

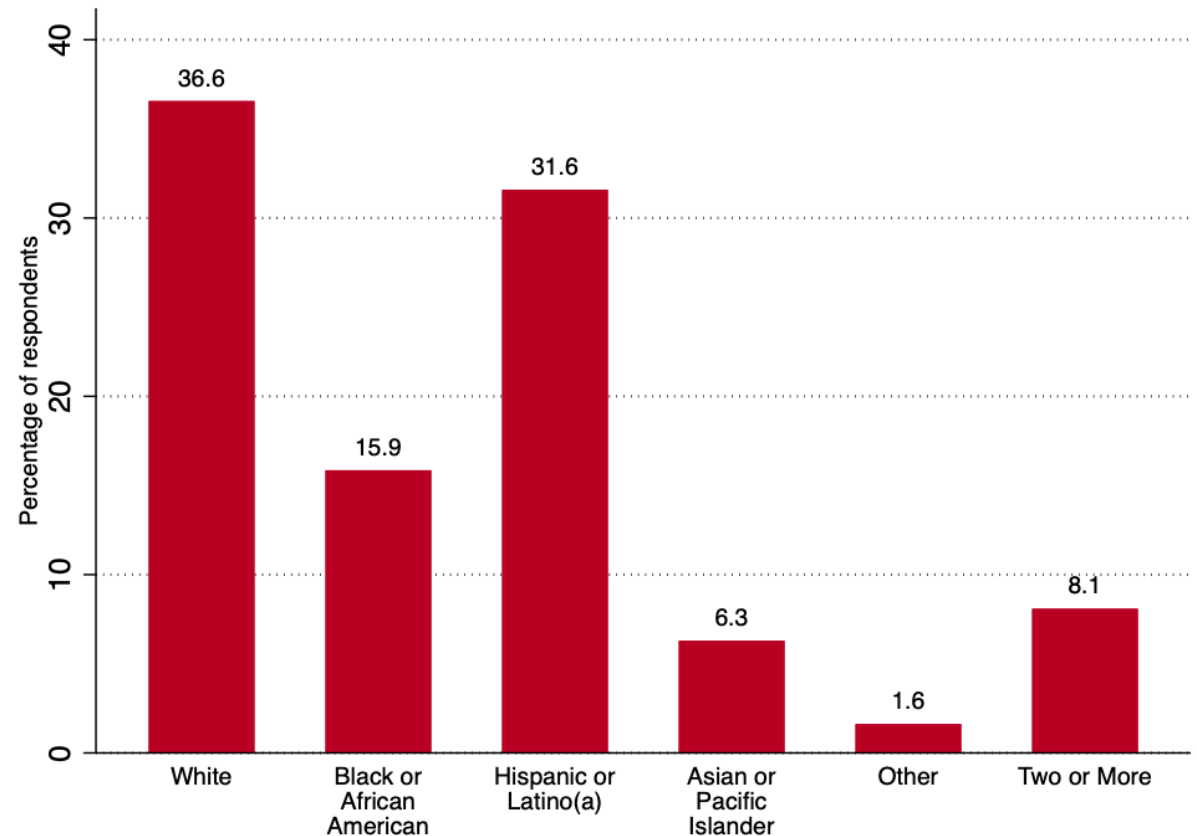
Public Perception Assessment and Community-Based Marketing for Galveston Bay



Overview of Evaluation and Respondents

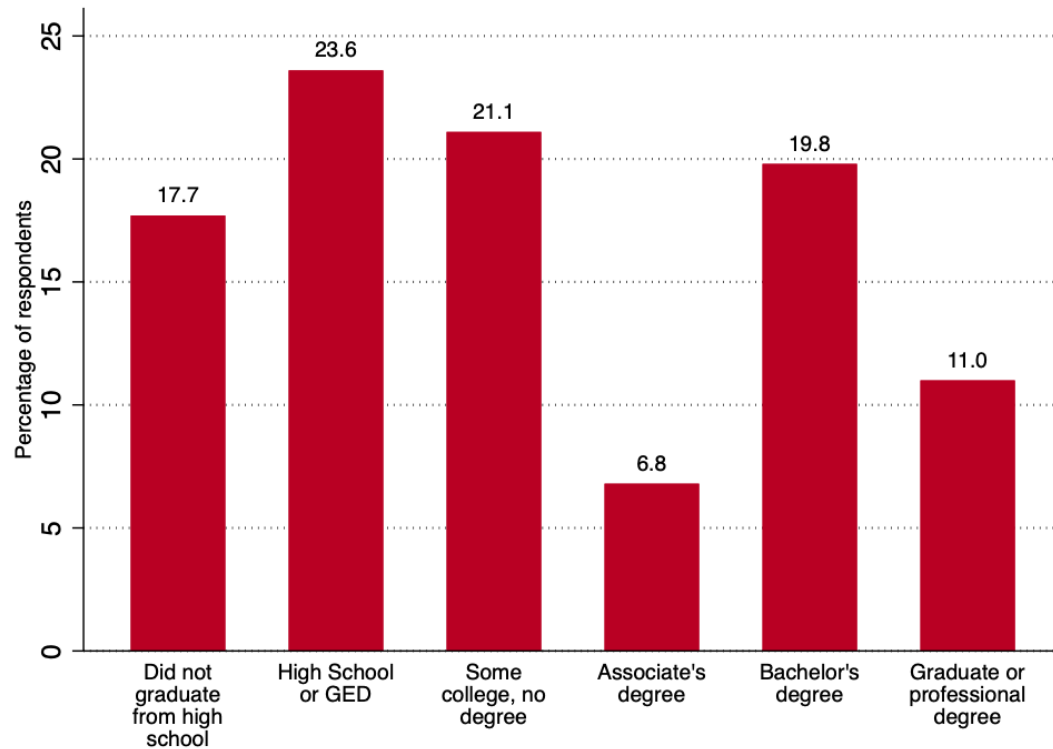
- Evaluation was fielded online between September 1 and December 9, 2020
- A total of 1,015 respondents from Brazoria, Galveston, Harris, Liberty, Chambers, and Montgomery Counties
 - Largest number of respondents (77%) came from Harris County
- Half of the 1,015 respondents identified as female

