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Wales Outdoor Recreation Survey 2014 Technical Report

TNS

260-119555

Foreword

Background

This publication is the main results report from the 2014 Welsh Outdoor Recreation Survey commissioned by Natural Resources Wales. A Technical Report accompanies this document and is available separately.

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Official Statistics

The information within this report is categorised as Official Statistics, and has been produced and published according to arrangements approved by the UK Statistics Authority. For statistical matters relating to this publication please contact Stephen Herbert, Senior Statistician, NRW: stephen.herbert@cyfoethnaturiolcymru.gov.uk

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Section 1: Introduction

1 Introduction

Background

Natural Resources Wales (NRW) was formed in April 2013, incorporating the work of the Countryside Council for Wales, Forestry Commission Wales and the Environment Agency in Wales, as well as certain Welsh Government functions. As part of their role, NRW gather evidence on use of and enjoyment of the natural environment, which is used for monitoring purposes and to advise relevant stakeholders on issues relating to the natural environment.

Following a pilot in 2007, the 2008 and 2011 Welsh Outdoor Recreation Surveys (WORS) were commissioned. These surveys involved just over 6,000 interviews with adult residents of Wales providing measurement of the following key areas:

- Frequency of participation in outdoor recreation;
- Activities undertaken;
- Places visited;
- Motivations for visiting the outdoors;
- Barriers to visiting the outdoors;
- Health;
- Levels of 'future demand' to participate in more outdoor recreation.

As part of their continued commitment to monitoring levels of engagement with the natural environment in Wales, NRW commissioned TNS to undertake a repeat of the survey in 2014.

The objectives of the survey were to provide:

- A robust quantitative evidence base on participation in outdoor recreation by adults living in Wales in 2014.
- To investigate data relating to expenditure, visit destinations, environmental attitudes and behaviours.
- A statistically valid comparison of data between 2008, 2011 and 2014, including the identification of significant changes in all aspects of participation.

Report structure

This technical report provides details of the methods used in WORS 2014 and the levels of accuracy of the survey outputs. These appear under the following section headings:

Section 2: Data collection – a description of the telephone survey method, sampling approach, achieved sample sizes and questionnaire.

Section 3: Data analysis – covering data preparation and coding and the weighting and grossing of survey data.

Section 4: Levels of accuracy – the results of an analysis of Complex Standard Errors.

Appendices:

1. Appendix 1: WORS 2014 Questionnaire
2. Appendix 2: Weighting targets



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Section 2: Data collection

2 Data collection

Development and piloting stage

Prior to the commencement of the main fieldwork stage in January 2014, a short fieldwork pilot was undertaken. The purpose of this pilot was to test the interview duration, response rate and the effects of a number of small changes to the questionnaire. A single version of the questionnaire was tested which included the following revisions:

- Minor changes to the introductory text;
- Removal of a question relating to how many of the visits taken in the last 4 weeks were taken in Wales;
- Removal of a question breaking activities down into more specific sub-groups (e.g. types of walking);
- Removal of questions relating to whether main place visited was in Wales and types of roadside pavements/ tracks visited;
- Insertion of questions relating to the town/city/village visited and the name of the specific place visited;
- Insertion of questions relating to money spent while on visit to the outdoors;
- Insertion of questions relating to biodiversity changes and concern;
- Insertion of questions relating to pro-environmental behaviours undertaken;
- Simplification of questions on occupation of the Chief Income Earner in the household.

Fieldwork was undertaken between 10th and 19th October 2013 with a sample of 200 respondents. Following the completion of fieldwork, the results were provided to NRW including the following key findings:

- No impact recorded on drop-out rates;
- A slight increase in interview length;
- The addition of new questions appeared to have had little or no impact on response rates and how respondents answered questions;
- Some clarification was incorporated around the revised social grading question to ensure respondents interpreted the options correctly;
- Clear instructions were given to respondents in order to obtain specific and accurate locations for the new places visited questions.

As such it was decided that the revised questionnaire, with new questions added, should be used in the main 2014 survey fieldwork as data collected would be comparable with that collected in previous years. It was anticipated that the interview length would reduce as interviewers became more familiar with the questionnaire content but this would be monitored closely.

Telephone Survey approach

Computer Assisted Telephone Interviewing (CATI)

WORS 2014 was conducted using a telephone surveying method consistent with the methods used in the previous surveys. A Computer Assisted Telephone Interviewing (CATI) approach was used with interviews conducted using a computer-based questionnaire, or script. This approach offers many advantages over traditional paper based questionnaires including cost-effectiveness, data accuracy and control over the sample composition. The same Quancept CATI software platform was used in all survey years, helping to ensure comparability of the data collected.

Prior to the commencement of fieldwork all aspects of the CATI script were checked - firstly by a dedicated script checking team, then by the executive study team and finally by the telephone fieldwork department. These checks ensured the validity of the questionnaire wording, routing and interviewer instructions.

Fieldwork scheduling

The pattern of interviewing followed replicated that achieved in 2008 with around 40% of interviews conducted on weekends and 60% on weekdays. During weekdays, around a fifth of interviews were conducted between 9am and 5pm and around 80% between 5pm and 9pm.

This fieldwork scheduling, conducting most of the interviewing on weekends and in the evenings, helped to maximise levels of response, whilst ensuring that those people who were more readily available during weekdays were represented in the sample. Interviewing was conducted throughout the year.

Fieldwork training and briefing

All of the interviewing for this study was conducted by interviewers based in the CATI telephone unit in Hull.

At the start of their training, all potential interviewers are instructed to read the Market Research Society Code of Conduct, to which they must all adhere. They are also given details on the nature and purpose of market research and the critical importance of their role. The training manual provided to telephone interviewers stresses the importance of accuracy and reliability.

Interviewers also receive training regarding respondent's rights and how to treat them including:

- Having a polite telephone manner;
- Informing them of how long the interview is expected to take;
- Giving the respondent enough time to consider their answers to questions;
- Not attempting to influence the respondent's answers in any way;
- The right of the respondent to terminate the interview at any time.

In addition to this 'standard' training, the interviewers working on WORS 2014 received a detailed briefing regarding the background and priorities for this study before they commenced interviewing. This briefing was conducted on a face to face basis by two members of the executive study team. To support this verbal briefing a written briefing note was also produced and provided to all interviewers working on the study.

To further ensure quality, the data collected for WORS 2014 was validated, as interviews were undertaken, by a team of supervisors using undetected, remote listening facilities. A supervisor was present during interviewing with at least 7% of completed interviews monitored for at least 75% of the interview. A systematic method was used to select the interviewers to be monitored, such that all interviewers were monitored on a regular basis.

Progress reporting

Throughout the 12 month survey period, the CATI telephone unit provided fieldwork progress reports to the study team on a weekly basis. These regular updates provided details of the numbers of interviews achieved and the survey response rate. This information was shared with NRW on a regular basis.

Welsh language interviewing

To ensure that Welsh speaking respondents had an equal opportunity to participate in the survey, all respondents were offered the option of undertaking the interview in Welsh. The approach for this option was for a Welsh speaking interviewer to recontact the respondent at an agreed time and complete a pen and paper version of the questionnaire.

While this option was provided to all respondents, in the event only 28 interviews were conducted in Welsh.

Lessons learned from the 2014 survey fieldwork

During the previous years of the WORS study, there were no issues experienced during fieldwork. However, during the 2014/15 fieldwork period, four unforeseen occurrences highlighted key lessons to be taken on board when using an in-home telephone methodology and the societal shifts that have affected the viability of this interviewing mode for a large scale population survey.

It is important to note that these occurrences were rare and unrelated, with a smooth fieldwork process for the vast majority of those contacted. A full investigation was carried out into each case and with consultation with the client, appropriate action taken. The situations encountered, the action taken in each case and the lessons learned are summarised below.

