

Addendum November 2008
Impact of questionnaire changes from September 2005 on the Annual Summary Report 2005 and change to weighting procedure from 2007

Impact of questionnaire changes on the Annual Summary Report 2005

In September 2005, changes were made to questions regarding frequency of visits taken 12 months and 4 weeks prior to interview. Following this change, there was an increase in the percentage of respondents indicating that they had taken visits.

TNS undertook a calibration exercise during June and July 2006 and the typically lower participation months of January and February 2007. During each of these four months, half the sample was interviewed using the original questionnaire design, while the other half was interviewed using the new design. During the calibration exercise, most results were higher with the questions used since September 2005, suggesting the new questionnaire was likely to record higher levels of participation.

When the 2005 annual report was published the calibration exercise was on-going and interim outputs from the exercise were used to provide adjusted estimates of the volume and value of outdoor recreation visits taken in 2004 and 2005. **However, after the completion of the calibration exercise, it was determined that results collected prior to the questionnaire change in September 2005 should not be adjusted.** A report of the findings of the calibration exercise has been produced and is available under separate cover¹. The table below details the adjusted results which were contained in the 2005 report and the unadjusted results.

	Adjusted results included in 2005 report	Unadjusted results
Percentage of population taking at least one visit to the outdoors for leisure and recreation purposes during the previous 12 months.	75%	72%
Percentage of population taking at least one visit to the outdoors for leisure and recreation purposes during the previous 4 weeks.	58%	53%
Estimated total volume of outdoor recreation visits taken during 2005	291 million	264 million
Estimated expenditure during outdoor recreation visits taken during 2005	£4.8 billion	£3.7 billion*

* Amended figure, due to changes in weighting procedure detailed on next page.

N.B. The result for the mean number of visits taken in the last 4 weeks in the 2005 report (9.3 visits) was not adjusted as a result of the interim findings of the calibration exercise.

¹ TNS (2008). Scottish Recreation Survey - Calibration Exercise 2006 - 2007. *Scottish Natural Heritage Commissioned Report No 296 (ROAME No. R06AA620).*

Change to the weighting procedure from 2007

The approach taken to weighting of responses to questions regarding the respondent's most recent outdoor recreation visit was changed during preparation of the 2007 annual report. Figures in the previous annual reports have not been amended, however, the data has been amended for the 2004, 2005 and 2006 data viewers, which are available to download from http://www.snh.org.uk/publications/on-line/comm-reports/srs_10.asp. These contain graphs and figures for the year and are considered more representative of all the visits for the reasons given below.

All respondents who have taken any outdoor recreation visits in the 4 weeks prior to interview are asked to provide the details of a single visit – the one they have taken most recently. This approach collects the details of a sample of visits which is representative of the most recently taken visit rather than all of the visits taken by respondents during the recall period. Within this sample of visits the types of visits taken by frequent participants are under-represented while those taken by infrequent participants are over-represented.

To make the results of questions regarding most recent visits more representative of all of the visits taken during the survey period, responses have been upweighted by a factor equal to the number of visits taken by the respondent in the 4 weeks prior to interview for the data viewers and the annual reports from 2007 onwards. For example the responses provided by a respondent who has taken 2 visits in the 4 week period are upweighted by a factor of 2 while the responses of a respondent who has taken 28 visits are upweighted by a factor of 28.

This change has had the greatest impact upon results relating to duration of visit, distance travelled, transport used and expenditure during visits. Further details of the weighting procedures used are provided in the 2007 technical report, available to download from the Commissioned report area of the SNH website at http://www.snh.org.uk/publications/on-line/comm-reports/srs_10.asp.