



PREPARED FOR:

ENVIROMEDIA SOCIAL MARKETING

Manomet Shorebird Community Survey Report

April 2012

PREPARED BY:

DHM RESEARCH

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1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the Delaware Bayshore region. The objective of the survey was to determine public perceptions and awareness of migratory shorebirds and horseshoe crabs. Research findings will assist in strategic planning and outreach efforts.

Research Methodology: Between April 18 and 22, 2012 DHM Research conducted a telephone survey of 400 residents living within 10-15 miles of Delaware Bay in both New Jersey and Delaware. The survey took an average of 15 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Residents were contacted randomly using multiple samples including listed, cell phone, and voter samples. In addition, special attention was given to reach a representative number of younger residents (the most difficult demographic group).

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. For a representative sample, quotas were set by age, gender, and geographic area. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 400, the margin of error for each question falls between +/-2.9% and +/-4.9% at the 95% confidence level. The reason for the difference lies in the fact that, when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. SUMMARY & OBSERVATIONS

The economy and healthcare, much like the rest of the country, are top concerns for Delaware Bayshore residents.

- Over 90% believe the Delaware Bay is important to their history, economy, and for recreation. (Q27-29)
- 69% of residents believe shorebirds are good for the region, and not just for attracting tourists for seasonal bird watching. (Q21)
- 60% believe shorebirds are important to the local economy. (Q15)
- When prompted on top environmental concerns, water quality and supply are the top issues. Related, a few said keeping the ocean clean. (Q6)

Being near the seashore is what residents enjoy most about living in the area.

- About one-third mention being near the water, beach, or seashore as what they like most about living in the Delaware Bayshore area. (Q1)
- Residents report visiting the Bayshore, on average, one day per year for fishing, hunting, hiking, bird watching, and other activities. (Q31)
- Over a majority believe the water quality of the bay is good, while one-third say it's poor. (Q8)

100% of residents care about the environment.

- 81% strongly agree that they care about the environment, with an additional 19% who somewhat agree. (Q26)
- 95% believe the Delaware Bay is important for the region's ecological diversity and environmental quality. (Q30)
- 79% believe shorebirds are important to the environmental quality of the region. (Q16)
- 54% fish, 38% sail, 31% bird watch, and 23% hunt. (Q32)

Over a majority (57%) believe the environment should be given priority, even at the risk of economic growth.

- 32% strongly agree and 25% somewhat. (Q7)
- 38% want priority given to economic growth over environmental protection. (Q7)

One-half have some knowledge about horseshoe crabs, one-third have some knowledge of shorebirds.

- Two-thirds say decreases in shorebirds are due to people and industry rather than natural causes. (Q19)
- 40% do not know the month shorebirds migrate to Delaware Bay. (Q17)
- 95% say protecting shorebirds and horseshoe crabs are important. (Q33)
- In order protect shorebirds and horseshoe crabs, residents are willing to buy seafood caught without crab bait (61%), volunteer time to restore beaches and habitat (53%), help flip crabs (51%) and count shorebirds (35%). (Q34-37)

3. KEY FINDINGS

3.1 | Delaware Bayshore Region

When asked what they like most about living in the Bayshore region, a third (32%) of Delaware Bayshore residents said because it was close to the water, beach, or seashore (Q1). Additional responses are found in Table 1.

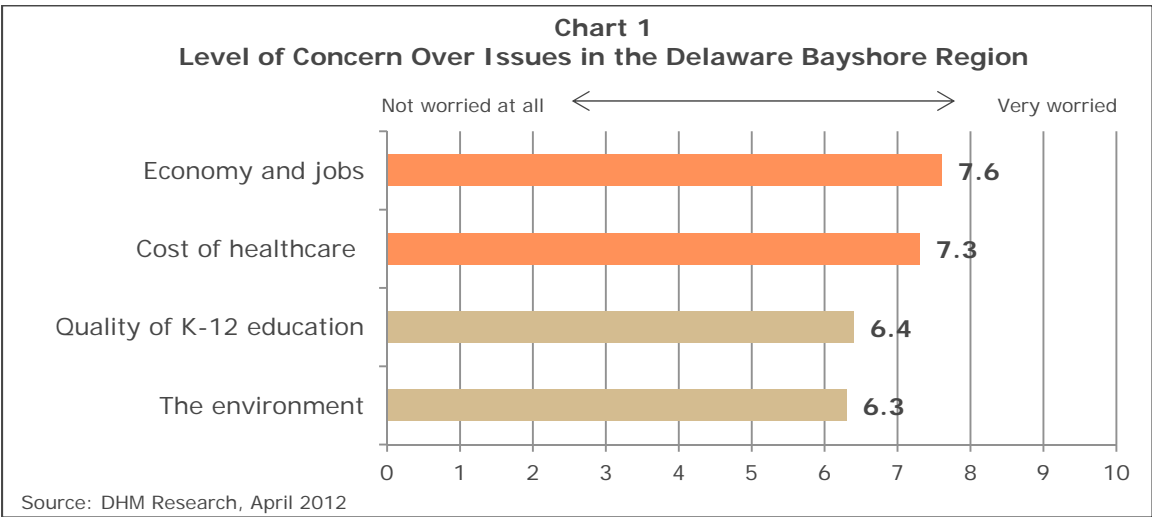
Table 1
Resident Preferences for Living in the Bayshore region

Response Category	N=400
Close to the water/beach/seashore	32%
Close to metropolitan areas	14%
The weather (mild climate, four seasons, etc)	9%
Low tax base	7%
Slower pace/laid back/peaceful	6%
Lived here a long time/grew up here	6%
Centrally-located to variety of places/regions	6%
Rural – countryside/country view	5%
Friendly people	5%
Quiet	5%
All other responses	4% or less
Don't know/NA	4%

Source: DHM Research, April 2012

3.2 | General Issues

On a scale of 1-10, with 10 being very worried, residents were asked to rate their level of concern over local issues (Q2-5, Chart 1). A majority were worried about the economy and jobs (7.6 mean rating), and close behind was the cost of healthcare (7.3 mean). Residents were equally worried about the quality of K-12 education (6.4 mean) as they were about the environment (6.3 mean).



