



Biodiversity Awareness Understanding & Impact of its Loss

A Barometer Survey

Prepared for

An Chomhairle Oidhreachta
The Heritage Council



Prepared by Martha Fanning

May 2010

J.1952



Introduction



Introduction

OBJECTIVES

Market research was required to measure consumer awareness, understanding and interest in biodiversity.

RESEARCH APPROACH

An agreed questionnaire, measuring awareness, understanding and impact of its loss in the April No.2 wave of B&A's Barometer survey.

TECHNICAL DETAILS

Barometer is a nationally representative survey of the adult population, aged 16+, quota controlled on gender, age, social class and region to correctly reflect the known demographics of the Republic of Ireland. It comprises of 1,000 interviews.

TIMING

Fieldwork took place between 13th - 22nd April, 2010.

Awareness of Biodiversity and Impact of its Loss



Awareness of the Term 'Biodiversity'

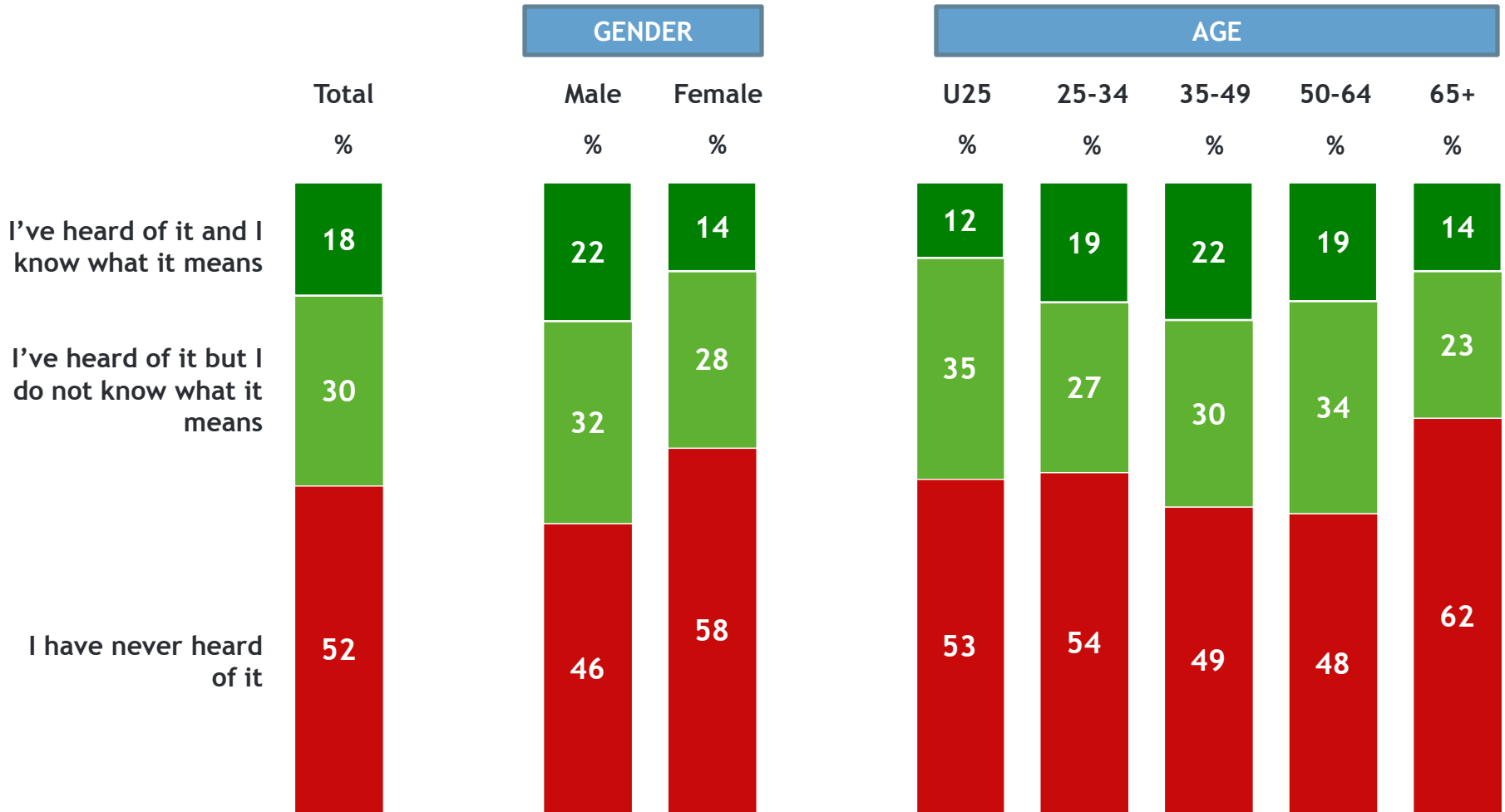
All Adults 16+: 1,000



No significant change in Irish awareness versus 2007.

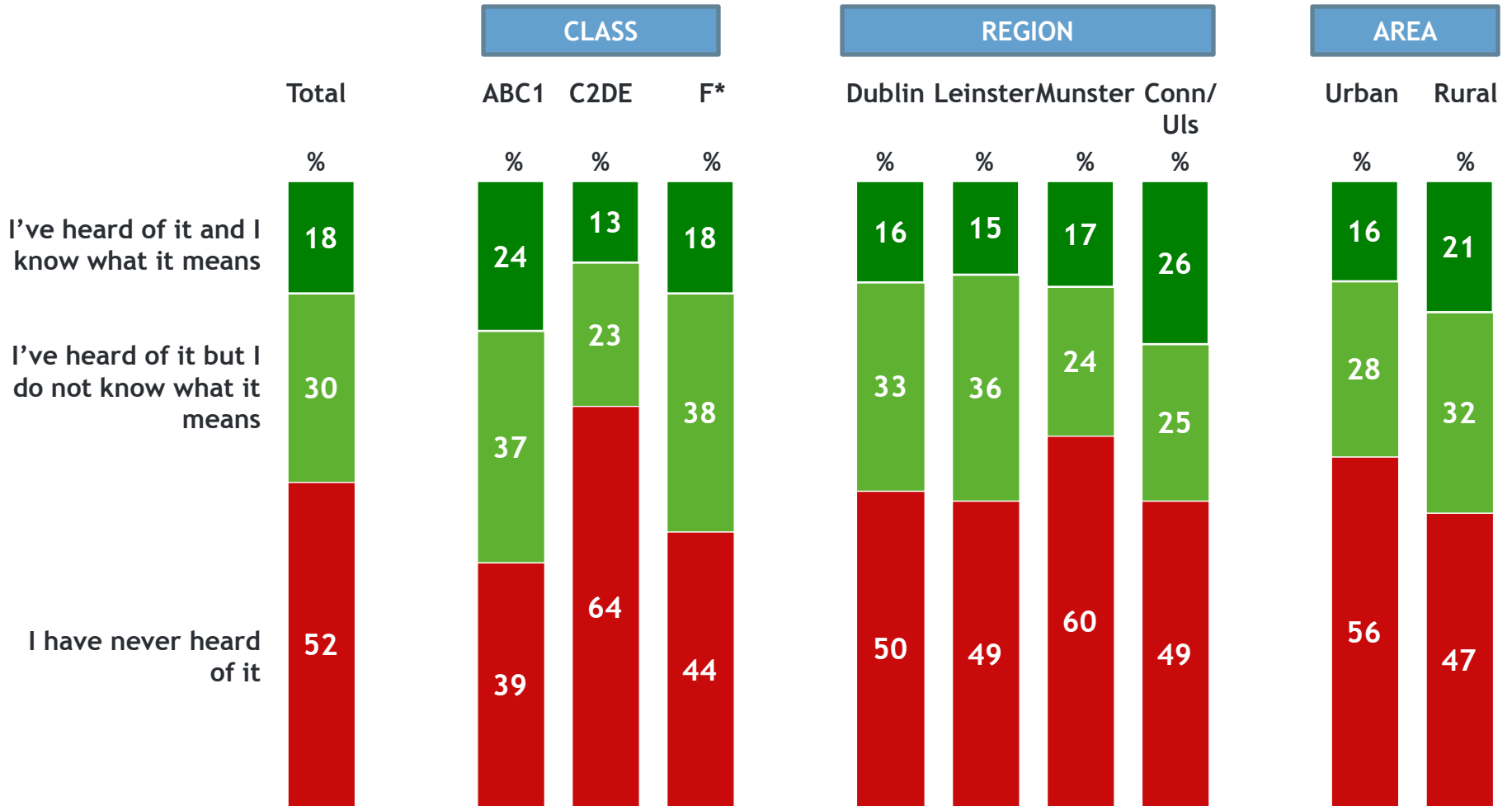
Awareness of the Term 'Biodiversity'

All Adults 16+: 1,000



Awareness of the Term 'Biodiversity'

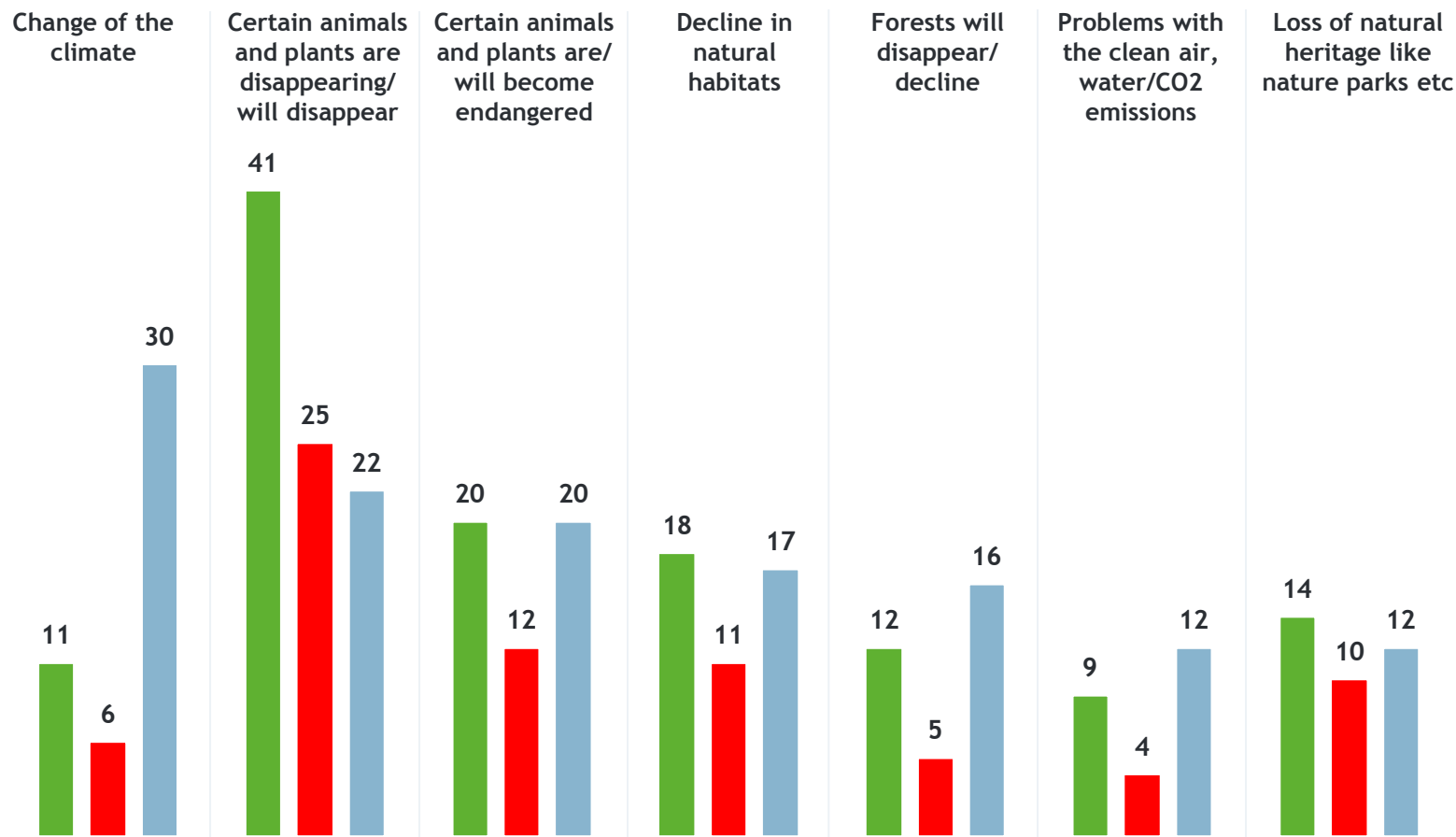
All Adults 16+: 1,000



* Caution low base

Meaning of the Phrase 'Loss of Biodiversity' - Spontaneous

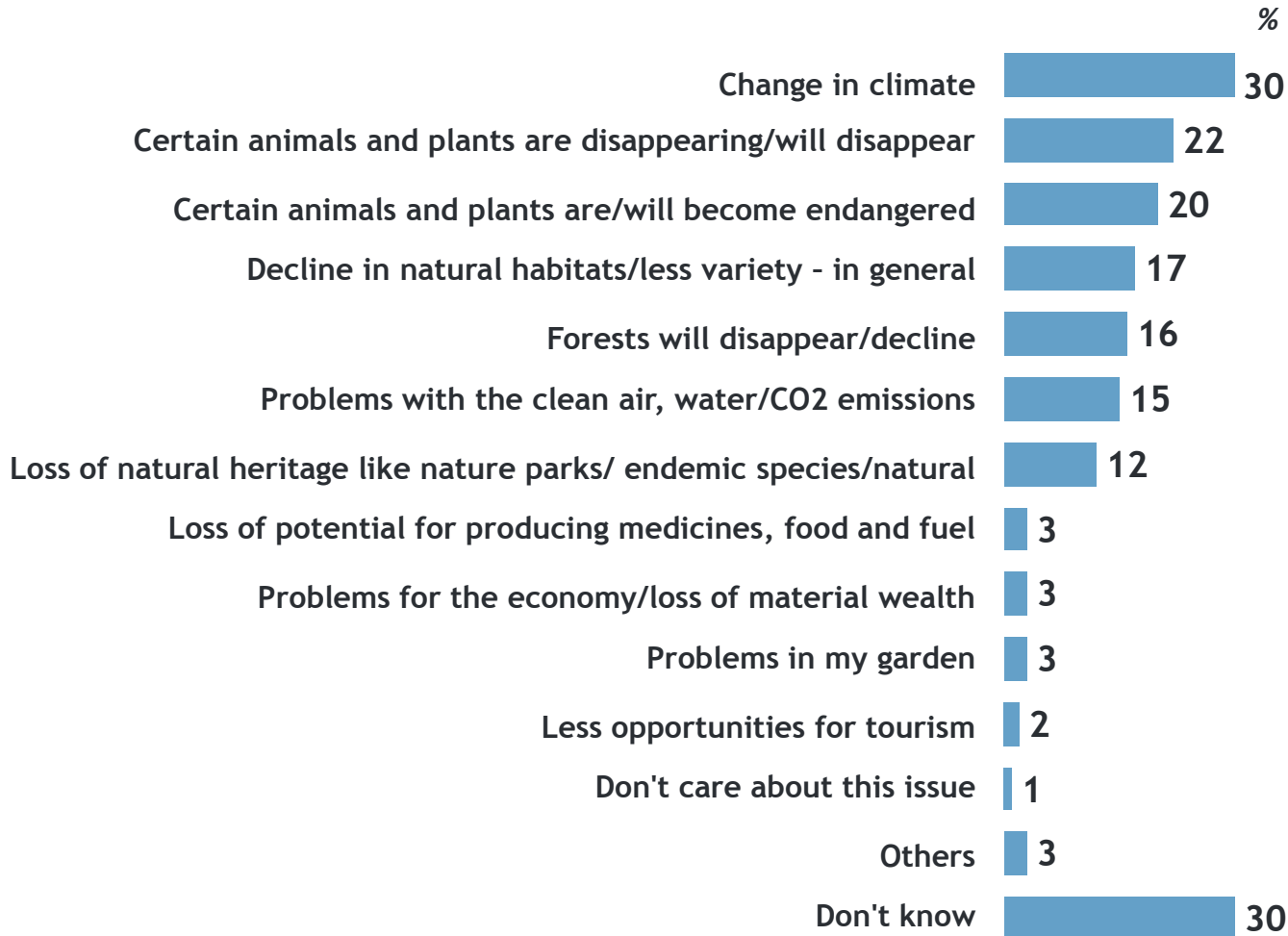
All Adults 16+: 1,000



Significant increase in Irish association of 'loss of biodiversity' with climate change.

Meaning of the Phrase 'Loss of Biodiversity' - Spontaneous

All Adults 16+: 1,000



Meaning of the Phrase 'Loss of Biodiversity' - Spontaneous

All Adults 16+: 1,000

	Total	GENDER		AGE				
		Male	Female	U25	25-34	35-49	50-64	65+
Base:	1006	498	508	161	214	272	211	148
	%	%	%	%	%	%	%	%
Change in climate	30	31	29	32	27	31	34	23
Certain animals and plants are disappearing/will disappear	22	22	22	18	25	26	21	16
Certain animals and plants are/will become endangered	20	22	18	21	20	21	20	17
Decline in natural habitats/less variety - in general	17	18	17	19	18	18	14	16
Forests will disappear/decline	16	16	16	20	17	15	17	12
Problems with the clean air, water/CO2 emissions	15	16	14	14	16	16	14	13
Loss of natural heritage like nature parks/ endemic species/natural landscapes	12	12	12	14	13	11	10	14
Loss of potential for producing medicines, food and fuel	3	3	3	1	2	4	5	3
Problems for the economy/loss of material wealth	3	3	2	0	2	1	7	1
Problems in my garden	3	2	3	2	2	4	2	1
Less opportunities for tourism	2	2	2	4	1	3	2	2
Don't care about this issue	1	1	1	3	0	1	1	1
Others	3	4	2	2	3	3	4	2
Don't know	30	27	33	27	32	25	28	43

Meaning of the Phrase 'Loss of Biodiversity' - Spontaneous

All Adults 16+: 1,000

	Total	CLASS			REGION				AREA	
		ABC1	C2DE	F*	Dublin	Leinster	Munster	Conn Ulster	Urban	Rural
<i>Base:</i>	1006	434	495	77	267	275	288	176	636	370
	%	%	%	%	%	%	%	%	%	%
Change in climate	30	33	28	26	35	28	14	49	31	28
Certain animals and plants are disappearing/will disappear	22	30	17	13	26	23	20	18	24	18
Certain animals and plants are/will become endangered	20	24	17	17	22	21	13	25	20	19
Decline in natural habitats/less variety - in general	17	22	14	18	18	17	16	18	16	20
Forests will disappear/decline	16	19	13	20	29	14	5	17	18	13
Problems with the clean air, water/CO2 emissions	15	17	13	16	16	14	7	27	14	17
Loss of natural heritage like nature parks/endemic species/natural landscapes	12	14	11	11	14	11	10	14	12	12
Loss of potential for producing medicines, food and fuel	3	5	2		7	3	1	0	5	1
Problems for the economy/loss of material wealth	3	3	2	6	3	1	2	4	3	2
Problems in my garden	3	2	3	1	3	2	3	2	3	2
Less opportunities for tourism	2	2	2	4	4	2	0	3	2	2
Don't care about this issue	1	1	2		1	1	2	2	2	1
Others	3	4	2	2	3	3	4	1	3	2
Don't know	30	19	38	38	22	26	43	28	27	35

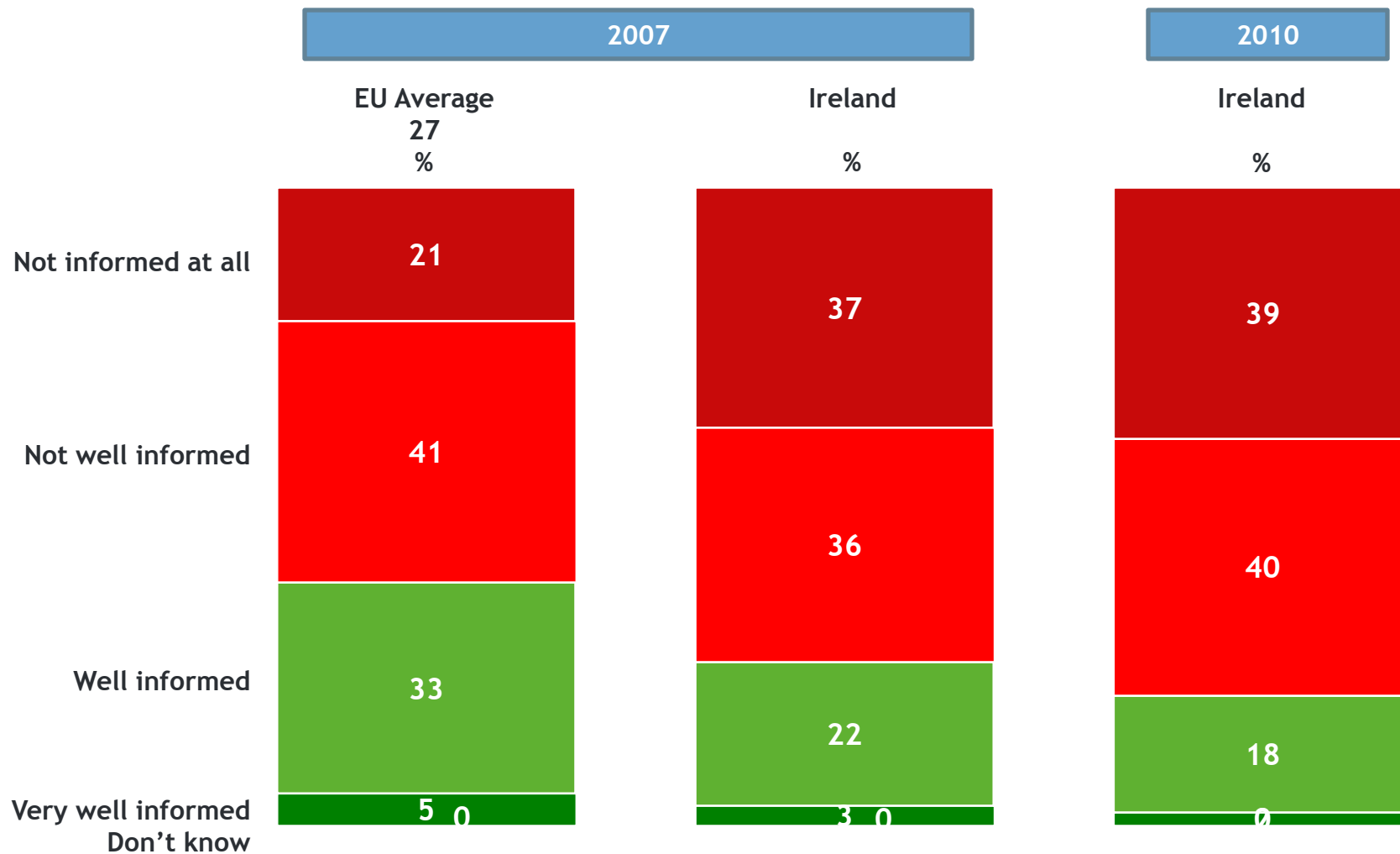
Meaning of the Phrase ‘Loss of Biodiversity’ - Spontaneous

All Adults 16+: 1,000

		BIODIVERSITY AWARENESS		
	Total	Heard & Know	Heard & Don't know	Never Heard
<i>Base:</i>	1006	184	295	527
	%	%	%	%
Change of the climate	30	42	35	23
Certain animals and plants are disappearing/will disappear	22	32	26	16
Certain animals and plants are/will become endangered	20	27	27	13
Decline in natural habitats/less variety - in general	17	40	18	9
Forests will disappear/decline	16	23	21	11
Problems with the clean air, water/CO2 emissions	15	26	17	10
Loss of natural heritage like nature parks/ endemic species/natural landscapes	12	21	12	9
Loss of potential for producing medicines, food and fuel	3	6	4	2
Problems for the economy/loss of material wealth	3	7	2	1
Problems in my garden	3	5	4	1
Less opportunities for tourism	2	6	1	2
Don't care about this issue	1	1	1	2
Others	3	5	5	1
Don't know	30	3	16	48

How Informed do you Feel About the Loss of Biodiversity?

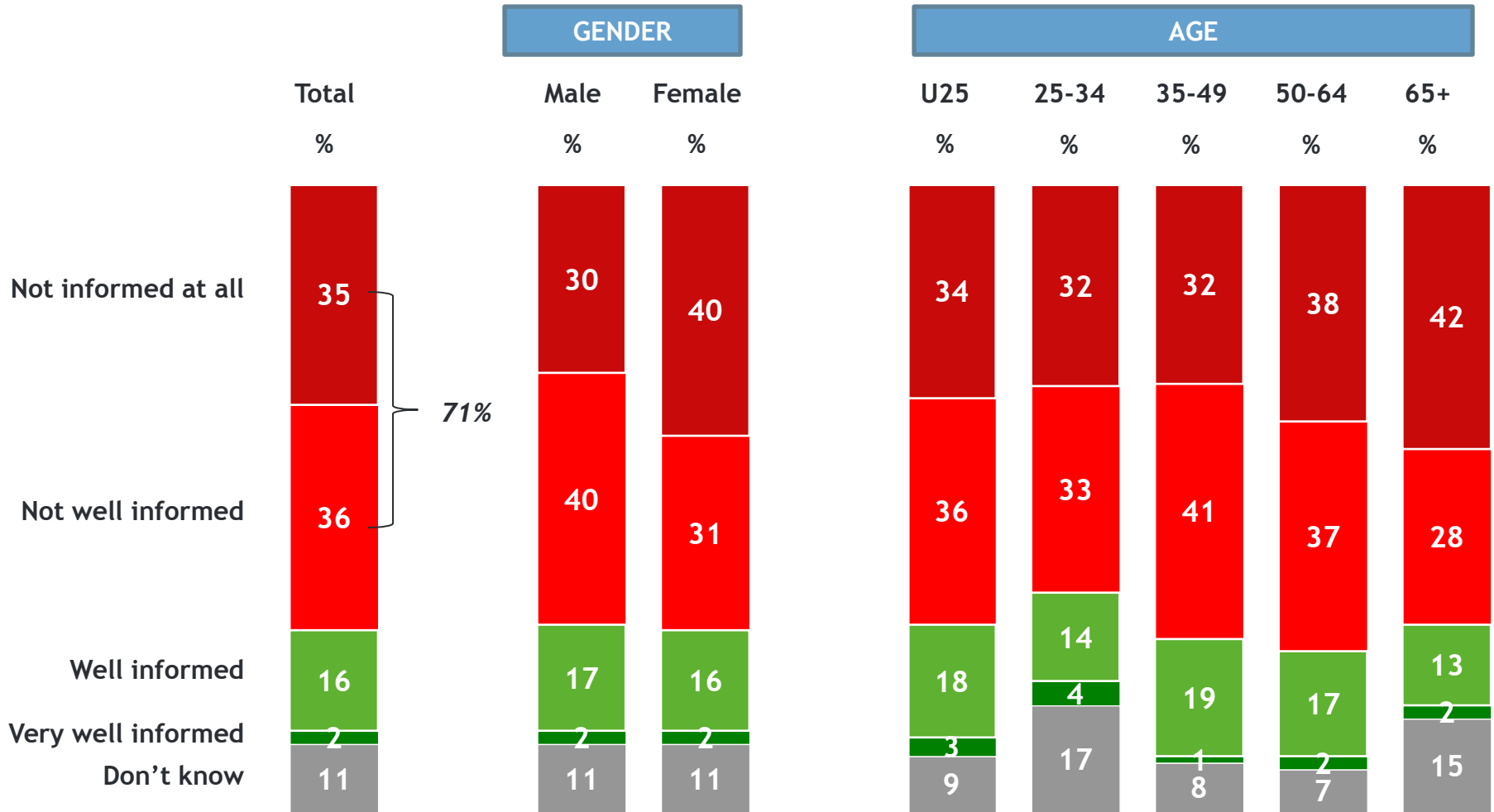
All Adults 16+: 1,000



Marginally lower level of awareness than in 2007.

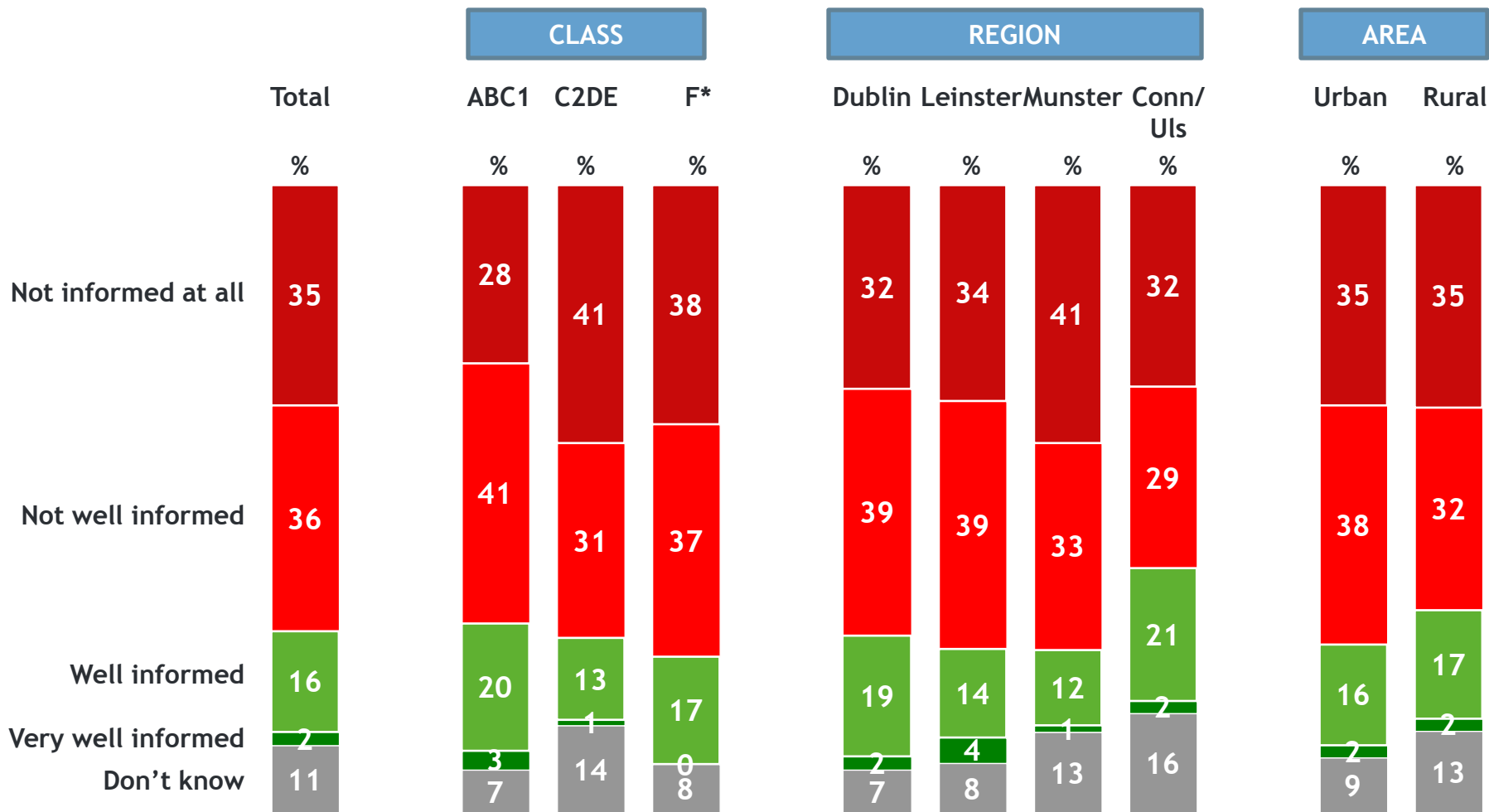
How Informed do you Feel About the Loss of Biodiversity?

