

# Report on Hut News Survey 2022

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## Summary

A survey of members of the Society was conducted in February 2022. The aim was to provide the management committee with feedback about levels of satisfaction with Hut News. 178 responses were received, and this is regarded as a significant number and therefore a reliable source of information about opinions of Hut News and as a general reflection of who our members are.

While we can conclude that members are satisfied with Hut News, we should also reflect on how to increase attraction and retention of members from younger age groups.

## Introduction

The management committee decided in January 2022 to conduct a survey of those members who receive Hut News. The newsletter has changed in style and format many times during the Society's history and while it is viewed as an important organ of communication with members, it is also important to ensure that it meets member's needs and stays up to date with trends in newsletters in similar organisations with similar audiences. Since there has recently been very little opportunity to gather feedback from members, the survey was one way to do this.

## Aims

The aims of the survey were as follows:

- To determine levels of satisfaction with various aspects of the current Hut News from members.
- To understand some preferences and demographic details of readers of Hut News and therefore our members.
- To make recommendations for future editions and for the Society.

## Method

The survey was designed by the Editor and the Publicity Officer and then reviewed by the Management Committee..

The intention was for the survey to be short and to cover no more than two pages. The result was a total of 13 questions, some of which included sub-questions. In most cases only a tick was required, partly to simplify the experience for those who took part, but also to simplify scoring.

Questions were intended to discover:

- how much the newsletter was being read
- the demand for digital vs paper formats
- requirements for content
- the length of articles
- frequency of publication
- levels of satisfaction
- experiences of other newsletters and other information media
- some aspects of the demographics of readers.
- And to provide an opportunity for open comment.

Since the newsletter is published in both hard copy and digital formats, the survey was enclosed in print in the hard copy of the February issue of the newsletter and sent in digital format using Survey Monkey and attached to the weekly Eblast on 1 February.

Incentives to complete the survey were provided. An addressed reply-paid envelope was enclosed for members who receive the printed version. For those who were willing to give their name and contact details, the chance to win one of three prizes was offered. The draw for prizes was held at the Sunset Gathering on

## **Results**

A total of 178 responses were received. Of these 84 were from printed Hut News and 94 were from the digital version (most via Eblast). If the total number of members is assumed to be 900, these represent 9.3% and 10.5% respectively of the total.

There were few surprises in the results. See Appendix 1. The typical member who reads Hut News and who responded to the survey presents the following picture:

- Reads all of each newsletter and spends half an hour doing so. Slightly more read the digital version.
- Most paper version readers do not want to switch to the digital version.
- Prefers news and reports about Society activities, news about general environment issues and features about animals or plants native to the BMWHA. Slightly more than half also like to read about environmental education, history, the walks program and to see photographs.
- Of the Society's activities most want to read about campaigns to protect the Blue Mountains. Here there was a significant difference between those who receive the digital version vs paper. Digital readers are more likely to prefer to hear about meetings and events than those who read the paper version (77.66% compared with 57.14%). The results of all other topics were evenly spread.
- Most readers say that the maximum length of 500 words for each article is just right.
- If there were to be a change in frequency, most want no change while about 30% opted for bimonthly.
- The average level of satisfaction was 8.9/10 for paper readers and 8.4/10 for digital readers. This is probably a significant difference, but the reason is not clear. We can only guess.
- Most have a tertiary level of education with more in the digital reader category.

- By far a majority use the ABC, newspapers, other online or printed newsletters and books as their source of information about environmental/conservation issues. Here there is an unsurprising but significant difference between digital and paper readers, reflecting a preference for hard copy by paper readers.
- Most paper readers read the Sydney Morning Herald or the Age and a significant number of digital readers read The Saturday Paper.
- 37.5% of paper newsletter readers also use social media while 43.62% of digital readers use such media.
- Most 83.75% and 87.23% are residents of the Blue Mountains.
- Most are between 60 and 80 years of age (68.75% and 73.12%) although a reasonable number (13.75% and 18.28%) are between 40 and 60.

### Discussion

The Society has not been recording ages or qualifications of members so we have no means to compare these details with those received in the responses. So this discussion assumes that the survey responders area a representative sample of our members.

