

Chesapeake Bay Foundation Perceptions and Messaging Questionnaire – PUBLIC MEDIA RELEASE

Audience: General Population – DC, MD, PA, VA

Sample Size: n=2,000 with equal split across states:

- n=600 Pennsylvania (Watershed counties plus Philadelphia)
- n=600 Maryland (Watershed counties)
- n=600 Virginia (Watershed counties)
- n=200 Washington, DC

Survey Length: 20 minutes

Methodology: Online

IPSOS STANDARD SCREENING QUESTIONS

YEAR/MONTH

Dropdown

What is your date of birth?

YEAR

_1915 1915

...

_2015 2015

MONTH

_1 January

_2 February

_3 March

_4 April

_5 May

_6 June

_7 July

_8 August

_9 September

_10 October

_11 November

_12 December

RESP_AGE

Single response

_1 "1",

_2 "2",

_3 "3",

_4 "4",
_5 "5",
_6 "6",
_7 "7",
_8 "8",
_9 "9",
_10 "10",
_11 "11",
_12 "12",
_13 "13",
_14 "14",
_15 "15",
_16 "16",
_17 "17",
_18 "18",
_19 "19",
_20 "20",
_21 "21",
_22 "22",
_23 "23",
_24 "24",
_25 "25",
...
_65 "65",
_66 "66",
_67 "67",
_68 "68",
_69 "69",
_70 "70",
_71 "71",
_72 "72",
_73 "73",
_74 "74",
_75 "75",
_76 "76",
_77 "77",
_78 "78",
_79 "79",
_80 "80",
_81 "81",
_82 "82",
_83 "83",
_84 "84",
_85 "85",
_86 "86",
_87 "87",
_88 "88",
_89 "89",

_90 "90",
_91 "91",
_92 "92",
_93 "93",
_94 "94",
_95 "95",
_96 "96",
_97 "97",
_98 "98",
_99 "99",
_100 "100",
_101 "101",
_102 "102",
_103 "103",
_104 "104",
_105 "105",
_998 "Age not calculated",
_999 "Age < 1"

GENDER_NONBINARY. Are you...?

- ☐ _2 Female
- ☐ _1 Male
- ☐ _3 Another gender
- ☐ _4 Prefer not to answer

Country10

Single response

In which country do you live?

United States

Canada

QMktSize_US

Text

REQUIRED Please insert your zipcode:

HCAL_REGION1_Label_US

Single Response

Hidden Question: State

(01) Alabama

(02) Alaska

(04) Arizona

(05) Arkansas

(06) California

(08) Colorado
(09) Connecticut
(10) Delaware
(11) District of Columbia
(12) Florida
(13) Georgia
(15) Hawaii
(16) Idaho
(17) Illinois
(18) Indiana
(19) Iowa
(20) Kansas
(21) Kentucky
(22) Louisiana
(23) Maine
(24) Maryland
(25) Massachusetts
(26) Michigan
(27) Minnesota
(28) Mississippi
(29) Missouri
(30) Montana
(31) Nebraska
(32) Nevada
(33) New Hampshire
(34) New Jersey
(35) New Mexico
(36) New York
(37) North Carolina
(38) North Dakota
(39) Ohio
(40) Oklahoma
(41) Oregon
(42) Pennsylvania
(44) Rhode Island
(45) South Carolina
(46) South Dakota
(47) Tennessee
(48) Texas
(49) Utah
(50) Vermont
(51) Virginia
(53) Washington
(54) West Virginia
(55) Wisconsin
(56) Wyoming

EMP01

Single response

What is your current employment status?

Select only one

- ☐_1 Employed full-time
- ☐_2 Employed part-time
- ☐_3 Self employed
- ☐_4 Unemployed but looking for a job
- ☐_5 Unemployed and not looking for a job/Long-term sick or disabled
- ☐_6 Full-time parent, homemaker
- ☐_7 Retired
- ☐_8 Student/Pupil
- ☐_9 Military
- ☐_10 Prefer not to answer

USHH13

Dropdown

Please indicate your annual household income before taxes.

