

GALVESTON BAY POST-TEST SURVEY

August 1 - 3, 2011

**N = 503 respondents
margin of error: $\pm 4.4\%$**

n = 251 Pearland, m.o.e. $\pm 6.2\%$ (Test Group)

n = 252 Friendswood, m.o.e. $\pm 6.2\%$ (Control Group)

A pre-test survey was conducted July 7 - 14, 2010

OBJECTIVES



1

To measure awareness of Galveston Bay and knowledge / reaction to information seen, read or heard.



2

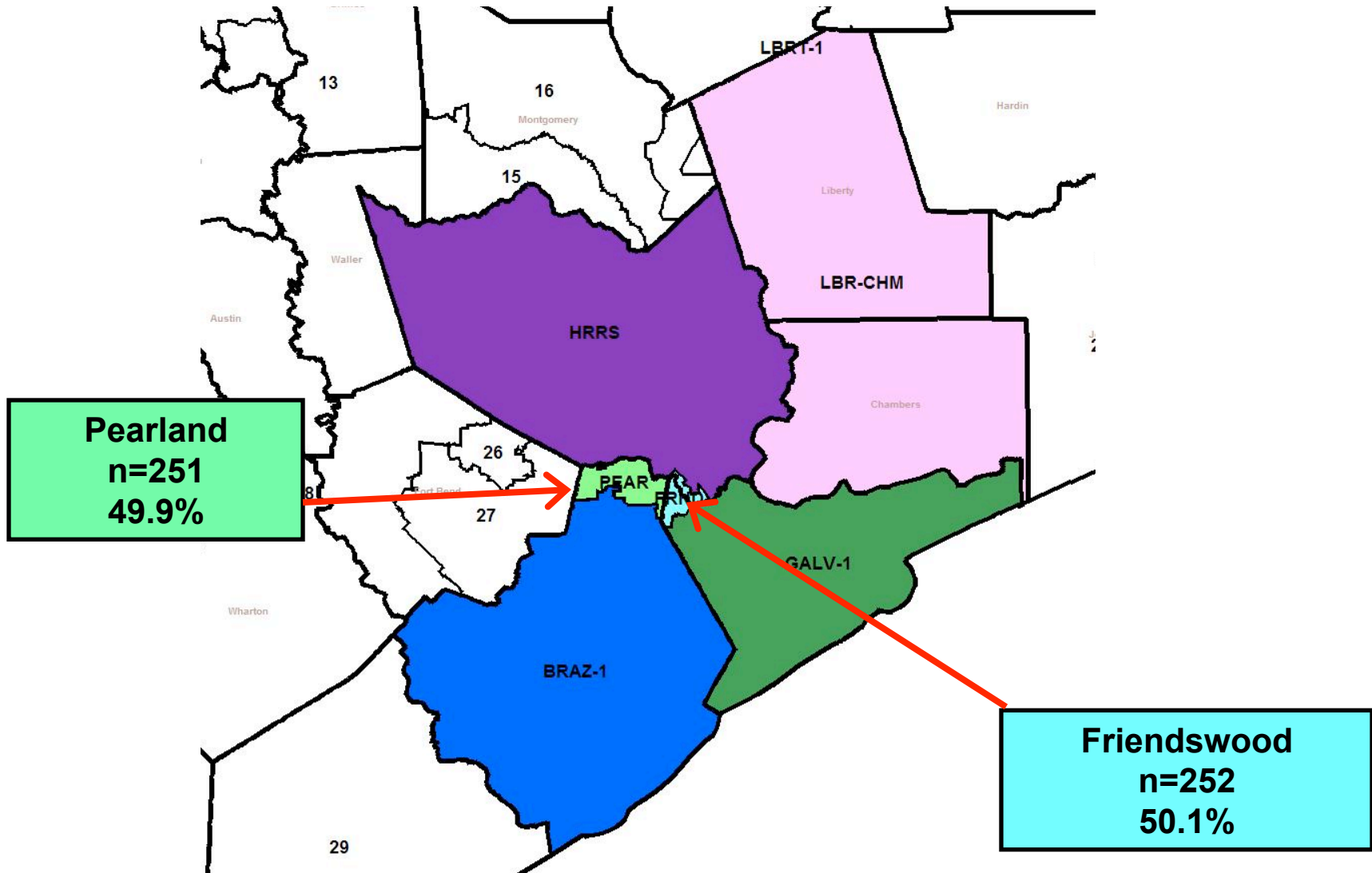
To assess the recall levels of specific information (aided recall) about Galveston Bay.



3

To measure the impact that Galveston Bay has on the community, and to assess respondents' value of Galveston Bay and how important it is to their quality of life.

DISTRIBUTION OF INTERVIEWS

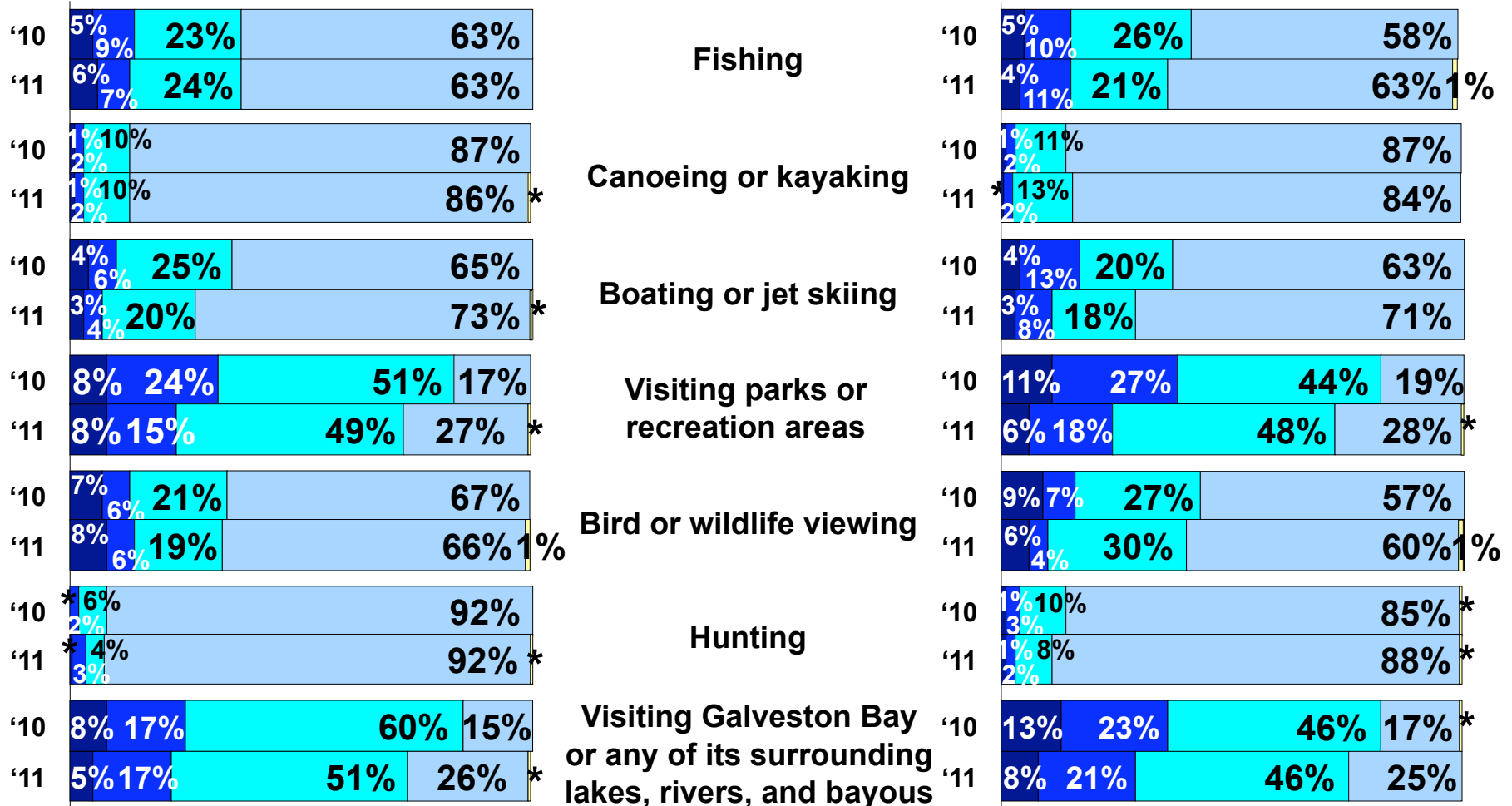


RECREATIONAL PARTICIPATION

Q9. Please tell me if you have participated in the following outdoor recreational activities weekly, monthly, just a few times or not at all in the past two years.

