Consumer Survey 2014

Awareness of the Northern Territory seafood labelling laws and the commercial seafood industry

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Northern Territory Government
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The continuing hard work of our commercial fishing industry to supply us with locally produced seafood is always respected and acknowledged.

1. SUMMARY

On 11 November 2008, the Northern Territory (NT) became the first (and to date, only) jurisdiction to introduce seafood labelling laws that require restaurants and other dining venues to label imported seafood so that diners could use this information to make informed decisions regarding their seafood dining preferences.

In 2009, following the introduction of the labelling laws, the Northern Territory Seafood Council (NTSC) invested resources to improve the community's awareness and support for the seafood industry through the 'Support NT Caught' campaign. This campaign utilises a range of media, and remains strongly supported by NTSC members. To test the effectiveness of the campaign, and with support from the NT Government, the NTSC has developed an annual online survey to take place over a three year period, to obtain qualitative and quantitative data from Territorians, and explore ways to enhance the education and awareness surrounding the NT seafood industry, including the 'Support NT Caught' campaign.

Two out of the three 'have your say on NT Seafood' surveys have been completed. This report contains the survey questionnaire (Appendix I), a summary of the key findings from the 2013 and 2014 surveys (Appendix II), and focuses on; seafood consumption and patterns, consumer awareness of the labelling laws, consumer preferences and values, the impacts of the labelling laws, and the promotional footprint of the NTSC.

Survey findings clearly show that Territorians are looking for local seafood. When purchasing seafood from a restaurant or café a high majority of consumer decisions are influenced by freshness, followed by support for the NT commercial fishing industry and labelling that identifies product origin (Q3 and Q4).

The results showed that over half of the consumers continue to have a strong preference for NT seafood over any other available seafood (Q 12), as they believe that NT seafood tastes better and had a superior quality to the 'rest' (Q 13). The survey results emphatically showed that consumers (over 90%) still prefer NT seafood over other available seafood, and when choosing a meal for any occasion, NT seafood is of importance (Q16).

Key influencers in the decision to purchase NT Seafood, when dining out, were again strongly based around the freshness of local seafood, and support for the NT fishing industry due to the benefits it provides to the community (Q6 and 21). Better flavour, overall preference for seafood, and healthy choices are also key considerations.

The NTSC lead 'Support NT Caught' campaign has increased community awareness, with significant gain being made via alternate media streams. Respondents in 2014 indicated an increased awareness (up by 16.8% - Q18) of the 'Support NT Caught' TV commercials. A focus on further extending this reach will assist the seafood industry to gain support from the community, and potentially increase the number of NT consumers purchasing and asking for local seafood.

A multi-faceted approach still appears to be a sound model for improving awareness, perhaps with a focus on cost effective areas of greatest community engagement, including through dining outlets, and electronic and social media.

The key messages from the survey findings are that:

- consumers respond positively to seafood labelling that provides them with information to assist in making informed decisions about their seafood purchases
- consumers have a strong preference for local NT seafood and are prepared to pay a premium for that product
- after freshness, supporting the local industry and origin labelling, were key decision makers when purchasing seafood
- the NT commercial fishing industry is seen to deliver a range of benefits to the community
- consumer awareness of the labelling laws requires a more direct and clear message, and understanding needs to be improved; possibly with more explicit legislation to identify the source of seafood product, as well as targeted media
- consumer awareness and familiarisation of the NTSC and the 'Support NT Caught' campaign is increased via online media streams. Notwithstanding this media, the opportunity to build a ' word of mouth' approach should be explored
- the 'Support NT Caught' campaign continues to gain traction and a level of community awareness which provides a strong base to continue to grow the brand.

2. BACKGROUND AND PROJECT OBJECTIVES

Seafood labelling laws have been in place in the NT since November 2008 and the 'Support NT Caught' campaign since 2009. The NTSC felt that is was timely to assess the impact of the labelling requirements on consumers, and the effectiveness of the 'Support NT Caught' campaign and NTSC education material, to identify any opportunities to better target resources. Specific issues to consider were the;

- community awareness of the NTSC's promotional footprint within the NT;
- community awareness of the commercial NT seafood industry, seafood labelling laws in the NT, and the influence labelling has on consumer choices;
- demand for NT seafood within the NT; and
- level of confidence in the quality of NT seafood, and awareness of the sustainability status of commercial fisheries in the NT.

To assist the NTSC to undertake this assessment, the NT Government provided resourcing to develop and undertake an annual online survey of NT residents over a three year time frame. The information obtained through this project was designed to specifically assist the NT seafood industry and NT Government to assess the impact of the current labelling laws, and the effectiveness of the current educational materials and approaches.

3. METHOD

Survey methodology and structure was developed and conducted by Competitive Edge, an independent marketing research company with 41 years' experience in surveying consumer, industrial and service industries, including seafood and environmental studies. The annual survey is conducted through an online survey, accessed through a web link. Awareness to this link was increased significantly through advertising to NT residents on both the Northern Territory Seafood Council and Support NT Caught Facebook pages.

Survey questions (Appendix I) seek qualitative and quantitative information relating to demographics, seafood consumption patterns, awareness and understanding of NT seafood labelling laws, decision factors and impacts when purchasing seafood, and awareness of the seafood industry. The 2013 survey questionnaire was amended slightly in 2014 to improve the clarity of data for Questions 8, 14, 15 and 18.

Survey design was constructed so that it was statistically robust enough that findings could be reported with a high level of confidence, questions were unbiased, and participation would warrant an appropriate sample for results to be indicative of the general NT Top End population.

The opportunity to participate in the annual survey was promoted through media and a Direct Letter (DL) flyer and by email. An invitation to participate in the 2014 survey was also emailed to 2013 survey respondents who had provided an email address. The flyer was distributed to major restaurants and retailers selling seafood, as well as agencies and other stakeholder and consumer interest groups within the Darwin community. DL flyers were also included in two letterbox drops to specific suburbs over a two week period. Week one suburbs were; Leanyer, Woodleigh Gardens, Wulagi, Anula, Malak, Northlakes, Marrara and Karama. Week two suburbs were Darwin City, Larrakeyah, Cullen Bay, The Gardens, Stuart Park, Tipperary Waters, Bayview, Woolner, The Narrows, Ludmilla, Parap, Fannie Bay and the RAAF Base.

4. RESULTS

Both annual surveys were responded to by over 600 Territorians over a three week period (28th February to 12th March 2013 and 17th February to 3rd March 2014). This was well in excess of the 350 respondents required for a 95% confidence level for the survey results.

Tabulated results of responses from both surveys are shown at Appendix II. Following is a summary of the two annual survey findings based around key headings.

It should be noted that FRDC Project – 2009/216 tested similar variables to those in the consumer survey, but due to different methodology it is not possible to always compare the findings from the three surveys, however where that is possible and applicable, comparisons have been provided.

4.1 Seafood Consumption

Survey respondents were predominately people who are classified as 'low seafood consumers' from dining or take-away venues, which means they only eat seafood once a fortnight or less (an average over the two surveys of 76.5% at restaurants and 78.8% from takeaways). Conversely, respondents were 'high seafood consumers' in the home, having seafood once or more a week (an average over the two surveys of 72.7%) (Appendix II, Q2, Figure 1.).

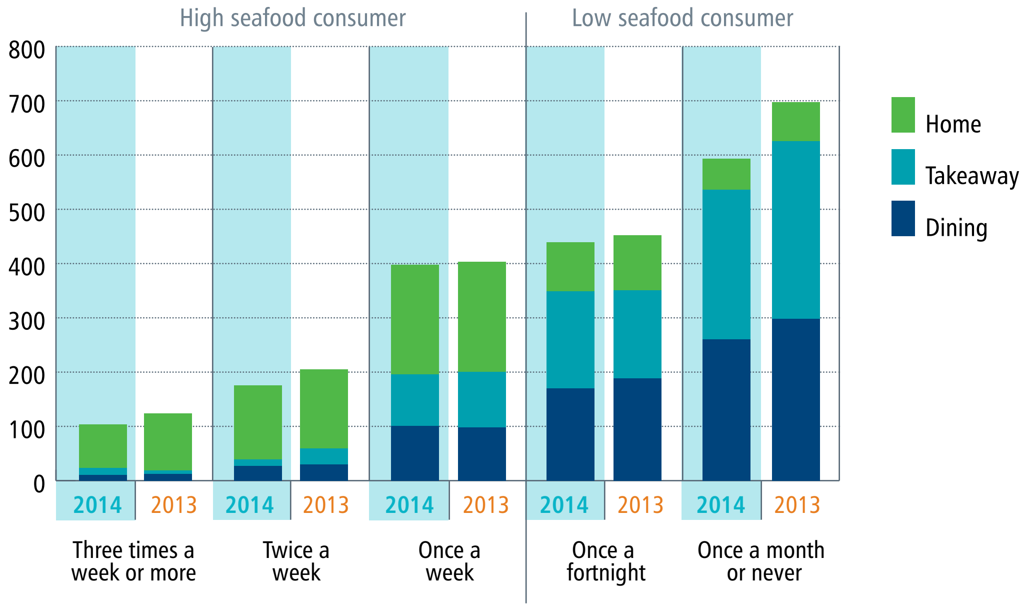

Figure 1: Consumption of fish by Territorians

4.2 Consumer Values and Preferences

Consumer values relate to personal values that allow consumers to weigh up a range of factors and consider them when making decisions about purchasing seafood in a food service sector venue.

