



Research Strategies, Inc.

A Consumer and Business to Business Market Research Company

**Mobile Bay National Estuary Programs
Community Attitude Research**

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Community Attitude Research**



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 $\pm 5\%$



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

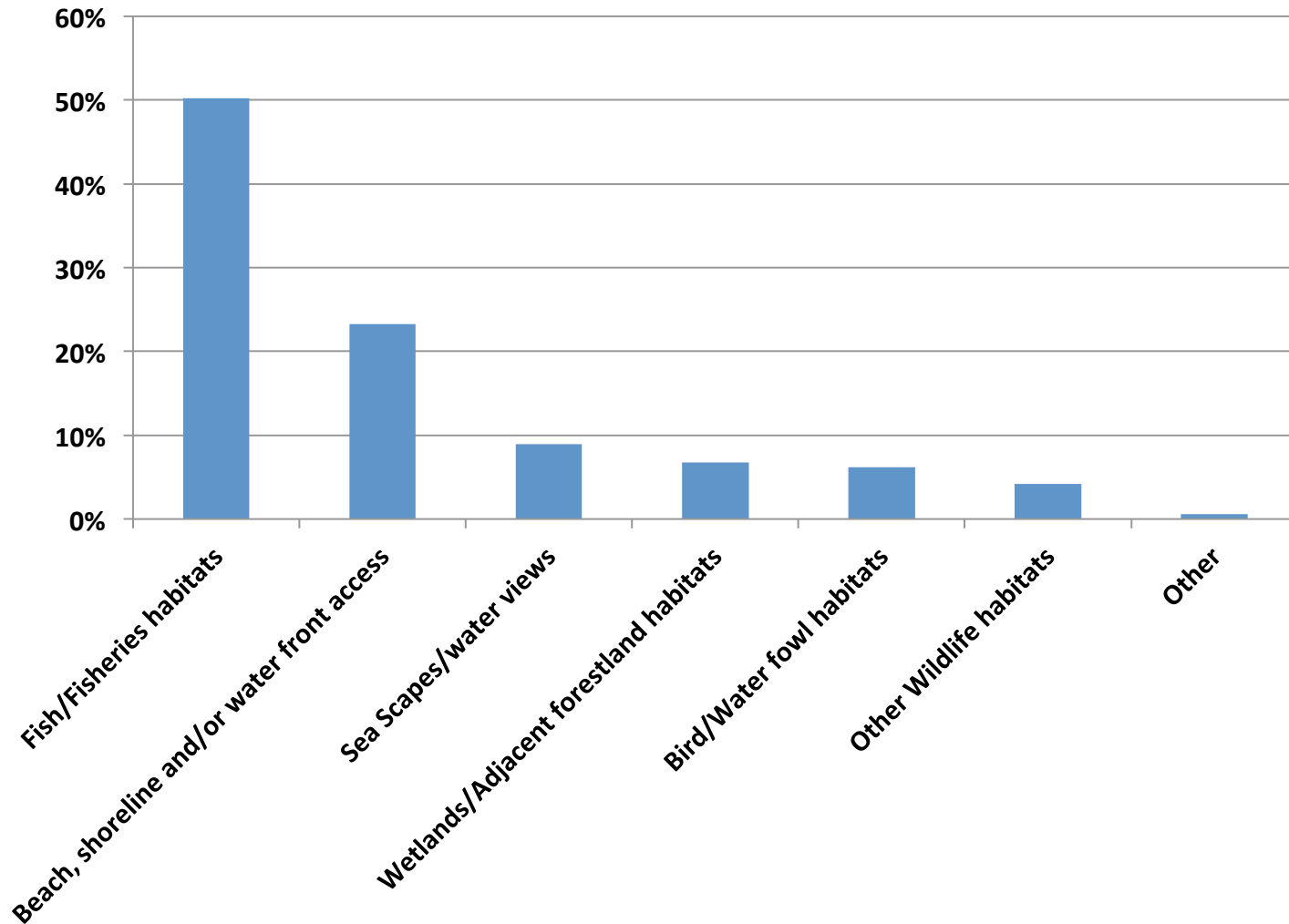
- **Importance of Mobile Bay to your overall quality of life**

One (least) to Five (most)

