

2015 Google Insights & General Public Opinion Survey Report

Puget Sound Partnership

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Outdoor Activity

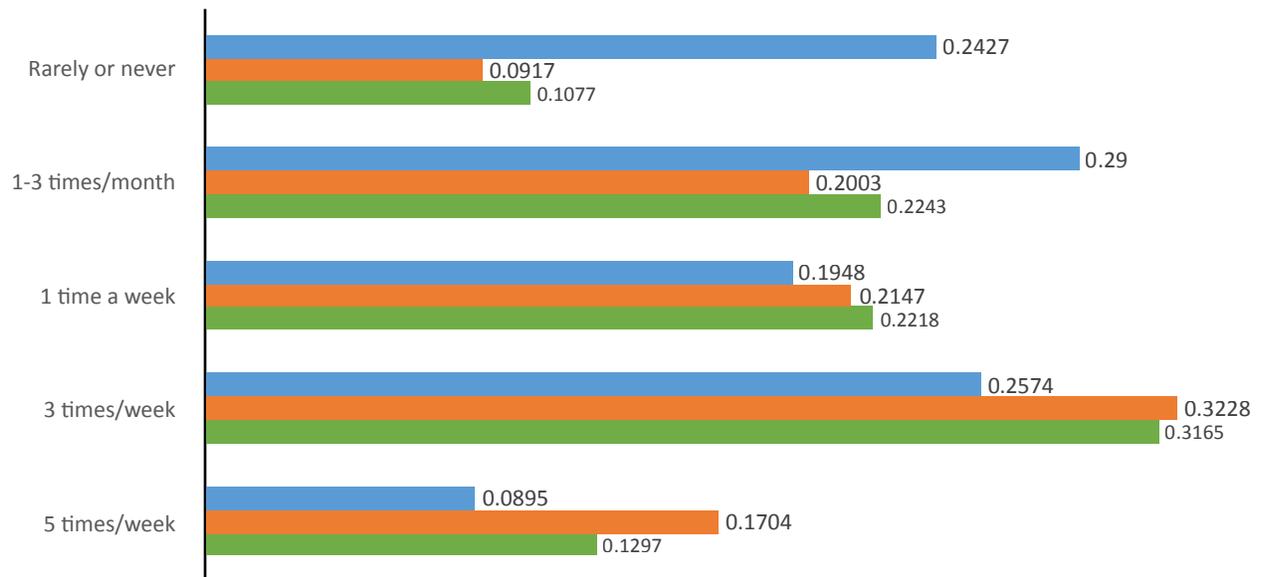
Outdoor Recreation

SPENDING TIME RESULTS

Google Insights Pilot Study June 2015:

- This past winter, how often did you engage in outdoor recreational activities (such as walking, kayaking, or skiing)? (n= 1304)
- This past summer, how often did you engage in outdoor recreational activities (such as walking, kayaking, or gardening)? (n= 1303)
- In the past year, how often did you spend time outdoors with your close friends or family? (n= 1473)

How often did you engage in outdoor recreational activities?



SPENDING TIME DESCRIPTION

The questions above ask how often the respondent spent time in outdoor recreation activities in the past year during the summer, winter, and with close friends or family. The results show that most respondents engaged in summer time recreation with close friends and family three times a week (32%) or one time a week (21%). Most respondents engaged in winter recreation one to three times a month (29%) or three times a week (26%). The respondents seem to be reporting a reduction of recreational activity in the winter and that they spent a similar amount of time outdoors with close friends and family as they did engaging in summer time recreation.

SPENDING TIME INTERPRETATION

The reduced activity in winter is not surprising, as we know that most people decrease their winter activity in the Pacific Northwest, either due to the weather, the cost of winter gear, or other factors. That said, we need to be cautious that some portion of the difference may be due to the season in which this survey was conducted (summer) when the respondents' memory of summer recreation may be stronger than their memory of winter recreation. Also, there seems to be a positive relationship between spending time outdoors with close friends and family and engaging in summer recreation. This question was initially to explore social

relationships. Further research would be needed, perhaps with surveys conducted in the winter and the summer, to identify the significance of these trends.

SPENDING TIME SUGGESTIONS

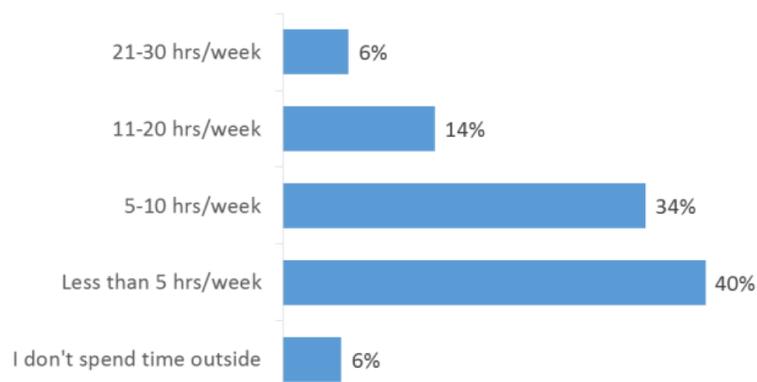
If it is important to know how activity is affected seasonally, ask two questions: one about winter and one about summer outdoor activity. Ask both of these questions in two surveys, one conducted in the winter and one conducted in the summer. If it is not important to know how activity is affected seasonally or it is not possible to conduct one survey per season, ask one question about year-round outdoor recreation and acknowledge in the report that the type of outdoor activity reflected in your results is likely biased by the season in which the survey is conducted. If it is important to monitor the relationship between summer recreation and time spent outdoors with family and friends, continue measuring both and comparing the results. If this relationship is not important, choose one or the other.

HOURS A WEEK RESULTS

General Public Opinion April-May 2015:

In the past year, on average, how many hours a week did you spend outdoors doing nature based recreation activities (such as birding, fishing, hiking, boating, or skiing)?

Base: All participants who participated in the survey (n=1878)



HOURS A WEEK DESCRIPTION

The questions above ask about the frequency of the respondent's outdoor recreation activities in the past year. When asked about this topic outside of any reference to season, 46% of respondents report that they spent less than five hours per week and 34% report between five and ten hours a week.

HOURS A WEEK INTERPRETATION

Due to the difference in response options, it is difficult to determine how this data compares to the seasonal data regarding the amount of times spent on outdoor recreation. The trend of responses on the 'hours' question do not match the trends on any of the 'times' questions above, which seems to suggest that either the questions are measuring unique constructs, the

questions are being asked to demographically dissimilar populations, or both. It could be that a single event for one person is over 5 hours while for another person it is 20 minutes.

HOURS A WEEK SUGGESTIONS

Public health departments tend to measure physical activities based on the number of 'hours' per week. For representation of the physical health benefits, this is probably a better option. The 'time' language, however, is more colloquially used to describe recreating outdoors and might be preferable for a general audience. Also consider separating this by specific activities, if there are some that are more important to the Partnership.

