Community perceptions of the sustainability of the Australian fishing industry

June 2017

contents

background

Sustainability remains an ongoing challenge and key area of focus for the Australian fishing industry. All sectors, including both industry and Government, continue to invest time and resources into improving the sustainability of the industry. In parallel, efforts are directed at ensuring the broader Australian community is informed about and engaged with industry's progress (in regards to achieving sustainability). The level of awareness and engagement remains one important 'marker' of success for the industry.

To this end, FRDC has conducted a biannual sustainability omnibus (in its current form) since 2011 to gauge the community's perceptions about the achievements and ongoing investment the industry is making into achieving long term sustainability. While there have been some slight changes over this time, the core design and metrics have remained unchanged. This has provided continuity in the information available through the program as well as trend information across a number of key metrics.

With that as context, we move to provide an overview of the 2017 design.

about the research

The aim of the research was to track a range of measures including among other things:

- Whether the industry is sustainable;
- How the fishing industry benchmarks against other countries and industries; and
- Knowledge and awareness of the efforts being made.

The quantitative research involved an online survey of a nationally representative* sample of randomly selected adult Australians (aged 18 years and over) . The survey took approximately 10 minutes to complete.

In total, n = 1,002 surveys were completed over the period to provide robust measures of community perceptions. The research was conducted over the period 8th June to 15th June 2017.

Respondent demographics from the survey were representative of ABS population estimates across age, gender and location to ensure the final results appropriately reflected the current size and structure of the Australian population.

The key findings from the research now follow.

**ABS population estimates Source: Australian Bureau of Statistics 3101.0 - Australian Demographic Statistics, Dec 2014, release date 25/06/2015*

management summary

there has been a increase in the proportion of Australian who think the industry is sustainable

For the purposes of this research, sustainability was defined as "*the industry having the necessary practices and 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*".

The results from the 2017 research show that:

- 41% of all Australians believe that the industry (as a whole) is sustainable;
  (Perceptions of the individual sectors of the fishing industry are shown later in the report.)
- 21% believe it is not sustainable; while
- the remaining 38% are just unsure whether the industry is sustainable.

The results over the last six years show that there has been a strong uplift in the proportion of Australian who believe the industry is sustainable (41% up from 37% in 2011).

The improvement over the last two years has the level of acceptance within the community back to the level reported in 2013 and near the all time high mark for this measure.

What remains clear is that:

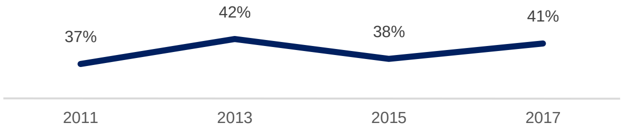
- There is a consistent cohort (around one in five people) who hold a view that the industry is not sustainable. This result has remained largely unchanged over the past six years.
- There is a further two in five of the Australian community who are unsure or uncertain as to the sustainability of the fishing industry. Whilst this cohort report they are unsure about sustainability, their rating and attitudes suggest that they are more closely linked to those who believe the industry is not sustainable than those that do. This presents as a challenge for industry to provide sufficiently compelling advice and education around sustainability of the industry.

As we understand it the industry has inverted strongly in building its credentials in the area of sustainability. The results suggest this focus and investment has delivered a dividend. The rate of change in acceptance across the Australian community reflects the size of this challenge both to sustain this current level and further improve community perceptions.

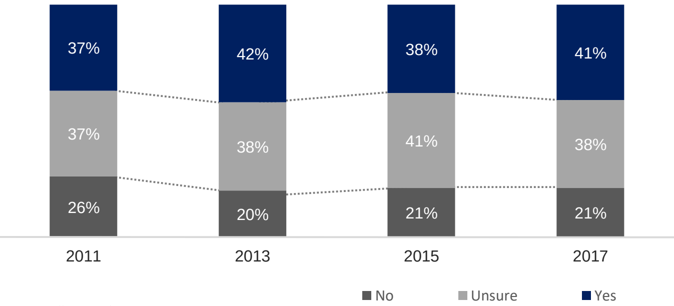
Do they believe Australia's fishing industry is sustainable?

Base: All respondents; n= 1,002

Believe Australia's fishing industry is sustainable – over time



Believe Australia's fishing industry is sustainable - overall



Base: All respondents; n= 1,002

management summary

The following analysis identified that community views about the sustainability of the fishing industry vary. Different segments with the community hold different views.

females continue to be less convinced about the sustainability of the industry

The results again in 2017 suggest that females are:

- less likely than males to believe the industry is sustainable; and
- more critical across most other measures in the research.

As shown opposite, the perception of the sustainability of the Australian fishing industry among males remained largely unchanged since the 2013 research, while the result for females has seen some improvement over the past two years (up to 4 points to 33%). So while the difference between males and females remains, the 'gap' has now narrowed (16 points compared to 19 points in 2015).

The change in the response from females was consistently reported across all age groups and across all geographies. The results emphasise the need to continue a focus on the female audiences within the community.

improvement across most age groups other than young people where a decline was evidenced

The results opposite show improvements in perceptions across all aged 35+. The perceptions of people aged under 35 fell this year. Further analysis highlights that people aged 18-24 and in particular females in that age cohort are far less engaged, far less familiar and as a result far less likely to believe the industry is sustainable.

The decline in the results from 2015 indicates some ground has been lost with this younger cohort of the community.

the strongest results are evident among those more 'engaged'

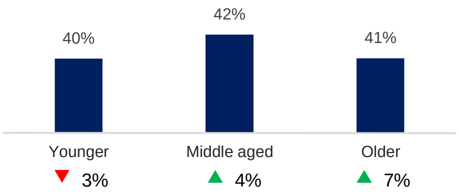
Not surprisingly the more 'engaged' people are with the industry the stronger perceptions there are around sustainability.

So the more regular seafood consumers and the more regular recreational fishers are clearly those more likely to consider the fishing industry as sustainable. While being more engaged is likely to present more opportunities to 'talk directly' to these consumers, the challenge will be to ensure in the longer term the information and evidence around sustainability of the fishing industry reaches the broader community, in particular those that have less involvement and connection to the industry.

Believe Australia's fishing industry is sustainable - gender

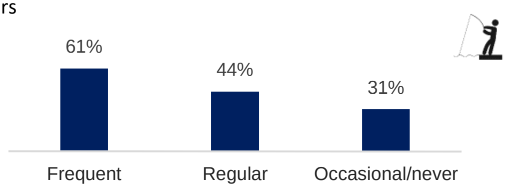
Base: All respondents; n= 1,002

Believe Australia's fishing industry is sustainable - age



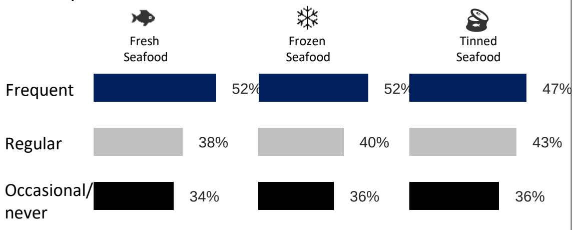
Base: All respondents; n= 1,002

Believe Australia's fishing industry is sustainable – recreational fishers



Base: All respondents; n= 1,002

Believe Australia's fishing industry is sustainable – Seafood consumption



Base: All respondents; n= 1,002

there are opportunities to grow the proportion of the community who think the fishing industry is sustainable

Among those people who were uncertain or did not believe the industry was sustainable, there were sufficient signals to indicate that there is an anticipation the industry can and will move to a stronger position around sustainability with the survey indicating, among these groups:

- most (76%) were hopeful that it could be sustainability; however
- a smaller group (30%) reported that they were confident that it could be.

Collectively then there are four primary clusters in the community:

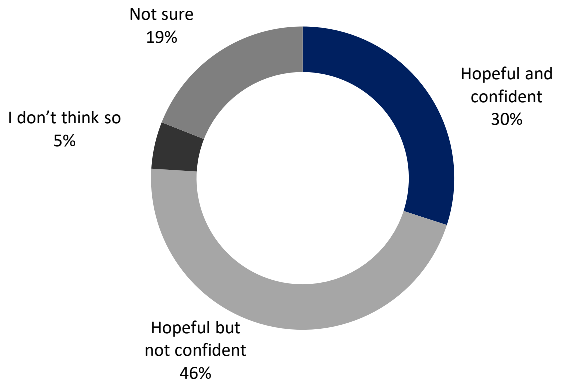
- those that think the industry is sustainable now;
- those that are confident the industry can become sustainable;
- those that are not confident the industry can become sustainable; and
- those that don't think the industry is or can become sustainable.

The first two of these clusters represent arguably the first focus for the industry. This will likely involve providing evidence and communication to instil confidence that the industry is sustainable.

If this can be achieved and sustained then the majority of the Australian community (59%) will hold the view that the industry is sustainable.

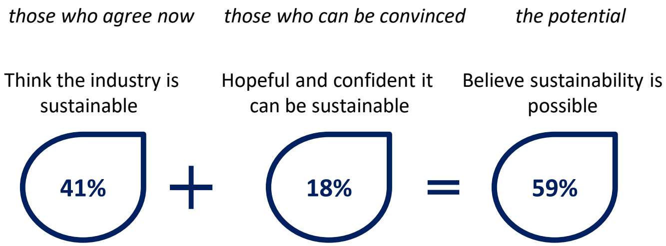
The remaining clusters are likely to require substantial more work and effort to shift the current views about the industry.

Can the industry be sustainable?



Base: Respondents who do not believe/ unsure of the sustainability of the industry; n= 590

Those who believe sustainability is possible



those who agree now		*those who can be convinced*		*the potential*
Think the industry is sustainable		Hopeful and confident it can be sustainable		Believe sustainability is possible
41%	+	**18%**	=	**59%**

Base: All respondents; n= 1,002

management summary

a lack of engagement with the commercial sector is impacting community perceptions of the industry overall

The previous research (in 2015) identified the impact of awareness and views of the commercial sector on people’s overall perceptions of the industry.

From the results this year we note that:

- the community is unfamiliar with the commercial sector. 67% of people rated their familiarity at less than 6.
- there is a clear correlation between familiarity with the commercial sector and perceptions of sustainability of the industry overall. The more familiar people are the more likely they are to think the industry overall is sustainable.

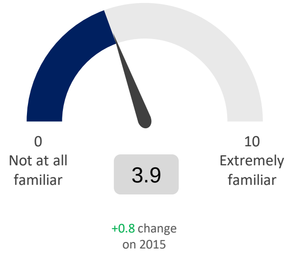
The challenge in driving overall community perceptions of sustainability will then likely reside in the industry's ability to build a stronger awareness of and engagement with the commercial sector.

These results are best illustrated when exploring the perceptions of sustainability of the different sectors of the industry. As shown opposite:

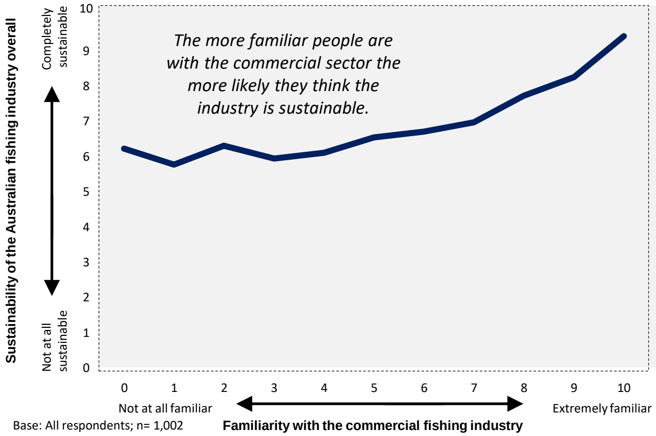
- there is a stronger level of confidence across the community about the sustainability of aquaculture, traditional and recreational fishing; we note that there has been a small decline reported in both these sectors but the majority of people still confirm that they perceive these sectors to be sustainable; whereas
- a comparatively lower level of confidence was reported for the wild catch sector (32%) although we do note this result has improved from 2015 (up 8 points).

As noted in the chart of results opposite, there has been a softening of the perceptions across all sectors of the fishing industry.

Familiarity with the Australian commercial fishing industry

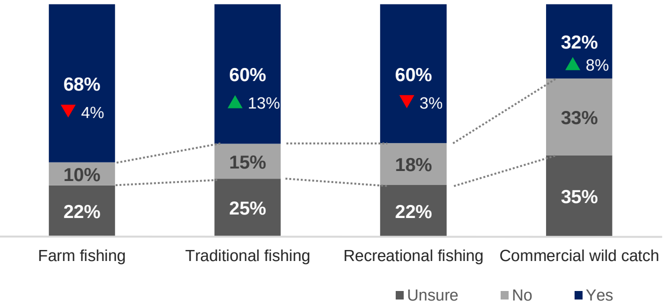


Base: All respondents; n= 1,002



Base: All respondents; n= 1,002

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



Base: All respondents; n= 1,002

management summary

the commercial wild catch sector has been identified as a key influencer of overall sustainability

As discussed above perceptions around the commercial sector have a strong influence on perceptions of the industry overall.

The results of a regression analysis are shown opposite. This analysis was used analysis shown opposite was used to measure the influence of perceptions across each of the four sectors measured. The model was constrained to just theses sectors, so will not explain all of the variance. The model results are shown opposite and confirm that:

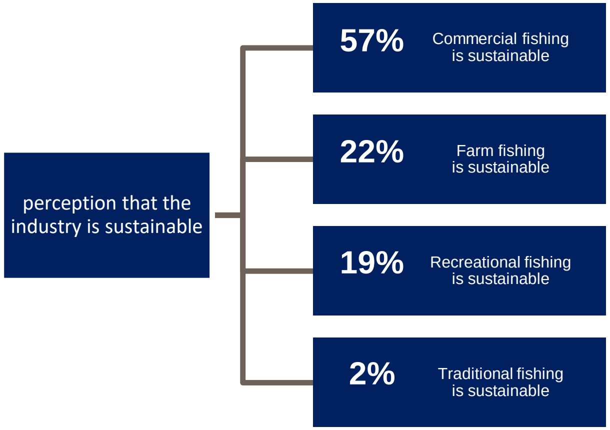
- the commercial wild catch sector as having the largest influence on overall industry sustainability (normalised impact score of 57%);.
- the other sectors of the industry indicated smaller, but still important influences on how people view the industry overall.

The challenge then will be to better understand the obstacles preventing people from considering the commercial wild catch sector to be sustainable.

When asked about the challenges people saw facing the commercial sectors (wild catch and farm fishing) four primary themes emerged. These themes provide some insight into the views and opinions of the Australian community around the commercial sector.

This perhaps provides a focus for communications and information sharing about the commercial sectors with the broader Australian community.

How do perceptions of the industry sectors drive people's perceptions of the industry overall



perception that the industry is sustainable

57% Commercial fishing is sustainable

22% Farm fishing is sustainable

19% Recreational fishing is sustainable

2% Traditional fishing is sustainable

<u>How to read this diagram</u>: People's perceptions of commercial fishing have the strongest impact on their perceptions of the industry overall. The model shows that this explains 57% of the overall measure of sustainability of the industry as a whole.

R^2 = 51.9%

The key issues people see impacting on sustainability of the wild catch sector.

Theme 1: If we keep up our current practices, we will run out of fish

Theme 2: There are too many people illegally fishing/have no regard for the environment

Theme 3: Our current fishing practices are causing damage to the environment

Theme 4: Australian Commercial Fishers are unable to turn over a profits

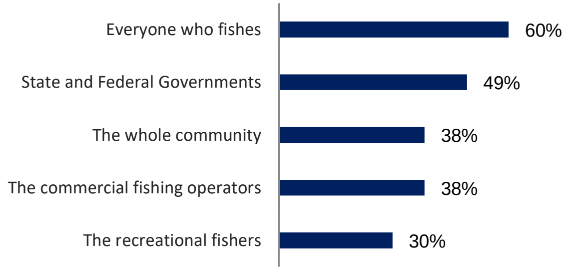
Five further insights from the research. . . . .

1 Australians continue to believe sustainability is a shared responsibility

Within the research, respondents held the view that the responsibility for the sustainability of the Australian fishing industry is shared across all of the community, commercial fishers and the government.

Whilst the responsibility was seen to be shared, governments and commercial fishing operators were considered the custodians. This assignment of responsibility to commercial fishers (among other stakeholders) again re-iterates the influencing role they can and do play in shaping people's views of the sustainability of the industry overall.

Who is responsible for sustainability?



Base: All respondents; n= 1,002

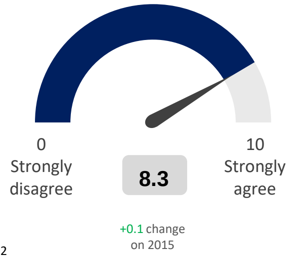
2 Country of origin labelling empowers customers to make more informed decisions about seafood

While this result does not relate to any one specific sector or part of the supply chain, the 2017 research confirms the result (seen in the 2015 research) that the community believe country of origin labelling (as a general mechanism) is empowering. More than 70% rated their agreement at 8 or above (out of a possible 10) while less than 7% rated their agreement lower than a '5'.

The results indicate a very high level of agreement with this result replicated across all segments (age, gender, location).

The results continue to indicate the community see the COO labelling as an important (and perhaps one of the few) signposts in their purchasing decisions.

Agreement that country of origin labelling allows you to make a more informed choice about the seafood you buy

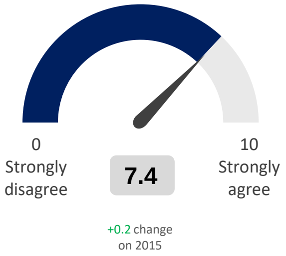


Base: All respondents; n= 1,002

3 Certification provides confidence

Consumer support for certification systems received good support in the most recent research. The majority of consumers agree that certification systems provide confidence that the seafood is sustainable. We also note that this result has improved since the 2015 research (up 0.2). This should provide further encouragement to continue to support certification across the fresh seafood sector.

Agreement that certified (i.e. MSC, ASC and Friend of the Sea) gives you confidence that the seafood is sustainable



Base: All respondents; n= 1,002

management summary

4

The community believe the Australian fishing industry is ahead of other countries

Almost two in three people (64%) believe Australia's fishing industry is more sustainable than other countries.

This result consistent with that reported in 2015 (66%) indicates a widespread view that comparatively the Australian industry is more sustainable.

5

The view of the fishing industry remains behind that of other sectors but has improved over the last 2 years

Australians continue to hold different views on sustainability across the various rural sectors. Again in the 2017 research, the eggs sector was seen to be the be the benchmark in the strength of community perceptions around sustainability.

Perceptions of the fishing industry have improved and now see it placed comparatively ahead of some more well established sectors (pork and dairy).

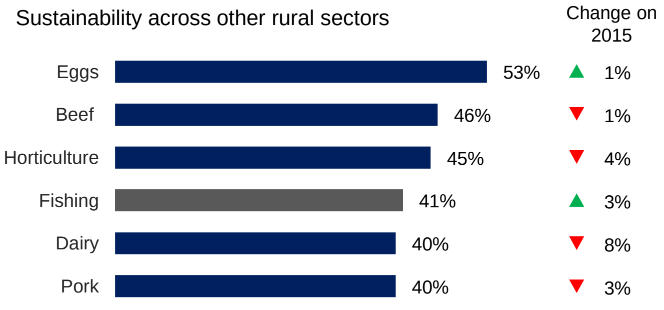
The fishing industry was one of only two sectors to report an increase since 2015, highlighting the ongoing and significant challenges all sectors face in engaging, impacting and sustaining community perceptions around sustainability.

This now concludes the management summary for this study.

