

Scottish Natural Heritage

# Commissioned Report 334

National Baseline Survey of Biodiversity Awareness  
and Involvement



# COMMISSIONED REPORT

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**Commissioned Report No. 334**

**National Baseline Survey of Biodiversity  
Awareness and Involvement**

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## COMMISSIONED REPORT

# Summary

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### **National Baseline Survey of Biodiversity Awareness and Involvement**

Commissioned Report No: 334  
Contractor: Progressive Partnership Ltd  
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#### **BACKGROUND**

- The Scottish Biodiversity Committee is responsible for improving public awareness and involvement with biodiversity. It is therefore essential for them to have an accurate measure of current public attitudes to and engagement with biodiversity, with particular emphasis on the key audience segments established by previous research: Carers Doers, Carers Non-Doers, Non-Carers Non-Doers. 1006 10-minute telephone interviews were conducted with a nationally representative sample (age, gender, SEG, geographical spread) of the Scottish population during January 2009.

#### **MAIN FINDINGS**

- Carers Doers segments show a generally similar pattern to 2006, but there is a clear shift towards more Carers Doers with a significant increase from 26% to 33%. There is also a new segment - Non-Carers Doers - who say they are not interested but do undertake activities linked to biodiversity.
- Spontaneous awareness of the term biodiversity is 57% but defining it is still an issue. Only 42% give a spontaneous definition, with 17% providing the full definition of 'all living things on the planet, including us'.
- A cooling of views for the existing E1 Indicators – Attitudes to Biodiversity is evident for interest and concern of biodiversity loss, while relevance holds its own. Why is this, especially as there are more Carers Doers? Are some activities becoming 'just part of life', making people forget the reason for doing them (biodiversity)? Are current economic issues forcing biodiversity down the priority list?
- More biodiversity-linked activities are undertaken than the Carers Doers segmentation suggests. Is this a semantic difference as to how they describe what they do or a lack of understanding that actions are linked to biodiversity? Understanding this is vital for future communications. If people are doing more than they are aware of, then making them aware could instil a feel-good factor and help them to see there are easy options to become involved with biodiversity.
- Motivations for undertaking activities are numerous but mostly involve personal interest and a desire to do something for the environment. For green gardening and wildlife gardening, personal reasons dominate and they are a hobby or something 'I've always done'. It is therefore more about a love of gardening or having lots of wildlife in the garden. Green consumer and action at home to protect biodiversity show a clear tendency towards more environmental motivators. However the emotional 'do my bit' is high, suggesting an overall level of social conscience rather than personal interest. 'No real reason' is mentioned here too, showing that people do things but not always out of a 'biodiversity' mindset. Communications will need to address this.
- In future people are interested in increasing their involvement but not in a 'very' interested way.
- There is very little volunteering (6%), most of which is ongoing local help (e.g. clean up days, etc.)
- Levels of knowledge about organisations involved in biodiversity remains low.
- Given there are other worries at present, that people are doing more than they know, and that time/priorities are still the main barrier, future biodiversity communications need to reinforce the good things people do now and inform and educate about the easy things to do in the future.
- A wider range of engagement indicators needs to be set for future waves of research.
- Indicators we would take directly from this current research are: Carers Doers segmentation, spontaneous and prompted awareness of biodiversity, the E1 Indicators, value, volunteering, interest in becoming more involved with biodiversity in the future, awareness of organisations involved in biodiversity and levels of biodiversity-linked activities undertaken.

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## ii. TABLE OF CONTENTS

<b>II. TABLE OF CONTENTS</b> .....	<b>3</b>
<b>III. LIST OF TABLES</b> .....	<b>4</b>
<b>IV. LIST OF CHARTS</b> .....	<b>4</b>
<b>1 RESEARCH BACKGROUND</b> .....	<b>7</b>
<b>2 OBJECTIVES AND METHODOLOGY</b> .....	<b>8</b>
2.1 RESEARCH OBJECTIVES.....	8
2.2 METHODOLOGY.....	9
2.2.1 Main sample.....	10
2.2.2 Boost sample with Carers Doers.....	10
2.3 PROFILE OF SAMPLE.....	10
<b>3 MAIN FINDINGS</b> .....	<b>11</b>
3.1 A NOTE ON THE STRUCTURE OF THE MAIN FINDINGS.....	11
3.2 AUDIENCE SEGMENTATION.....	11
3.2.1 Importance of Scotland's natural environment.....	11
3.2.2 Active involvement in the natural environment.....	12
3.2.3 Segmentation.....	13
3.3 AWARENESS OF BIODIVERSITY.....	15
3.3.1 Spontaneous awareness of biodiversity.....	15
3.3.2 Definitions of biodiversity.....	16
3.3.3 Prompted awareness of biodiversity.....	17
3.3.4 Thoughts on awareness of biodiversity.....	18
3.4 KEY BIODIVERSITY INDICATORS.....	19
3.4.1 The EI Indicators.....	19
3.4.2 Other Indicators – value.....	22
3.4.3 Thoughts on indicators overall.....	23
3.5 ACTIVITIES.....	24
3.5.1 Green gardening.....	24
3.5.2 Wildlife gardening.....	27
3.5.3 Green consumer.....	29
3.5.4 Action at home to protect the natural environment.....	31
3.5.5 The influence of age on activities undertaken.....	33
3.5.6 The influence of urban and rural on activities undertaken.....	34
3.5.7 Summary thoughts on motivations.....	35
3.6 VOLUNTEERING.....	36
3.7 INVOLVEMENT WITH BIODIVERSITY – THE FUTURE.....	38
3.8 BARRIERS TO INVOLVEMENT.....	40
3.9 ORGANISATIONS INVOLVED IN BIODIVERSITY.....	41
3.10 ENCOURAGING INVOLVEMENT IN BIODIVERSITY.....	42
<b>4 CONCLUSIONS AND KEY INDICATORS SUMMARY</b> .....	<b>43</b>
4.1 OVERALL CONCLUSIONS.....	43
4.1.1 Carers Doers segmentation.....	43
4.1.2 Biodiversity awareness.....	43
4.1.3 Key indicators.....	43
4.1.4 Activities.....	44
4.2 KEY INDICATORS FOR THE FUTURE.....	46
<b>REFERENCES</b> .....	<b>48</b>
<b>APPENDIX ONE – QUESTIONNAIRE</b> .....	<b>49</b>

### iii. LIST OF TABLES

Table	Title	Page
1	Sample demographics	10
2	Demographics of the segments	14
3	Q8. Why do you say this ....(level you personally value biodiversity in Scotland)?	23
4	Q9b. What motivated you to start doing this?	26
5	Q10b. What motivated you to start doing this?	28
6	Q11b. What motivated you to start doing this?	30
7	Q12b. What motivated you to start doing this?	32
8	Motivations Summary	35
9	Q13b & c. What type of activity related to biodiversity and the natural environment have you volunteered for? Was this a one-off occasion or an ongoing activity?	36
10	Q13e. What motivated you to start doing this?	37
11	Q17. Why do you not get involved: what stops you from being involved in biodiversity, or from doing more than you do now?	40
12	Summary of involvement levels for segments	44
13	Summary of Key Indicators	46

### iv. LIST OF CHARTS

Chart	Title	Page
1	SQ1. When you think of Scotland's natural environment, which is made up of our countryside, our coastlines, and green areas in town and cities, and every living thing these support, how important would you say it is to your everyday life?	11
2	SQ2. And are you actively involved in looking after the natural environment in any way, for example, in wildlife or countryside organisations, volunteering, gardening to help wildlife or anything else like that?	12
3	Carers Doers Segmentation	13
4	Q1. Are you aware of the term 'biodiversity'?	15
5	Q1. Are you aware of the term 'biodiversity'?	15
6	Q2. What would you understand the term 'Biodiversity' to mean?	16
7	Q2. What would you understand the term 'Biodiversity' to mean?	16
8	Q3. A definition for 'biodiversity' is as follows: Biodiversity is the variety of all living things – animals, birds, plants, trees, fish, insects and human beings themselves – that exist in the world. Do you think you might have heard about it now?	17
9	Q3. by demographics	18
10	Q3. by segments	18
11	Q4. Thinking of this definition, how INTERESTED are you in Scotland's biodiversity?	19
12	Q4. by segments	19
13	Q5. Thinking of this definition, how RELEVANT is Scotland's biodiversity to you personally?	20
14	Q5. by segments	20
15	Q6. How concerned are you about the loss of biodiversity in Scotland?	21
16	Q6. How concerned are you about the loss of biodiversity in Scotland?	21

17	Q7. How much would you say you personally value biodiversity in Scotland?	22
18	Key Indicators by segment	23
19	Q9a. Please can you tell me whether you use green gardening methods to encourage biodiversity in your garden? E.g. peat free compost, compost heap, no chemicals, tidy up later in the year, collect rainwater, grow fruit and vegetables, etc	24
20	Q9a. by segments	25
21	Q10a. Please can you tell me whether you do anything to attract wildlife to your garden? E.g. food/water for birds, boxes for birds/animals, wood piles, wildlife friendly trees/plants, window boxes, container shrubs, water features, etc.	27
22	Q10a. by segments	27
23	Q11a. Please can you tell me whether you consider yourself in any way a green consumer? E.g. buy local or British products, buy organic, buy with less packaging, buy recycled products, reusable shopping bags, energy efficient appliances, FSC wood/paper products	29
24	Q11a. by segments	29
25	Q12a. Please can you tell me whether you take any action at home to protect biodiversity and the natural environment? E.g. monitor/record wildlife, reduce/recycle household waste, compost kitchen/garden waste, use fewer chemicals, rechargeable batteries, energy efficient bulbs, wash laundry at lower temperatures, turning off taps, showers instead of baths, walking/cycle more	31
26	Q12a. by segments	31
27	Q9a – Q12a by age	33
28	Q9a – Q12a by age, excluding no replies	33
29	Q9a – Q12a by area	34
30	Q13a. Have you ever volunteered for any activity related to biodiversity and the natural environment in the last 12 months?	36
31	Q14. All other things being equal, how interested would you be in having more involvement in things related to biodiversity during 2009?	38
32	Q15. Do you think you had more involvement in things related to biodiversity...a) In 2008 than you did in 2007? b) And what do you anticipate for 2009 compared to 2008?	38
33	Q16. What actions do you think you will realistically take to become more aware of and more involved in biodiversity in the next year?	39
34	Q18. Which organisations are you aware of who are involved in biodiversity?	41
35	Q19. What could these organisations do to make people more aware of/more involved in the natural environment?	42

## 1 RESEARCH BACKGROUND

In 2004, the Scottish Executive published the report “Scotland’s Biodiversity: It’s In Your Hands”. The publication set out the Scottish Biodiversity Strategy (SBS), driven by the vision that by 2030, Scotland will be recognised as a world leader in biodiversity conservation. The aim underpinning the SBS is to enhance the health and well-being of the nation through the preservation of biodiversity.

A key principle of the SBS is the need to raise public consciousness and emphasise the relationship and interaction between people and their natural surroundings. This is illustrated by the SBS objective “to increase awareness, understanding and enjoyment of biodiversity, and engage many more people in conservation and enhancement”.

In order to achieve this objective and deliver the SBS, a new organisational structure has been established. The new structure is directed by the Scottish Biodiversity Committee (SBC) and includes a People and Communications Group which will be responsible for engaging the public with the issue of biodiversity in terms of awareness, enjoyment and involvement.

As a starting point, it is essential for the People and Communications Group to have an accurate measure of current attitudes towards and interaction with biodiversity amongst the Scottish public, with particular emphasis on the key audience segments identified through previous research:

- Carers Doers (CD)
- Carers Non-Doers (CND)
- Non-Carers Non-Doers (NCND)

People’s understanding and attitudes towards biodiversity are key influencers in terms of their propensity to get involved with and support nature conservation.

Progressive worked with SNH on the previous Key Messages research (Progressive Partnership, 2006) which highlighted that a large majority of the population are interested in biodiversity and concerned about its loss (83%) and see it as relevant to them (75%). Interest, relevance and concern in biodiversity have formed the key engagement indicators E1 – Attitudes to Biodiversity which act as a baseline measurement of people’s views.

The Scottish Biodiversity Committee wish to measure progress against the E1 Indicators by investigating new attitudinal information and also establishing new baseline information for a wider range of key engagement indicators. This will enable them to gather trend information to monitor the change in the Scottish public’s views over time and to better understand people’s changing behaviour with regards to biodiversity involvement within Scotland.

As such, SNH commissioned this research to identify the attitudes and involvement of the CD, CND and NCND audience groups towards biodiversity in Scotland, through the provision of baseline information and the establishment of relevant key engagement indicators. For the purposes of this project, biodiversity is defined as:

*“Biodiversity is the rich variety of life which exists on Planet Earth, and ensures the survival of people. It concerns all species of plants and animals, including people, their genetic variation and the range of habitats upon which all living things depend. It encompasses the whole of the natural world, not just the rare or the endangered. It touches and benefits all aspects of our lives.”*

## 2 OBJECTIVES AND METHODOLOGY

### 2.1 Research objectives

The overarching aim of the research was:

**To establish current baseline levels of awareness and involvement in Scotland towards biodiversity amongst the specific audience groups of Carers Doers, Carers Non-Doers and Non-Carers Non-Doers.**

The more detailed research objectives included the following:

- To determine how the Scottish population define biodiversity and their understanding of its meaning
- To determine levels of interest in the issue of biodiversity in Scotland and its relevance within people's lives
  - To what extent do they care about biodiversity? What, if anything, makes them understand the value of biodiversity?
- To understand levels of concern with the loss of biodiversity in Scotland
- To understand current levels of the public's involvement and engagement with biodiversity in Scotland (and the extent/depth of this engagement)
  - How actively involved are they with biodiversity? How often? What is the nature of this involvement? (i.e. volunteer/organised activity)
- For those who are involved/engaged, to determine the reasons why
  - What drives them/why are they motivated to engage with biodiversity? What would encourage them to do more?
- To establish reasons for lack of involvement or engagement
  - What are the current barriers/what prevents them from currently getting involved with biodiversity? How could they be encouraged to become more involved?

On the basis of this information, the research aims to:

- Update and monitor progress with the existing key engagement indicators E1 – Attitudes to Biodiversity
- Establish a wider range of key engagement indicators which will be used to monitor trends in public awareness and involvement towards biodiversity amongst the people of Scotland
- Outline the current baseline levels of awareness and involvement towards biodiversity amongst the people of Scotland and the proposed set of key engagement indicators.

**The output of the research will enable biodiversity stakeholders to monitor the effectiveness of their efforts to raise public awareness of and involvement in biodiversity in Scotland.**

**It will also inform the development of resources for this professional audience.**

## 2.2 Methodology

Progressive undertook a quantitative telephone survey with a representative sample of the Scottish adult population. In this instance, this quantitative methodology has the following advantages:

- Enables broad comparisons to be made with the key engagement indicators taken from the 2006 Key Messages research
- Provides statistically measurable and robust data – ideal for measuring attitudes and behaviours across the population
- Is easily repeatable – ideal for accurately measuring shifts over time
- Responses are high quality as interviewers can probe and clarify responses
- Quotas are easily set and controlled.

Quantitative research was therefore chosen as the most effective method in establishing a baseline dataset regarding attitudes and behaviour, which will in turn allow trend analysis to be conducted after future waves of research.

When designing the methodology, thought needed to be given to the three key audiences for research:

- Carers Doers (CD)
- Carers Non-Doers (CND)
- Non-Carers Non-Doers (NCND)

This audience segmentation has been used by SNH in related research since 2005. The segments are defined by the following two questions:

SQ1. When you think of Scotland's natural environment, how important would you say it is to you in your everyday life?

- Very important = Carer
- Quite important = Carer
- Not really important = Non-Carer
- Not at all important = Non-Carer

SQ2. And are you actively involved in looking after the natural environment in any way?

- Yes = Doer
- No = Non-Doer

Consideration was given as to whether quotas should be set on these 3 core groups. However, as the Key Messages research was undertaken in 2006, we believed that in order to obtain an accurate baseline measurement, it would be necessary to determine whether there has been any movement between the groups and establish their current proportions. We decided that a natural fallout approach would be more effective to ensure a more up-to-date and accurate measurement of the sizes of the three audiences. This measurement will then be used as the baseline figures moving forward.

Understanding the Carers Doers segment is important, and to ensure that this sample cell was sufficiently high enough to warrant scrutiny and to allow robust comparisons to be made between the groups, Progressive also undertook a boost sample with 100 respondents from the Carers Doers segment.

Fieldwork took place between 16<sup>th</sup> January and 3<sup>rd</sup> February 2009.

All research projects are performed in accordance with ISO 20252 guidelines, IQCS guidelines and the Market Research Society's Code of Conduct.

### 2.2.1 Main sample

A total of 1,006 telephone interviews were conducted with a demographically representative sample of the Scottish adult population – by age, gender and socio-economic grouping (SEG). This is the standard used in market research and enables the results, and especially the segmentation, to be comparable to previous research. The sample also covered the whole of Scotland geographically. The interviews took approximately 10 minutes and were conducted from Progressive’s in-house Computer Aided Telephone Interviewing (CATI) unit in Edinburgh.

The questionnaire was developed by Progressive in conjunction with the team at SNH and covered the objectives as listed. A copy can be found in Appendix One of this report.

An overall sample size of 1,000 provides a dataset with a margin of error of between  $\pm 0.87\%$  and  $\pm 3.10\%$ , calculated at the 95% confidence level (market research industry standard).

A red circle around figures on a chart shows a significant difference to other sample groups. As standard, Progressive uses T-Testing to calculate significance and relationships with a 95% Level of Confidence are considered.

### 2.2.2 Boost sample with Carers Doers

A further 104 telephone interviews were conducted with the Carers Doers segment. They completed the same questionnaire as the main sample, but were recruited specifically as Carers Doers so are not demographically representative. These interviews were conducted at the same time as the main sample by our in-house CATI unit.

## 2.3 Profile of sample

The demographics of the main and boost samples are as follows:

Table 1: Sample demographics. Base: Total 1006, Boost 102

	Total	Boost		Total	Boost		Total	Boost
<b>Gender</b>			<b>Area</b>			<b>Children at home</b>		
Male	48%	39%	Central	6%	7%	Yes	27%	7%
Female	52%	61%	Dumfries & Galloway	3%	1%	No	73%	93%
<b>Age</b>			Fife	7%	11%	<b>Age of children</b>		
18-24	9%	2%	Grampian	8%	7%	0 to 5	49%	29%
25-34	19%	1%	Highlands & Islands	8%	9%	6 to 11	41%	29%
35-44	20%	9%	Lothian & Borders	17%	13%	12 to 16	38%	57%
45-54	17%	13%	Strathclyde	44%	48%	<b>Usual mode of transport</b>		
55-64	14%	35%	Tayside	7%	5%	Walk	41%	51%
65-74	15%	29%	<b>SEG</b>			Car/Van	75%	67%
75+	5%	11%	AB	17%	20%	Bus	23%	37%
<b>Area</b>			C1	34%	29%	Train	5%	9%
Urban	59%	60%	C2	21%	13%	Bicycle	4%	-
Rural	41%	40%	DE	26%	36%	Motorcycle / Scooter	-	1%
			Refused Question	2%	3%	Other	3%	2%

### 3 MAIN FINDINGS

#### 3.1 A note on the structure of the main findings

Significant differences across demographic groups are highlighted throughout. Where no demographic variances are mentioned it should be assumed that there are no statistically significant differences.