To test these values, survey participants were presented with a range of options and asked to self-rate on a scale of 1 to 5 (1 = least and 5 = most) the importance of a range of factors when making a seafood purchase. Data is shown in Appendix II - Q3 and Q4, Figure 2 and Figure 3.

The survey results showed clearly that the most important factor influencing purchase decisions in a restaurant/café and takeaway outlet was product 'Freshness'. If analysis includes all responses that stated that 'Freshness' was of at least some importance, this accounted for over 99% in a restaurant/café and takeaways.

'Country of Origin', is seen to be extremely important in 2014, and rated 3rd most important in a restaurant/café (up 5.2% compared to 2013), and 2nd in takeaways; with a notable increase of 7.7% when compared to 2013 results.

'Support for the NT Industry' was considered extremely important in both years, and was rated as the 2nd most important value in a restaurant/café and 3rd in takeaways.

With awareness increasing, consumers are making more informed decisions when selecting seafood from the menu, with 'Menu Option' identified as an important value considered by survey respondents, rating overall 4th in restaurant/café and takeaways.

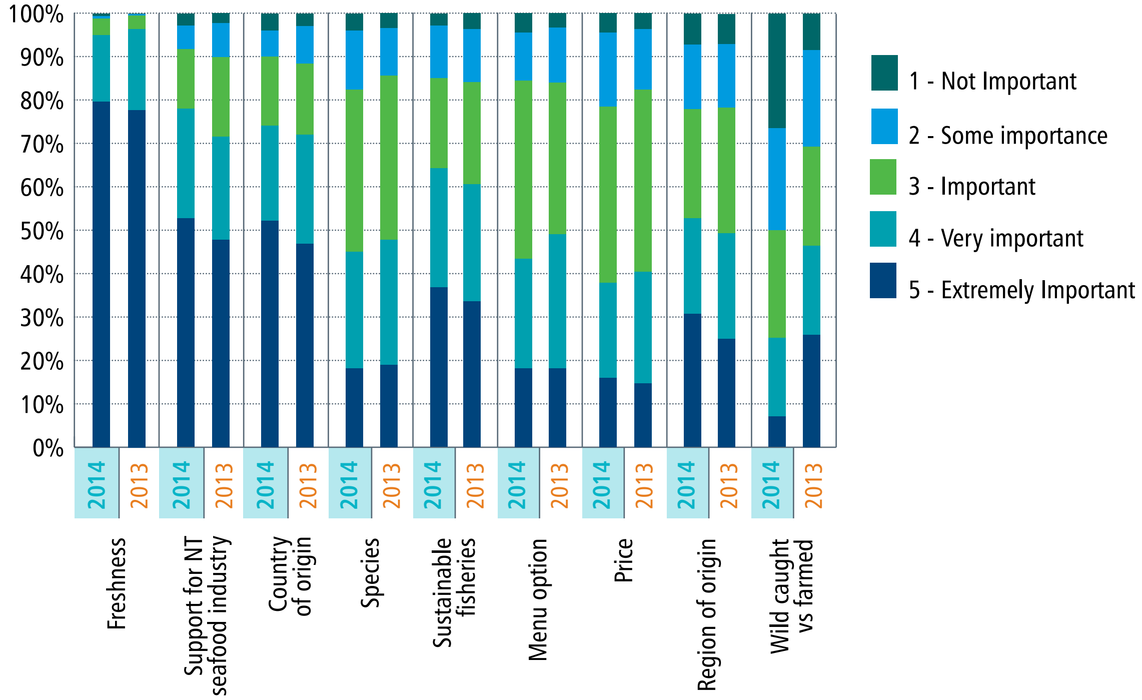

Figure 2: Influencing factors when purchasing seafood in a restaurant or café

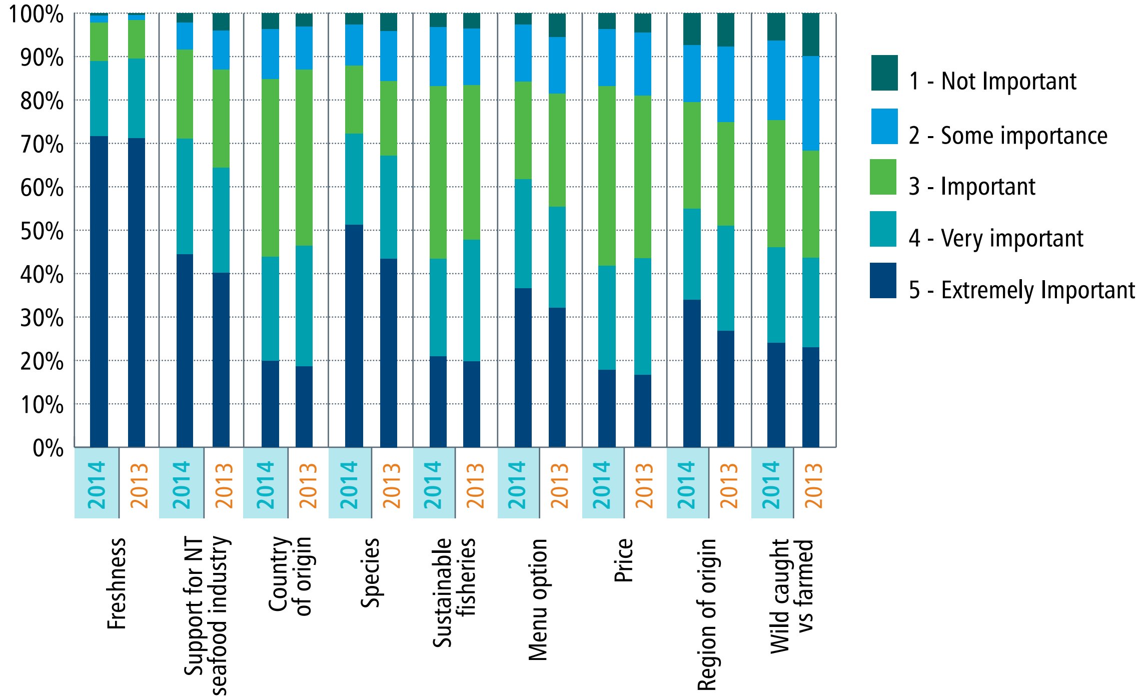

Figure 3: Influencing factors when purchasing seafood from a take away outlet

4.3 Awareness of Labelling Laws

The NT labelling laws are framed such that, if seafood on a menu does not have an 'imported' label, it means that it must be harvested in Australia, as imported products have to be identified under the legislation. This causes some level of confusion with people who are unaware of the workings of the legislation.

Survey participants were asked to respond to a question relating to their awareness and understanding of the current NT labelling laws.

With awareness decreasing from 2013, 36.97% of respondents (down from 45.6%) identified correctly that if a seafood item on a menu didn't have 'imported' attached to it, it was Australian product, whilst only 22.2% (up from 18.6% in 2013) assumed the product was imported (Appendix II- Q 5).

More respondents (an average over the two surveys of 23.2%) were 'not at all aware' of the labelling requirements in the NT than those that were 'very aware' (an average over the two surveys of 18.8%) (Appendix II- Q 7). This is a large decrease in those 'not at all aware' when compared to responses from Darwin residents in the 2009 survey, when 40% rated their awareness 'not at all aware' (*pg 25, FRDC Project - 2009/2016*). However, a large proportion of respondents from this latest survey 62.9% (based on those who rated 1, 2 or 3) could be considered to have little or no awareness of the requirements.

