

Survey Research Report

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MARK-210-002 Marketing Research

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Purpose

The purpose of this survey was to understand the views of the public on ocean sustainability. The survey was released to get some responses to the key questions regarding how familiar the public is with the term ocean sustainability and the frequency of participation they have in ocean-related activities, human impact on ocean waste, public awareness of ocean conservation methods and also personal contributions to ocean health. The findings were aimed at developing targeted awareness and action campaigns to improve ocean health.

Methodology

The data collection method used was an online survey consisting of 11 questions regarding ocean sustainability. Each question was carefully crafted to gain better insight into ocean sustainability. The survey was open for completion from March 20th-March 27th, 2024. In the beginning, we aimed for a sample of 80 people, and by the end we achieved a greater number of 84 participants. The response rate was 100% for every question except questions 8 and 9 (open ended questions), where the response rates were 80% and 77%. For this study, the sample was 80 people, this was at the 95% confidence level, and had a margin of error of +/- 5%. To gain a healthy response rate, each member of the research team reached out to trusted friends and family, as well as acquaintances, and no reminders or incentives were needed.

Study Limitations

The following are ways the results could be skewed:

- Sampling Bias - The survey was sent to the same or similar demographics. Mainly friends, family, and co-workers. Doing so, the respondents likely have the same views as the researchers.

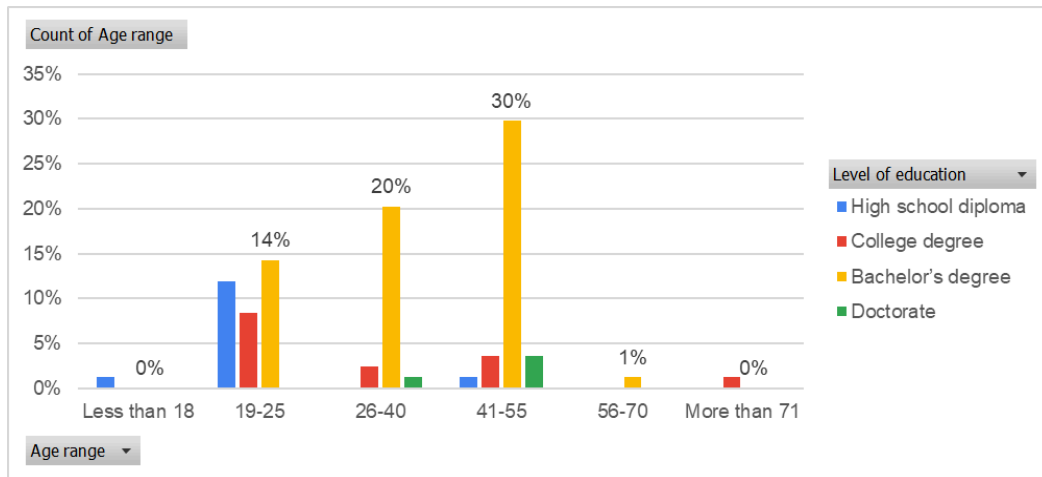
- Social Desirability - These surveys are done anonymously, but social pressures can influence the answers.
- Self-Selective Nature - The survey is voluntary and results in a considerable number of respondents having the same views on ocean sustainability.
- Validity - A few answers of the open ended questions were irrelevant.

For accurate results, having people from different demographics other than Greater Victoria, and having people outside of the members' social circle's will ensure more generalized answers.

Respondent Profile

Understanding the demographic profile of survey respondents is crucial for interpreting and generalizing findings accurately. For the respondent profile, demographic questions are asked such as age and highest level of education, we aim to provide a comprehensive overview of the composition of our survey participants. This will help to capture any notable disparities between the respondent profile and the intended target population and give us the possibility to acknowledge it within the study limitations, ensuring transparency and contextualization of our findings. In our study the demographics were coherent with the expectations and can be used to successfully respond to the questions and objectives that are specified early on.

The majority of respondents fall within the age range of 19 to 55 years old, and 64% of them have attained a bachelor's degree as the highest level of education.



