

# Public Opinion of Forestry 2023: Scotland

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The research agency of the

Forestry Commission

Forest Research is the research agency of the Forestry Commission and is the leading UK organisation engaged in forestry and tree related research.

The agency aims to support and enhance forestry and its role in sustainable development by providing innovative, high quality scientific research, technical support and consultancy services.

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## Introduction

Surveys of public attitudes to forestry and forestry-related issues have been conducted by Forest Research (and previously the Forestry Commission) since 1995, generally on a biennial basis.

This publication presents results from the Public Opinion of Forestry Survey 2023: Scotland, commissioned by Scottish Forestry, on:

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

Fieldwork for this survey was undertaken from 17 to 21 March 2023 and a copy of the questionnaire used in this survey, giving complete wording of questions and responses available, is provided in the Annex at the end of this report.

Reports providing results from previous surveys are available on <u>Forest Research's</u> <u>Public Opinion of Forestry Surveys homepage</u>. Reports for the surveys run across the UK as a whole, in Wales and in Northern Ireland, in 2023 are also available.

All surveys run until 2019 were conducted using face-to-face interviewing. The restrictions in place across the UK in early 2021 as a result of the coronavirus

(COVID-19) pandemic led to a change in methodology for the three surveys conducted that year; in Scotland the 2021 survey was changed to use telephone interviews, whilst the surveys across the UK and Wales were changed to use an online methodology. In 2023, the Scotland and Northern Ireland surveys changed to an online methodology, in line with the other countries.

Results from the 2023 survey are published for the first time in this release and are shown alongside results from earlier surveys, where appropriate. Results for earlier years have not been revised from those previously released. For further details, please 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 referred to 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.

Unless otherwise specified, this report refers to the woodlands and trees in both urban and rural settings. The Glossary in the Annex provides further information on terms used.

# Key Findings

#### In 2023:

- One half (50%) of Scottish adults had seen, heard or read about at least one forestry topic in the media in the last 12 months.
- Around four fifths (81%) of respondents believed that there was at least one benefit from forestry worth supporting with public money.
- Over three quarters (77%) of respondents agreed or strongly agreed that "trees are good because they remove carbon dioxide from the air and store it in wood". Eighty percent of respondents agreed or strongly agreed that "a lot more trees should be planted".
- Around one in seven respondents (14%) used wood as a fuel in their home.
   Of those who did not, 44% did not have the facilities to use woodfuel.
- Around four fifths (79%) of respondents had visited forests or woodlands in the last 12 months. Over one half (56%) of respondents reported no change in the number of visits they made in the last 12 months.
- Over one half (55%) of respondents would have liked to see more trees in their part of Scotland.
- On tree health, 65% agreed or strongly agreed that "everyone should take
  action when visiting woodlands to help prevent the spread of damaging tree
  pests or diseases" and 63% "would be willing to look out for and report
  sightings of pests and diseases on trees, if appropriate information was
  available to [them]".
- On urban trees, around two fifths (39%) of respondents would willing to raise concerns with the Local Authority if they notice a problem with urban trees and 37% were prepared to plant and tend trees in their community or residential area.

# Forestry in the media

Respondents were asked whether they had seen, heard or read about Scottish forests, woods or trees on television, radio or newspapers in the last 12 months.

One half (50%) of Scottish adults in 2023 recalled seeing, hearing or reading about at least one forestry topic in the media (Table 1). The results from the 2023 survey represent a statistically significant decrease from the 2021 survey (71%), but remain similar to previous years.

The most commonly identified topic was "tree planting", which was recalled by 25% of respondents.

Table 1: Proportion of respondents who had seen, heard, or read about Scottish forests, woods or trees in the last 12 months, Scotland, 2013 to 2023

Topic	2013	2015	2017	2021	2023
Tree planting	18	17	26	49	25
Forests and woodlands helping to tackle climate change	11	9	18	42	16
Loss of ancient or native woodlands	12	10	14	29	15
Forests and woodlands as places to visit	19	14	25	44	15
Birds and other animals in woodlands	20	16	26	41	15
Restoration of ancient or native woodlands	11	8	16	27	14
Public rights of access to woodlands	16	13	21	33	13
Community woodlands	11	10	19	35	11
Creation of new native woodlands	8	7	12	26	10
Flowers and other plants in woodlands	8	8	14	32	10
Protests about roads or other developments on woodlands	10	8	15	29	9
Farmers and crofters integrating trees on their land	[x]	[x]	[x]	[x]	9
Tree pests and diseases	22	13	17	24	9
Woods in and around towns, new local woods, improved local access	9	7	11	28	8
Wood for fuel, short rotation coppice	7	7	9	19	7
Labelling/certification of wood products	3	3	6	10	4
Other	1	1	2	2	1
At least one topic	50	37	54	71	50

- 1. Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).
- 2. [x]: data not available (statement not included in that year's survey).
- 3. Respondents could select more than one topic.
- 4. Results for 2023 exclude the 10% who answered "don't know/can't recall".

# 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 2023, 81% of respondents believed there was at least one benefit from forestry worth supporting with public money.

As in previous years, the most common reason to support forestry in Scotland with public money was "to provide places for wildlife to live", with 54% of respondents in 2023 selecting this as a benefit, and "to help tackle climate change" (51%). There was a statistically significant decrease in the level of support in 2023 from 2021 for all benefits listed. However, for many benefits, the levels of support in 2023 was broadly similar to earlier years.

Table 2: Proportion of respondents who identified reasons to support forestry with public money, Scotland, 2013 to 2023

Reason	2013	2015	2017	2021	2023
To provide places for wildlife to live	63	67	72	93	54
To help tackle climate change	42	46	60	92	51
To support the economy in rural areas	42	44	54	86	40
To provide places for recreation (such as walking, cycling, horse-riding)	50	46	61	92	39
To improve the countryside landscape	50	48	58	86	37
To provide places for relaxation and stress release	41	38	54	85	36
So that Scotland can buy less wood products from abroad	34	33	45	81	30
To improve the appearance of towns and cities	35	35	47	83	28
To provide renewable energy including wood as fuel	37	40	47	73	27
To restore former industrial land	29	29	37	78	27
To provide places for families to play	42	43	54	88	24
To provide places for learning	34	34	48	88	21
To provide timber for sawmills and wood processing	31	29	37	72	15
At least one reason	89	89	95	99	81

- 1. Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).
- 2. [x]: data not available (statement not included in that year's survey).
- 3. Respondents could select more than one topic.
- 4. Results for 2023 exclude the 14% who answered "don't know/can't recall".

