



# Community perceptions of the sustainability of the Australian fishing industry

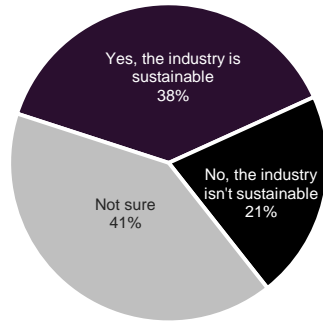
## Detailed report

September 2015

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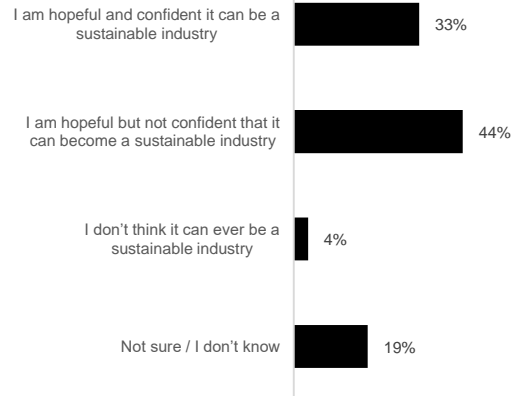
# community perceptions of the sustainability of Australia's fishing industry

## sustainability of the industry



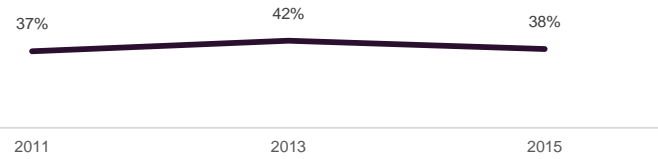
Base: All respondents n= 1507

## can it become sustainable

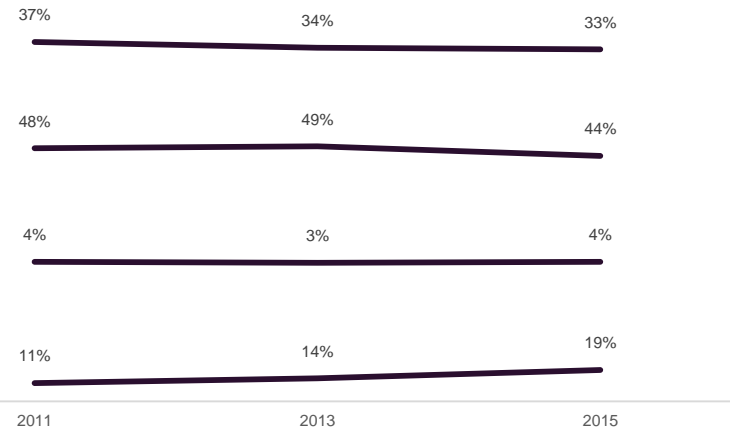


Base: Respondents who do not believe/ unsure of the sustainability of the industry; n= 934

## sustainability of the industry – tracking those who agree



Base: All respondents n= 1507



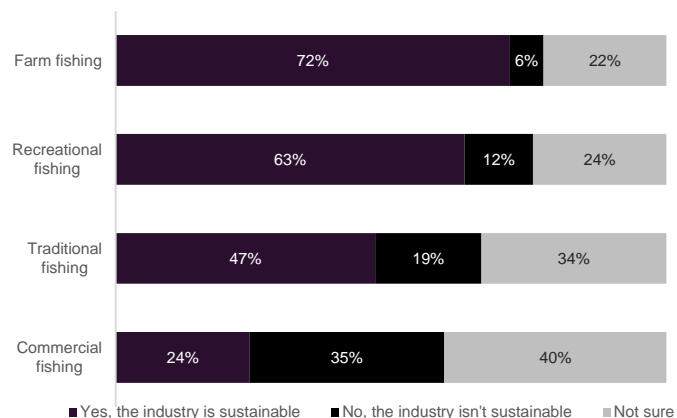
### What we asked:

Do you think Australia's fishing industry is sustainable? That is, does the industry have the necessary practices/policies in place that ensure the future of fish species and the marine environment, while at the same time providing sufficient supply of fish for commercial and recreational fishing needs?

Do you think Australia's fishing industry can be sustainable?

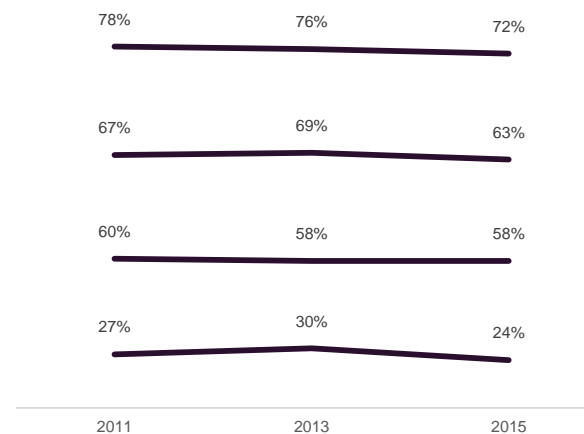
Do you think the following sectors of the Australian fishing industry are sustainable?

### sustainability of sections of the industry

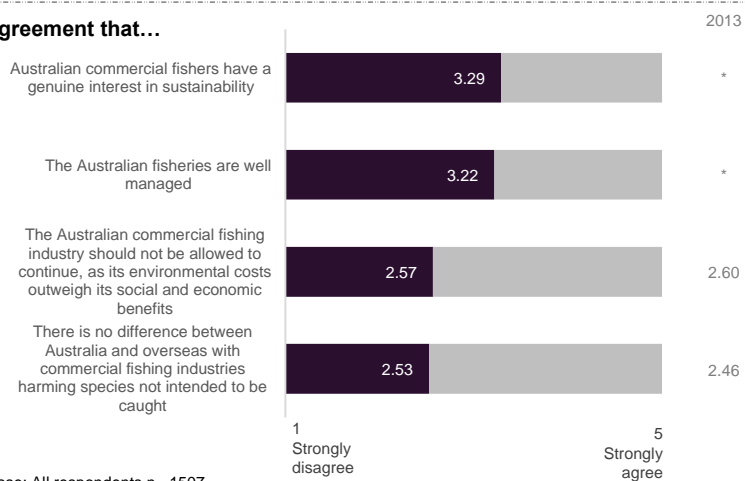


Base: All respondents n= 1507

### sustainability of sections of the industry – tracking those who agree

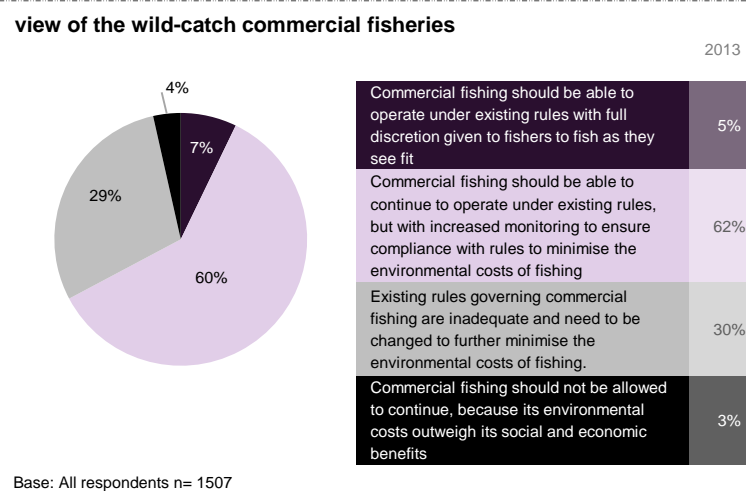


### agreement that...



Base: All respondents n= 1507

### view of the wild-catch commercial fisheries



Base: All respondents n= 1507

\* Question not asked in 2013

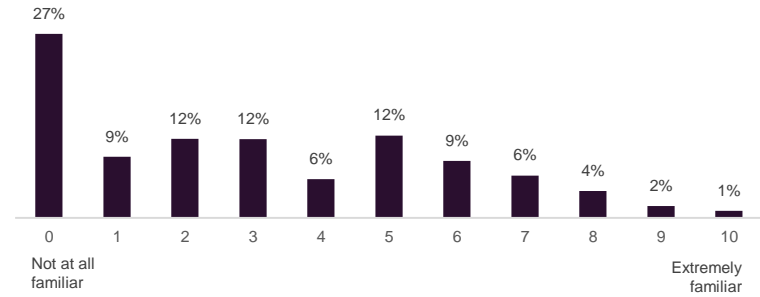
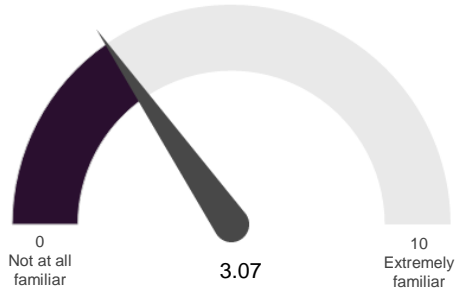
What we asked:

Do you think the following sectors of the Australian fishing industry are sustainable?

Do you agree or disagree with the following?

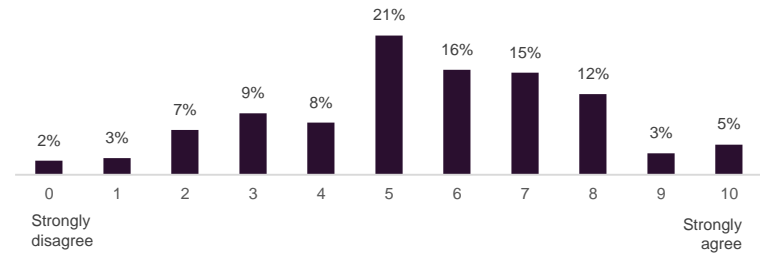
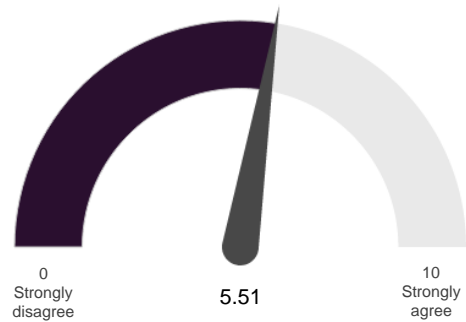
Below is a set of statements about Australia's management of wild-catch commercial fisheries. Please examine each statement in the table and select ONE statement that best matches your view.

### familiarity with how the industry is managed



Base: All respondents n= 1507

### agreement that the industry is sustainable



Base: All respondents n= 1507

#### What we asked:

There are both state and national bodies that manage Australia's fisheries to ensure Australian fish stocks and our fishing industry are viable now and in the future. How familiar would you say you are with how the Australian fishing industry is managed?

