

Biodiversity Involvement and Awareness 2009

ECRR Forum – Presentation of Findings
13th May 2009



Background

- SBS vision → by 2030 Scotland will be a world leader in biodiversity conservation
- Key SBS objective “to increase awareness, understanding and enjoyment of biodiversity, and engage many more people in conservation and enhancement”
- Scottish Biodiversity Committee responsible for improving public awareness and involvement with biodiversity
- So → accurate measurement needed of current attitudes towards and engagement with biodiversity
- Progressive undertook this baseline measurement



Research Objectives


To establish current baseline levels of awareness and involvement in Scotland towards biodiversity amongst the specific audience

Detailed research objectives:

- Definition of biodiversity
- Levels of interest / relevance / concern with the loss of biodiversity
- Current levels of involvement and engagement with biodiversity
- Reasons behind lack of engagement
- How well informed are the public, what are their sources
- Monitor progress E1 – Attitudes to Biodiversity indicators
- Establish a wider range of key engagement indicators



Methodology

- Quantitative methodology → 10-minute telephone interviews
- Nationally representative sample of Scottish adult population
→ 1006 telephone interviews
- Boost sample of SNH's Carers and Doers segment
→ 104 telephone interviews
- Telephone interviews completed 16th January to 3rd February 2009
- All research projects are performed in accordance with ISO 20252 guidelines, IQCS guidelines and the Market Research Society's Code of Conduct
- Significant differences are highlighted with 



Sample Demographics

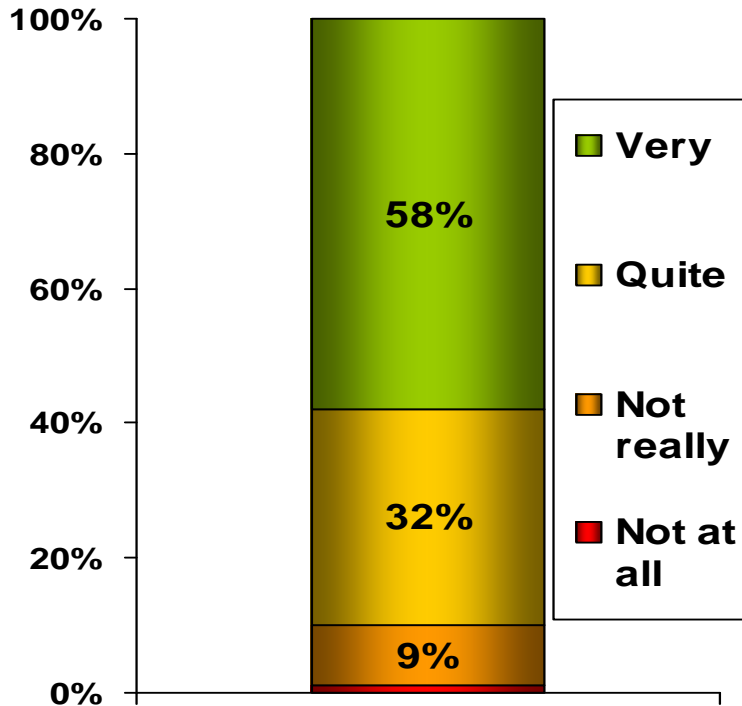
Gender	Total	Boost	Area	Total	Boost	Children at home	Total	Boost
Male	48%	39%	Central	6%	7%	Yes	27%	7%
Female	52%	61%	Dumfries	3%	1%	No	73%	93%
Age			Fife	7%	11%	Age of children		
18-24	9%	2%	Grampian	8%	7%	0 to 5	49%	29%
25-34	19%	1%	Highlands & Islands	8%	9%	6 to 11	41%	29%
35-44	20%	9%	Lothian & Borders	17%	13%	12 to 16	38%	57%
45-54	17%	13%	Strathclyde	44%	48%	Usual mode of transport		
55-64	14%	35%	Tayside	7%	5%	Walk	41%	51%
65-74	15%	29%	SEG			Car/Van	75%	67%
75+	5%	11%	AB	17%	20%	Bus	23%	37%
Area			C1	34%	29%	Train	5%	9%
Urban	59%	60%	C2	21%	13%	Bicycle	4%	-
Rural	41%	40%	DE	26%	36%	Motorcycle / Scooter	-	1%
			Refused	2%	3%	Other	3%	2%
Base	1006	102	Base	1006	102	Base	1006	102

Main sample – nationally representative
 Boost sample – random fall out of Carers Doers

Carer / Doer Segmentation

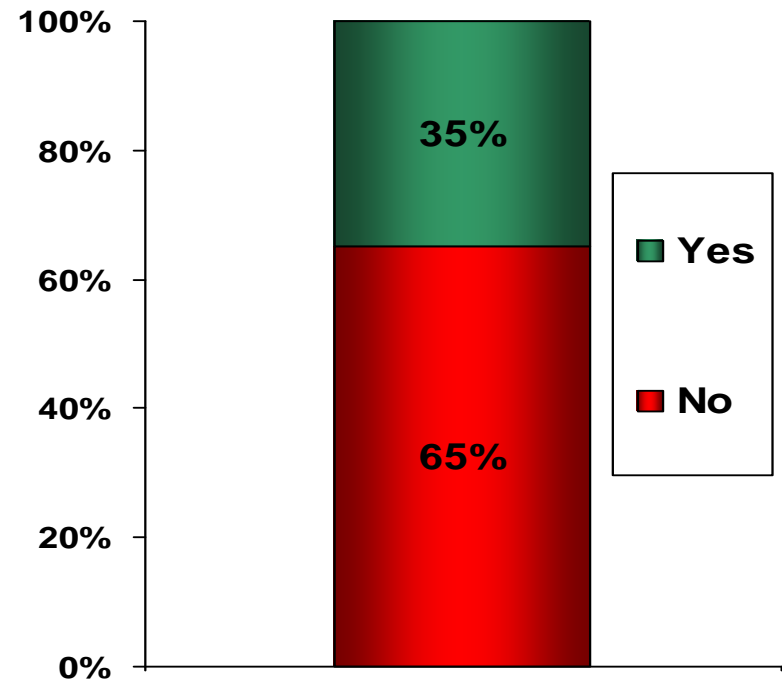


Importance of Scotland's natural environment to everyday life



Increases with age – 55+ significantly more likely to say very important

Involved in looking after the natural environment?



