

*America, the Ocean, and Climate Change:
New Research Insights for Conservation, Awareness, and Action*

presentation of findings

A research collaboration of
The Ocean Project,
Monterey Bay Aquarium,
& National Aquarium in Baltimore
with support from NOAA

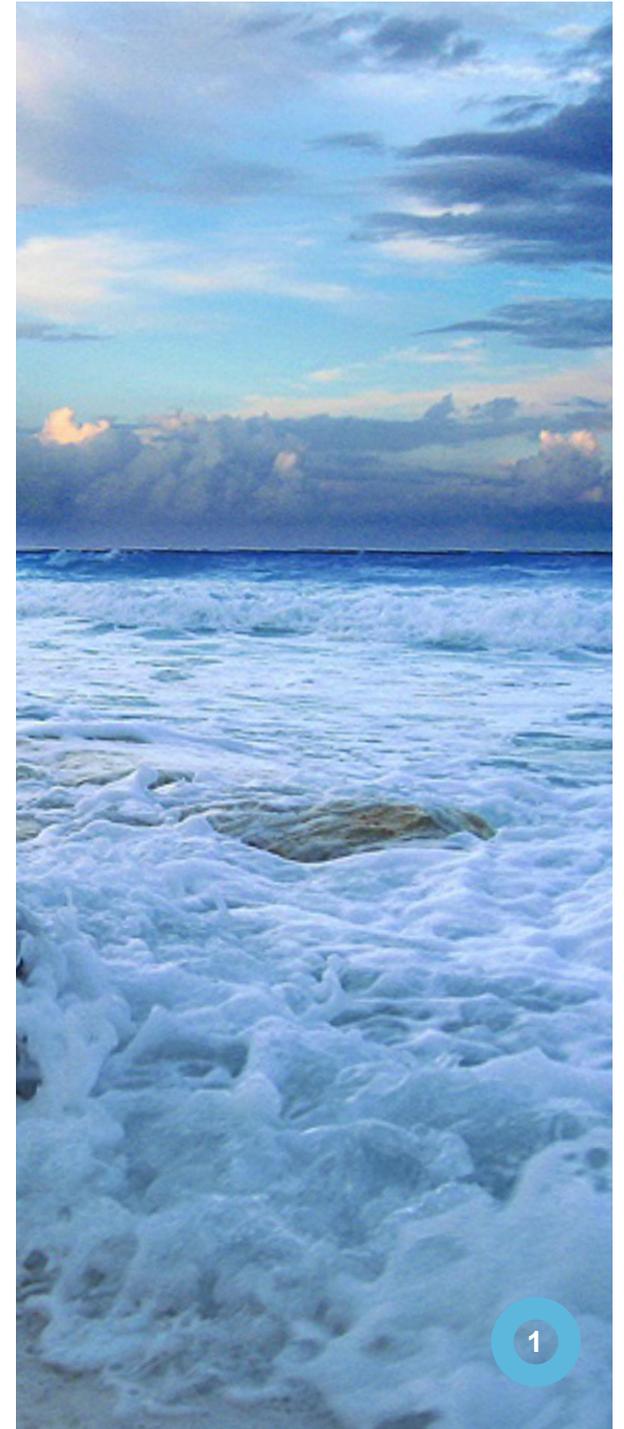
Paul Boyle, Association of Zoos & Aquariums
Bill Mott, The Ocean Project
Douglas Meyer, Bernuth & Williamson

January 20, 2010

The  Project

Today's Presentation

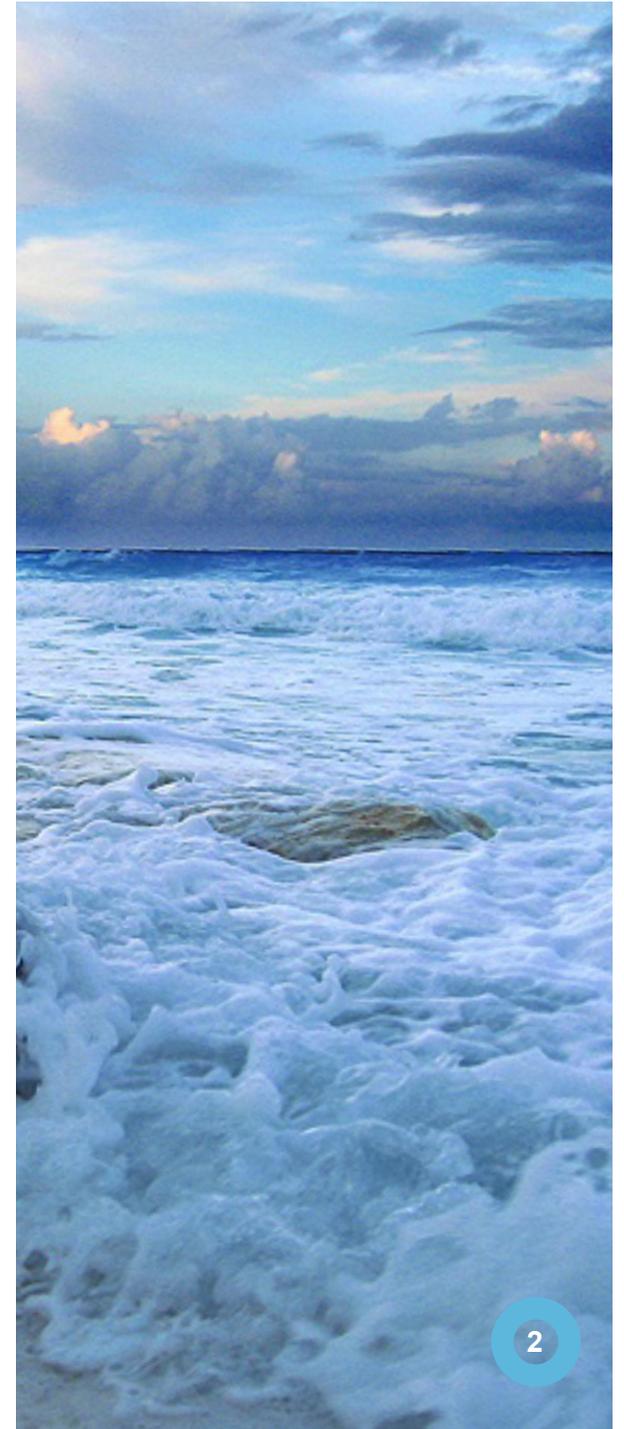
1. Purpose of the Research Initiative
2. Methodology
3. Key Findings
4. Implications
5. Next Steps
6. Your Feedback



