

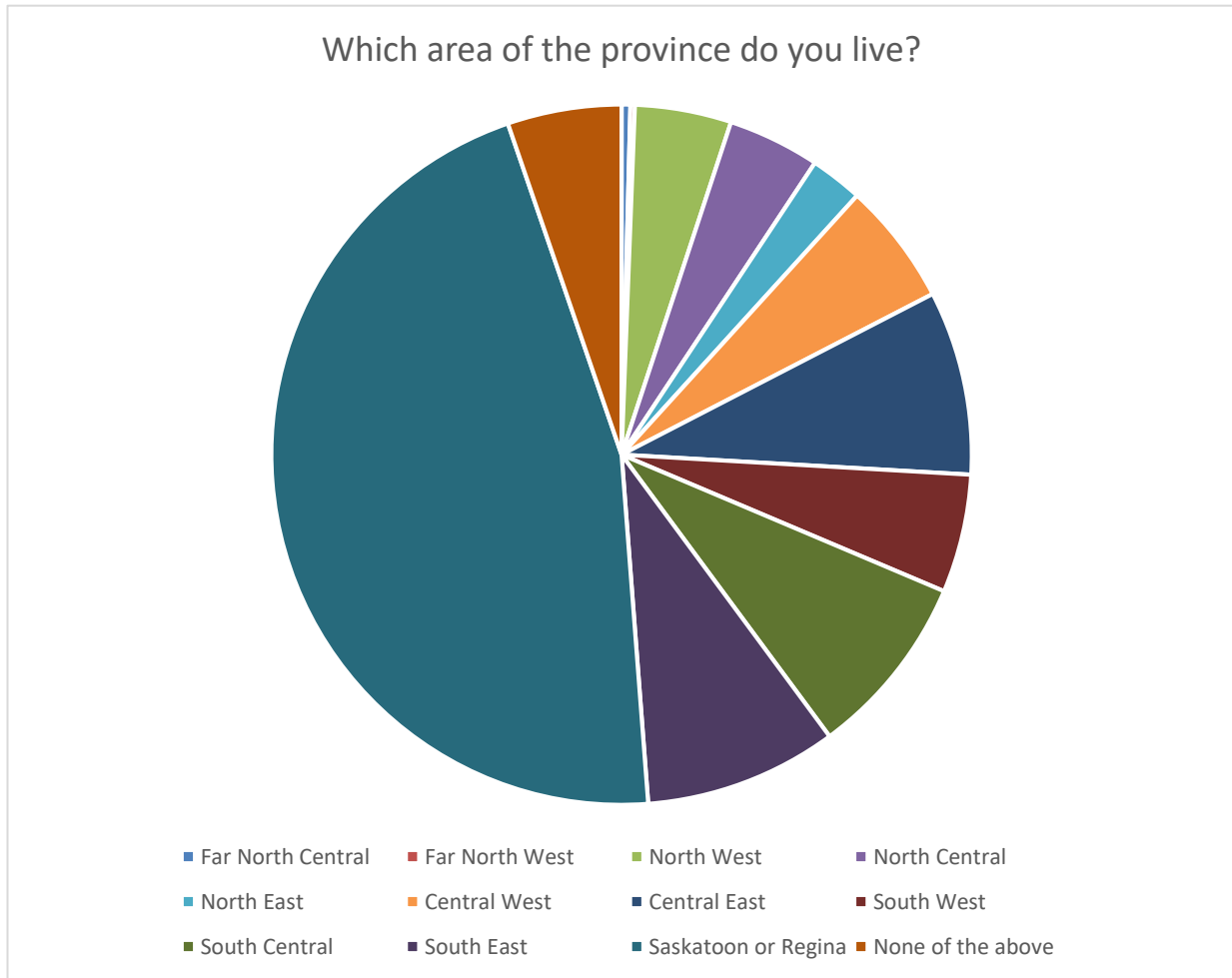


Nature Saskatchewan
Awareness and Perceptions Survey 2020
November-December 2020

NOTE: 498 responses were collected in total. 388 were gained through social media advertising and 110 we gained through e-newsletter and web-link postings. No questions asked were mandatory so response numbers may vary.

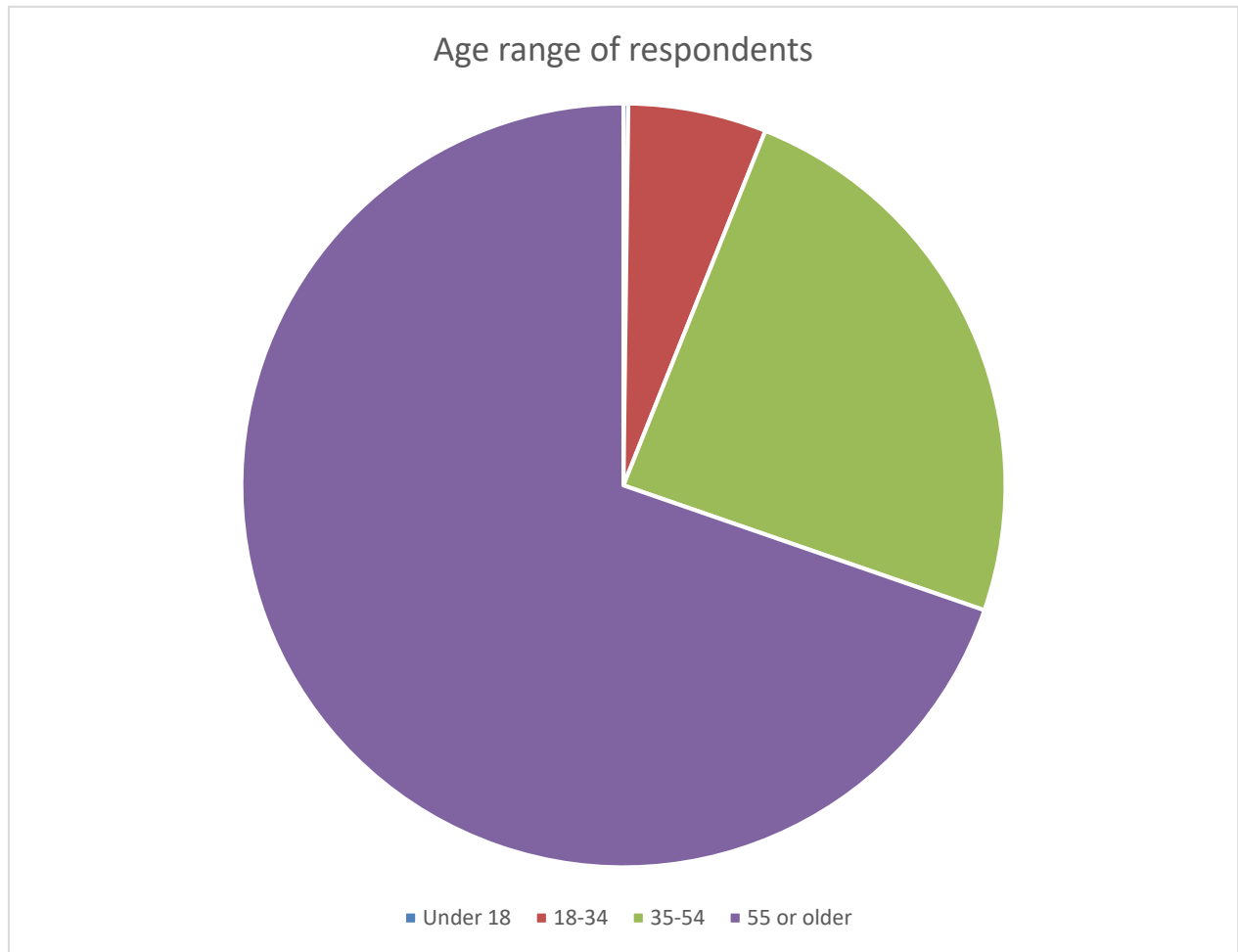
Q1. To confirm, in which area of the province do you currently live?

Far North Central	2
Far North West	1
North West	22
North Central	21
North East	12
Central West	28
Central East	42
South West	27
South Central	42
South East	44
Saskatoon or Regina	227
None of the above	26



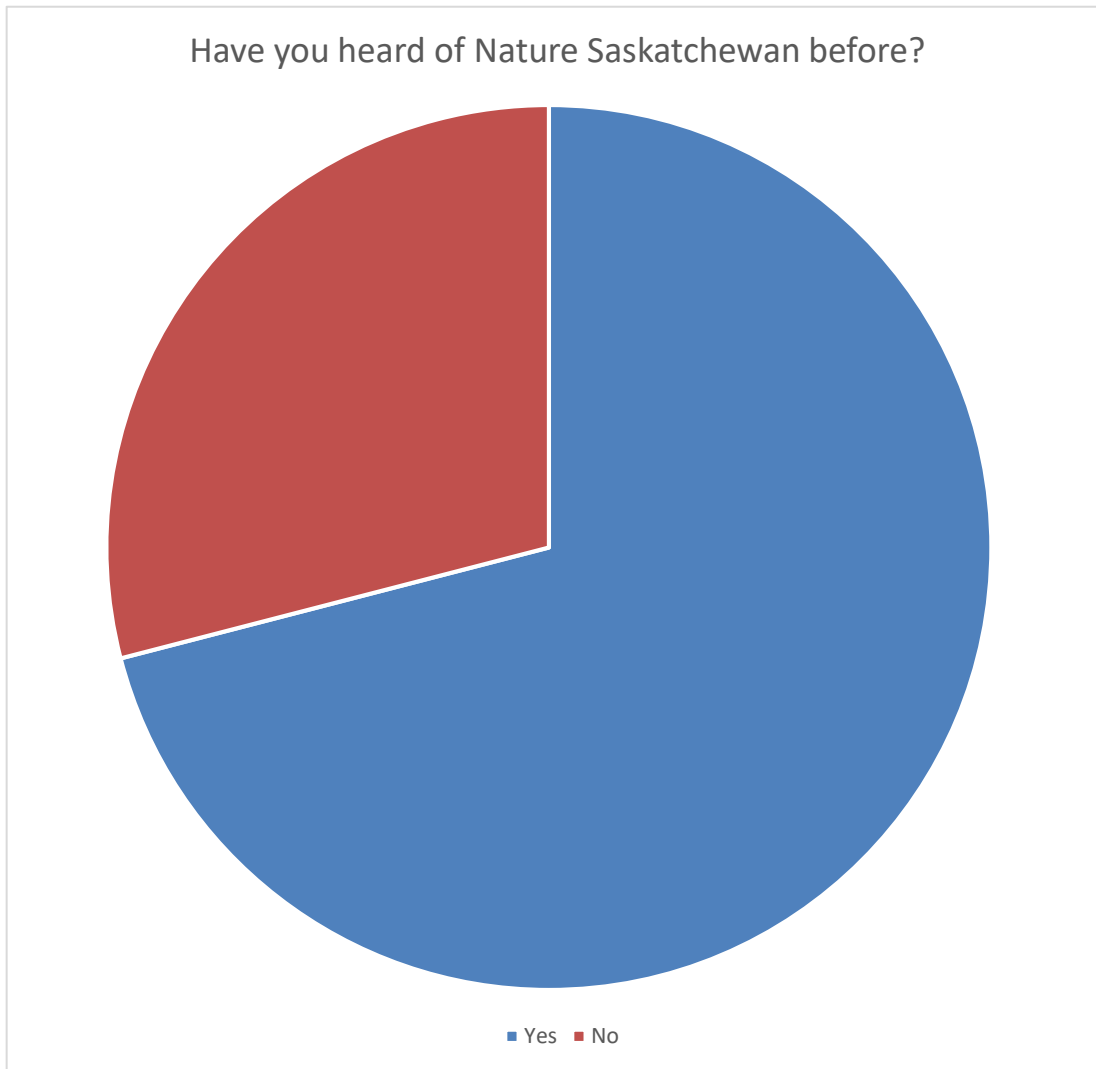
Q2. Into which of the following age ranges do you fall?

Under 18	1
18-34	29
35-54	120
55 or older	345



Q3. Before now, have you heard of Nature Saskatchewan?