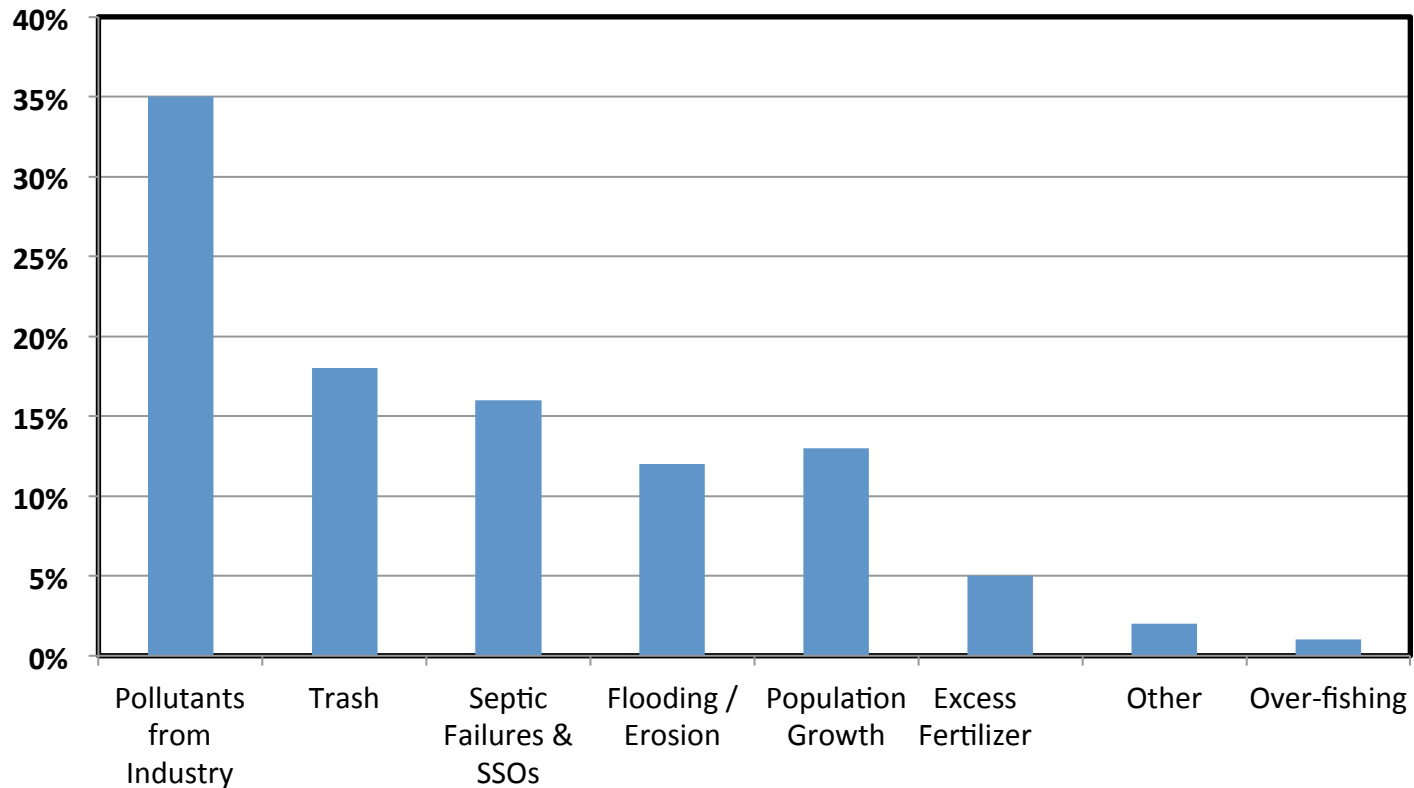
Baldwin County 4.06

Mobile County 4.29

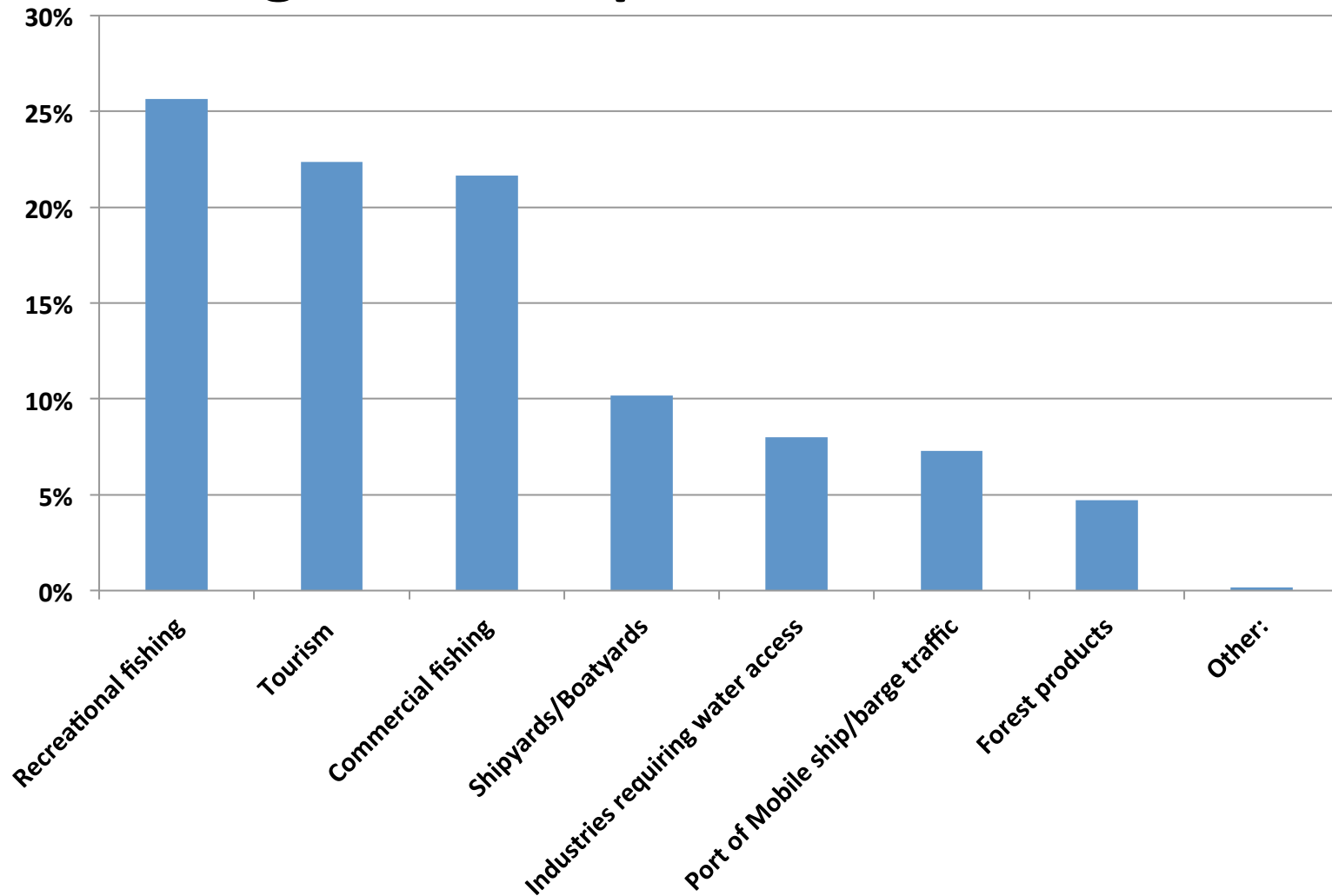
Which of the following features of Mobile Bay's environment
has the greatest impact on your **quality of life**?