1. Purpose

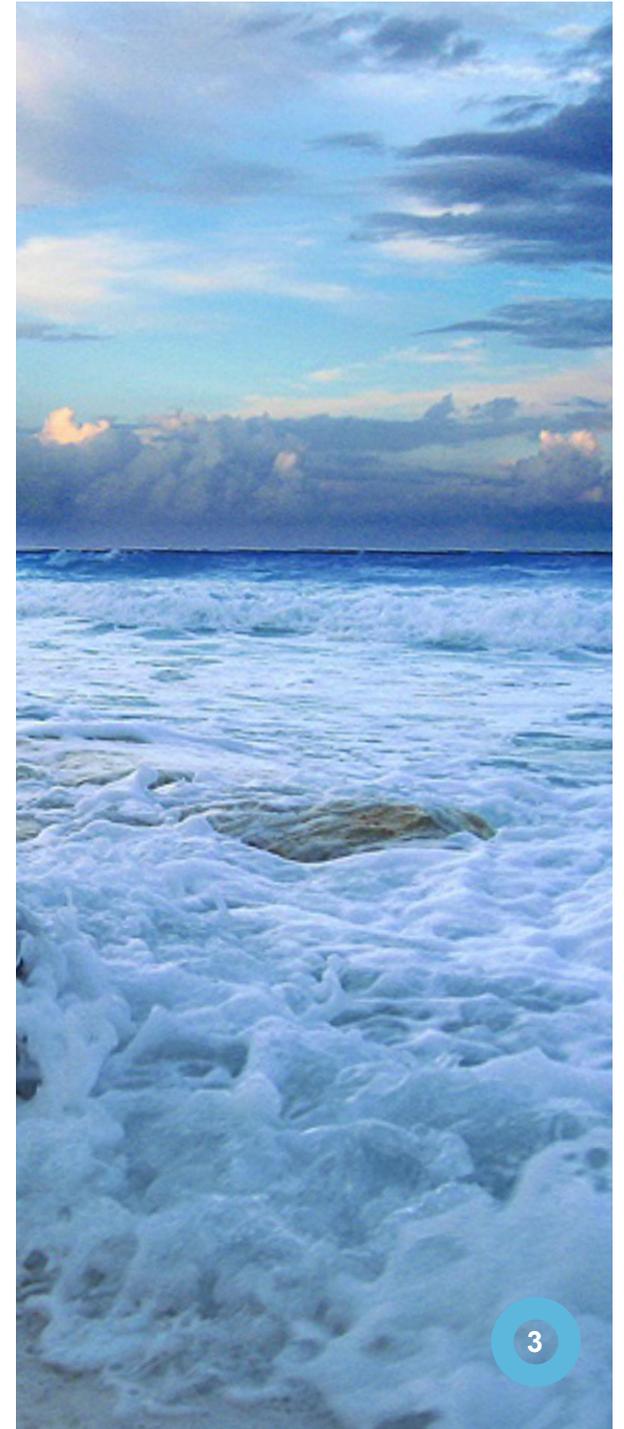
Help zoos, aquariums and museums (ZAMs) inspire their visitors to take action on behalf of conservation:

- Obtain a deeper and more up-to-date baseline understanding of Americans' awareness of and attitudes about ocean conservation, including role of ZAMs in advancing conservation
- Identify opportunities with specific audiences and issues
- Collaborate with leading aquariums in 10 markets
- Track changes in awareness, attitudes and behaviors over time

