

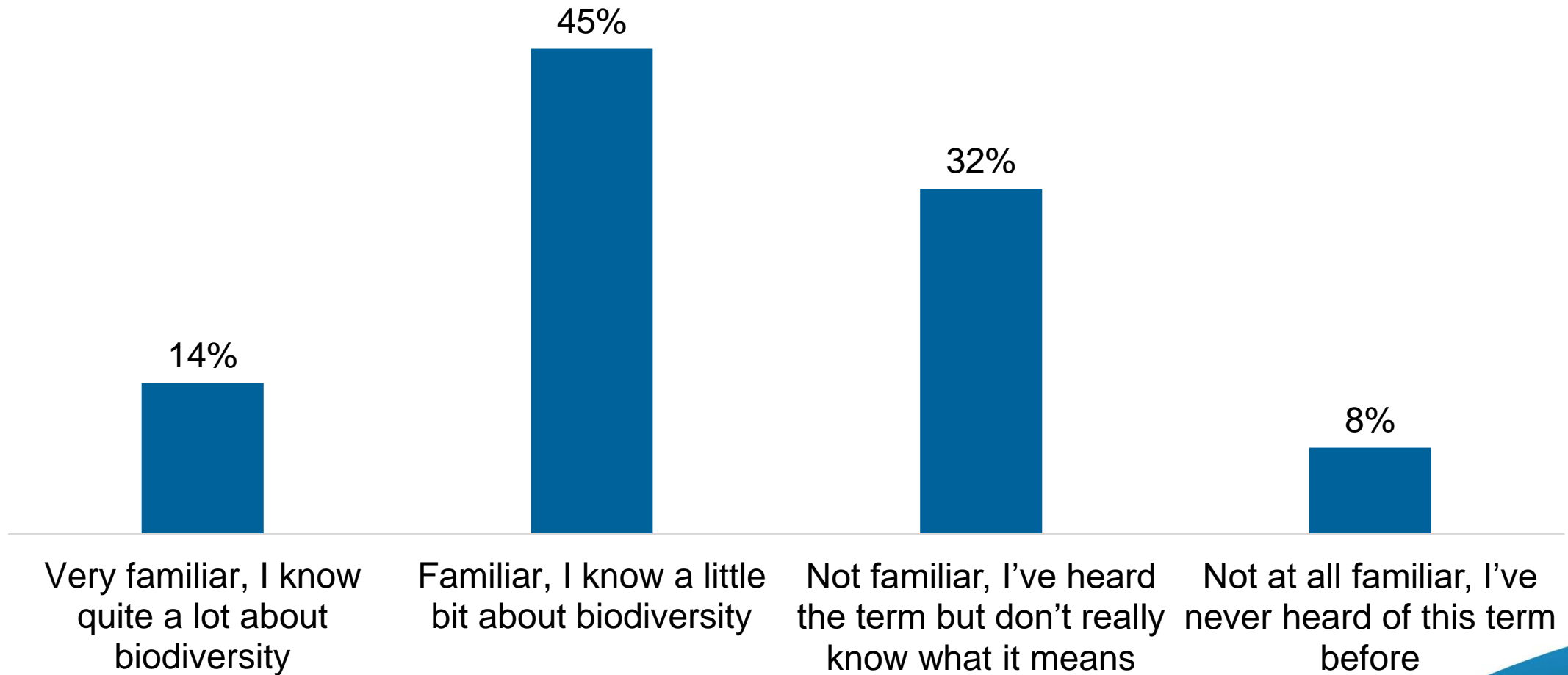
Biodiversity Survey September 2024

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Results

How familiar are you with the term 'biodiversity'?

