



# COMHAIRLE NAN EILEAN SIAR

## REPORT ON SURVEY OF BIODIVERSITY AWARENESS

May 2012



Photos (Clockwise from Top Left): Launch of the Outer Hebrides Biological Recording Project (May 2011); First Eco-schools Conference held in Uist (March 2012); Pupils from Laxdale School exploring the Lews Castle Grounds during Scottish Biodiversity Week 2011; Activity Day at the Loch Stiabhath LNR, Ness (October 2011).

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## SURVEY OF BIODIVERSITY AWARENESS – MAY 2012

### 1. BACKGROUND

The Nature Conservation (Scotland) Act 2004 has created a duty on all public bodies including the Comhairle "in exercising any functions, to further the conservation of biodiversity as far as is consistent with the proper exercise of those functions".

A Biodiversity Duty Working Group has been established with representatives from each Department and 2 Comhairle Members.

#### **Departmental Representatives:**

Chief Executive's Dept: Alasdair MacEachan  
Finance & Corporate Resources: Norman MacDonald  
Development Department: Anne MacLellan  
Technical Services: Louise Matheson  
Social & Community Services: Emma MacSween  
Education & Children's Services: Iain G Smith

**Comhairle Members:** Uisdean Robertson and Kenneth Macleod

The Comhairle's 2<sup>nd</sup> Biodiversity Duty Delivery Plan for the period 2012-2014 was approved on 7 March 2012. One of the objectives of the plan is to raise awareness of biodiversity amongst Comhairle staff and Members.

A programme of awareness raising commenced during Scottish Biodiversity Week in May 2010 and this included a baseline survey of all staff and Members. The aim of the initial survey was to assess the level of biodiversity awareness amongst staff and Members. The survey has been repeated in May 2012 to gauge the effectiveness of awareness-raising efforts throughout since 2010.

### 2. METHODOLOGY

An online survey was setup using *Survey Monkey*, online software. The questions were based on the Comhairle Baseline Survey of Biodiversity Awareness carried out in May 2010.

The survey ran from the 21<sup>st</sup> May – 22<sup>nd</sup> June 2012 and staff, Members and schools were notified by email and invited to complete the survey. The survey questions are in Appendix 1.

### 3. MAIN FINDINGS

A total of 422 people completed the online survey – 398 were staff (an increase of 14 staff on the 2010 survey) and 24 were Members (an increase of 15 on 2010). This equates to approx 16% of the total Comhairle staff as at June 2012 and 73% of Members.

The responses by different Departments and Members are shown in Table and Chart 1. Education and Children’s Services had the greatest response (37.2% of all staff responses compared to 22.1% in 2010) which is a significant increase on 2010 followed by Social and Community Services (18%). All other departments have shown a lower response rate than in 2010 with Development Department representing 14% of all responses and Finance & Corporate Resources and Technical Services both representing 10% of responses.

The response rates within departments varies greatly with the Development Department having the greatest response rate (66% of departmental staff) followed by Finance & Corporate Resources (35%) and Chief Executive’s Department (33%). However, Education & Children’s Services and Social and Community Services are the largest Comhairle Departments and not all staff may have access to computers which could explain the lower departmental response rate.

Table 1: Department/Comhairle Member response rates

Department	No. of Responses	Dept/Member %	% of responses 2012	% of responses 2010
Chief Executive's	22	33	5.2	8.1
Finance & Corporate Resources	42	35	10.0	18.3
Development Department	59	66	14.0	17.0
Technical Services	42	19	10.0	16.5
Social & Community Services	76	9	18.0	15.5
Education & Children's Services	157	14	37.2	22.1
Comhairle Member	24	73	5.7	2.3

