

**Research conducted by a teenager, exploring the views of teenagers.**

**TEENAGE ATTITUDES AND AWARENESS  
TO  
WILDLIFE CONSERVATION, CHARITIES AND  
ADVERTISING.**



**DOMINIK REYNOLDS.**

Independent Research

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## Abstract.

This research was conducted to investigate the attitudes and opinions of teenagers (11-18 years) towards conservation and campaign marketing using a short video presentation followed by a questionnaire. 641 completed questionnaires – a return rate of over 60%. It has looked at various advertising methods and styles and established interesting preferences. This paper also examines the teenager's thoughts on conservation issues, what is seen as important to them and ways to engage them, with the eye opening results presented in graphs. Images and music were shown to be the most important factors which made a campaign film most popular, though the favourite film was not the one which scored as the most memorable. The conservation issues seen as important to the group were evenly spread, with saving the rainforest and climate change being chosen as the most important. Saving animal habitats in the UK scoring very poorly, no more than 3% in any group. Credible celebrities fronting a campaign was very popular and you cannot go wrong with rubber wrist bands. This Research provides valuable insight and information, for any worker in the Conservation and/or Advertising world, into the views of the next generation regarding the natural world. From how to engage them, to what they feel is important.

# The Research Project

## Introduction

On Friday, March 7<sup>th</sup> 2012, I undertook a major piece of research.

Having attended an RSPB meeting earlier in the year to discuss new campaigning ideas and projects, it became apparent to me that adults (though they may have thought they did) had little understanding of children's points of view on the discussed subjects. Many of them said 'what they thought a kid would think' but in fact I thought completely differently. I talked about this with my mum on the way home, but I was still wondering. This gave me the idea to set up a piece of research into what kids my age really thought about different campaigns.

Initially I thought about questions to ask, and at the start I only had a couple. But the more I wrote down, more and more questions opened up, and before I knew it my small piece of research was growing into something a lot bigger, and also looking at conservational issues. The finished product was a four A4 sheet, 18 question booklet. The first few questions were about a selection of four short campaign videos provided for me by the RSPB. The videos were of campaign films by Greenpeace, Oxfam, RSPB and UNICEF (Appendix 2). The other questions more general. <https://www.youtube.com/watch?v=SKQuklbvc2A&feature=youtu.be>

Eager to find a way to promote my research, and get answers, I spoke to my school to see if they could help me out. They said it sounded like a brilliant idea. They printed out enough copies for all the students in the school (nearly 1000!) and said I could do an assembly to the whole school to show them the videos, and then hand out the questionnaires the next day. After a couple of days of waiting due to a few late forms, I received back 641 questionnaires which is far more than I ever expected to receive. The results gave me a perfect spread of ages and sexes for me to study.

Over the next year or so, I (with some much-needed help from my mum) sorted all the results. After meticulously recording each and every question into tallies, I made them into tables on Microsoft Excel, and ultimately into some graphs. This took several attempts until they accurately showed the results in an understandable way.

The main reason I undertook this research was because I was interested to know the viewpoints of teenagers of different ages. At the start it was just to find how teenagers would be attracted to campaign videos, but then it grew more branches and more questions were raised, like "would a celebrity fronting a campaign attract you?" and "would a small free gift attract you (what kind)?". My aim, hopefully, is for people from charities and organizations to use this research in order to improve their future campaigns to attract the younger generation.

With help from my mother, I did some background research to see if other studies had been undertaken with similar focuses, and was surprised by the limited amount found, in fact it was a struggle to find any. The two main ones being 1. The Nature Conservancy did a nationwide poll (sample was 602 children, 13 – 18 year olds) called Kids These Days. Why is Americas Youth Staying Indoors? 2013, in the USA. And 2. In 2008 G Torkar, did a study in Slovenia called Conservation Knowledge and Attitudes of Teenagers in Slovakia to the Eurasian Otter.

During a study of high school seniors across a three decade period concern was shown that across all ages the 'youths' tended to assign responsibility for the environment to the government and consumers, rather than accepting any personal responsibility or interest. (Wray-Lake, Flanagan and Osgood. 2010)

I also did various searches online of topics relating to teenagers and younger children and their interest and involvement with nature. In America there is, what appears to be a very proactive group called 'Children and Nature Network, working to 'reconnect children with nature' and recently in the UK, a group called 'A Focus on Nature' has been set up for young conservationists. But again, very little was found, or aimed at those who already have a keen interest.

## Research Methodology

### Type of Research:

It was done using a questionnaire, using both closed and open questions. This was purposefully done to get both direct answers and personal attitudes. The research was undertaken using a predominantly quantitative approach. This is measuring information and data that is based on quantities.

### Sampling Method:

A presentation was set up in a mandatory school assembly. All pupils present in the school attended. I gave a short verbal presentation (Appendix 1) which gave some background information into the research project, and they were then shown four individual campaign films (Appendix 2)

The next day in group base (tutor time before school) questionnaires (Appendix 3), about both the films shown and their own personal attitudes towards conservation, were handed out to all pupils, ranging in age from 11 to 18 years old. To avoid overly complicated graphs in further stages, the age groups were made into four sections; 11-12, 13-14, 15-16 and 17-18. It was requested by each tutor that their group return all questionnaires within two days, where upon they were all returned to me.

### Quantifying the Research.

Out of 983 questionnaires handed out, 641 were returned. Despite the apparently high number of questionnaires not returned, the school said it was indeed a very high success rate, and also it gave a very large sample size to compare and gather results from.

Spreadsheets were drawn up for all the questions to show how all age and gender groups responded. (Appendix 4) Once these spreadsheets were complete, it was time to make graphs.

### Presenting the Research.

A mix of pie-charts and block graphs have been used to display the results, depending on the amount and type of results and information to be presented. A small summary of the results written below each graph.

I have also produced a power point presentation of the research project.

## Research Results

For ease of reading I have produced several graphs for each question, showing the varying results for each question. These consist of graphs showing the results in age groups, showing the responses of both males and females or comparing the results between males and females.

In questions 1 and 2 the Greenpeace film was unanimously the most well liked, averaging 50%, in all age groups and with both genders, with males in particular choosing it as their favourite.

Images being voted as the influencing factor in the reason for choice in all age groups, and music and message also figuring highly. The group who produced the film was not seen as important at all. Questions 3 and 4 showed the film by the RSPB as the least popular, with the style of the film being the reason for this choice. This film also became less popular as the ages rose with both males and females placing it as their least favourite. Not understanding it was a reason for the 11-12 and 13-14 year olds in particular for voting this film as their least liked.

The most memorable film, question 5, was not necessarily the film liked the most. The Unicef film being highly memorable amongst all ages, becoming the most memorable the older the pupils became, and had 50% of the results with the females of all ages. Drama and images being the reasons for choice and the message of the Unicef film also scored highly. Interestingly music did not influence this choice. The RSPB film was by far the least memorable in most age groups, the 13-14 year olds being the exception.

From question 6 onwards, more broad topics were investigated.

Question 6 was an open question, asking 'what would attract you to a campaign film?' Music and images were by far the most dominant reasons of attraction in all age groups and with both males and females. The message of the film also figured highly and other influencing factors written were emotive, relevance and humour.

In question 7, the RSPB, WWF and Greenpeace were the wildlife conservation groups most heard of across the four age ranges and both genders, with smaller, less well advertised groups such as the Wildlife trusts being barely known.

Question 8 asked if the pupil, or their family were members of any conservation charities with almost 75% saying no. Of those who said yes the RSPB (28%) and WWF (34%) were main two groups.

TV/radio, magazines and the internet were chosen as the stand out media ways that the sample had heard of the groups they stated, with school the next choice - this being the case in all age groups/genders. The remaining 'methods of hearing' all having similar results.

Question 10 looked at which conservation issues the pupils rated as important. The results of all seven choices were relatively evenly spread across all age groups and genders, all receiving above 10%, but less than 20% of the results. Fighting the illegal killing of animals consistently scoring the highest.

When asked in Question 11 which one of the seven issues they felt was most important, the pupils gave Global Warming and Saving the Rainforests over 30% of the votes each, in every age group. Saving a specific species and saving UK habitats featured very poorly, with UK habitats only getting 2% or 3% across all age groups and both males and females.

Television was the dominant choice of how pupils felt conservation groups should advertise and promote their campaigns and work, with the internet, magazines, Facebook and twitter also being rated highly across all age ranges. Being approached on the street being the least popular method of publicity. (Question 12).

Question 13 looked at the styles of promotion the sample felt that groups should use in campaign films and advertising. In each age category the use of film clips was the most popular answer, with the younger ages also identifying cartoons as popular. A mix of all the styles also scored very highly. Using only a person speaking was least popular with all pupils.

'Would a celebrity fronting a campaign make you take more notice?' question 14, showed more than 55% in each age group said yes, with the 13-14 and 15-16 year olds in particular liking this idea. These results were even more obvious with the genders – males (all ages) 63% yes and females (all ages) 67% yes. I did not do a graph for the 'if yes then who?' additional section on this question as there were over 204 names of 'celebrities' mentioned and not even 8 of them had any kind of majority vote. A famous footballer, none specifically identified, was a popular answer with many males. Singers/popstars was also a popular answer, and several comedians were mentioned. Sir David Attenborough was a popular choice, with the Queen even getting some votes. Interestingly politicians were not mentioned at all.

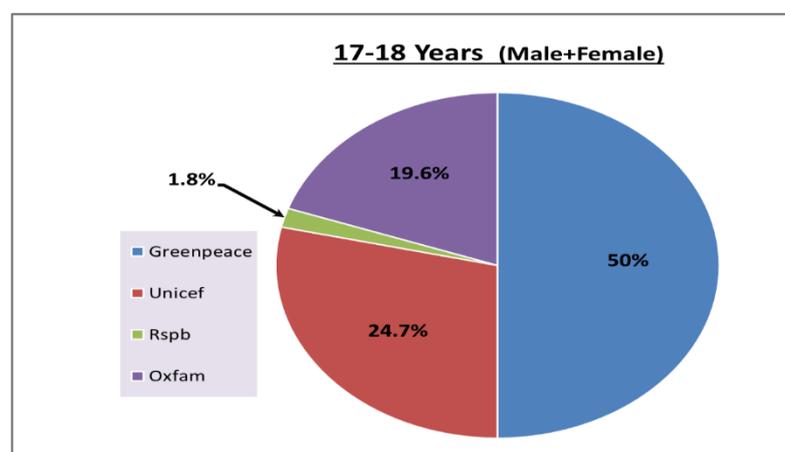
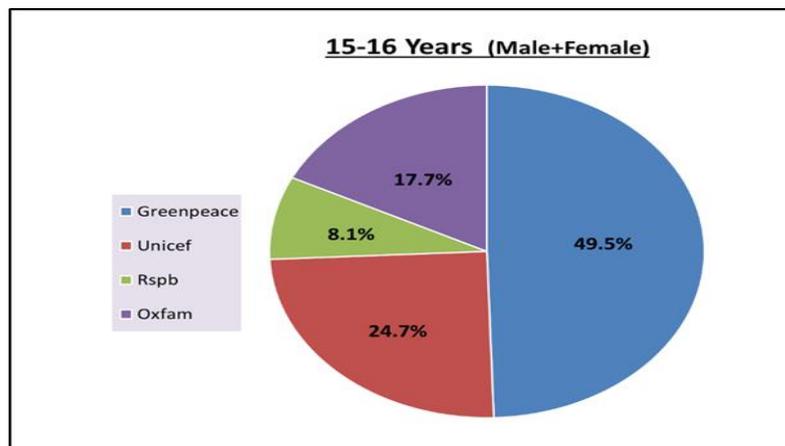
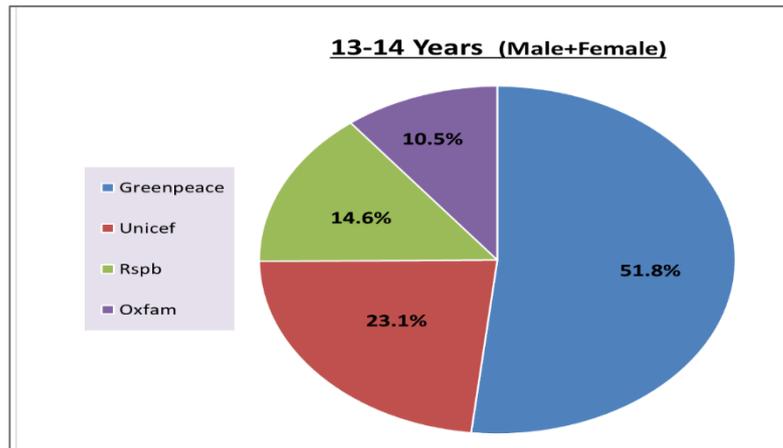
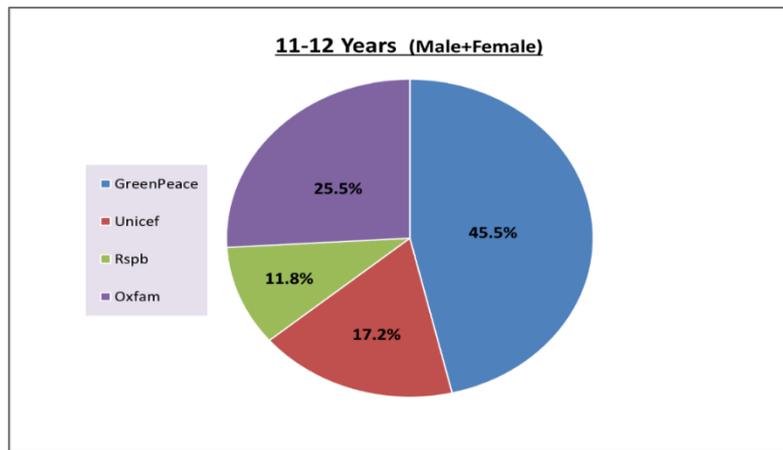
Question 15 asked whether a small free gift would encourage the students to give to charity. Each age group had the majority answer 'yes', with the percentage decreasing through the older age groups. 89% 'yes' in the 11-12 years, 88% in the 13-14 years, 68% in the 15-16 years and still a high 57% in the 17-18 year group.

The students were given 5 choices of free gifts and an 'other' option of which the only notable choice was a soft toy. (Question 16) There was clearly only one contender in all age groups and with the genders breakdown of results - a rubber wrist band, with almost insignificant votes for the other options. Key ring being the only other noticeable bar on the graph.

Question 17 asked for any other suggestions how conservation groups could engage and encourage the students more. These results were written as two lists from each age band. The first list concerning advertising and the second more general suggestions. A repeated suggestion being about making promotions more teenager friendly and more relevant to teenagers. Dozens more potentially very useful suggestions were made, the students obviously thought very seriously about this question. Use of up-to-date music was also a consistent suggestion throughout the ages and the students would also like to have talks in schools. They want information.

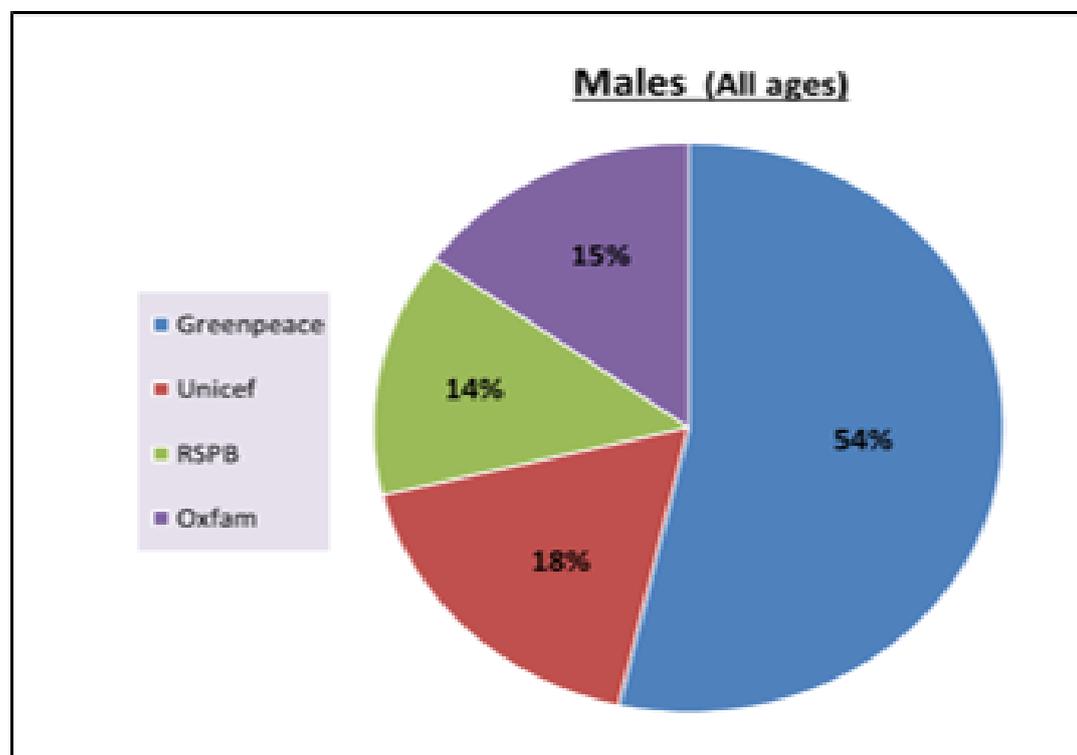
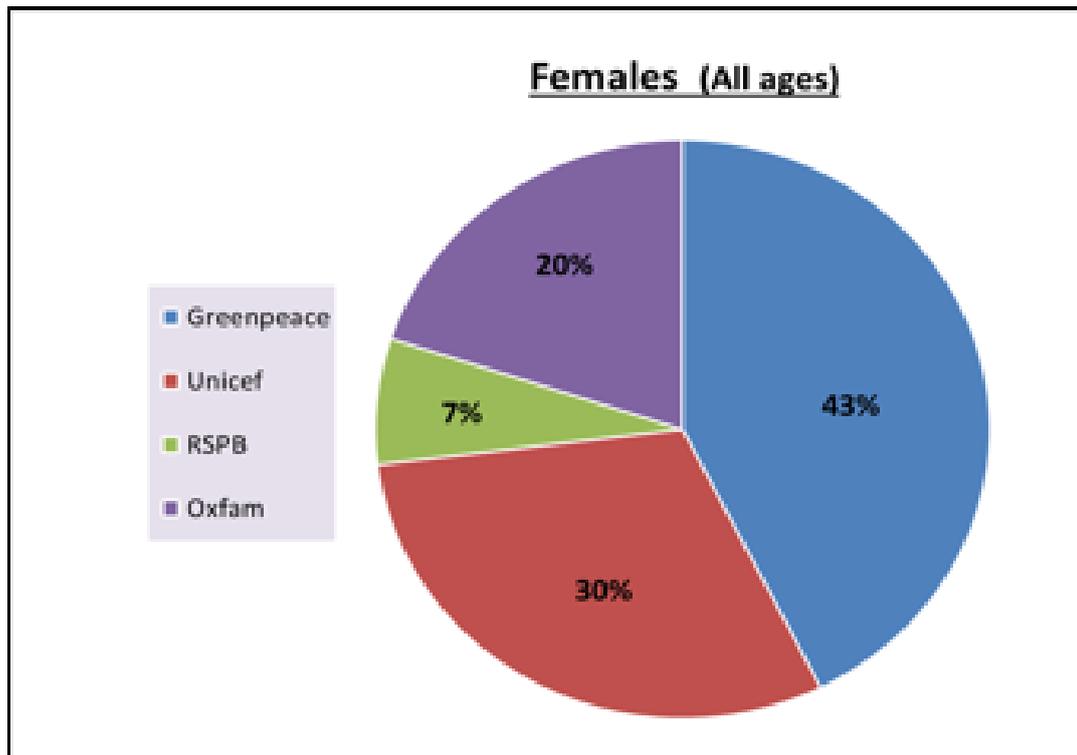
Question 18 asked for any other comments. These comments have been displayed in a list and were mainly about the research project itself, all very positive and a lovely thing to read at the end of the data full questionnaires.

## Q1: Which campaign film did you like the most?



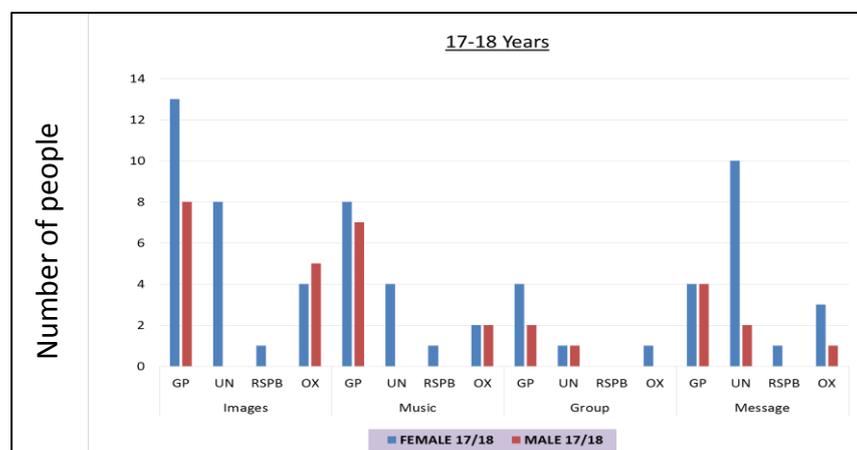
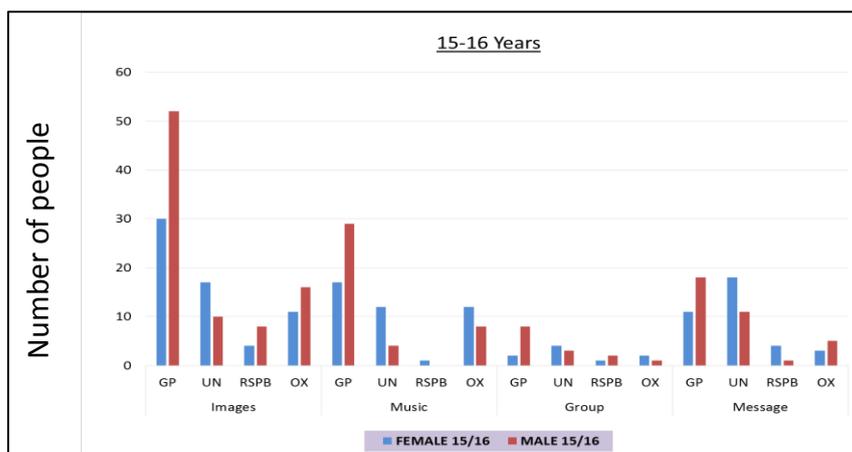
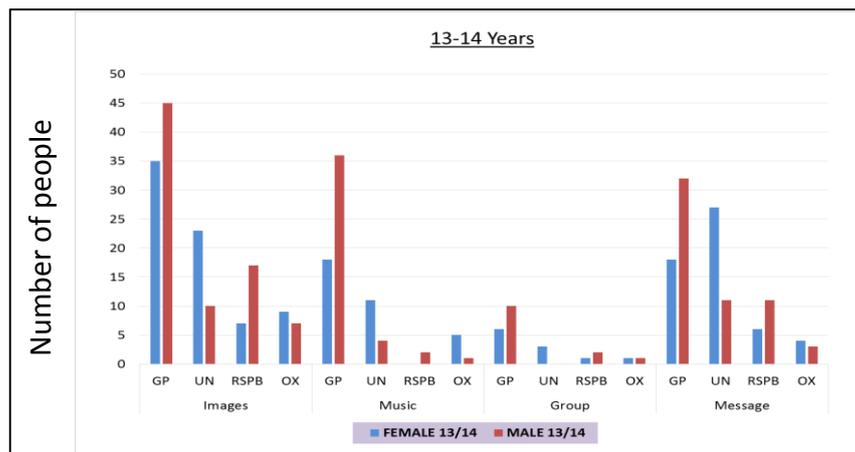
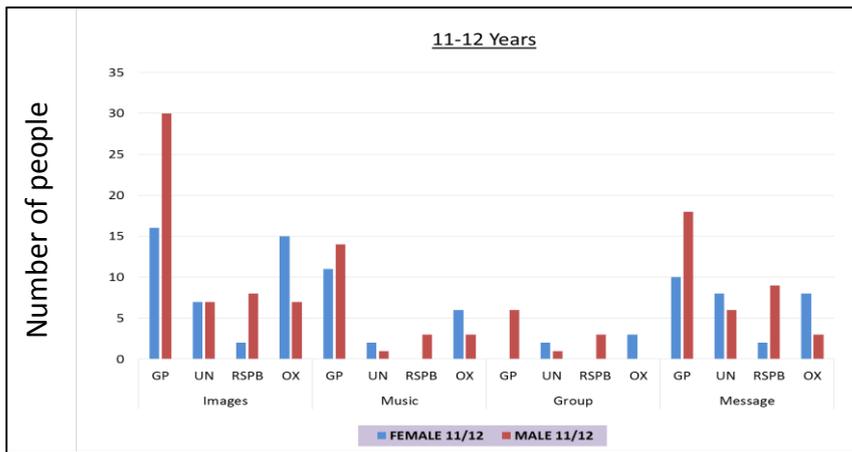
The above graphs show how the different age groups preferred different campaign films. The Greenpeace film was the most popular by a wide margin, as it received nearly 50% of the votes in all age groups. After Greenpeace, the popularity of the other films is fairly consistent in all groups.

