Flash Eurobarometer

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Attitudes of Europeans towards the issue of biodiversity

Analytical report
Wave 2

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This survey was requested by the Directorate General Environment, and coordinated by Directorate General Communication.

Flash Eurobarometer 290 – *The Gallup Organisation*

Flash EB Series #290

Attitudes of Europeans towards the issue of biodiversity
Wave 2

Conducted by
The Gallup Organisation, Hungary
upon the request of Directorate General Environment

Survey co-ordinated by
Directorate General Communication

THE GALLUP ORGANISATION

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Introduction

The European Union (EU) is committed to the protection of "biological diversity", i.e. the variability among living organisms from all sources including, inter alia, terrestrial, marine, and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems[1]. The EU has been legislating on biodiversity since the 1970s and is committed to implementing the *Convention on Biological Diversity*. The 2006 Biodiversity Communication on *Halting the loss of biodiversity by 2010 – and beyond: Sustaining ecosystem services for human wellbeing* contained an Action Plan which aimed to pull together actors and resources at EU and national levels to implement the necessary actions.

In April 2009, in Athens, the European Commission announced that substantial progress had been made, most notably in the development of the *Natura 2000* network of protected areas; at that time, they covered 17% of EU territory. The Athens conference set out key priorities for the future: these included the development of a more forceful vision as to why biodiversity matters, the need to protect entire ecosystems and the identification of new funding mechanisms. On January 19, 2010, the Commission marked the opening of the International Year of Biodiversity with a paper setting out post-2010 options for biodiversity policy.

With this in mind, this Flash Eurobarometer survey on "*Attitudes towards biodiversity" (N° 290)*, requested by DG Environment, asked EU citizens to clarify how familiar they were with the term *biodiversity* and with the concept of *biodiversity loss*. The survey also dealt with the following aspects relating to biodiversity loss:

- the level to which EU citizens feel informed about biodiversity issues
- opinions about the major causes of biodiversity loss
- perceived seriousness of biodiversity loss at domestic, European and global levels
- expected impact of biodiversity loss
- opinions on why it is important to stop biodiversity loss
- views about measures the EU should take to protect biodiversity
- personal efforts being taken to preserve biodiversity
- awareness of the *Natura 2000* network
- perceptions about the most important roles of nature protection areas.

This Flash Eurobarometer survey on "*Attitudes towards biodiversity"* is part of a trend survey. The results of previous wave were published in 2007 – Flash Eurobarometer *N°219*[2]. The current report presents comparative data between the two waves.

The survey's fieldwork was carried out between 8 and 12 February 2010. Over 27,000 randomly selected citizens, aged 15 years and above, were interviewed in the EU's 27 Member States. Interviews were predominantly carried out via fixed telephone, approximately 1,000 in each of the Member States.

To correct sampling disparities, a post-stratification weighting of the results was implemented, based on important socio-demographic variables. More details on survey methodology are included in the Annex of this report.

Note that due to rounding, the percentages shown in the charts and tables do not always add up exactly to the totals mentioned in the text.

[1] Source: Article 2 of the Convention on Biological Diversity

[2] http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf

Main findings

Familiarity with the terms "biodiversity" and "biodiversity loss"

- Two-thirds of EU citizens were familiar with the term *biodiversity:* 38% knew the meaning of the term (a three percentage point increase compared to 2007) and 28% stated they had heard of "biodiversity" but did not know its meaning.

- As in 2007, *biodiversity* awareness levels were the highest in Germany and Austria (87-88%); furthermore, almost three-quarters of Germans and Austrians had not only heard about the term, but also knew its meaning (73%-74%).

- A comparison between the 2007 and 2010 results showed that, in 12 of the 27 EU Member States, the proportion of respondents who had never heard about the term *biodiversity* has decreased by at least five percentage points.

- When the term *biodiversity* was explained, a majority of EU citizens were able to define the meaning of *biodiversity loss* in their own words, and a large number of them were even able to mention several aspects of biodiversity loss.

- Respondents understood *biodiversity loss* to be primarily a species-focused concept. In this survey (and in 2007), the largest group of respondents in the EU (and in most Member States) gave such an answer: e.g. 43% said that biodiversity loss meant that certain animals and plants were disappearing or would disappear (vs. 41% in 2007) and 19% said it meant that certain animals and plants were endangered or would become endangered (vs. 20% in 2007).

- A minority of EU citizens felt informed about *biodiversity loss*: 32% of respondents felt *well informed* and 5% said they felt *very well informed*. These results were similar to those of 2007.

- Respondents in Germany and Austria were not only the most knowledgeable about biodiversity, they were also the most likely to feel well informed about biodiversity loss: 59% of Germans and 46% of Austrians felt *well informed* about the topic (8% and 6%, respectively, felt *very well informed*).

- Some EU Member States have seen a decrease in the proportion of interviewees who felt well informed about biodiversity loss. Estonia has seen the largest: from 46% in 2007 to 32% in 2010 (-14 percentage points).

Biodiversity threats

- When asked about the most important threats to biodiversity, more than a quarter of EU citizens (27%) mentioned air and water pollution. A similar proportion (26%) mentioned man-made disasters, such as oil spills or industrial accidents.

- Roughly a fifth (19%) of respondents selected intensive farming, deforestation and over-fishing, 13% chose climate change and 9% mentioned the creation of more roads, houses or industrial sites and changes in land use as most important threat to biodiversity.

- The proportion of respondents who selected water and air pollution as the main threats to biodiversity ranged from 15% in Belgium to 39% in Poland and Romania. Similarly, the proportion who mentioned man-made disasters (such as oil spills or industrial accidents) was just 13%-14% in Finland, Ireland and the UK, but reached 51% in Cyprus.

- The combination of intensive farming, deforestation and over-fishing was selected as the most important threat to biodiversity by more than a quarter of respondents in the Netherlands (31%), the UK (29%) and Germany (26%).

Biodiversity loss – seriousness of the problem

- More than 8 in 10 EU citizens (84%-93%) felt that biodiversity loss was a *very* or *fairly* serious problem at national, European and global levels.

- Comparing the results of 2007 and 2010, it was noted that respondents in the current survey were somewhat less likely to think that biodiversity loss was a serious problem in their country. The overall proportion of respondents who thought that biodiversity loss was a serious *global* problem, however, was unchanged in the two surveys.

- Individual results in Member States showed large variations in citizens' perceptions regarding the seriousness of biodiversity loss in their own country. The proportion of respondents who said that biodiversity loss was a *very* serious *domestic* problem ranged from 9% in Finland to 72% in Portugal (together with 57%-60% in Italy, Greece and Romania).

- Similarly, a majority of respondents in Portugal (75%), Italy (62%), Cyprus, (55%), Greece and Romania (both 52%) reported that biodiversity loss was a *very* serious problem *in Europe*.

- The proportions of respondents who considered biodiversity loss to be a *very* serious *global* problem ranged from 46% in Estonia to 82% in Portugal. Across almost all countries, not more than 1 in 20 respondents doubted whether biodiversity loss was a serious global problem.

- In terms of being affected by biodiversity loss, most EU citizens saw no immediate personal impact. A sixth of respondents (17%) said they had already been affected by biodiversity loss, compared to almost three-quarters (72%) who thought that it would only have an impact in the future.

- Portuguese respondents stood out from the pack with a slim majority (54%) who said they were already being personally affected by the extinction of flora and fauna and roughly a fifth (22%) who foresaw themselves being affected by biodiversity loss in the near future.

- A comparison of the 2007 and 2010 results showed not much change in most countries in the proportion of respondents who doubted if biodiversity loss would have any effect at all.

Recognising the importance of protecting biodiversity

- Respondents saw the conservation of biodiversity, first and foremost, as a moral obligation: 70% of them *very much* agreed with this concept and 26% *rather* agreed. Secondly, almost 6 in 10 (58%) interviewees *very much* agreed, and 34% *rather* agreed, that it was important to halt biodiversity loss because citizens' well-being and quality of life depended on this.

- Slightly lower proportions of respondents agreed that the conservation of biodiversity was important because it was indispensable for the production of goods, such as food, fuel and medicines (86%, in total, agreed), because biodiversity was essential to tackle climate change (82%) or because biodiversity loss would have economic consequences for Europe (76%).

- Respondents in Cyprus, Greece, Italy and Malta seemed to be the most convinced that the protection of biodiversity was important; they were among the most likely to *very much* agree with each of the above-mentioned statements why the issue was important.

- When asked which measure the EU should prioritise in order to protect biodiversity, the largest proportion of EU citizens (30%) selected introducing stricter regulation for economic sectors that had an impact on nature. Somewhat more than a fifth (22%) of respondents indicated that the EU should focus on providing citizens with better information about the importance of biodiversity.

- Hungarians somewhat stood out from the pack with almost half of respondents (48%) who said that the EU should – as a priority – introduce stricter regulation for economic sectors that had an impact on nature.

- The proportion of respondents who answered that the EU should make it a priority to provide better information to citizens about the importance of biodiversity ranged from roughly one in eight in Bulgaria and Latvia (both 12%) to three times as many respondents in Cyprus (36%).

- A majority (70%) of EU citizens said they personally made some efforts to protect biodiversity; roughly half of these respondents (i.e. replying "yes") said they would be willing to do even more in order to counteract biodiversity loss (this group represented 33% of all respondents).

- More than a quarter (28%) of respondents answered that they were not making any attempts to protect biodiversity. However, most of these respondents said this was because they did not know what to do to stop biodiversity loss (70% of those replying "no" or 21% of all respondents).

- As in 2007, the country specific results indicated that respondents in Portugal and Slovenia were the most committed to the conservation of biodiversity; in these countries, 87% of respondents said they were making efforts in this regard. In 2010, these countries were joined by Belgium (87%).

Natura 2000 and key roles of nature protection areas

- The current survey results showed that EU citizens have remained relatively unfamiliar with *Natura 2000* – an EU-wide network of nature protection areas. Almost 8 in 10 respondents said they had never heard of the network (78%; compared to 80% in 2007).

- Awareness levels of the *Natura 2000* network differed markedly between Member States. The proportion of respondents who said they had never heard of the term *Natura 2000* ranged from 19% in Finland to 96%-97% in Ireland and the UK.

- In terms of awareness of the *Natura 2000* network, there was virtually no difference in the EU-wide results for 2007 and 2010. In nine countries, however, the proportion of respondents who had heard about *Natura 2000* has increased by more than five percentage points; this increase was the largest in Greece (from 39% in 2007 to 53% in 2010; +14 percentage points) and Malta (from 16% in 2007 to 29% in 2010; +13 points).

- When asked about the key roles of nature protection areas, such as *Natura 2000* sites, a slim majority (53%) of EU citizens selected the protection of endangered animals and plants as one of the two most important roles of such sites.

- The proportion of respondents who said that protecting endangered animals and plants was one of the two most important roles of nature protection areas ranged from 39% in Malta to 67% in Luxembourg.

- Roughly half (48%) of EU citizens thought that economic development resulting in damage or destruction of nature protection areas should be prohibited because of the importance of such nature areas.

- Forty-one percent of EU citizens took a more moderate stance by agreeing that economic development resulting in damage or destruction of nature protection areas would be acceptable for developments of major public interest, if that damage to nature was fully compensated for in some way.

- The proportion of respondents who said that that economic development resulting in damage or destruction of nature protection areas should be prohibited because of the importance of such nature areas ranged from 30% in the Netherlands to 67% in Sweden.

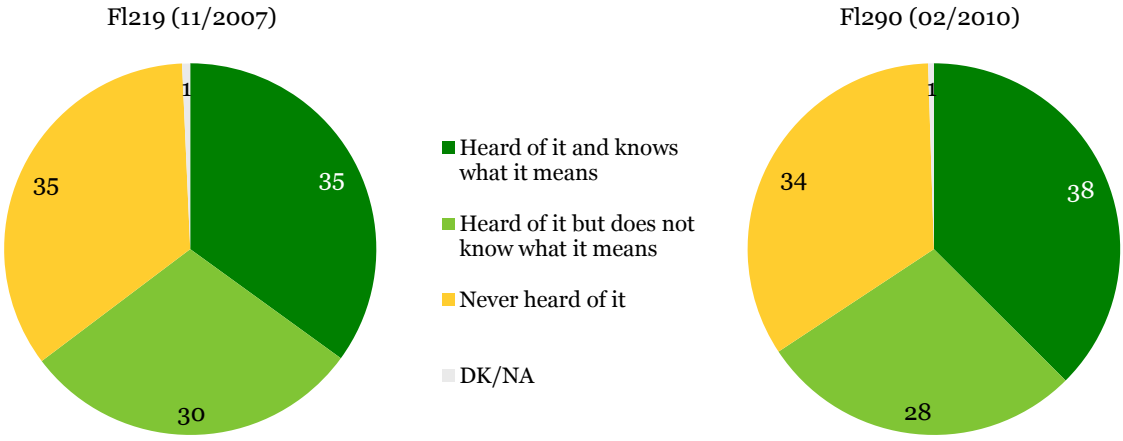
- Conversely, the proportion of respondents who agreed that such developments would be acceptable when a major public interest was served, if the damage to nature was fully compensated for, ranged from 21% in Slovenia to 60% in the Netherlands.

1. What is "biodiversity loss"?

1.1 Familiarity with the term "biodiversity"

Two-thirds of EU citizens were familiar with the term "biodiversity": more precisely, 38% of interviewees said they knew the meaning of the term (a three percentage point increase compared to 2007) and 28% stated they had heard of the term but did not know its meaning. Approximately one-third (34%) of respondents claimed they had never heard of the term *biodiversity*.

Familiarity with the term "biodiversity", 2007-2010



Q1 (2010). Have you ever heard the term "biodiversity"?
Q1 (2007). Are you aware of the term "biodiversity"?
Base: all respondents, % EU27

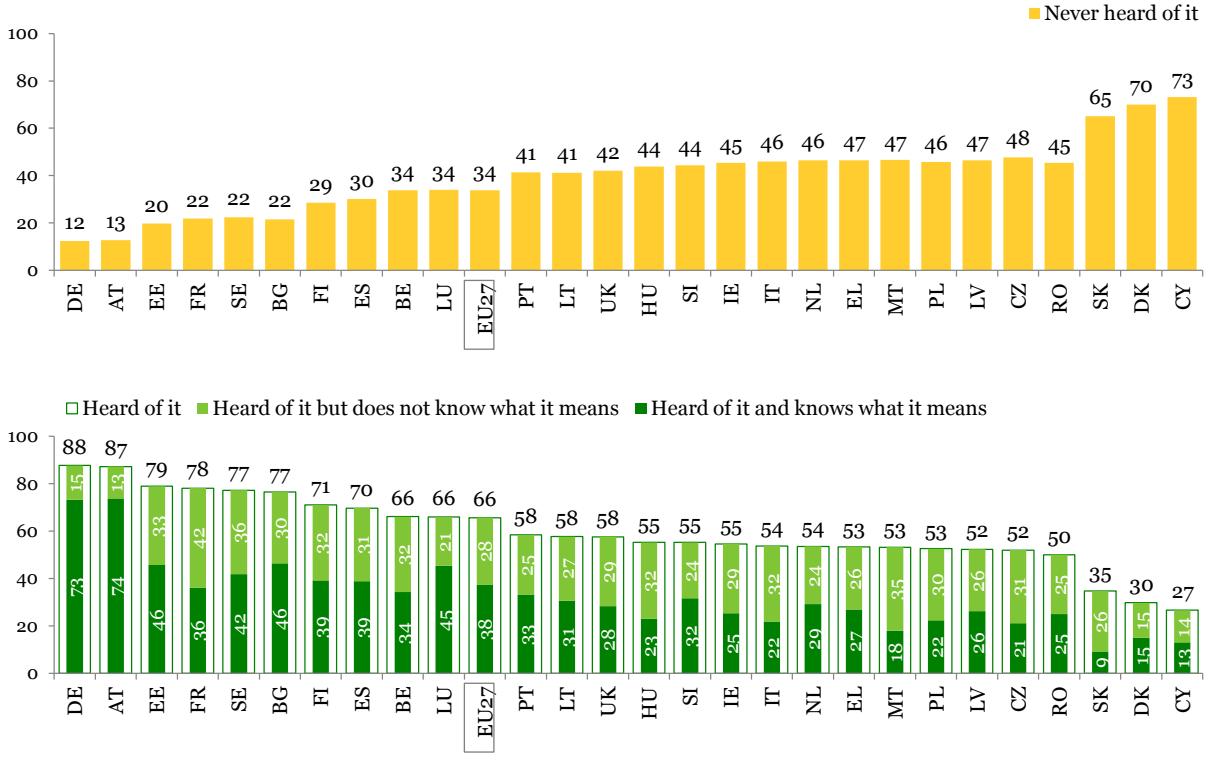
Country variations

As in 2007, *biodiversity* awareness levels were the highest in Germany and Austria (88% and 87%, respectively); furthermore, almost three-quarters of Germans and Austrians had not only heard about the term, but also said that they knew its meaning (73%-74%).

An overall high level of familiarity with the term *biodiversity* was also observed in Estonia (79%), France (78%), Sweden and Bulgaria (both 77%); however, the proportion of interviewees who also knew the meaning of the term was considerably lower than in Germany or Austria: 36% in France, 42% in Sweden and 46% in Estonia and Bulgaria.

The term *biodiversity* remains relatively unknown to Cypriot, Danish and Slovak respondents – in both waves of the survey, two-thirds or more Cypriots, Danes and Slovaks had never heard of the term (the proportions for the current survey were, respectively, 73%, 70% and 65%). In 2010, just 9% of Slovaks, 13% of Cypriots and 15% of Danes knew the meaning of the term *biodiversity*. Note that Maltese respondents were almost twice as likely as Cypriots to have heard of the term (53% vs. 27%), while the proportions of respondents who reported knowing what *biodiversity* actually meant were closer together: 18% in Malta and 13% in Cyprus.

Familiarity with the term "biodiversity"



Q1. Have you ever heard the term "biodiversity"?
Base: all respondents, % by country

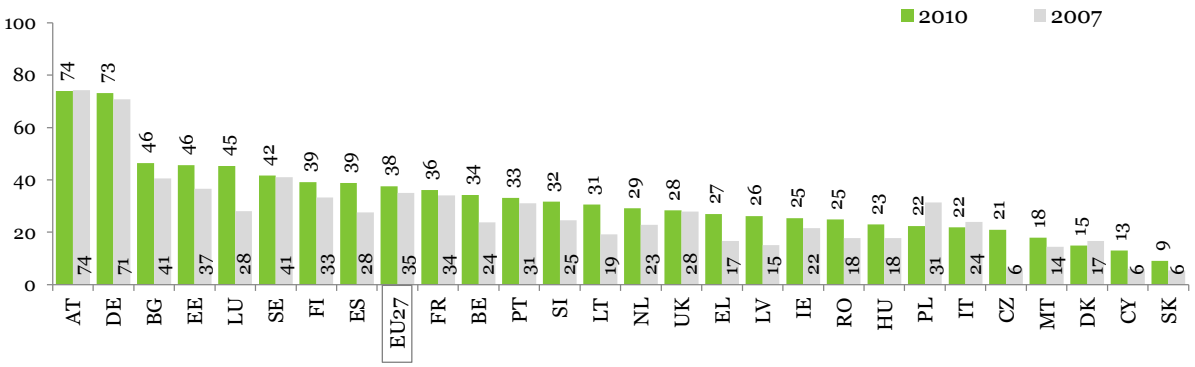
Familiarity with the term "biodiversity" – a comparison between 2007 and 2010

A comparison between the 2007 and 2010 results showed that, in 12 of the 27 EU Member States, the proportion of respondents who had never heard about the term *biodiversity* has decreased by at least five percentage points. Furthermore, in most of these countries, the corresponding increase in awareness of the term was primarily among those who said that they also knew its meaning.

Luxembourg, the Czech Republic, Lithuania, Spain and Latvia have seen the largest increases in the proportion of respondents who knew the meaning of the term *biodiversity* (between +11 and +17 percentage points). For example, in 2007, just 6% of respondents in the Czech Republic said they knew what *biodiversity* meant; in 2010, however, this proportion has increased to 21% (+15 percentage points). Similarly, the proportion of Luxembourgish respondents who said they were aware of the meaning of the term *biodiversity* has increased from 28% in 2007 to 45% in 2010 (+17 percentage points).

An opposite trend was seen in just one country: in 2007, about 3 in 10 Polish interviewees said they knew the meaning of the term *biodiversity*; in 2010, however, this proportion was nine percentage points lower (a decrease from 31% to 22%).

Familiarity with the term "biodiversity", 2007-2010



Q1 (2010). Have you ever heard the term "biodiversity"?
Q1 (2007). Are you aware of the term "biodiversity"?
Base: all respondents, % of "Heard of it and knows what it means", by country

Socio-demographic considerations

The results of awareness within the different socio-demographic groups showed that the proportions of respondents who had heard of the term *biodiversity* but who did not really know its meaning were very similar across those groups. The most important differences were observed when comparing the proportions who knew the meaning of the term *biodiversity* and those who had never heard of it.

Respondents with the lowest level of education, manual workers and non-working respondents were the most likely to claim that they had never heard of the term *biodiversity* (52%, 43% and 39%, respectively – compared to 19% of the most-educated respondents and 25%-28% of employees and self-employed respondents). Additionally, both the youngest and oldest respondents were more likely than their counterparts not to have heard about the term (35%-36% vs. 31% of 40-54 year-olds and 34% of 25-39 year-olds), and a similar observation could be made when comparing women and men: 37% of women, compared to 30% of men, had never heard of the term *biodiversity.*

Respondents who were most familiar with the term *biodiversity* – i.e. they reported knowing what it meant – were more likely to be male (42% vs. 34% of women), between 40 and 54 years of age (40% vs. 35% of 15-24 year-olds), with a high level of education (53% vs. 23% of the least-educated respondents), living in metropolitan or rural areas (40%-41% vs. 34% of those living in other urban areas), self-employed or working as employees (44%-45% vs. 26% of manual workers and 34% of non-working respondents).

For more details, see annex table 1b.

1.2 Meaning of the term "biodiversity loss"

Before continuing the interview, respondents were presented with a short definition of the term *biodiversity*. The aim was to enable them to give more informed answers to the remaining questions about biodiversity loss.

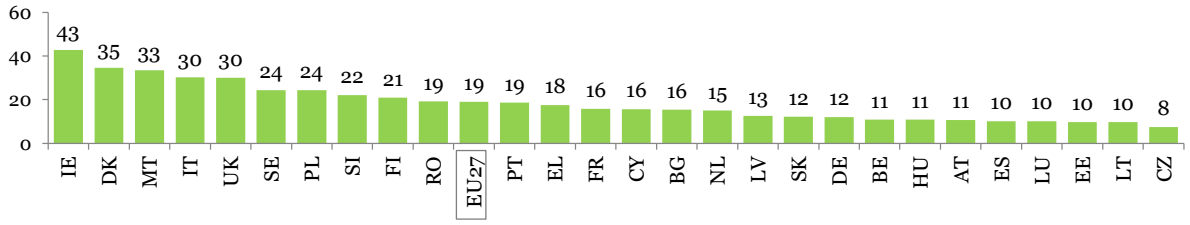
> *Biological diversity – or biodiversity – is the term given to the variety of life on Earth (such as plants, animals, oceans) which forms the web of life of which we are an integral part.*

Following this definition, respondents were asked to describe what the concept of *biodiversity loss* meant to them, and their responses were categorised by topic, such as "loss of natural habitats" or "climate change". An "other" category was used for those responses falling outside of any of the coded categories.

When the term *biodiversity* was explained, a majority of EU citizens were able to define the meaning of *biodiversity loss* in their own words, and a large number of them were even able to mention several aspects of this multidimensional term. On average, only about one-fifth (19%) of respondents could not explain the meaning of biodiversity loss.

Czech respondents were the most capable of defining what biodiversity loss meant: only 8% of Czechs were unable to give an answer. In Lithuania, Estonia, Luxembourg and Spain, 10% of respondents could not define biodiversity loss. Respondents in Ireland, on the other hand, most often gave a "don't know" answer (43%; a figure similar to the one observed in 2007), followed by respondents in Denmark and Malta (35% and 33%, respectively).

Meaning of "biodiversity loss"
"Don't know" answers



Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
Base: all respondents, % by country

How EU citizens define biodiversity loss

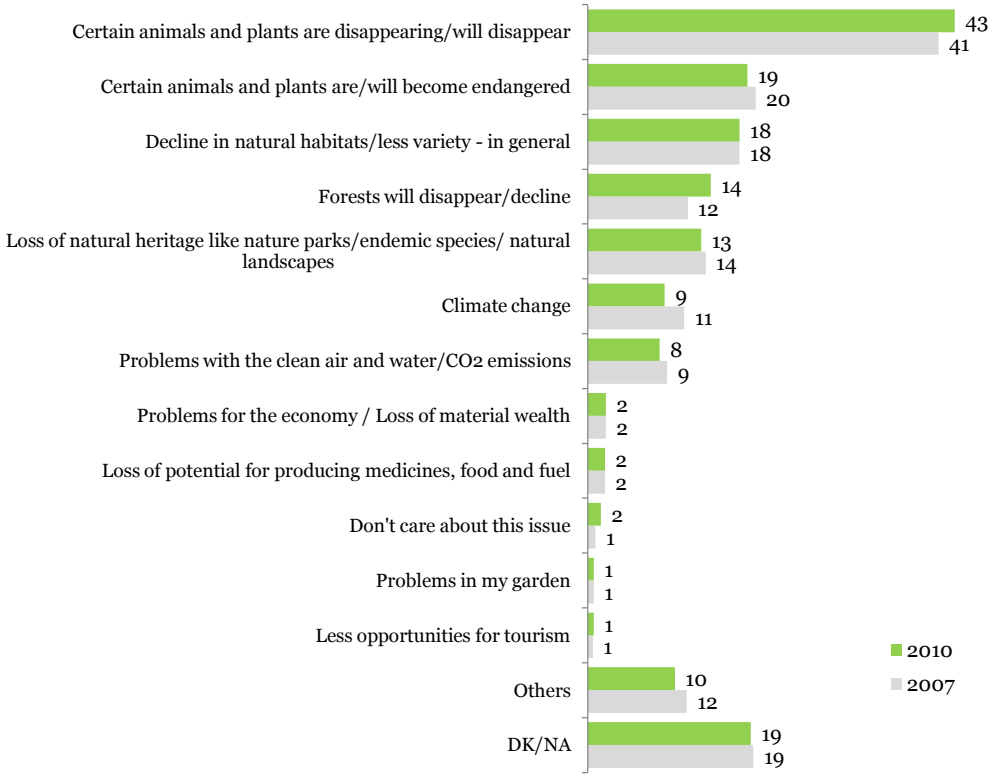
As mentioned, *biodiversity* and *biodiversity loss* are both multidimensional concepts. Nevertheless, the general public understood the latter to be primarily a species-focused concept. In this survey (and in the one of 2007), the largest group of respondents gave an answer that was coded as relating to the loss of species: 43% said that biodiversity loss meant that certain animals and plants were disappearing or would disappear and 19% said it meant that certain animals and plants were endangered or would become endangered.

Another group of respondents mentioned changes in natural habitats. More precisely, 18% mentioned the decline of such habitats in general, 14% stated that forests would disappear or that the total area of forests would decline, and 13% said something relating to the loss of natural heritage, such as natural parks and landscapes. These results were, once again, similar to those seen in the previous wave of the survey.

A smaller number of respondents mentioned causes of biodiversity loss, such as climate change (9%) and problems with clean air and water or CO_2 emissions (8%). Finally, a minority named the consequences of biodiversity loss: 2% thought about economic problems and loss of material wealth, 2% mentioned a decreasing potential in the production of medicines, food and fuel, and 1% mentioned a negative impact on tourism. One percent of respondents thought of problems related to their own garden.

A tenth of respondents gave a response that fell outside any of the coded categories. Some of these respondents, for example, thought that biodiversity loss would mean a decrease in the quality of life or argued that "diversity loss" could have extreme and unforeseen consequences for planet Earth.

Meaning of "biodiversity loss", 2007-2010



Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
Base: all respondents, % EU27

Country variations

In most Member States, the largest group of respondents said that biodiversity loss meant **the loss of species**; the smallest group of interviewees mentioned something relating to the consequences of biodiversity loss, such as economic problems and the loss of material wealth or a decreasing potential for producing medicines, food and fuel. Similar conclusions were drawn in the 2007 survey.

The proportion of respondents who said that biodiversity loss meant that certain animals and plants were disappearing, or would disappear, ranged from 23% in Ireland to 65% in Austria. Similarly, the proportion saying that it meant that certain animals and plants were endangered, or would become endangered, ranged from 10% Greece to 47% in Belgium.

As in 2007, respondents in the Czech Republic were more liable to refer to **the decline in natural habitats** (31% of respondents said this specifically, 23% mentioned that forests would disappear and 15% referred to the loss of traditional nature parks and landscapes) than to a loss of species (only 34% and 18%, respectively, mentioned that certain animals were disappearing or were endangered) when defining biodiversity loss. A similar response pattern was also seen in Romania (29% "a decline in natural habitats", 24% " forests would disappear" and 12% "loss of natural heritage" – compared to 24% and 19%, respectively, who said that certain animals were disappearing or were endangered).

A closer look at the response categories related to **causes of biodiversity loss** showed that "climate change" was most frequently mentioned in Hungary and Lithuania (36% and 32%, respectively) and that the highest proportions mentioning "problems with clean air and water or CO_2 emissions" were found in Hungary (32%), Latvia and Slovakia (both 25%).

Meaning of "biodiversity loss", by country (top seven meanings only)

	Animals & plants are disappearing /will disappear	Animals & plants are/will become endangered	Decline in natural habitats - in general	Forests will disappear/ decline	Loss of natural heritage like nature parks	Change of the climate	Problems with clean air & water
EU27	43	19	18	14	13	9	8
BE	55	47	17	26	13	11	11
BG	50	22	15	25	21	21	17
CZ	34	18	31	23	15	9	16
DK	37	14	9	8	11	8	7
DE	63	20	16	12	7	5	3
EE	44	27	25	21	13	23	22
EL	26	10	11	4	10	3	5
ES	40	20	20	19	31	10	12
FR	46	19	17	16	10	6	7
IE	23	11	11	5	14	6	5
IT	42	19	10	12	10	5	3
CY	35	18	21	21	29	10	12
LV	37	19	33	20	5	19	25
LT	47	14	29	28	19	32	19
LU	62	37	20	27	20	18	10
HU	52	42	34	36	17	36	32
MT	32	13	20	9	9	7	9
NL	28	13	29	12	12	8	7
AT	65	19	24	6	8	5	3
PL	25	13	21	10	11	10	10
PT	44	28	28	29	28	19	16
RO	24	19	29	24	12	23	17
SI	37	14	18	6	9	6	8
SK	41	32	20	28	13	28	25
FI	45	18	17	10	8	11	11
SE	43	23	7	8	8	4	5
UK	37	12	15	9	15	7	7

Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
% of respondents that mentioned each category, Base: all respondents, by country

The **consequences of biodiversity loss** were listed by a minority of respondents in almost all countries. For example, the proportion of respondents who mentioned a decreasing potential in the production of medicines, food and fuel was above 5% in just two countries: Cyprus (6%) and Hungary (7%). In Luxembourg, 13% of respondents thought about economic problems and a loss of material wealth and the corresponding proportion in Hungary was 10%; in almost all other countries, however, not more than 5% of respondents gave a similar response.