Increase of 10% from 2006
 No demographic differences

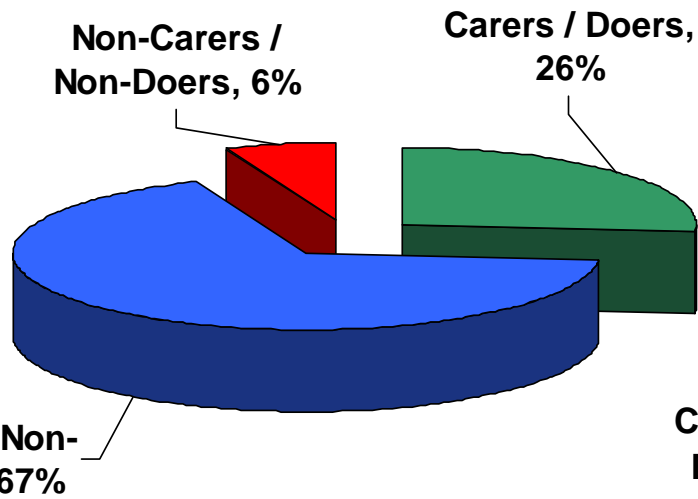
Base: Total sample: 1,006

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

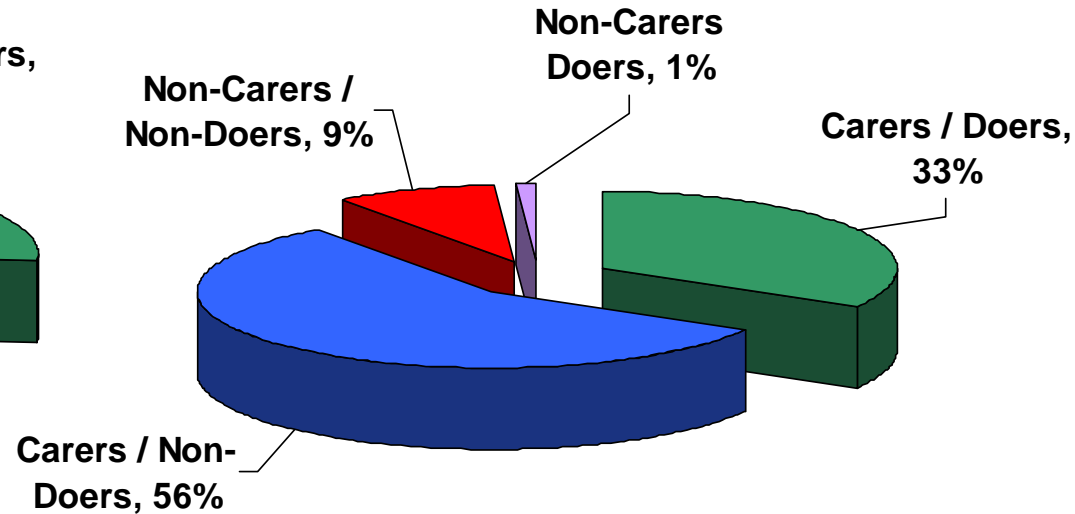
SQ2 – And are you actively involved in looking after the natural environment in any way?

Carer / Doer Segmentation

2006 Key Messages Survey



2009 Biodiversity Survey



Significant increase in Carers Doers segment
Non-Carers Non-Doers segment also increased

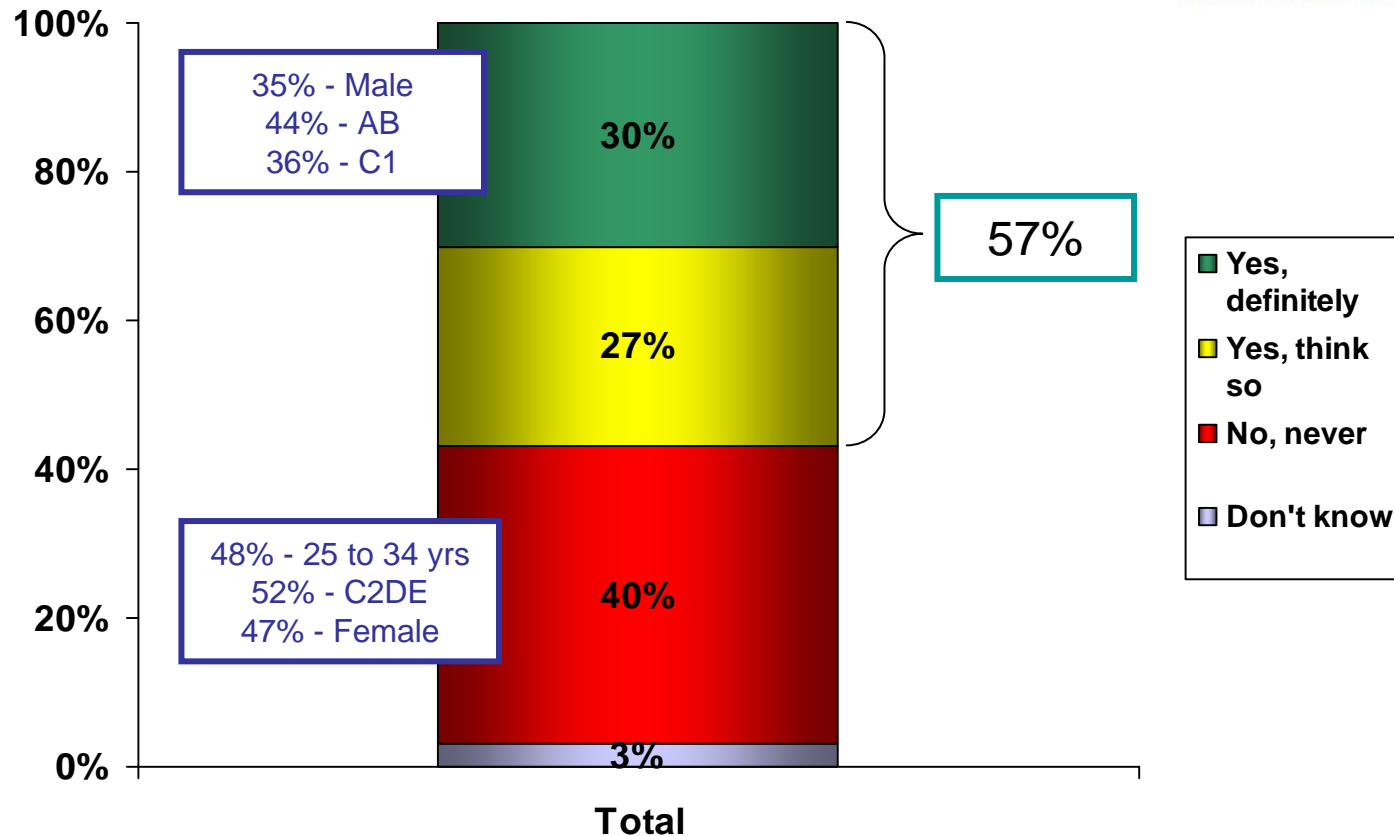
Interestingly, although only 1%, a new segment has emerged
→ Non-Carers Doers the natural environment is not important to them, but they do take action to preserve it