All Adults 16+: 1,000



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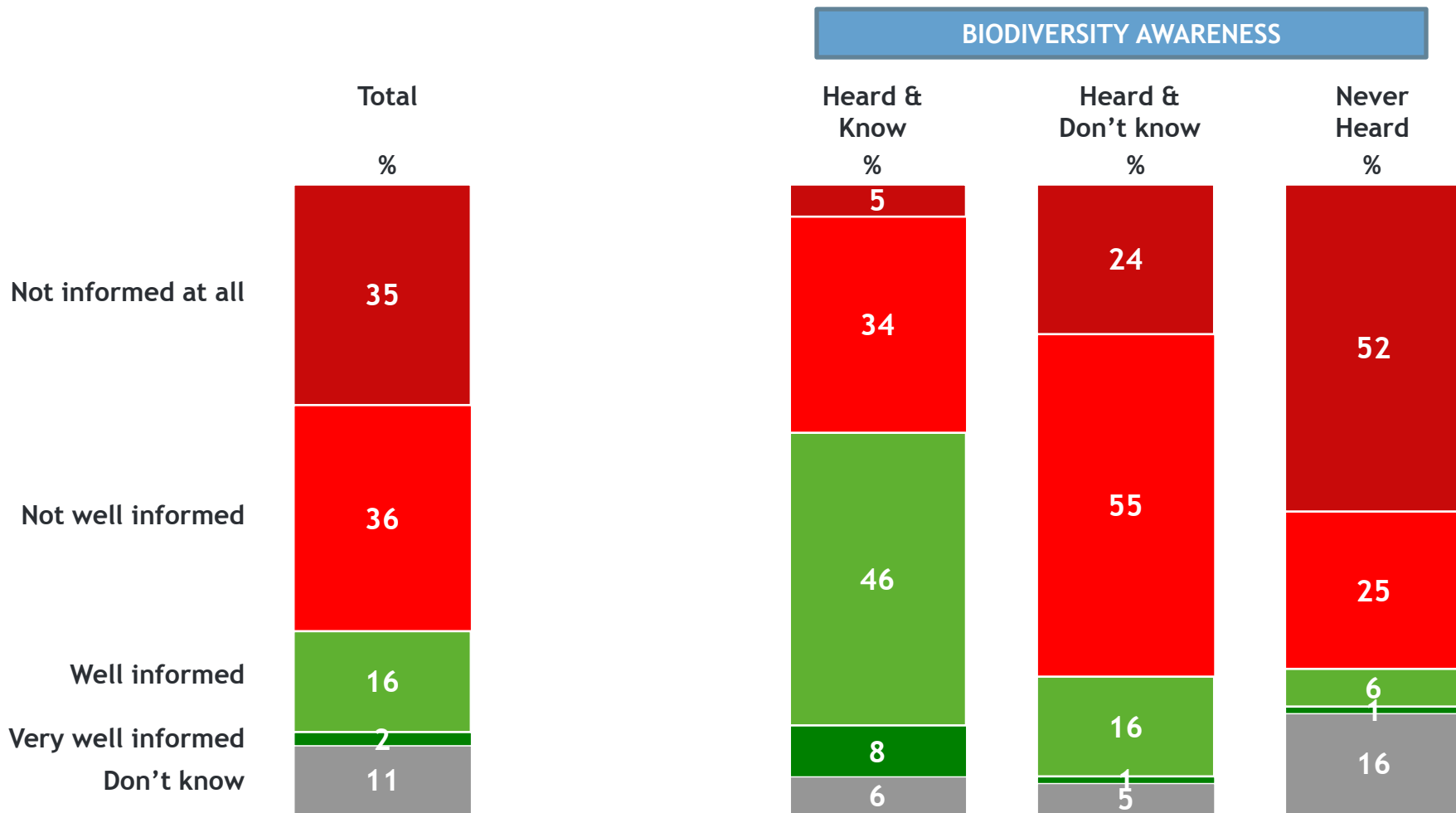
All Adults 16+: 1,000



* Caution low base

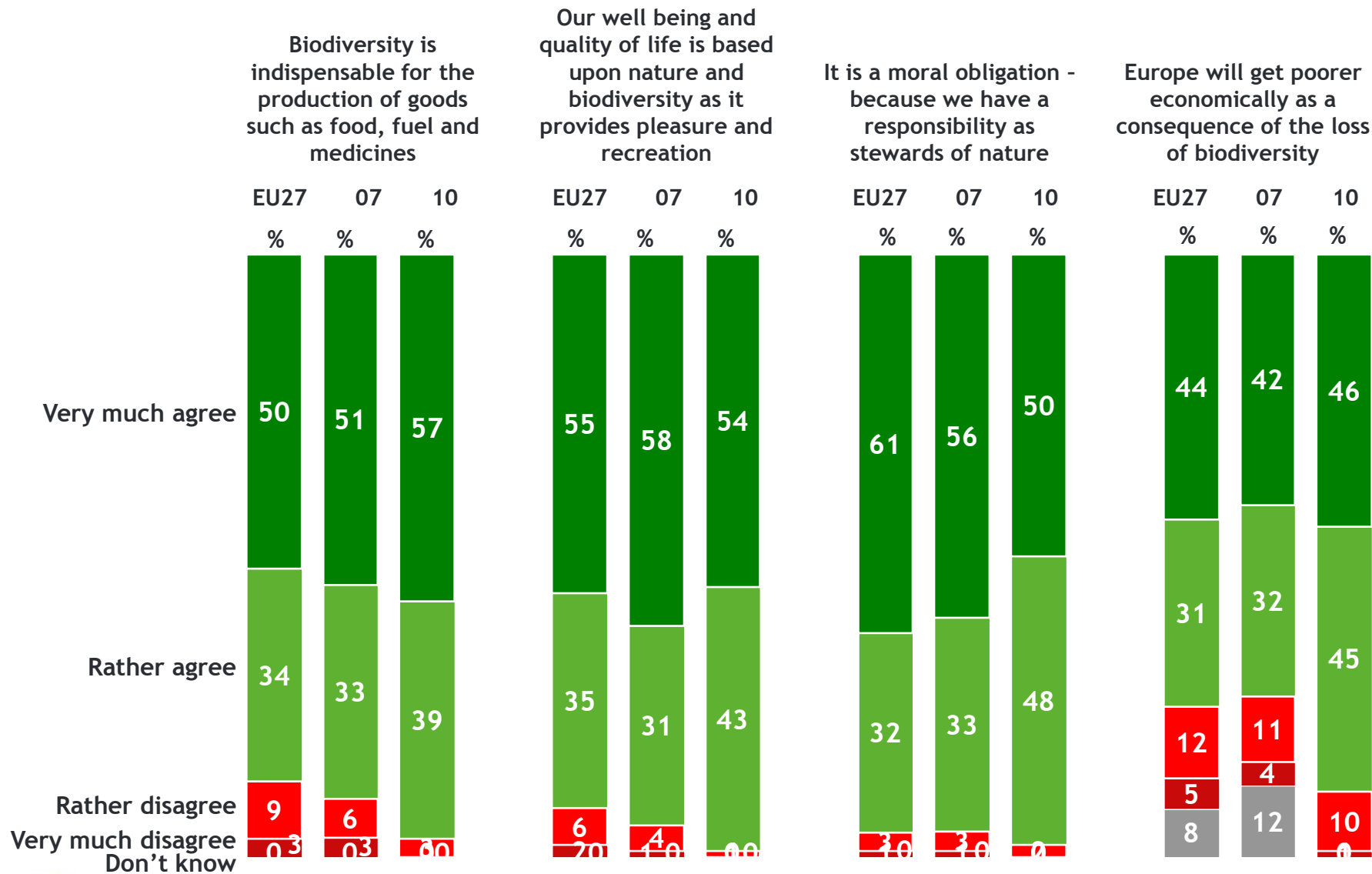
How Informed do you Feel About the Loss of Biodiversity?

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Attitudes to Biodiversity

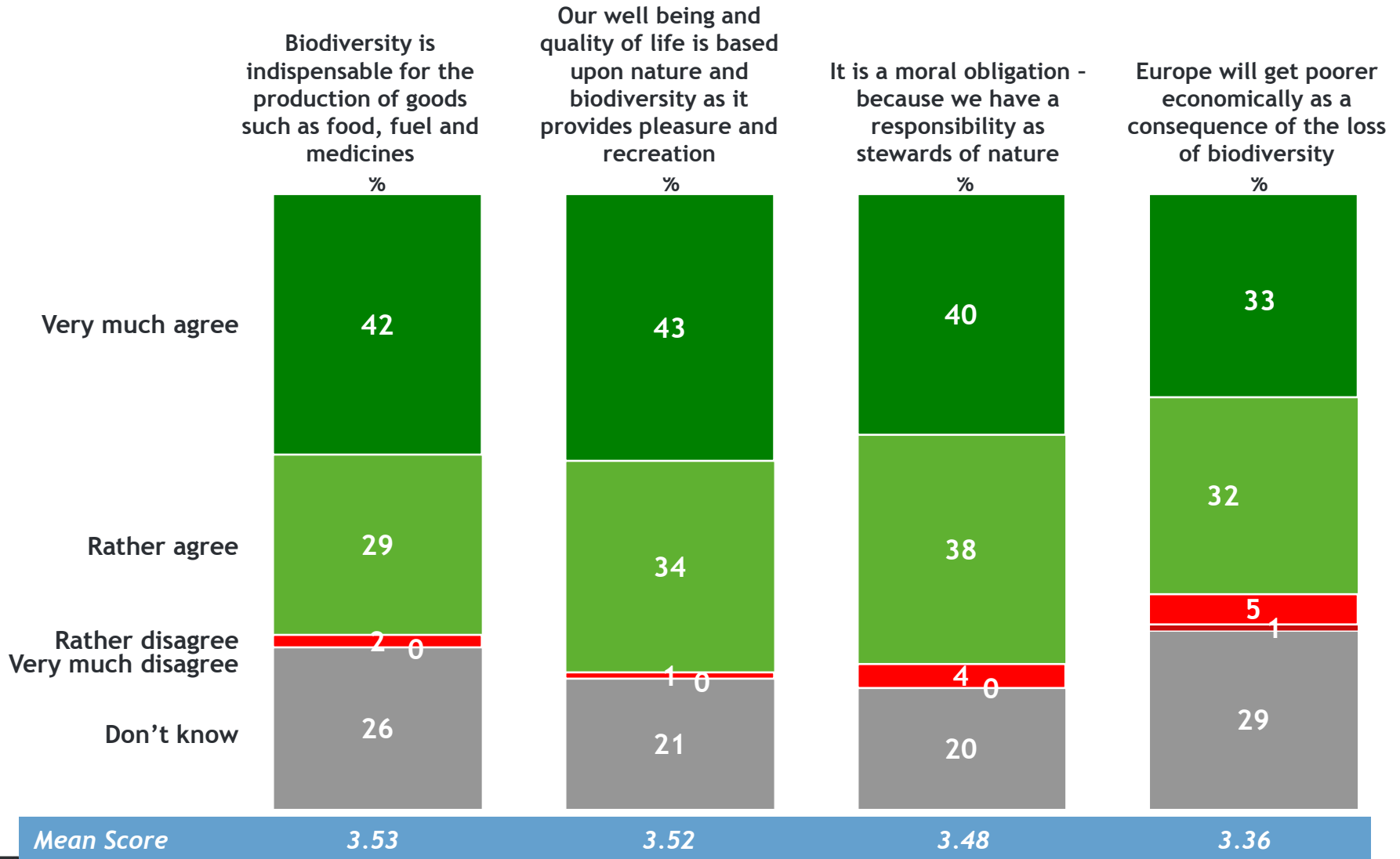
All Adults 16+: 1,000



Increased agreement versus 2007 on economic issues, alongside reduced agreement on softer issues.

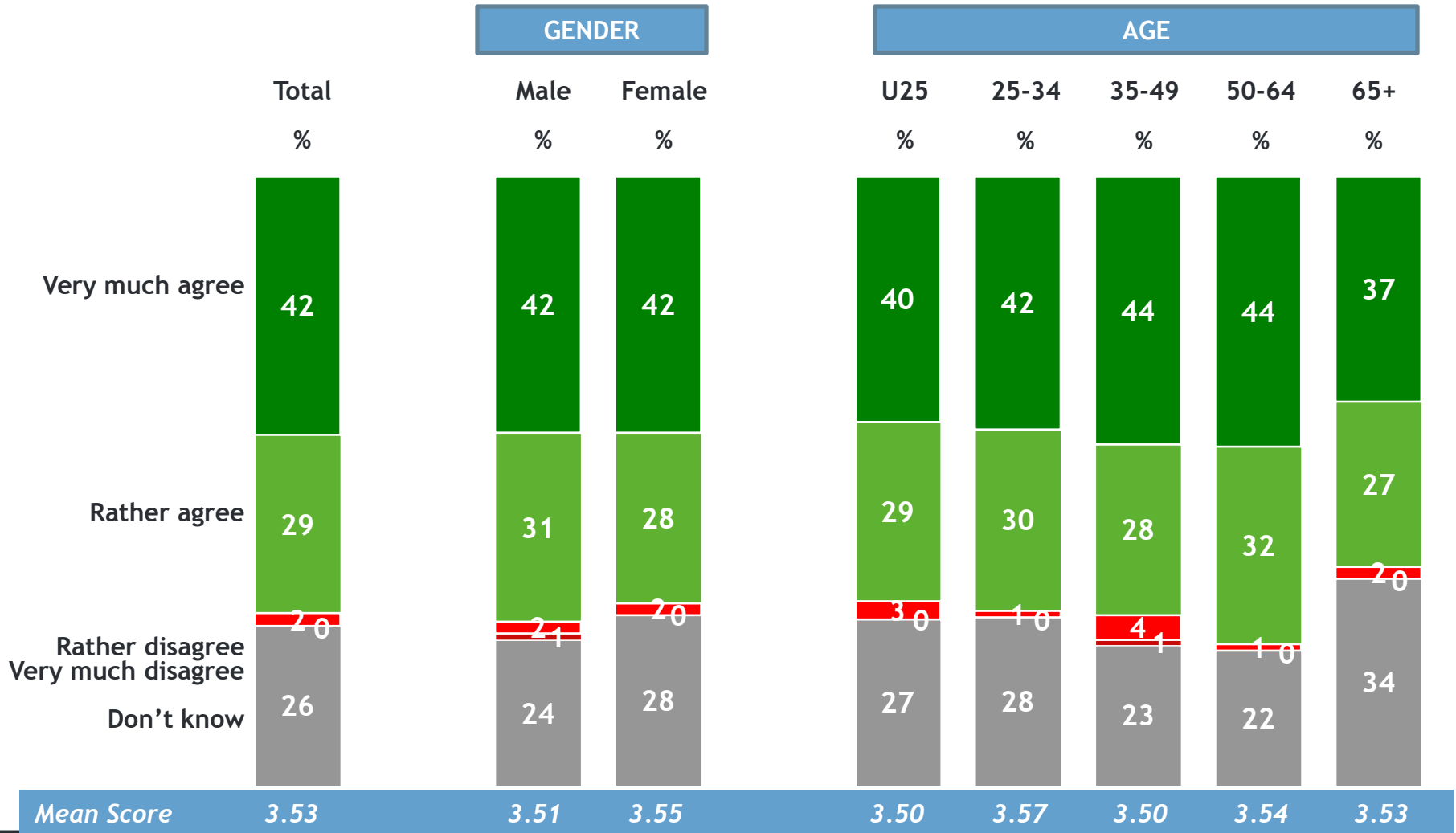
Attitudes to Biodiversity

All Adults 16+: 1,000



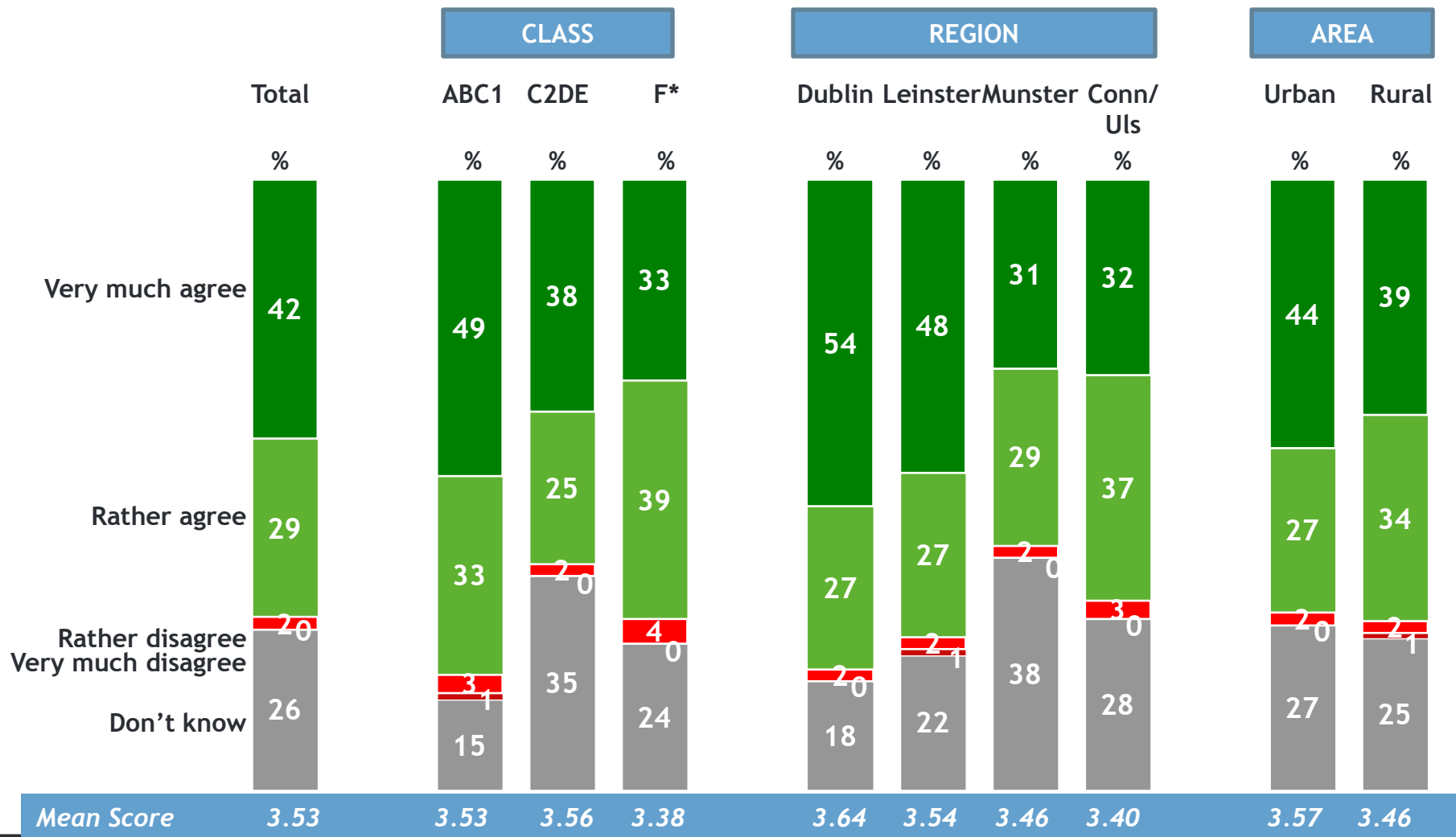
Biodiversity Is Indispensable For The Production Of Goods Such As Food, Fuel And Medicines - Level Of Agreement

All Adults 16+: 1,000



Biodiversity Is Indispensable For The Production Of Goods Such As Food, Fuel And Medicines - Level Of Agreement

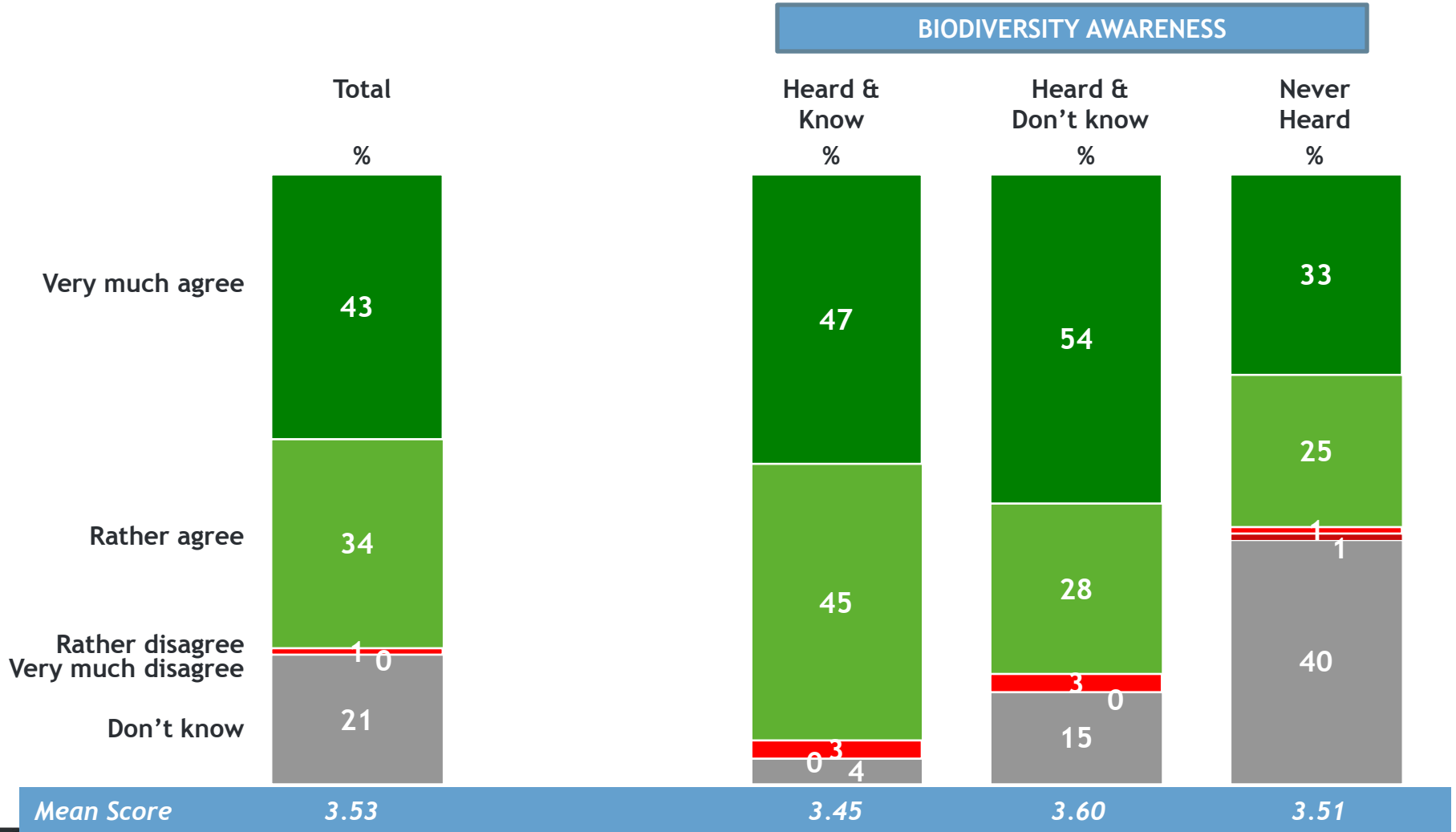
All Adults 16+: 1,000



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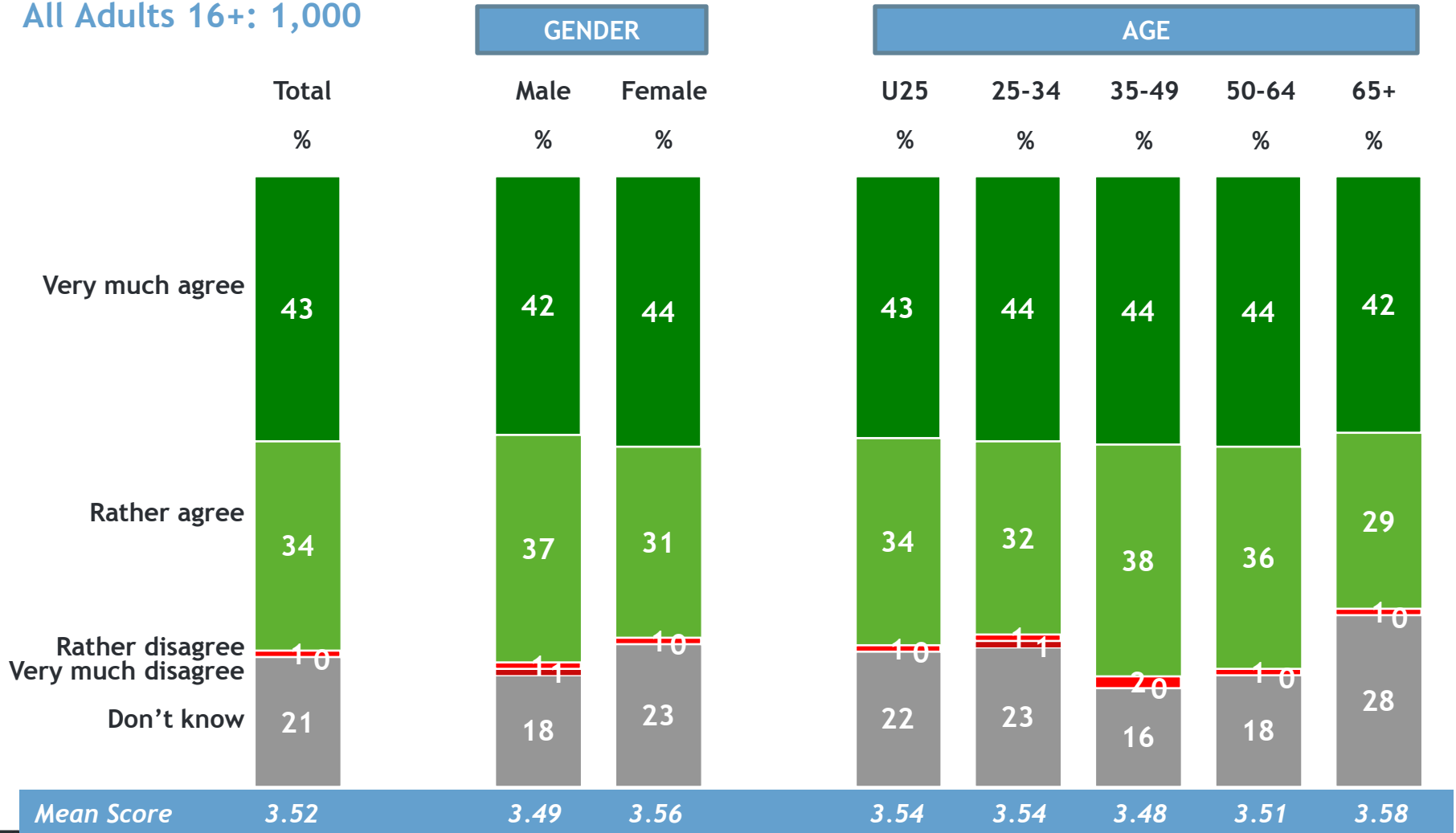
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All Adults 16+: 1,000



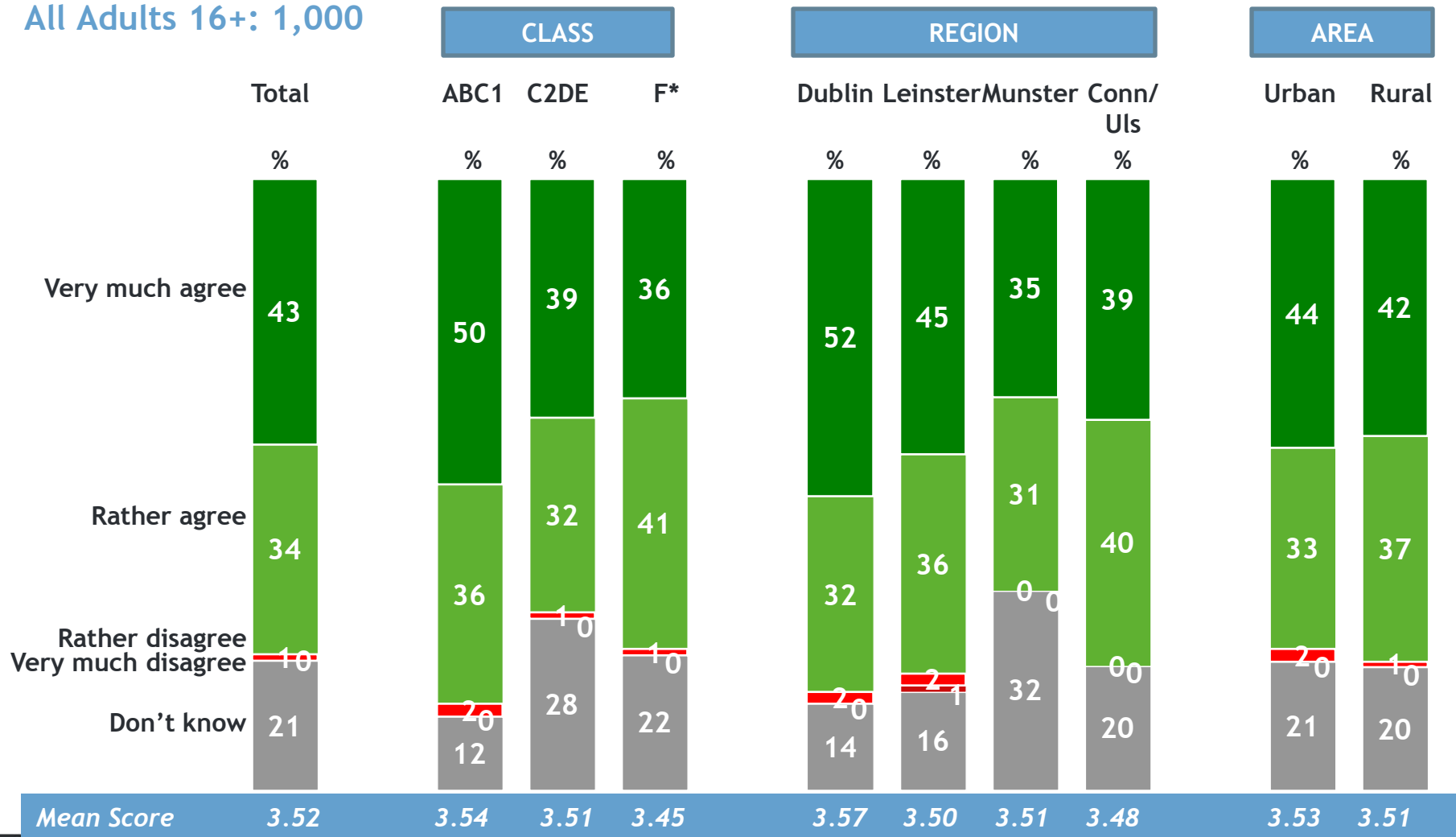
Our Well Being And Quality Of Life Is Based Upon Nature And Biodiversity As It Provides Pleasure And Recreation - Level Of Agreement

