

MEMBERSHIP SURVEY ANALYSIS
Society for Conservation Biology

Prepared for

Society for Conservation Biology

January 2005

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Methodology

The data for this study was gathered using a web based self-response survey. On November 8, 2004, an announcement was posted on the front page of the Society for Conservation Biology's web site. Beginning on November 8th, members began completing surveys via the web. At the same time a paper letter announcing the survey was mailed to all 8600 members, hitting mailboxes beginning on November 15th. On November 28th an email reminder was sent to more than 5000 members with email addresses (63% of members were included in this email). One week prior to closing, all members were sent an additional email reminding them to complete the survey. The survey was officially closed on December 15th. Total response to the survey at the time of closing was 1614. This represents 19% of the total SCB membership.

The margin of error for a randomized sample of 1614 interviews is +/- 2.4, with a 95% confidence level. When corrected using a factor that takes into account the high percentage of the overall population sampled, the margin of error falls to +/- 2.2, with a 95% confidence level.

Reasons for Membership

People have joined the Society for Conservation Biology for different reasons. For each of the reasons listed below, please indicate if each one is an important or unimportant reason you joined SCB.

Q1A. to receive the journal

	2004	2000
<i>very important reason</i>	65%	82%
<i>somewhat important reason</i>	18%	15%
<i>not really an important reason</i>	16%	3%
<i>unsure</i>	1%	0%

The importance of the journal in attracting members to SCB has decreased slightly since 2000. Currently, 65% of the respondents say receiving the journal is a very important reason for belonging to SCB.

Receiving the journal is somewhat more important for members who subscribe only to the journal, members receiving 2 or more SCB publications, members employed by large non-profits, members for more than 4 years, members working in conservation and land-use, members who work in international locations, especially Africa, Asia and Europe, and members working in developing countries.

Receiving the journal is less important for members who subscribe to Conservation in Practice only, members dissatisfied with SCB, self-employed and student members, members working in land protection and acquisition, members for less than 3 years, and members in the Austral/Asia region.

Q1B. to receive the magazine Conservation in Practice

<i>very important reason</i>	29%
<i>somewhat important reason</i>	27%
<i>not really an important reason</i>	39%
<i>unsure</i>	5%

The magazine Conservation in Practice is a very important attractor for 29% of the members, but not really an important attractor for 39% of the members. It is more important for members who subscribe to it and members working in land protection and acquisition. Receiving the magazine is less important to members with no subscriptions, dissatisfied members, students, and members for 6 or more years.

Q1C. to receive other SCB publications (e.g. *Pacific Conservation Biology*)

<i>very important reason</i>	1%
<i>somewhat important reason</i>	7%
<i>not really an important reason</i>	81%
<i>unsure</i>	11%

Other SCB publications draw relatively few to membership. Eighty-one percent say this is not really an important reason they joined. These findings are consistent across subgroups.

Q1D. to stay informed about what is going on in the conservation field

	2004	2000
<i>very important reason</i>	82%	82%
<i>somewhat important reason</i>	16%	16%
<i>not really an important reason</i>	2%	2%
<i>unsure</i>	0%	0%

Currently, as in 2000, staying informed about what is going on in the field is the greatest attractor to SCB. Eighty-two percent (82%) say staying informed about the profession is a very important reason they belong to SCB. More than two-thirds of every subgroup say it is a very important reason.

Q1E. to develop contacts with other colleagues

	2004	2000
very important reason	31%	17%
somewhat important reason	44%	43%
not really an important reason	24%	40%
unsure	1%	0%

Networking is a growing reason for joining SCB. Seventy-five percent say this is important as compared with 60% in 2000. Nearly one-third (31%) say this is very important as compared with 17% in 2000.

Subgroups who are most likely to feel this is an important benefit include members receiving no publications, students, members for less than 2 years, members working internationally, especially in Africa, Asia, and Austral/neotropical America.

Q1F. to participate in SCB's mission and activities

very important reason	31%
somewhat important reason	44%
not really an important reason	22%
unsure	3%

Participation in SCB's mission and activities is an important reason for joining to 75% of members and very important to 31%. This reason is more important to members receiving no publications, students, and members working in Asia.

Q1G. to help translate conservation science into public policy

	2004	2000
very important reason	42%	28%
somewhat important reason	40%	35%
not really an important reason	16%	34%
unsure	2%	3%

Influencing public policy has increased in importance since 2000. Currently, 82% of respondents say influencing public policy is an important reason they joined vs 63% in 2000. Very important responses have increased significantly also since 2000 (from 28% to 42%).

Government employees and members working in activism are more likely to say this is a very important reason for joining SCB.

Q1H. there are no other societies that fill the same role as SCB

	2004	2000
very important reason	38%	30%
somewhat important reason	34%	35%
not really an important reason	21%	27%
unsure	8%	7%

Currently, 72% of the respondents say this is an important reason for joining SCB, and 30% say it is a very important reason. This represents a slight increase since 2000. Subgroups most likely to say it is a very important reason include members belonging to 5 or more other conservation related organizations, those working in teaching/research, and members for 6 or more years.

Q1I. To attend the annual meeting

very important reason	11%
somewhat important reason	29%
not really an important reason	54%
unsure	5%

Attending the annual meeting is considered an important reason for joining by 40% of the members, but just 11% say it is a very important reason. Students are somewhat more likely to consider this is an important reason for joining.

General Perceptions of Society for Conservation Biology

Q2. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Society for Conservation Biology?

	2004	2000
very satisfied	54%	59%
somewhat satisfied	40%	34%
somewhat dissatisfied	3%	4%
very dissatisfied	0%	0%
unsure	4%	2%

Overall, 93% of the respondents say they are satisfied with SCB, and 54% say they are very satisfied. There has been no significant change since 2000, however, there is some marginal softening. The highest percentage of “very satisfied” responses comes from members belonging to 5 or more conservation organizations, students, members working in teaching, and members in the Northeast US.

Q3. If you could change one thing about SCB, what would it be?

<i>become more international/increase emphasis on developing countries</i>	10%
<i>more advocacy/increase policy influence</i>	9%
<i>less academic/more involvement from outside</i>	7%
<i>more on specific topic (various)</i>	6%
<i>more local/regional/sectional activities</i>	5%
<i>lower costs (membership/pubs)</i>	4%
<i>student outreach/involvement</i>	3%
<i>changes meeting times/dates</i>	3%
<i>public outreach/increase public awareness</i>	3%
<i>more networking opportunities/activities</i>	3%
<i>increase scientific rigor</i>	3%
<i>speed up publication/increase frequency</i>	3%
<i>higher standards/clarify mission</i>	3%
<i>increase opportunities for involvement</i>	2%
<i>increase use of web/online resources</i>	2%
<i>nothing</i>	5%
<i>unsure</i>	7%
<i>other</i>	21%

Members make many suggestions for changes. Most are low level and not very concentrated. The top volunteered responses are for SCB to continue becoming more international (10%) and to increase advocacy and policy influence.

Q4. What is the most important issue SCB should be addressing in the next 5 years?

<i>translating cons research/science into policy</i>	14%
<i>public outreach/education about conservation</i>	10%
<i>effects of climate change/global warming</i>	8%
<i>continued globalization of society</i>	7%
<i>biodiversity</i>	7%
<i>habitat loss/protection/restoration</i>	7%
<i>human pop growth/consumption/urban sprawl</i>	5%
<i>effects of anti-enviro government</i>	3%
<i>marine cons/water resources/coastal habitat</i>	3%
<i>coordination with other disciplines/organizations</i>	2%
<i>other</i>	24%

The most pressing issues to address over the next 5 years include translating conservation research and science into policy (14%) and reaching out and educating the public about conservation and conservation issues (10%).

Q5. In September 2001, SCB opened an executive office (EO) located near Washington, DC to professionalize the society. The EO oversees the SCB web site, facilitates, communication among committees, the board, and the membership and helps organize annual meetings. How would you rate the job of the EO?

excellent	17%
good	26%
fair	2%
poor	0%
unsure	55%

Most members are not familiar with the EO and its role. Forty-three percent of members give the EO positive ratings while just 2% give it negative ratings – a 22 to 1 positive to negative ratio. However, more than half the members (55%) are unsure of exactly how to rate the EO. These findings are consistent across subgroups.

Q6. Currently, how active would you say the Society for Conservation Biology is in influencing public and governmental policy and conservation issues?

	2004	2000
very active	6%	2%
somewhat active	34%	31%
not very active	21%	36%
not active at all	2%	7%
unsure/refused	37%	24%

Forty percent consider SCB active in the policy arena. This represents a mild shift from 2000 when 33% considered SCB active, but 43% said SCB was not active. Today there are also more members who are not sure how active the organization is (37%). The concentration of the data in the center also suggests members know the organization has some involvement, but are not really sure to what extent. Slightly higher very active responses come from members working in Africa.

Advocacy Expansion

Do you think SCB should play a stronger advocacy role about conservation issues in the following areas?

Q7A. National Public Policy

yes	80%
no	7%
unsure	13%

Eighty-percent of members think SCB should play a stronger advocacy role regarding conservation issues in national public policy. These findings are consistent across subgroups, with slight drops among members working internationally and in developing countries.

Q7B. Regional Transnational Public Policy

yes	79%
no	6%
unsure	14%

Seventy-nine percent of members think SCB should play a stronger advocacy role regarding conservation issues in regional and transnational public policy. These findings are consistent across subgroups.

Q7C. Global Public Policy

yes	82%
no	6%
unsure	12%

Eighty-percent of members think SCB should play a stronger advocacy role regarding conservation issues in global public policy. These findings are consistent across subgroups.