For more details, see annex tables 2a and 3a.

Socio-demographic considerations

Variations in the proportion of "don't know" responses to the question about the meaning of *biodiversity loss*, across socio-demographic groups, were quite similar to those described in regard to the familiarity with the term *biodiversity*. For example:

- roughly a quarter (24%) of the over 54 year-olds could not define biodiversity loss, compared to 15%-18% of all of the younger age groups

- while 34% of respondents with the lowest level of education were unable to define biodiversity loss, the corresponding proportion for the most-educated respondents was 11%
- respondents living in metropolitan areas were less likely than their counterparts to give a "don't know" response (14% vs. 20%-21% of respondents in rural and urban areas)
- about a fifth (21%) of manual workers and 23% of non-working respondents could not answer this question, compared to 13% of employees and 16% of self-employed respondents.

Furthermore, 25-39 year-olds, respondents with the highest level of education, employees and residents of metropolitan areas were not only the least likely to give a "don't know" response when asked to define biodiversity loss in their own words, they were also the most likely to mention several aspects of this multidimensional concept.

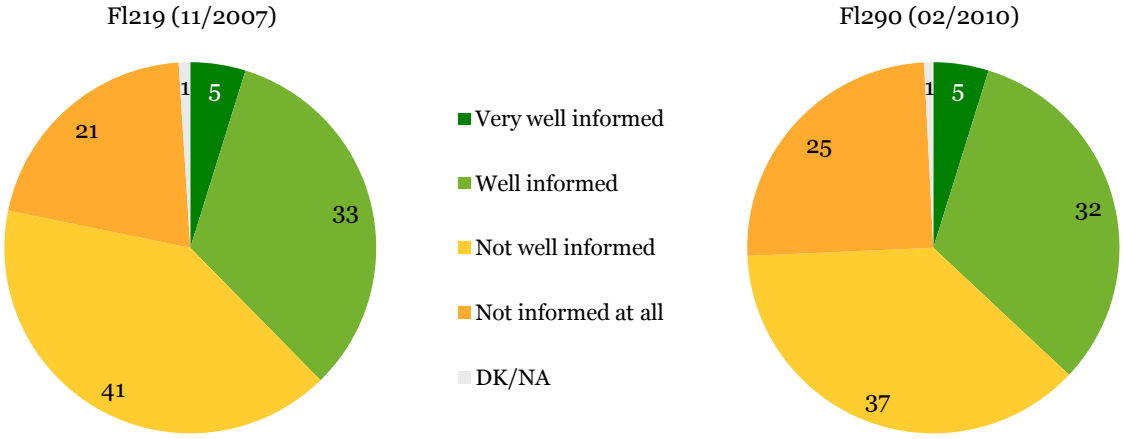
For more details, see annex tables 2b and 3b.

1.3 How informed do EU citizens feel about biodiversity loss?

As noted in section 1.1, 62% of EU citizens did not know the exact meaning of the term *biodiversity* or had never heard of the term. Accordingly, a minority of EU citizens felt informed about *biodiversity loss*: 32% of respondents felt *well informed* and 5% said they felt *very well informed*. These results were unchanged compared to 2007.

Roughly 6 in 10 EU citizens considered themselves not well informed about biodiversity loss: 37% stated they were *not well informed* and 25% reported that they were *not informed at all* about the topic. A comparison between the 2007 and 2010 results showed that respondents in the current survey were more likely to feel *not informed at all* (25% vs. 21% in 2007), rather than *not well informed* (37% vs. 41% in 2007) about biodiversity loss.

Being informed about biodiversity loss, 2007-2010



Q3. How informed do you feel about the loss of biodiversity?
Base: all respondents, % EU27

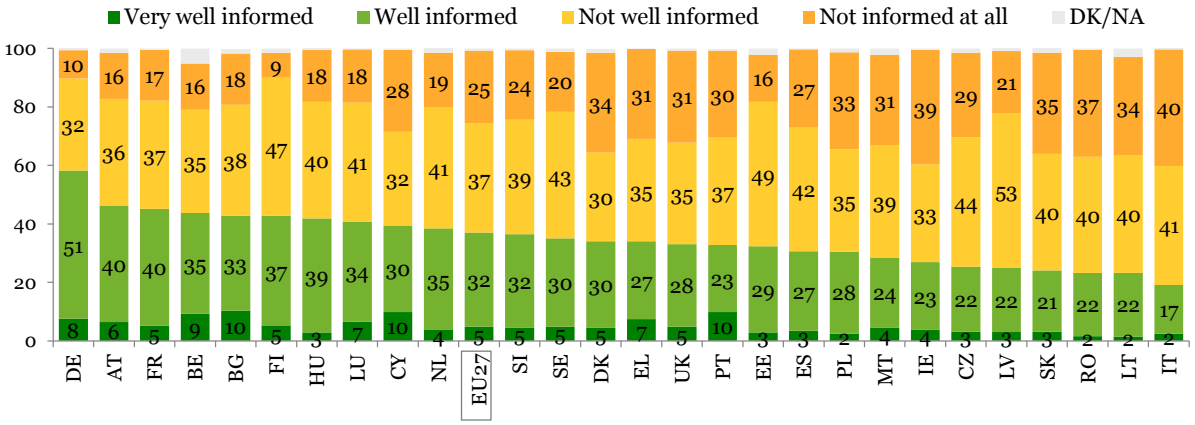
Country variations

Respondents in Germany and Austria were not only the most knowledgeable about biodiversity, they were also the most likely to feel well informed about biodiversity loss: 59% of Germans and 46% of Austrians felt *well informed* about the topic (8% and 6%, respectively, felt *very well informed*). Germany's result in the latest survey represented an increase compared to 2007 (+5 percentage points); in Austria, however, a small decrease was measured in the proportion who felt well informed (see further on in this section).

In Italy, on the other hand, just 19% of respondents felt well informed about biodiversity loss and 81% did not consider themselves well informed about the topic. Similar proportions were seen in Lithuania, Romania, Slovakia, Latvia and the Czech Republic; in these countries, about a quarter of respondents felt well informed about biodiversity loss (24%-25%), while roughly three-quarters did not (74%-77%). However, the Italians – together with Irish respondents – were the most likely to answer that they were *not informed at all* about the topic (39%-40%).

Although similarities existed, with the same countries appearing at the top and bottom of the ranking in terms of being knowledgeable about biodiversity and feeling well informed about the topic, some countries were now ranked differently. For example, as in 2007, Cypriots were among the most likely to feel *very well informed* about biodiversity loss (10%), and an additional 30% felt *well informed*. This meant that, although only 27% of Cypriot respondents had heard of the term *biodiversity* before they participated in this survey, when the term *biodiversity* was explained to them and after they thought about the concept and formulated their definition of biodiversity loss, a considerable larger proportion of Cypriot respondents (40%) felt sufficiently informed.

Being informed about biodiversity loss



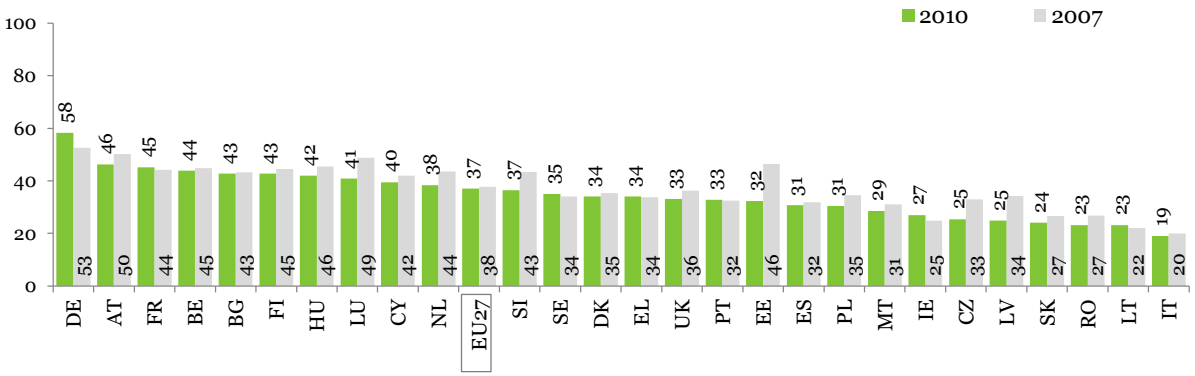
Q3. How informed do you feel about the loss of biodiversity?
Base: all respondents, % by country

Feeling informed about biodiversity loss – a comparison between 2007 and 2010

Although many Member States have seen an increase, from 2007 to 2010, in the proportion of respondents who knew the meaning of the term *biodiversity*, a comparison across the two surveys tended to show minor differences in the proportion of respondents who felt well informed about biodiversity loss.

Some countries, in fact, have even seen a decrease in the proportion of interviewees who felt well informed about biodiversity loss. Estonia has seen the largest decrease in the proportion of respondents who felt well informed about the topic: from 46% in 2007 to 32% in 2010 (-14 percentage points). The proportion of those who considered themselves well informed has also decreased by more than five percentage points in Latvia (-9 percentage points), the Czech Republic and Luxembourg (both -8), the Netherlands and Slovenia (both -6).

Being informed about biodiversity loss, 2007-2010



Q3. How informed do you feel about the loss of biodiversity?
Base: all respondents
% "Very well informed" and "Well informed", by country

Socio-demographic considerations

The socio-demographic analysis of feeling well informed about biodiversity loss – once again – showed a similar pattern of differences to the one that emerged when analysing socio-demographic differences in the level of familiarity with *biodiversity* and the level of knowledge about the meaning of *biodiversity loss*.

Men were slightly more likely to report that they felt well informed about biodiversity loss (40% vs. 35% of women), and manual workers were again less likely than employees and self-employed respondents to feel well informed about the topic (31% vs. 39%-41%).

The level of feeling informed about biodiversity loss increased with educational attainment: 25% of respondents with the lowest level of education felt well informed about biodiversity loss, but this proportion increased to 46% for respondents with the highest level of education.

Although the over 54 year-olds were more likely than their younger counterparts not to have heard about biodiversity or to be unable to define biodiversity loss, they were more likely to consider themselves well informed about the topic (39% compared to 34%-38% across other age groups).

Finally, it is worth noting that, across all socio-demographic groups, only between 2% and 7% of respondents felt *very well informed* about biodiversity loss.

For more details, see annex table 4b.

2. Biodiversity threats

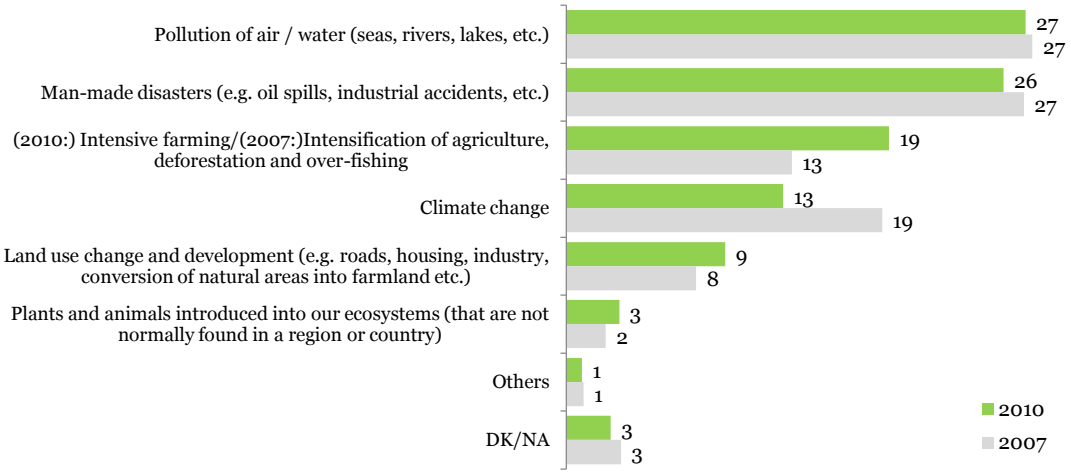
Biodiversity loss occurs due to intensive agricultural production systems, over-exploitation of forests, oceans, rivers, lakes and soils, construction and development, invasion of alien species, pollution and global climate change. As in the previous wave of this survey, respondents were presented with a list of the main threats to biodiversity and were asked to select the one that they considered to be the most important.

More than a quarter of EU citizens (27%) thought that air and water pollution were the most important threats to biodiversity. A similar proportion (26%) mentioned man-made disasters, such as oil spills or industrial accidents.

Roughly a fifth (19%) of respondents selected intensive farming, deforestation and over-fishing, 13% chose climate change and 9% mentioned the creation of more roads, houses or industrial sites and changes in land use, such as the conversion of natural areas in farmland.

Just 3% of respondents thought that the introduction of foreign plants and animals into local ecosystems (i.e. those that were normally not found in a region or country) was the most important threat to biodiversity.

Most important threats to biodiversity, 2007-2010



Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
Base: all respondents, % EU27

Comparing the results of the current survey with those of 2007, it was noted that respondents in the current survey were less likely to select climate change as the main reason for biodiversity loss (13% vs. 19% in 2007), but they were more likely to mention intensive farming, deforestation and over-fishing (19% vs. 13% in 2007). It should, nevertheless, be noted that the latter item was formulated differently in the two surveys ("intensification of farming" in 2007 and "intensive farming" in 2010).

Country variations

The proportion of respondents who selected **water and air pollution** as the main threats to biodiversity ranged from 15% in Belgium to 39% in Poland and Romania. Similarly, the proportion who mentioned **man-made disasters** (such as oil spills or industrial accidents) was just 13%-14% in Finland, Ireland and the UK, but reached 51% in Cyprus.

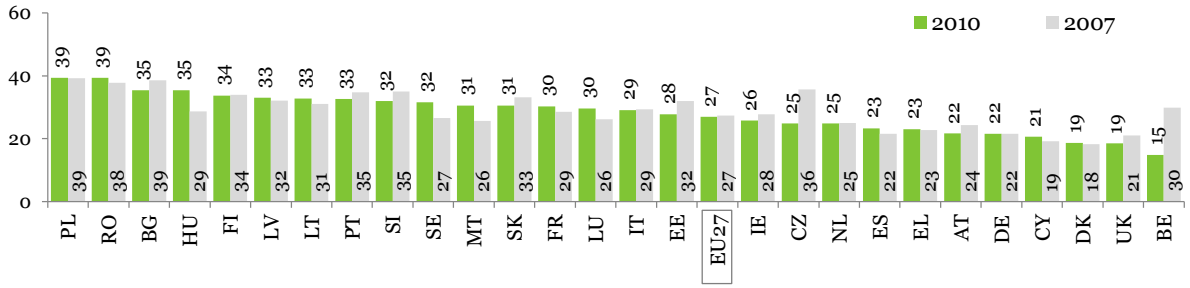
As in the previous wave of this survey, water and air pollution and man-made disasters were selected as the two most important threats to biodiversity in most Member States (20 out of 27). For example, 35% of Bulgarians selected water and air pollution and 22% mentioned man-made disasters; all other

threats listed in the survey, however, were selected by smaller proportions of Bulgarians (e.g. 13% for "climate change" and 10% for "changes in land use").

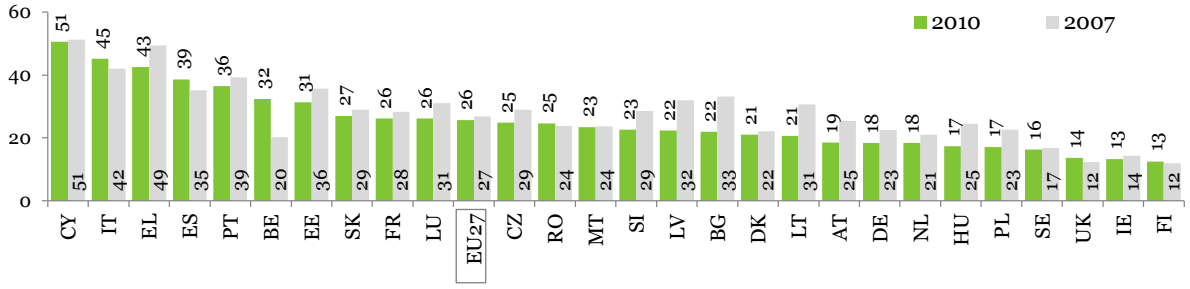
Nonetheless, some countries have seen a large increase or decrease in the proportion of respondents who selected these threats as the most important ones. For example, in 2007, 30% of Belgians named water and air pollution as the most important threat to biodiversity; however, in 2010, this proportion has decreased to 15% (-15 percentage points). The proportion of Belgians who selected man-made disasters, on the other hand, has increased from 20% in 2007 to 32% in 2010 (+12 percentage points).

Most important threats to biodiversity, 2007-2010

Pollution of air / water (seas, rivers, lakes, etc.)



Man-made disasters (e.g. oil spills, industrial accidents, etc.)



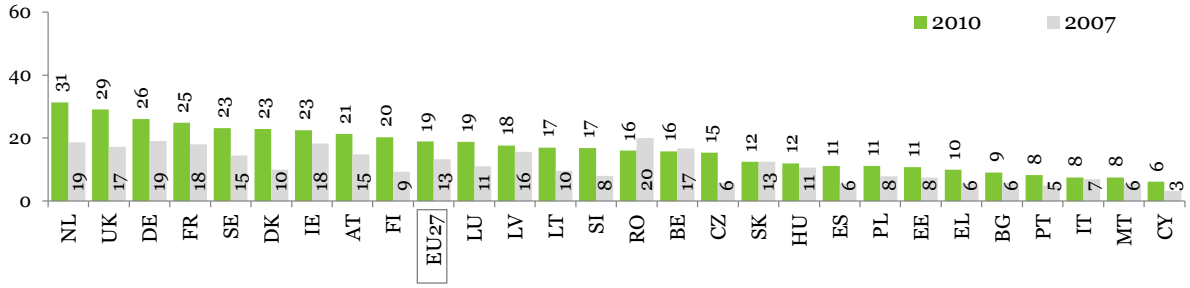
Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents, by country

The combination of **intensive farming, deforestation and over-fishing** was selected as the most important threat to biodiversity by a fifth, or more, respondents in the Netherlands (31%), the UK (29%), Germany (26%), France (25%), Sweden, Denmark and Ireland (all 23%), Austria (21%) and Finland (20%). In a few of these countries, such as the Netherlands, the UK and Germany, this threat was selected by the largest proportion of respondents.

Furthermore, each of the above-mentioned countries has seen a large increase, from 2007 to 2010, in the proportion of respondents who selected intensive farming, deforestation and over-fishing as the main reasons for biodiversity loss. For example, in 2007, just 10% of Danes selected this threat; in 2010, this proportion has more than doubled (23%; +13 percentage points). However, as noted above, in 2007, the questionnaire mentioned "intensification of farming"; in 2010 the term "intensive farming" was used.

Most important threats to biodiversity, 2007-2010

(2010:) Intensive farming/(*2007:)* Intensification of agriculture, deforestation and over-fishing



Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents, by country

In 2007, there were five countries where more than a quarter of respondents selected **climate change** as the main threat to biodiversity; in 2010, this proportion remained below 25% in all countries.

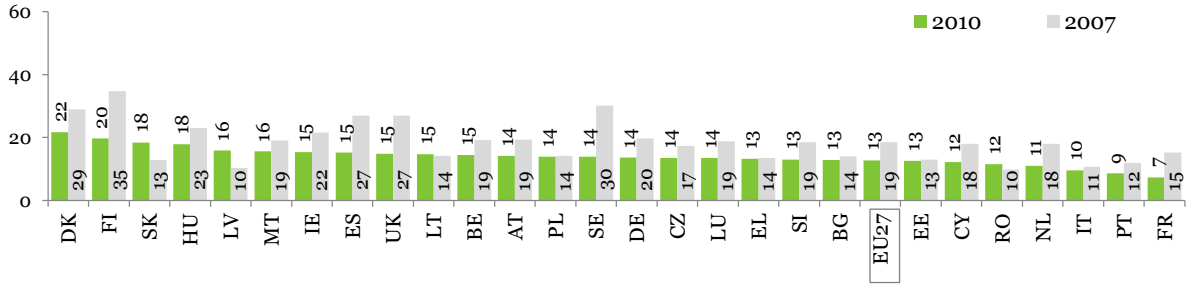
In the current survey, approximately a fifth of respondents in Denmark (22%) and Finland (20%) believed that climate change was the main threat to biodiversity loss; in 2007, however, 29% of Danes and 35% of Finns selected this threat (-7 and -15 percentage point decreases).

Other countries, where the proportion of respondents who selected climate change has decreased, included Sweden (14% in 2010, vs. 30% in 2007, -16 percentage points), Spain and the UK (15% in 2010, vs. 27% in 2007, -12 points). The chart above shows that each of these countries has seen an increase in the proportion of respondents who selected intensive farming, deforestation and over-fishing as main threats to biodiversity.

In France and Portugal, less than a tenth of respondents (7%-9%) chose climate change as the most important threat among the ones listed in the survey; the corresponding proportions in Italy and the Netherlands were 10%-11%.

Most important threats to biodiversity, 2007-2010

Climate change



Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents, by country

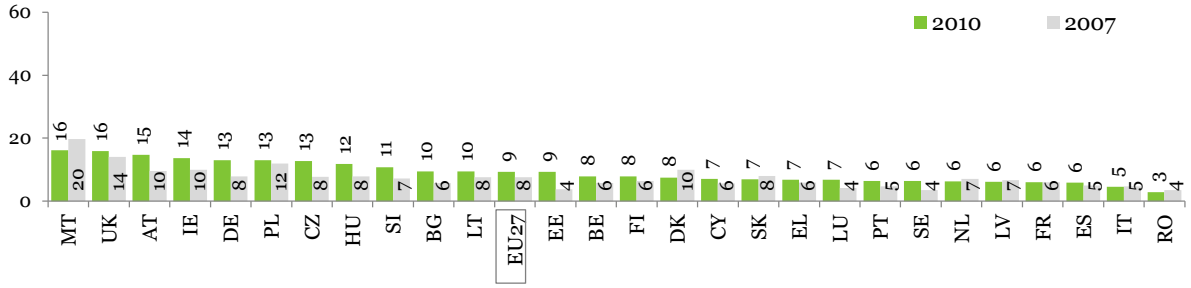
Sixteen percent of respondents in Malta and the UK believed that **changes in land use and the creation of more roads, houses or industrial sites** constituted the biggest threats to biodiversity; as in 2007, respondents in these countries were the most likely in the EU to select this threat.

In the Czech Republic, Poland, Germany, Ireland and Austria, between 13% and 15% of respondents felt that changes in land use and the creation of more roads, houses or industrial sites were important causes of biodiversity loss; these figures were similar to the ones observed for climate change (e.g. 16% of Maltese and 14% of Austrians selected climate change as a major threat – see above).

In most countries, however, not more than 10% of respondents chose this cause as the most important one. Romanians and Italians were the least likely to give this response (3%-5%).

Most important threats to biodiversity, 2007-2010

Land use change and development (e.g. roads, housing, industry, conversion of natural areas into farmland etc.)



Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents, by country

As in 2007, not more than 1 in 20 respondents across all Member States thought that the **introduction of foreign plants and animals into local ecosystems** was the most important threat to biodiversity (ranging from 1% in Portugal to 5% in Bulgaria, the Czech Republic, Ireland, the Netherlands and Austria).

For more details, see annex table 14a.

Socio-demographic considerations

As with the EU-wide results, respondents who did not feel well informed about biodiversity loss selected water and air pollution, and man-made disasters, as the two most important threats to biodiversity. For example, 27% of respondents who did *not* feel *at all informed* about biodiversity loss mentioned the former threat and 30% selected the latter one; by comparison, just 13% of this group referred to intensive farming, deforestation and over-fishing. Among respondents who felt *very well informed* about biodiversity loss, on the other hand, the latter threat was selected by the largest number (27% vs. 21% "water and air pollution" and 20% "man-made disasters").

In the main, only small differences existed between socio-demographic groups when respondents were asked to select the most important cause of biodiversity loss from the list of possible causes. Nonetheless, intensive farming, deforestation and over-fishing were somewhat more frequently selected by men (22% vs. 16% of women), respondents with the highest level of education (23% vs. 16% of respondents with the lowest level) and employees (22% vs. 15%-18% of those in other occupational segments). On the other hand, respondents with the lowest level of education and manual workers were somewhat more likely to select man-made disasters, such as oil spills or industrial accidents, as the most important cause of biodiversity loss (31% and 29%, respectively, compared to 22% of employees and respondents with the highest level of education or employees).

For more details, see annex table 14b.

3. Biodiversity loss – seriousness of the problem

3.1 Domestic, European and global biodiversity issues

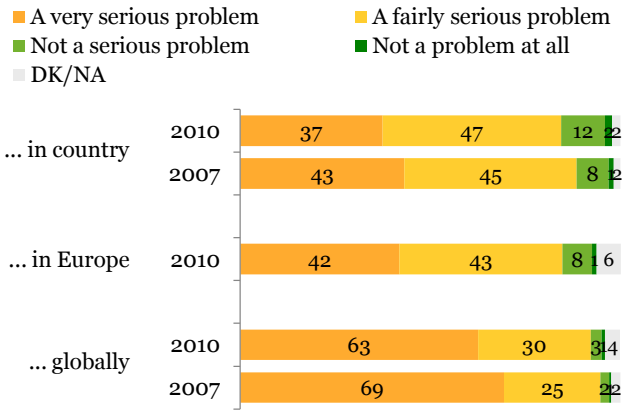
Predominately, the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems were seen as serious problems by EU citizens: more than 8 in 10 respondents (84%-93%) felt that biodiversity loss was a *very* or *fairly* serious problem at national, European and global levels.

The opinion that biodiversity loss was a serious problem **in their country** was held by 84% of EU citizens: 37% reported that biodiversity loss was a *very* serious problem in their country and 47% said it was a *fairly* serious problem. Less than a sixth said that biodiversity loss was not a serious problem (12%) or that it was no problem at all in their country (2%).

A similar proportion (85%) of EU citizens thought that biodiversity loss was a serious problem **in Europe**. Slightly more than 4 in 10 (42%) respondents said that biodiversity loss was a *very* serious problem in Europe and a similar proportion (43%) answered that it was a *fairly* serious problem. Roughly a tenth of respondents doubted whether biodiversity loss was a serious problem in Europe.

Considering the three levels reviewed in the survey, respondents were most likely to answer that the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems were serious **global problems**. More than 6 in 10 (63%) EU citizens thought that biodiversity loss was a *very* serious global problem and 3 in 10 (30%) respondents said it was a *fairly* serious global problem. The view that global biodiversity loss was not a serious problem, or no problem at all, was supported by less than 1 in 20 respondents.

Seriousness of biodiversity loss, 2007-2010



Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? And how serious is the problem in Europe *(only in 2010)***? Finally, how serious is the problem globally?**
Base: all respondents, % EU27

Comparing the results of the current survey with those seen in 2007[3], it was noted that respondents were now somewhat less likely to think that biodiversity loss was a serious problem in their country. This decrease in perceptions about the seriousness of biodiversity loss as a domestic problem was the most notable for the "very serious" responses which decreased from 43% in 2007 to 37% in 2010 (-6 percentage points).

The overall proportion of respondents who thought that biodiversity loss was a serious global problem (i.e. the sum of *very* and *fairly* serious responses), however, was unchanged in the two surveys.

[3] The question about the seriousness of biodiversity loss at a European level was not included in the 2007 survey.

Nonetheless, respondents in the current survey were – once more – less likely to say that biodiversity loss was a *very* serious global problem (69% in 2007 compared to 63% in 2010; -6 percentage points).

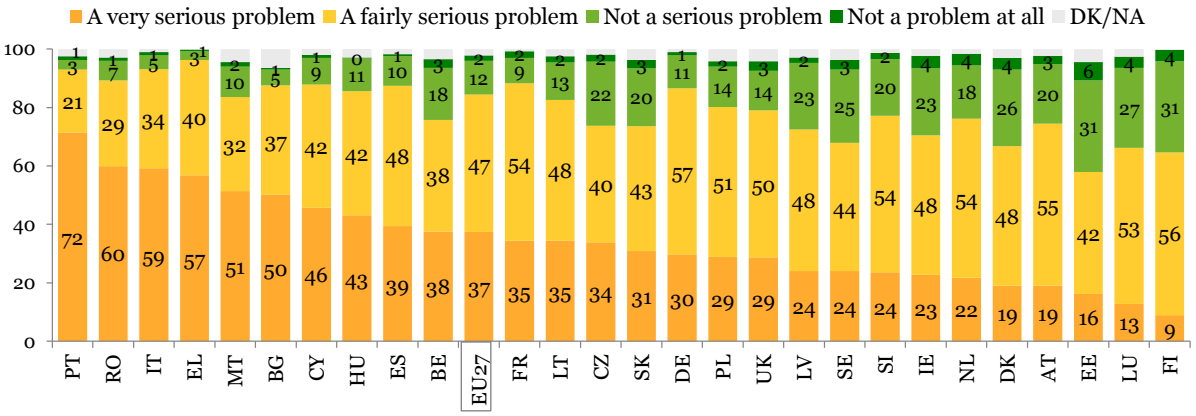
Biodiversity loss as a domestic problem

Individual results in Member States showed large variations in citizens' perceptions regarding the seriousness of biodiversity loss in their own country. The total proportion of respondents who said that biodiversity loss was a serious domestic problem (i.e. the sum of *very* and *fairly* serious responses) ranged from 58% in Estonia to 97% in Greece. Furthermore, the proportion reporting that it was a *very* serious problem ranged from 9% in Finland to 72% in Portugal.

Other countries where a majority of interviewees thought that biodiversity loss was a *very* serious problem in their country were Romania (60%), Italy (59%) and Greece (57%). In Bulgaria and Malta, roughly half (50%-51%) of interviewees selected this response. In each of these countries (except for Malta), less than a tenth of respondents doubted whether biodiversity loss was a problem in their respective countries; the corresponding proportion for Malta was 12%.

