



**Birder
preferences
for bird
species and
bird habitats**

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All photos by Rochelle Steven

Birders and the Birdwatching Industry

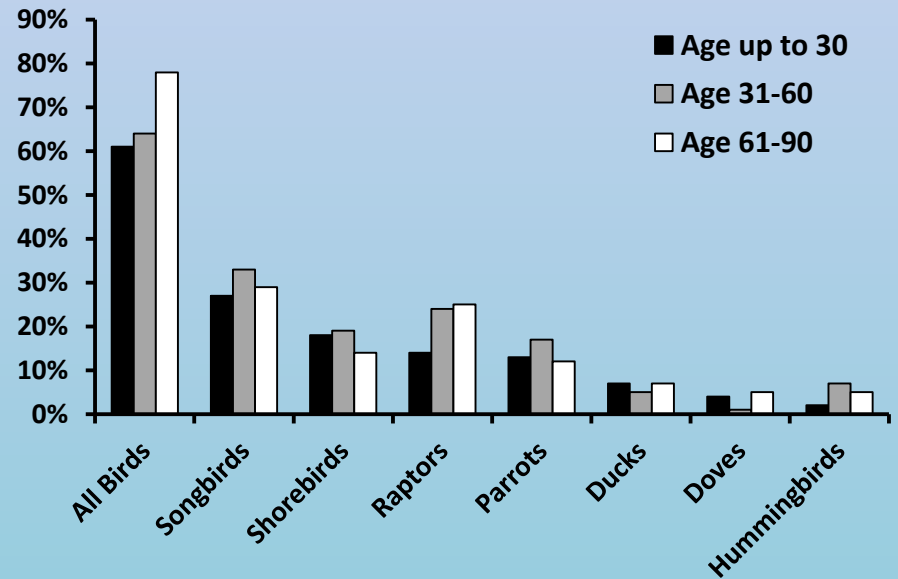
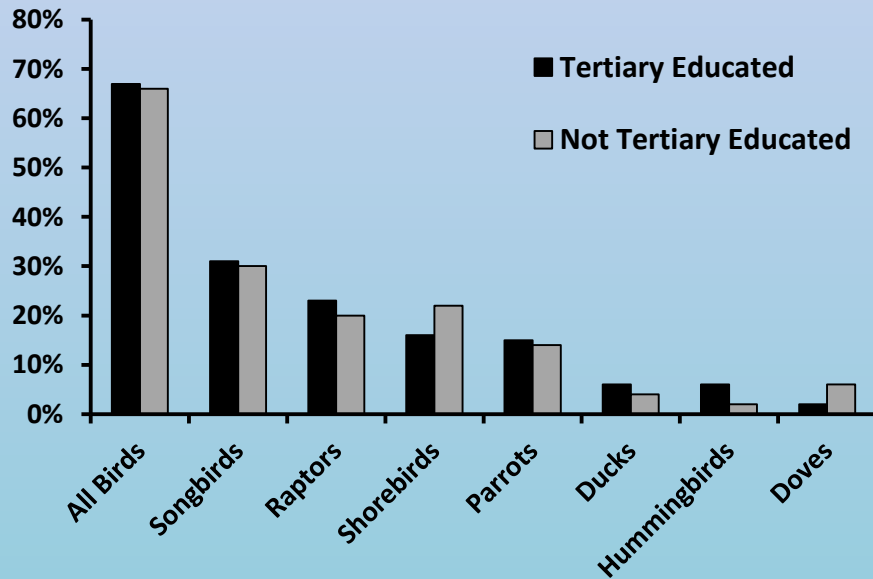
