

GUIDEBOOK

# Ocean & Society Survey

Coordination led by:



CANADIAN  
OCEAN  
LITERACY  
COALITION

An affiliated project of

 **OCEAN**  
FRONTIER INSTITUTE



Led by  
**DALHOUSIE**  
UNIVERSITY

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# Welcome to the Ocean & Society Survey (OSS)

The OSS is a collaborative research tool designed to answer two key questions:

1. How do people around the world connect with and value the ocean?
2. What influences peoples' interests and concerns about the ocean, and their willingness and capacity to take action for the ocean?

## 1 OUR MISSION: PUTTING PEOPLE AT THE HEART OF SOLUTIONS

The threats facing the ocean are driven by human activity, and only people can solve them. Our mission is to **place people at the center of solutions for ocean health by fostering a society that understands, values, and acts for the ocean.**

Achieving a healthy ocean requires more than science and policy; it demands a deep shift in public perception and behavior. As highlighted in Challenge 10, we must restore society's relationship with the ocean by **building connections, strengthening motivations, and increasing the capacities and opportunities for everyone to take part.**

## 2 OUR APPROACH: UNDERSTANDING PEOPLE AT THE HEART OF OUR APPROACH

Ocean literacy and strategic communications both place people at the heart of solutions. Through an informed, collaborative and evidence-based approach, together we can inform decisions, inspire action, and **build the public will needed to drive systemic change.**

Both the ocean literacy and strat comms communities recognise that the data provided by the OSS, as well as other public perception research and tools, can provide a path for action, **equipping us with the evidence-base required to design more targeted, impactful interventions and providing a shared measurement of effect.**

## 3 OUR SHARED OBJECTIVE: BUILDING THE PUBLIC WILL TO DRIVE SYSTEMIC CHANGE

Ocean challenges are people challenges. To design effective ocean literacy and communication efforts, **we must understand how people connect with, value, and act for the ocean** and all waterways leading to it. While understanding the ocean itself is crucial for developing impactful solutions, equally important is understanding the human connection to it.

The **Ocean and Society Survey is a first-of-its-kind tool for ocean practitioners** to understand how people across the world think and feel about the ocean. We must **leverage this exciting new knowledge** to create more targeted, effective and measurable initiatives.

*The above key messages were prepared by OISU and COLC for a presentation at the UN Ocean Conference in Nice, France in June 2025.*

## What is the goal?

- To administer the survey in as many countries as possible by 2030.
- To generate baseline, country-level data to track changes in how people understand, value, and/or engage with the ocean over time.

## Why does it matter?

By understanding the connections between people and the ocean, we can better identify what motivates peoples' behaviour, what helps them take action, and what might get in the way. These insights can help guide, for example, ocean communication strategies, effective community engagement practices, and broader ocean decision-making and investments in ways that consider peoples' lived experiences and realities.

## Who is it for?

The survey is designed to support the interests of a wide range of users – such as ocean researchers, communicators, educators, business and industry professionals, decision and policy makers.

Since the launch in January 2025, 12 countries joined the OSS effort through facilitated administration by the time of the UN Ocean Conference (UNOC) in June. Interest has continued to grow post-UNOC, with more countries joining through both facilitated and independent means. We invite further country participation and seek continued support from the following contributors to sustain this momentum:

- ✓ Organizations & Nonprofits
- ✓ Community Practitioners
- ✓ Academic Institutions
- ✓ Governments & Agencies
- ✓ Businesses & Foundations

The survey is tailored to respondents age 18 years and older, and it can be adapted for various cultures, languages, and contexts.

For examples of how various ocean stakeholders can use the tool, see 'Using OSS Data' on the [OSS webpage](#).

# How can OSS data help you?

The OSS tool - when combined with other data-sets, knowledge, experience, and expertise - can be applied to support progress toward a healthy ocean.

## 1 ESTABLISH BASELINE METRICS

Use the OSS to benchmark public opinion and track progress over time

*Why it matters:* Without baseline data, it's nearly impossible to demonstrate cumulative impact or refine strategy. The OSS data captures current public understanding, attitudes, and behaviours regarding ocean health and conservation, establishing an essential starting point for measuring change. When the survey is repeated in the future, baseline measurements can be used to track changing attitudes over time.

