Attitudes of Europeans towards the issue of biodiversity

Analytical Report

Fieldwork: November 2007
Report: December 2007

This survey was requested and coordinated by Directorate-General Communication

Flash Eurobarometer Series
#219

Attitudes of Europeans towards the issue of biodiversity

Survey conducted by The Gallup Organization
upon the request of Directorate-General
Environment

EUROBAROMETER

Coordinated by Directorate-General
Communication

THE GALLUP ORGANIZATION

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Introduction

The European Union (EU) is committed to the protection of "biological diversity", i.e. the variability among living organisms from all sources including, inter alia, terrestrial, marine, and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems[1]. The EU has been legislating on biodiversity since the 1970s and is committed to implementing the *Convention on Biological Diversity*. Today, one of the four priority areas of the *EU's Sixth Environment Action Programme 2002-12* is nature and biodiversity. The 2006 Biodiversity Communication on *Halting the loss of biodiversity by 2010 – and beyond: Sustaining ecosystem services for human wellbeing* contains an Action Plan which aims to pull together actors and resources at EU and national levels to implement the actions that will contribute towards achieving the 2010 target.

This Flash Eurobarometer survey on *"Attitudes towards biodiversity" (Nº 219),* requested by DG Environment, asked EU citizens to clarify how familiar they were with the term *biodiversity* and with the concept of *biodiversity loss*. The survey also dealt with the following aspects relating to biodiversity loss:

- The level to which EU citizens feel informed about biodiversity issues
- The preferred information sources for learning more about biodiversity loss
- Opinions about the major causes of biodiversity loss
- The perceived seriousness of biodiversity loss at both domestic and global levels
- The expected impact of biodiversity loss
- Opinions on why it is important to stop biodiversity loss
- Personal efforts being taken to preserve biodiversity
- Awareness of the *Natura 2000* network

The survey's fieldwork was carried out between 20th and 24th of November, 2007. Over 25,000 randomly selected citizens, aged 15 years and above, were interviewed in the EU's 27 Member States. Interviews were predominantly carried out via fixed telephone, approximately 1,000 in each of the Member States except Estonia, Cyprus, Luxembourg and Malta where approximately 500 interviews were conducted.

To correct sampling disparities, a post-stratification weighting of the results was implemented, based on important socio-demographic variables. More details on survey methodology are included in the Annex of this report.

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[1] Source: Article 2 of the Convention on Biological Diversity

Main findings

- Although a majority of EU citizens had heard of the term *biodiversity*, only **35% said they also knew what biodiversity meant**.

- When the term "biodiversity" was explained, a majority of EU citizens were able to define the meaning of "biodiversity loss" in their own words. **The general public understood biodiversity loss mostly as a species-focused concept** or as a concept related to changes in natural habitats.

- **A minority of EU citizens felt well informed** about the topic of biodiversity loss.

- **Watching news and documentaries on TV**, searching the Internet and reading newspapers and magazines were the three **most typical ways of finding out more about biodiversity issues**.

- When EU citizens were asked about the **most important threats to biodiversity**, **pollution and man-made disasters were given equal weighting in importance**. Twenty-seven percent thought that air and water pollution were the most important causes of biodiversity loss, and the same percentage mentioned man-made disasters, such as oil spills or industrial accidents.

- Forty-three percent of respondents reported that **biodiversity loss was a very serious problem in their own country**.

- However, **biodiversity loss at a global level was considered to be more important than biodiversity loss at a national level**. Almost seven out of 10 EU citizens thought that the decline and possible extinction of animal species, natural habitats and ecosystems were very serious global problems.

- In terms of possible effects on themselves, most EU citizens saw **no immediate personal impact of biodiversity loss**. Only one in five respondents reported being already affected by the decline and possible extinction of flora and fauna (19%).

- **A majority of respondents**, however, **thought that biodiversity loss would have an impact in the future**; 35% of respondents expected it to have an impact in the near future (they would feel an impact) and the same proportion said that while they did not expect to be personally affected, their children would feel the consequences of biodiversity loss.

- **EU citizens were aware of the multitude of reasons why the conservation of biodiversity is important**; a plurality of respondents agreed that all of the reasons (as defined in the survey) were essential.

- Respondents seemed to see the conservation of biodiversity first and foremost as a **moral obligation**. In addition, more than half of the interviewees strongly agreed that it was important to halt biodiversity loss because **the citizens' well-being and quality of life depended on it**.

- A slightly lower proportion of respondents agreed that the conservation of biodiversity was important because **biodiversity was indispensable for the production food, fuel and medicines**, or because **biodiversity loss would probably have economic consequences for Europe**.

- **More than two out of three respondents said that they personally made some efforts to protect biodiversity**, and half of them said they would be willing to do even more in order to counteract biodiversity loss.

- Twenty-one percent of respondents said they were **not taking any actions because they did not know what to do to stop biodiversity loss.**

- **EU citizens have little knowledge of *Natura 2000***; 80% of respondents said they had never heard of the *Natura 2000* network.

1. What is *biodiversity loss*?

Although a majority of EU citizens had heard of the term "biodiversity", only 35% said they also knew what biodiversity meant.

When the term "biodiversity" was explained, a majority of EU citizens were able to define the meaning of "biodiversity loss" in their own words. The general public understood biodiversity loss mostly as a species-focused concept or as a concept related to changes in natural habitats.
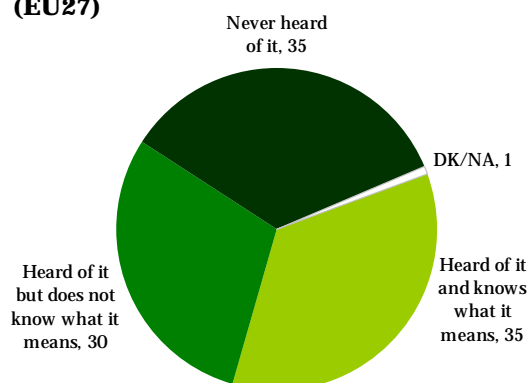
1.1 Familiarity with the term "biodiversity"

In the past few years we have seen the launch of several biodiversity awareness campaigns that aimed to demonstrate the values of biodiversity (e.g. the biodiversity campaign "*I give life to my planet!*" in Belgium or the launch of "*Notice Nature*" in Ireland). Nevertheless, only 35% of EU citizens said they knew the meaning of the term *biodiversity,* while 30% said they had heard of the term but did not know its meaning. Thirty-five percent claimed they had never heard of the term.

The individual country results showed large variations in familiarity with the term *biodiversity*. It was practically unknown to Cypriot citizens; only 15% had heard of the term and less than half of them knew what it meant (6% in Cyprus).

Familiarity with the term "biodiversity" (EU27)

Never heard of it, 35
DK/NA, 1
Heard of it and knows what it means, 35
Heard of it but does not know what it means, 30

Q1. Are you aware of the term "biodiversity"?
%, Base: all respondents

Although the percentages of respondents who had heard of the term in the Czech Republic and Slovakia were slightly higher (21% and 24%, respectively), the same proportion reported knowing what biodiversity meant (6% in each country).

Biodiversity awareness levels were the highest in Austria and Germany (74% and 71%, respectively, had heard of the term *biodiversity* and knew what it meant). There was also a high level of awareness in Bulgaria, Estonia, France, Poland, Finland and Sweden; between 71% and 77% of respondents in these countries had heard of the term *biodiversity*. However, the proportion of respondents that also knew what *biodiversity* meant (between 41% and 31%) was lower than in Austria or Germany.

Familiarity with the term "biodiversity", by country

■ Never heard of it

AT	DE	BG	EE	FR	PL	SE	FI	EU27	IT	ES	UK	HU	BE	LV	PT	LU	SI	NL	IE	LT	RO	MT	EL	DK	SK	CZ	CY
11	16	23	23	25	28	28	29	35	35	38	40	42	44	44	44	46	49	50	52	51	56	57	65	68	73	78	84

□ Heard of it   ■ Heard of it and knows what it means   ■ Heard of it but does not know what it means

	AT	DE	BG	EE	FR	PL	SE	FI	EU27	IT	ES	UK	HU	BE	LV	PT	LU	SI	NL	IE	LT	RO	MT	EL	DK	SK	CZ	CY
Total	89	84	77	77	75	73	72	71	65	62	61	60	58	56	56	55	54	51	49	48	48	42	41	35	31	24	21	15
Knows	15	14	36	40	41	41	31	37	30	39	33	32	40	32	41	24	26	27	26	26	29	24	26	18	15	6	6	6
Heard	74	71	41	37	34	31	41	33	35	24	28	28	18	24	15	31	28	25	23	22	19	18	14	17	17	18	15	9

Q1. Are you aware of the term "biodiversity"?
%, Base: all respondents, by country
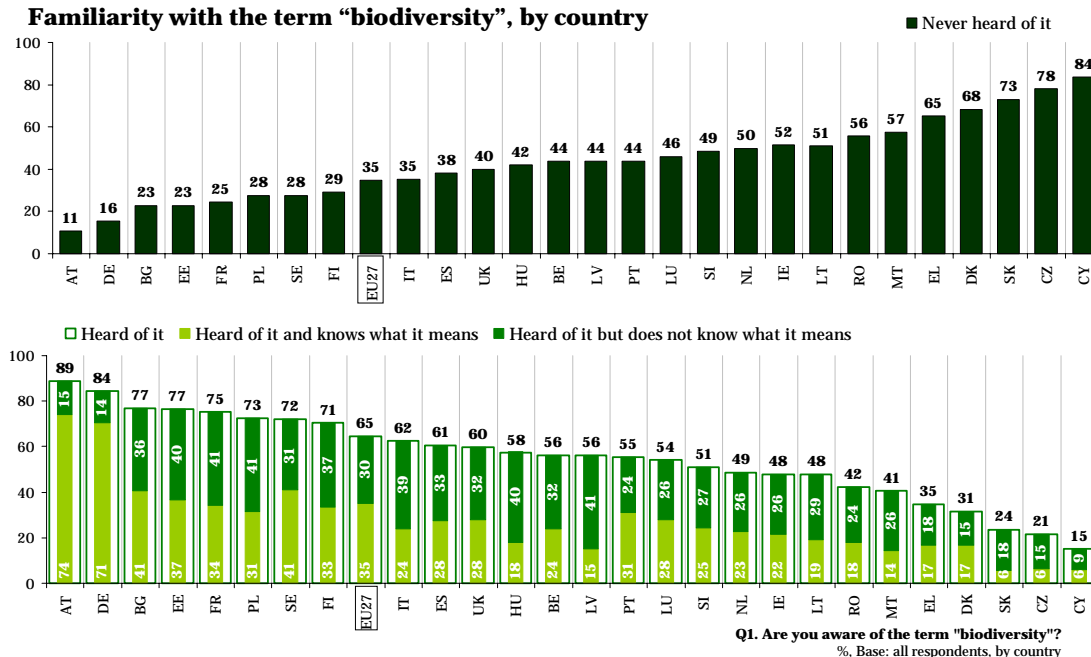
Socio-demographic differences

The results of awareness within the different socio-demographic groups showed that the proportion of respondents who had heard of the term *biodiversity* but who did not really know its meaning were very similar across those groups. The most important differences were observed when comparing the proportions who knew the meaning of the term *biodiversity* and those who had never heard of it.

Men were the most likely to know what biodiversity meant (40% vs. 30%). Older respondents were also liable to know the meaning of biodiversity; while 39% of respondents between 35 and 40 knew its meaning, only 27% of the 15-24 year-olds did so.

Biodiversity awareness also increased with the educational and occupational status of respondents. Slightly less than half of those with the highest levels of education (49%) reported knowing what biodiversity meant compared to 21% of those with the lowest levels of education. Similarly, 24% of manual workers knew what biodiversity meant, compared to 40% of employees and 41% of self-employed respondents.

Finally, urban dwellers were less likely than residents of rural or metropolitan areas to be aware of the meaning of the term *biodiversity* (31% vs. 37% and 40%, respectively).

"Biodiversity" awareness - socio-demographics

	% heard of it and knew meaning	% heard of it but didn't know meaning	% never heard of it
EU27	34	29	36
SEX			
Male	40	28	31
Female	30	31	38
AGE			
15 - 24	27	34	39
25 - 39	34	30	35
40 - 54	39	30	30
55 +	36	27	36
EDUCATION (end of)			
Until 15 years	21	27	49
16 - 20	32	31	37
20 +	49	29	22
Still in education	33	32	35
URBANISATION			
Metropolitan	40	30	29
Urban	30	31	37
Rural	37	28	35
OCCUPATION			
Self-employed	41	28	31
Employee	40	31	28
Manual worker	24	33	43
Not working	32	29	38

Q1. Are you aware of the term "biodiversity"?
%, Base: all respondents, by socio-demographics (0-2% DK/NA answers)

1.2 Meaning of the term "biodiversity loss"

Before continuing the interview, respondents were presented with a short definition of the term *biodiversity*. The aim was to enable them to give more informed answers to the remaining questions about biodiversity loss.

> *Biological diversity – or biodiversity – is the term given to the variety of life on Earth (such as plants, animals, oceans) which forms the web of life of which we are an integral part.*

Following this definition, respondents were asked to describe what the concept of *biodiversity loss* meant to them, and their responses were categorised by topic, such as "loss of natural habitats" or "climate change". An "other" category was used for responses falling outside any of the coded categories.

When the term *biodiversity* was explained, a majority of EU citizens were able to define the meaning of biodiversity loss in their own words, and a large number of them were even able to sum up various aspects of biodiversity loss. Bulgarian and Latvian citizens were the most capable to define what biodiversity loss meant, and only 6% of respondents in both countries were unable to give an answer.

Respondents in Ireland, on the contrary, most often gave a "Don't Know" answer (45%), followed by respondents in Sweden and the UK (34% and 31%, respectively).

Meaning of "biodiversity loss"

"Don't know" answers

IE	SE	UK	IT	SK	NL	MT	LU	DK	RO	SI	EU27	BE	PL	FI	CZ	ES	DE	FR	EL	HU	LT	PT	CY	EE	AT	LV	BG
45	34	31	27	26	25	25	23	22	21	20	19	18	18	16	15	15	14	14	13	12	11	11	11	10	10	6	6

Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
%, Base: all respondents by country
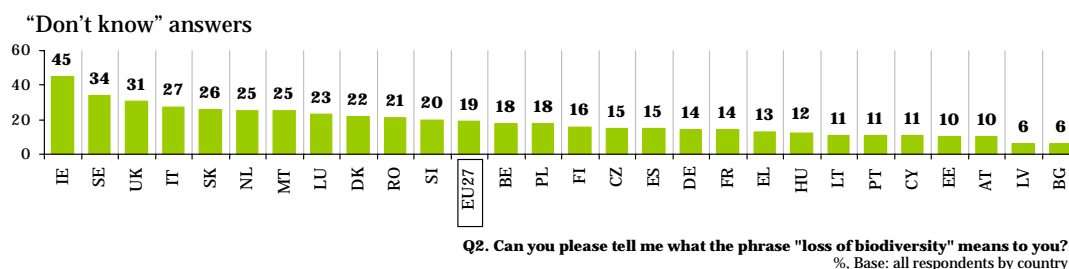
How EU citizens define biodiversity loss

Biodiversity is a multidimensional concept and, consequently, this is also true for the concept of *biodiversity loss*. Nevertheless, the general public understood it mostly as a species-focused concept. In this survey, the largest group of respondents gave an answer that was coded as relating to the loss of species; 41% of respondents said that biodiversity loss meant that certain animals and plants were disappearing or would disappear and 20% said it meant that certain animals and plants were endangered or would become endangered.

Another group of respondents mentioned changes in natural habitats; 18% mentioned the decline of natural habitats, 14% said something relating to the loss of natural heritage, such as natural parks and landscapes, and 12% reported that forests would disappear or that the total area of forests would decline.

A smaller number of respondents mentioned causes of biodiversity loss, such as climate change (11%) and problems with clean air and water or CO_2 emissions (9%). Finally, a minority named consequences of biodiversity loss; 2% thought about economic problems and loss of material wealth, 2% mentioned a decreasing potential in the production of medicines, food and fuel, and 1% mentioned consequences for tourism.

Meaning of "biodiversity loss"
(EU27, % of mentions)

	%
Certain animals and plants are disappearing/will disappear	41
Certain animals and plants are/will become endangered	20
Decline in natural habitats/less variety - in general	18
Loss of natural heritage such as nature parks/endemic species/natural landscapes	14
Forests will disappear/decline	12
Climate change	11
Problems with clean air and water/CO2 emissions	9
Problems for the economy/Loss of material wealth	2
Loss of potential for producing medicines, food and fuel	2
Don't care about this issue	1
Problems in my garden	1
Less opportunities for tourism	1
Others	12
DK/NA	19

Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
%, Base: all respondents

Country highlights

In most EU Member States, the largest group of respondents said that biodiversity loss meant *the loss of species,* and the smallest group of interviewees mentioned something relating to *the consequences of biodiversity loss*, such as economic problems and loss of material wealth or a decreasing potential for producing medicines, food and fuel.

The clearest exception to this pattern was in the Czech Republic, where respondents were more liable to refer to *the decline in natural habitats* than to the loss of species when defining biodiversity loss. For example, 39% of Czech respondents said that biodiversity loss meant a decline in natural habitats, while 14% referred to the loss of natural heritage and the same number mentioned that forests would disappear. However, only 22% and 16%, respectively, mentioned that certain animals were disappearing or were endangered.

In some of the countries where citizens were more knowledgeable about biodiversity loss, such as Bulgaria and Latvia, a significant group of respondents also named causes of biodiversity loss when defining what it meant. For example, 31% of Bulgarian respondents said that biodiversity loss was associated with climate change and 37% associated it with water and air pollution.

Meaning of "biodiversity loss", by country

	Animals & plants are disappearing /will disappear	Animals & plants are/will become endangered	Decline in natural habitats - in general	Loss of natural heritage like nature parks	Forests will disappear/ decline	Change of the climate	Problems with clean air & water
EU27	41	20	18	14	12	11	9
BE	47	20	16	12	16	17	15
BG	67	30	11	17	31	31	37
CZ	22	16	39	14	14	20	22
DK	43	23	11	12	9	14	10
DE	59	26	17	10	12	9	8
EE	36	15	22	6	15	10	10
EL	34	18	23	23	9	5	7
ES	32	21	19	22	19	21	10
FR	49	22	12	18	15	9	13
IE	25	12	11	10	5	6	4
IT	31	19	15	16	8	8	3
CY	35	22	20	43	18	10	6
LV	40	24	42	17	24	25	32
LT	50	24	25	24	32	29	19
LU	53	37	6	27	16	18	13
HU	47	29	17	5	20	29	25
MT	33	14	20	10	10	6	10
NL	24	16	14	13	15	15	7
AT	67	33	23	8	11	10	15
PL	38	15	28	6	3	3	6
PT	38	26	18	27	15	18	15
RO	19	12	34	12	9	7	6
SI	34	9	16	14	4	7	7
SK	15	5	14	13	4	5	6
FI	48	20	21	11	13	24	13
SE	19	13	13	9	3	5	2
UK	41	13	13	12	9	10	7

Q2. Can you please tell me what the phrase "loss of biodiversity" means to you?
% of respondents that mentioned each category, Base: all respondents, by country

Socio-demographic differences

The variations across socio-demographic groups, more or less, repeated those described in the analysis of the awareness levels of biodiversity. The percentages of "Don't Know" answers decreased with the educational and occupational status of the respondents. While only 11% of interviewees with the highest educational levels reported not being able to define biodiversity loss, this percentage was up to 32% for those with lower levels of education. Similarly, 22% of manual workers were not able to define the concept of *biodiversity loss*, compared to only 16% of employees and 17% of self-employed respondents.

