



2018 Harmful Algal Blooms Voter Preference Survey

TOLEDO ROTARY PILOT SESSION

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Pilot Session Goals

- ▶ Get overall impressions of the survey
- ▶ Gain feedback on survey structure and wording
- ▶ Use feedback to increase response rate

Research Questions

1. Under which conditions will voters switch to support or oppose using fines or tax credits to reduce agricultural runoff and harmful algal blooms?
 1. How do voter attitudes toward the agricultural community, environmental regulation, and their connections with farming influence their attitudes toward policy options?



Research Study Timeline





Part 1: Survey Simulation

Everyone take the survey as you would if it just arrived in the mail.



Part 2: Focus Group Session

Please re-read the survey to think about any wording that tripped you up or gave you pause.

Please mark up your printed survey in the event that we can't discuss all feedback.

Question
Wording

Messaging/
Bias

Visual
Appeal

Length



Were there any questions
that confused you and why?





For questions 5 and 7, why
did you support or oppose
tax credits or fines?





For questions 6 and 8, did you switch from yes to no or the opposite? Why?





What would motivate you to take the survey?





Did any of the questions come
across as biased?





Additional Considerations

- ▶ Does the order of the questions make sense?
- ▶ Do you feel like you had the prior knowledge needed to take the survey?
- ▶ How likely would you be to complete the survey?
- ▶ Would you be more likely to complete the paper (mailed) or online survey version?



Additional Questions / Comments





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