Distribution of Respondents by Race and Ethnicity

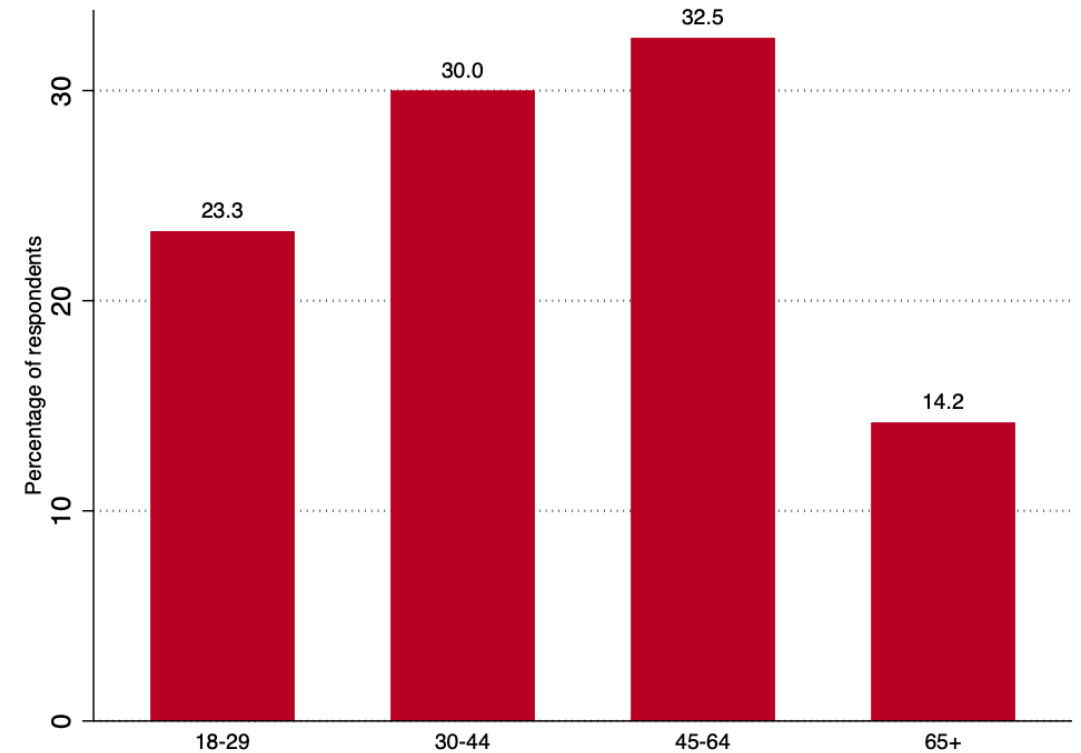


Overview of Evaluation and Respondents

Distribution of Respondents by Education



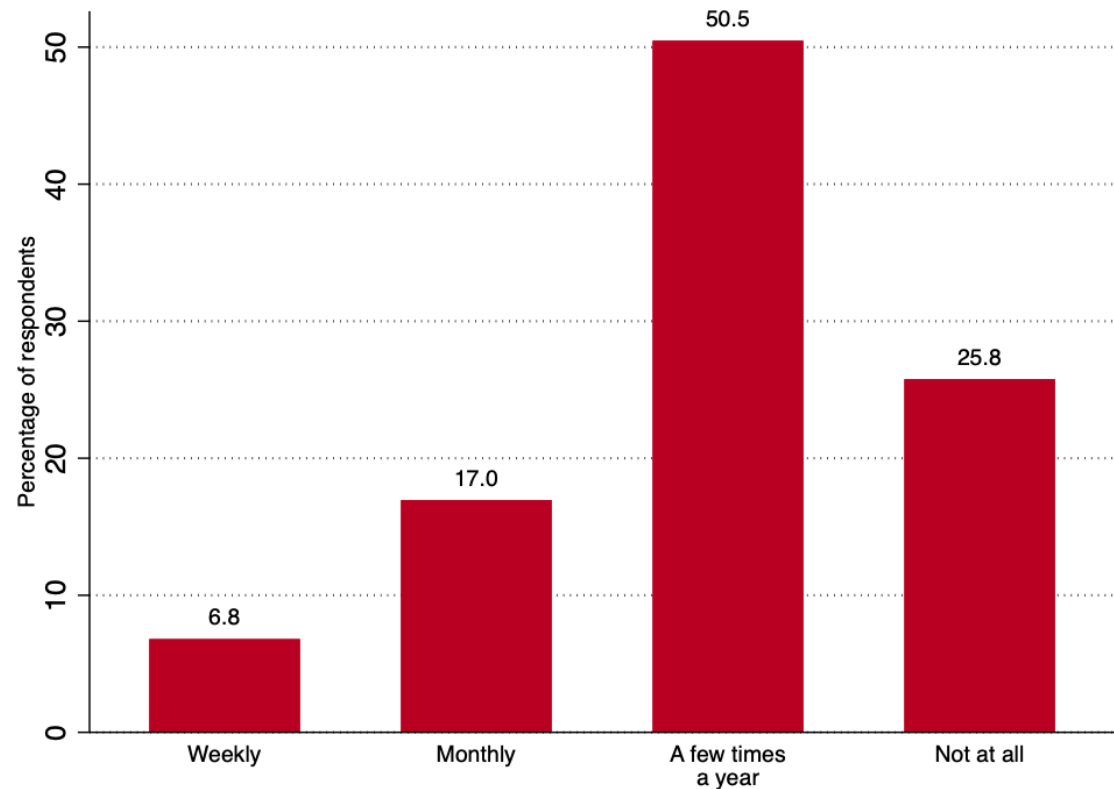
Distribution of Respondents by Age Groups



Utilization of the Bay and Surrounding Area

- 51% reported visiting Galveston Bay a few times a year in 2019
- Visiting the beach and dining were most common activities respondents engaged in
 - 50% and 46% of respondents, respectively, said they visited the beach or dined a few times
- 36% reported swimming, 34% visited natural areas, and 30% reported fishing and bird watching a few times in past 12 months

How frequently respondents used Galveston Bay in 2019



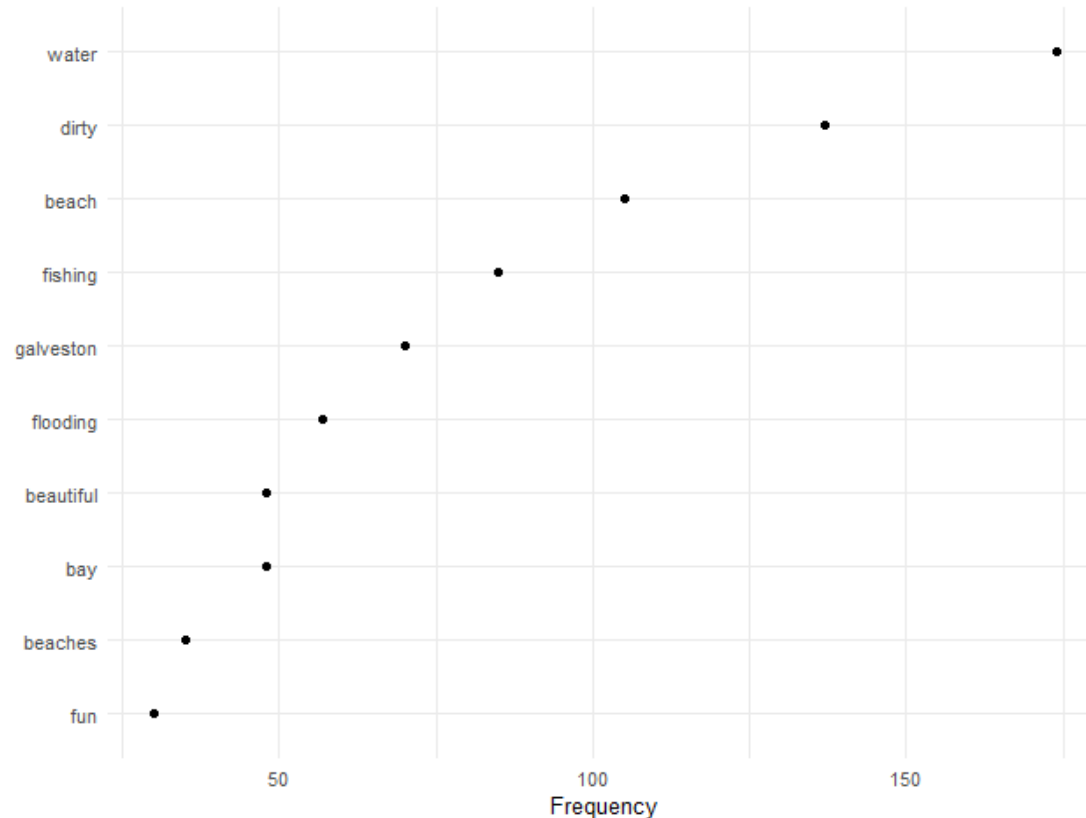
Perceptions of Area Waterways and Galveston Bay