As mentioned previously, Progressive undertook SNH's Key Messages research in 2006. Some key questions were taken from the 2006 project and used for this current survey. We have made comparisons with the 2006 data where appropriate and these are highlighted within the report.

The findings in the remainder of this document show main sample data. The boost sample was designed to ensure a sufficiently large sample was achieved overall for this segment and, within this, to highlight any potential differences in the findings. However, results show it in fact confirmed the main sample segment figures with no significant differences in the findings. The Carers Doers segment also provided a sufficiently robust sample from natural fall out in the main sample and this therefore can be taken as a stand alone sample. Given this we feel it is best to review the data as one, clean representative sample of the Scottish population and we have not included the boost data in this report, instead focussing on the picture as a whole across the country.

#### 3.2 Audience segmentation

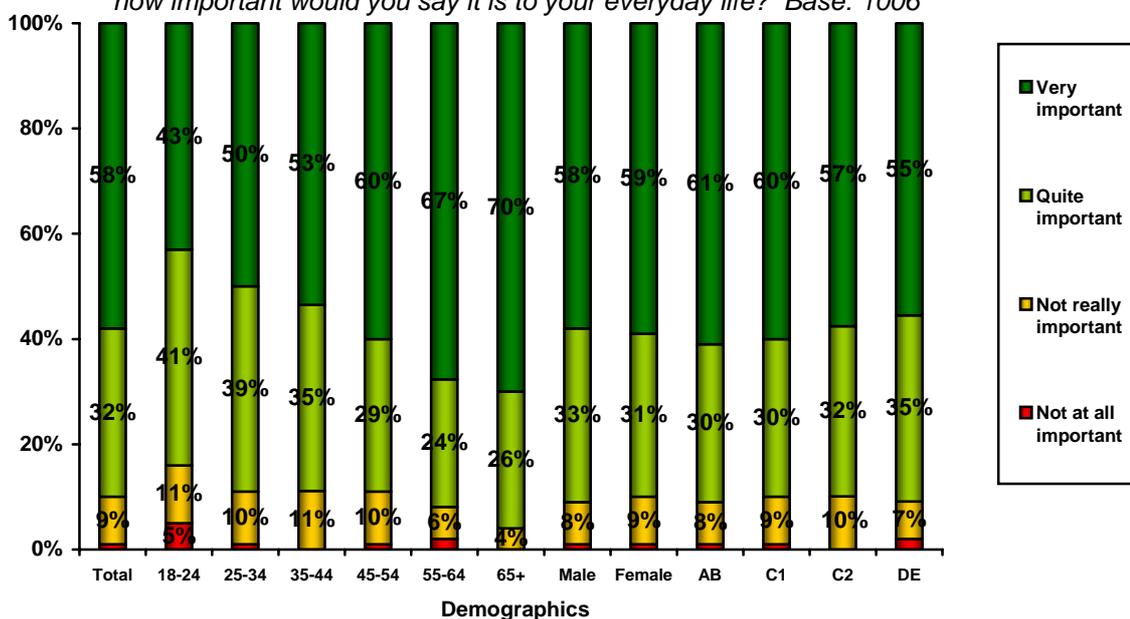
In order to define the audience segmentation, respondents were first asked two questions.

1. When you think of Scotland's natural environment ... how important would you say it is to you in your everyday life?
2. Are you actively involved in looking after the natural environment in any way?

##### 3.2.1 Importance of Scotland's natural environment

The first of these questions looks at how important Scotland's natural environment is in peoples' everyday lives.

Chart 1: SQ1. When you think of Scotland's natural environment, which is made up of our countryside, our coastlines, and green areas in town and cities, and every living thing these support, how important would you say it is to your everyday life? Base: 1006

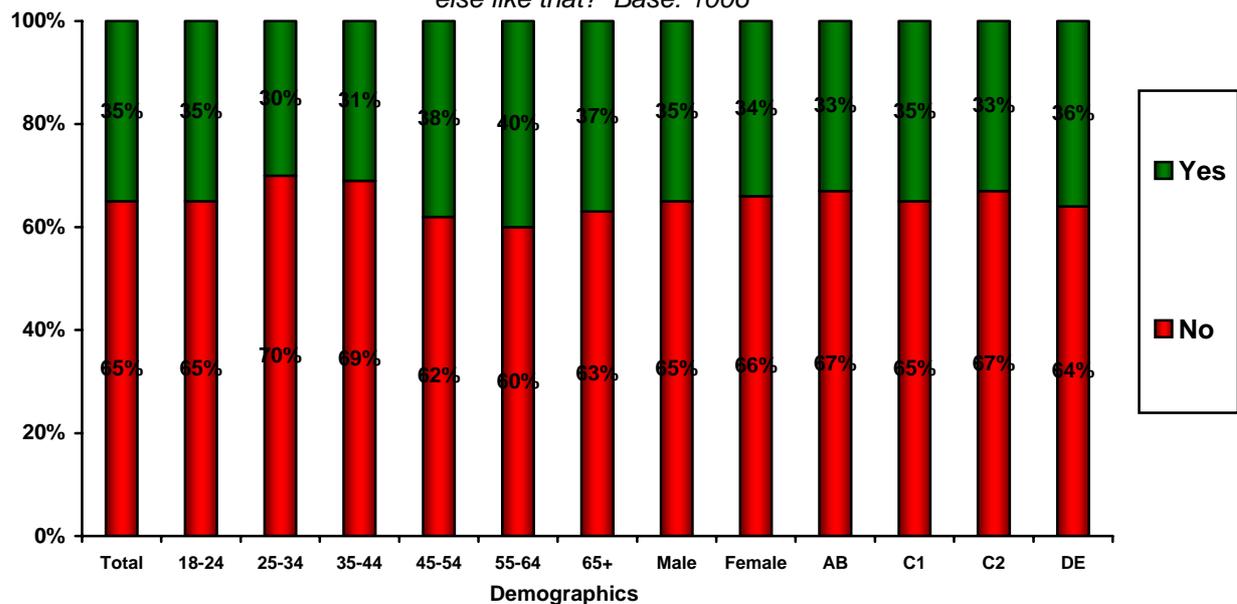


In the previous chart (1) we can see that Scotland's natural environment is indeed important to many, 58% of the total saying 'very' and 32% saying 'quite', giving 90% overall who feel it is important to some extent. Importance tends to increase slightly with age, but overall there are no demographic differences here, showing it is of equal importance to all.

### 3.2.2 Active involvement in the natural environment

A second question is then asked regarding the level of active involvement in the natural environment.

Chart 2: SQ2. And are you actively involved in looking after the natural environment in any way, for example, in wildlife or countryside organisations, volunteering, gardening to help wildlife or anything else like that? Base: 1006



Not surprisingly active involvement is lower, but the figures show just over a third who say they are actively involved in looking after the natural environment in some way. Again the figures are consistent across the demographic groups.

Encouragingly, however, the total figure is up 10% on the 2006 Key Messages research (25% to 35%), showing more people are now involved than in 2006.

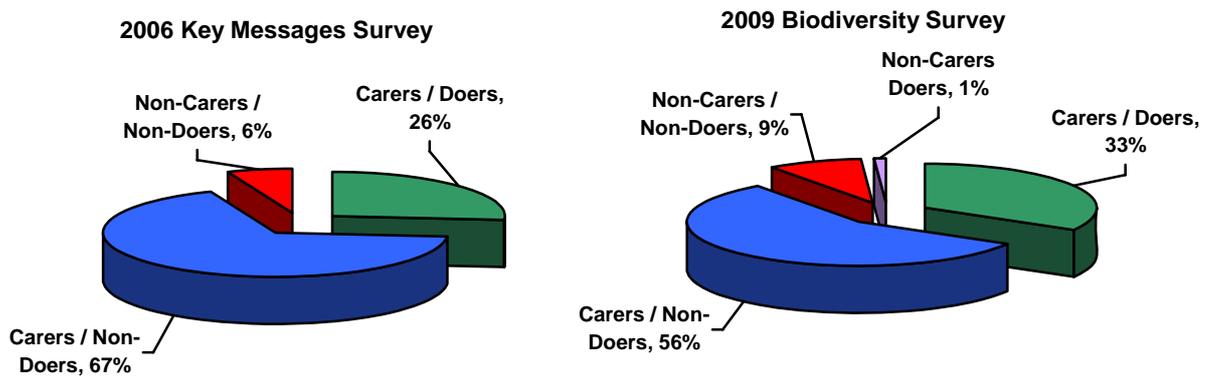
### 3.2.3 Segmentation

Using these figures we can now look at the segmentation splits for 2009. The segmentation definitions are as follows:

- Carers Doers = SQ1 Very & quite important + SQ2 Yes, actively involved
- Carers Non-Doers = SQ1 Very & quite important + SQ2 No, not involved
- Non-Carers Non-Doers = SQ1 Not really & not at all important + SQ2 No, not involved

The following chart shows the segmentation split within the sample for 2009 compared to the 2006 Key Messages research.

Chart 3: Carer Doers Segmentation



Compared to the 2006 segmentation, there has been a significant increase in the Carers Doers segment, from 26% up to 33%. The Non-Carers Non-Doers segment has also increased by 3% up to 9% (although not significantly).

Interestingly, although only 1%, this year we have seen the emergence of a new segment, **Non-Carers Doers**, who say that although the natural environment is not important to them, they still take action to preserve it. Their definition moving forward is therefore:

- Non-Carers Doers = SQ1 Not really & not at all important + SQ2 Yes, involved

Anecdotally, there is evidence to suggest there are a number of people who believe their hand is somewhat forced with regards to environmental activities, for example, by local council or government initiatives where people are fined for not participating.

In terms of demographics, there are few significant differences between the segments. There are none in terms of gender and socio-economic group. The only exception with regards to age is that 65+ year olds are significantly less likely than other age groups to be Non-Carers Non-Doers (2% compared to the 9% average).

As might be expected, the only other significant demographic difference is in terms of rural versus urban. Those living in rural areas are significantly more likely to be Carers Doers: 38% of rural dwellers compared to 30% urbanites and 33% average. Conversely, those in urban areas are twice as likely to be Non-Carers Non-Doers at 11%, compared to 5% rural (average 9%).

Table 2: Demographics of the segments. Base: CD 336, CND 570, NCND 86, NCD 14, Total 1006

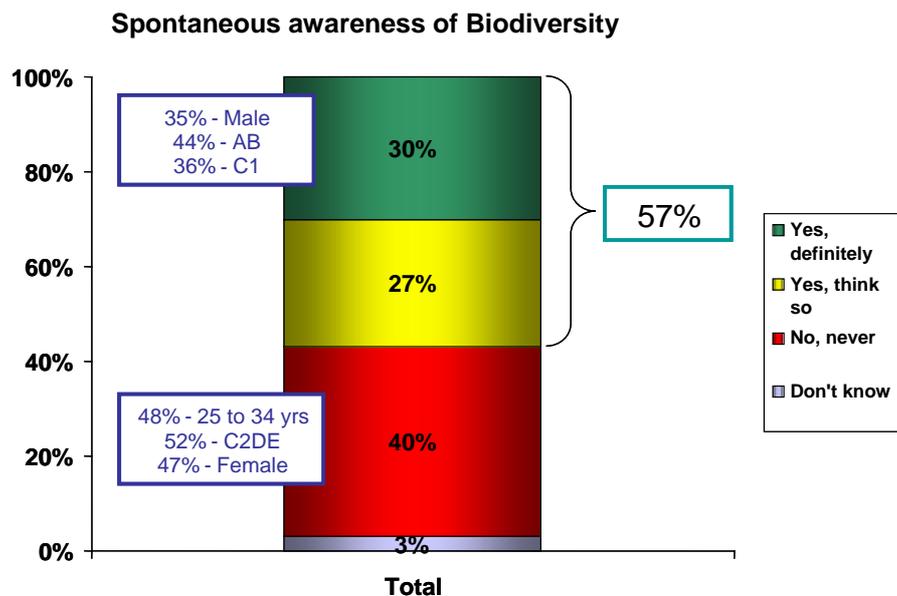
	<b>C D</b>	<b>C ND</b>	<b>NC ND</b>	<b>NC D</b>		<b>C D</b>	<b>C ND</b>	<b>NC ND</b>	<b>NC D</b>
<b>Gender</b>					<b>Area</b>				
Male	49%	48%	48%	43%	Central	5%	6%	5%	7%
Female	51%	52%	52%	57%	Dumfries & Galloway	6%	2%	-	-
					Fife	6%	8%	5%	7%
<b>Age</b>					Grampian	8%	8%	10%	14%
18-24	9%	8%	15%	14%	Highlands & Islands	10%	8%	2%	7%
25-34	17%	20%	22%	14%	Lothian & Borders	18%	18%	10%	14%
35-44	18%	21%	23%	29%	Strathclyde	41%	44%	55%	43%
45-54	19%	15%	23%	-	Tayside	7%	6%	13%	7%
55-64	16%	14%	12%	14%					
65-74	15%	17%	3%	29%	<b>Area</b>				
75+	5%	5%	1%	-	Urban	53%	59%	78%	79%
					Rural	47%	41%	22%	21%
<b>SEG</b>									
AB	16%	18%	15%	14%					
C1	35%	34%	36%	36%					
C2	20%	21%	22%	21%					
DE	26%	26%	23%	29%					
Refused	2%	2%	3%	-					

### 3.3 Awareness of biodiversity

The next questions related to the population’s awareness of biodiversity. Respondents were first asked whether they had heard of the term biodiversity and they were then asked what they understand by it. Interviewers then prompted respondents with a definition of biodiversity before asking them again whether they had heard of the term.

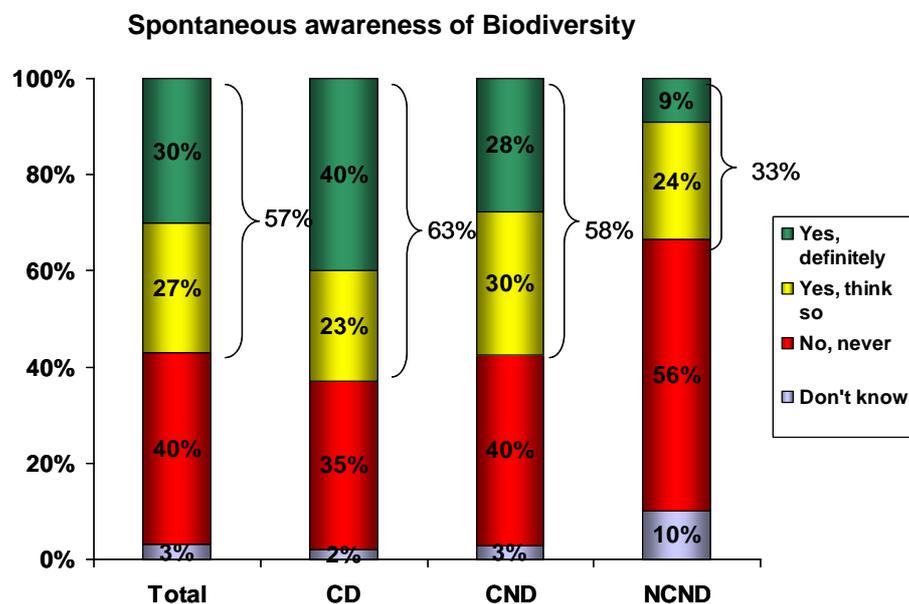
#### 3.3.1 Spontaneous awareness of biodiversity

Chart 4: Q1. Are you aware of the term 'biodiversity'? Base: 1006



Spontaneously, at 57%, over half of our sample state they are aware of the term biodiversity. 35% of males say they have definitely heard of it, making them significantly more likely than females to do so. The ABC1 socio-economic groups are also more likely to have definitely heard of the term than C2DEs. 25 to 34 year olds are the least likely age group to be aware of biodiversity with 48% saying they have never heard of it. Looking at the segments it is not surprising that more Carers Doers have heard of the term, while fewer Carers Non-Doers and even fewer Non-Carers Non-Doers have heard of it.

Chart 5: Q1. Are you aware of the term 'biodiversity'?  
Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86

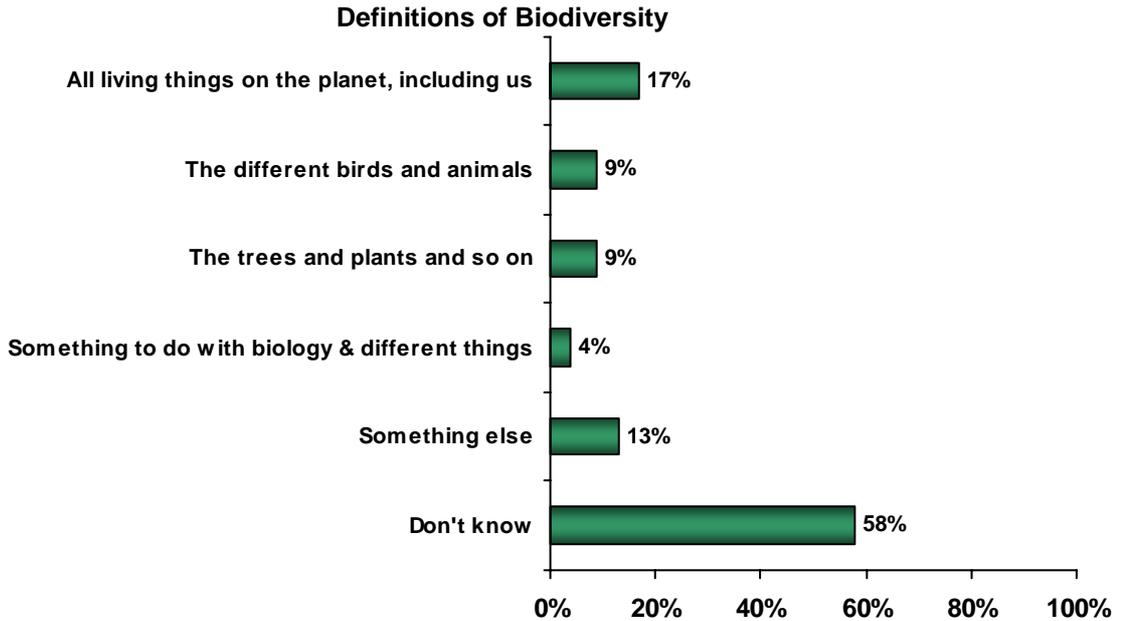


### 3.3.2 Definitions of biodiversity

Respondents gave an open definition of what they understand biodiversity to mean and these were then placed into pre-coded responses or listed as 'other'. The first thing to note is that 58% could not give a definition at this point in time.