All Adults 16+: 1,000



Our Well Being And Quality Of Life Is Based Upon Nature And Biodiversity As It Provides Pleasure And Recreation - Level Of Agreement

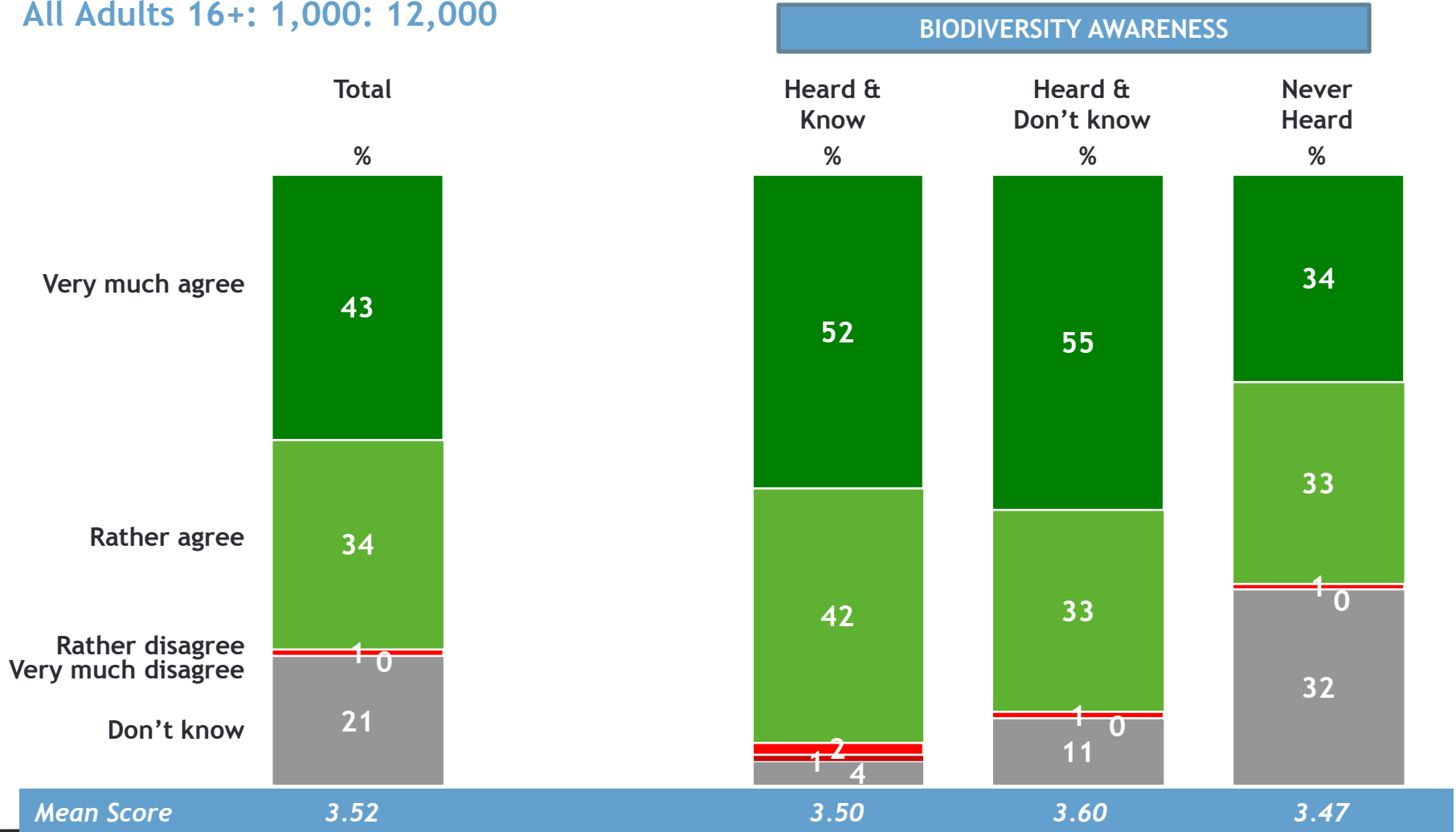
All Adults 16+: 1,000



* Caution low base

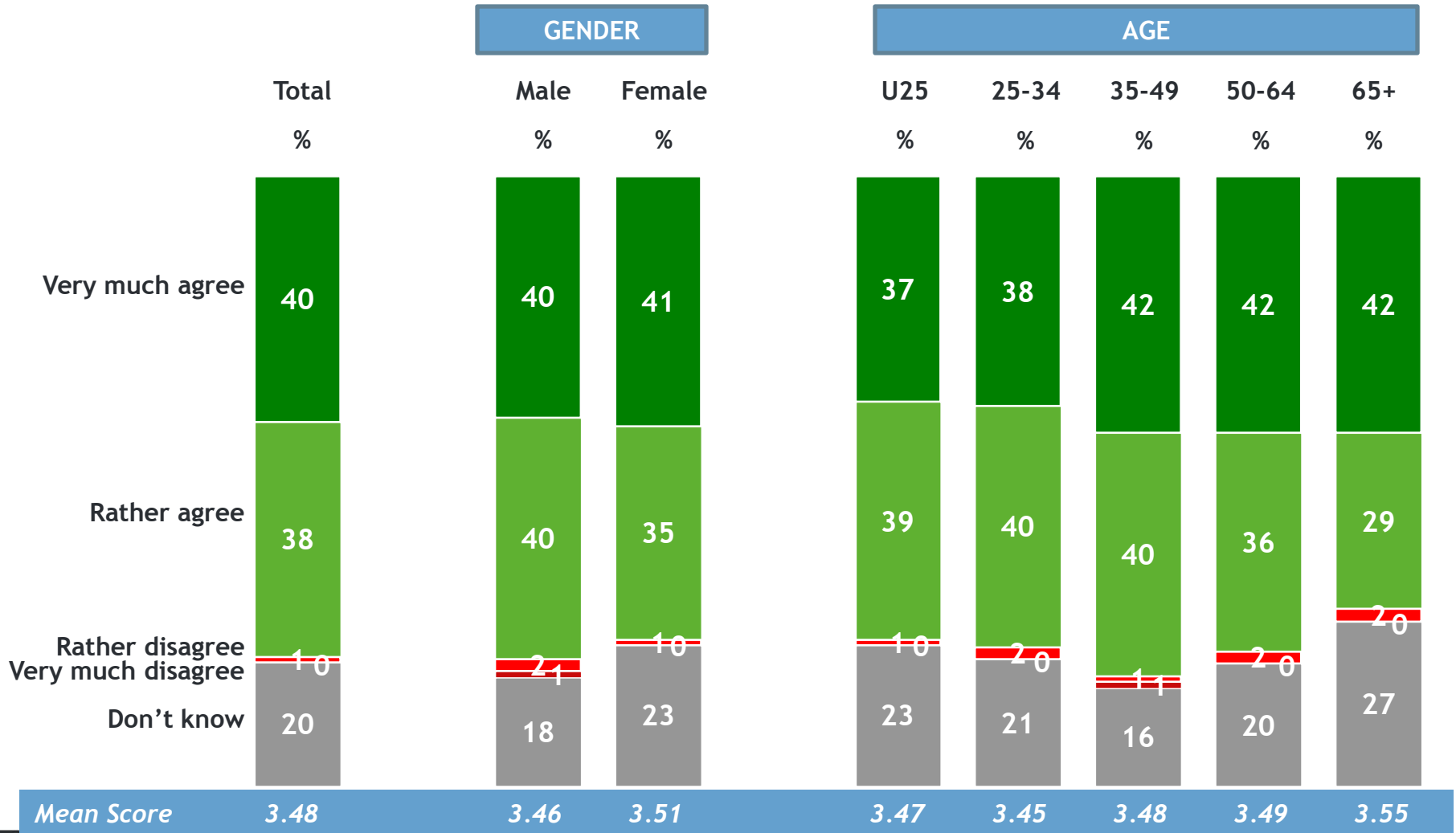
Our Well Being And Quality Of Life Is Based Upon Nature And Biodiversity As It Provides Pleasure And Recreation - Level Of Agreement

All Adults 16+: 1,000: 12,000



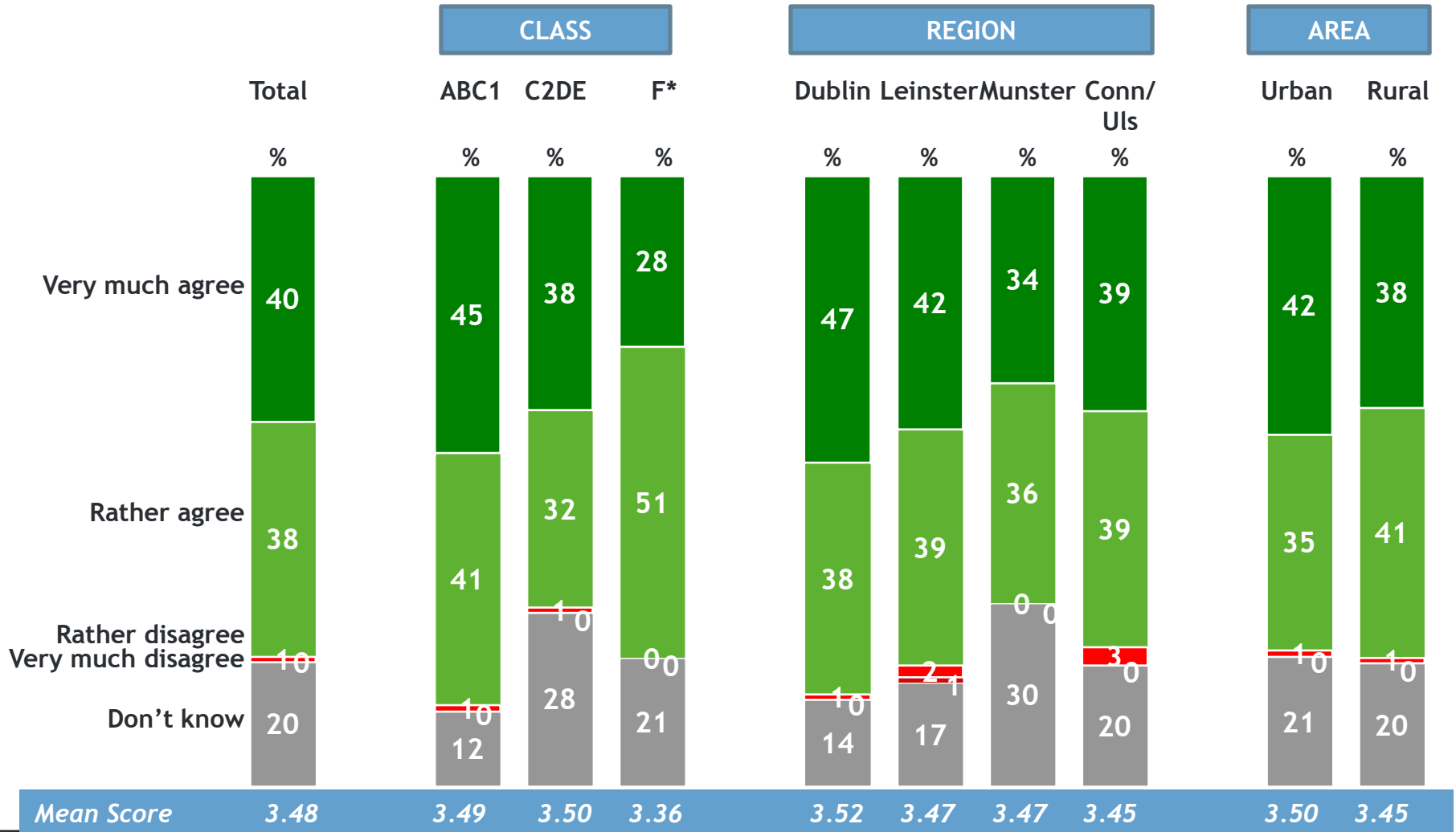
It Is A Moral Obligation - Because We Have A Responsibility As Stewards Of Nature - Level Of Agreement

All Adults 16+: 1,000



It Is A Moral Obligation - Because We Have A Responsibility As Stewards Of Nature - Level Of Agreement

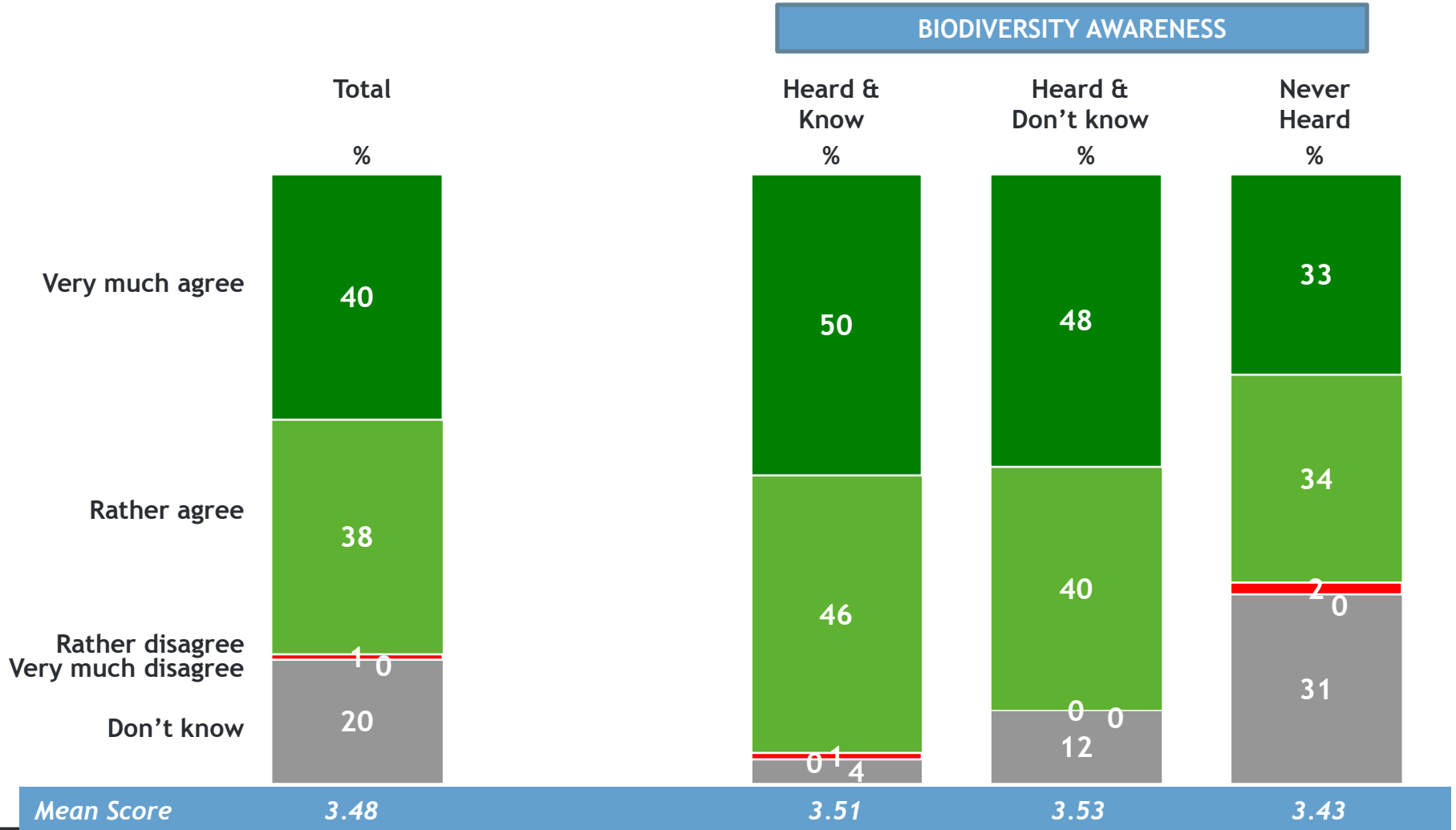
All Adults 16+: 1,000



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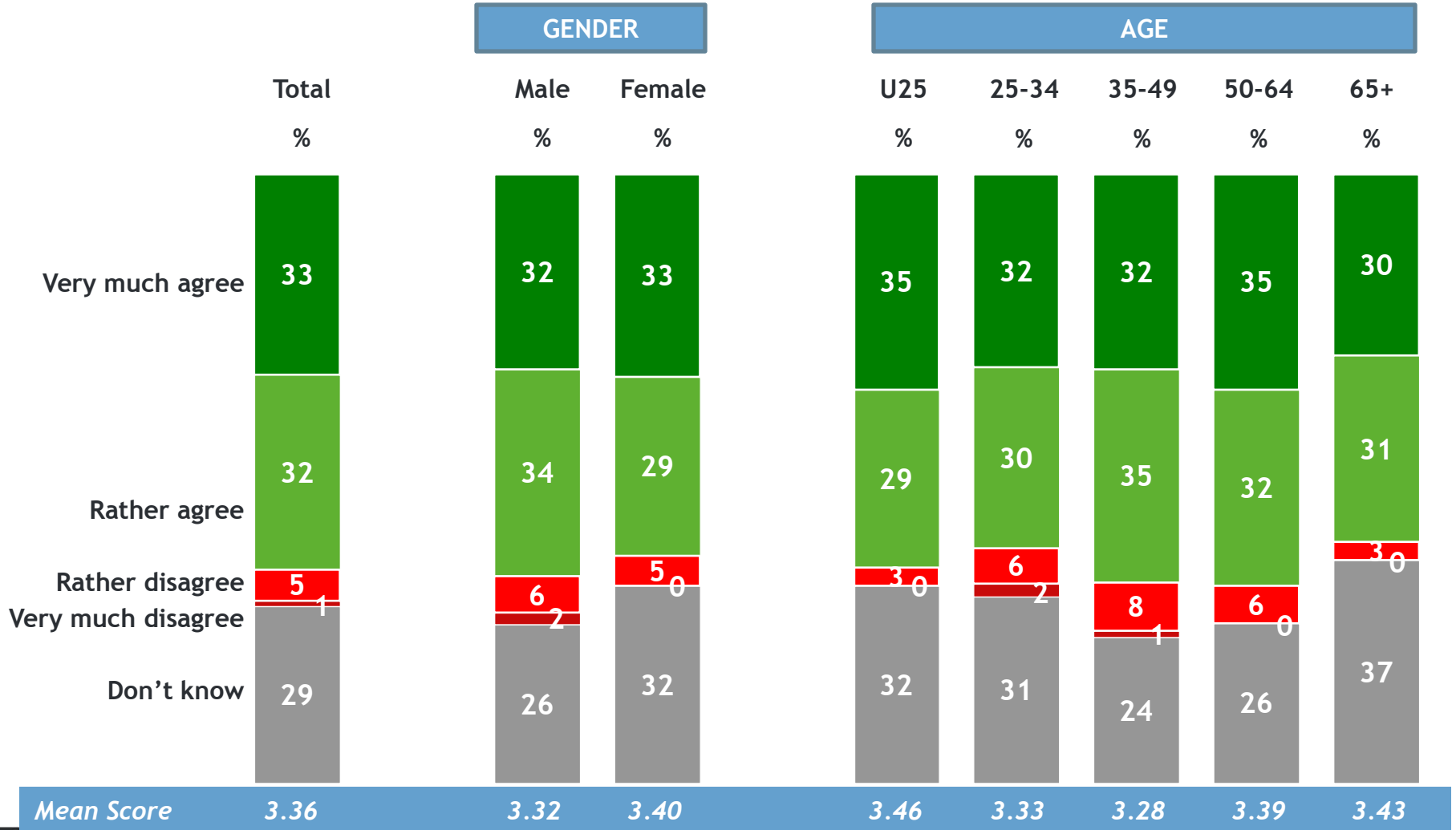
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All Adults 16+: 1,000



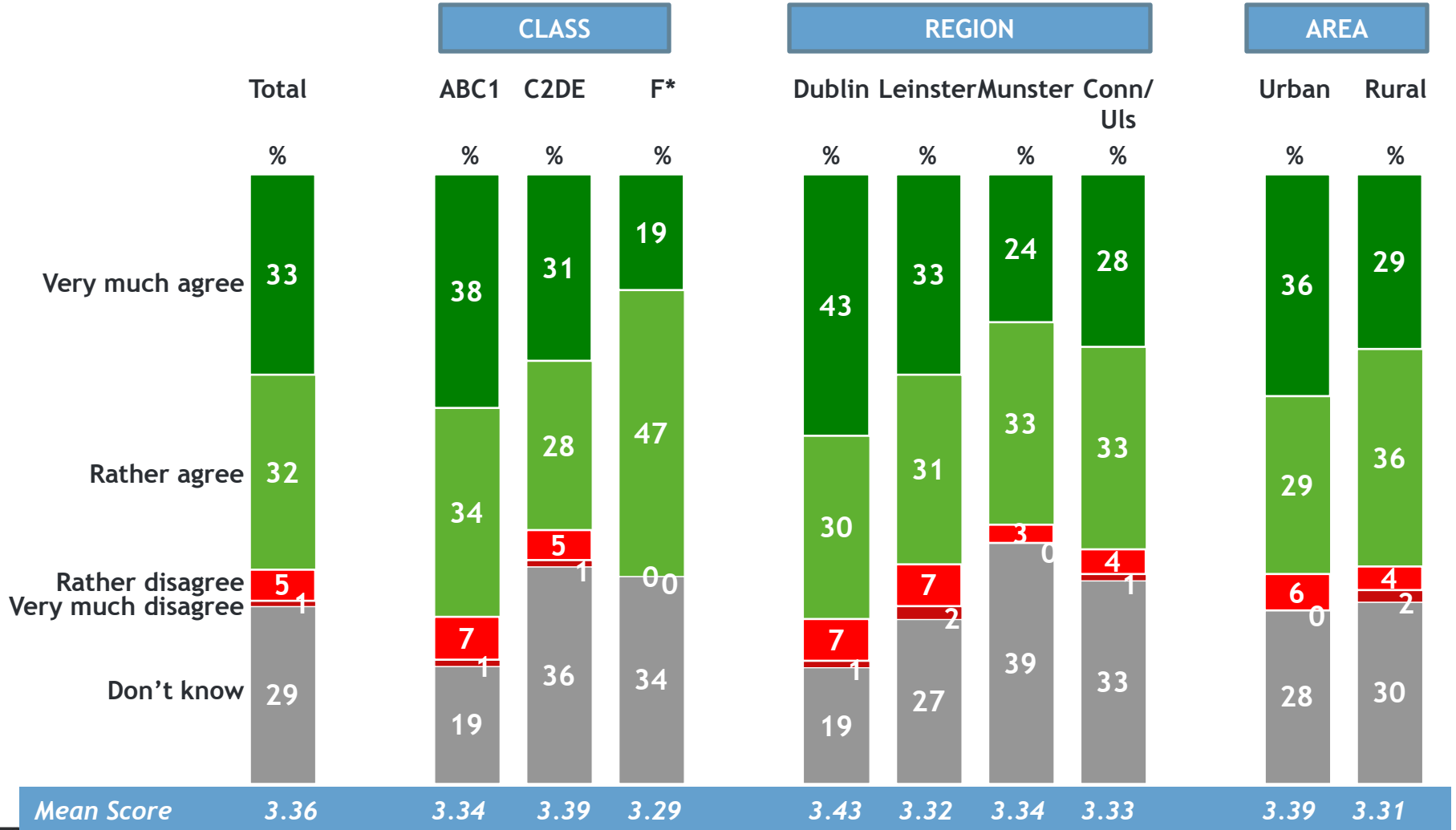
Europe Will Get Poorer Economically As A Consequence Of The Loss Of Biodiversity - Level Of Agreement

All Adults 16+: 1,000



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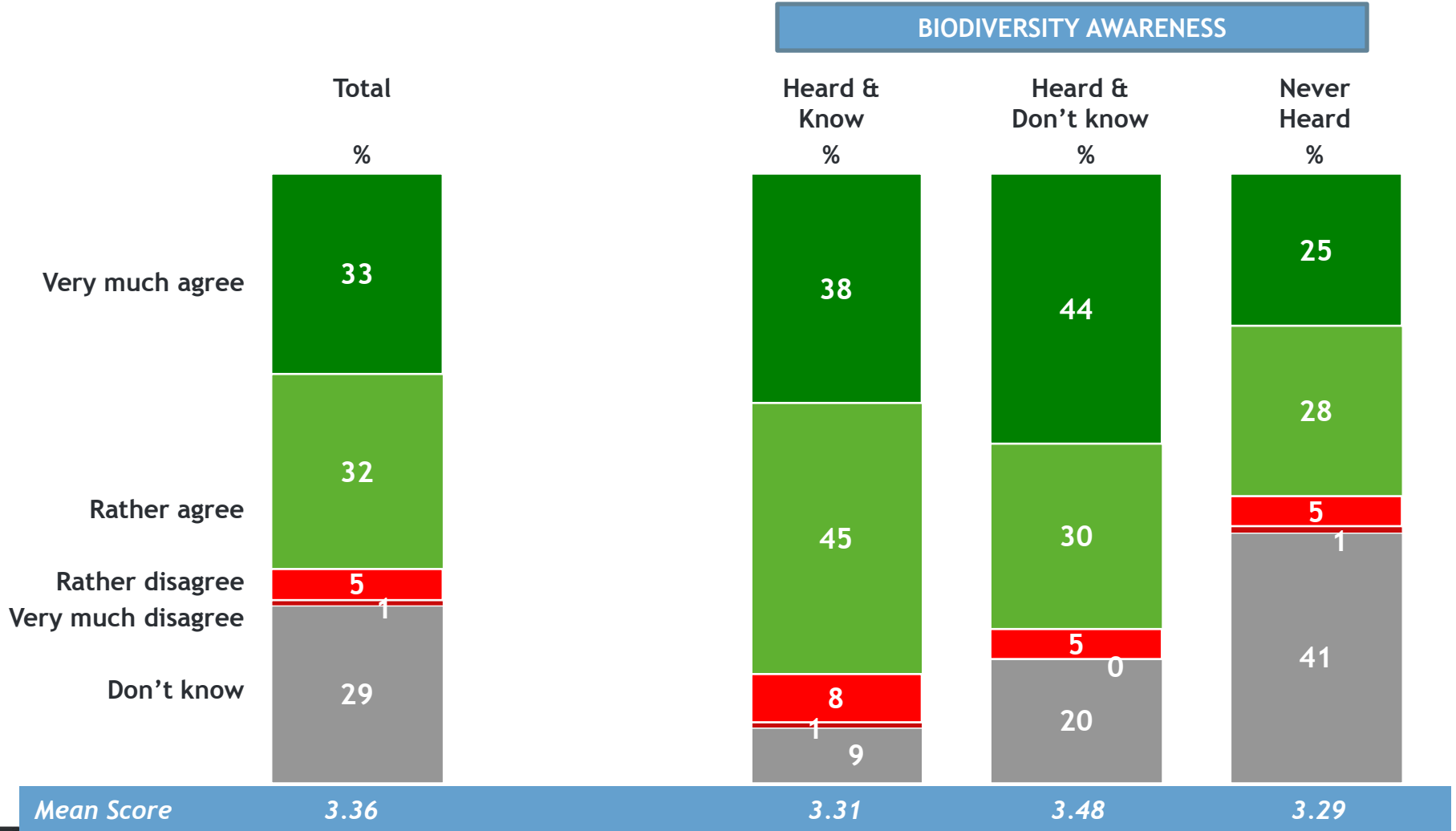
All Adults 16+: 1,000



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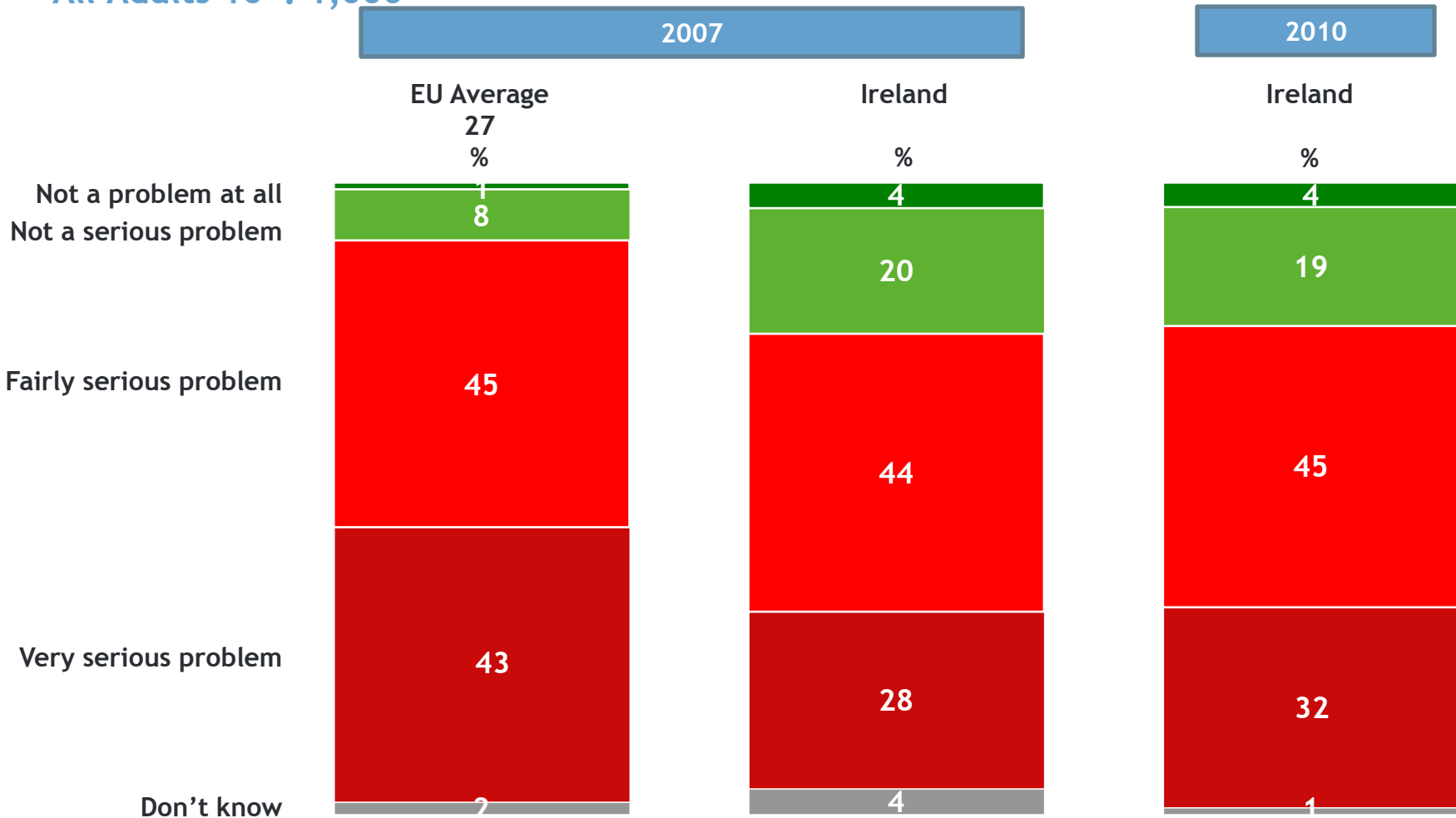
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How Serious Is The Decline And Possible Extinction Of Animal Species, Flora And Fauna, Natural Habitats And Ecosystems In Ireland?

