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Ocean Champions Launches Eco-Conscious Insight Study Revealing Attitudes & Beliefs Surrounding Conservation

Capitola, CA - Ocean Champions, the bipartisan political organization for the oceans, is launching a new qualitative insight study to gain values, attitudes and information needs of their over 7,000-person nationwide support base. The study, executed by an independent strategic communications firm, will be used to report general insights surrounding conservation and specific perceptions of ocean health. Ocean Champions plans to share findings with all interested parties wishing to promote healthy ocean initiatives.

Researchers will conduct extensive interviews of ocean enthusiasts, conservationists, and supporters. The study is designed to capture insight from both Ocean Champions supporters and individuals with conservation interests. Included in the study, Ocean Champions will learn what eco-conscious consumers perceive as the most pressing conservation issues, who is their 'most trusted' media source for conservation news, and their level of political activity. The study also includes an online survey component, accessible through Ocean Champions' website (www.oceanchampions.org)

"Through deeper insight and understanding of eco-conscious consumers, we will better secure meaningful and long-lasting relationships. Ultimately, strengthening the political voice for the oceans," said David Wilmot, President and Co-Founder of Ocean Champions. "Ocean Champions serves as the line of communication between ocean enthusiasts and lawmakers."

Ocean Champions supporters have already used that voice effectively. In August, Ocean Champions supporters sent over 2,500 letters to Congress, helping Rep. Kathy Castor (D-Fl) secure funding for red tide and other harmful algal bloom research. Ocean Champions notes that they tend to have significantly higher than average response and action rates from their supporters compared with other nonprofit advocacy organizations.

“Our supporters have responded to our calls to action at critical times,” explains Ben Ebert, Director of Outreach. “Now we want to get a better idea about how Ocean Champions can best meet their needs. What does ocean conservation mean to our members and what issues do they think are most important?”

Ocean Champions expects the results of the study will be available by late-September and aims to have a new membership benefits package in place by the end of this year. For results of the insight study when they become available, please contact Ocean Champions directly.

Ocean Champions is the only nonprofit political organization that endorses pro-ocean Congressional candidates and lobbies members of Congress on behalf of the oceans. To learn more visit www.oceanchampions.org

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