Australia’s industry as compared to other countries

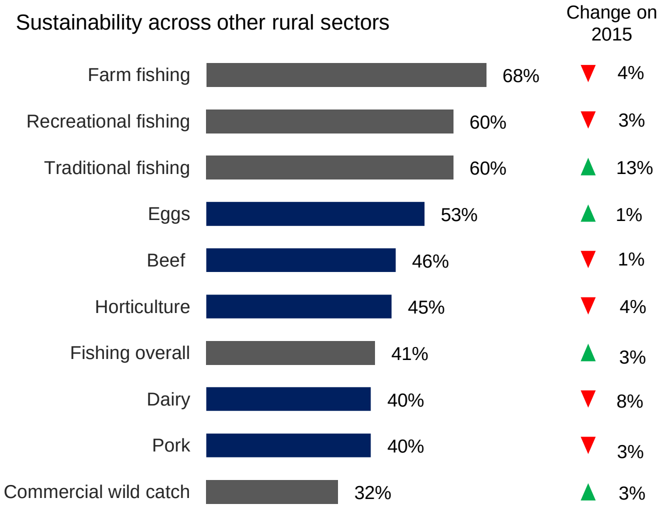
Base: All respondents; n= 1,002

Sustainability across other rural sectors



Base: All respondents; n= 1,002

Sustainability across other rural sectors

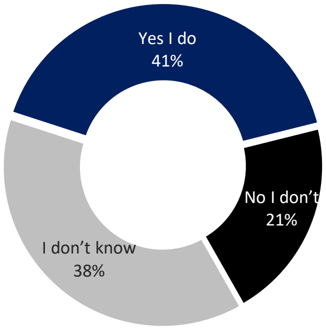


Base: All respondents; n= 1,002

detailed findings

perceptions of sustainability

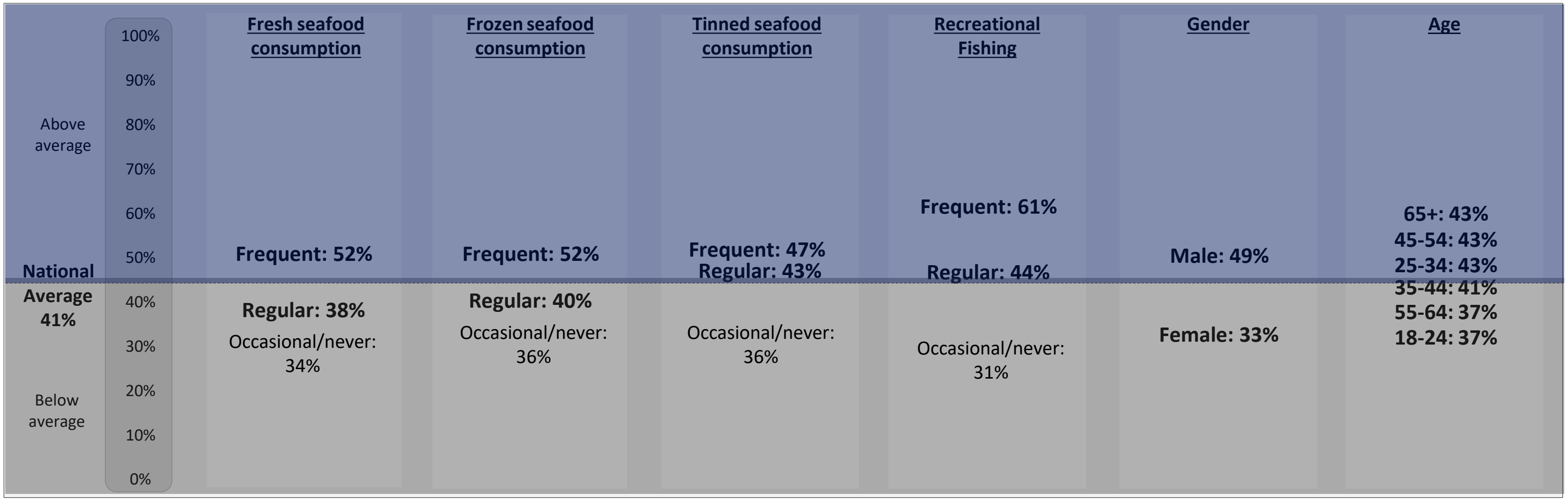
Do you think Australia’s fishing industry is sustainable?



Base: All respondents; n= 1,002

An analysis of the percentage of those who agree the Australian fishing industry is sustainable across selected consumption and demographic segments

How to read the chart:
The chart below shows that 52% of people who consume fresh seafood frequently believe the industry is sustainable. This compares to just 41% nationally, across all consumers and 38% among people who consume fresh seafood regularly.



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?

perceptions of sustainability

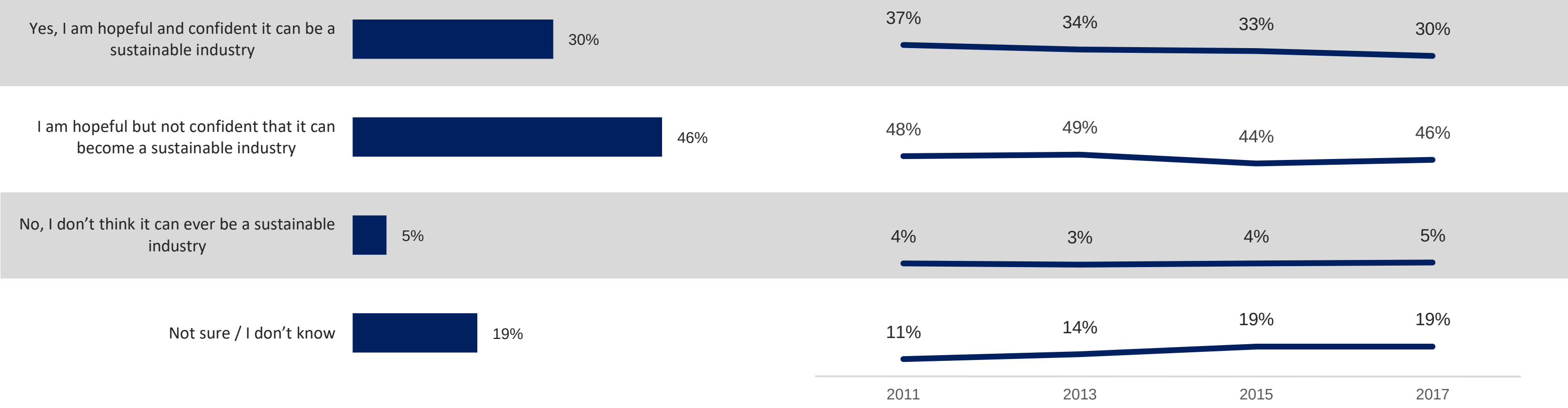
Those who believe sustainability is possible

Think the industry is sustainable **41%** + Hopeful and confident it can be sustainable **18%** = Believe sustainability is possible **59%**

Base: All respondents; n= 1,002

can it become sustainable?

Trend data - tracking those who do not believe/ unsure of the sustainability of the industry



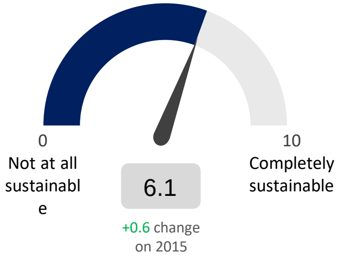
Base: Respondents who do not believe/ unsure of the sustainability of the industry; n= 590

What we asked:

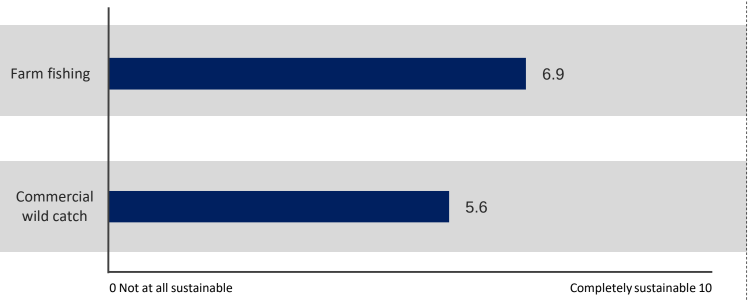
Do you think Australia's fishing industry can be sustainable?

perceptions of sustainability

sustainability of the Australian commercial fishing industry overall

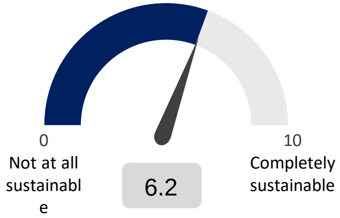


sustainability of industry sectors



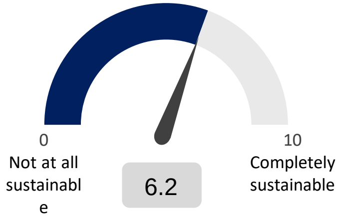
Base: All respondents; n= 1,002

sustainability of the recreational fishing sector



Base: All respondents; n= 1,002

sustainability of traditional fishing sector



Base: All respondents; n= 1,002

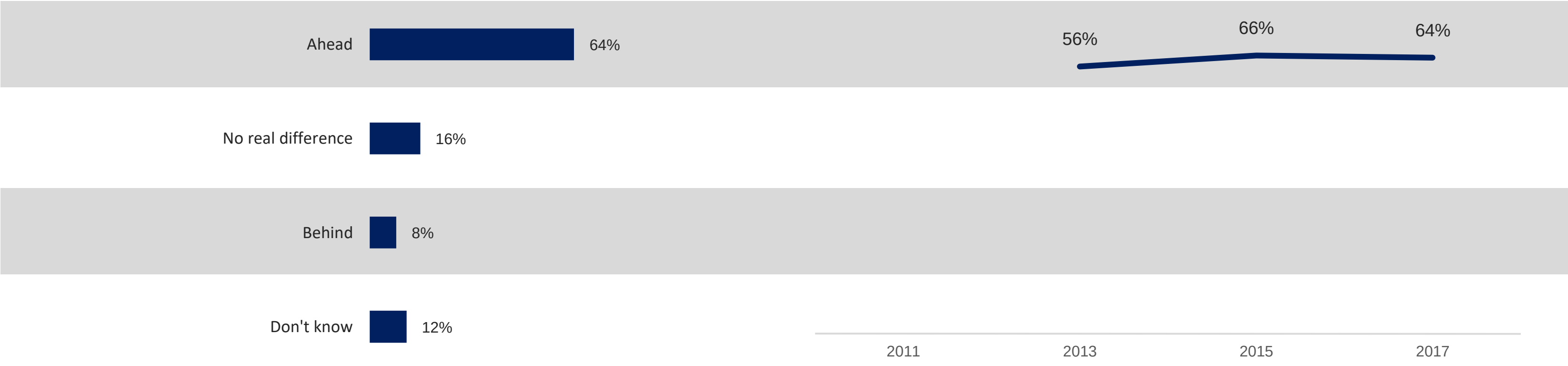
What we asked:

With that in mind, on a scale of 0 to 10, how sustainable do you think Australian commercial fishing industry is overall?

The commercial fishing industry is made up of different sectors. Do you think the following sectors of the Australian fishing industry are sustainable?

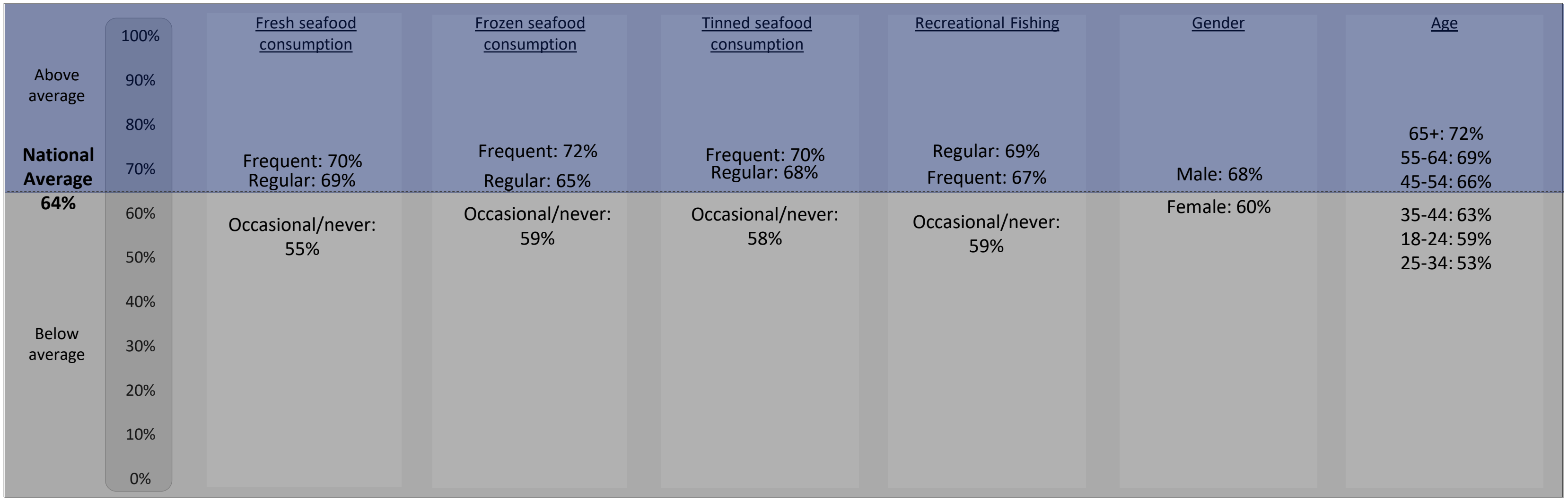
perceptions of sustainability: comparisons to other countries

Australia’s industry as compared to other countries



Base: All respondents; n= 1,002

those who think Australia is Ahead of other countries across demographic segments



National Average 64%

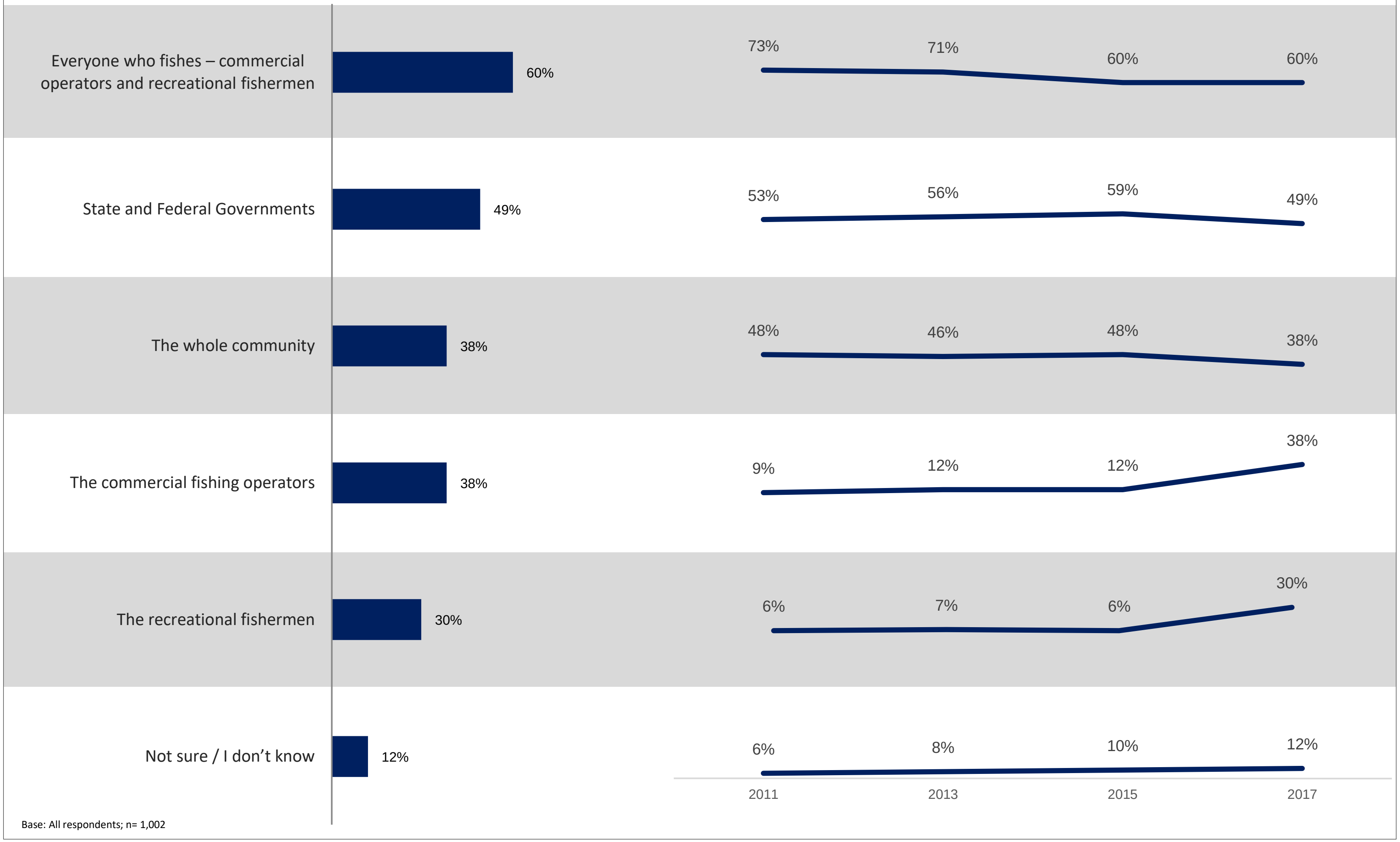
	Fresh seafood consumption	Frozen seafood consumption	Tinned seafood consumption	Recreational Fishing	Gender	Age
Above average	Frequent: 70% Regular: 69%	Frequent: 72% Regular: 65%	Frequent: 70% Regular: 68%	Regular: 69% Frequent: 67%	Male: 68%	65+: 72% 55-64: 69% 45-54: 66%
Below average	Occasional/never: 55%	Occasional/never: 59%	Occasional/never: 58%	Occasional/never: 59%	Female: 60%	35-44: 63% 18-24: 59% 25-34: 53%

What we asked:

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

responsibility for sustainability

responsibility for sustainability



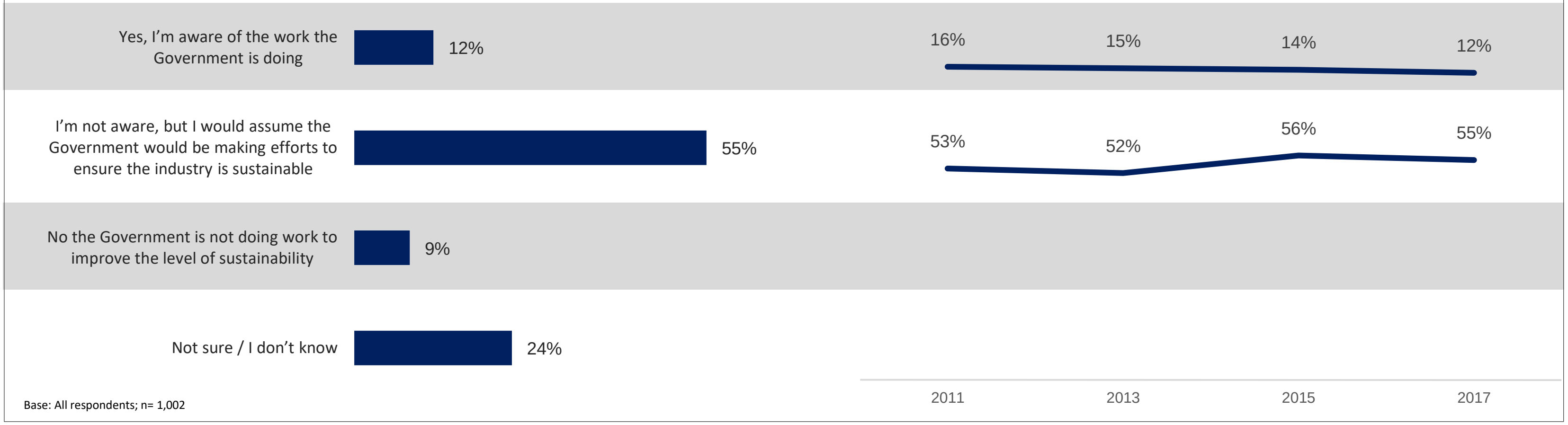
Base: All respondents; n= 1,002

What we asked:

In your view, who is responsible for the sustainability of Australia's fisheries?