Awareness of Biodiversity



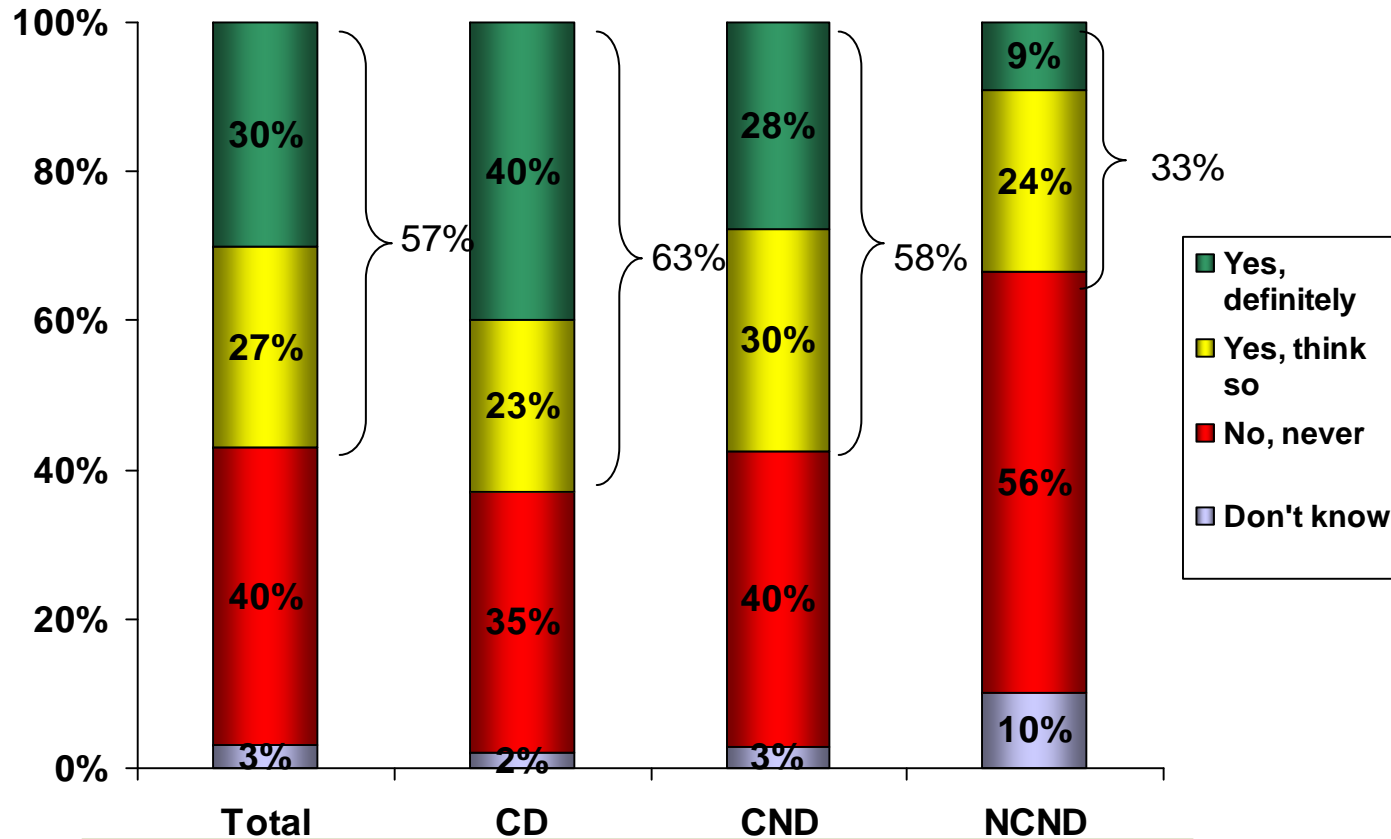
Spontaneous Awareness



Spontaneously over half are aware of biodiversity
 Males, ABC1s and Carers Doers more likely to say
 they have definitely heard of the term



Spontaneous Awareness



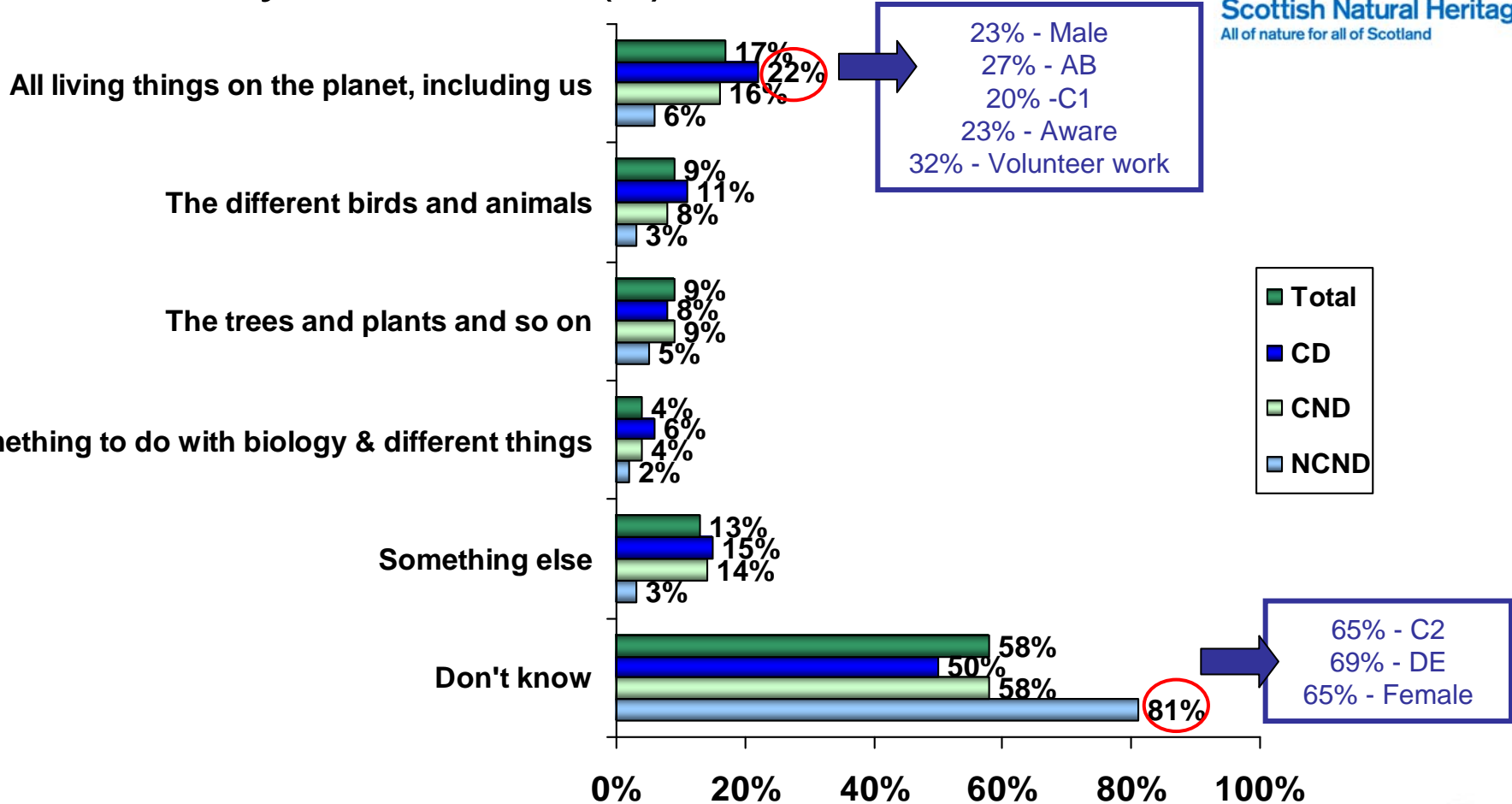
Spontaneous awareness increases depending on interest and involvement in Scotland's natural environment → Carers Doers being most aware



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

Q1. Are you aware of the term biodiversity?

Biodiversity Definition (1)



Whilst 57% have heard of biodiversity, only 42% provided a definition
 But of these 17% gave an accurate definition



Base: Total sample: 1,006

Q2. What would you understand the term "Biodiversity" to mean?