## Q1: Which campaign film did you like the most?



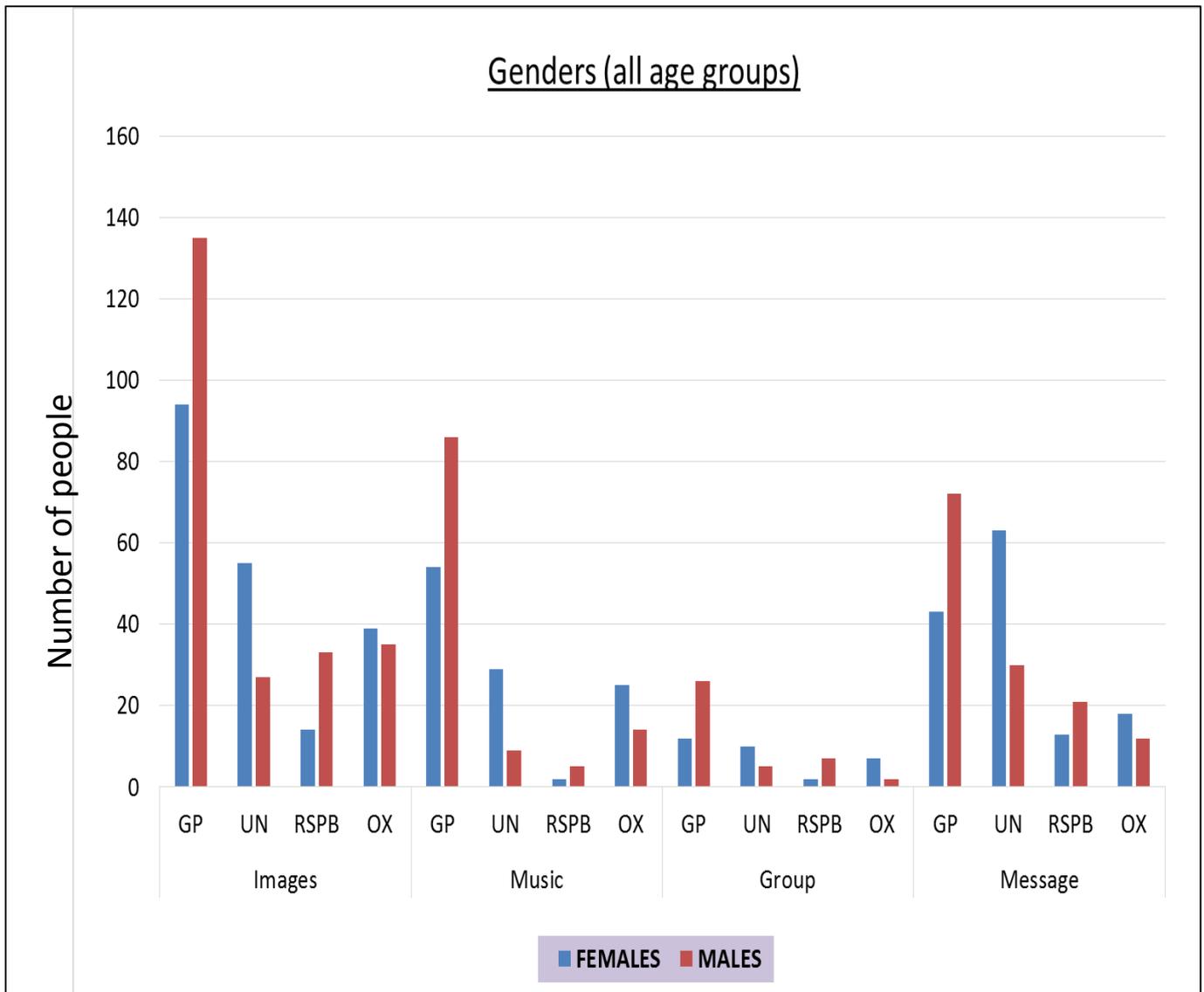
The above graphs are gender based results, which show the same patterns as far as film popularity, apart from the Females graph where the popularity of Greenpeace slipped.

## Q2: Why did you choose that campaign film?



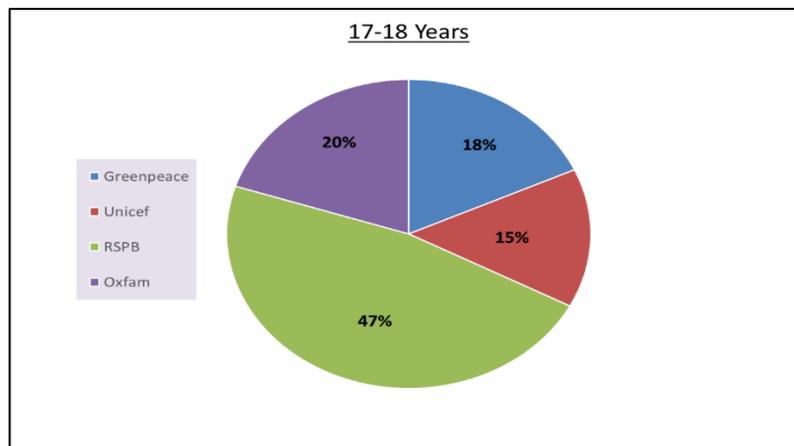
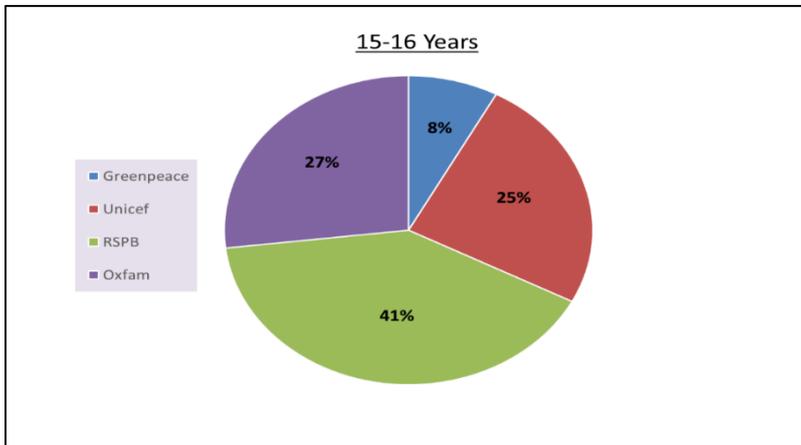
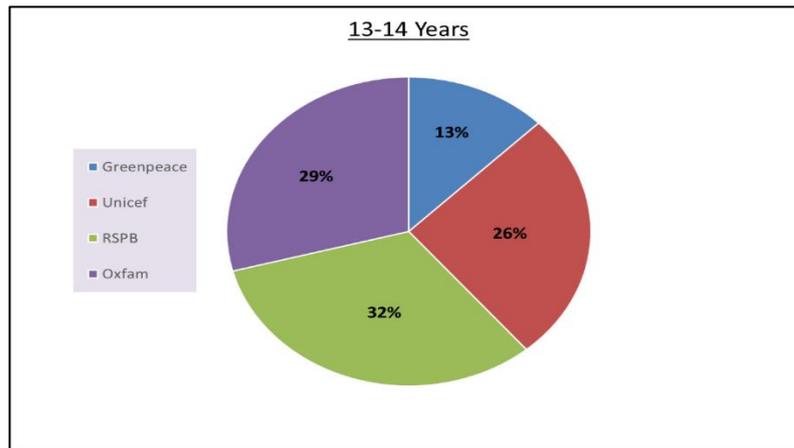
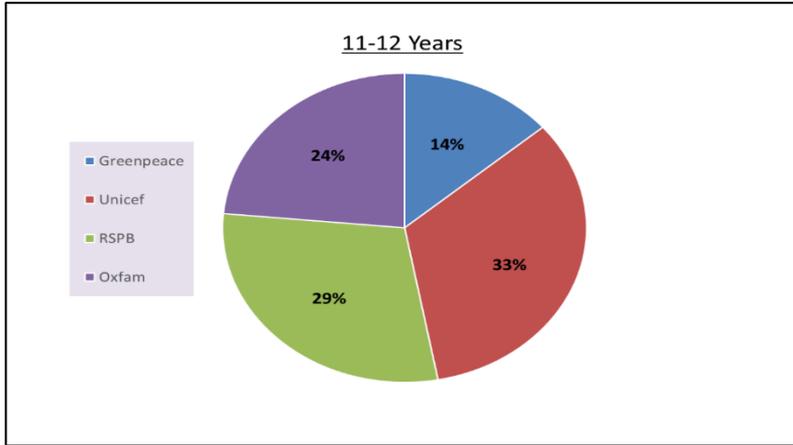
Throughout all the ages the images and music of the Greenpeace film stood out from the rest as a reason for choice of campaign film. The group who made the film was seemingly not an important factor for choosing a film, whereas the images and the message were.

## Q2: Why did you choose that campaign film? Continued



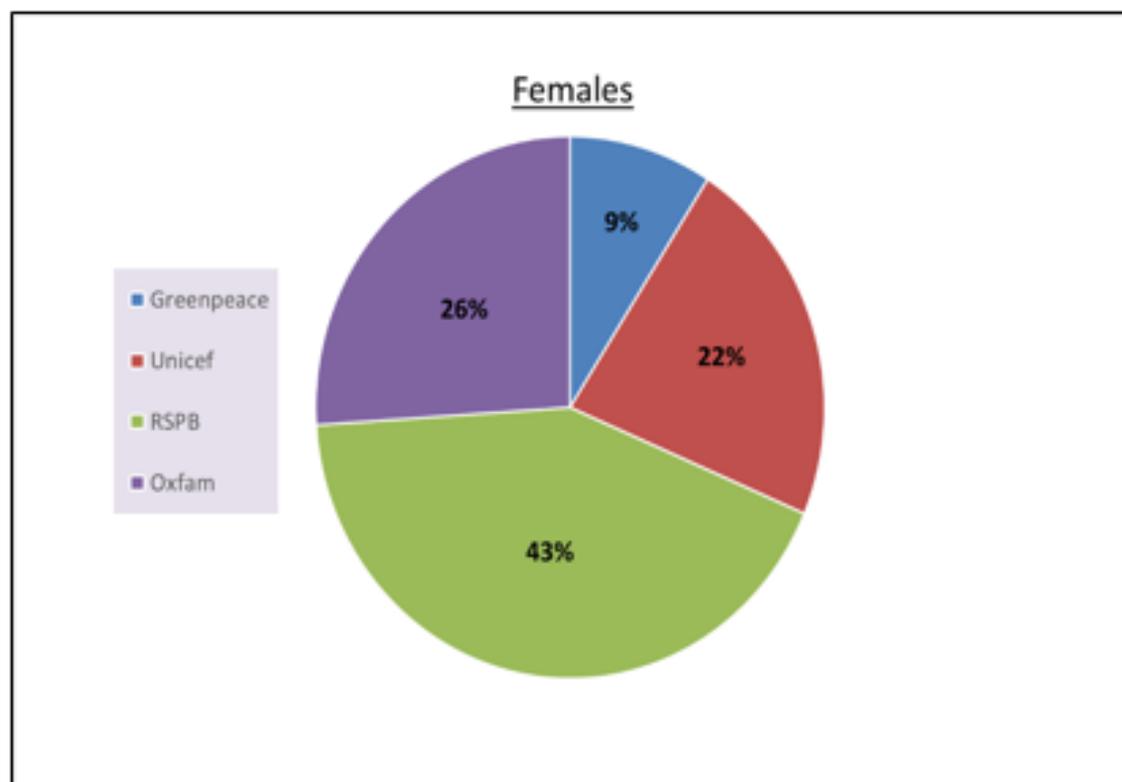
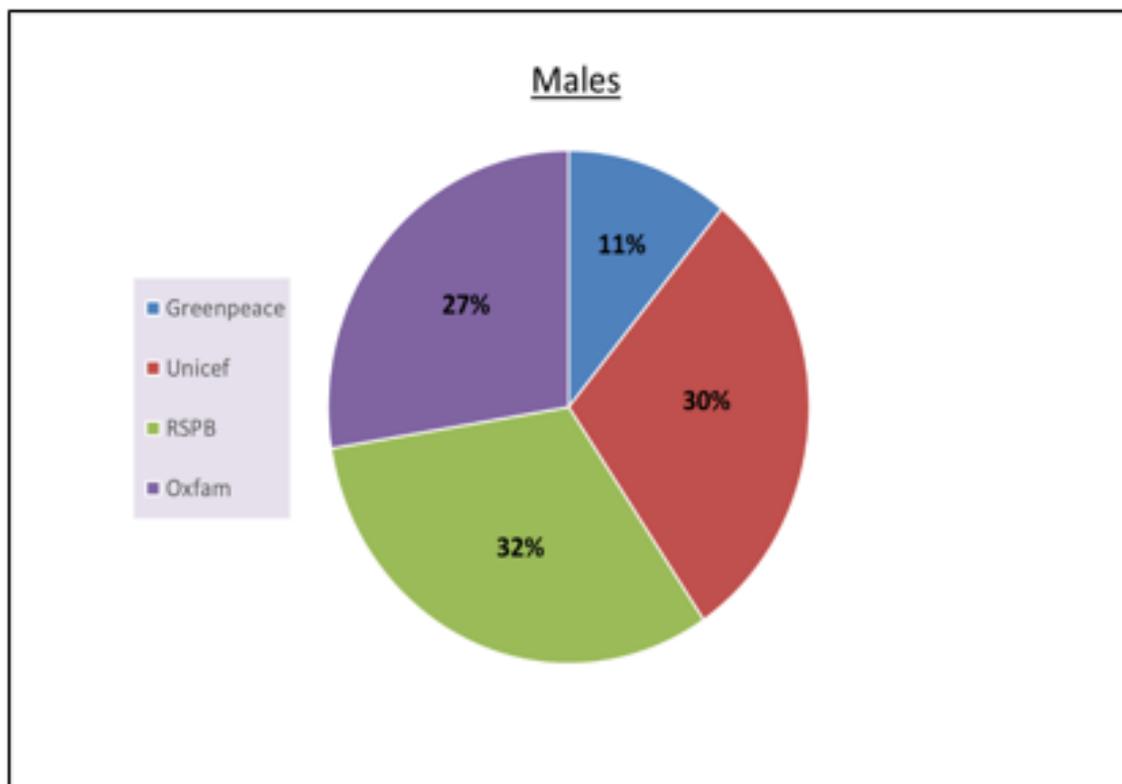
This gender graph helps reinforce the fact that the majority of the sample group predominantly based their decision on images. In all four categories, Greenpeace was the most popular, suggesting that their video was made, very successfully, to appeal to teenagers.

### Q3: Which of the films did you like the least?



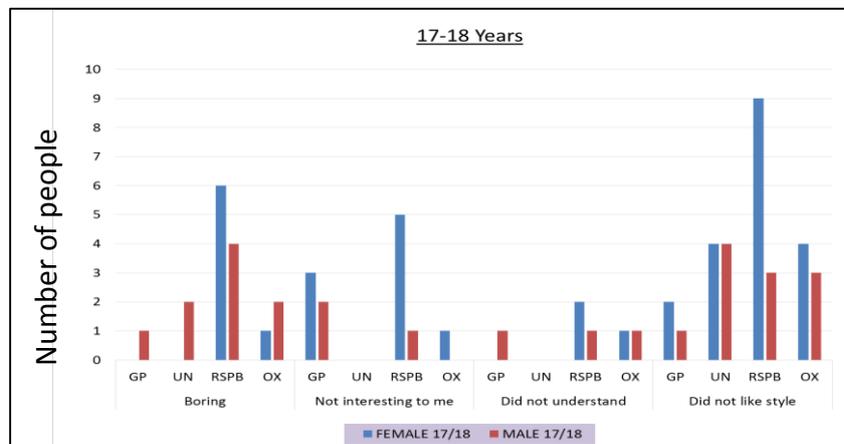
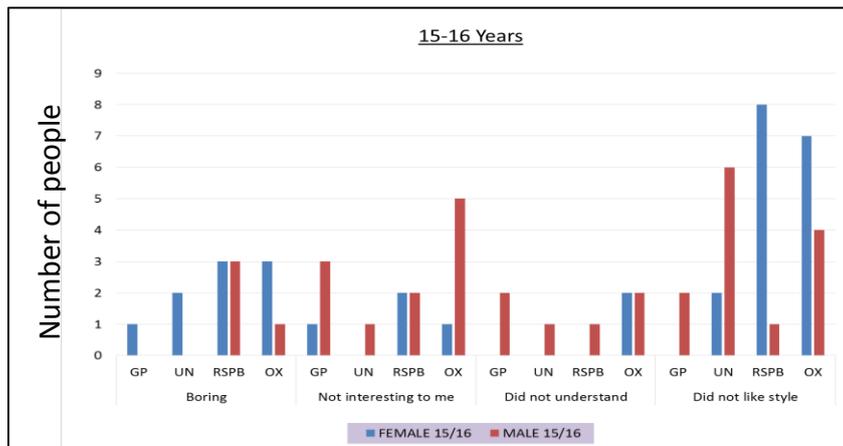
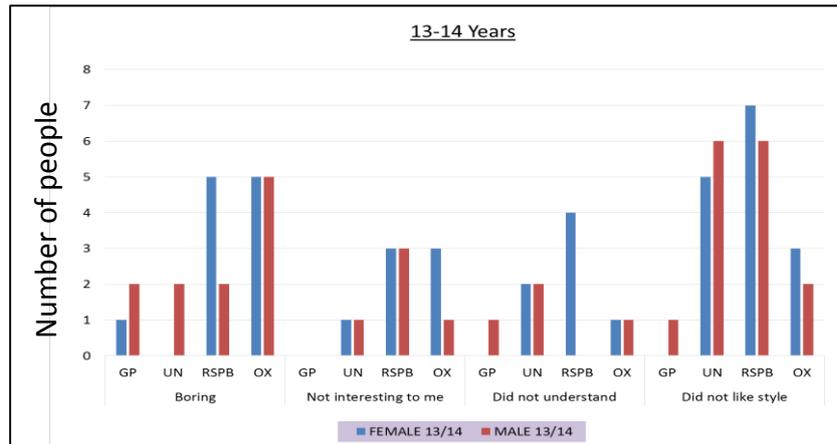
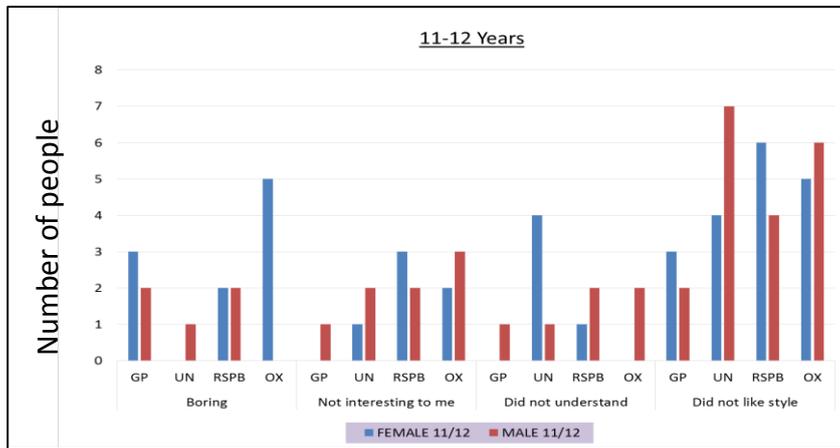
Whereas the Greenpeace, Oxfam and Unicef films all followed a fairly consistent path of unpopularity, the RSPB film became increasingly unpopular as they sample group got older, until with the 17-18 year olds it was nearly as unpopular as the other three put together.

### Q3: Which of the films did you like the least? Continued



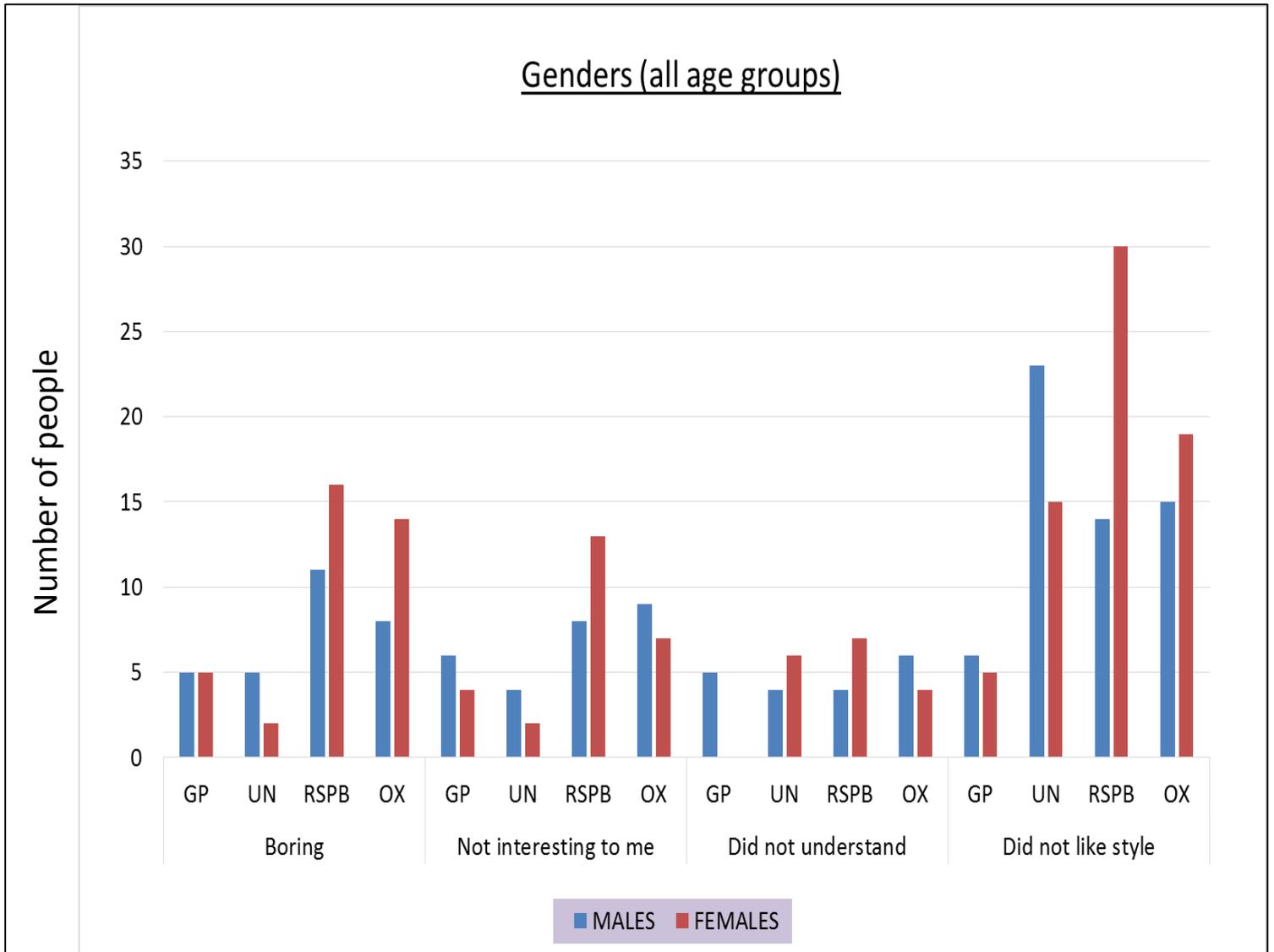
For the Males Oxfam, RSPB and Unicef all shared a similar percentage of unpopularity, and Greenpeace was the most popular for almost 90% of the sample group. This is also shown in the Females graph, however the RSPB film was the most unpopular by a wider margin.

## Q4: Why did you least like this film?



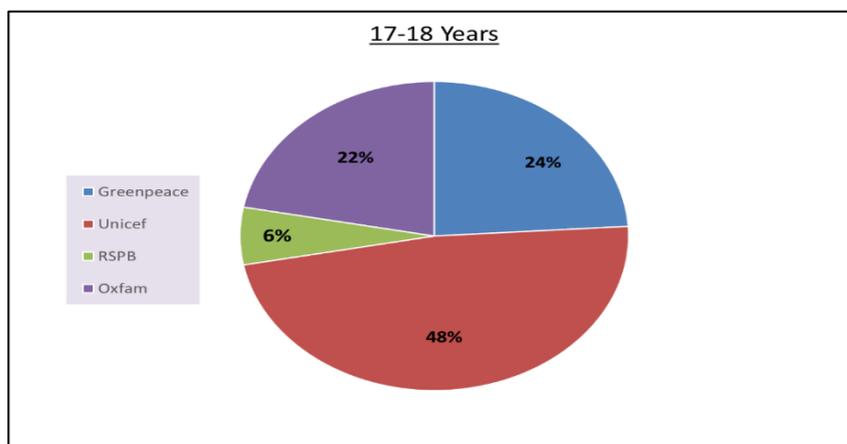
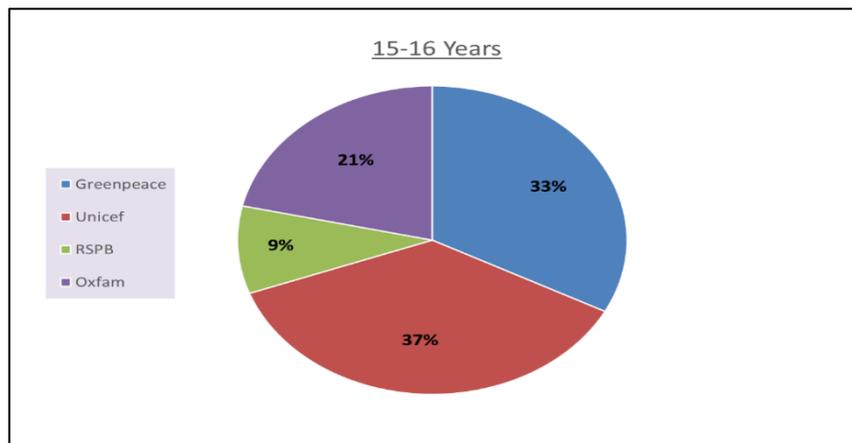
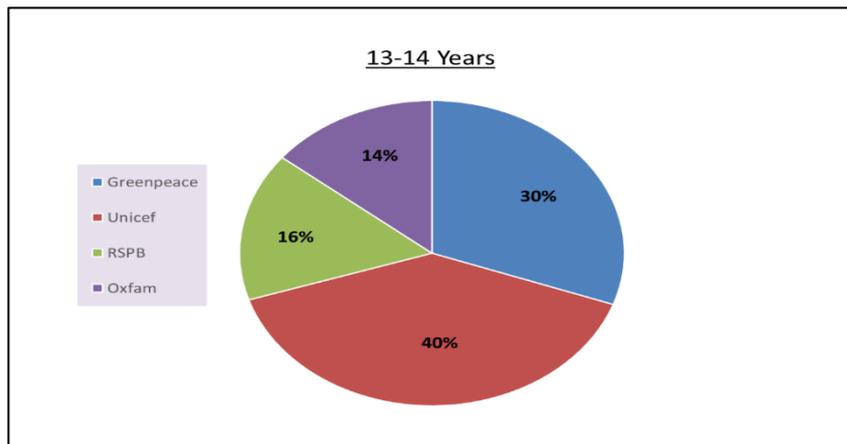
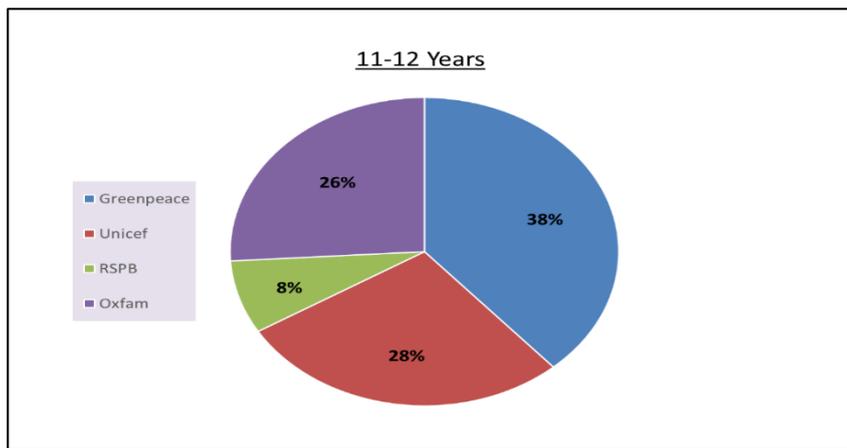
The different reasons for choosing a least favourite film seem to be relatively balanced, but for the younger half of the sample the style of the film stood out as a deciding factor. For the older half, things like whether or not they could understand the film were not as important as other factors.

