



# NAPPC Pollinator Communications Survey

POLLINATOR  
PARTNERSHIP

## INTRODUCTION

During the October 2021 North American Pollinator Protection Campaign (NAPPC) conference, the newly formed Pollinator Communications Task Force (TF) decided that one of the group's primary goals for the coming year would be to construct and disseminate a survey. The purpose of the TF's survey was to understand what people knew about pollinators, what their attitudes were toward pollinators, what they were currently doing to protect pollinators, and what types of information and support could help them reach their pollinator-related goals. Results from this survey will allow the TF to develop a communications strategy to ensure that the information generated and shared by the TF addresses identified needs in a way that is helpful and engaging.

This summary report will provide the roadmap of how the Pollinator Communications TF conducted this survey, including how it was designed and distributed. It will also provide some preliminary results and discussion about next steps for analysis, which is forthcoming.

## SURVEY CREATION

Survey development started with a brief literature review of existing studies (~10) that measured public knowledge about pollinators, attitudes toward them, and actions taken to protect them. This process informed group brainstorming about what the TF wanted to know and the types of questions to ask.

From there, the TF developed the survey through an iterative process, with a core group writing questions, and the full group providing feedback on questions, until we reached a consensus.

To ensure the survey asked questions utilizing age appropriate language, it was designed to have two pathways: the standard survey for adults (~10-15 mins), and a shortened survey for youth under 18 (~7-10 mins). The survey also included a range of demographic questions, for the purpose of understanding where there are differences across groups. Information related to region, age, primary language, education, gender identity, time spent in nature, and self-reported knowledge about pollinators was collected.

During the October 2022 NAPPC Conference, the TF noted that accessibility to the survey was limited by it only being available in the English language. To rectify this, the group worked with other NAPPC partners to obtain translation services.

As a result, the survey and its associated promotional materials became available to the public in both French and Spanish in spring 2023. Below is a sample of questions included in the survey:

- Which of these animals would you consider to be a pollinator? (check all that apply)
- Why, if at all, do you feel it is important to protect pollinators?
- Based on your current knowledge, what do you feel is the best way you can support pollinators?
- Which actions do you currently take to help pollinators? (check all that apply)
- How difficult do you find [each of these] actions?
- To what extent do the following prevent you from doing more for pollinators?
- Which resources, if any, would be most useful to help you take additional actions to support bees and other pollinators?
- What information (if any) would you like to learn about pollinators?
- If you could ask a pollinator expert ANYTHING about ANY pollinator, what would you like to know the most?

# SURVEY DISSEMINATION

The Pollinator Communications TF utilized Jotform as the platform to host the survey due to its capacity for customization and access to subscription-level features through the account of one of the TF member organizations.

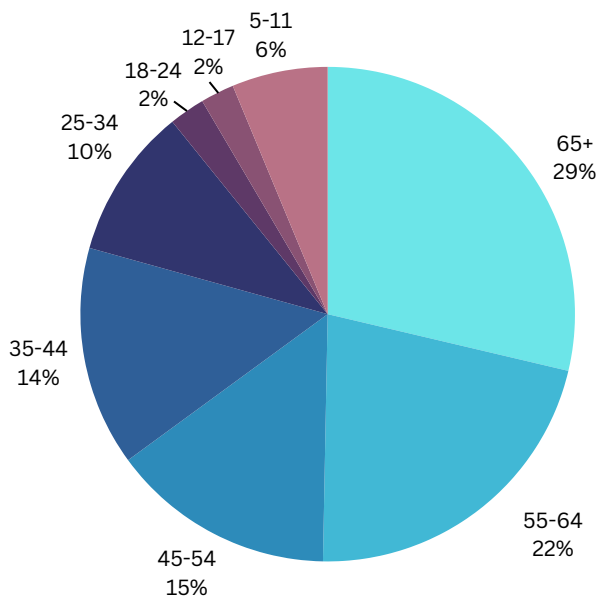
To aid TF member organizations and others in promoting the survey, a toolkit containing a number of resources was created, including: printable full and ½ page fliers, graphics for use on social media platforms and in presentations, suggested text for social media posts, a QR code, and a sharable formatted email. All of which were translated into both Spanish and French in 2023, to aid in making the survey more inclusive.