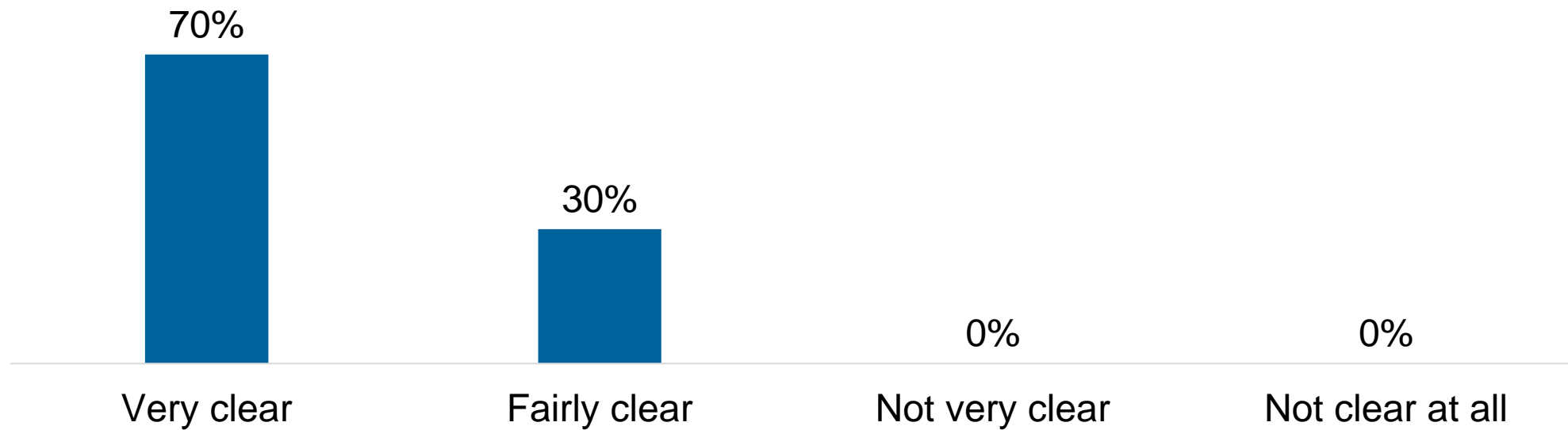


Results

We shared an explanation of biodiversity and asked participants how clear they felt the explanation was.



Biodiversity refers to the variety of different life found in an area. This includes all animals, insects, birds, plants, fungi, trees, shrubs, flowers, micro-organisms, and types of bacteria. The more variety an area has, the more biodiverse the area is.



Results

We showed participants a range of photographs and asked which they felt represent an area with good biodiversity.

The figures in blue boxes are respondents who were familiar to biodiversity. The orange boxes represent results from those who are unfamiliar.