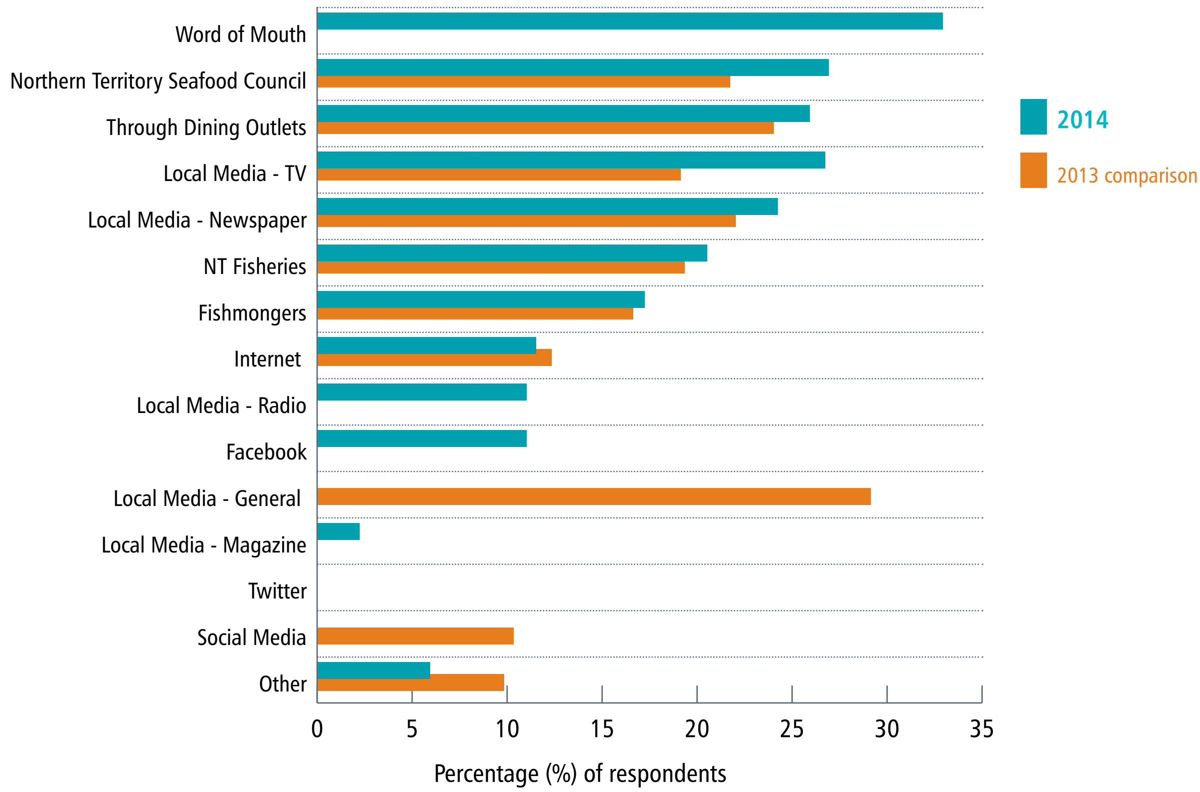

Figure 4: Source of information about NT seafood labelling laws

Increasing respondents' options this year, survey participants indicated how they had heard about the NT seafood labelling laws. Many respondents indicated that they became aware of the laws via multiple mechanisms, and 'Word of Mouth' a new category was the most effective communication method (32.9%). (Appendix II - Q 8, Figure 4).

Twenty six point seven percent (26.7%) of participants identified 'TV' as a source of learning about the NT seafood labelling laws, an increase of 7.6% in 2014 from 2013.

All other methods also showed significant increases when compared to the 2009 survey. Significant changes were the increase in awareness of 'NT Fisheries' which in 2014 was 20.5% compared to 9% in 2009, 'Northern Territory Seafood Council' now 26.9% compared to 11% in 2009, and 'Fishmongers' now 17.2% compared to 6% in 2009 (Appendix II- Q 8 and *pg 26, FRDC Project - 2009/216*).

Survey participants were asked to consider a scenario that, if it was clearly identified that their meal 'contained imported seafood products', as specified under NT seafood labelling laws, would that influence their choice of seafood purchases in the immediate future. The response of 'yes' from an average of 94% of respondents (over the two surveys) clearly shows that labelling that identifies the origin of seafood is a compelling driver in the purchasing decision making process (Appendix II - Q 9).

In light of the above, in 2014 over 83% of respondents believe the NT seafood labelling laws have been successful (i.e. excellent, good, successful) in assisting them to make informed decisions relating to choices when selecting seafood. Only 2.6% in 2014 believe that it had 'no success' in assisting them in making an informed choice (Appendix II - Q 10, Figure 5).

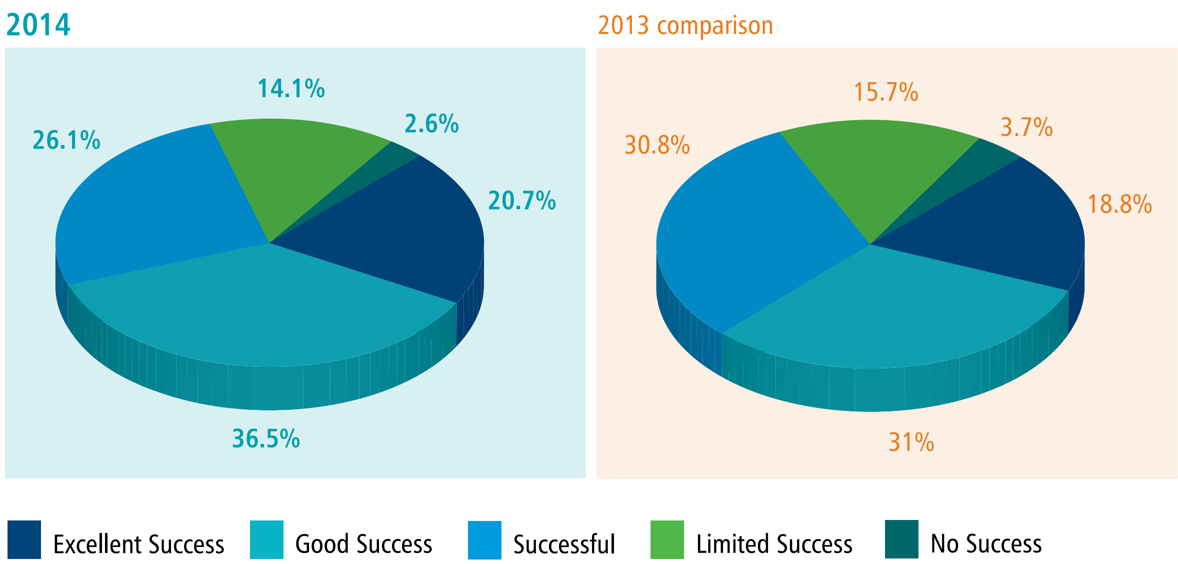

Figure 5: How Territorians rate the success of NT seafood labelling laws

4.4 Promotional Footprint of Support NT Caught Campaign

The level of awareness by survey respondents of the 'Support NT Caught' campaign showed a significant increase of 13.3% in 2014 compared to 2013, with 61.4% being aware of the campaign, and 38.7% unaware (Appendix II - Q 17).

Survey respondents identified that they had seen the 'Support NT Caught' logo through a range of mediums. In 2014 'seafood retailers' was by far still the most commonly identified area, with 71.5% of respondents indicating they had seen the logo at that type of venue. (Appendix II - Q 18, Figure 6). A large proportion of people (50% in 2014 and 56% in 2013) skipped this question. It is unclear if that is due to their lack of knowledge of the logo or they 'haven't seen the logo'.

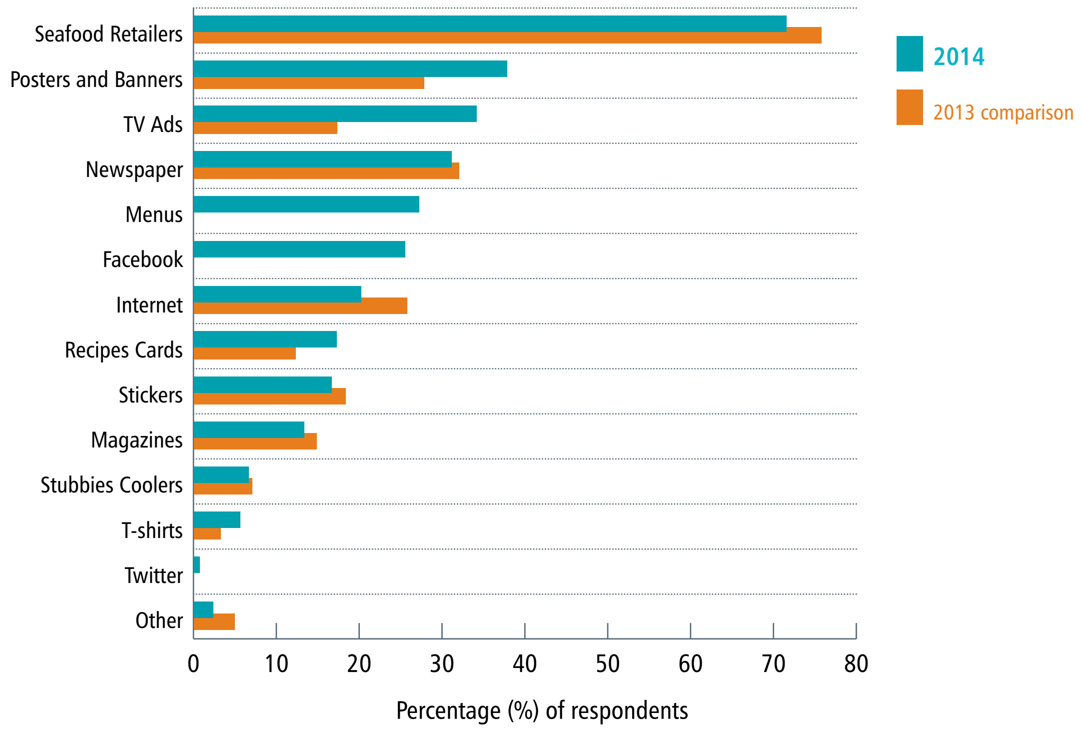

Figure 6: Sources of awareness of the Support NT Caught logo

4.5 Preferences for NT Seafood and Seafood Consumption Trends

On average, over the two surveys, 54% of survey respondents believed that they were eating more seafood than they were 18 months previously. Only 4.4% indicated that their consumption had decreased over the period; i.e. they responded 'much less' or 'slightly less' (Appendix II - Q 11).