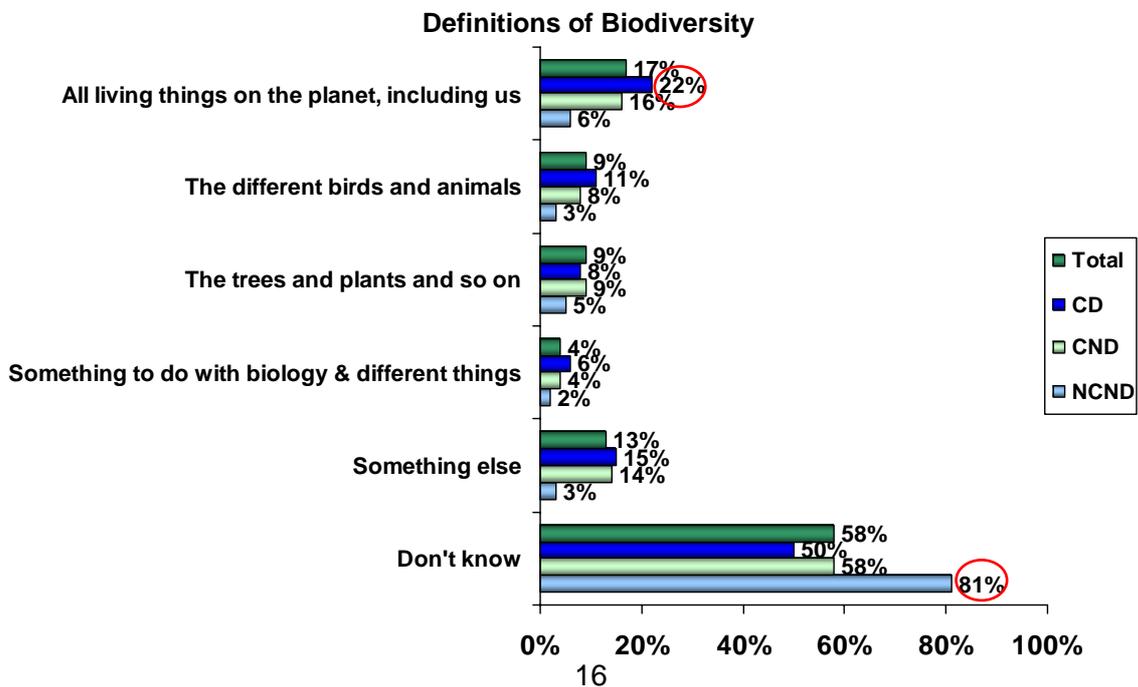
Of the 42% who could give a definition, 17% gave the most 'correct' response, the remainder picking certain aspects of the definition, but perhaps not the more rounded response of 'all living things on the planet, including us'.

Chart 6: Q2. What would you understand the term 'Biodiversity' to mean? Base: 1006



In terms of the segments again we can see the difference from Carers Doers (50% could give a response) down to Non-Carers Non-Doers where only 19% felt able to respond with a definition. Significantly more Carers Doers stated the right response and conversely significantly more Non-Carers Non-Doers said 'don't know'.

Chart 7: Q2. What would you understand the term 'Biodiversity' to mean?  
Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



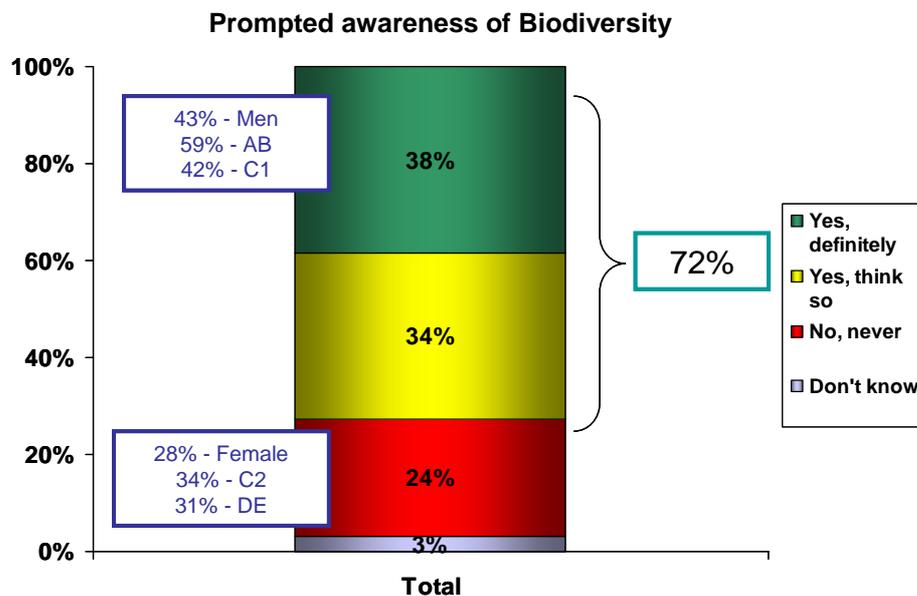
The other responses are interesting in that, whilst only small numbers, they complete the picture in terms of what biodiversity can mean to people. Of the 131 respondents who gave 'other' definitions we can see that their thoughts lean more towards protecting the environment and the use of resources:

- 46 (5%) - protecting the environment/'going green'/cleaning up our natural surroundings
- 27 (3%) - use of alternative energy sources and/or fuels
- 24 (2%) - recycling
- 11 (1%) - preservation of the landscape
- 10 (1%) - using biodegradable products/cutting down on use of chemicals
- 6 - use of resources (unspecified)
- 1 - bioengineering, the division between rural and urban areas, using land for different purposes.

### 3.3.3 Prompted awareness of biodiversity

Once we had looked at the spontaneous levels of understanding of biodiversity, respondents were then prompted with a definition, as shown in the chart heading below.

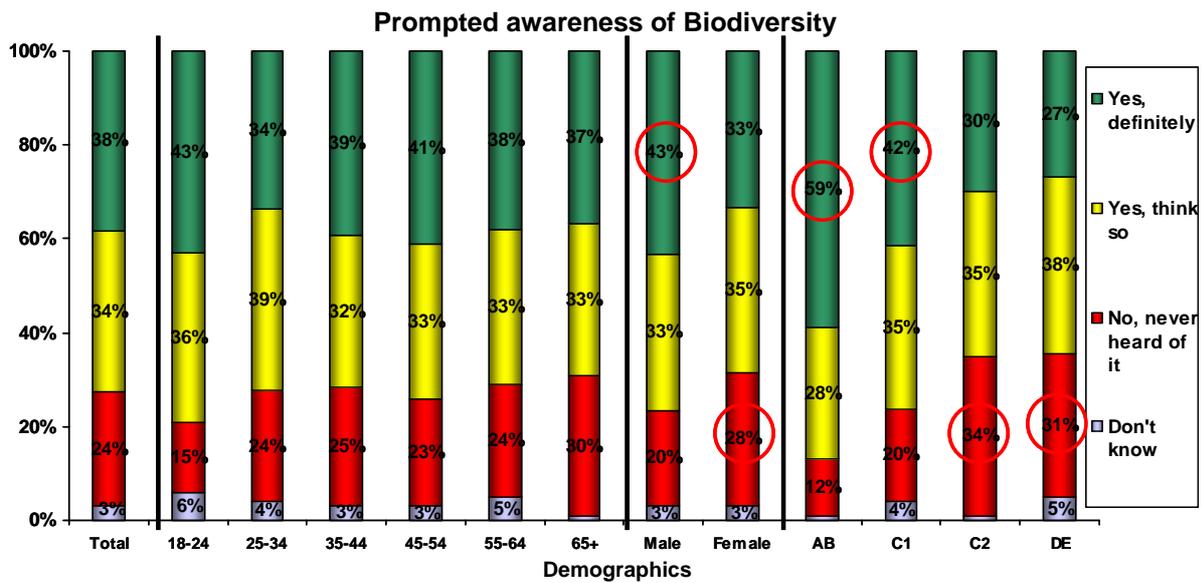
Chart 8: Q3. A definition for 'biodiversity' is as follows: **Biodiversity is the variety of all living things – animals, birds, plants, trees, fish, insects and human beings themselves – that exist in the world.** Do you think you might have heard about it now? Base: 1006



The number of those aware of biodiversity moves up to 72% on prompting with the definition, with the demographic pattern remaining similar.

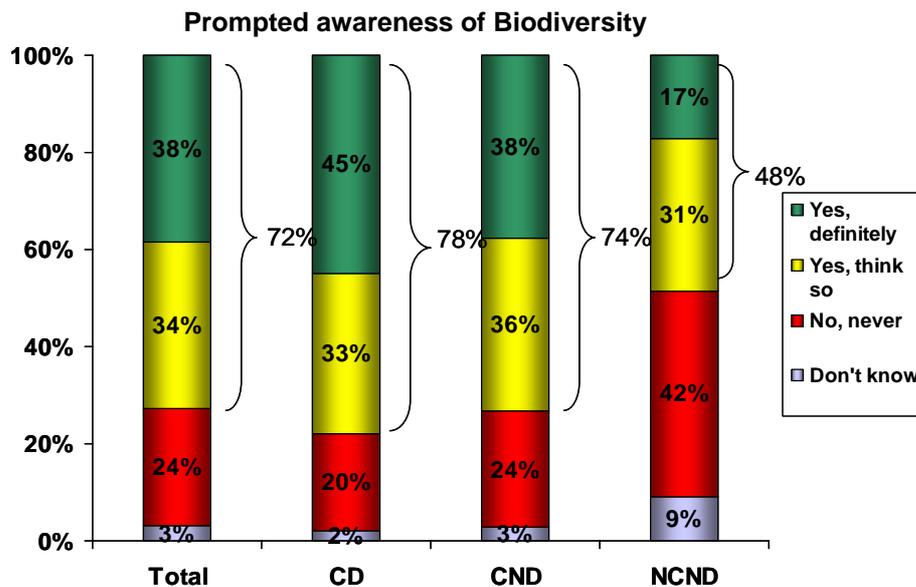
It should also be noted that the increase is not all 'think so' responses as 'yes definitely' goes up from 30% to 38% and 'yes, I think so' from 27% to 34%. This suggests that although the term is not top of mind for people, when they hear a definition of biodiversity it does resonate with nearly 3 in 4 of them, with just over a third being definitive in their response that they have heard of the term as described.

Chart 9: Q3.by demographics. Base: 1006



Demographically we can see that significantly more men than women say they have heard of biodiversity and also significantly more ABC1s than C2DEs.

Chart 10: Q3. by segments. Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



When provided with the definition we can also see that the Carers Doers and Carers Non-Doers now show virtually the same level of response, with 3 in 4 being aware. Even 48% of the Non-Carers Non-Doers segment say they have heard of this definition.

### 3.3.4 Thoughts on awareness of biodiversity

All of the above suggests that, whilst the term is known spontaneously by over half of the respondents, the top of mind understanding of the term is still proving an issue. Many more people know of the term on prompting, but it is not in their minds generally.

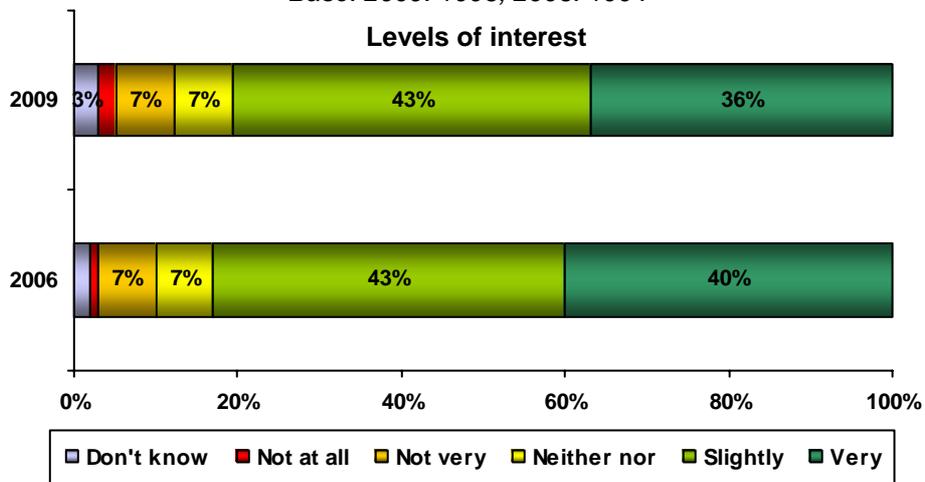
### 3.4 Key biodiversity indicators

Three E1 - Attitudes to Biodiversity Indicators were established after the Key Messages research in 2006. These E1 Indicators are: interest in Scotland's biodiversity, relevance of Scotland's biodiversity to you personally and concern about the loss of biodiversity in Scotland. As these questions originate from this research we are able to make a direct comparison to 2006 for these questions.

#### 3.4.1 The E1 Indicators

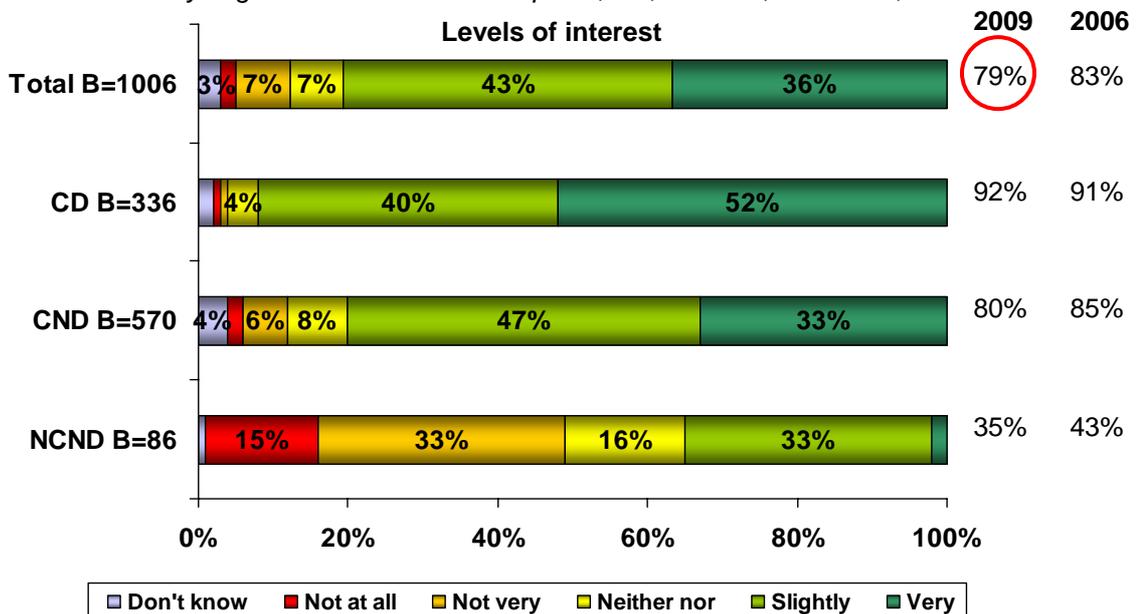
The first E1 Indicator measures how interested people are in Scotland's biodiversity. The responses show that there has been a decrease in interest overall from 83% in 2006 to 79% in 2009.

Chart 11: Q4. Thinking of this definition, how INTERESTED are you in Scotland's biodiversity?  
Base: 2009: 1006, 2006: 1004



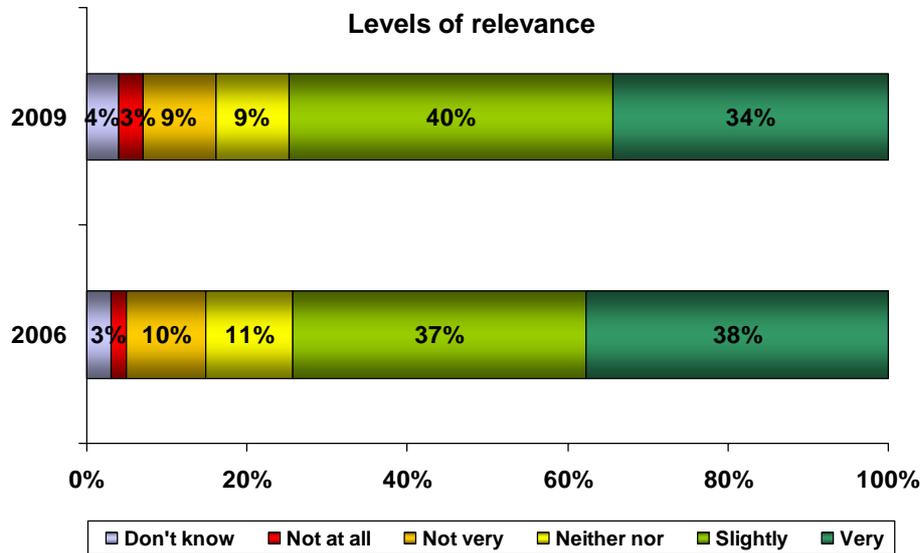
Looking at the segments we can see that, not surprisingly, the Carers Doers are most interested. They are the only group that really holds their interest levels. The other segments show a slight (but not significant) decrease: Carers Non-Doers drop 5% (85% to 80%) and Non-Carers Non-Doers drop 8% (43% to 35%).

Chart 12: Q4. by segments. Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



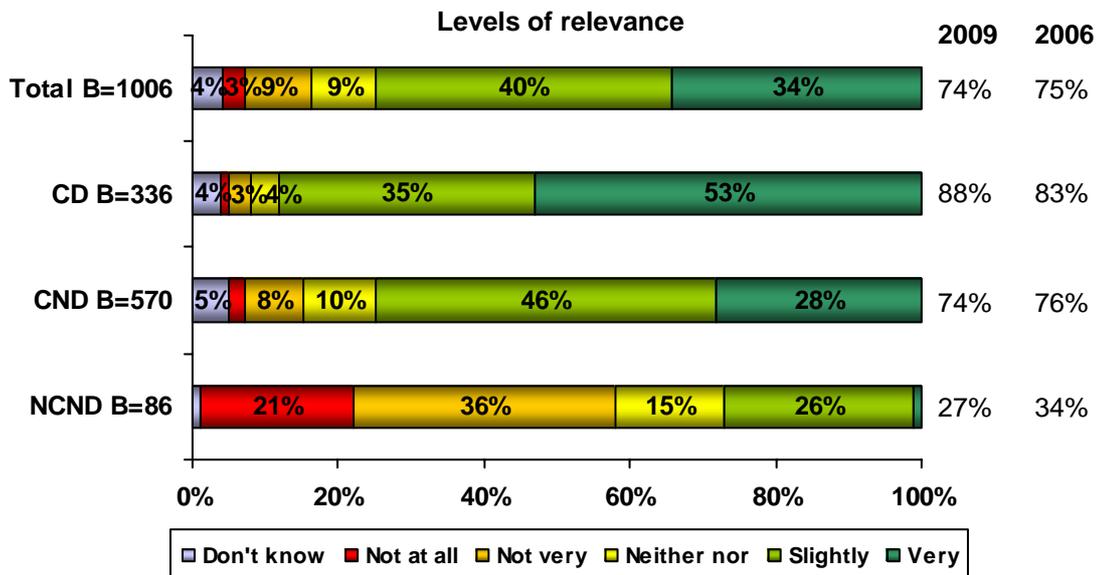
The second E1 Indicator measures how relevant Scotland's biodiversity is to people personally. The responses show that figures are holding their own (74% in 2009/75% in 2006).

