

Thank you for taking the time to complete this survey. Your participation is voluntary and anonymous, and you are free to not answer any question for any reason. This survey is about oysters, and will ask questions about your oyster-related preferences, thoughts, beliefs, and opinions. **As used in this survey, wild-harvested oysters are oysters that are found in natural habitats. Farmed-raised oysters, or aquaculture oysters, are oysters raised by humans at designated sites.**

1. About how many times have you eaten oysters? Please check only one.

Never	Less than 5 times	Between 5 and 10 times	Between 11 and 20 times	More than 20 times
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Have you ever eaten any of the following types of oysters? Please check all that apply.

Wild-harvested oysters	<input type="checkbox"/>	Unsure	<input type="checkbox"/>
Farm-raised oysters	<input type="checkbox"/>	I do not eat oysters.	<input type="checkbox"/>

3. Which type of oyster would you prefer to eat? Please check only one.

Wild-harvested oysters	<input type="checkbox"/>	I have no preference.	<input type="checkbox"/>
Farm-raised oysters	<input type="checkbox"/>	I do not eat oysters.	<input type="checkbox"/>

4. Based on your response to the previous question, would you be willing to pay more for your preference of oyster?

Yes	<input type="checkbox"/>	I do not eat oysters.	<input type="checkbox"/>
No	<input type="checkbox"/>		

5. We would like to know what you define as a "locally" harvested oyster. Please indicate the farthest distance in miles you would consider an oyster to be "locally" harvested.

_____ Miles

6. The following statements relate to your beliefs and/or habits related to oysters. Please indicate the extent to which you agree or disagree with the following statements. **If you do not eat oysters, please skip this question and continue to question 7.**

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
a. I order oysters because I believe they taste good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. It is important to me that the oysters I order are locally harvested.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I prefer my oysters cooked (fried, steamed, etc.) rather than raw.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Price is an important factor in my decision to order oysters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. The following statements relate to your beliefs about food and oyster harvesting. Please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	No Opinion	Agree	Strongly Agree <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
a. I am willing to pay more for environmentally friendly produced food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I believe society generally values and appreciates oysters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I would continue to eat oysters if the impacts from harvesting them were negative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I believe oysters are important for more than just food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I believe oysters contribute to the improvement of the appearance of the coast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. The following statements relate to your knowledge about oysters. Please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
a. I am knowledgeable about the benefits wild oyster reefs provide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I am knowledgeable about the benefits farmed oyster facilities provide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. The following questions relate to your knowledge about oysters. If you believe the statement is true, please indicate "True." If you believe the statement is false, please indicate "False." If you are unsure,

please indicate "Unsure."

	True	False	Unsure
a. Oyster reefs increase shoreline erosion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Oyster reefs provide habitat for many species of fish and aquatic organisms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Oyster aquaculture facilities do not provide any of the benefits that natural oyster reefs provide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Water clarity is improved by the presence of oysters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Oysters are an invasive species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Wild oyster populations in North Carolina are currently at about 75% of their historic populations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Oysters provide many benefits including shoreline protection, fish habitat and water filtration, among others. Oyster aquaculture facilities provide many of these same benefits, while also decreasing the pressure on wild oyster reefs. Furthermore, oysters from aquaculture facilities are similar in quality to wild oysters. Based on this information, please answer questions 10 and 11.

10. After reading the information above, are you more likely to prefer farmed oysters?

Yes

No

11. After reading the information above, would you be willing to pay more for oysters?

Yes

No

Oysters (both wild-harvested and farm-raised) provide a host of ecosystem services or environmental benefits. Amongst these are a reduction of shoreline erosion and an increase in water quality and clarity. Additionally, wild oyster reefs and oyster aquaculture facilities provide habitat for various fish species. In recent years, the oyster population has declined to under 10% of its historic maximum. The decrease in oyster population has resulted in a decrease in fish available for consumption.

The North Carolina oyster aquaculture industry is underdeveloped. The lack of an oyster seedling nursery within the state is a constraint on the growth of the industry. A nursery is a facility that cultivates oyster seedlings, and sells them to various aquaculture sites. The North Carolina Division of Marine Fisheries is proposing to build a nursery in North Carolina to expand oyster aquaculture in the state. An expansion of the oyster aquaculture industry would reduce pressure on wild oyster reefs, which would enable them to provide additional fish habitat and fish production. It is estimated that building an oyster nursery will lead to an increase in fish production by 10% to 15%.

12. You are voting on the construction of the proposed nursery. If more than 50% vote 'yes,' this nursery will be built using a special fund sourced by taxpayers. If you could vote today knowing your household state income tax *would increase by \$ _____* for the next year, would you vote for this program?

Yes

Undecided

No

The remaining questions relate to your occupation, education, income, and age.

13. Do you or anyone in your family work in the seafood industry?

Yes No

14. Which of the following represents your highest level of education? (Check one)

Some High School <input type="checkbox"/>	Bachelor's Degree <input type="checkbox"/>
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High School or GED <input type="checkbox"/>	Some Graduate Level Courses <input type="checkbox"/>
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Associates Degree <input type="checkbox"/>	Graduate Degree <input type="checkbox"/>
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Other (please specify): _____

15. Which of the following represents your household income level per year? (Check one)

Less than \$15,000 <input type="checkbox"/>	\$50,001 - \$75,000 <input type="checkbox"/>
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\$15,001 - \$30,000 <input type="checkbox"/>	\$75,000 - \$125,000 <input type="checkbox"/>
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\$30,001 - \$50,000 <input type="checkbox"/>	More than \$125,001 <input type="checkbox"/>
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16. Please indicate your age.

I am _____ years old

Thank you!

On behalf of the students at the University of North Carolina Outer Banks Field Site,
we thank you for taking the time to complete this survey.

If you have any questions about our project, feel free to contact us at:

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