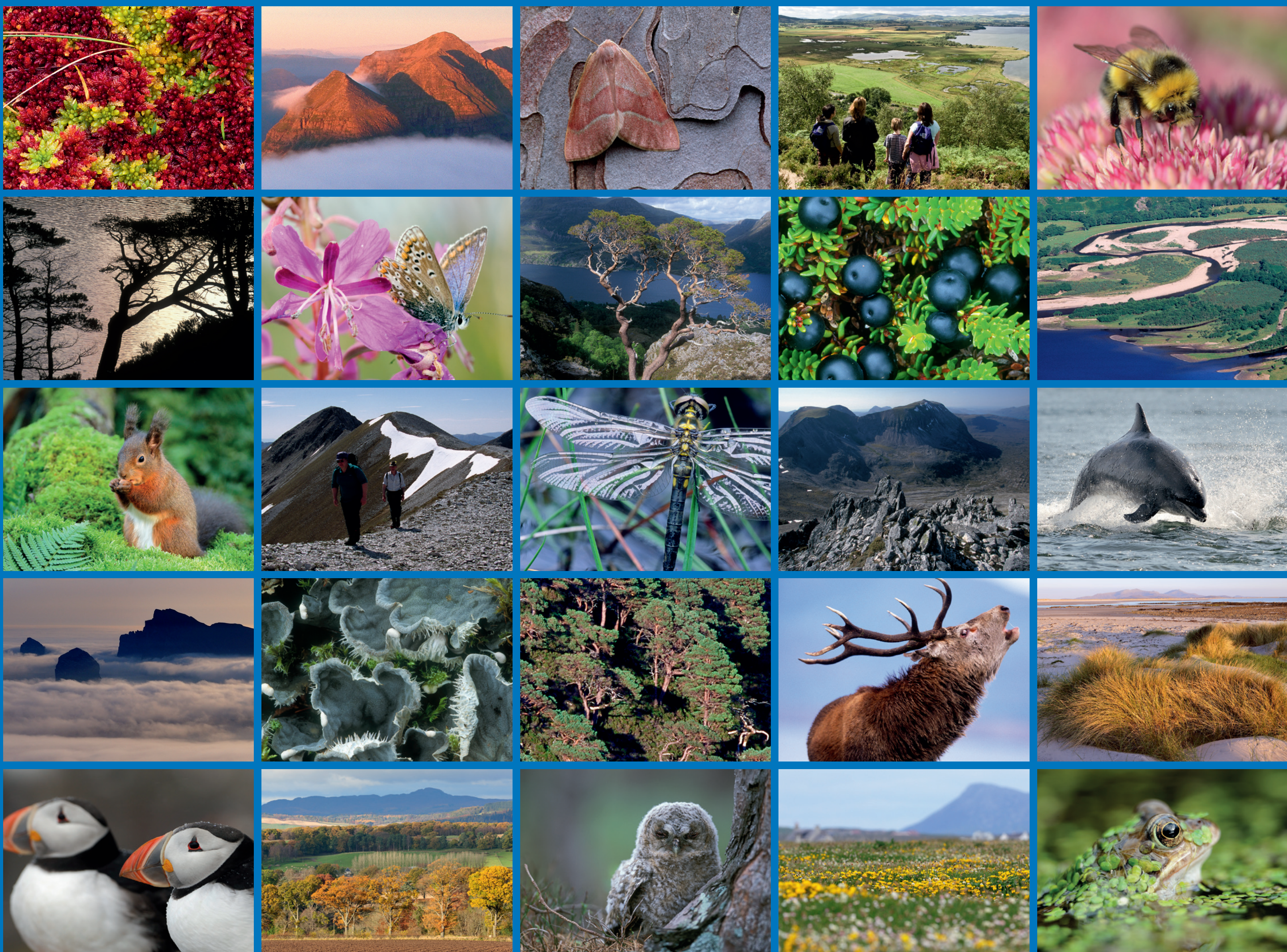
Scottish Natural Heritage
Research Report No. 1198

The Scottish Nature Omnibus 2019



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RESEARCH REPORT

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The Scottish Nature Omnibus 2019

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RESEARCH REPORT

Summary

The Scottish Nature Omnibus 2019

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Keywords

nature; wildlife; natural heritage; National Nature Reserves; biodiversity; landscapes; Marine Protected Areas; Countryside Rangers

Background

This report presents the findings from the most recent wave of the Scottish Nature Omnibus survey (SNO), conducted in August 2019. 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.
- Just over a third of adults say they feel concerned about the future of Scottish wildlife; the Scottish wildcat and red squirrel are mentioned most frequently in this context.
- Awareness of the concept of wildlife management is relatively high although people's understanding of why and how wildlife is managed remains 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 previous waves. However, once prompted with an NNR map, more than half of adults say they've visited an NNR in the last 12 months.
- A small minority of adults are members of an organisation which helps to look after wildlife or the natural environment. A larger proportion have signed a conservation petition or participated in a conservation campaign, either about a local issue, a national Scottish issue, a UK-wide issue or an international issue.
- A large minority of adults are aware of Marine Protected Areas (MPAs).
- Most people continue to rate their local landscapes positively although less than a third feel well-informed about proposals which could impact on their outdoor environment.
- Just over three quarters of adults have heard of Scottish Natural Heritage (higher than in any previous wave of research) although detailed understanding of SNH's role remains relatively low.

- Just over a third of adults are aware of that Scotland has Countryside Rangers although only a small minority have had contact with a Countryside Ranger in the last 12 months.

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Table of Contents **Page**

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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. Seventeen 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 2019 survey were:

- Awareness and concern about wildlife and marine species
- 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
- Awareness and understanding of the role of Countryside Rangers

This report summarises the findings from the most recent wave of research, conducted in August 2019. Where appropriate, comparisons are made with the findings from the previous eight waves of research.

2. METHODOLOGY

Between 2009 and 2015 the Scottish Nature Omnibus survey was undertaken using a face to face interview methodology. Since 2017, the survey has been conducted using an online interview administered to members of the public who have 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 and 2019 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 1,101 online interviews completed between 1 August and 16 August 2019 by a sample of adults aged 16 and over living in Scotland. As in previous waves of research, 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.

As in previous waves of research, 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 150 respondents from the BME population are included in the sample and survey data have been weighted on ethnicity in line with SCROL data from the 2011 census. The sample also includes 259 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 eight waves of research.

Table 1. Sample

	Sep 11	Feb 12	Sep 12	Feb 13	Sep 13	Aug 14	Aug 15	Aug 17	Aug 19
Total	**1,055**	**1,141**	**1,160**	**1,183**	**1,171**	**1,141**	**1,151**	**1,063**	**1,101**
Weighted	%	%	%	%	%	%	%	%	%
Male	50	49	49	49	50	50	49	49	48
Female	50	51	51	51	50	50	51	51	52
16 – 24	14	15	17	15	15	14	14	13	14
25 – 34	15	15	13	14	15	15	17	16	15
35 – 44	17	16	16	16	18	16	18	17	17
45 – 54	19	17	17	18	17	19	17	18	18
55 – 64	15	17	17	17	16	16	16	17	16
65 +	20	21	19	20	19	20	20	19	20
AB	20	19	19	20	20	22	21	21	21
C1	28	30	29	28	29	27	28	29	28
C2	18	18	17	18	17	17	17	15	18
DE	34	34	35	34	34	34	34	35	32

	Sep 11	Feb 12	Sep 12	Feb 13	Sep 13	Aug 14	Aug 15	Aug 17	Aug 19
White / Brit & Irish	96	96	96	96	96	96	96	96	93
Minorities	4	4	4	4	4	4	4	4	7
Disabled Yes	12	13	14	10	13	12	16	24	24
Disabled No	88	87	86	90	87	88	83	74	75

Source: 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 2019 survey findings are compared to results from the previous eight waves of research (August 2017, 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.

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 were asked, unprompted, what wildlife they associate most with Scotland.

The public continue to associate a wide range of wildlife with Scotland, with the main focus on land animals. The wildlife species mentioned most frequently are similar in each wave of the research, although the proportion of respondents mentioning most individual species is lower in 2017 and 2019 than in previous waves; there has been a corresponding increase in 2017 and 2019 in the proportion of respondents providing a 'don't know' answer. In 2019 deer remain most top of mind (mentioned by 43% of respondents) followed by salmon (14%) and the Scottish wildcat (11%).

Table 2. Wildlife associated with Scotland

	Sep 2011	Feb 2012	Sep 2012	Feb 2013	Sep 2013	Aug 2014	Aug 2015	Aug 2017	Aug 2019
Base	1,055 %	1,141 %	1,160 %	1,183 %	1,171 %	1,141 %	1,151 %	1,063 %	1,101 %
Deer	73	68	62	68	69	66	61	47	43
Salmon	20	18	17	20	22	23	21	12	14
Scottish wildcat	15	6	8	7	11	8	9	7	11
Golden eagle	27	19	18	22	20	20	20	10	9
Cows / Highland cows	4	3	3	5	4	7	5	8	9
Seals	2	1	1	4	4	10	4	9	7
Red squirrel	25	14	16	17	17	17	17	6	7
Grouse	26	20	25	27	27	23	17	9	6
All birds / birds in general	5	5	3	2	*	1	2	7	6
Otter	9	4	5	5	6	7	7	4	5
Dolphin ^	NA	NA	NA	2	3	6	3	7	4
Osprey	4	4	3	2	2	2	2	5	4
Foxes	6	7	8	9	8	6	9	3	4
Sheep	2	2	2	4	2	2	4	3	4
Other bird of prey	4	6	5	4	17	20	19	2	3
Fish in general/ specified fish ^	NA	NA	NA	4	3	3	3	2	3
Puffins	1	1	*	1	2	3	3	2	3
Rabbits / hares	12	9	12	12	13	9	9	2	2
Capercaillie **	**	**	**	**	4	5	3	2	2
Pheasant ^	NA	NA	NA	4	2	2	2	2	2
Whales	-	-	-	-	-	2	1	2	2
Other land animals / mammals	2	5	2	2	2	2	2	2	1
Pine marten	1	1	1	1	1	*	1	2	1
Badgers	4	3	3	4	3	2	3	1	1
Other specified birds	6	7	8	3	2	3	2	1	1
European beavers	2	1	1	1	2	1	2	1	1
Hedgehogs	1	*	1	1	1	1	1	1	1
Trout	7	6	6	10	8	8	6	*	1
Seagull ^	NA	NA	NA	1	2	1	1	*	1
Red kite	1	*	*	*	*	1	*	*	1
Insects	2	*	1	1	2	1	2	1	*
Ptarmigan**	-	-	-	-	1	1	2	1	*
Grey squirrel	9	5	8	9	9	6	7	*	*

Any other seabirds ^	NA	NA	NA	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 ***	NA	NA	NA	NA	NA	NA	2	-	*
Mice / voles etc.	2	*	1	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 ***	NA	NA	NA	NA	NA	NA	1	*	-
Geese/wild geese ***	NA	NA	NA	NA	NA	NA	1	-	-
Buzzards ***	NA	NA	NA	NA	NA	NA	1	*	*
Other fish	1	*	1	*	3	-	-	-	-
None / don't know	2	5	7	11	9	7	9	16	19

Source: Q2a
* Denotes less than 1%
- Denotes zero respondents
** 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
NA denotes 'Not applicable'

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. In 2019, 38% of respondents expressed concern, up from 32% in 2017 but still lower than in some of the earliest waves of research (e.g. 45% - 48% in 2010 – 2011). There are few significant differences across population sub-groups, although the highest proportions of those expressing concern about the future of Scottish wildlife are found among respondents in the AB socio-economic group and those who are working (compared to those who aren't working or who are unemployed). Differences in terms of age and ethnicity, highlighted in some of the earlier waves of research, are not evident in 2019.

Respondents who expressed concern about Scottish wildlife were asked which species they were concerned about. As Table 3 shows, the two species people were most concerned about in 2019 were the Scottish wildcat (mentioned by 19% of those concerned) and the red squirrel (11% of those concerned). Nine per cent of respondents expressed concern about deer, similar to the level reported in 2017 (8%), but significantly lower than in most previous waves of research. There has also been a marked decline in the proportion of respondents expressing concern about birds of prey (from a peak of 17% in 2014 to 4% in 2019).

Overall, the picture is broadly consistent with previous waves of research, albeit that some types of wildlife are now referred to by lower proportions of respondents and concern about deer appears to be on the wane.

Table 3. Wildlife that people are concerned about

	Sep 2011	Feb 2012	Sep 2012	Feb 2013	Sep 2013	Aug 2014	Aug 2015	Aug 2017	Aug 2019
Base	487 %	381 %	371 %	349 %	346 %	355 %	420 %	336 %	421 %
Scottish wildcat	17	8	11	9	13	12	11	18	19
Red squirrel	37	24	26	24	21	25	24	17	11
Deer	28	39	30	34	28	17	22	8	9
Salmon	7	10	11	8	6	7	7	5	8
All wildlife / most wildlife	3	1	*	2	2	1	3	11	7
Golden eagle	15	18	15	17	8	14	9	8	6
Dolphins	*	*	*	2	2	3	2	5	4
Other specified birds of prey / bird of prey in general	2	3	3	2	7	17	12	5	4
All birds / birds in general	2	3	2	1	1	1	2	4	4
Capercaillie**	**	**	**	**	4	3	2	5	3
Otter	5	3	4	4	4	3	6	4	3
Osprey	2	4	1	1	1	1	2	4	3
Fish / specified fish	1	1	1	3	1	3	2	3	3
Rabbits / hares	1	1	2	1	3	2	2	1	3
Seals	1	1	*	2	2	4	3	2	2
Foxes	1	2	2	1	3	1	5	1	2
European beavers	2	*	1	1	1	1	2	1	2
Hedgehogs	1	1	1	1	2	*	1	1	2
Puffins	*	1	*	-	1	1	1	3	1
Badgers	2	3	3	2	6	2	3	2	1
Grouse	9	9	11	12	5	2	2	2	1
Other specified birds	3	3	2	3	2	1	1	2	1
Whale ^	*	*	*	1	2	1	1	2	1
Pine marten	*	1	*	-	*	1	1	2	1
Bumble bee	4	2	2	1	3	6	9	1	1
Trout	3	2	4	2	3	2	3	1	1
Mice / voles	1	-	1	-	*	*	1	-	1
Seagull	-	-	-	-	-	*	1	*	1
Basking shark	-	-	-	*	1	1	1	-	1
Wolves	2	1	1	1	1	*	2	1	*
White tailed sea eagle	5	3	1	4	2	4	1	*	*
Grey squirrel	2	1	4	2	1	2	1		*
Any other seabirds ^	NA	NA	NA	2	2	1	1	*	-
Other sea mammals	1	*	1	1	1	*	1	-	*
Newts / frogs / toads / lizards	2	1	1	*	1	*	1	-	-
Pheasant	-	-	-	-	-	-	1	-	*
Wood pigeon ***	NA	NA	NA	NA	NA	NA	1	-	-
Butterflies ***	NA	NA	NA	NA	NA	NA	1	*	-
Shellfish	-	-	-	-	-	-	1	*	*
Buzzards ***	NA	NA	NA	NA	NA	NA	1	-	-
Hen harriers ***	NA	NA	NA	NA	NA	NA	1	-	-
Garden birds ***	NA	NA	NA	NA	NA	NA	1	-	-
Ptarmigan **	NA	NA	NA	NA	*	2	*	-	*
Insects	1	1	1	*	-	1	*	-	-
Red Kite	*	*	*	*	-	1	-	-	*
Any other land animals / mammals	1	4	1	2	1	*	-	1	*
Haddock / cod ^	NA	NA	NA	1	1	-	-	-	*
Geese/wild geese ***	NA	NA	NA	NA	NA	NA	*	-	-
Lynx ***	NA	NA	NA	NA	NA	NA	*	-	*
Don't know	-	-	-	-	-	-	-	5	15

Source: Q2c
* Denotes less than 1%
- Denotes zero respondents
^ 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
NA denotes 'Not applicable'

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 4 below. (NB Please note the small sample of respondents answering this question in the most recent waves of research).

Prior to 2017, respondents who felt concerned about deer were most likely to cite hunting, shooting or culling as the source of their concern. In 2019 and 2017, when only a handful of respondents expressed concern about deer, these reasons have become less prominent.

Table 4. Reasons for concern about deer in Scotland

Base	Sep 2011 138 %	Feb 2012 147 %	Sep 2012 112 %	Feb 2013 117 %	Sep 2013 96 %	Aug 2014 61 %	Aug 2015 90 %	Aug 2017 28 %	Aug 2019 39 %
Their numbers are going down	2	4	2	1	3	5	2	22	22
They are hunted	55	23	42	32	28	21	28	4	12
There are too many of them	5	6	5	5	12	20	3	7	11
Traffic hazards	-	8	6	8	3	11	9	4	10
Loss of habitat (through building development / loss of woodlands)	6	3	3	7	4	2	6	7	7
They are culled	38	20	20	26	25	21	19	11	3
They are shot	34	42	36	33	32	14	28	7	-
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: Q2d
* Denotes less than 1%
- Denotes zero respondents

3.1.3 Management of wildlife species

In 2013 a number of new questions were added to the SNO to provide a better understanding of the general public's views on wildlife management.

Awareness of the concept of wildlife management remains relatively high, with 62% of respondents in 2019 claiming to be aware that some wildlife species in Scotland are actively managed. This is similar to the level of awareness reported in 2017 and 2015 (65% and

63%, respectively). Awareness of wildlife management in 2019 is highest among those who are working full or part time or who are retired, those in the AB socio-economic group and older respondents aged 45+. Higher levels of awareness among people living in rural areas and among those not in ethnic minority groups, reported in previous waves of research, were not evident in 2019.

As shown in Figure 1, the proportion of respondents claiming to be well informed about **why** some wildlife species are actively managed remains relatively low: just over a fifth of respondents in 2019 claimed to be 'very' or 'quite' well informed on the subject (22%) compared to 45% who claimed to be 'not very' or 'not at all well' informed. These findings are similar to those of 2017 although the proportion of respondents claiming to be well-informed is lower in 2017 and 2019 than in earlier waves of the research; there has been a corresponding increase since 2015 in the proportion of respondents stating that they are 'neither informed nor uninformed' on the subject.