- ☐_1 Less than \$5,000
- ☐_2 \$5,000-\$9,999
- ☐_3 \$10,000-\$14,999
- ☐_4 \$15,000-\$19,999
- ☐_5 \$20,000-\$24,999
- ☐_6 \$25,000-\$29,999
- ☐_7 \$30,000-\$34,999
- ☐_8 \$35,000-\$39,999
- ☐_9 \$40,000-\$44,999
- ☐_10 \$45,000-\$49,999
- ☐_11 \$50,000-\$54,999
- ☐_12 \$55,000-\$59,999
- ☐_13 \$60,000-\$64,999
- ☐_14 \$65,000-\$69,999
- ☐_15 \$70,000-\$74,999
- ☐_16 \$75,000-\$79,999
- ☐_17 \$80,000-\$84,999
- ☐_18 \$85,000-\$89,999
- ☐_19 \$90,000-\$94,999
- ☐_20 \$95,000-\$99,999
- ☐_21 \$100,000-\$124,999
- ☐_22 \$125,000-\$149,999
- ☐_23 \$150,000-\$199,999
- ☐_24 \$200,000-\$249,999
- ☐_25 \$250,000 or more
- ☐_99 Prefer not to answer

USEDU3

Single response

What is the highest degree or level of school you have completed?

Select only one

Education through Grade 12 [Expandable Header]

☐ 1 Grade 4 or less

☐ 2 Grade 5 to 8

☐ 3 Grade 9 to 11

☐ 4 Grade 12 (no diploma)

High School Graduate [Expandable Header]

☐ 5 Regular High School Diploma

☐ 6 GED or alternative credential

College or Some College [Expandable Header]

☐ 7 Some college credit, but less than 1 year

☐ 8 1 or more years of college credit, no degree

☐ 9 Associate's degree (AA, AS, etc.)

☐ 10 Bachelor's degree (BA, BS, etc.)

After Bachelor's Degree [Expandable Header]

☐ 11 Master's degree (MA, MS, MBA, etc.)

☐ 12 Professional degree (MD, DDS, JD, etc.)

☐ 13 Doctorate degree (PhD, EdD, etc.)

USRETH3

Single response

Are you of Hispanic, Latino or Spanish origin?

Select only one

☐ 1 Yes

☐ 2 No

☐ 3 Prefer not to answer

USRACE4

Multiple response

What is your race?

Select all that apply.

☐ 1 White

☐ 2 Black or African American

☐ 3 Native American or Alaskan Native

☐ 4 Asian

☐ 5 Pacific Islander

☐ 6 Other race

☐ 7 Prefer not to answer [EXCLUSIVE]

ADDITIONAL SCREENING

1. How many major print or online news publications do you read daily?

01 None

02 1

03 2

- 04 3
- 05 4 or more

2. Which of the following statements best describes you?

- 01 I'm very informed about public policy issues, share my opinions and advocate my position
- 02 I'm very informed about public policy issues and share my opinions
- 03 I'm very informed about public policy issues but do not share my opinions or advocate my position
- 04 I'm somewhat informed about public policy issues
- 05 I do not pay attention to public policy issues

3. And which of the following topic areas would you say you follow most closely in daily news?
[MULTIPLE RESPONSE, RANDOMIZE]

- 01 Environmental sustainability
- 02 Food, beverage and nutrition
- 03 Entertainment
- 04 Automotive
- 05 Business/Economic news
- 06 Financial market analysis
- 07 International affairs
- 08 Governmental regulation
- 09 Something else [SPECIFY]

4. Which of the following have you done in the past 12 months?
[MULTIPLE RESPONSE, RANDOMIZE]

- 01 Attended a public meeting
- 02 Written or called a politician
- 03 Served on a committee of a local organization
- 04 Served as an officer of a club or organization
- 05 Delivered a speech
- 06 Written a letter to an editor or called a live broadcast
- 07 Attended a rally, speech, or protest
- 08 Written an article for a magazine or newspaper
- 09 Been an active member of a group to influence policy or government
- 10 Worked for a political party
- 11 Held or run for political office
- 12 Created or updated your own blog
- 13 Written comments on an online bulletin board, website, chat room or blog about an issue
- 14 None of these