Pearland

Friendswood



■ Weekly

■ Monthly

■ A few times

■ Not at all

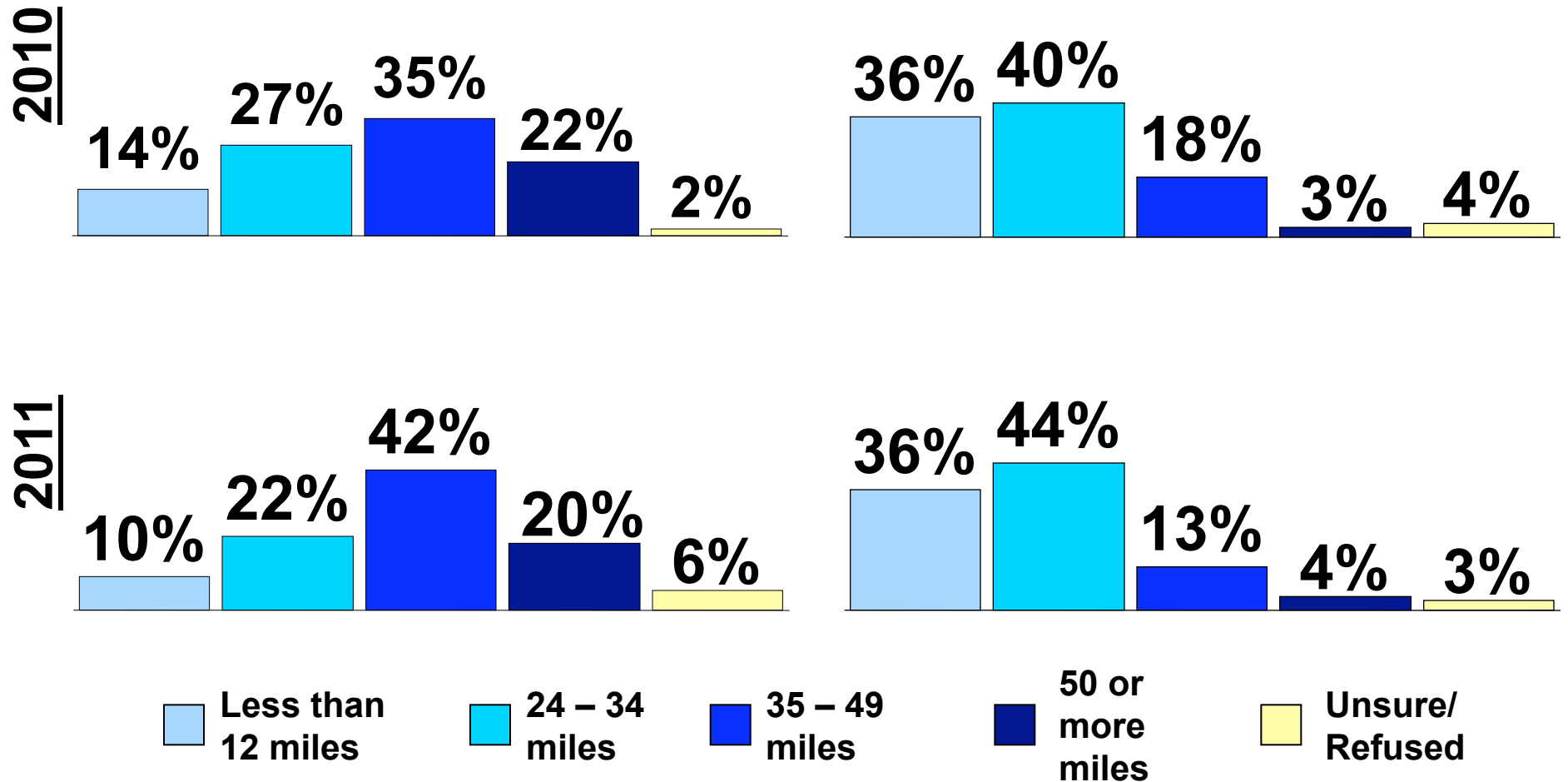
■ Unsure / Refused

DISTANCE FROM BAY

D12. What would you estimate to be the distance, in terms of miles, from your residence to Galveston Bay?

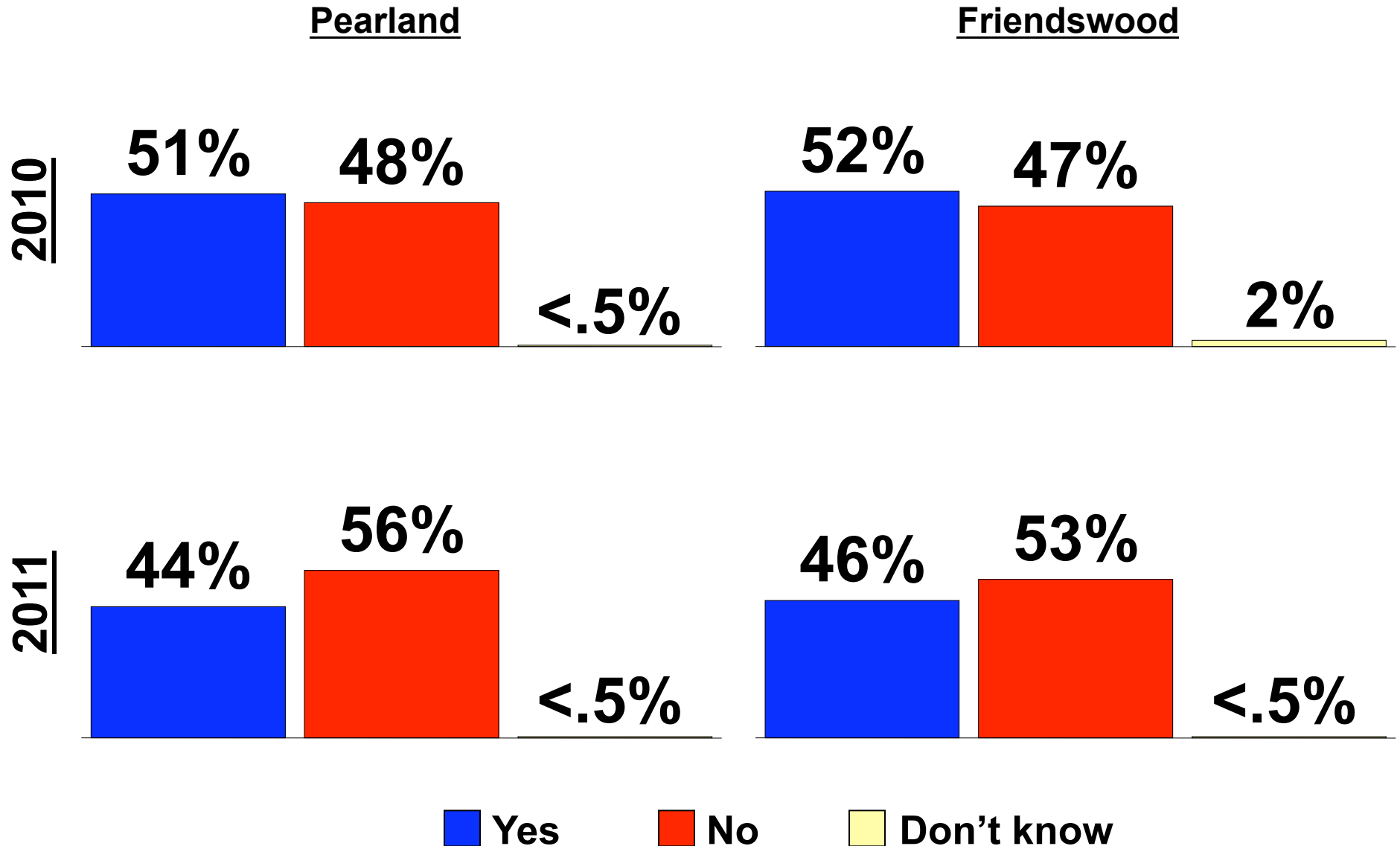
Pearland

Friendswood



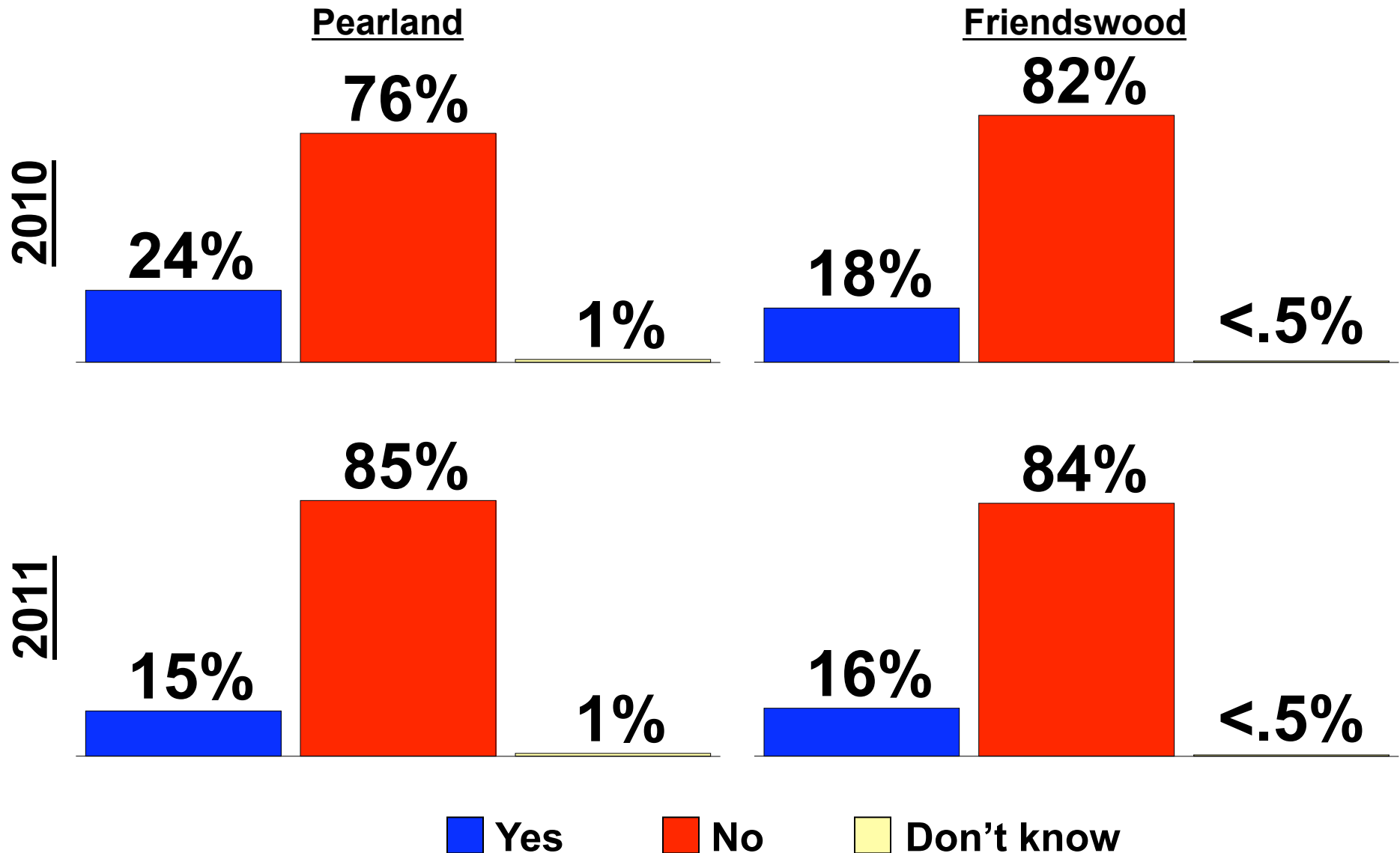
SELF – EDUCATION - I

Q10A. Have you visited a nature center in the last two years?



