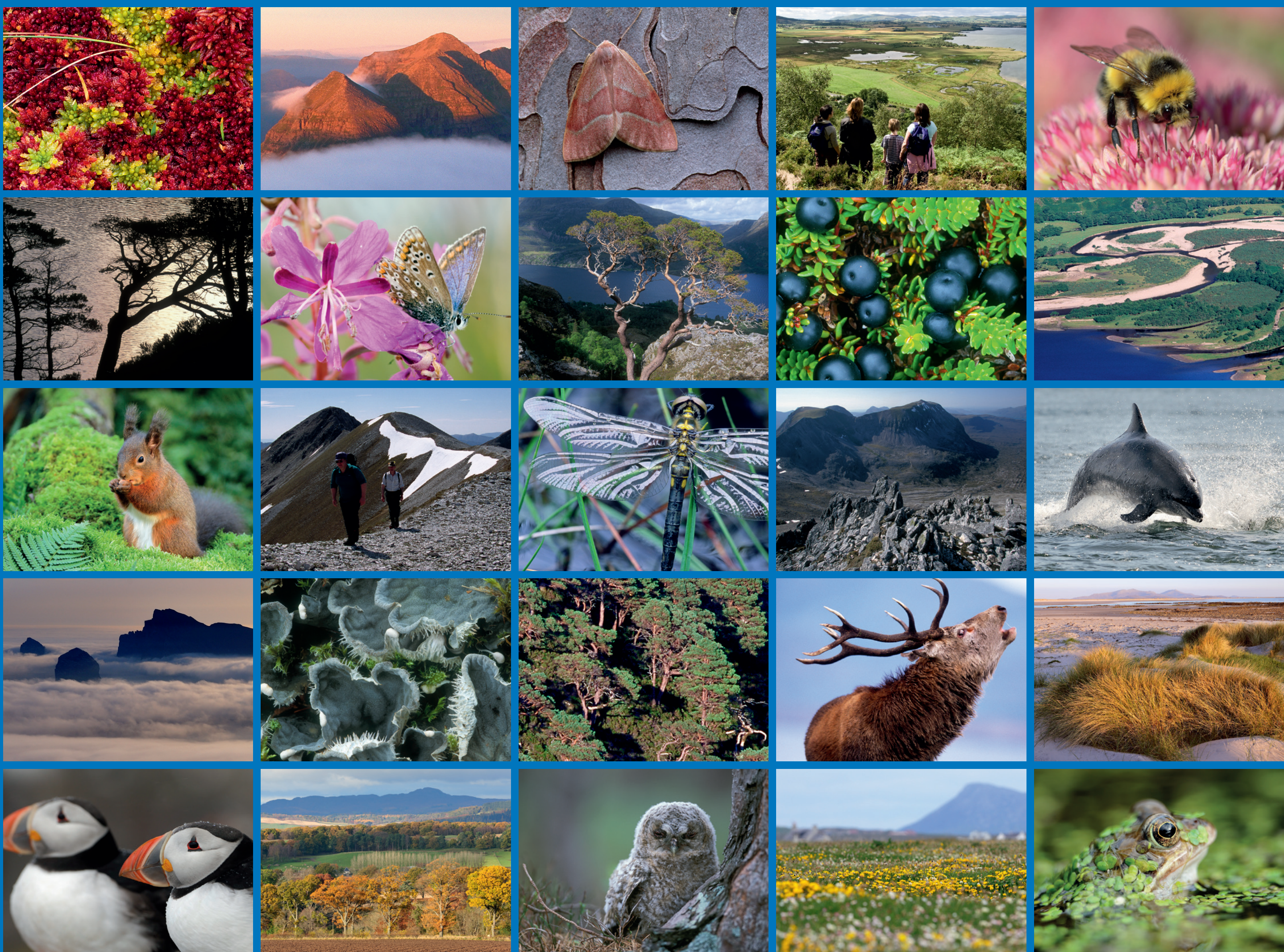
Scottish Natural Heritage
Research Report No. 1004

The Scottish Nature Omnibus 2017



Scottish Natural Heritage
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All of nature for all of Scotland
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RESEARCH REPORT

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The Scottish Nature Omnibus 2017

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RESEARCH REPORT
Summary

The Scottish Nature Omnibus 2017

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Keywords

Nature; wildlife; natural heritage; national nature reserves; biodiversity; landscapes.

Background

This report presents the findings from the most recent wave of the Scottish Nature Omnibus survey (SNO), conducted between August and September 2017. The SNO was first commissioned by Scottish Natural Heritage in 2009 to measure the extent to which the general public is engaged with SNH and its work. Since 2015, the survey has been run on a biennial schedule following a period of more frequent reporting. Since its inception, the survey has provided insights into public awareness of SNH as well as people's views and behaviours around a range of subjects including wildlife, biodiversity, National Nature Reserves, Marine Protected Areas, landscapes and taking positive action for nature.

Main findings

- Deer remain the wildlife species most associated with Scotland; fewer people expressed concern about deer in this wave of research compared to previous waves.
- Awareness of the concept of wildlife management remains relatively high although people's understanding of why and how wildlife is managed is more superficial.
- Most people claim to be interested and concerned to some extent about Scotland's biodiversity but only a minority describe themselves as 'very interested' or 'very concerned'.
- Awareness of National Nature Reserves is lower in this wave of research than in any previous wave.
- Most people rated their local landscapes positively although only around a third felt well-informed about proposals which could impact on their outdoor environment.
- Around three quarters of respondents had heard of Scottish Natural Heritage (higher than in any previous wave of research) although detailed understanding of the organisation's role remains relatively low. In spite of this relative lack of familiarity, most people continue to have a favourable opinion of SNH.

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Acknowledgements

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1. INTRODUCTION

The Scottish Nature Omnibus (SNO) is a quantitative survey first commissioned by Scottish Natural Heritage (SNH) in 2009 to measure the extent to which the general public is aware of and engaged with SNH and its work. The survey ran initially on a quarterly basis before moving to a 6-monthly, then an annual schedule and, more recently, to a biennial schedule. Sixteen separate waves of research have been undertaken since 2009.

Since its inception, the survey has provided insights into the public's views and behaviours around a range of subjects relevant to SNH's work. The topics covered in the 2017 survey were:

- Awareness and concern about wildlife and marine species, including concerns about deer
- Awareness and understanding of wildlife management issues
- Attitudes to biodiversity
- Involvement in taking positive action for the natural environment
- Awareness of Marine Protected Areas
- Awareness of National Nature Reserves
- Views on Scotland's landscapes
- Awareness and opinions of SNH

This report summarises the findings from the most recent wave of research, conducted between August and September 2017. Where appropriate, comparisons are made with the findings from the previous seven waves of research.

2. METHODOLOGY

Between 2009 and 2015 the Scottish Nature Omnibus survey was undertaken using a face to face interview methodology. In 2017, the survey was conducted for the first time using an online interview administered to members of the public who had agreed to be part of a survey panel. While the respondent profile and most question wording remained the same, it should be borne in mind when comparing the 2017 findings with data from previous years that there are some acknowledged differences in behaviour between people responding to a face to face survey and those taking part in an online survey that can impact on results:

- When completing an online survey, respondents may be more honest and/or less likely to give socially desirable responses than they are when giving answers to an interviewer.

- When completing an online survey, there is no interviewer available to clarify survey questions respondents may find ambiguous or hard to understand, or to probe more deeply into unprompted answers given by respondents.

The findings presented in this report are based on 1,063 on-line interviews completed between 14 August and 26 September 2017 by a sample of adults aged 16 and over living in Scotland. As in previous years, quotas were set to ensure that the sample of respondents taking part in the survey was representative of the Scottish adult population. Sampling was also conducted in line with the Scottish Government's six-fold urban/rural classification to ensure the urban/rural split matched Scotland's population.

The sample was boosted to include additional interviews with respondents from the Black, Asian or Minority Ethnic (BME) population in order to provide a more robust sub-sample of responses from this group. A total of 76 respondents from the BME population are included in the sample and survey data have been weighted on ethnicity in line with Scotland's Census Results on Line (SCROL) data from the 2011 census. The sample also includes 260 respondents with a long term illness, health problem or a disability which limits their work.

The profile of the weighted sample is shown below alongside the sample profiles for the previous seven waves of research.

Table 2.1. Sample

	Sep 11	**Feb 12**	**Sep 12**	**Feb 13**	**Sep 13**	**Aug 14**	**Aug 15**	**Aug 17**
Total	**1,055**	**1,141**	**1,160**	**1,183**	**1,171**	**1,141**	**1,151**	**1,063**
	Weighted %	Weighted %	Weighted %	Weighted %	Weighted %	Weighted %	Weighted %	Weighted %
Male	50	49	49	49	50	50	49	49
Female	50	51	51	51	50	50	51	51
16 – 24	14	15	17	15	15	14	14	13
25 – 34	15	15	13	14	15	15	17	16
35 – 44	17	16	16	16	18	16	18	17
45 – 54	19	17	17	18	17	19	17	18
55 – 64	15	17	17	17	16	16	16	17
65 +	20	21	19	20	19	20	20	19
AB	20	19	19	20	20	22	21	21
C1	28	30	29	28	29	27	28	29
C2	18	18	17	18	17	17	17	15
DE	34	34	35	34	34	34	34	35

White / Brit & Irish	96	96	96	96	96	96	96	96
Minorities	4	4	4	4	4	4	4	4
Disabled Yes	12	13	14	10	13	12	16	24
Disabled No	88	87	86	90	87	88	83	74

Source: Survey classification questions

All fieldwork and data processing were carried out in compliance with the ISO: 20252 market research quality assurance standard.

In keeping with previous waves of the SNO, the 2017 survey findings are compared to results from the previous seven waves of research (August 2015, August 2014, September 2013, February 2013, September 2012, February 2012 and September 2011). Data for different population sub-groups have also been compared and any differences are highlighted in the report. All significant changes mentioned in the report are statistically significant.

We have sought to state whether the results for each topic should be classified as Red – demanding urgent attention; Amber – demanding close observation and possible action; or Green – satisfactory (meeting or exceeding expectations). Where there are average scores (i.e. from a scale of 1 to 5), a score of 4 or over has been classed as green and a score of between 3 and 4 has been classed as amber. We fully recognise that there is a subjective element to this classification method but, with the agreement of SNH, it has been adopted to aid reporting and management of the information.

3. MAIN FINDINGS

3.1 Scotland's natural environment

3.1.1 Scotland's wildlife

Scotland's wildlife is a rich resource and its appropriate management, in which SNH plays an important role, can bring benefits to people, the economy and the environment. To measure awareness of Scotland's wildlife among the public, respondents are asked, unprompted, what wildlife they associate most with Scotland. In February 2013, the wording of this question was changed slightly to include mention of both land and marine wildlife.

The public continue to associate a wide range of wildlife with Scotland, with the main focus remaining on land animals. The wildlife species mentioned most frequently are similar in each wave of the research, although lower proportions of respondents refer to each in 2017; in the most recent wave, deer remain most top of mind (mentioned by 47% of respondents) followed by salmon (12%) and the golden eagle (10%). The proportion of respondents providing an answer of 'don't know' has increased from 9% in 2015 to 16% in 2017.

Table 3.1. Wildlife associated with Scotland

Overall	Sep '11 (1,055) %	Feb '12 (1,141) %	Sep '12 (1,160) %	Feb '13 (1,183) %	Sep '13 (1,171) %	Aug '14 (1,141) %	Aug '15 (1,151) %	Aug '17 (1,063) %
Deer	**73**	**68**	**62**	**68**	**69**	**66**	**61**	**47**
Salmon	20	18	17	20	**22**	**23**	**21**	**12**
Golden eagle	**27**	**19**	**18**	**22**	**20**	**20**	**20**	**10**
Grouse	**26**	**20**	**25**	**27**	**27**	**23**	17	9
Seals	2	1	1	4	4	10	4	9
Cows / Highland cows	4	3	3	5	4	7	5	8
Scottish wildcat	15	6	8	7	11	8	9	7
Dolphin ^	-	-	-	2	3	6	3	7
All birds / birds in general	5	5	3	2	*	1	2	7
Red squirrel	25	14	16	17	17	17	17	6
Osprey	4	4	3	2	2	2	2	5
Otter	9	4	5	5	6	7	7	4
Foxes	6	7	8	9	8	6	9	3
Sheep	2	2	2	4	2	2	4	3
Other bird of prey	4	6	5	4	17	20	19	2
Rabbits / hares	12	9	12	12	13	9	9	2
Capercaillie **	**	**	**	**	4	5	3	2
Fish in general/specified fish ^	-	-	-	4	3	3	3	2
Puffins	1	1	*	1	2	3	3	2
Pheasant ^	-	-	-	4	2	2	2	2
Other land animals / mammals	2	5	2	2	2	2	2	2
Whales	-	-	-	-	-	2	1	2
Pine marten	1	1	1	1	1	*	1	2
Badgers	4	3	3	4	3	2	3	1
Other specified birds	6	7	8	3	2	3	2	1
European beavers	2	1	1	1	2	1	2	1
Insects	2	*	1	1	2	1	2	1
Ptarmigan**	-	-	-	-	1	1	2	1

Hedgehogs	1	*	1	1	1	1	1	1
Grey squirrel	9	5	8	9	9	6	7	*
Trout	7	6	6	10	8	8	6	*
Any other seabirds ^	-	-	-	3	3	1	3	-
White tailed sea eagle	6	2	3	3	4	4	2	*
Bumble bee	3	1	1	1	1	1	2	*
Wood pigeon ***	-	-	-	-	-	-	2	-
Mice / voles etc.	2	*	1	1	2	1	1	-
Seagull ^	-	-	-	1	2	1	1	*
Wolves	2	1	1	1	1	1	1	*
Other sea mammals	1	1	1	*	*	1	1	-
Newts / frogs / toads / lizards	2	1	1	*	1	*	1	*
Butterflies ***	-	-	-	-	-	-	1	*
Geese/wild geese ***	-	-	-	-	-	-	1	-
Buzzards ***							1	*
Red kite	1	*	*	*	*	1	*	*
Other fish	1	*	1	*	3	-	-	-
None / don't know	2	5	7	11	9	7	9	16

Source: Q4 / Q2a (2017)
* Denotes less than 1%
** Ptarmigan and capercaillie had a joint code in previous waves – this code was split in 2013
^ This code was introduced in February 2013
*** This code was introduced in August 2015

As in previous waves of the survey, there are few significant differences in awareness between different social and economic population groups. However, in general, smaller proportions of young people and those in ethnic minority groups mention any form of wildlife compared to respondents of other ages and backgrounds.

3.1.2 Scottish wildlife under threat

The protection of habitats and species is an important part of SNH's remit and the public's relative concern for particular wildlife species forms part of the backdrop to this work.

Respondents were asked whether they were concerned about the future of any Scottish wildlife species. The proportion of respondents expressing concern has decreased slightly from 36% in August 2015 to 32% in August 2017. The current level of concern is similar to the level recorded in August 2014 (31%), although it remains lower than in September 2011 (46%).

There are some significant differences across population sub-groups, with the highest proportions of those expressing concern about the future of Scottish wildlife found in the 35+ age groups and in the AB socio-economic group. Those aged 34 and below show least concern at a level of 25% or less, compared to 36% or more across the older age groups. In previous waves of the SNO, higher proportions of individuals who were working or retired also expressed more concern than those not working and those who were unemployed or students; however, these differences are not apparent in 2017. There is also no significant difference between respondents in ethnic minority groups and those not in ethnic minority groups.

Respondents who expressed concern about any Scottish wildlife species were asked which species they were concerned about. As Table 3.2 shows, the two species for which people expressed greatest concern in August 2017 were the Scottish wildcat (18% of those concerned) and red squirrel (17% of those concerned). There has been a marked decline in the proportion of respondents expressing concern about deer (down from 22% of those concerned in 2015 to 8% in 2017). The proportion of those expressing concern about all or most wildlife has risen from 2% in February 2013 to 11% in the 2017 wave of the SNO. While there had been an increase in 2015 in the proportion of respondents expressing concern about bumble bees (9%), this has fallen back to 1% in this wave of the SNO.

Overall, the picture is broadly consistent with previous waves of research, albeit that lower proportions of respondents refer to each type of wildlife and concern about deer appears to be on the wane.

Table 3.2. Wildlife that people are concerned about

Overall	Sep '11 (487) %	Feb '12 (381) %	Sep '12 (371) %	Feb '13 (349) %	Sep '13 (346) %	Aug '14 (355) %	Aug '15 (420) %	Aug '17 (336) %
Scottish wildcat	**17**	8	**11**	9	**13**	**12**	**11**	**18**
Red squirrel	**37**	**24**	**26**	**24**	**21**	**25**	**24**	**17**
All wildlife / most wildlife	3	1	*	2	2	1	3	**11**
Deer	**28**	**39**	**30**	**34**	**28**	**17**	**22**	**8**
Golden eagle	**15**	**18**	**15**	**17**	**8**	**14**	**9**	**8**
Salmon	7	10	11	8	6	7	7	5
Capercaillie**	**	**	**	**	4	3	2	5
Dolphins	*	*	*	2	2	3	2	5
Otter	5	3	4	4	4	3	6	4
All birds / birds in general	2	3	2	1	1	1	2	4
Osprey	2	4	1	1	1	1	2	4
Fish / specified fish	1	1	1	3	1	3	2	3
Puffins	*	1	*	-	1	1	1	3
Seals	1	1	*	2	2	4	3	2
Badgers	2	3	3	2	6	2	3	2
Grouse	9	9	11	12	5	2	2	2
Other specified birds	3	3	2	3	2	1	1	2
Whale ^	*	*	*	1	2	1	1	2
Pine marten	*	1	*	-	*	1	1	2
Bumble bee	4	2	2	1	3	6	9	1
Foxes	1	2	2	1	3	1	5	1
Trout	3	2	4	2	3	2	3	1
Rabbits / hares	1	1	2	1	3	2	2	1
European beavers	2	*	1	1	1	1	2	1
Wolves	2	1	1	1	1	*	2	1
Hedgehogs	1	1	1	1	2	*	1	1
Other specified birds of prey / bird of prey in general	2	3	3	2	7	17	12	5
White tailed sea eagle	5	3	1	4	2	4	1	*
Grey squirrel	2	1	4	2	1	2	1	
Any other seabirds ^	*	*	*	2	2	1	1	*
Other sea mammals	1	*	1	1	1	*	1	-
Newts / frogs / toads / lizards	2	1	1	*	1	*	1	-
Mice / voles	1	-	1	-	*	*	1	-
Seagull	-	-	-	-	-	*	1	*
Pheasant	-	-	-	-	-	-	1	-
Wood pigeon ***	-	-	-	-	-	-	1	-

Butterflies ***	-	-	-	-	-	-	1	*
Shellfish	-	-	-	-	-	-	1	*
Buzzards ***	-	-	-	-	-	-	1	-
Hen harriers ***	-	-	-	-	-	-	1	-
Basking shark	-	-	-	*	1	1	1	-
Garden birds ***	-	-	-	-	-	-	1	-
Ptarmigan **	-	-	-	-	*	2	*	-
Insects	1	1	1	*	-	1	*	-
Red Kite	*	*	*	*	-	1	-	-
Any other land animals / mammals	1	4	1	2	1	*	-	1
Haddock / cod ^	*	*	*	1	1	-	-	-
Geese/wild geese ***	-	-	-	-	-	-	*	-
Lynx ***	-	-	-	-	-	-	*	-
Don't know								5

Source: Q4c / Q2d (2017)
* Denotes less than 1%
^ This code was introduced in February 2013
** Ptarmigan and capercaillie had a joint code in previous waves – this code was split in 2013
*** This code was introduced in August 2015

Given the importance and relevance of deer management, respondents expressing concern about deer in Scotland were asked to say why they were concerned. We have reported their responses as they were expressed although we recognise that professionally some of these answers may be the same thing (e.g. hunted, culled, shot etc.). All key reasons given by respondents concerned about deer are shown in Table 3.3 below.