# 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

First, respondents were asked about the ways in which forests and woodlands in Scotland can impact on climate change.

More than three quarters of respondents (77%) agreed (giving a response of "agree" or "strongly agree") that "trees are good because they remove carbon dioxide from the air and store it in wood", and 75% agreed that "planting trees can help us cope with climate change" (Table 3).

In contrast, around two fifths (38%) of respondents agreed that "using wood for fuel makes climate change worse because it releases carbon dioxide", and 43% of respondents agreed that "cutting down forests and woodland for timber always makes climate change worse even if they are replanted".

Table 3: Proportion of respondents who agreed or strongly agreed with ways in which forests and woodlands can impact climate change, Scotland, 2013 to 2023

Impact	2013	2015	2017	2021	2023
Trees are good because they remove carbon dioxide from the atmosphere and store it in wood	72	78	84	88	77
Planting more trees can help us cope with climate change by providing shade and reducing the effects of flooding	66	72	78	86	75
Using wood for building is better for climate change than using materials such as concrete, steel and plastics	50	53	57	64	48
Scotland could offset all its greenhouse gas emissions by planting more trees	47	46	54	63	47
Using wood for fuel is better for climate change than using fuels such as coal, oil and gas	52	54	56	64	45
Cutting down forests and woodland always makes climate change worse, even if they are replanted	40	50	44	46	43
Using wood for fuel makes climate change worse because it releases carbon dioxide	29	35	42	50	38

<sup>1.</sup> Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

<sup>2.</sup> Respondents were able to select more than one option.

## Forest management in response to climate change

Respondents were presented with a series of statements regarding the ways 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 in 2023:

- "A lot more trees should be planted" (80%);
- "More information should be provided about the ways in which wood can be used to lessen the impact on the environment" (74%); and
- "Different types of trees should be planted that are more suited to future climates" (69%).

Conversely, fewer respondents agreed or strongly agreed that:

- "There is nothing that anyone could do that would make any difference" (14%); and
- "No action is needed, let nature take its course" (14%).

Table 4: Proportion of respondents who agreed or strongly agreed with management options for Scottish forests in response to the threat of climate change, Scotland, 2013 to 2023

Management option	2013	2015	2017	2021	2023
A lot more trees should be planted	81	83	88	92	80
More information should be provided about the ways in which wood can be used to lessen our impact on the environment	79	81	87	95	74
Different types of trees should be planted that will be more suited to future climates	70	73	81	86	69
No action is needed, let nature take its course	20	16	18	16	14
There is nothing that anyone could do that would make any difference	15	13	10	7	14

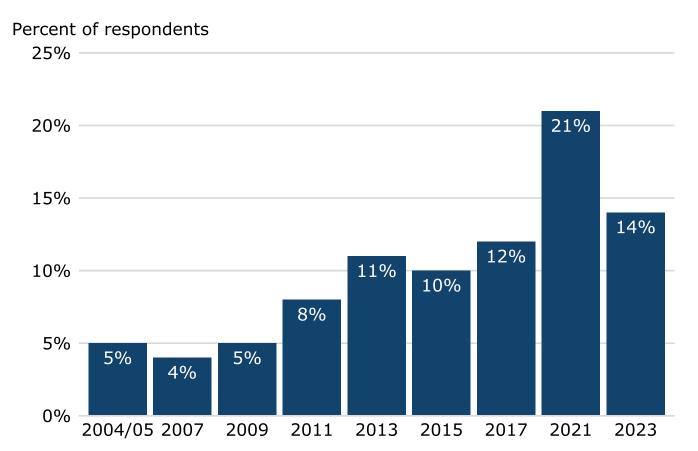
<sup>1.</sup> Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

# 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 since the 2007 survey, and in a woodfuel consumption study in Scotland in 2004/05.

Around one in seven respondents in Scotland (14%) reported that they use wood as a fuel (Figure 1). This represents a statistically significant decrease from the 2021 figure of 21%, but is broadly consistent with the results for 2013 to 2017.

Figure 1: Proportion of respondents who use wood as a fuel in the home, Scotland, 2004/05 to 2023



1. Results are based on all respondents. Weighted totals: 2004/05 (4,006), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

Respondents who said they used wood as a fuel were asked a further two questions. The following was reported in 2023:

- 39% of wood fuel users said they use wood as the main fuel for heating their home;
- 30% of those using wood as a fuel gathered it themselves, 28% bought it "by the truckload", and 34% bought one or more bags at a time.

Respondents who said they did not use wood as a fuel were asked to give the main reason why not. Table 5 shows that the most common reason cited by respondents who do not use wood as a fuel, either on its own or with other fuels was "I do not have a wood burner/open fireplace or anything else to burn wood" (44%). A further 15% reported that they do not use wood as a fuel because it is not practical for their property, and another 14% reported not using woodfuel as they did not own property.

Table 5: Proportion of respondents who identified the main reason for not using wood as a fuel at home, Scotland, 2013 to 2023

Reason	2013	2015	2017	2021	2023
I do not have a wood burner/open fireplace or anything else to burn wood	[x]	[x]	[x]	[x]	44
Not practical for this property	59	52	56	71	15
Do not own property	9	17	10	3	14
Happy with the existing system	20	17	22	12	11
Never thought about it	4	6	4	6	6
All other responses	8	9	8	8	11

<sup>1.</sup> Results are based on respondents who do not use wood as a fuel. Weighted totals: 2013 (887), 2015 (914), 2017 (889), 2021 (786), 2023 (854).

<sup>2. [</sup>x]: data not available (statement not included in that year's survey).

## Woodland visits

The survey asked respondents a number of questions about visits to woodland. This included how often the respondent would like to visit the woodlands and the outdoors in the next 12 months, how often the respondent had visited woodland in the last 12 months, and type of woodland visited.

#### Latent demand for woodland visits

Respondents to the 2023 survey were asked to state how often they would like to visit woodlands and the outdoors in the next 12 months.