- Occurrence 1 - Receptiveness to calls

Over the years, researchers have experienced shifts in attitudes to calls to private numbers. The increase in mobile only households and subscriptions to services such as the Telephone Preference Service are indicative of an increased reluctance to receive unsolicited calls and contact that is not expected via the telephone. In addition, the increase of calls relating to personal claims (e.g. PPI insurance) and the misuse of calls claiming to be market research that are not, can lead to a perception that genuine market research calls are not what they seem.

During the course of the 2014 survey, a potential respondent complained and stated that they had received persistent, nuisance calls. It is still not determined whether this issue relates to the WORS study as the respondents details could not be verified in the record of numbers TNS had used for the survey. However, to ensure that this individual's concerns

were dealt with, TNS ensured this phone number would not be called in relation to this survey again.

Furthermore, a new procedure was put in place for the study that placed a lower cap on the number of times interviewers would try a phone number before assuming it was not in use.

Lessons learned: If undertaking a telephone survey, careful consideration should be given to the explanation given to potential respondents and to the point at which a number is withdrawn from the sample.

- Occurrence 2 - Screening procedure

In this situation, the interviewer followed the screening process included in the survey (see Appendix 1 for more detail) and carried out the standard research approach of requesting to speak to another member of the household in order to make a call-back appointment when the person with whom the initial contact was made did not qualify. This approach to selecting respondents is standard in telephone surveys conducted by market research companies as a way to remove the bias of always interviewing the person that answers the phone.

This approach was also used in the 2008 and 2011 surveys and an option for refusal was included, in which case, the lead/respondent would not be pursued any further.

Lessons learned: Interviewers need to provide a clear explanation as to the reasons for requesting to speak to another household member. The person they are speaking to and indeed, the other household member selected by the screening process, should be clear that they are free to refuse this request.

- Occurrence 3 - Welsh language provision

The provision of the opportunity to undertake surveys in Welsh is important and indeed, is a legal requirement for all surveys undertaken in Wales. As mentioned previously, in agreement with NRW, a process was put in place whereby interviewers would offer the choice of either Welsh or English for the interview. This approach was chosen as the most practical and cost-efficient method and was consistent with previous years of the WORS survey as well as other TNS surveys conducted in Wales.

On this occasion, the interviewer followed the specified procedure by offering the respondent the option to take part in the research in Welsh following an introduction and initial screening questions in English. Issue was taken with the fact that an interview could not be undertaken in Welsh at the time of the initial call.

TNS explored alternative options to provide a more upfront offer in Welsh, such as using specialist Welsh-interviewing call centres, however the required training and setup issues would be very expensive. In addition, the level of demand was unpredictable. A further option suggested is to carry out the interviewing online where respondents would be offered to do the interview immediately in Welsh if they could provide an email address. Again, there in this instance given the low level of demand.

TNS re-iterated to the interviewing team the importance of emphasising the option for Welsh and ensured these interviews were followed up on at the earliest possibility.

Lessons learned: It is important to consider all options upfront in order to provide adequate provision for interviews being undertaken in Welsh and to ensure that the provision made is clearly communicated to respondents. It may be that the desired level of provision may not be possible given budgets and the level of demand.

- Occurrence 4 – interviewer interaction

On this occasion, a potential respondent submitted a complaint regarding the manner of the interviewer that they spoke to. While the interviewer was not rude, it was agreed that, in this instance, they could have dealt with the individual, who was angry at being contacted, in a more sensitive manner. This incidence following a personal attack on the interviewer and a case of nerves caused the interviewer to sound like they were amused.

A large amount of time was invested in training interviewers on how to handle calls in an appropriate manner. It is never the aim of any agency to upset or distress any individuals and there was no intention to offend the respondent.

Appropriate measures were taken to ensure that it did not happen again, and the wider team was also briefed and reminded on the importance of sticking to script and remaining professional at all times. If a respondent sounded unhappy to be contacted, apologies were made and the call as soon ended as soon as it was polite to do so.

Lessons learned: The importance of maintaining professionalism at all times, even when the individual being dealt with is angry, is paramount. If a respondent indicates upset at being contacted, apologies should be offered and the call terminated.

Summary:

It is important to note that these four occurrences were rare (4 incidents out of 124,336 numbers dialled), unrelated to one another and were encountered despite using identical methodology as previous years. No negative feedback was received during the previous WORS studies. During this recent survey, it was found that members of the public were generally less willing to take part in the survey and response levels lower than previous years.

As mentioned previously, it is becoming increasingly difficult to carry out this type of research for large scale population surveys and it is believed that the recent negative feedback and decreased levels of response rates reflect a general resistance to unsolicited calls and expressing concerns over 'nuisance' calls. Unfortunately, this resistance to sales calls has had a negative 'knock on' effect on the use of the telephone approach for surveys.

Sampling approach

Geographical sampling

The geographical approach to sampling was simplified in 2014. In the previous two surveys, there was a requirement to undertake 1,000 interviews in each of 6 Spatial Planning Areas (SPAs). However, in 2014, the approach was modified to ensure that a representative sample was obtained across three regions of Wales down to the Local Authority level (see Table 2).

Selection of households

The sample for the 2014 survey was sourced from UKChanges, a specialist survey sample provider. This sample contained a random selection of telephone contacts in each of the target SPA areas with numbers screened to ensure the exclusion of those registered with the Telephone Preference Service and those likely to be non-residential.

A Random Digit Dialling (RDD) approach, automated within the CATI system, was then used to randomly select and contact numbers within the list of telephone contacts for each area. In light of the issues experienced during fieldwork (see 'Lessons learned from the 2014 fieldwork' earlier in this report), only one attempt was made to obtain an interview per number dialled.

Selection of respondent to be interviewed

On making contact with a household, the Rizzo method was used to select which adult member of the household should be interviewed. This approach was also used in the 2008 and 2011 surveys.

This method involved initially asking the adult who answered the telephone how many adults aged 16 and over live in the household. The selection process was then determined by the number of adults in the household as follows:

- If there was only one eligible adult in the household, they were selected for interview.
- If there were two eligible adults in the household, the CATI system randomly selected a person for interview, which could have been the person who initially answered the call.
- If there were three or more eligible adults in the household, the CATI system randomly selected either the person who answered the call or another eligible household member. If another member of the household was selected, the 'next birthday' rule was used to select the person for interview (i.e. whoever has the next birthday is selected for interview).

Following the selection of the individual to be interviewed, the interviewer would seek to conduct the interview immediately.

Achieved response rate

The approach used to calculate the response rate to the 2014 survey is consistent with that used in the previous surveys as detailed in the table below. However, due to the changes made to the fieldwork approach in relation to redialling numbers (see 'Lessons learned from the 2014 fieldwork'), there was a noticeable drop in the response rate that it was possible to achieve.

Table 1 Response rate

		WORS 2014
I	Complete Interviews	5,995
R	Refusal and break off	45,091
UH	Unknown if household occupied/number eligible	40,735
e	Estimated cases of unknown eligibility that are eligible	4.9%
	Response rate (I/I+R+(e*UH)	8%

While a total of 5,995 interviews were completed, to achieve this total some 124,336 telephone numbers were contacted.

When 26,209 of these numbers were contacted, the person answering the phone or the person selected for the interview refused to participate in the survey and a further 1,358 refusals were given on behalf of other members of the household, while 15,200 deferred the call to a later date and did not complete the interview.

In smaller numbers of cases the person selected was either incapable of undertaking an interview (424), unavailable at any point during the fieldwork period (273) or started the interview but terminated it mid way through (1,627). The total of all of these cases is 45,091 as shown in row R in Table 1.

