

An Ocean Without Mysteries:

Brazilians' Relationship with the Ocean



**CONEXÃO
OCEANO**
COMUNICAR. ENGAJAR. PROTEGER.

An initiative:



In cooperation:





PRESENTATION

For many people, Brazil reminds them of the beach, but what many do not know is the true relationship between Brazilians and the sea. During the Ocean Decade, in 2022, a new survey sought to identify how people from all regions of this country of continental dimensions perceive their connection with the ocean. It is a baseline that can be used to follow the evolution of the Brazilian reality, guide oceanic communication and literacy strategies, and could be replicated in other countries.

In this publication, you will find the main data of the study presented in a highly visual format, featuring **infographics that can be downloaded and shared**.

The survey is a product of the Boticário Group Foundation for Nature Protection, in partnership with the Intergovernmental Oceanographic Commission of UNESCO, UNESCO Brazil and the Federal University of São Paulo (UNIFESP), developed following the premises of the **Ocean Connection**, an initiative that seeks to strengthen communication on the coastal-marine ecosystem to make society aware of the importance and urgency of the topic.

Enjoy the read!



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STARTING POINT

The survey sought to understand the actual status of ocean literacy in Brazilian society, in other words, how people perceive the influence of the ocean in their daily lives and their influence on the ocean. Learn more about the first steps:

METHODOLOGY



Type of survey:

Quantitative

Target audience:

Adult population of both genders, in all socioeconomic classes, in the 5 geographic regions of Brazil

Sample:

2.000 interviews

Margin of error:

2.2%, with a confidence level of 95%

Technique:

Face-to-face interviews

Collection period:

05/03/2022 to 12/04/2022

Instrument:

Semi-structured questionnaire, containing open and closed questions

[ACCESS THE QUESTIONNAIRE](#)

Indicator:

To interpret grade scales, the Top2Box score was adopted, which sums the two highest scores from the valid answers

Company responsible for the Interviews:

Zoom Inteligência em Pesquisas



ASSUMPTIONS

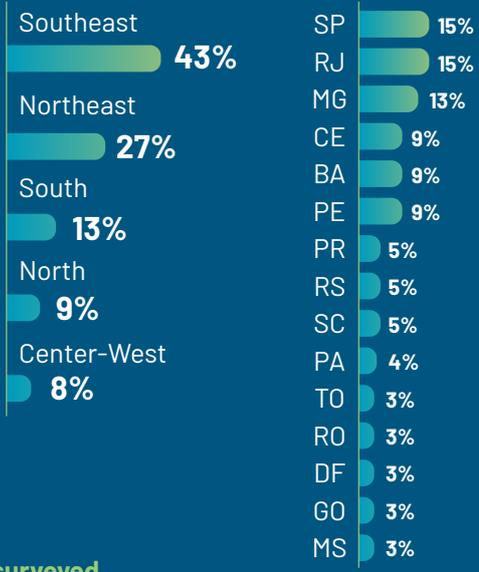
Consider the country's sociodemographic characteristics, encompassing all regions, cities of different sizes, coastal and inland, and gender balance, education, and social profile.





SAMPLE PROFILE

14 States of the 5 Regions* + Federal District



Caption:

- 38 cities surveyed
- 62% live in capitals
- 41% live in coastal cities

GENDER



AGE GROUP

Average of 41 years old,
with respondents ranging from 18 to 64 years old

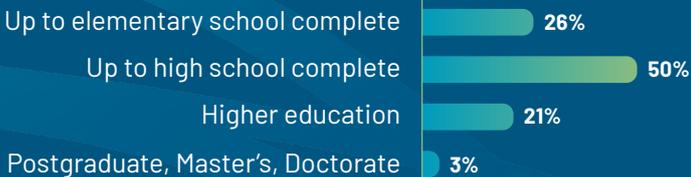
63% have children

AVERAGE MONTHLY INCOME

R\$ 3.563 | US\$ 743 (familiar)
R\$ 1.188 | US\$ 248 (per capita)
3% work with activities related to the sea

Base: 2000

EDUCATION:



Base: 2000

*The regional distribution of the interviews took into account the Brazilian population distribution.