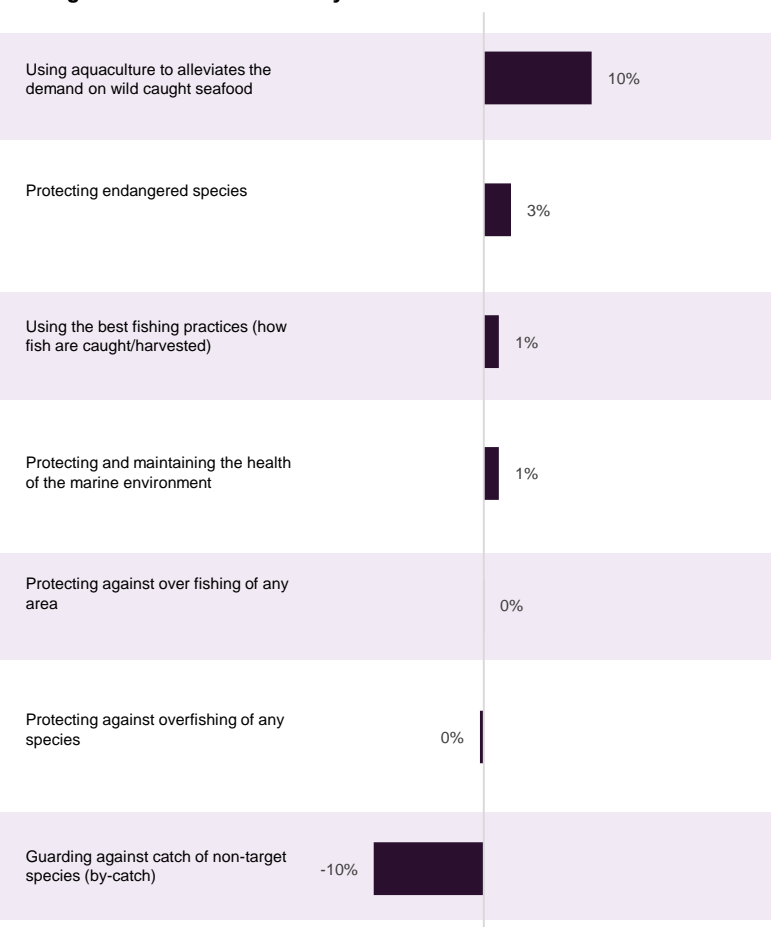
Do you agree or disagree that the Australia's fishing industry is sustainable?

## agreement that the industry is sustainable 5.51

How familiar would you say you with how the Australian fishing industry is managed?	25%
Country of origin labeling allows you to make a more informed choice about the seafood you buy	17%
That's certified (i.e. MSC, ASC and Friend of the sea) gives you confidence that the seafood is sustainable	13%
Using aquaculture to alleviates the demand on wild caught seafood	11%
Using the best fishing practices (how fish are caught/harvested)	7%
Protecting endangered species	7%
Protecting and maintaining the health of the marine environment	6%
Guarding against catch of non-target species (by-catch)	6%
Protecting against over fishing of any area	5%
Protecting against overfishing of any species	4%

Adjusted R<sup>2</sup> = 46.8%

## net agreement\* that the industry is...



Base: All respondents n= 1507

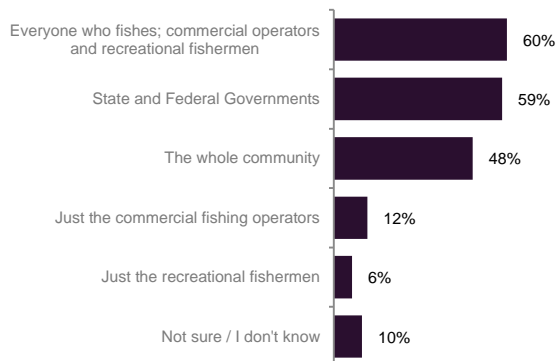
\*Net agreement calculated by:  
% strongly agree (8-10) minus % strongly disagree (0-4)

What we asked:

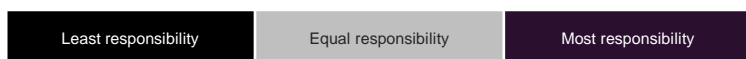
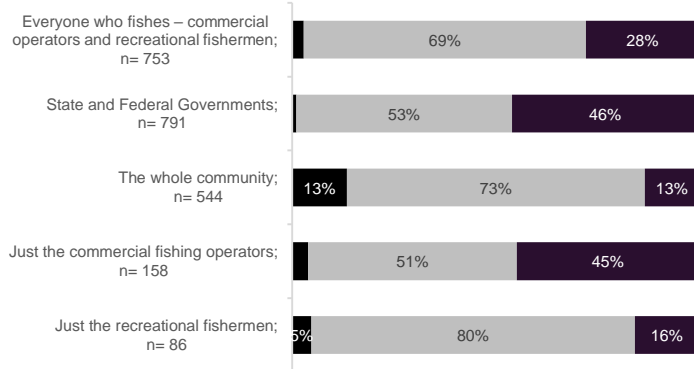
Do you agree or disagree that the Australia's fishing industry is sustainable?

Do you agree or disagree that the Australian fishing industry, that is the management of our fisheries and the commercial fishers who operate in these fisheries are....

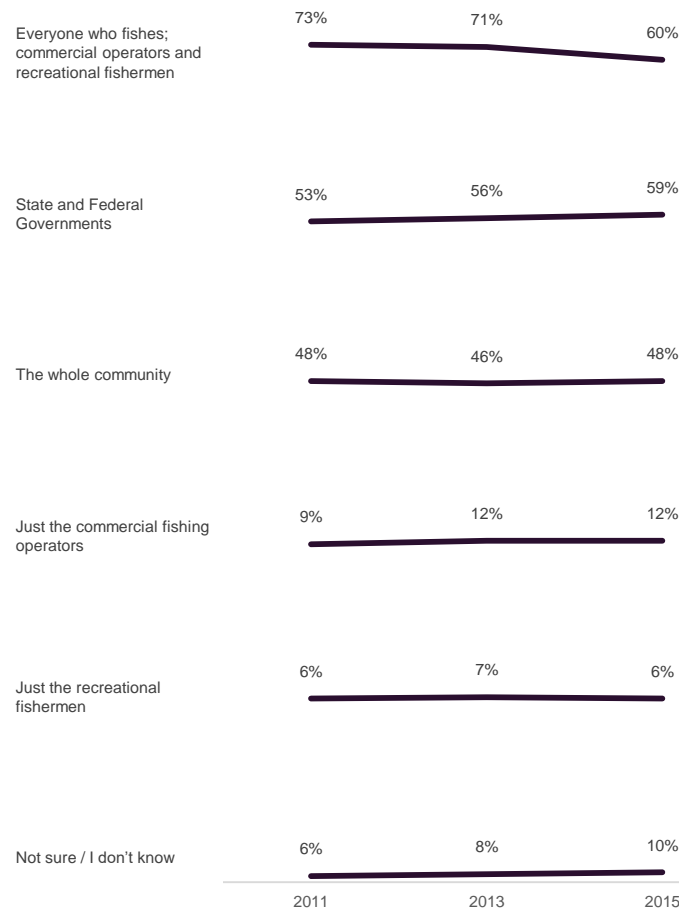
## responsibility for sustainability



Base: All respondents n= 1507



## responsibility for sustainability – tracking total



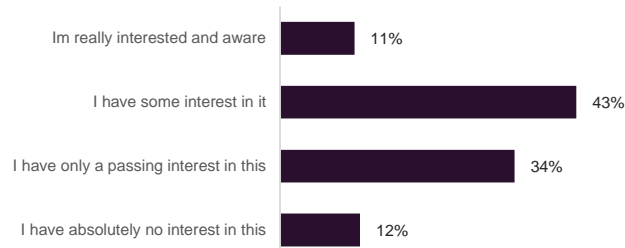
What we asked:

In your view, who is responsible for the sustainability of Australia's fisheries?  
Please select all that apply.

And what sort of responsibility does each of these have?

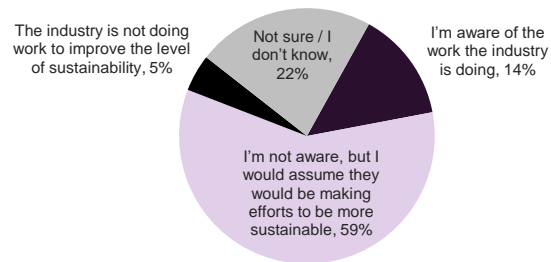


## interest and awareness of sustainability issues facing the industry

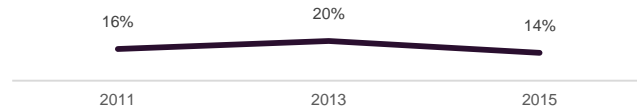


Base: All respondents n= 1507

## awareness of the work being done by industry

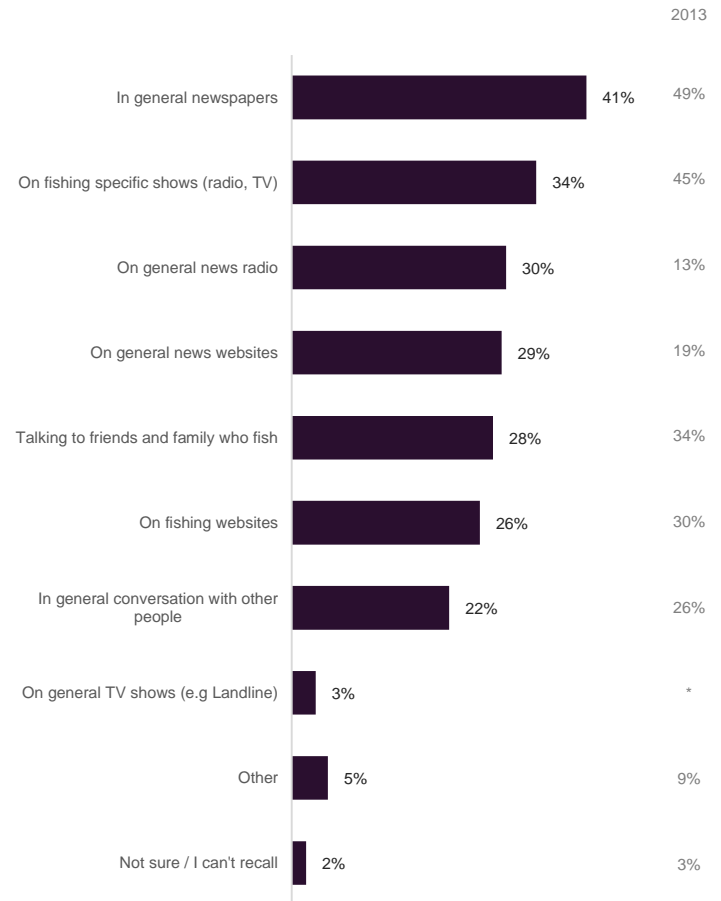


## awareness of the work being done by industry – tracking those aware



Base: All respondents n= 1507

## sources of information



Base: Respondents aware of the work the industry is doing; n= 212

\* Question not asked in 2013

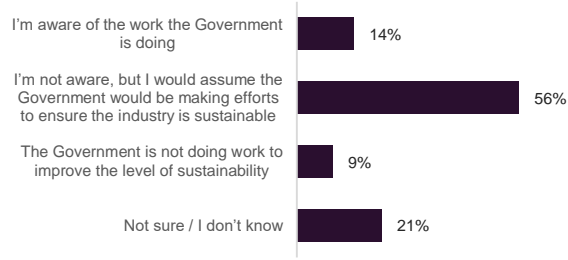
### What we asked:

Which of the following best describes your interest in and awareness of the sustainability issues of the fishing industry in Australia?