In a further 40,735 cases, the telephone was not answered after 25 attempts (row UH in Table 1). For the majority of these numbers it can be assumed that the number was not eligible i.e. it did not physically connect to an occupied household. However it has been estimated that 4.9% of these numbers were actually valid numbers, connected to an eligible household. This is the same proportion as used in the calculation of the 2008 and 2011 response rates, based on a detailed analysis of responses to other large scale telephone surveys.

Applying this proportion (4.9%) to the number of unanswered telephone numbers (row UH) provides an estimate of the volume of these numbers which were actually connected to eligible households. This total is then added to the total number of refusals and break offs to allow for the response rate to be calculated as shown in Table 1.

The response rate of 8% was lower than the rates recorded in the previous surveys (23% in 2011 and 25% in 2008) for the reasons described previously regarding changes to the fieldwork approach and an increased reluctance to take part in telephone surveys generally.

Sample sizes achieved

A total of 5,995 interviews were achieved in WORS 2014, slightly below the target of 6,000.

The target per region and the number of completed interviews achieved are shown in Table 2 below.

Table 2 Target and achieved interviews by region

Region	Target interviews	Achieved interviews
North Wales	1,356	1,549
South East Wales	2,880	2,560
Central & South West Wales	1,764	1,886

The 82% of survey respondents who had taken a visit to the outdoors during the last 4 weeks (unweighted) provided details of their most recent visit. As such, information regarding some 4,941 visits was recorded. Table 3 below illustrates the volumes of visits recorded amongst residents of each region.

Table 3 Achieved interviews and volumes of visits by region

Region	Achieved interviews	Reported visits taken in last 4 weeks
North Wales	1,549	1,302
South East Wales	2,560	2,069
Central & South West Wales	1,886	1,570

Questionnaire

To maintain comparability, the questionnaire used in the 2014 survey was almost identical to that used in 2011, with the exception of the changes identified earlier in this report (see 'Development and piloting stage'). A full copy of the questionnaire is included in Appendix 1.

In summary, the questionnaire content was as follows:

- Screener questions – these questions ensured that respondents were eligible for the survey, implemented the Rizzo random respondent selection approach and determined whether the interview should be conducted in English or Welsh. For the 2014 survey, some small changes were made to the introductory text in this section to reflect the newly created organisation, specifying that NRW is the survey sponsor and data controller.
- Visits in the last 12 months – recorded outdoor activities undertaken in the last 12 months.
- Visits in the last 4 weeks – recorded outdoor activities undertaken in the last 4 weeks and number of visits taken in the last 4 weeks.
- Details of most recent visit taken in last 4 weeks - activities undertaken on most recent visit including single main activity, levels of physical intensity, places visited, main place visited, distance travelled, main mode of transport, duration, party composition, whether

accompanied by dog and reasons for taking the visit. This section included new questions on the town/city/village visited and the name of the specific place visited.

- Barriers and future demand – reasons for not visiting the outdoors in the last 4 weeks and/or last 12 months, interest in visiting the outdoors more often, activities would like to do more often and reasons for not undertaking the activities of interest previously (i.e. the factors preventing increased participation).
- Retrospective questions regarding places - regarding the types of places visited in the last 12 months and the types of places the respondent would like to visit more often. These questions were added in this position (i.e. late in the interview) in the 2011 survey to prevent any impact on how respondents answered the other survey questions and therefore, the comparability of results with the 2008 survey.
- Biodiversity – new questions regarding perceptions of changes and levels of concern regarding biodiversity in Wales.
- Pro-environmental behaviours – a new question regarding activities undertaken in the last 12 months to help protect the environment and nature.
- Demographics – recording the respondent's gender, age, ethnic origin, highest educational qualification, access to car/van, access to a bicycle, ownership/care of a dog, disability/illness, children in household, working status, occupation (respondent and chief income earner) and total household income. In 2014, the social grading question was simplified from the more complex NS-SEC approach used in previous surveys. A full postcode was also collected for all respondents.

Over the course of the 2014 survey fieldwork, the average interview duration was 18 minutes and 32 seconds (this total covers the full period from the telephone call starting to termination).



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Section 3: Data analysis

3 Data analysis

Data preparation and coding

Prior to the analysis of the survey data, a number of stages of checking and preparation were undertaken:

- The initial preparation stage involved a manual edit on the verbatim responses for questions where activities were undertaken other than those listed in the questionnaire. These were reviewed to ensure that they made sense and where possible, these were 'back coded' into one of the existing answer option codes.
- At this stage, an automated check of the postcodes provided by respondents was also undertaken to ensure that they were in a format that could be used in subsequent analysis (e.g. to check that spacing was in the correct places).

This editing stage was followed by coding which involved the application of codes to open-ended and 'other specify' responses so that they could be included in the subsequent quantitative analysis. The WORS 2014 questionnaire did not include any fully open-ended questions but an 'other' option was included for a number of questions, including those relating to activities undertaken, places visited, the motivations for visits and barriers to participation.

All of the above coding of responses was undertaken by a dedicated team of coders with extensive experience in this area. 5% of all coded responses were verified by another experienced member of the team for quality purposes.

Weighting and grossing of the survey data

As in the previous surveys, the weighting approach followed in the analysis of WORS 2014 was designed to take account of the need for data to be provided at two levels:

- A *respondent level* whereby results could be considered as representative of the adult population living in Wales. Data from the questions regarding proportions taking visits in the last 12 months and 4 weeks, barriers to taking visits, future demand, biodiversity and pro-environmental behaviours are presented at this level.
- A *visit level* where results can be considered as representative of the visits taken by the adult population of Wales during the survey period. The questions which are asked about the respondent's most recent visit to the outdoors are presented at this level (i.e. questions 4 to 15b). This additional weighting level takes account of the varying volumes of visits taken by different respondents during the 4 week recall period.

A number of different weighting stages have therefore been applied to the WORS data as described overleaf.

Household size pre-weight - this first stage calculates a set of design weights that correct for the unequal probabilities of selection of an individual within a household. This varies according to the number of adults aged 16 or over resident in the household. Respondents in single adult households had a 100% chance of selection for interview whereas those in two adult households had a 50% chance of selection. Similarly, the selection probabilities changed for households containing more than two adults.

Geographical design weight – weighted by region down the Local Authority level based on the size of population in each of these areas. There was no requirement for any additional correction to the geographic weights as there was in 2011 when the six overlapping SPA regions were required to have equal coverage in terms of interviews achieved.

Seasonal weight – while fieldwork quotas were designed to ensure an equal split of interviewing over the 12 month period, there were some variations in the distribution so a corrective weight was applied on a quarterly basis (i.e. a target of 25% per quarter of fieldwork).

Non-response weights – these weights correct for differing response rates by sub-groups within the sample. For example men, young people and people in the higher socio-economic groups were generally less likely to respond. Following testing of alternative combinations of demographics and consultation with NRW, the following variables were selected as the most appropriate weights to use:

- Age x Gender – 16 targets (i.e. 8 age groups each by male and female)
- Working status – 2 targets – working and not working
- Social grade – 4 targets reflecting the 4 social grades (AB, C1, C2, DE)

Details on the targets used for each of the above variables are provided in Appendix 2. The targets were based on the most up to date Census data available (2011) on the adult population (16+) living in Wales.

Expansion factor - the results from the survey are reported in terms of the actual population values and estimates of the actual volumes of visits taken by the adult population living in Wales. For example, rather than describing the total weighted sample as 5,995 respondents, this has been expanded and reported in terms of the total adult population of Wales of 2,507 million adults. This grossing up approach was followed in the reporting of the 2011 survey results but not in 2008. However, it should be noted that this change in approach does not affect the comparability of results for this survey for respondent or visit based percentage profile results or results relating to averages within the sample (e.g. average visit duration).

