

LPP2 Public Perception of Local Landscape

This indicator monitors public attitudes towards local landscape. Landscapes are important to people. The local landscapes where we spend most of our time and which surround the places we live are just as important as those designated for their natural beauty. People care about the quality of their local landscapes, and care about the changes that are happening both in their neighbourhoods and in the places they like to visit locally. Evidence on public perceptions of local landscape is valuable to help determine how, or if, opinions are changing; which aspects are changing; and if people in Scotland perceive that landscape change is happening in the right way.



Dundee © Lorne Gill / SNH

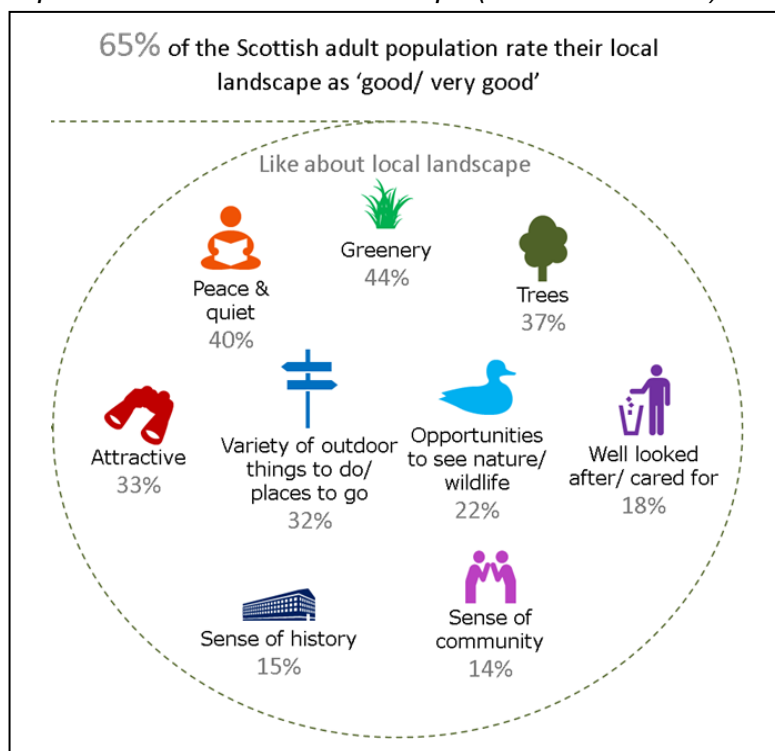
Evidence

Public attitudes toward local landscape and natural heritage were collected in 2013/2014 by Scotland's People and Nature Survey (SPANS). Previously the information was collected by the Scottish Nature Omnibus survey (SNO). Due to differences in the survey methodologies, SPANS/SOS data should not be regarded as being directly comparable with SNO survey data.

Assessment

The findings below are from the 2013/14 Scotland's People and Nature Survey (SPANS), commissioned in 2013.

Aspects liked about local landscape (Mar 13 to Feb 14)



Base: All respondents (1,002)
 Note: multiple responses possible, therefore percentages may not equal 100%

TREND	N/A Baseline
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DATA CONFIDENCE	High ¹
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¹ Based on a sample of 1,000 respondents; data accurate to +/- 5% at the 95% confidence level



Commentary

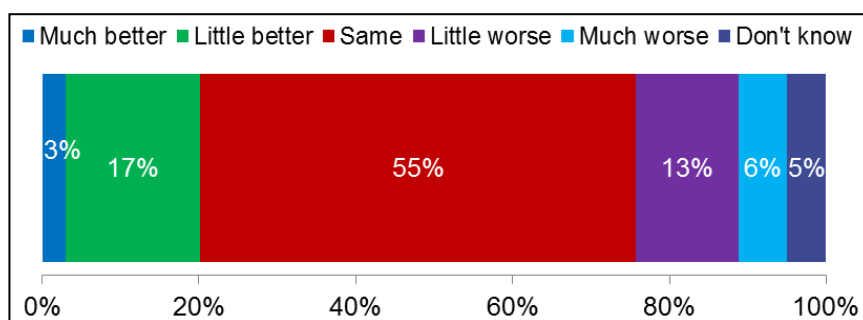
These findings offer an important insight into people's perceptions of landscape at a more local level.

Around two thirds of adults in Scotland rated their local landscape positively (65%), although only a quarter rated it 'very good' (25%). Thirteen per cent of adults in Scotland rated their local landscape negatively. Negative perceptions of local landscapes were highest amongst those living in the 15% most deprived areas in Scotland (30% of whom rated their local landscape as 'poor' or 'very poor').

Among the things people particularly liked about their local landscapes, 'greenery' (mentioned by 44%) and 'trees' (37%) featured strongly, as did 'peace and quiet' (40%). Living somewhere which looks 'attractive' (33%) or which offers a 'variety of outdoor things to do or places to go' was also important (32%).

Most people could also think of things they didn't like about their local landscape (60%), although most individual 'dislikes' were mentioned by fewer than 10% of respondents.

When asked to look back over the last three years, just over half of people in Scotland believed their local landscape hadn't changed at all (55%); among the remainder, opinion was evenly divided, with 20% reporting that their local landscape has improved and 19% that it has become worse over that time.



Whether local landscape got better, worse or stayed same over last 3 years (Mar 13 to Feb 14) % agreeing strongly Base: All respondents (1,002)

Fewer than half of people in Scotland felt well informed about proposals which might impact on their local landscape (44%) and only 10% felt 'very well informed'.

Source data and updates

The data come from Scotland's People and Nature Survey (SPANS), a survey of a representative sample of adults living in Scotland. SPANS was commissioned in 2013 to provide a single, comprehensive source of information on people's use of the natural environment. Reflecting the interests of the SPANS partners, it absorbed questions from a number of surveys, including the Scottish Nature Omnibus survey (SNO), commissioned by SNH. The SNO previously collected data on people's perceptions of local and national landscapes and, along with SPANS, helps provide a longer-term view of people's attitudes. However, SNO data are not directly comparable with SPANS data. Data on people's perceptions of landscape will next be collected in 2018

Scotland's People and Nature Survey 2013/2014, Scottish Natural Heritage Commissioned Report No. 679 <http://www.snh.gov.uk/docs/A1471713.pdf>

Scotland's People and Nature Survey 2013/2014, Special Interest Report No.5 Public Perceptions of National and Local Landscapes <http://www.snh.gov.uk/docs/A1481130.pdf>

UK Indicators

There is no equivalent UK indicator.

References

Scotland's People and Nature Survey (SPANS), commissioned in 2013 by Scottish Natural Heritage with support from Forestry Commission Scotland, Loch Lomond and the Trossachs National Park Authority, Cairngorms National Park Authority and greenspace scotland. [SPANS](#) Scotland's People and Nature Survey 2013/2014, Scottish Natural Heritage Commissioned Report No. 679

