

# Global public opinion survey on space for nature

Dr Noëlle Kümpel

Zoological Society of London (ZSL)

in collaboration with IUCN World Parks Congress and freuds



LIVING CONSERVATION



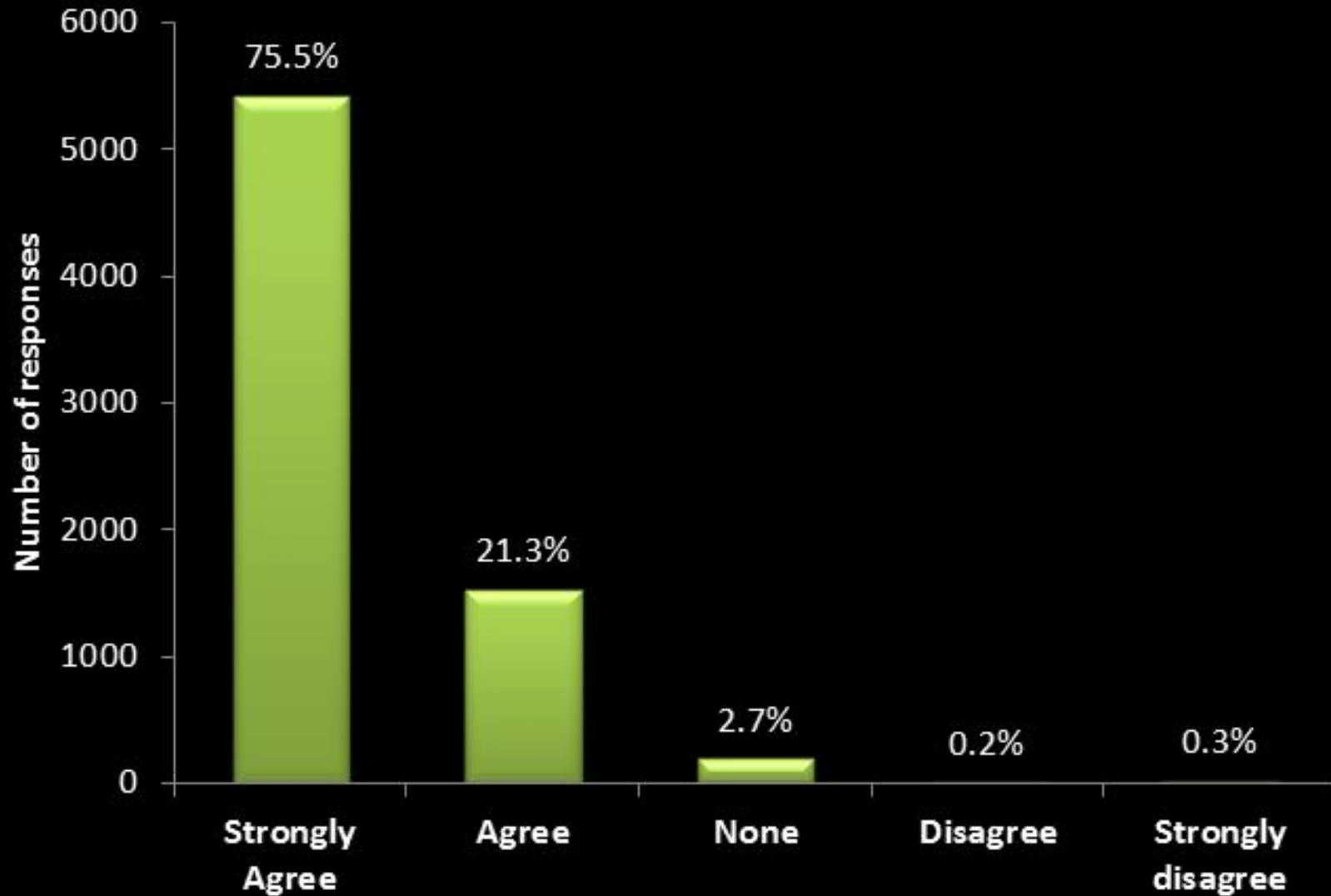
IUCN  
WORLD PARKS CONGRESS  
SYDNEY 2014

- CBD's Aichi Target 11: to protect at least 17% of the world's terrestrial and inland water areas and 10% of its coastal and marine areas by 2020
- Target largely agreed through a political process, but little consultation with public on what areas we should protect for nature, and why

Key aspect of this survey is to ask people around the world – for the first time – their opinion regarding the space we set aside for nature

- Short online questionnaire (21 questions) targeting a randomised, national-level cross-section of society
- 7 developed and developing countries (Australia, UK, USA, Brazil, China, India and South Africa) – all inhabited continents
- A total of 7189 questionnaires completed (~1000/country)
- Country samples considered representative of national population (in terms of age structure, gender, etc.)
- Further responses collected via an open global online call disseminated directly by ZSL and partners, but not included here