Q17. Do you think SCB provides you with sufficient member resources to help you pursue advocacy for change in laws and policy should you choose to do so?

yes	35%
no	18%
unsure	46%

About half of the members (46%) are just not sure if SCB provides these resources, and this is the consistent response across subgroups. Among members with directional opinions, however, 35% say yes and 18% say no. Higher “yes” responses come from students, members working in teaching, and members working in Africa, Asia, and developing countries. “No” responses exceeded yes responses among members dissatisfied with SCB and activists.

Membership Cost

Q9. Considering the benefits you receive, would you say the amount you pay for SCB membership and subscriptions is...

	2004	2000
<i>too high</i>	9%	15%
<i>about what you would expect</i>	82%	79%
<i>low considering the benefits you receive</i>	6%	4%
<i>unsure/refused</i>	3%	1%

Most SCB members say the membership and subscription costs are about what they would expect (82%), and this is virtually the same as in 2000. The percentage saying dues are too high, however, has dropped slightly. Significantly higher “too high” responses come from members dissatisfied with SCB.

Current Activity Priorities

The following is a list of activities that SCB is currently involved in. Please indicate how important or unimportant the Society’s involvement in each activity is to you?

Q10A. Holding an annual meeting

<i>very important</i>	50%
<i>somewhat important</i>	33%
<i>not really important</i>	11%
<i>not at all important</i>	4%
<i>unsure</i>	2%

Eighty-three percent of the members consider the annual meeting an important activity of SCB and 50% consider it very important. Higher very important responses are found among those with membership only, members employed by a university or college, students, members working in research and teaching, and members in the Austral/neotropical Americas region.

Q10B. maintaining local chapters

	2004	2000
<i>very important</i>	29%	29%
<i>somewhat important</i>	42%	42%
<i>somewhat unimportant</i>	18%	25%
<i>not at all important</i>	5%	04%
<i>unsure</i>	5%	--

Seventy-two percent of the members consider the maintaining local chapters an important activity of SCB, but only 29% consider it very important. Results from 2000 are nearly identical. Higher very important responses come from students and members in the Africa, Austral/neotropical Americas, and Austral Asia regions.

Q10C. promoting and strengthening the discipline of conservation biology worldwide

<i>very important</i>	87%
<i>somewhat important</i>	12%
<i>not really important</i>	1%
<i>not at all important</i>	0%
<i>unsure</i>	0%

Nearly all the members (99%) consider promoting and strengthening the conservation biology discipline worldwide to be an important activity. A similarly encompassing 87% consider it a very important activity of SCB. These findings are consistent across subgroups.

Q10D. expanding the resources available for the regional geographic sections conservation efforts

<i>very important</i>	54%
<i>somewhat important</i>	35%
<i>not really important</i>	6%
<i>not at all important</i>	1%
<i>unsure</i>	5%

Eighty-nine percent of members consider expanding resources available for regional sections efforts to be an important activity, and 54% consider it very important. Higher very important responses come from those with membership only, self-employed members, students, members for less than 2 years, and members working internationally, in developing countries, and in the Africa, Asia, Austral/neotropical Americas, and Europe regions.

Q10E. producing a magazine for conservation practitioners (Conservation in Practice)

	2004	2000
<i>very important</i>	59%	63%
<i>somewhat important</i>	33%	30%
<i>somewhat unimportant</i>	5%	6%
<i>not at all important</i>	0%	1%
<i>unsure</i>	2%	--

Currently, 92% of members consider producing Conservation in Practice an important activity of SCB, and 59% consider it very important. Responses from 2000 were similar, although slightly more intense. Higher very important responses come from members receiving Conservation in Practice and 2 or more SCB publications, members belonging to 5 or more other conservation organizations, self-employed members, members working in teaching and land protection and acquisition, members with SCB for less than 2 years, and members in the Northeast US and Africa regions.

Q10F. *maintaining a web site with information about the society, career opportunities, education programs, research opportunities, and conservation biology news*

	2004	2000
<i>very important</i>	64%	57%
<i>somewhat important</i>	31%	38%
<i>somewhat unimportant</i>	4%	5%
<i>not important at all</i>	0%	0%
<i>unsure</i>	1%	--

Ninety-five percent (95%) of members consider maintaining a web site an important SCB activity, and 64% say it is very important. While overall results are comparable, a significant increase in very important responses has occurred since 2000. Higher very important responses come from those with membership only, members employed at a university or college, students, members working in teaching and teaching/ research, members for less than 2 years, members in developing countries, and members in the Northeast US, Africa, and Austral/neotropical America regions.

Q10G. *sponsoring research projects on laws, regulations and policies that affect imperiled species and ecosystems*

<i>very important</i>	65%
<i>somewhat important</i>	27%
<i>not really important</i>	6%
<i>not at all important</i>	1%
<i>unsure</i>	1%

Ninety-one percent of members consider sponsoring research projects on this subject important, and 65% consider it very important. Higher very important responses come from those with membership only, members employed by small non-profits, members working in habitat population management, members for less than 2 years, and members in the Austral/neotropical America regions.

Q10H. publishing a newsletter

	2004	2000
very important	27%	27%
somewhat important	50%	52%
not really important	19%	19%
not at all important	2%	2%
unsure	2%	--

Seventy-seven percent of members consider the newsletter an important SCB activity, but only 27% consider it a very important activity. Responses were virtually identical in 2000. Higher very important responses come from those with membership only and students.

Q10I. publishing the journal Conservation Biology

very important	88%
somewhat important	10%
not really important	1%
not at all important	0%
unsure	1%

Ninety-eight percent of members consider publishing the Journal an important SCB activity, and a similarly expansive percentage (88%) considers it very important. These findings are fairly consistent across subgroups.

Priorities EO Activities

How important is the Executive Offices' involvement in the following activities?

Q11A. playing an advocacy role and being involved in public policy debates

very important	66%
somewhat important	20%
not really important	4%
not at all important	1%
unsure	10%

Eighty-five percent of members consider playing an advocacy role and being involved in public policy debates is an important activity for the EO. Sixty-six percent say it is very important. Higher very important responses come from members working in activism.

Q11B. assisting with annual meetings

very important	36%
somewhat important	42%
not really important	10%
not at all important	1%
unsure	11%

Seventy-eight percent of members consider assistance with annual meetings to be an important EO activity, and 36% consider it very important. These findings are consistent across subgroups.

Q11C. supporting the regional geographic sections

very important	43%
somewhat important	38%
not really important	6%
not at all important	1%
unsure	12%

Eighty-one percent consider supporting the regional sections to be an important EO activity, and 43% consider it very important. Higher very important responses come from members working internationally, in developing countries, and in the Africa region.

Q11D. supporting the work of the board of governors and SCB committees

very important	42%
somewhat important	38%
not really important	5%
not at all important	1%
unsure	14%

Eighty percent consider supporting the work of the Board of Governors and SCB committees an important EO activity and 42% consider it very important. These findings are fairly consistent across subgroups.

Potential Activities

Q12. SCB has increased its international emphasis and orientation considerably over the last few years. Changes include a growing international membership, more international issues and information in articles in Conservation Biology, and some increased involvement in international and global policy issues. Do you think SCB should continue to increase its involvement in international issues?

yes	90%
no	3%
unsure	7%

This is a clear mandate to continue expanding the international emphasis and orientation SCB. Ninety percent affirm continuing on this path. These findings are generally consistent across subgroups.

Q13. Should the regional geographic sections be independent in pursuing advocacy or becoming involved with policy issues within respective regions?

yes	50%
no	18%
unsure	31%

Fifty percent of members say the regional geographic sections should be independent in pursuing or becoming involved with policy issues in their respective regions. However, a significant percentage of members are not sure (31%). Higher percentages of members working internationally, working in developing countries, and in the Asia, Austral/neotropical Americas, and Austral Asia regions think the sections should be independent in pursuing these issues.

Future Priorities

For each of the following activities SCB could become involved in during the next five years, please indicate what priority each should have.

Q14A. becoming more involved in national, international and global public policy debates

	2004	2000*
definitely do this	74%	54%
probably do this	21%	32%
probably not do this	3%	7%
definitely not do this	1%	2%
unsure	2%	5%

Ninety-four percent feel SCB should become more involved in public policy debates, with nearly three-fourths (74%) saying SCB should definitely do this. More than 90% of all subgroups say the SCB should become more involved in policy debates. This has become more of an imperative since 2000; however, the question then was whether any involvement was desired. Responses are generally consistent across subgroups

Q14B. increase international membership and involvement in the Society

	2004	2000
<i>definitely do this</i>	59%	65%
<i>probably do this</i>	36%	30%
<i>probably not do this</i>	2%	2%
<i>definitely not do this</i>	0%	0%
<i>unsure</i>	3%	3%

Ninety-five percent (95%) of members say SCB should increase international membership and involvement, and 59% say SCB should definitely do this. The combined results in 2000 were similar but the imperative was greater (65% definitely do). Increasing international membership and involvement is even more imperative to members working internationally, in developing countries, and in the Africa, Asia, Austral/neotropical Americas, and Europe regions.

Q14C. increase visibility and use of the database of experts on the SCB website

<i>definitely do this</i>	45%
<i>probably do this</i>	45%
<i>probably not do this</i>	4%
<i>definitely not do this</i>	0%
<i>unsure</i>	6%

Ninety percent of the members say SCB should increase the visibility and use of the database of experts on the website, and 45% say SCB should definitely do this. This is more imperative to members working in teaching, in developing countries, and in the Austral/neotropical America regions.