## 2 GENERATE INSIGHTS FOR CAMPAIGN DEVELOPMENT

Use the OSS to design smarter, more resonant campaigns

*Why it matters:* Data from the OSS helps identify who to target, what to say, how to say it, and where to say it. Through revealing audience information sources, emotional connections to the ocean, willingness to change behaviours, as well as motivations, barriers, and incentives to change, it provides valuable insights for campaign design. Similarly, questions about who the public trusts to take ocean action can be used to guide decisions about campaign messengers.

## 3 DRIVE HEADLINE MESSAGING AND ADVOCACY ENGAGEMENT

Use the OSS to craft compelling messages and media hooks to influence policy

*Why it matters:* Public ocean perception research and resultant data can help drive media engagement and craft headlines by showing public levels of concern about ocean health and their support for relevant action. This data gives an evidence-based narrative that cuts through the noise and resonates in press, policy, and public spaces.

### EXAMPLE:

Survey questions like **"Which environmental topics are of highest priority to address?"** and **"How often do you think about ocean health?"** provide a reference point for public awareness, concern, and emotional engagement. Over time, these metrics can help communicators to gauge the extent to which public opinion is (or is not) shifting in relation to ocean issues. For example, in Canada currently, five percent of people say they think about ocean health on a daily basis, compared to 19% of people saying they think about climate change with the same frequency. These are figures that can be tracked over time.

### EXAMPLE:

The OSS asks **"Where do you mostly learn or get information about the ocean?"**. In the Canadian data, for example, only **15%** of people said they turn to **research or nonprofit organisation** outreach to learn about the ocean, while **44%** cited **news media**, **31%** **social media**, and **26%** said **visiting the ocean**. This suggests the need for ocean organisations to reassess their communications efforts and improve their reach by prioritising media channels and platforms shown to be popular among their specific targeted audiences (based on age, gender etc).

### EXAMPLE:

When asked if countries should cooperate on ocean protection even if they disagree on other issues like trade and security, the public from 12 countries surveyed to-date were overwhelmingly in agreement. That's a powerful mandate among headlines dominated by messages of global fragmentation and polarisation. The average level of agreement across the 12 countries surveyed was 79 percent.



# OSS coordination & co-design partners

- Canadian Ocean Literacy Coalition (Dalhousie University) – Jen McRuer and Diz Glithero
- Centre d'Estudis Avançats de Blanes (CEAB-CSIC) – Jordi F. Pagès
- Communications INC – Natalie Hart, Sophie Hulme, and Brittney Francis
- Connecticut Sea Grant and University of Connecticut – Diana Payne
- Fundação Grupo Boticário – Janaina Bumbeer
- Instituto do Mar–Universidade Federal de São Paulo – Ronaldo Christofletti and Ivan Machado Martins (early contributions from Bárbara Pinheiro and Marília Bueno Fernandes)
- Lawrence Hall of Science – Craig Strang
- MarSocSci and Cardiff University – Emma McKinley
- Ocean Conservation Trust – Nicola Bridge
- Nordlandsforskning, Nordland Research Institute – Liz Morris-Webb
- Research for Purpose Ltd – Vinicius Lindoso
- Simon Fraser University – David Zandvliet
- University of Gothenburg – Géraldine Fauville