# Are protected areas necessary?



# How much should be protected?



## HOW MUCH OF THE WORLD'S LAND SHOULD BE PROTECTED?

WORLD'S LANDMASS

OPINION – % OF LAND IDEALLY PROTECTED

50%

17%

TRUTH – % OF LAND CURRENTLY PROTECTED

15%

TARGET – % OF LAND PROTECTED BY 2020

## HOW MUCH OF THE WORLD'S OCEANS SHOULD BE PROTECTED?

WORLD'S OCEANS

OPINION – % OF OCEAN IDEALLY PROTECTED

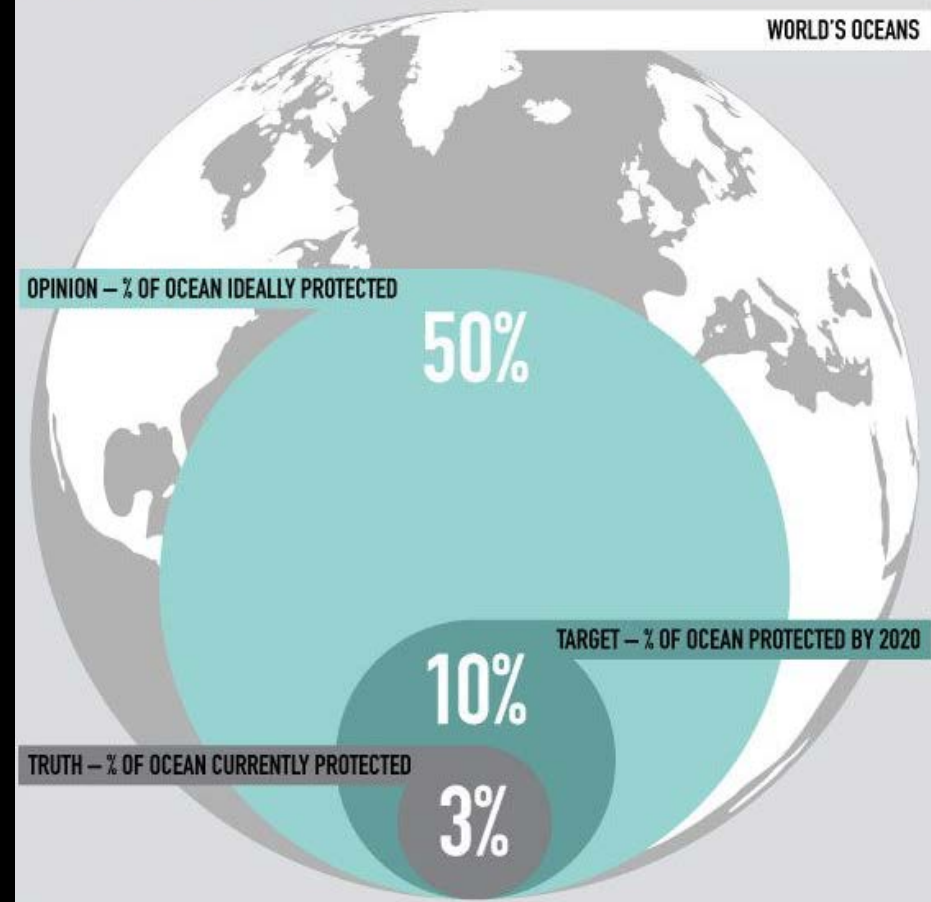
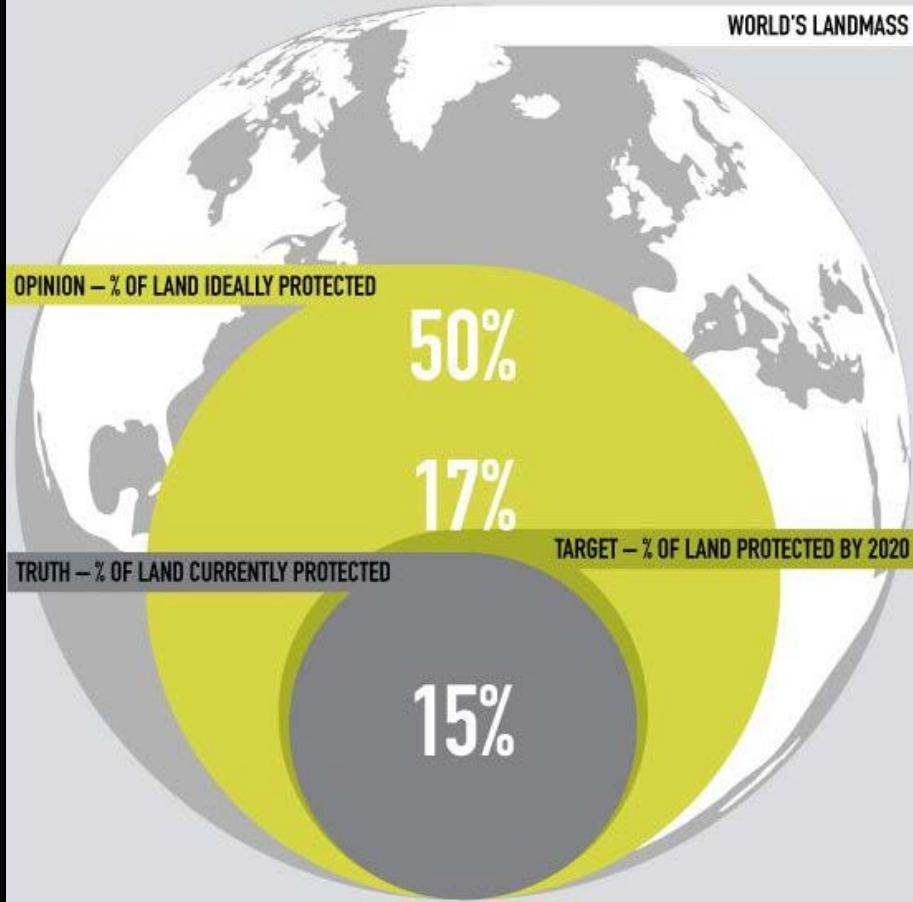
50%

10%

TRUTH – % OF OCEAN CURRENTLY PROTECTED

3%

TARGET – % OF OCEAN PROTECTED BY 2020



# How much should be protected?



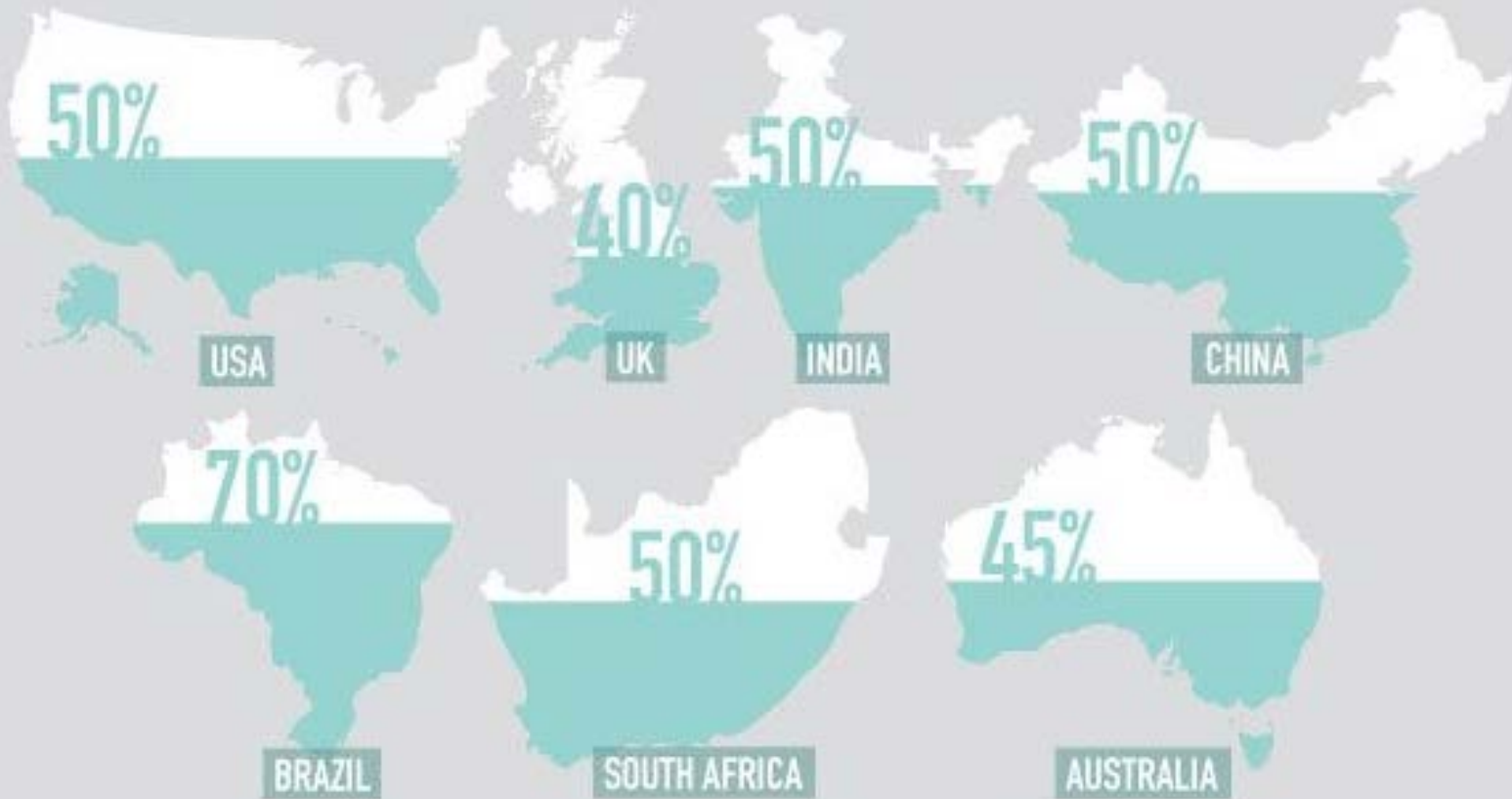
## OPINION – % OF LAND IDEALLY PROTECTED