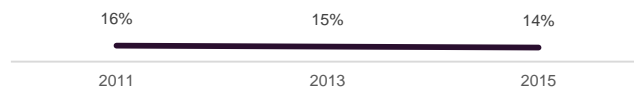
Do you know if the fishing industry is doing work to improve its level of sustainability?

And where did you hear about the work the fishing industry is doing to improve its level of sustainability? Please select all that apply.

## awareness of the work being done by Government

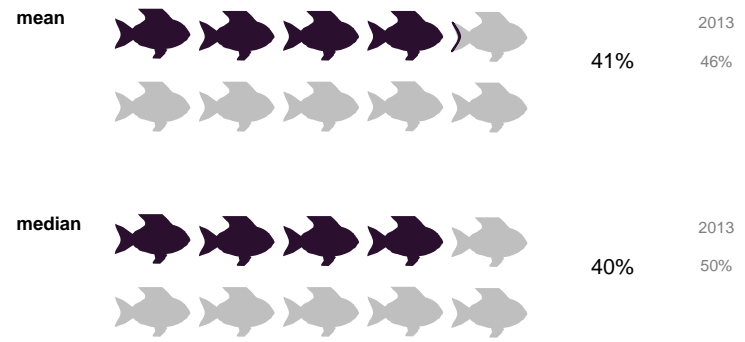


## awareness of the work being done by Government – tracking those aware

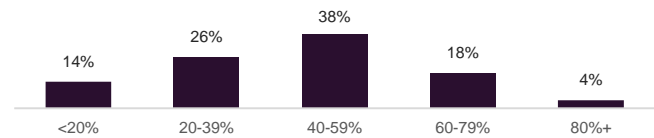


Base: All respondents n= 1507

## Perception of the percentage of fish consumed by Australians grown and caught in Australia

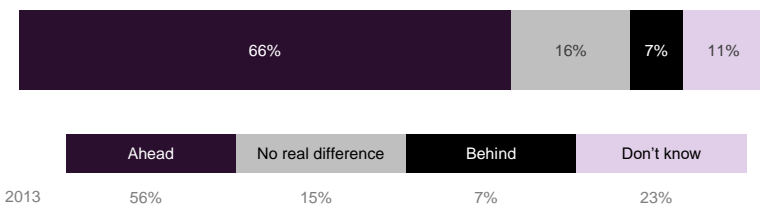


### distribution



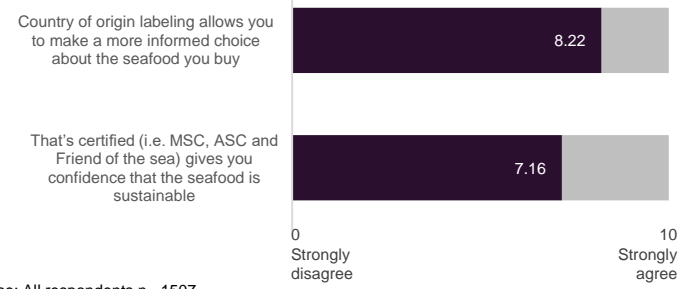
Base: All respondents n= 1507

## Australia's industry as compared to other countries



Base: All respondents n= 1507

## agreement that...



Base: All respondents n= 1507

### What we asked:

Do you know if the Government is doing work to improve the sustainability of fisheries?

Do you think Australia's fishing industry and their practices around sustainability are better, worse, or the same to those used in other countries?

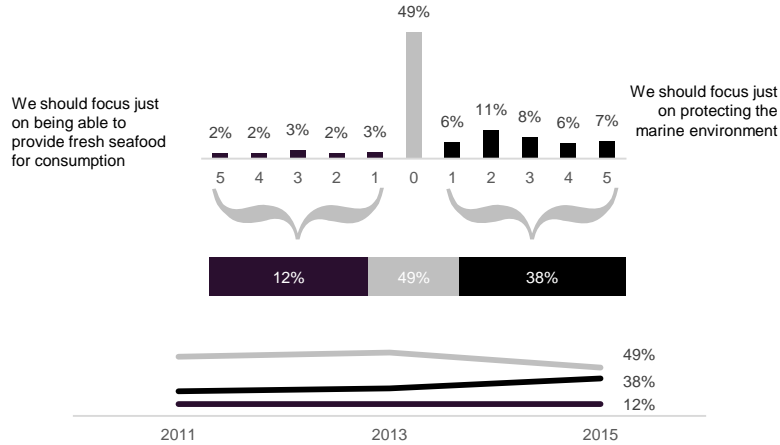
From what you know or have seen, heard or read, what percentage of the fish consumed by Australians is actually grown and caught in Australia, that is not imported from overseas?

Do you agree or disagree that buying seafood with ...

balance between seafood for consumption & maritime protection

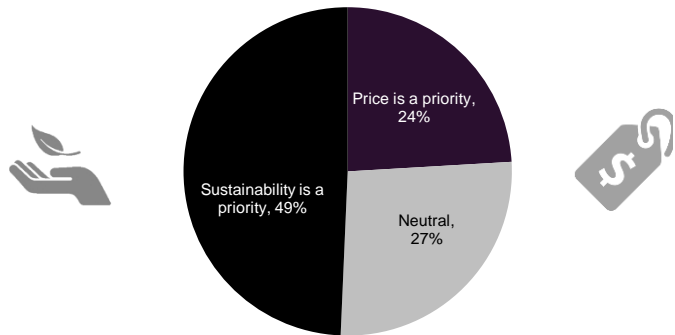
# balance between economic considerations and environmental considerations

## Balance between supplying sufficient fresh seafood and protecting marine environment



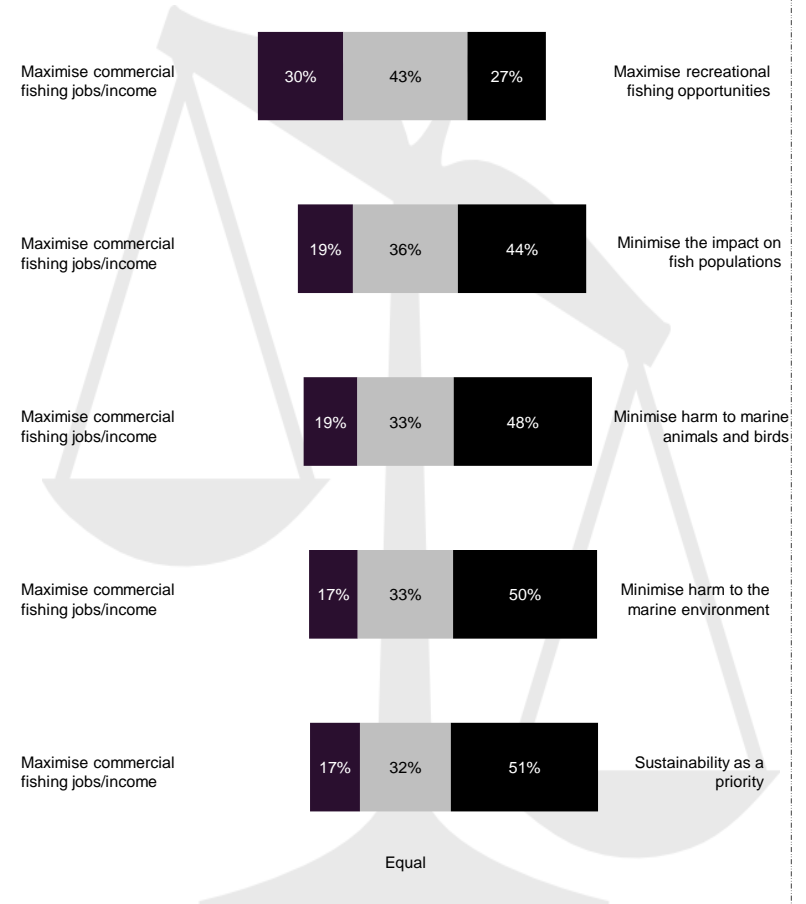
Base: All respondents n= 1507

## Balance between price and sustainably caught seafood



Base: All respondents n= 1507

## balance between environmental considerations and social/ economic considerations



Base: All respondents n= 1507

### What we asked:

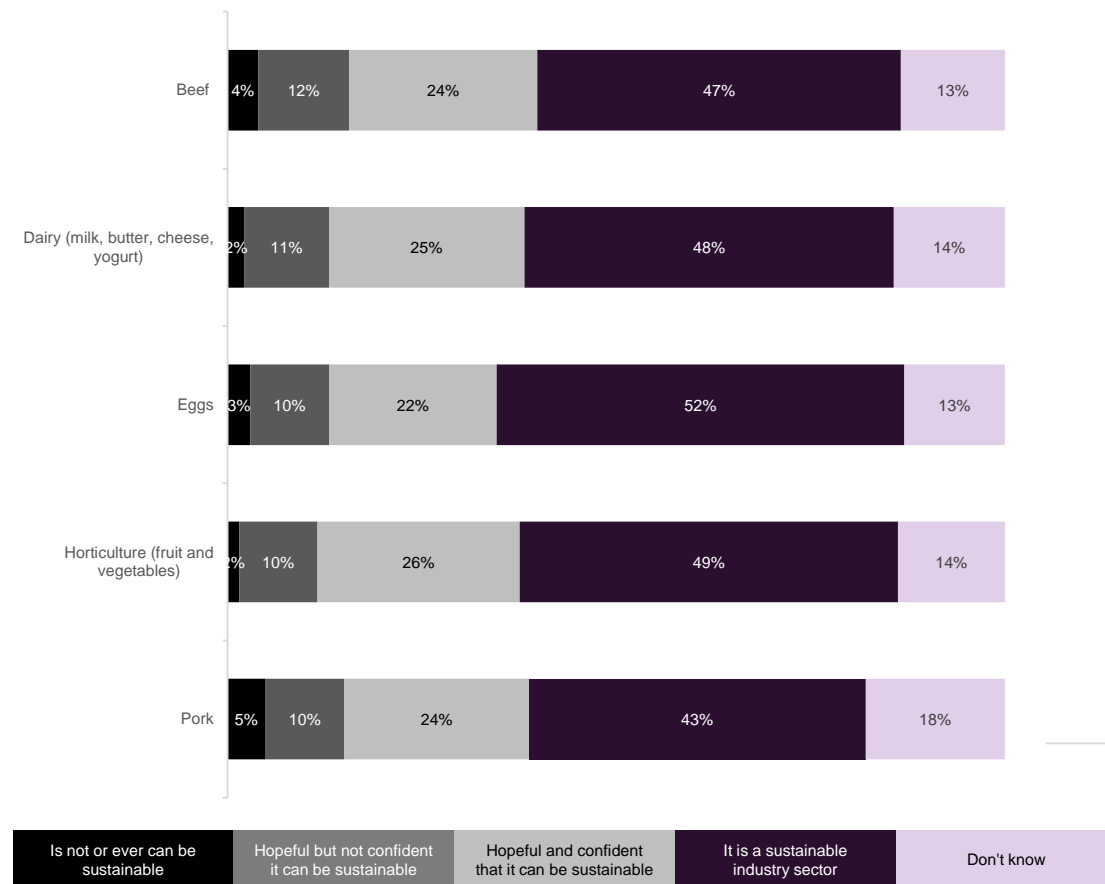
In your opinion how would you describe where the balance between these two, at times competing priorities, should be? Please select a position on the scale that best describes your opinion.