Q14D. publish journal abstracts in several languages on the web

	2004	2000
<i>definitely do this</i>	32%	34%
<i>probably do this</i>	50%	46%
<i>probably not do this</i>	11%	12%
<i>definitely not do this</i>	1%	1%
<i>unsure</i>	12%	8%

Eighty-one percent say the SCB should publish journal abstracts in several languages on the web, but only 32% say this should definitely be done. Multi-language abstracts are more imperative to members working in developing countries and the Asia region.

Q14E. expand the web site and make it more interactive

	2004	2000
<i>definitely do this</i>	33%	29%
<i>probably do this</i>	49%	46%
<i>probably not do this</i>	8%	11%
<i>definitely not do this</i>	1%	2%
<i>unsure</i>	9%	13%

Eighty-two percent of the members favor expanding and increasing interactivity of the web site, but only 33% think this should definitely be done. The imperative to do this has increased slightly since 2000. These findings are consistent across subgroups.

Q15. Would you be willing to pay an additional \$50 in annual dues if the money was needed to provide all of these benefits and services?

<i>yes</i>	27%
<i>no</i>	41%
<i>unsure</i>	32%

All of these items become less imperative when a price tag is attached. Less than one-third of the members would be willing to pay \$50 more in annual dues to support these expanded benefits and services. Most (41%) would not be willing to pay \$50 more. Members belonging to 5 or more conservation organizations and activists are more willing to pay more. A majority of dissatisfied members and members not belonging to any other conservation organizations would not be willing to pay.

Membership Involvement

Below is a list of ways in which members become involved with SCB. For each item please indicate your level of involvement.

Q16A. attend the annual Society meeting

	2004	2000
<i>very often</i>	10%	10%
<i>sometimes</i>	24%	27%
<i>not very often</i>	21%	22%
<i>never</i>	42%	40%
<i>unsure</i>	3%	1%

Thirty-four percent of members say they attend the annual meeting either very often or sometimes, however, most (63%) say they attend less frequently. These results are similar to those from 2000. Frequency of attendance is greater among those with membership only, dissatisfied members, members employed at universities and colleges and large non-profits, and working in teaching/research.

Q16B. vote in the Society elections

	2004	2000
very often	27%	24%
sometimes	33%	27%
not very often	18%	21%
never	20%	25%
unsure	2%	2%

Sixty percent of members say they vote with some frequency in Society elections, but 38% do so rarely or never. Voting frequency has increased since 2000 from 51%. Voting frequency is greater among members employed at universities or colleges, members working on teaching/research, members for 6 or more years, and members from the Austral/neotropical America regions.

Q16C. volunteer for a working committee

	2004	2000
very often	4%	3%
sometimes	11%	7%
not very often	19%	14%
never	61%	72%
unsure	4%	3%

Just 15% of the members say they volunteer for committees with some frequency. This represents a marginal increase from 10% in 2000. Volunteer frequency is greater among members who work in teaching, work internationally, work in developing countries, and work in the Africa region.

Q16D. read the quarterly newsletter

	2004	2000
very often	48%	67%
sometime	31%	26%
not very often	13%	5%
never	7%	2%
unsure	1%	0%

Seventy-nine percent of the members say they read the quarterly newsletter with some frequency, and 48% say they read it very often. This represents a significant drop from 93% in 2000. It is possible that the web site and other SCB publications are beginning to erode this periodical's audience. Frequency remains fairly stable across subgroups. Frequency of reading the newsletter is greater among members for 5 or more years and members working in the Africa region. There is a small drop in frequency among members employed by small non-profits and members less than 2 years.

Q16E. visit the society's web site

	2004	2000
very often	23%	13%
sometime	50%	44%
not very often	21%	27%
never	5%	15%
unsure	0%	0%

Seventy-three percent of members say they visit the web site with some frequency. This represents a significant increase from 57% in 2000. Frequency of visiting the web site is greater among those who are members only, students, members for 2-3 years, and members working in the African region.

Q16F. read SCB publications

	2004	2000*
very often	79%	91%
sometime	18%	8%
not very often	2%	1%
never	0%	0%
unsure	1%	0%

The Society's publications are obviously an important part of SCB membership, with almost every respondent (97%) saying they read them often or sometimes. There is a significant difference when comparing these results to those from 2000. Part of this is likely due to the fact that the question in 2000 referred to the Journal only. Regardless of the source, very frequent reading of the Society's publications appears to have decreased somewhat. These findings are generally consistent across subgroups.

Q16G. submit papers/articles to the journal, magazine, or newsletter

very often	4%
sometime	21%
not very often	23%
never	49%
unsure	3%

Just 25% of members submit papers and articles to SCB publications with some frequency. Most, however, do it rarely or never (72%). These findings are fairly consistent across subgroups. Frequency of submission is greater among members working in research, members for 6 or more years, and members working in developing countries and in the Austral/neotropical America regions.

Q17. Which of the following would you say is the biggest issue that prevents you from being more active in the Society?

	2004	2000
<i>the time commitment it would require</i>	58%	27%
<i>the society is not active enough in public policy issues</i>	5%	8%
<i>the amount of money it would cost</i>	11%	16%
<i>it's just not that important to me</i>	1%	3%
<i>the society is too active in advocacy</i>	1%	4%
<i>other</i>	5%	38%
<i>unsure/refused</i>	18%	5%

The biggest problem people have with actively participating in the Society is the time commitment. And not surprisingly, time appears has become more of an issue since 2000 (27%). Time is the dominant issue in every subgroup. For students and newer members money is also a factor.

Publications

Q18. The Society for Conservation Biology publishes a bi-monthly scholarly journal called Conservation Biology. Overall, how would you rate this journal?

	2004	2000
<i>excellent</i>	59%	61%
<i>good</i>	32%	32%
<i>average</i>	3%	5%
<i>only fair</i>	0%	1%
<i>poor</i>	0%	0%
<i>unsure/don't read it</i>	6%	--

The journal continues to be highly regarded. Ninety-one percent of the respondents rate Conservation Biology positively and 59% rate the journal excellent. These results are virtually the same as those from 2000. More than 85% in every significant subgroup rate the journal positively.

Q19. Which of the following would you say is the journal's primary strength?

	2004	2000
<i>scientific rigor of the research</i>	24%	19%
<i>frequency of publication</i>	2%	2%
<i>range of topics of the articles</i>	33%	38%
<i>editorials and reviews</i>	4%	5%
<i>relevance to my work or interests</i>	22%	26%
<i>articles are timely and current</i>	7%	7%
<i>unsure</i>	7%	3%

One third of members (33%) say the journal's primary strength is the range of article topics. This option is most frequently cited by members who do not belong to other conservation organizations, students, teacher/researchers, and members in US south/southeast and US middle/middle west region.

The scientific rigor or the journal's research (24%) and the relevance to members' work and interests (22%) are closely matched for the second most frequent response given. Scientific rigor is considered the top strength among self-employed members and members in the Africa, Austral Asia, and Europe regions. Relevance is considered the top strength among members working in conservation and land use.

Q20. Which of the following would you say is the journal's primary weakness?

	2004	2000
<i>scientific rigor of the research</i>	6%	12%
<i>relevance to my work or interests</i>	13%	13%
<i>range of topics of the articles</i>	9%	8%
<i>editorials and reviews</i>	3%	5%
<i>articles are not timely and current</i>	1%	3%
<i>time from submission to pub too long</i>	20%	--
<i>unsure/don't read</i>	32%	43%
<i>other</i>	16%	16%

Thirty-two percent do not cite any weakness in the Journal. Of those cited, the main weakness is that the time from submission to publication is too long (20%). Next is the lack of relevance to the specific members' work or interests (13%). These findings are fairly consistent across subgroups.

Q21. Which of these other scholarly journals do you subscribe to OR read regularly?

	2004	2000
Ecology	44%	61%
Science	43%	--
Nature	43%	--
Biological Conservation	37%	32%
Ecological Applications	36%	46%
TREE	36%	41%
Journal of Wildlife Management	31%	44%
BioScience	23%	31%
Biodiversity and Conservation	19%	16%
Journal of Applied Ecology	18%	23%
Restoration Ecology	17%	--
Conservation Ecology	16%	--
Ecology Letters	12%	--
Oryx	11%	--
Animal Conservation	11%	--
Diversity and Distributions	5%	--
Other	28%	--
none/refused	7%	0%

Members subscribe to or read many other scholarly journals regularly. In fact, members read or subscribe to so many publications that it is difficult to gauge what is significant. What is clear, however, is that SCB members keep themselves well informed using multiple sources.

Q22. Would you support increasing the number of issues per year of Conservation Biology from 6 to 10 or 12 even if it meant an increase in the cost of the subscription?

definitely	16%
probably	33%
probably not	35%
definitely not	7%
unsure	9%

Members are divided on the subject of increasing the journal's number of issues and such a move could alienate a significant percentage of members. Forty-nine percent of members would support increasing the number of issues even if it meant a price increase and 42% would not. With only 16% saying definitely support, there is not a great deal recommending this action.

Support for this action exceeds 54% among members with no other conservation organization ties, members employed at universities/colleges, members working in the research and teaching/research fields, working internationally, and members working in developing countries and the Africa, Austral/neotropical Americas, and Europe regions.

Opposition to this move reaches a majority among dissatisfied members, members employed in government, self-employed members, members working in activism, and members for more than 6 years.

