**INTRODUCTION**

More than 100,000 Tasmanians go fishing for recreation every year.

To date, there has been limited research into who Tasmania’s recreational fishers are – how they fish, what they value and care about when it comes to fishing as well as their day to day lives. This research study aims to provide detailed descriptions of the types of recreational fishers in Tasmania.

This research is being undertaken by the Fisheries Research and Development Corporation (FRDC). The FRDC is responsible for planning and investment in fisheries research and development. The research was proposed by the Tasmanian Association for Recreational Fishing (TARFish), and Action Market Research (AMR) has been engaged to design and undertake this research.

TARFish is the independent peak body representing the interests of recreational marine fishers in Tasmania. Its goal is to protect, promote and create sustainable, accessible, enjoyable and safe fishing for the benefit of Tasmanians. TARFish has a lead role in this survey which is an important part of the study.

AMR is a fully accredited Australian research company, and are members of the Research Society and the Australian Data and Insights Association (ADIA), and they closely adhere to the Australian Privacy Principles.

This survey is not for the Government. This is an independent study and the results will be publicly available when published.

We value your opinions and there are no right or wrong answers. Your answers to the questions in this survey will be combined with all the other survey respondents so your individual responses will not be reported on.

Your participation in this survey is voluntary. The survey should take approximately 15-minutes to complete. To begin, please click the ‘Next’ button below.

**WHAT WE MEAN BY RECREATIONAL FISHING IN SALTWATER**

For the purposes of this survey, recreational fishing means fishing for leisure or exercise as opposed to commercial fishing for profit. Recreational fishing includes line fishing (road and line and drop line), netting, dabbing, diving and spearfishing. Saltwater fishing includes offshore (ocean) fishing and inshore (including estuaries) fishing but excludes freshwater fishing in streams, rivers and freshwater lakes.

**RESPONDENT INFORMATION**

**CLIENT IDENTITY:** This survey is being conducted by TARFish, and funded by the Fisheries Research and Development Corporation (FRDC). Action Market Research is assisting with the research. No identifying details about you have been provided to Action Market Research.

**RESEARCH SUBJECT:** This survey relates to Recreational fishing in Tasmania

**WILL MY SURVEY ANSWERS BE KEPT CONFIDENTIAL:** Yes, individual respondents will not be able to be identified from the research results. Your answers will be combined with those of other participants to help TARFish in their decision making. If you have any further queries regarding this survey, you can contact Action Market Research during business hours on 1800 077 789.

There is a Research Society Information Line available to provide information on market research surveys and the companies that conduct research in Australia. Their number is 1300 364 830. You can call them during business hours with questions.

To review Action Market Research’s Privacy Policy, you can follow this link: www.actionresearch.com.au/privacy.

**[FOR THE TARFISH DATABASE RESPONDENTS, NO TERMINATES WILL APPLY. TERMINATES WILL ONLY APPLY TO THE PURCHASED PANEL AND TELEPHONE INTERVIEWING COMPONENTS]**

**[POSTCODE CAPTURE]**

**STUDY AREA**

**S1. To begin with would you please enter the postcode of your main residence.**

|  |  |  |
| --- | --- | --- |
| Postcode [Allow postcodes 7000-7470] |  | CONTINUE |
| Refused or outside of postcode range |  | THANK AND TERMINATE IF PANEL OR TELEPHONE, CONTINUE IF DATABASE |

**RECREATIONAL FISHING PARTICIPATION & EXPERIENCE**

**[Q1a. FISHING RECENCY]**

**[ASK ALL]**

**Q1a. Have you recreationally fished in Tasmania in the last 12 months?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**[Q1b. SALTWATER/FRESHWATER]**

**[ASK IF Q1a=Yes]**

**Q1b. Please select which of the following options best describes you:**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| I fish only in saltwater | 1 |
| I fish mainly in saltwater | 2 |
| I fish equally in saltwater and freshwater | 3 |
| I fish mainly in freshwater | 4 |
| I fish only in freshwater [TERMINATE] |  |

**[Q1c. SALTWATER/FRESHWATER]**

**[ASK ALL]**

**Q1c. Are you intending to recreationally fish in Tasmania in the next 12 months?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**[IF Q1a = No AND Q1c = No - TERMINATE]**

**[Q2. FISHING FREQUENCY]**

**[ASK IF Q1a=Yes]**

**Q2. Thinking about your fishing in saltwater specifically, how many days did you recreationally fish in saltwater in Tasmania in the last 12 months? *Please note that ‘days’ refers to any day on which you have gone fishing regardless of the duration or number of times you have gone fishing in a single day.***