As in previous waves of research, those in the AB socio-economic group were more likely to say they felt informed about why some wildlife species are actively managed.

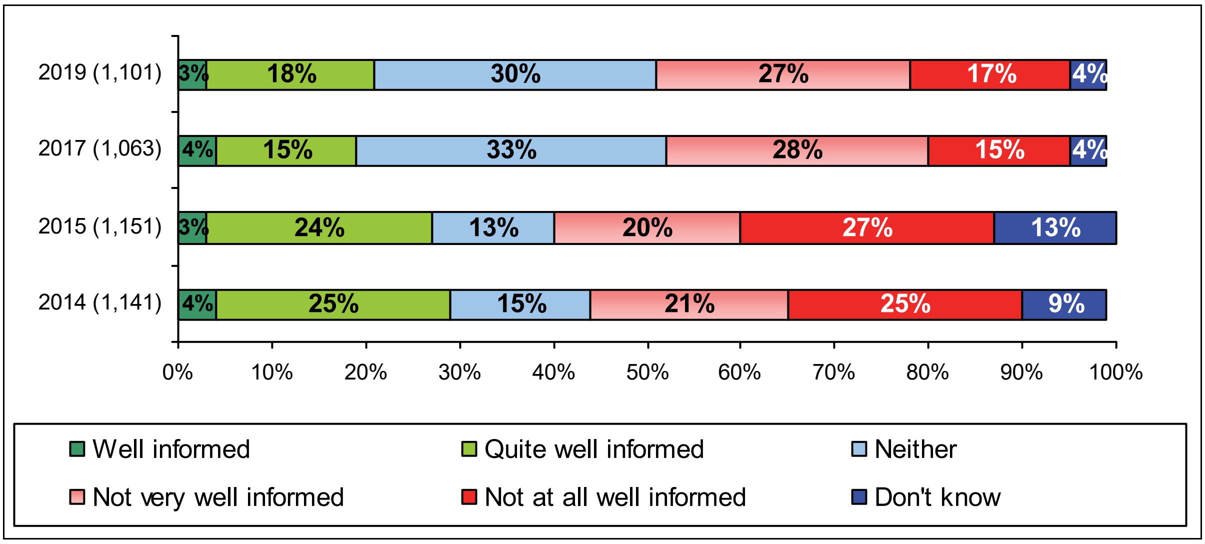


Figure 1. How well informed are respondents about why some wildlife species are actively managed?
Source: Q3b

Respondents were then asked, unprompted, what they think the reasons are for managing wildlife species (Figure 2). As in previous waves of research, respondents were most likely to mention the conservation or protection of species; in comparison, relatively few made any spontaneous reference to other, non-conservation reasons, such as encouraging tourism or countryside sports.

In the most recent waves of the research the proportion of respondents referring specifically to the 'conservation or protection of species', the 'conservation or protection of wildlife habitats', 'safeguarding the health and welfare of different wildlife species', 'preventing damage to forestry, livestock and agriculture' and 'protecting the natural environment' has reduced. At the same time, there has been an increase in the proportion of respondents mentioning 'managing numbers within different species' and 'helping to restore wildlife populations that have declined'.

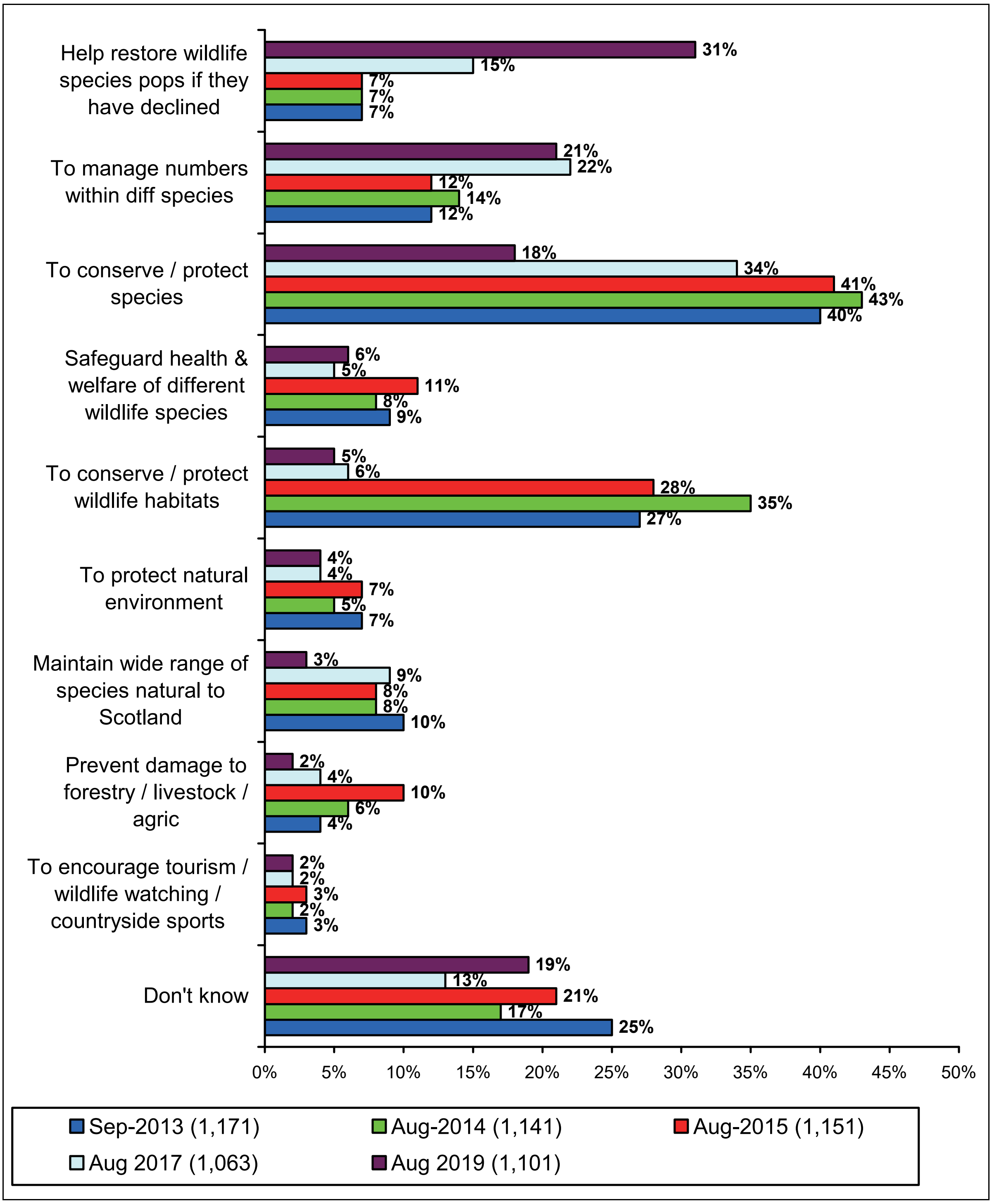


Figure 2. Reasons for managing wildlife species

Source: Q3c

The chart includes all reasons mentioned by at least 2% of respondents in 2019

Respondents were next asked how well informed they felt about the methods used to manage some of our wildlife species. As shown in Figure 3, 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. Sixteen per cent of respondents claimed to be 'very' or 'quite' well informed about the methods used, compared to 52% who claimed to be 'not very well' or 'not at all well' informed.

The proportion of respondents claiming to feel well-informed about wildlife management methods in 2019 and 2017 is lower than in previous waves of research, with a corresponding increase in the proportion of respondents who feel neither informed nor uninformed. The proportion of respondents who feel uninformed about wildlife management methods in the 2019 wave of the SNO is similar to previous waves.

In 2019, as in most of the earlier waves of research, people in the AB socio-economic group were more likely to say they felt well-informed about wildlife management methods. In 2019 male respondents and those working full-time were also more likely to feel well-informed.

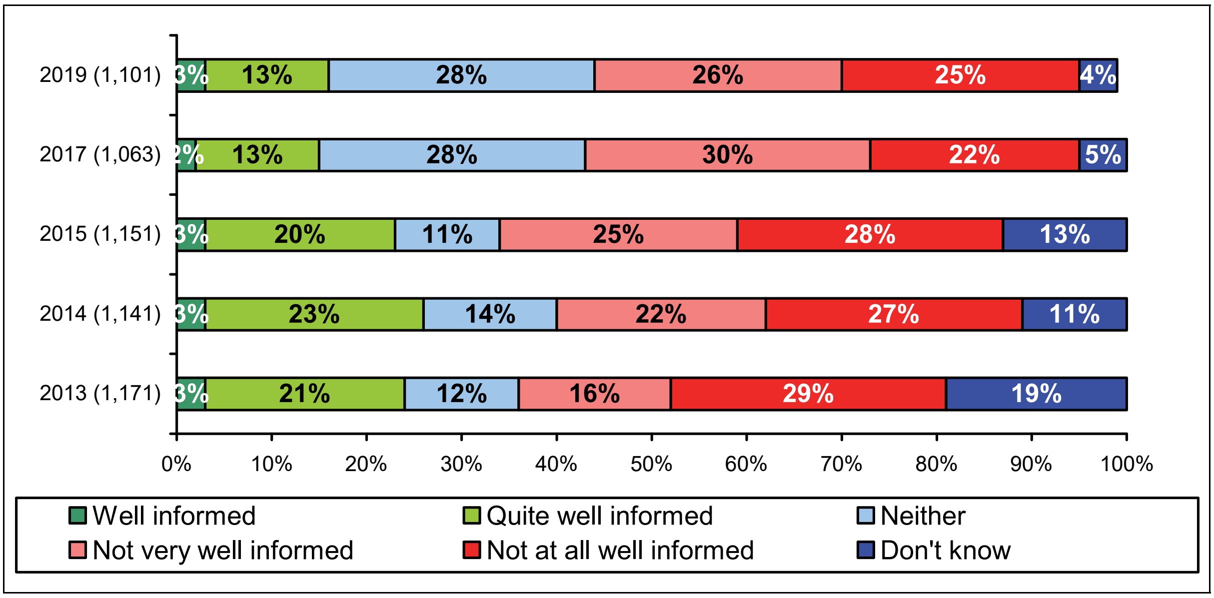


Figure 3. How well informed are respondents about the methods used to manage some of our wildlife species?
Source: Q3d

Respondents were asked what they believed the main methods were for managing wildlife species (Figure 4). As in previous waves of research, a significant minority of respondents were unable to cite any methods at all (43%). The three key methods that were mentioned were culling (mentioned by 16% of respondents), conservation programmes (mentioned by 15%) and habitat management (mentioned by 13%). The proportion of respondents mentioning culling was lower in 2019 than in previous waves of research while the proportion of respondents mentioning conservation programmes was higher.

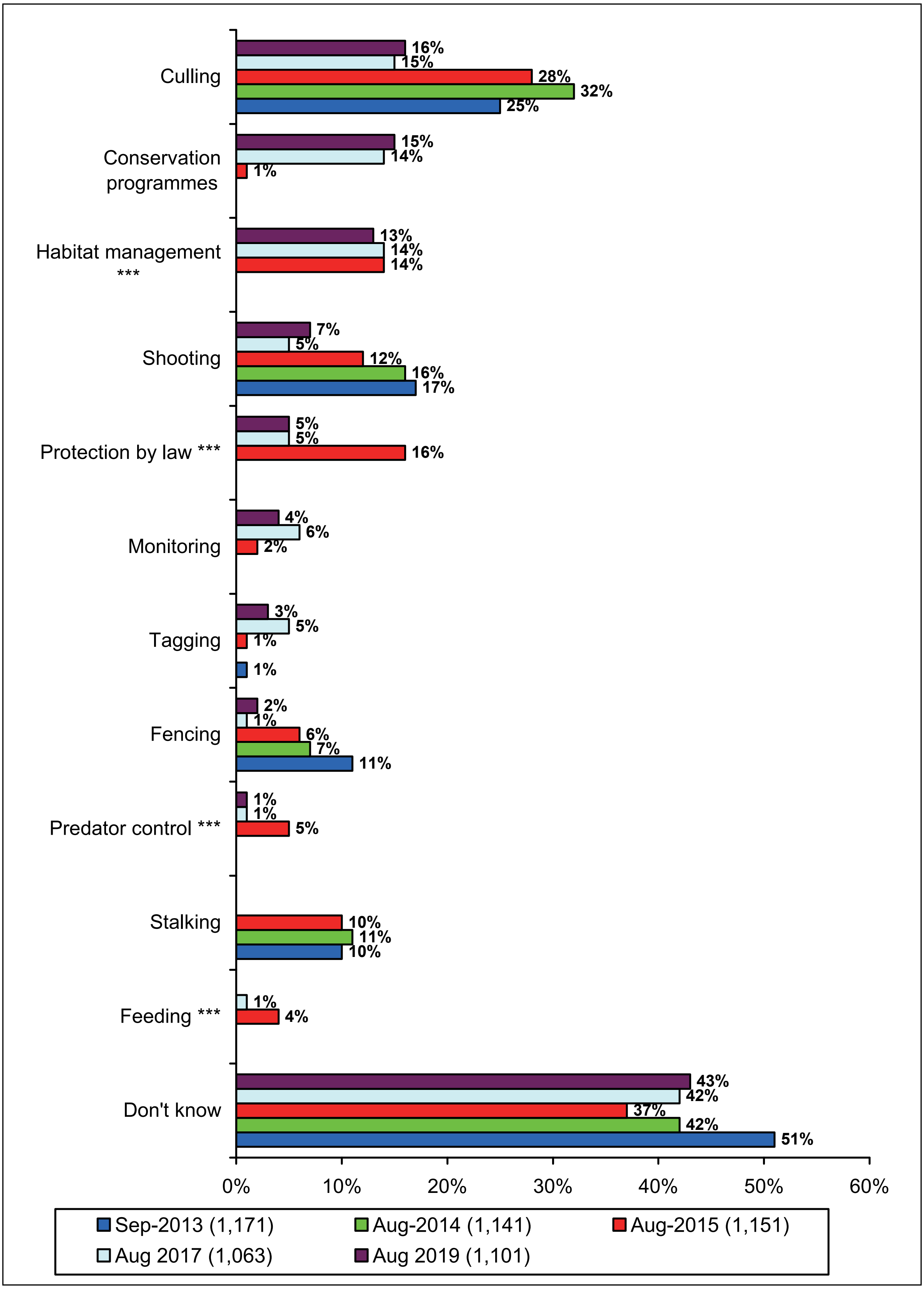


Figure 4. Methods for managing wildlife species

Source: Q3e

*** Some new codes were introduced in 2015; hence no comparisons with earlier waves

We have already noted that respondents tend to focus on the conservation or protection of species when thinking about wildlife management; only a small proportion, for instance, spontaneously refer to the contribution wildlife management makes to the Scottish economy. However, as shown in Figure 5, when asked specifically about its contribution (e.g. for tourism or field sports), 75% of respondents agreed to some extent that Scotland's wildlife makes an important contribution (only 2% of respondents disagreed). This figure is similar to 2017 although it is still slightly lower than in the 2015, 2014 and 2013 waves of research. As in 2017, a significant minority of respondents in 2019 stated that they neither agreed nor disagreed that Scotland's wildlife makes an important contribution to the economy.

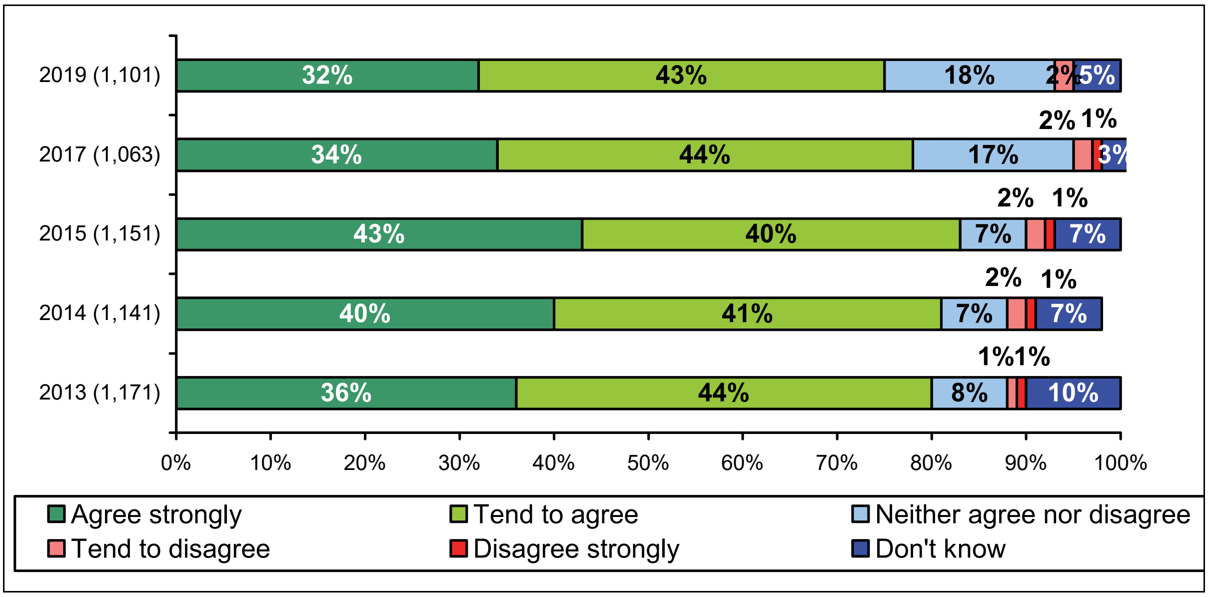


Figure 5. Level of agreement on the extent to which Scotland's wildlife makes an important contribution to the Scottish economy
Source: Q3f

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

As shown in Table 5, when prompted, the public show some appreciation of the need for wildlife management, especially when it is being undertaken to safeguard the health and welfare of species or to conserve and protect native species under threat from non-native species (in both cases, 83% of respondents agreed to some extent that this is necessary).

Respondents were less likely to agree that wildlife should be managed in order to reduce the number of road accidents (53% agreed to some extent that this is necessary) or to ensure there's a healthy deer population for stalking (44% agreed to some extent that this is necessary). The proportion of respondents agreeing with each of these statements is lower in 2019 and 2017 than in earlier waves of the research.

