



# Marine Sanctuary Survey 2022

Conducted by NORC at the University of Chicago  
With funding from the National Marine Sanctuary Foundation

*Interviews: 8/8-18/2022*

*1,086 adults*

*Margin of sampling error: +/- 4.1 percentage points at the 95% confidence level among all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

**Q1. Please indicate how familiar you are with each of the following terms:**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Not at all/A little familiar NET</b>	Not at all familiar	A little familiar	<b>Somewhat familiar</b>	<b>Very/ Completely familiar NET</b>	Very familiar	Completely familiar	DK	SKP/ REF
Climate change	<b>17</b>	3	14	<b>34</b>	<b>48</b>	32	17	-	*
Overfishing	<b>40</b>	22	18	<b>31</b>	<b>28</b>	19	9	-	1
Biodiversity	<b>53</b>	34	19	<b>25</b>	<b>21</b>	13	8	*	1
Ecosystem services	<b>55</b>	30	25	<b>30</b>	<b>14</b>	9	6	-	1
Marine protected area	<b>44</b>	23	21	<b>33</b>	<b>23</b>	15	7	-	1
National Marine Sanctuary	<b>60</b>	39	21	<b>23</b>	<b>15</b>	10	5	-	2
Marine National Monument	<b>70</b>	53	17	<b>20</b>	<b>9</b>	5	3	-	1
Ocean acidification	<b>68</b>	46	22	<b>18</b>	<b>13</b>	8	5	-	1
Marine debris	<b>43</b>	23	20	<b>29</b>	<b>27</b>	19	9	-	1
Ocean noise	<b>65</b>	41	24	<b>22</b>	<b>11</b>	7	4	-	1
Ocean conservation	<b>41</b>	16	25	<b>33</b>	<b>26</b>	17	9	-	*
Sea level rise	<b>39</b>	15	24	<b>28</b>	<b>33</b>	21	12	-	*
Blue carbon	<b>79</b>	63	16	<b>11</b>	<b>9</b>	6	3	-	*

*N=1,086*

**Q2. In general, would you rank the health of ocean environments in the United States as [poor, good/good, poor], or neither good nor poor?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
<b>Poor/Very poor</b>	<b>43</b>
Very poor	4
Poor	39
<b>Neither good nor poor</b>	<b>40</b>
Good	14
Very good	2
<b>Good/Very good</b>	<b>16</b>
DON'T KNOW	*
SKIPPED/REFUSED	*

N=

1,086

**Q3. In the next year, how important is it that the U.S. government acts to address each of the following?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely /Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very important/ Not important at all NET</b>	Not very important	Not important at all	DK	SKP/ REF
The economy	<b>86</b>	52	34	<b>11</b>	<b>2</b>	1	1	-	1
Education	<b>79</b>	40	39	<b>15</b>	<b>6</b>	3	3	-	*
Healthcare	<b>81</b>	43	37	<b>15</b>	<b>4</b>	3	1	-	*
Environment	<b>75</b>	42	33	<b>16</b>	<b>7</b>	5	2	*	1
Immigration	<b>63</b>	32	30	<b>26</b>	<b>11</b>	8	3	-	1
Poverty	<b>75</b>	39	36	<b>20</b>	<b>4</b>	3	1	-	*
Climate change	<b>68</b>	41	26	<b>18</b>	<b>14</b>	9	5	*	*
Women's rights	<b>65</b>	34	31	<b>22</b>	<b>12</b>	8	4	-	*
Voting rights	<b>65</b>	36	30	<b>21</b>	<b>13</b>	9	4	-	1

N=1,086

**Q4. Have you made any visits to the ocean since January 2019? This includes the beach, sea, bays, gulfs, and estuaries.**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Yes	62
No	38
DON'T KNOW	-
SKIPPED/REFUSED	*
<i>N=</i>	<i>1,086</i>

