

QUESTIONNAIRE

An Ocean without Mysteries: Brazilians' Relationship with the Ocean

This questionnaire was used to collect data from the survey "An Ocean without Mysteries: Brazilian's Relationship with the Ocean," carried out by the Boticário Group Foundation for Nature Protection, in partnership with the Intergovernmental Oceanographic Commission of UNESCO, UNESCO Brazil, and the Federal University of São Paulo (UNIFESP).

This instrument was the basis of a quantitative survey, with open and closed questions. Data collection took place between 3/5/2022 and 4/12/2022, with 2,000 interviews across all regions of Brazil. This questionnaire is made available to support further surveys in other countries, enabling the comparison of information between different populations and contexts.

PRESENTATION

Good Morning / Good Afternoon! My name is... and I represent Zoom Pesquisas, a company hired to carry out this survey, which aims to understand the population's perception of the Ocean. The survey takes an average of 15 minutes to be completed. Would you be available to answer it now? (If not) We can schedule the interview according to your availability. What would be the best day and time to answer the survey?

FILTER

F1. How long have you lived in this city?

(SINGLE ANSWER)

1. Less than 1 year (END)
2. 1 to 5 years
3. 5 to 10 years
4. Over 10 years. **F1.1 How many?** ____

INITIAL CLASSIFICATION

C1. Region: (WRITE DOWN)

1. Center-West
2. Northeast
3. North
4. Southeast
5. South

C2. City: (WRITE DOWN)

C3. State: (WRITE DOWN)

C4. Is the city a capital?

1. Yes
2. No

C5. Is it a coastal city?

1. Yes
2. No

C6. Gender: (WRITE DOWN)

1. Male
2. Female
3. Non-binary
4. Did not inform

C7. Age: -----

1. Under 18 (END)
2. 18 to 24 years old
3. 25 to 34 years old
4. 35 to 44 years old
5. 45 to 54 years old
6. 55 to 64 years old
7. 65 years or older

TOP OF MIND

Q1. When you think about the Ocean, what is the first word that you remember? (SPONTANEOUS)

ASSOCIATION

Q2. In one word or sentence, how would you describe your relationship with the Ocean? (SPONTANEOUS)

HABITS AND BEHAVIOR

Q3. I will mention a few environments related to the Ocean (table below). Could you tell me if you know them and have already visited them; if you have just heard about them; or if you do not know them at all? (PUSH) (SINGLE ANSWER)

1. Know and have visited it.
2. Know just by hearing about it.
3. Do not know and have never heard about it.

Q3.1. How often do you use to visit this environment?

(PUSH) (SINGLE ANSWER)

1. Daily
2. Weekly
3. Biweekly
4. Once a month
5. Once every 6 months
6. Once a year
7. Once every 2 years
8. Once every 3 years or so. **P4.1 How many?** ____
9. Occasionally (only once)

Environments	Q3. Knowledge	Q3.1 Frequency
Beaches		
Rocky shores (An area with rocks, constantly impacted by waves. It appears at the tip of the beaches, where the strip of sands ends)		
Dunes (sand mounds formed by the wind)		
Estuaries (area along the coast where a river joins the sea)		
Cliffs (mountains or walls that form on the coast and usually end in the sea)		
Mangroves (region close to the sea, with trees that are able to withstand the tides and the salt of the sea water)		
Coral reefs (clusters of coral species and other marine animals and algae)		
Sandbanks vegetation (plant formations that settle on sandy soils in the coastal plain region)		

Q4. What activities do you like to do when you are near the sea? Any other? (EXPLORE)

(SPONTANEOUS)(MULTIPLE ANSWERS)

1. Playing in the sand with children
2. Walking on the beach/seaside
3. Resting with family or friends
4. Fishing
5. Observing nature
6. Hiking
7. Enjoying the local cuisine
8. Buying crafts
9. Practicing sports. **P4.1 Which?** 1. Surfing; 2. Sailing; 3. Diving; 4. Paragliding; 5. Other: ___
10. Sunbathing
11. Other. **P5.2 Which?** ___

Q5. Among the habits I'm going to mention, which ones do you currently adopt? If you don't know the answer, answer "I don't know."

(PUSH)(SINGLE ANSWER)

	Always	Most of the times	Sometimes	Rarely	Never	DN
Avoiding single use plastics (such as straws and plastic cups).						
Prioritizing buying products with less impact on nature, such as products with less packaging and without pollutants.						
Knowing the origin of the food – for example, not consuming dogfish or species that may be threatened or endangered.						
Using or prioritizing renewable and less polluting energy.						
Avoiding buying clothes and products that you don't need.						
When traveling, practicing responsible tourism.						
Seeking to learn about the Ocean.						

