

FEBRUARY AND MARCH 2012 POPULATION SURVEY

TNS UK Limited

June 2012

Scotland's Environment Website

February and March 2012 population survey

Report for the Scottish
Environmental Protection Agency



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About the survey

Background & Research Objectives

The Scottish Environment Protection Agency (SEPA) placed a series of questions on the Scottish Opinion Survey in-home omnibus during February and March 2012. The aim of this surveying was to measure the Scottish adult population's attitudes and opinions towards the environment and to ask specific questions about their new national website (Scotland's Environment Web).

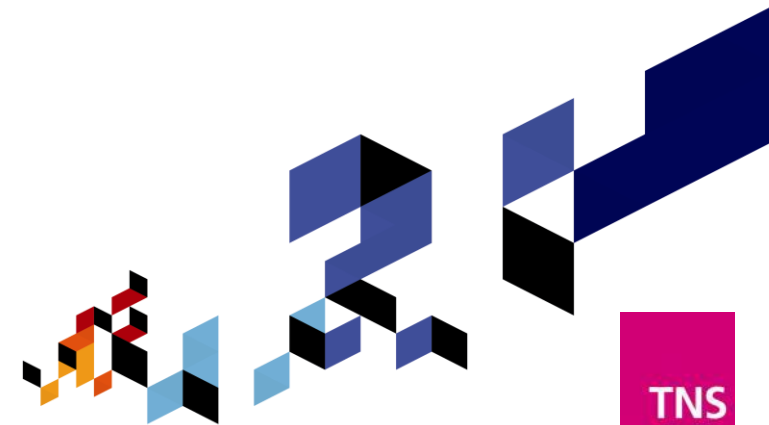
Research Approach

12 questions were included on the February and March 2012 waves of the Scottish Opinion Survey omnibus providing a total sample of 2,054 interviews.

Fieldwork was conducted in home between 22nd February and 1st March and 26th March to 4th April 2012.

During each survey wave interviews were conducted across 52 locations with demographic quotas set to ensure that the results represented the Scottish adult population. Results are accurate to +/-3% at the 95% levels of confidence.

The survey questionnaire is appended.

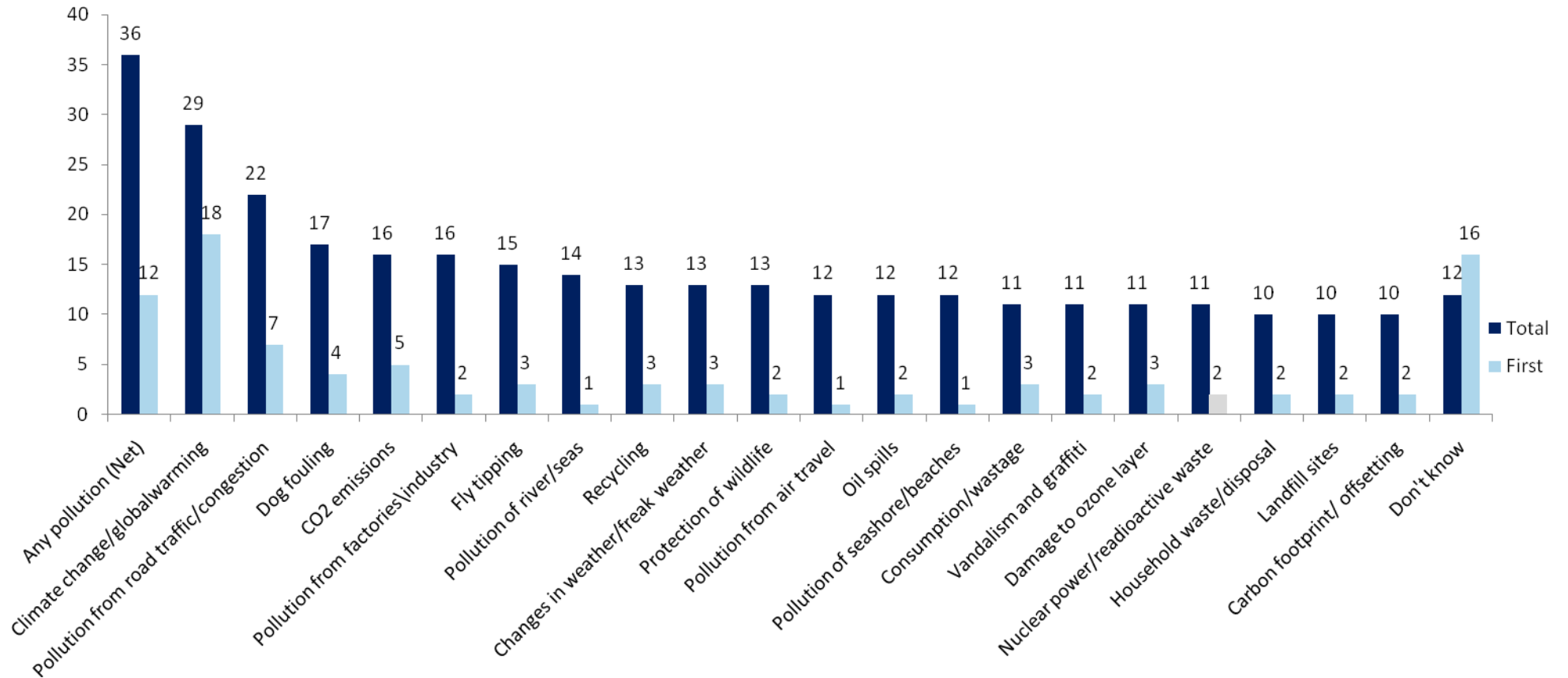


Survey Findings



Respondents were asked, from what they knew or had heard, what they considered to be the most significant environmental problems we face. Figure 1-1 below illustrates the most frequently mentioned responses (10% or more). Both the first spontaneous mention and total mentions are shown.

Figure 1-1 Most significant environmental problems we face (%) First spontaneous mention and total mentions.
Base: All respondents (2,054)



The greatest general concern, mentioned by over 1 in 3 adults, was any form of pollution (36%) with pollution from road traffic most likely to be the main concern in this area followed by pollution from factories and industry. Climate change and global warming was mentioned as a concern by 29% of adults while 17% mentioned dog fouling and 16% mentioned CO2 emissions. Climate change and global warming was the concern most likely to be mentioned first by respondents (18%) suggesting that this is the most 'top of mind' issue for a large proportion of the Scottish population.

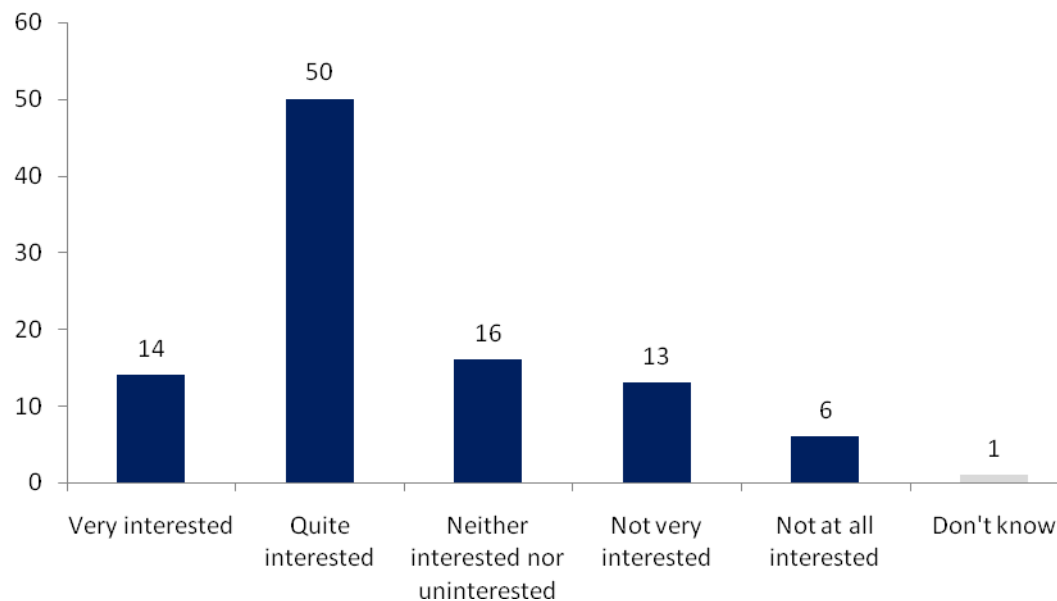
The principal areas of concern varied by demographic groups. With regards to climate change and global warming, around a quarter of those in the more affluent ABC1 social-economic groups selected this as their first concern (24% overall) compared to just 14% of those in the C2DE groups. On the other hand, those aged 65+ and those who had not visited the outdoors for recreation in the previous 12 months were less concerned about climate change and global warming (11% and 13% respectively mentioning this first).

In contrast, larger proportions of certain demographic groups were more likely to provide a 'don't know' response to this question suggesting lower levels of awareness regarding environmental issues. The highest levels of 'don't know' response were obtained amongst those aged 65 and over (23%), those in the DE socio-economic groups (22%), residents of the West of Scotland (18%) and people who typically never take recreation visits to the outdoors (25%).

