



FULL RELEASE:

ECO-IQ SURVEY RESULTS

HUMAN NATURE PROJECTS INTERNATIONAL

About the Survey

The ECO-IQ Survey was conducted between 15th April and 15th May 2020, mostly during global lockdown for the novel coronavirus pandemic. Respondents were mostly well-educated or environmentally aware persons, as validated by a near-100% correct response rate to the calibration question no. 5, stating that whales belong to the mammalian class.

Despite this, the average score for the multiple choice (excluding qn. 5) was 2 out of 8. Given three possible responses for each question, that is worse than random chance. Not one person got 100%, and the highest score of 7/8 came from a Nigerian chap who retook the quiz. Only a tiny handful attained scores of 6 or 7, and variation in non multiple-choice questions was even greater. The intention of this report is to set out the results and provide conjecture as to possible reasons for low average performance.

Further Background

The survey results are all strictly anonymous, and the figures presented are only conglomerated response rates. The findings of this study are currently being used by Human Nature Projects staff to develop a global environmental education syllabus for the formation of school clubs and projects across our 104 countries of operation. If you wish to find out more about the organization, partner or suggest resources to include, then please contact us via our website linked below or email elliotconnor@humannatureprojects.org.

We are always open to suggestions and feedback on our projects, however please be patient in awaiting a response as our staff work entirely in a voluntary capacity.

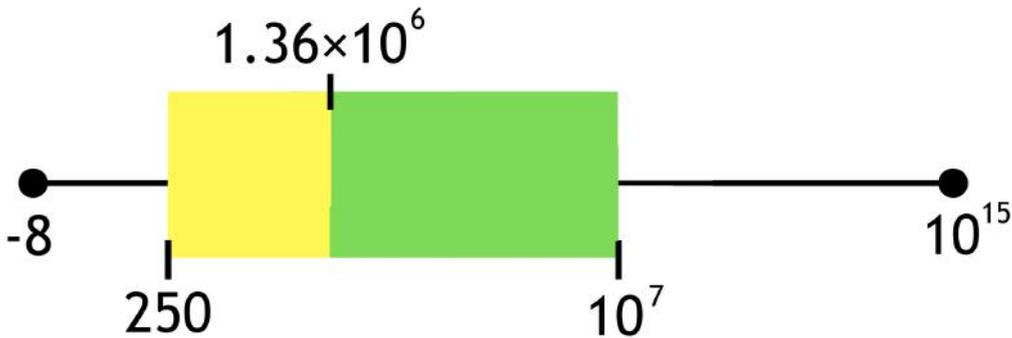


Individual Question Results

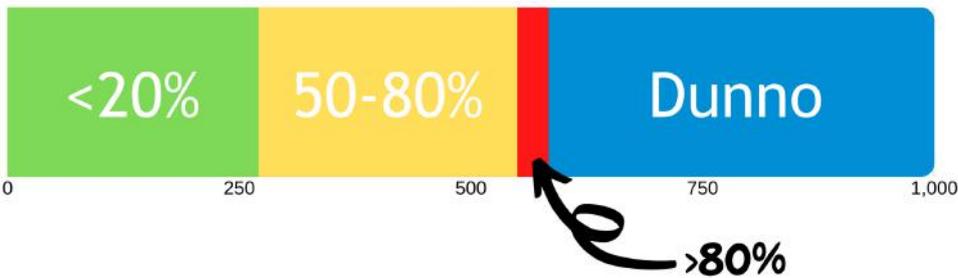
1.) What percentage of forest cover has been lost in the Brazilian Amazon from deforestation over the past 50 years?



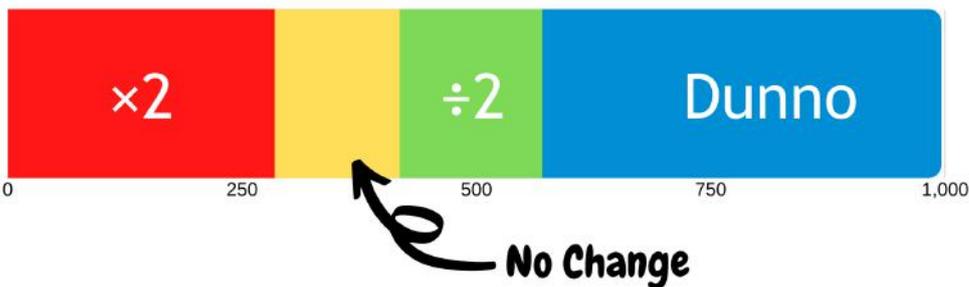
2.) Approximately how many living species are we estimated to share the Earth with?