Nearly 25% of recipients of the printed version of Hut News answered the survey and 17% of the digital version answered it. This difference could reflect broader reading or information preferences of those who receive the digital version.

We can also say that our members are in general content with Hut News as it is.

### But Who Is Missing?

While there are slightly more members represented in the 40 to 60 age group among the digital responses, the number or proportion is not representative of the population of the Blue Mountains.

The 2016 census showed that the following data for age groups over 4 years of age in the population which is now nearly 80,000 (although these proportions might be different in the 2020 census which is not available) (Ref 1):

Age group	Number	Percentage
Primary schooler (5 to 11)	6,939	9.0
Secondary schoolers (12 to 17)	5,883	7.7
Tertiary education and independence (18 to 24)	5,418	7.0
Young workforce (25 to 34)	6,985	9.1
Parents and homebuilders (35 to 49)	15,233	19.8
Older workers and pre retirees (50 to 59)	11,382	14.8
Empty nesters and retirees (60 to 69)	11,225	14.6
Seniors (70 to 84)	7,974	10.4
Elderly aged (85 and over)	1,630	2.1

What we don't know is:

- If there are members in other age groups who did not answer the survey or
- If there are people who have become members and have then not renewed their membership or
- If we are not attracting people in other age groups.

This raises the question - why have we not attracted or held onto more members among those who are most commonly represented in the population ie 35 to 59 age groups or even younger groups? A Roy Morgan study undertaken for the World Wildlife Fund (ref 2) in 2017 identified the 25 to 34 age group as having increased identification with the statement -'At heart I'm an environmentalist' during the previous five years. The only other age groups to have increased their level of interest to the same extent were over 60. Is it too easy to say they are busy with other aspects of life? What is our reputation among these age groups? Why wouldn't we attract them?

We have almost 6000 followers of Facebook who are not converting to becoming members. Why don't these people join? Also, during the membership drive last year there were many 'click throughs' from the advertisements to our website across all age groups but poor conversion to joining. Why not?

We simply don't have enough information to know the answers to these questions but it seems that there are more potential members in the Blue Mountains than we are attracting or keeping.

### **Recommendations**

- That the various aspects of the current Hut News which are identified as positive in the Appendix 2 be recognised and continued.
- Similarly, that negative comments be identified and used to improve Hut News
- That the Society ensures that its topics of interest and styles of communication are consistent with the need to attract these target audiences and that the planned 'brand refresh' go ahead as soon as possible
- That the Society explore attitudes to the Society, reasons for not joining and what would interest potential members especially among younger age groups. Eblast and Facebook could be used for this purpose
- That a closed Facebook page be set up for members only where more comment and engagement is possible and comments on member activities, bushwalks, campaigns etc can be gathered.

## Appendix 1 Table of results

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
1. Do you read every issue of Hut News to some extent?	• Yes	84	100	90	95.74
	• No	0	0	4	4.26
2. What proportion of it do you read?	• All	59	70.23	37	39.36
	• Half	5	5.9	15	15.96
	• One or two pages	1	1.1	5	5.32
	• None	0	0	0	0
	• Varies	18	21.4	37	39.36
	• No answer	3	3.57	0	0
3. How long do you spend reading Hut News?	• Five to ten minutes	11	1.3	30	31.91
	• Half hour	41	48.8	50	53.19
	• One hour	20	23.8	13	13.83
	• More	6	7.1	1	1.06
	• No answer	6	7.1	0	0
4. a) How do you read Hut News?	• Digital version delivered through the email newsletter....	2	2.38	58	61.7
	• Digital version from the Society's website	18	21.4	4	4.26
	• Paper/hard copy version.....	67	79.7	15	15.96
	• Bit of both....	20	23.8	17	18.09