# Ocean & Society Survey

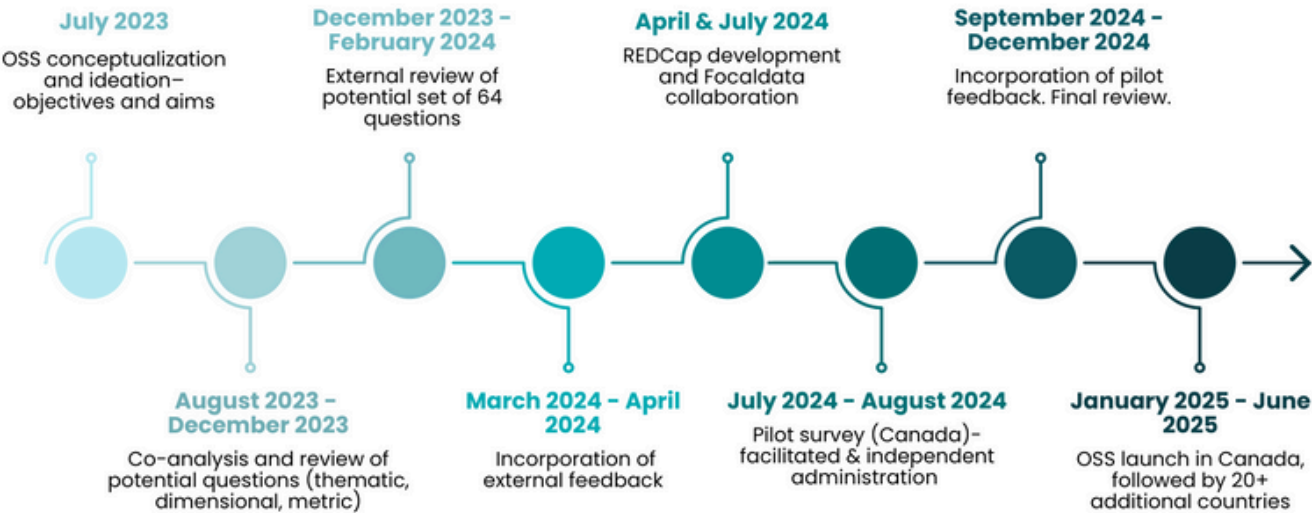
## Co-design process

### Rationale & objectives

The OSS is the culmination of 18 months of collaboration by an international and multi-sectoral team of researchers and partners from the Global North and South. Its primary objective is to better understand and utilize public insights about people-ocean connections, specifically on how we understand, value, and/or engage with the ocean, to help inform people-centred and solution-focused ocean campaigns, engagement initiatives, decision-making, and investments.

To achieve this objective, 20 standardized questions focus on connections with the ocean related to emotions, lifestyle choices, willingness to change habits and behaviours, awareness of ocean benefits, access to the ocean, sources of information about the ocean, perceived ocean threats and concerns, and place-based perspectives on personal and collective actions and solutions.

### OCEAN & SOCIETY SURVEY TIMELINE



## Co-development of a robust tool

- The OSS arose from the efforts of a co-design team of ocean literacy researchers and strategic ocean communicators from North America, South America, and Europe. Its development built upon three existing, validated national ocean literacy surveys:
- [Canadian Ocean Literacy Survey](#) (Canadian Ocean Literacy Coalition, 2020)
- [United Kingdom Ocean Literacy Survey](#) (Department for Environment, Food & Rural Affairs and Ocean Conservation Trust, 2022)
- [Brazil Ocean Literacy Survey](#) (Instituto do Mar–Universidade Federal de São Paulo and Fundação Grupo Boticário, 2022)

The comparative analysis of these 3 national surveys informed the OSS, importantly reflecting the ways ocean literacy includes and values diverse ocean perspectives: Canada's survey examined ocean perceptions and values through place-based perspectives and multiple ways of knowing, the UK's survey focused on the measurement of key ocean literacy dimensions, and Brazil's survey focused on ocean culture and communication.