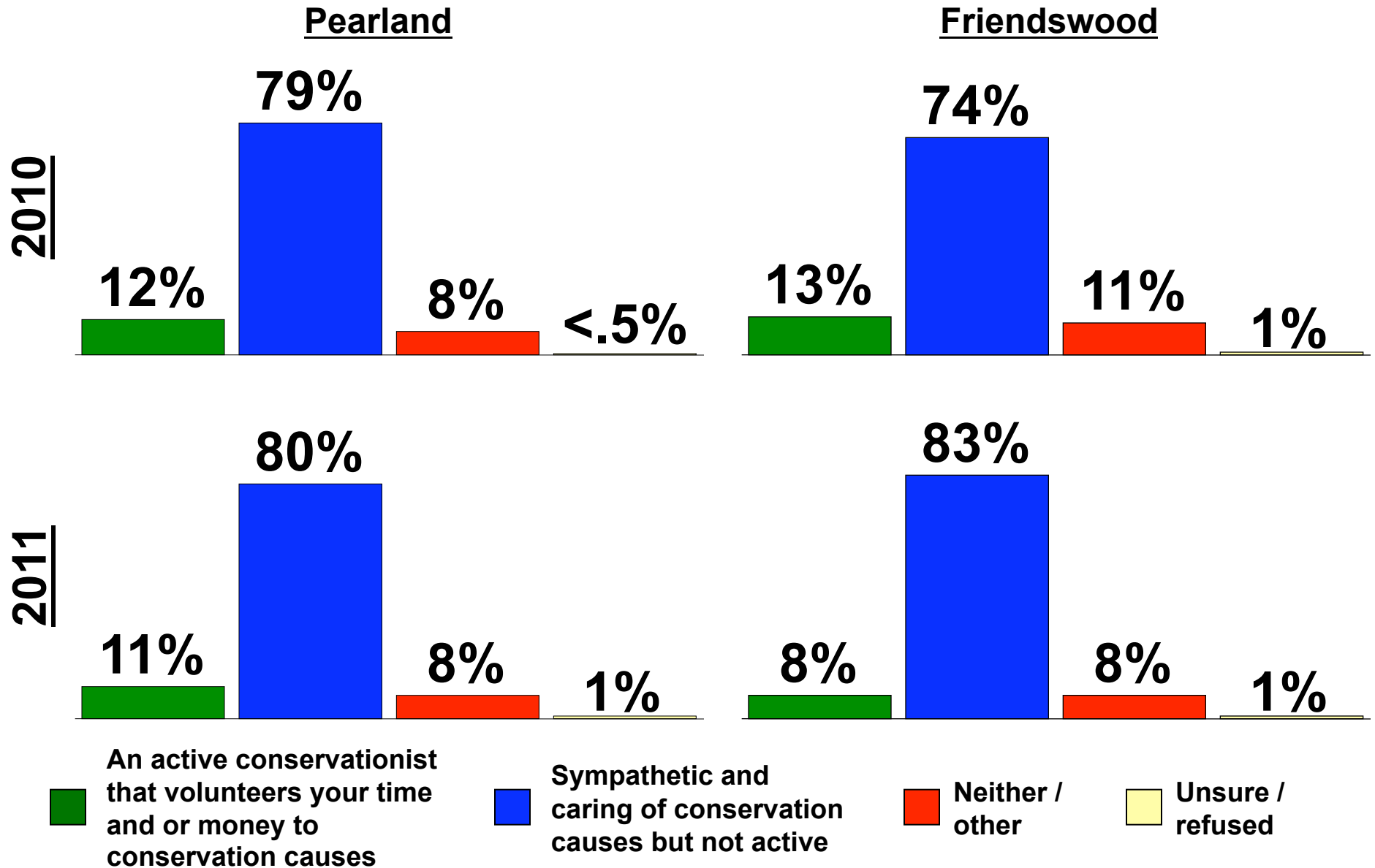
SELF – EDUCATION - II

Q10B. Have you participated in a festival or event focused on conservation or environmental topics in the last two years?



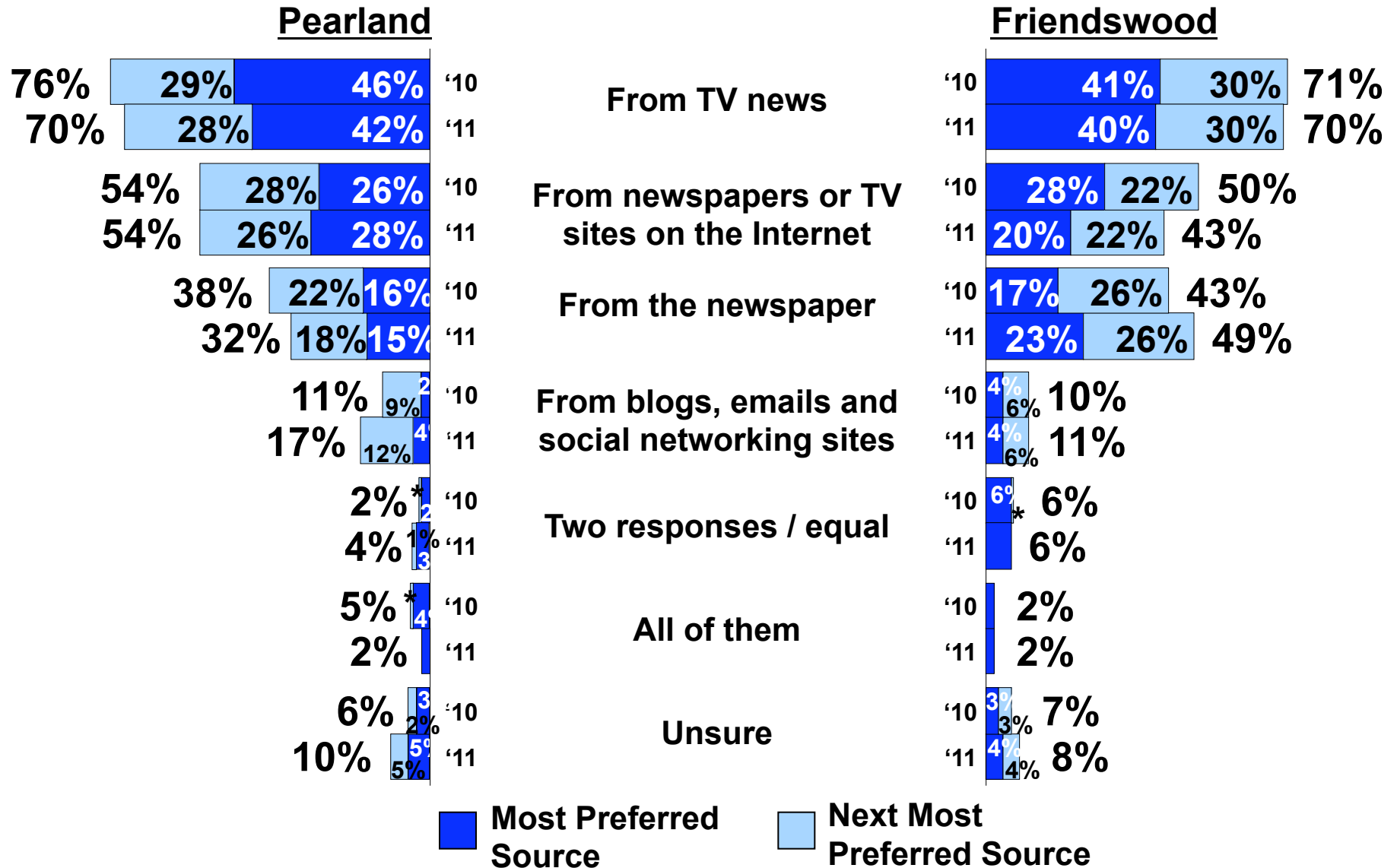
CONSERVATION PARTICIPATION

Q11. Do you consider yourself...



MEDIA SOURCES

D7. From which one of the following do you prefer to get most of your news and information about what is happening locally?



WEB CONNECTEDNESS

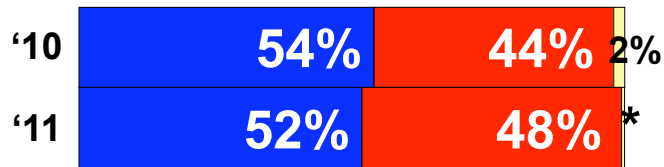
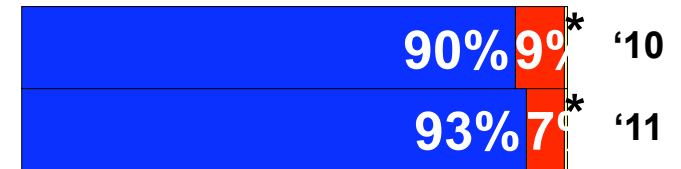
D8. Do you have...

