

Heather Moorlands Research



Methodology

Questionnaire

An online self-completion questionnaire was sent out to a **Scottish sample**, collecting 1000 responses.

Response was collected and weighted to match Scottish demographics by age and gender (including those without internet access).

Analysis

All questions have been analysed as per the following profiles:

- **Gender**
- **Age**

Fieldwork

The survey was live from Friday 26th July until Wednesday 31st July, collecting **1,000** complete responses across Scotland.

Debrief

The findings in the following report were generated in **July / August 2019**.

If you have any comments or follow-up enquiries, please do not hesitate to contact us

Conclusions

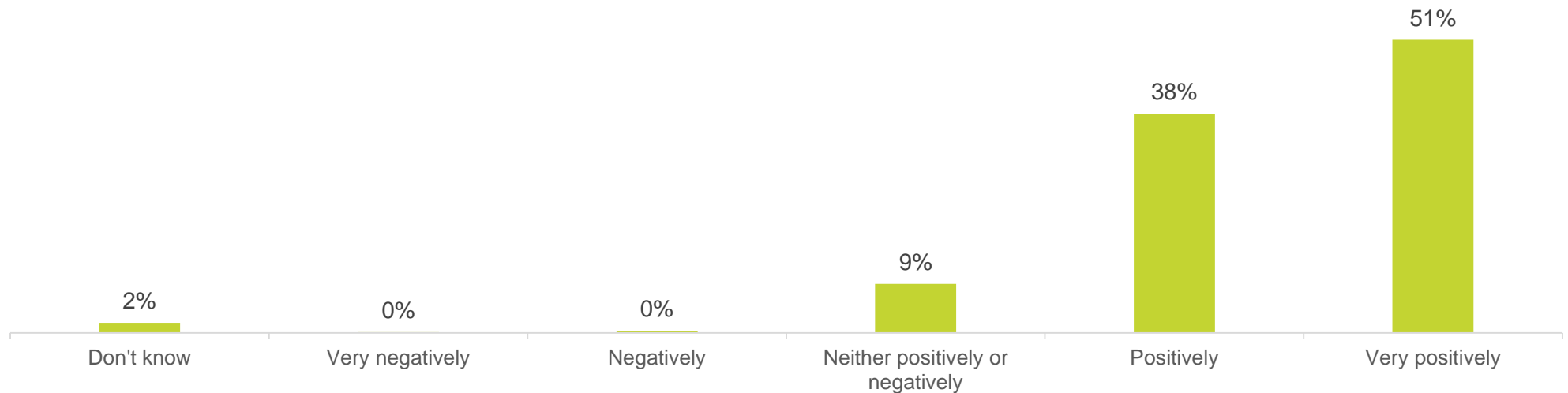
- The vast majority of Scottish citizens have a positive association between the Heather Moorlands and the Scottish landscape.
- People agree that Scotland's heather moorland is important in providing a valuable habitat for a wide range of biodiversity. 92% of survey respondents stated that they agree to this.
- People generally feel that the Heather Moorlands is recognised as a source of healthy food
 - However notably people agreed to this less than the previous two questions.
- The majority of Scottish citizens (77%) believe that the Heather Moorlands are an important source of rural employment.
- To all of the questions, there was surprisingly little variation between both age and gender, suggesting agreement to these questions present within all variations of these demographics.