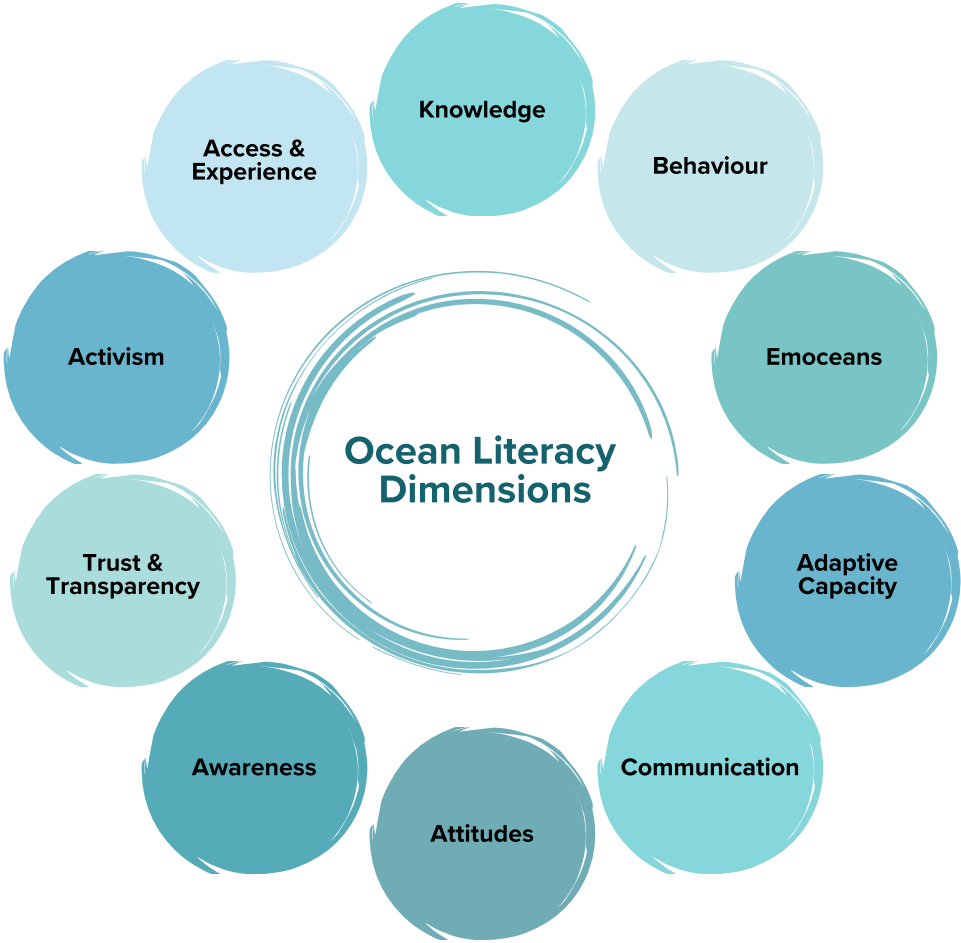
The selection of core OSS questions was guided by a [public ocean perceptions comparative analysis](#) study by the Canadian Ocean Literacy Coalition in 2022 (McRuer & Glithero, 2025), and involved the following three stages:

### 1. Identifying arising themes in question sets

<b>Ocean Connection</b>	Reciprocal influences (actual or perceived) between people and the ocean; or references to the physical, emotional, spiritual relationship(s) with the ocean
<b>Ocean Health</b>	Perceptions of ocean health, its importance to daily lives, ocean health priorities, and objectives
<b>Ocean Protection</b>	Ocean protection awareness, priorities, strategies, and leadership
<b>Ocean Threats</b>	Awareness and concerns related to ocean threats (actual or perceived)
<b>Ocean Values</b>	Ocean values related to daily lives, resources, protection, economics, governance
<b>Knowledge/Awareness</b>	Understanding of the ocean and how information is sourced, taken up, and shared
<b>Blue Economy</b>	Perceptions and understanding related to ocean-based economic activities, assets, growth, and services
<b>Governance</b>	Perceptions related to processes of enforcement/modification related to ocean and coastal activities, health, and protection
<b>Ocean Influences &amp; Solutions</b>	Actions, influences, and innovation to support a healthy ocean



2. **Assigning ocean literacy dimension(s) to each question.** Adapted from McKinley et al., 2023.



3. **Assessing question alignment with indicators of change(s) over time.** Adapted from Hattam et al., 2015.

Measurability	Will data result in something that can be measured?
Sensitivity	Can data reflect change over time?
Specificity	Is the change resulting from a response to a particular ocean literacy dimension or specific to a particular topic?
Scalability	Is the data adaptive to different scales?
Transferability	Is the question applicable across regions?
Policy Relevance	Is the resultant data impactful for policy?

Multiple rounds of revisions by the OSS team determined 64 potential questions relevant to a wide range of audiences and contexts. Review processes involved 30 additional collaborators before a pilot stage in Canada (June-August 2024) served to test the questions, platform, and design prior to international uptake and use. In particular, the pilot stage helped with data cleaning and quality checks, and provided insight on metrics of survey fatigue, language uncertainty, inconsistent responses, lack of attention, and time to completion. Following review and pilot stages, the potential set of 64 questions was refined to 20 core, standardized questions (in addition to 10 demographic questions) primarily consisting of open, ranking, likert, multiple select, and single select formats. (N.B. to aid in inclusivity and accessibility on a global scale, the core set can be augmented to afford context-specific, place-based, and culturally appropriate questions - see section on OSS contextualization).