Chart 13: Q5. Thinking of this definition, how RELEVANT is Scotland's biodiversity to you personally?  
Base: 2009: 1006, 2006: 1004



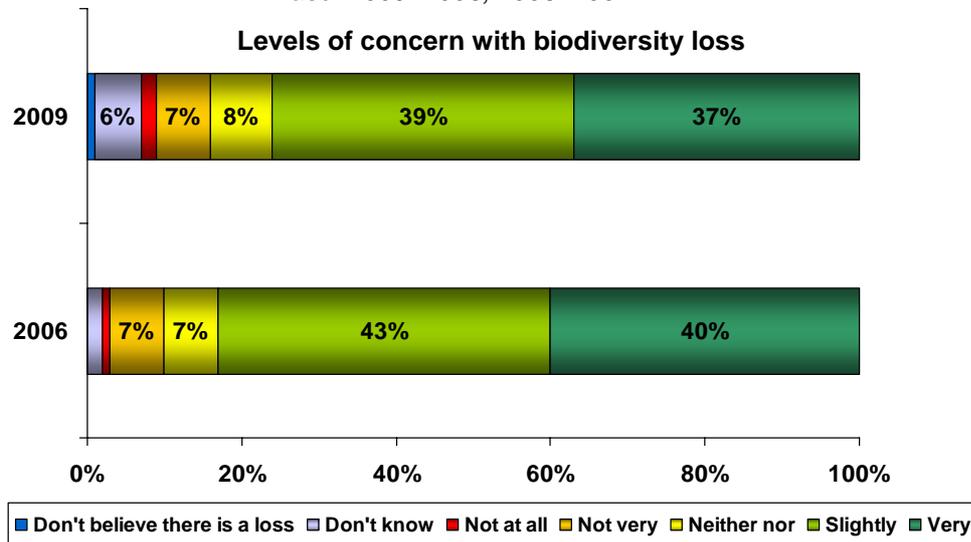
The segments again show a clear difference as Carers Doers see it as most relevant to them, whilst Non-Carers Non-Doers regard it as least relevant. In terms of differences since 2006 we can see only slight changes, Carers Doers increasing and the other segments decreasing slightly.

Chart 14: Q5. By segments. Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



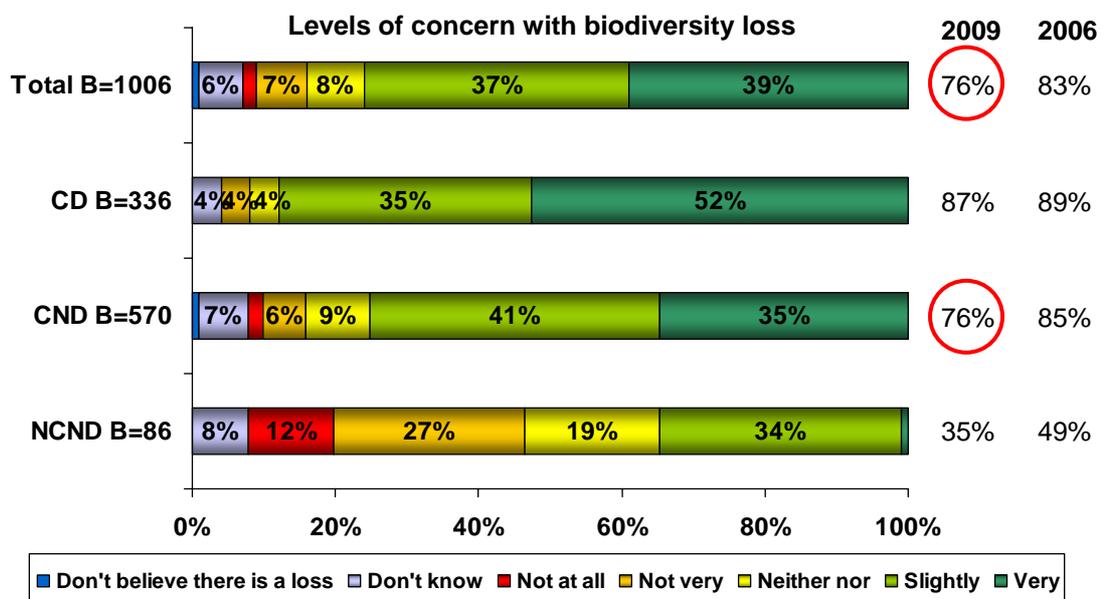
The third E1 Indicator measures how concerned people are about the loss of biodiversity in Scotland. Here again we see a decrease in overall concern levels from 83% in 2006 to 76% in 2009.

Chart 15: Q6. How concerned are you about the loss of biodiversity in Scotland?  
Base: 2009: 1006, 2006: 1004



All three segments drop on this, but only Carers Non-Doers significantly, from 85% to 76%. From what we know of Carers Non-Doers we could infer that their busy lives with numerous priorities have led them to place their concern elsewhere at present. This will of course need to be monitored in the future.

Chart 16: Q6, How concerned are you about the loss of biodiversity in Scotland?  
Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



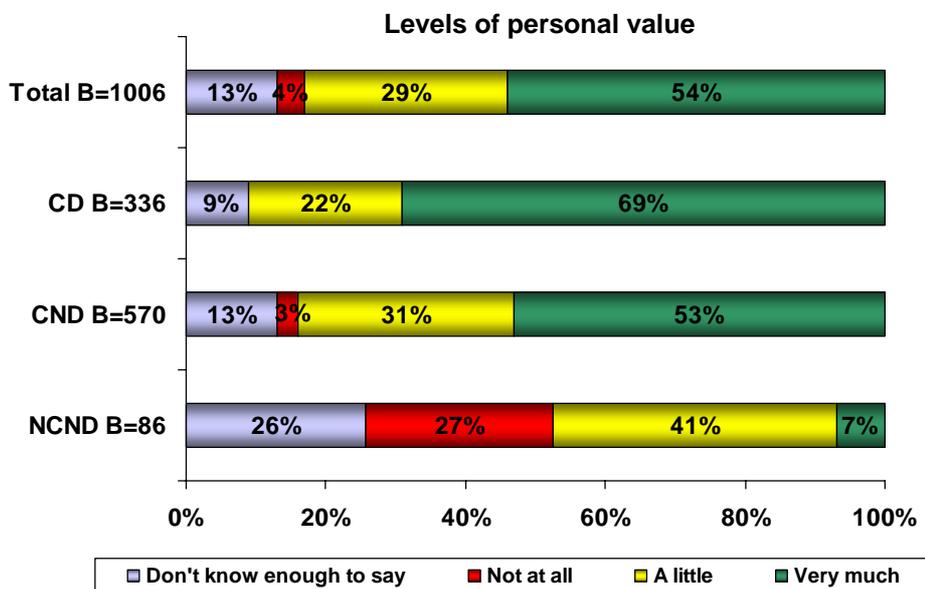
### 3.4.2 Other Indicators – value

Following on from these three Indicators it was also felt that the value of biodiversity should be measured. Respondents were asked how much they personally value Scotland's biodiversity. All in all, 83% say they personally value Scotland's biodiversity. As with all the indicators the demographics tend towards more men, more ABs and more rural dwellers thinking this.

Interestingly, here we can see that some find this a difficult question to respond to, ranging from 26% for Non-Carers Non-Doers to 9% of Carers Doers. Perhaps this is due to the fact that only 1 in 3 of respondents say they actively take part in activities related to biodiversity, making it a more 'abstract' concept for the remainder.

Chart 17: Q7. How much would you say you personally value biodiversity in Scotland?

Base: Total sample: 1,006, CD: 336, CND: 570, NCND: 86



In order to understand in more detail why these responses were given, all respondents were asked to state the reasons for their answer to this question. The question was a free response, open ended question. We have grouped the responses into overall areas to enable us to understand their reasons. We can see that there are three main themes that emerge:

- Concern for the countryside/wildlife
  - This is about the countryside specifically and more especially their local areas, wanting it to stay as it is and to see its inhabitants taken care of
- Concern for the environment/the planet/being green
  - This group are concerned at a wider level – 'saving the planet'
- Concern about keeping Scotland beautiful
  - Interestingly some are also focussed in on the fact that biodiversity almost 'is' Scotland, or certainly a large part of what makes Scotland what it is, and for this reason it should be valued.

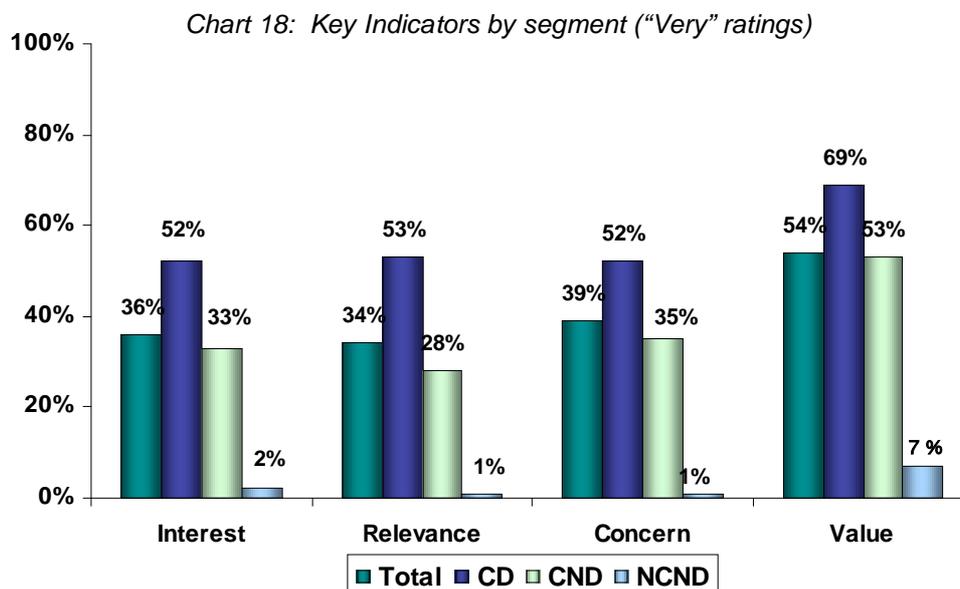
Table 3: Q8. Why do you say this ..... (level you personally value biodiversity in Scotland)?  
Base: Total sample: 1,006

Reason	Percentage of mentions
<b>Concern for countryside/wildlife</b>	
I like wildlife and am concerned about it	11%
I don't want to see the countryside disappear	11%
Need to preserve my local environment/countryside	11%
I live here and use the countryside	9%
<b>Environment/planet/green related</b>	
Concerned for the environment/green issues	12%
Concerned for the planet	5%
Need to preserve it for future generations	5%
<b>Preserving Scotland</b>	
Scotland needs to stay beautiful	7%
Scotland is my country	6%
Scotland needs it for tourism	1%
<b>Other</b>	
It's just important	7%
Just not interested	3%
Doesn't affect me in my daily life	2%
Don't know/unsure	6%
No reason	2%

### 3.4.3 Thoughts on indicators overall

Biodiversity is more likely to be seen as 'valued' than 'interesting', 'relevant' or 'concerning' by the three main Carers Doers segments. Is this however surprising? We could suggest that this implies the least 'action' of all required by an individual. Admitting to interest, relevance or concern may imply that there would then be a need to actually take action, whereas valuing something may not.

Interestingly there is a 'dip' in 'relevance' compared to other indicators for Carers Non-Doers. Does this show this segment justifying why they care but do not 'do'? Namely, if they feel it is not relevant to them personally then they can leave it to someone else to do instead?



### 3.5 Activities

The next section of the interview was concerned with looking at what activities are undertaken and the motivations for these actions. The first thing to note is that their stated involvement in biodiversity at SQ2 is not matched by their stated activity levels on these activities we would class as being linked to biodiversity.

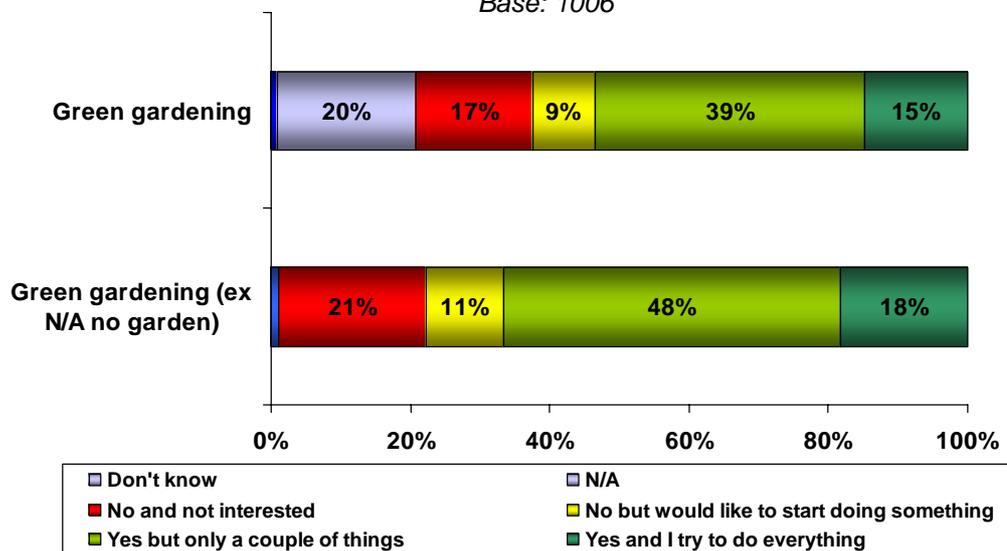
For each of the four areas respondents were asked the extent to which they undertake the activity and then their reasons for undertaking this activity. Each activity has a list of examples to help respondents understand what is meant by the activity title and focus their thoughts. These lists are by no means exhaustive but, given the time limits of a 10-minute telephone questionnaire, were deemed to be a fair representation of the activities under this title.

#### 3.5.1 Green gardening

15% of the total say 'I try to do everything' in terms of green gardening, or 18% of those who have the opportunity to do so (i.e. have a garden). This rises to 54% who do at least something, or 66% of those with gardens.

So there is a good level of involvement in green gardening, many trying to do at least one or two things and only around 1 in 5 saying they are not interested at all.

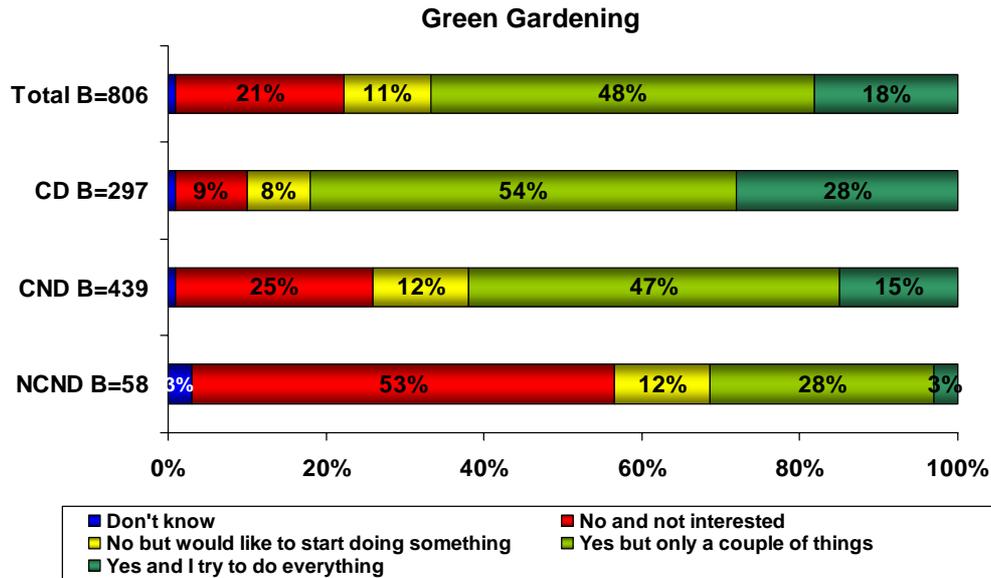
*Chart 19: Q9a. Please can you tell me whether you use green gardening methods to encourage biodiversity in your garden?  
E.g. peat free compost, compost heap, no chemicals, tidy up later in the year, collect rainwater, grow fruit and vegetables, etc.  
Base: 1006*



Looking at the segments we see the Carers Doers are clearly more involved than the other two segments, 82% doing at least something in this regard.

Non-Carers Non-Doers on the other hand are not very interested in this with 53% saying they do nothing and are not interested.

Chart 20: Q9a. by segments. Base ex N/A: 806: CD: 297: CND: 439 NCND: 58



The next question to ask is why do these respondents green garden? This question was asked for each of the four activities as an open ended response with some pre-coded responses and 'others'. Analysis was then conducted to pull responses together into themes showing the different motivators.

The themes used to describe the motivators for all the activities are as follows:

- Personal
  - This is about doing something purely out of a personal desire or hobby status. In other words they would do this regardless of other considerations as they simply enjoy it as a pastime or are interested in the area.
- Emotional Environmental
  - This is about 'wanting to do my bit' and, whilst it has an environmental 'twist' to it, it is not necessarily about being very interested in the subject. It is more about the knowledge that it 'should' be done and we 'should' want to help.
- Functional Environmental
  - This is about those who are more specifically involved in the issues of the environment and therefore state their intention is, for example, to cut their own impact on the environment, or verbalise that they are especially concerned about climate change, etc. It is a more overt or specific stated interest than the emotional environmental motivator.
- No real reason
  - Here we are almost looking at a lack of a motivator. The reason is either stated as a simple 'just do it' (in other words they have never made the connection between the activity and a proactive reason linked to biodiversity to undertake it) or that the individual perhaps has been 'forced' to by council policy etc.
- Media influence
  - Here respondents have been swayed by something they have seen or heard in the media which then persuaded them to action.

- Change in life
  - This is about being in a different position in life that then opens up the possibilities of undertaking these actions: for example, having more time when retired, or having children and getting involved in their activities.
- For society
  - Clearly the pressure of society as a whole plays a part and this motivator aims to look at those who feel it is something they or everyone 'should' do as part of society, rather than at the level of individual choice.

The following table shows the breakdown of these activities for green gardening.

*Table 4: Q9b What motivated you to start doing this? Base: 538*

Motivation	Motivation category	% Mentions
I've been interested in/done this all my life	Personal	29%
Wanted to feel I was doing my bit for the environment	Emotional Environmental	25%
It's a hobby of mine	Personal	22%
Concern about climate change/loss of wildlife habitats	Functional Environmental	15%
Reduce my own impact on the environment	Functional Environmental	15%
No real reason, just do	No real reason	14%
The council provided bins so it's easy to do	No real reason	7%
Influenced by television/radio, the web or newspapers	Media Influence	4%
Retired, have more time now	Change in life	2%
It's something as a society that we should all do	For society	2%
Health reasons	Change in life	1%
The children started this at school	Change in life	0%

We can see here that 51% of mentions suggest undertaking green gardening is a very personal choice. It is about being interested in the gardening for itself, not necessarily about the environmental side of things. Indeed it is the emotional 'do my bit' that is mentioned above the functional environmental issues. There are also a number of respondents who state no real reason. Those who 'just do' perhaps have always gardened this way, and have just never really thought about why.