Landscape



Landscape

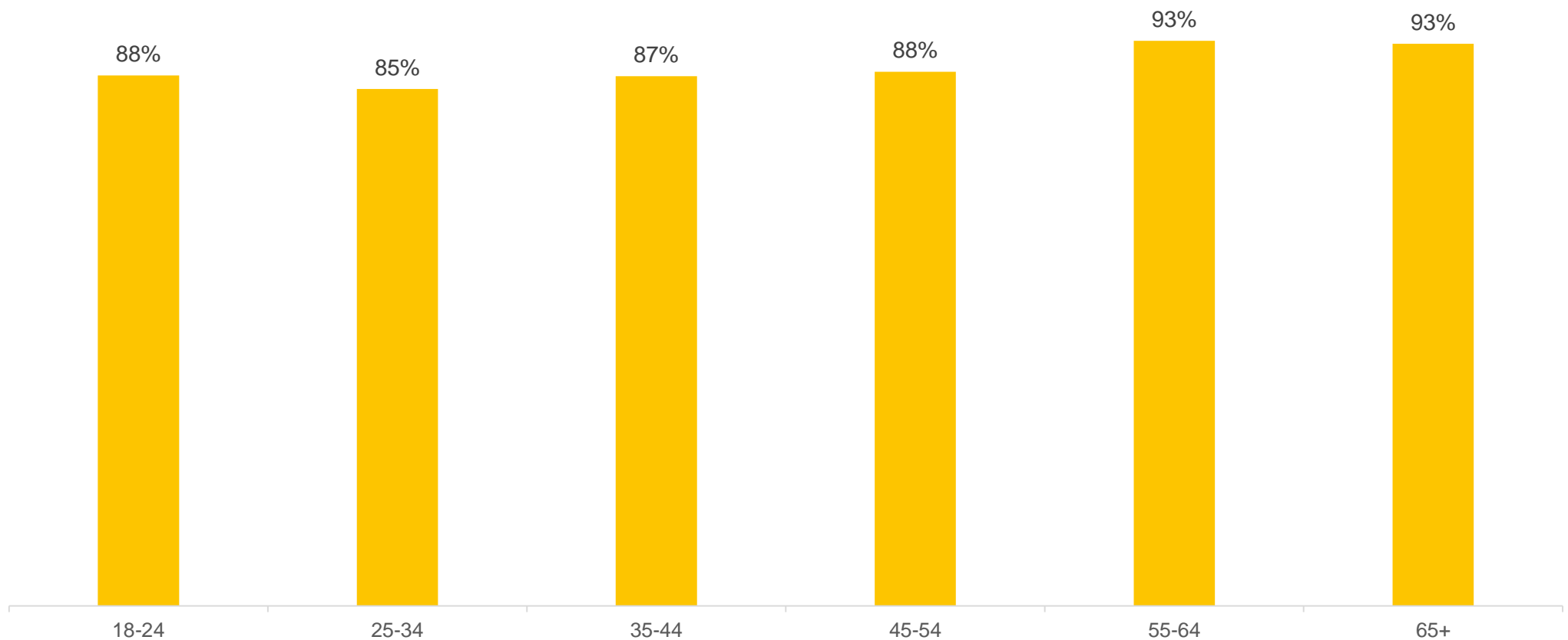
Q1. Scotland's heather moorland is one of the country's most characteristic habitats. Heather, berries and grassland provide around 50 per cent of land cover of Scotland's uplands – so much so that in landscape terms heather moorland is often described as 'iconic'. How positively do you associate heather moorland with the Scottish landscape?



Landscape

**Positively and Very
Positively combined**

Q1. Scotland's heather moorland is one of the country's most characteristic habitats. Heather, berries and grassland provide around 50 per cent of land cover of Scotland's uplands – so much so that in landscape terms heather moorland is often described as 'iconic'. How positively do you associate heather moorland with the Scottish landscape?



Landscape

**Positively and Very
Positively combined**

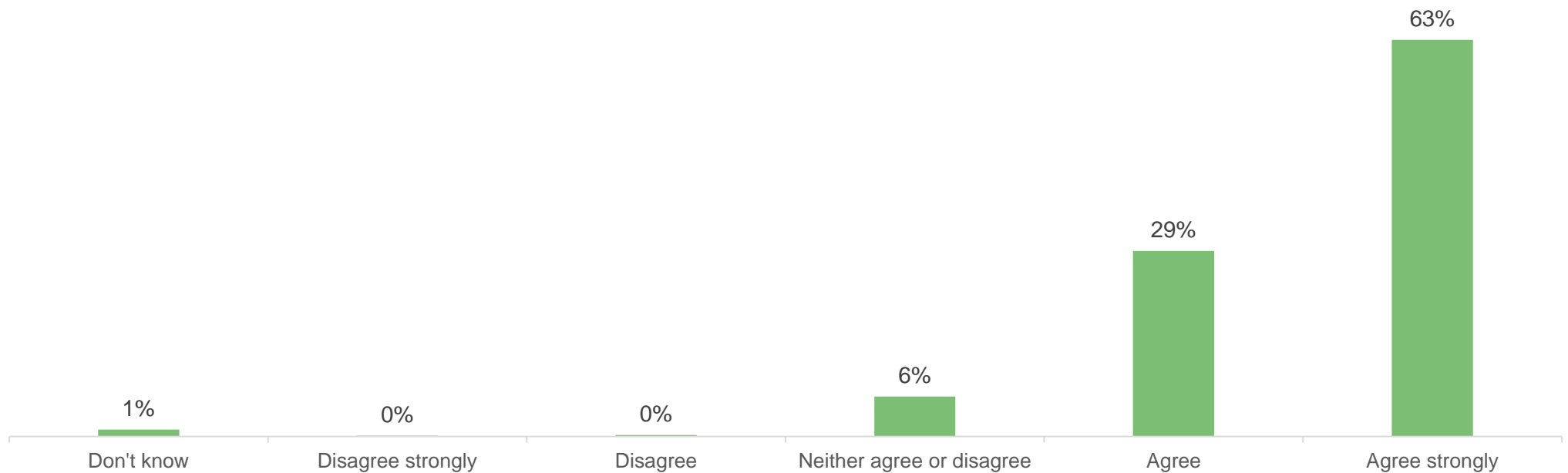
Q1. Scotland's heather moorland is one of the country's most characteristic habitats. Heather, berries and grassland provide around 50 per cent of land cover of Scotland's uplands – so much so that in landscape terms heather moorland is often described as 'iconic'. How positively do you associate heather moorland with the Scottish landscape?