Meaning of "biodiversity loss" – socio-demographics

% DK/NA

SEX		URBANISATION	
Male	18	Metropolitan	15
Female	20	Urban	21
AGE		Rural	20
15 - 24	20	**OCCUPATION**	
25 - 39	17	Self-employed	17
40 - 54	17	Employee	16
55 +	23	Manual worker	22
EDUCATION		Not working	22
Until 15 years	32		
16 - 20	21		
20 +	11		
Still in education	17		

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

%, Base: all respondents, by socio-demographics

Men were only slightly less likely than women to give a "Don't Know" answer (18% vs. 20%). It was also observed that 23% of respondents older than 55 and 20% of those younger than 24 gave a "Don't Know" answer, but only 17% of the 25-54 year-olds did not know how to define biodiversity loss. Finally, inhabitants of rural and urban areas were more likely than residents of metropolitan areas not to be able to define biodiversity loss (20% and 21%, respectively, vs. 15%).

When the above-mentioned socio-demographic differences in giving "Don't Know" answers were taken into account and when the number of different answers that respondents provided was controlled (for example, higher educated respondents summed up more aspects of biodiversity loss than lower educated respondents), no important socio-demographic differences were observed in how respondents defined biodiversity loss.

2. Information about biodiversity loss

A minority of EU citizens felt well informed about the topic of biodiversity loss.

Watching news and documentaries on TV, searching the Internet and reading newspapers and magazines were the three most typical ways of finding out more about biodiversity issues.

2.1 How informed do EU citizens feel about biodiversity loss?

In accordance with the levels of awareness concerning biodiversity, we found that a minority of EU citizens felt well informed about the topic of biodiversity loss; 33% of respondents felt well informed and 5% said they felt *very* well informed. Slightly more than one in five respondents (21%) reported that they were not informed *at all* about biodiversity loss and 41% said they were not well informed.

German and Austrian citizens were not only the most knowledgeable about biodiversity, they were also the most likely to feel well informed about biodiversity loss; 7% of respondents in both countries reported being *very* well informed and 46% and 44%, of German and Austrian citizens respectively, felt well informed.

Being informed about biodiversity loss (EU27)

Q3. How informed do you feel about the loss of biodiversity?
%, Base: all respondents

Respondents in Italy and Latvia, on the contrary, felt the least informed about biodiversity loss, with less then one in four of them feeling well informed or *very* well informed about the topic. However, Slovakian and Irish respondents were the ones that most frequently said they did not feel at all informed about the topic of biodiversity loss (38% and 37%, respectively, selected this possibility). Finally, Romanian respondents (52%) were the most likely to feel not well informed.

We also observed that respondents in Cyprus were the most likely to report being *very* well informed about biodiversity loss (12%), and an additional 30% of Cypriot respondents felt well informed. This meant that, although only 15% of Cypriot respondents had heard of the term biodiversity before they participated in this survey, when the term *biodiversity* was explained to them and after they thought about the concept and formulated their definition of biodiversity loss, a significantly larger part of the Cypriot respondents (42%) felt sufficiently well informed.

Being informed about biodiversity loss, by country
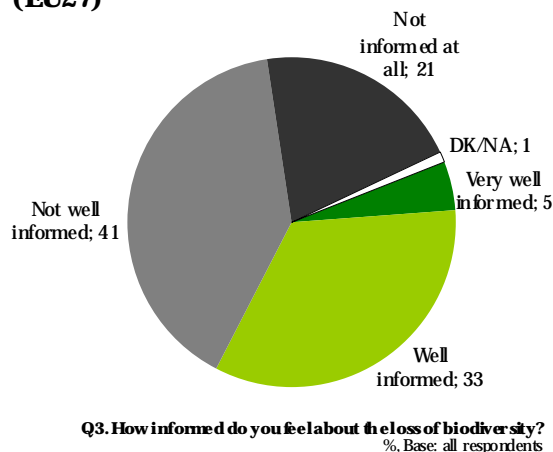
Q3. How informed do you feel about the loss of biodiversity?
%, Base: all respondents by country
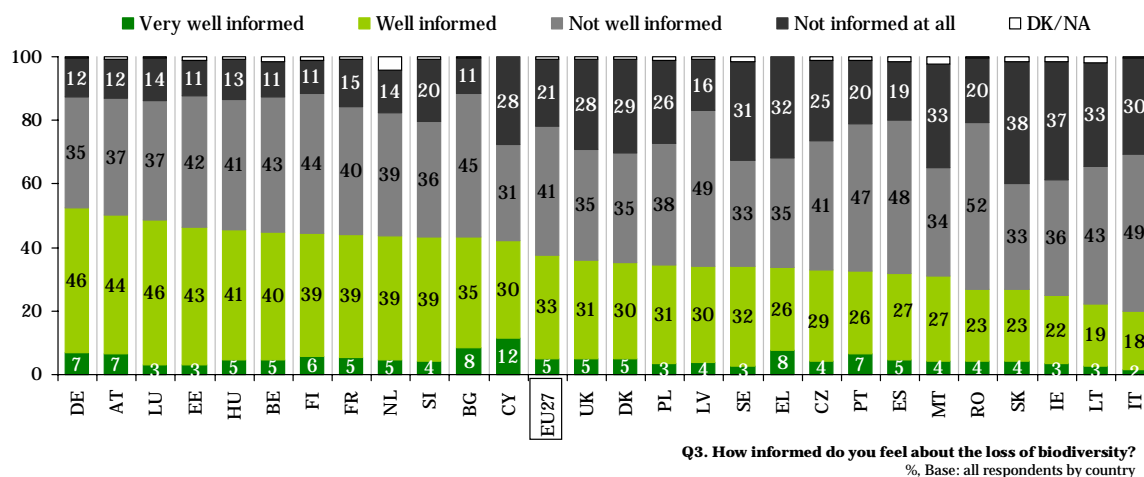
Socio-demographic considerations

The socio-demographic analysis of feeling well informed about biodiversity loss showed a similar pattern to the one that emerged when analysing socio-demographic differences in the awareness levels of biodiversity and knowledge of the meaning of biodiversity loss.

Men were slightly more likely than women to report that they felt well informed about biodiversity loss (40% vs. 36%), and the urban inhabitants were again slightly less likely than residents of rural or metropolitan areas to feel well informed about the topic (36% vs. 39% and 41%, respectively).

Being informed about biodiversity loss – socio-demographics
% very well informed and well informed

SEX		URBANISATION	
Male	40	Metropolitan	41
Female	36	Urban	36
AGE		Rural	39
15 - 24	29	**OCCUPATION**	
25 - 39	34	Self-employed	42
40 - 54	41	Employee	41
55 +	42	Manual worker	30
EDUCATION		Not working	35
Until 15 years	30		
16 - 20	36		
20 +	48		
Still in education	30		

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

%, Base: all respondents, by socio-demographics

Similar to the previous results, the level of feeling well informed about biodiversity loss increased with age, educational attainment and occupational status of the respondents. For example, while three out of 10 of the least educated respondents reported feeling well informed about biodiversity loss, this rose to 48% for those with the highest levels of education.

2.2 Becoming informed about biodiversity

Slightly more than half of EU citizens (52%) said they would find information about issues such as biodiversity loss and biodiversity threats through watching news and documentaries on television. Other information sources mentioned by a large proportion of EU citizens were the Internet and newspapers and magazines; 42% of respondents mentioned the Internet as a way of finding information and one-third of respondents mentioned newspapers and magazines.

Reading publications, such as books and brochures, and listening to the radio were mentioned by, respectively, 11% and 9% of respondents as the preferred method of learning about issues relating to biodiversity.

Only 5% of respondents mentioned that they had learnt more about biodiversity in their classes at school or at university, and just 3% of respondents mentioned family and friends or attending an event, such as a conference, an exhibition or a festival.

Primary sources of information about biodiversity (EU27, % of mentions)

Source	%
Television news and documentaries	52
Internet	42
Newspapers and magazines	33
Publications/books/brochures	11
Radio	9
School or university	5
Family/friends	3
Events (conferences, fairs/exhibitions, festivals)	3
Other	2
DK/NA	3
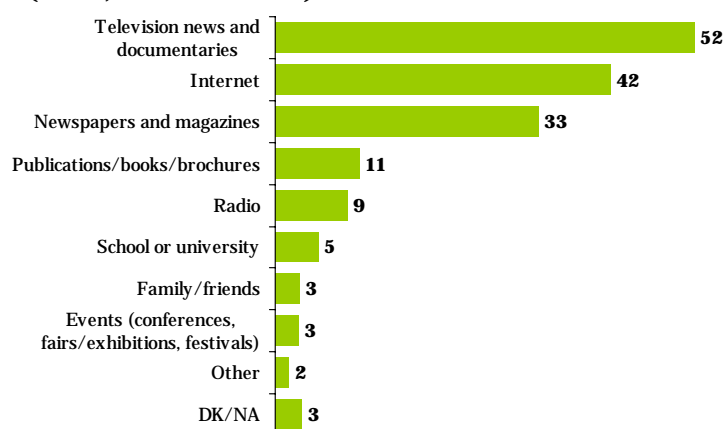
Q9. Where would you get information about biodiversity such as threats, losses etc?
%, Base: all respondents

In all EU Member States, watching news and documentaries on TV, searching the Internet and reading newspapers and magazines were the three most typical ways of finding out more about biodiversity issues, such as the causes of biodiversity loss. The percentages of respondents that selected TV news and documentaries ranged from 80% in Bulgaria to 24% in Sweden. For the Internet, the percentages ranged from 67% in Slovakia to 25% in Malta. Finally, the percentages of respondents selecting newspapers and magazines ranged from 50% in Austria to 17% in Sweden.

Other information sources listed in the survey were mentioned by smaller groups of respondents. Nevertheless, these numbers were not negligible; we found that 17% of respondents in Latvia, Hungary, Estonia and Cyprus said that they would listen to the radio to learn more about biodiversity, and 15% of respondents in Greece, Slovenia and Cyprus mentioned reading books and brochures.

In most of the EU Member States, less then one in 10 respondents mentioned school or university, family and friends, or events (such as an exhibition or fair) as information sources that they would use to get information about biodiversity issues. French respondents were the exception, as 13% reported they would get information about biodiversity by following classes at school or university.

Primary sources of information about biodiversity, by country

	TV news & docum.	Internet	Papers & mag.	Books & brochure	Radio	School
EU27	52	42	33	11	9	5
BE	47	44	29	11	9	4
BG	80	27	32	6	13	2
CZ	41	59	25	9	8	2
DK	50	46	33	5	7	4
DE	68	35	46	11	10	5
EE	54	46	42	8	17	8
EL	56	34	31	15	7	5
ES	45	39	25	10	11	4
FR	56	33	30	11	13	13
IE	54	49	35	11	9	7
IT	41	42	32	9	3	2
CY	58	36	27	15	17	6
LV	73	33	39	7	17	3
LT	49	47	24	10	13	4
LU	49	37	42	13	8	6
HU	71	38	34	9	17	5
MT	55	25	23	7	11	6
NL	35	55	30	7	6	3
AU	57	30	50	9	11	5
PL	46	52	23	12	10	8
PT	48	45	20	13	5	9
RO	68	26	28	8	11	4
SI	29	57	27	15	5	5
SK	28	67	20	10	5	2
FI	50	46	42	11	7	4
SE	24	54	17	7	5	3
UK	48	54	37	14	7	3

Q9. Where would you get information about biodiversity such as threats, losses etc?
% of respondents that mentioned each information source, Base: all respondents, by country

Socio-demographic considerations

Primary sources of information about biodiversity Socio-demographics

	TV news /docum.	Internet	Papers & mag.	Books & broch.
EU27	52	42	33	11
SEX				
Male	49	46	32	10
Female	56	38	34	11
AGE				
15 - 24	38	69	17	8
25 - 39	49	56	28	9
40 - 54	54	42	36	12
55 +	61	18	41	12
EDUC. (end of)				
Until 15	64	19	34	9
16 - 20	57	39	36	10
20 +	47	47	35	14
Still in educ.	35	71	18	9
URBANISATION				
Metropolitan	48	48	33	11
Urban	51	43	32	11
Rural	57	38	34	10
OCCUPATION				
Self-empl.	50	44	32	10
Employee	48	52	33	11
Man. worker	59	39	30	9
Not working	55	35	33	10

Q9. Where would you get information about biodiversity such as threats, losses etc?
% of respondents that mentioned each information source, Base: all respondents, socio-demographics

While men were more likely than women to mention the Internet as an information source for learning about biodiversity (46% vs. 38%), women were more likely to mention watching TV news and documentaries (56% vs. 49%).

Respondents living in rural areas were the ones that most often mentioned they would watch TV news and documentaries in order to get information about biodiversity issues (57% vs. 51% in urban areas and 48% in metropolitan areas), and they were less likely to select the Internet as an information source. Respondents from metropolitan areas, on the other hand, were most likely to express an intention to search the Internet for more information about biodiversity issues; slightly less than half of those living in a metropolitan area (48%) selected the Internet compared to 43% in urban areas and 38% in rural areas.

Older respondents, the less educated ones, manual workers and non-working respondents were more likely than their counterparts to watch TV news and documentaries to get more information about biodiversity and were less likely to use the Internet. Older respondents were, however, more likely than younger ones to say that they would read newspapers and magazines, or books and brochures, when looking for more information about biodiversity loss and its causes. For example, while 41% of respondents older than 55 mentioned reading newspapers and magazines, only 17% of respondents below 25 said the same thing.

3. Biodiversity threats

When EU citizens were asked about the most important threats to biodiversity, water and air pollution and man-made disasters (e.g., oil spills and industrial accidents), were given equal weighting in importance.

The main causes of biodiversity loss are due to intensive agricultural production systems, over-exploitation of forests, oceans, rivers, lakes and soils, construction and development, invasion of alien species, pollution and global climate change. Respondents were presented with this list of main threats to biodiversity and were asked to select the one that they considered the most important.

Slightly less than three out of 10 respondents (27%) thought that air and water pollution were the most important threats to biodiversity. The same percentage mentioned man-made disasters, such as oil spills or industrial accidents, as the most important cause of biodiversity loss.

Most important threats to biodiversity (EU27)

Threat	%
Pollution of air/water (seas, rivers, lakes, etc.)	27
Man made disasters (oil spills, industrial accidents, etc.)	27
Climate change	19
Intensification of agriculture, deforestation and over-fishing	13
Land use change and development (roads, housing, industry, etc.)	8
Plants and animals introduced in our ecosystems (that are normally not found in a region or country)	2
Others	1
DK/NA	3

Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents

One in five respondents (19%) selected climate change as the most important threat to biodiversity. Thirteen percent selected the intensification of agriculture, deforestation and over-fishing, and 8% selected changes in land use and the creation of more roads, houses or industrial sites.

Only 2% of respondents thought that the introduction of plants and animals into our ecosystems was the main reason for biodiversity loss.

Looking at differences between Member States, we first of all noticed that water and air pollution, man-made disasters and climate change were selected as the three most important threats to biodiversity in most EU countries (see graphs on the following page).

The percentages of respondents who selected water and air pollution as a major threat to biodiversity ranged from 39% in Poland and Bulgaria to 18% in Denmark. Other Member States at the higher end of the distribution were Romania and the Czech Republic, with respectively, 38% and 36% of respondents having selected this cause. Cyprus and the UK (19% and 21%, respectively) joined Denmark at the lower end of the distribution.

Cypriots were more likely than respondents in other Member States to select man-made disasters, such as oil spills or industrial accidents, as the most important cause of biodiversity loss (51%), followed by Greek interviewees (49%). Focussing on the lower end of the distribution – where respondents were less likely to select man-made disasters as the greatest threat to biodiversity – we found that respondents in the UK and Finland (both 12%) were the least likely to hold this opinion.

Although Finnish respondents were the least likely to select man-made disasters as the major threat to biodiversity, they were most likely to select climate change; 35% of respondents picked this cause as the most important one from the list presented to them. The other Scandinavian countries were also at the higher end of the scale, with 30% of Swedish respondents and 29% of Danish interviewees having selected climate change as the major threat. Respondents in Romania, Latvia and Italy, on the other hand, were the least likely to have this opinion.

Most important threats to biodiversity – polution and climate change

Pollution of air/water (seas, rivers, lakes, etc.)
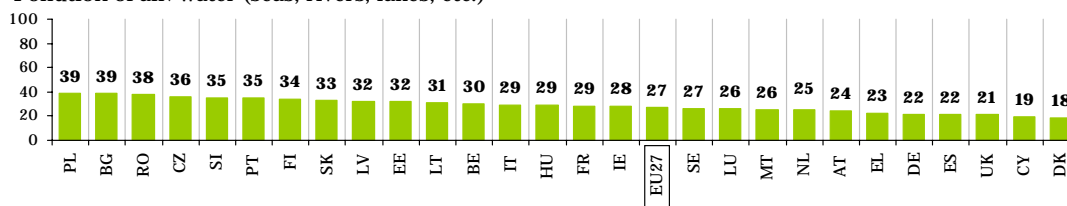
PL	BG	RO	CZ	SI	PT	FI	SK	LV	EE	LT	BE	IT	HU	FR	IE	EU27	SE	LU	MT	NL	AT	EL	DE	ES	UK	CY	DK
39	39	38	36	35	35	34	33	32	32	31	30	29	29	29	28	27	27	26	26	25	24	23	22	22	21	19	18

Man-made disasters (oil spills, industrial accidents, etc.)

CY	EL	IT	PT	EE	ES	BG	LV	LU	LT	CZ	SK	SI	FR	EU27	AT	HU	RO	MT	PL	DE	DK	NL	BE	SE	IE	UK	FI
51	49	42	39	36	35	33	32	31	31	29	29	29	28	27	25	25	24	24	23	23	22	21	20	17	14	12	12

Climate change

FI	SE	DK	ES	UK	HU	IE	DE	AT	BE	MT	LU	EU27	SI	CY	NL	CZ	FR	LT	PL	BG	EL	EE	SK	PT	IT	LV	RO
35	30	29	27	27	23	22	20	19	19	19	19	19	19	18	18	17	15	14	14	14	14	13	13	12	11	10	10
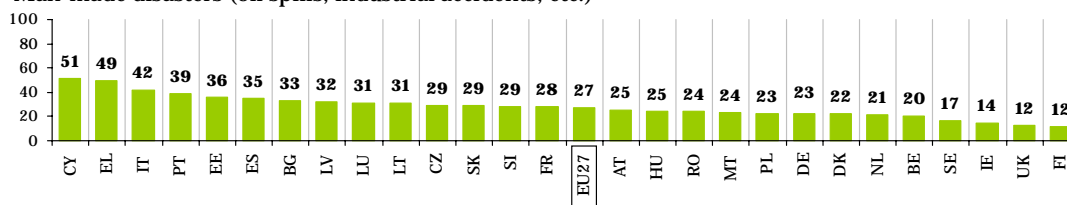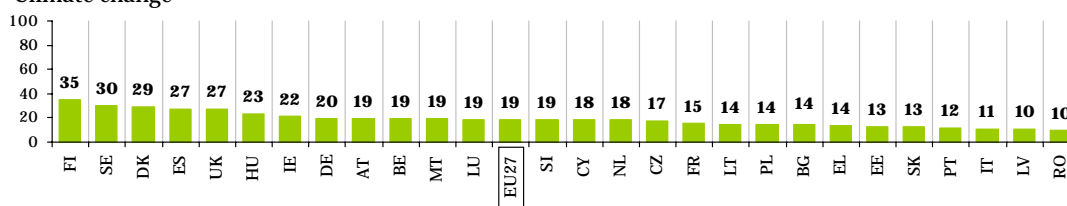
Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents by country

The intensification of agriculture, deforestation and over-fishing, land use change and development, and the introduction of plants and animals into our ecosystems were selected as the least important threats to biodiversity in most EU Member States.

