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**SUBJECT: SUPPLEMENTARY GUIDELINES ON THE CONDUCT OF THE
KNOWLEDGE, ATTITUDE AND PRACTICE (KAP) SURVEY FOR
THE COASTAL AND MARINE ECOSYSTEMS MANAGEMENT
PROGRAM (CMEMP)**

Pursuant to Section 9 of the DENR Administrative Order No. 2016-26 on the Guidelines for the Implementation of the Coastal and Marine Ecosystems Management Program (CMEMP), the attached "Supplementary Guidelines on the Conduct of the Knowledge, Attitude and Practice Survey for the Coastal And Marine Ecosystems Management Program (CMEMP)" is hereby disseminated in support to the Social Marketing and Mobilization Component of the Program.

This Technical Bulletin is circulated for the information and guidance of all concerned.


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SUPPLEMENTARY GUIDELINES ON THE CONDUCT KNOWLEDGE, ATTITUDE AND PRACTICE (KAP) SURVEY UNDER THE SOCIAL MARKETING AND MOBILIZATION COMPONENT OF THE COASTAL AND MARINE ECOSYSTEMS MANAGEMENT PROGRAM (CMEMP)

OPERATIONAL DEFINITION OF TERMS

1. **Local Chief Executives/Barangay Officials**– elected barangay officials:
 - a. Punong Barangay;
 - b. Sangguniang Barangay Members;
 - c. Barangay Secretary; and
 - d. Barangay Treasurer.
2. **Household heads** – usually the fishermen.
3. **Local organization members** – members of Peoples Organization/s present in the area.
4. **Youth/students (15-24 years old)** – 5% Out-of-School Youth (OSY) and 5% students or completely 10% OSY or 10% students.
5. **Local business owners** – Business operators in the barangay.
6. **School heads/teachers** – School heads/teachers in the particular schools within the barangay whether elementary, secondary or tertiary.

OBJECTIVES OF THE KAP SURVEY

The following are the objectives of the survey:

1. Examine the perception of the stakeholders on what is Biodiversity, Marine Pollution and Climate Change;
2. Determine the prevailing knowledge, attitudes and practices of stakeholders relative to the specific coastal and marine ecosystems (mudflat areas, mangrove forests, seagrass meadows, and coral reefs); and
3. Identify the different communication channels that are being used/accessed by the stakeholders.

SAMPLING DESIGN/METHODOLOGY

Sampling Frame

Identify the population of the local chief executives/barangay officials, household heads, local organization members, youths/students, local business owners, and school heads/teachers preferably in all the barangays within the NIPAS Marine Protected Areas. The population listings (barangay/municipality records or PSA website) should be exclusive, that is, each target respondent should be included in only one of the six categories. Each list will serve as sampling frame for each category in each MPA locality. In case the list is not available, the approximated totality in each barangay should be determined.

Once the listings are obtained, 10% of the totality in each category in each barangay within the MPA shall be considered for interview. Every interview is expected to be complete and correct.

Table 1. Target Sample Size in Each NIPAS MPA.

LCE/Barangay Officials	Household heads (Fishermen)	Local organization members	Youth/Students	Local business owners	School heads/teachers
10% of the totality in each barangay	10% of the totality in each barangay	10% of the totality in each barangay or in each MPA	10% of the totality in each barangay	10% of the totality in each barangay or in each MPA	10% of the totality in each barangay or in each MPA

Determining the Person to be Included in the Survey

In cases that a respondent qualifies to two or more of the categories, he/she will be counted under one category only. A respondent is said to be eligible for interview if he/she is physically present at the time of interview and consents to participate.

If one or two categories is/are not available in the survey locale (barangay) in the preliminary sampling list considering that all the available population listings were retrieved, then the enumerator/s can disregard those categories and proceed with the remaining categories of interest.

The number of respondents to be interviewed should not be less than the target sample size in each category per barangay. Moreover, the CMEMP implementers may opt to increase the target minimum percentage subject to availability of resources (funds, manpower, time).

An interview is said to be complete if all the details needed have valid responses.

Replacement of Respondents

If the available respondent refused to be interviewed or there is no response from the respondent after two attempts of scheduled interview, the respondent will be substituted by another person not yet interviewed but falls under the same category.