Chart 1: Breakdown of responses by Comhairle Department and Members

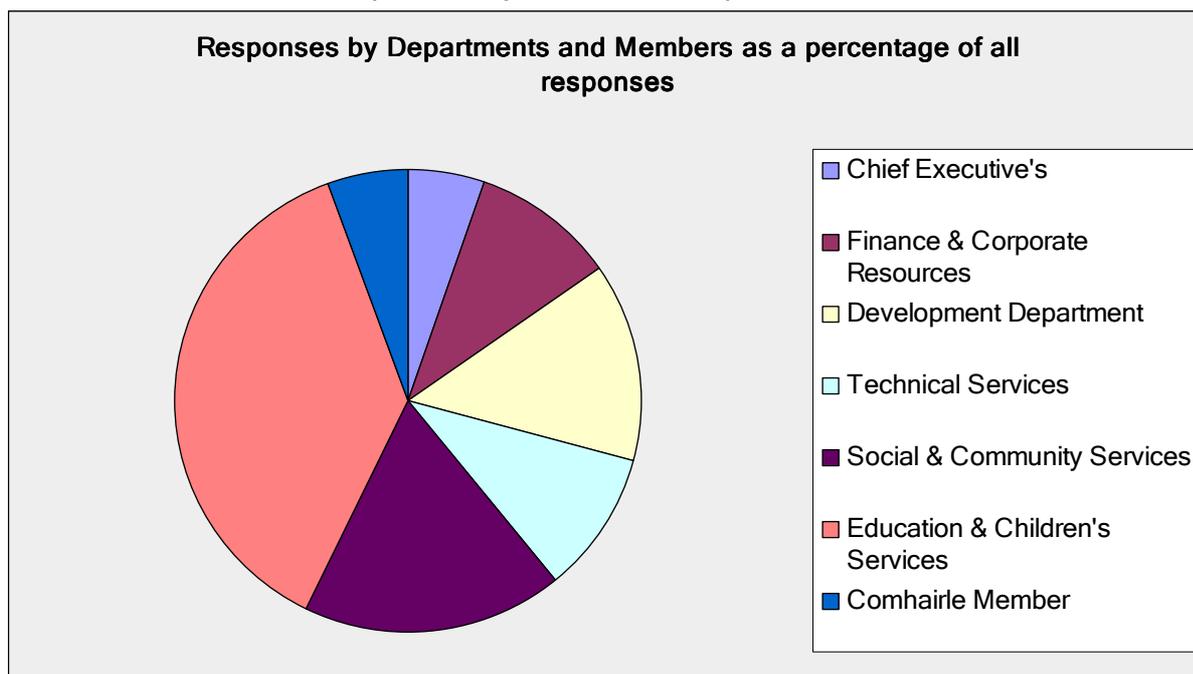


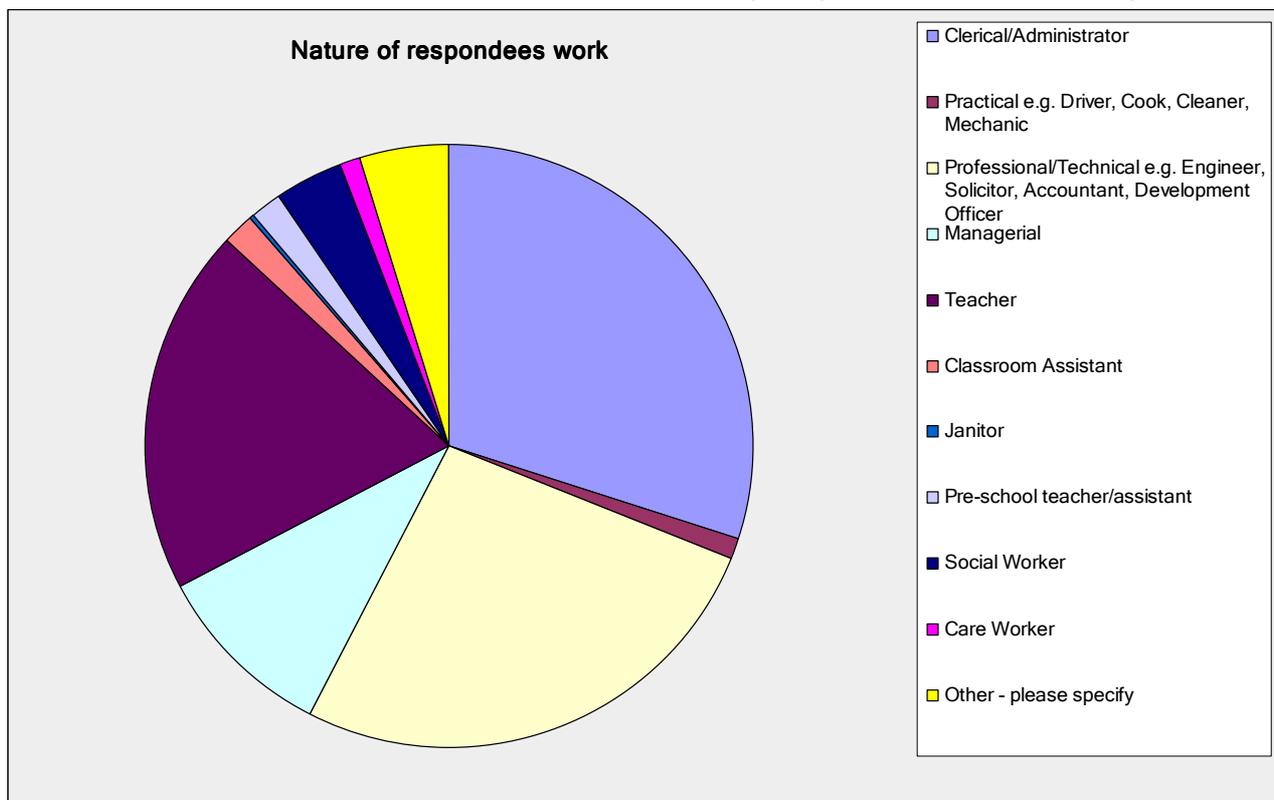
Table 2 details the nature of work undertaken by respondents to the survey. Clerical/administrator posts (29.9%) and professional/technical posts (26.5%) made up the greatest proportion of respondents. This is in line with the responses to the 2010 survey. Additional options were provided in the 2012 survey – Social Worker, Janitor and Pre-school teacher/assistant. Other categories included community worker and training officer.

Table 2: Nature of work undertaken by respondents

Nature of work undertaken	No. of Responses	Response % 2012	Response % 2010
Clerical/Administrator	112	29.9	37.7
Practical e.g. Driver, Cook, Cleaner, Mechanic	4	1.1	2.2
Professional/Technical e.g. Engineer, Solicitor, Accountant, Development Officer	99	26.5	32.5
Managerial	36	9.6	12.1
Teacher	74	19.8	7.7
Classroom Assistant	6	1.6	0
Janitor	2	0.5	-*
Pre-school teacher/assistant	6	1.6	-*
Social Worker	13	3.5	-*
Care Worker	4	1.1	1.7
Other - please specify	18	4.8	6.1

\* 3 additional work categories were added to the 2012 survey

Chart 2 summarises the nature of work undertaken by respondents to the survey.



### 3.1 Initial Views on Biodiversity

Respondents were asked what they thought of the Outer Hebrides' natural environment, which is made up of moorland, machair, croftland, lochs and streams, the coastline and hills and mountains and every living thing these support. Responses are summarised in Table 3. It is encouraging to see that 58.5% of respondents thought the Outer Hebrides' natural environment was very important to them in their everyday life (an increase of 4.5% on 2010) and over 33% thought it was quite important.

Table 3: Importance of biodiversity to respondents

How important is the Outer Hebrides' natural environment to you in your everyday life?	No. of Responses	Response % 2012	Response % 2010
Very important	238	58.5	54.0
Quite important	135	33.2	37.2
Not really important	29	7.1	7.7
Not important at all	5	1.2	1.1

Respondents were then asked if they are actively involved in looking after the natural environment in any way - for example, in wildlife or countryside organisations, volunteering, gardening to help wildlife, agri-environment schemes on your croft such as SRDP/RSS, or anything else like that.