Where do you think the balance between these potentially conflicting values should be in the future? Please select the number that best matches your position on each of the scales below.

When you are buying seafood, which is more important, price or sustainably caught seafood?

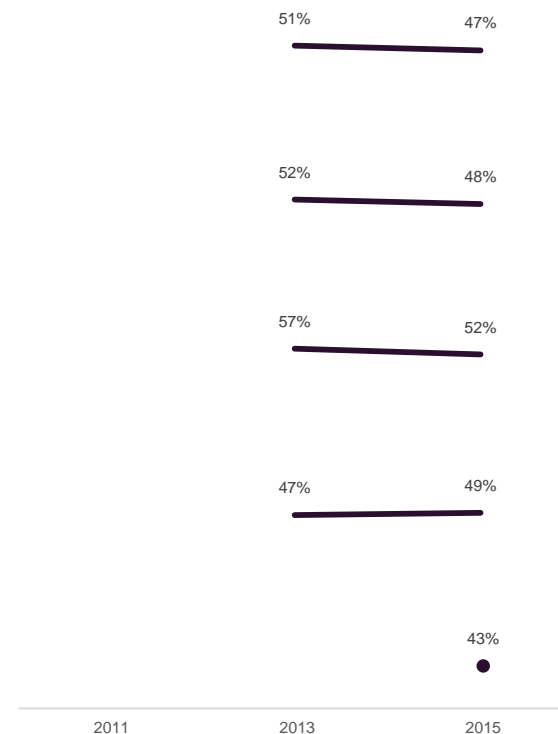
views on sustainability of other rural sectors

## sustainability of...



Base: All respondents n= 1507

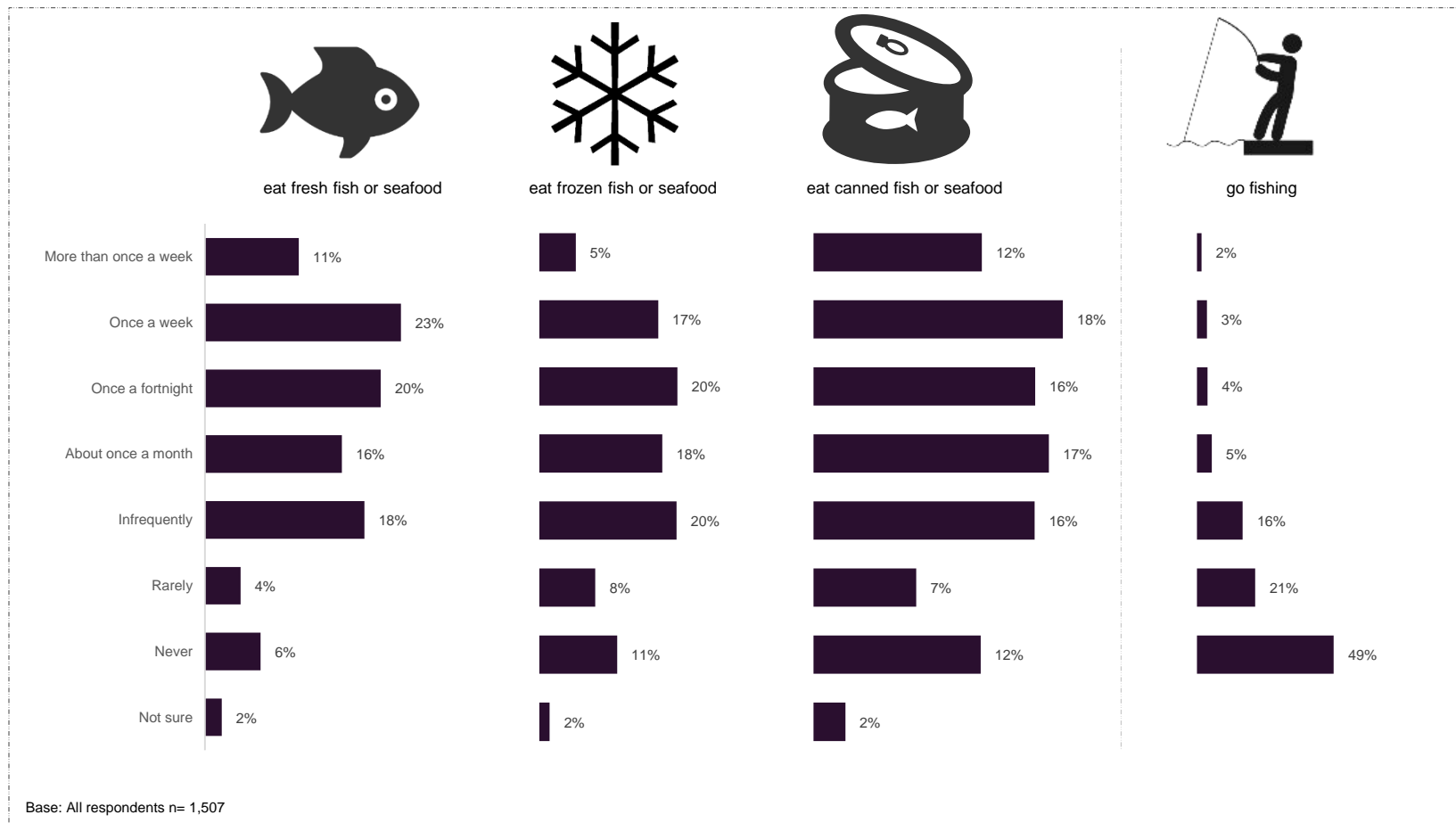
## sustainability – tracking those who believe the industry to be sustainable



### What we asked:

From what you know, do the rural sectors (listed below) have the necessary practices and policies in place that ensure the future of the industry and the environment is sustainable, while at the same time providing sufficient supply for Australians?

a snapshot across different community segments



**Definitions:**

**Infrequently:** "Six times a year (once every two months)" + "Four times a year (once every three months)" + "Three times a year (once every four months)" + "Twice a year (every six months)"

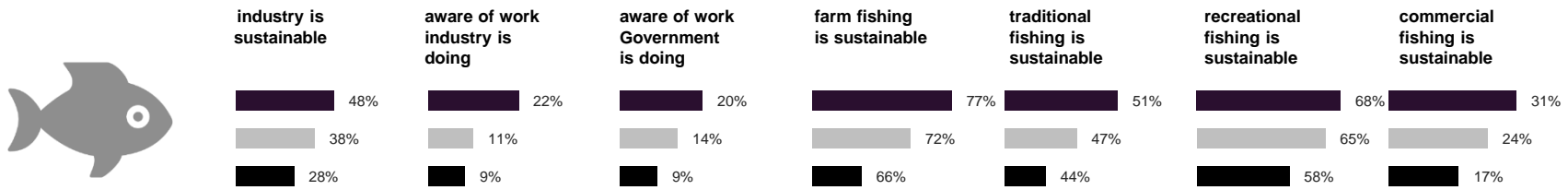
**Rarely:** "Once a year" + "Less often"

**What we asked:**

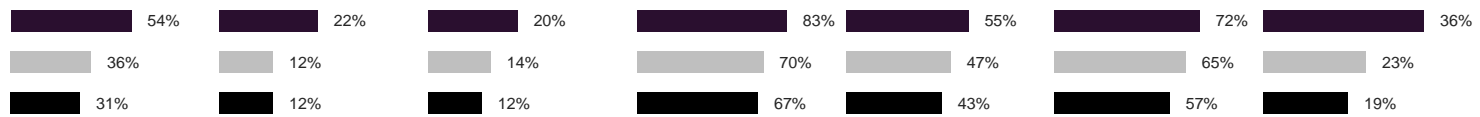
Over the past 12 months, how often would you say that you have eaten the following for a main meal?

And again over the past 12 months, how often have you gone fishing? Include any occasion you have gone recreational fishing – by yourself, with friends or family, or with others.

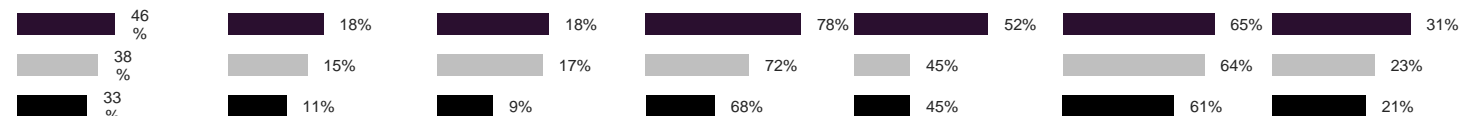




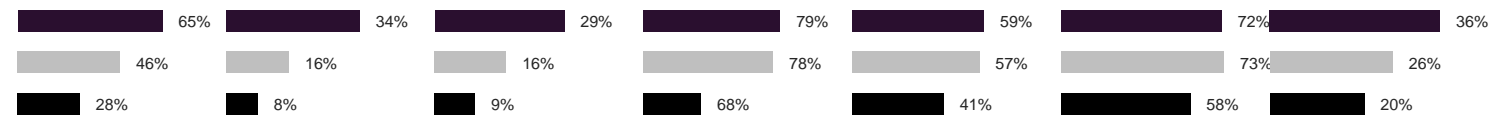
eat fresh fish or seafood



eat frozen fish or seafood



eat canned fish or seafood



go fishing

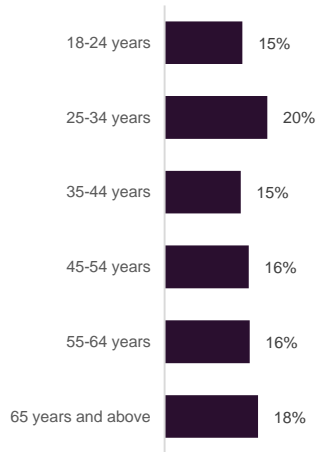


What we asked:

about the respondents

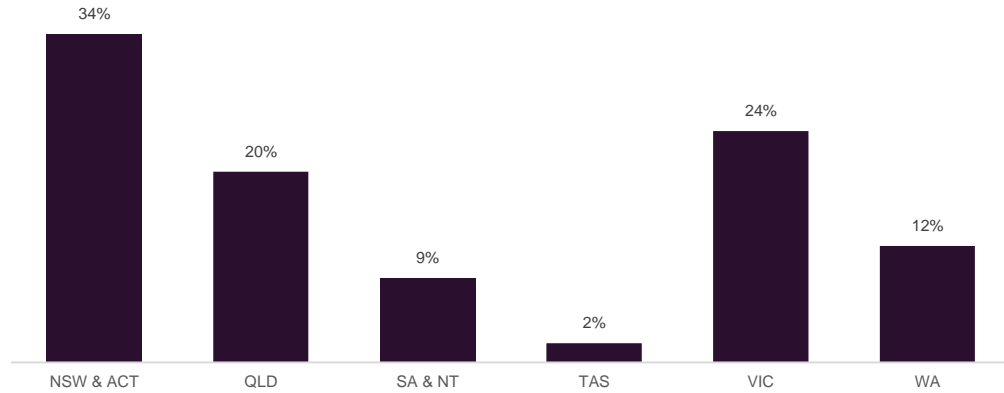
# demographics of survey respondents

## age



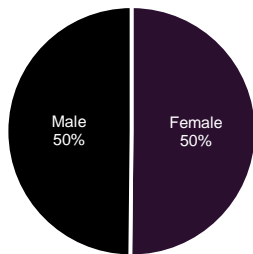
Base: All respondents n= 1507

## state



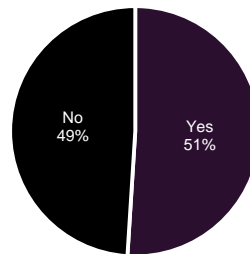
Base: All respondents n= 1507

## gender



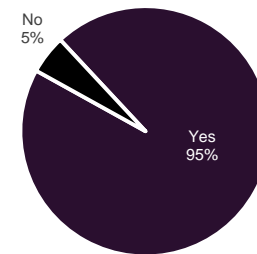
Base: All respondents n= 1507

## go fishing



Base: All respondents n= 1507

## eat fish or seafood as a main meal (any type)



Base: All respondents n= 1507

What we asked:

Are you...