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| 0 days | 1 |
| 1 to 10 days | 2 |
| 11 to 20 days | 3 |
| 21 to 30 days | 4 |
| 31 days or more | 5 |
| Not sure | 6 |

**[Q3. REGION FISHED] INSERT MAP**

**[ASK IF Q1a=Yes]**

**Q3. Where in Tasmania do you mainly recreationally fish in saltwater? *Please select as many as apply.***

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| North West, and West Coast (including Devonport and Burnie) | 1 |
| North East (including Launceston) | 2 |
| East and Central (including the Tasman Peninsula) | 3 |
| South East (including Hobart, Clarence, and Huon Valley council areas) | 4 |
| Other (please specify) | 5 |

**[Q4. SPECIES]**

**[ASK IF Q1a=Yes]**

**Q4. Which of the following species do you mainly recreationally fish in saltwater in Tasmania for? *You can select as many as apply.***

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| Flathead | 1 |
| Trumpeter | 2 |
| Australian Salmon | 3 |
| Snapper | 4 |
| Black Bream | 5 |
| Tuna | 6 |
| King George Whiting | 7 |
| Kingfish | 8 |
| Calamari/Squid | 9 |
| Rock Lobster | 10 |
| Abalone | 11 |
| Other (please specify) | 12 |

**[Q5. FISHING SITE]**

**[ASK IF Q3=1-6]**

**Q5. When you recreationally fish in saltwater in Tasmania, what platforms do you mainly fish from? *Please select as many as apply*.**

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| Beach | 1 |
| Jetty or Wharf | 2 |
| Rocks | 3 |
| Boat | 4 |
| Other (specify) | 5 |

**[Q6. FISHING LOCATION]**

**[ASK IF Q3=1-6]**

**Q6. When you recreationally fish in saltwater in Tasmania, which location do you typically fish from? *Please select as many as apply*.**

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| A location close to your home | 1 |
| A location close to a holiday home or shack you own | 2 |
| A location close to a holiday home or shack you rent, borrow or visit | 3 |
| A location close to a caravan/cabin or RV park | 4 |
| A location close to a designated campsite | 5 |
| A location close to a campsite that is not designated eg bush campsite | 6 |
| Other (please specify) | 7 |

**[Q7. ATTITUDINAL STATEMENTS FOR SEGMENTATION]**

**[ASK ALL]**

**[REPEAT SCALE AFTER EVERY 10-STATEMENTS]**

**Q7a. We would now like to ask you some questions which will help us better understand the types of people who recreationally fish in saltwater in Tasmania. These questions are quite general and we are interested in your opinions so there are no right or wrong answers. We will ask some questions related to fishing in the next question. After you have read each statement, please choose how strongly you agree or disagree with each statement.**

[ROTATE STATEMENTS] [SINGLE RESPONSE FOR EACH STATEMENT]

| **Statements** | **Strongly agree** | **Agree** | **Not sure** | **Disagree** | **Strongly disagree** |
| --- | --- | --- | --- | --- | --- |
| 1. A sense of space and openness is important to me | 1 | 2 | 3 | 4 | 5 |
| 1. I’d describe myself as a bit of a homebody | 1 | 2 | 3 | 4 | 5 |
| 1. I’d describe myself as adventurous and outgoing | 1 | 2 | 3 | 4 | 5 |
| 1. I consider myself to be a bit of a risk taker | 1 | 2 | 3 | 4 | 5 |
| 1. I’m more concerned with what I think, than what other people think of me | 1 | 2 | 3 | 4 | 5 |
| 1. My health and wellbeing is very important to me | 1 | 2 | 3 | 4 | 5 |
| 1. I have a clear idea of my goals in life | 1 | 2 | 3 | 4 | 5 |
| 1. I think most people that know me well would consider me a competitive person | 1 | 2 | 3 | 4 | 5 |
| 1. I think most people that know me well would consider me to be a confident person | 1 | 2 | 3 | 4 | 5 |
| 1. Keeping in close contact with my family is very important to me | 1 | 2 | 3 | 4 | 5 |
| 1. I see myself as a trendsetter | 1 | 2 | 3 | 4 | 5 |
| 1. In a group situation I often take the lead | 1 | 2 | 3 | 4 | 5 |
| 1. I feel really uncomfortable when I’m out of my normal environment | 1 | 2 | 3 | 4 | 5 |
| 1. I like the freedom of not having to comply with rules and regulations | 1 | 2 | 3 | 4 | 5 |
| 1. I don’t think Australians are doing enough to combat climate change | 1 | 2 | 3 | 4 | 5 |
| 1. I have travelled a lot around Australia or overseas | 1 | 2 | 3 | 4 | 5 |
| 1. A sense of community is an important consideration for me when I’m choosing somewhere to live. | 1 | 2 | 3 | 4 | 5 |
| 1. Technology is changing so fast I find it hard to keep up | 1 | 2 | 3 | 4 | 5 |
| 1. I’m optimistic about the future |  |  |  |  |  |
| 1. There’s a lot more we could be doing to look after our environment | 1 | 2 | 3 | 4 | 5 |