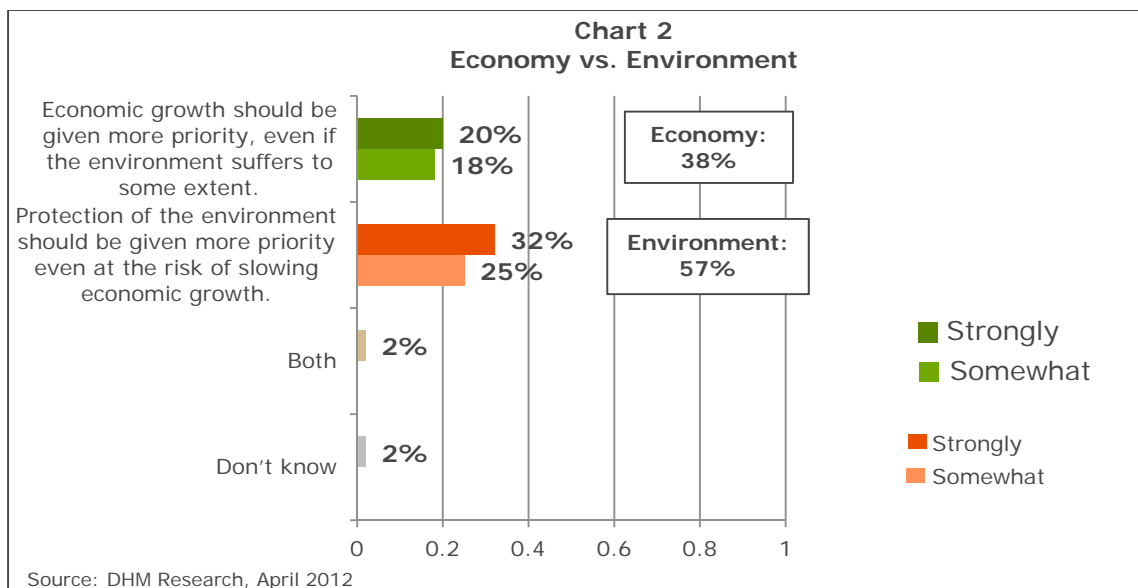
Demographic Differences: Residents along the New Jersey bayshore were more concerned about all issues compared to residents in Delaware. New Jersey residents were more concerned about the economy and jobs than those in Delaware (68% vs. 52%), as were women (64% vs. 56% males) and residents ages 35-54 and 55 and over (63% and 67% vs. 50% ages 18-34). Long-time residents (21+ years: 65%) were also more worried about the economy and jobs than those living in the area less than ten years (51%) and 11-20 years (55%).

Regarding healthcare costs, 60% of New Jersey residents were worried versus 48% in Delaware. Older residents also worried more (18-34: 34%; 35-54: 61%; and 55+: 66%).

New Jersey residents and women were more concerned than other subgroups about the quality of K-12 education; Democrats were much more likely than Republicans to be concerned about the environment.

3.3 | The Environment

Residents were read two statements about the economy and the environment, and asked which came closer to their point of view (Q7, Chart 2). Over a majority (57%) said protecting the environment should be given more priority at the risk of slowing economic growth, while 38% felt economic growth should be given more priority. A small percentage (2%) said both statements captured their point of view.



Demographic Differences: Residents ages 18-34 (67%) and Democrats (72%) were strongest in their opinion that the environment should be given more priority.

When asked which environmental issue concerned them most in the Delaware Bayshore region (Q6, Table 2), a quarter (23%) were most concerned about water quality and supply. Additional responses are found in Table 2.

Table 2
Concern for Environmental Issues in Delaware Bay

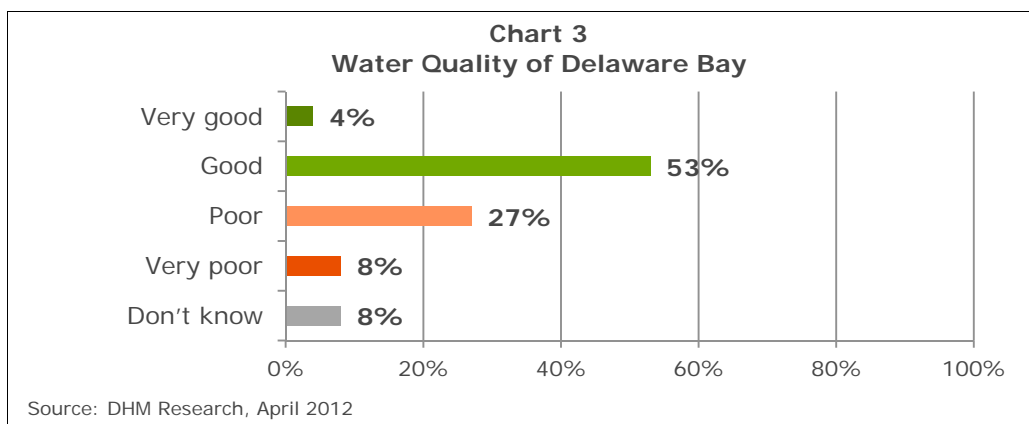
Response Category	N= 400
Water quality/supply	23%
Air quality	19%
Trash/waste management/landfills	11%
Lack of open space/overdevelopment/overcrowding	7%
Pollution from chemical plants/factories	6%
Keeping the bay/ocean clean	5%
All other responses	3% or less
Nothing/None	8%
Don't know	11%

Source: DHM Research, April 2012

Demographic Differences: Delaware residents were more concerned about water quality than those in New Jersey (30% vs. 17%), as were those 55 and older (30%) compared to 20% for ages 18-54. Additionally, those living in rural to suburban areas (31%) were more concerned than other areas (urban 23%; suburban 24%; rural 20%). Rural to suburban residents were also more concerned about air quality than their counterparts.

3.4 | Delaware Bay Health

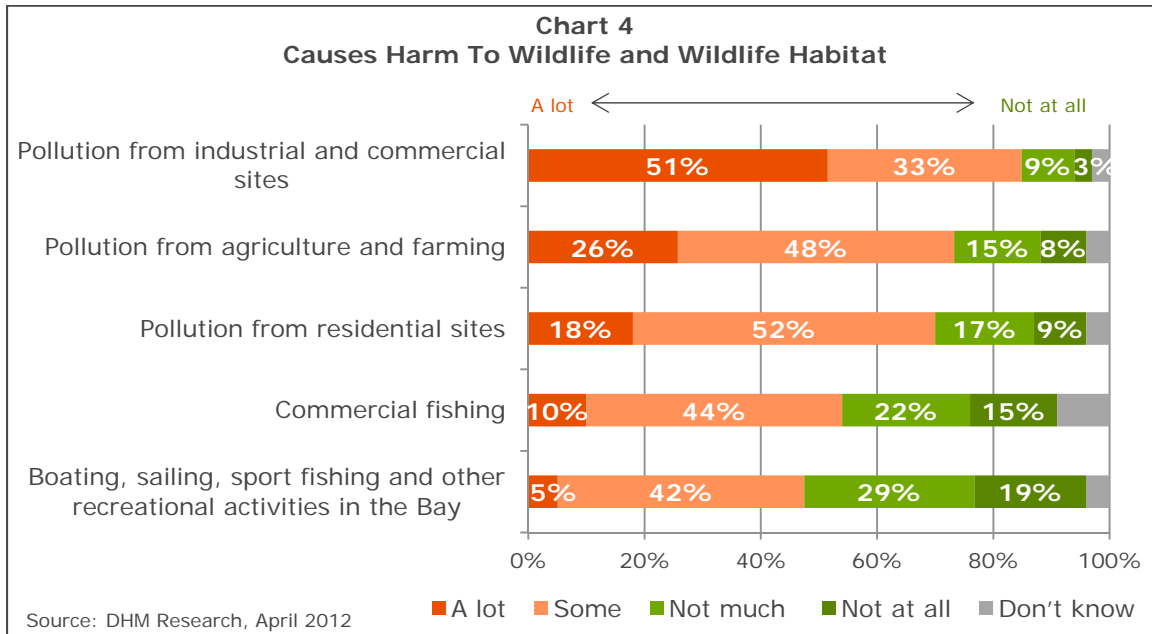
More than one-half of Delaware Bayshore residents (57%) said the water quality of Delaware Bay is good or very good (Q8, Chart 3).



