

## Public awareness

[REMOVE](#) [1]

This indicator is based on a quantitative questionnaire-based survey (Eurobarometer survey on biodiversity) to provide results that can be presented as, for instance (fictional example): '35 % of the European voting population visit a nature reserve at least once a year'. It can include qualitative information, often involving focus groups, for instance (fictional example): 'Discussion in the United Kingdom focus groups has shown that people are highly concerned about the impact of climate change on wildlife'.

### Data host:

European Environment Agency

### Unit of Measurement:

Percentage (%)

### Link to Data:

<http://www.eea.europa.eu/data-and-maps/data/natura-2000> [2]

### Description to get data:

This is the link to the raw data that the indicator was built upon.

### Type of Indicator source:

- [Intergovernmental Organisation](#) [3]

### Geographical Coverage:

Austria  
Belgium  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Ireland  
Italy  
Latvia  
Lithuania  
Luxembourg  
Malta

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Netherlands  
Poland  
Portugal  
Romania  
Slovakia  
Slovenia  
Spain  
Sweden

## Geographical Level:

- [European Union](#) [4]

## Same/similar indicators appears in the following sets:

- [EEA's environmental indicators/Environmental Pressure indicators](#) [5]

## Methodological transparency:

- [Complete methodology available](#) [6]

**Indicator relation:** Indicator: [Public awareness and behaviour](#) [7]

**Relationship explanation:** 'Public awareness' could be seen as part (not technically, but content-wise) of 'Public awareness and behaviour'.

**Type of relation:** Component indicator of the aggregate

## Temporal Coverage:

2007 to 2015

## Frequency of Updates:

- [every 3-5 years](#) [8]

## Link to Methodology:

[Link to Methodology \(please scroll down\)](#) [9]

## Aggregation level of indicator:

- [Single](#) [10]

## Contribution to the green economy:

This indicator is based on a quantitative questionnaire-based survey (Eurobarometer survey on biodiversity). The unit is % of survey respondents. High percentages of e.g. people visiting nature reserves are regarded as positive for a transition towards a Green Economy, since public opinion is a vital factor in influencing politicians & decision makers.

## Cost of accessing data:

- [free of charge](#) [11]

**Potential misinterpretation:** Is the number of people visiting natural habitats (such as Ramsar sites) low, because these areas are far away?

**Related Indicator:** [Proximity of transport infrastructures to designated areas](#) [12]

**Potential misinterpretation:** Is public awareness about environmental concerns increasing, but without an increase of environmentally sensitive behavior?

**Related Indicator:** [Public awareness and behaviour](#) [7]



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**Source URL:** <https://measuring-progress.eu/public-awareness>

### Links

- [1] <https://measuring-progress.eu/coll-del/nojs/751>
- [2] <http://www.eea.europa.eu/data-and-maps/data/natura-2000>
- [3] <https://measuring-progress.eu/taxonomy/term/52>
- [4] <https://measuring-progress.eu/taxonomy/term/32>
- [5] <https://measuring-progress.eu/taxonomy/term/65>
- [6] <https://measuring-progress.eu/taxonomy/term/34>
- [7] <https://measuring-progress.eu/public-awareness-and-behaviour>
- [8] <https://measuring-progress.eu/taxonomy/term/20>
- [9] <http://www.eea.europa.eu/data-and-maps/indicators/public-awareness/public-awareness-assessment-published-may-1>
- [10] <https://measuring-progress.eu/taxonomy/term/27>
- [11] <https://measuring-progress.eu/taxonomy/term/9>
- [12] <https://measuring-progress.eu/proximity-transport-infrastructures-designated-areas>