Interest in environmental issues

To measure levels of engagement with the environment, respondents were asked how interested they were with general environmental issues. Figure 1-2 below presents the overall findings.

Figure 1-2 Interest in environmental issues (%)
Base: All respondents (2,054)



Overall, around two-thirds of the Scottish adult population claimed to be either very or quite interested in general environmental issues (64%). 16% were neither interested nor uninterested and around 1 in 5 were not interested (19%).

Levels of interest varied by a number of demographic and other key variables as follows:

Age – highest interest amongst those aged 45 to 64 (70%) but lowest amongst the youngest 16 to 24 age group (47%).

Socio-economic group – highest interest amongst the most affluent AB groups (78%) but decreasing to 54% amongst the least affluent DE group.

Geography – generally marginally higher in rural than urban areas (67% v 63%). Highest in the Highland and Islands (77%) but lowest in Glasgow and Central Scotland (54% and 56% respectively).

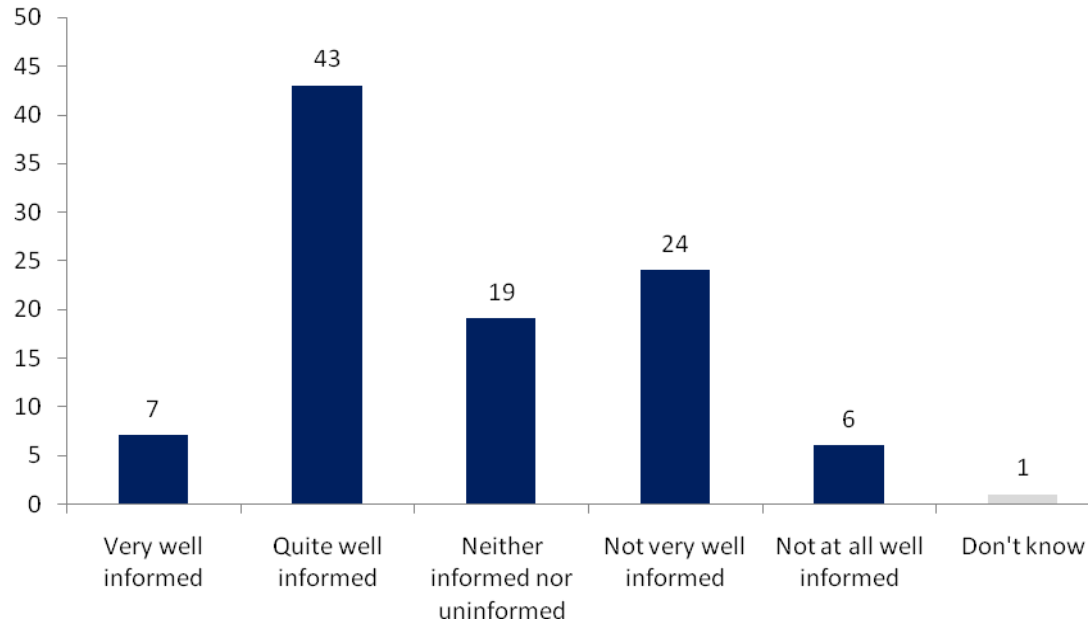
Frequency of visits to the outdoors – those who visited the outdoors most frequently generally had the highest levels of interest environmental issues while those who never visited were least likely to state an interest (49%).

Internet access – related to the above age and socio-economic variations, 63% of those with Internet access were interested compared to just 53% with no access.

Knowledge of key environmental issues

Respondents were asked how well informed they felt about the key issues affecting the environment. Figure 1-3 below presents the overall findings.

Figure 1-3 Knowledge of environmental issues (%)
Base: All respondents (2,054)



Overall, whilst half of the Scottish adult population felt they were either very or quite well informed about key environmental issues (50%), many felt that they were not very or at all well informed (30% overall).

Responses to this question varied by a number of demographic and other variables as follows:

Gender – 54% of men claimed that they were very or quite well informed compared to 45% of women.

Age – nearly 3 in 5 of those aged 45 to 64 stated that they were very or quite well informed (56%) compared to 38% of those in the 16 to 24 age group.

Socio-economic group – 69% of those in the AB socio-economic group claimed to be very or quite well informed compared to 53% of C1s, 45% of C2s and 37% of DEs.

Geography – residents of rural areas were generally more likely than those living in urban areas to state that they were very or quite well informed (54% v 48%). More specifically residents of the Highlands and Islands were almost twice as likely as those living in Glasgow to state that they were very or quite well informed (65% and 37% respectively).

Frequency of visits to the outdoors – those who visited the outdoors most frequently were likely to be the most well informed whilst those who only visited once, twice or never in the last 12 months were generally least informed (38% very or quite well informed).

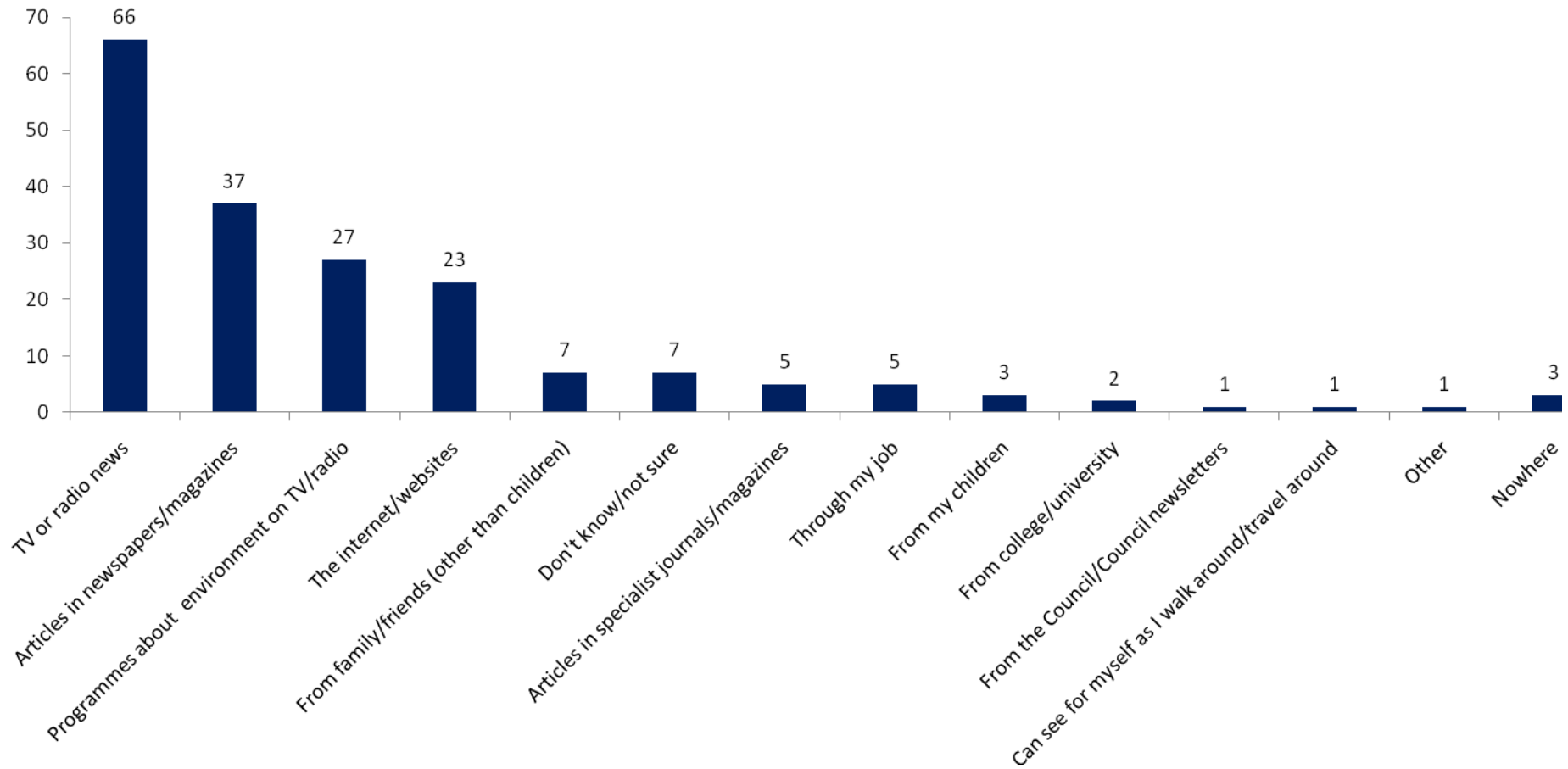
Internet access – 53% of those with Internet access claimed to be very or quite well informed compared to 40% without access.

While there is a correlation between levels of interest in the natural environment and how well informed people are, it is notable that around 1 in 5 (19%) of those who claimed to be interested also indicated that they were not very well informed. This group represents about 12% of the population and could be particularly receptive to obtaining more information regarding the environment.

Information sources used for issues that affect the environmental

Respondents were asked, unprompted, how they currently found out about issues affecting the environment. Figure 1-4 presents the responses mentioned by 1% or more of respondents. Note that respondents could provide more than one answer.

