

# NAWMP Survey of Birdwatchers: Preliminary Results

Future of Waterfowl Workshop 2  
National Conservation Training Centre  
Shepherdstown, WV  
September 26, 2017



# Acknowledgements

## United States

- National Flyway Council and member states in Atlantic, Mississippi, Central, & Pacific Flyways
- U.S. Geological Survey
- Migratory Bird Joint Ventures
- U.S. Fish & Wildlife Service
- Ducks Unlimited
- Association of Fish and Wildlife Agencies

## Canada

- Wildlife Habitat Canada
- Environment & Climate Change Canada
- Canadian Wildlife Service
- Ducks Unlimited Canada
- Governments of Ontario & New Brunswick
- University of Alberta
- Joint Ventures
- Flyway Representatives

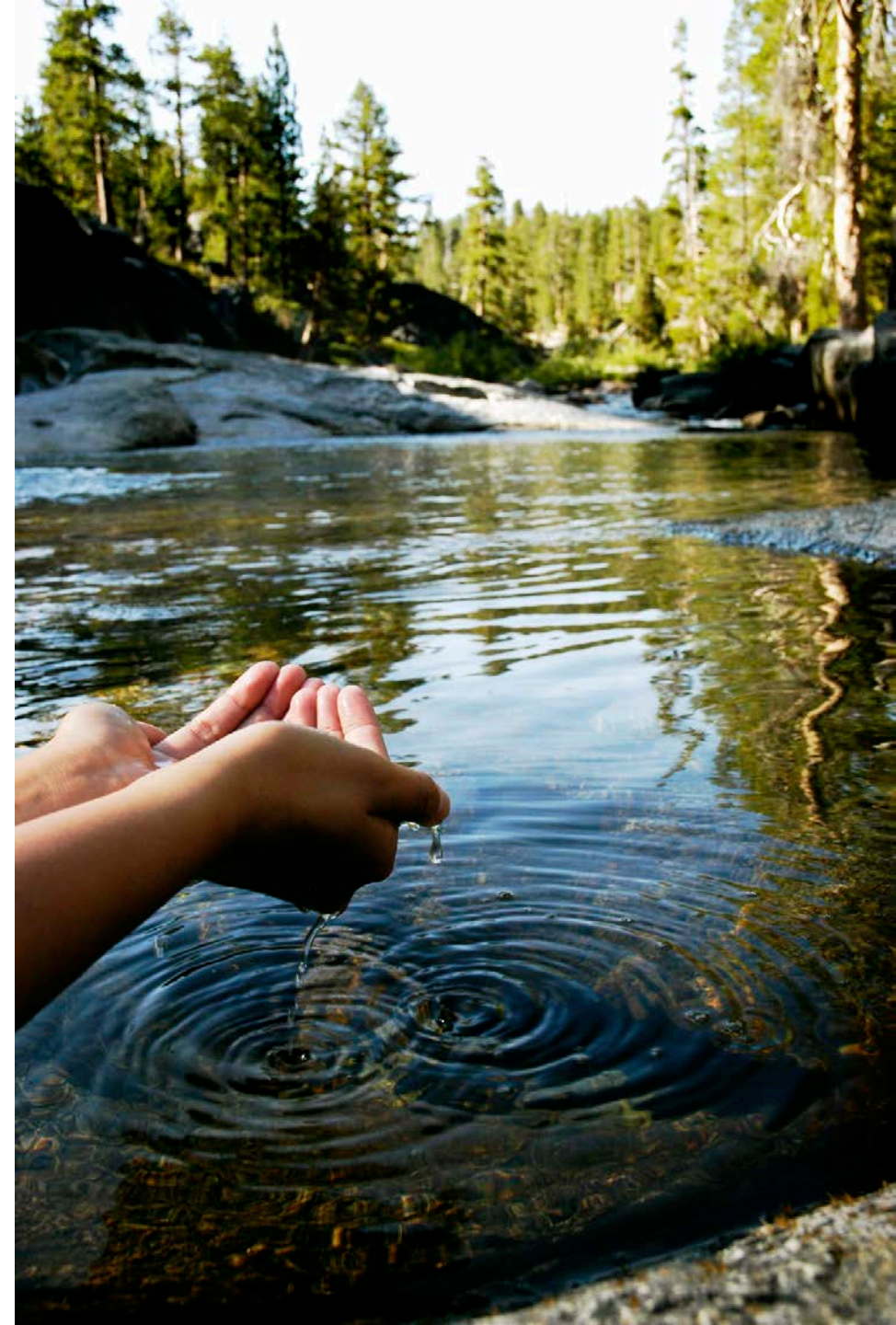
NABCI, Cornell Lab of Ornithology, Members of HDWG & PET

“...humans seem to have gained a high degree of independence from the natural world. ...Humanity appears to have very nearly lost a sense of deep connectedness to nature.”

Rick Searle (2000)

“The biggest single threat to conservation in America is the growing disconnect of our people with the outdoors.”

Ken Salazar, U.S. Secretary of the Interior (2012)

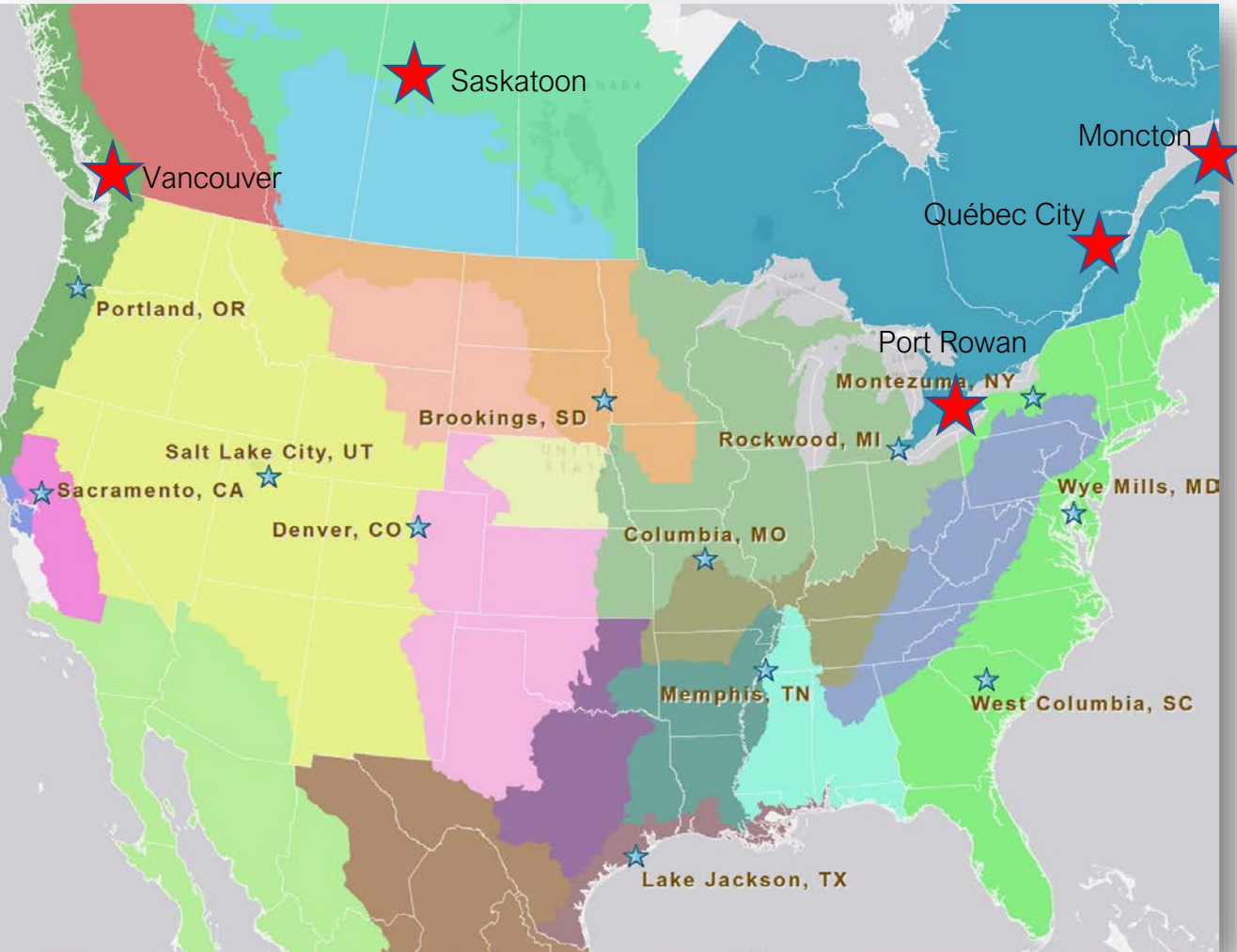


## NAWMP Goal 3

Growing numbers of waterfowl hunters, other conservationists and citizens who enjoy and actively support waterfowl and wetlands conservation.