Table 5. 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	34	12	2	1	2	4.32
Conserve and protect our native wildlife species when it's under threat from non-native species	47	36	12	2	1	3	4.30
Conserve and protect the natural environment from damage caused by grazing, browsing, trampling and other impacts*	29	41	21	5	2	3	3.92
Conserve and protect agriculture or forestry from damage caused by grazing, browsing, trampling, predators and other impacts*	26	41	19	8	3	3	3.81
Reduce the number of road accidents caused by deer	18	35	28	10	4	4	3.56
Ensure there is a healthy deer population for stalking	17	27	28	13	11	4	3.26

Source: Q4
Base: 1,101
*Slight wording changes introduced in 2019.
Average scores in Tables 5 and 6 are calculated by scoring the raw survey data (excluding 'Don't know' responses) on a scale of 1- 5. 'Agree strongly' responses are scored 5, 'Tend to agree' are scored 4, 'Neither/nor' are scored 3, 'Tend to disagree' are scored 2 and 'Disagree strongly' are scored 1.

The mean scores for this and previous waves are shown in Table 6 below.

Table 6. Attitudes to wildlife management: Average scores

Overall	Ave Sep 2013	Ave Aug 2014	Ave Aug 2015	Ave Aug 2017	Ave Aug 2019
Safeguard the health and welfare of wildlife	N/A	N/A	4.44	4.36	4.32
Conserve and protect our native wildlife species when it's under threat from non-native species	4.25	4.32	4.24	4.30	4.30
Conserve and protect the natural environment from damage caused by grazing, browsing, trampling and other impacts*	3.95	4.04	3.93	3.88	3.92
Conserve and protect agriculture or forestry from damage caused by grazing, browsing, trampling, predators and other impacts*	3.89	3.99	3.87	3.80	3.81
Reduce the number of road accidents caused by deer	3.78	3.85	3.77	3.56	3.56
Ensure there is a healthy deer population for stalking	3.73	3.49	3.44	3.19	3.26

Source: Q4
*Slight wording changes introduced in 2019.

Overall, the data from these questions suggest that the public's understanding of wildlife management continues to be relatively superficial. As such, there is an on-going need for SNH to provide information to the general public about why and how wildlife management is undertaken.

3.2 Biodiversity

3.2.1 Awareness of biodiversity

SNH plays a key role 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 agree with.

As shown in Figure 6, the findings in this wave of the SNO are similar to those of 2017, with a small increase in the number of respondents believing there will be less variety of life ***in the UK*** over the next fifty years (71% in 2019, compared to 70% in 2017, 62% in 2015 and 61% in 2014), and 10% believing there will be more variety of life. A fifth of respondents in 2019 believe there will be no change in the variety of life in the UK over the next fifty years (20%).

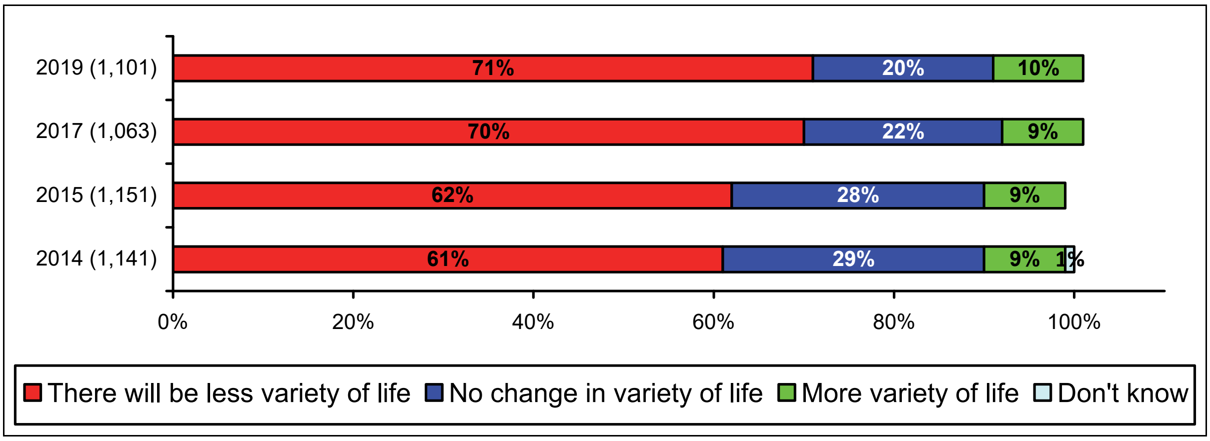


Figure 6. Agreement with statements on biodiversity loss in the UK over the next fifty years
Source: Q7a

When we consider views on ***Scotland*** specifically, the figures are broadly similar (see Figure 7), with a slight increase since 2017 in the proportion of respondents agreeing there will be less variety of life in Scotland over the next fifty years (up to 65% in 2019, from 63% in 2017, 58% in 2015 and 57% in 2014).

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

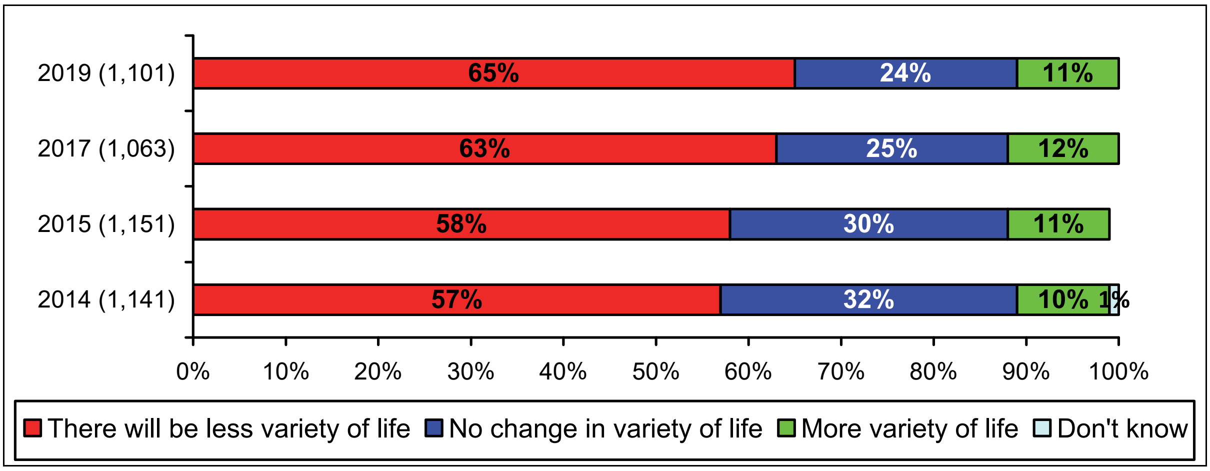


Figure 7. Agreement with statements on biodiversity loss in Scotland over the next fifty years
Source: Q7b

There were few significant differences across population sub-groups in 2019.

3.2.2 Attitudes to biodiversity

In each wave of the SNO, respondents are asked to indicate their level of engagement with biodiversity. 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 7, most respondents stated that they are interested in biodiversity or the variety of life (63%) and that they are concerned about its loss in Scotland (71%). Fewer feel that Scotland's biodiversity or variety of life is relevant to them personally (54%). Only a minority, however, are 'very interested' (23%), 'very concerned' (33%) or feel the subject to be 'very relevant' to them personally (19%).

Table 7. Attitudes to biodiversity

	Very %	Slightly %	Neither %	Not very %	Not at all %	Don't Know %
How INTERESTED are you in Scotland's biodiversity (or variety of life)?	23	40	24	7	4	2
How RELEVANT is Scotland's biodiversity (or variety of life) to you personally?	19	35	26	12	5	3
How CONCERNED are you about the loss of biodiversity (or variety of life) in Scotland?	33	38	20	4	3	2

Source: Q7c-e
Base: 1,101

The mean scores for 2019 and for previous waves of the research are shown in Table 8. The proportion of respondents engaged with biodiversity has shown some variation over time, with levels of engagement higher in the earliest waves of research (2009/10) than in more recent waves.

Table 8. 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	Ave Aug 2019
How **INTERESTED** are you in Scotland's biodiversity?	4.03	3.48	3.66	3.65	3.64	3.77	3.64	3.69	3.72
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	3.53
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	3.95

Source: Q7c-e
Average scores in Table 8 are calculated by scoring the raw survey data (excluding 'Don't know' responses) on a scale of 1- 5. 'Very interested/relevant/concerned' responses are scored 5, Slightly interested/relevant/concerned' are scored 4, 'Neither/nor' are scored 3, 'Not very interested/ relevant/ concerned are scored 2 and 'Not at all interested/relevant/concerned' are scored 1.

Population sub-group figures in waves of the SNO prior to 2017 showed that levels of engagement with biodiversity (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. However, these differences were not apparent in the 2019 or 2017 waves of research.

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.)

The findings are summarised in the following tables.

Gardening for wildlife

As Table 9 shows, nearly half of respondents claimed to be trying to do at least something to garden for wildlife (46%). This is a slight increase on the most recent previous waves of the SNO (up from 42% in 2017 and 40% in 2015). In 2019, 12% of respondents claimed to have no interest in gardening for wildlife, similar to the proportion reported in 2017 (13%) but lower than in 2015 (23%).

When we exclude respondents without a garden, there has been a very slight increase in the proportion of people trying to do at least a couple of things to garden for wildlife: up from 52% in 2015, to 53% in 2017 and 55% 2019.

Table 9. Taking actions – Gardening for wildlife

Base	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	Aug 2019 1,101
	%	%	%	%	%	%	%	%	%
Yes, I try to do everything	15	9	9	9	8	16	13	11	14
Yes, but only a couple of things	35	26	23	23	31	35	27	32	32
No, but I'd like to do something	8	16	12	9	7	8	9	20	23
No, I'm not interested	16	23	29	31	27	18	23	13	12
N/A / no garden	20	21	21	21	23	21	22	20	17
Don't know / no opinion	6	5	7	6	5	3	5	5	3

Source: Q8a

Prior to 2017, 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 something to garden for wildlife. However, there were little by way of differences in either 2017 or 2019.

Being a green consumer

As shown in Table 10, 70% of respondents stated that they try to do at least something to be a green consumer. This is similar to the proportions reported in the most recent waves of research (72% in both 2015 and 2017) but lower than in some of the earlier waves (e.g. 80% in September 2011). Only 8% of respondents stated that they have no interest in being a green consumer.

Table 10. Taking actions – Being a green consumer

Base	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	Aug 2019 1,101
	%	%	%	%	%	%	%	%	%
Yes, I try to do everything	22	13	19	12	13	21	18	20	22
Yes, but only a couple of things	58	38	40	48	57	57	54	51	48
No, but I'd like to do something	6	20	12	12	6	7	7	11	16
No, I'm not interested	10	20	17	17	19	11	16	7	8
N/A	*	1	2	1	1	1	1	4	3
Don't know / no opinion	4	9	11	10	5	3	4	6	4

Source: Q8b
* 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. However, there were few differences across population sub-groups in 2017 and 2019.

Volunteering

As shown in Table 11, 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 2017 and 2019 (up from 21% to 23%). There has also been a small increase in the proportion of respondents claiming they would like to do something by way of volunteering (up from 30% in 2017 to 35% in 2019). The proportion of respondents doing some sort of volunteering or indicating that they would be interested in volunteering is higher in 2019 than in any previous wave of the SNO. There has been a corresponding decrease in the proportion of respondents claiming to have no interest at all in volunteering (down from 43% in 2015 to 21% in both 2017 and 2019).

Table 11. Taking actions – Volunteering

Base	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	Aug 2019 1,101
	%	%	%	%	%	%	%	%	%
Yes, I try to do everything	2	1	4	3	3	4	4	5	6
Yes, but only a couple of things	11	9	9	12	16	14	12	15	17
No, but I'd like to do something	26	16	17	11	11	20	19	30	35
No, I'm not interested	42	55	48	52	52	44	43	21	21
N/A	3	2	4	2	2	4	5	22	17
Don't know / no opinion	16	17	17	20	16	14	17	7	4

Source: Q8c

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 for the environment. People aged under 65 were more likely than older age groups to say they would like to do something to volunteer.

Being a green traveller

The proportion of respondents claiming to be doing something to be a green traveller (65% in 2019) is similar to the proportions reported in 2017 and 2015 (66% in both years), although this is still one of the highest levels seen in recent years (Figure 12).

Table 12. Taking actions – Being a green traveller

Base	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	Aug 2019 1,101
	%	%	%	%	%	%	%	%	%
Yes, I try to do everything	23	9	16	10	12	19	20	23	24
Yes, but only a couple of things	42	32	35	34	52	51	46	43	42
No, but I'd like to do something	7	15	14	11	6	10	7	11	12
No, I'm not interested	16	28	20	23	19	14	20	11	13
N/A	1	2	4	1	1	1	1	6	7
Don't know / no opinion	12	14	13	20	10	5	5	5	3

Source: Q8d

There were few differences across population sub-groups.

In summary, a majority of respondents claimed to be taking active steps to be green consumers (70%) or green travellers (65%). Almost half claimed to be gardening for wildlife (46%) and almost a quarter volunteered for the environment (23%). Only 15% of respondents claimed to do all four activities; just under a quarter (24%) claimed to do three activities; just over a quarter (28%) claimed to do two activities and 15% did only one activity. These figures are very much in line with those seen in the two previous waves 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 2019, 11% of respondents stated that they were members of an organisation which helps to look after wildlife or the natural environment. This figure has remained relatively constant (within the range 10% to 13%) since the question was added to the SNO in 2013.

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 added to the survey in 2014.

In 2019, 25% of respondents stated that they had signed a conservation petition or participated in a campaign in the previous 12 months, the same as the proportion reported in 2017 but higher than in 2015 (14%) and 2014 (10%). (Figure 8).

In terms of their participation in conservation petitions or campaigns, 8% of respondents reported that their involvement had been around a local issue, 11% around a national Scottish issue, 11% around a UK-wide issue and 7% around an international issue. These proportions are similar to the figures from 2017 but around double the level seen in the 2015 SNO.

Just over half of respondents 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 (55%). This is similar to the proportion reported in previous waves of the SNO. Only 13% of respondents stated that they were not interested in signing a conservation petition or participating in a campaign, similar to 2017 (14%) but significantly lower than in 2015 (30%) and 2014 (29%).

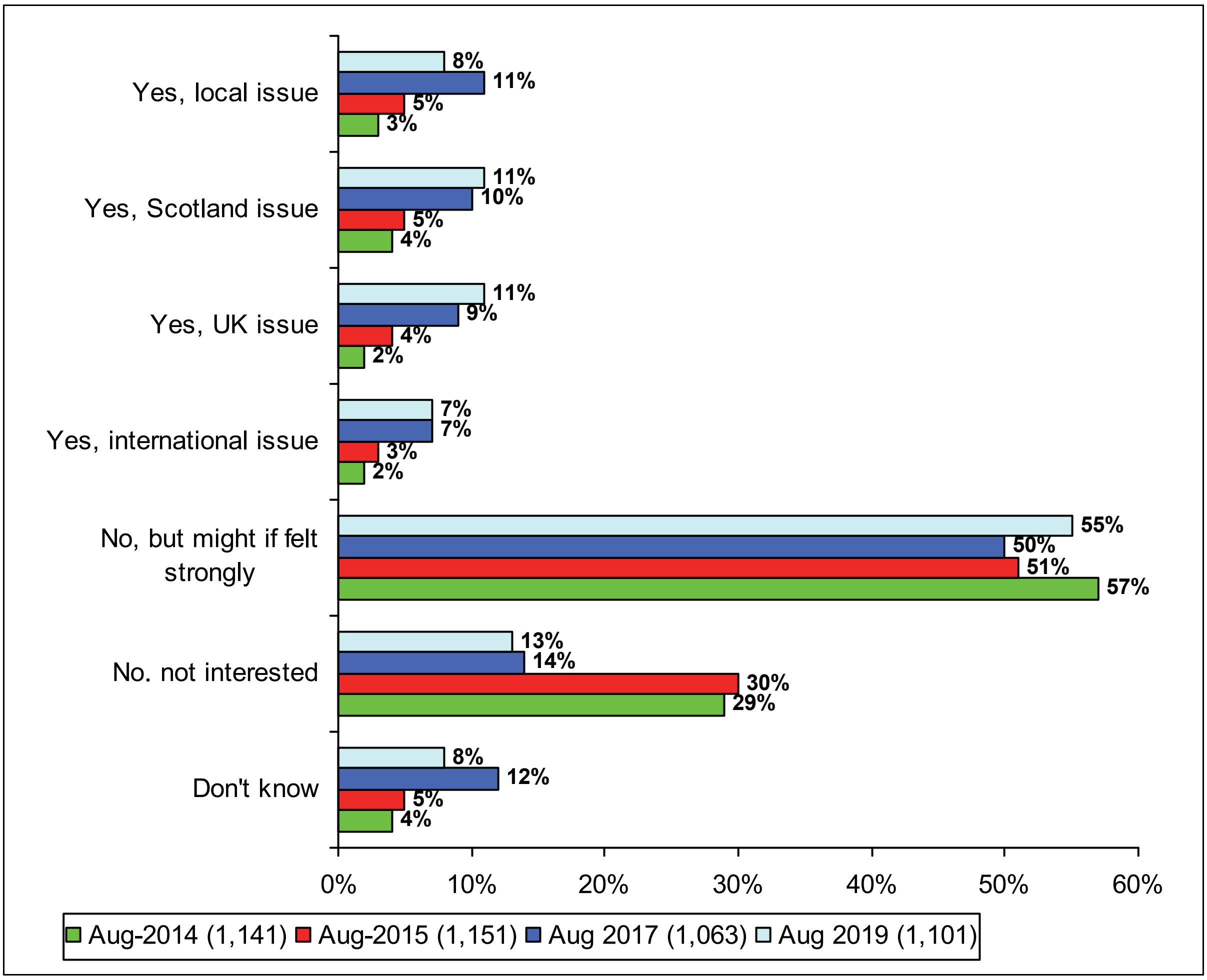


Figure 8. Involvement in petitions / campaigns in the last 12 months
Source: Q10

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
- Watching a programme on TV about wildlife / the natural environment (new to the 2019 survey)

Figure 9 overleaf shows that the most popular of these activities in 2019 was watching a nature programme on TV (54% of respondents). The level of participation in the other activities shown in Figure 9 is similar to previous waves of the SNO, with 31% of respondents watching wildlife in its natural environment in Scotland, followed by smaller proportions birdwatching in Scotland (10%) or watching wildlife in wildlife parks or other managed environments in Scotland (18%).