In previous waves of the SNO, three key reasons for concern about deer dominated responses and these were hunting, shooting or culling. In 2017, however, only 11% of respondents concerned about deer referred to culling (compared to 19% in August 2015), only 7% referred to deer being shot (compared to 28% in 2015) and only 4% referred to deer being hunted (compared to 28% in 2015). That said, when these data are aggregated, 22% of respondents concerned about deer refer in some way to them being hunted, shot or culled, so this clearly remains a concern. At the same time, there has been a significant increase in the proportion of respondents who are concerned that deer numbers are reducing (up from only 2% in 2015 to 22% in 2017). In line with this, the proportion of respondents commenting that there are too many deer remains at a relatively low level (7% in 2017). Non-hunting reasons are mentioned by a minority of those with concerns.

Table 3.3. Reasons for concern about deer in Scotland

	Sep '11 (138) %	Feb '12 (147) %	Sep '12 (112) %	Feb '13 (117) %	Sep '13 (96) %	Aug '14 (61) %	Aug '15 (90) %	Aug '17 (28) %
Their numbers are going down	2	4	2	1	3	5	2	**22**
They are culled	**38**	**20**	**20**	**26**	**25**	**21**	**19**	**11**
They are shot	**34**	**42**	**36**	**33**	**32**	14	**28**	7
Loss of habitat (through building development / loss of woodlands)	6	3	3	7	4	2	6	7
There are too many of them	5	6	5	5	12	**20**	3	7
They are hunted	**55**	**23**	**42**	**32**	**28**	**21**	**28**	4
Traffic hazards	-	8	6	8	3	11	9	4

Not enough food for them	**25**	**21**	9	9	9	9	6	4
Pollution of their environment	2	1	3	3	1	*	2	4
Deer only kept to be shot by rich people / mention of class	3	7	2	5	4	9	**18**	**-**
Culling is cruel	10	6	5	13	4	5	10	-
They are farmed / not free	1	1	3	5	3	5	6	-
Other	4	3	3	7	7	4	5	-
Animal lover / like deer	2	-	3	1	2	2	2	-

Source: Q4d / Q2d (2017)

Early waves of the Scottish Nature Omnibus showed that respondents living in urban areas were more likely than those living in rural areas to express concern about deer being hunted, shot or culled. However, this difference has been less marked in recent waves of the SNO and there continue to be no significant differences between population sub-groups according to location.

3.1.3 Management of wildlife species

To provide a better understanding of the general public's views on wildlife management and the reasons they hold these views, recent waves of the SNO have included a set of questions on this subject.

Awareness of the concept of wildlife management remains relatively high in 2017, with 65% of respondents claiming to be aware that some wildlife species in Scotland are actively managed. This is a slight increase from 63% in the previous wave of the SNO, although it remains lower than in the 2014 wave (71%). Awareness remains highest among those who are working full time or retired and those in the AB socio-economic group. There are some differences from previous waves in terms of age; in previous waves of the SNO awareness of the concept of wildlife management was highest among those aged 45+ while in the 2017 wave awareness is highest among those age 55+. As in previous waves, awareness is also higher among those living in rural areas and among those not in ethnic minority groups.

As shown in Figure 3.1, the proportion of respondents claiming to be well informed about **why** some wildlife species are actively managed is significantly lower: just under a fifth (19%) claim to be 'very' or 'quite' well informed on the subject compared to 43% who claim to be 'not very' or 'not at all well' informed. This is a decrease from previous waves which saw 27% of respondents in 2015 and 29% in 2014 claiming to be informed about why some wildlife species are actively managed. The proportion of respondents stating that they are 'neither informed nor uninformed' has seen a sharp increase from 13% in 2015 to 33% in 2017.

In previous waves of the SNO, older people aged 45+ were more likely to state that they felt informed about why some wildlife species are actively managed. In 2017, this is reversed with knowledge levels greater among those aged 34 or less. As in previous waves, those in the AB socio-economic group, those living in rural areas and those not in ethnic minority groups were more likely to feel informed about the subject.

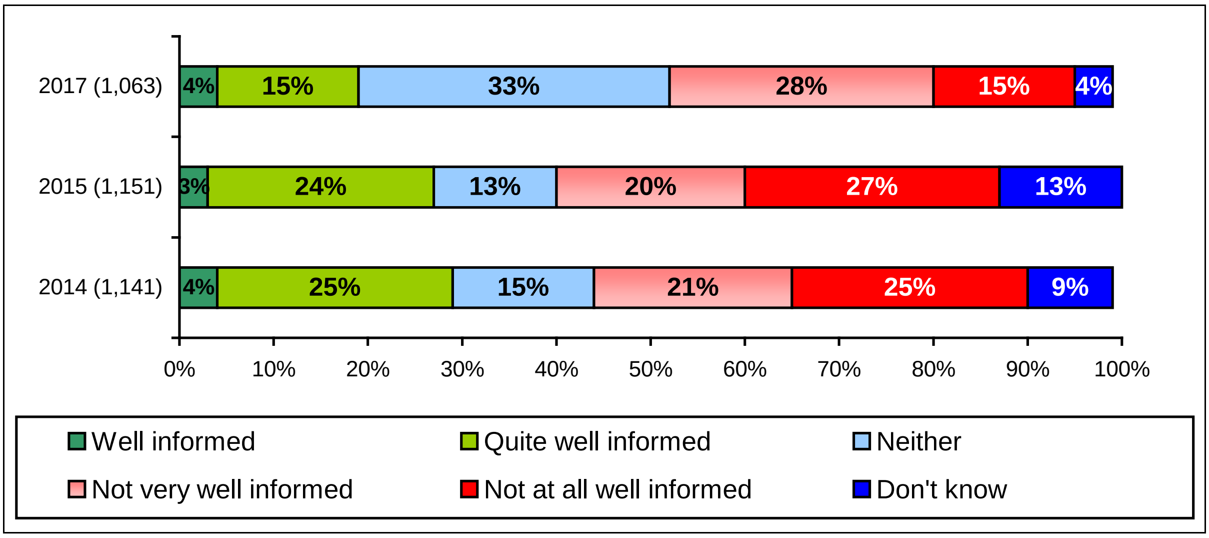


Figure 3.1. How well informed are respondents about why some wildlife species are actively managed?
Source: Q4ab / Q3b (2017)

Respondents were then asked what they thought the reasons were for managing wildlife species. As Figure 3.2 shows, the key reasons given continue to focus on the conservation or protection of species. As in previous waves, relatively few respondents (2% or less in 2017) make any spontaneous reference to non-conservation reasons such as contributing to the economy of Scotland or encouraging tourism or countryside sports.

In this wave of the SNO, fewer respondents referred specifically to the conservation or protection of wildlife habitats (28% in 2015 compared to 6% in 2017), although more respondents referred to managing numbers within different species (up to 22% in 2017 from 12% in 2015). Higher proportions of respondents in 2017 also refer to helping to restore wildlife species populations if they have declined (15% in 2017 compared to 7% in previous waves). Encouragingly, the proportion of respondents providing a 'don't know' response has declined from 21% in 2015 to 13% in 2017.

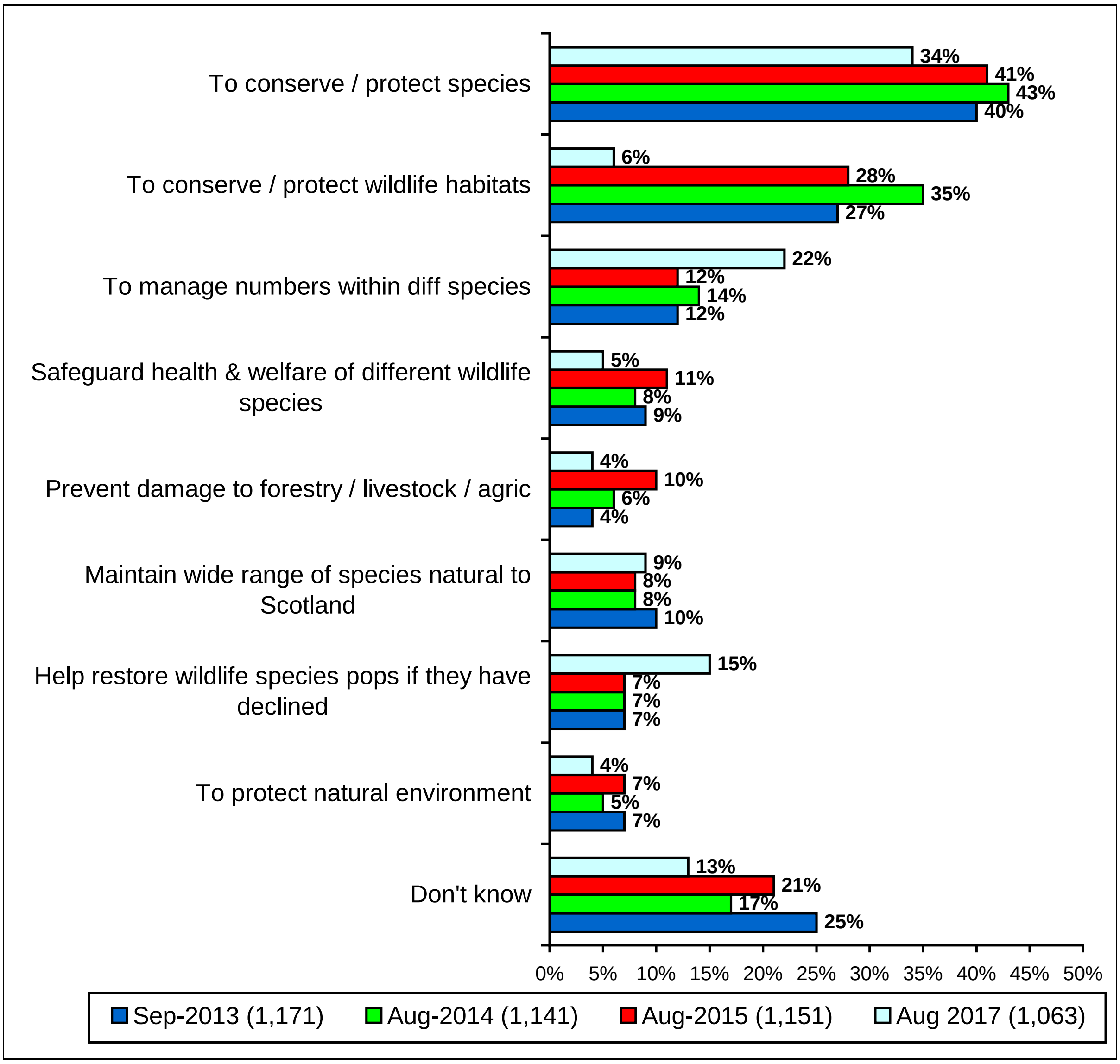


Figure 3.2: Reasons for managing wildlife species
Source: Q4ac / Q3c (2017)
Includes all responses mentioned by 4% or more of respondents in 2017

Respondents were next asked how well informed they felt about the methods used to manage some of our wildlife species. The public's level of knowledge about **how** wildlife species are managed is similar to their level of knowledge about **why** wildlife species are managed. Fifteen per cent of respondents claim to be 'very' or 'quite' well informed about the methods used, compared to 52% who claim to be 'not very well' or 'not at all well' informed.

The proportion of respondents claiming to be uninformed about wildlife management methods in the 2017 wave of the SNO is similar to previous waves although a higher proportion of respondents claim to be neither informed nor uninformed (28% in 2017 compared to 11% in 2015, 14% in 2014 and 12% in 2013). Previous waves of the SNO have found that older people, those who are retired, and those in the AB socio-economic group have greater levels of knowledge; in 2017, this only applies to the AB socio-economic group. In 2015, SIMD data indicated that knowledge was greater among those living outside the 15% most deprived areas in Scotland; this is not the case in 2017.

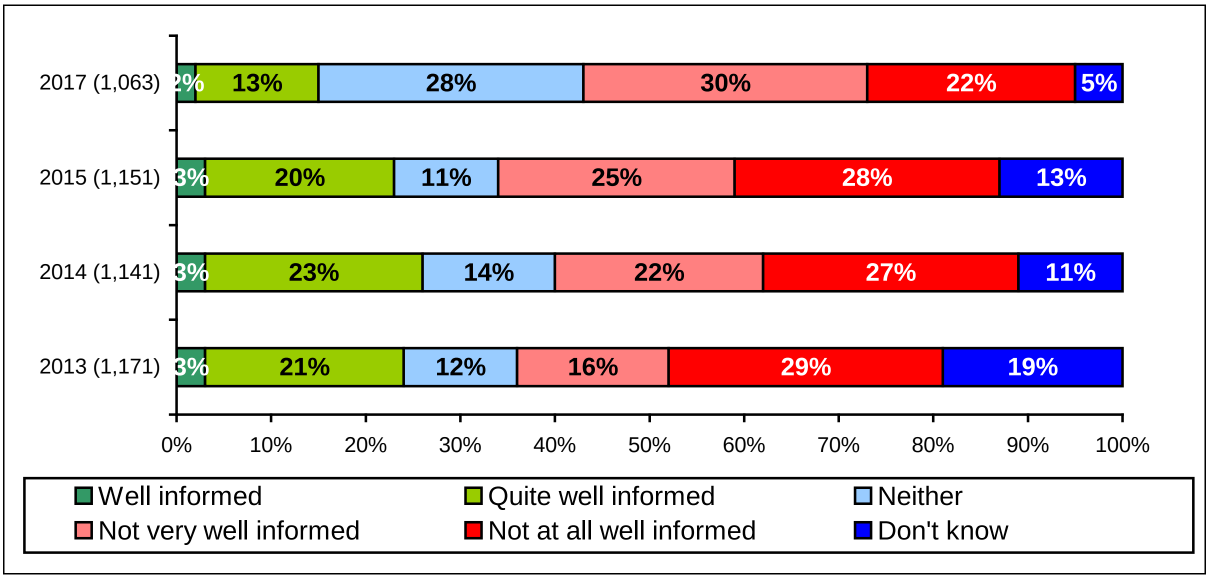


Figure 3.3. How well informed are respondents about the methods used to manage some of our wildlife species?
Source: Q4ad / Q3d (2017)

Respondents were asked what they believed the main methods were for managing wildlife species. Three key methods were cited: culling, habitat management and conservation programmes.

As shown in Figure 3.4, just over two in five respondents (42%) were unable to cite any methods for managing wildlife populations; this figure is higher than the proportion recorded in the previous wave of the SNO but at a similar level to 2014**.** In 2017, there has been an increase in the proportions of respondents citing conservation programmes, tagging and monitoring.

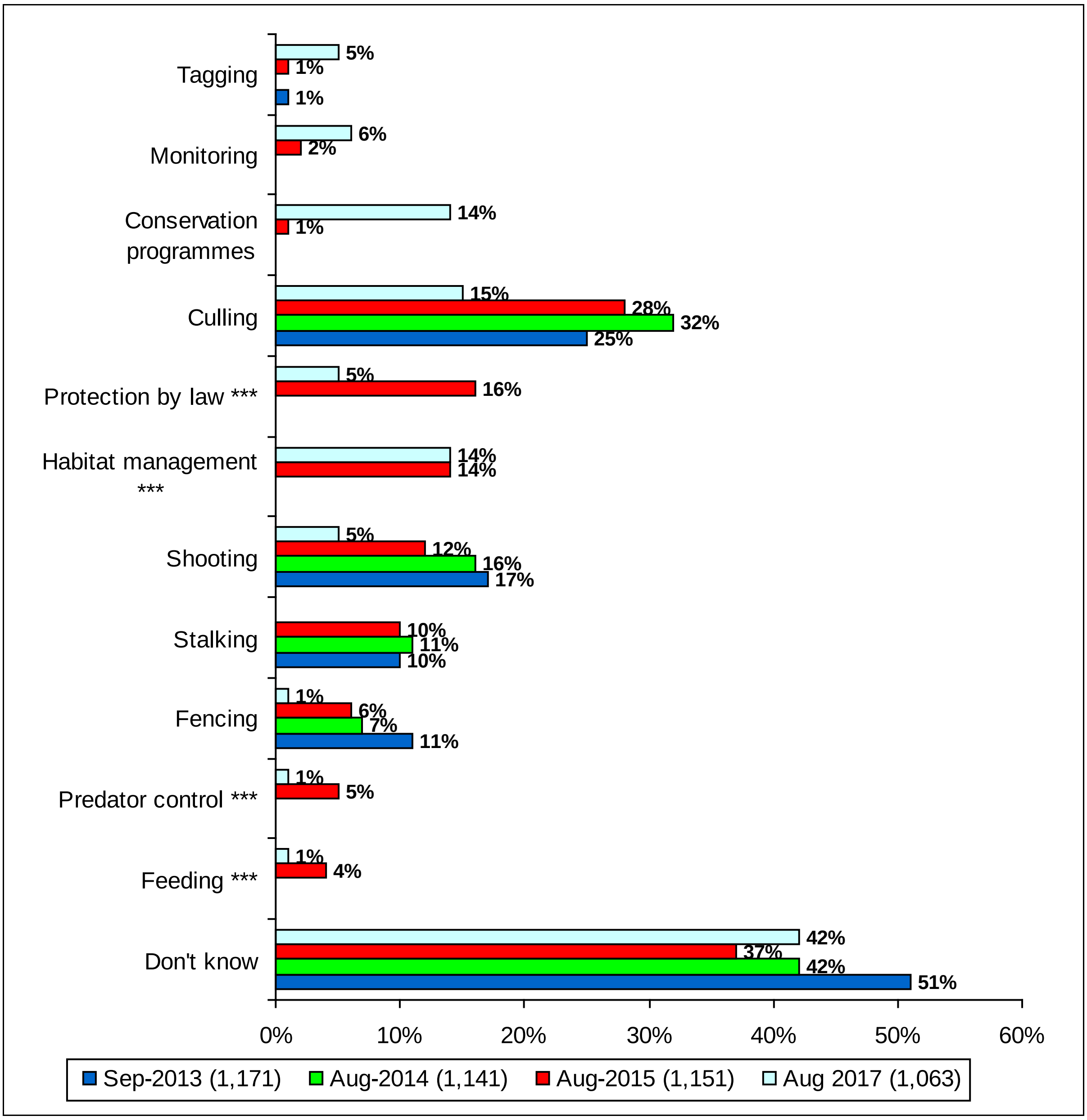


Figure 3.4. Methods for managing wildlife species

Source: Q4ae / Q3e (2017)

*** Some new options were introduced in 2015; hence no comparisons with previous waves

We have already noted that respondents tend to focus on the conservation or protection of species when thinking about wildlife management, with only a small proportion spontaneously referring to the contribution wildlife management makes to the Scottish economy. However, when asked specifically about its contribution (e.g. for tourism or field sports), 78% of respondents agreed to some extent that Scotland's wildlife makes an important contribution (only 3% of respondents disagreed). This figure is slightly lower than previous waves of research; this wave also sees an increase in the proportion of respondents stating that they neither agreed nor disagreed that Scotland's wildlife makes an important contribution to the economy.