Words used to Describe Galveston Bay

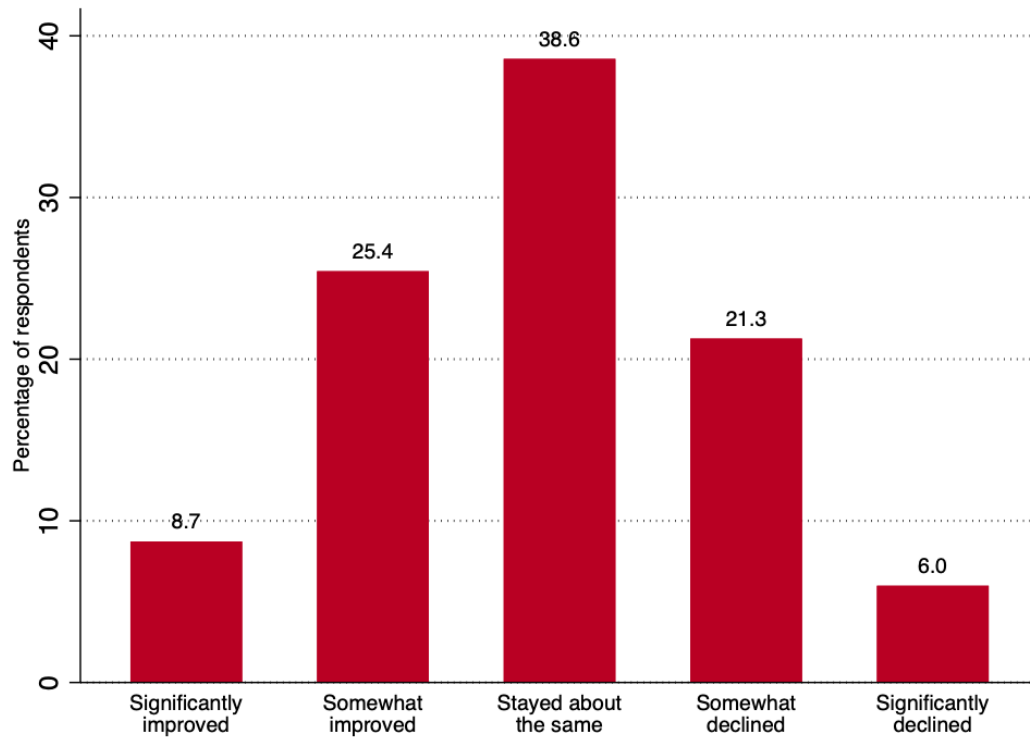
Most Frequently Mentioned Words

In your own words, please describe, what is the first thing that comes to mind when you think about Galveston Bay and its connecting creeks and bayous?