Biodiversity

Biodiversity

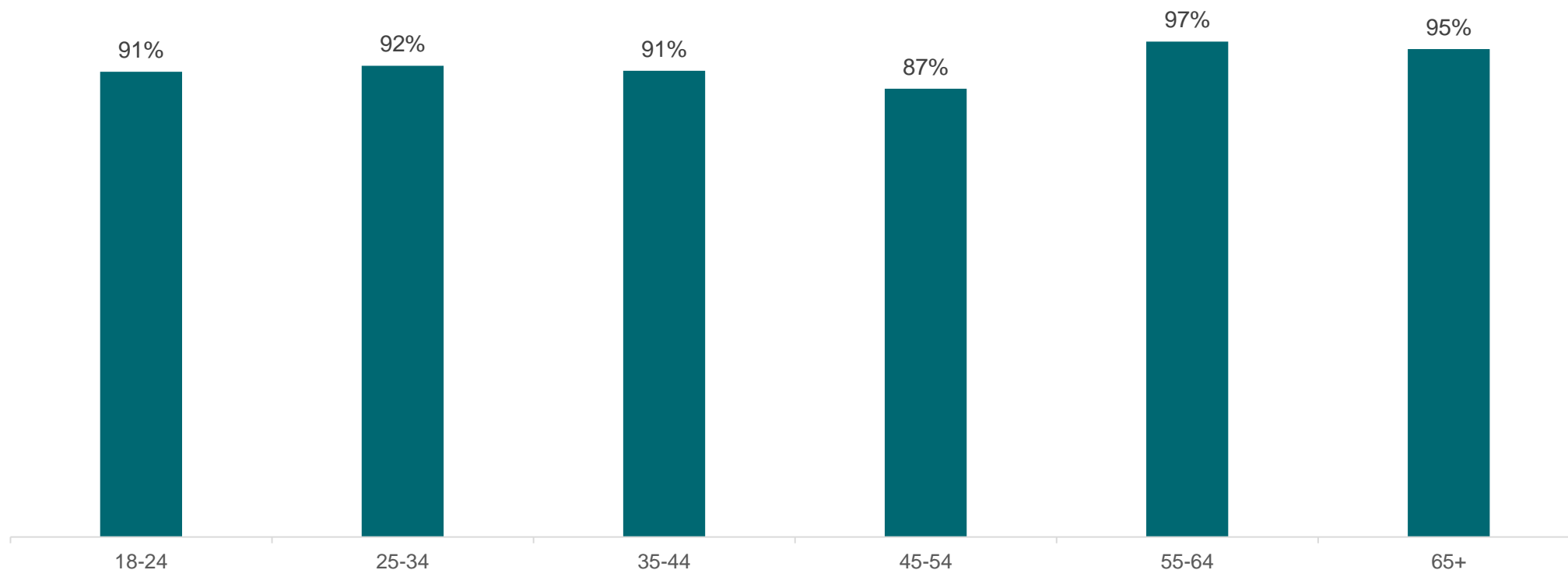
Q2. Heather moorland is a managed environment that provides habitat for many upland species, birds, animals, and plant life including lapwing, mountain hares and rare bumblebees. Do you agree that Scotland's heather moorland is important in providing a valuable habitat for a wide range of biodiversity?