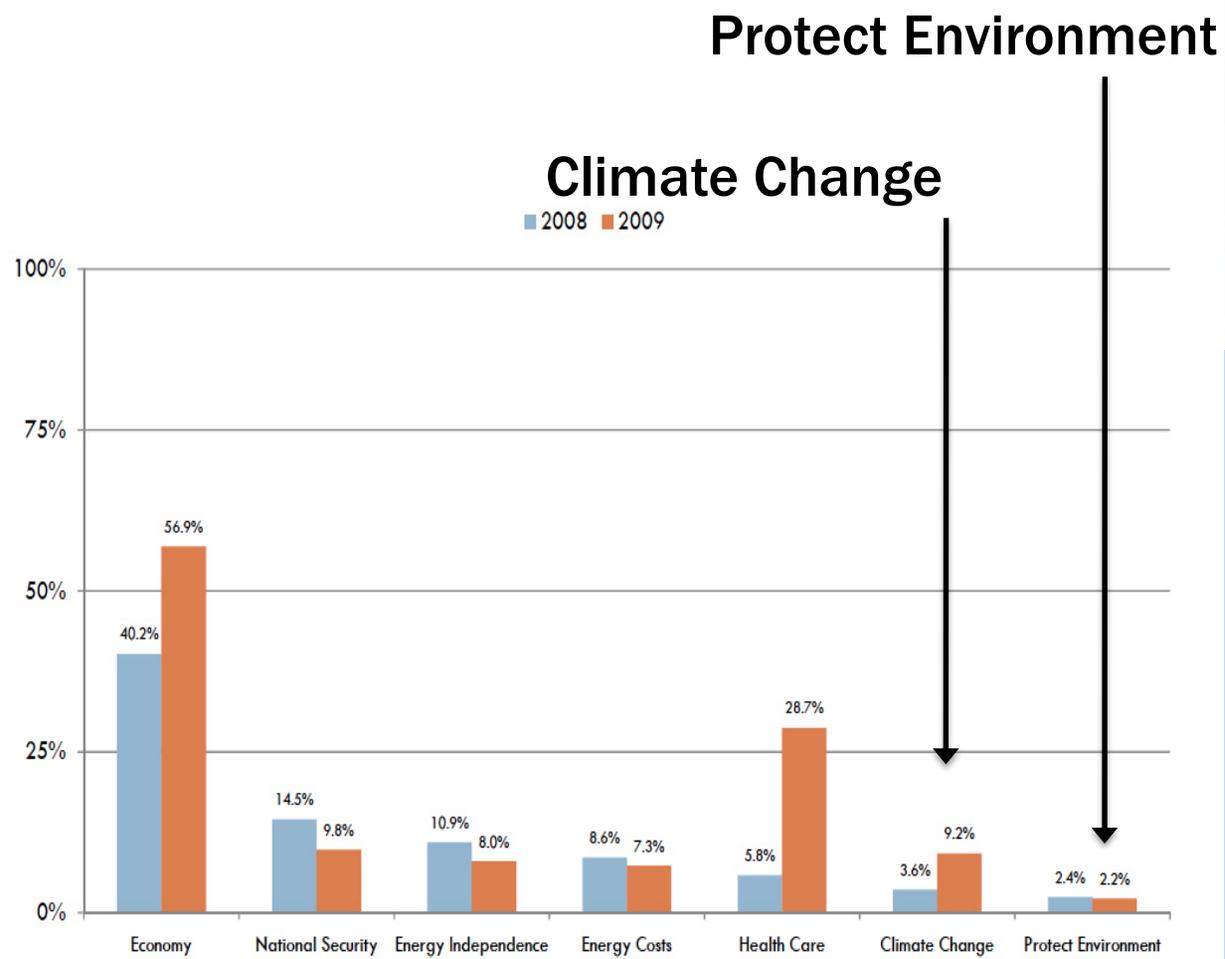


2. Methodology

- Initial data collection by IMPACTS from Aug–Nov 2008, with more than 22,000 adults
 - the largest environmental survey ever
 - 10 “partner markets” (US)
 - 2 other markets (Canada)
 - additional data on youth, and overseas
- Tracking data collection Aug–Sept 2009 with more than 4,800 individuals
- Primarily online collection, controlled to ensure high confidence in the results
- More details on the methodology: www.TheOceanProject.org



What are the three most important issues currently confronting the United States?



key findings

The environment still not a “top-of-mind” concern

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Among environmental issues, which come to mind?

November 2008

	Lexical Analysis Summary	Index
1	Climate change (global warming)	237.9
2	Sustainable/renewable energy	123.5
3	Air pollution	88.0
4	Offshore oil drilling	83.4
5	Water shortages	74.2
6	DNK	55.5
7	Water pollution	53.9
8	Nuclear waste	47.7
9	Medical waste	43.8
10	Drilling for oil	40.1

September 2009

	Lexical Analysis Summary	Index
1	Climate change (global warming)	265.3
2	Sustainable/renewable energy	155.9
3	Offshore oil drilling	80.7
4	Air pollution	80.4
5	Water pollution	71.3
6	Nuclear waste	49.2
7	Medical waste	47.0
8	Industrial waste	46.5
9	DNK	45.8
10	Drilling for oil	43.7



How is climate change negatively impacting the health of the ocean?