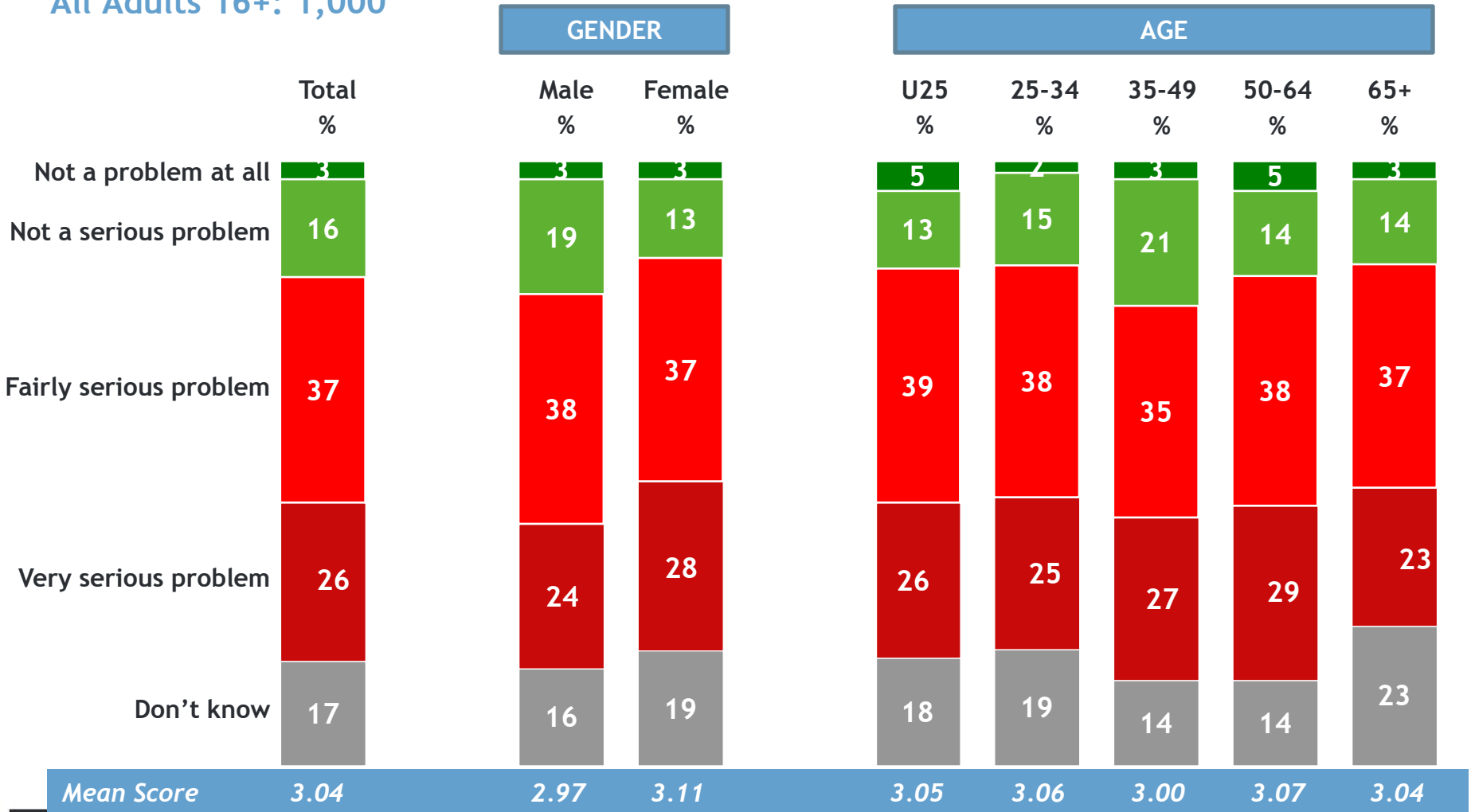
All Adults 16+: 1,000



Marginal increase in sense that this is a serious issue .

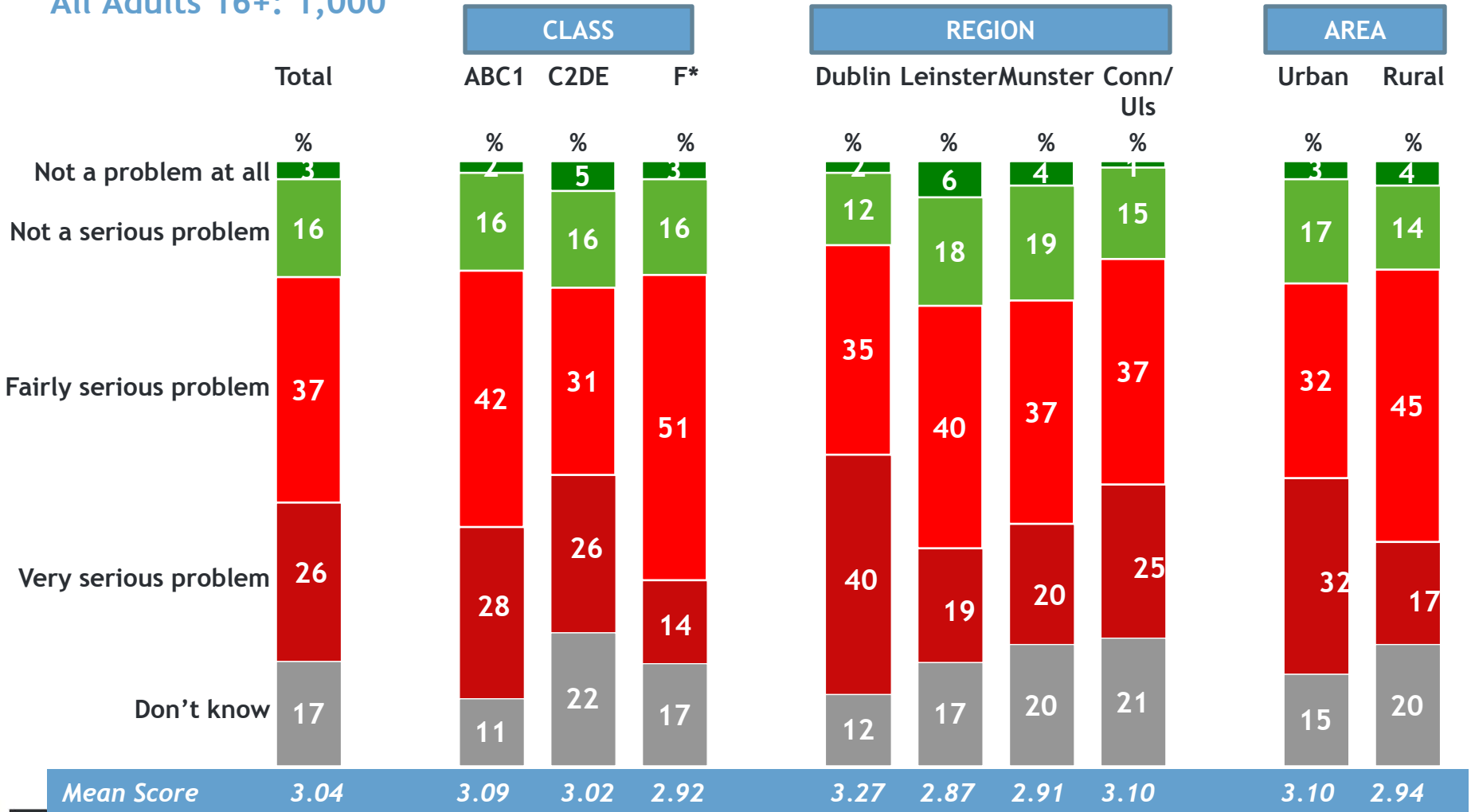
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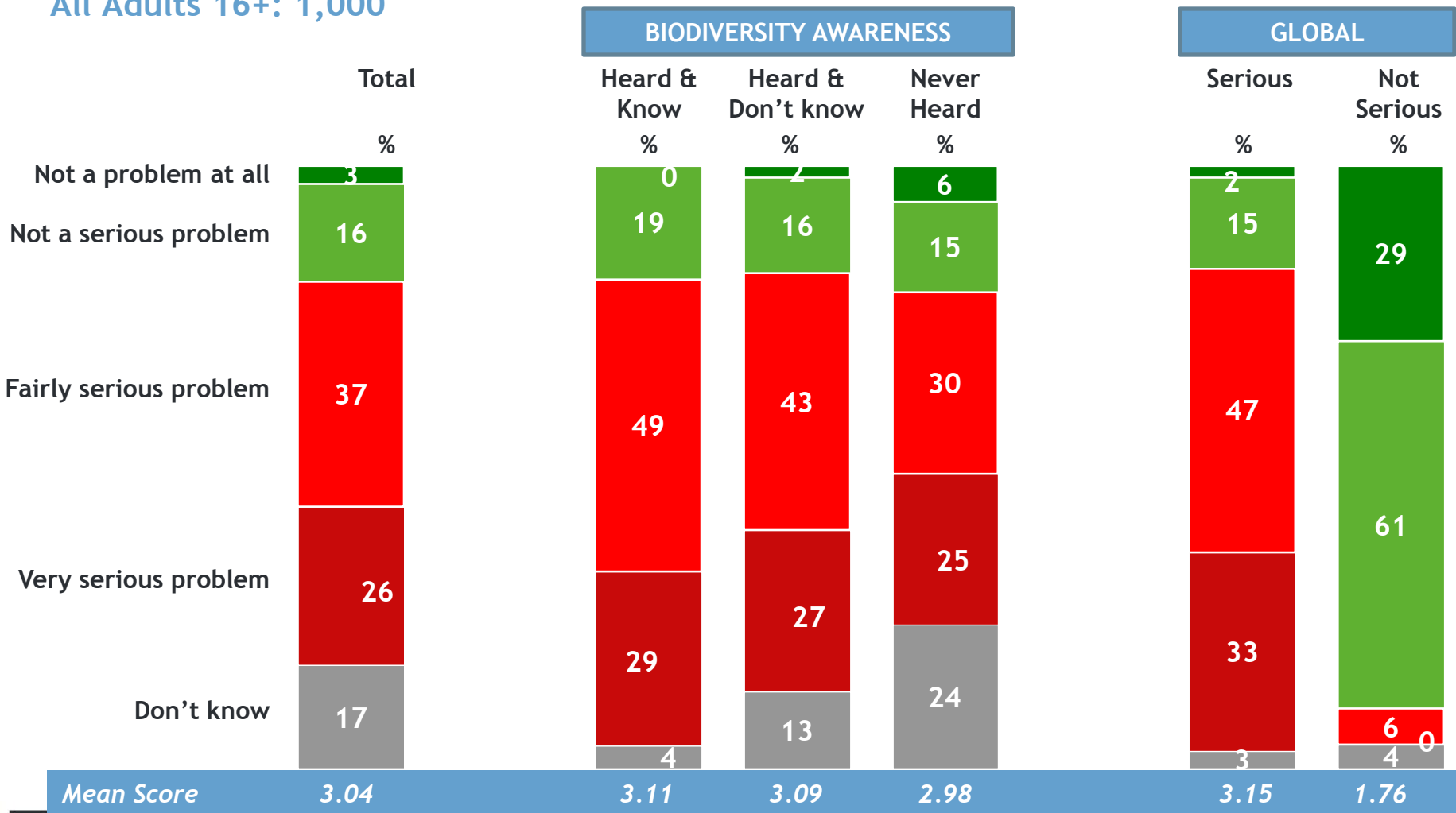
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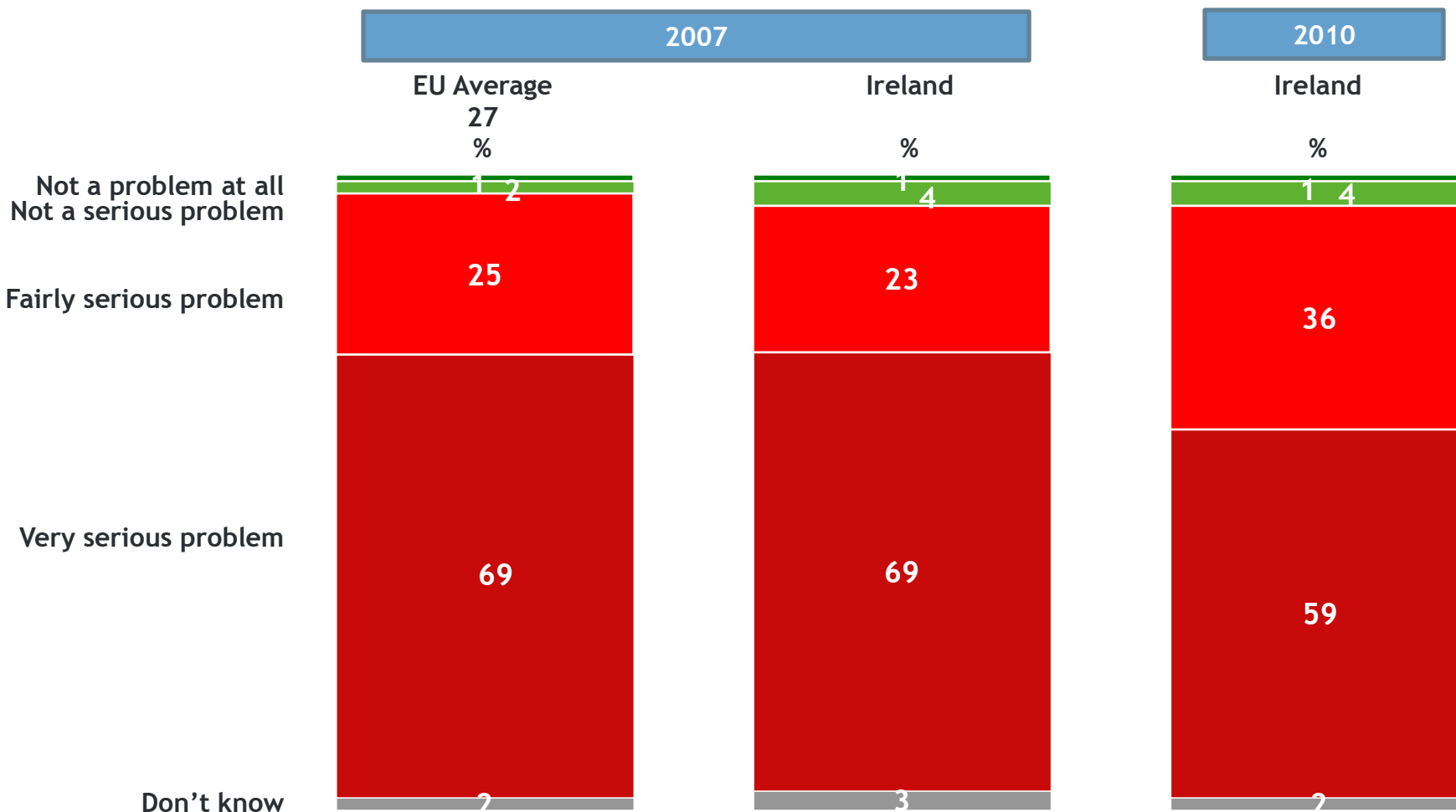
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All Adults 16+: 1,000



How Serious is the Problem Globally?

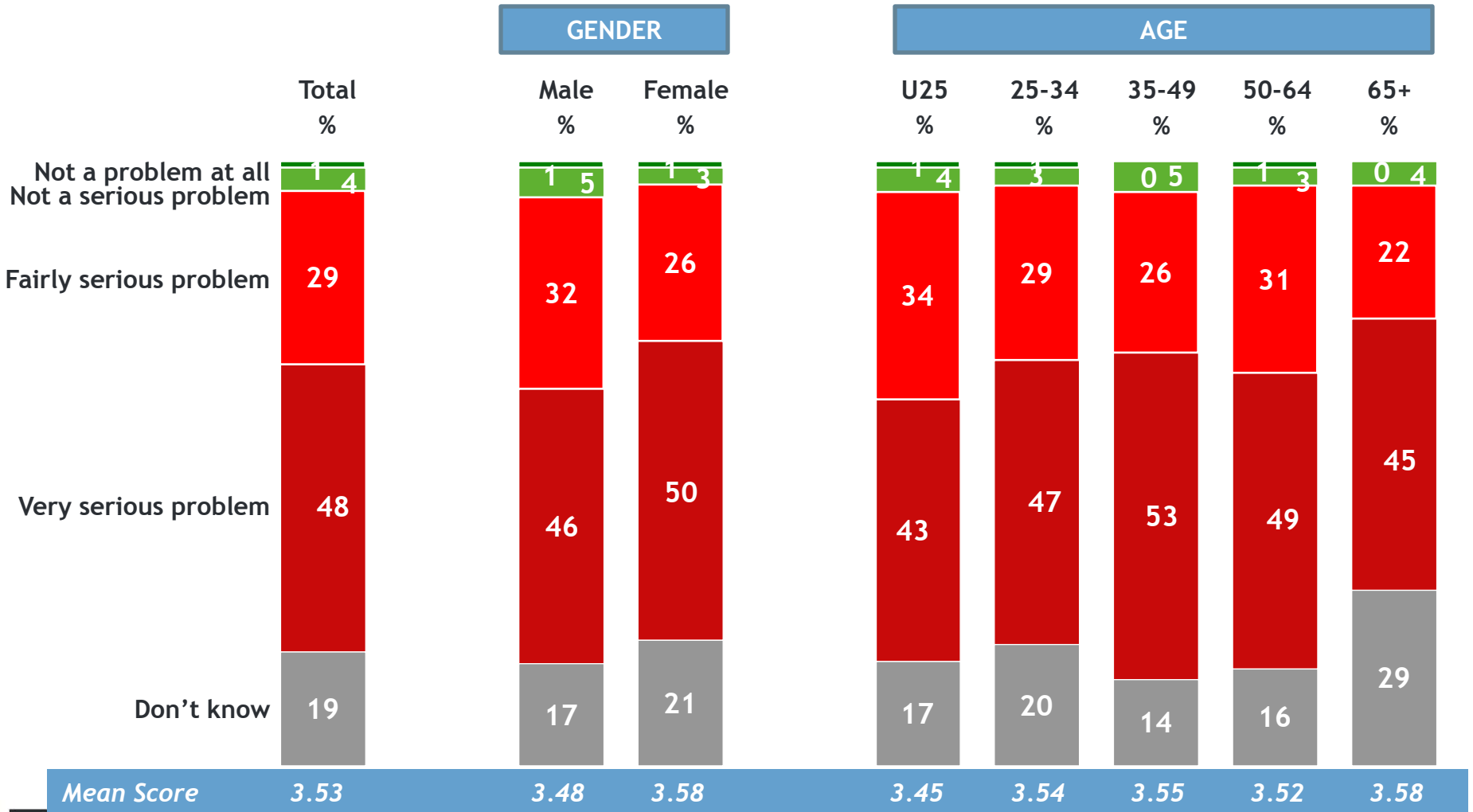
All Adults 16+: 1,000



Weakening concern here.

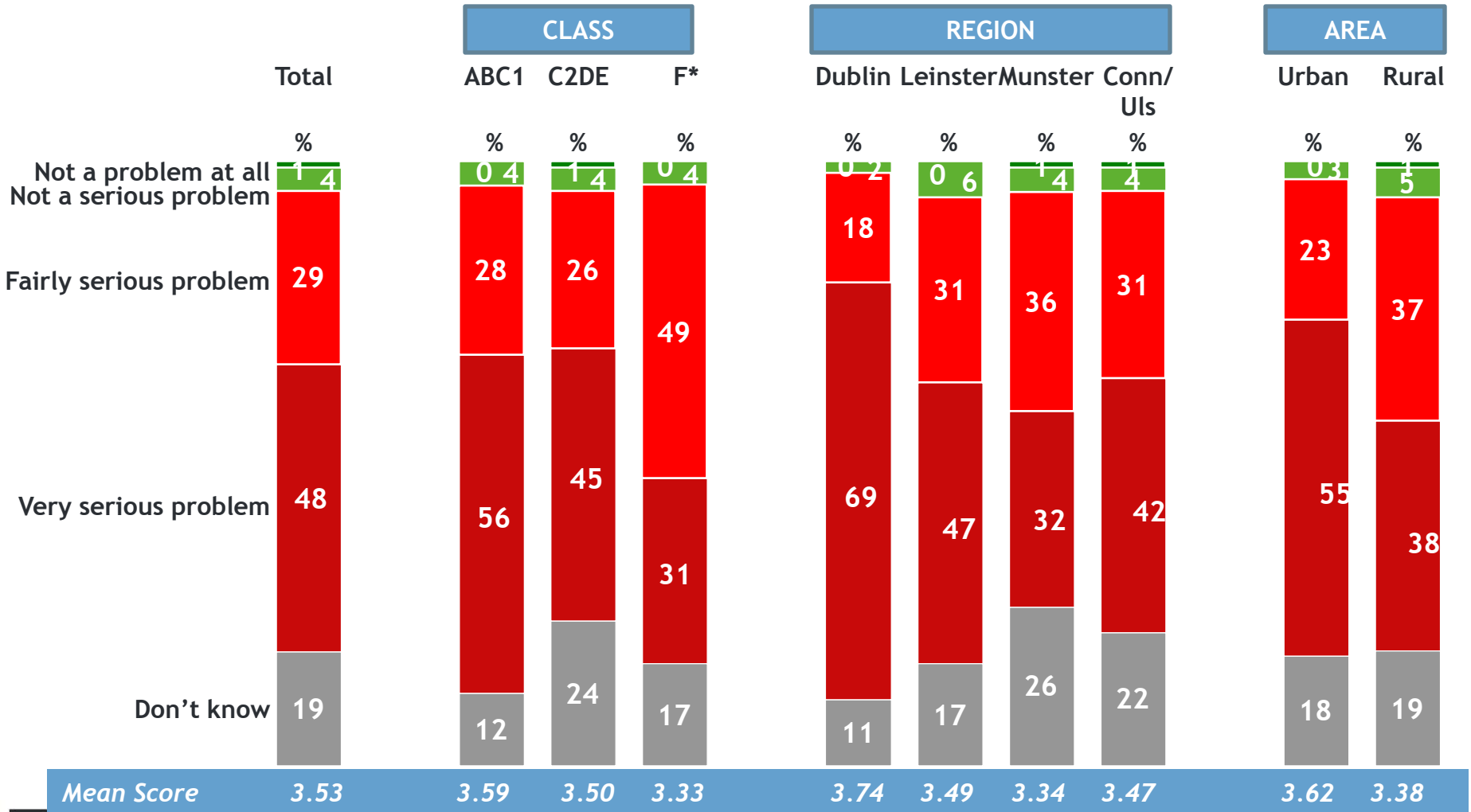
How Serious is the Problem Globally? - Level Of Agreement

All Adults 16+: 1,000



How Serious is the Problem Globally? - Level Of Agreement

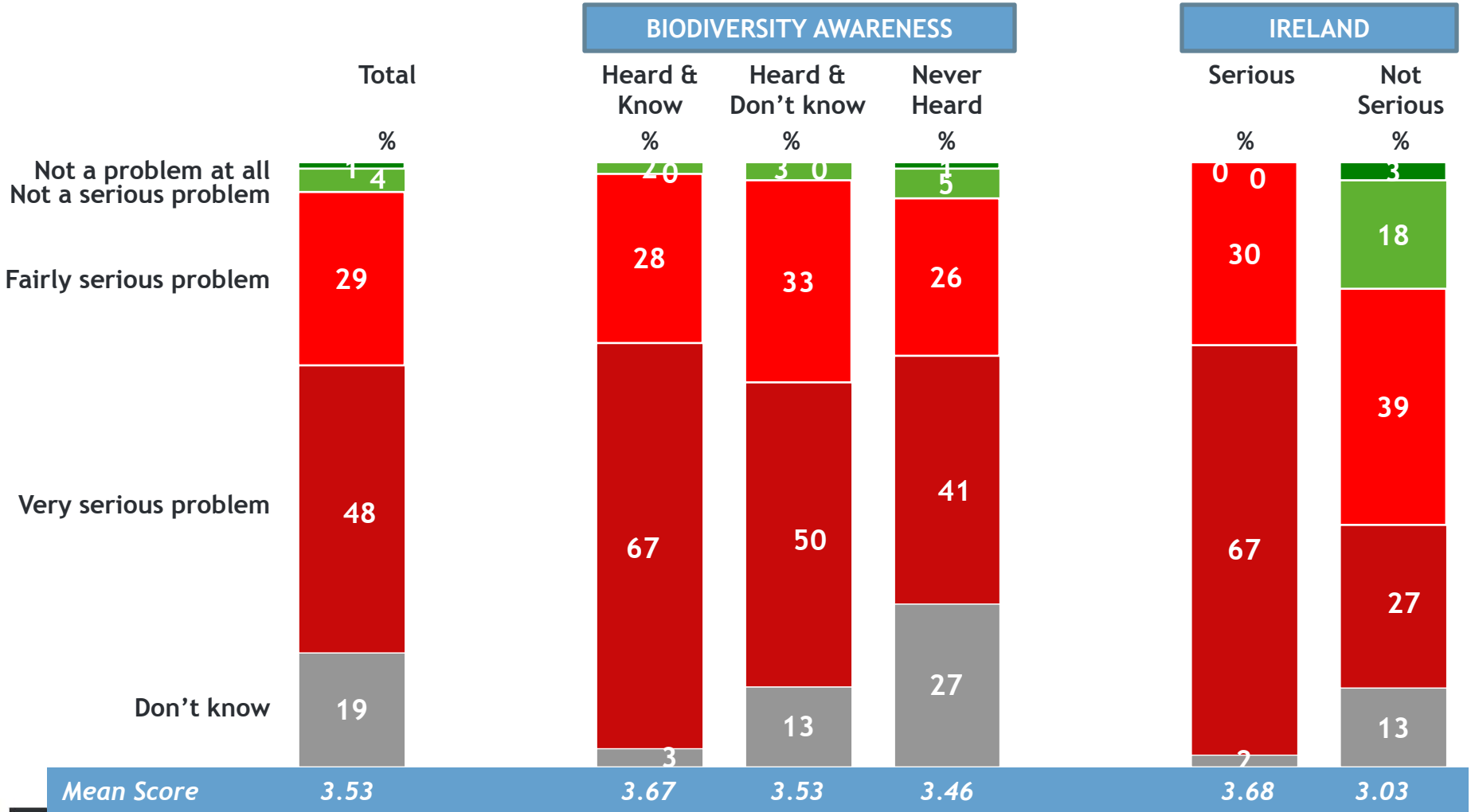
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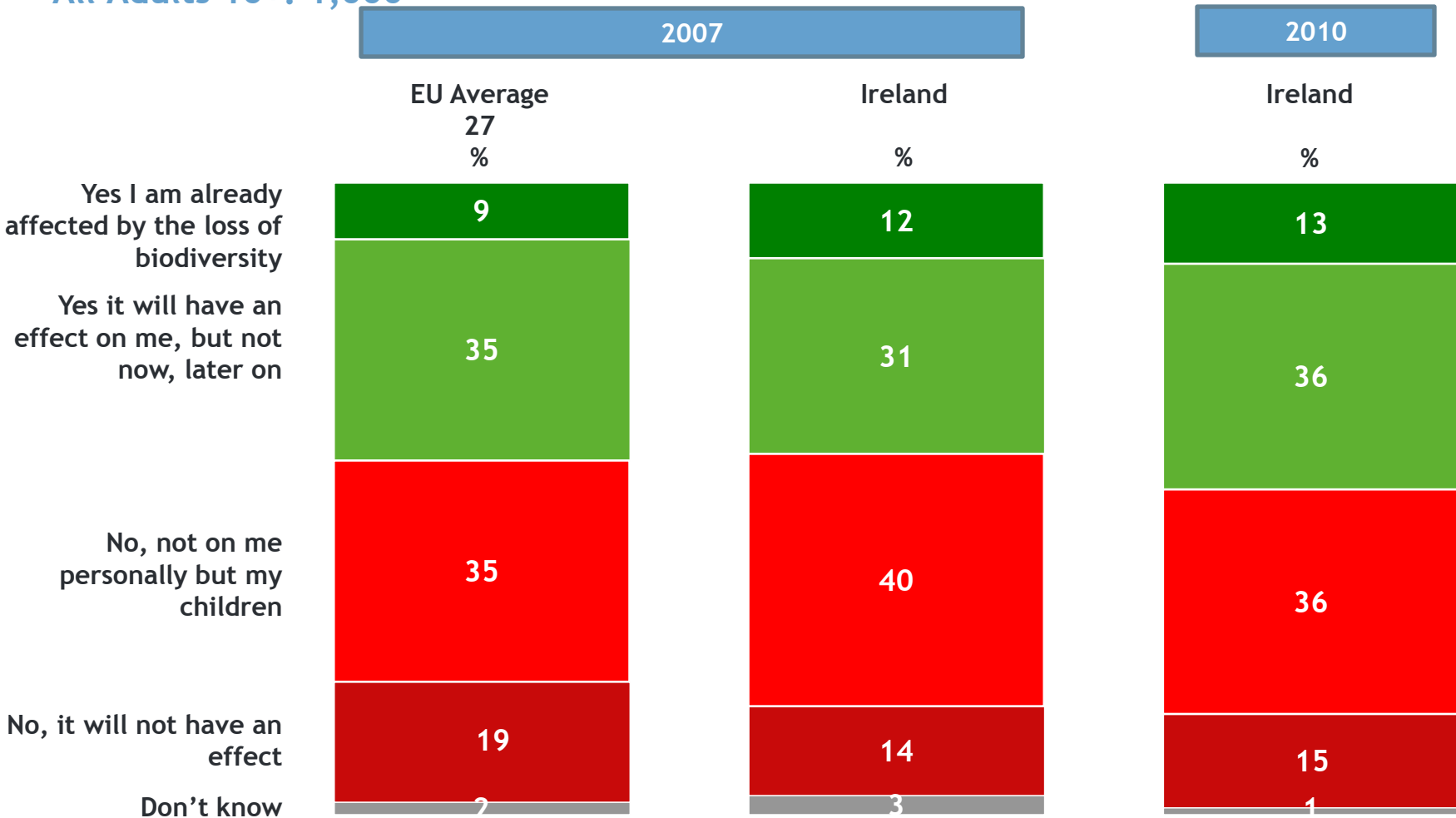
How Serious is the Problem Globally? - Level Of Agreement

All Adults 16+: 1,000



Do You Think That The Decline And Possible Extinction Of Animal Species, Flora And Fauna, Will Have An Impact On You Personally?