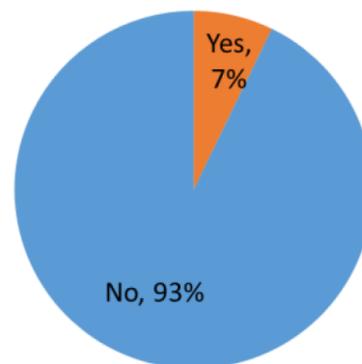
Nature-based Work

RESULTS

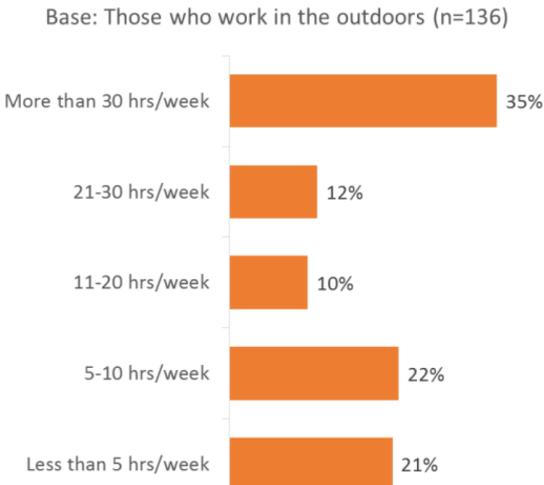
General Public Opinion April-May 2015:

Do you work in the outdoors performing nature-based work (such as commercial fishing, forestry, habitat restoration, or outdoor-recreation jobs)?

Base: All respondents who participated in the survey (n=1878)



How many hours a week do you spend in the outdoors, performing nature based work?



DESCRIPTION

The questions above ask telephone survey respondents about the time they spend performing outdoor, nature-based work. The results show that most respondents (93%) do not perform nature-based work. Amongst those respondents who do perform nature-based work, most do so for more than 30 hours a week (35%) or five to ten hours a week (22%). The online survey respondents were not asked about their time spent on nature-based work.

INTERPRETATION

The telephone survey method used to collect this data sampled from populations who largely do not perform nature-based work. The few respondents who do perform nature-based work do so as a full time job (more than 30 hours a week) or as a part of their job or hobby (for five to ten hours a week).

SUGGESTIONS

If it is important to understand the percentage of the population that engages in nature-based work and to what extent, we should use the same question with a random public sample. If it is important to understand whether the work habits of those within the nature-based careers is changing, we would need to choose a more targeted sampling approach.

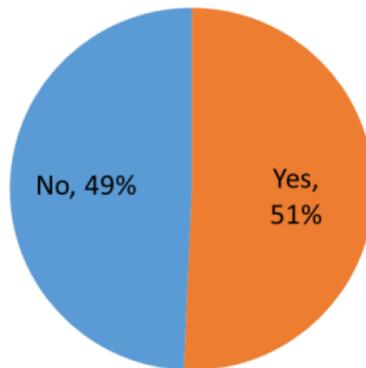
Local Foods

Frequency of Harvest

RESULTS

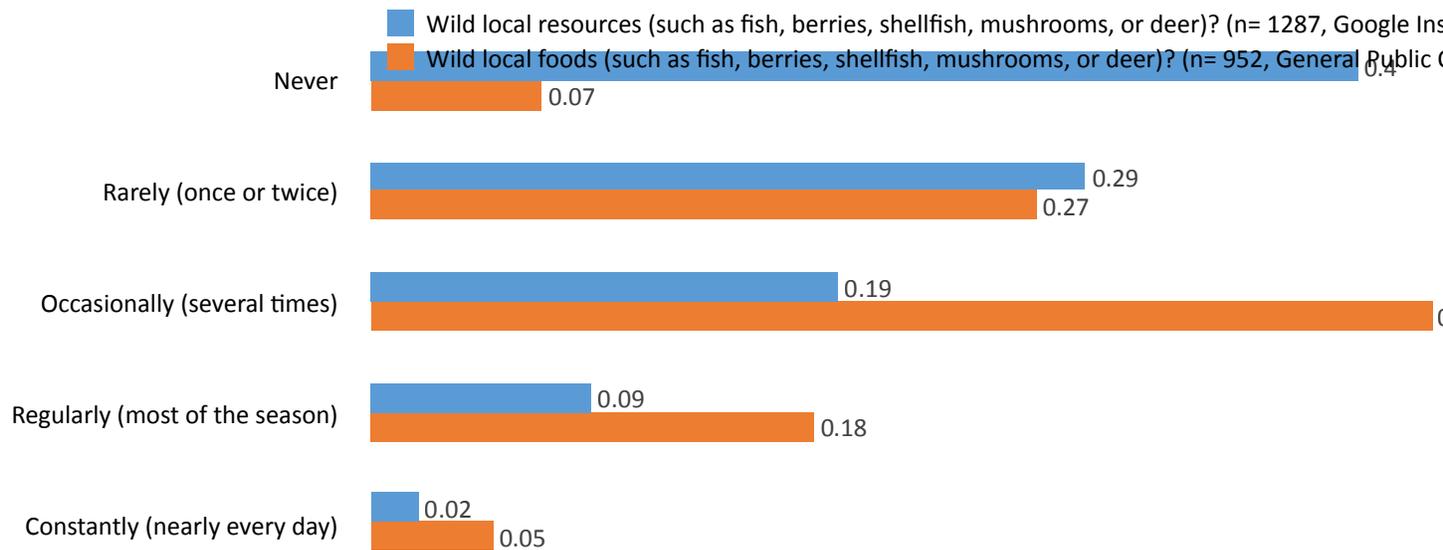
General Public Opinion April-May 2015:

Do you like to gather or hunt wild local foods (such as berries, mushrooms, deer, clams, or fish)? (n = 1878, Base: all respondents who participated in the survey)



Google Insights Pilot Study June 2015 vs. General Public Opinion April-May 2015:
(NOTE DIFFERENCE IN POPULATION BASE)

In the past year, how often did you gather or hunt...



DESCRIPTION

The questions above attempt to ask the respondent about the frequency of their harvesting and hunting behaviors. Note that the telephone survey (General Public Opinion Survey) asked two separate questions on this topic: one question regarding whether the respondents liked to gather or hunt and one question that asked the respondents who did like gathering or hunting about how often they gathered or hunted. Conversely, the online survey (Google Insights Survey) asked one question about the frequency of harvesting and hunting behavior. Using this one question format, the survey assumes respondents who do not like to hunt or gather will choose the 'never' response option in this question. This approach relies on future online survey questions (see below) to assess if the respondents like to gather or hunt.

Keeping these differences in mind, it is clear that even though both questions regarding frequency of gathering and hunting behavior have the same response options, it is difficult to compare the results across surveys. For instance, results show that 49% of the telephone survey respondents do not like to gather or hunt while 51% of the respondents do like to gather or hunt. Of the 51% of telephone respondents who do like to gather or hunt, 7% did not do so in the past year.

Since the online survey did not add a screening question asking about preference beforehand, it found that 40% of their respondents did not gather or hunt in the past year. This finding compared out of context with the 7% of telephone survey respondents who did not gather or hunt seems to suggest a large difference in behavior between the online and telephone populations. Since both populations were not screened with a preference question, it is recommended that the resulting data about respondent gathering and hunting behavior cannot be compared between the two groups. See the description and interpretation of the next three local food questions for more on this.

INTERPRETATION

From this set of questions, little can be inferred about the differences between the frequency of the telephone and online survey respondents' gathering or hunting practices. Future questions in the online survey attempt to assess these differences (see below), but with less clarity due to the online survey's lack of early screening of preference.

SUGGESTIONS

Use the telephone survey's design and analysis approach to ask about preference first and then only include responses from those who do like to gather or hunt in the report of gathering and hunting frequency. Also consider separating the question into four categories for the second part: fish, shellfish, wildlife, plants/berries.