Around a quarter of respondents had not participated in any of these activities (26%).

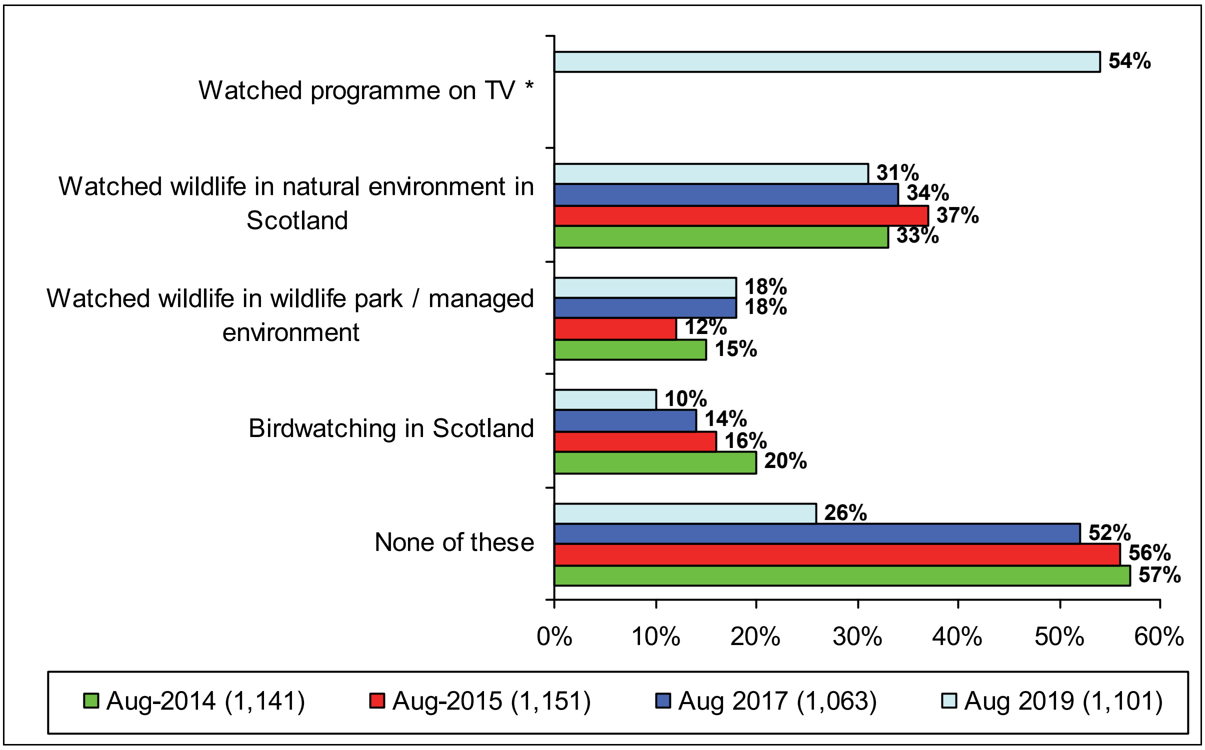


Figure 9. Participation in activities in the last 12 months
Source: Q11
* This option was introduced in 2019

In previous waves of the SNO, the highest levels of participation in each of these activities were found among those who were working or who were 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 were little by way of any differences in either the 2017 or 2019 waves 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 13, there has been very little change since 2017 in the proportion of respondents aware of MPAs (up from 40% to 41%). Awareness remains lower than in some of the earlier waves of research but higher than the February 2013 baseline (37%).

Table 13. Whether people are aware that Scotland has MPAs

	February 2013 (1,183) %	Septembe r 2013 (1,171) %	August 2014 (1,141) %	August 2015 (1,151) %	August 2017 (1,063) %	August 2019 (1,101) %
Yes	37	52	59	54	40	41
No	50	40	33	34	44	43
Don't know	12	8	8	12	16	16

Source: Q5b (2017 & 2019)

In 2019 MPA awareness was highest among those aged 65+ (54%), those in the AB socio-economic group (49%) and among men (48%). Awareness among people who are working (42%) or retired (43%) was higher than among those who are not working (26%) or unemployed (38%).

Respondents aware that Scotland has MPAs were asked what they believed their role to be. As shown in Figure 10, MPAs are most likely to be associated with protecting marine animals (mentioned by 26% of respondents) and protecting the sea or the sea environment (21%). Smaller proportions of respondents associated MPAs with protecting fish stocks (14%), preventing over-fishing (13%) and with no fishing/no take zones (11%).

The proportion of respondents making most of these associations is lower in 2019 and 2017 than in earlier waves of the research.

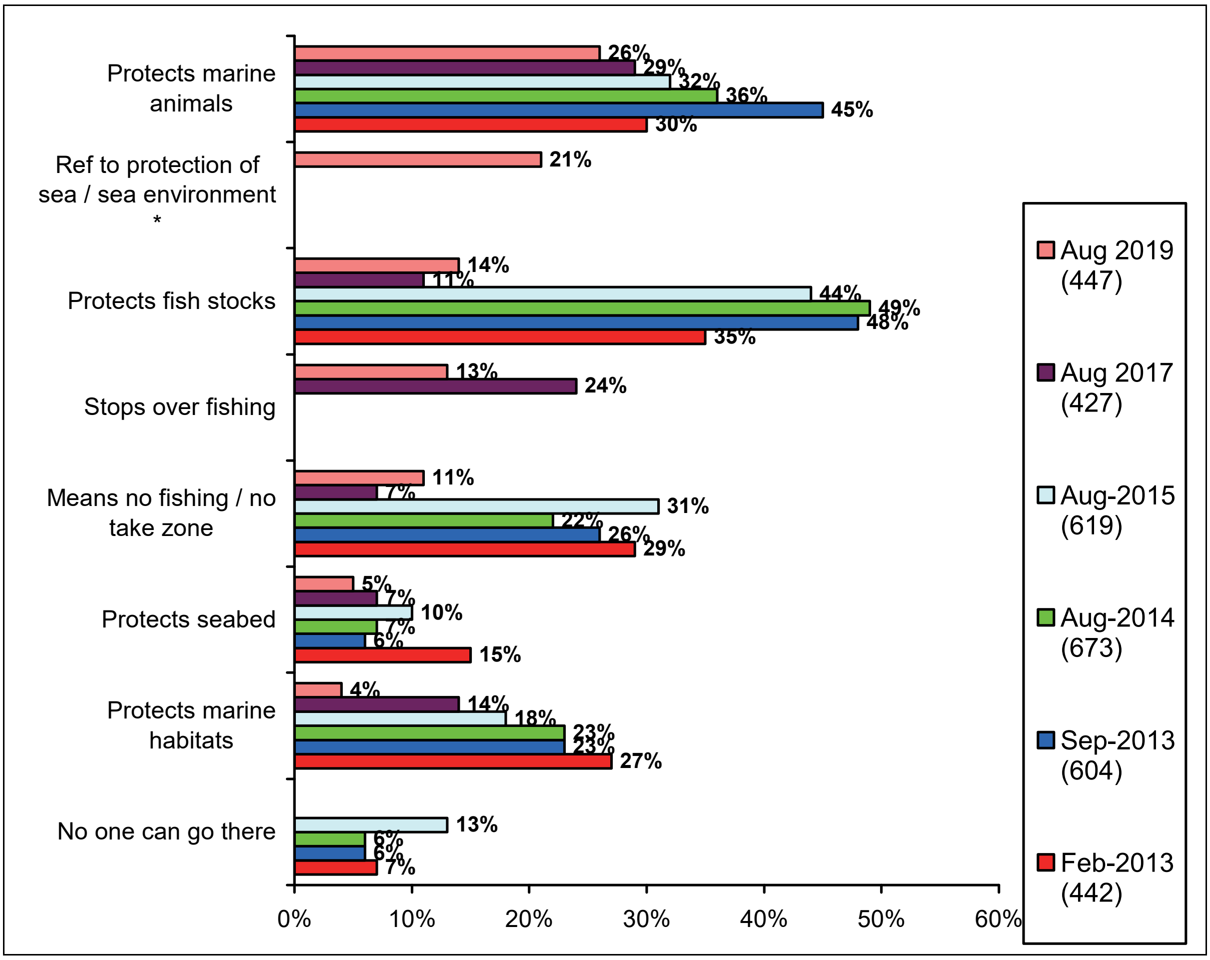


Figure 10. Understanding of the role of MPAs
Source: Q5c
Includes all responses mentioned by 4% or more of respondents in 2019
* This code was introduced in 2019

In 2019, a third of respondents agreed that Scotland's seas are well looked after (33%), similar to the proportion reported in 2017 (34%), but lower than in previous waves of research (Figure 11). Since 2015, there has been a slight increase in the proportion of respondents who disagree with this statement (up from 19% in both 2014 and 2015 to 23% in 2019) and an increase in the proportion of respondents who neither agree nor disagree, suggesting a continued lack of awareness among a significant minority of the public.

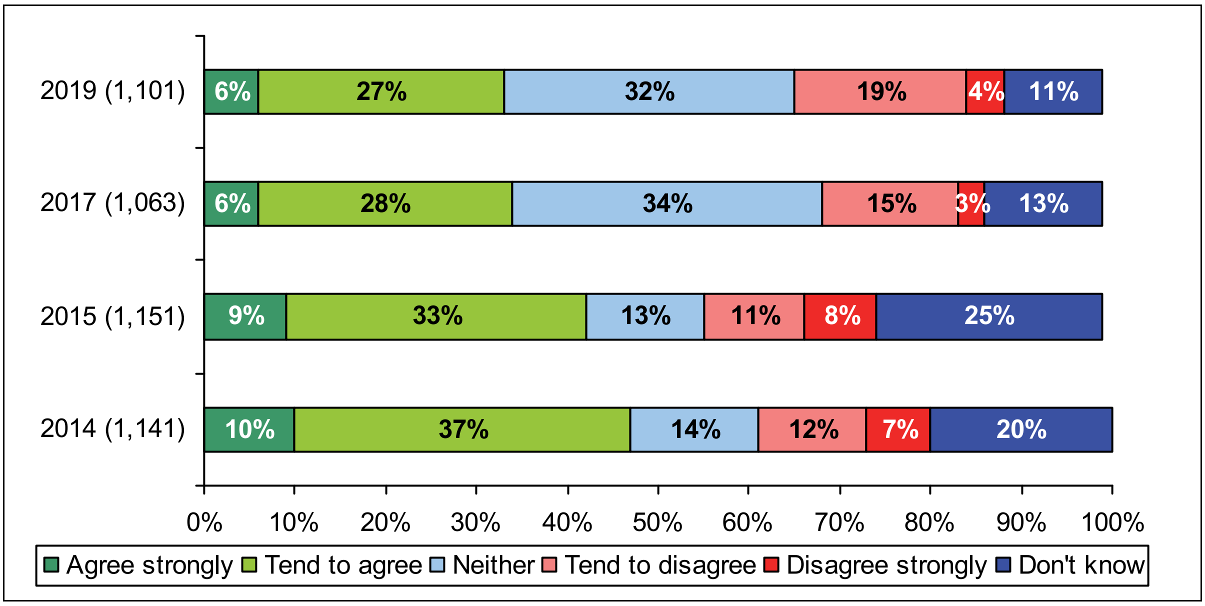


Figure 11. Level of agreement that Scotland's seas are well looked after
Source: Q5a

As in 2017, there were 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

In 2019, 41% of respondents stated that they were aware of NNRs (Figure 12). While this is similar to the level of awareness reported in 2017 (42%), it is significantly lower than in previous waves of research. The proportion of respondents giving a 'don't know' answer in 2019 and 2017 (15% and 17% respectively) is higher than in previous waves of the research (between 3-7%).

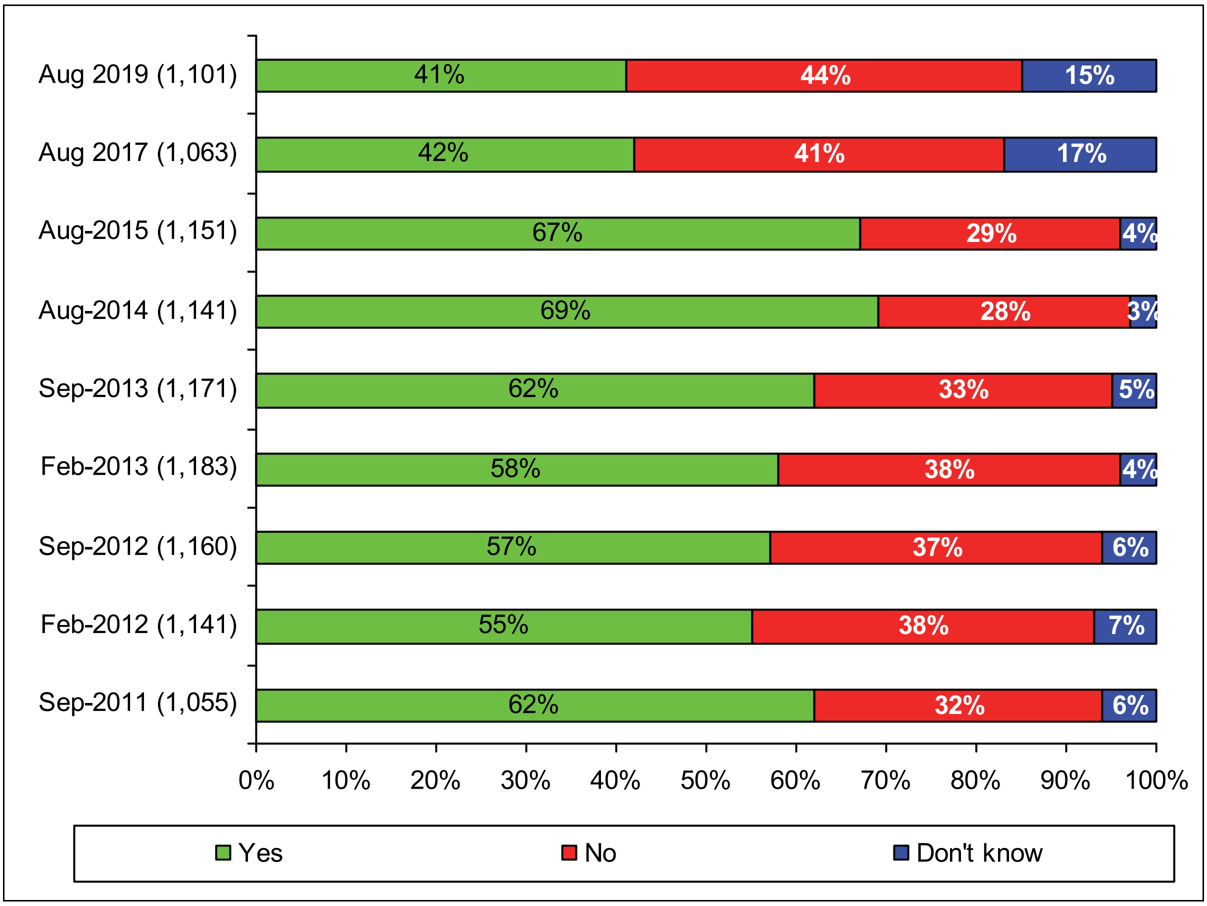


Figure 12. Have you heard of National Nature Reserves?
Source: Q6a

There were few differences in terms of awareness of NNRs across population sub-groups.

3.5.2 Scotland's National Nature Reserves logo

When prompted with a copy of the NNR logo, 28% of respondents in 2019 stated that they recognised it (Figure 13). While this is similar to the level of awareness reported in 2017 (29%), it is significantly lower than in previous waves of research.

Scotland's
National Nature
Reserves
Magical places, amazing wildlife

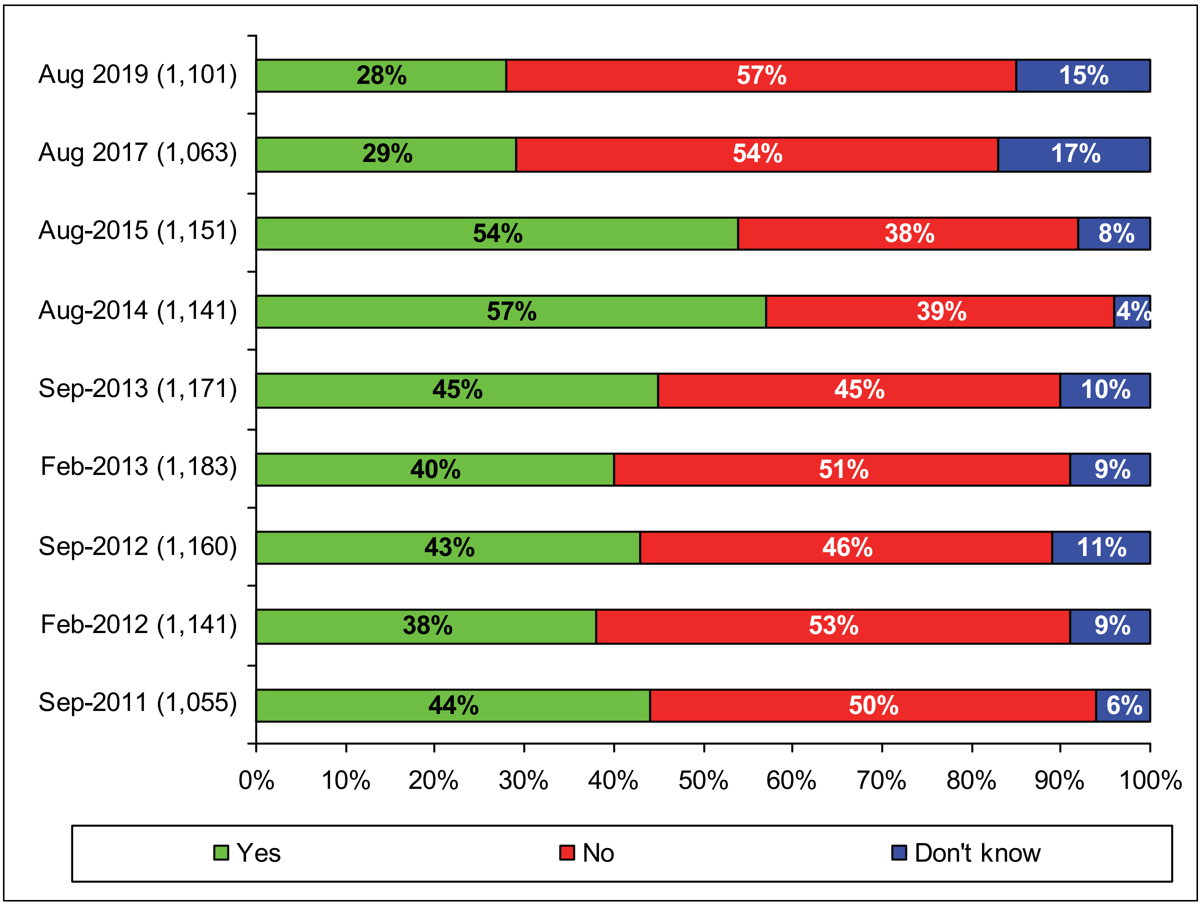


Figure 13. Recall of Scotland's National Nature Reserves logo
Source: Q6b

3.5.3 Knowledge of, and visits to, NNRs

In the early waves of the SNO, respondents were shown an NNR map and asked which of the National Nature Reserves shown on the map they had ever visited and which they had visited within the last 12 months. In the most recent six waves of research, respondents were only asked to indicate which NNRs on the map they had visited in the last 12 months.