Luxembourg, Estonia, Austria and Denmark, on the other hand, were closer to Finland; between 13% and 19% of respondents felt that biodiversity loss was a *very* serious problem in their respective countries. In each of these countries (except for Austria), at least 3 in 10 interviewees thought that biodiversity loss was not a serious problem or that it was no problem at all in their country (ranging from 30% in Denmark to 37% in Estonia).

Seriousness of biodiversity loss in respondents' country



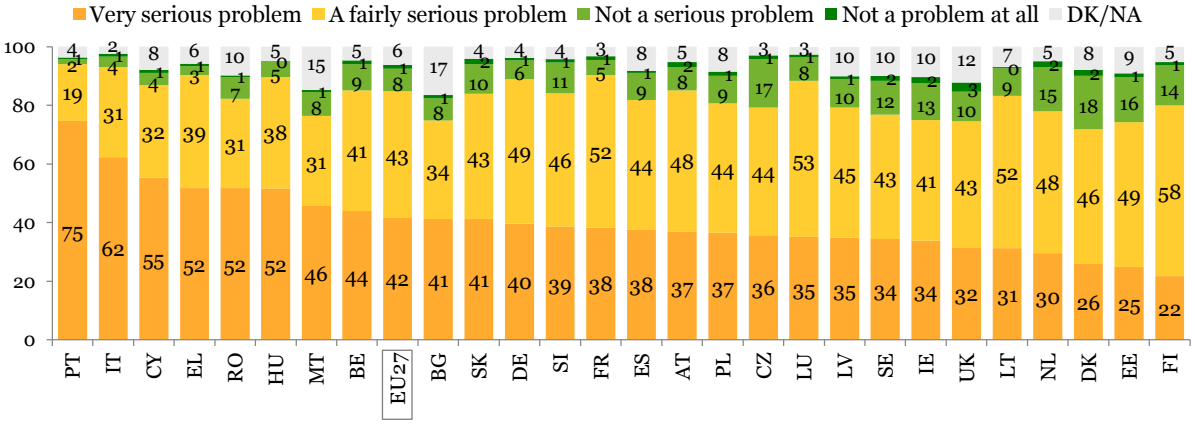
Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally?
Base: all respondents, % by country

Seriousness of biodiversity loss in Europe

As for the results concerning the seriousness of biodiversity loss in their own country, a majority of respondents in Portugal (75%), Italy (62%), Greece and Romania (both 52%) reported that biodiversity loss was a *very* serious problem in Europe. This view was also supported by 54% of Cypriots and 52% of Hungarians. In most of these countries, not more than 5% of respondents said that biodiversity loss in Europe was not a serious problem or that it was not a problem at all.

Similarities were also seen at the lower end of the distribution – where respondents were less likely to think that biodiversity loss was a serious problem in Europe. In Finland, Estonia and Denmark, less than 3 in 10 interviewees thought that biodiversity loss was a *very* serious problem in Europe (22%, 25% and 26%, respectively). Danes were also the most likely to disagree that it was a serious problem in Europe (18% "not a serious problem" and 2% "not at all a problem"); the corresponding proportions in Estonia and Finland were, respectively, 17% and 15%.

Seriousness of biodiversity loss in Europe



Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally? It is a...

Base: all respondents, % by country

Seriousness of biodiversity loss at a global level

As seen in the previous wave of this survey, in all Member States, respondents were more likely to consider global biodiversity loss to be a *very* serious problem than they were to say the same about the issue at a national or European level. The proportions of respondents who considered biodiversity loss to be a *very* serious global problem ranged from 46% in Estonia to 82% in Portugal. Across almost all countries, not more than 1 in 20 respondents doubted whether biodiversity loss was a serious global problem.

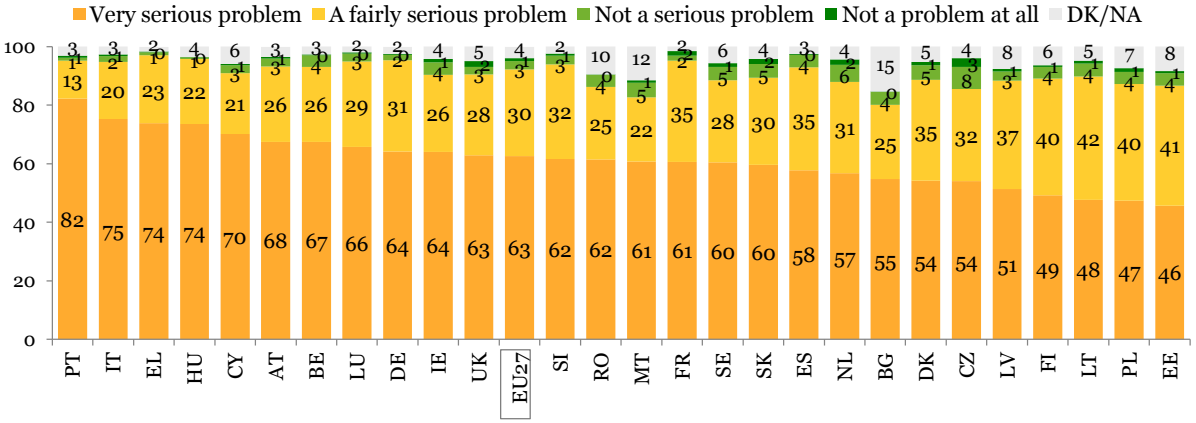
The analysis in terms of the seriousness of global biodiversity loss showed a slightly different country ranking than that discussed in the previous paragraphs. Although similarities existed, with the same countries appearing at the top and bottom of the ranking, some countries were now ranked differently:

- respondents in Portugal, Italy and Greece were – once more – the most likely to find biodiversity loss to be a *very* serious global problem (82%, 75% and 74%, respectively); those in Estonia and Finland, on the other hand, were again among the least likely to consider this to be the case (46% and 49%, respectively)

- although respondents in Luxembourg and Austria were among the least likely to say that biodiversity loss was a *very* serious problem in their country (13% and 19%, respectively), the proportions of Luxembourgers and Austrians who thought that biodiversity loss was a *very* serious global problem were above the EU average (66%-68%, vs. an EU average of 63%)

- Bulgaria, Malta and Romania were among the countries where respondents were the most likely to think that biodiversity loss was a *very* serious problem in their own country (50%-60%); the proportion of Bulgarians, Maltese and Romanians, however, who considered biodiversity loss to be a *very* serious global problem were close to, or below, the EU average (55%-62%).

Seriousness of biodiversity loss at a global level

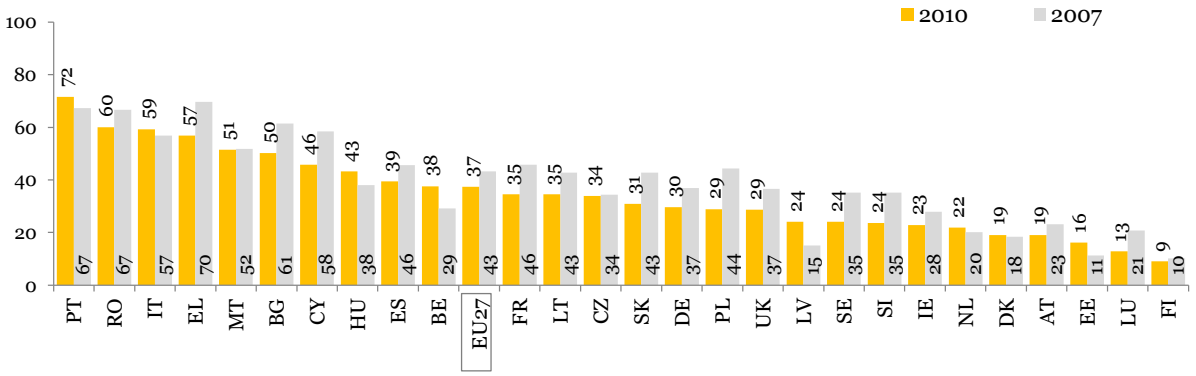


Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally?
Base: all respondents, % by country

Seriousness of biodiversity loss – a comparison between 2007 and 2010

The EU-wide results showed a decrease in the proportion of respondents who said that biodiversity loss was a *very* serious problem in their country (from 43% in 2007 to 37% in 2010; -6 percentage points); a similar, or greater, decrease was observed in more than half of the individual countries. For example, in 2007, 44% of Polish respondents felt that biodiversity loss was a *very* serious problem in their country; in 2010, however, this proportion has decreased to 29% (-15 percentage points). Other countries that have seen a decrease included Greece, Cyprus, Slovakia, Bulgaria, Slovenia and Sweden (between -11 and -13 percentage points).

Biodiversity loss is *a very serious problem* in respondents' country, 2007-2010

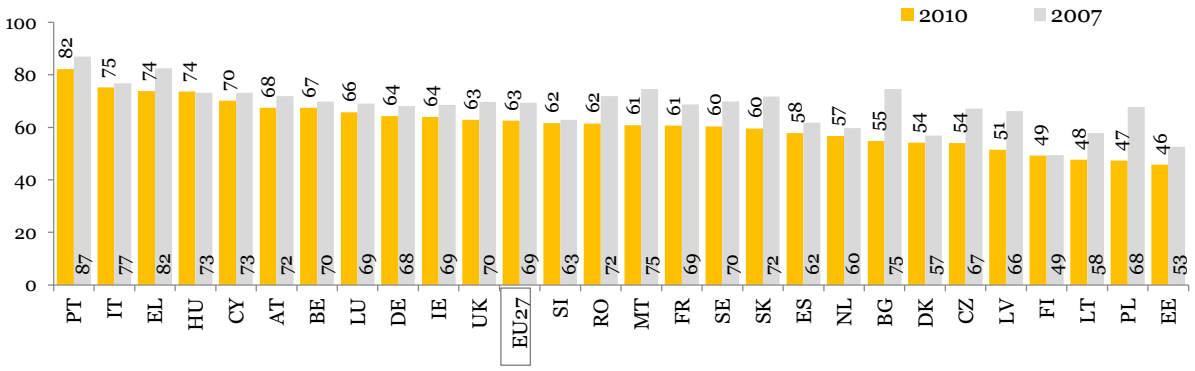


Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally? It is a...
Base: all respondents, % "Very serious problem" by country

Poland has not only seen the largest decrease in the proportion of respondents who said that biodiversity loss was a *very* serious problem in their country, but also the largest increase in the proportion who said the same about global biodiversity loss: 68% in 2010 compared to 47% in 2007 (-21 percentage points).

It was not only in Poland, but also in about half of the countries surveyed, that respondents were now less likely to say that biodiversity loss was a *very* serious global problem. For example, the proportion of Bulgarians who answered that biodiversity loss was a *very* serious problem decreased from 75% in 2007 to 55% in 2010 (-20 percentage points). Similarly, in 2007, 66% of Latvians shared the same opinion, compared to 51% in 2010 (-15 percentage points).

Biodiversity loss is *a very serious problem* at a global level, 2007-2010



Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [COUNTRY]? And how serious is the problem in Europe? Finally, how serious is the problem globally? It is a...
Base: all respondents, % "Very serious problem" by country

Socio-demographic considerations

Respondents who felt *not at all informed* about biodiversity loss gave lower seriousness ratings for biodiversity problems, at the various levels, than respondents who felt well informed about the topic. For example, 80% of the former group thought that biodiversity loss was a serious problem in Europe, compared to 89% of respondents who considered themselves *very well informed*. It is also worth noting that the latter group of respondents were more prone to feel that biodiversity loss was a *very* serious problem at national, European and global levels (47%, 52% and 74%, respectively).

Across all socio-demographic groups, roughly 9 in 10, or more, respondents thought that biodiversity loss was a serious global problem (89%-94%). The proportions of respondents who said that it was a *very* serious global problem were also similar across groups; from 60% of respondents living in a rural area to 66% of 15-24 year-olds and full-time students.

There was also not much variation across socio-demographic groups in the proportions who believed that biodiversity loss was a serious problem in their country (81%-87%) or in Europe (83%-88%). Somewhat larger differences, however, were observed when focusing on respondents who selected the "very serious" response.

For example, 44% of respondents with the lowest level of education answered that biodiversity loss was a *very* serious problem in their country and a similar proportion (46%) said the same about biodiversity in Europe; the corresponding proportions for respondents with the highest level of education were considerably lower (35% and 39%, respectively). The latter respondents were, however, more likely to say that biodiversity loss in their country and in Europe were fairly serious problems.

For more details, see annex table 10b, 11b and 12b.

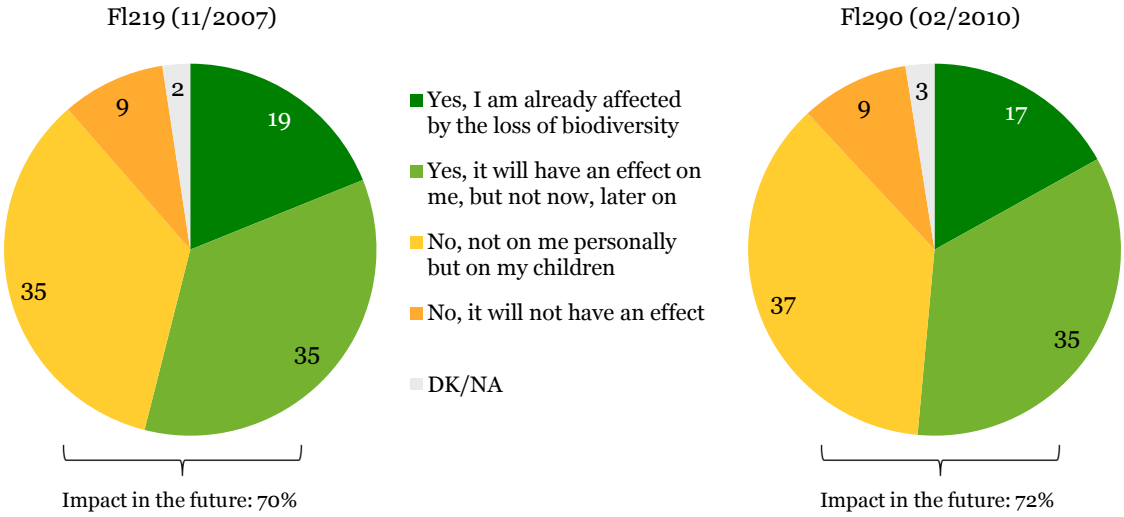
3.2 Personally affected by biodiversity loss

In terms of being affected by biodiversity loss, most EU citizens saw no immediate personal impact. A sixth of respondents (17%) said they had already been affected by biodiversity loss, compared to almost three-quarters (72%) who thought that it would have an impact in the future.

More precisely, 35% of respondents expected biodiversity loss to have an impact in the near future (they expected to be affected personally) and 37% said that their children, rather than themselves, would feel its consequences.

Roughly a tenth (9%) of respondents doubted if biodiversity loss would have any effect at all.

Impact of biodiversity loss, 2007-2010



Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
Base: all respondents, % EU27

Country variations

Portuguese respondents stood out from the pack with a slim majority (54%) who said they were already being personally affected by the extinction of flora and fauna and roughly a fifth (22%) who foresaw themselves being affected by biodiversity loss in the near future.

In Greece, Malta, Hungary, Cyprus, Romania and Spain, at least 6 in 10 respondents said they would be – or were already – personally affected by the extinction of flora and fauna. However, compared to the Portuguese, only half as many respondents in these countries said the latter – i.e. that they were already being personally affected by biodiversity loss: 24% in Spain, Romania and Cyprus, 25% in Hungary, 26% in Malta and 29% in Greece.

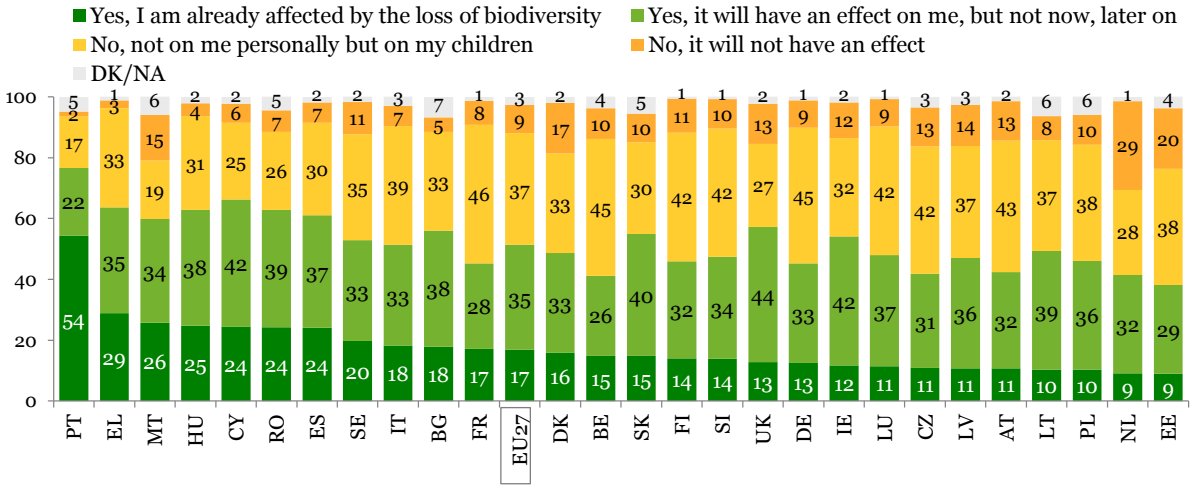
In almost all other Member States, less than a sixth of respondents said that they felt personally affected by the impoverishment of flora and fauna; nonetheless, the proportion who expected an impact on themselves in the near future was between two and three times as high. For example, 12% of Irish respondents answered that they were already affected by biodiversity loss and 42% expected that they would be personally affected in the future (54% in total); by comparison, 32% of Irish respondents did not anticipate being personally affected but thought that their children would feel the consequences of biodiversity loss.

The proportions of respondents who answered that their children would feel the impact of biodiversity loss in their lives were the highest in France (46%), Belgium and Germany (both 45%). Note that in each of these countries, a similar proportion of respondents answered that they were already being

personally affected by biodiversity loss or that they expected this to happen in the near future (e.g. 46% in Germany and 45% in France).

Finally, as in 2007, respondents in the Netherlands (29%) were the most likely to be convinced that the impoverishment of flora and fauna would have no impact at all. The corresponding proportions in Estonia and Denmark were the closest to that observed in the Netherlands (20% and 17%, respectively); however, in more than half of the countries surveyed, not more than a tenth of respondents shared this conviction.

Impact of biodiversity loss



Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
Base: all respondents, % by country

Impact of biodiversity loss – a comparison between 2007 and 2010

Comparing the 2007 and 2010 results showed not much change in most countries in the proportion of respondents who doubted if biodiversity loss would have any effect at all (the most notable exceptions were Estonia and Latvia – see further on in this section).

In some countries, however, respondents were now less likely to see an immediate personal impact of biodiversity loss and were more likely to expect that it would have an impact in the future. Such a trend was most noticeable in Luxembourg, Romania and Greece. For example, in 2007, 25% of respondents in Luxembourg said they had already been affected by biodiversity loss, compared to 31% who expected it to impact them personally in the near future and 34% who said that their children, rather than themselves, would feel the consequences of biodiversity loss. The corresponding proportions in 2010 were 11% for "already personally affected" (-14 percentage points), 37% for "an impact on themselves in the future" (+6) and 42% for "an impact on future generations" (+8).

In Estonia and Latvia, on the other hand, respondents were not only more likely to expect an impact in the future, rather than an immediate personal effect, they were also more likely in 2010 to think that an impoverishment of flora and fauna would have no impact at all (Estonia: 13% in 2007 vs. 20% in 2010; Latvia: 8% in 2007 vs. 14% in 2010).

Socio-demographic considerations

While 32% of respondents who felt *very well* informed about biodiversity loss said they were already affected by the impoverishment of flora and fauna, this proportion decreased to 14%-15% for those who did not feel informed about this issue. The latter group more frequently said that their children would feel the consequences of biodiversity loss (36%-39% vs. 26% of those who felt *very well* informed). It should, however, also be noted that respondents who did *not* feel *informed at all* about

biodiversity loss were also more likely to answer that that the impoverishment of flora and fauna would have no impact at all (14% vs. 7%-9% across other groups).

Roughly a fifth (18%-20%) of 25-54 year-olds said that they felt personally affected by biodiversity loss, compared to 12% of 15-24 year-olds and 16% of the over 54 year-olds. The 15-24 year-olds were more likely to foresee themselves being affected by biodiversity loss in the near future (44% vs. 26% of the over 54 year-olds), while the latter group expected future generations, i.e. their children and their children's children, to be affected (44% vs. 30% of 15-24 year-olds).

As for the youngest respondents, full-time students were less likely to report being already affected by biodiversity loss (10% vs. 16%-20% of respondents who had completed their education). Full-time students, and those with the highest level of education, were more liable to say that they expected to be personally affected in the near future (44% and 36%, respectively, vs. 27% of respondents with the lowest level of education). An inverse trend was observed in regard to the impact on future generations: the least-educated respondents more frequently said that, although they would not be affected themselves by biodiversity loss, their children, for example, would feel its impact (41% vs. 35% of respondents with the highest level of education and 31% of full-time students).

Looking at the differences by occupational categories, there was a distinction between the self-employed who were the most likely to say they were already feeling the impact of biodiversity loss (22% vs. 15%-19% across other occupational categories), employees who mostly foresaw a personal impact in the future (38% vs. 32%-35% across other groups) and manual workers and those not working who were the ones that mostly expected biodiversity loss to have an impact on future generations (37% of manual workers and 39% of non-working respondents vs. 33%-34% employees and the self-employed).

For more details, see annex table 13b.

4. Recognising the importance of protecting biodiversity

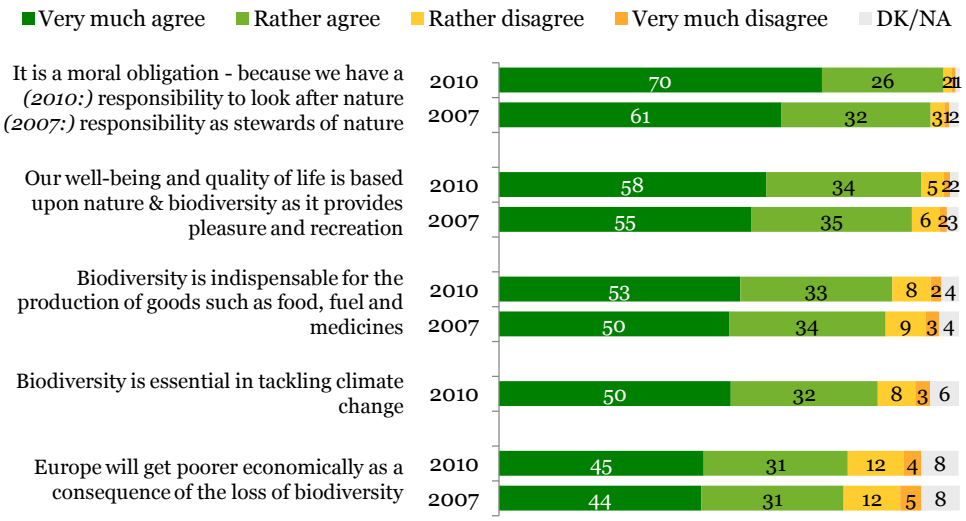
4.1 A multitude of reasons why biodiversity conservation is important

EU citizens' opinions on why it was important to halt biodiversity loss were also analysed. Respondents were presented with a list of possible reasons why this was an important topic and asked to point out if they agreed or disagreed with each of them. The responses indicated, first of all, that EU citizens were aware of the multitude of reasons why the conservation of biodiversity was important: a majority of respondents agreed that each one of the reasons (as defined in the survey) was vital.

Respondents seemed to see the conservation of biodiversity, first and foremost, as a moral obligation: 70% of them *very much* agreed with this concept and 26% agreed to a lesser extent. Secondly, almost 6 in 10 (58%) interviewees *very much* agreed, and 34% *rather* agreed, that it was important to halt biodiversity loss because citizens' well-being and quality of life depended on this.

Slightly lower proportions of respondents agreed that the conservation of biodiversity was important because it was indispensable for the production of goods, such as food, fuel and medicines (86%, in total, agreed and 53% "very much agreed"), or because biodiversity was essential to tackle climate change (82%, in total, agreed and 50% "very much agreed"). Finally, 45% of EU citizens *very much* agreed, and 31% *rather* agreed, that it was important to halt biodiversity loss because the issue would probably have economic consequences for Europe.

Reasons why it is important to halt biodiversity loss, 2007-2010



Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % EU27

Country variations

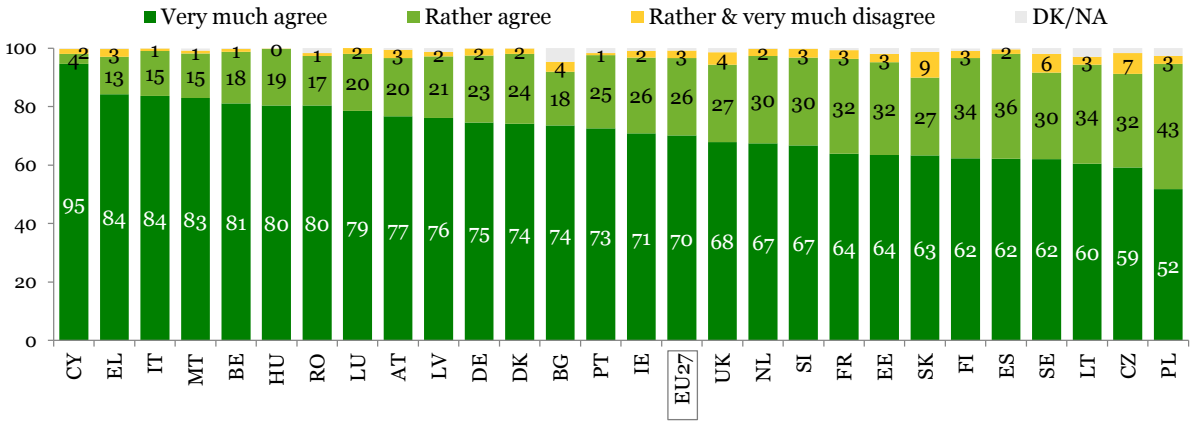
Respondents in all EU Member States were in agreement that it was **a moral obligation to halt biodiversity loss**, because of society's responsibility to respect nature; the total level of agreement (i.e. the sum of "very much agree" and "rather agree" responses) ranged from 90% in Slovakia to 99% in Cyprus, Italy, Belgium, Hungary and Luxembourg. Only a minority of respondents in all countries disagreed that it was a moral obligation to slow down the speed of biodiversity loss.

Although little variation was seen in the overall level of agreement, countries did differ in terms of the proportion of respondents who *very much* agreed. More than 9 in 10 Cypriots (95%) and more than 8 in 10 Belgian, Maltese, Italian and Greek respondents (81%-84%) *very much* agreed that that it was a

moral obligation to slow down the speed of biodiversity loss. In Poland, on the other hand, just 52% of respondents *very much* agreed with this.

Reasons why it is important to halt biodiversity loss

It is a moral obligation - because we have a responsibility to look after nature



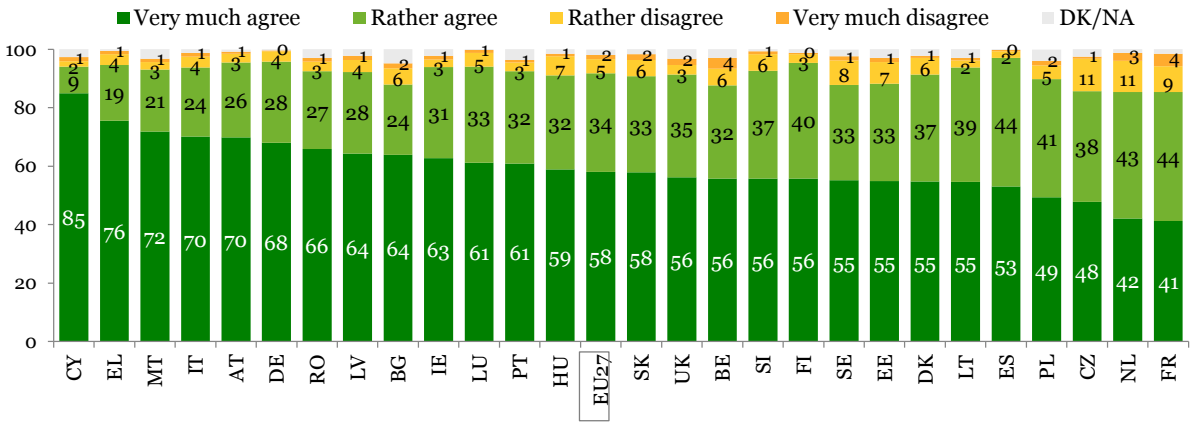
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % by country

There was also little doubt in the different Member States that that it would be important to slow down the current speed of biodiversity loss because **the levels of well-being and the quality of life would deteriorate as a consequence of biodiversity loss**; the total level of agreement ranged from 75% in France and the Netherlands to 96% in Austria and Germany.

Cypriot (85%), Greek (76%), Maltese (72%) and Italian (70%) respondents were – once again – among the most likely to *very much* agree with this statement about the consequences for well-being and quality of life. Poland and the Czech Republic, on the other hand, were found again found at the lower end of the distribution with 48%-49% of respondents who expressed such strong agreement. Nonetheless, French and Dutch interviewees were the least likely to *very much* agree that it would be important to halt biodiversity loss because citizens' well-being and quality of life depended on this (41%-42%).

Reasons why it is important to halt biodiversity loss

Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation



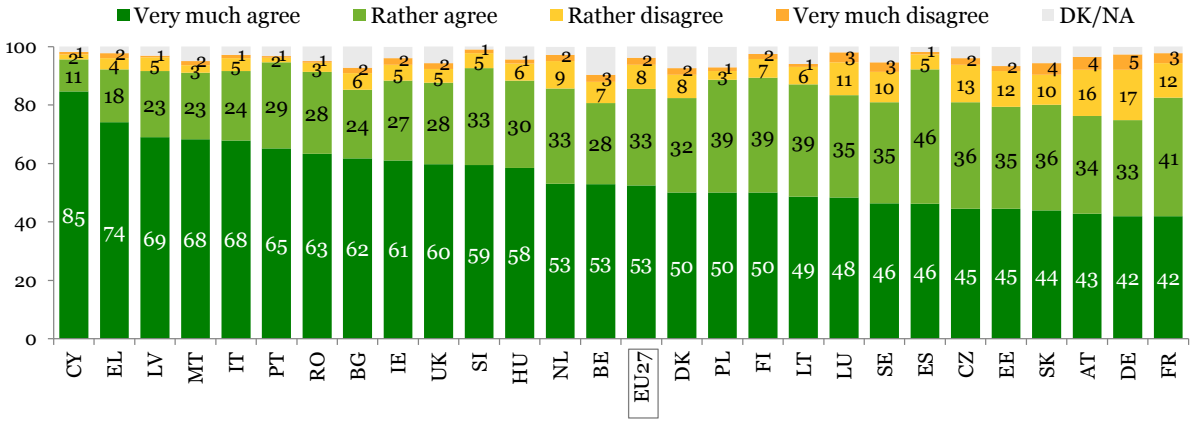
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % by country

In most countries, at least 80% of respondents agreed that it would be important to halt biodiversity loss because **biodiversity was indispensible for the production of food, fuel and medicines**; for example, 96% of Cypriots and 94% of Portuguese respondents agreed that this was the case. Germany and Austria were the only Member States where people were somewhat less likely to agree with this statement (75% and 77%, respectively), but somewhat more likely to disagree (22% and 20%, respectively).