Biodiversity Definition (2)

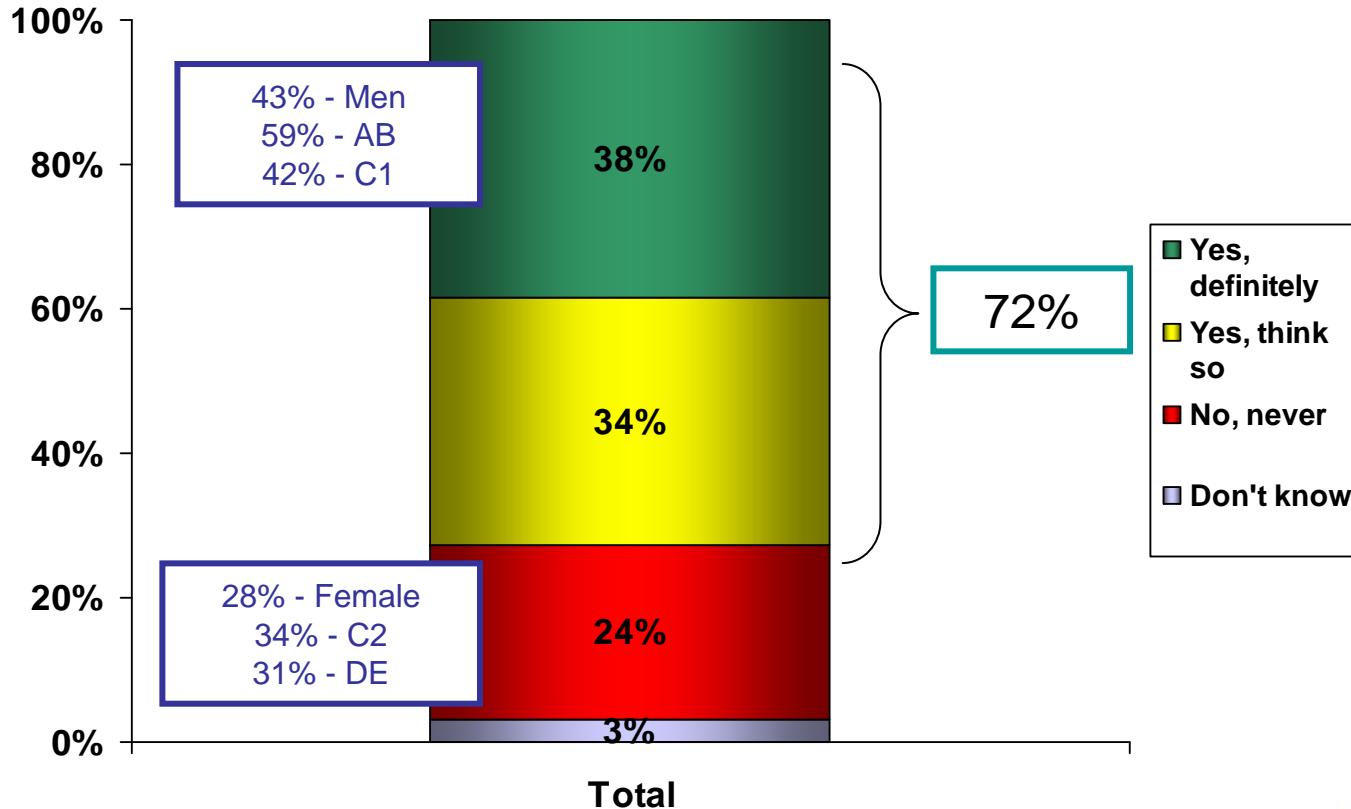
131 gave other definitions including:

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



Prompted Awareness

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



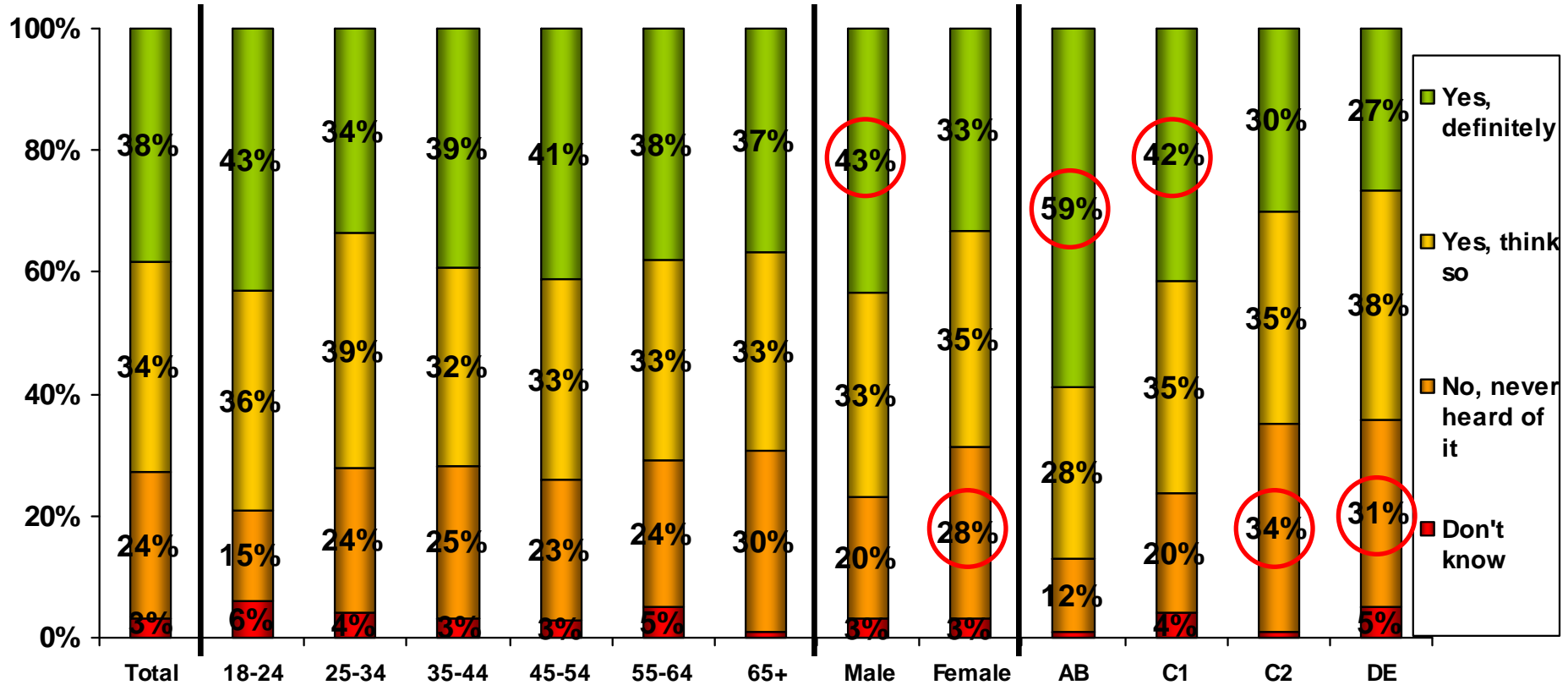
When provided with a definition, awareness rises, with almost 3 in 4 saying they have heard of biodiversity



Base: Total sample: 1,006

Q3. Do you think you might have heard of it now?