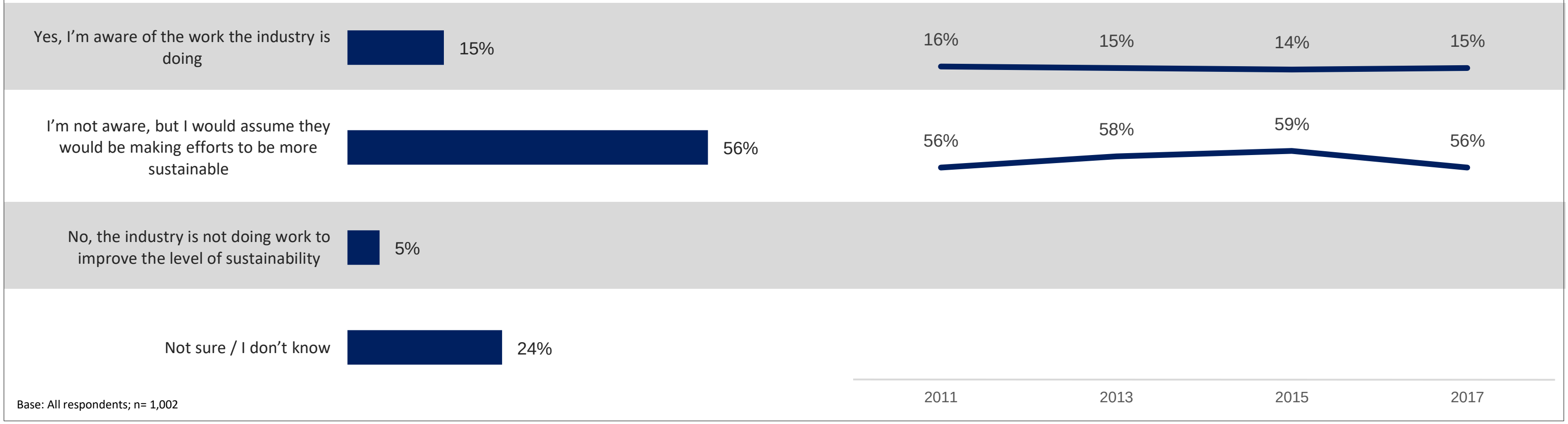
awareness of the work being done to make Australia's fishing industry sustainable

awareness of the work being done by Government to improve sustainability



Base: All respondents; n= 1,002

awareness of the work being by the fishing industry to improve sustainability



Base: All respondents; n= 1,002

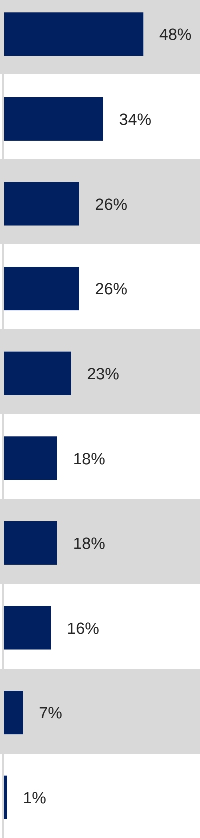
What we asked:

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

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

awareness of the work being done to make Australia's fishing industry sustainable

Sources of information about



		2015	2013
On fishing specific shows (radio, TV)	48%	34%	45%
In general newspapers	34%	41%	49%
Talking to friends and family who fish	26%	28%	34%
On general news websites	26%	29%	19%
On fishing websites	23%	26%	30%
In fishing industry publications	18%	*	*
In general conversation with other people	18%	22%	26%
On general news radio	16%	30%	13%
Other	7%	5%	9%
Not sure / I can't recall	1%	2%	3%

Base: Respondents aware of the work the industry is doing; n= 146

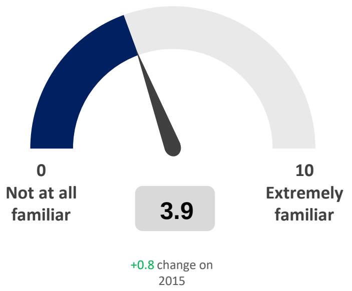
* Question not asked in 2013 or 2015

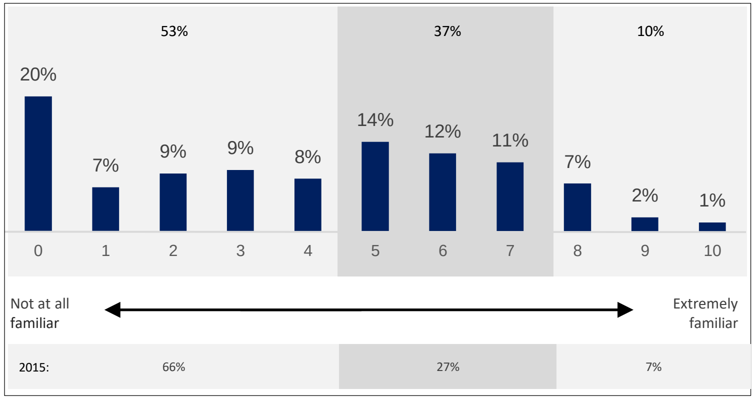
What we asked:

And where did you hear about the work the fishing industry is doing to improve its level of sustainability?

familiarity with the commercial sector

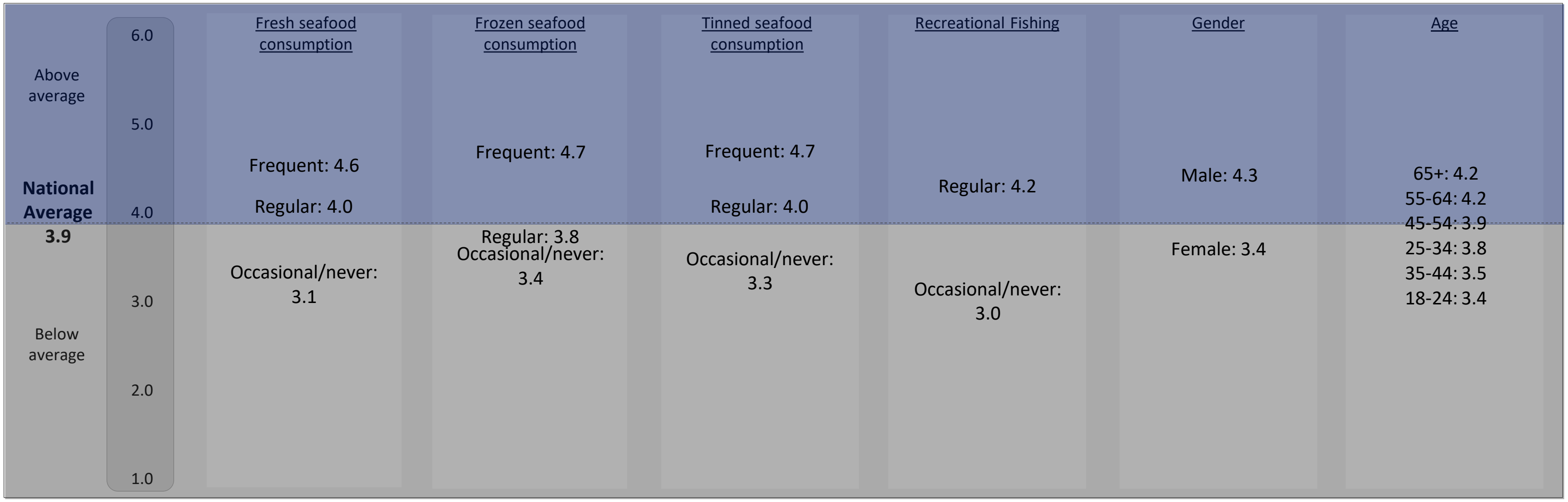
familiarity with the Australian commercial fishing industry





Base: All respondents; n= 1,002

those who think Australia is Ahead of other countries across demographic segments

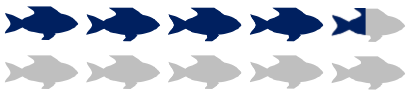


What we asked:

How familiar would you say you with how the **commercial fishing industry** – for example in how big it is, where its located, what commercial fishers fish for, how they fish and how they operate?

how much of what we consume is grown and caught in Australia

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

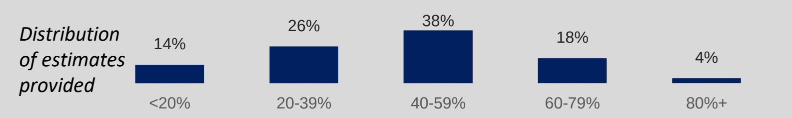


44%

Trend data

2015	2013
41%	46%

People responded with different estimates of the proportion of fish grow and caught in Australia. The range of different estimates is shown in the chart below (eg 26% believed it was between205 and 39%.).

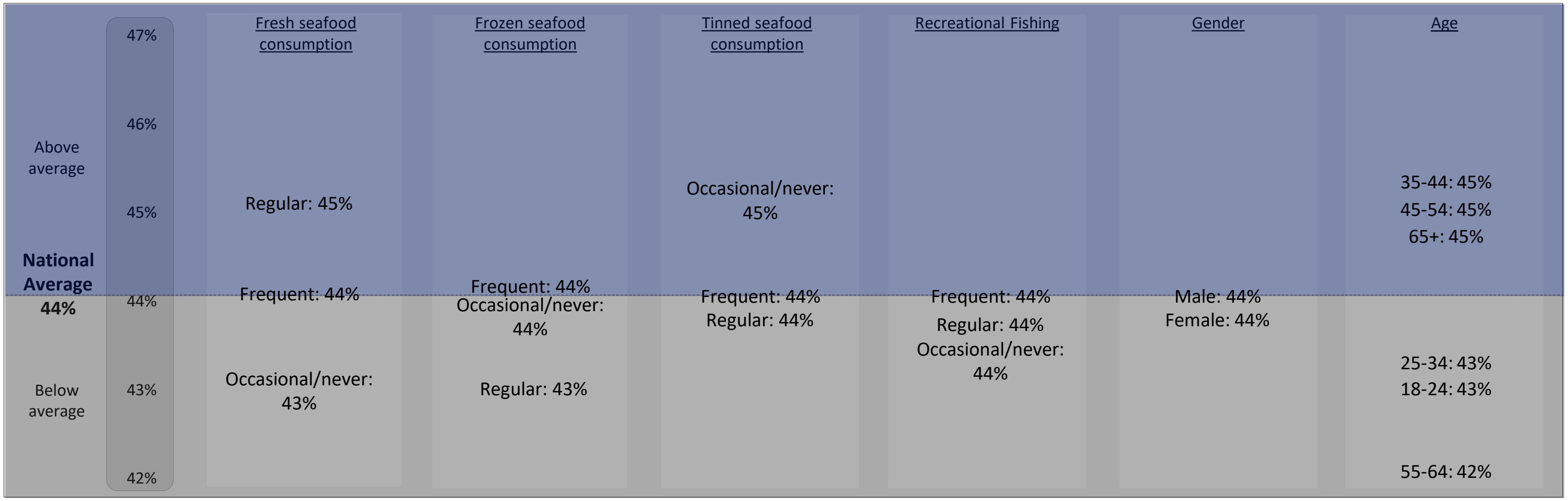


	<20%	20-39%	40-59%	60-79%	80%+
2015:	14%	26%	38%	18%	4%

Please note: the question was not specific to one of the fresh, frozen or tinned segments specifically but rather an overall perception of the percentage grown and caught in Australia.

Base: All respondents; n= 1,002

Percentage mean perception of fish consumed by Australians grown and caught in Australia – across demographic segments



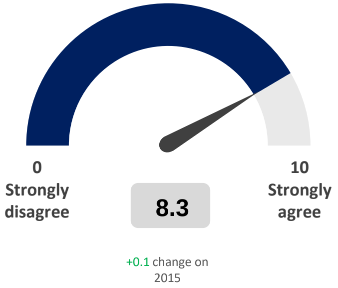
	Fresh seafood consumption	Frozen seafood consumption	Tinned seafood consumption	Recreational Fishing	Gender	Age
Above average	Regular: 45%		Occasional/never: 45%			35-44: 45% 45-54: 45% 65+: 45%
National Average 44%	Frequent: 44%	Frequent: 44% Occasional/never: 44%	Frequent: 44% Regular: 44%	Frequent: 44% Regular: 44% Occasional/never: 44%	Male: 44% Female: 44%	
Below average	Occasional/never: 43%	Regular: 43%				25-34: 43% 18-24: 43% 55-64: 42%

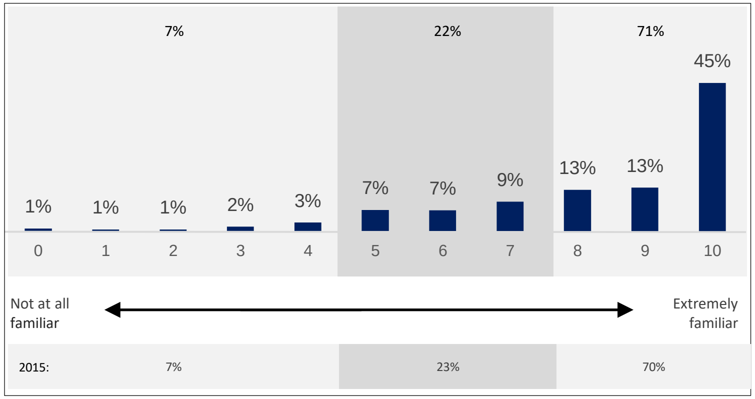
What we asked:

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?

what people think about Country of Origin labelling and certification

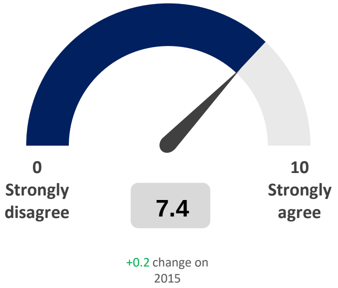
agreement that country of origin labelling allows you to make a more informed choice about the seafood you buy

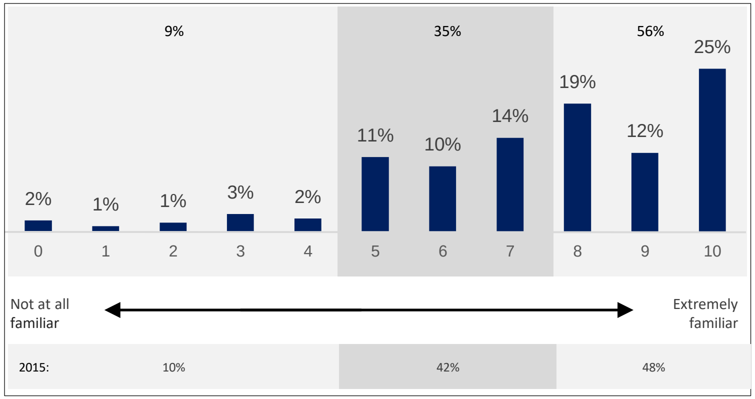




Base: All respondents; n= 1,002

agreement that certified (i.e. MSC, ASC and Friend of the sea) gives you confidence that the seafood is sustainable





Base: All respondents; n= 1,002

What we asked:

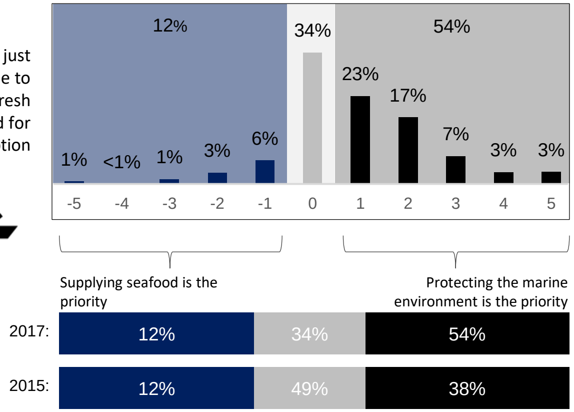
To what extent do you agree with the following statements:

balance between seafood for consumption & maritime protection

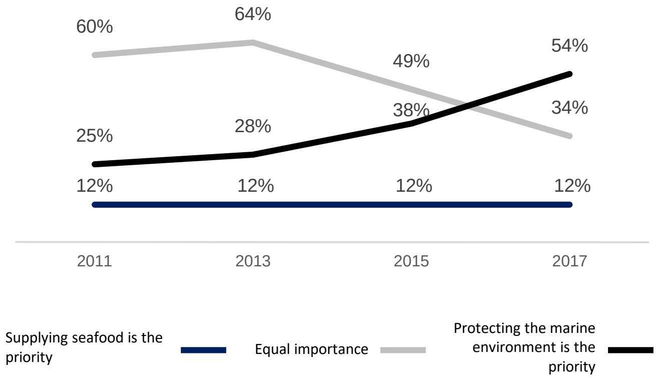
balance between economic considerations and environmental considerations

Balance between supplying sufficient fresh seafood and protecting marine environment

We should focus just on being able to provide fresh seafood for consumption

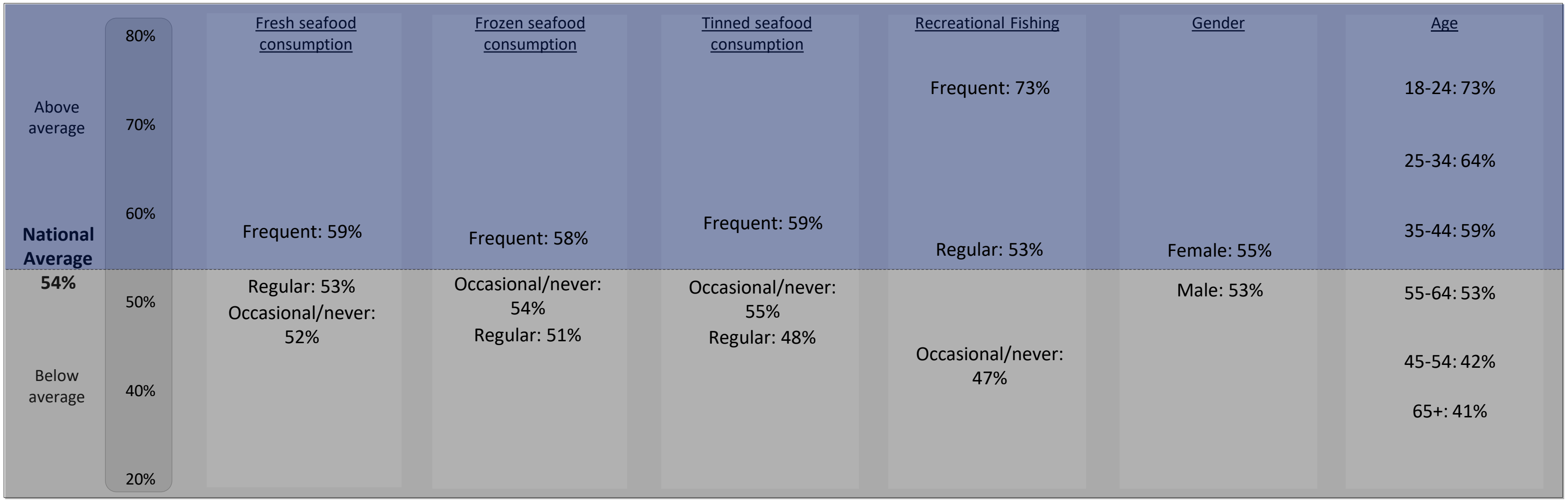


We should focus just on protecting the marine environment



Base: All respondents; n= 1,002

Percentage of those who rated 1 or higher on – ‘Protecting the marine environment is the priority’ over sufficient supply of fresh seafood – across demographic segments