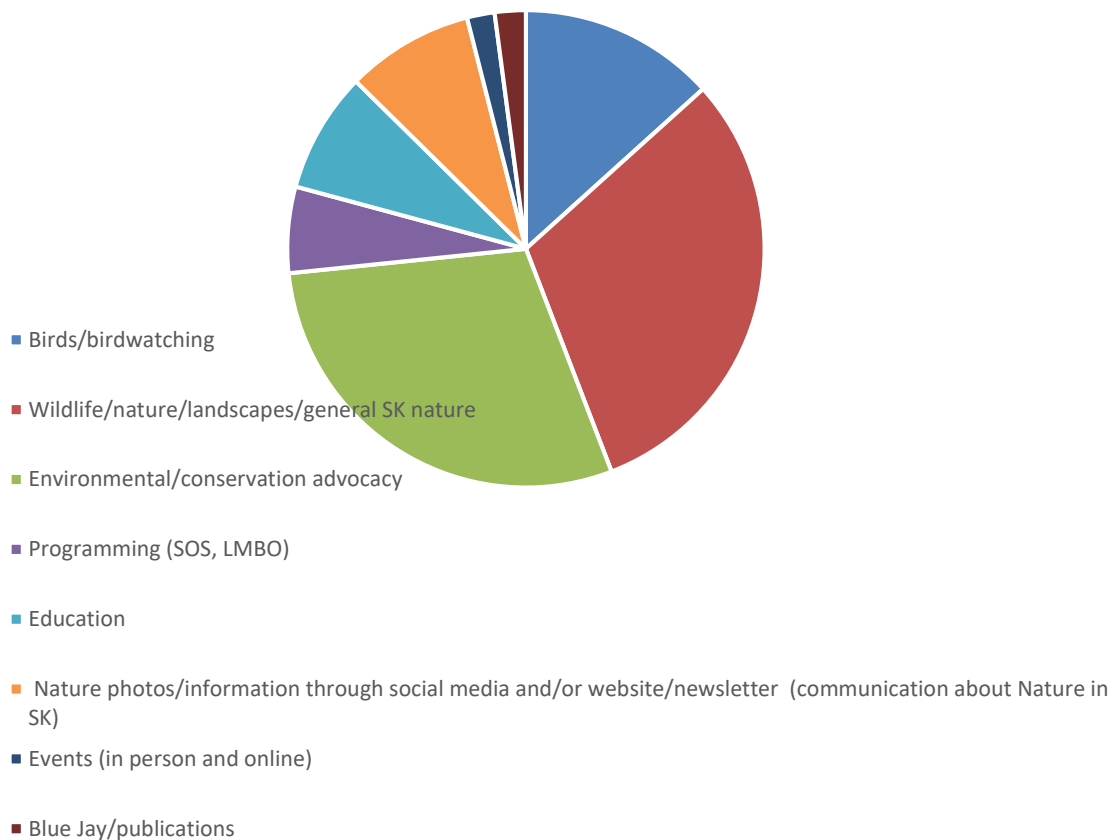
Yes	308
No	126



Q4. What first comes to mind when you think of Nature Saskatchewan? We are interested in your top of mind answers. (answers compiled)

Birds/birdwatching	57
Wildlife/nature/landscapes/general SK nature	132
Environmental/conservation advocacy	125
Programming (SOS, LMBO)	25
Education	35
Nature photos/information through social media and/or website/newsletter (communication about Nature in SK)	37
Events (in person and online)	8
Blue Jay/publications	9

Top of mind answers about NS



Notable comments from Q4:

- Number or small projects; not aggressive; not strong on advocacy
- Conservation of Sk active plants birds and animals. Land keepers.
- Pictures of critters and scenery with tidbits of information. A place to get answers on some of those above things.
- No idea what Nature SK is about, which is why I'm here. I HOPE you would be about saving native grass.
- Learning about animals and plants of Saskatchewan.
- Opportunities to be in nature but more than camping.
- That you are stewards of keeping the nature in our province protected and healthy

- An organization interested in wildlife, working with landowners to help create and maintain habitat. An organization that listens to stakeholders to help them educate themselves and others.
- Protection & respect for natural places & all species that share the planet with us. No hunting areas.
- It's an important organization.

- I like the idea that someone cares about nature because I am worried about how is being lost
- Respect what you do, Would be a cool place to work and Nature
- Conservation, education, accessible experiences

- A website that posts interesting facts of nature that occur in Sask.

- Established organization promoting nature conservation and enjoyment
- Land and animals left to exist in harmony without man upsetting the balance
- Tree huggers concerned with protection of our native flora and fauna
- Advocacy for nature. An umbrella organization that can be a voice for nature. Increase awareness of "needs" of natural systems and organisms
- Saving community pastures
- Expanding cities devouring up land!
- Knowledgeable about nature and geared towards sharing and educating.
- Interesting field trips
- Protecting birds, showing really cool wildlife photos on Facebook, showing landscapes, advocates
- Non profit, limited budget, educational aspects, community based
- Nice people. Good information. Welcoming events.

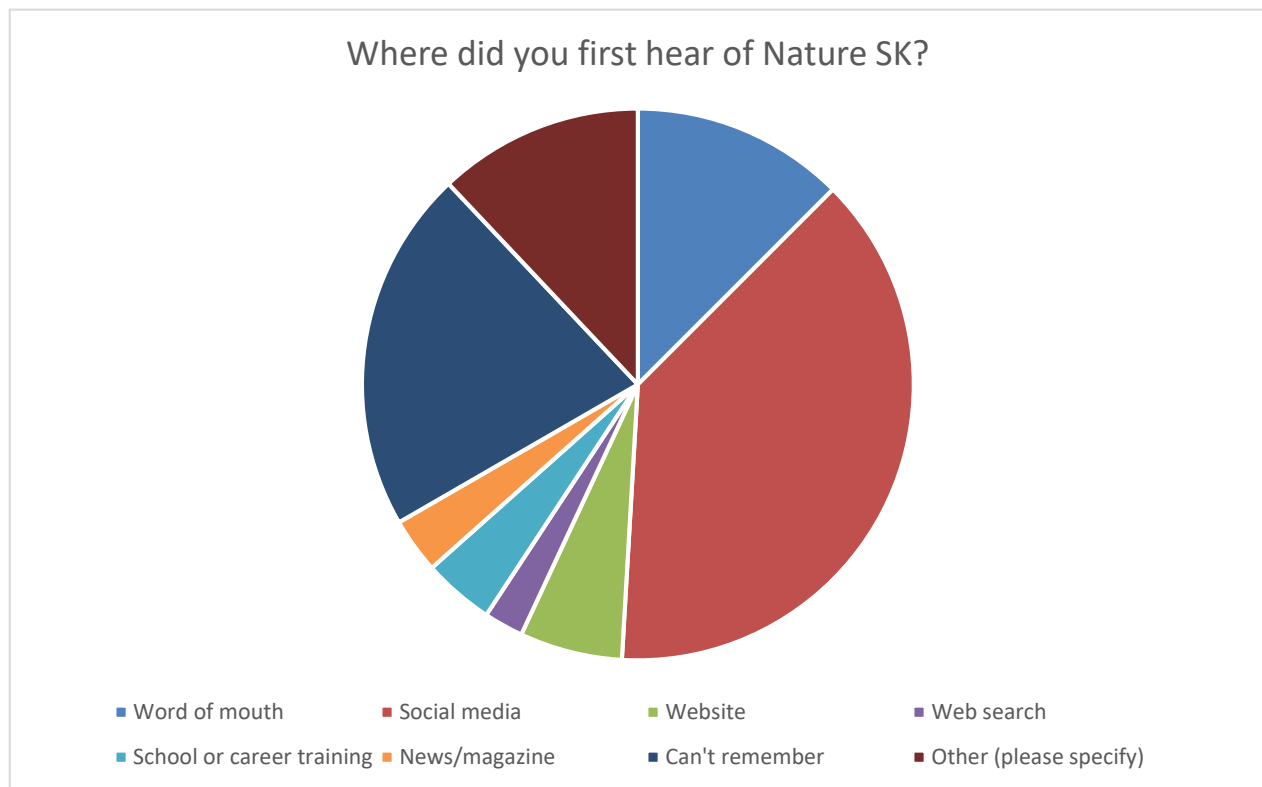
- Preserving our water and land through shared ideas, learning from each other, communication and help from government agencies that profit from use of land through taxes.

- Loss of native prairie and wetlands and all natural habitat , we need to get the message out that regenerative agriculture is the future it would help to preserve these systems rather than destroy them.
- Community
- Passionate
- Provincial organization with little direct relevance to me in terms of activities but I still want to support

- Supporting Saskatchewan's flora and fauna was what I thought before I had any real knowledge. NOW the first thing I think of is Beckie and her support when I started stepping up to the plate with Nature Moose Jaw. That page ends with a rainbow and pot of gold.
- Your information to make us all better aware!

Q5. Where did you first hear of Nature Saskatchewan?

Word of mouth	54
Social media	166
Website	26
Web search	10
School or career training	18
News/magazine	14
Can't remember	92
Other (please specify)	52



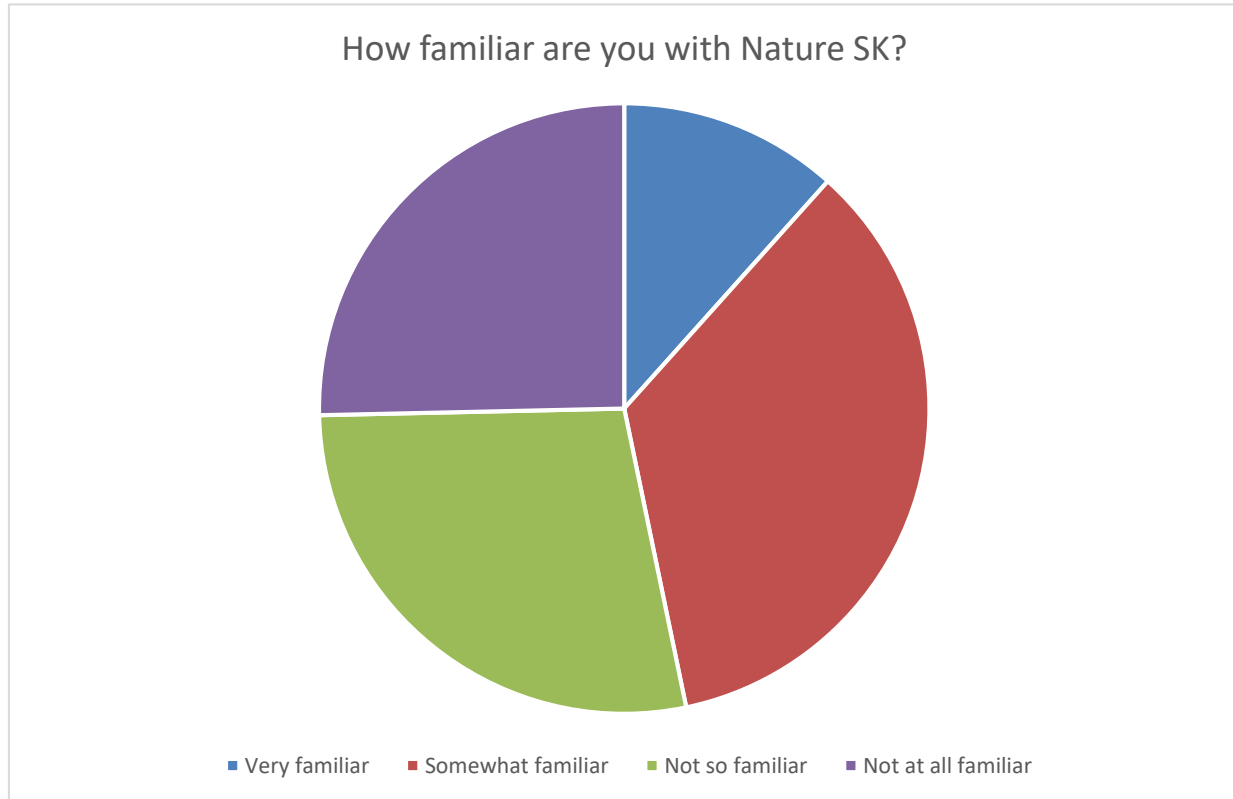
Other (please specify)

- From Nature Regina.
- Ever since I moved here
- Just now on this site
- I think it was at a public event
- Bluejay was always in the house since childhood
- Work. As a supplier years ago.
- Not heard of it till now
- This posting
- Today
- SaskCulture Agms

