

**Connecting More Effectively With the Public for Ocean Literacy and Conservation:
Findings from The Ocean Project National I Survey**

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The Ocean Project conducts public opinion and social science research and develops communications strategies, resources, and tools for our Partner network of more than 800 aquariums, zoos, and museums in order to help them more effectively reach their visitors for conservation education and action. In 1998/99 The Ocean Project conducted comprehensive public opinion research on attitudes, knowledge and values related to the ocean. Thanks to the Environmental Literacy Grants Program at U.S. National Oceanic and Atmospheric Administration, in 2008 The Ocean Project conducted a groundbreaking ocean survey – the largest ever of Americans on any environmental issue – with findings that will help the entire ocean community connect more effectively with the public. This research is allowing us to develop a more highly detailed database of public awareness, knowledge, and attitudes related to the ocean and conservation. The new findings will be helpful in helping to identify new ways of building a more ocean literate society that takes personal interest in conserving the ocean. We will provide an overview of the findings, an update on our entire research initiative, including work in 10 areas around the country with aquariums and zoos to implement and test the findings.