## Q4: Why did you least like this film? Continued



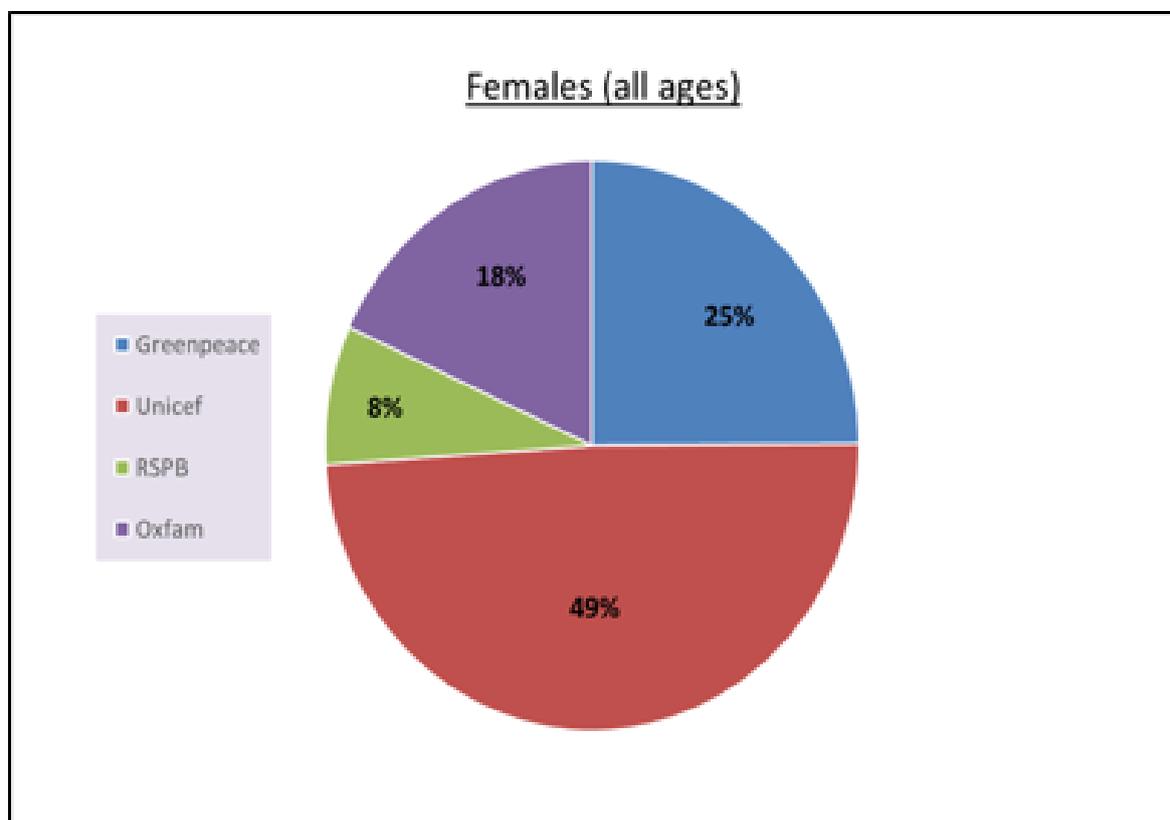
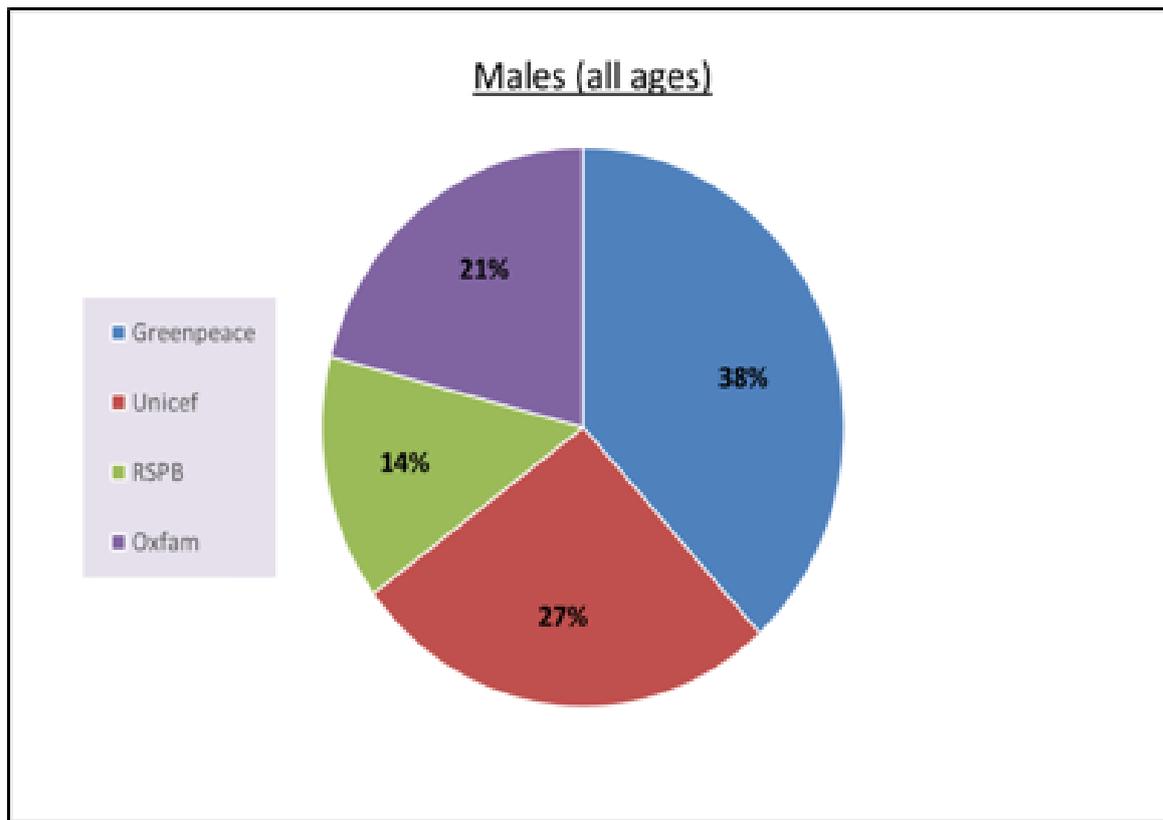
Overall, the sample showed a consistency in their choice of reasons for disliking films, however the style of film was still a stand-out reason for disliking the film. This shows that if a campaign film wants to reach teens, it needs to be made in a certain style. Greenpeace continued to show its popularity by scoring the lowest scores in all categories.

## Q5 part I: Which film will you remember most?



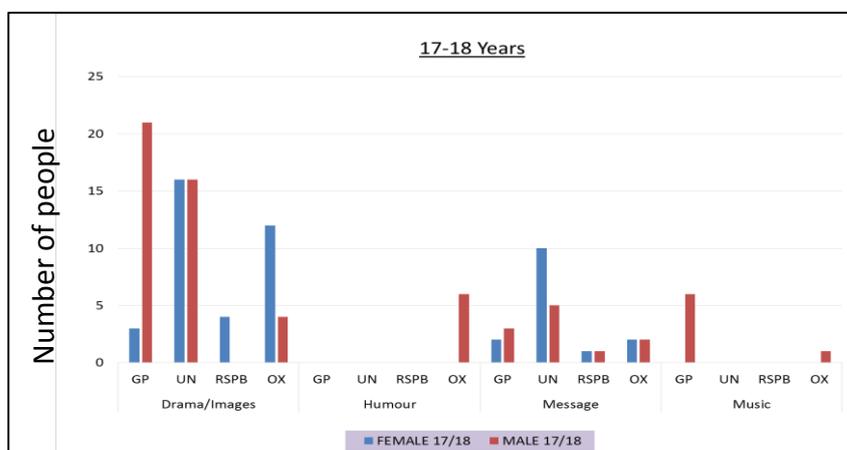
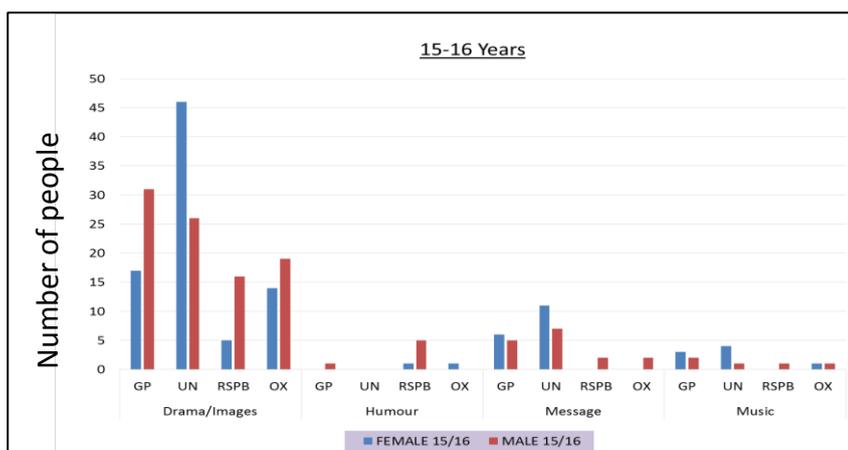
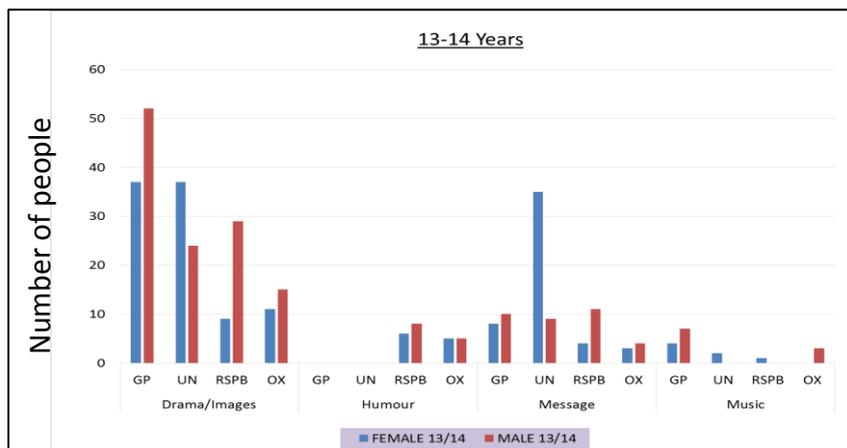
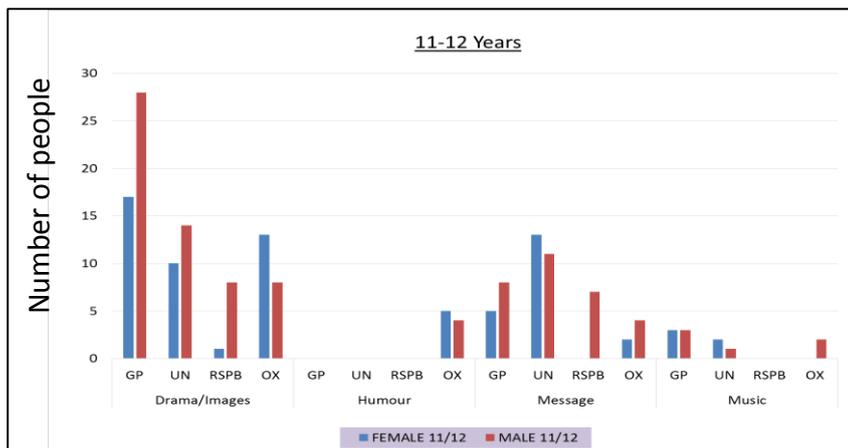
While films such as the RSPB film and the Greenpeace film stay relatively consistent as far as how memorable they were, the Unicef film not only was memorable in the younger ages but gained almost 50% of the 17-18 year olds' votes. The RSPB video was by far the least memorable in all age categories apart from 13-14 year olds.

## Q5 part I: Which film will you remember the most? Continued



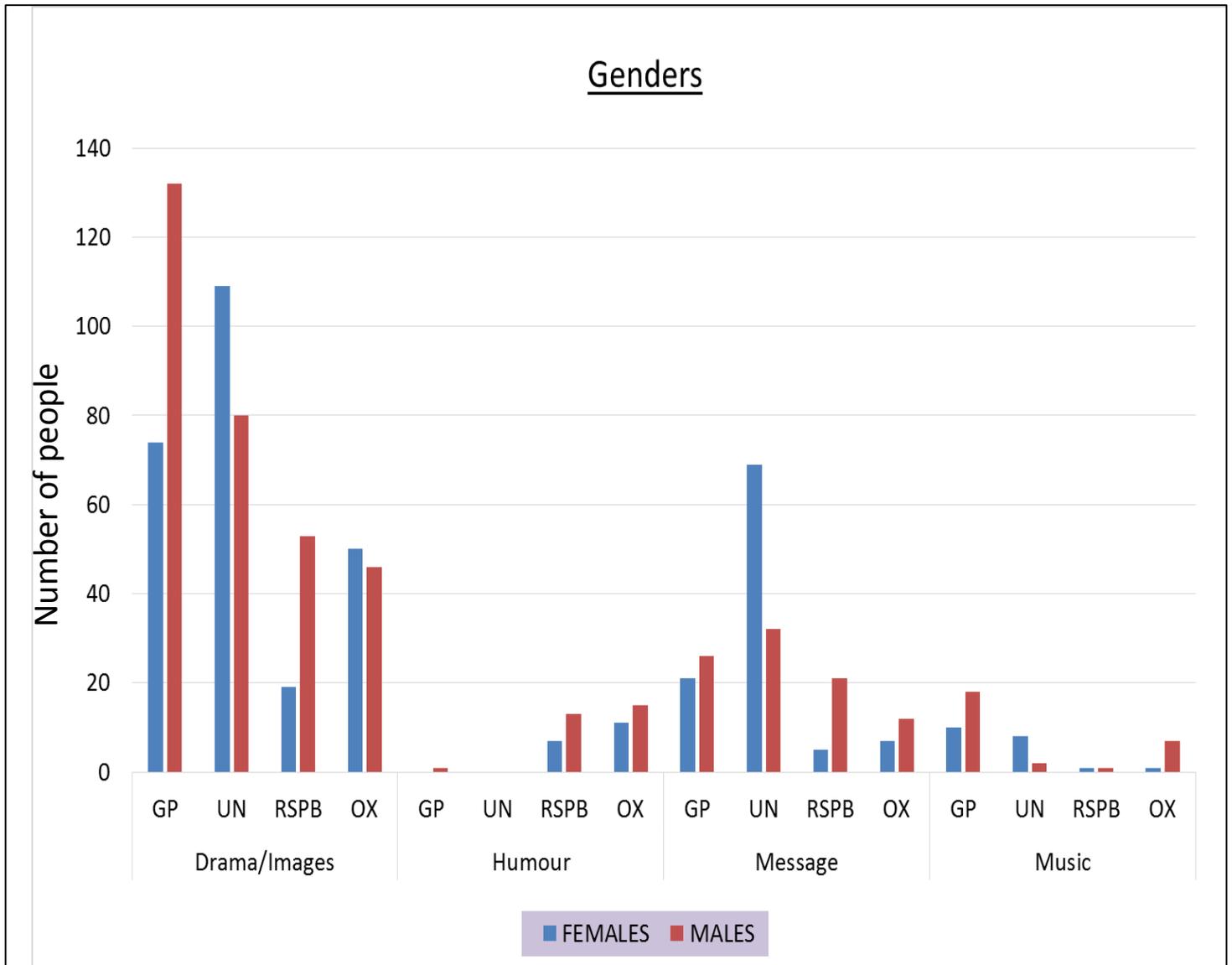
The Unicef video was the most memorable for the Females, gaining almost half of all the votes, however the Males found the Greenpeace video the most memorable, as it gained 38% of the votes. For both genders, RSPB gained the least votes.

## Q5 Part II: Why is this film most memorable?



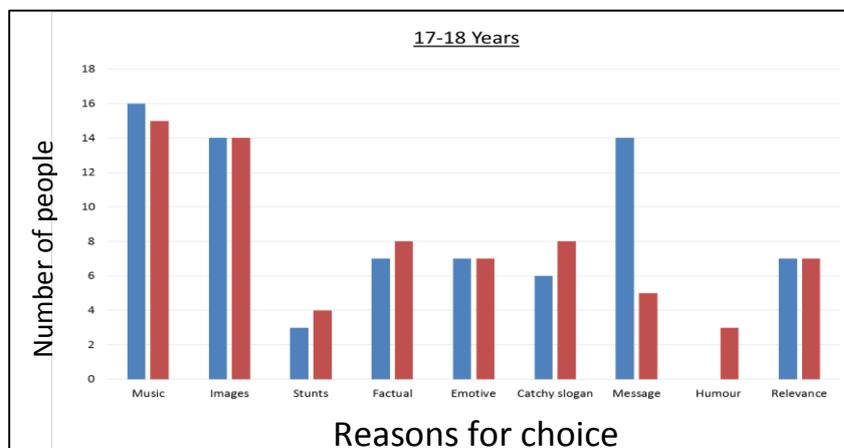
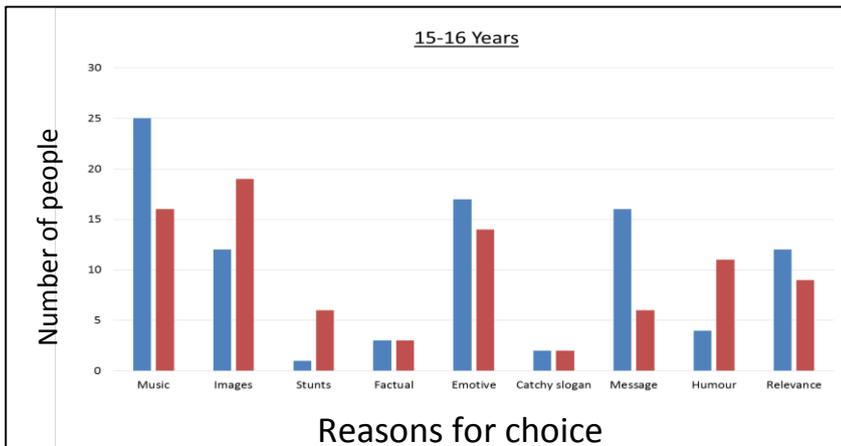
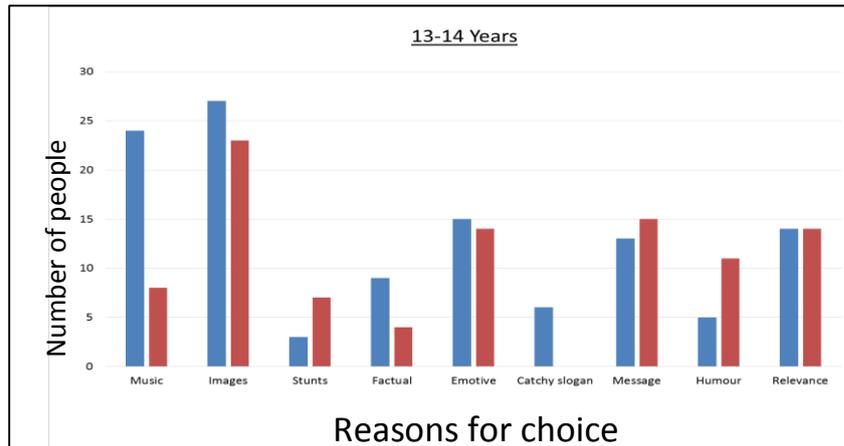
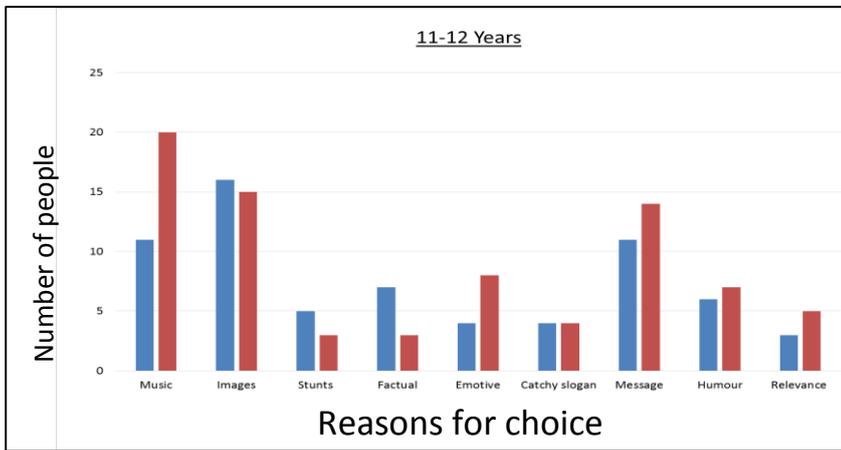
For all age groups, the drama and imagery of a film is the most important factor when choosing their most memorable film. Music and Humour both received very few votes from any age groups. The message category was also low for all charities apart from Unicef. It was also mostly females that found the message of the Unicef film a memorable factor.

## Q5 Part II: Why is this film most memorable? Continued



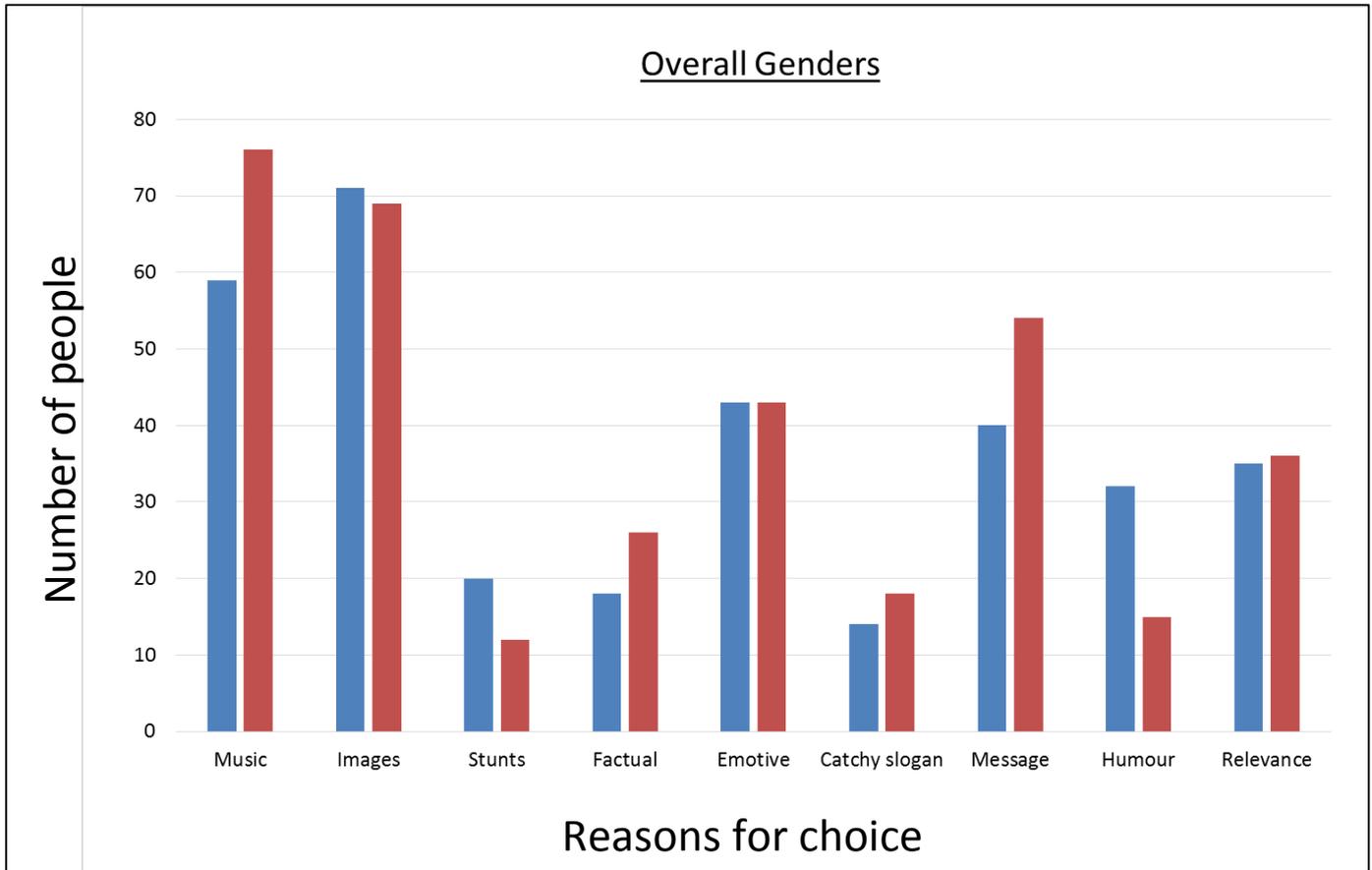
Overall, drama and imagery is a very important factor in making a campaign film memorable. The message presented by the Unicef video stands out, again more so for the women. We can gather that music is the least important factor for making a film memorable.

## Q6: What would attract you to a campaign?



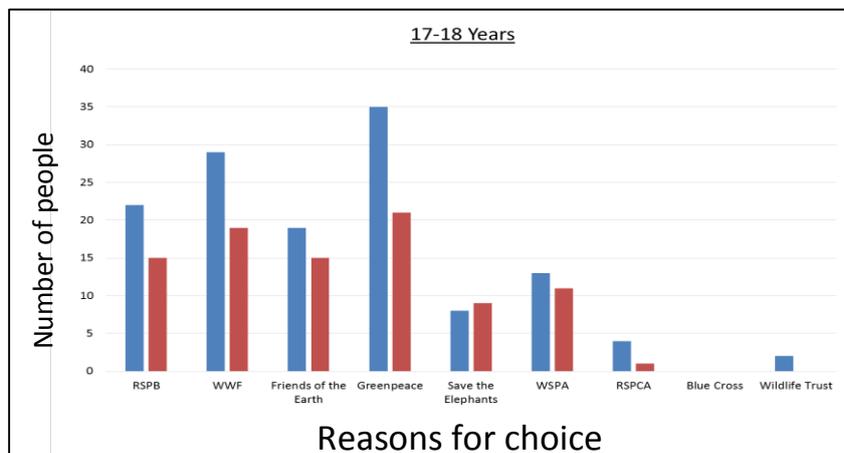
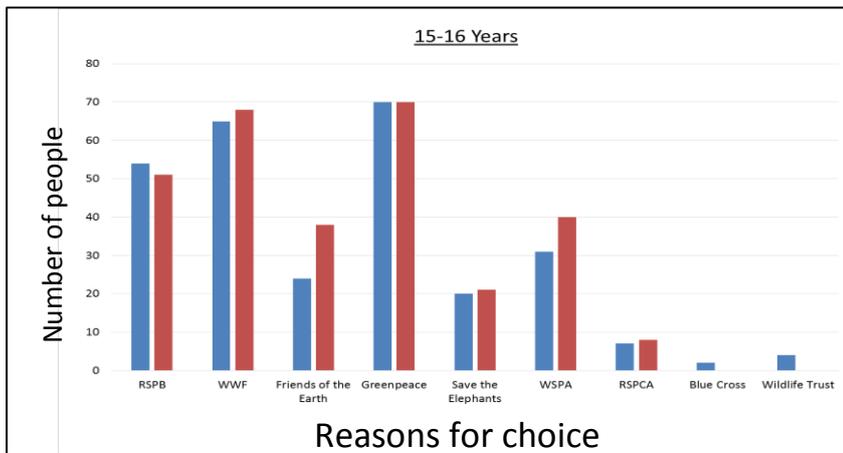
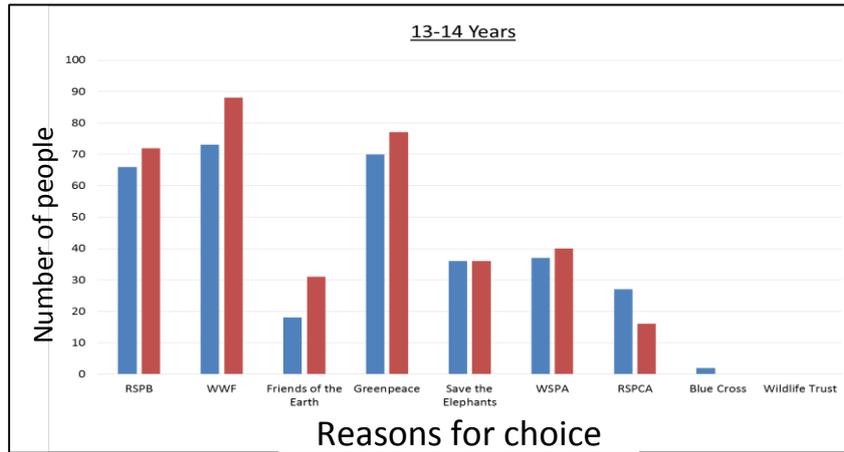
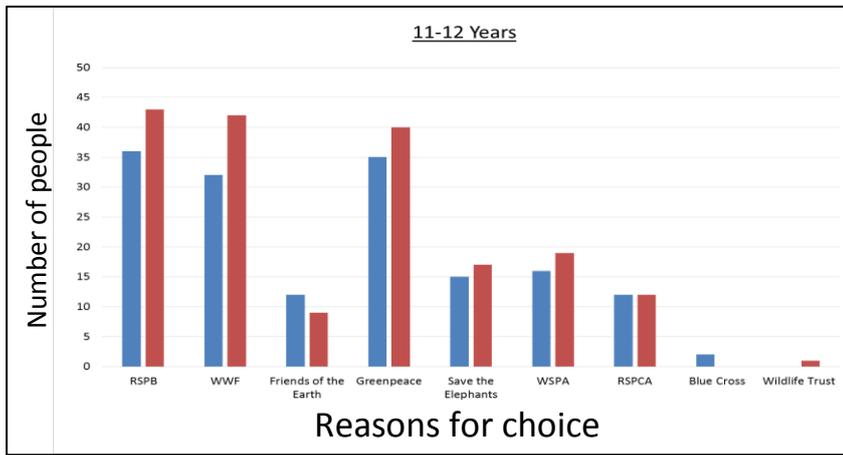
Similar to Question 5ii, imagery is voted for very highly by the sample group, this time as something that would attract them to a campaign film. There is no clear category that scores low in all age groups, as the spread of votes is very even.