65.2% of respondents were not involved in looking after the natural environment and 34.8% were involved. There has been no significant change in the level of activity since 2010.

Table 4: Comparison of active involvement in looking after the natural environment

Are you actively involved in looking after the natural environment in any way?	No. of Responses	Response % 2012	Response % 2010
Yes	141	34.8	34
No	264	65.2	66

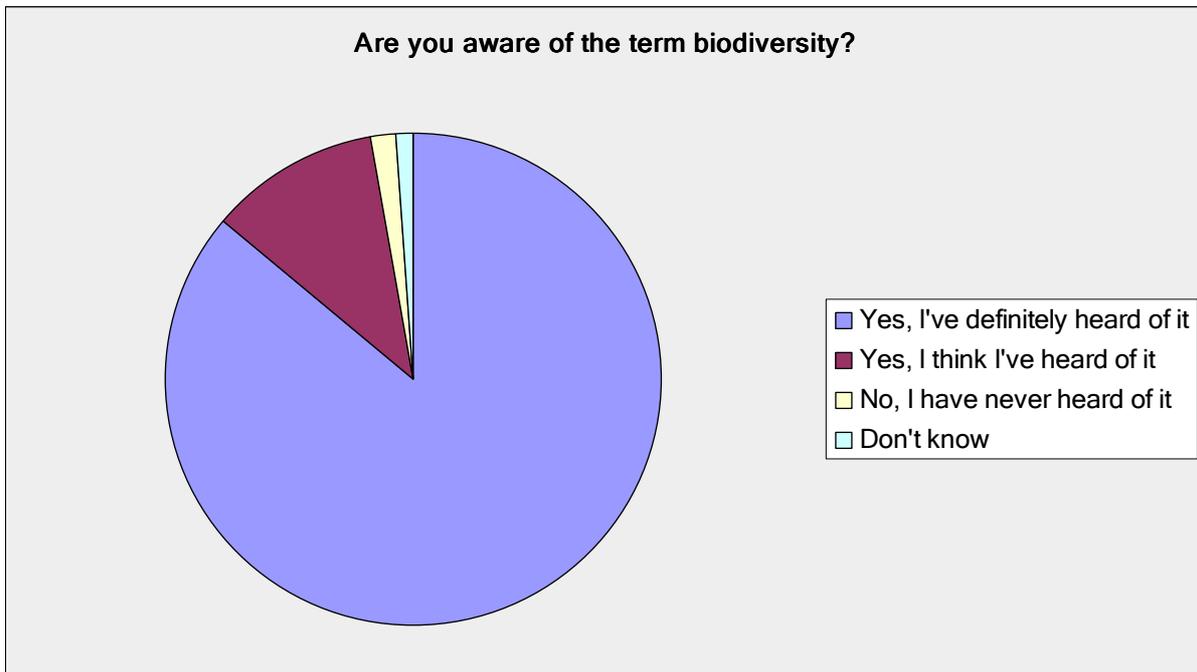
### 3.2 Biodiversity Awareness

The next questions related to staff and Members awareness of biodiversity. Respondents were asked if they were aware of the term biodiversity and they were then asked what they understood it to mean. The majority of respondents (86% compared with 81% in 2010) said they had definitely heard of the term biodiversity and 11% said they thought they had heard of the term. Only 2% had not heard the term before compared to 3% in 2010.

Table 5: Comparison of 2010 and 2012 levels of awareness of biodiversity

Are you aware of the term "biodiversity"?	No. of Responses	Response % 2012	Response % 2010
Yes, I've definitely heard of it	351	86.2	81
Yes, I think I've heard of it	45	11.1	16
No, I have never heard of it	7	1.7	3
Don't know	4	1.0	0

Chart 3: Awareness of biodiversity in 2012



Respondents were asked "What would you understand the term "biodiversity" to mean?" Of the respondents who knew what the term meant, 90% gave the most complete definition of biodiversity i.e. *All the living things on the planet, including us* compared to 86% in 2010. Only 1.3% of respondents had no idea what biodiversity means compared to 3% in 2010.

Of those that did not know what biodiversity meant, when prompted with a definition, 43% had definitely heard of the term and 29% thought they had heard of it, compared to 37% and 44% respectively in the 2010 survey.