[ASK Q5 IF EMP01=01, 02, 03 OR 07]

5. Do you currently, or have you previously, worked in any of the following professions? **[RANDOMIZE, MULTIPLE RESPONSE]**

- 01 The media; that is, newspapers, magazines, television, or radio

- 02 Non-profit association
- 03 Trade association
- 04 Think tanks
- 05 Federal government
- 06 State or local government
- 07 Congress
- 08 The White House or Executive Branch
- 09 The Supreme Court or Judicial Branch
- 10 The Pentagon
- 11 The Military/Department of Defense (DoD)
- 12 A non-governmental, multi-lateral organization like the IMF, World Bank, or UN
- 13 A lobbying firm
- 14 A law firm
- 15 A political action committee
- 16 A political consulting firm
- 17 As a paid member of a political campaign
- 18 As a paid member of a political party, like the RNC or the DNC
- 19 A public relations firm
- 20 An intelligence agency
- 21 A defense contractor
- 22 None of these

6. In terms of your political outlook, do you usually think of yourself as...?

- 01 Very Conservative
- 02 Somewhat Conservative
- 03 Middle of the Road
- 04 Somewhat Liberal
- 05 Very Liberal

7. Which political party, if any, are you affiliated with?

- 01 Democratic
- 02 Republican
- 03 Other Party
- 04 Independent/No Party Affiliation

Thank you for your participation. The following survey should take approximately 15-minutes. Your responses will remain confidential and anonymous and will only be reported in aggregate with all other responses. At no time will we try to sell you anything.

QUESTIONNAIRE: DEMOGRAPHICS VARIABLES

8. Please read the following statements and indicate how much you agree or disagree with each.

[RANDOMIZE]

- a. Conserving natural resources is important for the country's economy
- b. Conserving nature is a reflection of my beliefs

- c. Nature is important to me as a person
- d. Protecting nature is important for human health
- e. Being in/seeing nature brings people pleasure or satisfaction
- f. Most environmental problems will solve themselves given enough time
- g. The needs of people should always come before environmental needs
- h. New technology will ultimately solve our environmental problems, requiring very little change in human behavior
- i. I understand how my actions affect the natural world
- j. The world's climate is changing because of human activities

- 01 Strongly agree
- 02 Somewhat agree
- 03 Neither agree nor disagree
- 04 Somewhat disagree
- 05 Strongly disagree

9. Below is a list of things that some people do regularly and some people do not. Over the past 12 months, how frequently did you personally engage in the following behaviors?

[RANDOMIZE]

- a. Recycle
- b. Use your own reusable shopping bags
- c. Choose to walk, ride a bike, or use public transportation instead of drive
- d. Talk to friends and family about environmental issues
- e. Use social media to share environmental news
- f. Choose to pay more for products that are more environmentally friendly
- g. Purchase foods that are labeled 'natural' or 'organic' or 'farm-raised'
- h. Purchase products from companies who support social causes

- 01 Never
- 02 Rarely
- 03 Occasionally
- 04 Quite frequently
- 05 All the time

10. Which, if any, of the following have you done within the **past 12 months**?

[MULTIPLE CHOICE, RANDOMIZE]

- 01 Donated money to an environmental cause
- 02 Searched for information about an environmental issue
- 03 Volunteered for an environmental cause
- 04 Signed a petition to support an environmental cause
- 05 Took action to improve your local environment (e.g., picked up trash in a public space, planted trees or flowers)
- 06 Installed energy efficient light bulbs in your home
- 07 Purchased or leased an alternative fuel vehicle (hybrid, plug-in hybrid, electric vehicle, etc.)
- 08 None of these

11. Please think about all your financial contributions to charities, non-profit organizations, churches or religious organizations, schools and/or hospitals. About how much money in total did your household donate in the past 12 months? Your best estimate is fine.

