

Ocean & Society Survey Questions

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?