Around two thirds of respondents (65%) said they would like to visit at least once a month, while 6% said they would not like to visit at all in the next 12 months (Table 6).

Table 6: Proportion of respondents and desired frequency of visits to woodlands and the outdoors in the next 12 months, Scotland, 2013 to 2023

Frequency	2013	2015	2017	2021	2023
Several times per week	20	19	23	50	11
Several times per month	26	25	28	25	26
About once a month	25	23	24	13	28
Less often	16	19	15	8	21
Never	13	14	10	3	6
Don't know	[x]	[x]	[x]	1	7

<sup>1.</sup> Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

<sup>2. [</sup>x]: data not available (statement not included in that year's survey).

## Frequency of visits to woodland

Respondents to the 2023 survey were asked how often, on average, they had visited forests or woodlands for walks, picnics or other recreation in the previous 12 months.

Around one sixth (18%) of respondents in 2023 said they visited on average at least once a week (Table 7). This represents a statistically significant decrease from the 2021 survey, where 56% of respondents reported that they visited at least once a week in the past 12 months.

Table 7: Proportion of respondents and frequency of visits to woodlands in the last 12 months, Scotland, 2017 to 2023

Frequency	2017	2021	2023
More than once per day	2	3	1
Every day	6	13	2
Several times a week	13	26	10
Once a week	12	14	5
Once or twice a month	24	18	23
Once every 2-3 months	15	6	16
Less often	13	7	23
Never	16	13	17
Don't know	0	1	4

#### Footnote:

79% of respondents to the 2023 survey reported that they had visited forests or woodlands in the last 12 months.

<sup>1.</sup> Results are based on all respondents. Weighted totals: 2017 (1,013), 2021 (1,000), 2023 (1,037).

Table 8: Proportion of respondents who had visited woodlands in the last few years/12 months, Scotland, 2007 to 2023

Year	Proportion of respondents who had visited woodlands in the last few years/12 months (%)
2007	75
2009	57
2011	75
2013	76
2015	78
2017	84
2021	86
2023	79

- 1. Results are based on all respondents. Weighted totals: 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).
- 2. Question wording changed in 2017, from asking about visits "in the last few years' to asking about visits "in the last 12 months".

A new question was introduced in the 2021 survey to find out about the changes to the number of visits to woodland in the last 12 months (Table 9). Around one in seven respondents (15%) to the 2023 survey reported an increase in the number of visits they made. A further 56% stated that the number of visits they made was about the same as usual, and 23% reported a decrease.

Table 9: Proportion of respondents and change in woodland visiting habits in the last 12 months, Scotland, 2021 to 2023

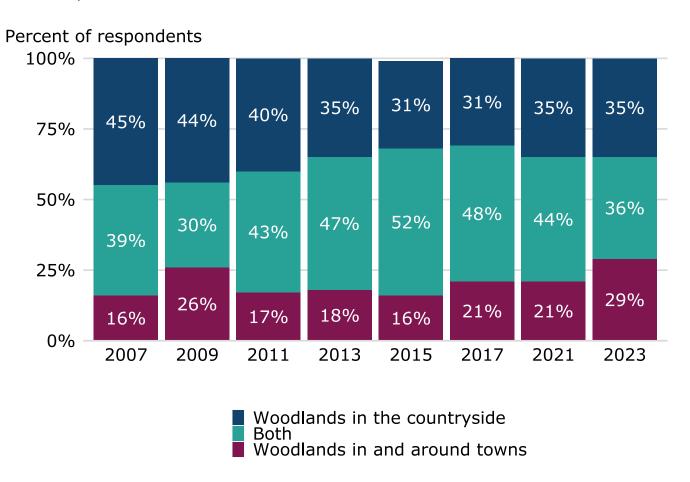
Statement	2021	2023
I have visited forests or woodlands more often than usual	35	15
The number of visits I have taken to forests or woodlands is about the same as usual	32	56
I have visited forests or woodlands less often than usual	31	23
Don't know	2	6

1. Results are based on all respondents. Weighted totals: 2021 (1,000), 2023 (1,037).

## Type of woodland visited

Around one third of respondents (36%) to the 2023 survey who had visited in the last 12 months reported visiting woodlands and forests in both the countryside and towns. More respondents had visited woodlands in the countryside (71%, including those who had visited both locations) than had been to woodlands in and around towns (65%) (Figure 2).

Figure 2: Proportion of respondents and type of woodland visited, Scotland, 2007 to 2023



- 1. Results are based on respondents who had visited woodland in the last few years/ 12 months. Weighted totals: 2007 (752), 2009 (589), 2011 (761), 2013 (764), 2015 (785), 2017 (851), 2021 (863), 2023 (785).
- 2. Results for 2023 calculated excluding the 4% who answered "don't know". "Don't know" not included as an option 2007 to 2021.

### **Duration of visits**

A new question was introduced into the 2021 survey to ask about the length of time spent on-site during the most recent visit to a forest or woodland and was repeated in 2023. Around 80% of respondents to the 2023 survey who had visited woodlands reported that their visit lasted three hours or less.

Table 10: Proportion of respondents and length of last visit to forest or woodland, Scotland, 2021 to 2023

Length of time	2021	2023
Less than 1 hour	16	12
1-2 hours	56	46
2-3 hours	18	22
3-4 hours	[x]	12
4-5 hours	7	4
5-8 hours	1	2
8 hours or more	2	[low]
Don't know	[x]	2

<sup>1.</sup> Results are based on respondents who had visited woodland in the last 12 months. weighted totals: 2021 (862), 2021 (817).

<sup>2. [</sup>x]: data not available (statement not included in that year's survey).

<sup>3. [</sup>low]: less than 0.5%.

## Activities during woodland visits

Respondents were asked about the activities they engaged in during their last forest or woodland visit.

Most respondents (90%) reported that they had been walking on their most recent woodland visit (Table 11).

Table 11: Proportion of respondents and activities engaged in during last woodland visit, Scotland, 2021 to 2023

Activity	2021	2023
Walking	92	90
Running/jogging	7	9
Cycling	6	7
Horse riding	1	3
Swimming	1	[x]
Other	8	5

#### Footnote:

- 1. Results are based on respondents who had visited woodland in the last 12 months. Weighted totals: 2021 (863), 2023 (817).
- 2. Respondents were able to select more than one option.
- 3. [x]: data not available.
- 4. Results for 2023 exclude the 0.6% who answered "don't know/can't recall".

