



Mariella Marzano
mariella.marzano@forestry.gsi.gov.uk



Mike Dunn
michael.dunn@forestry.gsi.gov.uk

Northern Research Station, Roslin, Midlothian, Scotland, EH25 9SY



LIFE14 NAT/UK/000467

- Red Squirrels United / Sciuriosity
- Coalition working together on a scientifically robust programme to conserve red squirrels



FR's role



- Gain wider community support and participation in the project/red squirrel conservation
- Evaluate measures to increase public awareness and community capacity



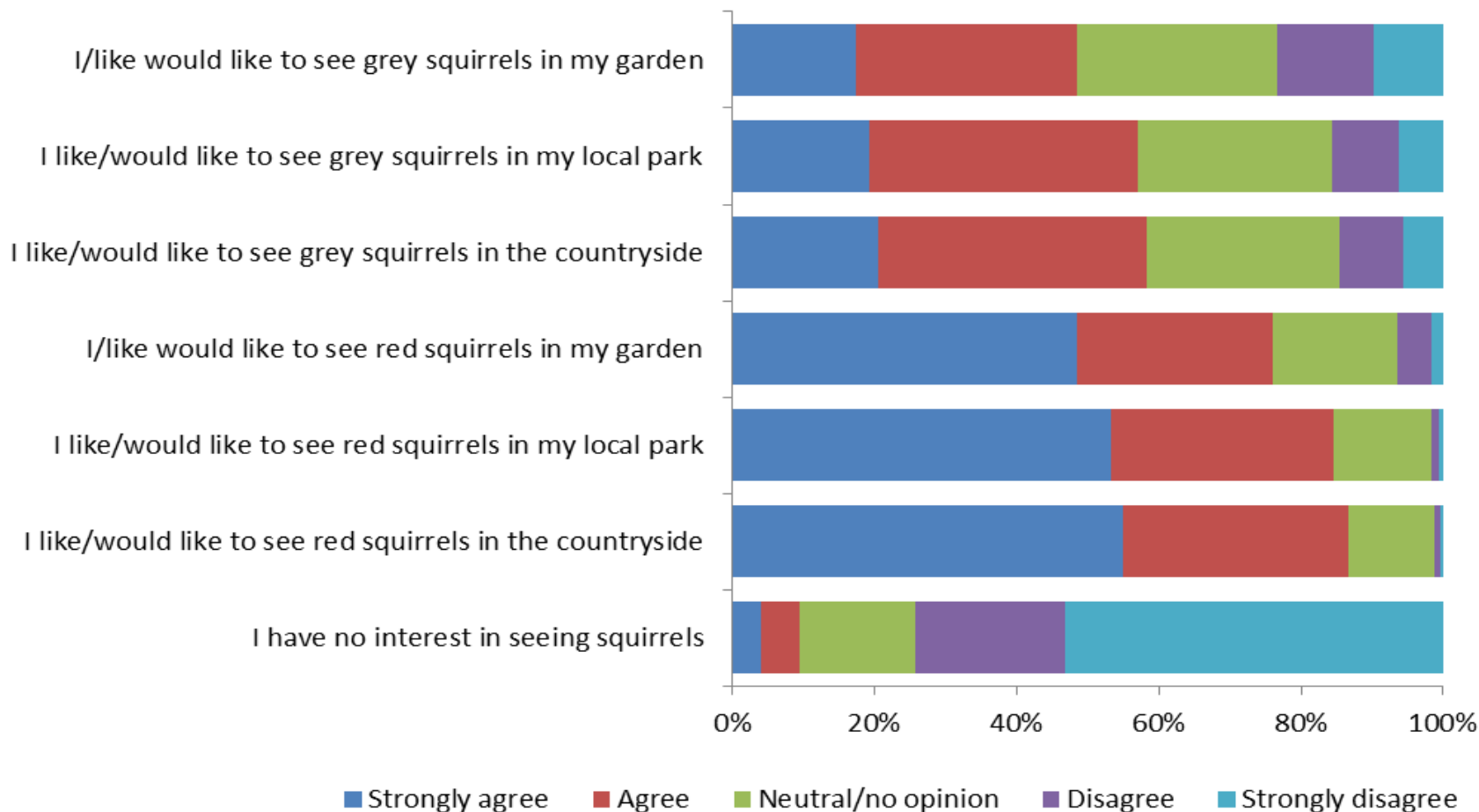
Collect data on existing knowledge, beliefs, preferences; Assess how these differ with age, gender, location etc.