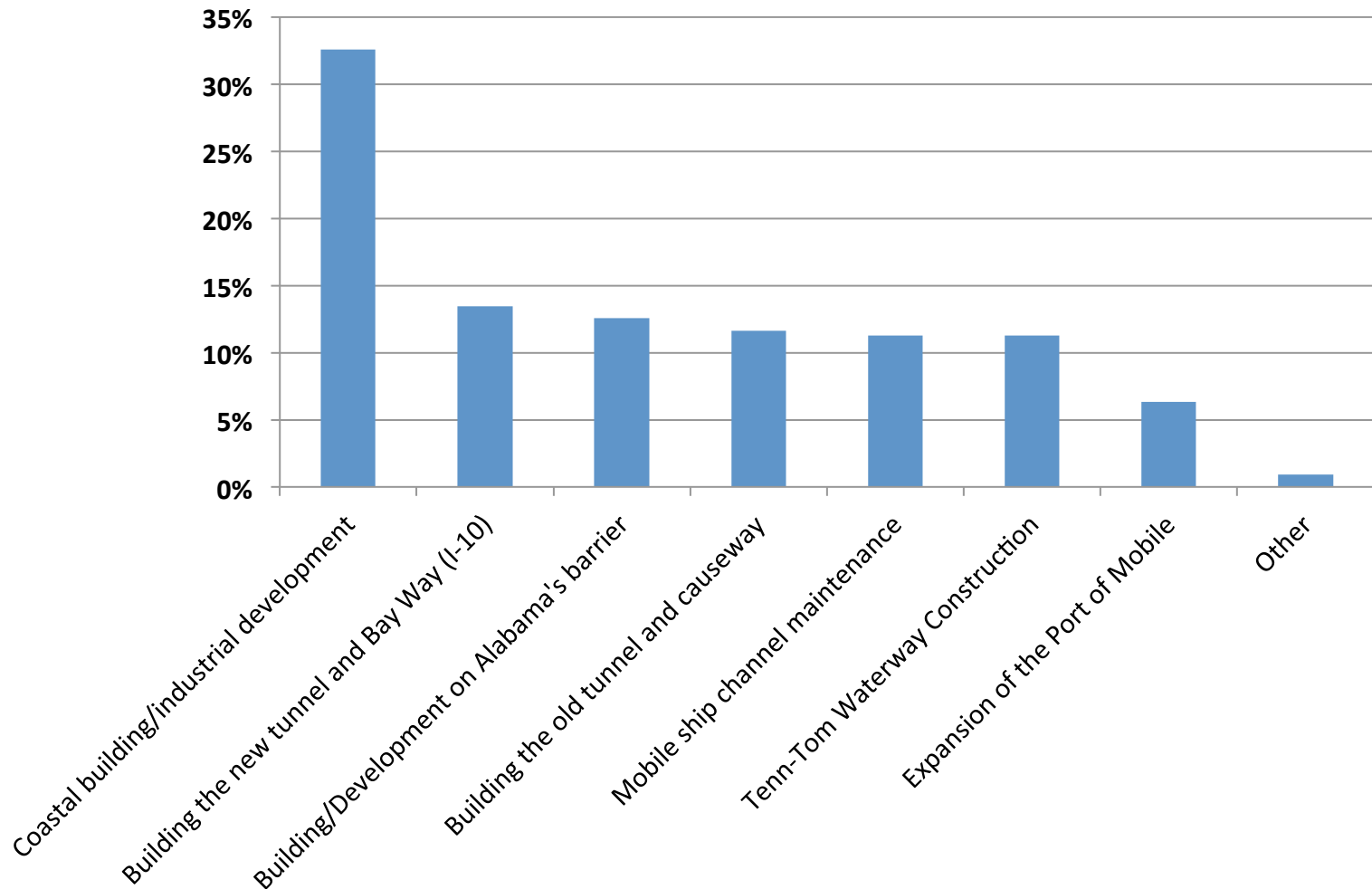
Which **environmental problem** has had the **greatest impact** on Mobile Bay and its estuaries?