In spite of the decline in NNR awareness reported previously, there has been a significant increase since 2015 in the proportion of respondents who (once promoted with an NNR map) believe they have actually visited an NNR (Table 14). In 2019, 54% of respondents said they had visited an NNR in the last 12 months, higher than in any previous wave of the SNO. It's possible that the shift from face to face interviewing to using an online survey in 2017 may have had some impact on these findings. Respondents may, for example, be taking more time to examine the map. It's also possible that some of those examining the map may be mis-reporting visits made to the wider area as a visit to an NNR (we know from previous waves of research that there is confusion among some respondents about the extent of NNR boundaries, in particular, in the Loch Lomond area).

In general, the incidence of visiting NNRs is lower among older people (aged 55 and over) and among people in the DE socio-economic group.

Table 14. 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 %	Aug 19 %
None	77	80	80	84	75	84	82	74	83	60	46
1	16	14	12	12	15	10	11	12	10	17	23
2	5	4	4	2	4	3	4	6	3	9	13
3	2	1	2	1	3	1	2	3	2	5	8
More than 3	1	1	3	1	3	2	2	5	2	10	11
At least one	23	20	20	16	25	16	18	26	17	40	54
A Spotlight NNR	15	16	15	14	20	13	13	20	13	N/A	44

Source: Q6c

3.5.4 Knowledge of specific NNRs

The number of respondents claiming to have visited each NNR in the last 12 months is shown in the Table 15 below. Please note that these findings will reflect to some extent the geographical location of individual respondents and also their understanding of the exact location and boundary of each NNR.

The numbers of respondents who reported visiting some of the remoter reserves are relatively low, with accessibility likely to be an influencing factor.

Table 15. NNRs visited in last 12 months

National Nature Reserve	Nos. respondents (1,101)
Northern Isles	
Hermaness	7
Noss	2
Western Isles	
St Kilda	16
Highland and Skye	
Knockan Crag	9
Loch Fleet	15
Corrieshalloch Gorge	18
Ben Wyvis	29
Beinn Eighe and Loch Maree Islands	21
Glen Affric	29
Craigellachie	26
Abernethy	43
Insh Marshes	17
Invereshie & Inshriach	12
Glenmore	48
Creag Meagaidh	7
Rum	12
Glen Roy	17
Ariundle Oakwood	12
Glencoe	164
Forsinard Flows (referred to as The Flows on the NNR map)	12
Grampian Highlands	
Forvie	16
Muir of Dinnet	18
Glen Tanar	21
St Cyrus	30
Mar Lodge Estate	20
Tayside and Fife	
Corrie Fee	16
Ben Lawers	39
Tentsmuir	52
Loch Leven	117
Isle of May	15

West Highlands	
Glasdrum Wood	7
Staffa	12
Glen Nant	13
The Great Trossachs Forest	71
Flanders Moss	15
Moine Mhor	9
Taynish	12
Loch Lomond	232
Central Belt	
Blawthorn Moss	16
Clyde Valley Woodlands	82
South of Scotland	
St Abbs Head	40
Cairnsmore of Fleet	26
Caerlaverock	36
NONE OF THE ABOVE	**509**

Source: Q6c

3.6 Awareness of Scottish Natural Heritage

In each wave of the SNO, respondents are asked which of the statements shown in Table 16 best describes their level of awareness of Scottish Natural Heritage (SNH). In 2019, 79% of respondents claimed to have heard of SNH, similar to the level reported in 2017 (78%) and the highest level of awareness reported across the time series. However, only 29% of respondents actually claimed to know what SNH does.

Table 16. Knowledge of SNH

Overall **Base**	**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** **%**	**Aug 2019 1,101** **%**
I have never heard of Scottish Natural Heritage	20	32	28	27	31	31	28	18	18
I have heard of Scottish Natural Heritage but I'm not sure what they do	42	39	43	39	39	41	46	51	49
I have heard of Scottish Natural Heritage and I know what they do	32	22	21	25	25	25	23	27	29
Don't know / Not sure	5	6	7	9	5	3	3	4	3

Source: Q1a

In 2019, those most likely to have heard of SNH and to know what the organisation actually does were men, respondents aged 35+, those working full time and those in the AB socio-economic grouping.

3.6.1 Awareness of SNH logo

In 2019, 37% of respondents, prompted with a copy of the SNH logo, said that they recognised it. This is similar to the proportion reported in 2017 (36%), but slightly lower than in earlier waves of research (Figure 14).

Scottish Natural Heritage
Dualchas Nàdair na h-Alba
nature.scot

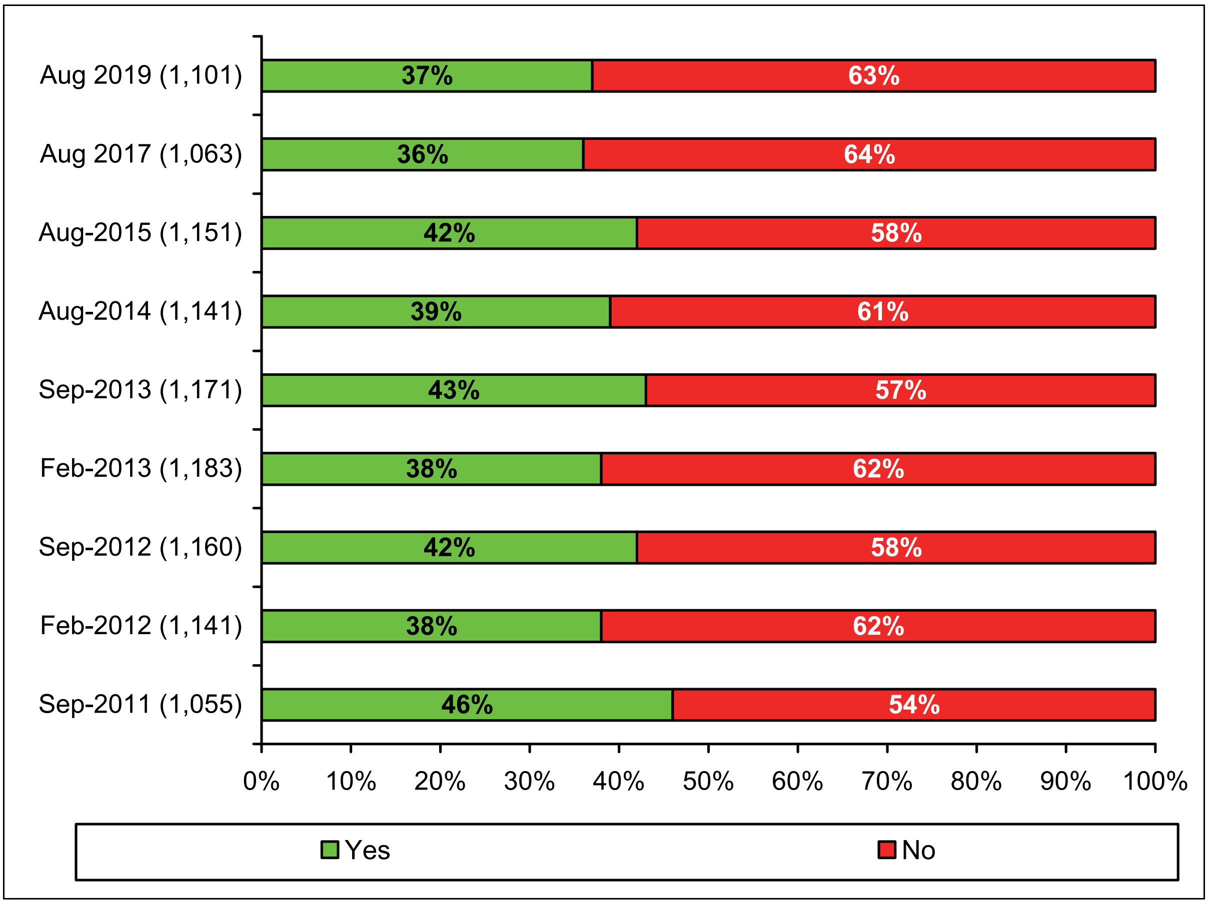


Figure 14. Whether respondents have seen the SNH logo
Source: Q1b

There were a few differences in the level of logo awareness by population sub-group with higher proportions of male respondents, those working full time and those in the AB socio-economic sub-group claiming to have seen the SNH logo.

3.6.2 Understanding of what SNH does

Table 17 shows respondents' unprompted responses when asked what they think SNH actually does.

Unprompted understanding of SNH's activities remains relatively low. In 2019, respondents were most likely to associate SNH with protecting or looking after Scotland's (natural) heritage, culture or history (mentioned by 21%) and with looking after Scotland's nature and landscapes (20%). The proportion of respondents referring (incorrectly) to SNH having a role in looking after or preserving historic buildings continues to decline (mentioned by 14% of respondents in 2019 compared to 30% in 2011).

The proportion of respondents unable to make any suggestion about what SNH does (25%) is at the same level as in 2017, and this remains lower than the previous lowest level seen in 2011 (28%).

These data suggest 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.

Table 17. Unprompted knowledge of SNH's activities

Overall Base	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 %	Aug 2019 1,101 %
Protects / looks after Scotland's heritage, culture, history	14	10	7	9	8	11	13	18	21
Looks after Scotland's nature and landscapes	8	10	8	11	13	11	14	20	20
Looks after / preserves historic buildings / museums	30	24	22	22	21	22	20	17	14
Looks after / protects the environment / countryside	18	15	11	11	12	12	10	12	8
Looks after / protects wildlife / animals / birds / habitats	14	12	12	13	20	22	25	10	8
Promotes Scotland / tourism	1	1	1	1	1	1	1	3	2
Looks after forests / woodlands	4	3	5	4	5	4	3	2	2
Other mention of protection (in general)	1	*	*	1	1	1	3	1	2
Cares for special sites / special places / designated sites	4	1	3	1	2	1	2	1	2
Educational role / teaches about natural environment	2	*	*	*	1	1	1	1	2
Positive comments re SNH ***	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2
Looks after open spaces / parks / gardens	3	4	2	3	3	3	4	2	1
Looks after plants	1	1	1	1	1	2	1	1	1
Looks after other specified natural features	1	1	*	1	1	1	1	1	1
Looks after / manages National Parks	*	1	1	1	2	1	*	1	1
Protects coastline / water / involved in MPAs**	N/A	N/A	N/A	N/A	N/A	1	1	-	1
Promotes / protects Scottish history ***	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1
Looks after / manages Nature Reserves	1	1	1	1	2	1	2	1	*
Any mention of like another organisation (e.g. National Trust)	1	2	2	1	1	1	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	25

Source: Q1c
* Denotes less than 1%
- Denotes zero respondents
** This code was introduced in 2014
*** This code was introduced in 2019
NA denotes 'Not applicable'

Figure 15 provides a summary of responses to this question to ascertain 'correct' and 'incorrect' understanding of what SNH does. The proportion of respondents correctly identifying what SNH does (32%) is at a similar level to previous waves.

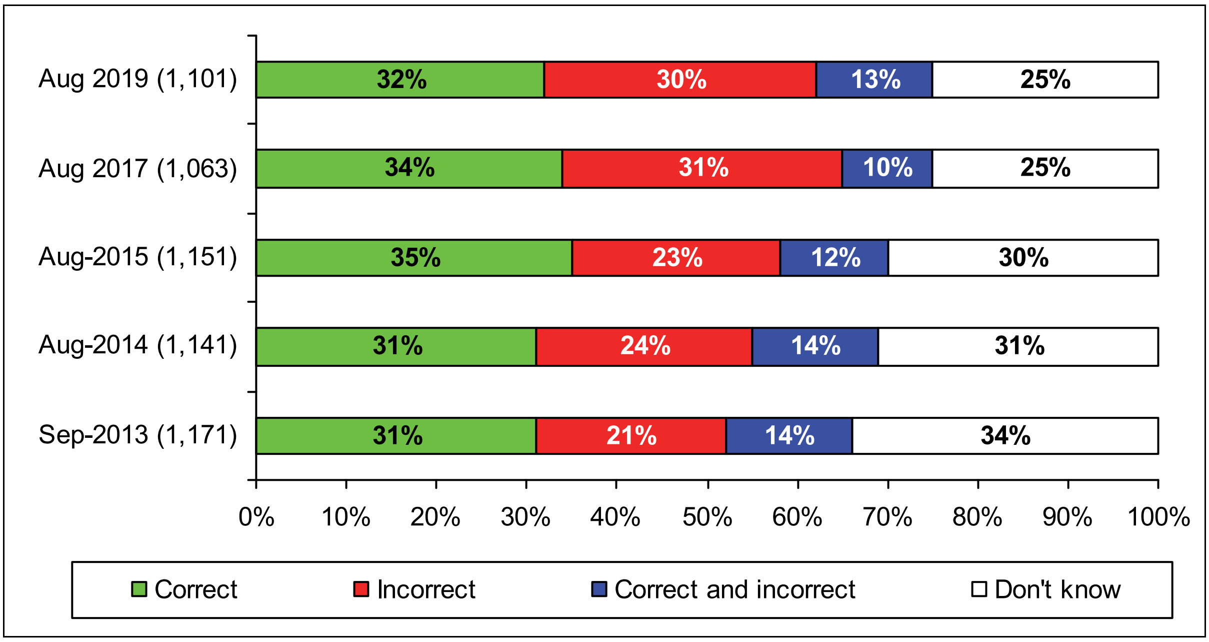


Figure 15. Defining SNH's activities
Source: Q1c

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 (62% in 2019) and very few people (around 3%) hold an unfavourable opinion (Table 18). In 2019, SNH continues to be rated less favourably than some other 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 18. Opinions of organisations

Base: 1,101	Very favourable %	Mainly Favourable %	Neither %	Mainly unfavourable %	Very unfavourable %	Don't know %
National Health Service	48	34	12	3	1	2
Historic Environment Scotland (formerly Historic Scotland)	25	40	24	4	1	7
RSPB (Scotland)	26	40	23	3	2	6
National Park Authorities	21	37	30	3	1	8
National Trust for Scotland	30	42	22	3	1	4
Scottish Natural Heritage	**24**	**38**	**27**	**2**	**1**	**8**
Scottish Forestry (formerly Forestry Commission Scotland)	22	39	29	4	*	7
SEPA	20	37	30	5	1	7
Local Authority	9	26	36	17	8	3
Scottish Government	13	24	29	16	16	2

Source: Q12
* Denotes less than 1%

The average scores for each organisation are shown in Table 19. As can be seen, ratings have remained fairly stable across each wave of the SNO, although the average scores for local authorities and the Scottish Government have declined in 2019.

Table 19. Opinions of organisations by average scores

Base	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)	Aug 19 1,101
National Health Service	4.14	4.15	4.24	4.14	4.19	4.20	4.26	4.15	4.28
Historic Environment Scotland (formerly Historic Scotland)	4.25	4.10	4.16	4.18	4.25	4.24	4.22	3.92	3.91
RSPB (Scotland)	4.27	4.10	4.13	4.16	4.22	4.28	4.20	3.91	3.91
National Park Authorities	4.13	4.01	4.05	4.09	4.17	4.14	4.11	3.79	3.81
National Trust for Scotland	4.15	4.05	4.10	4.16	4.18	4.22	4.16	3.96	4.00
Scottish Natural Heritage	**4.18**	**4.04**	**4.07**	**4.11**	**4.16**	**4.19**	**4.14**	**3.90**	**3.91**
Scottish Forestry (formerly Forestry Commission Scotland)	4.07	4.03	4.00	4.05	4.10	4.13	4.06	3.84	3.84
SEPA	3.93	3.83	3.83	3.83	3.95	3.99	3.95	3.73	3.74
Local Authority	3.19	3.32	3.35	3.31	3.36	3.44	3.49	3.16	3.11
Scottish Government	3.08	3.10	3.12	2.93	3.03	3.15	3.31	3.16	3.02

Source: Q12
Average scores in Table 19 are calculated by scoring the raw survey data (excluding 'Don't know' responses) on a scale of 1- 5. 'Very favourable' responses are scored 5, 'Mainly favourable' are scored 4, 'Neither/nor' are scored 3, 'Mainly unfavourable' are scored 2 and 'Very unfavourable' are scored 1.

