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# Georgia's Coast: Interest, Knowledge & Attitudes

Survey Report



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## Methodology

Researchers analyzed 436 on-line surveys collected between September and October 2019. Chi Square analysis was conducted with  $p > .1$  chance of statistical error to determine differences in group responses.

The Georgia's Coast: Interest, Knowledge and Attitudes survey had a completion rate of 76% and an average response time of 16 minutes. The survey included incentives (raffle prizes and \$5 donation made to an environmental organization) for completion. Invitations to participate were primarily sent through organizations that had an environmental focus but appeals to participants were also made to the larger public through media releases.

For the purposes of this report, the following categories were used to evaluate differences.

- Age: Younger = 34 and under; Middle= Between 35 and 49; Older = 50+
- Education: Lower= college degree, certificate or less; Higher = graduate degree
- Household Composition: No Children; With Children
- Gender: Female; Male
- Residence: Georgia Coastal (10 Counties); Georgia Mainland (146 Counties); Outside Georgia
- Political Leaning: Conservative; Moderate; Progressive/Liberal
- Socio-Economic Status: Lower = \$39,999 or less; Middle = \$40,000 - \$99,999; Upper = \$100,000+

*See demographic breakdown of respondents in the appendix section.*

## Limits to Generalizability

Online surveys have distinctive features related to design, distribution and evaluation of data. Relevance of the survey topic has been shown to influence response rates (Groves et al, 2000), as has survey fatigue (Liu & Wronski, 2017; Porter, 2004b; Saxon et al, 2003), and even such factors as the focus of the study, the methods of contact, the methods of data collection, and the wording of the questionnaire title (Crawford, McCabe, & Pope, 2005; Dillman, 2000; Dillman & Frey, 1974; Dillman, & Smyth, 2007; Goyder, 1987; Hox & Deleeuw, 1994; Lund & Gram, 1998; Miller, 1991). Fan and Yan (2010) established five survey delivery elements affecting survey response rate. These elements are sample, delivery mode, invitation design, the use of pre-notification and reminders, and the use of incentives.

In general, more educated and more affluent people are more likely to participate in surveys than less educated and less affluent people (Curtin, Presser, and Singer, 2000; Goyder, Warriner, & Miller, 2002; Singer, van Hoewyk, & Maher, 2000). Women are more likely to participate than men (Curtin et al 2000; Moore & Tarnai, 2002; Singer et al 2000), white people are more likely to participate than non-white people (Curtin et al 2000; Groves, Singer, & Corning, 2000; Voight, Koepsell & Daling, 2003) and urban residents are more likely than rural (Reips, 2002).

Another influencer is that participants may not respond to questions accurately if they believe that their answer is not socially desirable (Crowne and Marlowe 1960; Silver, Anderson, and Abramson 1986). Also, progressive leaning respondents are much more likely to participate than conservatives and individuals from smaller households are more likely to participate than those from larger ones (Hargittai & Karaoglu, 2018).

## Respondent Profile:

The typical respondent to this online survey was a white, older female, living in one of Georgia's largest urban coastal communities with advanced education and moderate to progressive political leanings. Respondents were more likely to be from a household without children and with an annual household income above \$60,000. While these attributes are not reflective of the entire population of the state of Georgia, they do closely mirror the population that participates in online surveys. This is especially true considering the focus being on interests, attitudes and knowledge regarding Georgia's coast.

Results

**Q1. How important is Georgia’s coast to you (beaches, waterways, rivers, etc.)?**

Answer Choices	Responses	
Not at all important	0.00%	0
Not very important	0.00%	0
I don’t know	0.23%	1
Somewhat important	2.03%	9
Very important	97.74%	433
	<b>Answered</b>	<b>443</b>
	<b>Skipped</b>	<b>3</b>

**Q2. Which of the following communities and destinations have you ever visited for recreational purposes on Georgia's coast? (check all that apply)**

Answer Choices	Responses	
Savannah	95.29%	425
Tybee Island	81.39%	363
Skidaway Island State Park	45.96%	205
Wormsloe State Historic Site	36.77%	164
McAllister State Park	23.32%	104
Darien	71.08%	317
Sapelo Island	50.90%	227
Brunswick	83.63%	373
Little St. Simons Island	41.26%	184
St. Simons Island	89.24%	398
Sea Island	48.43%	216
Jekyll Island	91.70%	409
St. Marys	63.90%	285
Cumberland Island	60.31%	269
Crooked River State Park	28.48%	127
Okefenokee Swamp National Wildlife Refuge	61.66%	275
Savannah River	47.53%	212
Altamaha River	53.36%	238
Satilla River	35.87%	160
Ogeechee River	26.91%	120
St. Marys River	30.72%	137
Fort King George	34.75%	155
Savannah National Wildlife Refuge	31.61%	141
Other (please specify)	13.00%	58
	<b>Answered</b>	<b>446</b>
	<b>Skipped</b>	<b>0</b>

Other locations identified included the following:

- Altamaha WMA (3)
- Ashantilly Plantation (2)
- Blackbeard Island (7)
- Broadfield (1)
- Butler Plantation (1)
- Cabin Bluff (1)
- Cabretta (1)
- Cathead Creek (1)
- Dover Bluff (1)
- Folkston Funnel (1)
- Fort Frederica (4)
- Fort Pulaski (1)
- Harris Neck Wildlife Refuge (16)
- Herb Creek (1)
- Hofwyl Plantation (3)
- Little Cumberland Island (3)
- Little Tybee Island (7)
- Midway (2)
- Oakland Island (1)
- Ogee Canal (1)
- Ohooppee River (1)
- Ossabaw Island (10)
- Shellman Bluff (1)
- Skidaway River (1)
- St. Catherine's Island (7)
- Sunbury (2)
- Turner's Creek (1)
- Wassaw Island (10)
- Whitmarsh Preserve (1)

Q2 Continued

Additional Findings:

Older respondents were significantly more likely to report visiting Darien, St. Marys and Fort King George as compared to younger respondents.

Coastal residents were significantly more likely to report visiting McAllister State Park, Darien, Sea Island, St Marys, Fort King George and Savannah NWR as compared to Georgia mainland residents.

Households with children were significantly more likely to visit McAllister State Park as compared to households without children. Household without children were significantly more likely to visit Fort King George than those with children.

The top five most reported destinations for non-Georgia residents included the following:

Savannah	90.74%	49
Tybee Island	81.48%	44
Jekyll Island	75.93%	41
St. Simons Island	72.22%	39
Brunswick	61.11%	33

Respondents reporting a higher annual household income were significantly more likely to report visiting the following locations as compared to those reporting lower annual household incomes:

- Jekyll Island
- St Simon's Island
- Brunswick
- St. Marys
- Cumberland Island
- Okefenokee Swamp NWR
- Wormsloe State Historic Site
- Crooked River State Park

**Q3. What made you decide to visit/spend time on Georgia’s coast? (check all that apply)**

Answer Choices	Responses	
I have not visited Georgia's Coast	0.67%	3
Sightseeing	69.96%	312
Being outdoors	87.00%	388
Swimming/Wading	55.83%	249
Diving	4.48%	20
Cycling	33.86%	151
Hunting/Fishing	26.01%	116
Hiking/Walking/Jogging	62.78%	280
Birdwatching/Wildlife viewing	62.11%	277
ATV riding	1.35%	6
Playing with /walking my dog(s)	26.23%	117
Boating (including personal watercrafts, sail boating and motorboats)	41.93%	187
Paddling (including paddle boards, kayaking, canoeing)	47.76%	213
Waterskiing/Wakeboarding/Tubing	5.16%	23
Historical or cultural tours	68.16%	304
Beachcombing/Relaxing on the beach	82.06%	366
Other (please specify)	15.70%	70
	<b>Answered</b>	<b>446</b>
	<b>Skipped</b>	<b>0</b>

Other Responses:

- Camping (6)
- Crabbing (3)
- Dining (2)
- Golfing (3)
- Partying (2)
- Photography (6)
- Sea Turtles (4)
- Shopping (1)
- Surfing (1)

Additional Findings:

Younger respondents were significantly more likely to report swimming/wading than older respondents. They were also more likely to report playing with/walking my dog(s) than middle age or older respondents. Middle aged respondents were significantly more likely to report hiking/walking/ jogging, and birdwatching/wildlife viewing than younger respondents.