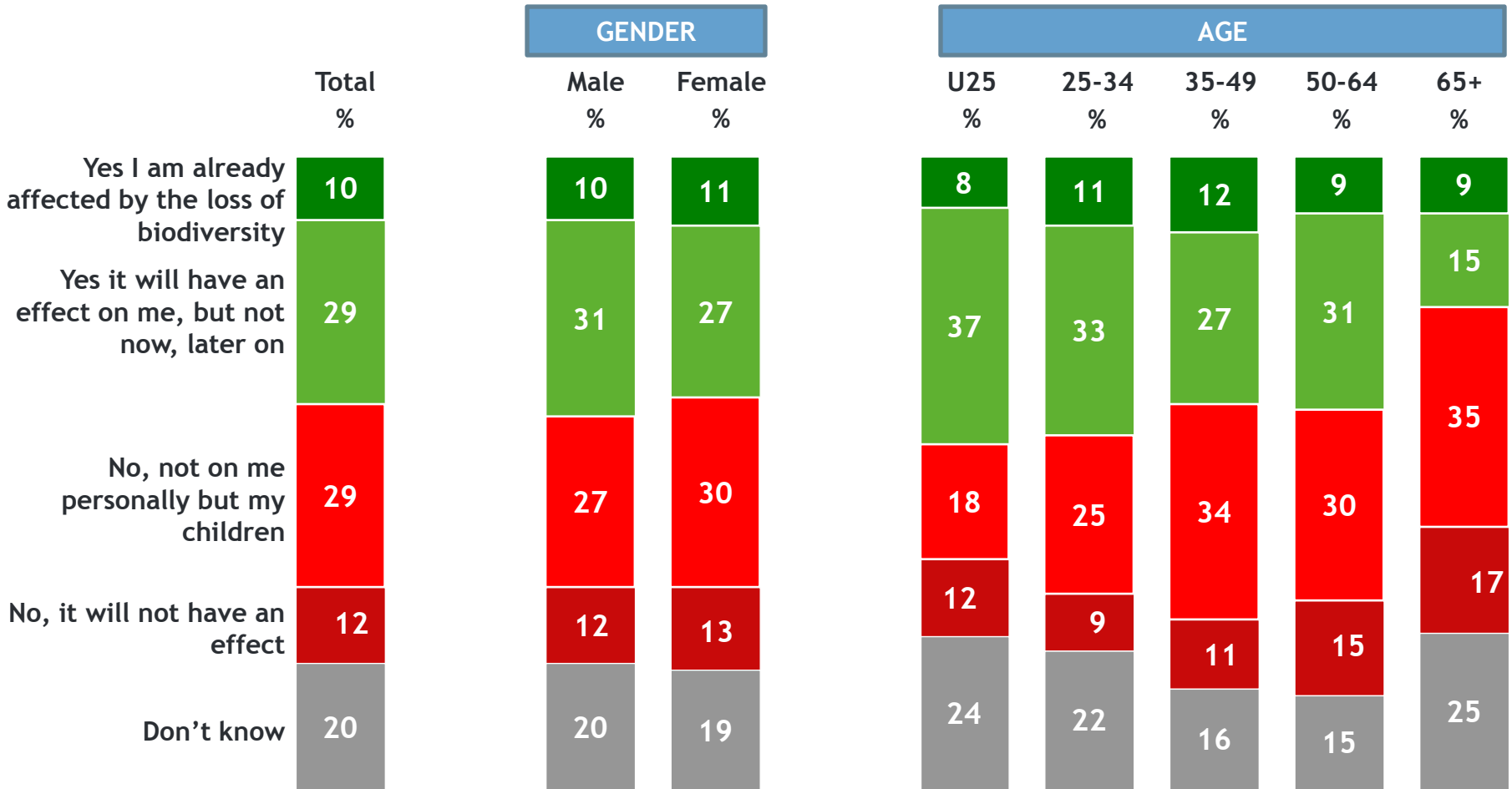
All Adults 16+: 1,000



Some increase; mostly in anticipated impact rather than current impact.

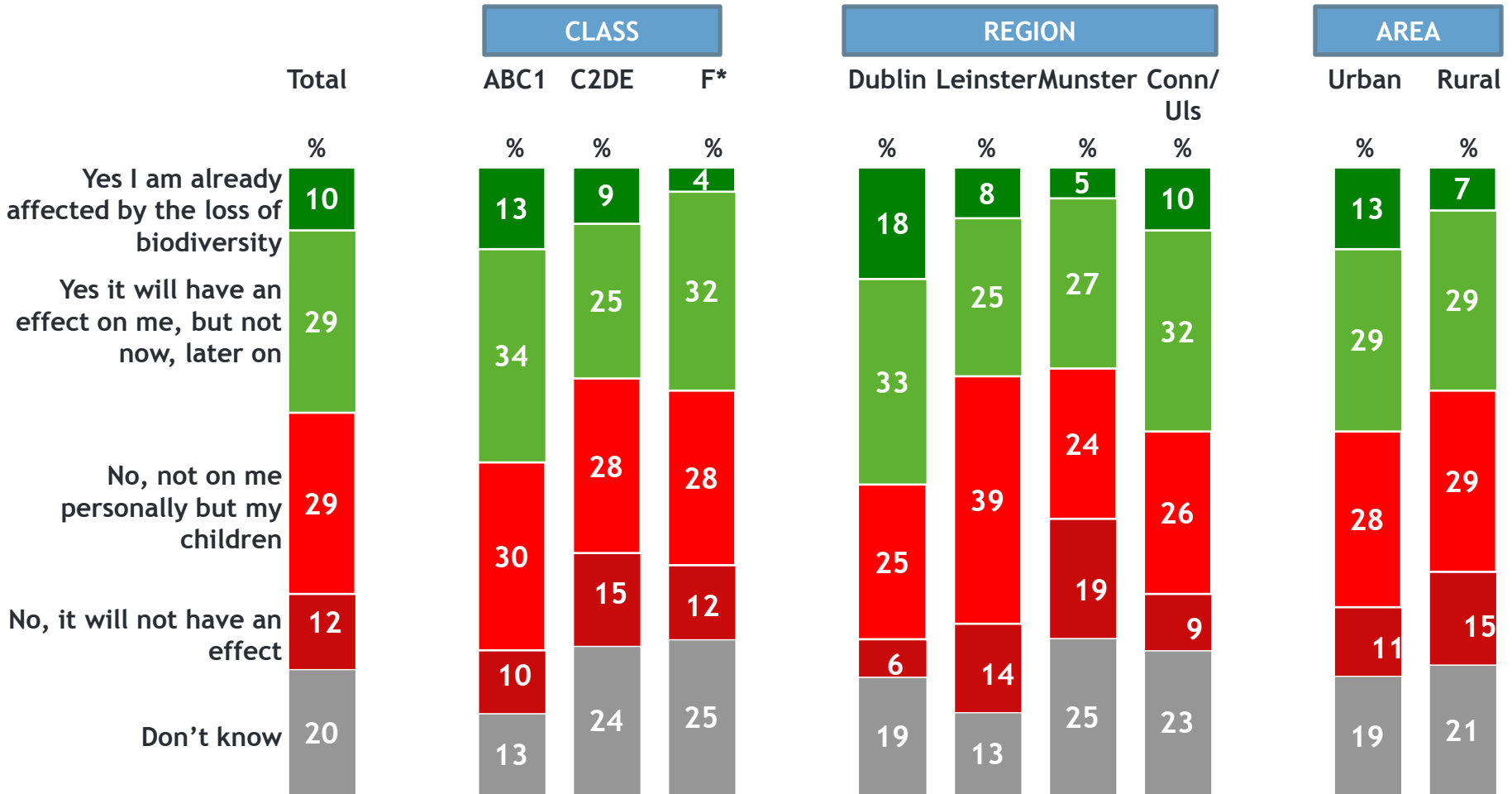
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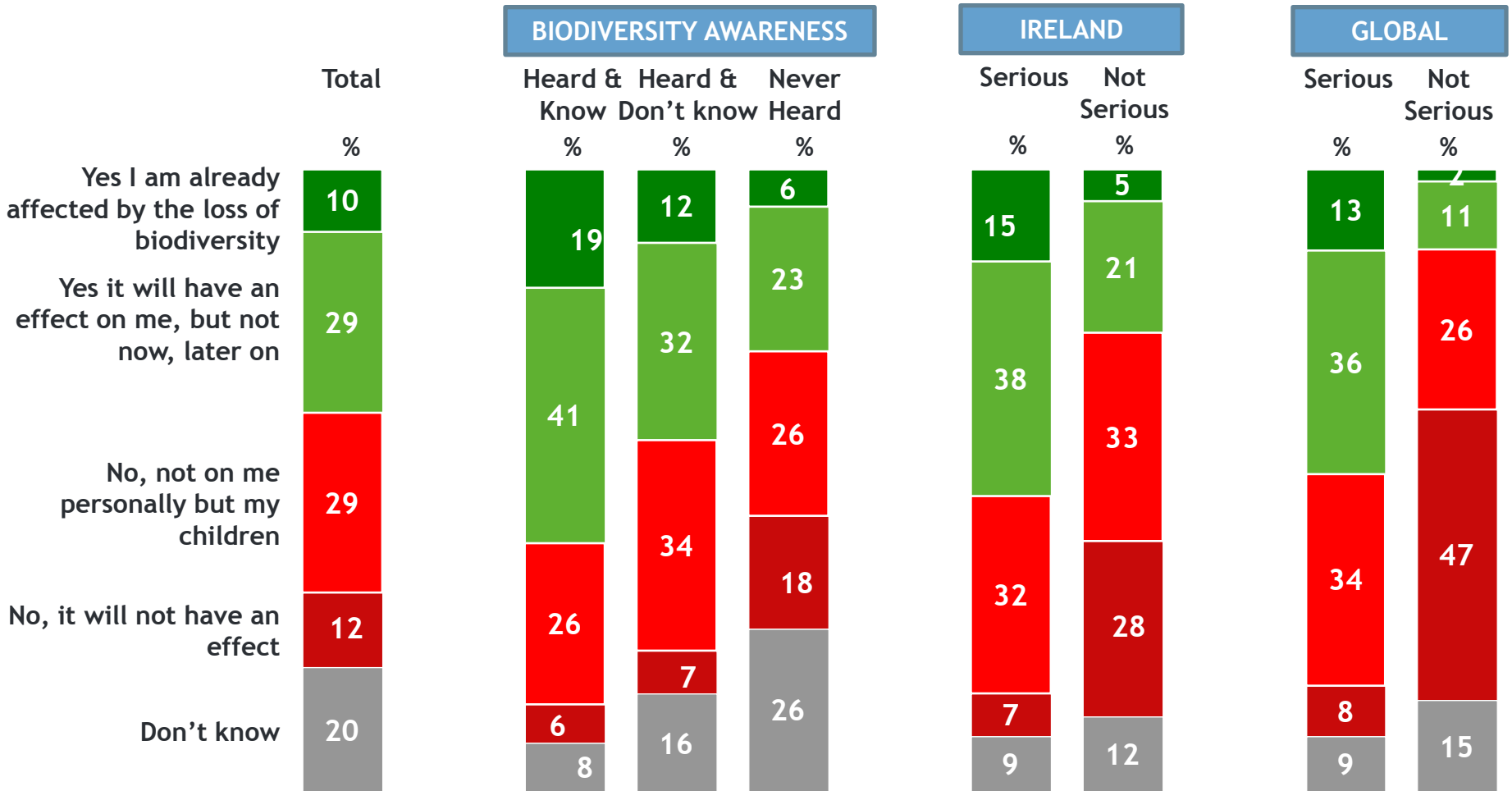
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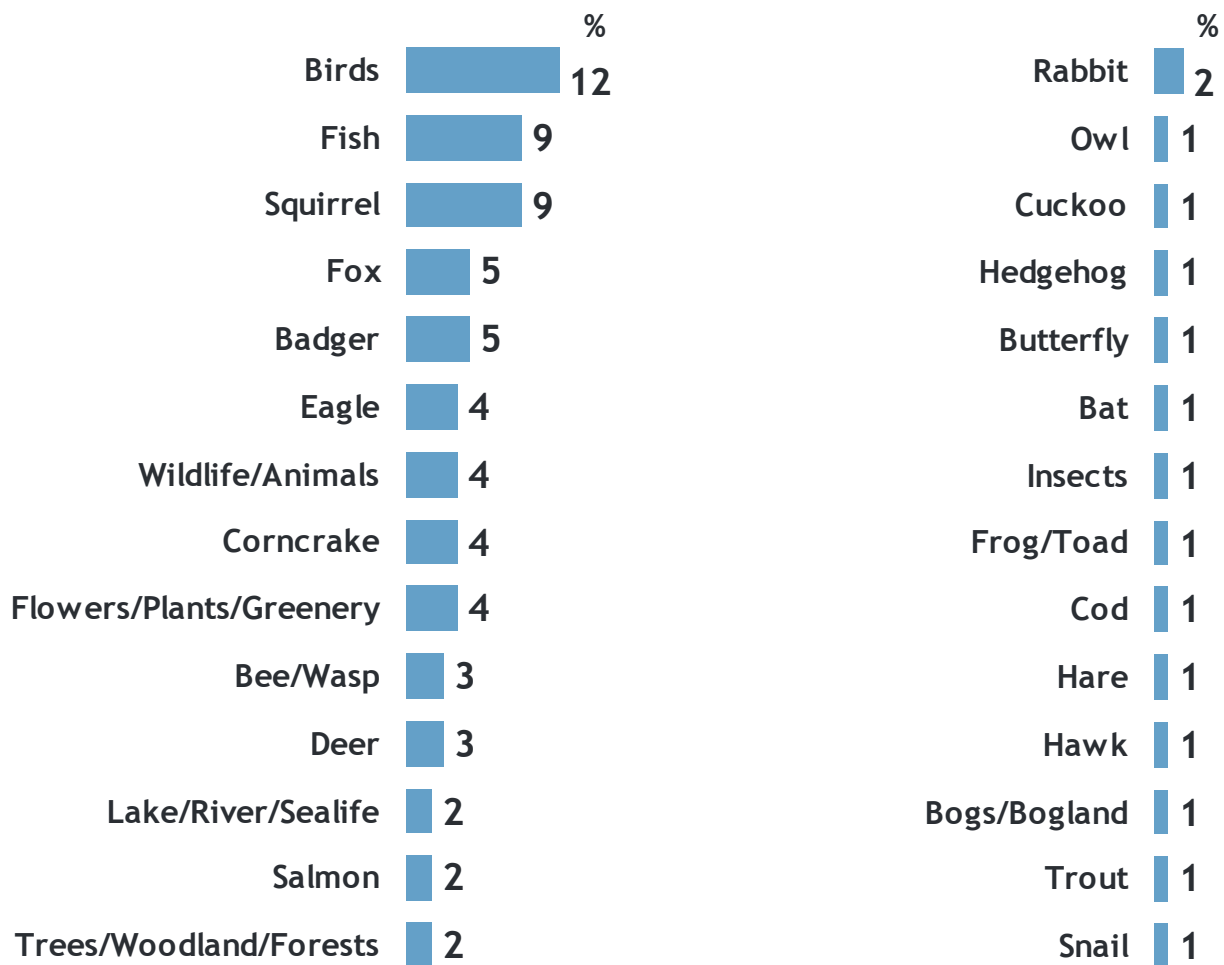
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All Adults 16+: 1,000



Which Species Do You Feel Are Endangered In Ireland?

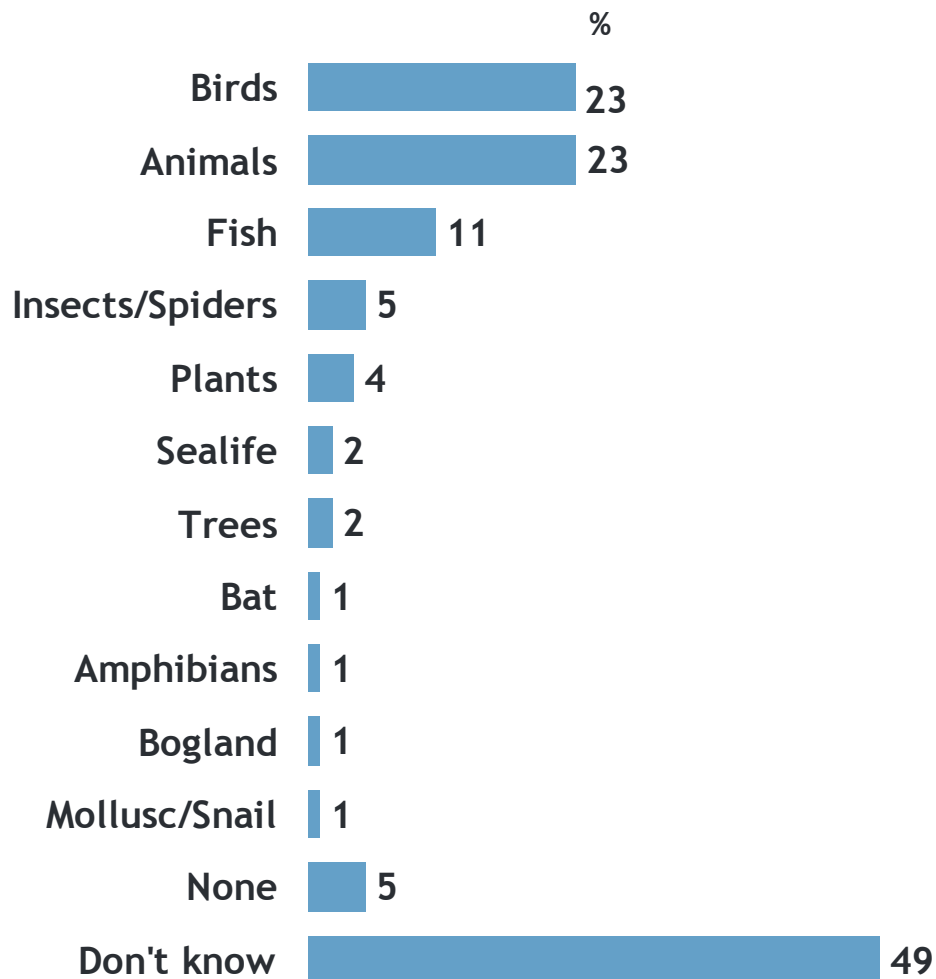
All Adults 16+: 1,000



(All others less than 1%)

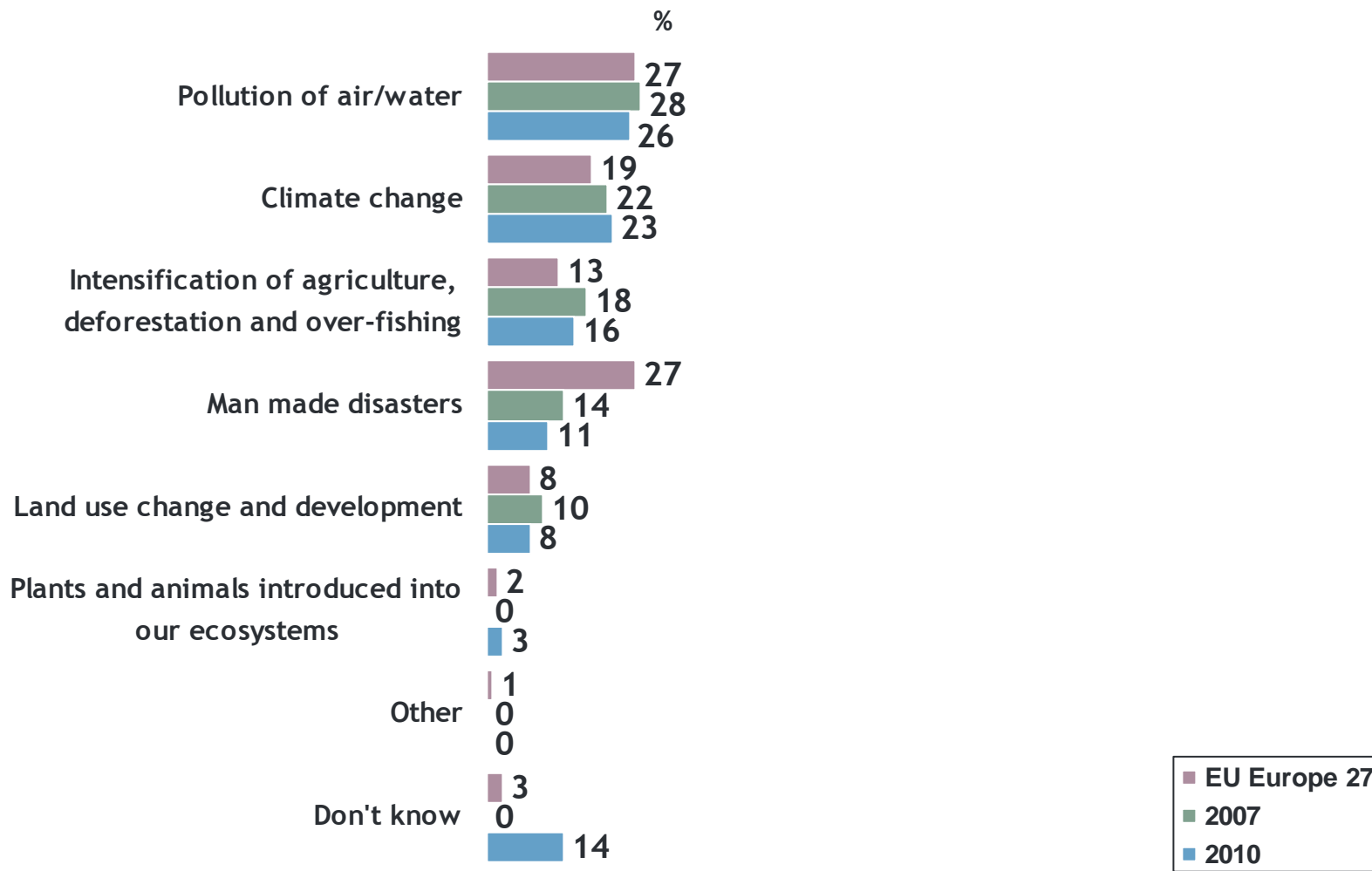
Species Feel Are Endangered In Ireland - Consolidated

All Adults 16+: 1,000



What Threatens Biodiversity The Most?

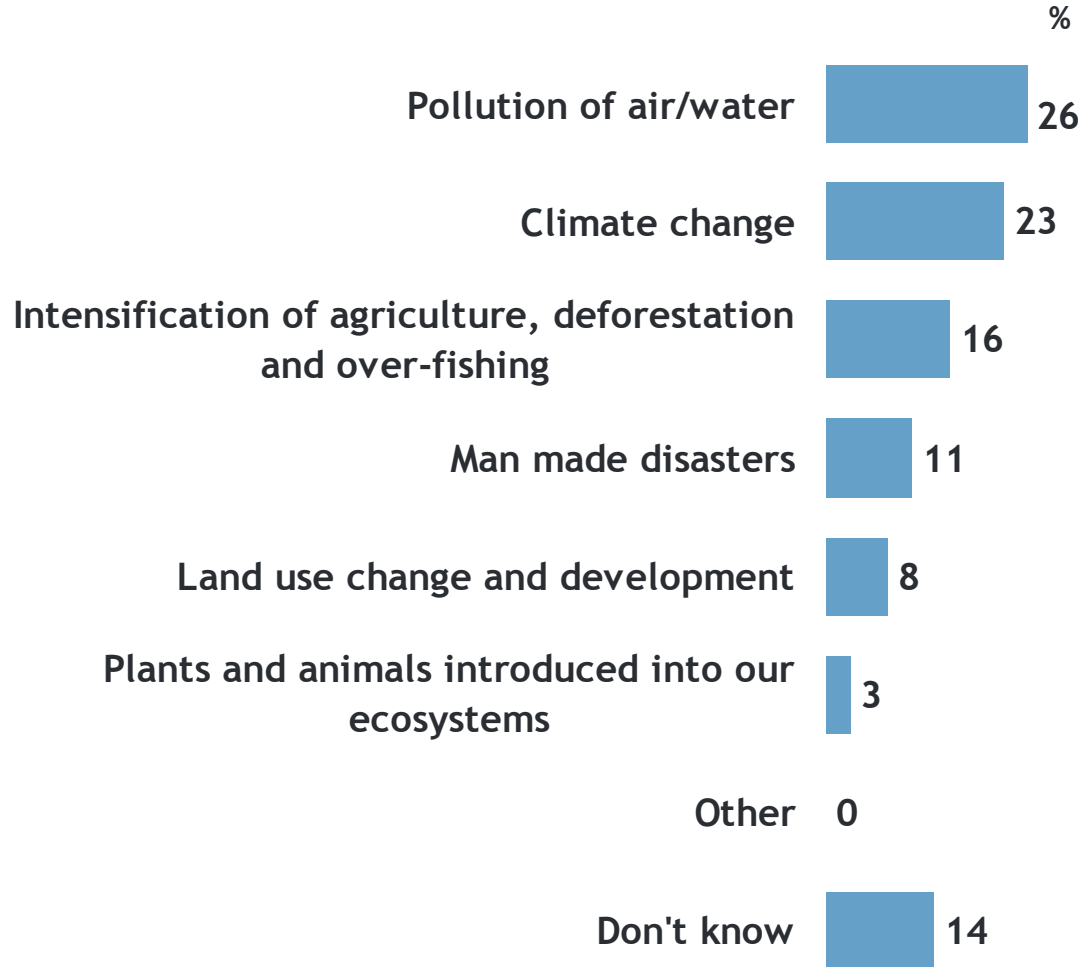
All adults 16+: 1,000



No significant change here in the Irish response.

What Threatens Biodiversity The Most?

All Adults 16+: 1,000



What Threatens Biodiversity The Most?

All Adults 16+: 1,000

	Total	GENDER		AGE				
		Male	Female	U25	25-34	35-49	50-64	65+
Base:	1006	498	508	161	214	272	211	148
	%	%	%	%	%	%	%	%
Pollution of air/water	26	25	26	24	28	28	25	21
Climate change	23	24	22	31	15	24	23	22
Intensification of agriculture, deforestation and over-fishing	16	18	15	14	20	15	18	13
Man made disasters	11	11	12	8	11	11	14	13
Land use change and development	8	9	7	5	10	8	7	7
Plants and animals introduced into our ecosystems	3	3	3	5	1	4	3	2
Other	0	-	0	-	-	0	-	-
Don't know	14	11	16	14	15	10	11	21

What Threatens Biodiversity The Most?

All Adults 16+: 1,000

		CLASS			REGION				AREA	
	Total	ABC1	C2DE	F*	Dublin	Leinster	Munster	Conn Ulster	Urban	Rural
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Intensification of agriculture, deforestation and over-fishing	16	19	14	12	20	19	12	12	19	11
Man made disasters	11	11	12	10	9	12	12	14	10	14
Land use change and development	8	8	7	11	6	6	10	9	7	9
Plants and animals introduced into our ecosystems	3	3	3	2	4	3	2	3	4	2
Other	0	-	0	-	-	-	0	-	0	-
Don't know	14	7	18	18	13	12	17	11	13	14

What Threatens Biodiversity The Most?