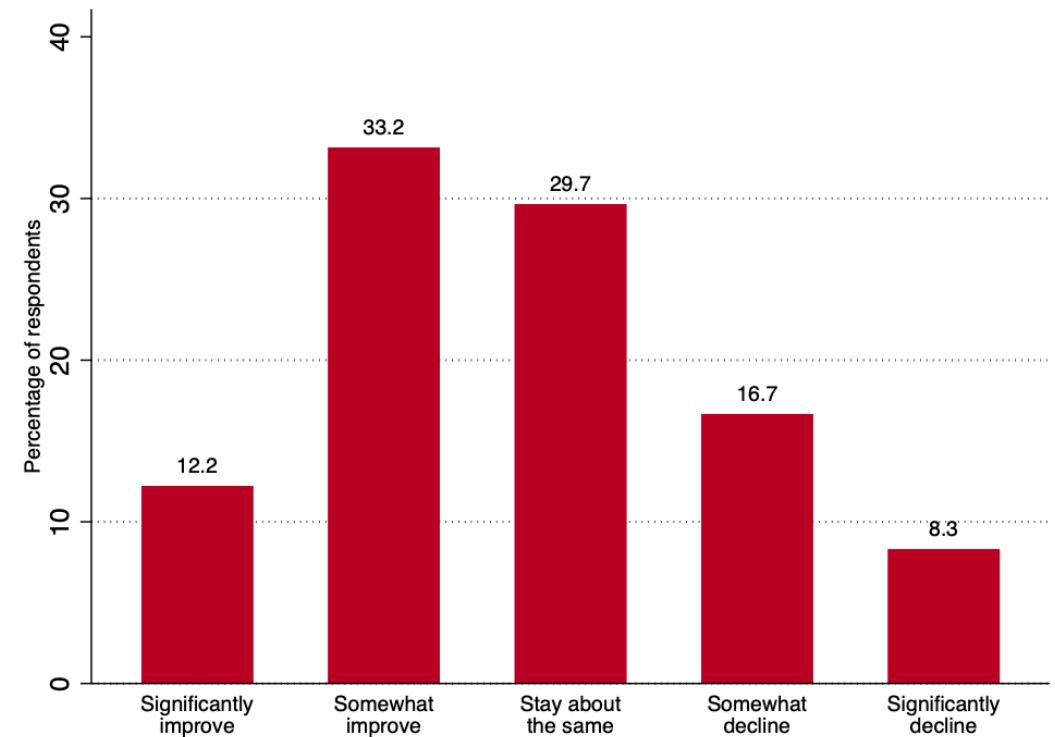


Respondents' Perceptions about Health of Area Waterways

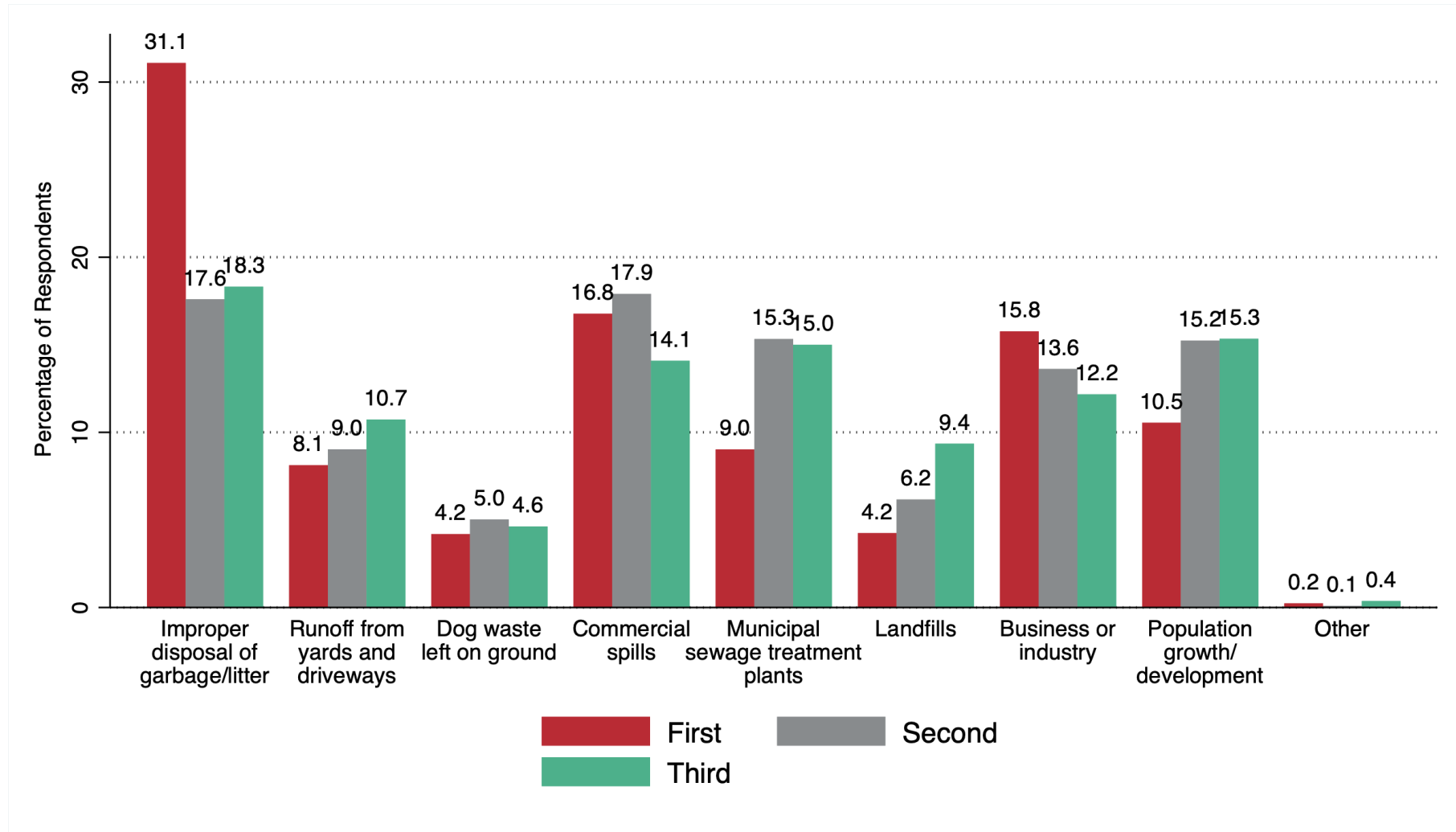
Health of Bayous, Wetlands, and Beaches during past 10 years



Health of Bayous, Wetlands, and Beaches over next 10 years

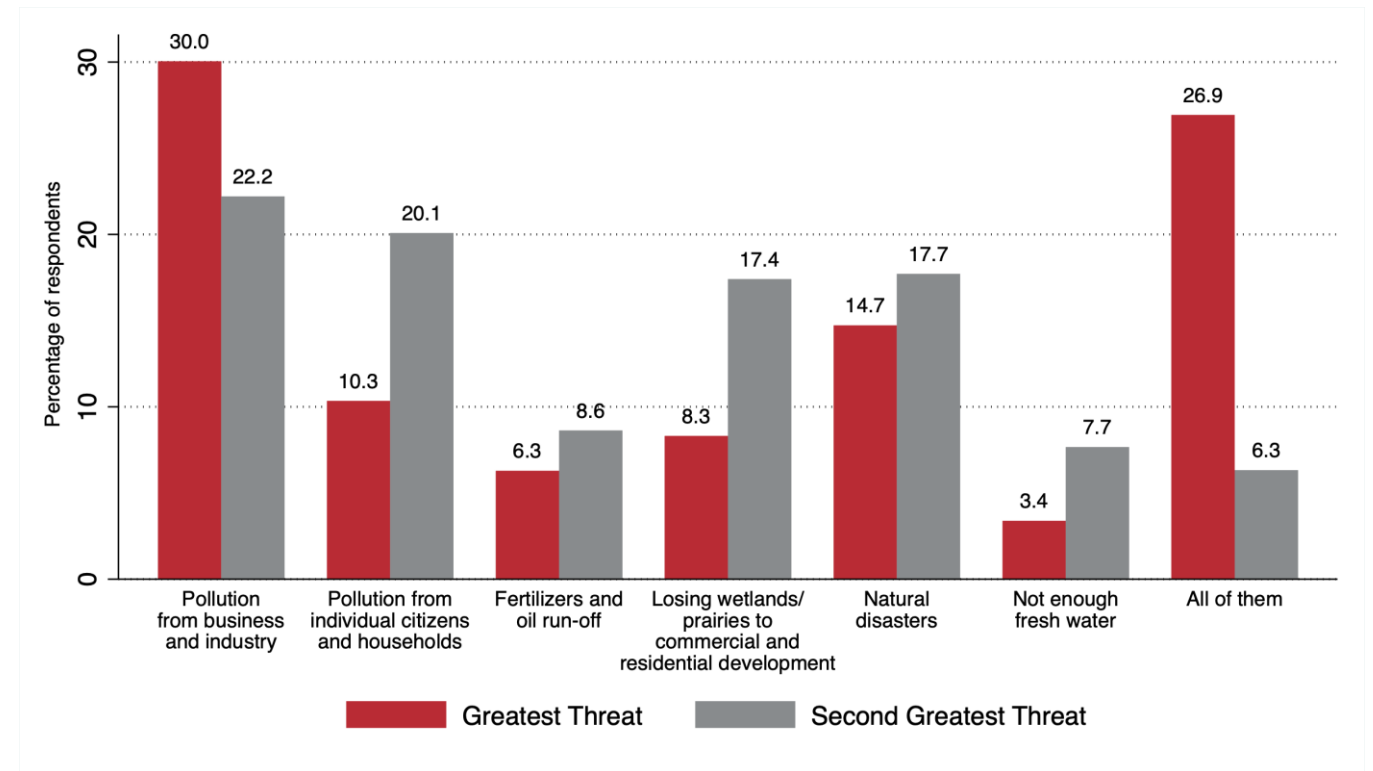


What kinds of things indicate to YOU that a body of water is polluted? Of the possible causes listed below, please indicate which ones you think are the top three causes of pollution.