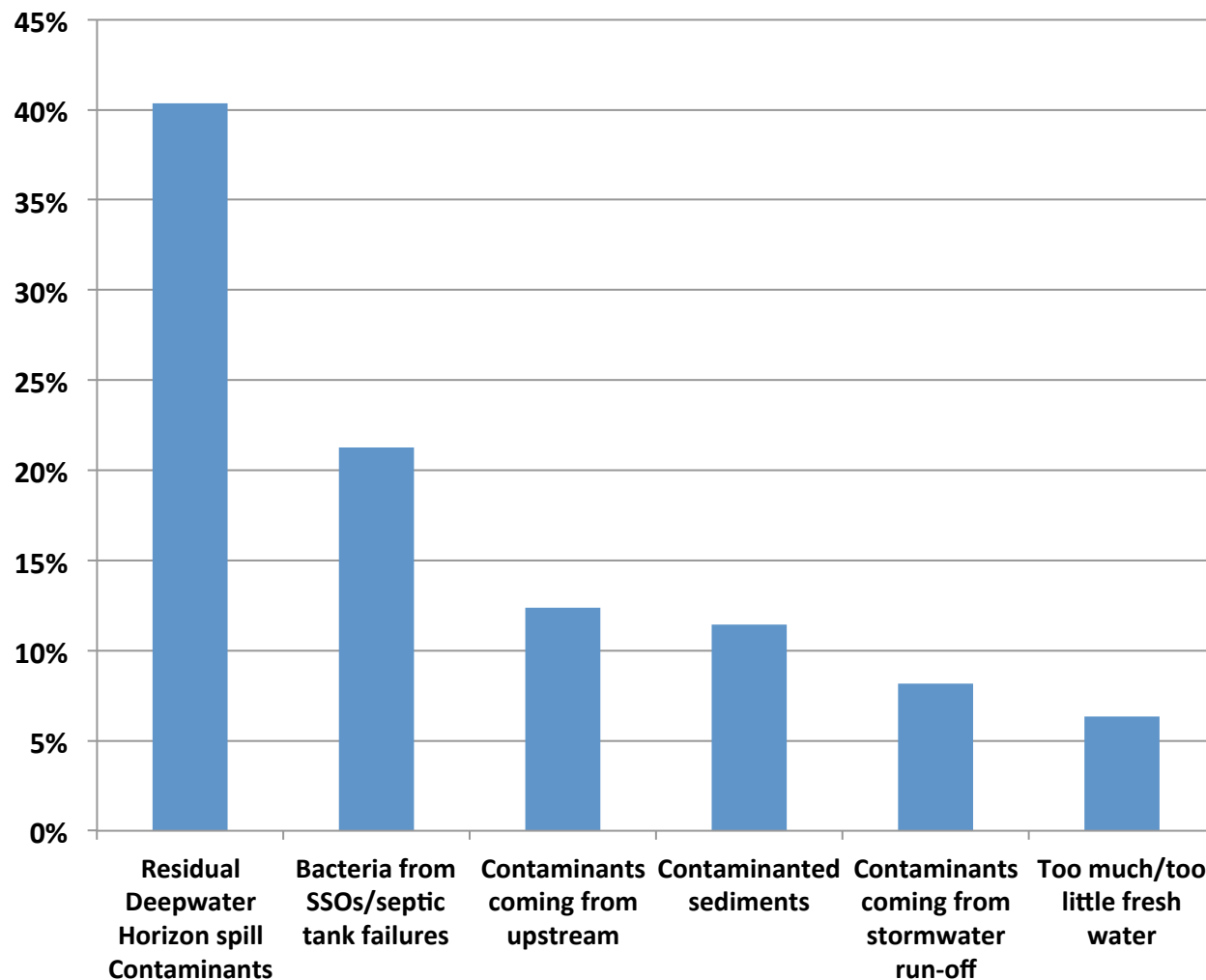
Which Mobile Bay **economic generator** has had
the greatest impact upon your quality of life?