Biodiversity

Agree and Strongly
Agree combined

Q2. Heather moorland is a managed environment that provides habitat for many upland species, birds, animals, and plant life including lapwing, mountain hares and rare bumblebees. Do you agree that Scotland's heather moorland is important in providing a valuable habitat for a wide range of biodiversity?



Biodiversity

**Agree and Strongly
Agree combined**

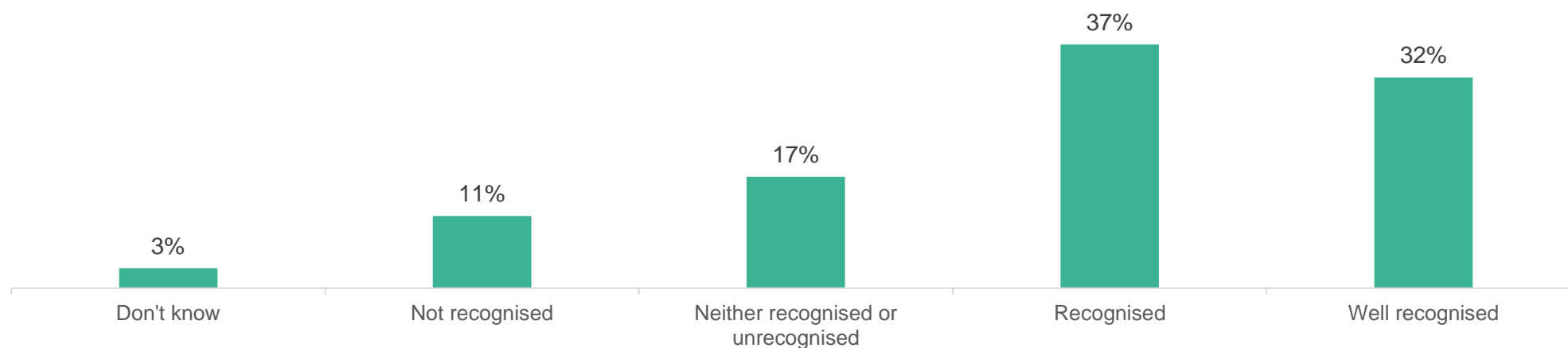
Q2. Heather moorland is a managed environment that provides habitat for many upland species, birds, animals, and plant life including lapwing, mountain hares and rare bumblebees. Do you agree that Scotland's heather moorland is important in providing a valuable habitat for a wide range of biodiversity?