# How much should be protected?



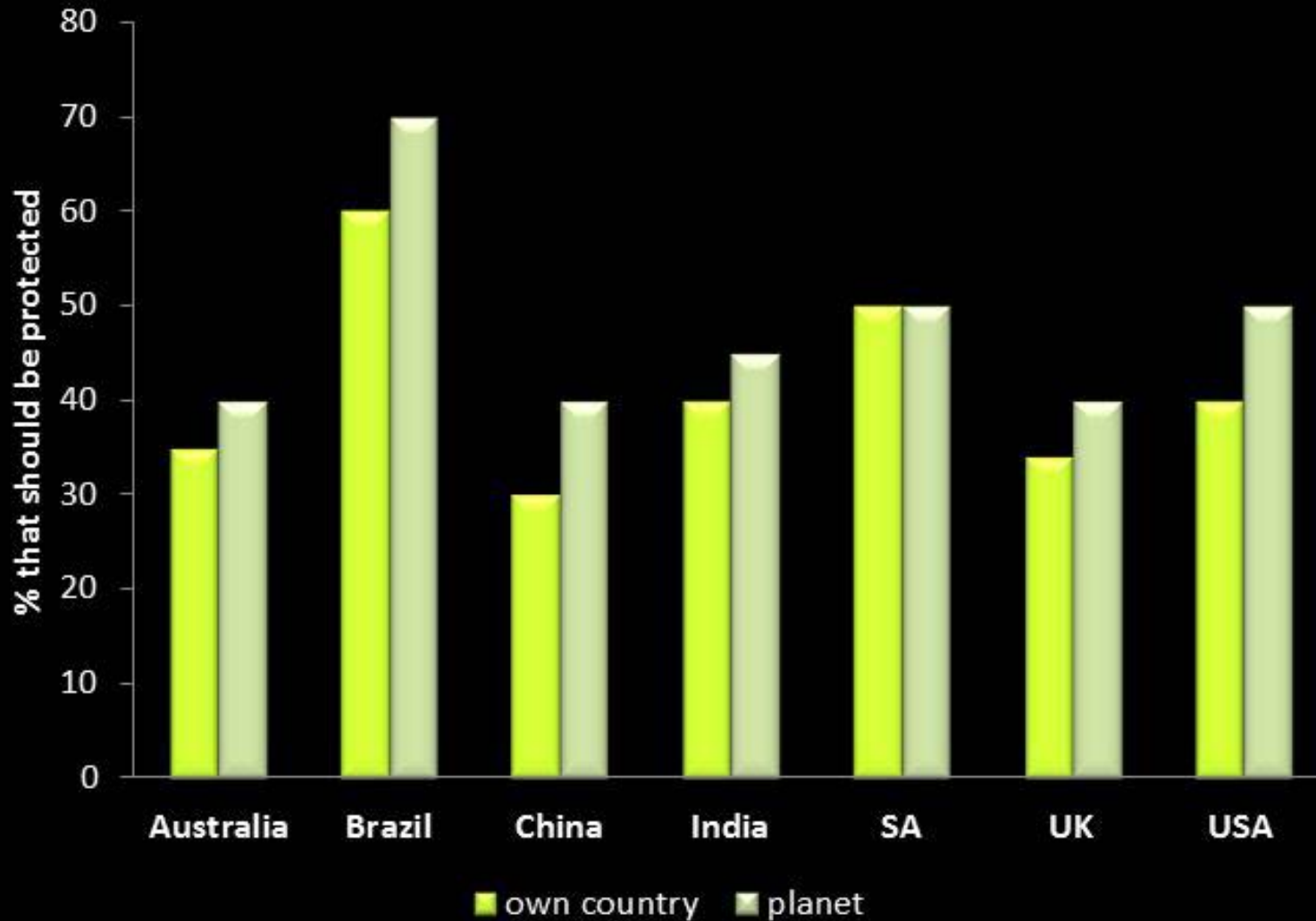
## OPINION – % OF OCEAN IDEALLY PROTECTED



