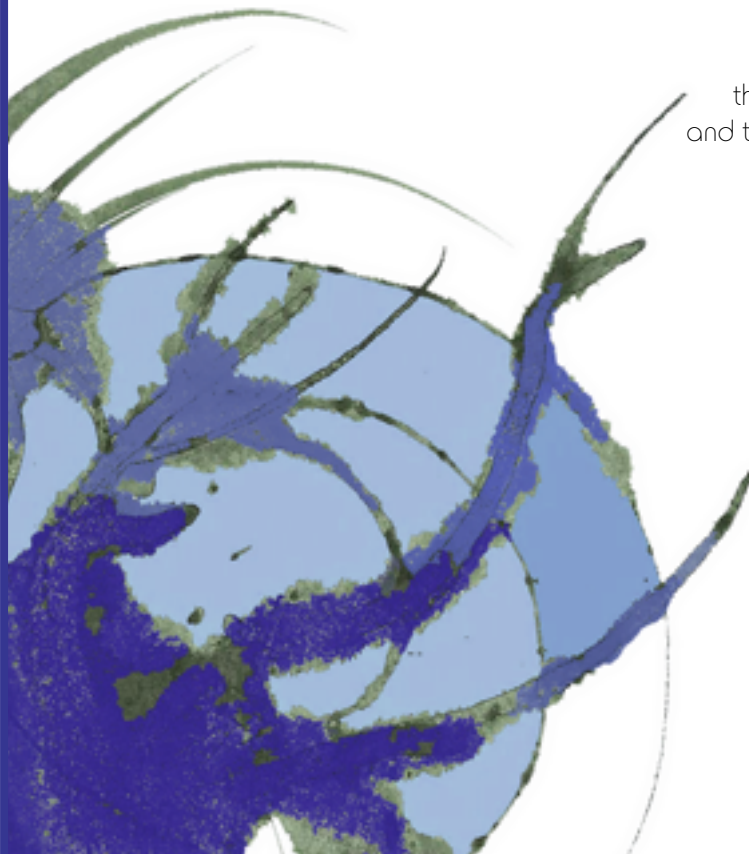


UK Pollinator Monitoring Scheme

Volunteer Participation Questionnaire 2022

Overall results report

This report is produced by
Birdsong Charity Consulting on behalf of
the UK Centre for Ecology & Hydrology (UKCEH)
and the Joint Nature Conservation Committee (JNCC)



Acknowledgements

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For more information on how to get involved in UK PoMS see <https://ukpoms.org.uk/home>

Citation

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Introduction and report contents

This report sets out the overall results from the UK Pollinator Monitoring Scheme (PoMS) 2022 participants' questionnaire.

There were 424 responses to the questionnaire overall.

The online questionnaire was open between 11th February and 7th March 2022. It was promoted by the UK Centre for Ecology and Hydrology (UKCEH) to everyone who had signed-up to the UK Pollinator Monitoring Scheme (PoMS) since it began in 2017.

The questionnaire contained a range of opinion-scale and tick-box questions to gather information on factors that may be motivating or discouraging participants and/or potentially interested newcomers. The questionnaire also contained open questions to gain qualitative insight into what most enriches, or limits, the PoMS participant experience.

This report is organised into six parts:

- **About the respondents and their level of involvement in PoMS**

Pages 4 – 6

- **Motivation for getting involved with PoMS**

Pages 7 – 8

- **PoMS participation enjoyment factors**

Page 9

- **Perceptions of the PoMS participation experience**

Pages 10 – 21

- **Challenges and obstacles for PoMS participants**

Pages 22

- **Thoughts about future PoMS participation**

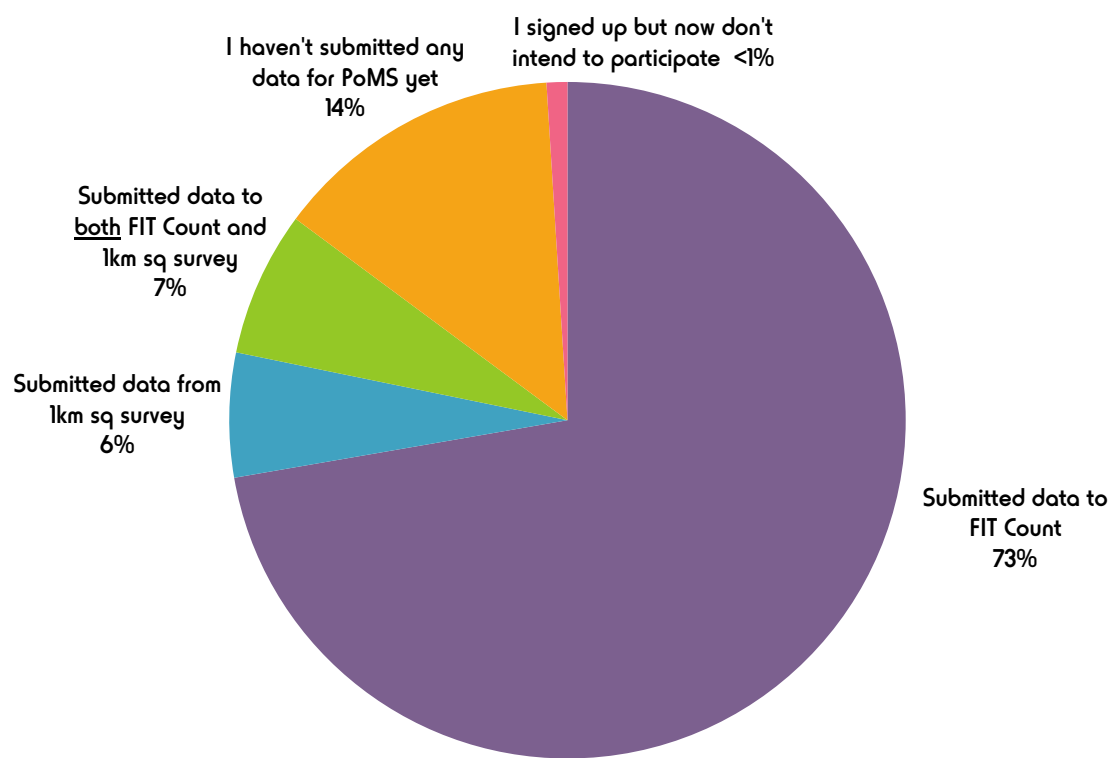
Page 23 - 24

In addition, there are separate reports which further analyse the results from the PoMS 2022 Questionnaire. These include:

- *PoMS Diversity Demographics Report*
- *Verbatim Comments from PoMS participants*
- *Type of Survey Comparison Report (FIT Count vs 1km square survey)*
- *A report on the responses from people who have signed up but 'Not Yet Participated'*

About the respondents and their level of involvement in PoMS

Which PoMS survey(s) have you been involved in?

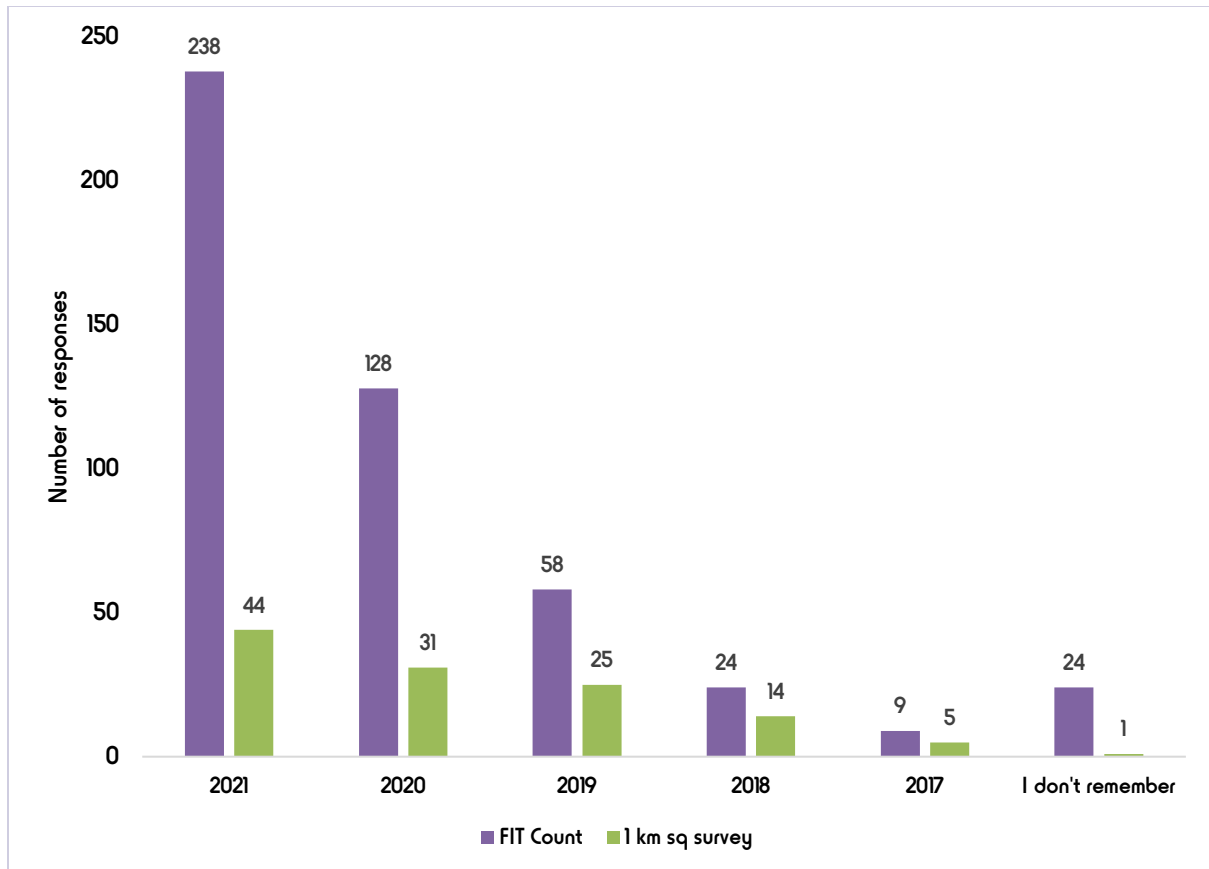


Answer	Percent	Count	Type of respondent
I have submitted data to the <u>Flower-Insect Timed Count</u> (FIT Count)	73%	311	365 active PoMS participants
I have submitted data from <u>1km square surveys</u> (note that this includes the FIT Counts undertaken within your 1km square)	6%	26	
<u>Both</u> of the above	7%	28	
I haven't submitted any data for PoMS yet	14%	58	59 currently inactive or 'not-yet-started' participants
I signed up (or downloaded the app) but now don't intend to participate in PoMS surveys	<1%	1	
	Total	424	

A comparison of 'FIT Count vs 1km square survey' participants is provided in a separate sub-analysis report. Detailed results from the group of currently inactive participants (i.e. the 59 people who have signed up or downloaded the app but not yet submitted any PoMS data) is also provided in a separate report.

In which year(s) did you submit PoMS data?

