**Appendix 1:** Questions answered by a survey of 2247 adults in Britain (England, Wales and Scotland).

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| **Question** | **Exact question text** | **Answer options** | **Comments** |
| Q1 | Brownfield sites are defined as "abandoned land that has previously been developed". They can include former mining or quarrying works, disused industrial sites, and closed landfill sites. In the UK, brownfield sites are prioritised for redevelopment: the government set a policy target in 2008 that over 60% of newbuild housing should be built on brownfield sites, and this target is currently being exceeded.  Based on the description above and your own knowledge, please picture a typical brownfield site. Which, if any, of the following features do you think this site has? (Please select all that apply. If your answers aren’t listed, please type them in the ‘Other’ box) | * Fly-tipping/litter * Wildflowers * Dog-walkers * Abandoned/derelict buildings * Bees and butterflies * Ponds/lakes * Overgrown vegetation * Pollution * Boundary fencing * Birdsong (i.e. the musical vocalisations of a bird(s)) * Graffiti * Other | Open option available if ‘Other’ selected |
| Q2 | As a reminder, brownfield sites are defined as “abandoned land that has previously been developed”. They can include former mining or quarrying works, disused industrial sites, and closed landfill sites. In general, how positive or negative would/do you personally feel about the presence of a site like this in your local area? (Please select the option that best applies) | * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know |  |
| Q3 | In your own words, please tell us why you feel this way? (Please type your answer in the box, providing as much detail as possible) | *Open question* | Open follow up to Q2 |
| Q4 | How much more positively or negatively would you feel about the presence of a brownfield site in your local area, if information was provided about possible wildlife may live within this site, or would it make no difference? (Please select the option that best applies) | * Much more negatively * A little more negatively * Makes no difference * A little more positively * Much more positively * Don’t know |  |
| Setup for Qs 5-12 | You will now see images of several sites in the UK. These include both brownfield and undeveloped sites. For each site, based on its appearance, please indicate how would you feel about the presence of this site in your local area. Please also indicate whether you think this site is most likely to be a brownfield site or not. |  |  |
| Q5 | How positive or negative would you feel about the presence of the above site in your local area? (Please select the option that best applies) | * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know | Photograph of Kiplingcotes Chalk Pit NR (Fig. S1; labelled “Brownfield\_1” in analyses) |
| Q6 | Still thinking about the image and the previous description of a ‘Brownfield site’, do you think this is a brownfield site? | * Yes, I do * No, I don’t |  |
| Q7 | How positive or negative would you feel about the presence of the above site in your local area? (Please select the option that best applies) | * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know | Photograph of Ledsham Bank NR (Fig. S1; labelled “Undeveloped\_1” in analyses) |
| Q8 | Still thinking about the image and the previous description of a ‘Brownfield site’, do you think this is a brownfield site? | * Yes, I do * No, I don’t |  |
| Q9 | How positive or negative would you feel about the presence of the above site in your local area? (Please select the option that best applies) | * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know | Photograph of Townclose Hills NR (Fig. S1; labelled “Undeveloped\_2” in analyses) |
| Q10 | Still thinking about the image and the previous description of a ‘Brownfield site’, do you think this is a brownfield site? | * Yes, I do * No, I don’t |  |
| Q11 | How positive or negative would you feel about the presence of the above site in your local area? (Please select the option that best applies) | * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know | Photograph of Barlow Common NR (Fig. S1; labelled “Brownfield\_2” in analyses) |
| Q12 | Still thinking about the image and the previous description of a ‘Brownfield site’, do you think this is a brownfield site? | * Yes, I do * No, I don’t |  |
| Setup for Qs 13-16 | For each of the following land uses, please indicate the extent to which you agree with statements about their contribution to the local economy and environment. |  |  |
| Q13 | Below is a picture of a **brownfield site**. Based on the image and imagining that this site was in YOUR local area, to what extent do you agree or disagree with each of the following statements? (Please select one option on each row) | *Statements:*   * This site contributes to the local economy * This site creates jobs for local people * This site provides value to the local community * This site improves biodiversity in the local area * This site provides a place for rare species of plants and animals * This site enables criminal activity (e.g. drug use) * This site enables anti-social behaviour * This site provides a source of pollution * This site fits in with the local landscape * This site helps to combat climate change   *Options:*   * Very negative * Fairly negative * Neutral (i.e. no strong feelings either way) * Fairly positive * Very positive * Don’t know | Photograph of an unmanaged brownfield site in Kingston-upon-Hull, UK (Fig. S2). |