- A Christmas gift from grandparents
- Facebook
- Saskatchewan Archaeology Society and other archaeologists
- Facebook
- So long ago I can't remember..My mom subscribed to the first Blue Jays, I have the complete set up to 2000 and sporadic since. As child I read it cover to cover.
- A friend mentioned they participate
- Instagram
- Royal Sask Museum
- Saskatoon Nature Society.
- Just heard about it
- Gardenscape Saskatoon Nature Society Booth
- Saskatoon Nature Society
- Years ago when I worked for department of parks, recreation and culture.
- Info booth at one of the high schools
- First joined in 1960's
- I was a science teacher and am a rancher.
- Learned about NS through our local nature group
- Use to work there as office assistant
- At Seedy Saturday a year or two ago
- Presentation at campground
- Facebook
- Local nature society
- A friend
- Blue Jay
- Saskatoon Natural History Society
- A friend some 55 years ago.
- saskatoon nature society
- Brochures
- Two of your employees rented a room from me one summer
- Nature Regina..re your spring meets
- my local chapter (natural history society)
- girl guide info
- worked for SKCDC, paid through NS
- At a information table at an event in Wakamow Park.
- Former staff member
- Local Nature society
- Saskatoon Natural History Society
- As a child
- Speaker event in Fort Qu'appelle

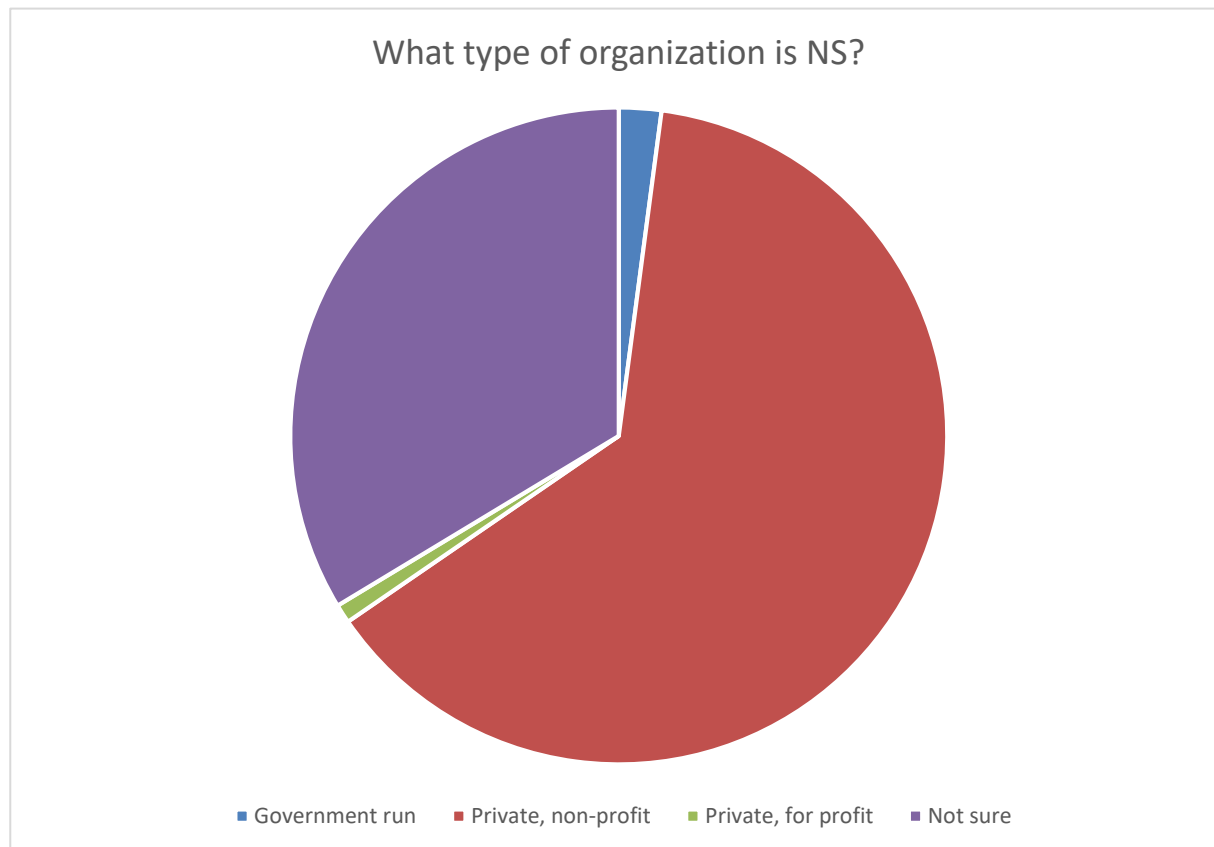
Q6. How familiar are you with Nature Saskatchewan?

Very familiar	50
Somewhat familiar	151
Not so familiar	120
Not at all familiar	109



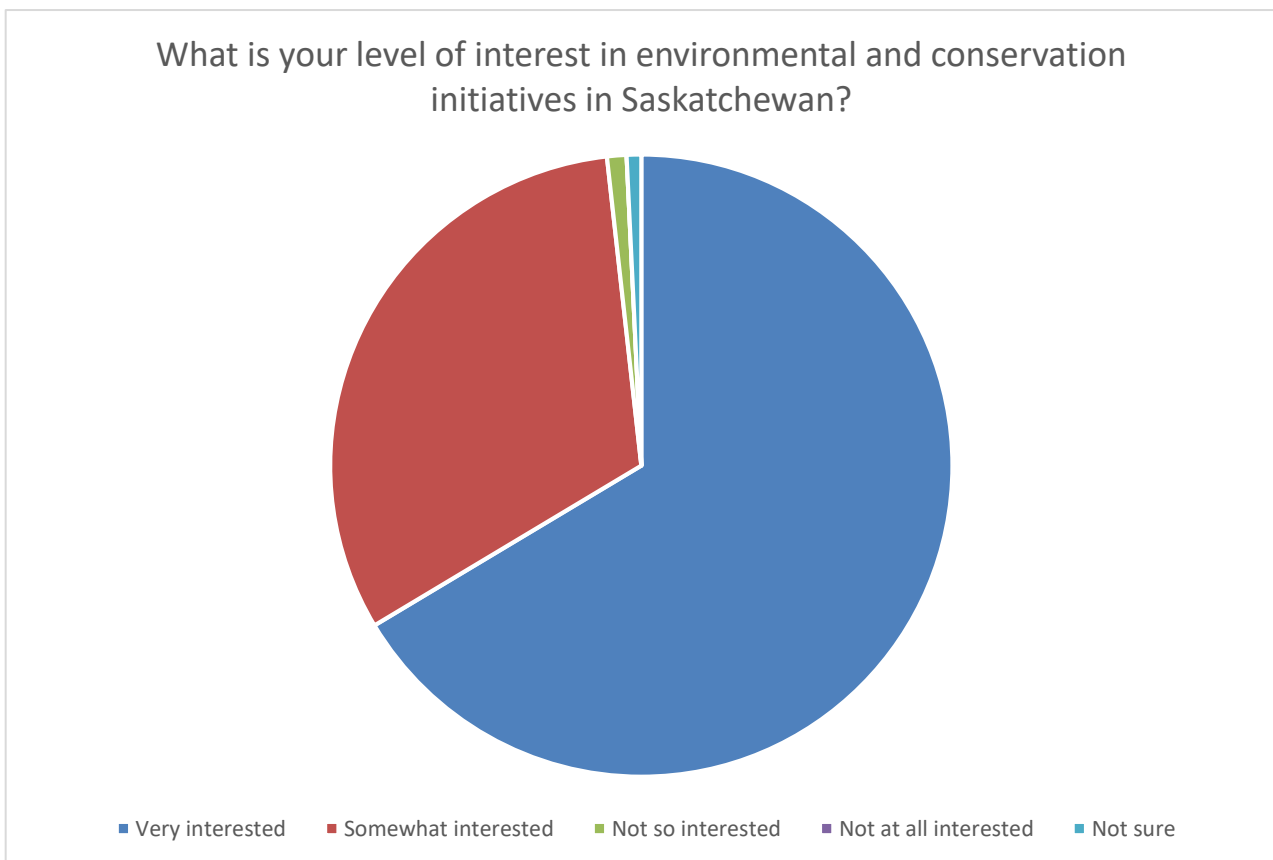
Q7. To the best of your knowledge, what type of organization is Nature Saskatchewan?

Government run	9
Private, non-profit	273
Private, for profit	4
Not sure	145



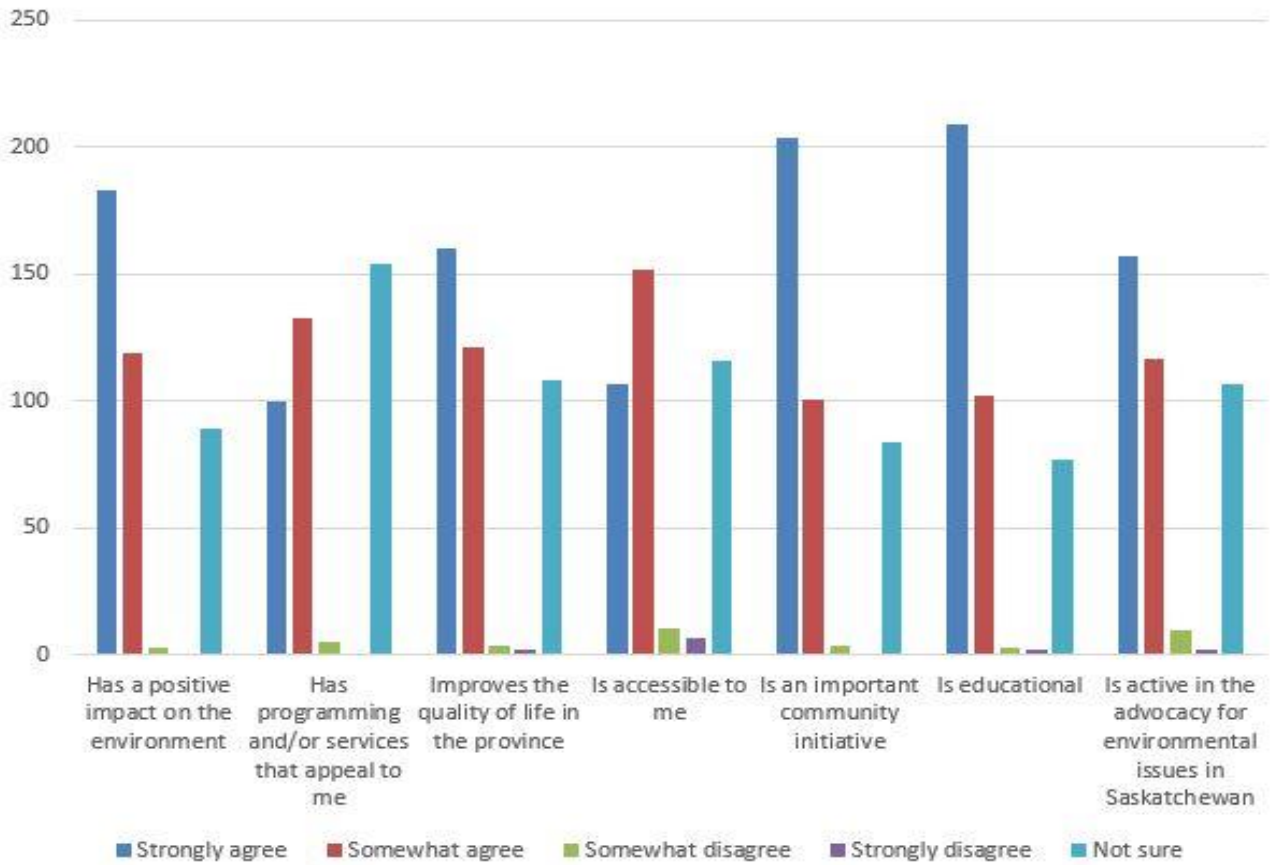
Q8. What is your level of interest in environmental and conservation initiatives in Saskatchewan?

Very interested	263
Somewhat interested	126
Not so interested	4
Not at all interested	0
Not sure	3



Q9. How much do you agree or disagree with the following statements about Nature Saskatchewan?

How much do you agree or disagree with the following statements about Nature Saskatchewan?