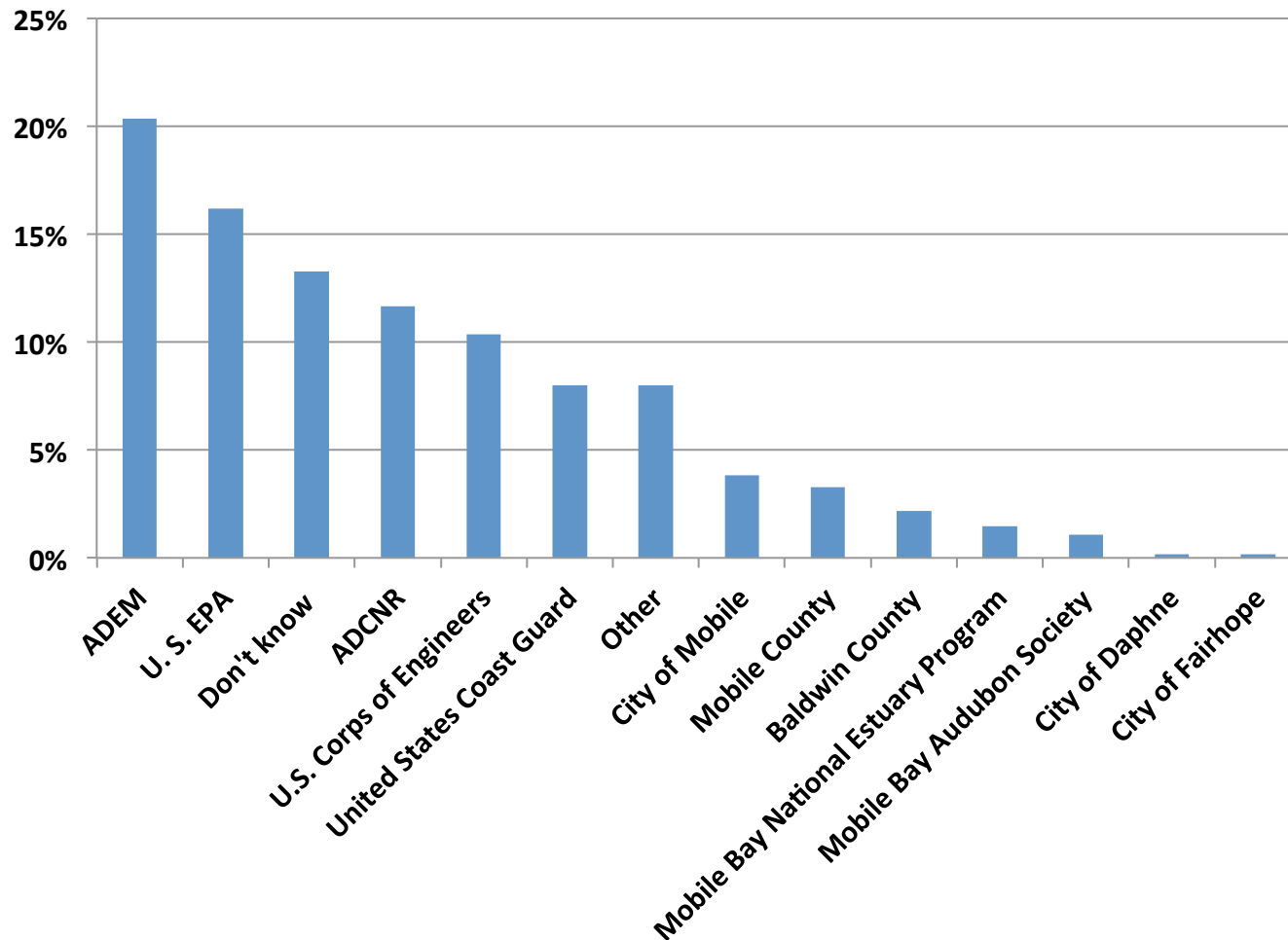
Which **infrastructure project** has had the **greatest impact** on the quality of Mobile Bay's estuary system?