A WAVE OF WORDS

Find out what Brazilians think of when they think of the ocean.

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A dip in the wave...

124 different memories

- 65% Memories about the environment
- 21% Feelings
- 5% Memories related to activities
- 5% Did not inform
- 4% Memories of negative impacts

36% Water	4% Immensity
13% Nature	3% Beauty
7% Marine Animals	2% Pollution
5% Tranquility	2% Life
5% Did not inform	2% Blue

PACKED BAGS

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In a continental country with over 7,000 kilometers of coastline, discover how much Brazilians know about and if they have visited each coastal-marine environment.

DUNES

Sand mounds formed by the wind.

85% know them
59% have never visited them

70% of respondents from the **Southeast** have never visited them.

ROCKY SHORES

An area with rocks, constantly impacted by waves. It appears at the tip of the beaches, where the strip of sands ends.

74% know them
53% have never visited them

69% of interviewees from the **South** region have already visited them.

CORAL REEFS

Clusters of coral species, other animals, and seaweed.

80% know them
75% have never visited them

79% of respondents from the **South** have not visited them.

CLIFFS

Mountains or walls that form on the coast and usually end in the sea.

60% know them
77% have never visited them

Only **29%** of respondents from the **Northeast** have visited them.

ESTUARIES

Areas along the coast where a river joins the sea.

68% know them
68% have never visited them

74% of respondents from the **North** have never visited them.

MANGROVES

A region close to the sea with trees that are able to withstand the tides and salt of the sea water.

83% know them
58% have never visited them

61% of respondents from the **Northeast** have already visited them.

SANDBANKS VEGETATION

Plant formations that settle on sandy soils in the coastal plain region.

63% know them
72% have never visited them

Only **25%** of respondents from the **Southeast** have visited them.

BEACHES

Sand strips bathed by the sea.

100% know them
10% have never visited them

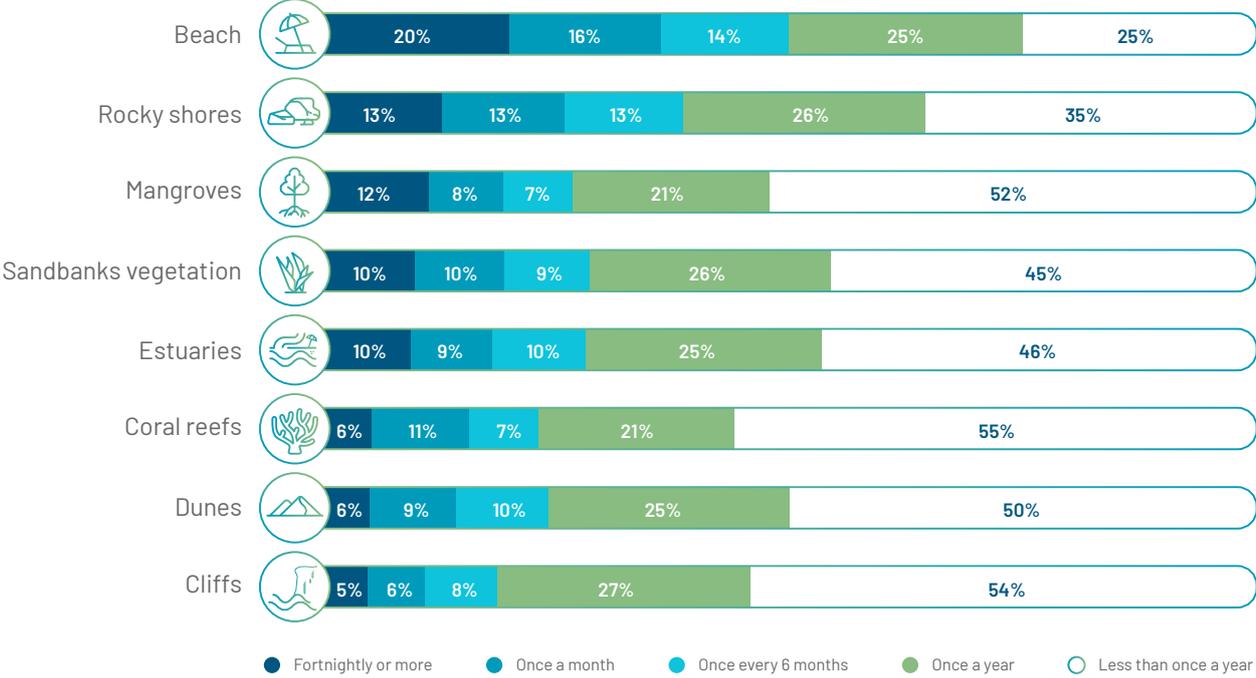
4% do not know any place other than the beach
79% of respondents from the **North** have already visited them.