Visit weighting (applied to questions 4 to 15b only) – this additional level of weighting is required because each respondent is asked details of only the most recent visit they have made. Therefore, in order to provide estimates for total visits taken by all adults in Wales during the survey period, this needed to be expanded by the total number of visits recorded by the individual at Q3a. This approach is identical to that followed in other large surveys of visit taking such as Natural England’s Monitor of Engagement with the Natural Environment survey (MENE) and Scottish Natural Heritage’s Scotland’s People and Nature Survey (SPANS) where results are presented as representative of all visits taken by the resident population. The application of the expansion factor mentioned above means that the volumes shown in data tables relate to the total volumes of visits taken by the population during the survey recall period.



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Section 4: Levels of accuracy

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4 Levels of accuracy

This section of the report provides details of the outputs of an analysis of the Complex Standard Errors associated with the WORS 2014 data.

Normal confidence intervals and standard errors assume that the data has come from a Simple Random Sample (SRS). In such a sample, every individual in the population (for WORS, the adult population of Wales) has an equal chance of being included in the survey sample. In most surveys, however - including WORS - the sampling approach followed means that the survey sample is not a SRS. Complex Standard Errors (CSE) therefore take into account the extra information from the sampling design.

As described in the previous section, the survey weights correct for any biases related to the distribution of interviewing over the year and varying levels of response amongst different demographic groups.

Following the application of these weights, the rim weighting efficiency has been calculated for data produced at the total Wales level and for each of the individual regions. This efficiency level can then be applied to the total number of interviews achieved to provide an estimate of the effective sample size as shown in Table 4.

The effective sample size gives, for a complex survey design, an estimate of the sample size that would have been required to obtain the same level of precision in an SRS.

Table 4 Sample efficiency, achieved interviews and effective sample size by region

Region	Efficiency	Achieved interviews	Effective sample size
North Wales	44.95%	1,549	969
South East Wales	47.84%	2,560	1225
Central & South West Wales	46.36%	1,886	874

The estimated effective sample size for WORS 2014 is just under 2,800 for data at the total Wales level, with the regional effective sample sizes shown in the table above.

In surveys conducted using other data collection approaches it is often the case that other sample design effects must also be taken into account when calculating the accuracy of survey data. For example, the clustering of in-home interviews around sampling points or the effects of applying demographic fieldwork quotas when a quota design is used. However, the random sampling approaches used in WORS mean that these types of design effect are not relevant in this case.

Accuracy of key results

The following tables provide estimates of the accuracy of key survey results, based on the effective sample size estimates provided above. These margins of error are at the 95% confidence level.

Table 5 (below) illustrates the upper and lower range associated with key population based results (i.e. where the proportions relate to the share of the population taking visits) while tables 6 and 7 relate to the proportion of visits taken during the survey period which included different types of place.

For example, these ranges illustrate that the survey provides an estimate of 22% of the Welsh adult population taking 21 or more visits in the last 4 weeks - we can be 95% certain that the true value lies between 20.9% and 23.1%.

Similarly, the survey provides an estimate of 52% of visits taken by the Welsh population having woodland/forestry as a main destination - we can be 95% certain that the true value lies between 50.2% and 53.0%.

Table 5 Accuracy of key population based percentage results

	Weighted estimate	Lower limit	Upper limit
Percentage of population taking visits in the last 12 months	93%	92.4%	93.6%
Percentage of population taking 21 or more visits in the last 4 weeks	22%	20.9%	23.1%

Table 6 Accuracy of visit based percentage results – Q7a places visited

	Weighted estimate	Lower limit	Upper limit
Woodland or forest	51.6%	50.2%	53.0%
Farmland	37.7%	36.3%	39.1%
Local park	43.8%	42.4%	45.2%
Other local open space	50.6%	49.2%	52.0%
Roadside pavement/ track	57.7%	56.3%	59.1%
Hills, mountains or moorland	47.6%	46.2%	49.0%
River, lake or canal	36.7%	35.4%	38.0%
Beach	25.7%	24.5%	26.9%
Sea	23.2%	22.0%	24.4%
Other coastline	17.1%	16.1%	18.1%
Village	43.1%	41.7%	44.5%

Table 7 Accuracy of visit based percentage results – Q7b single main place visited

	Weighted estimate	Lower limit	Upper limit
Woodland or forest	15.5%	14.5%	16.5%
Farmland	11.4%	10.5%	12.3%
Local park	16.0%	15.0%	17.0%
Other local open space	5.5%	4.9%	6.1%
Roadside pavement/ track	12.6%	11.7%	13.5%
Hills, mountains or moorland	9.9%	9.0%	10.8%
River, lake or canal	6.8%	6.1%	7.5%
Beach	9.6%	8.8%	10.4%
Sea	2.1%	1.7%	2.5%
Other coastline	4.0%	3.5%	4.5%
Village	4.4%	3.9%	4.9%

The survey results have also been grossed up to produce an estimate of the total volume of visits taken by the adult population of Wales during the 12 month survey period. Volume estimates have been produced for all visits (around 437 million) and for different types of place.

Table 8 (overleaf) provides estimates of the accuracy of these results.

Table 8 Accuracy of volume estimates – total visits and by Q7a places visited

	Weighted estimate (in thousands)	Lower limit (in thousands)	Upper limit (in thousands)
Total visits	437,352	416,790	457,914
Q7a Places visited:			
Woodland or forest	225,782	208,537	243,027
Farmland	164,875	150,688	179,062
Local park	191,588	174,773	208,403
Other local open space	221,230	205,308	237,152
Roadside pavement/ track	252,456	234,610	270,302
Hills, mountains or moorland	208,323	190,367	226,279
River, lake or canal	160,354	146,136	174,572
Beach	112,260	102,001	122,519
Sea	101,397	92,494	110,300
Other coastline	74,892	66,711	83,073
Village	188,387	172,969	203,805

Accuracy of other results

As the effective sample size is known for data at the all Wales level and for each region (see Table 4), it is possible to estimate the accuracy of other percentage results using the ranges provided in Table 9 overleaf.

This table details margins of error at the 95% confidence levels for a range of survey results and effective sample sizes of 3,000 (similar to that for the total Wales sample), 1,000 (similar to the regional samples) and 500 for smaller sub-groups within the sample.

For example using this table it could be estimated that a result of 20% obtained for North Wales is accurate to +/-2.1% at the 95% confidence level.

Table 9 Estimating accuracy of survey results

Survey result	Effective sample size		
	500	1000	3000
10% or 90%	+/- 2.2	+/- 1.6	+/-0.9
20% or 80%	+/- 3.4	+/- 2.1	+/- 1.2
30% or 70%	+/- 3.4	+/- 2.4	+/-1.4
40% or 60%	+/- 3.6	+/- 2.6	+/- 1.5
50%	+/- 3.7	+/- 2.6	+/-1.5

In the data tables provided for WORS 2014, markers have been included to highlight statistically significant variations between the responses provided by different groups of respondents. These have also been included to highlight statistically significant differences between the 2011 and 2014 results and between results for 2008 and 2014.

Appendix 1: Questionnaire

Good morning/afternoon/evening, my name is **[INTERVIEWER NAME]** from TNS UK, an independent research agency and we are carrying out a survey on behalf of Natural Resources Wales, formerly Countryside Council for Wales and Forestry Commission Wales. The survey is about leisure and free time spent in the outdoors. This important study will be used to help improve use of and access to the outdoors in Wales.

The responses you provide will be held, together with your details, by the Natural Resources Wales. This data will be used for research purposes only.

The interview will take around 15 minutes.