## References

- Hattam, C., Atkins, J. P., Beaumont, N., Börger, T., Böhnke-Henrichs, A., Burdon, D., ... & Austen, M. C. (2015). Marine ecosystem services: linking indicators to their classification. *Ecological Indicators*, 49, 61-75.;
- McKinley, E., Burdon, D., & Shellock, R. J. (2023). The evolution of ocean literacy: A new framework for the United Nations Ocean Decade and beyond. *Marine Pollution Bulletin*, 186, 114467.
- McRuer, J., & Glithero, D. L. (2025). Advancing Public Perceptions Ocean Research: A Guiding Approach to Strengthen Collaboration for Ocean Health. *Facets*. 10.1139/facets-2024-0039

# Ocean & Society Survey Administration

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## To support international uptake and use, the OSS can be administered in two ways:

**1. Facilitated Administration:** To expedite and standardize country-level, nationally representative data collection, [Focaldata](#) – a public opinion survey agency based in the UK – is leading OSS administration.

**Focaldata was chosen, based on:**

- expertise and respected reputation in market research administration
- affordability
- capacity for wide global reach, and ability to contextualize for regional needs
- high efficiency, with globally diverse panels and data collection in under a week
- ease of comparative analysis across countries through an online dashboard
- ready access and rights to collected data
- support for translation and analysis outputs

**Benefits of facilitated administration:**

- Common platform & visualization: All participating countries use a shared platform with access to dashboards and data tables for easy visualization and comparison.
- Contribution to Ocean Decade events: Invites your participation in co-analysis and/or enables your data to be included in comparative co-analysis to inform insights for ocean communications campaigns, effective public engagement practices, decision-making, and investments.
- Networking: Presents an opportunity to be a part of an established and growing international team of transdisciplinary collaborators.

See [FAQs](#) on Focaldata administration.

**2. Independent administration:** Any individual/group/organization can engage in independent administration in a particular country, region, or subset population, and/or can share the survey toward these ends, in the following ways:

A) The OSS is also available through the REDCap survey platform which stores data securely on Dalhousie University's Canadian servers. To use the OSS, administrators will be provided with a username and password for access to a survey link that has been tailored for your country, region, or subpopulation. The link can be publicly shared with your intended user groups. The resultant data will be stored on the REDCap platform, accessible for download and use through survey administrator login details.

- If you are interested in using the REDCap survey platform to collect data, we ask that you share your data with us for upload on the OSS dedicated webpage to afford a) wider comparison with globally participating countries, and b) knowledge exchange and identification of regional trends and patterns throughout the Ocean Decade and beyond. See Data Sharing section for more information.

B) You can also utilize the question set (or subset thereof) in a survey platform of choice, for particular aims. Please note that unless the use is standardized in accordance with specified terms, you may not be able to compare your survey results with the wider data sets from participating countries. If this is not an issue, and you are interested in using the OSS questions in whole or part for your own inquiry purposes, we kindly ask the following:

- To afford comparability with the wider effort, the question types, wording and answer choices must remain unchanged and consistent with the standardized question set.
- To support OSS uptake on different scales, we'd appreciate feedback on your experience, the successes and benefits, challenges you run into, what you learn from the data you collect, etc.
- To promote learning and sharing of your experience, users are invited to write a short synopsis story of your study, your research approach, why you chose the OSS, your experience of its use, and any related visuals for potential highlights in OSS-related outputs (e.g., website features, conference presentations and posters, publication case study examples).

## Citation & acknowledgement

Whether facilitated or independent administration, the following citation is for use in all outputs and deliverables (e.g., reports, visual, publications, presentations, theses, articles, website site content) to acknowledge co-design efforts of the collaborating research team: McRuer, J., Glithero, D., McKinley, E., Pagès, J., Fauville, G., Morris-Webb, E., Hart, N., Strang, C., Christofolletti, R., Hulme, S., Grainger, E., Pinheiro, B., Payne, D., Bridge, N., Lindoso, V., Machado Martins, I., Zandvliet, D., Bueno Fernandes, M., Bumbeer, J., & Shellock, R. (2025). Co-designing the Ocean & Society Survey—A Global Tool for Understanding People-Ocean Connections and Mobilizing Ocean Action. *Ocean & Society*, 2. <https://doi.org/10.17645/oas.9809>

In cases of using datasets obtained through facilitated administration by FocalData, the following formula is to be accordingly amended with respect to lead country, and cited as:

“Ocean and Society Survey [Country]. Yyyy. [Country] data provided by [XXXXXX project funding statement]. Survey administration by FocalData. Methods from McRuer et al. 2025, associated data, and more detail accessible via Your paragraph text”

For specific dataset funding sources, please see Participating Countries.

