**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.

## <sup>2.</sup> I would like to see more diverse tree species in this landscape

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>3.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>4.</sup> In this landscape, we should maintain the kind of views that visitors expect to see
  - \*

5/14/24, 10:05 AM			ICONIC Survey		
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>5.</sup> I want local communities to be able to influence any planned land use changes in this landscape
\* In

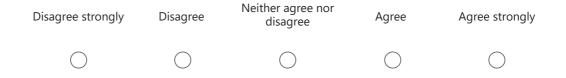
Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>6.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

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

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$



 $^{9.}$  We should avoid adding large-scale fencing to this landscape \*  $\square$ 



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

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

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

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

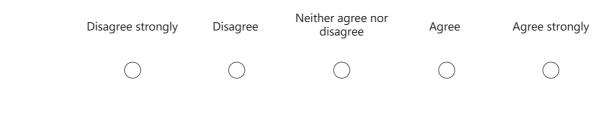
12. Traditional hill farming in Cumbria should be preserved \* [1]

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>13.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>14.</sup> Deer numbers should be reduced in this landscape  $* \square$ 



<sup>15.</sup> Farming should contribute to nature restoration in this landscape \* 📖

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>16.</sup> When looking after nature, the knowledge of locals is more valuable than scientific evidence
  - \* 🛄



<sup>17.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>18.</sup> I would like to see more diverse bird species in this landscape
\* In



## <sup>19.</sup> It is morally wrong to put a price on nature

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>20.</sup> It is important to me that this landscape looks neat and tidy
  - \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>21.</sup> We should develop and promote the unique produce that Cumbria has to offer
  - \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>22.</sup> Farms in this landscape can be part of the solution for tackling biodiversity loss
  - \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

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

5/14/24, 10:05 AM			ICONIC Survey		
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>24.</sup> This landscape can and should make a contribution to domestic food security

*					
	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

 $^{25.}$  I care more about what this landscape does than what it looks like  $^{\ast}$   $\Box_{0}$ 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>26.</sup> It is important to me that this landscape helps provide clean and safe water \*  $\square$ 

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>27.</sup> I would like to see more diverse flower species in this landscape \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>28.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>29.</sup> Farms in this landscape can be part of the solution for tackling climate change
  - \*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

<sup>30.</sup> This landscape should be managed to reduce flood risk downstream

\*

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

- <sup>31.</sup> 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
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

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