



Night Stalk Evaluation

Perth Zoo

Prepared by: Synovate



synovate

Research reinvented

Background

- The Night Stalk program was originally designed to raise awareness of marsupials and their own habitat in residential areas across Australia.
- Now, other species are also recorded and the data collected is used to assess the populations of species in defined regions across the country.
- Participants conduct a Night Stalk survey in the evening by spotlight of marsupials and other animals in their local area.
- The program runs annually for a six week period from September 1 to October 16.

Objectives

- The overall objective is to assess the impact of Night Stalk on participant's attitudes towards conservation and their resulting behaviour.
- Other key insights the research aims to find include:
 - Impact of participation on raising awareness of local habitats and local animal species
 - Attitude towards ease of participation
 - The impact the program had on behavioural change and any conservation action taken following participation
 - Likelihood of participating again
 - Profiling information

Approach

- An online survey was conducted amongst previous Night Stalk participants.
- 125 Night Stalk participants were emailed the survey – their contact information was provided by Perth Zoo.
- An overall sample of 50 surveys was achieved.

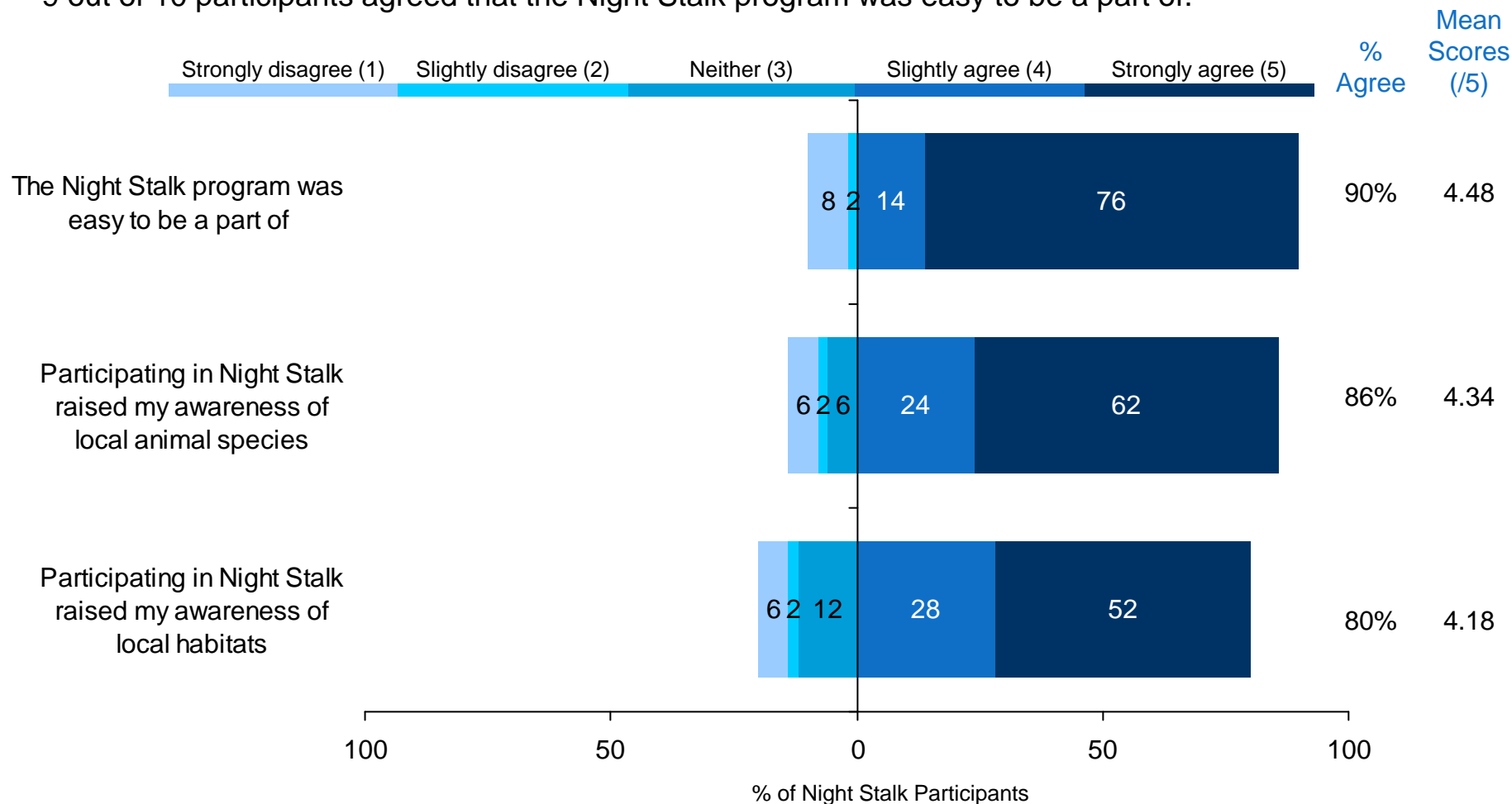
Key Findings

- Participants agree that the Night Stalk program has increased their awareness of local animals and habitats.
- Most participants claim to have increased their conservation efforts after taking part in the program.
- Participants find the program easy to take part in and an enjoyable experience.
- Positively, almost all participants said they would participate in Night Stalk again.



Response to participating in Night Stalk is very positive

Over 80% agreed that Night Stalk increased their awareness of local animal species and habitats. 9 out of 10 participants agreed that the Night Stalk program was easy to be a part of.