Q23. *The Society for Conservation Biology also publishes a quarterly magazine for practitioners titled Conservation in Practice. Overall, how would you rate this magazine?*

<i>Excellent</i>	32%
<i>Good</i>	29%
<i>Average</i>	6%
<i>Only fair</i>	2%
<i>Poor</i>	1%
<i>Unsure/don't know</i>	30%

Sixty-one percent of members rate Conservation in Practice positively and nearly one-third rate it excellent (32%). Negative ratings are negligible, but 30% don't know the magazine well enough to rate it. Ratings are positive across all subgroups. Higher positive ratings come from those most familiar with the publication: members who subscribe to the magazine and members subscribing to it and the Journal.

Q24. *Which of the following would you say is the primary strength of Conservation in Practice?*

<i>articles are timely and current</i>	27%
<i>broad range of topics</i>	25%
<i>accessible and engaging writing style</i>	31%
<i>provocative and inviting design</i>	4%
<i>scientific depth/rigor</i>	1%
<i>other</i>	12%

That the publication is accessible with an engaging writing style is the top reason given by a narrow margin (31%); however the timely and current nature of the articles (27%) and the broad range of topics (25%) are also selected with some frequency. Among subgroups, the accessible engaging writing style is selected even more frequently by dissatisfied members, members working in activism, and members in the Northeast US.

The timely nature of the articles is the top response among members employed by large non-profits and members working in the land protection and acquisition field.

The broad range of topics is the top response among self-employed, members for less than 2 years, and members working in the Austral Asia region.

Q25. Which of the following would you say is the primary weakness of Conservation in Practice?

<i>articles are not timely</i>	2%
<i>too narrow range of topics</i>	14%
<i>writing style</i>	4%
<i>design and format</i>	8%
<i>lack of scientific depth/rigor</i>	24%
<i>other/unsure</i>	47%

The lack of scientific rigor (24%) and the narrow range of topics (14%) are specific weaknesses cited. Many are unsure, don't read the publication or have other dispersed criticisms (47%). A higher percentage of members belonging to no other conservation organizations, members working in teaching/research, and members in the US South/Southeast region select the lack of depth and rigor.

Q26. Do you think the society should expand its portfolio of journals to include longer monographs and/or "conservation letters?"

<i>definitely</i>	17%
<i>probably</i>	39%
<i>probably not</i>	23%
<i>definitely not</i>	3%
<i>unsure</i>	17%

Fifty-six percent of members would like to see this happen, but only 17% think SCB should definitely do this. A higher percentage of members working internationally, working in developing countries, and in the Asia and Austral/neotropical Americas regions feel the society should expand its portfolio to include longer monographs and conservation letters.

Q27. How often do you read SCB publications online?

<i>very often</i>	18%
<i>sometimes</i>	31%
<i>not very often</i>	27%
<i>never</i>	23%
<i>unsure</i>	1%

About half the membership read SCB publications online at least sometimes (49%) and half (50%) rarely or never. Groups reading online more frequently include: those with membership only and no publications, members employed at a university or college, students, members working in research, members for less than 4 years, international members, members in developing countries, and in the Africa and Asia regions.

Groups reading online less frequently include: members belonging to 5 or more conservation organizations, members employed in government, business consulting, members working as teachers, in habitat population management, land protection and acquisition, members for 6 or more years, and members in the Northeast US region.

Web Site

Q28. The Society also runs an Internet web site called Society for Conservation Biology. Overall, how would you rate the web site?

	2004	2000
excellent	11%	4%
good	52%	37%
average	13%	20%
only fair	1%	4%
poor	0%	1%
unsure/have not visited	23%	34%

The website's ratings have improved dramatically since 2000. It receives a 63% positive rating and a 1% negative rating. Thirteen percent rate the site as average and 23% are unsure. Ratings are consistently positive across subgroups.

The most positive ratings for the web site come from those with membership only – no publications, members working in teaching, members for less than 2 years, members working in developing countries, and members in the Africa and Austral/neotropical Americas regions.

Q29. What new features would you most like to see on the SCB Website?

links to other info sources	15%
online journals – easier/cheaper access	15%
career/educational/grant/fellowship opportunities	13%
more current events – hot topics	10%
online forums/discussion boards	5%
more/updated local section news/issues	5%
database/info about members	4%
more graphics – better visuals	3%
nothing	12%
don't know	2%
other	16%

Expanded links (15%) and easier more affordable access to online journals (15%) top the list of desirable new features for the SCB website. Listings of career, educational, grant and fellowship opportunities (13%) and more news on current/hot topics (10%) also receive significant mentions.

Annual Meeting

Q30. Each year the Society for Conservation Biology holds an annual meeting of the membership. Please indicate your level of satisfaction or dissatisfaction with the annual meetings?

	2004	2000
<i>very satisfied</i>	16%	16%
<i>somewhat satisfied</i>	22%	22%
<i>somewhat dissatisfied</i>	3%	7%
<i>very dissatisfied with the annual meetings?</i>	0%	1%
<i>unsure/have not attended</i>	59%	54%

A majority of the members have not attended the annual meeting and are unsure (59%). Of those who have attended, 38% are satisfied and just 3% are not satisfied. These findings are similar to those from 2000. Higher satisfaction is found among those with membership only, members employed at large non-profits, members working in teaching/research, and members for 6 or more years.

Q31. If you could do one thing to improve the annual meeting, what would it be?

	2004	2000
<i>reduce the cost</i>	11%	7%
<i>increase the length</i>	1%	--
<i>reduce the number of overlapping sessions</i>	12%	--
<i>pick better locations</i>	5%	2%
<i>schedule it at a different time of year</i>	5%	12%
<i>improve relevance of papers</i>	4%	9%
<i>provide better accommodations</i>	0%	1%
<i>there is nothing major I would change</i>	12%	22%
<i>unsure/have not attended</i>	50%	46%

Of those members who have attended the annual meeting, reducing the number of overlapping sessions (12%) and reducing the cost (11%) are the most frequently cited improvements. These findings are generally consistent across subgroups.

Membership Renewal

Q32. Are you planning to renew your membership / subscriptions in the Society for Conservation Biology?

	2004	2000
<i>yes</i>	93%	96%
<i>no</i>	1%	1%
<i>unsure</i>	6%	3%

Ninety-three percent of respondents say they plan to renew their membership/subscriptions in SCB. Plans to renew are marginally lower than in 2000, however, the question then did not include “subscriptions” and that may account for some of the change. Plans to renew are above 90% in most subgroups. They dip into the 80’s among members subscribing to Conservation in Practice, dissatisfied members, members employed in business consulting, members for less than 2 years, and members working in the Asia region.

Q33. What is the primary reason you are NOT planning to renew your membership?

	2004	2000*
<i>Other societies provide more benefits</i>	7%	43%
<i>SCB not relevant to my work/interests</i>	12%	29%
<i>SCB is too advocacy oriented</i>	5%	0%
<i>Membership is too expensive</i>	27%	29%
<i>SCB doesn’t get involved in enough policy issues</i>	0%	0%
<i>Other/unsure</i>	50%	--

Of the 1% of members not planning to renew, the expense of membership tops the list as the reason (27%). Irrelevance to one’s work and interests is another reason given with some frequency (12%). In 2000 only 7 respondents answered this question making meaningful comparison difficult.

Is the following an important or unimportant reason for you to renew you membership?

Q34A. keeping up with the journal, Conservation Biology

	2004	2000
<i>very important reason</i>	68%	90%
<i>somewhat important reason</i>	16%	8%
<i>not really an important reason</i>	15%	2%
<i>unsure</i>	2%	--

The priorities of the membership appear to be shifting. In 2000 this was the most important reason for renewal. Today, reasons for renewing are more widely distributed. Sixty-eight percent say keeping up with the journal is a very important reason for renewing. At least a majority of members in every significant subgroup feel this is a very important reason. Very important responses are higher among subscribers to Conservation Biology, members working in teaching, members for more than 3 years, members in developing countries and members in the Africa region.

Not surprisingly, a plurality of non-subscribers indicate this is not really an important reason to renew.

Q34B. keeping up with the magazine, Conservation in Practice

very important reason	38%
somewhat important reason	16%
not really an important reason	15%
unsure	2%

Keeping up with the magazine is a very important reason for 38% of members. Higher very important responses come from magazine subscribers, members belonging to 5+ other conservation organizations, members employed by small non-profits, self-employed members, members working in activism and conservation/land-use, members for 2-3 years, and members in the Northeast US.

Q34C. keeping up with SCB's affiliate journals

very important reason	2%
somewhat important reason	8%
not really an important reason	81%
unsure	9%

The affiliate journals are only important to a select few. Eighty-one percent respond they are not really an important reason they renew. Very important responses are higher among members working in the Africa and Austral Asia regions.

Q34D. interaction with colleagues

	2004	2000
very important reason	19%	13%
somewhat important reason	41%	33%
not really an important reason	38%	55%
unsure	2%	--

The importance of colleague interaction has grown since 2000. In this study 60% respond this is an important reason for their renewal and 19% say very important. Very important responses are higher among those members without subscriptions, members employed by universities or colleges, students, those working in research, members for less than 2 years, members working in developing countries, and in the Africa, Asia, and Austral Asia regions.

Q34E. staying informed about what is going on in conservation

	2004	2000
very important reason	80%	76%
somewhat important reason	18%	22%
not really an important reason	2%	2%
unsure	0%	--

Staying informed about what is going on in the profession is the most important reason for renewal. Eighty percent respond this is a very important reason for their renewal. More than 74% in every significant subgroup respond it is a very important reason. Even higher very important responses come from students, members working in developing countries, and members in the Africa region.

