

**TOPLINE**  
**New England Ocean Survey**  
**Results by State and Political Affiliation**  
**Adult Population 18+**  
**July 11, 2016**

*This document reports the findings from a survey of 400 citizens in the state of Massachusetts and 403 citizens of Rhode Island. The survey was conducted between June 21 and July 1, 2016 using random digit-dial landline and cell phone samples. Sampling employed all best practices for reaching cell-only households. Interviewing was controlled to be representative for gender, age, ethnicity and county residency. The margin of error for each state sample is +/-5.0 percentage points at the 95% confidence level. The document shows the survey questions in the order and exact wording in which they were asked.*

Hello, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_. We are conducting a survey of people living in the New England region. The survey is regarding your opinions about the ocean off the coast of New England [where required by law: and is being conducted on behalf of Edge Research.] This is not a sales call and I will not ask you for a contribution or donation.

*[Questions 1-3 establish that the respondent is over 18 and age; that they live in Rhode Island or Massachusetts; and gender.]*

**ROTATE NEXT TWO QUESTIONS**

4. Thinking only about New England’s ocean waters, would you say the ocean off the coast of New England is it in [READ ANSWER CATEGORIES]
- 5 Very Good health
  - 4 Somewhat Good health
  - 3 Only Fair health
  - 2 Somewhat Poor health
  - 1 Very poor health
  - 6 or are you not sure about this?

	Total	STATES		POLITICAL AFFILIATION			
	Total	Massachu setts	Rhode Island	DEMOCR AT	INDEPEN DENT	REPUBLI CAN	OTHER
<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
Very Good health	13%	14%	11%	12%	10%	19%	10%
Somewhat Good health	42%	41%	42%	42%	42%	46%	33%
Only Fair health	22%	21%	22%	24%	23%	17%	17%
Somewhat Poor health	9%	9%	10%	9%	10%	8%	11%
Very poor health	2%	2%	2%	2%	3%	1%	3%
or are you not sure about this?	12%	13%	12%	10%	12%	9%	26%

5. Overall, how important is a healthy ocean with plentiful and diverse marine life to you personally? Is it [READ LIST:]

- 5 Very important
- 4 Fairly important
- 3 Neither important nor unimportant
- 2 Fairly unimportant
- 1 Very unimportant
- 6 or do you not have an opinion?

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Very important	71%	69%	72%	74%	65%	71%	73%
Fairly important	16%	19%	13%	12%	20%	17%	15%
Neither important nor unimportant	2%	2%	1%	1%	2%	3%	1%
Fairly unimportant	3%	2%	3%	2%	3%	2%	2%
Very unimportant	7%	7%	8%	8%	9%	3%	7%
or do you not have an opinion?	2%	2%	2%	2%	1%	3%	2%

6. On **land**, the U.S. protects some places from commercial activities and development, such as unique and scenic places, or areas that support diverse wildlife and are important to the ecosystem. Do you favor or oppose permanently protecting some special areas in the U.S. **ocean** from activities like drilling, mining and fishing?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Neutral/undecided
- 4 Somewhat oppose
- 5 Strongly oppose

	Total	STATES		POLITICAL AFFILIATION			
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Strongly favor	62%	61%	64%	71%	62%	48%	58%
Somewhat favor	18%	19%	17%	16%	17%	28%	14%
Neutral/undecided	7%	7%	7%	5%	10%	6%	8%
Somewhat oppose	5%	5%	4%	3%	6%	6%	5%
Strongly oppose	6%	6%	6%	4%	4%	10%	11%
Don't Know/Did Not Answer	2%	3%	2%	2%	2%	3%	4%
FAVOR (NET)	80%	80%	81%	86%	79%	76%	72%
OPPOSE (NET)	11%	11%	10%	7%	10%	15%	16%

7. Off the coast of New England are several significant areas that have been proposed for protection from activities like drilling, mining and fishing. The areas contain features like unique deep sea canyons, extinct volcanoes, and deep-water corals. In these areas, we find a great diversity and abundance of marine life, including large numbers of whales, dolphins, sharks, and seabirds, countless fish species, and the largest kelp forest on the Atlantic coast. These areas are hotspots for many different ocean species because they are rich feeding grounds and offer a variety of habitats.

Hearing about these areas, would you favor or oppose protecting them from activities like drilling, mining and fishing, or don't you have an opinion on this? [OFFER TO READ AGAIN TO RESPONDENT IF NECESSARY]

IF FAVOR/OPOSE, FOLLOWUP WITH: And is that strongly [favor/oppose] or somewhat [favor/oppose]? CODE FROM LIST

- 5 Strongly favor
- 4 Somewhat favor
- 3 Neutral/undecided
- 2 Somewhat oppose
- 1 Strongly oppose

	Total	STATES		POLITICAL AFFILIATION			
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Strongly favor	65%	64%	67%	73%	61%	56%	64%
Somewhat favor	13%	16%	10%	9%	17%	17%	11%
Neutral/undecided	6%	6%	7%	5%	8%	7%	7%
Somewhat oppose	4%	5%	4%	4%	4%	7%	3%
Strongly oppose	8%	8%	8%	6%	9%	10%	9%
Don't Know/Did Not Answer	3%	3%	3%	3%	2%	3%	7%
FAVOR (NET)	78%	79%	77%	82%	78%	73%	75%
OPOSE (NET)	12%	12%	12%	10%	13%	17%	12%

8. While there is currently no drilling and mining in these areas, there is some commercial fishing activity. Protecting these areas would prohibit the fishing activity in these limited areas and could result in a small adverse economic impact on commercial fishing. Considering this, would you favor or oppose protecting these areas from activities like drilling, mining and fishing, or don't you have an opinion on this? [OFFER TO READ AGAIN TO RESPONDENT IF NECESSARY]