Survey respondents in 2014 indicated increases for 'high preference' for NT Seafood, 55.3%, up 6.7%, and a slight decrease for 'preference', 27.1%, for NT Seafood over other available seafood (Appendix II - Q 12).

On average, across the two surveys, over 76% of respondents believed that NT seafood tasted better and had a superior quality to the 'rest' (highly agree or agree) with only 3.5% disagreeing with that proposition (Appendix II - Q 13).

Participants were asked to consider what might influence them to choose NT seafood over other menu choices when dining out. 'Freshness of local seafood', (average of 87% over the two surveys) and 'Support for the NT fishing Industry' (average of 72% over the two surveys) were again the two main responses (Appendix II - Q 6, Figure 7). This showed an increase of over 6% in 'Support of NT Industry' on the 2013 survey results.

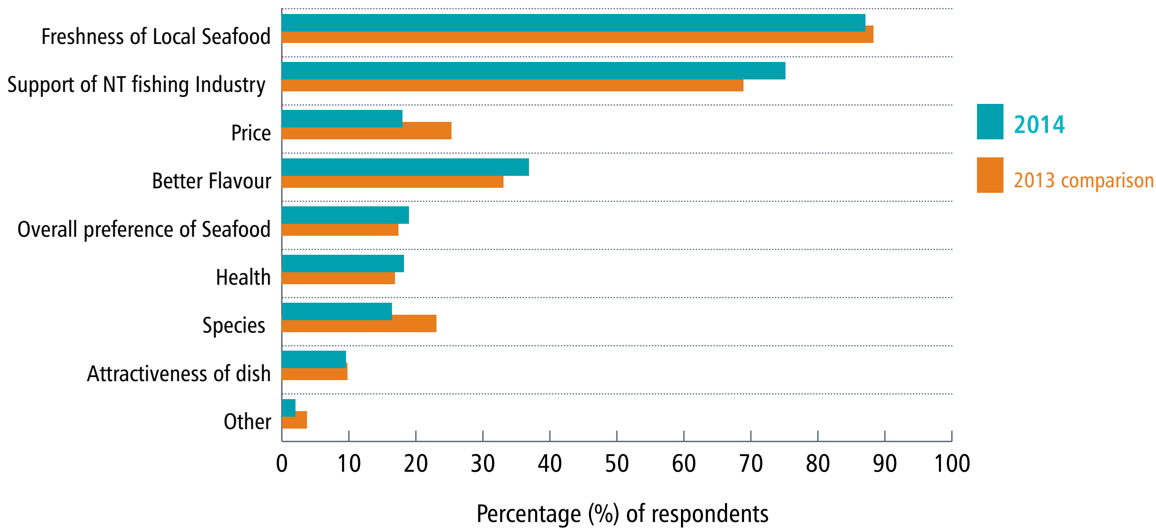

Figure 7: Influencing factors to choose NT seafood over other seafood when dining out

4.6 Value Placed on Australian and NT Caught Seafood

Premium Price

The 2013 and 2014 surveys sought to identify if consumers were prepared to pay a premium for NT labelled seafood, compared to imported, or non-NT produced Australian product, at two venue types; restaurant/café and takeaways.

Respondents were asked to consider a hypothetical scenario as to whether they would be prepared to pay a premium price for NT labelled fish over fish imported from overseas or from elsewhere in Australia. In both scenarios there was strong consumer indication that there was a willingness to pay some level of price premium for NT labelled seafood over non NT product.

For NT labelled versus imported seafood at takeaway venues, 9.8% of respondents indicated that they were not prepared to pay any premium for NT labelled seafood (new 2014 category) (Appendix II- Q 14). A surprising factor in 2014 was an increase of 4.7% (to 21.6%) of participants who were prepared to pay over a 20% price premium for NT Seafood over imported product. This in spite of having the new category where people could indicate they were not prepared to pay any premium ('0% premium').

At restaurants, 5.9% of respondents were not prepared to pay any premium (0%) for NT labelled seafood (new 2104 category), however there was a growth of 3.6% (to 32.2% in 2014) of participants prepared to pay in excess of a 20% premium (Appendix II- Q 14, Figure 8).

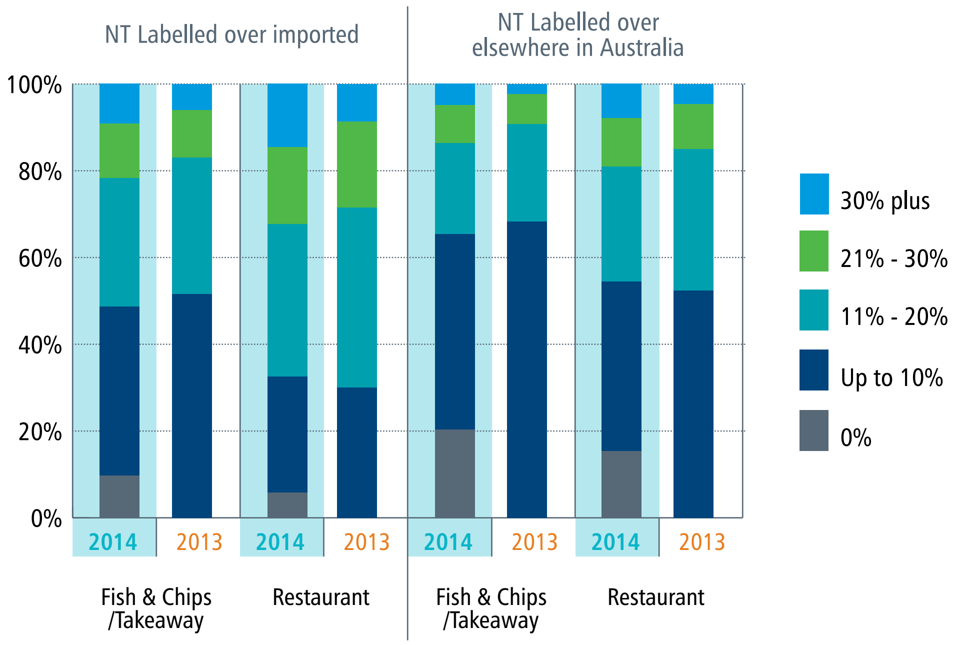

Figure 8: Amount of premium consumers are willing to pay for NT or Australian fish

For NT labelled versus seafood from elsewhere in Australia at takeaway venues, 20.3% of respondents indicated that they were not prepared to pay a premium for NT labelled seafood. The 2014 survey shows an increase in participants who are prepared to pay over a 20% premium, 13.3%, up 4.1%. At a restaurant, 18.9% of respondents, an increase of 3.9%, indicated they are prepared to pay over a 20% premium. Fifteen point four percent (15.4%) of respondents are not prepared to pay a premium (0%) for NT labelled seafood at a restaurant (Appendix II: 2014 Q 15, Figure 8).

Participants were also asked to rate (ranging from unimportant 1) to very important (5)) how important it was to choose NT seafood in a variety of dining occasions, i.e. ‘mid week takeaway’, ‘fish and chips’, ‘hotel/club’, ‘restaurant’, ‘home meal’ and ‘home with guests’.

Choosing NT seafood was rated as being ‘important, very important or extremely important’ when having a meal at a ‘takeaway’ (65.8%) and ‘fish and chips’ (75.7%) (Appendix II - Q 16).

For hotels/clubs (31.2%), restaurants (36.6%) and home meals (33.7%), choosing NT seafood was considered ‘very important’, and if guests were coming for a meal, for 37.9% it was considered ‘extremely important’, with all categories showing an increase from 2013). Importantly, the survey showed that over 90% of the time, in any venue type, when choosing a meal, NT seafood was of major importance (i.e. rated as having ‘some importance’ or greater). Specifically, it was considered ‘unimportant’ by only 3.3% of respondents for ‘restaurant choice’, 3.1% for ‘home meals’ and 2.9% for ‘home meal with guests’ (Appendix II- Q 16).

Community benefits

Participants were asked to respond to whether the NT commercial seafood industry delivered benefits to the community and the Territory in the form of 'employment', 'fresh seafood availability' and a 'favourable NT image', based on a rating of no benefit (1) to extremely beneficial (5).

Overall, the survey showed that over 98% of respondents believed the industry delivers some benefits (i.e. 'minor benefit' or greater) in respect to employment, seafood availability, and the NT image (Appendix II- Q 21, Figure 9).

With respect to benefits from 'employment' an average of 43.7%, over the two surveys, believed it delivered 'benefits', 30.6% 'strong benefits', and 16.8% felt it was 'extremely beneficial' (Appendix II - Q 21, Figure 10).