INTERVIEWER NOTE IF NECESSARY: Natural Resources Wales brings together the work of the Countryside Council for Wales, Environment Agency Wales and Forestry Commission Wales, as well as some functions of Welsh Government. Its purpose is to ensure that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future.

S1 Can I just check whether you live in Wales?

Yes PROCEED TO NEXT SCREEN

No **THANK AND CLOSE**

PART 1 SCREENER QUESTIONS

S3 To make sure we speak to a good cross section of the public, can you please tell me how many people aged 16 or over currently live in your household, including yourself?

CODE NULL IF NOT PEOPLE AGED 16 AND OVER

NULL CODE IF NO PEOPLE AGED 16 AND OVER

1 **GO TO S7**

2 **GO TO ROUTING BEFORE S4A**

3 **GO TO S4**

4 **GO TO S4**

5 **GO TO S4**

6 **GO TO S4**

7 or more **GO TO S4**

Don't know **GO TO S4**

Refused **GO TO S4**

ASK S4 IF S3 = 3,4,5,6,7,8 OR 9 AND RIZZO METHOD SELECTS ANOTHER MEMBER OF THE HOUSEHOLD. IF SCREENER RESPONDENT SELECTED VIA RIZZO, GO TO S7

S4 Could I speak to the person aged 16 and over who has the next birthday? THIS DOES NOT INCLUDE THE PERSON YOU ARE SPEAKING TO. IT MUST BE ANOTHER MEMBER OF THE HOUSEHOLD.

IF NECESSARY SAY:

The person with the next birthday is selected to ensure we achieve a nationally representative sample of adults in Wales.

Yes, available code here when speaking to them **GO TO S7**

No, not available **GO TO S5**

Wrong language (excluding Welsh) **THANK AND CLOSE**

Proxy refusal – soft

Proxy refusal – hard

Proxy – other non interview

Proxy interview **GO TO S7**

Proxy interview – Type Talk **TYPE TALK**

ASK S4A IF S3=2 AND RIZZO DOES NOT SELECT THE SCREENER RESPONDENT. IF SCREENER RESPONDENT SELECTED VIA RIZZO, GO TO S7

S4a In households where there are no more than two adults we are using a random method to select which one of these adults takes part in this survey. On this occasion, it is the other person that I would like to speak to. May I speak to that person?

Yes, available code here when speaking to them **GO TO S7**

No, not available **GO TO S5**

Wrong language (excluding Welsh) **THANK AND CLOSE**

Proxy refusal – soft

Proxy refusal – hard

Proxy – other non interview

Proxy interview **GO TO S7**

Proxy interview – Type Talk **TYPE TALK**

ASK S5 IF S4=2 OR S4A=2 (NO NOT AVAILABLE)

S5 Please can I take the person's name?

EXPLAIN THAT YOU NEED THIS SO THAT YOU KNOW WHO TO ASK FOR THE NEXT TIME YOU ALL TO DO THE INTERVIEW

Type in name **GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT**

Proxy refusal – soft

Proxy refusal – hard

IF S5=1, GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT

ASK S7 IF S3=1 OR S4=1 OR S4A=1

S7 Would you prefer to complete this survey in Welsh or English?

English **GO TO S8**

Welsh **GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT**

IF S7=1

S8 – INTERVIEWER TO CODE

PLEASE CODE

Respondent willing

Hard refusal

Soft refusal

Wants appointment **GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT**

In this survey we are interested in leisure visits and excursions to the outdoors of any length.

These visits may have been made from your home or during holidays.

By outdoors, we mean open spaces anywhere in the countryside or in towns and cities, including your local neighbourhood, paths, woodland, parks and farmland. Visits may have involved any informal outdoor recreation, including both active or passive pursuits.

PART 2 VISITS IN THE LAST 12 MONTHS
--

The next few questions are about visits to the outdoors you have made during the last 12 months.

ASK ALL

Q1a Which of the following activities have you undertaken at least once during visits to the outdoors in the last 12 months?

ROTATE ORDER MULTICODE

READ OUT LIST. CODE ACTIVITIES PARTICIPATED IN LAST 12 MONTHS

1. Walking
2. Road cycling
3. Off-road cycling or mountain biking
4. Horse riding
5. Fishing
6. Rock climbing or caving
7. Motorised watersports
8. Other watersports
9. Swimming outdoors
10. Snowsports
11. Field sports (shooting/hunting)
12. Air sports (hang gliding/ballooning)
13. Wildlife watching
14. Running
15. Sightseeing or visiting an attraction
16. Off-road driving or motorcycling
17. Picnicking (as a significant part of the activity)
18. Visiting children's playgrounds/taking children to play areas outdoors
19. Informal games (e.g. Frisbee or golf)
20. Other outdoor activities SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN OUTDOOR ACTIVITY NOT LISTED ABOVE IS MENTIONED
21. None of these **[FIXED, EXCLUSIVE, GO TO Q16A]**

PART 3 VISITS IN THE LAST 4 WEEKS
--

ASK ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q1A. OTHERS GO TO Q16A.

The next few questions are about visits to the outdoors you have made during the last 4 weeks.

Q2 Which of the following activities have you undertaken at least once during visits to the outdoors in the last 4 weeks?

CATI TO FILTER ACTIVITIES FROM Q1A. ROTATE ORDER

READ OUT LIST. CODE ACTIVITIES PARTICIPATED IN LAST 4 WEEKS

1. Walking
2. Road cycling
3. Off-road cycling or mountain biking
4. Horse riding
5. Fishing
6. Rock climbing or caving
7. Motorised watersports
8. Other watersports
9. Swimming outdoors
10. Snowsports
11. Field sports (shooting/hunting)
12. Air sports (hang gliding/ballooning)
13. Wildlife watching
14. Running
15. Sightseeing or visiting an attraction
16. Off-road driving or motorcycling
17. Picnicking (as a significant part of the activity)
18. Visiting children's playgrounds/taking children to play areas outdoors
19. Informal games (e.g. Frisbee or golf) —**SPECIFY**
20. Other outdoor activities SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IT AN OUTDOOR ACTIVITY NOT LISTED ABOVE
21. None of these [**FIXED, EXCLUSIVE, GO TO Q16**]

ASK Q3A OF ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q2. OTHERS GO TO Q16.

Q3a How many visits to the outdoors have you made in the last 4 weeks? You may have made more than one visit each day.

ENTER NUMBER OF VISITS

TYPE IN

DO NOT ALLOW 0. LOGIC CHECK. RANGE PERMITTED 0-500

PART 4 MOST RECENT VISIT

ASK ALL WHO MENTION AT LEAST ONE ACTIVITY AT Q2. OTHERS GO TO Q16.

I'd like to ask you some questions about your most recent visit to the outdoors in the last four weeks.

Q4a Which of the activities that you said you have done in the last 4 weeks, did you undertake on your most recent visit to the outdoors? You said that you did.....

SHOW ACTIVITIES MENTIONED AT Q2, MULTICODE

ASK IF MORE THAN ONE CODE CHOSEN AT Q4A

Q4c And which would you say was the main activity you did on your most recent visit to the outdoors?

**SHOW ACTIVITIES MENTIONED AT Q4A
SINGLE CODE**

Q5 During this visit, how long did you spend [**INSERT ANSWER FROM Q4C OR Q4A IF Q4C NOT ASKED**] in the outdoors?

TYPE IN HOURS AND MINS

Hrs

Mins

Don't know

Q6 was the effort you put into [**INSERT ANSWER FROM Q4C OR Q4A IF Q4C NOT ASKED**] enough to...?

a) make you raise your breathing rate?

SINGLE CODE

Yes

No

Don't know

ASK IF YES (CODE 1) AT Q6A. OTHERS GO TO Q7A

b) make you out of breath or sweat?