Pearland

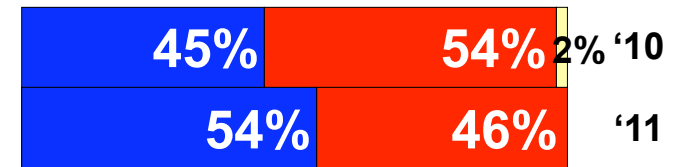
Friendswood



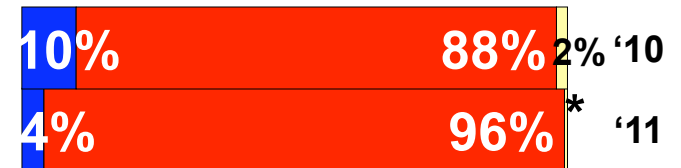
Internet access
at home



a Facebook account



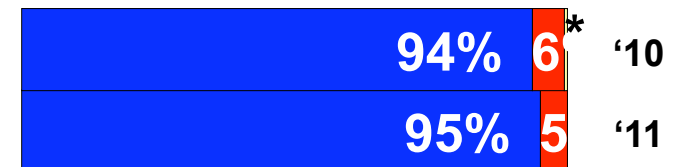
a MySpace account



a Twitter account



a cell phone



Yes

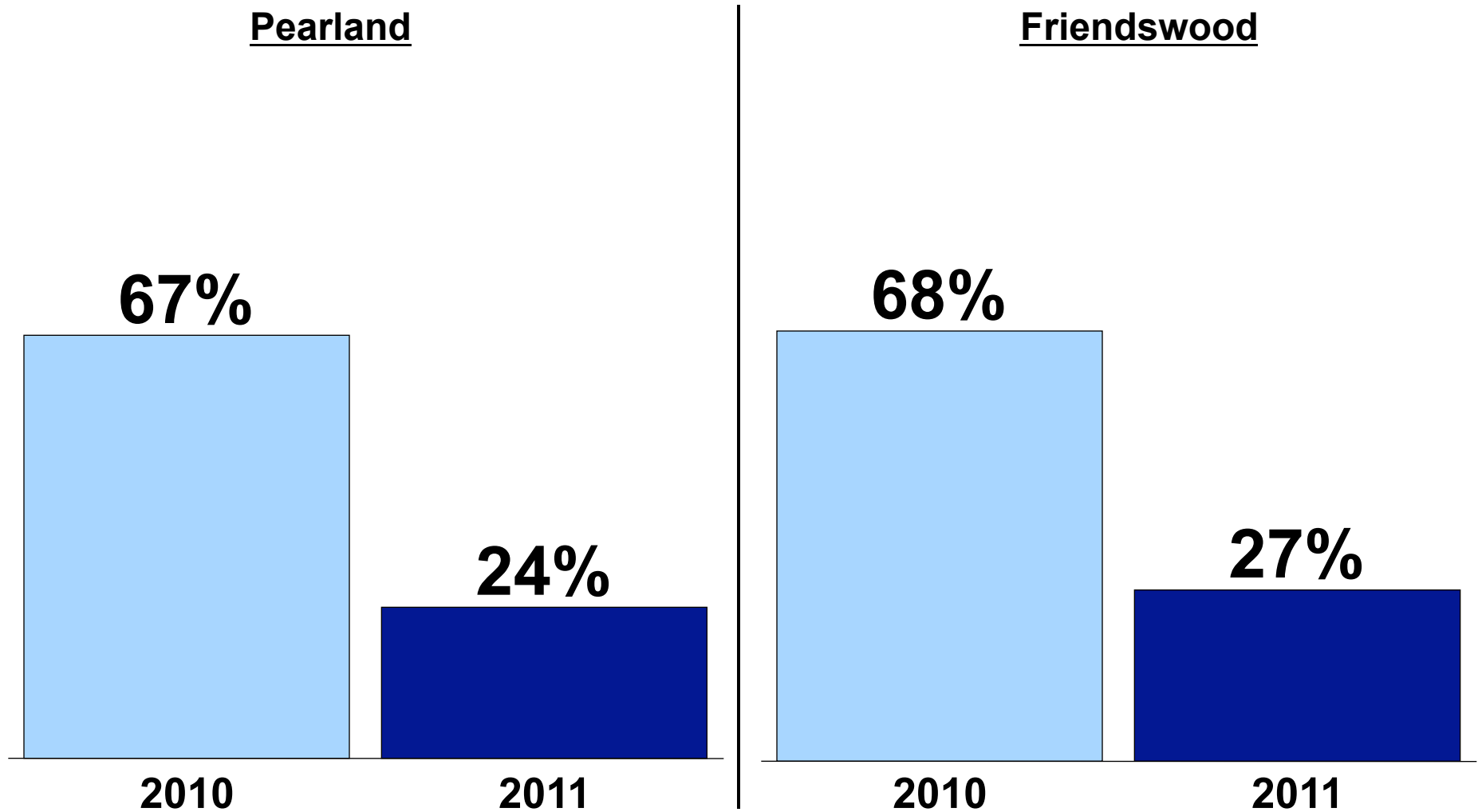
No

Unsure / Refused

BAY AWARENESS

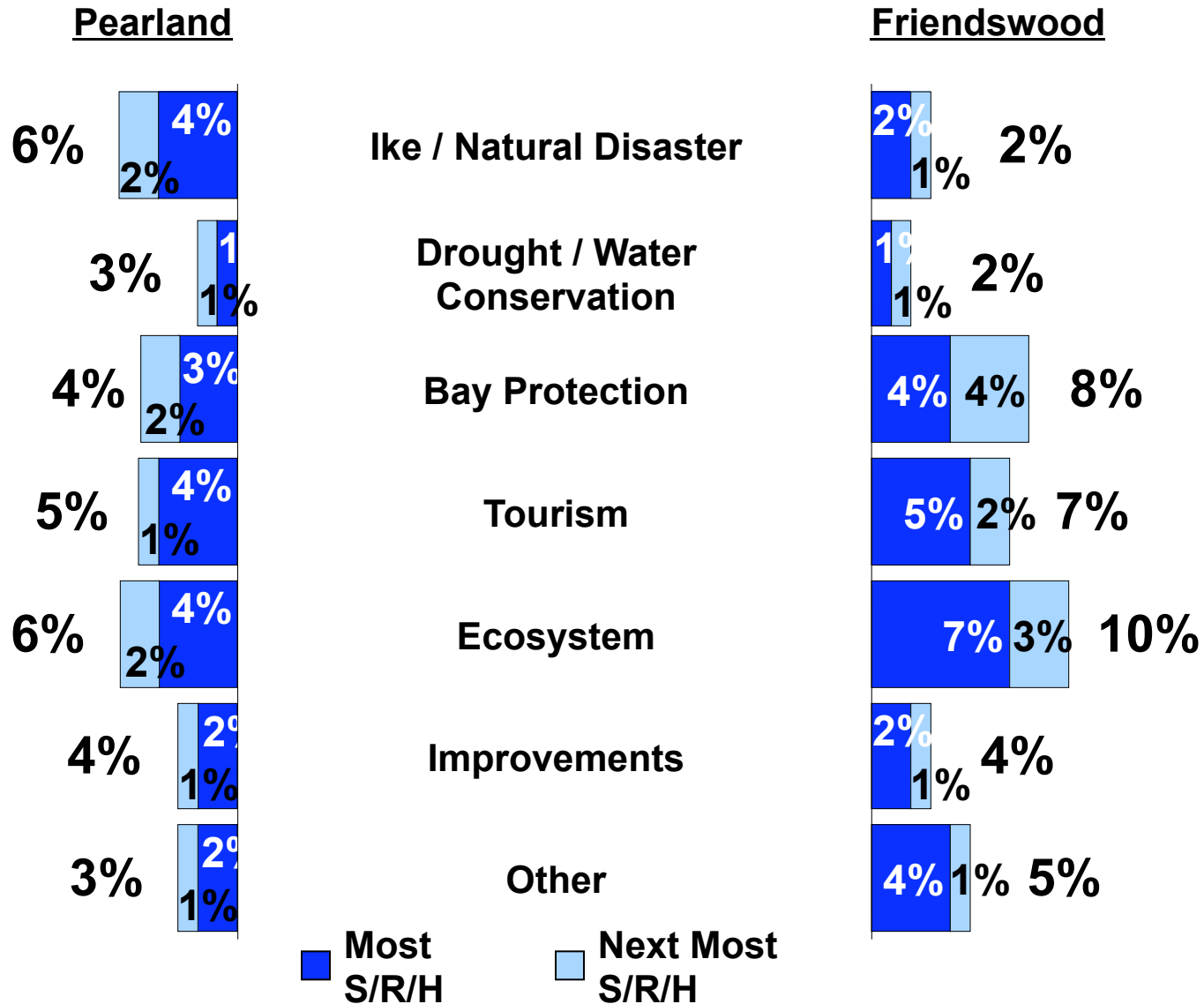
QD. Thinking about Galveston Bay for a moment, have you seen, read or heard anything recently about Galveston Bay?