# Methods

## Workshop Locations (17)



## Sample Frame

- US & Canadian residents who were active on *eBird* between Jan 1, 2012 and Oct. 15, 2016 with valid e-mail and physical address (attempted census).

## Data Collection

### US

N = 133,956

Nov. – Dec. 2017

5 contacts.

### CAN

N = 13,730

July – Aug 2018

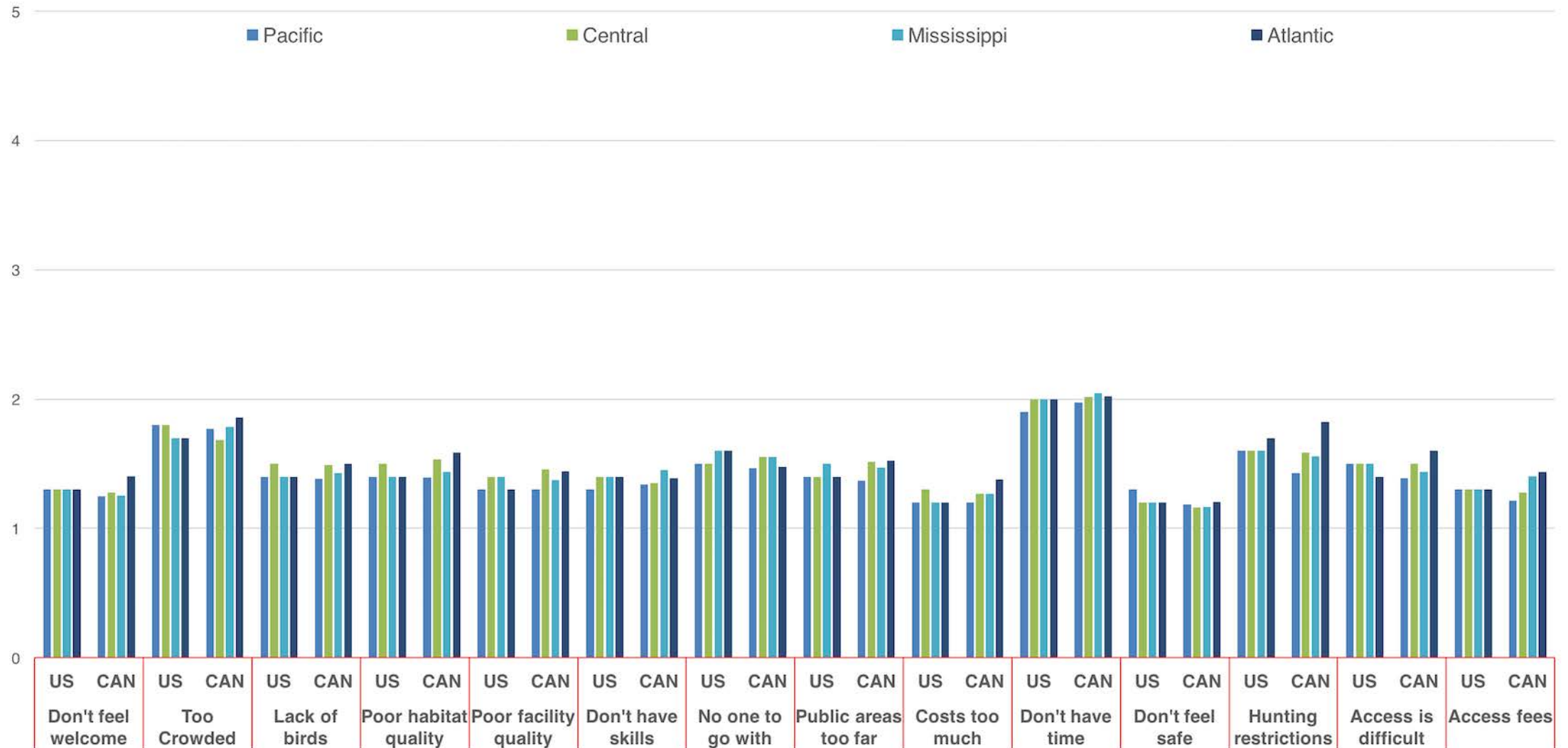
3 contacts.

# Sample Characteristics

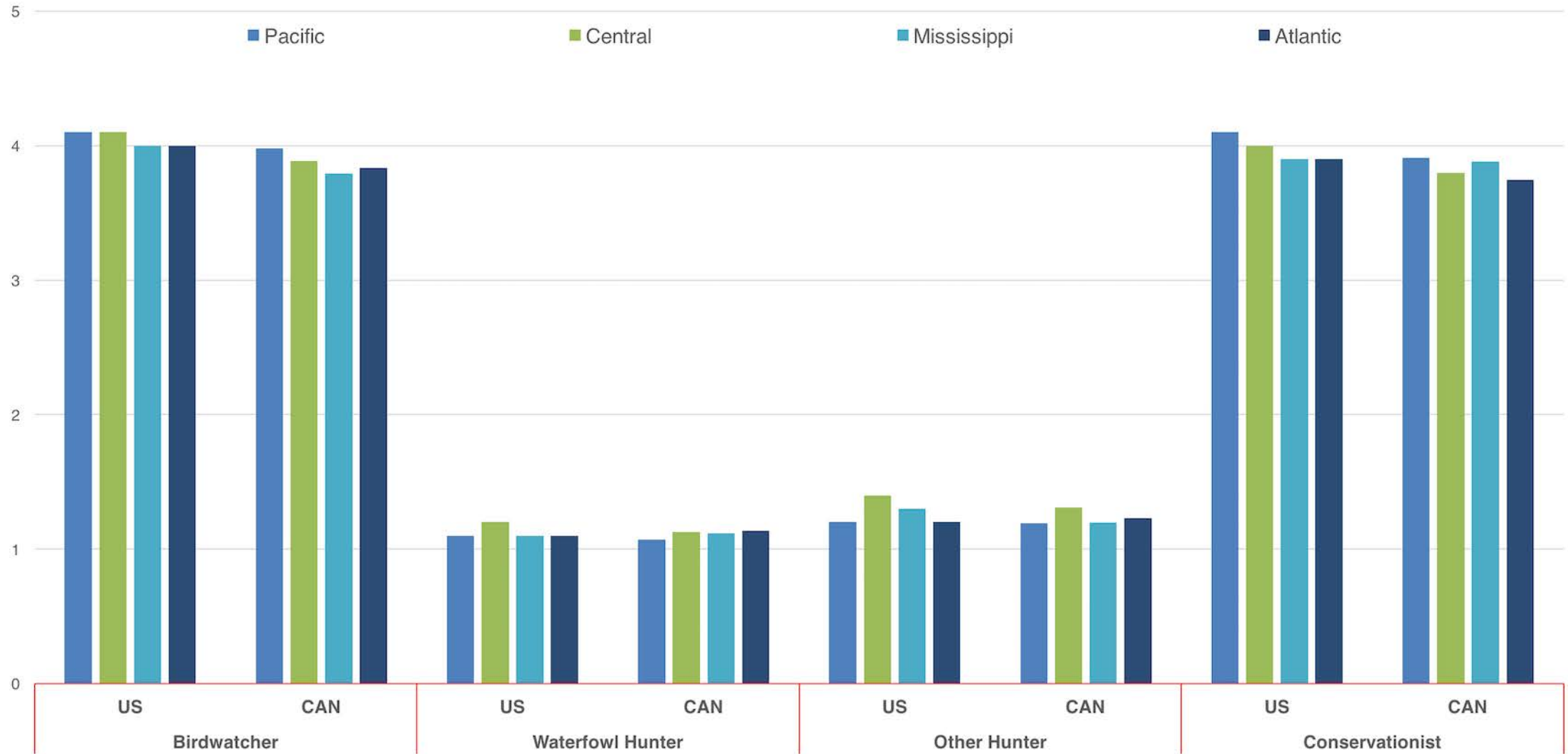
Flyway	United States				Canada	TOTAL
	Lower	Middle	Upper	Total		
Pacific	930	2,891	2,446	6,267	728	6,995
Central	2,083	1,320	290	3,693	452	4,145
Mississippi	1,652	3,926	3,831	9,409	2,042	11,451
Atlantic	3,547	5,147	5,008	13,702	615	14,317
			TOTAL	33,071	3,837	36,908