The combination of intensification of agriculture, deforestation and over-fishing was selected as the most important threat to biodiversity by one-fifth of Romanian respondents – double the number that selected climate change. The percentage of respondents who selected the intensification of agriculture, deforestation and over-fishing was also relatively high in Germany, the Netherlands, Ireland and France.

Changes in land use and the development of roads, housing and industry were selected as the major cause of biodiversity loss by one-fifth of Maltese respondents. Respondents in other EU Member States perceived this threat as being less important.

Most important threats to biodiversity – exploitation, habitat loss, invasive species

Intensification of agriculture, deforestation and over-fishing

RO	DE	NL	IE	FR	UK	BE	LV	AT	SE	EU27	SK	LU	HU	DK	LT	FI	SI	PL	EE	IT	BG	CZ	EL	ES	MT	PT	CY
20	19	19	18	18	17	17	16	15	15	13	13	11	11	10	10	9	8	8	8	7	6	6	6	6	6	5	3

Land use change and development (roads, housing, industry, etc.)

MT	UK	PL	DK	IE	AT	SK	DE	HU	CZ	EU27	LT	SI	NL	LV	FI	FR	EL	BE	BG	CY	ES	IT	PT	LU	EE	RO	SE
20	14	12	10	10	10	8	8	8	8	8	8	7	7	7	6	6	6	6	6	6	5	5	5	4	4	4	4

Q7. I will read out a list to you. Please tell me, from the following list, what threatens biodiversity the MOST?
%, Base: all respondents by country

There were only small differences between socio-demographic groups when respondents were asked to select the most important cause of biodiversity loss from the list of possible causes. It was found that the less educated respondents were somewhat more likely than those with higher levels of education to select man-made disasters as the main cause of biodiversity loss (32% and 24%, respectively, for respondents with the highest and lowest levels of education) and less likely to select the intensification of agriculture, deforestation and over-fishing (11% and 16%, respectively). We observed a similar pattern of differences between manual workers and non-working respondents, on one side, and employees and self-employed respondents on the other. (See Annex Table 6b for detailed results).

4. Biodiversity loss – seriousness of the problem

Forty-three percent of respondents reported that biodiversity loss was a very serious problem in their own country.

However, biodiversity loss at a global level was considered to be more important than biodiversity loss at a national level. Almost seven out of 10 EU citizens thought that the decline and possible extinction of animal species, natural habitats and ecosystems were very serious global problems.

In terms of possible effects on themselves, most EU citizens saw no immediate personal impact of biodiversity loss. Only one in five respondents reported being already affected by the decline and possible extinction of flora and fauna (19%).

A majority of respondents, however, thought that biodiversity loss would have an impact in the future; 35% of respondents expected it to have an impact in the near future (they would feel an impact) and the same proportion said that while they did not expect to be personally affected, their children would feel the consequences of biodiversity loss.

4.1 Domestic and global biodiversity issues

A majority of EU citizens thought that the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems was a serious problem in their own country; 43% reported that biodiversity loss was a *very* serious problem in their country and 45% said it was a *fairly* serious problem. Only a minority said that biodiversity loss was not a serious problem (8%) or that it was no problem at all in their country (1%).

Seriousness of biodiversity loss (EU27)

■ Very serious problem   ■ A fairly serious problem
■ Not a serious problem or   ■ Not a problem at all
□ DK/NA

...in country	43	45	8	1 2
...globally	69	25	2 2	

Q5_A/B. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? And how serious is the problem globally? It is a..?
%, Base: all respondents

This survey also found that biodiversity loss at a global level was considered to be even more important than biodiversity loss at a national level. Almost seven out of 10 EU citizens thought that the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems were *very* serious *global* problems and one in four said it was a *fairly* serious *global* problem.

Biodiversity loss as a domestic problem

A large variation in the percentages of citizens reporting that biodiversity loss was a serious problem in their own country was observed. The percentage of respondents who thought that biodiversity loss was a *very* serious problem ranged from 70% in Greece to just 10% in Finland (see chart on the following page).

Only 10% of interviewees thought that biodiversity loss was a serious problem in Finland, 11% in Estonia, 15% in Latvia and 18% in Denmark. The level of concern increased significantly as we looked further south: respondents in Greece (70%), Portugal and Romania (both 67%), Bulgaria (61%), Cyprus (58%) and Italy (57%) were the most likely to report that the decline and possible extinction of animal species, natural habitats and ecosystems was a *very* serious problem in their respective countries. This geographical pattern of differences in opinions about the seriousness of biodiversity loss at national level was similar to other survey results that had collected opinions about other environmental issues, such as the seriousness of climate change[i].
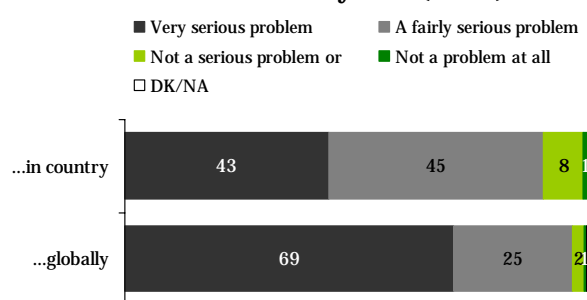
Seriousness of biodiversity loss in your country, by country
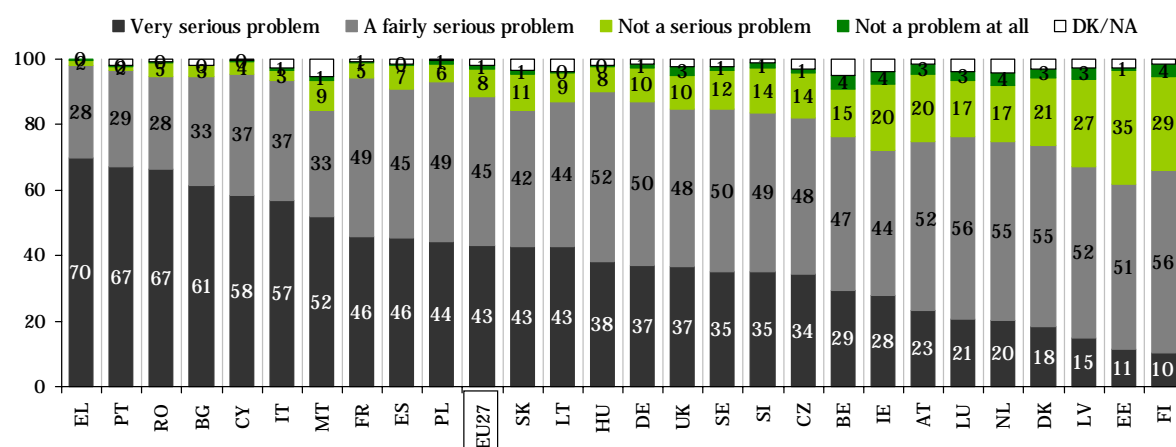
Q5_A/B. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? %,
Base: all respondents by country

Seriousness of biodiversity loss at a global level

In all EU Member States, global biodiversity loss was considered to be a more serious problem than biodiversity loss at a national level. The percentages of interviewees that considered biodiversity loss to be a *very* serious *global* problem ranged from 87% in Portugal to 49% in Finland.

Respondents in Portugal and Greece were not only the most likely to think that biodiversity loss was a serious domestic problem but also that it was a *very* serious global problem (87% and 82%, respectively). At the lower end of the distribution – where respondents were less likely to find biodiversity loss to be a *very* serious global problem – it was noted that Finnish and Estonian respondents were not only the least likely to think that biodiversity loss was a serious domestic problem but also that it was a *very* serious global problem (49% and 53%, respectively).

Seriousness of biodiversity loss – globally, by country
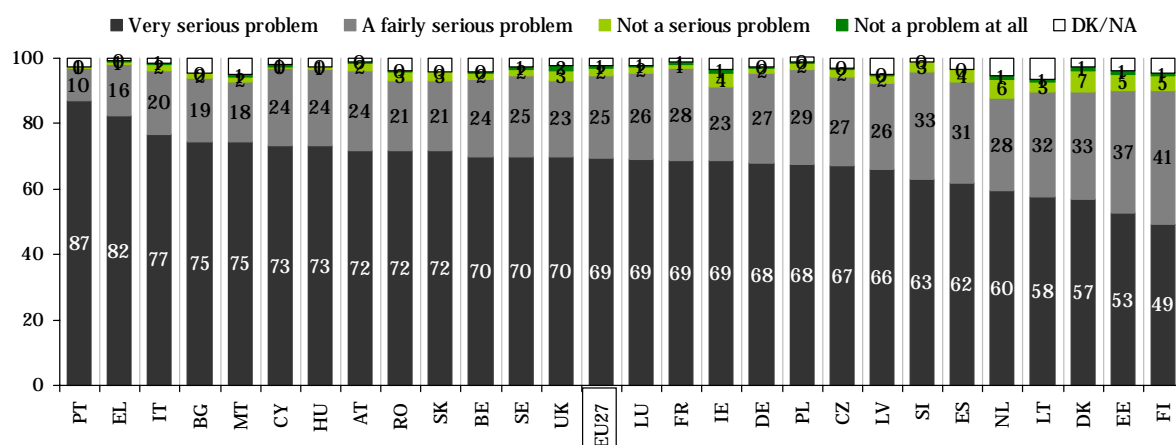
Q5_A/B. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]?
And how serious is the problem globally? It is a..?
%, Base: all respondents by country

Socio-demographic differences

The proportions of respondents who thought that biodiversity loss was a *very* serious global problem were similar across different socio-demographic groups. The largest variations were observed when comparing the proportions of respondents who thought that biodiversity loss was a *very* serious problem in their own country, but even in these instances the differences were smaller than for other questions about biodiversity loss.

We found that the problem of biodiversity loss at national level was considered to be more serious by respondents with a lower level of education or a lower occupational status. For example, while 45% of manual workers thought that biodiversity loss was a *very* serious problem in their country, only 40% of employees thought the same.

Seriousness of biodiversity loss
% very serious problem

	National problem	Global problem
EU27	43	70
EDUCATION (end of)		
Until 15 years	48	67
16 - 20	43	70
20 +	41	71
Still in education	42	70
OCCUPATION		
Self-employed	42	68
Employee	40	71
Manual worker	45	67
Not working	45	69

Q5_A/B. How serious is the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in your [COUNTRY]? And how serious is the problem globally? It is a..?
%, Base: all respondents, by socio-demographics

4.2 Personally affected by biodiversity loss

In terms of being affected by biodiversity loss, most EU citizens saw no immediate personal impact. Only one in five respondents (19%) reported being already affected by biodiversity loss.

Impact of biodiversity loss (EU27)

No, it will not have an effect, 9
DK/NA, 2
Yes, I am already affected by the loss of biodiversity, 19
No, not on me personally but on my children, 35
Yes, it will have an effect on me, but not now, later on, 35

Impact in the future: 70%

Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
%, Base: all respondents
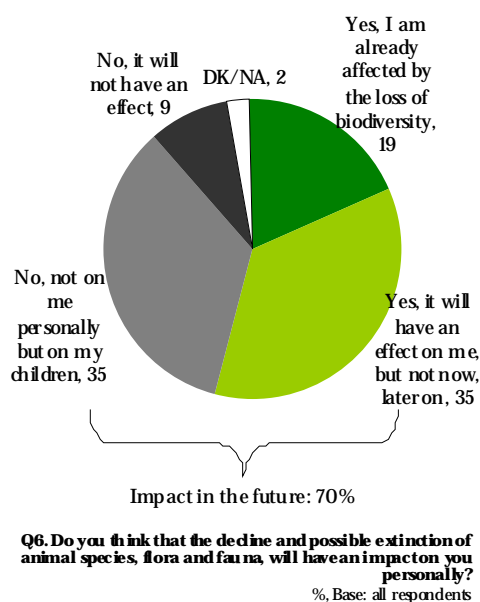
A majority of respondents thought that biodiversity loss would have an impact in the future; 35% of respondents expected biodiversity loss to have an impact in the near future (they expected to be affected personally) and the same proportion said that they did not anticipate being personally affected but that their children would feel the consequences of biodiversity loss.

Only one in 10 respondents, approximately, doubted if biodiversity loss would have any effect at all (9%).

The chart on the following page shows that more than half of the Portuguese respondents (51%) said they were already being personally affected by the extinction of flora and fauna. Other countries at the higher end of the scale were Estonia and Romania (38% and 37%, respectively). On the contrary, only about one in 10 respondents in the Netherlands (9%), Lithuania (11%) and Finland (12%) said they felt personally affected by biodiversity loss.

Respondents from Cyprus and Poland were the most likely to say that they would feel the impact of biodiversity loss in the future (48% and 46%, respectively) and Portuguese citizens – as would be expected due to the previous findings – were the least likely to expect an impact in the future (25%). The percentage of respondents who answered that their children would feel the impact of biodiversity

loss in their lives was the highest in Germany (45%) and France (43%) and the lowest in Portugal (18%), Romania and Cyprus (both 21%).

Respondents in the Netherlands (30%) were the most likely to be convinced that biodiversity loss would have no impact at all.

Impact of biodiversity loss, by country

Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
%, Base: all respondents by country
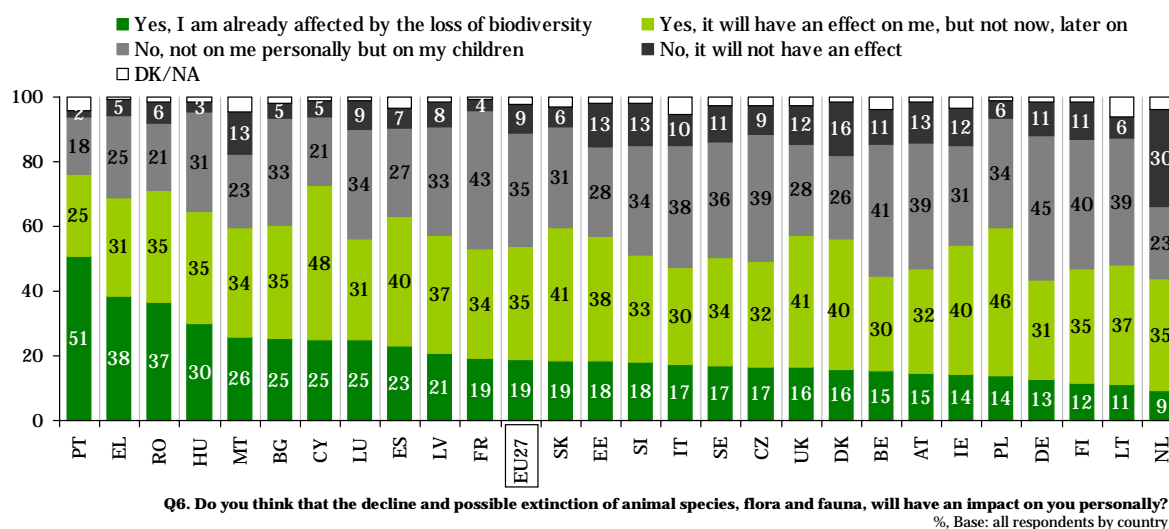
Socio-demographic differences

All socio-demographic factors, except for gender, had an impact on respondents' answers about whether the loss of biodiversity would affect them personally or not (see table on the following page).

It was noticed that the 25-54 year-old respondents most frequently said that they felt themselves affected by the impoverishment of flora and fauna (22% for both the 25-39 year-olds and the 40-54 year-olds), while the 15-24 year-old interviewees were less likely to say this (12%). Furthermore, it was noted that the younger interviewees were more likely to foresee themselves being affected by biodiversity loss, while older respondents expected future generations, i.e. their children, to be affected. For example, 46% of the 15-24 year-olds thought that they would be personally affected in the future, while only 26% of respondents over 55 years-of-age expected this.

The results also showed that respondents with higher levels of education were more liable to say that they either already felt affected by the impoverishment of flora and fauna or that they expected to be personally affected in the near future. While only 27% of interviewees with the lowest educational levels expected to feel the impact of biodiversity loss in the near future, this percentage was up to 36% for those with higher levels of education. An inverse trend was observed in regard to the impact on future generations; the less educated citizens more frequently said that, although they would not be affected themselves by biodiversity loss, their children would feel its impact.

Looking at the differences by occupational categories, there is a distinction between the self-employed who already feel the impact of biodiversity loss (25%), the employees who mostly foresee a personal impact in the future (36%) and the manual workers - and those not working – who are the ones that most expected biodiversity loss to have an impact on their children (38% of manual workers and 37% of non-working respondents).

Impact of biodiversity loss – socio-demographics

	% Yes, I am already affected by the loss of biodiversity	% Yes, it will have an effect on me, but not now, later on	% No, not on me personally but on my children	% No, it will not have an effect
EU27	19	35	35	9
AGE				
15 - 24	12	46	28	12
25 - 39	22	40	31	6
40 - 54	22	36	33	7
55 +	18	26	43	11
EDUCATION (end of)				
Until 15 years of age	17	27	39	12
16 - 20	18	35	37	8
20 +	23	36	33	7
Still in education	14	45	27	12
OCCUPATION				
Self-employed	25	33	31	9
Employee	20	40	32	7
Manual worker	17	36	38	7
Not working	17	32	37	11

Q6. Do you think that the decline and possible extinction of animal species, flora and fauna, will have an impact on you personally?
%, Base: all respondents, by socio-demographics (1-5% DK/NA answers)

5. Recognising the importance of protecting biodiversity

EU citizens were aware of the multitude of reasons why the conservation of biodiversity is important; a plurality of respondents agreed that all of the reasons (as defined in the survey) were essential.

Respondents seemed to see the conservation of biodiversity first and foremost as a moral obligation. In addition, more than half of the interviewees strongly agreed that it was important to halt biodiversity loss because the citizens' well-being and quality of life depended on it.

A slightly lower proportion of respondents agreed that the conservation of biodiversity was important because biodiversity was indispensable for the production food, fuel and medicines, or because biodiversity loss would probably have economic consequences for Europe.

More than two out of three respondents said that they personally made some efforts to protect biodiversity, and half of them said they would be willing to do even more in order to counteract biodiversity loss.

Twenty-one percent of respondents said they were not taking any actions because they did not know what to do to stop biodiversity loss.

5.1 A multitude of reasons why biodiversity conservation is important

EU citizens' opinions on why it was important to halt biodiversity loss were also analysed. Respondents were presented with a list of possible reasons why this was an important topic and asked to point out if they agreed or disagreed with each of them.

The responses indicated, first of all, that EU citizens were aware of the multitude of reasons why the conservation of biodiversity was important; a plurality of respondents agreed that all of the reasons (as defined in the survey) were vital.

Respondents seemed to see the conservation of biodiversity, first and foremost, as a moral obligation; 61% of respondents strongly agreed with this concept and 32% agreed to a lesser extent. Secondly, more than half of the interviewees (55%) strongly agreed, and 35% agreed, that it was important to halt biodiversity loss because citizens' well-being and quality of life depended on it.

A slightly lower proportion of respondents agreed that the conservation of biodiversity was important because biodiversity was indispensable for the production of goods, such as food, fuel and medicines, or because biodiversity loss would probably have economic consequences for Europe (half of the interviewees strongly agreed with the statement about the production of goods and 44% strongly agreed with the statement about the economic consequences for Europe).