DATA COLLECTION

Enumerators will be trained for data gathering and interview. Data validators will check for errors and incomplete responses in the questionnaire. In case of errors and incomplete responses, the enumerator will have to do a second visit to the respondents to complete the interview. It is advised that data validators will be different from enumerators. Data consolidators will consolidate the data gathered during the duration of the survey.

DATA TRIANGULATION

To validate and ensure accuracy of data interpretation and analysis, the CMEMP implementers may conduct Key Informant Interviews (KII) and Focused Group Discussions (FGDs) among the following:

KII:

1. Municipal Mayor or Municipal Environment and Natural Resources Officer/Municipal Agriculture Officer/Municipal Planning and Development Officer
2. Member/s of the Indigenous Peoples Group
3. One representative from local business group

FGD:

1. Wives of Fishermen
2. Local Business Owners (medium or small-scale)
3. Local Organization Members
4. Out of School Youth/Students (15 to 24 years old)
5. Fishermen
6. Teachers

Any alternative methodologies and survey instruments suited to the locale (barangay) are encouraged provided that these satisfy the objectives of the KAP Survey. Such alternative/s should be properly defined in the KAP Survey Report.

DATA PROCESSING AND ANALYSIS

Collected data from completed interviews will be encoded in the annexed (ANNEX 1) spreadsheet file, *KAP Data Analysis Template*. Use the *KAP Reference Guide in Inputting Data* (ANNEX 2) as guide in encoding the values.

Simple descriptive analysis will be employed in interpreting the data gathered using pivot table, pie graphs, bar charts, average and percentages will be used for the analysis. These results can be generated using Microsoft Excel.

Table 2. Statistical analysis applicable for parts of the questionnaire.

Respondent's Profile	Knowledge	Attitude	Practices
Percentage	Bar Graph	Percentage	Percentage
Pie Graph	Percentage		Bar Graph
Average	Pie Chart		

The CMEMP implementers can employ other statistical techniques/tools for in-depth analysis provided that resources are available and that such additional intervention/s can fit within the budget given.

SUBMISSION OF DATA AND REPORTS

All KAP Survey encoded raw data and final reports (with analysis) should be submitted to BMB.

SURVEY REPORT FRAMEWORK

The following are the prescribed sections of the report:

1. **Introduction** – this will cover brief description of the conduct of the survey – before, during and after.
2. **Objectives** – this is basically the objectives of the survey as outlined in the earlier part of this guideline. Additional specific objectives that may have identified at the regional level, appropriate to the locality can likewise be reflected in this section.
3. **Survey Methodology** – this section describes all activities undertaken for the KAP Survey. This is also the part where other methodologies used can be explained per the unique nature of each of the locales (barangays) where the KAP surveys were conducted.

4. **Results** – this contains strictly the processed results of the survey organized in tables, graphs and a narrative portion for the answers to the open-ended questions and other sections as appropriate.

No commentaries yet on this section but only a thorough description of the locale, sampling frame (actual number of respondents and demographic characteristics/profile) and each of the contents of the tables, graphs and other figures/representations.

5. **Discussion** – this is where the significant results are highlighted in relation to the objectives of the survey. Moreover, this is the section where the limitations of the survey and local situation/context can be elucidated to support the interpretation and analysis of results. Illustrations such as diagrams and other infographics can be used to explain the results.

All field personnel and focal staff knowledgeable of the actual conduct of the survey must be involved in the analysis of data/results.

6. **Recommendations and Conclusions** – This section highlights the most significant information based on the analysis of the results. This can now point to the next steps toward the possible activities and strategies of CMEMP particularly for the respective regional/NIPAS MPA level communication campaigns nationwide. Further/follow-up activities can be listed here as necessary for the overall achievement of the goal of CMEMP that can be achieved largely through effective communication interventions.
7. **Reference/s** – List of related literature/publications that may have been used or served as reference/s in the actual conduct of the survey and/or in writing the report.
8. **Appendix(es)** – This is where all comprehensive tables and figures supporting the information presented on all report sections particularly discussion/analysis of results can be attached.