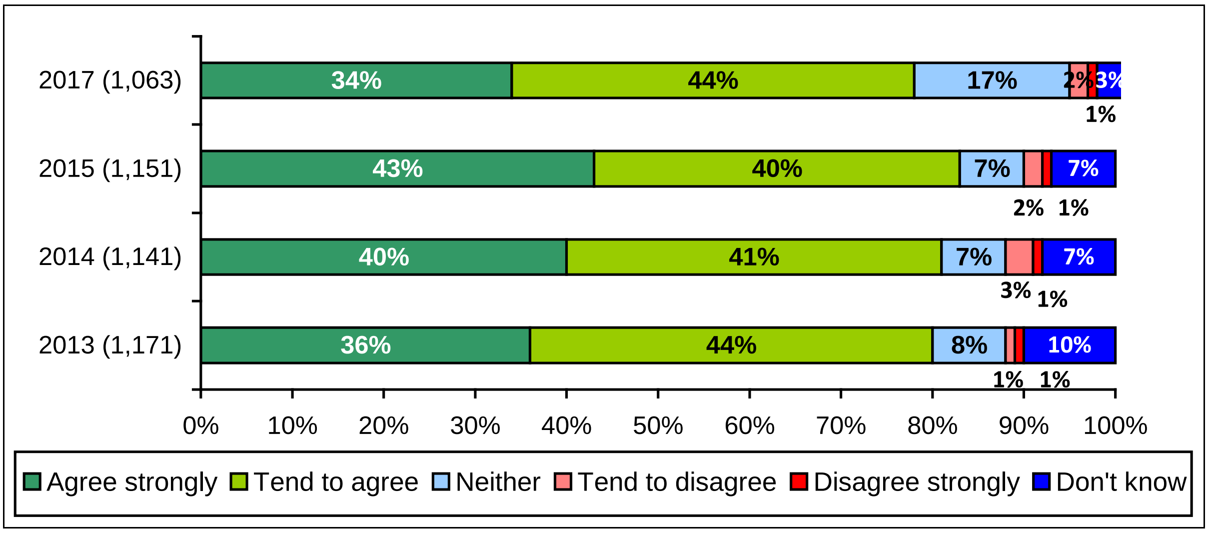


Figure 3.5. Level of agreement on the extent to which Scotland's wildlife makes an important contribution to the Scottish economy
Source: Q4af / Q3f (2017); Base = 1,063

Finally, respondents were asked to give their level of agreement with a series of statements about wildlife management in Scotland.

As shown in Table 3.4, when prompted, the public remain relatively positive and show an appreciation for the need to manage wildlife in Scotland.

As in 2015, almost nine in ten respondents (86%) agreed that wildlife in Scotland should be managed in order to safeguard its health and welfare. A similar proportion (85%) agreed that wildlife in Scotland should be managed in order to conserve and protect native wildlife species under threat from non-native species (this figure was 77% in the previous wave of the SNO). Around two in three respondents also agreed that wildlife in Scotland should be managed in order to conserve and protect the natural environment from damage caused by grazing, browsing and trampling (70% in 2017 compared to 67% in August 2015 and 76% in August 2014); or to conserve and protect agricultural land or forestry from damage caused by grazing, browsing and trampling (67% in 2017 compared to 64% in 2015 and 75% in 2014). Fewer respondents in 2017 agree that wildlife in Scotland should be managed in order to reduce the number of road accidents caused by deer (55% in 2017 compared to 66% in 2015 and 69% in 2014); and that wildlife in Scotland should be managed in order to ensure there is a healthy deer population for stalking (42% in 2017 compared to 51% in 2015 and 55% in 2014).

Table 3.4. To what extent do you agree that wildlife in Scotland should be managed in order to …

	Agree strongly %	Tend to agree %	Neither / nor %	Tend to disagree %	Disagree strongly %	Don't Know %	Ave Score
Safeguard the health and welfare of wildlife	**49**	**37**	10	1	1	2	4.36
Conserve and protect our native wildlife species when it's under threat from non-native species	**46**	**39**	11	2	1	2	4.30
Conserve and protect the natural environment from damage caused by grazing, browsing and trampling	**26**	**44**	21	5	2	3	3.88
Conserve and protect agricultural land or forestry from damage caused by grazing, browsing and trampling	**23**	**44**	20	8	2	3	3.80
Reduce the number of road accidents caused by deer	**19**	**36**	26	10	5	4	3.56
Ensure there is a healthy deer population for stalking	**15**	**27**	27	15	12	4	3.19

Source: Q4e / Q5a
Base: 1,063

The mean scores for this and previous waves are shown in Table 3.5 below.

Table 3.5. Attitudes to wildlife management: Average scores

Overall	Ave Sep 2013	Ave Aug 2014	Ave Aug 2015	Ave Aug 2017
Safeguard the health and welfare of wildlife	N/A	N/A	4.44	4.36
Conserve and protect our native wildlife species when it's under threat from non-native species	4.25	4.32	4.24	4.30
Conserve and protect the natural environment from damage caused by grazing, browsing and trampling	3.95	4.04	3.93	3.88
Conserve and protect agricultural land or forestry from damage caused by grazing, browsing and trampling	3.89	3.99	3.87	3.80
Reduce the number of road accidents caused by deer	3.78	3.85	3.77	3.56
Ensure there is a healthy deer population for stalking	3.73	3.49	3.44	3.19

Source: Q4e / Q5a

Overall, the data from these questions suggest that the public's understanding of wildlife management continues to be relatively superficial. As such, there remains an on-going need for SNH to provide information to the general public to help educate them in terms of the need for wildlife management and the different ways in which it is approached.

3.2 Biodiversity

3.2.1 Awareness of biodiversity

SNH has a key role to play in the delivery of Scotland's Biodiversity Strategy and in monitoring how people interact with biodiversity through awareness, engagement or activity.

Prior to the August 2014 wave of the SNO, respondents were asked if they were aware of the term 'biodiversity'. In subsequent waves of research, respondents have been prompted with a definition of biodiversity[1] and then asked which of three statements regarding its future they most agreed with.

The findings in this wave of the SNO show a change on the two previous waves, with 70% of respondents believing there will be less variety of life ***in the UK*** over the next 50 years (compared to 62% in 2015 and 61% in 2014), and less than 10% believing there will be more variety of life. Just under a quarter believes there will be no change in the variety of life.

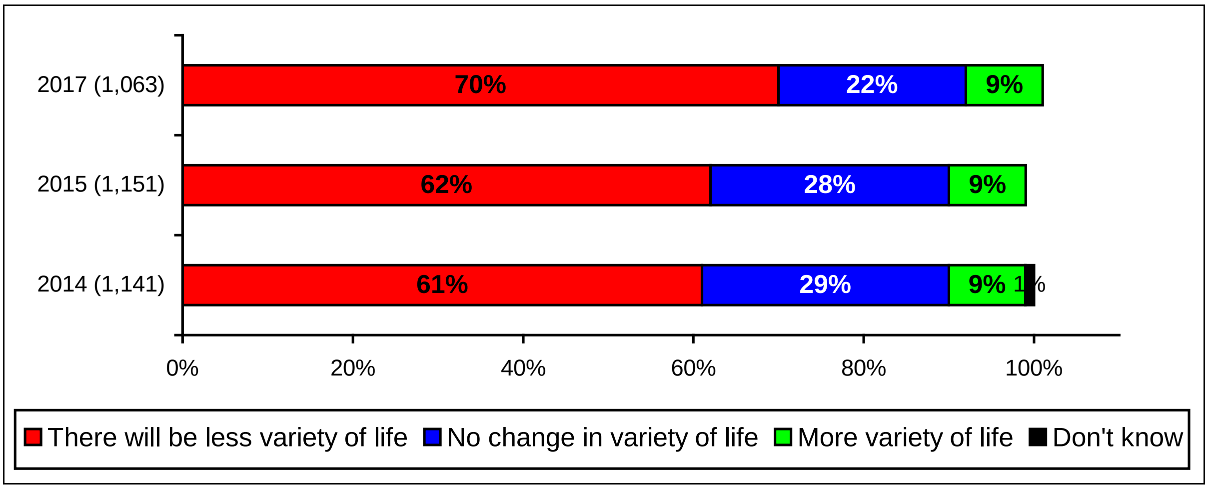


Figure 3.6. Agreement with statements on biodiversity (in the UK)
Source: Q7a: Base = 1,063

When we consider views on ***Scotland*** specifically, the figures are broadly similar (see Figure 3.7), and this year's SNO has seen a slight increase in the proportion of respondents claiming there will be less variety of life (up from 58% in 2015 to 63% in 2017).

[1] Biodiversity is the variety of all living things – animals, birds, plants, trees, fish, insects and human beings themselves – that exist in the world

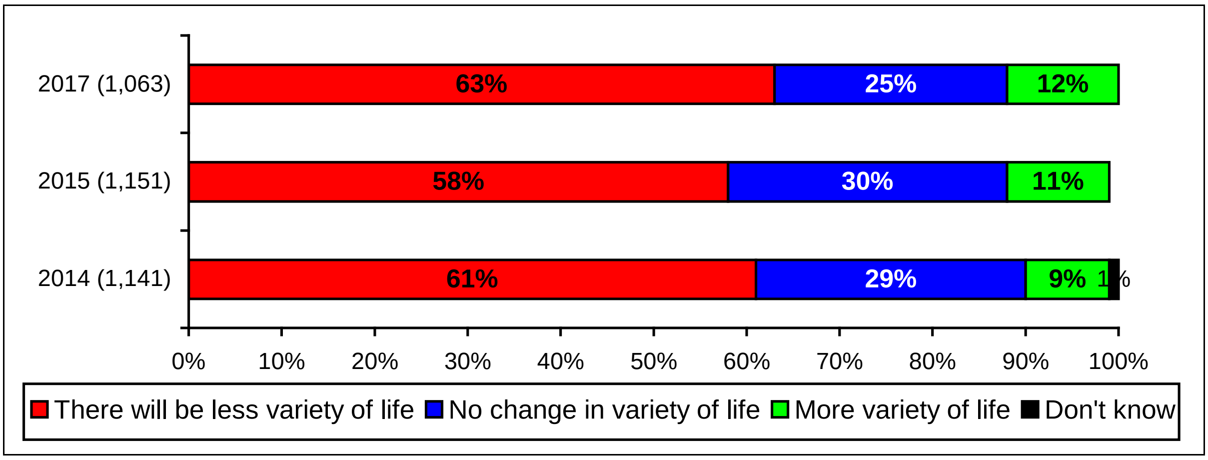


Figure 3.7. Agreement with statements on biodiversity (in Scotland)
Source: Q7b: Base = 1,063

In earlier waves of the SNO, older people, those working or retired, people in the AB socio-economic group and those in not in ethnic minority groups were more likely to think that there will be less variety of life in both the UK and Scotland in the next 50 years. In 2015 these differences were less marked and there are no significant differences in 2017.

3.2.2 Attitudes to biodiversity

In each wave of the SNO, respondents have been presented with three attitude statements in relation to biodiversity in Scotland and asked to indicate their level of engagement with the subject. The question wording changed very slightly in 2014 to include the phrase ‘variety of life’ as well as ‘biodiversity’.

As can be seen in Table 3.6, around two thirds of respondents agree they are interested in biodiversity or the variety of life (62%) or that they are concerned about its loss in Scotland (68%). Slightly less than this (51%) agree that Scotland’s biodiversity or variety of life is relevant to them personally. Only a minority, however, are ‘very interested’ (20%), ‘very concerned’ (28%) or feel the subject to be ‘very relevant’ to them personally (19%).

Table 3.6. Attitudes to biodiversity

Overall	Very %	Slightly %	Neither %	Not very %	Not at all %	Don’t Know %
How INTERESTED are you in Scotland’s biodiversity (or variety of life)?	20	42	24	8	3	3
How RELEVANT is Scotland’s biodiversity (or variety of life) to you personally?	19	32	28	11	5	4
How CONCERNED are you about the loss of biodiversity (or variety of life) in Scotland?	28	40	21	5	3	3

Source: Q7
Base: 1,063

The mean scores for this and previous waves are shown in table 3.7.

Table 3.7. Attitudes to biodiversity: Average scores

Overall	Ave Sep 2011	Ave Feb 2012	Ave Sep 2012	Ave Feb 2013	Ave Sep 2013	Ave Aug 2014	Ave Aug 2015	Ave Aug 2017
How **INTERESTED** are you in Scotland's biodiversity?	4.03	3.48	3.66	3.65	3.64	3.77	3.64	3.69
How **RELEVANT** is Scotland's biodiversity to you personally?	3.90	3.35	3.57	3.59	3.52	3.64	3.46	3.52
How **CONCERNED** are you about the loss of biodiversity in Scotland?	4.05	3.35	3.59	3.59	3.62	3.85	3.70	3.87

Source: Q11c

Population sub-group figures in previous waves of the SNO showed that levels of engagement with biodiversity loss (in terms of interest, personal relevance and concern) were highest among those in the AB socio-economic group, those not in ethnic minority groups and those living in rural areas; the lowest levels of engagement were found among those in the youngest age groups (16-44) and those who were unemployed. These differences are not apparent in this wave of the SNO.

3.3 Taking active steps

The wider objectives set for SNH will only be achieved if people in Scotland make a contribution themselves. This bottom up approach will help to deliver results on a grander scale than most top-down approaches.

To assess how interested people in Scotland are in taking positive action for the country's natural heritage, respondents are asked in each wave whether they undertake four specific types of activity:

- Gardening for wildlife (e.g. use peat free compost, plant native trees and plants, tidy up garden later in year etc.)
- Being a green consumer (e.g. buy local or British food, buy biodegradable products, use energy efficient appliances etc.)
- Volunteering (e.g. clean up local green spaces, record wildlife, take part in fundraising activities etc.)
- Being a green traveller (e.g. walk or cycle to work and shops, use public transport regularly, take holidays in Scotland / UK etc.)

Prior to the September 2013 wave of the SNO, respondents were also asked about their motivations for participation. However, these questions have now been dropped from the survey.

The summary results for participation in the activities listed above are shown in the following tables.

Gardening for wildlife

As Table 3.8 demonstrates, two in five respondents (43%) claim to be trying to do at least something to garden for wildlife. This is a slight increase on the previous wave of the SNO (40%) although still not as high as the 51% seen in 2014. The proportion claiming to have no interest in gardening for wildlife has decreased from 23% in August 2015 to 13% in this wave of the SNO.

When we exclude respondents without a garden, there has been a very slight increase in the proportions trying to do at least a couple of things by way of gardening for wildlife: from 52% in 2015 to 53% this year.

Table 3.8. Taking actions – Gardening for wildlife

Overall	**Sep 2011 (1,055)**	**Feb 2012 (1,141)**	**Sep 2012 (1,160)**	**Feb 2013 (1,183)**	**Sep 2013 (1,171)**	**Aug 2014 (1,141)**	**Aug 2015 (1,151)**	**Aug 2017 (1,063)**
	%	%	%	%	%	%	%	%
Yes, I try to do everything	15	9	9	9	8	**16**	**13**	**11**
Yes, but only a couple of things	35	26	23	23	31	**35**	**27**	**32**
No, but I'd like to do something	8	16	12	9	7	8	9	20
No, I'm not interested	16	23	29	31	27	18	23	13
N/A / no garden	20	21	21	21	23	21	22	20
Don't know / no opinion	6	5	7	6	5	3	5	5

Source: Q12a / Q8a (2017)

In previous waves of the SNO, a higher proportion of respondents in the AB socio-economic group claimed to try to do at least a couple of things to garden for wildlife compared to individuals in the other socio-economic groups. In addition, lower proportions of those aged under 35, those who are unemployed and in those in minority ethnic groups claimed to do anything to garden for wildlife. However, there is little by way of differences in this wave of the SNO.

Being a green consumer

Between February 2012 and August 2014, there was a gradual increase in the proportion of respondents doing something to be a green consumer. This wave of the SNO has seen a very slight decrease from 72% in 2015 to 71% in 2017. The proportion of respondents doing something to be a green consumer is now 9 percentage points lower than the highest level previously seen in September 2011 (80%). The proportion of those with no interest in being a green consumer has decreased slightly this year to 7% (from 16% in August 2015).

Table 3.9. Taking actions – Being a green consumer

Overall	**Sep 2011 (1,055)**	**Feb 2012 (1,141)**	**Sep 2012 (1,160)**	**Feb 2013 (1,183)**	**Sep 2013 (1,171)**	**Aug 2014 (1,141)**	**Aug 2015 (1,151)**	**Aug 20107 (1,063)**
	%	%	%	%	%	%	%	%
Yes, I try to do everything	22	13	19	12	13	21	18	20
Yes, but only a couple of things	58	38	40	48	57	57	54	51
No, but I'd like to do something	6	20	12	12	6	7	7	11
No, I'm not interested	10	20	17	17	19	11	16	7
N/A	*	1	2	1	1	1	1	4
Don't know / no opinion	4	9	11	10	5	3	4	6

Source: Q13a / Q8b (2017); * denotes less than 1%

In previous years, those in the AB socio-economic group were significantly more likely to be doing something to be a green consumer than those in other socio-economic groups: this is not the case in 2017. There are little by way of differences across other population sub-groups.