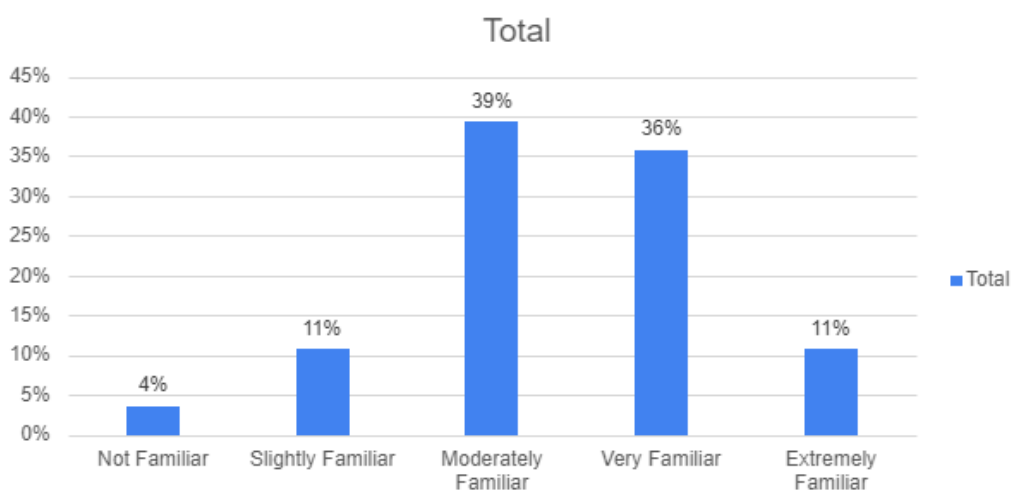
Executive Summary

Respondents had a high level of familiarity with the term Ocean Sustainability, this implies that there is a baseline awareness that can be increased by outreach and educational programs. However, respondents seem to rarely participate in ocean related sports. There is a great deal of concern and knowledge about how human activity affects marine ecosystems, and respondents seem to think humans are the cause of our oceans being unhealthy. Respondents are also aware that individual activism is not enough to make a change in the environment, while the majority of respondents believe the health of the ocean is in the responsibility of the government, and by personal reduction of plastic use. Overfishing and plastic pollution are the greatest causes for concern amongst the general public. Additionally, respondents expect the condition of the ocean in the future to be worse than what it is now. It was found that education leads to positive changes like changing consumption habits such as buying sustainably sourced ocean foods and reducing plastics. On an individual level, respondents personally try to keep the ocean clean by not littering, and by changing consumption habits such as eating less seafood and using less plastic.

Detailed Findings

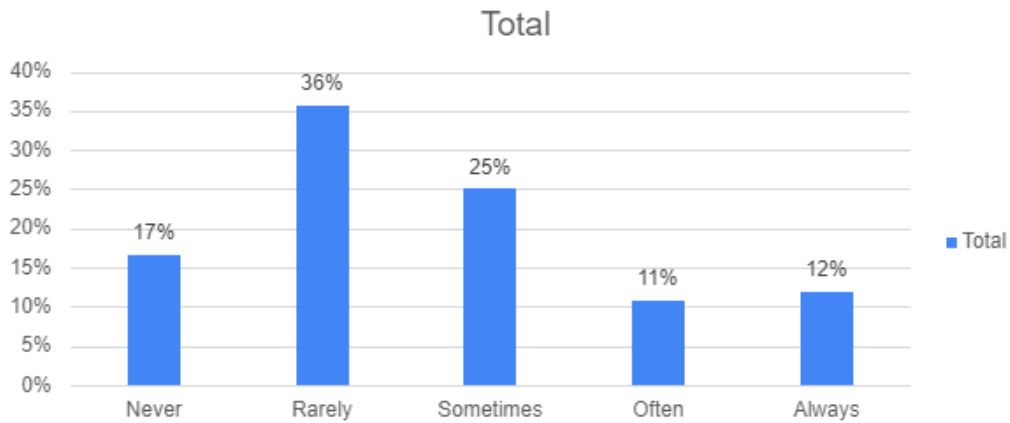
Awareness of Ocean Sustainability

75% of the respondents choose the option “Very Familiar” and “Moderately familiar”. That indicates that a sizable portion of the respondents had a high level of familiarity with the term “Ocean Sustainability”. This implies that there is a baseline awareness that can be increased by outreach and educational programs.