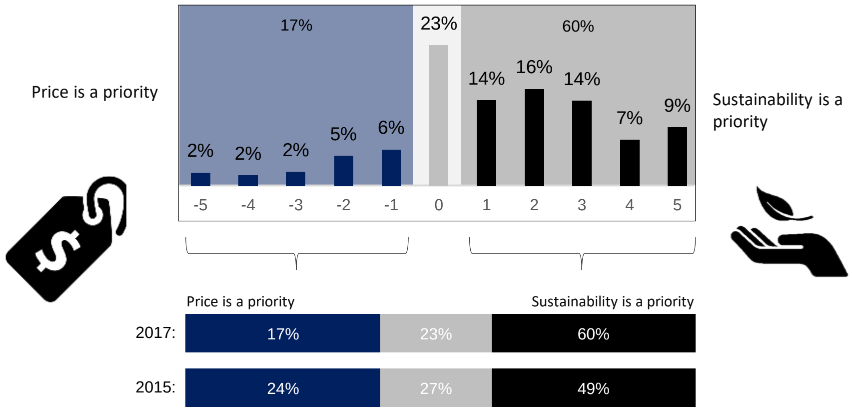
	Fresh seafood consumption	Frozen seafood consumption	Tinned seafood consumption	Recreational Fishing	Gender	Age
Above average	Frequent: 59%	Frequent: 58%	Frequent: 59%	Frequent: 73% Regular: 53%	Female: 55%	18-24: 73% 25-34: 64% 35-44: 59%
Below average	Regular: 53% Occasional/never: 52%	Occasional/never: 54% Regular: 51%	Occasional/never: 55% Regular: 48%	Occasional/never: 47%	Male: 53%	55-64: 53% 45-54: 42% 65+: 41%

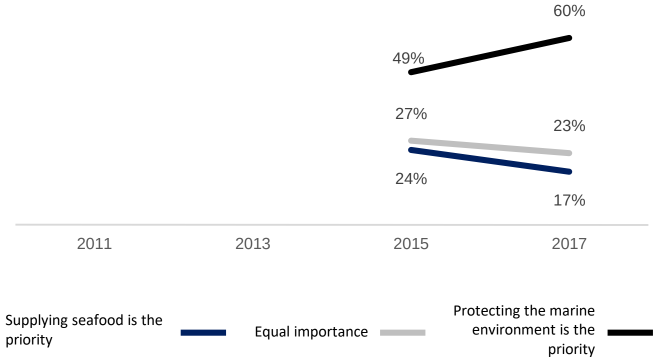
What we asked:

Most Australians acknowledge that it’s important to have a fishing industry that can supply sufficient fresh seafood so that everyone can buy locally caught seafood for consumption, while at the same time having policies and practices that protect the marine environment In your opinion how would you describe where the balance between these two, at times competing priorities, should be?

balance between economic considerations and environmental considerations

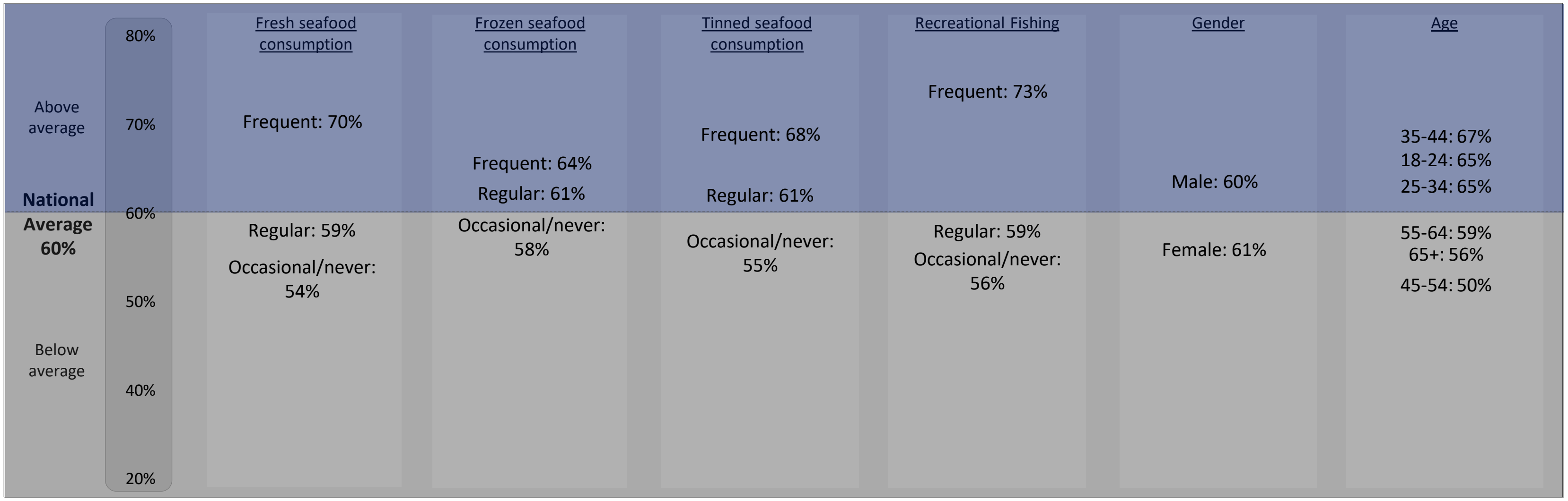
Balance between price and sustainably caught seafood





Base: All respondents; n= 1,002

Percentage of those who rated 1 or higher on – ‘Sustainability is the priority’ over buying cheaper seafood – across demographic segments



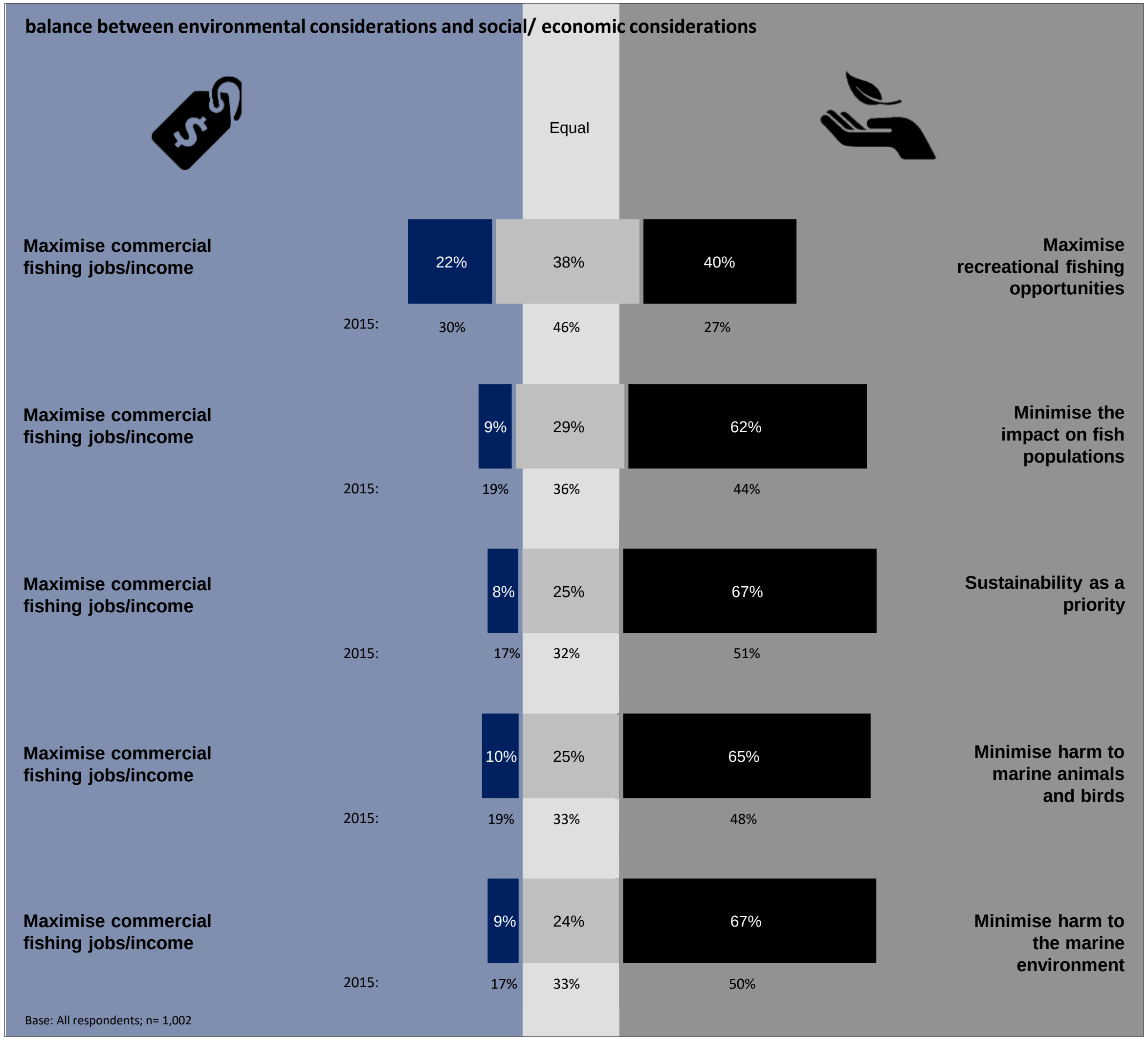
	Fresh seafood consumption	Frozen seafood consumption	Tinned seafood consumption	Recreational Fishing	Gender	Age
Above average	Frequent: 70%	Frequent: 64% Regular: 61%	Frequent: 68% Regular: 61%	Frequent: 73%	Male: 60%	35-44: 67% 18-24: 65% 25-34: 65%
Below average	Regular: 59% Occasional/never: 54%	Occasional/never: 58%	Occasional/never: 55%	Regular: 59% Occasional/never: 56%	Female: 61%	55-64: 59% 65+: 56% 45-54: 50%

What we asked:

When it comes to buying seafood, there can often be a tradeoff between buying the cheapest seafood and buying sustainably caught seafood. When you are buying seafood, which is more important, price or sustainably caught seafood?

balance between economic considerations and environmental considerations

balance between environmental considerations and social/ economic considerations



Base: All respondents; n= 1,002

What we asked:

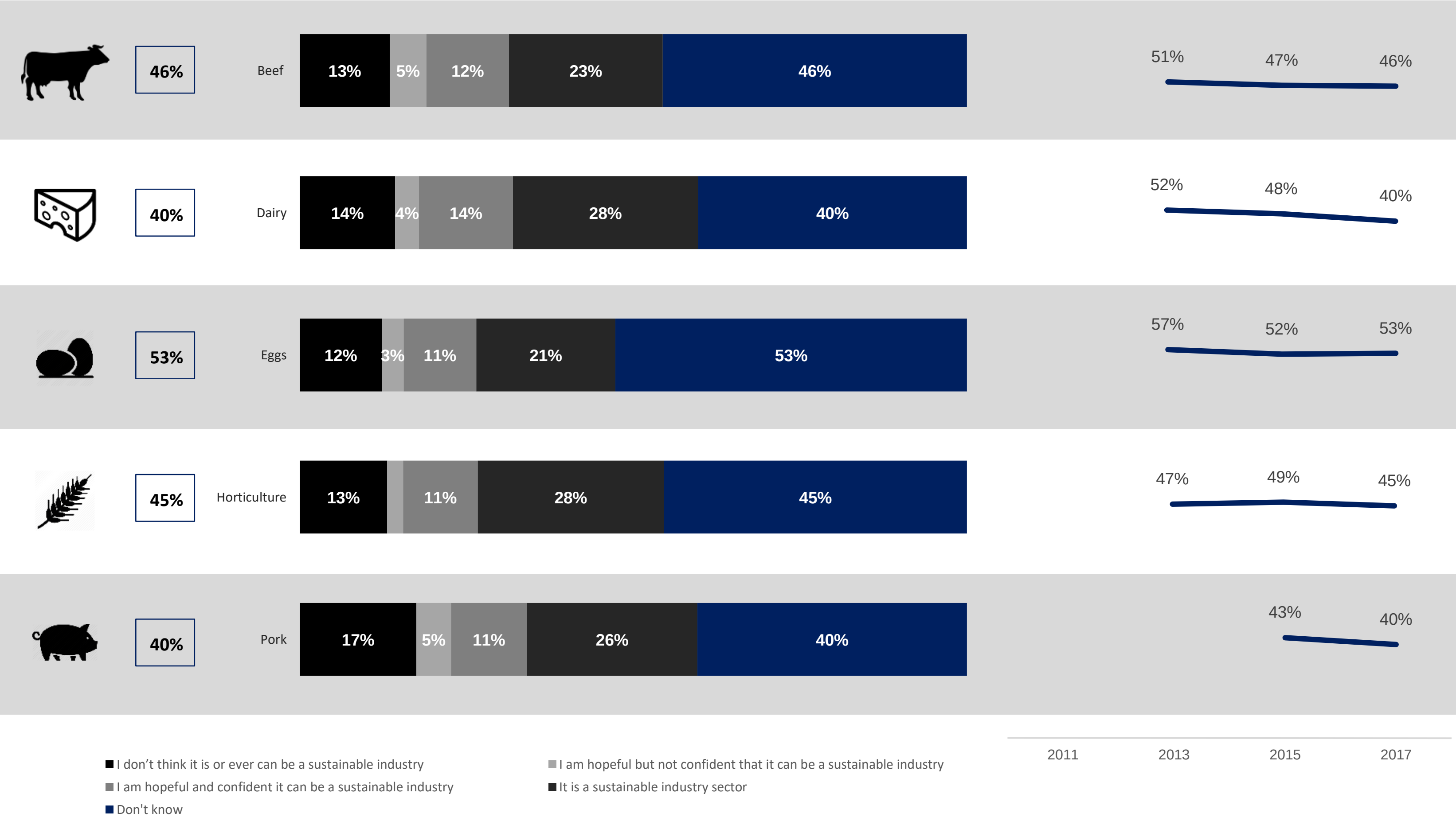
Managing fisheries often involves difficult trade-offs between environmental conditions and social and economic considerations. Where do you think the balance between these potentially conflicting values should be in the future
Do you think Australia's fishing industry can be sustainable?

views on sustainability of other rural sectors

sustainability of other rural industry sectors

sustainability of…

Trend data – tracking those who believe the industry to be sustainable



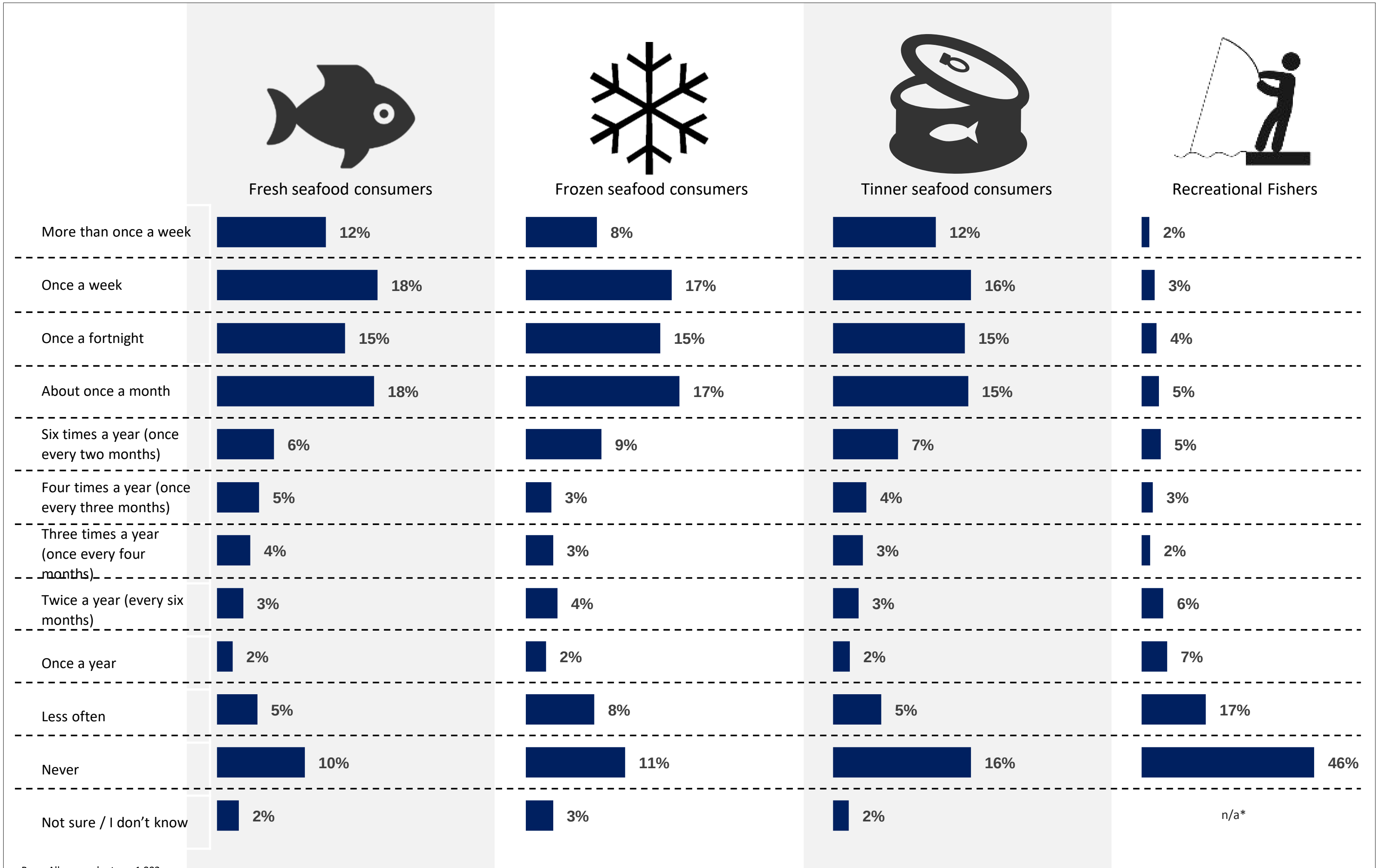
Base: All respondents; n = 1,002

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

consumption of fish or seafood and fishing frequency

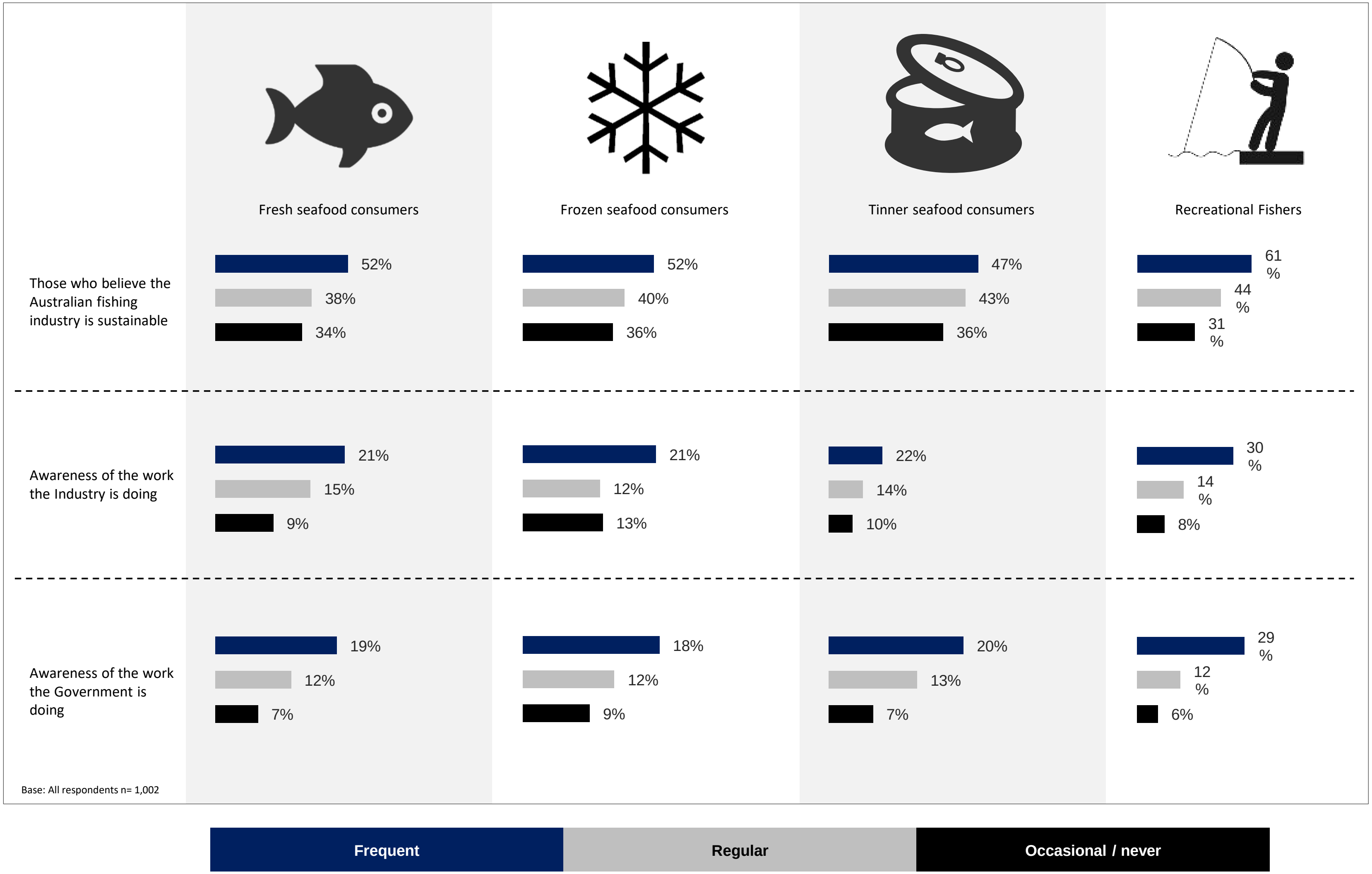


Base: All respondents n= 1,002

*Not sure/Don't know was not a response option to this question

What we asked:
Over the past 12 months, how often would you say that you have eaten **fresh seafood** for a main meal?
Over the past 12 months, how often would you say that you have eaten **frozen fish or seafood** for a main meal?
Over the past 12 months, how often would you say that you have eaten **tinned fish or seafood (i.e. tinned tuna, tinned salmon, prawns or mussels)** 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.