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 agree or disagree with a series of statements about landscapes and landscape change in Scotland. As Figure 16 shows, over four in five respondents continued to agree to some extent that Scotland's landscapes make an important contribution to the economy (82%) and that Scotland's areas of wildland should be protected (83%). Almost three quarters (73%) felt that more effort is needed to improve the landscape around Scotland's towns and cities; and 58% of respondents agreed that Scotland's finest landscapes are well looked after.

Attitudes towards new developments and windfarms specifically are less positive. While 51% of respondents agreed that windfarms in Scotland are generally well located and designed (16% disagree with this), fewer (41%) agreed that the landscape in the places they like to visit in Scotland could accommodate more windfarms (22% disagreed), or that the landscape close to where they live could accommodate more windfarms (38% agreed and 28% disagreed). In terms of new developments, 31% agreed that Scotland's landscapes are changing for the better (26% disagreed) and 33% agreed that most new development in the countryside is having a positive impact on Scotland's landscapes (24% disagreed).

While more respondents are positive than negative across each of these statements, for some statements, large minorities of respondents choose to sit on the fence or say they neither agree nor disagree.

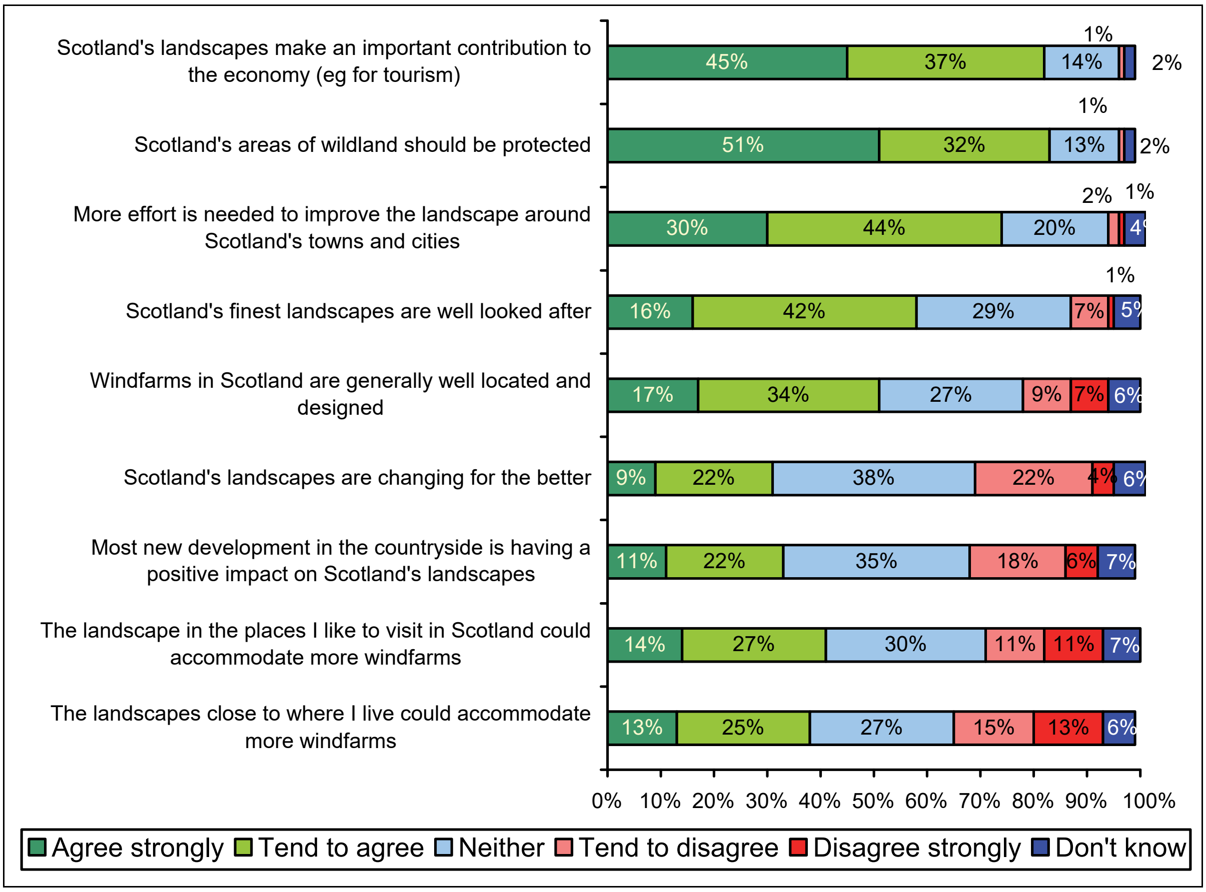


Figure 16. Level of agreement that:

Source: Q13

Base = 1,101

As in 2017, there were few differences across population sub-groups although for the statements relating to windfarms, those most positive were female, aged 44 or under, students and those living within the 15% most deprived areas in Scotland.

As shown in Table 20, the findings in 2019 were very similar to those seen in 2017.

Table 20. Level of agreement that:

Base	Aug 17 1,063	Aug 19 1,101
Scotland’s areas of wildland should be protected	4.30	4.36
Scotland’s landscapes make an important contribution to the economy (e.g. for tourism)	4.31	4.28
More effort is needed to improve the landscape around Scotland’s towns and cities	3.98	4.03
Scotland’s finest landscapes are well looked after	3.73	3.69
Windfarms in Scotland are generally well located and designed	3.34	3.48
The landscape in the places I like to visit in Scotland could accommodate more windfarms	3.09	3.23
Most new development in the countryside is having a positive impact on Scotland’s landscapes	3.16	3.14
Scotland’s landscapes are changing for the better	3.17	3.11
The landscape close to where I live could accommodate more windfarms	3.05	3.11

Source: Q13

Average scores in Table 20 are calculated by scoring the raw survey data (excluding ‘Don’t know’ responses) on a scale of 1- 5. ‘Agree strongly’ responses are scored 5, ‘Tend to agree’ are scored 4, ‘Neither/nor’ are scored 3, ‘Tend to disagree’ are scored 2 and ‘Disagree strongly’ are scored 1.

3.7.2 Rating of local landscapes

Respondents were then asked to indicate how they rate the landscape in their local area. As Figure 17 shows, around half of respondents are positive about their local landscape, with 52% rating it as either ‘very good’ or ‘good’ (down from 57% in in 2017). A further 32% rate it as fair. Only a small proportion of respondents rate their local landscape as ‘poor’ or ‘very poor’ (13%).

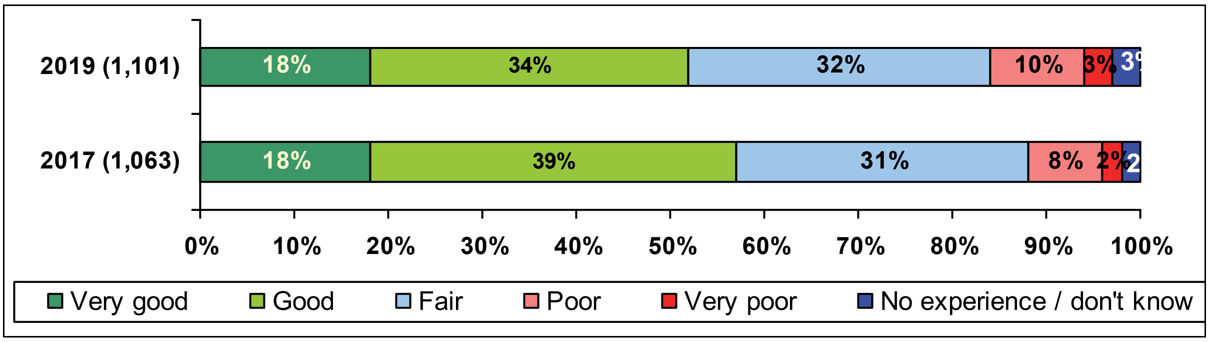


Figure 17. Rating of local landscape
Source: Q14

When population sub-group data are examined, those aged 65+, those living in more rural areas and small towns, and those living outside the 15% most deprived areas in Scotland were most positive about their local landscape.

When asked to indicate what they like about their local landscape, respondents focused on the variety of outdoor things to do and places to go (mentioned by 28%), the attractiveness of the area (21%) and the trees (8%) and other greenery (10%). (Figure 18). Around one in seven (13%) feel there is nothing in particular they like about their area.

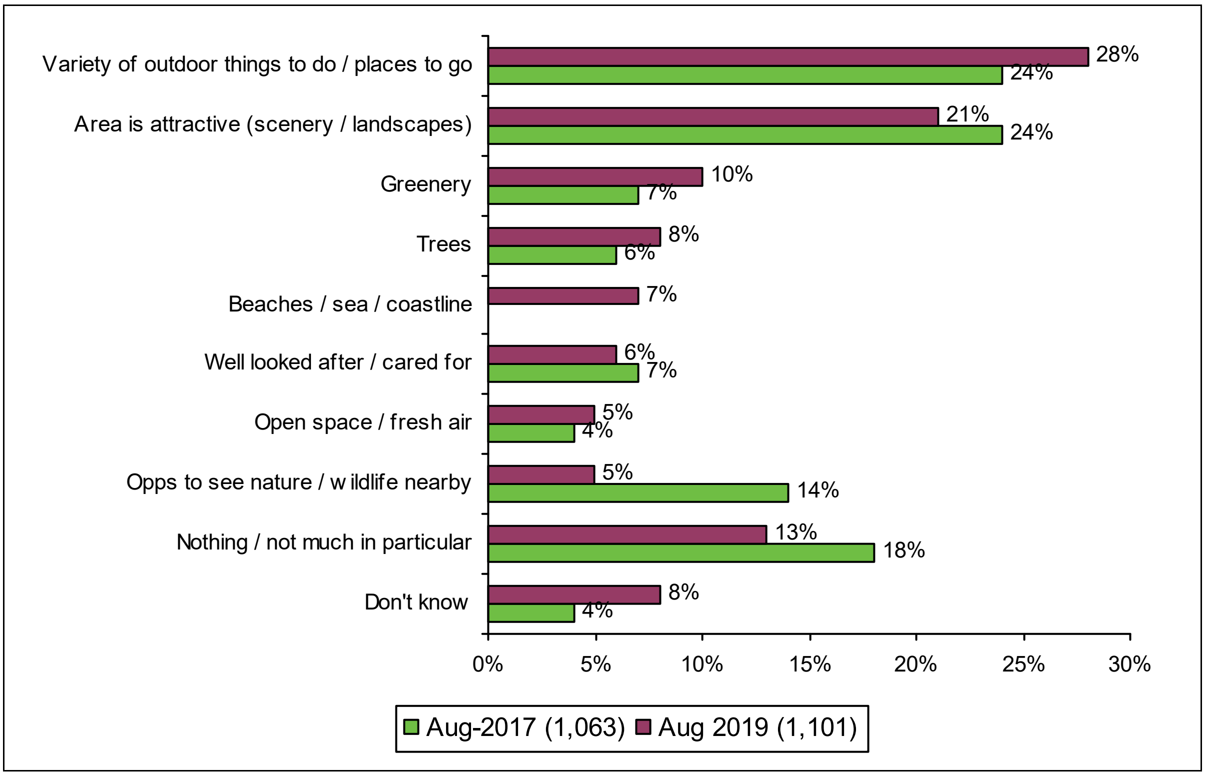


Figure 18. Elements liked about local landscape
Source: Q15a
Includes all responses mentioned by 5% or more of respondents in 2019

When asked what they dislike about their local landscape, respondents were most likely to mention that the area is not well looked after (mentioned by 27% of respondents). Smaller proportions of respondents refer to new developments that have taken place (8%), the bustle / noise / activity (7%), or that the area is unattractive (5%). Just over a quarter feel there is nothing in particular that they dislike in their local landscape (26%), down from 37% in 2017. (Figure 19).

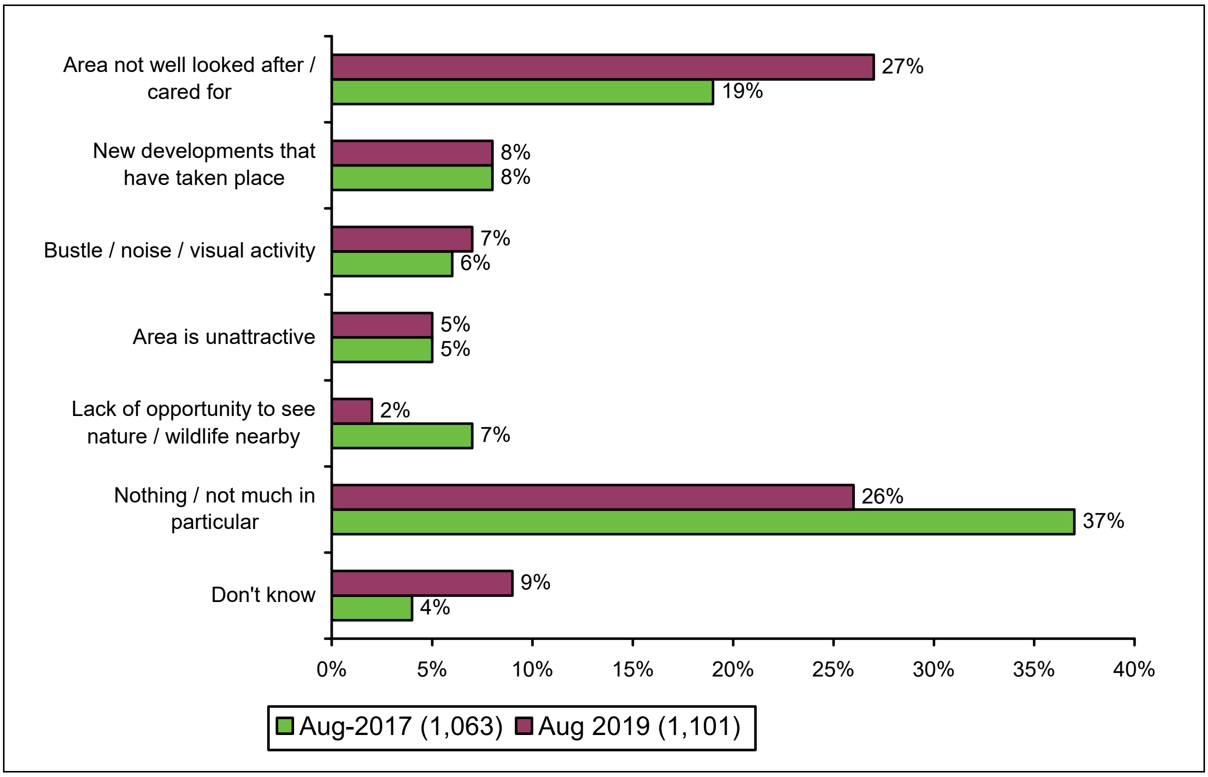


Figure 19. Elements disliked about local landscape
Source: Q15b

Respondents were also asked to indicate whether they thought the landscape of their local area has got better, stayed the same or got worse during the last three years. As in 2017, more respondents felt their local landscape has got worse (29%) than better (16%) in the last three years. Almost half of respondents (49%) feel that their local landscape has remained the same. (Figure 20).

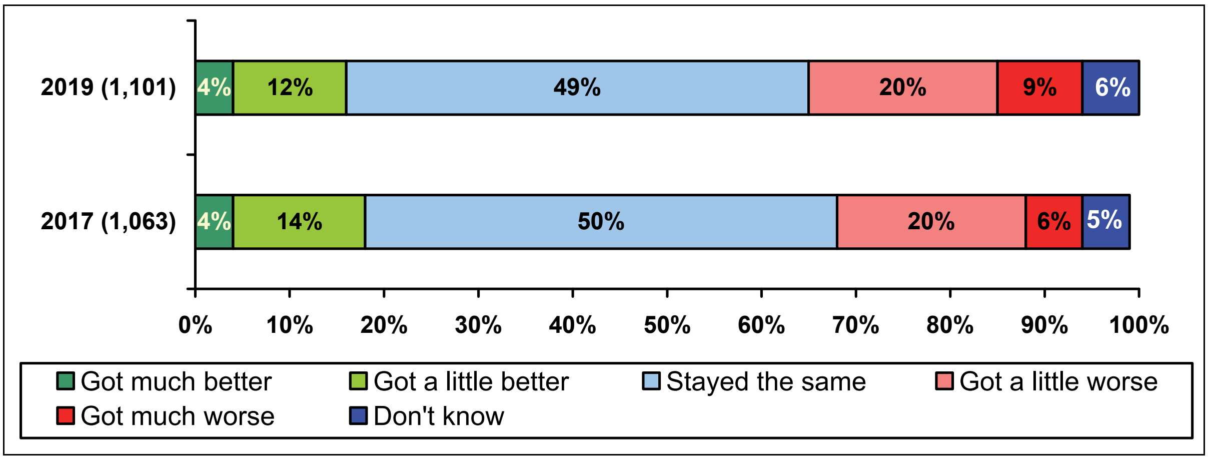


Figure 20. Changes to local landscape
Source: Q16

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

As shown in Figure 21, those who feel their local landscape has become better in the last three years are most likely to attribute this to the area being taken care of and being cleaner (mentioned by 38% in 2019), more flowers or planting (11%), more or better greenspace (9%) and better developments (9%). A small proportion also refers to having more local attractions, amenities or facilities (5%).