In cases of independent administration with REDCap, please cite the publications below. REDCAP recommends the following boilerplate language:

Study data were collected and managed using REDCap electronic data capture tools hosted at Dalhousie University. REDCap (Research Electronic Data Capture) is a secure, web-based software platform designed to support data capture for research studies, providing:

- an intuitive interface for validated data capture;
- audit trails for tracking data manipulation and export procedures;
- automated export procedures for seamless data downloads to common statistical packages; and
- procedures for data integration and interoperability with external sources.

1) Harris, P.A., Taylor, R., Thielke, R., Payne, J., Gonzalez, N., Conde, J.G. (2009). Research electronic data capture (REDCap) – A metadata-driven methodology and workflow process for providing translational research informatics support. *Journal of Biomedical Information*. 42(2): 377-81.

2) Harris, P. A., Taylor, R., Minor, B. L., Elliott, V., Fernandez, M., O'Neal, L., ... & REDCap Consortium. (2019). The REDCap consortium: Building an international community of software platform partners. *Journal of Biomedical Informatics*, 95, 103208.



# Ocean & Society Survey

## Contextualization

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Contextualization may be needed prior to uptake and use of the OSS survey tool, to suit particular aims. The OSS can be used in different ways and for a range of potential reasons, including, but not limited to:

- Collecting baseline information on public levels of ocean literacy;
- Evaluating the impact of ocean literacy initiatives and programs through carrying out data collection before and after an activity or intervention, so that any change in attitudes, perceptions, and relationships can be tracked and assessed.
- Collecting data to inform evidence-based ocean communications campaigns, decision-making, and investments

With these (and other) uses in mind, it may be necessary to consider the inclusion of additional questions. Contextual questions must follow particular protocols if the intention is to contribute to the global database or benefit from comparative analysis of participating countries (see Contextualization Considerations below); otherwise collected data may be relevant for independent analysis only.

## Contextualization considerations

- For users wishing to undertake facilitated administration, the OSS may be amended to reflect respective regional/national contexts. To ensure datasets are comparable across regions and countries, user groups must maintain the core set of standardized questions and answers provided in the OSS. Should additional questions (3-5) be of interest for data collection, these questions may be added at the end of the core set (prior to demographic question section provided).
- The OSS includes a section on participants' socio-demographic characteristics (e.g., age, gender). These have been included to help us to understand participant responses in relation to their grouped contexts - please note, no participant will be identifiable from these responses and the data will only be used to support analysis of trends within the data. Research has shown that socio-demographic insights can help us to understand how public ocean perceptions vary within and across communities. Some demographic questions (e.g., voting, annual income) can be reframed to ensure relevance in participating countries.

- The survey may be modified for purposes of translation, aligning as accurately as possible with the English question and answer wording and format. This will importantly help to ensure comparability across regions and countries. In cases of facilitated administration, several translations are already available, and a how-to video is available to support further translations in a manner that affords comparison of national datasets.

## Examples of additional questions sourced from national surveys:

Q1 I believe that [X Nationals] have a strong connection with the ocean. Please select the response that best reflects your feelings or experiences.

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Q2 For each statement, select the response that best reflects your feelings or experiences. I believe [x Country] ...

- Currently has an effective strategy to protect the ocean
  - Is working toward an effective strategy to protect the ocean
  - Does not have resources to have an effective strategy to protect the ocean
  - Does not prioritize an effective strategy to protect the ocean
  - Says it prioritizes ocean protection, but does not act toward this
  - I want my country to have an effective strategy to protect the ocean in the next five years
- Strongly Agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Strongly Disagree
  - I have no idea

Q3 Do you know or have you heard about the “Ocean Economy” or the “Blue economy?”

- Know it well
- Know it just by hearing about it
- Do not know and have never heard of it

Q4 Do you know or have you heard of the Ocean Decade?

