

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 and AZA
with support from NOAA**

Findings presented by
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Today's Presentation

1. Background

- Rationale
- Methods

2. Key Findings

3. Implications

4. Next Steps?



OVERVIEW

Guiding Principles

- Assist **ZAMs** and others as they inspire visitors to act on behalf of conservation
- Obtain deeper and more up-to-date understanding of target audience
 - Ocean & environmental issues
 - Role of ZAMs in advancing conservation
- Identifying opportunities with specific audiences and issues
- Collaborate with ZAMs in applying what we learn
- Track changes in public awareness, attitudes and behaviors over time



BACKGROUND

Methodology

Phase 1: Initial data collection

- Aug–Nov 2008; 22,000+ adults
- 10 markets in US, 2 in Canada
- Additional data on youth, and other nations

Phase 2: Tracking data collection

More details: www.TheOceanProject.org



BACKGROUND

Research Themes

Problem

- Concern for the environment? Ocean? Threats, incl. climate change?
- To what extent are these concerns connected?

Solution

- Does the public feel informed?
- What type of actions are seen as effective?
- Who are the trusted sources of information?
- To what extent is the public already acting?

Motivation

- Who among visitors is most interested? Why?
- What do they need?

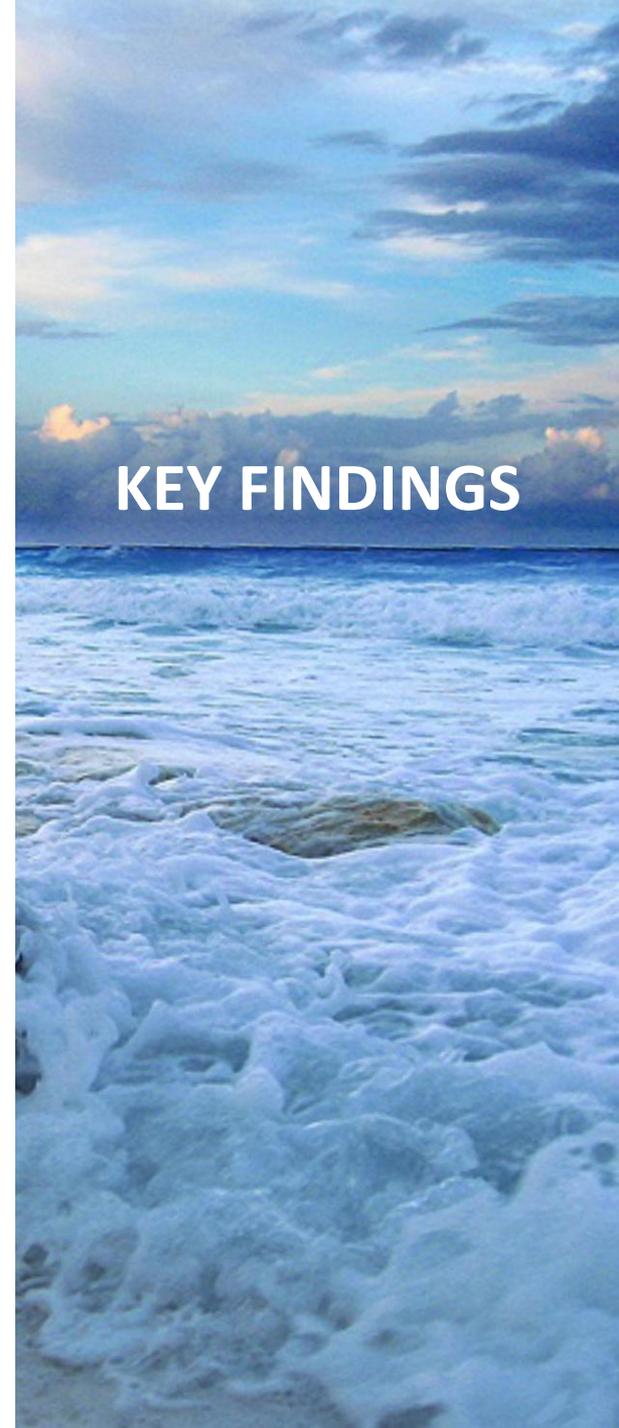
Implications

- What does all this mean for a ZAM?