*Show if Yes in Q4*

**Q5. Which of the following statements about your time spent at the ocean is true?**

***Please select all that apply.***

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
It was good for my mental health	86
It was good for my physical health	56
It was a good opportunity to spend time with friends or family	80
I learned more about the ocean	15
I fished	12
I swam, surfed, snorkeled, or scuba dived	39
I participated in bird watching	16
I went boating, motorized or non- motorized	21
The crowds were too large	12
I saw other people littering	22
I saw marine debris or litter	35
I engaged in other activities	7
DON'T KNOW	-
SKIPPED/REFUSED	1
<i>N=</i>	<i>732</i>

**Q6. For you personally, how important are each of the following benefits of the ocean?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely/ Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very important/ Not important at all NET</b>	Not very important	Not important at all	DK	SKP /REF
Provides natural beauty	<b>72</b>	35	37	<b>22</b>	<b>6</b>	5	1	-	1
Sustains ocean life and habitats	<b>83</b>	48	34	<b>14</b>	<b>3</b>	2	2	-	*
Source of food	<b>72</b>	31	41	<b>22</b>	<b>6</b>	4	2	-	*
Reduces climate change	<b>67</b>	33	33	<b>23</b>	<b>9</b>	6	3	-	*
Regulates the climate and weather	<b>73</b>	38	35	<b>20</b>	<b>6</b>	4	2	*	*
Source of energy	<b>65</b>	26	39	<b>27</b>	<b>8</b>	6	1	*	*
Place for recreation	<b>61</b>	21	40	<b>31</b>	<b>8</b>	6	2	-	1
Supports global transportation and trade	<b>67</b>	27	40	<b>27</b>	<b>6</b>	4	1	*	*
Provides opportunities for research and education	<b>63</b>	25	39	<b>29</b>	<b>7</b>	6	2	*	*
Source of jobs and economic growth	<b>59</b>	22	38	<b>32</b>	<b>8</b>	6	2	-	*
Vacation destination	<b>50</b>	19	31	<b>33</b>	<b>16</b>	13	3	-	1
Provides cultural, spiritual, or religious connection	<b>41</b>	16	25	<b>34</b>	<b>24</b>	16	8	-	1
Provides air we breathe	<b>80</b>	45	35	<b>15</b>	<b>4</b>	3	1	*	1
Source of medicine and products that support human health and well-being	<b>61</b>	25	36	<b>30</b>	<b>9</b>	7	2	*	1
Other (specify)	<b>12</b>	5	6	<b>8</b>	<b>13</b>	2	11	1	66

N=1,086

**Q7. When it comes to policy surrounding U.S. ocean waters, do you [favor, oppose/oppose, favor], or neither favor nor oppose each of the following government actions?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Somewhat oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Developing a system of protected areas along the coasts and in the ocean, like our National Park System.	<b>77</b>	51	26	<b>15</b>	<b>7</b>	4	3	-	*
Reducing single use plastic pollution (e.g. plastic bags, packaging, etc.)	<b>76</b>	55	22	<b>17</b>	<b>7</b>	4	3	*	*
Reducing water pollution	<b>86</b>	68	18	<b>10</b>	<b>4</b>	2	2	-	*
Preventing overfishing and illegal fishing	<b>81</b>	54	27	<b>14</b>	<b>4</b>	2	2	-	*
Reducing carbon emissions	<b>72</b>	50	22	<b>21</b>	<b>7</b>	4	3	*	1
Reducing incentives that promote development in coastal areas	<b>63</b>	37	26	<b>28</b>	<b>8</b>	6	2	*	1
Protecting marine areas that have environmental, educational, or cultural importance	<b>82</b>	54	28	<b>14</b>	<b>4</b>	2	1	*	*
Protecting threatened and endangered marine species	<b>85</b>	63	22	<b>11</b>	<b>4</b>	2	1	-	*
Protecting public access to beaches, waterways, and ocean waters	<b>79</b>	48	31	<b>15</b>	<b>6</b>	4	2	-	*
Preventing fertilizers and pesticides from entering waterways	<b>84</b>	65	20	<b>11</b>	<b>4</b>	2	2	*	*
Granting nature rights to protect it against harm	<b>68</b>	41	28	<b>22</b>	<b>8</b>	4	4	*	1
Ensuring equal access to the coast and ocean	<b>65</b>	35	30	<b>29</b>	<b>5</b>	4	2	-	1