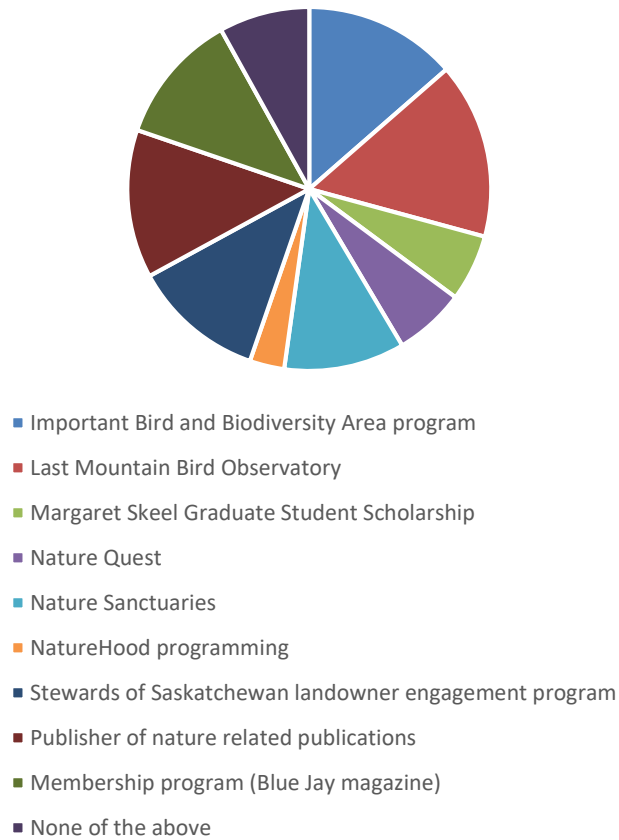
Other (please specify)

- I have no idea who or what they are.
 - I feel nature sask is a sleepy org, not strong or aggressive on advocacy. Too focused on education and not focused enough on habitat conservation and advocacy
 - Hadn't heard of it until this survey
 - Never heard of this, how would I know???
 - I am just learning about this. I need to know more! Very interested
 - I've never heard of your outfit
 - Just learned of it now and want to learn more
 - Don't know enough to continue.
 - needs to make wider use of interested volunteers outside of Regina
 - This is the first I've heard of your organization
 - Just finished saying I did not know of NS.
 - Had not heard of it prior to this survey
 - Had no knowledge of Nature Saskatchewan until now, but interested.
 - I live in Manitoba so it is hard for me to participate in in-person events.
 - I was unfamiliar with this group but feel any group that is working to protect nature in our province is good
 - Frankly you dont hear much about the organization thru any media.
 - I grew up in saskatoon but had no idea nature sask existed until midway through University
 - I have never head of this before now.
 - I haven't done enough research yet.
 - This is the second time I have not received Blue Jay for a prolonged period
 - important relationship between conservation professionals and private stakeholders
 - Only based on knowledge from previous screen
 - I am disabled and cannot participate in any meetings or events where walking more than a short distance is required.
 - I have not heard strong statements about Climate Action needed.
-
- Excellent organization. Needs to grow and be even more visible. Very important role and message in SK, now more than ever...
 - Assist authors of books and articles about Saskatchewan wildlife
 - I would like to very much be a member of Nature Sask. but there are not any close offices or programs in Weyburn.
 - More advocacy!!

Q10. Before completing the survey, did you know that the following programs are offered or supported by Nature Saskatchewan (select all that apply)

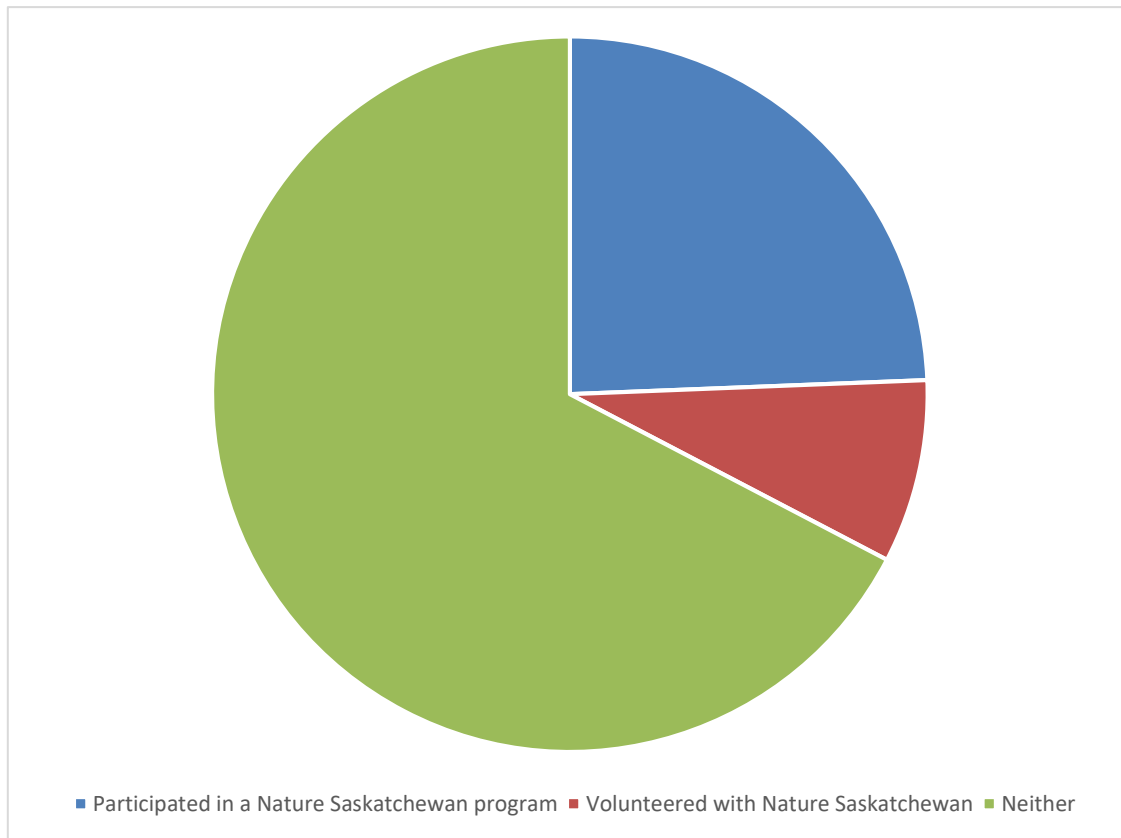
Important Bird and Biodiversity Area program	172
Last Mountain Bird Observatory	198
Margaret Skeel Graduate Student Scholarship	75
Nature Quest	80
Nature Sanctuaries	136
NatureHood programming	39
Stewards of Saskatchewan landowner engagement program	149
Publisher of nature related publications	167
Membership program (Blue Jay magazine)	148
None of the above	102

Prior knowledge of programs



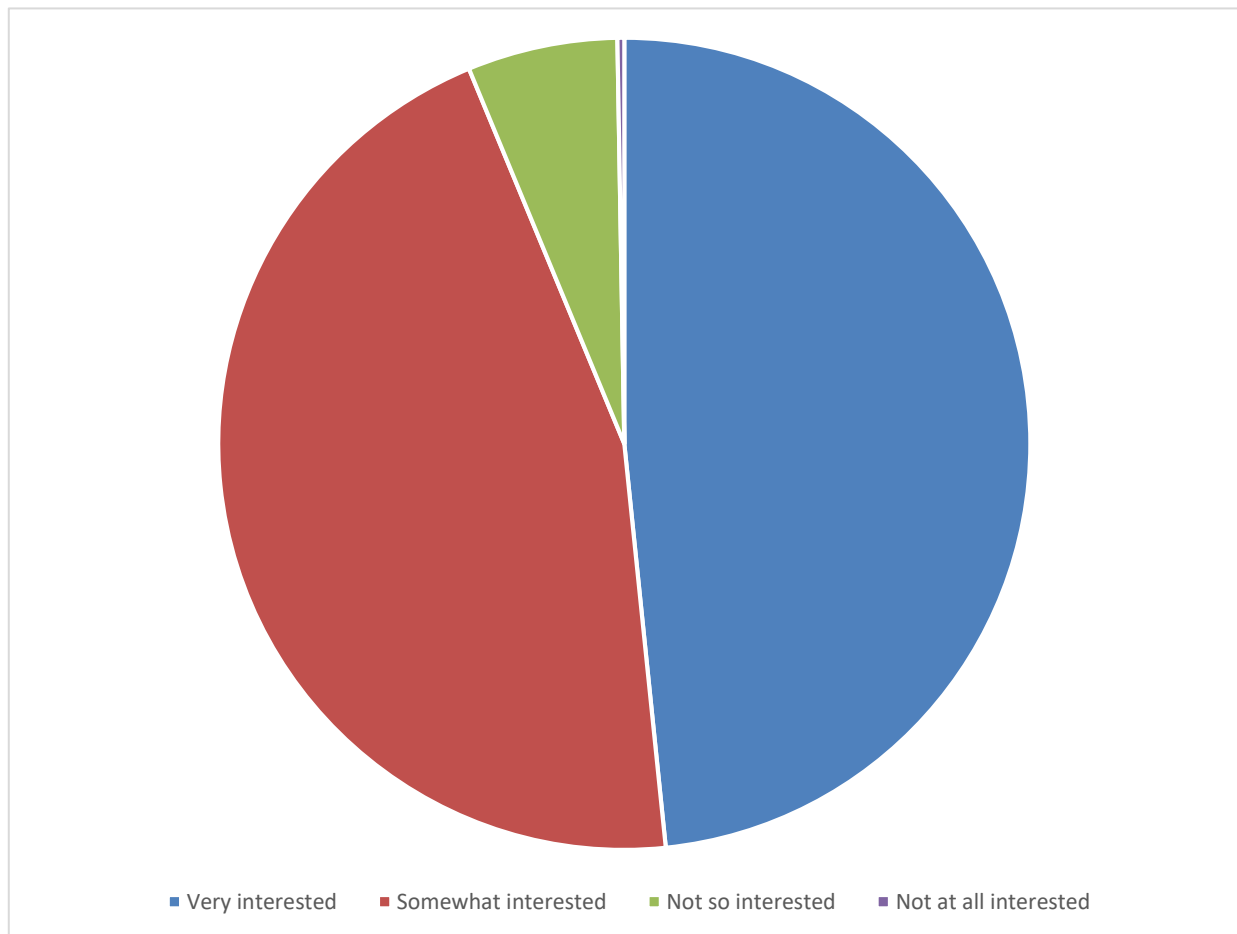
Q11. Have you ever...(select all that apply)

Participated in a Nature Saskatchewan program	97
Volunteered with Nature Saskatchewan	33
Neither	268



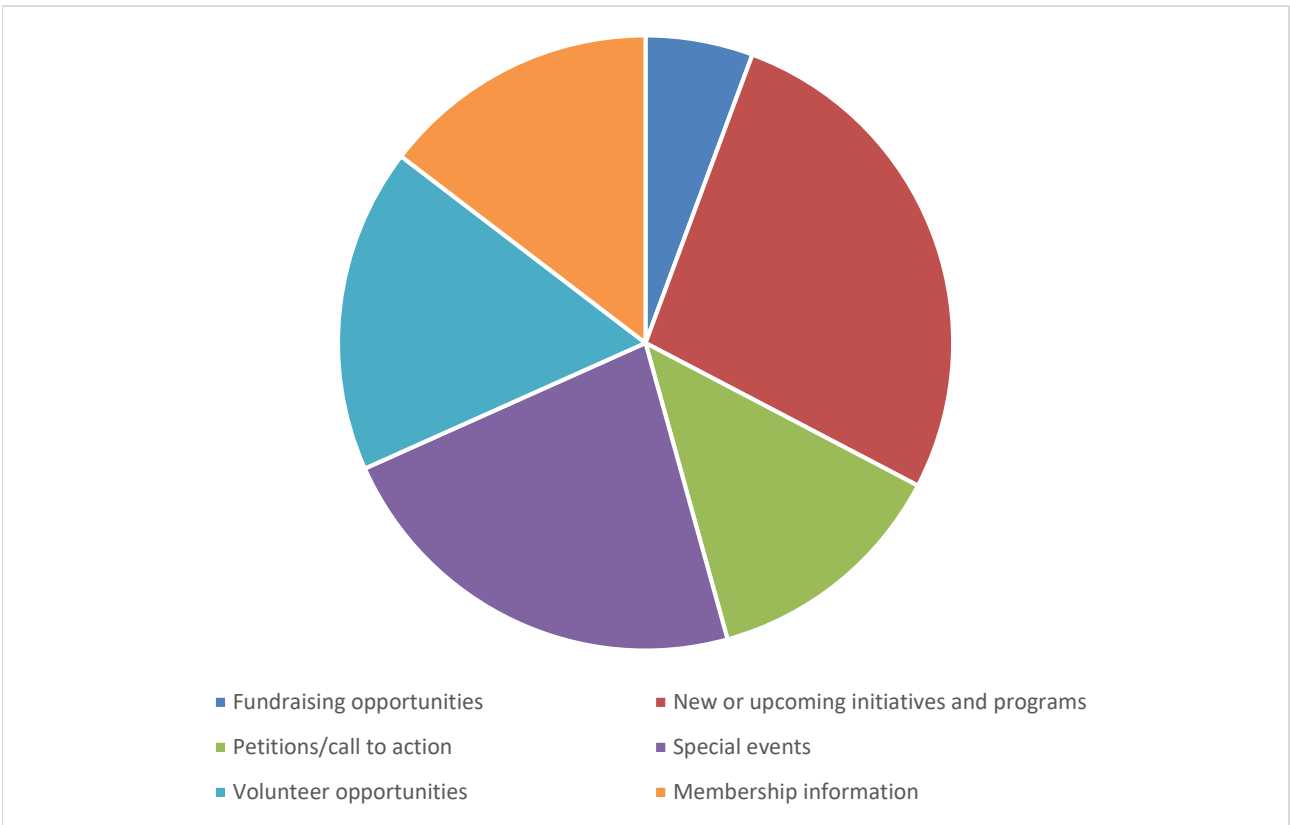
Q12. How interested would you be in learning more about the programs and services offered by Nature Saskatchewan?

