

Queensland Seafood Industry Association
Queensland Seafood Research
Topline Results
19 November 2007

- This document presents the topline results from the Queensland Seafood Research.
- A total of 300 telephone interviews were conducted with a random selection of Queensland households from 8 – 15 November 2007.
- The target respondent was the main seafood purchaser in the household.
- Results are reported in the same format as the questionnaire for ease of reading.

Q1: So firstly, how regularly does your household eat seafood? (Single response)

n=300	%
3 or more times per week	10
1 – 2 times per week	54
About once a fortnight	17
About once a month	11
Less often than once a month	7
Don't know	0

Q2: Which of the following types of outlets do you purchase seafood from? (Multiple response)

n=300	%
Supermarket	63
Specific seafood shop	59
Fish and chip shop	55
Restaurant	50
Catch fish myself	27
Get given seafood from other people	27
Markets	20
Other	0
Don't know	0

Q3: When you are buying seafood, what are the things you take into consideration when choosing between the different options available? (Multiple response)

n=300	%
Freshness	58
Cost	46
Where the seafood is from	36
Colour / look of seafood	25
Quality	18
Type of fish	8
Smell	3
Reputation of the outlet	3
On special	2
Staff service and knowledge	1
Other	9
Don't know	1

Q4: On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree that you take the following issues into consideration when deciding on what seafood to purchase?

n=300	Strongly Disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Strongly Agree %	Don't Know %
Quality	1	0	0	0	3	0	3	18	22	53	1
Cost	2	2	2	2	13	10	16	24	11	18	0
Freshness	0	0	0	0	1	0	2	15	16	66	0
Colour & look of seafood	0	1	0	0	1	2	3	22	19	50	0
Where the seafood is from	1	0	1	1	6	2	6	22	13	46	0
Reputation of the outlet	1	1	1	0	9	8	13	31	9	26	0
Staff service & knowledge	2	2	6	4	20	11	14	20	8	12	0

Q4: Mean scores

n=300	Mean
Freshness	9.4
Quality	9.1
Colour and look of seafood	9.0
Where the seafood is from	8.6
Reputation of the outlet	7.9
Cost	7.3
Staff service and knowledge	6.6

Q5: Of the things just read out, what would you say are the three most important things that you consider when purchasing seafood?

n=300	First mention %	2 nd mention %	3 rd mention %	In the top 3 %
Freshness	48	25	9	81
Quality	19	20	10	48
Where the seafood is from	17	17	17	51
Cost	9	20	31	59
Colour and look of seafood	4	12	15	31
Reputation of the outlet	2	2	9	13
Staff service and knowledge	0	2	4	7
Other	1	3	3	7
Don't know	0	0	2	

Q6: On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is it for you to know where the seafood is from when you purchase it?

n=300	Not at all important %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Extremely important %	Don't Know %
From a supermarket	2	1	1	2	6	5	7	14	13	45	4
From a specific seafood shop	2	0	2	1	7	3	5	16	14	47	2
From a local fish & chip shop	4	2	5	3	10	5	9	14	10	34	4
From a restaurant	3	3	6	1	10	4	8	19	10	29	6

Q6: Mean scores

n=300	Mean
From a specific seafood shop	8.5
From a supermarket	8.3
From a local fish and chip shop	7.5
From a restaurant	7.4

Q7: The next question is about whether you actively choose local Australian seafood over imported seafood if it's available. Which of the following best describes you? (Single response)

n=300	%
I always buy local Australian seafood if it's available	62
I mostly buy local Australian seafood if it's available	28
I occasionally buy local Australian seafood if it's available	4
I don't specifically choose local Australian seafood	6
Don't know	0

Q8: Why do you buy local Australian seafood? (Multiple response)

n=281 <i>(those who do specifically choose local Australian seafood)</i>	%
To support local / Australian business and jobs	55
Fresher as it has travelled less / not frozen	38
Better quality	33
Healthier/Safer (eg. no contamination, toxins, chemicals, polluted water etc.)	19
Generally don't trust imported seafood/General safety concerns	14
Better taste	10
Know where it's from / Familiarity with origin	4
Cheaper	0
Other	7
Don't know	0

Q9: On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, compared to imported seafood, how much do you agree that local Australian seafood is...?

