

**SURVEY ON ENVIRONMENTAL
ISSUES IN SCOTLAND**

SEPTEMBER 2002

Prepared for:
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SOS 902/320B
16 October 2002

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A. Background and method

The Scottish Executive is undertaking a major communications exercise through Barkers Advertising to encourage the Scottish population to become more environmentally aware in their attitudes and behaviour. An on-going programme of research has been set-up to monitor the impact of this campaign in achieving its objectives. An initial measure was taken in January 2000, both to feed in to campaign development and to serve as a baseline against which any future progress might be assessed. Following on from campaign activity in 2001, including television advertising featuring two executions, a second wave of research was conducted in October 2001. This document contains the findings from the third wave of the research programme, conducted immediately after a new ad on the theme of recycling was aired for the first time in September 2002.

Using our CAPI (Computer Assisted Personal Interviewing) omnibus, Scottish Opinion Survey, as the vehicle for data collection, 986 adults aged 16 and over were interviewed in-home in 42 sampling points throughout Scotland over the period 26 September - 3 October 2001. To ensure that the sample was representative of the adult population in terms of age, sex and social class, it was weighted to match population estimates from the National Readership Survey of April 1998 - March 1999. The sample profile, both unweighted and weighted, is shown below:

Table 1 - Sample profile

Base: 986 (%)

		Unweighted	Weighted
SEX:	Male	45	48
	Female	55	52
AGE:	16-24	10	14
	25-34	18	19
	35-44	19	19
	45-54	17	15
	55-64	16	13
	65+	20	20
CLASS:	AB	18	19
	C1	30	28
	C2	24	20
	DE	28	33

A copy of the questionnaire used in the survey is appended, along with the ad prompt shown to assess campaign reach.

B. Main Findings

Computer tabulations with detailed cross-analysis breakdowns are enclosed in the report. The main findings are summarised below.

1. Advertising

Although the questions on advertising were asked later in the interview to avoid prompting the attitudinal measures, the findings are reviewed initially to enable any developments on the latter to be assessed against the background of ad awareness levels.

i) Spontaneous recall

General

When asked whether they had seen or heard any advertising or publicity on the subject of environmental issues recently, 42% of respondents claimed to have done so. This represents a significant increase over the corresponding figure of 32% recorded at Wave 2. While this is at least to some extent due to the impact of the new ad, subsequent content recall also shows some residual effect from the earlier executions. This might suggest that the public are becoming more conscious of, and receptive to, environmental issues as a subject for advertising generally, as a result of this campaign. Compared to the situation of breaking new ground in this respect when the first executions were launched, as advertising on the environment becomes more familiar, so successive ads have more of a foundation on which to build.

On the spontaneous level, claimed awareness of advertising or publicity on the subject of environmental issues was greater among the higher socio-economic groupings - 49% among ABC1s, compared to 35% among C2DEs - although there was subsequently no difference in levels of recognition of the latest ad when the prompt was shown. The higher score on this measure among ABC1s is more a reflection on the greater importance attached to such issues up-market, and hence of attention to media coverage generally, than of ad impact specifically.

Media

The role of the television campaign in raising general awareness of advertising or publicity on the subject of environmental issues was evident in the sources mentioned by those aware of any such activity.

Table 2 – Where seen or heard publicity on environmental issues

Base: Aware of any publicity

	Wave 2 (%)	Wave 3 (%)
Advertising on TV	62	72
In programmes on TV	20	12
Advertising in newspapers	12	15
Articles in newspapers	14	11
Posters	9	5
Other	9	6
N (Unweighted):	337	413

Just as awareness of any advertising or publicity on this subject has increased significantly since Wave 2, so the percentage within this ascribing their awareness to advertising - principally on TV, but also in newspapers - has similarly increased. Fewer mentioned programmes on TV or articles in newspapers in this context on this occasion. The advertising is taking on a more significant role in raising the profile of environmental issues among the public in Scotland.

Content recall

All who recalled having seen advertising relating to environmental issues on television recently were asked to describe what they has seen. The main features mentioned are shown in the following table. A more detailed breakdown of responses is given in the data tabulations.