**Q7b. Here are a few more questions which will help us better understand the types of people who recreationally fish in saltwater in Tasmania. Again these questions seek your opinion so there are no right or wrong answers. After you have read each statement, please choose how strongly you agree or disagree with each statement.**

[ROTATE STATEMENTS] [SINGLE RESPONSE FOR EACH STATEMENT]

| **Statements** | **Strongly agree** | **Agree** | **Not sure** | **Disagree** | **Strongly disagree** |
| --- | --- | --- | --- | --- | --- |
| 1. Sharing a fishing experience helps strengthen relationships with family and friends | 1 | 2 | 3 | 4 | 5 |
| 1. A fishing trip can be successful even if you don’t catch fish | 1 | 2 | 3 | 4 | 5 |
| 1. The bigger the fish I catch, the better the trip | 1 | 2 | 3 | 4 | 5 |
| 1. The more fish I catch, the happier I am | 1 | 2 | 3 | 4 | 5 |
| 1. I trust the government to manage our fisheries | 1 | 2 | 3 | 4 | 5 |
| 1. Buying a recognised brand of fishing equipment is important to me | 1 | 2 | 3 | 4 | 5 |
| 1. Safety is an important consideration when I go fishing | 1 | 2 | 3 | 4 | 5 |
| 1. I don’t consider myself to be a serious fisher | 1 | 2 | 3 | 4 | 5 |
| 1. Most people I know would consider me to be a keen fisher | 1 | 2 | 3 | 4 | 5 |
| 1. For me, fishing brings back pleasant childhood memories | 1 | 2 | 3 | 4 | 5 |

**BEHAVIOURAL STATEMENTS**

**[Q8. FISHING BEHAVIOURAL STATEMENTS]**

**[ASK ALL]**

**Q8. We would now like to ask you some more questions which are specifically related to fishing. Again, these questions seek your opinions so there are no right or wrong answers. After you have read each statement, please choose how strongly you agree or disagree with each statement.**

[ROTATE STATEMENTS] [SINGLE RESPONSE FOR EACH STATEMENT]

| **Statements** | **Strongly agree** | **Agree** | **Not sure** | **Disagree** | **Strongly disagree** |
| --- | --- | --- | --- | --- | --- |
| 1. I catch fish, lobsters, etc for food for myself or to share with my friends and family | 1 | 2 | 3 | 4 | 5 |
| 1. I fish for the challenge and enjoyment of catching fish | 1 | 2 | 3 | 4 | 5 |
| 1. I usually fish on my own to get away from people | 1 | 2 | 3 | 4 | 5 |
| 1. I like to compete in fishing competitions | 1 | 2 | 3 | 4 | 5 |
| 1. I fish to catch trophy sized fish | 1 | 2 | 3 | 4 | 5 |
| 1. I aim to catch enough fish for a feed rather than take the bag limit | 1 | 2 | 3 | 4 | 5 |
| 1. I usually release most of the fish I catch | 1 | 2 | 3 | 4 | 5 |
| 1. I don’t go fishing as often as I would like to | 1 | 2 | 3 | 4 | 5 |
| 1. I like to browse in a tackle shop and then check online to see if I can get it cheaper | 1 | 2 | 3 | 4 | 5 |
| 1. I like to support my local tackle shop | 1 | 2 | 3 | 4 | 5 |
| 1. I buy fishing equipment that’s affordable / look for the best deals | 1 | 2 | 3 | 4 | 5 |
| 1. I support fisheries management principles | 1 | 2 | 3 | 4 | 5 |
| 1. I support both recreational and commercial fishing in Tasmania | 1 | 2 | 3 | 4 | 5 |
| 1. I am a responsible fisher and accept fishing rules and regulations even if it means I catch less fish | 1 | 2 | 3 | 4 | 5 |
| 1. When it comes to fishing, I tend to spend a lot of my money on this activity because I love it so much! | 1 | 2 | 3 | 4 | 5 |
| 1. I find fishing rules and regulations easy to understand | 1 | 2 | 3 | 4 | 5 |
| 1. Time spent fishing is one of the best ways I know to relax and unwind | 1 | 2 | 3 | 4 | 5 |
| 1. Fishing with my friends and family is the best part of going fishing | 1 | 2 | 3 | 4 | 5 |

