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Scottish Recreation Survey: annual summary report 2005

(ROAME No. F02AA614/4)

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Scottish Recreation Survey: annual summary report 2005

Commissioned Report No. 220 (ROAME No. F02AA614/4)

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Background

Scottish Natural Heritage (SNH) is required to measure levels of participation in walking in the countryside as well as a number of other open-air recreational activities. A set of questions forming the Scottish Recreation Survey was inserted into the Scottish Opinion Survey – a monthly Computer Aided Personal Interview (CAPI) omnibus – during the period July 2004 and June 2005. This 12-month period completes the second calendar year of continuous surveying. Most of the survey questions were inserted each month on the survey with a number of questions used every third month, although a questionnaire change in September 2005 raised the need for further calibration. This methodology ensured that a representative sample of the Scottish adults population, aged 16 years and over, was interviewed each month. A total of 12,219 interviews were undertaken during this 12-month period.

Main findings

- Areas investigated through the survey include general trends in the number, frequency and location of visits to the outdoors, participation in a range of activities (walking, cycling, horse riding, etc), transport and distances travelled to visit, part composition (including those accompanied by dogs), expenditure on visit, awareness and understanding of the SOAC and access to the countryside, including responsible behaviour and problems encountered.
- Key headline figures obtained for the 2005 calendar year period indicate that three quarters of the Scottish adult population (75%) claimed that they had made at least one visit to the outdoors for leisure and recreation purposes, in Scotland, in the previous 12 months. This equates to around 291 million visits to the outdoors in Scotland between July 2004 and June 2005. With an average spend of £16, the total value of expenditure during these trips was an estimated £4.8 billion.
- One key trend observed relates to an increase in the number of visits made closer to home. Visits to parks and urban greenspaces increased most substantially, with a higher proportion of all visits taken on foot. Overall, visits were shorter in duration than in the previous survey period.
- Other trends noted include an increased awareness of the Scottish Outdoor Access Code, with 25% of Scottish adults being definitely aware of the Code compared to 7% during the previous year.

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Executive summary

Background and methodology

Scottish Natural Heritage (SNH) is required to measure levels of participation in walking in the outdoors as well as a number of other open-air recreational activities. The Scottish Recreation Survey (ScRS), piloted in 2002 and which commenced in July 2003, is the established vehicle for gathering this information.

In the 2005 Scottish Recreation Survey, a set of questions was inserted into the Scottish Opinion Survey, the monthly consumer omnibus survey operated by TNS. While some of these questions were inserted each month on the survey, others were used every third month, on a rotating basis. This methodology ensured that a representative sample of around 1,000 members of the Scottish adult (16 years and over) population was interviewed each month.

This report covers the second full calendar year of surveying from January–December 2005.

Note on survey method change

It should be noted that in September 2005 the questionnaire used for the survey was amended with changes made to the wording of questions regarding the incidence and frequency of visits taken during the 12 months and 4 weeks prior to interview.

As a result of this change, the proportion of survey respondents indicating that they had taken visits increased to a higher level (which is considered to be more accurate). To determine the degree of under-reporting of trips prior to this questionnaire change a calibration exercise is being undertaken and the interim findings of this exercise have been used to adjust the data collected prior to September 2005. On writing, this exercise is on-going so volume estimates contained in this report should be treated as subject to change. More details of the questionnaire change and calibration exercise are provided in Appendix 4.

Visits to the outdoors for leisure and recreation

It is estimated that during 2005, 75% of the Scottish adult population had made at least one visit to the outdoors for leisure and recreation purposes, in Scotland, during the previous 12-month period.

In terms of the frequency of visits, 43% of respondents visited the outdoors for recreation at least once a week and 19% visited once or twice a month.

Based on the data collected through the survey and taking account of the questionnaire changes from September 2005 (as mentioned above), an estimated 291 million outdoor recreation visits were taken to the outdoors during 2005, an apparent increase of 19% from 2004, with the following distribution by period:

- January–March 2005 – 67 million (11% increase from 60 million in 2004);
- April–June 2005 – 71 million (16% increase from 61 million in 2004);
- July–September 2005 – 79 million (29% increase from 61 million in 2004);
- October–December 2005 – 74 million (19% increase from 62 million in 2004).

In terms of the destination of visits to the outdoors, the distribution between the three main types of locations was as follows, for the full 12-month period¹:

- town or city – 81 million (23% increase from 66 million estimated for 2004);
- countryside – 163 million (19% increase from 137 million in 2004);
- seaside – 49 million (19% increase from 42 million in 2004).

Those who had not made any visits to the outdoors for leisure and recreation were asked their reasons. The main responses given by those who had not made any visits were as follows:

- too busy (cited by 31% of those not making any visits, 59% amongst those not making visits and who worked full time);
- poor health (cited by 27% of those not making any visits, 42% amongst respondents not making any visits and who were aged 55 years and over);
- old age (14% of those not making any visits);
- not interested at all (11% of those not making any visits).

Activities undertaken

Walking was by far the dominant activity, mentioned by 56% of participants as being their main activity on outdoor visits. The other major activity was going on a family outing (20%), especially for those parties with children.

Location of visit (4-week recall period)

Some 56% of visits were made to countryside areas, with a further 28% to urban areas and 17% to a seaside location.

When asked a more detailed question on the main destination of their visit to the outdoors, the following locations received the most responses:

• Local park or open space – 32%	• Village – 5%
• Water-related – 27%	• Farmland – 4%
• Woodland/forest – 13%	• Wildlife area – 2%
• Mountain, hill or moorland – 8%	

The majority of respondents who had visited the outdoors claimed that they had used a path or network of paths during their most recent visit (68%), while 46% had used paths with signposting or waymarkings.

¹ This distribution totals 293 million visits, not 291, due to different rounding in the way the results are analysed.

Details of visit

The vast majority of outdoor visits were made from home on a day out (90%) rather than when staying away from home on holiday, with 56% of all participants using a car as the main means of transport for their visit. The mean (average) distance travelled, excluding those who did not know, on the visit to the outdoors was 45km (28 miles), while the mean (average) duration of the visit was 3hrs 17mins.

The majority of participants were with other members of their family on their outdoors visit (57%), a further 22% were with friends and 21% were on their own. In total, some 22% of participants were accompanied by a dog(s) on their outdoor visits.

Expenditure on visit

51% of participants did not spend anything on their visits to the outdoors. The main categories of expenditure were food and drink and fuel. Amongst those who made purchases, the average expenditure was £34.

Access to the outdoors

Part of the aim of the ScRS is to measure awareness and understanding of the new access legislation and Scottish Outdoor Access Code (the Code). Accompanying the launch of statutory access rights (on 9 February 2005), a significant amount of publicity was undertaken through television, radio and press advertising, a web site (www.outdooraccess-scotland.com) and other media such as posters and leaflets.

During 2005, 25% of respondents stated that they had definitely heard of the legislation while a further 18% thought that they had heard of it. The remaining 56% were sure that they had not heard of it or did not know. Levels of awareness of the legislation varied through the year with the highest proportions 'definitely' aware in the January–March (28%) and October–December (29%) periods, coinciding with the periods of television advertising regarding the legislation and the Code.

The proportion of respondents who were aware of the Code was much higher in 2005 than 2004 with an average of 25% definitely aware in comparison to 7% during the previous year. During 2005 members of the Scottish adult population were most likely to have found out about the Code from television advertising (55%), a news item on TV or radio (14%) or a news article in the press (10%).

During 2005 18% of respondents claimed that they had encountered any problems with access on their last visit to the outdoors – a decrease from 24% in 2004. Correspondingly, the majority of participants (88%) stated that they had not come across any other user of the outdoors who was behaving inappropriately, a similar proportion to that recorded in 2004.

Summary of trends

2005 represented the second full calendar year of the Scottish Recreation Survey. As such, it has been possible to identify initial trends in the characteristics of recreation visits and attitudes towards outdoor recreation and the Code by comparing results with those obtained in 2004. As mentioned previously, estimates of the total volume and value of visits should be treated as indicative due to the questionnaire amendments made in September 2005 and on-going measurement of the impact of these changes (see Appendix 4). The following points summarise some of the main variations identified:

Recreation visits – volume, value and profile

- During 2005, three quarters of the Scottish adult population (75%) stated that they had made at least one visit to the outdoors for recreation purposes, an increase from 68% during 2004.
- The total number of outdoor recreation visits taken in Scotland is estimated to have increased by around 19% to 291 million visits.
- This increase was most apparent during the main summer months (July–September) when 29% more visits were recorded in 2005 than in 2004, coinciding with a period of somewhat lower rainfall. In contrast, the numbers of visits estimated to have taken place in May and November 2005 were lower than in the same months of 2004.
- In terms of visit destinations, the proportion of visits taken to parks and open spaces has increased most substantially from 28% of all visits in 2004 to 37% in 2005. This change reflects a general increase in the volume of visits taken in town and city locations (up 23% from 2004).
- The proportion of day visits taken on foot increased from 31–35% and, correspondingly, more visits involved shorter distances being travelled (45% under 8km or 5 miles, compared with 39%). This change also reflects the increased volume of visits to town and city destinations.
- On average, visits taken in 2005 were shorter than in 2004 with 59% lasting less than 3hrs, an increase from 50% in year one.
- The types of activities undertaken on visits remained fairly consistent, as did the proportion of visits taken with a dog.
- During 2005 the proportion of visits involving any expenditure decreased (from 56–49%) while the total amount spent by those who made any expenditure was the same (£34). This change reflects the above variations in visit characteristics with increasing proportions of shorter, local trips which typically involve lower expenditure.
- The estimated value of recreation visits in 2005 was £4.8 billion, an increase from £4.6 billion in year one of the survey.

Scottish Outdoor Access Code

- Awareness of the Code increased from 7% of respondents being definitely aware of it in 2004 to 25% during 2005. Definite awareness was at its highest during the last three months of 2005 (29%).
- When asked about problems with access and other difficulties encountered during visits, a slightly lower proportion of respondents reported any issues in 2005 than in 2004 (18% compared to 24%).

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1 INTRODUCTION

Scottish Natural Heritage (SNH) is required by the Scottish Executive to measure levels of participation in walking in the countryside as well as a number of other open-air recreational activities. The Scottish Recreation Survey (ScRS), piloted in 2002 and which commenced in July 2003, is the established vehicle for gathering this information and is jointly commissioned by SNH and their survey partners Forestry Commission Scotland (FCS).

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

1.1 Definitions

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

This report provides the results of the Scottish Recreation Survey for the period January–December 2005. During this period, statutory access rights established under the Land Reform (Scotland) Act 2003 commenced on 9th February 2005.

1.2 Objectives

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

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

This annual report covers 2005, the second full calendar year of the study and includes comparisons with the results obtained during 2004. This is the first report to be prepared on a calendar year basis with the previous two reports published covering the periods July 2003–June 2004 and July 2004–June 2005 respectively².