Very interested	178
Somewhat interested	167
Not so interested	22
Not at all interested	1



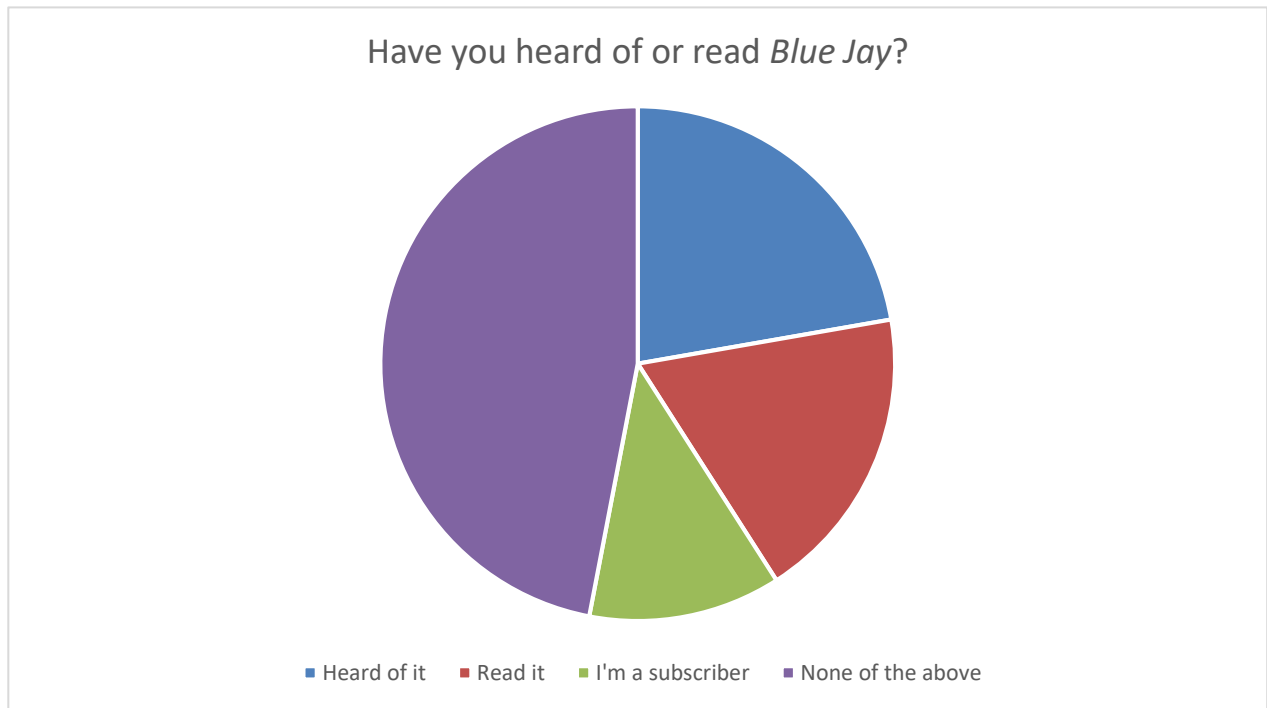
Q13. What types of programs or services that are offered by Nature Saskatchewan are you interested in learning more about?

Fundraising opportunities	46
New or upcoming initiatives and programs	220
Petitions/call to action	106
Special events	184
Volunteer opportunities	139
Membership information	119



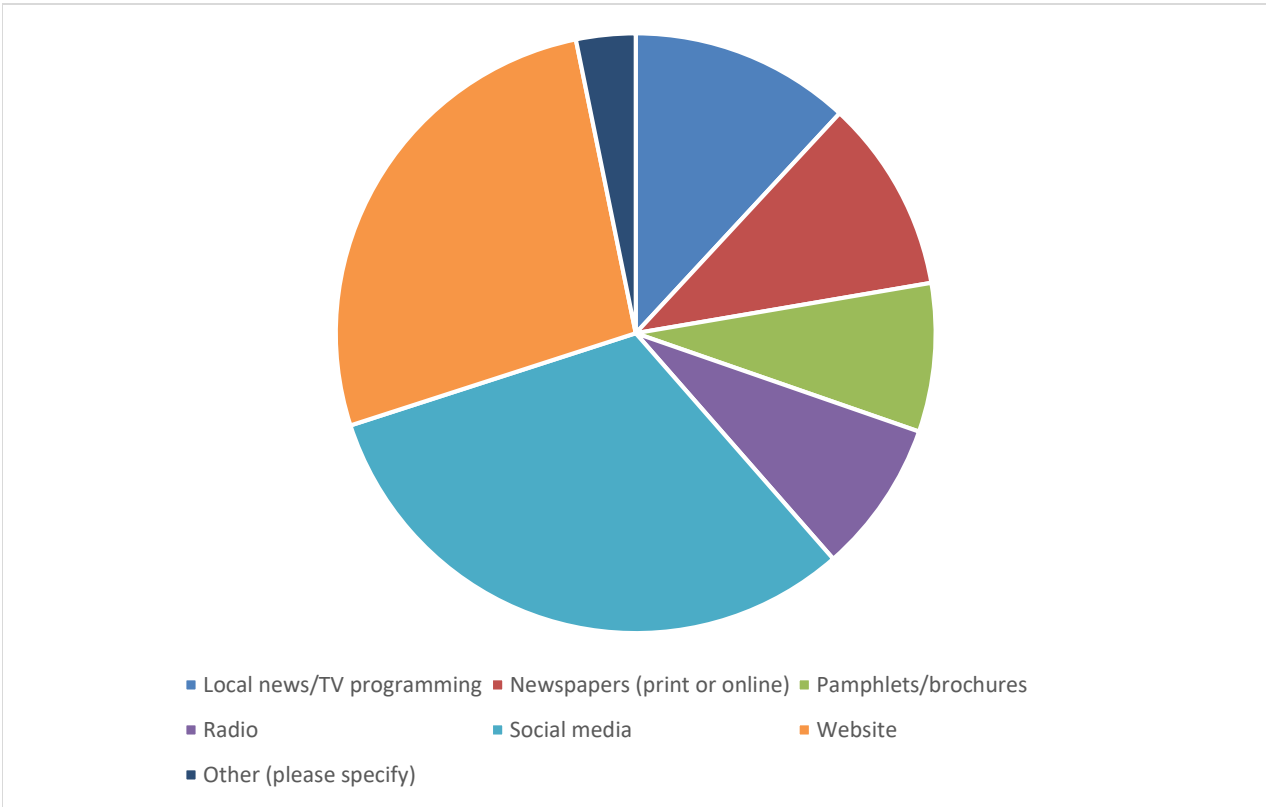
Q14. Have you heard of or read "Blue Jay", Nature Saskatchewan's journal of conservation and nature?

Heard of it	81
Read it	68
I'm a subscriber	44
None of the above	171



Q15. Through which of the following sources would you like to learn more about Nature Saskatchewan and its programs and services? (select all that apply)

Local news/TV programming	104
Newspapers (print or online)	91
Pamphlets/brochures	70
Radio	72
Social media	275
Website	234
Other (please specify)	28

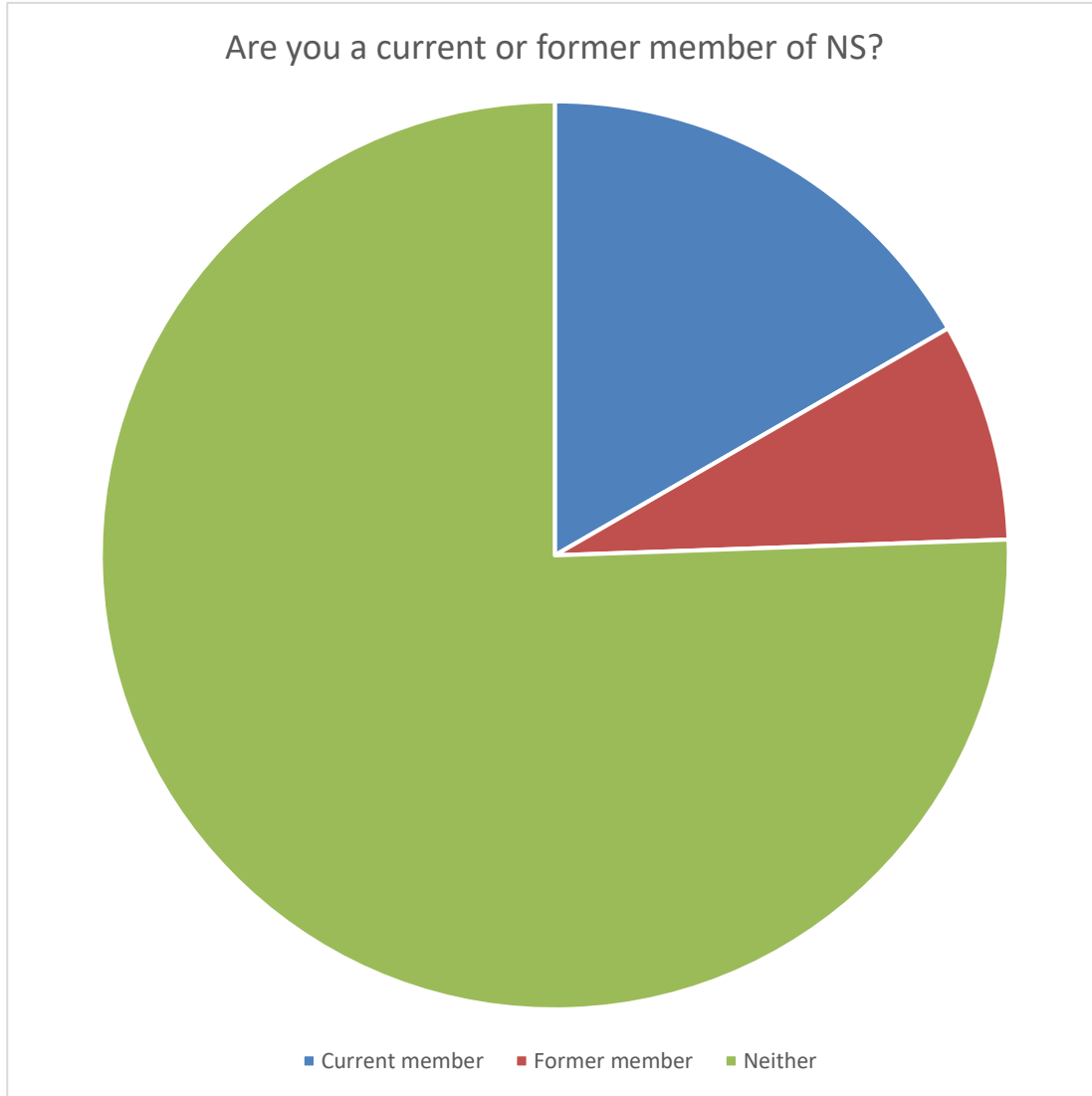


Other (please specify):

- Blue Jay magazine
- School visits, community project involvement
- In person presentations or events, when we can again!
- Magazines
- The more you put it out there the more interest will be generated. Use photography to intrigue people.
- Publications like Blue Jay
- Hear about NS initiatives through NS local societies
- Only online materials.
- Blue Jay
- Native prairie reclamation workshop
- Community Events
- Mentioned or acknowledged within other conservation groups.
- Field trips
- Through local Nature, environmental societies