**[Q9. BOAT OWNERSHIP]**

**[ASK ALL]**

**Q9. Do you or anyone in your immediate household own a boat used for recreational fishing in saltwater?**

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**[Q10. ACTIVITIES OUTSIDE OF FISHING]**

**[ASK ALL]**

**Q10. Thinking about activities you undertake outside of fishing, which of the following types of activities do you undertake regularly, occasionally or not at all?**

[SINGLE RESPONSE FOR EACH]

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Undertake regularly** | **Undertake occasionally** | **Don’t undertake this type of activity** |
| Outdoor activities (such as camping, hiking, hunting, birdwatching) | 1 | 2 | 3 |
| Indoor fitness activities (such as going to the gym, Pilates or yoga) | 1 | 2 | 3 |
| Outdoor fitness activities (such as bicycling, running, swimming, or walking) | 1 | 2 | 3 |
| Team sports (such as cricket, football, tennis, lawn bowls) | 1 | 2 | 3 |
| Activities at home such as gardening, home improvement or cooking for enjoyment | 1 | 2 | 3 | |
| Other relaxation activities (such as eating out, going to the movies, going to a museum/gallery) | 1 | 2 | 3 | |
| Volunteering (such as at a club, school or church) | 1 | 2 | 3 |

**[Q11. PURCHASING FISHING EQUIPMENT]**

**[ASK ALL]**

**Q11. How have you acquired fishing equipment in the last 12 months? *You can select as many as apply.***

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| From an online store such as Amazon or eBay | 1 |
| From a major outlet such as BCF, Anaconda or Tackleworld | 2 |
| From a department store such as Big W or Kmart | 3 |
| From the local bait and tackle store where you live | 4 |
| From the local bait and tackle store where you fish | 5 |
| By swapping things you own in exchange for fishing equipment | 6 |
| By buying second hand fishing equipment | 7 |
| Another way (please specify) | 8 |
| I haven’t bought or swapped any fishing gear in the last 12 months [EXCLUSIVE] | 9 |

**[Q12. SOCIAL MEDIA USAGE]**

**[ASK ALL]**

**Q12. Which of the following do you access at least weekly? *You can select as many as apply.***

[MULTIPLE RESPONSE]

|  |  |
| --- | --- |
| Facebook | 1 |
| Instagram | 2 |
| Twitter | 3 |
| Snapchat | 4 |
| TikTok | 5 |
| LinkedIn | 6 |
| Pinterest | 7 |
| Reddit | 8 |
| YouTube | 9 |
| WhatsApp | 10 |
| Facebook Messenger | 11 |
| Telegram | 12 |
| Viber | 13 |
| WeChat | 14 |
| None of these/I don’t use social media [EXCLUSIVE] | 15 |

**Finally, we have some questions about you.**

**[Q13. GENDER]**

**[ASK ALL]**

**Q13. Please select your gender.**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Male | 1 |
| Female | 2 |
| Non-binary | 3 |
| Prefer not to say | 4 |

**[Q14. AGE]**

**[ASK ALL]**

**Q14. Please select your age group as at your last birthday.**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| 15-19 years | 1 |
| 20-24 years | 2 |
| 25-29 years | 3 |
| 30-34 years | 4 |
| 35-39 years | 5 |
| 40-44 years | 6 |
| 45-49 years | 7 |
| 50-54 years | 8 |
| 55-59 years | 9 |
| 60-64 years | 10 |
| 65-69 years | 11 |
| 70-74 years | 12 |
| 75-79 years | 13 |
| 80-84 years | 14 |
| 85 years and over | 15 |
| Prefer not to say | 16 |

**[Q15.MARITAL STATUS]**

**[ASK ALL] [WILL NEED TO RETAIN THIS FOR ABS MAPPING]**

**Q15. Which of the following categories best describes your marital status?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Never married | 1 |
| Widowed | 2 |
| Divorced | 3 |
| Separated | 4 |
| Married | 5 |
| Prefer not to say | 6 |