3.) How many of Earth's species has science currently described?

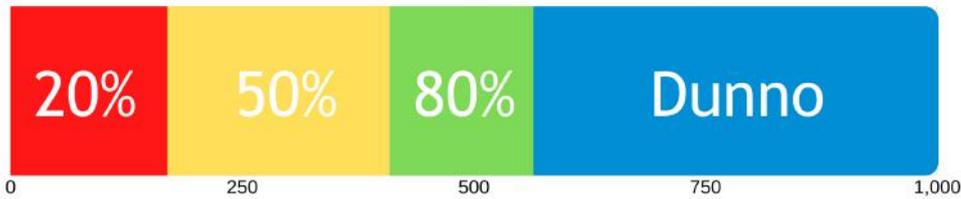


4.) How has the number of recorded poaching incidents of rhinos in South Africa changed over the past 5 years?

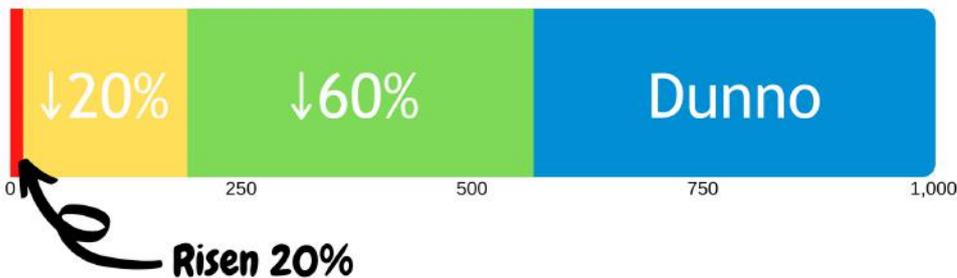


Individual Question Results

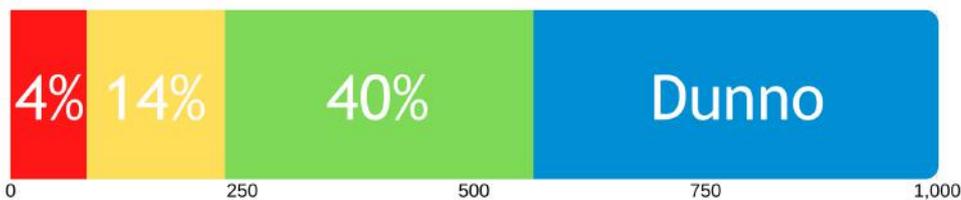
6.) Biodiversity loss is likely to impact progress towards approximately what proportion of the Sustainable Development Goals?



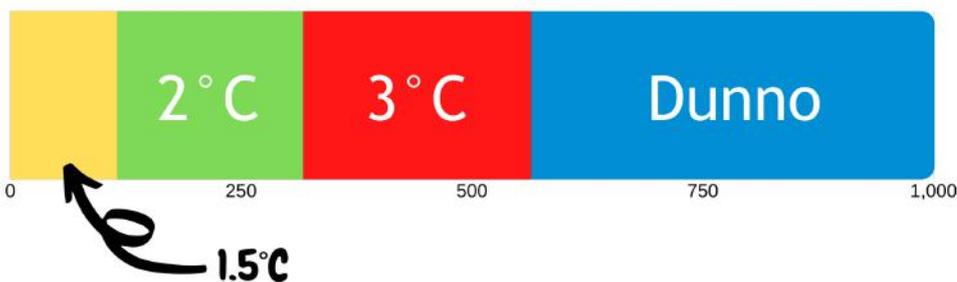
7.) Since 1970, the abundance of animals in the wild has...



8.) What percentage of the world's economy is derived from ecosystem services?

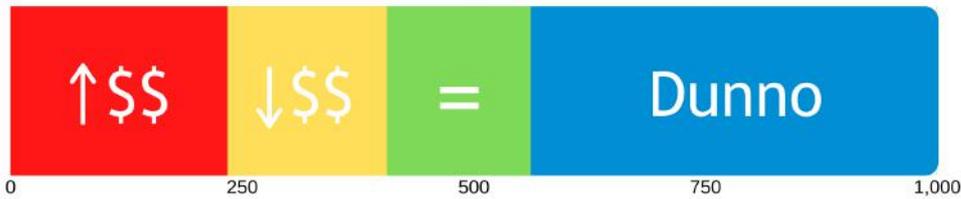


9.) If no major action is taken, how many degrees warmer will the Earth be in 2040 compared to pre-industrial levels?