### 3.3 Interest in Outer Hebrides Biodiversity

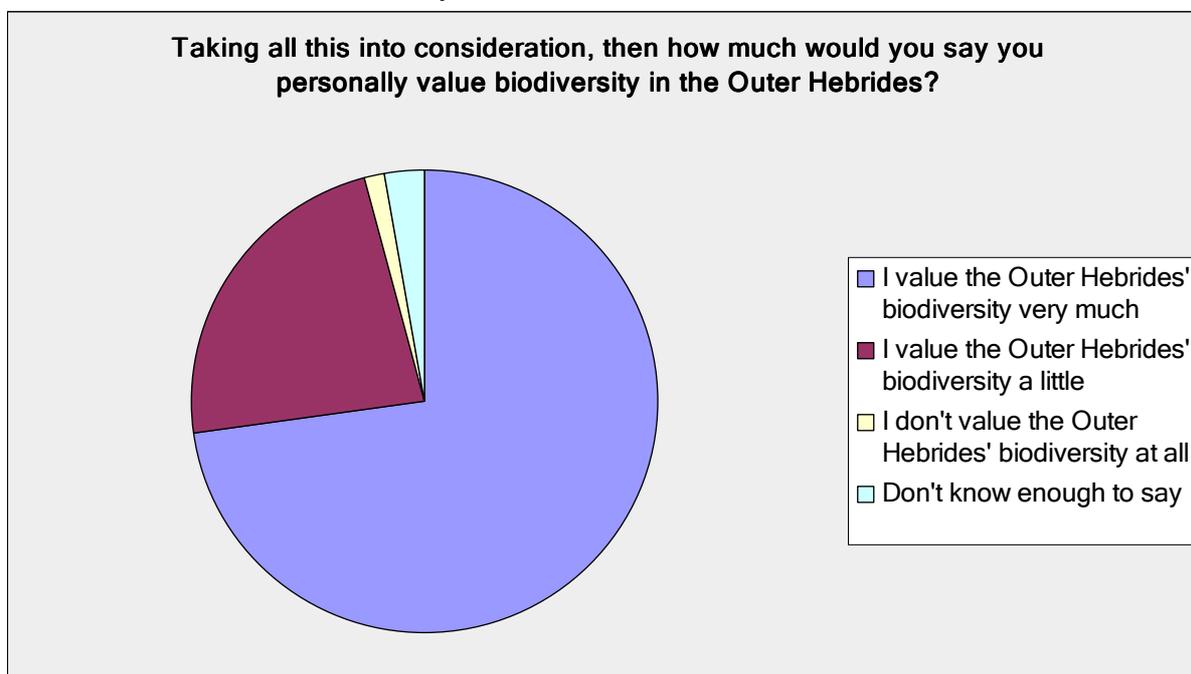
Based on the definition of biodiversity "the variety of all living things - animals, birds, plants, trees, fish, insects and human beings - that exist in the world", respondents were asked "how interested are you in the Outer Hebrides' biodiversity?" Responses are summarised in Table 6. 58.4% of respondents were very interested (compared to 49% in 2010) and 35.1% were slightly interested (compared to 41% in 2010). The remaining 5.9% of respondents were not interested (compared to 10% in 2010). Overall there is a greater interest in the Outer Hebrides' biodiversity.

Table 6: Comparison of 2010 and 2012 levels of interest in Outer Hebrides biodiversity

How interested are you in the Outer Hebrides' biodiversity?	No. of Responses	Response % 2012	Response % 2010
Very interested	225	58.4	49
Slightly interested	135	35.1	41
Neither nor	14	3.6	4
Not very interested	5	1.3	5
Not at all interested	4	1.0	1
Don't know enough to say	2	0.5	0

Respondents were asked to consider how much they personally value biodiversity in the Outer Hebrides. Chart 4 summarises the responses. 72.9% of respondents valued the Outer Hebrides' biodiversity very much (compared to 68% in 2010) and 22.9% valued it a little (compared to 28% in 2010). Only 1.3% did not value biodiversity at all and 3% didn't know enough to say.

Chart 4: How much biodiversity in the Outer Hebrides is valued



### 3.4 Biodiversity in Your Garden

Respondents were asked if they do anything in their garden to benefit biodiversity or attract wildlife. For example, green gardening methods such as using peat free compost, compost heap, putting garden waste/grass cuttings in organic bin, no chemicals, collecting rainwater, growing fruit & vegetables etc. or providing food/water for birds, boxes for birds/animals, wildlife friendly trees/plants, window boxes, container shrubs etc.

Table 7 summaries the responses. 31.3% of respondents said they try to do everything they can in this regard (an increase of 5% on 2010) and this rises to 51.7% of respondents doing a couple of things in this regards. Nearly 10% said they would like to start doing something, a similar proportion to the 2010 survey.

Table 7: Comparison of 2010 and 2012 activity for biodiversity in gardens

<b>Do you do anything in your garden to benefit biodiversity or attract wildlife?</b>	<b>No. of Responses</b>	<b>Response % 2012</b>	<b>Response % 2010</b>
Yes, and I try to do everything I can in this regard	120	31.3	26.1
Yes, but I only actually do a couple of things in this regard	198	51.7	54.5
No, but I'd really like to start doing something	36	9.4	9.7
No, and I'm really just not interested	13	3.4	6.0
Not applicable/No garden	13	3.4	3.4
Don't know	3	0.8	0.3

Respondents who said they do things in their garden were asked what motivated them to start. Reasons are given in Table 8 and percentage of respondents selecting each option. The main reasons given were that respondents wanted to feel that they were doing their bit for the environment (56.7%, compared to 60.5% in 2010) and reducing their own impact on biodiversity (50.8%, compared to 59.8% in 2010) with 42.3% of respondents of the view that this is something as a society we all should do. 38.2% of respondents were motivated by concern about climate change/loss of wildlife habitats. The provision of bins by the council motivated 29.5% of respondents to take action compared to 35.6% in 2010. Overall the main reasons for being motivated to take action were the same in 2010 and 2012.

