

The Big Climate Conversation



Data Collection Booklet



Scottish Government
Riaghaltas na h-Alba
gov.scot

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Before we start – please tell us a bit about yourself

This information is anonymous and will be used to check if we are engaging with people from a wide range of backgrounds

Age

11-16		16-24		25-34		35-44		45-69	
60-74		75+							

Postcode

Gender

Female		Male		Non-binary		Prefer not to say	
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Ethnicity

White Scottish		White British		White Other	
Asian Or Scottish/British Asian		African or Scottish/British African		Afro-Caribbean or Scottish/British	

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			Afro- Caribbean	
Chinese or Scottish/British Chinese		Other – please specify	Prefer not to say	

Education Qualification

Degree/ professional qualification		HNC/HND equivalent	Higher/A-level equivalent	
O Grade/Standard Grade equivalent		No qualifications	Prefer not to say	
Other qualification				

In the next three questions you can tell us about how you feel about climate change before you take part in the Big Climate Conversation.

‘The Scottish Government has declared a climate emergency’

Mark an x to indicate how much you know about this

I know a lot about this									This is the first time I've heard of it		

Mark an x to indicate how you feel about this

Calm									Very worried		

Please give us ONE WORD to describe how you feel about climate change

1A: Why do you think people in Scotland should care about climate change?

Why do you think some people do not?

1B: What words come to mind when you hear the phrase 'climate emergency'?

2A: Please choose an option that most closely matches how you feel about the target for Scotland to have 'net-zero' emissions by 2045

Far too ambitious		A bit too ambitious	
About right		Not quite ambitious enough	
Nowhere near ambitious enough		None of these	
No opinion			

Why do you think that?

2B: For each change please tell us if you think this would be a good thing for Scotland. Then discuss as a group what you think are the biggest challenges to achieving this change.

Change					
Do you think this will be a good thing for Scotland?					
Strongly agree		Agree		Disagree	
Strongly disagree		Not sure		No opinion	
What do you think are the biggest challenges to achieving this change?					

Change					
Do you think this will be a good thing for Scotland?					
Strongly agree		Agree		Disagree	
Strongly disagree		Not sure		No opinion	
What do you think are the biggest challenges to achieving this change?					

Change					
Do you think this will be a good thing for Scotland?					
Strongly agree		Agree		Disagree	
Strongly disagree		Not sure		No opinion	
What do you think are the biggest challenges to achieving this change?					

3. Please tell us which of these actions you think are a high priority and which are a low priority. Please feel free to add other actions. Why do you think these are a high/low priority?

Please tick the actions you think should be a high priority

A frequent flyer tax	
Build off shore wind turbines	
Streets are changed to make more space for walking, cycling and public transport	
Homes must meet a minimum energy efficiency rating in order to sell	
Variable tariffs for electricity	
Incentivise tree planting	
A tax on beef, lamb and processed meat	
Create a 'circular economy' in Scotland	
Phase out extraction of oil and gas from the North Sea	

Add your suggestions here

Tell us why you think these are a high priority

Please tick the actions you think should be a low priority

A frequent flyer tax	
Build off shore wind turbines	
Streets are changed to make more space for walking, cycling and public transport	
Homes must meet a minimum energy efficiency rating in order to sell	
Variable tariffs for electricity	
Incentivise tree planting	
A tax on beef, lamb and processed meat	
Create a 'circular economy' in Scotland	
Phase out extraction of oil and gas from the North Sea	

Tell us why you think these are a low priority

In the next three questions you can tell us about how you feel about climate change after you've taken part in the Big Climate Conversation.

'The Scottish Government has declared a climate emergency'

Mark an x to indicate how much you know about this

I know a lot about this									This is the first time I've heard of it		

Mark an x to indicate how you feel about this

Calm									Very worried		

Please give us ONE WORD to describe how you feel about climate change

Please rate your experience of this evening's Big Climate Conversation

Excellent								Poor	

Any comments

If there's anything you feel you didn't get the chance to record in this data collection booklet, but you would like to tell the Scottish Government about what action on climate change you'd like to see in Scotland – use the space below

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We support the Sustainable Development Goals.



Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and sustainable.



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