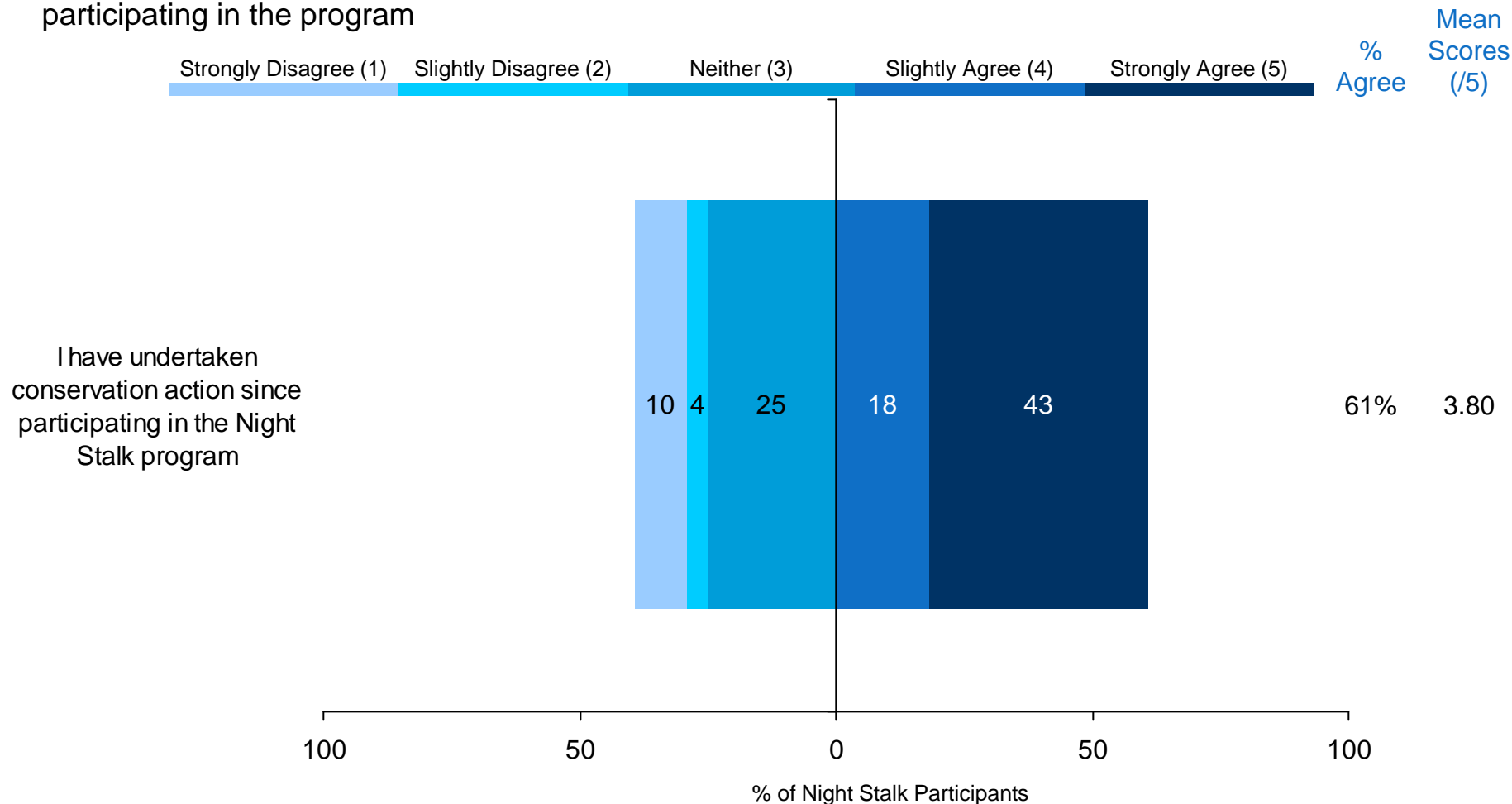


n=50
 Q. What is the extent to which you agree with the above statements?



Most claim an increase in conservation action as a result of participating in Night Stalk

61% of Night Stalk participants agreed that they have undertaken conservation action since participating in the program