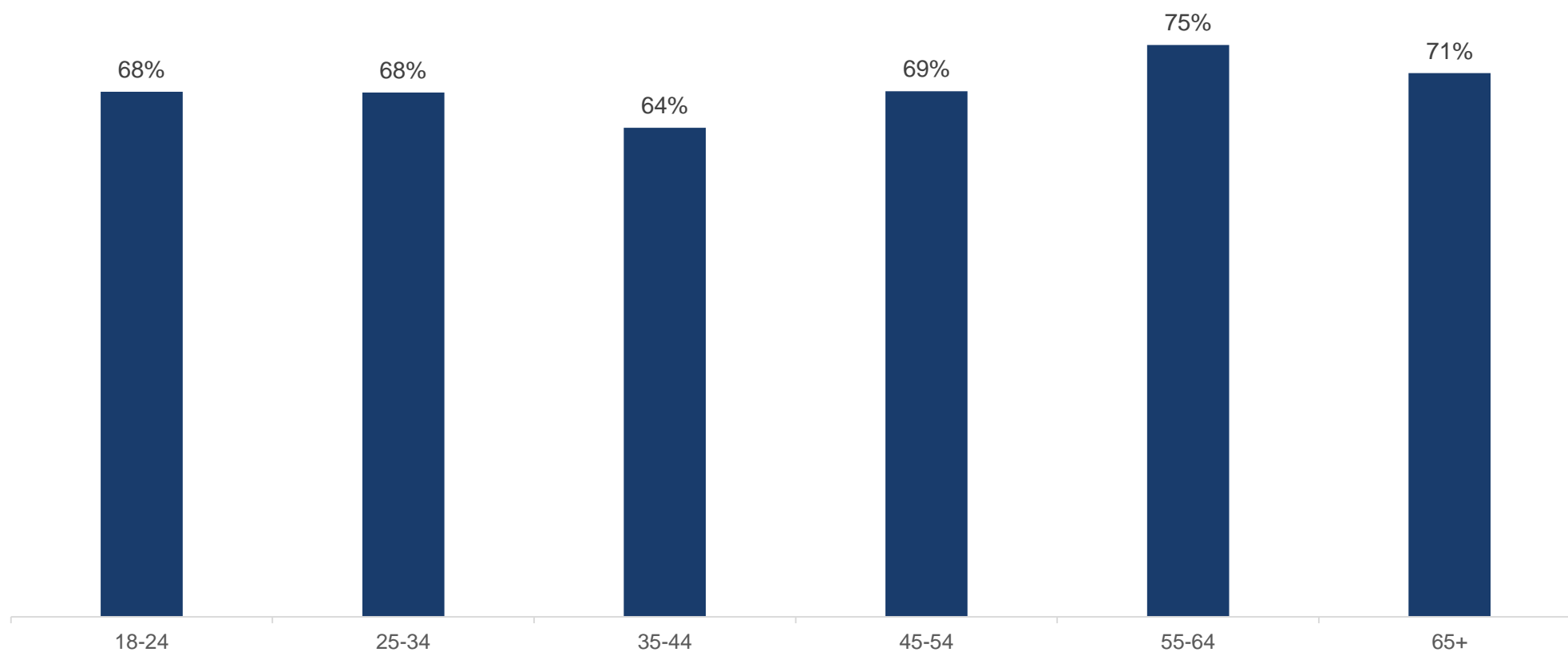
Food



Q3. Scotland's uplands and heather moorland are a source of healthy food including Scotch lamb, game (such as venison and grouse), and honey as well as other products. Do you think Scotland's uplands are recognised as a source of healthy food?



Q3. Scotland's uplands and heather moorland are a source of healthy food including Scotch lamb, game (such as venison and grouse), and honey as well as other products. Do you think Scotland's uplands are recognised as a source of healthy food?



Q3. Scotland's uplands and heather moorland are a source of healthy food including Scotch lamb, game (such as venison and grouse), and honey as well as other products. Do you think Scotland's uplands are recognised as a source of healthy food?