The goal of the survey was to reach and receive submissions from a wide swath of the general public across North America and not just those already interested and engaged in pollinator conservation. To help achieve wide dissemination, TF members agreed to share the survey with their existing networks as well as make new connections for this purpose. As a result, the survey and its related promotional materials were disseminated through over 200 organizations representing city governments, conservation NGOs, businesses, university extensions, Pollinator Partnership, social media followers, and others. Promotion of the survey took place via listservs, social media posts, email, inclusion in webinars/presentations, at in-person education and outreach events, as well as other avenues.

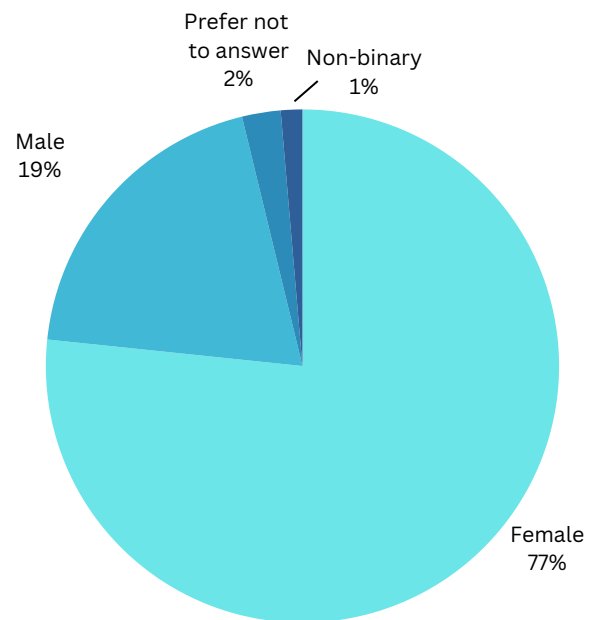
To help incentivize people to take the survey, TF members and their member organizations were asked to donate goods or services that could be offered as prizes. Survey participants 18+ years old could then provide their email address as a way to enter into a drawing for the chance to win pollinator-related prizes, such as posters, books, and mouse pads.

# DEMOGRAPHIC INFORMATION

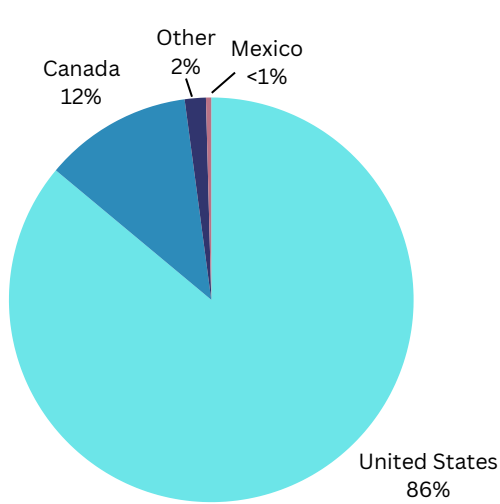
As of September 2023, we have received 2,172 responses. Demographic breakdown is as follows:



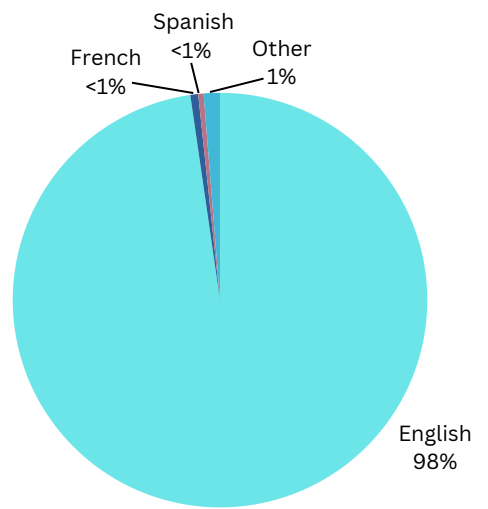
**Age:** 5-11 (134; 6%), 12-17 (47; 2%), 18-24 (50; 2%), 25-34 (211; 10%), 35-44 (307; 14%), 45-54 (313; 15%), 55-64 (462; 22%), 65+ (613; 29%)



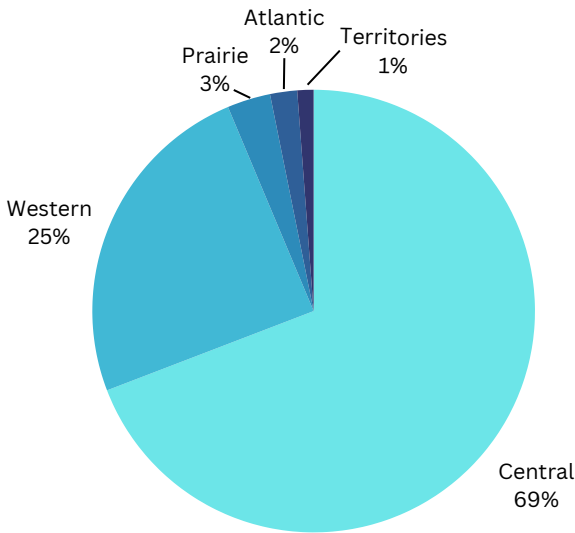
**Gender identity:** Female (1,638; 77%), Male (418; 19%), Non-binary (29; 1%), Prefer not to answer (52; 2%)