November 2008

1. DNK
2. Rising water levels

September 2009

1. DNK
2. Rising water levels
3. Creating more hurricanes

* In both the 2008 and 2009 studies, “DNK” was indicated approximately 8x more frequently than the sum of all other impacts combined.



Among ocean issues, which come to mind?

November 2008	September 2009
1. Water pollution	1. Water pollution
2. DNK	2. DNK
3. Melting glaciers and ice caps	3. Mercury poisoning of fish
	4. Melting glaciers and ice caps

* In both the 2008 and 2009 studies, “water pollution” was indicated approximately 2.5x more frequently than the sum of all other issues combined.



In terms of long-term strategic thinking, protecting the ocean is important to the health and well-being of the U.S.

November 2008: Mean 67
September 2009: Mean 67

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.

key findings

When prompted, the public does believe that protecting the ocean is important

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Thinking about the environmental movement, do you think of yourself as...?

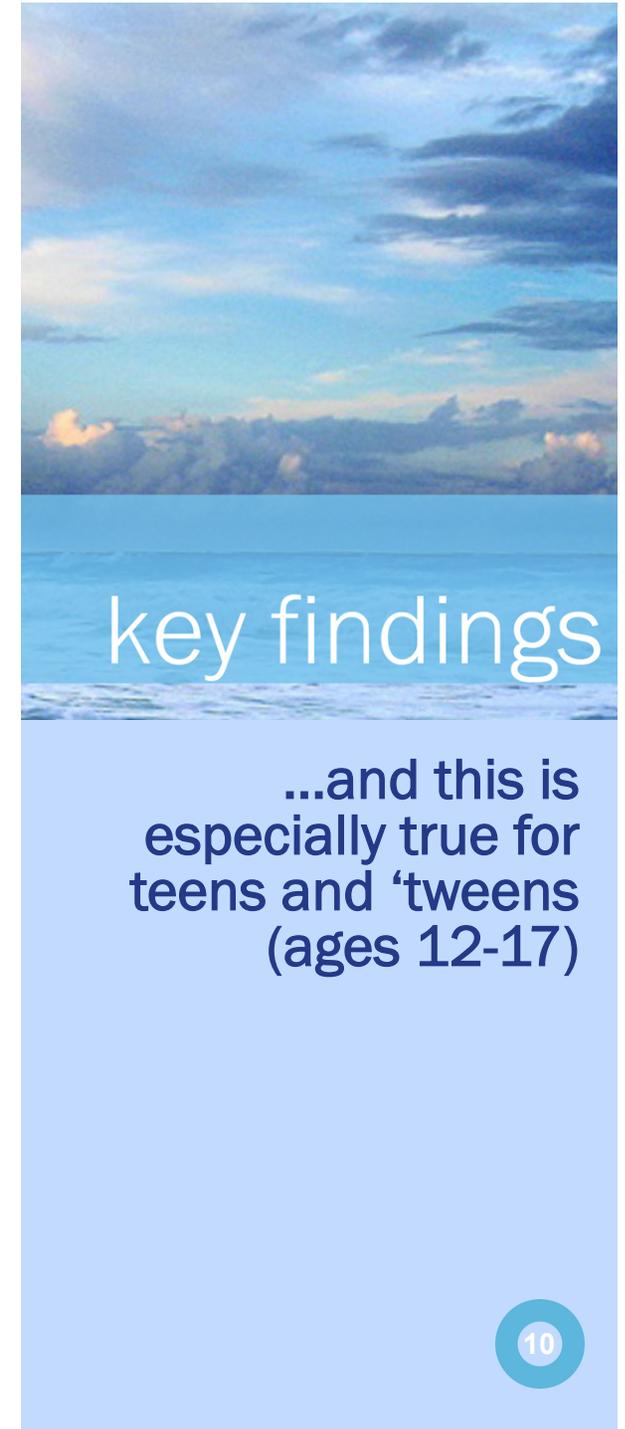
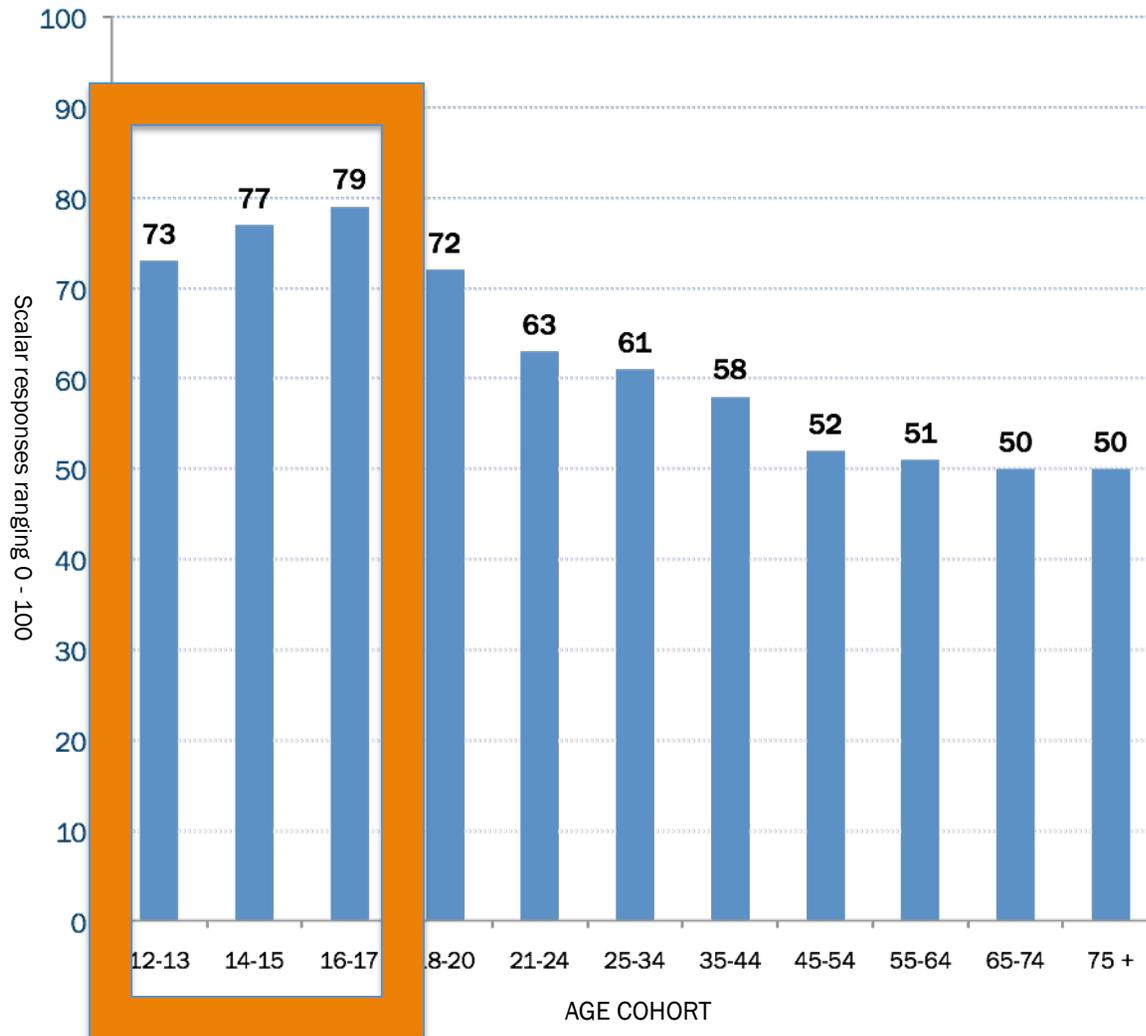
Self-Identifier	2008	2009
An active participant in the environmental movement	15.4%	21.6%
Sympathetic to the environmental movement but not active	63.4%	58.9%
Neutral	14.1%	13.5%
Unsympathetic to the environmental movement but not active	5.1%	3.9%
An active participant against the environmental movement	2.0%	2.1%