IF FAVOR/OPOSE, FOLLOWUP WITH: And is that strongly [favor/oppose] or somewhat [favor/oppose]? CODE FROM LIST

- 5 Strongly favor
- 4 Somewhat favor
- 3 Neutral/undecided
- 2 Somewhat oppose
- 1 Strongly oppose

	Total	STATES		POLITICAL AFFILIATION			
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Strongly favor	35%	33%	38%	40%	36%	26%	35%
Somewhat favor	19%	21%	17%	21%	18%	19%	15%
Neutral/undecided	18%	18%	18%	18%	19%	16%	17%
Somewhat oppose	12%	14%	10%	10%	13%	14%	13%
Strongly oppose	10%	10%	11%	8%	10%	19%	9%
Don't Know/Did Not Answer	5%	5%	6%	4%	4%	7%	11%
FAVOR (NET)	54%	54%	55%	60%	54%	44%	50%
OPPOSE (NET)	22%	24%	21%	18%	23%	33%	22%

9. Next, for each item that I read, please tell me whether you think it is an excellent, good, only fair, or poor reason to protect these areas. If you are not sure about a particular item, just say so.

- 1 Excellent reason
- 2 Good reason
- 3 Only Fair reason
- 4 Poor reason
- 5 Not sure

		Total	STATES		POLITICAL AFFILIATION			
		Total	Massachu setts	Rhode Island	DEMOCR AT	INDEPEN DENT	REPUBLI CAN	OTHER
<b>While past presidents have designated several national monuments to protect areas in the U.S. Pacific, this would be the first of its kind in the U.S. Atlantic Ocean.</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	40%	39%	41%	44%	36%	38%	41%
	Good reason	31%	30%	32%	33%	31%	28%	26%
	Only Fair reason	15%	17%	13%	15%	17%	15%	10%
	Poor reason	8%	10%	5%	3%	10%	14%	8%
	Not sure	7%	5%	8%	5%	6%	5%	15%
<b>Less than 1% of the U.S. continental ocean waters are fully protected from extractive activities like drilling, mining and fishing.</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	40%	35%	44%	42%	40%	37%	34%
	Good reason	30%	34%	26%	32%	29%	28%	26%
	Only Fair reason	11%	11%	11%	11%	10%	15%	9%
	Poor reason	11%	13%	10%	7%	13%	14%	16%
	Not sure	8%	7%	10%	8%	7%	6%	15%
<b>These areas are rare, unique, and host to many species of ocean wildlife, and deserve protection as much as similar places on land</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	58%	57%	59%	62%	58%	49%	55%
	Good reason	28%	29%	27%	29%	29%	28%	22%
	Only Fair reason	8%	8%	8%	5%	8%	14%	11%
	Poor reason	3%	4%	2%	1%	3%	6%	4%
	Not sure	3%	3%	4%	3%	3%	2%	8%
<b>Because these areas support New England's ocean wildlife viewing, recreational and commercial fishing industries, protecting them would be an investment in the future of these parts of New England's economy.</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	50%	47%	54%	53%	50%	44%	49%
	Good reason	32%	34%	29%	31%	33%	33%	28%
	Only Fair reason	9%	10%	9%	9%	9%	10%	11%
	Poor reason	4%	5%	2%	2%	3%	8%	4%
	Not sure	5%	5%	5%	5%	5%	4%	8%
<b>These areas are heavily studied by marine scientists as natural laboratories for understanding ocean systems, and new species are still being discovered.</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	51%	50%	51%	57%	48%	40%	49%
	Good reason	34%	36%	32%	32%	36%	38%	29%
	Only Fair reason	9%	8%	9%	6%	12%	12%	7%
	Poor reason	3%	4%	3%	2%	3%	6%	7%
	Not sure	3%	2%	5%	3%	1%	4%	9%
<b>Pressure to increase commercial activities in the ocean is building, and protection could safeguard these fragile habitats from damage.</b>	<b>Base: Total Respondents</b>	<b>803</b>	<b>400</b>	<b>403</b>	<b>329</b>	<b>238</b>	<b>144</b>	<b>92</b>
	Excellent reason	49%	44%	55%	53%	47%	44%	50%
	Good reason	33%	38%	28%	35%	34%	33%	24%
	Only Fair reason	8%	9%	7%	5%	8%	11%	15%
	Poor reason	4%	6%	2%	2%	5%	7%	5%
	Not sure	6%	5%	7%	6%	7%	4%	5%

10. Finally, would you favor or oppose the President permanently protecting the areas we just described off New England’s coast by designating them as a *national monument*? [READ CHOICES:]

IF F/O, FOLLOWUP WITH: And is that strongly [favor oppose] or somewhat [favor/oppose]?  
CODE FROM LIST

- 5 Strongly favor
- 4 Somewhat favor
- 3 Neutral/undecided
- 2 Somewhat oppose
- 1 Strongly oppose

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Strongly favor	46%	45%	47%	53%	40%	38%	49%
Somewhat favor	21%	20%	22%	20%	24%	19%	21%
Neutral/undecided	9%	10%	9%	7%	11%	13%	10%
Somewhat oppose	7%	7%	7%	5%	7%	9%	8%
Strongly oppose	14%	16%	12%	13%	16%	17%	9%
Don't Know/Did Not Answer	3%	2%	3%	1%	3%	5%	4%
FAVOR (NET)	67%	65%	69%	73%	63%	57%	70%
OPPOSE (NET)	21%	23%	19%	18%	23%	26%	16%

Thank you very much for your time. I have just a couple remaining questions are for classification purposes.

*[Questions 11-16 are demographic questions for classification purposes.]*