CENTER-WEST

The Center-West is the only landlocked Brazilian region. The region has the lowest visitation rates for all ecosystems: **45%** of respondents claim that they have never been to the beach; **67%** have never visited rocky shores; **77%**, sandbanks vegetation; **78%**, mangroves; **79%**, dunes; **81%**, estuaries; **84%**, coral reefs; and **87%** cliffs.

Respondents with schooling up to complete elementary school and with lower income visited these places less often compared to respondents with complete higher education and higher income.

How often do you usually visit this environment?



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What activities do you like to do when you are near the sea?



- 51% diving/bathing in the sea
- 32% walking on the beach
- 20% tanning
- 19% enjoying the local cuisine
- 17% playing sports (47% soccer, 19% volleyball, 11% surfing, 9% running, 6% footvolley)

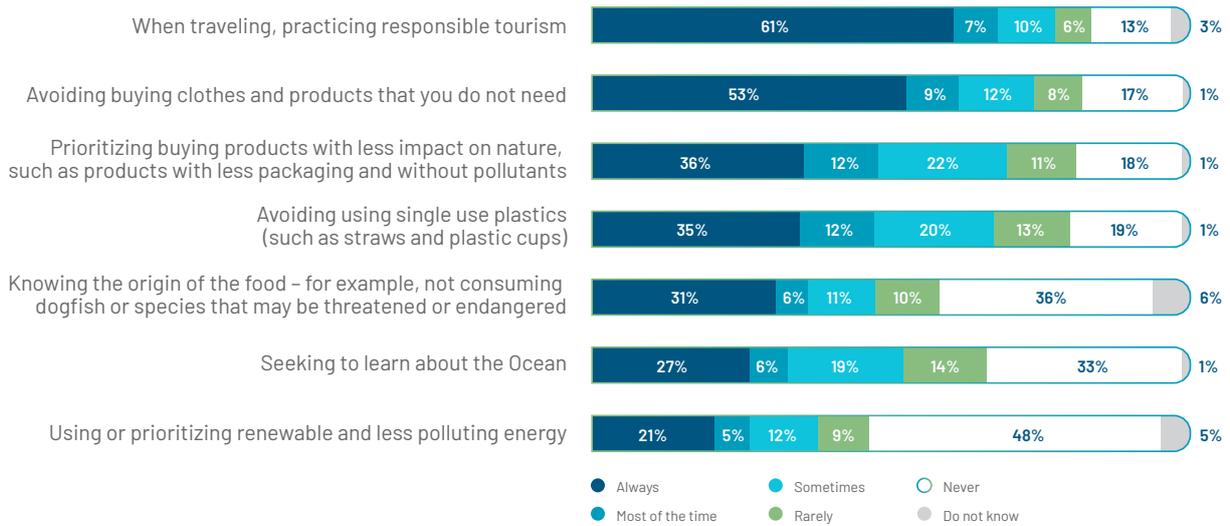


HABITS AND BEHAVIORS

Learn more about what Brazilians like to do most when they are by the sea, habits they adopt that impact the ocean, and how much they are willing to change.