key findings

..and this is in keeping with greater interest in and alignment with the “environmental movement”

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The most important issue confronting the United States is climate change.



In your opinion, how much of an impact can individual people have on solving our environmental problems?

Impact Level	2008	2009
None	6.6%	5.8%
Almost none at all	13.5%	13.2%
Not very much	16.2%	11.8%
A fair amount	40.4%	46.2%
A great deal	23.3%	23.0%



My choice of seafood that I purchase in a store or restaurant impacts the health of the ocean.

November 2008: Mean 54

September 2009: Mean 56

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.



I trust government agencies such as the EPA to protect the quality of the ocean.

November 2008: Mean 36

September 2009: Mean 41

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.

A vertical panel with a background image of a blue sky with clouds over a blue ocean. The text is overlaid on the image.

key findings

Who do they trust?

...the EPA?
Not really

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NOAA?

NOAA is a government agency responsible for protecting the quality of the ocean. Mean 52

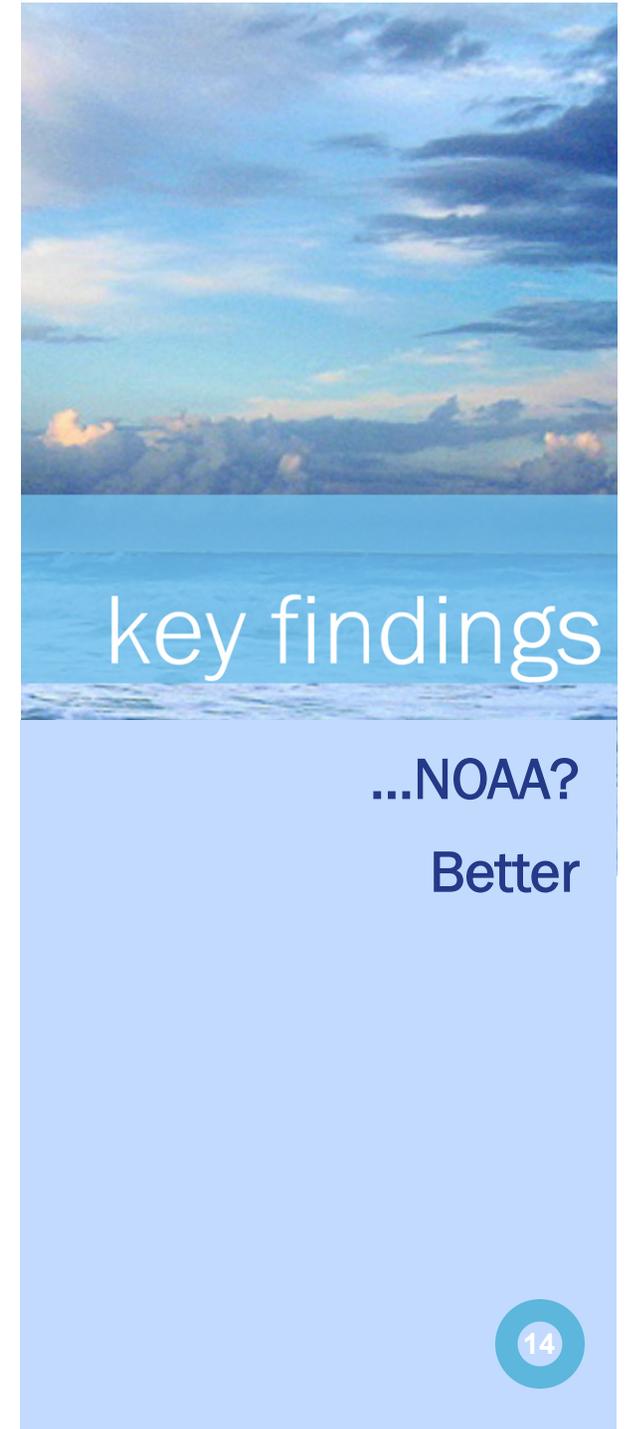
I trust government organizations such as NOAA to protect the quality of the ocean. Mean 49

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.



I trust nonprofit organizations such as aquariums to protect the quality of our ocean.

November 2008: Mean 61
September 2009: Mean 60

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.

A vertical blue gradient banner with a background image of a sky and ocean. The text is overlaid on the banner.