Figure 1-4 Information sources used to find out about the environment? (%)
Base: All respondents (2,054)



Two-thirds of the Scottish adult population found out about issues affecting the environment on the TV or radio news (66%). A further 37% stated that they rely on articles in newspapers or magazines, 27% watched or listened to programmes about the environment whilst just under a quarter (23%) stated that they obtained information from the Internet.

The information sources used tended to vary by certain key demographics and other variables as follows:

Gender – men were slightly more likely than women to obtain information from television programmes or the news while a larger proportion of women found out from their children or other family and friends.

Age – generally those aged 45 and over were most likely to obtain information about the environment from the television or radio news and other programmes or articles in newspapers and magazines. However, younger people were more likely to obtain information from the Internet. Most notably a third (33%) of those in the 16 to 24 age group obtained information from the Internet – the second most used source for this group following television and radio news (58%).

Socio-economic group – those in the more affluent AB and C1 socio-economic groups were more likely to obtain information from television and radio programmes, press articles (including specialist journals and magazines) and the Internet whilst C2DEs were more likely to rely on television and radio news to obtain information.

Internet access – 29% of those with Internet access used this as a source of information on the environment.

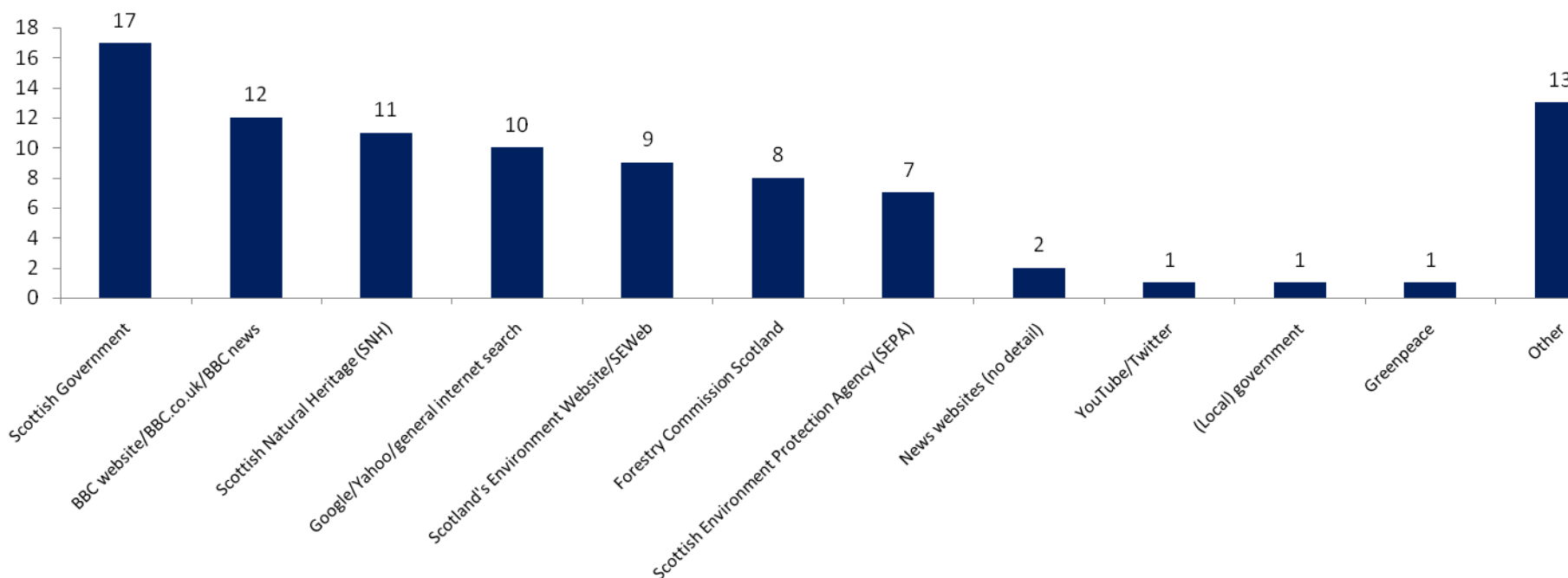
These results suggest that the new website may have particular potential to benefit younger people who feel less well informed about environmental issues but are more likely to rely upon the Internet as an information source.

Websites used to get information on the environment

Respondents who used the Internet as an information source for environmental issues were subsequently asked (unprompted) for the names of the websites they used. Figure 1-5 below illustrates the results. It should be highlighted that of the 2,054 respondents interviewed, 405 stated that they used the internet/websites for information. The percentages in the chart below are based upon this sub-group.

Figure 1-5 Websites used to get information on the environment? (%)

Base: All those who use the internet/website to find out about the environment (405)



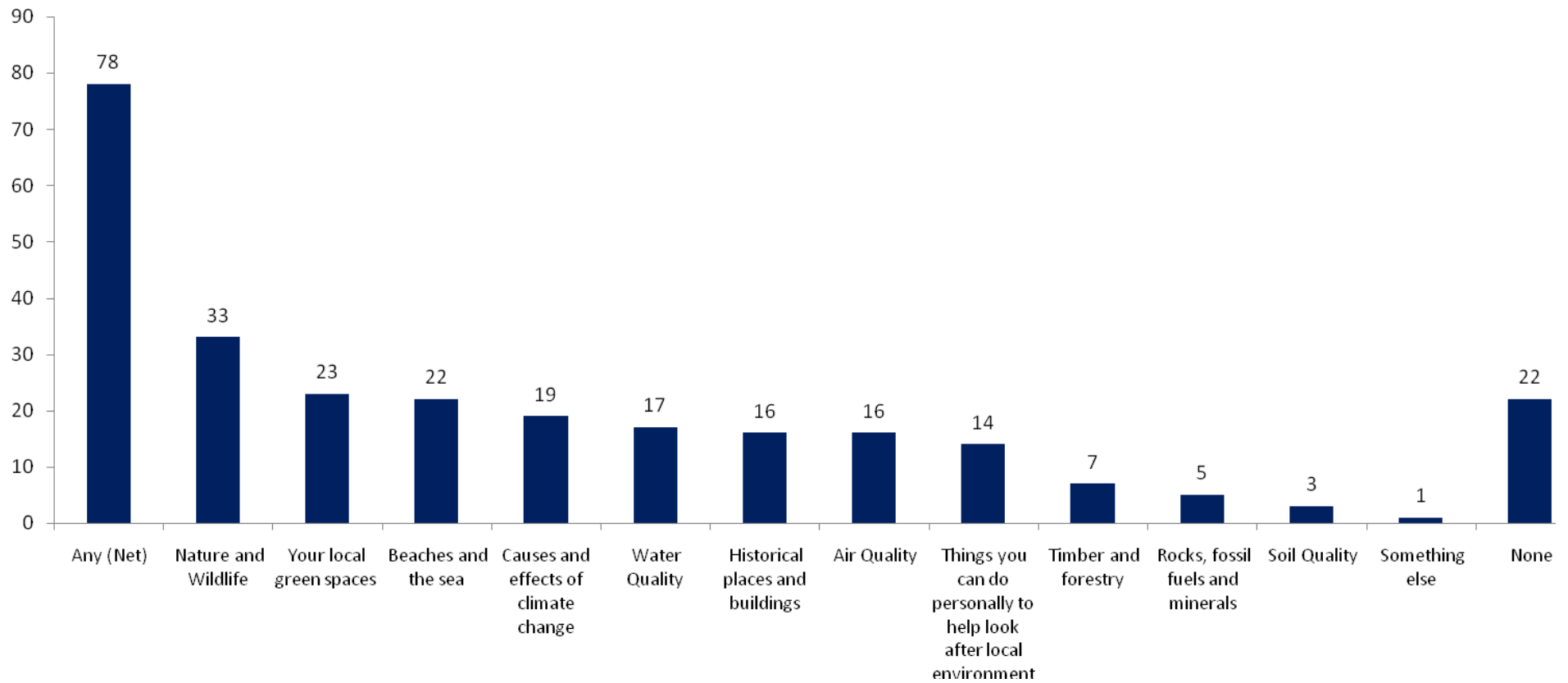
The most frequently mentioned websites were those operated by the Scottish Government (17%), BBC (12%) and SNH (11%). Notably around 9% of these respondents (equating to c.2% of the adult population) stated that they used the Scotland's Environment Website/ SEWeb. 7% spontaneously mentioned the Scottish Environment Protection Agency/SEPA website (also representing about 2% of the adult population).

Slightly larger proportions of women, those people aged 35 to 54, those with children in their household, residents of urban areas and those in the AB socio-economic groups spontaneously mentioned the Scotland’s Environment Website/SEWeb.

Raising awareness of environmental issues

Respondents were shown a list of environmental issues in which other people had expressed an interest. They were then asked to choose 3 that they would like to know more about. Figure 1-6 presents the overall results for all respondents.

Figure 1-6 Environmental issues would like to know more about? (%)
Base: All respondents (2,054)



In total, just over three quarters of respondents mentioned any of the environmental issues shown (78%) whilst 22% did not choose anything suggesting that they would not like to find out about any of the areas listed.