Reasons why it is important to halt biodiversity loss (EU27)
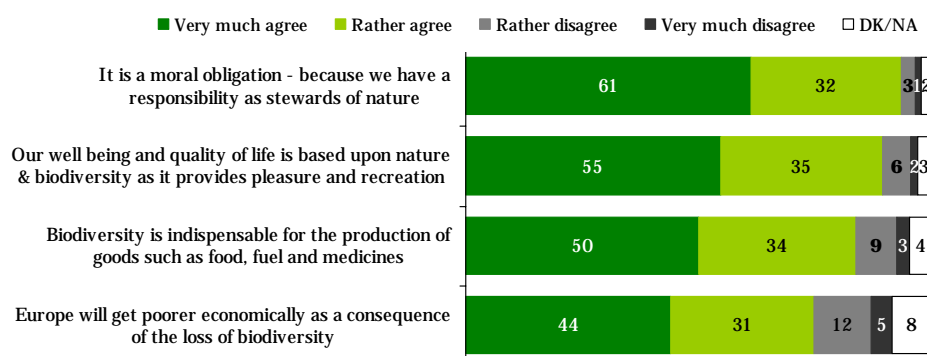
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
%, Base: all respondents

Country highlights

Only a minority of respondents in all Member States disagreed that it was either our moral obligation to slow down the speed of biodiversity loss or that it would be important to halt the loss as it could cause a decrease in our well-being and the quality of life.

Maltese and Greek interviewees, (85% and 84%, respectively), were the most likely to strongly agree that it was important to halt biodiversity loss simply because it was our moral obligation as stewards of nature. In almost all other Member States, a majority of respondents also strongly agreed with this statement, the exceptions being the Netherlands and Sweden, where slightly less than half of respondents strongly agreed that it was a moral obligation (47% and 48%, respectively).

Respondents from Malta and Greece (80% and 78%, respectively), were also the most likely to *strongly agree* that it would be important to slow down the current speed of biodiversity loss because the levels of well being and the quality of life would deteriorate as a consequence of biodiversity loss. The Dutch respondents were again the least likely to strongly agree with this statement (30%).

Reasons for the importance of halting biodiversity loss, by country

It is a moral obligation - because we have a responsibility as stewards of nature
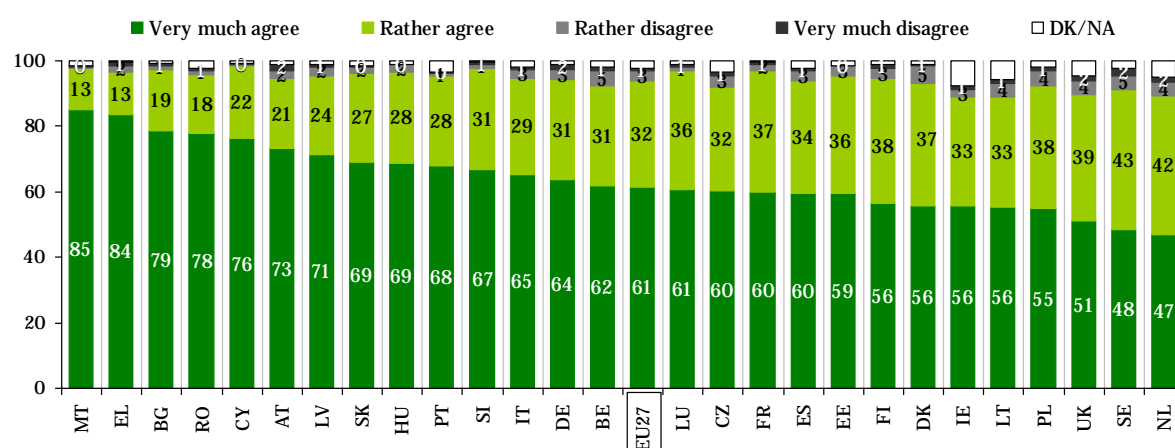
Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation
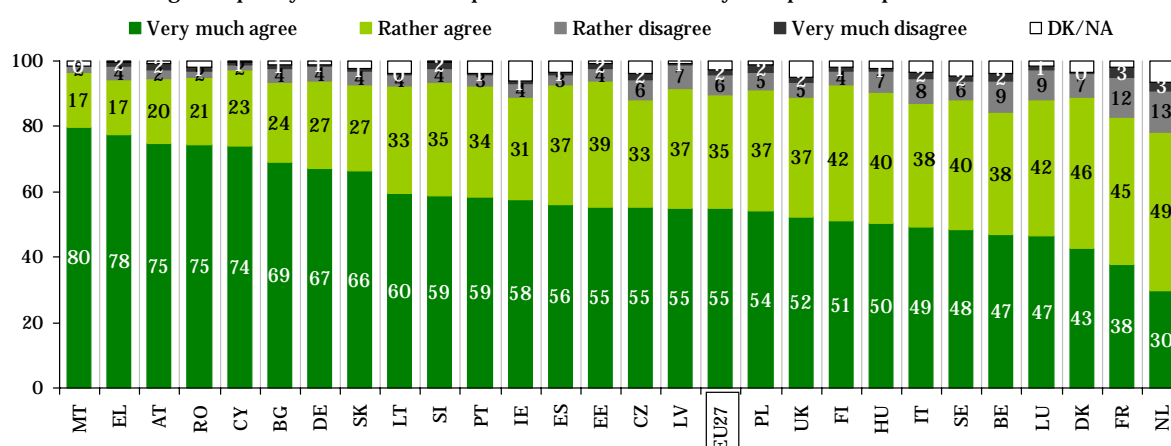
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
%, Base: all respondents by country

Looking at the results concerning the economic consequences of biodiversity loss, first of all, it was noticed that the percentage of respondents who strongly agreed that Europe would become economically poorer was, in most Member States, lower than the percentage that strongly agreed that biodiversity was indispensible for the production of food, fuel and medicines.

It also appeared that respondents from the new Member States were generally more likely to strongly agree with each of these two statements about the importance of halting biodiversity loss.

The statement that biodiversity provides us with 'food, fuel and medicines' was considered to be an important reason to stop biodiversity loss by more than three-quarters of Estonian respondents (78%) and Cypriot interviewees (76%), but only by approximately four out of 10 citizens of Luxemburg and France (both 41%), the Netherlands (40%), Germany and Denmark (both 38%).

More than six out of 10 respondents from Portugal and Cyprus (both 63%), Greece (62%), Malta and Romania (both 61%) strongly agreed that Europe would face economic consequences if biodiversity loss was not stopped. However, in France and Denmark (both 32%), Finland and the Netherlands (both 28%) less then one-third of respondents strongly agreed with this.

Reasons why it is important to halt biodiversity loss, by country

Biodiversity is indispensable for the production of goods such as food, fuel and medicines
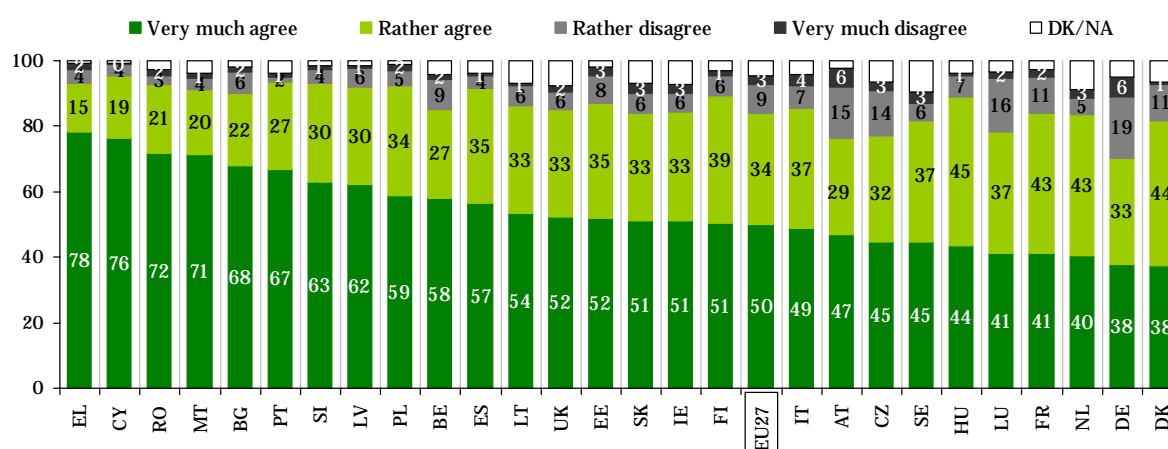
Europe will get poorer economically as a consequence of the loss of biodiversity
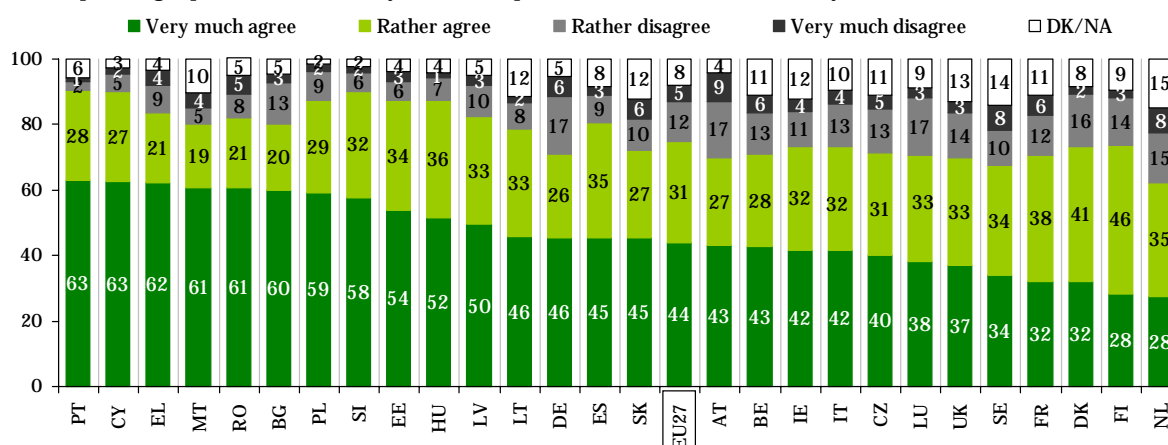
Q4. I will read some statements to you why it can be important to halt the loss of biodiversity, and please tell me how much do you agree or disagree with them:
%, Base: all respondents by country

Socio-demographic considerations

The table on the following page shows that women and older respondents seemed to be the most convinced that the protection of biodiversity was important; they were more likely to strongly agree with each of the statements why the issue was important. For example, while 64% of women strongly agreed that the conservation of biodiversity was a moral obligation, only 41% of men did so. Similarly, while 48% of respondents over 55 strongly agreed that biodiversity loss would have economic consequences for Europe, only 35% of the 15-24 year-olds did so.

The largest differences in opinions, in terms of levels of education, regarding why it was important to stop biodiversity loss were observed between those respondents still in education and those with the lowest levels of education. For example, while 35% of respondents who were still studying strongly agreed that biodiversity loss would have economic consequences for Europe, almost half of the less educated respondents strongly agreed. However, the observed differences were probably more likely to be a consequence of an age gap rather than of their difference in educational levels.

When comparing respondents who had completed their studies at a different age, we found that respondents who went to school longer were slightly less likely to strongly agree with each of the statements about why it was important to halt biodiversity loss, compared to those that did not stay at school after the age of 15.

Although some differences in opinion by occupational status were also observed, no clear pattern emerged. The most important differences concerned the statements about there being a moral obligation to stop biodiversity loss and about the consequences for well-being and quality of life. For example, while 52% of employees strongly agreed that it was important to halt biodiversity loss because our well-being and quality of life depended on it, the percentages of the other occupational categories were slightly higher with 57% strongly agreeing with this statement.

No large differences were observed in the importance attached to each of the statements about slowing down biodiversity loss when comparing respondents living in rural areas and in neighbourhoods of smaller and larger cities.

Reasons why it is important to halt biodiversity loss – socio-demographics
% very much agree

	Moral obligation	Well being and quality of life	Production of goods	Europe will get poorer
EU27	61	55	50	44
SEX				
Male	59	53	49	41
Female	64	57	51	47
AGE				
15 - 24	49	47	46	35
25 - 39	59	52	49	43
40 - 54	63	58	51	46
55 +	68	60	53	48
EDUCATION (end of)				
Until 15 years of age	66	58	53	47
16 - 20	62	57	49	46
20 +	63	55	52	45
Still in education	52	48	46	35
OCCUPATION				
Self-employed	65	57	52	44
Employee	59	52	48	41
Manual worker	58	57	49	46
Not working	63	57	52	46

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: A. It is a moral obligation - because we have a responsibility as stewards of nature; B. Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation; C. Biodiversity is indispensable for the production of goods such as food, fuel and medicines; D. Europe will get poorer economically as a consequence of the loss of biodiversity
%, Base: all respondents, socio-demographics

5.2 Personal efforts to help preserve biodiversity

More than two out of three respondents said they personally made some efforts to protect biodiversity (67%), and half of them said they would be willing to do even more in order to counteract biodiversity loss (33% of all respondents replying 'yes').

Thirty-one percent of respondents answered that they were not making any attempts to protect biodiversity. However, two-thirds

Personal efforts to protect biodiversity (EU27)

Q10. Would you say that you personally make an effort to protect biodiversity?
%, Base: all respondents

of these respondents said this was because they did not know what to do to stop biodiversity loss (21% of all respondents replying 'no'). One in 10 respondents gave other reasons for not protecting biodiversity.
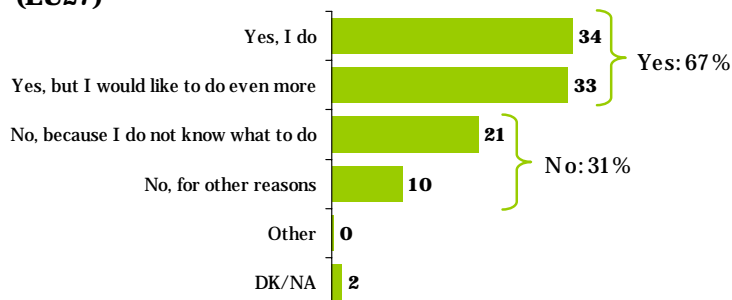
The country specific results indicated that respondents in Portugal, Slovenia and Luxembourg were the most committed to the conservation of biodiversity; in these countries almost nine out of 10 respondents said they were making efforts in this regard. Respondents from Germany (55%), Poland (53%) and Lithuania (48%) were the least likely to say they were making active efforts to slow down biodiversity loss.
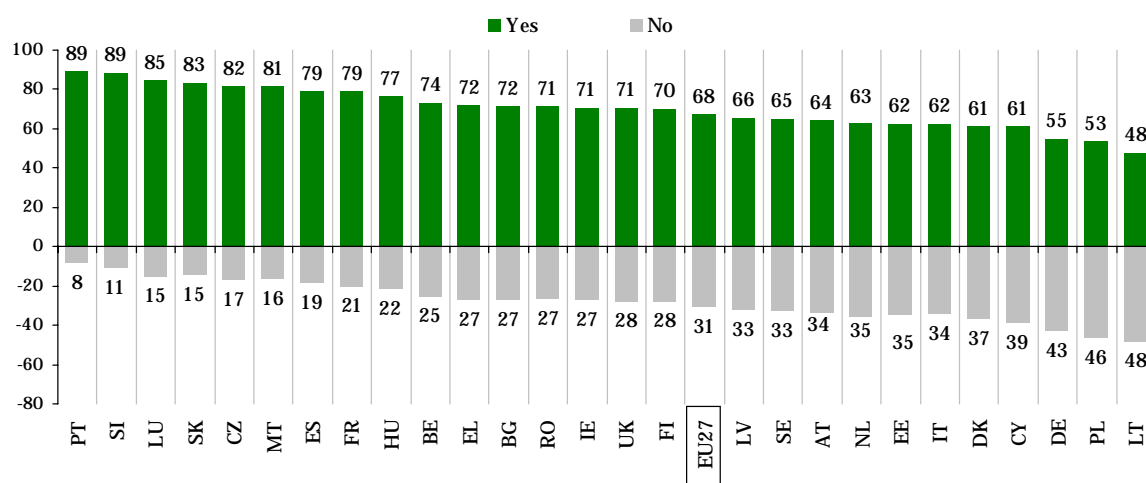
Personal efforts to protect biodiversity, by country

Q10. Would you say that you personally make an effort to protect biodiversity?
%, Base: all respondents by country

The graph on the following page shows that the provision of more information on how one could help protect biodiversity would be most welcome in Lithuania and Cyprus. Respondents from those two countries were the most likely to report that they were not making any efforts to protect biodiversity because they did not know what actions to take (39% and 32%, respectively).

No efforts to protect biodiversity, by country

■ No, because I do not know what to do   ■ No, for other reasons

Q10. Would you say that you personally make an effort to protect biodiversity?
%, Base: all respondents by country
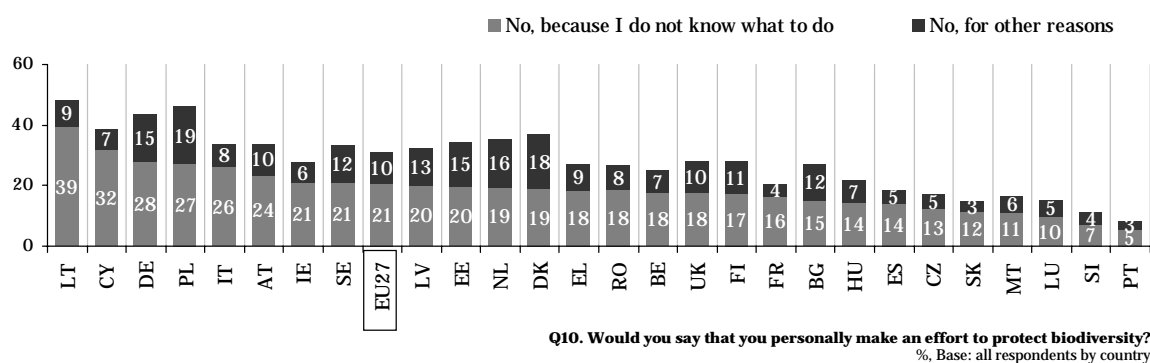
Socio-demographic differences in the efforts to protect biodiversity

Respondents that reported making personal efforts to protect biodiversity were more likely to be female, older and living in rural areas. They were also more likely to be self-employed or working as employees. For example, 71% of women and the same proportion of respondents older than 55 said they were actively protecting biodiversity, while only 64% of men and 58% of the 15-24 year-olds said this.

When looking at those respondents who declared they were willing to do even more for biodiversity conservation than they were currently doing, the same patterns for gender and occupational status emerged; there were again rather more women, and more self-employed respondents or employees, that expressed a willingness to enhance their efforts to help protect biodiversity. However, unlike the earlier observations, this willingness to enhance efforts to help protect biodiversity was more often reported by younger respondents, by the better educated and by respondents from urban areas. For example, 37% of the 15-39 year-olds said they were willing to do more to protect biodiversity, while only 28% of respondents over 55 voiced this opinion.

It can also be seen that younger respondents (and therefore also those still in education), respondents living in metropolitan areas, manual workers and non-working respondents would be more inclined than respondents with other socio-demographic profiles to receive information about what one could do to protect biodiversity. While 27% of the 15-24 year-olds, 23% of respondents from metropolitan areas, 22% of non-working respondents and 24% of manual workers, declared that they did nothing for the conservation of biodiversity because they simply did not know what to do, only 18% of respondents older than 40, 19% of respondents from rural areas and 17% of the self-employed said the same thing.