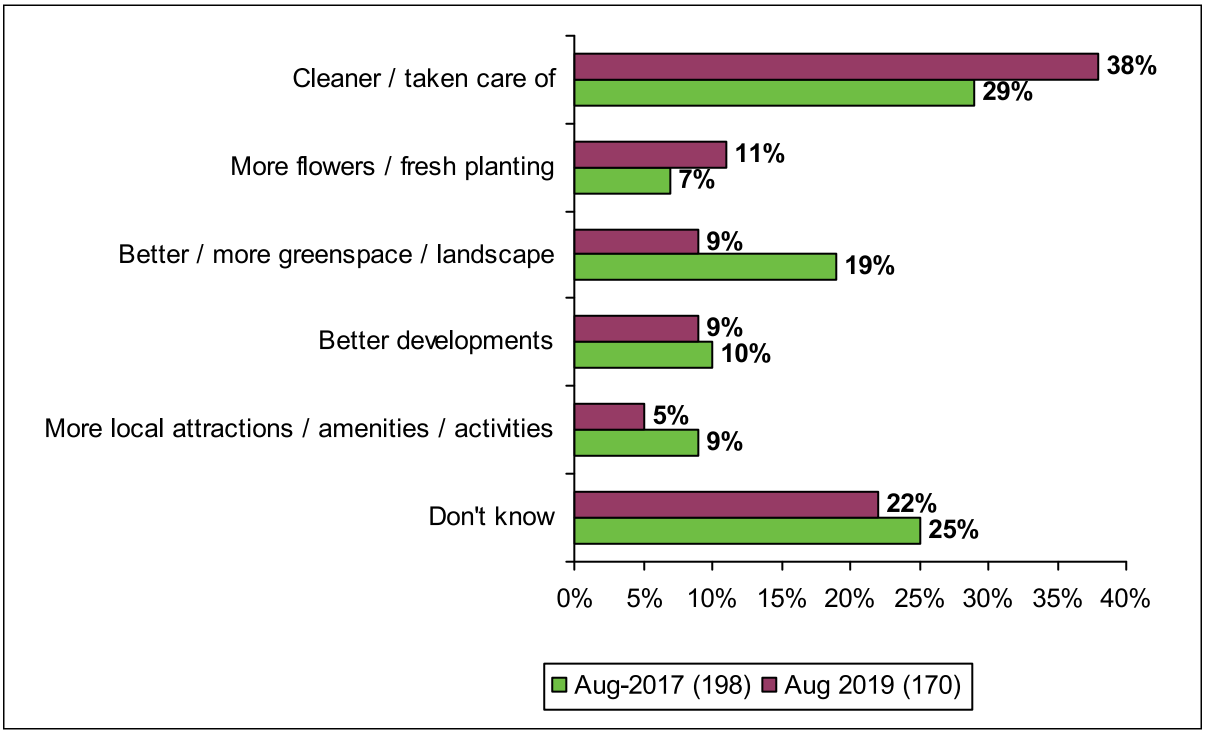


Figure 21. Reasons why local landscape is better
Source: Q16a
The chart includes all reasons mentioned by at least 5% of respondents in 2019

Those who feel their landscape has become worse in the last three years are most likely to refer to the area being run down or not looked after (mentioned by 23%), a perceived lack of interest or funding on the part of the Council (22%), the area becoming too built up (18%), there being too many new houses (14%), and more litter (13%) (Figure 22).

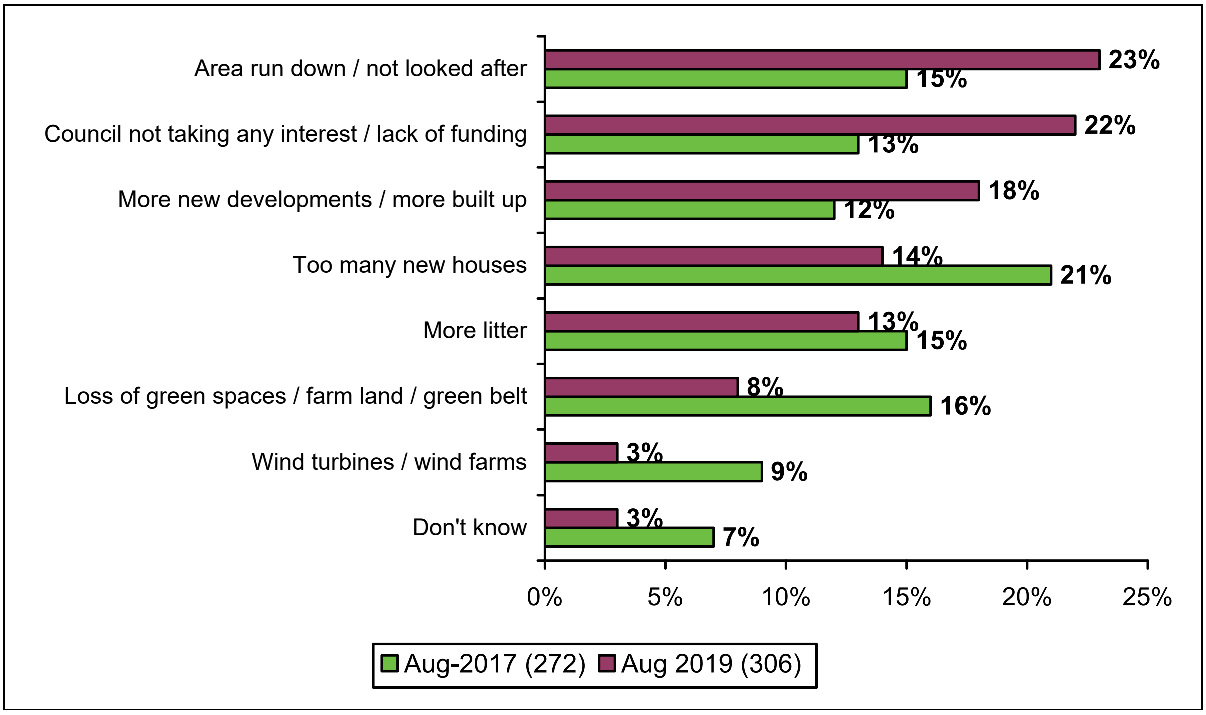


Figure 22. Reasons why local landscape is worse
Source: Q16b

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 23, 28% of respondents in 2019 (compared to 33% in 2017) felt either 'very' or quite well' informed on the subject, compared to 65% who felt 'not very' or 'not at all well' informed. People in the AB socio-economic group continue to feel most informed; in 2019, those living in small towns also felt more informed than those living in urban or rural areas.

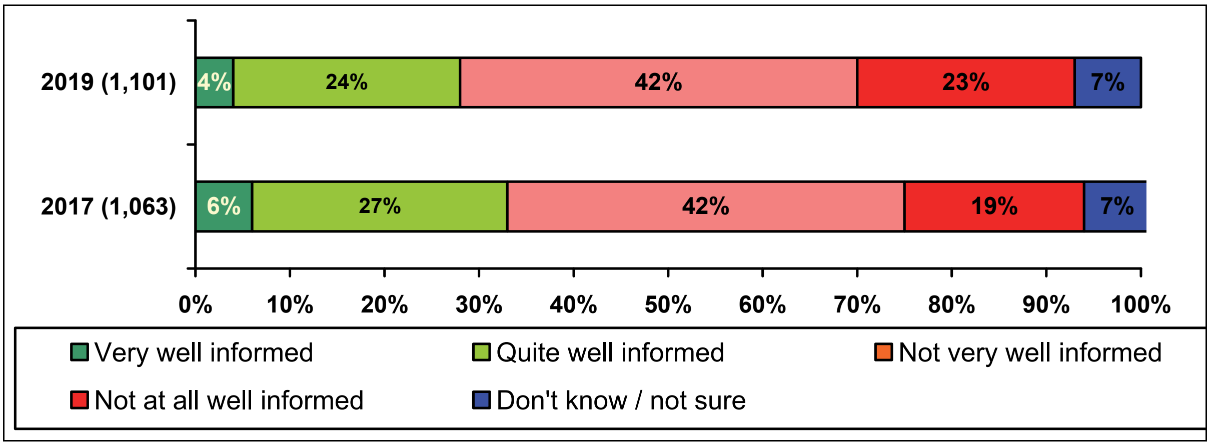


Figure 23. How well informed respondents feel about proposals which could change the landscape of their local area
Source: Q17

As shown in Figure 24, when respondents were 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 remains key (cited by 32% of respondents in 2019 and 29% in 2017); in both years a further 8% of respondents referred specifically to the local authority website. The internet is cited as a source of information by 10% of respondents in 2019 and 13% in 2017. There is limited reference to other potential sources of information such as newspapers / magazines (6%), community councils (2%) and local posters or notices (1%). These findings emphasise the need to increase awareness of possible sources of information, with 33% of respondents providing an answer of 'don't know' to this question (compared to 22% in 2017).

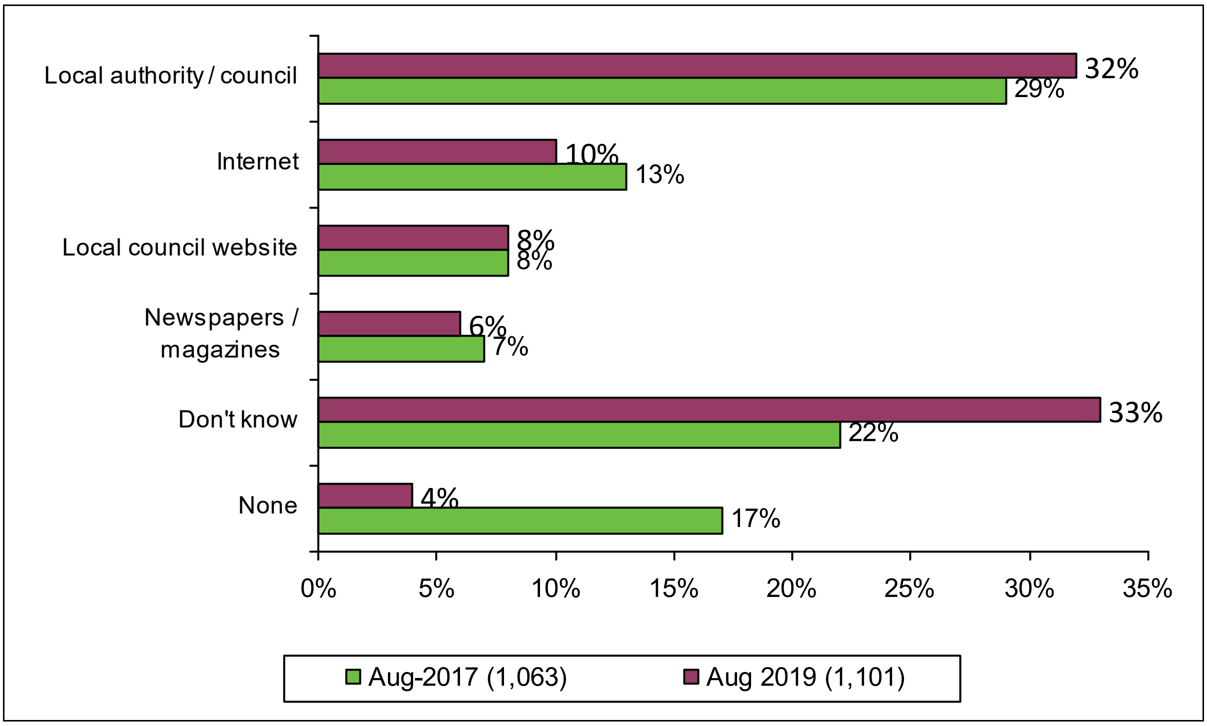


Figure 24. Sources for information on proposals which could change the landscape of the local area

Source: Q18

The chart includes all reasons mentioned by at least 6% of respondents in 2019

Higher proportions of young people gave a 'don't know' response to this question.

3.8 Countryside Rangers

In 2019, a series of new questions about Countryside Rangers in Scotland was added to the survey.

3.8.1 Awareness of Countryside Rangers

As Figure 25 shows, just over a third of respondents (38%) were aware of that Scotland has Countryside Rangers.

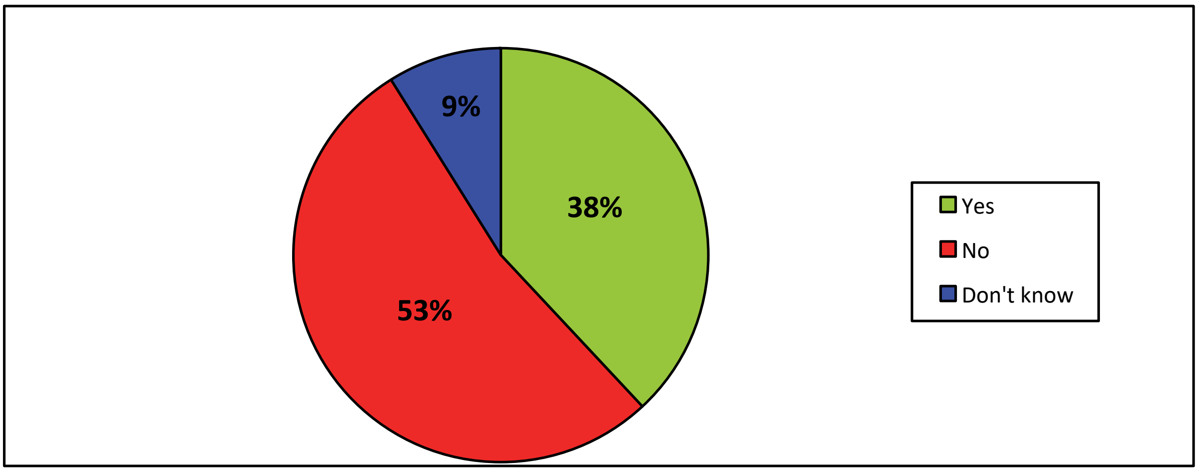


Figure 25. Awareness of Countryside Rangers
Source: Q19
Base: 1,101

When population sub-group data are examined, men, those aged 55+, those working or retired (compared to students or those not working), and those in the AB socio-economic group had higher levels of awareness.

When shown a copy of the Scottish Countryside Ranger logo, around a fifth of respondents said that they recognised it (19%).

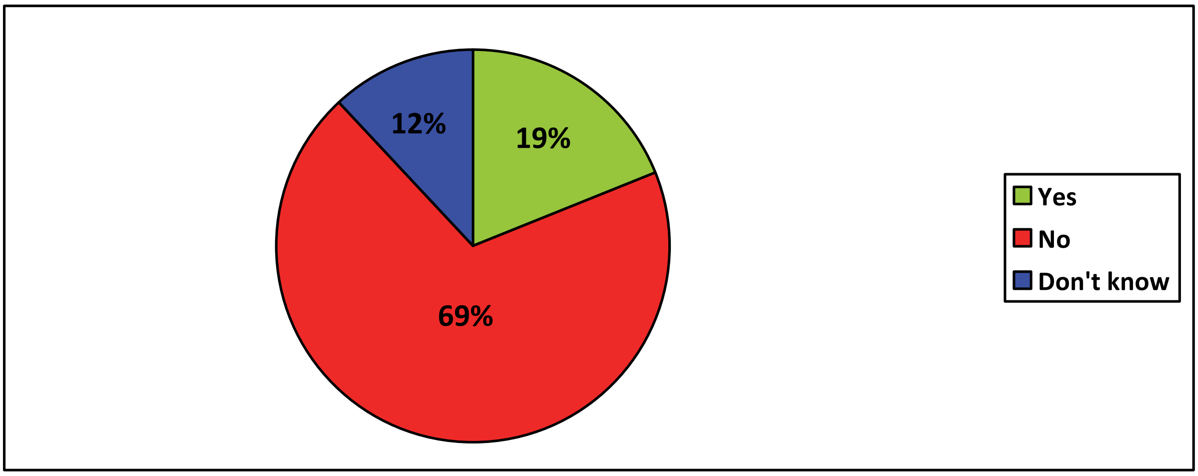


Figure 26. Awareness of Countryside Ranger logo
Source: Q20
Base: 1,101

Again, those aged 55+, those working or retired, and those in the AB socio-economic group had higher levels of awareness of the logo.

Respondents were then asked, unprompted, what they thought the role of a Countryside Ranger in Scotland is (Figure 27). Sixty three per cent made a suggestion, with the focus on protection, either of the countryside, natural landscapes and the environment (cited by 33% of respondents) or animals / wildlife and habitats (12%). Smaller proportions of respondents refer to the provision of guidance or advice for visitors or ensuring visitors obey countryside rules (9%), an educational role (6%) or the policing of parks (5%).

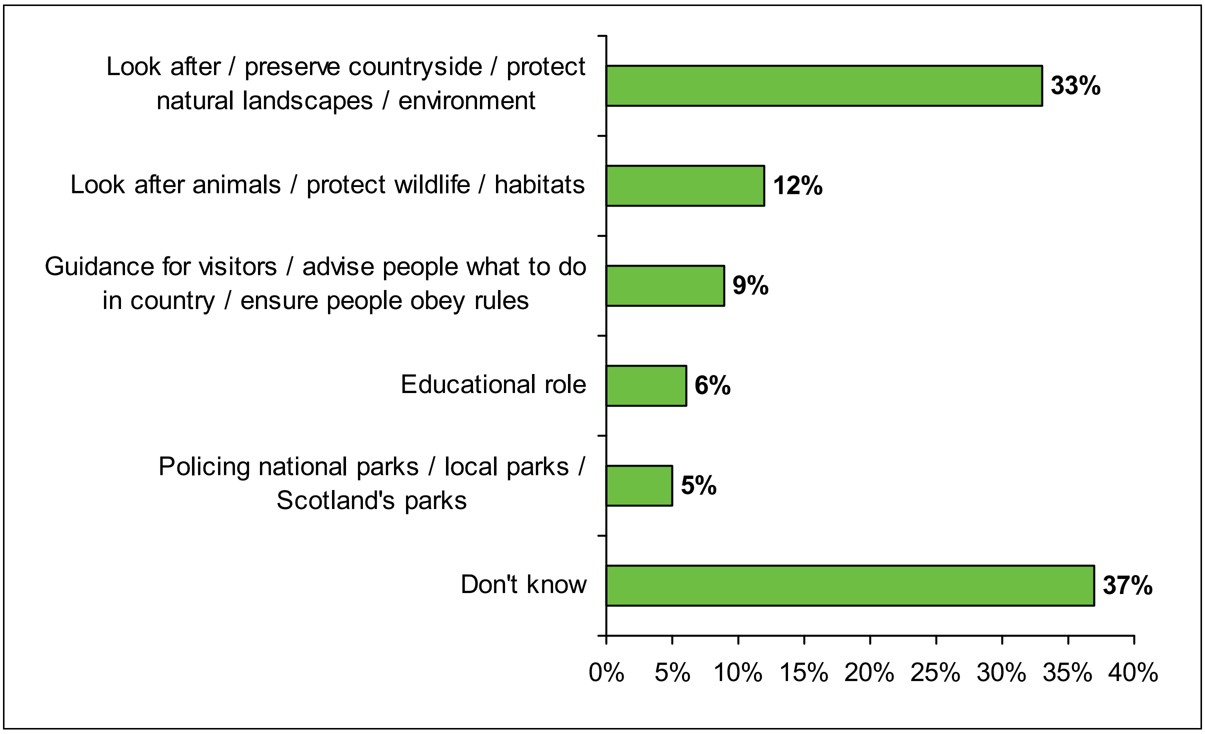


Figure 27. Perceptions of the role of a Countryside Ranger
Source: Q21
Base: 1,101
The chart includes all reasons mentioned by at least 5% of respondents

All respondents were asked to say whether they had taken part in any activities, attended any events or visited any places in Scotland within the last 12 months where Countryside Rangers were present. Figure 28 shows that only a small proportion of respondents reported recent contact with Countryside Rangers (8%). Respondents aged between 16 and 24, people in the AB and C2 social groups and members of the BME population (17%) were more likely to have had recent contact with Countryside Rangers.