(% Yes)



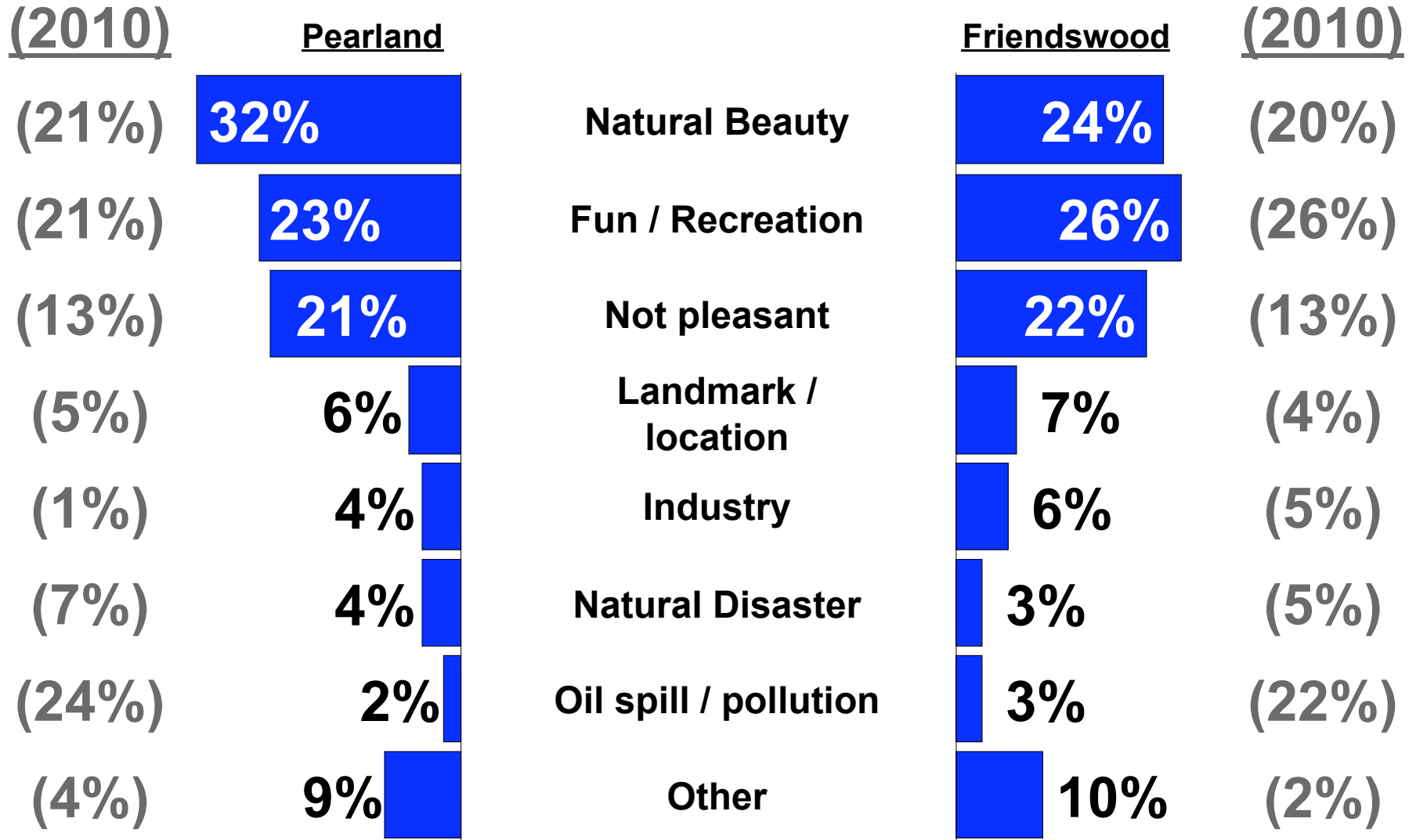
SEEN, READ, OR HEARD GALVESTON BAY

P1. And in your own words, please describe what you have seen, read or heard about Galveston Bay?



FIRST THING COMES TO MIND

Q1. And in your own words, please describe what is the first thing that comes to mind when you think about Galveston Bay?

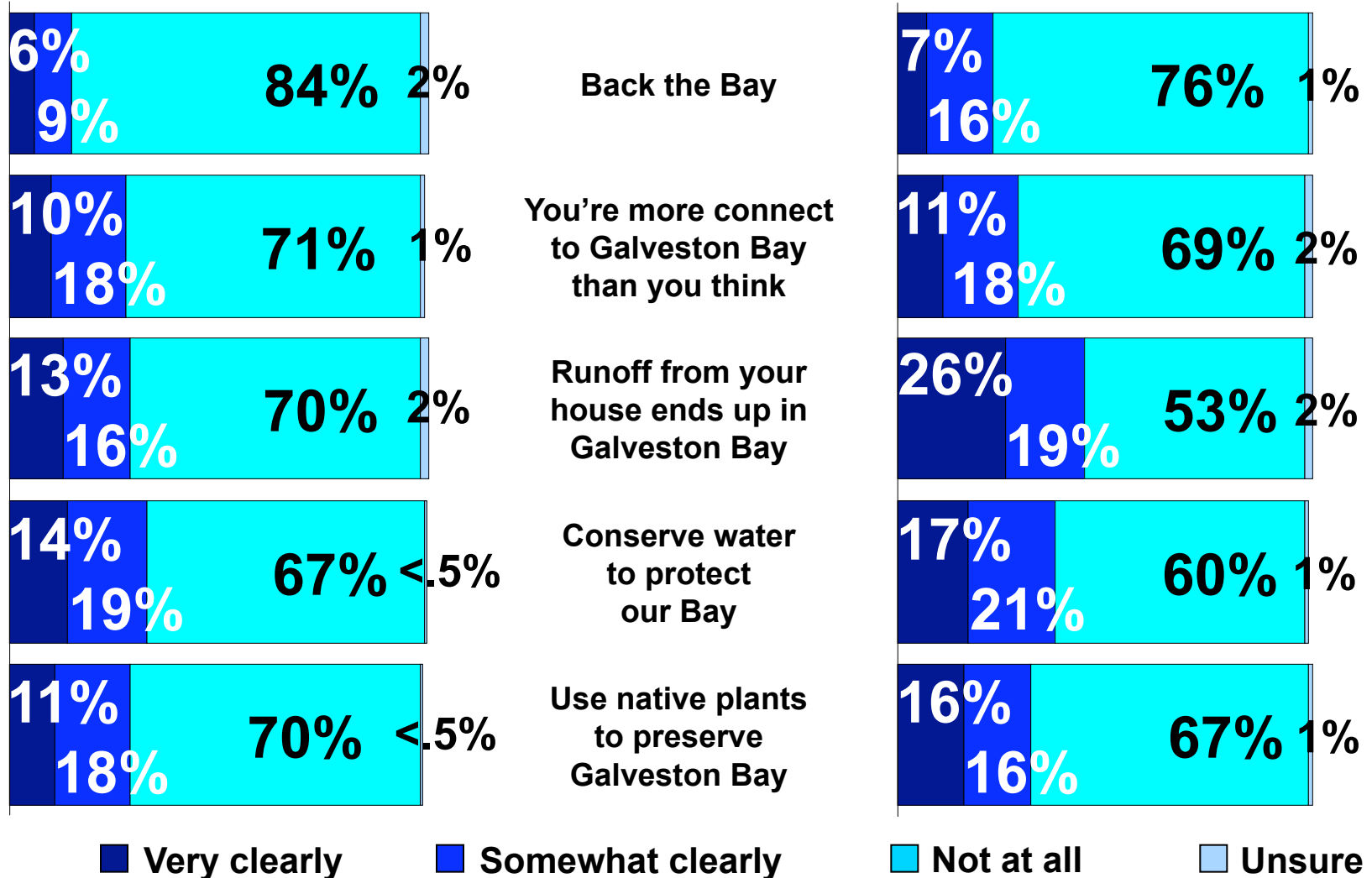


SPECIFIC/AIDED RECALL

Please tell me if you recently recall seeing or hearing anything similar to each of the following very clearly, somewhat clearly or not at all.

Pearland

Friendswood



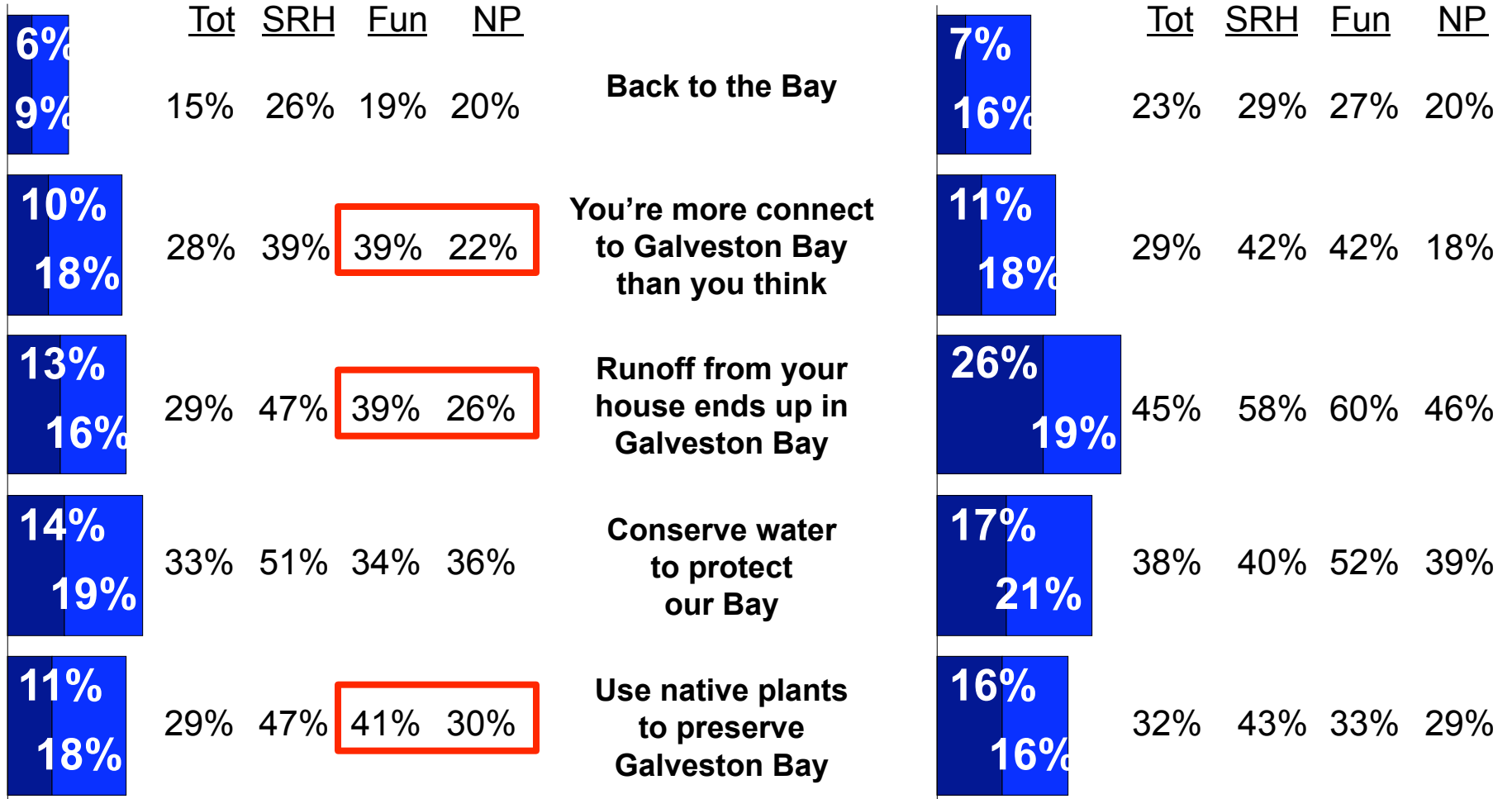
SPECIFIC/AIDED RECALL

Please tell me if you recently recall seeing or hearing anything similar to each of the following very clearly, somewhat clearly or not at all.