While the overall profile of responses tended to be similar across demographic groups there were some variations as follows:

Gender – men were generally more likely than women to state they would like to know more about air quality, historic places or social quality while women were more likely to express an interest in nature and wildlife, things to do to protect the environment and local green spaces.

Age – interest in nature and wildlife was generally highest amongst the youngest age groups (40% aged 16 to 24 compared to 30% aged 65+) while interest in water quality tended to increase with age (from 11% amongst those aged 16 to 24 to 19% amongst those aged 55+).

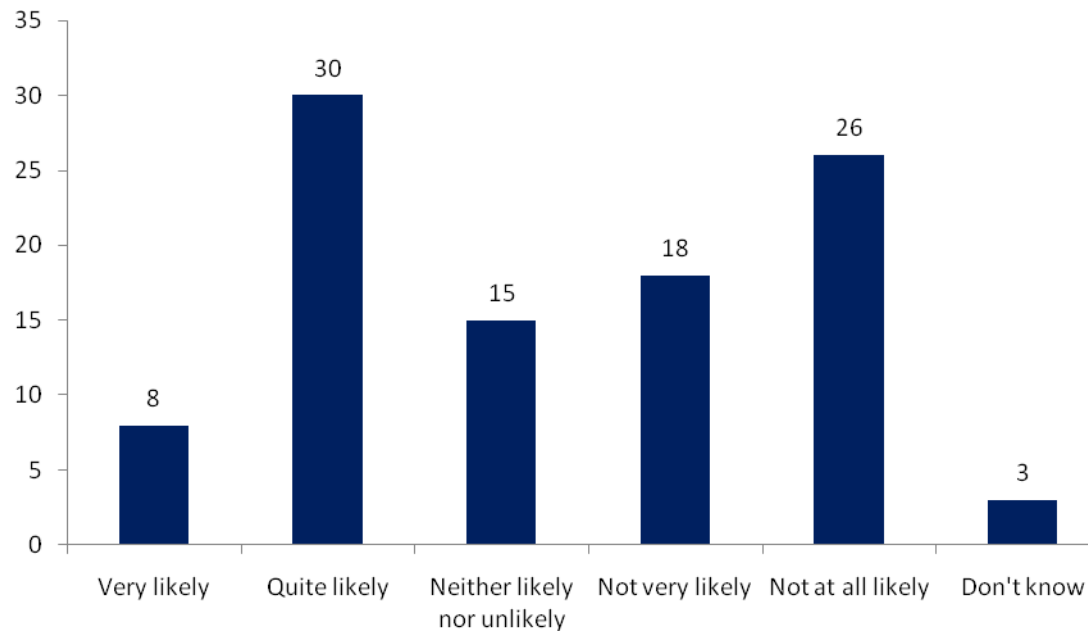
Socio-economic group – interest in any of the topics tended to be higher amongst ABC1s than C2DEs. This variation in interest by socio-economic group was most notably in terms of finding out more about the causes and effects of climate change and nature and wildlife generally. However there was less variation in levels of interest regarding local green spaces – a topic which appealed to 24% of those in the least affluent DE socio-economic group.

Internet access – those with Internet access were generally more interested in finding out about any of the topics than those without access.

Likelihood to use the new national website: Scotland's Environment Web

Respondents were told about the new national website and that it had been developed to give the public easy access to information about Scotland's environment. They were then asked to rate how likely they were to use a website like this. Figure 1-7 below presents the key findings.

Figure 1-7 Likelihood to use Scotland's Environment Web (%)
Base: All respondents (2,054)



Overall 8% of the Scottish adult population indicated that they would be very likely to use the new website while a further 30% stated that they would be quite likely to do so. However the remaining 62% of the population were less likely to use the site – around a quarter stated that they were 'not at all likely' to do so.

The proportions stating that they were very or quite likely to use the site varied by a number of key demographics as follows:

Age – those aged between 35 and 44 were most likely to expect to use the site (43%) compared to 34% of those aged 16 to 24 and 20% of those aged 65+.

Socio-economic group – 51% of ABs were very or quite likely to use the site compared to 40% of C1s, 36% of C2s and 29% of DEs.

Geography – residents of rural areas were marginally more likely than those living in urban areas to be very or quite likely to use the site (42% and 36% respectively).

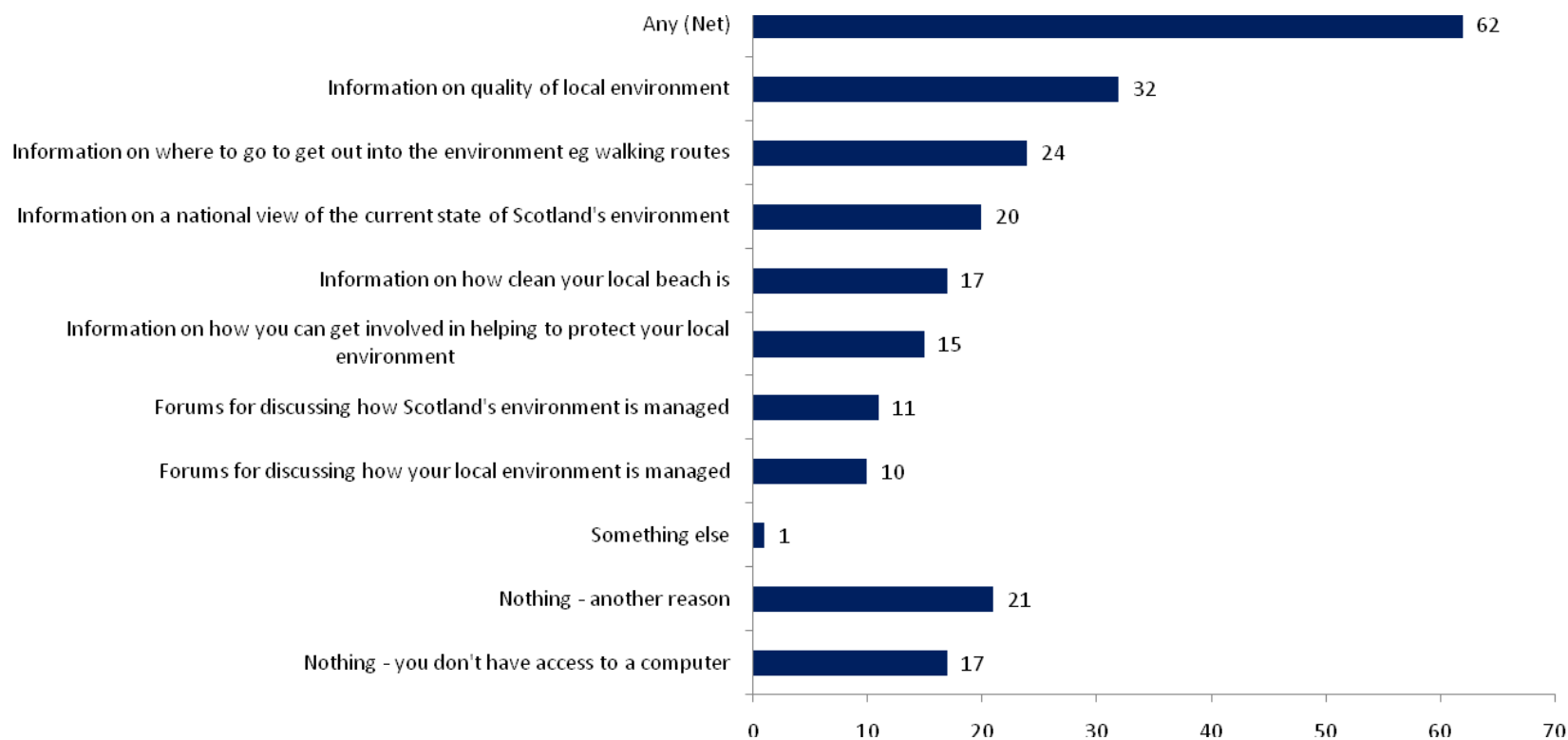
Frequency of visits to the outdoors – reflecting the above socio-economic and age variations, those people who visit the outdoors once or twice a year or less often for recreation were also least likely to state that they were very or quite likely to use the website (25% overall).

Internet access – notably almost half of those with Internet access stated that they were either very (10%) or quite (37%) likely to use the website.

Aspects that would encourage use of the new website

Respondents were informed about the aim of the new website which is for it to be a one-stop shop for environmental information. They were then shown a series of statements and asked to choose those that were most likely to encourage them to use it. Figure 1-8 outlines the key results.

Figure 1-8 Aspects that would encourage use of new website (%)
Base: All respondents (2,045)



In total, around 6 out of 10 respondents selected any of the statements (62%) with the greatest levels of interest in the topics relating to information on the quality of the local environment, information on where to go to visit the environment and information on the current state of Scotland's environment. Generally the forums to discuss topics were of less interest while a total of 38% of the population stated that nothing would encourage them to use the new website.

Factors that would encourage use of the new website varied by certain key demographics and other key variables as follows:

Gender – men were more likely than women to state that they would be encouraged to use the new website if it contained information on the quality of their local environment, or information on the state of the Scottish environment while women were more likely than men to express an interest in information on how to get involved in helping to protect the environment.