Personal efforts to protect biodiversity, socio-demographics

	% Yes, I do	% Yes, but I would like to do even more	% Yes (subtotal)	% No, because I do not know what to do	% No, for other reasons	% No (subtotal)
EU27	34	33	*68*	21	10	*31*
SEX						
Male	34	30	*64*	21	13	*34*
Female	35	36	*71*	20	7	*27*
AGE						
15 - 24	21	37	*58*	27	14	*41*
25 - 39	28	37	*65*	24	10	*34*
40 - 54	36	35	*72*	18	9	*27*
55 +	43	28	*71*	18	9	*27*
EDUCATION (end of)						
Until 15 years of age	39	32	*71*	19	8	*27*
16 - 20	36	32	*68*	21	9	*30*
20 +	35	35	*71*	19	10	*28*
Still in education	21	35	*56*	29	14	*43*
URBANISATION						
Metropolitan	32	33	*65*	23	11	*34*
Urban	32	35	*67*	21	10	*31*
Rural	39	32	*70*	19	9	*28*
OCCUPATION						
Self-employed	36	37	*72*	17	9	*26*
Employee	33	37	*71*	19	9	*28*
Manual worker	31	34	*65*	24	9	*34*
Not working	35	30	*65*	22	11	*33*

Q10. Would you say that you personally make an effort to protect biodiversity?
%, Base: all respondents, socio-demographics (1-2% DK/NA answers)

6. Awareness of the *Natura 2000* network

EU citizens have little knowledge of "Natura 2000"; 80% of respondents said they had never heard of the Natura 2000 network.

Most EU citizens are unaware of the existence of *Natura 2000* – an EU-wide network of nature protection areas established under the *1992 Habitats Directive* and the *1979 Birds Directive* with the aim of ensuring the long-term protection of Europe's most valuable and threatened species and habitats. Eighty percent of respondents said they had never heard of the *Natura 2000* network.

The results also showed that respondents who were familiar with the term *Natura 2000* did not necessarily know the actual meaning of the term; 12% of respondents said they had heard of the *Natura 2000*

Awareness of the Natura 2000 network (EU27)

DK/NA, 1
Heard of it and knows what it means, 6
Heard of it but does not know what it means, 12
Never heard of it, 80

Q8. Have you heard of the Natura 2000 network?
%, Base: all respondents

network but did not know exactly what it was. Only a handful of respondents (6%) answered that they had heard of the *Natura 2000* network and that they also knew what it represented.

The survey showed some important differences in the awareness levels of the *Natura 2000* network across EU Member States. The percentages of respondents who reported never having heard of the term *Natura 2000* ranged from 96% in the UK to 19% in Bulgaria.

The awareness of the network was the highest among Bulgarian and Finish respondents with eight out of 10 of them having heard of the *Natura 2000* network. Bulgarian and Finnish respondents were, however, also the most likely (45% and 29%, respectively) to say that they understood what the network was[ii]. In Italy, the UK, Ireland and Romania, citizens have very little knowledge of the network; only one in a 100 respondents had heard of the network and also knew what it was.

Awareness of the Natura 2000 network
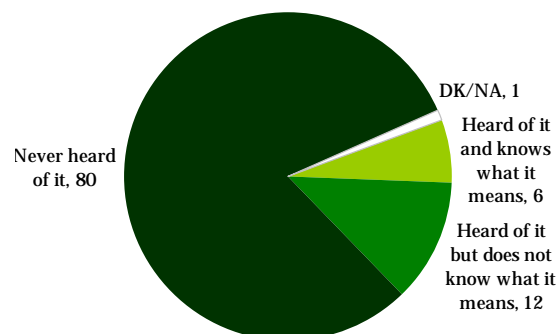
■ Never heard of it

	BG	FI	EE	SI	PL	EL	PT	AT	CZ	SE	CY	HU	SK	FR	LT	EU27	BE	LU	MT	ES	DK	LV	DE	NL	RO	IE	UK	IT
Never heard of it	19	20	44	53	57	61	61	66	70	70	71	70	73	76	78	80	81	83	83	82	86	88	90	89	90	94	96	93

□ Heard of it   ■ Heard of it and knows what it means   ■ Heard of it but does not know what it means

Q8. Have you heard of the Natura 2000 network?
%, Base: all respondents, by country
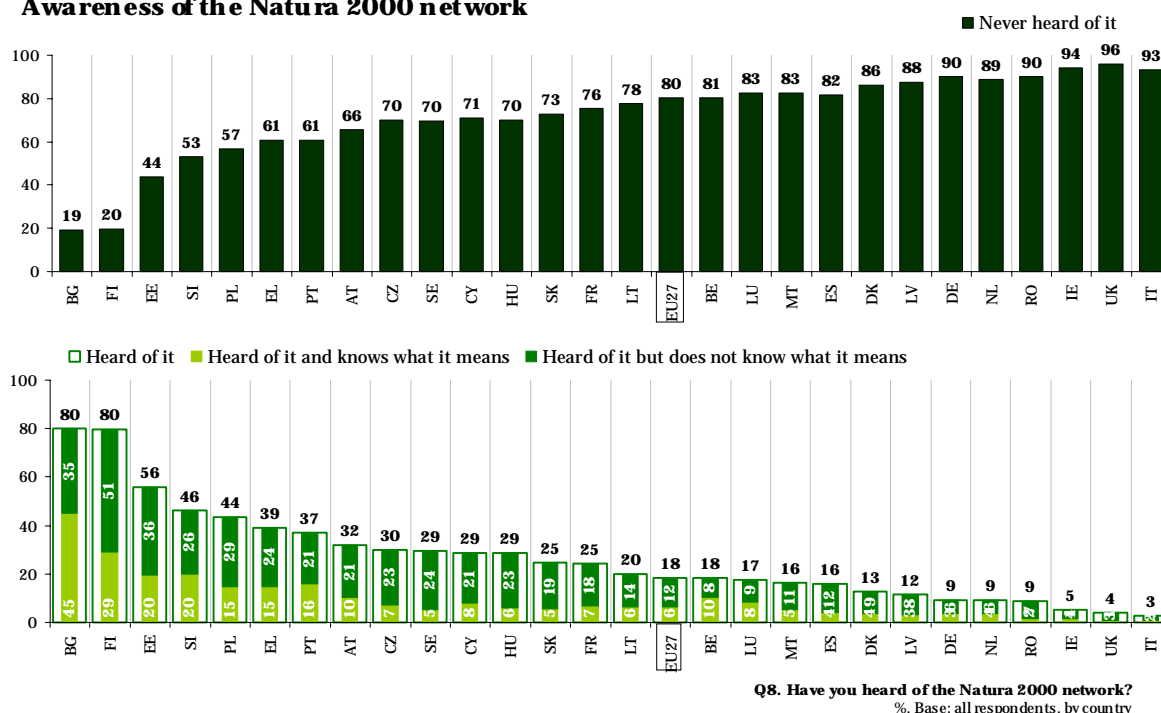
Socio-demographic differences

As with the previous results about the knowledge of biodiversity issues and the level of feeling well informed about biodiversity loss, the awareness levels of the *Natura 2000* network increased with age, educational attainment and the respondents' occupational status. For example, while 74% of self-employed respondents had never heard about the *Natura 2000* network, this rose to 82% for manual workers.

The same pattern emerged when looking at the differences in the actual knowledge about the *Natura 2000* network. The percentages of respondents who reported knowing the meaning of *Natura 2000* increased with age, educational attainment and the respondents' occupational status. For example, while 10% of self-employed respondents reported knowing what the *Natura 2000* network was, only 4% of manual workers said the same thing.

No major differences were observed in the awareness and knowledge of the *Natura 2000* network by gender or by the type of the respondents' place of residence.

Awareness of *Natura 2000* - socio-demographics

	% heard of it and knew its meaning	% heard of it but didn't know its meaning	% never having heard of it
EU27	6	12	80
AGE			
15 - 24	3	8	88
25 - 39	7	12	81
40 - 54	8	13	78
55 +	6	14	78
EDUCATION (end of)			
Until 15 years	3	9	86
16 - 20	5	13	81
20 +	10	16	73
Still in education	4	8	87
OCCUPATION			
Self-employed	10	14	74
Employee	7	13	80
Manual worker	4	12	82
Not working	5	12	82

Q8. Have you heard of the Natura 2000 network?
%, Base: all respondents, by socio-demographics (1-3% DK/NA answers)

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[i] See, for example, Flash Eurobarometer 206a "Attitudes on issues related to the EU energy policy" (http://ec.europa.eu/public_opinion/flash/fl206a_en.pdf).
The Flash Eurobarometer on "Attitudes on issues related to EU Energy Policy" shows differential concern about climate change and global warming between the south and the north of Europe. Although half of EU citizens are very much concerned about the effects of climate change and global warming, with a further 37% saying that they are concerned about the issue to some degree, people are definitely less worried about global warming in those countries with colder climates. The results, for example, show that only 20% of Estonian citizens are "very much" concerned, 24% in Latvia and Finland, 28% in the Netherlands and 30% in Sweden. The level of concern increases significantly as we look further south: with people in Spain and Cyprus (both 70%), Malta and Greece (both 68%) being the most worried about climate change and global warming.

[ii] The high awareness level of the *Natura 2000* network in Bulgaria and Finland might have been due to the controversial selection process of potential candidate areas to join the network in these countries. In Bulgaria, the government was accused of having excluded almost half of the protection areas from the list of potential candidates proposed by scientists because of investors' interests. In Finland, the government was accused of having excluded potential candidates from the candidate list, and this was declared illegal by the Finish supreme administrative court in 2000.
Sources: http://arkisto.sll.fi/tiedotus/Natura/taydennysen.html; http://www.bluelink.net/en/index.shtml?x=11988

Flash Eurobarometer Series
#219

Attitudes of Europeans
towards the issue
of biodiversity

Annex
Tables and
Survey
Details

THE GALLUP ORGANIZATION

I. Annex Tables

Table 1a. Familiarity with the term "biodiversity" – country

QUESTION: Q1. Are you aware of the term 'biodiversity'?

	Total N	% I've heard of it and I know what it means	% I've heard of it but I do not know what it means	% I have never heard of it	% DK/NA
EU27	25080	35	29.7	34.6	0.7
COUNTRY					
Belgium	1000	23.8	32.4	43.7	0.2
Bulgaria	1005	40.6	36.2	22.9	0.3
Czech Rep.	1001	6.2	15.2	78.2	0.4
Denmark	1003	16.7	14.7	68.2	0.4
Germany	1002	70.7	13.8	15.5	0.1
Estonia	501	36.6	39.9	22.9	0.6
Greece	1003	16.7	18.1	65.2	0
Spain	1009	27.6	33	38.3	1.1
France	1000	34.1	41.3	24.6	0
Ireland	1000	21.5	26.3	51.5	0.7
Italy	1010	23.9	38.5	35	2.5
Cyprus	501	6.1	9.1	83.7	1.1
Latvia	1005	15.1	40.9	43.7	0.3
Lithuania	1002	19.2	28.5	50.9	1.4
Luxembourg	501	28	26.2	45.8	0
Hungary	1008	17.8	39.8	42.2	0.2
Malta	502	14.4	26.2	57.3	2.1
Netherlands	1001	22.8	25.8	49.7	1.8
Austria	1003	74.3	14.6	10.9	0.3
Poland	1005	31.3	41.2	27.5	0
Portugal	1001	31	24.2	43.7	1
Romania	1002	17.8	24.3	55.9	2
Slovenia	1007	24.5	26.5	48.7	0.3
Slovakia	1004	5.5	18.2	72.9	3.4
Finland	1001	33.3	37.4	29.1	0.2
Sweden	1003	41	31.2	27.6	0.1
United Kingdom	1000	27.9	31.8	40	0.3

Table 1b. Familiarity with the term "biodiversity" – socio-demographics

QUESTION: Q1. Are you aware of the term 'biodiversity'?

	Total N	% I've heard of it and I know what it means	% I've heard of it but I do not know what it means	% I have never heard of it	% DK/NA
EU27	25080	35	29.7	34.6	0.7
SEX					
Male	12097	40.3	28.3	30.6	0.7
Female	12982	30.1	30.9	38.3	0.7
AGE					
15 - 24	3938	27.1	33.5	38.8	0.6
25 - 39	5914	34	30.2	35.3	0.5
40 - 54	7139	39.2	30	30	0.7
55 +	7874	36.1	27.2	35.7	1
EDUCATION (end of)					
Until 15 years of age	3742	21.7	27.2	49.2	1.9
16 - 20	10028	31.5	30.9	36.9	0.6
20 +	7565	48.5	29.1	22.2	0.3
Still in education	3103	32.6	31.7	35.2	0.5
URBANISATION					
Metropolitan	5028	40.4	30.4	28.7	0.4
Urban	10544	30.8	31.4	36.9	1
Rural	9372	37	27.5	34.9	0.6
OCCUPATION					
Self-employed	2303	40.5	27.9	31	0.6
Employee	8609	39.9	31.2	28.4	0.5
Manual worker	1728	23.8	32.7	42.7	0.8
Not working	12295	32.2	28.7	38.3	0.9

Table 2a. Meaning of "biodiversity loss" – country (*part 1*)

QUESTION: Q2. Can you please tell me what the phrase 'loss of biodiversity' means to you?

	Total N	% Decline in natural habitats/less variety - in general	% Forests will disappear /decline	% Certain animals and plants are disappearing/will disappear	% Certain animals and plants are/will become endangered	% Loss of natural heritage like nature parks/endemic species/ natural landscapes - basically the natural environment that you can relate to in your country	% Change of the climate	% Problems with the clean air, water/CO2 emissions
EU27	25080	17.8	11.7	41.1	19.7	13.8	11.3	9.3
COUNTRY								
Belgium	1000	15.6	15.6	47	20.1	12.4	16.6	14.9
Bulgaria	1005	11.4	31.1	67	29.5	17.3	30.9	36.5
Czech Rep.	1001	38.7	13.6	22.3	15.7	14.1	19.8	21.5
Denmark	1003	11.3	9.2	42.7	22.7	12.3	13.6	10.1
Germany	1002	16.6	12.2	58.8	25.7	9.6	9.3	8.1
Estonia	501	21.7	14.5	35.7	14.8	5.8	10.3	10
Greece	1003	23.4	9.2	33.6	17.6	23.2	4.9	6.9
Spain	1009	18.6	18.7	32.2	21.2	21.6	20.9	9.9
France	1000	11.5	14.9	48.9	22.2	18	9	12.6
Ireland	1000	10.8	4.9	24.5	11.5	9.7	6	3.5
Italy	1010	14.5	7.8	31.3	19.2	16.3	7.8	3.3
Cyprus	501	19.5	17.6	35.3	21.6	43.3	10.4	5.9
Latvia	1005	41.8	24.3	40.1	24.1	16.6	25.4	32.3
Lithuania	1002	25	32	50.1	24.1	24.3	28.8	19
Luxembourg	501	6	16.2	52.9	37.1	26.7	18.2	12.5
Hungary	1008	16.6	20.4	47.4	28.8	5	28.5	25.3
Malta	502	20.2	10.1	33	14.3	10.4	6.4	9.5
Netherlands	1001	14.1	14.5	24.3	15.5	12.5	14.6	7.1
Austria	1003	23.3	11.2	66.7	33	8.4	10.1	14.5
Poland	1005	28.3	2.6	37.9	15.1	5.9	3.2	6.3
Portugal	1001	18.1	14.9	38.2	25.5	26.7	17.6	15.4
Romania	1002	33.8	8.5	18.7	11.6	11.8	6.6	6.4
Slovenia	1007	15.9	4.4	33.9	8.8	13.6	7	6.7
Slovakia	1004	13.7	4.2	15.4	5.4	12.6	5	5.7
Finland	1001	20.6	12.7	47.7	19.8	10.8	23.6	13.1
Sweden	1003	13.2	3	19.1	12.5	9.3	5.2	1.9
United Kingdom	1000	13.2	8.6	41.3	12.9	12.3	10.3	6.5

Table 2b. Meaning of "biodiversity loss" – country (*part 2*)

QUESTION: Q2. Can you please tell me what the phrase 'loss of biodiversity' means to you?

	Total N	% Problems for the economy / Loss of material wealth	% Less opportunities for tourism	% Loss of potential for producing medicines, food and fuel	% Problems in my garden	% Don't care about this issue	% Others	% DK/NA
EU27	25080	2.1	0.6	2	0.7	0.9	11.6	19.4
COUNTRY								
Belgium	1000	6.7	4.6	7.7	3.3	2.3	8	18
Bulgaria	1005	4.1	4.8	1.7	1.7	0.6	3.6	6.1
Czech Rep.	1001	1.1	0.8	0.9	0.7	1.3	1.7	14.7
Denmark	1003	2.2	0.4	1.7	0.4	1.2	6.1	22.3
Germany	1002	2.7	0.2	1.6	0.7	0.3	8.9	13.9
Estonia	501	1.5	0.2	0.1	1.2	0.1	17.7	10.1
Greece	1003	1.3	0	1.3	0	0.5	19.2	13.2
Spain	1009	2.2	0.7	0.6	0.2	0.7	5	14.9
France	1000	2.7	0.8	2.9	1.6	1.7	9.9	14.2
Ireland	1000	0.8	0.1	1.5	0	0.7	12.3	45.3
Italy	1010	1.1	0	1.9	0.1	0.4	7.1	27.2
Cyprus	501	2.2	0.3	2.6	0.8	0.4	6.3	10.9
Latvia	1005	8.3	1	3.7	2.2	2.7	8.4	5.6
Lithuania	1002	4	2.8	7.4	1.8	3.6	8.2	10.7
Luxembourg	501	3.6	1.7	1.4	0.8	1.7	13.4	23.2
Hungary	1008	1.7	0.8	0.9	2.3	2	13.2	12.2
Malta	502	0.2	0.3	2.1	0.4	0.7	8.8	25.3
Netherlands	1001	3.8	1.3	2.7	0.2	3.5	17.7	24.5
Austria	1003	1.7	0.5	1.4	0.7	0.4	5.2	10.3
Poland	1005	1.3	0.3	0.5	0.1	1	15.6	18
Portugal	1001	2.3	0.9	5	0.5	0.3	4.6	10.9
Romania	1002	1	0.1	0.6	0.4	0.1	11	20.7
Slovenia	1007	1	0.4	2	0.5	1.1	16.3	19.6
Slovakia	1004	1.5	0.2	0.4	0.4	1.2	15.4	35.6
Finland	1001	4.2	2.4	3.7	2.7	1.1	5.1	15.8
Sweden	1003	0.5	0.1	1.2	0.2	0.7	20.1	34.4
United Kingdom	1000	1.4	0.2	3.5	0.4	0.6	26.1	30.5

Table 3a. Meaning of "biodiversity loss" – socio-demographics (*part 1*)

QUESTION: Q2. Can you please tell me what the phrase 'loss of biodiversity' means to you?