Respondents in Germany and Austria – together with those in France and Slovakia – were (also) the least likely to express strong agreement (42%-44%). In Cyprus, twice as many respondents (85%) *very much* agreed that halting biodiversity was indispensable for the production of food, fuel and medicines. Greece was again close to Cyprus, with 74% of respondents who *very much* agreed with this statement.

Reasons why it is important to halt biodiversity loss

Biodiversity is indispensable for the production of goods such as food, fuel and medicines



Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % by country

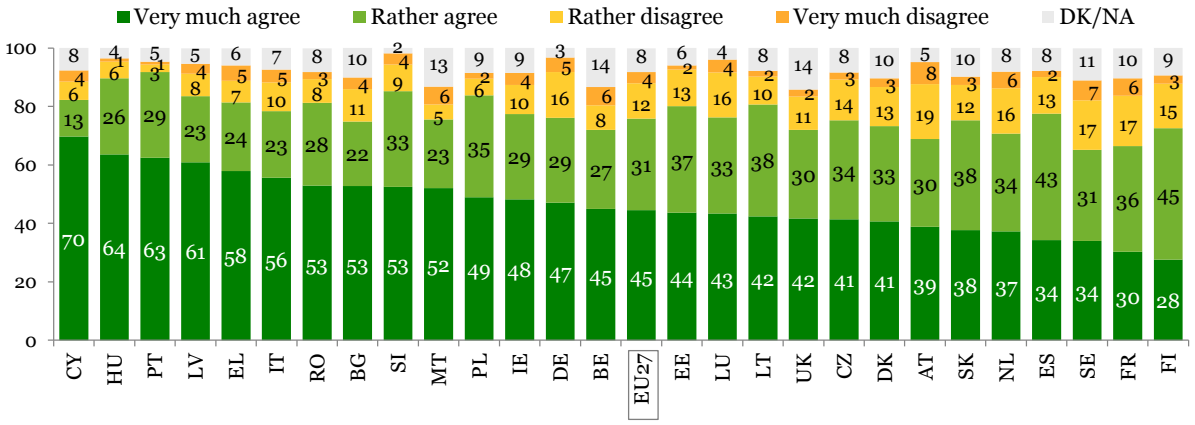
The proportion of respondents who agreed that it was important to slow down the speed of biodiversity loss as **it would make Europe become economically poorer** ranged from 65% in Sweden to 92% in Portugal. Conversely, the proportion of respondents who disagreed with this statement ranged from 4% in Portugal to 27% in Austria.

More than 6 in 10 respondents in Cyprus (70%), Hungary (64%), Portugal (63%) and Latvia (61%) *very much* agreed that Europe would face economic consequences if biodiversity loss was not stopped; however, in Finland and France, not more than 3 in 10 respondents expressed such strong agreement (28% and 30%, respectively).

It should, however, also be noted that in about half of the countries surveyed, roughly a tenth of interviewees gave a "don't know" response; these proportions were the highest in Malta (13%), Belgium and the UK (both 14%).

Reasons why it is important to halt biodiversity loss

Europe will get poorer economically as a consequence of the loss of biodiversity



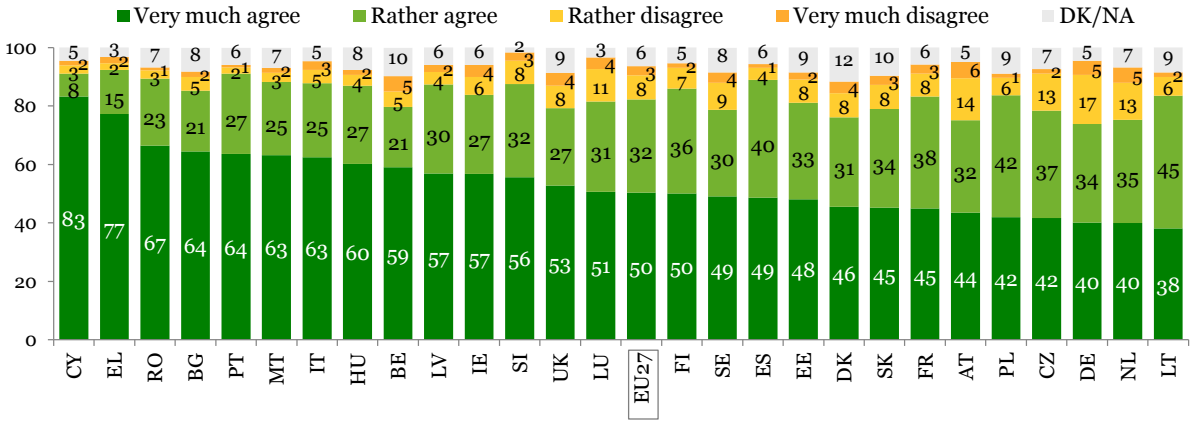
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % by country

Cypriots were also the most likely to *very much* agree with the last statement about the link between biodiversity and tackling climate change: 83% *very much* agreed that halting biodiversity loss would be important because **it was essential in tackling climate change**. Furthermore, just 5% of Cypriots disagreed with this statement. Cyprus was followed by Greece, where 77% of respondents expressed strong agreement.

In Lithuania, on the other hand, just 38% of respondents *very much* agreed that biodiversity was essential in tackling climate change; nonetheless, as for Cyprus, just 8% of Lithuanians disagreed with this statement. The largest levels of disagreement were – once again – observed in Austria and Germany (20%-22%).

Reasons why it is important to halt biodiversity loss

Biodiversity is essential in tackling climate change



Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
Base: all respondents, % by country

Reasons why biodiversity conservation is important – a comparison between 2007 and 2010

After looking at the individual country results regarding opinions as to why it was important to halt biodiversity loss, it could be concluded that respondents in Cyprus, Greece, Italy and Malta seemed to be the most convinced that the protection of biodiversity was important; they were among the most likely to *very much* agree with each of the statements about why the issue was important.

A comparison with the previous survey results showed that, also in 2007, Cyprus, Greece and Malta were consistently found among the countries where respondents appeared to be the most convinced that halting biodiversity was important for a multitude of reasons. Italy's results in 2007, on the other hand, were below the EU average for most statements; in 2010, however, the country joined Cyprus, Greece and Malta at the higher end of the distributions. For example, in 2007, 49% of Italians *very much* agreed that it would be important to halt biodiversity loss because citizens' well-being and quality of life depended on it (six percentage points below the EU average of 55%); in 2010, however, 70% of Italians *very much* agreed with this statement (+21 percentage points compared to 2007 and 12 percentage points above the EU average).

In fact, it was not only in Italy, but also in many other countries, that respondents were now more likely to *very much* agree that there were many reasons to halt biodiversity loss. For example, the proportion of Hungarians who *very much* agreed that halting biodiversity loss was a moral obligation increased from 69% in 2007 to 80% in 2010 (+11 percentage points) and the proportion who *very much* agreed with the statement about economic consequences for Europe increased from 52% in 2007 to 64% in 2010 (+12 percentage points).

An opposite trend, however, was seen in Romania: in 2007, Romania was close to Cyprus, Greece and Malta with among the highest proportions of respondents who *very much* agreed with the different statements about why it was important to halt biodiversity loss; in 2010, Romania scored somewhat lower on all statements. For example, in the previous survey, three-quarters of Romanians *very much* agreed that it would be important to halt biodiversity loss because citizens' well-being and quality of life depended on it; in 2010, this proportion has decreased to two-thirds (-9 percentage points). Other countries where such a negative trend was observed were, for example, Bulgaria and Slovakia.

Socio-demographic considerations

Across all socio-demographic groups, not many variations were seen in the total proportions of respondents who agreed with the different statements about why it would be vital to halt biodiversity loss. Focusing solely on respondents who expressed strong agreement, however, a different picture emerged.

The largest differences in the proportions of respondents who *very much* agreed with a statement were found when looking across age groups. Older respondents seemed to be the most convinced that the protection of biodiversity was important; they were more likely to *very much* agree with four of the statements why the issue was important (the exception being the statement about tackling climate change). For example, while 76% of the over 54 year-olds *very much* agreed that the conservation of biodiversity was a moral obligation, only 59% of 15-24 year-olds did so. Similarly, while 64% of the over 54 year-olds *very much* agreed that it was important to halt biodiversity loss because well-being and quality of life depended on it, only 45% of the 15-24 year-olds did so.

The largest differences in opinions, in terms of levels of education, regarding why it was important to stop biodiversity loss were observed between those respondents still in education and those with the lowest levels of education. For example, while 38% of respondents who were still studying *very much* agreed that biodiversity loss would have economic consequences for Europe, almost half (48%) of the least-educated respondents *very much* agreed.

Small differences were mainly observed in the importance attached to each of the statements about slowing down biodiversity loss when comparing the views of men and women, respondents living in rural areas and in neighbourhoods of smaller and larger cities, or respondents in different occupational categories.

For more details, see annex tables 5b through 9b.

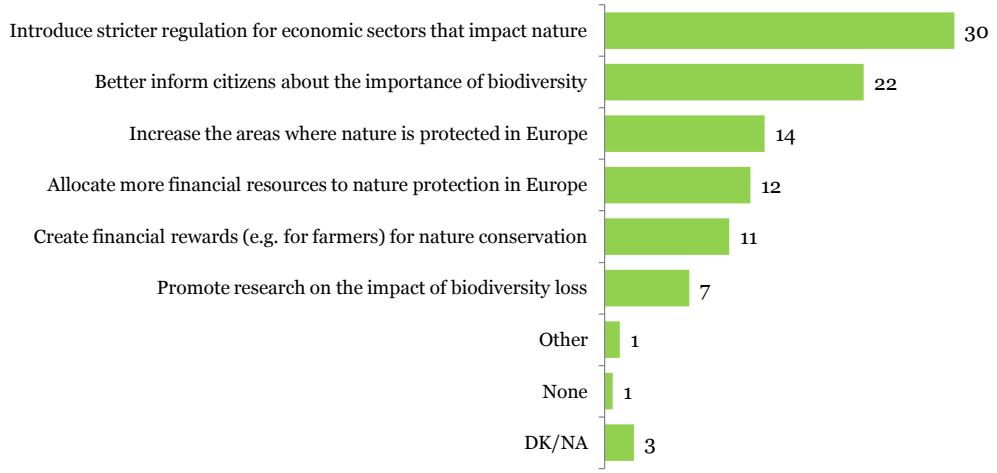
4.2 What measure should the EU take to protect biodiversity?

When asked which measure the EU should prioritise in order to protect biodiversity, the largest proportion of EU citizens (30%) selected introducing stricter regulation for economic sectors that had an impact on nature. Somewhat more than a fifth (22%) of respondents indicated that the EU should focus on providing citizens with better information about the importance of biodiversity.

Measures to increase the areas where nature was protected in Europe and to allocate more financial resources to nature protection in Europe were chosen as priority measures by, respectively, 14% and 12% of EU citizens.

Roughly a tenth (11%) of respondents answered that the EU should make it a priority to create financial rewards for nature conservation (e.g. for farmers) and 7% said the same about the need to promote research about the impact of biodiversity loss.

What measures should the EU take – as a priority – to protect biodiversity?



Q8. What measure to protect biodiversity should the European Union take as a priority?
Base: all respondents, % EU27

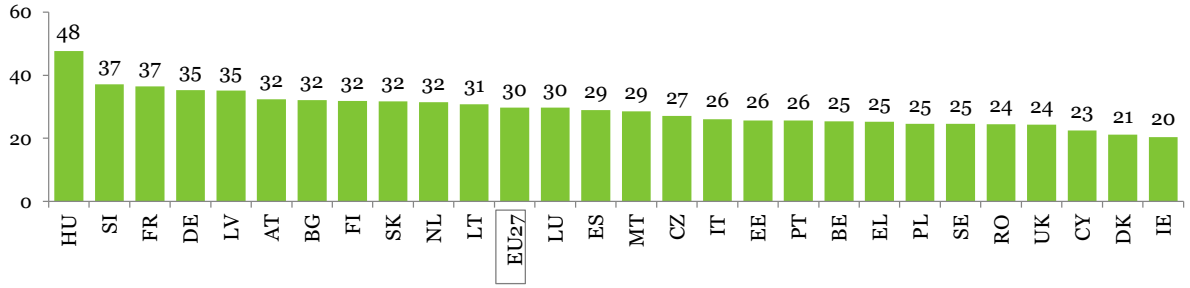
Country variations

Hungarians somewhat stood out from the pack with 48% who said that the EU should – as a priority – **introduce stricter regulation for economic sectors that had an impact on nature**. Other countries where a high proportion of respondents selected this measure were Slovenia and France (both 37%), Germany and Latvia (both 35%). In Ireland and Denmark, on the other hand, just a fifth (20%-21%) of respondents identified introducing stricter economic regulation as a priority measure.

As expected, based on the EU-wide results, "introducing stricter regulation for economic sectors that had an impact on nature" received the most support as a priority measure to be taken by the EU in a large majority of countries (21 out of 27).

Measures to protect biodiverity

Introduce stricter regulation for economic sectors that impact nature



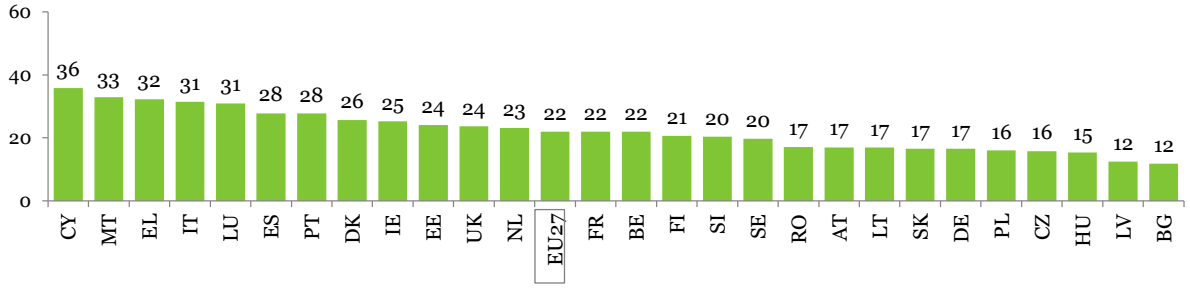
Q8. What measure to protect biodiversity should the European Union take as a priority?
%, Base: all respondents, by country

The proportion of respondents who answered that the EU should make it a priority to **provide better information to citizens about the importance of biodiversity** ranged from roughly one in eight in Bulgaria and Latvia (both 12%) to three times as many respondents in Cyprus (36%).

"Providing better information to citizens about the importance of biodiversity" was the most commonly mentioned priority measure in eight countries: Cyprus (36%), Malta (33%), Greece (32%), Italy and Luxembourg (both 31%), Portugal (28%), Denmark (26%), Ireland (25%).

Measures to protect biodiverity

Better inform citizens about the importance of biodiversity



Q8. What measure to protect biodiversity should the European Union take as a priority?
%, Base: all respondents, by country

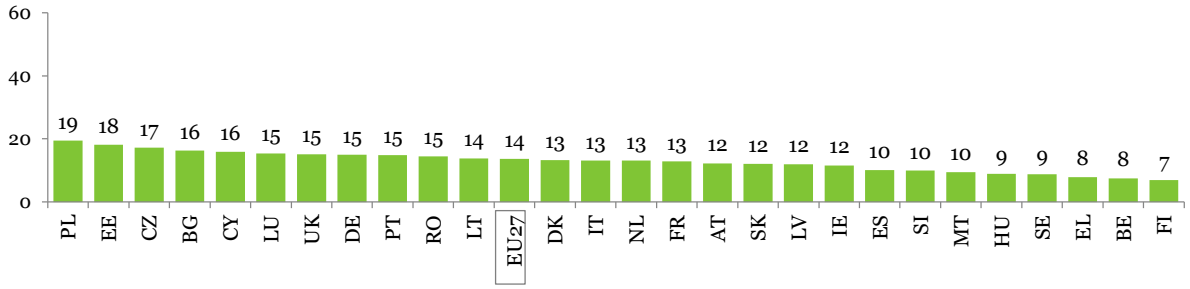
While at least a sixth of Poles (19%), Estonians (18%) and Czechs (17%) felt that the EU should – as a priority – take measures to **increase the areas where nature was protected in Europe**, this view was shared by less than a tenth of Finns, Belgians, Greeks, Swedes and Hungarians (7%-9%).

Polish respondents – together with Romanian and Latvian respondents – were (also) the most likely to stress the importance of **allocating more financial resources to nature protection in Europe**: in each of these countries, 21% of interviewees selected this as a priority measure for the EU. In the Netherlands, Luxembourg, Portugal and France, the corresponding proportions were just 7%-8%.

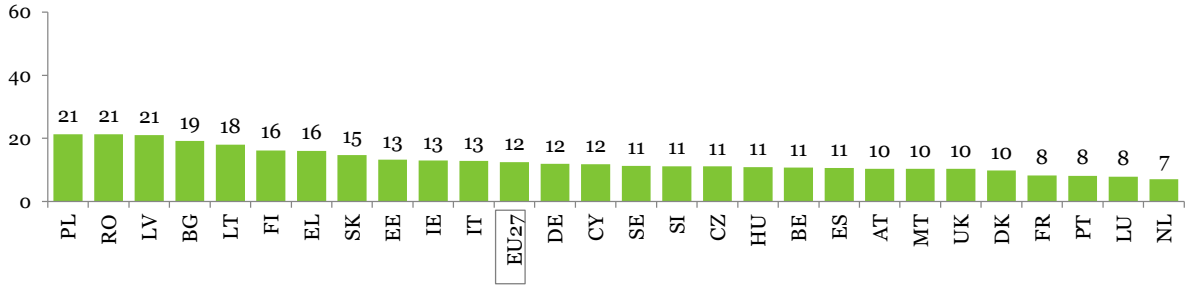
Respondents in a majority of countries most frequently selected the same two measures, i.e. stricter regulation for economic sectors that had an impact on nature and better information for citizens about the importance of biodiversity. Furthermore, in most countries, either increasing the areas where nature was protected in Europe or allocating more financial resources to nature protection in Europe appeared in third position.

Measures to protect biodiverity

Increase the areas where nature is protected in Europe



Allocate more financial resources to nature protection in Europe

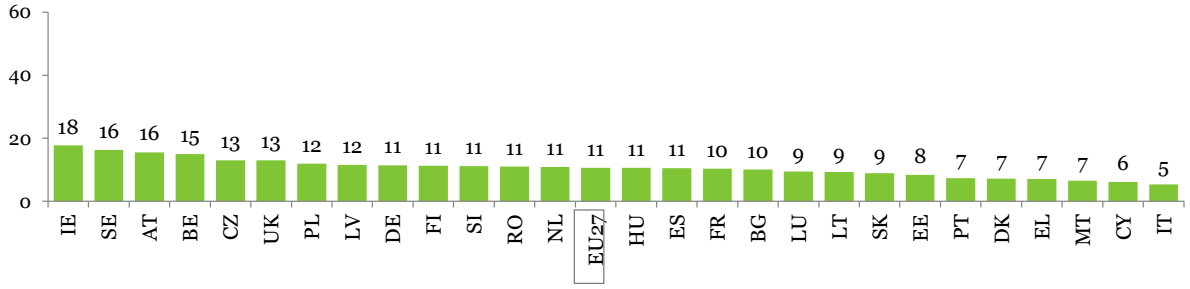


Q8. What measure to protect biodiversity should the European Union take as a priority?
%, Base: all respondents, by country

Roughly one in five (18%) Irish respondents, 16% of Swedish and Austrian interviewees and 15% of Belgian respondents said that the EU should make it a priority to **create financial rewards for nature conservation (e.g. for farmers)**. In each of these countries, respondents were more likely to give priority to this measure than they were to support measures to increase the areas where nature was protected or to allocate more financial resources to nature protection in Europe.

Measures to protect biodiverity

Create financial rewards (e.g. for farmers) for nature conservation

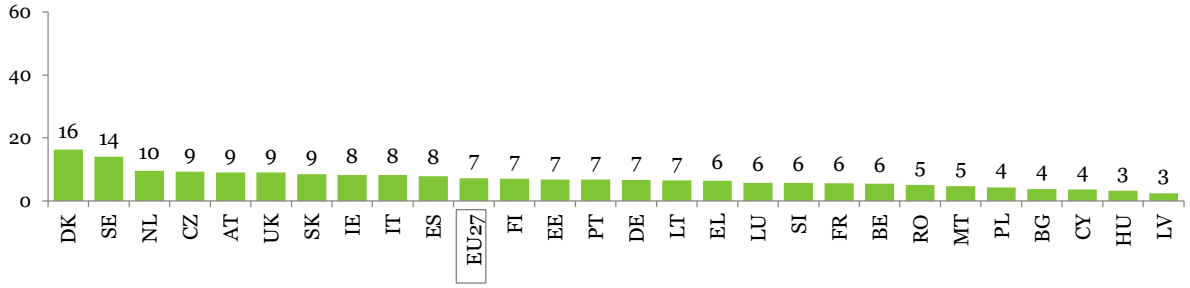


Q8. What measure to protect biodiversity should the European Union take as a priority?
%, Base: all respondents, by country

The proportion of respondents who answered that **promoting research on the impact of biodiversity** was a measure that the EU should take as a priority remained below 10% in almost all Member States. In Denmark, on the other hand, 16% of respondents mentioned the promotion of research on the impact of biodiversity – this measure appeared among the three most mentioned ones in this country. Sweden was the closest to Denmark with 14% of respondents supporting this as a priority measure.

Measures to protect biodiverity

Promote research on the impact of biodiversity loss



Q8. What measure to protect biodiversity should the European Union take as a priority?
%, Base: all respondents, by country

Socio-demographic considerations

Across almost all socio-demographic groups, "introducing stricter regulation for economic sectors that had an impact on nature" received the most support as a priority measure to be taken by the EU and "providing better information to citizens about the importance of biodiversity" was selected by the second largest proportion. For example, roughly a third of 25-54 year-olds, those with a high level of education and employees (32%-34%) selected the former as a measure to be taken as a priority and about a fifth selected the latter measure (20%-21%).

Interestingly, respondents who were the most likely to feel uniformed about biodiversity loss – such as women, respondents with the lowest level of education and non-working respondents – were also the ones who most frequently selected the provision of better information to citizens about biodiversity as a priority measure. Respondents with the lowest level of education were the most likely to select this measure (26%, compared to 21% of respondents with the highest level of education) – in fact, they were the only ones who selected this measure more frequently than any other measure listed in the survey.

This finding was also confirmed when looking at the results by respondents' level of whether they felt informed about biodiversity loss: just 16% of respondents who felt *very well informed* about the issue felt that providing citizens with better information about biodiversity should be prioritised; however, this proportion was 10 percentage points higher for respondents who felt *not at all informed* about the topic (26%).

The results for most other measures to protect biodiversity loss showed mostly small differences across socio-demographic groups. Nonetheless, somewhat larger differences were seen for the measure of increasing the areas where nature was protected in Europe; this measure received most support among 15-24 year-olds and full-time students (17%-18% selected this measure – compared to, for example, 12% of the over 54-year-olds and 11% of respondents with the highest level of education).

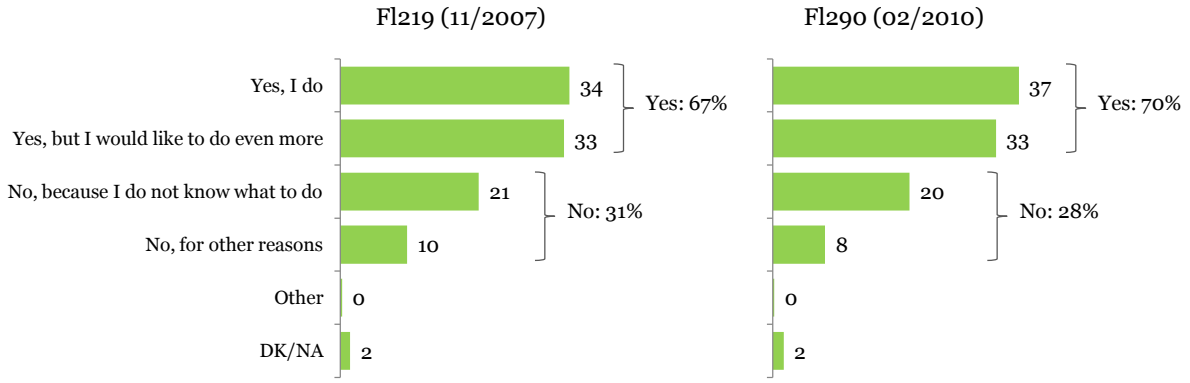
For more details, see annex table 15b.

4.3 Personal efforts to help preserve biodiversity

A majority (70%) of EU citizens said they personally made some efforts to protect biodiversity; roughly half of these respondents (i.e. replying "yes") said they would be willing to do even more in order to counteract biodiversity loss (this group represented 33% of all respondents).

More than a quarter (28%) of respondents answered that they were not making any attempts to protect biodiversity. However, most of these respondents said this was because they did not know what to do to stop biodiversity loss (70% of those replying "no" or 20% of all respondents). Eight percent of respondents gave other reasons for not protecting biodiversity loss.

Personal efforts to protect biodiversity, 2007-2010



Q12(2010)/Q10(2007). Would you say that you personally make an effort to protect biodiversity?
Base: all respondents, % EU27

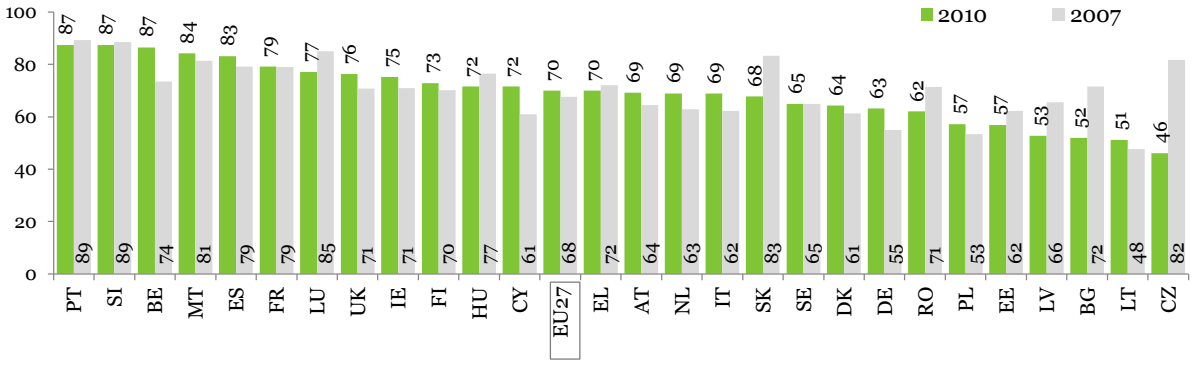
Country variations

As in 2007, the country specific results indicated that respondents in Portugal and Slovenia were the most committed to the conservation of biodiversity; in these countries, 87% of respondents said they were making efforts in this regard. In 2007, 74% of Belgian respondents said they were making active efforts to slow down biodiversity loss; in 2010, this proportion has increased to 87% (+13 percentage points) – as such, Belgium has now joined Portugal and Slovenia at the top of the country ranking.

Lithuania, on the other hand, was again found close to the bottom of the country ranking with 51% of respondents who were personally making some efforts to slow down biodiversity loss (from 48% in 2007). In the current survey, however, Lithuania has been joined by the Czech Republic, Bulgaria and Latvia; these countries have seen significant decreases in the proportion of respondents who said they were making efforts in this regard (the Czech Republic: from 82% in 2007 to 46% in 2010; Bulgaria: from 72% to 52%; Latvia: from 66% to 53%).

Personal efforts to protect biodiversity, 2007-2010

"Yes" answers

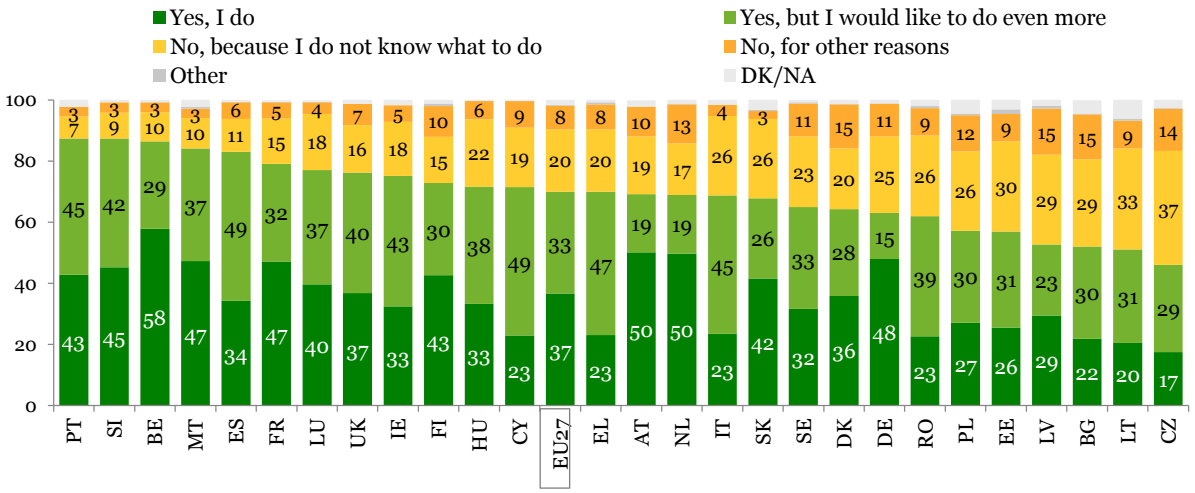


Q12(2010)/Q10(2007). Would you say that you personally make an effort to protect biodiversity?
Base: all respondents
% "Yes, I do" and "Yes but I would like to do even more", by country

Focusing on those respondents who declared that they were willing to do even more for biodiversity conservation than they were currently doing showed that almost half of respondents in Spain and Cyprus gave such a response (both 49%). This proportion was also greater than 40% in Greece (47%), Italy and Portugal (both 45%), Ireland (43%) and Slovenia (42%).