Q34F. furthering the mission of SCB

very important reason	42%
somewhat important reason	39%
not really an important reason	16%
unsure	3%

Furthering the mission is a very important reason to renew for 42% of members. Higher very important responses come from members without subscriptions, members belonging to 5+ environmental organizations, members working in teaching/research, and members working in the Northeast US, Austral/neotropical Americas and Europe regions.

Q34G. attending the annual meeting

very important reason	12%
somewhat important reason	29%
not really an important reason	54%
unsure	5%

More than half the members respond attending the annual meeting is not really an important reason for renewing their membership. Forty-one percent respond it is at least somewhat important, however, only 12% consider it very important. Very important responses are higher among members without subscriptions, and members working in the Africa and Austral Asia regions.

Q34H. supporting the projects and activities of the society

	2004	2000
very important reason	31%	27%
somewhat important reason	44%	44%
not really an important reason	21%	29%
unsure	4%	--

Thirty-one percent of members say supporting the projects of the society is a very important reason to renew membership. Higher very important responses come from members without subscriptions, members belonging to 5+ conservation organizations, students, and members in the Africa and Asia regions.

Personal Conservation Contributions

The following list of activities includes some you might personally want to pursue as your way of contributing to the field of conservation biology. Please indicate how likely you are to pursue the following.

Q35A. publishing papers on conservation in peer reviewed journals

very likely	56%
somewhat likely	21%
somewhat unlikely	11%
very unlikely	11%
unsure	1%

Seventy-seven percent of members are likely to pursue this activity as a way of contributing to the field and 56% are very likely to do so. In most subgroups more than 60% are likely to pursue this activity. Only among subscribers to Conservation in Practice and among members employed as business consultants do likely responses fall below 60%. Higher very likely responses come from Conservation Biology subscribers, dissatisfied members, members employed by universities or colleges, students, members working in research and teaching/research, members working internationally, members working in developing countries, and members in all of the international regions but North America.

Q35B. contributing to government or consulting reports on conservation issues

very likely	49%
somewhat likely	31%
somewhat unlikely	11%
very unlikely	7%
unsure	2%

Eighty percent of members are likely to pursue this activity and nearly half (49%) are very likely to do so. At least 71% in every subgroup are likely to pursue this activity. Higher very likely responses come from members employed by the government, members working in habitat/population management and conservation/land-use, members for 6+ years, and members in the Africa region.

Q35C. *being involved with conservation education (K-12, university, media)*

<i>very likely</i>	43%
<i>somewhat likely</i>	32%
<i>somewhat unlikely</i>	15%
<i>very unlikely</i>	9%
<i>unsure</i>	1%

Seventy-five percent of members are likely to pursue this activity, and 43% are very likely to do so. At least 65% in every subgroup are likely to pursue this activity. Higher very likely responses come from members employed by universities or colleges, students, members working in teaching and teaching/research, members working in the Northeast US, members working in developing countries, and members working in the Austral/neotropical Americas region.

Q35D. *seeking to elevate public awareness of conservation issues and principles*

<i>very likely</i>	43%
<i>somewhat likely</i>	32%
<i>somewhat unlikely</i>	15%
<i>very unlikely</i>	9%
<i>unsure</i>	1%

Eighty-eight percent of members are likely to pursue this activity and 52% are very likely to do so. More than three-fourths of members in every subgroup are likely to pursue this activity. Higher very likely responses come from members belonging to 5+ conservation organizations, members employed by small non-profits, self-employed members, students, members working in teaching and activism, and members working in the Northeast US.

Q35E. influencing political decisions either by lobbying or being involved in the decision process

very likely	33%
somewhat likely	35%
somewhat unlikely	21%
very unlikely	10%
unsure	2%

Sixty-eight percent of members are likely to pursue this activity, and 33% are very likely to do so. A majority in every subgroup are likely to pursue this activity. Higher very likely responses come from members belonging to 5+ conservation organizations, members employed by large non-profits, members working in activism, conservation/land-use, members working in developing countries, and in the Africa, Asia and Europe regions. Members without subscriptions, members not belonging to other conservation organizations, and business consultants are more evenly divided between likely and unlikely.

Q35F. working to protect species, habitats and ecosystems in the field

very likely	73%
somewhat likely	19%
somewhat unlikely	5%
very unlikely	2%
unsure	1%

This activity seems to be both a contribution and natural extension of working in the conservation field. Ninety-two percent are likely to pursue this activity and 73% are very likely to do so. More than 60% in every subgroup are very likely to pursue this activity.

Q36. Which of these other professional societies do you belong to?

	2004	2000
<i>Ecological Society of America</i>	28%	37%
<i>Society for Ecological Restoration</i>	9%	9%
<i>British Ecological Society</i>	4%	7%
<i>Ecological Society of Australia</i>	2%	--
<i>Natural Areas Association</i>	8%	--
<i>American Fisheries Society</i>	5%	--
<i>Local/Regional Mam/Orn Assn</i>	35%	--
<i>Local/Regional Invert Assn</i>	6%	--
<i>Local/Regional Science Advancement Assn</i>	15%	--
<i>Local/Regional Fish/Herp Assn</i>	10%	--
<i>Local/Regional Botanical Assn</i>	17%	--
<i>Local/Regional Marine or Freshwater Assn</i>	8%	--
<i>The Wildlife Society</i>	--	32%
<i>American Society of Mammalogists</i>	--	12%
<i>American Ornithological Union</i>	--	20%
<i>Other</i>	38%	59%

Thirty-five percent of the members belong to a local or regional mammalogy or ornithological association and 28% of members belong to the Ecological Society of America. Membership in the Ecological Society of America has declined among SCB members since 2000.

An even higher percentage of members belonging to 5 or more conservation organizations, members employed by small non-profits, members working in activism, habitat/population management, and members working in developing countries and internationally especially in Africa, Asia, and Europe – belong to a local or regional mammalogy or ornithological association.

A higher percentage of members with SCB membership only, members subscribing to 2 or more SCB publications, members belonging to 5 or more conservation organizations, members employed by universities/colleges, members working in research and teaching/research, members for 6 or more years, members working in the US, and members working in North America – belong to the Ecological Society of America.

Members also belong to local and regional botanical associations (17%) and associations for the advancement of science (15%) with some frequency.

Q37. To how many conservation-related non-governmental organizations (e.g., environmental groups) do you belong?

None	12%
1-2	41%
3-4	28%
5 or more	15%

Eighty-eight percent of SCB members belong to at least one other conservation related NGO's. Forty-three percent belong to more than 3 of these organizations.

Profile of the Membership

Q0. What relationships do you have with SCB?

Membership only	9%
Subscribe to Conservation Biology only	32%
Subscribe to Conservation in Practice only	19%
Subscribe to Pacific Conservation Biology only	0%
Subscribe to 2 or more of SCB publications	36%
Subscribe to 3 or more of SCB publications	1%
Other	1%

Most members are also subscribers including 32% who subscribe exclusively to the journal Conservation Biology, 19% who subscribe exclusively to Conservation in Practice, and 37% who subscribe to some combination of SCB publications. Even higher percentages of students, members working in research, members working in developing countries and in the Asia and Austral/neotropical Americas region subscribe exclusively to the journal. Even higher percentages of members working in land protection and acquisition, and members for less than 3 years subscribe exclusively the magazine.

Q38. How would you classify your current employer?

	2004	2000
<i>university/college</i>	37%	42%
<i>K-12 school</i>	0%	0%
<i>zoo/museum/aquarium</i>	2%	3%
<i>large non-profit (> 100 staff)</i>	8%	4%
<i>small non-profit (< 100 staff)</i>	7%	5%
<i>Government (state/local/federal)</i>	21%	22%
<i>international agency</i>	1%	1%
<i>business/consulting</i>	5%	5%
<i>retired</i>	2%	1%
<i>self-employed</i>	6%	4%
<i>student</i>	8%	10%
<i>other</i>	3%	4%

More than half the members continue to be employed by universities or governments. This is down from 2000 when nearly two thirds were employed by these institutions. Fifteen percent are employed by non-profits, up from 9% in 2000.

Q39. How would you classify the PRIMARY type of work you do?

	2004	2000
<i>teaching</i>	9%	18%
<i>research</i>	34%	48%
<i>teaching and research</i>	12%	--
<i>conservation activism or policy</i>	5%	01%
<i>habitat or population management</i>	9%	13%*
<i>land protection or acquisition</i>	2%	--
<i>conservation or land-use planning/policy</i>	13%	11%*
<i>other</i>	15%	09%

Nearly half of the SCB membership (46%) is involved in research either exclusively (34%) or while teaching (12%). The conservation and land-use planning/policy category describes 13% of the members work, and teaching 9% more. Just 5% are involved in activism or policy and 2% in land protection and acquisition.

Q40. What are your primary interests related to conservation biology?

	2004	2000
<i>social sciences/policy</i>	30%	18%
<i>conservation planning</i>	60%	--
<i>vertebrates</i>	50%	49%
<i>invertebrates</i>	14%	13%
<i>plants</i>	24%	20%
<i>microorganisms</i>	2%	1%
<i>terrestrial ecosystems</i>	52%	54%
<i>landscape ecology</i>	46%	41%
<i>freshwater ecosystems</i>	21%	18%
<i>marine ecosystems</i>	16%	11%
<i>genetics</i>	13%	10%
<i>biodiversity loss</i>	57%	--
<i>conservation education</i>	39%	--
<i>invasive species</i>	33%	--
<i>other</i>	6%	12%

Highly concentrated areas of interest include: conservation planning (60%), biodiversity loss (57%) terrestrial ecosystems (52%), vertebrates (50%), and landscape ecology (46%). Conservation education (39%), invasive species (33%), and social science/policy (30%) also received substantial responses.