Volunteering

The proportion of respondents volunteering for the environment remains much lower than the proportions participating in other "green" activities although participation has increased slightly between 2015 and 2017 (from 16% to 21%). There has been a significant decrease in the proportion of respondents claiming to have no interest at all in volunteering (down from 43% in 2015 to 21% in 2017). Around a third (30%) of respondents do not currently volunteer but claim they would like to do something.

Table 3.10. Taking actions – Volunteering

Overall	**Sep 2011 (1,055)**	**Feb 2012 (1,141)**	**Sep 2012 (1,160)**	**Feb 2013 (1,183)**	**Sep 2013 (1,171)**	**Aug 2014 (1,141)**	**Aug 2015 (1,151)**	**Aug 2017 (1,063)**
	%	%	%	%	%	%	%	%
Yes, I try to do everything	2	1	4	3	3	4	4	5
Yes, but only a couple of things	11	9	9	12	16	14	12	15
No, but I'd like to do something	26	16	17	11	11	20	19	30
No, I'm not interested	42	55	48	52	52	44	43	21
N/A	3	2	4	2	2	4	5	22
Don't know / no opinion	16	17	17	20	16	14	17	7

Source: Q14a / Q8c (2017)

As with other forms of active engagement, there are few differences across population sub-groups, although more people aged 44 or under claim to try to do at least couple of things to volunteer.

Being a green traveller

The proportion of people claiming to be doing something to be a green traveller (66%) has remained at the same level as in 2015, although this is still one of the highest levels seen in recent years.

Table 3.11. Taking actions – Being a green traveller

Overall	Sep 2011 (1,055)	Feb 2012 (1,141)	Sep 2012 (1,160)	Feb 2013 (1,183)	Sep 2013 (1,171)	Aug 2014 (1,141)	Aug 2015 (1,151)	Aug 2017 (1,063)
	%	%	%	%	%	%	%	%
Yes, I try to do everything	23	9	16	10	12	19	20	23
Yes, but only a couple of things	42	32	35	34	52	51	46	43
No, but I'd like to do something	7	15	14	11	6	10	7	11
No, I'm not interested	16	28	20	23	19	14	20	11
N/A	1	2	4	1	1	1	1	6
Don't know / no opinion	12	14	13	20	10	5	5	5

Source: Q15a / Q8d (2017)

There are few differences across population sub-groups, although higher proportions of those aged 34 or under claim to try to do at least a couple of things to be a green traveller.

In summary, a majority of respondents claim to be taking active steps to be green consumers (71%) or to be green travellers (66%). Just over two in five claim to be gardening for wildlife (43%) and one in five volunteer for the environment (21%). Only 13% of respondents claim to do all four activities; just under a quarter (23%) claim to do three activities; just under a third (30%) claim to do two activities and 18% do only one activity. These figures are very much in line with those seen in the previous wave of the SNO.

These data continue to highlight the challenge for SNH and the Scottish Government; changing people's behaviour is likely to remain an on-going issue.

3.3.1 Membership of organisations which help to look after wildlife or the natural environment

In recent waves of the SNO, respondents have been asked if they are members of any organisations which help to look after wildlife or the natural environment. This figure has remained relatively constant at 13% of all respondents.

3.3.2 Involvement in petitions / campaigns in the last 12 months

A new question relating to participation in conservation campaigns and / or signing conservation petitions was introduced in August 2014. In 2014 and 2015, around one in ten respondents stated that they had been involved in some way in petitions or campaigns in the previous 12 months; this proportion increased to 25% in 2017.

In the last 12 months, a quarter (25%) of respondents claim to have signed a conservation petition or participated in a campaign either about a local issue (11%), a national Scottish issue (10%), a UK-wide issue (9%) or an international issue (7%). These proportions are all around double the level seen in the 2015 SNO. Half of respondents (50%) noted that although they hadn't signed a petition or participated in a campaign in the previous 12 months, they would do so if it was something they felt strongly about (this figure was similar in 2015 at a level of 51%). Only 14% stated that they were not interested in either activity (compared to 30% in 2015 and 29% in August 2014).

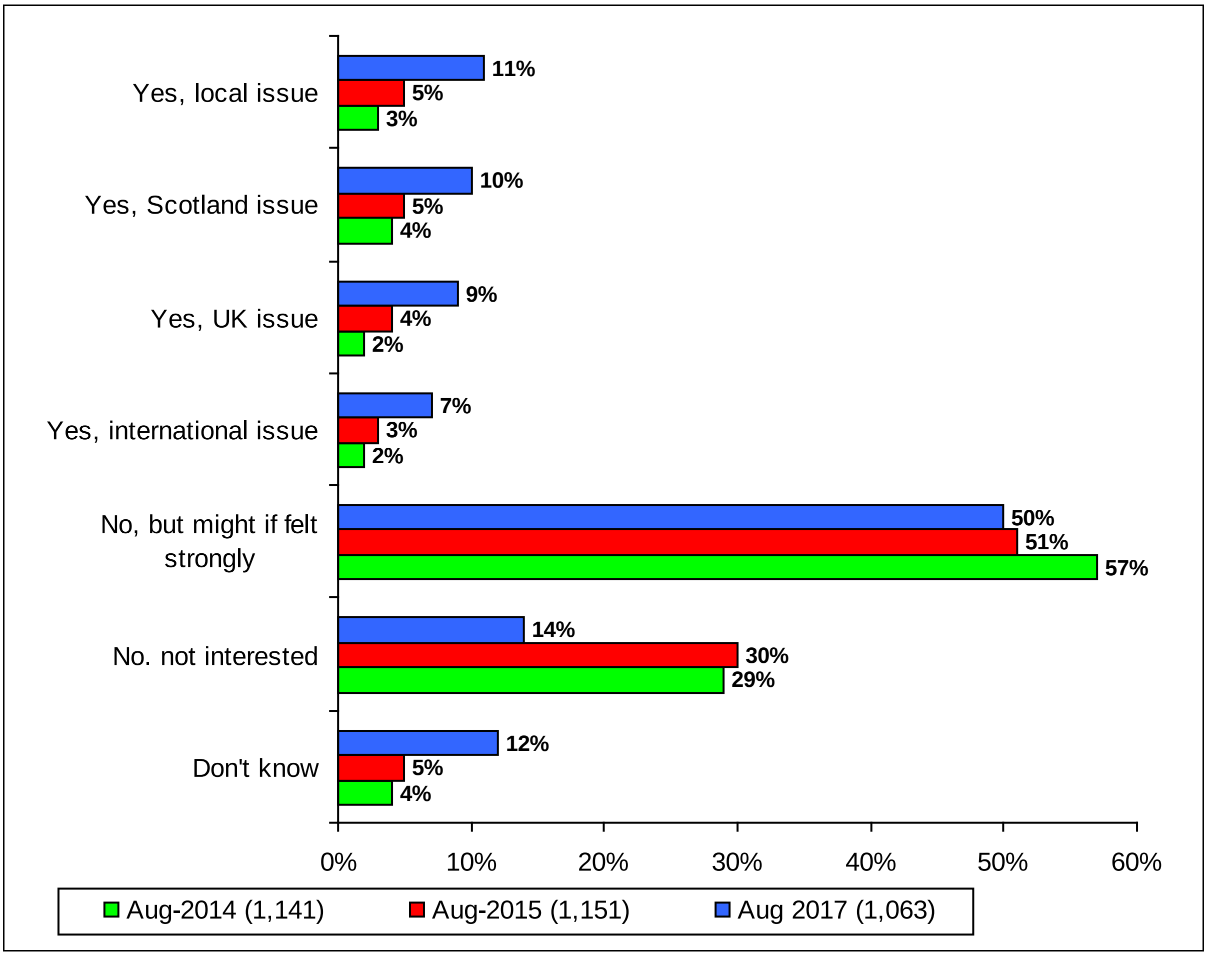


Figure 3.8. Involvement in petitions / campaigns in the last 12 months
Source: Q18a / Q10 (2017)

3.3.3 Activities undertaken in leisure time or on holiday in the last 12 months

All respondents were asked to select from a list of different activities those they had undertaken in their leisure time or on holiday in the last 12 months. These activities were:

- Birdwatching in Scotland
- Watching wildlife in its natural environment in Scotland
- Watching wildlife in a wildlife park or other managed environment in Scotland

Figure 3.9 overleaf shows the most popular of these activities, as in previous waves of the SNO, is watching wildlife in its natural environment in Scotland (34%), followed by smaller proportions of respondents either birdwatching in Scotland (14%) or watching wildlife in wildlife parks or other managed environments in Scotland (18%).

Just over half of respondents (52%) had not participated in any of these activities.

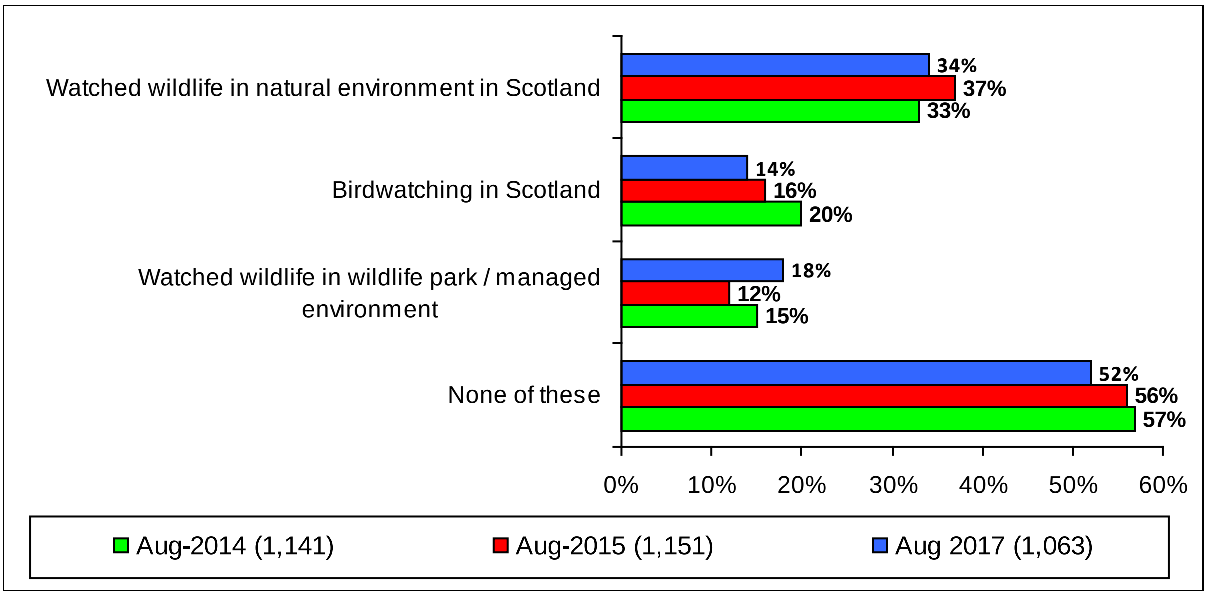


Figure 3.9. Participation in activities in the last 12 months
Source: Q18b / Q11

In previous waves of the SNO, the highest levels of participation in each of these activities were found among those who were working or retired, in older age groups, in the AB socio-economic group, those not in ethnic minority groups, those living in rural areas and those living outside the 15% most deprived areas in Scotland. However, there are little by way of any differences in this wave of the SNO.

3.4 Marine Protected Areas

Two new questions about Marine Protected Areas (MPAs) were introduced to the SNO in February 2013. Respondents were asked if they were aware that Scotland has MPAs and if they understood their role.

3.4.1 Awareness of MPAs and their role

As shown in Table 3.12, the decrease in MPA awareness seen in 2015 has continued this year, with the proportion of respondents aware that Scotland has MPAs decreasing to 40% (from a high of 59% in the midst of the communications campaign in 2014). That said, this figure still remains at a higher level than in February 2013 (37%).

Table 3.12. Whether people are aware that Scotland has MPAs

	February 2013 (1,183)	September 2013 (1,171)	August 2014 (1,141)	August 2015 (1,151)	August 2017 (1,063)
	%	%	%	%	%
Yes	37	52	59	54	40
No	50	40	33	34	44
Don't know	12	8	8	12	16

Source: Q5aii / Q5a (2017)

While in previous waves of the SNO, population sub-group data showed that those in the older age groups (45+), those in the AB socio-economic group, those in work and retired and those not in ethnic minority groups had higher levels of awareness of MPAs, these differences are not evident in 2017.

All those respondents aware that Scotland has MPAs were asked what they believed their role to be. Figure 3.10 shows that there are some differences between the responses provided in 2017 and those provided in the two previous waves of research. A smaller proportion of respondents now mention the protection of fish stocks (11% in 2017 compared to 44% in 2015). Around a third of respondents continue to perceive that the role of MPAs is to protect marine animals (29% in 2017 compared with 32% in 2015). A smaller proportion focus on no fishing /no take zones (7% in 2017 compared to 31% in 2015), although 24% in 2017 focus on MPAs preventing over-fishing. Slightly fewer respondents perceive the role of MPAs to be in protecting marine habitats (14% in 2017 compared to 18% in 2015).

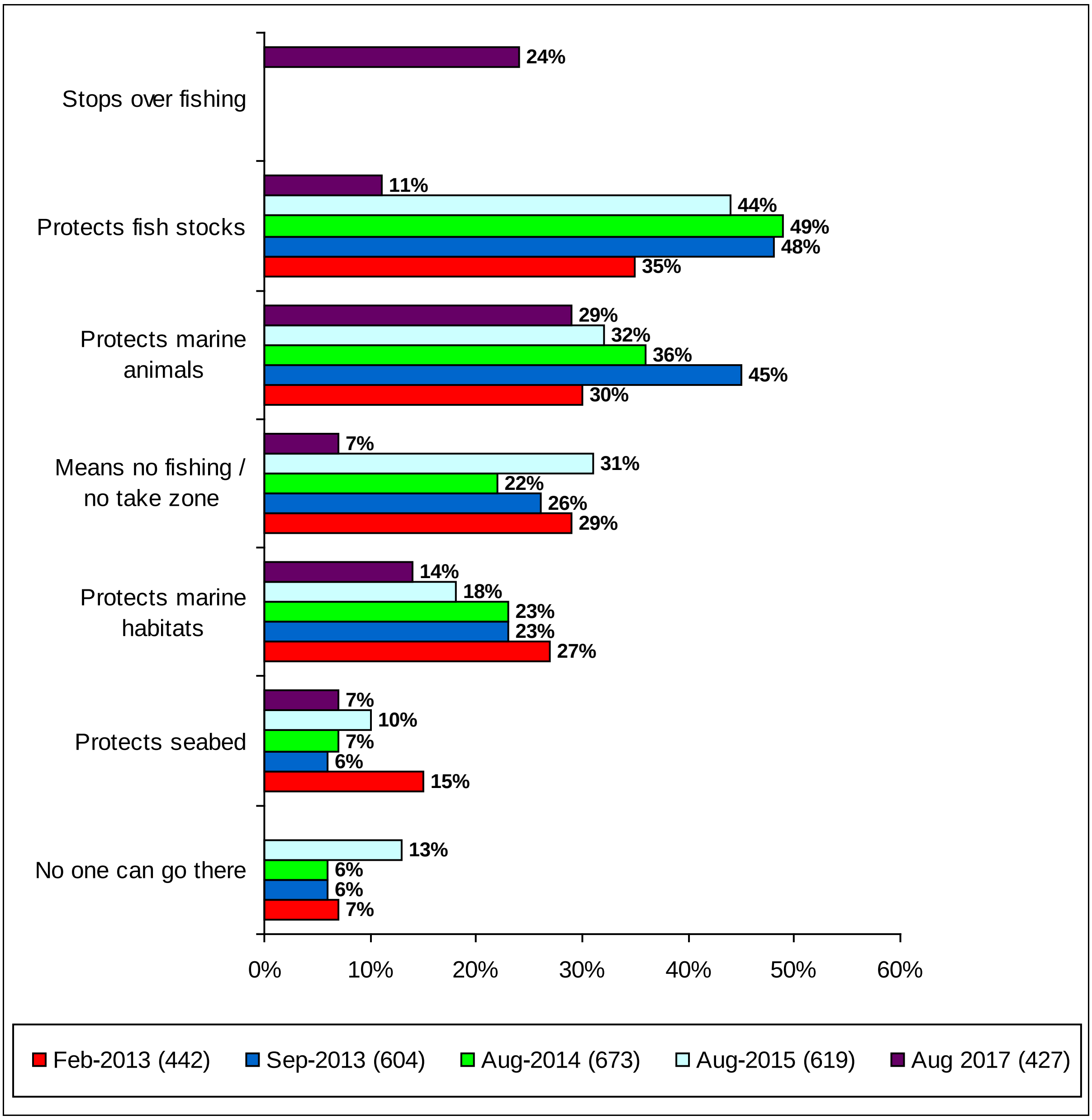


Figure 3.10. Understanding of the role of MPAs
Source: Q5aiii / Q5c (2017)
Includes all responses mentioned by 7% or more of respondents

All respondents were asked to what extent they agreed with the statement, 'Scotland's seas are well looked after'. Figure 3.11 shows that there has been a decrease in the proportion of respondents agreeing to some extent that Scotland's seas are well looked after (34% in 2017 compared to 42% in 2015 and 47% in 2014). However, figures for those disagreeing that Scotland's seas are well looked after remain in line with previous years (18% in 2017 compared to 19% in 2015 and 2014). Just over a third (34%) neither agreed nor disagreed with the statement and a further 13% did not provide an answer, suggesting a continued lack of awareness among a significant minority of the public.

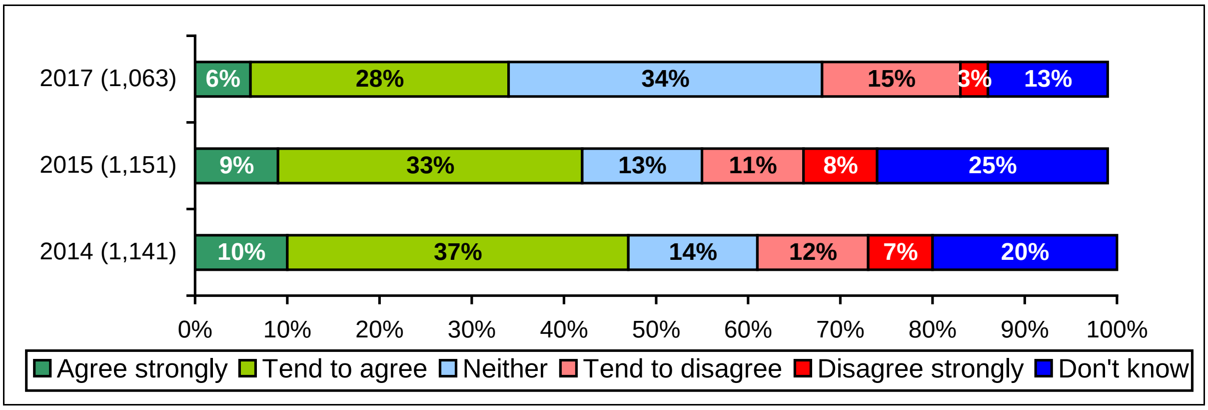


Figure 3.11. Level of agreement that Scotland's seas are well looked after
Source: Q6o / Q5b (2017): Base = 1,063

There are few differences across population sub-groups.