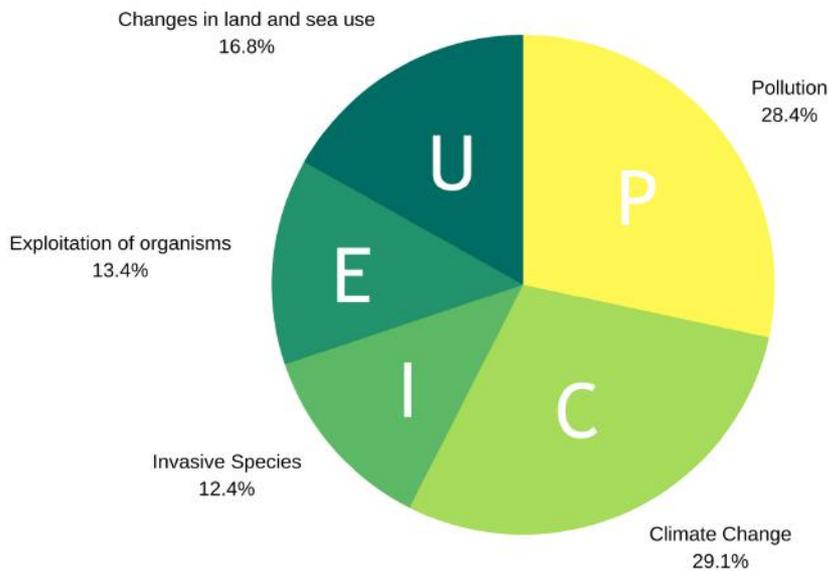


Individual Question Results

10.) Do richer or poorer countries have more threatened animals?



11.) Threats scored on severity for terrestrial and freshwater ecosystems...



12.) Provide one reason why humans might be considered as separate from animals?

Answers included:

- "Humans are the only species to destroy their own habitat."
- "Because we have the power to change things."
- "Humans are selfish. Animals are self-reliant."
- "Animals can't speak and ask for what they want."
- "Human could not survive without animals, but animals could most certainly survive without humans."
- "Supposedly humans are more rational than other animals..."



Discussion of the Results

The questions of the survey were not designed to be misleading, but rather elucidate the basic perception people held of the natural world under their current world view. Thus we view the findings in light of the inherent biases and irrationalities this popular perspective contains.

Notable among them is a the pessimism instinct, whereby the most dramatic responses were favoured in current events questions. This reflects most strongly upon media coverage, showing the need for Conservation Optimism and such movement to diversify messaging. Likewise, the worse results on poaching versus Amazon fires points towards the so-called Africa syndrome, whereby countries in the continent are perceived as backwards by non-residents, and thus encountering greater challenges in environmental pursuits.

The second question, on the amount of living species, is contentious amongst scientists themselves. Acceptable answers range from 8 million to 1 trillion, of which most answers fell short. The respondent who wrote '-8' certainly was the most creative, and the upper mark of one quadrillion places by another is almost certainly several degrees of magnitude too high. This is a basic fact, hence an inability to provide the appropriate response is meaningful in showing primarily a lack of formalized environmental education during schooling and outside.



**WE PERCEIVE
NATURE
IRRATIONALLY**

Discussion of the Results

The assessment of relative threats to ecosystems was intriguing. Climate change was placed first by a large margin, despite being placed by experts third in the true order of things. It would seem that the greater direct impact of global heating on people's lives and livelihoods leads to a greater perceived severity of the threat on other animals. Likewise, pollution, which should be properly placed fourth (IPBES, 2019) came out second highest in polling due to heightened media coverage and a more direct human element to the issue.

The final question on defining the human species showed up the expected range of common viewpoints: intelligence, culture, technology, communication, and on occasion tool-making. Many (or indeed all) of these are easily refutable yet still widespread beliefs popularized by the science of a decade ago. Despite this, the scattering of thoughtful and provocative responses indicated a shifting trend in the way humans perceive their position relative to other lifeforms. This is central to the Human Nature Projects cause, and thus a most welcome finding. With respect to the other questions, net responses indicated no major findings and across the 75 countries from which respondents participated, there were no outstanding performers. As aforesaid, the results have been added to a growing list of resources and findings in the Human Nature Projects knowledge bank to assist in future activities. We would like to thank all those who participated, and encourage them to join our network to see the impact they have made.



**WHEN WE LOOK AT
NATURE, WE SEE
OURSELVES...**

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