Concern over the Health of Galveston Bay

- 50% of respondents were somewhat concerned about health of Bay
 - 31% were very concerned
 - Those closer to the bay (<5 miles) more likely to report very concerned
- Pollution from business and individuals were among greatest threats
 - Also, losing wetlands (17%) and natural disasters (18%)

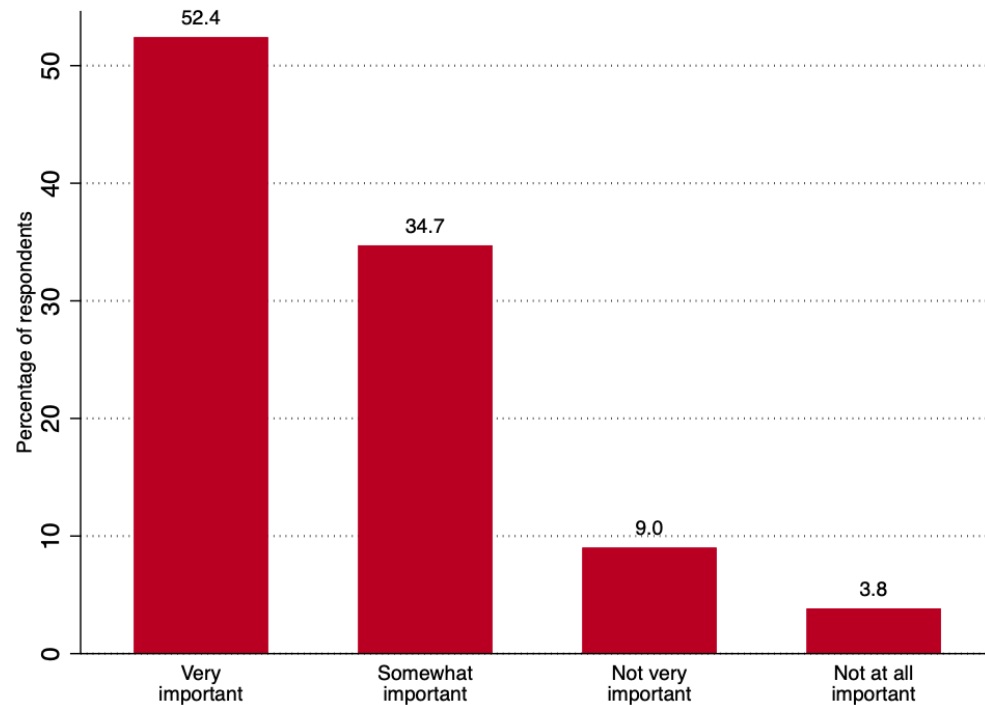


Importance of Galveston Bay to Community and Quality of Life

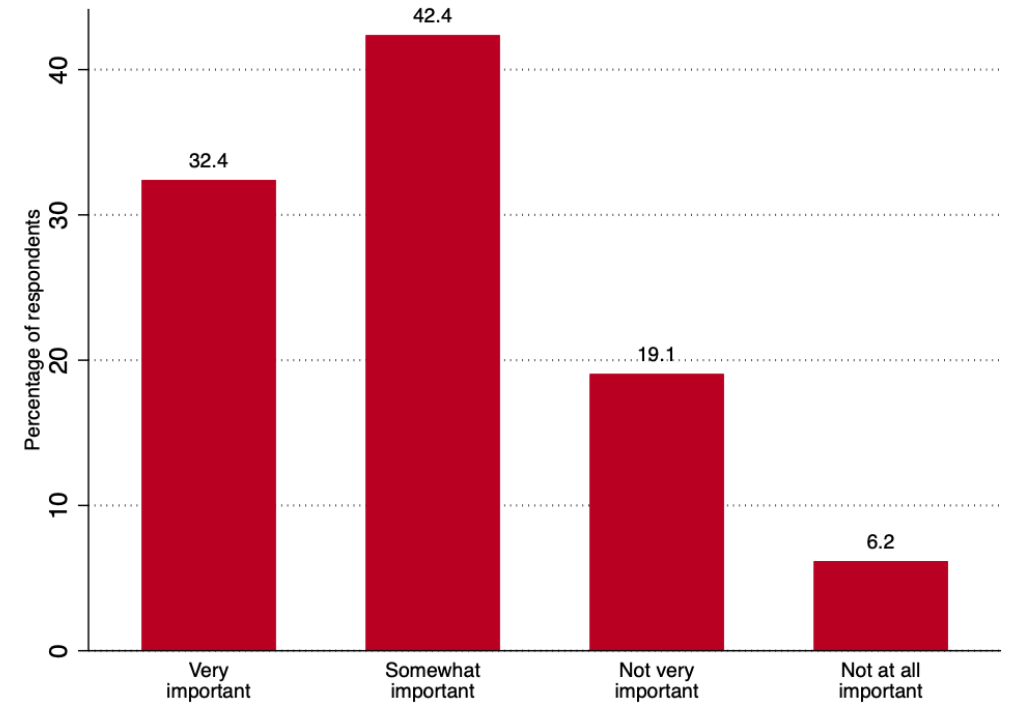


Importance of Galveston Bay to Community and Quality of Life

- 87% said it is either very or somewhat important to their community

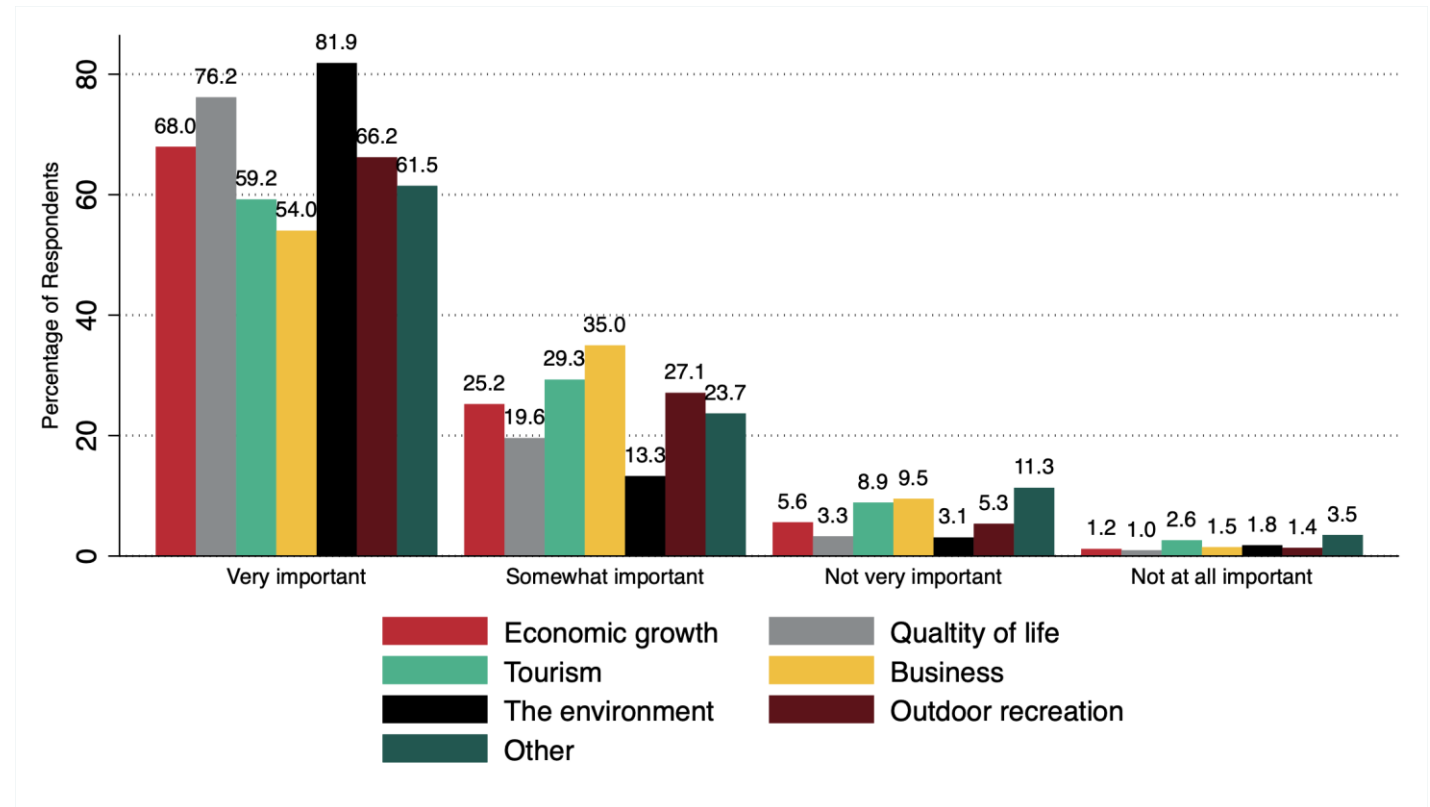


- 75% said it is either very or somewhat important to their quality of life



Importance of clean water to life, the environment, and economy

- Majority of respondents believed clean water was very important for each of six areas
 - The environment (82%) and quality of life (76%) top the list followed by economic growth (68%) and outdoor recreation activities (66%)
 - A very small percentage of respondents believed that clean water was either not very important or not at all important for their local area and activities