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Somewhat oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Protecting ocean habitats and wildlife that store carbon and limit climate change	<b>77</b>	51	26	<b>16</b>	<b>5</b>	3	2	*	1
Increasing renewable energy projects located in the ocean	<b>63</b>	35	29	<b>27</b>	<b>9</b>	6	2	*	1
Reducing oil and gas extraction in the ocean	<b>59</b>	37	22	<b>23</b>	<b>16</b>	9	7	-	1

N=1,086

**Q8. Are each of the following important or not important when it comes to ocean conservation?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely/ Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very important/ Not important at all NET</b>	Not very important	Not important at all	DK	SKP/ REF
Using conservation approaches that benefit diverse groups	<b>50</b>	22	28	<b>33</b>	<b>16</b>	9	6	*	1
Supporting locally led conservation efforts	<b>59</b>	24	36	<b>32</b>	<b>8</b>	5	3	*	1
Supporting the rights of Indigenous people	<b>57</b>	27	30	<b>28</b>	<b>14</b>	9	5	*	1
Using conservation approaches that create jobs and support local economies	<b>60</b>	26	34	<b>32</b>	<b>7</b>	5	2	*	1
Making sure business activities like energy development, mining, and fishing do not damage the health of the ocean and marine life	<b>77</b>	47	30	<b>18</b>	<b>5</b>	3	2	-	1
Using science as a guide to develop ocean policies	<b>71</b>	36	35	<b>23</b>	<b>5</b>	4	2	-	*
Making sure there is equitable access to the coast and ocean for all people	<b>56</b>	26	30	<b>34</b>	<b>10</b>	7	3	-	*

*N=1,086*

**Q9. Overall, do each of the following have a [positive, negative/negative, positive], or neither positive nor negative impact on ocean life and habitats?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**



National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Very/ Somewhat positive NET</b>	Very positive	Somewhat positive	<b>Neither positive nor negative</b>	<b>Somewhat/ Very negative NET</b>	Somewhat negative	Very negative	Not sure	SKP/ REF
Tourism	<b>32</b>	13	20	<b>30</b>	<b>33</b>	28	5	3	1
Commercial fishing	<b>25</b>	7	18	<b>27</b>	<b>44</b>	29	15	3	1
Shipping and trade	<b>28</b>	12	16	<b>29</b>	<b>40</b>	31	9	2	1
Recreational fishing	<b>38</b>	14	24	<b>42</b>	<b>16</b>	14	2	2	1
Renewable energy development	<b>43</b>	19	25	<b>35</b>	<b>14</b>	12	2	7	1
Oil and gas extraction	<b>17</b>	9	8	<b>24</b>	<b>55</b>	25	30	2	1
Mining	<b>9</b>	5	4	<b>23</b>	<b>59</b>	26	32	8	1
Climate change	<b>11</b>	7	4	<b>24</b>	<b>59</b>	18	41	5	1
Coastal development	<b>14</b>	6	8	<b>20</b>	<b>60</b>	37	23	6	1
Plastic pollution	<b>11</b>	8	3	<b>8</b>	<b>78</b>	12	67	2	1
Water pollution	<b>12</b>	8	4	<b>10</b>	<b>75</b>	12	63	2	1
Noise pollution	<b>9</b>	5	4	<b>30</b>	<b>50</b>	30	20	9	1