Age – half of those aged 65+ stated that nothing would encourage them to use the website as they do not have access to a computer.

Socio-economic group – 27% of those in the DE socio-economic group and 17% of C2s stated that nothing would encourage them to use the website as they do not have access to a computer. Conversely ABs were the most likely to select any of the areas listed – most notably 42% would like to obtain information on the quality of their local environment and 39% would like to obtain information on where to go to get out into the environment.

Frequency of visits to the outdoors – reflecting the above socio-economic and age variations and some of the aforementioned results, those who visit the outdoors least often are also less likely to state that any of the options provided would encourage them to visit the website. Overall 22% of those who never visit the outdoors state that they would be interested in seeing information regarding their local environment, around half the proportion recorded amongst those who take visits more than once a day (43%).

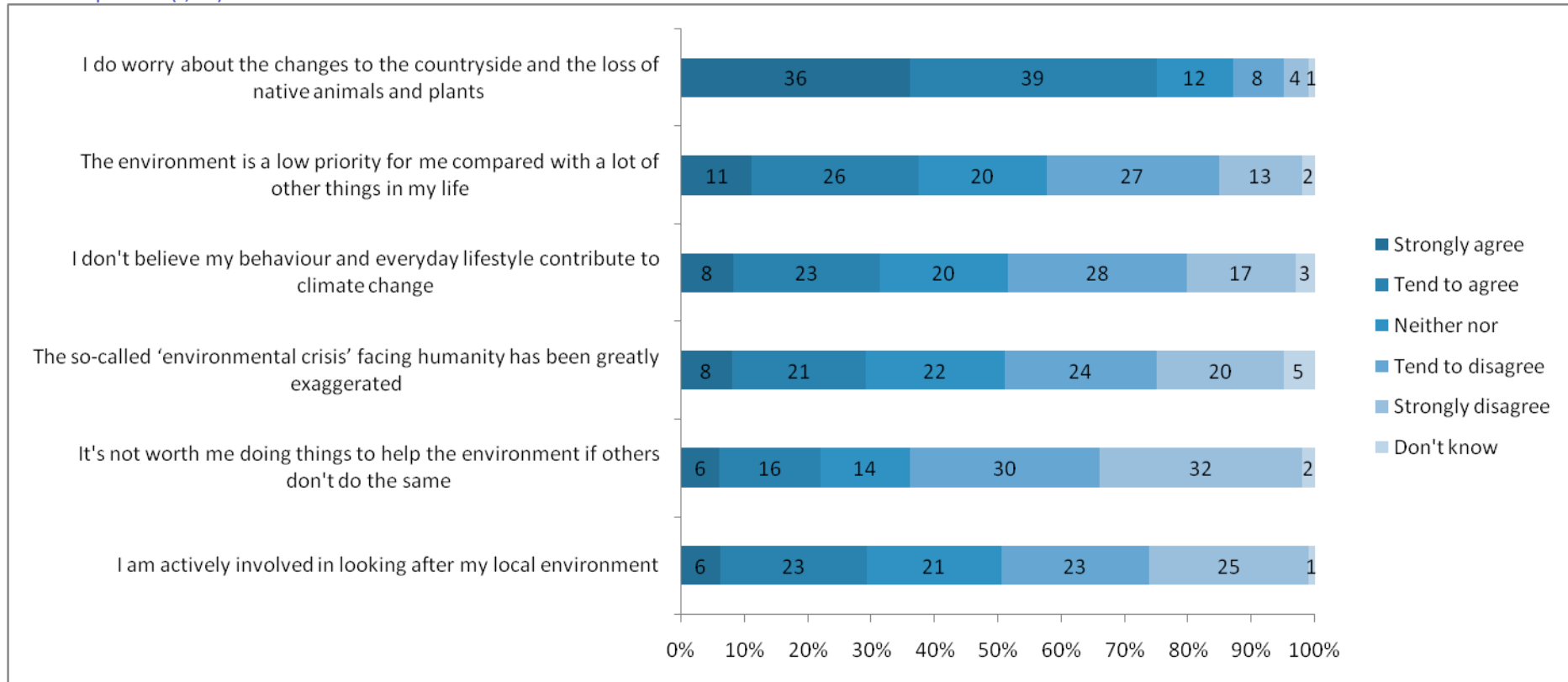
Internet access – 76% of people with Internet access stated that one or more of the types of information or forums would encourage them to use the new website.

Attitude statements towards the environment

Respondents were shown a series of statements and asked to indicate their levels of agreement or disagreement with each. Figure 1-9 overleaf summarises the key findings.

Figure 1-9 Attitudes towards environment (%)

Base: All respondents (2,054)



Overall, respondents were more likely to agree with the statements related to worrying about changes to the countryside and the loss of native animals and plants. However it is notable that over a third of the population (37%) agreed that the environment is a low priority when compared with other things in their lives.

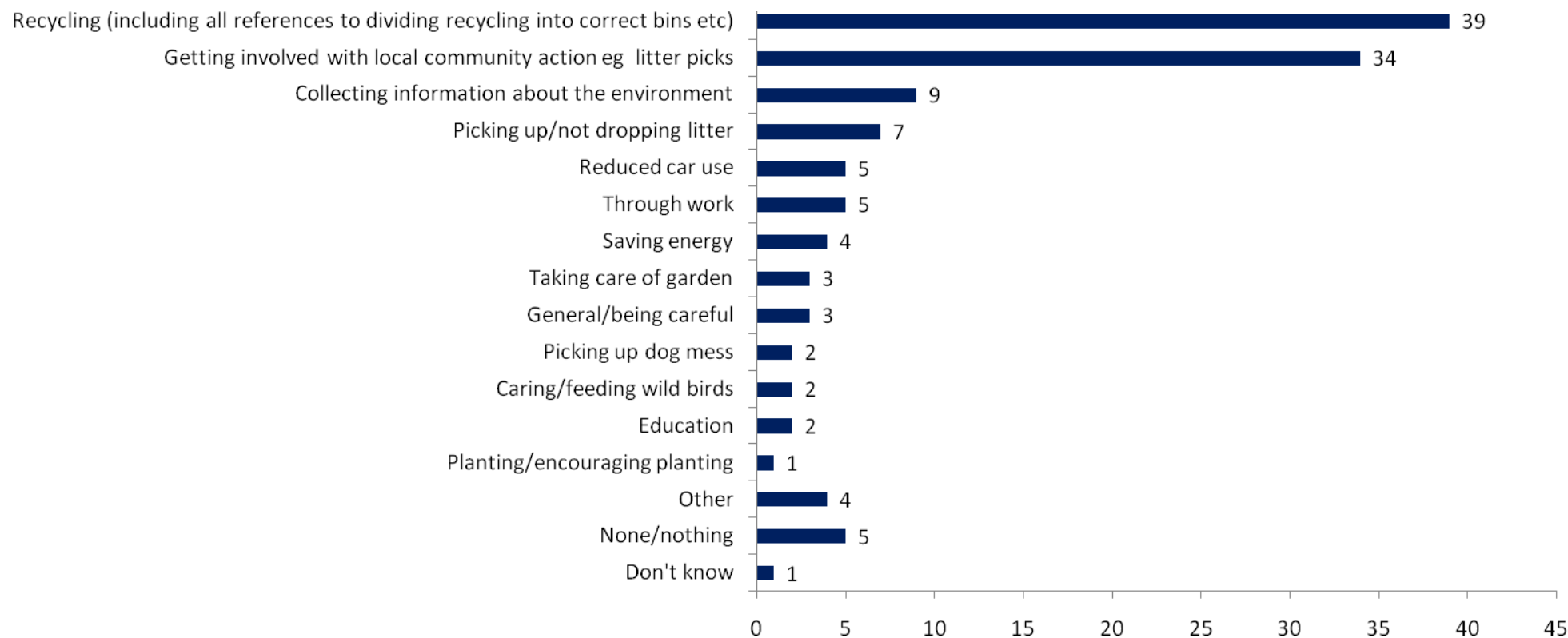
The following groups were more likely to agree with each of the statements:

- Almost half of those aged 16 to 24 (45%), 43% of those in the DE socio-economic groups and 47% of those who have not visited the outdoors in the last 12 months agreed that *the environment is a low priority when compared to other things in their lives*.
- Those in the more affluent AB social-economic group (80%), residents of rural areas (80%) and residents of the Highlands and Islands (86%) were the most likely to agree that *they worry about the changes to the countryside and the loss of native animals and plants*.
- A quarter of those aged 16-24 (26%) and 65+ (25%), 38% of those with no interest in environmental issues and 27% of those who never visit the natural environment agreed that it was *not worth doing things to help the environment if others don't do the same*.
- 44% those living in the Highlands and Islands agreed that they were *actively involved in looking after their local environment*, a significantly higher proportion than recorded in Glasgow (17%). In general residents of rural areas were more likely than those living in urban areas to agree with this statement (32% and 27% respectively).
- Around two in five of those aged 65+ (42%), 37% of those in the DE social economic-group and 39% of those who never visit the outdoors for recreation agreed that they *believed their behaviour and everyday lifestyle did not contribute to climate change*.
- A third or more of those aged 65+ (37%), men (34%), those in the C2 social-economic group (33%) and residents of rural areas (33%) agreed that *the so-called 'environmental crisis' facing humanity had been greatly exaggerated*.