New response categories make for inexact comparisons to 2000 data, however among response categories that track from 2000 to 2004 proportions and rankings are roughly consistent.

Q41. Have you published a paper in a peer-reviewed scientific journal in the last five years?

	2004	2000
<i>yes</i>	60%	67%
<i>no</i>	35%	26%
<i>submitted, in review</i>	5%	7%

Sixty percent of members indicate they have published a paper in a peer-reviewed scientific journal in the last five years. This figure is down 7% from 2000. A higher percentage of dissatisfied members, members employed by colleges or universities, members working in research and teaching and research, members for 6 or more years, members working internationally, in developing countries and in the Africa, Austral/ neotropical Americas, and Europe regions - have published a paper in the last 5 years.

A majority of conservation in practice subscribers, members working in business consulting, self-employed members, students, members working in activism and land protection and acquisition, members for 1 year or less, and members working in the Northeast US - have not published a paper in the last 5 years.

Q42. Have you published a paper in Conservation Biology in the last five years?

	2004	2000
yes	15%	19%
no	84%	72%
submitted, in review	1%	9%

Just 15% of members indicate they have published a paper in the journal in the last 5 years. Eighty-four percent say they have not. The findings are generally consistent across subgroups, however, a slightly higher percentage of dissatisfied members, members working in teaching/research, and members for 6 or more years - have published in the journal in the past 5 years.

Q43. Have you published a paper in Pacific Conservation Biology in the last five years?

Yes	1%
No	98%
Submitted, in review	0%
Unsure	1%

Just 1% of members say they have published in Pacific Conservation Biology in the last five years. These findings are consistent across subgroups, with the exception of members from Austral Asia where 10% say they have published in the past 5 years.

Q44./ Where do you live?

Q45./ Where do you do most of your work?

Q46./ Citizen of?

	Live	Work	Citizen
US	72%	65%	71%
International	28%	35%	29%
Developed	87%	79%	88%
Developing	13%	21%	13%
Africa	2%	4%	2%
Asia	4%	5%	4%
Austral/neotropical Americas	7%	11%	6%
Austral Asia	3%	3%	3%
Europe	8%	7%	9%
North America	77%	70%	76%
NE US	15%	13%	13%
S/SE US	14%	11%	12%
M/MW US	13%	10%	11%
W US	33%	30%	30%

Seventy-two percent of the members identify themselves as living in the US and 28% say they live outside the US. Sixty-five percent of the of the members work in the US and 35% work internationally. The bulk of membership lives and works in the US West region. The international membership is more widely dispersed.

Q48. How many years have you been a member of the Society for Conservation Biology?

1 or less	24%
2-3	24%
4-5	17%
6 or more	34%

A substantial portion of the membership is relatively new to SCB. Half of the members have been part of the society for 3 years or less (48%) and the other half for 4 years or more. In the latter group most (34%) have been members 6 years or more. A higher percentage of those with membership only, members subscribing to Conservation in Practice, members employed in business consulting, students, and members working in Asia and in developing countries are new to the society.

Conclusions and Recommendations

- **Satisfaction with SCB remains high.**

Ninety-four percent of the members report they are satisfied with the organization and 93% say they plan to renew their membership.

Recommendation: While there are refinements and improvements that can be made, SCB should continue on a similar path and not engage in wholesale changes to its perspective.

- **Members continue to value SCB most as a conduit for information about conservation.**

The primary attractor to SCB is staying informed about the profession. One way of doing that is receiving the journal which is another top attractor. Members interact mainly with SCB by seeking information through its publications, newsletters and the website. Not surprisingly, the top reason members join is the top reason they stay: staying informed.

And SCB is unique. While many members belong to other conservation organizations and subscribe to wide variety of other conservation related publications, 72% say an important reason they belong is that there are no other organizations filling the role.

The SCB publications play a prominent role in this information transfer and interaction. Both the journal and the magazine are highly rated and regarded. Interestingly, the key weakness of each is the strength of the other. The more topical articles of the magazine are said to lack rigor, while journal's rigor slows it down. The implication of all of this is that the journal and magazine are complementary.

Recommendation: Avoid major changes to the current array and format of publications. Increasing the frequency for Conservation Biology and expanding publications to include monographs and/or short rapidly published articles both have some proponents, but the needs of the current membership are already being served and this could become a distraction.

- **The web site is growing in stature as a quality medium for interaction with SCB.**

Sixty-three percent rate the site positively (63:1) and 73% percent of members say they visit the web site with some frequency. This type of interaction still trails reading SCB publications and the newsletter, but it represents a significant increase over past web-use (57% in 2000). In addition the site is considered a priority: maintaining the site is considered one of the top four activities in terms of importance in which SCB is currently involved.

And the website serves as an entry point. Anyone new to SCB - younger prospects, students, those in academics, laymen with conservation interests, and those in far flung locales - can all access the site and explore without membership and gain a feel for the benefits.

Recommendation: Eighty-two percent feel the web site should be expanded, but only 33% definitely think this should occur. Under these circumstances, it is not advisable to drastically change the website. As with other areas though, refinement and improvement should occur. Unfortunately, due to the demographics of members, changes such as publishing journal abstracts in several languages will only have a very limited impact on current membership and may not be worth the resources. On the other hand, if language is a roadblock to international expansion, this may provide an opportunity to appeal to a new segment.

Web-sites provide on-demand information to the members, but they can also supply real-time feedback from the membership. This is especially useful when confronting technical aspects of the site like usability. A proactive method to solicit website feedback should be established to ensure the highest quality member experience. A system like that developed by OpinionLab (www.opinionlab.com) could be very useful and efficient at gathering information for continuous improvement.

- **There is a desire for expanded actions on several fronts.**

Now as in 2000, a substantial percentage of the membership would like to see SCB become more involved in national, international and global policy debates. At least 79% of the membership thinks SCB should take a stronger advocacy roll about conservation at every level – regional, transnational, and global. Over the next 5 years 94% would like to see SCB become much more involved in policy debates at every level.

Increasing international membership and involvement in SCB is also a top priority for the membership. Ninety-five percent would like to see this happen. While a clear path

to doing this is not articulated in this survey, members consider this a requirement for a legitimate organization of this type. If this organization's visibility can be increased, then it may also increase its public stature and ability to influence policy and in turn increase membership in the organization.

Recommendation: The international segment is a relatively untapped at this time. One method of achieving increased international membership is to offer special incentives to new members in all international areas and/or incentives for existing members who recruit others. An example might be offering a free trip to the annual meeting for the best recruiter in each region. Another method is to cross-market SCB with other existing and related organizations and tapping into their existing networks.

(The following include reiterations of recommendations given in 2000 that continue to be relevant.)

Recommendation: One traditional method of influencing policy is to create a lobbying arm for the organization. However, considering the potential increase in cost and the membership's resistance to increasing dues, this may not be a viable option. However, there may be another method of accomplishing this goal.

Organizations that are viewed as credible are often invited to appear before Congress or present their views in public forums, debates and the media because they are viewed as an expert think-tank. Considering the academic background of the members of this organization, the Society for Conservation Biology could cultivate this image.

To become a credible player in the science policy arena, the SCB would need someone to establish press relations and to provide statements from SCB to the press on issues facing Congress and the world. The initial goal of this operation should simply be to have the Society office or person become a source of information which the press could call upon any time an important conservation issue emerges. If this image is established, then both elected officials and agency appointees will begin seeking the SCB input.

This program is a long-term, long-range idea. To become a credible source will take time. If the organization makes a commitment to this strategy, the results should be evaluated each year, but the commitment to succeed must be viewed as a goal which could realistically take five to seven years achieve.

Another alternative may be to develop an indicator or index of the health of natural/biological environment or some other measure that may have some specific relevance to average people's everyday lives. Items like water and air quality are often quoted, but indicators of the general improvement or decline of the environment over time and how it relates to quality of life could provide a new perspective. If a truly novel measure was developed it could serve and inform the public and expedite image enhancement of the organization.

- **Members are content with current dues.**

Most (82%) say dues are what they would expect and 6% say they are less than they would expect. Twenty-seven percent say they'd be willing to pay additional dues to support additional efforts. This data indicates that there is some room for an increase in dues if done incrementally and within reason. The \$50 figure tested was not well received, but a lesser figure could be more palatable especially if members believe the increase will result in desirable and tangible results. While the perfect figure is not certain, what is certain is that 72% of members have joined because SCB fills a unique role and this should give the organization some pricing power.

Recommendation: Any dues increase should be well aligned with improvements to current priority activities or longer-term goals. Without this alignment, SCB runs the risk of alienating members and causing defection.

- **There are several paths to increasing membership.**

One of the best methods for expanding is starting with the core. The highest percentage of "very satisfied" responses comes from members belonging to 5 or more conservation organizations, students, members working in teaching, and members in the Northeast US. These groups have an affinity not matched in other segments and it may be built into their specific situations. Taking a more intensive approach with these groups could yield considerable results.

Younger members, students and members new to the profession are more interested in the networking opportunities of SCB. Soliciting these prospects with a message highlighting the opportunities for networking and professional development is one alternative.

Directing more prospects to the web site is another method of generating eyeballs which may translate into membership. Beyond direct searches, links on select complementary sites could help generate additional traffic.

Becoming a clearinghouse for other conservation related publications is another option. Other titles and publications could be offered creating a one stop shop and increasing

web-use by members and new prospects alike. The current membership reads a variety of other conservation publications and it may be possible to both serve the membership and profit by offering subscriptions to other pubs directly from the SCB website.