Reference Guide in Inputting Data

Use the possible answers in inputting values in the Data Analysis Template. Example: 0, 1, 2, 3, etc.
Colors are only used for easy reference to the table and to the data analysis template.

In KAP Data Analysis Template Header (MS Excel File)	In KAP Questionnaire	Possible Answers for Data Input
DateStart	Date and Time of Interview	Indicate the DATE of interview as written in the questionnaire
TimeStart	Date and Time of Interview	Indicate the TIME start of interview as written in the questionnaire
NameEnum	Name of Interviewer/Enumerator (First Name, MI, Last Name)	Indicate the First Name, Middle Initial, Last Name of the interviewer or enumerator as written in the questionnaire
QNumber	Questionnaire Form Number	Indicate the Questionnaire Form Number as written in the questionnaire. (Format: MPA Name abbreviated, First 7 letters of the barangay surveyed, Initials of Interviewer, Questionnaire Number. To be filled up by the validator. Example: AIPLSbasakDRN20)
GeoID	Geo-tag ID	Indicate the latitude and longitude where the interview took place (in decimal degree)
NamePA	Name of Protected Area	Choose the Protected Area
LocBrgy	Location (Barangay, City/Municipality, Province)	Indicate the Barangay where the interview took place.
LocCityMun	Location (Barangay, City/Municipality, Province)	Indicate the City/Municipality where the interview took place.
LocProv	Location (Barangay, City/Municipality, Province)	Indicate the Province where the interview took place.
RespCluster	Respondent Cluster	<ol style="list-style-type: none"> 1- Local Chief Executives and LGU key officials 2- Household heads (usually fishermen) 3- Local organizations 4- Students/Youths (age 15-24 years old) 5- Local business owners 6- School heads and teachers
NameResp	Name of Respondent (First Name, MI, Last Name)	Indicate the First Name, Middle Initial, Last Name of the respondent as written in the questionnaire. Leave blank if respondent refused to state name.
Age	Age (provide range of years)	<ol style="list-style-type: none"> 1- 15-19 years old 2- 20-24 years old 3- 25-29 years old 4- 30-34 years old

		5- 35-39 years old 6- 40-44 years old 7- 45-49 years old 8- 50-54 years old 9- 55-59 years old 10- 60 years old and above # - No response
Gender	Gender	1- Male 2- Female 3- Lesbian 4- Gay 5- Bisexual 6- Transgender 7- Other #- No response
GenderOther	If response in Gender is OTHER	Indicate the OTHER Gender as written in the questionnaire
YrsReside	How many years are you residing in your area?	Indicate the number of years as written in the questionnaire. If residency is only months, input 1.
Origin	If less than Five (5) years of residence, indicate place of origin. (City/Municipality, Province)	Indicate the City/Municipality, Province of origin if the respondent is residing in the area for less than 5 years.
Religion	Religion	1- Roman Catholic 2- Iglesia ni Cristo 3- Jehovah's Witness 4- Mormon 5- Protestant 6- Muslim 7- Seventh Day Adventist 8- Baptist 9- Born Again Christian 10- Other # - No response
ReligionOther	If response in Religion is OTHER	Indicate the OTHER Religion as written in the questionnaire
CivilStat	Civil Status	1- Single 2- Married 3- Widowed 4- Separated 5- Other # - No response
CivilStatOth	If response in Civil Status is OTHER.	Indicate the OTHER Civil Status as written in the questionnaire
HHCount	Number of Household Members	Input as is
Educ	Highest Educational Attainment	1- No formal schooling 2- Elementary Level 3- Elementary graduate 4- High School level 5- High School graduate 6- College Level 7- College graduate