# How much should be protected?



## Land



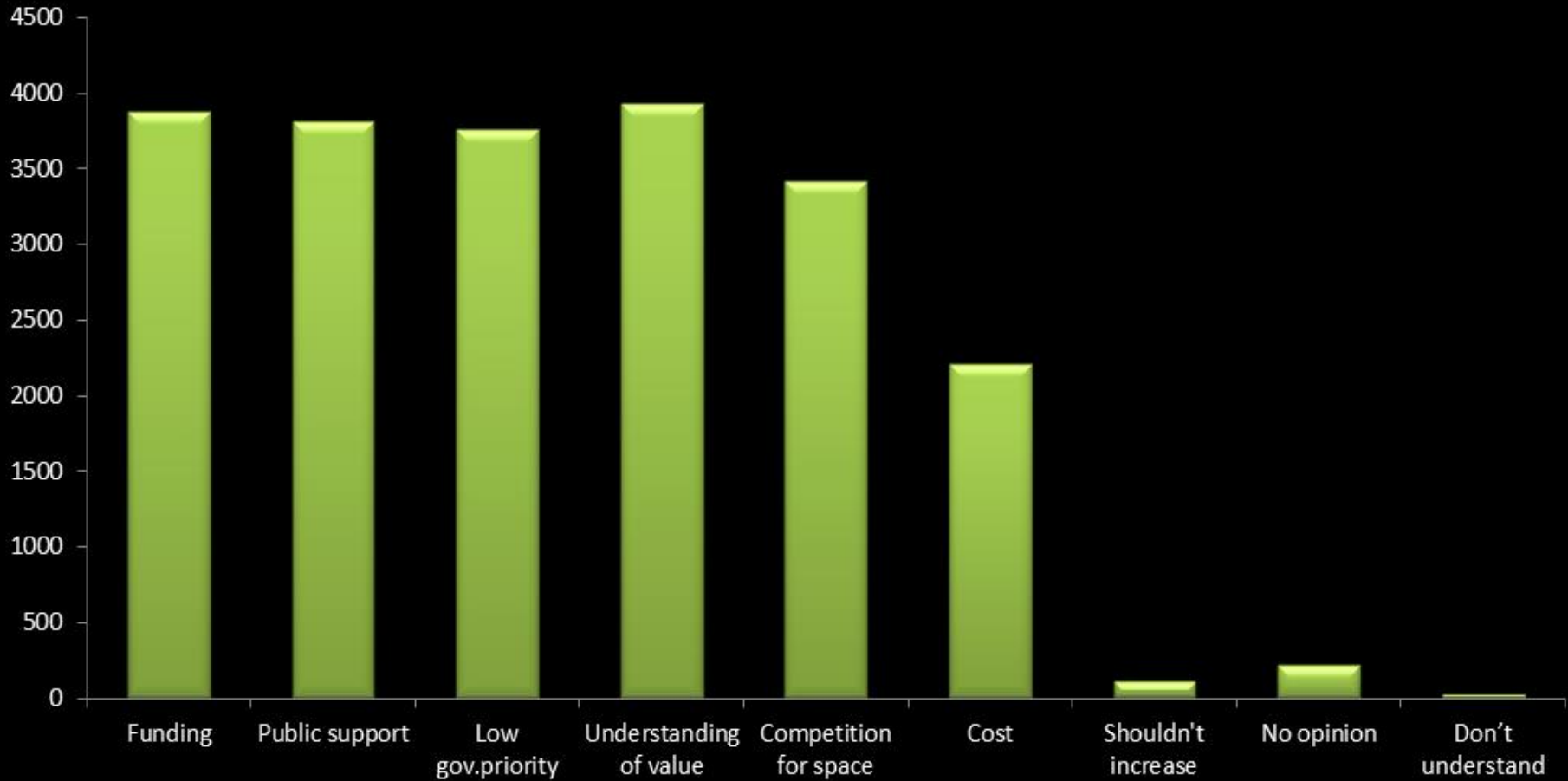


# How much should be protected?

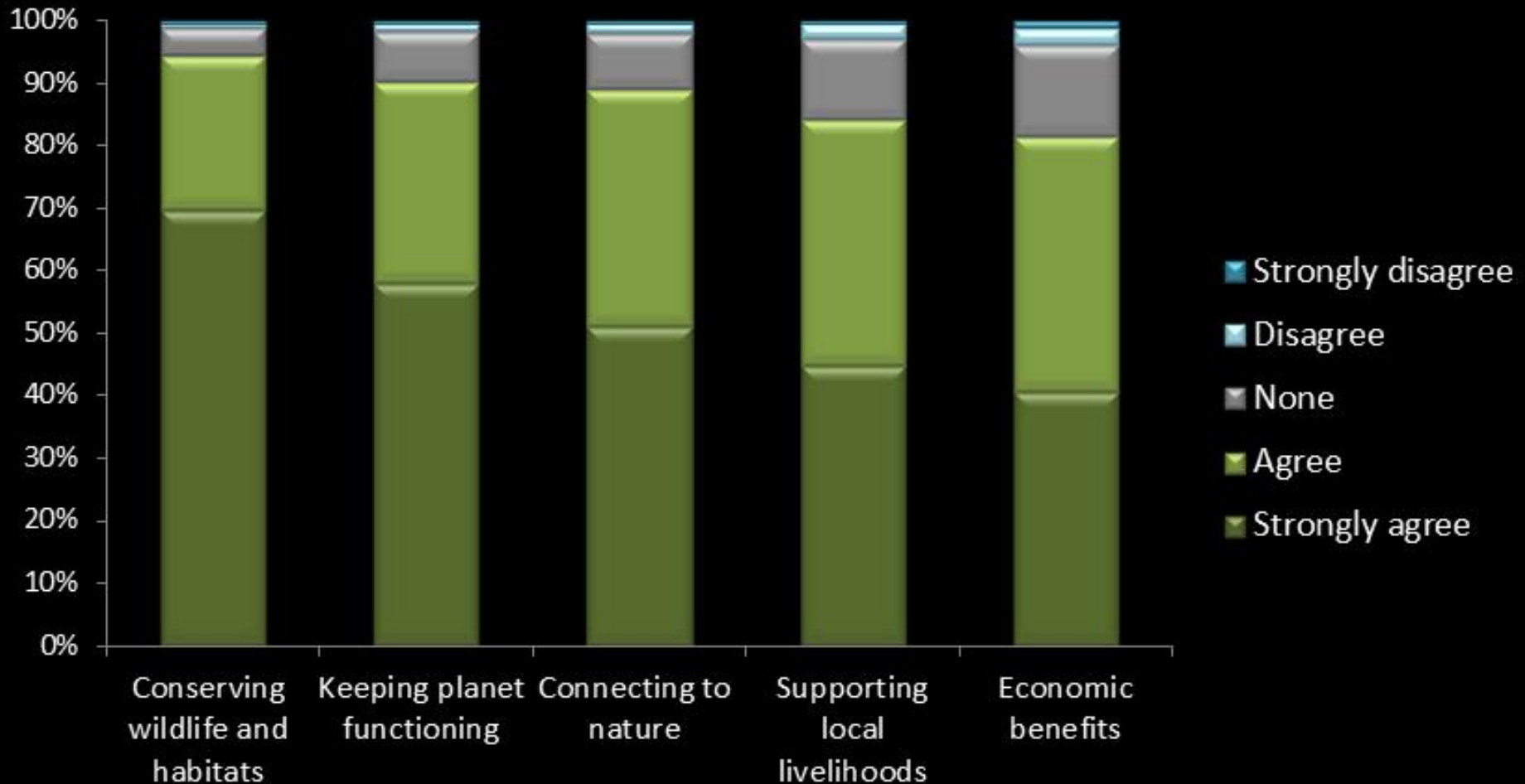


- Females, younger people and those working outdoors >20 hours a week want more area protected
- Interest in/knowledge of conservation/protected areas has no effect
- People want slightly more ocean protected than land
- People want more of the planet protected than their own country
- People assume much more (30% for both land and sea) is already protected than in reality

# Perceived barriers to increasing target



# Why are protected areas necessary?



# Why are PAs important to you personally?



Brazil

India

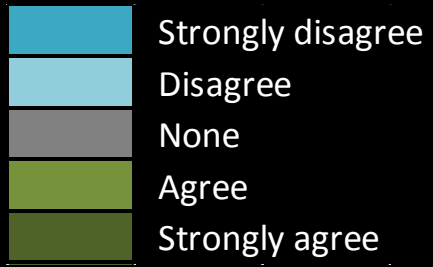
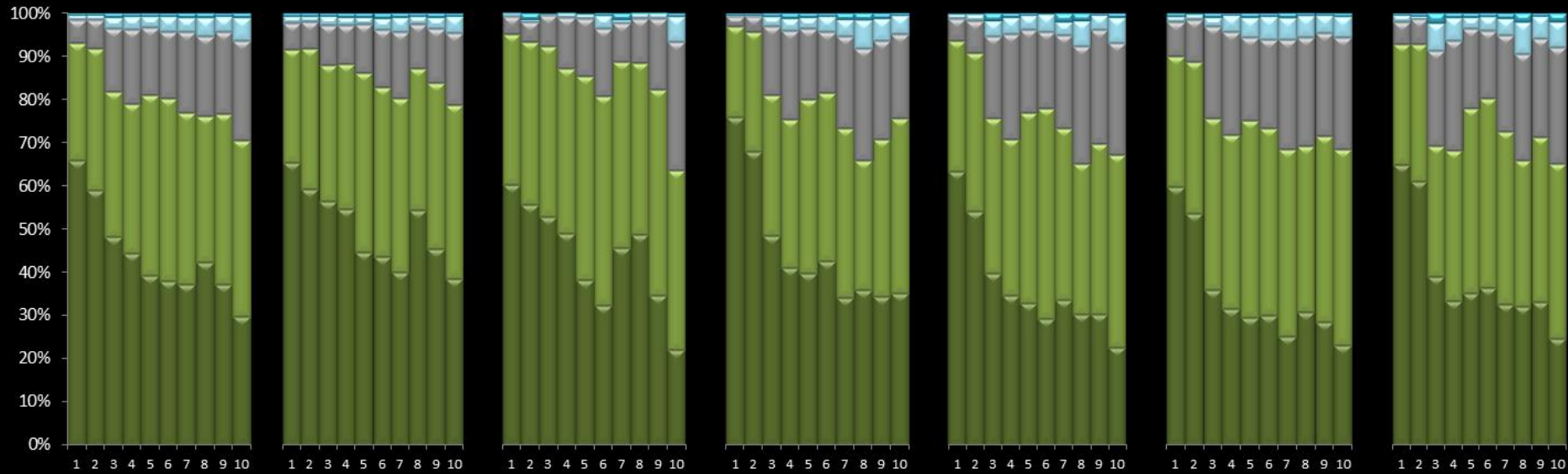
China