Key Findings

- 1. Ocean literacy flatlined;**
concerned about the ocean
when prompted
- 2. Willingness to act** to help
conserve the ocean when asked
- 3. Climate change** highest concern
among environmental issues
- 4. Ocean seen as healthy** and not
connected to climate change



KEY FINDINGS

Key Findings

5. **Technological fix** increasingly seen as the solution
6. **Federal government** expected to protect the ocean (gap between “should” and “is”)
7. **Short attention span**
8. **Internet** as the preferred media



KEY FINDINGS

Key Findings

9. Information demand-supply gap

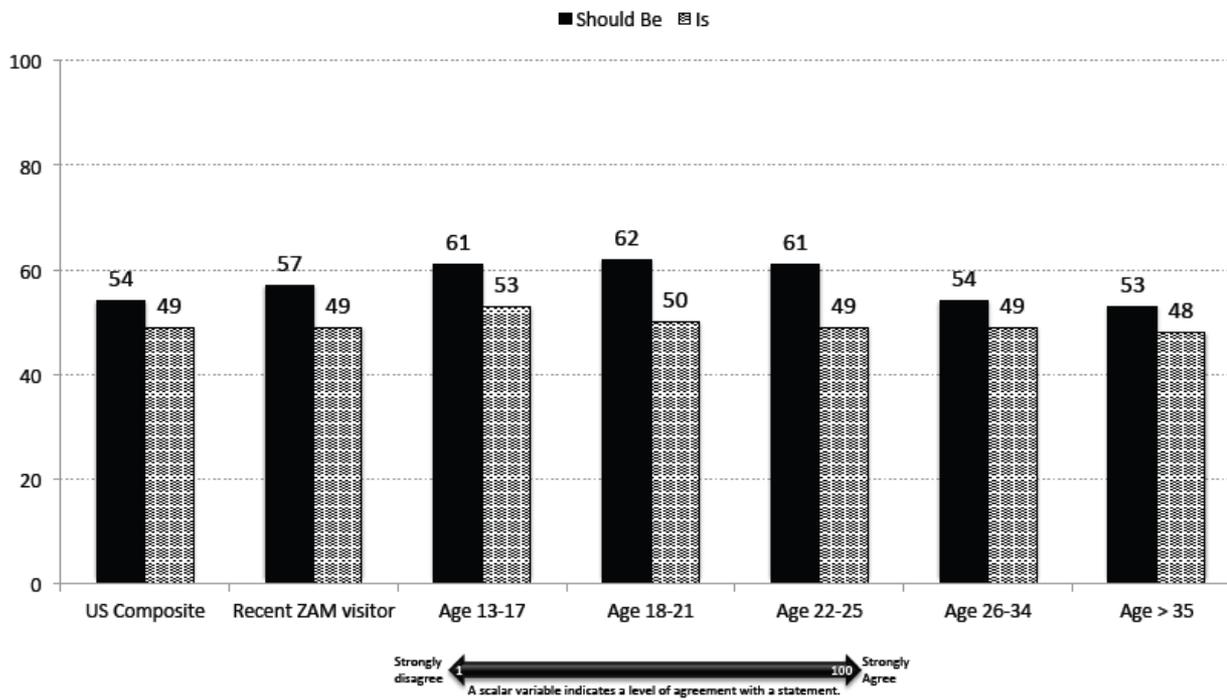
10. Aquariums, zoos, and museums seen as trusted messengers (expected to fill that action information gap)

11. Youth & Minority as important constituents



KEY FINDINGS

Protecting the ocean should be/is a priority for the government.

