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UEBT Biodiversity Barometer Methodology

Union for Ethical BioTrade

- 2014 -

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Upon request of UEBT, the market research company IPSOS annually conducts the research for the UEBT Biodiversity Barometer. IPSOS is a well-respected market research agency with offices in over 85 countries and almost 40 years of experience.

National representative samples

For each country in which the UEBT Biodiversity Barometer research is conducted, approximately 1000 selected persons are interviewed. To correct sampling disparities, a post-stratification weighting of the results is implemented, based on important socio-demographic variables.

Box 1: socio-demographic variables use din weighing					
Gender:	Male	Female			
Age:	16-24	25-34	35-44	45-55	55 and more
Income:	lower	lower middle	higher middle	high income	
Education:	low	middle	high		

Margin of error

The margin of error with a sample size of 1000 respondents per country, as used in the UEBT Biodiversity Barometer, is no more than about 3 percentage points¹.

Interview method

For the UEBT Biodiversity Barometer IPSOS uses the following interview methods:

- Internet – omnibus
- Internet – ad-hoc sample
- Telephone interviews
- Face-to-face

For cost reasons, UEBT opts for internet surveys when possible. Internet surveys are possible when there is little difference between the profile of the entire population and the profile of Internet users. In countries where internet connection rates are too low to reach a national representative sample, UEBT and IPSOS will discuss alternative approaches, such as telephone interviews and face-to-face interviews².

Survey questions

UEBT reports to the CBD and the Biodiversity Indicator Partnership on two questions of the UEBT Biodiversity Barometer. The questions concern biodiversity awareness, and have remained unchanged since 2009. Q 1 is a closed question, Q2 is an open-ended question.

¹ In France, Germany, UK, and USA an additional age group (64-75) was included in the omnibus in 2013 to reflect the growing average age of the population. To assure comparability with previous years, only responses from age groups up to 64 were included, which makes the effective sample slightly smaller and increases the margin of error.

² Phone and face-to-face interview are significantly more expensive than internet interviews.

Box 2: UEBT Biodiversity Barometer questions

Q1: Personally, have you ever heard of “biodiversity”?

1. Yes, I have heard of it and I know exactly what it means
2. Yes, I have heard of it, but I am not sure what it means
3. No, I never heard of it

(To all, one answer only)

Q2. In your opinion, what does biodiversity mean?

(Open-ended question)

Possible distorting factors

The following factors may influence the results:

- In countries with low internet connection rates, respondents (internet, phone, face-to-face) are often concentrated in urban areas. UEBT has not investigated if awareness among urban respondents varies from that of rural respondents.
- The applied interview method may slightly affect the outcome, as behaviour of respondents may be different in case of internet, telephone or internet interviews.

For more information please contact:

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UEBT Biodiversity Barometer Methodological Information

Barometer 2009

	Germany	France	U.K.	U.S.A
Number of respondents	1017	1020	1000	1005
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus
Period of reserch	February 27 - March 4	February 27 - March 4	February 27 - March 4	February 27 - March 4
Age groups	16 - 64	16 - 64	16 - 64	16 - 64

Barometer 2010

	Germany	France	U.K.	U.S.A	Brazil	Japan	South Korea
Number of respondents	1017	1020	1000	1005	1022	1001	1001
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus	Online ad-hoc	Online ad-hoc	Online ad-hoc
Period of reserch	February	February	February	February	February	August	August
Age groups	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	16 - 55

Barometer 2011

	Germany	France	U.K.	U.S.A	Brazil	South Korea
Number of respondents	1014	1018	1021	1023	1006	1000
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus	Online ad-hoc	Online rercruited from Ipsos Access Panel
Period of reserch	February 18 - March 7	February 18 - March 7	February 18 - March 7	February 18 - March 7	February 18 - March 7	August
Age groups	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	15 - 55

Barometer 2012

	Germany	France	U.K.	U.S.A	Brazil	Switzerland	India*	Peru**
Number of respondents	1011	1010	1017	1013	1000	1000	1015	1000
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus	Online ad-hoc	Online ad-hoc	Face to Face	Phone interviews
Period of reserch	January 23 - February 20	January 23 - February 20	January 23 - February 20	January 23 - February 20	January 23 - February 20	January 23 - February 20	January 23 - February 20	January 23 - February 20
Age groups	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64	16 - 64

* Delhi, Chennai, Kolkata and Mumbai

** Lima, Arequipa, Trujillo and Chiclayo

Barometer 2013

	Germany	France	U.K.	U.S.A	Brazil	China
Number of respondents	949	1010	874	883	1001	1003
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus	Online ad-hoc	Online ad-hoc
Period of reserch	January 21 - February 14	January 21 - February 14	January 21 - February 14	January 21 - February 14	January 21 - February 14	January 21 - February 14
Age groups	16 - 64	16 - 64	16 - 64	18 - 64	16 - 64	16 - 64

Barometer 2014

	Germany	France	U.K.	U.S.A	Brazil	Colombia	Vietnam
Number of respondents	954	881	851	894	1028	1017	1018
Method	Online omnibus	Online omnibus	Online omnibus	Online omnibus	Online ad-hoc	Online ad-hoc	Online ad-hoc
Period of reserch	January 29 - February 21	January 29 - February 21	January 29 - February 21	January 29 - February 21	January 21 - February 14	January 29 - February 21	January 29 - February 21
Age groups	16 - 64	16 - 64	16 - 64	18 - 64	18 - 64	16 - 64	16 - 50