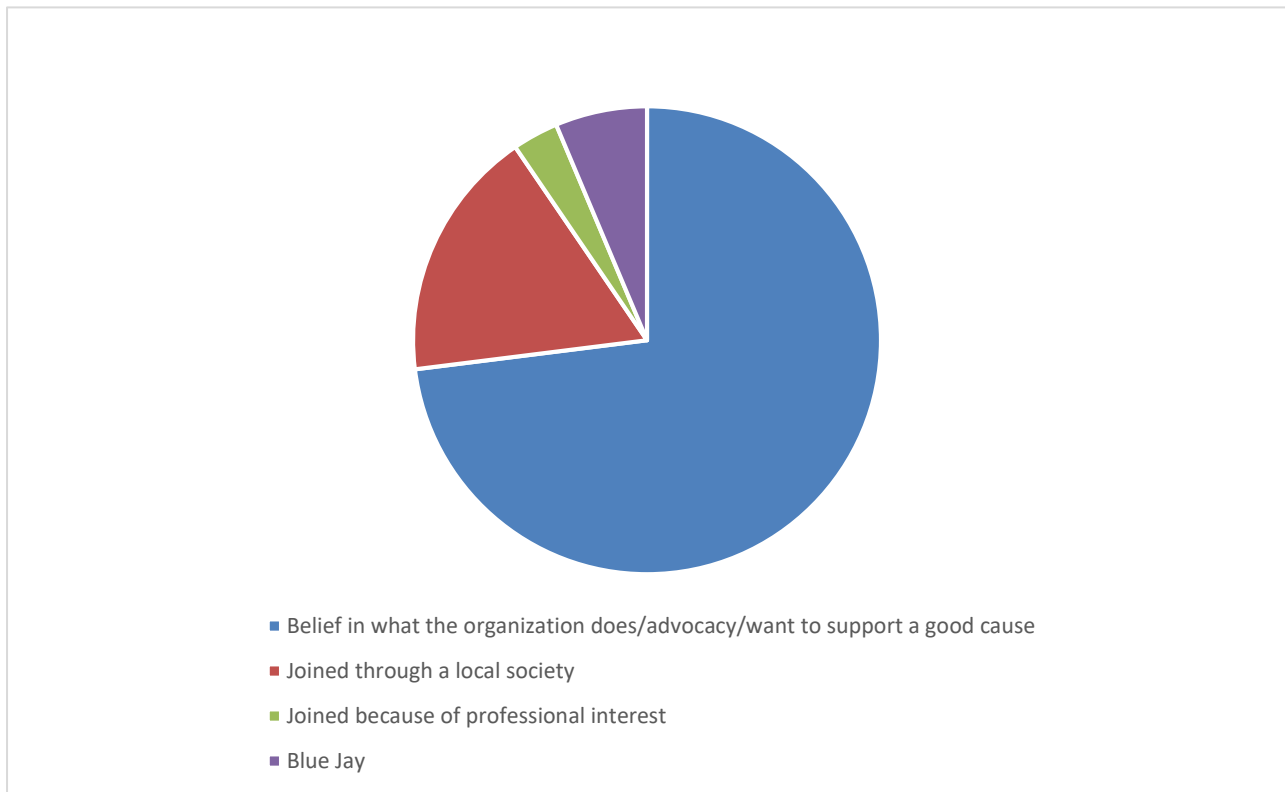
Q16. Are you a current or former member of Nature Saskatchewan?

Current member	60
Former member	28
Neither	272



Q17. If you are a member of Nature Saskatchewan, why did you become a member of Nature Saskatchewan? (skip question if it does not apply)

Belief in what the organization does/advocacy/want to support a good cause	46
Joined through a local society	11
Joined because of professional interest	2
Blue Jay	4



Q18. If you are a former member, why are you no longer a member of Nature Saskatchewan? (skip question if it does not apply)

Responses:

- Not sure if nature sask is effective ; membership fee not tax deductible - would rather donate and get tax receipt
- Just never got around to it / involved in other things / no one asked me?
- Missed renewal notice?
- It was along time ago. My parents signed me up. I guess they didn't renew.
- Just keep forgetting to go on the website and sign up!
- Just haven't renewed
- Limited returns; seems useful for those who are employed or direct, but not for outsiders
- Did not renew.
- I need a membership form mailed to me. I don't have a printer.
- Forgot to renew

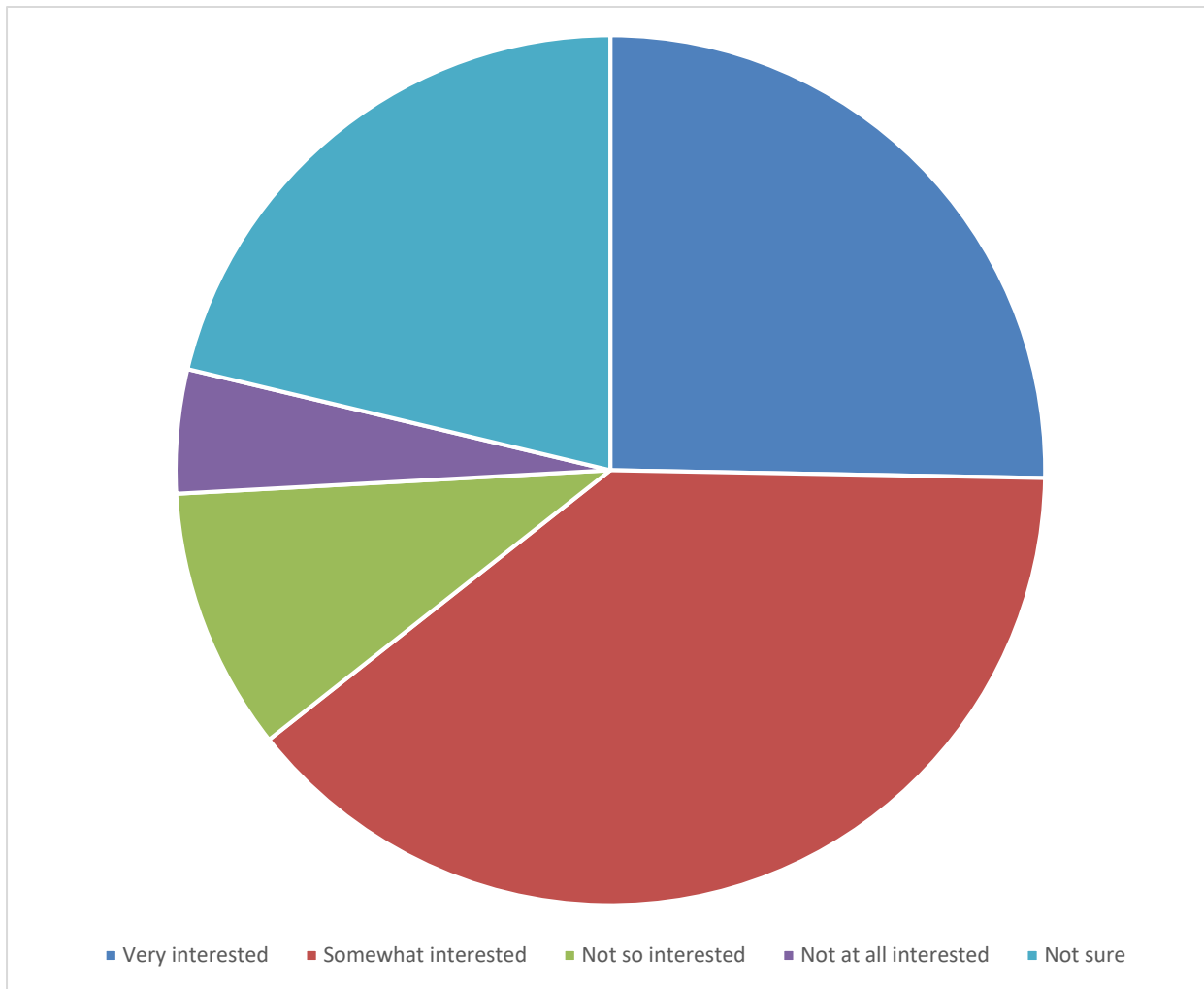
- There's only so many groups and associations that I can directly support and in which I can take an active role + Covid doesn't help anything!!!
- Simply forgot to renew my membership
- I have not sent in my check.

- I am or have been a member of several environmental organizations and tend to rotate my membership between these organizations
- Member of Saskatoon Nature Society, so thought that would suffice.
- I was / am so busy with my volunteer work with Nature Regina, Naomi Klein Network, Climate Action lobbying and education.
- Time. I find it difficult to commit time for involvement.
- I didn't feel like my membership really meant much or got me involved in anything
- Lack of engagement. Limited opportunities to connect with other members. Not feeling like I fit into the demographic, particularly age.
- Little formal and stuffy
- forgot to pay dues
- forgot to pay membership
- I struggle to keep track of whether or not my membership is up to date. I remember to purchase a membership when I'm buying other things from the online store.
- Allowed it to lapse for no good reason.

- Moved away from SK and never rejoined after retiring here. The lack of a local chapter nearby discourages one from becoming an active member.

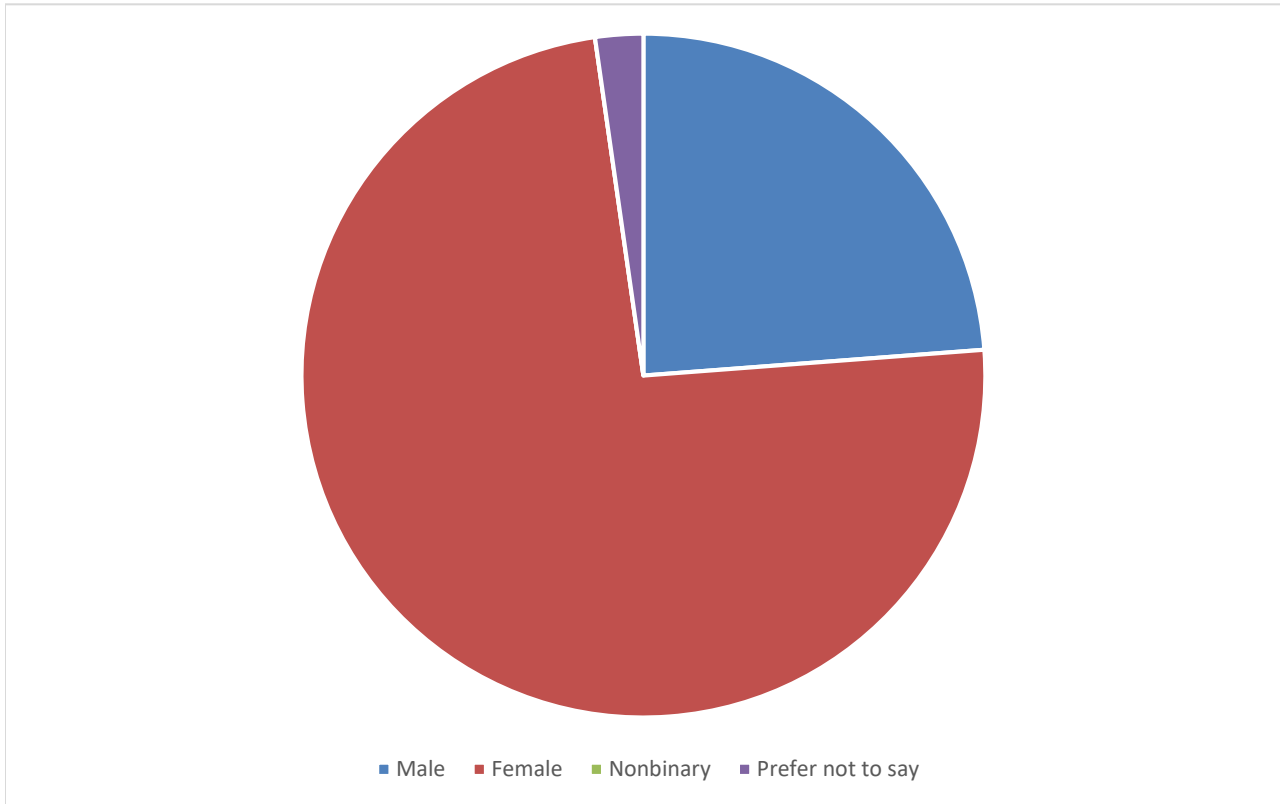
Q19. How interested are you in becoming a member of Nature Saskatchewan in the future?

