes climate change worse because it releases carbon dioxide
- Using wood for building is better for climate change than using materials such as concrete, steel and plastics.
- Scotland could offset all its greenhouse gas emissions by planting more trees
- Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding

Q4 [All]

Do you agree or disagree with the following statements regarding how Scottish forests and woodlands should be managed in response to the threat of climate change?

(1 strongly agree, 2 agree, 3 neither agree or disagree, 4 disagree, 5 strongly disagree)

- There is nothing that anyone could do that would make any difference
- No action is needed; let nature take its course
- A lot more trees should be planted
- Trees should not be felled in any circumstances, even if they are replaced
- Different types of trees should be planted that will be more suited to future climates
- More information should be provided about the ways in which wood can be used to lessen our impact on the environment

Q5 [All]

Do you ever use wood as a fuel in your home, either on its own or with other fuels?

(Single answer)

- Yes (Go to Q6)
- No (Go to Q9)

Q6 [Ask if answered yes to Q5]

Do you get the wood by the truck load, or a few bags at a time, or gather it yourself?

(Single answer)

- by the truck load
- a few bags at a time
- gather it yourself
- Other (specify)

Q7 [Ask if answered yes to Q5]

Do you use wood as a fuel regularly or only occasionally?

(Single answer)

- regularly
- occasionally

Q8 [Ask if answered yes to Q5]

Is the wood the main fuel for heating your home, or do you mainly use something else? (then Go to Q10)

(Single answer)

- main fuel
- something else (specify)

Q9 [Ask if answered no to Q5a]

What is the main reason that you do not use wood as a fuel in your home?

(Single answer)

- Never thought about it
- Happy with the existing system
- Not practical for this property
- Concerned about cost
- Concerned about efficiency
- Concerned about ease of use
- Concerned about environmental issues
- Do not own property
- Lack of local help/suppliers
- Other [specify]

Q10 [All]

How often would you like to visit woodlands and the outdoors in the next 12 months?

(Single answer)

- Several times per week
- Several times per month
- About once a month
- Less often
- Never

Q11 [All]

In the last few years, have you visited forests or woodlands for walks, picnics or other recreation?

(Single answer)

- Yes (Go to Q12)
- No (Go to Q13)

Q12 [Ask if answered yes to Q11]

Did you visit woodlands in the countryside or woodlands in and around towns?

(then Go to Q14)

(Single answer)

- Woodlands in the countryside
- Woodlands in and around towns
- Both in the countryside and around towns

Q13 [Ask if answered no to Q11]

What was the main reason that you did not visit? (then Go to Q19)

(Single answer)

- Not interested in going
- Don't have a car
- Lack of suitable public transport
- Other personal mobility reasons (difficulty in walking, unwell, etc.)
- Woods are too far away
- Lack of facilities (play areas, picnic areas, etc.)
- Lack of information about woods to visit
- Prefer other areas of countryside
- Concerns that woods are not safe
- Afraid of not being welcome
- Other (specify)

Q14 [Ask if answered yes to Q11]

How frequently did you visit forests and woodlands last summer, i.e. between April and September 2012?

(Single answer)

- Several times per week
- Several times per month
- About once a month
- Less often
- Never

Q15 [Ask if answered yes to Q11]

And how often this winter, i.e. since October 2012?

(Single answer)

- Several times per week
- Several times per month
- About once a month
- Less often
- Never

Q19b [All]

Would you like to have more or less woodland in your part of Scotland?

(Single answer)

- More (Go to Q20)
- Neither more nor less (Go to Q22)
- Less (Go to Q22)
- Don't know (Go to Q22)

Q20 [Ask if answered 'more' to Q19b]

Where do you think new woodlands should be created?

(Multi answer)

- Urban and industrial areas
- Intensively farmed areas
- Uplands
- Other (specify)
- Don't know

Q21 [Ask if answered 'more' to Q19b]

What woodland characteristics are important to you?

(Multi answer)

- Deciduous trees
- Evergreens
- A mix of tree species
- Big mature trees
- Glades and open spaces
- Viewpoints
- Other (specify)
- Don't know

Q22 [All]

Have you and/or your family attended any of the following organised learning activities or events to do with woodlands in the last 12 months?

(Multi answer)

- A school visit
- A guided walk or talk
- An event at a woodland visitor centre
- Another learning event
- Other (specify)
- None of these

Q23 [All]

Would you agree or disagree with the following statements relating to tree health?

(1 strongly agree, 2 agree, 3 neither agree or disagree, 4 disagree, 5 strongly disagree)

- Everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases (e.g. by washing shoes/ boots, bikes etc before and after their visit and by brushing soil & plant material from clothes).
- There is very little that anyone can do to prevent the spread of damaging tree pests and diseases.
- I would be willing to look out for and report sightings of pests and diseases on trees, if appropriate information and advice was available to me.
- I understand what is meant by biosecurity.

Q24 [All]

Do you have any long-term illness, health problems or disability which limits your daily activities or the work you can do?

(Single answer)

- Yes (Go to Q25)
- No (Go to Q26)

Q25 [Ask if answered yes to Q24]

If yes, how would you describe your condition?

(Multi answer)

- A long-term illness lasting for more than 12 months
- A physical disability, an infirmity or a mobility problem
- You regard yourself to have a mental health problem such as anxiety or depression

Q26 [All]

Do you regard yourself as belonging to a Black or Ethnic Minority (BME) group?

(Single answer)

- Yes
- No