

## ICONIC Survey

\* Required

## Statement ranking



In this section, we present you with some statements about restoration, farming, nature and landscapes.

**Please read each statement in turn, then indicate on the scale provided the extent to which you agree with it.**

If you are doing this survey on your **mobile phone**, you may wish to turn your phone on its side to put it into landscape mode.

2. *I would like to see more diverse tree species in this landscape*

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. *We should restore this landscape to help it recover from the damage caused by past policies* \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. *In this landscape, we should maintain the kind of views that visitors expect to see*

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. *I want local communities to be able to influence any planned land use changes in this landscape*

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. *Restoration in this landscape must not compromise the ability of local people to live and work here*

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. *Livestock grazing should play a major role in nature restoration in this landscape* \*


Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. *I believe that farming provides more livelihood opportunities than restoration ever could* \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. *We should avoid adding large-scale fencing to this landscape* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. *Unequal power between different interest groups is an important factor influencing land use here* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. *I would like to see more diverse species of wild animal in this landscape* \*




Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. *Traditional hill farming in Cumbria should be preserved*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. *I am concerned that there will no longer be a place for me in this landscape if it changes too much* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. *Deer numbers should be reduced in this landscape* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


15. *Farming should contribute to nature restoration in this landscape* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. *When looking after nature, the knowledge of locals is more valuable than scientific evidence*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. *We need to be prepared to let go of some traditional land uses to be able to think creatively and imaginatively about Cumbria's future* \* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. *I would like to see more diverse bird species in this landscape*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. *It is morally wrong to put a price on nature*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. *It is important to me that this landscape looks neat and tidy*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. *We should develop and promote the unique produce that Cumbria has to offer*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. *Farms in this landscape can be part of the solution for tackling biodiversity loss*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. *"Wild" nature is more important than nature found in places shaped by people, like farms and parks* \*



Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. *This landscape can and should make a contribution to domestic food security*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. *I care more about what this landscape does than what it looks like*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. *It is important to me that this landscape helps provide clean and safe water*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. *I would like to see more diverse flower species in this landscape*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. *The commons in Cumbria need to deliver more public benefits, like clean water, carbon storage and habitats for wildlife species*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. *Farms in this landscape can be part of the solution for tackling climate change*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. *This landscape should be managed to reduce flood risk downstream*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. *People won't look after nature in this landscape unless they are incentivised to do so*

\* 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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