The provision of more information on how respondents could help protect biodiversity would be most welcome in the Czech Republic; interviewees from this country were the most likely to report that they were not making any efforts to protect biodiversity because they did not know what actions to take (37%). This view was also voiced by 33% of Lithuanians and 29%-30% of Bulgarians, Latvians and Estonians.

Personal efforts to protect biodiversity



Q12. Would you say that you personally make an effort to protect biodiversity?
Base: all respondents, % by country

Socio-demographic considerations

Respondents who reported making personal efforts to protect biodiversity were more likely to be women (73% vs. 67% of men), older (73% of over 39 year-olds vs. 59% of 15-24 year-olds) and living in rural areas (72% vs. 68% of respondents in metropolitan areas); they were also somewhat more likely to be self-employed or working as employees (72%-73% vs. 68%-69% of manual workers and non-working respondents).

The largest differences, however, were seen when comparing respondents who felt well informed about biodiversity loss with those who felt the opposite: 86% of respondents who felt *very well informed* about biodiversity loss said they were actively protecting biodiversity; however, this proportion decreased to 58% for respondents who felt *not at all informed* about the topic.

Looking at those respondents who declared they were willing to do even more for biodiversity conservation than they were currently doing, the same patterns for gender and occupational status emerged; there were again rather more women (35% vs. 31% of men) and more employees (37% vs. 31%-33% across other occupational groups) who expressed a willingness to enhance their efforts to help protect biodiversity.

However, unlike the earlier observations, this willingness to do more to help protect biodiversity was also more often reported by younger respondents, full-time students, respondents with a higher level of education and by those from urban and metropolitan areas. For example, 37%-38% of 15-39 year-olds said they were willing to do more to protect biodiversity, while only 27% of the over 54 year-olds voiced this opinion. Similarly, 36%-37% of full-time students and respondents with the highest level of education would like to do more for biodiversity conservation than they were currently doing, compared to 30% of respondents with the lowest level of education.

Younger respondents, those still in education – and respondents who felt not at all informed about biodiversity loss – would be more inclined to receive more information about what one could do to protect biodiversity. For example, while 30% of 15-24 year-olds and full-time students declared that they did nothing to conserve biodiversity because they simply did not know what actions to take; only 17%-18% of respondents older than 39 and 19%-21% of respondents who had completed their education said the same thing.

For more details, see annex table 19b.

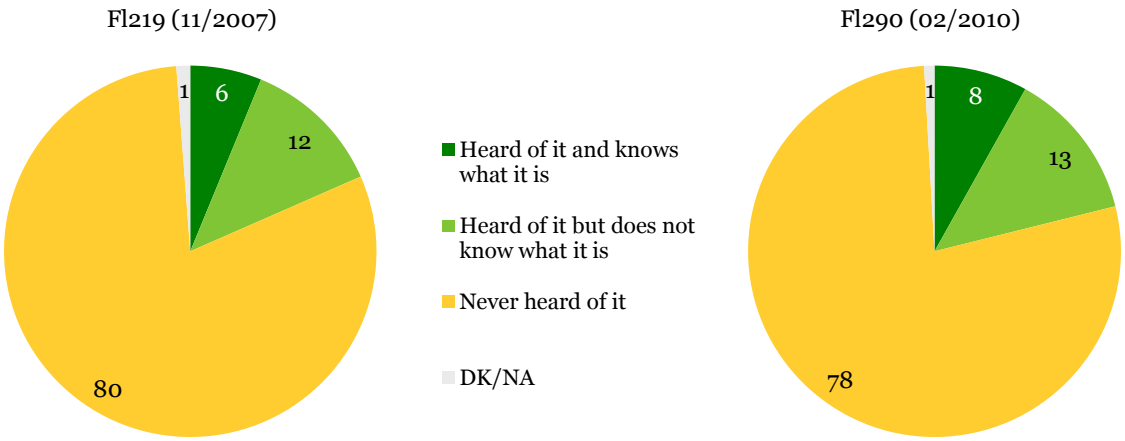
5. *Natura 2000* and key roles of nature protection areas

5.1 Awareness of the Natura 2000 network

The current survey results showed that EU citizens have remained relatively unfamiliar with *Natura 2000* – an EU-wide network of nature protection areas[4]. Almost 8 in 10 respondents said they had never heard of *Natura 2000* (78%; compared to 80% in 2007).

EU citizens who were familiar with the term *Natura 2000* did not necessarily know its actual meaning: 13% of respondents said they had heard of the network but did not know exactly what it was. Less than a tenth (8%) stated that they had heard of the *Natura 2000* network and that they also knew what it represented.

Awareness of the *Natura 2000* network, 2007-2010



Q9(2010)/Q8(2007). Have you heard of the Natura 2000 network?
Base: all respondents, % EU27

Country variations

Once again, awareness levels of the *Natura 2000* network differed markedly between Member States. The proportion of respondents who said they had never heard of the term *Natura 2000* ranged from 19% in Finland to 96%-97% in Ireland and the UK.

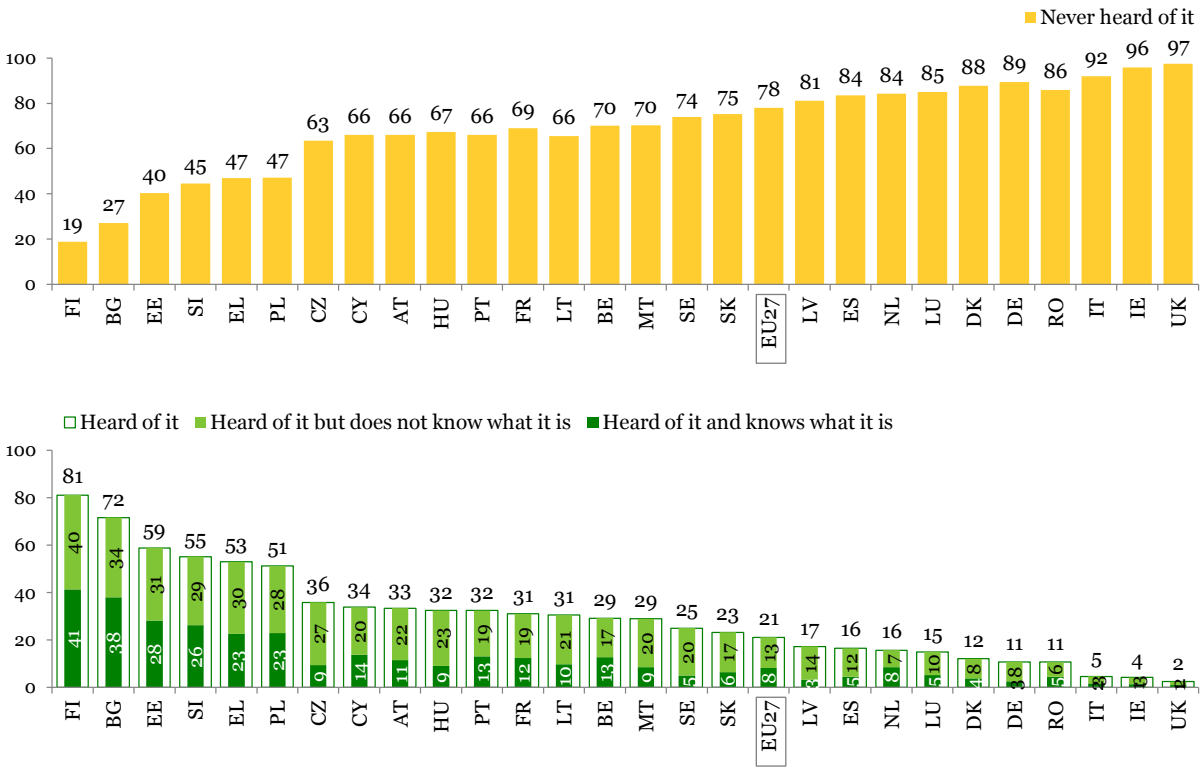
Awareness of the *Natura 2000* network was highest among Finnish and Bulgarian respondents. Roughly 4 in 10 (41%) Finnish interviewees said they knew what the network represented and a similar proportion (40%) had simply heard of the network without knowing any details. The corresponding proportions for Bulgaria were, respectively, 38% and 34%.

Other countries where more than half of interviewees had heard about the *Natura 2000* network were Estonia (59%), Slovenia (55%), Greece (53%) and Poland (51%). Nonetheless, in all Member States – except for Finland and Bulgaria – respondents who had just heard about *Natura 2000*, but without knowing anything about it, outnumbered those who knew what the term represented; for example, 30% of Greeks belonged to the former group and 23% to the latter.

As in the previous survey, in the UK, Ireland and Italy, citizens had very little knowledge of the network: not more than 5% had heard of *Natura 2000* and virtually none understood what it represented (1%-2%).

[4] *Natura 2000* was established under the *1992 Habitats Directive* and the *1979 Birds Directive* with the aim of ensuring the long-term protection of Europe's most valuable and threatened species and habitats.

Awareness of the *Natura 2000* network



Q9. Have you heard of the *Natura 2000* network?
Base: all respondents, % by country

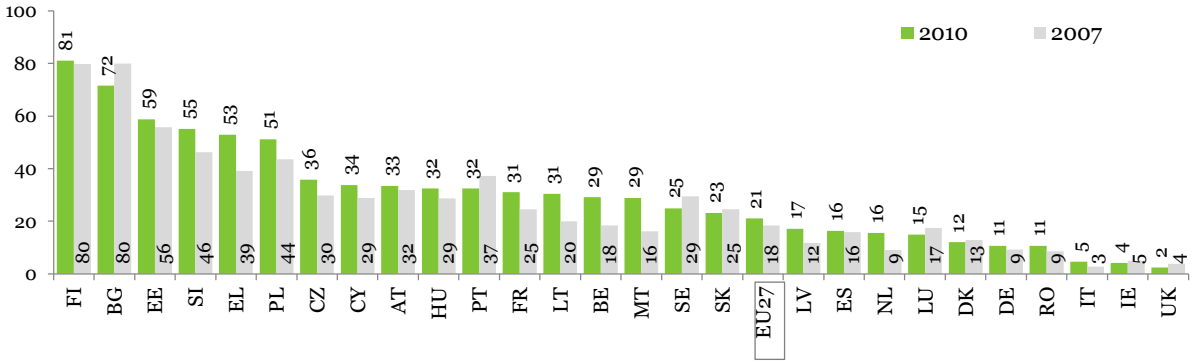
Awareness of the Natura 2000 network – a comparison between 2007 and 2010

In terms of awareness of the *Natura 2000* network, there was virtually no difference in the EU-wide results for 2007 and 2010; this observation was also correct for roughly half of the individual country results. In nine countries, however, the proportion of respondents who had heard about *Natura 2000* has increased by more than five percentage points; this increase was the largest in Greece (from 39% in 2007 to 53% in 2010; +14 percentage points) and Malta (from 16% in 2007 to 29% in 2010; +13 percentage points).

An opposite trend was seen in Bulgaria: in 2007, 80% of Bulgarians had heard of the *Natura 2000* network; in 2010, however, this proportion has decreased to 72% (-8 percentage points). In 2007, the high awareness level of the *Natura 2000* network in Bulgaria could have been explained by media attention, during the fieldwork period, due to the controversial selection process of potential candidate areas[5].

[5] In February 2007, the Bulgarian government was accused of having excluded almost half of the protection areas from the list of potential candidates, proposed by scientists, because of investors' interests.
See: http://ec.europa.eu/public_opinion/flash/fl_219_en.pdf

Awareness of the Natura 2000 network, 2007-2010



Q9(2010)/Q8(2007). Have you heard of the Natura 2000 network?
Base: all respondents
% "Heard of it and knows what it is" and "Heard of it but does not know what it is", by country

Socio-demographic considerations

Respondents who felt informed about biodiversity loss were also more likely to be aware of the existence of the *Natura 2000* network. Almost 9 in 10 (86%) of those respondents who did *not* feel *at all informed* about biodiversity loss said they had never heard of the *Natura 2000* network; this proportion decreased to 62% of respondents who felt *very well informed* about biodiversity loss. A quarter of the latter group of respondents had heard of the *Natura 2000* network and also knew what it represented, compared to just 3% of the former group.

Variations in the awareness levels of the *Natura 2000* network, across socio-demographic groups, were quite similar to those previously described in regard to levels of knowledge of biodiversity issues and the extent to which respondents felt informed about biodiversity loss. Women, 15-24 year-olds, full-time students, respondents with the lowest level of education and non-working respondents were more likely than their counterparts to say they had never heard about the *Natura 2000* network. For example, while 85% of full-time students and respondents with the lowest level of education had never heard of the *Natura 2000* network, this proportion decreased to 70% of respondents with the highest level of education.

The same pattern emerged when looking at the differences in the actual knowledge about the *Natura 2000* network. The proportions of respondents who reported knowing the meaning of *Natura 2000* were higher for men (10% vs. 6% of women), respondents with the highest level of education (13% vs. 3% of those with the lowest level of education and 6% of full-time students) and self-employed respondents (13% vs. 7% of non-working respondents and manual workers).

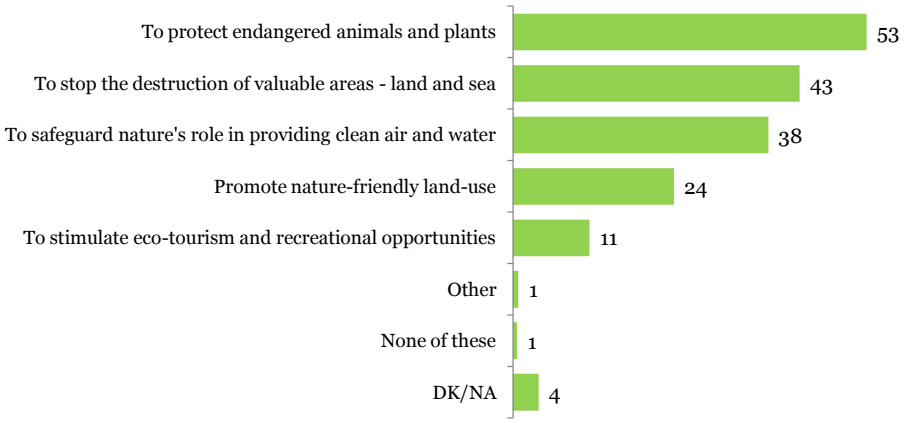
For more details, see annex table 16b.

5.2 Most important roles of nature protection areas

When asked about the key roles of nature protection areas, such as *Natura 2000* sites, a slim majority (53%) of EU citizens selected the protection of endangered animals and plants as one of the two most important roles of such sites. More than 4 in 10 (43%) respondents mentioned stopping the destruction of valuable areas of land and sea and a somewhat lower proportion (38%) referred to the key role of nature protection areas in safeguarding nature's role in providing clean air and water.

Promoting nature-friendly land-use was selected by about a quarter (24%) of EU citizens as one of the two most important roles of nature protection areas, but just 11% identified stimulating eco-tourism and recreational opportunities.

Most important roles of nature protection areas



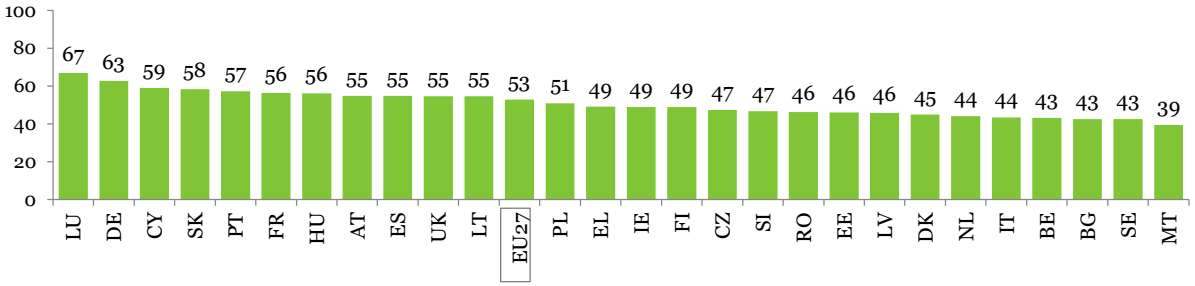
Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
Note: respondents were allowed to give two answers
Base: all respondents, % EU27

Country variations

The proportion of respondents who said that **protecting endangered animals and plants** was one of the two most important roles of nature protection areas (such as *Natura 2000* sites) ranged from 39% in Malta to 67% in Luxembourg. As for the EU-wide results, this role of nature protection areas was selected by the largest proportion of respondents in 19 Member States.

Most important roles of nature protection areas

To protect endangered animals and plants



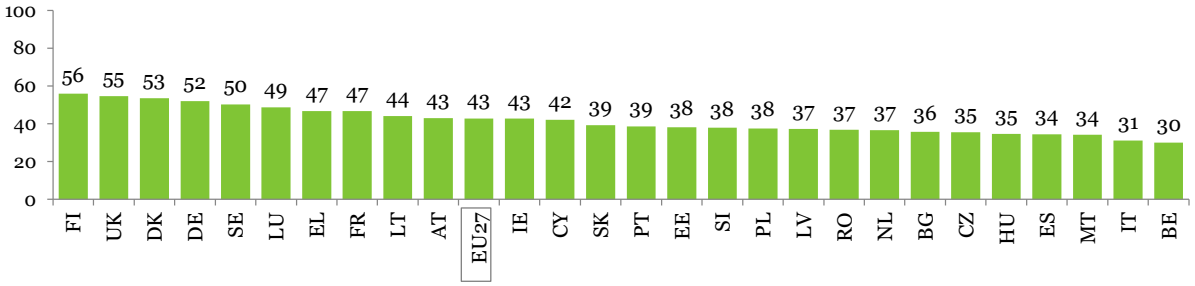
Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
%, Base: all respondents, by country

As noted above, in many Member States, a relative majority of respondents selected the protection of endangered animals and plants as a key role of nature protection areas; in Finland, Denmark, Sweden

and the UK, on the other hand, the largest proportion of respondents identified **stopping the destruction of valuable areas of land and sea** as one of two most important roles of such areas (between 50% and 56%). In Germany, 52% of respondents saw stopping the destruction of such valuable areas as a key role of nature protection areas; however, in Belgium and Italy, just 3 in 10 respondents selected this response (30%-31%).

Most important roles of nature protection areas

To stop the destruction of valuable areas - land and sea

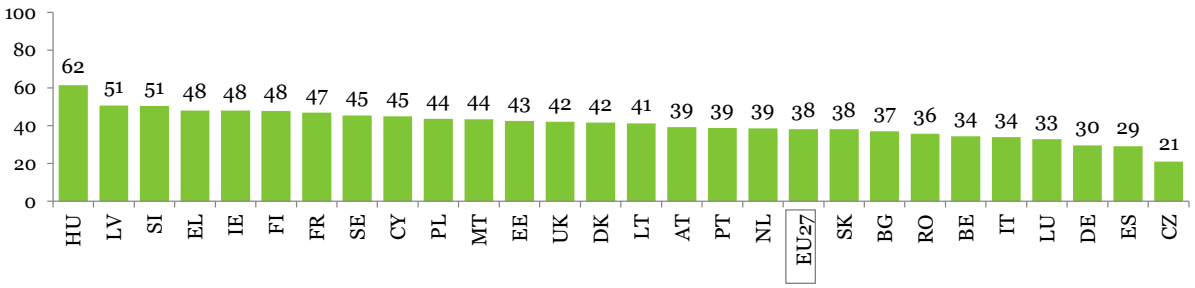


Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
%, Base: all respondents, by country

Respondents in Hungary (62%), Latvia and Slovenia (both 51%), were the most likely to say that one of the two most important roles of nature protection areas was to **safeguard nature's role in providing clean air and water**. In these countries, and in Malta (44%), this response was more frequently provided than any of the other roles listed in the survey. Respondents in the Czech Republic were the least likely to select this role of nature protection areas (21%).

Most important roles of nature protection areas

To safeguard nature's role in providing clean air and water

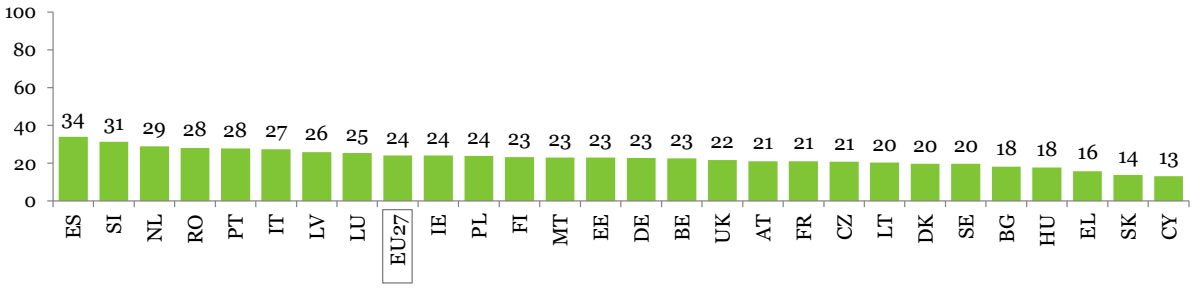


Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
%, Base: all respondents, by country

In more than half of the countries, **promoting nature-friendly land-use** as a key role of nature protection areas was selected by less than a quarter of respondents; Cypriots and Slovaks were the least likely to give this response (13%-14%). In Spain, Slovenia and the Netherlands, on the other hand, more than twice as many respondents opted for this role of nature protection areas (between 29% and 34%).

Most important roles of nature protection areas

Promote nature-friendly land-use

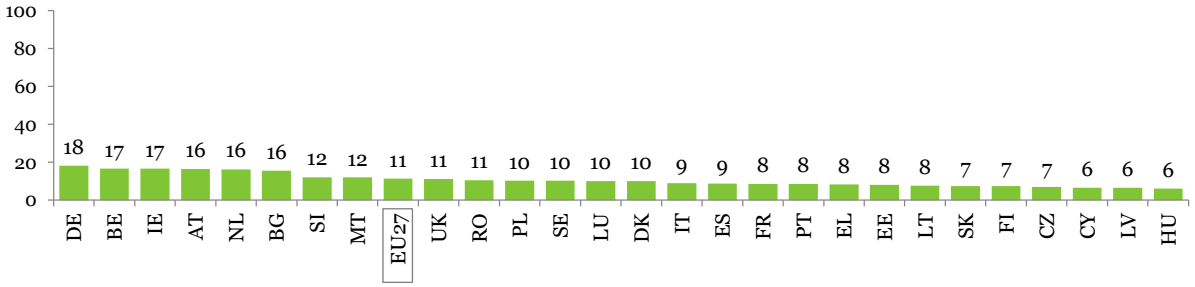


Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
%, Base: all respondents, by country

Across all Member States, **stimulating eco-tourism and recreational opportunities** was the least frequently selected response; the proportion of respondents who saw this as one of the two most important roles of nature protection areas ranged from 6% in Hungary, Latvia and Cyprus to 17% in Ireland and Belgium and 18% in Germany.

Most important roles of nature protection areas

To stimulate eco-tourism and recreational opportunities



Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?
%, Base: all respondents, by country

Socio-demographic considerations

Across all socio-demographic groups, "protecting endangered animals and plants" was the most frequently selected response; the proportion of respondents who named this role of nature protection areas ranged from 47%-48% for the over 54-year-olds and self-employed respondents to 64%-66% for full-time students and 15-24 year-olds.

To stop the destruction of valuable areas of land and sea was the second most frequently selected response across almost all socio-demographic groups; for example, this response was selected by 44% of 25-39 year-olds, compared to 55% of that group who had chosen "protecting endangered animals and plants". The 40-54 year-olds, respondents with the highest level of education, employees and self-employed respondents were the most likely to say that stopping the destruction of valuable areas of land and sea was an important role of nature protection areas (between 45% and 50%).

The over 54 year-olds, respondents with the lowest level of education and non-working respondents, on the other hand, were more likely to say that safeguarding nature's role in providing clean water and air was an important role of nature protection areas than they were to say the same about "stopping the destruction of valuable areas of land and sea". For example, 42% of the least-educated respondents selected the former response, compared to 35% who chose the latter.

Differences between respondents who felt well informed about biodiversity loss and those did not feel informed about the topic were the largest for "stopping the destruction of valuable areas of land and sea": while just 36% of respondents who felt *not at all informed* about biodiversity said that this was one of the two most important roles of nature protection areas, this proportion increased to 48% of respondents who felt *very well informed*. All of the other responses showed smaller differences; nonetheless, it is worth pointing out that respondents who felt *very well informed* about biodiversity loss were more likely to select stimulating eco-tourism and recreational opportunities as an important role of nature protection areas (17% vs. 10% of those who felt *not all informed*).

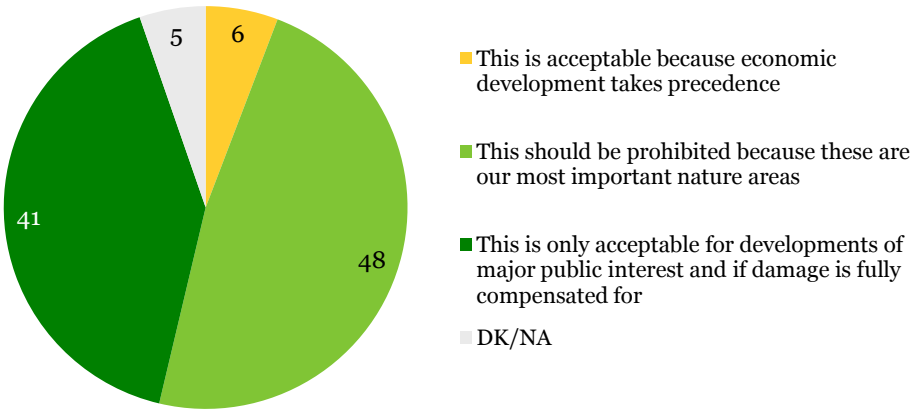
For more details, see annex table 17b.

5.3 The impact of economic development on nature protection areas

Economic development may result in damage or destruction of nature protection areas, such as those included in the *Natura 2000* network. A minority (6%) of EU citizens felt that this was acceptable because economic development should take precedence. In sharp contrast, roughly half (48%) of EU citizens thought that economic development resulting in damage or destruction of nature protection areas should be prohibited because of the importance of such nature areas.

Finally, 41% took a more moderate stance by agreeing that that economic development resulting in damage or destruction of nature protection areas would be acceptable for developments of major public interest, if that damage to nature was fully compensated for in some way.

The impact of economic development on nature protection areas



Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites. Which of the following statements comes closest to your opinion?
Base: all respondents, % EU27

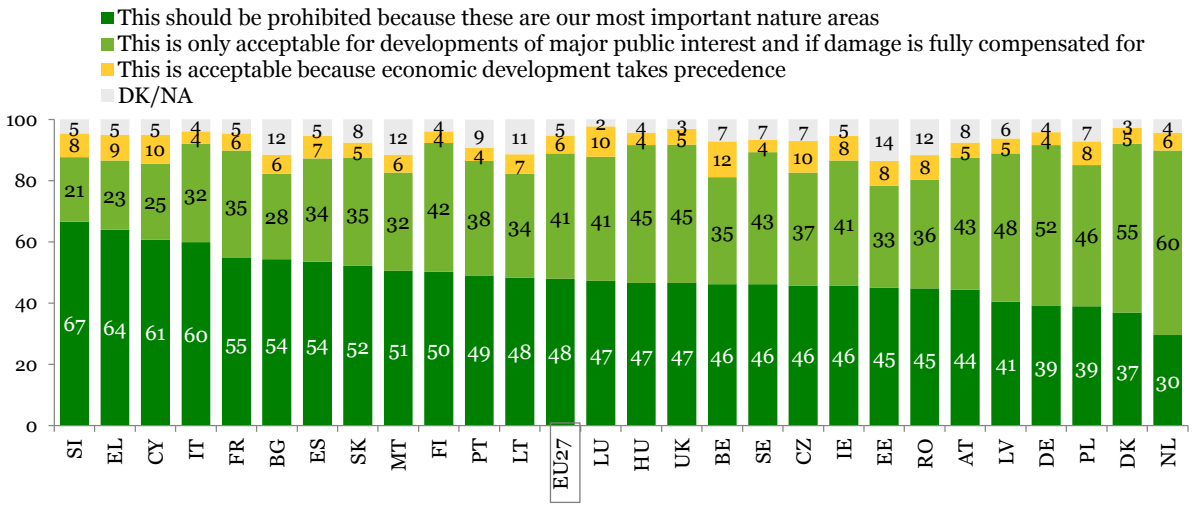
Country variations

The proportion of respondents who said that that economic development resulting in damage or destruction of nature protection areas should be prohibited because of the importance of such nature areas ranged from 30% in the Netherlands to 67% in Slovenia. Italy, Cyprus and Greece were close to Slovenia, with at least 6 in 10 respondents who supported this opinion (60%-64%).

Conversely, the proportion of respondents who agreed that such developments would be acceptable when a major public interest was served, and if the damage to nature was fully compensated for, ranged from 21% in Slovenia to 60% in the Netherlands. In addition to the Netherlands, more than half of respondents accepted this view in Denmark and Germany (55% and 52%, respectively).

Across almost all countries, less than a tenth of respondents answered that economic development was more important than the potential damage or destruction of nature protection areas resulting from the development. In the Czech Republic, Luxembourg and Cyprus, 10% of respondents answered that economic development should take precedence; in Belgium, this proportion was 12%.

The impact of economic development on nature protection areas



Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites. Which of the following statements comes closest to your opinion?
Base: all respondents, % by country

Socio-demographic considerations

Across all socio-demographic groups, a minority of respondents answered that economic development was more important than the potential damage or destruction of nature protection areas resulting from that development (between 4% and 7%).

At least half of women, 25-54 year-olds, respondents with lower levels of education, urban residents and manual workers said that economic development resulting in damage or destruction of nature protection areas should be prohibited because of their importance (50%-52%).

Furthermore, also across almost all other socio-demographic groups, respondents who accepted the above-mentioned point of view outnumbered those who said that damage or destruction of nature protection areas would be acceptable for developments of major public interest if the damage was fully compensated for in some way. For example, 48% of rural residents agreed with the former viewpoint, compared to 41% who accepted the latter.

Full-time students, 15-24 year-olds, respondents with the highest level of education, metropolitan residents and employees, however, were as likely – or even more likely – to take a more moderate stance than to agree that damage or destruction of nature protection areas should be prohibited. Between 44% and 48% of respondents in these groups said that economic development resulting in damage or destruction of nature protection areas would be acceptable for developments of major public interest, if the damage to nature was fully compensated for in some way.

Looking at respondents' level of feeling informed about biodiversity loss also showed that those who felt *very well* or *well informed* about the topic were more likely to agree that damage or destruction of nature protection areas would be acceptable for developments of major public interest if the damage was fully compensated for (45% vs. 34% of respondents who felt *not at all informed*).