The statements highlight that attitudes towards the environment are quite diverse across the different sections of population.

If respondents agreed that they were actively involved in looking after your local environment, they were asked to describe in what way they were actively involved. Figure 1-10 overleaf illustrates the overall findings.

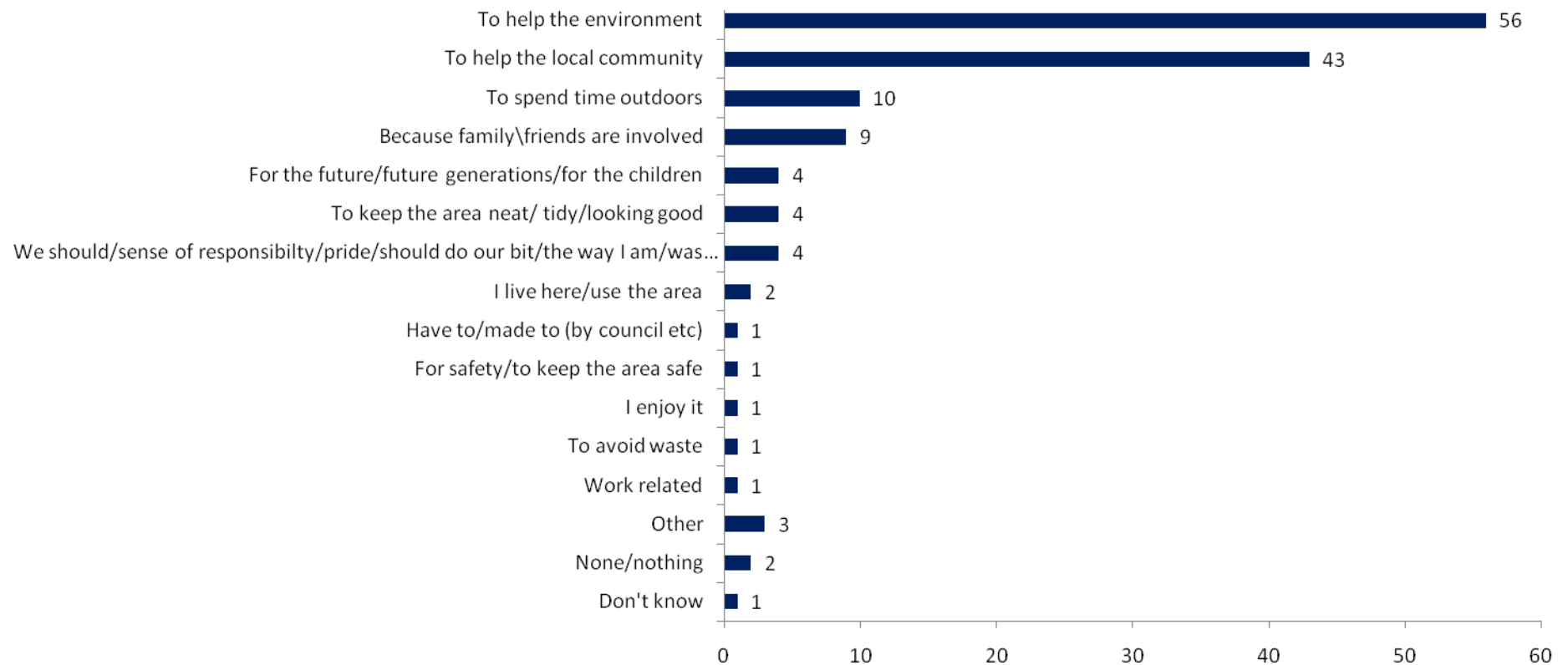
Figure 1-10 Active involvement in looking after local environment (%)
 Base: All respondents (582)



Of the 29% of the population who stated that they were actively involved in looking after their local community, the most frequently mentioned way of being involved was recycling (39%) while a further 34% of these respondents stated that they were involved with local community action (equating to around 10% of the total adult population). The other ways of getting involved were mentioned less often.

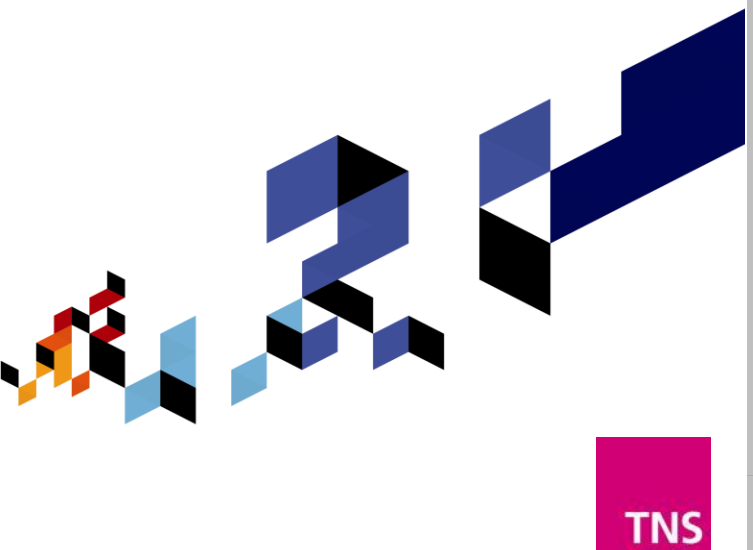
Those who were actively involved in looking after their local environment were also asked what their main reasons were for being involved in looking after their local environment. Figure 1-11 presents the results.

Figure 1-11 Main reasons for involvement in looking after local environment? (%)
Base: All respondents (583)



Over half of these respondents simply stated that their main reason for being involved was to help the environment (56%) while 43% wanted to help the local community. It was particularly more likely to be mentioned by women, people with children in their household, residents of rural areas and those

Appendices



Appendix 1 - Questionnaire

SEWEB QUESTIONS – SCOTTISH OPINION SURVEY

Q1 There's a lot of talk these days about environmental problems. From what you know or have heard, what would you say is the most significant environmental problem we face?

DO NOT PROMPT, BUT PROBE FULLY. SINGLE CODE ONLY

Q2 EXCLUDE ANY MENTIONED AT Q1: And what would you say are the other environmental problems we face?

DO NOT PROMPT, BUT PROBE FULLY. MULTICODE OK

Acid rain
Broken glass
Building on greenspace/greenbelts
Carbon footprint/carbon offsetting
Changes in weather/freak weather e.g. flooding, cyclone, Tsunami
Climate change/ global warming/ greenhouse effect /melting ice
CO2 emissions
Consumption/wasting/using up natural resources
Damage to ozone layer
Difficulty in travelling by means other than car
Discarded needles or syringes
Dog fouling
Heavy traffic
Household waste/disposal
Fly tipping
Lack of a joined up approach to environmental issues
Landfill sites
Mobile phone masts
Noise or smell from factories
Nuclear power/radioactive waste
Oil spills
Other countries (e.g. China, India, USA)
Over-fishing
Pollution from air travel

Pollution from factories/industry
Pollution from road traffic/congestion
Pollution of river/seas
Pollution of seashore/beaches
Protection/destruction/extinction of wildlife - plants, animals, rainforests
Pylons
Recycling
Rising sea levels
Sewage
Spraying of crops and fields/ Use of insecticides/fertilisers
Uneven or dangerous pavements
Untidy or overgrown gardens or waste land
Vacant or derelict buildings
Vandalism and graffiti
Other (PLEASE WRITE IN)
Don't know/refused

**Q3 How interested would you say you are in environmental issues generally?
SHOW SCREEN. ROTATE ORDER**

Very interested
Quite interested
Neither interested nor uninterested
Not very interested
Not at all interested
Don't know/not sure

**Q4 And how well informed would you say you feel about the key issues affecting the environment?
SHOW SCREEN. ROTATE ORDER**

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

Q5 How do you currently find out about issues affecting the environment?

DO NOT PROMPT. MULTICODE OKAY

TV or radio news
Programmes about the environment on TV/radio
Articles in newspapers/magazines
Articles in specialist journals or magazines
The internet/websites
Through my job
From college/university
From my children
From other family or friends
Other (write in)
Nowhere
Don't know/not sure

**Q6 IF INTERNET/WEBSITES CODED AT Q5, ASK:
Which web sites have you used to get information on the environment?**

DO NOT PROMPT. MULTICODE OKAY

Scotland's Environment Website/SEWeb
Scottish Natural Heritage (SNH)
Scottish Environment Protection Agency (SEPA)*
Forestry Commission Scotland
Scottish Government
Other (WRITE IN)
Don't know/not sure

**Note this option was not included as pre-coded answer option in the March survey wave but any responses relating to this website were capture as 'others' and then coded to this option at the analysis stage.*

Q7 Listed below are some of the environmental issues in which other people have expressed an interest. Which of these would you like to know more about?
(Choose top 3)

SHOW SCREEN. RANDOMISE ORDER

The causes and effects of climate change

Air Quality

Water Quality

Soil Quality

Historical places and buildings

Nature and Wildlife

Rocks, Fossil fuels and minerals

Timber and forestry

Beaches and the sea

Your local green spaces (parks, gardens)

Things you can do personally to help look after your local environment

DO NOT RANDOMISE:

Something else (SPECIFY)

None of these

Q8: A national website (It is called Scotland's Environment Web) is being developed to give the public easy access to information about Scotland's environment. How likely are you to use a website like this:

SHOW SCREEN. ROTATE ORDER

Very likely

Quite Likely

Neither likely nor unlikely

Not very likely

Not at all likely

Don't know

Q9: Scotland's Environment Web aims to be a one-stop shop for environmental information. Which of the following would encourage you to use it?