Table 3 – Details recalled from television advertising

Base: Seen advertising on television for environmental issues

	Wave 2 (%)	Wave 3 (%)
Any details, 'Waste' ad	n/a	24
- recycle rubbish (any ref)	-	17
- rubbish talking (any)	-	5
- 'It's a pure waste'	-	3
Any details, 'Car' ad	17	10
Any details, 'Domestic' ad	20	6
Any mention, Butterfly	7	7
Any mention, current campaign	38	44
Other mentions, waste disposal/recycling	6	7
'Give up the wheel' ad	2	5
Don't know/ can't remember	39	32
N (Unweighted):	210	299

Within the larger base spontaneously aware of television advertising, a higher percentage (44%) also recalled details of the current campaign than did so at Wave 2 (38%). While this mainly related to the new 'Waste' ad (24%), there was also some recall of the initial executions, both 'Car' (10%) and 'Domestic' (6%), as mentioned above. There is a build-up of campaign ad stock among the public. Correspondingly the percentage unable to recall any details of the TV campaign they claimed to have seen declined by 7% from Wave 2.

ii) Campaign Reach

To establish the initial reach of the latest 'Waste' execution, respondents were shown a photoprompt of some scenes from the ad as stimulus. 41% acknowledged having seen it from the prompt, representing a significant level of reach from this initial burst. This was identical to the combined reach of the two ads at Wave 2, as a result of aggregating individual levels of recognition of 'Car' (36%) and 'Domestic' (25%) to provide a reading for the campaign as a whole.

2. Environmental issues in Scotland

A list of potential environmental problems was read out to respondents and, for each one, they were asked to indicate how much of a problem they thought it was for the environment in Scotland — very serious, fairly serious, not very serious or not at all serious. The table opposite provides a summary of the issues raised and ratings recorded on each among the sample as a whole. These are ranked in order of perceived seriousness based on mean scores at Wave 3, which are calculated by applying a range of values from '4' for 'Very serious' to '1' for 'Not at all serious' to the various points on the rating scale.

After a generally significant uplift in the perceived seriousness of most environmental threats at Wave 2, the rate of progress has slowed on this occasion - although it must be noted that progress does continue to be made on the majority of the issues rated. Although the movement on individual mean scores compared to Wave 2 was not statistically significant, the trend is clearly in the desired direction. The public are becoming increasingly aware of environmental issues and of the potential threats to the environment from how they live.

It is worth noting the situation on disposal of waste generally, since this is perhaps the issue to which the new ad is most relevant. Although the shift in mean scores falls marginally short of statistical significance, the increase in the percentage opting for the extreme rating of 'very serious' compared to Wave 2 was itself significant, and indeed there has been an increase of 12% on this score since the baseline measure was taken. There is greater recognition that this is a cause for concern in relation to the environment in Scotland. Awareness of the new ad would appear to have had little discernible effect on attitudes on this measure, since scoring was similar among those who had and had not seen it. However, this might suggest that there is wider activity underway to inform and to influence the public on this issue, and that the ad is but one strand in this programme. While its specific effect cannot be isolated, it is apparent that public perceptions on the subject of waste disposal are altering for the better. The ad should hopefully encourage this awareness of the issue generally to be reflected in personal behaviour.

3. Importance ascribed to environmental issues

As a measure of attitudes towards the environment generally, respondents were asked to indicate on a 4 point scale the importance personally of the environment and environmental issues. The overall situation is shown below.

Table 5 – Importance of environmental issues personally

Base: All respondents

	Wave 1	Wave 2	Wave 3
	(%)	(%)	(%)
Very important	29	36	38
Quite important	51	46	47
Not very important	16	15	12
Not at all important	2	3	1
N (Unweighted):	1030	1056	986

The perceived importance of the environment and environmental issues on a personal level continues to increase:

- 38% now regarding these as very important, continuing the upward trend since Wave 1;
- 85% opting for a rating of at least quite important, as against 82% previously;
- the apparently unconcerned hard core declining from a steady 18% at Waves 1 and 2 to 14% (after rounding the combined figure).

Allied to the findings on the previous measure, this confirms that the public are becoming increasingly conscious of the environment as an important issue, at least on an attitudinal level. However, as subsequent measures indicate, there is still some reluctance to identify with this individually, as an issue for which all have some responsibility and can play a part.