Prompted Awareness by Demographics



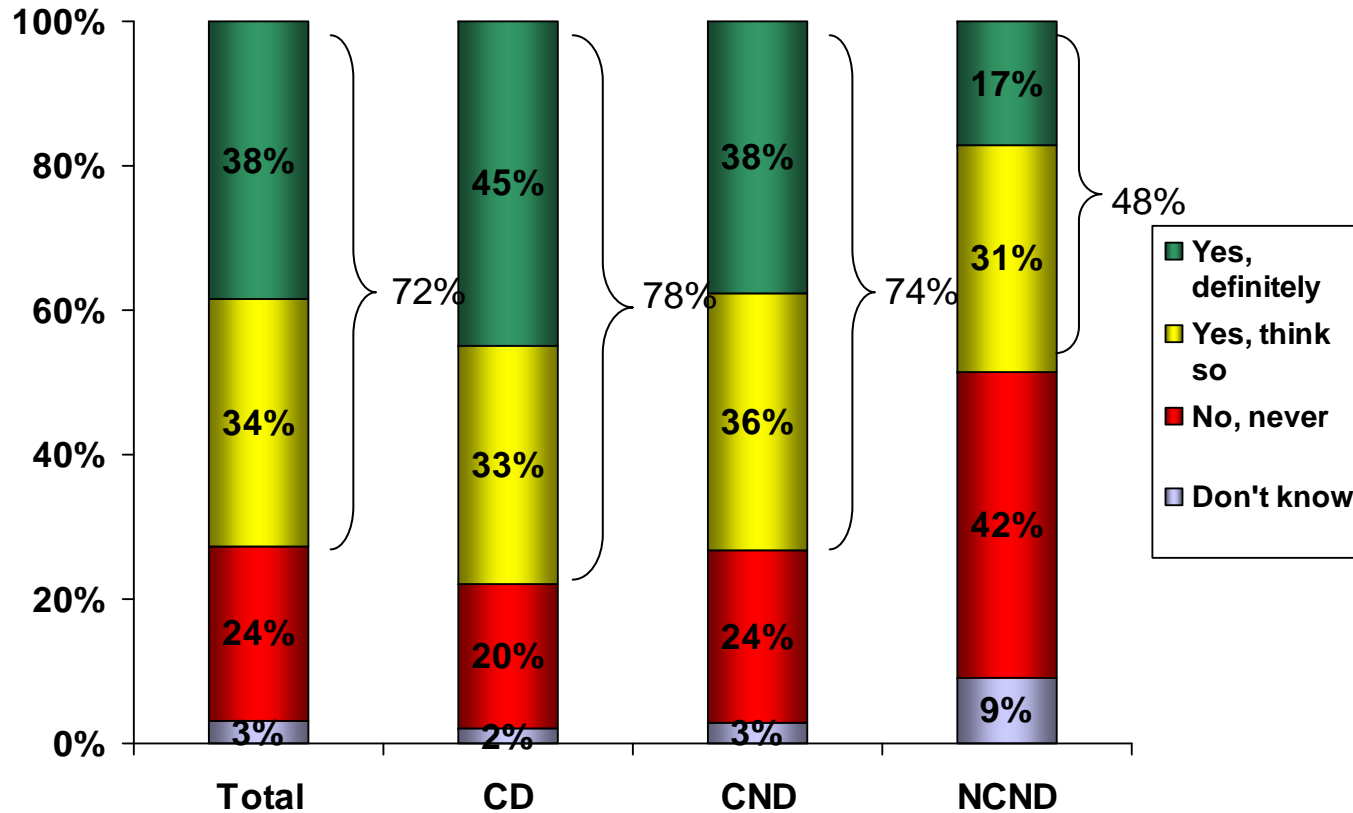
On prompting, more men than women were aware and more AB and C1s



Base: Total sample: 1,006

Q3. Do you think you might have heard of it now?

Prompted Awareness



On prompting, awareness rises significantly across the board for all segments – even for the least engaged Non-Carers Non-Doers almost half say they have heard of it



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

Q3. Do you think you might have heard of it now?

Awareness Summary

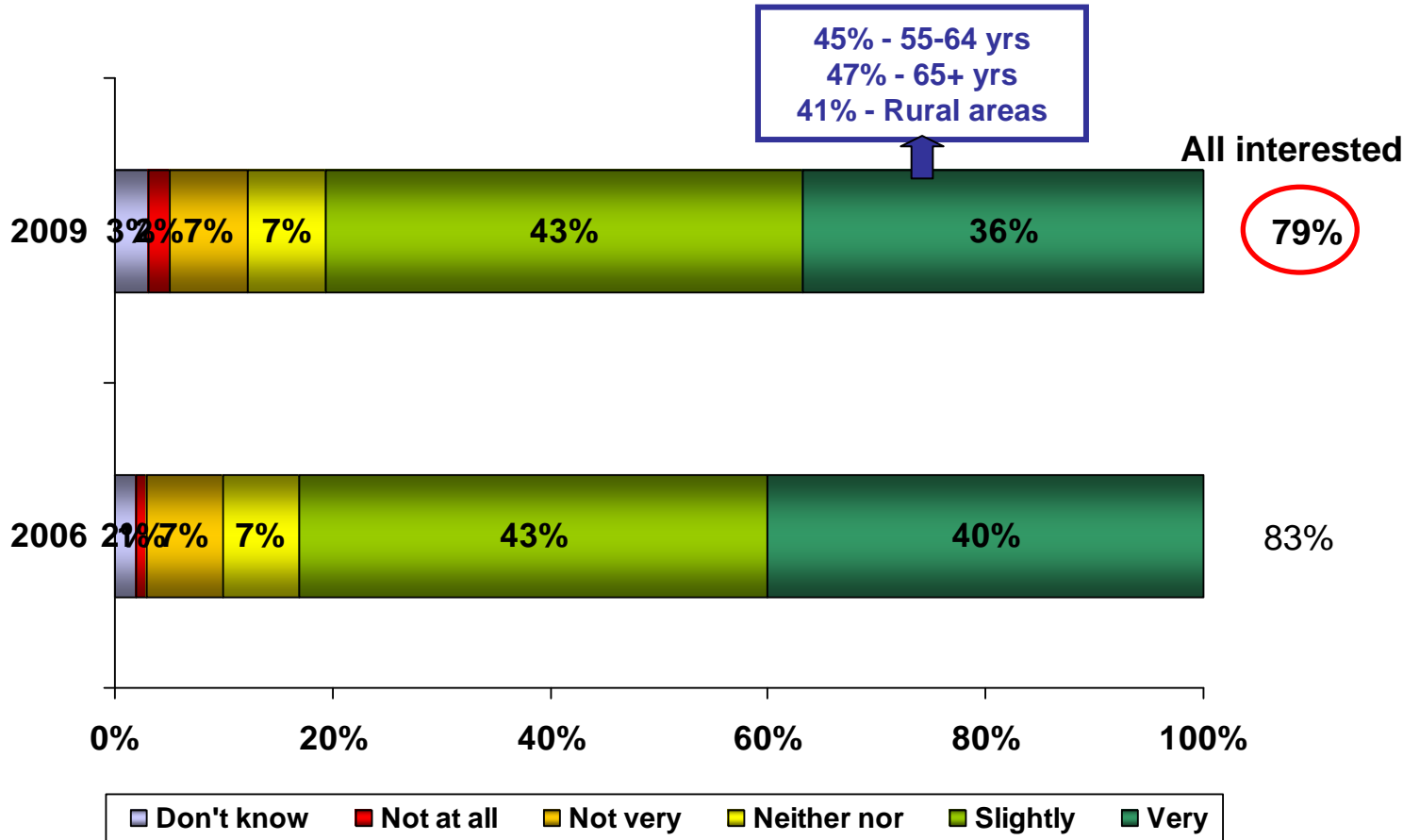
- Spontaneous awareness of the term 'biodiversity' is 57%
- 42% felt about to give a definition – 17% were able to give the most accurate description
- Prompted awareness of the term is 72%
- Men significantly more likely to have heard of the term than women
 - 77% of men have definitely / think they have heard of the term compared to 68% of women
 - Of those who are unaware of the term, 59% are women
- ABs most likely to be aware of the term – 87% compared to 77% of C1s and 65% of C2DEs
- Non-Carers Non Doers significantly less likely than Carers Doers and Carers Non-Doers to be aware of the term
 - Only 48% of NCND have definitely or think they have heard of the term compared to 78% of CDs and 75% of NCND
- There are no significant differences across age groups