## Q6: What would attract you to a campaign? Continued



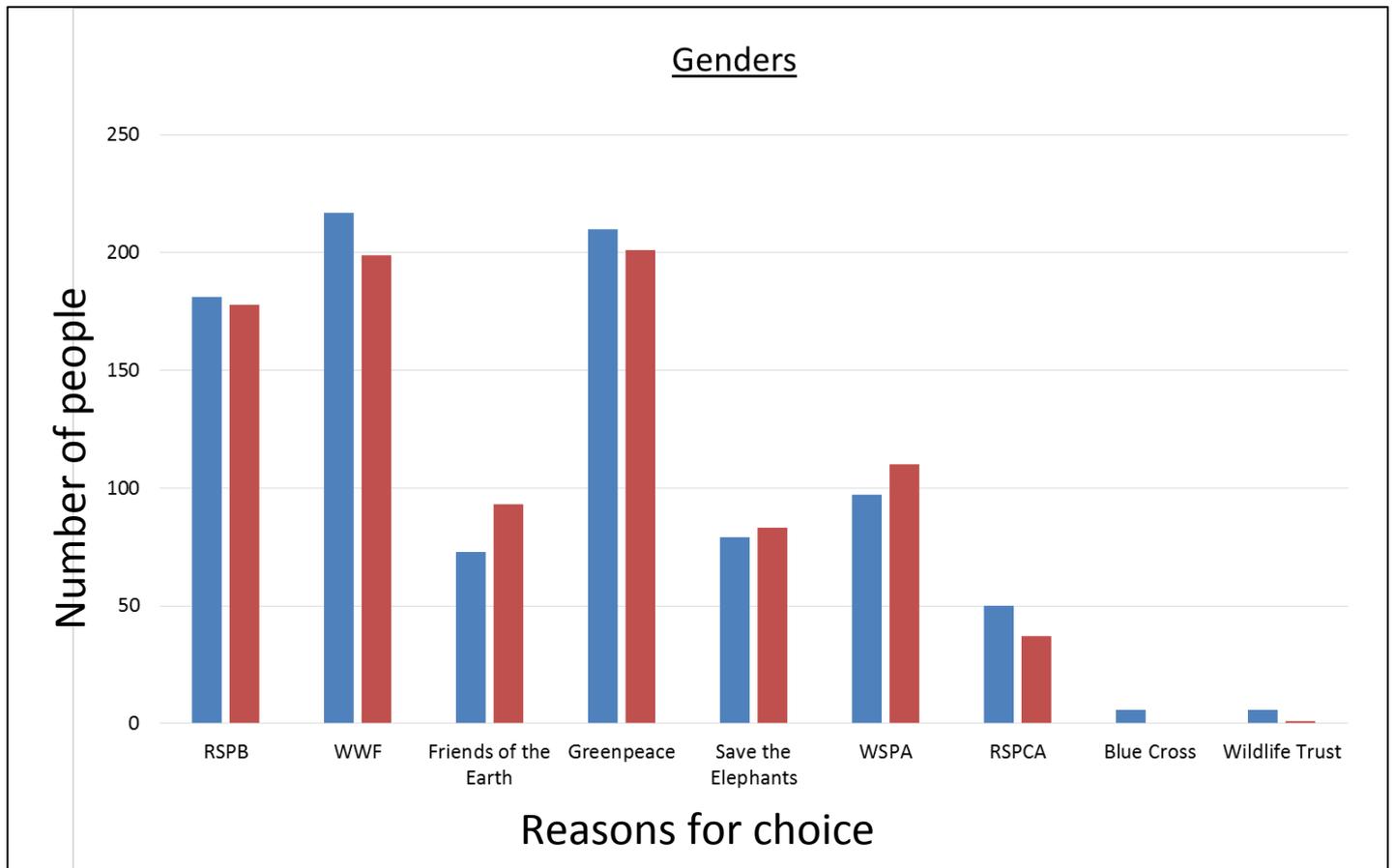
Music and imagery are by far the most dominant reasons for a video to attract the attention of teenagers. As for the rest of the categories, there is a fairly even spread apart from low results in Stunts and Catchy slogan.

# Q7: Which wildlife conservation groups have you heard of before?



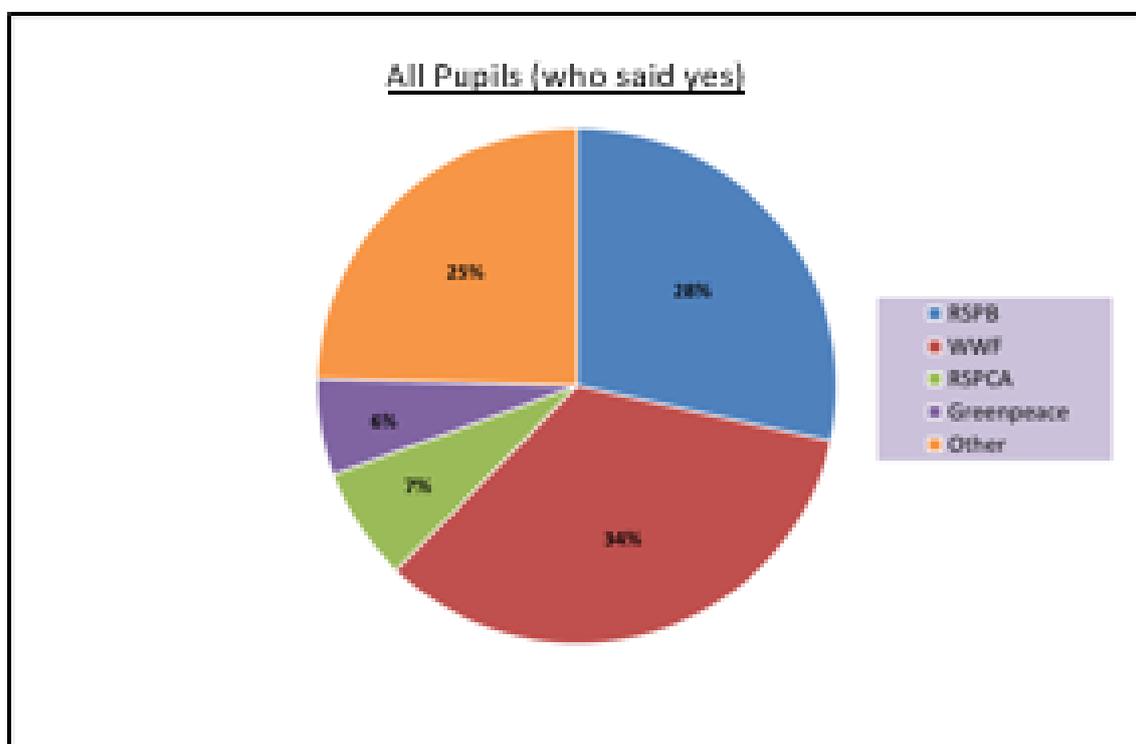
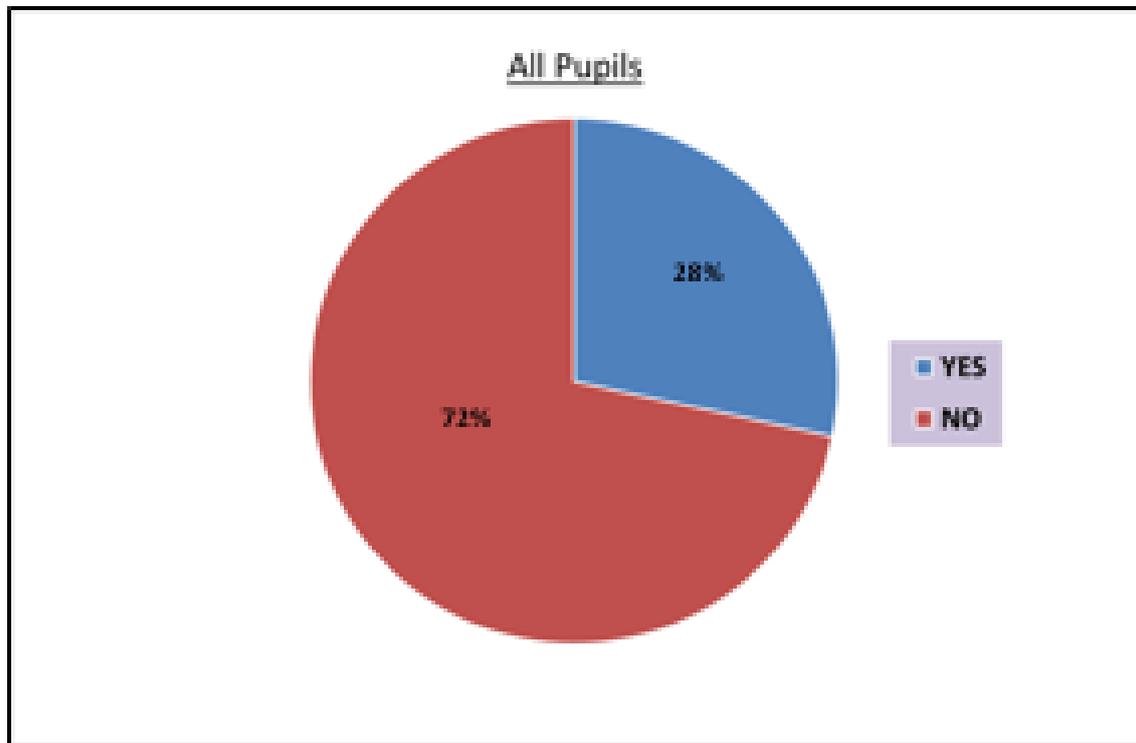
All the age groups showed that they knew about all the mainstream, well-advertised organisations such as RSPB, WWF and Greenpeace, however smaller groups like the Wildlife Trust are almost unheard of.

## Q7: Which wildlife conservation groups have you heard of before? Continued



This graph follows the trend of the age graphs closely, with RSPB, WWF and Greenpeace the most heard of and smaller groups like RSPCA and WSPA less heard of, perhaps because of lack of funding for advertising.

Q.8 Are you, or someone in your family, a supporter/member of any conservation group?



It is quite startling to get 72% of such a large sample group saying they do not support a conservation group.

Q.8 Continued (percentages who said yes)



28%



34%

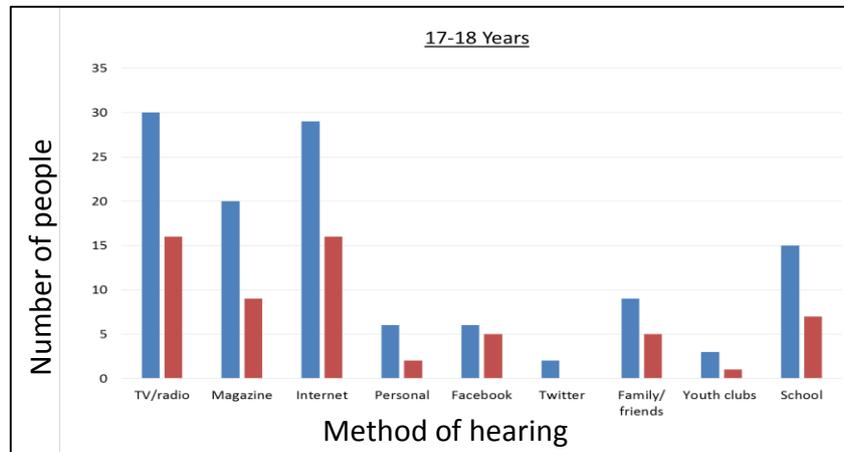
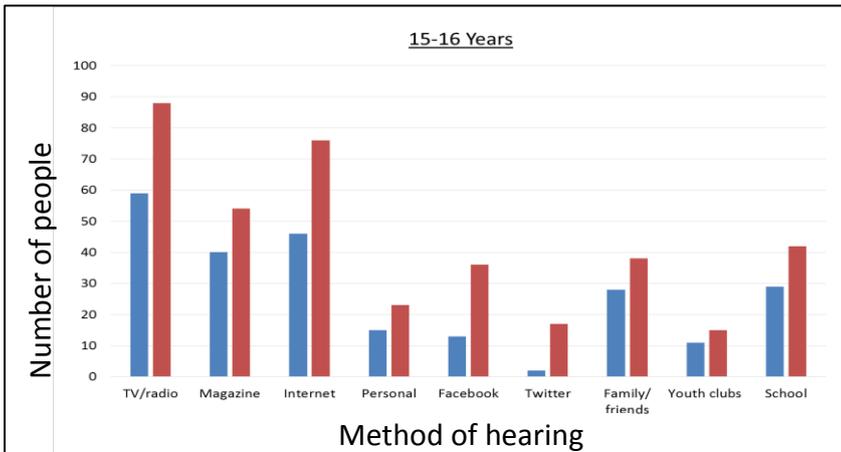
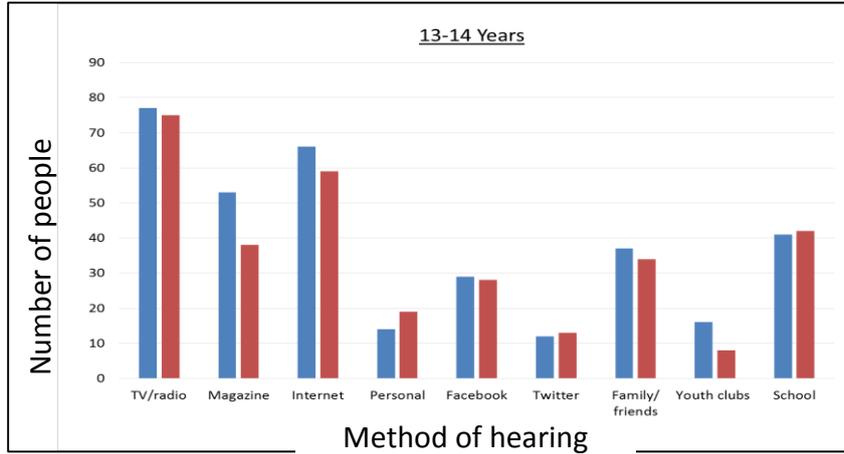
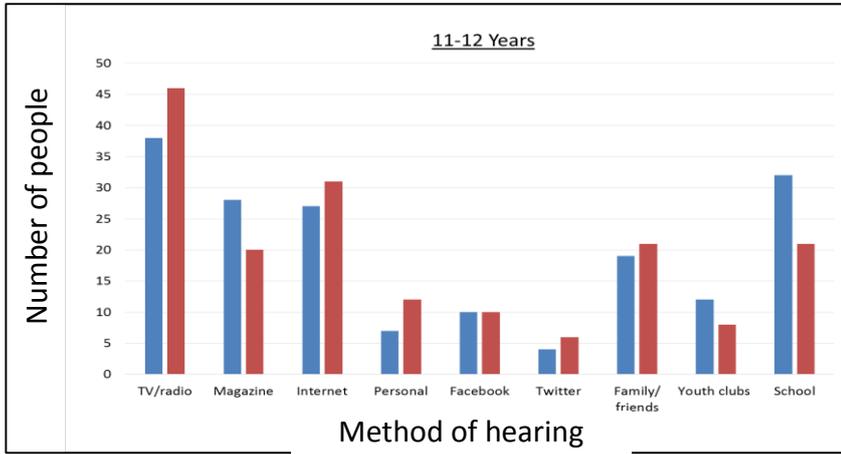


7%

**GREENPEACE** 6%

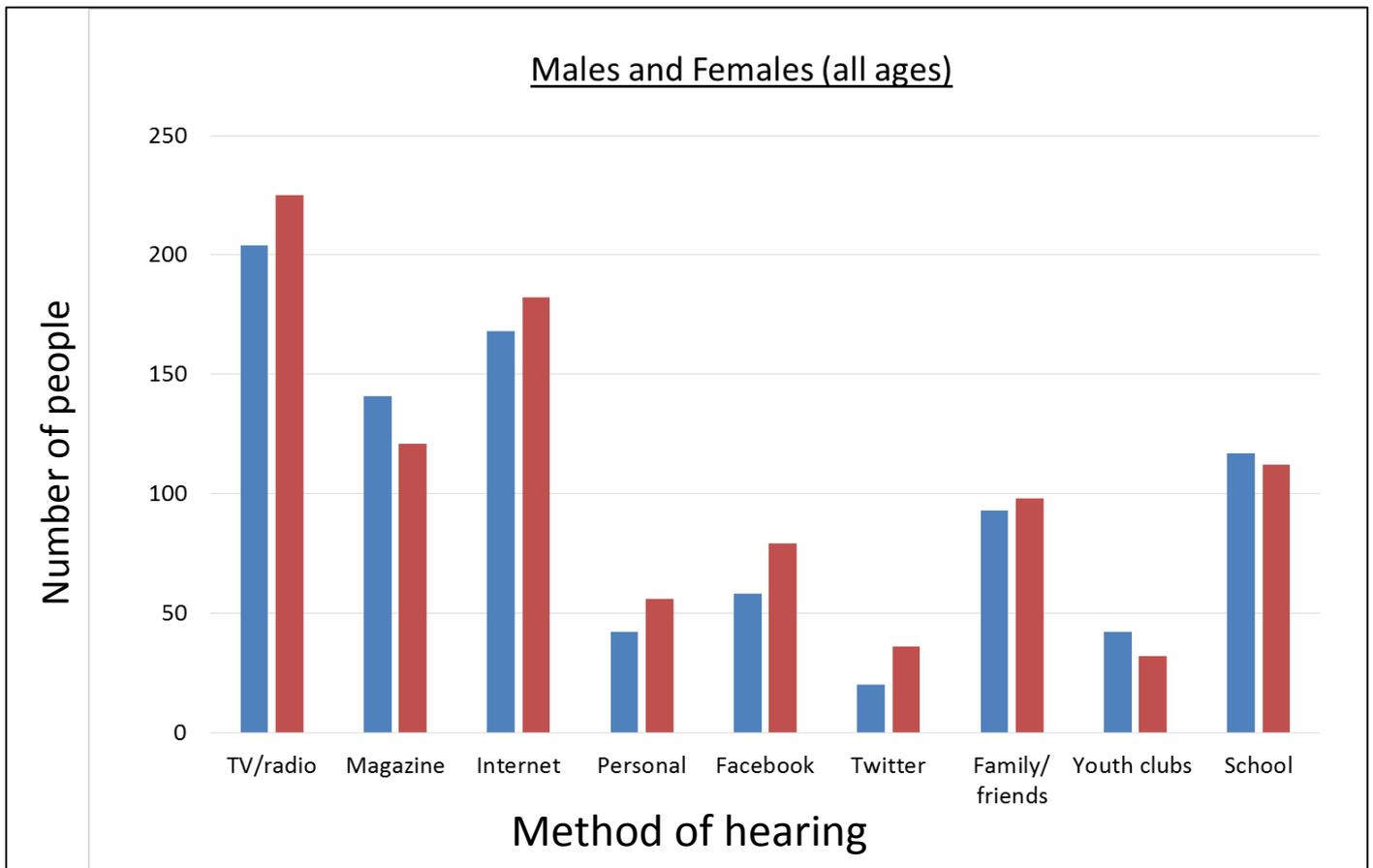
*Other* 25%

# Q.9 How have you heard of the wild life conservation you ticked in Q.7?



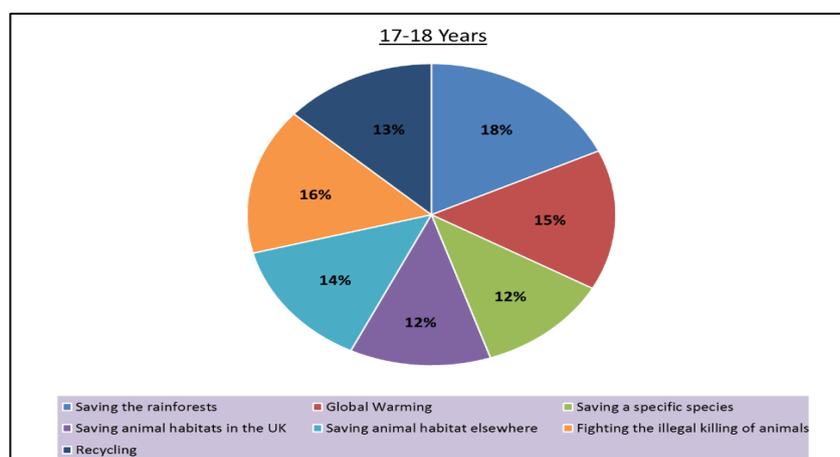
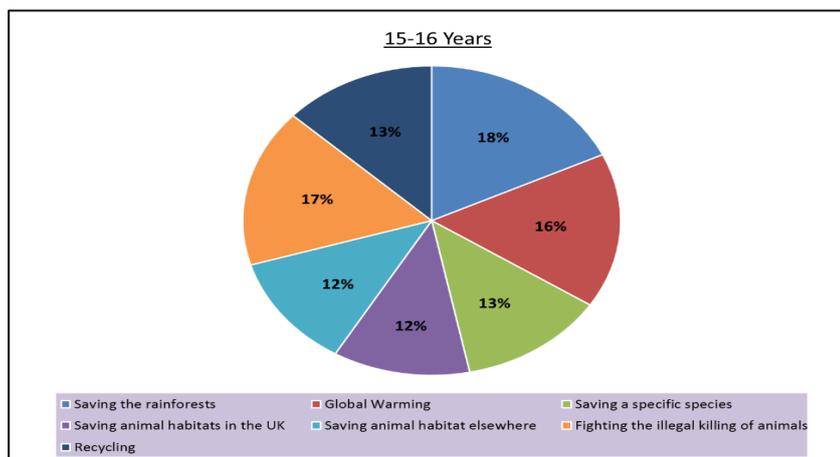
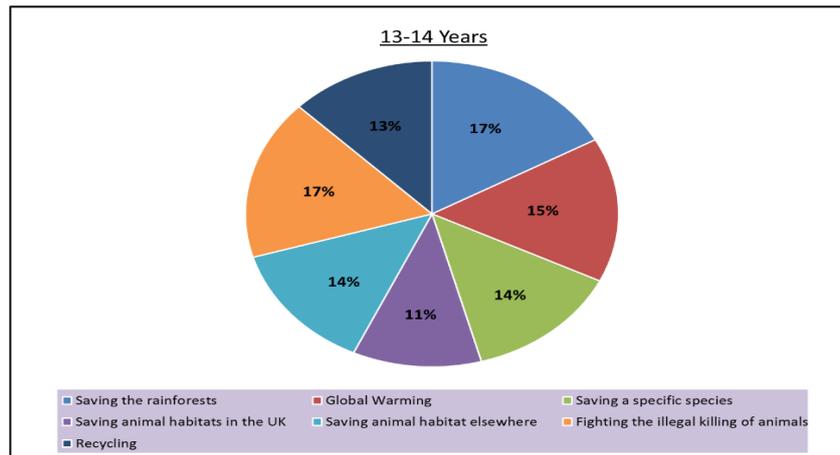
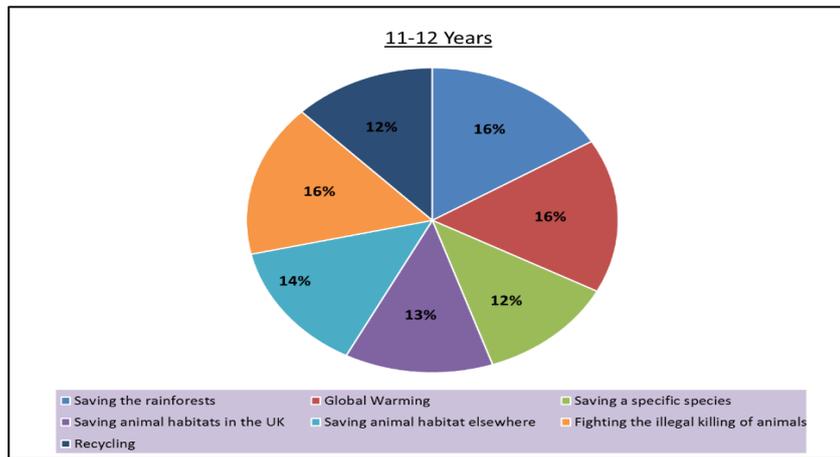
TV/Radio and the Internet are standout categories in this question, throughout all the ages. All the other categories are similar in popularity (still less than TV/radio and internet), however one noticeable trend is that the older the age gets, the less teenagers in the sample group heard about the group in school.