Return Rate: US: 25.0%  
CAN: 31.5%

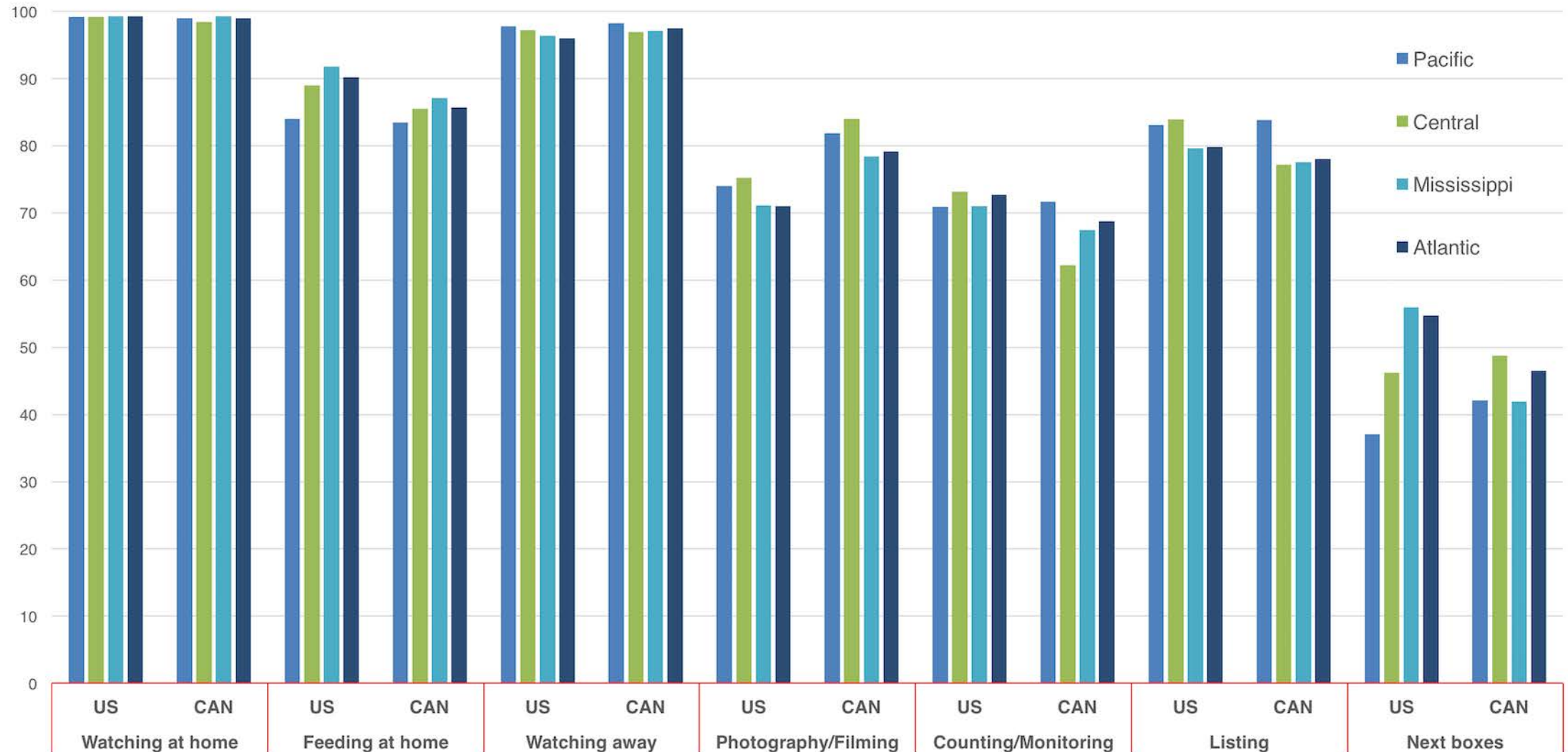
# Constraints to Birdwatching in Next 12 Months



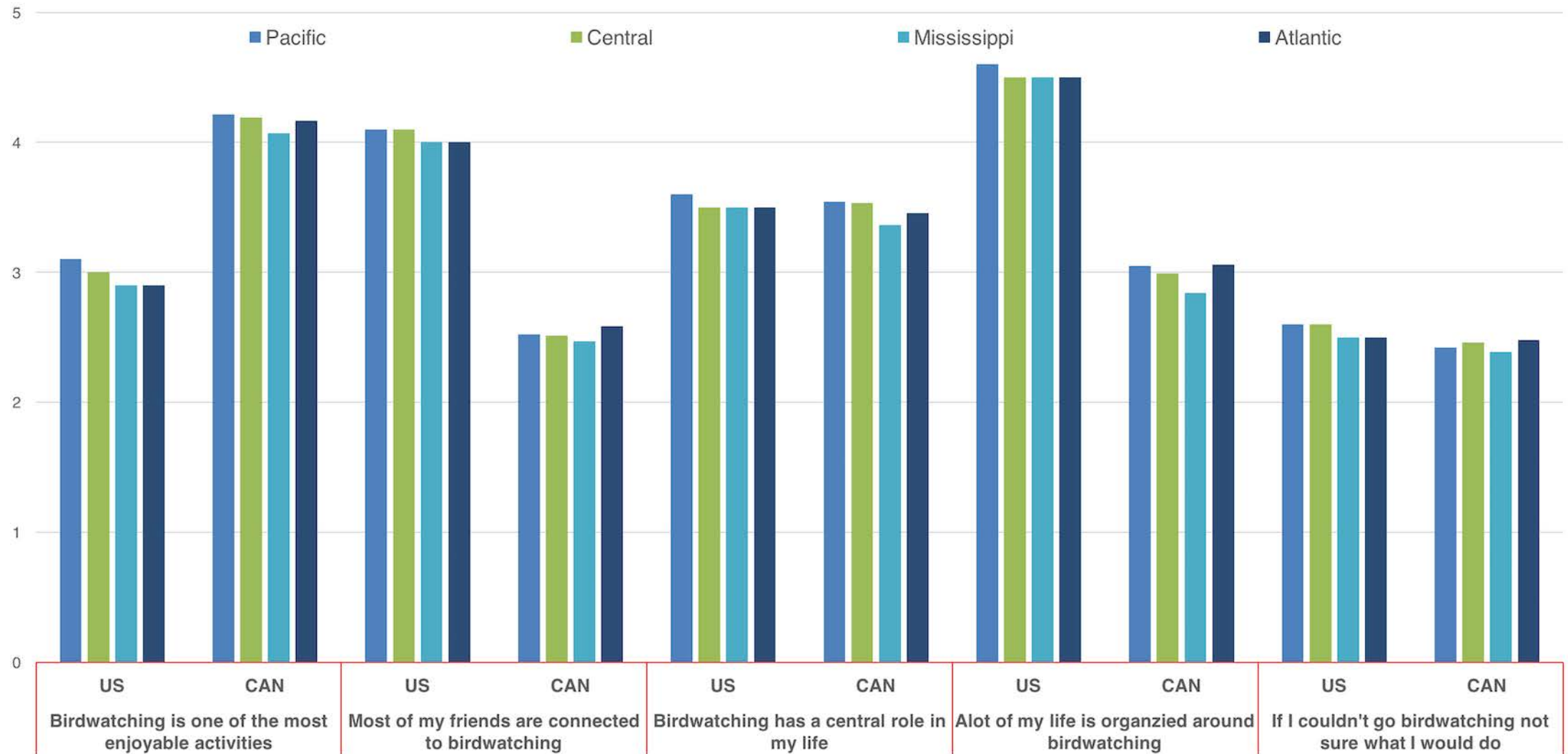
# Extent to which you identify yourself as a...