E1. Attitudes to Biodiversity Key Indicators



Key Indicators – Interest

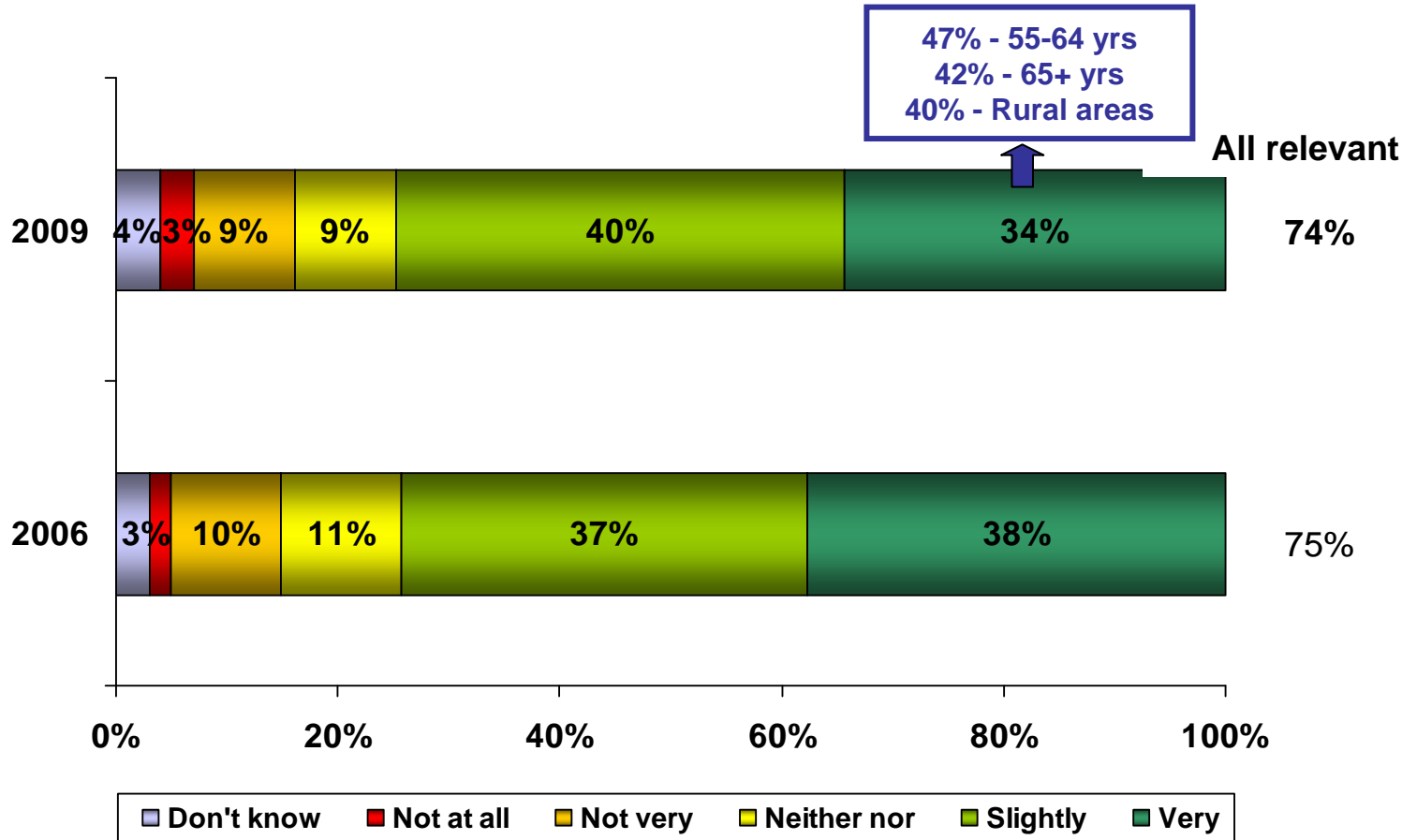


79% interested in biodiversity, → down significantly from 83% in 2006

No change in segments since 2006 – CND (85%→80%) and NCND (43%→35%) slightly less interested (not significant)



Key Indicators – Relevance



No change in terms of perceived relevance from 2006

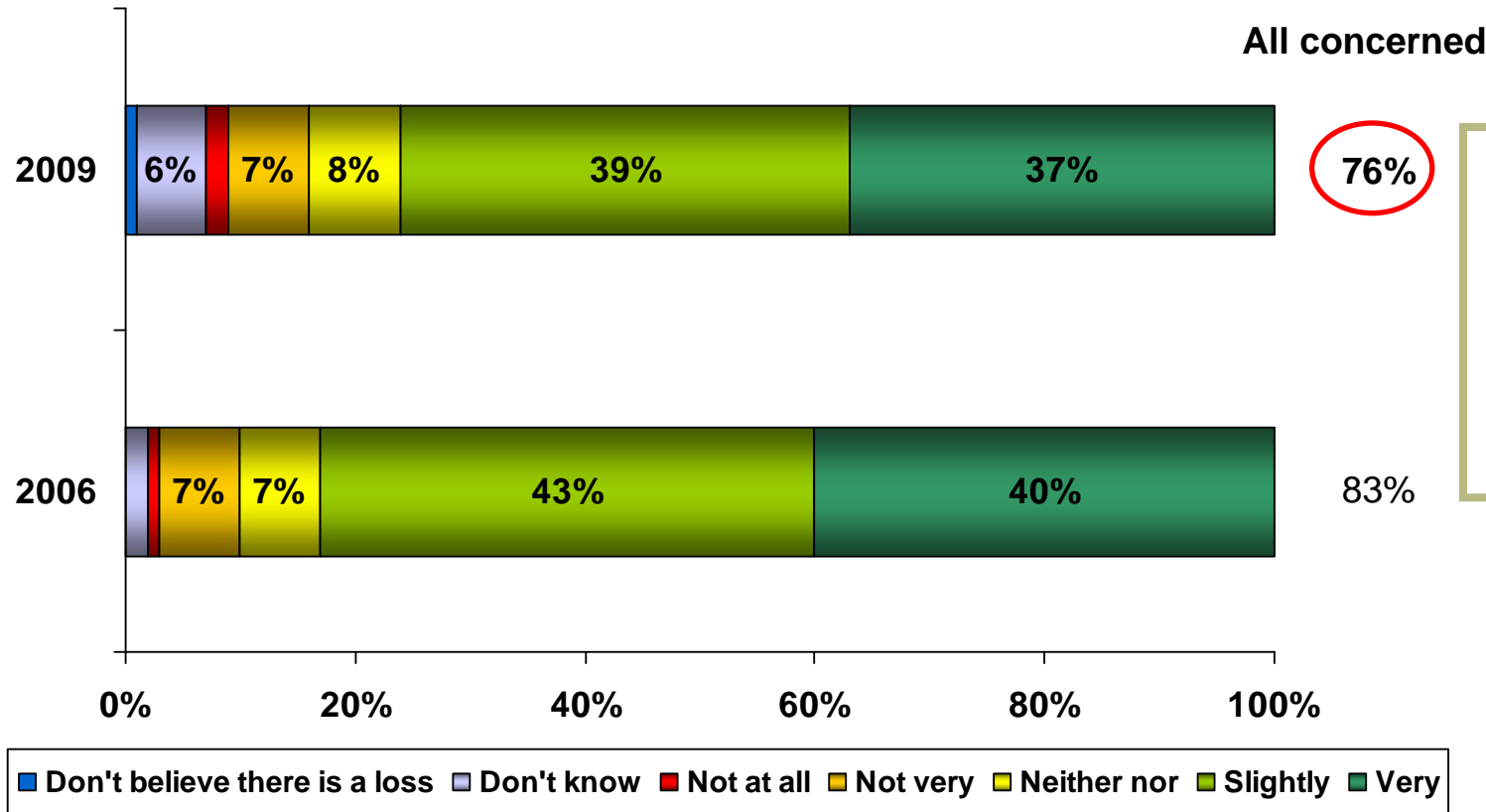
No significant change for segments – but slight increase in CDs (83%→88%) and decrease in NCNDs (34%→27%)



Base: Total sample: 2006: 1,004, 2009: 1,006

Q5. How relevant is Scotland's biodiversity to you personally?