Consider recruiting members from counter intuitive areas – such as private industry. Many companies are interested and would benefit from the conservation perspective. Many industries are seeking to differentiate themselves and better serve their customers. This means that many involved in commercial undertakings are opening up to new diverse perspectives.

Recommendation: Consider all of these steps and broader study of the issues and best opportunities for increasing membership.

APPENDIX A

SCB MEMBERSHIP POLL – 2004Admin only: [Check data output](#)

Note to respondents: Please consider this survey from the point of view of SCB as a whole and not from the viewpoint of a particular regional Section.

What SCB Relationship(s). What relationship(s) do you currently have with SCB?

- membership only (no publications)
 subscription to *Conservation Biology* only
 subscription to *Conservation In Practice* only
 subscription to *Pacific Conservation Biology* only
 subscription to 2 or more of SCB's publications
 subscription to 3 or more of SCB's publications
 not a member, not a subscriber
 other, please specify below

Other:

Why You Joined. People have joined the Society for Conservation Biology for different reasons. For each of the reasons listed below, please indicate if each one is an important or not an important reason you joined SCB.

	Very important reason	A somewhat important reason	Not an important reason	Don't know/not sure
to receive the journal <i>Conservation Biology</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to receive the magazine <i>Conservation in Practice</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to receive other SCB publications (e.g. <i>Pacific Conservation Biology</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to stay informed about what is going on in the conservation field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to develop contacts with other colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to participate in SCB's mission and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to help translate conservation science into public policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
there are no other societies that fill the same role as SCB	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to attend annual meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other reason:	<input type="text"/>			

Satisfaction. Overall, how satisfied would you say you are with the Society for Conservation Biology?

- Very satisfied
 Somewhat satisfied
 Somewhat dissatisfied
 Very dissatisfied
 Don't know/unsure

Change. If you could change one thing about the Society, what would it be?

Next 5 years. What is the most important issue the Society should be addressing in the next 5 years?

Executive Office. In September 2001, SCB opened an Executive Office (EO) located near Washington, D.C. to professionalize the Society. The EO oversees the SCB Web site, facilitates communication among committees, the Board, and the membership, and helps organize annual meetings. How would you rate the job of the EO?

- Excellent

- Good
 Fair
 Poor
 Don't know/unsure

If dissatisfied, please explain why:

Influence Policy. Currently, how active would you say the Society for Conservation Biology is in trying to influence public and governmental policy and issues and conservation issues?

- Very active
 Somewhat active
 Not very active
 Not active at all
 Don't know/unsure

Advocacy. Do you think the Society for Conservation Biology should take a stronger advocacy role about conservation issues in the following areas?

	Yes	No	Don't know/ unsure
national public policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
regional/transnational public policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
global public policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Member Resources. Do you think SCB provides you with sufficient member resources to help you pursue advocacy for changes in laws and policy, should you choose to do so? (For example, information disseminated through its publications, its database of experts, available Web-based resources such as jobs and educational programs.)

- Yes
 No
 Don't know/unsure

If you responded NO, please briefly explain what other resources you would like to have:

Value For Rates. Considering the benefits you receive, would you say the amount you pay for SCB membership and subscriptions is:

- Too high
 About what you would expect
 Less than you would expect
 Don't know/unsure

Activity Ranks. The following is a list of activities that SCB is currently involved in. Please indicate how important or un-important the Society's involvement in each activity is to you.

	Very important	Somewhat important	Not really important	Not at all important	Don't know/unsure
holding an annual meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
maintaining local chapters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promoting and strengthening the discipline of conservation biology worldwide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expanding the resources available for the regional geographic sections' conservation efforts (e.g., Austral and Neotropical America, Marine, Asia, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
producing a magazine for conservation practitioners (<i>Conservation in Practice</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

maintaining a Web site with information about the Society, career opportunities, education programs (K-12, university/ college, continuing), research opportunities, and conservation biology news.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sponsoring research projects on important issues such as laws, regulations and policies that affect imperiled species and ecosystems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
publishing a newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
publishing the journal <i>Conservation Biology</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Executive Office. The SCB Executive Office performs multiple functions. Please tell us how important or un-important the Executive Office's involvement in each activity is to you.

	Very important	Somewhat important	Not really important	Not at all important	Don't know/unsure
playing an advocacy role and being involved in public policy debates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
assisting with annual meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
supporting the regional geographic sections (e.g. Austral and Neotropical America, Asia, Marine, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
supporting the work of the Board of Governors and SCB Committees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

International Focus. The Society for Conservation Biology has increased its international emphasis and orientation (including North America) considerably over the last few years. Changes include a growing international membership, more international issues and information in articles in *Conservation Biology*, and some increased involvement in international and global policy issues. Do you think the Society should continue to increase its involvement in international issues?

- Yes
 No
 Don't know/unsure

Regional Sections & Policy. Should the regional geographic sections (e.g. Austral and Neotropical America, Asia, Marine, etc) be independent in pursuing advocacy or becoming involved with policy issues within their respective regions?

- Yes
 No
 Don't know/unsure

Activities in Next 5 Years. Below is a list of activities in which the Society could become involved during the next five years. Please indicate what priority you think each should have.

	Definitely do this	probably should do this	probably not do this	definitely not do this	Don't know, not sure
become more involved in national, regional and global public policy debates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
increase international membership and involvement in the Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
increase visibility and use of the database of experts on the SCB Web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

publish journal abstracts in several languages on the Web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expand the Web site and make it more interactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other item, and importance using the scale above:					
<input type="text"/>					

Pay Additional Dues. Would you be willing to pay an additional \$50 in annual dues if the money was needed to provide all these benefits and services?

- Yes
 No
 Don't know/unsure

Involvement in SCB. Below is a list of ways in which members get involved with the Society. For each item please indicate your level of involvement.

	Very often	Sometimes	Not very often	Never	Don't know/not sure
attend the annual Society meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
vote in the Society elections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
volunteer for a working committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
read the quarterly newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the Society's Web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
read the Society's publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
submit papers/ articles to the journal, magazine, or newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prevents Your Involvement. Which of the following would you say is the biggest issue that prevents you from being more active in the Society?

- the time commitment it would require
 the Society is not active enough in public policy issues
 the amount of money it would cost
 it's just not that important to me
 the Society is too active in advocacy
 don't know/unsure
 other, please specify below

Other:

Rate Conservation Biology. The Society for Conservation Biology publishes a bi-monthly scholarly journal called *Conservation Biology*. Overall, how would you rate this journal?

- Excellent
 Good
 Average
 Only fair
 Poor
 Unsure/don't read it

Conservation Biology Primary Strength. Which of the following would you say is the journal's primary strength?

- scientific rigor of the research
 frequency of publication
 range of topics of the articles
 editorials and reviews
 relevance to my work or interests
 articles are timely and current

don't know/unsure/don't read it

other, please specify below

Other:

Conservation Biology Primary Weakness. Which of the following would you say is the journal's primary weakness?

scientific rigor of the research

relevance to my work or interests

range of topics of the articles

editorials and reviews

articles are not timely and current

time from submission to publication too long

don't know/unsure/don't read it

other, please specify below

Other:

Other Journals Read. Which of these other scholarly journals do you subscribe to or read regularly? Please check all that apply.

Biological Conservation

Ecological Applications

Trends in Ecology and Evolution

Biodiversity and Conservation

Animal Conservation

Conservation Genetics

Conservation Ecology

Global Change Biology

Oryx

Environmental Management

Restoration Ecology

Ecology Letters

Diversity and Distributions

Journal of Applied Ecology

Journal of Wildlife Management

BioScience

Ecology

Science

Nature

None/don't know

Other(s):

Increase Frequency of Conservation Biology. Would you support increasing the number of issues per year of Conservation Biology from 6 to 10 or 12, even if it meant an increase in the cost of subscriptions?

Definitely

Probably

Probably not

Definitely not

Unsure/don't know

Rate Conservation In Practice. The Society for Conservation Biology also publishes a quarterly magazine for practitioners titled *Conservation In Practice*. Overall, how would you rate this magazine?

Excellent

Good

Average

Only fair

Poor

Unsure/don't know

Conservation In Practice Primary Strength. Which of the following would you say is the primary strength of *Conservation In Practice*?

Articles are timely and current

Broad range of topics

Accessible and engaging writing style

Provocative and inviting design

Scientific depth/rigor

Other

Other:

Conservation In Practice Primary Weakness. Which of the following would you say is the primary weakness of *Conservation In Practice*?

Articles are not timely and current

Too narrow a range of topics

Writing style

Design and format

Lack of scientific depth/rigor

Other, please specify below

Other:

Expand Publications Portfolio. Do you think the Society should expand its portfolio of journals to include longer monographs and/or "Conservation Letters" (short articles published rapidly)?

Definitely

Probably

Probably not

Definitely not

Unsure/don't know

Read Publications Online. How often do you read SCB publications on line?

Very often

Sometimes

Not very often

Never

Unsure/don't know

SCB Website. The Society runs an Internet Web site called "Society for Conservation Biology". Overall, how would you rate the Web site?

excellent

good

average

only fair

poor

Unsure/don't know

New Website Features. What new feature (s) would you most like to see on the SCB Web site?

Annual Meeting Satisfaction. Each year the Society for Conservation Biology holds an annual meeting of the membership. Please indicate your level of satisfaction or dissatisfaction with the annual meetings?