For more details, see annex table 18b.

Flash EB Series #290

Attitudes of Europeans
towards the issue
of biodiversity
Wave 2

Annex
Tables and
Survey
Details

THE GALLUP ORGANIZATION

I. Annex Tables

Table 1a. Familiarity with the term "biodiversity" – *by country*

QUESTION: Q1. Have you ever heard the term "biodiversity"?

	Total N	% I've heard of it and I know what it means	% I've heard of it but I do not know what it means	% I have never heard of it	% DK/NA
EU27	27129	37.5	28.2	33.8	0.5
COUNTRY					
Belgium	1001	34.2	31.8	33.8	0.1
Bulgaria	1002	46.4	30.2	21.5	1.9
Czech Rep.	1005	21	31	47.6	0.4
Denmark	1010	14.9	14.9	70	0.2
Germany	1002	73.2	14.5	12.4	0
Estonia	1008	45.6	33.3	19.7	1.4
Greece	1000	27	26.4	46.5	0.2
Spain	1004	38.8	30.8	30.1	0.2
France	1008	36.1	42	21.8	0
Ireland	1000	25.3	29.3	45.4	0.1
Italy	1003	21.8	31.9	45.9	0.4
Cyprus	1004	13	13.6	73.2	0.2
Latvia	1001	26.2	26.1	46.5	1.1
Lithuania	1000	30.6	27.1	41.2	1.1
Luxembourg	1002	45.3	20.6	34.1	0
Hungary	1009	23	32.3	43.9	0.9
Malta	1003	18	35.2	46.6	0.2
Netherlands	1001	29.1	24.4	46.4	0
Austria	1011	73.9	13.4	12.7	0
Poland	1012	22.4	30.3	45.8	1.5
Portugal	1005	33.1	25.3	41.3	0.2
Romania	1011	24.9	25.2	45.4	4.6
Slovenia	1000	31.7	23.5	44.4	0.4
Slovakia	1014	9.1	25.5	65	0.3
Finland	1003	39.2	31.8	28.5	0.5
Sweden	1009	41.7	35.5	22.3	0.4
United Kingdom	1001	28.3	29.3	42.1	0.3

Table 1b. Familiarity with the term "biodiversity" – *by segment*

QUESTION: Q1. Have you ever heard the term "biodiversity"?

	Total N	% I've heard of it and I know what it means	% I've heard of it but I do not know what it means	% I have never heard of it	% DK/NA
EU27	27129	37.5	28.2	33.8	0.5
SEX					
Male	13117	41.8	28	29.9	0.3
Female	14012	33.5	28.4	37.4	0.7
AGE					
15 - 24	3978	35.3	28.4	36	0.4
25 - 39	6269	36.4	29.7	33.6	0.2
40 - 54	7428	40.3	28.3	31	0.3
55 +	9227	36.7	27.2	35.2	0.9
EDUCATION (end of)					
Until 15 years of age	4218	23	23.9	51.7	1.3
16 - 20	11883	33.2	30	36.2	0.5
20 +	7496	52.7	27.7	19.4	0.1
Still in education	2946	39.2	29	31.7	0.2
URBANISATION					
Metropolitan	4850	41.4	26.5	31.6	0.5
Urban	11246	34.3	29.8	35.7	0.2
Rural	10850	39.5	27.2	32.5	0.9
OCCUPATION					
Self-employed	2434	44.5	26	28.2	1.2
Employee	8660	44.1	30.3	25.4	0.2
Manual worker	2336	25.8	31.4	42.6	0.2
Not working	13599	34	26.7	38.6	0.7
INFORMED ABOUT BIODIVERSITY LOSS					
Very well informed	1295	75.9	12.2	11.8	0.1
Well informed	8741	58.7	24.8	16.2	0.2
Not well informed	10110	33.2	36.6	29.9	0.3
Not informed at all	6753	9.2	23	66.5	1.3

Table 2a. Meaning of "biodiversity loss" – *part 1 – by country*

QUESTION: Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?

% of "Mentioned" shown

	Total N	Decline in natural habitats/less variety - in general	Forests will disappear /decline	Certain animals and plants are disappearing/ will disappear	Certain animals and plants are/will become endangered	Loss of natural heritage like nature parks/endemic species/natural landscapes	Change of the climate	Problems with the clean air, water / CO2 emissions
EU27	27129	17.8	14.4	43	18.7	13.3	9	8.4
COUNTRY								
Belgium	1001	17.4	26.2	55.3	46.6	13.4	10.6	11.3
Bulgaria	1002	15.1	25.4	50.1	22.3	20.9	20.5	16.5
Czech Rep.	1005	30.7	22.5	34.2	17.7	14.7	8.9	15.5
Denmark	1010	8.9	7.9	36.5	14.2	10.6	7.8	6.8
Germany	1002	15.5	11.8	63.1	20.2	7.4	4.7	3.4
Estonia	1008	25.4	21.2	43.8	27	13.2	22.8	22
Greece	1000	11.4	4.2	26	10.4	9.5	3.2	4.6
Spain	1004	19.6	18.6	39.5	19.6	31.4	10.1	11.8
France	1008	16.7	15.8	45.7	18.5	10.4	6.2	7.4
Ireland	1000	10.7	4.7	23.1	11	14.3	5.9	5.1
Italy	1003	9.9	11.8	41.6	18.6	10.2	4.7	2.7
Cyprus	1004	20.9	20.7	34.6	18	29	9.9	12.1
Latvia	1001	32.6	19.8	37.3	19.3	5	18.6	25
Lithuania	1000	28.5	27.5	47.4	14.2	19	32.1	19.3
Luxembourg	1002	20.3	27	62.4	36.7	19.9	18.3	10.2
Hungary	1009	34.1	36.4	52	41.6	16.8	36.4	32
Malta	1003	20.2	9.4	32.4	12.8	8.9	6.6	8.5
Netherlands	1001	29.4	12.2	28.3	12.6	12	8.2	6.8
Austria	1011	24	6.4	65.3	19.3	7.7	4.6	2.8
Poland	1012	21.2	9.6	24.6	12.5	11.1	10.2	10.2
Portugal	1005	27.6	29	44	27.5	27.6	18.6	15.7
Romania	1011	29.3	24.3	24	19.3	11.7	22.9	17.3
Slovenia	1000	17.9	6	36.5	14	9.4	5.6	8.2
Slovakia	1014	20.4	28.1	41.2	32.1	13.4	27.6	24.6
Finland	1003	16.8	9.7	45.1	17.6	8.4	11.4	10.7
Sweden	1009	6.8	7.6	43.2	23.3	7.8	3.6	4.5
United Kingdom	1001	14.7	8.5	37.3	11.9	15	6.7	7

Table 2b. Meaning of "biodiversity loss" – *part1 – by segment*

QUESTION: Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?

% of "Mentioned" shown

	Total N	Decline in natural habitats/less variety - in general	Forests will disappear /decline	Certain animals and plants are disappearing/ will disappear	Certain animals and plants are/will become endangered	Loss of natural heritage like nature parks/endemic species/natural landscapes	Change of the climate	Problems with the clean air, water / CO_2 emissions
EU27	27129	17.8	14.4	43	18.7	13.3	9	8.4
SEX								
Male	13117	18.4	15.2	43.4	19.8	13.3	8.5	8.1
Female	14012	17.2	13.7	42.6	17.7	13.3	9.4	8.7
AGE								
15 - 24	3978	18	14.9	47.8	21.2	12	8.6	7.3
25 - 39	6269	21.1	15.8	45.3	20.9	15.9	10.8	9.8
40 - 54	7428	17	14.9	44.2	18.5	13.7	9.5	8.3
55 +	9227	16.3	12.8	38.5	16.5	11.9	7.5	8.3
EDUCATION (end of)								
Until 15 years of age	4218	12.9	12.5	31.2	13.7	10.3	7.5	8.2
16 - 20	11883	17.9	15.2	41.8	18.7	13.5	10.1	9.6
20 +	7496	21.6	14.7	49.4	20.3	15.7	8.2	7.3
Still in education	2946	16.5	13.4	49.5	23.2	11.6	8	6.8
URBANISATION								
Metropolitan	4850	19.3	13.5	45.2	19.5	14.5	10.2	8.8
Urban	11246	18.2	15	40.3	18.6	13.8	8.9	8.6
Rural	10850	16.9	14.3	44.7	18.5	12.4	8.6	8.2
OCCUPATION								
Self-employed	2434	19.9	15.9	45.5	20.2	13.5	6.1	8.2
Employee	8660	20.9	14.5	47.8	19.2	15.7	10	8.2
Manual worker	2336	17.4	17.3	40.3	19.8	11.6	11.8	9.9
Not working	13599	15.5	13.6	39.9	17.9	12.1	8.4	8.4
INFORMED ABOUT BIODIVERSITY LOSS								
Very well informed	1295	24.7	18.5	54.6	23	18.5	10.3	8.9
Well informed	8741	20.9	17.1	55.6	22.5	15.8	10.4	10
Not well informed	10110	18.7	15.2	44.7	19.3	14.3	9.9	9.2
Not informed at all	6753	11.3	9	22.3	12	8.1	5.5	5.1

Table 3a. Meaning of "biodiversity loss" – *part2 – by country*

QUESTION: Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?

% of "Mentioned" shown

	Total N	Problems for the economy / Loss of material wealth	Less opportunities for tourism	Loss of potential for producing medicines, food and fuel	Problems in my garden	Don't care about this issue	Others	DK/NA
EU27	27129	2.1	0.7	2	0.7	1.5	10.2	19.1
COUNTRY								
Belgium	1001	5.1	1.5	3.4	2	1.8	0.7	10.9
Bulgaria	1002	4.2	4	5.2	2.5	1.7	1.5	15.5
Czech Rep.	1005	3.9	1.4	1.7	0.7	4.9	1.4	7.5
Denmark	1010	0.9	0.1	1.4	0.2	0.9	10.4	34.7
Germany	1002	1.7	0.2	1.8	0.6	0.1	9.6	12.1
Estonia	1008	7.7	5	3.5	2.6	0.9	5.3	9.7
Greece	1000	0.5	0	1.3	0.3	0.2	35.9	17.6
Spain	1004	3	1	2.4	1.2	0.6	9.7	10.2
France	1008	0.9	0.1	1.1	0.5	1.9	12.7	15.9
Ireland	1000	1	0.1	3	0.2	1.2	10	42.8
Italy	1003	0.6	0	0.6	0.1	0.7	3.4	30.2
Cyprus	1004	2.5	0.8	5.6	0.9	1.1	5.8	15.6
Latvia	1001	3.1	0.2	1.4	1.2	3.5	8.8	12.5
Lithuania	1000	3.9	1.7	3.2	1.5	2	11.7	9.7
Luxembourg	1002	12.6	1.3	3.3	0.9	1.5	5.7	10.1
Hungary	1009	9.6	4.9	7.1	6.4	3.3	4.6	10.9
Malta	1003	1.4	0.8	0.8	0.2	0.1	8.4	33.4
Netherlands	1001	2.6	2.4	3.2	1.7	4.6	13.3	15
Austria	1011	1.1	0.5	0.8	0.2	0.8	7.1	10.6
Poland	1012	1.8	0.1	1.2	0.4	5.1	6.7	24.3
Portugal	1005	6	3.7	4.3	0.4	0.2	8.7	18.7
Romania	1011	3.2	2.8	0.7	1	0.5	0	19.2
Slovenia	1000	1.2	0	2.8	0.1	0.9	22.9	22.1
Slovakia	1014	4	2	1.2	0.7	4.9	1.7	12.2
Finland	1003	1.3	0.2	0.7	0.4	1.4	6.1	21
Sweden	1009	1.1	0.5	0.7	0.3	1	9.5	24.4
United Kingdom	1001	1.7	0.1	3.3	0.2	1.3	23.1	30.1

Table 3b. Meaning of "biodiversity loss" – *part2 - by segment*

QUESTION: Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?

% of "Mentioned" shown

	Total N	Problems for the economy / Loss of material wealth	Less opportunities for tourism	Loss of potential for producing medicines, food and fuel	Problems in my garden	Don't care about this issue	Others	DK/NA
EU27	27129	2.1	0.7	2	0.7	1.5	10.2	19.1
SEX								
Male	13117	2.5	0.8	2	0.6	1.7	10.5	18
Female	14012	1.8	0.6	1.9	0.9	1.4	10	20
AGE								
15 - 24	3978	2.2	0.4	1.3	0.3	1	7.8	18
25 - 39	6269	2.5	0.8	2.4	0.7	1.2	9.9	15
40 - 54	7428	1.9	0.9	2	0.6	1.4	10.9	17
55 +	9227	1.9	0.6	1.9	1.1	2	10.9	24
EDUCATION (end of)								
Until 15 years of age	4218	1.4	0.6	1.4	0.8	2.3	7.8	34
16 - 20	11883	2.3	0.9	2	0.8	1.7	9.8	19
20 +	7496	2.1	0.7	2.4	0.6	1	13.5	11
Still in education	2946	2.2	0.3	1.7	0.3	0.9	7.3	18
URBANISATION								
Metropolitan	4850	2	0.9	1.8	0.5	1.8	9.1	14
Urban	11246	2.1	0.7	2	0.6	1.3	11	21
Rural	10850	2.2	0.7	2	1	1.7	10.1	20
OCCUPATION								
Self-employed	2434	2.2	0.6	2.9	0.5	1.6	11.3	16
Employee	8660	2.1	1	2.1	0.6	1.3	12.2	13
Manual worker	2336	1.8	1.1	1.9	0.7	1.2	7.1	21
Not working	13599	2.1	0.5	1.7	0.9	1.7	9.3	23
INFORMED ABOUT BIODIVERSITY LOSS								
Very well informed	1295	3.4	2	5.1	0.9	1.1	15.8	5.5
Well informed	8741	2.6	0.9	2.7	0.9	0.7	12	6.4
Not well informed	10110	2.0	0.7	1.7	0.8	1.2	9.8	13.8
Not informed at all	6753	1.5	0.3	0.9	0.4	3.1	7.5	45.7

Table 4a. Being informed about biodiversity loss – *by country*

QUESTION: Q3. How informed do you feel about the loss of biodiversity?

	Total N	% Not informed at all	% Not well informed	% Well informed	% Very well informed	% DK/NA
EU27	27129	24.9	37.3	32.2	4.8	0.8
COUNTRY						
Belgium	1001	15.7	35.3	34.5	9.3	5.2
Bulgaria	1002	17.6	37.9	32.5	10.3	1.6
Czech Rep.	1005	28.8	44.3	22.3	3.1	1.5
Denmark	1010	34.2	30.3	29.6	4.5	1.3
Germany	1002	9.6	31.6	50.7	7.5	0.7
Estonia	1008	16.2	49.4	29.4	2.9	2.1
Greece	1000	30.7	35	26.7	7.4	0.2
Spain	1004	26.8	42.2	27.3	3.4	0.3
France	1008	17.3	37.1	39.9	5.2	0.5
Ireland	1000	39.1	33.4	23.2	3.8	0.5
Italy	1003	39.9	40.7	16.7	2.4	0.4
Cyprus	1004	28.1	32	29.6	9.9	0.4
Latvia	1001	21.2	53	21.9	3	1
Lithuania	1000	33.8	40.2	21.7	1.5	2.8
Luxembourg	1002	18.3	40.6	34.3	6.5	0.3
Hungary	1009	17.8	39.8	39.1	2.8	0.6
Malta	1003	30.8	38.5	24.1	4.4	2.2
Netherlands	1001	18.8	41.4	34.7	3.7	1.5
Austria	1011	15.9	36.4	39.9	6.4	1.4
Poland	1012	33.2	35	28.1	2.4	1.3
Portugal	1005	29.7	36.7	22.9	9.9	0.7
Romania	1011	36.7	39.7	21.6	1.6	0.4
Slovenia	1000	23.8	39.1	32	4.5	0.6
Slovakia	1014	34.5	39.9	20.9	3.2	1.6
Finland	1003	8.6	47.3	37.4	5.3	1.4
Sweden	1009	20.4	43.4	30.1	4.9	1.2
United Kingdom	1001	31.4	34.7	28.3	4.8	0.8

Table 4b. Being informed about biodiversity loss – *by segment*

QUESTION: Q3. How informed do you feel about the loss of biodiversity?

	Total N	% Not informed at all	% Not well informed	% Well informed	% Very well informed	% DK/NA
EU27	27129	24.9	37.3	32.2	4.8	0.8
SEX						
Male	13117	24.1	35.4	34.2	5.5	0.8
Female	14012	25.7	39.1	30.4	4.1	0.9
AGE						
15 - 24	3978	24.3	39.9	30.7	4.4	0.7
25 - 39	6269	23.8	41.9	29.4	4.3	0.5
40 - 54	7428	23.9	37.1	33.9	4.3	0.8
55 +	9227	26.6	33.2	33.4	5.6	1.2
EDUCATION (end of)						
Until 15 years of age	4218	40.9	32.8	22.1	2.9	1.2
16 - 20	11883	25.5	38.2	31.6	3.8	0.9
20 +	7496	14.9	38.2	39	7.2	0.6
Still in education	2946	22.1	38.1	33.8	5.3	0.7
URBANISATION						
Metropolitan	4850	23.3	36.3	34.2	5.4	0.7
Urban	11246	25.4	38.3	31.1	4.4	0.9
Rural	10850	24.8	36.8	32.6	4.9	0.9
OCCUPATION						
Self-employed	2434	23.2	34.9	35.2	5.6	1.1
Employee	8660	19.3	41	33.7	5.3	0.6
Manual worker	2336	32.3	36.5	28.5	2.1	0.7
Not working	13599	27.4	35.5	31.5	4.6	1
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	0	0	0	100	0
Well informed	8741	0	0	100	0	0
Not well informed	10110	0	100	0	0	0
Not informed at all	6753	100	0	0	0	0

Table 5a. Reasons why it is important to halt biodiversity loss: It is a moral obligation - because we have a responsibility to look after nature – *by country*

QUESTION: Q4_A. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - It is a moral obligation - because we have a responsibility to look after nature

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	0.9	1.7	26.4	70.2	0.9
COUNTRY						
Belgium	1001	0.3	0.8	17.6	81.1	0.2
Bulgaria	1002	0.9	2.6	18.4	73.5	4.6
Czech Rep.	1005	0.9	6.3	32	59.2	1.6
Denmark	1010	0.6	1.3	23.9	74.1	0.1
Germany	1002	0.7	1.7	22.9	74.6	0.1
Estonia	1008	0.2	2.7	31.7	63.5	1.9
Greece	1000	0.8	1.9	12.9	84.2	0.2
Spain	1004	0.8	0.8	35.8	62.2	0.4
France	1008	2	1.1	32.4	63.9	0.6
Ireland	1000	0.8	1.5	25.8	70.9	1
Italy	1003	0.2	0.7	15.4	83.6	0.1
Cyprus	1004	1	0.7	3.5	94.6	0.2
Latvia	1001	0.8	0.7	21.1	76.1	1.4
Lithuania	1000	0.4	2.4	33.9	60.4	3
Luxembourg	1002	0.9	1.1	19.5	78.5	0
Hungary	1009	0.1	0.1	19.3	80.4	0.1
Malta	1003	0.4	0.6	15.2	83	0.7
Netherlands	1001	0.5	1.9	30	67.4	0.2
Austria	1011	0.3	2.6	19.9	76.7	0.5
Poland	1012	0.8	2	42.9	51.7	2.6
Portugal	1005	0.3	0.5	25	72.6	1.6
Romania	1011	0.3	0.8	16.9	80.4	1.7
Slovenia	1000	0.6	2.3	30.1	66.7	0.2
Slovakia	1014	2.3	6.6	26.6	63.3	1.3
Finland	1003	0.3	2.2	34.3	62.3	0.8
Sweden	1009	2.1	4.3	29.6	62	2
United Kingdom	1001	1.4	2.8	26.5	67.9	1.5

Table 5b. Reasons why it is important to halt biodiversity loss: It is a moral obligation - because we have a responsibility to look after nature – *by segment*

QUESTION: Q4_A. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - It is a moral obligation - because we have a responsibility to look after nature

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	0.9	1.7	26.4	70.2	0.9
SEX						
Male	13117	1.4	2.3	27.6	67.9	0.9
Female	14012	0.4	1.1	25.3	72.4	0.9
AGE						
15 - 24	3978	0.9	2.3	36.6	59.4	0.8
25 - 39	6269	0.6	1.6	29.5	67.3	0.9
40 - 54	7428	1	2.2	25.6	70.6	0.6
55 +	9227	0.9	1.1	20.6	76.3	1
EDUCATION (end of)						
Until 15 years of age	4218	0.4	0.6	23.4	74	1.6
16 - 20	11883	0.7	1.6	26.3	70.4	1
20 +	7496	1.5	2.1	24.8	71.2	0.4
Still in education	2946	0.9	2.7	35.2	61	0.2
URBANISATION						
Metropolitan	4850	0.9	1.8	31	65.5	0.9
Urban	11246	0.9	1.6	25	71.8	0.8
Rural	10850	0.9	1.8	25.8	70.7	0.9
OCCUPATION						
Self-employed	2434	1.4	2.2	24.1	70.7	1.5
Employee	8660	0.9	1.9	27.8	68.8	0.5
Manual worker	2336	0.7	1.7	29	67.7	0.9
Not working	13599	0.8	1.5	25.3	71.5	1
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	3.2	2	14.3	79.8	0.7
Well informed	8741	0.9	1.5	23.3	74.1	0.2
Not well informed	10110	0.3	1.7	29.6	68.2	0.3
Not informed at all	6753	1.2	1.9	28.2	66.3	2.4

Table 6a. Reasons why it is important to halt biodiversity loss: Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation – *by country*

QUESTION: Q4_B. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	1.5	4.8	33.7	58.1	1.8
COUNTRY						
Belgium	1001	3.7	5.7	31.9	55.7	3
Bulgaria	1002	1.7	5.6	24	63.9	4.9
Czech Rep.	1005	0.7	11.2	37.8	47.8	2.5
Denmark	1010	0.7	5.7	36.7	54.7	2.2
Germany	1002	0.2	3.7	27.7	68	0.4
Estonia	1008	1.4	7.4	33.3	54.9	3.1
Greece	1000	1.2	3.6	19.1	75.6	0.5
Spain	1004	0.4	2.3	44	53	0.3
France	1008	4.3	8.8	44.1	41.3	1.5
Ireland	1000	1.3	2.6	31.1	62.8	2.2
Italy	1003	1.2	3.7	23.7	70.1	1.3
Cyprus	1004	1.4	1.8	9.2	84.9	2.7
Latvia	1001	1.3	4.2	27.9	64.3	2.3
Lithuania	1000	0.9	2.4	39.2	54.6	2.9
Luxembourg	1002	1	4.8	32.9	61.1	0.2
Hungary	1009	0.9	6.5	32.2	58.9	1.5
Malta	1003	1.1	2.5	21.3	71.8	3.3
Netherlands	1001	2.6	10.7	43.3	42.1	1.3
Austria	1011	0.7	3	25.7	69.8	0.7
Poland	1012	1.6	4.7	40.5	49.3	3.8
Portugal	1005	0.8	3	31.6	60.9	3.7
Romania	1011	1.2	3.3	26.7	65.8	3
Slovenia	1000	1	5.7	36.9	55.7	0.8
Slovakia	1014	2	5.5	32.9	57.9	1.7
Finland	1003	0.4	3	39.7	55.7	1.3
Sweden	1009	1.4	8.4	32.6	55.2	2.3
United Kingdom	1001	2	3.4	35.1	56.2	3.4

Table 6b. Reasons why it is important to halt biodiversity loss: Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation – *by segment*

QUESTION: Q4_B. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	1.5	4.8	33.7	58.1	1.8
SEX						
Male	13117	2.2	5.2	35	55.9	1.7
Female	14012	0.9	4.5	32.6	60.1	1.9
AGE						
15 - 24	3978	2.4	7.8	43.3	45	1.6
25 - 39	6269	1.8	5.4	35.7	55.7	1.5
40 - 54	7428	1.2	4.7	33.7	59.1	1.4
55 +	9227	1.2	3.4	28.6	64.4	2.4
EDUCATION (end of)						
Until 15 years of age	4218	1	3	28.9	63.8	3.3
16 - 20	11883	1.4	4.6	33.2	59.2	1.7
20 +	7496	1.6	5.3	34.8	57.1	1.1
Still in education	2946	2.5	7.7	40.4	48.3	1.2
URBANISATION						
Metropolitan	4850	2.3	5.6	36.7	53.9	1.5
Urban	11246	1.5	4.5	33.1	59.1	1.7
Rural	10850	1.2	4.9	33.2	58.8	1.9
OCCUPATION						
Self-employed	2434	3.8	4.8	28.8	60.7	1.9
Employee	8660	1.3	5.3	37.4	54.9	1.2
Manual worker	2336	0.8	4.1	36	58.2	0.8
Not working	13599	1.4	4.7	31.9	59.6	2.3
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	3.2	4.1	21.5	69.6	1.6
Well informed	8741	1.6	4.6	31.4	61.6	0.8
Not well informed	10110	1.1	5.4	37.8	54.5	1.1
Not informed at all	6753	1.8	4.4	33.3	56.6	3.8

Table 7a. Reasons why it is important to halt biodiversity loss: Biodiversity is indispensable for the production of goods such as food, fuel and medicines – *by country*

QUESTION: Q4_C. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Biodiversity is indispensable for the production of goods such as food, fuel and medicines

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	2.4	8.3	33	52.5	3.8
COUNTRY						
Belgium	1001	2.5	7.2	27.8	52.9	9.5
Bulgaria	1002	1.9	5.6	23.6	61.7	7.2
Czech Rep.	1005	2.3	12.9	36.4	44.5	4
Denmark	1010	2.2	8	32.4	50	7.4
Germany	1002	5.3	17.2	32.9	42	2.5
Estonia	1008	1.7	12.2	34.9	44.5	6.6
Greece	1000	1.8	3.8	18.1	74.1	2.2
Spain	1004	0.8	5.2	46	46.2	1.7
France	1008	3.3	11.9	40.6	41.9	2.3
Ireland	1000	2.3	5.4	27.4	61	3.8
Italy	1003	1.1	4.5	23.8	67.8	2.8
Cyprus	1004	0.9	1.7	10.9	84.7	1.9
Latvia	1001	0.6	4.7	22.6	69	3.1
Lithuania	1000	0.9	6	38.5	48.6	6
Luxembourg	1002	3.3	11.3	35.1	48.3	2
Hungary	1009	1.4	5.8	30	58.4	4.4
Malta	1003	1.5	2.6	22.7	68.3	4.9
Netherlands	1001	2.1	9.4	32.6	53.1	2.7
Austria	1011	4.4	15.8	33.5	42.8	3.6
Poland	1012	1.3	2.9	38.7	50	7
Portugal	1005	0.6	1.6	29.4	65.2	3.2
Romania	1011	0.6	3.2	28	63.3	4.9
Slovenia	1000	1.3	5.1	33.3	59.4	0.9
Slovakia	1014	3.9	10.3	36.1	44	5.8
Finland	1003	1.7	6.5	39.3	50	2.5
Sweden	1009	3.2	10.4	34.6	46.4	5.4
United Kingdom	1001	2	4.7	28	59.7	5.6

Table 7b. Reasons why it is important to halt biodiversity loss: Biodiversity is indispensable for the production of goods such as food, fuel and medicines – *by segment*

QUESTION: Q4_C. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Biodiversity is indispensable for the production of goods such as food, fuel and medicines

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	2.4	8.3	33	52.5	3.8
SEX						
Male	13117	3.3	9.5	32.9	51.3	3
Female	14012	1.6	7.2	33	53.7	4.5
AGE						
15 - 24	3978	2	11	33.5	49.5	4
25 - 39	6269	3.1	8.8	33.9	51.2	3.1
40 - 54	7428	2.5	8.5	34.9	51	3.1
55 +	9227	2.1	6.8	30.8	55.8	4.5
EDUCATION (end of)						
Until 15 years of age	4218	1.7	5.8	30.5	56	6
16 - 20	11883	2.4	7.6	33	53.4	3.5
20 +	7496	3	9.2	34.3	50.6	2.8
Still in education	2946	2	13.1	32.9	48.6	3.3
URBANISATION						
Metropolitan	4850	2.4	10	34.7	49.5	3.4
Urban	11246	2.2	7.3	32	55.2	3.4
Rural	10850	2.7	8.8	33.2	50.9	4.3
OCCUPATION						
Self-employed	2434	2.3	9.8	33	51.9	3
Employee	8660	2.9	9.4	34.5	50.2	3.1
Manual worker	2336	2.5	6.8	36.9	50.6	3.3
Not working	13599	2.2	7.6	31.4	54.4	4.4
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	6.3	9.9	22.9	58.4	2.4
Well informed	8741	2.6	9.6	32	53.7	2.1
Not well informed	10110	1.7	8.6	35.5	51.3	2.9
Not informed at all	6753	2.5	5.6	32.8	52.1	7

Table 8a. Reasons why it is important to halt biodiversity loss: Europe will get poorer economically as a consequence of the loss of biodiversity – *by country*

QUESTION: Q4_D. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Europe will get poorer economically as a consequence of the loss of biodiversity

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	3.9	12.1	31.3	44.5	8.1
COUNTRY						
Belgium	1001	6.2	8.4	27	45	13.5
Bulgaria	1002	3.9	11.1	22.2	52.7	10.1
Czech Rep.	1005	2.5	14	33.8	41.4	8.3
Denmark	1010	3	13.4	32.5	40.7	10.4
Germany	1002	5	15.7	29	47.1	3.2
Estonia	1008	1.5	12.5	36.5	43.6	6
Greece	1000	5.2	7.4	23.5	57.9	5.9
Spain	1004	2.1	12.5	43.3	34.3	7.8
France	1008	5.9	17.3	36.2	30.2	10.3
Ireland	1000	4.1	10	29.2	48.2	8.5
Italy	1003	4.5	9.8	22.8	55.6	7.4
Cyprus	1004	3.8	6.2	12.6	69.7	7.7
Latvia	1001	3.5	7.7	22.6	60.9	5.2
Lithuania	1000	2	9.5	38.4	42.3	7.8
Luxembourg	1002	4.4	15.5	32.9	43.3	3.8
Hungary	1009	1.1	5.7	26.1	63.6	3.5
Malta	1003	6.1	5.2	23.4	52.1	13.2
Netherlands	1001	5.7	15.5	33.5	37.2	8.2
Austria	1011	7.6	18.7	30.1	38.8	4.8
Poland	1012	2	5.7	34.9	48.9	8.5
Portugal	1005	0.9	2.6	29.3	62.5	4.8
Romania	1011	2.5	8	28.4	52.9	8.1
Slovenia	1000	3.9	9.1	32.7	52.5	1.8
Slovakia	1014	2.9	12	37.6	37.7	9.8
Finland	1003	2.9	15.2	45	27.6	9.4
Sweden	1009	6.8	17	31.1	34	11
United Kingdom	1001	2.4	11.4	30.3	41.7	14.2