Experience of Harvest

RESULTS

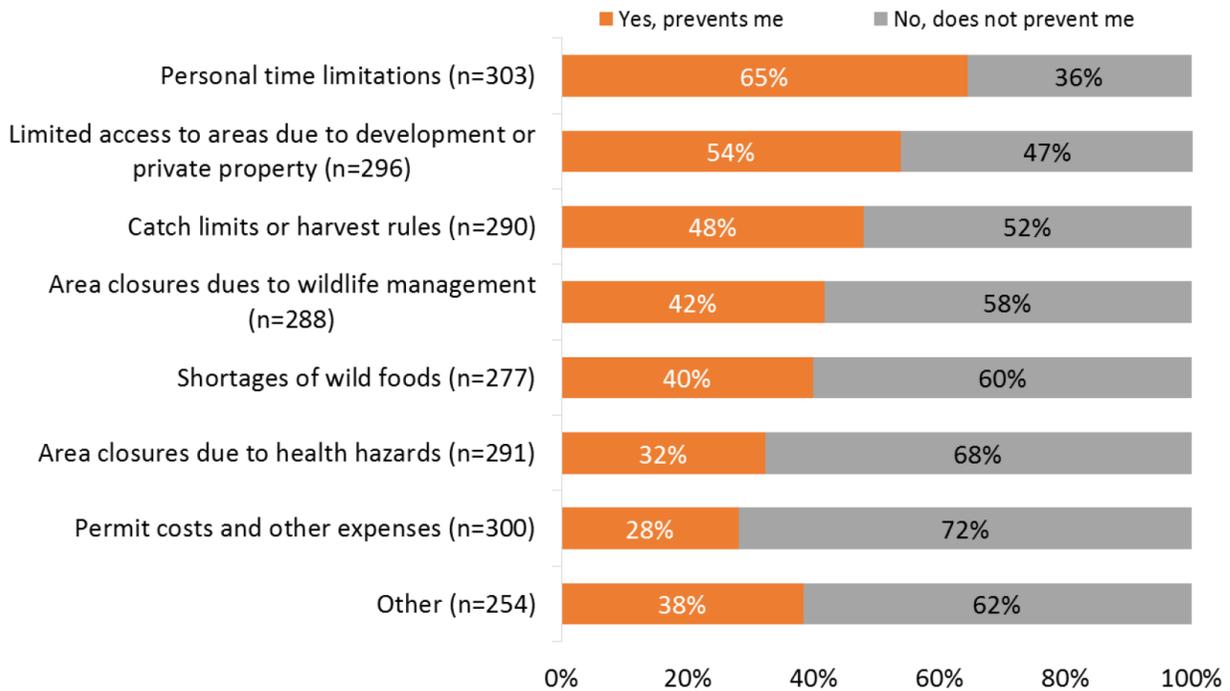
Were you able to harvest as much as you wanted or needed? (n= 888, General Public Opinion Survey, 2015, Base: all respondents who liked to harvest)

If you like to gather or hunt wild local resources (such as fish, berries, or deer), how often are you able to access as much as you would like? (n= 1488, Google Insights Survey, 2015)

General Public Opinion April-May 2015:

Which of the following factors prevent you from harvesting as much as you would like?

Base: All respondents who were not able to harvest as much as wanted or needed



DESCRIPTION

The three questions above ask the respondent about their personal experience of gathering or hunting. Starting from a base of respondents who indicated that they liked gathering or hunting, the telephone survey found that 71% were able to harvest and 29% were unable to harvest as much as they needed or wanted. The telephone survey results further show that the most common barriers that limited intended harvest were personal time limitations (65%), limited access due to development or private property (54%), and catch limits or harvest rules (48%). Permit costs (28%) and area closure due to health hazards (32%) were found to be the barriers that prevented harvesting the least.

The online survey attempts to ask two separate questions (one about preference, one about experience) in one question. Due to this duality, the results are heavily weighted by respondents who do not like to gather or hunt (44%). The remaining results show that of the 56% who do like to gather and hunt, 20% are sometimes or rarely able to access as much as they would like and 16% are usually able to gather or hunt as much as they would like. No information was collected regarding why the online survey respondents who like to gather or hunt were often unable to do so in the past year.

INTERPRETATION

This series of telephone survey results builds upon the understanding gathered by the preference and frequency results from earlier in the survey and offers a deeper view the experience of respondents who gather and hunt in the Puget Sound region.

The online survey results on a similar topic offer less insight into the experience of those respondent who gather and hunt in the Puget Sound region. Comparing the online survey results to the results from the telephone survey's earlier question about preference does show that 56% of online survey respondents and 51% of telephone survey respondents like to gather or hunt. This finding suggests that both surveys are sampling from a population that is similar in their preference for gathering and hunting.

SUGGESTIONS

Use the telephone survey's frequency and preference questions from above with the telephone survey's experience questions to gain a deeper understanding of the experience of those who like to gather and hunt in the Puget Sound.

Cultural Wellbeing and Stewardship

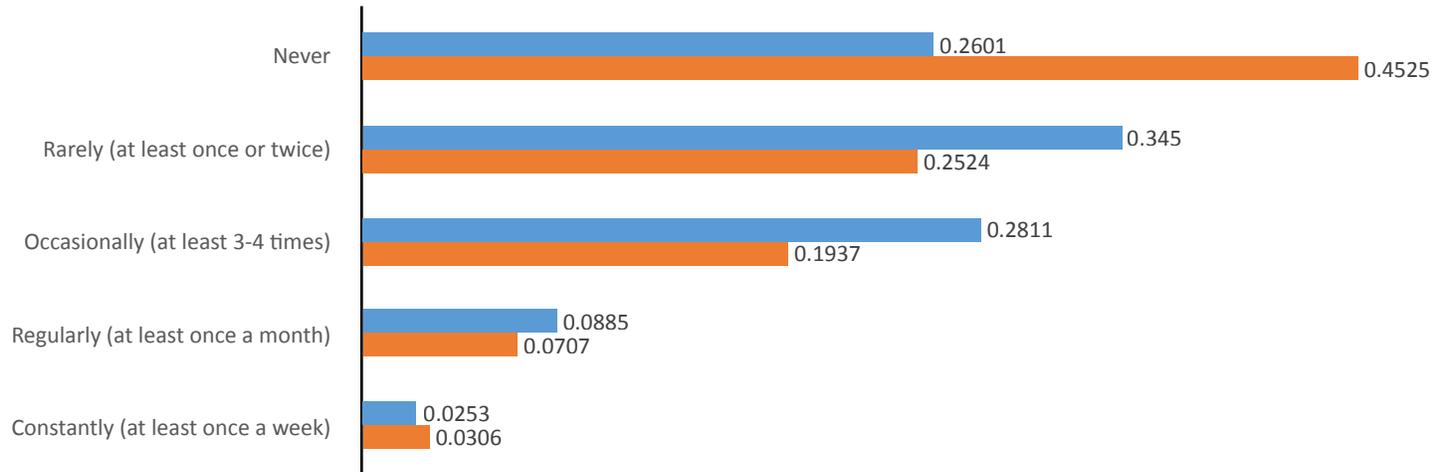
Frequency of Activity

RESULTS

Google Insights Pilot Study June 2015:

■ In the past year, how often did you participate in a cultural activity celebrating th
■ In the past year, how often did you participate in environmental stewardship acti

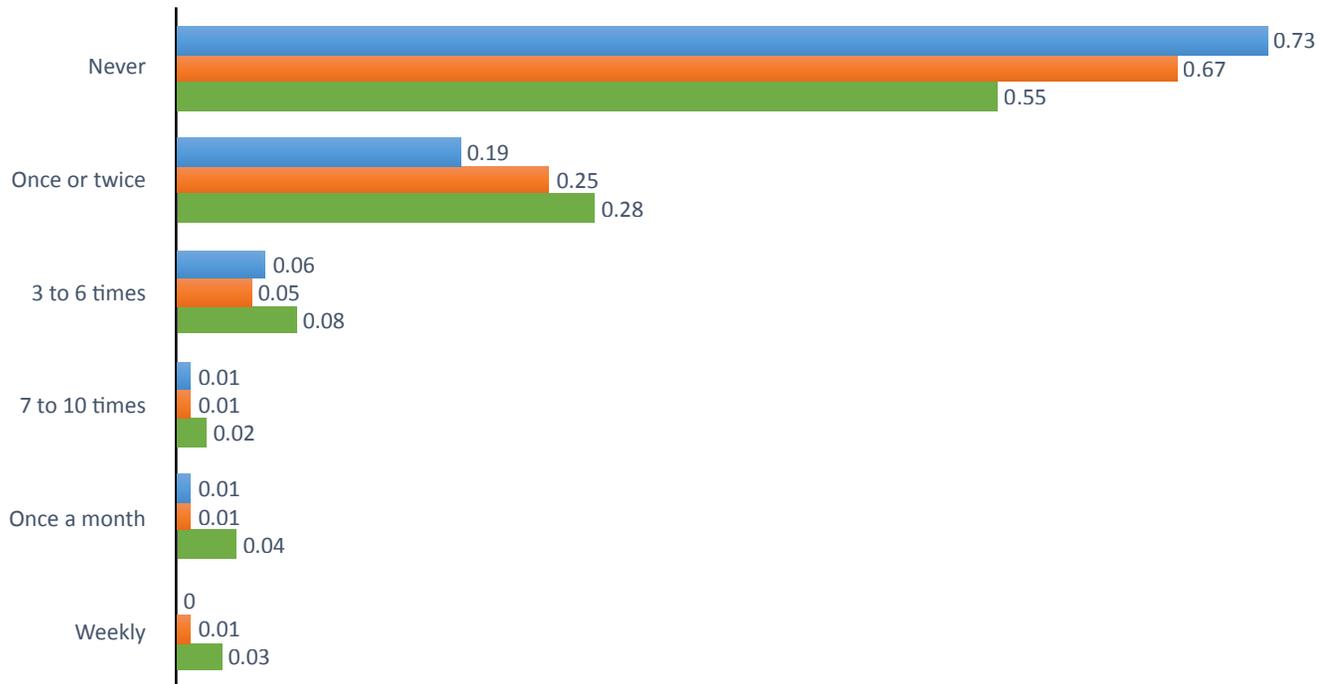
Cultural and stewardship activity participation



General Public Opinion April-May 2015:

- In the past year, how often did you participate in a cultural practice associated with the
- In the past year, how often did you participate in a traditional practice associated with t
- In the past year, how often did you participate in community stewardship activity (such

Community stewardship, traditional, or cultural practice participation



DESCRIPTION

The questions above ask the respondent about the frequency of the respondent’s cultural, traditional, or stewardship activities associated with the environment. Exploratory factor analysis of the online survey data found that environmental stewardship and cultural activities were different constructs to which people replied differently.

In the telephone and online surveys, the use of 'traditional' and 'cultural' was purposeful to compare responses to the different terminology. 73% of respondents indicated that they never participated in cultural activities, a similar effect for the term traditional activities (67%). Data about traditional activities participation was not collected from the online survey respondents. Only 26% of online respondents indicated that they never participated in cultural activities.

INTERPRETATION

The small difference between the results from the traditional and cultural questions among telephone respondents suggests that these two terms are defined similarly in this population. The large difference between the results from the telephone and online survey questions about cultural activities may indicate that the telephone and online respondents genuinely and dramatically differ in their participation in cultural activities. However, it is important to note that the wording of the cultural activities question differs in small yet critical ways between the online and telephone surveys. The online survey asks about participation in “a cultural activity celebrating the environment” while the telephone survey asks about “a cultural practice associated with the natural environment”. An alternative explanation supported by

psychological research on memory prompting suggests that the way types of activities are described has a large effect on respondent memory of participating in those activities, which then directly affects their report of participation in those activities. For instance, the more specific, positive language (a cultural activity ‘celebrating the environment’ rather than ‘associated’ with it) may have prompted more specific memories of culturally meaningful activities and the flooding of these meaningful memories may have led respondents to report more participation in that type of activity. The neutrally described cultural activity is less likely to prompt specific meaningful memories, which may have led them to report less participation in that type of activity.

SUGGESTIONS

To increase internal consistency of environmental and community stewardship survey items, there are two ways to reword these questions that can help to more accurately measure stewardship behavior participation. When it is important to know about respondent participation in short-term, objectively defined stewardship behaviors, ask about those specific stewardship behaviors in separate questions. Examples may include, ‘In the past year, how often did you participate in citizen science projects?’ or ‘In the past year, how often did you participate in the removal of invasive species?’ See Appendix A for specific structure and response wording recommendation.

Psychological research suggests that long-term engagement in any behavior is more likely if the individuals feels that the behavior is personally meaningful, effective, and needed by their community. Therefore, if it is more important to know how likely it is that respondents will continue participating in stewardship behavior over time, then ask more subjective questions such as ‘In the past year, how often did you participate in environmental stewardship behaviors that were personally meaningful to you?’, ‘In the past year, how often did you engage in behaviors that you believe effectively protected the environment?’, and ‘In the past year, how often did you engage in stewardship behaviors that you believe are needed by your community?’

Since the traditional and cultural questions seem to be defined similarly among telephone respondents, either term can be used. To follow with suggestions written below, it might be more helpful to use ‘cultural’ over ‘traditional’ because cultural may be seen as a more specific term than traditional.

If there is reason to believe that the telephone and online respondents genuinely differ in their participation in cultural activities, it would be important to collect data via telephone and/or online survey based on whether you want to capture data from both or either of these populations.