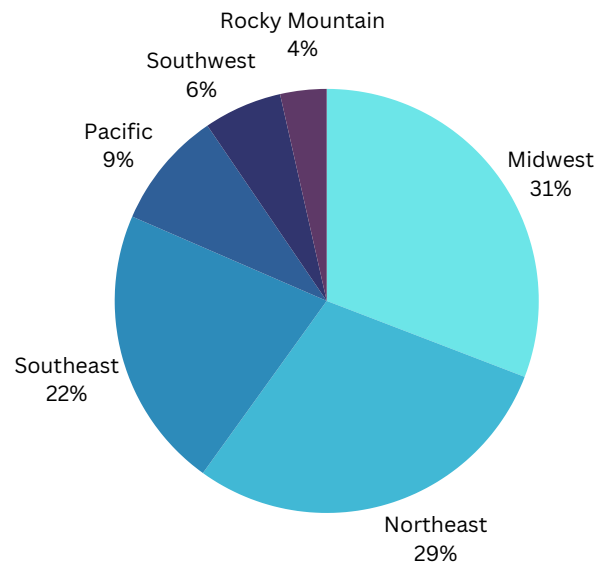
**Country:** United States (1839 ; 86%), Canada (253; 12%), Mexico (9; <1%), Other (36; ~2%)



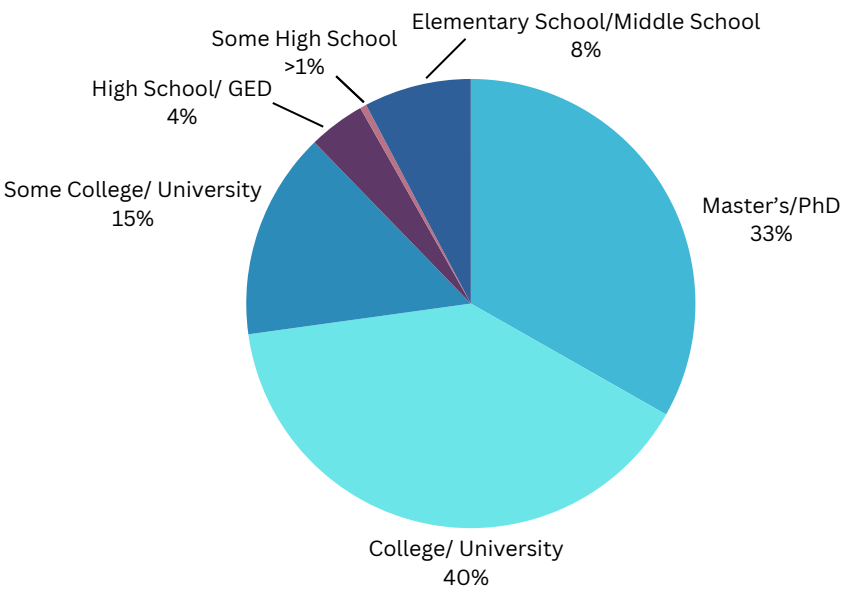
**Primary language:** English (2088; 98%), Spanish (13; <1%), French (9; <1%), Other (27; 1%)



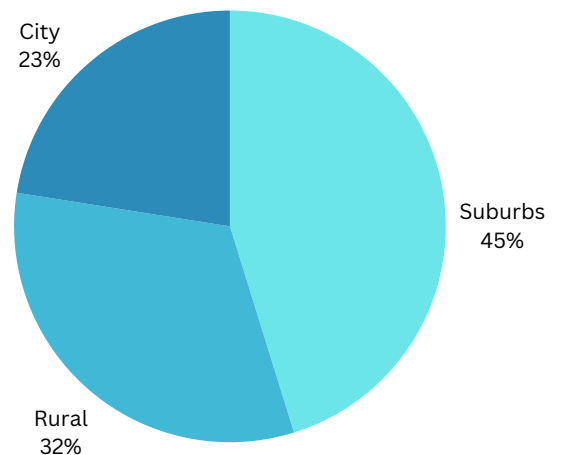
**Canada (by region):** Central (ON & QC; 175; 69%), Western (AB & BC; 62; 25%), Prairie (8; 3%), Atlantic (5; 2%), Territories (3; 1%)