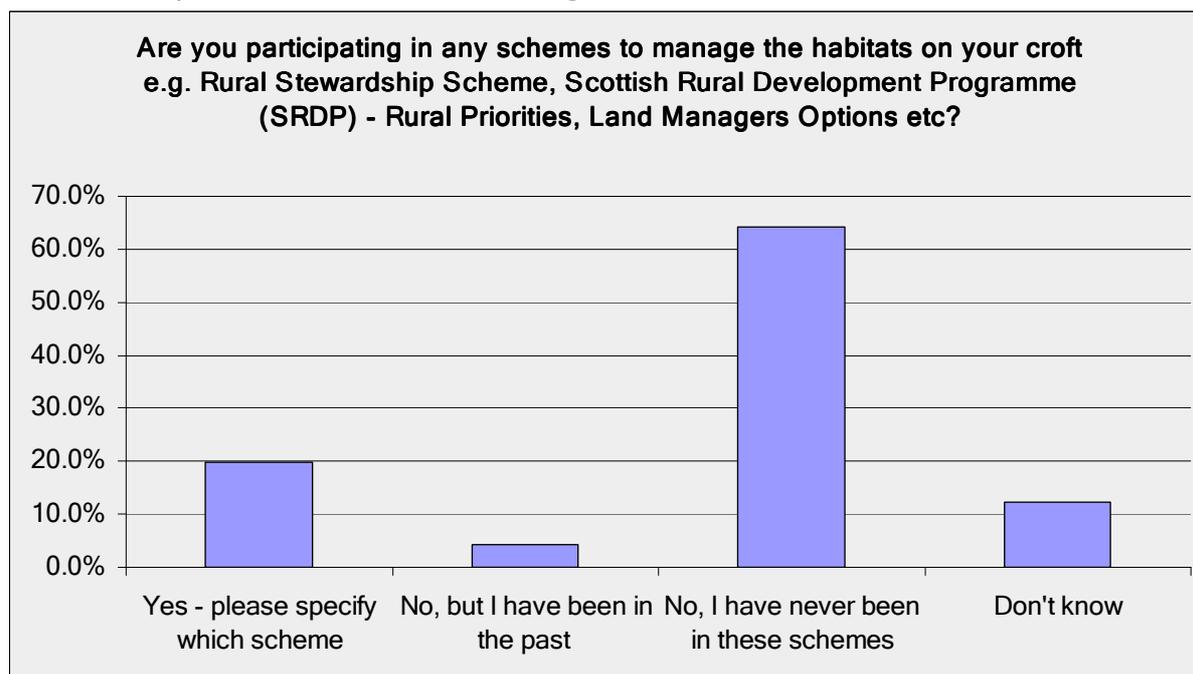
Table 8: Motivation for biodiversity activity in the garden

<b>What motivated you to start doing this?</b>	<b>No. of Responses</b>	<b>Response % 2012</b>	<b>Response % 2010</b>
Wanted to feel I was doing my bit for the environment	181	56.7	60.5
Concern about climate change/loss of wildlife habitats	122	38.2	42.7
Reduce my own impact on the environment	162	50.8	59.8
It's a hobby of mine	63	19.7	23.5
I've been interested in / done this all my life	87	27.3	26.7
Retired, have more time now	2	0.6	0.7
The children started this at school	19	6.0	3.9
Health reasons	17	5.3	7.8
Its something as a society that we all should do	135	42.3	47.0
Influenced by television/radio, the web or newspapers	33	10.3	13.5
No real reason, just do	31	9.7	9.6
The council provided bins so it's easy to do	94	29.5	35.6
Something else - please stipulate	9	2.8	2.8

### 3.5 Croft Management

Respondents were asked if they or a member of their household has/works a croft. 49% of respondents said yes and 51% said no. There is no change from 2010. Those with crofts were asked if they were participating in any schemes to manage the habitats on their croft e.g. Rural Stewardship Scheme, Scottish Rural Development Programme - Rural Priorities, Land Managers Options etc. The responses are summarised in Chart 5. 20% of crofters said that they were participating in schemes (compared to 22% in 2010) but the majority (64%, compared to 67% in 2010) said no, they have never been in these schemes.

Chart 5: Participation in croft habitat management schemes



Those respondents with crofts, not participating in schemes were asked why they do not participate in these schemes. The majority of respondents (37.7%, compared to 40.8% in 2010) indicated too much hassle/paperwork as a reason. 27.7% of respondents stated other reasons and many of these were a lack of information/knowledge of schemes, a lack of time due to work/other commitments or they were new to crofting.

Table 9: Reasons for not participating in croft schemes

Why do you not participate in agri-environment schemes?	No. of Responses	Response % 2012	Response % 2010
Too much hassle/paper work	49	37.7	40.8
I'm not interested in managing my croft in this way	17	13.1	12.5
I've tried to apply but was not successful	7	5.4	5.8
The schemes would restrict what I can do on my croft	14	10.8	5.8
The croft is too small	26	20.0	18.3
Other reason - please specify	36	27.7	32.5

### 3.6 Motivation to protect biodiversity/natural environment

Respondents were asked if they consider themselves in any way to be a green consumer. E.g. Buy local or British products, buy organic, buy with less packaging, buy environmentally friendly cleaning products, re-usable shopping bags, and energy efficient appliances. Responses are summarised in Table 10. 36% of respondents said that they try to do everything in this regard and this rises to 56.1% of respondents (compared to 57.6% in 2010) who do a couple of things in this regard. Overall the responses are similar to 2010.

Table 10: Comparison of 2010 and 2012 and whether respondents consider themselves to be Green consumers

Do you consider yourself in any way to be a green consumer?	No. of Responses	Response % 2012	Response % 2010
Yes, and I try to do everything I can in this regard	136	36.0	34.6
Yes, but I only actually do a couple of things in this regard	212	56.1	57.6
No, but I'd really like to start doing something	16	4.2	4.0
No, and I'm really just not interested	13	3.4	3.2
Not applicable	1	0.3	0.3
Don't know	0	0.0	0.3

Respondents were asked if they take any action at home to help protect biodiversity and the natural environment. E.g. record garden wildlife, recycle household waste (glass, plastic and cans), use your organic bin for kitchen/garden waste, composting, use fewer chemicals, use energy efficient bulbs, laundry washing at lower temperatures, showers instead of baths.

The responses to this question (see Table 11) were encouraging with almost all respondents (94% compared to 96% in 2010) answering yes to this question. 48% of respondents said they do everything they can in this regard and 46% say they only actually do a couple of things in this regard. When questioned further regarding respondents motivation to start doing this, motivation was similar to that for taking action in the garden i.e. wanted to feel that they were doing their bit for the environment (66%) and reducing their own impact on biodiversity (62%) with 44% of respondents of the view that it's something as a society we all should do and 39% being motivated by concern about climate change/loss of wildlife habitats. The main motivations are similar to those in 2010.