² TNS (2004). Scottish Recreation Survey: annual summary report 2003/04. *Scottish Natural Heritage Commissioned Report No. 105 (ROAME NO. F02AA614/2)* and TNS (2005). Scottish Recreation Survey: annual summary report 2004/05. *Scottish Natural Heritage Commissioned Report No. 183 (ROAME No. F02AA614/3)*.

2 METHODOLOGY

On a monthly basis, TNS operate a consumer omnibus survey in Scotland – the Scottish Opinion Survey. Interviews are conducted in-home using CAPI (Computer Assisted Personal Interviewing) hardware with a representative sample of Scotland's adult (16 years and over) population. These interviews are undertaken in 42 sampling points throughout the country with quota targets set on the basis of gender, age-group, social grade and working status. At the analysis stage, the survey data is weighted to ensure that the sample profile matches that of the Scottish adult population. Around 1,000 adults are interviewed each month as part of this survey. As a result, across the 12 months of surveying undertaken in 2005, a total of 12,219 respondents were interviewed.

A set of questions was agreed with SNH and FCS staff and these were classified into different categories. A core set of questions was asked every month while other questions were included around every second month or third month. See Appendix 2 for information on the scheduling of each question and Appendix 3 for copies of all of the questions used in the survey.

On a monthly basis, data has been presented to the clients in an Excel Viewer format. This format provides an overview of the results for a cumulative 12-month period and allows the user to undertake a fairly detailed analysis of the results. Data tabulations are also produced for each monthly survey and these are available from SNH in WinYaps format. The Nominated Officer (named on the front of this report) should be contacted for further information, or visit the Commissioned Report area on www.snh.org.uk.

When comparing the results obtained in 2004 with those obtained in 2005 it should be noted that the timings of a number of the questions have varied. The questions affected by this change relate to reasons for not making visits to the outdoors (Q1c), visits to designated areas (Q5), transport used (Q7), distance travelled (Q8), frequency of trips to the destination (Q11) and expenditure (Q13)³. As such, year on year comparisons of the results of these questions have been made on the basis of comparable results only thereby ensuring that the trends which are reported are the result of actual changes in participation and behaviour rather than the changes in survey timings.

Also, as discussed in more detail in the next section, in September 2005 the structure of the survey questionnaire was amended. The main reasons for this change were to shorten and simplify the initial stages of the interview and to improve the accuracy of the data collected. Following the implementation of this questionnaire change it became apparent that this amendment had resulted in increases in the proportion of respondents reporting outdoor recreation visits. The scale of the impact of this change was estimated through a control study undertaken in June and July 2006, involving the simultaneous surveying of Scottish adults using the 'old' questionnaire structure (ie that used prior to September 2005) and 'new' questions. Further testing of the questionnaire changes will be undertaken in early 2007 to determine any seasonal variations in the impact of the questionnaire change and a full report of this exercise will be published shortly afterwards.

³ See appended questionnaire.

Using the outputs of the testing undertaken to date, results included in this report have been adjusted to take account of the apparent impact of the questionnaire changes and any under reporting of the volume of outdoor recreation visits prior to September 2005. However, as this calibration exercise is on-going the volume estimates contained in this report should be treated as subject to change.

Further details of the changes made to the questionnaire structure in September 2005, the approach taken to test the impact of this change and how the results have been adjusted to take account of this change are provided in Appendix 4.

More comprehensive details of the survey method are available in a detailed technical report which may also be obtained from the Nominated Officer (named on the front of this report) or within the Commissioned Report area of www.snh.org.uk.

3 SUMMARY OF MAIN FINDINGS

In this section of the report, the main findings to emerge from the analysis of the survey data are presented under a series of headings. Copies of the full data tabulations have been presented separately and are available for more detailed consideration⁴.

Both in this report and the full data tabulations, the survey findings are usually presented as a percentage figure. These are subject to some degree of error due to the fact that they are based on a sample of the Scottish adult population. The level of accuracy will be primarily dependent on the size of the sample and so, the following guidance is appropriate to consider when examining the survey findings:

- where the sample size is in excess of 10,000 respondents, the data will generally be accurate to around $\pm 1\%$ at the 95% confidence interval;
- when comparing two samples in excess of 10,000 respondents, differences of $\pm 2\%$ or more are statistically significant at the 95% confidence interval;
- where the sample size is around 2,000 respondents, the data will generally be accurate to around $\pm 3\%$ at the 95% confidence interval;
- where the sample size is around 1,000, the data will generally be accurate to around $\pm 5\%$ at the 95% confidence interval;
- where the sample size is around 500, the data will generally be accurate to around $\pm 7\%$ at the 95% confidence interval;
- where the sample size is around 250, the data will generally be accurate to around $\pm 10\%$ at the 95% confidence interval.

Note: where tables or bulleted lists are presented with figures reflecting quarterly periods, the data presented relate to responses to the named survey waves, and does not directly correspond to information about each calendar month (eg the July 2005 survey wave would, with a 4-week recall period, report on information for the last week of June and first 3 weeks of July 2005).

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

During 2005, three quarters of the Scottish adult population (75%) stated that they had made at least one visit to the outdoors for recreation purposes, within Scotland, in the previous 12 months. This proportion ranged from a maximum of 80% recorded between July and September to 67% between January and March. As illustrated in Table 1 the proportion recorded in 2005 is higher than that recorded in 2004 (68%), suggesting an increase in the number of respondents taking part in outdoor recreation. On a monthly basis, the lowest level of participation was recorded in January (64%) while the highest level was recorded in October (83%).

⁴ Data tables are available on the Publications Catalogue area of the SNH website www.snh.gov.uk

Table 1 Have you made any leisure visits to the outdoors in Scotland in the last 12 months? (%)

Base: All respondents (12,219 respondents)

	Total 2005	January– March 2005	April– June 2005	July– September 2005	October– December 2005	Total 2004
Yes	75	67	75	80	79	68
No	25	33	25	20	21	32
Base	12,219	2,908	3,203	3,085	3,023	12,194

Table 2 highlights the variation in levels of participation in outdoor recreation between the various social grades⁵.

Table 2 Proportion of each social grade who have taken at least one trip to the outdoors in the last 12 months (expressed as a percentage of the Scottish population) (%)

Base: All respondents (12,219 respondents)

	Total 2005	Total 2004
AB	88	84
C1	83	73
C2	78	67
DE	59	52
Base	12,219	12,194

It is evident that a respondent's social grade is a significant factor in determining their likelihood of participating in outdoor recreation and leisure activities. Some 88% of those in the AB social grades, the professional and managerial occupations, make visits to the outdoors compared with only 59% of those in the DE social grades, those in unskilled manual occupations or unemployed. Similar variations were apparent in 2004.

There are also some variations in participation on the basis of age, as illustrated in Table 3 below.

Table 3 Proportion of each age group who have taken at least one trip to the outdoors in the last 12 months (expressed as a percentage of the Scottish population) (%)

Base: All respondents (12,219 respondents)

	Total 2005	Total 2004
Under 35 years	78	74
35–54 years	77	73
55+ years	61	55
Base	12,219	12,194

Respondents aged 54 or under were significantly more likely to make an outdoor visit for leisure and recreation than those over the age of 55. There was no significant difference between those aged under 35 and those aged between 35 and 54 in terms of levels of participation in outdoor leisure and recreation.

⁵ See definitions of socio-economic grades in Appendix 1.

3.2 Frequency of outdoor visits

From September 2005 onwards all respondents were asked to indicate how often they had visited the outdoors for leisure and recreation in Scotland during the previous 12 months. As Table 4 below illustrates, while 21% of respondents had not taken any visits, a larger proportion visited frequently with a total of 43% doing so at least once a week.

Table 4 Frequency of visits to the outdoors in last 12 months (%)

Base: All respondents surveyed between September and December (4,056 respondents)

	Total September–December 2005
At least once per day	11
Several times per week	16
Once a week	16
1–2 visits per month	19
Once every 2–3 months	9
Once or twice	8
Never	21
Base	4,056

Note: Question not asked before September 2005.

Further analysis indicates that respondents most likely to take visits to the outdoors at least once a week included those in the AB social grades (54%) and residents of the North of Scotland (57%) while members of the DE social grades and those aged 55 or over were more likely to state that they had made no visits during the previous 12 months (32% and 31% respectively).

Prior to September 2005 respondents were asked to separately specify how often they visited the outdoors for recreation during the summer months (April–September) and in the winter (October–March). This question was only asked of those who already stated that they had taken any visits to the outdoors in the last 12 months.

Table 5 Frequency of visits to the outdoors in summer and winter months (%)

Base: All respondents surveyed between January and August 2005 who had taken any visits (5,440)

	Frequency of visits in summer months	Frequency of visits in winter months
At least once per day	14	9
Several times per week	21	12
Once a week	25	16
1–2 visits per month	25	22
Once every 2–3 months	8	14
Once or twice	5	20
<i>Base</i>	<i>5,440</i>	<i>5,440</i>

As Table 5 illustrates, the estimated frequency of trips was clearly much higher in the summer months when 60% of participants stated that they took visits at least once a week in comparison to only 37% during the winter period. The results to the questions obtained during January–August 2005 were very similar to those recorded in 2004 with no significant variations in the recorded frequency of visits.

3.3 Reasons for not visiting the outdoors

Respondents who claimed that they had not made any visits to the outdoors in Scotland for leisure and recreation purposes for at least 12 months were asked to state their reasons. As Table 6 illustrates the most frequently provided reason in both 2005 and 2004 related to lack of time and being too busy. This reason was given by 31% of those who did not participate and was most frequently provided by people who worked full time (59%) and those aged under 35 (41%). Poor health was the second most mentioned reason (27%) with higher proportions of those in the DE social grades (35%) and those aged over 55 (42%) providing this response.

Other significant reasons provided frequently were old age (14%) and a general lack of interest (11%) while some 18% of non participants could not provide any reason for not taking any visits. Much smaller proportions of respondents stated that they had issues regarding personal safety or that there was a lack of places to go to.

Table 6 Reasons for not visiting the outdoors in last 12 months (%)

Base: All who have not visited outdoors for recreation in last 12 months (1,159 respondents)

	2005	2004
Too busy	31	37
Poor health	27	22
No particular reason	18	13
Old age	14	12
Not interested	11	16
Bad weather	4	5
No access to a car	4	6
Have young children	2	3
Don't like going on my own	2	1
Pregnant	1	1
Worried about safety	1	*
Lack of suitable places to go	1	*
Don't know where to go	1	1
<i>Base</i>	1,159	1,518

Note: "*" denotes a figure of less than 0.5%.

It is interesting to note some of the variations in reasons mentioned for not taking part in outdoor recreation which were highlighted in the 2004 and 2005 surveys:

- too busy – 31% – a decrease from 37%;
- poor health – 27% – an increase from 22%;
- not interested – 11% – a decrease from 16%.