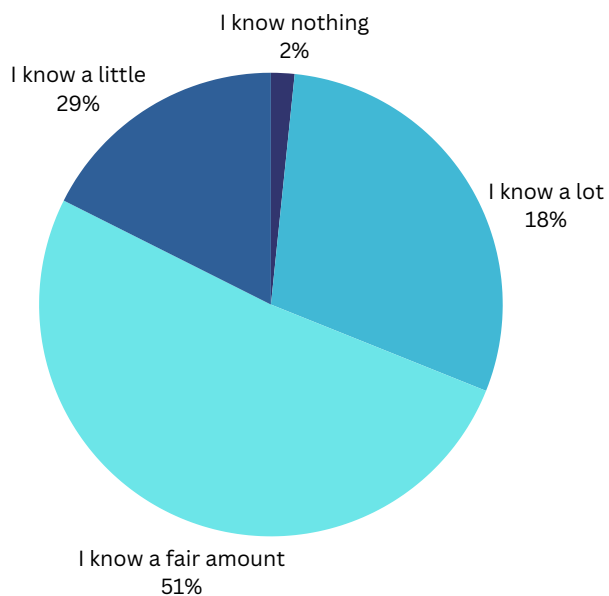
**US (by region):** Midwest (567; 31%), Northeast (535; 29%), Southeast (397; 22%), Pacific (165; 9%), Southwest (110; 6%), Rocky Mountain (65; 4%)



**Education level:** Masters/PhD (710; 33%), College/University (846; 40%), Some College/University (319; 15%), High School or GED (87; 4%), Some High School (10; <1%), Elementary/Middle School (165; 8%)



**Neighborhood type:** Suburbs (966; 45%), Rural (690; 32%), City (481; 23%)



**Self-reported pollinator knowledge:** I know nothing (35; 2%), I know a little (629; 29%), I know a fair amount (1,097; 51%), I know a lot (376; 18%)

## PRELIMINARY RESULTS

A majority of respondents identified bumble bees (90%), butterflies (88%), honey bees (88%), moths (82%), other bees (80%), wasps (80%), birds (76%), bats (74%), flies (72%), and beetles (67%) as pollinators. However, lizards (19%) and amphibians (13%) were less often identified as pollinators.

- Most respondents (79%) identified as being extremely concerned about pollinator conservation, and another 17% identified as being moderately concerned. Overall, respondents were most concerned about butterflies, bumble bees, birds, other bees, bats, and honey bees respectively (over 50% were extremely concerned about each). While moths, wasps, beetles, and flies still received lots of concern, they received less concern than the previous groups did (below 50% were extremely concerned).
- A majority of respondents support pollinators by planting native plants (83%), avoiding pesticides and herbicides (82%), leaving leaves (77%), educating others (75%), leaving spontaneously occurring

flowering plants in yards (72%), learning about and eliminating invasive plants (72%), reducing mowing (66%), and purchasing food grown by farmers using bee-friendly practices (56%). A minority also donate to conservation (46%), provide bee hotels (37%), volunteer (37%), or participate in community science (30%).

- The most significant barriers to protecting pollinators were lack of time (48% agree) and lack of money (49% agree), followed by lack of space (30%) and knowledge (25%), and might receive complaints (15%)

## GOALS AND NEXT STEPS

The Pollinator Communications TF will be conducting further analysis in the coming year, and as a result, creating a more robust report. The TF will be using the information gleaned from this data to formulate a communications plan for the TF that will include sharing existing resources, identifying gaps, and creating/facilitating the creation of interpretive content to address some of the topics included in the survey in order to provide knowledge and action items to empower people to help in pollinator conservation.



Photo from 2023 NAPPCC Taskforce meeting

**NAPPCC's mission is to encourage the health of resident and migratory pollinating animals in North America. NAPPCC partners gather from throughout the North American continent and beyond to:**

- Raise public awareness and education and promote constructive dialogue about pollinators' importance to agriculture, ecosystem health, and food supplies;
- Encourage collaborative, working partnerships among participants and with federal, state and local government entities and strengthening the network of associated organizations working on behalf of pollinators;
- Promote conservation, protection and restoration of pollinator habitat;
- Document and support scientific, economic and policy research