	Total N	% Decline in natural habitats/less variety - in general	% Forests will disappear /decline	% Certain animals and plants are disappearing/will disappear	% Certain animals and plants are/will become endangered	% Loss of natural heritage like nature parks/endemic species/ natural landscapes – basically the natural environment that you can relate to in your country	% Change of the climate	% Problems with the clean air, water/CO2 emissions
EU27	25080	17.8	11.7	41.1	19.7	13.8	11.3	9.3
SEX								
Male	12097	18.2	11.3	41.7	19.3	14.7	10.3	7.9
Female	12982	17.4	12	40.6	20	12.9	12.1	10.7
AGE								
15 - 24	3938	16.8	12.2	43.2	21.3	13.2	10.7	9.4
25 - 39	5914	19.8	11.9	44.8	20.9	14.4	10.5	8.5
40 - 54	7139	19	12	43.3	21.1	14.5	11.3	9.4
55 +	7874	15.9	10.9	35.9	17	13	12	9.9
EDUCATION (end of)								
Until 15 years of age	3742	12.5	9.9	29.7	14.4	11.9	11.1	9.9
16 - 20	10028	17.4	11.1	39.2	19.4	12.9	11	9.1
20 +	7565	21.3	12.9	48.4	21.5	16.1	11.6	9.3
Still in education	3103	18.2	12.6	46.2	23.6	13.8	11.4	9.9
URBANISATION								
Metropolitan	5028	21	12.9	46.1	21.3	14.7	10.7	10.2
Urban	10544	17.2	11.2	39	20	13.6	11.5	8.6
Rural	9372	16.8	11.5	41	18.5	13.6	11.3	9.8
OCCUPATION								
Self-employed	2303	20.5	9.6	42.3	18.2	15.3	10.1	8
Employee	8609	19	12.4	46	21.1	15	11.7	8.9
Manual worker	1728	15.7	13.8	37.1	20.3	12.3	10.4	11.5
Not working	12295	16.7	11.2	38.2	19	12.9	11.3	9.6

Table 3b. Meaning of "biodiversity loss" – socio-demographics (*part 2*)

QUESTION: Q2. Can you please tell me what the phrase 'loss of biodiversity' means to you?

	Total N	% Problems for the economy /Loss of material wealth	% Less opportunities for tourism	% Loss of potential for producing medicines, food and fuel	% Problems in my garden	% Don't care about this issue	% Others	% DK/NA
EU27	25080	2.1	0.6	2	0.7	0.9	11.6	19.4
SEX								
Male	12097	2.3	0.4	1.9	0.5	1.1	12.2	18.4
Female	12982	1.9	0.7	2.2	0.9	0.7	11.1	20.3
AGE								
15 - 24	3938	1.7	0.7	1.2	0.7	0.5	9.7	19.7
25 - 39	5914	1.5	0.6	2.1	0.4	0.8	11.5	16.9
40 - 54	7139	2.5	0.6	2.3	0.5	0.7	11.9	16.6
55 +	7874	2.5	0.5	2.2	1	1.4	12.5	23.2
EDUCATION (end of)								
Until 15 years of age	3742	1.6	0.4	1.7	1.2	1.2	10.6	31.9
16 - 20	10028	1.6	0.5	1.9	0.6	1	11.6	21.2
20 +	7565	3.2	0.8	2.8	0.6	0.6	13.1	10.7
Still in education	3103	1.7	0.6	1.1	0.5	0.5	10.5	17.2
URBANISATION								
Metropolitan	5028	2.6	0.7	1.9	0.7	0.8	11.7	15.4
Urban	10544	1.7	0.6	1.9	0.5	0.8	11.7	20.5
Rural	9372	2.3	0.5	2.3	0.9	1	11.5	20
OCCUPATION								
Self-employed	2303	1.8	0.4	1.5	0.4	0.7	13.7	16.9
Employee	8609	2.5	0.8	2.4	0.6	0.5	12.4	15.7
Manual worker	1728	2.6	0.6	2	0.6	1.1	9.6	21.7
Not working	12295	1.9	0.5	1.9	0.8	1.1	10.9	21.9

Table 4a. Being informed about the loss of biodiversity – country

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

	Total N	% Not informed at all	% Not well informed	% Well informed	% Very well informed	% DK/NA
EU27	25080	20.8	40.6	32.9	4.8	1
COUNTRY						
Belgium	1000	11.1	42.5	40.2	4.6	1.6
Bulgaria	1005	10.9	45.3	35	8.3	0.4
Czech Rep.	1001	25.3	40.8	28.8	4.1	1
Denmark	1003	29.4	34.5	30.4	4.9	0.9
Germany	1002	12	35	45.7	6.8	0.5
Estonia	501	11	41.5	43.3	3.1	1.2
Greece	1003	31.7	34.5	25.9	7.8	0.1
Spain	1009	18.5	48	27.2	4.7	1.7
France	1000	14.9	40	38.9	5.3	0.8
Ireland	1000	37.4	36.3	21.6	3.3	1.4
Italy	1010	30.1	49.4	18.3	1.7	0.5
Cyprus	501	27.6	30.5	30.4	11.6	0
Latvia	1005	16.1	49	30.4	3.8	0.7
Lithuania	1002	32.6	43.3	19.4	2.7	1.9
Luxembourg	501	13.7	37.3	45.8	3	0.1
Hungary	1008	12.8	41	40.8	4.7	0.6
Malta	502	32.7	34.1	26.9	4.1	2.1
Netherlands	1001	13.6	38.8	39	4.5	4.1
Austria	1003	12.3	36.8	43.5	6.7	0.7
Poland	1005	26.2	38.3	31.2	3.3	1
Portugal	1001	19.8	46.6	25.7	6.7	1.1
Romania	1002	20.4	52.4	22.7	4.1	0.5
Slovenia	1007	19.5	36.3	39.1	4.3	0.8
Slovakia	1004	38.3	33.3	22.6	4.1	1.8
Finland	1001	10.5	43.9	38.8	5.7	1.2
Sweden	1003	30.9	33.3	31.5	2.6	1.7
United Kingdom	1000	28.4	34.5	31.3	4.9	0.9

Table 4b. Being informed about the loss of biodiversity – socio-demographics

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

	Total N	% Not informed at all	% Not well informed	% Well informed	% Very well informed	% DK/NA
EU27	25080	20.8	40.6	32.9	4.8	1
SEX						
Male	12097	19.8	39.5	34	6	0.7
Female	12982	21.7	41.6	31.9	3.7	1.1
AGE						
15 - 24	3938	23.4	47.6	26.3	2.6	0.2
25 - 39	5914	21.1	43.8	29.3	4.7	1.1
40 - 54	7139	17.9	40.6	35.9	4.8	0.7
55 +	7874	21.5	34.8	36.3	5.9	1.5
EDUCATION (end of)						
Until 15 years of age	3742	30.6	38.3	26.3	3.3	1.4
16 - 20	10028	22.1	40.7	32.4	3.8	1
20 +	7565	13.4	38	40.3	7.7	0.6
Still in education	3103	20.3	50.1	26.3	3.2	0.1
URBANISATION						
Metropolitan	5028	18.3	40.5	34.3	6.2	0.7
Urban	10544	22.3	41.1	31.5	4.2	0.9
Rural	9372	20.1	40.2	34	4.7	1
OCCUPATION						
Self-employed	2303	19	38.2	34.1	8	0.7
Employee	8609	17.4	40.3	36.2	5.2	0.9
Manual worker	1728	26.3	42.6	27.7	2.5	0.8
Not working	12295	22.7	40.9	31.2	4.2	1

Table 5a. Primary sources of information about biodiversity – country

QUESTION: Q9. Where would you get information about biodiversity such as threats, losses etc?

	Total N	% Television news and documentaries	% Radio	% Newspapers and magazines	% Internet	% School or university	% Family/friends	% Events (conferences, fairs /exhibition, festivals etc.)	% Publications/books/ brochures	% Other	% DK/NA
EU27	25080	52.2	9	32.7	41.8	5.3	3.1	2.9	10.6	1.8	3.3
COUNTRY											
Belgium	1000	46.8	8.5	28.8	43.9	4.4	3.2	3	10.8	2	4.2
Bulgaria	1005	79.8	12.6	31.7	27.1	2.4	5	0.7	6.2	1.5	1.6
Czech Rep.	1001	40.9	7.7	25.2	58.8	1.8	1.8	2.6	8.9	1	2.1
Denmark	1003	50.2	7.2	32.6	46.4	4.2	3.6	3.1	5.3	1.8	2.6
Germany	1002	67.5	9.9	45.9	34.8	5.2	3.1	2.6	10.9	1.8	1.2
Estonia	501	54.3	16.9	41.5	45.6	7.9	2.6	2.5	7.9	1.1	0.7
Greece	1003	56.3	7.4	30.5	34.1	5.4	3.2	5.7	15.4	1.3	1
Spain	1009	45	11.3	24.7	39.4	3.9	4.1	3.1	9.7	2.1	3.9
France	1000	56.4	13.4	29.8	32.6	12.6	2	6.5	10.9	1.1	3
Ireland	1000	53.5	8.9	34.7	49.4	6.9	3.4	1.8	10.8	2	4.4
Italy	1010	41.1	2.9	31.6	41.8	2.3	2.5	1.8	8.8	0.7	4.7
Cyprus	501	58.4	16.7	26.9	35.9	5.7	1.1	5.1	15.2	1.8	1.4
Latvia	1005	72.5	17.2	38.9	32.6	3.1	1.9	1.1	7.1	2.2	1.5
Lithuania	1002	48.7	12.6	24.1	47	3.5	2.8	1.6	9.9	0.7	5.1
Luxembourg	501	49.4	8.1	42.3	37.2	6.1	2.2	7.5	13.2	5.8	1.7
Hungary	1008	70.9	17	33.5	37.9	4.8	3.3	5	9.4	1.1	0.1
Malta	502	55.2	10.8	22.9	25.1	5.6	3.4	1.7	6.6	3.2	9.8
Netherlands	1001	34.5	5.7	30.2	55.2	3	1.1	0.5	6.7	3.1	4.1
Austria	1003	57.3	11.3	50.2	30	4.6	2.6	4.6	8.6	1.6	2.7
Poland	1005	45.8	9.6	23	51.6	7.9	2	2.8	12.3	1.6	0.4
Portugal	1001	47.6	4.9	20.4	45	9.4	8.5	2.7	13.4	1.9	6.2
Romania	1002	68.1	11.4	27.8	26.2	4.2	3.1	1.9	8.1	1.7	3.5
Slovenia	1007	29.2	4.8	27.4	56.6	4.5	1.5	4.1	15.3	5.5	8.7
Slovakia	1004	28	4.9	20.1	67.3	2	2.1	2.4	9.9	2.1	2.4
Finland	1001	49.5	6.7	41.5	46	4.4	1.7	1.1	11	0.7	3.8
Sweden	1003	23.8	4.9	17.4	54.3	3.2	2.5	1.2	7.3	5.4	10.7
United Kingdom	1000	47.6	7.1	37.4	54.1	3.4	4.9	2	13.9	3.2	6.1

Table 5b. Primary sources of information about biodiversity – socio-demographics

QUESTION: Q9. Where would you get information about biodiversity such as threats, losses etc?

	Total N	% Television news and documentaries	% Radio	% Newspapers and magazines	% Internet	% School or university	% Family/friends	% Events (conferences, fairs/ exhibitions, festivals etc.)	% Publications/books/ brochures	% Other	% DK/NA
EU27	25080	52.2	9	32.7	41.8	5.3	3.1	2.9	10.6	1.8	3.3
SEX											
Male	12097	48.6	8.2	31.9	46.2	5.2	2.6	3	10.4	2	3.3
Female	12982	55.5	9.6	33.5	37.6	5.5	3.6	2.8	10.7	1.7	3.3
AGE											
15 - 24	3938	37.6	3.3	17.2	68.5	17.5	3.5	3.2	7.5	1.1	1.9
25 - 39	5914	48.8	6.7	27.8	56.1	4.7	2.4	2.7	9	1.4	2.2
40 - 54	7139	53.6	8.4	36.3	42.3	3	2.5	3.3	11.5	1.8	2.2
55 +	7874	60.9	13.8	40.9	17.8	1.9	4	2.6	12.4	2.3	5.5
EDUCATION (end of)											
Until 15 years of age	3742	64.1	10.5	33.7	18.6	2.7	5.6	1.7	9.4	2.3	6.7
16 - 20	10028	57.2	10.1	35.6	38.8	3.1	2.6	3	9.5	1.6	3.3
20 +	7565	46.9	9.3	34.8	47	4.2	2.2	3.8	13.6	1.9	1.7
Still in education	3103	34.8	2.3	18.2	71.1	19	3.2	2.3	8.5	1.4	1.3
URBANISATION											
Metropolitan	5028	47.8	7.7	32.6	48.4	5.2	3.1	3.1	11.2	1.8	2.7
Urban	10544	50.7	8.5	32	42.6	5.3	2.9	2.7	10.9	1.6	3
Rural	9372	56.5	10.1	33.6	37.5	5.5	3.3	3.1	10	2.1	3.6
OCCUPATION											
Self-employed	2303	49.7	8	31.9	44.4	4.6	3.5	4	10	2.5	2.7
Employee	8609	47.9	7.8	32.8	52	4.4	2.1	3.7	11.4	1.9	2.1
Manual worker	1728	58.8	8	30.4	38.7	4	3.2	3	8.6	1.4	4.9
Not working	12295	55	10	33.2	34.5	6.3	3.7	2.2	10.4	1.7	4

Table 6a. Most important threats to biodiversity – country

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

		Total N	% Intensification of agriculture, deforestation and over-fishing	% Pollution of air/water (seas, rivers, lakes, etc.)	% Man made disasters (oil spills, industrial accidents, etc.)	% Plants and animals introduced into our ecosystems (that are not normally found in a region or country)	% Climate change	% Land use change and development (roads, housing, industry, etc.)	% Others	% DK/NA
	EU27	25080	13.2	27.3	26.8	2.3	18.5	7.6	1	3.2
	COUNTRY									
	Belgium	1000	16.7	29.8	20.2	1.9	19.2	5.8	2.3	4.1
	Bulgaria	1005	5.8	38.5	33.1	0.8	14.1	5.8	0.9	1
	Czech Rep.	1001	5.7	35.7	28.9	2	17.3	7.7	1.4	1.1
	Denmark	1003	10	18.3	22.1	5.4	29	10	1	4.2
	Germany	1002	19.1	21.6	22.5	3.7	19.7	7.9	0.8	4.8
	Estonia	501	7.5	31.9	35.7	2.9	13	3.8	3	2.2
	Greece	1003	5.5	22.7	49.4	1.4	13.5	5.9	0.8	0.9
	Spain	1009	5.5	21.6	35.1	1.5	26.9	5	1.1	3.3
	France	1000	18	28.6	28.3	2	15.2	6	0.6	1.4
	Ireland	1000	18.2	27.7	14.3	2.4	21.5	10	0.6	5.4
	Italy	1010	6.9	29.3	42	1.4	10.7	4.7	1.2	3.6
	Cyprus	501	3.2	19.2	51.2	1.9	18	5.6	0.3	0.6
	Latvia	1005	15.6	32.1	31.9	1.4	10.3	6.7	0.8	1.3
	Lithuania	1002	9.6	31.1	30.7	1.5	14.2	7.6	2.4	2.9
	Luxembourg	501	11	26.2	31	3.2	18.8	4.1	1.2	4.5
	Hungary	1008	10.6	28.7	24.5	2.1	23	7.8	0.3	3
	Malta	502	5.5	25.6	23.6	2.1	19.1	19.7	1.7	2.6
	Netherlands	1001	18.6	25	21	2.8	18	7	2.8	4.9
	Austria	1003	14.9	24.3	25.4	2.4	19.3	9.6	0.8	3.3
	Poland	1005	7.9	39.2	22.6	2.2	14.2	12	0.9	1.1
	Portugal	1001	4.9	34.7	39.2	1.1	11.9	4.7	0.5	3
	Romania	1002	20	37.8	23.8	1.7	9.8	3.5	0.4	3
	Slovenia	1007	8	35	28.5	1.6	18.5	7.2	0.4	0.8
	Slovakia	1004	12.5	33.1	28.9	1.2	12.9	8	1.6	1.8
	Finland	1001	9.3	33.9	11.9	1	34.7	6.4	0.2	2.5
	Sweden	1003	14.5	26.5	16.8	2.2	30.1	3.5	1.2	5.3
	United Kingdom	1000	17.2	21	12.3	3.1	26.9	14.1	1.5	4

Table 6b. Most important threats to biodiversity – socio-demographics

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

	Total N	% Intensification of agriculture. deforestation and over-fishing	% Pollution of air/water (seas. rivers. lakes. etc.)	% Man made disasters (oil spills. industrial accidents. etc.)	% Plants and animals introduced into our ecosystems (that are not normally found in a region or country)	% Climate change	% Land use change and development (roads. housing. industry. etc.)	% Others	% DK/NA
EU27	25080	13.2	27.3	26.8	2.3	18.5	7.6	1	3.2
SEX									
Male	12097	15	26.1	25.5	2.4	18.7	8.2	1	2.9
Female	12982	11.6	28.4	27.9	2.3	18.3	7	1	3.4
AGE									
15 - 24	3938	10.7	29.7	27.6	3.1	20.1	6.4	0.4	2
25 - 39	5914	13	26.7	27.3	2.4	19.5	8.6	0.8	1.8
40 - 54	7139	14.7	27.5	26.4	2.1	17	8.7	1.1	2.5
55 +	7874	13.4	26.7	26.3	2.1	18.4	6.5	1.5	5
EDUCATION (end of)									
Until 15 years of age	3742	10.6	26.8	32.2	1.7	16.6	6.2	0.7	5.3
16 - 20	10028	12.8	28.1	27.4	2.3	18.3	7.5	1.1	2.5
20 +	7565	16.1	26.5	23.5	2.5	18.6	9.2	1.2	2.4
Still in education	3103	11.9	28.1	26.7	2.9	21.3	6.4	0.5	2.2
URBANISATION									
Metropolitan	5028	13.5	25.9	25.4	2.8	19.6	9.3	1.1	2.5
Urban	10544	12.4	28.2	27.8	2	18.2	7.3	1.2	2.9
Rural	9372	14.1	27.2	26.6	2.5	18.3	7.1	0.8	3.5
OCCUPATION									
Self-employed	2303	14.6	25.1	26.6	2.7	16.1	10.4	1.3	3.2
Employee	8609	14.9	26.6	24.7	2.7	19.3	9	0.8	2
Manual worker	1728	10.3	27.8	33.2	1.8	16.9	6.5	0.8	2.6
Not working	12295	12.3	28.2	27.4	2	18.7	6.3	1.2	4

Table 7a. Seriousness of biodiversity loss in your country – country

QUESTION: Q5_A. How serious is the problem of the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [your COUNTRY]? It is a... - And how serious is the problem globally? It is a... - In your country?