Very interested	88
Somewhat interested	136
Not so interested	34
Not at all interested	16
Not sure	74



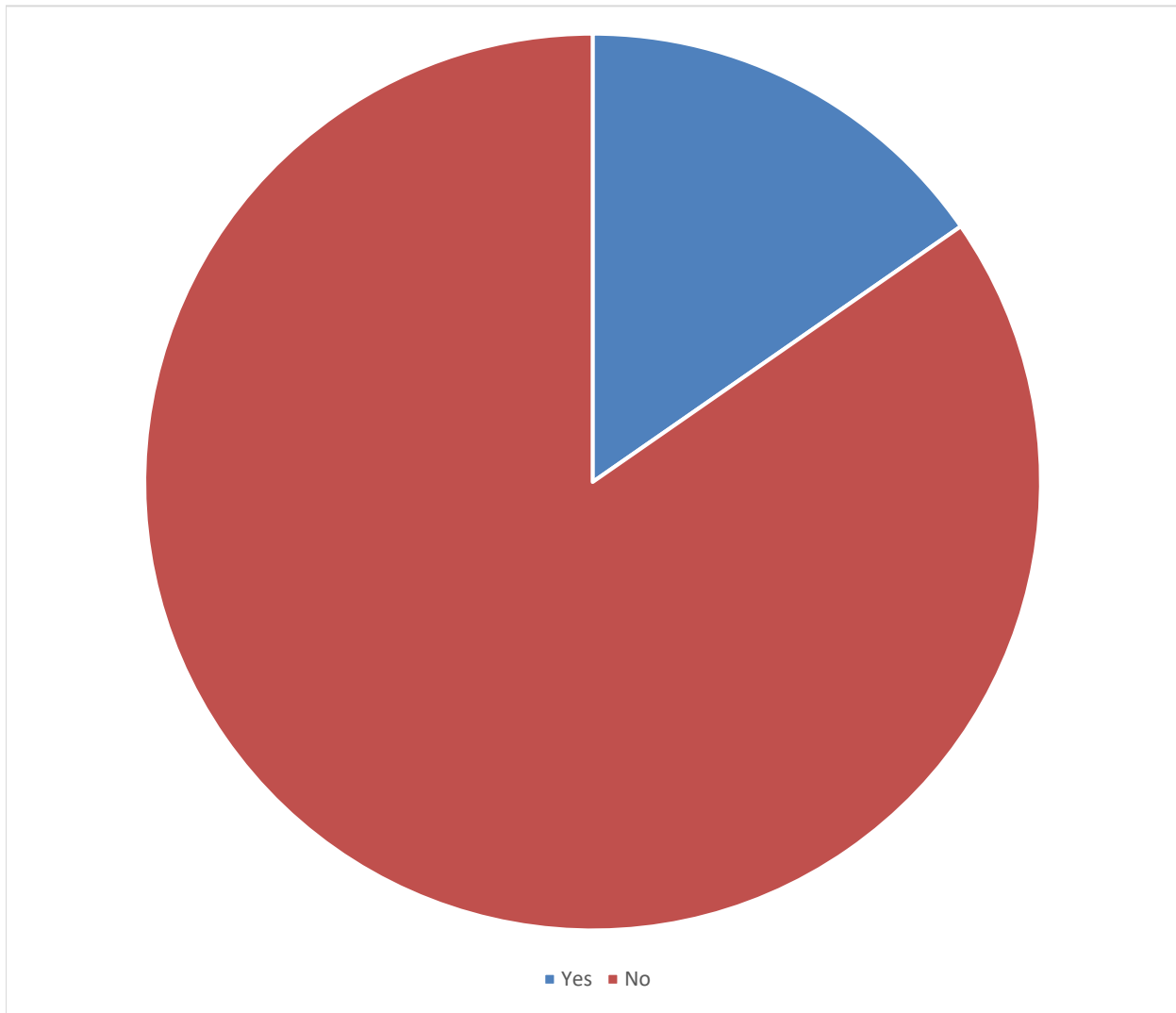
Q20. Please indicate the gender you identify with

Male	84
Female	261
Nonbinary	0
Prefer not to say	8



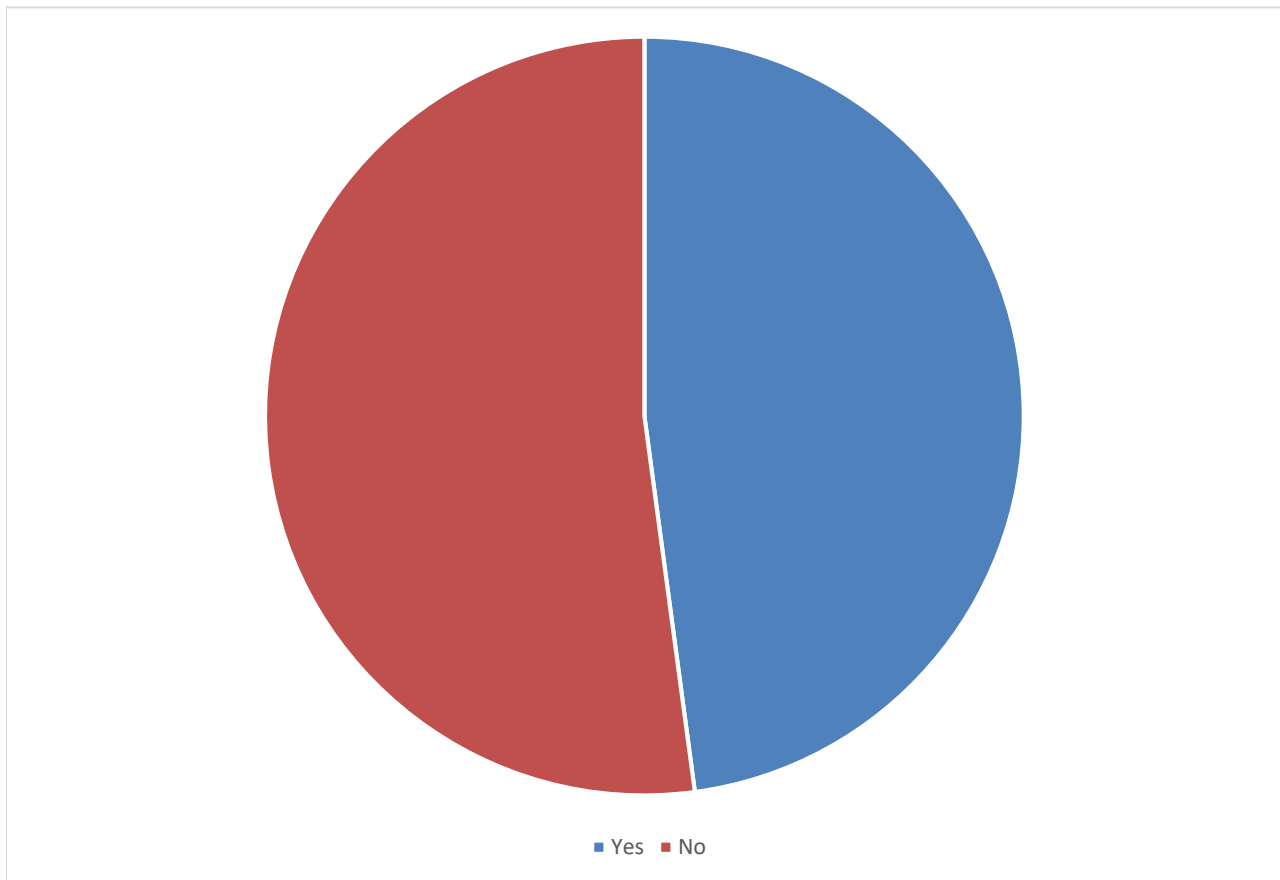
Q21. Do you have children under the age of 18 living with you?

Yes	54
No	298



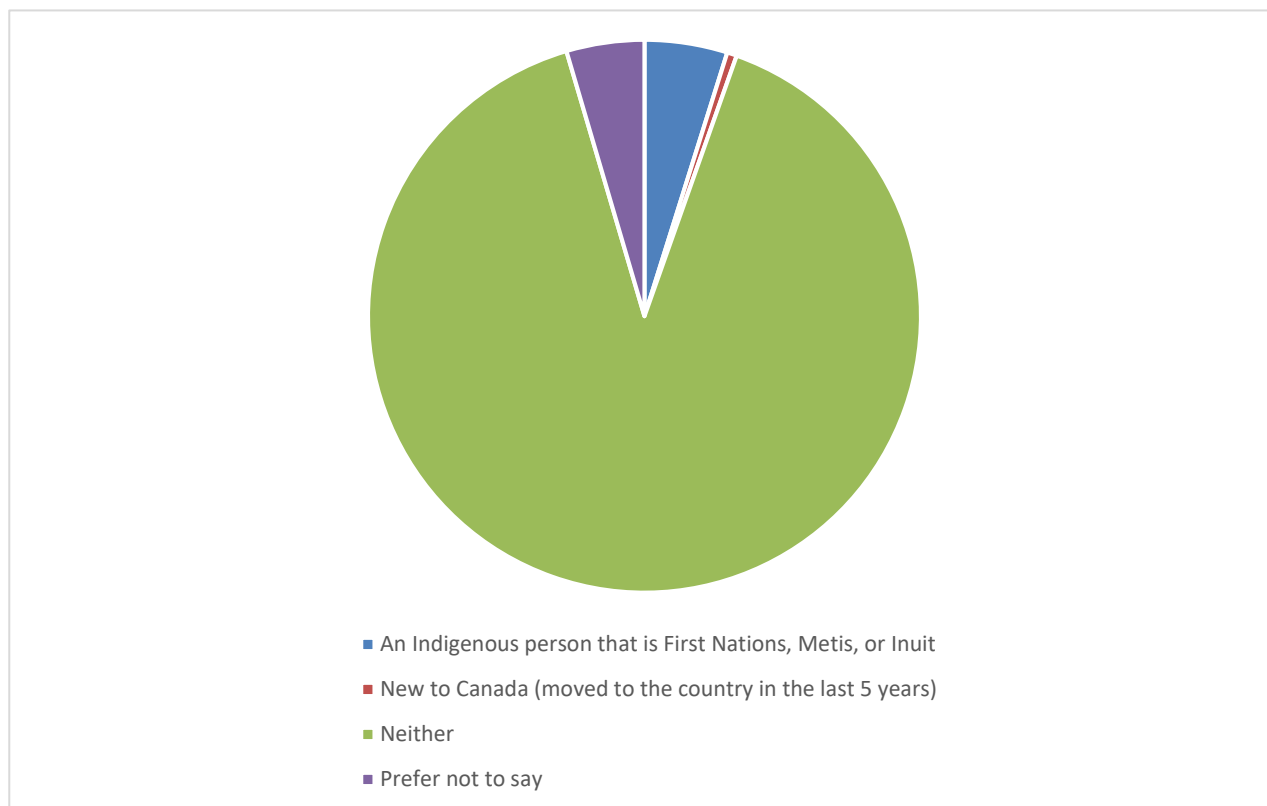
Q22. Are you retired?

Yes	169
No	184



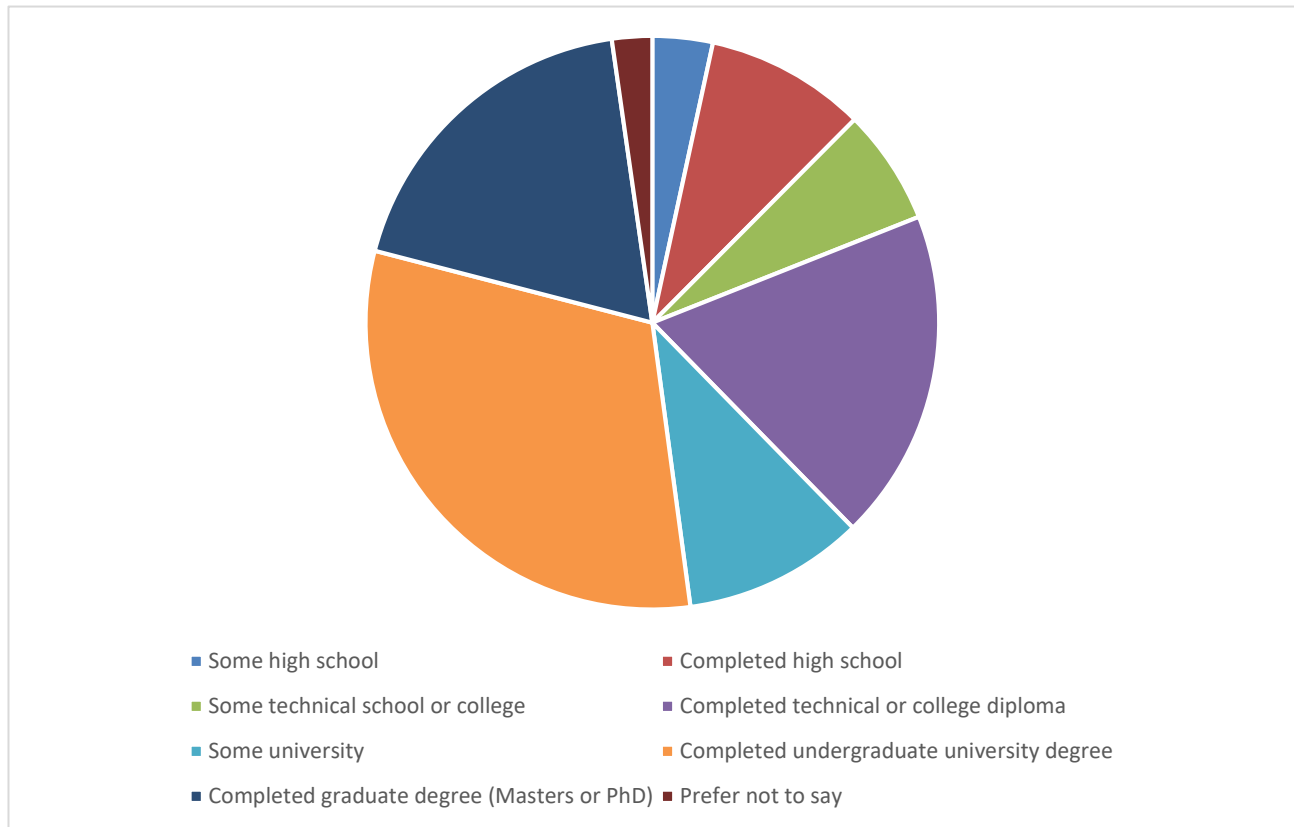
Q23. Are you:

An Indigenous person that is First Nations, Metis, or Inuit	17
New to Canada (moved to the country in the last 5 years)	2
Neither	316
Prefer not to say	16



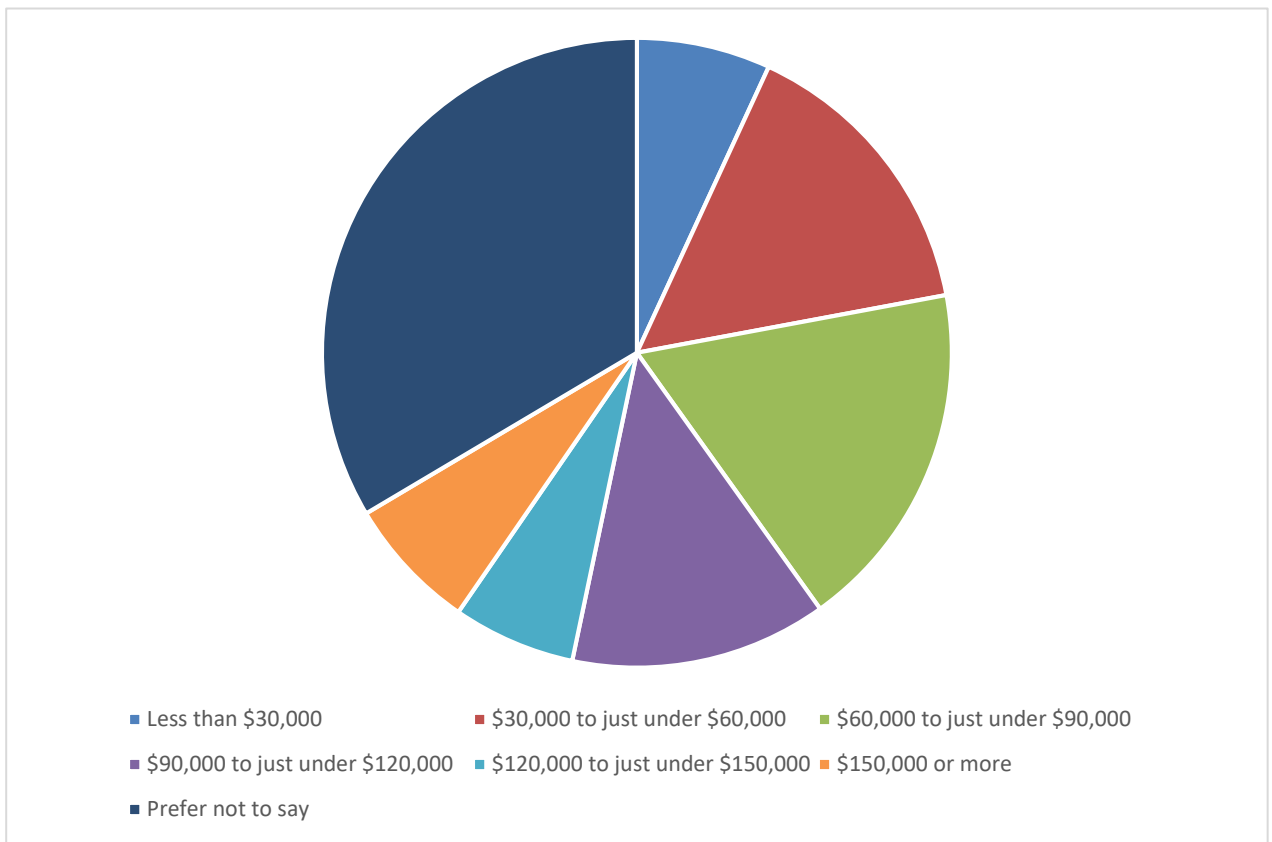
Q24. What is the highest level of education you have achieved?

Some high school	12
Completed high school	32
Some technical school or college	23
Completed technical or college diploma	66
Some university	36
Completed undergraduate university degree	110
Completed graduate degree (Masters or PhD)	66
Prefer not to say	8



Q25. What is your annual household income before taxes and deductions?

Less than \$30,000	24
\$30,000 to just under \$60,000	53
\$60,000 to just under \$90,000	63
\$90,000 to just under \$120,000	46
\$120,000 to just under \$150,000	22
\$150,000 or more	24
Prefer not to say	117



Q26. Do you have any closing comments about Nature Saskatchewan?

- Have been associated with the Loggerhead Shrike program.
- I feel the org focuses too much on education initiatives and not enough on advocacy and actual conservation protection/ restoration.
- just interested to find out how it works
- I really enjoy the resources available on the website for kids. Thank you
- During CoVid seems to be excellent time to educate our citizens of all aspects of our natural environment and benefits.
- Would just like to learn more about it.
- get the word out! this province needs reform fast before we deplete what we have - thanks for your work!
- Thank you for all the good work you do!
- I support your work and encourage you to continue.
- Keep up the good work!
- Keep up the good work.

Nature and the environment are going to need all of the help they can get.

- Please continue with your programming.
- Sounds like something I would like to know more about
- Yes; I am writing a multi-part article on conservation in Western Canada; I'll go to your website to find out more about your landowner initiatives.
- Love the organization!
- Have fun..wish i knew more..i always respect nature..she lives
- I do not live in SK, but I'm curious to learn about nature conservation organizations in other provinces.
- Keep fighting the good fight!!!

· membership maintenance, bringing back lapsed memberships, sending out directed information based on membership category(annual, life) and donor status, while mundane. Active involvement in the membership is very important to not loose contact. Who is contacting lapsed members?

- I'd like to see Nature Sask continue to raise its profile. Not enough people know about NS.
- Lots of amazing things NS currently does. Keep up great work!
- I believe Tom Gentles was once involved with Nature Saskatchewan. I learned about it from him when we were both members of the Regina Archaeological Society.

- I have heard of it but that's about it. Interested to learn more.
- This is new to me I'm not familiar with this program but am interested
- keep up the good work
- It would be helpful to share your information with the local libraries.
- I am familiar with Nature Sask and follow closely on social media.

I don't have kids and only have half an acre of land so most of the programs don't apply to me.

- Keep up the good work.
- I would like to learn more about projects that support biodiversity and habitat, advocacy, and landowner stewardship
- Keep up the good work
- I'm extremely interested in the land owner stewardship programs. This is something I'm very passionate about but have never heard of. You also need more social presence that goes beyond birds... I thought it was all about birds to be honest (still important but wow! Had no idea you do so much!)
- Thank you for your good work!
- I am involved with Nature Regina and take part mostly through it.
- Thank you for your endeavours!
- Great staff and the board members I've known are also wonderful people
- I would like to see the magazine and look at information on a website
- Keep going! Our nature needs help.
- Confusion between your organization mandate and that of Nature Conservancy. Would like to see more maintained and interpreted trail systems thru south and central sask, or if they exists, better promotion of them to the general public.
- So thankful some people are giving their time and resources in helping to preserve the land for future generations to enjoy.
- I would like to see stronger advocacy (more action) toward conservation of natural environments in Saskatchewan
- Keep up the excellent work

· I am interested but I have recently moved to B.C. (showed that I lived in Saskatoon). I appreciate your informative emails and am able to pass on relevant info to family and friends. Thank-you.

- Would like to see NS continue to reach a larger audience , even though that audience may not be interested in becoming members
- I would like to know more about the organization and how to join.
- Looking forward to learning a little more about it.

- I appreciate staying updated through social media posts including the descriptions and photos provided. My request is that this group includes accessibility testing when producing content and files. Refer to the accessible Canada act as well as WCAG 2.1 requirements found online to creating accessible content so all can experience this information.
- Keep up the great work.
- Keep up the great work!
- Thank you
- Worthwhile organization; some priority alignment may be useful to limit extended effort on too wide a variety of projects.
- Would like learn more about it
- I am happy you exist. Thank you
- Keep up the good work! You are visible and seem to have a cohesive, friendly team.
- Thank you for contributing to the community.
- I'm interested in information and content that helps me learn things for my own interests. I'm completely overwhelmed by climate and natural history disasters, requests for petitions, requests for me to contact members of government, requests for money. Please don't.
- Keep doing your good work
- Thank you for your help in preserving Saskatchewan's land and animals!
- NS does very important work for the people and wildlife in our province
- A wonderful organization
- Unfortunately fighting an uphill battle.(not a criticism)
- We ranch at Biggar Sask using the principles of holistic management (regenerative agriculture). and have noticed an increase of many native species especially song birds.
- Great organization
- In the words of Kirk Wipper, "keep up the good work old moose. "
- I would like to see Nature Saskatchewan have a greater presence in Southeast Saskatchewan - Estevan area.
- Saskatchewan parks must ban single use plastic styrofoam disposable utensils
- As I said, I've read Blue Jay but find that it's mostly just an academic paper with a little dressing - it's not for ordinary people. Also, I've found NS to be mostly bird-centric, or at least that's my impression.
- You do a lot of good work, and great in cooperation with Nature Regina and others..I think we all need to become way more political with Climate Action demands of all levels of government. They try to silence non-profits by threatening loss of charitable status, but what kind of world will we have if big business and industry continue to destroy, toxify habitats, burn fossil fuels, and we experience ecosystems collapse?
- I wish it would allow me to contribute more to the nature conservation

- Keep up the great work!
 - Feels like a bit of a closed box for existing naturalists in the old-school sense. I think there is a lot of opportunity to grow. How does it help the public? How can it contribute to an environmentally minded community and bring people together to make positive changes to our province? How can it educate folks who are not already naturalists?
 - I have full intentions of becoming a member starting in 2021. I will also be using it as a Xmas present option (i.e purchasing a membership for a family member). I just need to get around to the paperwork....
 - I feel like there are lots of “nature organizations” all focussed on conservation and education. SK is small. Not sure why they don’t all get together to do something big and meaningful rather than a bunch of small membership programs.
 - I think you have amazing staff.
 - Great organization... keep up the good work!
 - I do miss the paper that members used to receive
 - Keep up the great work. Let me know how I can help expand you influence.
 - Thanks, and keeping building on reaching out and getting name out there.
 - I get Nature Saskatchewan and Nature Regina confused.
 - Great organization that more people should belong to.
 - An important and very solid organization in my experience. I hope it continues to grow and improve, and is successful in addressing its mandate.
 - Encourage people to submit more citizen science items for the Blue Jay and website such as rare bird sightings, pictures of flowers with their names, pictures of butterflies to help with identification, more information on the effects of climate change and suggestions of small things that might help our natural world, for example solar powered wind turbines.

 - Please set up an office in the South East area. I worry about the natural preservation of our wild flora and fauna due to big farming and oiling industry. Natural wild land is being constantly cultivated and there are fewer and fewer animals in our area as well as plants.
 - Good survey!
 - Need more active environmental lobbying.
 - Nature Sask is great, keep up the good work. I would love to see more advocacy from you. Not nearly enough. Thanks!
 - I didn’t realize they were involved in so many initiatives. Well done!!!
 - Keep up the good work
- Think it is very important to target young people as they will determine, in many ways, our future
- Thank you for all that you do!

- Love it! Can more of the Blue Jay magazine online?
- Would be very interested in speaker events and walking tours throughout the Qu'appelle valley
- Would love more info for bird count in our area, Edam SK
- I would like to be informed of environmental issues in Saskatchewan. We are so busy I don't see us participating in an events in the near future.