A selection of cultivated plants in a garden

An area in which a large variety of species can live

An area where you can watch wildlife, e.g. birds or foxes

A large area of the same plant, such as a farmer's field

A manicured, largely grass lawn

A green space such as a public park or football field

46%

90%

73%

39%

15%

27%

33%

83%

70%

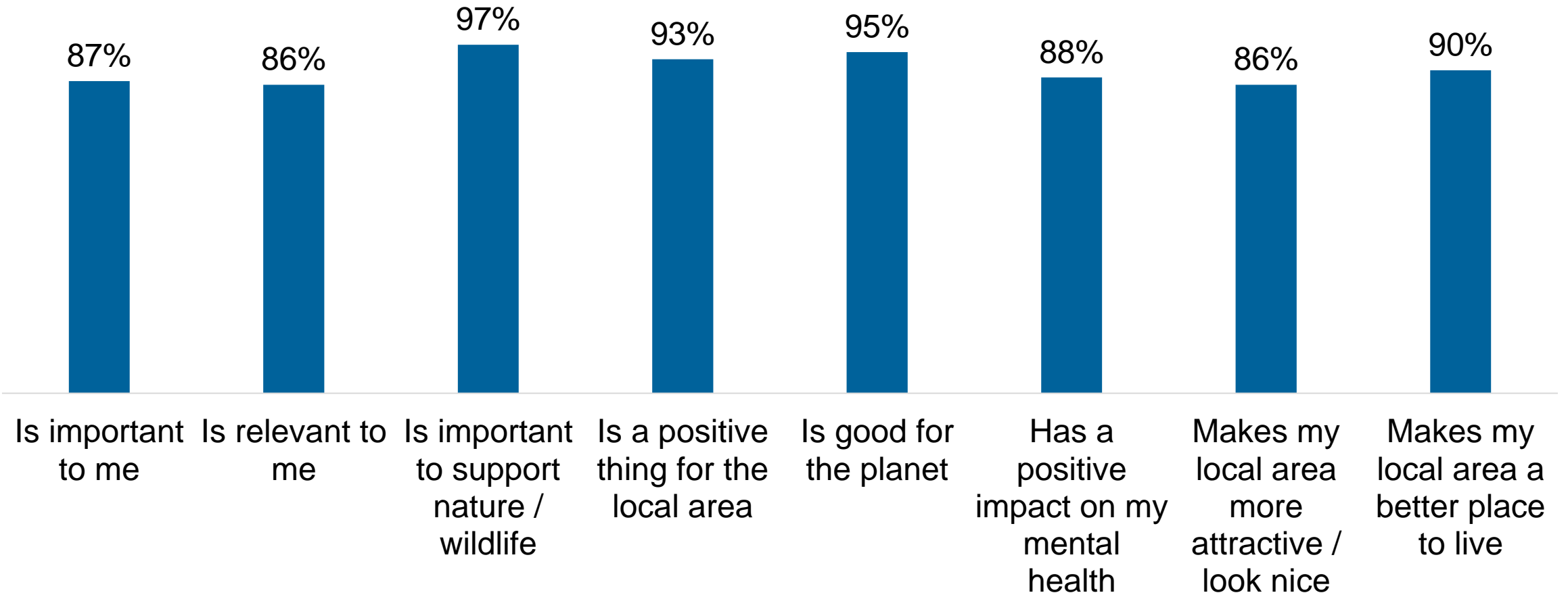
43%

13%

23%

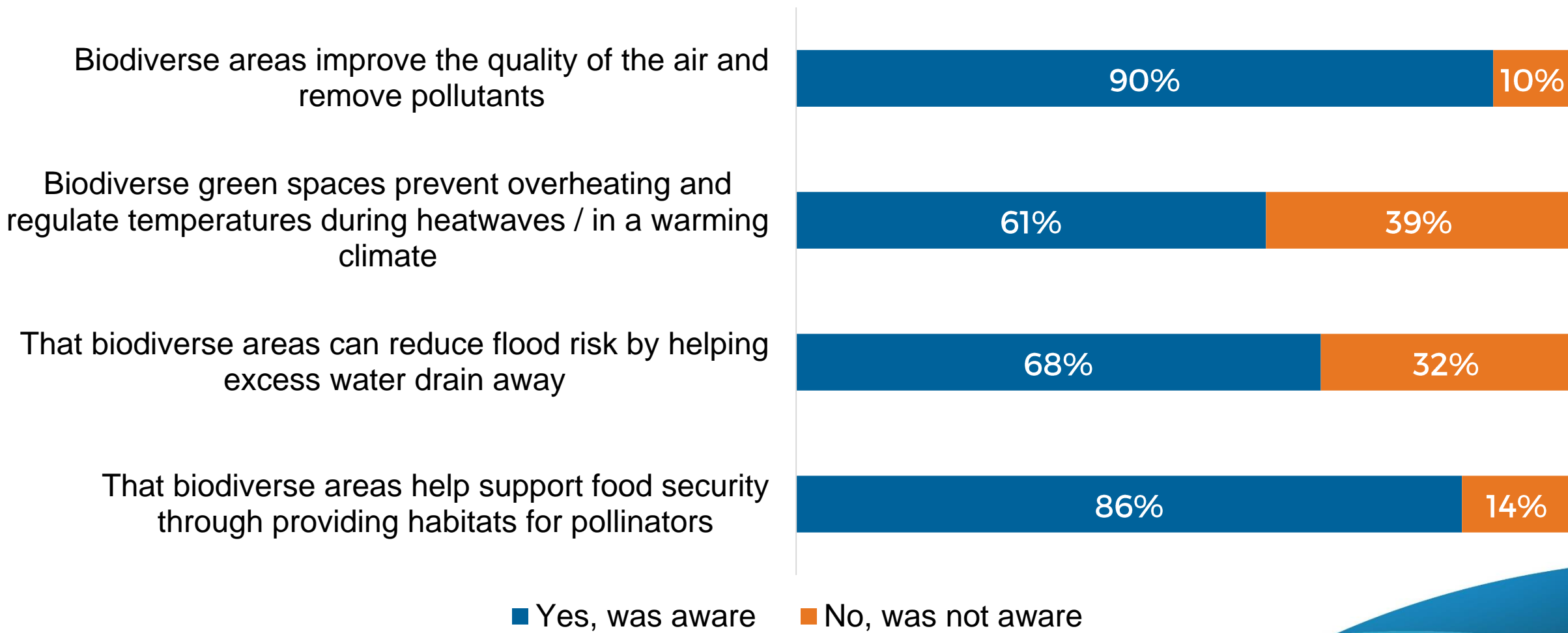
Key results

To what extent do you agree with the following statements about biodiversity.