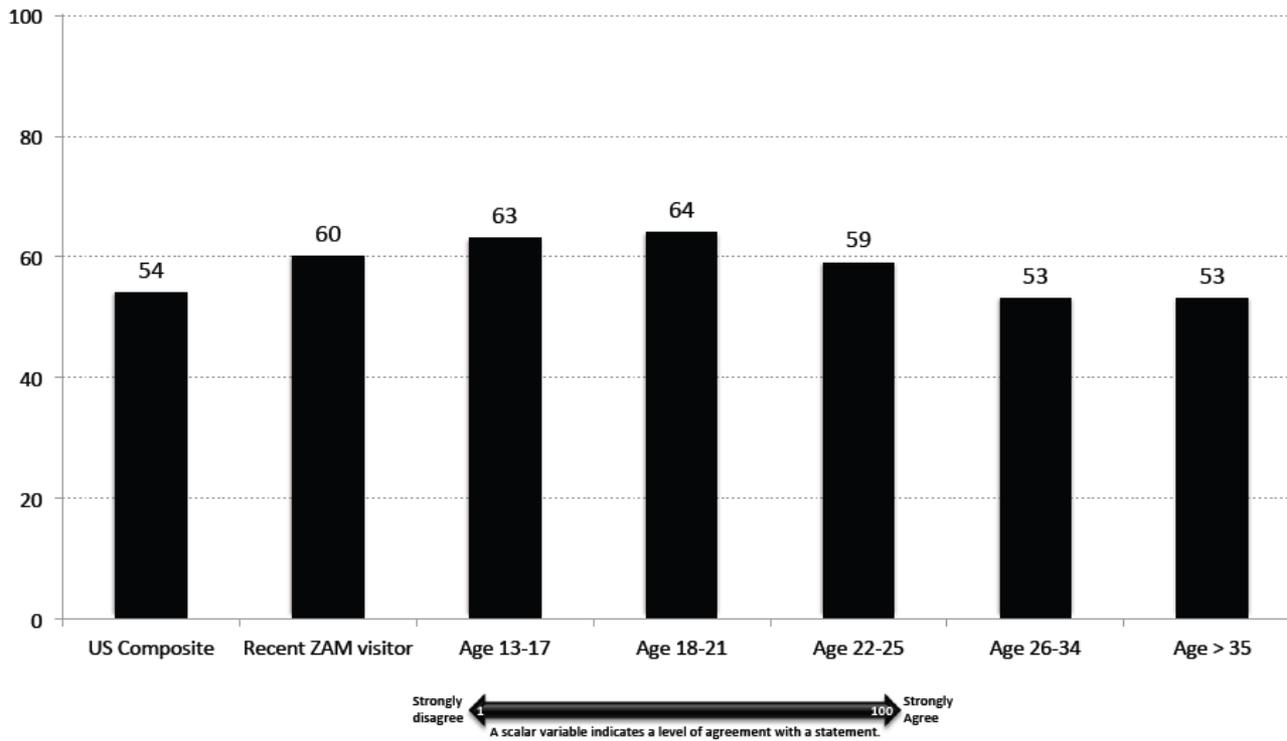


FINDINGS

Protecting the ocean should be a priority

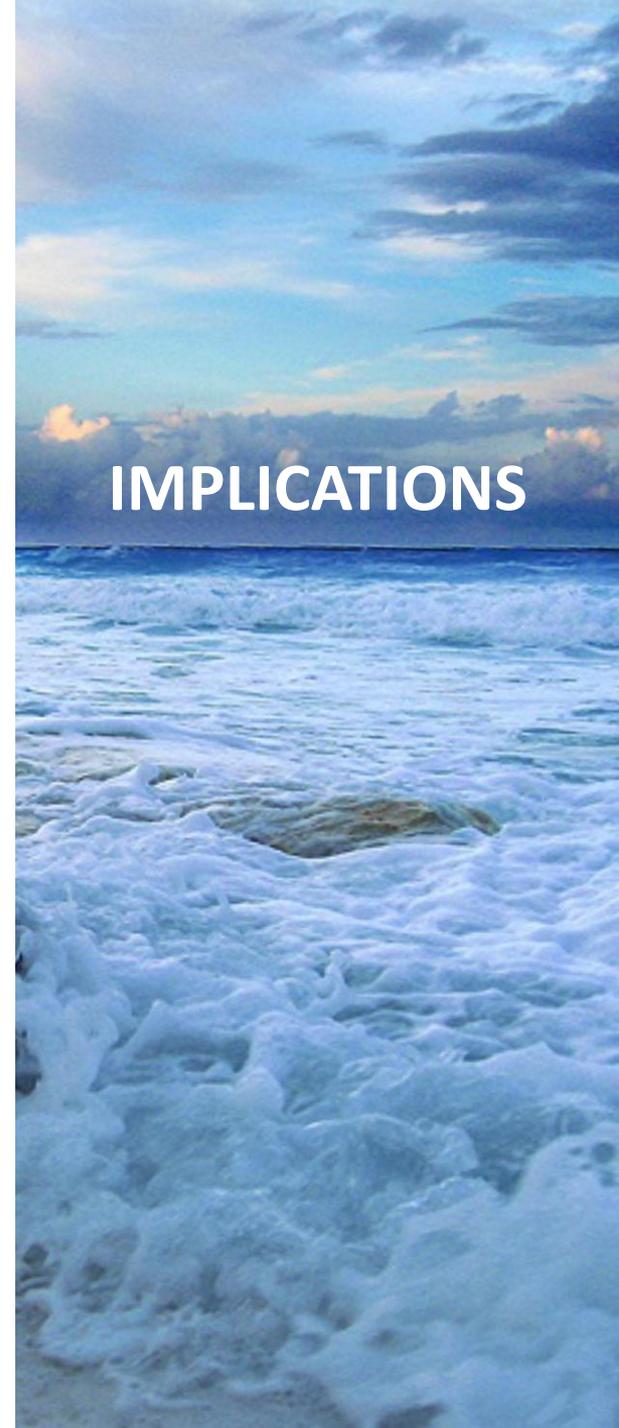
When it comes to climate change, the actions of individual people can make a positive difference.