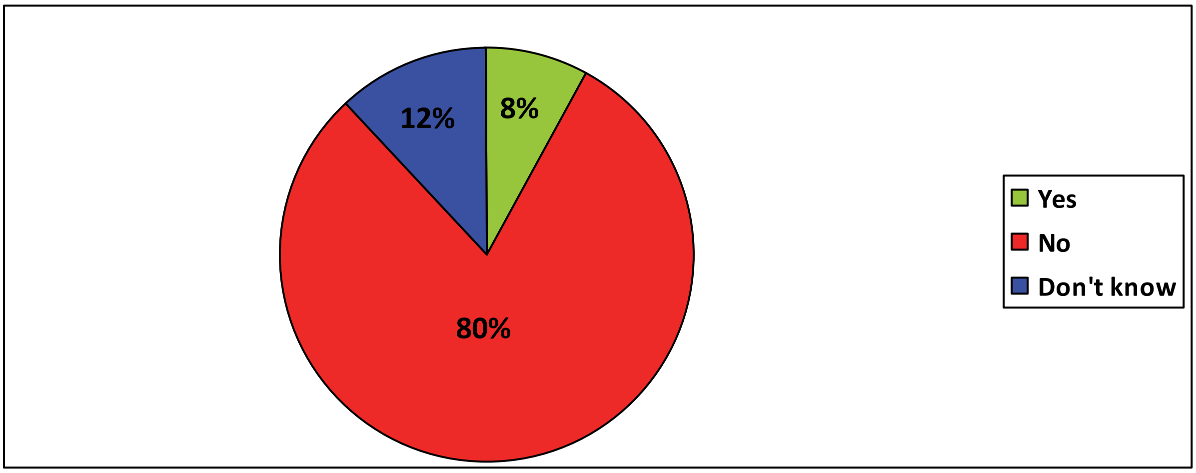


Figure 28. Participation in, attendance at, visited places where Countryside Rangers were present
Source: Q22
Base: 1,101

4. SUMMARY AND CONCLUSIONS

1. The findings from the 2019 SNO are similar to those of 2017. This includes a lower level of concern about deer; relatively low levels of understanding of how and why some wildlife species are managed; and relatively low levels of awareness of National Nature Reserves and Marine Protected Areas. Although the proportion of people anticipating biodiversity loss in Scotland continues to increase, only a minority of respondents describe themselves as 'very interested' or 'very concerned' about the subject.

2. While waves of the SNO prior to 2017 identified some population sub-groups with higher levels of awareness and involvement in the natural environment, the 2019 and 2017 surveys found relatively few population sub-group differences across most of the survey data. Where differences do exist, it tends to be individuals in the AB socio-economic group and those who are working or retired who have higher levels of awareness or involvement.

3. In terms of the wildlife associated with Scotland, deer remain most top of mind, albeit with fewer mentions in 2017 and 2019 than in previous waves of research.

4. As in previous survey years, only around a third of the population say they feel concerned about any Scottish wildlife species. In 2019, the Scottish wildcat and red squirrel were the species people felt most concerned about. The relatively small proportion of people concerned about deer are now more likely to mention a more general concern about a reduction in deer numbers rather than concerns about hunting and shooting.

5. While awareness of the concept of wildlife management remains relatively high, only a minority of individuals feel well informed about why or how wildlife in Scotland is managed. At a spontaneous level, wildlife management continues to be associated with the conservation or protection of species although, after prompting, a majority of respondents acknowledge the contribution Scottish wildlife makes to the economy (through tourism, field sports and food). These findings suggest an ongoing limited in-depth understanding and knowledge of wildlife management on the part of the general public but a broader recognition that Scottish wildlife brings economic benefits.

6. The proportion of people who anticipate biodiversity loss in Scotland over the next fifty years is increasing gradually, although the proportion professing themselves to be engaged with the subject remains relatively low (measured as a proportion of those who describe themselves as 'very interested' or 'very concerned' about biodiversity or who find the subject 'very personally relevant').

7. As in previous waves a research, a majority of respondents continue to take active steps to be green consumers (70%) or green travellers (65%); almost half (46%) claim to garden for wildlife but only a minority are involved in environmental volunteering (23%). However, most of these respondents acknowledge that they are doing only 'a couple' of things' to help rather than 'everything' they can.

8. A small minority of adults in Scotland are members of organisations that help to look after wildlife or the natural environment (11%) but a larger proportion have signed a conservation petition or participated in a conservation campaign in the last 12 months (25%).

9. Awareness of National Nature Reserves is relatively low in 2019, but once prompted with an NNR map, more than half of adults in Scotland report visiting an NNR in the last 12 months.

10. Awareness of Marine Protected Areas (MPAs) in 2019 is lower than in recent waves of research but remains higher than the baseline level of awareness reported in 2013.

11. Awareness of SNH as an organisation (79% of adults aware) is at the highest level seen across the time series although unprompted understanding of SNH's role and its specific activities remains relatively low.

12. There is recognition of the importance of Scotland's landscapes although respondents' views on new developments and windfarms remain less positive and more uncertain. A majority of respondents continue to rate their local landscape positively, although, as in 2017, a slightly higher proportion perceive their local landscape to have got worse (29%) than better (16%) over the last three years; this tends to be attributed to the area being run down or not looked after and the amount of developments that have taken place.

13. Around a third of respondents say they feel informed about proposals that could change the landscape of their local area compared to 65% who do not feel informed. If people want to find out about proposed changes to their local landscape, they remain most likely to contact their Local Authority.

14. Just over a third of respondents are aware that Scotland has Countryside Rangers, although in the last twelve months only 8% have taken part in any activities, attended any events or visited any places in Scotland where Countryside Rangers were present. Respondents are most likely to associate Countryside Rangers with protecting the countryside, environment and natural landscapes or protecting animals, wildlife and their habitats.

5. RECOMMENDATIONS

The findings from the 2019 SNO are similar to those of 2017 and the majority of recommendations are similar to those made in previous waves of research. The challenge remains one of engagement, calls to action and educating and informing the public about their role and about the natural environment generally.

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. As in 2017, this wave of the SNO has seen fewer differences between population sub-groups, which suggests 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 continue to be squeezed.

Biodiversity

This remains a matter of education, although there is growing 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. The 2019 survey was conducted at a time when there was high media coverage of Greta Thunberg and this may also help raise awareness of the need to maintain a variety of life among younger people.

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.

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 Scotland's 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 an area 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

____

- ❑ Prefer not to say

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+

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.
PLEASE TICK ONE BOX

- ❑ Higher managerial/ professional/ administrative (e.g. Established Doctor, Solicitor, Board Director in a large organisation (200+ employees), top level Civil Servant/ public service employee)
- ❑ Intermediate managerial/ professional/ administrative (e.g. newly qualified (under 3 years) Doctor, Solicitor, Board Director small organisation, middle manager in large organisation, principle officer in civil service/local government)
- ❑ Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, Salesperson, etc)
- ❑ Student
- ❑ Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, Pub/ Bar worker, etc)
- ❑ Semi or unskilled manual work (e.g. 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?

- ❑ Scottish
- ❑ English
- ❑ Welsh
- ❑ Northern Irish
- ❑ British
- ❑ Irish
- ❑ Gypsy / Traveller
- ❑ Polish
- ❑ Any other white ethnic group
- ❑ 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 Asian
- ❑ African, African Scottish or African British
- ❑ Caribbean, Caribbean Scottish or Caribbean British
- ❑ Black, Black Scottish or Black British
- ❑ Other African / Caribbean / Black
- ❑ Arab
- ❑ Other ethnic group
- ❑ 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
nature.scot

- ❑ Yes
- ❑ No

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

PLEASE WRITE IN THE BOX BELOW

SECTION 3 - WILDLIFE IN SCOTLAND

Q2a **What wildlife (land or marine) do you associate most with Scotland?**
PLEASE WRITE IN THE BOX BELOW

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

- ❑ Yes
- ❑ No
- ❑ Don't know

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

PLEASE WRITE IN THE BOX BELOW

Q2d **Why are you concerned about deer in Scotland?**

PLEASE WRITE IN THE BOX BELOW

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 <u>actively managed</u>? 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 <u>main reasons</u> for managing these wildlife species?

PLEASE WRITE IN THE BOX BELOW

Q3d How well informed do you feel about the <u>methods used to manage</u> 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 <u>methods</u> of managing these wildlife species?

PLEASE WRITE IN THE BOX BELOW

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 ...

PLEASE TICK ONE BOX ONLY FOR EACH STATEMENT

	Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree strongly	Don't know
Reduce the number of road accidents caused by wildlife	❑	❑	❑	❑	❑	❑
Conserve and protect <u>agriculture or forestry</u> from damage caused by grazing, browsing, trampling, predators and other impacts	❑	❑	❑	❑	❑	❑
Conserve and protect our native wildlife species when it's under threat from non-native species	❑	❑	❑	❑	❑	❑
Conserve and protect the <u>natural environment</u> from damage caused by grazing, browsing, trampling and other impacts	❑	❑	❑	❑	❑	❑
Ensure there is a healthy deer population for stalking	❑	❑	❑	❑	❑	❑
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?

PLEASE WRITE IN THE BOX BELOW

SECTION 5 - NATIONAL NATURE RESERVES

Q6a Have you heard of National Nature Reserves?

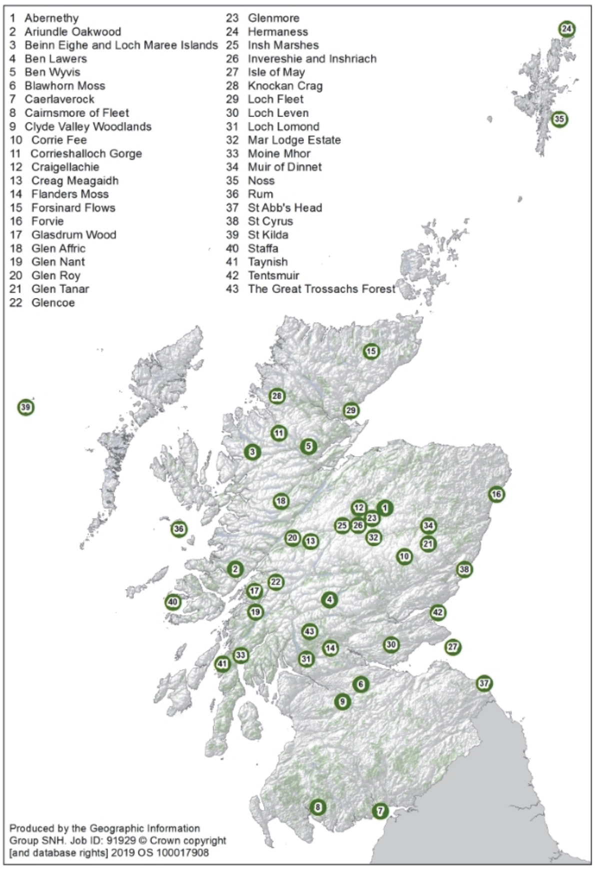
- ❑ Yes
- ❑ No
- ❑ Not sure / Don't know

Q6b Have you seen this logo?

Scotland's
National Nature
Reserves
Magical places, amazing wildlife

- ❑ Yes
- ❑ No
- ❑ Not sure / Don't know

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.



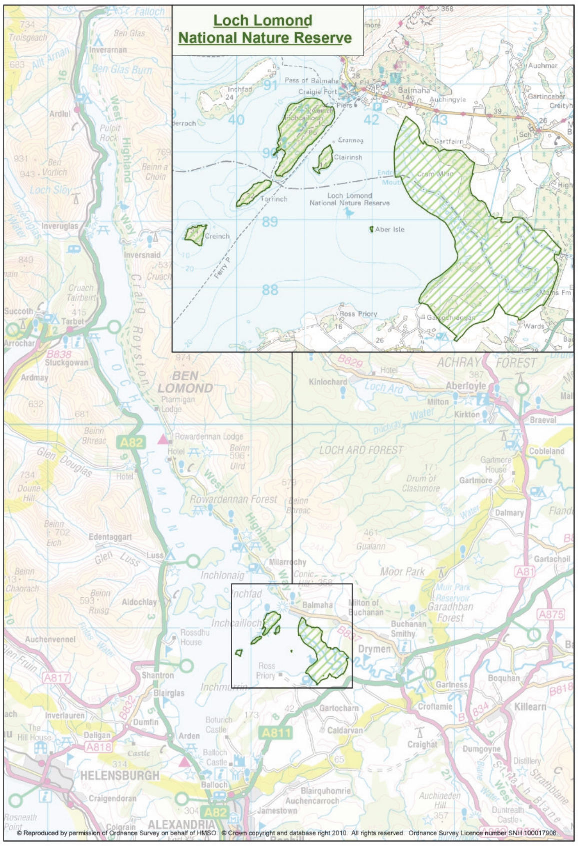
Q6c Please say which of these National Nature Reserves you have visited in the last 12 months.

PLEASE TICK ALL THAT APPLY

❑ 1. Abernethy	❑ 16. Forvie	❑ 31. Loch Lomond
❑ 2. Ariundle Oakwood	❑ 17. Glasdrum Wood	❑ 32. Mar Lodge Estate
❑ 3. Beinn Eighe and Loch Maree Islands	❑ 18. Glen Affric	❑ 33. Moine Mhor
❑ 4. Ben Lawers	❑ 19. Glen Nant	❑ 34. Muir of Dinnet
❑ 5. Ben Wyvis	❑ 20. Glen Roy	❑ 35. Noss
❑ 6. Blawhorn Moss	❑ 21. Glen Tanar	❑ 36. Rum
❑ 7. Caerlaverock	❑ 22. Glencoe	❑ 37. St Abbs Head
❑ 8. Cairnsmore of Fleet	❑ 23. Glenmore	❑ 38. St Cyrus
❑ 9. Clyde Valley Woodlands	❑ 24. Hermaness	❑ 39. St Kilda
❑ 10. Corrie Fee	❑ 25. Insh Marshes	❑ 40. Staffa

❑ 11. Corrieshalloch Gorge	❑ 26. Invereshie and Inshriach	❑ 41. Taynish
❑ 12. Craigellachie	❑ 27. Isle of May	❑ 42. Tentsmuir
❑ 13. Creag Meagaidh	❑ 28. Knochan Crag	❑ 43. The Great Trossachs Forest
❑ 14. Flanders Moss	❑ 29. Loch Fleet	❑ **NONE OF THE ABOVE**
❑ 15. Forsinard Flows	❑ 30. Loch Leven	

Q6d You indicated that you have visited the Loch Lomond National Nature Reserve. Please could you look at this map and confirm that you have visited the shaded area



- ❑ I have visited the shaded area
- ❑ I have not visited the shaded 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 (e.g. let wild flowers grow in the garden, use peat free compost, 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 (e.g. no garden)
- ❑ Don't know / no opinion

Q8b Please could you indicate whether you have been a green consumer (e.g. 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 (e.g. don't make purchases)
- ❑ Don't know / no opinion

Q8c Please could you indicate whether you have volunteered to help the environment (e.g. 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 (e.g. not able to help)
- ❑ Don't know / no opinion

Q8d Please could you indicate whether you have been a green traveller (e.g. 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 (e.g. don't travel)
- ❑ Don't know / 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
- ❑ Watched a programme on TV about wildlife / the natural environment
- ❑ None of these

SECTION 8 - VIEWS ON OTHER ORGANISATIONS

Q12 How favourable or unfavourable is your opinion of the following organisations?

	Very favourable	Mainly favourable	Neither / Nor	Mainly unfavourable	Very unfavourable	Don't know / No opinion
The National Health Service	❑	❑	❑	❑	❑	❑
The National Trust for Scotland	❑	❑	❑	❑	❑	❑
Scottish Natural Heritage	❑	❑	❑	❑	❑	❑
Scottish Forestry (formerly Forestry Commission Scotland)	❑	❑	❑	❑	❑	❑
The Scottish Government	❑	❑	❑	❑	❑	❑
Scottish Environment Protection Agency (SEPA)	❑	❑	❑	❑	❑	❑
RSPB Scotland	❑	❑	❑	❑	❑	❑
Historic Environment Scotland (formerly Historic Scotland)	❑	❑	❑	❑	❑	❑
National Park Authorities	❑	❑	❑	❑	❑	❑
Your local authority	❑	❑	❑	❑	❑	❑

SECTION 9 - 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?

PLEASE TICK ONE BOX ONLY FOR EACH STATEMENT

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

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

PLEASE WRITE IN THE BOX BELOW

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

PLEASE WRITE IN THE BOX BELOW

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

PLEASE WRITE IN THE BOX BELOW

Q16 b **Why do you say that the landscape of your local area has got worse?**

PLEASE WRITE IN THE BOX BELOW

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?**

PLEASE WRITE IN THE BOX BELOW

Q19 **Are you aware that Scotland has Countryside Rangers?**

❑ Yes
❑ No
❑ Not sure / don't know

Q20 **Have you ever seen the Scottish Countryside Ranger logo?**

RANGER SERVICE

❑ Yes
❑ No
❑ Not sure / don't know

Q21 What do you think the role of a Countryside Ranger in Scotland is?

PLEASE WRITE IN THE BOX BELOW

Q22 In the last 12 months have you taken part in any activities, attended any events or visited any places in Scotland where Countryside Rangers were present?

- ❑ Yes
- ❑ No
- ❑ Not sure / don't know

Thank you for completing this questionnaire.

Please press the submit button below to let us know your views and get your reward points.

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