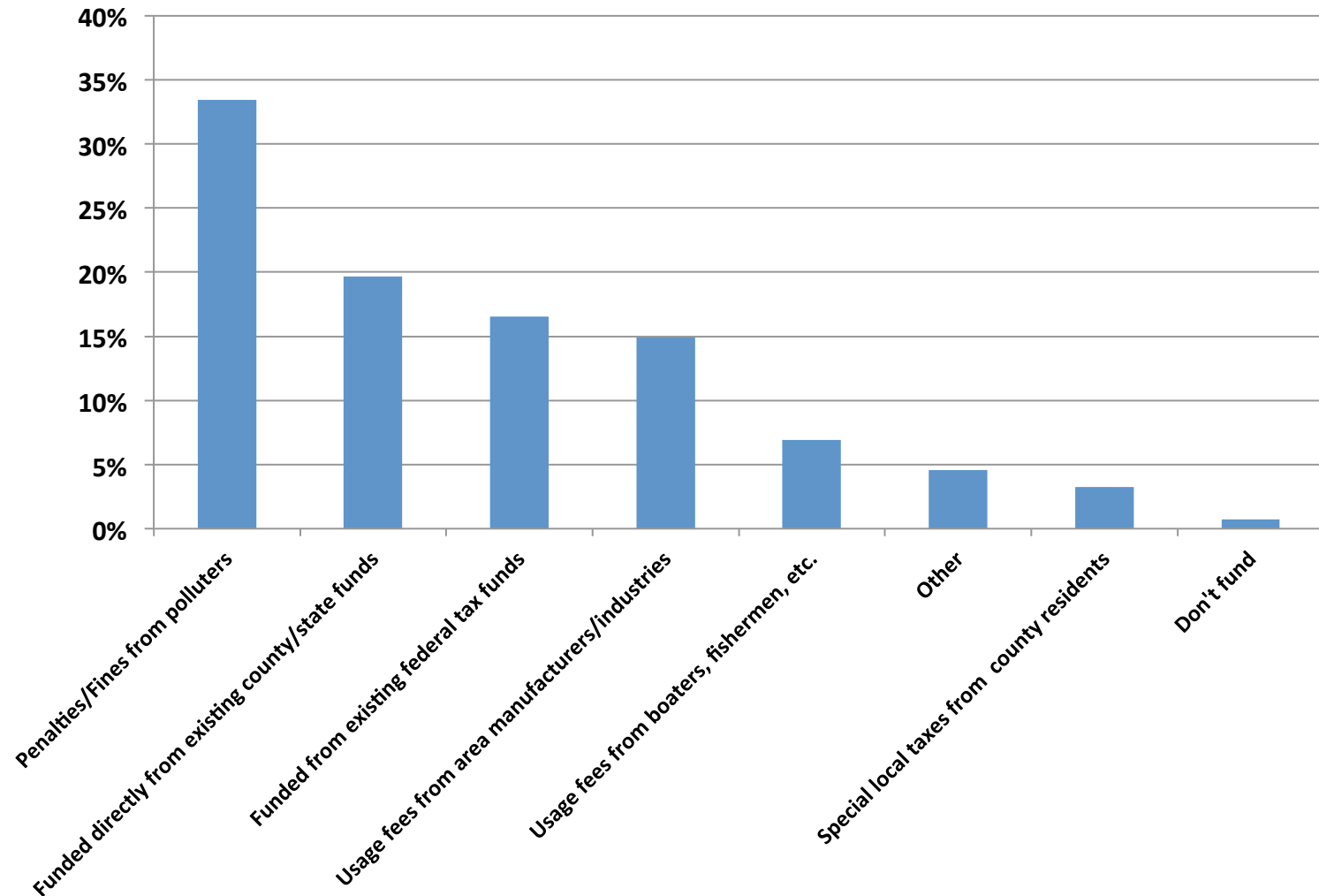
Which ONE of the following has the **most potential for impacting Alabama's seafood supply?**