Coastal residents were significantly more likely to report hiking/walking/jogging and playing with/walking my dog (s) than Georgia mainland residents. Georgia mainland residents were significantly more likely to report hunting/fishing than coastal residents.

Question 3 continued

Households with children were significantly more likely to report swimming/wading and beachcombing/relaxing on the beach than households without children.

The top five activities identified by non-Georgia residents are as follows:

Being outdoors	79.63%	43
Beachcombing/Relaxing on the beach	79.63%	43
Sightseeing	59.26%	32
Historical or cultural tours	59.26%	32
Birdwatching/Wildlife viewing	42.59%	23

Respondents reporting lower- and middle-income annual household income reported significantly less interest in hunting/fishing activities. Those reporting a higher-annual household income were significantly more likely to report interest in paddling activities compared to middle- income responders.



**Q4. In what County do you live? (select one)**

Glynn	31.97%	141	Wayne	0.45%	2
Chatham	16.33%	72	Atkinson	0.23%	1
Outside of Georgia	12.24%	54	Berrien	0.23%	1
Camden	4.99%	22	Bulloch	0.23%	1
Clarke	3.40%	15	Burke	0.23%	1
Fulton	2.95%	13	Butts	0.23%	1
De Kalb	2.72%	12	Catoosa	0.23%	1
Cobb	2.04%	9	Charlton	0.23%	1
Ware	1.59%	7	Coffee	0.23%	1
Brantley	1.36%	6	Coweta	0.23%	1
Liberty	1.36%	6	Crawford	0.23%	1
Oconee	1.36%	6	Dawson	0.23%	1
McIntosh	1.13%	5	Emanuel	0.23%	1
Candler	0.91%	4	Forsyth	0.23%	1
Gwinnett	0.91%	4	Franklin	0.23%	1
Pierce	0.91%	4	Hall	0.23%	1
Baldwin	0.68%	3	Heard	0.23%	1
Effingham	0.68%	3	Jackson	0.23%	1
Toombs	0.68%	3	Lanier	0.23%	1
Bacon	0.45%	2	Laurens	0.23%	1
Bibb	0.45%	2	Madison	0.23%	1
Bryan	0.45%	2	Miller	0.23%	1
Cherokee	0.45%	2	Montgomery	0.23%	1
Columbia	0.45%	2	Murray	0.23%	1
Fayette	0.45%	2	Peach	0.23%	1
Houston	0.45%	2	Seminole	0.23%	1
Long	0.45%	2	Stephens	0.23%	1
Oglethorpe	0.45%	2	Tift	0.23%	1
Richmond	0.45%	2	Union	0.23%	1
			Walton	0.23%	1
			Whitfield	0.23%	1

Coastal Counties included the following: Bryan, Camden, Chatham, Glynn, Liberty, and McIntosh—and four inland counties—Bulloch, Effingham, Long, and Screven.

Of those responding to the survey, 254 were identified as coastal residents and 133 were identified as Georgia mainland residents. Fifty-four (54) respondents reported they lived outside the state of Georgia.

**Q.5 In the past 12 months, approximately how many times have you been to Georgia's coast for recreational purposes? (select one)**

Answer Choices	Responses	
None	7.01%	31
Once	6.33%	28
2-3 times	13.35%	59
3-5 times	8.60%	38
6-11 times	14.48%	64
12 or more times	50.23%	222
	<b>Answered</b>	<b>442</b>
	<b>Skipped</b>	<b>4</b>

Additional Findings:

Older respondents reported significantly fewer times on the Georgia coast for recreational purposes than younger respondents.

**Q6. What barriers prevent you from spending time on Georgia's coast? (check all that apply)**

Answer Choices	Responses	
Lack of available vacation or recreational time	26.79%	101
I prefer other places (e.g. mountains, indoor activities, etc.)	3.45%	13
I prefer other coasts (e.g. Florida, South Carolina, etc.)	0.80%	3
My family prefers other places	1.59%	6
Lack of transportation	1.86%	7
Lack of affordable accommodations (motels, hotels, campgrounds)	7.69%	29
Lack of accessible parking	3.98%	15
I don't know what there is to do that I would enjoy	0.80%	3
Concerns about water safety	4.24%	16
Concerns about crime and personal safety	1.06%	4
I have physical issues that make spending time on Georgia's coast difficult	0.27%	1
The cost of travel	12.73%	48
There are no barriers	56.23%	212
Other (please specify)	10.08%	38
	<b>Answered</b>	<b>377</b>
	<b>Skipped</b>	<b>69</b>

Other responses include the following:

- Distance from home (4)
- Health of spouse (2)
- Crowds
- Heat (6)
- Like of contiguous hiking and biking trails
- Insects (3)
- Boat access
- Island access
- Traffic (2)

**Additional Findings**

Younger respondents were significantly more likely to report lack of available vacation or recreational time, a preference for other places and the cost of travel than older respondents. Older respondents were significantly more likely to report no barriers as compared to younger respondents.

Georgia mainland respondents were significantly more likely to report lack of available vacation or recreational time and cost of travel as barriers as compared to coastal respondents. Coastal respondents were significantly more likely to report no barriers.

Question 6 continued

Respondents from households without children were significantly more likely to report no barriers as compared to those from households with children.

The top 3 barriers identified by non-Georgia resident respondents included:

The cost of travel	30.30%	10
Lack of available vacation or recreational time	27.27%	9
Lack of affordable accommodations (motels, hotels, campgrounds)	12.12%	4

Respondents from households with a lower annual income reported significantly more barriers related to lack of available vacation or recreational time and lack of affordable accommodations as compared to respondents from middle income households. Respondents from lower income households were also more likely to report the cost of travel as a barrier as compared to respondents from middle- and upper-income households.