Respondents were then asked about the amount of time they spent on each activity (Table 12). Running or jogging tended to be the shortest activity, with over one half (54%) of respondents participating for one hour or less.

Table 12: Proportion of respondents and time spent on activities during last woodland visit, Scotland, 2023

Length of time	Walking	Running/jogging	Cycling	
1 up to 15 minutes	1		8	0
16 up to 30 minutes	5		22	15
31 up to 60 minutes	21		24	15
1 up to 2 hours	46		29	34
2 up to 3 hours	19		12	21
3 up to 5 hours	6		4	6
5 hours or more	1		[x]	1
Don't know	1		[x]	7

- 1. Results are based on respondents who had participated in each activity. Weighted totals: walking (734), running/jogging (70), cycling (58).
- 2. Respondents were able to report time on more than one activity.
- 3. [x]: data not available.
- 4. Results for 2023 exclude the 8% who answered "don't know/can't recall".

## Health and wellbeing

All respondents were asked about their health and wellbeing in response to woodland visits.

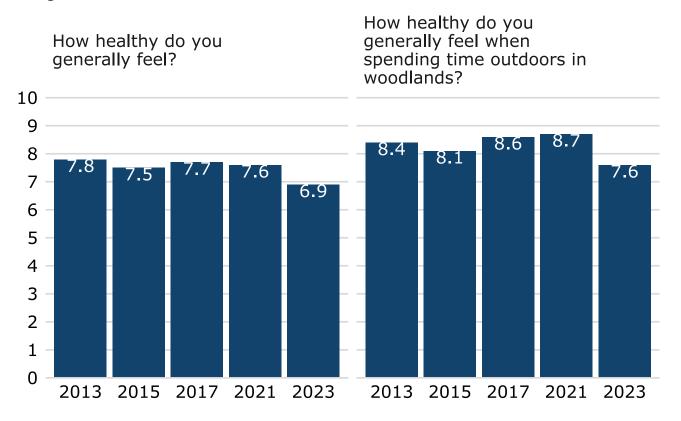
Firstly, respondents were asked to rate the following on a scale of 1 to 10 (where 1 denotes not at all satisfied/ poor health and 10 denotes completely satisfied/good health):

- Their satisfaction with life;
- Their general health; and
- Their health when spending time outdoors in the woodlands.

For respondents who provided a score in 2023, the average score for satisfaction with life was 6.5 out of 10. An average score of 6.9 was achieved for general health and 7.6 for health when spending time outdoors in the woodlands (both out of 10) (Figure 3).

Figure 3: Average health scores reported by respondents for general health and for spending time outdoors on a scale of one to ten, Scotland, 2013 to 2023

#### Average health score



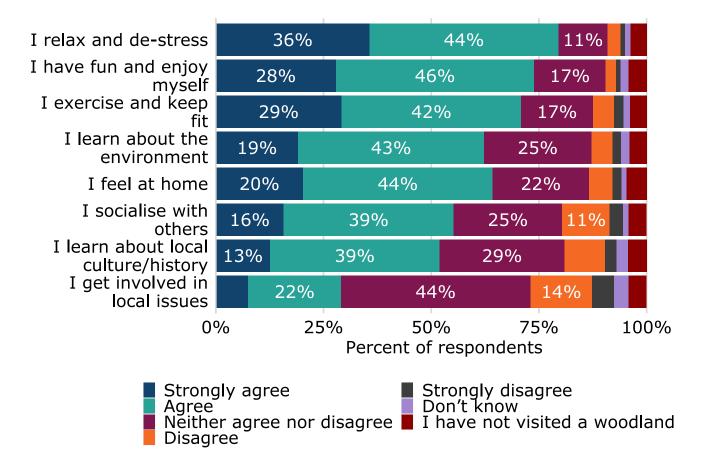
#### Footnote:

- 1. Results for 2013 to 2017 are based on all respondents who had visited woodland. Weighted totals: 2013 (764), 2015 (785), 2017 (851).
- 2. Results for 2021 (1,000) and 2023 (1,037) are based on all respondents.
- 3. Results for 2023 are for those who provided a score from 1 to 10.

Respondents were asked to indicate their level of agreement with a number of statements about the importance of forests and woodlands to them. There were high levels of agreement (those selecting "agree" or "strongly agree") that forests

and woodlands are places where "I can relax and de-stress" (80%), "I can have fun and enjoy myself" (74%), and "I can exercise and keep fit" (71%).

Figure 4: Proportion of respondents and agreement with statements on importance of forests and woodlands, Scotland, 2023



#### Footnote:

1. Results are based on all respondents (1,037).

Respondents who had visited woodland in the last 12 months 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 said they benefited from at least one of these aspects (97%), while one third (33%) said they benefited from all three (Table 13).

Looking at individual aspects:

- 81% felt their mental health had benefited;
- 76% felt their physical health had benefited by visiting woodlands and the outdoors; and
- 43% said their social health had benefited.

Table 13: Proportion of respondents and health benefits derived from visiting woodlands and the outdoors, Scotland, 2013 to 2023

B C:	2012	2015	2017	2024	2022
Benefit	2013	2015	2017	2021	2023
Mental Health	83	89	88	92	81
Physical Health	87	89	87	91	76
Social Health and Wellbeing	75	73	73	77	43
Other	[x]	[x]	[x]	[x]	3
All of these	60	64	62	63	33
None of these	4	3	5	2	1

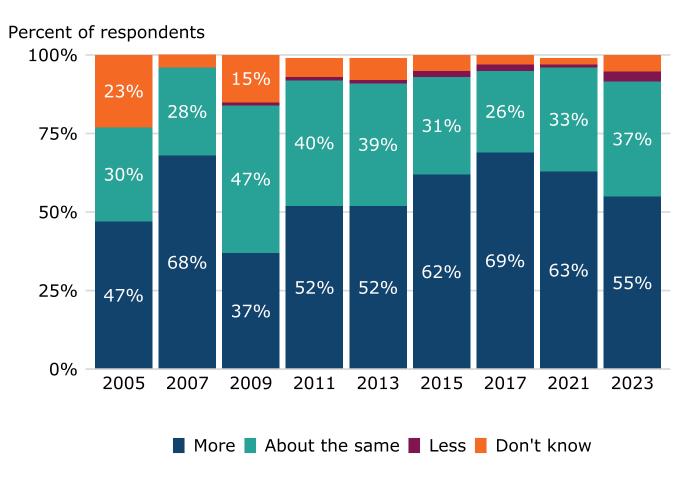
- 1. Results are based on all respondents who had visited woodland. Weighted totals: 2013 (764), 2015 (785), 2017 (851), 2021 (863), 2023 (817).
- 2. [x]: data not available (statement not included in that year's survey).
- 3. Responses for those who said they had benefited from "all of these" have been included in the totals for "physical health", "mental health" and "social health and wellbeing".