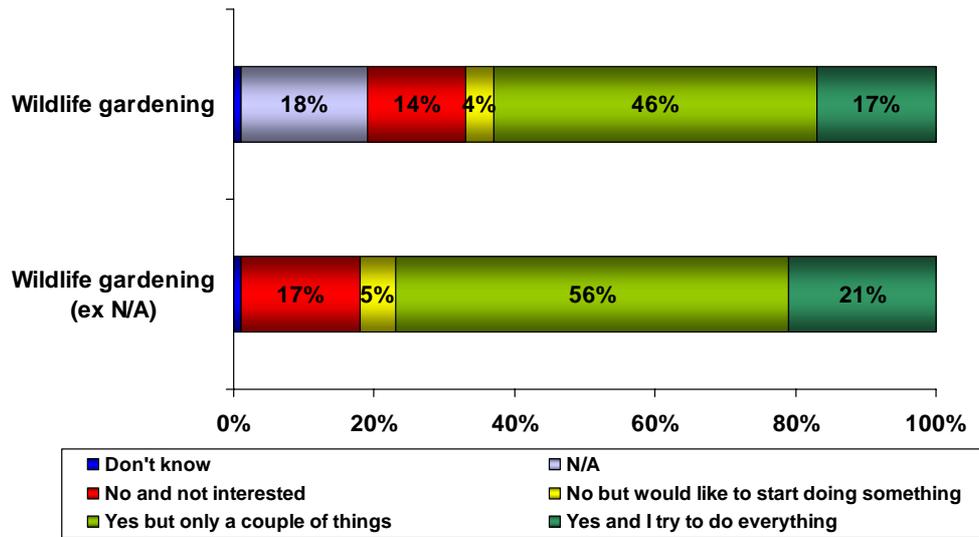
Some of the 'other' reasons given show very specific environmental reasons drive the choice to do this, such as a dislike of chemicals or saving water. There is also mention of cost savings and efficiencies. Others simply have a passion for the outdoors and want to ensure they help to protect it.

### 3.5.2 Wildlife gardening

17% of all respondents say 'I try to do everything' in terms of wildlife gardening, or 21% of those who have the opportunity to do so (i.e. have a garden). This rises to 63% of all respondents who do at least something, or 77% of those with gardens.

Overall more people say they do something in terms of wildlife gardening than green gardening and there is only 17% of those for whom it is applicable saying they are not interested at all.

Chart 21: Q10a. Please can you tell me whether you do anything to attract wildlife to your garden?  
E.g. food/water for birds, boxes for birds/animals, wood piles, wildlife friendly trees/plants,  
window boxes, container shrubs, water features etc. Base: 1006



Looking at the segments we again see the Carers Doers more involved than the other two segments, 88% doing at least something in this regard.

Non-Carers Non-Doers on the other hand are less interested in this but only 41% say they do nothing and are not interested compared to 53% for green gardening.

Chart 22: Q10a by segments. Base: Total: 821: CD: 298: CND: 453 NCND: 58

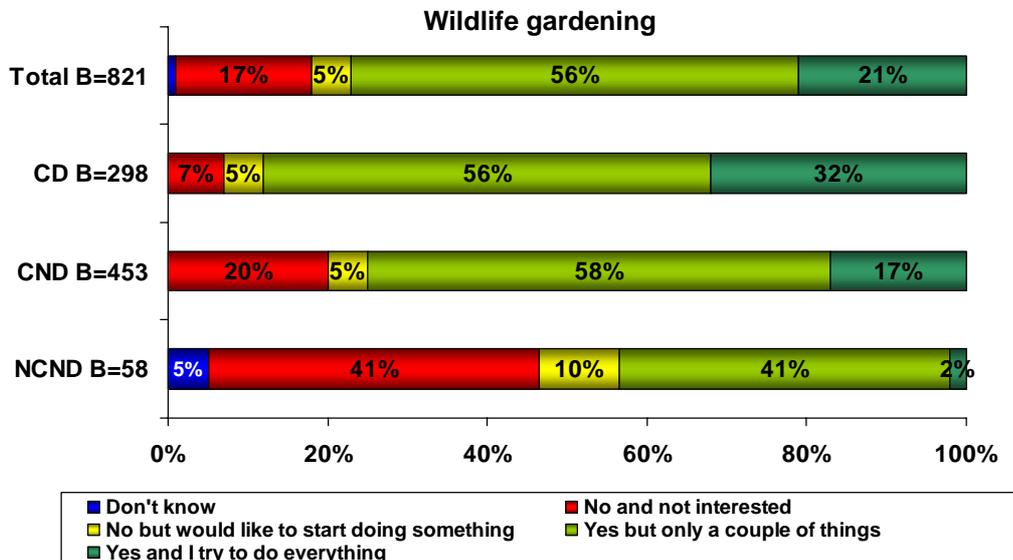


Table 5: Q10b What motivated you to start doing this? Base: 635

Motivation	Motivation category	% Mentions
I've been interested in/done this all my life	Personal	34%
It's a hobby of mine	Personal	31%
Concern about climate change/loss of wildlife habitats	Functional Environmental	19%
Wanted to feel I was doing my bit for the environment	Emotional Environmental	15%
No real reason, just do	No real reason	12%
Reduce my own impact on the environment	Functional Environmental	7%
Retired, have more time now	Change in life	2%
Influenced by television/radio, the web or newspapers	Media influence	1%
It's something as a society that we should all do	For society	1%
Health reasons	Change in life	1%
The children started this at school	Change in life	1%
The council provided bins so it's easy to do	No real reason	0%

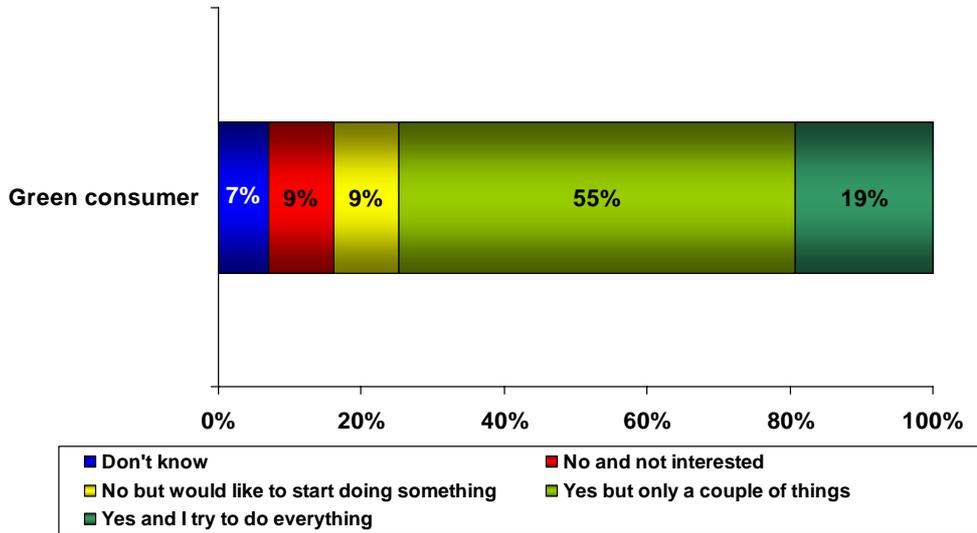
Wildlife gardening appears to be even more of a personal choice, with 65% of mentions mentioning it as a hobby or personal interest. So again this is about being interested in wildlife gardening for itself. Here we see mention of the functional environmental coming in slightly above emotional environmental. Perhaps this is not surprising as this encompasses the loss of wildlife habitats and the anecdotal evidence suggests the wildlife gardeners are very conscious of providing a suitable habitat to entice birds or animals, etc into the garden.

The other reasons given support this in that they specify a love of nature and wildlife, specifically attracting birds into the garden, some being motivated or inspired by their children.

### 3.5.3 Green consumer

19% of respondents say 'I try to do everything' in terms of being a green consumer and this rises to 74% who do at least something, meaning nearly three in four people say they do at least something in this regard.

Chart 23: Q11a. Please can you tell me whether you consider yourself in any way a green consumer? E.g. buy local or British products, buy organic, buy with less packaging, buy recycled products, reusable shopping bags, energy efficient appliances, FSC wood/paper products. Base: 1006



The gap between the segments closes even more for this activity, with 83% of Carers Doers and also now 49% of Non-Carers Non-Doers doing at least something in this regard.

It is interesting that the number of 'don't knows' increase for this activity, especially for Non-Carers Non-Doers, perhaps suggesting that the link between the individual actions and the rationale of being a green consumer are not intrinsically joined in people's minds. Some people are finding it hard to pin down whether they actually do these things.

Chart 24: Q11a by segments. Base: Total sample: 1006: CD: 336: CND: 570 NCND: 86

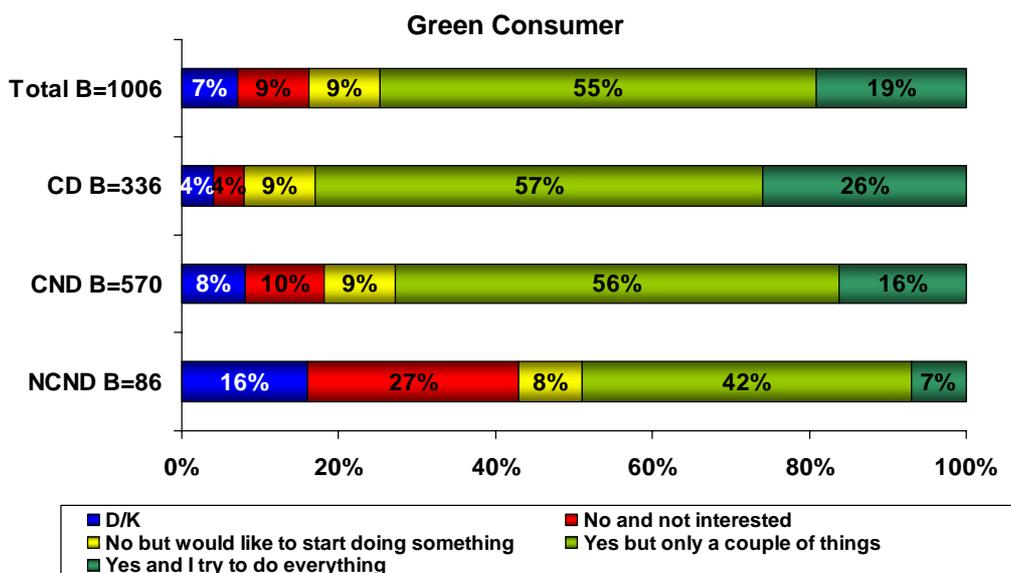


Table 6: Q11b What motivated you to start doing this? Base: 744

Motivation	Motivation category	% Mentions
Wanted to feel I was doing my bit for the environment	Emotional Environmental	40%
Reduce my own impact on the environment	Functional Environmental	30%
Concern about climate change/loss of wildlife habitats	Functional Environmental	24%
I've been interested in/done this all my life	Personal	11%
No real reason, just do	No real reason	11%
Influenced by television/radio, the web or newspapers	Media influence	6%
It's a hobby of mine	Personal	6%
It's something as a society that we should all do	For society	6%
Health reasons	Change in life	3%
The council provided bins so it's easy to do	No real reason	3%
Retired, have more time now	Change in life	1%
The children started this at school	Change in life	0%

Moving on to being a green consumer clearly shows the environmental motivators coming to the fore and dominating this activity. However, having said this, it is still the emotional environmental motivator that reaches the highest number of mentions, suggesting a group who are doing this to do their bit, rather than perhaps taking a more specific interest.

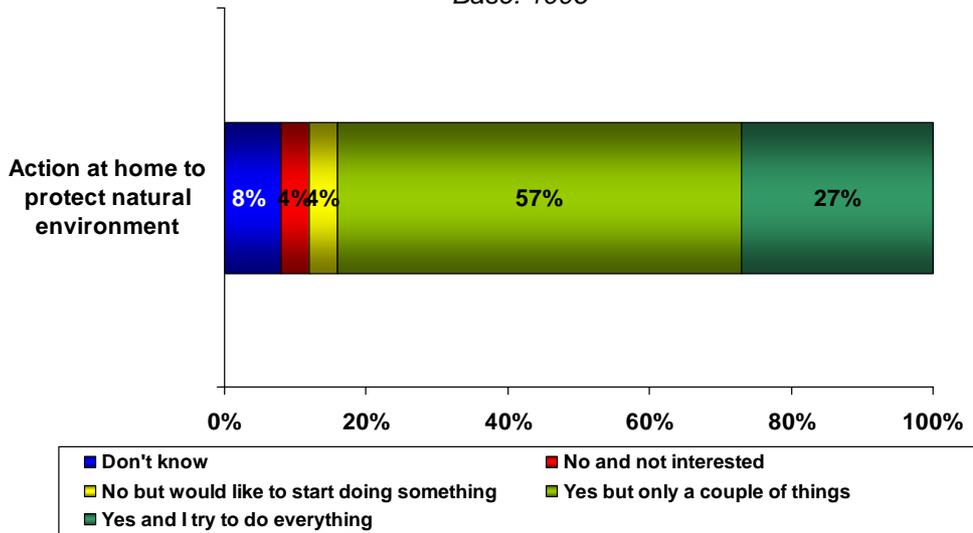
It is interesting that the personal reason of interest is matched in mentions here with the 'just do'!

Other mentions in this respect pick up on specifics, for example, helping the local economy/businesses, thinking that local produce is better quality and taste, being cost effective and being aware of the need to recycle and reduce waste.

### 3.5.4 Action at home to protect the natural environment

27% say 'I try to do everything' to get involved in action at home to protect the natural environment and 84% do at least something. This is the highest proportion for all the activities. Indeed only 4% say they are not interested and do nothing.

Chart 25: Q12a. Please can you tell me whether you take any action at home to protect biodiversity and the natural environment? E.g. monitor/record wildlife, reduce/recycle household waste, compost kitchen/garden waste, use fewer chemicals, rechargeable batteries, energy efficient bulbs, wash laundry at lower temperatures, turning off taps, showers instead of baths, walking/cycle more.  
Base: 1006



It is not surprising that at this point most Carers Doers say they undertake at least some form of action at home to protect the natural environment. There is still a core 19% of Non-Carers Non-Doers who are not interested and do nothing.

Similarly to the green consumer figures, there are a number of 'don't knows' and again there are more for Non-Carers Non-Doers. Again, does this suggest some people find it hard to make the link between the actual task and the overall rationale of taking action at home to protect the natural environment?

Chart 26: Q12a by segments. Base: Total sample: 1006: CD: 356: CND: 570 NCND: 86

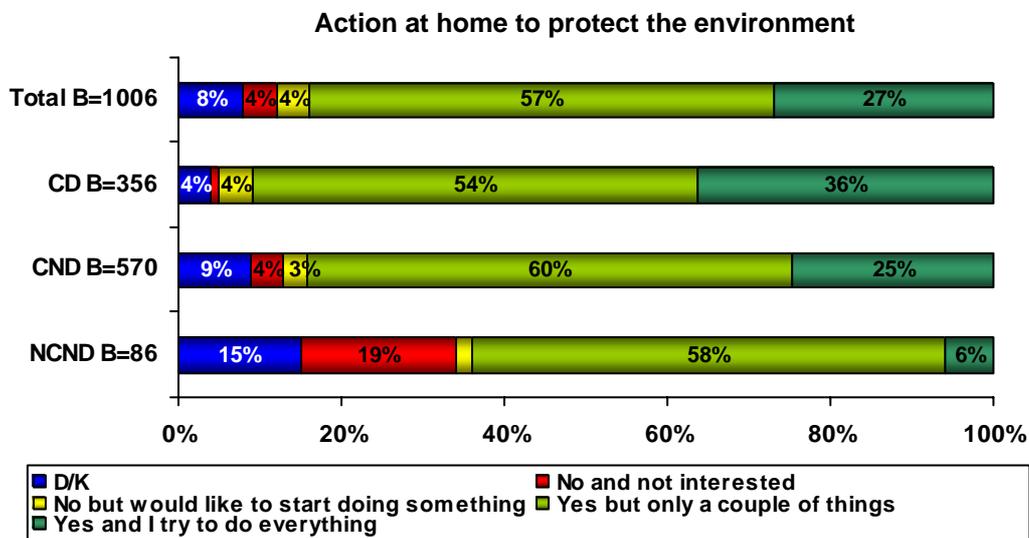


Table 7: Q12b What motivated you to start doing this? Base: 851

Motivation	Motivation category	% Mentions
Wanted to feel I was doing my bit for the environment	Emotional Environmental	43%
Reduce my own impact on the environment	Functional Environmental	37%
Concern about climate change/loss of wildlife habitats	Functional Environmental	29%
The council provided bins so it's easy to do	No real reason	13%
I've been interested in/done this all my life	Personal	9%
No real reason, just do	No real reason	8%
Influenced by television/radio, the web or newspapers	Media influence	8%
It's a hobby of mine	Personal	6%
It's something as a society that we should all do	For society	5%
Health reasons	Change in life	1%
Retired, have more time now	Change in life	1%
The children started this at school	Change in life	1%

Taking action at home to protect the natural environment, as with being a green consumer, is definitely based in the environmental motivators, and again the emotional environmental motivator has most mentions.

Given that this activity includes household recycling, it is perhaps logical that the 'no real reason' motivation of the council providing the means to do this has the next highest number of mentions.

Other mentions for this activity show that here people look to their own homes and, for example, generally give reasons such as saving utility costs, preserving energy and therefore reducing bills, or using free energy efficient bulbs. A few people, however, also mention the broader view of this as preserving the planet's resources or not filling landfills.

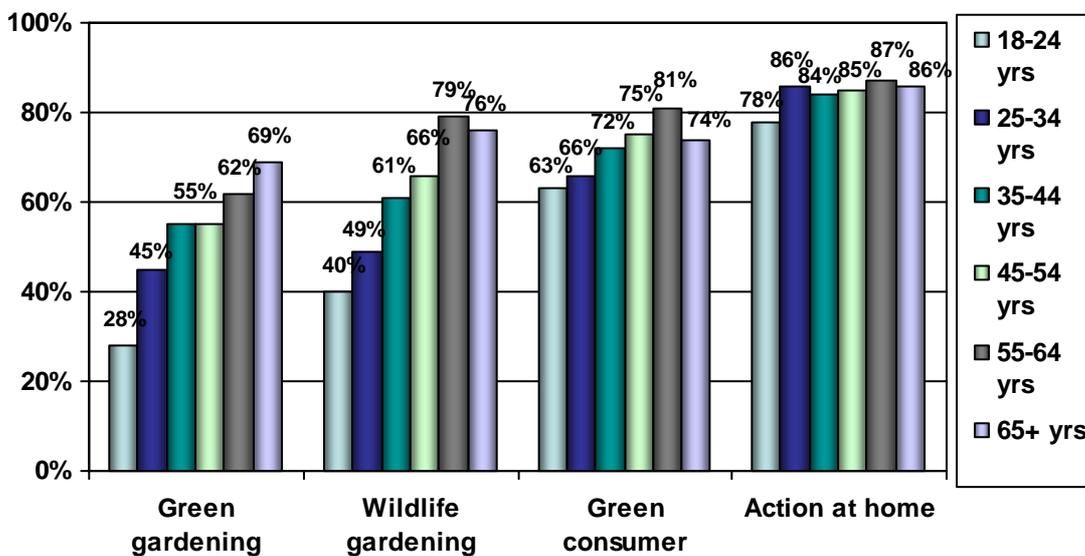
### 3.5.5 The influence of age on activities undertaken

Given that age played a role in awareness levels overall it is useful to see how this impacts on the four areas of activity reviewed in the questionnaire. The following chart shows those people who undertake these four activities to any extent split by age brackets from 18-24 up to 65+ years old.