With respect to benefits from 'fresh seafood availability' an average of 25.5% believed it delivered 'benefits', 39.6% 'strong benefits', and 29.2% felt it was 'extremely beneficial' (Appendix II - Q 21, Figure 10).

With respect to benefits of a 'favourable NT image' an average of 29.6% of respondents, over the two surveys, believed it delivered 'benefits', 36.9% 'strong benefits', and 26.9% felt it was 'extremely beneficial' (Appendix II - Q 21, Figure 9).

As previously mentioned, over half (51%) of respondents, on average over the two surveys, (48.5% in 2014 and 52.7% in 2013) felt the NT commercial fishing industry was sustainable, with only around 5% feeling it was unsustainable (Appendix II - Q 20).

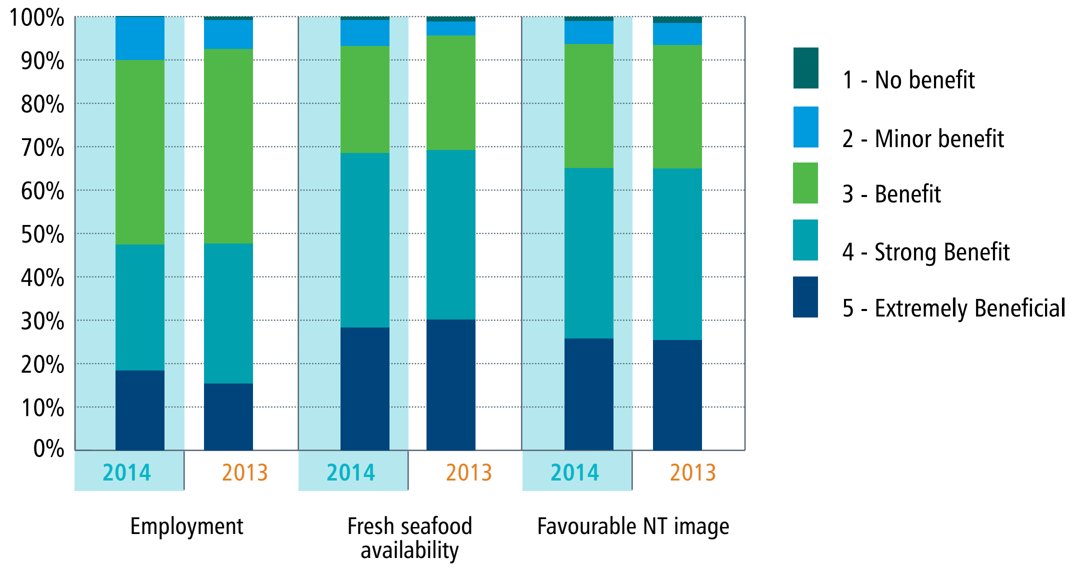

Figure 9: Community benefits of the commercial NT seafood industry

5. CONCLUSION AND KEY FINDINGS

The survey provided insight into a range of issues and improved knowledge surrounding seafood labelling, consumption drivers and values, the role of the NTSC, and the importance of the commercial fishing industry to the community. These matters are summarised below.

5.1 Seafood Consumption

The majority of survey respondents were rated as low consumers of seafood from food service industries (restaurants/cafes and takeaways), but the majority were high consumers and had seafood once or more a week at home.

This provides two opportunities to seek to increase consumption of NT seafood; firstly to encourage greater uptake in food service areas, and secondly to seek to increase the use of NT seafood as a part of the weekly home meal. Focussing on both of these strategies provides an opportunity to increase consumption of NT seafood.

5.2 Consumer Values and Preferences

Freshness is the major consumer value when it comes to seafood, and by having local product (NT seafood), consumers feel this provides them with freshness. Country of Origin was also a key value for a number of reasons; including a close link to freshness and supporting local industry.

As overall preference for seafood is also a major consumer driver, industry must ensure that it continues to supply the local market, and encourage retailers and restaurants to label their seafood 'NT'. This will allow consumers to easily choose NT seafood over other seafood on the menu. Industry must also focus on ensuring consumers maintain their desire to support the NT industry and purchase NT seafood. Industry can achieve this by continuing to highlight their community contributions and by showing consumers the values they provide, such as; delivering consistent supplies of local product, providing employment, and building consumer sentiment relating to the industry's sustainability credentials, and the health benefits seafood has.

5.3 Awareness of Labelling Laws

It appears consumers are unclear on the understanding of the NT seafood labelling laws and what they mean. In 2014 over 60% responded incorrectly as to the operation of the laws.

A multi-faceted approach would still appear to be a sound model to improve awareness. The survey strongly indicates that respondents are acquiring and retaining information; with the NTSC, TV media streaming and dining outlets a vital key in providing consumers with the right message and awareness. Word of mouth may seem old school but its value as a tool has been clearly shown through the 2014 survey results.

5.4 Promotional Footprint of Support NT Caught Campaign

There is significant scope to improve consumer awareness of the 'Support NT Caught' campaign, with over 61% of respondents being aware of the campaign.

This large number of unaware potential consumers however provides a great opportunity to work towards increasing awareness, and thereby demand for NT supplied product. This could be achieved by continuing, and increasing, the strong presence in the seafood retailer space, continuing to increase support through dining venues, imbedding the recognition through TV streaming, and bolstering social media.

5.5 Preferences for NT Seafood and Seafood Consumption

Fifty five percent (55%) of survey respondents in 2014 (an increase of 5% compared to 2013) believed that they were eating more seafood than they were 18 months ago. There was also a strong preference (82.4% in 2014 and 79.4% in 2013) for NT Seafood over other available seafood, due to its superior taste and quality.

Freshness is the major influencer when choosing NT seafood, but there were also very strong drivers to Support the NT fishing Industry.

The survey reiterates that knowledge of the origin of seafood impacts on consumer choice, and labelling as NT product is a major positive influencing factor for consumers when choosing seafood.

This highlights the value of having labelling laws clearly and consistently detailed at the point of sale, including at dining venues. Notably, 95.3%, (a small but still an increase, 93% in 2013), of respondents indicated that an understanding of the NT Seafood Labelling laws would influence their choice of seafood purchase.

5.6 Value Placed on Australian and NT Caught Seafood

The vast majority of respondents indicated that they were prepared to pay some premium for NT labelled seafood compared to any other seafood in a restaurants/café, takeaways and for home consumption. Consumers generally indicated a strong willingness to pay a premium for NT labelled seafood over product sourced from elsewhere in Australia, and an even greater premium for NT over imported product.

At a restaurant level, there is high value placed on NT labelled seafood in comparison to imported and other Australian sourced product. When compared to imported product, over 67% were prepared to pay an 11% plus premium for NT seafood, with almost 32% of those willing to pay 21% plus. Taking on board feedback from the 2013 survey (Q14 -Q15), the 2014 survey included a new category, participant not prepared to pay any premium for NT labelled seafood. This showed that 5.9% were not prepared to pay any extra for NT labelled seafood. There was a definitive price premium available to the industry by clearly labelling seafood as NT product in restaurants.

At a takeaway level, there is again a premium placed on NT labelled seafood. When compared to imported product, 51% of respondents (up by 2.5% on the 2013 survey), were prepared to pay an 11% plus premium for NT seafood, with almost 22% (up 4.7%) of those willing to pay 21% plus. With the new category, participants not prepared to pay any premium for NT labelled seafood, 9.8% were not prepared to pay any extra for NT labelled seafood. This result highlights that there is also a definitive price premium possible in takeaways (albeit at a lower level than restaurants) by labelling NT seafood.

The survey showed that the desire to consume NT seafood played a major role and influenced over 95% of choices when choosing a meal at any dining occasion. This was particularly so when dining out at a restaurant or hotel/club, at home, and when guests come over for a meal.

The other aspect of 'value' of an industry relates to its community contribution through variables such as employment, perception and food provision. The NT seafood industry rated very well, with over 98% of respondents believing the industry delivers some benefits in respect to employment, seafood availability, and the NT image. This was a very strong result and provides a sound base to continue to build awareness of the industry's benefit to the community.

Although there was only a very small proportion (5.7%) who specifically identified that they felt that the industry was not sustainable, there was a large percentage also who were 'not sure' (45.8%) as to its sustainability. In addition there was a decreased perception from 2013 of industry sustainability. If the trend persists, further work may be required to better understand the reason for this and develop means to address it.

APPENDIX I: SURVEY

We invite you to complete this survey independently conducted by Competitive Edge Marketing on behalf of the Northern Territory Seafood Council. The aggregated results will allow us to monitor and track consumer sentiments and opinions regarding seafood consumption in the Northern Territory.

All respondents who complete this survey are eligible to enter the prize draw to win one of four dining vouchers for the 2013 Seafood Restaurant of the year - Saltnpeppa Cafe Ristorante. For logistic reasons, prizes are only available to NT Residents.