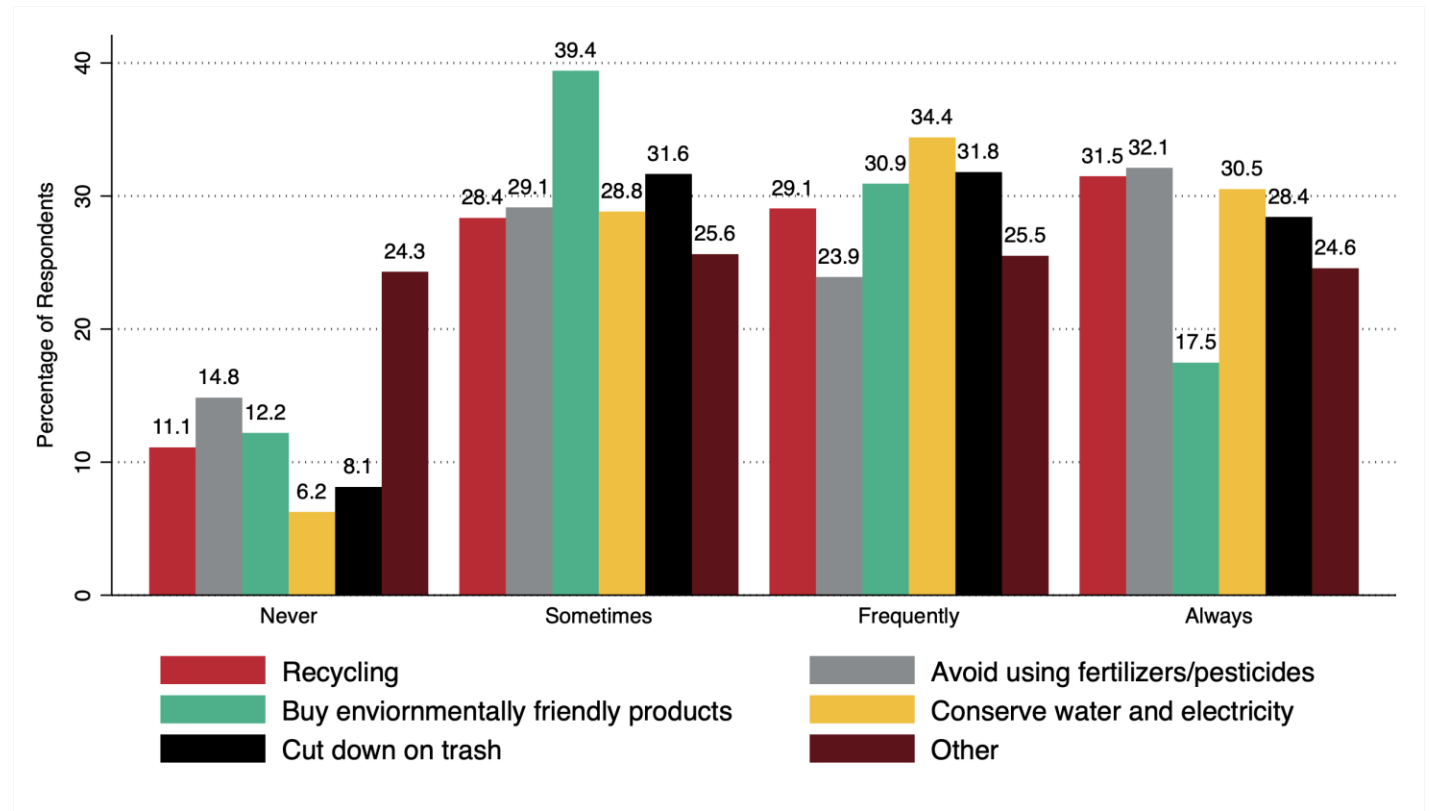


Willingness to Take Action and Awareness of Initiatives



Respondents Day-to-Day Activities

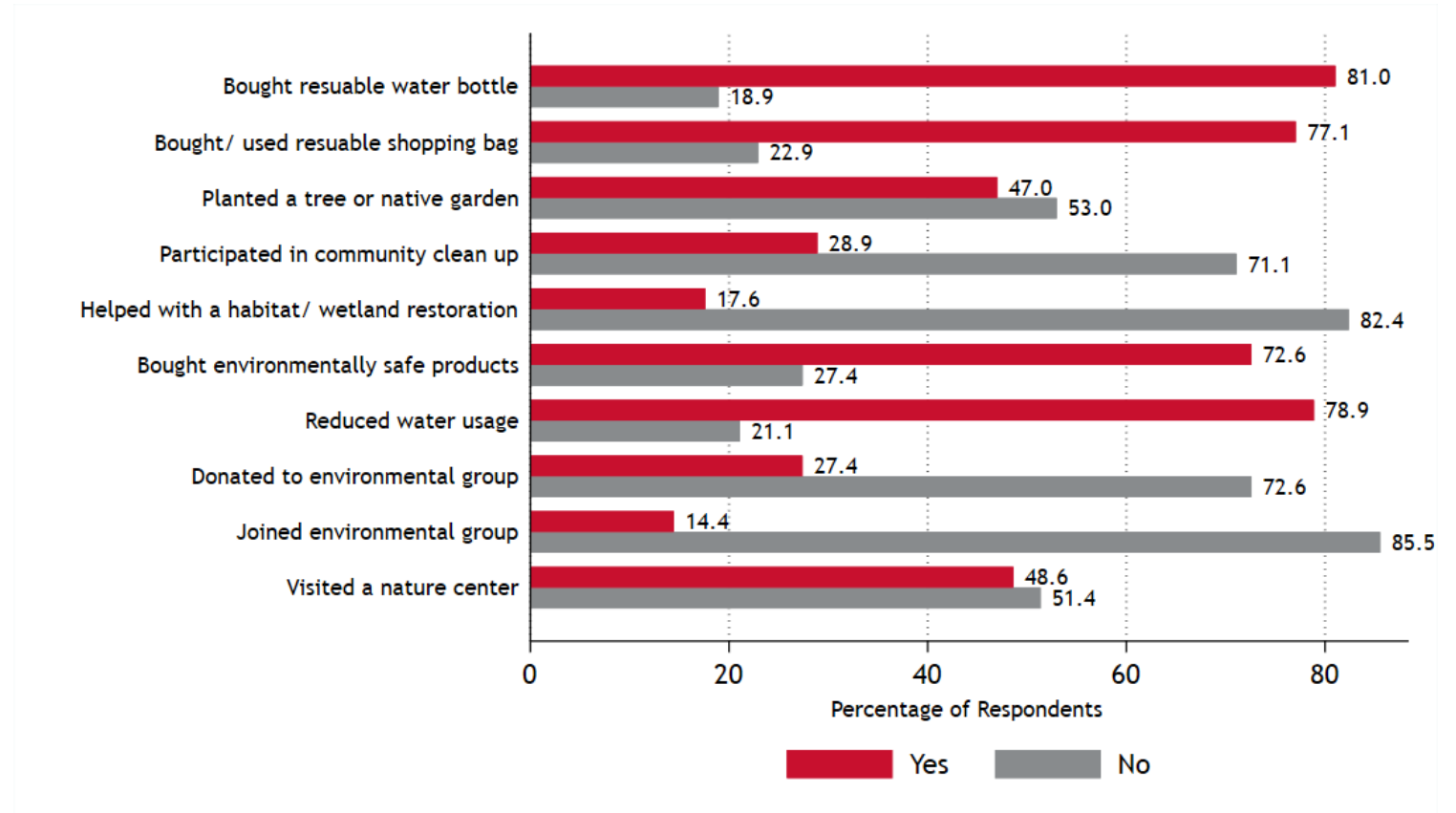
- Conserving water and electricity was one of more common activities
 - 65% said they always or frequently do it
 - 60% said they always or frequently recycle
- About a third of respondents reported always recycling and avoiding using fertilizers and pesticides