		Total N	% Not a problem at all	% Not a serious problem or	% A fairly serious problem	% Very serious problem	% DK/NA
	EU27	25080	1.3	8.4	45.3	43.2	1.8
	COUNTRY						
	Belgium	1000	4.1	14.5	47.3	29.2	4.8
	Bulgaria	1005	0.2	3.4	33.2	61.4	1.8
	Czech Rep.	1001	1.1	13.9	47.6	34.3	3.2
	Denmark	1003	2.6	20.8	55.1	18.4	3
	Germany	1002	1.1	10.3	50.3	36.9	1.5
	Estonia	501	0.9	34.6	50.5	11.3	2.7
	Greece	1003	0.3	1.6	28.3	69.7	0.1
	Spain	1009	0.1	7.2	45.4	45.6	1.7
	France	1000	0.6	4.5	48.5	45.7	0.8
	Ireland	1000	3.7	20.4	44.2	27.9	3.9
	Italy	1010	1	2.9	36.7	56.8	2.6
	Cyprus	501	0.4	3.8	37.2	58.4	0.3
	Latvia	1005	3.4	26.5	52.3	15	2.8
	Lithuania	1002	0.2	8.6	44.4	42.8	3.9
	Luxembourg	501	2.6	17.1	55.8	20.7	3.7
	Hungary	1008	0.2	7.6	52.2	38	2
	Malta	502	1.4	9	32.6	51.8	5.3
	Netherlands	1001	3.6	17.1	54.9	20.1	4.3
	Austria	1003	3.2	20.4	51.9	23.1	1.4
	Poland	1005	1.1	5.6	48.7	44.3	0.3
	Portugal	1001	0.1	1.5	29.1	67.3	2
	Romania	1002	0.3	4.5	27.9	66.6	0.8
	Slovenia	1007	1.4	13.6	48.6	35.1	1.3
	Slovakia	1004	1.3	10.8	41.7	42.8	3.4
	Finland	1001	3.7	28.5	56	10.2	1.7
	Sweden	1003	1.2	11.8	49.6	35.2	2.2
	United Kingdom	1000	2.8	10.4	48.1	36.6	2.1

Table 7b. Seriousness of biodiversity loss in your country – socio-demographics

QUESTION: Q5_A. How serious is the problem of the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [your COUNTRY]? It is a... - And how serious is the problem globally? It is a... - In your country?

	Total N	% Not a problem at all	% Not a serious problem or	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	25080	1.3	8.4	45.3	43.2	1.8
SEX						
Male	12097	1.8	10.4	45.5	40.7	1.6
Female	12982	0.9	6.4	45.3	45.5	2
AGE						
15 - 24	3938	1.7	8.5	46	41.8	2
25 - 39	5914	1.1	8.8	46.1	42.4	1.6
40 - 54	7139	1.4	8.1	44.9	44.2	1.4
55 +	7874	1.2	8.2	45	43.6	2
EDUCATION (end of)						
Until 15 years of age	3742	1.5	6	42.1	48.3	2.1
16 - 20	10028	1.4	8.4	45	43.4	1.8
20 +	7565	1	9.6	47.1	41.1	1.2
Still in education	3103	1.2	8	47	41.8	2
URBANISATION						
Metropolitan	5028	1.7	7.5	46	43.2	1.6
Urban	10544	1.1	8	44.6	44.4	1.9
Rural	9372	1.3	9.2	45.9	41.9	1.7
OCCUPATION						
Self-employed	2303	2.1	10.2	43.9	42.1	1.7
Employee	8609	1	9.6	47.8	40.1	1.6
Manual worker	1728	1.9	8	43.8	45	1.3
Not working	12295	1.3	7.2	44.2	45.4	2

Table 8a. Seriousness of biodiversity loss, globally – country

QUESTION: Q5_B. How serious is the problem of the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [your COUNTRY]? It is a... - And how serious is the problem globally? It is a... - And globally?

	Total N	% Not a problem at all	% Not a serious problem or	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	25080	0.6	2.3	25.3	69.4	2.4
COUNTRY						
Belgium	1000	0.4	1.7	23.9	69.8	4.1
Bulgaria	1005	0	1.5	19.2	74.6	4.7
Czech Rep.	1001	0.3	2.3	27.1	67.2	3.1
Denmark	1003	1.4	6.5	32.7	56.9	2.5
Germany	1002	0.3	1.8	27.2	68.1	2.5
Estonia	501	1.1	5.2	37.4	52.5	3.8
Greece	1003	0.3	0.8	15.8	82.4	0.7
Spain	1009	0.1	3.9	31	61.7	3.2
France	1000	0.6	1.2	28.3	68.7	1.1
Ireland	1000	1	4.1	22.8	68.6	3.5
Italy	1010	0.5	1.7	19.5	76.8	1.6
Cyprus	501	0.6	0.4	23.8	73.2	2
Latvia	1005	0.3	2.3	26.2	66.2	5
Lithuania	1002	0.7	3.2	31.9	57.8	6.5
Luxembourg	501	0.6	1.9	26.3	69.1	2.1
Hungary	1008	0	0.8	23.5	73.1	2.7
Malta	502	0.5	1.8	18.1	74.5	5.1
Netherlands	1001	1.3	5.8	28	59.7	5.1
Austria	1003	0.4	2.1	24.4	71.8	1.2
Poland	1005	0.3	1.9	28.9	67.7	1.4
Portugal	1001	0	0.6	9.9	86.9	2.6
Romania	1002	0.4	2.6	21.4	71.8	3.8
Slovenia	1007	0.3	2.8	33.1	62.8	1
Slovakia	1004	0.1	2.6	21.4	71.7	4.1
Finland	1001	1	4.6	40.6	49.4	4.4
Sweden	1003	0.6	2	24.9	69.8	2.8
United Kingdom	1000	1.6	2.9	23.4	69.7	2.4

Table 8b. Seriousness of biodiversity loss, globally – socio-demographics

QUESTION: Q5_B. How serious is the problem of the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [your COUNTRY]? It is a... - And how serious is the problem globally? It is a... - And globally?

	Total N	% Not a problem at all	% Not a serious problem or	% A fairly serious problem	% Very serious problem	% DK/NA
EU27	25080	0.6	2.3	25.3	69.4	2.4
SEX						
Male	12097	0.6	3.1	26.6	67.6	2
Female	12982	0.5	1.5	24.1	71.1	2.8
AGE						
15 - 24	3938	0.4	2.8	25.4	69.6	1.8
25 - 39	5914	0.5	1.7	24.7	71.6	1.5
40 - 54	7139	0.5	1.9	24.7	71.2	1.7
55 +	7874	0.8	2.8	26.1	66.4	3.9
EDUCATION (end of)						
Until 15 years of age	3742	0.9	2.5	25.1	67.2	4.3
16 - 20	10028	0.4	2.4	25.2	69.7	2.3
20 +	7565	0.6	2	25.2	70.8	1.3
Still in education	3103	0.3	2	26.4	69.8	1.6
URBANISATION						
Metropolitan	5028	0.8	2	24.3	70.7	2.1
Urban	10544	0.4	2.3	24.4	70.7	2.1
Rural	9372	0.6	2.3	26.8	67.5	2.7
OCCUPATION						
Self-employed	2303	0.6	4	25.1	67.9	2.5
Employee	8609	0.3	1.7	25.6	70.9	1.5
Manual worker	1728	0.5	2.6	27	67.4	2.4
Not working	12295	0.7	2.4	24.9	69	3

Table 9a. Impact of biodiversity loss – country

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

	Total N	% Yes, I am already affected by the loss of biodiversity	% Yes, it will have an effect on me, but not now, later on	% No, not on me personally but on my children	% No, it will not have an effect	% DK/NA
EU27	25080	18.9	35.1	34.7	9	2.4
COUNTRY						
Belgium	1000	15.2	29.5	40.8	10.6	3.9
Bulgaria	1005	25.3	35	33.2	4.5	2
Czech Rep.	1001	16.7	32.4	39.2	9.2	2.6
Denmark	1003	15.9	40.4	25.6	16.4	1.7
Germany	1002	12.8	30.7	44.5	10.5	1.5
Estonia	501	18.4	38.4	27.9	13.4	2
Greece	1003	38.3	30.7	25.4	4.8	0.7
Spain	1009	23.2	39.7	27.3	6.5	3.2
France	1000	19.2	33.8	42.6	3.7	0.7
Ireland	1000	14.3	40	30.8	11.6	3.3
Italy	1010	17.3	30.1	37.7	9.6	5.2
Cyprus	501	25	47.6	21.1	5.3	1
Latvia	1005	20.7	36.5	33.4	7.7	1.7
Lithuania	1002	11	37.2	39.3	6.3	6.1
Luxembourg	501	25	31.3	33.7	9	1
Hungary	1008	29.9	34.8	30.6	3.2	1.4
Malta	502	25.8	33.8	22.8	13.1	4.6
Netherlands	1001	9.1	34.7	22.5	29.9	3.8
Austria	1003	14.8	32.2	38.9	12.7	1.4
Poland	1005	13.8	46	33.5	5.7	1
Portugal	1001	50.9	25.3	17.5	2.1	4.2
Romania	1002	36.7	34.6	20.7	6.4	1.6
Slovenia	1007	18	33.3	33.8	12.8	2.2
Slovakia	1004	18.5	41.2	30.9	6.2	3.3
Finland	1001	11.7	35.1	40.2	11.3	1.7
Sweden	1003	16.8	33.5	35.9	11.1	2.7
United Kingdom	1000	16.4	41.1	28	12	2.5

Table 9b. Impact of biodiversity loss – socio-demographics

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

	Total N	% Yes, I am already affected by the loss of biodiversity	% Yes, it will have an effect on me, but not now, later on	% No, not on me personally but on my children	% No, it will not have an effect	% DK/NA
EU27	25080	18.9	35.1	34.7	9	2.4
SEX						
Male	12097	18.6	35.3	33.7	10.3	2.2
Female	12982	19.1	35	35.6	7.7	2.6
AGE						
15 - 24	3938	12.2	45.9	27.7	11.9	2.3
25 - 39	5914	21.7	39.7	30.9	6.4	1.4
40 - 54	7139	21.7	36.3	33	6.8	2.1
55 +	7874	17.5	25.5	42.7	11.1	3.2
EDUCATION (end of)						
Until 15 years of age	3742	17.3	27.3	38.8	11.8	4.8
16 - 20	10028	18.3	34.7	36.9	8	2
20 +	7565	22.7	36.4	32.5	7.1	1.3
Still in education	3103	13.6	45.1	27.4	11.7	2.1
URBANISATION						
Metropolitan	5028	19.7	36.8	33.5	8.2	1.7
Urban	10544	19.5	35.7	33.4	8.8	2.6
Rural	9372	17.7	33.8	36.9	9.5	2.1
OCCUPATION						
Self-employed	2303	25.4	33.3	30.6	8.5	2.2
Employee	8609	20.3	39.6	32.2	6.6	1.4
Manual worker	1728	17.2	35.6	37.8	7.4	1.9
Not working	12295	17	32.3	36.8	10.8	3.1

Table 10a. Reasons why it is important to halt biodiversity loss: It is a moral obligation - because we have a responsibility as stewards of nature – country

QUESTION: Q4_A. 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: - It is a moral obligation - because we have a responsibility as stewards of nature

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	1.1	3	32.4	61.4	2
COUNTRY						
Belgium	1000	1.3	4.5	30.6	61.8	1.8
Bulgaria	1005	1	1.1	18.6	78.6	0.7
Czech Rep.	1001	1.1	3.4	31.7	60.3	3.6
Denmark	1003	0.5	5.1	37.3	55.9	1.2
Germany	1002	1.5	3.3	30.6	63.6	0.9
Estonia	501	0.1	3	36.1	59.4	1.4
Greece	1003	1.4	1.9	13	83.5	0.2
Spain	1009	0.8	2.9	34.3	59.6	2.4
France	1000	0.7	2	37.2	59.8	0.3
Ireland	1000	1.2	2.5	33.1	55.7	7.5
Italy	1010	0.9	2.5	29.3	65.4	2
Cyprus	501	0.2	0.4	22.4	76.2	0.8
Latvia	1005	0.8	2.4	24.4	71.2	1.2
Lithuania	1002	1.1	4.4	33.4	55.5	5.6
Luxembourg	501	0.8	1.4	36	60.8	0.9
Hungary	1008	0.1	2	27.9	68.8	1.1
Malta	502	0.3	0.3	12.5	85.3	1.7
Netherlands	1001	1.5	4.3	42.4	47	4.7
Austria	1003	2.1	2.2	21.2	73.4	1.1
Poland	1005	1.3	4.4	37.7	54.8	1.8
Portugal	1001	0.3	0.7	27.5	68	3.6
Romania	1002	1	1	18.1	77.8	2.1
Slovenia	1007	0.9	1	31.1	66.8	0.2
Slovakia	1004	0.2	2.1	27	69	1.6
Finland	1001	1	3.1	38.3	56.3	1.3
Sweden	1003	2.1	4.5	42.7	48.4	2.2
United Kingdom	1000	1.6	4.4	38.5	51.1	4.4

Table 10b. Reasons why it is important to halt biodiversity loss: It is a moral obligation - because we have a responsibility as stewards of nature – socio-demographics

QUESTION: Q4_A. 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: - It is a moral obligation - because we have a responsibility as stewards of nature

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	1.1	3	32.4	61.4	2
SEX						
Male	12097	1.5	4.2	33.8	58.6	1.9
Female	12982	0.8	1.9	31.1	64.1	2.1
AGE						
15 - 24	3938	1.1	3.2	44.5	49.1	2.2
25 - 39	5914	1.5	3	34.6	59.2	1.7
40 - 54	7139	1.1	3.3	31.3	63.2	1.1
55 +	7874	1	2.7	25.7	68.2	2.4
EDUCATION (end of)						
Until 15 years of age	3742	1.1	2.3	27.8	66.3	2.6
16 - 20	10028	1	2.7	32.1	61.9	2.3
20 +	7565	1.1	3.7	30.8	63.4	1
Still in education	3103	1.4	3	42.3	51.7	1.7
URBANISATION						
Metropolitan	5028	1.5	4.5	31.8	60.5	1.7
Urban	10544	1	2.8	32	62.1	2.1
Rural	9372	1.2	2.5	33	61.4	1.9
OCCUPATION						
Self-employed	2303	1.9	4.3	27.5	64.5	1.8
Employee	8609	0.9	3.1	35.3	59.2	1.4
Manual worker	1728	1.2	2.2	36.5	58	2
Not working	12295	1.1	2.8	30.7	63	2.4

Table 11a. Reasons why it is important to halt biodiversity loss: Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation – country

QUESTION: Q4_B. 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: - Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	1.6	6	34.8	54.9	2.6
COUNTRY						
Belgium	1000	2.2	9.4	37.7	46.8	3.9
Bulgaria	1005	1.2	4.2	24.4	69.2	1
Czech Rep.	1001	1.8	6	33	55.3	3.9
Denmark	1003	0.4	7.4	46	42.8	3.3
Germany	1002	0.7	4.4	26.9	67	1
Estonia	501	1.5	3.9	38.6	55.4	0.6
Greece	1003	1.5	4	16.8	77.5	0.1
Spain	1009	0.9	2.9	36.6	56.2	3.4
France	1000	3.2	12.2	45.2	37.6	1.8
Ireland	1000	0.9	4.1	31.4	57.6	6.1
Italy	1010	2.1	7.7	37.5	49.4	3.2
Cyprus	501	0.8	1.7	23.3	74	0.2
Latvia	1005	0.7	7	36.6	55.1	0.5
Lithuania	1002	0.2	3.6	32.6	59.7	4
Luxembourg	501	1.3	9	41.5	46.7	1.5
Hungary	1008	0.5	6.6	40.2	50.3	2.4
Malta	502	0	1.9	16.8	79.9	1.5
Netherlands	1001	2.7	12.6	48.6	29.7	6.4
Austria	1003	2	2.4	19.9	74.9	0.8
Poland	1005	2.4	5.2	37	54.3	1.1
Portugal	1001	0.6	3.4	33.8	58.5	3.7
Romania	1002	1.2	1.9	20.5	74.6	1.8
Slovenia	1007	1.8	4.2	34.7	58.8	0.5
Slovakia	1004	0.9	3.9	26.6	66.3	2.4
Finland	1001	1.1	4.4	41.6	51.1	1.8
Sweden	1003	1.5	5.8	39.7	48.3	4.6
United Kingdom	1000	1.6	4.5	36.9	52.2	4.8

Table 11b. Reasons why it is important to halt biodiversity loss: Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation – socio-demographics

QUESTION: Q4_B. 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: - Our well being and quality of life is based upon nature & biodiversity as it provides pleasure and recreation

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	1.6	6	34.8	54.9	2.6
SEX						
Male	12097	1.9	7.2	35.9	52.6	2.4
Female	12982	1.4	4.9	33.7	57.1	2.8
AGE						
15 - 24	3938	1.1	8.3	41.7	46.6	2.3
25 - 39	5914	2.1	6.8	37.6	51.7	1.9
40 - 54	7139	2.1	5.7	32.7	57.5	2
55 +	7874	1.1	4.6	31	59.7	3.6
EDUCATION (end of)						
Until 15 years of age	3742	2.1	3.7	32.4	58.1	3.7
16 - 20	10028	1.1	4.8	34.5	56.8	2.8
20 +	7565	2.2	7.4	34.2	54.9	1.4
Still in education	3103	1.4	9.2	39.8	47.6	2
URBANISATION						
Metropolitan	5028	2.5	7.9	34.6	53.4	1.7
Urban	10544	1.8	5.3	35.6	54.4	2.9
Rural	9372	1	5.8	34	56.5	2.7
OCCUPATION						
Self-employed	2303	2.2	6	33.1	56.8	1.9
Employee	8609	1.8	7.4	36.7	52	2
Manual worker	1728	1.1	3.8	35.4	56.6	3.1
Not working	12295	1.5	5.3	33.6	56.5	3

Table 12a. Reasons why it is important to halt biodiversity loss: Biodiversity is indispensable for the production of goods such as food, fuel and medicines – country

QUESTION: Q4_C. 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: - Biodiversity is indispensable for the production of goods such as food, fuel and medicines

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	2.9	8.7	34	50	4.4
COUNTRY						
Belgium	1000	1.5	9.1	27.3	57.9	4.2
Bulgaria	1005	1.5	6.4	22.1	68	1.9
Czech Rep.	1001	2.9	13.7	32.3	44.8	6.3
Denmark	1003	0.8	10.9	44.3	37.5	6.5
Germany	1002	6	18.6	32.6	37.8	5
Estonia	501	2.8	8.4	35.1	51.9	1.8
Greece	1003	1.9	3.9	15.1	78.2	1
Spain	1009	0.7	4	34.9	56.6	3.8
France	1000	2.3	11.3	42.6	41.3	2.5
Ireland	1000	2.9	5.5	33.4	51	7.1
Italy	1010	3.6	6.7	36.7	48.8	4.2
Cyprus	501	0.3	3.5	19.1	76.3	0.8
Latvia	1005	0.5	5.9	29.6	62.3	1.7
Lithuania	1002	0.7	6	32.7	53.6	7
Luxembourg	501	2	16.4	36.8	41.4	3.3
Hungary	1008	0.5	6.7	45.1	43.7	4
Malta	502	1.2	3.5	19.9	71.4	4
Netherlands	1001	2.6	5.1	43.1	40.4	8.7
Austria	1003	6.1	15.4	29.3	47.1	2.2
Poland	1005	1.9	4.6	33.7	58.6	1.2
Portugal	1001	1.1	1.7	26.7	66.8	3.6
Romania	1002	1.9	2.6	21.1	71.7	2.6
Slovenia	1007	1.1	4.3	30.1	62.9	1.6
Slovakia	1004	3.2	6.1	32.8	51.1	6.8
Finland	1001	1.2	6.4	38.7	50.5	3.2
Sweden	1003	3.2	5.5	37	44.6	9.7
United Kingdom	1000	2	5.5	32.6	52.4	7.6

Table 12b. Reasons why it is important to halt biodiversity loss: Biodiversity is indispensable for the production of goods such as food, fuel and medicines – socio-demographics

QUESTION: Q4_C. 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: - Biodiversity is indispensable for the production of goods such as food, fuel and medicines