Key results

There are a number of benefits of having biodiverse areas.
Before today, were you aware of the following:



Key results

Here's an image of how a biodiverse area of wildflowers may look. Which of the following words or phrases best describe your reaction to the image.



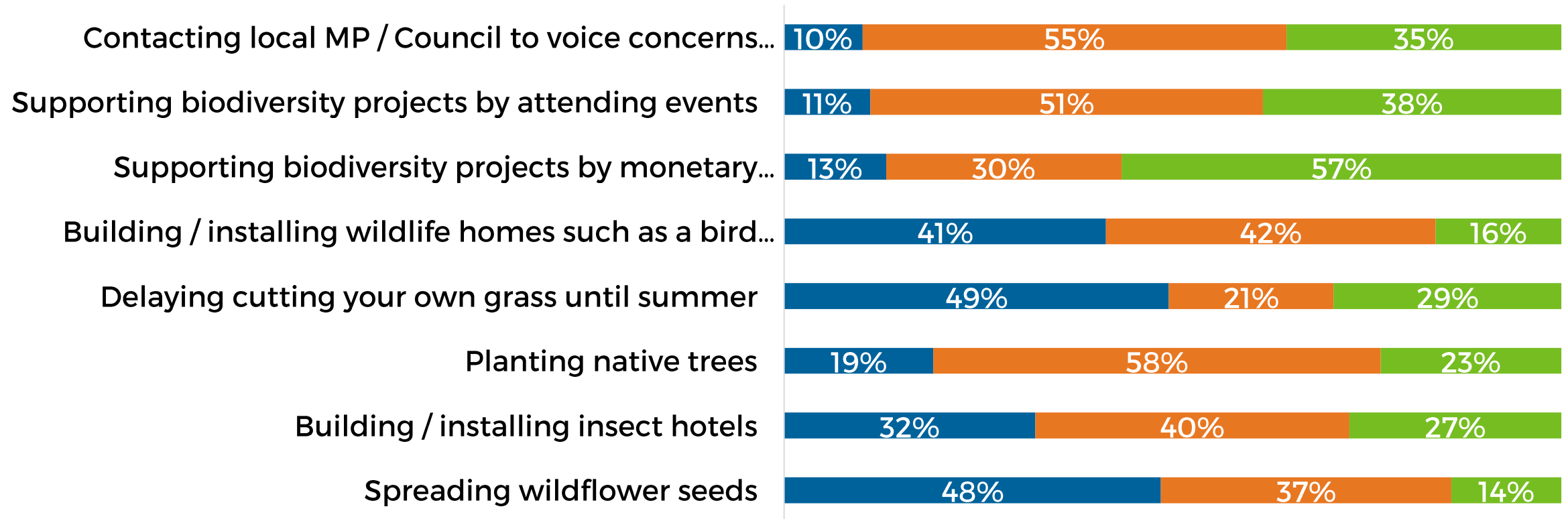
Words	Percentage
Delighted	31%
Content	31%
Enthusiastic	25%
Energised	20%
Proud	15%
Indifferent	11%
Frustrated	7%
Other (specify)	5%
Annoyed	2%
Confused	1%
Bored	1%