SA

Australia

UK

USA



**Conserving wildlife and habitats**

- 1 - Protecting wildlife
- 2 - Protecting natural beauty

**Connecting to nature**

- 5 - Wellbeing/Stress reduction
- 6 - Leisure/Tourism
- 7 - Cultural value

**Keeping planet functioning**

- 3 - Climate change mitigation
- 4 - Maintaining water cycle

**Supporting local livelihoods**

- 8 - Protection from disasters
- 9 - Food and water for locals

**10 - Economic benefits**

# Why are PAs important to you personally?



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India

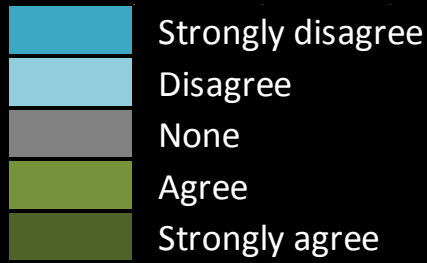
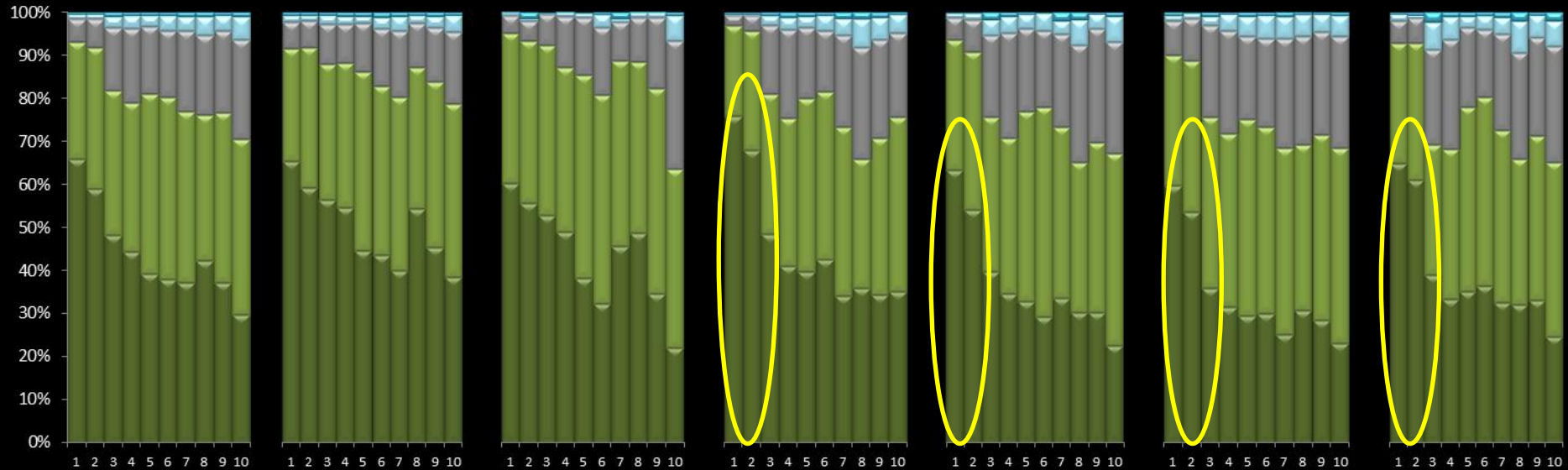
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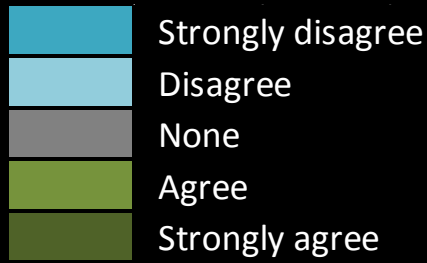
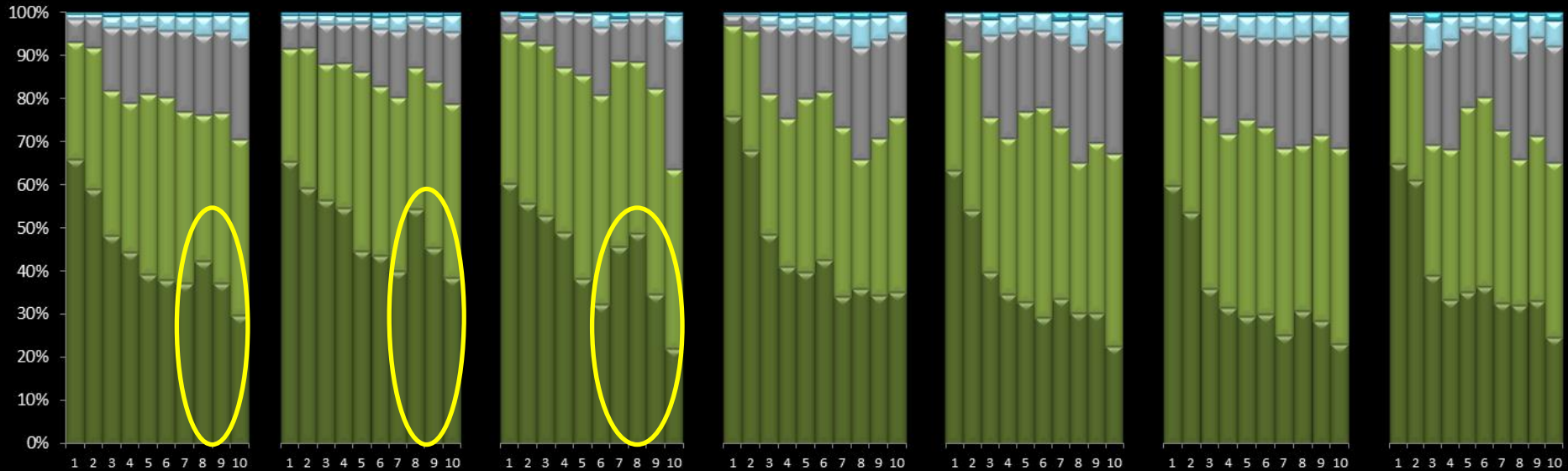
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# Why are PAs important to the government?