- 70% reported to sometimes or frequently buy environmentally friendly products



Activities Over Past 3 years

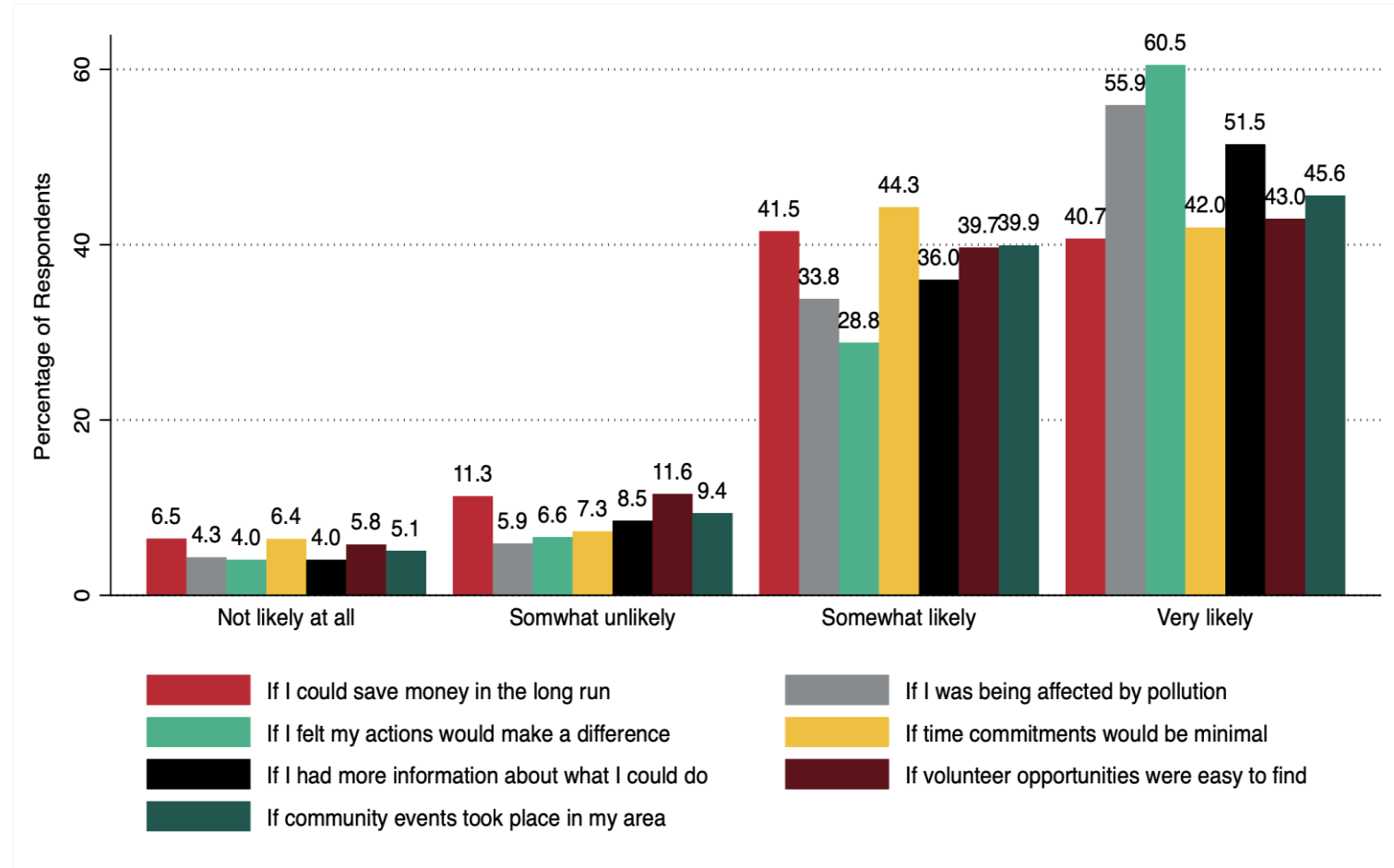
- 81% said they bought reusable water bottle
- 79% said they conserved water and 77% said they bought/used reusable shopping bag
- 73% indicated they bought environmentally safe products
- Less than 15% said they joined an environmental group and only 18% said they helped with a habitat/wetland restoration