PERCEPTIONS

Q6. Overall, how much do you believe the Ocean impacts your life: (PUSH)(SINGLE ANSWER)

1. Does not impact anything
2. Indirectly
3. Directly
4. Do not know (DO NOT READ)

Q6.1 (If impacts it indirectly or directly) In what way? (SPONTANEOUS)

Q7. Do you believe that your daily actions impact the Ocean? (PUSH)(SINGLE ANSWER)

1. Do not impact anything
2. Indirectly
3. Directly
4. Do not know (DO NOT READ)

Q7.1 (If it impacts indirectly or directly) In what way? (SPONTANEOUS)

Q8. On a scale from 0 to 10, where 0 means that you have no relationship with the Ocean and 10 means a very strong relationship with the Ocean, how would you rate the relationship between these scenarios and the ocean? (PUSH)(SINGLE ANSWER)

	0	1	2	3	4	5	6	7	8	9	10	NS
People's food												
The planet's climate												
Price of imported products												
Agriculture												
Health and well-being of the population												
Tourism												
Social inequality												
Coastal protection (against storms and extreme events)												

Q9. Now, I am going to read a few sentences and I would like you to evaluate whether you consider it True or False. If you don't know, answer "I don't know." (PUSH)(SINGLE ANSWER)

	True	False	NS
The Internet depends on the Ocean to reach people's homes.			
Weather conditions in inland cities depend on the Ocean.			
Most of the oxygen we breathe comes from seaweed.			
Terrestrial environments harbor the greatest biodiversity on the planet.			
Tidal and wave movements and water temperature differences can be exploited as renewable energy sources.			
The type of fabric I put in the washing machine influence the Ocean.			
The type of food I choose to eat impacts the Ocean.			
Garbage disposal and sewage from cities far from the sea do not impact the ocean.			
Many products are made from raw materials extracted from the Ocean, such as medicines, cosmetics, and petroleum products.			
100% of people are somehow connected to the Ocean.			
Ocean-related activities are normally performed by men.			

ECONOMIC ACTIVITIES

Q10. Do you know or have you heard about the "Ocean Economy" or the "Blue economy?" (SINGLE ANSWER)

1. Know it well
2. Know it just by hearing about it
3. Do not know and has never heard of it

Q11. In your opinion, what are the main economic activities related to the Ocean?

(SPONTANEOUS)(MULTIPLE ANSWERS)

1. Crafts
2. Mineral extraction such as oil, gas, salt, limestone and precious stones
3. Renewable energy generation
4. Logistics and transport
5. Fishing and seafood farming such as algae, mollusks, shrimp, and fish
6. Production of medicines and cosmetics
7. Tourism and hospitality
8. Other. Which one? ____
9. Do not know

Q12. I will mention a few economic activities and I would like you to say, in your perception, how much they are impacted by the Ocean. Please use a scale from 0 to 10, where 0 means no impact at all and 10 means a very strong impact:

(PUSH)(SINGLE ANSWER)

	0	1	2	3	4	5	6	7	8	9	10	NS
Agriculture												
Industry												
Fishing and seafood farming such as algae, mollusks, shrimp, and fish												
Transport and logistics												
Tourism and hospitality												
Sports and cultural activities												
Local entrepreneurship (crafts, commerce, food)												

Q13. On a scale from 0 to 10, how much do you believe the Ocean contributes to Brazil's economy? (PUSH)(SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	NS
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IMPACTS

Q14. In your opinion, what negatively impacts the Ocean? (EXPLORE)

Anything else? (SPONTANEOUS)(MULTIPLE ANSWERS)

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Contamination of fish and other marine animals 2. Extinction of species 3. Climate change 4. Loss of biodiversity 5. Irregular/illegal fishing | <ol style="list-style-type: none"> 6. Pollution/garbage/sewage 7. Irresponsible tourism 8. Vessel leakage 9. Other. Which one? ____ 10. Do not know |
|---|--|

CONSERVATION AND SUSTAINABLE USE OF THE OCEAN

Q15. On a scale from 0 to 10, how much do you understand that the general population is concerned about ocean conservation? (SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	NS
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Q16. What about you, personally, how much are you concerned about ocean conservation? (SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	NS
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Q17. In your opinion, how do you evaluate Brazil's efforts to conserve the Ocean?

(PUSH)(SINGLE ANSWER)

1. Very positive
2. Positive
3. Neither positive nor negative
4. Negative
5. Very negative
6. Do not know (DO NOT READ)

Q18. Which of these institutions or entities do you consider to be the primarily responsible for Ocean conservation?