		8- Vocational Courses 9- Post Graduate Level # - No response
MemOrg	Membership in Organization (if any)	Indicate the name of organization as written in the questionnaire
MemOrg2	Membership in Organization (if any)	Indicate the name of the second organization of the respondent as written in the questionnaire. Leave blank if respondent is only involved in one organization.
	18. Do you know what biodiversity is?	1- Yes 2 - No 3 - Not Aware # - No response
K19BDanim	19. If yes, what consists biodiversity?	1 - If animals/microorganism is checked. 0 - If animals/microorganism is unchecked.
K19BDtree	19. If yes, what consists biodiversity?	1 - If trees/plants/forests is checked. 0 - If trees/plants/forests is unchecked.
K19BDcoast	19. If yes, what consists biodiversity?	1 - If estuaries/coastal areas is checked. 0 - If estuaries/coastal areas is unchecked.
K19BDriver	19. If yes, what consists biodiversity?	1 - If rivers/lakes/stream is checked. 0 - If rivers/lakes/stream is unchecked.
K19BDcave	19. If yes, what consists biodiversity?	1 - If caves is checked. 0 - If caves is unchecked.
K20CMMPHabit	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Habitat of various species is checked. 0 - If Habitat of various species is unchecked.
K20CMMPfood	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Provide food, livelihood and medicinal benefits to people is checked. 0 - If Provide food, livelihood and medicinal benefits to people is unchecked.
K20CMMPsurge	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Protect us from extreme/destructive effects of storm surges, waves and current is checked. 0 - If Protect us from extreme/destructive effects of storm surges, waves and current is unchecked.
K20CMMP	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Provide recreational, physical and mental benefits, tourism activities and spiritual activities is checked. 0 - If Provide recreational, physical and mental benefits, tourism activities and spiritual activities is unchecked.

K20MfMPinare	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Coastal, marine and other ecosystems are interconnected is checked. 0 - If Coastal, marine and other ecosystems are interconnected is unchecked.
K20MfMParah	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	1- If Economic and environmental benefits is checked. 0 - If Economic and environmental benefits is unchecked.
K20MfMBoo	20. What are the roles/importance of the coastal and marine and other ecosystems in your area?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Mudflats is checked. 0 - If Mudflats is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Mangrove Forests is checked. 0 - If Mangrove Forests is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Seagrass Beds is checked. 0 - If Seagrass Beds is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Coral Reefs is checked. 0 - If Coral Reefs is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Salt Marshes is checked. 0 - If Salt Marshes is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Lakes is checked. 0 - If Lakes is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Lowland Forests is checked. 0 - If Lowland Forests is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Rivers is checked. 0 - If Rivers is unchecked.
K21MfM	21. What are the different ecosystems in your area?	1- If Caves is checked. 0 - If Caves is unchecked.
K22MfAmud	22. What are the characteristics of our Mudflat Areas?	1- If Muddy areas deposited by tides or rivers is checked. 0 - If Muddy areas deposited by tides or rivers is unchecked.
K22MfAtidal	22. What are the characteristics of our Mudflat Areas?	1- If Found in areas where tidal waters flow slowly is checked. 0 - If Found in areas where tidal waters flow slowly is unchecked.
K22MfAflood	22. What are the characteristics of our Mudflat Areas?	1- If Flooded due to change of tide level is checked. 0 - If Flooded due to change of tide level is unchecked.
K22MfAother	22. What are the characteristics of our Mudflat Areas?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
	23. Does the condition of our Mudflat Areas directly affect our source of food and of various wildlife species?	1- Yes 2- No 3- Not Aware # - No response