SRH: Seen, read or heard
 Fun: Thinks Fun/Recreation
 NP: Thinks Not Pleasant

Pearland

Friendswood



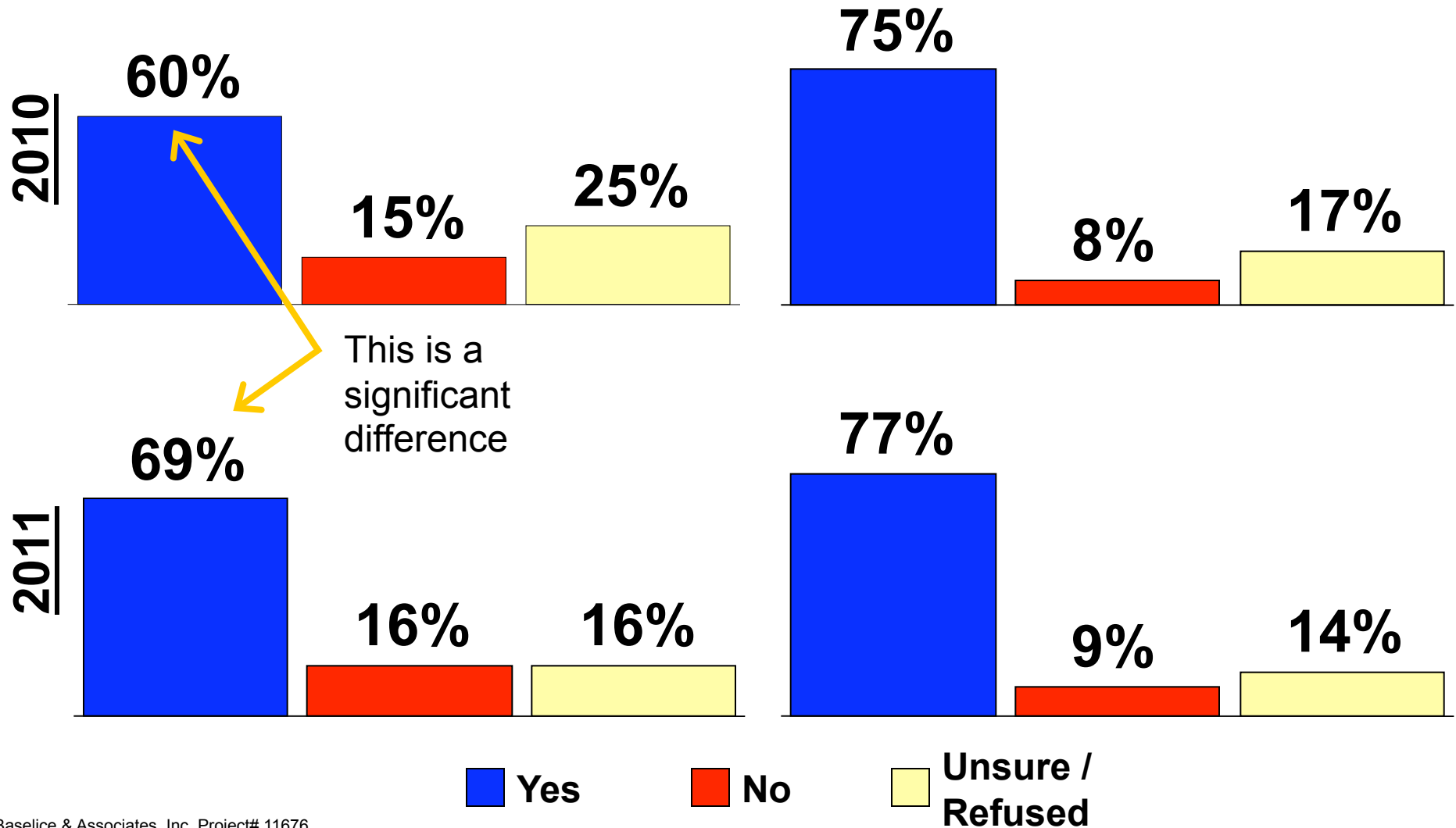
■ Very clearly ■ Somewhat clearly

STORM DRAIN WATER

Q2. Do you think the water that enters the storm drain in your area ends up in the Galveston Bay?

Pearland

Friendswood

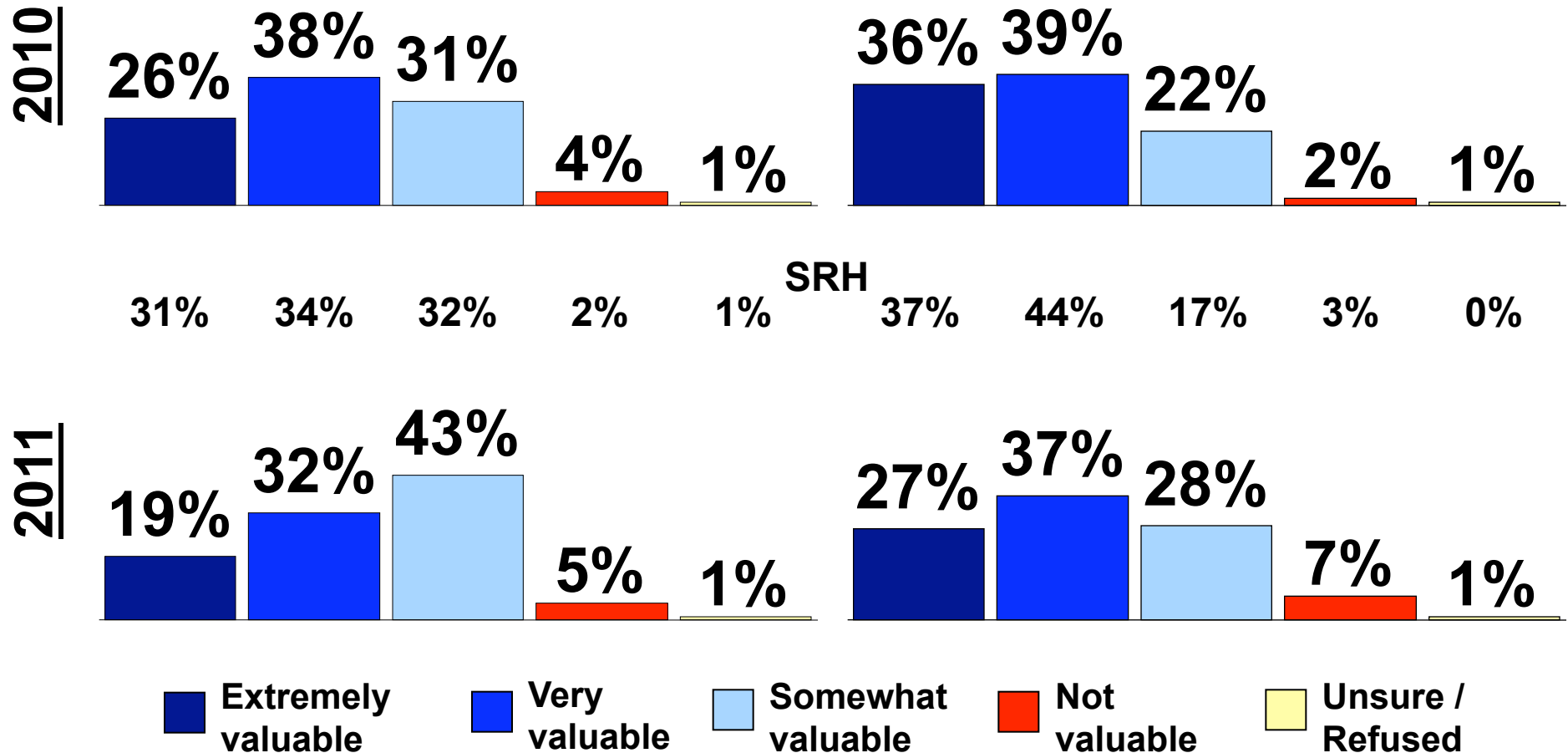


VALUE TO COMMUNITY

Q3. Which best describes how valuable you consider Galveston Bay to be to your community?

