European Commission

Flash Eurobarometer 219: La biodiversità

2007

Codice SI258

ADPSS-SOCIODATA

Archivio Dati e Programmi
per le Scienze Sociali

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Flash Eurobarometer 219
November 2007
Biodiversity

Basic bilingual questionnaire

The GALLUP Organization

Flash Eurobarometer on biodiversity
Flash 219 – questionnaire

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 / CO_2 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 problem of the decline and possible extinction of animal species, flora and fauna, natural habitats and ecosystems in [your COUNTRY]? It is a... Very serious problem, A fairly serious problem, Not a serious problem or Not a problem at all

And how serious is the problem globally? It is a... Very serious problem, A fairly serious problem, Not a serious problem or Not a problem at all

- 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] 5

- [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 - ONE ANSWER ONLY]

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

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

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- 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

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.

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

Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we .compensated. for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights . when weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:
1) sets initial weight factor values in each cross-classification term to 1;
2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
4) repeats this adjustment for all cross-classification terms;
5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, education, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

Age X Sex
male, 15-29
male, 30-49
male, 50+
female, 15-29
female, 30-49
female, 50+

Activity
Active worker
retired
Other non-active worker

Regions (NUTS2)

Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.