[OPEN END, NUMERICAL ENTRY, CURRENCY] [MIN: 0] [MAX: \$999,999]

12. In a typical month, about how many hours do you spend volunteering your time for charities, non-profit organizations, schools and/or hospitals? Your best estimate is fine.

[OPEN END, NUMERICAL ENTRY] [MIN: 0] [MAX: 250]

13. Below are a number of statements about people's personal views. For each, please indicate how much you agree or disagree with that statement.

[RANDOMIZE]

- a. The government should pay more attention to environmental issues
- b. I like to give the impression that my life is under control
- c. I often find myself in a leadership position
- d. I like to learn about foreign culture
- e. I consider myself a spiritual person
- f. I consider myself to be a "spender," not a "saver"
- g. I consider myself to be extroverted
- h. My friends and family seek my advice and opinion on environmental issues
- i. I like to live day by day and not think about tomorrow
- j. I am concerned about the world we leave behind for the next generation
- k. Climate change is a serious threat
- l. We need to fix the problems in our community before we fix the world

- 01 Strongly agree
- 02 Somewhat agree
- 03 Neither agree nor disagree
- 04 Somewhat disagree
- 05 Strongly disagree

14. Which best describes the area in which you currently live?

- 01 Rural
- 02 Suburban
- 03 Urban

15. Do you currently own a home?

- 01 Yes
- 02 No

16. Approximately how far away from your primary residence would you say the nearest river or stream is? If you are unsure, please make your best estimate.

- 01 Less than 1 mile

- 02 1 mile to less than 3 miles
- 03 3 miles to less than 5 miles
- 04 5 miles to less than 10 miles
- 05 10 miles to less than 20 miles
- 06 20 miles or more

17. And approximately how far away from your primary residence is the Chesapeake Bay? If you are unsure, please make your best estimate.

- 01 Less than 1 mile
- 02 1 mile to less than 3 miles
- 03 3 miles to less than 5 miles
- 04 5 miles to less than 10 miles
- 05 10 miles to less than 20 miles
- 06 20 miles or more

18. How frequently would you say you participate in each of the following outdoor activities?

- a. Fishing
- b. Camping
- c. Boating / Canoeing / Kayaking / Jet Skiing
- d. Hiking
- e. Birdwatching
- f. Visiting local/state/national parks
- g. Hunting
- h. Jogging / Running
- i. Scuba diving / Snorkeling
- j. Swimming (outdoor)
- k. Whitewater rafting
- l. Cycling

- 01 Daily
- 02 Weekly
- 03 A few times a month
- 04 Monthly
- 05 Every few months
- 06 A few times a year
- 07 Once a year or less
- 08 Never

19. Approximately how much time do you spend at or on the Chesapeake Bay in a typical year?

- 01 None
- 02 A few days a year
- 03 About one week per year
- 04 A few weeks per year
- 05 A few days per month
- 06 Weekly

07 Daily

QUESTIONNAIRE: MEDIA QUESTIONS

SEASONING. I believe that the best crab seasoning is...

[SINGLE RESPONSE] [ROTATE CODES 01 AND 02]

- 01. Old Bay
- 02. J.O.
- 03. I don't like crabs
- 04. Other (please specify) **[ANCHOR] [EXCLUSIVE]**

ANIMAL. Which of the following Bay animals do you think are most necessary of protection? Please rank the top 3 by typing the numbers 1, 2, and 3 in the appropriate text boxes.

[RANDOMIZE] [RANDOMIZE. SELECT 3 – 1st CHOICE, 2nd CHOICE, 3rd CHOICE]

- 01. Osprey
- 02. Striped Bass
- 03. Blue Crab
- 04. Beaver
- 05. Oyster
- 06. Bald Eagle
- 07. Menhaden
- 08. Other (please specify) **[ANCHOR]**

QUESTIONNAIRE: ISSUE PRIORITIZATION

WORRY_US. Which three of the following topics do you find the most worrying in the United States?