4. Attitudes towards the environment

To probe further on this issue of ownership and the extent to which members of the public feel willing and able to take positive action in relation to the environment, respondents were asked to indicate the strength of their agreement or disagreement with a series of attitude statements. A 5 point scale of 'Agree strongly' (+2) — 'Disagree strongly' (-2) was used for this purpose, with figures in brackets denoting the range of values applied to ratings to calculate mean scores in this case. The facing table presents the statements in question and the scores recorded on each.

There has been little movement of note since Wave 2 and indeed, in contrast to most of the previous measures, little progress since the baseline was taken over 2 years ago. Of the 5 attitude statements, only 2 record significant change – 'Industry is mainly to blame for harm to the environment rather than the general public', and 'I feel I should do more to protect the environment'. This shows some increasing recognition that the public does have a role to play in protecting the environment.

At the same time, however, there is some resistance to accepting responsibility for this on a personal level. There has been virtually no change in the percentage – around 45% - agreeing that they never really think about the effect their own lifestyle is having on the environment and, in spite of the recent campaign messages, virtually half the sample (49%) still claim that they are not sure what changes they can make in their lifestyle to help the environment. While professed concern about the environment may be increasing on the macro level, it does not feature highly on the agenda as far as personal behaviour is concerned. It is more convenient to feign ignorance – 'I'm not sure what changes I can make' – than actually to change one's behaviour. There may be a need for a more direct approach to drive home the message that 'this mean you!', especially since this was the statement on which there was least difference in scores in relation to awareness of the 'Waste' execution. Those who had seen it were just as likely to agree (50%) that they were unsure of what lifestyle changes that they could make to help the environment as were those who had not (49%). If the majority feel that they should do more to protect the environment, the messages on how to do this may need to become more explicit.

5. Actions taken as a result of concern for the environment

Having investigated perceptions and attitudes in relation to the environment, attention then focused on behaviour of an environmentally-friendly nature. Firstly, respondents were asked to identify from a list of courses of action those which they followed nowadays or had done so in the last 12 months as a result of concern for the environment. Overall, 91% had undertaken at least one of the actions on the list, in line with the figure of 90% at the earlier waves. Individual levels of participation are shown below. These are based on all respondents, with the exception of using public transport instead of travelling by car, which is based on those with access to a car or van in the household.

Table 9 – Actions taken through concern for the environment

Base: All respondents (except *)

	Wave 1	Wave 2 (%)	Wave 3 (%)
Buy products made from recycled material	65	70	60
Choose appliances for your home which are more energy-efficient in their running	47	51	54
Use energy-saving light-bulbs at home	41	43	53
Take other actions to keep down the amount of electricity and fuel used in your home	60	68	65
Decide to walk or cycle instead of using a car or bus	48	57	57
Decide to use public transport instead of travelling by car*	26	34	35
N (Unweighted):	1030	1056	986

* Base on access to car/van in household [Wave 1: 723; Wave 2: 793; Wave 3; 727]

The lack of progress on most of these behavioural measures is consistent with the attitudinal findings noted above. While the environment may be becoming more of a concern generally, the public are doing little to react to this on a personal level in their behaviour.

It is interesting that the one measure which showed least increase at Wave 2 – use of energy-saving light-bulbs at home – is the only one to record a significantly higher score on this occasion. The switch away from car use to other means of travel remained static after the improvement at Wave 2, whereas purchase of products made from recycled material actually declined. With the latter, however, it may simply be that some manufacturers are highlighting this less as a feature of their products, and hence consumers are less aware of this in their purchasing, rather than any conscious switch away from products made from recycled material.

6. Recycling

Availability of facilities for recycling is a major influence on participation in such activity. To assist in the interpretation of data on current levels of recycling among respondents, the sample was also asked whether there were any recycling facilities such as a paper or bottle bank reasonably close by. The increased provision of such facilities would appear to be continuing, since 71% now had these close by. This compares with 63% and 66% at Waves 1 and 2 respectively

A prompt list of types of household waste was shown to establish the level and nature of any recycling undertaken. In the table below, findings are presented for the total sample and in relation to access to recycling facilities.