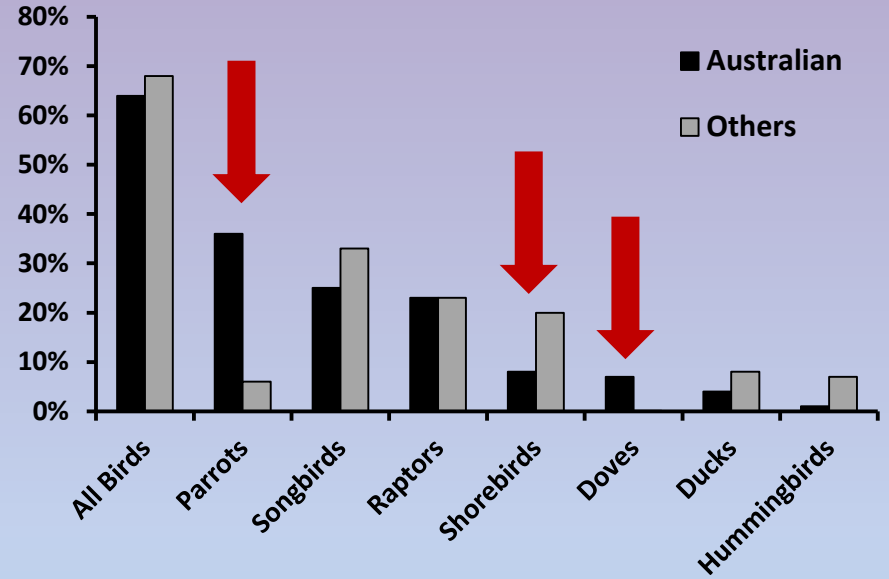
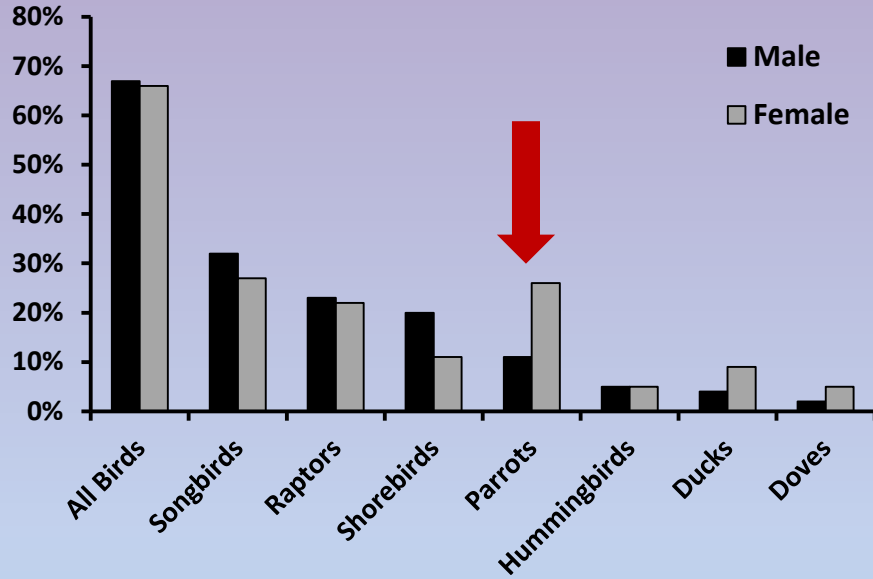
- Birding is a popular Western pastime – growing in the East
- Birding travel is a significant economic activity
- Social science and economic aspects well known