If there is no reason to believe that the telephone and online respondents genuinely differ in their participation in cultural activities, and it is important to know about respondent participation in objectively defined cultural behaviors that are associated with the environment, ask about those specific cultural behaviors in separate questions. Examples may include, ‘In the past year, how often did you attend an environmental film festival?’ or ‘In the past year, how

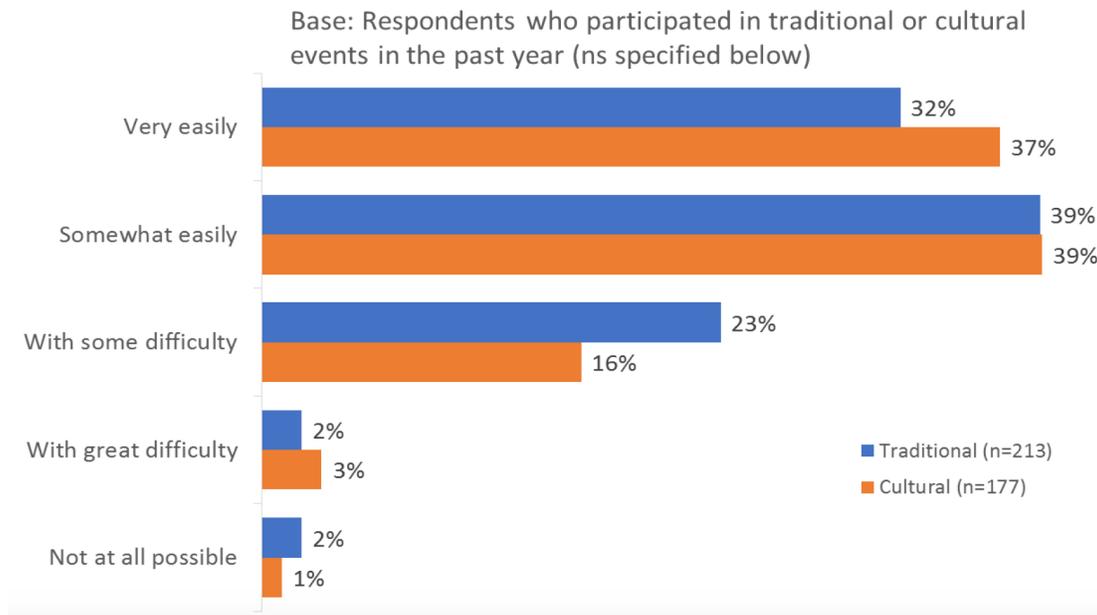
often did you participate in a salmon ceremony?’ See Appendix A for specific structure and response wording recommendation.

If this approach of asking about each specific activity in a separate question is not possible, another way to ask about specific cultural activities is to ask a more subjective question such as, ‘In the past year, how often did you participate in activities that were culturally meaningful to you and/or your community?’ Probably more appropriate, however, is to remove this version of the cultural indicator question and use the following one instead.

Ease of Activity

RESULTS

How easy or difficult is it for you to maintain your traditional/cultural practices associated with the natural environment?



DESCRIPTION

The question asks the respondent about their personal experience of maintaining their traditional/cultural practices associated with the environment. 39% of respondents reported that both traditional and cultural activities associated with the natural environment were somewhat easily maintained and reported similar levels of ease maintaining both types of activities across the response options.

INTERPRETATION

These results seem to corroborate the earlier data which suggested that traditional and cultural activities are defined similarly across populations.

SUGGESTIONS

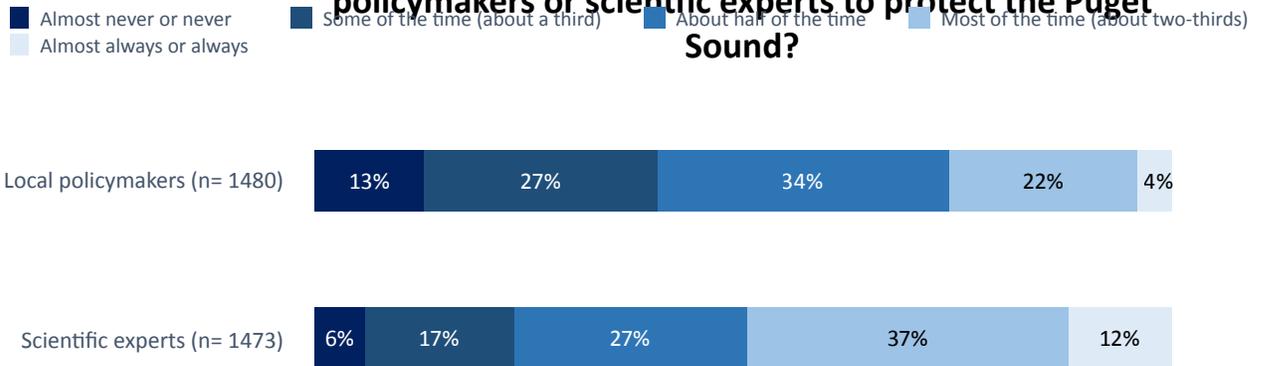
This finding corroborates the above suggestion that traditional and cultural questions are defined similarly among telephone respondents and that either term can be used to study this type of activity in the future. To follow with suggestions written above, it might be more helpful to use 'cultural' over 'traditional' because cultural may be seen as a more specific term than traditional.

Good Governance

RESULTS

Google Insights Pilot Study June 2015:

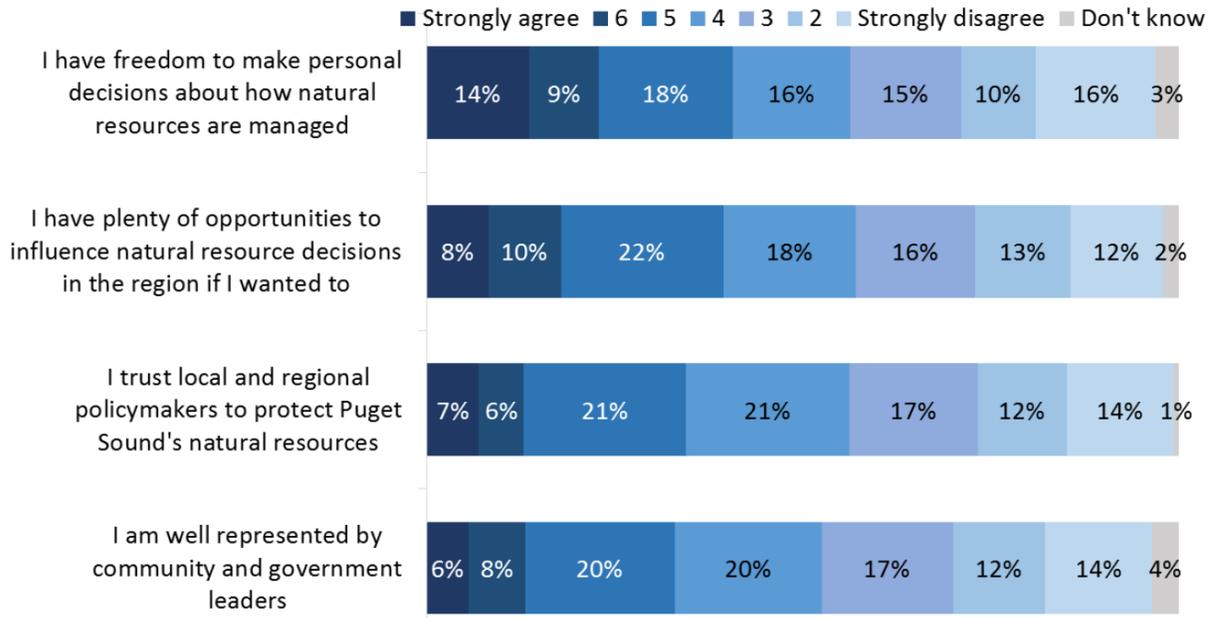
How much of the time do you think you can trust local policymakers or scientific experts to protect the Puget Sound?



General Public Opinion April-May 2015:

Please tell me how much you agree or disagree with the following statements related to the Puget Sound region.