key metrics by consumption and fishing habits



Base: All respondents n= 1,002

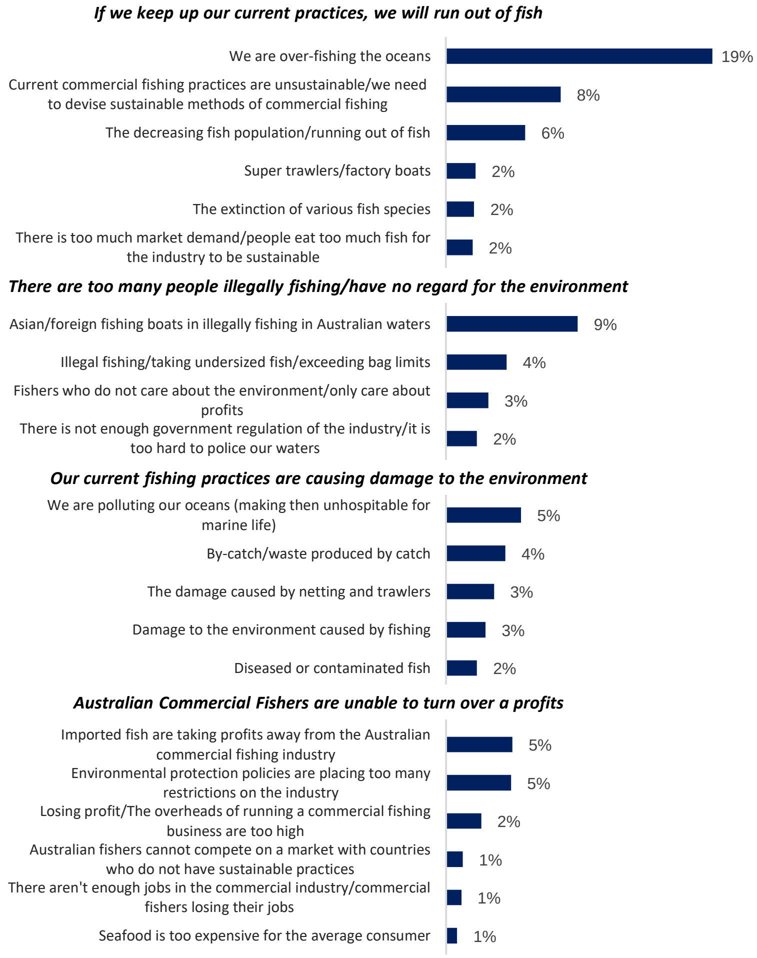
Definitions:

Seafood consumption	Recreational fishing
Frequent: Once a week or more	Frequent (n = 193): 6 times a year or more
Regular: Once a month to once a fortnight	Regular (n = 350): 4 times a year or less
Occasional/never: Less than once a month	Never (n = 459): Don't fish

thoughts on commercial and recreational fishing

issues facing the commercial industry

What do you see to be the biggest issue for the commercial fishing industry today?



Base: All respondents; n= 1,002

Note: Excludes responses < 1%

some of what they said….

"Over fishing - maxi fishing boats coming through areas and totally destroying all the fish in an area just to catch one type of fish and in the process killing and dumping the unwanted catch."

"From what I have heard, there certainly seems to be problems. There are areas where fishermen have overfished and there are ships from other countries trying to fish in our waters."

"No fish anymore near the coast. See Germany. I was born in Bremerhaven in 1941 - biggest European fishing port -huge. Today .....dead, a whole industry gone in 60 years - ship yards - factories -all gone. It will happen here too!"

"OVERSEAS commercial fishing in our waters raping our oceans, because they have stuffed up their own oceans by being greedy & not worrying about the survival of their fish/seafood species. Russians, Japanese, Chinese. Indonesians, Indians fishing our waters & depleting our fish/seafood stocks."

"Wastage when not catching the fish they require, countries not fishing in their own territorial waters, pollution of the oceans, global warming changing fish habitat."

"I think a lot of fisherman pollute the water ways and oceans with rubbish."

"The effect pollution has in the oceans"

"protecting the fish in the sea from pollutants"

"Competition from overseas cheap imports that may be harmful to the environment and they are cheaper because of lower input costs. Also not subject to the same rigorous health standards."

"Impact of imported seafood products. particularly from Asia e.g. prawns."

"Government involvement and red tape, along with the greenies and tree huggers who just want every one to go back to the stone age"

"Government involvement and red tape, along with the greenies and tree huggers who just want every one to go back to the stone age"

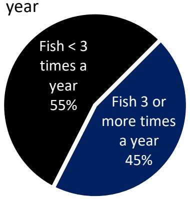
"The rising costs of making the whole process sustainable."

What we asked:

What do you see to be the biggest issue for the commercial fishing industry today?

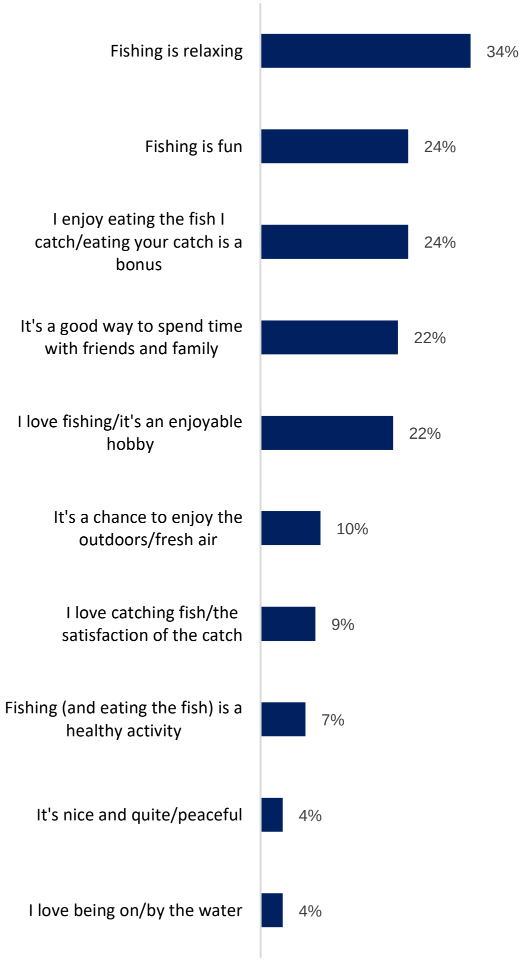
the appeal of recreational fishing

Recreational fishers that go fishing 3 or more times a year



Base: All recreational fishers; n = 543

The main reason why they fish



Base: Recreational Fishers (fish >2 times per year); n = 246

some of what they said….

“It is a very relaxing part time. If your lucky you come home with a meal. But I believe when in doubt throw it back, sometimes even the legal since looks too small, so I let it go.”

“It is relaxing and it feels like an achievement when you have caught something .”

“I enjoy the relaxing, the challenge of catching fish and to catch fresh fish for my wife and I at least once a week. Over the last 12 months I have caught enough fresh fish and crabs to give at least 2 main meals a week and some for lunches.”

“Fishing is about being in a beautiful place, with good company, enjoying nature and having fun. Fish caught are the bonus.”

“I love to go camping boating and fishing with my wife and family members along the banks of the Murray River and the main reason that I fish is for the fun and the hope of catching a nice murray cod.”

“For the pleasure of finally catching some fish and I enjoy eating fresh fish and its hard to get fresh fish from the supermarkets and we are not close to a beach where you can get fresh fish.”

“I think it is very relaxing to go fishing and catch a feed of fish and even when I catch more than I need I throw them back so I know there will be some there for another day.”

“To have some quiet time with myself and bring my children along so the family can bond. Also, fresh fish tastes better and is cheaper when I catch them myself.”

“Peaceful relaxation (kids have to be quiet as it will scare the fish and if they scare the fish its brussel sprouts and silverbeet for tea) and to catch fish.”

“It’s relaxing, good scenery, always something happening by the water and even if I don't catch anything to bring home I still find its the best day out.”

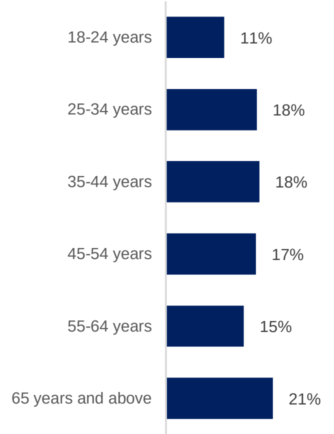
What we asked:

What one or two things are the main reasons why you fish?

respondent profiles

respondent profiles

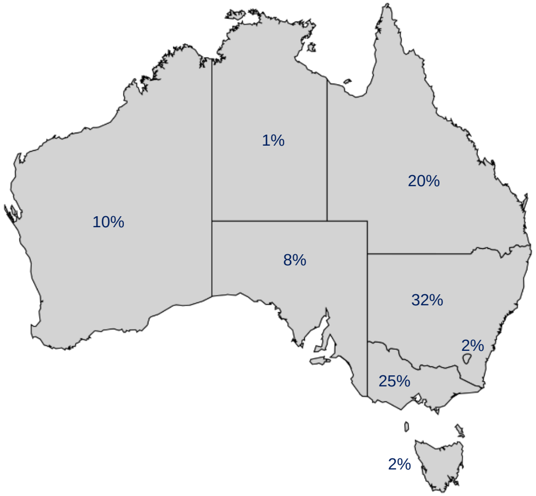
age



Base: All respondents n= 1,002

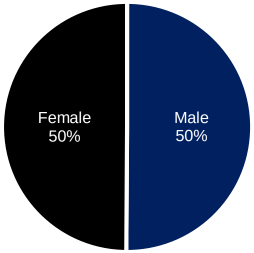
state

State	%
ACT	2%
NSW	32%
NT	1%
QLD	20%
SA	8%
TAS	2%
VIC	25%
WA	10%



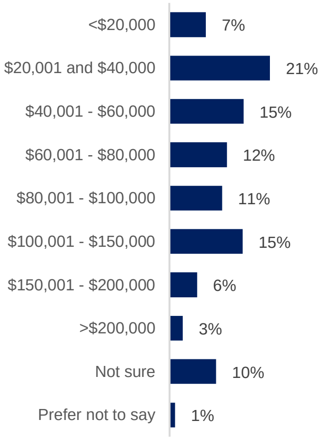
Base: All respondents n= 1,002

gender



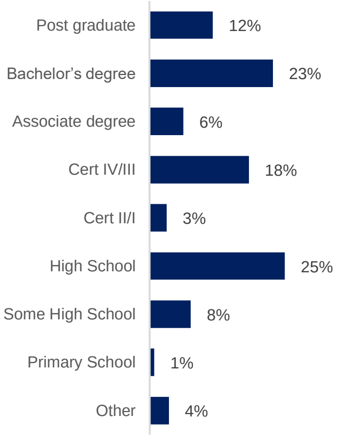
Base: All respondents n= 1,002

household income



Base: All respondents; n= 1,002

education



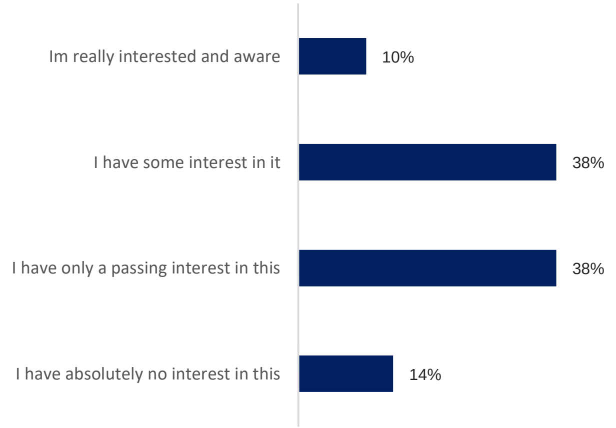
Base: All respondents; n= 1,002

What we asked:
Are you…
In which of the following age brackets do you fit into?
And what postcode do you live in?
Approximately what is your total annual household income before tax?

What is the highest level of education you have achieved?

respondent profiles

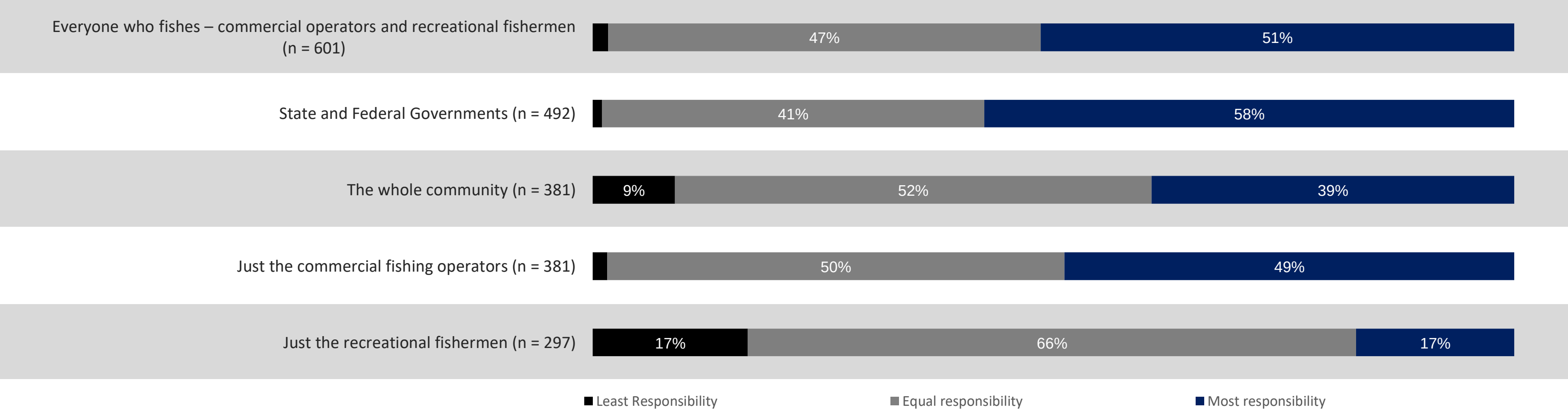
interest in and awareness of the fishing industry in Australia



Base: All respondents; n= 1,002

Trend data – those who are really interested/aware

responsibility for sustainability



Base: all respondents, excluding those who responded with "not sure"; n provided above

What we asked:

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

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

detailed segment tables

detailed segments for results on page 12

Do you think Australia's fishing industry is sustainable?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes I do	41%	52%	38%	34%	52%	40%	36%	47%	43%	36%	61%	44%	31%
No, I don't	21%	17%	26%	20%	18%	19%	24%	25%	15%	22%	22%	18%	22%
Not sure / I don’t know	38%	31%	36%	46%	30%	41%	41%	28%	41%	42%	17%	37%	48%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes I do	49%	33%	37%	43%	41%	43%	37%	43%	56%	44%	38%	44%	40%	36%	38%	33%
No, I don't	20%	21%	26%	18%	19%	17%	25%	21%	22%	19%	20%	22%	22%	25%	29%	11%
Not sure / I don’t know	31%	46%	37%	40%	39%	40%	38%	36%	22%	37%	43%	34%	38%	39%	33%	56%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 13

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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*590*	*146*	*201*	*243*	*119*	*196*	*275*	*146*	*172*	*272*	*76*	*195*	*319*
Yes, I am hopeful and confident it can be a sustainable industry	30%	35%	33%	25%	31%	38%	24%	29%	30%	31%	28%	35%	28%
I am hopeful but not confident that it can become a sustainable industry	46%	51%	48%	42%	53%	44%	45%	57%	47%	40%	54%	46%	45%
No, I don't think it can ever be a sustainable industry	5%	4%	2%	8%	4%	3%	7%	7%	2%	6%	8%	4%	5%
Not sure / I don't know	19%	10%	17%	26%	12%	16%	24%	7%	22%	23%	11%	15%	23%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*254*	*336*	*71*	*101*	*106*	*99*	*95*	*118*	*4**	*177*	*153*	*113*	*49*	*67*	*15**	*12**
Yes, I am hopeful and confident it can be a sustainable industry	29%	31%	27%	36%	27%	29%	26%	33%	0%	31%	24%	37%	27%	37%	13%	25%
I am hopeful but not confident that it can become a sustainable industry	55%	40%	51%	34%	45%	47%	45%	55%	75%	44%	49%	44%	55%	40%	40%	67%
No, I don't think it can ever be a sustainable industry	4%	6%	3%	10%	4%	4%	6%	3%	25%	3%	5%	7%	2%	6%	13%	0%
Not sure / I don't know	12%	24%	20%	21%	24%	19%	22%	8%	0%	22%	22%	12%	16%	16%	33%	8%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 14

With that in mind, on a scale of 0 to 10, how sustainable do you think Australian fishing industry is overall? Please consider all sectors of the industry (commercial fishers, aquaculture and recreational fishing).