SHOW SCREEN. RANDOMISE ORDER. ALLOW MULTICODE.

Information on the national view of the current state of Scotland's environment

Information on the quality of your local environment

Information on where to go to get out into the environment eg walking routes

Information on how clean your local beach is.

Information on how you can get involved in helping to protect your local environment

Forums for discussing how Scotland's environment is managed

Forums for discussing how your local environment is managed

DO NOT RANDOMISE:

Something else (SPECIFY)

Nothing – you don't have access to a computer

Nothing – another reason

Q10 To what extent do you agree or disagree with each of the following statements?

ROWS – RANDOMISE ORDER

The environment is a low priority for me compared with a lot of other things in my life

I do worry about the changes to the countryside and the loss of native animals and plants

It's not worth me doing things to help the environment if others don't do the same

I am actively involved in looking after my local environment

I don't believe my behaviour and everyday lifestyle contribute to climate change

The so-called 'environmental crisis' facing humanity has been greatly exaggerated

COLUMNS

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Not applicable

IF 'STRONGLY' OR 'TEND TO AGREE' THEY ARE ACTIVELY INVOLVED IN CARING FOR LOCAL ENVIRONMENT ASK Q11 AND Q12

Q11 In what ways are you actively involved in looking after your local environment?

DO NOT PROMPT. MULTICODE OK.

Collecting information about the environment eg through surveys

Getting involved with local community action eg litter picks

Other (please state)

Q12 And what are your main reasons for being involved in looking after your local environment?

DO NOT PROMPT. MULTICODE OK.

- To help the local community
- To help the environment
- Because family/friends are involved
- To spend time outdoors
- Other (write in)

Appendix 2 – Analysis of Eurobarometer 75.2 – April/May 2011 - Attitudes towards the environment

The following provides a summary of the results of the interviews conducted across Europe in the April/May 2011 wave of Eurobarometer. Results are shown for the full 26,825 interviews conducted across Europe, the 1,280 interviews conducted in the UK and the 111 interviews conducted in Scotland.

While 48% of Scots rate protection of the environment as ‘very important’, this is a lower proportion than recorded across the UK or Europe as a whole.

Qb1 How important is protecting the environment to you personally?

	Scotland	UK	Europe
Very important	48%	58%	60%
Fairly important	39%	36%	35%
Not very important	11%	5%	4%
Not at all important	3%	1%	1%

In Scotland and across the wider UK, the largest proportion of people associated the words 'the environment' with climate change. Also, 9% of Scots associated the environment with the quality of life where they live. By comparison these words are associated with a wider range of concepts across Europe.

Qb2 When people talk about "the environment", which of the following do you think of first?

	Scotland	UK	Europe
Climate change	11%	11%	6%
The quality of life where you live	9%	6%	5%
The state of the environment our children will inherit	6%	7%	7%
Green and pleasant landscapes	5%	3%	6%
Protecting nature	5%	5%	9%
Using up natural resources	5%	5%	3%
Pollution in towns and cities	4%	7%	6%
Man-made disasters	3%	3%	4%
Earthquakes, floods and other natural disasters	0%	3%	3%

The greatest environmental concerns amongst Scots were the depletion of natural resources, man-made disasters, water pollution and the impact on our health of chemicals. Compared to the UK population as a whole, residents of Scotland appear to be less concerned about climate change, air pollution, urban problems or agricultural pollution. Across Europe as a whole, concern is greater in relation to man-made and natural disasters and agricultural pollution.

Qb3 the following list, please pick the five main environmental issues that you are worried about.

	Scotland	UK	Europe
Depletion of natural resources	37%	33%	31%
Man-made disasters	36%	34%	41%
Water pollution	34%	32%	43%
The impact on our health of chemicals	33%	29%	35%
Growing waste	31%	36%	37%
Natural disasters	28%	26%	31%
Loss of biodiversity	27%	22%	22%
Climate change	25%	36%	34%
Air pollution	22%	29%	37%
The use of genetically modified organisms in farming	16%	15%	22%
Urban problems	16%	25%	17%
Our consumption habits	14%	20%	20%
Impact of current transport modes	14%	19%	15%
Agricultural pollution	11%	18%	26%
Noise pollution	10%	12%	8%
None (SPONTANEOUS)	8%	4%	1%

Other (SPONTANEOUS)	1%	1%	1%
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Overall 72% of residents of Scotland stated that they were either very or fairly well informed about environmental issues. This is lower than the average across the UK as a whole (77%). By comparison a larger proportion of European state that they are fairly badly informed.

Qb4 In general, do you consider that you are very well, fairly well, fairly badly or very badly informed about environmental issues?

	Scotland	UK	Europe
Very well informed	11%	14%	8%
Fairly well informed	61%	63%	52%
Fairly badly informed	19%	19%	31%
Very badly informed	9%	4%	7%
DK	0%	1%	2%

Of the list of subjects shown to respondents, the largest proportions of residents of Scotland stated that they felt that there was a lack of information regarding the impacts of chemicals on health, the use of genetically modified organisms in farming, agricultural pollution and water pollution.

Qb5 From the following list, please tell me the five main issues about which you feel you lack information in particular.

	Scotland	UK	Europe
The impact on our health of chemicals	46%	38%	42%
The use of genetically modified organisms in farming	29%	31%	40%
Agricultural pollution	27%	26%	30%
Water pollution	25%	23%	29%
Depletion of natural resources	18%	21%	27%
Man-made disasters	18%	16%	23%
Loss of biodiversity	17%	19%	28%
Air pollution	14%	19%	22%
Impact of current transport modes	13%	12%	14%
Climate change	11%	16%	21%
Our consumption habits	10%	15%	14%
Urban problems	10%	12%	12%
Noise pollution	9%	15%	14%
Growing waste	8%	20%	21%
Natural disasters (earthquakes, floods, etc.)	7%	10%	13%
DK	3%	5%	2%

The majority of residents of Scotland stated that they obtained information about the environment from the television news and newspapers. Just over a third used the internet and social media (35%). Compared to the UK average, residents of Scotland were more likely to obtain information from newspapers but less likely to obtain information from the radio. Europeans were more likely to source information from films and documentaries or magazines.

Qb6 From the following list, which are your three main sources of information about the environment?

	Scotland	UK	Europe
Television news	78%	74%	74%
Newspapers	69%	56%	42%
The Internet and social media	35%	35%	33%
Films and documentaries on television	24%	21%	30%
Conversations with relatives/ family/ friends	13%	11%	16%
The radio	5%	25%	24%
Books	5%	7%	5%
Publications/ brochures/ information materials	4%	6%	9%
Magazines	3%	9%	12%
Events (conferences, fairs/ exhibitions, festivals)	0%	2%	3%

Over two in five residents of Scotland (43%) stated that they trust scientists the most when it comes to environmental issues, 26% trust what they see on television the most and 18% trust what they read in newspapers the most. Notably 16% of respondents stated that they did not trust any of the sources listed, a much higher proportion than recorded across Europe as a whole (6%).

Qb7 From the following list, who do you trust most when it comes to environmental issues?

	Scotland	UK	Europe
Scientists	43%	38%	44%
Television	26%	25%	32%
Newspapers	18%	16%	16%
None	16%	13%	6%
Environmental protection associations	15%	22%	39%
The Internet and social media	10%	14%	16%
Relatives/ family/ neighbours/ friends/ colleagues	8%	9%	13%
The radio	8%	10%	11%
National Government	7%	7%	8%
International organisations (United Nations, etc.)	7%	12%	17%
Consumer associations and other citizens' organisations	5%	9%	19%
Teachers at school or university	5%	11%	15%
Regional/ local government	3%	5%	7%
European Union	2%	3%	11%
Trade unions	2%	3%	3%
Political parties standing for environment	1%	5%	11%
Companies	0%	2%	2%

As shown below, when asked how national progress should be evaluated, almost a quarter of Scots selected 'mostly on social and environmental criteria' (23%) while 20% selected 'mostly on economic criteria'. Most of the remainder felt that these criteria should be considered equally.

Qb7 Which of the following ways of evaluating progress in the UK do you think is the best? National progress should be evaluated based ...