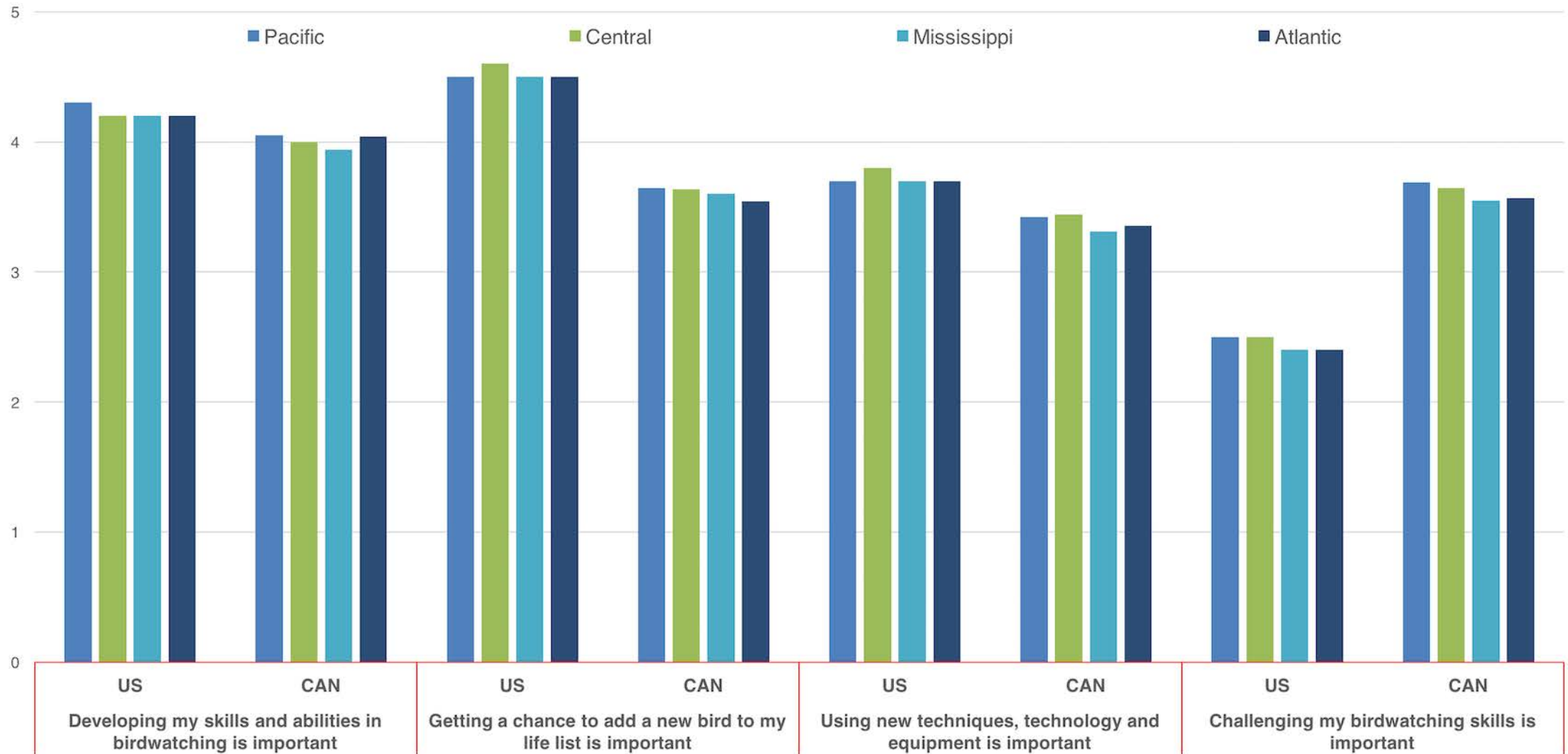
# Participation in Wild Bird Activities



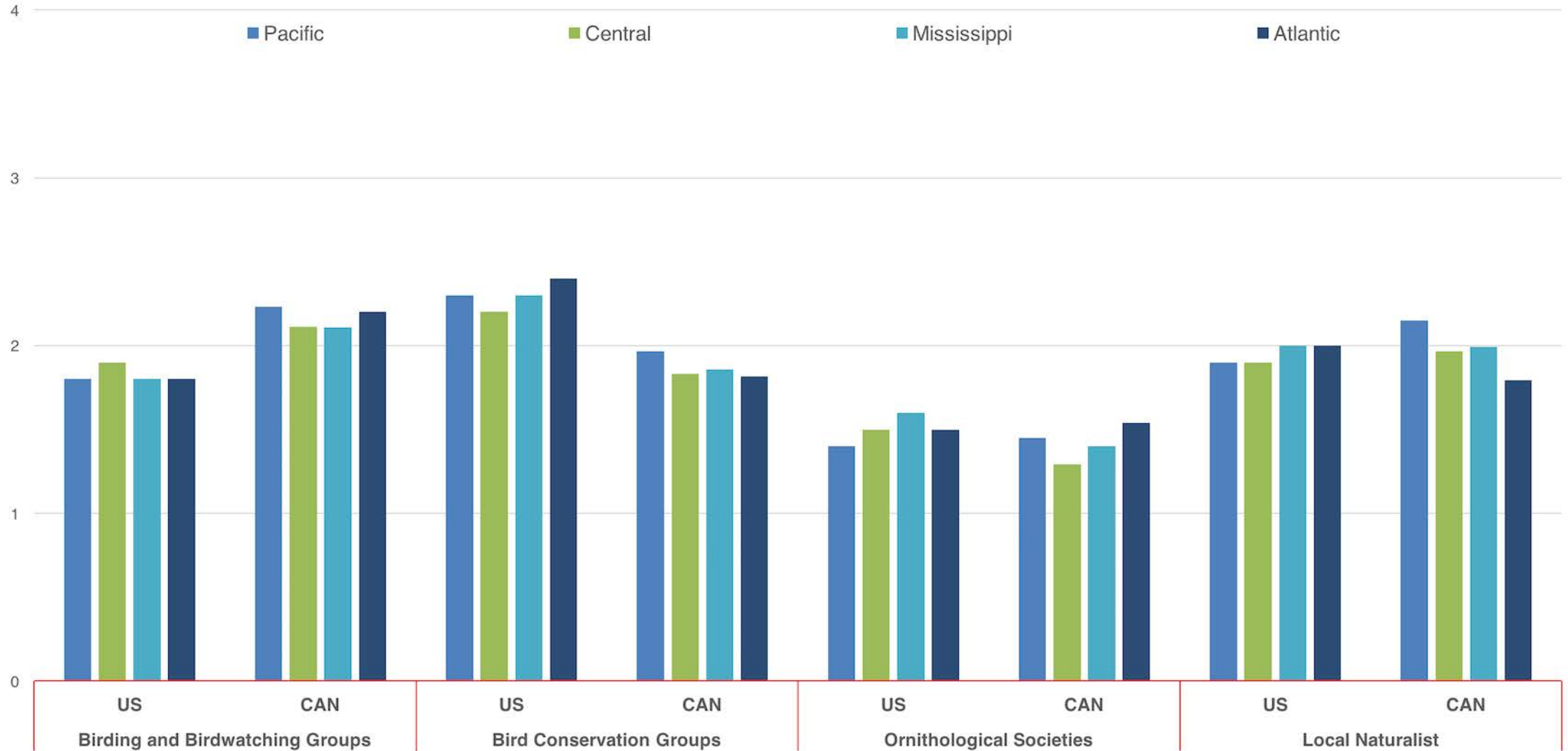
# Involvement in Birdwatching: Centrality