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Among the habits I am about to mention, which ones do you currently adopt?



Transformation

On a scale of 0 to 10, how much are you willing to change your habits for the benefit of the ocean?

Average 8,3

0 to 6 - 17,7% | 7 to 8 - 24,8% | 9 and 10 - 57,4%

What role would you be willing to play on behalf of the ocean?

57% **Supporter**, as a dissemination agent

25% **Active**, as an agent of change, getting my "hands on"

17% None

1% I do not know

82,2% of Brazilians say they are willing to change habits for the benefit of the ocean.

The populations of Tocantins, Pernambuco and Rio Grande do Sul are more willing to be agents of dissemination. In turn, people from Paraná and Rondônia are more willing to take "hands on" actions.



Thiago Mendes

THE OCEAN AND YOU

Whether directly or indirectly, the ocean impacts the survival and well-being of all people – whether for the air we breathe, for the rainfall, or for the food. Conversely, attitudes by all of us can also influence the health of the ocean. Learn more about how Brazilians perceive this relationship.

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How does the ocean impact your life?

- 50% directly
- 21% indirectly
- 26% does not impact anything
- 3% do not know

And how do you impact the ocean?

- 34% directly
- 24% indirectly
- 40% do not impact anything
- 2% do not know

What do you think most negatively impacts the ocean?

- 72% pollution / garbage / sewage
- 16% illegal / irregular fishing
- 16% do not know
- 12% vessel leakage

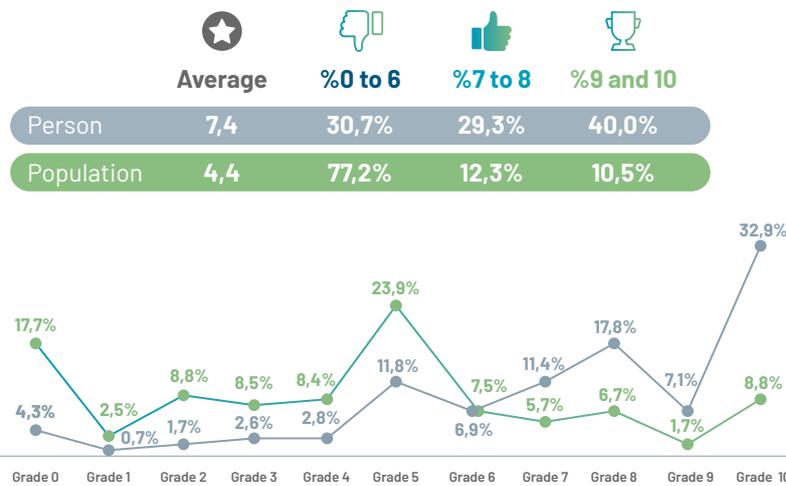
 Respondents with education up to complete Elementary School have a higher perception that the ocean does not impact their lives (40%).

PERCEPTIONS

See how respondents rate their concern for the ocean and the interdependence of different scenarios with the sea.

YOU AND THE OTHERS

How do you rate your concern about ocean conservation?
What about society?