Base: Each respondent was asked each of the questions below (n=1878)



DESCRIPTION

The questions above ask the respondent about their personal experience of the governance process that guides natural resource management in the Puget Sound. The respondents seem to vary widely across response options for each question. While 18% of respondents slightly agree that they have the freedom to make personal decisions about how natural resources are managed, 16% of them are neutral on the topic while another 16% strongly disagree. And even though 22% slightly agree that they have plenty of opportunities to influence natural resource decisions in the region, 18% are neutral on the topic while 16% disagree. This trend of variance from slightly agreeing to neutrality and disagreement continues across questions of trust and representation.

INTERPRETATION

The four good governance survey items from the General Opinion survey seem to have captured important variance among participants in relation to different aspects of government, which highlights the importance of nuance in the items used to measure this indicator. The agree/disagree response options scale seems more intuitive than the 'how much of the time can you trust' response options in the online survey of this topic. The dispersed variance among the telephone survey responses may be the result of the respondents having too many options with a 7-point scale plus a 'don't know' option. Reducing the amount of options on the agree/disagree scale can lead to more specific measurement of variance among respondents.

SUGGESTIONS

Employ the four nuanced good governance survey items from the General Opinion survey in future surveys. Use the agree/disagree scale as response options and reduce the number of options to four. Also remove the "don't know" option.

Add “access to information” items that represent indicators that have been shown to measure access to the types of information that psychological literature has found to be central to empowered public engagement in natural resource governance processes. These questions ask about the respondents’ understanding of the legal, social, and environmental consequences of the natural resource governance process.

As mentioned above, the psychological research suggests that long-term engagement in any behavior is more likely if the individuals feels that the behavior is personally meaningful, effective, and needed by their community. To accurately measure how likely respondents are to engage in the natural resource governance process over time, add questions regarding the meaningfulness of, effectiveness of, and the community need for the respondents’ engagement that process.

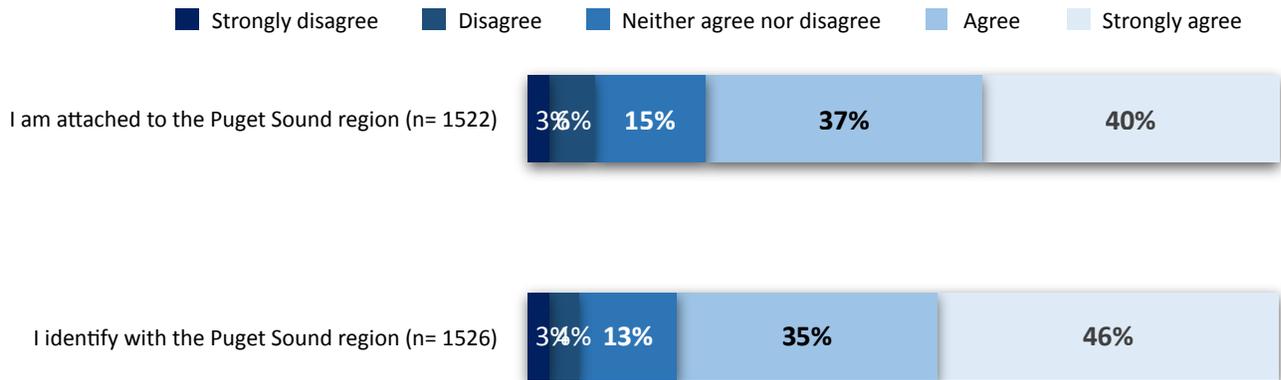
See Appendix A for specific recommendations.

Sense of Place

RESULTS

Google Insights Pilot Study June 2015:

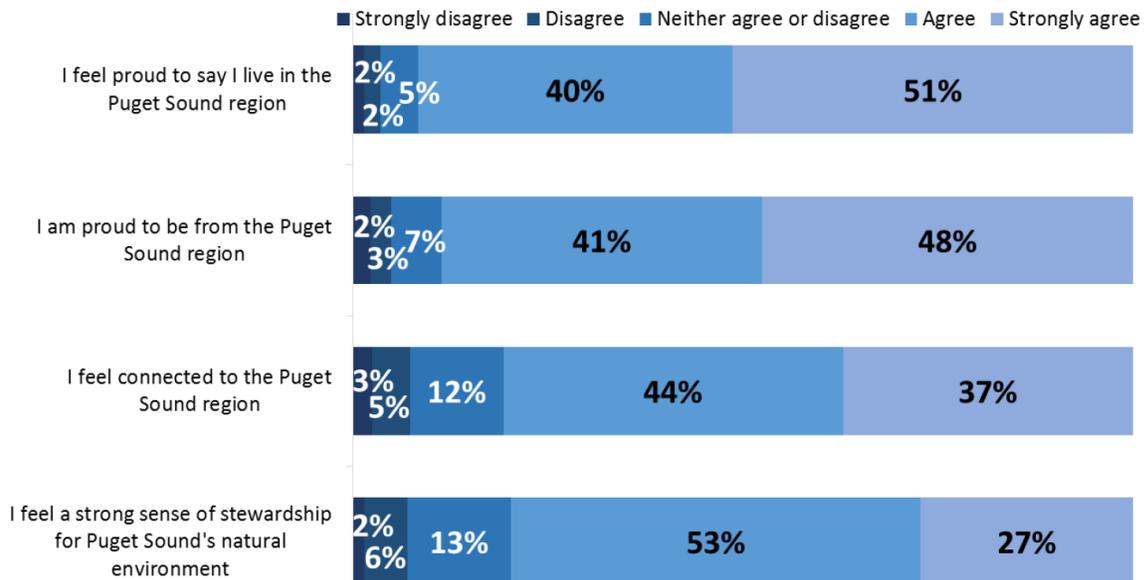
Please tell me how much you agree or disagree with the following statements:



General Public Opinion April-May 2015:

Please tell me how much you agree or disagree with the following statements:

Base: All respondents who participated in the survey (n=1878)



DESCRIPTION

The questions above ask about the respondent's identity, attachment, pride, connection, and sense of stewardship as it relates to the Puget Sound's natural environment. The results show that 77-91% of all respondents either agree or strongly agree that they feel identified, attached, proud, connected, and a sense of stewardship to the Puget Sound's natural environment.

INTERPRETATION

These findings suggest that all the sense of place items do in fact measure similar construct. We may also be picking up on a bias response trend created by people answering similarly to repeated questions that they think sound similar in content without fully considering their experience in relation to the exact topic of the question.

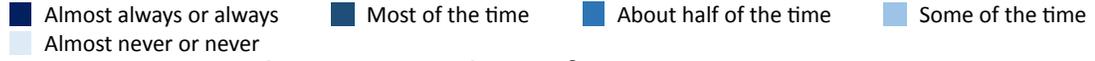
SUGGESTIONS

For the sake of space, remove one of the pride questions. See specific recommendations in Appendix A. Asking all survey questions in random sequence would help avoid response bias.

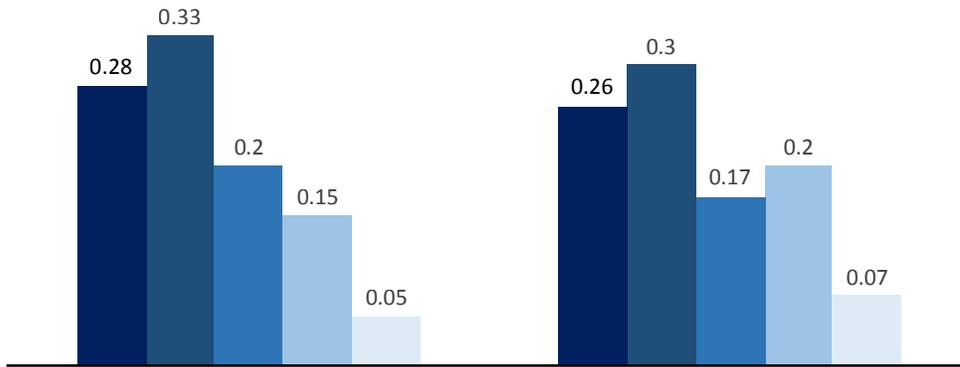
Psychological Wellbeing

RESULTS

Google Insights Pilot Study June 2015:



In the past year, how often...