N=1,086

**Q10. How worried are you about each of the following as it relates to the ocean and coastal communities?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely/ Very worried NET</b>	Extremely worried	Very worried	<b>Somewhat worried</b>	<b>Not too/Not at all worried NET</b>	Not too worried	Not at all worried	Not sure	SKP/ REF
Plastic pollution	<b>70</b>	42	28	<b>20</b>	<b>7</b>	6	1	2	1
Water quality	<b>61</b>	35	26	<b>26</b>	<b>9</b>	7	2	4	*
Overfishing	<b>46</b>	21	25	<b>35</b>	<b>13</b>	11	2	5	*
Climate change	<b>54</b>	31	23	<b>21</b>	<b>21</b>	13	8	3	1
Loss of marine species	<b>56</b>	30	26	<b>29</b>	<b>11</b>	9	1	3	1
Loss of marine habitats	<b>62</b>	30	32	<b>25</b>	<b>8</b>	7	1	4	1
Coastal erosion	<b>41</b>	20	21	<b>38</b>	<b>15</b>	12	3	5	1
Sea level rise	<b>41</b>	20	21	<b>30</b>	<b>21</b>	16	5	6	1
Development in coastal areas	<b>33</b>	16	17	<b>41</b>	<b>20</b>	17	3	6	1
Offshore and coastal oil and gas extraction	<b>44</b>	21	23	<b>28</b>	<b>22</b>	15	7	6	1
Offshore and coastal wind energy development	<b>17</b>	8	9	<b>28</b>	<b>44</b>	34	11	10	*
Acidifying ocean waters	<b>43</b>	20	23	<b>27</b>	<b>15</b>	12	3	14	1
Invasive species	<b>40</b>	17	23	<b>36</b>	<b>15</b>	12	3	7	1
Noise	<b>23</b>	10	13	<b>31</b>	<b>35</b>	28	8	9	2
Shipping traffic	<b>29</b>	10	19	<b>37</b>	<b>27</b>	23	4	6	1
Marine debris	<b>52</b>	25	27	<b>31</b>	<b>9</b>	7	2	6	1
Displacement of people and communities because of climate impacts	<b>39</b>	19	20	<b>32</b>	<b>21</b>	15	6	6	1
Loss of access to beaches, coastal areas, and ocean waters	<b>38</b>	17	21	<b>33</b>	<b>23</b>	19	4	5	1

*N=1,086*

**Q11. We now want to ask you about climate change. Climate change refers to long-term shifts in temperatures and weather patterns, primarily due to the burning of fossil fuels, like coal, oil, and gas, which produces heat-trapping gases.**

**Is climate change having a major impact, a minor impact, or no impact on each of the following?**

**[ITEMS RANDOMIZED]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	Major impact	Minor impact	No impact	Not sure	SKP/ REF
Habitat loss of areas such as coral reefs, kelp forests, and wetlands	55	21	6	17	1
Rising water temperatures	55	21	8	14	1
Acidifying ocean waters	42	21	7	28	1
Loss of ocean plants and animals	54	20	8	16	1
Ability to harvest food from the ocean	39	29	12	18	1
Coastal communities	42	28	11	18	1
Coastal erosion, or the loss of land by the ocean	47	26	10	16	1
Sea level rise	48	26	9	16	1
Human health	39	31	12	17	1

*N=1,086*

**Q12. Have you personally seen the effects of climate change on the ocean and coasts?**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Yes	26
No	51
Not sure	23
SKIPPED/REFUSED	*

