

First results of a pilot study



Satellite Event\_182@Barcelona (1500-1630 of 9th April, 2024)

# What is the Ocean We Want?

Global survey to understand perspectives on Ocean Decade Outcomes



**Daniel K. Lew**

NOAA, Alaska Fisheries Science Center

**Olivier Thébaud**

IFREMER



~~Matthew Andreotta (CSIRO)~~

~~Juri Hori (PRIMAFF)~~

~~Fabio Boschetti (CSIRO)~~

~~Nathalie Krien (ENSTA Bretagne)~~

~~Sophie Leonardi (IFREMER)~~

~~Mitsutaku Makino (U Tokyo)~~



2021-2030 United Nations Decade of Ocean Science for Sustainable Development



PROGRAMME PRIORITAIRE DE RECHERCHE OCEAN & CLIMAT

# Focus on concerns & opinions on solutions

## Opinions & perceptions

Q1 : General issues

Q2 : Environmental issues

Q3 : National environmental protection efforts

Q4 : Own country's environmental protection efforts relative to others

Q22: Timeframe when you think about "the future"

## Interactions with the ocean

Q5 : Distance from the ocean

Q6 : Frequency of visiting the ocean

Q7 :  
Reasons for going to the ocean

Q8 : Type of leisure activities in the ocean

Q9 : Frequency of travel on the ocean

## Interactions with ocean resources & industries

Q10 : Frequency of eating seafood

Q11 : Employment in ocean-related industries

## Knowledge of ocean ecosystems

Q12 : Opinion on how much there is yet to learn about the deep ocean

## Ocean concerns

Q13 : Concerns for ocean issues

Q14 : Biocentric values

Q15 : Altruistic values

Q16 : Egoistic values

## Opinion on solutions

Q17 : Responsible entities

Q18 : Opinions on prioritizing ocean issues

## Demographics

Q19: Education

Q20 : Children

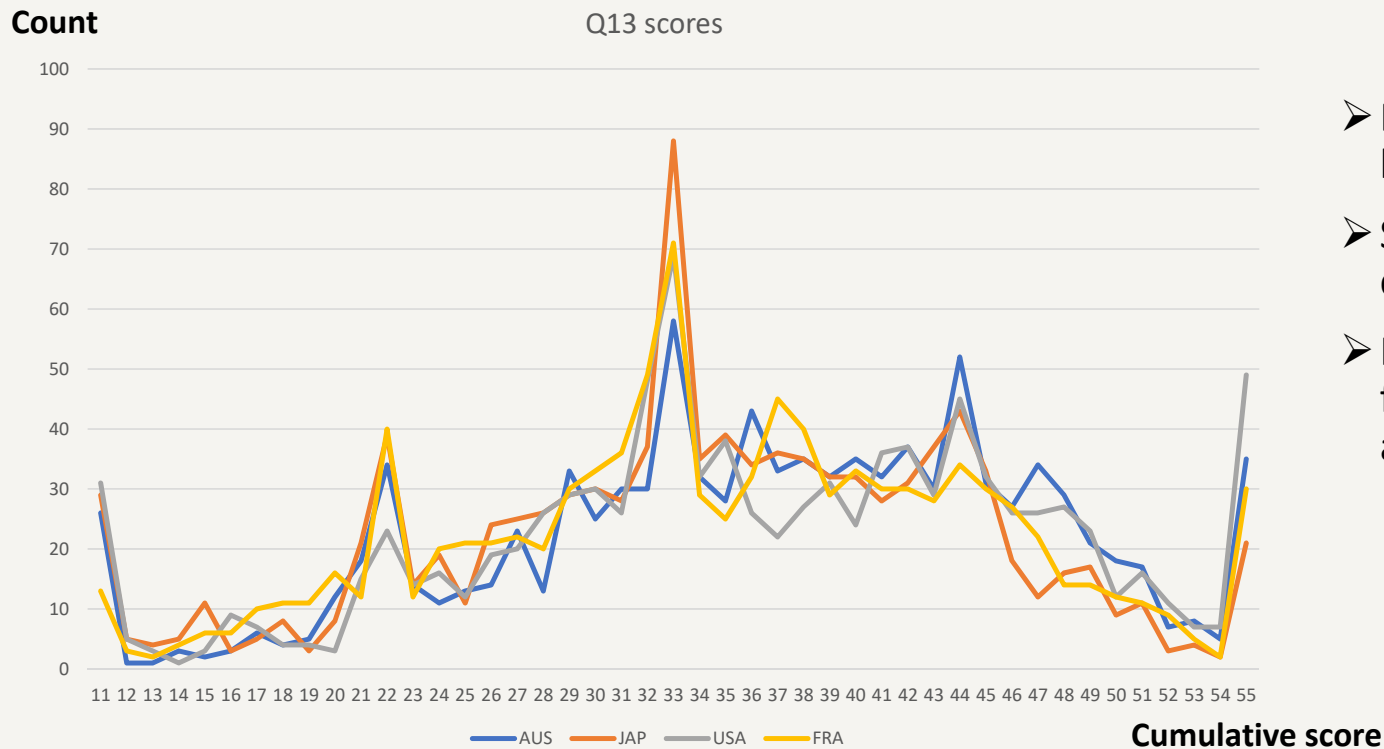
Q21 : Income

Q23: Other comments

S1: Age

S2: Gender

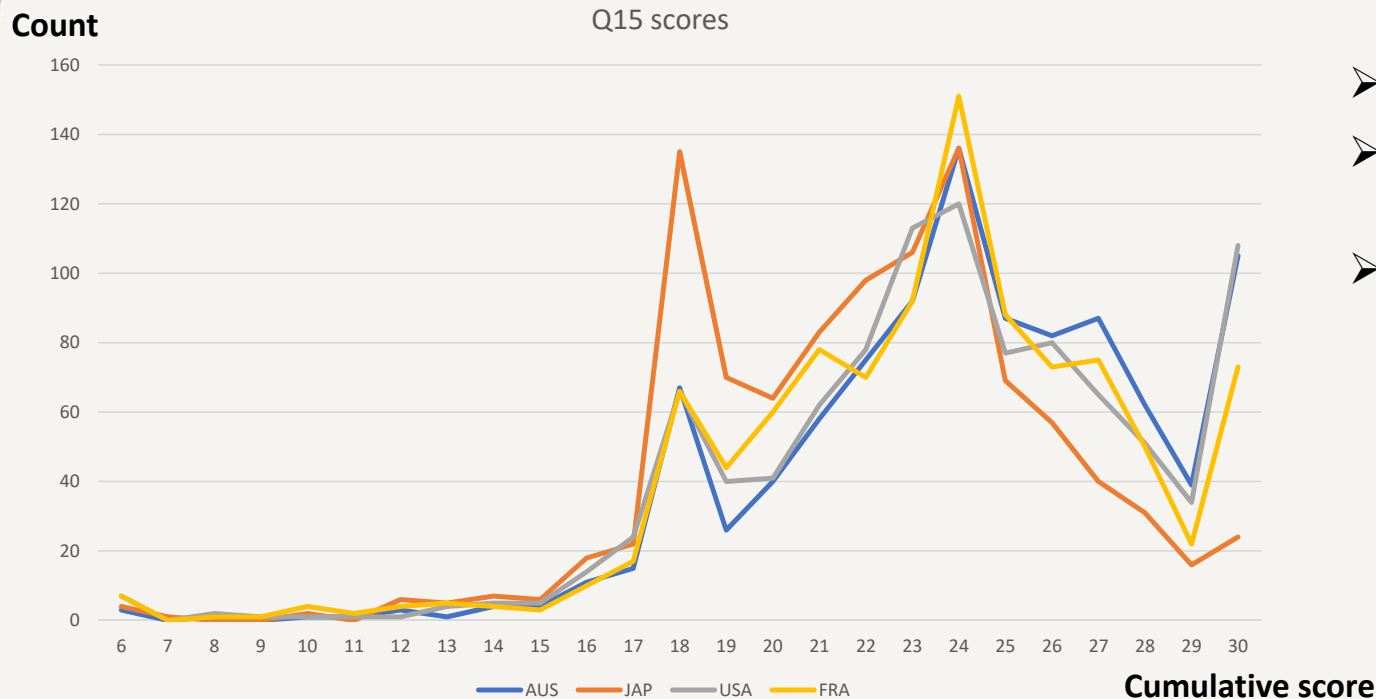
# Distribution of concern for ocean issues by country



- Distributions skewed towards higher levels of concern
- Some high to very high levels of concern
- Higher proportion of high scores for AUS and USA relative to JAP and FRA