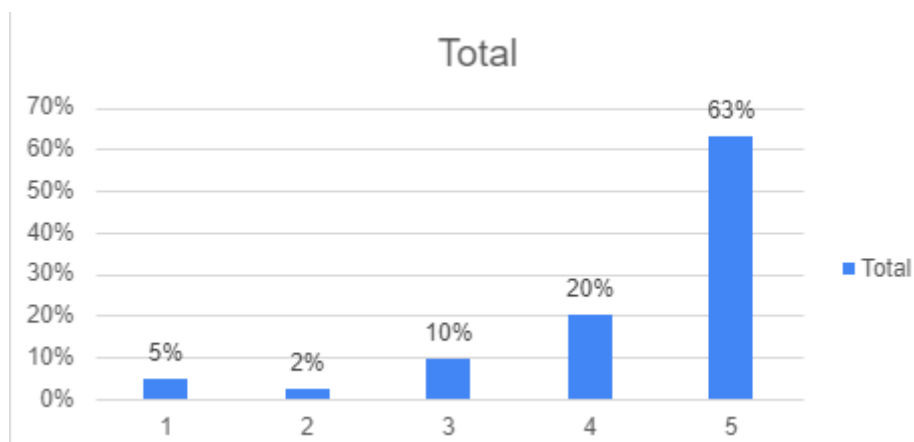
Participation in Ocean-related Activities

The data from the survey revealed a varied level of engagement in ocean-related activities. While 36% of respondents said that they participated ‘Sometimes’ or ‘Often’ a 36% also indicated that they ‘Rarely’ participated in such activities. This data from the survey presents both a challenge and an opportunity for promoting more consistent involvement in ocean sustainability efforts.



Agreement with Environmental Impact Statement

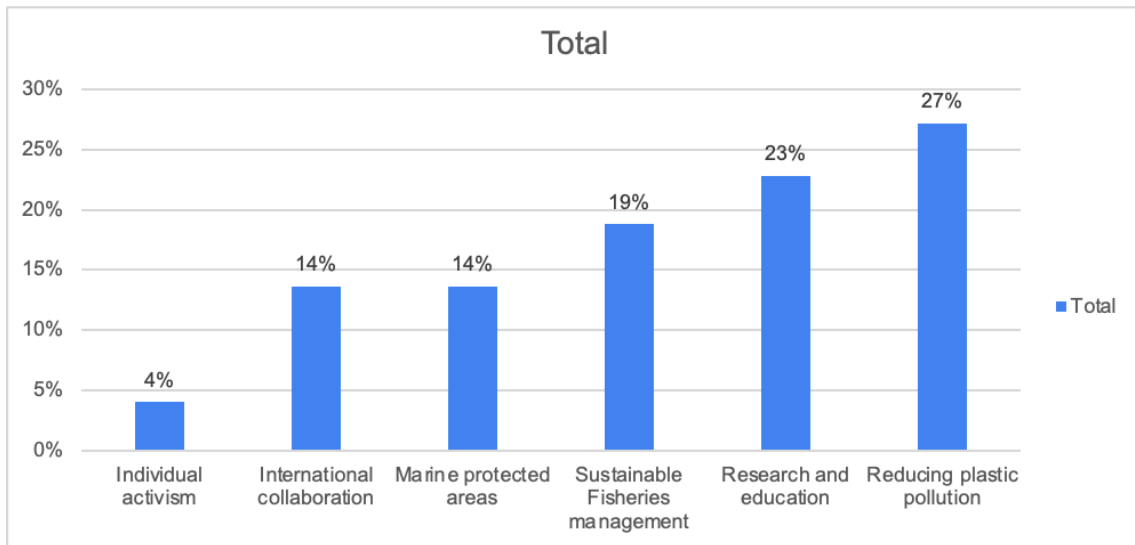
Charles Moore's statement discusses the distinct and troubling characteristics of man-made waste found in the ocean. 63% of respondents strongly agreed with it. This suggests that there is also a great deal of concern and knowledge about how human activity affects marine ecosystems.