3.4 Volume of visits to the outdoors

As mentioned in Section 2, a change in the questionnaire structure in September 2005 coincided with higher proportions of survey respondents stating that they had taken part in outdoor recreation visits. Consequently, estimates for the total volume of visits undertaken during the whole of 2005 and comparable figures for 2004 have been obtained by applying a correction factor to take account of this questionnaire change. However, as this calibration exercise is on-going the following volume estimates should be treated as subject to change (see Appendix 4 for further details).

On this basis, during 2005 an estimated 58% of Scottish adults had taken visits to the outdoors for recreation during the 4 weeks prior to the interview. This total represents 77% of those who had taken any visits during the previous 12 months.

The proportions reporting taking visits during the previous 4 weeks in each quarter of the year varied as follows. (Figures for the same periods during 2004 are shown in brackets):

- January–March 2005 – 67% (52% in 2004);
- April–June 2005 – 60% (59% in 2004);
- July–September 2005 – 63% (57% in 2004);
- October–December 2005 – 55% (53% in 2004).

These participants were then asked to indicate how many visits they had made to the outdoors in the previous 4 weeks' period. Table 7 presents this information:

Table 7 Number of visits to the outdoors in last 4 weeks (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
1 visit	18	20	20	15	17	23
2–3 visits	24	26	25	22	22	26
4–5 visits	17	15	16	19	18	16
6–9 visits	11	10	11	12	11	10
10 visits	30	29	28	32	33	26
Mean	9.3	9.0	8.7	9.3	10.1	8.3
<i>Base</i>	6,362	1,238	1,670	1,874	1,580	5,452

Overall, the average number of outdoor visits taken in a 4-week period by those who took any visits was 9.3. An analysis of the results on a quarterly basis suggests that although a smaller proportion of respondents took any visits to the outdoors during the October–December period, the average frequency of visits taken by those who took visits was higher. One of the reasons for this variation is likely to be the smaller proportion of visits taken in winter months by ‘occasional’ visitors to the outdoors while regular visitors such as dog walkers continue to take frequent trips throughout the year.

Across 2005 as a whole and during the previous months of the survey the following groups have consistently been found to be more likely to take trips to the outdoors on a frequent basis:

- those who have taken children with them on their most recent visit to the outdoors;
- those whose most recent visit was short in duration;
- residents of the North of Scotland;
- those aged 55+;
- those whose most recent visit was to a town or city destination.

In comparison to 2004, the average number of visits taken to the outdoors in a 4-week period increased from 8.3–9.3 (an increase of 12%).

Using the data collected throughout 2004 and 2005 and taking account of the changes in questionnaire structure it has been possible to produce estimates of the overall volume of visits to the outdoors in Scotland for the purposes of leisure and recreation. These estimates are based upon the following data:

- 75% of Scottish adults took at least one visit to the outdoors for leisure and recreation during 2005. Based on an adult population of 4.1 million this equates to a total of 3.1 million adults taking at least one visit to the outdoors. This estimate is accurate to $\pm 2\%$ at the 95% confidence interval;
- across the year as a whole, 58% of Scottish adults had taken at least one visit during the 4 weeks prior to the survey interview, a total of around 2.4 million adults. This estimate is also accurate to $\pm 2\%$ at the 95% confidence interval;
- across the year as whole, the average number of outdoor visits taken per week by those who took any visits was 2.34. This estimate ranges from 2.32–2.36 at the 95% confidence interval.

On this basis, Table 8 below illustrates the estimated volume of visits taken in each quarter of 2005 and 2004.

Table 8 Estimated volume of visits taken to the outdoors for recreation in Scotland

	2005	2004	Estimated change
January–March	67.0m	60.2m	+11%
April–June	70.5m	60.6m	+16%
July–September	79.1m	61.4m	+29%
October–December	74.1m	62.4m	+19%
TOTAL	290.7m	244.6m	+19%

These estimates suggest an increase in the volume of visits taken to the outdoors during 2005⁶, especially during the July–September period. Notably, this coincided with a period of 26% less rain in 2005 than in the previous year. In contrast, the number of visits estimated to have taken place in May and November 2005 were less than estimated for 2004, coinciding with higher levels of rainfall⁷.

Other factors which may have impacted upon the volume and monthly distribution of visits taken during 2005 were the timing of the Easter weekend (April in 2004, March in 2005) and commencement of statutory access rights under Part 1 of the Land Reform (Scotland) Act 2003 and its associated promotion. The impacts of this change in legislation are discussed in more detail in Sections 3.12 and 3.13.

It is notable that the apparent increase between 2004 and 2005 in the total volume of visits taken is largely due to the increased frequency of trip taking by those who participated in any outdoor recreation (c.12% increase) – ie those already making visits made more visits during 2005. A smaller share of this increase (c.6%) was caused by an increase in the overall proportion of adults taking part in outdoor recreation.

In terms of the destination of visits to the outdoors, the distribution between the three main types of locations were estimated to be as follows for the 12-month period:

- town or city – 81 million (23% increase from 66 million estimated for 2004);
- countryside – 163 million (19% increase from 137 million in 2004);
- seaside – 49 million (19% increase from 42 million in 2004).

Again, it should be noted that as the calibration exercise to take account of the questionnaire amendments in September 2005 is on-going the above volume estimates should be treated as subject to change.

Most of the remaining analysis of the visits made to the outdoors for leisure and recreation purposes is based on those respondents who had made visits in the previous 4 weeks – a total of 6,362 respondents. However, it should be noted that not all of the questions are included in the survey every month. Consequently, the sample of respondents can alter depending on the frequency with which a particular question is asked within the survey programme. When interpreting results readers should note the estimated margins of error provided on page 4 of this report.

⁶ Taking account of margins of error, estimated total visits range from 282–300 million.

⁷ Source: BBC Weather Centre (www.bbc.co.uk/weather).

3.5 Activities undertaken on most recent visit to the outdoors

Respondents were asked to indicate both the main activities which they participated in during their most recent visit to the outdoors and any other activities which formed part of the visit. Table 9 features the main activities that were mentioned by a minimum of 2% of respondents.

Table 9 Main activity undertaken during visit (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January–March 2005 survey wave	April–June 2005 survey wave	July–September 2005 survey wave	October–December 2005 survey wave	Total 2004
All walking	56	60	49	53	63	56
– Walking <2 miles	22	25	18	22	24	21
– Walking 2–8 miles	29	31	26	27	34	29
– Hillwalking mountaineering	2	3	2	2	3	3
– Walking >8 miles	2	2	3	2	2	2
Family outing	20	18	24	22	14	16
Sightseeing/visiting attractions	5	5	7	6	4	7
Any cycling/mountain biking	5	5	5	5	4	5
– Cycling on paths and tracks	2	3	3	2	2	2
Fishing	2	2	2	2	2	2
Running/jogging	2	2	2	2	2	2
Golf	2	1	2	2	2	1
Base	6,362	1,238	1,670	1,874	1,580	5,452

As Table 9 shows, in line with findings from 2004, walking was the most popular activity, mentioned by 56% of participants as being their main activity on outdoor visits. More specifically, 29% of respondents took part in a walk of between 2 and 8 miles while 22% went on a walk of less than 2 miles.

While there were no significant differences in the proportion of participants who went walking across social class groupings, further analysis revealed that the following types of people were most likely to participate in walking as a main activity:

- those without children on their trip (76% compared to 39% amongst those with children);
- those on shorter trips (66% compared to 41% amongst those on trips of 3hrs or more);
- older respondents, aged 55+ (65% walked compared to 49% of under 35s);
- residents from the North of Scotland (62% compared to 55% amongst residents in the East/South and 52% amongst those from the West of Scotland).

In addition, walking was proportionately more popular as a main activity during the winter months. Around three in five respondents walked during visits to the outdoors between January and March (60%) and October–December (63%). This compares to 49% between April and June and 53% between July and September.

The other major activity across the survey period was going on a family outing, an activity which was undertaken by 20% of respondents on their most recent recreation visit to the outdoors. Unlike walking, family outings were more popular as a main activity in the summer months (24% April–June and 22% July–September compared to 18% January–March and 14% October–December).

As might be expected, respondents with children on their trip were most likely to be on a family outing (42% compared to 1% amongst those without children). Residents of the North of Scotland were least likely to be on a family outing (16% compared to 22% amongst residents from the West of Scotland and 20% amongst those from the East/South).

Respondents whose most recent trip had been to the seaside were more likely than those who visited the countryside to have described their main activity as a family outing (27% and 17% respectively). Female visitors (23%) and those on a trip of more than 3hrs (25%) also showed a greater propensity for being on a family outing.

Table 10 outlines the level of participation in **all activities** undertaken on the last visit, not only the **main activity**. Activities participated in by 1% or more are detailed.

Table 10 All activities undertaken during visit (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,702 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
All walking	72	76	69	69	75	69
– Walking <2 miles	32	34	30	33	31	30
– Walking 2–8 miles	37	41	36	34	41	36
– Walking >8 miles	4	3	5	3	4	4
– Hillwalking	4	3	3	4	5	5
Family outing	30	25	34	32	24	30
Sightseeing/visiting attractions	18	13	19	21	16	18
Picnicking	9	1	11	14	7	9
Cycling/mountain biking	8	6	8	8	9	7
Other wildlife/nature watching	6	8	7	5	5	7
Bird watching	4	7	4	3	4	6
Fishing	4	3	4	4	4	3
Running/jogging	3	4	4	3	2	3
Water sports	2	1	1	3	3	1
Swimming in sea, rivers, lochs	1	*	1	2	1	2
Horse riding	1	1	1	1	1	1
Wild camping	1	1	1	2	1	1
Base	2,702	398	1,025	640	639	3,191

Note: "All walking" is not the sum of individual categories of walking due to rounding up of monthly elements within each survey wave.

"*" denotes a figure of less than 0.5%.

Walking was the most frequently undertaken activity overall. Other frequently mentioned activities included family outings, sightseeing, picnicking and cycling. Seasonal differences in the levels of participation can be seen between the different activities. Bird watching and wildlife/nature watching were most popular during late winter/early spring months. Family outings, sightseeing and picnics were most popular during the spring and summer months while walking was more popular in the winter months.

A comparison of the activities undertaken during 2005 with the previous 12-month period suggests few significant variations in the types of activities undertaken during visits. Since 2004, there has been a slight increase in the proportion of visitors walking, cycling and fishing. However, there has been a slight decrease in the popularity of wildlife/nature and bird watching. While participation in water sports has increased slightly, this is balanced by a decrease in visitors swimming in the sea, rivers and lochs.

3.6 Location of visit

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

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

Table 11 Location of last visit (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Town/city	28	26	25	27	32	27
Countryside	56	59	58	52	54	56
Seaside	17	15	16	21	14	17
Base	6,362	1,238	1,670	1,874	1,580	5,452

As Table 11 illustrates, the countryside was the most frequently visited destination type, with 56% of respondents having taken their last outdoor visit to this type of location in both 2005 and 2004. 28% of outdoor visits were taken in urban areas, similar to the 27% recorded in 2004. In 2005, visits to towns and cities were most popular between October–December (32%). In line with 2004, just under one in five visits (17%) were to seaside locations in 2005. The seaside was most popular during the July–September period (21%).