Demographic Differences: Residents of the area for 21 years or more (60%) were more likely than 11-20 year residents (49%) to say water quality was good or very good; those living outside urban areas were much more likely to say the same.

Next, residents were asked to rate the degree to which specific activities harm wildlife and habitat in the Delaware Bay (Q9-13, Chart 4). Eight in ten said pollution from industrial and commercial sites harm habitat in the bay (51% a lot; 33% some). Three-quarters (74%) said pollution from agriculture and farming (26% a lot; 48% some) and 70% said pollution from residential sites (18% a lot; 52% some) and 70% said pollution from residential sites (18% a lot; 52% some).

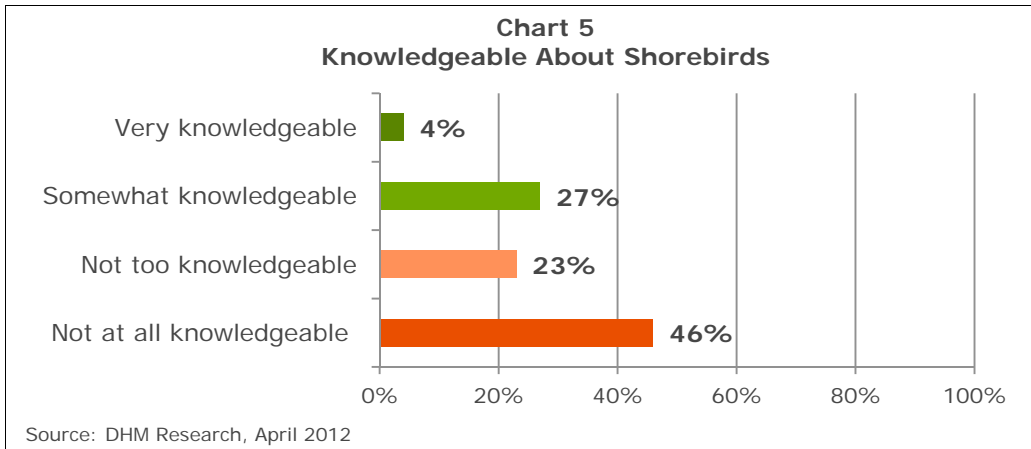
A slim majority (54%) believe commercial fishing harms wildlife in the bay. Residents were split (47% and 48%) about the effects of recreational activities on the bay's wildlife and wildlife habitat.



Demographic Differences: There were few differences. Women felt more than men that recreational activities harmed habitat (54% vs. 41%).

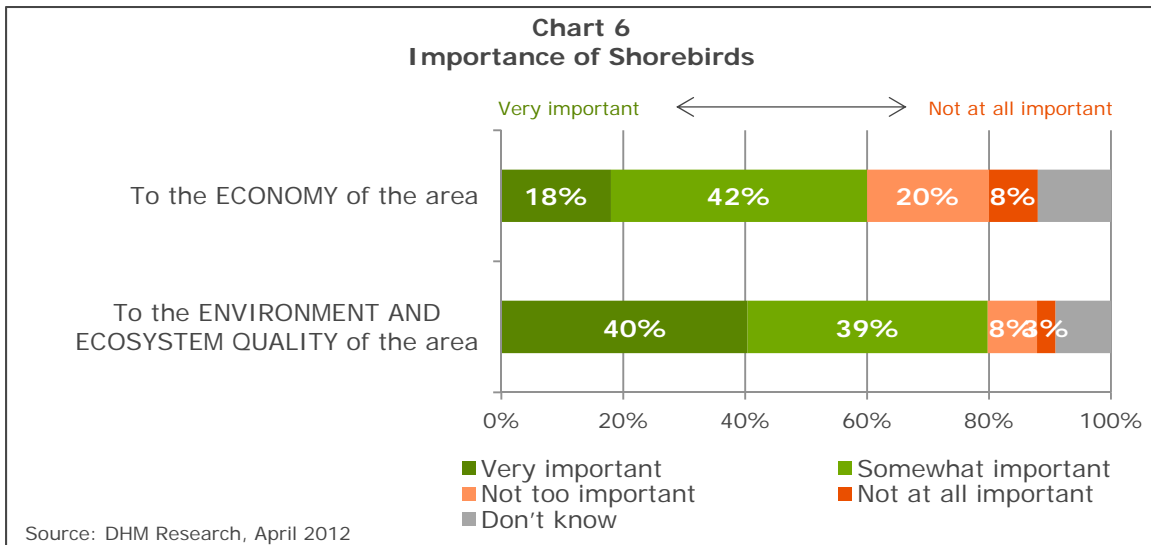
3.5 | Shorebirds

Residents were asked to gauge their knowledge of Red Knot shorebirds that migrate from Argentina to Delaware Bay (Q14, Chart 5). Close to one-half (46%) of residents said they were not at all knowledgeable, and another quarter (23%) were not too knowledgeable. A combined one-third (31%) of residents were either very or somewhat knowledgeable.



Demographic Differences: Men (38%), residents 55 and older (40%), those living outside an urban area (rural to suburban: 33%; rural: 36%), and Republicans (38%) were more likely to be very or somewhat knowledgeable of shorebirds compared to other subgroups.

While a majority of residents admit to having low knowledge of the shorebirds, they believe the birds are important to the ecosystem quality and economy of the area (Q15, Chart 6). Sixty-percent said shorebirds were very or somewhat important to the area's economy and 79% said they were important to the environmental and ecosystem quality of the area.



Demographic Differences: New Jersey residents (45%), longer-term residents of 11 years or more (42%), and those living outside an urban area (suburban: 46%; rural to suburban: 38%; rural: 42%) were more likely to say shorebirds were very important to the environmental and ecosystem quality of the area.

When asked in which month shorebirds migrate to Delaware Bay (Q17, Table 4), spring months were mentioned most with a quarter (23%) saying May, and 17% saying April. Four in ten (40%) did not know.

Table 4
Annual Shorebird migration

Response Category	N=400
January	0%
February	0%
March	9%
April	17%
May	23%
June	6%
July	0%
August	0%
September	1%
October	1%
November	2%
December	0%
Don't know	40%

Source: DHM Research, April 2012

Demographic Differences: Residents ages 18-34 (45%), those living in an urban area (51%), and those with a high school diploma or less (48%) were more likely to say they didn't know when shorebirds migrated.

When asked why shorebirds migrated to the bay, 21% said for food (Q18, Table 5). Another 17% specifically said to feed on the eggs of Horseshoe Crabs. About one-quarter (23%) said they did not know.