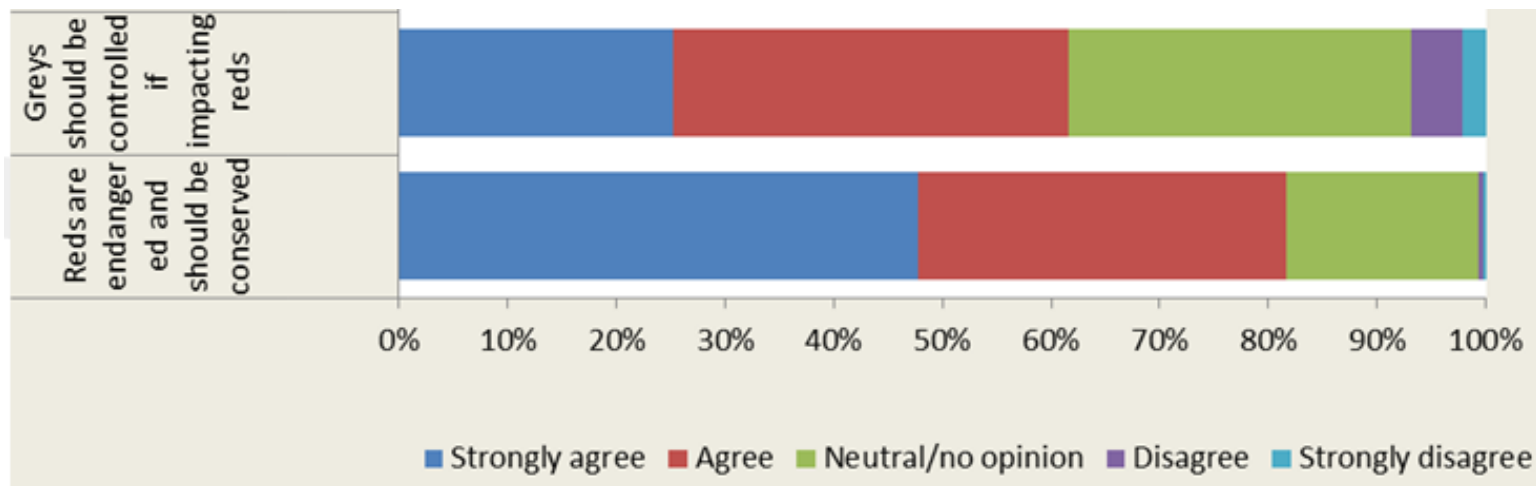
Online survey, 30 questions → Descriptive stats and cross tabs

3758 respondents 18+ yrs (representative of demographics found in census), BUT...

Case Study	Survey respondents	Percentage of national sample
Kielder	74	2.0
Merseyside	173	4.6
Northern Ireland	292	7.8
Gwynedd and Anglesey	74	2.0
Mid Wales	29	0.8
Wales (combined Gwynedd and Anglesey and Mid Wales)*	103	2.7

Carried out Oct 2015. Follow up to assess change in 2019





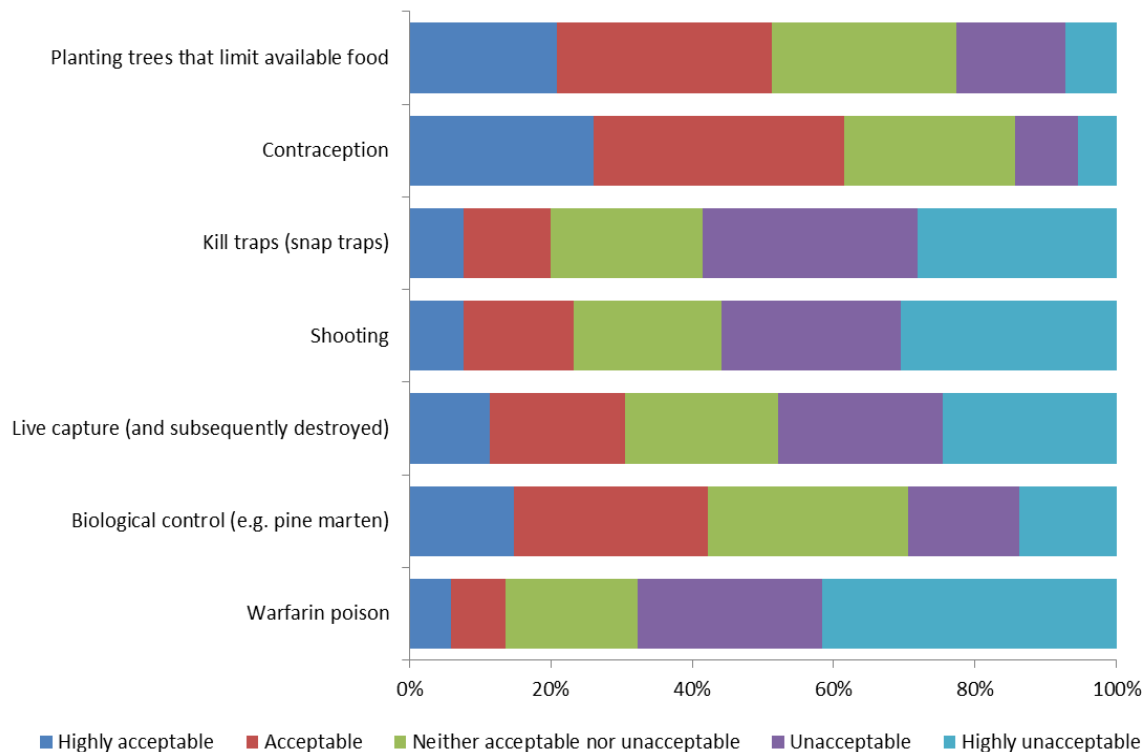
Therefore, if people are aware of greys impacting reds, there should be support for control methods

Are people unaware?

OR

Do they object to the methods used?

Humaneness is the most important factor in supporting or opposing control methods. A majority see warfarin, kill traps and shooting as unacceptable.



Acceptability is higher among males, older generation, those connected to nature, those with squirrel knowledge, those living close to reds.

- Substantial number of 'don't know' responses in the national sample, representing people most easily swayed.
- Greater support for control in areas it is most needed (red squirrel presence). Easier to find support here, but typically sparsely populated
- Objection most likely to exist among particular groups – young, female, weak connection to the countryside, little knowledge about squirrels
- Community involvement and ownership is more powerful in changing beliefs than education alone. Need to explain why lethal controls are better than non-lethal methods

- What are your aspirations for red squirrel conservation in the Northern England?
- What do you see as the key challenges for red squirrel conservation in the Northern England?
- Why did you start volunteering? [we would like to document your story]
- What keeps you motivated to volunteer?
- What challenges do you face in your volunteering role?
- How could your volunteering experience be improved?