3.5 National Nature Reserves (NNRs)

Over the course of the SNO, respondents have been asked if they have heard of NNRs and whether they have seen the NNR logo. They have also been shown a list of NNRs and a map and asked which NNRs they have visited in the preceding 12 months.

3.5.1 Knowledge of NNRs

There has been a decrease in the proportion of respondents who have heard of NNRs, down from 67% in 2015 to 42% in 2017. This is the lowest level seen since this question has been asked. At the same time, the proportion of respondents giving a 'don't know' answer, has increased from between 3-7% in previous years to 17% in 2017.

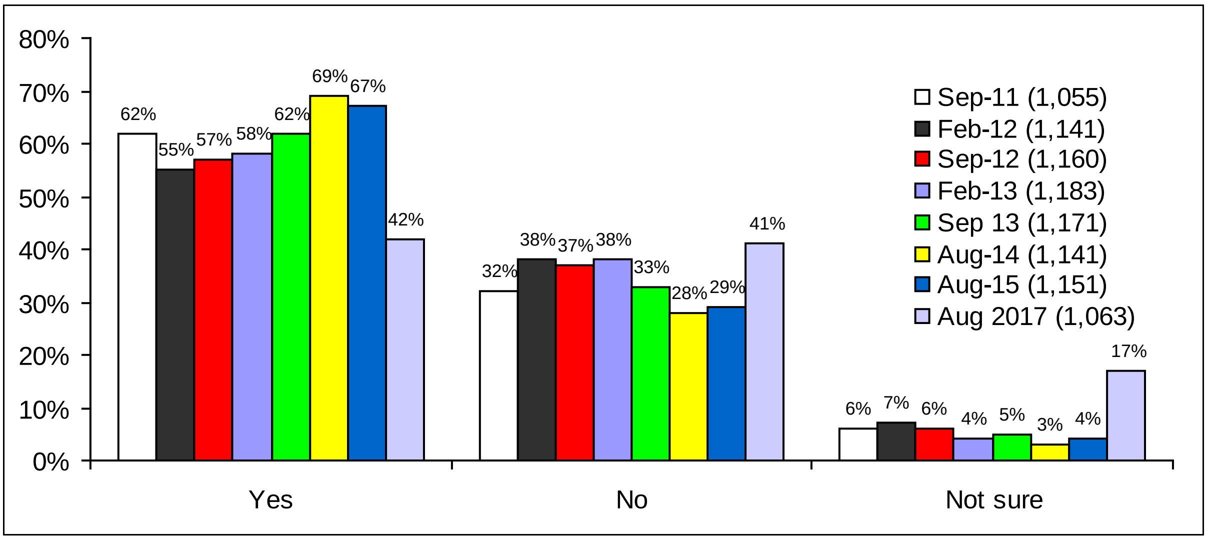


Figure 3.12. Have you heard of National Nature Reserves?
Source: Q8a / Q6a (2017)

Awareness of NNRs is highest among those living in rural areas although there are few other differences across population sub-groups.

3.5.2 Scotland's National Nature Reserves logo

Respondents were asked whether they had seen the logo (shown below) for Scotland's National Nature Reserves. As Figure 3.13 demonstrates, in line with the decline in awareness of NNRs reported above, the proportion of those recalling the logo (29%) has decreased significantly since August 2015 when this figure was 54%. This is the lowest level of recall since this question has been asked.

Scotland's National Nature Reserves
Magical places, amazing wildlife

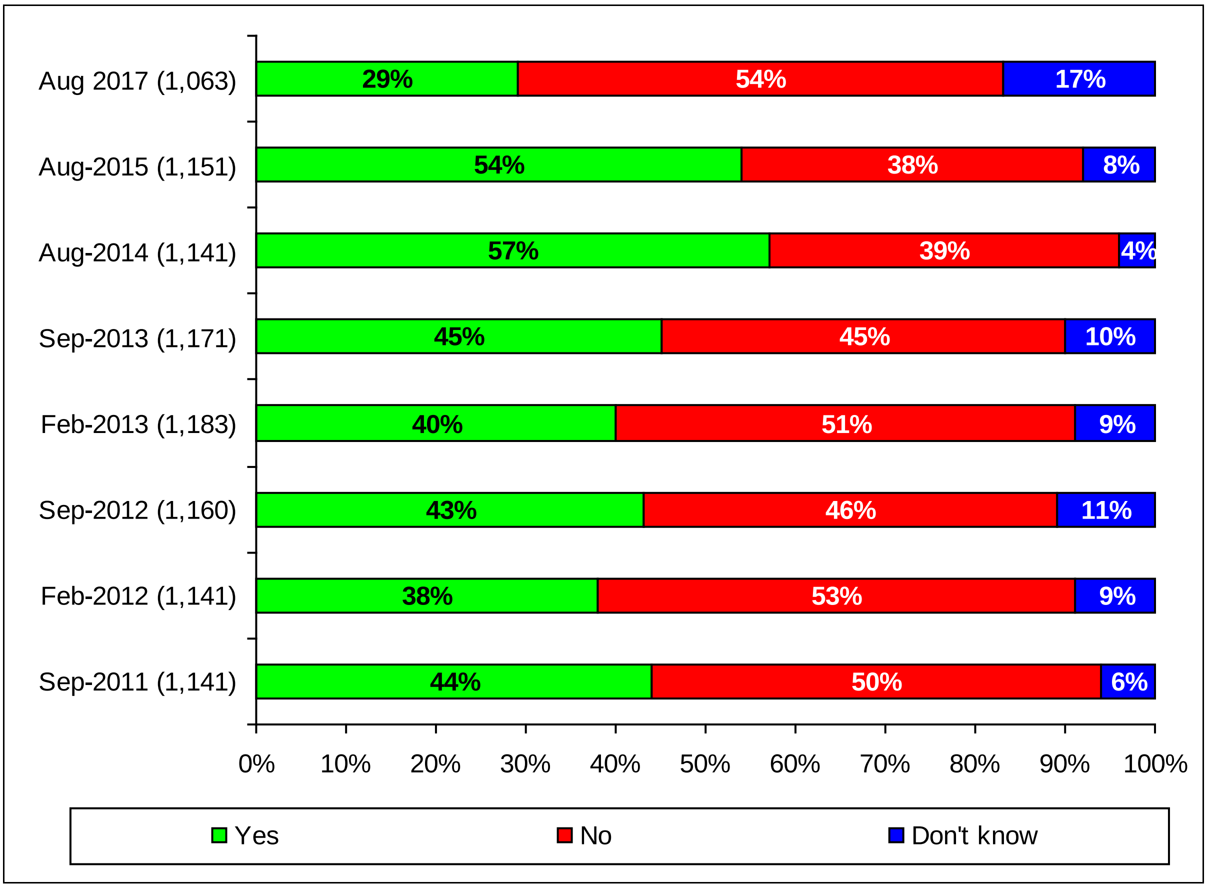


Figure 3.13. Recall of Scotland's National Nature Reserves logo
Source: Q8b / Q8a (2017)

3.5.3 Knowledge of, and visits to, NNRs

In previous waves of the SNO, respondents were shown an NNR map and asked if they had heard of specific National Nature Reserves, if they had ever visited them and whether they had visited them within the last 12 months. In the last six waves of research, respondents were only asked which of the NNRs on the map they had visited in the last 12 months.

Table 3.13. Visits to NNRs in last 12 months

	Dec 10 %	Mar 11 %	Sep 11 %	Feb 12 %	Sep 12 %	Feb 13 %	Sep 13 %	Aug 14 %	Aug 15 %	Aug 17 %
None	77	80	80	84	75	84	82	74	83	60
1	16	14	12	12	15	10	11	12	10	17
2	5	4	4	2	4	3	4	6	3	9
3	2	1	2	1	3	1	2	3	2	5
More than 3	1	1	3	1	3	2	2	5	2	10
At least one	**23**	**20**	**20**	**16**	**25**	**16**	**18**	**26**	**17**	**40**
A Spotlight NNR	**15**	**16**	**15**	**14**	**20**	**13**	**13**	**20**	**13**	**N/A**

Source: Q9c Q6c (2017)

There has been a significant increase in the proportion of respondents claiming to have visited NNRs in this wave of the SNO. It's possible that the shift from face to face interviewing to use of an on-line survey in 2017 (which necessitated the use of a slightly different NNR map) may have had some impact on these findings, giving respondents more time to examine the map.

3.5.4 Knowledge of specific NNRs

The numbers of respondents claiming to have visited each NNR in the last 12 months is shown in the table below. Please note that these numbers will reflect to some extent the geographical location of respondents and also their understanding of the exact location and boundary of individual NNRs. The list of NNRs used was updated in 2017 and is slightly different to the version used in previous waves of research.

Table 3.14. NNRs visited in last 12 months

National Nature Reserve	Nos. respondents (1,063)
Northern Isles	
Hermaness	19
Noss	10
Western Isles	
St Kilda	20
Highland and Skye	
Knockan Crag	16
Loch Fleet	26
Corrieshalloch Gorge	25
Ben Wyvis	22
Beinn Eighe and Loch Maree Islands	21
Glen Affric	35
Craigellachie	30
Abernethy	48
Insh Marshes	15
Invereshie & Inshriach	26
Glenmore	50
Creag Meagaidh	10
Rum	12
Glen Roy	26
Ariundle Oakwood	2
Forsinard Flows (referred to as The Flows on the NNR map)	13
Grampian Highlands	
Forvie	30
Muir of Dinnet	29

Glen Tanar	21
St Cyrus	36
Tayside and Fife	
Corrie Fee	18
Ben Lawers	30
Tentsmuir	55
Loch Leven	110
Isle of May	16
West Highlands	
Glasdrum Wood	9
Staffa	18
Glen Nant	11
The Great Trossachs Forest	59
Flanders Moss	12
Moine Mhor	9
Taynish	12
Loch Lomond	39
Central Belt	
Blawthorn Moss	16
Clyde Valley Woodlands	67
South of Scotland	
St Abbs Head	51
Cairnsmore of Fleet	24
Caerlaverock	30
NONE OF THE ABOVE	**642**

Source: 9c / Q6c
Base: 1,063

As might be expected, the actual numbers of people visiting some of the remoter reserves are relatively low. Accessibility to specific NNRs and the type of activity undertaken is likely to impact on the number of actual visits.

3.6 Awareness of Scottish Natural Heritage

In each wave of the SNO, respondents have been asked which of the statements shown in Table 3.15 best describe their level of awareness of Scottish Natural Heritage (SNH). Awareness of SNH in this most recent wave has increased and is now at the highest level recorded (78%) during the survey's history. Corresponding with this, the proportion of respondents claiming never to have heard of SNH (18%) has declined and is at the lowest level recorded.

Table 3.15. Knowledge of SNH

Overall	**Sep 2011 (1,055)**	**Feb 2012 (1,141)**	**Sep 2012 (1,160)**	**Feb 2013 (1,183)**	**Sep 2013 (1,171)**	**Aug 2014 (1,141)**	**Aug 2015 (1,151)**	**Aug 2017 (1,063)**
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**
I have never heard of Scottish Natural Heritage	20	32	28	27	31	31	28	18
I have heard of Scottish Natural Heritage but I'm not sure what they do	42	39	43	39	39	41	46	51
I have heard of Scottish Natural Heritage and I know what they do	32	22	21	25	25	25	23	27
Don't know / Not sure	5	6	7	9	5	3	3	4

Source: Q1a

There are few differences by population sub-group, although slightly higher proportions of those aged 55+ are aware of SNH.

3.6.1 Awareness of SNH logo

Respondents are also asked if they have seen the SNH logo, featuring the strapline 'All of nature for all of Scotland'. While levels of logo awareness have remained relatively consistent throughout this research, this wave of the SNO shows a slight decrease in awareness, from 42% in August 2015 to 36% in 2017.

Scottish Natural Heritage
Dualchas Nàdair na h-Alba
All of nature for all of Scotland
Nàdar air fad airson Alba air fad

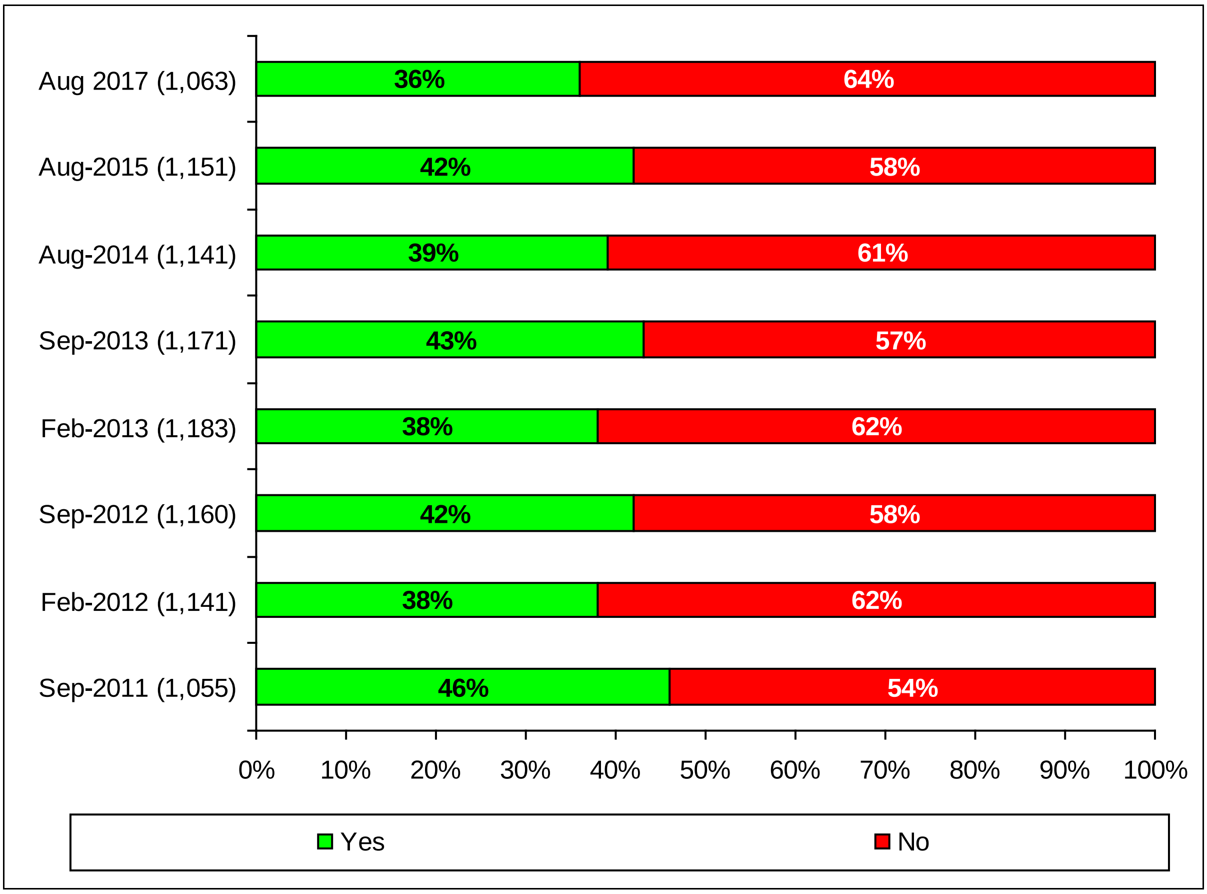


Figure 3.14. Whether respondents have seen the SNH logo
Source: Q1b

Again, there are few differences by population sub-group.

3.6.2 Understanding of what SNH does

The figures in Table 3.16 show respondents' unprompted responses when asked what they think SNH actually does.

Unprompted understanding of SNH's activities remains relatively low. A fifth of respondents attribute looking after Scotland's nature and landscapes to SNH (20%); 12% of respondents associate SNH with looking after or protecting the environment / countryside and 10% with looking after or protecting wildlife / animals / birds and habitats. Eighteen per cent of respondents link SNH with protecting or looking after Scotland's (natural) heritage, culture or history. The proportion of respondents referring (incorrectly) to SNH having a role in looking after or preserving historic buildings now stands at 17%, down from 30% in September 2011.

There has been a very small decrease in the proportion of respondents unable to make any suggestion about what SNH does (25%), and this is now lower than the previous lowest level seen in September 2011 (28%).

These data suggest that understanding of what SNH does continues to increase, albeit at a relatively slow rate.

Table 3.16. Unprompted knowledge of SNH's activities

Overall	Sep 2011 (1,055) %	Feb 2012 (1,141) %	Sep 2012 (1,160) %	Feb 2013 (1,183) %	Sep 2013 (1,171) %	Aug 2014 (1,141) %	Aug 2015 (1,151) %	Aug 2017 (1.063) %
Looks after Scotland's nature and landscapes	8	10	8	11	13	11	14	**20**
Protects / looks after Scotland's heritage, culture, history	14	10	7	9	8	11	13	**18**
Looks after / preserves historic buildings / museums	30	24	22	22	21	22	20	**17**
Looks after / protects the environment / countryside	18	15	11	11	12	12	10	12
Looks after / protects wildlife / animals / birds / habitats	14	12	12	13	20	22	25	10
Promotes Scotland / tourism	1	1	1	1	1	1	1	3
Looks after open spaces / parks / gardens	3	4	2	3	3	3	4	2
Looks after forests / woodlands	4	3	5	4	5	4	3	2
Other mention of protection (in general)	1	*	*	1	1	1	3	1
Looks after / manages Nature Reserves	1	1	1	1	2	1	2	1
Cares for special sites / special places / designated sites	4	1	3	1	2	1	2	1
Looks after plants	1	1	1	1	1	2	1	1
Looks after other specified natural features	1	1	*	1	1	1	1	1
Any mention of like another organisation (e.g. National Trust)	1	2	2	1	1	1	1	1
Educational role / teaches about natural environment	2	*	*	*	1	1	1	1
Looks after / manages National Parks	*	1	1	1	2	1	*	1
Protects coastline / water / involved in MPAs	N/A	N/A	N/A	N/A	N/A	1	1	-
Preserve / conserve countryside / environment	3	*	*	*	*	1	*	*
Looks after pathways / access to countryside	2	-	*	*	1	*	*	-
Provides funding	2	-	*	-	*	*	-	*
Looks after places of interest (general)	*	1	*	*	2	1	*	-

Organise / manages nature walks / trails / other activities	1	1	*	*	*	*	*	*
Look after / protect wild lands /areas	1	1	*	*	*	*	*	*
Looks after / manages wildlife parks	*	*	*	-	*	*	*	*
Regulating the countryside / natural areas	1	*	*	-	*	*	-	-
Other mention of environment / outdoors	*	*	1	*	*	*	*	-
Don't know	28	39	44	41	34	31	30	25

Source: Q2a / Q1c (2017)

Responses to this question show that there remains a degree of confusion among the public as to what role SNH plays, although the themes of 'looking after', 'protection', 'preservation', 'environment', 'cares for', 'nature' and 'landscapes' do occur on a regular basis.