Q.9 How have you heard of the wild life conservation you ticked in Q.7?  
Continued



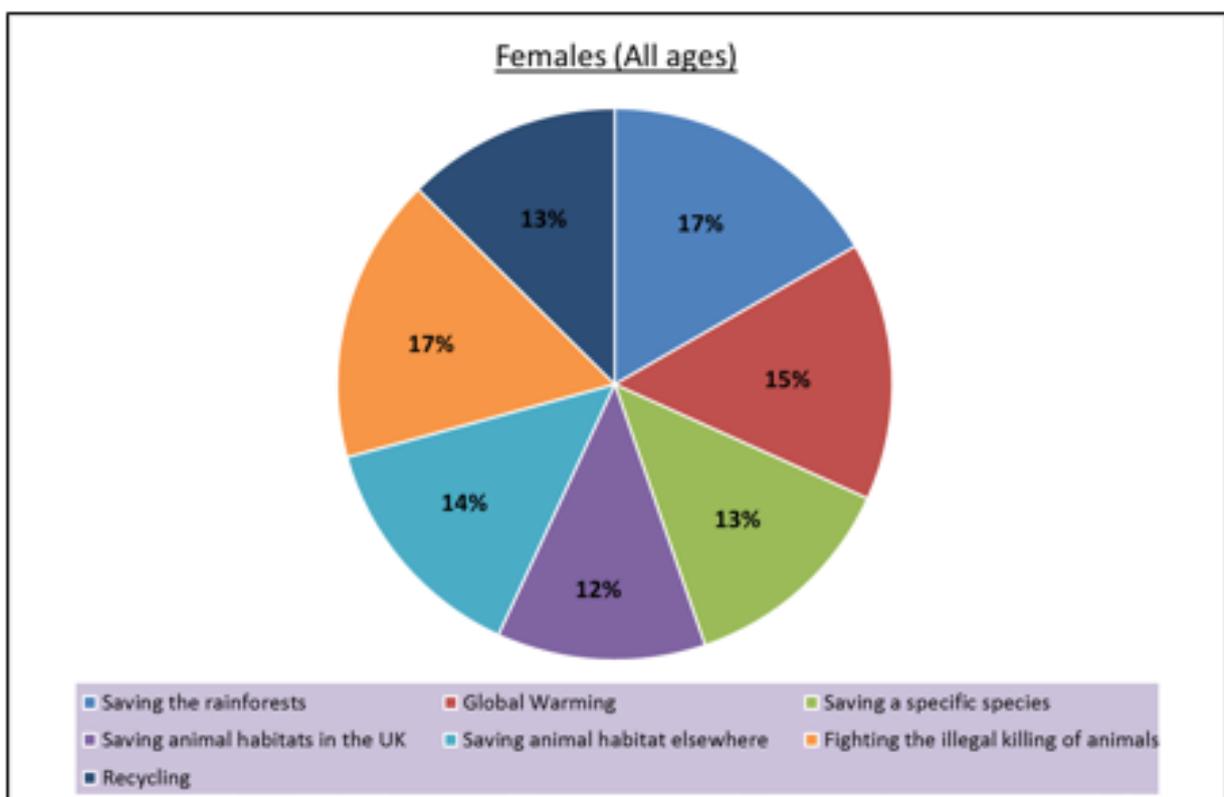
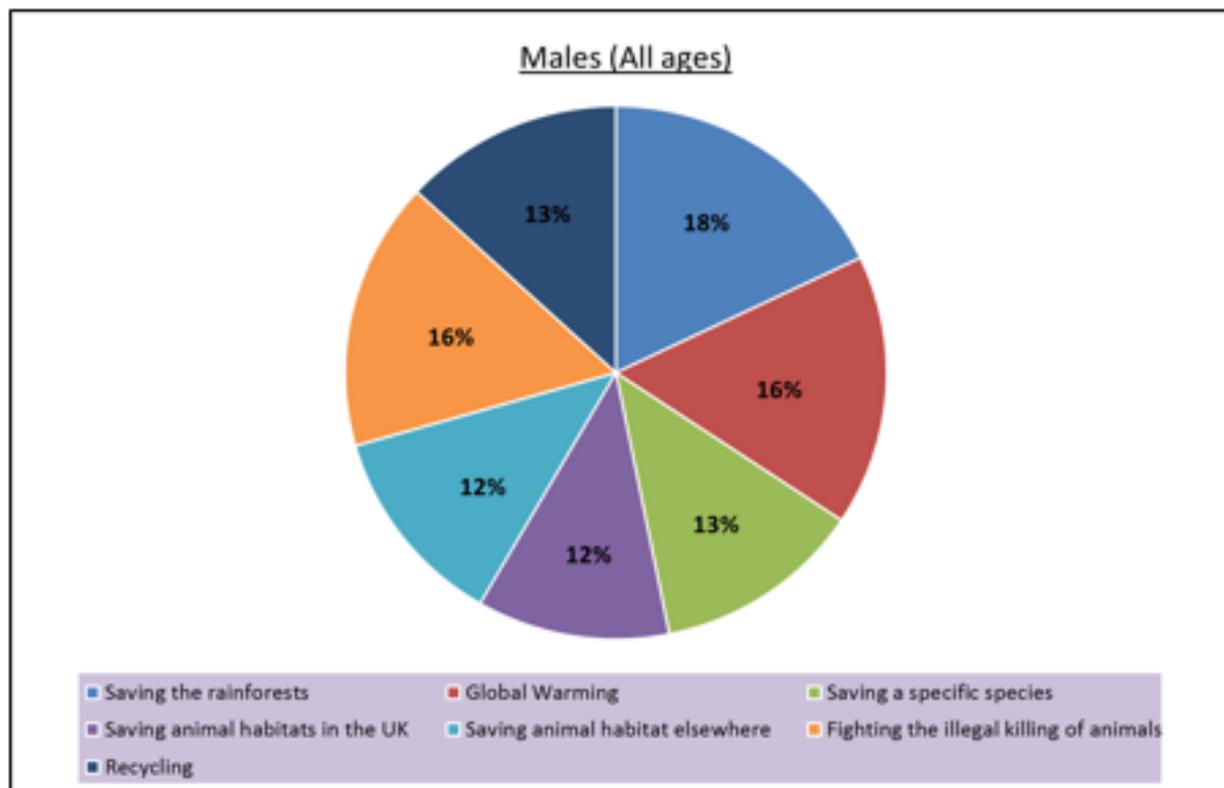
TV/Radio and Internet are still the dominant means of hearing about conservation groups, however school is surprisingly high when the whole sample group is compared.

## Q.10 Which conservation issues do you think are important?



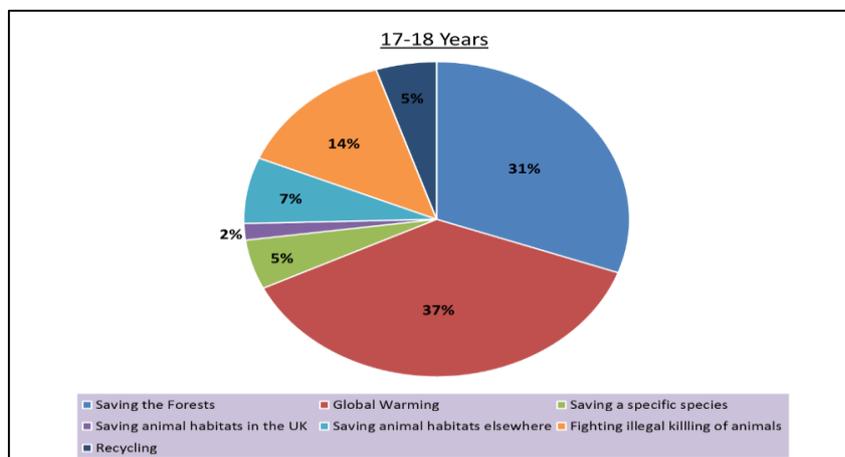
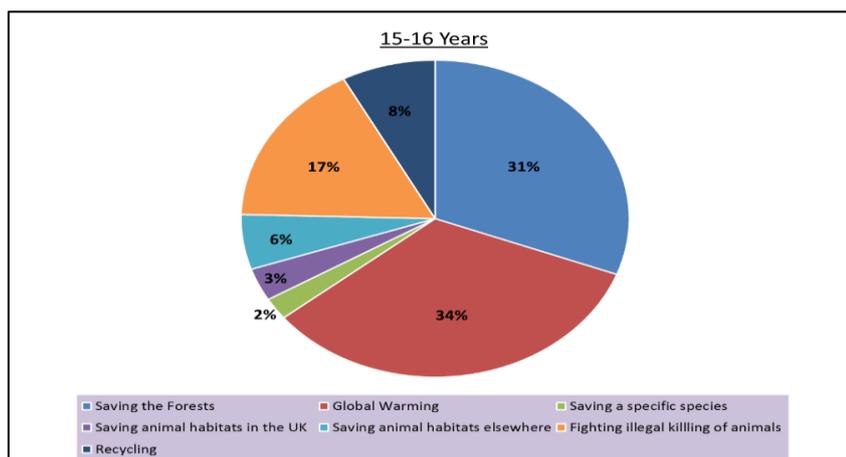
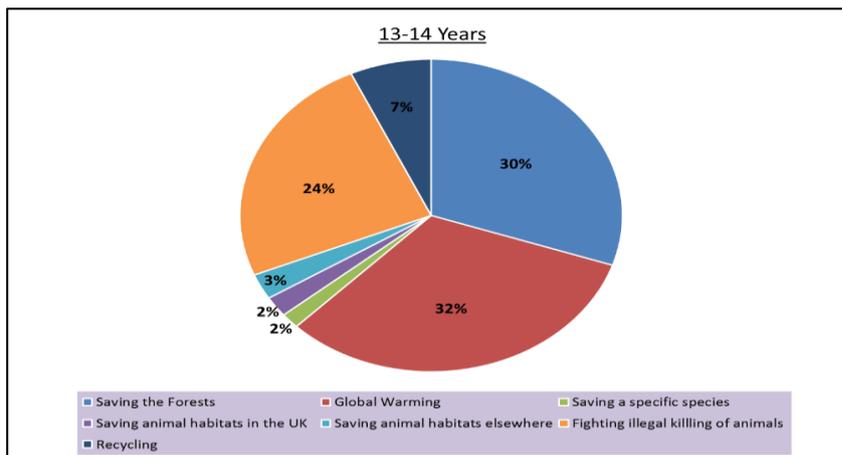
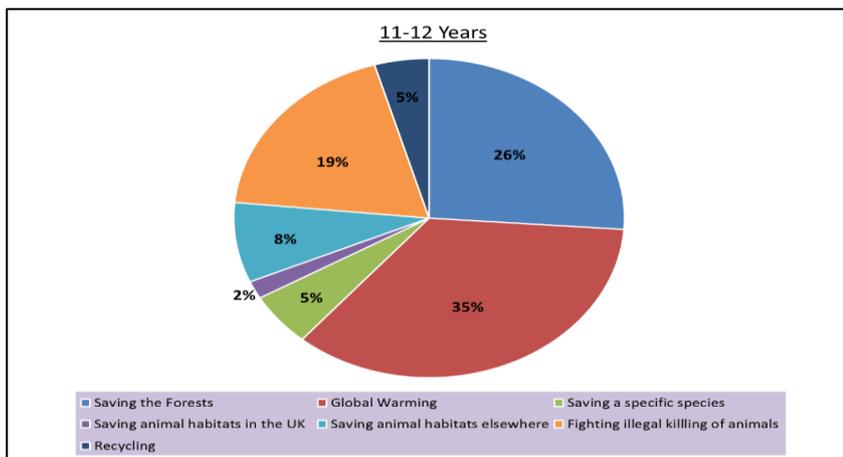
All seven conservation issues were voted for evenly across all age groups. All voting scores were above 10% but below 20%. Fighting the illegal killing of animals always scored the highest, even if it was by 1% at times.

## Q.10 Which conservation issues do you think are important? Continued



These graphs follow the same trend as the age graphs exactly. Fighting the illegal killing of animals and saving the rainforests scored the highest.

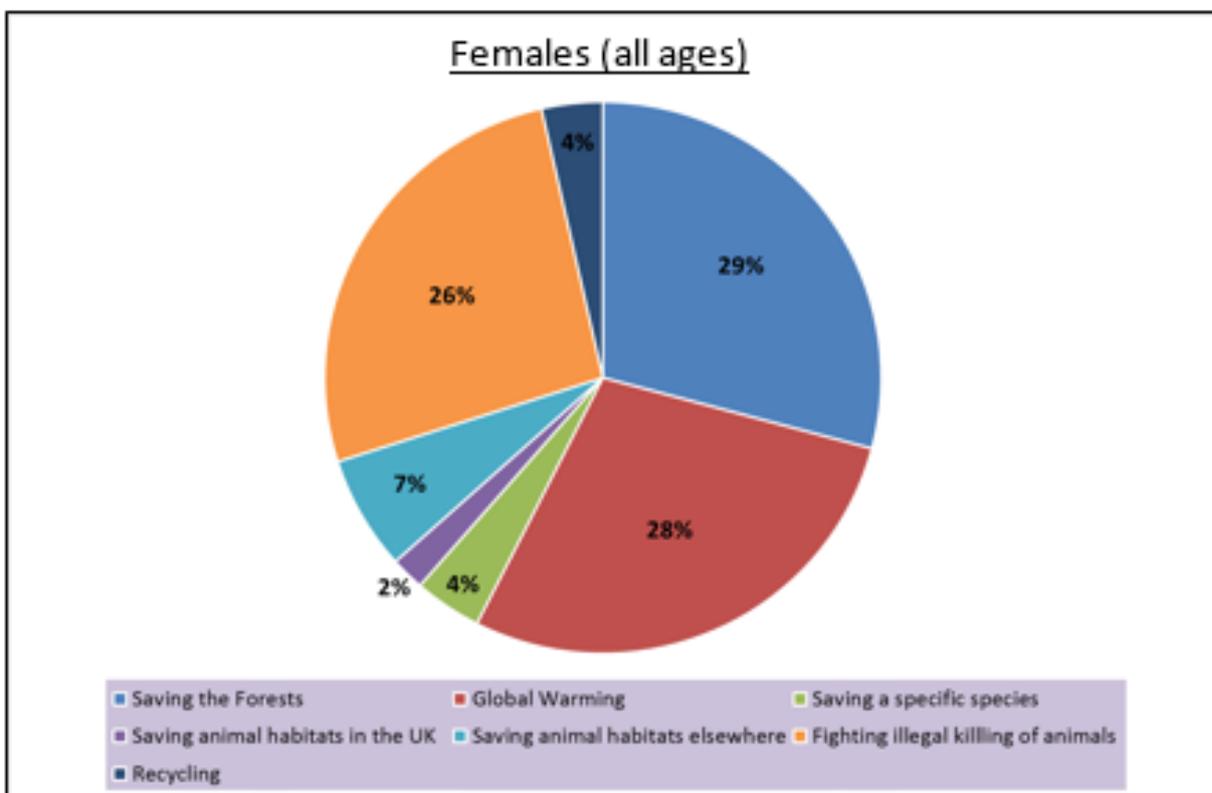
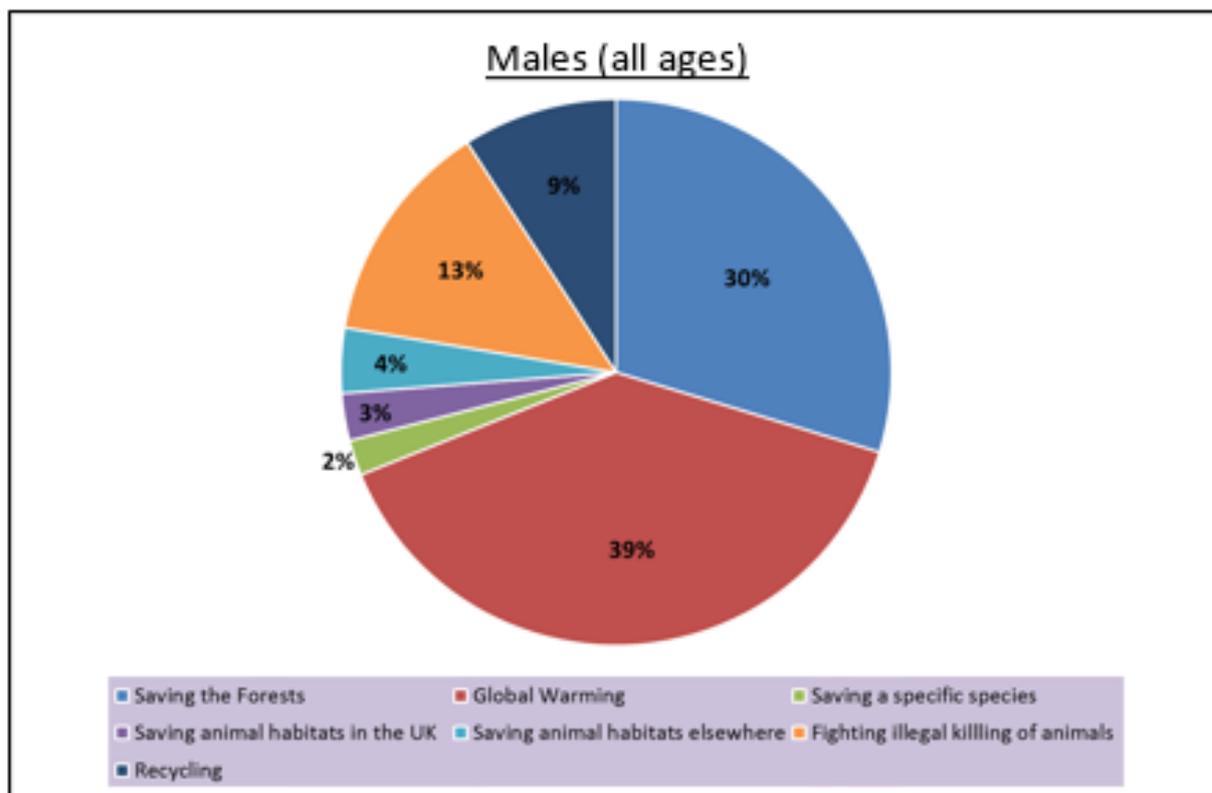
# Q. 11 Which ONE of the above do you think is the most important?



Global warming and Saving the Rainforests have almost one third of the votes each in every age group, perhaps as they are the most widely advertised conservation issues. Saving a specific species and Saving UK habitats did very badly, taking less than 10% combined in every age category.

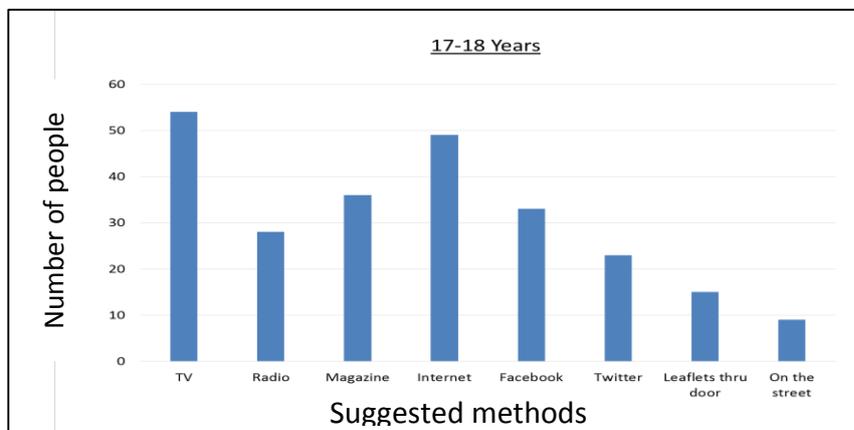
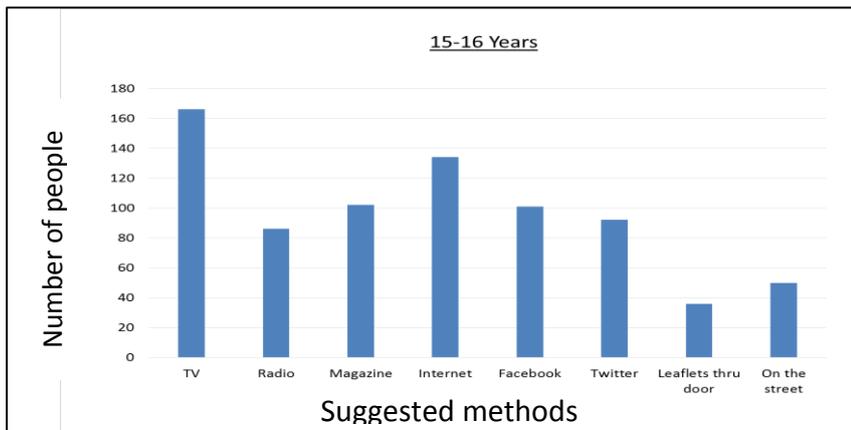
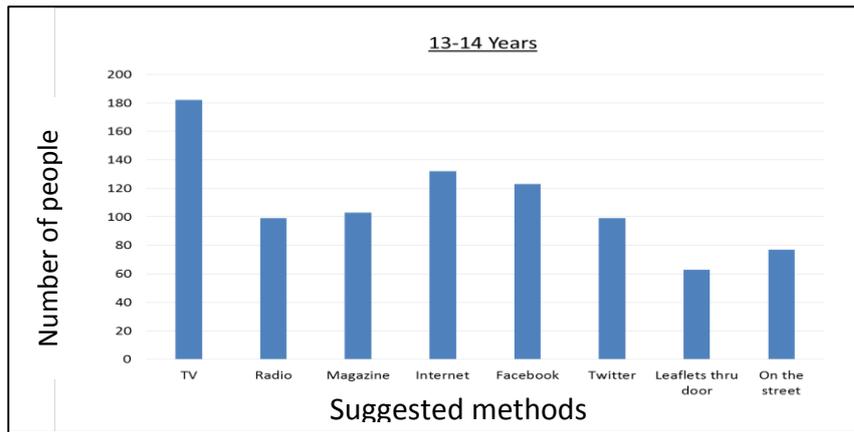
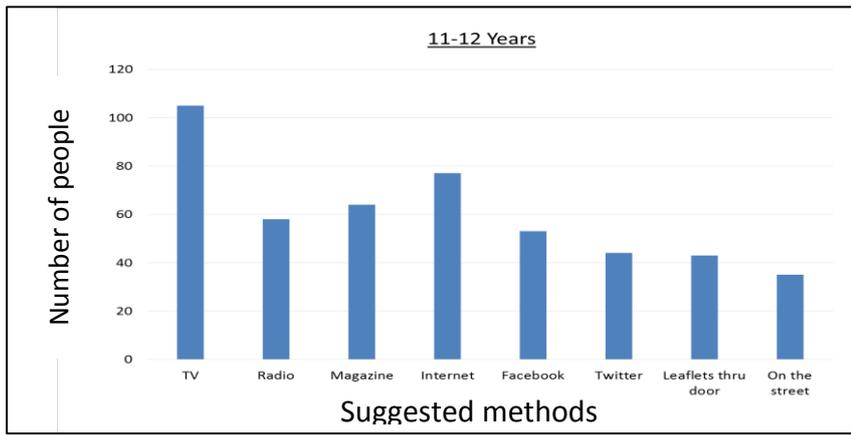
**Q. 11 Which ONE of the above do you think is the most important?**

**Continued**



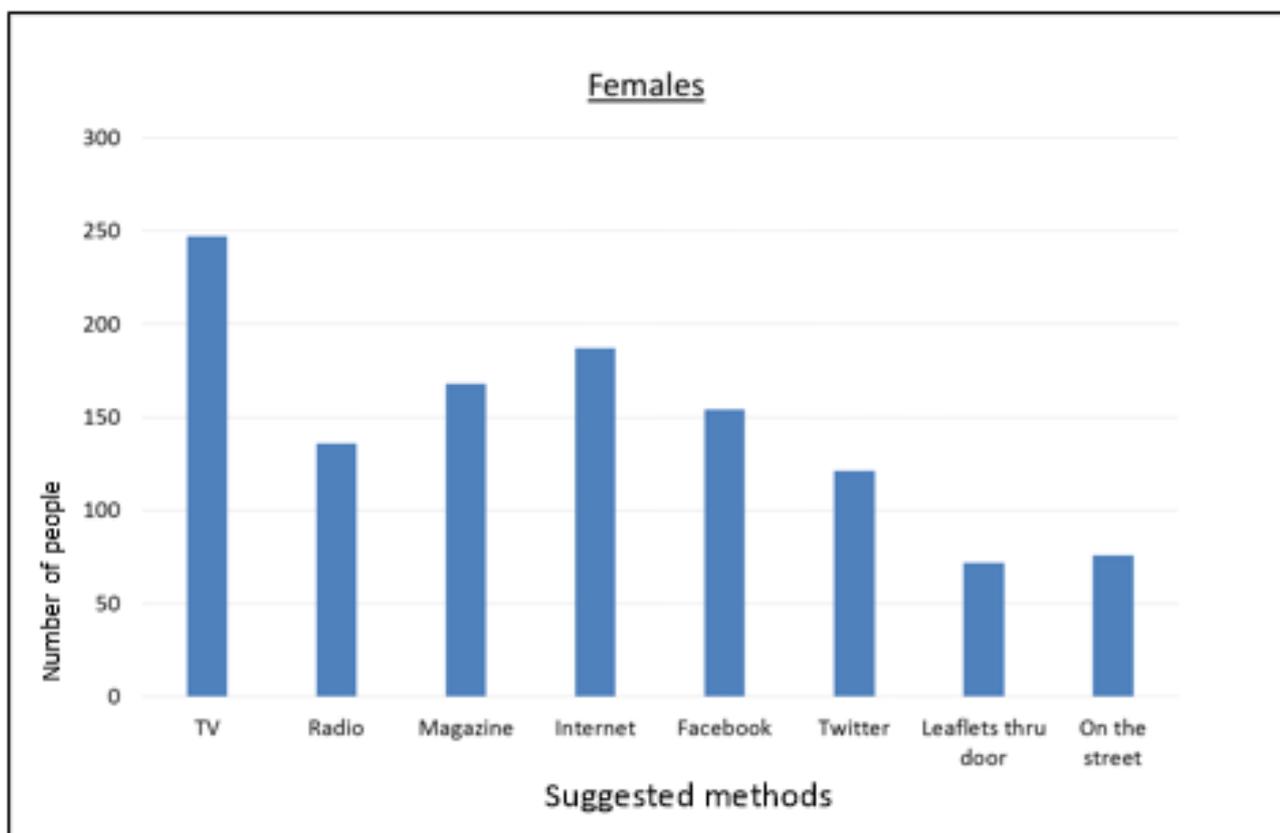
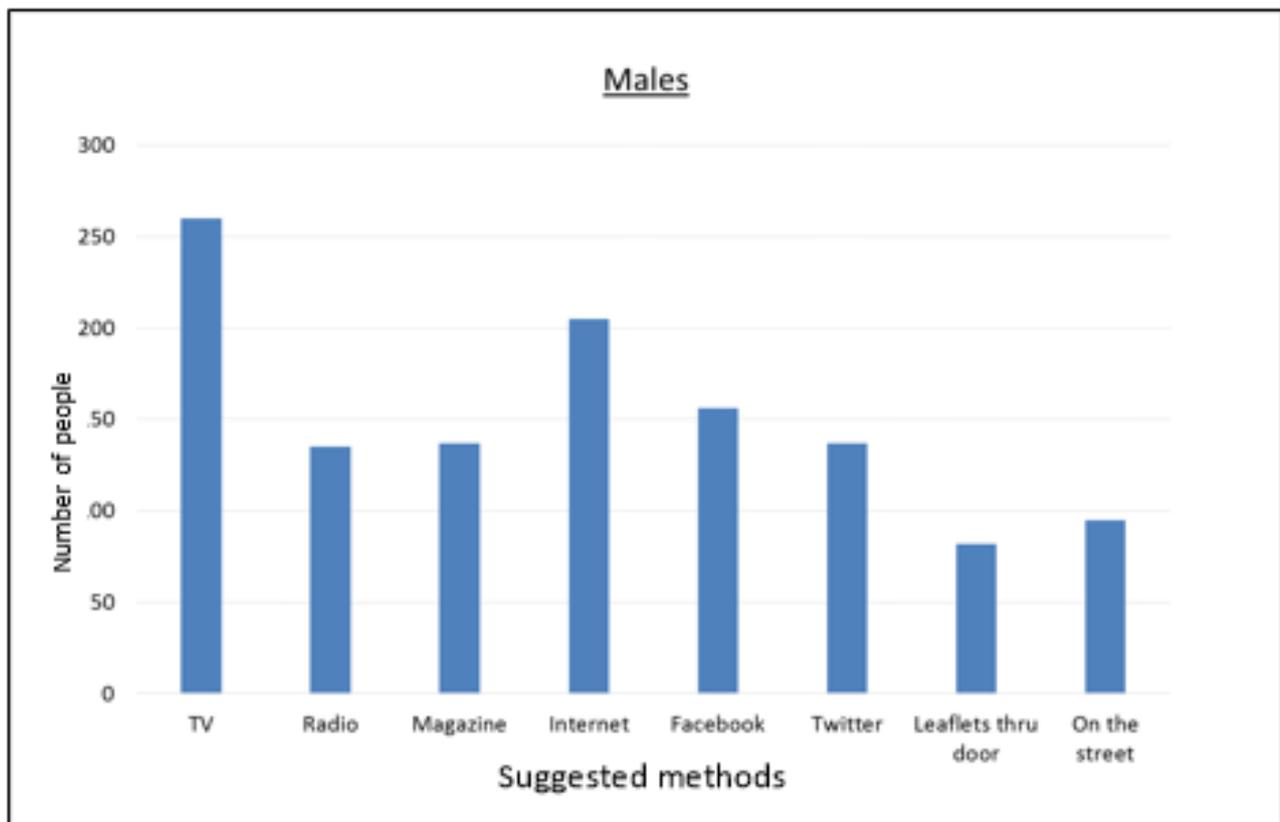
Overall, Global warming and Saving the Rainforests, as well as Fighting the illegal killing of animals are the main issues voted for, and other less advertised issues receive very few votes.