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
b) If you only receive the printed version would you please answer the following.  Which, if any, of the following would encourage you to switch to the digital version (tick any)	• Lower membership fees	1	1.19	2	2.78
	• More content	0	0	4	5.56
	• Faster access to it	1	1.19	2	2.78
	• Colour photographs.	7	8.33	3	4.17
	• None of the above. I prefer reading the printed version	58	69	17	23.61
	• No answer or not applicable	12	14.28	50	69.44
The following is a list of features used in Hut News to varying degrees. Would you please select which features you prefer	• News and reports about Society activities and campaigns	71	84.52	90	95.74
	• News about general environment issues	72	85.7	70	74.47
	• News about climate change issues	49	58.33	55	58.51
	• Features about animals and/or plants native to the Blue Mountains or the World Heritage Area	81	96.42	89	94.68
	• Letters to the editor	29	34.52	41	43.62
	• Environmental education	44	52.38	52	55.32
	• History.	58	68.04	57	60.64
	• Advertisements about events etc	41	48.8	46	48.94
	• Poetry	25	29.76	25	26.6
	• Stories	42	50.0	50	53.19
• Photographs	52	61.9	62	65.96	
• Walks program	49	58.3	58	61.7	

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
Which of the Society's activities do you want to hear about?	• Environmental education	50	59.5	56	59.57
	• Campaigns to protect the Blue Mountains	78	92.85	92	97.87
	• Climate change	49	58.3	57	60.64
	• Native plant nursery	53	63.09	59	62.77
	• Bushwalking	49	58.3	61	64.89
	• Bushcare	42	50.0	53	56.38
	• History of environmental protection in the Blue Mountains	55	65.47	55	58.51
	• Meetings and events	48	57.14	73	77.66
8. The maximum length of most articles in Hut News is 500 words or one page. What, if any, would be your comment about this length?	• Too long	5	5.95	4	4.26
	• Too short	2	2.38	1	1.06
	• Just right	66	78.57	68	72.34
	• No opinion (Or depends on the subject)	11	13.09	21	22.34
9. Hut News is published monthly. If this were to change, what frequency would you be content with?	• Bimonthly	23	27.38	30	31.91
	• Quarterly	8	9.52	9	9.57
	• No change	49	58.33	55	58.51
	• No answer	3	3.57	0	0

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
10. On a scale of 1 to 10, where 1 is lowest and 10 is highest, what is your level of satisfaction with Hut News.		Average 8.9		Average 8.4	
11. If there is another organisation's newsletter you receive that you admire, please note it here.	See Appendix 3				
12. It would help us to improve Hut News if we knew more about our readers. Would you please provide the following:	a) Level of education (optional) <ul style="list-style-type: none"> <li>• Tertiary education               <ul style="list-style-type: none"> <li>University -</li> <li>Bachelor's degree</li> <li>postgraduate</li> <li>- TAFE diploma</li> <li>- other</li> </ul> </li> <li>• Secondary</li> <li>• None of the above</li> </ul>	26 28 16 1 7 6	30.9 33.3 19.04 1.19 8.33 7.1	29 41 14 3 5 0	31.52 44.57 15.22 3.26 5.43 0

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
	b) What other media do you read to keep informed about environmental/conservation issues?				
	• Newspapers (see question c below)	61	73.75	59	62.77
	• Other online newsletters	34	40	55	58.51
	• Other printed newsletters	21	25	20	21.28
	• Web pages....	28	35	61	64.89
	• 'The Conversation' newsletter	24	28.75	37	39.36
	• The ABC	76	90	84	89.36
	• Commercial television or radio	17	21.25	15	15.96
	• Facebook	23	28.75	25	26.6
	• Instagram	5	6.25	6	6.38
	• Twitter	2	2.5	10	10.64
	• Books	48	60	51	54.26
	• Other - please name.....	0	0	16	17.02
	• None.....	0	0	1	1.06
	c) Which newspapers, if any, are sources of information for you?				
	• The Sydney Morning Herald or The Age.....	63	75	51	66.23
	• The Saturday Paper (Schwartz publication)	15	18.75	24	31.17
	• The Telegraph or The Australian		8.75	8	10.39
	• Other - please name	7		41	53.25
	Blue Mountains Gazette	11	13.75		
	The Guardian	6	7.5		
	None	5	6.25		
	d) What is your association with the Blue Mountains?				
	• I am a resident	71	83.75	82	87.23
	• I visit frequently	9	11.25	9	9.57
	• I visit only sometimes or infrequently	4	5	3	3.19