SINGLE CODE

Yes

No

Don't know

Q7a Which of the following, if any, best describes the types of places you visited on your most recent visit to the outdoors?

ROTATE ORDER. MULTICODE.

READ OUT LIST. MULTICODE

1. Woodland or forest
2. Farmland
3. Local park
4. Other local open space
5. Roadside pavement/track
6. Hills, mountains or moorland
7. River, lake or canal
8. Beach
9. Sea
10. Other coastline
11. Village
12. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN OUTDOOR PLACE NOT LISTED ABOVE IS GIVEN

ASK Q7B IF MORE THAN ONE PLACE SELECTED AT Q7A

Q7b Which of these was the main place you visited?

IF RESPONDENT IS UNSURE:

For example, the place you spent the longest amount of time in.

SINGLE CODE. INSERT PLACES VISITED AT Q7A.

Q7e What is the name of the city, town or village or nearest city, town or village to the place you visited?

FOLLOW UP IF NECESSARY:

This may be the place you live in. If you visited more than one city, town or village provide the name of the place nearest your final destination.

Name of (nearest) town or village.

(USES LIST OF TOWNS AND VILLAGES AS IN MENE SURVEY – UK WIDE LIST)

Q7f Now please provide the name of the actual place you visited, for example the park, wood or river.

ADD AS NECESSARY

If the place does not have a name, provide a nearby street name or landmarks which would help us to find it on a map.

If you were on a walk with no particular 'destination', tell us the location of the furthest away place reached.

If you visited more than one place, provide the name of the place that was your final destination e.g. furthest away.

TYPE IN PLACE VISITED

NB. RESPONSES MUST BE TYPED IN

(IF JUST TOWN OR VILLAGE NAME GIVEN PROBE FOR MORE DETAIL).

INTERVIEWER NOTE: IF RESPONDENT DOES NOT KNOW NAME OF PLACE VISITED PROBE FOR AS MUCH DETAIL AS POSSIBLE TO ALLOW US TO IDENTIFY THE LOCATION AFTER INTERVIEW E.G. ADDRESS, STREET NAME, NEARBY LANDMARKS, ETC. – THE MORE DETAIL THE BETTER.

IF LOCATION NAME UNCLEAR, PLEASE DO CHECK SPELLING WITH RESPONDENT

Q8 Approximately how far, in miles, did you travel to reach this place? By that I mean the one way journey to the place visited.

IF RESPONDENT IS UNSURE, ASK FOR AN ESTIMATE.

IF ACTIVITY WAS UNDERTAKEN FROM HOME/WORKPLACE/OVERNIGHT ACCOMMODATION WITH NO TRAVEL TO START POINT, TYPE IN 0.

IF PLACE VISITED WAS LESS THAN 1 MILE AWAY, TYPE IN 0.5.

TYPE IN NUMBER

ALLOW DK

ASK ALL WHO ENTER ≥ 0.5 AT Q8. OTHERS GO TO Q10.

Q9 What was the main mode of transport you used to reach this place on your most recent visit to the outdoors?

DO NOT PROMPT. DO NOT READ OUT. CODE FROM LIST. SINGLE CODE IF NOT ON LIST CODE AS OTHER AND TYPE IN VERBATIM.

SINGLE CODE

1. Car/van
2. Train
3. Public bus/coach
4. Coach trip/private coach
5. Motorcycle/scooter
6. Bicycle/mountain bike
7. On foot/walking
8. On horseback
9. Boat (sail or motor)
10. Taxi
11. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF A MODE OF TRANSPORT NOT LISTED ABOVE IS GIVEN
12. Don't know **DO NOT READ OUT**

Q10 How long did your visit last altogether – that is from the time you left your home/workplace/overnight accommodation to when you returned?

TYPE IN HOURS AND MINS

Hrs

Mins

Don't know

Q11 Which of the following, if any, best describes who accompanied you when you went or did [INSERT ANSWER FROM Q4C OR Q4A IF Q4B NOT ASKED] on your most recent visit to the outdoors?

READ OUT LIST. CODE FROM LIST. MULTICODE OK. IF NOT ON LIST, CODE AS OTHER AND TYPE IN VERBATIM.

1. No one, I went on my own. **GO TO Q14**
2. I went with my family
3. I went with my friends
4. I went as part of an organised group
5. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN

ASK ALL WHO WENT WITH OTHERS AT Q11. OTHERS GO TO Q14.

Q12 And how many people, including yourself, were on this visit?

TYPE IN NUMBER

TYPE IN NUMBER

ASK ALL WHO WENT WITH OTHERS AT Q11. OTHERS GO TO Q14.

Q13 And how many, if any, of these people were aged under 16 years?

TYPE IN NUMBER OF CHILDREN

TYPE IN NUMBER

Don't know

Q14 Were you accompanied by a dog on your most recent visit to the outdoors?

Yes

No

Don't know

Q15 What reasons, if any, best describe why you made this visit to the outdoors to go [INSERT ANSWER FROM Q4C OR Q4A IF Q4B NOT ASKED]?

MULTICODE

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND TYPE IN VERBATIM

1. To spend time with family
2. To spend time with friends
3. To learn something about the outdoors
4. For fresh air or to enjoy pleasant weather
5. For health or exercise
6. For peace and quiet
7. To relax and unwind
8. To exercise your dog
9. To enjoy scenery and wildlife
10. To entertain children
11. To challenge myself
12. To achieve something
13. To enjoy/participate in my hobby
14. For pleasure/enjoyment
15. To get somewhere (e.g. walking to work/shops)
16. For other reasons SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
17. Don't know **[FIXED, EXCL] DO NOT READ OUT**

Q15a During this visit , did you personally spend any money on any of the following items?

PROBE Any others?

RANDOM ORDER

READ OUT, CODE ALL MENTIONED

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. Admission fees
10. Other items
11. Didn't spend any money **[EXCLUSIVE, GO TO Q17]**

ASK IF Q15A=1-10

Q15b How much did you spend on...

SHOW THOSE SELECTED AT Q15A.

TYPE IN AMOUNTS FOR EACH AMOUNTS TO BE RECORDED IN POUNDS AND PENCE

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. Admission fees
10. Other items

PART 5 GENERAL QUESTIONS

ASK ALL WHO HAVE MADE NO VISITS TO THE OUTDOORS IN THE LAST FOUR WEEKS (CODE 21, 'NONE OF THESE' AT Q2)

Q16. For what reasons, if any, have you not made any visits to the outdoors in the last four weeks?

MULTICODE

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND WRITE IN VERBATIM.

1. Always too busy / lack of time
2. No-one to look after matters at home while I am away
3. Too difficult with children
4. Too difficult with elderly
5. Too difficult with disabled
6. Bad / poor weather
7. Physical disability
8. Pregnant
9. Old age
10. Other health reason
11. Lack of information on where to go / Don't know where to go
12. Lack of suitable places to go
13. Prefer to go to other places
14. Prefer to do other leisure activities
15. Wouldn't enjoy it
16. Prevented or discouraged by land owners / managers
17. Nervous or uneasy about what might happen (eg Personal safety, getting lost)
18. Not enough money / can't afford it
19. No-one to go with
20. Don't feel like I fit in / belong / am welcome
21. Lack of suitable means of transport / getting there
22. Dislike travelling
23. Not convenient
24. Not interested
25. No particular reason
26. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
27. Don't know – **[EXCLUSIVE] DO NOT READ OUT**

ASK ALL WHO HAVE MADE NO VISITS TO THE OUTDOORS IN THE LAST 12 MONTHS (CODE 21, 'NONE OF THESE' AT Q1D)

Q16a. For what reasons, if any, have you not made any visits to the outdoors in the last 12 months?