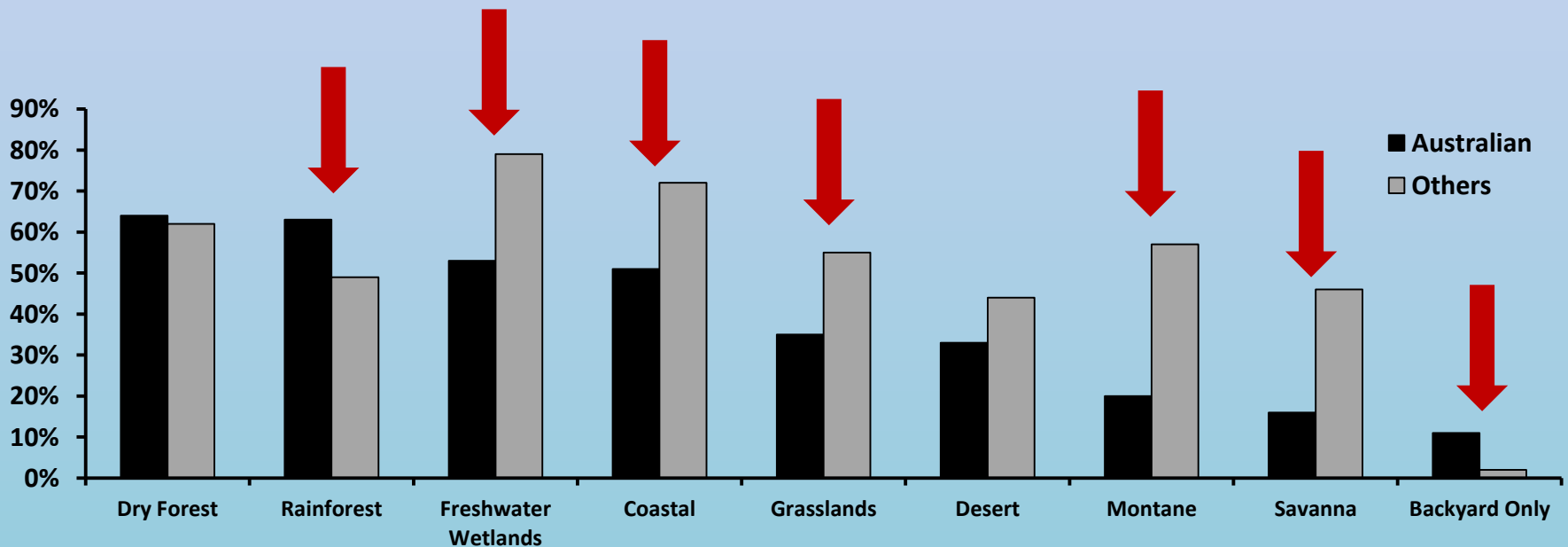
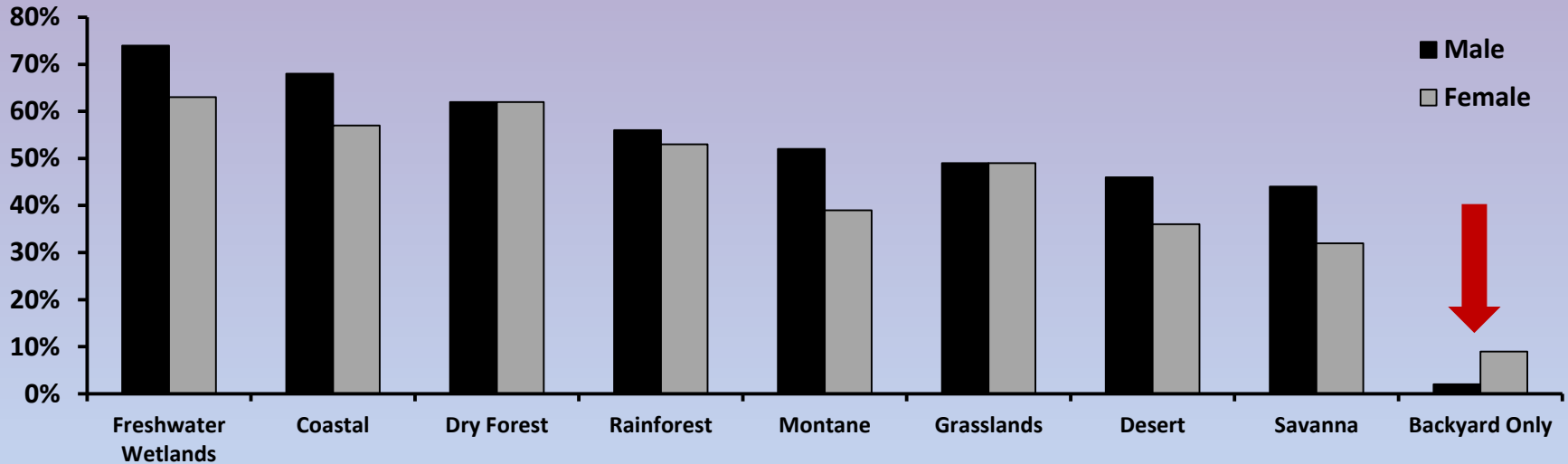
What about the birds?