K24MFAIMPfeed	24. What are the importance of Mudflat Areas?	1- If Provide feeding and resting areas for waterbirds is checked. 0 - If Provide feeding and resting areas for waterbirds is unchecked.
K24MFAIMPnurs	24. What are the importance of Mudflat Areas?	1- If Nursery areas for some fishes is checked. 0 - If Nursery areas for some fishes is unchecked.
K24MFAIMPrich	24. What are the importance of Mudflat Areas?	1- If Rich in nutrients supporting a diversity of species is checked. 0 - If Rich in nutrients supporting a diversity of species is unchecked.
	25. What are the different factors/activities that affect our Mudflat Areas?	1- If Weather is checked. 0 - If Weather is unchecked.
	25. What are the different factors/activities that affect our Mudflat Areas?	1- If Location of mudflats is checked. 0 - If Location of mudflats is unchecked.
	25. What are the different factors/activities that affect our Mudflat Areas?	1- If Tree-planting is checked. 0 - If Tree-planting is unchecked.
	25. What are the different factors/activities that affect our Mudflat Areas?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
K26MFChartree	26. What are the characteristics of our Mangrove Forests?	1- If Composed of trees and shrubs in salty coastal areas is checked. 0 - If Composed of trees and shrubs in salty coastal areas is unchecked.
K26MFCharsoft	26. What are the characteristics of our Mangrove Forests?	1- If Has soft substrate is checked. 0 - If Has soft substrate is unchecked.
K26MFCharprop	26. What are the characteristics of our Mangrove Forests?	1- If Prop roots, thick and waxy leaves is checked. 0 - If Prop roots, thick and waxy leaves is unchecked.
K26MFCharoth	26. What are the characteristics of our Mangrove Forests?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
	27. Does the condition of our Mangrove Forests affects the source of food of various species like mollusks, crustaceans and fishes?	1- Yes 2 - No 3 - Not Aware # - No response
K28MFIIMPbreak	28. What are the importance of our Mangrove Forests?	1- If Natural breakwater is checked. 0 - If Natural breakwater is unchecked.
K28MFIIMPfood	28. What are the importance of our Mangrove Forests?	1- If Food source to many organisms is checked. 0 - If Food source to many organisms is unchecked.
K28MFIIMPrefuge	28. What are the importance of our Mangrove Forests?	1- If Provide refuge to organisms is checked. 0 - If Provide refuge to organisms is unchecked.
K28MFIIMPoth	28. What are the importance of our Mangrove Forests?	<i>Input the options provided by the</i>

		<p>respondent as is from the questionnaire.</p> <p>0 - If option/s is unchecked.</p>
K29MFACTprod	29. What are the different factors/activities that affect our Mangrove Forests?	<p>1- If Production of charcoal is checked.</p> <p>0 - If Production of charcoal is unchecked.</p>
K29MFACTlog	29. What are the different factors/activities that affect our Mangrove Forests?	<p>1- If Logging is checked.</p> <p>0 - If Logging is unchecked.</p>
K29MFACTfish	29. What are the different factors/activities that affect our Mangrove Forests?	<p>1- If Fishing grounds is checked.</p> <p>0 - If Fishing grounds is unchecked.</p>
K29MFACToth	29. What are the different factors/activities that affect our Mangrove Forests?	<p>Input the options provided by the respondent as is from the questionnaire.</p> <p>0 - If option/s is unchecked.</p>
K30SBFACTprod	30. What are the characteristics of our Seagrass Beds?	<p>1- If Entirely immersed in seawater is checked.</p> <p>0 - If Entirely immersed in seawater is unchecked.</p>
K30SBFACTlog	30. What are the characteristics of our Seagrass Beds?	<p>1- If Grow in shallow marine and brackish waters is checked.</p> <p>0 - If Grow in shallow marine and brackish waters is unchecked.</p>
K30SBFACTfish	30. What are the characteristics of our Seagrass Beds?	<p>1- If Depth distribution limited by the availability of light is checked.</p> <p>0 - If Depth distribution limited by the availability of light is unchecked.</p>
K30SBFACToth	30. What are the characteristics of our Seagrass Beds?	<p>Input the options provided by the respondent as is from the questionnaire.</p> <p>0 - If option/s is unchecked.</p>
K31SBFishprod	31. Does the condition of our Seagrass Beds directly affect fish productivity?	<p>1- Yes</p> <p>2 - No</p> <p>3 - Not Aware</p> <p># - No response</p>
K32SBFACTprod	32. What are the importance of our Seagrass Beds?	<p>1- If Maintenance of biodiversity: provide shelter and food for marine animals is checked.</p> <p>0 - If Maintenance of biodiversity: provide shelter and food for marine animals is unchecked.</p>
K32SBFACTlog	32. What are the importance of our Seagrass Beds?	<p>1- If Nursery grounds for fish and invertebrates is checked.</p> <p>0 - If Nursery grounds for fish and invertebrates is unchecked.</p>
K32SBFACTfish	32. What are the importance of our Seagrass Beds?	<p>1- If Stabilize coastlines and absorb nutrients from runoff is checked.</p> <p>0 - If Stabilize coastlines and absorb nutrients from runoff is unchecked.</p>
K32SBFACToth	32. What are the importance of our Seagrass Beds?	<p>Input the options provided by the respondent as is from the questionnaire.</p> <p>0 - If option/s is unchecked.</p>
K33SBACTtree	33. What are the different factors/activities that affect	<p>1- If Tree-planting is checked.</p>