*N=*

*1,086*

**Q13. Would you say that you [agree, disagree/disagree, agree], or neither agree nor disagree with the following statements?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Strongly/ Somewhat agree NET</b>	Strongly agree	Somewhat agree	<b>Neither agree nor disagree</b>	<b>Somewhat/ Strongly disagree NET</b>	Somewhat disagree	Strongly disagree	Not sure	SKP/REF
Ocean waters are acidifying due to climate change and are causing harm to human health and marine life.	<b>46</b>	21	25	<b>22</b>	<b>8</b>	3	5	23	1
Protecting and restoring ocean habitats and species helps reduce climate change.	<b>53</b>	26	27	<b>23</b>	<b>10</b>	5	5	14	1
The ocean absorbs more carbon emissions than land.	<b>33</b>	16	17	<b>24</b>	<b>6</b>	3	3	36	1
The ocean is an important part of the solution to reducing climate change because it removes heat from the atmosphere.	<b>52</b>	27	25	<b>22</b>	<b>6</b>	3	3	19	1
The impacts we are seeing on land due to climate change are because the ocean has already been impacted by climate change.	<b>50</b>	20	29	<b>21</b>	<b>10</b>	5	5	18	1
Climate change is the biggest and fastest growing threat to the diversity of life in the ocean.	<b>52</b>	29	23	<b>19</b>	<b>15</b>	8	7	13	1

*N=1,086*

**Q14. Are each of the following groups doing [too much, too little/too little, too much], or about the right amount to protect the ocean?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	Too much	About the right amount	Too little	I don't know	SKP/ REF
The U.S. Federal Government	7	17	55	20	1
Non-governmental and not-for-profit organizations	5	38	24	32	*
Businesses	4	12	58	25	1
Your state government	3	20	45	31	1
Individuals	3	20	52	24	1
Tribal government	2	19	23	55	*
<i>If lives in a coastal zip code (N=485): Your local government</i>	5	20	51	24	1

*N=1,086*

**Q15. We are now going to ask you a few questions about marine protected areas, which are areas of the ocean set aside to protect nature and cultural resources. Marine protected areas can restrict human activity and manage human uses of the area to aid in protection.**

**Do you [favor, oppose/oppose, favor], or neither favor nor oppose each of the following policy initiatives regarding the ocean?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Somewhat oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Establishing marine protected areas, in which commercial fishing is not allowed, but recreational fishing is allowed	<b>69</b>	31	38	<b>22</b>	<b>8</b>	6	2	*	1
Establishing marine protected areas, in which both commercial and recreational fishing are allowed in limited amounts	<b>59</b>	22	36	<b>30</b>	<b>11</b>	8	3	-	1
Establishing marine protected areas, in which oil and gas drilling is not allowed	<b>70</b>	45	25	<b>20</b>	<b>9</b>	5	4	*	1
Establishing marine protected areas, in which offshore wind energy development is not allowed	<b>43</b>	19	24	<b>42</b>	<b>14</b>	11	3	*	1
Establishing marine protected areas in which mining is not allowed	<b>65</b>	38	27	<b>26</b>	<b>7</b>	5	2	*	1
Establishing marine protected areas, that do not allow any type of commercial fishing, energy development, or mining of any kind	<b>59</b>	33	27	<b>28</b>	<b>11</b>	8	3	*	1

*N=1,086*

**Q16. Should each of the following goals be a high priority, medium priority, low priority or not a priority for marine protected areas?**

**[ITEMS RANDOMIZED]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	High priority	Medium priority	Low priority	Not a priority	DK	SKP/ REF
Conservation of ocean habitats	62	26	8	3	-	2
Conservation of ocean plants and animals	62	26	8	3	-	2
Opportunities for scientific research to expand understanding of the ocean	40	42	13	2	*	2
Sustaining fisheries	37	40	15	5	*	2
Restoration of the ocean environment	56	30	9	4	*	2
Tourism and recreation	15	44	32	8	-	2
Generating economic benefits to the local community	26	45	21	6	*	2
Reducing climate change	58	21	12	7	*	2
Protecting cultural heritage	26	41	23	7	*	2
Ensuring equitable access to nature	29	42	21	6	*	2
Supporting and enhancing Indigenous rights	28	38	21	11	*	2
Ensuring access to Indigenous people and other minorities	26	40	22	10	*	2
Creating opportunities for public education and outreach programs to expand understanding of the ocean	35	42	17	4	-	2