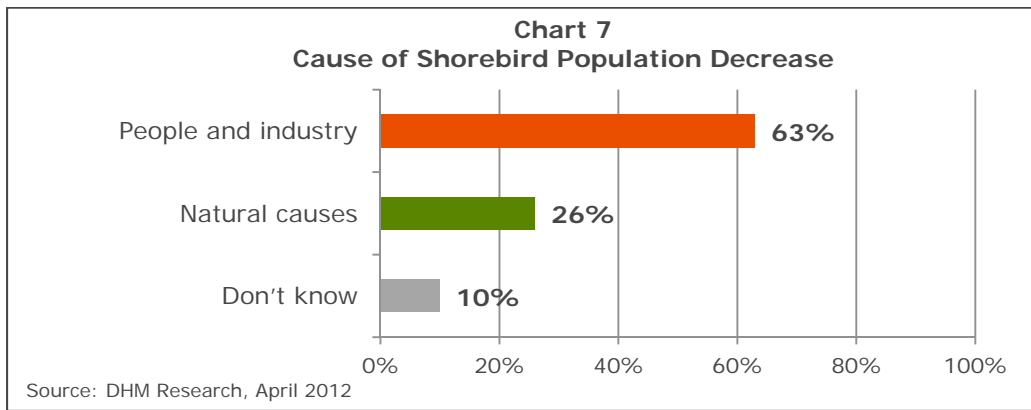
Table 5
Cause for Shorebird Migration

Response Category	N=400
For food	21%
To feed on Horseshoe Crabs eggs	17%
Headed to warmer weather/climate	13%
Natural flight path/they are migratory	13%
To eat fish	8%
To mate/breed	6%
To nest	5%
To rest	5%
All other	4% or less
Don't know/NA	23%

Source: DHM Research, April 2012

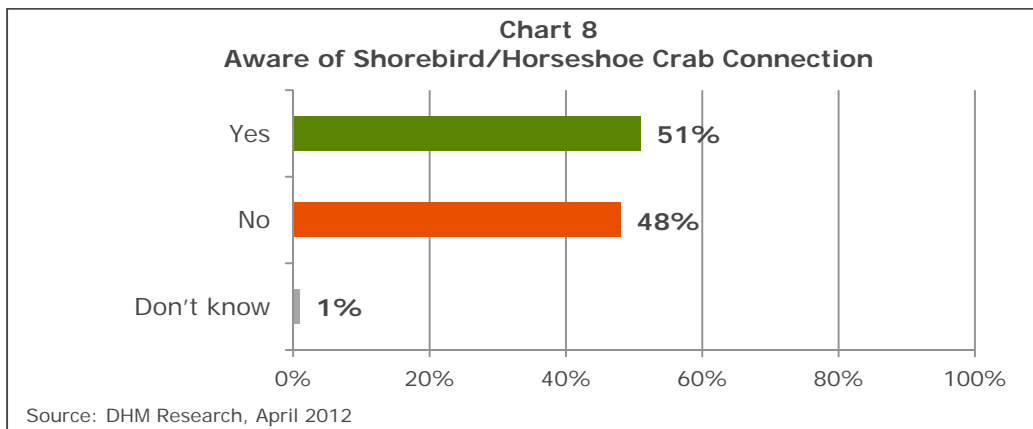
Demographic Differences: Residents ages 18-34 were least likely to know why shorebirds migrate to the Delaware Bay.

Residents were informed that shorebird populations have been decreasing over the years (Q19, Chart 7) and two-thirds (63%) believe the decrease is due to people and industry rather than natural causes (26%). One in ten (10%) did not know.



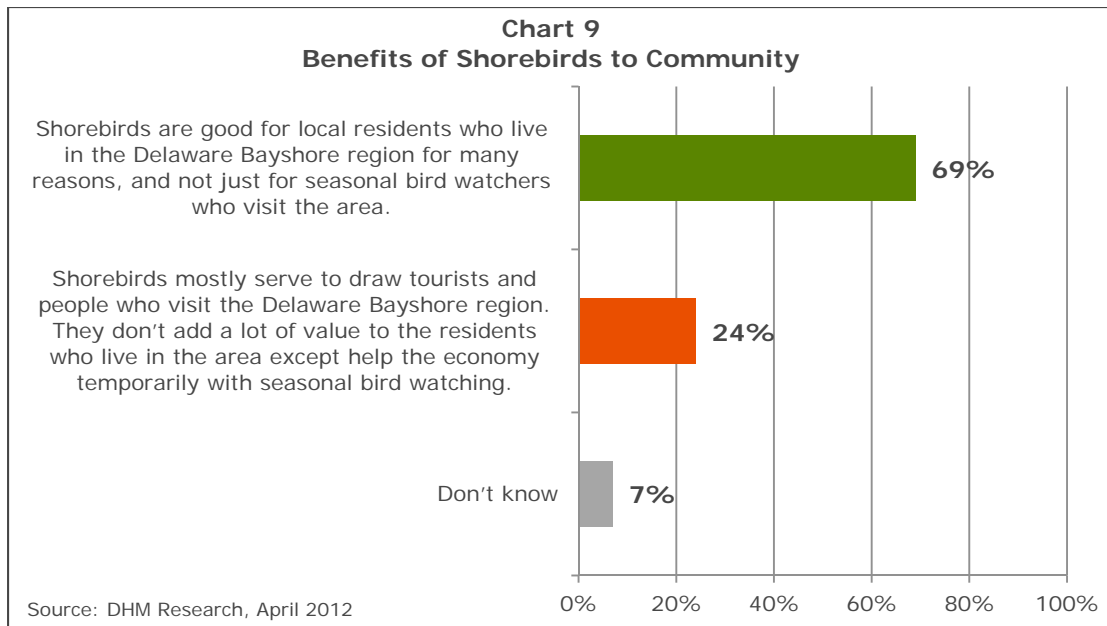
Demographic Differences: Residents ages 35-54 (73%), living in a rural area (66%), and Democrats (72%) were more likely to say people and industry were the cause. Residents ages 55 and older (30%) and Republicans (34%) were more likely to say natural causes.

Residents were told that shorebirds migrate to Delaware Bay in May each year to feed on the eggs of horseshoe crabs. When asked if they were aware of the connection between the shorebird and horseshoe crab, residents were split – 51% aware; 48% not aware (Q20, Chart 8).



Demographic Differences: Men (58%), residents ages 35-54 (51%) and 55 and older (62%), those living in the area 21 years or more (56%), and Republicans (52%) and Independents (61%) were more aware of the connection than other subgroups.