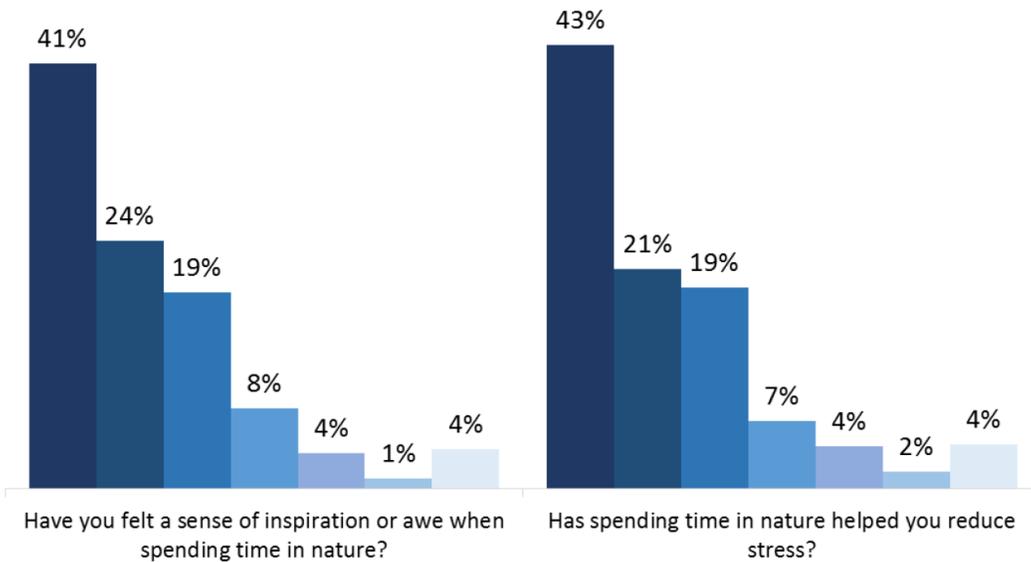


Have you felt inspired when spending time in nature? (n= 1303)

General Public Opinion April-May 2015:

In the past year, how often...

Base: All respondents who participated in the survey (n=1878)



DESCRIPTION

The questions above ask about the respondent's personal experience of inspiration and stress reduction in nature. Most online respondents felt inspired and a reduction in stress most of the time (inspired: 33%, reduced stress: 30%) or almost always or always (inspired: 28%, reduced stress: 26%) while spending time in nature. Most telephone respondents always felt a sense of inspiration or awe and a reduction in stress (inspired: 41%, reduced stress: 43%) while spending time in nature. The online respondents were given 5 response options while the telephone respondents were given 7 response options. While the wording of the questions was almost identical between populations, the telephone survey used the term 'a sense of inspiration or awe' while the online survey used the term 'inspired' to describe a similar type of inspiration.

INTERPRETATION

All respondents reported feeling very similar amounts of inspiration and stress reduction while spending time in nature. With similar results such as these, the data do not suggest a better use of language or amount of response options between the two populations. Recent literature suggests offering the least amount of response options possible (which in this case is five options). The terms inspiration or awe are two different terms for a similar concept and may offer clarity to future populations that may find their feelings best described by one or the other.

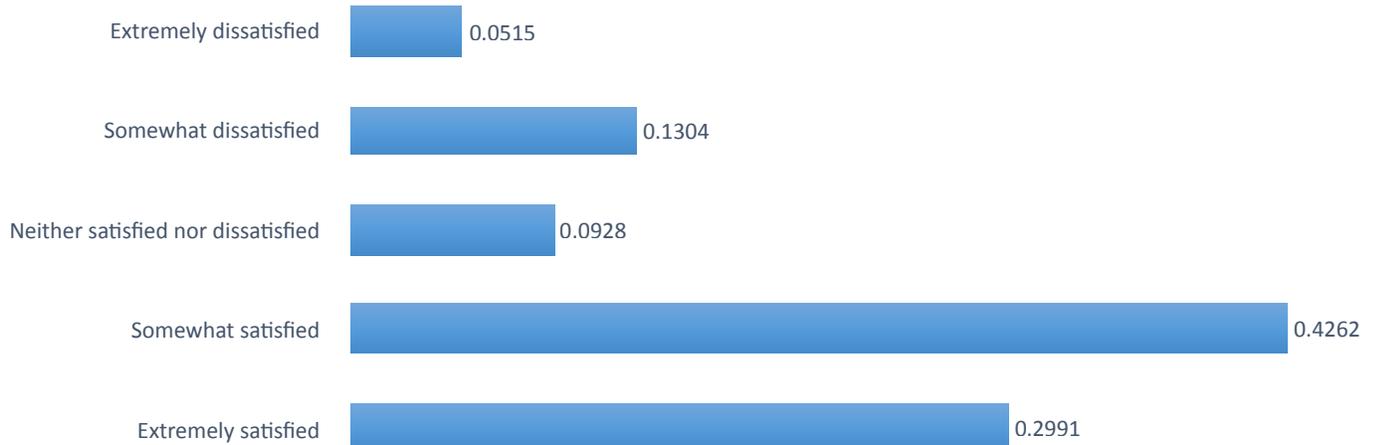
SUGGESTIONS

Offer a four-point scale of response options between always and never. Use the stress reduction question wording that is consistent across the two surveys and the inspiration wording that is used in online survey. See specific recommendations in Appendix A.

Life Satisfaction

RESULTS

**In the past year, how satisfied have you been with your life as a whole?
(n= 4477, Google Insights Survey, 2015)**



**In general, how satisfied are you with your life? (n= 10050,
BRFSS Puget Sound Counties, 2010)**



DESCRIPTION

The online survey asked respondents about life satisfaction while the telephone survey did not directly ask respondents about life satisfaction. Most online respondents reported that they were somewhat satisfied (43%) or extremely satisfied (30%) with their life as a whole over the past year. In 2010, a Behavioral Risk Factor Surveillance System (BRFSS) survey of the Puget Sound region's twelve counties found that most respondents were satisfied (48%) or very satisfied (46%) with their lives in general.

INTERPRETATION

Results are similar across the online Puget Sound survey and the BRFSS survey with a slightly larger percentage of BRFSS respondents reporting that they were very satisfied or satisfied with their lives. It would be easier to draw comparisons across these two studies if the wording of the question and response options were identical.

SUGGESTIONS

The Behavioral Risk Factor Surveillance System (BRFSS) is the nation's premier system of health-related telephone surveys that has collected state data about U.S. residents since 1984 and now collects data in all 50 states as well as the District of Columbia and three U.S. territories.

To gather future data that can best be compared to national BRFSS life satisfaction data, it is important to ask this question in the same format and using the same language and response options that is used in the BRFSS survey.