Table 11: Action taken at home to help protect biodiversity

Do you take any action at home to help protect biodiversity and the natural environment?	No. of Responses	Response % 2012	Response % 2010
Yes, and I try to do everything I can in this regard	181	48.0	47.5
Yes, but I only actually do a couple of things in this regard	173	45.9	48.4
No, but I'd really like to start doing something	13	3.4	1.7
No, and I'm really just not interested	9	2.4	2.0
Not applicable / No garden	0	0.0	0.3
Don't know	1	0.3	0.0

### 3.7 Volunteering

The majority of respondents (80%, compared to 84% in 2010) had not volunteered for any activity related to biodiversity and the natural environment in the last 12 months. Only 11%

of respondents said they had definitely volunteered (an increase of 2% on 2010). Of those respondents that had volunteered, the majority (72.3%) had been involved with a local clean up/tree planting/improving places for wildlife. 35.4% have created an allotment or green space and 35.4% has been involved in educational/training activities. Other activities included Marine Mammal Medic, working with schools on environmental projects and working with Keep Scotland Tidy and Eco-schools Scotland. Table 12 summarises the responses.

Table 12: Voluntary action related to biodiversity

What type of activity related to biodiversity and the natural environment have you volunteered for?	No. of Responses	Response % 2012	Response % 2010
Local clean up/ tree planting/ improving places for wildlife	47	72.3	73.5
Creating an allotment or green space	23	35.4	20.4
Counting and recording wildlife (Biological Recording)	9	13.8	16.3
RSPB's Big Garden Watch	8	12.3	14.3
CSV Action Earth Campaign	2	3.1	12.2
Fund raising/campaigning	7	10.8	4.1
Office administration and committee work	8	12.3	10.2
Educational/training activities	23	35.4	36.7
Helping to organise local events and activities	14	21.5	30.6
Helping to run local environmental group	9	13.8	6.1
Something else - please stipulate	6	9.2	2.0

The majority of respondents had undertaken their voluntary work with a local school (44%, compared to 28% in 2010) and local community group (23%, compared to 40% in 2010). There has been an increase in volunteering through local schools and reduction through local community groups. This may reflect an increase in parental/family involvement in biodiversity activity at schools, for example, through Eco-schools and other similar initiatives.

With regard to respondents being aware of their local schools involvement in biodiversity related projects, 40% were not aware/did not know of schools involvement (a 10% reduction on 2010). Biodiversity related projects which respondents were aware of included Waste Recycling - plastic, glass and paper, Eco-schools, Yellow Woods Challenge - recycling Yellow Pages and school garden/ tree and wildflower seed planting. This is broadly similar to the findings in 2010.

### 3.8 Interest in further involvement

Respondents were asked how interested they would be in having more involvement in things related to biodiversity during 2012. Nearly 47% of respondents were slightly interested and 24% were very interested. The remaining 29% were not interested. This is similar to the responses in 2010.

Respondents were asked to select which actions they thought they would realistically take to become more aware of and more involved in biodiversity in the next year. Actions such as getting out and enjoying the natural environment more (76.5%) and recycling and reducing household rubbish (72.9%) were the most popular options as shown in the Table 13 below.

Table 13: Further action to increase awareness and involvement in biodiversity

<b>What actions do you think you will realistically take to become more aware of and more involved in biodiversity in the next year?</b>	<b>No. of Responses</b>	<b>Response % 2012</b>	<b>Response % 2010</b>
Get out and enjoy the natural environment more	277	76.5	74.8
Walk from home more	138	38.1	37.6
Recycle and reduce household rubbish	264	72.9	78.6
Buy "green" products and services	144	39.8	43.5
Gardening that encourages wildlife	183	50.6	48.8
Take part in local environmental events	71	19.6	12.1
Do volunteer conservation work	21	5.8	5.3
Visit nature reserves etc	53	14.6	10.9
Join a local wildlife or environmental group	6	1.7	4.3
Become a member of an environmental organisation	8	2.2	3.1
Undertake training courses about the environment	18	5.0	5.6
Record wildlife in your garden or local area	44	12.2	-*
Something else - please stipulate	6	1.7	3.1

\* Additional response option in 2012 survey

Respondents were presented with a list of organisations and asked which organisations they were aware of as being involved in looking after biodiversity. The majority of respondents were aware of the organisations listed as being involved in looking after biodiversity – see Table 14 below. The list of other organisations listed was extensive and included The John Muir Trust, Sustainable Uist, Greenpeace, Friends of the Earth, Scottish Crofting Federation, Bumblebee Conservation Trust, Urras Oighreachd Ghabhsainn, North Harris Trust and Comann Each nan Eilean.

Table 14: Organisations involved in looking after biodiversity

<b>Which organisations are you aware of who are involved in looking after biodiversity?</b>	<b>No. of Responses</b>	<b>Response % 2012</b>	<b>Response % 2010</b>
Scottish Natural Heritage (SNH)	339	93.4	93.3
Comhairle nan Eilean Siar	304	83.7	83.8
Scottish Government	223	61.4	57.8
The Tourist Board / Visit Scotland	116	32.0	26.0
Scottish Environment Protection Agency (SEPA)	250	68.9	68.8
Scottish Wildlife Trust	271	74.7	71.9
National Trust for Scotland (NTS)	218	60.1	50.5
RSPB	301	82.9	80.1
Forestry Commission	235	64.7	62.7
Others - please specify	14	3.9	2.4

## 4. CONCLUSIONS

The survey was a repeat of the baseline survey undertaken in 2010 to gauge the effectiveness of awareness raising efforts throughout the Comhairle since May 2010.

The survey shows that of those staff and Members that responded, there is a reasonable level of biodiversity awareness. However, the survey respondents are only a small proportion (16%) of the overall Comhairle staff as at June 2012. For any repeat survey it is recommended that the survey is made more accessible to staff particularly in larger departments such as Education & Children's Services and Social and Community Services. This could be done by including a link on staff payslips or similar communication to all staff.