Question		Printed survey		Survey Monkey	
		Number	% (total 84)	Number	%(total 94)
	e) Your age group (optional)				
	• Under 20	0	0	0	0
	• 20-40	0	0	2	2.15
	• 40-60	8	13.75	17	18.28
	• 60-80	57	68.75	68	73.12
	• Over 80	19	22.5	6	6.45
13. If you wish, please add any other comment about Hut News here.	See Appendices 2 and 3 below				

## Appendix 2- Comments from printed newsletter readers

### Content

1. Would be nice to include issues of environmental importance from BMCC and NSW Government
2. I miss Probet's bird stories
3. I like the full page layout for main stories. I would also like short updates on projects and nursery news
4. Like more articles about Das and how to deal with them
5. Hut News could do more to alert members about stuff worth reading - online articles, websites, books
6. Love your articles about birds, wildlife, and plants most of all. Congratulations
7. I would love to see some of the nature photos in colour
8. I miss the regular column on birds which just ceased to appear
9. Proforma for writing to Ministers for environmental issues eg Mugii Murumban. (I have a letter writing group who meet monthly)
10. Don't think it needs to change, no need to make it more comprehensive as many state and federal groups do this. Cut down if it is draining the campaign resources
11. If you want to promote general knowledge of climate change/environmental issues, I think it would be better to simply include references to good websites and maybe discuss good books
12. It has a good mix of serious and lighter, practical, and philosophical, activism and observation
13. Feb 2022. Hamilton Hume first Australian born 1797- is ambiguous
14. I miss Carol Probet's column on birds
15. Listing ways in which members can contribute to Hut News, the Conservation Society and local environmental issues (I feel unqualified to be on the committee)
16. A regular feature to learn about a plant or animal in detail would be good
17. I like longer in-depth articles about Blue Mountains nature and places

18. More environmental poems would be good
19. I love articles about flora and fauna - more of them please
20. I enjoy reading the newsletter and my only criticism is that the content of often sparse although always of high quality. Having said that I could start contributing articles myself
21. Older versions eg 2006 were more concise and predictable eg office holders on page 2, bushwalks on back page and quickly found.
22. Really enjoyed Alan Page's Ramblings on notes and coins

### **Frequency**

- There is much environmental devastation happening. Hut News is in the forefront of informing us. If bimonthly not possible then quarterly ... compelling read and action

### **Electronic vs paper**

1. Although a paper copy is nice perhaps it's time to just be online to save costs
2. I really enjoy the local content and historical articles. I would be ok with receiving an electronic version of Hut News.
3. We really appreciate the newsletter and enjoy having and keeping the printed version
4. Love to have the hard copy for referring to and reading slowly, like that it includes news and info
5. Don't mind black and white photographs
6. Digital is a nightmare
7. Could change to digital but like to look at past copies and pass on or cut out
8. Please don't go digital only. Printed newsletter is valuable for libraries and archives
9. Only have a small screened mobile phone for internet access so prefer to read hard copies/snail mailed newsletters
10. From a long letter advocating printed newsletters 'in my opinion the previous newsletter was much better for a printed version'.
11. I appreciate that the printed hard copy takes up valuable Con Soc time and resources and if the digital version was the only version available, im fine with this.
12. I like the quick snapshot quality of the digital 'BMCS campaigns' email with further detail under 'read more' if of interest. Let's you know what needs action straight away.
13. I like it- keep it. I prefer to read paper unfortunately.

### **Appreciation**

1. You all do a wonderful job - thank you so much
2. It is my main source of information about current and emerging environment issues that affect the Blue Mts and is highly valued
3. Valuable source of information about environmental issues and events in the Mountains - thank you
4. Many thanks for all you do
5. I look forward to getting my Hut News each month and sitting with my cup of tea
6. You are doing a fine job
7. Many thanks for hardworking committee members
8. A great service to residents on many levels. Please continue
9. Keep up the good work
10. I enjoy reading it with a cup of coffee every month
11. It is an excellent local conservation and community news and analysis source
12. Thanks to the dedicated team that put it together and keep it informative and interesting
13. Nice to receive - gives a feeling of belonging