MULTICODE

DO NOT READ OUT. CODE ALL MENTIONED. IF NOT ON LIST, CODE AS OTHER AND WRITE IN VERBATIM.

1. Always too busy / lack of time
2. No-one to look after matters at home while I am away
3. Too difficult with children
4. Too difficult with elderly
5. Too difficult with disabled
6. Bad / poor weather
7. Physical disability
8. Pregnant
9. Old age
10. Other health reason
11. Lack of information on where to go / Don't know where to go
12. Lack of suitable places to go
13. Prefer to go to other places
14. Prefer to do other leisure activities
15. Wouldn't enjoy it
16. Prevented or discouraged by land owners / managers
17. Nervous or uneasy about what might happen (e.g. Personal safety, getting lost)
18. Not enough money / can't afford it
19. No-one to go with
20. Don't feel like I fit in / belong / am welcome
21. Lack of suitable means of transport / getting there
22. Dislike travelling
23. Not convenient
24. Not interested
25. No particular reason
26. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
27. Don't know – **[EXCLUSIVE] DO NOT READ OUT**

ASK ALL

Q17. Would you like to visit the outdoors more often than you do at the moment?

SINGLE CODE

Yes

No

Don't know

ASK ALL

Q18. Which activities, if any, would you like to do, or do more often than you do at the moment in the outdoors?

MULTICODE

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

1. Walking
2. Road cycling
3. Off-road cycling or mountain biking
4. Horse riding
5. Fishing
6. Rock climbing or caving
7. Motorised watersports
8. Other watersports
9. Swimming outdoors
10. Snowsports
11. Field sports (shooting / hunting)
12. Air sports (hang gliding / ballooning)
13. Wildlife watching
14. Running
15. Sightseeing or visiting an attraction
16. Off-road driving or motorcycling
17. Picnicking (as a significant part of the activity)
18. Visiting children's playgrounds / taking children to play areas outdoors
19. Informal games (e.g. Frisbee or golf)
20. Other outdoor activities SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
21. None of these – **DO NOT READ OUT**
22. Don't know – **[EXCLUSIVE] DO NOT READ OUT**

ASK ALL

Q19 What, if anything, has stopped you from taking part in these activities or doing these activities more often during the last 12 months?

MULTICODE

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

1. Always too busy / lack of time
2. No-one to look after matters at home while I am away
3. Too difficult with children
4. Too difficult with elderly
5. Too difficult with disabled
6. Bad / poor weather
7. Physical disability
8. Pregnant
9. Old age
10. Other health reason
11. Lack of information on where to go / Don't know where to go
12. Lack of suitable places to go
13. Prefer to go to other places
14. Prefer to do other leisure activities
15. Wouldn't enjoy it
16. Prevented or discouraged by land owners / managers
17. Nervous or uneasy about what might happen (eg Personal safety, getting lost)
18. Not enough money / can't afford it
19. No-one to go with
20. Don't feel like I fit in / belong / am welcome
21. Lack of suitable means of transport / getting there
22. Dislike travelling
23. Not convenient
24. Not interested
25. No particular reason **[EXCLUSIVE]**
26. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
28. Don't know **[EXCLUSIVE] DO NOT READ OUT**

IF RESPONDENT MADE NO VISITS TO OUTDOORS IN LAST 12 MONTHS (Q1A = CODE 21, 'NONE OF THESE' AT Q1D) SKIP TO Q21

Q20 Next, thinking again about the outdoor leisure visits you have taken in the last 12 months, which of the following places, if any, have you visited at least once?

ROTATE ORDER. MULTICODE.

READ OUT LIST. CODE PLACES VISITED IN LAST 12 MONTHS

1. Woodland or forest
2. Farmland
3. Local park
4. Other local open space
5. Roadside pavement/track
6. Hills, mountains or moorland
7. River, lake or canal
8. Beach
9. Sea
10. Other coastline
11. Village
12. Other SPECIFY - PROBE FURTHER AND USE EXISTING CODES WHEREVER POSSIBLE – ONLY INPUT IF AN ANSWER WHICH FITS NONE OF THOSE LISTED ABOVE IS GIVEN
13. None of these **[EXCLUSIVE]**

ASK ALL

Q21 Thinking now about the future, which types of outdoor places, if any, would you like to visit or visit more often than you do at the moment?

DO NOT READ OUT BUT CODE ANSWERS APPROPRIATELY. IF NOT ON LIST, CODE OTHER AND TYPE IN VERBATIM.

1. Woodland or forest
2. Farmland
3. Local park
4. Other local open space
5. Roadside pavement/track
6. Hills, mountains or moorland
7. River, lake or canal
8. Beach
9. Sea
10. Other coastline
11. Village
12. Historic sites (e.g. castles)
13. Gardens
14. Other SPECIFY - PROBE FURTHER AND TRY TO USE EXISTING CODES WHEREVER POSSIBLE. IF REQUIRED READ OPTIONS TO SEE WHICH BEST FITS THE TYPE(S) OF PLACE THE RESPONDENT IS THINKING OF.
15. None of these **[EXCLUSIVE]**

READ OUT

I'd now like to talk to you briefly about nature and biodiversity.

Biodiversity is the term used to describe the variety of all life on earth, this includes all species of animals and plants.

ASK ALL

22a. Thinking about biodiversity, in your opinion, do you think there has been a change in the variety of species in Wales?

READ OUT, SINGLE CODE

1. Yes, there has been an increase
2. Yes, there has been a decrease
3. There has been no change
4. Don't know

ASK ALL

22b. And do you think there will be a change in the variety of species in the future in Wales?

READ OUT, SINGLE CODE

1. Yes, there will be an increase
2. Yes, there will be a decrease
3. There will be no change
4. Don't know

ASK ALL

23. And generally, how concerned are you about any changes, past or future, to the variety of species in Wales? Please use the scale of 1 to 5, where 5 is very concerned and 1 is not at all concerned.

SINGLE CODE

- 5 – Very concerned
4
3
2
1 – Not at all concerned

ASK ALL

24. Finally, can I ask which of the following activities you have done at least once in the last 12 months to help protect the environment and nature?

READ OUT, MULTICODE, ROTATE

1. Recycled
2. Bought eco-friendly products
3. Bought local food
4. Walked or cycled rather than use the car
5. Reduced your home energy use (energy saving light bulbs, switching off appliances etc)
6. Gardened for wildlife (including bird feeding)
7. Been a member of an environmental, wildlife, or conservation group (includes paid membership of national organisations such as RSPB etc)
8. Actively volunteered with a project or organisation to help protect the environment or wildlife
9. Signed a conservation petition or participated in a conservation campaign (online or other)
10. None of these **[EXC, DO NOT READ OUT]**

PART 6 DEMOGRAPHICS

I'd like to finish by asking you a few questions about you and your household.

D1. Gender

DO NOT READ OUT. CODE GENDER.

Male

Female

D2. How old are you?

TYPE IN

ENTER YEARS OF AGE

Refused

[ASK D3 IF D2 = REFUSED]

D3. Then can you tell me which age band you fall into?

READ OUT LIST. SINGLE CODE.

SINGLE CODE.

16 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 to 84

85+

Refused

D4. Which ethnic group do you consider yourself to belong to?

DO NOT READ OUT. SINGLE CODE

SINGLE CODE.

White

Mixed

Asian, Asian Welsh or Asian British

Black, Black Welsh or Black British

Chinese or other ethnic group

Refused

IF 1 (WHITE) ASK:

And which of these ethnic groups do you consider you belong to?

IF RESPONDENTS SAYS 'ENGLAND OR ENGLISH', 'SCOTLAND OR SCOTTISH' OR ANY PART OF THESE COUNTRIES E.G. CORNWALL, BRISTOL ETC, CODE AS 'OTHER BRITISH'.

