

# CDPNEWS READER SURVEY RESULTS

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## 1. Goal and method

As members of the editorial team, we constantly strive to make *Carnivore Damage Prevention News (CDPnews)* a valuable source of information for you, our readers. To help us better understand your preferences and guide our editorial decision-making, in spring this year we conducted a reader survey.

We prepared a questionnaire in Google Forms consisting of 21 items organised into five sections covering characteristics of respondents and their ratings of the content, style, format, accessibility and usefulness of *CDPnews*. Most items were closed questions, with multiple-choice or Likert-type scale responses, but we also included a few open questions to allow more detailed expression of opinions.

A link to the online survey was featured in issue 24 and associated emails sent to mailing lists as well as on our website. Between 17<sup>th</sup> March and 24<sup>th</sup> May 2022, we received a total of 90 responses which were used for the following analysis.

## 2. Results

### 2.1 Respondents

Respondents most frequently described their main role in relation to carnivores as researcher (40%), practitioner (16%), expert advisor (14%), manager

(8%) or conservationist/environmentalist/naturalist (7%). They stated that they work mostly in Europe (75%) followed by North America (12%), Asia (6%), Africa (5%) and South America (2%). Within Europe, Germany (34%) was most frequently mentioned, followed by Portugal (26%), Italy (10%), Spain (7%) and Switzerland (7%).

Respondents most frequently stated that they first heard about *CDPnews* by word of mouth (34% of responses), in a mailing list (26%) or website (22%). Most of them indicated that they had read a few (47%) or most (30%) issues, typically focusing on the parts that interest them (73%) or reading it from cover to cover (19%). Most began reading *CDPnews* after AGRIDEA became the publisher (53%) or during the preceding period of the LIFE MedWolf project (28%). The majority of respondents (76%) said they receive *CDPnews* by email (e.g. mailing list, newsletter) and 30% download it from the *CDPnews* website.

### 2.2 Content

When asked about the usefulness of various types of content, articles were most often rated as “very useful” or “useful”, followed by abstracts, news roundup, books/reports, interviews, events, videos and, lastly, editorials (Fig. 1). Only 1–7% of responses indicated that any of these items was considered “not useful”.

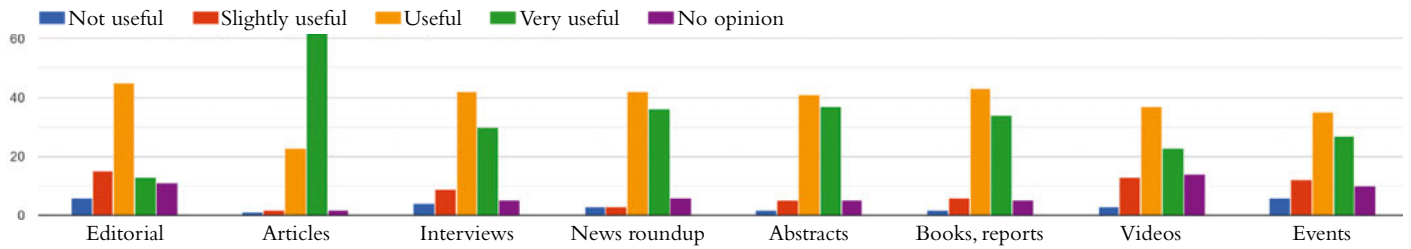


Fig. 1 Responses to the item, “Please rate the usefulness of the following sections”.

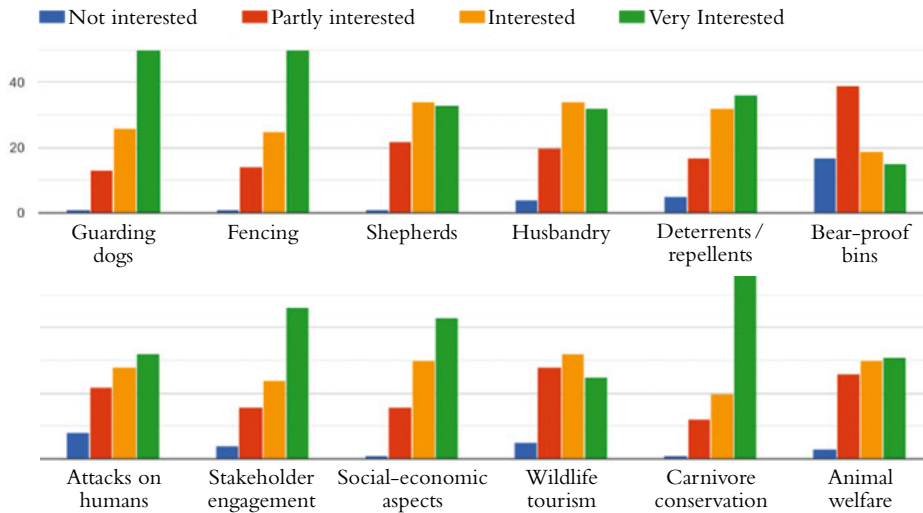


Fig. 2 Responses to the item, “Please indicate your interest in reading about the following topics”.