14. I enjoy reading every article in Hut News
15. I look forward to reading it each month. It encourages me to keep active on environmental issues
16. Hut News is my favourite newsletter - my thanks to the contributors
17. The Hut (News) is among the best - I get several
18. We appreciate the voluntary effort put in by members and committee through the newsletter. we are informed and have been able to take action through petition writing to members and government etc.
19. The Conservation Society has been a great lobbying force with many issues carried forward
20. I think the newer format is fresher and informative. A difficult job well done. I took the email only option a long time ago but kept getting the hard copy so continue with it.
21. Keep up the good work. I always look forward to each issue
22. Thank you for your hard work.
23. Would happily pay extra fees to cover postage
24. I find it a good source of information that I use to write to MPs about concerns etc

### **Appendix 3 - Comments from digital readers via Survey Monkey**

#### **Q17 If you wish, please add any other comment about Hut News here**

**Answered: 58 Skipped: 3**

1. Appreciate the work and dedication that goes into its production.
2. Get someone to design a good template and teach people how to use it. Ditto the website.
3. It is good to see that there is mostly now more text and photographs on a page than there is white space. Wide paragraph spacing is irritating when we often want more detailed articles. We want good solid detail about some issues not generalist writing. Most items should be Blue Mountains related. The opportunity to comment on some articles in a Letters to the Editor or other feedback arrangement could be good so long as its not dominated by a few loud voices or becomes offensive or argumentative.
4. Keep up the good work
5. N/A
6. An excellent publication to keep abreast of local environment issues
7. Perhaps more brief local news items would be good - Council environmental activities, tourism activities, local personalities .....
8. Love it : ) And wish I had more time to support events etc.
9. Nil
10. N/A
11. Overall it's an informative, useful newsletter that allows members a more in-depth look at some of the key environmental issues and also the features of interest that are worth protecting in the Blue Mountains environment. One area that could improve the appeal of the newsletter is the design and use of photography. This is already at an acceptable level but I think there's an opportunity to take it to the next level to increase reader engagement. My professional background is in communication and brand management and design for the big three universities in Sydney so I can see opportunities in the overall presentation of the newsletter. I now live in Medlow Bath and work part time so I can get out and bushwalk more often and photograph and promote the importance of enjoying and protecting the Blue Mountains environment through my Facebook page Wild Blue Mountains that is now close to 4,000 followers. If the frequency of publication changes from monthly to bimonthly or quarterly I'd be happy to provide design services for the newsletter. I'll email samples of my work so you can decide if this is something that might be of interest to you.

12. I would love to know what is happening about cat management in the Blue Mountains. Also, whether a campaign can be mounted to implement a dusk to dawn curfew for domestic cats. This would save many native animals from being attacked when they are the most active, and it would allow feral cats to be trapped more easily and removed from the bush.
13. The layout and colour photos have improved a lot recently. Seven years ago I wrote a book which is now on-line called the 'The Politics of Deceit' mainly on Climate Change. Could I do a Book Review on it for the Hut News. It is more relevant now than when I wrote it in 2014.
14. I like the new format and it is main my connection with BMCS while I am caring for my mother. My mother is also a member and receives a paper copy.
15. It's a vital service and resource for the environmentally concerned community. Wonderful that it's all done by volunteers, too!
16. Love the Hut News, please keep it up. I realise it's a lot of work but so good to hear about the campaigns and work you do. As well as events coming up. Really appreciate everyone's efforts, thank you!
17. Bring back Carol Proberts' column!
18. Thank you for continuing to promote the Blue Mountains region and highlighting the importance of protecting this area through your actions and publications.
19. My life for the last few years has been somewhat disorganised, but things are improving and I hope to become more involved with the Society
20. Thanks for pulling the newsletter together :)
21. Always excellent quality, thank you
22. Nil
23. Varied length of articles. Surely varied length of each edition suits electronic publication and can be accommodated in the fewer printed (maybe multiples of 4 page lengths). Variety! Content type, authors. Discussion of survey results before AGM decision.
24. Keep up the good work !
25. It's short, digestible and I leave it in my teaching space for parents to read. It helps to keep my connected to the issues just nearby in one of the worlds most beautiful and precious places. I think sometimes it needs to not be so repetitive on the same issue like petitions in the e-newsletter, or at least mix up the placement
26. Newsletter is OK.
27. I enjoy reading it
28. Love it! Keep up the campaigns, info on plants & wildlife, plant sale, conservation support etc
29. Im impressed with it and usually pick up on the campaigns you are running. I did enjoy the meetings that you used to hold as topics were interesting and, if ever I became more active I think that would be venue that would encourage me
30. Keep up the good work. Appreciate it a lot, especially seeing as it is done voluntarily. I chose 40-60, but could have chosen 60-80 given my big 0 birthday this year.
31. Hut News is great but some semi- regular meetings like the olden days at The Hut would be nice.
32. Thank you for your great work! 2/6/2022 6:20 PM
33. I've only been here for a short time. No comment except to say it's very well done. The concern I have involves other issues.
34. N:A
35. It's great to get it and I appreciate the content thanks.
36. I love the articles about birds, thank you Carole Proberts (my apologies if I have misspelt your name)
37. Sometimes, political type articles on environmental/conservation issues can be somewhat boring to anybody with a reasonable level of understanding of these issues and the political context in Australia. They sometimes have an element of preaching at the reader. I typically do not read any of these type of articles.