| Q14 | Below is a picture of a **nature reserve**. Based on the image and imagining that this site was in YOUR local area, to what extent do you agree or disagree with each of the following statements? (Please select one option on each row) | As for Q13 | Photograph of North Cave Wetlands NR, East Riding of Yorkshire, UK (Fig. S2). |
| Q15 | Below is a picture of an **arable farm** (i.e. growing crops, not farming livestock). Based on the image and imagining that this site was in YOUR local area, to what extent do you agree or disagree with each of the following statements? (Please select one option on each row) | As for Q13 | Photograph of an oilseed-rape field near York, UK (Fig. S2). |
| Q16 | Below is a picture of a **renewable energy facility** (e.g. a solar farm, wind farm or anaerobic digestion facility). Based on the image and imagining that this site was in YOUR local area, to what extent do you agree or disagree with each of the following statements? (Please select one option on each row) | As for Q13 | Photograph of a solar farm in North Yorkshire, UK (Fig. S2). |
| Setup for Qs 17-20 | You will now be presented with descriptions of several hypothetical sites that are currently unmanaged, with no public access, and are available for repurposing. For each site, you will be given a range of options for what use the land should be put to (including "no change"). In each case, please rank the alternative land use options from 1 (most preferred) to 8 (least preferred), based on the description of the site's current condition. |  |  |
| Q17 | For the following question, we would like you to imagine a brownfield site that’s currently unmanaged, with no public access and is currently available for repurposing. On a scale of 1 to 8, where ‘1’ is ‘Most preferred’ and ‘8’ is ‘Least preferred’, please rate what you think personally a brownfield site, with little value to wildlife should be used for? (Please select a different number from 1 to 8 on each row) | 8 options to be ranked from most to least preferred.  *Options:*   * No change (remains unmanaged) * Managed as a nature reserve, with public access * Renewable energy production: agriculture (i.e. crops for bio-fuel) * Renewable energy production: wind farm * Renewable energy production: solar farm * Renewable energy production: anaerobic digestion facility * Other industrial facility * Housing |  |
| Q18 | Still imagining a brownfield site that’s currently unmanaged, with no public access and is currently available for repurposing. On a scale of 1 to 8, where ‘1’ is ‘Most preferred’ and ‘8’ is ‘Least preferred’, please rate what you think a brownfield site, rich in wildlife should be used for? (Please select a different number from 1 to 8 on each row) | As for Q17 |  |
| Q19 | For the following question, we would like you to think about an undeveloped site (i.e. a site that has never been industrialised in any way or built on). This is different to a brownfield site which is typically abandoned land that has previously been developed/built on. Now, imagining an undeveloped site that’s currently unmanaged, with no public access and is currently available for repurposing. On a scale of 1 to 8, where ‘1’ is ‘Most preferred’ and ‘8’ is ‘Least preferred’, please rate what you think an undeveloped site, with little value to wildlife should be used for? (Please select a different number from 1 to 8 on each row) | As for Q17 |  |
| Q20 | Still imagining an undeveloped site that’s currently unmanaged, with no public access and is currently available for repurposing. On a scale of 1 to 8, where ‘1’ is ‘Most preferred’ and ‘8’ is ‘Least preferred’, please rate what you think an undeveloped site, rich in wildlife should be used for? (Please select a different number from 1 to 8 on each row) | As for Q17 |  |
| Q21 | Before we end this part of the survey, please let us know if there is anything else you would like to say about this topic (e.g. brownfield sites, undeveloped sites, use of land in the UK etc.)? (Please type your comments in the box below) | *Open question* |  |
|  | *N.b. Qs 22–25 did not form part of the main survey, but were intended to supplement socio-demographic information about participants already held by YouGov.* | | |
| Q22 | Which ONE, if any, of the following best describes the area you currently live in? | * City (centre) * City (suburbs) * Town * Village * Hamlet * Countryside * Prefer not to say |  |
| Q23 | Approximately, how long have you lived in this area? | * Less than a year * Between 1 to 2 years * Between 3 to 5 years * Between 6 to 10 years * Over 10 years * Prefer not to say |  |
| Q24 | Approximately, how long have you lived in your current home? | * Less than a year * Between 1 to 2 years * Between 3 to 5 years * Between 6 to 10 years * Over 10 years * Prefer not to say |  |
| Q25 | For the following question, by ‘a conservation organisation’, we mean a charity or business whose goals include the protection and preservation of the natural environment (e.g. RSPB, National Trust, etc.). Which, if any, of the following groups are you currently a member and/or a representative of? (Please select all that apply. If your answers aren’t shown in the list below, please type it in the ‘Other’ box) | * Conservation organisation (member of staff) * Conservation organisation (volunteer) * Conservation organisation (member or supporter) * Local authority (e.g. councillor) * Community organisation (e.g. Neighbourhood Watch) * Farmer (or agriculture-related business) * Renewable energy industry * Other relevant stakeholder group * None of these * Don’t know/can’t recall | Open option available if ‘Other relevant stakeholder group’ selected |