Figure 3.15 provides a summary of responses to this question to ascertain 'correct' and 'incorrect' understanding of what SNH does. While the proportion of respondents correctly identifying what SNH does (34%) is at a similar level to 2015 (35%), a higher proportion of respondents in 2017 incorrectly identify what SNH does (31% in 2017 compared to 23% in 2015).

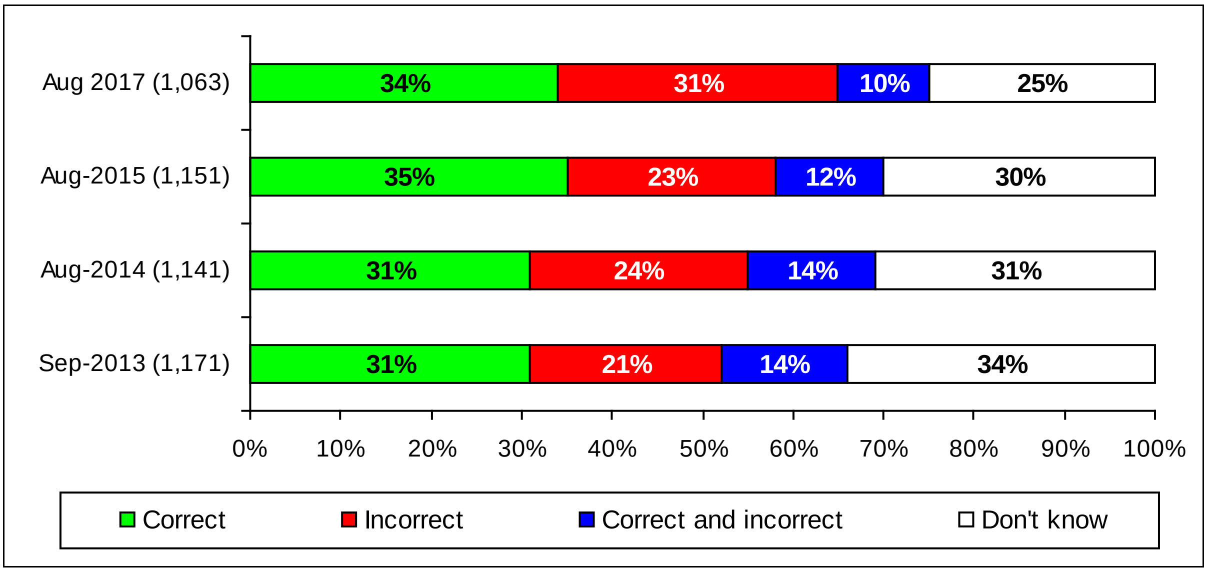


Figure 3.15. Defining SNH's activities
Source: Q2a

3.6.3 Opinions of SNH

Over the course of the SNO, respondents have been asked to say how favourably they view a selection of organisations. In spite of a relative lack of familiarity with what SNH does, most people in Scotland continue to have a favourable opinion of the organisation (63% in 2017) and very few people (around 1%) hold an unfavourable opinion. In 2017, SNH continues to be rated less favourably than some other publicly funded bodies (the NHS, NTS, Historic Environment Scotland, RSPB) which may be partly due to the greater level of contact and familiarity the public have with these organisations, either through membership or by using their services.

Table 3.17. Opinions of organisations

Base: 1,063	Very favourable %	Mainly Favourable %	Neither %	Mainly unfavourable %	Very unfavourable %	Don't know %
National Health Service	42	37	12	5	2	2
Historic Scotland/Historic Environment Scotland	25	42	24	3	1	6
RSPB (Scotland)	26	40	25	3	1	6
National Park Authorities	19	38	32	1	1	9
National Trust for Scotland	26	43	22	2	1	5
Scottish Natural Heritage	**22**	**40**	**27**	**1**	*****	**9**
Forestry Commission Scotland	20	41	29	2	*	7
SEPA	17	38	32	3	1	8
Local Authority	9	28	38	16	6	3
Scottish Government	13	28	28	15	12	2

Source: Q12

The average scores for each organisation are shown in Table 3.18, omitting the 'don't know' responses and based on a scale of 1 to 5 where 1 is very unfavourable and 5 is very favourable. As can be seen, ratings have remained fairly stable across each wave of the SNO. There are slight decreases for all organisations in this wave.

Table 3.18. Opinions of organisations by average scores

	Sep 11 (1,055)	Feb 12 (1,141)	Sep 12 (1,160)	Feb 13 (1,183)	Sep 13 (1,171)	Aug 14 (1,141)	Aug 15 (1,151)	Aug 17 (1,063)
National Health Service	4.14	4.15	4.24	4.14	4.19	4.20	4.26	4.15
Historic Scotland / Historic Environment Scotland	4.25	4.10	4.16	4.18	4.25	4.24	4.22	3.92
RSPB (Scotland)	4.27	4.10	4.13	4.16	4.22	4.28	4.20	3.91
National Park Authorities	4.13	4.01	4.05	4.09	4.17	4.14	4.11	3.79
National Trust for Scotland	4.15	4.05	4.10	4.16	4.18	4.22	4.16	3.96
Scottish Natural Heritage	**4.18**	**4.04**	**4.07**	**4.11**	**4.16**	**4.19**	**4.14**	**3.90**
Forestry Commission Scotland	4.07	4.03	4.00	4.05	4.10	4.13	4.06	3.84
SEPA	3.93	3.83	3.83	3.83	3.95	3.99	3.95	3.73
Local Authority	3.19	3.32	3.35	3.31	3.36	3.44	3.49	3.16
Scottish Government	3.08	3.10	3.12	2.93	3.03	3.15	3.31	3.16

Source: Q16 / Q12 (2017)

3.7 Scotland's landscapes

3.7.1 Rating of Scotland's landscapes

In 2017, a set of questions on Scotland's landscapes was added to the SNO.

Respondents were asked to indicate the extent to which they agreed or disagreed with a series of statements about Scotland's landscapes. As Figure 3.11 shows, over four in five respondents agree to some extent that Scotland's landscapes make an important contribution to the economy (84%) and that Scotland's areas of wildland should be protected (82%). Almost three quarters (71%) feel that more effort is needed to improve the landscape around Scotland's towns and cities; 60% of respondents agree that Scotland's finest landscapes are well looked after.

Attitudes towards new developments and windfarms specifically are less positive. While 46% of respondents agree that windfarms in Scotland are generally well located and designed (19% disagree with this), fewer (36%) agree that the landscape in the places they like to visit in Scotland could accommodate more windfarms (25% disagree), or that the landscape close to where they live could accommodate more windfarms (37% agree and 29% disagree). In terms of new developments, 32% agree that Scotland's landscapes are changing for the better (23% disagree) and 34% agree that most new development in the countryside is having a positive impact on Scotland's landscapes (23% disagree).

While more respondents are positive than negative across each of these statements, there is a significant proportion of respondents across some statements who sit on the fence and neither agree nor disagree.

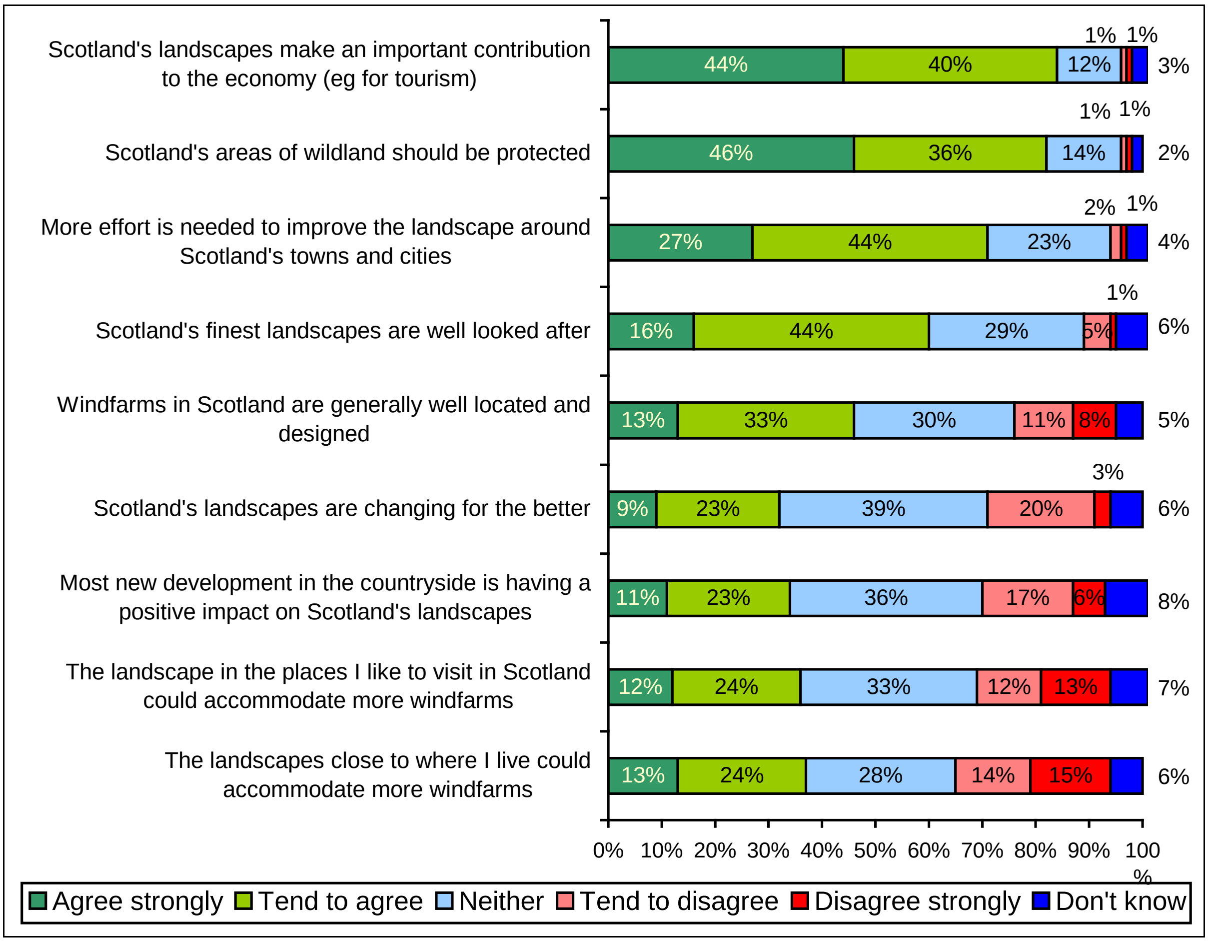


Figure 3.16. Level of agreement that ….
Source: Q6o / Q13 (2017): Base = 1,063

There are few differences across population sub-groups although for the statements relating to windfarms, those most positive are aged 44 or under, students and those living within the 15% most deprived areas in Scotland.

3.7.2 Rating of local landscapes

Respondents were then asked to indicate how they would rate the landscape in their local area. As Figure 3.17 shows, respondents are positive about their local landscape, with 57% rating it as either ‘very good’ or ‘good’; a further 31% rate it as fair. Only a small proportion (10%) rates their local landscape as ‘poor’ or ‘very poor’.

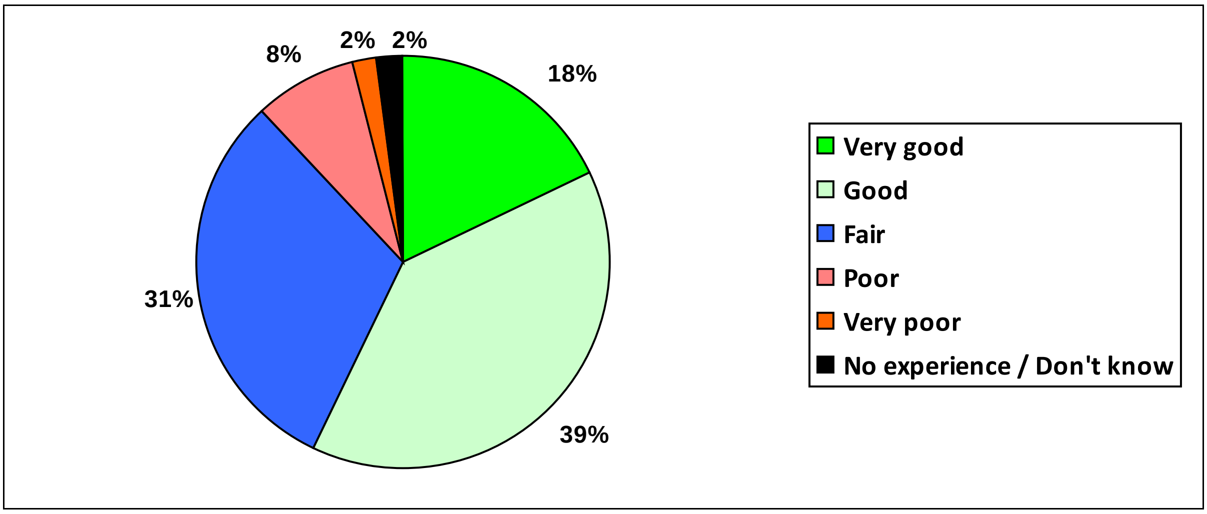


Figure 3.17. Rating of local landscape
Q14 (Base = 1,063)

When population sub-group data are examined, those aged 55+, those living in more rural areas and small towns, and those living outside the 15% most deprived areas in Scotland are most positive about their local landscape.

When asked to indicate what they like about their local landscape, respondents focus on the attractiveness of the area (24%) and the variety of outdoor things to do (24%) as well as opportunities to see nature or wildlife nearby (14%). Just under one in five (18%) feel there is nothing in particular they like about their area.

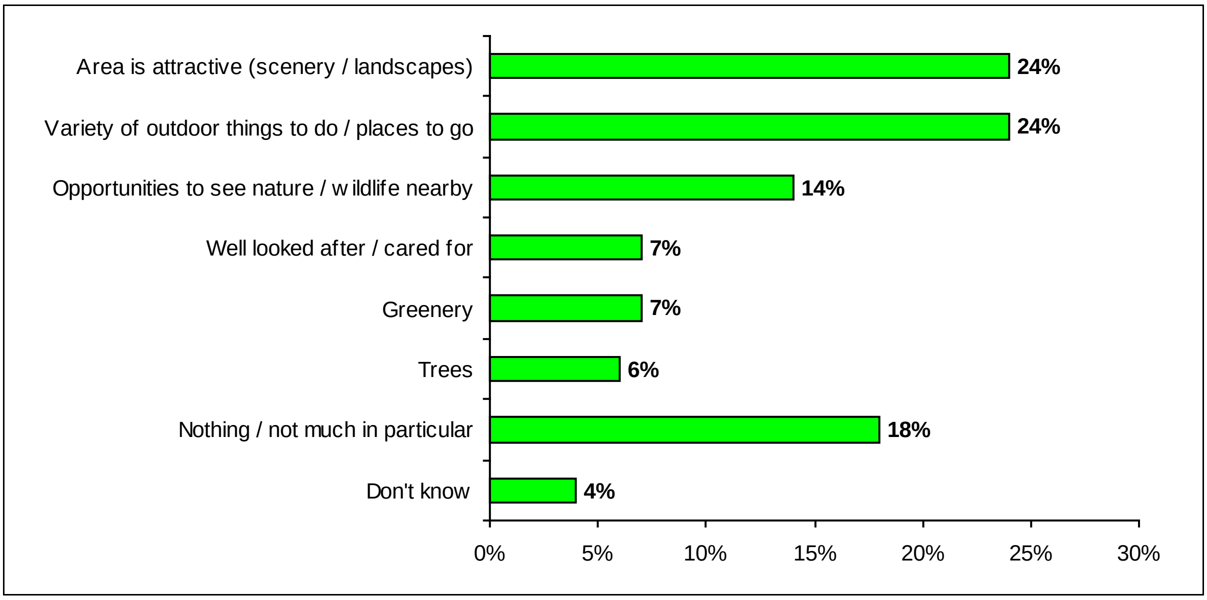


Figure 3.18. Elements liked about local landscape
Source: Q18a / Q10 (2017)

Conversely, when asked what they dislike about their local landscape, the main response given is that the area is not well looked after (19%). Smaller proportions of respondents refer to new developments that have taken place (8%), the lack of opportunity to see nature or wildlife nearby (7%) or the bustle, noise and visual activity (6%). Encouragingly, almost two in five (37%) feel there is nothing in particular that they dislike in their local landscape.

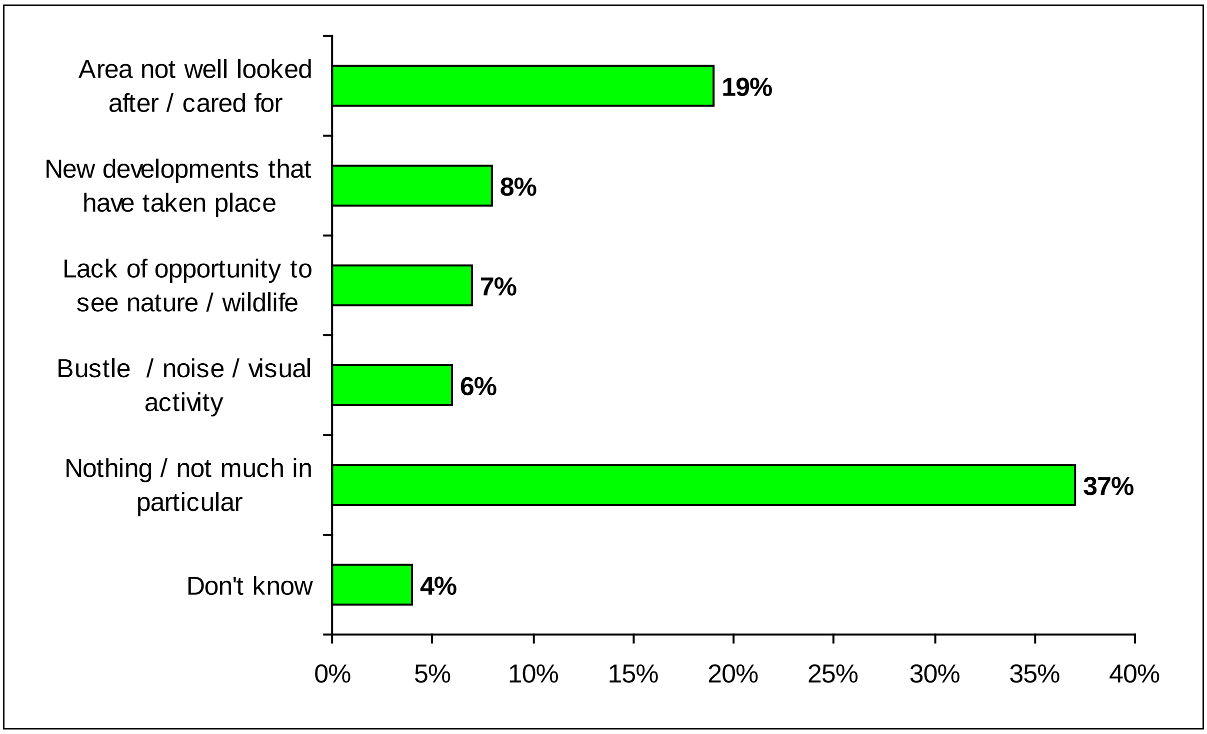


Figure 3.19. Elements disliked about local landscape
Source: Q18a / Q10 (2017)

Respondents were also asked to indicate whether they think the landscape of their local area has got better, stayed the same or got worse during the last three years. As Figure 3.20 shows, more respondents feel their local landscape has got worse (26%) than better (18%) in the last three years. Half of respondents (50%) feel that their local landscape has remained the same.