Table 8b. Reasons why it is important to halt biodiversity loss: Europe will get poorer economically as a consequence of the loss of biodiversity – *by segment*

QUESTION: Q4_D. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Europe will get poorer economically as a consequence of the loss of biodiversity

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	3.9	12.1	31.3	44.5	8.1
SEX						
Male	13117	5.2	13.6	31.3	42.8	7.1
Female	14012	2.7	10.8	31.4	46.1	9.1
AGE						
15 - 24	3978	5.2	17.2	34.5	36.5	6.6
25 - 39	6269	4.2	12.9	33	42.4	7.5
40 - 54	7428	3.8	12	31.9	45.2	7.2
55 +	9227	3.3	9.6	28.5	48.8	9.7
EDUCATION (end of)						
Until 15 years of age	4218	3.4	8.8	28.6	48.1	11.1
16 - 20	11883	4	11	31.8	44.8	8.4
20 +	7496	3.8	14.1	31.1	44.7	6.2
Still in education	2946	4.5	16.6	34.1	38.2	6.5
URBANISATION						
Metropolitan	4850	4.2	12.9	31.9	42.1	8.9
Urban	11246	3.6	12.1	30.5	46.2	7.7
Rural	10850	4.1	12	31.9	43.8	8.2
OCCUPATION						
Self-employed	2434	5.3	11.6	30	46.1	7
Employee	8660	3.7	13.7	34.9	40.9	6.9
Manual worker	2336	3.9	12.2	30.4	45.7	7.7
Not working	13599	3.8	11.2	29.5	46.3	9.2
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	5.6	8.3	21.3	60.4	4.4
Well informed	8741	4.1	12.8	31.4	46.8	4.9
Not well informed	10110	3.5	13.3	34.3	41.5	7.5
Not informed at all	6753	4	10.3	29.1	43	13.6

Table 9a. Reasons why it is important to halt biodiversity loss: Biodiversity is essential in tackling climate change – *by country*

QUESTION: Q4_E. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Biodiversity is essential in tackling climate change

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	3.2	8.2	31.9	50.4	6.3
COUNTRY						
Belgium	1001	5.2	5.3	20.7	59	9.7
Bulgaria	1002	1.9	4.7	20.8	64.4	8.1
Czech Rep.	1005	1.5	12.7	36.8	41.6	7.3
Denmark	1010	4	8.3	30.6	45.5	11.6
Germany	1002	4.8	16.9	33.7	40.1	4.5
Estonia	1008	2.4	8	33	48.1	8.5
Greece	1000	2	2.3	15.2	77.2	3.3
Spain	1004	1.4	4	40.4	48.6	5.6
France	1008	3.1	7.9	38.2	45	5.8
Ireland	1000	4.1	6.1	27.1	56.7	6
Italy	1003	2.9	4.6	25.3	62.5	4.7
Cyprus	1004	1.6	2.8	7.9	83.2	4.5
Latvia	1001	2.4	4.3	30.4	56.9	6
Lithuania	1000	1.6	6.4	45.4	38.1	8.5
Luxembourg	1002	3.9	11.1	30.9	50.7	3.3
Hungary	1009	1.7	3.7	26.7	60.2	7.8
Malta	1003	1.8	3.1	25.1	63.1	6.8
Netherlands	1001	5.2	12.8	35.3	39.9	6.8
Austria	1011	5.6	14.4	31.6	43.5	4.9
Poland	1012	1.4	5.9	41.7	42	9
Portugal	1005	0.9	2.2	27.4	63.6	5.8
Romania	1011	1	2.9	22.8	66.5	6.7
Slovenia	1000	2.8	8	31.9	55.6	1.8
Slovakia	1014	3.2	8.3	33.7	45.2	9.5
Finland	1003	1.7	7.1	35.9	50	5.3
Sweden	1009	3.5	9.3	29.7	49	8.4
United Kingdom	1001	4.4	7.8	26.5	52.7	8.5

Table 9b. Reasons why it is important to halt biodiversity loss: Biodiversity is essential in tackling climate change – *by segment*

QUESTION: Q4_E. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them: - Biodiversity is essential in tackling climate change

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	27129	3.2	8.2	31.9	50.4	6.3
SEX						
Male	13117	4.5	10.1	32.6	47.5	5.3
Female	14012	1.9	6.4	31.2	53.2	7.3
AGE						
15 - 24	3978	2.9	9.4	38.2	45.4	4.1
25 - 39	6269	3.4	7.6	30.4	54.3	4.3
40 - 54	7428	3.2	8.5	33.8	49.3	5.3
55 +	9227	3.1	7.8	29	50.8	9.3
EDUCATION (end of)						
Until 15 years of age	4218	2.2	5.3	29.2	52.3	10.9
16 - 20	11883	2.5	8	32.5	51.6	5.4
20 +	7496	4.6	9.3	30.6	49.9	5.6
Still in education	2946	3.9	10.7	36	45.8	3.6
URBANISATION						
Metropolitan	4850	4	8.3	34.5	47.1	6.1
Urban	11246	2.6	7.1	30.2	54.1	5.9
Rural	10850	3.3	9.4	32.6	48	6.7
OCCUPATION						
Self-employed	2434	4.9	10.3	29.4	49.3	6.1
Employee	8660	3.2	9	32.6	50.6	4.5
Manual worker	2336	2.1	7.2	35.7	50.5	4.5
Not working	13599	3	7.4	31.2	50.5	7.8
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	5.9	13.4	19.4	57.8	3.4
Well informed	8741	3.5	9	32.2	50.6	4.7
Not well informed	10110	2.3	8	33.9	50.4	5.3
Not informed at all	6753	3.3	6.3	31.3	48.9	10.2

Table 10a. Seriousness of biodiversity loss in respondents' country – *by country*

QUESTION: Q5_A. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? It is a...

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	1.8	11.6	47	37.4	2.2
COUNTRY						
Belgium	1001	3	17.8	38.2	37.6	3.4
Bulgaria	1002	0.6	5.3	37.4	50.2	6.5
Czech Rep.	1005	2.4	21.9	39.9	33.9	1.8
Denmark	1010	3.9	26.3	47.6	19.1	3.1
Germany	1002	1.1	11.2	56.9	29.7	1.2
Estonia	1008	6.2	31.4	41.7	16.2	4.5
Greece	1000	0.6	2.9	39.5	56.8	0.2
Spain	1004	0.8	10.1	48	39.4	1.8
France	1008	2.2	8.7	53.8	34.5	0.8
Ireland	1000	4.3	22.9	47.7	22.8	2.2
Italy	1003	1.1	4.7	33.9	59.2	1.2
Cyprus	1004	1.1	9.1	42.1	45.7	2.1
Latvia	1001	1.9	22.8	48.3	24.1	2.9
Lithuania	1000	2.1	12.8	48.1	34.5	2.4
Luxembourg	1002	3.9	27.3	53.4	12.8	2.7
Hungary	1009	0.3	11.2	42.4	43.2	3
Malta	1003	1.6	10.4	32.1	51.4	4.5
Netherlands	1001	4	18.2	54.4	21.8	1.6
Austria	1011	2.9	20.4	55.4	19	2.3
Poland	1012	1.9	13.7	51.3	28.9	4.2
Portugal	1005	1.2	3.4	21.4	71.5	2.5
Romania	1011	1.2	6.7	29.2	60	2.9
Slovenia	1000	2.1	19.5	53.5	23.6	1.3
Slovakia	1014	2.9	19.8	42.7	30.9	3.7
Finland	1003	3.8	31.2	55.6	9	0.5
Sweden	1009	3.3	25	43.8	24.1	3.8
United Kingdom	1001	3.2	13.6	50.3	28.7	4.1

Table 10b. Seriousness of biodiversity loss in respondents' country – *by segment*

QUESTION: Q5_A. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? It is a...

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	1.8	11.6	47	37.4	2.2
SEX						
Male	13117	2.8	13.2	45.3	36.9	1.8
Female	14012	1	10	48.7	37.8	2.6
AGE						
15 - 24	3978	2.4	13.6	47	34.3	2.6
25 - 39	6269	1.6	12.1	45.8	37.8	2.7
40 - 54	7428	1.3	10.4	50.3	36.5	1.4
55 +	9227	2.2	11.1	45.3	39.1	2.3
EDUCATION (end of)						
Until 15 years of age	4218	2.2	8.9	41.6	44.4	3
16 - 20	11883	1.7	11	48	37.1	2.2
20 +	7496	1.9	12.9	48.9	34.6	1.7
Still in education	2946	2.1	14	46.7	35.2	2
URBANISATION						
Metropolitan	4850	2.2	12.3	47.5	34.9	3
Urban	11246	1.7	10.4	45.4	40.8	1.8
Rural	10850	1.9	12.5	48.6	34.7	2.2
OCCUPATION						
Self-employed	2434	1.5	12.6	45.4	37.9	2.6
Employee	8660	1.8	12.5	50.6	33.3	1.8
Manual worker	2336	1.4	9.4	48	39.5	1.7
Not working	13599	2	11.1	45	39.4	2.5
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	2.1	10.2	40.7	46.5	0.5
Well informed	8741	1.4	11.9	49.7	35.5	1.5
Not well informed	10110	1.5	11.7	50	35.5	1.4
Not informed at all	6753	2.8	11	40.8	41	4.4

Table 11a. Seriousness of biodiversity loss in Europe – *by country*

QUESTION: Q5_B. And how serious is the problem in Europe?

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	1.3	7.7	43	41.8	6.3
COUNTRY						
Belgium	1001	1.2	9	41.1	44	4.7
Bulgaria	1002	1.1	7.5	33.7	41.2	16.5
Czech Rep.	1005	1.3	16.5	43.5	35.7	3
Denmark	1010	2	18.3	46	25.8	7.9
Germany	1002	0.8	6.4	49.3	39.7	3.9
Estonia	1008	1.2	15.5	49.3	24.9	9
Greece	1000	0.8	3	38.7	51.7	5.8
Spain	1004	0.8	9.2	44.1	37.7	8.3
France	1008	1.2	5.1	52.1	38.3	3.2
Ireland	1000	2.2	12.5	41.2	33.8	10.3
Italy	1003	1	3.5	30.8	62.3	2.4
Cyprus	1004	1	4.1	31.7	55.3	7.9
Latvia	1001	0.9	9.7	44.5	34.8	10
Lithuania	1000	0.3	9.4	52	31.3	7
Luxembourg	1002	0.9	8	53.3	35.1	2.6
Hungary	1009	0.1	5.4	38.1	51.6	4.9
Malta	1003	0.8	8.1	30.8	45.6	14.7
Netherlands	1001	2	15	48.4	29.6	4.9
Austria	1011	1.8	7.9	48.3	36.8	5.2
Poland	1012	1.4	9.4	44.2	36.5	8.4
Portugal	1005	0.6	1.7	19.3	74.7	3.7
Romania	1011	0.6	7.3	30.6	51.7	9.8
Slovenia	1000	1.1	10.6	45.5	38.6	4.1
Slovakia	1014	1.9	10	42.8	41.2	4.1
Finland	1003	1.2	13.7	58.2	21.7	5.1
Sweden	1009	1.7	11.5	42.5	34.4	10
United Kingdom	1001	3.1	10.1	43	31.6	12.2

Table 11b. Seriousness of biodiversity loss in Europe – *by segment*

QUESTION: Q5_B. And how serious is the problem in Europe?

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	1.3	7.7	43	41.8	6.3
SEX						
Male	13117	2	9.5	42.2	41.2	5.2
Female	14012	0.7	6.1	43.7	42.3	7.2
AGE						
15 - 24	3978	1	8.5	43.8	41.7	4.9
25 - 39	6269	1.3	8.1	42.9	42.6	5.1
40 - 54	7428	0.9	6.8	46.7	41	4.7
55 +	9227	1.8	7.8	39.9	42	8.5
EDUCATION (end of)						
Until 15 years of age	4218	1.8	6.1	36.7	45.9	9.5
16 - 20	11883	1	7.6	43.3	42.2	5.9
20 +	7496	1.7	8.3	46.1	38.8	5.1
Still in education	2946	1	9	43.3	42.4	4.3
URBANISATION						
Metropolitan	4850	1.8	8.4	44.7	38.9	6.3
Urban	11246	1.3	7.2	41.1	44.9	5.5
Rural	10850	1.1	8	44.3	39.7	6.9
OCCUPATION						
Self-employed	2434	0.9	8.5	41.7	42.7	6.2
Employee	8660	1.4	8	48.3	37.4	4.9
Manual worker	2336	0.6	5.9	42	45.9	5.6
Not working	13599	1.4	7.6	40.1	43.6	7.2
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	1.4	6.6	36.8	51.8	3.4
Well informed	8741	0.8	7.4	45.4	41.4	5.1
Not well informed	10110	1	7.8	46.4	39.5	5.4
Not informed at all	6753	2.2	8.2	36.4	44	9.2

Table 12a. Seriousness of biodiversity loss at a global level – *by country*

QUESTION: Q5_C. And how serious is the problem globally?

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	0.9	2.9	29.6	62.6	3.9
COUNTRY						
Belgium	1001	0.3	3.9	25.7	67.4	2.7
Bulgaria	1002	0.1	4.4	25.3	54.8	15.4
Czech Rep.	1005	3	7.6	31.5	54	3.9
Denmark	1010	1.1	5	34.5	54.2	5.2
Germany	1002	0.3	1.8	31.2	64.2	2.4
Estonia	1008	0.8	4.2	41	45.7	8.4
Greece	1000	0.3	0.9	23.3	73.8	1.6
Spain	1004	0.3	4.3	35.1	57.8	2.5
France	1008	1.6	1.7	34.6	60.6	1.5
Ireland	1000	1.2	4.3	26.3	64	4.3
Italy	1003	0.5	2	19.6	75.2	2.7
Cyprus	1004	0.5	2.7	20.7	70.2	6
Latvia	1001	0.9	3.1	37	51.4	7.6
Lithuania	1000	1	4.4	42.2	47.6	4.8
Luxembourg	1002	0.4	2.7	29.2	65.7	2
Hungary	1009	0.1	0.6	22.2	73.6	3.5
Malta	1003	0.8	5.1	21.8	60.8	11.5
Netherlands	1001	1.8	5.8	31.3	56.7	4.4
Austria	1011	0.6	2.7	25.7	67.5	3.4
Poland	1012	1.2	4.2	39.9	47.3	7.4
Portugal	1005	0.7	1	13	82.2	3.2
Romania	1011	0.2	4	24.8	61.5	9.6
Slovenia	1000	0.7	3	32.3	61.6	2.4
Slovakia	1014	1.7	4.7	29.8	59.6	4.2
Finland	1003	0.5	4	39.9	49.2	6.4
Sweden	1009	1.4	4.5	28.1	60.4	5.6
United Kingdom	1001	2	2.6	27.6	62.9	4.9

Table 12b. Seriousness of biodiversity loss at a global level – *by segment*

QUESTION: Q5_C. And how serious is the problem globally?

	Total N	% Not a problem at all	% Not a serious problem	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	27129	0.9	2.9	29.6	62.6	3.9
SEX						
Male	13117	1.4	3.7	29.1	62.4	3.4
Female	14012	0.5	2.2	30	62.9	4.4
AGE						
15 - 24	3978	0.8	2.7	27.7	65.5	3.3
25 - 39	6269	1.1	2.1	30.8	63.1	3
40 - 54	7428	0.6	2.8	31.3	63	2.4
55 +	9227	1.1	3.6	28.3	60.9	6
EDUCATION (end of)						
Until 15 years of age	4218	1.3	2.7	26.6	62.7	6.7
16 - 20	11883	0.9	3	30.9	61.5	3.8
20 +	7496	0.9	3.1	29.8	63.8	2.4
Still in education	2946	0.7	2.6	27.1	66.1	3.5
URBANISATION						
Metropolitan	4850	1.4	2.2	29.9	62.9	3.5
Urban	11246	0.9	2.7	27.9	65.1	3.4
Rural	10850	0.7	3.4	31.2	60	4.6
OCCUPATION						
Self-employed	2434	0.8	3.3	29.9	62	4
Employee	8660	1.2	2.6	31.6	62.4	2.3
Manual worker	2336	0.4	2.2	30.2	63.9	3.3
Not working	13599	0.9	3.1	28.3	62.6	5.1
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	0.9	2.9	20.3	74	1.9
Well informed	8741	0.9	2.4	27.8	66.5	2.4
Not well informed	10110	0.5	2.6	33.3	60.6	2.9
Not informed at all	6753	1.4	3.9	28.1	59.1	7.5

Table 13a. Impact of biodiversity loss – *by country*

QUESTION: Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?

	Total N	% Yes, I am already affected by the loss of biodiversity	% Yes, it will have an effect on me, but not now, later on	% No, not on me personally but on my children	% No, it will not have an effect	% DK/NA
EU27	27129	16.9	34.5	36.6	9.4	2.5
COUNTRY						
Belgium	1001	14.9	26.3	44.9	10.1	3.8
Bulgaria	1002	17.8	38.2	32.5	4.8	6.6
Czech Rep.	1005	10.9	30.9	41.9	12.8	3.4
Denmark	1010	16	32.6	32.8	16.6	1.9
Germany	1002	12.5	32.7	44.7	9	1.1
Estonia	1008	9	29.1	38.2	19.9	3.8
Greece	1000	28.9	34.7	32.6	2.6	1.2
Spain	1004	24.1	37	30.4	6.7	1.7
France	1008	17.1	28.1	45.6	7.9	1.2
Ireland	1000	11.7	42.4	32.3	11.7	1.9
Italy	1003	18.2	33.2	39	6.6	3.1
Cyprus	1004	24.4	41.9	25.2	6.2	2.2
Latvia	1001	10.7	36.3	36.8	13.6	2.6
Lithuania	1000	10.4	38.9	36.5	7.8	6.4
Luxembourg	1002	11.4	36.6	42.2	9	0.8
Hungary	1009	24.8	38.1	30.8	4.2	2
Malta	1003	25.8	34.1	19.1	15.1	5.9
Netherlands	1001	9.1	32.4	27.9	29.2	1.3
Austria	1011	10.7	31.7	43.2	12.9	1.5
Poland	1012	10.3	35.8	38.1	9.9	5.9
Portugal	1005	54.4	22.2	16.9	1.7	4.7
Romania	1011	24.3	38.5	25.7	7	4.5
Slovenia	1000	13.9	33.6	42.1	9.7	0.7
Slovakia	1014	14.8	40.1	30.1	9.5	5.4
Finland	1003	14	32	42.2	11.2	0.6
Sweden	1009	19.8	33.1	34.7	10.7	1.7
United Kingdom	1001	12.8	44.4	27.3	13.3	2.2

Table 13b. Impact of biodiversity loss – *by segment*

QUESTION: Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?

	Total N	% Yes, I am already affected by the loss of biodiversity	% Yes, it will have an effect on me, but not now, later on	% No, not on me personally but on my children	% No, it will not have an effect	% DK/NA
EU27	27129	16.9	34.5	36.6	9.4	2.5
SEX						
Male	13117	18.8	33	34.6	11.4	2.2
Female	14012	15.1	36	38.6	7.6	2.8
AGE						
15 - 24	3978	11.8	43.5	30.4	11.8	2.5
25 - 39	6269	20.2	39.3	30.9	7.8	1.8
40 - 54	7428	18.1	36.1	35.8	7.7	2.2
55 +	9227	15.9	26.1	44	10.8	3.2
EDUCATION (end of)						
Until 15 years of age	4218	18.1	26.9	41.3	9.2	4.4
16 - 20	11883	16.3	34.3	37.7	9.4	2.3
20 +	7496	19.9	35.9	34.6	8.3	1.2
Still in education	2946	9.9	44.4	31.3	11.8	2.5
URBANISATION						
Metropolitan	4850	16.6	36.1	35.7	9.6	1.9
Urban	11246	17.4	34.8	37	8.3	2.5
Rural	10850	16.6	33.4	36.8	10.5	2.7
OCCUPATION						
Self-employed	2434	22.3	33.7	32.6	9.5	1.8
Employee	8660	17.9	38.3	34.3	7.7	1.8
Manual worker	2336	19.1	34.6	36.6	6.9	2.8
Not working	13599	14.9	32.3	38.9	10.9	3
INFORMED ABOUT BIODIVERSITY LOSS						
Very well informed	1295	31.5	32	26.4	9.4	0.7
Well informed	8741	18.9	35.8	36.7	7.4	1.2
Not well informed	10110	15.3	36	38.7	8.1	1.9
Not informed at all	6753	14.1	31.5	35.6	13.7	5.2

Table 14a. Most important threats to biodiversity – *by country*

QUESTION: Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?

	Total N	% Intensive farming, deforestation and over-fishing	% Pollution of air / water (seas, rivers, lakes, etc.)	% Man-made disasters (e.g. oil spills, industrial accidents, etc.)	% Plants and animals introduced into our ecosystems (that are not normally found in a region or country)	% Climate change	% Land use change and development (e.g. roads, housing, industry, conversion of natural areas into farmland etc.)	% Others	% DK/NA
EU27	27129	18.9	26.9	25.6	3.1	12.7	9.3	0.9	2.6
COUNTRY									
Belgium	1001	15.8	14.9	32.4	4	14.5	7.9	4.4	6
Bulgaria	1002	9.1	35.4	21.9	5.1	12.9	9.5	0.7	5.3
Czech Rep.	1005	15.3	24.8	24.8	5.4	13.5	12.7	0.7	2.7
Denmark	1010	22.9	18.6	21	3.7	21.7	7.5	0.7	3.9
Germany	1002	26.1	21.5	18.4	4	13.7	13	0.6	2.7
Estonia	1008	10.8	27.7	31.3	4.2	12.6	9.3	2	2
Greece	1000	10	23	42.5	1.5	13.2	6.8	1.9	1
Spain	1004	11.2	23.3	38.6	3.1	15.2	5.9	1.5	1.3
France	1008	24.9	30.3	26.2	2.2	7.3	6	1.7	1.4
Ireland	1000	22.5	25.8	13.3	4.8	15.4	13.7	0.2	4.4
Italy	1003	7.5	29.1	45.1	2.6	9.6	4.6	0.1	1.5
Cyprus	1004	6.2	20.6	50.6	1.6	12.2	7.1	0.2	1.5
Latvia	1001	17.6	33	22.3	2.4	15.9	6.2	0.8	1.8
Lithuania	1000	17	32.8	20.6	1.5	14.7	9.5	2.1	1.8
Luxembourg	1002	18.8	29.6	26.2	3.9	13.5	6.8	0.4	0.9
Hungary	1009	12	35.4	17.3	2.2	17.9	11.8	0.7	2.6
Malta	1003	7.5	30.5	23.4	1.5	15.6	16.1	1.3	4
Netherlands	1001	31.3	24.8	18.4	4.6	11	6.3	1.4	2.2
Austria	1011	21.3	21.7	18.5	4.5	14.2	14.7	1.7	3.4
Poland	1012	11.2	39.3	17.1	2.8	13.9	13	0.4	2.2
Portugal	1005	8.3	32.6	36.4	1.2	8.6	6.4	1.2	5.3
Romania	1011	16	39.3	24.6	2.6	11.6	2.9	0.5	2.5
Slovenia	1000	16.8	31.9	22.6	3	13	10.8	0.6	1.2
Slovakia	1014	12.4	30.5	26.9	2	18.4	6.9	1.6	1.4
Finland	1003	20.3	33.7	12.5	1.7	19.7	7.9	1.8	2.5
Sweden	1009	23.1	31.6	16.3	3.5	13.9	6.4	1	4.3
United Kingdom	1001	29.1	18.5	13.7	3	14.8	15.9	0.5	4.4

Table 14b. Most important threats to biodiversity – *by segment*

QUESTION: Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?

	Total N	% Intensive farming, deforestation and over-fishing	% Pollution of air / water (seas, rivers, lakes, etc.)	% Man-made disasters (e.g. oil spills, industrial accidents, etc.)	% Plants and animals introduced into our ecosystems (that are not normally found in a region or country)	% Climate change	% Land use change and development (e.g. roads, housing, industry, conversion of natural areas into farmland etc.)	% Others	% DK/NA
EU27	27129	18.9	26.9	25.6	3.1	12.7	9.3	0.9	2.6
SEX									
Male	13117	21.8	26.3	23.9	3	12.5	9.3	1.2	2.1
Female	14012	16.1	27.5	27.2	3.2	12.9	9.4	0.7	3
AGE									
15 - 24	3978	19	26.9	26.3	3.5	13.1	9.9	0.3	1
25 - 39	6269	16.9	28.9	25.6	2.9	13.2	10	0.8	1.7
40 - 54	7428	19.6	25.5	26.8	3.3	12.4	9.5	0.8	2.1
55 +	9227	19.5	26.9	24.3	2.8	12.4	8.5	1.4	4.2
EDUCATION (end of)									
Until 15 years of age	4218	15.7	25.8	30.8	2.6	12.6	6.5	1	5
16 - 20	11883	17.7	28.4	26.4	3.1	12.5	9	0.8	2
20 +	7496	22.5	24.9	21.7	3	12.4	11.8	1.3	2.3
Still in education	2946	19.7	27.2	25.1	4	14.1	8.9	0.4	0.5
URBANISATION									
Metropolitan	4850	20.6	26.7	23.5	2.8	13.6	9.2	0.9	2.7
Urban	11246	17.5	27.5	27	2.9	13	9	0.9	2.2
Rural	10850	19.7	26.4	24.9	3.4	12	9.8	1	2.8
OCCUPATION									
Self-employed	2434	16.7	25.7	26.4	3.7	10.1	13.4	1.2	2.8
Employee	8660	22.1	25.9	22.2	3.1	13.3	10.9	0.8	1.6
Manual worker	2336	15.2	31.4	29	2.3	14.3	6.3	0.3	1.3
Not working	13599	17.9	27	27.1	3.1	12.5	8.1	1	3.4
INFORMED ABOUT BIODIVERSITY LOSS									
Very well informed	1295	26.8	20.7	19.6	5.9	10.4	11.7	3.3	1.7
Well informed	8741	24.2	24.5	21.6	3	12.7	11	1	2
Not well informed	10110	17.5	29.6	27	3.1	11.6	8.9	0.7	1.7
Not informed at all	6753	12.9	27.2	29.9	2.8	14.9	7.3	0.6	4.3

Table 15a. What measures to protect biodiversity should the EU take? – *by country*

QUESTION: Q8. What measure to protect biodiversity should the European Union take as a priority?

	Total N	% Increase the areas where nature is protected in Europe	% Create financial rewards (e.g. for farmers) for nature conservation	% Introduce stricter regulation for economic sectors that impact nature	% Allocate more financial resources to nature protection in Europe	% Promote research on the impact of biodiversity loss	% Better inform citizens about the importance of biodiversity	% Other	% None	% DK/NA
EU27	27129	13.6	10.6	29.7	12.4	7.2	22	1.3	0.7	2.5
COUNTRY										
Belgium	1001	7.5	15	25.4	10.7	5.5	21.9	4.6	2.6	6.8
Bulgaria	1002	16.3	10.1	32.1	19.2	3.8	11.8	0.8	0.4	5.6
Czech Rep.	1005	17.2	13	27.1	11.1	9.3	15.8	1.5	1.2	3.9
Denmark	1010	13.2	7.2	21.1	9.8	16.3	25.6	1.6	0.5	4.8
Germany	1002	15	11.4	35.2	11.9	6.7	16.5	1	0.7	1.5
Estonia	1008	18.1	8.4	25.7	13.2	6.8	24	1	0.2	2.7
Greece	1000	7.9	7	25.3	16	6.4	32.2	3.4	0.4	1.4
Spain	1004	10.1	10.5	29	10.6	7.8	27.8	2.3	0.7	1.3
France	1008	12.8	10.4	36.5	8.2	5.6	22	1.4	0.6	2.4
Ireland	1000	11.6	17.7	20.4	13	8.3	25.2	0.3	0.3	3.3
Italy	1003	13.1	5.3	26.1	12.8	8.3	31.4	0.8	0.5	1.7
Cyprus	1004	15.9	6.2	22.5	11.8	3.6	35.8	1.2	0.5	2.5
Latvia	1001	11.9	11.5	35.1	21	2.5	12.4	2.3	0.3	3
Lithuania	1000	13.8	9.3	30.8	18	6.5	16.9	1.2	0	3.5
Luxembourg	1002	15.4	9.4	29.7	7.8	5.8	30.9	0.3	0.4	0.3
Hungary	1009	8.9	10.6	47.6	10.9	3.2	15.4	0.7	0.8	1.8
Malta	1003	9.5	6.6	28.6	10.3	4.7	32.9	2.3	0.3	4.8
Netherlands	1001	13.1	10.9	31.5	7	9.6	23.1	2.2	0.7	1.9
Austria	1011	12.2	15.5	32.3	10.4	9	17	0.6	0.4	2.6
Poland	1012	19.4	11.9	24.6	21.3	4.3	16	0.4	0.7	1.4
Portugal	1005	14.8	7.3	25.6	8.1	6.8	27.7	2.5	0.3	6.7
Romania	1011	14.5	11	24.4	21.3	5.1	17.1	0.5	0.2	6
Slovenia	1000	9.9	11.2	37.1	11.2	5.7	20.4	1.6	0.5	2.3
Slovakia	1014	12.1	8.9	31.7	14.7	8.5	16.6	3	1.4	3.2
Finland	1003	6.9	11.3	31.8	16.2	7	20.7	2.4	0.8	2.9
Sweden	1009	8.8	16.3	24.6	11.3	14	19.7	1.3	0.4	3.6
United Kingdom	1001	15.1	13	24.3	10.3	9	23.6	0.7	1.1	2.8

Table 15b. What measures to protect biodiversity should the EU take? – *by segment*

QUESTION: Q8. What measure to protect biodiversity should the European Union take as a priority?