# Q.12 How do you think conservation groups should advertise/promote their campaigns/work?



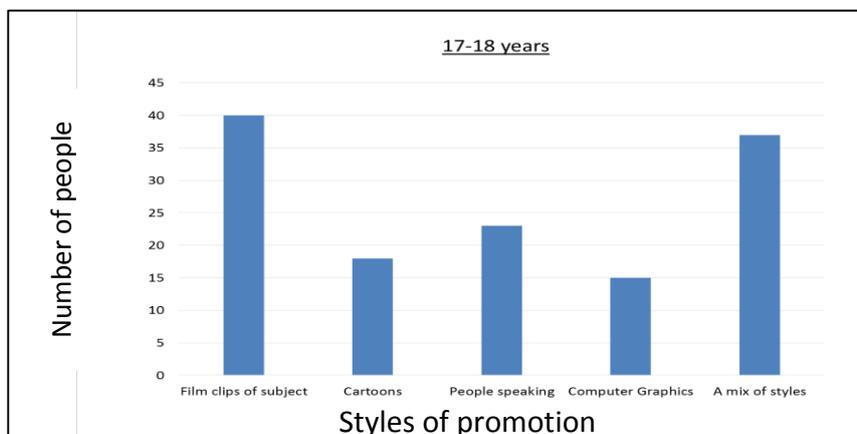
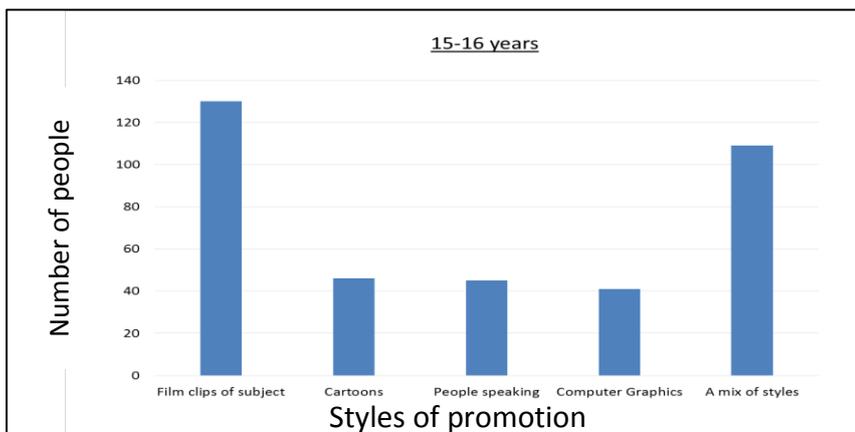
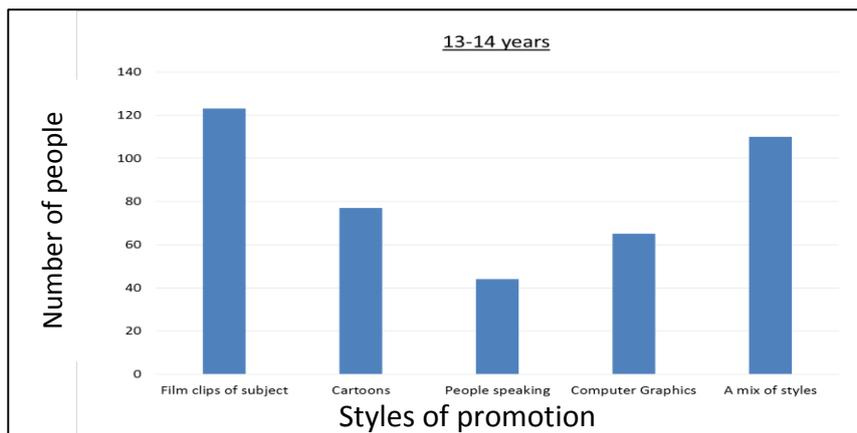
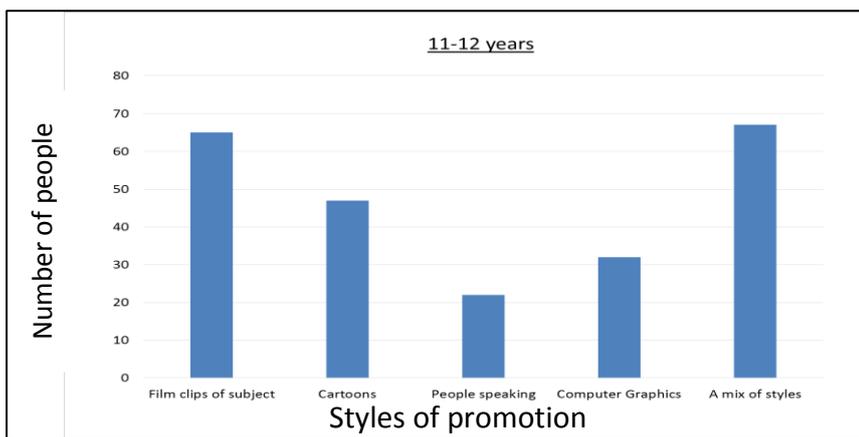
TV seems to definitely be the dominant choice for all age groups. However Internet is also very popular, and follows close behind. Leaflets through doors and On the street scored very low, and surprisingly Facebook and Twitter scored quite highly also.

Q.12 How do you think conservation groups should advertise/promote their campaigns/work?



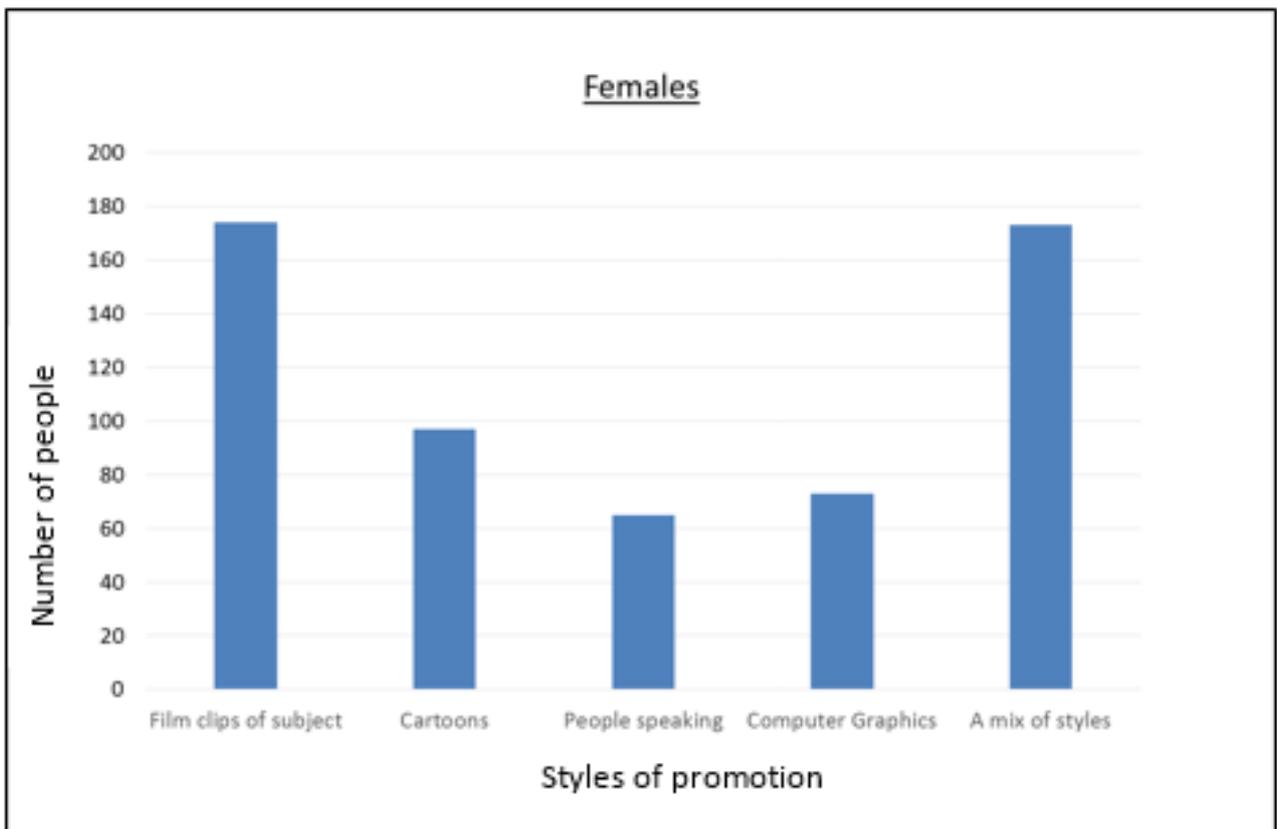
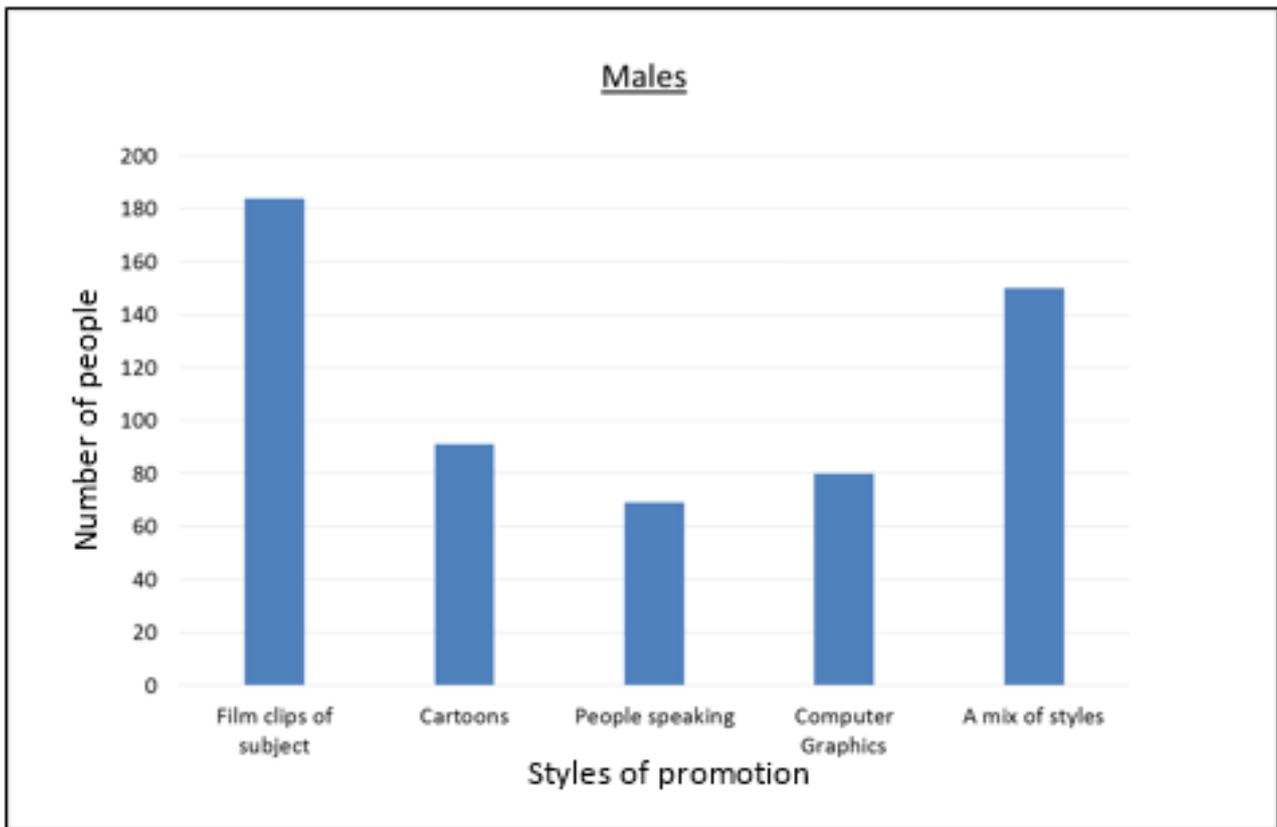
These graphs follow the trend set by the age graphs very closely, with TV as the most popular form of advertising and Internet close behind.

# Q.13 What style of promotion do you think they should use in their campaign films/leaflets?



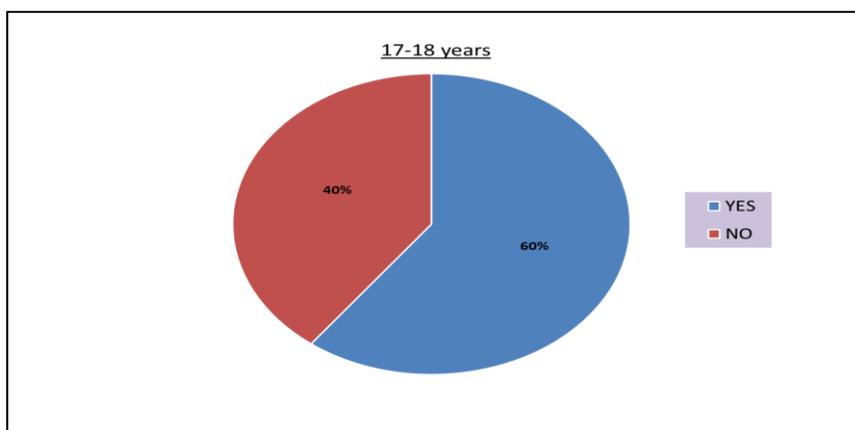
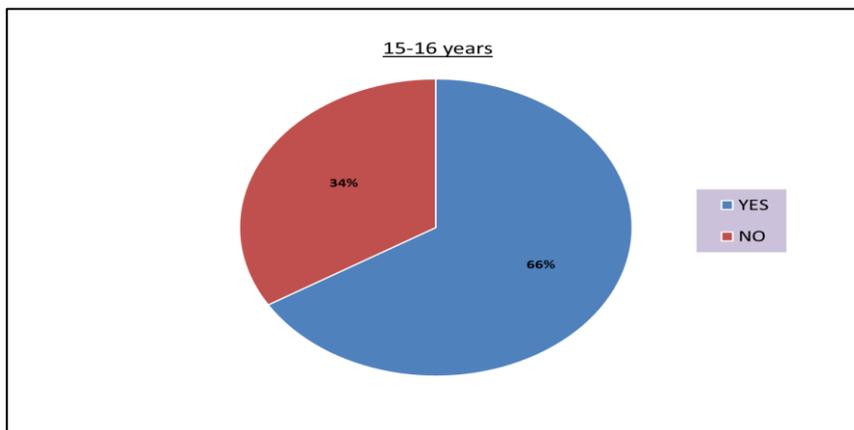
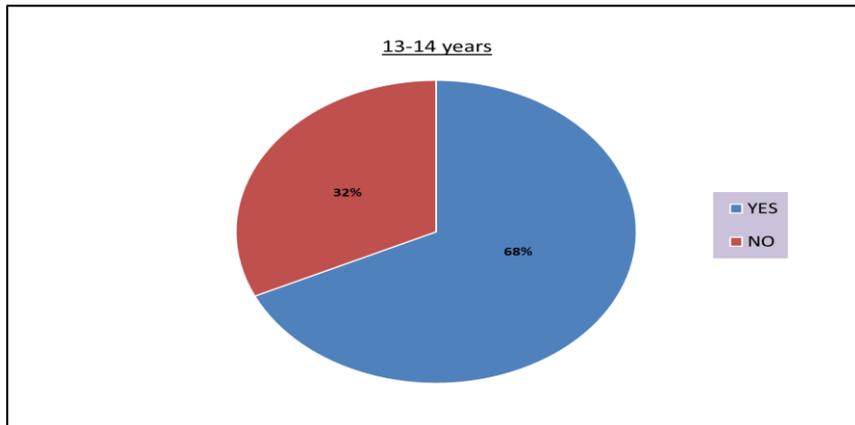
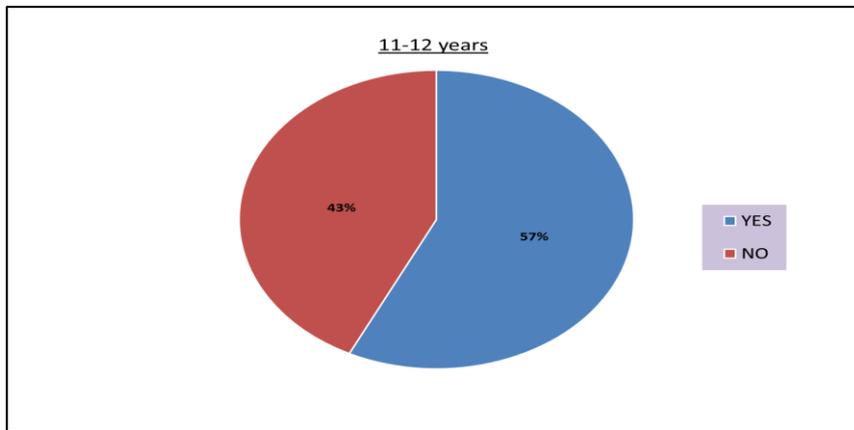
**Q.13 What style of promotion do you think they should use in their campaign films/leaflets?**

L



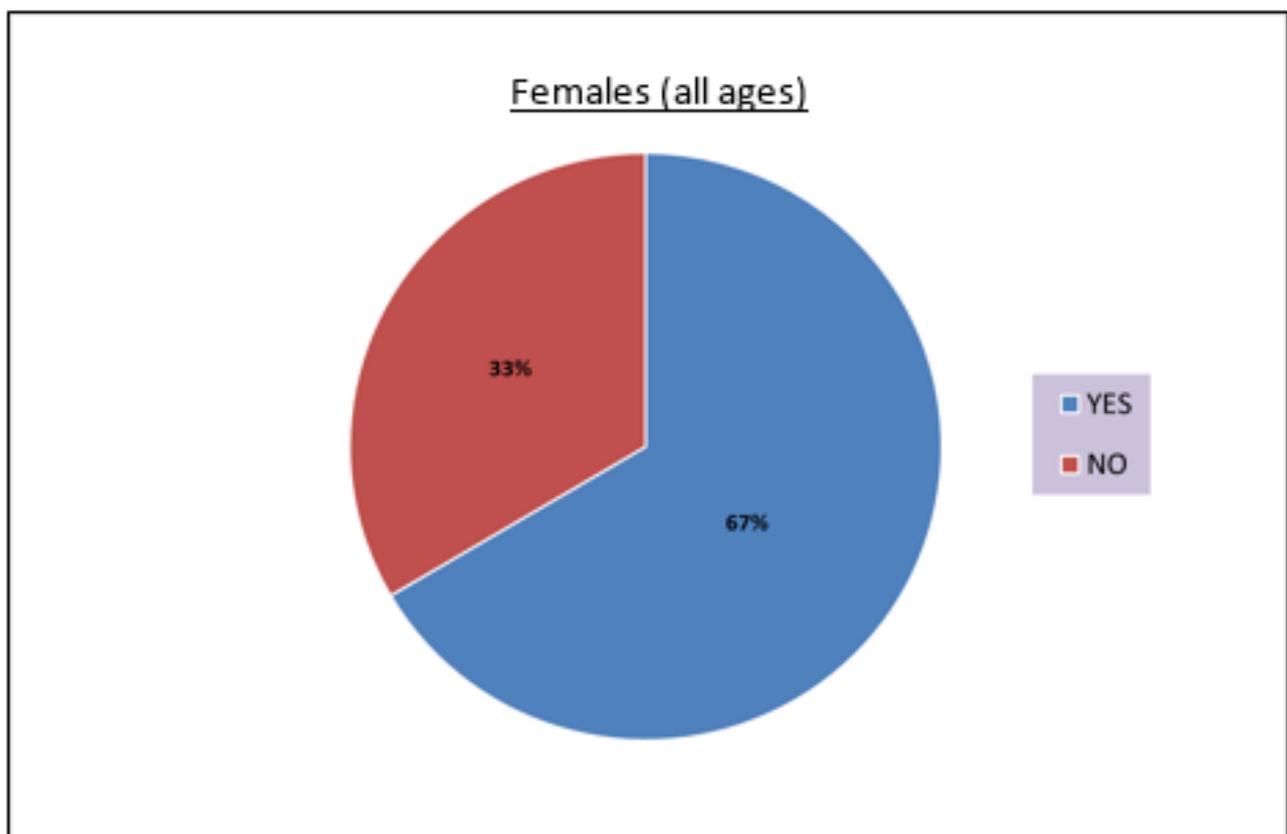
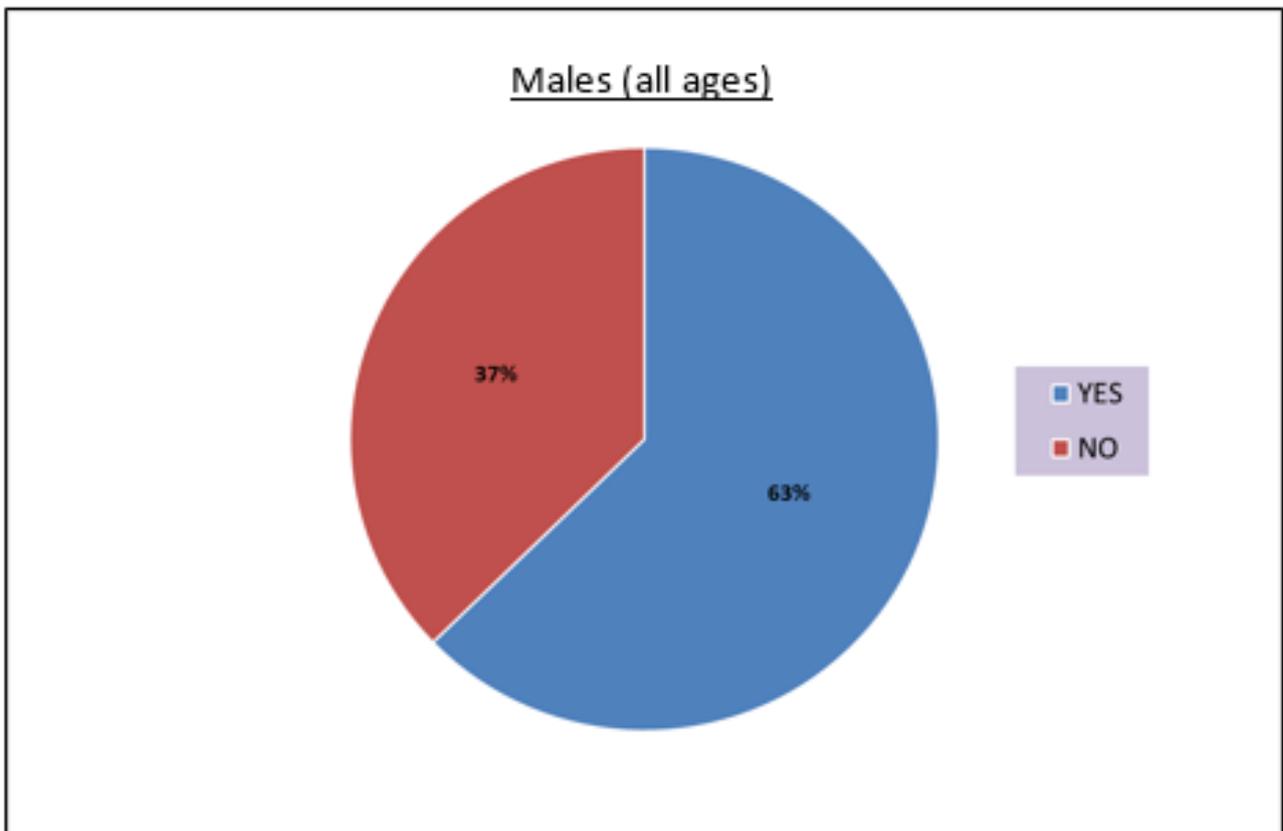
It is shown here that overall as well as in the individual ages, Film clips and A mix of styles are the most voted for by a long way. People speaking is the least popular for the males and females.