The first thing to note is that green gardening and wildlife gardening activities show a clear correlation as the older the respondent the more likely they are to undertake these activities.

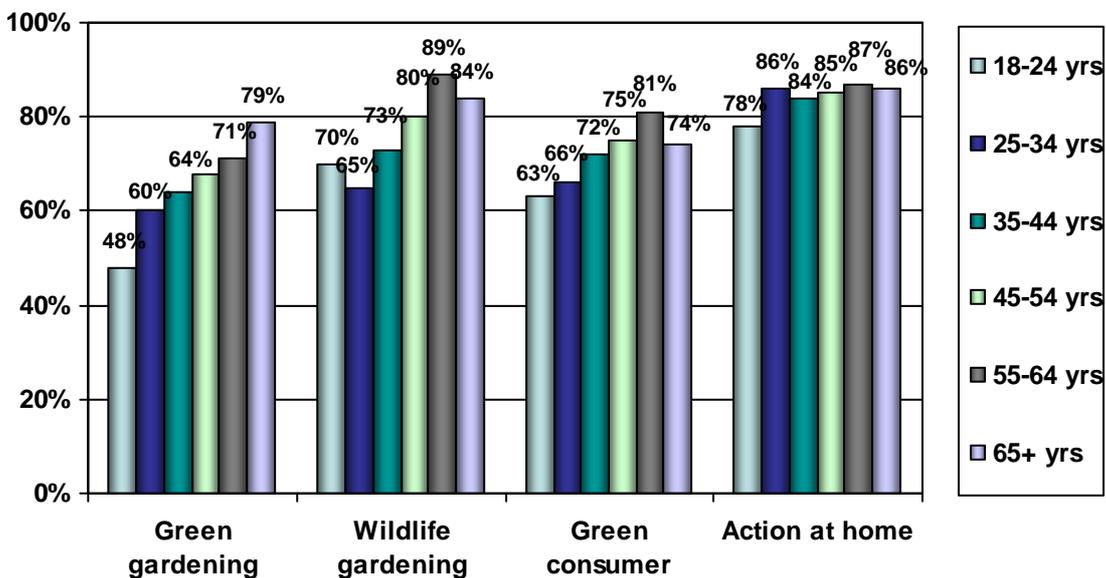
However for green consumer and taking action at home to protect the natural environment activities we can see a much more even spread across the age groups. The 18-24s are slightly down, but this would perhaps be expected as they will not all live in their own homes.

Chart 27: Q9a – Q12a by age, those who undertake activities. Base: 1006



Looking at this again, but taking out those who say they cannot do the activity because, for example, they do not have a garden, we see a similar theme, albeit with an interesting peak for 18-24s for whom 70% say they wildlife garden and for 55-64s where 89% say they do this.

Chart 28: Q9a – Q12a by age, those who undertake activities excluding not applicables. Base: 1006

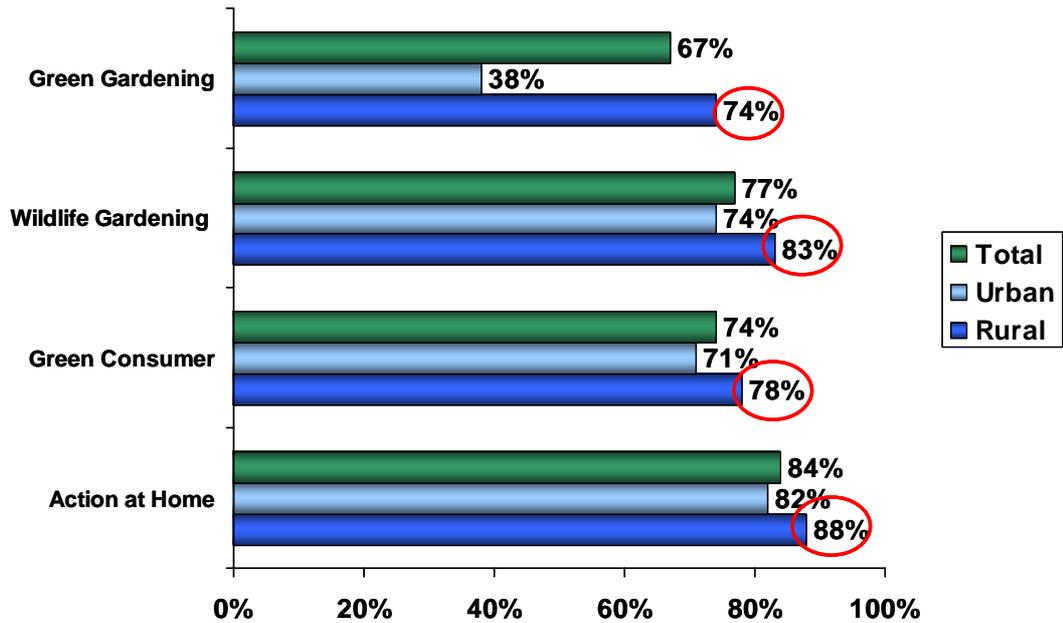


### 3.5.6 The influence of urban and rural on activities undertaken

Looking at the split for these activities by urban and rural dwellers we can see that the rural dwellers lead the way, especially for green gardening.

Having said this, the difference is not so great and shows that interest in these activities, especially for green consumer and action at home to protect the natural environment, is across the board for at least 70% of respondents.

Chart 29: Q9a – Q12a by area, those who undertake activities. Base: 1006



### 3.5.7 Summary thoughts on motivations

Looking at all the motivators for these activities we can see clearly that the gardening activities are primarily led by personal interest/hobby motivations, with the remaining activities coming from an emotional and then functional environmental set of motivators.

It is interesting that 'doing my bit' for the environment surpasses the more specific issues of the environment. Does this perhaps suggest that people know they should do something but that they are not necessarily connected with an interest to help a specific issue? Is it more about what we think we should do, not about what we know we can do, to have an actual effect on something?

This would, in turn, suggest that some of the activities are quite routine and the result of this could be that in their thoughts they lose the link back to biodiversity, the reason why they should do this.

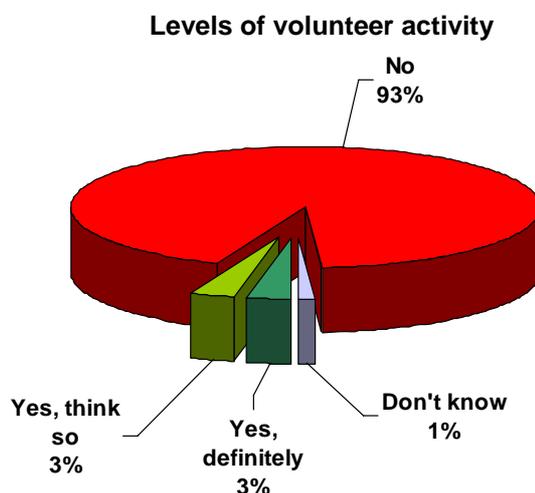
Table 8: Motivations Summary

Activity	 1st	 2nd	 3rd
<b>Green Gardening</b>	<b>PERSONAL</b> I've been interested in/done this all my life	<b>EMOTIONAL ENVIRONMENTAL</b> To feel I was doing my bit for the environment	<b>PERSONAL</b> It's a hobby of mine
<b>Wildlife Gardening</b>	<b>PERSONAL</b> I've been interested in/done this all my life	<b>PERSONAL</b> It's a hobby of mine	<b>FUNCTIONAL ENVIRONMENTAL</b> Concern about climate change/loss of wildlife habitats
<b>Green Consumer</b>	<b>EMOTIONAL ENVIRONMENTAL</b> To feel I was doing my bit for the environment	<b>FUNCTIONAL ENVIRONMENTAL</b> Reduce my own impact on the environment	<b>FUNCTIONAL ENVIRONMENTAL</b> Concern about climate change/loss of wildlife habitats
<b>Actions at Home</b>	<b>EMOTIONAL ENVIRONMENTAL</b> To feel I was doing my bit for the environment	<b>FUNCTIONAL ENVIRONMENTAL</b> Reduce my own impact on the environment	<b>FUNCTIONAL ENVIRONMENTAL</b> Concern about climate change/loss of wildlife habitats

### 3.6 Volunteering

The next section relates to volunteering and the activities undertaken in this regard. All in all there is a low number who say they have volunteered for activities related to biodiversity in the last 12 months. 57 of 1006 people say they have, which equates to 6% of the total.

Chart 30: Q13a. Have you ever volunteered for any activity related to biodiversity and the natural environment in the last 12 months? Base: 1006



It will come as no surprise that these people have the highest levels of involvement with biodiversity and are more likely to be aware of biodiversity overall and to take part in biodiversity activities in the home and garden.

They also rate higher on all three E1 Indicators

- Interest 51% 'very' compared to 35% total
- Relevance 51% 'very' compared to 33% total
- Concern 51% 'very' compared to 36% total.

More people also say they 'very much' value Scotland's natural environment (74% 'very' versus 52% total).

In terms of what they do, just under half of the 57 respondents who say they volunteer are involved in local clean ups/tree planting/improving places for wildlife. Overall most of the work is done on an ongoing basis, rather than as a one-off, showing that these volunteers are committed to doing these activities.

Table 9: Q13b & c. What type of activity related to biodiversity and the natural environment have you volunteered for? Was this a one-off occasion or an ongoing activity? Base: 57

Activity	All volunteers 57 people	One-off	Ongoing
Local clean-up/tree planting/improving places for wildlife	26	4	22
Fundraising/campaigning	5	3	2
Educational/training activities	3	1	2
Creating an allotment or green space	2	2	-
Counting and recording wildlife	2	2	-
Office administration and committee work	2	1	1
Helping to run local environmental group	2	-	2
Helping to organise local events and activities	1	-	1
Something else	21	7	14

The 57 respondents have worked for a mix of organisations including the following:

- Local environment and community group – 14
- Local council/countryside ranger service – 10
- RSPB – 7
- Scottish Wildlife Trust – 3
- National Trust for Scotland – 3
- SNH – 2
- BTCV – 2
- Others – 20
  - University/School/Nursery (5)
  - Work/Employer (3)
  - Village Charity
  - Archery Club
  - Bat Conservation Trust
  - Bumble Bee Conservation Trust
  - British Trust for Ornithology
  - Golf club
  - Historic Scotland
  - Scouts
- Unsure – 2
- None – 1

In terms of their motivations for volunteering it is clearly about the environment. Volunteers want to do their bit and also mention the more functional environmental motivators. Having said this, a good proportion also state that it is an interest of theirs, indicating to us that this is why they find time to volunteer in this way.

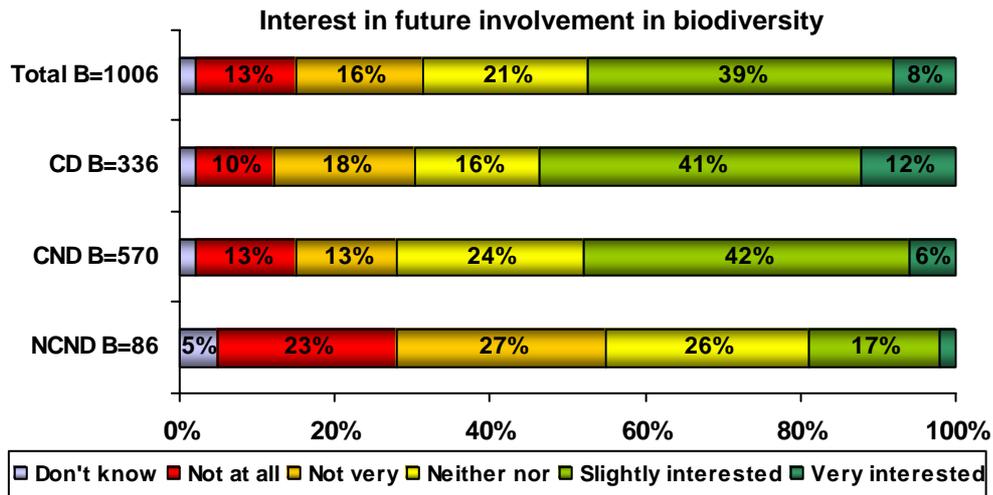
*Table 10: Q13e What motivated you to start doing this? Base: 57*

<b>Motivation</b>	<b>Motivation category</b>	<b>Volunteers 57 in total</b>
Wanted to feel I was doing my bit for the environment	Emotional Environmental	25 (44%)
Concern about climate change/loss of wildlife habitats	Functional Environmental	12 (21%)
I've been interested in/done this all my life	Personal	10 (18%)
Reduce my own impact on the environment	Functional Environmental	6 (11%)
The children started this at school	Change in life	3 (5%)
No real reason, just do	No real reason	3 (5%)
It's something as a society that we should all do	For society	2 (4%)
Retired, have more time now	Change in life	1 (2%)

### 3.7 Involvement with biodiversity – the future

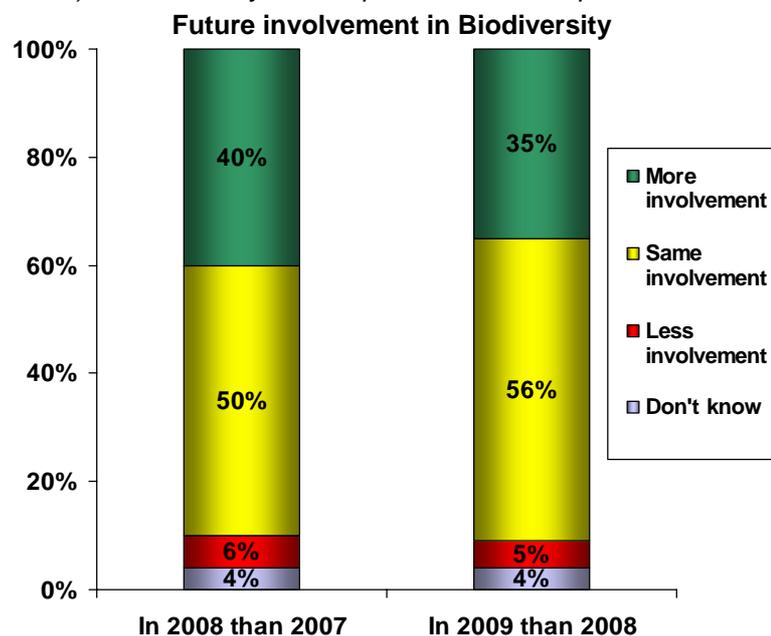
Overall we can see that 47% of people are interested in having more involvement in things related to biodiversity during 2009. However only 8% say they are very interested, suggesting a more lukewarm reaction. Even Carers Doers only show 12% saying they would be very interested. More worrying is the apparent core of 10% who say they are not at all interested in having more involvement, rising to just under a quarter of Non-Carers Non-Doers.

Chart 31: Q14. All other things being equal, how interested would you be in having more involvement in things related to biodiversity during 2009? Base: 1006, CD: 336, CND: 577, NCND: 86



Looking at this across the years, there are similar figures looking back and looking forward, with around 35% seeking more involvement with biodiversity in 2009 than in 2008. Interestingly, when looking at those who said they had more involvement in 2008 than 2007, they say the same thing looking forward, namely that they will have more involvement in 2009 than 2008. Those who anticipate the same level of involvement for 2009 said they did the same in 2008 as 2007, and so on. We might have expected this to be different across the years, but this would suggest there is simply a core group looking for more involvement in biodiversity on a consistent basis.

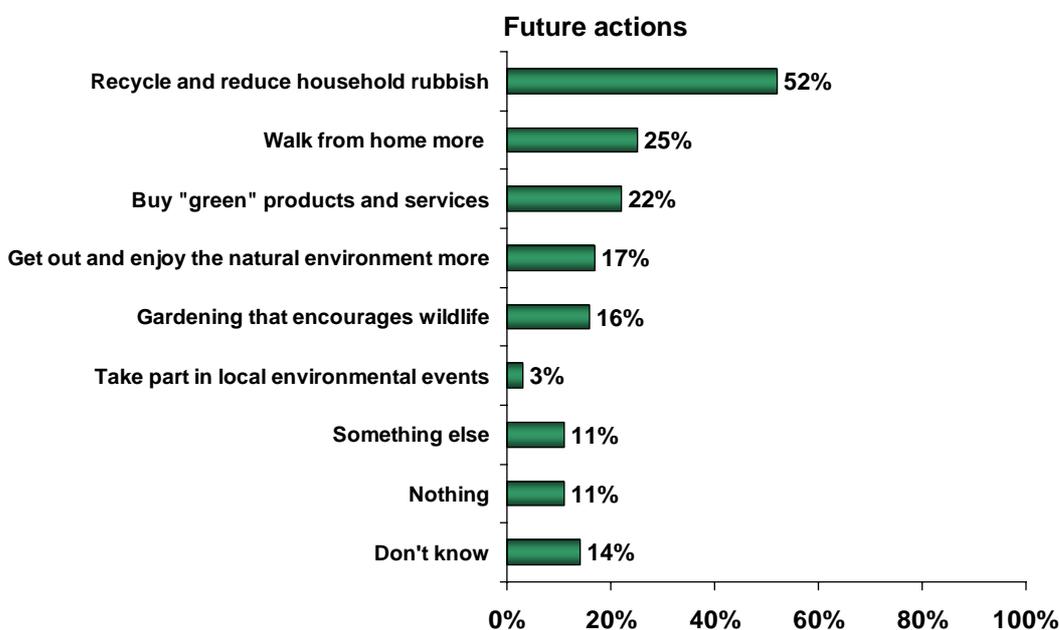
Chart 32: Q15. Do you think you had more involvement in things related to biodiversity... a) In 2008 than you did in 2007? b) And what do you anticipate for 2009 compared to 2008? Base: 1006



All respondents were asked what actions they think they will realistically take to become more aware of and more involved in biodiversity in the next year (2009). The very encouraging figure here is that only 11% said they would do nothing. Clearly recycling and reducing household rubbish is the most popular action. Otherwise the actions are generally about things around the home, walking to reduce car usage, buying green products, getting out to enjoy the natural environment. Only 3% state the explicit response of taking part in local environment events.

The somewhat concerning aspect of this set of figures, however, is that recycling receives the biggest mention. It could be inferred that this is the 'easy win' given that councils are pushing this and making it either easy by distributing bins or indeed compulsory by imposing fines for incorrect recycling. The worry is that this is becoming a routine part of the day-to-day chores for people. If this is the case, will people remember why it needs to be done and what the links are to biodiversity? If they do forget, then biodiversity may well recede further from their top of mind thoughts.

Chart 33: Q16. What actions do you think you will realistically take to become more aware of and more involved in biodiversity in the next year? Base: 1006



The other responses for 'something else' show a mix of perhaps more specific actions:

- 2% each for - Visit nature reserves, country parks/Volunteer conservation work
- 1% - Join a wildlife or environmental group
- 0.49% each for – Join environmental organisation/Environment training courses
- 68 mentions for something else, including:
  - 10 mentions and above: reduce energy usage (14), grow own produce (13), seek out more information/spread the word (12)
  - Under 10 mentions: maintain current activity (9), use car less (8), get more involved with activities through work (6), plant more trees/plants (4), help environment/wildlife (unspecified) (4), get children involved more (3).