Pearland

Friendswood

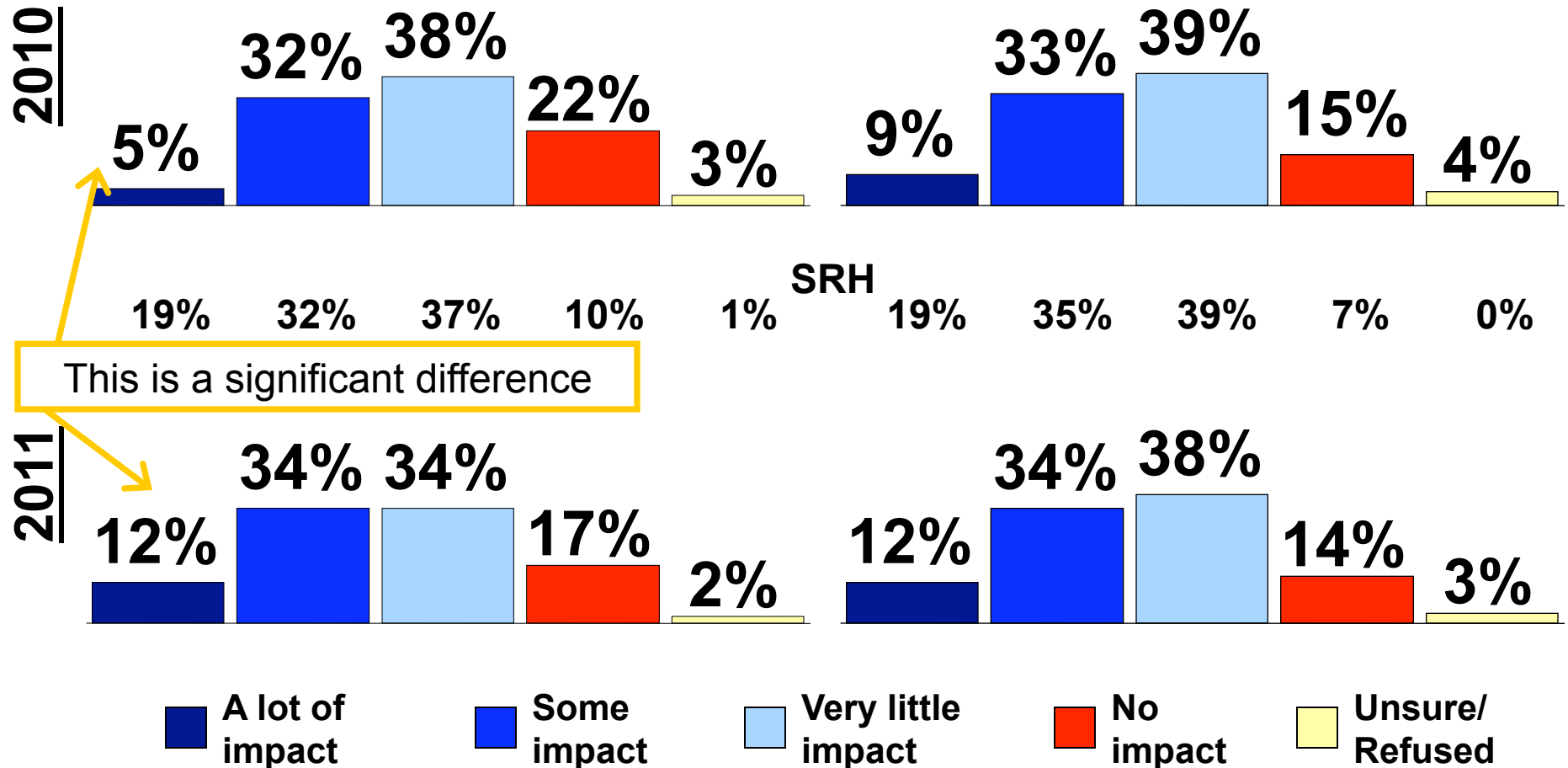


PERSONAL IMPACT

Q4. Which best describes how much impact the daily activities you carry on in and around your home have on the overall health of Galveston Bay?

Pearland

Friendswood

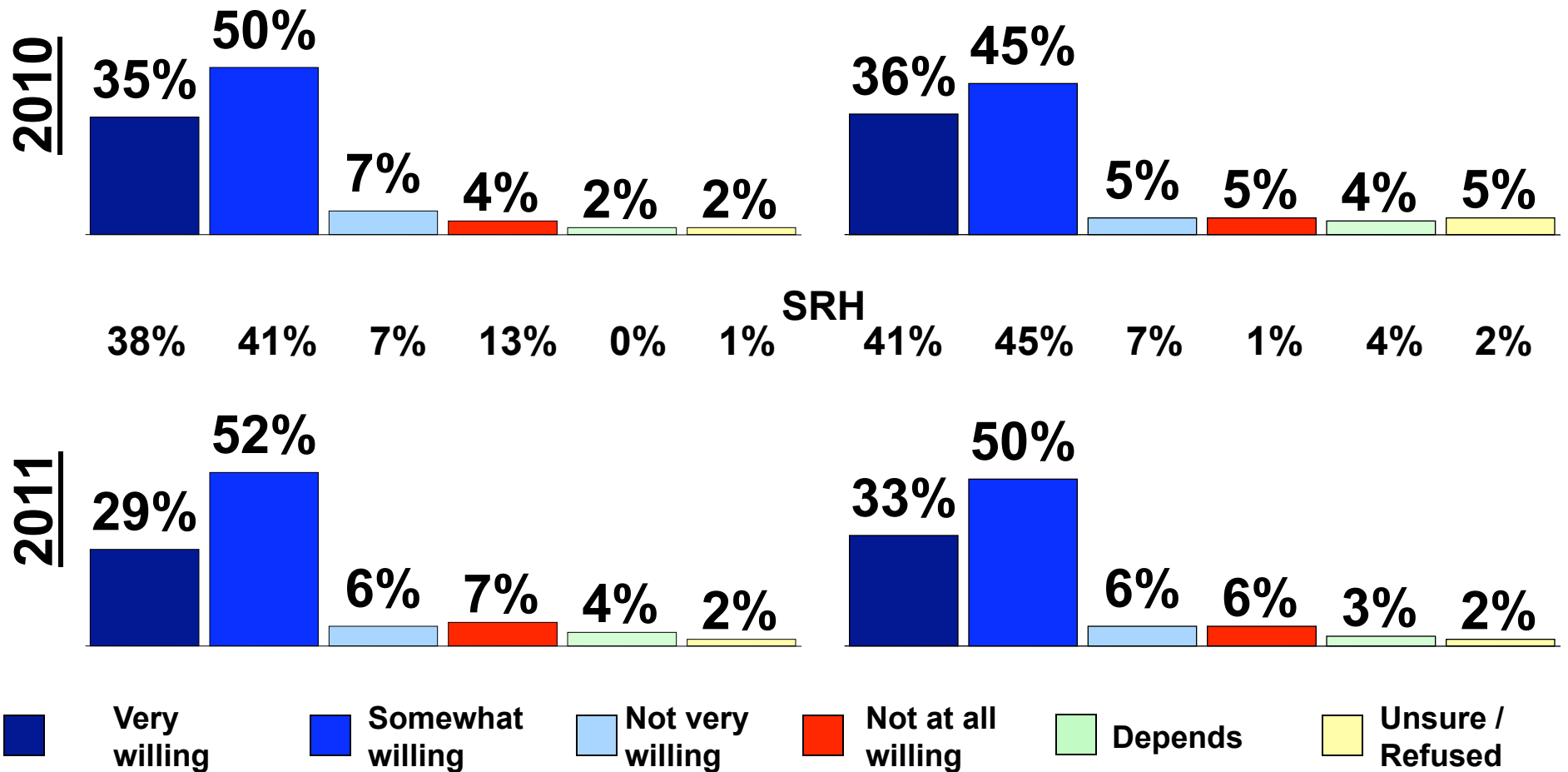


WILLINGNESS TO CHANGE

Q5. Which best describes how willing you are to make changes in your personal behavior to preserve the health of Galveston Bay?

Pearland

Friendswood

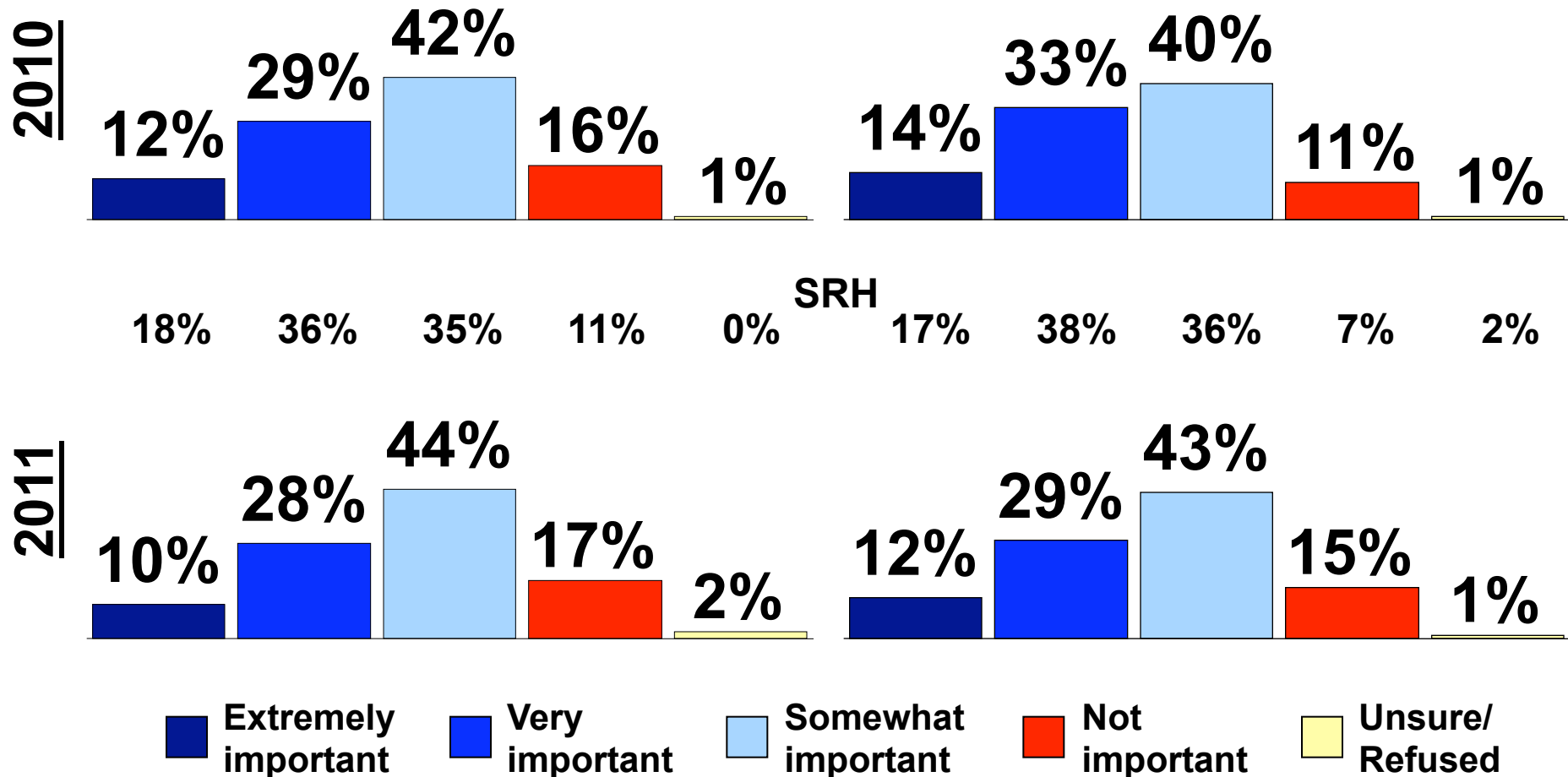


BAY'S IMPORTANCE

Q6. Which best describes how important Galveston Bay is to your overall quality of life?