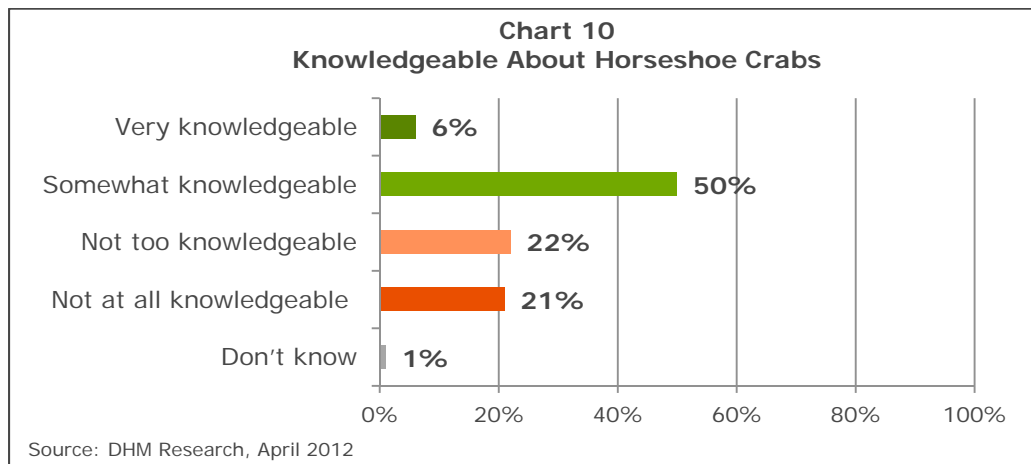
When asked to choose between two statements about the benefits of shorebirds (Q21, Chart 9), 69% of residents agreed that shorebirds are good for local residents, while 24% said shorebirds mostly serve to draw tourists.



Demographic Differences: Women (74%), those living in a rural to suburban areas (80%), and Democrats (80%) were more likely than their counterparts to agree shorebirds are good for local residents and not just for seasonal bird watchers who visit the area.

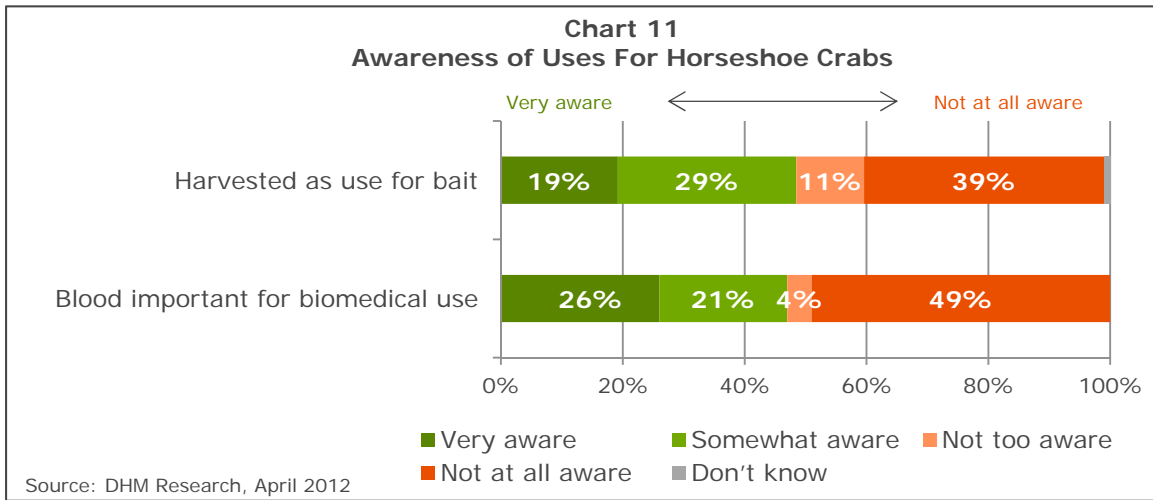
3.5 | Horseshoe Crabs

Over a majority (56%) of residents were knowledgeable about horseshoe crabs (Q22, Chart 10).



Demographic Differences: Men (64%), those living in a rural area (63%), and Republicans (65%) were more likely than their counterparts to be very or somewhat knowledgeable about horseshoe crabs.

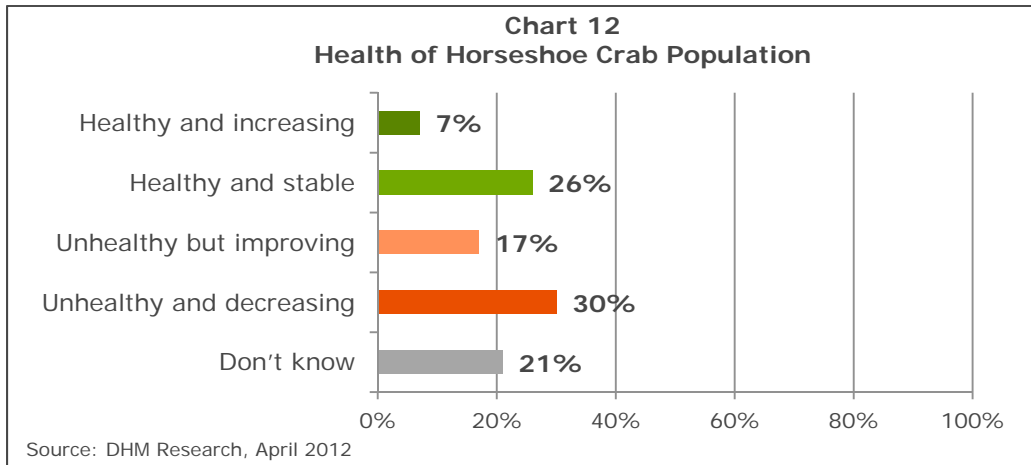
Close to one-half (49%) of residents were aware of the uses for horseshoe crabs (Q23, Chart 11). Fewer than one-half (47%) were very or somewhat aware that the blood of horseshoe crabs has an important biomedical use (Q24).



Demographic Differences: Delaware residents (56%), those 55 and older (57%) and living in the area for 21 years or more (52%), and Republicans and Independents (55% apiece) were more aware that crab is often used as bait.

Similarly, Delaware residents (56%) were also aware horseshoe crabs have an important biomedical use; as were men (53%), residents 55 and older (52%), and Republicans (53%) and Independents (53%).

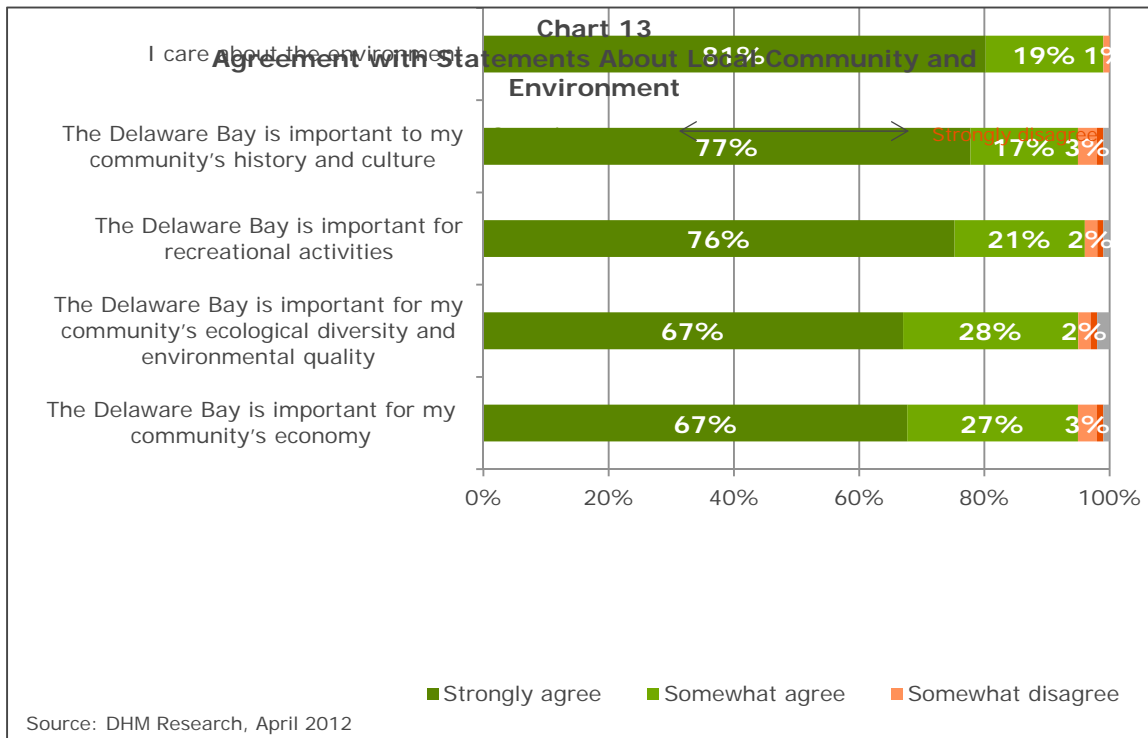
Residents were asked about the health of the Delaware Bay horseshoe crab population (Q25, Chart 12). Just less than one-half (46%) said the horseshoe crab population was unhealthy, with 30% saying it was unhealthy and decreasing. A third (33%) combined said horseshoe crab populations were healthy.