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*874*	*288*	*289*	*297*	*237*	*282*	*355*	*259*	*265*	*350*	*189*	*313*	*372*
Overall sustainability of the Australian Fishing Industry	6.4	6.7	6.3	6.2	6.7	6.4	6.2	6.6	6.6	6.2	6.4	6.6	6.3

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*458*	*416*	*102*	*146*	*159*	*145*	*132*	*190*	*8**	*279*	*214*	*180*	*70*	*91*	*16**	*16**
Overall sustainability of the Australian Fishing Industry	6.6	6.3	5.9	6.3	6.4	6.5	6.5	6.8	6.5	6.5	6.3	6.5	6.3	6.6	5.8	6.4

The commercial fishing industry is made up of different sectors Do you think the following sectors of the Australian fishing industry are sustainable?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base (minimum n)	*866*	*278*	*289*	*299*	*223*	*288*	*352*	*246*	*267*	*353*	*186*	*309*	*371*
Farm fishing	6.9	7.1	6.9	6.7	7.2	6.9	6.7	7.2	6.9	6.7	6.6	7.2	6.9
Traditional (Indigenous) fishing	6.2	6.7	6.1	5.9	6.6	6.1	6.1	6.7	6.1	6.0	6.1	6.4	6.1
Recreational fishing	6.2	6.6	6.1	5.9	6.5	6.2	6.0	6.4	6.3	6.1	6.2	6.3	6.1
Commercial wild catch	5.6	6.3	5.5	5.1	6.0	5.7	5.4	5.8	5.8	5.4	6.0	5.7	5.4

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base (minimum n)	*458*	*408*	*98*	*143*	*154*	*147*	*130*	*192*	*8**	*270*	*214*	*178*	*72*	*88*	*19**	*15**
Farm fishing	7.2	6.6	5.9	6.2	6.9	7.3	7.2	7.5	7.8	6.9	6.9	7.0	6.9	6.9	6.4	6.9
Traditional (Indigenous) fishing	6.5	6.0	5.7	6.2	5.9	6.3	6.2	6.8	5.9	6.2	6.2	6.0	6.4	6.6	6.1	6.7
Recreational fishing	6.5	5.9	5.3	6.1	6.2	6.2	6.3	6.8	6.6	6.3	6.0	6.2	6.4	6.3	5.6	6.6
Commercial wild catch	5.8	5.5	5.1	5.6	5.6	5.5	5.4	6.3	5.9	5.8	5.4	5.7	5.4	5.8	5.3	5.6

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 15

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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Australia's fishing industry is well ahead of other countries	20%	23%	20%	17%	30%	19%	16%	24%	21%	17%	28%	21%	16%
We are slightly ahead but not a long way ahead	44%	46%	49%	38%	42%	47%	43%	46%	47%	41%	39%	48%	43%
There are no real differences between Australia and most other countries	16%	19%	13%	16%	17%	17%	15%	18%	17%	14%	17%	16%	15%
Australia is a little way behind other countries	7%	7%	8%	6%	5%	7%	7%	6%	6%	8%	9%	5%	7%
Australia's fishing industry is well behind other countries	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Don't care/Not something that interest me	12%	4%	9%	20%	5%	10%	17%	4%	8%	19%	4%	9%	17%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Australia's fishing industry is well ahead of other countries	21%	20%	14%	15%	20%	25%	25%	20%	33%	20%	21%	23%	16%	16%	8%	17%
We are slightly ahead but not a long way ahead	48%	40%	45%	38%	43%	41%	44%	53%	33%	44%	41%	43%	57%	41%	50%	61%
There are no real differences between Australia and most other countries	16%	16%	18%	21%	13%	17%	13%	14%	11%	16%	17%	16%	9%	21%	8%	11%
Australia is a little way behind other countries	8%	6%	8%	8%	7%	6%	7%	5%	0%	6%	7%	6%	9%	8%	0%	6%
Australia's fishing industry is well behind other countries	1%	3%	0%	2%	1%	2%	1%	2%	0%	2%	2%	1%	0%	2%	8%	0%
Don't care/Not something that interest me	7%	16%	15%	16%	16%	9%	11%	5%	22%	12%	11%	10%	10%	12%	25%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 15

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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Australia’s fishing industry is well ahead of other countries	20%	23%	20%	17%	30%	19%	16%	24%	21%	17%	28%	21%	16%
We are slightly ahead but not a long way ahead	44%	46%	49%	38%	42%	47%	43%	46%	47%	41%	39%	48%	43%
There are no real differences between Australia and most other countries	16%	19%	13%	16%	17%	17%	15%	18%	17%	14%	17%	16%	15%
Australia is a little way behind other countries	7%	7%	8%	6%	5%	7%	7%	6%	6%	8%	9%	5%	7%
Australia’s fishing industry is well behind other countries	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Don't care/Not something that interest me	12%	4%	9%	20%	5%	10%	17%	4%	8%	19%	4%	9%	17%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Australia’s fishing industry is well ahead of other countries	21%	20%	14%	15%	20%	25%	25%	20%	33%	20%	21%	23%	16%	16%	8%	17%
We are slightly ahead but not a long way ahead	48%	40%	45%	38%	43%	41%	44%	53%	33%	44%	41%	43%	57%	41%	50%	61%
There are no real differences between Australia and most other countries	16%	16%	18%	21%	13%	17%	13%	14%	11%	16%	17%	16%	9%	21%	8%	11%
Australia is a little way behind other countries	8%	6%	8%	8%	7%	6%	7%	5%	0%	6%	7%	6%	9%	8%	0%	6%
Australia’s fishing industry is well behind other countries	1%	3%	0%	2%	1%	2%	1%	2%	0%	2%	2%	1%	0%	2%	8%	0%
Don't care/Not something that interest me	7%	16%	15%	16%	16%	9%	11%	5%	22%	12%	11%	10%	10%	12%	25%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 16

In your view, who is responsible for the sustainability of Australia’s fisheries?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Everyone who fishes	60%	59%	66%	56%	64%	58%	59%	58%	61%	60%	56%	66%	57%
The commercial fishing operators	38%	40%	42%	33%	42%	40%	34%	40%	36%	38%	36%	39%	38%
The recreational fishermen	30%	29%	34%	26%	32%	30%	28%	28%	30%	30%	33%	30%	28%
State and Federal Governments	49%	46%	56%	45%	48%	49%	49%	50%	47%	50%	37%	54%	50%
The whole community	38%	39%	39%	36%	38%	38%	38%	43%	35%	37%	33%	43%	36%
Not sure / I don’t know	12%	9%	8%	18%	6%	13%	15%	8%	11%	16%	10%	10%	14%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Everyone who fishes	65%	55%	50%	55%	55%	62%	62%	71%	56%	58%	61%	66%	54%	62%	46%	61%
The commercial fishing operators	41%	35%	45%	39%	34%	45%	30%	38%	44%	40%	39%	39%	32%	34%	29%	39%
The recreational fishermen	32%	27%	39%	32%	28%	32%	22%	28%	22%	30%	29%	30%	28%	32%	25%	28%
State and Federal Governments	54%	44%	41%	43%	45%	55%	50%	57%	44%	45%	53%	52%	51%	50%	38%	50%
The whole community	39%	37%	36%	40%	27%	39%	43%	43%	44%	37%	35%	42%	37%	40%	42%	28%
Not sure / I don’t know	8%	16%	16%	17%	15%	10%	10%	5%	11%	13%	11%	11%	12%	10%	21%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 17

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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, I'm aware of the work the industry is doing	15%	21%	15%	9%	21%	12%	13%	22%	14%	10%	30%	14%	8%
I'm not aware, but I would assume they would be making efforts to be more sustainable	56%	60%	59%	52%	59%	60%	52%	58%	61%	52%	53%	62%	54%
No, the industry is not doing work to improve the level of sustainability	5%	5%	4%	5%	6%	3%	6%	6%	3%	5%	7%	2%	6%
Not sure / I don't know	24%	15%	22%	34%	14%	25%	30%	14%	21%	33%	11%	22%	32%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, I'm aware of the work the industry is doing	18%	11%	13%	15%	8%	12%	20%	18%	22%	16%	13%	13%	16%	14%	4%	28%
I'm not aware, but I would assume they would be making efforts to be more sustainable	59%	54%	57%	52%	61%	59%	49%	60%	33%	54%	57%	62%	58%	54%	54%	50%
No, the industry is not doing work to improve the level of sustainability	6%	4%	5%	6%	4%	3%	5%	4%	22%	5%	6%	2%	4%	4%	8%	0%
Not sure / I don't know	17%	31%	25%	26%	27%	26%	26%	17%	22%	24%	24%	22%	22%	28%	33%	22%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 18

And where did you hear about the work the fishing industry is doing to improve its level of sustainability?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*146*	*63*	*49*	*34*	*52*	*40*	*54*	*61*	*43*	*42*	*57*	*50*	*39*
In fishing industry publications	18%	29%	8%	15%	21%	13%	20%	21%	16%	17%	32%	16%	3%
On fishing websites	23%	33%	18%	12%	31%	25%	15%	25%	28%	17%	40%	18%	5%
On fishing specific shows (radio, TV)	48%	51%	41%	53%	56%	43%	44%	51%	56%	36%	47%	56%	38%
Talking to friends and family who fish	26%	29%	31%	15%	27%	23%	28%	25%	23%	31%	39%	20%	15%
In general newspapers	34%	38%	37%	24%	31%	35%	37%	36%	33%	33%	30%	36%	38%
On general news websites	26%	37%	18%	18%	25%	30%	24%	31%	21%	24%	18%	32%	31%
On general news radio	16%	19%	12%	18%	15%	15%	19%	20%	12%	17%	18%	20%	10%
In general conversation with other people	18%	22%	20%	9%	17%	15%	22%	21%	19%	14%	21%	18%	15%
Other	7%	8%	8%	3%	4%	8%	9%	7%	9%	5%	4%	10%	8%
Not sure / I can't recall	1%	0%	2%	3%	0%	0%	4%	2%	0%	2%	2%	0%	3%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*89*	*57*	*15**	*27**	*15**	*21**	*30*	*38*	*2**	*51*	*33*	*26**	*13**	*15**	*1**	*5**
In fishing industry publications	18%	19%	33%	33%	13%	24%	10%	8%	50%	16%	12%	35%	23%	13%	0%	0%
On fishing websites	27%	18%	33%	33%	27%	24%	20%	13%	0%	25%	24%	19%	15%	33%	0%	20%
On fishing specific shows (radio, TV)	48%	47%	27%	41%	47%	43%	67%	50%	100%	35%	52%	50%	62%	60%	100%	40%
Talking to friends and family who fish	21%	33%	27%	19%	33%	48%	20%	21%	0%	25%	27%	38%	23%	20%	0%	0%
In general newspapers	35%	33%	20%	33%	27%	14%	33%	55%	0%	27%	36%	42%	62%	20%	100%	20%
On general news websites	28%	23%	20%	33%	27%	19%	20%	32%	0%	33%	33%	23%	15%	7%	0%	20%
On general news radio	20%	11%	7%	11%	7%	24%	17%	24%	0%	18%	12%	23%	31%	0%	0%	20%
In general conversation with other people	24%	11%	0%	22%	7%	14%	17%	32%	0%	16%	24%	38%	0%	7%	0%	0%
Other	3%	12%	0%	0%	7%	5%	17%	8%	50%	6%	9%	4%	0%	13%	0%	0%
Not sure / I can't recall	2%	0%	7%	0%	0%	5%	0%	0%	0%	0%	0%	4%	8%	0%	0%	0%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 19

How familiar would you say you with the commercial fishing industry – for example in how big it is, where its located, what commercial fishers fish for, how they fish and how they operate?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*921*	*293*	*302*	*326*	*238*	*307*	*376*	*261*	*283*	*377*	*189*	*325*	*407*
Familiarity with the Australian commercial fishing industry	3.9	4.6	4.0	3.1	4.7	3.8	3.4	4.7	4.0	3.3	5.4	4.2	3.0

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*475*	*446*	*101*	*161*	*164*	*156*	*138*	*201*	*9**	*288*	*231*	*185*	*76*	*94*	*21**	*17**
Familiarity with the Australian commercial fishing industry	4.3	3.4	3.4	3.8	3.5	3.9	4.3	4.2	3.2	4.1	3.5	4.0	3.7	3.8	4.2	5.3

With that in mind, on a scale of 0 to 10, how sustainable do you think Australian commercial fishing is overall?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*844*	*280*	*282*	*282*	*226*	*280*	*338*	*245*	*260*	*339*	*187*	*307*	*350*
Sustainability of the Australian commercial fishing	6.1	6.4	6.1	5.9	6.4	6.2	5.9	6.3	6.2	6.0	6.1	6.3	6.0

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*451*	*393*	*96*	*142*	*153*	*141*	*122*	*190*	*8*	*271*	*204*	*174*	*67*	*85*	*18**	*17**
Sustainability of the Australian commercial fishing	6.2	6.0	5.5	5.8	6.1	6.2	6.2	6.6	5.8	6.2	6.1	6.1	5.8	6.2	6.2	6.4

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 20

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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	44%	44%	45%	43%	44%	43%	44%	44%	44%	45%	44%	44%	44%
0	2%	3%	2%	3%	2%	2%	3%	1%	2%	3%	3%	1%	3%
1% - 10%	7%	5%	6%	9%	5%	8%	7%	7%	8%	6%	8%	7%	7%
11% - 20%	10%	10%	10%	9%	13%	9%	9%	13%	9%	9%	10%	11%	9%
21% - 30%	12%	12%	12%	12%	13%	13%	11%	12%	12%	12%	14%	12%	11%
31% - 40%	15%	15%	15%	14%	15%	15%	14%	13%	14%	16%	14%	17%	14%
41% - 50%	26%	28%	25%	25%	23%	30%	25%	24%	28%	26%	22%	24%	29%
51% - 60%	12%	12%	13%	11%	14%	10%	11%	11%	13%	11%	11%	12%	12%
61% - 70%	7%	7%	8%	6%	6%	8%	7%	7%	7%	8%	4%	9%	7%
71% - 80%	7%	6%	7%	7%	5%	5%	9%	7%	7%	7%	8%	7%	6%
81% - 90%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%
91% - 100%	1%	1%	1%	2%	2%	1%	1%	2%	0%	2%	2%	1%	2%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	44%	44%	43%	43%	45%	45%	42%	45%	43%	44%	45%	45%	43%	42%	45%	48%
0	2%	3%	3%	2%	2%	3%	3%	1%	0%	2%	4%	2%	2%	2%	0%	6%
1% - 10%	6%	7%	12%	7%	6%	6%	10%	4%	0%	8%	6%	6%	2%	11%	13%	6%
11% - 20%	10%	10%	12%	10%	14%	7%	7%	10%	0%	9%	9%	9%	20%	10%	8%	6%
21% - 30%	14%	10%	9%	15%	8%	12%	12%	14%	22%	12%	11%	13%	11%	15%	4%	6%
31% - 40%	16%	14%	15%	15%	15%	17%	14%	13%	33%	14%	13%	16%	15%	13%	29%	11%
41% - 50%	24%	28%	19%	25%	27%	28%	28%	28%	33%	29%	28%	21%	26%	26%	21%	17%
51% - 60%	12%	11%	12%	10%	9%	9%	13%	16%	11%	12%	11%	12%	7%	9%	8%	39%
61% - 70%	7%	8%	8%	5%	9%	5%	6%	9%	0%	6%	10%	8%	7%	4%	4%	0%
71% - 80%	7%	7%	7%	9%	8%	8%	5%	4%	0%	7%	6%	10%	6%	6%	0%	6%
81% - 90%	1%	1%	4%	1%	1%	2%	0%	0%	0%	1%	1%	1%	1%	3%	8%	0%
91% - 100%	2%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%	1%	2%	4%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 21

To what extent do you agree or disagree with the following statements:

Buying seafood with the country of origin labelling allows you to make a more informed choice about the seafood you buy

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*966*	*305*	*317*	*344*	*246*	*317*	*403*	*272*	*295*	*399*	*191*	*340*	*435*
Agreement	8.3	8.5	8.3	7.9	8.2	8.4	8.1	8.4	8.4	8.0	7.7	8.4	8.4

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*487*	*479*	*106*	*168*	*172*	*167*	*149*	*204*	*9**	*303*	*236*	*196*	*78*	*103*	*23**	*18**
Agreement	8.2	8.3	7.0	7.9	8.2	8.3	8.8	8.8	7.4	8.2	8.2	8.6	8.1	8.2	7.9	8.2

Buying seafood that is certified (i e MSC, ASC and Friend of the sea) gives you confidence that the seafood is sustainable

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*930*	*291*	*309*	*330*	*239*	*309*	*382*	*259*	*283*	*388*	*188*	*327*	*415*
Agreement	7.4	7.8	7.4	7.1	7.7	7.7	7.1	7.8	7.6	7.1	7.2	7.6	7.4

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*473*	*457*	*106*	*161*	*169*	*162*	*141*	*191*	*9**	*291*	*228*	*191*	*75*	*97*	*21**	*18**
Agreement	7.2	7.7	7.0	7.7	7.5	7.3	7.6	7.4	7.8	7.5	7.4	7.5	7.3	7.3	7.1	7.8

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 23

Most Australians acknowledge that it's important to have a fishing industry that can supply sufficient fresh seafood so that everyone can buy locally caught seafood for consumption, while at the same time having policies and practices that protect the marine environment. 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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	0.88	1.01	0.78	0.85	1.01	0.76	0.89	1.04	0.73	0.87	1.39	0.75	0.76
We should focus just on being able to provide fresh seafood for consumption - -5	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%
-4	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
-3	1%	1%	2%	1%	2%	2%	0%	2%	2%	1%	2%	1%	1%
-2	3%	2%	4%	3%	3%	3%	3%	2%	3%	4%	1%	5%	3%
-1	6%	7%	6%	6%	6%	7%	6%	5%	7%	7%	7%	7%	5%
0 - Equal	34%	30%	35%	37%	30%	35%	36%	30%	40%	33%	17%	33%	42%
1	23%	25%	20%	23%	23%	19%	25%	23%	20%	25%	27%	23%	21%
2	17%	17%	21%	14%	17%	19%	16%	19%	17%	17%	24%	18%	14%
3	7%	8%	8%	6%	9%	8%	6%	10%	5%	7%	12%	7%	6%
4	3%	3%	2%	4%	4%	2%	4%	4%	3%	3%	4%	2%	4%
We should focus just on protecting the marine environment - +5	3%	5%	1%	4%	4%	2%	3%	4%	3%	3%	6%	2%	3%

detailed segments for results on page 23

Most Australians acknowledge that it's important to have a fishing industry that can supply sufficient fresh seafood so that everyone can buy locally caught seafood for consumption, while at the same time having policies and practices that protect the marine environment. In your opinion how would you describe where the balance between these two, at times competing priorities, should be?

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	0.82	0.93	1.30	1.24	1.08	0.82	0.59	0.41	0.78	0.76	0.99	0.94	0.78	0.90	0.83	1.00
We should focus just on being able to provide fresh seafood for consumption - -5	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%
-4	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%
-3	2%	1%	2%	1%	2%	1%	1%	1%	0%	2%	2%	1%	0%	1%	4%	0%
-2	4%	2%	1%	1%	2%	3%	4%	6%	11%	5%	2%	2%	1%	2%	4%	6%
-1	8%	5%	7%	5%	6%	7%	5%	8%	0%	7%	6%	7%	5%	8%	0%	0%
0 - Equal	32%	36%	18%	28%	31%	34%	46%	43%	44%	35%	32%	35%	42%	30%	38%	33%
1	23%	23%	27%	27%	18%	24%	18%	24%	22%	20%	24%	22%	25%	25%	29%	33%
2	17%	18%	31%	16%	24%	14%	15%	10%	11%	17%	19%	15%	17%	21%	8%	17%
3	7%	8%	6%	11%	9%	7%	5%	5%	0%	7%	9%	8%	5%	6%	13%	6%
4	3%	3%	4%	6%	3%	4%	3%	1%	0%	3%	4%	4%	2%	4%	0%	0%
We should focus just on protecting the marine environment - +5	3%	4%	4%	5%	4%	3%	2%	2%	11%	4%	3%	3%	1%	3%	4%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 24

When it comes to buying seafood, there can often be a tradeoff between buying the cheapest seafood and buying sustainably caught seafood. 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			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	1.24	1.49	1.14	1.11	1.26	1.16	1.28	1.52	1.21	1.07	1.70	1.03	1.20
Price is a priority - -5	2%	2%	3%	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%
-4	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	0%	3%	2%
-3	2%	1%	3%	2%	2%	2%	3%	3%	2%	3%	1%	3%	2%
-2	5%	5%	3%	6%	6%	4%	5%	4%	5%	5%	5%	5%	5%
-1	6%	3%	8%	6%	3%	8%	6%	4%	5%	8%	4%	7%	6%
0 - Equal	23%	17%	22%	28%	20%	21%	26%	18%	23%	26%	16%	20%	28%
1	14%	16%	14%	12%	16%	14%	12%	16%	13%	13%	17%	16%	11%
2	16%	19%	15%	13%	14%	20%	14%	16%	16%	15%	20%	15%	14%
3	14%	17%	15%	10%	16%	13%	13%	14%	17%	12%	17%	13%	13%
4	7%	10%	6%	6%	9%	7%	7%	11%	6%	6%	7%	9%	6%
Sustainability is a priority - +5	9%	7%	9%	12%	9%	7%	12%	11%	8%	9%	11%	6%	11%

detailed segments for results on page 24

When it comes to buying seafood, there can often be a tradeoff between buying the cheapest seafood and buying sustainably caught seafood. When you are buying seafood, which is more important, price or sustainably caught seafood?