	our Seagrass Beds?	0 - If Tree-planting is unchecked.
K33SBACTaccnt	33. What are the different factors/activities that affect our Seagrass Beds?	1- If Accidents resulting to oil-spills is checked. 0 - If Accidents resulting to oil-spills is unchecked.
K33SBACTboat	33. What are the different factors/activities that affect our Seagrass Beds?	1- If Boat-docking is checked. 0 - If Boat-docking is unchecked.
K33SBACToth	33. What are the different factors/activities that affect our Seagrass Beds?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
	34. What are the characteristics of our Coral Reefs ?	1- If Soft or hard is checked. 0 - If Soft or hard is unchecked.
	34. What are the characteristics of our Coral Reefs ?	1- If Extensive or patchy is checked. 0 - If Extensive or patchy is unchecked.
	34. What are the characteristics of our Coral Reefs ?	1- If Live, bleached or dead with algae is checked. 0 - If Live, bleached or dead with algae is unchecked.
	34. What are the characteristics of our Coral Reefs ?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
	35. Does the condition of our coral reefs directly affect fish productivity?	1- Yes 2 - No 3 - Not Aware # - No response
K36CRIMPhab	36. What are the importance of Coral Reefs?	1- If Habitat for fishes is checked. 0 - If Habitat for fishes is unchecked.
K36CRIMPrec	36. What are the importance of Coral Reefs?	1- If Recreation is checked. 0 - If Recreation is unchecked.
K36CRIMPwave	36. What are the importance of Coral Reefs?	1- If Reduce strong wave action is checked. 0 - If Reduce strong wave action is unchecked.
K36CRIMPoht	36. What are the importance of Coral Reefs?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
	37. What are the different factors/activities that affect our Coral Reefs?	1- If Dynamite fishing is checked. 0 - If Dynamite fishing is unchecked.
	37. What are the different factors/activities that affect our Coral Reefs?	1- If Global warming is checked. 0 - If Global warming is unchecked.
	37. What are the different factors/activities that affect our Coral Reefs?	1- If Poaching is checked. 0 - If Poaching is unchecked.
	37. What are the different factors/activities that affect our Coral Reefs?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
K38MPollution	38. Do you know about Ocean/Marine Pollution?	1- Yes 2 - No 3 - Not Aware

		# - No response
K39MPSrunoff	39. What are the sources of Ocean/Marine Pollution?	1- If Runoff from sewage, deforestation, farming, and other land use is checked. 0 - If Runoff from sewage, deforestation, farming, and other land use is unchecked.
K39MPSsedim	39. What are the sources of Ocean/Marine Pollution?	1- If Sedimentation due to erosion from mining, farming and coastal dredging is checked. 0 - If Sedimentation due to erosion from mining, farming and coastal dredging is unchecked.
K39MPSpatho	39. What are the sources of Ocean/Marine Pollution?	1- If Pathogens from sewage and livestock is checked. 0 - If Pathogens from sewage and livestock is unchecked.
K39MPSballas	39. What are the sources of Ocean/Marine Pollution?	1- If Ballast water is checked. 0 - If Ballast water is unchecked.
K39MPS toxin	39. What are the sources of Ocean/Marine Pollution?	1- If Toxins (Heavy metals, Radioactive Substances, etc.) is checked. 0 - If Toxins (Heavy metals, Radioactive Substances, etc.) is unchecked.
K39MPScaroil	39. What are the sources of Ocean/Marine Pollution?	1- If Oil from cars, heavy machinery, industry, other land-based sources is checked. 0 - If Oil from cars, heavy machinery, industry, other land-based sources is unchecked.
K39MPSplastic	39. What are the sources of Ocean/Marine Pollution?	1- If Plastics is checked. 0 - If Plastics is unchecked.
K39MPSnoise	39. What are the sources of Ocean/Marine Pollution?	1- If Noise produced by supertankers, other large vessels and machinery is checked. 0 - If Noise produced by supertankers, other large vessels and machinery is unchecked.
K39MPSoth	39. What are the sources of Ocean/Marine Pollution?	<i>Input the options provided by the respondent as is from the questionnaire.</i> 0 - If option/s is unchecked.
K40MPyesno	40. Do people directly contribute to Ocean/Marine Pollution?	1 - Yes 2 - No 3 - Not Aware
K40MPyeshow	40. Do people directly contribute to Ocean/Marine Pollution?	<i>If respondent's answer is YES, indicate how.</i>
K40MPyeshow	40. Do people directly contribute to Ocean/Marine Pollution?	<i>If respondent's answer is YES, indicate how. To fill-up if the response is more than one.</i>
	41. Do you have any idea about Climate Change?	1- Yes 2 - No 3 - Not Aware