APPENDIX A: Recommended Survey Items & Response Options

Outdoor activity:

Option A:

This past winter, how often/many hours did you engage in outdoor recreational activities (such as walking, kayaking, or skiing)?

- Rarely or never (less than 1 time per month)
- About 1-3 times per month
- About 1 time a week
- Several times per week (about 3 times a week)
- Almost every day (at least 5 times a week)

Or

- 21-30 hours a week
- 11-20 hours a week
- 5-10 hours a week
- Less than 5 hours a week
- I don't spend time outside
-

This past summer, how often/many hours did you engage in outdoor recreational activities (such as walking, kayaking, or gardening)?

- Rarely or never (less than 1 time per month)
- About 1-3 times per month
- About 1 time a week
- Several times per week (about 3 times a week)
- Almost every day (at least 5 times a week)

Or

- 21-30 hours a week
- 11-20 hours a week
- 5-10 hours a week
- Less than 5 hours a week
- I don't spend time outside

Do you work in the outdoors performing nature-based work (such as commercial fishing, forestry, habitat restoration, or outdoor-recreation jobs)?

- Yes
- No

(Question asked only to those who do perform nature-based work): How many hours a week do you spend in the outdoors, performing nature-based work?

- More than 30 hours/week
- 21-30 hours/week
- 11-20 hours/ week
- 5-10 hours/week

- Less than 5 hours/week

Option B:

In the past year, on average, how often/many hours did you engage in outdoor recreational activities (such as walking, kayaking, or skiing)?

- Rarely or never (less than 1 time per month)
- About 1-3 times per month
- About 1 time a week
- Several times per week (about 3 times a week)
- Almost every day (at least 5 times a week)

Or

- 21-30 hours a week
- 11-20 hours a week
- 5-10 hours a week
- Less than 5 hours a week
- I don't spend time outside

Do you work in the outdoors performing nature-based work (such as commercial fishing, forestry, habitat restoration, or outdoor-recreation jobs)?

- Yes
- No

(Question asked only to those who do perform nature-based work): How many hours a week do you spend in the outdoors, performing nature-based work?

- More than 30 hours/week
- 21-30 hours/week
- 11-20 hours/ week
- 5-10 hours/week
- Less than 5 hours/week

Local Foods:

Do you like to gather or hunt _____ (insert fish, shellfish, deer/elk, plants/berries/mushrooms)?

- Yes
- No

(Question asked only to those who like to gather or hunt _____): In the past year, how often did you gather or hunt _____(insert fish, shellfish, deer/elk, plants/berries/mushrooms).

Were you able to harvest as much _____ (insert fish, shellfish, deer/elk, plants/berries/mushrooms) as you wanted or needed?

Which of the following factors prevent you from harvesting as much _____(insert fish, shellfish, deer/elk, plants/berries/mushrooms) as you would like?

- Personal time limitations
- Limited access to areas due to development or private property
- Catch limits or harvest rules

- Area closures due to wildlife management
- Shortages of wild foods
- Area closures due to health hazards
- Permit costs and other expenses
- Other

Cultural Wellbeing

OPTION A:

In the past year, how often did you attend a _____ (insert environmental film festival, harvest festival, salmon ceremony, or other cultural practice)?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

How easy or difficult is it for you to maintain your cultural practices associated with the natural environment?

- Very easily
- Somewhat easily
- With some difficulty
- With great difficulty
- Not at all possible

OPTION B:

In the past year, how often did you participate in activities that were culturally meaningful to you and/or your community?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

How easy or difficult is it for you to maintain your cultural practices associated with the natural environment?

- Very easily
- Somewhat easily
- With some difficulty
- With great difficulty
- Not at all possible

Sound Stewardship:

Option A:

In the past year, how often did you participate in _____ (insert citizen science project, removing invasive species, environmental monitoring, removing weeds, planting trees for conservation)?

- Constantly (at least once a week)

- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

In the past year, how often did you participate in environmental stewardship behaviors that were personally meaningful to you?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

In the past year, how often did you engage in behaviors that you believe effectively protected the environment?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

In the past year, how often did you engage in stewardship behaviors that you believe are needed by your community?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

OPTION B:

In the past year, how often did you participate in environmental stewardship behaviors that were personally meaningful to you?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

In the past year, how often did you engage in behaviors that you believe effectively protected the environment?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

In the past year, how often did you engage in stewardship behaviors that you believe are needed by your community?

- Constantly (at least once a week)
- Regularly (at least once a month)
- Occasionally (at least 3-4 times)
- Rarely (at least once or twice)
- Never

Good Governance:

Please tell me how much you agree or disagree with the following statements related to the Puget Sound region:

I have plenty of opportunities to influence natural resource decisions in the region if I wanted to

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I have freedom to make personal decisions about how natural resources are managed

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I am well represented by community and government leaders in the natural resource management process.

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I trust local and regional policymakers to protect Puget Sound's natural resources.

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I have access to enough information regarding the social consequences of how natural resources are managed in the Puget Sound

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I have access to enough information regarding the environmental consequences of how natural resources are managed in the Puget Sound

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I have access to enough information regarding the regulatory aspects of how natural resources are managed in the Puget Sound

- Strongly disagree
- Disagree
- Agree
- Strongly agree

Sense of place:

I am attached to the Puget Sound region.

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I identify with the Puget Sound region.

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I feel connected to the Puget Sound region

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I feel a strong sense of stewardship for Puget Sound's natural environment

- Strongly disagree
- Disagree
- Agree
- Strongly agree

I am proud to be from the Puget Sound region

- Strongly disagree
- Disagree
- Agree
- Strongly agree

Psychological Wellbeing

In the past year, how often have you felt inspiration when spending time in nature?

- Almost never or never

- Some of the time
- Most of the time
- Almost always or always

In the past year, how often has spending time in nature helped you reduce stress?

- Almost never or never
- Some of the time
- Most of the time
- Almost always or always

Life Satisfaction:

In general, how satisfied are you with your life?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

APPENDIX B: Decision Points

Outdoor activity:

Is it important to know how the frequency of outdoor recreation is affected seasonally?

- If so, choose Option A from Appendix A
- If not, choose Option B from Appendix A

Is it important to know the frequency of outdoor recreation for specific activities?

- If so, ask about each activity separately
- If not, as about the activities in one question.

Should we use the ‘hours’ of recreational activity response options that are closer to what is used by the health department or the ‘times’ response options that are used more colloquially to discuss recreational activity?

Should we ask analyze nature-based work data as being the percentage of population engaging in it or the change in hours that are occurring for those who do?

Local Foods:

Which of the following local foods are important to ask about in the recommended questions from Appendix A?

- Fish
- Shellfish
- Deer/elk
- Plants/berries/mushrooms
- Others?

Cultural Wellbeing

Is it important to know the frequency of participation in specific cultural activities?

- If so, choose Option A from Appendix A and decide which of the following cultural practices are important to ask about in the recommended questions:
 - Environmental film festival
 - Harvest festival
 - Salmon ceremony
 - Other cultural practices
- If not, choose Option B from Appendix A

Sound Stewardship

Is it important to know the frequency of participation in specific stewardship activities?

- If so, choose Option A from Appendix A and decide which of the following stewardship activities are important to ask about in the recommended questions:
 - Citizen science project
 - Removing invasive species

- Environmental monitoring
 - Removing weeds
 - Planting trees for conservation
- If not, choose Option B from Appendix A