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

   ○ ○ ○ ○ ○

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

   ○ ○ ○ ○ ○

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

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

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

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

8. *I believe that farming provides more livelihood opportunities than restoration ever could*
9. *We should avoid adding large-scale fencing to this landscape*

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

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

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

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

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly
19. *It is morally wrong to put a price on nature*

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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

- Disagree strongly
- Disagree
- Neither agree nor disagree
- Agree
- Agree strongly

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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

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23. *"Wild" nature is more important than nature found in places shaped by people, like farms and parks*
24. *This landscape can and should make a contribution to domestic food security*

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

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

27. *I would like to see more diverse flower species in this landscape*
28. The commons in Cumbria need to deliver more public benefits, like clean water, carbon storage and habitats for wildlife species

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

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

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

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