		# - No response
	42. For you what is Climate Change?	1- If Global warming is checked. 0 - If Global warming is unchecked.
	42. For you what is Climate Change?	1- If Caused by humans' use of fossil fuels, which releases carbon dioxide and other greenhouse gases into the air is checked. 0 - If Caused by humans' use of fossil fuels, which releases carbon dioxide and other greenhouse gases into the air is unchecked.
	42. For you what is Climate Change?	1- If Shifting weather patterns is checked. 0 - If Shifting weather patterns is unchecked.
	42. For you what is Climate Change?	1- If Coastal areas are vulnerable to sea level rise, warming of the sea/oceans, intensified weather disturbances is checked. 0 - If Coastal areas are vulnerable to sea level rise, warming of the sea/oceans, intensified weather disturbances is unchecked.
	42. For you what is Climate Change?	1- If Low lying coastal communities being highly vulnerable to sea level rise is checked. 0 - If Low lying coastal communities being highly vulnerable to sea level rise is unchecked.
	42. For you what is Climate Change?	1- If Extreme weather conditions such as drought and flooding can compromise terrestrial crops and pressure on coastal and marine resources is checked. 0 - If Extreme weather conditions such as drought and flooding can compromise terrestrial crops and pressure on coastal and marine resources is unchecked.
	42. For you what is Climate Change?	1- If Ocean acidification is checked. 0 - If Ocean acidification is unchecked.
K43CCContri	43. Do people directly contribute to Climate Change and its catastrophic effects?	1- Yes 2 - No 3 - Not Aware # - No response
ATTITUDE		
	44. I feel the need to protect the various ecosystems because it affects my source of livelihood.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked. # - No response

45. I am always willing to help protect the various ecosystems by promoting sustainable use of biodiversity resources.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked. # - No response
46. It is every Filipino citizen's obligation and responsibility to protect our country's biodiversity and I have to find ways to do so starting in my area/community.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked. # - No response
47. I want to show to my family, relatives and friends the ways to conserve and protect our biodiversity.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked. # - No response
48. I decided to be more conscious of my actions so that I could contribute to increase resilience against the adverse impacts of climate change.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked. # - No response
49. I will support and participate in local and national government efforts/programs in protecting our biodiversity.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked.
50. I depend on people who are more knowledgeable in protecting our biodiversity because they know better.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked.
51. I tend to disregard critical issues about biodiversity because of lack of knowledge.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked.
52. I do not contribute to the country's biodiversity conservation activities because it is not my primary concern.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked.
53. I blame other people for floods and other calamities that are happening because of their irresponsible actions.	1- If Strongly Agree is checked. 2- If Agree is checked. 3- If Neutral is checked. 4- If Disagree is checked. 5- If Strongly Disagree is checked.
54. In the past six (6) months, have you been involved in activities led by the local government or the DENR in your area?	1- If Regular (once a month) is checked. 2. If Occasionally (at least once in the past six months) is checked.