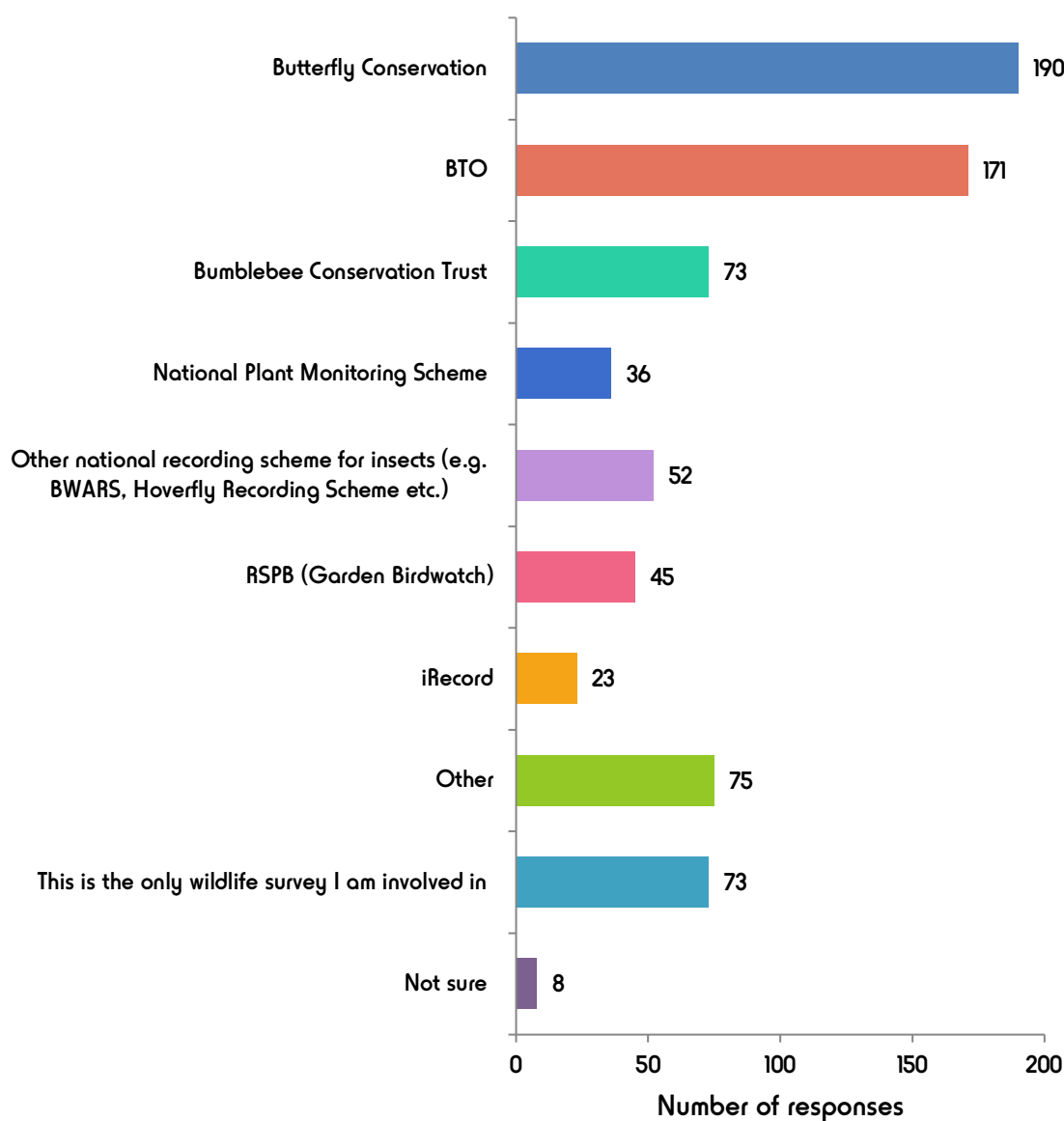
Respondents were asked to tick all years that apply:



Year data submitted	FIT Count	1 km sq survey
2021	238	44
2020	128	31
2019	58	25
2018	24	14
2017	9	5
I don't remember	24	1

Do you currently undertake surveys or submit records for any other wildlife organisations?

This top-to-bottom chart shows the responses in order of most answers given to least answers given. Respondents were asked to tick all that applied to them.

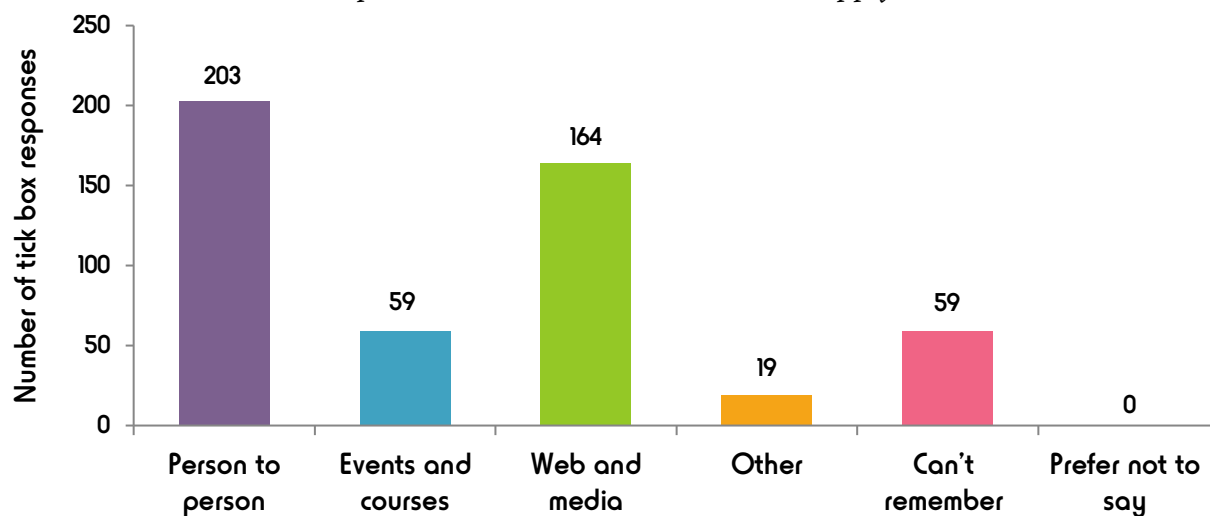


NB: The 75 'other category' motivations have been read and logged in full by the project coordinators.

Motivation for getting involved with PoMS

How did you find out about the Pollinator Monitoring Scheme?

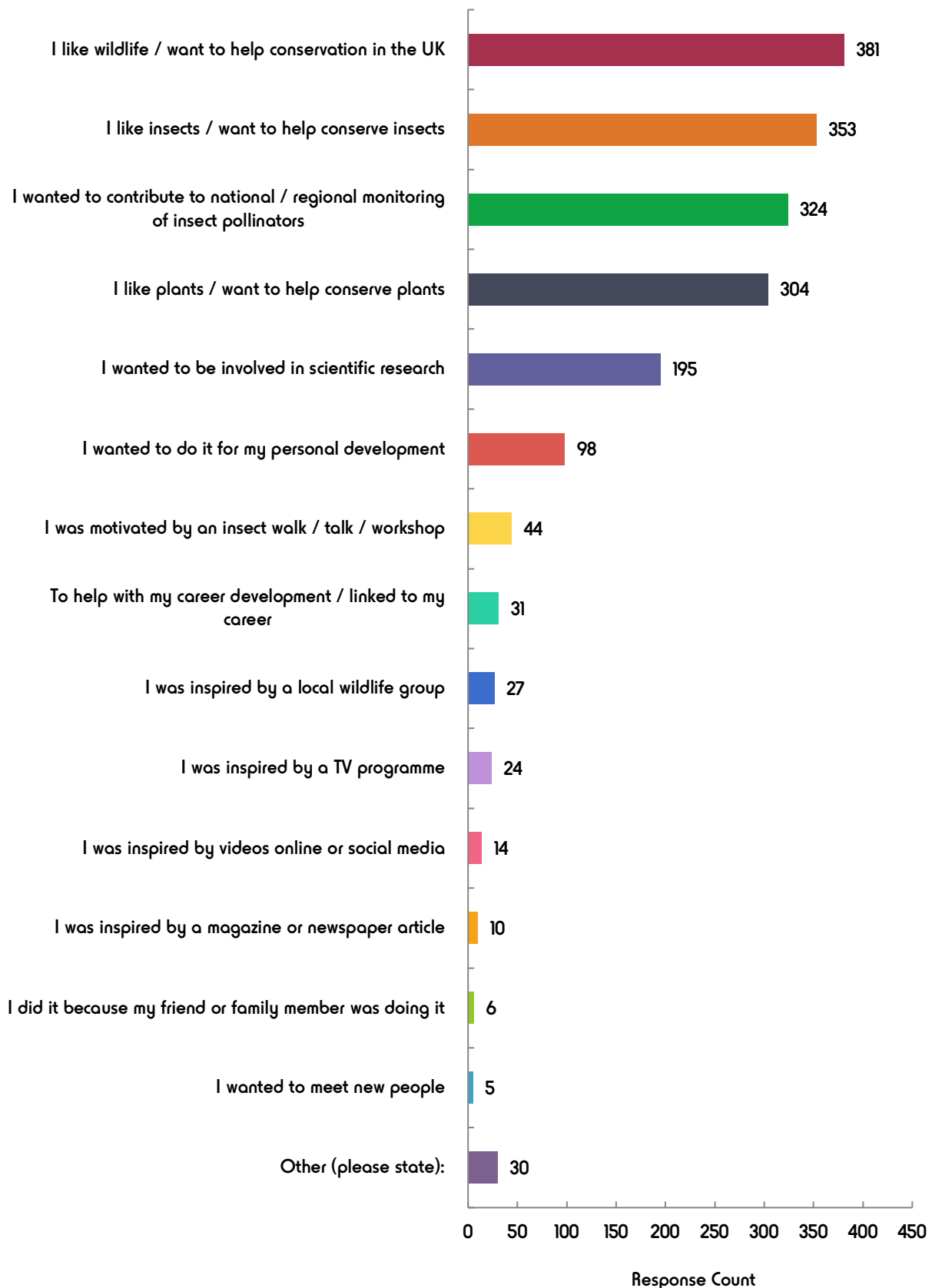
Respondents were asked to tick all that apply:



Category	Channel (in order of most to least answers given for each category)	Count
Person to person contact	Direct email from wildlife organisation	110
	Friend / family / word of mouth	55
	Through workplace	26
	Postal correspondence from wildlife organisation	12
Events and courses	Through a natural history course (e.g. Field Studies Council)	40
	Conference	10
	Event / festival	5
	Through university course	4
Web and media	PoMS website / online search	70
	TV / radio item	32
	Twitter	24
	Newspaper / magazine article	19
	Facebook	13
	Instagram	6
Other		19
Can't remember		59
Prefer not to say		0

What motivated you to get involved with PoMS?

This top-to-bottom chart shows the responses in order of most answers given to least answers given. Respondents were asked to tick all motivations that applied to them.

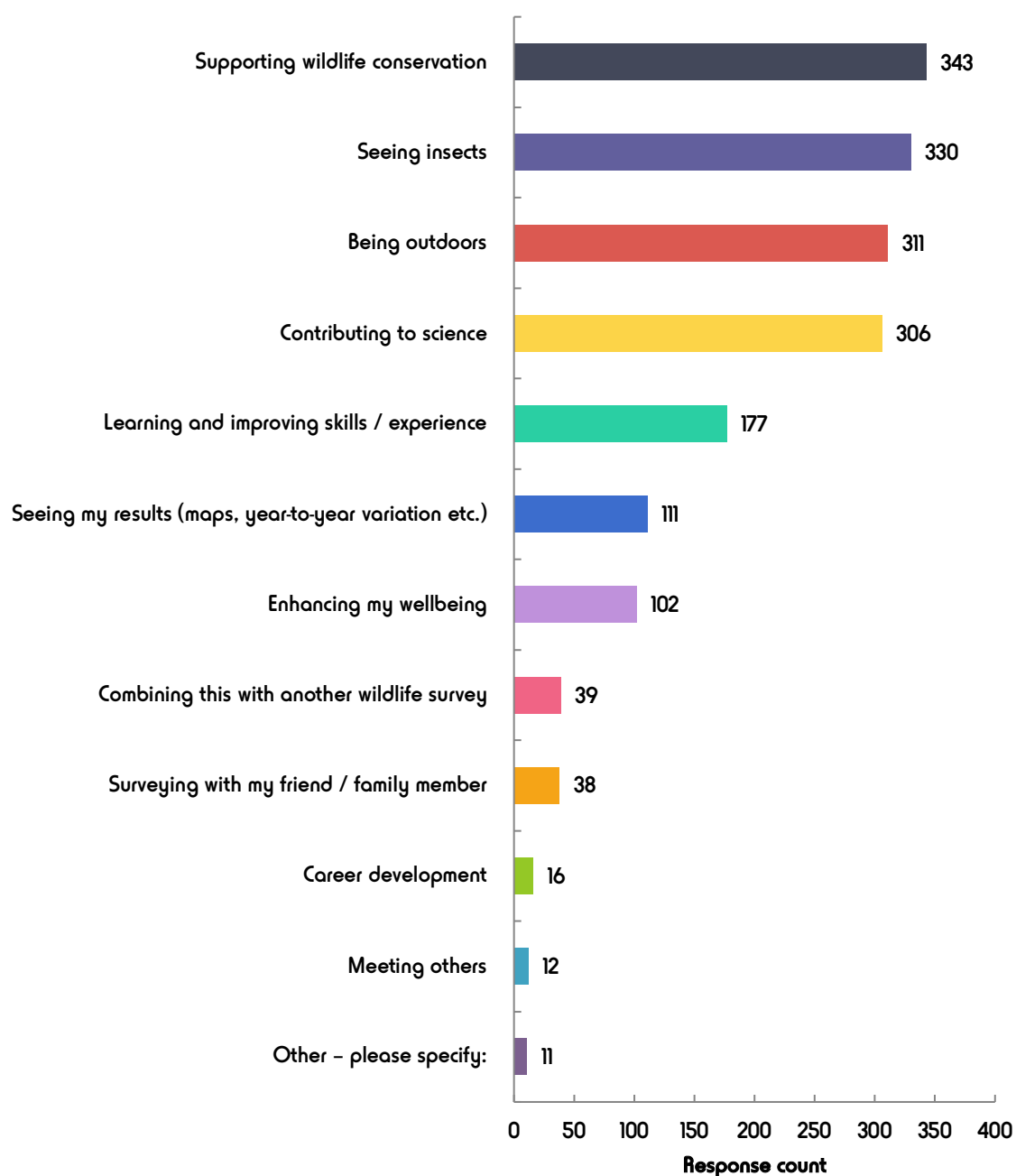


NB: The 30 'other category' motivations have been read and logged in full by the project coordinators.