Table 10 – Household waste recycled

Base: All respondents

	Total			Access			No access		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Any	65	66	70	79	76	80	43	49	48
Bottles/glass	46	47	55	61	59	67	23	27	27
Paper/cardboard	35	39	50	42	46	60	22	27	27
Clothes/material	31	32	30	38	38	36	19	22	16
Cans/tins	14	18	17	19	22	20	7	10	8
Compost/vegetable/garden waste	12	14	19	15	15	21	7	12	13
Plastic	8	10	12	9	13	14	8	7	7
N (Unweighted):	1030	1056	986	649	696	703	311	292	224

In line with increased access to facilities, there has been a commensurate increase in the percentage recycling any household waste to 70%. However, within this overall figure, there has been more significant growth in the numbers recycling paper in particular, but also glass. Composting is also on the increase. In addition to new recruits to recycling, others are becoming more active in the range of waste materials which they recycle. If this represents one form of environmentally-friendly behaviour which the public are more disposed to adopting at this stage, that the new execution can only encourage this still further with greater exposure than it has enjoyed from this initial burst to date.

C. Tabulations

D. Questionnaire

Section B

Thinking now about environmental issues such as pollution, use of resources and the general quality of the environment in which we live...

B.1 [SHOW CARD 3]

How much of a problem would you say each of the following is for the environment in Scotland?

	Very serious [1]	Fairly serious [2]	Not very serious [3]	Not at all serious [4]	(Don't know) [5]
Air pollution from traffic [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollution from industrial sites [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposal of waste generally [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Treatment and disposal of sewage [4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollution of the water environment by farming [5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Damage to the countryside and loss of wildlife [6]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using up natural resources such as coal, oil or gas [7]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global warming or climate change [8]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B.2 [SHOW CARD 4]						
I am now going to read you some statements which other people have made about the environment and would like you to tell me from this card how much you agree or disagree with each one.						
	Agree strongly <i>[1]</i>	Agree slightly <i>[2]</i>	Neither <i>[3]</i>	Disagree slightly <i>[4]</i>	Disagree strongly <i>[5]</i>	(Don't know) <i>[6]</i>
I never really think about the effect my own lifestyle is having on the environment [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's not much I can do personally which will help protect the environment [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry is mainly to blame for harm to the environment rather than the general public [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I should do more to protect the environment [4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not sure what changes I can make in my lifestyle to help the environment [5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B.3 [SHOW CARD 5]	
Generally, how important would you say the environment and environmental issues are to you personally?	
<input type="radio"/>	Very important <i>[1]</i>
<input type="radio"/>	Quite important <i>[2]</i>
<input type="radio"/>	Not very important <i>[3]</i>
<input type="radio"/>	Not at all important <i>[4]</i>
<input type="radio"/>	(Don't know) <i>[5]</i>

B.4 Which, if any, of these things do you do, or have you done in the last 12 months, as a result of concern for the environment?			
	Yes [1]	No [2]	(Don't know) [3]
Decide to use public transport instead of travelling by car [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide to walk or cycle instead of using a car or bus [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choose appliances for your home which are more energy-efficient in their running [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use energy-saving light bulbs at home [4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take other actions to keep down the amount of electricity and fuel used in your home [5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy products made from recycled material [6]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>B.5 [SHOW CARD 6] Do you recycle any of your household waste? IF YES: What do you recycle? PROBE: Anything else?</p> <p><input type="checkbox"/> Paper/ cardboard [1] <input type="checkbox"/> Bottles/ glass [2] <input type="checkbox"/> Cans/ tins [3] <input type="checkbox"/> Plastic [4] <input type="checkbox"/> Clothes/ material [5] <input type="checkbox"/> Compost/ vegetable/ garden waste [6] <input type="checkbox"/> Other (SPECIFY) [7] <input type="radio"/> No - do not recycle [8] <input type="radio"/> (Don't know) [9]</p>

<p>B.6 Are recycling facilities such as a paper or bottle bank reasonably close by?</p> <p><input type="radio"/> Yes [1] <input type="radio"/> No [2] <input type="radio"/> (Don't know) [3]</p>

<p>B.7 Do you have access to a car or van in your household?</p> <p><input type="radio"/> Yes [1] <input type="radio"/> No [2] <input type="radio"/> (Don't know) [3]</p>

B.8

Have you seen or heard any advertising or publicity on the subject of environmental issues recently?