**[Q16. HOUSEHOLD STATUS]**

**[ASK ALL]**

**Q16. Which of the following categories best describes your family composition?**

[SINGLE RESPONSE]

|  |  |  |
| --- | --- | --- |
| Couple family without children living at home | 1 | Go to Q18 |
| Couple family with children living at home | 2 | Go to Q17 |
| Single parent without children living at home | 3 | Go to Q18 |
| Single parent with children living at home | 4 | Go to Q17 |
| Other family | 5 | Go to Q18 |
| Single (live alone) | 6 | Go to Q18 |
| Group household (e.g. share-house) | 7 | Go to Q18 |
| Prefer not to say | 8 | Go to Q18 |

**[Q17. CHILDREN FISH]**

**[ASK IF Q16=2 or 4]**

**Q17. Do any of your children fish?**

[SINGLE RESPONSE FOR EACH]

|  |  |  |
| --- | --- | --- |
|  | Yes | 1 |
|  | No | 2 |
|  | Not sure | 3 |

**[Q18. ATSI]**

**[ASK ALL]**

**Q18. Are you of Aboriginal or Torres Strait Islander origin?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Yes, Aboriginal origin | 1 |
| Yes, Torres Strait Islander origin | 2 |
| Yes, both Aboriginal and Torres Strait Islander origin | 3 |
| No – neither | 4 |
| Prefer not to say | 5 |

**[Q19. DISABILITY]**

**[ASK ALL]**

**Q19. Do you have a disability or impairment (such as physical, intellectual, learning and/or sensory disability)?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| Prefer not to say | 3 |

**[Q20. OCCUPATION]**

**[ASK ALL]**

**Q20. Which of the following best describes your occupation?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Professional/executive | 1 |
| White collar | 2 |
| Blue collar | 3 |
| Home duties | 4 |
| Student | 5 |
| Unemployed | 6 |
| Retired | 7 |
| Other | 8 |
| Prefer not to say | 9 |

**[Q21. EDUCATION]**

**[ASK ALL]**

**Q21. What is the highest level of education you have completed?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Primary school | 1 |
| Secondary School (Year 7-10) | 2 |
| Secondary School/College (Year 11-12) | 3 |
| Trade/Apprenticeship | 4 |
| Other TAFE/Technical Certificate | 5 |
| Diploma | 6 |
| Bachelor Degree | 7 |
| Post-Graduate Degree | 8 |
| Other | 9 |
| Prefer not to say | 10 |

**[Q22 HH INCOME]**

**[ASK ALL]**

**Q22. Which of the following best describes your total annual household income before tax?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| $0 - $19,999 | 1 |
| $20,000 - $39,999 | 2 |
| $40,000 - $59,999 | 3 |
| $60,000 - $79,999 | 4 |
| $80,000 - $99,999 | 5 |
| $100,000 - $129,999 | 6 |
| $130,000 - $149,999 | 7 |
| $150,000 - $249,999 | 8 |
| $250,000 or more | 9 |
| Prefer not to say | 10 |

**[Q23. LOTE]**

**[ASK ALL]**

**Q23. Do you speak a language other than English at home?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| Prefer not to say | 3 |

**[Q24. CALD]**

**[ASK ALL]**

**Q24. What is your country of birth?**

[SINGLE RESPONSE]

|  |  |
| --- | --- |
| Australia | 1 |
| Other (specify) | 2 |
| Prefer not to say | 3 |

**[Q25. FUTURE RESEARCH]**

**[ASK ALL]**

**Q25. It is possible we will undertake further research on recreational fishing. This could be in the form of discussion groups or interviews. Would you be interested in participating in this further research?**

[SINGLE RESPONSE]

|  |
| --- |
| Yes – (RECORD NAME, MOBILE NUMBER AND EMAIL ADDRESS) |
| No |

**[Q26. TARFISH FUTURE CONTACT]**

**[ASK NON-DATABASE RESPONDENTS]**

**Q26. TARFish is the fully independent peak body representing the interests of recreational marine fishers in Tasmania. Would you like to record your details so we can send you information on TARFish? Your information will be stored in accordance with the Privacy Act and covered by the TARFish Privacy Policy.**

[SINGLE RESPONSE]

|  |
| --- |
| Yes – (RECORD NAME AND CONTACT DETAILS)  Name  Address  E-mail  Mobile |
| No |

**[Q27. ANY FURTHER COMMENTS]**

**[ASK ALL]**

**Q27. Would you like to make any final comments regarding recreational fishing in Tasmania?**

|  |
| --- |
| OPEN END |

Thank you for your time today.