PoMS participation enjoyment factors

The 365 active PoMS participants were asked to select answers from a tick box list about what they most enjoy. They were asked this question relevant to the type of the survey they carried out (i.e. FIT Count, 1km square survey, or both). The answers are shown here combined – the comparison for the different survey types is shown in a separate comparison report.

What do you most enjoy about the PoMS survey work?



Responses made in the 'other' category for enjoyment factors have been read and logged in full by the project coordinators.

Active participants were also asked to comment in their own words on what they feel is the best thing about participating in the UK Pollinator Monitoring Scheme. These comments are listed in a separate *Verbatim Comments* report.

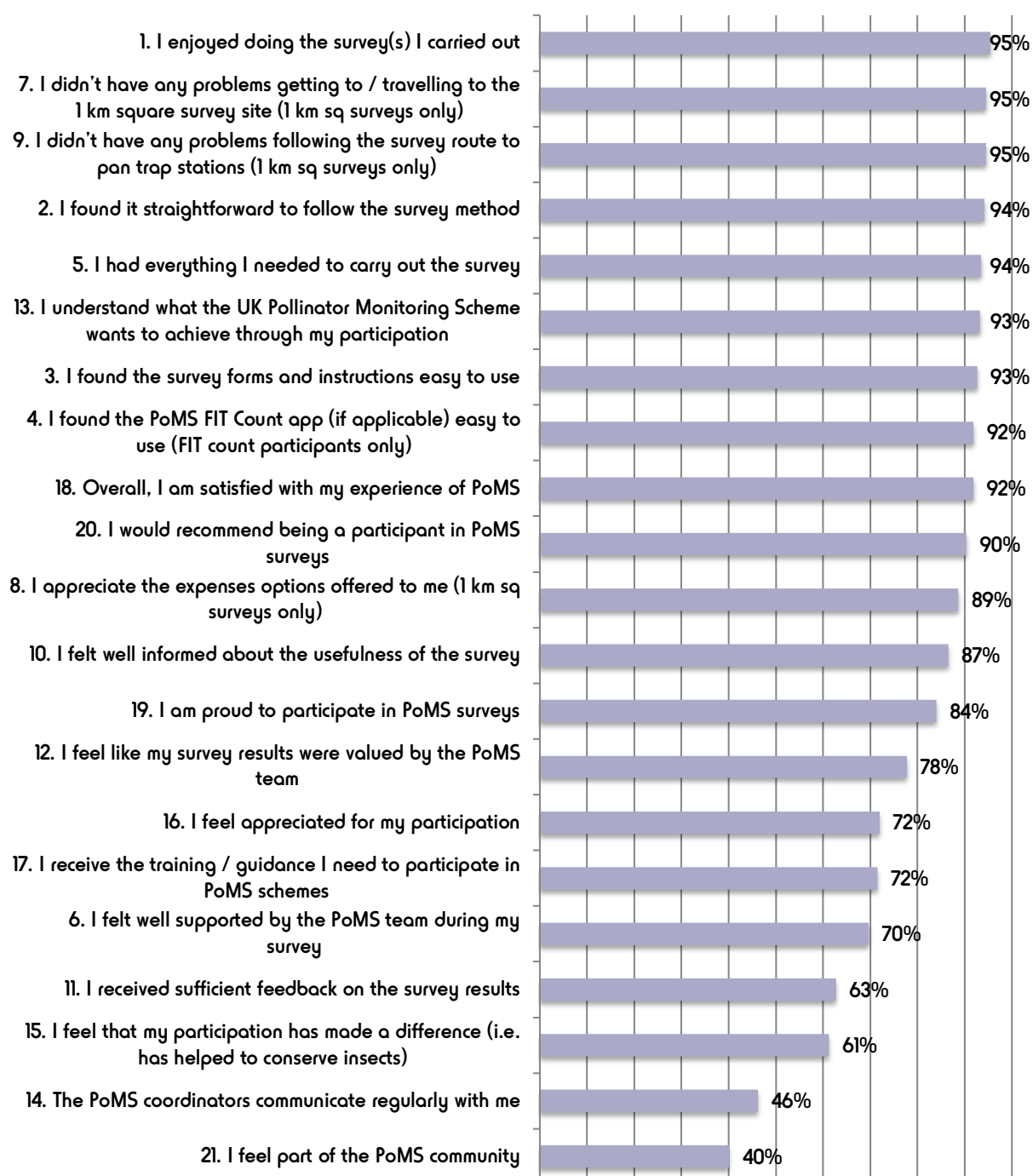
Perceptions of the PoMS participation experience

All respondents who stated that they have submitted data (for either the FIT Count, the 1km square survey, or both) were asked to answer two sets of opinion questions about their experience as a PoMS participant. For each question, respondents were asked to select an option from an opinion scale – from *Strongly Disagree* to *Strongly Agree*.

Summary of agree responses

This chart orders the ‘total agree’ percentages (the sum of the *Agree* and *Strongly Agree* answers) for each of the 21 opinion questions from most satisfied to least satisfied.

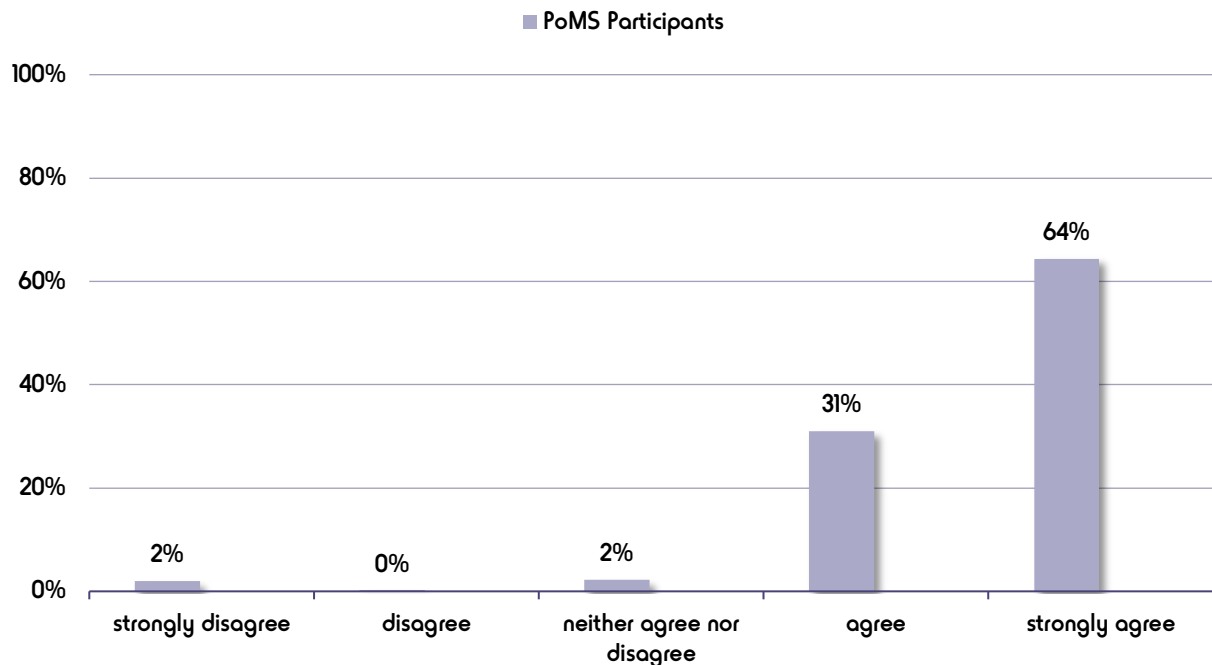
PoMS Participants top and bottom total agree responses



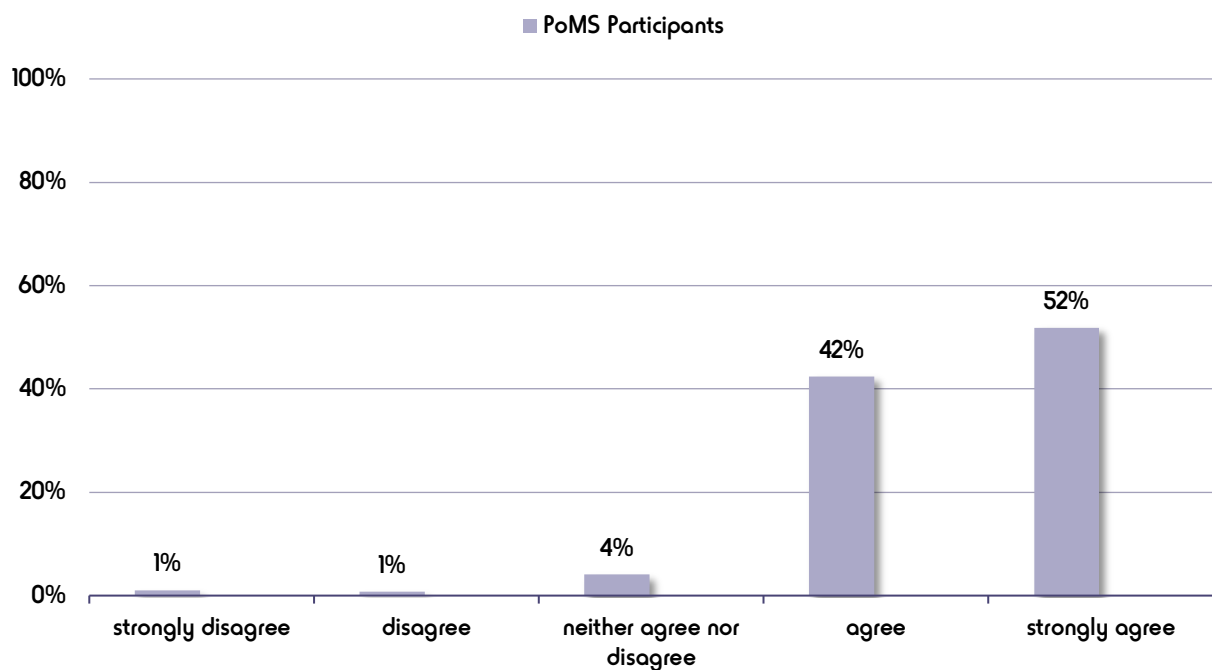
Detailed opinion-scale responses

The first set of questions (numbers 1 to 12) related to the PoMS survey work itself (whether FIT Count or 1km square survey).