Visits to the countryside were most popular amongst those in AB social class (63%), residents of the East or South of Scotland (61%) and visitors whose trips lasted for more than 3hrs (61%). A greater than average proportion of visits to towns and cities were taken by those in the DE social grades (34%), those under 35 years of age (31%), residents from the North of Scotland (34%), visitors without children on their trip (36%) and those on a shorter trip, of less than 3hrs (35%).

Of the visits taken to the countryside during 2005, 32% included time spent at a woodland area (a decrease from 41% in 2004), 30% included a local park or open space (an increase from 20% in 2004) and 19% were to mountain or moorland areas (20% in 2004). Other popular areas in the countryside, each stated by more than one in ten respondents, included lochs (14% plus a further 4% stating sea loch), farmland (12%), villages (12%) and rivers and canals (11%).

A significant majority of visits to urban areas were also to a local park or open space (68%, an increase from 58% in 2004). Other popular areas included towns (9%), villages (7%) and rivers and canals (6%). Beaches and cliffs were the most popular specific type of destination amongst those who visited the seaside (71%, an increase from 66% in 2004). The sea and sea lochs were popular amongst 41% (a decrease from 48% in 2004), while 13% described the location at the seaside as a local park or open space (10% in 2004).

Respondents were then asked to indicate, in more detail, the single, main destination of their last visit to the outdoors – details of which are presented in Table 12 below. The main categories of destinations were as follows:

- local park or open space – 32%, an increase from 23% in 2004;
- water-related – 27%, no significant change from 28% in 2004;
- woodland/forest – 13%, a decrease from 19% in 2004;
- mountain, hill or moorland – 8%, no significant change from 9% in 2004;
- village – 5%, a decrease from 10% in 2004;
- farmland – 4%, no significant change from 5% in 2004;
- wildlife area – 2% in both 2005 and 2004.

Table 12 Type of location visited – main destination (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Park/open space	32	34	32	31	34	23
Beach/cliff	12	13	14	14	10	12
Mountain/hill/moorland	8	9	8	6	8	9
Woodland/forest – managed by Forestry Commission/ Forest Enterprise	7	5	7	6	8	9
Woodland/forest – other/ don't know owner	6	5	5	7	6	10
Village	5	6	6	5	5	10
Sea/Sea loch	5	4	4	7	4	7
Loch	5	6	6	5	5	5
Farmland	4	4	3	4	5	5
River/canal	5	4	4	5	6	4
Wildlife area	2	2	3	2	2	2
<i>Base</i>	6,362	<i>1,238</i>	<i>1,670</i>	<i>1,874</i>	<i>1,580</i>	5,452

Further analysis of the data reveals some differences in behaviour between different types of respondents:

- visits to *moorlands/mountains/hills* were more popular amongst the AB social grades (10% of ABs compared to 5% of DEs) and those on a longer trip of more than 3hrs (11% compared to 5% of those on trips of less than 3hrs);
- visits to the *sea and sea lochs* were more popular amongst residents from the West of Scotland (8% compared to 5% amongst residents from the East and 2% from the North), those with children (11% compared to 5% without children) and those on longer trips (16% compared to 7% amongst those on a trip of less than 3hrs);
- visits to the *beach/cliffs* were more popular amongst the DE social grades (15% amongst DEs compared to 11% amongst ABs), those with children on their visit (16% compared to 7% amongst those without children) and those on a longer trip (16% compared to 10% amongst those on a trip of less than 3hrs);
- *local parks and open spaces* were more popular amongst residents from the North and West of Scotland (37% and 35% compared to 25% amongst those from the East/South). ABs were least likely to go to local parks (28% compared to 33%, 36% and 34% from C1, C2 and DE, respectively).

While Table 12 presents the single *main* destination of day visits (ie the place most time was spent at), it is recognised that some trips include time spent at more than one type of location. Table 13 below presents *all* of the locations included in trips.

Table 13 Type of location visited – all destinations (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Park/open space	37	36	38	37	38	28
Beach/cliff	16	13	17	20	14	17
Mountain/hill/moorland	11	13	12	9	12	12
Woodland/forest – other/ don't know owner	11	10	11	11	10	15
Sea/Sea Loch	10	9	9	13	8	13
Woodland/forest – managed by Forestry Commission/ Forest Enterprise	10	11	10	8	10	11
Village	10	12	20	9	8	14
Loch	9	9	10	8	8	9
River/canal	9	8	10	8	9	9
Farmland	8	8	9	7	7	9
Wildlife area	5	6	7	5	5	5
Towns	3	2	2	3	4	2
Golf course/football stadium	1	1	1	2	1	1
<i>Base</i>	6,362	<i>1,238</i>	<i>1,670</i>	<i>1,874</i>	<i>1,580</i>	5,452

In comparison to 2004, a larger proportion of respondents indicated that they visited a park or similar open space during their trip suggesting that such urban spaces are an increasingly important asset for outdoor recreation. The appeal of beaches, cliffs and the sea is also evident, particularly during the summer months. As in the previous survey, it is also worth noting the importance of Scotland's mountains, moors, woods and lochs as recreational resources throughout the year.

Estimates of the actual volume of visits to these various types of destinations are presented in Table 14, on the basis of the number of visits in each period and are based on *all* visits to the various types of destination not only those regarded as the main destination. The estimates have been calculated on the basis of the proportion of all outdoor visits made by Scottish adults in each of the four periods to the various categories of location. Also, estimates for months prior to September 2005 have been adjusted to take account of the change in questionnaire structure.

As these volumes are derived from the survey estimates of the proportion of the adult population who have made visits to the various types of destination in the previous 4 weeks, they are subject to some variation. For example, referring to Table 13, 37% of those who had made visits to the outdoors had done so to parks and open spaces. As this figure is accurate to $\pm 1.8\%$, the 'real' figure may lie between 35% and 39%. Applying these proportions to the estimates of total visits taken in 2005 (ranging between 282 million and 300 million) suggests that the estimated volume of visits per annum to parks and open spaces was between 100 million and 117 million.

Table 14 Volume of visits to various types of destination (millions of visits)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004	Percentage change 2004–05
Park/open space	108.3	24.1	26.8	29.3	28.2	70.3	+54%
Beach/cliff	46.9	8.7	12.0	15.8	10.4	40.4	+16%
Village	28.1	8.0	7.0	7.1	5.9	35.5	-21%
Mountain/hill/moorland	33.2	8.7	8.5	7.1	8.9	29.9	+11%
Woodland/forest – other/don't know owner	31.4	6.7	7.8	9.5	7.4	37.3	-16%
Sea/Sea loch	28.6	6.0	6.3	10.3	5.9	30.6	-7%
Woodland/forest – managed by Forestry Commission/ Forest Enterprise	28.2	7.4	7.0	6.3	7.4	27.5	+2%
Loch	25.3	6.0	7.0	6.3	5.9	22.0	+15%
River/canal	25.4	5.4	7.0	6.3	6.7	21.4	+19%
Farmland	22.4	5.4	6.3	5.5	5.2	22.7	-1%
Wildlife area	16.6	4.0	4.9	4.0	3.7	11.0	+51%
Base	6,362	<i>1,238</i>	<i>1,670</i>	<i>1,874</i>	<i>1,580</i>	5,452	

It is useful to compare the estimates of total visits to each of the types of location during 2005 with the previous year. During this period the number of visits taken to parks and open spaces, beaches and cliffs, mountains and moorland, lochs, rivers, canals and wildlife areas appears to have increased while the number of visits taken to villages and woodland not managed by the Forestry Commission decreased.

Again, it should be noted that as the calibration exercise to take account of the questionnaire amendments in September 2005 is on-going the above volume estimates should be treated as subject to change.

3.7 Path use and waymarking

Respondents were also asked whether they had used a path or network of paths during their most recent visit. In 2005, 68% of respondents had used any path or network of paths while 46% had used paths with signposting or waymarkings.

Table 15 Use of paths and waymarking (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,680 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Used any path or network of paths	68	67	68	67	68	64
Used path or network of paths with waymarks or signposting	46	42	51	47	43	49
Did not use path or network of paths	32	33	31	33	31	36
<i>Base</i>	2,680	398	1,025	618	639	534

Paths were most likely to have been used during visits to the outdoors taken in the countryside (78%) and on those visits which lasted less than 3hrs in duration (71%). In contrast, visits to the seaside were much less likely to involve the use of paths (49%).

3.8 Details of visit

As in 2004, the majority of respondents indicated that their most recent recreation visits had been taken as a day out (90%) rather than when staying away from home. In line with previous findings, the proportion of participants on a visit to the outdoors whilst staying away from home was higher in the summer months, with 65% of all visits made by those staying away from home taking place during the April–September period compared with 35% between the months of October and March.

As illustrated in Table 16, the car was the dominant means of transport used on outdoor visits, with 56% of respondents using this as their main mode of transport, a slight decrease from 59% in 2004. In line with previous findings, around one in three respondents indicated that they had mainly walked during their visit (35%). In 2005, 4% cycled, 2% used a public bus and 1% travelled by train.

Table 16 Main transport used (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,231 respondents)

	Total 2005	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Car/van/minibus	56	59	58	47	59
On foot	35	33	31	44	31
Bicycle	4	4	5	3	5
Public bus	2	1	4	3	2
Train	1	1	1	1	1
Private coach	1	1	*	*	1
Base	2,231	<i>1,160</i>	<i>640</i>	<i>431</i>	1,873

Note: This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

"*" denotes a figure of less than 0.5%.

Further analysis revealed some differences between different types of respondents. The following types of respondents were more likely to use their car:

- visitors on a trip of more than 3hrs (79%);
- visitors to the seaside (71%) and countryside (61%);
- those in social grades AB (64%) and C1 (60%);
- those with children on their trip (62%);
- residents from the West (60%) and East/South of Scotland (59%).

Conversely, the visitors with the following characteristics showed a greater than average propensity to walking:

- those without children on their trip (69% compared to 29% amongst those with children);
- those on a trip of less than 3hrs (56% compared to 10% of those on a longer trip);
- visitors to the town or city (53% compared with 31% amongst visitors to the countryside and 21% amongst visitors to the seaside);
- residents from the North of Scotland (47% compared to 30% of residents from the East and West);
- those in social grade DE (42% compared to 28% of ABs);
- females (38% compared to 31% of males).

In terms of the distances travelled, 45% of visits involved journeys of 8km (5 miles) or less and 56% were 16.1km (10 miles) or less. In contrast, 15% of visits involved distances of more than 96.5km (60 miles). As Table 17 illustrates, on average, visits involved longer distances in the summer months between April and September but were shorter during the October–December period. Compared to 2004, the average distance travelled on a trip was slightly shorter in 2005 with an increase in the proportion of trips of under 8km (5 miles) from 39–45%.