	Total N	% Increase the areas where nature is protected in Europe	% Create financial rewards (e.g. for farmers) for nature conservation	% Introduce stricter regulation for economic sectors that impact nature	% Allocate more financial resources to nature protection in Europe	% Promote research on the impact of biodiversity loss	% Better inform citizens about the importance of biodiversity	% Other	% None	% DK/NA
EU27	27129	13.6	10.6	29.7	12.4	7.2	22	1.3	0.7	2.5
SEX										
Male	13117	14.7	11.2	29	12.8	7.2	20.2	1.6	1	2.2
Female	14012	12.5	10.1	30.4	12.1	7.1	23.8	0.9	0.4	2.7
AGE										
15 - 24	3978	16.5	8.9	28.6	13.6	7.8	21.8	0.8	0.7	1.4
25 - 39	6269	14.6	11	32.4	13.1	6.7	19.5	1	0.4	1.3
40 - 54	7428	13.2	11	32.4	11.8	6.6	21.4	0.9	0.9	1.8
55 +	9227	11.9	10.9	26.4	11.9	7.7	24.2	1.9	0.8	4.3
EDUCATION (end of)										
Until 15 years of age	4218	10.9	13.4	23.4	12.6	6	25.9	1.5	0.7	5.6
16 - 20	11883	13.7	10.6	31.5	12	6.6	21.7	1.1	0.6	2.2
20 +	7496	13.3	10.6	32.2	11.8	8.2	20.5	1.4	0.7	1.3
Still in education	2946	17.6	7.3	26.1	15.9	9.1	21.2	1	0.9	1
URBANISATION										
Metropolitan	4850	12.3	9.3	30.2	13.8	8.8	21.2	1.3	0.6	2.5
Urban	11246	13.7	8.9	29.8	12.7	7.8	23.3	1.1	0.6	2.1
Rural	10850	13.9	13	29.7	11.6	5.7	21	1.4	0.8	2.9
OCCUPATION										
Self-employed	2434	13	14.4	29.3	13.6	6	19.3	2	0.6	1.7
Employee	8660	12.7	11	34.3	11.9	7.5	20	0.7	0.5	1.3
Manual worker	2336	16.5	11	28.2	11.8	6.5	22.5	1.8	0.3	1.5
Not working	13599	13.7	9.7	27	12.6	7.3	23.8	1.4	0.9	3.5
INFORMED ABOUT BIODIVERSITY LOSS										
Very well informed	1295	13.8	13.9	28.5	14	8.3	15.8	3.7	0.7	1.3
Well informed	8741	14.9	10.5	33.9	10.9	7.6	18.3	1.4	0.9	1.5
Not well informed	10110	13.4	10.4	30.7	12.9	6.4	23.4	0.9	0.5	1.5
Not informed at all	6753	11.9	10.5	23.4	13.2	7.7	26.2	1.1	0.7	5.1

Table 16a. Awareness of the Natura 2000 network – *by country*

QUESTION: Q9. Have you heard of the Natura 2000 network?

	Total N	% I've heard of it and I know what it is	% I've heard of it but I do not know what it is	% I have never heard of it	% DK/NA
EU27	27129	8.1	13	78	0.9
COUNTRY					
Belgium	1001	12.6	16.5	70	0.9
Bulgaria	1002	37.9	33.7	27.1	1.3
Czech Rep.	1005	9.3	26.5	63.4	0.9
Denmark	1010	3.7	8.3	87.7	0.3
Germany	1002	2.5	8.2	89.3	0
Estonia	1008	28.1	30.7	40.4	0.8
Greece	1000	22.6	30.3	47	0.1
Spain	1004	4.5	11.9	83.5	0.2
France	1008	12.4	18.6	68.9	0.1
Ireland	1000	1.3	2.8	95.8	0.1
Italy	1003	1.6	3	92	3.4
Cyprus	1004	13.7	20.1	66.1	0.2
Latvia	1001	3.2	14	81.1	1.7
Lithuania	1000	9.7	20.8	65.5	4
Luxembourg	1002	5.2	9.7	85	0.1
Hungary	1009	9	23.4	67.4	0.2
Malta	1003	8.5	20.4	70.3	0.8
Netherlands	1001	8.4	7.2	84.2	0.2
Austria	1011	11.4	22	66	0.6
Poland	1012	22.8	28.4	47.2	1.6
Portugal	1005	13	19.4	66	1.6
Romania	1011	4.5	6.1	85.9	3.5
Slovenia	1000	26.2	28.9	44.5	0.4
Slovakia	1014	6.4	16.8	75.2	1.7
Finland	1003	41.3	39.8	18.8	0.1
Sweden	1009	4.9	20	74	1.1
United Kingdom	1001	0.9	1.5	97.4	0.1

Table 16b. Awareness of the Natura 2000 network – *by segment*

QUESTION: Q9. Have you heard of the Natura 2000 network?

	Total N	% I've heard of it and I know what it is	% I've heard of it but I do not know what it is	% I have never heard of it	% DK/NA
EU27	27129	8.1	13	78	0.9
SEX					
Male	13117	10.2	13.2	76.1	0.5
Female	14012	6.1	12.7	79.9	1.3
AGE					
15 - 24	3978	5.3	8.1	85.8	0.7
25 - 39	6269	9.1	14.2	75.9	0.9
40 - 54	7428	8.7	13.6	77.1	0.6
55 +	9227	8.2	13.9	76.6	1.3
EDUCATION (end of)					
Until 15 years of age	4218	2.7	9.6	85	2.6
16 - 20	11883	7.6	13.3	78.3	0.8
20 +	7496	12.9	16.5	70.3	0.3
Still in education	2946	6.1	7.9	85.3	0.6
URBANISATION					
Metropolitan	4850	9.9	13.5	76.1	0.5
Urban	11246	7.4	13.3	78.3	1
Rural	10850	8	12.4	78.5	1.1
OCCUPATION					
Self-employed	2434	13	14.7	70.8	1.6
Employee	8660	9.1	13.1	77.5	0.2
Manual worker	2336	7.3	14.5	77.3	0.9
Not working	13599	6.7	12.3	79.7	1.3
INFORMED ABOUT BIODIVERSITY LOSS					
Very well informed	1295	25.1	13	61.6	0.2
Well informed	8741	12	15.9	71.9	0.2
Not well informed	10110	5.8	13.3	80.2	0.7
Not informed at all	6753	3	8.6	86.1	2.3

Table 17a. Most important roles of nature protection areas – *by country*

QUESTION: Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?

% of "Mentioned" shown

	Total N	To protect endangered animals and plants	To stop the destruction of valuable areas: land and sea	Promote nature-friendly land-use	To stimulate eco-tourism and recreational opportunities	To safeguard nature's role in providing clean air and water	Other	None of these	DK/NA
EU27	27129	52.8	42.8	24	11.4	38.1	0.8	0.6	3.8
COUNTRY									
Belgium	1001	43.1	30.1	22.6	16.5	34.3	1.9	1.8	6.9
Bulgaria	1002	42.6	35.8	18.1	15.5	37.1	0.7	2.8	7.2
Czech Rep.	1005	47.4	35.4	20.8	7	21	0.9	0.4	10.7
Denmark	1010	44.9	53.4	19.7	10	41.6	0	0.7	3.8
Germany	1002	62.8	51.9	22.8	18.1	29.6	0.7	0.5	1.7
Estonia	1008	46.1	38.2	22.9	8.1	42.5	1.1	0	5.5
Greece	1000	49.2	46.6	15.8	8.2	48.1	2.8	0.2	2
Spain	1004	54.8	34.4	33.9	8.7	29.2	1	0.4	4.6
France	1008	56.4	46.6	21	8.4	47	0.7	0.8	1.8
Ireland	1000	48.9	42.7	24	16.5	48	0.4	0.4	3.1
Italy	1003	43.5	31	27.3	8.9	34	0.1	1	6
Cyprus	1004	58.9	42.1	13	6.4	44.9	0	0.8	4
Latvia	1001	45.8	37.2	25.9	6.4	50.7	0.4	0.7	7
Lithuania	1000	54.5	44.1	20.3	7.7	41.3	1.4	0.3	7.4
Luxembourg	1002	66.9	48.6	25.3	10.1	32.9	0.3	0.1	1.7
Hungary	1009	56.2	34.6	17.6	6.1	61.5	1.1	0.4	6.6
Malta	1003	39.4	34.2	23	11.9	43.5	1.2	0.2	9.8
Netherlands	1001	44	36.6	28.9	16.2	38.6	1.3	0	2.6
Austria	1011	54.9	43	21.1	16.3	39.2	0.3	0.4	3.6
Poland	1012	50.8	37.5	23.8	10.2	43.6	0.8	0.1	3
Portugal	1005	57.2	38.6	27.7	8.4	38.7	0.3	0.1	5.4
Romania	1011	46.2	36.9	28.1	10.5	35.7	0.3	0.1	7.3
Slovenia	1000	46.6	38	31.4	12.1	50.5	0.8	0.2	2.8
Slovakia	1014	58.4	39.3	13.7	7.4	38.1	0.6	0.6	3.7
Finland	1003	48.9	55.9	23.1	7.3	47.7	1.4	0.3	0.8
Sweden	1009	42.6	50.3	19.7	10.2	45.4	0.9	1.3	4.4
United Kingdom	1001	54.7	54.7	21.7	11.1	42.1	0.9	0.4	2.9

Table 17b. Most important roles of nature protection areas – *by segment*

QUESTION: Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 – Europe's largest network of nature protection areas?

% of "Mentioned" shown

	Total N	To protect endangered animals and plants	To stop the destruction of valuable areas: land and sea	Promote nature-friendly land-use	To stimulate eco-tourism and recreational opportunities	To safeguard nature's role in providing clean air and water	Other	None of these	DK/NA
EU27	27129	52.8	42.8	24	11.4	38.1	0.8	0.6	3.8
SEX									
Male	13117	52.5	42.6	24.7	12	36.8	1	0.7	3.6
Female	14012	53.1	43	23.4	10.8	39.2	0.5	0.4	4
AGE									
15 - 24	3978	65.5	40.8	19.1	13.7	32.5	0.2	0.1	2.9
25 - 39	6269	55.4	44.3	25.5	11.1	36.2	0.5	0.8	2.7
40 - 54	7428	51.6	47.5	24	11.1	36.7	0.7	0.7	2.6
55 +	9227	46.7	38.8	25.4	10.8	42.9	1.2	0.5	5.6
EDUCATION (end of)									
Until 15 years of age	4218	49.3	35.2	23	9.2	42.2	0.6	0.8	7.5
16 - 20	11883	53	44.7	23.3	11	38.5	0.7	0.5	3.1
20 +	7496	49.8	46.2	27.1	12.2	38.1	1.1	0.7	2.5
Still in education	2946	64.3	40.4	20.7	14.5	31.6	0.4	0.2	2.5
URBANISATION									
Metropolitan	4850	51.7	43.8	25.2	12.2	37.7	0.9	0.4	3.8
Urban	11246	52.6	42.3	23.1	10.8	39.8	0.8	0.6	3.3
Rural	10850	53.5	43.1	24.4	11.6	36.6	0.7	0.6	4.1
OCCUPATION									
Self-employed	2434	48.3	45	24.9	13.9	38.7	1.2	0.5	2.6
Employee	8660	52.9	50.3	24.9	11.2	36.7	0.6	0.4	2.3
Manual worker	2336	57	38.5	21.7	12	37.6	0.1	0.5	3.4
Not working	13599	52.8	38.4	23.7	11	38.9	0.9	0.7	5
INFORMED ABOUT BIODIVERSITY LOSS									
Very well informed	1295	51.3	47.7	24	16.7	34.2	2.2	0.4	2.4
Well informed	8741	53.2	46.3	25.3	12.6	38.3	0.9	0.6	2.2
Not well informed	10110	54.5	43.8	24.7	10.8	37.3	0.5	0.3	3
Not informed at all	6753	50.2	35.9	21.6	9.5	39.9	0.5	0.9	7.1

Table 18a. The impact of economic development on nature protection areas – *by country*

QUESTION: Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites. Which of the following statements comes closest to your opinion?

	Total N	% This is acceptable because economic development takes precedence	% This should be prohibited because these are our most important nature areas	% This is only acceptable for developments of major public interest and if damage is fully compensated for	% DK/NA
EU27	27129	5.8	47.9	41	5.3
COUNTRY					
Belgium	1001	11.7	46.2	35	7.1
Bulgaria	1002	6.3	54.3	27.9	11.5
Czech Rep.	1005	10.3	45.7	37	7.1
Denmark	1010	5.1	36.9	55.2	2.9
Germany	1002	4.3	39.2	52.4	4.1
Estonia	1008	8.1	45.1	33.2	13.6
Greece	1000	8.5	64	22.6	4.9
Spain	1004	7.3	53.5	33.8	5.4
France	1008	5.7	54.7	35.1	4.5
Ireland	1000	8	45.6	41	5.4
Italy	1003	4	59.9	32.2	3.9
Cyprus	1004	9.5	60.7	24.8	5
Latvia	1001	4.9	40.5	48.4	6.2
Lithuania	1000	6.5	48.4	33.8	11.3
Luxembourg	1002	10	47.2	40.6	2.2
Hungary	1009	4.1	46.6	45	4.3
Malta	1003	5.9	50.6	32	11.5
Netherlands	1001	5.8	29.6	60.3	4.3
Austria	1011	4.9	44.4	43.2	7.5
Poland	1012	7.8	38.9	46.2	7.1
Portugal	1005	4.3	49	37.5	9.1
Romania	1011	8.1	44.8	35.5	11.6
Slovenia	1000	7.7	66.6	21.1	4.6
Slovakia	1014	5	52.1	35.3	7.6
Finland	1003	3.8	50.3	42	3.9
Sweden	1009	4.1	46.2	43.1	6.6
United Kingdom	1001	5.1	46.6	45.2	3.2

Table 18b. The impact of economic development on nature protection areas – *by segment*

QUESTION: Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites. Which of the following statements comes closest to your opinion?

	Total N	% This is acceptable because economic development takes precedence	% This should be prohibited because these are our most important nature areas	% This is only acceptable for developments of major public interest and if damage is fully compensated for	% DK/NA
EU27	27129	5.8	47.9	41	5.3
SEX					
Male	13117	5.7	45.8	43.7	4.7
Female	14012	5.9	50	38.3	5.8
AGE					
15 - 24	3978	6.1	43.5	45.6	4.7
25 - 39	6269	4.7	49.9	41.6	3.8
40 - 54	7428	5.1	50	41.4	3.5
55 +	9227	6.9	47	38.3	7.8
EDUCATION (end of)					
Until 15 years of age	4218	5.9	52.2	32.6	9.3
16 - 20	11883	6.1	50	39.5	4.5
20 +	7496	4.8	44.1	47.6	3.5
Still in education	2946	6.2	44.4	44.3	5
URBANISATION					
Metropolitan	4850	6.3	44.2	44.3	5.3
Urban	11246	6	49.5	39.9	4.6
Rural	10850	5.1	48.1	40.9	5.9
OCCUPATION					
Self-employed	2434	5.5	47.8	42	4.7
Employee	8660	3.9	46.4	46.3	3.3
Manual worker	2336	6.5	52.4	37.3	3.8
Not working	13599	6.9	48.1	38.1	6.9
INFORMED ABOUT BIODIVERSITY LOSS					
Very well informed	1295	6.5	44.1	45	4.4
Well informed	8741	5.3	46.5	44.8	3.5
Not well informed	10110	5.2	49.4	41.6	3.8
Not informed at all	6753	7.3	48.9	34.2	9.5

Table 19a. Personal efforts to protect biodiversity – *by country*

QUESTION: Q12. Would you say that you personally make an effort to protect biodiversity?

	Total N	% Yes, I do	% Yes, but I would like to do even more	% No, because I do not know what to do	% No, for other reasons	% Other	% DK/NA
EU27	27129	36.7	33.3	20.4	7.8	0.2	1.6
COUNTRY							
Belgium	1001	57.9	28.6	9.5	3.2	0.1	0.7
Bulgaria	1002	21.8	30.2	28.6	14.7	0.3	4.3
Czech Rep.	1005	17.4	28.7	37.2	13.8	0.3	2.6
Denmark	1010	35.9	28.4	19.8	14.5	0.1	1.3
Germany	1002	47.9	15.2	25	10.7	0.1	1.2
Estonia	1008	25.5	31.4	29.6	9	1.5	3
Greece	1000	23	47	20.4	8.2	0.7	0.7
Spain	1004	34.4	48.7	10.7	5.5	0.1	0.6
France	1008	47.1	32	14.8	5.4	0.1	0.5
Ireland	1000	32.5	42.7	17.7	5.4	0	1.7
Italy	1003	23.4	45.4	25.9	3.7	0	1.6
Cyprus	1004	22.9	48.6	19.4	8.7	0.1	0.3
Latvia	1001	29.4	23.3	29.4	15.1	0.9	1.9
Lithuania	1000	20.4	30.7	33	9.1	0.7	6.1
Luxembourg	1002	39.7	37.4	18.4	3.7	0.2	0.5
Hungary	1009	33.2	38.4	22.1	6	0.1	0.3
Malta	1003	47.2	37	9.9	3.1	0.6	2.3
Netherlands	1001	49.7	19.2	16.9	12.8	0.3	1.1
Austria	1011	50.1	19.1	18.9	9.6	0.2	2
Poland	1012	27.1	30.1	26	11.8	0.6	4.5
Portugal	1005	42.8	44.6	7.2	3.1	0.1	2.2
Romania	1011	22.7	39.3	26.4	8.9	0.7	2
Slovenia	1000	45.2	42.2	8.5	3.4	0	0.7
Slovakia	1014	41.5	26.3	26	2.6	0.4	3.3
Finland	1003	42.6	30.3	15.1	10	0.8	1.2
Sweden	1009	31.6	33.3	23.2	10.8	0.3	0.9
United Kingdom	1001	36.8	39.5	15.5	6.9	0	1.3

Table 19b. Personal efforts to protect biodiversity – *by segment*

QUESTION: Q12. Would you say that you personally make an effort to protect biodiversity?

	Total N	% Yes, I do	% Yes, but I would like to do even more	% No, because I do not know what to do	% No, for other reasons	% Other	% DK/NA
EU27	27129	36.7	33.3	20.4	7.8	0.2	1.6
SEX							
Male	13117	36	31.4	21.1	9.7	0.3	1.5
Female	14012	37.5	35.1	19.7	6.1	0.1	1.6
AGE							
15 - 24	3978	22.1	36.6	29.5	10.9	0.1	0.7
25 - 39	6269	31	38	22.1	7.6	0.2	1
40 - 54	7428	37.8	35.1	18	7.2	0.1	1.8
55 +	9227	46	27.4	17.1	7.2	0.2	2
EDUCATION (end of)							
Until 15 years of age	4218	40.5	30.1	20.8	5.7	0.2	2.8
16 - 20	11883	38.8	32.3	19.8	7.7	0.2	1.3
20 +	7496	37.4	35.8	17.5	8	0.2	1.1
Still in education	2946	21.8	37.2	29.8	10.4	0.1	0.7
URBANISATION							
Metropolitan	4850	32.2	35.6	21.8	9.4	0.2	0.9
Urban	11246	33.1	36.3	21.2	8	0.2	1.1
Rural	10850	42.7	29.1	18.8	6.9	0.1	2.2
OCCUPATION							
Self-employed	2434	40.5	31.1	16.6	9.4	0.6	1.8
Employee	8660	35.4	37.3	18.8	7.2	0.1	1.1
Manual worker	2336	35.1	32.7	23	7.7	0	1.5
Not working	13599	37.2	31.3	21.6	7.9	0.2	1.7
INFORMED ABOUT BIODIVERSITY LOSS							
Very well informed	1295	56.1	30.3	6.3	6.6	0.1	0.6
Well informed	8741	44.6	34.4	13.2	6.9	0.1	0.8
Not well informed	10110	32.4	35.8	23	7.4	0.2	1.2
Not informed at all	6753	28.9	29.4	28.8	9.6	0.3	3.1

II. Survey details

This general population survey *"Attitudesod Europeans towards the issue of biodiversity"* (Flash Eurobarometer N° 290) was conducted for the European Commission, DG Environment, Communication & Governance Unit.

Telephone interviews were conducted in each country, with the exception of Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews). Note: Flash Eurobarometer surveys systematically include mobile phones in samples in Austria, Finland, Italy, Portugal and Spain.

Telephone interviews were conducted in each country between 08/02/2010 and 12/02/2010 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 08/02/2010 - 12/02/2010)
Czech Republic	CZ	Focus Agency	(Interviews: 08/02/2010 - 12/02/2010)
Denmark	DK	Hermelin	(Interviews: 08/02/2010 - 12/02/2010)
Germany	DE	IFAK	(Interviews: 08/02/2010 - 12/02/2010)
Estonia	EE	Saar Poll	(Interviews: 08/02/2010 - 12/02/2010)
Greece	EL	Metroanalysis	(Interviews: 08/02/2010 - 12/02/2010)
Spain	ES	Gallup Spain	(Interviews: 08/02/2010 - 12/02/2010)
France	FR	Efficience3	(Interviews: 08/02/2010 - 12/02/2010)
Ireland	IE	Gallup UK	(Interviews: 08/02/2010 - 12/02/2010)
Italy	IT	Demoskopea	(Interviews: 08/02/2010 - 12/02/2010)
Cyprus	CY	CYMAR	(Interviews: 08/02/2010 - 12/02/2010)
Latvia	LV	Latvian Facts	(Interviews: 08/02/2010 - 12/02/2010)
Lithuania	LT	Baltic Survey	(Interviews: 08/02/2010 - 12/02/2010)
Luxembourg	LU	Gallup Europe	(Interviews: 08/02/2010 - 12/02/2010)
Hungary	HU	Gallup Hungary	(Interviews: 08/02/2010 - 12/02/2010)
Malta	MT	MISCO	(Interviews: 08/02/2010 - 12/02/2010)
Netherlands	NL	MSR	(Interviews: 08/02/2010 - 12/02/2010)
Austria	AT	Spectra	(Interviews: 08/02/2010 - 12/02/2010)
Poland	PL	Gallup Poland	(Interviews: 08/02/2010 - 12/02/2010)
Portugal	PT	Consulmark	(Interviews: 08/02/2010 - 12/02/2010)
Slovenia	SI	Cati d.o.o	(Interviews: 08/02/2010 - 12/02/2010)
Slovakia	SK	Focus Agency	(Interviews: 08/02/2010 - 12/02/2010)
Finland	FI	Norstat Finland Oy	(Interviews: 08/02/2010 - 12/02/2010)
Sweden	SE	Hermelin	(Interviews: 08/02/2010 - 12/02/2010)
United Kingdom	UK	Gallup UK	(Interviews: 08/02/2010 - 12/02/2010)
Bulgaria	BG	Vitosha	(Interviews: 08/02/2010 - 12/02/2010)
Romania	RO	Gallup Romania	(Interviews: 08/02/2010 - 12/02/2010)

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sample sizes

In each EU country, the target sample size was 1000 respondents. The table on the next page shows the achieved sample sizes by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the EU-wide result in proportion to its population.
The table below presents, for each of the countries:

(1) the number of interviews actually carried out
(2) the population-weighted total number of interviews

Total interviews

	Total Interviews			
	Conducted	**% of Total**	**EU27 weighted**	**% of Total (weighted)**
Total	**27129**	**100**	**27129**	**100**
BE	1001	3.7	572	2.1
BG	1002	3.7	433	1.6
CZ	1005	3.7	573	2.1
DK	1010	3.7	288	1.1
DE	1002	3.7	4612	17
EE	1008	3.7	74	0.3
EL	1000	3.7	623	2.3
ES	1004	3.7	2474	9.1
FR	1008	3.7	3359	12.4
IE	1000	3.7	224	0.8
IT	1003	3.7	3306	12.2
CY	1004	3.7	42	0.2
LV	1001	3.7	128	0.5
LT	1000	3.7	185	0.7
LU	1002	3.7	25	0.1
HU	1009	3.7	555	2
MT	1003	3.7	22	0.1
NL	1001	3.7	872	3.2
AT	1011	3.7	456	1.7
PL	1012	3.7	2089	7.7
PT	1005	3.7	583	2.1
RO	1011	3.7	1187	4.4
SI	1000	3.7	113	0.4
SK	1014	3.7	294	1.1
FI	1003	3.7	285	1
SE	1009	3.7	492	1.8
UK	1001	3.7	3263	12

Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

Tables of results

VOLUME A: COUNTRY BY COUNTRY
The VOLUME A tables present the European Union results country by country.

VOLUME B: RESPONDENTS' DEMOGRAPHICS
The VOLUME B tables present the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:

Sex *(Male, Female)*
Age *(15-24, 25-39, 40-54, 55 +)*
Subjective urbanisation *(Metropolitan zone, Other town/urban centre, Rural zone)*
Occupation *(Self-employed, Employee, Manual worker, Not working)*
Education (*-15, 16-20, 21+, Still in full time education*)

Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The "margin of error" is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

III. Questionnaire

Q1. Have you ever heard the term "biodiversity"?
[ONLY ONE ANSWER POSSIBLE]

- I've heard of it and I know what it means 1
- I've heard of it but I do not know what it means 2
- I have never heard of it 3
- [DK/NA] 9

[INTERVIEWER READ OUT:]
"Biological diversity – or biodiversity – is the term given to the variety of life on Earth (like plants, animals, oceans etc) which forms the web of life of which we are an integral part..."

Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
[DO NOT READ OUT, JUST CODE, MULTIPLE ANSWERS ALLOWED]

- Decline in natural habitats/less variety/—in general 01
- Forests will disappear /decline 02
- Certain animals and plants are disappearing/ will disappear 03
- Certain animals and plants are/will become endangered 04
- Loss of natural heritage like nature parks/endemic species/ natural landscapes, basically the natural environment that you can relate to in your country 05

- Change of the climate 06
- Problems with the clean air, water/CO2 emissions 07

- Problems for the economy/Loss of material wealth 08
- Less opportunities for tourism 09
- Loss of potential for producing medicines, food and fuel 10

- Problems in my garden 11
- Don't care about this issue 12
- Others 13
- [DK/NA] 99

Q3. How informed do you feel about the loss of biodiversity?
[ONLY ONE ANSWER POSSIBLE]

- Very well informed 4
- Well informed 3
- Not well informed 2
- Not informed at all 1
- [DK/NA] 9

Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
[ONE ANSWER PER LINE]

- Very much agree 4
- Rather agree 3
- Rather disagree..... 2
- Very much disagree 1
- [DK/NA] 9

A) It is a moral obligation – because we have a responsibility to look after nature 1 2 3 4 9
B) Our well-being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation 1 2 3 4 9
C) Biodiversity is indispensable for the production of goods such as food, fuel and medicines 1 2 3 4 9
D) Europe will get poorer economically as a consequence of the loss of biodiversity 1 2 3 4 9
E) Biodiversity is essential in tackling climate change..... 1 2 3 4 9

Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? It is a…..
And how serious is the problem in Europe? It is a..?
Finally, how serious is the problem globally? It is a..?
[ONE ANSWER PER LINE]

- Very serious problem 4
- A fairly serious problem 3
- Not a serious problem or..... 2
- Not a problem at all..... 1
- [DK/NA] 9

A) In your country?..... 1 2 3 4 9
B) In Europe? 1 2 3 4 9
C) And globally? 1 2 3 4 9

Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
[ONLY ONE ANSWER POSSIBLE]

- Yes, I am already affected by the loss of biodiversity..... 1
- Yes, it will have an effect on me, but not now, later on 2
- No, not on me personally but on my children 3
- No, it will not have an effect 4
- [DK/NA]..... 9

Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
[READ OUT – ROTATE – ONE ANSWER ONLY]

- Intensive farming, deforestation and over-fishing 1
- Pollution of air / water (seas, rivers, lakes, etc.) 2
- Man-made disasters (e.g. oil spills, industrial accidents, etc.) 3
- Plants and animals introduced into our ecosystems (that are not normally found in a region or country) 4
- Climate change 5
- Land use change and development (e.g. roads, housing, industry, conversion of natural areas into farmland etc.) 6
- [Others] 7
- [DK/NA] 9

Q8. What measure to protect biodiversity should the European Union take as a priority?
[READ OUT – ROTATE – ONE ANSWER ONLY]

- Increase the areas where nature is protected in Europe 1
- Create financial rewards (e.g. for farmers) for nature conservation 2
- Introduce stricter regulation for economic sectors that impact nature 3
- Allocate more financial resources to nature protection in Europe 4
- Promote research on the impact of biodiversity loss 5
- Better inform citizens about the importance of biodiversity 6
- [Other] 7
- [None] 8
- [DK/NA] 9

Q9. Have you heard of the Natura 2000 network?
[ONLY ONE ANSWER POSSIBLE]

- I've heard of it and I know what it is 1
- I've heard of it but I do not know what it is 2
- I have never heard of it 3
- [DK/NA] 9

Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 - Europe's largest network of nature protection areas?
[READ OUT – ROTATE – TWO ANSWERS POSSIBLE]

- To protect endangered animals and plants 1
- To stop the destruction of valuable areas – land and sea 2
- Promote nature-friendly land-use 3
- To stimulate eco-tourism and recreational opportunities 4
- To safeguard nature's role in providing clean air and water 5
- [Other] 7
- [None of these] 8
- [DK/NA] 9

Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites.
Which of the following statements comes closest to your opinion?
[ONLY ONE ANSWER POSSIBLE]

- This is acceptable because economic development takes precedence..... 1
- This should be prohibited because these are our most important nature areas..... 2
- This is only acceptable for developments of major public interest and if damage is fully compensated for 3
- [DK/NA]..... 9

Q12. Would you say that you personally make an effort to protect biodiversity?
[ONLY ONE ANSWER POSSIBLE]

- Yes, I do 1
- Yes but I would like to do even more..... 2
- No, because I do not know what to do 3
- No, for other reasons 4
- [Other] 3
- [DK/NA]..... 9

D1. Gender [DO NOT ASK - MARK APPROPRIATE]
[1] Male
[2] Female

D2. How old are you?
[_][_] years old
[00] [REFUSAL/NO ANSWER]

D3. How old were you when you stopped full-time education?
[Write in THE AGE WHEN EDUCATION WAS TERMINATED]
[_][_] years old
[00] [STILL IN FULL TIME EDUCATION]
[01] [NEVER BEEN IN FULL TIME EDUCATION]
[99] [REFUSAL/NO ANSWER]

D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]

- **Self-employed**
  - → i.e. : - farmer, forester, fisherman 11
  - - owner of a shop, craftsman 12
  - - professional (lawyer, medical practitioner, accountant, architect,...) 13
  - - manager of a company 14
  - - other 15
- **Employee**
  - → i.e. : - professional (employed doctor, lawyer, accountant, architect) 21
  - - general management, director or top management 22
  - - middle management 23
  - - Civil servant 24
  - - office clerk 25
  - - other employee (salesman, nurse, etc...) 26
  - - other 27
- **Manual worker**
  - → i.e. : - supervisor / foreman (team manager, etc...) 31
  - - Manual worker 32
  - - unskilled manual worker 33
  - - other 34
- **Without a professional activity**
  - → i.e. : - looking after the home 41
  - - student (full time) 42
  - - retired 43
  - - seeking a job 44
  - - other 45
- [Refusal] 99

D6. Would you say you live in a ...?

- metropolitan zone 1
- other town/urban centre 2
- rural zone / zone with less than 10.000 inhabitants 3
- [Refusal] 9