[RANDOMIZE] [MULTI SELECT – MUST SELECT 3]

- 01. Inflation
- 02. Poverty & social inequality
- 03. Crime & violence
- 04. Unemployment
- 05. Financial/political corruption
- 06. Health care
- 07. Taxes
- 08. Immigration control
- 09. Climate change
- 10. Education
- 11. Moral decline
- 12. Military conflict between nations
- 13. Threats against the environment
- 14. Terrorism
- 15. Rise of extremism
- 16. Maintaining social programs
- 17. Coronavirus (Covid-19)

18. Access to credit

DIRECTION_US. Do you believe that environmental policy in the United States is heading in the...

[ROTATE CODES 01 AND 02]

- 01 Right direction
- 02 Wrong direction

DIRECTION_STATE. Do you believe that environmental policy in your state is heading in the...

[ROTATE CODES 01 AND 02]

- 01 Right direction
- 02 Wrong direction

ENVI_ISSUE. With regard to environmental issues, which of the following do you believe are most important to address? Please rank the top 3 by typing the numbers 1, 2, and 3 in the appropriate text boxes.

[RANDOMIZE. SELECT 3 – 1st CHOICE, 2nd CHOICE, 3rd CHOICE]

- 01. Climate change
- 02. Water quality
- 03. Air quality
- 04. Plastic waste
- 05. Waste management
- 06. Preserving natural space
- 07. Global warming
- 08. Toxic pollution
- 09. Biodiversity loss
- 10. Agriculture runoff
- 11. Urban/suburban stormwater runoff
- 12. Deforestation
- 13. Increasing access to public spaces
- 14. Over-fishing

CONCERN_PAST. As a society, would you say we are more environmentally concerned than we were 10 years ago, less environmentally concerned than we were 10 years ago, or about the same as 10 years ago?

- 01. Much more environmentally concerned
- 02. Somewhat more environmentally concerned
- 03. About the same
- 04. Somewhat less environmentally concerned
- 05. Much less environmentally concerned

[ASK IF CONCERN_PAST=01-02: ENVIRONMENTAL CONCERN IS HIGHER]

CONCERN_REASON. For what reasons would you say that we as a society are more environmentally concerned now than 10 years ago?

[RANDOMIZE][MULTI-SELECT]

- 01 The need for environmental conservation is more important than ever
- 02 Federal government isn't currently doing enough
- 03 State government isn't currently doing enough
- 04 Local government isn't currently doing enough
- 05 Businesses aren't currently doing enough
- 06 Individual citizens aren't currently doing enough
- 07 Climate change is a bigger threat
- 08 Concern for the next generation is greater
- 09 Media covers environmental issues more
- 10 Better science has increased understanding of environmental challenges
- 11 Something else (please specify) **[ANCHOR]**

BARRIERS. How strongly do you agree or disagree that the following are barriers to protecting the environment?

[RANDOMIZE]

- a. Lack of consensus on climate change
- b. Lack of political will by elected officials
- c. Lack of prioritization by citizens
- d. More important priorities requiring time and funding
- e. Lack of personal belief in climate change
- f. Not enough communication of information and research
- g. High costs of sustainable solutions
- h. Overwhelming amount of information and research
- i. Fatigue of hearing about climate change

- 01 Strongly agree
- 02 Somewhat agree
- 03 Neutral
- 04 Somewhat disagree
- 05 Strongly disagree

QUESTIONNAIRE: STAKEHOLDER EXPECTATIONS

CANDID_ORG. Below is a list of different types of individuals and organizations. How much do you **trust** each of the following to **speak candidly** about environmental issues?

[RANDOMIZE]

- a. Environmental non-profit organizations
- b. Your local elected officials
- c. Your state elected officials
- d. Federal elected officials
- e. Government agencies (i.e., EPA, etc.)
- f. News media
- g. Business leaders
- h. Academic institutions

- 01 Trust a great deal
- 02 Trust a little
- 03 Neutral
- 04 Distrust a little
- 05 Distrust a great deal

IMPORTANCE_ORG. And from the same list of individuals and organizations, how important do you believe each is in **addressing** key environmental issues?