*N=1,086*

**Q17. How important are each of the following when it comes to managing Marine Protected Areas?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely/ Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very important/ Not important at all NET</b>	Not very important	Not important at all	DK	SKP /REF
Effective government oversight	<b>51</b>	22	29	<b>32</b>	<b>15</b>	9	5	*	2
Environmentally educated public	<b>65</b>	26	39	<b>26</b>	<b>7</b>	4	3	-	2
Greater involvement of nonprofit organizations	<b>47</b>	14	33	<b>38</b>	<b>12</b>	8	4	*	2
Increased funding for management of Marine Protected Areas	<b>58</b>	24	35	<b>28</b>	<b>11</b>	8	3	*	2
Involvement from scientists and the academic community	<b>60</b>	26	34	<b>30</b>	<b>8</b>	6	2	*	2
More resources for community involvement	<b>51</b>	17	34	<b>37</b>	<b>11</b>	8	3	*	2

*N=1,086*



**Q18. Now we want to ask you a few questions about a specific type of marine protected areas called National Marine Sanctuaries. National Marine Sanctuaries are federally designated marine protected areas. They allow for multiple uses, including commercial fishing and energy development.**

**Should each of the following goals be a high priority, medium priority, low priority or not a priority for the National Marine Sanctuary System to achieve?**

**[ITEMS RANDOMIZED]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	High priority	Medium priority	Low priority	Not a priority	DK	SKP/ REF
Protect ocean wildlife	68	22	5	3	-	2
Protect cultural resources and heritage	31	39	21	7	-	2
Stop uses that harm ocean life and habitats	67	22	7	3	-	2
Protect the ocean from extractive uses that can damage ecosystems and species	62	24	10	2	-	2
Increase access to nature for local communities	25	47	22	4	*	2
Educate the public about ocean science and conservation	45	39	11	3	*	2
Restore ocean habitats and recover wildlife	62	25	9	2	*	2
Support science and research to improve our understanding of the ocean	51	34	10	2	-	2
Address climate change impacts on the ocean and coasts	55	24	13	6	*	2

*N=1,086*

**Q19. Do you [favor, oppose/oppose, favor], or neither favor nor oppose each of the following as it relates to National Marine Sanctuaries?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Strongly/ Somewhat oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Use money that the federal government earns from energy development in the ocean to support ocean conservation, including funding for National Marine Sanctuaries	<b>67</b>	34	33	<b>24</b>	<b>7</b>	4	3	*	2
Collect fees on industrial uses of the ocean such as mining, shipping, energy development, etc. to support ocean protection and restoration	<b>66</b>	39	27	<b>20</b>	<b>12</b>	7	5	*	2
Create ocean conservation programs that establish fees for the use of the ocean	<b>43</b>	18	25	<b>29</b>	<b>26</b>	14	12	*	2
Increasing federal funding to support programs that protect and restore U.S. ocean waters	<b>66</b>	34	32	<b>23</b>	<b>9</b>	6	3	*	2
Provide funding for community-led efforts to create more marine protected areas, including National Marine Sanctuaries	<b>64</b>	27	37	<b>27</b>	<b>7</b>	5	2	*	1

*N=1,086*

**Q20. How important are each of the following for not-for-profit organizations to do to promote ocean conservation?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>Extremely/ Very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very important/ Not important at all NET</b>	Not very important	Not important at all	DK	SKP /REF
Study the effect of humans on the ocean	<b>53</b>	25	29	<b>32</b>	<b>12</b>	8	4	*	3
Study how protecting ocean health affects humans	<b>54</b>	22	32	<b>32</b>	<b>11</b>	7	4	*	3
Advocate for government and businesses to participate in ocean conservation actions	<b>55</b>	25	31	<b>31</b>	<b>11</b>	7	4	*	2
Fund ocean conservation and research efforts such as restoring habitats and removing trash or other debris	<b>66</b>	34	32	<b>25</b>	<b>8</b>	6	2	*	1
Educate citizens on the importance of ocean conservation and promote lifestyle changes that will positively affect ocean health	<b>62</b>	29	34	<b>27</b>	<b>9</b>	5	3	*	2
Partner with the government, communities, and researchers to address the most pressing ocean and coastal issues	<b>61</b>	30	31	<b>28</b>	<b>9</b>	6	3	*	1