Ocean pollution • Future of marine life • Ocean-related hazards • Climate change • Overharvest/over use • Provision of food & materials • Source of jobs & ways of life • Recreation opportunities • Trade-offs between protecting ocean & limits on human activities • Ability of countries to work together to solve problems • Sharing ocean knowledge

# Altruistic value statements



- Low levels of concern were rare
- Concern levels are primarily intermediate, high and very high
- Some differences emerge between countries

## Examples:

- ✓ The effects of polluting the oceans on people's health are worse than we realize
- ✓ The harm to the ocean caused by human activities will endanger the quality of people's lives
- ✓ People value the ocean because it has spiritual, cultural, or religious meaning





# Ocean Priorities – All countries

➤ % of respondents indicating the issue is a **high priority** (score of 4 or 5 on 5-point scale), for 9 out of the 14 listed issues.

Issues to prioritize	Ocean outcome(s)	ALL
Reducing marine pollution	A clean ocean	73,2%
Protecting marine life from extinction	A healthy & resilient ocean	72,9%
Ensuring commercial harvesting of marine life (like fish and seagrass) in the ocean is sustainable	A productive ocean	62,8%
Improving ways of communicating information about ocean conditions and hazards to the public	A safe ocean	59,6%
Increasing public education about how human activities affect the ocean	An inspiring & engaging ocean	60,7%
Increasing clean energy (wind, solar, wave, and geothermal) in the oceans	A productive ocean	58,5%
Ensuring people have access to the ocean and its resources	An accessible ocean	44,9%
Protecting ocean-related tourism and recreation opportunities	A productive ocean	43,6%
Developing ocean-based business opportunities	A productive ocean	36,6%

# Ocean Priorities – Country comparison

➤ % of respondents indicating the issue is a **high priority** (score of 4 or 5 on 5-point scale), for 9 out of the 14 listed issues.