**Q7. Based on the last time you engaged in recreational activities on Georgia's coast, which of the following would be true? (check all that apply)**

Answer Choices	Responses	
I haven't been to Georgia coast.	0.70%	3
There was enough accessible parking.	49.53%	213
It was not overcrowded with visitors.	64.19%	276
I was comfortable with the behavior of other visitors (e.g. no criminal, offensive or inappropriate behavior).	76.74%	330
I felt safe.	87.44%	376
There was enough lighting.	51.40%	221
I was comfortable swimming in the water (or letting others).	48.14%	207
It was free from litter.	38.14%	164
There were enough trash receptacles.	38.84%	167
I observed other people enjoying the beach or oceanfront.	79.77%	343
I felt that the community was invested in the coastal environment and natural habitats	57.44%	247
I don't remember.	0.93%	4
	<b>Answered</b>	<b>430</b>
	<b>Skipped</b>	<b>16</b>

**Q8. When you last visited/spent time on Georgia's coast for recreation purposes, which of the following statements would you say would be true? (check all that apply)**

Answer Choices	Responses
I purchased supplies at a local store.	68.77% 273
I stayed at a local hotel, motel or campground.	29.47% 117
I purchased gas at a local station.	72.80% 289
I ate at a local restaurant.	90.18% 358
I visited another local attraction which charged an admission fee.	41.06% 163
I visited another local attraction which had free admission.	49.62% 197
	<b>Answered 397</b>
	<b>Skipped 49</b>

**Additional Findings:**

Respondents from Georgia's mainland were significantly more likely to report purchasing supplies at a local store, staying at a local hotel, motel or campground and purchasing gas at a local station as compared to coastal residents.

Respondents reporting that they were from middle- and upper-income households were significantly more likely to report purchasing supplies at a local store as compared to those from lower-income households.

**Q9. How much money would you estimate you spent during your last time involved in recreational activities on Georgia's coast? (select one)**

Answer Choices	Responses	
\$0	1.75%	7
less than \$100	35.00%	140
\$101 - \$300	26.00%	104
\$301 - \$500	13.00%	52
\$501 - \$750	8.00%	32
\$751 - \$1000	4.50%	18
\$1000 - \$1500	5.00%	20
more than \$1500	6.75%	27
	<b>Answered</b>	<b>400</b>
	<b>Skipped</b>	<b>46</b>

**Additional Findings:**

Georgia residents participating in the survey reported spending a total of approximately \$142,450.00 during their last recreational visit to Georgia's coast. The average amount spent was approximately \$400.00.

When factoring the average number of times respondents engaged in recreational activities on Georgia's coast in the past 12 months, the economic impact would be reasonably estimated as exceeding \$1.35 million.

Coastal residents reported spending significantly less than those from Georgia's mainland.

**Q10 The following is a list of coastal ocean and beach challenges that Georgians are concerned about. To what degree are you CONCERNED about these issues for Georgia's coast?**

	Not at all concerned		Not very concerned		Neutral/No opinion		Somewhat concerned		Very concerned		Total
Climate change/sea level rise	4.17%	17	3.43%	14	5.64%	23	15.20%	62	71.57%	292	408
Wildlife conservation (e.g. sea turtles, shorebirds, marine mammals)	0.00%	0	0.49%	2	0.49%	2	13.79%	56	85.22%	346	406
Dredging/Offshore dredge disposal	1.47%	6	1.72%	7	7.84%	32	26.23%	107	62.75%	256	408
Beach erosion	1.24%	5	5.96%	24	10.17%	41	30.77%	124	51.86%	209	403
Offshore drilling/seismic testing	0.98%	4	1.97%	8	6.39%	26	12.78%	52	77.89%	317	407
Mining of minerals (including sand)	1.72%	7	1.97%	8	11.06%	45	24.82%	101	60.44%	246	407
Habitat loss from coastal development	0.00%	0	0.98%	4	0.74%	3	12.53%	51	85.75%	349	407
Air and water pollution (such as mercury, PCBs, sewage, pesticides, industrial contamination)	0.00%	0	0.74%	3	1.72%	7	14.99%	61	82.56%	336	407
Coal ash (removal, disposal and storage)	0.75%	3	2.00%	8	10.22%	41	20.45%	82	66.58%	267	401
Trash and litter (e.g. plastics)	0.00%	0	0.49%	2	2.72%	11	18.27%	74	78.52%	318	405
Microplastics pollution	0.25%	1	0.50%	2	4.95%	20	20.05%	81	74.26%	300	404
										<b>Answered</b>	<b>408</b>
										<b>Skipped</b>	<b>38</b>



Question 10 continued

Additional Findings:

Younger and older respondents were significantly more likely to select “very concerned” about climate change as compared to middle aged respondents. However, younger respondents were significantly less likely to select “very concerned” regarding all other issues as compared to middle aged and older respondents except for air/water pollution and trash/litter.

Those with less education were significantly more likely to select “very concerned” regarding litter/trash as compared to those with a higher level of education. However, those with less education were significantly less likely to select “very concerned” regarding climate change.

Females were significantly more likely to select “very concerned” about all issues as compared to males except for the issues of climate change, mining materials and coal ash.

Coastal resident respondents were significantly more likely to select “very concerned” for climate change/sea level rise as compared to Georgia mainland respondents. However, Georgia mainland respondents were significantly more likely to select “very concerned” regarding coal ash.

Respondents from household without children were significantly more likely to select “very concerned” regarding beach erosion, mining of materials, air/water pollution and microplastic pollution as compared to those from households with children.

Conservatively leaning respondents selected “very concerned” significantly fewer times on all issues as compared to moderate and progressive/liberal leaning respondents except for the issues of air/water pollution and trash/litter.

Respondents from lower income households selected “very concerned” significantly less often regarding offshore drilling/seismic testing than those from middle and upper incomes. They also selected “very concerned” significantly less often regarding dredging/offshore dredge disposal than those from middle income households.

**Q11. To what degree are you KNOWLEDGEABLE about these issues for Georgia's coast?**

	Not at all knowledgeable		Not very knowledgeable		Somewhat knowledgeable		Very knowledgeable		Total
Climate change/sea level rise	0.25%	1	8.37%	34	59.36%	241	32.02%	130	406
Wildlife conservation (e.g. sea turtles, shorebirds, marine mammals)	0.25%	1	5.90%	24	56.76%	231	37.10%	151	407
Dredging/Offshore dredge disposal	4.19%	17	34.24%	139	50.49%	205	11.08%	45	406
Beach erosion	0.74%	3	21.78%	88	58.91%	238	18.56%	75	404
Off-shore drilling/seismic testing	5.43%	22	27.65%	112	51.36%	208	15.56%	63	405
Mining of minerals (including sand)	11.33%	46	42.12%	171	37.93%	154	8.62%	35	406
Habitat loss from coastal development	1.23%	5	8.35%	34	55.28%	225	35.14%	143	407
Air and water pollution (such as mercury, PCBs, sewage, pesticides, industrial contamination)	2.46%	10	22.91%	93	56.16%	228	18.47%	75	406
Coal ash (removal, disposal and storage)	10.34%	42	35.47%	144	43.35%	176	10.84%	44	406
Trash and litter (e.g. plastics)	0.50%	2	6.68%	27	48.02%	194	44.80%	181	404
Microplastics pollution	4.19%	17	15.27%	62	51.72%	210	28.82%	117	406
								<b>Answered</b>	<b>408</b>
								<b>Skipped</b>	<b>38</b>

**Additional Findings:**

Younger respondents were significantly more likely to report that they were very knowledgeable about wildlife conservation as compared to middle and older aged respondents. They were significantly more likely to report that they were less knowledgeable about the issues of dredging, offshore drilling, mining and coal ash removal than middle and older aged respondents.

Higher educated respondents were significantly more likely to rate themselves as “very knowledgeable” on climate change as compared to those with lesser education.

Question 11 continued:

Males were significantly more likely to rate themselves as “very knowledgeable” as compared to females on all issues.

Georgia mainland respondents were significantly more likely to rate themselves as knowledgeable about coal ash issues as compared to respondents from Georgia's coast.