- Birders asked about their birding preferences
- Data collected online (2012-2013) using a questionnaire administered via numerous electronic portals (birding forums, social media, mailing lists etc.)
- Data analysed using contingency table analysis
 - Pearson Chi Square and Fisher's Exact Test -
 - ↓ indicates statistically significant results ($p < 0.05$)
- Sample size between 258 and 285 respondents

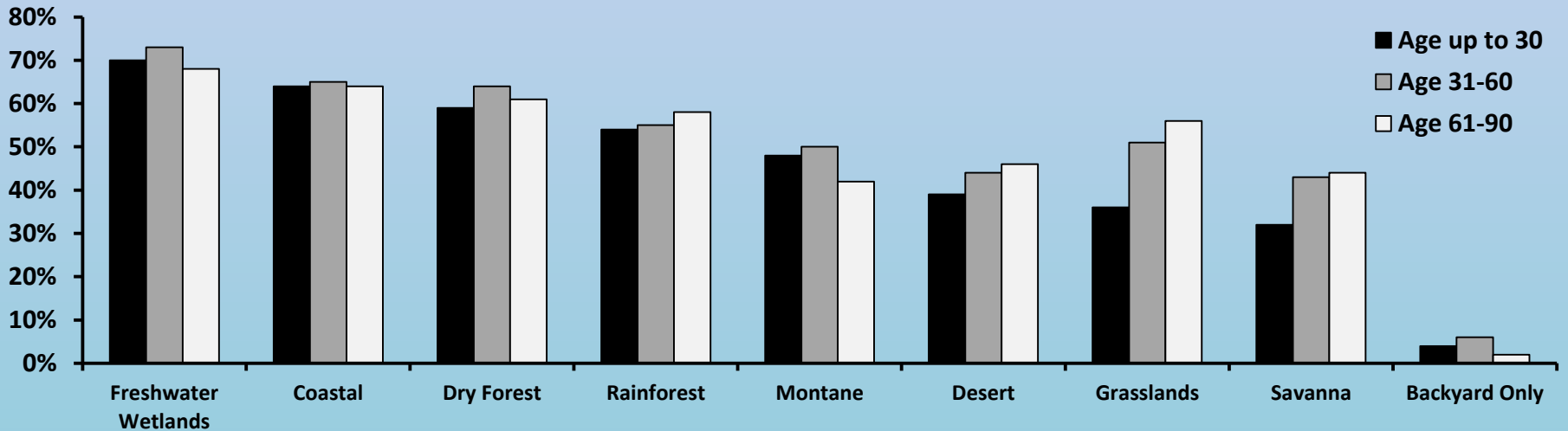
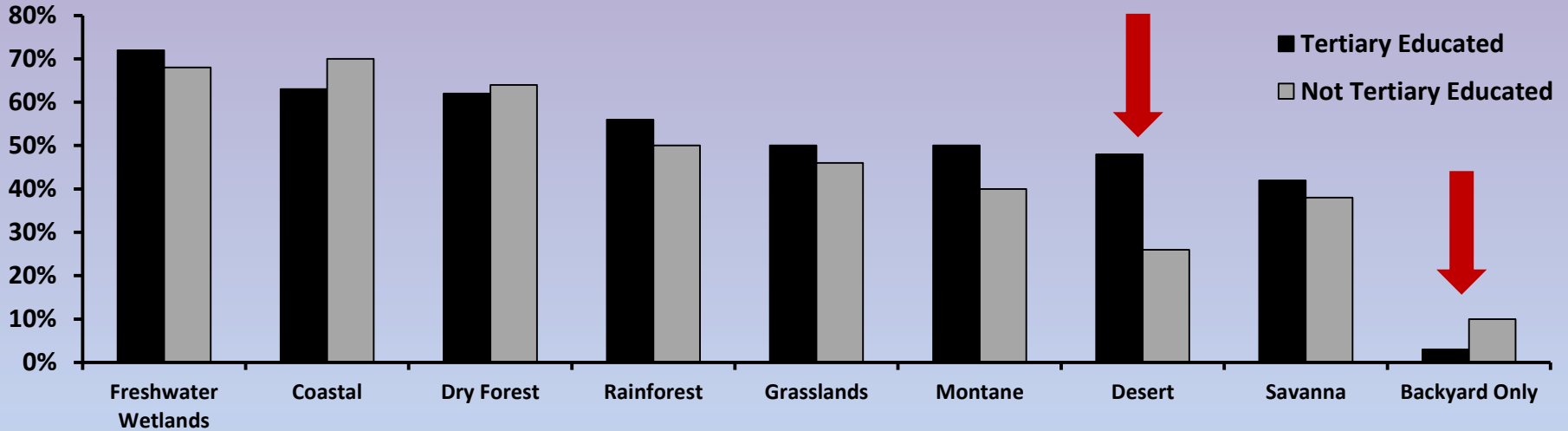
What birds do birders want to watch?



What habitats do birders prefer?



What habitats do birders prefer?



Conservation Implications

- **Target support for conservation programs and strategies according birder preferences & profiles**
- **Management for recreational and tourism related impacts**



Next Questions...

- **Test bird and habitat preferences against other birder characteristics**
E.g. Do birders that travel more for birding target different birds/habitats
do birders that travel less?





Thank You
For Listening