It is encouraging that a significant proportion of respondents value the biodiversity of the Outer Hebrides although action taken at home, in the garden and croft is limited. There is potential to increase the level of activity taken to benefit biodiversity through raising awareness generally. Respondents have indicated actions that they will realistically take to benefit biodiversity and it will be interesting to see what action has been taken in the intervening year of awareness raising activities. Motivations to undertake actions at home (green purchasing) and in the garden are broadly similar.

## 5. NEXT STEPS

The Comhairle's Biodiversity Duty Delivery Plan 2012-2014 approved on 8 March 2012 focuses on 6 key areas as follows.

- Governance - providing clear leadership and management on biodiversity
- Action - taking action to protect and enhance biodiversity
- Mainstreaming - integrating biodiversity into corporate projects, plans and strategies
- Monitoring- recording data and reporting trends
- Partnership - developing effective partnership working through the Local Biodiversity Partnership and other stakeholders
- Communication - raising awareness and building capacity amongst stakeholders

The plan includes a number of actions which will be undertaken to raise awareness of biodiversity amongst Comhairle staff and Members up until March 2014. These are as follows:

- |            |  |
|------------|--|
| Action 1.1 | Integrate biodiversity into the Investors in people (IIP) Process and the Corporate Improvement Plan.  |
| Action 1.2 | Identify biodiversity as a Core Value and highlight during staff inductions; Incorporate into Corporate Induction Checklist for Line Managers. |
| Action 1.3 | Appoint an elected member as Biodiversity Champion for the Comhairle   |
| Action 3.5 | Produce short briefing for twilight sessions in schools and include on GLOW and CnES website   |
| Action 4.2 | Highlight biodiversity achievements in annual Comhairle Performance Calendar   |
| Action 5.1 | Engage with partner agencies to organise and publicise a programme of events annually as part of Scottish Biodiversity Week                    |

Action 6.3      Increase awareness through targeted articles in e-Ceangal, Slainte, Siar News and Planning Services updates, Business Gateway e-bulletins.

An annual progress report will be presented for discussion by the Corporate Management Team. In addition the Comhairle will produce and publish a Biodiversity Duty Report by 2014 to comply with the WANE Act.

**CNES BASELINE SURVEY OF BIODIVERSITY AWARENESS - SURVEY QUESTIONS**

	Questions	Answer options
<b>Introduction to Survey</b>		
1	We are keen to assess the level of awareness among different Departments and Members in order to help target future awareness raising efforts. If you are a staff member, please indicate which Department you are in, or, if you are a Comhairle Member, please tick the relevant box.	Chief Executive's Finance & Corporate Resources Development Department Technical Services Social & Community Services Education & Children's Services Comhairle Member
<b>Nature of your Work</b>		
2	Please tick the option which best describes the nature of your work	Clerical/Administrator Practical e.g. Driver, Cook, Cleaner, Mechanic Professional/Technical e.g. Engineer, Solicitor, Accountant Managerial Teacher Classroom Assistant Janitor Pre-school teacher/assistant Social Worker Care Worker Other - please specify
<b>Your initial Views</b>		
3	When you think of the Outer Hebrides' natural environment, which is made up of moorland, machair, croftland, lochs and streams, the coastline and hills and mountains and every living thing these support, how important would you say it is to you in your everyday life?	Very important Quite important Not really important Not important at all
4	Are you actively involved in looking after the natural environment in any way - for example, in wildlife or countryside organisations, volunteering, gardening to help wildlife, agri-environment schemes on your croft such as SRDP/RSS, or anything else like that	Yes No
<b>Biodiversity Awareness</b>		

	Questions	Answer options
5	Are you aware of the term "biodiversity"?	Yes, I've definitely heard of of it Yes, I think I've heard of it No, I have never heard of it Don't know
<b>What is "biodiversity"</b>		
6	What would you understand the term "biodiversity" to mean?	All the living things on the planet, including us The different birds and animals The trees and plants and so on Something to do with biology and different things Something else - please stipulate No idea what it means/don't know
<b>Biodiversity explained</b>		
7	"Biodiversity" is the variety of all living things - animals, birds, plants, trees, fish, insects and human beings - that exist in the world. Do you think you might have heard about it now?	Yes, I've definitely heard of of it Yes, I think I've heard of it No, I have never heard of it Don't know
<b>Outer Hebrides biodiversity</b>		
8	"Biodiversity" is defined as the variety of all living things - animals, birds, plants, trees, fish, insects and human beings - that exist in the world. Thinking of the definition above, how interested are you in the Outer Hebrides' biodiversity?	Very interested Slightly interested Neither nor Not very interested Not at all interested Don't know enough to say
9	How relevant is the Outer Hebrides' biodiversity to you personally?	Very relevant Slightly relevant Neither nor Not very relevant Not at all relevant Don't know enough to say
10	How concerned are you about the loss of biodiversity in the Outer Hebrides and Scotland in general?	Very concerned Slightly concerned Neither nor Not very concerned Not at all concerned Don't know enough to say

	Questions	Answer options
11	Taking all this into consideration, then how much would you say you personally value biodiversity in the Outer Hebrides?	I value the Outer Hebrides' biodiversity very much I value the Outer Hebrides' biodiversity a little I don't value the Outer Hebrides' biodiversity at all Don't know enough to say
<b>Biodiversity in your garden</b>		
12	Do you do anything in your garden to benefit biodiversity or attract wildlife? For example, green gardening methods such as using peat free compost, compost heap, putting garden waste/grass cuttings in organic bin, no chemicals, collecting rainwater, growing fruit & vegetables etc. OR Providing food/water for birds, boxes for birds/animals, wildlife friendly trees/plants, window boxes, container shrubs etc.	Yes, and I try to do everything I can in this regard Yes, but I only actually do a couple of things in this regard No, but I'd really like to start doing something No, and I'm really just not interested Not applicable/No garden
<b>Gardening motivation</b>		
13	What motivated you to start doing this? Tick all that apply.	Wanted to feel I was doing my bit for the environment Concern about climate change/loss of wildlife habitats Reduce my own impact on the environment It's a hobby of mine I've been interested in / done this all my life Retired, have more time now The children started this at school Health reasons Its something as a society that we all should do Influenced by television/radio, the web or newspapers No real reason, just do The council provided bins so it's easy to do Something else - please stipulate
<b>Crofting</b>		
14	Do you or a member of your household have/work a croft?	Yes No