Respondents reporting a lower household income were significantly more likely to rate themselves as “very knowledgeable” about trash/litter issues as compared to respondents reporting middle or upper household incomes.

**Q12. The following is a list of rivers and waterway system challenges that Georgians are concerned about. How much are you CONCERNED about these issues for Georgia's waterways?**

	Not at all concerned		Not very concerned		Neutral/No opinion		Somewhat concerned		Very concerned		Total
Industrial water discharge	0.27%	1	0.27%	1	2.97%	11	20.00%	74	76.49%	283	370
Runoff from agriculture	0.00%	0	0.81%	3	5.15%	19	31.17%	115	62.87%	232	369
Failing septic systems and untreated sewage overflow	0.00%	0	0.81%	3	4.34%	16	27.37%	101	67.48%	249	369
Runoff from residential areas (stormwater)	0.00%	0	1.36%	5	8.67%	32	41.46%	153	48.51%	179	369
Draining or filling of wetlands	0.27%	1	1.08%	4	2.71%	10	18.70%	69	77.24%	285	369
Overfishing	0.27%	1	5.19%	19	9.56%	35	35.79%	131	49.18%	180	366
Invasion of exotic species	0.00%	0	1.36%	5	5.42%	20	32.25%	119	60.98%	225	369
Flooding	0.54%	2	1.63%	6	9.54%	35	32.43%	119	55.86%	205	367
Drought	0.54%	2	4.36%	16	15.26%	56	38.42%	141	41.42%	152	367
Human alteration of natural waterways	0.27%	1	0.82%	3	8.15%	30	30.98%	114	59.78%	220	368
Coal ash (removal, disposal and storage)	0.27%	1	1.90%	7	14.36%	53	25.20%	93	58.27%	215	369
Trash and litter (e.g. plastic)	0.00%	0	1.08%	4	1.63%	6	19.51%	72	77.78%	287	369
Microplastics pollution	0.00%	0	0.54%	2	6.23%	23	23.04%	85	70.19%	259	369
Wildlife conservation	0.27%	1	0.27%	1	1.36%	5	13.86%	51	84.24%	310	368
										<b>Answered</b>	<b>370</b>
										<b>Skipped</b>	<b>76</b>

Question 12 continued

Additional Findings:

Younger respondents were significantly less concerned on all issues as compared to middle and older aged respondents except for the issue of wildlife conservation.

Males were significantly less likely to report that they were very concerned about runoff from agriculture, failing septic systems/untreated sewage overflow, stormwater runoff, flooding, trash and litter, microplastics and wildlife conservation than female respondents.

Respondents from Georgia's mainland were significantly more likely to report that they are "very concerned" about failing septic systems/untreated sewage, invasion of exotic species, drought, coal ash removal and microplastics as compared to respondents from Georgia's coast.

Respondents from households without children were significantly more likely to report that they were "very concerned" about issues as compared to those with children except for industrial water discharge, failing septic systems/untreated sewage and stormwater runoff.

Conservative leaning respondents were significantly less likely to report that they were "very concerned" on all issues as compared to progressive/liberal leaning respondents except for the issues of failing septic systems/untreated sewage, invasion of exotic species, trash and litter, and wildlife conservation. Moderate leaning respondents were significantly less likely to report that they were "very concerned" about overfishing, drought and human alteration of natural waterways as compared to progressive/liberal leaning respondents. Conservative leaning respondents were significantly less likely to report that they were "very concerned" about runoff from agriculture, stormwater runoff, draining or filling of wetlands, flooding and coal ash removal as compared to moderate leaning respondents.

Respondents reporting that they were from lower-income households were significantly less likely to report that they were "very concerned" about industrial water discharge as compared to those from middle- and upper-income households.

**Q13. The following is a list of rivers and waterway system challenges that Georgians are concerned about. How much are you KNOWLEDGEABLE about these issues for Georgia's waterways?**

	Not at all knowledgeable		Not very knowledgeable		Somewhat knowledgeable		Very knowledgeable		Total
Industrial water discharge	5.18%	19	31.06%	114	54.22%	199	9.54%	35	367
Runoff from agriculture	4.09%	15	26.98%	99	57.22%	210	11.72%	43	367
Failing septic systems and untreated sewage overflow	5.45%	20	34.88%	128	47.41%	174	12.26%	45	367
Runoff from residential areas (stormwater)	4.64%	17	28.69%	105	53.83%	197	12.84%	47	366
Draining or filling of wetlands	3.83%	14	28.42%	104	50.27%	184	17.49%	64	366
Overfishing	4.13%	15	31.68%	115	47.66%	173	16.53%	60	363
Invasion of exotic species	3.83%	14	24.32%	89	48.09%	176	23.77%	87	366
Flooding	3.02%	11	21.70%	79	57.14%	208	18.13%	66	364
Drought	4.68%	17	27.55%	100	55.65%	202	12.12%	44	363
Human alteration of natural water ways	4.37%	16	30.05%	110	51.37%	188	14.21%	52	366
Coal ash (removal, disposal and storage)	9.26%	34	39.24%	144	40.60%	149	10.90%	40	367
Trash and litter (e.g. plastic)	1.63%	6	7.90%	29	53.68%	197	36.78%	135	367
Microplastics pollution	3.84%	14	18.08%	66	51.78%	189	26.30%	96	365
Wildlife conservation	1.10%	4	9.92%	36	52.34%	190	36.64%	133	363
								<b>Answered</b>	<b>368</b>
								<b>Skipped</b>	<b>78</b>

Question 13 continued

Additional Findings:

Younger respondents were significantly more likely to report that they were “very knowledgeable” about the issues of invasion of exotic species, trash and litter and wildlife conservation as compared to older respondents. Overall, younger respondents reported that they were significantly less knowledgeable on the issues of drought and coal ash removal as compared to older respondents.

Males were significantly more likely to report that they were “very knowledgeable” about all issues except drought, trash and litter, and microplastics as compared to female respondents. Female respondents were significantly more likely to report that they were “not very knowledgeable” about industrial water discharge, runoff from agriculture, stormwater runoff, draining or filling of wetlands, overfishing and invasion of exotic species as compared to male respondent.

Coastal respondents were significantly more likely to report that they were less knowledgeable about the issues of runoff from agriculture, failing septic systems/untreated sewage, invasion of exotic species, drought and coal ash removal as compared to Georgia mainland respondents.

Respondents from households with children were significantly more likely to report that they were less knowledgeable about the issues of industrial water discharge, failing septic systems/untreated sewage overflow, draining or filling of the wetlands, and drought as compared to respondents from households without children.

Conservative leaning respondents were significantly more likely to report that they were “very knowledgeable” about issues related to drought, human alteration of natural waterways and wildlife conservation as compared to moderate leaning respondents.

Respondents from households with lower annual income were significantly more likely to report that they were very knowledgeable about trash and litter and microplastics as compared to respondents from higher income households.