## Changes to woodland

Respondents were asked whether or not they would like to see more woodland in their part of Scotland. Over one half (55%) of all respondents in 2023 said they would like to see more woodland in their part of Scotland (Figure 5).

Over one third (37%) of respondents in the 2023 survey reported that they would like to see about the same amount of forest woodland in their part of Scotland. Only 3% said they would like to see less woodland.

Figure 5: Proportion of respondents and desire for change in local woodland area, Scotland, 2005 to 2023



1. Results are based on all respondents. Weighted totals: 2005 (1,009), 2007 (1,007), 2009 (1,040), 2011 (1,018), 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

Respondents who had indicated that they would like to see more woodland in their part of Scotland were then asked a follow up question to find out where they thought new woodlands should be created.

In 2023, two thirds of respondents (66%) who would like to see more woodland in their part of Scotland thought that the new woodlands should be created in urban and industrial areas, under one half (44%) thought new woodlands should be

created in uplands or mountainous areas, and one third (33%) reported intensively farmed areas as a good location for new woodlands (Table 14).

Table 14: Proportion of respondents and preferred locations of new woodland, Scotland, 2013 to 2023

Location	2013	2015	2017	2021	2023
Urban and industrial areas	64	64	69	75	66
Uplands	41	50	50	53	44
Intensively farmed areas	25	35	36	48	33
Other	3	4	3	10	3
Don't know	9	9	6	5	11

<sup>1.</sup> Results are based on all respondents who would like more woodland. Weighted totals: 2013 (521), 2015 (624), 2017 (695), 2021 (631), 2023 (570).

<sup>2.</sup> Respondents could select more than one location.

# 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 15 shows that, in the previous 12 months, around 21% of respondents to the 2023 survey said that they or a family member had attended an organised learning activity or event. In particular:

- 8% participated in a guided walk or tour;
- 6% had attended a school visit; and
- 6% participated in an event at a woodland visitor centre.

Table 15: Proportion of respondents who reported attending woodland learning activities in the last 12 months, Scotland, 2013 to 2023

Activity	2013	2015	2017	2021	2023
A guided walk or talk	5	5	7	4	8
A school visit	7	9	11	5	6
An event at a woodland visitor centre	8	6	7	5	6
Another learning event	3	2	3	6	7
Other	1	1	1	2	[x]
None of these	81	81	80	85	69

- 1. Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).
- 2. [x]: data not available (statement not included in that year's survey).
- 3. Respondents could select more than one topic.
- 4. Results for 2023 exclude the 10% who answered "don't know/can't recall".

# Tree health

Respondents were presented with a series of statements relating to tree health and asked to indicate their level of agreement. Table 16 and Figure 6 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" (65% in 2023); 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" (63%).

Conversely, few respondents agreed or strongly agreed that:

- "There is very little anyone can do to prevent the spread of damaging tree pests and diseases" (16% in 2023); and that
- "I understand what is meant by the term 'biosecurity'" (35%).

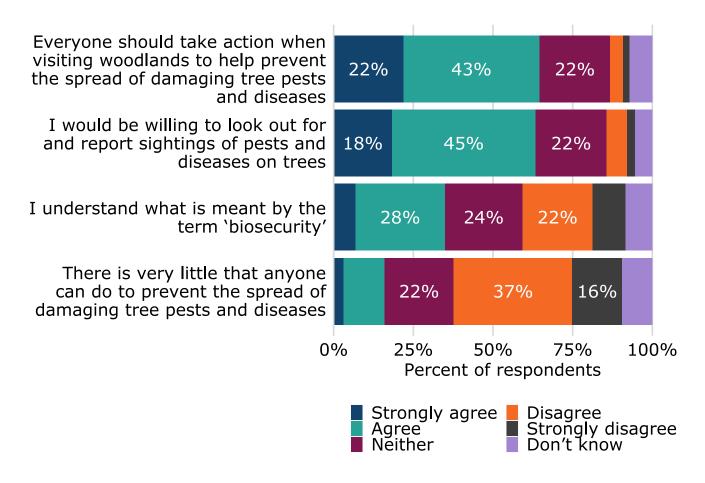
Table 16: Proportion of respondents and agreement with statements regarding tree health, Scotland, 2013 to 2023

Statement	2013	2015	2017	2021	2023
Everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases	68	69	72	83	65
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	68	69	83	63
I understand what is meant by the term 'biosecurity'	30	34	36	41	35
There is very little that anyone can do to prevent the spread of damaging tree pests and diseases	21	17	14	17	16

#### Footnote:

1. Results are based on all respondents. Weighted totals: 2013 (1,001), 2015 (1,010), 2017 (1,013), 2021 (1,000), 2023 (1,037).

Figure 6: Proportion of respondents and agreement with statements regarding tree health, Scotland, 2023



#### Footnote:

1. Results are based on all respondents (1,037).

# Urban trees

In 2021, a question was added asking respondents if they would be prepared to support urban trees in various ways.

Two fifths (39%) of respondents to the 2023 survey would be prepared to raise concerns with the Local Authority if they noticed a problem with trees, and 37% would be willing to plant and tend trees in a garden or community residential area (Table 17). Around one third would be willing to monitor the health and condition of public trees (32%), and around one third would be willing to water newly planted trees during periods of dry weather (32%).