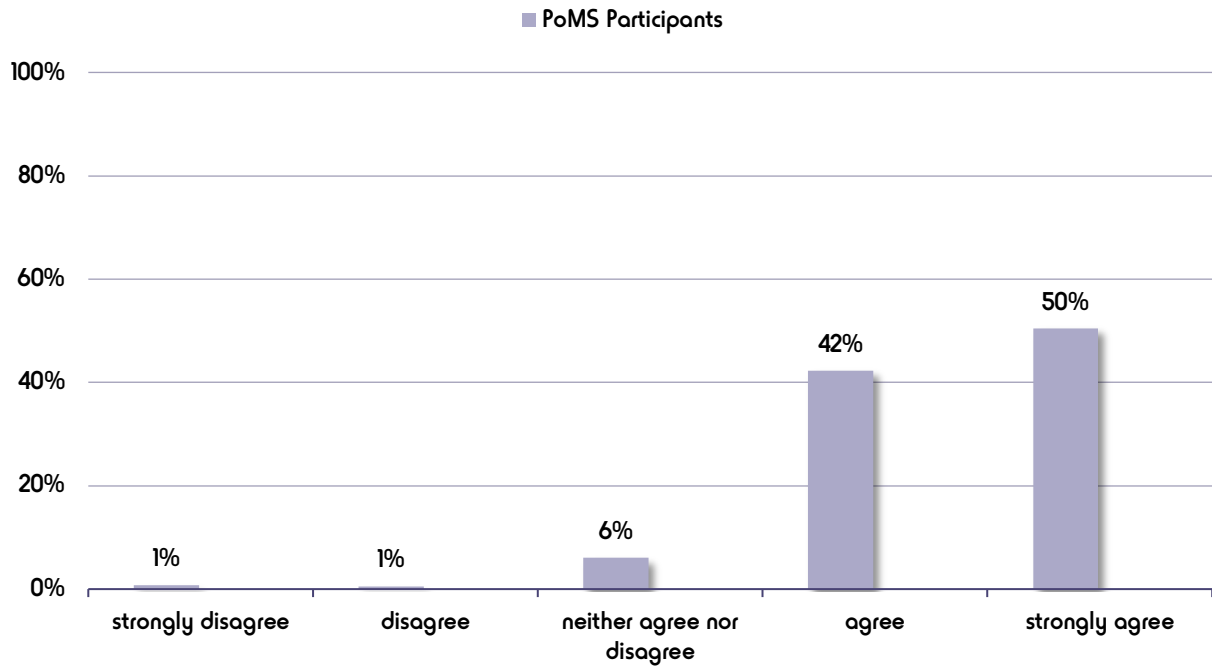
1. I enjoyed doing the survey(s) I carried out



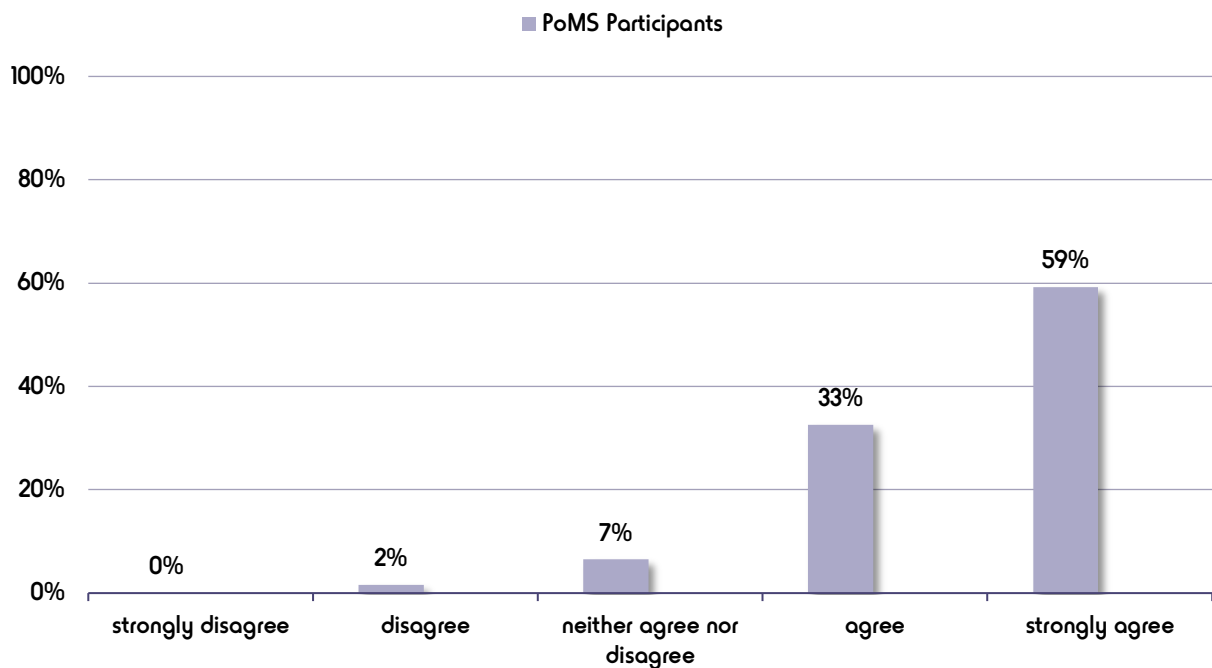
2. I found it straightforward to follow the survey method



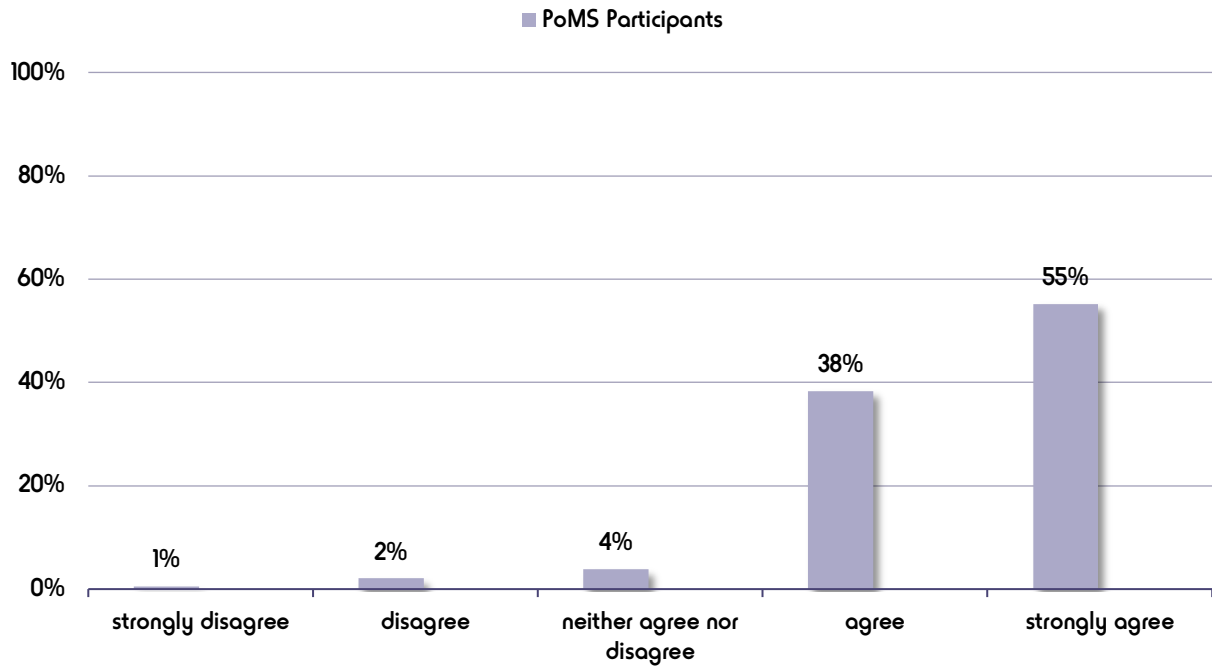
3. I found the survey forms and instructions easy to use



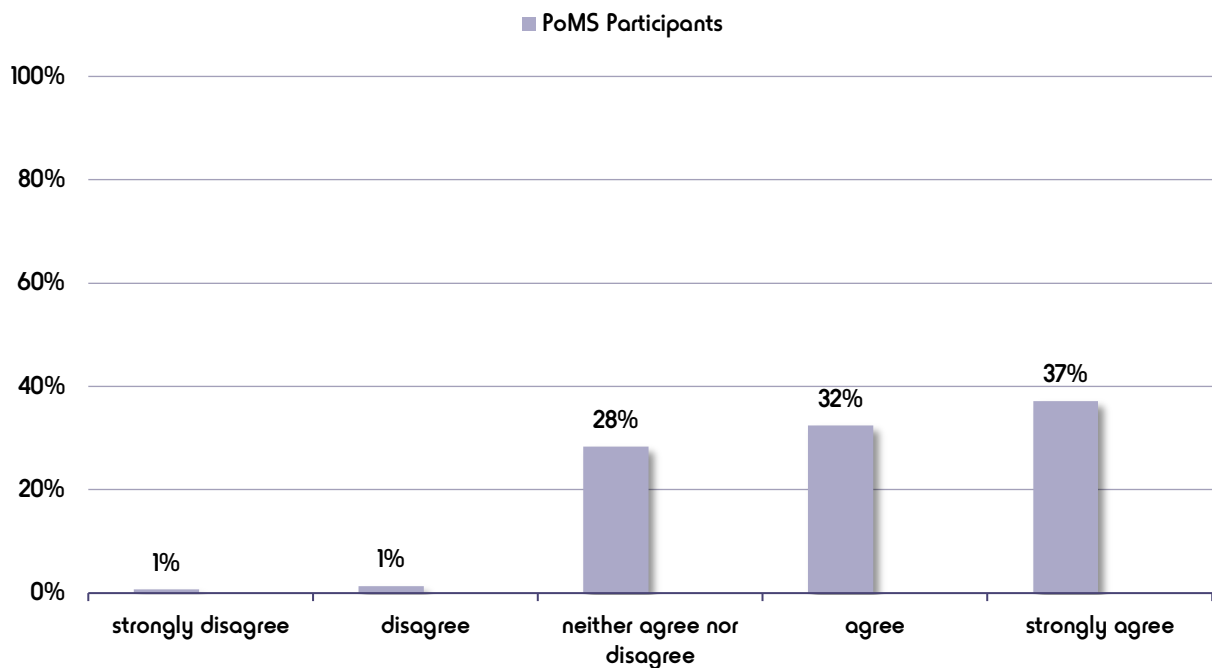
4. I found the PoMS FIT Count app (if applicable) easy to use (FIT count participants only)



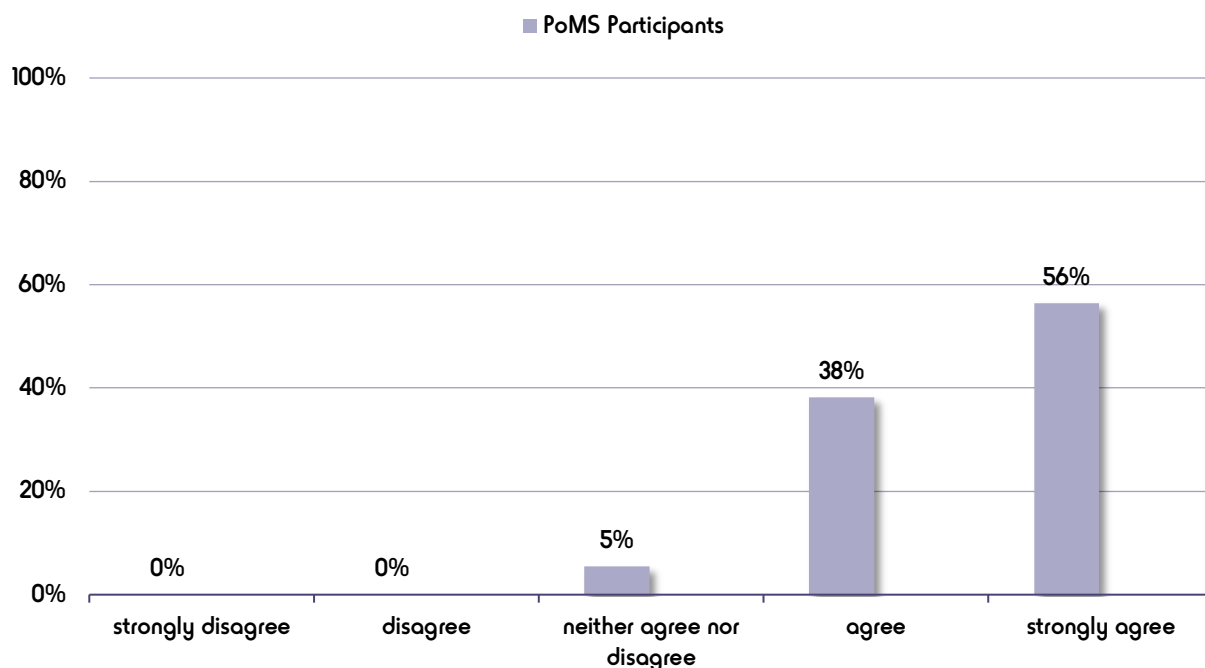
5. I had everything I needed to carry out the survey