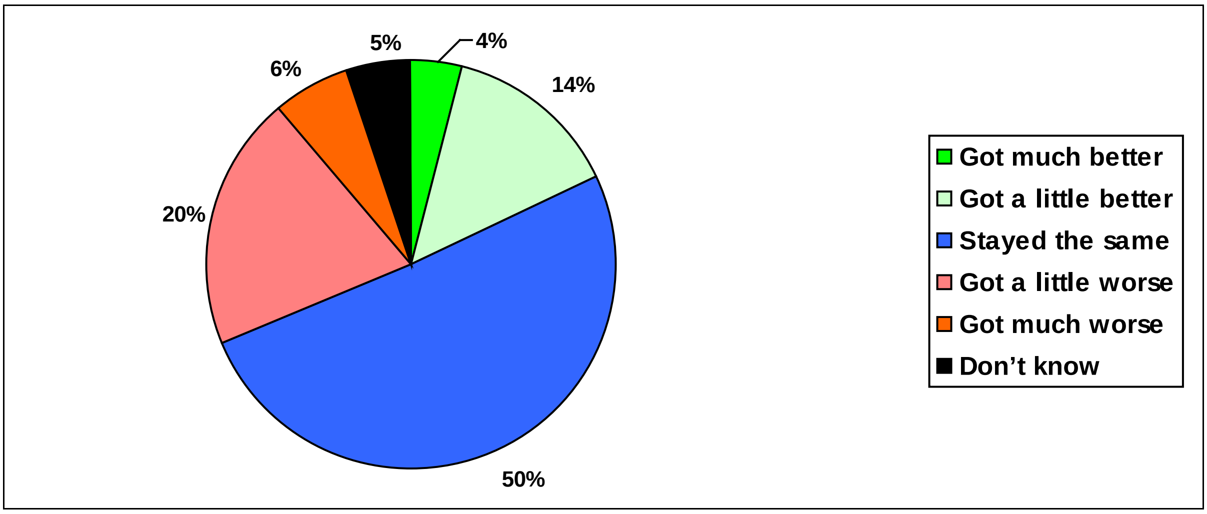


Figure 3.20. Changes to local landscape
Q16 (Base = 1,063)

Again, respondents were asked to explain why they felt their local landscape had become better or worse in the last three years.

Figure 3.21 shows that those who feel their local landscape has become better in the last three years attribute this to the area being taken care of and being cleaner (29%), that there is more or better greenspace (19%) or that new developments are better (10%). Smaller proportions also referred to having more local attractions, amenities or facilities (9%) or fresh planting (7%).

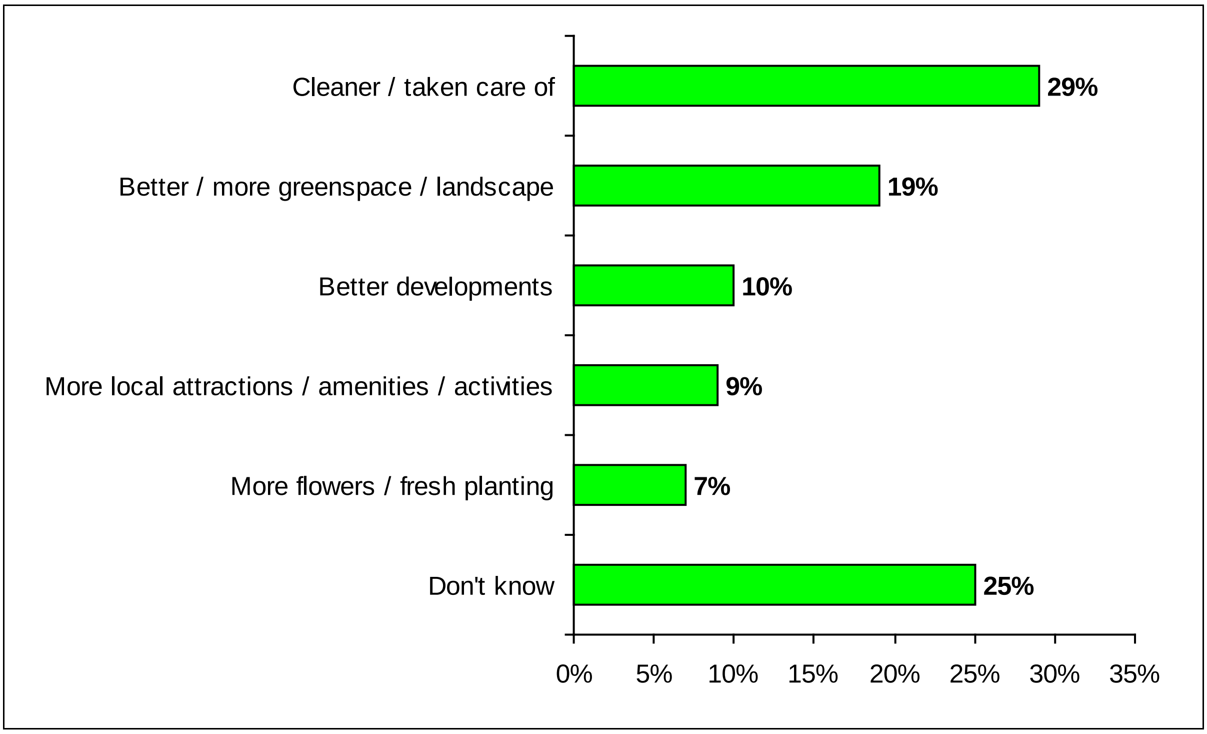


Figure 3.21. Reasons why local landscape is better
Source: Q16a (Base = 198)
Cited by 7% or more of respondents

In considering why the local landscape has become worse in the last three years (see Figure 3.22), respondents refer to there being too many new houses (21%), a loss of green space or green belt (16%), more litter (15%), that the area is run down or not looked after (15%), a perceived lack of interest and lack of funding on the part of the Council (13%) and more new developments (12%).

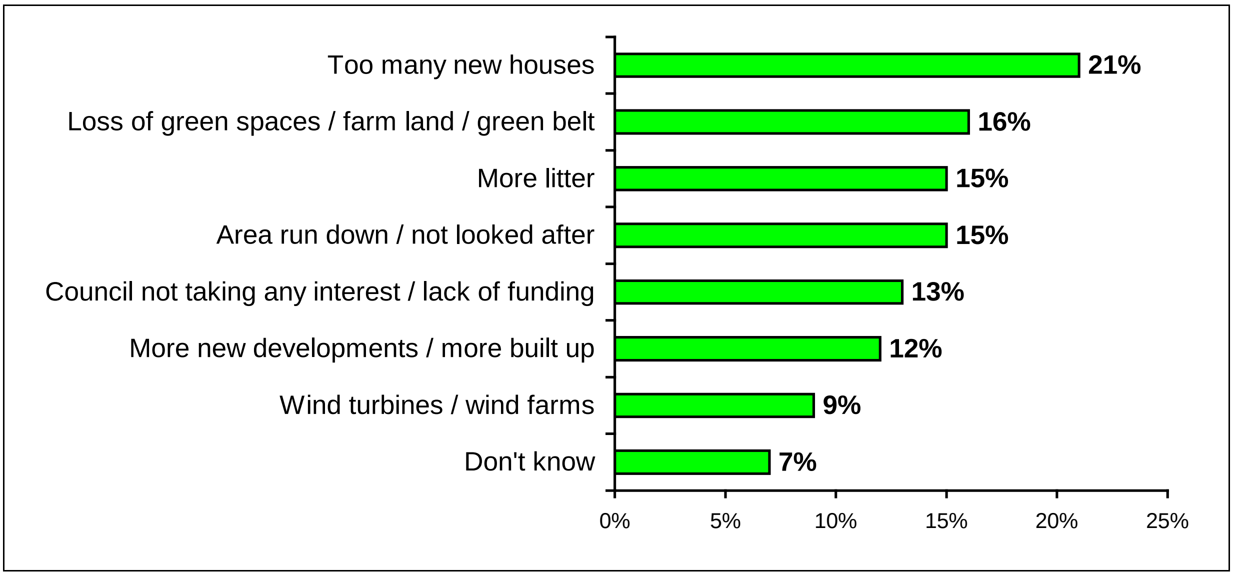


Figure 3.22. Reasons why local landscape is worse
Source: Q16a (Base = 272)
Cited by 7% or more of respondents

3.7.3 Awareness of proposals which could change local landscapes

Respondents were asked to indicate how well informed they feel about proposals which could change the landscape of their local area in some way (for example, proposals for housing developments, roads, paths, forestry or wind farms).

As shown in Figure 3.23, only a third of respondents (33%) feel either 'very' or quite well' informed, compared to 61% who feel 'not very' or 'not at all well' informed. Those feeling most informed are in the AB socio-economic group.

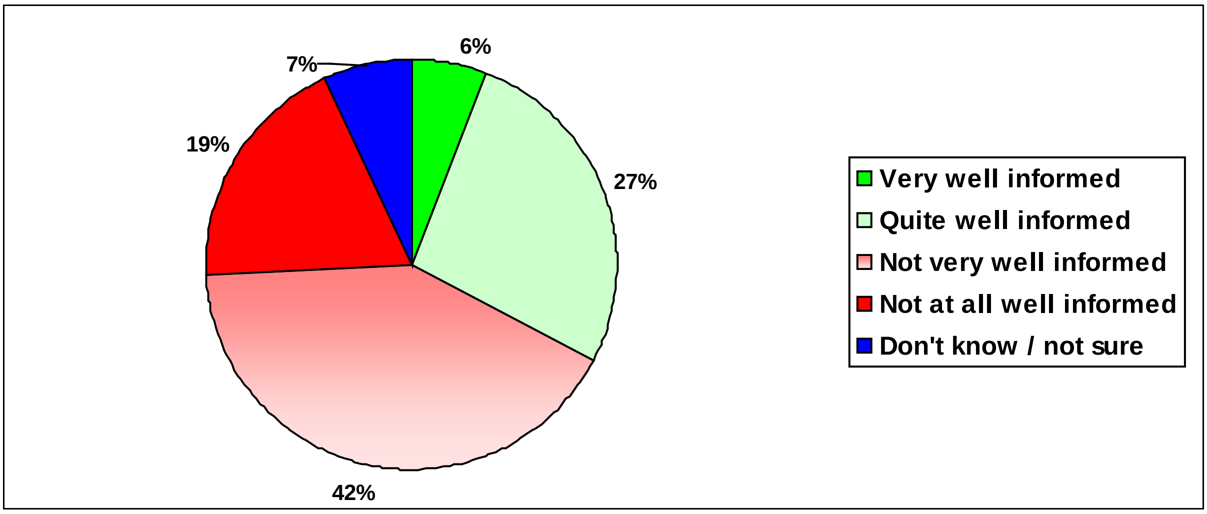


Figure 3.23. How well informed respondents feel about proposals which could change the landscape of their local area
Q17 (Base = 1,063)

When respondents are asked to consider which organisations or sources of information they would use to find out more about proposed changes to the landscape of their local area, the local authority is clearly key (cited by 29% of respondents); a further 8% of respondents referred specifically to the local authority website. The internet was cited as a source of information by 13% of respondents. There was little reference to other potential sources of information such as newspapers / magazines (7%), community councils (3%) and local posters or notices (3%). These findings emphasise the need to increase awareness of possible sources of information, with 22% of respondents providing an answer of 'don't know' to this question.

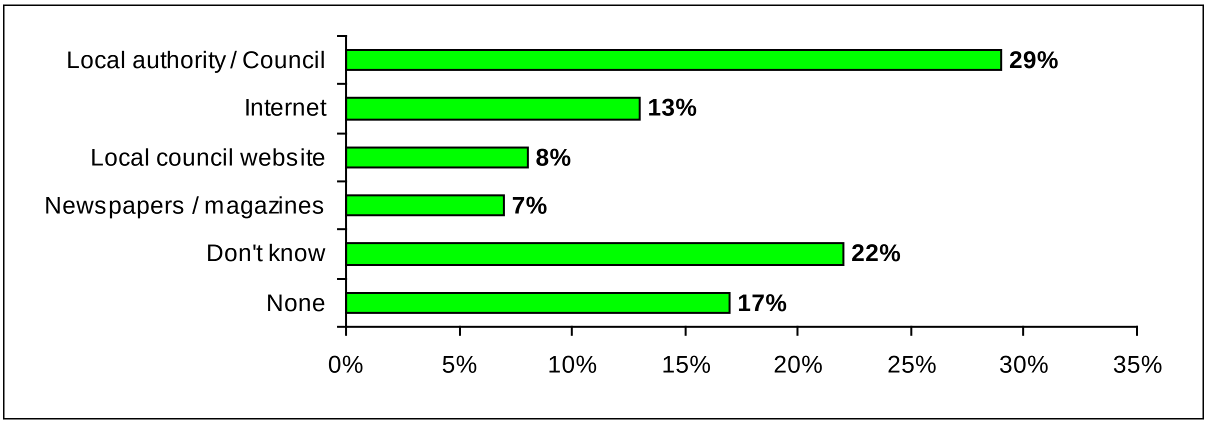


Figure 3.24. Sources for information on proposals which could change the landscape of the local area
Source: Q18 (Base = 1,063) (Cited by 7% or more of respondents)

4. SUMMARY AND CONCLUSIONS

Compared to previous years, the 2017 SNO findings show some movement in a number of key areas. This includes a decline in the proportion of respondents expressing concern about deer; a decline in the proportion of respondents who understand why some wildlife species are managed; and lower levels of awareness of National Nature Reserves and Marine Protected Areas. At the same time, the findings suggest an increase in awareness of biodiversity loss; increased involvement in environmental campaigns; and a small increase in awareness of SNH as an organisation.

While previous waves of the SNO identified sub-groups within the population with higher levels of awareness of SNH and NNRs and higher levels of participation in activities involving looking after the natural heritage, the 2017 survey found relatively few population sub-group differences across most of the survey data.

In terms of the wildlife associated with Scotland, the association with deer remains strong, albeit with fewer mentions than in recent years. As we found in previous waves of research, a relatively low level of the population express concern about any Scottish wildlife species.

The overall level of concern which respondents express for deer has lessened in 2017. Among those who express concern, hunting and shooting remain an issue although a similar proportion of respondents express a more general concern about a reduction in deer numbers. While this remains a communications and public relations challenge for SNH, the lower proportion of respondents expressing concern about deer in the 2017 wave suggests that this challenge may also be reducing.

While awareness of the concept of wildlife management remains relatively high, only a minority of individuals feel well informed about why or how wildlife is managed. Respondents continue to focus on the conservation or protection of species as key reasons for wildlife management and relatively few mention other issues such as the Scottish economy or tourism. That said, when prompted, a large majority of respondents agree that wildlife makes a positive contribution to the Scottish economy. These findings suggest limited in-depth understanding and knowledge of wildlife management on the part of the general public but a broader recognition of the role that Scottish wildlife plays in the Scottish economy.

There has been some positive movement in this wave of the SNO in the proportions of respondents claiming to be interested in and concerned about biodiversity or who feel biodiversity is relevant to them. Concern about biodiversity is also demonstrated by the fact that a majority of respondents perceive there will be less variety of life across the UK and in Scotland in 50 years' time. Interest in and concern about biodiversity should continue to be monitored closely in future waves.

In each wave of the SNO respondents are asked about their involvement in taking positive action for Scotland's natural heritage and the findings in the 2017 wave are similar to those of 2015. A majority of respondents continue to take active steps to be green consumers (71%) or green travellers (66%); around two in five claims to garden for wildlife and only a minority are involved in environmental volunteering (21%).

A minority of respondents are members of organisations that help to look after wildlife or the natural environment, and this figure has remained at the same level as in 2015 (13%). However, there has been an increase in the proportion of respondents claiming to have signed a conservation petition or participated in a conservation campaign in the last 12 months (up from 14% in 2015 to 25% in 2017).

Awareness of National Nature Reserves has seen a significant decrease in this wave of the SNO (down from 67% in 2015 to 42% in 2017). This is the lowest level of awareness recorded on the survey. In line with this, recall of the NNR logo has also decreased (down from 54% in 2015 to 29% in 2017). Again, this is the lowest level of recall recorded on the survey. However, reported visits to NNRs have seen a significant increase from 17% of respondents in 2015 to 40% this year. It is possible that the shift from face to face interviewing to use of an online survey in 2017 (which necessitated the use of a slightly different NNR map) may have had some impact on these findings. In particular, the use of the online methodology may have provided respondents with more time to examine the map.

The proportion of those aware of Marine Protected Areas (MPAs) has decreased from 54% in 2015 to 40% in 2017. Among those able to suggest a role for MPAs, most continue to refer to protection in some shape or form.

There has been a slight increase in awareness of SNH as an organisation, and this figure is now at the highest level seen across all waves of the SNO (78%). However, there has been a slight decrease in recall of the SNH logo in this latest wave. Unprompted understanding of SNH's role and its specific activities remains relatively low, although the proportion of respondents correctly associating SNH with looking after or protecting wildlife and habitats is higher than in previous waves. More generally, many in the population continue to perceive links between SNH and nature, the environment, conservation and protection.

The organisation, as a whole, continues to be rated favourably.

There is recognition of the importance of Scotland's landscapes although respondents' views on new developments and windfarms are less positive. A majority of respondents rate their local landscape positively, although a slightly higher proportion perceive their local landscape to have got worse (26%) than better (18%) over the last three years and this tends to be attributed to the quality and / or amount of greenspace available and the amount of developments that have taken place.