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India

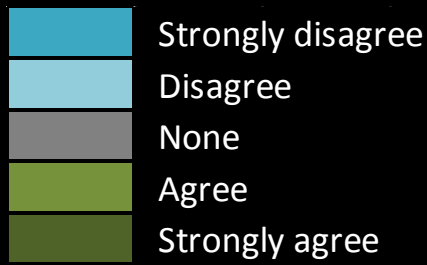
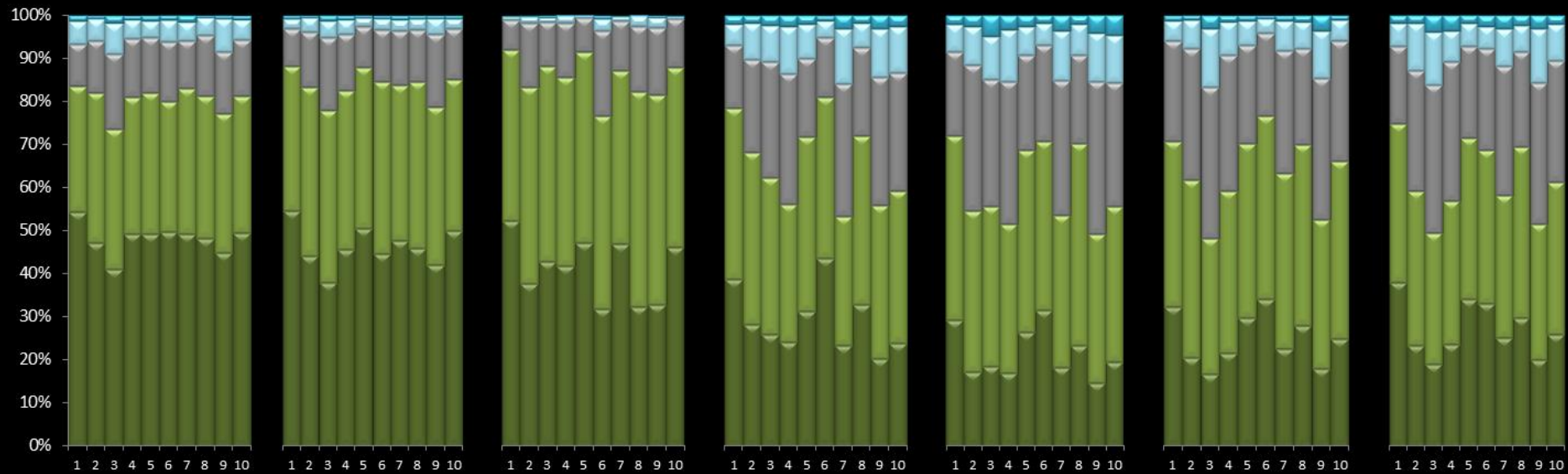
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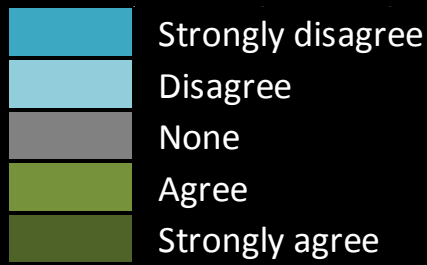
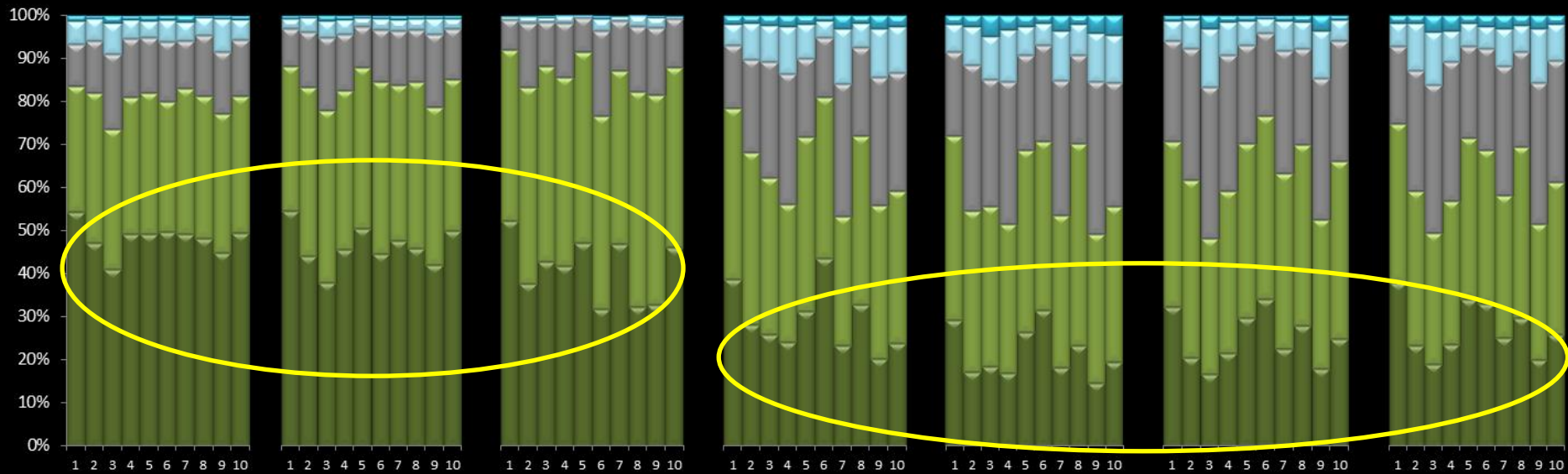
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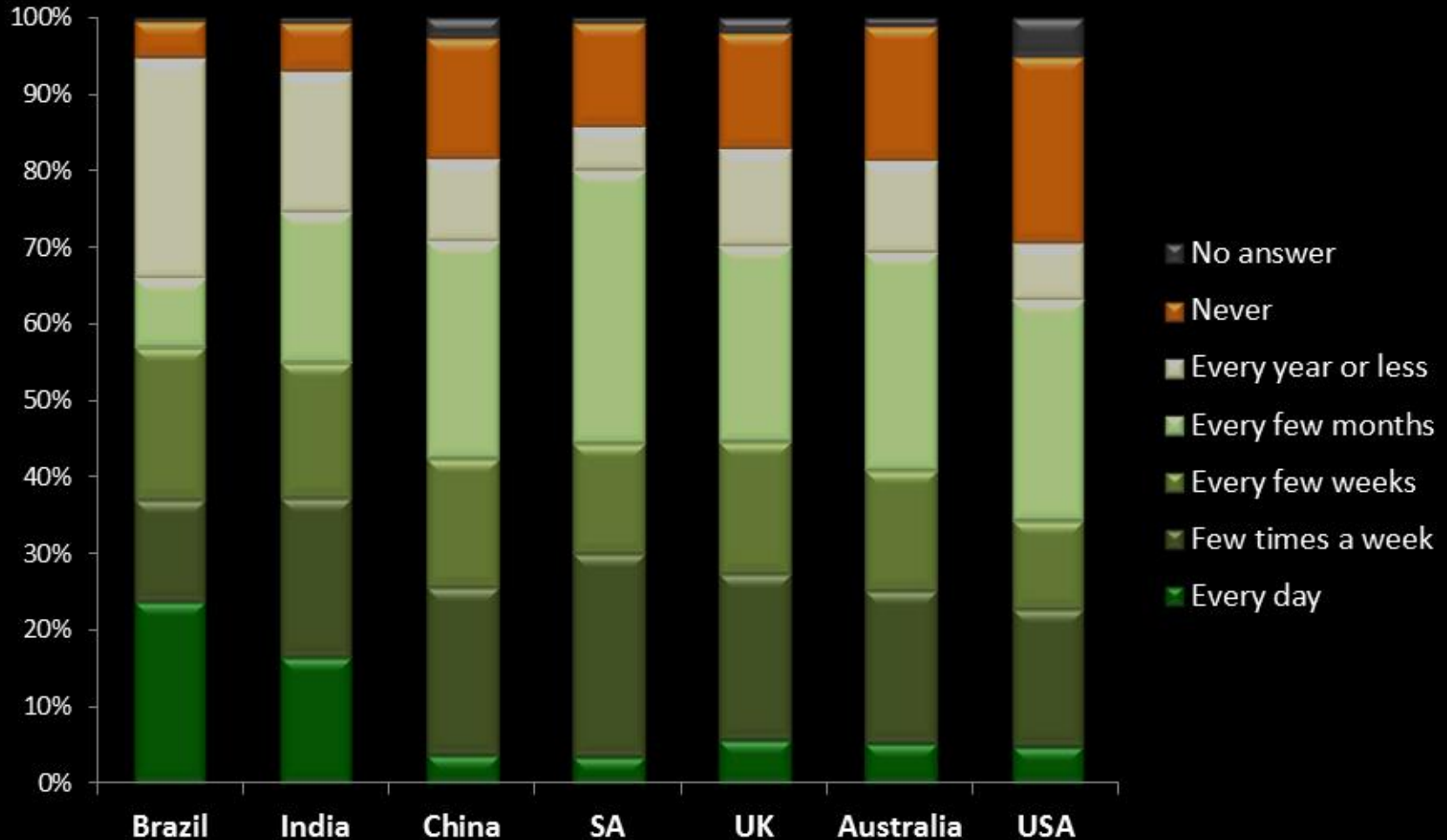
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## Supporting local livelihoods