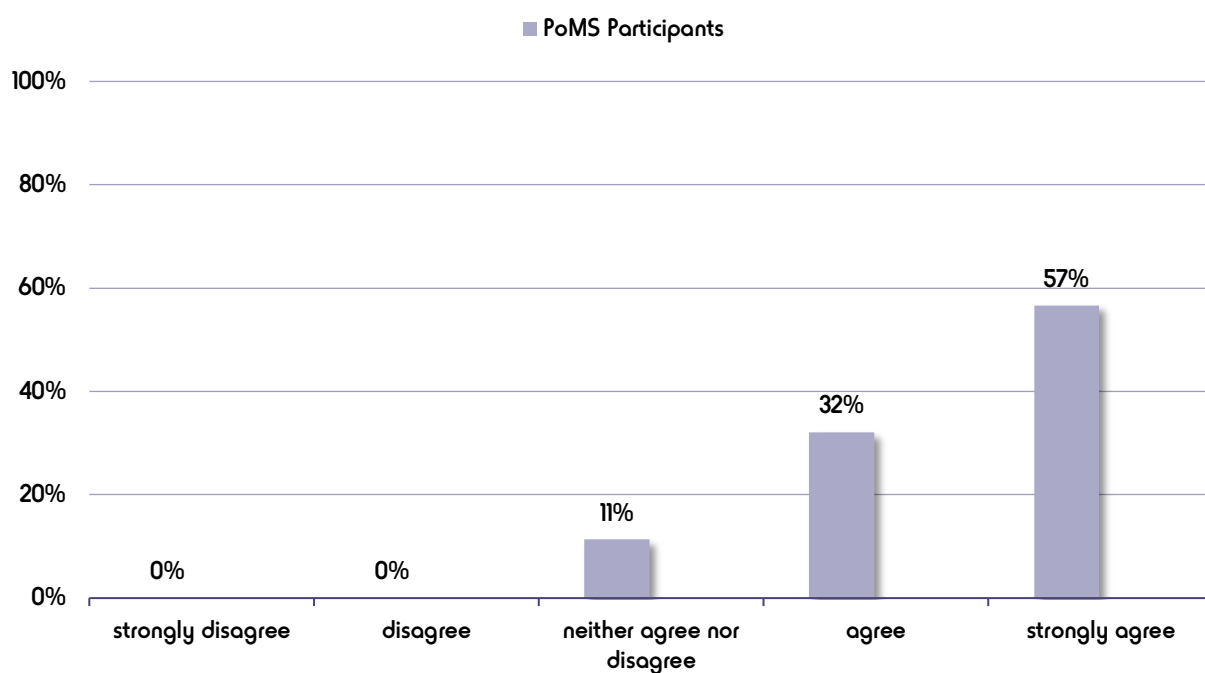
6. I felt well supported by the PoMS team during my survey



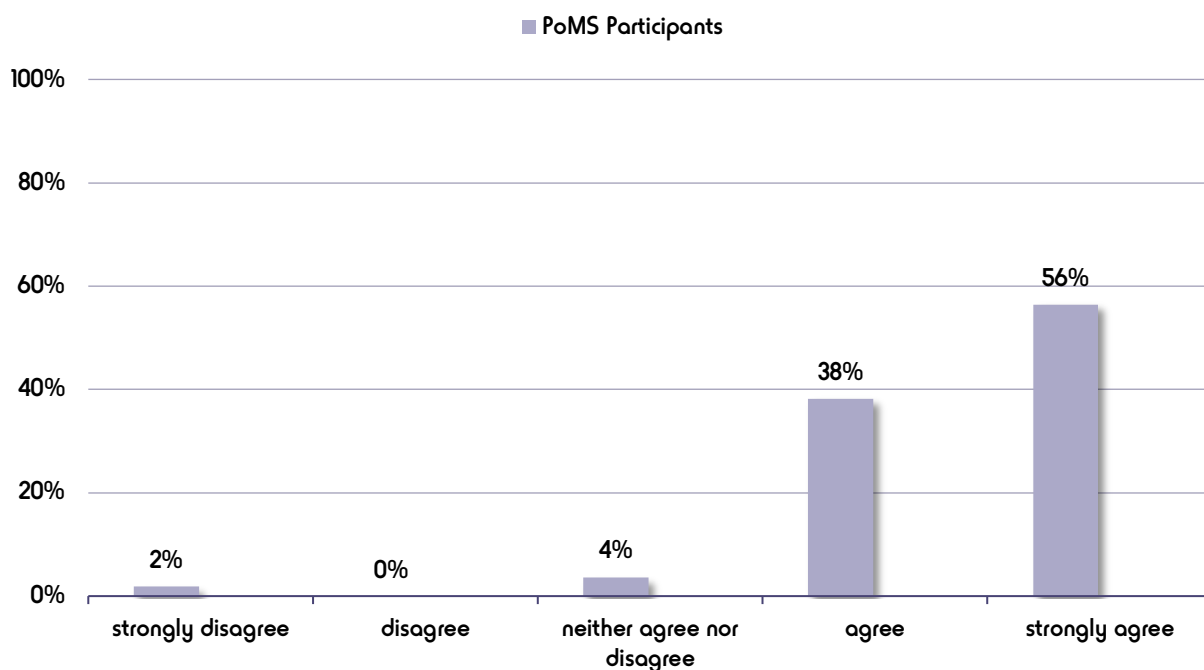
7. I didn't have any problems getting to / travelling to the 1 km square survey site (1 km sq surveys only)



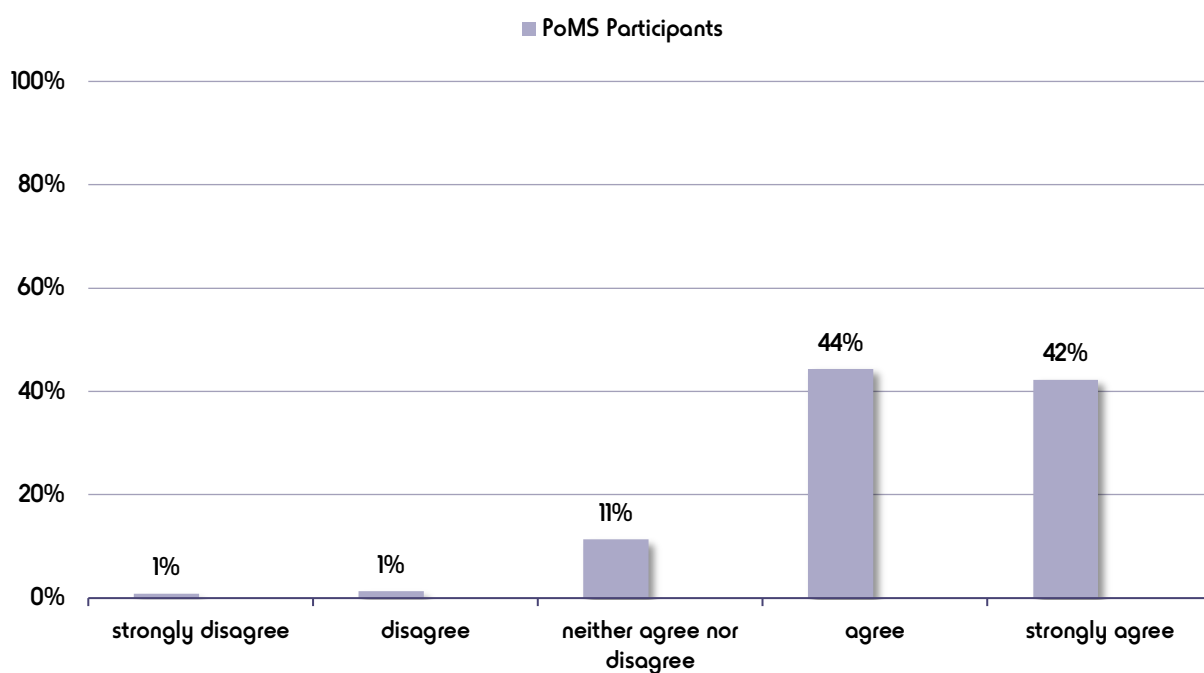
8. I appreciate the expenses options offered to me (1 km sq surveys only)



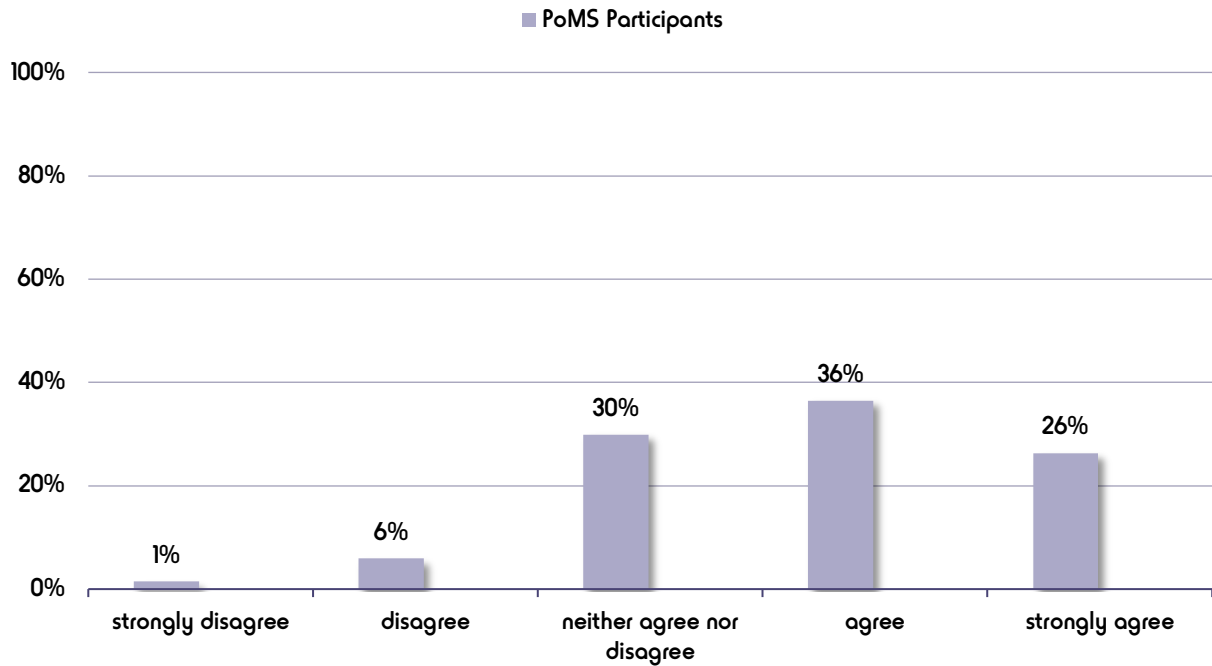
9. I didn't have any problems following the survey route to pan trap stations (1 km sq surveys only)



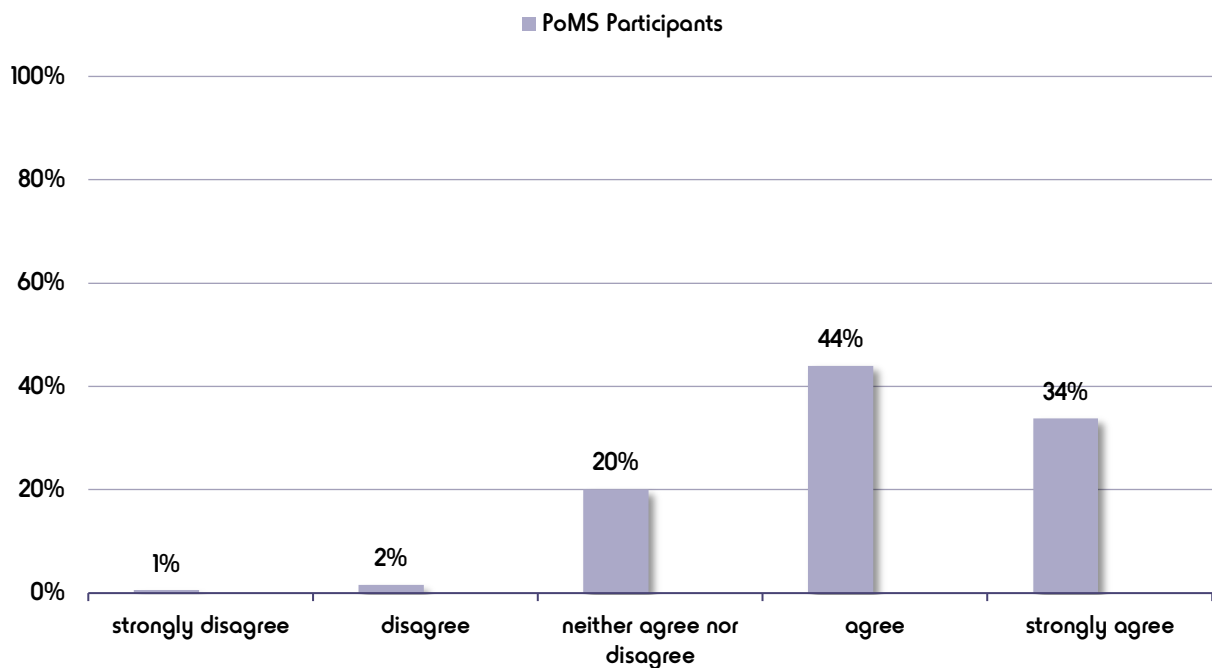
10. I felt well informed about the usefulness of the survey



11. I received sufficient feedback on the survey results



12. I feel like my survey results were valued by the PoMS team



Detailed opinion-scale responses continued

The second set of questions (numbers 13 to 21) related to how respondents feel about their PoMS participation experience overall.