In which of the following age brackets do you fit into?

And what postcode do you live in?

Over the past 12 months, how often would you say that you have eaten the following for a main meal?

And again over the past 12 months, how often have you gone fishing? Include any occasion you have gone recreational fishing – by yourself, with friends or family, or with others.

detailed segment tables

Do you think Australia's fishing industry is sustainable?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Yes I do	38%	48%	38%	28%	54%	36%	31%	46%	38%	33%
No, I don't	21%	21%	20%	23%	16%	22%	24%	18%	21%	24%
Not sure / I don't know	41%	31%	42%	49%	30%	42%	45%	35%	41%	43%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Yes I do	65%	46%	28%	28%	55%	73%	62%	25%	26%	66%
No, I don't	21%	23%	21%	19%	27%	22%	9%	33%	21%	10%
Not sure / I don't know	14%	31%	51%	54%	18%	5%	29%	42%	53%	24%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes I do	48%	29%	42%	44%	40%	36%	38%	31%	46%	31%	42%	34%	38%	42%
No, I don't	20%	22%	22%	17%	22%	22%	17%	26%	20%	21%	24%	30%	21%	20%
Not sure / I don't know	32%	49%	36%	38%	38%	42%	45%	44%	34%	48%	34%	36%	41%	38%

# detailed segments for results on page 4

Do you think Australia's fishing industry can be sustainable?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	934	263	335	310	157	365	394	236	311	358
Yes, I am hopeful and confident it can be a sustainable industry	33%	38%	34%	28%	42%	33%	29%	39%	31%	30%
I am hopeful but not confident that it can become a sustainable industry	44%	46%	47%	41%	37%	49%	44%	45%	47%	43%
No, I don't think it can ever be a sustainable industry	4%	3%	2%	6%	4%	1%	5%	3%	2%	5%
Not sure / I don't know	19%	14%	17%	24%	17%	17%	21%	13%	19%	22%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	98	168	668	615	221	25	103	401	343	87
Yes, I am hopeful and confident it can be a sustainable industry	37%	40%	30%	34%	33%	49%	59%	26%	29%	46%
I am hopeful but not confident that it can become a sustainable industry	47%	47%	43%	43%	54%	29%	35%	55%	38%	35%
No, I don't think it can ever be a sustainable industry	2%	3%	4%	3%	4%	10%	0%	6%	3%	3%
Not sure / I don't know	15%	10%	22%	20%	8%	11%	6%	14%	30%	16%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	386	548	145	161	135	149	153	191	105	235	18	87	190	299
Yes, I am hopeful and confident it can be a sustainable industry	37%	29%	29%	36%	35%	31%	32%	33%	28%	29%	32%	35%	37%	34%
I am hopeful but not confident that it can become a sustainable industry	40%	47%	45%	38%	32%	52%	45%	51%	54%	49%	53%	39%	37%	42%
No, I don't think it can ever be a sustainable industry	5%	3%	6%	3%	8%	4%	1%	1%	3%	3%	0%	6%	3%	4%
Not sure / I don't know	18%	20%	20%	23%	25%	13%	22%	15%	15%	19%	15%	20%	22%	19%

# detailed segments for results on page 5

Do you think the following sectors of the Australian fishing industry are sustainable?

## Farm fishing

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
Base	1507	503	545	427	330	580	570	434	501	535	
Yes	72%	77%	72%	66%	83%	70%	67%	78%	72%	68%	
No	6%	5%	5%	9%	4%	7%	6%	5%	7%	6%	
Not sure	22%	18%	22%	26%	13%	22%	27%	17%	21%	27%	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
Base	265	305	937	864	469	90	270	516	475	246
Yes	79%	78%	68%	69%	78%	86%	88%	68%	61%	81%
No	7%	6%	6%	5%	8%	7%	2%	9%	7%	3%
Not sure	14%	16%	27%	26%	13%	8%	10%	23%	32%	15%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
Base	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes	76%	68%	53%	69%	67%	75%	78%	83%	75%	71%	75%	68%	72%	71%
No	6%	7%	15%	5%	9%	5%	3%	2%	3%	6%	7%	9%	6%	6%
Not sure	19%	26%	32%	26%	24%	20%	19%	15%	21%	23%	18%	23%	22%	23%

## Traditional fishing

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
Base	1507	503	545	427	330	580	570	434	501	535	
Yes	47%	51%	47%	44%	55%	47%	43%	52%	45%	45%	
No	19%	23%	17%	19%	24%	18%	18%	22%	18%	19%	
Not sure	34%	25%	37%	37%	21%	35%	39%	27%	37%	36%	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
Base	265	305	937	864	469	90	270	516	475	246
Yes	59%	57%	41%	42%	56%	65%	61%	35%	39%	73%
No	24%	18%	18%	19%	20%	27%	13%	28%	19%	8%
Not sure	17%	25%	41%	39%	23%	8%	26%	36%	42%	19%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
Base	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes	53%	41%	49%	50%	46%	49%	47%	43%	42%	42%	65%	45%	51%	50%
No	18%	21%	20%	21%	21%	19%	17%	17%	20%	20%	14%	18%	21%	19%
Not sure	29%	38%	31%	29%	33%	32%	36%	41%	38%	39%	21%	37%	29%	31%

# detailed segments for results on page 5

Do you think the following sectors of the Australian fishing industry are sustainable?

## Recreational fishing

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
Base	1507	503	545	427	330	580	570	434	501	535	
Yes	63%	68%	65%	58%	72%	65%	57%	65%	64%	61%	
No	12%	14%	12%	12%	10%	14%	12%	13%	12%	12%	
Not sure	24%	19%	24%	30%	17%	21%	31%	21%	24%	26%	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
Base	265	305	937	864	469	90	270	516	475	246
Yes	72%	73%	58%	61%	69%	74%	82%	56%	54%	77%
No	16%	12%	12%	11%	15%	17%	6%	18%	13%	7%
Not sure	12%	16%	30%	28%	16%	9%	12%	26%	32%	16%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
Base	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes	70%	57%	55%	60%	61%	66%	67%	69%	60%	63%	73%	61%	66%	63%
No	11%	14%	18%	13%	13%	14%	6%	11%	14%	11%	2%	13%	14%	12%
Not sure	19%	30%	26%	27%	26%	20%	27%	20%	26%	26%	25%	26%	20%	24%

## Commercial fishing

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
Base	1507	503	545	427	330	580	570	434	501	535	
Yes	24%	31%	24%	17%	36%	23%	19%	31%	23%	21%	
No	35%	34%	33%	40%	33%	34%	38%	34%	35%	37%	
Not sure	40%	34%	43%	43%	30%	43%	43%	34%	42%	42%	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
Base	265	305	937	864	469	90	270	516	475	246
Yes	36%	26%	20%	19%	30%	52%	36%	10%	21%	47%
No	41%	40%	32%	35%	39%	35%	28%	54%	29%	18%
Not sure	22%	34%	47%	45%	31%	13%	36%	35%	50%	35%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
Base	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes	29%	20%	22%	27%	26%	23%	24%	24%	25%	18%	30%	22%	29%	26%
No	33%	38%	39%	38%	37%	37%	32%	30%	41%	37%	31%	33%	35%	33%
Not sure	38%	42%	39%	36%	37%	41%	44%	46%	34%	44%	39%	45%	35%	41%



# detailed segments for results on page 5

Do you agree or disagree with the following? – mean value

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
The Australian fisheries are well managed	3.22	3.28	3.24	3.12	3.35	3.21	3.15	3.27	3.23	3.17
There is no difference between Australia and overseas when it comes to commercial fishing industries harming species (fish, marine animals) not intended to be caught	2.53	2.58	2.49	2.49	2.64	2.49	2.49	2.46	2.59	2.50
The Australian commercial fishing industry should not be allowed to continue, because its environmental costs outweigh its social and economic benefits	2.57	2.55	2.50	2.64	2.61	2.53	2.58	2.50	2.51	2.66
Australian commercial fishers have a genuine interest in sustainability	3.29	3.32	3.37	3.18	3.31	3.37	3.20	3.33	3.38	3.18

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventions	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
The Australian fisheries are well managed	3.30	3.28	3.17	3.17	3.23	3.57	4.05	2.75	2.83	4.07
There is no difference between Australia and overseas when it comes to commercial fishing industries harming species (fish, marine animals) not intended to be caught	2.72	2.41	2.51	2.49	2.49	2.91	2.36	2.55	2.66	2.38
The Australian commercial fishing industry should not be allowed to continue, because its environmental costs outweigh its social and economic benefits	2.77	2.47	2.54	2.51	2.52	2.97	2.42	2.69	2.65	2.31
Australian commercial fishers have a genuine interest in sustainability	3.31	3.39	3.25	3.24	3.36	3.54	3.70	2.94	3.18	3.80

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
The Australian fisheries are well managed	3.25	3.19	3.08	3.24	3.17	3.23	3.31	3.25	3.20	3.17	3.32	3.21	3.19	3.27
There is no difference between Australia and overseas when it comes to commercial fishing industries harming species (fish, marine animals) not intended to be caught	2.53	2.52	2.83	2.65	2.60	2.44	2.37	2.34	2.63	2.54	2.39	2.40	2.51	2.53
The Australian commercial fishing industry should not be allowed to continue, because its environmental costs outweigh its social and economic benefits	2.52	2.62	2.87	2.77	2.74	2.42	2.34	2.32	2.60	2.59	2.48	2.71	2.46	2.58
Australian commercial fishers have a genuine interest in sustainability	3.32	3.26	3.00	3.27	3.24	3.37	3.46	3.34	3.18	3.27	3.39	3.33	3.35	3.29

Below is a set of statements about Australia's management of wild-catch commercial fisheries. Please examine each statement in the table and select ONE statement that best matches your view.

