Research Strategies, Inc. Protocols

• Random Digit Data (RDD) using Stratified Sampling Methods

• Adults aged 18 to 74, heads of household, having lived in their residence for at least two years

• Divided results between **Mobile County** (MC) and **Baldwin County** (BC) respondents

• Divided results between those living **within** or **farther than a distance of six blocks from navigable water**

• 550 Respondents – 373 from MC and 177 from BC

• Confidence level at 95% with repeatability at ± 5%
Demographic Profile

- Average Age: 53.48 years
- Average Household Income: $53,031.50
- Average Household: 2.44 People, 1.18 Children
- Full-Time Employed: 45.27%
- Retired: 29.09%
- Unemployed: 8.00%
Lifestyle Indicator Profile

• Longevity in Residence 13.92 yrs
• Live within 6 blocks of water 26%

• Leisure Activities

  * **Dining** 19.56%
  * **Visiting Seashore/Waterfront** 17.17%
  * **Fishing** 16.25%
  * **Nature Tours** 12.90%
  * **Boating/Water Sports** 11.98%

• Local Economic Generators

  * **Recreational Fishing** 25.64%
  * **Tourism** 22.36%
  * **Commercial Fishing** 21.64%
Environmental Compass

• More Important - Environment or Commercial/Economic Growth?
  Environment 26.18%
  Balance Between Two 60.55%
  Commercial/Economic Growth 13.27%

• Sea Level Rise?
  Do Not Believe 25.82%
  Slightly Believe 13.27%
  Believe 25.63%
  Convinced 14.00%
  Absolutely Convinced 21.27%

• An estuary is where fresh water from rivers mixes with salt water from sea – Who knew?
  Baldwin County 49.15%
  Mobile County 37.27%
Environmental Compass

- **Importance of Mobile Bay to the overall economic welfare of the State**
  One (least) Five (most)
  
  - Baldwin County 4.98
  - Mobile County 4.67

- **Rate the overall health of Mobile Bay**
  One (very poor) Five (excellent)
  
  - Baldwin County 2.99
  - Mobile County 3.18

- **Importance of Mobile Bay to your overall quality of life**
  One (least) to Five (most)
  
  - Baldwin County 4.06
  - Mobile County 4.29
Which of the following features of Mobile Bay’s environment has the greatest impact on your quality of life?

- Fish/Fisheries habitats
- Sea Scapes/water views
- Wetlands/Adjacent forestland habitats
- Bird/Water fowl habitats
- Other Wildlife habitats
- Beach, shoreline and/or water front access
- Other

Percentage distribution: 50% Fish/Fisheries habitats, 20% Sea Scapes/water views, 10% Wetlands/Adjacent forestland habitats, 5% Bird/Water fowl habitats, 5% Other Wildlife habitats, 0% Beach, shoreline and/or water front access, 0% Other.
Which *environmental problem* has had the *greatest impact* on Mobile Bay and its estuaries?
Which Mobile Bay economic generator has had the greatest impact upon your quality of life?
Which **infrastructure project** has had the **greatest impact** on the quality of Mobile Bay’s estuary system?
Which ONE of the following has the **most potential for impacting Alabama’s seafood supply**?
Name the local, state, and/or/federal government agencies that have responsibility for Mobile Bay water quality.
How should we **fund protecting/managing Mobile Bay and its estuaries?**
Have you ever heard of the Mobile Bay National Estuary Program?

YES! 46%
NO 😞 54%
If you knew that the MBNEP’s purpose was to assemble government, industry, academia, and the community to take actions that reduce degradation and to ensure long-term health of Alabama waters, how would you rate MBNEP’s performance?
Which of the following are the three most important functions for the MBNEP to undertake?
Which of the following are the three most important issues for the MBNEP to address?

- Trash, pesticides, urban residue
- Public education/involvement
- Shoreline erosion
- Fishery & wildlife populations
- Invasive species
- Wetlands, SAV
- Salt water fisheries
- Dirt, Sediment
- Public access
- Other