Table 17: Proportion of respondents and willingness to undertake activities to support urban trees, Scotland, 2017 to 2023

Activity	2017	2021	2023
Raising concerns with the Local Authority if you notice a problem with trees	60	74	39
Planting and tending trees in your garden or your community residential area	56	70	37
Monitoring the health and condition of public trees	68	58	32
Watering newly planted trees in public areas during periods of dry weather	55	61	32
Participating in community planting programmes	51	58	29
Accepting higher council taxes which will be used for community tree programmes	34	47	13

#### Footnote:

- 1. Results are based on all respondents. Weighted totals: 2017 (1,013), 2021 (1,000), 2023 (1,037).
- 2. Results for 2023 exclude the 12% who answered "don't know/can't recall".

# **Annex**

## Introduction

This Annex provides background information on the statistics presented in this release. It covers data sources and methodology used to produce the statistics, information on the 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.

# 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 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 be far too expensive.

#### Confidence interval

An estimated range of values that is likely to include an unknown population parameter (i.e., fixed value for the population as a whole). The confidence interval around an estimate is derived from the sample data, and is used to indicate the reliability factor.

## Design factor

A factor applied in the calculation of confidence intervals to take the account of the survey design (clustering, weighting, stratification) used in selecting the sample. A design factor of 1.5 is commonly assumed by Market Research companies for online omnibus surveys of the population.

#### **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 Forest if Dean.

## Forestry Commission (FC)

The government department responsible for forestry matters in England. The Forestry Commission's functions in Wales transferred to the Welsh Government and to Natural Resources Wales on 1 April 2013. The Forestry Commission's functions in Scotland transferred to Forestry and Land Scotland on 1 April 2019. The Forestry Commission is supported by two agencies; Forestry England and Forest Research.

## Great Britian (GB)

England, Wales and Scotland.

# Proportion

A weighted percentage.

# Quota sampling

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

#### Scottish Government (SG)

The Scottish Government is the devolved government for Scotland. The devolved government for Scotland is responsible for most of the issues of day-to-day concern to the people of Scotland, including health, education, justice, rural affairs, and transport.

#### Stratification

A sampling technique where the entire population is divided into groups, or strata, and a random sample is selected within each group. Stratification 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.

#### Urban trees

Trees and woodland located in towns or cities. Includes trees in urban woods, parks, gardens, streets and other urban areas.

#### 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 the 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. Can exist in rural or urban settings.

# Data sources and methodology

#### Background

Forest Research (and previously the Forestry Commission) has conducted 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) were 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, 2010, 2014, 2019 and 2023;
- In 2023, four separate surveys were carried out; for the UK (from which England results were derived), for Wales, for Scotland and for Northern Ireland. Some questions were asked in all of the surveys conducted 2023, but a number of questions have become survey specific.

All surveys run until 2019 were conducted using face-to-face interviewing. The restrictions in place across the UK in early 2021 as a result of the coronavirus (COVID-19) pandemic led to a change in methodology for the three surveys conducted that year; in Scotland the 2021 survey was changed to use telephone interviews, whilst the surveys across the UK and in Wales were changed to use an online methodology. In 2023, the Scotland survey changed to an online methodology, in line with the other countries.

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

Table A1: Approximate sample size for each Public Opinion of Forestry survey, UK, 2001 to 2023

Year	UK¹	England <sup>2</sup>	Wales	Scotland	Northern Ireland
2001	2,000	[x]	1,000	1,000	[x]
2003	4,000	3,400	1,000	1,000	[x]
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	[x]
2010	[x]	[x]	[x]	[x]	1,000
2011	2,000	1,700	1,000	1,000	[x]
2013	2,000	1,600	1,000	1,000	[x]
2014	[x]	[x]	[x]	[x]	1,000
2015	2,000	1,500	1,000	1,000	[x]
2017	2,000	1,800	1,000	1,000	[x]
2019	2,200	1,800	1,000	[x]	1,000
2021	5,000	4,300	1,000	1,000	[x]
2023	11,100	9,300	1,000	1,000	1,000

#### Footnote:

- 1. 2001 and 2005 surveys covered Great Britain only (i.e., excluding Northern Ireland).
- 2. Results for England are derived from UK surveys.
- 3. [x]: data not available (survey not run that year).

# Survey Design

The 2023 survey results presented in this report are taken from a public opinion survey carried out in Scotland by Ipsos, on behalf of Forest Research, from the 17 to 21 March 2023. The survey was based on a representative sample of 1,037 adults (aged 16 or over) from across Scotland. More details of the sample method are given below.

The 2003, 2007, 2011, 2013, 2015 and 2017 surveys were obtained from the TNS Scottish Opinion Survey. The 2005 and 2009 surveys were obtained from the mruk Scottish In-Home Omnibus Survey. Both of these surveys used face-to-face interviewing.

The 2021 survey data were obtained from Survation. Restrictions that were in place in early 2021 as a result of the coronavirus (COVID-19) pandemic included limitations on people from different households meeting (particularly indoors). This meant that the 2021 survey could not be conducted using face-to-face interviewing, and was instead conducted using telephone interviewing.

The methodology for the 2023 survey has since changed to use an online survey format. The changes in survey design will have led to some inconsistencies with previous surveys, but it is not possible to quantify how much of the changes observed in 2023 are a result of adopting a different survey design and and how much are a result of genuine change. Care should therefore be taken when comparing the results from the 2023 survey with those for previous years.

# Methodology

Research was carried out by Ipsos on behalf of Forest Research. Ipsos interviewed a sample of 1,037 adults aged 16+ in Scotland using its online Scotland i:omnibus between 17 and 21 March 2023. Data has been weighted to the known offline

population proportions for age and social grade within gender, and for working status, parliament region and education.

# Questionnaire

A copy of the 2023 questionnaire is provided at the end of this release. This covers the questions requested by Scottish Forestry. In addition, a small number of questions are included as standard in the omnibus surveys run by market research companies (e.g., gender, age, country/ religion) and some are also used in analysing the results of this survey.