IF RESPONDENT WAYS 'WALES OR WELSH, CODE AS WHITE – WELSH.

READ OUT

Welsh

Other British

Irish

Any other white background – **SPECIFY**

D5. What is the highest qualification you have obtained up to now?

DO NOT READ OUT. USE EXAMPLES TO CODE INTO APPROPRIATE CATEGORY. PROBE FOR AS MUCH DETAIL SINGLE CODE.

Not yet finished school – no qualifications

Never went to school

Higher Education & professional/vocational equivalents

Degree or Degree equivalent, and above

Higher degree and postgraduate qualifications

First degree (including B.Ed.)

Postgraduate Diplomas and Certificates (including PGCE)

Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor

NVQ or SVQ level 4 or 5

Other Higher Education below degree level

Diplomas in higher education & other higher education qualifications

HNC, HND, Higher level BTEC

Teaching qualifications for schools or further education (below Degree level standard)

Nursing, or other medical qualifications not covered above (below Degree level standard)

RSA higher diploma

A levels, vocational level 3 & equivalents

A level or equivalent

AS level

SCE Higher, Scottish Certificate Sixth Year Studies or equivalent

NVQ or SVQ level 3

GNVQ Advanced or GSVQ level 3

OND, ONC, BTEC National, SCOTVEC National Certificate

City & Guilds advanced craft, Part III (& other names)

RSA advanced diploma

Trade Apprenticeships

GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents

NVQ or SVQ level 2, GNVQ intermediate or GSVQ level 2

RSA Diploma, City & Guilds Craft or Part II (& other names)

BTEC, SCOTVEC first or general diploma

Et level or GCSE grade A-C, SCE Standard or Ordinary grades 1-3

GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below

NVQ or SVQ level 1, GNVQ Foundation level, GSVQ level 1

GCSE or O level below grade C, SCE Standard or Ordinary below grade 3

CSE below grade 1, BTEC, SCOTVEC first or general certificate

SCOTVEC modules, RSA Stage I, II, or III, City and Guilds part 1 Junior certificate

Other qualifications – **SPECIFY**

Other vocational or professional or foreign qualifications

No qualifications

D6. Is there a car or van normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or members of household

Yes

No

ASK IF D6 = 1

D7. Is there a bicycle normally available for use by you?

SINGLE CODE

Yes

No

D8. Do you, or another member of your household currently own or care for a dog?

SINGLE CODE

Yes

No

D9. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

Yes

No

ASK D10 IF D9 = YES

D10. Does this illness or disability limit your activities in any way?

Yes

No

ASK ALL

D11. Do you care for, or help to care for, a relative or friend who has a long term limiting illness or disability, including problems due to old age?

SINGLE CODE

Yes

No

D12. Do you have any children under the age of 16, for whose care and/or support you are responsible?

SINGLE CODE

Yes

No

D13. What is your current working status?

SINGLE CODE MAIN STATUS

DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education
9. Student – in part-time education
10. Other
11. Refused

ASK ALL

D16a. Which of these best describes the type of job of the Chief Income Earner in your household, or if that person is retired, the position they most recently held?

SINGLE CODE

READ OUT

- 1: Senior managerial/administrative/professional
- 2: Intermediate managerial/administrative/professional
- 3: Supervisor/clerical/junior managerial/administrative/professional
- 4: Skilled manual worker
- 5: Semi-skilled or unskilled manual worker
- 6: Student
- 7: Retired
- 8: Homemaker or unpaid carer
- 9: Other non working
- 10: Don't know/prefer not to say

INTERVIEWER NOTE – CHECK AGAINST JOBS BELOW, PROMPT IF NEEDS BE

1. Senior managerial/administrative/professional

(e.g. established doctor, solicitor, board director in Large organisation (200+ employees), top level civil servant/public service employee, headmaster/mistress)

2. Intermediate managerial/administrative/professional

(e.g. Doctors/solicitors under 3 years qualified, teacher, Board director of small organisation (200> employees), middle manager in large organisation (200+ employees), principal officer in civil service/local government).

3. Supervisor/clerical/junior managerial/administrative/professional

(e.g. office worker, trainee doctor/solicitor/teacher, foreman with 25+ employees, sales person)

4. Skilled manual worker

(e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, teaching assistant).

5. Semi-skilled or unskilled manual worker

(e.g. manual jobs that don't require special training/qualifications, apprentices to be skilled traders, caretaker, cleaner, nursery school assistant, park keeper, non-HGV driver, shop assistant).

ASK ALL

D17. We want to know if income affects people's ability to participate in various leisure activities. Is your total household income, that is income from all sources, before tax and other deductions above or below £26,000?

IF RESPONDENT SAYS HIGHER, ASK WHETHER INCOME IS ABOVE OR BELOW £42,000 THEN READ OUT REMAINING POSSIBLE INCOME BANDS.

IF RESPONDENT SAYS LOWER, THEN ASKED WHETHER INCOME IS ABOVE OR BELOW £15,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS.

SINGLE CODE

1. Up to £5,199
2. £5,200 to £10,399
3. £10,400 to £15,599

4. £15,600 to £20,799
5. £20,800 to £25,999

6. £26,000 to £31,199
7. £31,200 to £36,399
8. £36,400 to £41,999

9. £42,000 to £45,999
10. £46,000 to £49,999
11. £50,000 to £79,999
12. £80,000 to £99,999
13. £100,000 or more
14. Refused
15. Don't know

S2 Can I take your full postcode? We will only use this information to look at the geographical spread of results.

Yes

No **THANK AND CLOSE**

Appendix 2 – Weighting targets

Region	Unweighted count	%	Weighting target	
North Wales	1,549	25.84%	564,584	2
South East Wales	2,560	42.70%	1,203,874	4
Central & South West Wales	1,886	31.46%	738,702	2
Total	5,995	100.00%	2,507,160	1

Quarter	Unweighted count	%	Weighting target	
Q1	993	16.56%	626,790	2
Q2	2,232	37.23%	626,790	2
Q3	1,431	23.87%	626,790	2
Q4	1,339	22.34%	626,790	2
Total	5,995	100.00%	2,507,160	1

Age x gender	Unweighted count	%	Weighting target	
Male				
16 to 24	125	2.09%	190,865	
25 to 34	129	2.15%	181,315	
35 to 44	309	5.15%	194,829	
45 to 54	473	7.89%	207,489	
55 to 64	585	9.76%	192,721	
65 to 74	620	10.34%	145,620	
75 to 84	298	4.97%	81,882	
85+	83	1.38%	23,820	
Male total	2,622	43.74%	1,218,541	4

Female				
16 to 24	129	2.15%	183,011	
25 to 34	198	3.30%	179,107	
35 to 44	367	6.12%	201,371	
45 to 54	567	9.46%	214,821	
55 to 64	749	12.49%	199,087	
65 to 74	791	13.19%	154,930	
75 to 84	468	7.81%	105,552	
85+	104	1.73%	50,740	
Female total	3373	56.26%	1,288,619	5
Total	5,995	100.00%	2,507,160	1

Working status	Unweighted count	%	Weighting target	
Working	2,760	46.04%	1,306,399	5
Not working	3,235	53.96%	1,200,761	4
Total	5,995	100.00%	2,507,160	1

Social grade*	Unweighted count	%	Weighting target	
AB	2,542	44.53%	450,827	1
C1	1,231	21.57%	731,253	2
C2	1,116	19.55%	615,148	2
DE	819	14.35%	709,932	2
Total	5,708	100.00%	2,507,160	1

*Note: unweighted bases equal less than total sample as not everyone could be classified