Statement 1	Commercial fishing should be able to operate under existing rules with full discretion given to fishers to fish as they see fit
Statement 2	Commercial fishing should be able to continue to operate under existing rules, but with increased monitoring to ensure compliance with rules to minimise the environmental costs of fishing
Statement 3	Existing rules governing commercial fishing are inadequate and need to be changed to further minimise the environmental costs of fishing
Statement 4	Commercial fishing should not be allowed to continue, because its environmental costs outweigh its social and economic benefits

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
Base	1507	503	545	427	330	580	570	434	501	535
Statement 1	7%	9%	6%	7%	10%	6%	6%	8%	6%	8%
Statement 2	60%	62%	64%	54%	62%	63%	57%	62%	63%	56%
Statement 3	29%	27%	28%	32%	26%	29%	32%	27%	30%	30%
Statement 4	4%	2%	2%	6%	2%	2%	5%	2%	2%	5%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
Base	265	305	937	864	469	90	270	516	475	246
Statement 1	16%	6%	5%	5%	8%	27%	4%	3%	9%	17%
Statement 2	59%	62%	60%	62%	61%	44%	74%	44%	63%	73%
Statement 3	23%	29%	31%	31%	28%	25%	21%	48%	24%	9%
Statement 4	3%	2%	4%	3%	4%	4%	1%	5%	5%	1%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
Base	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Statement 1	8%	6%	12%	11%	7%	7%	3%	3%	6%	5%	8%	5%	9%	8%
Statement 2	61%	59%	52%	58%	55%	64%	63%	66%	56%	53%	45%	64%	63%	65%
Statement 3	27%	31%	26%	29%	31%	28%	31%	30%	37%	37%	45%	23%	25%	24%
Statement 4	3%	4%	9%	2%	7%	2%	2%	1%	2%	5%	2%	8%	3%	3%

# detailed segments for results on page 6

There are both state and national bodies that manage Australia's fisheries to ensure Australian fish stocks and our fishing industry are viable now and in the future. How familiar would you say you with how the Australian fishing industry is managed? – mean value

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535	
mean	3.07	3.80	3.00	2.32	3.67	3.17	2.65	3.40	3.32	2.59	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
mean	5.27	3.42	2.29	1.13	5.47	8.57	4.15	2.76	2.46	3.71

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
mean	3.50	2.63	3.39	3.40	3.24	2.76	2.56	3.02	3.58	2.66	4.04	3.50	3.04	3.06

Do you agree or disagree that the Australia's fishing industry is sustainable? – mean value

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535	
mean	5.51	5.84	5.50	5.12	5.95	5.41	5.32	5.81	5.57	5.20	

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
mean	6.18	5.60	5.23	5.00	5.80	7.73	6.62	4.52	4.92	6.98

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
mean	5.80	5.19	5.38	5.74	5.60	5.30	5.57	5.43	5.75	5.34	6.17	5.48	5.48	5.54

# detailed segments for results on page 7

Do you agree or disagree that the Australian fishing industry, that is the management of our fisheries and the commercial fishers who operate in these fisheries are... – mean value

	Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional	Frequent	Regular	Occasional	Frequent	Regular	Occasional
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Protecting against overfishing of any species	5.82	6.04	5.85	5.55	6.18	5.79	5.64	5.95	5.90	5.63
Protecting endangered species	6.00	6.20	6.13	5.60	6.19	6.01	5.88	6.10	6.06	5.83
Protecting against over fishing of any area	5.86	6.01	5.96	5.59	5.98	5.85	5.80	6.04	5.89	5.67
Using the best fishing practices (how fish are caught/harvested)	5.91	5.98	6.02	5.70	6.09	5.93	5.76	6.21	5.93	5.62
Using aquaculture to alleviate the demand on wild caught seafood	6.23	6.59	6.23	5.76	6.53	6.20	6.06	6.41	6.37	5.90
Protecting and maintaining the health of the marine environment	5.92	6.20	5.96	5.52	6.22	5.99	5.66	6.07	5.94	5.76
Guarding against catch of non-target species (by-catch)	5.51	5.67	5.51	5.33	5.76	5.53	5.33	5.67	5.63	5.23

	Go Fishing			Familiarity with fishery management			cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Protecting against overfishing of any species	6.18	5.70	5.75	5.47	6.01	7.44	6.76	4.97	5.41	7.07
Protecting endangered species	6.39	5.95	5.88	5.64	6.14	7.79	6.85	5.17	5.68	7.18
Protecting against over fishing of any area	6.11	5.80	5.79	5.52	6.03	7.32	6.74	5.04	5.50	6.95
Using the best fishing practices (how fish are caught/harvested)	6.20	5.85	5.82	5.56	6.04	7.57	6.78	5.07	5.53	7.12
Using aquaculture to alleviate the demand on wild caught seafood	6.51	6.26	6.10	5.84	6.41	7.81	7.05	5.76	5.70	7.05
Protecting and maintaining the health of the marine environment	6.31	5.93	5.78	5.56	6.11	7.49	6.82	5.07	5.55	7.13
Guarding against catch of non-target species (by-catch)	6.01	5.41	5.36	5.07	5.69	7.36	6.22	4.76	5.19	6.66

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Protecting against overfishing of any species	5.95	5.69	5.78	5.94	5.69	5.57	5.89	6.03	6.15	5.71	6.42	5.80	5.64	5.87
Protecting endangered species	6.11	5.89	5.87	6.11	5.92	5.80	6.02	6.20	6.21	5.91	6.89	5.63	5.92	6.08
Protecting against over fishing of any area	5.99	5.72	5.93	5.90	5.63	5.75	5.93	6.00	5.91	5.79	6.27	5.90	5.70	5.94
Using the best fishing practices (how fish are caught/harvested)	6.02	5.79	5.65	5.96	5.89	5.80	5.92	6.13	6.16	5.84	6.33	5.88	5.76	5.95
Using aquaculture to alleviate the demand on wild caught seafood	6.39	6.04	5.77	6.14	6.22	6.27	6.34	6.46	6.47	6.18	7.14	6.27	6.05	6.22
Protecting and maintaining the health of the marine environment	6.07	5.76	5.79	5.91	5.77	5.76	5.96	6.23	6.03	5.88	6.71	5.95	5.66	6.00
Guarding against catch of non-target species (by-catch)	5.59	5.42	5.48	5.76	5.43	5.19	5.43	5.69	5.70	5.47	6.28	5.47	5.21	5.61

# detailed segments for results on page 8

In your view, who is responsible for the sustainability of Australia's fisheries? Please select all that apply.

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Everyone who fishes	60%	60%	63%	58%	57%	61%	62%	60%	59%	62%
State and Federal Governments	59%	60%	57%	61%	57%	59%	61%	60%	59%	58%
The whole community	48%	52%	48%	46%	51%	51%	46%	54%	49%	44%
Just the commercial fishing operators	12%	14%	11%	9%	16%	12%	9%	14%	13%	9%
Just the recreational fishermen	6%	8%	6%	6%	6%	8%	5%	8%	7%	5%
Not sure / I don't know	10%	6%	9%	13%	6%	8%	12%	6%	9%	12%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Everyone who fishes	58%	61%	61%	63%	61%	50%	66%	68%	48%	64%
State and Federal Governments	52%	64%	59%	61%	58%	56%	66%	67%	48%	55%
The whole community	46%	53%	48%	48%	51%	50%	56%	52%	39%	53%
Just the commercial fishing operators	21%	15%	8%	8%	16%	26%	15%	11%	10%	11%
Just the recreational fishermen	13%	8%	4%	4%	10%	11%	7%	6%	6%	6%
Not sure / I don't know	5%	5%	13%	10%	6%	5%	1%	6%	21%	6%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Everyone who fishes	58%	62%	61%	61%	55%	56%	63%	66%	62%	61%	54%	56%	61%	61%
State and Federal Governments	61%	56%	55%	57%	59%	57%	57%	66%	54%	60%	60%	63%	60%	58%
The whole community	48%	48%	43%	45%	48%	53%	52%	50%	56%	49%	38%	47%	48%	47%
Just the commercial fishing operators	14%	9%	16%	15%	12%	10%	10%	8%	13%	12%	16%	15%	10%	11%
Just the recreational fishermen	8%	5%	11%	11%	6%	4%	5%	2%	5%	7%	1%	9%	6%	6%
Not sure / I don't know	7%	13%	11%	13%	14%	9%	7%	5%	10%	7%	20%	12%	11%	10%

# detailed segments for results on page 8

And what sort of responsibility does each of these have? – Most responsibility

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base*</i>										
Everyone who fishes	28%	32%	25%	27%	29%	29%	26%	30%	26%	28%
Just the commercial fishing operators	4%	7%	2%	2%	11%	1%	1%	0%	8%	3%
Just the recreational fishermen	51%	51%	47%	57%	50%	48%	59%	48%	54%	51%
State and Federal Governments	45%	42%	52%	42%	40%	51%	40%	52%	37%	46%
The whole community	5%	5%	5%	4%	5%	6%	3%	3%	5%	7%

	Go Fishing			Familiarity with fishery management			cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base*</i>										
Everyone who fishes	24%	31%	28%	26%	27%	49%	26%	32%	20%	31%
Just the commercial fishing operators	11%	3%	0%	1%	1%	24%	10%	1%	4%	0%
Just the recreational fishermen	52%	46%	54%	50%	53%	54%	52%	41%	64%	50%
State and Federal Governments	37%	51%	46%	50%	46%	22%	37%	57%	33%	50%
The whole community	3%	4%	6%	8%	2%	0%	0%	9%	3%	5%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>														
Everyone who fishes	24%	31%	32%	29%	34%	24%	28%	22%	22%	25%	27%	39%	24%	31%
Just the commercial fishing operators	46%	43%	37%	45%	50%	45%	51%	42%	51%	50%	78%	45%	46%	35%
Just the recreational fishermen	18%	12%	12%	16%	23%	26%	14%	0%	0%	35%	0%	0%	14%	10%
State and Federal Governments	52%	40%	41%	45%	48%	42%	50%	49%	53%	47%	36%	36%	46%	45%
The whole community	14%	12%	11%	9%	16%	11%	18%	14%	9%	15%	0%	22%	14%	12%

\* Base changes with response to previous question.