38. I think what you are doing is invaluable. This is a unique area that must be appreciated and protected . People must learn about issues such as dam raising , joy flights etc . So they can do some can do something.
39. The layout/format changes undertaken by the current editor have given the newsletter a 'fresh' look.
40. Thank you for a sterling effort! Well done. May it long continue.
41. We enjoy reading the Hut news especially the printed version. Its a good source of local knowledge and activities. Its easy to read.
42. Very happy to be a member of a local organisation striving to protect our environment, thank you.
43. For an all-volunteer thing you do a wonderful job
44. I love the work that the BMCS do and will continue to support the organisation as best I can
45. My partner and I appreciate the effort that goes into every issue of Hut News. The publication plays an important role in the protection of the Blue Mountains' natural environment.
46. Whilst I believe combating climate change is probably the most important thing we can do, I don't think the articles on climate change in Hut News are very informative. I don't think I learn anything new from them. I think Hut News can be less frequent as there are already many emails with news and events. It could have longer, more in depth articles if it was less frequent.
47. I'm in admiration of the skill, effort and knowledge displayed with each copy of Hut News. I fully understand if the present output can't be maintained, but love it as it is!
48. I really enjoy receiving my digital copy of Hut News . I live In Manly now so am interested in activities on North Head ... I am a member of the North Head Sanctuary Foundation and Ivanhoe Park . I lived in Pritchard St at Wentworth Falls for 10 years and enjoyed a very happy life there .
49. I look forward to receiving it each month!
50. Maybe including (with permission) great articles that have appeared in other newspapers, magazines or journals. For longer articles the full article could be included on the website.
51. appreciate seeing BMCS submissions (or summaries of)
52. If the problem is the effort in getting Hut News out monthly, quarterly would be OK I guess but not ideal for contemporary issues.
53. Great publication!
54. Really enjoy the Hut News, it keeps me connected to the mountains where I grew up.
55. Would miss it if I did not receive it.
56. I look forward to it and I am informed about it - for education and activities.
57. None
58. Please don't change anything!

#### **Appendix 4 - Answers to question 11- Other suggested newsletters to note**

The following newsletters were noted by responders as being admired. The list is in no particular order but those noted more than once are listed in bold.

**Australian Plants Society**

**NPA Nature News**

**Birdlife Australia**

**Colong Foundation**

**Blue Mountains Historical Society (*Hobby's Outreach*)**

**Warringah Bushwalkers Club**

**Wilderness Society**

Bromeliad Society of Australia

*Bushtracks* -Australian Bush Heritage

The Diggers Club  
Australian Wildlife Conservancy  
Foundation for National Parks and Wildlife  
Cancer Wellness Support  
BM Refugee SG  
Zoo Friends  
Blue Mountains Bird Observers  
Lord Howe Island  
Lower Blue Mountains Garden Club  
Australian Conservation Foundation

**References**

1. 'Service Age Groups', Blue Mountains City Council, Community Profile
2. 'Australian Attitudes to Nature 2017'. Report prepared for WWF Australia, Roy Morgan Research