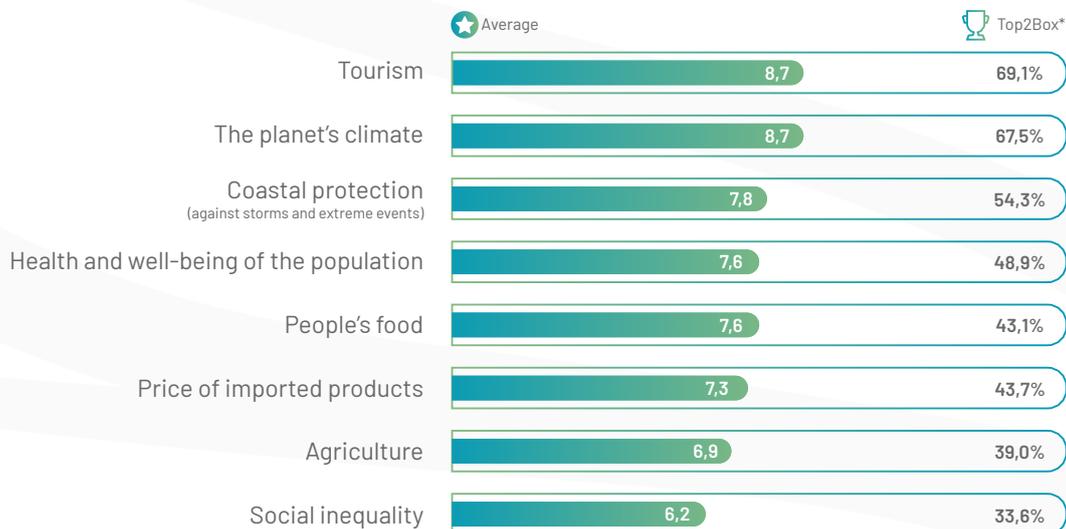


Push and single-response pools. Base: 2000
*Respondents who were able to evaluate.

While 40% of respondents see themselves concerned about ocean conservation, they believe that just 10.5% of population share the same concern.

RELATIONSHIP WITH THE OCEAN

On a scale from 0 to 10, how would you rate the relationship between these scenarios and the ocean?



Base: 2000
*Sum of the percentage of grades 9 and 10.

CARING FOR THE OCEAN

We also sought to understand how Brazilians evaluate the country's performance, as a whole, in favor of the conservation of the coast and the seas.

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STORY 01

How would you rate Brazil's efforts to conserve the ocean?

Very negative Negative Neutral Positive Very positive

STORY 02

This is the general perception of Brazilians...

41% Negative 28% Positive

Source: An Ocean Without Mysteries: Brazil's Relationship with the Ocean, 2022. Boticario Group Foundation, IOC-UNESCO, UNESCO Brazil, Unifrap.

STORY 03

...who considers these entities to be primarily responsible for the conservation of the ocean.

- 60% Government
- 51% NGOs
- 36% Society
- 31% Private sector
- 29% Educational institutions

Source: An Ocean Without Mysteries: Brazil's Relationship with the Ocean, 2022. Boticario Group Foundation, IOC-UNESCO, UNESCO Brazil, Unifrap.

STORY 04

The most remembered institutions when it comes to ocean conservation:

- 63% Did not know
- 7% Tamar Project
- 6% Petrobras
- 6% Greenpeace

Would you like to know more about the relationship between Brazilians and the ocean?

Access the survey on the link:

Source: An Ocean Without Mysteries: Brazil's Relationship with the Ocean, 2022. Boticario Group Foundation, IOC-UNESCO, UNESCO Brazil, Unifrap.



QUIZ TIME!

To delve deeper into Brazilians' knowledge of the ocean, we prepared a quiz for respondents and for you!

Let's test your knowledge about the ocean! True or false?

- 01** Many products are made from raw materials extracted from the ocean, such as medicines, cosmetics and petroleum products.
 T F **79% correct answers** among the survey respondents.

- 02** Tidal and wave movements and water temperature differences can be exploited as renewable energy sources.
 T F **72% correct answers** among the survey respondents.

- 03** Garbage disposal and sewage from cities far from the sea do not impact the ocean.
 T F **70% correct answers** among the survey respondents.

- 04** 100% of people are somehow connected to the ocean.
 T F **67% correct answers** among the survey respondents.

- 05** Weather conditions in inland cities depend on the ocean.
 T F **65% correct answers** among the survey respondents.

- 06** The type of food I choose to eat impacts the ocean.
 T F **61% correct answers** among the survey respondents.

- 07** Terrestrial environments harbor the greatest biodiversity on the planet.
 T F **55% correct answers** among the survey respondents.

- 08** Most of the oxygen we breathe comes from seaweed.
 T F **47% correct answers** among the survey respondents.

- 09** The type of fabric I put in my washing machine influences the ocean.
 T F **40% correct answers** among the survey respondents.