Which of the following best describes your interest in and awareness of the sustainability issues of the fishing industry in Australia?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
I'm really interested and aware	11%	19%	9%	5%	20%	9%	8%	18%	10%	6%
I have some interest in it	43%	50%	48%	32%	46%	49%	37%	50%	48%	34%
I have only a passing interest in this	34%	27%	34%	43%	31%	31%	39%	27%	34%	41%
I have absolutely no interest in this	12%	4%	10%	21%	3%	10%	17%	5%	8%	19%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
I'm really interested and aware	30%	10%	6%	5%	14%	54%	12%	12%	7%	16%
I have some interest in it	58%	52%	36%	36%	60%	41%	54%	41%	37%	49%
I have only a passing interest in this	10%	31%	42%	44%	22%	5%	31%	37%	37%	28%
I have absolutely no interest in this	2%	7%	16%	14%	5%	0%	3%	10%	20%	8%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
I'm really interested and aware	12%	10%	7%	13%	17%	10%	6%	10%	12%	9%	15%	14%	13%	9%
I have some interest in it	45%	41%	39%	41%	38%	39%	50%	52%	42%	41%	45%	48%	43%	44%
I have only a passing interest in this	33%	35%	34%	32%	27%	42%	38%	33%	39%	39%	36%	25%	31%	34%
I have absolutely no interest in this	9%	14%	20%	14%	17%	10%	6%	5%	6%	12%	4%	14%	13%	13%

Do you know if the fishing industry is doing work to improve its level of sustainability?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Yes, I'm aware of the work the industry is doing	14%	22%	11%	9%	22%	12%	12%	18%	15%	11%
I'm not aware, but I would assume they would be making efforts	59%	59%	62%	56%	59%	61%	57%	61%	60%	58%
The industry is not doing work to improve the level of sustainability	5%	5%	3%	6%	5%	5%	4%	5%	5%	4%
Not sure / I don't know	22%	14%	24%	29%	14%	22%	26%	16%	21%	27%

	Go Fishing			Familiarity with fishery management			cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Yes, I'm aware of the work the industry is doing	34%	16%	8%	5%	22%	63%	27%	10%	6%	25%
I'm not aware, but I would assume they would be making efforts	52%	64%	59%	63%	63%	27%	66%	62%	51%	60%
The industry is not doing work to improve the level of sustainability	6%	6%	4%	4%	6%	4%	1%	6%	7%	2%
Not sure / I don't know	8%	15%	29%	28%	9%	7%	7%	23%	36%	12%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Yes, I'm aware of the work the industry is doing	17%	11%	11%	17%	17%	13%	10%	14%	20%	10%	12%	15%	17%	13%
I'm not aware, but I would assume they would be making efforts to be more sustainable	59%	59%	59%	54%	50%	63%	68%	62%	59%	58%	62%	55%	57%	61%
No, the industry is not doing work to improve the level of sustainability	4%	5%	9%	4%	7%	3%	2%	3%	3%	7%	2%	8%	3%	4%
Not sure / I don't know	20%	25%	21%	24%	26%	21%	19%	22%	17%	25%	24%	22%	23%	22%



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And where did you hear about the work the fishing industry is doing to improve its level of sustainability? Please select all that apply.

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	212	111	65	36	69	73	70	78	74	59
On fishing websites	26%	35%	23%	5%	32%	28%	18%	29%	36%	10%
On fishing specific shows (radio, TV)	34%	35%	29%	40%	26%	33%	44%	23%	37%	46%
Talking to friends and family who fish	28%	30%	26%	25%	25%	33%	27%	23%	32%	30%
In general newspapers	41%	44%	43%	28%	38%	42%	43%	50%	44%	26%
On general news websites	29%	33%	23%	27%	27%	33%	28%	43%	19%	23%
On general news radio	30%	34%	28%	22%	34%	31%	25%	36%	29%	23%
In general conversation with other people	22%	27%	19%	14%	28%	29%	9%	24%	29%	9%
On general TV shows (e.g Landline)	3%	3%	4%	3%	1%	3%	6%	5%	0%	5%
Other	5%	4%	9%	2%	0%	4%	11%	5%	6%	5%
Not sure / I can't recall	2%	0%	5%	3%	0%	5%	1%	0%	3%	4%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	91	49	72	47	105	56	69	51	32	60
On fishing websites	46%	18%	7%	11%	19%	50%	33%	15%	37%	22%
On fishing specific shows (radio, TV)	33%	44%	29%	41%	39%	23%	38%	33%	24%	35%
Talking to friends and family who fish	30%	39%	19%	33%	27%	27%	29%	24%	17%	35%
In general newspapers	37%	47%	43%	30%	45%	45%	42%	42%	40%	40%
On general news websites	23%	37%	32%	23%	36%	24%	36%	28%	6%	34%
On general news radio	28%	29%	32%	26%	30%	34%	29%	27%	22%	38%
In general conversation with other people	23%	19%	23%	21%	18%	31%	27%	21%	19%	19%
On general TV shows (e.g Landline)	1%	6%	4%	4%	2%	3%	2%	3%	7%	4%
Other	3%	6%	6%	1%	8%	3%	6%	8%	0%	4%
Not sure / I can't recall	0%	6%	2%	2%	2%	0%	1%	0%	7%	2%

	Gender		Age bracket					State						
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base*</i>	131	81	24	54	37	32	28	37	32	41	3**	20	46	70
On fishing websites	27%	26%	16%	39%	32%	19%	15%	21%	40%	25%	-	5%	20%	32%
On fishing specific shows (radio, TV)	40%	26%	8%	24%	39%	40%	29%	54%	33%	35%	-	22%	44%	31%
Talking to friends and family who fish	22%	38%	25%	23%	30%	33%	37%	26%	31%	35%	-	9%	32%	23%
In general newspapers	49%	29%	49%	29%	38%	31%	35%	68%	40%	26%	-	42%	47%	43%
On general news websites	30%	29%	20%	28%	30%	41%	13%	35%	26%	29%	-	30%	33%	24%
On general news radio	33%	25%	35%	29%	25%	25%	32%	37%	25%	27%	-	35%	29%	30%
In general conversation with other people	23%	21%	37%	14%	25%	15%	26%	24%	20%	26%	-	39%	19%	20%
On general TV shows (e.g Landline)	3%	4%	0%	0%	0%	10%	10%	4%	5%	0%	-	18%	3%	1%
Other	2%	9%	0%	7%	5%	4%	7%	6%	9%	2%	-	7%	4%	5%
Not sure / I can't recall	2%	1%	0%	0%	4%	4%	0%	3%	4%	0%	-	0%	0%	4%

\*Caution small sample size; results are indicative only.  
\*\* n<10 results not shown

From what you know or have seen, heard or read, what percentage of the fish consumed by Australians is actually grown and caught in Australia, that is not imported from overseas?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood				Consumption of canned fish/seafood					
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters				
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535				
mean	41%	43%	40%	40%	40%	41%	42%	41%	41%	41%				
	Go Fishing			Familiarity with fishery management				cluster						
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non- interventionist	Cynical and Negative	Whatever				
<i>Base</i>	265	305	937	864	469	90	270	516	475	246				
mean	40%	42%	41%	41%	42%	41%	42%	41%	39%	44%				
	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
mean	42%	40%	40%	41%	42%	42%	42%	39%	39%	39%	45%	45%	42%	42%

Do you know if the Government is doing work to improve the sustainability of fisheries?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood				Consumption of canned fish/seafood					
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters				
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535				
I'm aware of the work the Government is doing	14%	20%	14%	9%	20%	14%	12%	18%	17%	9%				
I'm not aware, but I would assume the Government would be making efforts	56%	57%	59%	51%	58%	58%	53%	57%	58%	54%				
No the Government is not doing	9%	9%	7%	11%	10%	8%	9%	10%	7%	9%				
Not sure / I don't know	21%	13%	21%	29%	12%	20%	26%	15%	18%	27%				
	Go Fishing			Familiarity with fishery management				cluster						
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non- interventionist	Cynical and Negative	Whatever				
<i>Base</i>	265	305	937	864	469	90	270	516	475	246				
I'm aware of the work the Government is doing	29%	16%	9%	6%	23%	51%	28%	8%	6%	28%				
I'm not aware, but I would assume the Government would be making efforts	50%	60%	56%	60%	58%	35%	64%	58%	50%	55%				
No the Government is not doing work	10%	9%	9%	8%	12%	6%	3%	12%	11%	4%				
Not sure / I don't know	11%	15%	26%	26%	8%	8%	5%	22%	33%	13%				
	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
I'm aware of the work the Government is doing	18%	10%	8%	14%	16%	15%	13%	17%	15%	9%	13%	26%	15%	14%
I'm not aware, but I would assume the Government would be making efforts	54%	57%	53%	53%	51%	58%	63%	57%	56%	58%	48%	42%	55%	58%
No the Government is not doing work	10%	8%	15%	7%	10%	7%	6%	9%	9%	9%	10%	10%	12%	7%
Not sure / I don't know	18%	25%	24%	26%	23%	20%	17%	16%	21%	23%	29%	23%	18%	21%

# detailed segments for results on page 10

Do you agree or disagree that buying seafood with... - mean

	Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional	Frequent	Regular	Occasional	Frequent	Regular	Occasional
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Country of origin labelling	8.22	8.34	8.31	7.96	8.23	8.28	8.19	8.26	8.23	8.22
That's certified	7.16	7.47	7.18	6.76	7.31	7.21	7.03	7.29	7.29	6.93

	Go Fishing			Familiarity with fishery management			cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Country of origin labelling	7.79	8.27	8.33	8.27	8.01	8.45	8.78	8.22	7.69	8.59
That's certified	7.06	7.12	7.21	7.07	7.07	8.00	7.80	6.77	6.86	7.80

	Gender		Age bracket					State						
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Country of origin labelling	8.15	8.28	6.81	7.75	8.08	8.56	8.76	8.95	8.43	7.97	8.42	8.12	8.63	8.10
That's certified	7.06	7.27	6.47	7.23	7.14	7.06	7.38	7.51	7.24	7.15	7.65	6.86	7.06	7.24

Do you think Australia's fishing industry and their practices around sustainability are better, worse, or the same to those used in other countries?

	Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Ahead of other countries	66%	73%	69%	55%	71%	68%	61%	74%	66%	60%
There are no real differences between Australia and most other countries	16%	16%	14%	19%	17%	15%	17%	14%	18%	16%
Behind other countries	7%	8%	6%	8%	9%	7%	7%	7%	7%	8%
Don't know	11%	4%	11%	18%	3%	11%	15%	5%	9%	17%

	Go Fishing			Familiarity with fishery management			cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Ahead of other countries	78%	73%	60%	63%	72%	80%	91%	60%	47%	90%
There are no real differences between Australia and most other countries	15%	15%	16%	17%	17%	5%	7%	20%	21%	7%
Behind other countries	5%	6%	8%	7%	7%	11%	2%	11%	10%	2%
Don't know	3%	5%	15%	13%	4%	3%	0%	9%	23%	2%

	Gender		Age bracket					State						
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Ahead of other countries	67%	64%	53%	64%	65%	72%	73%	66%	66%	58%	70%	65%	68%	70%
There are no real differences between Australia and most other countries	17%	14%	25%	14%	12%	12%	17%	18%	19%	20%	7%	11%	13%	15%
Behind other countries	7%	7%	8%	6%	10%	6%	5%	9%	5%	8%	6%	11%	9%	5%
Don't know	8%	14%	14%	16%	13%	10%	6%	7%	10%	13%	18%	12%	9%	10%

In your opinion how would you describe where the balance between these two, at times competing priorities, should be?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Towards providing seafood for consumption	12%	13%	14%	11%	11%	15%	11%	15%	11%	12%
Equal	49%	48%	50%	48%	45%	50%	50%	42%	53%	51%
Towards protecting the marine environment	38%	40%	36%	41%	43%	35%	39%	43%	36%	38%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Towards providing seafood for consumption	15%	16%	11%	12%	13%	13%	8%	7%	15%	23%
Equal	39%	43%	54%	52%	46%	31%	39%	34%	66%	56%
Towards protecting the marine environment	47%	41%	35%	36%	41%	56%	52%	59%	19%	21%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Towards providing seafood for consumption	14%	10%	13%	15%	12%	14%	13%	9%	9%	14%	7%	15%	12%	12%
Equal	45%	54%	38%	43%	42%	58%	49%	62%	53%	46%	46%	47%	50%	50%
Towards protecting the marine environment	41%	36%	50%	42%	46%	29%	37%	30%	38%	40%	48%	38%	38%	37%