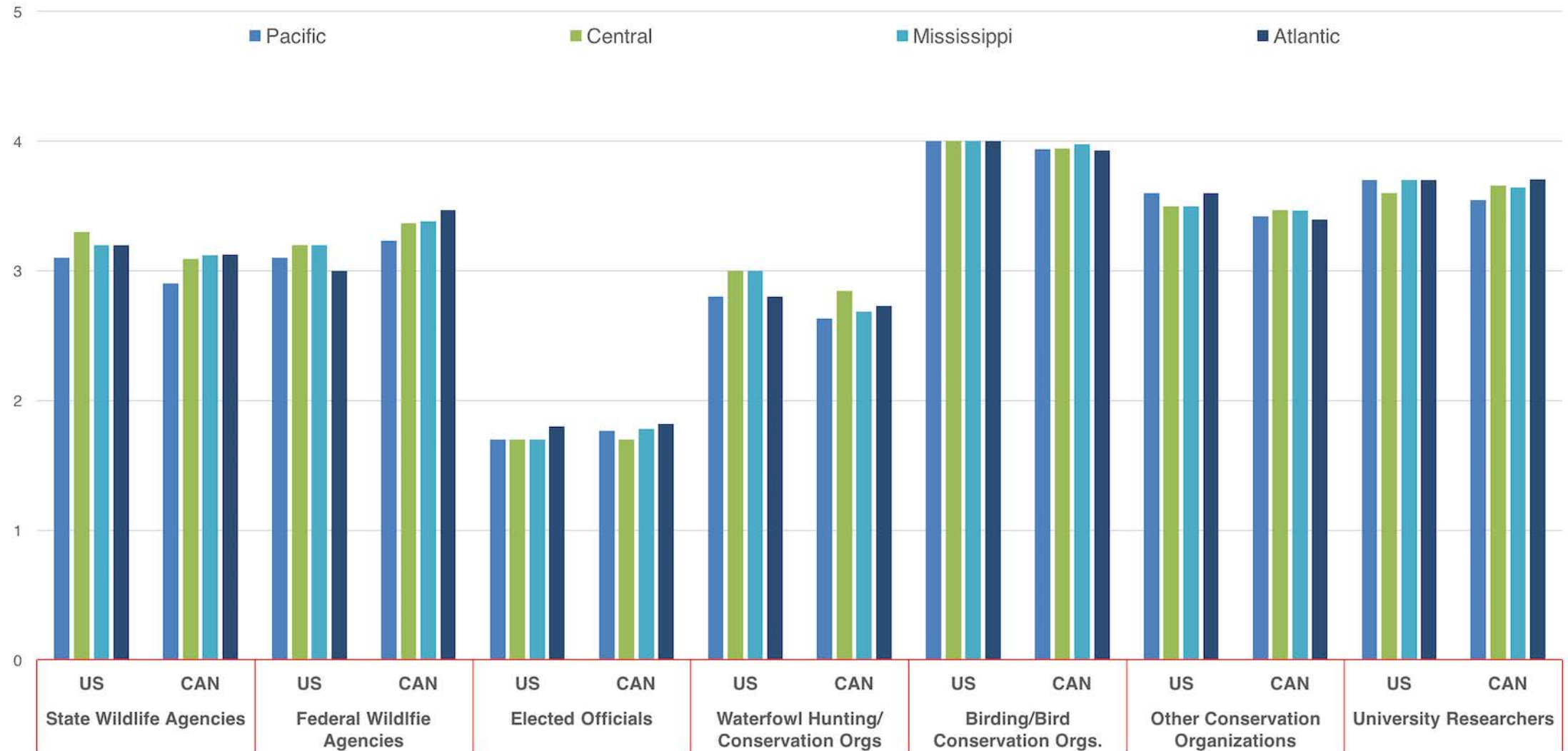
# Involvement in Birdwatching: Achievement



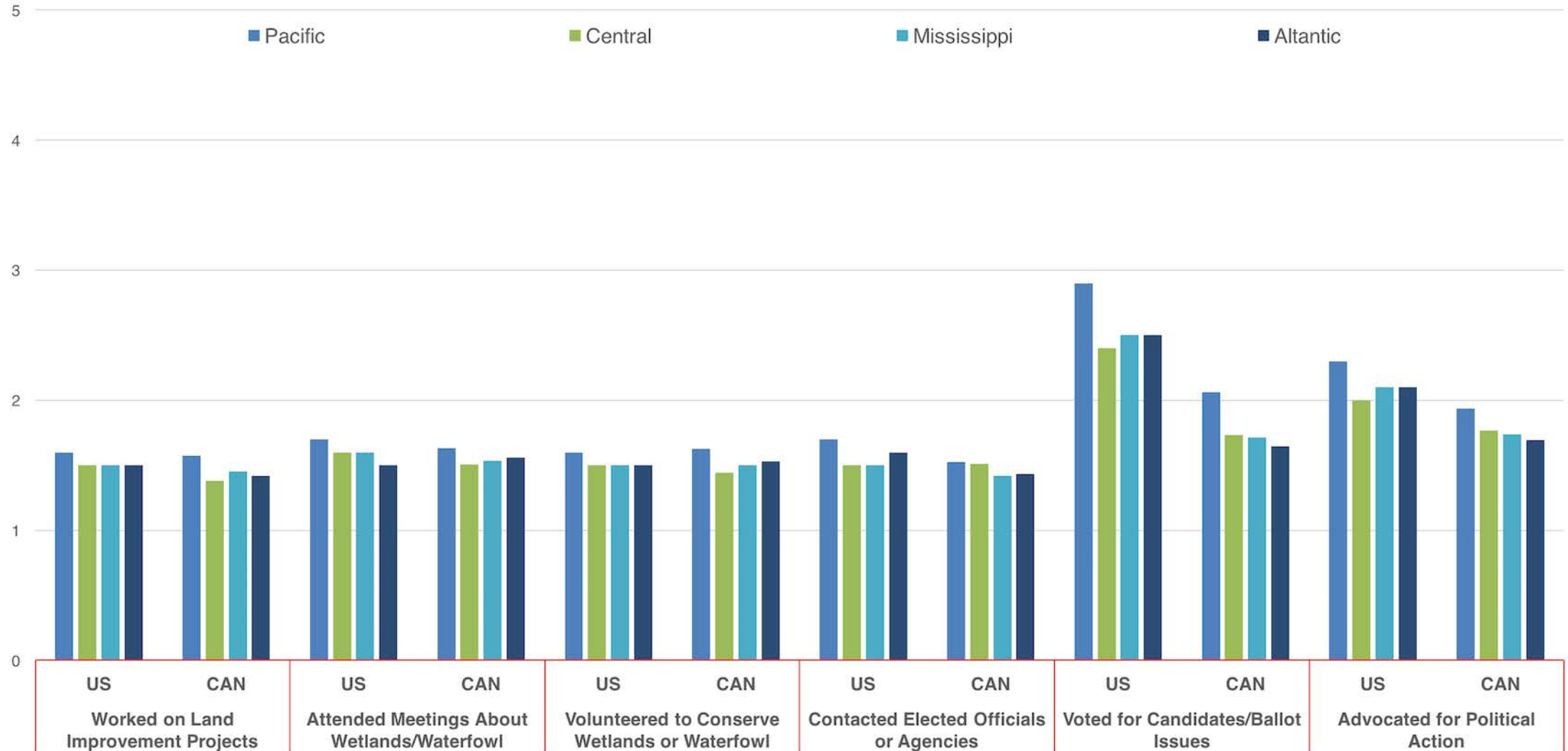
# Involvement in Bird(ing)-Related Organizations



# Trust of Organizations: Birdwatchers' Interests



# Involvement in Wetland/Waterfowl Conservation



# Trade-offs: Discrete Choice Experiment

If these were your only options, which would you choose?  
Choose by clicking one of the buttons below:

(1 of 10)

	Option 1	Option 2	Would not go
<b>Diversity:</b> How many kinds or species of birds you see	Observe 30 species	Observe 30 species	NONE: I would not go if these were my only choices.
<b>Rarity:</b> Whether there are rare or unusual species of birds	Chance to see rare or unusual species	No rare or unusual species	
<b>Number of birds:</b> The total number of birds you see	Less than 100 birds	Hundreds of birds	
<b>Ease of access:</b> How difficult it is to get into and around the area	Moderate access with some paved trails	Easy access with paved trails and roads	
<b>Wetlands:</b> Whether the area contains wetland habitat (shallow ponds or marshes) and wetland species	Wetlands with waterfowl/wetland birds	Wetlands but NO waterfowl/wetland birds	
<b>Naturalness:</b> The degree to which the area is in a natural condition or has been developed	Area is developed	Natural habitat and setting	
<b>Travel distance:</b> Total distance from home to the location (one-way)	40 km (25 miles)	3.2 km (2 miles) or less	
<b>Choose one option</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



0%  100%

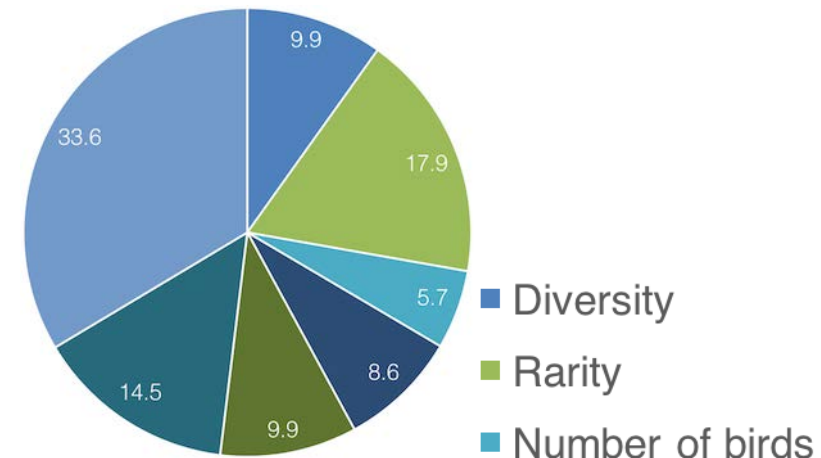
# Viewer Choice Experiment Attributes & Levels