Key Indicators – Concern over the loss



Significant decrease in concern over the loss of biodiversity from 83% to 76%

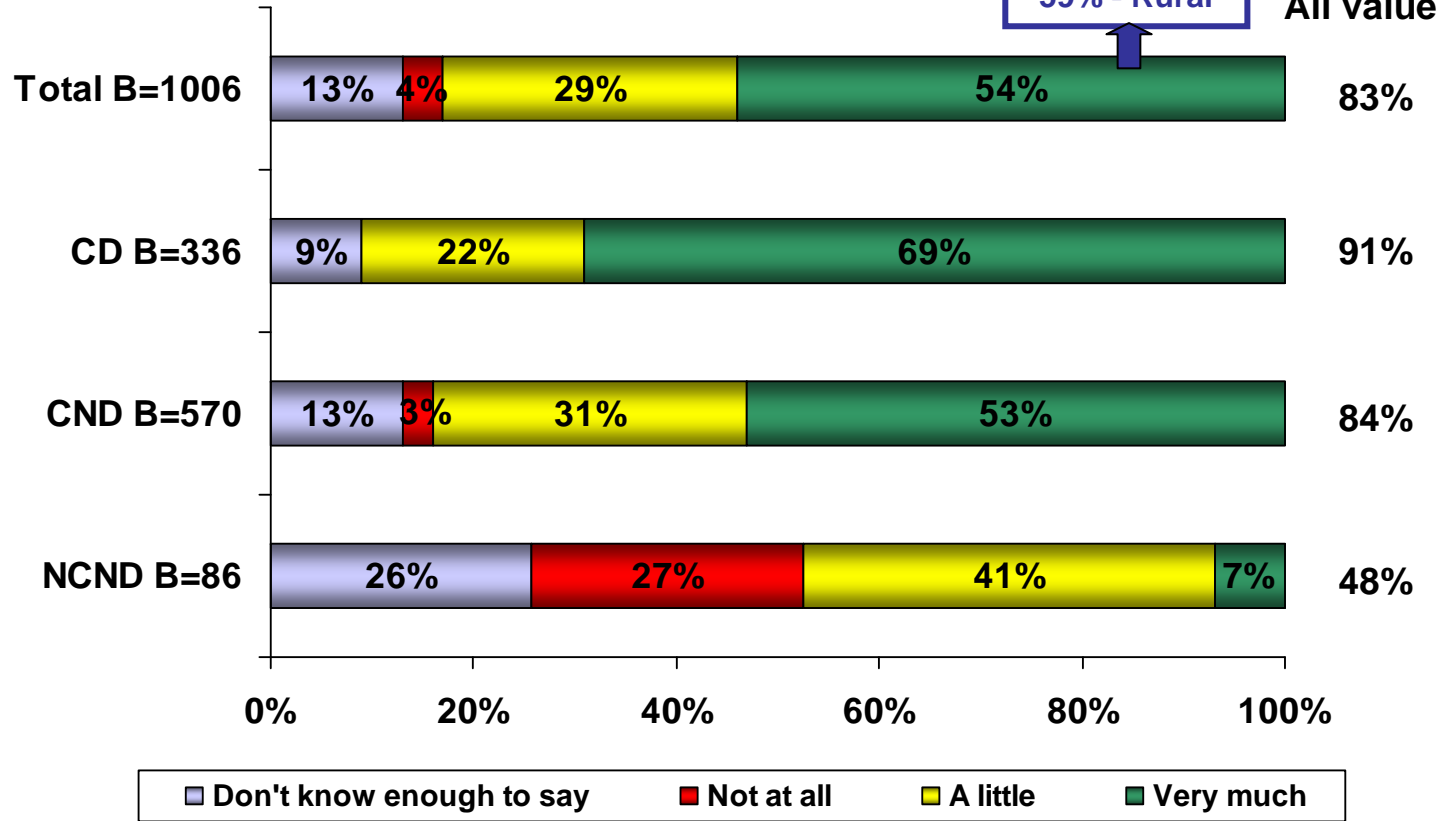
CND significantly less likely (85%→76%) to express concern for the loss in biodiversity



Value placed on Biodiversity

57% - Male
 67% - AB
 59% - Rural

All value



The level of value is high, BUT 13% couldn't give a response – even 9% of Carers Doers cannot respond

Mix of reasons why, but themes emerge:
 → 42% = concern for countryside / wildlife
 → 22% = environment / the planet / green
 → 14% = about keeping Scotland beautiful



Base: Total sample: 1,006

E1 Indicators Summary

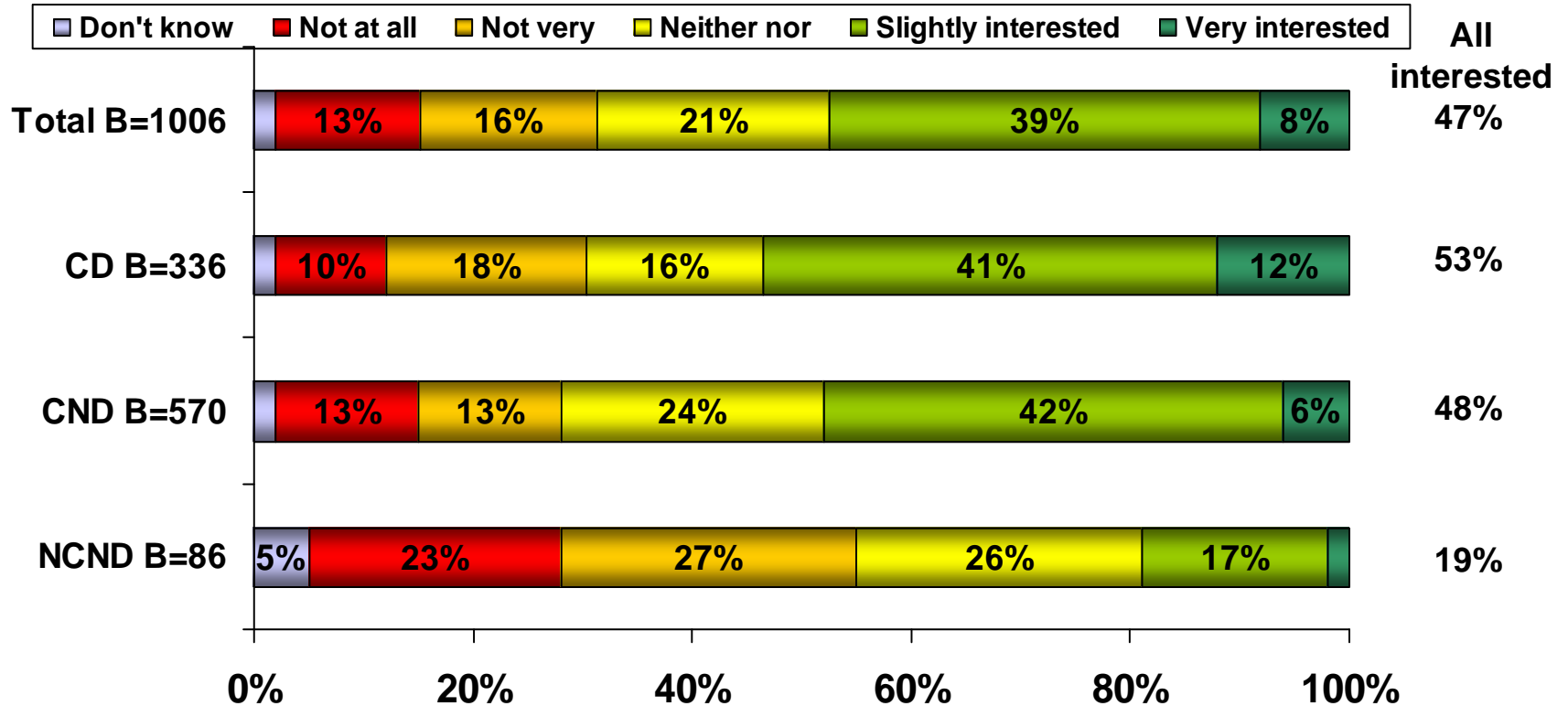
- Compared to 2006 figures, fewer show interest and concern for Scotland's biodiversity
- Perceptions of personal relevance, however, remain unchanged
 - 55+ age range and rural dwellers significantly more likely to be very interested in and find biodiversity very relevant
 - No demographic differences for concern
 - Typically, Carers Doers see biodiversity as interesting, personally relevant and are concerned for its loss the most
 - Higher scores for all 3 E1 indicators for those aware of biodiversity, who volunteer and are interested in having more involvement in biodiversity related activities in 2009
- Why does relevant stay static, interest and concern decrease?
 - Hypothesis: some issues are now simply routine so they are no longer thought of as especially 'doing something'
 - Hypothesis: recession has altered priorities – simply pushing interest and concern on to other more personally pressing matters!