Table 17 Distance travelled (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,231 respondents)

	Total 2005	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
<3.2km (<2 miles)	21	20	17	26	18
3.2–8km (2–5 miles)	24	21	25	31	21
8.1–16.1km (5.1–10 miles)	12	12	12	11	12
16.2–32.2km (10.1–20 miles)	10	10	9	11	10
32.3–64.4km (20.1–40 miles)	9	11	10	8	13
64.5–96.5km (40.1–60 miles)	8	8	9	7	9
96.6–128.7km (60.1–80 miles)	4	5	4	2	6
>128.7km (>80 miles)	11	12	12	6	10
Don't know	1	1	1	0	1
Mean distance – km	45km	49km	49km	29km	48km
Mean distance – miles	28 miles	30 miles	30 miles	18 miles	30 miles
Base	2,231	1,160	640	431	1,873

Note: This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

As Table 18 illustrates, 67% of visits to urban areas involved less than 8km of travel compared with 28% of seaside visits and 40% of countryside visits. Correspondingly, visits to urban areas had the shortest average distance (27km), while the longest distance was travelled, on average, to seaside destinations (64km). Visits to the countryside had an average distance of 48km.

Table 18 Distance travelled by destination (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,231 respondents)

	Total	Town or city	Seaside	Countryside
<3.2km (<2 miles)	21	35	14	16
3.2–8km (2–5 miles)	24	32	14	24
8.1–16.1km (5.1–10 miles)	12	10	11	13
16.2–32.2km (10.1–20 miles)	10	4	11	12
32.3–64.4km (20.1–40 miles)	9	5	11	12
64.5–96.5km (40.1–60 miles)	8	5	14	8
96.6–128.7km (60.1–80 miles)	4	2	8	4
>128.7km (>80 miles)	11	7	15	11
Don't know	1	*	2	1
Mean distance – km	45km	27km	64km	48km
Mean distance – miles	28 miles	17 miles	40 miles	30 miles
Base	2,231	587	391	1,249

Note: This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

* denotes a figure of less than 0.5%.

Related to the distance involved in travelling to and from the main destination(s) of the outdoor recreation visit is the time spent on the visit. As is evident from Table 19, 14% of visits were under 1hr long, 28% were 1–2hrs in duration, whilst 29% were between 2–4hrs and a further 29% were longer than 4hrs. Overall, the average length of visits was around 3¹/₄hrs (3hrs 17mins). However, as the table illustrates, the average duration varied from under 3hrs in the October–December period (2hrs 54mins) to over 3¹/₂hrs between April and June (3hrs 36mins).

Table 19 Length of visit (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (6,362 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Less than 1hr	14	15	12	15	14	10
1 up to 2hrs	28	32	24	25	32	24
2 up to 3hrs	17	17	15	16	18	16
3 up to 4hrs	12	12	14	10	12	12
4 up to 5hrs	8	7	11	10	5	10
5 up to 8hrs	10	9	11	11	7	12
8hrs or more	11	8	13	12	8	15
<i>Mean duration (hrs)</i>	3hrs 17mins	2hrs 59mins	3hrs 36mins	3hrs 24mins	2hrs 54mins	3hrs 46mins
<i>Base</i>	6,362	1,238	1,670	1,874	1,580	5,452

A comparison of the 2005 results with those obtained in 2004 suggests that the average duration of visits has decreased, reflecting the increased proportion of visits of under 3hrs' duration (from 50% of visits to 59%).

As Table 20 illustrates, 22% of respondents could be regarded as frequent visitors to the place visited on their most recent trip as they made more than one visit to that destination per week (8% daily, 14% several times a week). A further 13% were regular visitors in that they went there on a weekly basis while another 18% claimed to visit that destination once or twice each month. Therefore, over half of respondents (53%) visited their main destination on at least a monthly basis, similar to the 57% recorded in 2004.

In contrast, 33% of respondents were infrequent visitors to the place they had visited most recently, while a further 10% of participants stated that this was their first ever visit to that destination (8% were on their first visit in 2004).

Table 20 Pattern of visits to the outdoors (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,231 respondents)

	Total 2005	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
First visit ever	10	10	11	7	8
At least once a day	8	8	9	10	8
Several times a week	14	14	13	15	15
Once a week	13	11	11	19	12
Once or twice a month	18	19	18	17	21
Once every 2–3 months	16	17	16	15	16
Less often	17	18	19	13	18
<i>Base</i>	2,231	1,160	640	431	1,873

Note: This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

Some 52% of respondents who had visited an urban destination on their most recent trip went there at least once a week. By comparison, respondents who had visited a seaside destination on their most recent trip were more likely to visit this location once every 2–3 months or less frequently (52%). Similarly, countryside destinations were likely to be visited less frequently than urban locations with 11% of those who visited a place in the countryside stating that it was their first ever visit to that place.

3.9 Areas visited

Some analysis has been undertaken on the basis of local authority areas to determine the destination of visits to the outdoors. Table 21 below provides a ranking of the local authorities as destinations of outdoor trips, from Perth & Kinross, Aberdeenshire, Fife and Argyll & Bute which were the most visited areas to those which were destinations for 1% or less of all outdoor recreation visits.

Table 21 Main destination of visits to the outdoors (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (1,664 respondents)

	% of Scottish day visits		Average annual volume of visits taken in each area 2004/2005 (million visits)	% of Scottish population	% of 2005 outdoor visits taken within 'home' area
	Total 2005	Total 2004			
Perth & Kinross	8	6	19.0	3	89
Aberdeenshire	7	7	18.7	4	75
Fife	7	7	18.7	7	75
Argyll & Bute	7	6	17.5	2	81
Highland	4	8	15.6	4	‡
Dumfries & Galloway	4	6	13.2	3	79
Glasgow	6	3	12.4	12	34
Stirling	3	6	11.7	2	‡
City of Edinburgh	4	4	10.7	9	26
Scottish Borders	4	4	10.7	2	81
South Ayrshire*	3	4	9.3	2	66
North Lanarkshire	4	2	8.3	6	59
North Ayrshire	3	3	8.0	3	69
Aberdeen*	2	4	7.8	4	44
Angus*	2	4	7.8	2	37
East Dunbartonshire	3	2	6.8	2	47
Midlothian	3	2	6.8	2	50
Moray*	3	2	6.8	2	77
East Lothian*	2	3	6.6	2	66
South Lanarkshire*	2	3	6.6	6	60
Orkney & Shetland	3	1	5.6	1	98
West Dunbartonshire	3	1	5.6	2	‡
Dundee*	2	2	5.4	3	53
East Ayrshire*	2	2	5.4	2	49
West Lothian*	2	2	5.4	3	47
Falkirk*	2	1	4.1	3	38
Renfrewshire*	2	1	4.1	3	30
Clackmannan*	1	1	2.7	1	28
East Renfrewshire*	1	1	2.7	2	35
Inverclyde*	1	1	2.7	2	‡
Western Isles*	#	1	1.9	1	‡

Note: '*' denotes a 2005 sample size of visitors to the area of less than 50, meaning results should be treated with a degree of caution. Orkney & Shetland are reported together due to small sample sizes.

"#" means a figure less than 0.5% (but not 0).

"‡" denotes where the 2005 sample has a low number of respondents resident in this area reporting on a visit made in their home area, meaning that a statistically reliable figure cannot be recorded.

Areas where most trips taken by residents are to destinations in other local authorities are highlighted in **bold**.

Estimates of average annual volume of visits taken in each area are presented as the average of a 2-year rolling period, designed to decrease standard error.

Table 21 also illustrates the percentage of the Scottish population resident in each local authority area. This comparison highlights the fact that some areas obtain a higher proportion of visits than their population share, for example Perth & Kinross (8% of visits, 3% of population), Aberdeenshire (7% and 4% respectively) and Argyll & Bute (7% and 2%). In contrast, some local authority areas have a higher proportion of the Scottish population than their share of outdoor trips. This is most evident in the case of the Glasgow area which has 12% of the population yet only receives 6% of the outdoor trips and Edinburgh with 9% of the population and 4% of trips.

The table includes an estimate of the annual number of trips taken in each local authority area. This estimate is an annual average based upon the full 2 years of surveying from January 2004–December 2005. These figures are more precise than using a single year estimate because of the larger samples of respondents reporting visits to each area, providing results with a smaller statistical margin of error.

The final column in Table 21 features the proportion of outdoor visits which are contained within the same local authority area in which the participant lives. The figures in bold highlight the local authorities where a majority of outdoor visits are made outside of their own local authority area. This pattern is particularly likely to be the case in predominantly urban areas where trips are often taken to neighbouring, more rural areas. Table 22 illustrates the main ‘external’ destinations of outdoor visits from ‘exporting’ local authorities.

Table 22 Main destinations from ‘exporting’ local authorities (%)

Local authority of residence	Other local authorities most likely to visit – % of outdoor trips made from area of residence
Glasgow	West Dunbartonshire (18%), Argyll and Bute (12%), East Dunbartonshire (6%)
Edinburgh	Midlothian (23%), East Lothian (9%), Scottish Borders (8%)
Aberdeen	Aberdeenshire (45%)
Angus	Perth & Kinross (59%)
East Dunbartonshire	Stirling (13%)
East Ayrshire	South Ayrshire (25%), North Ayrshire (6%)
West Lothian	Perth & Kinross (11%)
Falkirk	Perth & Kinross (12%), Stirling (8%)
Renfrewshire	Argyll & Bute (20%), Inverclyde (10%), North Ayrshire (8%)
Clackmannanshire	Stirling (18%), Fife (14%), Edinburgh (8%)
East Renfrewshire	Falkirk (14%)

3.10 Party composition

As can be seen from Table 23, a high proportion of respondents were on a visit to the outdoors with members of their family (57%) while similar sized proportions came either with friends (22%) or on their own (21%). The party composition profile in 2005 was similar to that in 2004.

Table 23 Party composition (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (5,213 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Alone	21	22	19	21	29	24
With family members	57	58	59	57	53	56
With friends	22	20	22	23	19	21
With an organised group	3	3	4	3	2	4
<i>Base</i>	5,213	1,238	1,670	1,874	431	5,452

Note: Respondents could indicate multiple answers (hence the total column represents 103%). However, it is impossible to represent a category for those visiting with family and friends.

38% of all visits had a child(ren) within the party. The distribution of adults was as follows:

- 1 adult – 29%;
- 2 adults – 45%;
- 3 adults – 9%;
- more than 3 adults – 18%.

The average total party composition was five with the distribution as follows:

- 1 person – 21%;
- 2 people – 28%;
- 3 people – 16%;
- more than 3 people – 35%.

The largest average party compositions were found amongst those whose visits lasted 3 or more hours (5.9) while those aged 55 or over and those on trips of less than 3hrs duration were more likely to be alone (both 31%).

As illustrated in Table 24, some 22% of participants were accompanied by a dog(s) on their most recent outdoor visit, a similar proportion to that recorded during 2004. Participants most likely to be accompanied by a dog included those without any children in their party (42%), those walking less than 8 miles (33%), those visiting a countryside location (24%) and those on visits of under 3hrs' duration (27%).

In the winter months a higher percentage of trips were made with a dog, reflecting the fact that during inclement weather dog-walking trips still have to be made.