*** 1. Do you eat seafood?**

◯ Yes

◯ No

*** 2. On average, how often do you eat seafood (dining out / take away / at home)?**

	Three times a week or more	Twice a week	Once a week	Once a fortnight	Once a month or Never
Dining	◯	◯	◯	◯	◯
Take Away	◯	◯	◯	◯	◯
Home	◯	◯	◯	◯	◯

3. When purchasing seafood in a restaurant or café , please indicate the extent to which the following factors are important to your selection (1 = Not Important, 5 = Very Important)

	1 - Not Important	2 - Some Importance	3 - Important	4 - Very Important	5 - Extremely Important
Country of origin	◯	◯	◯	◯	◯
Region of origin	◯	◯	◯	◯	◯
Freshness	◯	◯	◯	◯	◯
Support for NT seafood industry	◯	◯	◯	◯	◯
Price	◯	◯	◯	◯	◯
Species	◯	◯	◯	◯	◯
Wild caught versus farmed	◯	◯	◯	◯	◯
Menu option	◯	◯	◯	◯	◯
Sustainable fisheries	◯	◯	◯	◯	◯

4. When purchasing seafood in a take-away outlet , please indicate the extent to which the following factors are important to your selection (1 = Not Important, 5 = Very Important)

	1 - Not Important	2 - Some Importance	3 - Important	4 - Very Important	5 - Extremely Important
Country of origin	◯	◯	◯	◯	◯
Region of origin	◯	◯	◯	◯	◯
Freshness	◯	◯	◯	◯	◯
Support for NT seafood industry	◯	◯	◯	◯	◯
Price	◯	◯	◯	◯	◯
Species	◯	◯	◯	◯	◯
Wild caught versus farmed	◯	◯	◯	◯	◯
Menu option	◯	◯	◯	◯	◯
Sustainable fisheries	◯	◯	◯	◯	◯

*** 5. If you see seafood on a NT menu without an "imported" or country of origin label, where do you assume it is from?**

◯ Darwin

◯ NT

◯ Northern Australia (NT, WA, QLD)

◯ Australia

◯ Overseas

◯ Don't Know

6. What might make you choose NT seafood over other menu choices when you dine out? (You may choose up to three (3) of the categories below.)

☐ Better flavour

☐ Attractiveness of dish

☐ Health

☐ Price

☐ Support for NT fishing industry

☐ Freshness of local seafood

☐ Overall preference for seafood

☐ Species

Other (please specify)

7. Are you aware of seafood labelling requirements for food outlets in the Northern Territory? Please select the number that corresponds with the level to which you agree.

- ◯ 1 - Not at all aware
- ◯ 2
- ◯ 3
- ◯ 4
- ◯ 5 - Very aware

*** 8. How did you hear about the NT seafood labelling laws? (You may choose more than one category)**

- ☐ NT Fisheries
- ☐ Northern Territory Seafood Council
- ☐ Fishmongers
- ☐ Local Media – TV
- ☐ Local Media – Newspapers
- ☐ Local Media – Radio
- ☐ Local Media – Magazines
- ☐ Internet
- ☐ Facebook
- ☐ Twitter
- ☐ Through dining outlets
- ☐ Word of mouth

Other (please specify)

*** 9. Seafood not harvested from Australian waters is to be clearly labelled "imported". Dishes which contain multiple seafood ingredients, one or more of which have not been harvested in Australian waters, are to be labelled "contains imported seafood products". Would this knowledge of NT seafood labelling laws influence your choice of seafood purchases in the immediate future?**

- ◯ Yes
- ◯ No

*** 10. How successful have the NT labelling laws been in assisting you to make informed choices between Australian and imported seafood?**

- ◯ Excellent success
- ◯ Good success
- ◯ Successful
- ◯ Limited success
- ◯ No success

Comment

*** 11. Do you think that you are eating more NT seafood today compared to 18 months ago?**

*** 12. Overall, do you have a preference for NT seafood over other available seafood? Please indicate your preference on the scale below**

- ◯ 1 - No Preference for NT seafood
- ◯ 2
- ◯ 3
- ◯ 4
- ◯ 5 - High Preference for NT seafood

*** 13. "NT seafood product tastes better and has superior quality to the rest" when dining in the NT. Do you agree?**
Please rate the statement above, from your viewpoint, 1-5 on the scale below.

- ◯ 1 - Disagree Strongly
- ◯ 2 - Disagree
- ◯ 3 - No Real View
- ◯ 4 - Agree
- ◯ 5 - Highly Agree

*** 14. How much of a premium price would you be willing to pay for NT labelled seafood over seafood that is imported?**

	0%	1% - 10%	11% - 20%	21% - 30%	30% plus
Fish & Chips / Take Away	◯	◯	◯	◯	◯
Restaurant	◯	◯	◯	◯	◯

*** 15. How much of a premium price would you be willing to pay for NT labelled seafood over seafood that is from elsewhere in Australia?**

	0%	1% - 10%	11% - 20%	21% - 30%	30% plus
Fish & Chips / Take Away	◯	◯	◯	◯	◯
Restaurant	◯	◯	◯	◯	◯

*** 16. How important is choosing NT seafood for the following occasions? (1 = UnImportant, 5 = Very Important)**

	1 - Unimportant	2 - Some Importance	3 - Important	4 - Very Important	5 - Extremely Important
Mid-week take-away meal	◯	◯	◯	◯	◯
Fish & Chips	◯	◯	◯	◯	◯
Hotels / Motel / Club meal	◯	◯	◯	◯	◯
Restaurant meal	◯	◯	◯	◯	◯
Home meal	◯	◯	◯	◯	◯
Home meal with guests	◯	◯	◯	◯	◯

17. Are you aware of the SUPPORT NT CAUGHT campaign?

◯ Yes

◯ No

* **18. Where have you seen this logo? (You may nominate more than one of the categories below)**

- [ ] Posters and Banners
- [ ] TV Ads
- [ ] Newspaper
- [ ] Stubbies Coolers
- [ ] T-Shirts
- [ ] Stickers
- [ ] Magazines
- [ ] Recipes Cards
- [ ] Internet
- [ ] Facebook
- [ ] Twitter
- [ ] Menus
- [ ] Seafood retailers (supermarket/fish shop)

Other (please specify)

We would now like to ask you some questions about the seafood industry and ...

* **19. Are you aware of the Darwin Commercial Fishing/Seafood Precinct at Fisherman's Wharf?**

* **20. Do you think the Northern Territory's commercial fishing industry is sustainable?**

- Yes
- No
- Not sure

* **21. In your opinion, does the NT commercial seafood industry deliver benefits in terms of:**

	1 - No Benefit	2 - Minor Benefit	3 - Benefit	4 - Strong Benefit	5 - Extremely Beneficial
Employment	○	○	○	○	○
Fresh seafood availability	○	○	○	○	○
Favourable NT image	○	○	○	○	○

* **22. Are you aware of the Northern Territory Seafood Council and its representative role for the NT seafood industry?**

Please assist us with a profile of our survey respondents

* **23. Gender**

* **24. Number of persons in your household**

* **25. Age of survey respondent**

* **26. Length of time in the NT**

* **27. Darwin Postcode**

28. By providing your email address below, you will automatically go into the draw to win one of four dining vouchers for the 2013 Seafood Restaurant of the year - Saltnpeppa Cafe Ristorante. If you not wish to enter for the prize draw we would like to thank you very much for your contribution to the Northern Territory Seafood Industry survey.

Prize draw entry details

Email contact (Essential)

Name (Optional)

Phone Number (Optional)

Thank you for completing NT seafood survey.
Winners of the prizes will be contacted on 15 March 2014

The following amendments were made to the 2013 survey questionnaire for the 2014 survey:

Question 8 expanded the selection options to include “Local Media – Radio”, “Local Media – Magazines”, “Twitter”, “Facebook” and “Word of Mouth” which replaced the 2013 options of “Local Media – General” and “Social Media”

Question 14 and **15** in 2014 included an option for respondents to select 0% premium price and subsequently amended the next category to 1% -10%, which replaced the “Up to 10%” option in 2013.

Question 18 expanded selection options to include “Twitter”, “Facebook”, and “Menus”.

APPENDIX II: SURVEY RESULTS

1. Do you eat seafood?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	98.5%	593	98.8%	641
No	1.5%	9	1.2%	8
Answered Question		**602**		649
Skipped Question		1		0

2. On average, how often do you eat seafood (dining out/take away/at home)?

	Three Times a Week or More	Twice a Week	Once a Week	Once a Fortnight	Once a Month	Total Response Count	Total Skipped
2014	Response Percent (Response Count)						
Dining	2.5% (14)	4.6% (26)	17.5% (100)	29.8% (170)	45.6% (260)	**570**	33
Take Away	1.2% (7)	2.5% (14)	16.8% (96)	31.2% (178)	48.3% (275)	**570**	
Home	13.9% (79)	24.0% (137)	35.1% (200)	16.5% (94)	10.5% (60)	**570**	
2013							
Dining	1.9% (12)	4.8% (30)	15.6% (98)	30.1% (189)	47.5% (298)	**627**	23
Take Away	1.1% (7)	4.6% (29)	16.3% (102)	25.8% (162)	52.2% (327)	**627**	
Home	16.7% (105)	23.3% (146)	32.4% (203)	16.1% (101)	11.5% (72)	**627**	

3. When purchasing seafood in a restaurant or café, please indicate the extent to which the following factors are important to your selection?