ATTRIBUTE	LEVELS				
Diversity	≤ 10 species	20 species	30 species	≥ 40 species	
Rarity	Chance to see rare/unusual species			No rare/unusual species	
# Birds	< 100 birds	Hundreds of birds		Thousands of birds	
Access	Easy access, paved trails	Moderate access, some paved trails		Difficult access, unpaved trails & paths	
Wetlands	None	Wetlands, no birds		Wetlands, waterfowl & wetland birds	
Naturalness	Natural habitat & setting		Area is developed		
Travel Distance	2 miles	25 miles	50 miles	100 miles	200 miles

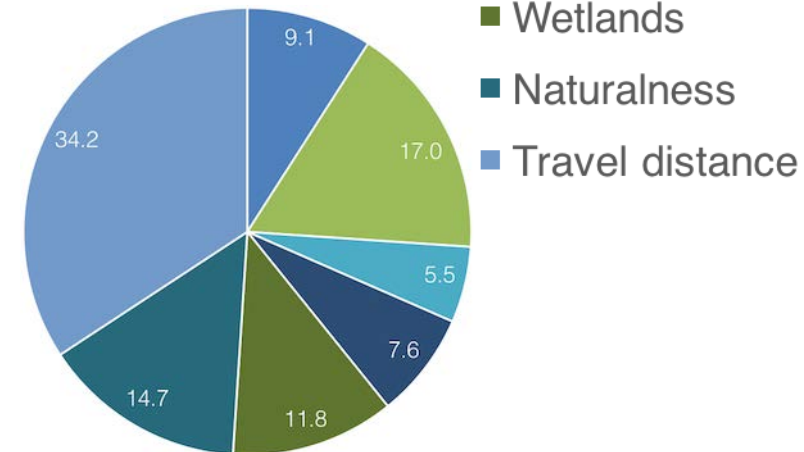
# Choice Experiment HB Results: Pacific Flyway

## Average Importance

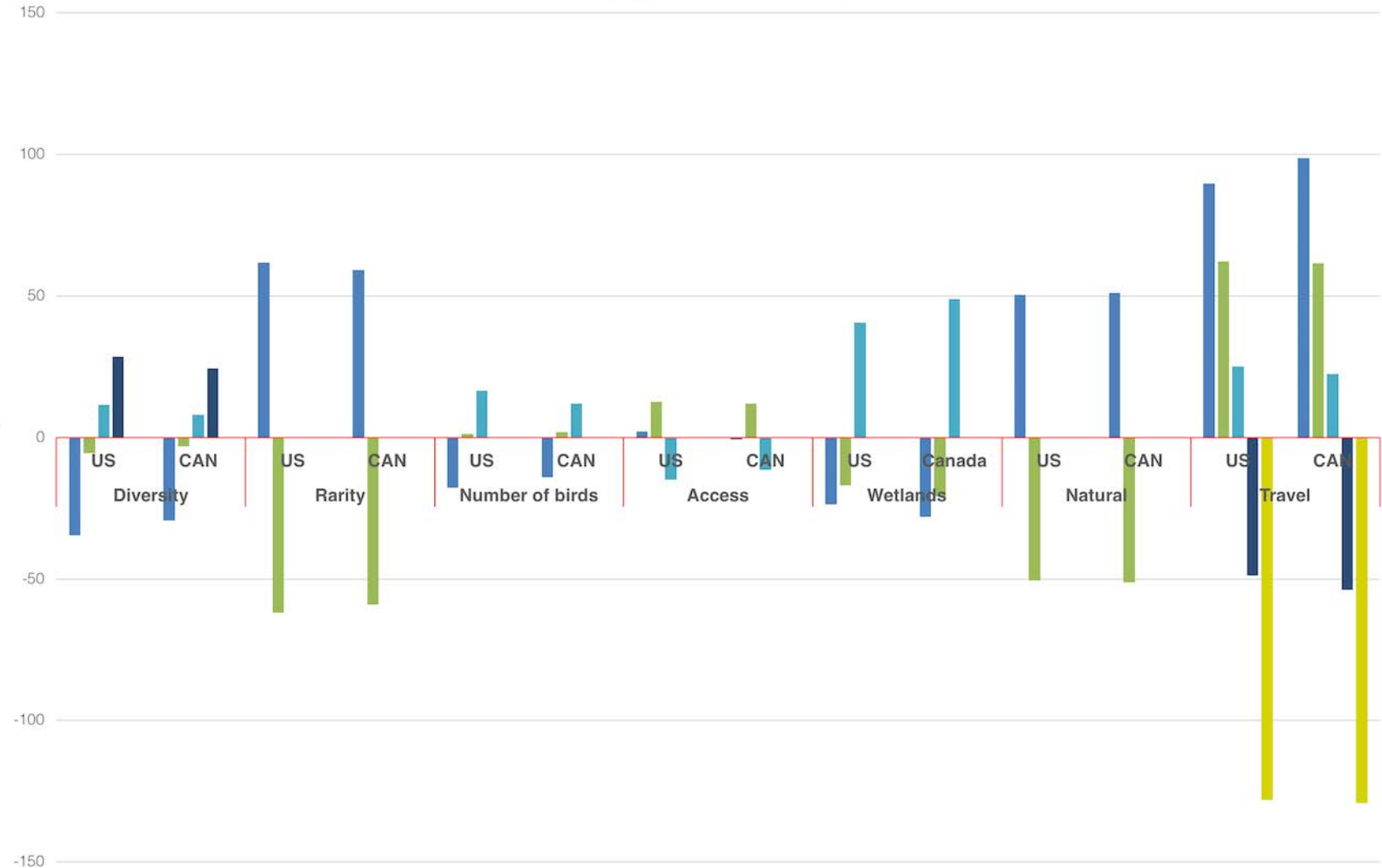
United States



Canada



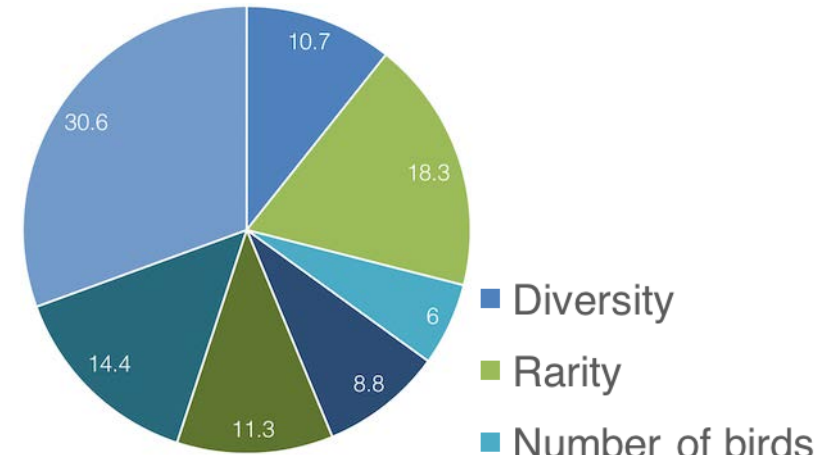
Utility (zero-centered)



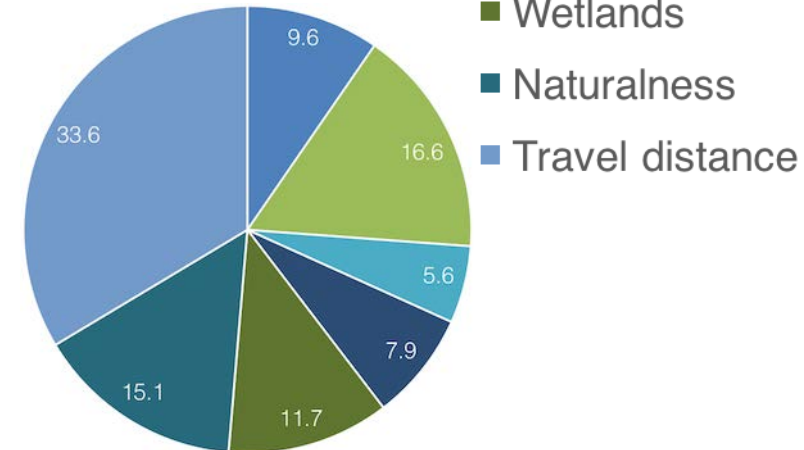
# Choice Experiment HB Results: Central Flyway