## Q.14 Would a celebrity fronting a campaign make you take more notice?



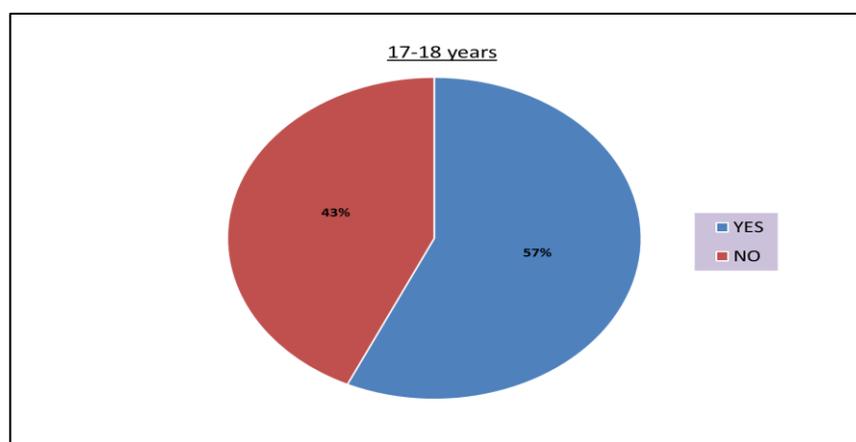
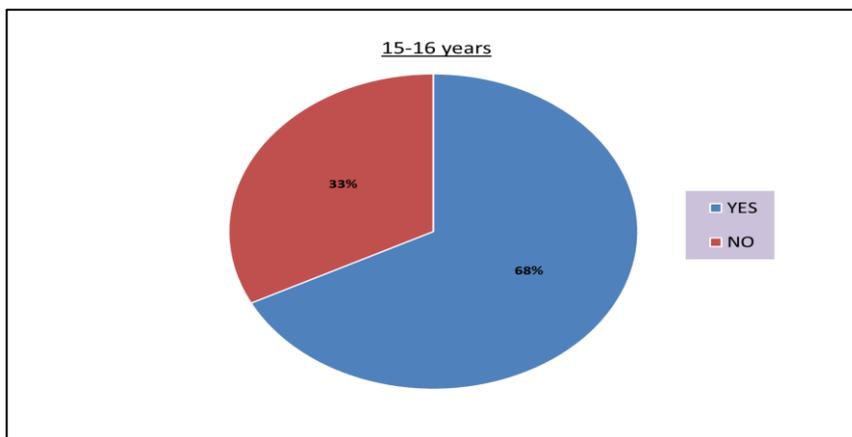
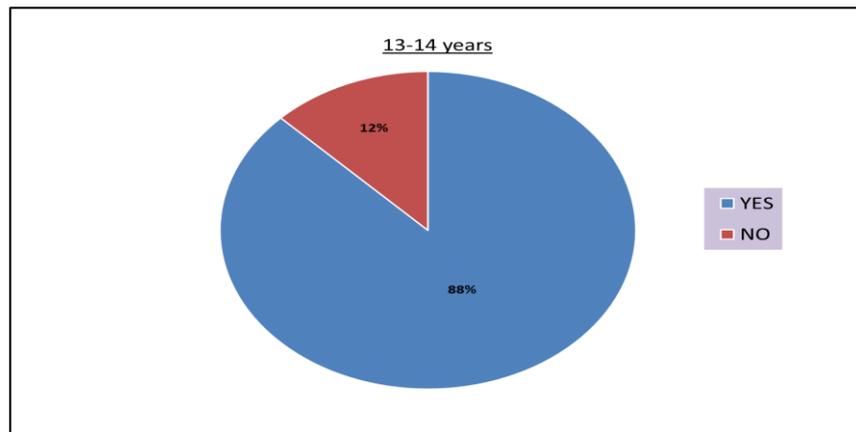
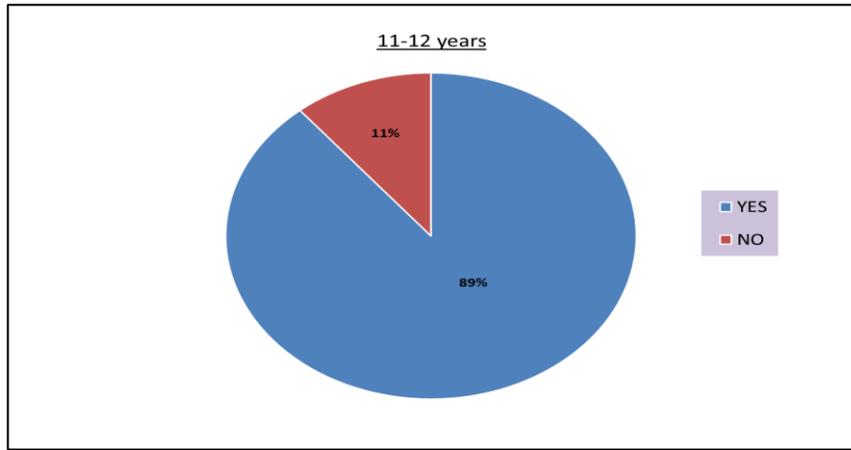
Though all age groups voted more than 55% Yes, a celebrity fronting a campaign seems to be more popular with the mid teenaged section of the sample group. The 13-14 year and 15-16 year olds both voted more than 65% yes.

**Q.14 Would a celebrity fronting a campaign make you take more notice? Continued**



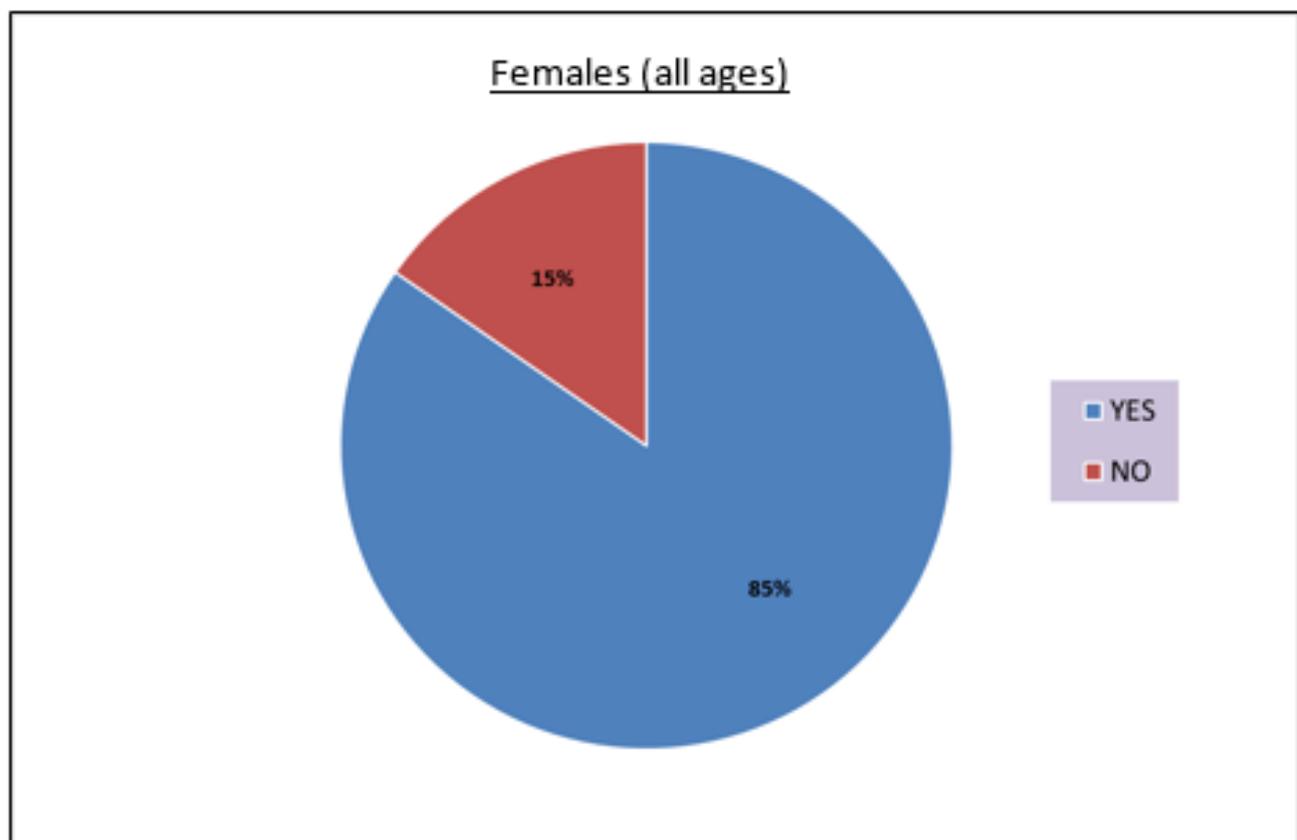
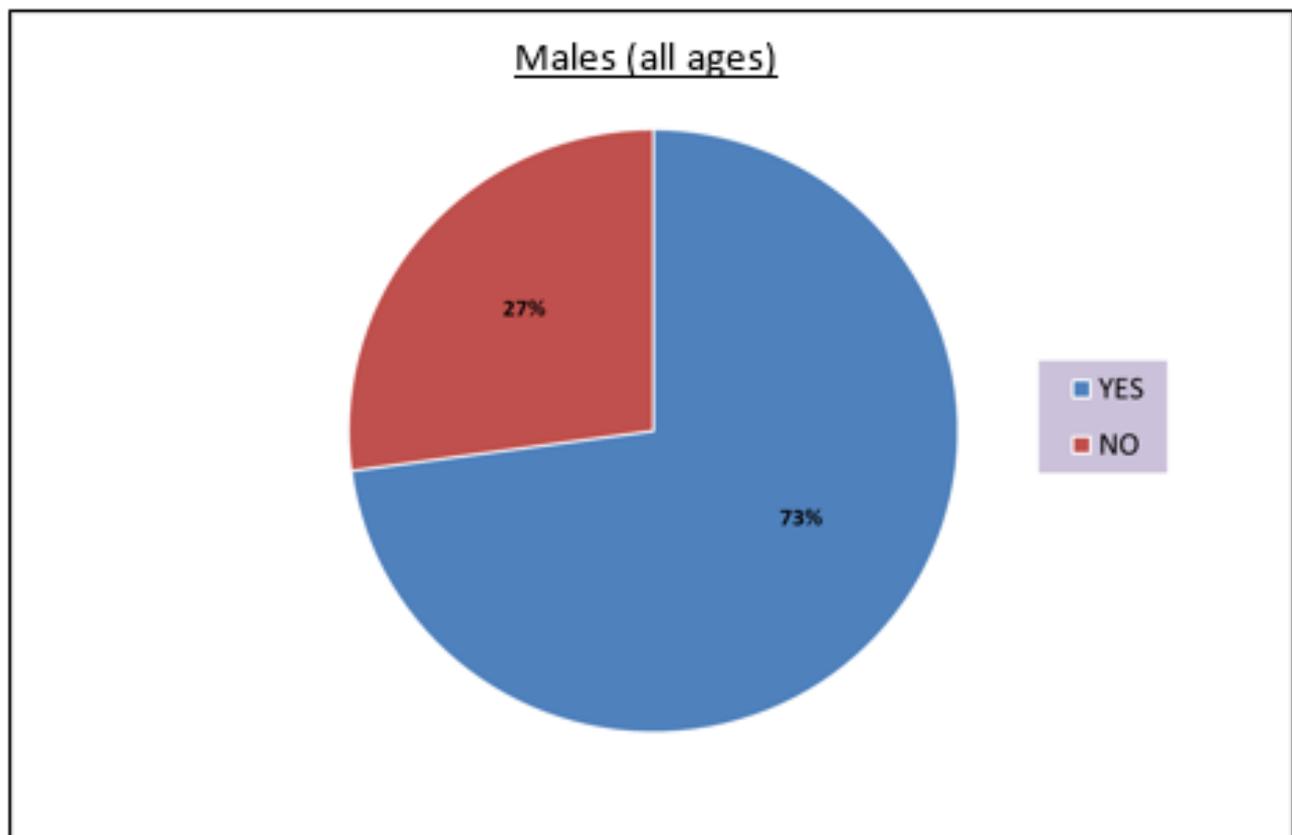
These graphs show the same trend as the other graphs. The Females had a slightly higher Yes percentage than the Males, however they are both above 60%, so a celebrity is a very popular idea.

Q. 15 Would a small free gift encourage you to give a donation to support a fund-raising conservation group?



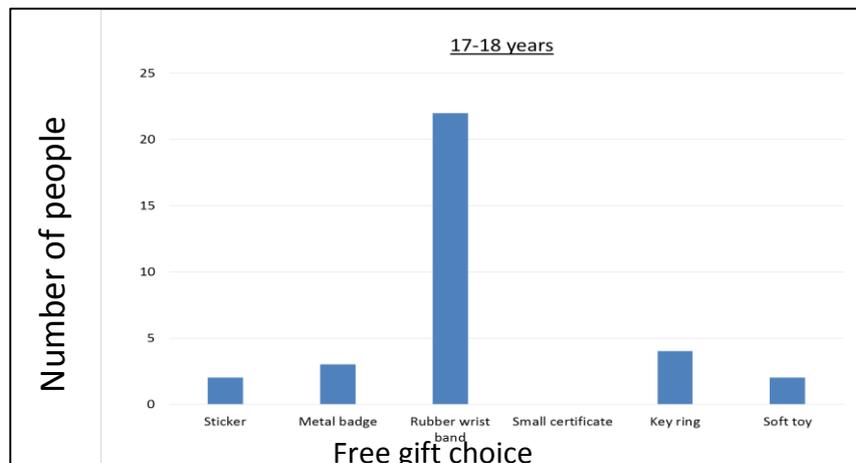
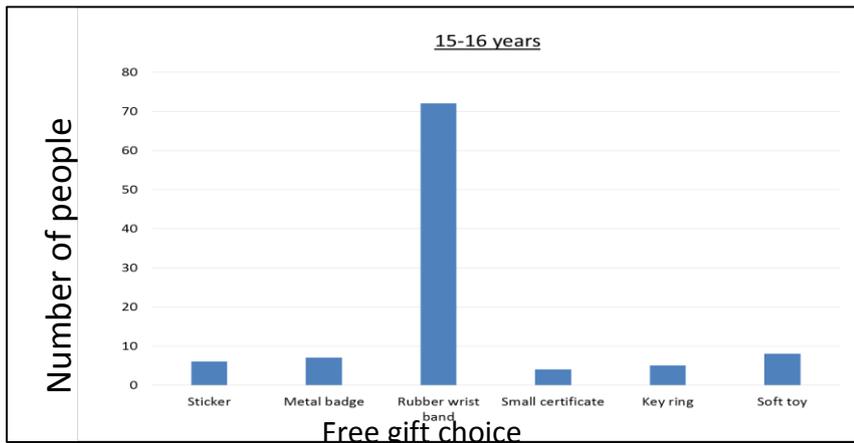
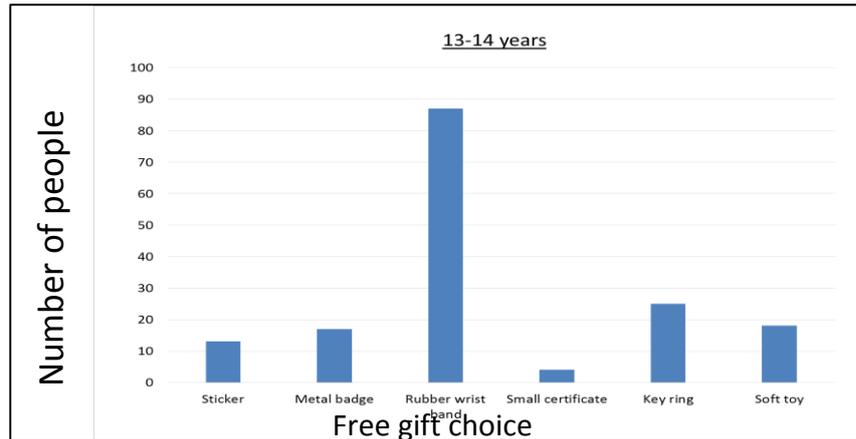
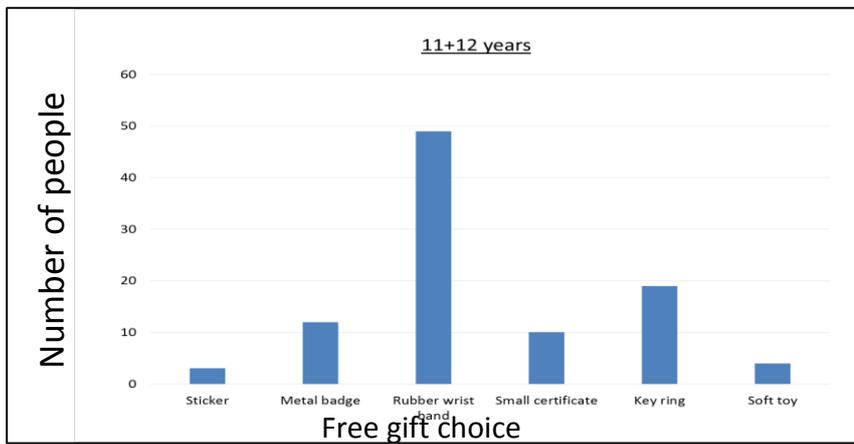
Although yes is clearly the dominant answer for all age groups, the No percentage increases sharply as the age of the sample group increases, to 43% in the 17-18 year olds graph. However this does not affect the Yes percentages too much as it does not drop below 55% for any age group.

Q. 15 Would a small free gift encourage you to give a donation to support a fund-raising conservation group? Continued



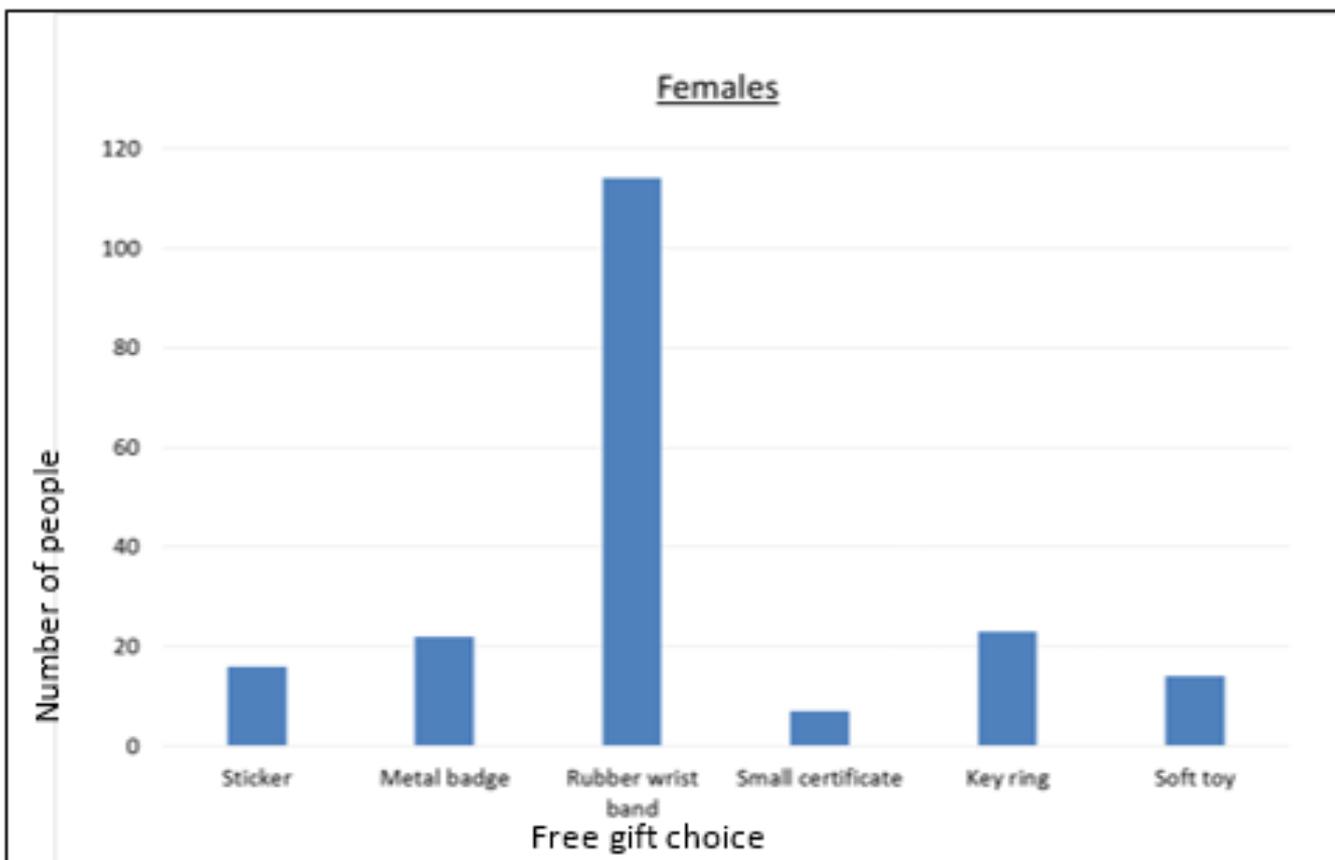
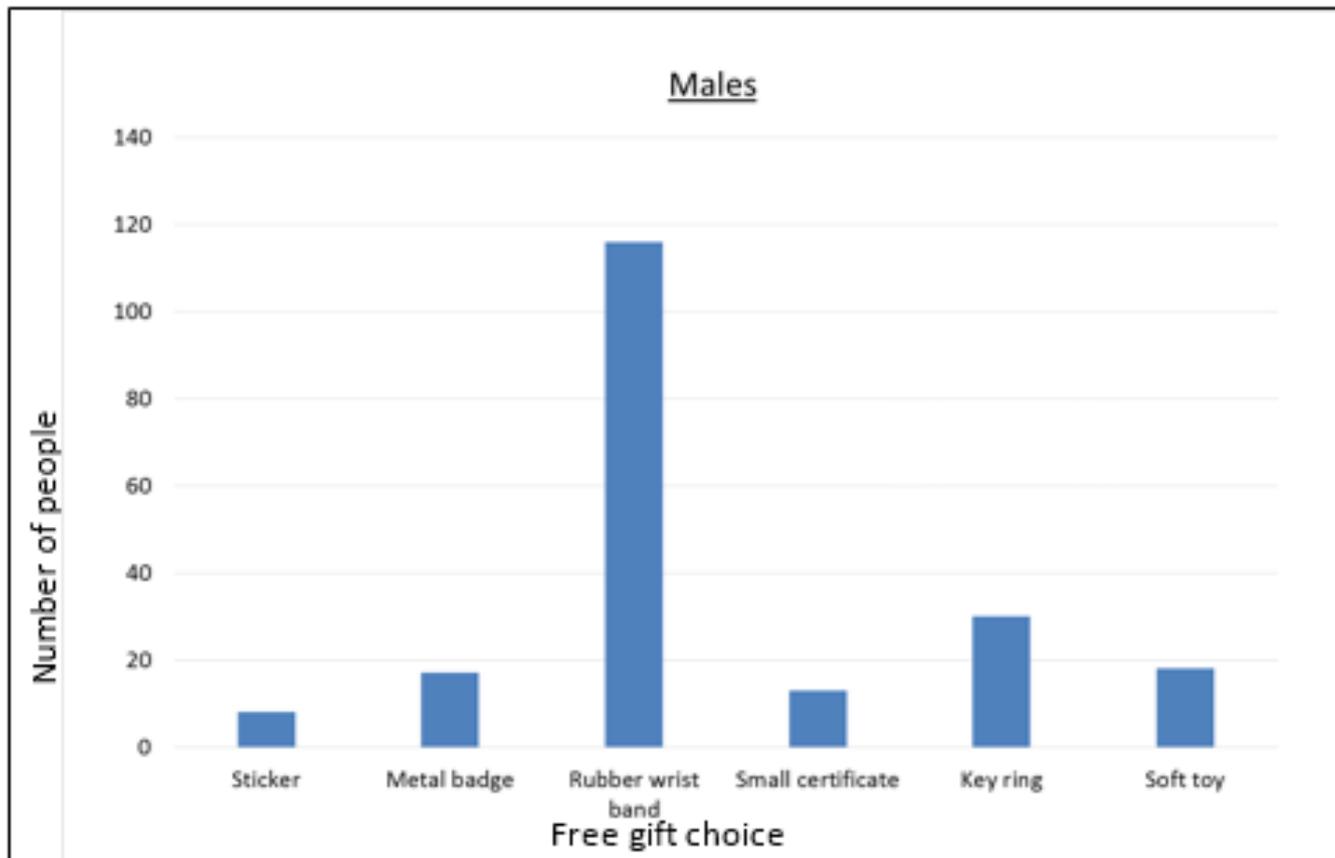
For the whole sample group collectively, the free gift is proven to be extremely popular. For both Males and Females, Yes gained over 70%, however the Females voted Yes almost 10% more than the Males did.

## Q.16 What free gift would encourage you?



There is clearly only one contender for all age groups, as rubber wrist band received a staggering amount of votes. Nothing comes close, but as far as the other options, key ring is the only other noticeable bar on this graph.

## Q.16 What free gift would encourage you? Continued



These graphs follow the trend set by the other graphs, with Rubber wrist band a clear standout winner for free gift preference.

**Q. 17. Do you have any other suggestions how wildlife groups could engage and encourage you more?**

**11 – 12 Year Olds. Male and Female.**

Advertising.

- Make adverts more current.
- Have an awareness day.
- More charities working together.
- TV specials.
- More teenager friendly advertisements.
- Show the good already done.
- Show people in the environments/countries working with the charities.
- Adverts in bus stops.
- Adverts in shopping centres.
- Use the internet more.
- Use youtube, and game sites.
- More posters.

General Suggestions.

- More talks in schools.
- Release a song.
- Include more statistics.
- Send progress information.
- Definitely wrist bands. 'They stay with you for life.'
- Parades.
- Carnival floats.
- Host fun events, with other charities.
- Interactive things on the internet.

**13 – 14 Year Olds. Male and Female.**

Advertising.

- Use update music.
- Specific leaflets, e.g. 'how to..'
- Make it more personal.
- More use of the internet / social media.
- Much more age related.
- Do not focus on the negative.
- More follow-on adverts showing how we have made a difference.
- Good small free gift.
- Use a mascot / character.
- Get adverts onto TV for free.

## **Q17 cont.**

### **13 – 14 Year Olds. Male and Female.**

#### **General Suggestions.**

- Make helping / conservation cooler. Use people like Dom!
- Live shows on TV or the internet.
- Events like red nose day, raising money for various related conservation charities.
- Show other ways to help, not just begging for money.
- Give me a real reason to donate.
- Get more obviously physically active / more activism.
- Parades.
- Carnivals.
- More school visits.
- Sponsor a football team, or a sport event.
- Get Dom to do an environmental rap.
- Use people our age.
- Come to after school clubs.
- Produce an internet game like Candy Crush.
- Have specific days each year for big awareness and fundraising.

### **15 – 16 Year Olds. Male and Female.**

#### **Advertising.**

- Aim specifically at teenagers.
- Relevant to our lives / daily life.
- More one-off text donations.
- Use our technology – apps, phones, snapchat, Facebook etc.
- Use images from 20+ years ago. More impact of damage being done.
- Show how the money helps, don't just ask for it.
- Show the need for help and how the problem impacts our lives.
- Get rid of cheesy slogans.
- Convince me the issue is more important than other issues.
- More precise info on how I am actually helping.
- Show success, not just problems.
- Higher quality films.
- Highlight the impact on the future more.

#### **General Suggestions.**

- Use people like Dom to engage with teenagers.
- Use gap in engagement. Aim at teens.
- Don't preach to us like we are stupid.
- After school clubs on conservation.
- More talks in schools. Starting at Primary School, to raise awareness, not money.
- More teen related activities to promote the cause.<sup>15</sup>

## **15 – 16 year olds. Male and Female.**

### General Suggestions cont.

- Fun fundraising activities. E.g. fairs, relevant to our age.
- Wildlife related events.
- Have representatives at festivals, concerts raising awareness.
- Make helping quick, easy and give option of one-off help.
- Create a song.
- Get involved in more current teenage activities to promote cause.
- More documentaries aimed at teenagers.
- Come into schools.
- Be more accessible.