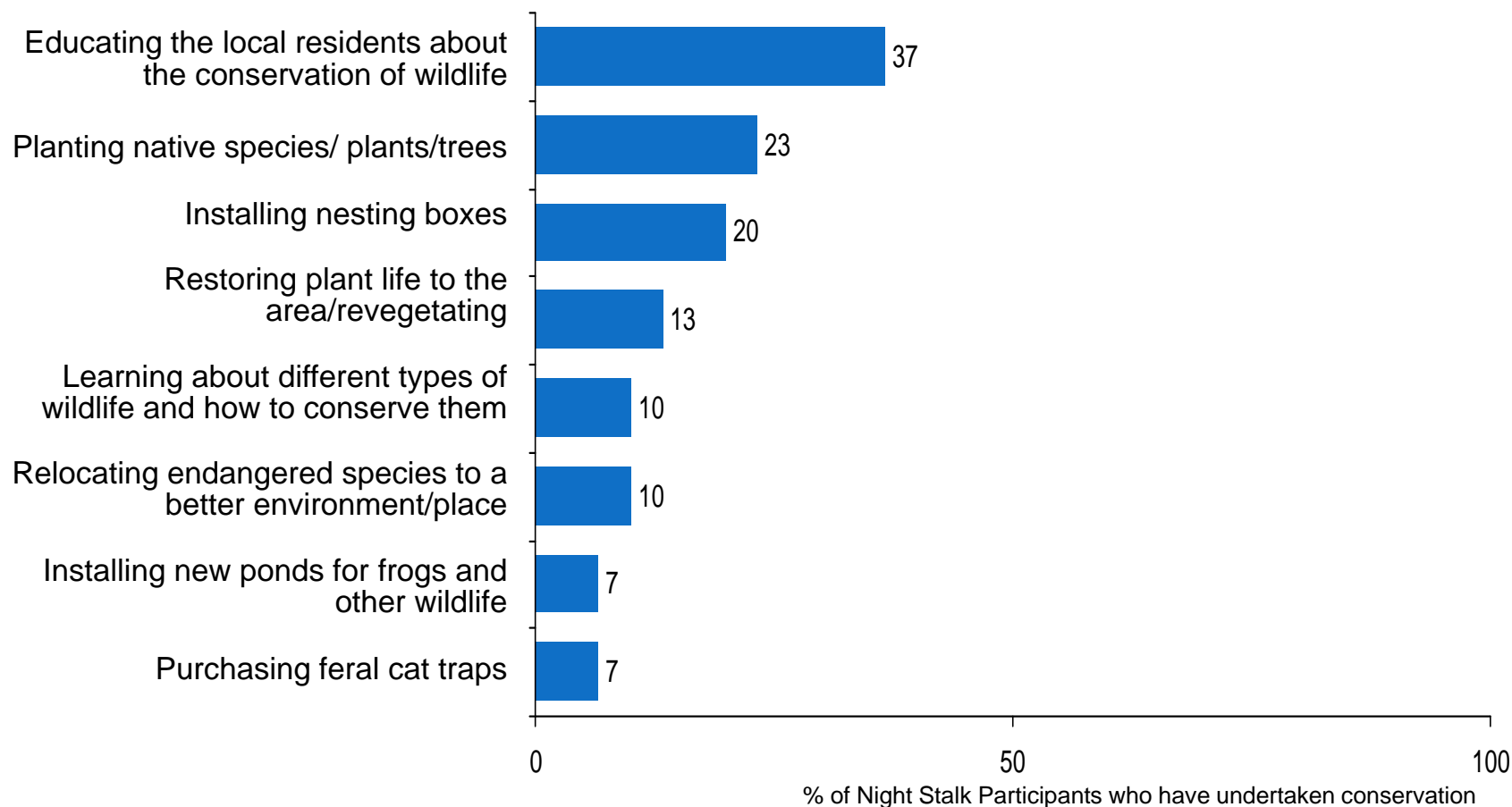


n=50

Q. What is the extent to which you agree with the above statement?

Educating others and planting native species are the top conservation efforts

Teaching local residents about the importance of conserving wildlife, planting native species and installing nesting boxes are the top 3 conservation actions undertaken as a result of Night Stalk



n=30

Q. Please describe the conservation action you have undertaken because of your participation in Night Stalk?

Educating others and planting native species are top conservation efforts

“Since the Night Stalk I have planted more native species of trees and shrubs to encourage birds and small marsupials.”