## Average Importance

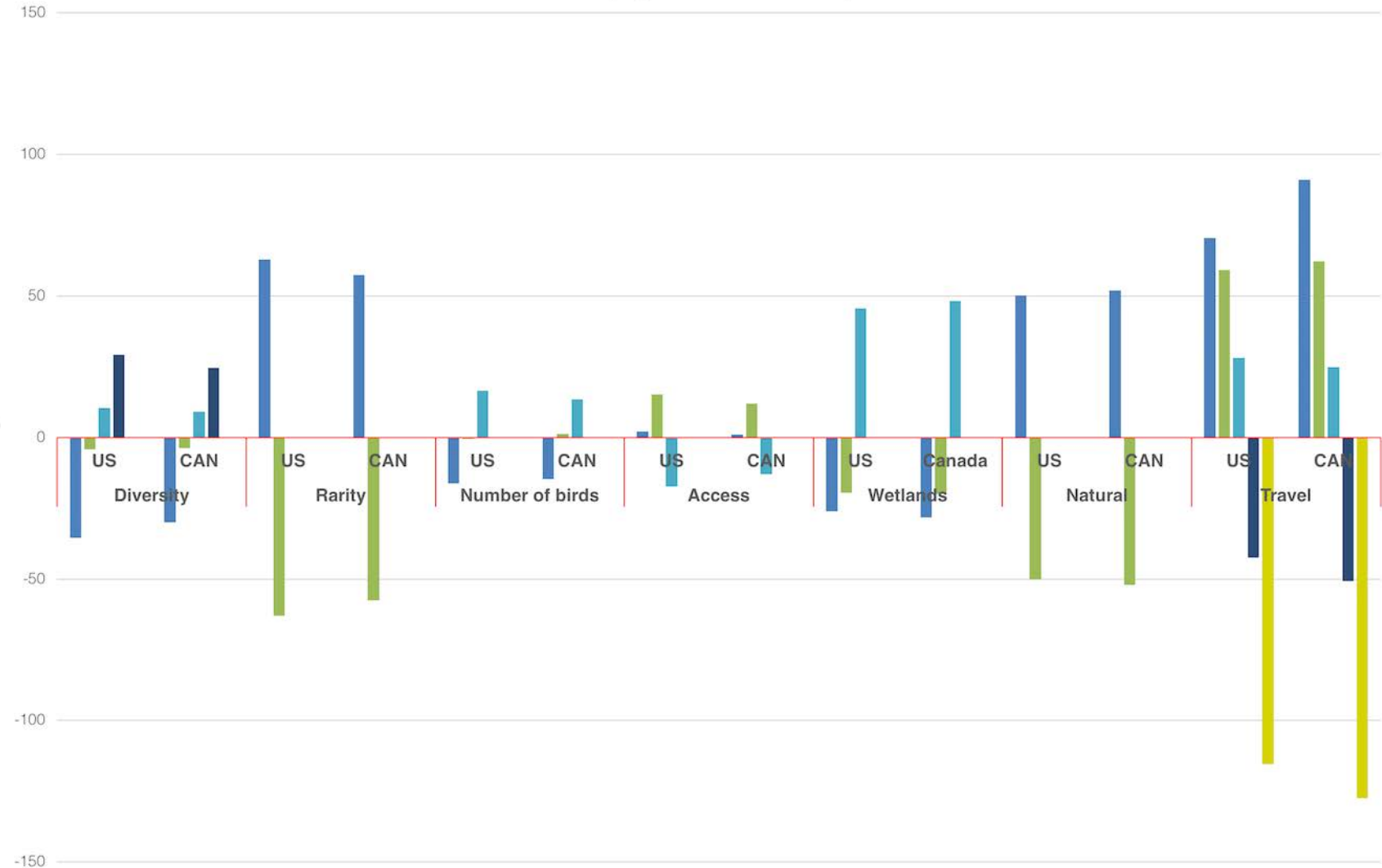
United States



Canada



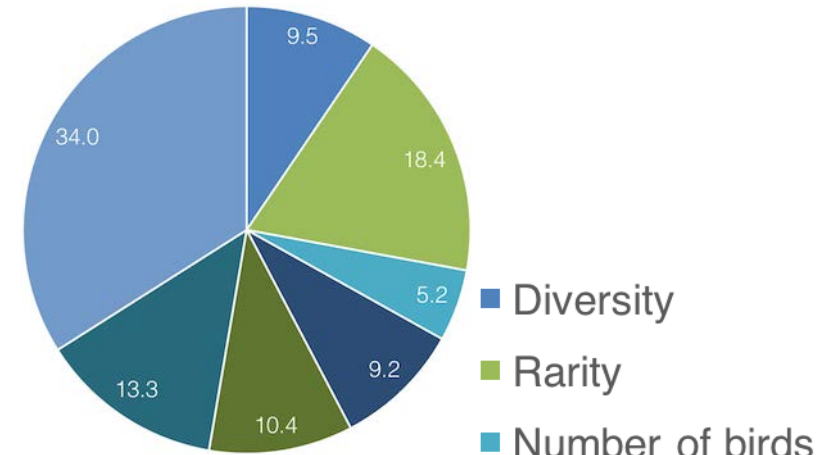
Utility (zero-centered)



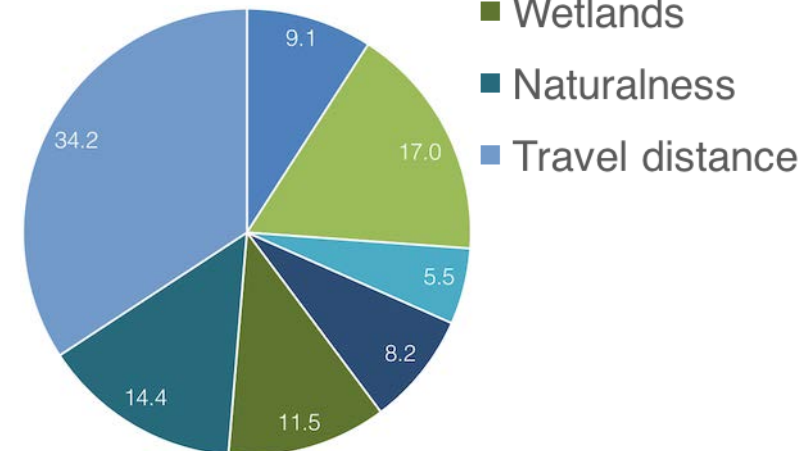
# Choice Experiment HB Results: Mississippi Flyway