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?**

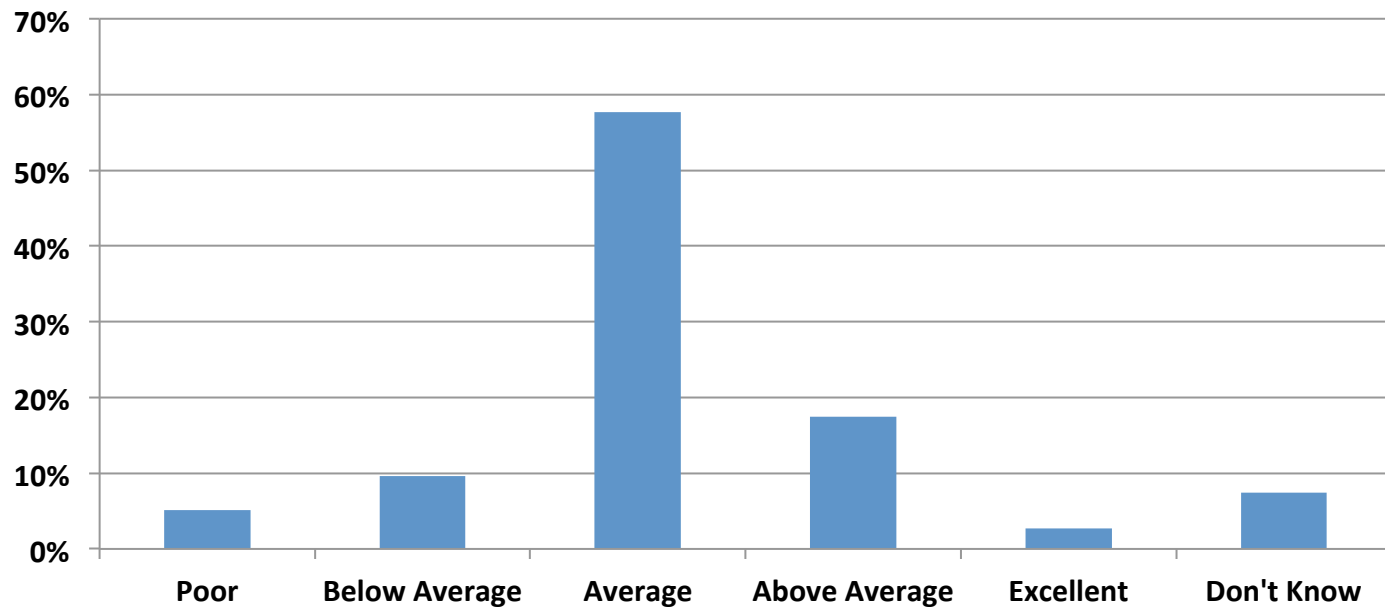


Have you ever heard of the Mobile Bay National Estuary Program?

