QUESTIONNAIRE

An Ocean Without Mysteries - Brazilians' Relationship with the Ocean: Evolution of Scenarios (2022-2025)

This questionnaire was used to collect data in the survey "An Ocean Without Mysteries - Brazilians' Relationship with the Ocean: Evolution of Scenarios (2022-2025)", carried out by the Boticário Group Foundation for Nature Protection, in cooperation with UNESCO, Maré de Ciência, and the Federal University of São Paulo (UNIFESP). This instrument formed the basis of a quantitative survey, including both open and closed questions.

Data collection took place between February 19 and April 7, 2025, with 2,000 interviews conducted across all regions of Brazil. This questionnaire is made available for application in other countries and at other times, with the aim of monitoring data evolution and enabling the comparison of information across different populations and contexts.

PRESENTATION
Good morning/good afternoon. My name is..., I am from Zoom Pesquisas, a company hired to conduct this survey to understand the population's perception of the Ocean. The survey takes on average 15 minutes. Would you be available to participate now? (Before starting the interview) By continuing, you are aware that your data will be confidential and treated in accordance with your data Privacy Policy.

FILTER
F1. How long have you lived in this city?
(SINGLE ANSWER)
1. Less than 1 year (CLOSE)
2. Between 1 and 5 years
3. Between 5 and 10 years
4. More than 10 years. F1.1 How many? ___
5. Not a resident (CLOSE)

INITIAL CLASSIFICATION
C1. Region: (WRITE DOWN)
1. Midwest
2. Northeast
3. North
4. Southeast
5. South

C2. City: (WRITE DOWN)

C3. Status: (NOTE)

C4. Is the city the capital?
1. Yes
2. No

C5. Beach town?
1. Yes
2. No

C5.1. IBGE Classification: (NOTE)
1. Coastal city
2. Coastal city
3. City 150 km from the sea

C6. Which gender do you identify with? (PROMPTED)(SINGLE ANSWER)
1. Male
2. Feminine
3. Non-binary
4. I prefer not to answer

C7. How old are you? (SINGLE ANSWER)
1. Under 18 years old (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 old or older

TOP OF MIND
Q1. Which emotion best describes how you feel when you think about the ocean? (STIMULATED IN RANDOMIZED ORDER)(SINGLE RESPONSE)
1. Animated
2. Nostalgic
3. Impressed
4. Calm
5. Grateful
6. Connected
7. Curious
8. Anxious
9. Fearful
10. Unwanted
11. Uninterested
13. None of these. What emotion do you feel? _____
14. Don't know)

Q2. Is this emotion for you? (STIMULATED)(SINGLE ANSWER)
1. Positive
2. Negative
3. Neutral

HABITS AND BEHAVIOR

Q3. I will mention some ocean-related environments (see table below). For each one, please indicate whether you know it and have visited it, know it but haven't visited it, or don't know it. (STIMULATED)(SINGLE ANSWER)
1. Know and have visited
2. Know it, but haven't visited
3. Don't know it, and don't know anything about it

Q3.1 (If you know and have visited) How often do you usually visit this environment? (STIMULATED)(SINGLE ANSWER)
1. Daily
2. Weekly
3. Fortnightly
4. Once a month
5. Once every 6 months
6. Once a year
7. Once every 2 years
8. Once every 3 years or more. Q3.2 What is the frequency? _____
9. Occasionally (only 1 time)

Environments	Knowledge / Visit	Frequency
Beaches		
Rocky coasts (soil with rocks, constantly impacted by waves. Appears at the tip of beaches, where the strip of sand ends)		
Dunes (wind-formed sand mounds)		
Estuaries (area along the coast where a river meets the sea)		
Cliffs (mountains or walls that form on the coast and generally 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)		
Restinga (plant formations that are established on sandy soils in the coastal plain region)		