*N=1,086*

**Q21. How much of an impact would each of the following groups have in convincing you to support increasing conservation efforts of marine environments?**

[ITEMS RANDOMIZED]

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>A great deal/ Quite a bit NET</b>	A great deal	Quite a bit	<b>A moderate amount</b>	<b>Only a little/ None at all NET</b>	Only a little	None at all	DK	SKP/ REF
Scientists in marine biology, ecology, and environmental science	<b>61</b>	33	29	<b>23</b>	<b>14</b>	8	5	*	1
Local politicians and elected officials	<b>24</b>	10	14	<b>30</b>	<b>44</b>	26	17	*	2
State politicians and elected officials	<b>23</b>	11	12	<b>32</b>	<b>44</b>	25	18	*	2
National politicians and elected officials	<b>25</b>	12	13	<b>31</b>	<b>43</b>	22	20	*	1
Celebrities	<b>18</b>	8	9	<b>21</b>	<b>59</b>	24	35	*	2
Environmental non-governmental and not-for-profit organizations	<b>45</b>	16	29	<b>31</b>	<b>21</b>	14	7	*	2
Friends and family	<b>36</b>	13	23	<b>33</b>	<b>29</b>	18	11	*	2
Journalists	<b>26</b>	8	17	<b>29</b>	<b>43</b>	21	21	*	2
Businesses that use marine environments	<b>31</b>	13	18	<b>36</b>	<b>31</b>	20	12	-	2
International organizations, like the United Nations	<b>30</b>	13	17	<b>34</b>	<b>34</b>	17	18	-	2
Youth or children	<b>33</b>	13	20	<b>28</b>	<b>37</b>	20	16	-	2

N=1,086

**Q22. How much of an impact would each of the following types of evidence have in convincing you to support increasing ocean conservation efforts?**

**[ITEMS RANDOMIZED]**

National Marine Sanctuary Foundation/NORC 8/8-18/2022	<b>A great deal/ Quite a bit NET</b>	A great deal	Quite a bit	<b>A moderate amount</b>	<b>Only a little/ None at all NET</b>	Only a little	None at all	DK	SKP/REF
Evidence that the quality of ocean health directly impacts human health and wellbeing	<b>60</b>	37	23	<b>28</b>	<b>10</b>	5	4	*	2
Evidence that conservation efforts don't disrupt industry or the economy	<b>47</b>	22	25	<b>32</b>	<b>18</b>	<b>11</b>	7	*	3
Evidence that conservation efforts benefit the economy and job creation	<b>51</b>	27	24	<b>31</b>	<b>16</b>	10	5	*	2
Evidence that damage to the ocean is permanent beyond a certain point	<b>60</b>	36	24	<b>25</b>	<b>13</b>	8	4	*	2
Evidence that limiting human activity has a positive impact on the quality of ocean health	<b>53</b>	27	26	<b>29</b>	<b>16</b>	9	7	*	2
Evidence that inclusive participation in conservation leads to positive impacts for ocean health and coastal communities	<b>52</b>	26	26	<b>30</b>	<b>16</b>	8	7	*	2
Evidence that conservation efforts will help address climate change	<b>55</b>	33	23	<b>24</b>	<b>18</b>	9	9	*	2

*N=1,086*

**COASTLINE COUNTY**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Coastal county	29
Non-coastal county	71
<i>N=</i>	<i>1,086</i>

**COASTAL STATE**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Coastal state	62
Non-coastal state	38
<i>N=</i>	<i>1,086</i>

**GENDER2. Are you...**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Male	47
Female	49
Non-Binary	1
Prefer not to answer	3
<i>N=</i>	<i>1,086</i>

**EMPLOY2. What is your current employment status?**

If you are a student, and another option is also applicable to you, you may select more than one.