Key results

We would like to understand more about our colleagues' current involvement in biodiversity initiatives.



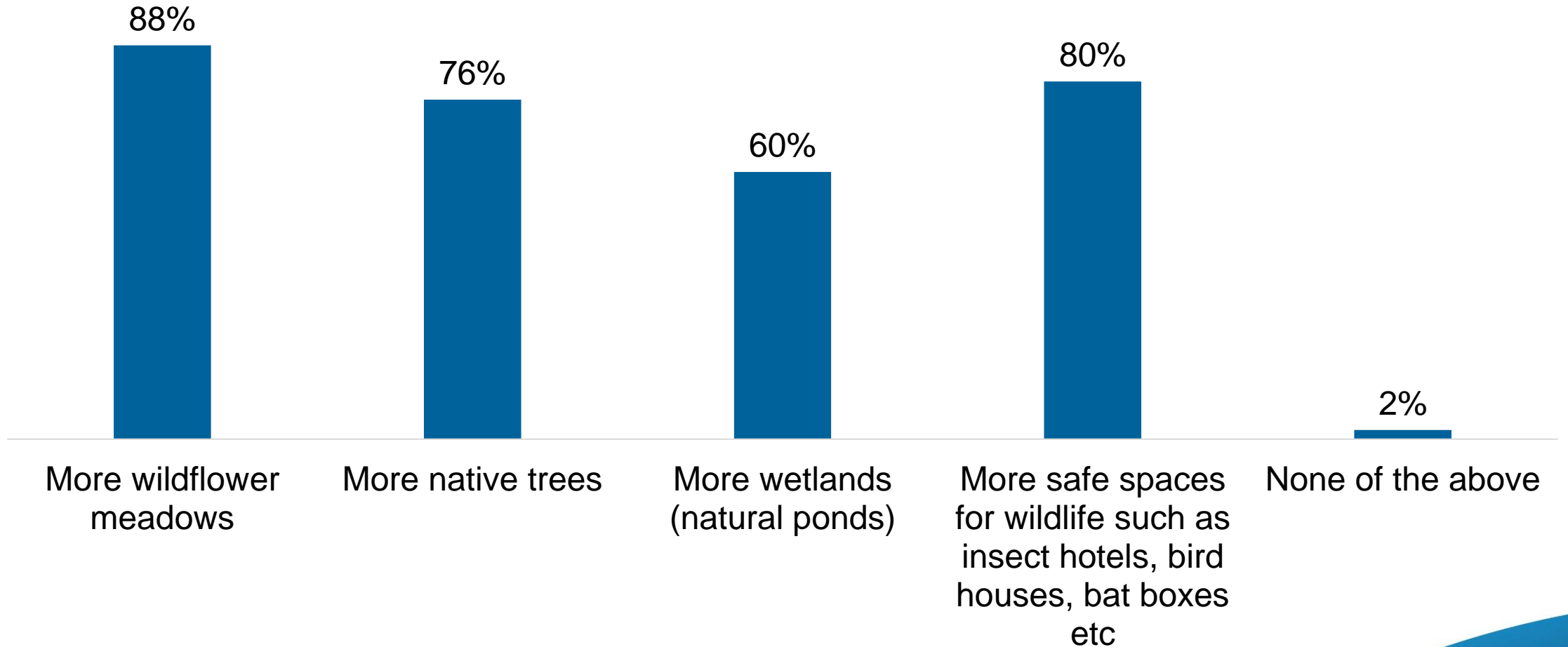
Which of the following have you participated in?