Q4. What activities do you like to do when you are near the sea? (EXPLORE) Any others?
(SPONTANEOUS)(MULTIPLE RESPONSE)
1. Enjoying the local cuisine
2. Playing in the sand with children
3. Walking on the beach/seaside
4. Buying crafts
5. Relaxing with family or friends
6. Relaxing
7. Observing nature
8. Fishing
9. Playing sports (DO P4.1)
10. Swimming/bathing in the sea
11. Sunbathing/tanning
12. Other. Which one? _____

Q4.1 (If you practice sports) Which sports do you usually play near the sea?
(SPONTANEOUS)(MULTIPLE RESPONSE)

1. Beach tennis
2. Canoeing
3. Kayaking
4. Cycling
5. Running
6. Frescobol
7. Footvolley
8. Football
9. Kitesurfing
10. Diving
11. Swimming
12. Paragliding/Paraglider
13. Surfing
14. Tamboréu
15. Sailing
16. Volleyball
17. Stand-up
18. Other. Which one? _____

Q5. From the habits I will mention, please indicate which ones you currently practice and how often you do them. If unsure, select "I don't know". (STIMULATED)(SINGLE ANSWER)

	Always	Most of the time	Someti mes	Rarely	Never	DN
Avoid using single-use plastic (such as straws, plastic cups).						
Practice conscious consumption, choosing products with less impact on nature and supporting local producers.						
Use or prioritize renewable and less polluting energy (e.g. solar energy; public transport and bicycle, etc., whether at home, at work or in transport).						
When traveling, practice responsible tourism, without harming the environment you visit.						
Seek to learn about the ocean.						
Seek to learn about climate change and its impacts.						

PERCEPTIONS

Q6. In general, how much do you think the Ocean impacts your life?
(STIMULATED)(SINGLE RESPONSE)

11. Directly impacts
2. Indirectly impacts
3. It doesn't impact anything (SKIP TO P7)
4. Don't know/ doesn't have a formed opinion (DO NOT READ)(SKIP TO P7)

Q6.1 (Whether it impacts directly or indirectly) How do you believe the Ocean impacts your life?
(SPONTANEOUS)(MULTIPLE RESPONSE)

1. Food source
2. Source of income
3. Physical, mental health and well-being
4. Climate regulation
5. Oxygen production
6. Culture
7. Renewable energy source
8. Other. Which one? _____

Q7. Do you believe that your daily actions impact the Ocean?
(STIMULATED)(SINGLE RESPONSE)
1. They have a direct impact
2. They have an indirect impact
3. They do not impact anything (SKIP TO P8)
4. Don't know/don't have an opinion (DO NOT READ)(SKIP TO P8)

Q7.1 (Whether it impacts directly or indirectly) How do you believe that your daily actions impact the Ocean? (SPONTANEOUS)(MULTIPLE ANSWER)
1. Use of plastic
2. Production and disposal of waste and residues (correctly or incorrectly, near or far from the sea)
3. Energy consumption
4. Use of chemicals
5. Tourist activity
6. Transportation
7. Seafood consumption
8. Other. Which one?_____

Q8. Do you think that the Ocean and its ecosystems (such as mangroves, sandbanks, coral reefs, etc.) are under threat and/or risk? (SINGLE ANSWER)
1. Yes
2. No (SKIP TO P10)
3. Don't know/don't have an opinion (DO NOT READ)(SKIP TO P10)

Q8.1 (If yes) Which of the following threats to the Ocean and its ecosystems concerns you most?
(STIMULATED IN RANDOMIZED ORDER)(SINGLE RESPONSE)
1. Pollution (noise, solid waste, liquid waste, among others)
2. Urban growth and real estate speculation
3. Climate change (acidification, rising temperatures, rising sea levels, coastal erosion, etc.)
4. Loss of biodiversity (species extinction, overfishing, etc.)
5. Irresponsible tourism
6. None of these. Q8.2. What threats concern you? _____
7. Don't know (DO NOT READ)