Ocean Sustainability Initiatives

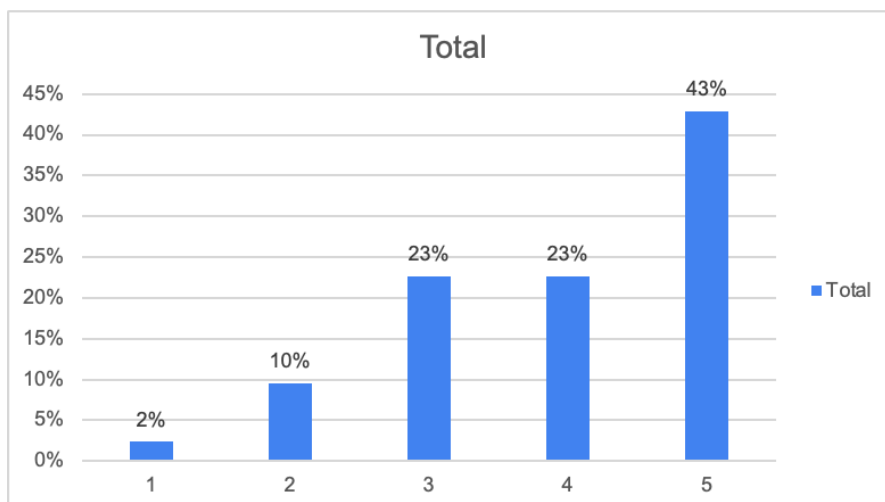
Only 4% believe that individual activism will enhance ocean sustainability, reducing plastic pollution was the most selected activity with 27%. 96% of the initiatives are related to government involvement. The common consensus is that individual activism is not enough to

make a change and the government has to take action. However, people can help on an individual scale by reducing their use of plastic.



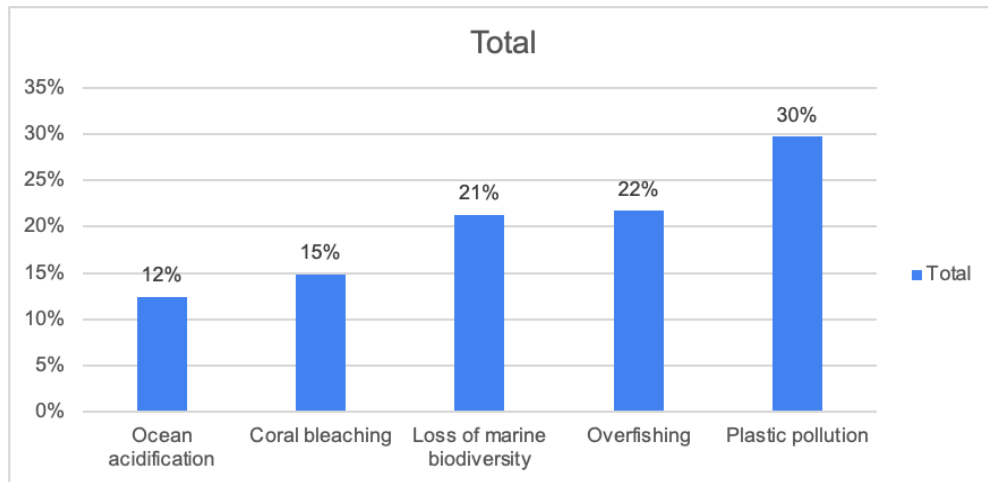
Purchasing of Ocean-Wise Seafood Products

66% are likely to buy ocean wise products, while 12% are unlikely to buy ocean wise products, and 23% are neutral regarding the intention to buy ocean wise products. The majority want to support the health of the ocean by purchasing ocean wise products. For the 35% that responded between unlikely and neutral, it's safe to say they either don't eat seafood, or buying ocean wise seafood is too expensive.