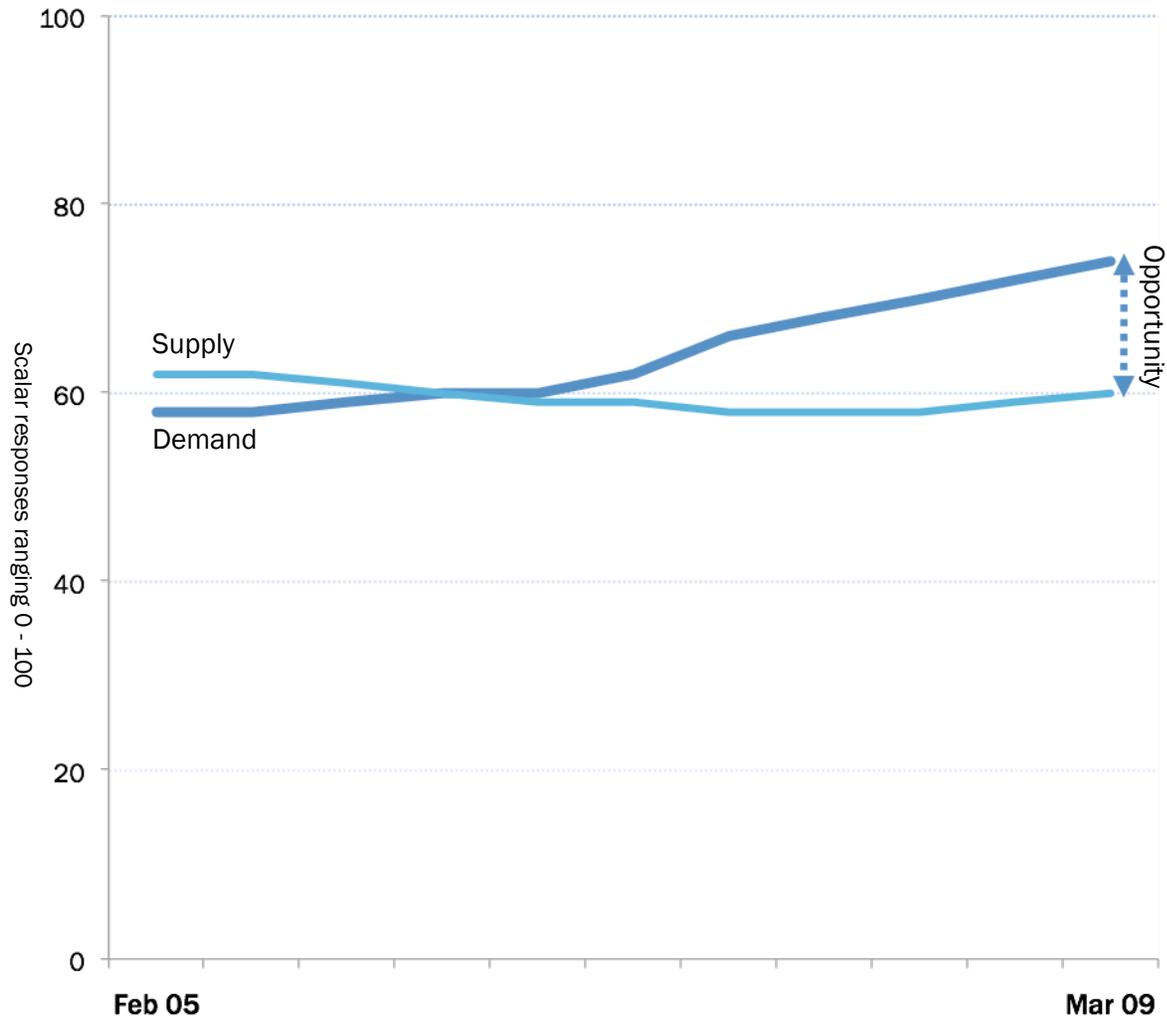
key findings

...ZAMs and NGOs?

Best

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Conservation Recommendations: “Supply vs. Demand”



key findings

There currently is a gap between “demand” and “supply” of conservation recommendations from trusted sources

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Aquariums should suggest or recommend specific behaviors or ways for the general public to protect the environment.

November 2008: Mean 74
September 2009: Mean 77

Strongly Disagree

Strongly Agree



A scalar variable indicates a level of agreement with a proposition.

A vertical panel with a background image of a sunset over the ocean. The sky is filled with soft, colorful clouds in shades of blue, orange, and yellow. The ocean is visible at the bottom of the image.

key findings

...moreover, we found the public expects ZAMs to provide guidance, even in these tough economic times

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Which of the following sources of information have you used within the last month to learn more about the environment?

Information Conduit	%
Word of mouth	79%
Internet	64%
Television	33%
Newspaper	30%
Magazines	23%
Radio	14%
ZAM	12%



key findings

...not only on a site visit, as the public is now approx. 5x more likely to acquire environmental information through the Internet

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4. Implications

- The public is supportive, but needs prompting! (Ask, don't expect!)
- Consider focusing on high impact audiences, especially teens and 'tweens (not just "the public")
- Consider focusing on specific issues that resonate with those audiences, e.g. connecting ocean species conservation with climate change and suggesting "healthy" seafood (rather than starting broad)
- The public wants aquariums and zoos to inform and guide them, offering specific suggestions for conservation action ("We can be bold!")
- Apply new technologies, especially through the Internet (rethink idea of visitors)
- Measure success in outcomes and impact (not just outputs)