- Know it well but am not involved
- Know it well and am involved
- Know just by hearing about it
- Have never heard of it

Q5 In your opinion, what are the main economic activities related to the ocean that most impact your life? Scale 0-4

0-no idea

1-not at all important

2-somewhat important

3-important

4-very important

- Transport of people and goods
- Renewable energy generation
- Mineral extraction such as oil, gas, salt, limestone and precious stones;
- Infrastructure
- Communications & Internet
- Jobs & Income
- Fishing & seafood farming
- Production of medicines and cosmetics
- Tourism and hospitality
- Local entrepreneurship (crafts, commerce, food)
- Other

Q6 During the past year, how many times have you visited the ocean?

- More than once a day
- Once a day
- Once a week
- 1-2 times a month
- Rarely
- Never

Q8 Marine Protected Areas (MPAs) are specific areas of the marine environment which are managed to achieve long-term nature conservation and sustainable use. To what extent do you support or oppose the creation of MPAs in [X country or region]?

- Strongly support
- Tend to support
- Neither support or oppose
- Tend to oppose
- Strongly oppose
- Don't know

Q9 I would like [X country] to be an international leader in ocean protection.

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

# Ocean & Society Survey

## Using OSS Data

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### For Scientists and Interdisciplinary Researchers

- Integrate social perspectives into marine science. Bridge natural and social sciences by incorporating public perceptions into ecosystem-based management, climate adaptation, and ocean-climate research. Enable comparison of attitudes across regions and locations.
- Support cross-sector collaborations. Use shared insights to align research with the needs of communities, NGOs, decision and policymakers.
- Track changes over time. Monitor how public attitudes evolve, providing context for policy or ecological shifts.
- Equity and Justice: Reveal disparities in ocean access, use, or vulnerability across different populations.

### For Communicators, Campaigners, and Media

- Understand audiences and refine messaging. Identify which ocean topics people care about most, and where understanding is lacking, so you can tailor your communications for impact.
- Evaluate impact. Use survey data as a benchmark for awareness-raising and behaviour change over time, informing alterations to strategy where required.
- Provide scale and societal context. Back up individual qualitative stories and anecdotes by showing that these are part of a wider trend in attitude or opinion.

### For Educators

- Design relevant curriculum. Align education with the real-world knowledge, values, and misconceptions the public holds.
- Support community learning. Empower place-based education programmes using insights from different regions or population groups.
- Create inclusive materials. Ensure your learning resources resonate with diverse audiences by reflecting their priorities and lived experiences.

## For Business and Industry

- Understand your stakeholders: Support sustainable marine business planning that reflects societal values and concerns.
- Corporate Social Responsibility (CSR): Encourages companies in marine industries to align practices with public environmental expectations. Back up commitments to people and planet with data that reflects global public sentiment.
- Spot opportunities. Identify emerging markets for ocean-positive products and services aligned with public values.

## For Decision and Policymakers, and Ocean Governance Experts

- Evidence-based decision making. Use the data to help ensure policies, strategies, and funding align with societal priorities and concerns.
- Strengthen public buy-in. Demonstrate that ocean policies reflect people's values, thereby building legitimacy and supporting implementation.
- Identify regional gaps. Understand where ocean literacy, trust in institutions, or support for action is low, and respond with targeted outreach.



# Ocean & Society Survey

## Ethics, Data Sharing & Analysis

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### Ethics

For facilitated administration: Ethics are pre-approved based on public opinion survey agency protocols. See [Focaldata FAQs](#) for more detail.

For independent administration:

- To ensure free, prior, informed consent of participants, you must consider whether ethics approval is necessary for your organization/institution. If this is the case, we have successfully applied and secured ethics approval through Dalhousie University (REDCap platform), and we can discuss avenues of support.
- Additionally, this survey is intended for any global citizen, age 18 and older, and is intended for anonymous, grouped results. The age of consent in respective countries must be considered, and the Survey Details section amended to suit current operative laws, regulations, or guidelines for research involving human subjects for respective jurisdictions. The Survey Details section must also be amended to include researcher contact information with each independent use.

### Data sharing & analysis

Open-access use of participating country datasets (administered by FocalData) is available to inform shared learning and exchange. To access the datasets, we ask that you send us [an expression of interest](#) for purposes of tracking uptake and use.

Although broad analysis will be conducted by the OSS co-design team (for which interested country partners or team members are welcome to join), anyone can use datasets of interest to meet particular needs. External analyses are encouraged to be shared to ensure knowledge exchange, enabling the identification of regional trends and patterns throughout the Ocean Decade and beyond. Please contact [jen@colcoalition.ca](mailto:jen@colcoalition.ca) for more information on how to share.