Distribution of Activities



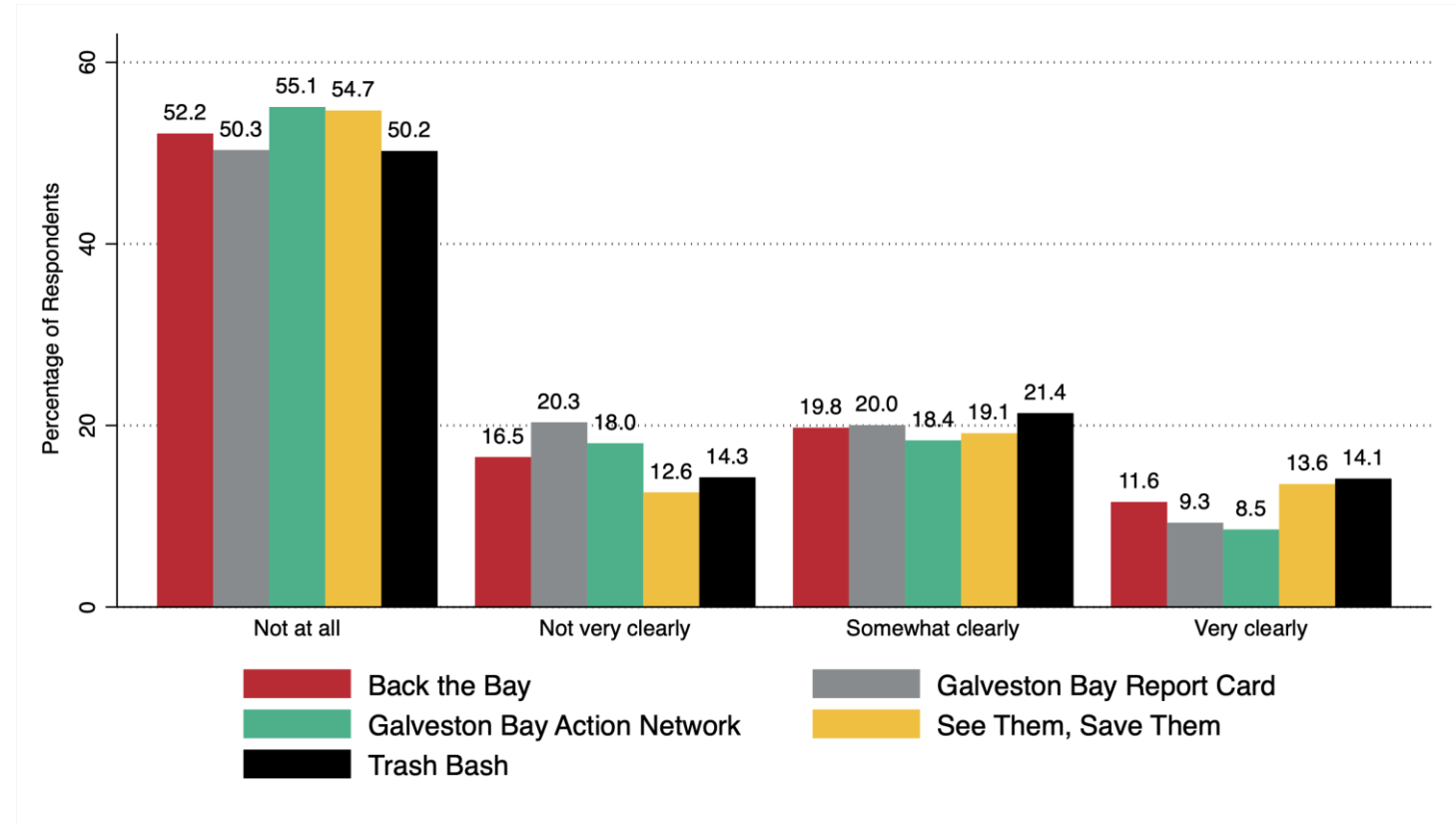
Likelihood of Engaging in Activities that Improve Health of Bays and Bayous

- Making a difference and being affected by pollution were important drivers of willingness
 - 61% said very likely if they felt their actions would make a difference
 - 56% were very likely to take action if they were being affected by pollution
- 52% said that they would be very likely if they had more information about what they could do
- Overall, few respondents said they were not at all likely to engage in such activities



Respondents' Familiarity with Galveston Bay Report Card and Other Initiatives

- A majority of respondents had not heard of any of the 5 programs
- See Them, Save Them and Trash Bash most recognized programs
 - But still only about 14% remembered very clearly hearing or reading about them
- Only 16% of respondents had heard of the Report Card and were familiar with its purpose
 - 22% had heard of the Report Card but were not familiar with its purpose



Concluding Remarks

- Evaluation shows that majority of respondents are concerned about the health of Galveston Bay
 - And feel it's important to their communities and quality of life
- Majority also believe that clean water is important for business and the economy as well as for recreation
- Significant proportion of respondents see Galveston Bay as polluted
 - Attribute that pollution to disposal of garbage and litter, commercial spills, and pollution from business and industry
 - Even though many see little change in the health of Galveston Bay over the past ten years, there is optimism among respondents for improvement in the future



Concluding Remarks

- Most respondents reported that they had not heard of various programs or initiatives aimed at protecting or improving the area's waterways
 - Only one in three respondents were aware of the Galveston Bay Report Card and/or familiar with its purpose
- Those who were aware of such programs received most of the information from public radio or billboards and other events
 - Room for improvement to publicize initiatives online and social media and on TV news
 - Over half of respondents said they would be more likely to engage in activities to improve the health of the bays and bayous if they had more information about what they could do to help



Note on Data Collection and Weighting

- Respondents were recruited via Qualtrics, an online survey platform, using probability sampling through their own panel pools.
 - Respondents had to be 18 years or older and live in Brazoria, Chambers, Galveston, Harris, Liberty, or Montgomery counties
 - Demographics (age, gender, education levels, and race and ethnicity) were used to ensure a representative sample was drawn for each county based on the US Census Bureau's American Community Survey.
- Adjusted sampling weights were used to ensure the evaluation sample was representative of the population of interest
 - We used a raking procedure to compute weights
 - Weights were calculated based on distributions of the demographics by:
 - Gender in county
 - Race/Ethnicity in county
 - Age group in county
 - Level of education in county