Table 24 Accompanied by a dog (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (5,213 respondents)

	Total 2005	January–March 2005 survey wave	April–June 2005 survey wave	July–September 2005 survey wave	October–December 2005 survey wave	Total 2004
Yes	22	25	20	20	24	21
No	78	75	80	80	76	79
Base	5,213	1,238	1,670	1,874	431	5,452

3.11 Expenditure on visit

Survey participants were presented with a list of items and asked if they had spent anything on each of these items during their most recent visit to the outdoors. Table 25 outlines the proportion of participants who spent **anything** on each of the expenditure categories, with food and drink and fuel the two main categories of expenditure. The proportion purchasing food and drink ranged from 31% amongst those who took trips between October and December to 47% amongst those who took trips between July and September. A smaller proportion of all participants spent money on gifts and souvenirs during their visit, ranging from 9% during trips in the April–September period to around 7% on trips taken in the October–December period.

Table 25 Expenditure on visit (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,231 respondents)

	Total 2005	April–June 2005 survey wave	July–September 2005 survey wave	October–December 2005 survey wave	Total 2004
Food and drink	42	45	47	31	46
Fuel	16	16	18	12	26
Gifts/souvenirs	9	9	9	7	8
Car parking	5	5	7	5	5
Public transport fares	3	3	5	2	4
Hire of equipment	2	2	2	1	1
Maps/leaflets	1	1	2	1	2
Purchase of equipment	1	1	2	1	1
Others	4	3	6	3	4
Any money spent	49	51	53	38	56
No money spent at all	51	49	47	62	44
Base	2,231	1,160	640	431	1,873

Note: This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

A comparison of results obtained during the 2004 and 2005 surveys indicates that the proportion of visits involving any expenditure decreased from 56–49%.

For the main categories of expenditure – food and drink, fuel, gifts and souvenirs, car parking and public transport fares – the samples are adequate to enable presentation of the average amounts spent on each of these items and these are outlined in Table 26. The same data is also presented for the other categories but the small sample sizes mean that these estimates, marked with an asterisk, should be treated with a great deal of caution.

Table 26 Expenditure on visit – mean amongst those who spent anything (£)

Base: All respondents who spent money on various categories

	Total 2005	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004	Bases
Food & drink	20	20	24	16	20	959
Fuel	20	18	25	18	21	361
Gifts and souvenirs	20	19	22	25	27	193
Car parking	4	5	3	3	3	118
Public transport fares	18	17	21	14	18	77
Maps/guidebooks/leaflets*	8	9	6	10	8	32
Hire of equipment*	30	26	49	11	11	39
Purchase of equipment*	30	27	37	18	43	22
TOTAL	£34	£32	£34	£38	£34	1,108

Note: “*” denotes small sample size.

This question was not asked in January–March 2005 period. Annual results for 2004 are based on an analysis of comparable results. See note on page 2.

Over the year as a whole similar average amounts were spent on food and drink, fuel and gifts and souvenirs (£20 each). However, during different periods of the year, the amounts spent varied with more spent on food and drink and fuel during the July–September period while more was spent on gifts and souvenirs between October and December.

There also appeared to be some variation in the amount spent on gifts and souvenirs during different times of the year but these estimates are derived from relatively small samples and so should be treated with some caution. While the average was £20, this ranged from around £19 between April and June to £25 in the October–December period, possibly due to the proximity of the Christmas holidays.

Overall, the average spent by those who made purchases was around £34. On trips lasting more than 3hrs, the average spend was almost £56 compared with £21 by those on shorter trips.

Compared with the previous 12 months, overall expenditure levels per visit were the same at £34 per visit.

Taking the 51% who spent nothing during their most recent visit into account, the average total spend per trip, including those with no spend, was £16.

This information on average spend per trip, including those with no expenditure, can be used to produce an overall estimate of the value of day visits to the outdoors in Scotland. As highlighted previously in this report, an estimated 291 million outdoor recreation visits were taken in Scotland during 2005. If the average spend on each of these trips was £16, the total value of all trips can be estimated at around **£4.8 billion**⁸. This is an apparent 5% increase from the estimated total for 2004 of £4.6 billion.

Again, it should be noted that as the calibration exercise to take account of the questionnaire amendments in September 2005 is on-going the above estimates should be treated as subject to change.

3.12 Access to the outdoors

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

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

Prior to the launch of the Code, a series of questions was included in the Scottish Recreation Survey to measure attitudes towards visiting different types of land and awareness of the forthcoming changes in legislation.

Following the launch, questions continued to be included periodically to track awareness of the legislation and its impact on behaviour in the countryside. This section of the report presents the results of the questions included in 2005 and, where applicable, during 2004.

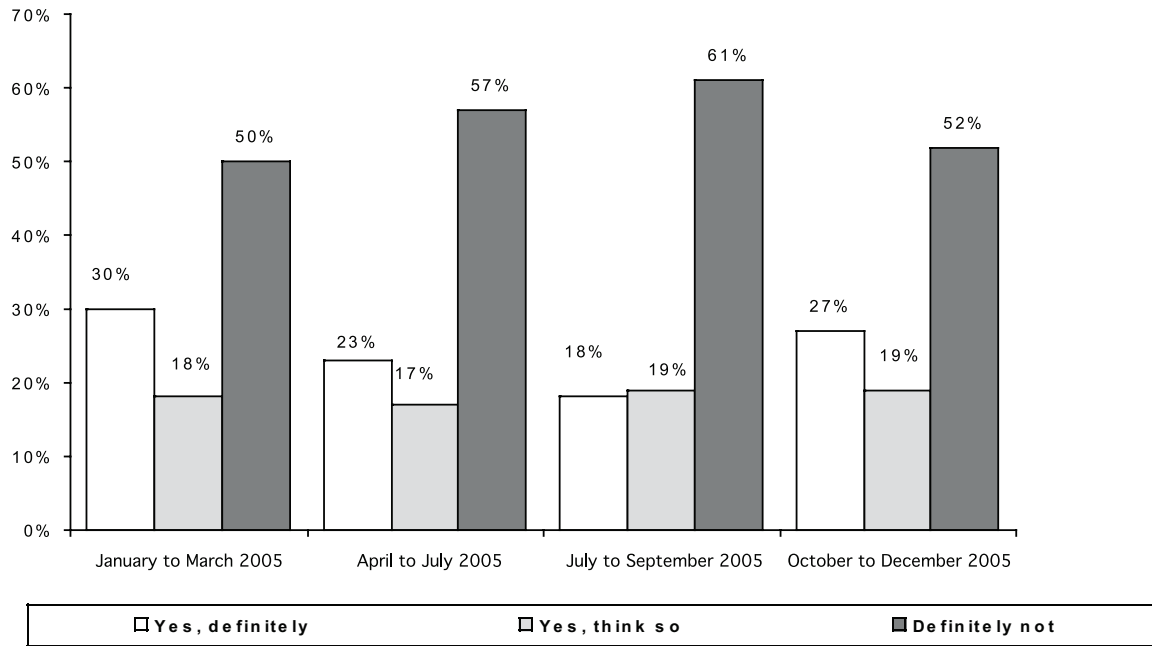
During 2005, respondents were asked to indicate whether they were aware of new legislation which would 'affect rights of access to the outdoors for informal recreation'. Across the year as a whole, 25% of respondents stated that they had definitely heard of the legislation while a further 18% thought that they had heard of it. The remaining 56% were sure that they had not heard of it or did not know.

As Figure 1 illustrates, levels of awareness of the legislation varied through the year with the highest proportions 'definitely' aware in the January–March and October–December periods, coinciding with the periods of television advertising regarding the legislation and the Code.

Notably, awareness of the legislation was highest amongst those in the AB social grades (37%), people aged 55 or over (30%), residents of the North of Scotland (32%), men (29%) and people whose most recent outdoor recreation visit lasted for over 3hrs (32%) and/or was to the countryside (34%).

⁸ Taking account of statistical margins of error, estimated total spend ranges from £4.5–5.1 billion.

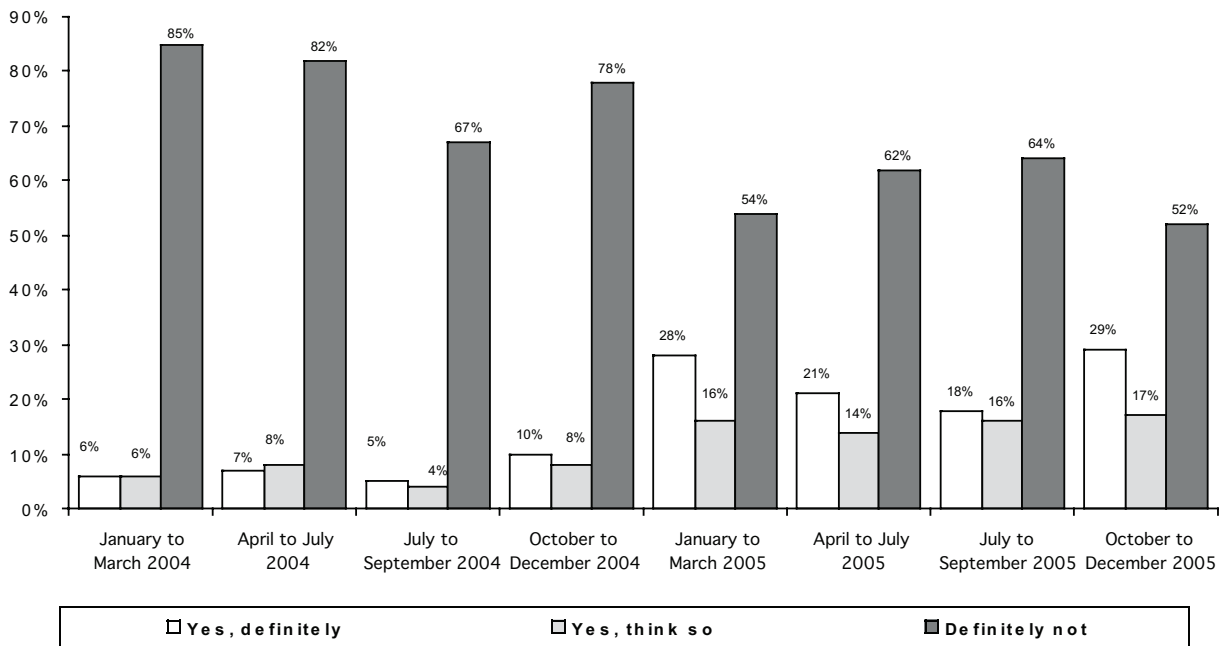
Figure 1 Whether aware of new legislation (%)



In both 2004 and 2005 respondents were also asked if they had heard of the Code. As shown in Figure 2, the proportions of respondents who were aware of the code were much higher in 2005 with an average of 25% definitely aware over the whole year in comparison to 7% during 2004.

During the 2005 survey, awareness levels were highest between January and March and October and December during periods when the most television and press advertising were undertaken.