n=300	Strongly Disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Strongly Agree %	Don't Know %
Of higher quality	0	0	0	1	5	3	7	16	20	45	2
More expensive	1	0	3	1	11	8	13	20	8	27	7
Better for you	2	0	1	1	9	3	7	21	13	40	3
Good value for money	1	0	2	3	15	7	17	21	9	23	2
Fresher	0	0	0	1	3	3	5	17	19	49	2

Q9: Mean scores

n=300	Mean
Fresher	8.9
Of higher quality	8.7
Better for you	8.3
More expensive	7.7
Good value for money	7.5

Q10: On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the statement I am more confident eating local Australian seafood than imported seafood?

n=300	Strongly Disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Strongly Agree %	Don't Know %
Confidence	2	1	0	0	3	2	4	12	16	59	1

Q10: Mean score

n=300	Mean
Confidence	9.0

Q11: If you were shopping for a certain type of fish and the imported product cost \$20 per kilo, how much would you be willing to pay per kilo for the local Australian option of the same fish? (Single response)

n=300	%
Less than \$20	6
\$20	10
\$21 - \$24	10
\$25	33
\$26 - \$29	7
\$30	24
Over \$30	6
Don't know	4

Q11: Summary statistics

n=300	
Average cost per kilo for local Australian option of the same fish	\$25.83
Minimum cost per kilo for local Australian option of the same fish	\$4.00
Maximum cost per kilo for local Australian option of the same fish	\$50.00

Q12: Seafood retailers such as supermarkets and seafood shops are required to display which country their seafood products are from. Restaurants and fish and chip shops do not have the same regulation. Do you think restaurants and fish and ship shops should have to display which country their seafood is from? (Single response)

n=300	%
Yes	92
No	7
Don't know	1

Q13: One option being considered is for a small logo to be used on restaurant and fish and chip shop menus to identify the items that use Queensland seafood. Would you like to see this logo introduced in restaurants and fish and chip shops? (Single response)

n=300	%
Yes	95
No	5
Don't know	0

Q14: On a scale of 1 to 10, where 1 is not at all interested and 10 is extremely interested, how interested are you in the following information about Queensland seafood?

n=300	Not at all interested %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Extremely interested %	Don't Know %
A brochure on Queensland seafood & where you can purchase it	6	2	3	4	11	6	11	16	8	32	0
Clear, prominent signage or logos in seafood retailers & restaurants	3	1	2	1	4	4	8	19	13	47	0
A Seafood Trial Guide map showing where you can purchase local seafood along the Queensland east coast	5	2	3	2	12	4	10	19	9	34	0
Access to a website with information on Queensland seafood & where you can purchase it	10	4	2	3	10	5	15	17	5	27	3

Q14: Mean scores

n=300	Mean
Clear, prominent signage or logos in seafood retailers and restaurants	8.4
A Seafood Trail Guide map showing where you can purchase local seafood along the Queensland east coast	7.5
A brochure on Queensland seafood and where you can purchase it	7.3
Access to a website with information on Queensland seafood and where you can purchase it	6.9

Q15: On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree with the following statement, it is important to me that fresh local seafood continues to be available?

n=300	Strongly Disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	Strongly Agree %	Don't Know %
Fresh local seafood importance	0	0	0	0	1	1	2	8	11	76	0

Q15: Mean score

n=300	Mean
Fresh local seafood importance	9.6

D1: Gender

n=300	%
Male	37
Female	63

D2: Which of the following best describes your household? (Single response)

n=300	%
Single person household	11
Group household	5
Couple with no children	18
Family with mostly under school aged children	7
Family with mostly school aged children	19
Family with mostly adult children living at home	13
Family with mostly adult children who have left home	26
Other	0
Refused	1

D3: Into which of the following categories does your gross household income fall (including pensions and allowances)? (Single response)

n=300	%
Under \$25,000	12
\$25,000 – under \$50,000	20
\$50,000 – under \$80,000	22
\$80,000 – under \$100,000	16
\$100,000 – under \$150,000	12
\$150,000 or more	6
Refused	12

S3: Into which of the following age groups do you fall? (Single response)

n=300	%
18-24 years	3
25-34 years	12
35-44 years	23
45-54 years	23
55-64 years	23
65 years and over	16