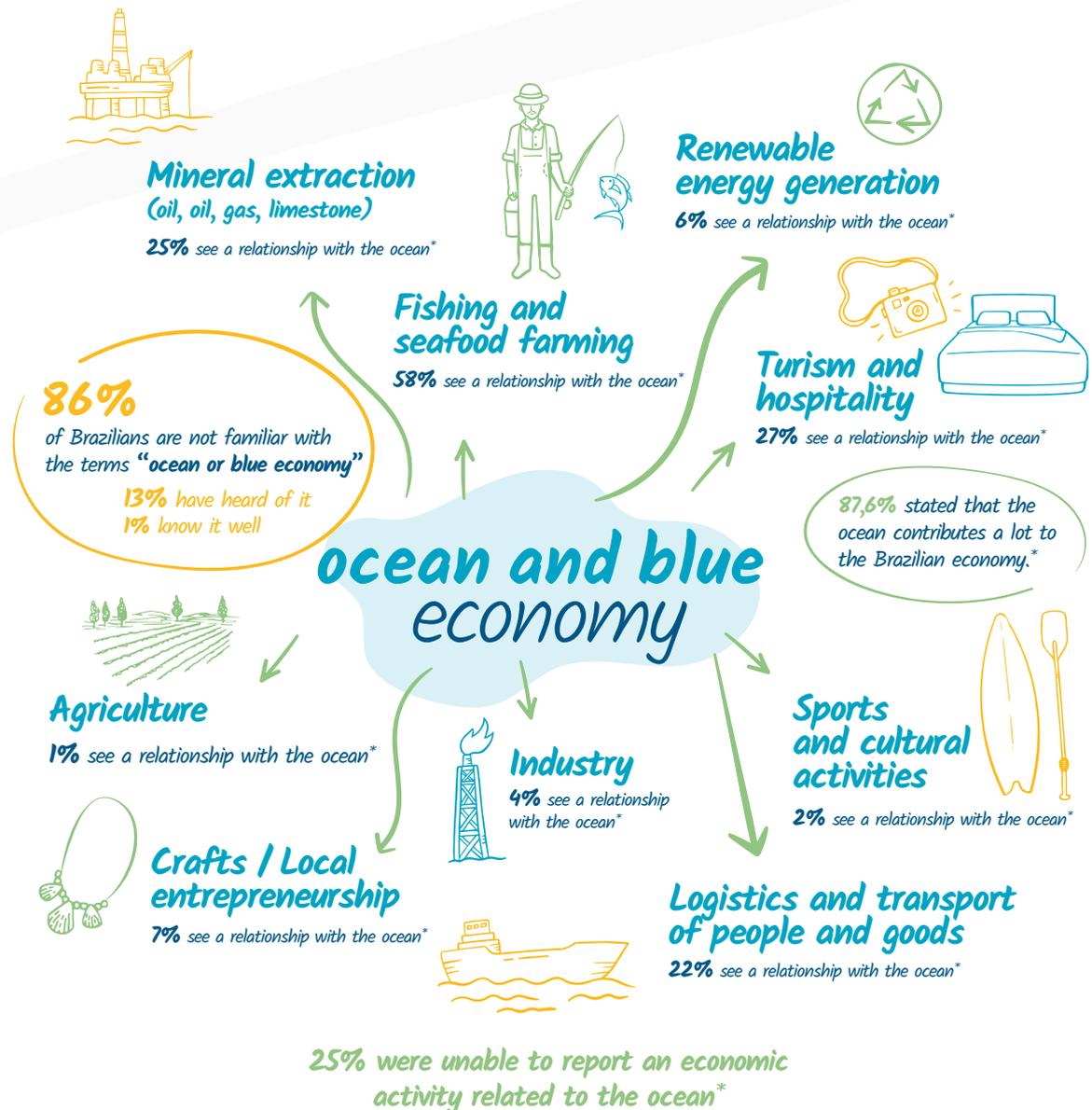
- 10** The Internet depends on the ocean to reach people's homes.
 T F **32% correct answers** among the survey respondents.