All Adults 16+: 1,000

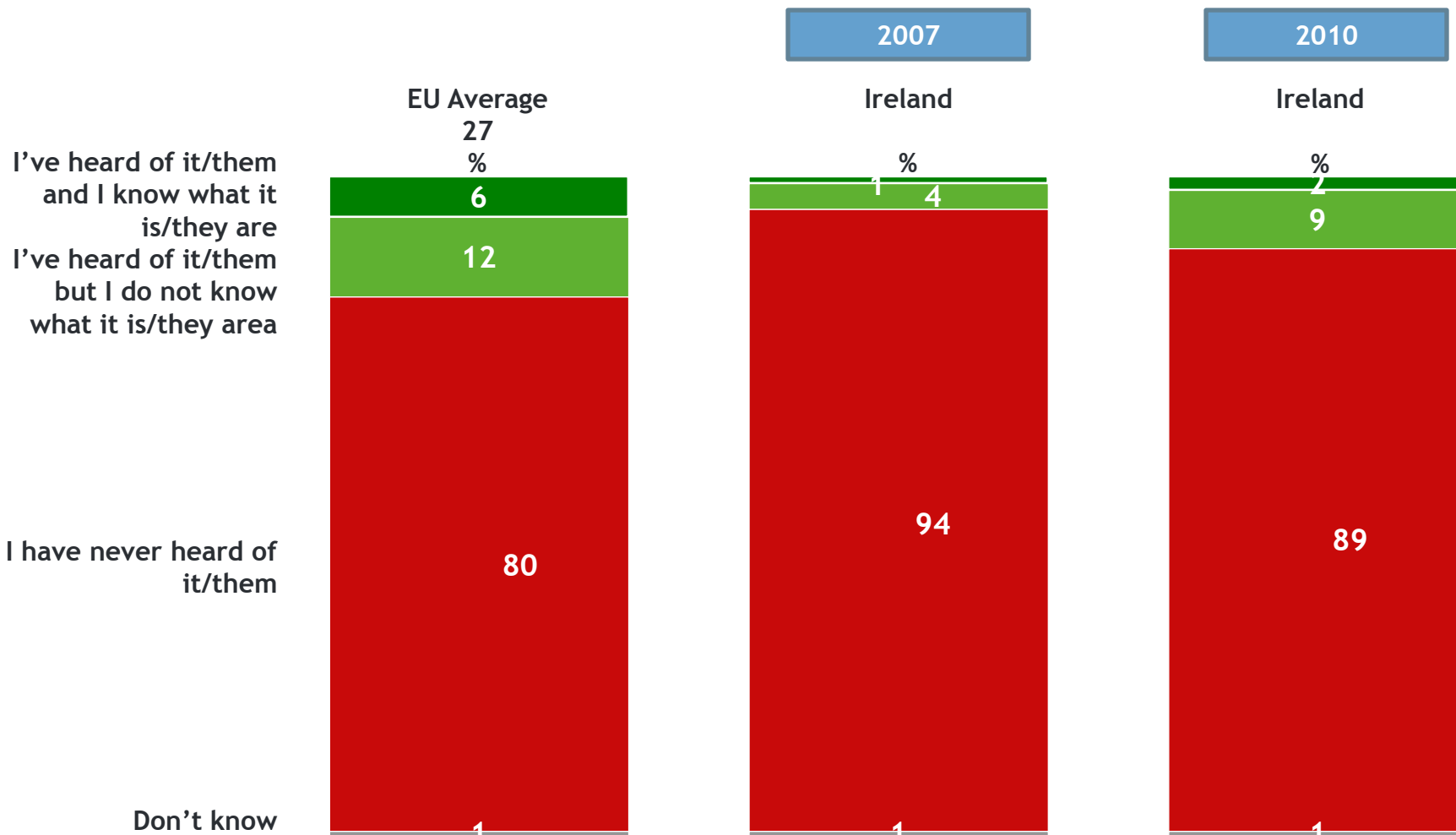
	Total	BIODIVERSITY AWARENESS			IRELAND		GLOBAL	
		Heard & Know	Heard & Don't know	Never Heard	Serious	Not Serious	Serious	Not Serious
<i>Base:</i>	1006	184	295	527	639	201	773	46
	%	%	%	%	%	%	%	%
Pollution of air/water	26	36	29	20	28	26	29	28
Climate change	23	15	25	24	23	25	22	23
Intensification of agriculture, deforestation and over-fishing	16	21	21	12	20	15	20	8
Man made disasters	11	13	7	13	12	14	12	12
Land use change and development	8	11	8	7	9	8	9	8
Plants and animals introduced into our ecosystems	3	3	4	2	3	3	3	3
Other	0	-	-	0	0	-	0	-
Don't know	14	0	7	22	5	10	5	18

Awareness of Organisations



Awareness of the Natura 2000 Network?

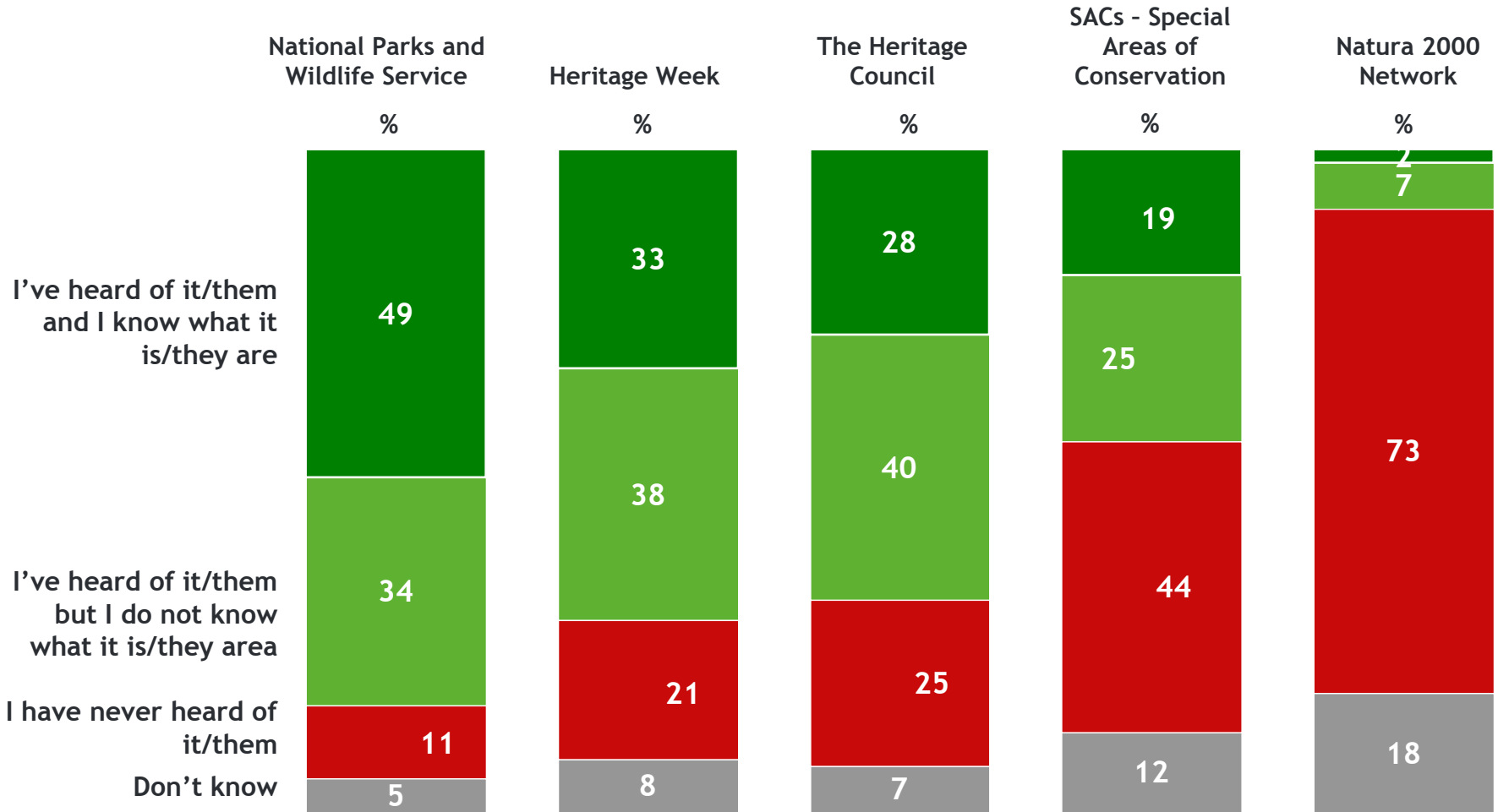
All Adults 16+



Modest increase in Irish awareness versus 2007.

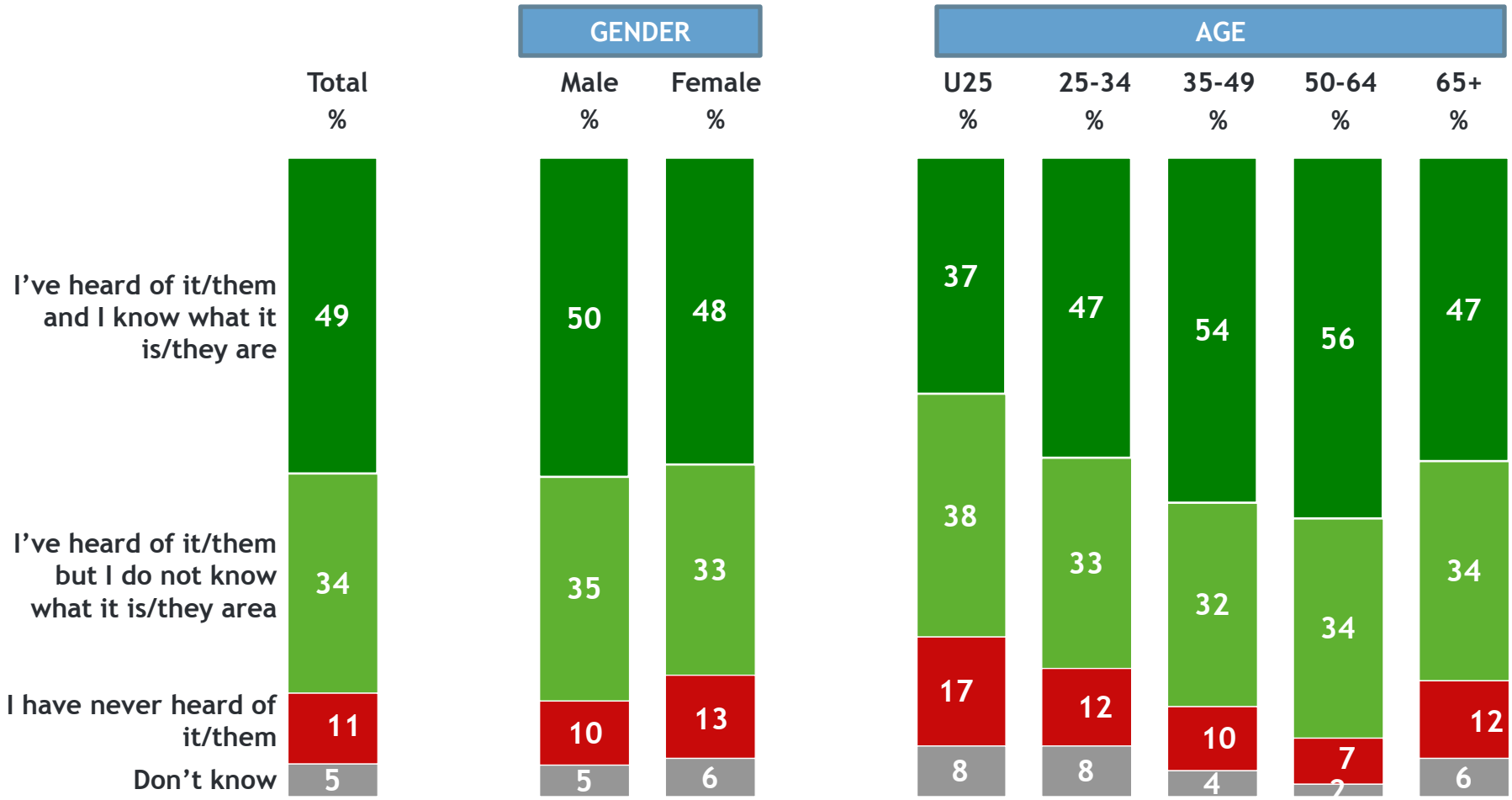
Awareness of...

All Adults 16+: 1,000



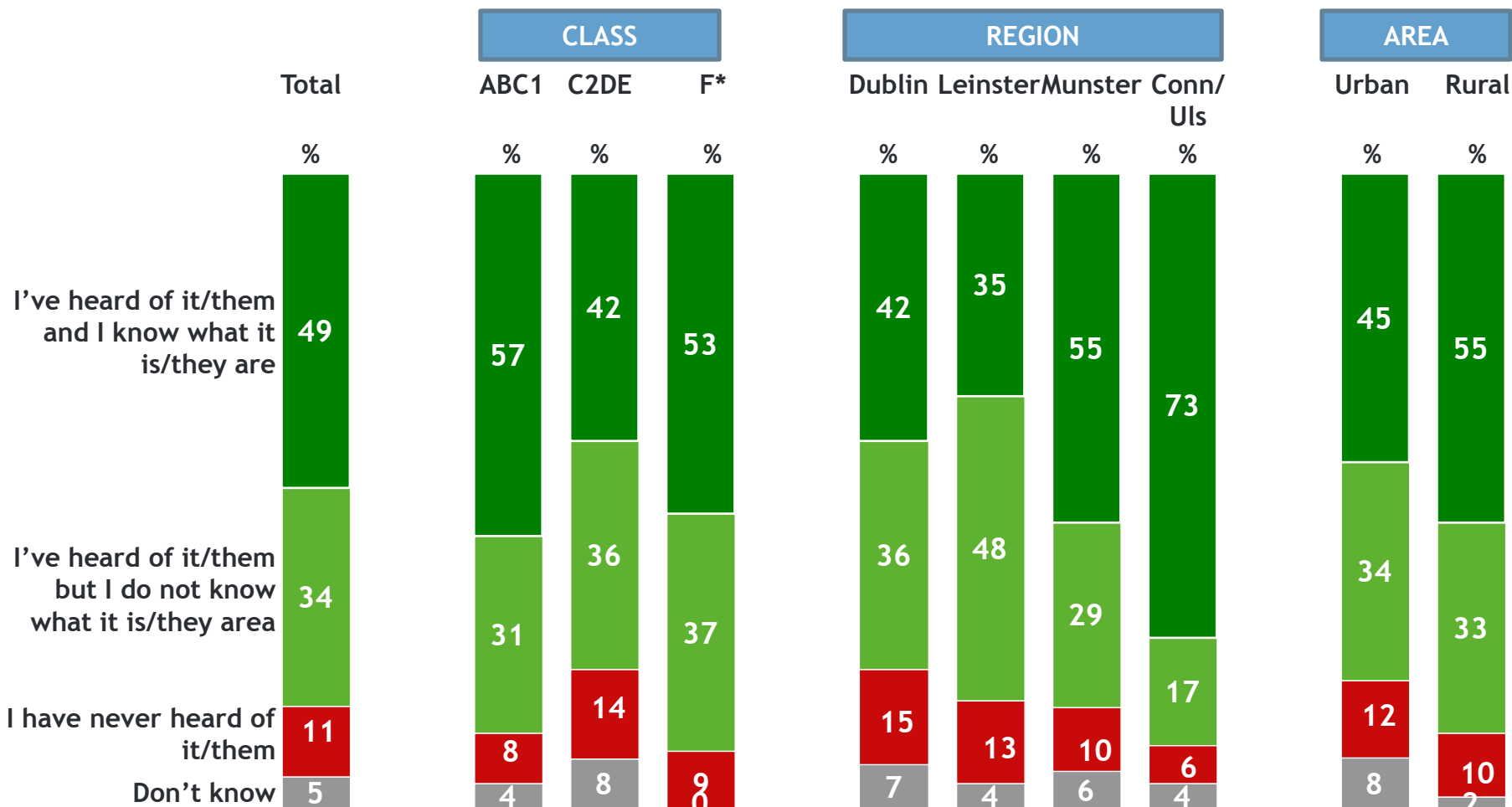
Awareness of National Parks and Wildlife Service

All Adults 16+: 1,000



Awareness of National Parks and Wildlife Service

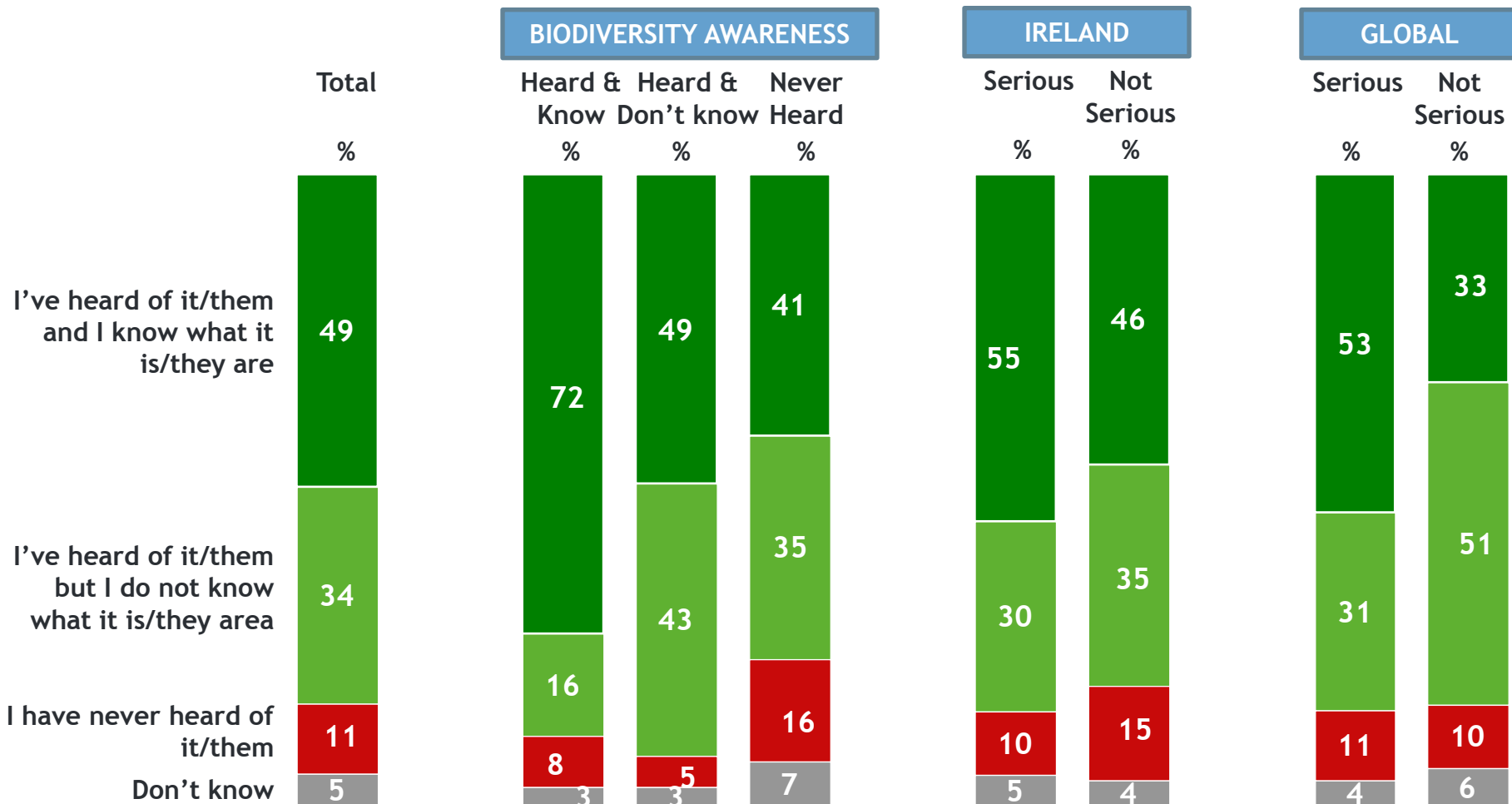
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* Caution low base

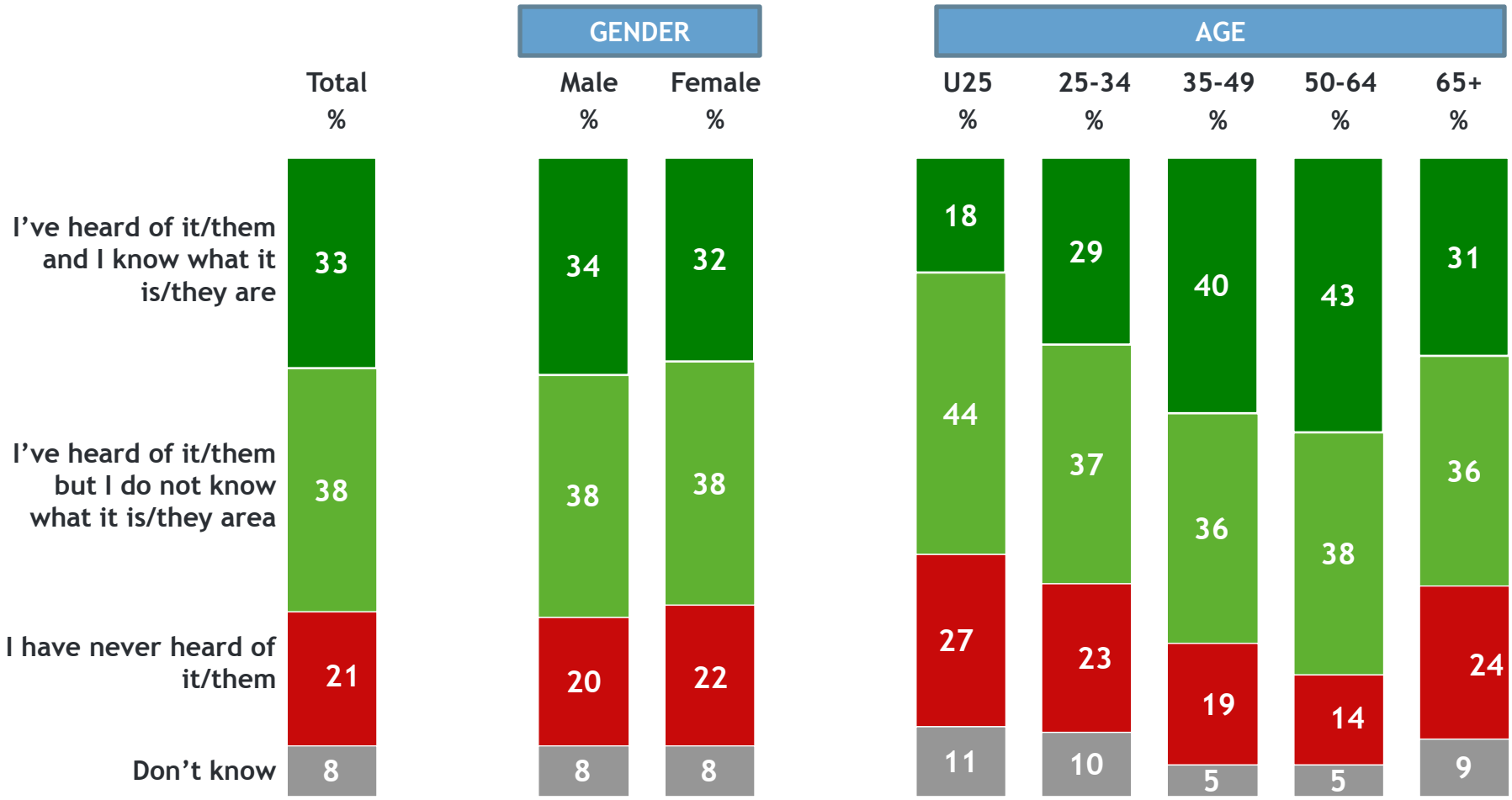
Awareness of National Parks and Wildlife Service

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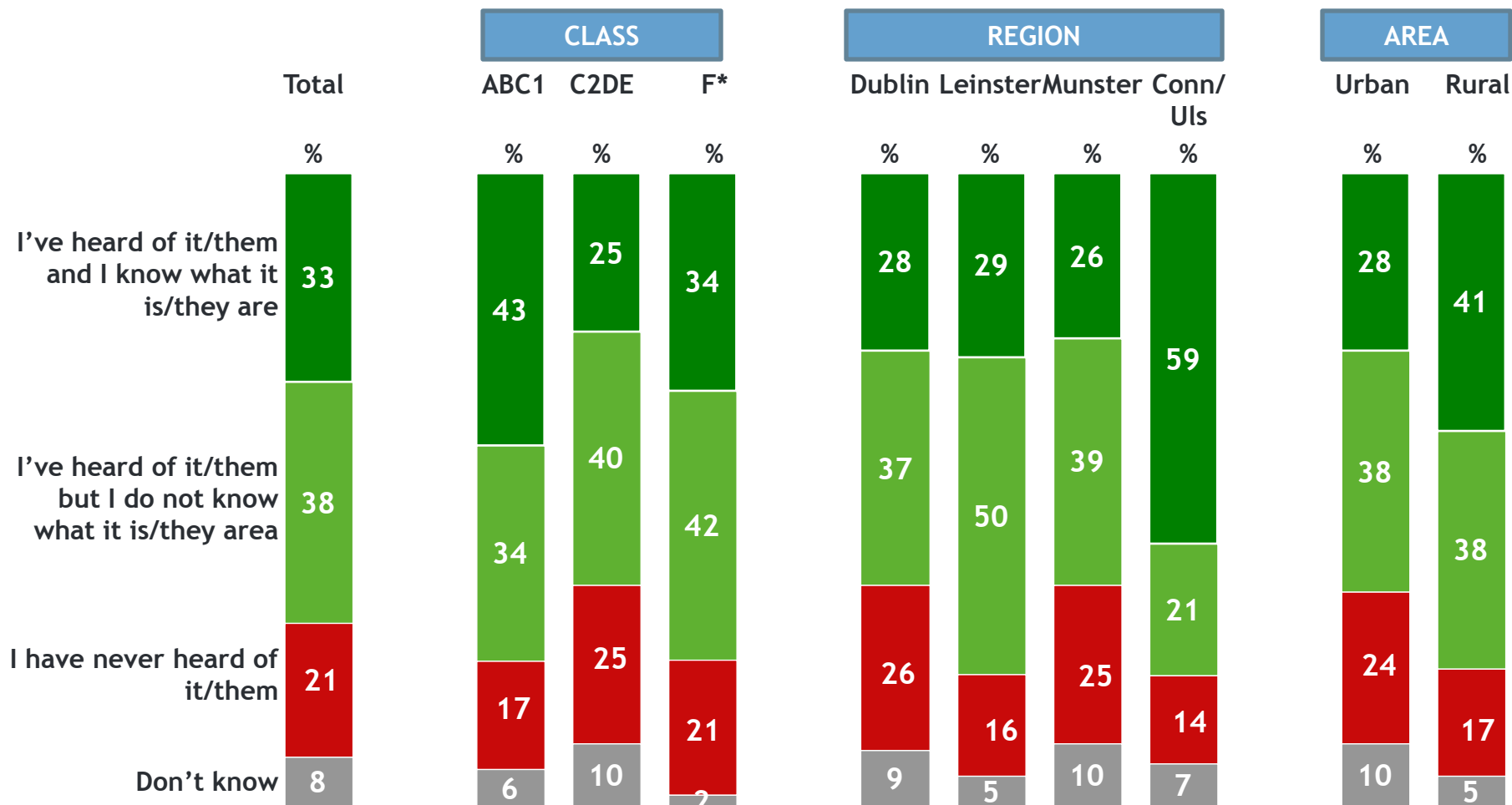
Awareness of Heritage Week