[RANDOMIZE]

- a. Environmental non-profit organizations
- b. Your local elected officials
- c. Your state elected officials
- d. Federal elected officials
- e. Government agencies (i.e., EPA, etc.)
- f. News media
- g. Business leaders
- h. Academic institutions

- 01. Very important
- 02. Somewhat important
- 03. Neither important nor unimportant
- 04. Not very important
- 05. Not at all important

ACTION_ORG. And thinking again about these individuals and organizations, how well do you believe each of these are doing at addressing environmental issues?

[RANDOMIZE]

- a. Environmental non-profit organizations
- b. Your local elected officials
- c. Your state elected officials
- d. Federal elected officials
- e. Government agencies (i.e., EPA, etc.)
- f. News media
- g. Business leaders
- h. Academic institutions

- 01 Very well
- 02 Somewhat well
- 03 Neither well nor unwell
- 04 Not very well
- 05 Not at all well

ROLE_NP. Thinking about your expectations of environmental non-profit organizations today, how important is it they play the following roles?

[RANDOMIZE]

- a. Educate the next generation of environmental stewards
- b. Advocate for good environmental policies
- c. Engage with local communities
- d. Pursue litigation against environmental offenders
- e. Develop and implement environmental restoration projects
- f. Hold governments and businesses accountable for their actions
- g. Partner with other environmental groups and non-profit organizations
- h. Create innovative approaches to environmental conservation
- i. Develop and implement long-term environmental strategies against its objectives

- 01 Very important
- 02 Somewhat important
- 03 Neither important nor unimportant
- 04 Not very important
- 05 Not at all important

WATERSHED. Now we'd like to focus specifically on your perceptions of the Chesapeake Bay watershed, including the Bay itself as well as the surrounding rivers, streams and wetlands. Do you consider yourself to reside...

[ROTATE CODES 01 AND 02]

- 01 In the Chesapeake Bay watershed
- 02 Outside of the Chesapeake Bay watershed
- 03 I don't know

HEALTH_CB. In your opinion, would you say the state of the Chesapeake Bay watershed's health is...

- 01 Very good
- 02 Good
- 03 Neither good nor poor
- 04 Poor
- 05 Very poor

HEALTH_CB2. Would you say that the health of the Chesapeake Bay watershed is...

[ROTATE CODES 01 AND 02] [SINGLE SELECT]

- 01 Better than 10 years ago
- 02 The same as 10 years ago
- 03 Worse than 10 years ago
- 04 I don't know

HEALTH_CB3. And would you say that efforts to restore the Chesapeake Bay watershed are more or less of a priority than 10 years ago?

- 01 Much larger priority
- 02 Somewhat larger priority
- 03 Neutral
- 04 Somewhat less of a priority

05 Much less of a priority

ISSUES_CB. What are the top issues negatively affecting the Chesapeake Bay watershed?

[MULTIPLE RESPONSE] [RANDOMIZE]

- 01 Conowingo dam
- 02 Urban/suburban stormwater runoff
- 03 Agricultural pollution
- 04 Overfishing
- 05 Toxic pollution
- 06 Climate change
- 07 Population growth
- 08 Residential and commercial development
- 09 Air pollution
- 10 Septic tanks
- 11 Sewage treatment plants
- 12 Plastic waste
- 13 Other (Please Specify) **[OTHER-SPECIFY]**

DIRECTION_CB. Do you believe that environmental policy regarding the health of the Chesapeake Bay watershed is heading in the...

[ROTATE CODES 01 AND 02]

- 01 Right direction
- 02 Wrong direction

CANDID_CB. Below is a list of different types of individuals and organizations. How much do you **trust** each of the following to **speak candidly** about issues affecting the Chesapeake Bay watershed?