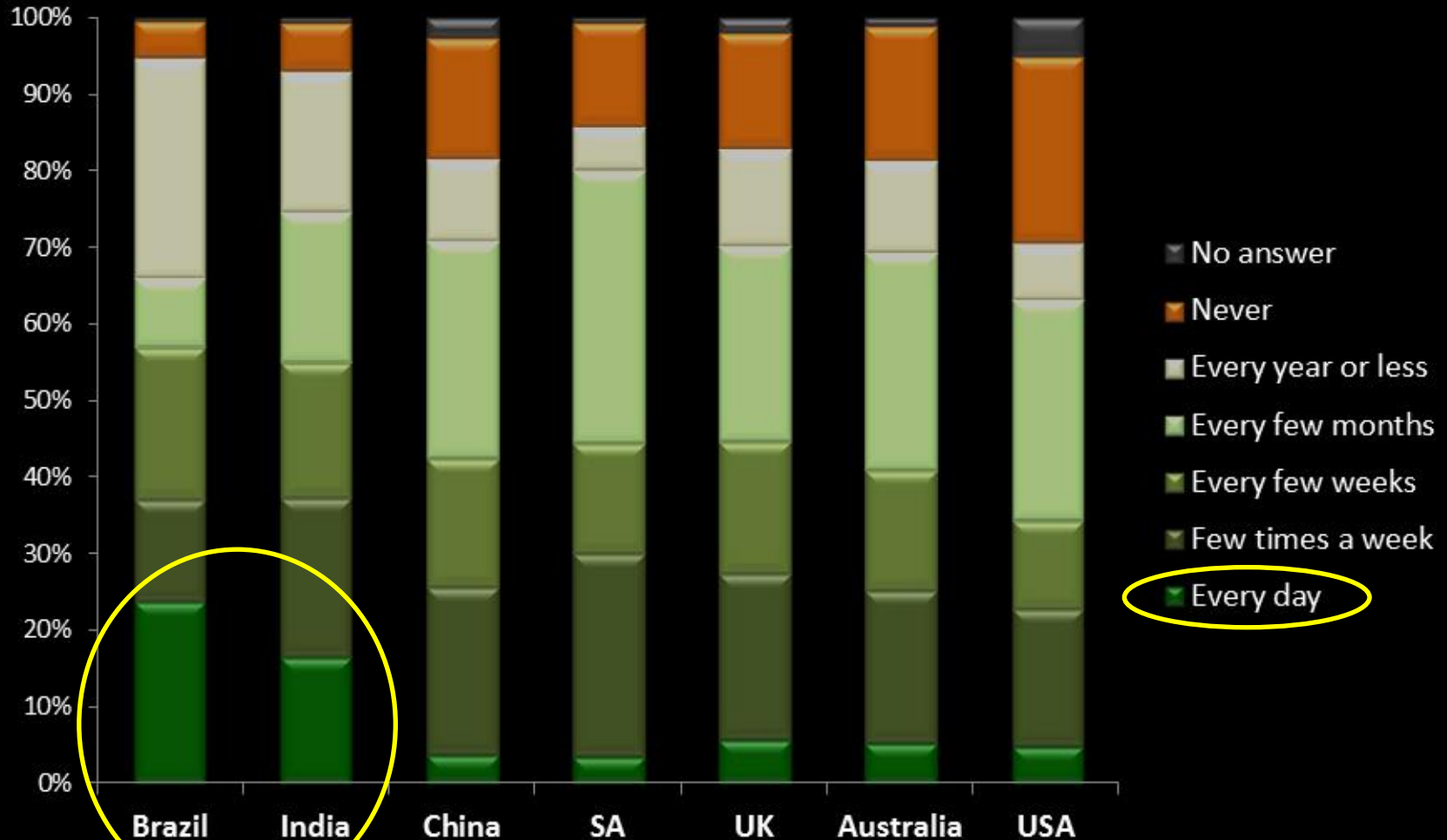
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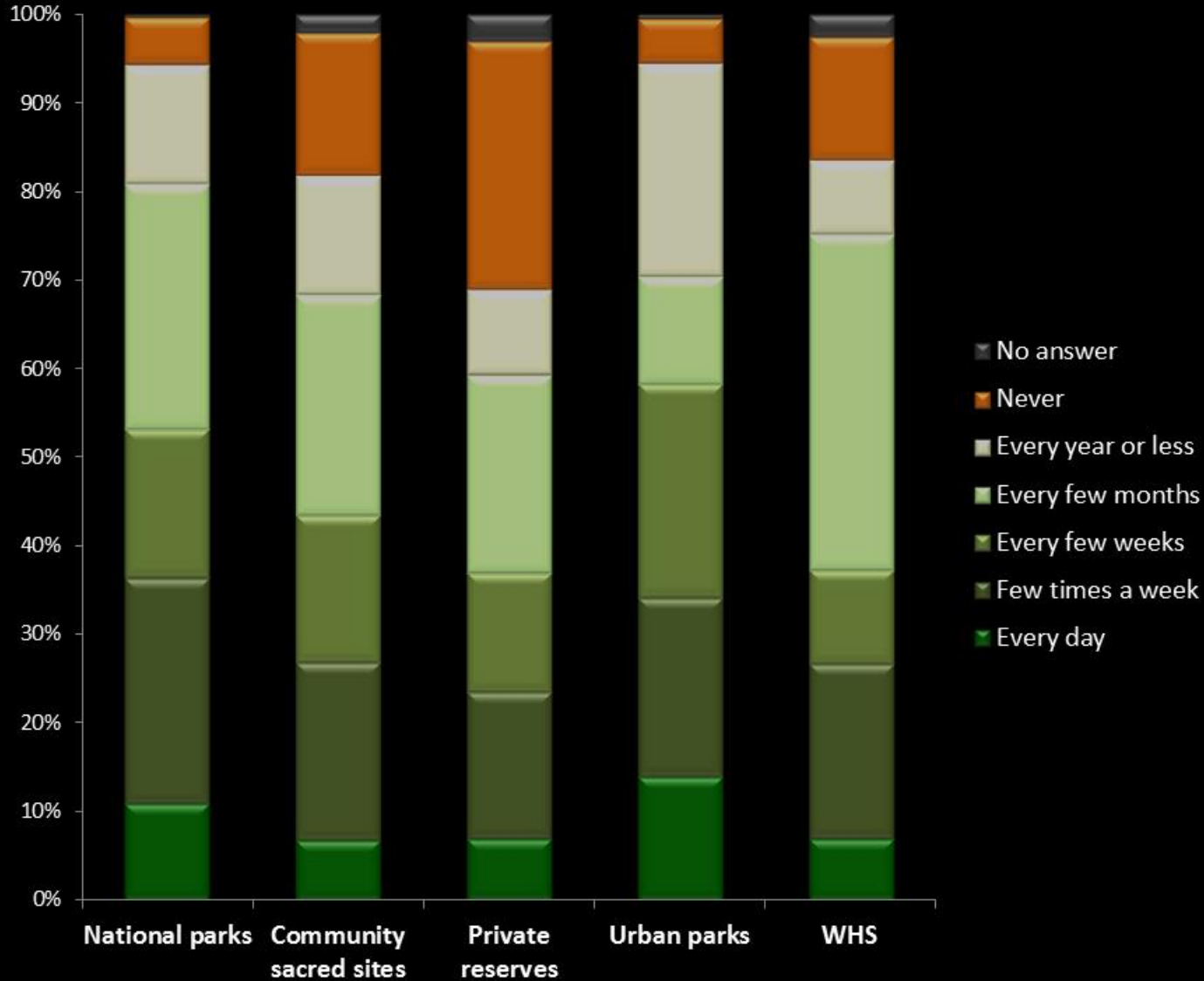
# How often do you visit PAs?