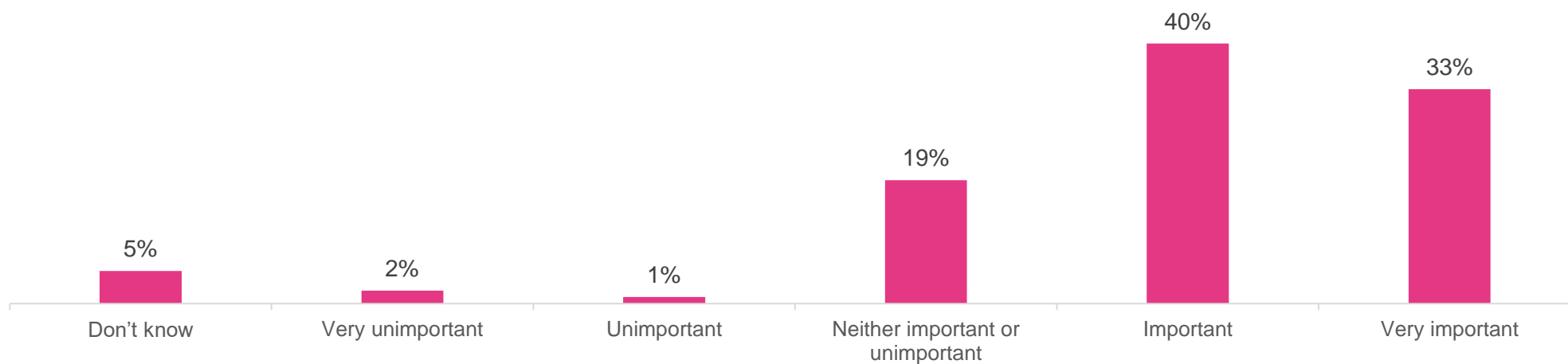


Jobs

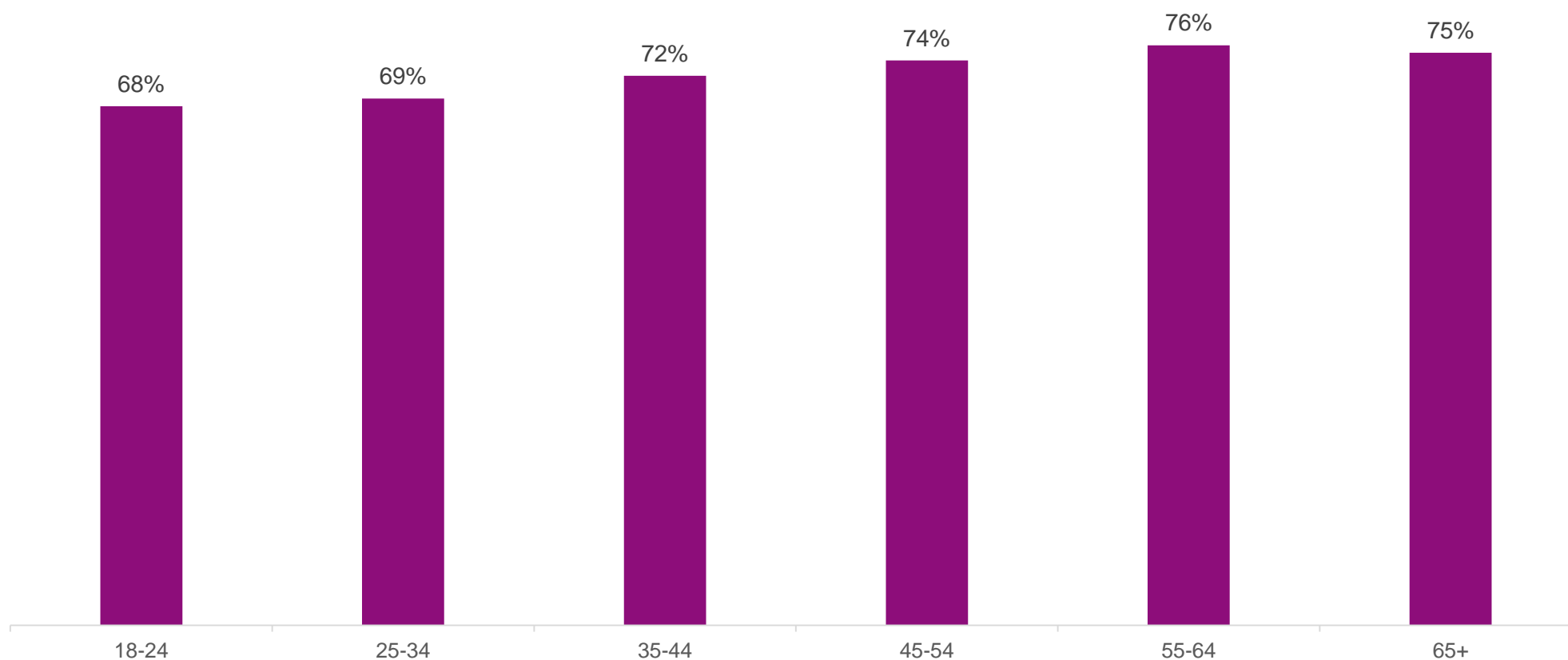


Jobs

Q4. Scotland's heather moorland is a managed landscape, a cultural landscape, with management in the form of deforestation starting as early as the Mesolithic period (10,000 – 8,000 BC). Management means jobs, and today the uplands provide valuable rural employment, often in remote areas, for shepherds and hill farmers, and gamekeepers and stalkers, among others. How important do you think Scotland's moorland is as a source of rural employment?



Q4. Scotland's heather moorland is a managed landscape, a cultural landscape, with management in the form of deforestation starting as early as the Mesolithic period (10,000 – 8,000 BC). Management means jobs, and today the uplands provide valuable rural employment, often in remote areas, for shepherds and hill farmers, and gamekeepers and stalkers, among others. How important do you think Scotland's moorland is as a source of rural employment?



Jobs

Important and Very
important combined

Q4. Scotland's heather moorland is a managed landscape, a cultural landscape, with management in the form of deforestation starting as early as the Mesolithic period (10,000 – 8,000 BC). Management means jobs, and today the uplands provide valuable rural employment, often in remote areas, for shepherds and hill farmers, and gamekeepers and stalkers, among others. How important do you think Scotland's moorland is as a source of rural employment?



Thank You

Contact us

+44 (0) 207 242 0702

david.cole@fastmap.com
tom.burke@fastmap.com