**Q14. In the past year, from what sources do you recall getting news and information about environmental issues related to Georgia's coast? (check all that apply)**

Answer Choices	Responses	
Newsletters	55.84%	43
Newspapers	64.94%	50
Radio	35.06%	27
Television	36.36%	28
Internet	80.52%	62
Social Media (Twitter, YouTube, Facebook, etc.)	77.92%	60
Word of mouth	53.25%	41
Church/House of Worship	1.30%	1
Family	25.97%	20
Friends	51.95%	40
Employer	20.78%	16
Government Reports	38.96%	30
None	1.30%	1
Other (please specify)	5.19%	4
	<b>Answered</b>	<b>77</b>
	<b>Skipped</b>	<b>0</b>

Other responses:

Coastal nonprofit organization (3)

Additional Findings:

Older respondents were significantly more likely to report that they got news or information via friends, newsletters and newspapers as compared to middle and younger aged respondents. Older and middle-aged respondents reported significantly more information and news being gathered from radio, television and internet as compared to younger respondents. Middle aged respondents were significantly more likely to report that they gathered information from social media than either younger or older respondents. Younger respondents were significantly more likely to report that they got news and information via word of mouth as compared to middle-aged respondents. Younger and middle-aged respondents were significantly more likely to obtain news and information from their employer than older respondents.

Respondents with higher education levels were significantly more likely to report that they gathered information from newsletters compared to those with lower educational levels.

Male respondents were significantly more likely to report that they gathered news from television, family and government reports as compared to female respondents.

Respondents from Georgia’s coast were significantly more likely to report that they received news and information from newsletters, newspapers, word of mouth or friends as compared to respondents from



Georgia's mainland. Mainland respondents were significantly more likely to report gathering information from social media.

Respondents from households with without children were significantly more likely to report gathering information from newsletters than those in households with children.

Conservative leaning respondents reported that they were significantly less likely to gather information from newsletters and radio as compared to moderate-learning respondents (newsletters) and progressive/liberal learning respondents (radio).

Respondents from lower and moderate-income level households were significantly less likely to report gathering information from government reports as compared to those from upper income households.

**Q15. In the past year, in what Georgia coastal education programs/initiatives have you participated? (check all that apply)**

Answer Choices	Responses	
Lecture/lecture series	49.86%	184
Advanced ecology training series (i.e., Master Naturalist, Master Birder, etc.)	10.03%	37
Adopt-a-Stream or similar citizen science program	9.76%	36
Conferences	23.31%	86
Coastal festival (i.e., CoastFest, Skidaway Marine Science Day)	40.38%	149
Capitol Conservation Day or other lobbying activities	7.59%	28
Hands-on workshop or course on coastal issues/Webinar on coastal issues	14.09%	52
Field trip or guided field program (i.e., barrier island exploration, sea turtle walk, birding program, etc.)	46.07%	170
Guided kayaking/boating/fishing trip	25.47%	94
Volunteer or docent training	18.97%	70
Oyster roast	27.37%	101
A coastal fundraiser	29.54%	109
None of the above	17.62%	65
Other (please specify)	5.96%	22
	<b>Answered</b>	<b>369</b>
	<b>Skipped</b>	<b>77</b>

Other responses include:

- Coastal/river clean-ups (6)
- Sea Turtle conservation projects (4)

**Additional Findings:**

Older respondents were significantly more likely to have participated in lecture series, field trips, oyster roast and/or a coast fundraising event than younger and middle-aged respondents.

Respondents with higher education levels were significantly more likely to have participated in a lecture or conference. Those with less education were significantly more likely to have participated in a coastal festival.

Male respondents were significantly more likely to report having participated in an oyster roast than female respondents.

Coastal resident respondents were significantly more likely to report participating in lectures, conferences, coastal festivals, field trips, oyster roasts and coastal fundraisers as compared to mainland respondents. Georgia mainland residents were significantly more likely to report participation in an adopt-a-stream or similar citizen science program.

Conservative-leaning respondents were significantly less likely to participate in a lecture as compared to moderate-leaning respondents.

Respondents from lower income households were significantly less likely to have participated in a field trip, oyster roast or a coastal fundraiser as compared to respondents from upper income households.

**Q16. With which statements do you agree? (check all that apply)**

Answer Choices	Responses	
I get pleasure from experiencing Georgia's coastal beauty (e.g. marshland sunsets, beachscapes, woodland settings, etc.).	98.38%	365
I value the role Georgia's coast plays in maintaining a healthy planet.	94.88%	352
I value the contribution that Georgia's coast makes to science and education.	94.88%	352
I value the role Georgia's coast plays in my heritage and/or our country's history.	83.83%	311
My employment and household income is tied to Georgia's coast.	22.10%	82
Georgia's coast is vital to the state's economy.	90.57%	336
It is important for the government to enforce ordinances that protect wildlife and habitats on Georgia's coast (e.g. lighting ordinances, leash laws, etc.), even when it causes personal inconveniences.	95.15%	353
Environmental education should be taught in schools.	94.61%	351
	<b>Answered</b>	<b>371</b>
	<b>Skipped</b>	<b>75</b>

Younger respondents were significantly less likely to agree with the statements regarding the contribution that Georgia’s coast makes to science and education, the role it plays in my heritage and/or our country’s history, and the coast being vital to the state’s economy as compared to middle aged and older respondents. Younger and middle-aged respondents were significantly more likely report that their employment and household income is tied to the coast compared to older respondents.

Coastal resident respondents were significantly more likely to report that their employment and household income is tied to Georgia’s coast.

**Q17. Who should be responsible for solving Georgia's coastal environmental problems?**

	Strongly Disagree		Disagree		Agree		Strongly Agree		Total
Business and industry	2.70%	10	2.16%	8	37.84%	140	57.30%	212	370
Local government	0.54%	2	1.35%	5	27.22%	101	70.89%	263	371
Federal government	1.63%	6	5.18%	19	35.69%	131	57.49%	211	367
Individual citizens	1.36%	5	1.36%	5	30.79%	113	66.49%	244	367
Agriculture and forestry	1.63%	6	1.90%	7	38.75%	143	57.72%	213	369
								<b>Answered</b>	<b>371</b>
								<b>Skipped</b>	<b>75</b>

Older respondents were significantly more likely to report that they “strongly agree” that business and industry as well as agriculture and forestry should be responsible for solving problems as compared to younger respondents.

Respondents with higher education were significantly more likely to “strongly agree” that local and federal government should be responsible for solving problems as compared to those with lower education.

Female respondents were significantly more likely to “strongly agree” that business and industry should be responsible for solving problems as compared to male respondents.

Conservative-leaning respondents were significantly less likely to “strongly agree” that any of the identified groups should be responsible for solving problems as compared to moderate and progressive/liberal leaning respondents. However, they were significantly more likely to select “agree” as compared to moderate and progressive/liberal leaning respondents.

Respondents from lower income households were significantly less likely to “strongly agree” that business and industry and individual citizens should be responsible for solving problems as compared to middle- and upper-income household respondents.

**Q18. In which activities do you or your family engage? (select all that apply)**

Answer Choices	Responses	
Conserve water (e.g. take short showers)	82.48%	306
Turn off lights when leaving a room	96.77%	359
Use alternative forms of transportation (e.g. bikes, public transportation, carpooling, etc.)	46.09%	171
Use phosphorus-free lawn fertilizer	28.30%	105
Compost	39.35%	146
Other (please specify)	22.37%	83
	<b>Answered</b>	<b>371</b>
	<b>Skipped</b>	<b>75</b>

Other responses include:

- Recycling (43)
- Repurpose (11)
- Reduce plastic consumption and use (16)
- Avoid fertilizer use (14)
- Educate others (3)
- Drive an energy efficient car/hybrid/electric car (4)
- Have an energy efficient home/conserves energy (15)
- Reduce food waste (6)
- Have no yard or a low maintenance yard (3)
- Avoid pesticides (5)
- Avoid herbicides (5)
- Maintain pollinator habitat/garden (3)
- Pick up litter (3)

**Additional Findings:**

Younger respondents were significantly less likely to report conserving water, using alternative forms of transportation or use phosphorus-free lawn fertilizer as compared to older respondents.