■ Yes, been involved in / supported ■ Not been involved, but interested ■ Not been involved and not interested

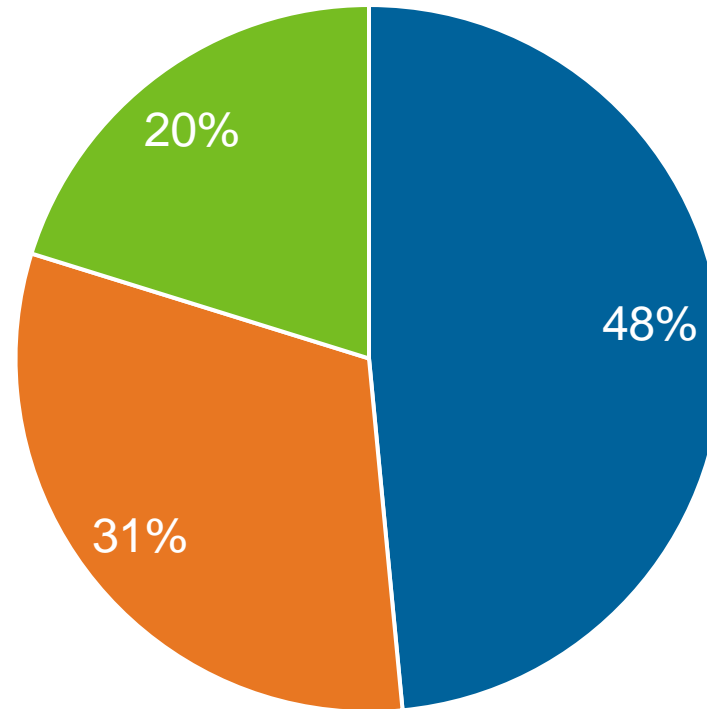
Key results

What would you like to see more of in your community?



Key results

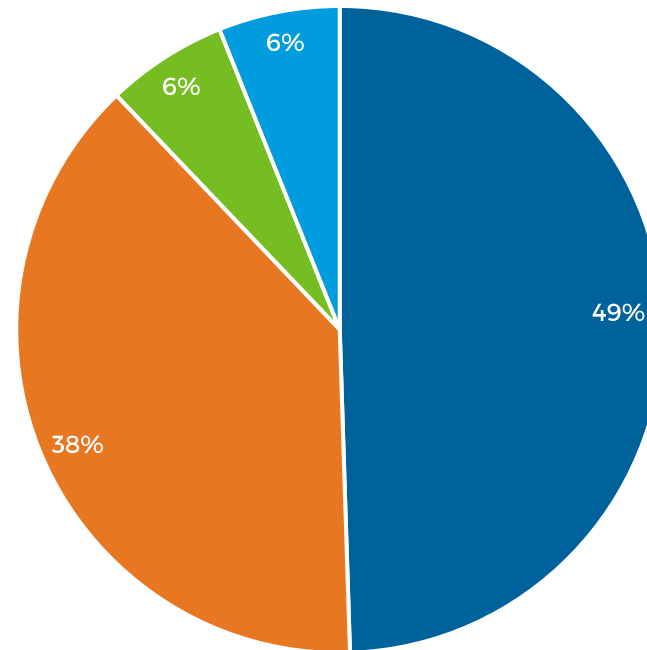
Thinking about where you live, do you consider it to be a biodiverse area?



■ Yes ■ No ■ Don't know / not sure

Key results

Would you like to see more biodiverse areas where you live?



- Yes, lots more
- Yes, a few more
- No, I don't want any more
- Don't know / not sure