Very satisfied

Somewhat satisfied

Somewhat dissatisfied

Very dissatisfied

Don't know/unsure

Annual Meeting Changes. If you could do one thing to improve the annual meeting, what would it be?

reduce the cost

increase the length

reduce the number of overlapping sessions

pick better locations*

schedule it at a different time of year*

improve relevance of papers*

provide better accommodations*

- there is nothing major I would change
- don't know/ have not attended

If you chose an asterisked example, please specify what change you would make:

Renew Membership/Subscriptions. Are you planning to renew your membership/subscriptions in the Society for Conservation Biology? If YES or UNSURE, please skip the next question.

- Yes
- No
- Don't know/unsure

Why Not Renewing. What is the primary reason you are NOT planning to renew your membership?

- other societies provide more benefits
- the Society is not relevant to my work or interests
- the Society is too advocacy oriented
- membership is too expensive for what I get
- the Society does not get involved enough in public policy issues
- other, please explain below

Why Renew. People renew their membership in the Society for Conservation Biology for different reasons. For each of the reasons listed below, please indicate if each one is an important or unimportant reason you renew.

	Very important reason	A somewhat important reason	Not an important reason	Don't know/not sure
keeping up with the journal, <i>Conservation Biology</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
keeping up with the magazine, <i>Conservation In Practice</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
keeping up with SCB's affiliate journals, e.g. <i>Pacific Conservation Biology</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interaction with colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
staying informed about what is going on in conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
furthering the mission of SCB	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attending the annual meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
supporting the projects and activities of the Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other item, and importance using the scale above:	<input style="width: 100%; height: 20px;" type="text"/>			

How to Conservation. The following list of activities includes some you might personally want to pursue as your way of contributing to the field of conservation biology. Please indicate how likely you are to pursue the following.

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/not sure
Publishing papers on conservation in peer-reviewed journals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to government or consulting reports on conservation issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being involved with conservation education (K-12, university, media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking to elevate public awareness of conservation issues and principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencing political decisions either by lobbying or being involved in the decision process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Working to protect species, habitats and ecosystems in the field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other item, and importance using the scale above:					
<input type="text"/>					

Other Professional Societies. Which of these other professional societies do you belong to? Please check all that apply.

<input type="checkbox"/> Ecological Society of America	<input type="checkbox"/> a local or regional mammalogy association) A local or regional ornithological association
<input type="checkbox"/> Society for Ecological Restoration	<input type="checkbox"/> A local or regional invertebrate association
<input type="checkbox"/> Association for Tropical Biology and Conservation	<input type="checkbox"/> A local or regional association for the advancement of science
<input type="checkbox"/> British Ecological Society	<input type="checkbox"/> A local or regional fish or herpetological association
<input type="checkbox"/> Ecological Society of Australia	<input type="checkbox"/> A local or regional botanical association
<input type="checkbox"/> Natural Areas Association	<input type="checkbox"/> A local or regional marine or freshwater association
<input type="checkbox"/> American Fisheries Society	<input type="checkbox"/> A local or regional association of economics, law, policy or other social science

Other(s):

Environmental Organizations. To how many conservation-related non-governmental organizations (e.g., environmental groups) do you belong?

- None
 1-2
 3-4
 5 or more

Current Employer. How would you classify your current employer?

- university/college
 government
 large non-profit or NGO (> 100 staff)
 small non-profit or NGO (< 100 staff)
 international agency
 business/consulting
 retired
 self-employed
 student
 teacher at K-12 level
 zoo/museum/aquarium
 other, please specify below

Other:

Type of Work. How would you classify the PRIMARY type of work you do?

- teaching
 research
 approximately equal emphasis on teaching and research
 conservation activism or policy
 habitat or population management
 land protection or acquisition
 conservation or land-use planning
 other, please specify below

Other:

Primary Conservation Interests. What are your primary interests related to conservation biology? Please check all that apply.

<input type="checkbox"/> social sciences/policy	<input type="checkbox"/> landscape ecology
<input type="checkbox"/> conservation planning	<input type="checkbox"/> freshwater ecosystems
<input type="checkbox"/> vertebrates	<input type="checkbox"/> marine ecosystems
<input type="checkbox"/> invertebrates	<input type="checkbox"/> genetics
<input type="checkbox"/> plants	<input type="checkbox"/> biodiversity loss
<input type="checkbox"/> microorganisms	<input type="checkbox"/> conservation education
<input type="checkbox"/> terrestrial ecosystems	<input type="checkbox"/> invasive species

Other(s):

Published Peer-reviewed. Have you published a paper in a peer-reviewed scientific journal in the last five years?

- Yes
 No
 Submitted, in review
 Don't know/unsure

Published in *Conservation Biology*. Have you published a paper in *Conservation Biology* in the last five years?

- Yes
 No
 Submitted, in review
 Don't know/unsure

Published in *Pacific Conservation Biology*. Have you published a paper in *Pacific Conservation Biology* in the last five years?

- Yes
 No
 Submitted, in review
 Don't know/unsure

Live. Where do you currently live?

Select one Australia, Canada, US? Please choose state:

Work. Where do you do most of your work?

Select one Australia, Canada, US? Please choose state:

Citizenry. Of what country are you a citizen?

Select one Australia, Canada, US? Please choose state:

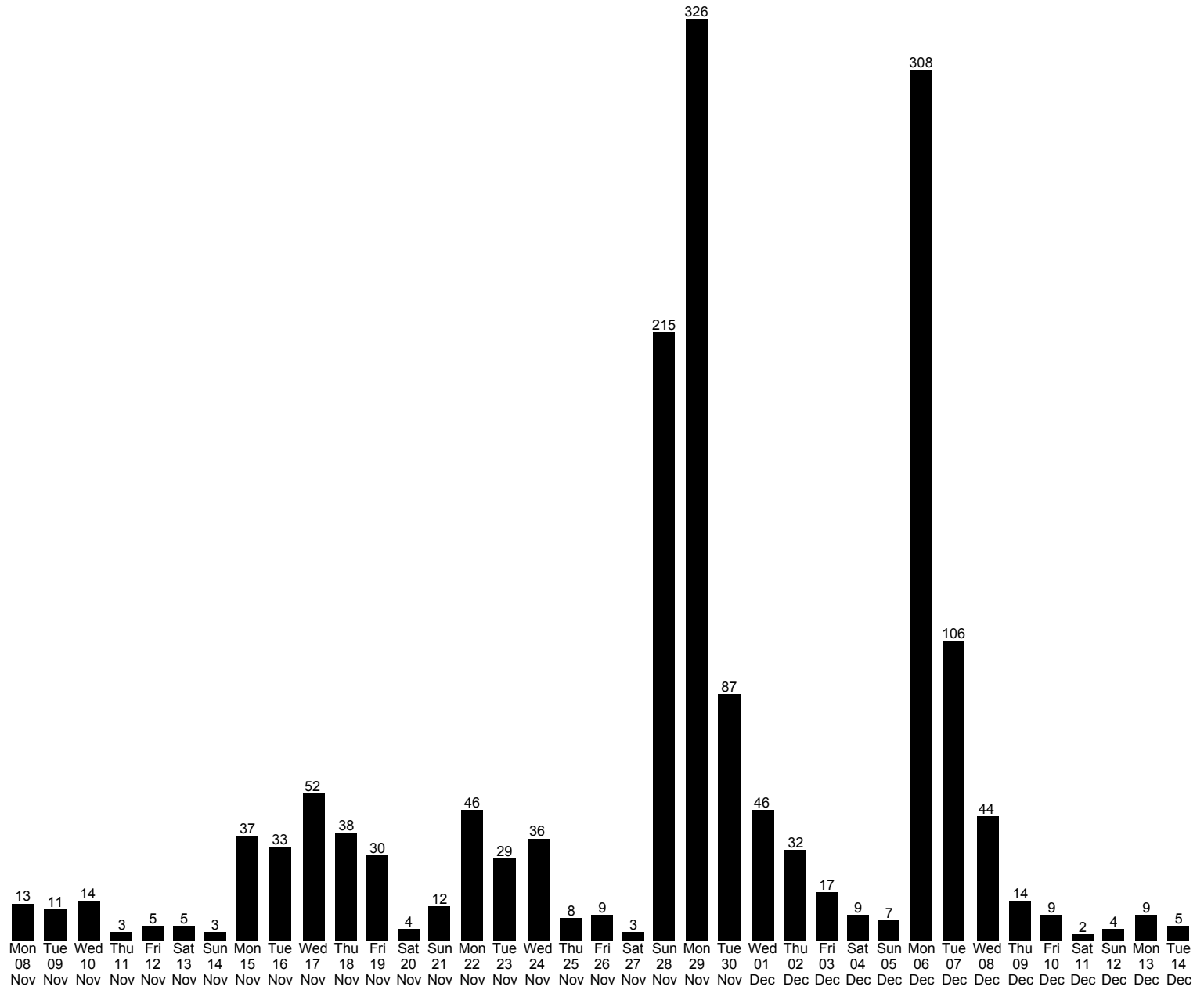
How Long With SCB. How many years have you been a member of the Society for Conservation Biology?

- 1 or less
 2-3
 4-5
 6 or more

Submit Questionnaire!

APPENDIX B

Current Total Count = 1631



08-Nov-04: Announcement posted to front page of SCB website <http://www.conbio.org/>

15-Nov-04: First batch of people received paper letter telling them about the survey

19-22 Nov 04: East Coast members received their paper letter

28 Nov 04: Email reminder sent to over 5000 members who have email on file

6 Dec 04: Final email reminder sent to over 5000 members who have email on file

15-Dec-04: Survey set to close at 12am