All Adults 16+: 1,000



Awareness of Heritage Week

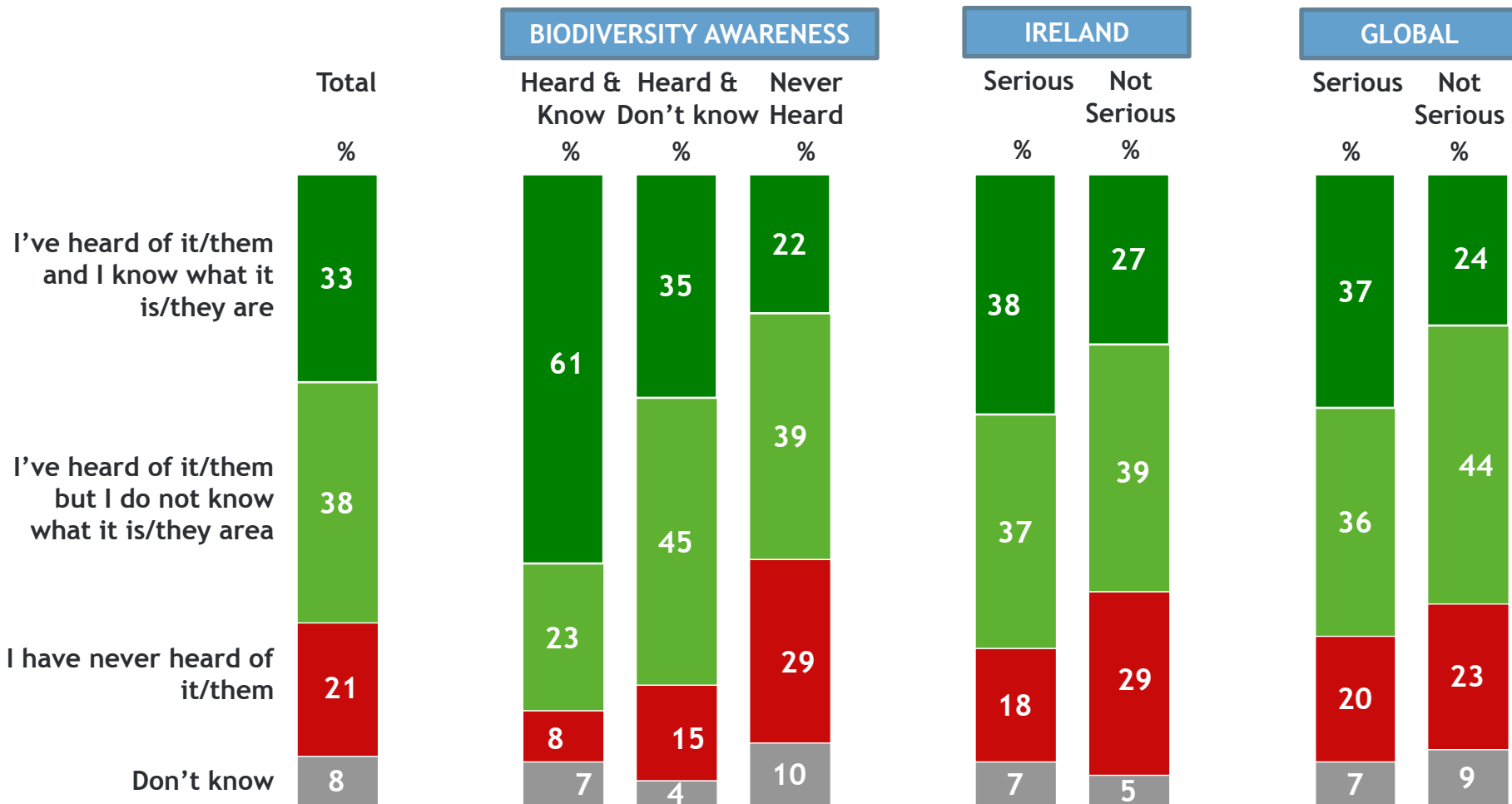
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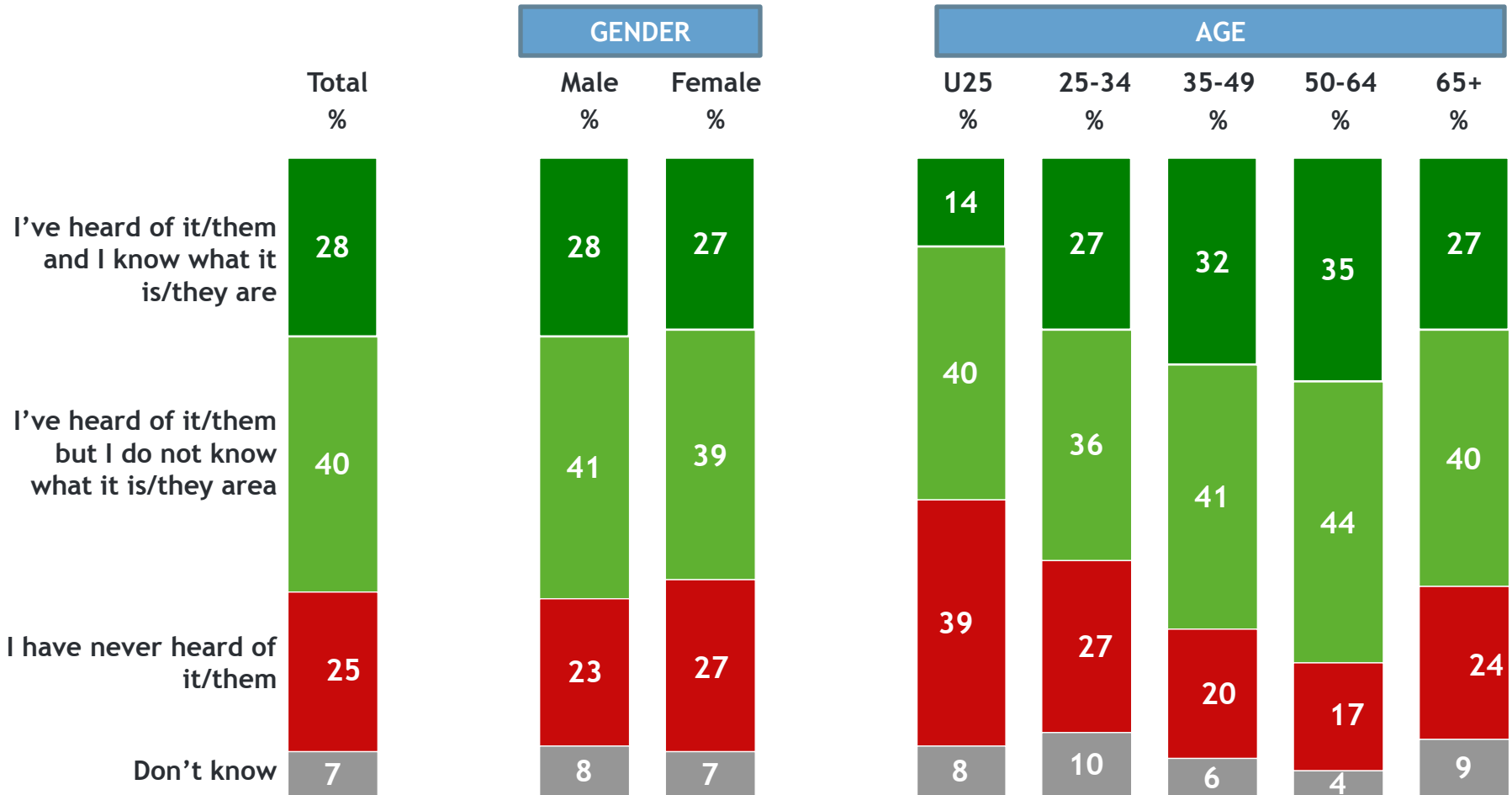
Awareness of Heritage Week

All Adults 16+: 1,000



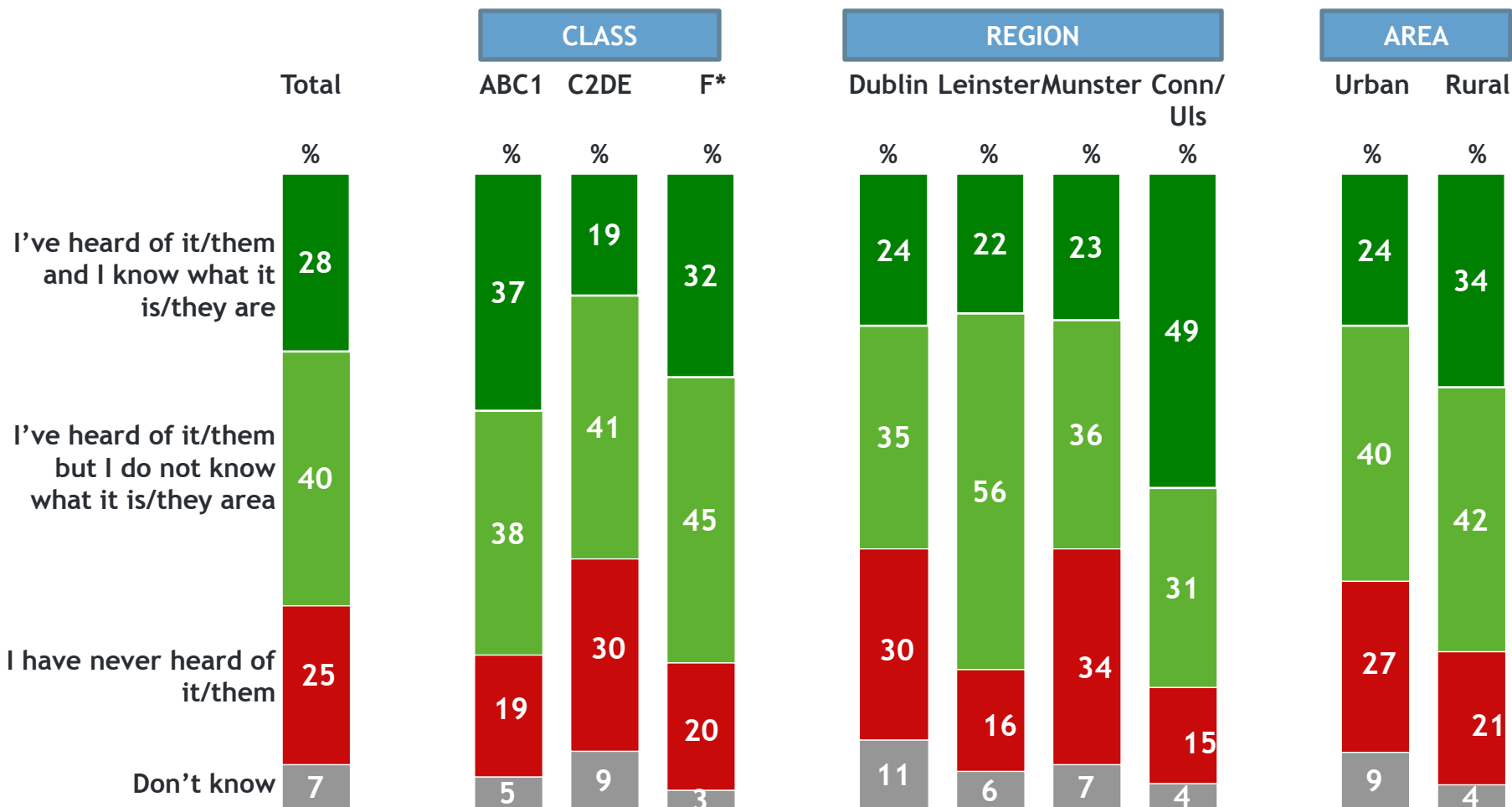
Awareness of The Heritage Council

All Adults 16+: 1,000



Awareness of The Heritage Council

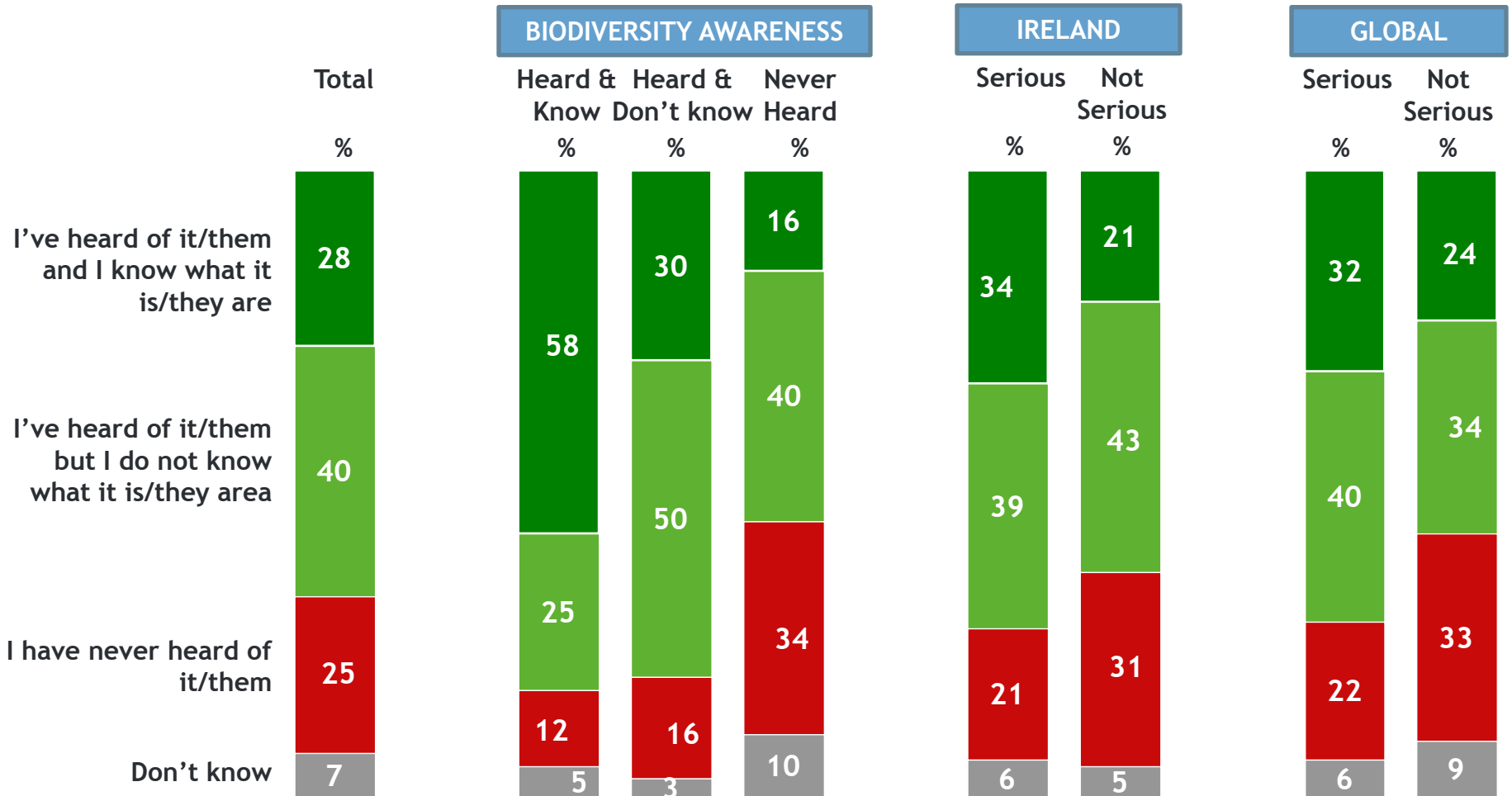
All Adults 16+: 1,000



* Caution low base

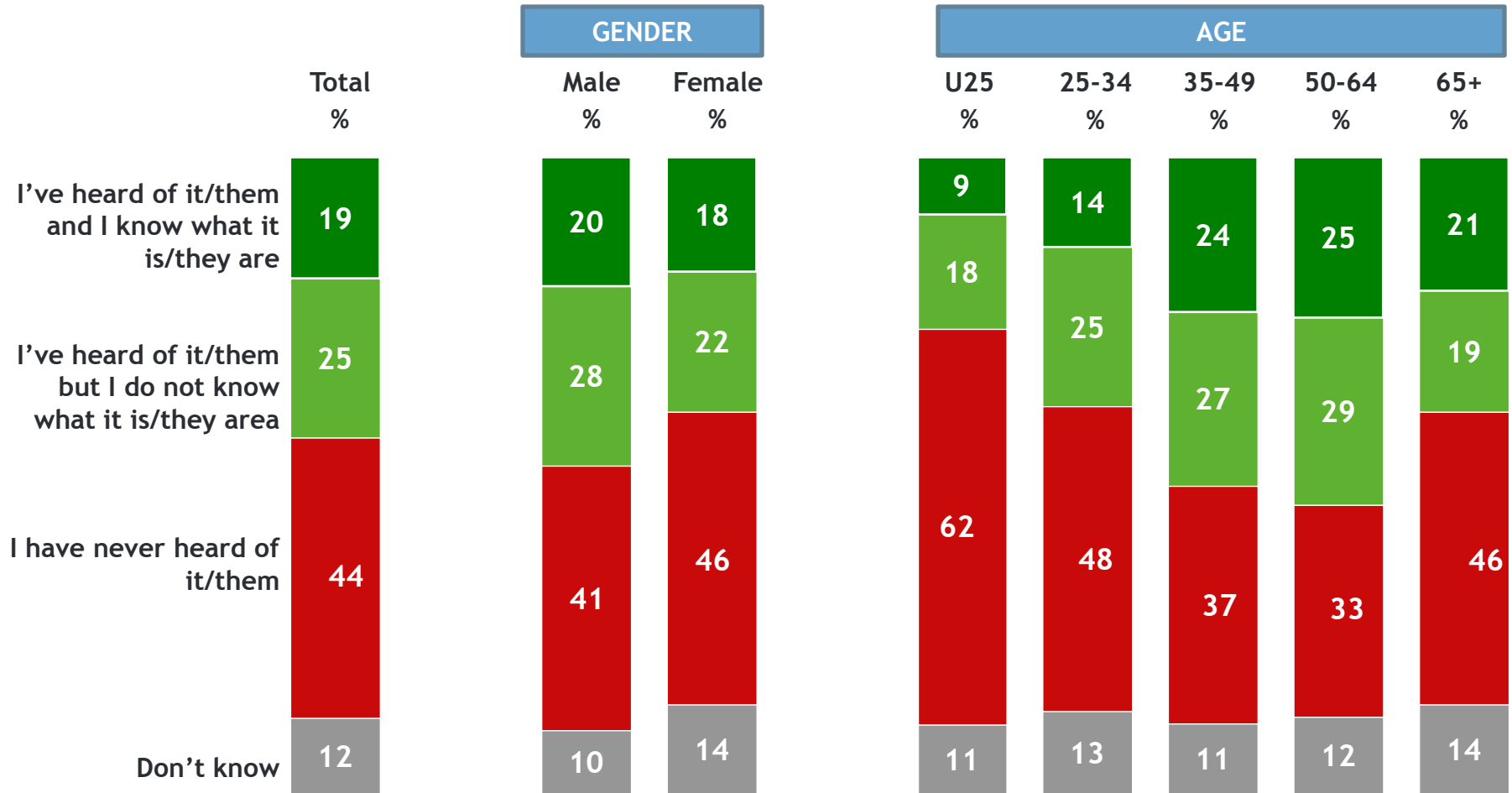
Awareness of The Heritage Council

All Adults 16+: 1,000



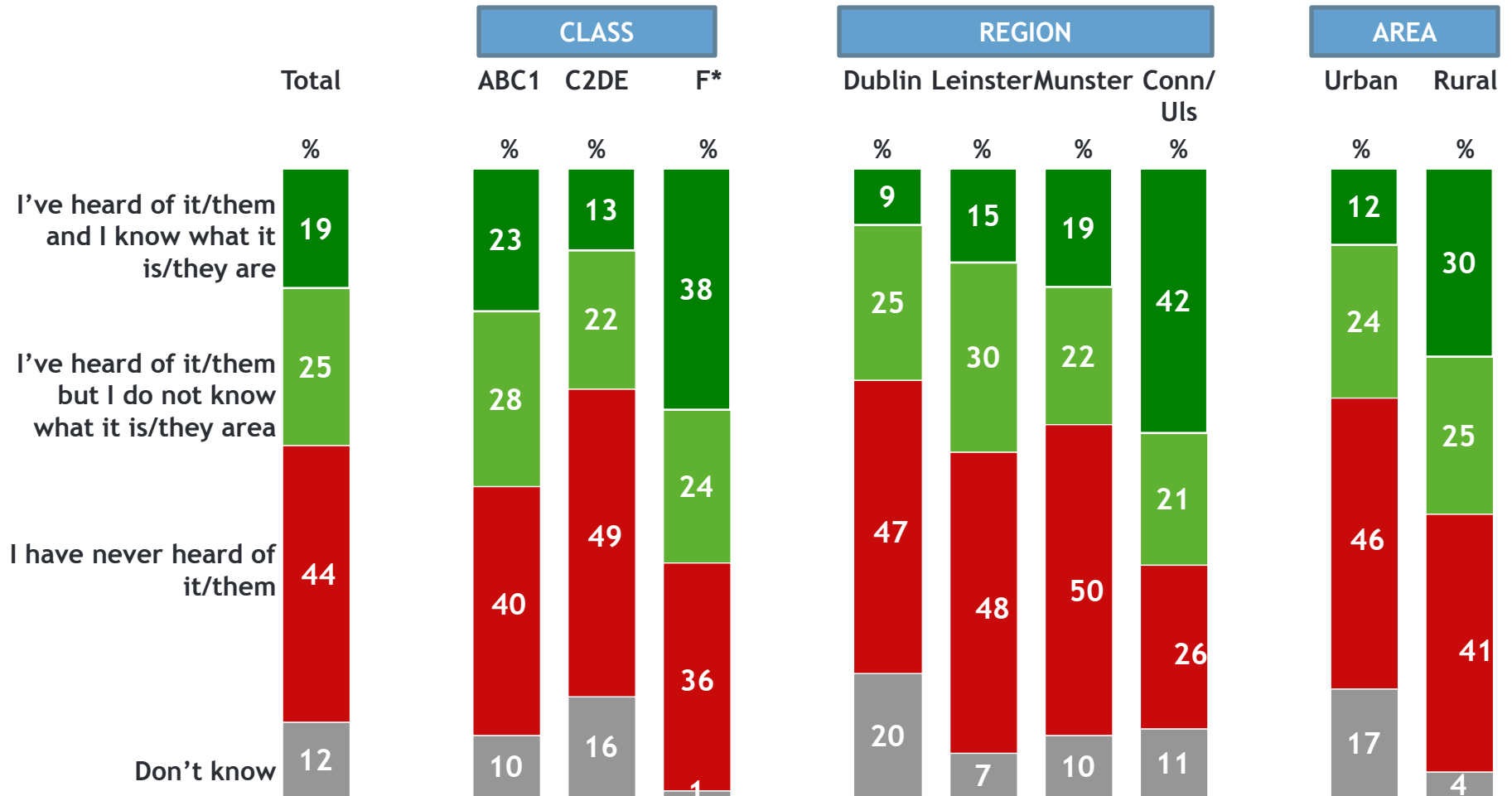
Awareness of SACs - Special Areas of Conservation

All Adults 16+: 1,000



Awareness of SACs - Special Areas of Conservation

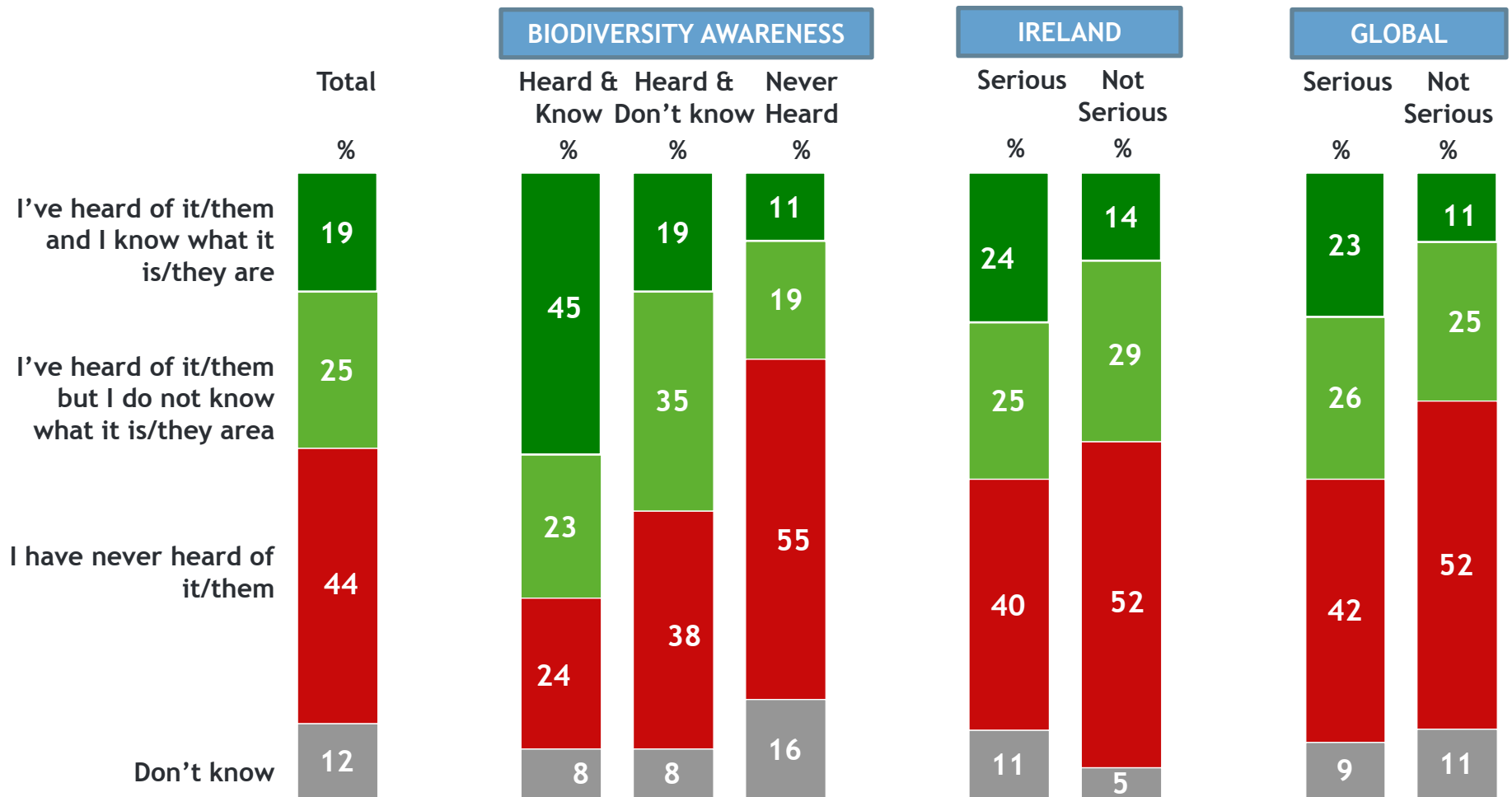
All Adults 16+: 1,000



* Caution low base

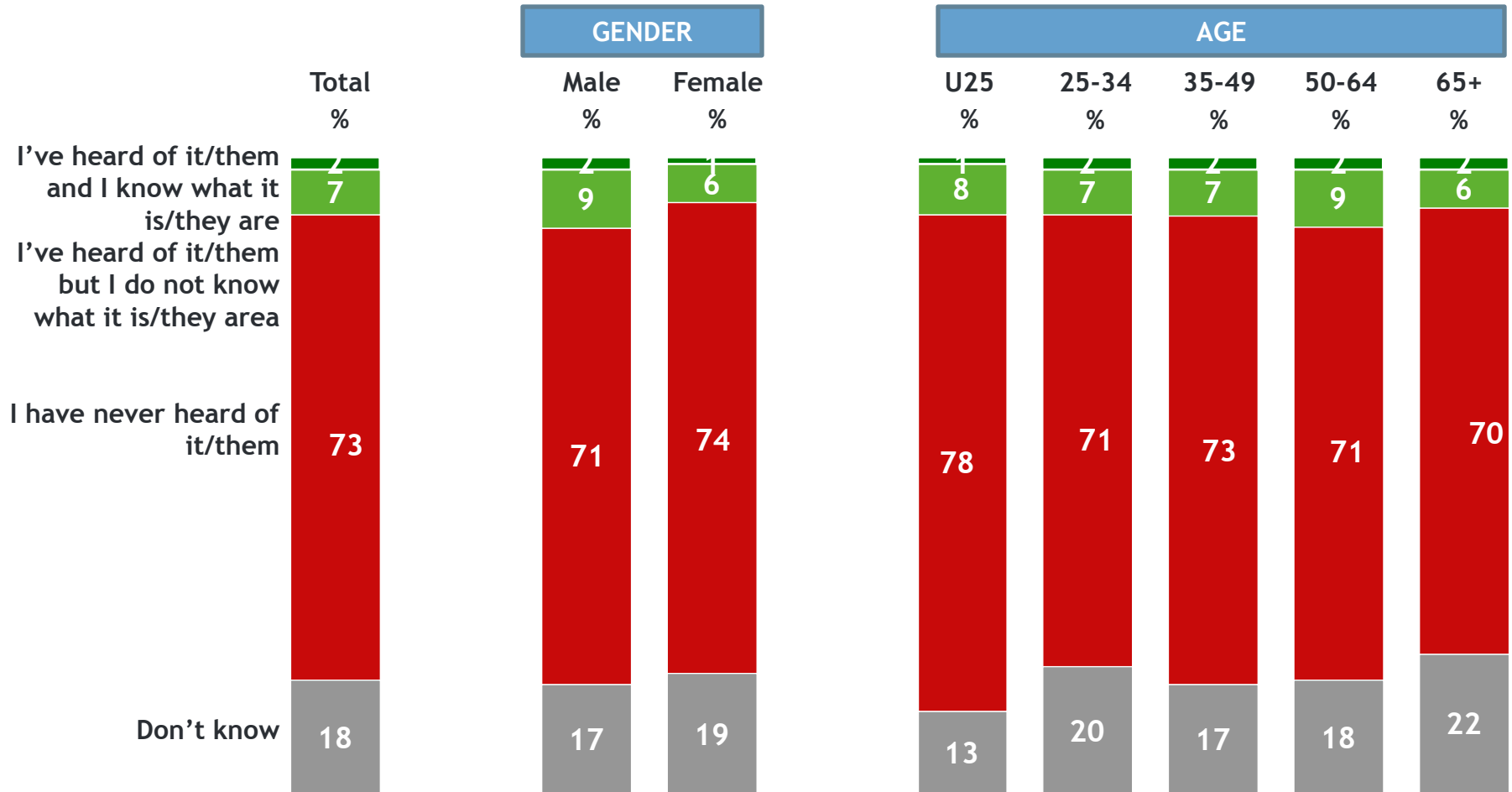
Awareness of SACs - Special Areas of Conservation

All Adults 16+: 1,000



Awareness of Natura 2000 Network

All Adults 16+: 1,000



Awareness of Natura 2000 Network

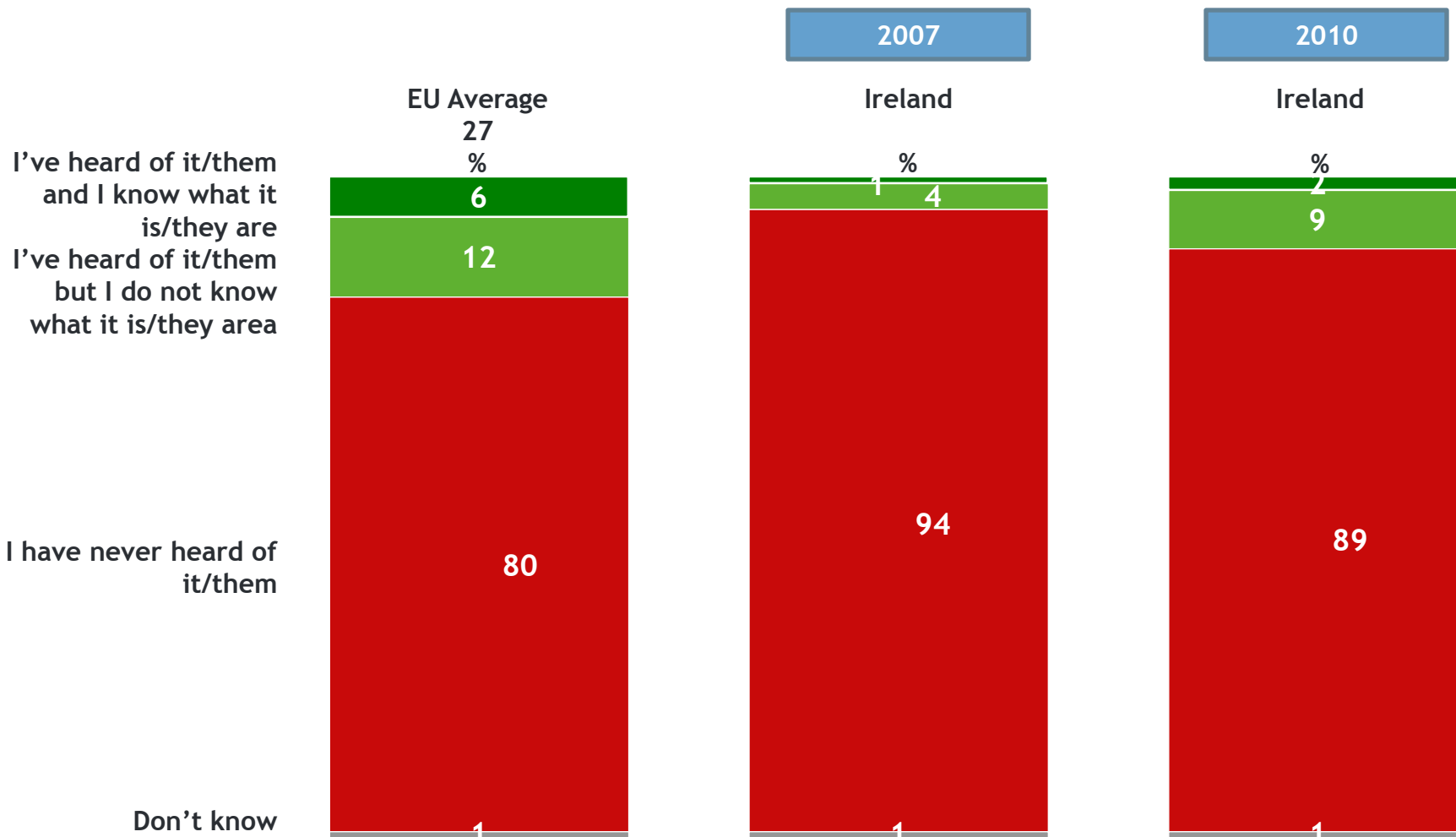
All Adults 16+: 1,000



* Caution low base

Awareness of the Natura 2000 Network?