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	1.14	1.33	1.12	1.38	1.36	1.29	0.95	1.23	2.56	1.07	1.11	1.65	1.00	1.24	1.83	0.83
Price is a priority - -5	3%	2%	2%	1%	1%	1%	5%	3%	0%	2%	4%	1%	1%	3%	0%	6%
-4	1%	2%	0%	1%	2%	4%	3%	0%	0%	2%	1%	1%	2%	3%	0%	6%
-3	3%	1%	2%	3%	2%	2%	3%	3%	0%	3%	2%	3%	2%	1%	4%	0%
-2	5%	4%	7%	2%	6%	3%	6%	6%	0%	6%	5%	4%	5%	5%	4%	6%
-1	5%	6%	8%	6%	7%	5%	5%	4%	0%	7%	6%	4%	11%	3%	0%	11%
0 - Equal	22%	23%	17%	21%	15%	26%	28%	28%	22%	25%	25%	16%	21%	23%	29%	22%
1	15%	13%	20%	18%	17%	12%	9%	9%	0%	13%	15%	13%	16%	18%	8%	0%
2	15%	17%	20%	18%	18%	18%	9%	12%	33%	15%	15%	18%	14%	16%	0%	17%
3	16%	12%	13%	13%	17%	9%	11%	18%	11%	14%	12%	14%	14%	10%	33%	17%
4	6%	9%	6%	6%	7%	9%	10%	8%	11%	7%	7%	9%	7%	8%	8%	11%
Sustainability is a priority - +5	8%	11%	4%	10%	8%	11%	12%	9%	22%	7%	9%	14%	6%	10%	13%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Maximise recreational fishing opportunities**

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	0.50	0.76	0.33	0.43	0.70	0.45	0.42	0.71	0.65	0.25	0.95	0.52	0.29
Maximise commercial fishing jobs/income - -5	2%	1%	2%	2%	2%	1%	1%	3%	1%	2%	1%	1%	2%
-4	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%
-3	2%	2%	4%	2%	1%	3%	2%	1%	3%	3%	2%	3%	2%
-2	6%	7%	6%	4%	6%	6%	4%	6%	4%	7%	9%	5%	5%
-1	11%	10%	14%	11%	11%	12%	11%	11%	10%	13%	10%	13%	11%
0 - Equal	38%	34%	35%	44%	34%	37%	41%	32%	39%	41%	24%	35%	46%
1	14%	13%	16%	14%	11%	18%	14%	14%	17%	13%	15%	17%	12%
2	9%	12%	8%	8%	11%	9%	8%	13%	10%	6%	16%	10%	5%
3	8%	12%	6%	8%	13%	6%	7%	11%	8%	7%	10%	9%	7%
4	3%	5%	3%	2%	4%	2%	3%	4%	3%	2%	6%	2%	2%
Maximise recreational fishing opportunities - +5	5%	5%	5%	5%	5%	5%	5%	5%	6%	4%	7%	4%	4%

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Maximise recreational fishing opportunities**

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	0.50	0.50	0.18	0.88	0.42	0.33	0.58	0.50	2.22	0.31	0.59	0.61	0.54	0.44	0.71	0.44
Maximise commercial fishing jobs/income - -5	2%	1%	1%	0%	0%	4%	3%	2%	0%	3%	1%	1%	0%	1%	0%	0%
-4	2%	1%	2%	1%	2%	1%	2%	1%	0%	2%	2%	0%	0%	2%	0%	0%
-3	2%	3%	4%	4%	3%	2%	1%	1%	0%	3%	2%	3%	1%	2%	0%	6%
-2	6%	5%	6%	7%	7%	3%	5%	6%	11%	7%	4%	6%	7%	5%	4%	0%
-1	13%	10%	18%	8%	13%	11%	11%	11%	0%	13%	13%	8%	12%	9%	13%	17%
0 - Equal	34%	42%	35%	31%	36%	43%	40%	41%	11%	36%	33%	41%	43%	45%	46%	50%
1	14%	15%	13%	16%	16%	16%	13%	12%	22%	13%	19%	13%	14%	15%	8%	0%
2	9%	9%	10%	11%	9%	7%	7%	10%	0%	10%	7%	10%	7%	9%	17%	17%
3	9%	7%	6%	10%	9%	6%	7%	11%	22%	8%	10%	7%	7%	9%	4%	6%
4	4%	2%	1%	5%	1%	3%	5%	3%	11%	2%	4%	4%	2%	2%	4%	0%
Maximise recreational fishing opportunities - +5	5%	5%	4%	7%	4%	3%	7%	3%	22%	4%	5%	5%	5%	3%	4%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise the impact on fish populations**

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	1.36	1.30	1.39	1.39	1.38	1.26	1.43	1.48	1.35	1.29	1.45	1.28	1.39
Maximise commercial fishing jobs/income - -5	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	1%	1%
-4	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%
-3	1%	2%	0%	0%	2%	0%	0%	1%	1%	0%	2%	1%	0%
-2	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%
-1	4%	4%	5%	4%	4%	6%	3%	2%	6%	5%	5%	5%	3%
0 - Equal	29%	25%	30%	32%	23%	32%	30%	25%	29%	31%	18%	27%	35%
1	17%	20%	18%	15%	19%	18%	16%	15%	19%	18%	20%	20%	14%
2	18%	20%	16%	18%	20%	16%	19%	20%	17%	17%	19%	20%	16%
3	14%	14%	14%	15%	15%	13%	14%	18%	12%	14%	19%	13%	13%
4	6%	7%	6%	4%	7%	4%	6%	7%	6%	4%	7%	5%	5%
Minimise the impact on fish populations - +5	7%	5%	7%	9%	6%	7%	8%	7%	8%	7%	6%	5%	9%

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise the impact on fish populations**

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	1.26	1.46	1.17	1.54	1.61	1.23	1.49	1.11	2.33	1.19	1.25	1.57	1.37	1.68	1.33	1.28
Maximise commercial fishing jobs/income - -5	1%	1%	1%	0%	1%	1%	2%	1%	0%	2%	1%	0%	1%	0%	0%	0%
-4	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
-3	1%	1%	0%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%
-2	2%	2%	7%	3%	2%	1%	1%	1%	0%	3%	2%	3%	1%	1%	0%	0%
-1	5%	4%	7%	5%	4%	2%	4%	4%	11%	5%	4%	2%	5%	4%	8%	0%
0 - Equal	26%	31%	19%	27%	23%	36%	26%	37%	0%	29%	30%	29%	27%	29%	33%	33%
1	19%	16%	18%	18%	17%	20%	15%	17%	33%	17%	18%	17%	17%	14%	13%	28%
2	20%	16%	27%	14%	16%	18%	20%	16%	0%	18%	16%	17%	26%	16%	25%	28%
3	13%	15%	12%	17%	21%	10%	13%	11%	33%	12%	14%	17%	10%	19%	13%	6%
4	7%	5%	4%	6%	8%	4%	6%	5%	0%	5%	5%	6%	10%	8%	0%	0%
Minimise the impact on fish populations - +5	5%	9%	4%	9%	7%	6%	11%	5%	22%	7%	7%	8%	2%	9%	8%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Sustainability as a priority**

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	1.77	1.85	1.74	1.74	1.87	1.71	1.77	1.99	1.79	1.62	1.82	1.70	1.81
Maximise commercial fishing jobs/income - -5	1%	1%	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%	1%
-4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
-3	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%
-2	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%
-1	4%	4%	6%	4%	5%	5%	3%	3%	4%	5%	8%	5%	3%
0 - Equal	25%	22%	26%	28%	21%	27%	27%	21%	27%	27%	15%	24%	31%
1	13%	14%	13%	11%	15%	13%	12%	11%	13%	13%	15%	15%	10%
2	17%	19%	16%	16%	17%	16%	18%	18%	16%	17%	20%	17%	15%
3	14%	15%	12%	15%	13%	15%	14%	16%	13%	13%	16%	14%	13%
4	10%	14%	10%	8%	13%	10%	9%	13%	12%	8%	11%	9%	11%
Sustainability as a priority - +5	13%	9%	14%	14%	14%	11%	13%	14%	12%	13%	11%	12%	14%

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Sustainability as a priority**

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	1.74	1.81	1.37	1.86	1.73	1.71	2.01	1.85	3.00	1.64	1.66	1.96	1.68	1.99	2.17	1.61
Maximise commercial fishing jobs/income - -5	1%	0%	0%	0%	1%	1%	2%	1%	0%	2%	0%	0%	0%	0%	0%	0%
-4	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
-3	1%	0%	3%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
-2	3%	2%	4%	3%	2%	1%	1%	3%	0%	4%	1%	1%	0%	3%	0%	0%
-1	4%	5%	6%	5%	7%	2%	3%	3%	0%	4%	5%	4%	5%	4%	0%	11%
0 - Equal	21%	29%	26%	22%	21%	29%	28%	27%	11%	23%	27%	26%	32%	21%	29%	33%
1	15%	10%	11%	13%	16%	13%	9%	13%	0%	13%	14%	10%	12%	17%	8%	6%
2	18%	16%	26%	16%	17%	19%	15%	13%	11%	17%	19%	17%	17%	11%	25%	17%
3	14%	14%	10%	19%	18%	11%	10%	14%	56%	12%	11%	16%	14%	21%	8%	11%
4	11%	9%	6%	7%	7%	13%	15%	13%	0%	13%	10%	7%	14%	9%	13%	11%
Sustainability as a priority - +5	11%	14%	9%	14%	12%	10%	17%	14%	22%	12%	11%	17%	6%	14%	17%	11%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise harm to marine animals and birds**

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	1.57	1.44	1.63	1.62	1.63	1.44	1.64	1.66	1.53	1.54	1.48	1.53	1.64
Maximise commercial fishing jobs/income - -5	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	1%	1%	1%
-4	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
-3	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%
-2	2%	4%	3%	1%	3%	3%	1%	4%	3%	1%	6%	2%	1%
-1	6%	5%	5%	6%	5%	6%	6%	5%	7%	6%	7%	6%	5%
0 - Equal	25%	24%	24%	27%	20%	28%	25%	23%	24%	27%	17%	23%	30%
1	16%	18%	16%	14%	16%	16%	16%	12%	17%	18%	17%	19%	13%
2	18%	19%	18%	16%	21%	16%	16%	18%	19%	16%	19%	19%	17%
3	13%	13%	14%	12%	14%	12%	13%	16%	10%	13%	17%	14%	10%
4	8%	7%	8%	10%	6%	6%	11%	10%	8%	8%	6%	9%	9%
Minimise harm to marine animals and birds - +5	10%	8%	11%	12%	11%	10%	10%	10%	11%	10%	9%	8%	13%

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise harm to marine animals and birds**

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	1.42	1.72	1.30	1.79	1.57	1.37	1.77	1.55	2.89	1.41	1.47	1.77	1.48	1.87	1.67	1.50
Maximise commercial fishing jobs/income - -5	1%	0%	1%	0%	1%	2%	2%	0%	0%	2%	1%	0%	0%	0%	0%	0%
-4	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
-3	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%
-2	3%	2%	3%	4%	4%	2%	1%	1%	0%	3%	2%	3%	1%	3%	0%	0%
-1	7%	4%	12%	4%	7%	3%	6%	5%	0%	5%	8%	5%	6%	5%	8%	0%
0 - Equal	21%	28%	25%	22%	22%	32%	24%	25%	0%	25%	25%	23%	31%	22%	25%	39%
1	19%	13%	16%	16%	16%	18%	11%	17%	22%	15%	18%	15%	15%	17%	8%	22%
2	19%	16%	19%	18%	17%	14%	20%	19%	11%	20%	12%	16%	22%	19%	33%	17%
3	13%	13%	12%	13%	14%	14%	13%	12%	33%	13%	13%	16%	6%	12%	8%	6%
4	9%	8%	5%	6%	10%	7%	13%	8%	22%	8%	8%	9%	14%	5%	8%	6%
Minimise harm to marine animals and birds - +5	7%	14%	8%	16%	9%	7%	11%	10%	11%	8%	11%	11%	5%	17%	8%	11%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise harm to the marine environment**

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Mean	1.66	1.64	1.57	1.75	1.72	1.59	1.67	1.80	1.56	1.63	1.74	1.59	1.67
Maximise commercial fishing jobs/income - -5	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%
-4	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
-3	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	1%	1%	0%
-2	2%	3%	3%	1%	0%	4%	2%	3%	2%	2%	3%	2%	2%
-1	5%	4%	7%	5%	5%	6%	4%	4%	8%	4%	8%	7%	3%
0 - Equal	24%	22%	24%	26%	20%	24%	26%	20%	24%	27%	15%	21%	31%
1	15%	16%	16%	14%	13%	16%	16%	12%	17%	17%	16%	17%	14%
2	19%	22%	17%	18%	26%	18%	15%	22%	19%	17%	23%	21%	16%
3	13%	14%	13%	14%	11%	13%	15%	16%	12%	13%	17%	13%	12%
4	9%	10%	9%	9%	11%	7%	10%	11%	8%	9%	8%	9%	10%
Minimise harm to the marine environment - +5	10%	7%	10%	13%	10%	11%	10%	10%	11%	10%	10%	9%	11%

detailed segments for results on page 25

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?

Maximise commercial fishing jobs/income versus **Minimise harm to the marine environment**

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Mean	1.57	1.74	1.53	1.82	1.70	1.51	1.73	1.62	2.89	1.54	1.48	1.78	1.65	1.95	1.92	2.17
Maximise commercial fishing jobs/income - -5	1%	0%	0%	0%	1%	1%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%
-4	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
-3	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
-2	2%	3%	5%	3%	2%	2%	0%	1%	0%	3%	1%	3%	1%	3%	0%	0%
-1	6%	5%	7%	5%	7%	3%	4%	6%	0%	5%	7%	5%	9%	2%	0%	0%
0 - Equal	21%	27%	19%	21%	22%	30%	26%	25%	11%	23%	26%	24%	25%	24%	25%	39%
1	18%	13%	19%	14%	14%	18%	11%	15%	11%	15%	19%	13%	11%	16%	17%	6%
2	21%	17%	20%	20%	20%	16%	19%	19%	11%	20%	17%	20%	21%	18%	29%	6%
3	14%	13%	14%	13%	15%	13%	15%	12%	33%	14%	12%	13%	15%	13%	13%	22%
4	10%	8%	7%	8%	8%	8%	11%	12%	11%	11%	7%	8%	14%	9%	4%	6%
Minimise harm to the marine environment - +5	7%	14%	8%	15%	10%	9%	11%	8%	22%	7%	10%	13%	5%	15%	13%	22%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 27

We'd like to get your views about the sustainability of some other rural sectors. 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?

Dairy (milk, butter, cheese, yogurt)

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, it is a sustainable industry sector	40%	43%	43%	35%	43%	42%	37%	41%	40%	40%	36%	39%	43%
No, but I am hopeful and confident it can be a sustainable industry	28%	28%	28%	28%	26%	28%	28%	32%	27%	25%	32%	27%	26%
No, but I am hopeful but not confident that it can be a sustainable industry	14%	15%	16%	12%	16%	13%	14%	14%	17%	13%	19%	16%	10%
No, I don't think it is or ever can be a sustainable industry	4%	4%	1%	6%	2%	3%	4%	2%	4%	5%	4%	4%	3%
Not sure	14%	10%	13%	19%	12%	13%	16%	12%	12%	18%	9%	13%	17%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	502	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, it is a sustainable industry sector	47%	34%	36%	35%	33%	45%	46%	45%	44%	38%	41%	43%	32%	45%	46%	50%
No, but I am hopeful and confident it can be a sustainable industry	26%	29%	28%	31%	28%	22%	27%	29%	44%	31%	24%	28%	36%	21%	25%	22%
No, but I am hopeful but not confident that it can be a sustainable industry	14%	15%	17%	13%	18%	9%	13%	15%	11%	13%	16%	15%	19%	9%	4%	22%
No, I don't think it is or ever can be a sustainable industry	4%	4%	1%	3%	4%	5%	3%	3%	0%	4%	4%	3%	1%	8%	0%	0%
Not sure	10%	19%	18%	18%	17%	18%	11%	7%	0%	15%	15%	11%	12%	18%	25%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 27

We'd like to get your views about the sustainability of some other rural sectors. 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?

Beef

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, it is a sustainable industry sector	46%	48%	46%	43%	44%	48%	44%	43%	47%	46%	38%	49%	46%
No, but I am hopeful and confident it can be a sustainable industry	23%	25%	24%	21%	27%	20%	23%	30%	21%	20%	28%	23%	21%
No, but I am hopeful but not confident that it can be a sustainable industry	12%	11%	17%	9%	14%	15%	9%	11%	15%	11%	17%	13%	10%
No, I don't think it is or ever can be a sustainable industry	5%	6%	3%	7%	5%	3%	7%	7%	4%	6%	8%	4%	5%
Not sure	13%	9%	10%	20%	10%	13%	16%	10%	12%	17%	9%	11%	17%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	502	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, it is a sustainable industry sector	53%	39%	27%	33%	41%	47%	56%	63%	67%	44%	45%	50%	41%	41%	50%	61%
No, but I am hopeful and confident it can be a sustainable industry	22%	25%	35%	24%	25%	22%	19%	17%	22%	23%	21%	22%	27%	25%	21%	33%
No, but I am hopeful but not confident that it can be a sustainable industry	12%	13%	20%	14%	12%	11%	11%	9%	11%	14%	13%	12%	16%	10%	4%	0%
No, I don't think it is or ever can be a sustainable industry	5%	6%	1%	10%	7%	4%	4%	5%	0%	4%	8%	4%	5%	7%	8%	0%
Not sure	9%	18%	17%	19%	15%	16%	11%	6%	0%	15%	13%	11%	11%	18%	17%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 27

We'd like to get your views about the sustainability of some other rural sectors. 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?

Eggs

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, it is a sustainable industry sector	53%	54%	57%	48%	54%	55%	50%	54%	52%	52%	48%	52%	55%
No, but I am hopeful and confident it can be a sustainable industry	21%	22%	18%	22%	22%	18%	22%	22%	22%	19%	21%	21%	21%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	11%	14%	8%	11%	13%	9%	11%	13%	9%	17%	13%	7%
No, I don't think it is or ever can be a sustainable industry	3%	4%	2%	4%	3%	3%	4%	4%	2%	4%	6%	3%	3%
Not sure	12%	9%	9%	18%	9%	11%	15%	9%	11%	15%	9%	11%	14%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	502	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, it is a sustainable industry sector	60%	45%	37%	38%	52%	54%	60%	69%	89%	51%	54%	55%	51%	48%	50%	67%
No, but I am hopeful and confident it can be a sustainable industry	18%	24%	29%	26%	17%	20%	18%	18%	11%	22%	18%	22%	20%	22%	21%	22%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	11%	12%	18%	13%	8%	9%	7%	0%	11%	11%	9%	19%	10%	8%	0%
No, I don't think it is or ever can be a sustainable industry	3%	4%	4%	3%	4%	4%	3%	2%	0%	2%	4%	3%	2%	5%	4%	6%
Not sure	8%	17%	17%	16%	14%	14%	11%	4%	0%	13%	13%	10%	9%	16%	17%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 27

We'd like to get your views about the sustainability of some other rural sectors. 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?

Horticulture (fruit and vegetables)

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, it is a sustainable industry sector	45%	48%	49%	40%	47%	45%	44%	46%	46%	45%	40%	47%	46%
No, but I am hopeful and confident it can be a sustainable industry	28%	29%	26%	29%	31%	27%	27%	31%	28%	26%	31%	26%	28%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	10%	11%	12%	10%	12%	11%	13%	12%	9%	13%	13%	9%
No, I don't think it is or ever can be a sustainable industry	2%	4%	2%	1%	3%	2%	2%	2%	2%	3%	7%	1%	2%
Not sure	13%	9%	11%	18%	9%	13%	15%	8%	13%	17%	8%	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	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	502	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, it is a sustainable industry sector	52%	39%	36%	41%	41%	47%	52%	52%	67%	42%	46%	46%	42%	48%	50%	72%
No, but I am hopeful and confident it can be a sustainable industry	26%	30%	22%	29%	28%	29%	26%	30%	22%	29%	30%	29%	26%	21%	25%	17%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	11%	21%	10%	13%	6%	9%	11%	11%	13%	9%	9%	20%	11%	4%	0%
No, I don't think it is or ever can be a sustainable industry	2%	3%	2%	2%	3%	2%	3%	3%	0%	2%	2%	4%	2%	2%	4%	0%
Not sure	9%	17%	19%	18%	16%	15%	10%	4%	0%	14%	13%	11%	10%	18%	17%	11%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 27

We'd like to get your views about the sustainability of some other rural sectors. 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?