Section 2: Overall experience as a PoMS participant

Benchmark comparison:

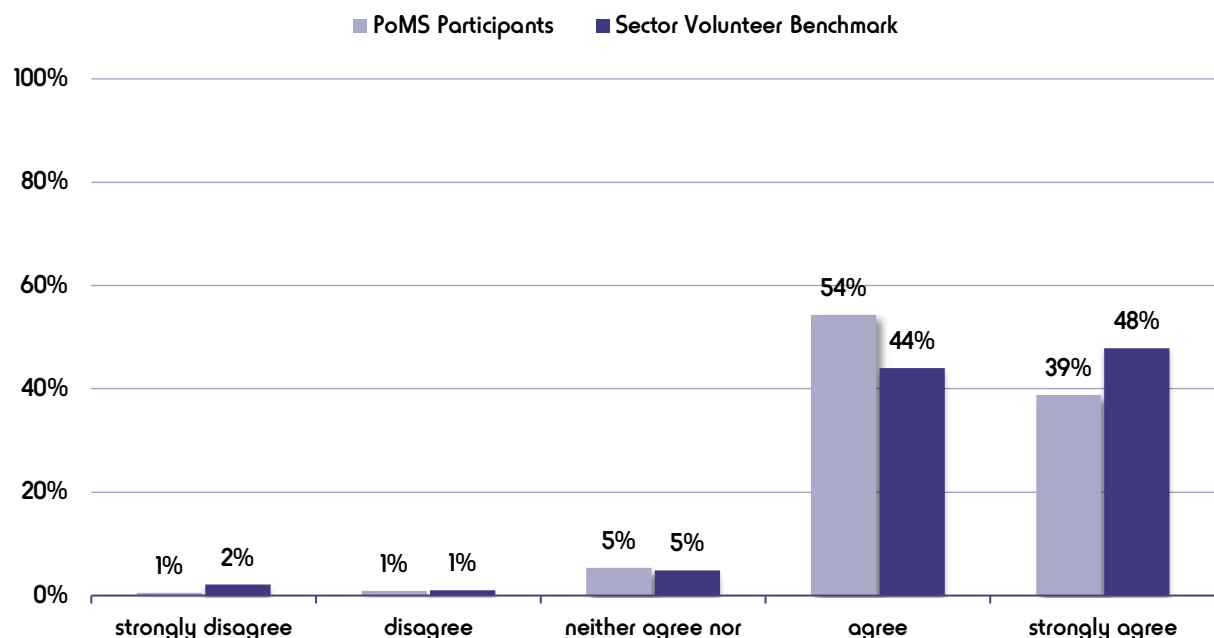
In this 'overall experience' opinion section, eight of the nine questions asked of the PoMS FIT Count and 1km square survey participants were directly comparable with Birdsong's *Charity Pulse* sector benchmark* for volunteers.

The graphs for questions 13-20 show the PoMS participants' response percentages compared with the sector benchmark data (shown in dark blue). This comparison provides an extra layer of insight regarding the level of PoMS participant satisfaction.

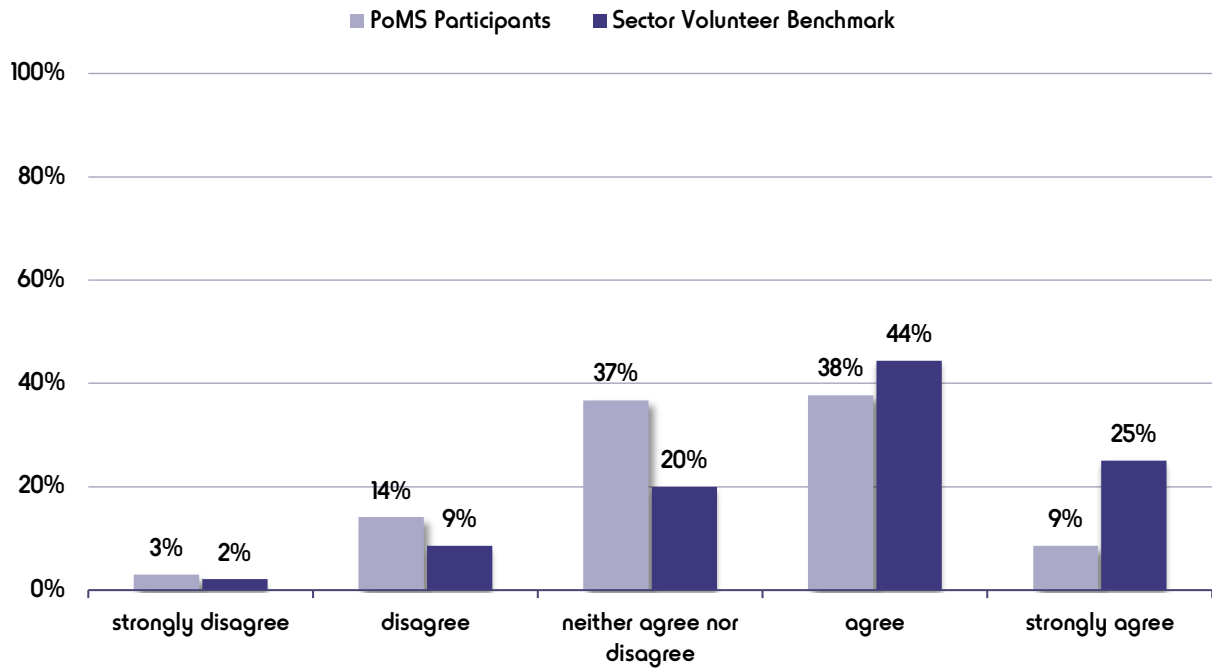
Further note:

*The *Charity Pulse* benchmark comprises responses from more than 6,000 volunteers giving their time to charities based around the UK, spanning a variety of causes and types of volunteering work. It is compiled from data from all the Birdsong surveys involving volunteers that have taken place over the past three years.

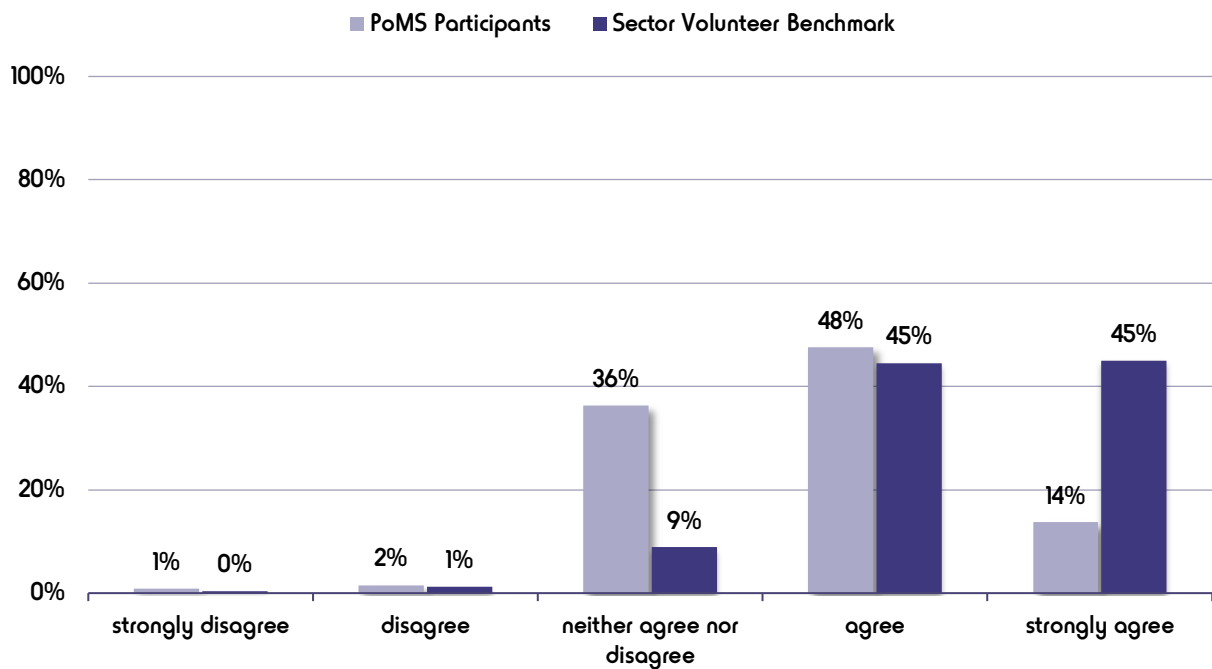
13. I understand what the UK Pollinator Monitoring Scheme wants to achieve through my participation



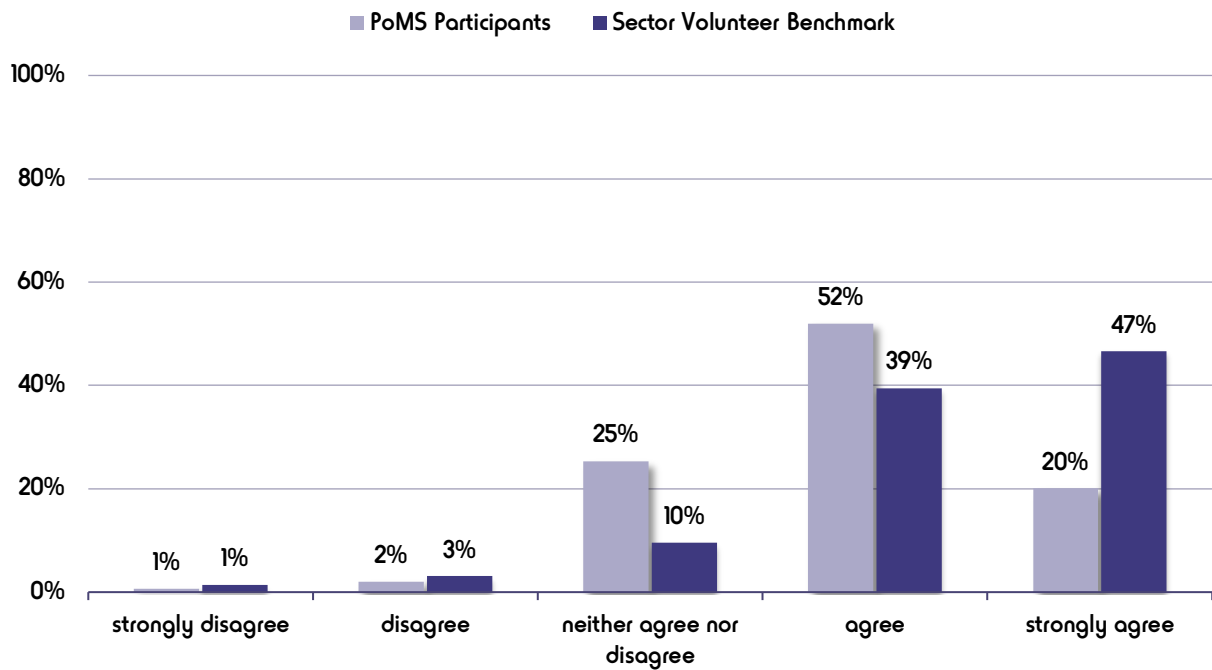
14. The PoMS coordinators communicate regularly with me