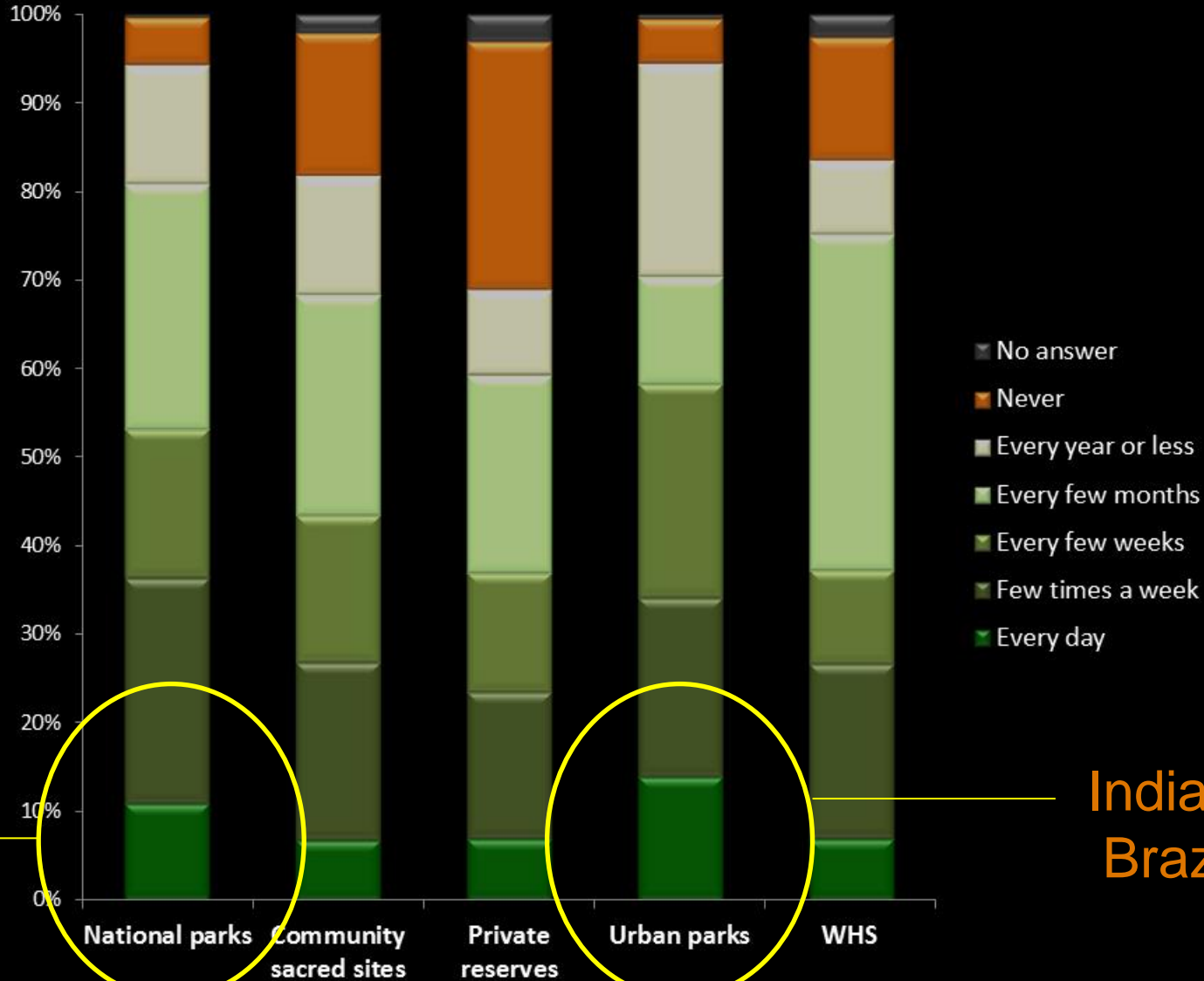
# How often do you visit PAs?



# How often do you visit types of PAs?



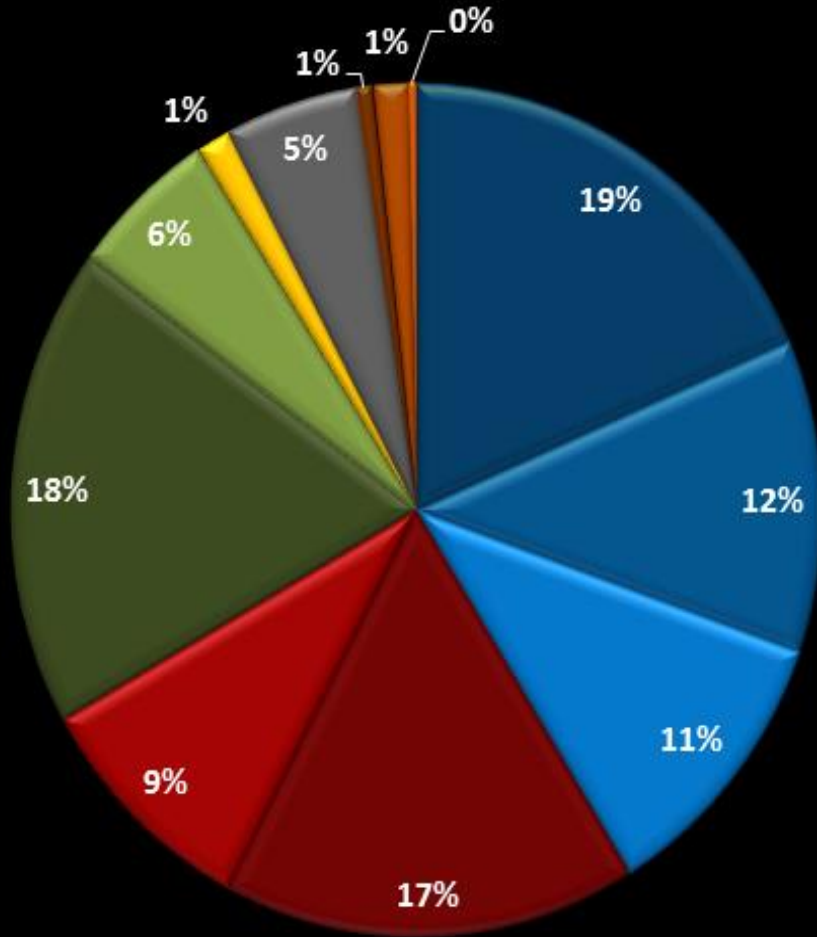
# How often do you visit types of PAs?



Brazil

India +  
Brazil

# Barriers to visiting protected areas



- Too far
- Hard to get to
- Restricted access
- Info location
- Not aware
- Entry cost
- Lack of skills/equipment
- Other
- None
- No interest
- No opinion
- Do not understand

Access issues

Lack of awareness

Cost/resource restrictions

- People want 50% of land and ocean protected – considerably more than current targets of 17% and 10%
- People assume much more (30% of both land and ocean) is already protected
- People think PAs are most important for conservation of wildlife and habitats – but subtle differences in other values for developing/developed countries?
- Use of PAs may create more positive attitudes – but other country factors may be important
- Plan to extend survey to more countries and to more people (beyond online community), to inform national policy and help us understand global patterns

# Thanks to...

- Jonathan Baillie
- Robin Freeman
- Jacob Ainscough
- Sophie Grange-Chamfray
- All those who piloted, fed back, distributed and completed the survey