# detailed segments for results on page 12

Managing fisheries often involves difficult trade-offs between environmental conditions and social and economic considerations. Where do you think the balance between these potentially conflicting values should be in the future?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Maximise commercial fishing jobs/income	19%	21%	20%	15%	22%	20%	17%	23%	19%	16%
Equal	36%	35%	38%	35%	33%	39%	36%	31%	39%	38%
Minimise the impact on fish populations	44%	44%	41%	50%	45%	42%	47%	46%	42%	46%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Maximise commercial fishing jobs/income	27%	21%	16%	20%	18%	24%	8%	5%	28%	41%
Equal	25%	36%	40%	37%	35%	20%	21%	18%	59%	46%
Minimise the impact on fish populations	48%	43%	44%	43%	47%	57%	71%	76%	13%	13%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Maximise commercial fishing jobs/income	21%	18%	19%	24%	19%	19%	16%	17%	12%	18%	13%	17%	20%	22%
Equal	33%	40%	30%	30%	35%	39%	41%	42%	31%	33%	49%	39%	40%	37%
Minimise the impact on fish populations	46%	43%	51%	46%	46%	42%	43%	41%	58%	49%	38%	44%	40%	40%

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Maximise commercial fishing jobs/income	19%	20%	20%	16%	22%	18%	17%	22%	17%	18%
Equal	33%	32%	35%	32%	32%	35%	32%	30%	34%	33%
Minimise harm to marine animals and birds	48%	48%	45%	53%	46%	46%	51%	48%	49%	49%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Maximise commercial fishing jobs/income	23%	22%	16%	19%	19%	20%	7%	5%	27%	41%
Equal	24%	32%	37%	34%	32%	20%	15%	12%	60%	46%
Minimise harm to marine animals and birds	52%	46%	47%	47%	49%	60%	78%	83%	13%	13%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Maximise commercial fishing jobs/income	19%	18%	17%	21%	18%	19%	16%	19%	10%	19%	12%	21%	18%	21%
Equal	31%	36%	30%	28%	32%	38%	34%	38%	26%	31%	38%	28%	39%	35%
Minimise harm to marine animals and birds	50%	46%	53%	50%	50%	43%	50%	43%	64%	50%	50%	52%	43%	43%

# detailed segments for results on page 12

Managing fisheries often involves difficult trade-offs between environmental conditions and social and economic considerations. Where do you think the balance between these potentially conflicting values should be in the future?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Maximise commercial fishing jobs/income	17%	19%	18%	13%	21%	18%	14%	21%	16%	15%
Equal	33%	32%	34%	32%	31%	32%	34%	29%	33%	35%
Minimise harm to the marine environment	50%	49%	48%	55%	48%	50%	52%	50%	51%	50%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Maximise commercial fishing jobs/income	25%	16%	15%	17%	17%	21%	7%	4%	25%	39%
Equal	24%	31%	36%	33%	32%	23%	13%	9%	61%	46%
Minimise harm to the marine environment	51%	52%	49%	50%	50%	56%	80%	87%	13%	15%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Maximise commercial fishing jobs/income	18%	16%	15%	21%	17%	17%	15%	16%	13%	14%	11%	16%	17%	21%
Equal	31%	36%	33%	28%	30%	38%	33%	38%	25%	30%	43%	33%	38%	35%
Minimise harm to the marine environment	52%	48%	52%	52%	53%	46%	52%	46%	62%	56%	46%	51%	45%	45%

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Maximise commercial fishing jobs/income	30%	30%	31%	28%	27%	33%	29%	29%	33%	27%
Equal	43%	40%	43%	47%	40%	42%	45%	40%	42%	46%
Maximise recreational fishing opportunities	27%	30%	26%	26%	33%	25%	27%	30%	25%	28%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Maximise commercial fishing jobs/income	27%	30%	30%	33%	29%	23%	27%	23%	32%	43%
Equal	28%	41%	48%	45%	39%	26%	27%	35%	60%	44%
Maximise recreational fishing opportunities	45%	29%	22%	22%	33%	51%	46%	43%	9%	12%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Maximise commercial fishing jobs/income	28%	31%	28%	35%	31%	28%	27%	29%	22%	29%	16%	30%	31%	33%
Equal	39%	47%	43%	34%	38%	47%	47%	49%	37%	44%	39%	42%	49%	41%
Maximise recreational fishing opportunities	32%	22%	29%	31%	30%	25%	27%	21%	41%	27%	46%	28%	21%	26%

# detailed segments for results on page 12

Managing fisheries often involves difficult trade-offs between environmental conditions and social and economic considerations. Where do you think the balance between these potentially conflicting values should be in the future?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Maximise commercial fishing jobs/income	17%	21%	16%	15%	21%	18%	15%	22%	17%	14%
Equal	32%	29%	33%	32%	31%	31%	32%	30%	29%	34%
Sustainability as a priority	51%	50%	51%	53%	48%	51%	53%	48%	54%	52%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Maximise commercial fishing jobs/income	26%	18%	15%	17%	19%	17%	0%	0%	32%	42%
Equal	25%	30%	34%	31%	30%	25%	0%	0%	68%	58%
Sustainability as a priority	50%	53%	51%	52%	52%	58%	100%	100%	0%	0%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Maximise commercial fishing jobs/income	19%	16%	17%	23%	20%	17%	12%	14%	12%	15%	21%	16%	21%	19%
Equal	28%	36%	30%	27%	26%	36%	33%	37%	22%	34%	24%	29%	28%	36%
Sustainability as a priority	53%	49%	53%	50%	54%	47%	55%	49%	66%	51%	55%	55%	50%	45%

When you are buying seafood, which is more important, price or sustainably caught seafood?

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Price	24%	22%	23%	28%	24%	26%	23%	26%	23%	24%
Equal	27%	22%	28%	29%	23%	26%	28%	23%	28%	28%
Sustainability	49%	57%	48%	42%	52%	48%	49%	51%	49%	48%

	Go Fishing		Familiarity with fishery management				cluster			
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Price	25%	25%	24%	29%	19%	13%	13%	16%	32%	37%
Equal	17%	25%	30%	26%	26%	16%	18%	16%	41%	28%
Sustainability	58%	50%	46%	45%	55%	70%	69%	68%	27%	34%

	Gender		Age bracket				State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Price	25%	23%	21%	28%	24%	27%	21%	22%	17%	24%	31%	24%	27%	25%
Equal	25%	29%	25%	24%	26%	31%	31%	24%	26%	24%	29%	23%	27%	29%
Sustainability	50%	48%	54%	48%	50%	43%	49%	54%	57%	53%	41%	53%	46%	46%

From what you know, do the rural sectors (listed below) have the necessary practices and policies in place that ensure the future of the industry and the environment is sustainable, while at the same time providing sufficient supply for Australians. - agreement

	Consumption of fresh fish/seafood				Consumption of frozen fish/seafood			Consumption of canned fish/seafood		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters
<i>Base</i>	1507	503	545	427	330	580	570	434	501	535
Dairy (milk, butter, cheese, yogurt)	48%	50%	49%	43%	53%	46%	46%	51%	49%	45%
Beef	47%	47%	51%	43%	53%	48%	42%	51%	49%	43%
Eggs	52%	53%	57%	47%	58%	55%	48%	59%	52%	48%
Horticulture (fruit and vegetables)	49%	48%	51%	47%	52%	49%	47%	50%	49%	49%
Pork	43%	44%	45%	41%	48%	45%	39%	47%	45%	40%

	Go Fishing			Familiarity with fishery management				cluster		
	Frequent	Regular	Occasional	Not familiar	Somewhat familiar	Very familiar	No news is good news	Non-interventionist	Cynical and Negative	Whatever
<i>Base</i>	265	305	937	864	469	90	270	516	475	246
Dairy (milk, butter, cheese, yogurt)	47%	52%	46%	47%	47%	73%	63%	41%	39%	63%
Beef	42%	51%	47%	47%	48%	55%	58%	38%	42%	62%
Eggs	52%	61%	50%	53%	54%	61%	64%	46%	45%	70%
Horticulture (fruit and vegetables)	47%	55%	47%	49%	49%	63%	59%	42%	41%	68%
Pork	43%	49%	41%	42%	45%	56%	56%	33%	40%	57%

	Gender		Age bracket						State					
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	WA	VIC	TAS	SA & NT	QLD	NSW & ACT
<i>Base</i>	751	756	226	298	221	244	247	271	181	359	30	131	296	510
Dairy (milk, butter, cheese, yogurt)	52%	43%	42%	41%	44%	50%	51%	56%	52%	48%	44%	53%	42%	48%
Beef	52%	42%	38%	36%	41%	52%	53%	59%	52%	43%	30%	53%	47%	47%
Eggs	57%	48%	43%	45%	43%	57%	61%	65%	49%	53%	33%	58%	53%	53%
Horticulture (fruit and vegetables)	53%	45%	40%	44%	43%	51%	52%	59%	48%	49%	39%	57%	48%	48%
Pork	49%	38%	31%	35%	39%	45%	51%	56%	42%	42%	28%	50%	43%	44%



research design

## Methodology

An online survey was sent to a commercially available panel of respondents over the age of 18 years. The sample was based on national representative numbers and was drawn randomly.

## Sample

In total, n = 1,507 surveys were completed by participants.

## Questionnaire

Participants were asked to complete a 10 min online survey which covered a range of topics relating to their awareness and their thoughts about the Australian fishing Industry.

## Weighting

The data was weighted using the estimated resident population at the 30<sup>th</sup> December 2014 (*Source: Australian Bureau of Statistics 3101.0 - Australian Demographic Statistics, Dec 2014, release date 25/06/2015*). The data was weighted on the following variables:

- Age (15 – 24, 25 – 34, 35 – 44, 45 – 54, 55 – 64, 65 years and above)
- Gender (Male, Female)
- State (New South Wales / ACT, Victoria / Tasmania, Queensland, Western Australia, South Australia / NT)

Due to nil sample for some combinations of age, gender and state, some categories were merged for weighting purposes.

## Timing

The online survey was launched on the 13<sup>th</sup> August 2015 and remained open until the 19<sup>th</sup> August 2015.

## Definitions

### **Eat fresh fish or seafood; Eat frozen fish or seafood; Eat canned fish or seafood;**

Frequent eaters is defined as those who eat the specified fish or seafood at least once a week.

Regular eaters includes those who eat the specified fish or seafood once a fortnight or once a month.

Occasional / non eaters includes those who eat the specified fish or seafood less frequently or do not eat it at all.

### **Fishers**

Frequent fishers is defined as those who go fishing at least six times a year (after every 2 months).

Regular fishers includes those who go fishing either one, two, three or four times a year.

Occasional fishers includes those who go fishing less often and those who never go fishing.

### **Familiarity with fishery management**

*based on the question "How familiar would you say you with how the Australian fishing industry is managed?"*

Not familiar – those who rated a 0 - 3

Somewhat familiar – those who rated a 4 - 7

Very familiar – those who rated an 8 - 10.

### **Clusters**

based on those described in: "Community attitudes towards Australian Fisheries Management." *Department of Agriculture.*

Quantitative research debrief. June 2015 © essence.