Answers: 1 - True, 2 - True, 3 - False, 4 - True, 5 - True, 6 - True, 7 - False, 8 - True, 9 - True, 10 - True.

OCEAN AND BLUE ECONOMY

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The Ocean Economy encompasses all economic activities developed under the direct influence of the coastal-marine environment or from resources coming from the ocean. The Blue Economy includes the sustainable use of the seas. Those are concepts that are distant from the vast majority of people.



On a scale from 0 to 10, how much do you believe the ocean contributes to Brazil's economy?

Average 8,6 (0 to 6 - 12,4% | 7 to 8 - 25% | 9 and 10 - 62,6%)

The ocean contributes with 19% of Brazilian GDP

(Source: Interministerial Commission for Sea Resources)

* Spontaneous responses.

THE OCEAN DECADE

SHARE

The period from 2021 to 2030 will mark the UN Decade for Ocean Science for Sustainable Development, a global movement that seeks to engage all people and society's sectors in favor of the ocean. Do Brazilians know this?

Do you know or have you heard of the Ocean Decade?

- 93% of Brazilians do not know it
- 6% have heard of it
- 0.3% know it well



2021 United Nations Decade
2030 of Ocean Science
for Sustainable Development

The United Nations (UN) has declared that the period from 2021 to 2030 will be marked as an Ocean Decade. The initiative aims to mobilize different stakeholders, including the public and private sectors and society, to co-design research and decision-making scientifically based for the sustainability of the ocean.

On a scale from 0 to 10, how would you rate this initiative?

8,5 (average)

Do you believe that the Decade will bring results?

84% Yes

16% No

64% are interested in knowing more about the Ocean Decade. On which channels?

46%

Social Media



22% Newsletter



19% Press



60% Instagram



55% Facebook



17% WhatsApp



IS IT REAL? YES!

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Based on the data collected in the study, we realized that the population can still learn more about their relationship with the ocean. In search of awareness and sharing knowledge, this is an example of content that society can take ownership of.



A FEW FINDINGS

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Learn more about some of the main highlights identified in the survey. New assessments should be unfolded from the crossing of information.

<p>1</p> <p>There are few differences in the answers between the coast and far-from-coast countryside...</p> 	<p>2</p> <p>... but there is a constant difference in the answers coming from the Center-West region.</p> 	<p>3</p> <p>Coral reefs are the best known of the least visited marine environments.</p> 
<p>4</p> <p>10% of Brazilians have never been to the beach.</p> 	<p>5</p> <p>1/4 of Brazilians believes that the ocean has no impact on their lives.</p> 	<p>6</p> <p>40% of Brazilians believe their actions do not impact the ocean at all.</p> 
<p>7</p> <p>70% of Brazilians state that tourism and the planet's climate have a strong relationship with the ocean.</p> 	<p>8</p> <p>Education and income influence some perceptions.</p> 	<p>9</p> <p>86% neither know about nor have heard of the Ocean Economy or Blue Economy.</p> 
<p>10</p> <p>1/4 could not point to any economic activity related to the ocean...</p> 	<p>11</p> <p>... but 87% noted that the ocean contributes a lot to Brazil's economy.</p> 	<p>12</p> <p>For the respondents, the population's concern for the ocean is low (4.4) and their own is higher (7.4).</p> 
<p>13</p> <p>82,2% of Brazilians are disposed to change habits for the benefit of the ocean.</p> 	<p>14</p> <p>Only 1/4 searches for information about the ocean.</p> 	<p>15</p> <p>41% negatively evaluate Brazil's actions to conserve the ocean.</p> 

LEARN MORE

Would you like more information about the ocean and about this survey?

If yes, please access the contents below or contact us!

Questionnaire in Portuguese: [ACCESS](#)

Portuguese version of this publication: [ACCESS](#)

Questionnaire in English: [ACCESS](#)

Ocean Decade: [ACCESS](#)

Research press release: [ACCESS](#)





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