[RANDOMIZE]

- a. Environmental non-profit organizations
 - b. Your local elected officials
 - c. Your state elected officials
 - d. Federal elected officials
 - e. Government agencies (i.e., EPA, etc.)
 - f. News media
 - g. Business leaders
 - h. Academic institutions
-
- 06 Trust a great deal
 - 07 Trust a little
 - 08 Neutral
 - 09 Distrust a little
 - 10 Distrust a great deal

IMPORTANCE_CB. How important do you believe it is for elected officials and government agencies to do each of the following with regard to protection of the Chesapeake Bay watershed?

[RANDOMIZE]

- a. Introduce laws restricting activities that damage the Bay
- b. Draw public attention to the need to restore the Bay
- c. Promote more sustainable practices
- d. Pass laws that address climate change
- e. Partner with other environmental groups and non-profit organizations
- f. Support research and development efforts to protect the Bay
- g. Hold polluters accountable
- h. Pass laws requiring pollution reduction
- i. Manage natural resources such as water quality, fisheries, and parks and recreation

- 01 Very important
- 02 Somewhat important
- 03 Neither important nor unimportant
- 04 Somewhat unimportant
- 05 Very unimportant

[ONLY SHOW ITEMS SELECTED AS 01 OR 02]

ACTION_GOVT. How well would you say your elected officials are doing on each of the following items?

- a. Introducing laws restricting activities that damage the Bay
- b. Drawing public attention to the need to restore the Bay
- c. Promoting more sustainable practices
- d. Passing laws that address climate change
- e. Partnering with other environmental groups and non-profit organizations
- f. Supporting research and development efforts to protect the Bay
- g. Holding polluters accountable
- h. Passing laws requiring pollution reduction
- i. Managing natural resources such as water quality, fisheries, and parks and recreation

- 01 Very well
- 02 Somewhat well
- 03 Neutral
- 04 Somewhat poor
- 05 Very poor

CB2025. How familiar are you with commitments that have been made regarding the health of the Chesapeake Bay watershed by 2025?

- 01 Very familiar
- 02 Somewhat familiar
- 03 Not very familiar
- 04 Not at all familiar

GOALS2025. To the best of your knowledge, do you believe that the goals that were identified to be achieved by 2025 will be achieved, or will they be missed?

- 01 They will be fully achieved
- 02 They will be mostly achieved
- 03 They will only be somewhat achieved
- 04 They will not be achieved at all
- 05 Not sure

CHALLENGE2030. Thinking ahead to 2030, do you think the challenges facing the Chesapeake Bay watershed will be more serious, about the same as they are now, or less serious?

- 01 Much more serious
- 02 Somewhat more serious
- 03 About the same
- 04 Somewhat less serious
- 05 Much less serious

RESTORE_ACTION. How important do you believe each of the following actions are to helping to restore the Bay?

- a. Protect, restore, and enhance living resources (i.e. finfish, shellfish, etc.)
- b. Reduce pollutants to increase water quality
- c. Restore, protect, and enhance vital habitats
- d. Ensure the Bay is free of toxic contaminants
- e. Sustain healthy water
- f. Increase stewardship to support conservation efforts
- g. Conserve landscapes
- h. Expand public access
- i. Increase environmental literacy
- j. Increase climate resiliency

- 01 Very important
- 02 Somewhat important
- 03 Neither important nor unimportant
- 04 Not very important
- 05 Not at all important

RESTORE_SUCCESS. Which of the following items would you say will be most important in identifying the success of restoring the Bay? Please rank the top 3 by typing the numbers 1, 2, and 3 in the appropriate text boxes.

- a. Pollution reductions achieved
- b. Water quality and clarity goals
- c. Habitat improvements
- d. Fisheries' populations
- e. Economic indicators
- f. Societal conditions
- g. Access improvements

CLIMATE_CB. To what extent do you agree with the following statement:

Efforts of saving the Bay also address climate change.

- 01 Completely agree
- 02 Somewhat agree
- 03 Neither agree nor disagree
- 04 Somewhat disagree
- 05 Completely disagree