Most questions are retained from one survey to the next, to enable comparisons over time. However, changed are sometimes made to reflect changing circumstances or priorities, or to improve the wording of questions. The following changes were made for the 2023 questionnaire:

- The wording of question one (Q1) was changed to include the word "heard";
- The option to select swimming was removed from question fifteen because of low engagement in previous years (Q15);
- The scale of select-able answers for questions sixteen to eighteen was changed from zero to ten, to one to ten (Q16, Q17 and Q18);
- The option to select "other" and "another learning event" as an answer for question twenty-three were aggregated into a single category: "Any other organised event or activity" (Q23);
- The option to select "Don't know" as an answer was added to all questions;
   and
- Minor amendments were made to all questions to reflect the change in methodology from telephone to online.

# Quality

Results from the Ipsos survey are weighted to population profiles of those aged 16+ in Scotland to ensure an accurate representation of Scotland's adult population. Weighting is applied on the basis of age and social grade within gender, and for working status, parliament region and education, using population estimates from Scottish Government official statistics. Each respondent is assigned a weight which reflects the number of people that they represent in the population.

The results quoted in this report are presented as proportions, which are percentages calculated from the weighted totals of respondents.

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 Ipsos 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 results in this report on the basis of a 95% confidence interval and assuming design factor of 1.5:

• For questions asked to the whole Scotland sample of around 1,037, 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=496; female n=535), the confidence intervals should be no more than ±6.5%;
- For those who visited woodland in the last few years (n=817), the confidence interval should be no more than  $\pm 5.1\%$ .

For questions asked to whole samples, differences of more than  $\pm 6.5\%$  between the 2023 and 2021 surveys are statistically significant.

#### Revisions

Results for 2023 are published for the first time in this release. All results are final. Results for earlier years have not been revised. <u>Our revisions policy</u> sets out how revisions and errors to these statistics are dealt with.

#### Further information

<u>Accompanying tables to this release</u>, provide more detailed figures, showing standard breakdowns. Weighted proportions have been independently rounded, so may not add to the totals shown.

Scotland's People and Nature Survey, carried out by TNS for Scottish Natural Heritage (now NatureScot), Forestry Commission Scotland (now Scottish Forestry), national park authorities and Greenspace Scotland, ran in 2013/14 and included four questions specifically related to forestry.

Results for these forestry questions were included in <u>Public Opinion of Forestry</u> <u>2015: Scotland</u>. Smaller-scale versions of the <u>Scotland's People and Nature Survey</u> were run in 2017/18 and 2019/20. NatureScot also commissioned research to provide an understanding of people's outdoor visit behaviour and engagement with nature during the Coronavirus lockdown. Reports from this research are also available from the NatureScot website.

# Release schedule

The Scotland Public Opinion of Forestry is usually a biennial survey, next due to run in early 2025 with results likely to be available in summer 2025.

# Official Statistics

This is an Official Statistics publication. More information about Official Statistics is produced by the <u>UK Statistics Authority</u>.

# Scotland Public Opinion of Forestry Survey 2023: Questionnaire

#### Q1 [All]

You may have seen, heard or read about Scottish forests, woods or trees on the television, radio or in the newspapers. Which, if any, of the following topics have you seen, heard or read anything about in the last 12 months in Scotland?

#### (Multi answer)

- Birds and other animals in woodlands
- Flowers and other plants in woodlands
- Forests and woodlands helping to tackle climate change
- Community woodlands (i.e., woodlands partly or completely managed by the local community)
- Woods in and around towns, new local woods, improved local access to woods
- Tree planting
- Tree pests and diseases
- Wood for fuel, short rotation coppice (i.e. growing trees on 2-5 year cycles, mainly for wood-fuel)
- Loss of ancient or native woodlands
- Creation of new native woodlands
- Public rights of access to woodlands
- Farmers and crofters integrating trees on their land

- Something else (please specify)
- I have not seen, heard or read anything about Scottish forests, woods or trees on the television radio or the newspapers in the last 12 months.
- Don't know

#### Q2 [AII]

In Scotland, public money is given to plant new woodland and to manage existing woodland for public benefit. This includes funding from Government and local authorities.

In your opinion, for which of the following reasons, if any, should public money be used to create new woodland and/or manage existing woodland?

#### (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
- Public money should not be used on these things to create new woodland and/or manage existing woodland in Scotland.
- Don't know

#### Q3 [AII]

To what extent do 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 Tend to agree, 3 Neither agree nor disagree, 4 Tend to disagree, 5 Strongly disagree, 6 Don't know)

- 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,
   oil 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

#### Q4 [AII]

To what extent 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 Tend to agree, 3 Neither agree nor disagree, 4 Tend to disagree, 5 Strongly disagree, 6 Don't know)

- 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
- 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 [AII]

Do you or others in your household use wood as a fuel in your home, either on its own or with other fuels, or not?

- Yes, I/we use wood as a fuel in my/our home (Go to Q6)
- No, I /we do not use wood as a fuel in my/our home (Go to Q8)
- Don't know

# Q6 [Ask if answered yes to Q5]

You have said that you use wood as a fuel in your home. Is this wood used as the main fuel to heat your home, or not?

#### (Single answer)

- Yes, wood is used as the main fuel to heat my/our home
- No, wood is not used as the main fuel to heat my/our home
- Don't know

#### Q7 [Ask if answered yes to Q5]

Which of the following is the main way you get your supply of wood? (single answer)

- By the truck / lorry load
- Buy a few bags /sacks at a time
- Buy a bag /sack at a time
- Gather it myself
- Other, please specify
- Don't know

## Q8 [Ask if answered no to Q5]

What is the main reason for not using wood as a fuel in your home? (Single answer)

- Never thought about it
- Happy with the existing system

- Concerned about costs
- Not practical for my property
- Concerned about efficiency
- Concerned about ease of use
- Concerned about environmental issues
- Do not own property (so I cannot install a wood burner / fireplace/ chimney)
- Lack of local suppliers
- I do not have a wood burner / open fireplace or anything else to burn wood
- Other, please specify
- Don't know

## **Q9** [AII]

How often, if at all, would you like to visit forests and woodlands in the next 12 months?

- Several times per week
- Several times per month
- About once a month
- Less often
- Would not like to visit in the next 12 months
- Don't know

## Q10 [AII]

In the last 12 months, how often on average, if at all, have you visited forests or woodlands for walks, picnics or other recreation?