### 3.8 Barriers to involvement

Having asked people what activities they undertake it was also important to ask them what stops them from being involved in biodiversity, or from doing more than they do at present.

Time remains the main barrier to involvement be that for work, family, social life, or simply other interests. Being involved in biodiversity appears not to be a sufficiently high priority to be worth allocating time to for these people.

There also appears to be less comment in 2009 than in 2006 with regards to the available information, perhaps highlighting that there are always media channels through which people can find things out.

Health and safety receives more mention than a lack of information. These respondents fear they will be unable to do anything along these lines because of health issues. This suggests their assumption is either that getting involved in biodiversity must involve some definite physical activity or that if they are currently immobile they cannot do anything to get involved. This therefore offers an opportunity to inform people about some of the easier things to get involved in, along the lines of 'everyone can get involved'.

Inconvenience again remains an issue and here too education could help. If the assumption is that people 'have to go somewhere' away from home in order to get involved with biodiversity then there is an opportunity to show that this need not be the case.

Only a few feel it is not up to them and that, for example, the Government should be responsible for issues relating to biodiversity.

Table 11: Q17 Why do you not get involved: what stops you from being involved in biodiversity, or from doing more than you do now? Base: 1006

Barrier	%		%
<b>Time</b>		<b>Health and safety</b>	
Too busy with work	47%	Health/fitness/disability reasons	13%
Too busy with family	37%	Too old to help	7%
Too busy with social life	17%	Worried about safety issues	1%
Other things more important	7%		
Prefer my other hobbies	2%	<b>Inconvenience</b>	
I do enough already	2%	Too expensive/costs money	3%
Too busy with education	3 m*	Never at convenient times	3%
		Live too far away from countryside	1%
<b>Lack of information</b>		No one to do it with/go with me	1%
Don't know what there is I can do	3%	Poor quality facilities	1%
Don't know where to get information	3%	General inconvenience	1%
No local orgs/clubs to join up with	1%	Children too young	3 m
Lack of suitable places in local area	1%	I don't like to travel	2 m
Don't think I can make a difference on my own	1%		
Don't think I can do anything that would help	1%	<b>Not up to me</b>	
Never found anything that suits me	1%	Just not interested	3%
		Government should take care of this	1%
		I'm too lazy	1%
		Don't think I need to do these things	3 m

\* m = mentions

Base: Total 1006

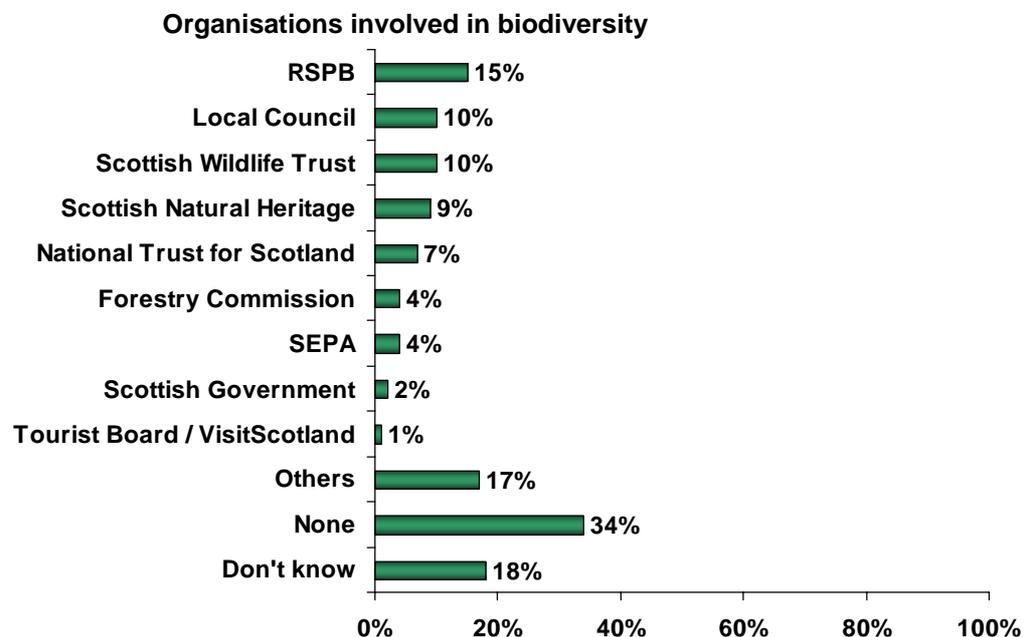
### 3.9 Organisations involved in biodiversity

The first thing to note here is that 34% of respondents say they know of no organisations involved in biodiversity and 18% state a broader don't know. This means that 52% of the total sample cannot name any organisations involved in biodiversity. This suggests an overall lack of public visibility for these organisations and their biodiversity-related work.

Otherwise a mix of organisations is named, with the RSPB receiving the highest number of mentions.

One other point to note is that the local council receives the next highest mention (10%) and the Scottish Government is mentioned by 2%. This highlights how broadly people think in these terms. It could be said that for them it is not necessarily down to a specific organisation dealing with biodiversity but is more of a government-led issue.

Chart 34: Q18. Which organisations are you aware of who are involved in biodiversity? Base 1006



Other mentions include:

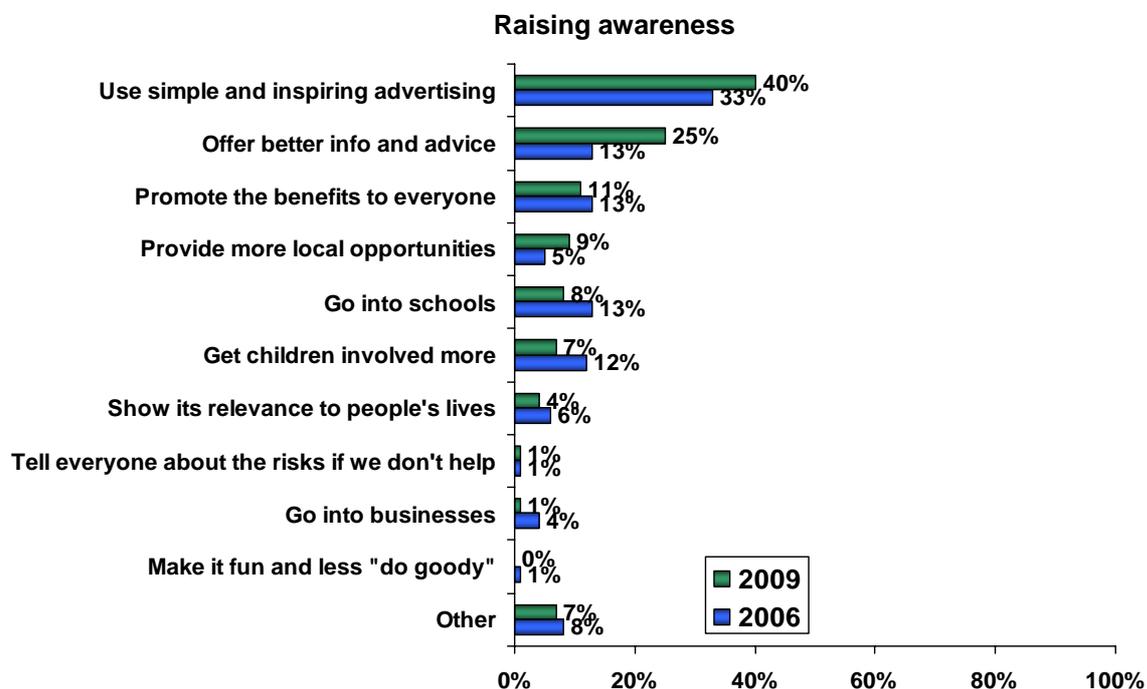
- 76 (8%) - Greenpeace
- 26 (3%) - WWF
- 13 (1%) - Woodland Trust
- 13 (1%) - Local Community Organisations
- Individual mentions of: SSPCA, Friends of the Earth, John Muir Trust, British Trust for Conservation Volunteers, Soil Association, Historic Scotland, Waste Aware Scotland.

### 3.10 Encouraging involvement in biodiversity

This question was asked in the 2006 Key Messages research and a very similar spread of responses was given on this occasion.

Primarily it is simply about the public profile of organisations, being seen and being seen to promote the right messages to all. We have seen that for many people, their involvement is perhaps more indirectly through hobbies (e.g. gardening for itself) or through a more reactive than proactive rationale. If this is the case then the majority are not out there actively looking for information. Instead they are relying on organisations to get out there and tell them. This is voiced in the requests for simple and inspiring advertising, offering better information and advice, promoting the benefits to all, providing local opportunities, going into schools and involving children and showing its relevance in people's lives.

Chart 35: Q19. What could these organisations do to make people more aware of/more involved in the natural environment?



Other mentions include:

- 13 - organisations are doing enough already
- 12 - people are just not interested
- 10 - better recycling facilities/make things more accessible
- 10 - hold information sessions
- 8 - up to the Government to legislate
- 5 - fines/punish people
- 4 - get better financial backing
- Individual/couple of mentions each for:
  - Get supermarkets to start charging for plastic bags
  - Get supermarkets to change their packaging
  - Get people who cut down trees to replace them.

## **4 CONCLUSIONS AND KEY INDICATOR SUMMARY**

### **4.1 Overall Conclusions**

#### *4.1.1 Carers Doers segmentation*

The Carers Doers segments show a generally similar pattern, in terms of the proportions of the three main segments, to 2006. However there is a clear shift towards more Carers Doers with a significant increase from 26% to 33%.

The other interesting aspect to note is the emergence of a fourth segment, namely respondents who say they are not interested but do undertake activities in this regard : Non-Carers Doers. We would anticipate that these people perhaps have been forced into action, either by social pressure or indeed by council policy, with regards to recycling for example.

#### *4.1.2 Biodiversity awareness*

Awareness of biodiversity is quite high with 57% of respondents spontaneously aware of the term. However, defining it would still appear to be an issue for these respondents with only 42% able to give a definition spontaneously.

The descriptions given at this point vary quite considerably, many picking out one or two parts of the definition rather than the all encompassing full description. Indeed only 17% of respondents provided this full 'all living things on the planet, including us' definition for biodiversity.

#### *4.1.3 Key indicators*

The three E1 Indicators show a slight 'cooling' of views for interest and concern of biodiversity loss, with relevance being the only one holding its own. The question to ask is why this is the case, particularly since we have more Carers Doers now than in 2006 and so would have expected levels to rise.

Could this mean that some of the activities are becoming 'just part of life', becoming less 'top of mind' on an every day basis and encouraging people to forget the environmental reasons for doing them in the first place? In the worst case scenario this could potentially engender a negative feeling towards, for example, recycling if the council are seen to be forcing a system on people that they see as time consuming. This would also imply that people's perceptions of biodiversity as a whole could change too.

Given the amount of information that circulates each week in the media about different aspects of 'saving the planet', there is also the possibility that people feel overloaded with environmental messages. The implication here is that they start to 'switch off' unless consistent, succinct, positive messages are delivered.

We could also conclude that the current economic climate is also having an influence on people's motivations. Yes, biodiversity is still relevant to them. However, at present, there are more pressing worries in their lives and they do not have enough 'room' for interest and concern in biodiversity.

Progressive have indeed noticed across other pieces of research over late 2008 and early 2009 that consumers generally are more unsure in their thoughts and indecisive in their views as a result of the general uncertainties in the global economy and financial system and this would perhaps appear to be having a slight influence here.

#### 4.1.4 Activities

One of the main findings from this research is that the activities linked to biodiversity are undertaken to a much greater level than the Carers Doers segmentation would perhaps suggest. Responses to the initial question would suggest around one in three people undertake some form of activity in this regard. However looking then at the questions relating to the four areas of activity surrounding biodiversity we can see that many people do at least one of these activities, even when defined as a Non-Doer.

The following table (12) shows those from the total sample and then from each segment who say they 'try to do everything they can' for none, one, two, three or four of the activities cited. This illustrates how many people undertake these activities and the crossover that occurs. As an example, Non-Carers Non-Doers should by definition 'not do' anything, but 72% state they do at least one of these activities.

Table 12: Summary of involvement levels for segments

For 'try to do everything' the % who .....	Total	Carers Doers	Carers Non-Doers	Non-Carers Non-Doers	Non-Carers Doers
... Do all 4	22%	31%	20%	8%	14%
... Do 3 from 4	16%	16%	17%	6%	14%
... Do 2 from 4	28%	27%	28%	29%	21%
... Do 1 from 4	24%	21%	25%	29%	29%
.... <b>Do none</b>	<b>10%</b>	<b>4%</b>	<b>10%</b>	<b>28%</b>	<b>21%</b>

Is this difference one of semantics in terms of how they describe what they do, or perhaps one of misunderstanding or a lack of understanding that their actions are tied to, and can have an effect on, biodiversity?

Understanding this difference will be vital when reviewing biodiversity communications for the future. If people are doing a lot more than they are aware of in this regard then the first move would perhaps be to make them aware that they are 'ahead' in terms of their activities to help biodiversity.

This would also go a long way to shifting public perceptions about becoming involved in biodiversity as a distant and difficult or time-consuming thing to do towards being an easy and enjoyable option. In other words, if people are doing these 'easy' things already then there are indeed easy options they can do now and start doing in the future.

The motivations for undertaking these activities are numerous but for the most part surround personal interest and a desire to do something for the environment.

For green gardening and wildlife gardening, personal reasons appear to dominate in that these activities are seen as a hobby or indeed just something 'I've always done'. Whilst the link to biodiversity is there, and people state they do want to help the environment, it is not necessarily the first thought for these people: the love of gardening or of having lots of birds and animals in the garden more often is.

Green consumers and action at home to protect the natural environment show a clear tendency towards more environmental motivators. However, having said this, the emotional 'do my bit' as a rationale is high, suggesting an overall level of social conscience, rather than the overt interest shown by those specifically saying they want to tackle climate change, loss of habitat, etc.

'No real reason' creeps in here too, suggesting people have not gone through a thought process along the lines of 'help biodiversity = do this', or perhaps that they have forgotten what their original thought process was as it is now simply 'what I do'.

So, again, is this a sign that people are doing these things, but not necessarily out of a 'biodiversity' mindset? If this is the case, then again effective, relevant communications in the future will be paramount to raising awareness of the link to biodiversity and to informing people how they can help further.

Looking to the future, people are interested in increasing their involvement in biodiversity, but the figures suggest not quite the majority and not quite in a 'very' interested way. Perhaps, however, this is also a result of people being a little cautious in their views at present rather than openly indicating that they are not interested.

In summary then, given that .....

- There are other worries and uncertainties at present linked to the global economic recession that are perhaps helping to take people's eyes off biodiversity
- And people are actually doing more in this vein than they perhaps know, but are not being informed enough about biodiversity to know this or to know what to do simply in order to do more
- And that time is still the main barrier, or perhaps conversely, that biodiversity activities are not seen as a priority for people's time so are not being undertaken

..... then should future communications on biodiversity reinforce the good things people are doing at present and raise awareness about the easy things they can start to do in the future?

- If people are told about the links with what they do and the perception is then 'that's good, I already do that', then it may be easier in the end to awaken more overall interest. Also, saying some kind of thank you would also help engender goodwill amongst everyone towards making the 'biodiversity effort'.
- And emphasising that there are easy, quick, day to day wins for everyone that can be incorporated into life to help biodiversity will encourage people to think that they can take part (and perhaps stop the feeling that it is all difficult to do and simply 'do gooder stuff').

## 4.2 Key indicators for the future

As part of this research there is a need to determine a wider set of engagement indicators for tracking purposes in the future. The next steps are therefore to decide which indicators are most relevant and to define them ready for the next waves of research.

Progressive would like to make the following suggestions in terms of these key indicators. However, it will be essential for SNH and the People and Communications Group to assess these in terms of which actions can realistically be undertaken by people and allow progress to be measured. If it is not possible to turn the indicators into actions that can in turn drive improvements, then we would suggest that these aspects are not used as key indicators.

Our recommendations therefore still need to be confirmed in terms of the following and then set as the future measures to track:

- Are they relevant to all key biodiversity stakeholders?
- Can action be taken to drive and improve measures?

The indicators we would take directly from the current questionnaire are:

*Table 13: Summary of Key Indicators*

<b>Key Indicator</b>	<b>2009 figures</b>	<b>Why?</b>
Carers Doers segmentation	Significantly more Carers Doers (+7%)	As ongoing audience segmentation we assume this will still need to be monitored
Spontaneous awareness	57% Yes	Biodiversity needs to be an everyday, top of mind term so spontaneous awareness will be important
Prompted awareness	72% Yes	Prompted awareness gives us the underlying level of awareness
E1 – Interest (2006 = 83%)	79% Very/Slightly	E1 Indicators should simply remain as they are to be tracked
E1 – Relevance (2006 = 75%)	74% Very/Slightly	
E1 – Concern over the loss (2006 = 83%)	76% Very/Slightly	
Value placed on biodiversity	83% Very much/a little	Adding value to the E1 Indicators gives another aspect of the public's views
Volunteering	6% Have volunteered	If work is done in this area it will help show if this is having an effect
Interest in more involvement in biodiversity in 2009	8% Very 39% Slightly	This will help track potential views for the future
Awareness of organisations involved in biodiversity	48% can name one SNH = 9%	Brand tracking will also show where work to raise awareness has succeeded

We would also suggest looking at the activities undertaken as an indicator for future tracking, using the four main areas as they are:

- Green gardening                    2009 → 18% do it all/48% do a little
- Wildlife gardening                2009 → 21% do it all/56% do a little
- Green consumer                    2009 → 19% do it all/55% do a little
- Action at home                    2009 → 27% do it all/57% do a little.  
to protect biodiversity

The decision that now needs to be taken by SNH and the People and Communications Group is to agree at which level of activity we measure these. Should we only look at those who say 'yes I do this and I try to do everything I can in this regard', or should we also include, or measure separately, those who say 'yes, but I only do a couple of things'? We feel this would best be discussed within the context of the potential for increasing activity over the next year, and therefore the potential for enabling a successful move in the indicator over time.

## REFERENCES

Progressive Partnership Ltd. 2007. *Promoting key messages about the natural heritage – survey of public attitudes and involvement*. Scottish Natural Heritage Commissioned Report No.235 (ROAME No. R06AB06).

## **APPENDIX ONE – QUESTIONNAIRE**

**Job Name: SNH – Biodiversity – January 2009**  
**Job No: 6899**

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17 Corstorphine Road, Edinburgh, EH12 6DD  
 Tel: 0131 316 1900 Fax: 0131 316 1901  
 e-mail: info@progressivepartnership.co.uk

**Classification**

<b>Age</b>		<b>Gender</b>		<b>Location</b>	
18 to 24 years old	1	Male	1	Central	1
25 to 34 years old	2	Female	2	Dumfries & Galloway	2
35 to 44 years old	3			Fife	3
45 to 54 years old	4	<b>Children 16 years or under living at home</b>		Grampian	4
55 to 64 years old	5	Yes	1	Highlands & Islands	5
65 to 74 years old	6	No	2	Lothian & Borders	6
75+ years old	7			Strathclyde	7
		<b>Ages of children</b>		Tayside	8
<b>Occupation of chief wage earner</b>		0 to 5	1	<b>Area</b>	
Position		6 to 11	2	Urban	1
_____		12 to 16	3	Rural	2
Industry				<b>How do you usually get around? (Travel)</b>	
_____				Walk	1
_____				Car/Van	2
				Bus	3
<b>Social Class</b>				Train	4
A	1			Motorcycle/Scooter	5
B	2			Bicycle	6
C1	3			Other (NOT specified)	7
C2	4				
D	5				
E	6				

**Interviewer's Declaration**

I declare that I have carried out this interview in full, in accordance with the instructions and briefing material from Progressive.