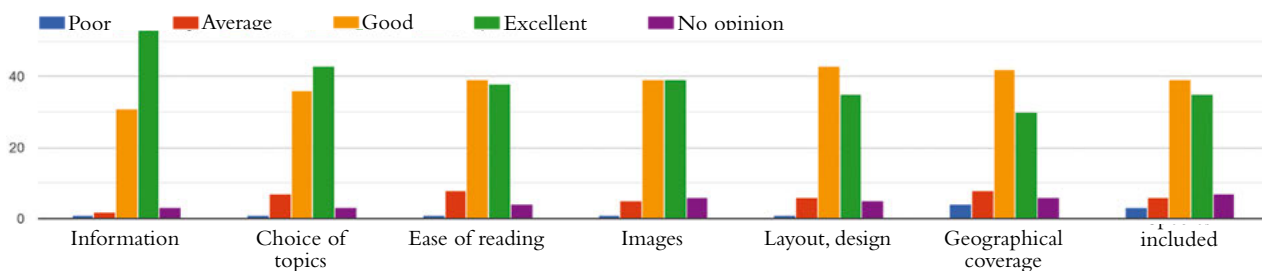


Fig. 3 Responses to the item, “Please rate the quality of CDPnews”.

Respondents were most commonly “very interested” or “interested” in carnivore conservation followed by guarding dogs and fencing, stakeholder engagement, socio-economic aspects, deterrents/repellents, shepherds, husbandry, attacks on humans, animal welfare, wildlife tourism and, lastly, bear-proof bins (Fig. 2). Twenty respondents also took the opportunity to mention other topics that they would like to read about, such as damage caused by golden jackals, methods to facilitate coexistence with urban carnivores and countering disinformation.

### 2.3 Quality

Under the item which asked respondents to assess the quality of *CDPnews*, all seven listed aspects were rated positively much more often than they were rat-

ed neutrally or negatively. Information content was most often rated favourably (“excellent” or “good”), followed by choice of topics, images, ease of reading, layout/design, species included and geographical coverage (Fig. 3).

### 2.4 Style

A clear majority of respondents (71%) “like the current style”. Far fewer would prefer it to “contain more scientific data and analysis” (19%) or, conversely, “be more like a magazine: less technical” (8%). Similarly, most respondents rated the current length of *CDPnews* (the number of pages per issue) as “usually about right” (69%), with the remainder considering it “a bit too long” (14%) more often than “a bit too short” (4%).

## 2.5 Format and accessibility

The preference of most respondents for viewing *CDPnews* is in the form of whole-issue pdfs (62%) and/or an online version (59%). Minorities would like there to be separate pdfs for each article (26%) and/or a paper version (19%). Online publication of individual articles as they are completed was the least preferred option (7%). No other formats were suggested by respondents.

Most respondents (79%) stated that language is not an obstacle for them or their colleagues to read *CDPnews* (this finding is probably biased because people for whom language is a barrier would have been less able to complete the questionnaire). Those who answered that language was an obstacle would most often prefer to read it in German, followed by French.

## 2.6 Usefulness

A large majority of respondents rated *CDPnews* as “useful” (49%), “very useful” (37%) or somewhat useful (13%) for their work. A total of 51 responses were received to the item, “Please specify in what way(s) *CDPnews* is useful for your work or, if it is not, what changes could help to make it more useful for you?” All the responses were positive, expressing appreciation of *CDPnews* as an accessible source of up-to-date information and a platform for exchange of knowledge, experience, new ideas and perspectives. The only specific suggestion for improvement, made as part of a positive response, was to add more scientific information (control vs. treatment) and analysis.

When asked what other sources of information on carnivore damage prevention they use regularly, respondents most often mentioned scientific publications (31% of all responses), peers, colleagues or other personal contacts (13%), the internet (10%), seminars, webinars, conferences or other meetings (10%).

## Conclusions

Although the survey method has inherent biases and weaknesses (for example, we do not know if the opinions of those people who opted in are representative of our readership as a whole or what are the views of people who are not current readers of *CDPnews*), the responses to the questionnaire provide valuable information and insights that we will utilise in our planning process for the next cycle of issues as we prepare for a new funding period.

Overall, the results are very encouraging. It seems that the majority of readers like the existing format, style and content of *CDPnews* and rate its quality favourably. There is no obvious call for major changes except that a majority of respondents want to have an online version of *CDPnews*. In addition, a substantial minority of respondents would welcome separate pdfs for each article. If archived in an online database within the *CDPnews* website, this would have the added benefit of enabling searches by topic, species, country and so on. There is also an opportunity to refresh the layout/design for the next publication period.

The survey results provide good evidence that *CDPnews* is reaching its target audience. While the largest proportion of respondents identified themselves as researchers, an almost equal number stated their main role as practitioner, expert advisor or manager. The exclusively positive nature of responses to the open question on its usefulness also indicates that *CDPnews* is making an impact by disseminating up-to-date information and sharing knowledge and experience among field workers.

We are very grateful to everyone who completed the survey. If you did not do so and would like to offer feedback or make suggestions, you can contact us by writing to: [info@cdpnews.net](mailto:info@cdpnews.net).