Pearland

Friendswood

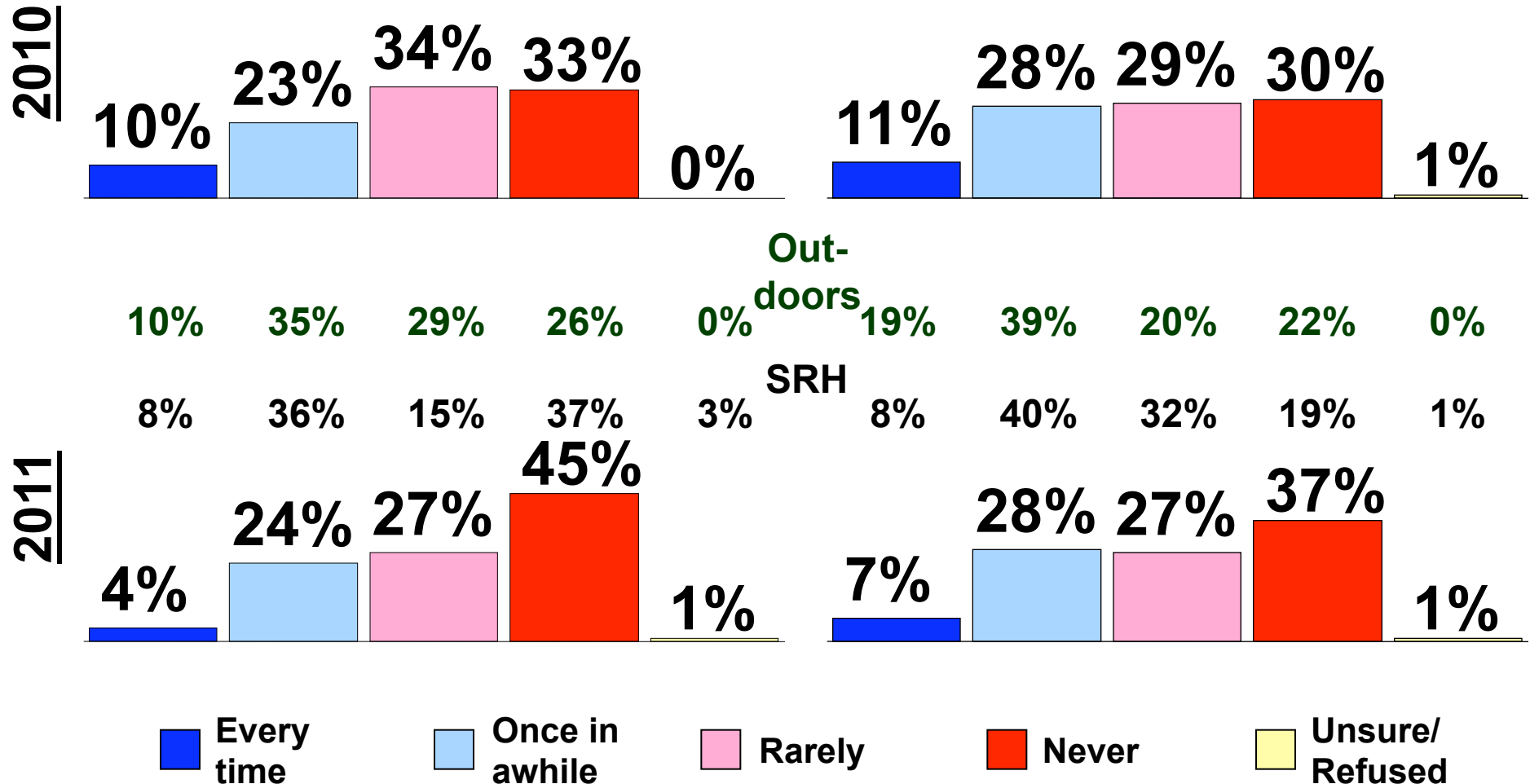


FREQUENCY OF THOUGHT

Q7. Which best describes how often you think about Galveston Bay when you are doing things outside in the yard, or on the driveway or street?

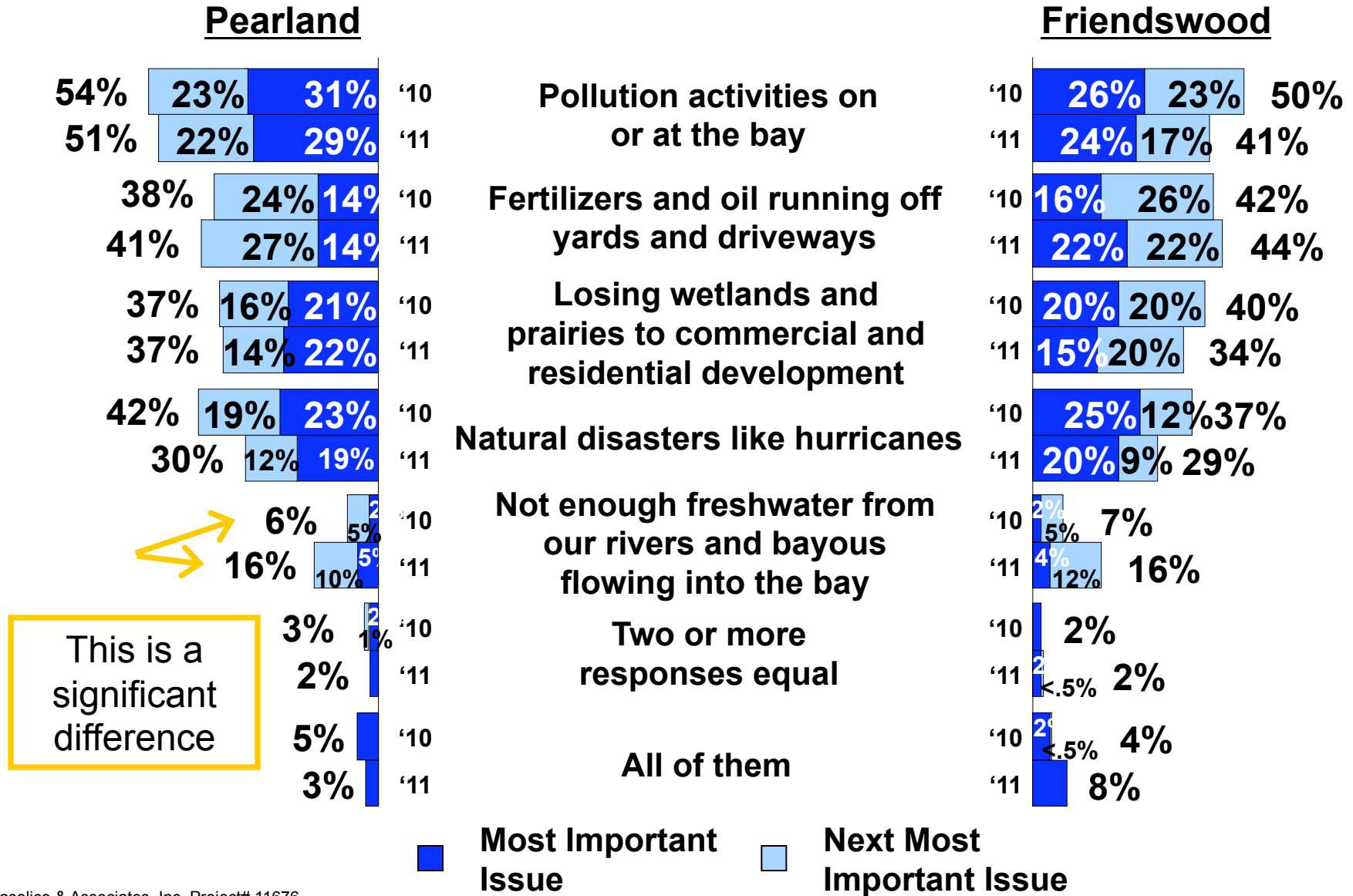
Pearland

Friendswood



THREAT ASSESSMENT

Q8. Which one of the following do you think is the greatest threat to Galveston Bay?



CONCLUSIONS



1

In 2010, the BP oil spill dominated the news, and therefore had a large impact of the views about the coast and Galveston Bay.



2

There was statistically significant increase in Pearland regarding the water that enters the storm drain in your area ending up in Galveston Bay (60% in 2010, 69% in 2011).



3

There was a statistically significant increase in Pearland regarding the percentage of respondents who say the daily activities they carry on in and around their homes has a lot of impact on the overall health of Galveston Bay (5% in 2010, 12% in 2011).



4

This effort became part of a broader and important narrative in which those who have seen, read or heard anything about (pay attention to) the Bay are more apt to recall specific messaging.