Interviewer's Signature \_\_\_\_\_ Date: \_\_\_\_\_  
 Print Name: \_\_\_\_\_

Respondent's Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

POSTCODE: e.g.	E	H	1	2	6	D	D

**Introduction:** Good morning/afternoon I am..... from Progressive, an independent research company. We are conducting some research on behalf of a Governmental organisation that is responsible for caring for Scotland's natural environment, and helping people to enjoy it.

We are contacting people across Scotland to find out your views on the natural environment. The survey will only take about 10 minutes. Can I first check:

**Interview start time:** \_\_\_\_\_

<p> <b>SQ1</b>            When you think of Scotland's natural environment, which is made up of our countryside, our coastlines, and green spaces in towns and cities, and every living thing these support, how important would you say it is to you in your everyday life?            READ OUT         </p>	<table border="1"> <tr> <td>Very important</td> <td>1</td> </tr> <tr> <td>Quite important</td> <td>2</td> </tr> <tr> <td>Not really important</td> <td>3</td> </tr> <tr> <td>Not important at all</td> <td>4</td> </tr> </table>	Very important	1	Quite important	2	Not really important	3	Not important at all	4
Very important	1								
Quite important	2								
Not really important	3								
Not important at all	4								

<p> <b>SQ2</b>            And are you actively involved in looking after the natural environment in any way – for example, in wildlife or countryside organisations, volunteering, gardening to help wildlife or anything else like that?         </p>	<table border="1"> <tr> <td>Yes</td> <td>1</td> </tr> <tr> <td>No</td> <td>2</td> </tr> </table>	Yes	1	No	2
Yes	1				
No	2				

**CHECK QUOTA**

- CODES 1 & 2 AT SQ1 = CARERS, AND CODES 3 & 4 AT SQ1 = NON-CARERS

- CODE 1 AT SQ2 = DOERS AND CODE 2 AT SQ2 = NON-DOERS

<p> <b>Q1</b>            Are you aware of the term 'biodiversity'?            SPONTANEOUS            SINGLE CODE         </p>	<table border="1"> <tr> <td>Yes, I've definitely heard of it</td> <td>1</td> </tr> <tr> <td>Yes, I think I've heard of it</td> <td>2</td> </tr> <tr> <td>No, I have never heard of it</td> <td>3</td> </tr> <tr> <td>Don't know</td> <td>4</td> </tr> </table>	Yes, I've definitely heard of it	1	Yes, I think I've heard of it	2	No, I have never heard of it	3	Don't know	4
Yes, I've definitely heard of it	1								
Yes, I think I've heard of it	2								
No, I have never heard of it	3								
Don't know	4								

<p> <b>Q2</b>            What would you understand the term 'biodiversity' to mean?            SPONTANEOUS            MULTICODE         </p>	<table border="1"> <tr> <td>All the living things on the planet, including us</td> <td>1</td> </tr> <tr> <td>The different birds and animals</td> <td>2</td> </tr> <tr> <td>The trees and plants and so on</td> <td>3</td> </tr> <tr> <td>Something to do with biology and different things</td> <td>4</td> </tr> <tr> <td>Something else – please stipulate</td> <td>5</td> </tr> <tr> <td>_____</td> <td></td> </tr> <tr> <td>No idea what it means / don't know</td> <td>6</td> </tr> </table>	All the living things on the planet, including us	1	The different birds and animals	2	The trees and plants and so on	3	Something to do with biology and different things	4	Something else – please stipulate	5	_____		No idea what it means / don't know	6
All the living things on the planet, including us	1														
The different birds and animals	2														
The trees and plants and so on	3														
Something to do with biology and different things	4														
Something else – please stipulate	5														
_____															
No idea what it means / don't know	6														

<p> <b>Q3</b>            A definition for 'biodiversity' is as follows:  <b>READ OUT:</b>  <i><b>Biodiversity is the variety of all living things - animals, birds, plants, trees, fish, insects and human beings themselves – that exist in the world.</b></i>            Do you think you might have heard about it now?         </p>	<table border="1"> <tr> <td>Yes, I've definitely heard of it</td> <td>1</td> </tr> <tr> <td>Yes, I think I've heard of it</td> <td>2</td> </tr> <tr> <td>No, I have never heard of it</td> <td>3</td> </tr> <tr> <td>Don't know</td> <td>4</td> </tr> </table>	Yes, I've definitely heard of it	1	Yes, I think I've heard of it	2	No, I have never heard of it	3	Don't know	4
Yes, I've definitely heard of it	1								
Yes, I think I've heard of it	2								
No, I have never heard of it	3								
Don't know	4								

<p> <b>Q4</b>            Thinking of this definition:            How INTERESTED are you in Scotland's biodiversity?         </p>	<table border="1"> <tr> <td>Very interested</td> <td>1</td> </tr> <tr> <td>Slightly interested</td> <td>2</td> </tr> <tr> <td>Neither nor</td> <td>3</td> </tr> <tr> <td>Not very interested</td> <td>4</td> </tr> <tr> <td>Not at all interested</td> <td>5</td> </tr> <tr> <td>Don't know enough to say</td> <td>6</td> </tr> </table>	Very interested	1	Slightly interested	2	Neither nor	3	Not very interested	4	Not at all interested	5	Don't know enough to say	6
Very interested	1												
Slightly interested	2												
Neither nor	3												
Not very interested	4												
Not at all interested	5												
Don't know enough to say	6												

<p> <b>Q5</b>            How RELEVANT is Scotland's biodiversity to you personally?         </p>	<table border="1"> <tr> <td>Very relevant</td> <td>1</td> </tr> <tr> <td>Slightly relevant</td> <td>2</td> </tr> <tr> <td>Neither nor</td> <td>3</td> </tr> <tr> <td>Not very relevant</td> <td>4</td> </tr> <tr> <td>Not at all relevant</td> <td>5</td> </tr> <tr> <td>Don't know enough to say</td> <td>6</td> </tr> </table>	Very relevant	1	Slightly relevant	2	Neither nor	3	Not very relevant	4	Not at all relevant	5	Don't know enough to say	6
Very relevant	1												
Slightly relevant	2												
Neither nor	3												
Not very relevant	4												
Not at all relevant	5												
Don't know enough to say	6												

Q6			CODE
How CONCERNED are you about the loss of biodiversity in Scotland?	Very concerned		1
	Slightly concerned		2
	Neither nor		3
	Not very concerned		4
	Not at all concerned		5
	Don't know enough to say		6

Q7			CODE
Taking all this into consideration, then how much would you say you personally VALUE biodiversity in Scotland?	I value Scotland's biodiversity very much		1
	I value Scotland's biodiversity a little		2
	I don't value Scotland's biodiversity at all		3
	Don't know enough to say		4

Q8			CODE
Why do you say this?	VERBATIM RESPONSE		

Q9a			CODE
Please can you tell me whether you use green gardening methods to encourage biodiversity in your garden? <i>E.g. peat free compost, compost heap, no chemicals, tidying later in the year, collecting rainwater, growing fruit &amp; veg, etc.</i>	Yes, and I try to do everything I can in this regard		1
	Yes, but I only actually do a couple of things in this regard		2
	No, but I'd really like to start doing something		3
	No, and I'm really just not interested		4
	N/A / No garden		5
	Don't know		6

**IF YES (CODE 1 & 2 at Q9a) – OTHERWISE GO TO Q10a**

Q9b			CODE
What motivated you to start doing this?	FOR ME EMOTIONALLY		
	Wanted to feel I was doing my bit for the environment		1
	Concern about climate change/ loss of wildlife habitats		2
	Reduce my own impact on the environment		3
	It's a hobby of mine		4
	I've been interested in / done this all my life		5
	A CHANGE IN LIFE		
	Retired, have more time now		6
	The children started this at school		7
	Health reasons		8
	FOR SOCIETY		
	It's something as a society that we all should do		9
	FROM THE MEDIA		
	Influenced by television/radio, the web or newspapers		10
	NO REAL REASON		
	No real reason, just do		11
	The council provided bins so it's easy to do		12
	Something else – please stipulate		13
	_____		
	Don't know / can't remember		14

Q10a			CODE
Please can you tell me whether you do anything to attract wildlife to your garden?  <i>E.g. food/water for birds, boxes for birds/animals, wood piles, wildlife friendly trees/plants, window boxes, container shrubs, water features, etc.</i>	Yes, and I try to do everything I can in this regard		1
	Yes, but I only actually do a couple of things in this regard		2
	No, but I'd really like to start doing something		3
	No, and I'm really just not interested		4
	N/A / No garden		5
	Don't know		6

**IF YES (CODE 1 & 2 at Q10a) – OTHERWISE GO TO Q11a**

Q10b		CODE
What motivated you to start doing this?	FOR ME EMOTIONALLY	
	Wanted to feel I was doing my bit for the environment	1
	Concern about climate change/ loss of wildlife habitats	2
	Reduce my own impact on the environment	3
	It's a hobby of mine	4
	I've been interested in / done this all my life	5
	A CHANGE IN LIFE	
	Retired, have more time now	6
	The children started this at school	7
	Health reasons	8
	FOR SOCIETY	
	It's something as a society that we all should do	9
	FROM THE MEDIA	
	Influenced by television/radio, the web or newspapers	10
	NO REAL REASON	
	No real reason, just do	11
	The council provided bins so it's easy to do	12
	Something else – please stipulate	13
	_____	
	Don't know / can't remember	14

Q11a		CODE
Please can you tell me whether you consider yourself in any way a green consumer?	Yes, and I try to do everything I can in this regard	1
	Yes, but I only actually do a couple of things in this regard	2
	No, but I'd really like to start doing something	3
	No, and I'm really just not interested	4
	N/A / No garden	5
	Don't know	6

*E.g. buy local or British products, buy organic, buy with less packaging, buy recycled products, buy environmentally friendly cleaning products, re-usable shopping bags, energy efficient appliances, FSC wood/paper products*

**IF YES (CODE 1 & 2 at Q11a) – OTHERWISE GO TO Q12a**

Q11b		CODE
What motivated you to start doing this?	FOR ME EMOTIONALLY	
	Wanted to feel I was doing my bit for the environment	1
	Concern about climate change/ loss of wildlife habitats	2
	Reduce my own impact on the environment	3
	It's a hobby of mine	4
	I've been interested in / done this all my life	5
	A CHANGE IN LIFE	
	Retired, have more time now	6
	The children started this at school	7
	Health reasons	8
	FOR SOCIETY	
	It's something as a society that we all should do	9
	FROM THE MEDIA	
	Influenced by television/radio, the web or newspapers	10
	NO REAL REASON	
	No real reason, just do	11
	The council provided bins so it's easy to do	12
	Something else – please stipulate	13
	_____	
	Don't know / can't remember	14

Q12a	CODE
Please can you tell me whether you take any action at home to help protect biodiversity and the natural environment? <i>E.g. monitor/record garden wildlife, reduce / recycle household waste, compost kitchen / garden waste, use fewer chemicals, rechargeable batteries, energy efficient bulbs, laundry washing at lower temperatures, turning off taps, showers instead of baths, walking/ cycling more</i>	Yes, and I try to do everything I can in this regard Yes, but I only actually do a couple of things in this regard No, but I'd really like to start doing something No, and I'm really just not interested N/A / No garden Don't know
	1 2 3 4 5 6

**IF YES (CODE 1 & 2 at Q12a) – OTHERWISE GO TO Q13a**

Q12b	CODE
What motivated you to start doing this?	FOR ME EMOTIONALLY Wanted to feel I was doing my bit for the environment Concern about climate change/ loss of wildlife habitats Reduce my own impact on the environment It's a hobby of mine I've been interested in / done this all my life A CHANGE IN LIFE Retired, have more time now The children started this at school Health reasons FOR SOCIETY It's something as a society that we all should do FROM THE MEDIA Influenced by television/radio, the web or newspapers NO REAL REASON No real reason, just do The council provided bins so it's easy to do Something else – please stipulate _____
SPONTANEOUS MULTICODE	1 2 3 4 5 6 7 8 9 10 11 12 13 14
	Don't know / can't remember

Q13a	CODE	ROUTE
Have you volunteered for any activity related to biodiversity and the natural environment in the last 12 months?	Yes, definitely Yes, I think so No Don't know	1 2 3 4
		Go To Q13b Go To Q13b Go To Q14 Go To Q14

**IF YES:**

Q13b	CODE
What type of activity related to biodiversity and the natural environment have you volunteered for?	Local clean up/ tree planting/ improving places for wildlife Creating an allotment or green space Counting and recording wildlife Fundraising/campaigning Office administration and committee work Educational/ training activities Helping to organise local events and activities Helping to run local environmental group Something else – please stipulate _____
SPONTANEOUS MULTICODE	1 2 3 4 5 6 7 8 9 10
	Don't know / can't remember

**FOR ALL ACTIVITIES CODED AT Q13b**

Q13c Was this a 'one off' occasion, or an ongoing activity?		ONE OFF	ONGOING
Local clean up / tree planting/ improving places for wildlife		1	2
Creating an allotment or green space		1	2
Counting and recording wildlife		1	2
Fundraising/campaigning		1	2
Office administration and committee work		1	2
Educational/ training activities		1	2
Helping to organise local events and activities		1	2
Helping to run local environmental group		1	2
Something else – please stipulate		1	2

Q13d Which organisations have you undertaken these voluntary activities for/with?		CODE
	BTCV	1
	Scottish Wildlife Trust	2
	National Trust For Scotland	3
	RSPB	4
	John Muir Trust	5
	Scottish Natural Heritage(SNH)	6
	Forestry Commission	7
	Local Council/Countryside Ranger Service	8
	Local environmental or community group	9
	Others – please stipulate	10
	_____	
	Unsure	11
	None	12

Q13e What motivated you to start doing this / these?		CODE
	<b>FOR ME EMOTIONALLY</b>	
	Wanted to feel I was doing my bit for the environment	1
	Concern about climate change/ loss of wildlife habitats	2
	Reduce my own impact on the environment	3
	It's a hobby of mine	4
	I've been interested in / done this all my life	5
	<b>A CHANGE IN LIFE</b>	
	Retired, have more time now	6
	The children started this at school	7
	Health reasons	8
	<b>FOR SOCIETY</b>	
	It's something as a society that we all should do	9
	<b>FROM THE MEDIA</b>	
	Influenced by television/radio, the web or newspapers	10
	<b>NO REAL REASON</b>	
	No real reason, just do	11
	The council provided bins so it's easy to do	12
	Something else – please stipulate	13
	_____	
	Don't know / can't remember	14

**ASK ALL:**

Q14 All other things being equal, how interested would you be in having more involvement in things related to biodiversity during 2009 (this year)?		CODE
	Very interested	1
	Slightly interested	2
	Neither nor	3
	Not very interested	4
	Not at all interested	5
	Don't know enough to say	6

Q15

Please think back: Do you think you had more involvement in things related to biodiversity:

a) In 2008 than you did in 2007?      b) And what do you anticipate for 2009 compared to 2008?

**INTERVIEWER NOTE: Biodiversity relates to all the things discussed previously**

		Q15a) 2008 to 2007	Q15b) 2009 to 2008
SPONTANEOUS SINGLE CODE	More involvement than previous year	1	1
	The same as previous year	2	2
	Less involvement than previous year	3	3
	Don't know / can't remember	4	4

Q16

What actions do you think you will realistically take to become more aware of and more involved in biodiversity in the next year?

SPONTANEOUS  
MULTICODE

	CODE
Get out and enjoy the natural environment more	1
Walk from home more	2
Recycle and reduce household rubbish	3
Buy "green" products and services	4
Gardening that encourages wildlife	5
Take part in local environmental events	6
Do volunteer conservation work	7
Visit nature reserves, country parks, etc	8
Join a local wildlife or environmental group	9
Become a member of an environmental organisation	10
Undertake training courses about the environment	11
Something else – please stipulate	12
_____	
Unsure	13
Do nothing	14

Q17

Why do you not get involved: what stops you being involved in biodiversity, or from doing more than you do now?

SPONTANEOUS  
MULTICODE  
PROBE TO PRE-CODES

	CODE
<b>TIME PRESSURES</b>	
Too busy with work	1
Too busy with family life / children	2
Too busy with social life	3
<b>IMPORTANCE</b>	
Other things are more important in my life at the moment	4
Prefer my other hobbies	5
Don't think I need to do these things	6
Don't think any of us need to do these things	7
The Government should take care of this, not us	8
Just not interested	9
<b>NOT CONVENIENT TO DO</b>	
Live too far away from the countryside	10
Lack of suitable places to go in local area	11
No local organisations or clubs to join up with	12
Never at convenient times	13
<b>LACK OF KNOWLEDGE</b>	
Don't know what there is that I can do	15
Don't know where to get information / find out about it	16
Never found anything that suits me	17
<b>WORRIES / CONCERNS</b>	
Don't think I can make a difference on my own	18
Don't think I can do anything that would help	19
No one will appreciate my efforts	20
Worried about safety issues	21
Too old to help	22
Health / fitness / disability restraints	23
No-one to go with/ do it with me	24
Don't like to travel / don't want to go somewhere specific	25
Too expensive / will cost money to do	26
Other – please stipulate	27
_____	
Unsure	28

Q18

Which organisations are you aware of who are involved in looking after biodiversity?

SPONTANEOUS  
MULTICODE

	CODE
Scottish Natural Heritage (SNH)	1
The Local Council	2
Scottish Government	3
The Tourist Board/ VisitScotland	4
Scottish Environment Protection Agency	5
Scottish Wildlife Trust	6
National Trust for Scotland	7
RSPB	8
Forestry Commission	9
Others – please stipulate	10
_____	
Unsure	11
None	12

Q19

What could these organisations do to make people more aware of and more involved in the natural environment?

SPONTANEOUS  
MULTICODE

	CODE
Use simple and inspiring advertising	1
Offer better information and advice	2
Promote the benefits to everyone	3
Show its relevance to people's lives	4
Get children involved more	5
Go into schools	6
Go into businesses	7
Provide more local opportunities	8
Tell everyone about the risks if we don't help	9
Make it fun and less 'do-goody'	10
Other – please stipulate	11
_____	
Unsure	12

**Thank, classify and close**

**Interview end time:** \_\_\_\_\_



Scottish Natural Heritage is a government body responsible to the Scottish Government.

Statement of principles:

Scottish Natural Heritage – the government body that looks after all of Scotland's nature and landscapes, across all of Scotland, for everyone. Our 5 strategic priorities are:

- Caring for Scotland's nature and landscapes
- Helping to address climate change
- Delivering health and well being
- Supporting the Scottish economy
- Delivering a high quality public service

Find out more at [www.snh.org.uk](http://www.snh.org.uk)

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**Scottish Natural Heritage**  
All of nature for all of Scotland