Figure 2 Awareness of Scottish Outdoor Access Code (%)



Awareness of the Code was higher amongst those without children on their most recent trip to the countryside (34% definitely heard of it), members of the AB social grades (36%), people who lived in the North of Scotland (30%) and people who did not have any children with them on their most recent trip (31%).

Those respondents who had heard of the Scottish Outdoor Access Code were asked how they had heard of it. As Table 27 details, the most frequently mentioned sources were television advertising (55%), news items on television or the radio (14%) and press articles (10%).

Table 27 Source of information on Scottish Outdoor Access Code (%)

Base: Those who have heard of the Code (1,990 respondents)

	Total 2005
Television advert	55
News item on TV or radio	14
News item/article in newspaper or magazine	10
Advert in newspaper or magazine	9
Radio advert	6
Friends and family/relatives	5
Promotional material eg code or Summary Leaflet	4
Recreation club or organisation	3
Work/school	2
Local library	1
Outdooraccessscotland.com website	1
Local Authority	1
Ranger or ranger service information	1
Tourist Information Centre	1
Other information office	1
<i>Base</i>	1,990

When asked where they had seen press advertising, the Herald, Scotsman and Daily Record were mentioned most often. In terms of newspaper articles the publications mentioned most often were the Herald, Press and Journal and Scotsman.

Overall, 4% of respondents interviewed in 2005 had seen a copy of the Code. When asked where they had obtained a copy, places mentioned most often were recreation clubs, local libraries, from friends or relatives, workplaces, Tourist Information Centres and from a Local Authority.

Respondents who were aware of the Scottish Outdoor Access Code were also asked, without any prompting, at whom they thought the code was targeted. As Table 28 illustrates, 83% stated that they thought that the 'general public who use the countryside' were the target group for the Code while smaller proportions selected the other options. 7% of those who were aware of the Code did not know at whom it was targeted.

Table 28 Who is the Scottish Outdoor Access Code aimed at? (%)

Base: Those who have heard of the Code (2,364)

	Total 2005	January–March 2005 survey wave	April–June 2005 survey wave	July–September 2005 survey wave	October–December 2005 survey wave
General public who use the countryside	83	83	84	81	83
Active recreational participants	15	16	16	17	12
Farmers/landowners/land managers	16	18	15	18	14
Public bodies (eg local authorities)	5	5	5	7	3
Don't know	7	7	6	11	6
Base	2,364	830	741	347	446

Those who claimed to have heard of the Scottish Outdoor Access Code were next asked to indicate what they thought it asked people accessing the outdoors for recreation to do and what responsibilities it placed on landowners and managers. Responses were categorized into a number of pre-coded responses, but these were not revealed to the respondents.

Table 29 What Scottish Outdoor Access Code asks people to do (%)

Base: Those who had heard of the Code (2,364)

	Total 2005	January–March 2005 survey wave	April–June 2005 survey wave	July–September 2005 survey wave	October–December 2005 survey wave
Care for the environment	51	46	54	53	53
Respect the interests of other people	51	46	51	54	55
Take responsibility for your own actions	48	50	47	44	51
Keep your dog under proper control	21	20	23	22	21
Respect people's privacy and peace of mind	19	17	19	20	22
Help land managers and others to work safely and effectively	11	10	11	8	13
Take extra care when organising an event or running a business	7	5	8	6	9
Don't know	9	11	9	9	8
Base	2,364	830	741	347	446

As Table 29 illustrates, 51% of those aware of the Code thought that it asked people to 'care for the environment' while the same proportion mentioning the requirement to 'respect the interests of other people' (51%) and a slightly smaller proportion suggested to 'take responsibility for your own actions' (49%). Smaller proportions thought that the Code required people to keep dogs under control, respect others, work with others safely and effectively and to take care when organising an event or running a business. Overall, 9% did not know.

Respondents most likely to state that they did not know included those who were in the DE social grades (14%) and those who lived in the West of Scotland (14%).

Table 30 What Scottish Outdoor Access Code asks farmers and land managers to do (%)

Base: Those who had heard of the Code (2,364)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave
Respect access rights in managing land or water	36	34	38	38	37
Respect the interests of other people	29	27	31	32	27
Take account of access rights when managing contiguous land or water	15	13	19	19	11
Care for your environment	13	14	13	15	11
Ask reasonably when asking people to avoid land management operations	11	12	11	11	9
Take responsibility for your own actions	9	9	9	11	10
Work with your Local Authority and other bodies to help integrate access and land management	7	6	7	10	3
Don't know	29	33	25	28	27
Base	2,364	830	741	347	446

In terms of what the Code asks farmers and land managers to do, as shown in Table 30, the most frequently provided (unprompted, using pre-coded categories) responses were that it encourages them to 'respect access rights when managing land or water' (36%) and 'to respect the interests of others' (29%). Some 29% of respondents did not know, a proportion which increased to 37% amongst people aged under 35 and 38% amongst members of the DE social grades.

3.13 Problems with access

Those who had made a visit to the outdoors in the previous 4 weeks were asked if they had encountered any problems with access. During 2005, 82% claimed that they had not had any problems with access, a larger proportion than recorded during 2004 (76%). Amongst the minority who had experienced some problems, the most common ones mentioned were overgrown paths (5%), restrictive signage (5%) and locked gates (4%).

As Table 31 illustrates, while the proportion of respondents reporting that they encountered problems in 2005 was only marginally less than in 2004 (18% compared to 24%), this variation may represent the initial, positive impacts of the changes in access legislation and the Code.

Table 31 Problems with access (%)

Base: All respondents who had made visits to the outdoors in the last 4 weeks (2,238 respondents)

	Total 2005	January– March 2005 survey wave	April– June 2005 survey wave	July– September 2005 survey wave	October– December 2005 survey wave	Total 2004
Overgrown path	5	5	6	5	5	6
A restrictive sign eg Private, No Entry	5	6	5	5	4	7
A locked gate across path/route	4	4	3	4	5	6
Blocked path	3	3	3	3	3	2
Blocked or restrictive car parking	2	4	2	2	1	2
An aggressive or intimidating animal, such as a dog	2	3	2	1	2	3
Barbed wire or electric fence across path	2	4	3	1	2	2
A temporary restrictive sign eg Forest Operations	2	3	2	1	2	3
Lack of advice or information offering an alternative route if original was blocked	2	2	2	1	2	1
A man made obstruction or blockage on water	1	1	1	1	1	1
A sign which banned your particular activity on that day	1	*	1	1	*	1
An intimidating sign	1	*	1	*	1	*
Dog fouling	1	1	1	*	1	*
Any problems	18	16	18	16	22	24
No problems	82	84	82	84	78	76
Base	2,238	467	645	616	510	2,242

Note: "*" denotes a figure of less than 0.5%.

The majority of respondents who had made visits to the outdoors also stated that they had no need to alter their route significantly because of any barriers or problems (90%). A similar result was obtained during 2004 (91%).

Finally, very few participants stated that they had encountered any other users of the outdoors behaving inappropriately. 88% stated that they did not encounter anyone doing so on their visit to the outdoors and amongst those who did, the main issues were as follows:

- dropping litter – 3%;
- dog not under control – 3%;
- disturbing other people's enjoyment of the countryside and open spaces – 2%;
- misusing alcohol or drugs – 2%;
- lack of courtesy – 1%;
- cycling where they should not have been – 1%.

When this question was asked in the 2004 survey the same proportion of respondents stated that they did not encounter anyone behaving inappropriately (88%) and similar issues were mentioned.

Appendix 1 Social grade definitions

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

Appendix 2 Questionnaire timetable

It should be highlighted that, while a core of questions was asked in every month of the survey in 2005 others were asked less frequently, during every third month or less often. The questionnaire was split into 4 parts, with each part as follows:

SET A

- 1(a) Any visits to the outdoors in Scotland in the last 12 months
- 1(b) Average frequency of visiting the outdoors in the summer months/winter months
- 2 Number of visits in the last 4 weeks
- 3(a) Main activity on last visit
- 4(a) Type of place visited on last trip – town/city, countryside etc
- 4(b) Detailed type of place visited on last trip – woodland/forest etc
- 4(c) If more than one detailed place at 4(b), the one visited for the longest time
- 9 Duration of visit
- 12(a–c) Party composition information, whether accompanied by a dog

SET B

- 3(b) Participation in other activities, in addition to main activity
- 6 Whether last visit was from home or whilst on holiday away from home
- 10 Local Authority area visited
- 4(d) Use of paths/networks of paths and waymarking

SET C

- 1(c) Reasons for not making any visits to the outdoors
- 5 Visits to designated areas, such as National Parks
- 7 Means of transport
- 8 Distance travelled on visit
- 11 Frequency of visits to destination
- 13 Expenditure

SET D

- 14 Level of freedom to use certain types of land and water (not asked from 2005 onwards)
- 15(a) Awareness of new legislation
- 15(b) Awareness of Scottish Outdoor Access Code (SOAC)
- 15(c) Source of information on SOAC
- 15(d) Source of obtaining a copy of SOAC
- 15(e) Whether seen a copy of SOAC/Summary Leaflet
- 15(f) Who SOAC is aimed at
- 16(a) What the SOAC asks of visitors to the outdoors
- 16(b) What the SOAC asks of land managers and farmers
- 17 Problems encountered on outdoor visits
- 18 Need, if any, to change route and reasons
- 19 Experience of other people behaving irresponsibly in the countryside

Appendix 2 (continued)

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

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

Appendix 3 Full questionnaire

Question 1(a)

Have you made any visits to the outdoors for leisure and recreation in Scotland in the last 12 months? This leisure trip could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland.

By outdoors, we mean to open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

- 1 Yes
- 2 No

Question 1(b)(i)

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

- 1 More than once per day
- 2 Every day
- 3 Several times a week
- 4 Once a week
- 5 Once or twice a month
- 6 Once every 2–3 months
- 7 Once or twice

Question 1(b)(ii)

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

- 1 More than once per day
- 2 Every day
- 3 Several times a week
- 4 Once a week
- 5 Once or twice a month
- 6 Once every 2–3 months
- 7 Once or twice

Appendix 3 (continued)

Question 1(c)

If no visits made, why have you not made any visits to the outdoors in Scotland for the purpose of outdoor recreation in the last 12 months?

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

Question 2

How many visits to the outdoors for leisure and recreation in Scotland have you made in the last 4 weeks? (You may have made more than one visit to the outdoors for leisure and recreation each day.)

Question 3(a)

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

- 1 Walking – less than 2 miles
- 2 Walking 2–8 miles
- 3 Walking – more than 8 miles
- 4 Hillwalking/mountaineering
- 5 Cycling – on public roads
- 6 Cycling – on paths and tracks
- 7 Cycling – not on paths and tracks or roads
- 8 Mountain biking
- 9 Horse riding
- 10 Fishing

Appendix 3 *(continued)*

- 11 Watersports, including canoeing, windsurfing, rowing and sailing
- 12 Ski-ing – on piste
- 13 Ski-ing – off piste
- 14 Swimming in the sea, rivers, lochs
- 15 Birdwatching
- 16 Other wildlife/nature watching
- 17 Running/jogging
- 18 Wild camping
- 19 Sightseeing/visiting attractions
- 20 Picnicking
- 21 Family outing
- 22 Other

Question 3(b)

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

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

Appendix 3 *(continued)*

Question 4(a)

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

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

Question 4(b)

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

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

Question 4(c)

Which of these was the main destination or location you visited (ie the one visited for the longest time)?