	Questions	Answer options
15	Are you participating in any schemes to manage the habitats on your croft e.g. Rural Stewardship Scheme, Scottish Rural Development Programme - Rural Priorities, Land Managers Options etc?	Yes - please specify which scheme No, but I have been in the past - please specify which scheme No, I have never been in these schemes Don't know
<b>Crofting management participation</b>		
16	Why do you not participate in agri-environment schemes? Tick all that apply.	Too much hassle/paper work I'm not interested in managing my croft in this way I've tried to apply but was not successful The schemes would restrict what I can do on my croft The croft is too small Other reason - please specify
<b>Action taken to help protect biodiversity/natural environment</b>		
17	Do you consider yourself in any way to be a green consumer? E.g. Buy local or british products, buy organic, buy with less packaging, buy environmentally friendly cleaning products, re-usable shopping bags, energy efficient appliances.	Yes, and I try to do everything I can in this regard Yes, but I only actually do a couple of things in this regard No, but I'd really like to start doing something No, and I'm really just not interested Not applicable Don't know
18	Do you take any action at home to help protect biodiversity and the natural environment? E.g. record garden wildlife, recycle household waste (glass, plastic and cans), use your organic bin for kitchen/garden waste, composting, use fewer chemicals, use energy efficient bulbs, laundry washing at lower temperatures, showers instead of baths.	Yes, and I try to do everything I can in this regard Yes, but I only actually do a couple of things in this regard No, but I'd really like to start doing something No, and I'm really just not interested Not applicable / No garden Don't know
<b>Motivation to protect biodiversity/natural environment</b>		

	Questions	Answer options
19	What motivated you to start doing this? Tick all that apply.	<p>Wanted to feel I was doing my bit for the environment</p> <p>Concern about climate change/loss of wildlife habitats</p> <p>Reduce my own impact on the environment</p> <p>It's a hobby of mine</p> <p>I've been interested in / done this all my life</p> <p>Waste Aware Western Isles Campaign</p> <p>Retired, have more time now</p> <p>The children started this at school</p> <p>Health reasons</p> <p>Its something as a society that we all should do</p> <p>Influenced by television/radio, the web or newspapers</p> <p>No real reason, just do</p> <p>The council provided bins so it's easy to do</p> <p>Something else - please stipulate</p>
<b>Volunteering</b>		
20	Have you volunteered for any activity related to biodiversity and the natural environment in the last 12 months?	<p>Yes, definitely</p> <p>Yes, I think so</p> <p>No</p> <p>Don't know</p>
21	What type of activity related to biodiversity and the natural environment have you volunteered for? Tick all that apply.	<p>Local clean up/ tree planting/ improving places for wildlife</p> <p>Creating an allotment or green space</p> <p>Counting and recording wildlife (Biological Recording)</p> <p>RSPB's Big Garden Watch</p> <p>CSV Action Earth Campaign</p> <p>Fund raising/campaigning</p> <p>Office administration and committee work</p> <p>Educational/training activities</p> <p>Helping to organise local events and activities</p> <p>Helping to run local environmental group</p> <p>Something else - please stipulate</p>

	Questions	Answer options
22	Which organisations have you undertaken these voluntary activities for/with? Tick all that apply.	National Trust for Scotland RSPB John Muir Trust Scottish Natural Heritage (SNH) Curracag – The Outer Hebrides Natural History Society Local Countryside Ranger Service Local environmental/community group Local school Local youth club <u>Local church</u> Others - please specify
<b>Further involvement</b>		
23	Do you know if your local school is involved in biodiversity related projects? Tick all those that apply or No/I don't know.	Eco-schools Waste Recycling - plastic, glass and paper Yellow Woods Challenge - recycling Yellow Pages School garden/ tree planting / wildflower seed Young naturalists group / bird club Kew Garden's Great Plant Hunt RSPB's Big Garden Bird Watch CSV Action Earth Campaign Recording wildlife Other - please specify No / I don't know
24	How interested would you be in having more involvement in things related to biodiversity during 2010?	Very interested Slightly interested Neither nor Not very interested Not at all interested Don't know enough to say

	<b>Questions</b>	<b>Answer options</b>
25	What actions do you think you will realistically take to become more aware of and more involved in biodiversity in the next year? Tick all that apply.	<ul style="list-style-type: none"> <li>Get out and enjoy the natural environment more</li> <li>Walk from home more</li> <li>Recycle and reduce household rubbish</li> <li>Buy "green" products and services</li> <li>Gardening that encourages wildlife</li> <li>Take part in local environmental events</li> <li>Do volunteer conservation work</li> <li>Visit nature reserves etc</li> <li>Join a local wildlife or environmental group</li> <li>Become a member of an environmental organisation</li> <li>Undertake training courses about the environment</li> <li>Something else - please stipulate</li> </ul>
26	Which organisations are you aware of who are involved in looking after biodiversity? Tick all that apply.	<ul style="list-style-type: none"> <li>Scottish Natural Heritage (SNH)</li> <li>Comhairle nan Eilean Siar</li> <li>Scottish Government</li> <li>The Tourist Board / Visit Scotland</li> <li>Scottish Environment Protection Agency (SEPA)</li> <li>Scottish Wildlife Trust</li> <li>National Trust for Scotland (NTS)</li> <li>RSPB</li> <li>Forestry Commission</li> <li>Others - please specify</li> </ul>