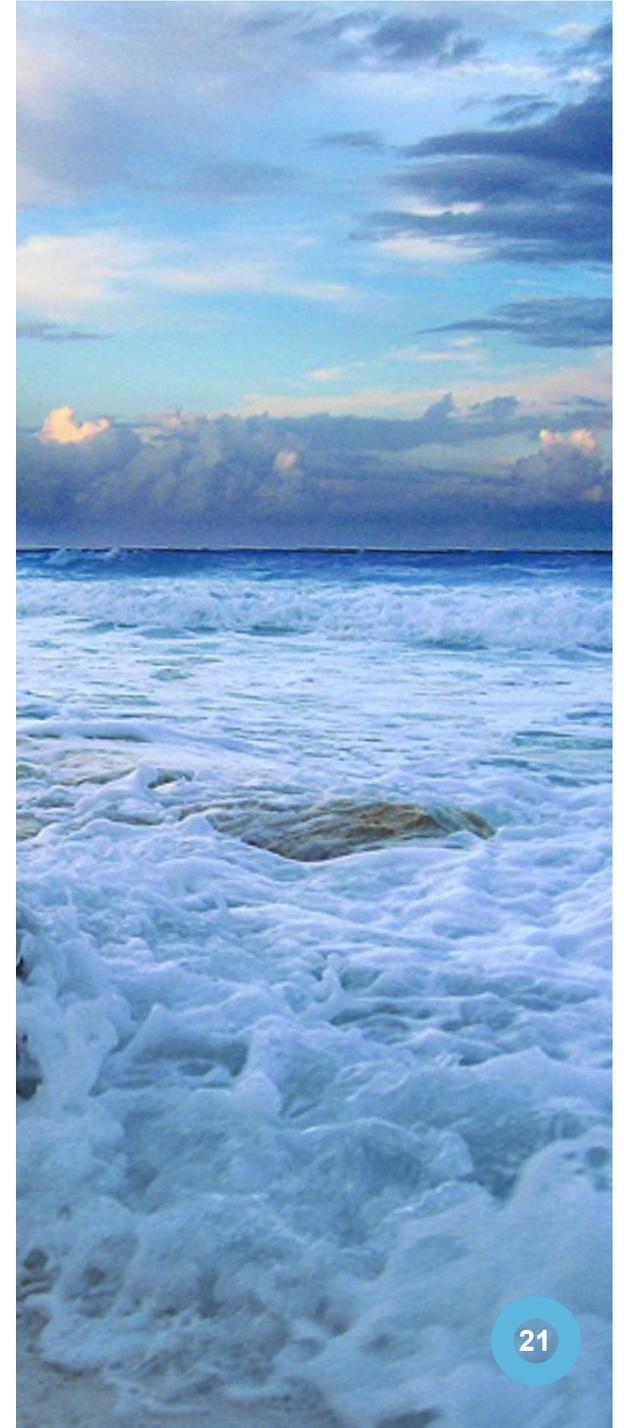
5. Next Steps

- **Aquariums and zoos already are reshaping programs and proposals**
- **They are rethinking the assumption that better stewardship and decision making by the public will only come *after* a comprehensive understanding of the role of the ocean**
- **They are exploring various efforts to develop targeted outreach, especially around climate/ocean/action**
- **Tracking surveys through September 2010**
 - Test messaging
 - Measure changes in attitudes and actions
 - Provide ongoing intelligence to community
- **With additional funding**
 - Extend the tracking surveys
 - Apply the research framework to gather more information on youth and international markets



6. Your Feedback

- Do you have questions about this research, its findings and implications?
- Suggestions for sharing this information, or improving its utility within NOAA?
- Suggestions for specific individual actions you think aquariums and zoos should be promoting with the public? What about specifically with regards to climate change and ocean conservation?
- Do you see potential in partnering more closely with aquariums and zoos and The Ocean Project? If so, what would you like to see happen next? What can we do for you?

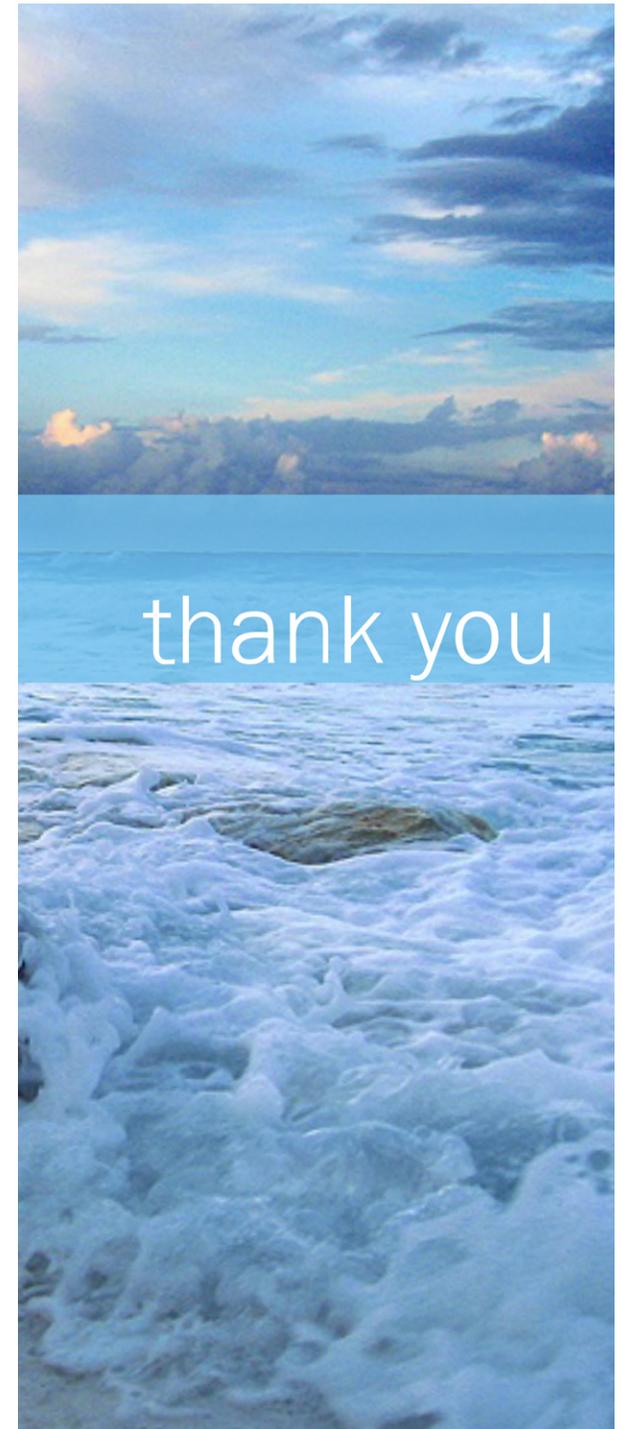


Special thanks to you!

This research initiative was made possible by an Environmental Literacy Grant from the National Oceanic and Atmospheric Administration.

We would also like express thanks to Julie Packard, Executive Director, Monterey Bay Aquarium; Dave Pittenger, Executive Director, National Aquarium in Baltimore; and Chris Andrews, Chief of Public Programs, and Director of the Steinhart Aquarium, at the California Academy of Sciences, who generously allowed the use of their institutions' public opinion data to assist the development of this national survey.

Additional financial support for The Ocean Project's ongoing research and collaborative outreach initiative is provided by The Curtis and Edith Munson Foundation and a foundation that requested anonymity. The Ocean Foundation serves as the fiscal sponsor for The Ocean Project.



Further information

**Full research results and updates:
www.TheOceanProject.org**

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