	Scotland	UK	Europe
Mostly on economic criteria, such as GDP	20%	16%	17%
Equally on social and environmental and economic criteria	46%	56%	57%
Mostly on social and environmental criteria	23%	18%	17%
DK	11%	10%	10%

As shown below, as in the wider UK population, Scots were most likely to consider that the economy has the greatest impact on their quality of life (35% very much).

Qb8 In your opinion, to what extent do the following factors influence your "quality of life"?

a) The Environment	Scotland	UK	Europe
Very much	19%	22%	33%
Quite a lot	48%	51%	46%
Not much	23%	22%	18%
Not at all	10%	4%	3%
b) The Economy	Scotland	UK	
Very much	35%	34%	46%
Quite a lot	36%	47%	42%
Not much	24%	16%	10%
Not at all	4%	3%	2%
c) Social factors	Scotland	UK	
Very much	20%	23%	37%
Quite a lot	41%	47%	43%
Not much	32%	24%	16%
Not at all	6%	3%	2%

Residents of Scotland were more likely than the UK average to totally agree with both of the statements below suggesting greater levels of belief in the link between environmental protection and boosting economic growth. The responses provided by Scots were similar to those recorded across Europe as a whole.

Qb10 To what extent do you agree or disagree with the following statements?

		Scotland	UK	Europe
<i>The protection of the environment can boost economic growth in the EU</i>	Totally agree	30%	22%	30%
	Tend to agree	41%	51%	46%
	Tend to disagree	17%	15%	13%
	Totally disagree	3%	4%	3%
	DK	9%	8%	7%

		Scotland	UK	Europe
<i>The efficient use of natural resources can boost economic growth in the EU</i>	Totally agree	37%	29%	36%
	Tend to agree	41%	55%	48%
	Tend to disagree	9%	7%	8%
	Totally disagree	3%	3%	2%
	DK	10%	7%	6%

While a fifth of Scots residents totally agreed that they would be prepared to pay a bit more for environmentally friendly products (21%) almost as many totally disagreed (17%). Agreement with this statement was lower in Scotland than across the UK or Europe as a whole.

Qb11 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statement.

		Scotland	UK	Europe
<i>You are ready to buy environmentally friendly products even if they cost a little bit more.</i>	Totally agree	21%	22%	25%
	Tend to agree	43%	52%	47%
	Tend to disagree	17%	16%	17%
	Totally disagree	17%	8%	8%
	DK	2%	2%	3%

83% of residents of Scotland had separated most of their waste for recycling during the previous month, a slightly higher proportion than across the UK as a whole (79%) and significantly higher than the European average. However less than half had undertaken each of the other activities asked about and Scots residents were less likely than the UK average to have cut down on energy or water consumption or to have chosen more environmentally friendly ways to travel.

Qb12 Have you done any of the following during the past month for environmental reasons?

	Scotland	UK	Europe
Separated most of your waste for recycling	83%	79%	62%
Cut down your energy consumption	43%	52%	54%
Reduced the consumption of disposable items	37%	44%	35%
Chosen a more environmentally friendly way of travelling	28%	37%	32%
Chosen locally produced products or groceries	26%	31%	30%
Cut down your water consumption	25%	37%	42%
Bought environmentally friendly products	17%	21%	20%
Used your car less	12%	25%	18%
None (SPONTANEOUS)	5%	5%	7%
DK	0%	1%	1%

Around two-thirds of residents of Scotland (65%) selected sorting waste so it can be recycled as one of the top three priorities for UK citizens to protect the environment. The other actions selected most often were reducing home energy consumption (48%) and using public transport as much as possible (40%).

Qb13 In your opinion, which of these should be the top-three priorities for UK citizens in their daily life to protect the environment?

	Scotland	UK	Europe
Sort waste so that it can be recycled	65%	60%	60%
Reduce your home energy consumption	48%	45%	47%
Use public transport as much as possible	40%	41%	36%
Reduce waste by buying more selectively	28%	31%	32%
Buy more local products	24%	25%	28%
Replace your car with a more energy efficient one	19%	18%	15%
Purchase ecologically friendly products	13%	13%	26%
Consider environmental aspects when you make large purchases	10%	11%	15%
Pay a little more in taxes to help protect the environment	5%	4%	3%
DK	1%	4%	1%

When asked their levels of agreement with the following statements, around half of Scots totally agreed that they could play a role in protecting the environment in the UK (53%) while a larger proportion (63%) totally agreed that corporations and industry should be mainly responsible for protecting the environment. Just under a quarter totally agreed that environmental problems have a direct impact on their daily life.

Compared to the overall UK averages, Scots were more likely to believe that corporations and industry should be responsible for protecting the environment but less likely to feel that environmental problems affected their daily life.

Qb14 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.

		Scotland	UK	Europe
As an individual, you can play a role in protecting the environment in the UK	Totally agree	52%	46%	41%
	Tend to agree	36%	45%	44%
	Tend to disagree	8%	6%	11%
	Totally disagree	3%	2%	3%
	DK	1%	1%	1%
The big polluters (corporations and industry) should be mainly responsible for protecting the environment	Totally agree	63%	53%	63%
	Tend to agree	25%	36%	29%
	Tend to disagree	7%	7%	5%
	Totally disagree	4%	3%	1%
	DK	1%	2%	1%
Environmental problems have a direct effect on your daily life	Totally agree	23%	26%	36%
	Tend to agree	42%	43%	41%
	Tend to disagree	22%	22%	18%
	Totally disagree	13%	7%	4%
	DK	0%	2%	1%

Similarly to the UK average, around 3 in 5 Scots residents believed that decisions regarding protecting the environment should be made by the UK Government rather than jointly within the EU. Europeans were much more likely to believe that decisions should be made jointly within the EU.

Qb16 When it comes to protecting the environment, do you think that decisions should be made by your National Government or made jointly within the EU?

	Scotland	TOTAL	Europe
National Government	61%	58%	34%
Jointly within the EU	33%	39%	63%
DK	6%	2%	3%

As shown below, most residents of Scotland felt that each of the groups asked about were not doing enough to use natural resources efficiently. Most notably, 82% of the population felt that corporations and industry are not doing enough, a higher proportion than recorded across the UK or Europe as a whole.

Qb17 In your opinion, are each of the following currently doing too much, doing about the right amount, or not doing enough to use natural resources efficiently?

		Scotland	UK	Europe
Corporations and industry	Doing too much	0%	1%	2%
	Doing about the right amount	14%	15%	14%
	Not doing enough	82%	77%	79%
	DK	4%	7%	5%
Citizens themselves	Doing too much	0%	2%	2%
	Doing about the right amount	25%	27%	23%
	Not doing enough	69%	67%	71%
	DK	6%	5%	3%
Your national Government	Doing too much	1%	2%	2%
	Doing about the right amount	18%	24%	20%
	Not doing enough	68%	66%	72%
	DK	13%	8%	6%
The European Union	Doing too much	0%	4%	3%
	Doing about the right amount	17%	19%	26%
	Not doing enough	61%	60%	59%
	DK	22%	18%	12%

Residents of Scotland were most likely to believe that using natural resources more efficiently and introducing heavier fines for offenders were the most effective ways of tackling environmental problems.

Qb18 In your opinion, which of the following would be the most effective way(s) of tackling environmental problems?

	Scotland	UK	Europe
Using natural resources more efficiently	35%	34%	24%
Introducing heavier fines for offenders	33%	32%	36%
Providing more information on environmental issues	26%	32%	26%
Ensuring higher financial incentives (e.g. tax breaks)	26%	26%	28%
Introducing stricter environmental legislation	18%	18%	26%
Ensuring better enforcement of existing environmental legislation	13%	17%	25%
Introducing or increasing taxation on environmentally damaging activities	5%	10%	15%

While around two-fifths of residents of Scotland totally agree that more EU money should be allocated to support environmentally friendly activities (39%), fewer agree so strongly that more European legislation is needed to protect the environment or that the EU should assist non-EU countries to improve environmental standards. In general Europeans were more likely to agree with all of the statements than residents of the UK or Scotland.

Qb19 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.

		Scotland	UK	Europe
<i>European environmental legislation is necessary for protecting the environment in the UK</i>	Totally agree	27%	23%	39%
	Tend to agree	42%	43%	43%
	Tend to disagree	17%	15%	10%
	Totally disagree	9%	11%	4%
	DK	7%	8%	5%
<i>The EU should assist non-EU countries to improve their environmental standards</i>	Totally agree	25%	30%	36%
	Tend to agree	41%	41%	44%
	Tend to disagree	9%	12%	11%
	Totally disagree	22%	10%	4%
	DK	3%	7%	5%
<i>EU funding should be allocated more to support environmentally friendly activities and developments</i>	Totally agree	39%	36%	44%
	Tend to agree	38%	50%	45%
	Tend to disagree	7%	5%	5%
	Totally disagree	8%	4%	1%
	DK	8%	5%	4%

Views on the clarity of labelling on environmentally friendly products were varied.

Qb20 Do you think that current labels on products allow you to identify those products that are genuinely environmentally friendly?

	Scotland	UK	Europe
Yes, certainly	14%	12%	10%
Yes, to some extent	36%	42%	38%
No, not really	33%	31%	33%
No, not at all	11%	11%	16%
DK	7%	4%	4%