Demographic Differences: Urban residents (50%) were more likely than other areas (suburban: 31%; rural to suburban: 31%; rural: 30%) to feel horseshoe crab populations were healthy. Those with less than a post-graduate degree were also more likely to say crab populations were healthy (36% combined vs. 20% post-graduate).

3.6 | Perceptions & Behaviors

Residents were read statements about their community and asked what level they agreed with each (Q26-30, Chart 13). Almost everyone cared about the environment (81% strongly, 19% somewhat). More than nine in ten said the Delaware Bay is important for recreational activities (combined 97%), and that it is important for ecological diversity and environmental quality (combined 95%), and important to the history and culture of the community (combined 94%), and finally that the Bay is important for the economy (combined 94%).



Demographic Differences: Rural and rural to suburban residents (81% apiece) were more likely than urban residents (70%) to strongly agree the Delaware Bay is important to their history and culture. All residents ages 18-34 (100%) agreed the bay is important for the community's economy.

Also, residents ages 18-34 had the highest agreement that the bay is important for recreational activities.

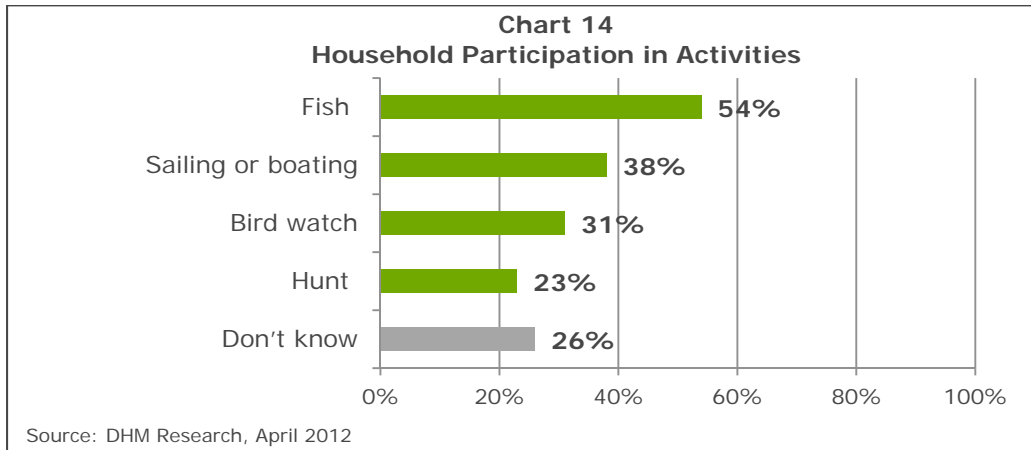
Residents ages 18-34 were more likely than residents 55 and older to agree that ecological diversity was important for the community. Residents of the area for 20 years or fewer were more likely to strongly agree than long-time residents of 21 years or more. Similar to other results, those living in non-urban areas were more likely to strongly agree.

On average residents estimated they spend about one day a year at Delaware Bay, fishing, hunting, hiking, bird watching, and other activities (Q31). However, most (98%) said they

do not spend any time at Delaware Bay on these or other activities.

Demographic Differences: Residents of 11-20 years (mean: 4.6 days) and those living in a rural to suburban area (mean: 7.2 days) were most likely to spend more time at the bay than other subgroups.

More than one-half of residents (54%) said they fish with another four in ten (38%) who sail or boat. A third (31%) said they bird watch and one-quarter (23%) hunt (Q32, Chart 14).



Demographic Differences:

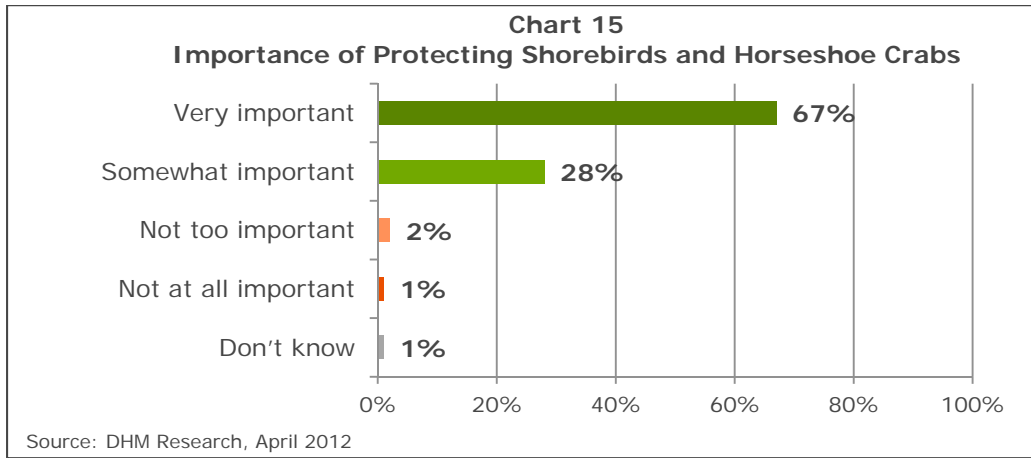
Fishing: Men, residents ages 18-34 and 35-54, those living outside an urban area, and Republicans and Independents were more likely to fish than other subgroups.

Hunting: Younger residents 18-34, residents of 11 or more years, those living outside an urban area, and Republicans and Independents were more likely to hunt.

Bird Watching: New Jersey residents and those living in a rural area were more likely to bird watch.