	1 – Not Important	2 – Some Importance	3 – Important	4 – Very Important	5 – Extremely Important	Total Response Count	Total Skipped
2014	Response Percent (Response Count)						
Country of Origin	3.5% (19)	6.3% (34)	15.6% (85)	22.4% (122)	52.2% (284)	**544**	55
Region of Origin	6.7% (36)	15.1% (81)	25.1% (135)	21.9% (118)	31.2% (168)	**538**	
Freshness	0.4% (2)	0.7% (4)	3.7% (20)	15.3% (83)	79.9% (432)	**541**	
Support of NT seafood Industry	2.6% (14)	5.5% (30)	13.7% (75)	25.1% (137)	53.2% (291)	**547**	
Price	4.3% (23)	16.9% (91)	40.6% (219)	22.4% (121)	15.9% (86)	**540**	
Species	3.5% (19)	13.9% (75)	37.4% (201)	27.0% (145)	18.2% (98)	**538**	
Wild caught vs Farm	7.2% (39)	18.1% (98)	25.0% (135)	23.5% (127)	26.3% (142)	**541**	
Menu Option	4.1% (22)	10.9% (59)	41.4% (224)	25.3% (137)	18.3% (99)	**541**	
Sustainable Fisheries	2.6% (14)	12.0% (65)	21.1% (114)	27.4% (148)	37.0% (200)	**541**	
2013							
Country of Origin	2.8% (17)	8.6% (53)	16.5% (101)	25.1% (154)	47% (288)	613	34
Region of Origin	7% (43)	14.7% (90)	28.9% (177)	24.5% (150)	25% (153)	613	
Freshness	0.2% (1)	0.3% (2)	3.1% (19)	18.7% (115)	77.7% (477)	614	
Support of NT seafood Industry	2.3% (14)	7.8% (48)	18.4% (113)	23.8% (146)	47.7% (293)	614	
Price	3.7% (23)	13.8% (85)	42% (258)	25.7% (158)	14.7% (90)	614	
Species	3.4% (21)	10.9% (67)	37.7% (231)	28.9% (177)	19% (166)	612	
Wild caught vs Farm	8.3% (51)	22.3% (137)	22.8% (140)	20.6% (126)	25.9% (159)	613	
Menu Option	3.4% (21)	12.6% (77)	34.9% (213)	30.8% (188)	18.2% (111)	610	
Sustainable Fisheries	3.8% (23)	12.1% (74)	23.6% (144)	26.9% (164)	33.6% (205)	610	

4. When purchasing seafood in a takeaway outlet, please indicate the extent to which the following factors are important to your selection?

	1 – Not Important	2 – Some Importance	3 – Important	4 – Very Important	5 – Extremely Important	Total Response Count	Total Skipped
	2014						
	Response Percent (Response Count)						
Country of Origin	2.9% (14)	9.3% (45)	15.4% (75)	21.2% (103)	51.2% (249)	**486**	115
Region of Origin	7.6% (37)	13.0% (63)	24.5% (119)	20.8% (101)	34.0% (165)	**485**	
Freshness	0.6% (3)	1.7% (8)	9.1% (44)	16.9% (82)	71.8% (349)	**486**	
Support of NT Seafood Industry	2.1% (10)	6.6% (32)	20.2% (98)	26.8% (130)	44.3% (215)	**485**	
Price	3.5% (17)	12.0% (58)	40.7% (197)	23.8% (115)	20.0% (97)	**484**	
Species	3.1% (15)	13.5% (65)	39.8% (192)	22.4% (108)	21.2% (102)	**482**	
Wild caught vs Farm	6.6% (32)	17.8% (86)	29.4% (142)	22.0% (106)	24.2% (117)	**483**	
Menu Option	3.7% (18)	13.1% (63)	41.5% (200)	24.1% (116)	17.6% (85)	**482**	
Sustainable Fisheries	2.9% (14)	12.8% (61)	22.6% (108)	25.1% (120)	36.6% (175)	**478**	
	2013						
Country of Origin	4.2% (24)	11.4% (65)	17.2% (98)	23.7% (135)	43.5% (248)	570	77
Region of Origin	7.7% (44)	17.4% (99)	23.9% (136)	24.3% (138)	26.7% (152)	569	
Freshness	0.4% (2)	1.2% (7)	8.8% (50)	18.5% (105)	71.2% (405)	569	
Support of NT Seafood Industry	4% (23)	9% (51)	22.7% (129)	24.3% (138)	40.1% (228)	569	
Price	3% (17)	10% (57)	40.6% (231)	27.8% (158)	18.6% (106)	569	
Species	3.5% (20)	13.1% (74)	35.6% (202)	28% (159)	19.8% (112)	567	
Wild caught vs Farm	9.8% (56)	21.8% (124)	24.8% (141)	20.6% (117)	23% (131)	569	
Menu Option	4.4% (25)	14.6% (83)	37.5% (213)	26.9% (153)	16.5% (94)	568	
Sustainable Fisheries	5.5% (31)	13.1% (74)	26.1% (148)	23.3% (132)	32.1% (182)	567	

5. If you see seafood on a NT menu without an 'imported or country of origin label, where do you assume it is from?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Australia	37.0%	**193**	45.6%	274
Overseas	22.2%	**116**	18.6%	112
NT	15.3%	**80**	11.6%	70
Northern Australia (NT, WA, QLD)	11.3%	**59**	9%	54
Darwin	5.4%	**28**	4.2%	25
Do Not Know	8.8%	**46**	11%	66
Answered Question		**522**		601
Skipped Question		81		49

6. What might make you choose NT seafood over other menu choices when you dine out? (May choose up to 3 categories)

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Freshness of Local Seafood	87.1%	**446**	88.3%	523
Support of NT Fishing Industry	75.2%	**385**	68.9%	408
Price	18.0%	**92**	25.3%	150
Better Flavour	36.9%	**189**	33.1%	196
Overall preference of Seafood	19.0%	**97**	17.4%	103
Health	18.2%	**93**	16.9%	100
Species	16.4%	**84**	23.1%	137
Attractiveness of Dish	9.6%	**49**	9.8%	58
Other	2.0%	**11**	3.71%	22
Answered Question		**512**		592
Skipped Question		91		58

7. Are you aware of seafood labelling requirements for food outlets in the Northern Territory?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
1 – Not at all Aware	21.5%	**108**	24.8%	147
2	15.1%	**76**	14.3%	85
3	26.3%	**132**	24.3%	144
4	17.9%	**90**	18.2%	108
5 – Very Aware	19.1%	**96**	18.4%	109
Answered Question		**502**		593
Skipped Question		101		57

8. How did you hear about the NT seafood labelling laws? (may choose more than one category)

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Word of Mouth	32.9%	132	N/A	N/A
Northern Territory Seafood Council	26.9%	108	21.7%	97
Through Dining Outlets	25.9%	104	24%	107
Local Media – TV	26.7%	107	19.1%	85
Local Media – Newspaper	24.2%	97	22%	98
NT Fisheries	20.5%	82	19.3%	86
Fishmongers	17.2%	69	16.6%	74
Internet	11.5%	46	12.3%	55
Local Media – Radio	11.0%	44	N/A	N/A
Facebook	11.0%	44	N/A	N/A
Local Media – General	N/A	N/A	29.1%	130
Local Media – Magazine	2.2%	9	N/A	N/A
Twitter	0.0%	0	N/A	N/A
Social Media	N/A%	N/A	10.3%	46
Other	5.9%	24	9.8%	44
Answered Question		**401**		446
Skipped Question		202		204

9. Seafood not harvested from Australian waters is to be clearly labelled 'Imported'. Dishes which contain multiple seafood ingredients, one or more of which have not been harvested in Australian waters, are to be labelled "Contains imported seafood products". Would this knowledge of NT seafood labelling laws influence your choice of seafood purchases in the immediate future?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	95.3%	**481**	92.7%	548
No	4.8%	**24**	7.3%	43
Answered Question		**505**		591
Skipped Question		98		59

10. How successful have the NT labelling laws been in assisting you to make an informed choice between Australian and imported seafood?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Excellent Success	20.7%	**104**	18.8%	111
Good Success	36.5%	**183**	31%	183
Successful	26.1%	**131**	30.8%	182
Limited Success	14.1%	**71**	15.7%	93
No Success	2.6%	**13**	3.7%	22
Answered Question		**502**		591
Skipped Question		101		59

11. Do you think that you are eating more NT seafood today compared to 18 months ago?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Much More	20.6%	**102**	21.7%	128
Slightly More	34.3%	**170**	32%	189
Same	40.7%	**202**	41.9%	247
Slightly Less	3.2%	**16**	2.7%	16
Much Less	1.2%	**6**	1.7%	10
Answered Question		**496**		590
Skipped Question		107		60