## **17 – 18 Year Olds. Male and Female.**

### Advertising.

- Relevant to us.
- Age specific.
- Use more facts.
- Highlight the urgency of the issue.
- Use music. Music is crucial – has a huge effect.
- Use compassion rather than pressure.
- Don't over advertise. It can give a feeling of pestering.
- Adverts showing previous positive outcomes that the charity/group has achieved.
- People like to believe they are victims. Use this mentality.
- Make people believe the issue is of real importance.
- More attention from newspapers, radio and social media.
- Have a spectrum of awards for different amounts donated.
- Reward companies who help promote your cause.
- Combine forces with worldwide companies. E.g. Airlines, food companies.

### General Suggestions.

- Bring issues to the forefront of the multimedia.
- Make the issue an important one to discuss – not just something 'the greenies' do.
- Awareness Days in schools.
- Make far more use of young people like Dominik.
- Get out and about into schools, after school clubs, institutions like Cubs/Scouts etc.
- Create age specific open forums.
- Talks in work places.
- Get involved with Universities, specifically those with Conservation related courses.
- Focus on young people who are developing their morals and values.
- Encourage more young people to value the Natural World.
- Utilise the ones that do – like Dom.
- Have competitions with exciting conservation related prizes.
- Highlight and reward work done by teenagers in conservation.

## Q.18 Any other comments about this subject?

Thank you for doing something for the wild. M13-14

*Go Dom.* M 13/14

I thought your speech was very well presented and you're an inspiration to everyone. F 15/16

**To anyone reading this..... GET DOM ON TV.** F 15/16

Good questionnaire. F 11/12

What a cool thing to be doing. M 11/12

**Good luck with your research.** M 13/14

**This is an amazing thing you are doing. Well done Dominik.** F 15/16

You should be presenting wildlife shows on TV. F 15/16

*Good assembly.* M 13/14

I can't believe you are only 12. M 17/18

Good one Dom. M 13/14

Your questions really made me think. Well done. F 15/16

I didn't know who you were before today. But you must be a cool guy to be spending your time doing this.

M 15/16

*Wow. That's all.* F 13/14

I think this will be a great survey. F 11/12

Very impressed with the organisation and the presentation Dom and with the work you are doing. M 17/18

Hello Dom. You were very impressive in assembly. F 17/18

*Good one Dom.* M 15/16

Well done Dom. M 13/14

**Fantastic presentation in assembly - most impressive.** M 17/18

Dom you are awesome. M 11/12

Well done Dom. Good luck. F 11/12

Your assembly was fabulous. F 15/16

Dom you should be on TV. M 17/18

*Good Luck with this Dom.* F 13/14

Hope to see you on the TV soon. F 15/16

All the best with your research Dom. M 17/18

You are so cool. M 11/12

## Research Conclusion

In conclusion, firstly I am pleased the Research project has come together and formed an interesting and informative piece of work. On completion of all the graphs, some of the results have been very eye-opening, and based on the results of the study it has been proved that youths are aware of conservation issues and that they do care.

However it showed some substantial variation in the conservational priorities of different age groups. The research helped to identify and highlight that teens do wish to learn more and are interested about the issues that face the natural world, but they are limited by the fact that they feel they are not being sufficiently reached, engaged, identified or targeted specifically by groups and charities. The results give detailed preferences of likes and dislikes, engaging and off-putting styles of campaign films, and awareness and value of conservation issues.

Additional information gained from the open questions towards the end of the questionnaire included many suggestions about how the sample group would like to be engaged and encouraged in the future.

I believe that young peoples' views and attitudes need to be studied and my research makes great steps to do this. These attitudes need to be formed and encouraged from a young age and reinforced through the impressionable years (Carpini, Delli, 2006) as many lifelong values and beliefs are adopted at this time. Then, use insights such as those identified in this document to engage, channel and the interest of my peers.

Ultimately these children and teenagers will become future world leaders and government members, heads of conservation groups and business owners, all of whom will be responsible for everything from the future of the planet and the biodiversity of species calling it home – to whether or not your local park remains a green area. Their views need to be identified, acknowledged and developed and acted on. They do care, but they need to feel inspired.

This next generation are the future. This next generation and their actions could change the future.

## ACKNOWLEDGEMENTS.

The Author would like to acknowledge and thank the following people for their support, time, advice and encouragement towards undertaking and producing this Research Project.

- Kerry Reynolds, my mother, without whom this project would not have happened.
- The staff of King Edwards VI School, Hampshire. For firstly, allowing me to undertake this project at school and secondly for all their support and help with organising the Presentation Assembly, help with the photocopying, distribution and collection of the 1000 questionnaires.
- My fellow students for listening to the presentation and for taking their time to fill in the extensive questionnaire and for their honesty, opinions and valued comments.
- Didi and Tony Reynolds, my grandparents, for their help with producing the many, complicated spreadsheets.
- Suzi Shilling, for editing and producing the advertising media for the school presentation.
- The RSPB for allowing me to use the concept and footage of the four advertisements they had used at a study day I attended, which led to me deciding to do this research project.
- Jim Foster, Conservation Director ARC, for meeting with me and his support, guidance and encouragement with graph content and presentation.
- John Heatly for his encouragement and advice with the graphs.
- Gemma McCluckie, for advice on writing the results.

Without all of these wonderful people, this Research Paper would not be in your hands today. I could not have done this without them.

THANKYOU.

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## Appendices.

Appendix 1. Presentation Speech.

Appendix 2. Link to films.

Appendix 3. Questionnaire.

Appendix 4. Spreadsheets.

**CAMPAIGN AWARENESS RESEARCH SPEECH**

Good Morning.

My name is Dominik Reynolds, and I am in second year. I stand before you today to ask for your support in some major research I am undertaking.

I have worked as a volunteer for the R.S.P.B for the last four years on their Date with Nature project, at the reptile centre near Lyndhurst. I do shifts at the centre on weekends or in the holidays, and I love it. We have native reptile and amphibian species in special open air pods, including adders, grass snakes, common and sand lizards and natterjack toads. The RSPB also have a hut there with various forest bird exhibits, screens which show live footage from the cameras sited next to the nests of birds of prey, such as the Goshawk. One of my favourite activities is getting out the huge nature basket and showing the visitors the skulls, antlers and other items. It is so rewarding teaching the public about the critters of the New Forest and it is so rewarding seeing families leave with smiles on their faces and more excited about British nature. I have also written several articles for the RSPB, represented them at NO.10 Downing Street, spoken at conferences and many other exciting things.

Just before Christmas, I was invited to take part in a Campaign Awareness Day that was being hosted by the R.S.P.B (The Royal Society for the Protection of Birds). As part of the campaign day we were shown some videos from different charities, and were then asked to give our opinions on whether or not they were successful campaigns. When our group was discussing the films it became apparent to me that almost no adults understood my point of view, and some even dismissed my ideas. Teenagers were not really a target group whose views were being taken into account or explored. Therefore I took it upon myself to do a piece of research into what teenagers really think of campaigning and to look into what styles and subjects of campaigns are popular, memorable, eye catching. Already the research has gained national interest, so I am keen to get as many results as I can.

Campaigns surround us in life, whether we notice them or not. Each advert on T.V, on line or in a magazine, every poster you see and some conversations you have, are all forms of campaigning. All trying to encourage you to do, buy, visit, watch, eat or support something. The English dictionary defines campaign as;

'A planned and organised series of actions intended to achieve a specific goal, especially fighting for or against something or raising peoples awareness'

I am about to show you some of the videos I was shown in London. They have had to be edited to cut down on time, but still give a good set of examples and tomorrow you will be given a questionnaire about the videos and the topic of campaigns. It is not too long or complicated and I would really appreciate you guys filling it in, as it would be fantastic to get as many results as possible! Once completed, your tutor will collect them in and get them back to me. Then my job of organising your answers and producing tables and graphs of the results starts!!

**(SHOW VIDEOS)**

If any of you have any questions or would like to discuss any of this with me, then please come and see me.

Thank you for listening!

## **Campaign Film Links and Hard Copy**

**Link:** <https://www.youtube.com/watch?v=SKQuklbvc2A&feature=youtu.be>

**Hard Copy**

**CAMPAIGN AWARENESS QUESTIONNAIRE.**

AGE .....

MALE      FEMALE ( please circle)

1. Which of the campaign films did you like the most?

- 1 Greenpeace
- 2 Unicef
- 3 RSPB
- 4 Oxfam

2. Why? ( please tick all that apply)

- Images
  - Music
  - Group who produced film
  - Message
  - Other
- (please give reason).....

3. Which of the films did you like the least?

.....

4. Why? ( please tick all that apply)

- Boring
  - Not interesting to you
  - Did not understand the film
  - Did not like the style of the film
  - Other
- ( please give reason).....

5. Which film will you remember the most? (This may/may not be the film you liked the most)

.....

Why is this film the most memorable?

.....

.....

.....

6. What would attract you to a campaign film/advert and make it more memorable/relevant/interesting?

.....

.....

.....



10. Which conservation issues do you think are important?  
(please tick all that apply)

- Saving the Rainforests
- Global warming
- Saving a specific species
- Saving animals/habitats in the UK
- Saving animals/habitats in other countries
- Fighting the illegal killing of animals
- Recycling
- Other (please state)

.....  
.....  
.....  
.....

11. Which ONE of the above issues do YOU think is the most important?

.....

12. How do think conservation groups should advertise/promote their campaigns and their work? (please tick all that apply)

- TV
- Radio
- Magazines
- Internet
- Facebook
- Twitter
- Leaflets through the letterbox
- On the street (e.g. shopping centres)
- Other (please state)

.....

13. What style of promotion do you think they should use in their campaign films/leaflets.etc?

- Film clips of the subject
- Cartoons
- People speaking
- Computer graphics
- A mix of styles
- Other (please state)

.....  
.....

14. Would a celebrity fronting a campaign make you take more notice of it?

YES / NO

If YES, then who?.....

15. Would getting a SMALL free gift encourage you to give a donation to support a fundraising conservation group?

YES / NO?

16. Which free gift would encourage you?

Sticker

Metal badge

Rubber wrist band

Small certificate

Key ring

Other (please state)

17. Do you have any other suggestions how wildlife groups could engage and encourage you more?

.....  
.....  
.....  
.....

18. Any other comments about this subject?

.....  
.....  
.....  
.....

Thank you very much for taking the time to fill in this questionnaire. I really appreciate it. I now have the interesting task of sorting out all of the important information gathered. Should be fun!!!

If you would like to talk to me about any issues raised during this research talk, then feel free. Thank you once again,

*Dominiik Reynolds*

## Q.1 Which of the campaign films did you like most?

						AGES			
	GREENPEACE	UNICEF	RSPB	OXFAM					
AGE/GENDER					Greenpeace	Unicef	RSPB	Oxfam	
FEMALE 11/12	19	8	2	19	11+12	50	19	11	28
MALE 11/12	31	11	11	9	Greenpeace	Unicef	RSPB	Oxfam	
FEMALE 13/14	41	30	10	10	13-14	103	46	29	21
MALE 13/14	62	16	19	11	Greenpeace	Unicef	RSPB	Oxfam	
FEMALE 15/16	33	27	5	17	15-16	98	49	16	35
MALE 15/16	65	22	11	18	Greenpeace	Unicef	RSPB	Oxfam	
FEMALE 17/18	16	13	1	5	17-18	28	16	1	11
MALE 17/18	12	3	0	6					
	Greenpeace	Unicef	RSPB	Oxfam					
Males	158	52	41	44					
	Greenpeace	Unicef	RSPB	Oxfam					
Females	109	78	18	51					

## Q.2 Why did you choose that campaign film?

	Images				Music				Group				Message			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 11/12	16	7	2	15	11	2	0	6	0	2	0	3	10	8	2	8
MALE 11/12	30	7	8	7	14	1	3	3	6	1	3	0	18	6	9	3
	Images				Music				Group				Message			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 13/14	35	23	7	9	18	11	0	5	6	3	1	1	18	27	6	4
MALE 13/14	45	10	17	7	36	4	2	1	10	0	2	1	32	11	11	3
	Images				Music				Group				Message			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 15/16	30	17	4	11	17	12	1	12	2	4	1	2	11	18	4	3
MALE 15/16	52	10	8	16	29	4	0	8	8	3	2	1	18	11	1	5
	Images				Music				Group				Message			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 17/18	13	8	1	4	8	4	1	2	4	1	0	1	4	10	1	3
MALE 17/18	8	0	0	5	7	0	0	2	2	1	0	0	4	2	0	1
	Images				Music				Group				Message			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALES	94	55	14	39	54	29	2	25	12	10	2	7	43	63	13	18
MALES	135	27	33	35	86	9	5	14	26	5	7	2	72	30	21	12

### Q.3 Which of the films did you like the least?

	GREENPEACE	UNICEF	RSPB	OXFAM
FEMALE 11/12	7	13	14	8
MALE 11/12	7	21	16	16
FEMALE 13/14	7	24	36	25
MALE 13/14	9	30	30	35
FEMALE 15/16	3	13	35	23
MALE 15/16	12	34	42	28
FEMALE 17/18	5	4	18	7
MALE 17/18	5	4	8	4
	Greenpeace	Unicef	RSPB	Oxfam
11+12	14	34	30	24
	Greenpeace	Unicef	RSPB	Oxfam
13-14	26	54	66	60
	Greenpeace	Unicef	RSPB	Oxfam
15-16	15	47	77	51
	Greenpeace	Unicef	RSPB	Oxfam
17-18	10	8	26	11
	Greenpeace	Unicef	RSPB	Oxfam
Males	33	89	96	83
	Greenpeace	Unicef	RSPB	Oxfam
Females	22	54	103	63

### Q.4 Why did you least like this film?

	Boring				Not interesting to me				Did not understand				Did not like style			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 11/12	3	0	2	5	0	1	3	2	0	4	1	0	3	4	6	5
MALE 11/12	2	1	2	0	1	2	2	3	1	1	2	2	2	7	4	6
	Boring				Not interesting to me				Did not understand				Did not like style			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 13/14	1	0	5	5	0	1	3	3	0	2	4	1	0	5	7	3
MALE 13/14	2	2	2	5	0	1	3	1	1	2	0	1	1	6	6	2
	Boring				Not interesting to me				Did not understand				Did not like style			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 15/16	1	2	3	3	1	0	2	1	0	0	0	2	0	2	8	7
MALE 15/16	0	0	3	1	3	1	2	5	2	1	1	2	2	6	1	4
	Boring				Not interesting to me				Did not understand				Did not like style			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
FEMALE 17/18	0	0	6	1	3	0	5	1	0	0	2	1	2	4	9	4
MALE 17/18	1	2	4	2	2	0	1	0	1	0	1	1	1	4	3	3
	Boring				Not interesting to me				Did not understand				Did not like style			
	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
MALES	5	5	11	8	6	4	8	9	5	4	4	6	6	23	14	15
FEMALES	5	2	16	14	4	2	13	7	0	6	7	4	5	15	30	19

Q.5i Which film will you remember the most?

	GREENPEACE	UNICEF	RSPB	OXFAM
FEMALE 11/12	16	17	1	13
MALE 11/12	24	12	9	14
FEMALE 13/14	23	52	10	10
MALE 13/14	37	26	21	18
FEMALE 15/16	22	37	6	16
MALE 15/16	42	35	12	26
FEMALE 17/18	2	18	3	7
MALE 17/18	10	6	0	4
<b>TOTAL</b>	<b>176</b>	<b>203</b>	<b>62</b>	<b>108</b>
	Greenpeace	Unicef	RSPB	Oxfam
11+12	40	29	8	27
	Greenpeace	Unicef	RSPB	Oxfam
13-14	60	78	31	28
	Greenpeace	Unicef	RSPB	Oxfam
15-16	64	72	18	42
	Greenpeace	Unicef	RSPB	Oxfam
17-18	12	24	3	11
	Greenpeace	Unicef	RSPB	Oxfam
Males	113	79	42	62
Females	63	124	20	46

Q.5ii Why is this film most memorable?

Drama/Images				Humour				Message				Music			
GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
17	10	1	13	0	0	0	5	5	13	0	2	3	2	0	0
28	14	8	8	0	0	0	4	8	11	7	4	3	1	0	2
Drama/Images				Humour				Message				Music			
GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
37	37	9	11	0	0	6	5	8	35	4	3	4	2	1	0
52	24	29	15	0	0	8	5	10	9	11	4	7	0	0	3
Drama/Images				Humour				Message				Music			
GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
17	46	5	14	0	0	1	1	6	11	0	0	3	4	0	1
31	26	16	19	1	0	5	0	5	7	2	2	2	1	1	1
Drama/Images				Humour				Message				Music			
GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
3	16	4	12	0	0	0	0	2	10	1	2	0	0	0	0
21	16	0	4	0	0	0	6	3	5	1	2	6	0	0	1
Drama/Images				Humour				Message				Music			
GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX	GP	UN	RSPB	OX
74	109	19	50	0	0	7	11	21	69	5	7	10	8	1	1
132	80	53	46	1	0	13	15	26	32	21	12	18	2	1	7

## Q.6 What would attract you to a campaign?

	Music	Images	Stunts	Factual	Emotive	Catchy slogan	Message	Humour	Relevance
FEMALE 11/12	11	16	5	7	4	4	11	6	3
MALE 11/12	20	15	3	3	8	4	14	7	5
	Music	Images	Stunts	Factual	Emotive	Catchy slogan	Message	Humour	Relevance
FEMALE 13/14	24	27	3	9	15	6	13	5	14
MALE 13/14	8	23	7	4	14	0	15	11	14
	Music	Images	Stunts	Factual	Emotive	Catchy slogan	Message	Humour	Relevance
FEMALE 15/16	25	12	1	3	17	2	16	4	12
MALE 15/16	16	19	6	3	14	2	6	11	9
	Music	Images	Stunts	Factual	Emotive	Catchy slogan	Message	Humour	Relevance
FEMALE 17/18	16	14	3	7	7	6	14	0	7
MALE 17/18	15	14	4	8	7	8	5	3	7
	Music	Images	Stunts	Factual	Emotive	Catchy slogan	Message	Humour	Relevance
Males	59	71	20	18	43	14	40	32	35
Females	76	69	12	26	43	18	54	15	36

## Q.7 Which wildlife conservation groups have you heard of before?

	RSPB	WWF	Friends of the Earth	Greenpeace	Save the Elephants	WSPA	RSPCA	Blue Cross	Wildlife Trust
FEMALE 11/12	36	32	12	35	15	16	12	2	0
MALE 11/12	43	42	9	40	17	19	12	0	1
	RSPB	WWF	Friends of the Earth	Greenpeace	Save the Elephants	WSPA	RSPCA	Blue Cross	Wildlife Trust
FEMALE 13/14	66	73	18	70	36	37	27	2	0
MALE 13/14	72	88	31	77	36	40	16	0	0
	RSPB	WWF	Friends of the Earth	Greenpeace	Save the Elephants	WSPA	RSPCA	Blue Cross	Wildlife Trust
FEMALE 15/16	54	65	24	70	20	31	7	2	4
MALE 15/16	51	68	38	70	21	40	8	0	0
	RSPB	WWF	Friends of the Earth	Greenpeace	Save the Elephants	WSPA	RSPCA	Blue Cross	Wildlife Trust
FEMALE 17/18	22	29	19	35	8	13	4	0	2
MALE 17/18	15	19	15	21	9	11	1	0	0
	RSPB	WWF	Friends of the Earth	Greenpeace	Save the Elephants	WSPA	RSPCA	Blue Cross	Wildlife Trust
MALES	181	217	73	210	79	97	50	6	6
FEMALES	178	199	93	201	83	110	37	0	1

## Q.8 Are you, or someone in your family, a supporter/member of any conservation group?

	YES	NO	RSPB	WWF	RSPCA	Greenpeace	Other
FEMALE 11/12	13	35	5	5	1	0	4
MALE 11/12	10	49	3	4	1	2	3
	YES	NO	RSPB	WWF	RSPCA	Greenpeace	Other
FEMALE 13/14	30	62	12	12	2	2	8
MALE 13/14	31	66	12	14	2	2	8
	YES	NO	RSPB	WWF	RSPCA	Greenpeace	Other
FEMALE 15/16	23	54	9	6	0	3	13
MALE 15/16	32	78	5	13	7	0	6
	YES	NO	RSPB	WWF	RSPCA	Greenpeace	Other
FEMALE 17/18	9	26	4	6	0	2	3
MALE 17/18	5	16	2	2	0	0	0
	YES	NO					
All Pupils	153	386					
			RSPB	WWF	RSPCA	Greenpeace	Other
		All Pupils (who said yes)	52	62	13	11	45

## Q. 9 How have you heard of the wildlife conservation you ticked in Q.7?

	TV/radio	Magazine	Internet	Personal	Facebook	Twitter	Family/ friends	Youth clubs	School
FEMALE 11/12	38	28	27	7	10	4	19	12	32
MALE 11/12	46	20	31	12	10	6	21	8	21
	TV/radio	Magazine	Internet	Personal	Facebook	Twitter	Family/ friends	Youth clubs	School
FEMALE 13/14	77	53	66	14	29	12	37	16	41
MALE 13/14	75	38	59	19	28	13	34	8	42
	TV/radio	Magazine	Internet	Personal	Facebook	Twitter	Family/ friends	Youth clubs	School
FEMALE 15/16	59	40	46	15	13	2	28	11	29
MALE 15/16	88	54	76	23	36	17	38	15	42
	TV/radio	Magazine	Internet	Personal	Facebook	Twitter	Family/ friends	Youth clubs	School
FEMALE 17/18	30	20	29	6	6	2	9	3	15
MALE 17/18	16	9	16	2	5	0	5	1	7
	TV/radio	Magazine	Internet	Personal	Facebook	Twitter	Family/ friends	Youth clubs	School
Females	204	141	168	42	58	20	93	42	117
Males	225	121	182	56	79	36	98	32	112

## Q.10 Which conservation issues do you think are important?

	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
FEMALE 11/12	42	43	35	35	39	45	36
MALE 11/12	53	52	35	40	41	49	36
FEMALE 13/14	86	77	72	65	76	90	62
MALE 13/14	87	79	66	49	62	83	67
FEMALE 15/16	75	66	54	48	53	71	55
MALE 15/16	95	87	65	63	59	85	69
FEMALE 17/18	34	29	23	25	29	32	25
MALE 17/18	20	16	12	12	12	15	15
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
11+12	95	95	70	75	80	94	72
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
13-14	173	156	138	114	138	173	129
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
15-16	170	153	119	111	112	156	124
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
17-18	54	45	35	37	41	47	40
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
Males	255	234	178	164	174	232	187
	Saving the rainforests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitat elsewhere	Fighting the illegal killing of animals	Recycling
Females	237	215	184	173	197	238	178

## Q. 11 Which ONE of the above do you think is the most important?

	Saving the Forests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitats elsewhere	Fighting illegal killing of animals	Recycling
FEMALE 11/12	13	13	3	0	6	11	2
MALE 11/12	16	26	3	2	3	10	3
FEMALE 13/14	21	26	3	2	3	34	2
MALE 13/14	36	37	0	2	2	12	11
FEMALE 15/16	25	22	3	3	6	15	5
MALE 15/16	30	38	1	3	4	15	9
FEMALE 17/18	15	11	1	0	2	7	0
MALE 17/18	3	11	2	1	2	1	3
	Saving the Forests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitats elsewhere	Fighting illegal killing of animals	Recycling
11+12 Years	29	39	6	2	9	21	5
13-14 Years	57	61	3	4	5	46	13
15-16 Years	55	60	4	6	10	30	14
17-18 Years	18	22	3	1	4	8	3
	Saving the Forests	Global Warming	Saving a specific species	Saving animal habitats in the UK	Saving animal habitats elsewhere	Fighting illegal killing of animals	Recycling
Males	85	112	6	8	11	38	26
Females	74	72	10	5	17	67	9

## Q.12 How do you think conservation groups should advertise/promote their campaigns/work?

	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
FEMALE 11/12	47	26	33	35	26	20	18	14
MALE 11/12	58	32	31	42	27	24	25	21
FEMALE 13/14	92	55	61	66	62	48	33	38
MALE 13/14	90	44	42	66	61	51	30	39
FEMALE 15/16	74	37	52	56	42	38	15	20
MALE 15/16	92	49	50	78	59	54	21	30
FEMALE 17/18	34	18	22	30	24	15	9	4
MALE 17/18	20	10	14	19	9	8	6	5
	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
11+12 Years	105	58	64	77	53	44	43	35
	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
13-14 Years	182	99	103	132	123	99	63	77
	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
15-16 Years	166	86	102	134	101	92	36	50
	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
17-18 Years	54	28	36	49	33	23	15	9
	TV	Radio	Magazine	Internet	Facebook	Twitter	Leaflets thru door	On the street
Males	260	135	137	205	156	137	82	95
Females	247	136	168	187	154	121	72	76

## Q. 13 What style of promotion do you think they should use in their campaign films/leaflets?

	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
FEMALE 11/12	29	25	10	14	35
MALE 11/12	36	22	12	18	32
FEMALE 13/14	61	37	22	28	62
MALE 13/14	62	40	22	37	48
FEMALE 15/16	59	22	19	20	52
MALE 15/16	71	24	26	21	57
FEMALE 17/18	25	13	14	11	24
MALE 17/18	15	5	9	4	13
	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
11+12 years	65	47	22	32	67
	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
13-14 years	123	77	44	65	110
	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
15-16 years	130	46	45	41	109
	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
17-18 years	40	18	23	15	37
	Film clips of subject	Cartoons	People speaking	Computer Graphics	A mix of styles
Males	184	91	69	80	150
Females	174	97	65	73	173

Q.14 Would a celebrity fronting a campaign make you take more notice?

	YES	NO
FEMALE 11/12	34	14
MALE 11/12	29	33
FEMALE 13/14	63	31
MALE 13/14	71	32
FEMALE 15/16	37	24
MALE 15/16	77	34
FEMALE 17/18	25	11
MALE 17/18	10	12
	<b>YES</b>	<b>NO</b>
11+12 years	63	47
	<b>YES</b>	<b>NO</b>
13-14 years	134	63
	<b>YES</b>	<b>NO</b>
15-16 years	114	58
	<b>YES</b>	<b>NO</b>
17-18 years	35	23
	<b>YES</b>	<b>NO</b>
Males	187	111
Females	159	80

Q. 15 Would a small free gift encourage you to give a donation to support a fund-raising conservation group?

Q.16 What free gift would encourage you?

	YES	NO		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
FEMALE 11/12	46	2	FEMALE 11/12	1	5	28	1	10	2
MALE 11/12	51	10	MALE 11/12	2	7	21	9	9	2
FEMALE 13/14	82	9	FEMALE 13/14	10	11	40	2	9	7
MALE 13/14	86	15	MALE 13/14	3	6	47	2	16	11
FEMALE 15/16	47	13	FEMALE 15/16	4	4	29	2	2	3
MALE 15/16	61	39	MALE 15/16	2	3	43	2	3	5
FEMALE 17/18	24	12	FEMALE 17/18	1	2	17	0	2	2
MALE 17/18	9	13	MALE 17/18	1	1	5	0	2	0
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
11+12 years	97	12	11+12 years	3	12	49	10	19	4
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
13-14 years	168	24	13-14 years	13	17	87	4	25	18
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
15-16 years	108	52	15-16 years	6	7	72	4	5	8
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
17-18 years	33	25	17-18 years	2	3	22	0	4	2
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
Males	207	77	Males	8	17	116	13	30	18
	<b>YES</b>	<b>NO</b>		Sticker	Metal badge	Rubber wrist band	Small certificate	Key ring	Soft toy
Females	199	36	Females	16	22	114	7	23	14