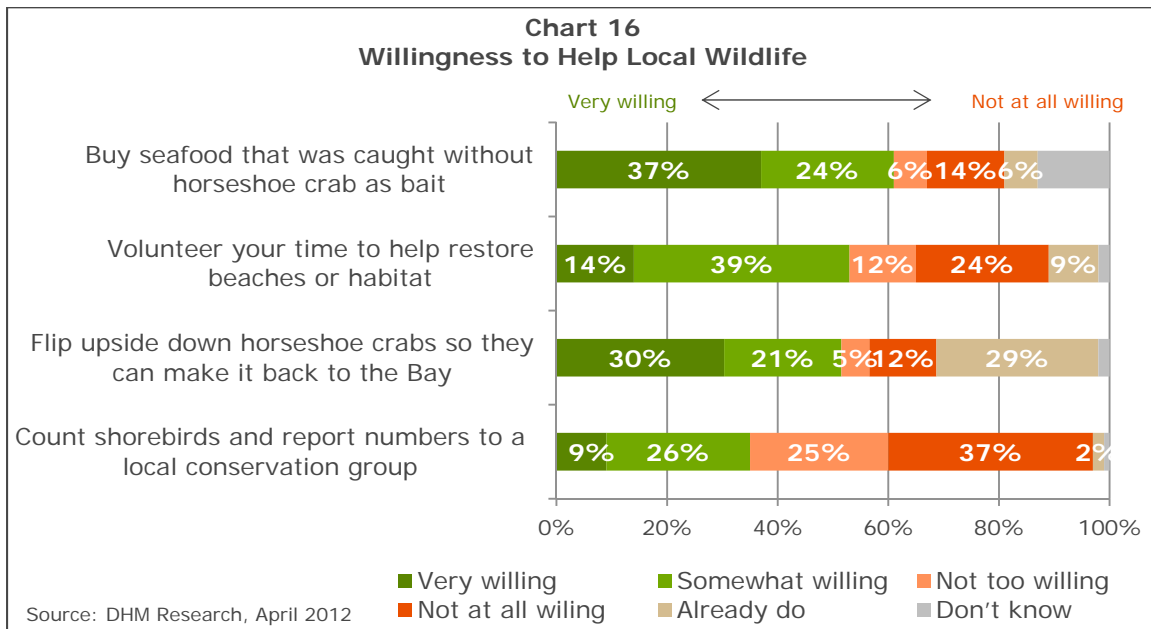
Sailing or boating: Residents living outside an urban area and Republicans were more likely to sail or boat than other subgroups.

A combined 95% said it was important to protect shorebirds and horseshoe crabs in Delaware Bay, with 67% who said it was very important (Q33, Chart 15).



Demographic Differences: While most said protection was important, women (72%), Democrats (76%), and residents living outside an urban area (suburban: 68%; rural to suburban 70%; rural: 68%) were more likely to say protecting shorebirds and horseshoe crabs was very important.

Residents were asked if they would be willing to do a variety of activities to help shorebirds, horseshoe crabs, and other local wildlife in Delaware Bay (Q34-37, Chart 16).



Residents were most willing to buy seafood caught without horseshoe crab as bait (combined very and somewhat willing: 61%). One-half of residents were very or somewhat willing to volunteer time to help restore habitat (53%) and flip upside down horseshoe crabs

so they could make it back to the bay (51%). One-third (35%) was very or somewhat willing to count shorebirds and report numbers to a local conservation group.

Demographic Differences: Younger residents ages 18-34 (71%), residents of 11-20 years (73%), Democrats (70%), and those with a post graduate education (73%) were more likely than their counterparts to buy seafood caught without crab bait.

New Jersey residents (57%), those 54 and younger (18-34: 67%; 35-54: 59%), residents of 11-20 years (65%), living outside of an urban area (suburban: 52%; rural to suburban: 52%; rural: 55%), and Democrats (59%) were more likely to volunteer their time to restore beaches and habitat.

Residents ages 18-34 (57%), those living in the area for 10 years or less (58%), and Republicans (57%) were more likely to flip upside down horseshoe crabs.

Residents living in rural areas (39%) and those with a post graduate education (42%) were more willing to help count shorebirds and report numbers to a local conservation group.

Manomet Shorebird Community Survey
April 18-22, 2012; N=400; Delaware Bayshore residents
15 minutes; margin of error +/- 4.9%
EnviroMedia Social Marketing + DHM Research

Hi, my name is _____ and I'm calling from DHM Research, a public opinion research firm that does research throughout the state. I'm not selling anything; I have a few questions about community issues. May I please speak to someone in the household age 18 or older?

Warm-Up

1. What do you like most about living in the Delaware Bayshore region? (Open, probe for specifics)

Response Category	N= 400
Close to the water/beach/seashore	32%
Close to metropolitan areas	14%
The weather (mild climate, four seasons, etc)	9%
Low tax base	7%
Slower pace/laid back/peaceful	6%
Lived here a long time/grew up here	6%
Centrally-located to variety of places/regions	6%
Rural – countryside/country view	5%
Friendly people	5%
Quiet	5%
All other responses	4% or less
Don't know/NA	4%

The Environment

I'd like to read a list of issues facing the Delaware Bayshore region. Using a scale of 0 to 10, where 0 means that you are not worried at all, and 10 means that you are very worried about that issue, please rate each of the following. You can use any number between 0 and 10. (Randomize list)

Response Category	Mean	8-10	Don't know
2. Economy and jobs	7.6	60%	1%
3. Cost of healthcare	7.3	54%	3%
4. Quality of K-12 education	6.4	38%	5%
5. The environment	6.3	39%	0%

6. What environmental issue concerns you the most? (Open, probe for specifics.)

Response Category	N= 400
Water quality/supply	23%
Air quality	19%
Trash/waste management/landfills	11%
Lack of open space/overdevelopment/overcrowding	7%
Pollution from chemical plants/factories	6%
Keeping the Bay/Ocean clean	5%
All other responses	3% or less
Nothing/None	8%
Don't know	11%

7. Which one of these statements comes closer to your point of view? (Ask: strongly or somewhat)

Response Category	N=400
a. Economic growth should be given more priority, even if the environment suffers to some extent.	
Strongly	20%
Somewhat	18%
b. Protection of the environment should be given more priority even at the risk of slowing economic growth.	
Strongly	32%
Somewhat	25%
c. (Volunteered) Both	2%
Don't know	2%

Delaware Bay

8. Do you believe the water quality of Delaware Bay is very good, good, poor, or very poor?

Response Category	N=400
Very good	4%
Good	53%
Poor	27%
Very poor	8%
Don't know	8%

Do each of these harm wildlife and wildlife habitat in Delaware Bay a lot, some, not much, or not at all? (Randomize)

Response Category	A lot	Some	Not much	Not at all	Don't know
9. Pollution from industrial and commercial sites	51%	33%	9%	3%	3%
10. Pollution from residential sites	18%	52%	17%	9%	4%
11. Pollution from agriculture and farming	26%	48%	15%	8%	4%
12. Commercial fishing	10%	44%	22%	15%	9%
13. Boating, sailing, sport fishing and other recreational activities in the Bay	5%	42%	29%	19%	4%

Shorebird Recovery

14. Red Knots are shorebirds that migrate from Argentina to Delaware Bay and then to the Arctic each year. Are you very knowledgeable, somewhat knowledgeable, not too knowledgeable, or not at all knowledgeable about shorebirds?