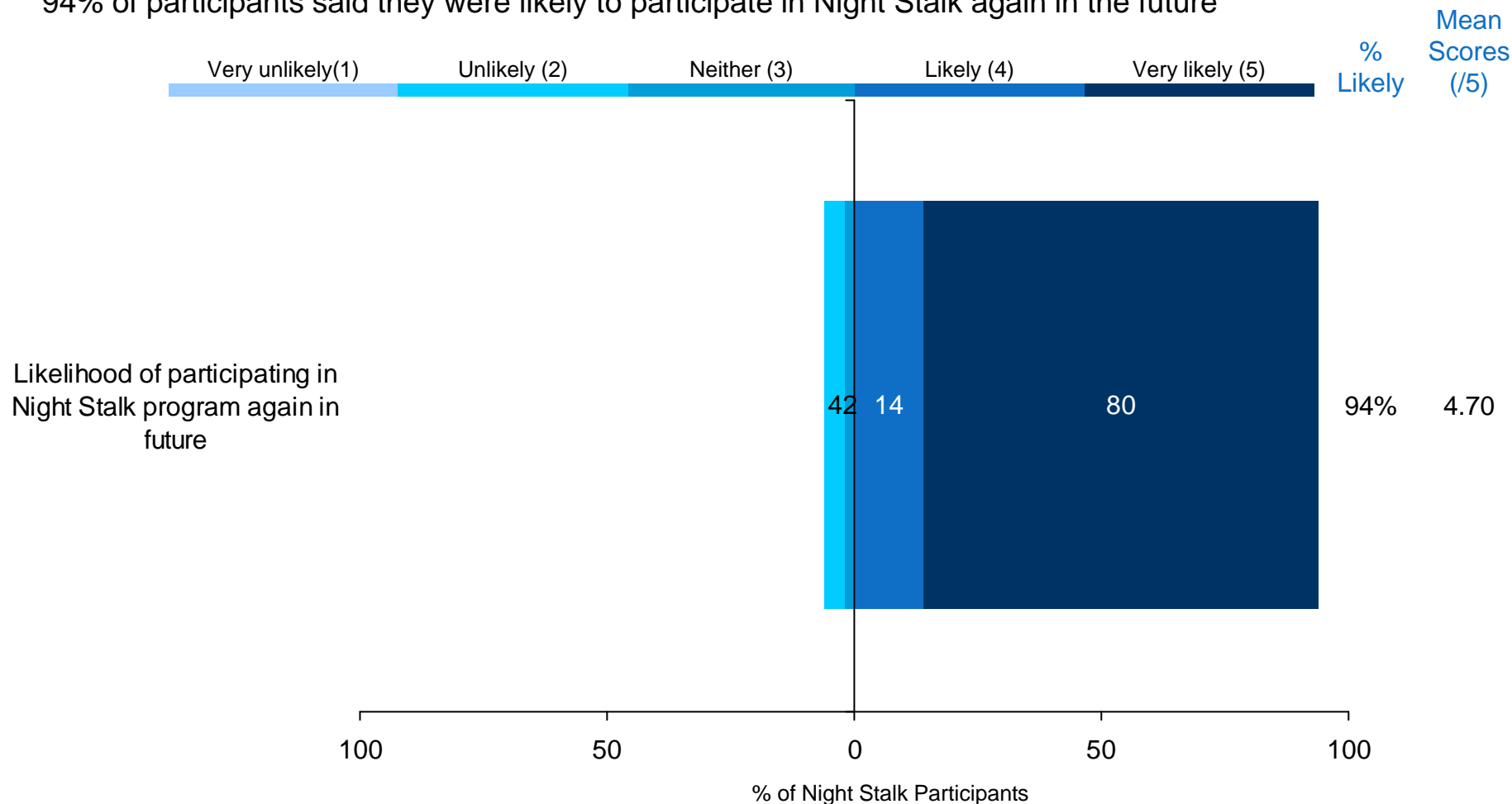
“I take the Night Stalk walks and find that educating the local residents always has a positive effect.”

“The students and the school have been involved in constructing bird and possum boxes to replace hollows lost to development. Students have been involved in planting trees and hedges to provide habitat for wildlife and to reduce nutrients in our local waterways.”



Almost all participants are very likely to continue taking part in Night Stalk

94% of participants said they were likely to participate in Night Stalk again in the future