## Average Importance

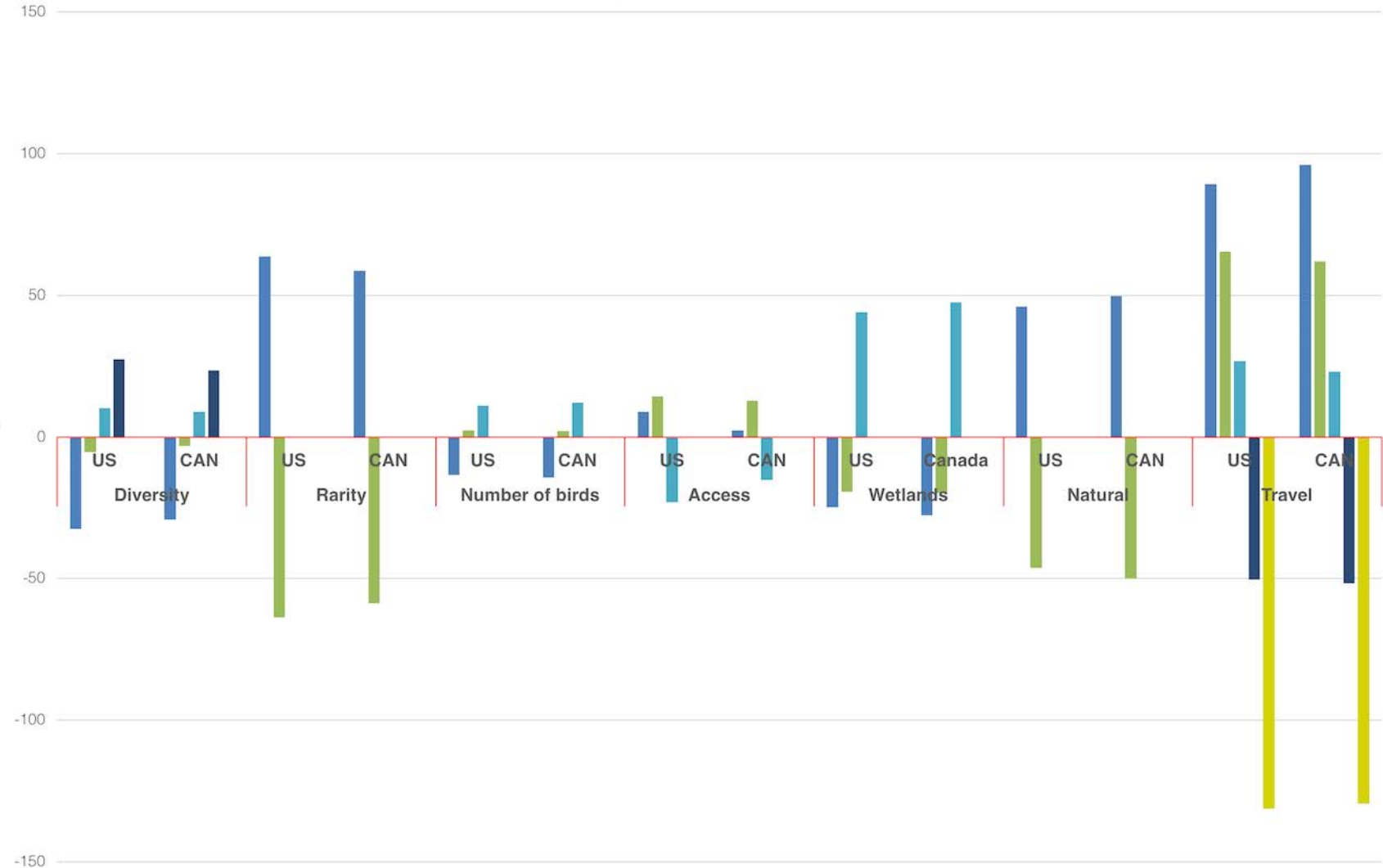
United States



Canada



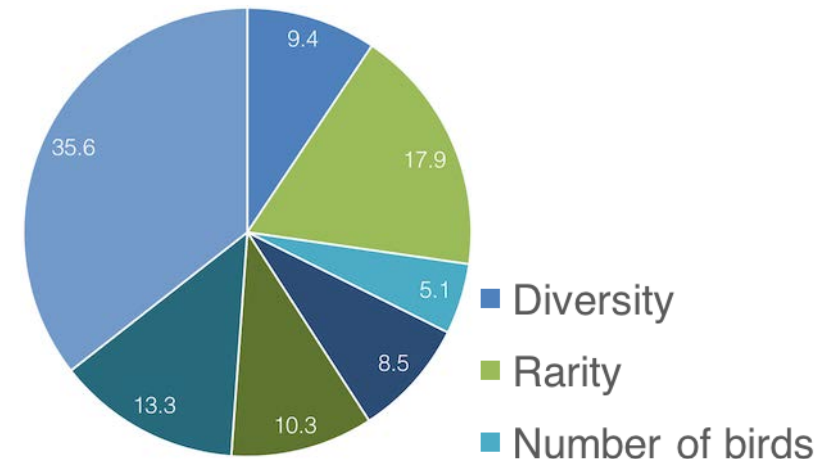
Utility (zero-centered)



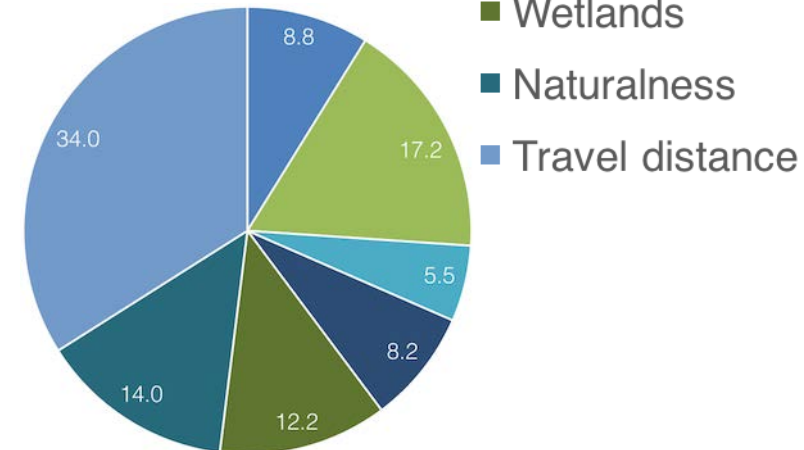
# Choice Experiment HB Results: Atlantic Flyway

## Average Importance

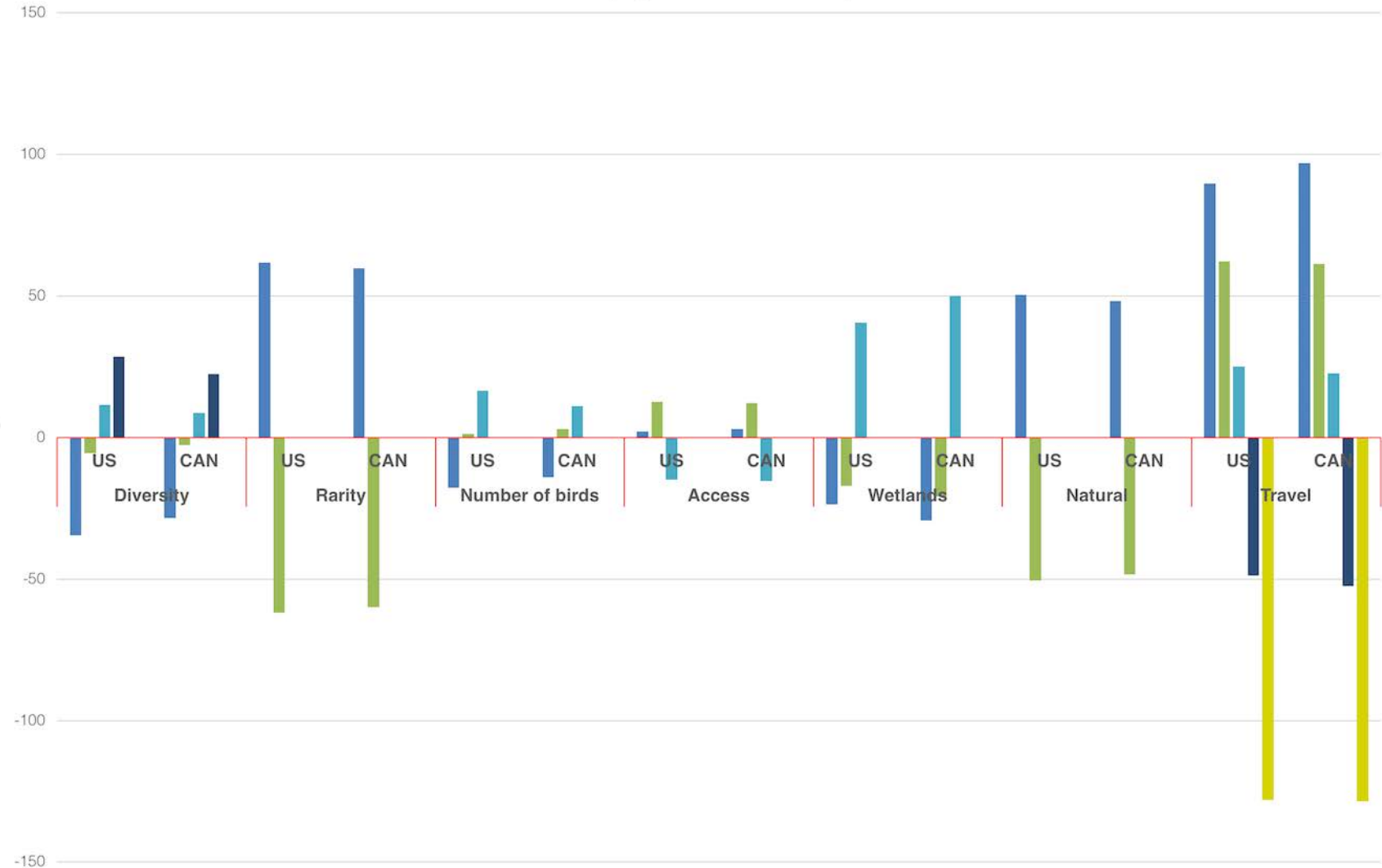
United States



Canada



Utility (zero-centered)



# (Preliminary) Conclusions

## NAWMP Goal 3

Growing numbers of waterfowl hunters, other conservationists and citizens who enjoy and actively support waterfowl and wetlands conservation.

- ❖ Birdwatchers seem to be a compatible stakeholder group:
  - Common interests in conservation and wetlands;
  - Active in different elements of their activity.
- ❖ Preferences for moderate degrees of on-site access, opportunities within 50 miles, natural habitat & settings, and wetlands with waterfowl & wetland birds.

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