Respondents living on Georgia’s mainland were significantly more likely to report using phosphorus free lawn fertilizer and composting than those living on Georgia’s coast.

Respondents from lower income households were significantly less likely to report using phosphorus-free lawn fertilizer but significantly more likely to report composting as compared to respondents from middle- and upper-income households.

**Q19. Would you say that climate change is best described as a crisis, a major problem but not a crisis, a minor problem, or is it not a problem at all?**

Answer Choices	Responses	
A crisis	68.92%	255
A major problem but not a crisis	21.35%	79
A minor problem	4.86%	18
It is not problem at all	2.43%	9
No opinion	2.43%	9
	<b>Answered</b>	<b>370</b>
	<b>Skipped</b>	<b>76</b>

**Additional Findings:**

Middle-aged respondents were significantly less likely to say climate change was a crisis compared to younger and older respondents.

Higher educated respondents were significantly more likely to say climate change was a crisis compared to less educated respondents.

Female respondents were significantly more likely to say climate change was a crisis compared to male respondents.

Coastal resident respondents were significantly more likely to say climate change was a crisis compared to respondents living on Georgia's mainland.

Conservative leaning respondents were significantly less likely to say that climate change was a crisis compared to moderate and progressive/liberal leaning respondents.

**Q20. Do you think reducing the negative effects of global warming and climate change will require major sacrifices from ordinary Americans, minor sacrifices, or won't it require much sacrifice?**

Answer Choices	Responses	
Major sacrifices	51.48%	191
Minor sacrifices	39.62%	147
Won't require much sacrifice	4.85%	18
No opinion	4.04%	15
	<b>Answered</b>	<b>371</b>
	<b>Skipped</b>	<b>75</b>

**Additional Findings:**

Younger respondents were less likely to report that reducing the negative effects will require major sacrifices as compared to middle and older aged respondents.

Female respondents were significantly more likely to report that reducing negative effects will require a major sacrifice as compared to male respondents.

Conservative leaning respondents were significantly less likely to report that reducing negative effects will require a major sacrifice as compared to moderate and progressive/liberal leaning respondents.

**Q21. Which categories best describe you? (check all that apply)**

Answer Choices	Responses	
Registered Voter	96.17%	352
Frequent/Regular Voter	74.04%	271
Social Conservative	11.75%	43
Fiscal Conservative	24.59%	90
Social Moderate/Centrist	20.77%	76
Fiscal Moderate/Centrist	22.95%	84
Social Liberal/Progressive	43.99%	161
Fiscal Liberal/Progressive	12.84%	47
I am not an active voter	0.55%	2
	<b>Answered</b>	<b>366</b>
	<b>Skipped</b>	<b>80</b>

Additional Findings:

Younger respondents were significantly more likely to report being progressive/liberal leaning as compared to older respondents.

Respondents with higher education were significantly more likely to report being progressive/liberal leaning as compared to those with less education.

Coastal resident respondents were significantly more likely to report being progressive/liberal leaning as compared to Georgia mainland respondents.

Respondents in households with children were significantly more likely to report being progressive/liberal leaning than respondents in households without children.



**Q22. Has your concern or interest in environmental issues on Georgia's coast ever been an influence on who you vote for in an election (local, state or national)? (select one)**

Answer Choices	Responses	
Not at all	4.68%	17
Somewhat	12.12%	44
Yes	36.09%	131
Very much so	41.32%	150
I am not sure	5.79%	21
	<b>Answered</b>	<b>363</b>
	<b>Skipped</b>	<b>83</b>

Moderate and Progressive/Liberal leaning were significantly more likely to report their environmental concerns “very much” influencing who they vote for in an election as compared to conservative leaning respondents.

Respondents from upper income households were significantly more likely to report their environmental concerns “very much” influencing who they vote for in an election as compared to middle-income respondents.

**Q23. In the future, do you anticipate that your concerns or interests in environmental issues on Georgia's coast would ever be an influence in who you vote for in an election (local, state or national)?**

Answer Choices	Responses	
Not at all	0.83%	3
Somewhat	8.54%	31
Yes	36.91%	134
Very much so	50.14%	182
I am unable to vote	1.38%	5
I am not sure	2.20%	8
	<b>Answered</b>	<b>363</b>
	<b>Skipped</b>	<b>83</b>

Additional Findings:

Responses to Q23 were consistent with the findings in Q22.

**Q24. Are you a member of a faith community?**

Answer Choices	Responses	
Yes	49.58%	177
No	50.42%	180
	<b>Answered</b>	<b>357</b>
	<b>Skipped</b>	<b>89</b>

Additional Findings:

Older respondents were significantly more likely to report “yes” as compared to younger respondents.

Respondents from Georgia’s mainland were significantly more likely to say “yes” as compared to residents on Georgia’s coast.

Conservative and moderate leaning respondents were significantly more likely to say “yes” as compared to progressive/ liberal leaning respondents. Conservative leaning respondents were significantly more likely to say “yes” as compared to moderate leaning respondents.

**Q25 Does your congregation or faith community promote the concept of “environmental stewardship” or “creation care?”**

Answer Choices	Responses	
Yes	34.13%	114
No	12.87%	43
I don’t know	52.99%	177
	<b>Answered</b>	<b>334</b>
	<b>Skipped</b>	<b>112</b>

**Q26. Have you ever participated in any of the following activities? (check all that apply)**

Answer Choices	Responses	
Speaking to friends, family or others about issues that you care about	89.69%	322
Donating to or joining a nonprofit advocacy group	84.12%	302
Writing a Letter to the Editor	34.26%	123
Purchasing socially or environmentally responsible products and services	86.35%	310
Boycotting socially or environmentally irresponsible products and services	68.25%	245
Investing in socially or environmentally responsible companies	36.21%	130
Volunteering	79.39%	285
Recycling/Reusing	94.15%	338
Promoting/Sharing advocacy stories or articles on social media	57.38%	206
Attend an advocacy conference or lecture	50.70%	182
Communicate with an elected official (e.g. call, send letter, meet with)	62.95%	226
None of the above	0.28%	1
	<b>Answered</b>	<b>359</b>
	<b>Skipped</b>	<b>87</b>

Additional findings:

Older respondents were significantly more likely to write a letter to the editor or communicate with an elected official as compared to middle and younger aged respondents. Middle aged respondents were significantly more likely to report promoting/sharing advocacy stories or articles on social media as compared to older respondents.

Respondents with higher education were significantly more likely to donate to or join a nonprofit advocacy group.

Male respondents were significantly more likely to write a letter to the editor and female respondents were significantly more likely to purchase socially or environmentally responsible products and services.

Coastal resident respondents were significantly more likely to donate or join a nonprofit advocacy group and attend an advocacy conference or lecture as compared to respondents from Georgia’s mainland.