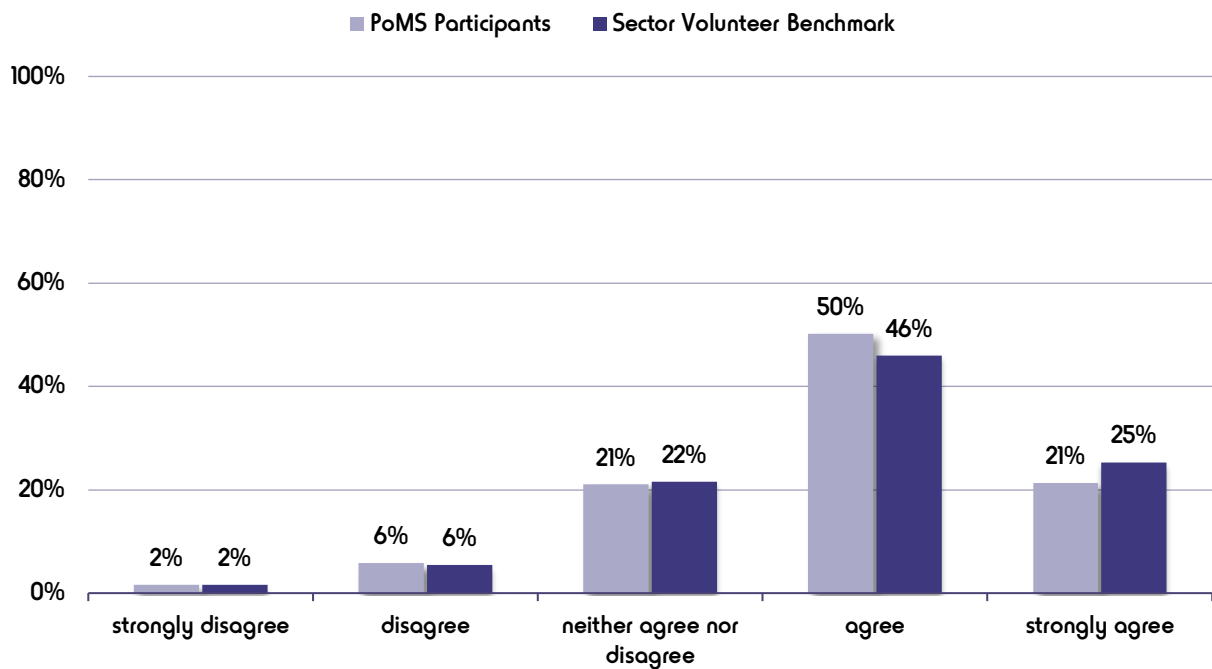
15. I feel that my participation has made a difference (i.e. has helped to conserve insects)



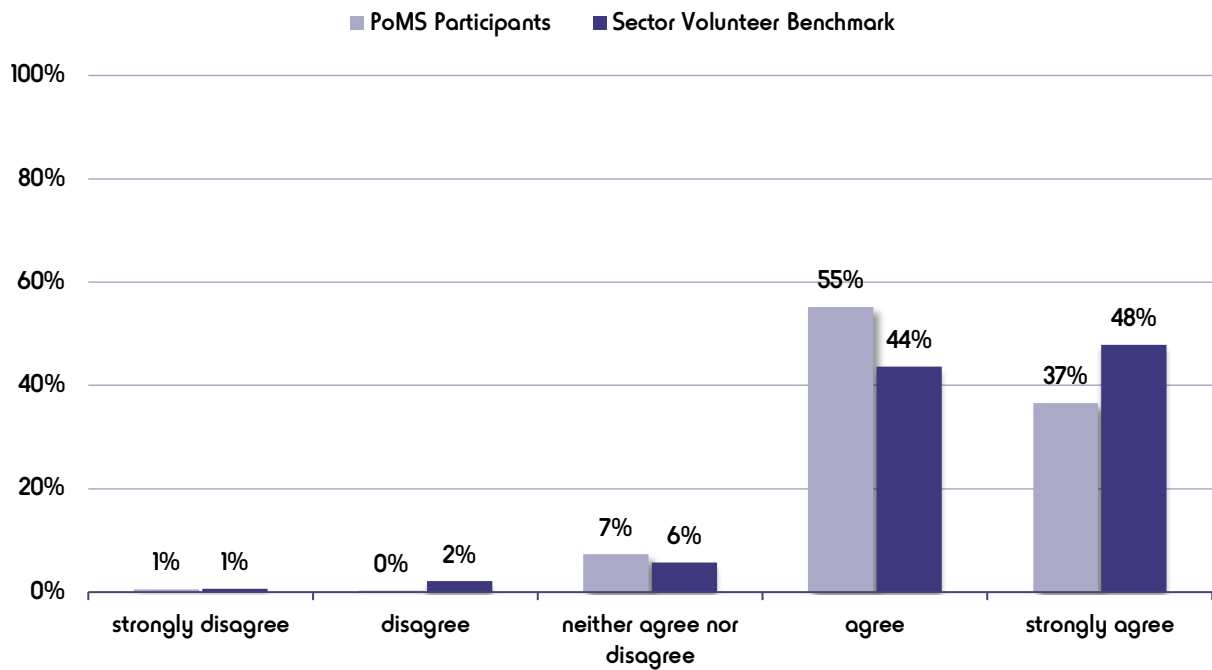
16. I feel appreciated for my participation



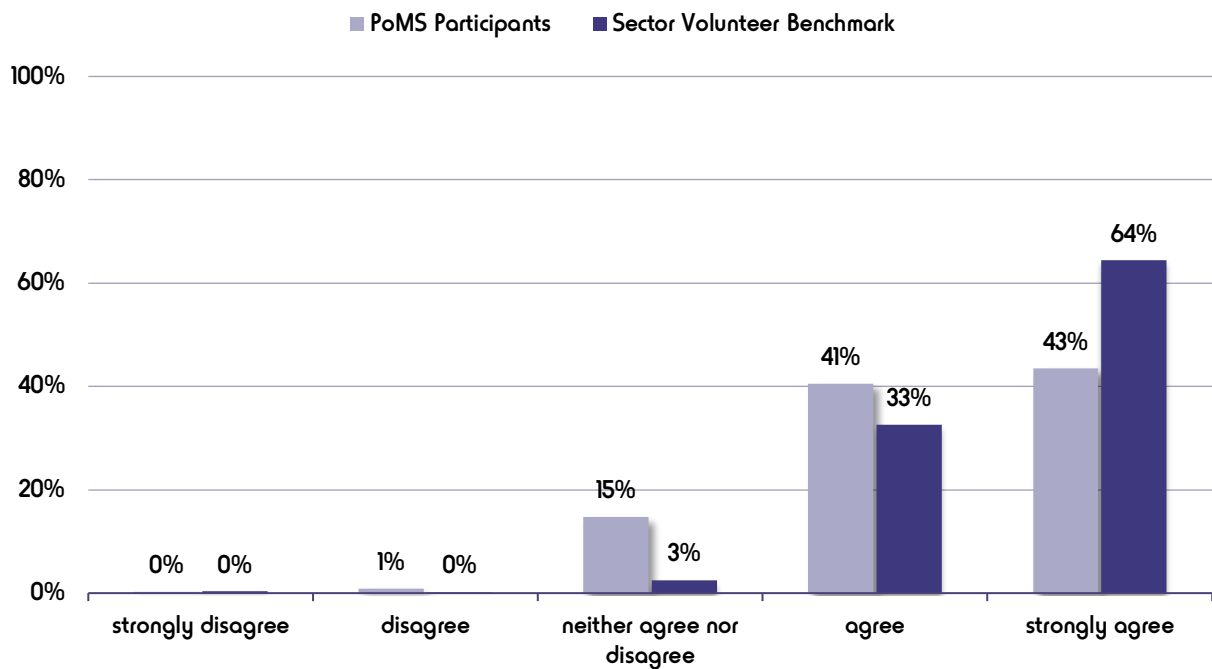
17. I receive the training / guidance I need to participate in PoMS schemes



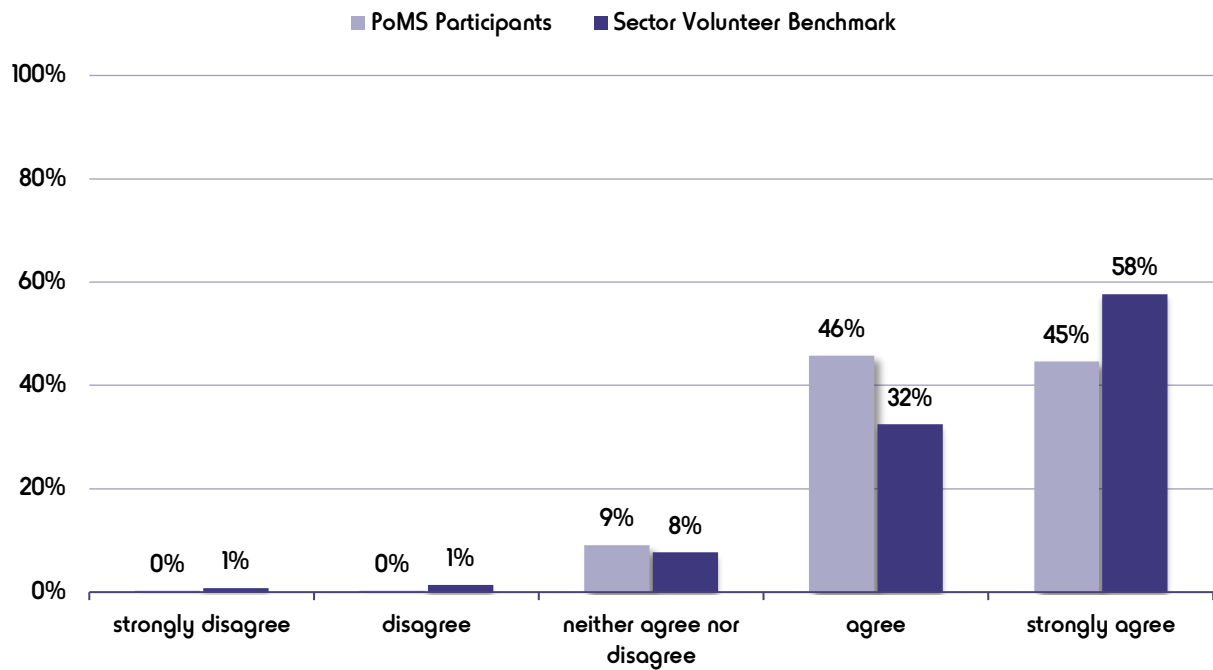
18. Overall, I am satisfied with my experience of PoMS



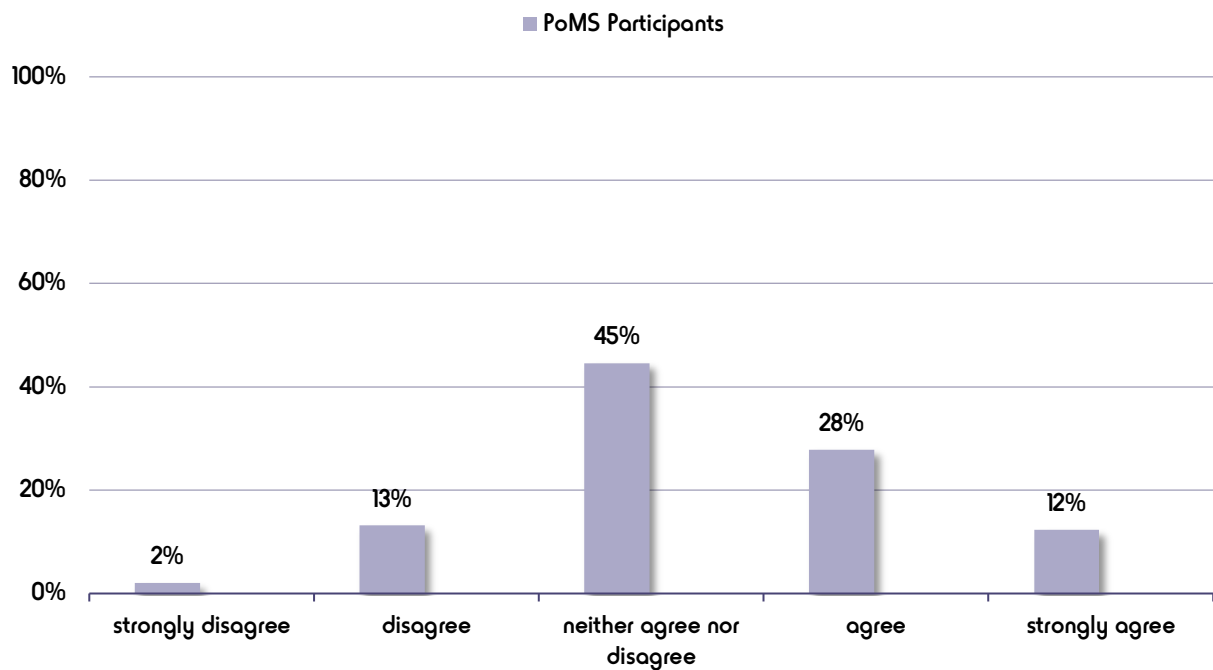
19. I am proud to participate in PoMS surveys