[RESPONDENTS COULD SELECT MULTIPLE ANSWERS]

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Working full-time	48
Working part-time	11
Looking for work	6
Home duties or not in the workforce	9
Student	6
Retired	24
DON'T KNOW	-
SKIPPED/REFUSED	1
<i>N=</i>	<i>1,086</i>

**PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?**

*If Democrat:*

**PIDA. Do you consider yourself a strong or not so strong Democrat?**

*If Republican:*

**PIDB. Do you consider yourself a strong or not so strong Republican?**

*If independent, none of these, don't know, skipped, or refused:*

**PIDI. Do you lean more toward the Democrats or the Republicans?**

**Combines PID1, PIDI, PIDA, and PIDB.**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
<b>Democrat NET</b>	<b>46</b>
Strong Democrat	22
Not so strong Democrat	15
Lean Democrat	9
<b>Independent/None – Don't lean</b>	<b>21</b>
<b>Republican NET</b>	<b>34</b>
Lean Republican	9
Not so strong Republican	11
Strong Republican	14
DON'T KNOW	-
SKIPPED/REFUSED	-

N=

1,086

**DM5. How would you describe the community you live in now?**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Urban	28
Suburban	49
Rural	23
DON'T KNOW	-
SKIPPED/REFUSED	*

N=

1,086

**AGE**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
18 to 29	20
30 to 39	18
40 to 59	32
60 to 64	10
65 or older	21

*N=* 1,086

**RACE/ETHNICITY**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
White	63
Black or African American	13
Hispanic	16
Other	8

*N=* 1,086

**HOUSEHOLD INCOME**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Under \$10,000	6
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	16
\$150,000 or more	12

*N=* 1,086



**MARITAL STATUS**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Married	47
Not married	53
<i>N=</i>	<i>1,086</i>

**EDUCATION**

	National Marine Sanctuary Foundation/NORC 8/8-18/2022
Less than a high school diploma	11
High school graduate or equivalent	27
Vocational/tech school/some college/associates	31
Bachelor's degree or above	31
<i>N=</i>	<i>1,086</i>

## Study Methodology

This survey, funded by the National Marine Sanctuary Foundation, was conducted by NORC at the University of Chicago. Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between August 8 and 18, 2022, with adults age 18 or older representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,086 completed the survey – 1,061 via the web and 25 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English and Spanish. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 20.6 percent, the weighted household panel response rate is 20.3 percent, and the weighted household panel retention rate is 78.4 percent, for a cumulative response rate of 3.3 percent. The overall margin of sampling error for the AmeriSpeak sample is +/-4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of error may be higher for subgroups.

In addition, respondents who live in coastline counties were sampled at a higher rate than their proportion of the population for reasons of analysis. The overall margin of sampling error for the 485 completed interviews with respondents who live in coastline counties is +/- 6.7 percentage points at the 95 percent confidence level including the design effect. The overall margin of sampling error for the 601 completed interviews with respondents who do not live in coastline counties is +/- 5.1 percentage points at the 95 percent confidence level including the design effect.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 51 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third of the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse as well as any survey noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, education, and residency within a U.S. coastal county. Weighting variables were obtained from the 2020 American Community Survey 5-year estimates. The weighted data reflect the U.S. population of adults age 18 and over.

For additional information about the AmeriSpeak Panel methodology is available at:  
<https://amerispeak.norc.org/us/en/amerispeak/about-amerispeak/panel-design.html>

For more information, email [info@norc.org](mailto:info@norc.org).