Involvement with Biodiversity - The Future



Interest in Increased Involvement in 2009



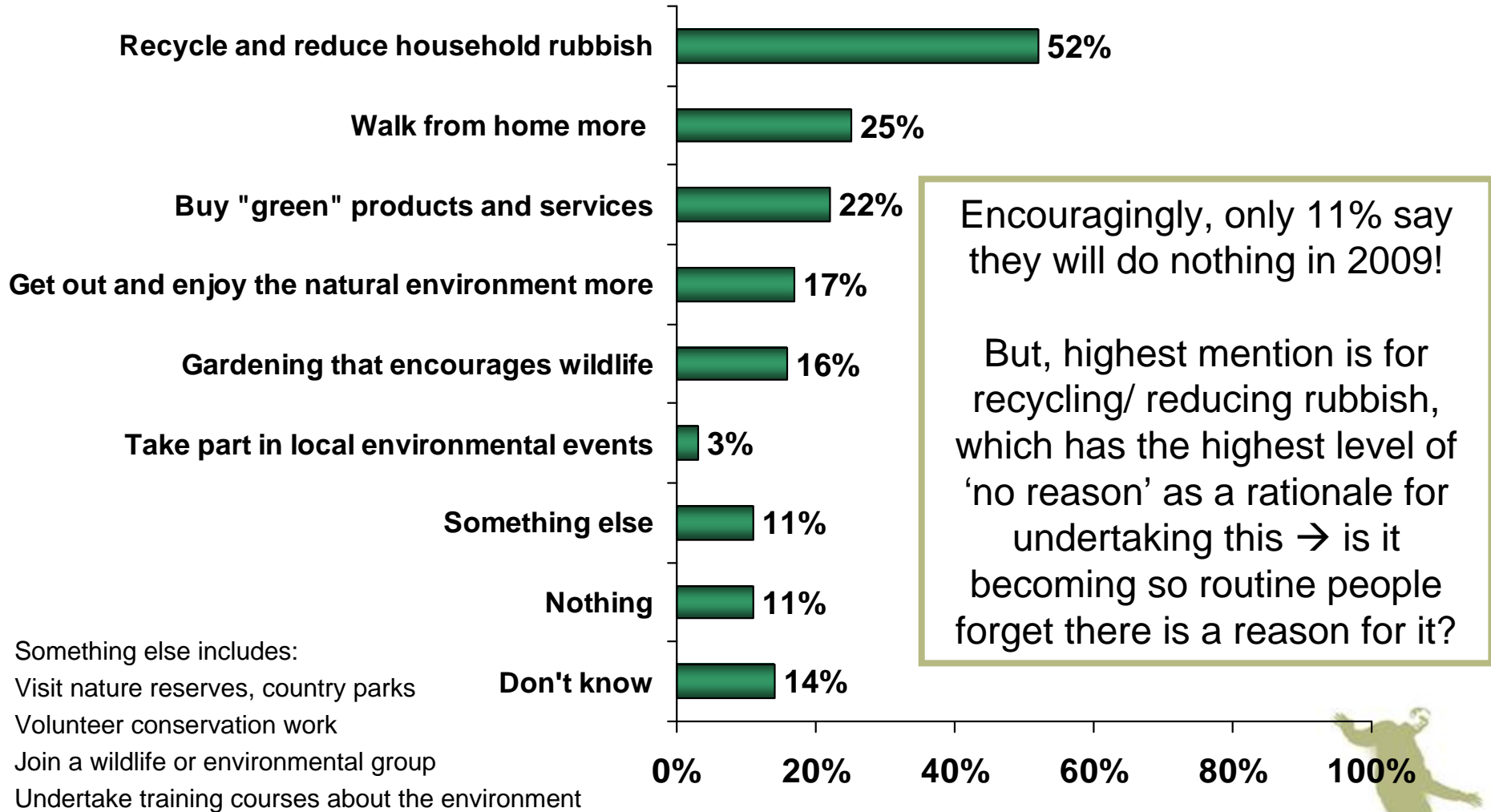
Looking forward, interest levels in increasing involvement are not very high → and this is reflected to a certain extent across all segments



Base: Total sample: 1,006

Q14. All other things being equal, how interested would you be in having more involvement in things related to biodiversity during 2009?

Future Actions (1)



Base: Total sample: 1,006

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

Key Indicators Summary & Final Thoughts



Final Thoughts (1)

- Awareness of Biodiversity quite high
- But defining it still is an issue – only 42% spontaneously, 17% ‘spot on’
- Key Indicators show a ‘cooling’ of views for interest and concern of biodiversity loss especially → why?
 - Are some things becoming ‘just part of life’ so not thought about in this way – e.g. recycling – therefore making people forget the reason for doing them and moving their perceptions on Biodiversity as a whole?
 - Is the current economic climate having an influence? Biodiversity is still relevant to them, but they perhaps do not have enough ‘room’ for interest and concern given other more pressing issues?
- Work needs now to be done to confirm Key Indicators for tracking
 - Which are most relevant? And are they sufficiently ‘defined’?
 - Which can be turned into actions that will in turn drive improvements?



Final Thoughts (2)

- Looking to the future people are interested in increasing their involvement
→ but not quite the majority and not quite in a ‘very’ interested way
- So, given that

 - There are other worries at present
 - People are doing more in this vein than they perhaps know
 - And time is still the main barrier (or conversely setting Biodiversity activities as a priority for their time is)

- Then should communication on Biodiversity be

 - About reinforcing the good things people do now? → Awaken interest?
 - And saying thank you for what is done?
 - And emphasising there are easy, quick, day to day wins that everyone can do? It’s not all ‘do gooder’ stuff!



Thank You

progressive

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