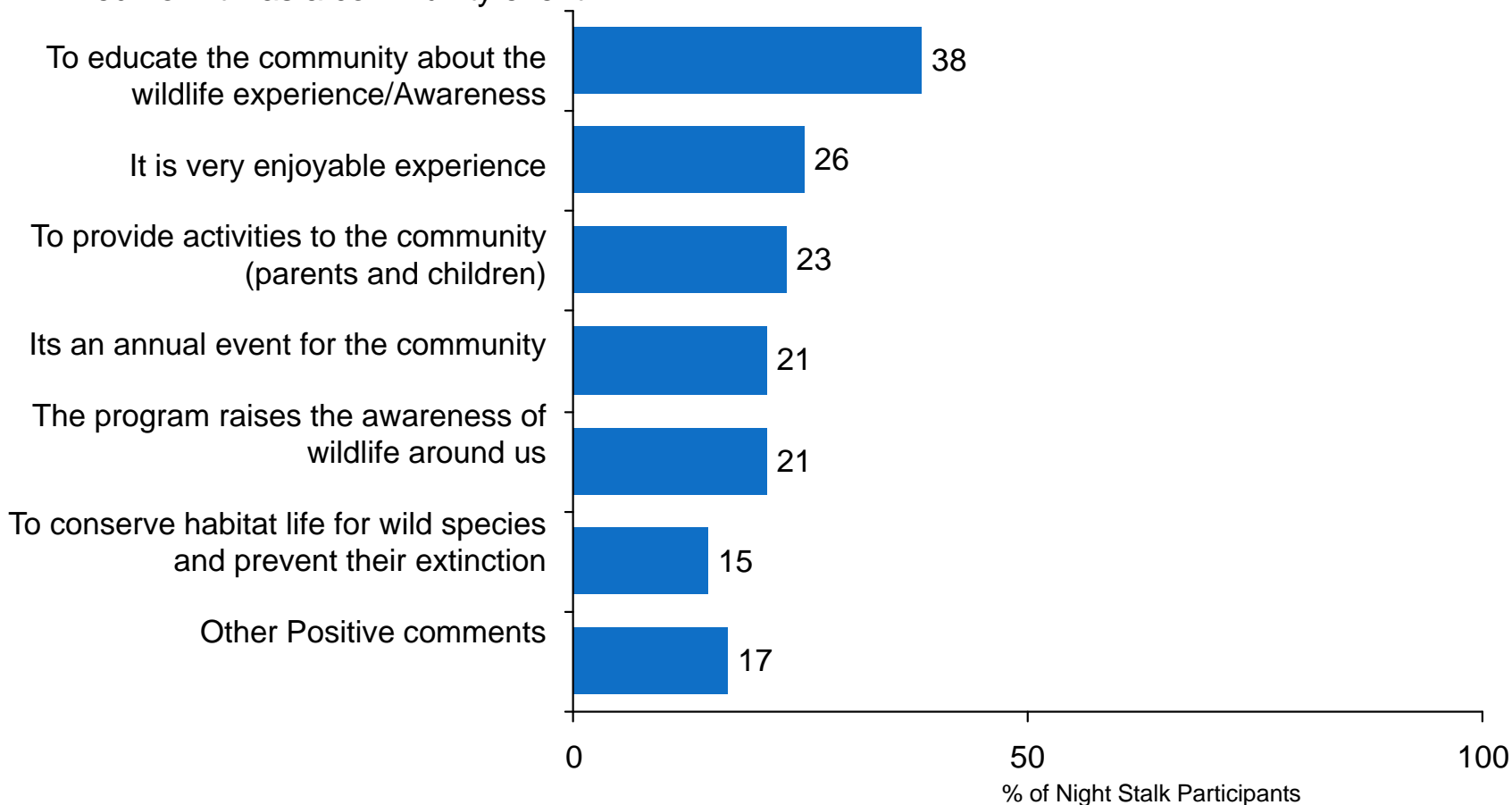


n=50

Q. How likely would you be to participate in a Night Stalk program again in the future?

Positive experiences are contributing to continued participation

Increasing awareness in the community about the importance of conserving wildlife was the main reason participants would take part in Night Stalk again. They also said they enjoyed the program and liked how it was a community event.



n=47

Q. Why do you say you are likely to participate in the Night Walk program again?

Educating others and planting native species are top conservation efforts

“Being able to make members of the public aware of what fauna are living in their local area is important for the animals’ survival.”

“Very enjoyable and interesting and also helps to get other local residents together for social interaction.”

“It was fun, something different. We had an interesting, knowledgeable guide who increased our knowledge of local fauna. Worthwhile activity for raising awareness and increasing interest.”

The only negative comments were:

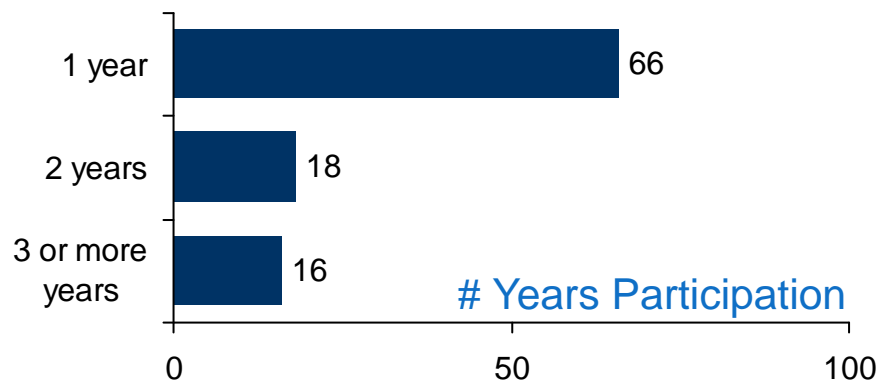
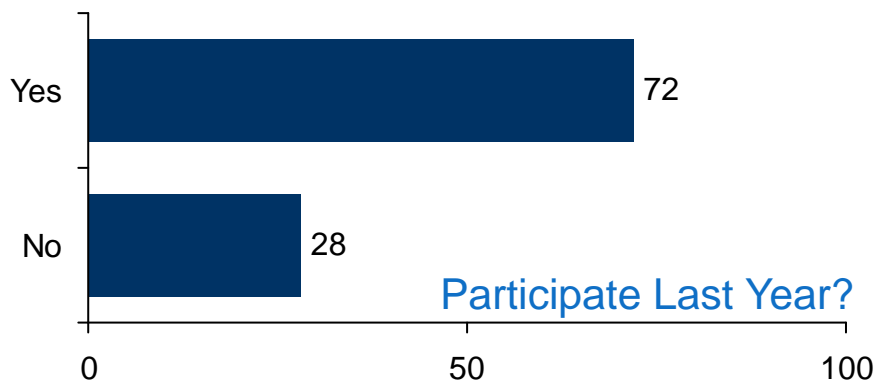
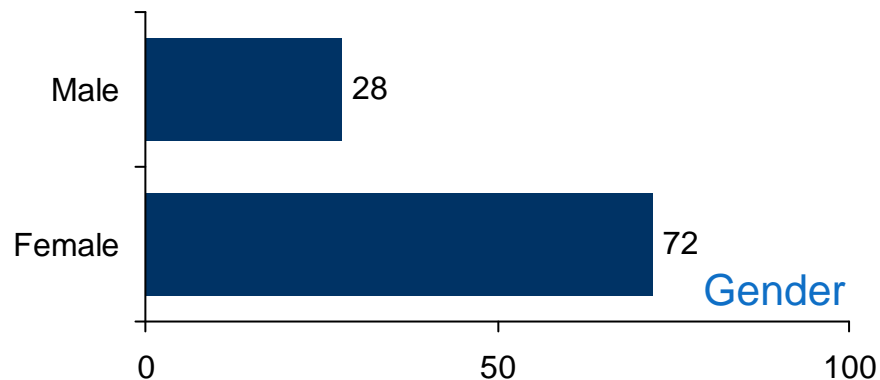
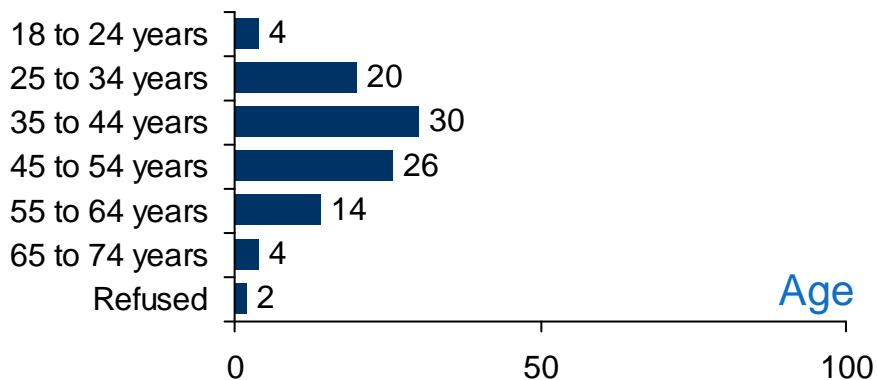
“Only a small number of people from the general public took part, schools and other groups already do night spotlight surveys, and people these days seem to want to do something special, rather than just take part in annual activities which is nice but not necessarily exciting.”

“Have left the service club of which I had belonged to for 15 years and too busy with work commitments.”



Demographics

About three quarters of participants were female, most were over the age of 35, and two thirds have participated for one year.



% of Night Stalk Participants



Night Stalk Evaluation

Perth Zoo

Prepared by: Synovate



synovate

Research reinvented