

Scottish Natural Capital Survey 2014 Full results



Total respondents: 508

Natural Capital definition

The earth's stock of natural assets - including forests, rivers, land, minerals and oceans - that supply us with essential goods (such as food, medicine, fuel and building materials) and services (such as pollination, climate regulation and flood protection) on which all human life depends.

1. Before taking this survey, were you familiar with the term natural capital?

Answer	Responses
Yes	199 (39%)
No	309 (61%)

2. On a scale of 1 to 5 (with 1 meaning 'not at all important' and 5 meaning 'essential'), please indicate how important you think Scotland's natural capital is to your organisation, based on the above definition.

Answer	Responses
1 - Not at all important	48 (9%)
2 - Somewhat important	117 (23%)
3 - Important	122 (24%)
4 - Very important	105 (21%)
5 - Essential	117 (23%)

3. How would you describe the industry / sector you are in?

Answer	Responses
Agriculture, Forestry and Fishing	19
Administrative and support service activities	13
Financial and insurance activities	133
Other service activities	62
Non-governmental/not-for-profit	25
Manufacturing	28
Arts, entertainment and recreation	8
Construction	16
Electricity, gas, steam and air conditioning supply	17
Professional, scientific and technical activities	81
Information and communication	15
Accommodation and food service activities	11
Education	19

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Mining and Quarrying	9
Wholesale and retail trade; repair of motor vehicles and motorcycles	8
Public administration and defence; compulsory social security	9
Water supply, sewerage, waste management and remediation activities	4
Transportation and storage	8
Real estate activities	11
Human health and social work activities	9

4. How many people does your organisation employ?

Answer	Responses
1- 49	230 (45%)
50 – 249	71 (14%)
250+	208 (41%)

5. In your view who is responsible for enhancing & protecting Scotland’s natural capital? Please tick all that apply.

Answer	Responses
Government (local, national and international)	356
The private sector (industry bodies as well as individual businesses)	276
Non-governmental organisations/not-for-profit organisations	260
The population of Scotland / community groups	289
Collaborative initiatives involving any or all of the above	415

6. Which of the below are relevant to your organisation? Please tick all that apply.

Answer	Responses
Woods/forests, including commercial forestry	133
Greenspace (urban parks, gardens etc)	122
Freshwater (lochs, rivers and fens)	132
Cropland	85
Peatlands and other moorland	70
Grassland	84
Coastal areas (dunes, cliff, beach and tidal mudflats)	77
The sea/ocean	132
Not sure / have not previously had cause to consider this question	256

7. Which of the below sums up your organisation’s attitude in relation to natural capital? Please tick up to three.

Answer	Responses
We would change if we saw business opportunities	199
We would change if regulation meant we had to	246
We would change in order to help address resource scarcity and/or help secure our supply chain	176
We would change in order to avoid a potential loss of income	139
We would change in response to consumer pressure and customer /client expectations	209
We would change if we saw an opportunity to show leadership	156
We would change in order to reduce or avoid costs	200
Other (please specify):	43

8. On a scale of 1 to 3 (with 1 being ‘not urgent’ and 3 being ‘very urgent’), how urgent do you feel it is to take action to protect and enhance natural capital in Scotland?

Answer	Responses
Not urgent	111 (22%)
Urgent	283 (56%)
Very urgent	115 (22%)

9. Do you feel that a better understanding of our relationship with natural capital could contribute to better outcomes for business, society and the environment?

Answer	Responses
Yes	482 (95%)
No	27 (5%)

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