Response Category	N=400
Very knowledgeable	4%
Somewhat knowledgeable	27%
Not too knowledgeable	23%
Not at all knowledgeable	46%
Don't know	0%

15. (Rotate 15 & 16) How important are shorebirds to the economy of the area – very important, somewhat important, not too important, or not at all important?

Response Category	N=400
Very important	18%
Somewhat important	42%
Not too important	20%
Not at all important	8%
Don't know	12%

16. (Rotate 15 & 16) How important are shorebirds to the environmental and ecosystem quality of the area – very important, somewhat important, not too important, or not at all important?

Response Category	N=400
Very important	40%
Somewhat important	39%
Not too important	8%
Not at all important	3%
Don't know	9%

17. As I mentioned earlier, shorebirds migrate to Delaware Bay each year. Which month do these shorebirds migrate to the area? If you're not sure, just let me know.

Response Category	N=400
January	0%
February	0%
March	9%
April	17%
May	23%
June	6%
July	0%
August	0%
September	1%
October	1%
November	2%
December	0%
Don't know	40%

18. Why do you believe these shorebirds migrate to Delaware Bay? (Open, probe for specifics.)

Response Category	N=400
For food	21%
To feed on Horseshoe Crabs eggs	17%
Headed to warmer weather/climate	13%
Natural flight path/they are migratory	13%
To eat fish	8%
To mate/breed	6%
To nest	5%
To rest	5%
All other	4% or less
Don't know/NA	23%

19. Shorebird populations have been decreasing over the years. What do you believe is the main cause – the actions of people and industry, or natural causes?

Response Category	N=400
People and industry	63%
Natural causes	26%
Don't know	10%

20. Shorebirds migrate to Delaware Bay in May each year to feed on the eggs of the horseshoe crab. Before I mentioned it, were you aware of this connection between the shorebird and horseshoe crab?

Response Category	N=400
Yes	51%
No	48%
Don't know	1%

21. Which one of these statements comes closer to your point of view?

Response Category	N=400
a. Shorebirds mostly serve to draw tourists and people who visit the Delaware Bayshore region. They don't add a lot of value to the residents who live in the area except help the economy temporarily with seasonal bird watching.	24%
b. Shorebirds are good for local residents who live in the Delaware Bayshore region for many reasons, and not just for seasonal bird watchers who visit the area.	69%
Don't know	7%

Horseshoe Crabs

22. Are you very knowledgeable, somewhat knowledgeable, not too knowledgeable, or not at all knowledgeable about horseshoe crabs in the Delaware Bay?

Response Category	N=400
Very knowledgeable	6%
Somewhat knowledgeable	50%
Not too knowledgeable	22%
Not at all knowledgeable	21%
Don't know	1%

23. Horseshoe crabs are harvested from the Delaware Bay for use as bait in fisheries. Before I mentioned it, were you very aware, somewhat aware, not too aware, or not at all aware of the use of horseshoe crabs as bait?

Response Category	N=400
Very aware	19%
Somewhat aware	29%
Not too aware	11%
Not at all aware	39%
Don't know	1%

24. The blood of horseshoe crabs has an important biomedical use. Before I mentioned it, were you very aware, somewhat aware, not too aware, or not at all aware of this?

Response Category	N=400
Very aware	26%
Somewhat aware	21%
Not too aware	4%
Not at all aware	49%
Don't know	0%

25. Do you believe that the population of horseshoe crabs in Delaware Bay is

Response Category	N=400
a. Healthy and increasing	7%
b. Healthy and stable	26%
c. Unhealthy but improving	17%
d. Unhealthy and decreasing	30%
Don't know	21%

Personal Perceptions & Behaviors

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements? (Rotate list)

Response Category	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	Don't know
26. I care about the environment	81%	19%	1%	0%	0%
27. The Delaware Bay is important to my community's history and culture	77%	17%	3%	1%	1%
28. The Delaware Bay is important for my community's economy	67%	27%	3%	1%	1%
29. The Delaware Bay is important for recreational activities	76%	21%	2%	1%	1%
30. The Delaware Bay is important for my community's ecological diversity and environmental quality	67%	28%	2%	1%	2%

31. How many days a year do you spend at Delaware Bay participating in activities like fishing, hunting, hiking, bird watching, and other activities? Just your best guess is OK. (Record number.)

Response Category	N=400
Mean	1.3

32. Do you or members of your household participate in these activities? (Randomize)

Response Category	N=400
a. Fish	54%
b. Hunt	23%
c. Bird watch	31%
d. Sailing or boating	38%
Don't know	26%

33. Do you believe it's very important, somewhat important, not too important, or not at all important to protect shorebirds and horseshoe crabs in Delaware Bay?

Response Category	N=400
Very important	67%
Somewhat important	28%
Not too important	2%
Not at all important	1%
Don't know	1%

Are you very willing, somewhat willing, not too willing, or not at all willing to do the following to help shorebirds, horseshoe crabs, and other local wildlife in Delaware Bay? Let me know if you already do these things. (Randomize)

Response Category	Very willing	Smwt willing	Not too willing	Not at all willing	Already do	Don't know
34. Buy seafood that was caught without horseshoe crab as bait	37%	24%	6%	14%	6%	13%
35. Volunteer your time to help restore beaches or habitat	14%	39%	12%	24%	9%	2%
36. Flip upside down horseshoe crabs so they can make it back to the Bay	30%	21%	5%	12%	29%	2%
37. Count shorebirds and report numbers to a local conservation group	9%	26%	25%	37%	2%	1%

Demographics

These last questions make sure we have a representative sample. It's important that we get answers to each question. Answers are completely confidential.

**age and gender quotas should be met by area

38. Area (from sample)

Response Category	N=400
Delaware	47% (N=188)
New Jersey	53% (N=212)

39. How many years have you lived in the Delaware Bayshore area? (record number)

Response Category	N=400
0-10yrs	15%
11-20yrs	21%
21+yrs	62%
Refused	1%

40. Do you consider where you live to be urban, suburban, rural changing to suburban, or rural?

Response Category	N=400
Urban	10%
Suburban	31%
Rural changing to suburban	16%
Rural	42%
Refused	2%

41. What is your age? (quotas based on side of Delaware Bay)

Response Category	New Jersey Side of Bay	Delaware Side of Bay
18-34	31%	30%
35-54	36%	26%
55+	30%	43%
Refused	2%	2%

42. When it comes to politics, do you consider yourself a Democrat, Republican, or something else?

Response Category	N=400
Democrat	26%
Republican	29%
Independent/something else	29%
Refused	16%

43. What is the highest level of education that you've had the opportunity to complete?

Response Category	N=400
Less than HS diploma	2%
High school graduate	28%
2 year degree, community college, or technical school	28%
4 year college graduate	24%
Post graduate	17%
Refused	1%

44. How worried are you about your family's personal financial situation – not at all worried, not too worried, somewhat worried, or very worried?

Response Category	N=400
Not at all worried	17%
Not too worried	28%
Somewhat worried	34%
Very worried	20%
Refused	1%

45. (Do not ask) Gender

Response Category	New Jersey Side of Bay	Delaware Side of Bay
Male	48%	48%
Female	52%	52%