Q9. In your opinion, which of the following groups need to take more action to address threats to the Ocean? Choose up to 3. (STIMULATED IN RANDOMIZED ORDER)(MULTIPLE RESPONSE)
1. Society, general population
2. Local communities (caiçaras, indigenous people, quilombolas, among others)
3. Government / Public Power (City Hall, State and Federal Government)
4. NGOs or non-profit organizations
5. Private Sector / Companies
6. Schools, Universities and other educational institutions
7. Media, press and means of communication
8. The United Nations
9. Other. Which one?_____
10. Don't know (DO NOT READ)

Q10. I am going to read some sentences and I would like you to indicate your level of agreement: whether you completely agree, partially agree, neither agree nor disagree, partially disagree or completely disagree. If you do not know how to evaluate, answer "I do not know". (STIMULATED)(SINGLE ANSWER)

	Totally agree	Partially agree	Neither agree nor disagree	Partially disagree	Totally disagree	DN
The ocean is currently in a healthy and balanced state.						
The ocean is not related to global climate and weather conditions.						
Ocean education should be part of the school curriculum.						
Rising sea levels are a real threat to coastal cities.						
Men have more opportunities in sea-related activities than women.						

CLIMATE CHANGE AND SBN

Q11. Do you believe in climate change? (SINGLE ANSWER)
1. Yes, I believe
2. No, I don't believe it (SKIP TO P16)
3. Don't know/don't have an opinion (DO NOT READ)

Q12. How concerned are you about climate change right now?
(STIMULATED)(SINGLE RESPONSE)
1. Extremely worried
2. Very worried
3. Moderately concerned
4. Little concerned
5. Not worried at all
6. Don't know/don't have an opinion (DO NOT READ)

Q13. What are the main impacts of climate change on the ocean and coastal areas?
(SPONTANEOUS)(MULTIPLE RESPONSE)
1. Sea level rise
2. Water heating
3. Ocean acidification
4. Coral bleaching
5. Coastal erosion
6. Extreme weather events (storms, heat waves, etc.)
7. Loss of biodiversity
8. Other. Which one? _____
9. Don't know/don't have an opinion (DO NOT READ)

Q14. In your opinion, which of these actions are the most important to protect coastal cities from climate change? (Choose up to 2 options)(STIMULATED IN RANDOMIZED ORDER)(MULTIPLE RESPONSE)
1. Conservation/restoration of sandbanks, dunes, mangroves and coral reefs
2. Creation/recovery of green areas in urban areas to absorb flooding
3. Construction of coastal protection systems (such as dikes, containment barriers and walls, for example)
4. Environmental education activities
5. Investment in research and development
6. Other. Which one? _____
7. Don't know/don't have an opinion (DO NOT READ)

Q15. I am going to read some sentences and I would like you to indicate your level of agreement: whether you completely agree, partially agree, neither agree nor disagree, partially disagree or completely disagree. If you do not know how to evaluate, answer "I do not know".
(STIMULATED)(SINGLE RESPONSE)

	Totally agree	Partially agree	Neither agree nor disagree	Partially disagree	Totally disagree	DN
Warming ocean waters influence extreme weather events on the continent, such as droughts, hurricanes and flooding in cities and rural areas.						
Wildfires have nothing to do with ocean conditions.						
I believe that sea levels are rising.						
Rebuilding coastal areas affected by extreme weather events generates high costs for the government and society.						
The conservation and restoration of marine ecosystems is a Nature-Based Solution for adapting cities to extreme climate events.						