#### (Single answer)

- More than once per day
- Every day
- Several times a week
- Once a week
- Once or twice a month
- Once every 2-3 months
- Less often than once every 2-3 months
- Once or twice in the last 12 months
- Not at all in the last 12 months
- Don't know

# Q11 [AII]

How, if at all, has the number of visits you have taken to forests and woodlands changed in the last 12 months (i.e., since 1 March 2022), compared to the previous 12 months?

- Increased a lot
- Increased a little
- No change

- Decreased a little
- Decreased a lot
- Don't know

Q12 [Ask if answer to Q10 is not "Not at all in the last 12 months']

In the past 12 months, did you visit forests or woodlands in the countryside, forests or woodlands in and around towns or cities, or both?

#### (Single answer)

- Forests or woodlands in the countryside
- Forests or woodlands in and around towns or cities
- Both in the countryside and around towns or cities
- Don't know

Q13 [Ask if answer to Q10 is not "Not at all in the last 12 months']

How much time did you spend on-site during your last visit to a forest or woodland?

- Less than 1 hour
- From 1 hour up to 2 hours
- From 2 up to 3 hours
- From 3 up to 4 hours
- From 4 up to 5 hours
- From 5 up to 8 hours

- 8 hours or more
- Don't know

Q14 [Ask if answer to Q10 is not "Not at all in the last 12 months']

In which, if any, of the following activities did you engage in during your last visit to a forest or woodland?

(Multi answer)

- Walking
- Running/jogging
- Cycling
- Horse riding
- Another activity, please specify
- None of these
- Don't know

Q15 [Ask if answer to Q14 is not "none of these']

For how long did you engage in each of the activities you did on your last visit to a forest or woodland?

(Single answer for each activity selected in the previous question)

	15	31 up to 60 minutes		5 hours or more	Don't know
Walking					
Running/					
jogging					
Cycling					
Horse riding					

#### Q16 [AII]

Overall, how satisfied or not are you with your life nowadays on a scale of 1 to 10 - where 1 means not at all satisfied and 10 means completely satisfied?

Please answer the following question on the basis of your general feelings, not on how you currently feel now.

- 1 = Not at all satisfied
- 2
- 3
- 4
- 5
- 6
- 7
- 8

- 9
- 10 = Completely satisfied
- Don't know
- Prefer not to say

INTRO\_HEALTH. The next questions will be about health in general. A "Prefer not to answer" option will be available for you to select, if the case. Information collected through the survey will be analysed in an anonymised format. At no point will any information that would allow you to be identified be made available to the public. Participation is completely voluntary, and you may withdraw your consent at any time. Your survey answers will be combined with the answers from all other participants and used for social research purposes only, and your personal data will be held for no longer than 12 months within Ipsos Do you accept the collection of personal information about health? SINGLE CODE 1. Yes, I accept 2. No, I do not accept

## Q17 [All]

How would you rate the level that best describes your general health on a scale of 1 to 10 - where 1 means poor health and 10 means good health?

Please answer the following question on the basis of your general health (not your present state).

- 1 = Poor health
- 2
- 3

- 4
- 5
- 6
- 7
- 8
- 9
- 10 = Good health
- Don't know
- Prefer not to say

# Q18 [AII]

How healthy or not do you generally feel when spending time outdoors in forests and woodlands on a scale of 1 to 10 - where 1 means not at all healthy and 10 means very healthy?

- 1 = Not at all healthy
- 2
- 3
- 4
- 5
- 6
- 7
- 8

- 9
- 10 = Very healthy
- Don't know
- Prefer not to say
- I do not spend time in forests or woodlands

#### Q19 [AII]

Now thinking specifically about woodlands and forests you may have visited, to what extent do you agree or disagree with the following statements?

Woodlands and forests are places where...

(1 Strongly agree, 2 Tend to agree, 3 Neither agree nor disagree, 4 Tend to disagree, 5 Strongly disagree, 6 Don't know, 7 I have not visited a woodland or forest)

- I can relax and de-stress
- I can exercise and keep fit
- I can have fun and enjoy myself
- I can socialise with others
- I can learn about the environment
- I can learn about local culture or history
- I can get involved in local issues
- I feel at home

Q20 [Ask if answer to Q10 is not "Not at all in the last 12 months']

Generally speaking, which of the following aspects, if any, do you think you benefit from when visiting forests and woodlands?

#### (Multi answer)

- Physical health: through increased exercise and physical activity
- Mental health: through relaxation, stress relief and improved mood
- Social health and wellbeing: through meeting other people/spending time
   with people and/or talking with family or friends
- Other benefit(s)
- No benefits from visiting a forest or woodland
- Don't know

#### Q21 [AII]

Would you like to have more, less or about the same woodland in your local area?

- Much more (Go to Q22)
- A little more (Go to Q22)
- About the same (Go to Q23)
- A little less (Go to Q23)
- Much less (Go to Q23)
- Don't know (Go to Q23)

Q22 [Ask if answered "Much more' or "A little more' to Q21]

Where do you think new woodland should be created?

(Multi answer)

- Urban and industrial areas
- Intensively farmed areas
- Uplands or mountainous areas
- Somewhere else (please specify)
- Don't know

## Q23 [AII]

Have you or other members of your household 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
- Any other organised activity or event
- I or other members of my household have not attended any organised learning activities or events to do with woodlands in the last 12 months
- Don't know

## Q24 [AII]

Now thinking about trees in general, to what extent do you agree or disagree, if at all, with each of the following statements relating to tree health?

(1 Strongly agree, 2 Tend to agree, 3 Neither agree nor disagree, 4 Tend to disagree, 5 Strongly disagree, 6 Don't know)

- Everyone should take action when visiting woodlands to help prevent the spread of damaging tree pests and diseases (e.g., by removing soil & plant material from footwear, clothing, bikes, buggies and dogs before their visit).
- 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 the term "biosecurity'.

# Q25 [AII]

Which, if any, of the following would you be willing to do in an urban area (town or city) where you live or that is nearest to you?

(Multi answer)

- Participating in community planting programmes
- Watering newly planted trees in public areas during periods of dry weather
- Accepting higher council taxes which will be used for community tree programmes
- Planting and tending trees in your garden or your communal residential area

- Monitoring the health and condition of public trees
- Raising concerns with the Local Authority if you notice a problem with trees
- None of these
- Don't know

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