Issues to prioritize	Ocean outcome(s)	ALL	Australia 	Japan 	USA 	France 
Reducing marine pollution	A clean ocean	73,2%	77,1%	69,0%	70,9%	75,7%
Protecting marine life from extinction	A healthy & resilient ocean	72,9%	78,1%	64,9%	73,3%	75,1%
Ensuring commercial harvesting of marine life (like fish and seagrass) in the ocean is sustainable	A productive ocean	62,8%	72,7%	45,5%	65,7%	67,3%
Improving ways of communicating information about ocean conditions and hazards to the public	A safe ocean	59,6%	63,3%	55,3%	60,1%	59,6%
Increasing public education about how human activities affect the ocean	An inspiring & engaging ocean	60,7%	68,0%	44,1%	61,7%	69,1%
Increasing clean energy (wind, solar, wave, and geothermal) in the oceans	A productive ocean	58,5%	66,1%	53,3%	61,3%	53,4%
Ensuring people have access to the ocean and its resources	An accessible ocean	44,9%	55,2%	30,8%	52,0%	41,5%
Protecting ocean-related tourism and recreation opportunities	A productive ocean	43,6%	56,1%	23,9%	48,2%	46,0%
Developing ocean-based business opportunities	A productive ocean	36,6%	45,1%	24,8%	39,7%	36,8%

# Focusing on the three top priorities

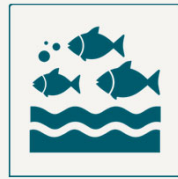
## Priorities – All Countries



Pollution



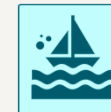
Protection  
marine life



Sustainable  
harvesting



## Priorities by country



Risk  
communication



Education



# Regression Analysis: Ocean concerns

## **Q13: Ocean Concern (Score based on sum over 11 items)**

- Females, those who eat seafood daily or regularly, and those who participate in water-related ocean recreation activities have higher concern
- People who are aged 60+ have higher levels of concern than younger people
- Other demographics were not statistically significant
- French respondents on average had lower levels of concern than the other countries (all else equal)
- Pro-environmental attitudes and those concerned about other environmental issues that affect them are associated with higher ocean concern levels



# Responsibility for ensuring the oceans are used wisely and protected

Proportion of sample indicating somewhat or very responsible

Entity	ALL	AUS	JAP	USA	FRA
Individual citizens	0.65	0.74	0.59	0.69	0.60
Multi-national/large corporations	0.71	0.75	0.78	0.72	0.59
Local/regional businesses	0.66	0.71	0.71	0.66	0.57
Industry-supported advocacy groups	0.66	0.72	0.79	0.67	0.46
Local/state governments	0.71	0.80	0.75	0.72	0.57
The federal government	0.75	0.81	0.82	0.76	0.62
Foreign government(s)	0.69	0.72	0.77	0.71	0.59
International governmental organizations (e.g., United Nations, European Union)	0.72	0.76	0.79	0.71	0.61
International non-governmental organizations (e.g., environmental advocacy groups)	0.67	0.72	0.67	0.70	0.59
Domestic non-governmental organizations (e.g., environmental advocacy groups)	0.67	0.74	0.64	0.68	0.59

# Some Implications

- **Age and gender matter** with respect to explaining concerns about the ocean and ocean attitudes
- Connection to the ocean through **the food one eats** and how one engages with the ocean (e.g., **recreation**) is important
- Surprisingly, how far one lives from the ocean has **no significant effect** on ocean concern
- Motivations for ocean attitudes matter (**how** one connects to the ocean)
- These results can help scientists and policymakers **improve how and to whom they communicate with** regarding ocean issues and solutions (Decade Challenges)
- These pilot study results are limited by there being **data from only four high income countries** with limited geographic and socio-demographic representation

# Thank you for your attention!

## The Ocean You Want Survey




Thanks for participating in **The Ocean You Want Survey!** Your responses will help decision makers better understand how you view the ocean and what aspects of it you think are important and should be priorities. The information you provide will help these decision makers better manage the oceans and the human activities in them.

Since you are one of a small number of people being surveyed, your responses are really important! For the study results to be valid and useful to decision makers, a large proportion of respondents like you need to participate. This is a voluntary survey and does not require you to have any special knowledge. We are interested in **your opinions**.

Rest assured that the results will be reported in aggregate, meaning that your individual responses will not be revealed.



 **PROGRAMME  
PRIORITAIRE  
DE RECHERCHE  
OCEAN  
& CLIMAT**

 **2021  
2030** United Nations Decade  
of Ocean Science  
for Sustainable Development