- Yes [1]
- No [2]
- (Don't know) [3]

- **Continue If** [B8 - Whether seen any advertising about environmental issues] = '1' **Else Goto** [B11 - Prompted ads seen]

B.9

Where did you see or hear this advertising or publicity?

PROBE : Anywhere else?

- Advertising on TV [1]
- In programmes on TV [2]
- Advertising in newspapers [3]
- Articles in newspapers [4]
- Posters [5]
- Other (SPECIFY) [6]
- Can't remember where/ don't know [7]

- **Continue If** '1' In [B9 - Where saw advertising about environmental issues],[Multi1] **Else Goto** [B11 - Prompted ads seen]

B.10

Please describe the advertising you saw on television on the subject of environmental issues. What did it show and what did it say?

PROBE FULLY : Anything else?

☺:

B.11 **[SHOW PROMPT OF AD]**

Have you seen this ad on television recently?

- Yes [1]
- No [2]
- (Don't know) [3]

Table 4 - Perceived seriousness of issues for the environment in Scotland

Base: All respondents [Wave 1: 1030 (%); Wave 2: 1056 (%); Wave 3: 986 (%)]

			Very serious	Fairly serious	Not very serious	Not at all serious	Don't know	Mean Score
i)	Global warming or climate change	Wave 1	42	38	12	2	6	3.27
		Wave 2	50	34	11	2	4	3.37
		Wave 3	53	32	10	2	4	3.41
ii)	Air pollution from traffic	Wave 1	45	39	12	3	1	3.27
		Wave 2	51	37	9	1	2	3.41
		Wave 3	48	41	9	1	1	3.38
iii)	Disposal of waste generally	Wave 1	33	43	16	4	4	3.10
		Wave 2	39	44	12	2	3	3.24
		Wave 3	45	41	11	1	2	3.33
iv)	Pollution from industrial sites	Wave 1	36	40	17	4	4	3.12
		Wave 2	45	36	14	1	4	3.29
		Wave 3	44	38	14	2	2	3.27
v)	Treatment and disposal of sewage	Wave 1	35	39	17	3	6	3.12
		Wave 2	38	39	15	2	6	3.21
		Wave 3	41	39	14	2	4	3.24
vi)	Damage to the countryside and loss of wildlife	Wave 1	32	43	17	4	4	3.06
		Wave 2	38	41	14	1	4	3.22
		Wave 3	38	41	16	2	4	3.19
vii)	Using up natural resources such as coal, oil or gas	Wave 1	21	45	21	6	7	2.88
		Wave 2	30	44	19	4	4	3.04
		Wave 3	34	42	19	2	4	3.12
viii)	Pollution of the water environment by farming	Wave 1	25	39	20	5	11	2.95
		Wave 2	29	36	21	3	10	3.02
		Wave 3	34	35	19	3	10	3.11

Table 6 - Attitudes towards the environment

Base: All respondents [Wave 1: 1030 (%); Wave 2: 1056 (%); Wave 3: 986 (%)]

			Agree strongly (+2)	Agree slightly (+1)	Neither agree nor disagree (0)	Disagree slightly (-1)	Disagree strongly (-2)	Mean Score
i)	I never really think about the effect my own lifestyle is having on the environment	Wave 1	10	36	7	30	16	-0.06
		Wave 2	11	33	7	26	20	-0.11
		Wave 3	11	34	9	25	20	-0.08
ii)	I feel that I should do more to protect the environment	Wave 1	23	52	10	10	2	+0.85
		Wave 2	31	47	10	9	2	+0.95
		Wave 3	33	44	12	8	1	+1.01
iii)	There's not much I can do personally which will help protect the environment	Wave 1	8	29	7	34	21	-0.32
		Wave 2	9	26	7	32	26	-0.41
		Wave 3	8	25	10	30	25	-0.38
iv)	I am not sure what changes I can make in my lifestyle to help the environment	Wave 1	10	43	11	26	8	+0.22
		Wave 2	14	38	10	24	13	+0.17
		Wave 3	12	37	13	24	11	+0.15
v)	Industry is mainly to blame for harm to the environment rather than the general public	Wave 1	18	37	12	24	8	+0.33
		Wave 2	19	31	14	24	10	+0.24
		Wave 3	17	28	16	23	13	+0.13