- 1 Woodland/forest – managed by Forestry Commission/Forest Enterprise
- 2 Woodland/forest – other type of owner
- 3 Woodland/forest – don't know owner
- 4 Farmland – fields with crops
- 5 Farmland – fields with livestock
- 6 Farmland – mixed crops and livestock

Appendix 3 *(continued)*

- 7 Mountain/hill
- 8 Moorland
- 9 Village
- 10 Loch
- 11 Sea/Sea loch
- 12 River
- 13 Canal
- 14 Beach
- 15 Cliff
- 16 Local Park or open space
- 17 Wildlife area
- 18 Other

Question 4(d)(i)

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

- 1 Yes
- 2 No

Question 4(d)(ii)

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

- 1 Yes
- 2 No

Question 5

On this visit, was your main destination one of these types of designated areas, listed on the screen?
IF YES: Which of these designated areas was your main destination?

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

Appendix 3 *(continued)*

Question 6

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

- 1 At home
- 2 Staying away from home

Question 7

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

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

Question 8

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

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

Appendix 3 (continued)

Question 9

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

- 1 Less than 1 hr
- 2 1 – up to 2hrs
- 3 2 – up to 3hrs
- 4 3 – up to 4hrs
- 5 4 – up to 5hrs
- 6 5 – up to 8hrs
- 7 8hrs or more

Question 10

Looking at the map shown, in which of the areas marked on this map was the main destination or location of your last visit to the outdoors for leisure and recreation.

Question 11

Was this your first visit to this destination or location?

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

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

Question 12(a)

On this last visit, were you ...

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

Appendix 3 *(continued)*

Question 12(b)

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

How many children aged under 16 were on this visit?

Question 12(c)

Were you accompanied by a dog on this visit?

- 1 Yes
- 2 No

Question 13(a)

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

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

Question 13(b)

If you spent any money, how much did you spend on each item outlined at 13(a)? Please include anything you may have spent on behalf of others in your party?

Question 14

Using one of the phrases below, could you tell me how free you feel you are to use each of the following types of land and water for outdoor recreation?

- 1 Always feel free to use
- 2 Sometimes feel free to use
- 3 Never feel free to use
- 4 Never go to that type of location

Types of land include:

Seashores, loch shores and riverbanks, Forestry Commission woodland, inland lochs, rivers, other woodlands, farm/estate roads, mountain/moorland paths, mountains/moorland not on paths, field with no crops/animals – on paths, fields with no crops/animals – not on paths, fields with crops/animals – on paths, fields with crops/animals – not on paths.

Appendix 3 (continued)

Question 15(a)

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

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

Question 15(b)

Have you heard of the Scottish Outdoor Access Code?

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

Question 15(c)

Can you tell me where you heard of the Scottish Outdoor Access Code?

- 1 Television Advert
- 2 Radio Advert
- 3 Advert in newspaper or magazine
- 4 News item/article in newspaper or magazine
- 5 News item on TV or radio
- 6 Promotional material, eg code or Summary Leaflet
- 7 Local library
- 8 Outdooraccess-scotland.com website
- 9 Local Authority
- 10 A ranger or ranger service information
- 11 The Forestry Commission
- 12 Tourist Information Office
- 13 Other information office in a countryside setting (eg National Park Visitor Centre)
- 14 SNH Office
- 15 Recreation club or organisation
- 16 Friends or relatives
- 17 Other

Question 15(d)

Have you seen a copy of ...

(i) The Code?

- 1 Yes
- 2 No

(ii) The Summary Leaflet?

- 1 Yes
- 2 No

Appendix 3 *(continued)*

Question 15(e)

How did you obtain a copy?

- 1 Television Advert
- 2 Radio Advert
- 3 Advert in newspaper or magazine
- 4 News item/article in newspaper or magazine
- 5 News item on TV or radio
- 6 Promotional material, eg Code or Summary Leaflet
- 7 Local library
- 8 Outdooraccess-scotland.com website
- 9 Local Authority
- 10 A ranger or ranger service information
- 11 The Forestry Commission
- 12 Tourist Information Office
- 13 Other information office in a countryside setting (eg National Park Visitor Centre)
- 14 SNH Office
- 15 Recreation club or organisation
- 16 Friends or relatives
- 17 Other

Question 15(f)

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

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

Question 16(a)

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

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

Appendix 3 (continued)

Question 16(b)

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

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

Question 17

Coming back to your last visit to the outdoors for leisure or recreation, which of the problems listed on the screen did you encounter or experience, if any?

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

Question 18

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

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

- 1 No, did not alter route
- 2 I was politely asked to alter my route by a farmer or other person
- 3 I was rudely asked to alter my route by a farmer or other person
- 4 I came across a No Entry sign
- 5 I came across an information sign which gave reasons for and the directions for an alternative route
- 6 I reached a field with livestock

Appendix 3 (continued)

- 7 I reached a field with crops growing
- 8 I reached a field where machinery was being used – ploughing, spraying etc
- 9 I reached an area where trees were being felled
- 10 I had to pass close by a house and/or garden
- 11 I reached a farmyard
- 12 I came across people fishing/angling
- 13 The route was becoming overused or eroded
- 14 The route was obstructed – by a fence, locked gate etc
- 15 The route was becoming overgrown, difficult to access
- 16 Weather
- 17 Ran out of time
- 18 Tired
- 19 Other

Question 19

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

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

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

Appendix 4 Measurement of questionnaire change

Background

In September 2005 a new contract was issued to continue to run the Scottish Recreation Survey. In issuing this new contract it was necessary to make changes to the content of the questionnaire, in order to manage the length of the questionnaire and seek cost efficiencies. Some questions were reduced in frequency of inclusion in the survey, and others were amended, or merged. Questions which were merged were the initial questions, identifying whether respondents had undertaken any outdoor recreation visits during the previous 12 months, and frequency of participation in the previous 4 weeks. This detail change was as illustrated below:

Before September 2005

First of all, have you made any visits to the outdoors for leisure and recreation in Scotland in the last 12 months? This leisure trip could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland. By outdoors, we mean to open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

Yes

No

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

More than once per day

Every day

Several times a week

Once a week

Once or twice a month

Once every 2–3 months

Once or twice

How often, on average, have you made a visit to the outdoors for leisure and recreation in the last 12 months in the winter months of October–March?

More than once per day

Every day

Several times a week

Once a week

Once or twice a month

Once every 2–3 months

Once or twice

Appendix 4 *(continued)*

September 2005 onwards

Firstly, how often, on average, have you taken visits to the outdoors for leisure and recreation in Scotland in the last 12 months?

These leisure trips could either have been from home or while you were away from home on holiday, provided the holiday was in Scotland. By outdoors, we mean to open spaces in the countryside as well as in towns and cities such as woodland, parks, farmland, paths, beaches etc.

More than once per day

Every day

Several times a week

Once a week

Once or twice a month

Once every 2–3 months

Once or twice

Never

The new questionnaire content commenced in September 2005. During the analysis of the full year results for 2005, it became apparent that the figures for the proportion of respondents reporting that they had participated in outdoor recreation in the previous 12 months in the September–December 2005 period were considerably higher than in the preceding months of 2005. Furthermore the proportions reporting having taken visits in the 4 weeks prior to interview had also increased. This increase may be an actual record of visits taken, or it may be that the questionnaire change had resulted in an increase. Therefore, SNH decided to run a calibration exercise to check the reasons behind this increase.

Calibration exercise

It was hypothesized that the change of questionnaire wording has resulted in an increase in the proportion of respondents reporting having taken visits to the outdoors for recreation during the past 12 months and 4 weeks. The exact scale of this change was not known due to the unknown impact of external factors such as the weather on actual levels of participation before and after the questionnaire change.

On writing, a calibration exercise is on-going with data collection undertaken during four waves of the survey using both the old and new questionnaire structures (during June 2006, July 2006, January 2007 and February 2007 waves). During these waves of the survey half of the survey sample will be interviewed using the old/original questionnaire design (ie pre-September 2005) while the other half will be interviewed using the new design. The sampling procedure is designed to ensure that the demographic and geographic profile of the samples interviewed using the old and new questions are as similar as possible and interviewing is undertaken concurrently.

Over the initial two waves of this exercise (June and July 2006) some 2,089 interviews were completed, 1,019 using the old questionnaire design and 1,070 using the new design. A similar number and split of interviews will be completed in January and February 2007.

Comparison of results obtained in June and July 2006

An initial comparison of the results obtained using the old and new questionnaire designs during June and July 2006 has been undertaken. The key results obtained from this analysis included the following:

Participation in last 12 months

- Using the new questionnaire design, a higher proportion of respondents have indicated that they had taken a visit during the previous 12 months. In both months 75% of those asked the old questions stated that they had taken a visit compared to 81% of those asked the new questions.
- The size of the variation between the results obtained from the old and new questionnaire was the same in both June and July, suggesting that external factors such as the weather and holidays, which can affect the frequency of visit taking across the population, do not influence the scale of the questionnaire change impact. The additional testing of the questionnaire being undertaken in January and February 2007 will clarify whether or not this is the case.
- Based on the above a standard calibration factor of 1.08 can be applied to the results relating to participation in the last 12 months recorded before September 2005 to increase their comparability with more recent results.

Participation in last 4 weeks

- Using the new questionnaire design, a higher proportion of respondents have indicated that they had taken a visit during the previous 4 weeks. In June 57% of those asked the old questions stated that they had taken a visit in this period compared to 62% asked the new questions. In July 64% of those asked the old questions stated that they had taken a visit, compared to 66% asked the new questions.
- The size of variation between the results obtained using the old and new questions is not consistent in each of the survey months suggesting that as levels of participation increase, the variation in the results obtained with the old and new questionnaire lessen.
- It may be hypothesised that during periods of higher levels of outdoor recreation, for example when the weather is particularly good, the old questionnaire design was more effective in obtaining accurate data amongst those people who generally only visit the outdoors for recreation in these conditions (the 'fair weather' participants). Conversely, the old questionnaire design was less effective during periods when overall participation levels were lowest and infrequent recreation participants were more likely to under report their activity. As such the 'gap' between the results obtained with the old and new questionnaire increase as levels of participation decrease.

Results in 2005 report

For the purposes of this 2005 annual report, the above, initial outcomes of the calibration exercise have been used in the analysis of data collected prior to the questionnaire change in September 2005. However, as this calibration exercise is on-going these results should be treated as subject to change.

A report of the full findings of the calibration exercise will be produced in April 2007, including recommendations for further adjustments to be made to historic data on the basis of these findings.