Please indicate up to 3. (PUSH)(MULTIPLE ANSWERS)

1. Government (municipality, states, and Federal Government)
2. Universities and other educational institutions
3. Private companies
4. NGOs – Non-Governmental Organizations
5. Society, general population
6. Press, media
7. Others. Which one? _____
8. Don't know (DO NOT READ)

OCEAN DECADE

Q19. Do you know or have you heard of the Ocean Decade? (PUSH)(SINGLE ANSWER)

1. Know it well
2. Know just by hearing about it
3. Do not know and have never heard of it

Q19.1 (If they know it well or have heard about it) What do you know about the Ocean Decade? (SPONTANEOUS)

Q20. The United Nations (UN) declared that the period from 2021 to 2030 will be marked as an Ocean Decade. The initiative aims to make the population aware of the importance of the Ocean and to mobilize different fronts, such as the public and private sectors and society, in actions that favor the health and sustainability of the seas. On a scale from 0 to 10, how do you rate this initiative: (SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	NS
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Q20.1 (If the score is from 0 to 6) Why did you give this score? (SPONTANEOUS)

Q21. Do you believe that the Ocean Decade will bring concrete results for ocean conservation? (PUSH)(SINGLE ANSWER)

1. Definitely yes
2. Probably yes
3. Probably not
4. Definitely not
5. Do not know/does not remember

Q22. Would you be interested in learning more about the Ocean Decade? (SINGLE ANSWER)

1. Yes
2. No

KNOWLEDGE ABOUT ACTIONS

Q23. Regarding ocean conservation, what is the first institution or company that comes to your mind? (SPONTANEOUS)

Q24. On a scale from 0 to 10, how much would you be willing to change your habits for the benefit of the Ocean? (SINGLE

ANSWER)	0	1	2	3	4	5	6	7	8	9	10	NS
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Q25. What role would you be willing to play on behalf of ocean conservation: (SINGLE ANSWER)

1. Active, as an agent of change, getting "my hands on"
2. Supporter, as a dissemination agent
3. Would not be willing
4. Do not know

COMMUNICATION CHANNELS

Q26. Through which channels would you like to receive information about Ocean conservation?

(SPONTANEOUS)(MULTIPLE ANSWERS)

1. Social media. Which one? ____
2. Press (Newspapers, Magazines, Radio, or TV)
3. Newsletter / Marketing emails
4. Other. Which one? ____
5. I would not like to receive

FINAL CLASSIFICATION

Finally, I would like to confirm some profile information.

C1. What is your education level? (SINGLE ANSWER)

1. No formal instruction
2. Incomplete elementary school
3. Complete elementary school
4. Incomplete high school
5. Complete high school
6. Incomplete higher education
7. Complete higher education
8. Graduate, Master's, Doctorate
9. Did not inform/refused to answer

C2. Marital status: (SINGLE ANSWER)

1. Married/stable union
2. Divorced/separated
3. Single
4. Widow/Widower

C3. Do you have any children? (MULTIPLE ANSWERS)

1. Yes, small children (up to 12 years old)
2. Yes, teenagers (between 12 to 17 years old)
3. Yes, adults (dependents)
4. Yes, adults (independents)
5. Do not have children

C4. Including you, how many people live in your house? (SINGLE ANSWER)

C5. Does your home have sewerage and basic sanitation? (SINGLE ANSWER)

1. Yes
2. No

C6. Do you work in any activity related to the sea? (SINGLE ANSWER)

1. Yes. Which one? ____
2. No

C7. What is your main occupation? (SINGLE ANSWER)

1. Retired/pensioner
2. Independent professional
3. Unemployed
4. Homemaker
5. Business owner/entrepreneur
6. Student
7. Civil servant
8. Private company employee
9. Self-employed professional
10. Intern
11. Other. Which one? ____

C8. Regarding socioeconomic classification, what is the monthly family income, including all people who live with you?

(PUSH)(SINGLE ANSWER)

1. Up to R\$1,045.00
2. R\$1,045.01 to R\$2,090.00
3. R\$2,090.01 to R\$5,225.00
4. R\$5,225.01 to R\$10,450.00
5. Over R\$10,450.00
6. Did not inform

C9. Do you authorize to provide your contacts to the research contractor? (SINGLE ANSWER)

1. Yes
2. No

C10. What is your perception of this research? (SINGLE ANSWER)

1. Positive
2. Negative

C11. How would you rate this survey you just answered? (PUSH)(SINGLE ANSWER)

1. Instructive/enlightening
2. Provocative/captivating
3. Tiresome/long

CLOSURE

- C1. Interviewer Name:
C2. Mobile phone:
C3. Personal email:

We have reached the end of our interview. On behalf of ZOOM PESQUISAS, I would like to thank you for your participation. Have a nice day/afternoon!