# Ocean & Society Survey Questions

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***NB: Answer choices omitted for purposes of tracking OSS use and offering support in administration. To access the full survey [fill out this short form](#).***

**Q1** (Ranked) [Rank top 3]

In your opinion, which of the following environmental topics are of highest priority to address?

**Q2** (Ranked) [Rank top 3]

When you think about the ocean, how does it make you feel?

**Q3** (Ranked) [Rank top 3]

When you think about the health of the ocean, how does it make you feel?

**Q4** (Matrix - single select)

The ocean provides many benefits. How much do you value the following benefits of the ocean in your daily life?

**Q5** (Matrix - single select)

In the past year, have any of the following experiences made you feel more connected to the ocean?

**Q6** (Multi select)

Do any of the following reasons prevent you from participating in experiences that might connect you with the ocean?

**Q7** (Multi select)

Where do you mostly learn or get information about the ocean?

**Q8** (Matrix - single select)

In the past year, how often have you done the following actions?

**T1** (Text instruction) [timer: 10 seconds]

The next set of questions ask if you are willing to change your lifestyle for the ocean, and to what degree (small ways, moderate ways, big ways).

Examples of small ways: turning a tap off to brush your teeth, learning about single-use plastic, learning where food comes from

Examples of moderate ways: buying appliances that save water, buying less single-use plastic, buying sustainably-sourced food

Examples of big ways: self-restricting monthly water use, refusing any single-use plastic, becoming a vegan

**Q9** (Single select)

In the next 12 months, how willing would you be to change your lifestyle if you knew it would help the ocean?

*Display this question IF the answer to Q9 In the next 12 months, how will...f you knew it would help the ocean? is Fairly willing OR Very willing*

**Q10** (Single select)

I would be willing to change my lifestyle in...

1. Small ways
2. Moderate ways
3. Big ways

*Display this question IF the answer to Q9 In the next 12 months, how will...f you knew it would help the ocean? is Fairly willing OR Very willing*

**Q11** (Multi select)

Why are you willing to change your lifestyle? Select up to 3 answers.

Display this question IF the answer to Q9 In the next 12 months, how will...f you knew it would help the ocean? is Not very willing OR Undecided OR Not willing

**Q12** (Multi select)

Why are you not willing to change your lifestyle? Select up to 3 answers.

**Q13** (Multi select)

Would any of the following incentives encourage you to make lifestyle change(s) to support ocean health? Select up to 3 answers.

**Q14** (Matrix - single select)

To what extent do you agree or disagree with the following statements?  
(Twelve answer statements are provided).

**Q15** (Single select)

How often do you think about ocean health?

**Q16** (Single select)

How often do you think about climate change?

**Q17** (Ranked) [Rank top 3]

Which of the following threats to the ocean most concern you?

**Q18** (Matrix - single select)

In your opinion, which of the following groups need to take responsibility to address ocean threats?

**Q19** (Matrix - single select)

In your opinion, to what extent do you trust each of the following groups to take action to address ocean threats?

**Q20** (Ranked) [All ranked]

Here are some actions that could be taken to strengthen society's understanding of and action for the ocean. How would you rank these by importance?

**T2** (Text instruction)

To help us understand ocean connections from diverse perspectives worldwide, please share a bit about yourself for research analysis and comparison. Your answers are anonymous.

**Q21** (Single select)

How long have you lived in X Country?

**Q22** (Single select)

How would you best describe where you live in relation to the ocean?

**Q23** (Single select)

Do you live near freshwater (e.g., walking or biking distance to lake, river, stream, wetland)?

**Q24** (Single select)

How would you describe where you live in respect to community size?

**Q25** (Multi select)

Do you identify as any of the following?

**Q25** (Multi select)

Do you identify as any of the following?

**Q26** (Single select)

Which of the following employment sectors best describes your current area of work?

**Q27** (Single select)

Has your work or education focused on the environment (ocean, water, climate, other)?

**Q28** (Single select)

What is your current household annual income, prior to tax being deducted?

**Q29** (Single select)

How did you vote in the 2021 federal election, or did you not vote?



# GUIDEBOOK

OCEAN & SOCIETY SURVEY