Pork

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
Yes, it is a sustainable industry sector	40%	41%	42%	39%	42%	41%	39%	39%	42%	40%	40%	40%	41%
No, but I am hopeful and confident it can be a sustainable industry	26%	29%	27%	21%	31%	23%	24%	31%	24%	23%	28%	25%	25%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	11%	13%	10%	13%	12%	10%	12%	14%	9%	15%	14%	8%
No, I don't think it is or ever can be a sustainable industry	5%	7%	2%	7%	4%	4%	7%	5%	5%	6%	7%	5%	5%
Not sure	17%	12%	17%	23%	11%	20%	20%	13%	16%	21%	10%	16%	22%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	502	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
Yes, it is a sustainable industry sector	49%	32%	24%	30%	36%	47%	48%	51%	56%	40%	39%	45%	30%	39%	50%	50%
No, but I am hopeful and confident it can be a sustainable industry	24%	28%	31%	24%	24%	26%	23%	27%	33%	27%	25%	26%	23%	24%	17%	28%
No, but I am hopeful but not confident that it can be a sustainable industry	11%	12%	18%	14%	11%	7%	9%	11%	11%	10%	11%	12%	21%	10%	8%	11%
No, I don't think it is or ever can be a sustainable industry	5%	5%	4%	9%	6%	3%	5%	4%	0%	4%	7%	5%	6%	6%	0%	6%
Not sure	11%	24%	24%	23%	23%	17%	15%	7%	0%	19%	18%	11%	20%	22%	25%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 32

What do you see to be the biggest issue for the commercial fishing industry today?

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
We are over-fishing the oceans	19%	21%	17%	18%	21%	20%	17%	22%	17%	18%	16%	20%	19%
Asian/foreign fishing boats illegally fishing in Australian waters	9%	10%	9%	9%	10%	8%	10%	11%	8%	9%	7%	10%	10%
Current commercial fishing practices are unsustainable/we need to devise sustainable methods of commercial fishing	8%	9%	8%	8%	11%	8%	7%	10%	9%	6%	10%	7%	8%
The decreasing fish population/running out of fish	6%	6%	6%	5%	5%	6%	6%	5%	6%	6%	6%	5%	6%
Polluted Oceans	5%	7%	4%	5%	6%	5%	5%	6%	5%	5%	3%	5%	7%
Imported fish are taking profits away from the Australian commercial fishing industry	5%	5%	6%	4%	6%	3%	5%	5%	5%	4%	4%	5%	5%
Environmental protection policies are placing too many restrictions on the industry	5%	4%	5%	4%	5%	4%	5%	3%	7%	4%	2%	6%	5%
Illegal fishing/taking undersized fish/exceeding bag limits	4%	5%	4%	4%	5%	3%	5%	5%	4%	4%	8%	4%	3%
By-catch/waste produced by by-catch	4%	4%	5%	4%	4%	3%	5%	4%	3%	5%	4%	4%	4%
It is difficult to balance between a profitable fishing industry and a sustainable fishing industry	4%	2%	5%	4%	4%	2%	4%	5%	3%	3%	1%	5%	4%
The damage caused by netting and trawlers	3%	4%	4%	3%	2%	4%	4%	4%	3%	3%	4%	4%	3%
Fishers who do not care about the environment/only care about profits	3%	3%	3%	3%	2%	4%	3%	5%	1%	3%	2%	2%	4%
Damage to the environment caused by fishing (unspecified)	3%	4%	2%	2%	4%	4%	2%	4%	3%	2%	4%	2%	3%
Losing profit/The overheads of running a commercial fishing business are too high	2%	2%	4%	2%	4%	2%	2%	2%	3%	2%	4%	2%	2%
Diseased or contaminated fish	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	3%
There is not enough government regulation of the industry/it is too hard to police our waters	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%	3%	2%
Super trawlers/factory boats	2%	2%	2%	3%	2%	1%	3%	3%	1%	3%	2%	2%	2%
The extinction of various fish species	2%	1%	3%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%
There is too much market demand/people eat too much fish for the industry to be sustainable	2%	2%	2%	2%	0%	3%	2%	1%	2%	2%	2%	2%	2%

detailed segments for results on page 32

What do you see to be the biggest issue for the commercial fishing industry today?

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
We are over-fishing the oceans	19%	19%	19%	19%	19%	20%	20%	17%	44%	14%	18%	20%	23%	26%	21%	11%
Asian/foreign fishing boats illegally fishing in Australian waters	11%	7%	2%	1%	3%	7%	18%	22%	22%	10%	7%	11%	6%	13%	4%	6%
Current commercial fishing practices are unsustainable/we need to devise sustainable methods of commercial fishing	10%	6%	13%	10%	9%	5%	6%	8%	22%	9%	4%	9%	10%	9%	4%	11%
The decreasing fish population/running out of fish	5%	6%	4%	4%	8%	7%	4%	5%	0%	5%	7%	4%	4%	6%	4%	11%
Polluted Oceans	5%	6%	2%	8%	3%	4%	5%	8%	22%	6%	6%	4%	2%	4%	4%	6%
Imported fish are taking profits away from the Australian commercial fishing industry	5%	5%	1%	5%	3%	5%	5%	8%	0%	4%	5%	6%	5%	3%	0%	11%
Environmental protection policies are placing too many restrictions on the industry	6%	3%	1%	2%	2%	5%	3%	12%	0%	5%	4%	5%	4%	4%	4%	6%
Illegal fishing/taking undersized fish/exceeding bag limits	5%	3%	3%	2%	5%	5%	5%	5%	22%	5%	3%	5%	5%	2%	0%	0%
By-catch/waste produced by by-catch	4%	4%	1%	5%	3%	3%	7%	5%	11%	4%	3%	6%	1%	5%	4%	6%
It is difficult to balance between a profitable fishing industry and a sustainable fishing industry	3%	4%	3%	4%	3%	5%	5%	2%	0%	4%	5%	4%	1%	2%	0%	0%
The damage caused by netting and trawlers	4%	2%	1%	3%	2%	4%	5%	5%	0%	4%	3%	3%	1%	5%	0%	6%
Fishers who do not care about the environment/only care about profits	2%	4%	3%	4%	2%	2%	3%	4%	11%	3%	5%	2%	2%	2%	0%	0%
Damage to the environment caused by fishing (unspecified)	2%	4%	5%	5%	4%	3%	1%	0%	0%	2%	3%	5%	2%	3%	0%	0%
Losing profit/The overheads of running a commercial fishing business are too high	4%	1%	1%	4%	4%	3%	1%	2%	0%	3%	3%	3%	1%	1%	0%	0%
Diseased or contaminated fish	2%	2%	1%	2%	2%	4%	1%	2%	11%	2%	2%	4%	1%	0%	0%	0%
There is not enough government regulation of the industry/it is too hard to police our waters	3%	2%	0%	1%	3%	2%	3%	3%	11%	2%	1%	2%	4%	4%	0%	0%
Super trawlers/factory boats	3%	1%	0%	1%	0%	3%	4%	4%	11%	2%	1%	1%	5%	1%	13%	6%
The extinction of various fish species	2%	2%	4%	3%	1%	2%	2%	1%	0%	3%	2%	1%	2%	2%	0%	0%
There is too much market demand/people eat too much fish for the industry to be sustainable	2%	2%	4%	2%	2%	2%	0%	1%	0%	2%	3%	1%	2%	2%	0%	6%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 36

And what sort of responsibility does each of these have?

Everyone who fishes – commercial operators and recreational fishermen

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*601*	*180*	*213*	*208*	*158*	*189*	*254*	*159*	*186*	*256*	*108*	*230*	*263*
Least Responsibility	2%	1%	3%	0%	2%	3%	1%	2%	3%	1%	2%	2%	2%
Equal responsibility	47%	40%	51%	49%	39%	51%	49%	43%	46%	50%	36%	50%	48%
Most responsibility	51%	59%	46%	50%	59%	47%	50%	55%	52%	49%	62%	48%	50%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	325	*276*	*57*	*97*	*99*	*108*	*94*	*146*	*5**	*183*	*150*	*132*	*44*	*65*	*11**	*11**
Least Responsibility	2%	2%	4%	2%	1%	3%	0%	1%	0%	1%	3%	3%	0%	0%	9%	0%
Equal responsibility	51%	42%	53%	46%	42%	51%	41%	49%	60%	42%	49%	49%	48%	49%	45%	55%
Most responsibility	47%	57%	44%	52%	57%	46%	59%	50%	40%	57%	49%	48%	52%	51%	45%	45%

State and Federal Governments

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*492*	*142*	*182*	*168*	*119*	*162*	*211*	*137*	*144*	*211*	*71*	*190*	*231*
Least Responsibility	1%	3%	0%	1%	2%	1%	0%	1%	1%	1%	3%	1%	1%
Equal responsibility	41%	42%	42%	41%	34%	44%	43%	34%	42%	46%	38%	41%	43%
Most responsibility	58%	56%	58%	58%	64%	54%	56%	65%	58%	53%	59%	58%	56%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	270	*222*	*46*	*76*	*81*	*96*	*76*	*117*	*4**	*143*	*130*	*104*	*41*	*52*	*9**	*9**
Least Responsibility	0%	2%	4%	1%	0%	1%	0%	1%	0%	1%	0%	1%	5%	2%	0%	0%
Equal responsibility	43%	40%	35%	46%	37%	42%	45%	42%	25%	43%	42%	38%	46%	42%	22%	44%
Most responsibility	57%	59%	61%	53%	63%	57%	55%	57%	75%	56%	58%	61%	49%	56%	78%	56%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 36

And what sort of responsibility does each of these have?

Just the commercial fishing operators

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*381*	*122*	*137*	*122*	*103*	*131*	*147*	*109*	*109*	*163*	*70*	*135*	*176*
Least Responsibility	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	3%	1%	1%
Equal responsibility	50%	48%	49%	52%	49%	47%	53%	42%	49%	55%	43%	55%	48%
Most responsibility	49%	51%	50%	46%	50%	52%	46%	55%	50%	44%	54%	44%	51%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	208	*173*	*51*	*68*	*61*	*78*	*45*	*78*	*4**	*127*	*95*	*79*	*26*	*36*	*7**	*7**
Least Responsibility	1%	2%	4%	1%	2%	0%	2%	1%	0%	2%	1%	3%	0%	3%	0%	0%
Equal responsibility	49%	51%	49%	57%	49%	46%	47%	49%	75%	50%	43%	54%	54%	50%	71%	14%
Most responsibility	50%	47%	47%	41%	49%	54%	51%	50%	25%	48%	56%	43%	46%	47%	29%	86%

The whole community

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*381*	*119*	*127*	*135*	*94*	*123*	*164*	*117*	*107*	*157*	*64*	*151*	*166*
Least Responsibility	9%	9%	10%	7%	11%	8%	9%	11%	7%	9%	11%	8%	9%
Equal responsibility	52%	50%	57%	48%	39%	54%	57%	45%	50%	58%	55%	55%	48%
Most responsibility	39%	41%	32%	44%	50%	37%	35%	44%	44%	33%	34%	37%	43%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	197	*184*	*41*	*70*	*49*	*68*	*65*	*88*	*4**	*119*	*87*	*84*	*30*	*42*	*10**	*5**
Least Responsibility	9%	9%	7%	7%	8%	9%	11%	10%	0%	8%	8%	8%	10%	12%	20%	0%
Equal responsibility	51%	52%	46%	54%	59%	59%	52%	42%	75%	50%	52%	51%	73%	52%	20%	0%
Most responsibility	40%	39%	46%	39%	33%	32%	37%	48%	25%	41%	40%	40%	17%	36%	60%	100%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 36

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

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*1,002*	*307*	*325*	*370*	*247*	*328*	*427*	*274*	*304*	*424*	*193*	*350*	*459*
I'm really interested and aware	10%	18%	7%	6%	19%	7%	7%	18%	10%	4%	24%	9%	4%
I have some interest in it	38%	47%	43%	25%	48%	43%	28%	46%	43%	28%	54%	45%	25%
I have only a passing interest in this	38%	30%	38%	45%	26%	39%	45%	29%	38%	45%	19%	40%	45%
I have absolutely no interest in this	14%	5%	12%	24%	6%	12%	20%	6%	10%	22%	3%	5%	26%

	Gender		Age bracket						State							
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	*502*	*500*	*113*	*176*	*181*	*174*	*151*	*207*	*9**	*318*	*246*	*201*	*81*	*105*	*24**	*18**
I'm really interested and aware	12%	7%	5%	11%	10%	9%	13%	10%	22%	10%	9%	13%	5%	10%	0%	17%
I have some interest in it	37%	38%	46%	36%	31%	33%	38%	43%	22%	36%	33%	41%	47%	42%	38%	33%
I have only a passing interest in this	40%	37%	34%	31%	40%	43%	40%	41%	56%	40%	42%	34%	32%	35%	38%	39%
I have absolutely no interest in this	11%	18%	15%	21%	19%	16%	9%	7%	0%	14%	15%	12%	16%	13%	25%	11%

*Note: sample sample size (n<30). Results indicative only.

detailed segments for results on page 36

And what sort of responsibility does each of these have?

Just the recreational fishermen

		Consumption of fresh fish/seafood			Consumption of frozen fish/seafood			Consumption of canned fish/seafood			Go Fishing		
	Total	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional/ non eaters	Frequent	Regular	Occasional
Base	*297*	*89*	*110*	*98*	*79*	*99*	*119*	*76*	*92*	*129*	*63*	*104*	*130*
Least Responsibility	17%	11%	21%	17%	8%	23%	18%	12%	11%	24%	6%	14%	24%
Equal responsibility	66%	70%	63%	66%	71%	60%	68%	64%	66%	67%	59%	73%	64%
Most responsibility	17%	19%	16%	16%	22%	17%	14%	24%	23%	9%	35%	13%	12%

	Gender		Age bracket						State						
	Male	Female	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	NT	NSW	VIC	QLD	SA	WA	TAS	ACT
Base	162	*135*	*44*	*57*	*50*	*56*	*33*	*57*	*2**	*96*	*71*	*60*	*23*	*34*	*6**	*5**
Least Responsibility	19%	15%	18%	16%	16%	20%	18%	14%	0%	17%	17%	20%	9%	15%	33%	20%
Equal responsibility	62%	71%	50%	72%	64%	66%	70%	72%	100%	63%	62%	70%	74%	71%	50%	80%
Most responsibility	20%	14%	32%	12%	20%	14%	12%	14%	0%	21%	21%	10%	17%	15%	17%	0%

*Note: sample sample size (n<30). Results indicative only.

technical notes and research design

Reliability of the Estimates

The estimates in this report are based on information obtained from a sample survey. Any data collection may encounter factors, known as non-sampling error, which can impact on the reliability of the resulting statistics. In addition, the reliability of estimates based on sample surveys are also subject to sampling variability. That is, the estimates may differ from those that would have been produced had all persons in the population been included in the survey.

Non-sampling error

Non-sampling error may occur in any collection, whether it is based on a sample or a full count such as a census. Sources of non-sampling error include non-response, errors in reporting by respondents or recording of answers by interviewers and errors in coding and processing data. Every effort is made to reduce non-sampling error by careful design of survey questionnaires and quality control procedures at all stages of data processing**.**

Sampling error

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of persons was included. There are about two chances in three (67%) that a sample estimate will differ by less than one SE from the number that would have been obtained if all persons had been surveyed, and about 19 chances in 20 (95%) that the difference will be less than two SEs.

Calculation of Confidence Interval

If 50% of all the people in a population of 20,000 people drink coffee in the morning, and if you were repeat the survey of 377 people ("Did you drink coffee this morning?") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered "Yes".

The remaining 5% of the time, or for 1 in 20 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

When you survey a sample of the population, you don't know that you've found the correct answer, but you do know that there's a 95% chance that you're within the margin of error of the correct answer.

In terms of the numbers selected above, the margin of error *MoE* is given by:

$$MoE = z * \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$$

where *n* is the sample size, $\hat{p}$ is the fraction of responses that you are interested in, and *z* is the critical value for the 95% confidence level (in this case, 1.96).

This calculation is based on the Normal distribution, and assumes you have more than about 30 samples.

Margin of Error for a given sample size and survey estimate.		**Sample Size**										
		30	**50**	**75**	**100**	**150**	**200**	**300**	**500**	**1,000**	**1,500**	**2,000**
Survey Estimate	**10%**	n/a	n/a	n/a	± 5.88%	± 4.80%	± 4.16%	± 3.39%	± 2.63%	± 1.86%	± 1.52%	± 1.31%
	20%	n/a	± 11.09%	± 9.05%	± 7.84%	± 6.40%	± 5.54%	± 4.53%	± 3.51%	± 2.48%	± 2.02%	± 1.75%
	30%	n/a	± 12.70%	± 10.37%	± 8.98%	± 7.33%	± 6.35%	± 5.19%	± 4.02%	± 2.84%	± 2.32%	± 2.01%
	40%	± 17.53%	± 13.58%	± 11.09%	± 9.60%	± 7.84%	± 6.79%	± 5.54%	± 4.29%	± 3.04%	± 2.48%	± 2.15%
	50%	± 17.89%	± 13.86%	± 11.32%	± 9.80%	± 8.00%	± 6.93%	± 5.66%	± 4.38%	± 3.10%	± 2.53%	± 2.19%
	60%	± 17.53%	± 13.58%	± 11.09%	± 9.60%	± 7.84%	± 6.79%	± 5.54%	± 4.29%	± 3.04%	± 2.48%	± 2.15%
	70%	n/a	± 12.70%	± 10.37%	± 8.98%	± 7.33%	± 6.35%	± 5.19%	± 4.02%	± 2.84%	± 2.32%	± 2.01%
	80%	n/a	± 11.09%	± 9.05%	± 7.84%	± 6.40%	± 5.54%	± 4.53%	± 3.51%	± 2.48%	± 2.02%	± 1.75%
	90%	n/a	n/a	n/a	± 5.88%	± 4.80%	± 4.16%	± 3.39%	± 2.63%	± 1.86%	± 1.52%	± 1.31%

Note. Margin of Errors are provided at the 95% confidence level on the assumption of a large population size (non-finite) and normally distributed.
Results labelled “n/a” are due to the assumption of the normal distribution not being upheld ($n\hat{p} < 10$ or $n(1-\hat{p}) < 10$).

research design

Objective

In the context of the ongoing effort directed at ensuring the broader Australian community is informed about and engaged with the Australian fishing industry's progress in achieving environmental sustainability, the level of awareness and engagement stands as an important indication of success. This research aimed to gauge the community's perceptions about the achievements and ongoing investment the industry is making into achieving long term sustainability.

Methodology

An online survey was distributed via an accredited online research panel of respondents over the age of 18 years.

Sample

In total, n = 1,002 surveys were completed by participants. Respondent demographics from the survey were representative of ABS population estimates across age, gender and location to ensure the final results appropriately reflected the current size and structure of the Australian population.

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. These included, but were not limited to:

- Whether the industry is sustainable;
- How the fishing industry benchmarks against other countries and industries; and
- Knowledge and awareness of the efforts being made.

Timing

The online survey was launched on the 8th June 2017 and remained open until the 15th June 2017.

Definitions

Eat fresh fish or seafood; Eat frozen fish or seafood; Eat tinned 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.

further information

want more information?

Contact FRDC

Peter Horvat
Manager - Communications, Trade and Marketing | FRDC
E: peter.horvat@frdc.com.au

Contact Intuitive Solutions

Michael Sparks
Director | Intuitive Solutions
E: msparks@intuitivesolutions.com.au