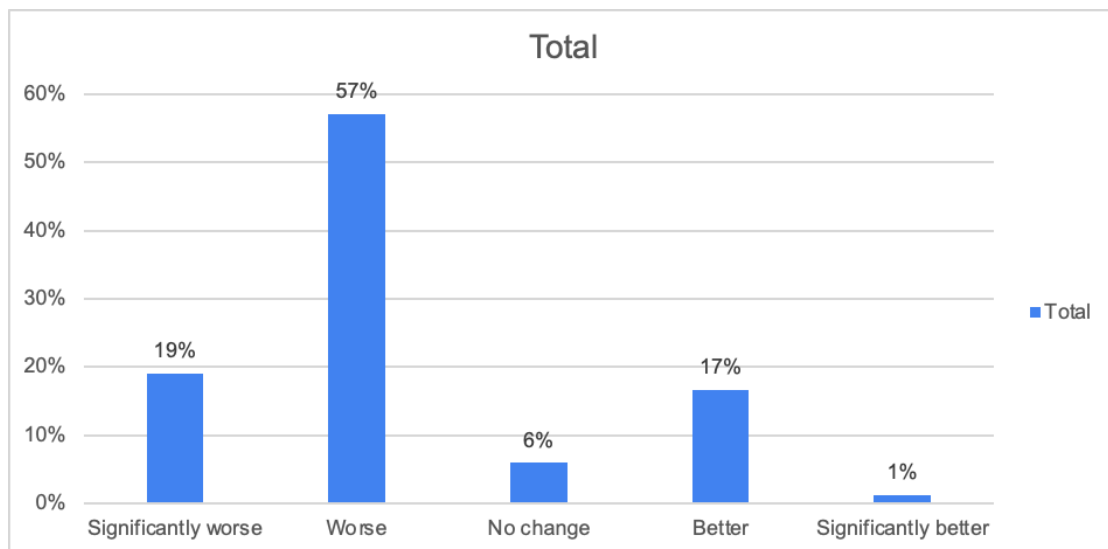
Ocean Sustainability Issues that are Cause for Concern

The biggest ocean-related concern amongst respondents is "plastic pollution" with 30%, followed by issues such as overfishing with 22%, and loss of marine biodiversity with 21%. All the respondents claim at least one ocean concern.



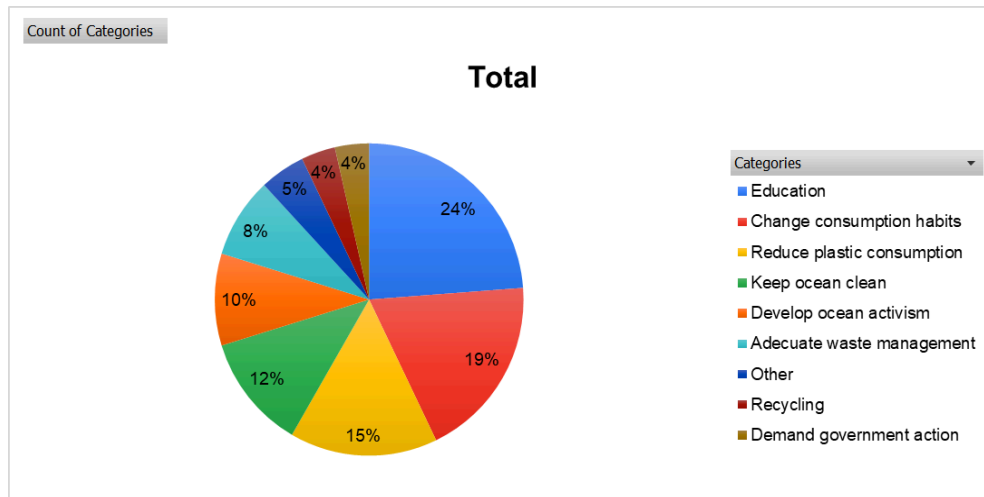
Expectations for the Future Condition of the Ocean Compared to its Current State

82% have no expectation of change or negative expectations about the ocean's future, from this group, 57% believe that ocean future conditions will be "worse".



Actions Individuals can Take to Contribute to the Health of the Ocean

The majority of respondents, 24%, believe getting educated about ocean sustainability is a good way to contribute to the health of the ocean. Other ways to contribute to the health of the ocean are: change of consumption habits with 19%, reducing use of plastics with 15%, keeping the ocean clean with 12%, and by developing ocean activism with 10%.



Personal Actions to Contribute to the Health of the Ocean

Common actions respondents personally participate in to help the health of the ocean are keeping the oceans clean (29%), changing consumption habits (16%), reducing plastic consumption (15%), and ocean activism (13%).