FINDINGS



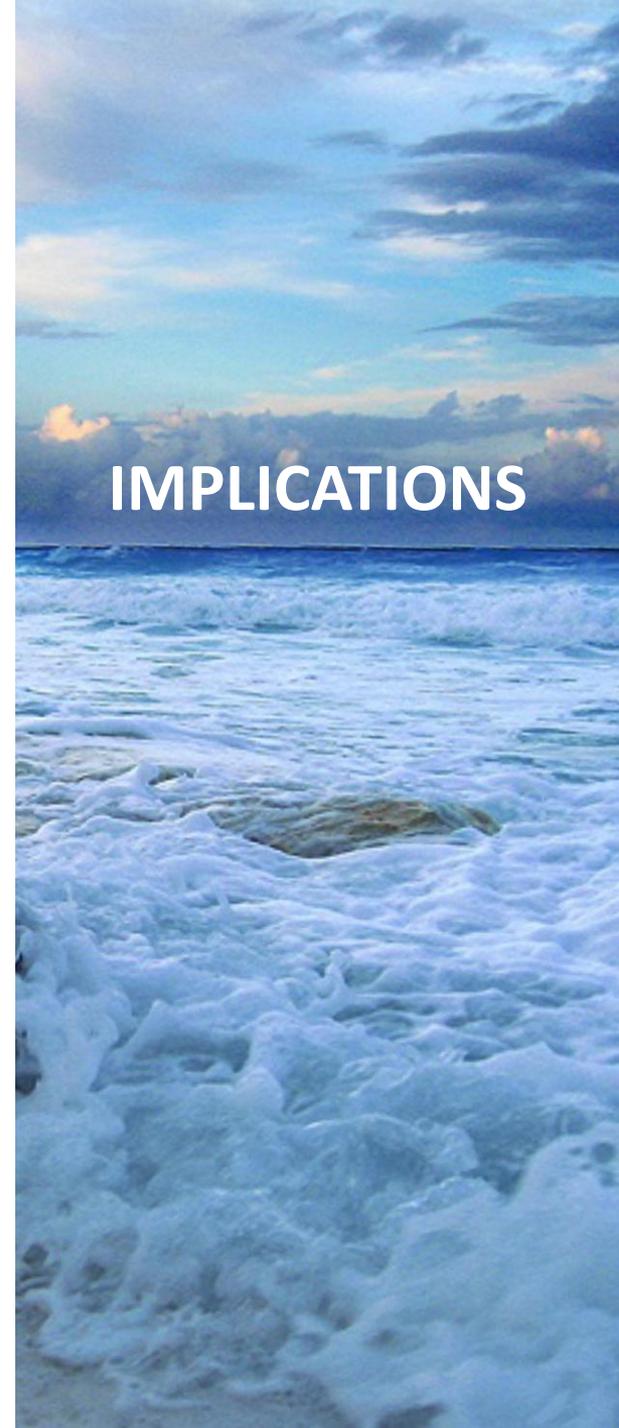
Implications

- Shift from “awareness” to “action”
- The public is supportive, but needs prompting! (Ask, don’t expect!)
- Looking for the government to do more
- Focus on specific issues/animals/place that resonate with target audiences, e.g. connecting turtle conservation with climate change, and suggesting “healthy” seafood (rather than starting broad)
- Need for timely communication



Implications

- Aquariums and zoos need to fill the information supply-demand gap **ZAMs well positioned to rekindle interest and spark individual action**
- Focus on high impact audiences, especially teens (not just “the public”)
- Apply new technologies, especially through the Internet **"Return visits" more likely to happen online**
- Measure success in outcomes and impact (not just outputs)



Acknowledgement

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Feedback?

- Do you have questions about this research, its findings and implications?

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THANK YOU!