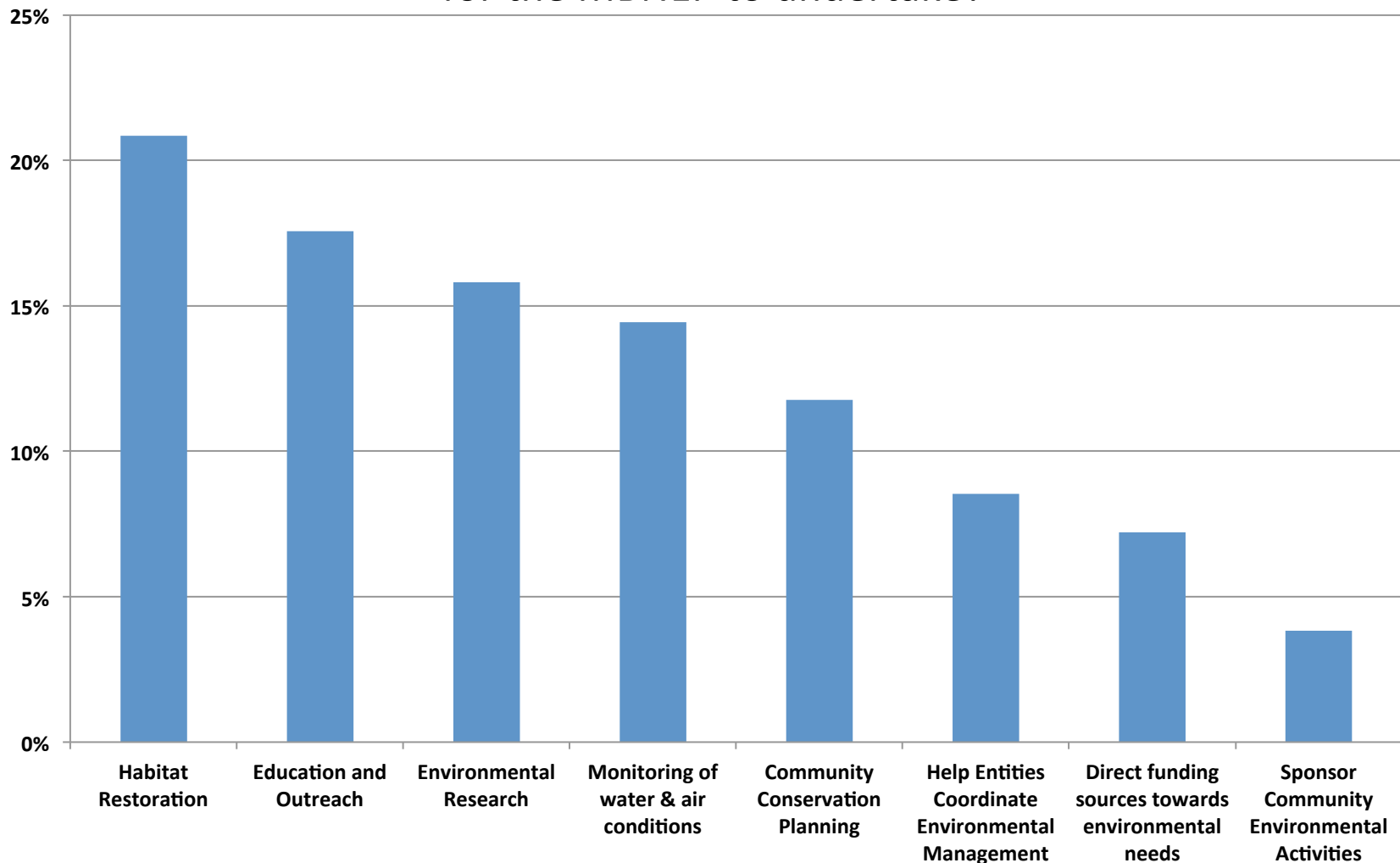
YES!	46%
NO ☹️	54%

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?