Around a third of respondents feel informed about proposals that could change the landscape of their local area, compared to 61% who do not feel informed. Local authorities feature as a key source of information.

5. RECOMMENDATIONS

There has been a degree of movement in this wave of the SNO and sub-group differences seen in previous waves have to a large extent disappeared. That said, the majority of the recommendations are similar to those made in previous waves of the SNO and the challenge remains one of engagement and calls to action.

The natural environment

The public appears to have awareness and respect for the natural environment as a whole but relatively less awareness of its constituent parts. The public relations and communications challenge for SNH, looking across the previous years' and this year's findings, continues to be to work with partners and other agencies to help raise awareness and understanding of the natural heritage. It is possible that the positive movement in awareness of SNH as an organisation is partly attributable to SNH's involvement in different initiatives and SNH should continue to exploit these opportunities where they present themselves

Wildlife

One of the biggest challenges for SNH and its partners is to increase the Scottish public's awareness of the range of wildlife species resident in Scotland. Movement in the survey findings over the years suggests that media coverage can help increase awareness of different species at least over the short-term, but sustaining awareness is more difficult.

Introducing the general public to the concept of wildlife management and informing them about it (particularly in relation to deer) is also a challenge. It will clearly take time to get the message across. While there is general support for wildlife management, the public's level of understanding of the reasons behind it or the methods used appears to be largely superficial.

Involvement

Engaging the general public with the natural environment remains a challenge for SNH and its partners. This wave of the SNO has seen fewer differences between population sub-groups, which suggest that SNH needs to focus its attention on a broad range of individuals. Access, involvement and participation are likely to have a link with location and money and these are tough barriers for SNH to overcome via communications campaigns. The quality of opportunity available at little or no cost, along with health benefits, has to be a message that continues at a time when household budgets are being squeezed.

Biodiversity

This remains a matter of education, although there is some recognition of the need to maintain a variety of life. Ongoing work with young people, schools and community groups will pay dividends in the longer term.

Green behaviours

Relatively small numbers of people claim to be travelling, consuming and gardening in green ways all of the time, although larger numbers of people claim to be doing at least a couple of things to help the environment in each of these areas. The challenge for SNH and the Scottish Government is to encourage people to do more rather than allow them to feel they have already done their bit in terms of green behaviour and taking positive action for the natural environment. Again, any messages about cost savings may go some way in encouraging higher levels of green behaviour. It is also possible that as the economy picks up, some of the general public may be less concerned about cost savings.

Communication

The SNO data suggest that the people most likely to be receptive to communications from SNH are those who are already most engaged. Any reduction in communications activity is therefore most likely to impact on those who are less interested in and engaged with the natural heritage.

There is a need for SNH to continue to ensure effective usage of the wide range of communication channels available (e.g. social media such as Facebook and Twitter) as well as the more traditional media.

ANNEX 1: ONLINE QUESTIONNAIRE

Please be assured all questionnaires will be treated in complete confidence. No personal information you disclose will be given to any other organisation and reports published will not identify the individuals who have taken part in the survey.

All questionnaires will be treated in confidence in compliance with the Data Protection Act.

SECTION 1 – ABOUT YOU

The questions in this section are only being asked to ensure that we have responses from across all types of respondents and to assist us with our analysis. The information will not be used for any other reason.

A1a Please enter your postcode. We need this information to identify responses from areas of particular interest for this survey. Your postcode will not be used to identify you or for any other reason.

Please enter your postcode using the format XX11 1XX

A1b Please tell us about the area where you live. Is it ...

A Large Urban Area: Settlement of 125,000 or more people.

Another Urban Area: Settlement of 10,000 to 124,999 people.

An accessible Small Town: Settlement of 3,000 to 9,999 people and within 30 minutes drive of a settlement of 10,000 or more.

A remote Small Town: Settlement of 3,000 to 9,999 people and over 30 minutes drive to a settlement of 10,000 or more.

Accessible Rural: Area with a population of less than 3,000 people, and within 30 minutes drive of a settlement of 10,000 or more.

Remote Rural: Area with a population of less than 3,000 people, and over 30 minutes drive to a settlement of 10,000 or more.

A2 How old are you?

16 – 24
25 – 34
35 – 44
45 – 54
55 – 64
65 or older

A3 Do you identify as …. ?

Male
Female
Other

A4 Please indicate to which occupational group you belong, or which group fits best? If you are retired with an occupational pension, please tick the occupational group that would have applied to you when you were still working.

Higher managerial / professional / administrative (eg Established Doctor, Solicitor, Board Director in a large organisation of 200+ employees, top level Civil Servant / public service employee)

Intermediate managerial / professional / administrative (eg newly qualified (under 3 years) Doctor, Solicitor, Board Director of small organisation / middle manager in large organisation, principle officer in civil service / local government)

Supervisory or clerical / junior managerial / professional / administrative (eg Office worker, Student Doctor, Foreman with 25+ employees, Salesperson)

Student

Skilled manual worker (eg Skilled Bricklayer, Carpenter, Plumber, Painter, Bus / Ambulance Driver, HGV Driver, AA patrolman, Pub / Bar worker etc)

Semi or unskilled manual work (eg Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, Non-HGV driver, Shop assistant)

Casual worker – not in permanent employment

Housewife / Homemaker

Retired and living on state pension

Unemployed or not working due to long-term sickness

Full time carer of other household member

A5 And do you ….

Work full time (30 + hours per week)
Work part time (8 – 29 hours per week)

A6 Do you …

Live alone
Live with partner / spouse
Share with friends
Live with parents
Other

A7 Do you have any long term illness, health problem or disability which limits your activities or the work you can do?

Yes
No
Prefer not to say

A8 What is your ethnic group?

WHITE	
	Scottish
	English
	Welsh
	Northern Irish
	British
	Irish
	Gypsy / traveller
	Polish
	Any other white ethnic group
MIXED OR MULTIPLE ETHNIC GROUPS	
ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	
	Pakistani, Pakistani Scottish or Pakistani British
	Indian, Indian Scottish or Indian British
	Bangladeshi, Bangladeshi Scottish or Bangladeshi British
	Chinese, Chinese Scottish or Chinese British
	Other
AFRICAN, CARIBBEAN OR BLACK	
	African, African Scottish or African British
	Caribbean, Caribbean Scottish or Caribbean British
	Black, Black Scottish or Black British
	Other
OTHER ETHNIC GROUP	
	Arab
	Other
	Prefer not to say

SECTION 2 - SCOTTISH NATURAL HERITAGE

Q1a **Which of these statements best describes your level of awareness of the organisation Scottish Natural Heritage – often just referred to as SNH?**

I have never heard of Scottish Natural Heritage
I have heard of Scottish Natural Heritage but I'm not sure what they do
I have heard of Scottish Natural Heritage and I know what they do
Don't know / not sure

Q1b Have you seen the Scottish Natural Heritage Logo?

Scottish Natural Heritage
Dualchas Nàdair na h-Alba
All of nature for all of Scotland
Nàdar air fad airson Alba air fad

Yes
No

Q1c **What do you think the organisation Scottish Natural Heritage (SNH) does?**

SECTION 3 – WILDLIFE IN SCOTLAND

Q2a **What wildlife (land or marine) do you associate most with Scotland?**

Q2b **Are you concerned about any particular Scottish wildlife (land or marine) species?**

Yes
No

Q2c **Which Scottish wildlife species are you concerned about?**

Q2d **(If DEER MENTIONED) Why are you concerned about deer in Scotland?**

Q3a Are you aware that some wildlife species in Scotland are actively managed?

Yes
No
Not sure / Don't know

Q3b How well informed do you feel about why some wildlife species are actively managed? Would you say you are ….

Very well informed
Quite well informed
Neither informed nor uninformed
Not very well informed
Not at all well informed
Don't know / not sure

Q3c And what do you think are the main reasons for managing these wildlife species?

Q3d How well informed do you feel about the methods used to manage some of our wildlife species? Would you say you are ….

Very well informed
Quite well informed
Neither informed nor uninformed
Not very well informed
Not at all well informed
Don't know / not sure

Q3e What do you think are the main methods for managing these wildlife species?

Q3f To what extent do you agree that Scotland's wildlife makes an important contribution to the economy (eg for tourism, field sports or food)? Would you say you ….

Agree strongly
Tend to agree
Neither agree nor disagree
Tend to disagree
Disagree strongly
Don't know

Q4 Please indicate the extent to which you agree or disagree that wildlife in Scotland should be managed in order to
(Agree strongly to Disagree strongly)

… Reduce the number of road accidents caused by wildlife

…. Conserve and protect agricultural land or forestry from damage caused by grazing, browsing and trampling

…. Conserve and protect our native wildlife species when it's under threat from non-native species

…. Conserve and protect the natural environment from damage caused by grazing, browsing and trampling

…. Ensure there is a healthy deer population for stalking

…. To safeguard the health and welfare of wildlife

SECTION 4 – SCOTLAND'S SEAS

Q5a To what extent do you agree or disagree with the statement: 'Scotland's seas are well looked after'? Would you say you ….

Agree strongly
Tend to agree
Neither agree nor disagree
Tend to disagree
Disagree strongly
Don't know

Q5b Are you aware that Scotland has Marine Protected Areas (MPAs)?

Yes
No
Not sure / Don't know

Q5c What do you think the role of MPAs is?

SECTION 5 – NATIONAL NATURE RESERVES

Q6a Have you heard of National Nature Reserves?

Yes
No
Not sure / Don't know

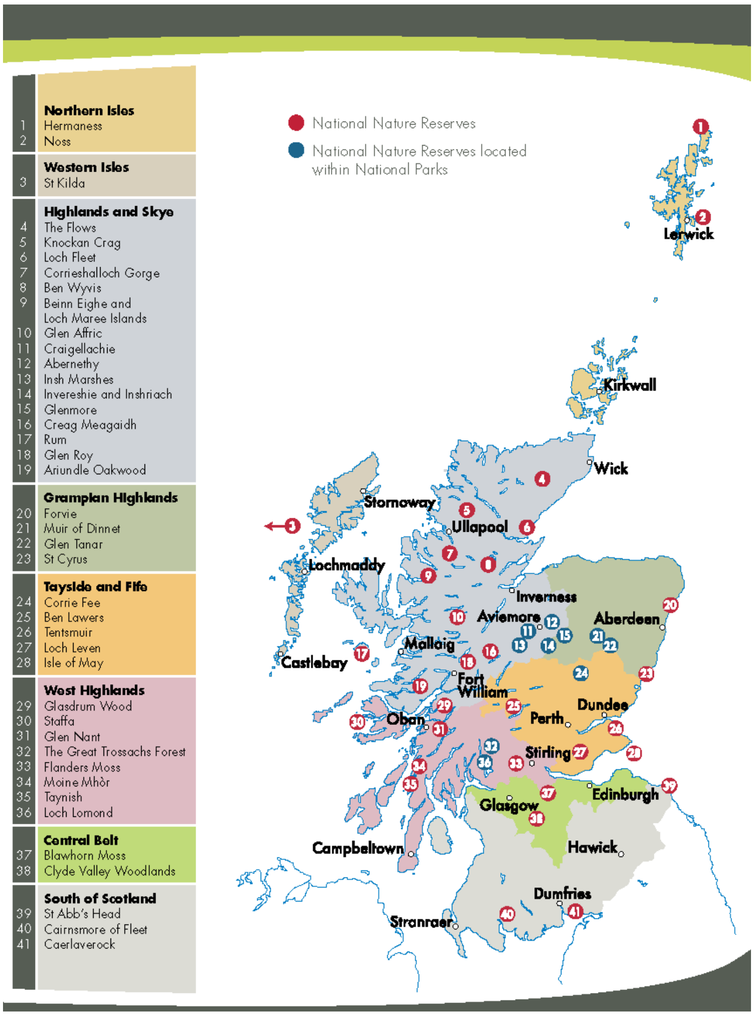
Q6b Have you seen this logo?

Yes
No
Not sure / Don't know

Scotland's National Nature Reserves

Magical places, amazing wildlife

Q6c **Please look at the map below which shows all of Scotland's National Nature Reserves then scroll down and say which of these you have visited in the last 12 months.**



Northern Isles

Hermaness

Noss

Western Isles

St Kilda

Highland and Skye

The Flows

Knockan Crag

Loch Fleet

Corrieshalloch Gorge

Ben Wyvis

Beinn Eighe and Loch Maree Islands
Glen Affric
Craigellachie
Abernethy
Insh Marshes
Invereshie & Inshriach
Glenmore
Creag Meagaidh
Rum
Glen Roy
Ariundle Oakwood
Grampian Highlands
Forvie
Muir of Dinnet
Glen Tanar
St Cyrus
Tayside and Fife
Corrie Fee
Ben Lawers
Tentsmuir
Loch Leven
Isle of May
West Highlands
Glasdrum Wood
Staffa
Glen Nant
The Great Trossachs Forest
Flanders Moss
Moine Mhor
Taynish
Loch Lomond
Central Belt
Blawthorn Moss
Clyde Valley Woodlands
South of Scotland
St Abbs Head
Cairnsmore of Fleet
Caerlaverock

Q6d You said that you visited Loch Lomond. Please can you say whether this visit was to the Loch Lomond National Nature Reserves (NNR) or to the general Loch Lomond area?

I visited the Loch Lomond NNR
I visited the general Loch Lomond area

SECTION 6 - BIODIVERSITY

"Biodiversity is the variety of all living things – animals, birds, plants, trees, fish, insects and human beings themselves – that exist in the world."

Q7a Thinking about biodiversity or the variety of life <u>in the UK</u> over the next 50 years, which of these statements do you most agree with?

There will be less variety of life
There will be no change in the variety of life
There will be more variety of life

Q7b Thinking about biodiversity or the variety of life <u>in Scotland</u> over the next 50 years, which of these statements do you most agree with?

There will be less variety of life
There will be no change in the variety of life
There will be more variety of life

Q7c How INTERESTED are you in Scotland's biodiversity, or variety of life?

Very interested
Slightly interested
Neither interested nor disinterested
Not very interested
Not at all interested
Don't know

Q7d How RELEVANT is Scotland's biodiversity, or variety of life, to you personally?

Very relevant
Slightly relevant
Neither relevant nor irrelevant
Not very relevant
Not at all relevant
Don't know

Q7e How CONCERNED are you about the loss of biodiversity, or variety of life, in Scotland?

Very concerned
Slightly concerned
Neither concerned nor unconcerned
Not very concerned
Not at all concerned
Don't know

SECTION 7 - PARTICIPATION

Q8a Please could you indicate whether you have gardened for wildlife (eg let wild flowers grow in the garden, use peat free compose, plant native trees and plants) in the last 12 months?

Yes, I try to do everything
Yes, but I only do a couple of things
No, but I'd like to do something
No, I'm not interested
N/A eg don't have a garden
Don't know / have no opinion

Q8b Please could you indicate whether you have been a green consumer (eg bought local or British food, bought from farmers' markets, bought biodegradable products or used energy-efficient appliances) in the last 12 months?

Yes, I try to do everything
Yes, but I only do a couple of things
No, but I'd like to do something
No, I'm not interested
N/A eg don't have a garden
Don't know / have no opinion

Q8c Please could you indicate whether you have volunteered to help the environment (eg cleaned up local green spaces, recorded wildlife or taken part in fundraising activities) in the last 12 months?

Yes, I try to do everything
Yes, but I only do a couple of things
No, but I'd like to do something
No, I'm not interested
N/A eg don't have a garden
Don't know / have no opinion

Q8d Please could you indicate whether you have been a green traveller (eg walked or cycled to work or the shops, used public transport regularly, taken holidays in Scotland or the UK) in the last 12 months?

Yes, I try to do everything
Yes, but I only do a couple of things
No, but I'd like to do something
No, I'm not interested
N/A eg don't have a garden
Don't know / have no opinion

Q9 Are you a member of any organisation which helps look after wildlife or the natural environment?

Yes
No

Q10 In the last 12 months, have you signed a conservation petition or participated in a conservation campaign (on-line or other) ….

Yes – about a local issue
Yes – about an issue that affects the whole of Scotland
Yes – about an issue that affects the whole of the UK
Yes – about an international issue
No – but I might if it was something I felt strongly about
No – and I'm not interested
Don't know / can't remember

Q11 In the last 12 months, have you done any of the following in your leisure time or on holiday?

Been birdwatching in Scotland
Watched wildlife in its natural environment in Scotland
Watched wildlife in a wildlife park or other managed environment in Scotland
None of these

SECTION 8 – VIEWS ON OTHER ORGANISATIONS

Q12 How favourable or unfavourable is your opinion of the following organisations? (Very favourable to Very unfavourable)

The National Health Service
The National Trust for Scotland
Scottish Natural Heritage
Forestry Commission Scotland
The Scottish Government
Scottish Environment Protection Agency (SEPA)
RSPB Scotland
Historic Scotland / Historic Environment Scotland
National Park Authorities
Your local authority

SECTION 8 – SCOTLAND'S LANDSCAPES

Q13 Thinking about Scotland's landscapes, please could you indicate the extent to which you agree or disagree with each of the following statements? (Agree strongly to Disagree strongly)

Scotland's landscapes are changing for the better
Scotland's landscapes make an important contribution to the economy (e.g. for tourism)
Scotland's finest landscapes are well looked after
More effort is needed to improve the landscape around Scotland's towns and cities
Scotland's areas of wildland should be protected
Most new development in the countryside is having a positive impact on Scotland's landscapes
Windfarms in Scotland are generally well located and designed
The landscape close to where I live could accommodate more windfarms
The landscape in the places I like to visit in Scotland could accommodate more windfarms

Q14 **Please could you think about your local landscape, that is, your local surroundings and outdoor places. If you live in a town that might mean streets, buildings, local parks, gardens or trees; if you live in the country that might mean fields, roads, hills, woodland, cliffs or beaches.**

Thinking about where you live, how would you rate the landscape in your local area?

Very Good
Good
Fair
Poor
Very Poor
No experience/DK

Q15a **What do you particularly like about the landscape of your local area?**

Q15b **And what do you particularly dislike about the landscape of your local area?**

Q16 **Thinking about the landscape of your local area, do you think things have got better, stayed the same or got worse during the last 3 years?**

Got much better
Got a little better
Stayed the same
Got a little worse
Got much worse
Don’t know

Q16a **(If better) Why do you say that the landscape of your local area has got better?**

Q16b **(If worse) Why do you say that the landscape of your local area has got worse?**

Q17 **How well informed do you feel about proposals which could change the landscape of your local area in some way? For example, proposals for housing developments, roads, paths, forestry or wind farms**

Very well informed
Quite well informed
Not very well informed
Not at all well informed
Don’t know/not sure

Q18 **Which organisations or sources of information would you use to find out more about proposed changes to the landscape of your local area?**

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