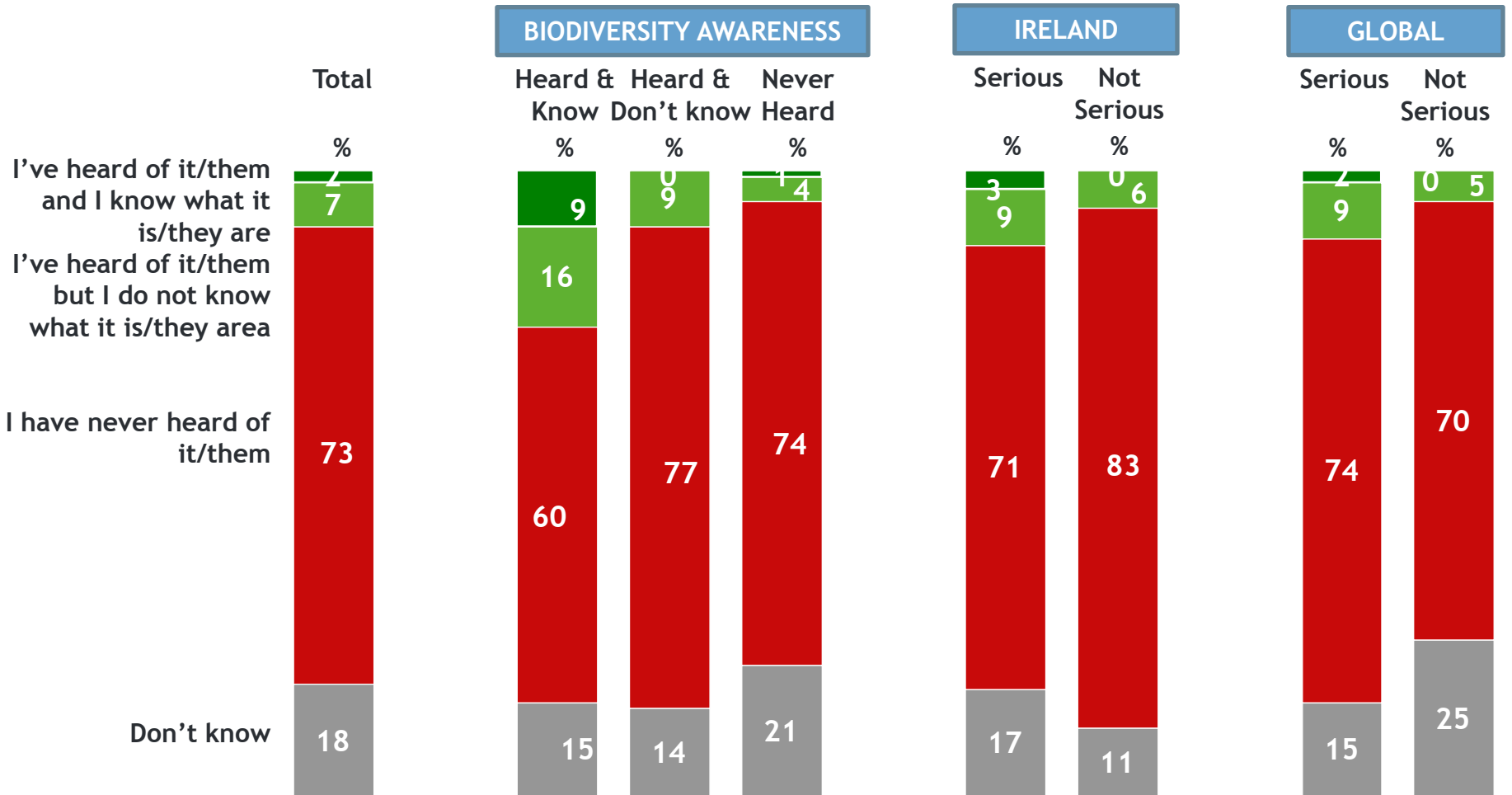
All Adults 16+



Modest increase in Irish awareness versus 2007.

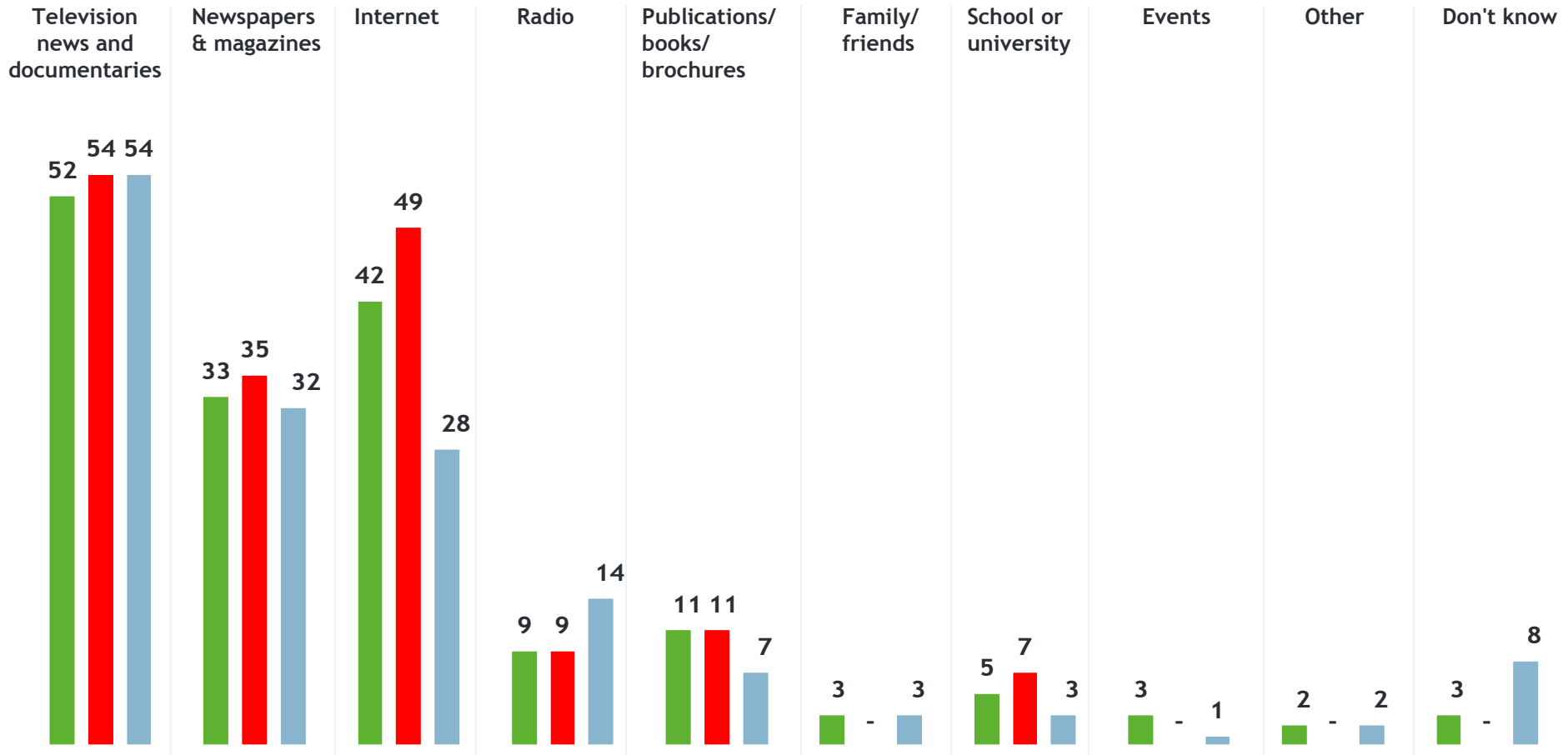
Awareness of Natura 2000 Network

All Adults 16+: 1,000



Sources of Information about Biodiversity such as Threats, Losses etc

All adults 16+



Internet is down significantly, suggesting personal / active interest has diminished.

Sources of Information about Biodiversity such as Threats, Losses etc

All Adults 16+: 1,000

		GENDER		AGE				
	Total	Male	Female	U25	25-34	35-49	50-64	65+
Base:	1006	498	508	161	214	272	211	148
	%	%	%	%	%	%	%	%
Television news and documentaries	54	57	52	50	51	55	56	62
Newspapers & magazines	32	31	32	21	30	33	40	35
Internet	28	27	30	40	36	33	18	6
Radio	14	16	11	11	12	12	14	21
Publications/books/brochures	7	7	7	8	4	5	9	11
Family/friends	3	4	3	3	5	2	4	3
School or university	3	3	2	12	1	0	1	
Events	1	1	1	1	1	0	1	1
Other	2	2	2	2	4	2	0	3
Don't know	8	7	9	7	11	6	7	9

Sources of Information about Biodiversity such as Threats, Losses etc

All Adults 16+: 1,000

	Total	CLASS			REGION				AREA	
		ABC1	C2DE	F*	Dublin	Leinster	Munster	Conn Ulster	Urban	Rural
<i>Base:</i>	1006	434	495	77	267	275	288	176	636	370
	%	%	%	%	%	%	%	%	%	%
Television news and documentaries	54	52	55	60	46	59	64	47	55	53
Newspapers & magazines	32	33	30	38	44	25	21	40	32	32
Internet	28	33	26	22	27	39	15	35	26	31
Radio	14	14	14	12	14	20	11	8	11	18
Publications/books/brochures	7	8	6	7	10	6	4	10	8	6
Family/friends	3	3	3	5	3	3	1	8	3	5
School or university	3	2	2	6	2	1	4	4	3	2
Events	1	1	1	2	1		1	2	1	1
Other	2	2	2	1	1	1	6	0	1	3
Don't know	8	5	10	7	6	4	15	6	8	8

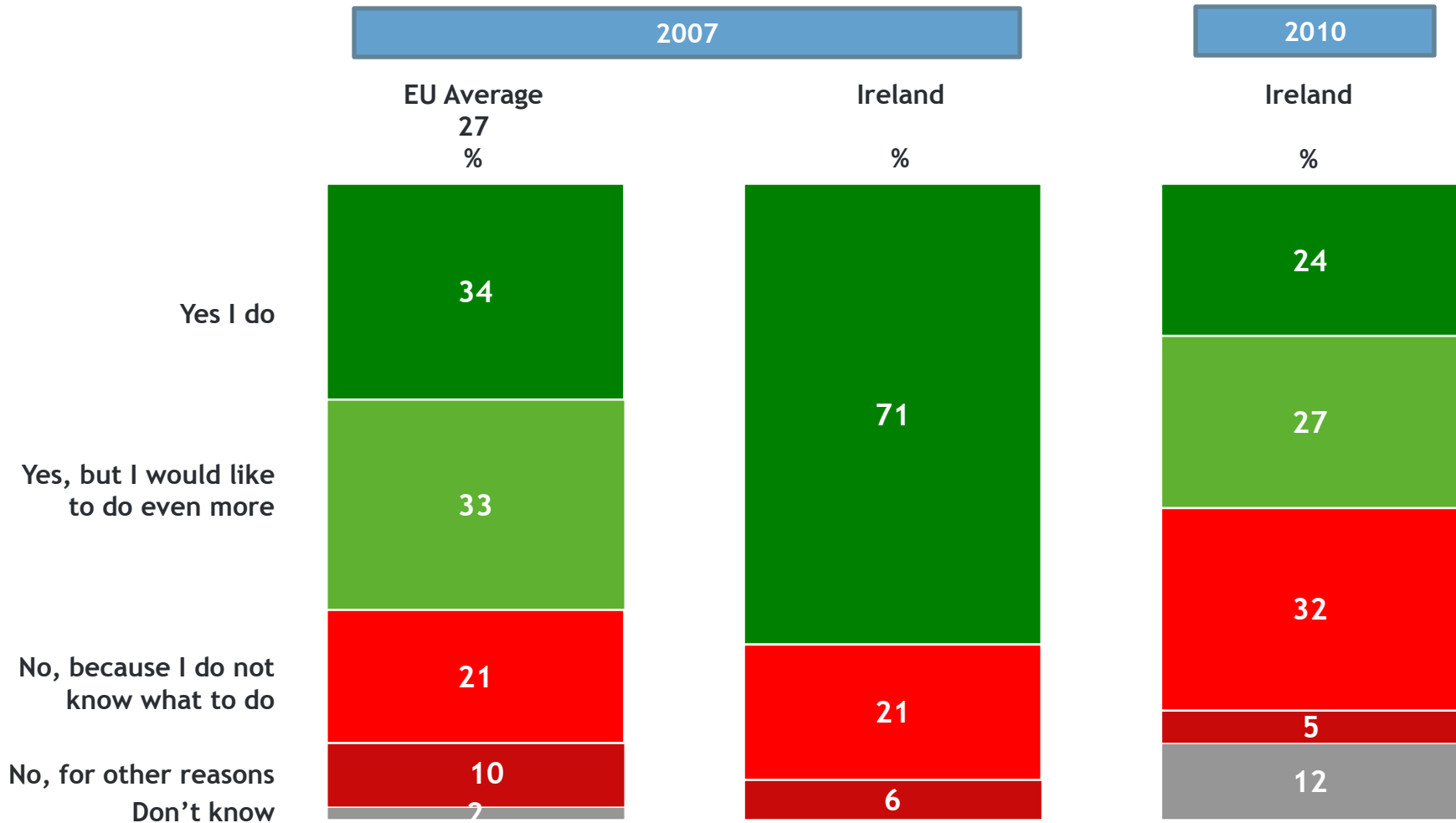
Sources of Information about Biodiversity such as Threats, Losses etc

All Adults 16+: 1,000

		BIODIVERSITY AWARENESS			IRELAND		GLOBAL	
	Total	Heard & Know	Heard & Don't know	Never Heard	Serious	Not Serious	Serious	Not Serious
<i>Base:</i>	1006	184	295	527	639	201	773	46
	%	%	%	%	%	%	%	%
Television news and documentaries	54	53	61	51	55	65	56	59
Newspapers & magazines	32	37	41	25	35	30	35	32
Internet	28	31	27	28	32	25	32	28
Radio	14	17	16	11	14	11	14	6
Publications/books/brochures	7	10	6	7	9	4	8	2
Family/friends	3	5	3	3	4	2	3	
School or university	3	6	4	1	3	2	3	2
Events	1	3	1	0	1	0	1	
Other	2	3	2	2	2	1	2	
Don't know	8	1	3	13	5	7	5	9

Personally Make an Effort to Protect Biodiversity

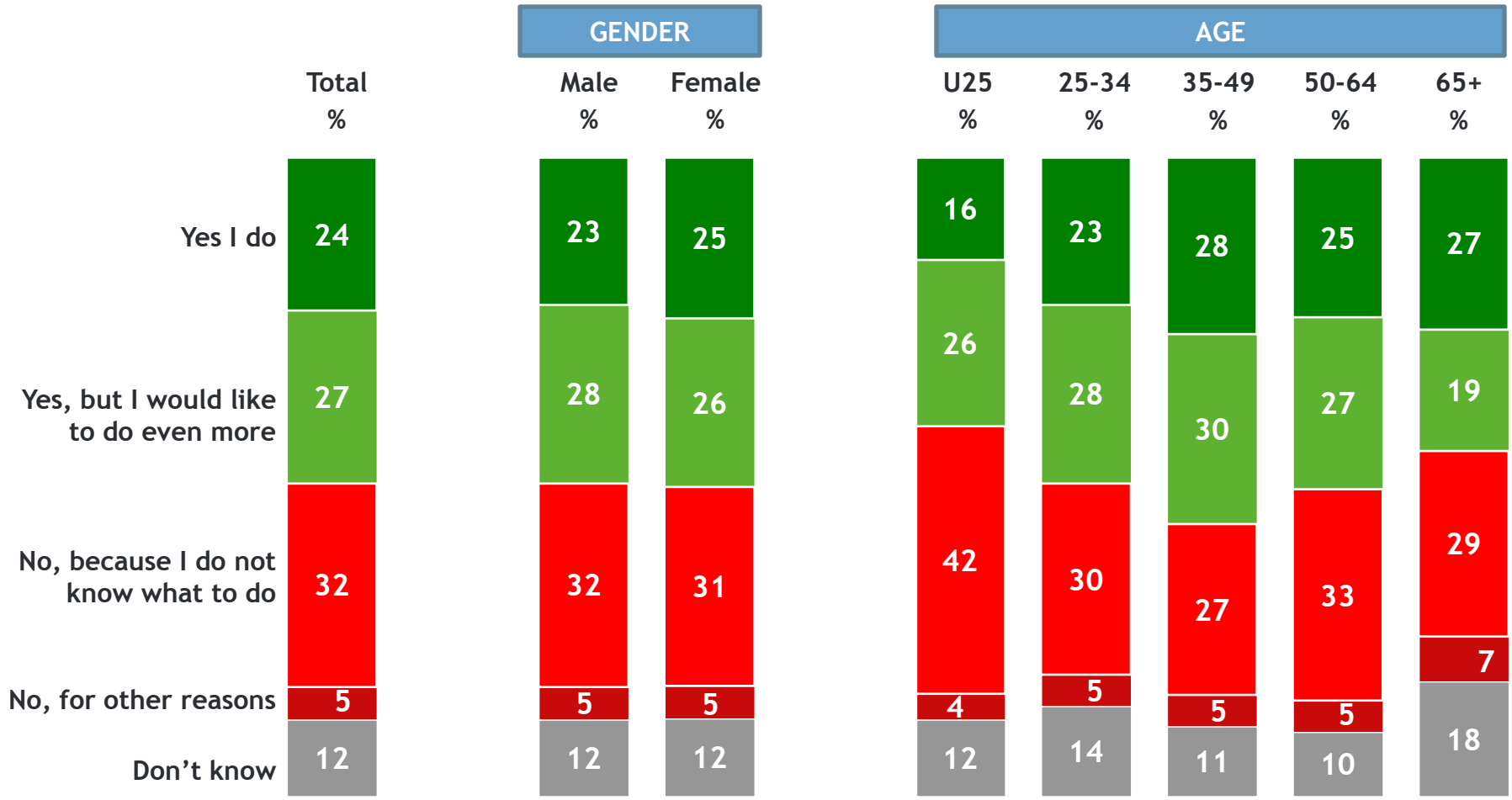
All Adults 16+



No significant change in Irish awareness versus 2007.

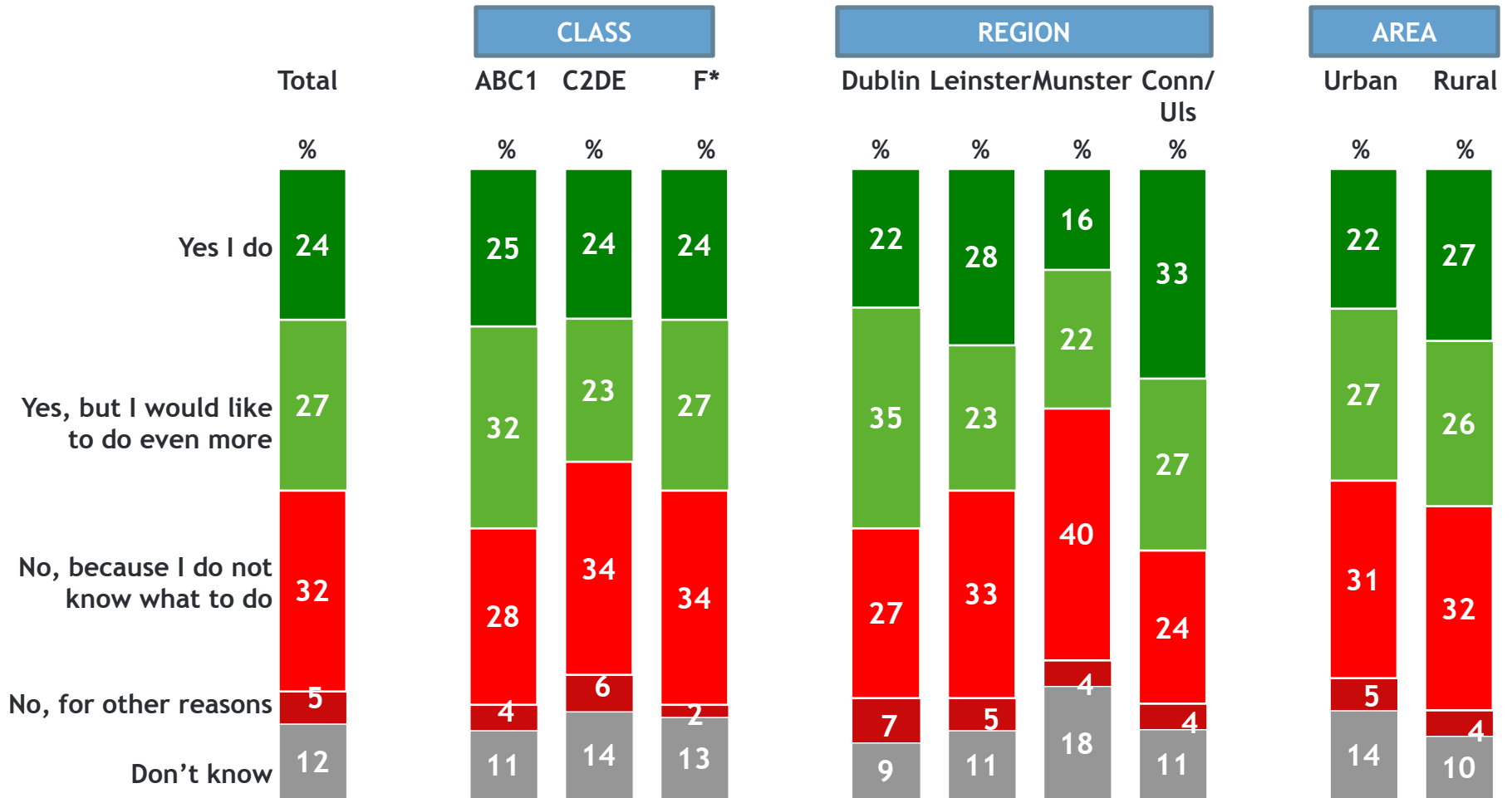
Personally Make an Effort to Protect Biodiversity

All Adults 16+: 1,000



Personally Make an Effort to Protect Biodiversity

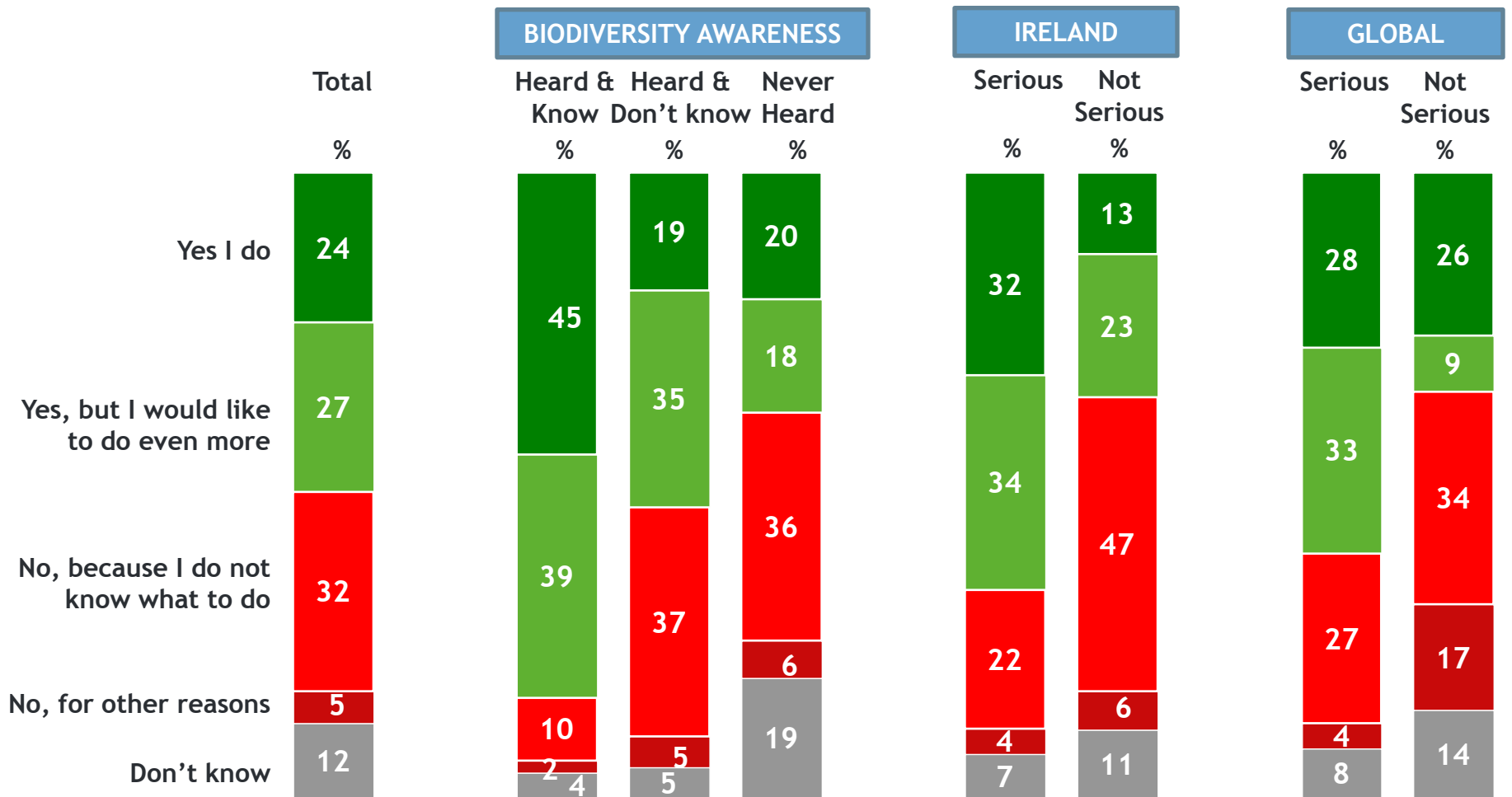
All Adults 16+: 1,000



* Caution low base

Personally Make an Effort to Protect Biodiversity

All Adults 16+: 1,000



Profile of Respondents - Biodiversity

All Adults 16+: 1,000

	TOTAL	BIODIVERSITY		
		Heard & Know	Heard & Don't know	Never Heard
	%	%	%	%
SEX				
Male	49	60	53	44
Female	51	40	47	56
AGE				
U25	17	12	20	17
25-34	22	24	20	23
35-49	27	33	27	25
50-64	19	20	22	18
65+	14	11	11	17
SOCIAL CLASS				
ABC1	41	55	51	31
C2DE	51	37	39	62
F	8	8	10	7
REGION				
Dublin	28	25	31	27
Leinster	26	22	32	25
Munster	28	26	22	32
Conn/Ulster	18	26	15	17
AREA				
Urban	61	55	58	65
Rural	39	45	42	35

Profile of Respondents - People Making Effort

All Adults 16+: 1,000

	TOTAL	PEOPLE MAKING EFFORT		
		Yes	No	Don't know
	%	%	%	%
SEX				
Male	49	49	50	49
Female	51	51	50	51
AGE				
U25	17	14	21	16
25-34	22	23	21	25
35-49	27	31	24	23
50-64	19	20	20	15
65+	14	13	14	21
SOCIAL CLASS				
ABC1	41	46	37	36
C2DE	51	46	56	55
F	8	8	8	8
REGION				
Dublin	28	32	26	19
Leinster	26	27	27	23
Munster	28	21	33	41
Conn/Ulster	18	21	14	16
AREA				
Urban	61	59	61	68
Rural	39	41	39	32

Key Findings



Key Findings

1. Awareness of Biodiversity and Impact of its Loss

- There is no real changes in awareness of biodiversity since 2007 - awareness is broadly steady across demographics
- A significant shift has occurred in how 'loss of biodiversity' is interpreted:
 - ❖ Climate change is now very strongly associated with the term (6% → 30%)
 - ❖ In addition, Ireland having been below the EU27 average in 2007 in terms of associating various issues as connected to 'loss of biodiversity' have seen a significant improvement, with Ireland now on par with the EU27 average:
 - Certain animals/plants becoming endangered
 - Decline in natural habitats
 - Loss of natural heritage
 - ❖ And Ireland has in fact moved ahead of the EU27 2007 average on:
 - Forests will disappear
 - Problems with clean air/water/emissions

Key Findings

- Only two in ten Irish people feel they are well informed about the loss of biodiversity; no change versus 2007, which is well short of the EU average of just under four in ten.
- In terms of attitudes to biodiversity there is increased agreement versus 2007, on the economic impact with decreased agreement on softer, recreational issues - this could suggest that the softer side of biodiversity was a boomtime luxury, but in our challenging economic environment, this is not longer as relevant.
- When considering the extent to which loss of biodiversity is a problem or not, there is a marginal increase in those who feel there is a very serious problem (28% → 32%).
- On the global issue, there is actually a decrease in those who rate it as a very serious problem, evidence of the sense that there are greater global concerns at present (69% → 59%).
- In terms of impact of loss of biodiversity, the proportion claiming to be already affected is steady (12% → 13%), but there is an increase in those who expect to be affected (31% → 36%).

Key Findings

- When asked which species they feel are endangered in Ireland, half of all adults say they don't know. Birds generally register highest at 12% followed by fish 9%, squirrel 9%, foxes 5%, badgers 5%, eagles 4%, wildlife/animals generally 4%, corncrakes 4% and flowers/plants/greenery generally also at 4%.
- Air/water pollution (26%) and climate change (23%) are considered to be the greatest threats to biodiversity, with no change since 2007.

2. Awareness of Organisations

- There is a marginal increase in awareness of Natura 2000 Network (5% → 11%).
- Looking at awareness levels across the various organisations, National Parks and Wildlife Service registers highest at 49% aware and familiar with what they do, Heritage Week and the Heritage Council perform reasonably well at 33% and 25% respectively.

3. Demographic Analysis

- Across the data set, age, region and area have the most significant influence on attitudes, 35-49s are typically most engaged with the issue, Dubliners are concerned, while Connaught/Ulster acknowledge the impact of biodiversity loss.

Thank you