Conservative-leaning respondents were significantly less likely to purchase socially or environmentally responsible products and services as compared to moderate and progressive/liberal leaning respondents. They were also significantly less likely to communicate with an elected official as compared to moderate and progressive leaning respondents. Progressive/liberal leaning respondents were significantly more likely to attend a conference or lecture as compared with conservative leaning respondents. Progressive/liberal leaning respondents were significantly more likely to boycott socially or environmentally irresponsible products and services as compared to both moderate and conservative leaning respondents. However, Moderate leaning respondents were still significantly more likely to report boycotting irresponsible products and services as compared to conservative leaning respondents.

Respondents from lower income households were significantly less likely to report writing a letter to the editor or investing in socially responsible companies as compared to respondents from upper income households.

**Q27. In the future, in which of the following environmental advocacy activities might you participate? (check all that apply)**

Answer Choices	Responses	
Speaking to friends, family or others about issues that you care about	87.43%	313
Donating to or joining a nonprofit advocacy group	83.24%	298
Writing a Letter to the Editor	42.18%	151
Purchasing socially or environmentally responsible products and services	88.83%	318
Boycotting socially or environmentally irresponsible products and services	75.42%	270
Investing in socially or environmentally responsible companies	56.15%	201
Volunteering	82.68%	296
Recycling/Reusing	94.97%	340
Promoting advocacy stories or articles on social media	65.92%	236
Attend an advocacy conference or lecture	69.83%	250
Communicate with an elected official (e.g. letter, meetings)	73.18%	262
None of the above	0.56%	2
	<b>Answered</b>	<b>358</b>
	<b>Skipped</b>	<b>88</b>

**Additional Findings:**

Younger respondents were more likely to report that their future activities would significantly increase in the areas of writing a letter to the editor, investing in socially responsible companies, attending a conference or lecture and communicating with an elected official. Middle aged respondents were more likely to report that their future activities would include significant increases in all areas except volunteering, recycling, speaking to others and purchasing socially responsible products (areas which are already high for this group). Older respondents were most likely to report significant increases in investing in socially responsible companies and attending a conference or lecture.

**Q28. With which statements do you agree? (check all that apply)**

Answer Choices	Responses	
Everyone in our community should have access to healthy food.	95.64%	329
Small independent farms are important to our regional culture.	95.35%	328
The best way to strengthen our local economy is to support local businesses, growers and food producers.	92.73%	319
Farmers should avoid using synthetic pesticides.	70.06%	241
The government should make sure everyone has access to healthy food.	62.21%	214
Small independent farms are better for the environment than industrial farms.	73.84%	254
People should buy food directly from farmers instead of at a store whenever possible.	62.21%	214
	<b>Answered</b>	<b>344</b>
	<b>Skipped</b>	<b>102</b>

Additional Findings:

Younger respondents were significantly less likely to agree with all the statements except “everyone in our community should have access to healthy food” in comparison to middle and older aged respondents.

Female respondents were significantly more likely to agree with the statement that “farmers should avoid using synthetic pesticides” as compared to male respondents.

Progressive/liberal and moderate leaning respondents were significantly more likely to agree with the statements, “farmers should avoid using synthetic pesticides” and “the government should make sure everyone has access to healthy foods” as compared to conservative leaning respondents.

Progressive/liberal leaning respondents were significantly more likely to agree with the statements “small independent farms are better for the environment then industrial farms” and “people should buy food directly from farmers instead of at a store whenever possible” as compared to moderate and conservative leaning respondents.

Respondents from lower income households were significantly more likely to agree with the statement, “the government should make sure everyone has access to healthy food” as compared to respondents from upper income households. They also were significantly more likely to agree with the statement “people should buy food directly from farms instead of at a store whenever possible” as compared to middle income respondents.

**Q 29. How would you rate your level of agreement with the following statement, "I choose food produced on Georgia's coast whenever possible."**

Answer Choices	Responses	
Strongly agree	35.57%	122
Agree	39.65%	136
Neither agree nor disagree	20.99%	72
Disagree	2.92%	10
Strongly disagree	0.87%	3
	<b>Answered</b>	<b>343</b>
	<b>Skipped</b>	<b>103</b>

Additional Findings:

Older respondents were significantly more likely to “strongly agree” than middle and younger-aged respondents. Middle aged respondents were significantly more likely to “strongly agree” than younger respondents.

Respondents living on Georgia’s coast were significantly more likely to “agree” than respondents living on Georgia’s mainland.

**Q30. Which of the following are barriers to your buying food produced on Georgia's coast? (check all that apply)**

Answer Choices	Responses	
I don't know what foods are produced on Georgia's coast.	30.00%	102
It's not available where I usually buy food.	46.18%	157
Some of the things I eat are not produced locally.	60.59%	206
It's not available year-round.	38.82%	132
I don't know where to find food produced on Georgia's coast	28.82%	98
It's not labelled clearly.	24.41%	83
It's too expensive.	19.12%	65
I raise, grow or hunt for food so I don't need it.	3.53%	12
I can't purchase food grown on Georgia's coast with my EBT card.	0.29%	1
Other (please specify)	8.82%	30
	<b>Answered</b>	<b>340</b>
	<b>Skipped</b>	<b>106</b>

**Additional Findings:**

Younger respondents were significantly more likely to report not knowing what foods are produced on Georgia’s coast, not being available where they usually buy food, not knowing where to find foods produced on Georgia’s coast and it being too expensive as barriers as compared to middle and older aged respondents. Middle and older aged respondents were significantly more likely to report that the food isn’t available year-round.

Male respondents were significantly more likely to report that Georgia produced food isn’t available year-round as compared to female respondents.

Respondents living on Georgia’s mainland were significantly more likely to report that the food isn’t available where they usually buy food and not knowing where to find food produced on Georgia’s coast. Respondents living on Georgia’s coast were significantly more likely to report what they eat isn’t produced locally or it is too expensive.

Respondents living in lower income households were significantly more likely to report that they didn’t know what foods are produced on Georgia coast as compared to respondents from middle- and upper-income households.



**Q31. I intentionally buy the following seafood or chicken products sourced from Georgia's coast whenever possible. (check all that apply)**

Answer Choices	Responses	
Blue Crab	33.72%	116
Clam	13.95%	48
Fish	51.74%	178
Oyster	34.59%	119
Shrimp	80.23%	276
Chicken	25.58%	88
Eggs	39.53%	136
None of the above	12.21%	42
	<b>Answered</b>	<b>344</b>
	<b>Skipped</b>	<b>102</b>

Older aged respondents were significantly more likely to report buying blue crab, fish and shrimp as compared to middle and younger aged respondents. Middle and older aged respondents were significantly more likely to report buying chicken. Younger respondents were significantly more likely to report buying "none of the above."

Male respondents were significantly more likely to report buying blue crab, clam, fish and oyster as compared to female respondents.

Respondents living on Georgia's coast were significantly more likely to report buying blue crab, oyster, shrimp and eggs as compared to respondents from Georgia's mainland.

Respondents from middle- and upper-income households were significantly more likely to report buying blue crabs as compared to respondents from lower income households. Respondents from lower income households were significantly more likely to report buying chicken and eggs.

**Q32. Where do you buy seafood and/or chicken ? (check all that apply)**

Answer Choices	Responses	
Grocery store chain	71.30%	246
Neighborhood/independent market	46.67%	161
Co-op	4.35%	15
Farmer's Market	32.17%	111
Direct from local fish mongers or fishers	41.74%	144
Direct from a local butcher	7.83%	27
I do not buy seafood	6.38%	22
I do not buy chicken	5.80%	20
Other (please specify)	6.38%	22
	<b>Answered</b>	<b>345</b>
	<b>Skipped</b>	<b>101</b>

Other responses

- City Market (2)

Additional Findings:

Older respondents were significantly more likely to report buying at neighborhood/independent market or direct from local fish monger or fishers as compared to middle and younger aged respondents.