ECONOMIC ACTIVITIES

Q16. Are you familiar with the term "Ocean Economy" or "Blue Economy"?
(SINGLE ANSWER)
1. Very familiar
2. Somewhat familiar
3. Not familiar

Q17. In your opinion, what are the main economic activities related to the Ocean? (SPONTANEOUS)(MULTIPLE ANSWER)
1. Crafts
2. Extraction of minerals (such as oil, gas, salt, limestone and gemstones)
3. Renewable energy generation (such as wind, wave and tidal energy)
4. Logistics and transportation of goods
5. Fishing and farming of algae, shellfish, shrimp and fish
6. Production of medicines and cosmetics
7. Tourism and hospitality
8. Other. Which one?
9. Don't know/don't have an opinion

Q18. How would you rate the ocean's contribution to the Brazilian economy?
(STIMULATED)(SINGLE ANSWER)
1. Contributes extremely
2. Contributes a lot
3. Contributes moderately
4. Contributes a little
5. Does not contribute at all
6. I don't know/have no opinion (DO NOT READ)

CONSERVATION AND SUSTAINABLE USE OF THE OCEAN

Q19. What is your perception of the general population's level of concern regarding ocean conservation?

1. Extremely worried
2. Very worried
3. Moderately concerned
4. Little concerned
5. Not worried at all
6. Don't know / Have no opinion (DO NOT READ)

Q20. And you, personally, how concerned are you about the conservation of the Ocean? (STIMULATED)

(SINGLE ANSWER)

1. Extremely worried
2. Very worried
3. Moderately concerned
4. Little concerned
5. Not worried at all
6. Don't know / Have no opinion (DO NOT READ)

Q21. Do you believe it is important to talk about the Ocean in schools?

(STIMULATED) (SINGLE RESPONSE)

1. Yes
2. No (SKIP TO P22)
3. Don't know/don't have an opinion (DO NOT READ) (SKIP TO P22)

Q21.1 (If Yes) Which three of the following actions do you believe would best integrate this theme?

(STIMULATED IN RANDOMIZED ORDER) (MULTIPLE RESPONSE)

1. Public policies focused on education
2. Development of supplementary educational materials, connecting the theme with other disciplines
3. Field activities for students (e.g., field trips, exhibitions, volunteer work)
4. Knowledge competitions and olympiads
5. Addressing ocean-related topics in the classroom
6. Science fairs
7. Showcasing films, series, and other audiovisual content
8. Lectures
9. Incorporating relevant news stories
10. Other (please specify) _____
11. I don't know/have no opinion (DO NOT READ)

ENGAGEMENT

Q22. Have you participated in any ocean conservation-related activities in the past 12 months? (SINGLE ANSWER)

1. Yes
2. No (SKIP TO P26)

Q22.1. (If yes) Which one? (SPONTANEOUS)

_____

Q23. On a scale of 0 to 10, how willing would you be to change your habits for ocean conservation?

(SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	DN

Q24. How much would you be willing to change your habits for the good of the Ocean? (STIMULATED)(SINGLE ANSWER)

1. Extremely willing
2. Very willing
3. Moderately disposed
4. Unwilling
5. Not willing at all
6. Don't know/don't have an opinion (DO NOT READ)

Q25. What role would you be willing to play in favor of Ocean conservation:
(ENCOURAGED)(SINGLE ANSWER)

1. Active, as an agent of change, dedicating time and effort to practical actions
2. Supporter, as a dissemination agent
3. I would not be willing
4. Don't know/don't have an opinion (DO NOT READ)

OCEAN DECADE

Q26. Are you familiar with the Ocean Decade? (STIMULATED)(SINGLE ANSWER)

1. Very familiar
2. Somewhat familiar
3. Not familiar

Q27. The United Nations (UN) has declared the period from 2021 to 2030 the Decade of Ocean Science for Sustainable Development. This initiative aims to raise public awareness of the ocean's importance and mobilize diverse stakeholders—including the public and private sectors and civil society—to support ocean health and sustainability. On a scale of 0 to 10, how would you rate this initiative?
(0 = Very Poor; 10 = Excellent)(SINGLE ANSWER)

0	1	2	3	4	5	6	7	8	9	10	DN

Q28. Do you believe that the Ocean Decade will bring concrete results for Ocean conservation?
(STIMULATED)(SINGLE RESPONSE)