20. I would recommend being a participant in PoMS surveys



21. I feel part of the PoMS community



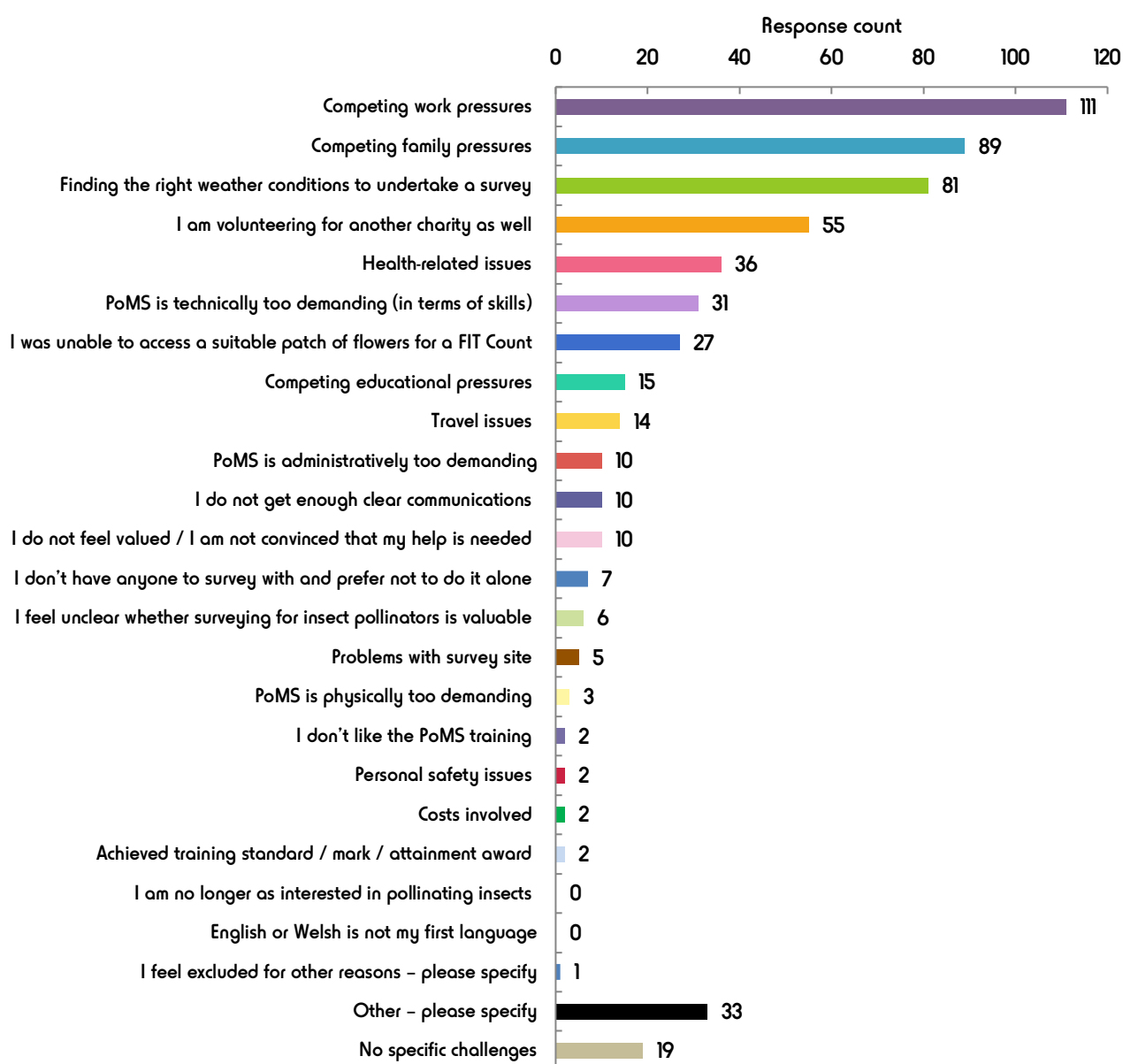
Challenges and obstacles for PoMS participants

All questionnaire respondents were asked a question about challenging factors that might be preventing them from being more involved than they currently are in PoMS. This information is to help UKCEH better understand how to support PoMS participants, including how to support people who are interested but have not yet participated.

The wording of the question differed slightly, depending on the respondent's participation status (a merged version is used below for the purpose of this Overall Results report). Respondents were asked to tick all challenges that apply to them.

Apart from the Covid-19 pandemic, are there any challenges that are preventing you from participating / being more involved in PoMS?

The chart shows the responses in order of most answers given to least answers given:

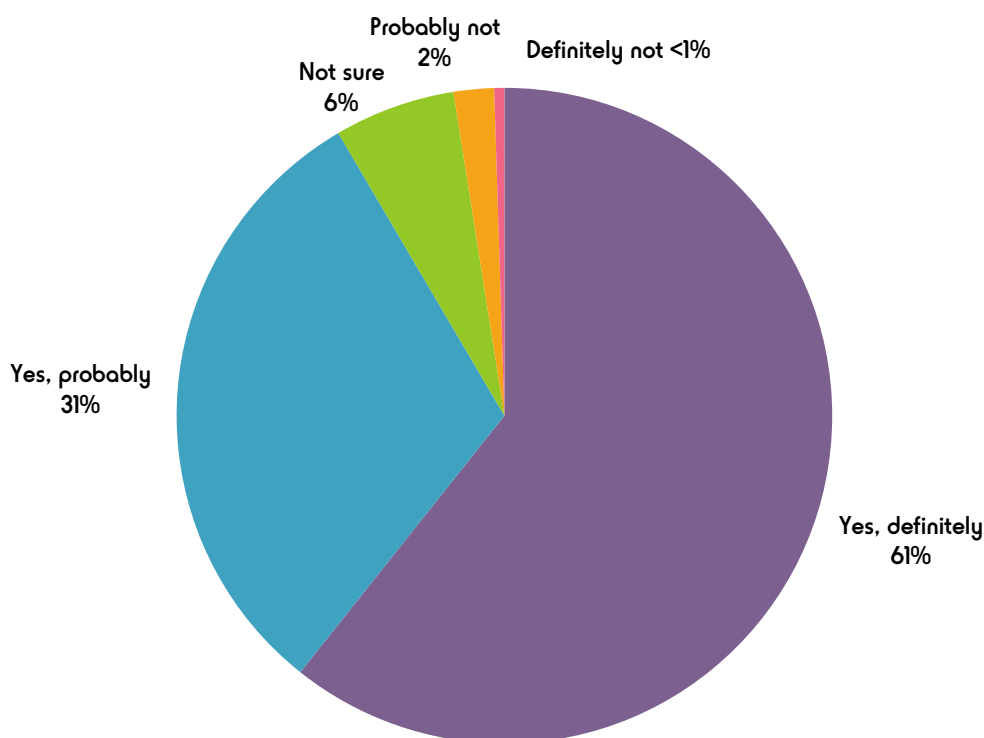


The 33 challenges given in the 'other' category have been read and logged in full by the project coordinators. Respondents were also asked to comment in a text box about any existing challenges. Comments are listed in the separate *Verbatim Comments* report.

Thoughts about future PoMS participation

All active PoMS participants were asked about their future intention with PoMS. This is to help UKCEH gauge the level of engagement among PoMS participants.

Provided Covid-19 pandemic restrictions allow, do you intend to participate in the UK Pollinator Monitoring Scheme again in the next two years?



Answer	Percent	Count
Yes, definitely	61%	220
Yes, probably	31%	113
Not sure	6%	21
Probably not	2%	8
Definitely not	<1%	1
	Totals	363 *

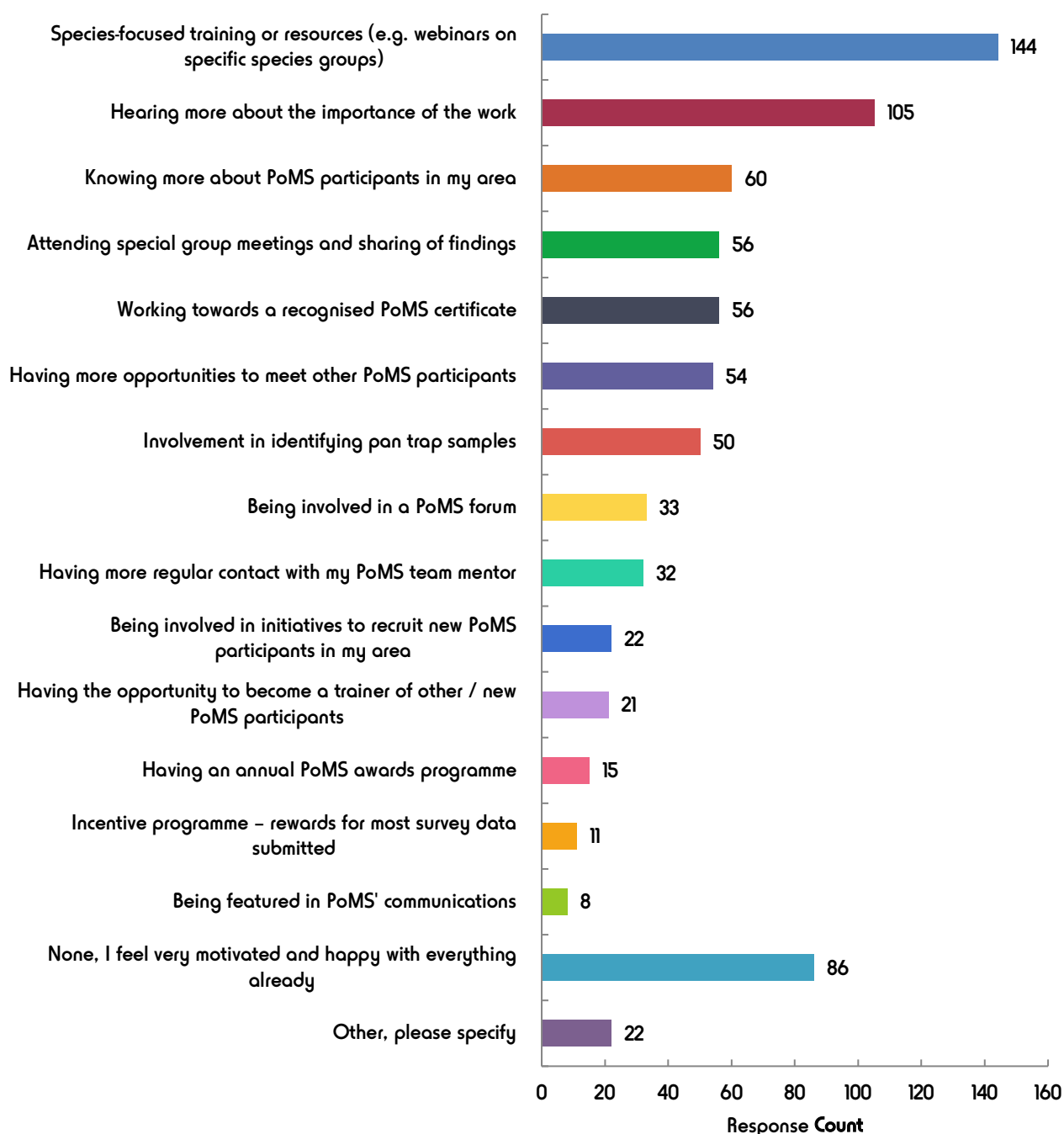
* NB: Two participants did not answer this question.

Active participants were also asked to comment in their own words on whether they feel the UK Pollinator Monitoring Scheme matched, exceeded or failed their expectation of what it would involve, and why. These comments are listed in full in the separate *Verbatim Comments* report.

Is there anything that would make you feel more motivated to participate in the UK Pollinator Monitoring Scheme?

All participants were asked to consider a list of potential additional motivating factors for continuing active participation in PoMS. They were asked to tick all ideas that appeal to them.

This chart shows the responses in order of most popularity to least popularity:



Responses / suggestions made in the 'other' category for potential future motivating factors have been read and logged in full by the project coordinators.

Active participants were also asked to comment in their own words on how best to retain participants for as long as possible. These comments are listed in the separate *Verbatim Comments* report.