Male respondents were significantly more likely to report buying from a grocery store chain than female respondents.

Respondents from upper income households were significantly more likely to report buying direct from local fish monger or fishers as compared to respondents from lower income households.

**Q33. I intentionally buy the following fruit and vegetables grown on Georgia's coast whenever possible. (check all that apply)**

Answer Choices	Responses	
Blueberries	60.76%	209
Collards/Greens	40.12%	138
Corn	43.02%	148
Peaches	65.99%	227
Peanuts	36.92%	127
Pecans	50.87%	175
Onions	59.59%	205
Watermelons	48.26%	166
None of the above	13.08%	45
Other (please specify)	7.85%	27
	<b>Answered</b>	<b>344</b>
	<b>Skipped</b>	<b>102</b>

Other responses

- Tomato (8)
- Strawberries (4)
- Squash (4)
- Field peas (2)

Additional Findings:

Older respondents were significantly more likely to report buying blueberries, peaches, and watermelons as compared to younger respondents. Older and middle-aged respondents were significantly more likely to report buying collards/greens and peanuts as compared to younger respondents. Older respondents were significantly more likely to report buying corn and onions as compared to middle-aged and younger respondents. Older respondents were significantly more likely to report buying pecans as compared to middle aged respondents.

Female respondents were significantly more likely to report buying peaches as compared to male respondents.

Georgia coastal residents were significantly more likely to report buying all listed fruits and vegetables except peanuts, pecans and watermelons as compared to Georgia mainland residents.

Respondents from lower income households were significantly more likely to report buying corn and watermelon as compared to respondents from upper income households.

**Q34. Where do you buy fruit and vegetables?  
(check all that apply)**

Answer Choices	Responses	
Grocery store chain	87.21%	300
Neighborhood/independent market	50.58%	174
Co-op	9.59%	33
Farmer's Market	75.00%	258
Direct from local farmers	34.88%	120
I do not buy fruit	0.29%	1
I do not buy vegetables	0.00%	0
Other (you will need to specify)	4.36%	15
	<b>Answered</b>	<b>344</b>
	<b>Skipped</b>	<b>102</b>

Other responses:

Local fruit/vegetable stand (2)

Additional Findings:

Older respondents were significantly more likely to report buying from farmer's market as compared to younger and middle-aged respondents. Middle and older aged respondents were significantly more likely to report buying from neighborhood/independent market and direct from local farmers as compared to younger respondents.

Respondents living on Georgia's mainland were significantly more likely to report buying direct from local farmers compared to those living on Georgia's coast.

**Q35. From which grocery store chain are you most likely to shop?**

Answer Choices	Responses	
I would not buy fruits and vegetables from a grocery store chain	0.90%	3
Walmart	5.09%	17
Kroger	26.05%	87
Publix	29.04%	97
Trader Joes	1.80%	6
Whole Foods	5.39%	18
Sprouts	0.60%	2
Harvey's	0.30%	1
Sam's Clubs	1.20%	4
Winn-Dixie	10.18%	34
Save-A-Lot	0.00%	0
Food Lion	0.90%	3
Ingles	0.90%	3
Food Depot	0.00%	0
Bi-Lo	0.90%	3
Aldi	2.10%	7
Other (please specify)	14.67%	49
	<b>Answered</b>	<b>334</b>
	<b>Skipped</b>	<b>112</b>

Other responses:

- Lucky's (3)
- Harris Teeter (36)

Additional Findings:

Middle aged respondents were significantly more likely to report shopping at Kroger as compared to younger and older respondents. Younger respondents were significantly more likely to report shopping at Publix as compared to middle and older aged respondents.

Coastal residents were significantly more likely to report shopping at Publix and mainland residents were significantly more likely to report shopping at Kroger.

**Q36. I intentionally buy the following wood products sourced from Georgia's coast whenever possible. (check all that apply)**

Answer Choices	Responses	
Furniture/Cabinetry	5.60%	19
Fence Posts	4.42%	15
Christmas Trees	16.81%	57
Lumber/Siding/Plywood	7.96%	27
Paper/Paperboard Products	8.85%	30
Pine straw	24.19%	82
None of the above	59.59%	202
Other (please specify)	2.95%	10
	<b>Answered</b>	<b>339</b>
	<b>Skipped</b>	<b>107</b>

**Additional Findings:**

Older respondents were significantly more likely to report buying pine straw as compared to younger respondents.

Coastal Georgia residents were significantly more likely to buy pine straw as compared to respondents living on Georgia mainland.

Respondents living in middle- and upper-income households were significantly more likely to report buying pine straw as compared to respondents living in lower income households.

**Q37. When was the last time you were offered a choice of food produced or sourced from Georgia's coast at a restaurant? (select one)**

Answer Choices	Responses	
Past week	21.57%	74
Past month	21.57%	74
Past 3 months	15.45%	53
Past 6 months	9.62%	33
Past year or longer	9.91%	34
Never	5.54%	19
I don't know	16.33%	56
	<b>Answered</b>	<b>343</b>
	<b>Skipped</b>	<b>103</b>

**Additional Findings:**

Younger and older respondents were significantly more likely to report being offered locally sourced food in the past week or month as compared to middle-aged respondents.

Residents of Georgia's coast were significantly more likely to be offered locally sourced food in the past week or month as compared to respondents living on Georgia's mainland.

**Appendix A**

**Demographic Data Results**

**Age**

Answer Choices	Responses	
Less than 18	0.00%	0
18 - 24	2.35%	8
25 - 34	8.53%	29
35 - 49	22.06%	75
50 - 64	37.06%	126
65 and over	30.00%	102

**Gender**

Answer Choices	Responses	
Female	75.59%	257
Male	24.41%	83
Other (please specify)	0.00%	0

**Annual household income (all sources)**

Answer Choices	Responses	
\$0 to \$9,999	0.61%	2
\$10,000 to \$24,999	4.29%	14
\$25,000 to \$39,999	9.20%	30
\$40,000 to \$59,999	18.40%	60
\$60,000 to \$99,999	29.45%	96
\$100,000 to \$149,999	19.02%	62
\$150,000 or more	19.02%	62

**Highest education level completed**

Answer Choices	Responses	
High School Diploma or GED	2.65%	9
Some College	11.21%	38
College Degree (BA, BS, etc.)	41.89%	142
Graduate Degree (MS, MA, PHD, MD)	40.12%	136
Trade School/Vocational Certification	2.06%	7
Other (please specify)	2.06%	7



**Race/ethnicity**

Answer Choices	Responses	
African American/Black	1.77%	6
Asian	0.29%	1
Caucasian/White	96.17%	326
Hispanic	1.18%	4
Native American	1.47%	5
Native Hawaiian/Pacific Islander	0.00%	0
Other (please specify)	2.06%	7

**Current family composition**

Answer Choices	Responses	
Single adult with no children 18 or under	25.15%	85
Single adult with children under 18	5.03%	17
Two adults with no children 18 or under	50.30%	170
Two adults with children under 18	13.91%	47
More than two adults with no children under 18	3.85%	13
More than two adults with children under 18	1.78%	6