	55. If regularly or occasionally involved, why have you attended/participated?	3- If Never is checked. 1- If It is my obligation is checked. 2- If To learn updates and new information is checked. 3- If To clarify or ask questions is checked. 4- If Others is checked.
P56Plastics	56. I use tin cans, plastics straw, plastic bottles and other plastic materials.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
P57ThrowGarb	57. I throw my garbage such as plastic straw, candy wrappers, plastic bottles, etc. anywhere especially when I cannot see garbage bins nearby.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
P58FishSus	58. I directly harvest fish and other resources from the ocean for my family's daily sustenance.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
P59Method1	59. If always, kindly state method/s in harvesting.	Fill-up if respondent's answer is ALWAYS. Indicate the first mentioned method of harvesting.
P59Method2	59. If always, kindly state method/s in harvesting.	Fill-up if respondent's answer is ALWAYS. Indicate the second mentioned method of harvesting. Leave blank if no second method.
P59Method3	59. If always, kindly state method/s in harvesting.	Fill-up if respondent's answer is ALWAYS. Indicate the third mentioned method of harvesting. Leave blank if no third method.
P600HhPoultry	60. I have other sources of livelihood.	1- If Poultry is checked. 0 - If Poultry is unchecked.
P600HhPig	60. I have other sources of livelihood.	1- If Piggery is checked. 0 - If Piggery is unchecked.
P600HhCarp	60. I have other sources of livelihood.	1- If Carpentry is checked. 0 - If Carpentry is unchecked.
P600HhAgri	60. I have other sources of livelihood.	1- If Agriculture is checked. 0 - If Agriculture is unchecked.
P600HhHth	60. I have other sources of livelihood.	Input the options provided by the respondent as is from the questionnaire. 0 - If option/s is unchecked.
	61. I cut mangroves for charcoal production.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
	62. I join tree planting activities and clean-up drives in my community.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
	63. I take photos of beautiful natural scenic and post them on social media to encourage friends and relatives	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
	64. In our home, I am contributing to the conservation and protection of biodiversity by practicing proper waste management.	1- If Yes is checked. 2- If No is checked. 3- If Yes, Please state how is checked.
	65. In our community, I am advocating and	1- If Yes is checked.

	participating in activities involving conservation and protection of biodiversity by practicing proper waste management.	2- If No is checked. 3- If Yes, Please state how is checked.
	66. On illegal activities affecting the environment in our area, I immediately call the attention of our local enforcers.	1- If Never is checked. 2- If Sometimes is checked. 3- If Always is checked.
C67MInfoTV	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Television is checked. 0 - If Television is unchecked.
C67MInfoNpaper	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Newspaper is checked. 0 - If Newspaper is unchecked.
C67MInfoRadio	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Radio is checked. 0 - If Radio is unchecked.
C67MInfoNet	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Internet- Social Media (Facebook, Instagram, Twitter, Youtube, etc.) is checked. 0 - If Internet- Social Media (Facebook, Instagram, Twitter, Youtube, etc.) is unchecked.
C67MInfoPoster	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Pamphlets, posters and brochures is checked. 0 - If Pamphlets, posters and brochures is unchecked.
C67MInfoKeyPers	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Key persons from DENR/LGU/Barangay Officials is checked. 0 - If DENR/LGU/Barangay Officials is unchecked
C67MInfoLawEnf	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	1- If Law Enforcers is checked. 0 - If Law Enforcers is unchecked
C67MInfoOth	67. In what medium would you like to be informed about all information concerning the country's biodiversity?	<i>Indicate the OTHER medium of information as written in the questionnaire</i>
C68EffMedTV	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Television is checked. 0 - If Television is unchecked.
C68EffMedNpaper	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Newspaper is checked. 0 - If Newspaper is unchecked.
C68EffMedRadio	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Radio is checked. 0 - If Radio is unchecked.
C68EffMedNet	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Internet- Social Media (Facebook, Instagram, Twitter, Youtube, etc.) is checked. 0 - If Internet- Social Media (Facebook, Instagram, Twitter, Youtube, etc.) is unchecked.
C68EffMedPoster	68. Which do you think are the top three (3) most effective media for spreading awareness about the	1- If Pamphlets, posters and brochures is checked.

	status of the country's biodiversity?	0 - If Pamphlets, posters and brochures is unchecked.
C68EffMedKeyPers	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Key persons from DENR/LGU/Barangay Officials is checked. 0 - If DENR/LGU/Barangay Officials is unchecked
C68EffMedLawEnf	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	1- If Law Enforcers is checked. 0 - If Law Enforcers is unchecked
C68EffMedOth	68. Which do you think are the top three (3) most effective media for spreading awareness about the status of the country's biodiversity?	<i>Indicate the OTHER most effective media as written in the questionnaire</i>
	69. Time End of Interview.	<i>Indicate the time the interview ended.</i>