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	2.9	8.7	34	50	4.4
SEX						
Male	12097	3.2	9.9	34.8	48.6	3.5
Female	12982	2.5	7.7	33.3	51.4	5.2
AGE						
15 - 24	3938	2.7	10.3	38	45.5	3.5
25 - 39	5914	3.3	9.5	34.6	48.7	3.8
40 - 54	7139	3.3	9.1	33.5	50.8	3.2
55 +	7874	2.1	7	31.9	53	5.9
EDUCATION (end of)						
Until 15 years of age	3742	1.9	6.1	32.5	53.4	6.1
16 - 20	10028	2.7	8.6	34.7	49.3	4.7
20 +	7565	3.2	9.6	32.5	51.7	2.9
Still in education	3103	3.6	10	37.1	46	3.3
URBANISATION						
Metropolitan	5028	3	9.5	32.8	50.3	4.4
Urban	10544	2.9	7.6	34.7	50.9	3.9
Rural	9372	2.7	9.6	33.9	49	4.8
OCCUPATION						
Self-employed	2303	3.1	9.8	31.7	51.9	3.5
Employee	8609	2.8	10.5	35.4	47.7	3.7
Manual worker	1728	3	9.3	35.9	48.7	3.2
Not working	12295	2.8	7.3	33.3	51.6	5.1

Table 13a. Reasons why it is important to halt biodiversity loss: Europe will get poorer economically as a consequence of the loss of biodiversity – country

QUESTION: Q4_D. 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: - Europe will get poorer economically as a consequence of the loss of biodiversity

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	4.6	12.3	30.9	44	8.3
COUNTRY						
Belgium	1000	5.5	12.7	28.1	42.8	10.9
Bulgaria	1005	2.7	12.5	20.3	59.9	4.7
Czech Rep.	1001	4.5	13.4	31.1	40.1	10.9
Denmark	1003	2.4	16	41.3	32	8.2
Germany	1002	6.2	17.4	25.6	45.5	5.3
Estonia	501	3.1	5.8	33.6	53.7	3.9
Greece	1003	4.4	8.6	21.1	62.4	3.5
Spain	1009	2.5	8.6	35.1	45.4	8.3
France	1000	6.2	12.4	38.4	32.1	10.9
Ireland	1000	3.6	10.9	31.5	41.7	12.4
Italy	1010	4.4	13	31.7	41.5	9.5
Cyprus	501	1.9	5.4	27.2	62.7	2.7
Latvia	1005	3.1	9.6	32.6	49.8	4.9
Lithuania	1002	1.7	7.9	33.1	45.7	11.5
Luxembourg	501	3.1	17.3	32.6	38.2	8.9
Hungary	1008	1.3	6.9	36	51.5	4.3
Malta	502	4.4	5.2	19.3	60.8	10.4
Netherlands	1001	7.6	15.3	34.5	27.6	15.1
Austria	1003	8.6	17.2	26.6	43.3	4.3
Poland	1005	2.4	8.5	28.5	59	1.6
Portugal	1001	1.1	2.4	27.8	62.8	5.8
Romania	1002	5.4	7.6	21.1	60.8	5.3
Slovenia	1007	1.7	6	32.3	57.6	2.4
Slovakia	1004	5.9	9.8	26.7	45.3	12.4
Finland	1001	2.6	14.4	45.5	28.1	9.4
Sweden	1003	7.6	10.4	33.8	33.9	14.2
United Kingdom	1000	3.4	13.6	32.8	37.1	13

Table 13b. Reasons why it is important to halt biodiversity loss: Europe will get poorer economically as a consequence of the loss of biodiversity – socio-demographics

QUESTION: Q4_D. 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: - Europe will get poorer economically as a consequence of the loss of biodiversity

	Total N	% Very much disagree	% Rather disagree	% Rather agree	% Very much agree	% DK/NA
EU27	25080	4.6	12.3	30.9	44	8.3
SEX						
Male	12097	5.7	15.3	30.9	40.8	7.2
Female	12982	3.5	9.5	30.9	46.9	9.2
AGE						
15 - 24	3938	6.3	17.5	34.4	34.8	7.1
25 - 39	5914	5.4	12.1	32.5	42.5	7.5
40 - 54	7139	3.4	12.8	30.9	46.3	6.5
55 +	7874	4.1	9.3	28	47.9	10.6
EDUCATION (end of)						
Until 15 years of age	3742	3.8	9.2	29.9	46.9	10.3
16 - 20	10028	4.1	11.4	30.9	45.5	8.2
20 +	7565	4.6	13	29.8	45.4	7.2
Still in education	3103	6.5	17.3	35	34.9	6.3
URBANISATION						
Metropolitan	5028	4.9	11.7	31.6	43.1	8.7
Urban	10544	4.3	12.3	30.7	44.7	8
Rural	9372	4.7	12.7	30.7	43.8	8.1
OCCUPATION						
Self-employed	2303	5.7	12.3	29.4	43.8	8.8
Employee	8609	4.4	13.7	33.3	41.3	7.4
Manual worker	1728	4.2	12.8	29.9	45.6	7.5
Not working	12295	4.5	11.3	29.7	45.8	8.8

Table 14a. Personal efforts to protect biodiversity – country

QUESTION: Q10. Would you say that you personally make an effort to protect biodiversity?

	Total N	% Yes, I do	% Yes, but I would like to do even more	% No, because I do not know what to do	% No, for other reasons	% Other	% DK/NA
EU27	25080	34.2	33.4	20.7	10	0.3	1.5
COUNTRY							
Belgium	1000	50.4	23.1	17.8	7.3	0.2	1.2
Bulgaria	1005	32.8	38.7	15.4	11.6	0.5	1
Czech Rep.	1001	45	36.7	12.5	4.8	0.1	1
Denmark	1003	26.2	35	19	17.9	0.1	1.8
Germany	1002	41.6	13.4	28	15.4	0.4	1.2
Estonia	501	31.5	30.8	19.7	14.9	1.3	1.8
Greece	1003	26.8	45.2	18.4	8.8	0.8	0
Spain	1009	33.9	45.3	13.8	4.8	0.2	2.1
France	1000	37.7	41.3	16.3	4.2	0	0.5
Ireland	1000	29.9	41	21.1	6.3	0.2	1.5
Italy	1010	21.2	41.1	26.4	7.5	0.4	3.4
Cyprus	501	19.3	41.7	32.1	6.7	0.1	0.2
Latvia	1005	31.7	33.8	20	12.6	1.2	0.7
Lithuania	1002	18.5	29.1	39.4	8.5	0.9	3.6
Luxembourg	501	62.5	22.5	9.9	5.2	0	0
Hungary	1008	39.5	37	14.4	7.2	0.6	1.3
Malta	502	35.6	45.8	10.9	5.5	0	2.2
Netherlands	1001	37	25.8	19.2	16	0.5	1.6
Austria	1003	44	20.4	23.6	10	0.2	1.8
Poland	1005	21.8	31.5	27.2	18.8	0.3	0.4
Portugal	1001	40.9	48.3	5.2	3.1	0.3	2.2
Romania	1002	34	37.4	18.4	8.3	0	1.9
Slovenia	1007	56.7	31.8	6.9	4	0.1	0.5
Slovakia	1004	61.2	22.1	11.5	3.3	0.6	1.4
Finland	1001	35.4	34.8	17.3	10.6	0.3	1.5
Sweden	1003	28.8	36.1	21	12.1	0.3	1.7
United Kingdom	1000	33.7	37.1	17.7	10.2	0	1.4

Table 14b. Personal efforts to protect biodiversity – socio-demographics

QUESTION: Q10. Would you say that you personally make an effort to protect biodiversity?

	Total N	% Yes, I do	% Yes, but I would like to do even more	% No, because I do not know what to do	% No, for other reasons	% Other	% DK/NA
EU27	25080	34.2	33.4	20.7	10	0.3	1.5
SEX							
Male	12097	33.7	30.3	21.4	12.9	0.3	1.4
Female	12982	34.7	36.3	20	7.2	0.2	1.6
AGE							
15 - 24	3938	21.1	36.6	27.2	13.6	0.3	1.2
25 - 39	5914	28	37.1	23.5	10.2	0.2	1
40 - 54	7139	36.4	35.4	17.6	9.3	0.4	0.9
55 +	7874	43.4	27.5	18.1	8.6	0.2	2.2
EDUCATION (end of)							
Until 15 years of age	3742	39	31.6	19.2	8	0.3	1.9
16 - 20	10028	35.8	32.4	20.5	9.4	0.2	1.7
20 +	7565	35.4	35.4	18.6	9.7	0.2	0.7
Still in education	3103	20.5	35	29.1	13.8	0.5	1.1
URBANISATION							
Metropolitan	5028	31.5	33.3	22.8	11.2	0.1	1
Urban	10544	31.6	35.3	21.2	10.1	0.4	1.5
Rural	9372	38.6	31.5	19.1	9.1	0.2	1.5
OCCUPATION							
Self-employed	2303	35.9	36.5	16.6	9.1	0.2	1.7
Employee	8609	33.4	37.2	19.1	9.2	0.3	0.8
Manual worker	1728	31.3	34	24.2	9.4	0.2	1
Not working	12295	34.8	30.3	22.1	10.6	0.3	1.9

Table 15a. Awareness of the Natura 2000 network – country

QUESTION: Q8. Have you heard of the Natura 2000 network?

	Total N	% I've heard of it and I know what it is	% I've heard of it but I do not know what it is	% I have never heard of it	% DK/NA
EU27	25080	6.2	12.2	80.4	1.2
COUNTRY					
Belgium	1000	10.4	8	80.5	1
Bulgaria	1005	45	34.9	19.3	0.9
Czech Rep.	1001	7	22.8	70	0.3
Denmark	1003	3.7	9.1	86.1	1.1
Germany	1002	3.4	5.9	90.3	0.3
Estonia	501	19.5	36.3	43.8	0.4
Greece	1003	14.9	24.2	60.9	0.1
Spain	1009	4	11.8	81.6	2.6
France	1000	6.9	17.6	75.5	0
Ireland	1000	1.4	3.6	94.4	0.6
Italy	1010	0.9	1.8	93.3	4
Cyprus	501	7.8	21	71.1	0.1
Latvia	1005	3.3	8.4	87.5	0.8
Lithuania	1002	6.3	13.7	77.5	2.5
Luxembourg	501	8.4	9	82.6	0
Hungary	1008	5.8	22.9	70.1	1.3
Malta	502	5.3	10.9	82.5	1.3
Netherlands	1001	3.5	5.6	89	2
Austria	1003	10.4	21.4	65.8	2.4
Poland	1005	14.9	28.6	56.5	0
Portugal	1001	16.1	21.1	60.9	2
Romania	1002	1.7	6.9	90.2	1.2
Slovenia	1007	19.9	26.4	53.1	0.7
Slovakia	1004	5.4	19.2	72.7	2.7
Finland	1001	29.1	50.7	19.6	0.5
Sweden	1003	5.2	24.2	69.7	0.8
United Kingdom	1000	0.9	2.9	96	0.2

Table 15b. Awareness of the Natura 2000 network – socio-demographics

QUESTION: Q8. Have you heard of the Natura 2000 network?

	Total N	% I've heard of it and I know what it is	% I've heard of it but I do not know what it is	% I have never heard of it	% DK/NA
EU27	25080	6.2	12.2	80.4	1.2
SEX					
Male	12097	7.6	12.6	78.7	1
Female	12982	4.8	11.9	82	1.3
AGE					
15 - 24	3938	3.3	7.8	88	0.9
25 - 39	5914	6.5	11.8	80.9	0.9
40 - 54	7139	7.6	13.3	78.2	0.9
55 +	7874	6.1	13.9	78.4	1.6
EDUCATION (end of)					
Until 15 years of age	3742	2.7	8.6	86.1	2.5
16 - 20	10028	5.2	12.7	81.3	0.8
20 +	7565	10.4	15.5	73.4	0.7
Still in education	3103	4	8.1	87.1	0.8
URBANISATION					
Metropolitan	5028	7.3	12	80.1	0.6
Urban	10544	6.5	13.3	78.9	1.3
Rural	9372	5.3	11.2	82.4	1.1
OCCUPATION					
Self-employed	2303	10.4	14.2	74.3	1.1
Employee	8609	7	12.7	79.5	0.8
Manual worker	1728	4.4	12.1	82.4	1.1
Not working	12295	5.1	11.6	82	1.3

II. Survey Details

This Flash Eurobarometer survey on "Attitudes about biodiversity" was conducted for the European Commission, Directorate-General for DG Environment, Communication & Governance Unit.

Telephone interviews were conducted in each country with the exception of Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews).

Telephone interviews were conducted in each country between the 20/11/2007 and the 24/011/2007 by these Institutes:

Belgium	BE	Gallup Europe	(Interviews: 11/20/2007 - 11/24/2007)
Czech Republic	CZ	Focus Agency	(Interviews : 11/20/2007 - 11/24/2007)
Denmark	DK	Hermelin	(Interviews : 11/20/2007 - 11/23/2007)
Germany	DE	IFAK	(Interviews : 11/20/2007 - 11/24/2007)
Estonia	EE	Saar Poll	(Interviews : 11/20/2007 - 11/23/2007)
Greece	EL	Metroanalysis	(Interviews : 11/20/2007 - 11/24/2007)
Spain	ES	Gallup Spain	(Interviews : 11/20/2007 - 11/22/2007)
France	FR	Efficience3	(Interviews : 11/20/2007 - 11/21/2007)
Ireland	IE	Gallup UK	(Interviews : 11/20/2007 - 11/22/2007)
Italy	IT	Demoskopea	(Interviews : 11/20/2007 - 11/22/2007)
Cyprus	CY	CYMAR	(Interviews : 11/22/2007 - 11/24/2007)
Latvia	LV	Latvian Facts	(Interviews : 11/20/2007 - 11/24/2007)
Lithuania	LT	Baltic Survey	(Interviews : 11/20/2007 - 11/24/2007)
Luxembourg	LU	Gallup Europe	(Interviews : 11/20/2007 - 11/24/2007)
Hungary	HU	Gallup Hungary	(Interviews : 11/20/2007 - 11/22/2007)
Malta	MT	MISCO	(Interviews : 11/20/2007 - 11/24/2007)
Netherlands	NL	Telder	(Interviews : 11/20/2007 - 11/24/2007)
Austria	AT	Spectra	(Interviews : 11/20/2007 - 11/24/2007)
Poland	PL	Gallup Poland	(Interviews : 11/20/2007 - 11/23/2007)
Portugal	PT	Consulmark	(Interviews : 11/20/2007 - 11/24/2007)
Slovenia	SI	Cati d.o.o	(Interviews : 11/20/2007 - 11/24/2007)
Slovakia	SK	Focus Agency	(Interviews : 11/20/2007 - 11/22/2007)
Finland	FI	Hermelin	(Interviews : 11/20/2007 - 11/24/2007)
Sweden	SE	Hermelin	(Interviews : 11/20/2007 - 11/24/2007)
United Kingdom	UK	Gallup UK	(Interviews : 11/20/2007 - 11/24/2007)
Bulgaria	BG	Vitosha	(Interviews : 11/20/2007 - 11/23/2007)
Romania	RO	Gallup Romania	(Interviews : 11/20/2007 - 11/22/2007)

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sizes of the sample

In most EU countries the target sample size was 1000 respondents; in Estonia, Cyprus, Luxembourg, and Malta the targeted sample size was 500. The table on the following page shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The following table presents, for each of the countries:
(1) the number of interviews actually carried out in the country
(2) the population-weighted total number of interviews for each country

TOTAL INTERVIEWS

	Total Interviews			
	Conducted	**% of Total**	**EU27 Weighted**	**% on Total (weighted)**
Total	**25080**	**100**	**25080**	**100**
BE	1000	4.0	532	2.1
BG	1005	4.0	414	1.7
CZ	1001	4.0	538	2.1
DK	1003	4.0	270	1.1
DE	1002	4.0	4397	17.5
EE	501	2.0	70	0.3
EL	1003	4.0	576	2.3
ES	1009	4.0	2161	8.6
FR	1000	4.0	2975	11.9
IE	1000	4.0	197	0.8
IT	1010	4.0	3076	12.3
CY	501	2.0	37	0.1
LV	1005	4.0	121	0.5
LT	1002	4.0	176	0.7
LU	501	2.0	22	0.1
HU	1008	4.0	518	2.1
MT	502	2.0	20	0.1
NL	1001	4.0	821	3.3
AT	1003	4.0	413	1.6
PL	1005	4.0	1968	7.8
PT	1001	4.0	538	2.1
RO	1002	4.0	1106	4.4
SI	1007	4.0	106	0.4
SK	1004	4.0	276	1.1
FI	1001	4.0	268	1.1
SE	1003	4.0	460	1.8
UK	1000	4.0	3021	12.0

Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the data table volumes.

Tables of results

VOLUME A: COUNTRY BY COUNTRY
The VOLUME A presents the European Union results country by country.

VOLUME B: RESPONDENTS' DEMOGRAPHICS
The VOLUME B presents the European Union results with the following socio-demographic characteristics of respondents as breakdowns:
Volume B:
Sex (Male, Female)
Age (15-24, 25-39, 40-54, 55 +)
Education (15&-, 16-20, 21&+, Still in full time education)
Subjective urbanisation (Metropolitan zone, Other town/urban centre, Rural zone)
Occupation (Self-employed, Employee, Manual worker, Not working)

Sampling error

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analysed part in the sample): the greater the number of respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:
1. One question has been answered by 500 people;
2. The analysed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.
Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

STATISTICAL MARGINS DUE TO THE SAMPLING PROCESS (AT THE 95 % LEVEL OF CONFIDENCE)

Various sample sizes are in rows;
Various observed results are in columns:

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
N=50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
N=500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
N=1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
N=1500	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5
N=2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.1	2.2	2.2
N=3000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8
N=4000	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5
N=5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4
N=6000	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3

III. Questionnaire

Flash Eurobarometer on biodiversity (Fl 219) – Final questionnaire

12/November/2007

Q1. Are you aware of 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]

- 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

- [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

  A) It is a moral obligation – because we have a responsibility

     as stewards of nature... 1 2 3 4 9

  B) Our well being and quality of life is based upon nature & biodiversity as it
     provides pleasure and recreation 1 2 3 4 9

  C) Biodiversity is indispensable for the production of goods such as food,

     fuel and medicines 1 2 3 4 9

  D) Europe will get poorer economically as a consequence

     of the loss of biodiversity... 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 your [COUNTRY]? It is a…..

And how serious is the problem globally? It is a..?

     -    Very serious problem 4

     -    A fairly serious problem 3

     -    Not a serious problem or...................................... 2

     -    Not a problem at all... 1

     -    [DK/NA] 9

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

  B) 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?

- 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]

- Intensification of agriculture, 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, etc.) 6

- [Others] 7

- [DK/NA] 9

Q8. 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

Q9. Where would you get information about biodiversity such as threats, losses etc?

[READ OUT – ROTATE – MAX TWO ANSWERS]

- Television news and documentaries 01
- Radio 02
- Newspapers & magazines.. 03
- Internet... 04
- School or university.. 05
- Family/friends... 06
- Events (conferences, fairs / exhibition, festivals etc.) 07
- Publications/books/brochures.. 08
- [Other] 09
- [DK/NA].. 99

Q10. Would you say that you personally make an effort to protect biodiversity?

- 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] 3
- [DK/NA].. 9

D1.   Gender   [DO NOT ASK - MARK APPROPRIATE]

[1]   Male
[2]   Female

D2.   How old are you?

[_][_]   years old
[0 0]   [REFUSAL/NO ANSWER]

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

[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]

[_][_]   years old
[0 0]   [STILL IN FULL TIME EDUCATION]
[0 1]   [NEVER BEEN IN FULL TIME EDUCATION]
[9 9]   [REFUSAL/NO ANSWER]

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 -]

- 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