

**ZA5223**

**Flash Eurobarometer 290**  
**(Attitudes of Europeans Towards the Issue of Biodiversity,**  
**wave 2)**

**Country Specific Questionnaire**  
**Great Britain**

# FLASH 290 - BIODIVERSITY

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**Q1. Have you ever heard the term “biodiversity”?**

*[ONLY ONE ANSWER POSSIBLE]*

- I've heard of it and I know what it means .....1
- I've heard of it but I do not know what it means .....2
- I have never heard of it.....3
- [DK/NA].....9

*[INTERVIEWER READ OUT:]*

“Biological diversity - or biodiversity - is the term given to the variety of life on Earth (like plants, animals, oceans etc) which forms the web of life of which we are an integral part...”

**Q2. Can you please tell me what the phrase “loss of biodiversity” means to you?**

*[DO NOT READ OUT, JUST CODE, MULTIPLE ANSWERS ALLOWED]*

- Decline in natural habitats/less variety/-in general .....01
- Forests will disappear /decline.....02
- Certain animals and plants are disappearing/ will disappear .....03
- Certain animals and plants are/will become endangered .....04
- Loss of natural heritage like nature parks/endemic species/ natural landscapes, basically the natural environment that you can relate to in your country.....05
- Change of the climate.....06
- Problems with the clean air, water / CO2 emissions.....07
- Problems for the economy / Loss of material wealth .....08
- Less opportunities for tourism .....09
- Loss of potential for producing medicines, food and fuel.....10
- Problems in my garden.....11
- Don't care about this issue .....12
- Others .....13
- Please specify: .....
- [DK/NA].....99

**Q3. How informed do you feel about the loss of biodiversity?**

*[ONLY ONE ANSWER POSSIBLE]*

- Very well informed .....4
- Well informed.....3
- Not well informed.....2
- Not informed at all .....1
- [DK/NA].....9

**Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:**

[ONE ANSWER PER LINE]

- Very much agree.....4
- Rather agree .....3
- Rather disagree .....2
- Very much disagree .....1
- DK/NA.....9

It is a moral obligation – because we have a responsibility to look after nature

☐ ..... 1 2 3 4 9

Our well being and quality of life is based upon nature & biodiversity as it provides

pleasure and recreation ..... 1 2 3 4 9

Biodiversity is indispensable for the production of goods such as food, fuel and

medicines ..... 1 2 3 4 9

Europe will get poorer economically as a consequence of the loss of biodiversity ..... 1 2 3 4 9

Biodiversity is essential to tackling climate change ..... 1 2 3 4 9

- Q5. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in the United Kingdom? It is a...  
And how serious is the problem in Europe? It is a..?  
Finally, how serious is the problem globally? It is a..?**

[ONE ANSWER PER LINE]

- Very serious problem .....4
- A fairly serious problem .....3
- Not a serious problem or.....2
- Not a problem at all.....1
- [DK/NA].....9

In your country? ..... 1 2 3 4 9

In Europe? ..... 1 2 3 4 9

And globally? ..... 1 2 3 4 9

- Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?**

[ONLY ONE ANSWER POSSIBLE]

- Yes, I am already affected by the loss of biodiversity .....1
- Yes, it will have an effect on me, but not now, later  
on.....2
- No, not on me personally but on my children.....3
- No, it will not have an effect .....4
- [DK/NA].....9

- Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?**

[READ OUT – ROTATE – ONE ANSWER ONLY]

- Intensive farming, deforestation and over-fishing .....1
- Pollution of air / water (seas, rivers, lakes, etc.) .....2

- Man made disasters (e.g. oil spills, industrial accidents, etc.).....3
- Plants and animals introduced into our ecosystems (that are not normally found in a region or country).....4
- Climate change .....5
- Land use change and development (e.g. roads, housing, industry, conversion of natural areas into farmland etc.)  
□.....6
- [Others] .....7
- [DK/NA].....9

**Q8. What measure to protect biodiversity should the European Union take as a priority?**

*[READ OUT – ROTATE – ONE ANSWER ONLY]*

- Increase the areas where nature is protected in Europe .....1
- Create financial rewards (e.g. for farmers) for nature conservation .....2
- Introduce stricter regulation for economic sectors that impact nature .....3
- Allocate more financial resources to nature protection in Europe .....4
- Promote research on the impact of biodiversity loss.....5
- Better inform citizens about the importance of biodiversity .....6
- [Other] .....7
- [None].....8
- [DK/NA].....9

**Q9. Have you heard of the Natura 2000 network?**

*[ONLY ONE ANSWER POSSIBLE]*

- I've heard of it and I know what it is .....1
- I've heard of it but I do not know what it is .....2
- I have never heard of it .....3
- [DK/NA].....9

**Q10. What do you think are the two most important roles of nature protection areas, such as those included in Natura 2000 - Europe's largest network of nature protection areas?**

*[READ OUT – ROTATE – TWO ANSWERS POSSIBLE]*

- To protect endangered animals and plants.....1
- To stop the destruction of valuable areas – land and sea .....2
- Promote nature-friendly land-use .....3
- To stimulate eco-tourism and recreational opportunities .....4

- To safeguard nature's role in providing clean air and water .....5
- [Other] .....7
- [None of these] .....8
- [DK/NA] .....9

**Q11. Sometimes economic development results in damage or destruction of nature protection areas, such as Natura 2000 sites.**

**Which of the following statements comes closest to your opinion?**

*[ONLY ONE ANSWER POSSIBLE]*

- This is acceptable because economic development takes precedence .....1
- This should be prohibited because these are our most important nature areas .....2
- This is only acceptable for developments of major public interest and if damage is fully compensated for  
 .....3
- [DK/NA] .....9

**Q12. Would you say that you personally make an effort to protect biodiversity?**

*[ONLY ONE ANSWER POSSIBLE]*

- Yes, I do .....1
- Yes, but I would like to do even more .....2
- No, because I do not know what to do.....3
- No, for other reasons .....4
- [Other] .....8
- [DK/NA] .....9

**D1. Gender**

(DO NOT ASK- MARK APPROPRIATE)

- Male ..... 1
- Female ..... 2

**D2. How old are you?**

- years old
- [99] [REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

(Write in THE AGE WHEN EDUCATION WAS TERMINATED)

- years old
- [99] [REFUSAL/NO ANSWER]
- [01] [NEVER BEEN IN FULL TIME EDUCATION]
- [00] [STILL IN FULL TIME EDUCATION]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]

- Self-employed

- i.e. :
  - farmer, forester, fisherman ..... 11
  - owner of a shop, craftsman ..... 12
  - professional (lawyer, medical practitioner, accountant, architect,...)  
..... 13
  - manager of a company ..... 14
  - other ..... 15

- Employee

- i.e. :
  - professional (employed doctor, lawyer, accountant, architect)  
..... 21
  - general management, director or top management ..... 22
  - middle management ..... 23
  - Civil servant ..... 24
  - office clerk ..... 25
  - other employee (salesman, nurse, etc...) ..... 26
  - other ..... 27

- Manual worker

- i.e. :
  - supervisor / foreman (team manager, etc...) ..... 31
  - Manual worker ..... 32
  - unskilled manual worker ..... 33
  - other ..... 34

- Without a professional activity

- i.e. :
  - looking after the home ..... 41
  - student (full time) ..... 42
  - retired ..... 43
  - seeking a job ..... 44
  - other ..... 45

- (Refusal) ..... 99

**D6. Would you say you live in a ...?**

- metropolitan zone ..... 1
- other town/urban centre ..... 2
- rural zone ..... 3
- (Refusal) ..... 9