12. Overall, do you have a preference for NT seafood over other available seafood?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
1 – No Preference for NT Seafood	2.6%	**13**	2.7%	16
2	2.8%	**14**	3.2%	19
3	12.2%	**60**	14.7%	87
4	27.1%	**134**	30.7%	181
5 – High Preference for NT Seafood	55.3%	**273**	48.6%	287
Answered Question		**494**		590
Skipped Question		109		60

13. "NT seafood product tastes better and has superior quality to the rest" Do you agree?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
1 – Disagree strongly	0.6%	**3**	0.3%	2
2 – Disagree	3.6%	**18**	2.6%	15
3 – No Real View	18.2%	**90**	21.9%	129
4 – Agree	49.2%	**243**	49.5%	291
5 – Highly Agree	28.3%	**140**	25.7%	151
Answered Question		**494**		588
Skipped Question		109		62

14. How much of a premium price would you be willing to pay for NT labelled seafood over seafood that is imported?

	2014						
	Up to 0%	1 – 10%	11% – 20%	21% – 30%	30% plus	**Total Response Count**	Total Skipped
	Response Percent (Response Count)						
Fish & Chips/ Takeaway	9.8% (48)	39.1% (192)	29.5% (145)	12.8% (63)	8.8% (43)	**491**	112
Restaurant	5.9% (29)	26.7% (131)	35.2% (173)	17.9% (88)	14.3% (70)	**491**	
	2013						
Fish & Chips/ Takeaway	N/A	51.5% (302)	31.6% (185)	10.9% (64)	6% (35)	586	64
Restaurant	N/A	30% (176)	41.5% (234)	19.8% (116)	8.7% (51)	586	

15. How much of a premium price would you be willing to pay for NT labelled seafood over seafood that is from elsewhere in Australia?

	2014						
	Up to 0%	1 – 10%	11% – 20%	21% – 30%	30% plus	**Total Response Count**	Total Skipped
	Response Percent (Response Count)						
Fish & Chips/ Takeaway	20.3% (99)	45.3% (221)	21.1% (103)	9.0% (44)	4.3% (21)	**488**	115
Restaurant	15.4% (75)	39.3% (192)	26.4% (129)	11.5% (56)	7.4% (36)	**488**	
	2013						
Fish & Chips/ Takeaway	N/A	68.3% (400)	22.5% (132)	6.8% (40)	2.4% (14)	586	64
Restaurant	N/A	52.4% (307)	32.6% (191)	10.4% (61)	4.6% (27)	586	

16. How important is choosing NT seafood for the following occasions?

	1 – Not Important	2 – Some Importance	3 – Important	4 – Very Important	5 – Extremely Important	**Total Response Count**	Total Skipped
	2014						
	Response Percent (Response Count)						
Mid-week Takeaway Meal	9.9% (48)	24.3% (118)	31.7% (154)	18.9% (92)	15.2% (74)	**486**	117
Fish & Chips	6.8% (33)	17.5% (85)	32.5% (158)	26.1% (127)	17.1% (83)	**486**	
Hotels / Motel / Club Meals	3.5% (17)	13.0% (63)	30.3% (147)	31.3% (152)	22.0% (107)	**486**	
Restaurant Meal	3.3% (16)	7.0% (34)	19.8% (96)	36.6% (178)	33.3% (162)	**486**	
Home Meal	3.1% (15)	9.9% (48)	23.1% (112)	33.7% (164)	30.3% (147)	**486**	
Home Meal with Guests	2.9% (14)	7.0% (34)	19.3% (94)	32.9% (160)	37.9% (184)	**486**	
	2013						
Mid-week Takeaway Meal	10.9% (64)	25.3% (148)	31.6% (185)	17.3% (101)	14.9% (87)	585	65
Fish & Chips	7.5% (44)	24.3% (142)	29.1% (170)	23.1% (135)	16.1% (94)	585	
Hotels / Motel / Club Meals	5% (29)	16.1% (94)	30.1% (176)	29.2% (171)	19.7% (115)	585	
Restaurant Meal	2.9% (17)	8.9% (52)	22.9% (134)	35.6% (208)	29.7% (174)	585	
Home Meal	3.8% (22)	11.1% (65)	25% (146)	31.3% (183)	28.9% (169)	585	
Home Meal with Guests	3.4% (20)	8.5% (50)	20.2% (118)	31.1% (182)	36.8% (215)	585	

17. Are you aware of the Support NT Caught campaign?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	61.4%	**300**	48.1%	284
No	38.7%	**189**	51.9%	307
Answered Question		**489**		591
Skipped Question		114		59

18. Where have you seen this logo? (You may choose more than one category)

SUPPORT NT CAUGHT

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Seafood Retailers	71.5%	**216**	75.7%	215
Posters and Banners	37.8%	**114**	27.8%	79
TV Ads	34.1%	**103**	17.3%	49
Newspaper	31.1%	**94**	32%	91
Menus	27.2%	**82**	NA	NA
Facebook	25.5%	**77**	NA	NA
Internet	20.2%	**61**	25.7%	73
Recipes Cards	17.2%	**52**	12.3%	35
Stickers	16.6%	**50**	18.3%	52
Magazines	13.3%	**40**	14.8%	42
Stubbies Coolers	6.6%	**20**	7%	20
T-shirts	5.6%	**17**	3.2%	9
Twitter	0.7%	**2**	NA	NA
Other	2.3%	**7**	4.9%	14
Answered Question		**302**		284
Skipped Question		301		366

19. Are you aware of the Darwin commercial fishing/seafood precinct at Fisherman's Wharf?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	89.3%	**267**	88.7%	252
No	8.4%	**25**	8.5%	24
Don't Know	2.3%	**7**	2.8%	8
Answered Question		**299**		284
Skipped Question		304		366

20. Do you think the Northern Territory's commercial fishing industry is sustainable?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	48.5%	**235**	52.7%	311
No	5.8%	**28**	4.6%	27
Not Sure	45.8%	**222**	42.7%	252
Answered Question		**485**		590
Skipped Question		118		60

21. In your opinion, does the NT commercial seafood industry deliver benefits in terms of:

	1 – No Benefit	2 – Minor Benefit	3 – Benefit	4 – Strong Benefit	5 – Extremely Beneficial	**Total Response Count**	Total Skipped
	2014						
	Response Percent (Response Count)						
Employment	0.4% (2)	9.9% (48)	42.4% (205)	29.0% (140)	18.2% (88)	**483**	120
Fresh Seafood Availability	1.2% (6)	5.8% (28)	24.6% (119)	40.2% (194)	28.2% (136)	**483**	
Favourable NT Image	1.9% (9)	5.0% (24)	30.6% (148)	34.2% (165)	28.4% (137)	**483**	
	2013						
Employment	0.8% (5)	6.6% (39)	44.9% (265)	32.2% (190)	15.4% (91)	590	60
Fresh Seafood Availability	1.2% (7)	3.2% (19)	26.4% (156)	39% (230)	30.2% (178)	590	
Favourable NT Image	1.5% (9)	5.1% (30)	28.5% (168)	39.5% (233)	25.4% (150)	590	

22. Are you aware of the Northern Territory Seafood Council and its representative role for the NT seafood industry?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Yes	48.9%	**236**	48.6%	287
No	34.0%	**164**	34.2%	202
Don't Know	17.2%	**83**	17.1%	101
Answered Question		**483**		590
Skipped Question		120		60

23. Gender

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Male	31.9%	**152**	32.1%	185
Female	68.1%	**324**	67.9%	391
Answered Question		**476**		576
Skipped Question		127		74

24. Number of people in your household?

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
1	8.2%	**39**	7.6%	44
2	33.2%	**158**	41.1%	237
3	19.8%	**94**	20.1%	116
4	24.6%	**117**	21.4%	123
5	9.9%	**47**	6.1%	35
6	2.1%	**10**	2.6%	15
7 Plus	2.3%	**11**	1%	6
Answered Question		**476**		576
Skipped Question		127		74

25. Age of survey respondent

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
18 -25	4.2%	**20**	5%	29
26 - 33	17.4%	**83**	20%	115
34 - 41	23.7%	**113**	18.8%	108
42 - 49	22.5%	**107**	23.4%	135
50 - 57	16.8%	**80**	18.9%	109
57 - 64	10.9%	**52**	10.1%	58
65+	4.4%	**21**	3.8%	22
Answered Question		**476**		576
Skipped Question		127		74

26. Length of time in the NT

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Less Than Six Months	0.6%	**3**	2.8%	16
6 Months - 1 Year	2.7%	**13**	4.3%	25
1 - 3 years	12.2%	**58**	10.6%	61
3 Years Plus	84.5%	**402**	82.3%	474
Answered Question		**476**		576
Skipped Question		127		74

27. Darwin postcode

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Answered Question		**476**		576
Skipped Question		126		74

28. Contact details for draw prize

	2014		2013	
	Response Percent	Response Count	Response Percent	Response Count
Email	100%	**468**	99.8%	548
Name	85.3%	**399**	81.6%	448
Phone Number	64.7%	**303**	63.6%	349
Answered Question		**468**		549
Skipped Question		135		101

NORTHERN TERRITORY Seafood Council

Northern Territory Government

C-AID CONSULTANTS