1. Of course, yes.
2. Probably yes.
3. Probably not
4. Absolutely not.
5. Don't know/don't have an opinion (DO NOT READ)

Q29. Would you be interested in learning more about the Ocean Decade? (SINGLE ANSWER)

1. Yes
2. No

COMMUNICATION CHANNELS

Q30. By what means would you like to receive information about ocean conservation?
(SPONTANEOUS)(MULTIPLE RESPONSE)

1. Social networks. Which one? _____
2. Press (Newspapers, Magazines, Radio or TV)
3. E-mail (Newsletter, E-mail Marketing)
4. WhatsApp
5. Boticário Group Foundation Website
6. Other. Which one? _____
7. I would not like to receive

Q31. When you think about ocean conservation, what is the first organization or company that comes to mind? (SPONTANEOUS)

BOTICÁRIO GROUP FOUNDATION

Q32. Are you familiar with the Boticário Group Foundation, a non-profit organization dedicated to nature conservation?
(SINGLE ANSWER)

1. Very familiar
2. Somewhat familiar
3. Not familiar (SKIP TO C1)

Q32. 1 (Whether you are very familiar or somewhat familiar) Ocean is a priority for Boticario Group Foundation. How would evaluate it's perfomance on ocean conservation? (SINGLE ANSWER)

1. Very positive
2. Positive
3. Neither positive nor negative (neutral/indifferent)
4. Negative
5. Very negative
6. Don't know/don't have an opinion (DO NOT READ)

FINAL CLASSIFICATION

Finally, I would like to confirm some profile information.

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

1. No formal education
2. Incomplete elementary education
3. Completed elementary education
4. Incomplete high school education
5. Completed high school
6. Incomplete higher education
7. Complete higher education
8. Postgraduate, master's, doctorate
9. Did not inform/refuses

C2. Marital status: (SINGLE ANSWER)

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

C3. Do you have children? (MULTIPLE ANSWER)

1. Yes, small children (up to 12 years old)
2. Yes, teenage children (12 to 17 years old)
3. Yes, adult children (dependents)
4. Yes, adult (independent) children
5. No children

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

_____

C5. Does your home have a sewage system 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. Self-employed
3. Unemployed
4. Donate from home
5. Business owner/businessperson/entrepreneur
6. Student
7. Public servant
8. Private company employee
9. Liberal professional
10. Intern
11. Other. Which one? _____

C8. What color, race or ethnicity do you consider yourse? (STIMULATED)(SINGLE ANSWER)

1. White
2. Black
3. Yellow (Japanese, Chinese, Korean origin, etc.)
4. Parda (Mulatta, cabocla, cafuza, mameluca or mixed race person of black with a person of another color or race.)
5. Indigenous
6. Other, Which?_____
7. I prefer not to answer

C9. For socioeconomic classification, the monthly family income, adding the income of all the people who live with you, falls into which of these ranges? (STIMULATED)(SINGLE ANSWER)

1. Up to 1 m (R$ 1,412)
2. From 1 to 2 sm (From 1,412 to R$ 2,824)
3. More than 2 to 5 m^2 (From R$2,824 to R$7,060)
4. More than 5 to 10 m^2 (From R$ 7,060 to R$ 14,120)
5. More than 10 to 15 m^2 (From R$ 14,120 to R$ 21,180)
6. Over 15 m^2 (Over R$21,180)
7. I prefer not to say

C10. Do you authorize your contact details to be disclosed to the Grupo Boticário Foundation for Nature Protection, the research contractor? (SINGLE ANSWER)

1. Yes
2. No

C11. What is your perception of this research? (SINGLE ANSWER)

1. Positive
2. Negative
3. Neither positive nor negative (neutral)

C12. How do you classify this survey you just answered: (STIMULATED)(SINGLE ANSWER)

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

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