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MSC Christmas Prawns

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Prepared for:



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▶ Methodology

Methodology

- This study was conducted online between 20-23 November 2022.
- The sample comprised of a nationally representative sample of 1,021 Australians aged 18 years and older
- YouGov designed the questionnaire, a copy of which has been included in this report.
- Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

▶ **Key Findings**

Key Findings

Essential Aussie Christmas foods (Q1)

- Research reveals that more than one in two (55%) Australians say that prawns are an essential Aussie Christmas food, which is considered the second most essential Christmas food to only ham (64%).
- Other essential Aussie Christmas foods include turkey (42%), pork (34%) and lamb (27%).
- Furthermore, one in four (25%) say that lobster and one in five (20%) say that salmon are essential Aussie Christmas foods.
- Women are more likely than men to say that ham (69% compared to 59%) and prawns (59% compared to 51%) are essential Aussie Christmas foods. Whereas men are more likely than women to say that lamb (32% compared to 22%), lobster (30% compared to 20%) and salmon (27% compared to 15%) are essential Aussie Christmas foods.
- Older Australians are more likely than their younger counterparts to say prawns are an essential Aussie Christmas food (Silent 71%, Baby Boomers 64% compared to Millennials 51% and Gen Z 36%). While Millennials and Gen Z are more likely than Baby Boomers to consider salmon an essential Aussie Christmas food (25% and 26% compared to 16%).
- Furthermore, three in ten (31%) Millennials say lobster is an essential Aussie Christmas food, which is more likely than Gen Z (19%) and Baby Boomers (22%).
- Queenslanders (63%) more likely than Victorians (50%) to say prawns are an essential Aussie Christmas food. While South Australians (35%) are more likely than Victorians (21%) and Queenslanders (23%) to say that lobster is an essential Aussie Christmas food.

Key Findings (continued...)

Planning of buying/ eating more of less prawns this Christmas compared to last year (Q2)

- One in four (25%) Australians say they are likely to buy/ eat more prawns this Christmas period compared to last year, including more than one in ten (12%), the equivalent of 2.3 million people, that plan on buying/ eating a lot more this Christmas period.
- While, two in five (40%) say they plan on buying/ eating about the same amount of prawns this Christmas period compared to last year and just one in ten (11%) plan on buying/ eating less this year.
- Men are more likely than women to plan on buying/ eating more prawns this Christmas compared to last year (33% compared to 18%).
- As are younger Aussies more likely than older Aussies (Gen Z 36%, Millennials 43% compared to Gen X 25% compared to Baby Boomers 7% and Silent 4%).
- Aussies residing in NSW (30%) are more likely than Victorians and Queenslanders (22% respectively) to plan on buying/ eating more prawns this Christmas period compared to last year.

Key Findings (continued...)

Reasons for buying/ eating more/less prawns this Christmas period compared to last year (Q3)

Of those that plan on buying/ eating MORE prawns this Christmas period compared to last year (n=258)...

- The top 3 reasons for buying/ eating more prawns this Christmas are to eat better quality food (48%), to support local food producers (38%) and to eat more food from sustainable sources (37%).
- Other reasons include, to protect the environment (28%), to save money (26%) and for health reasons (25%).
- Men are more likely than women to be planning on buying/ eating more prawns this Christmas to protect the environment (32% compared to 20%) and for health reasons (30% compared to 18%), while women are more likely than men to be doing so to eat better quality food (61% compared to 41%).
- Furthermore, one in three (33%) Millennials and one in four (26%) Gen X are planning on buying/ eating more prawns this Christmas for health reasons.

Of those that plan on buying/ eating LESS prawns this Christmas period compared to last year (n=113)...

- With the cost of living crisis affecting many Aussies it is not surprising that the top reason for buying/ eating less prawns this Christmas is predominantly to save money (61%).
- While other reasons include, to eat better quality food (14%), as they won't be spending Christmas in Australia this year (10%) and for health reasons (10%).

Key Findings (continued...)

Buying MSC certified sustainable prawns this year (Q4)

Of Australians who buy/eat seafood (n=863)...

- Research reveals that more than six in ten (62%) Aussie seafood consumers intend to buy MSC certified sustainable prawns this year, including two in five (39%) who intend doing so support local fisheries/fishing communities, more than a third (35%) to safeguard seafood for future generations and almost three in ten (28%) as they care about their environmental impact.
- On the other hand, almost three in ten (28%) do not plan to purchase MSC certified sustainable prawns this year, with almost one in five (17%), the equivalent of 2.8 million people, admitting they do not know how to identify them/ purchase them, 7% saying they are too expensive and 5% saying they never buy them.
- Furthermore, one in ten (10%) say they do not mind if they are sustainable or not.
- Men are more likely than women to say they intend to buy MSC certified sustainable prawns this year (69% compared to 54%), as well as more likely to cite wanting to safeguard seafood for future generations as a reason (39% compared to 31%), while women are more likely than men to cite not knowing how to identify them/ purchase them (21% compared to 12%) as a reason for not intending to buy MSC certified sustainable prawns this year.
- Women are also more likely than men to say they don't mind if the prawns they buy are sustainable or not (12% compared to 8%).
- Younger Aussie seafood consumers are also more likely than their older counterparts to say they intend to buy MSC certified sustainable prawns this year (Gen Z 71% and Millennials 77% compared to Gen X 55% and Baby Boomers 50%).

Key Findings (continued...)

Of Australians who buy/eat seafood (n=863)...

- With Millennials more likely than all other generations to cite wanting to safeguard seafood for future generations (45%) and as they care about their environmental impact (39%) as reasons for doing so.
- In contrast, older generations are more likely to say they do not plan to purchase MSC certified sustainable prawns this year (Baby Boomers 39% and Gen X 32% compared to Millennials 16% and Gen Z 18%), as well as more likely to cite not knowing how to identify them/ purchase them as a reason (Baby Boomers 21% and Gen X 18% compared to Millennials 12% and Gen Z 10%).
- Those living in SA and NSW are more likely than those living in QLD to say they intend to buy MSC certified sustainable prawns this year (72% and 67% compared to 57%), with those living in NSW also more likely than Queenslanders to cite wanting to support local fisheries/fishing communities (45% compared to 35%), to safeguard seafood for future generations (39% compared to 29%), and together with South Australians, they are also more likely to do so as they care about their environmental impact (NSW 31% and SA 36% compared to QLD 20%).
- Encouragingly, of those than plan on buying/ eating more prawns this Christmas period, the majority (87%) say they intend to buy MSC certified sustainable prawns this year.

▶ **Questionnaire**

OM_MSC_ChristmasPrawns_AU_Nov22

Version: 24

Base: All Australian adults aged 18 years+

Question type: **Multiple**

#row order: randomize

[Varlabel - Q1. Most essential ingredient for an Aussie Christmas]

[GMC_Q1] Which of the following would you say are the most essential foods for an Aussie Christmas?

Please select all that apply

- <1 fixed> Prawns
- <2> Lobster
- <3> Salmon
- <4> Turkey
- <5> Pork
- <6> Ham
- <7> Lamb
- <955 fixed> Other (open [GMC_Q1_open1]) [open] please specify
- <944 fixed xor> Not applicable, I don't celebrate Christmas

Base: All Australian adults aged 18 years+

Question type: **Single**

[Varlabel - Q2. Planning on eating/buying more or less prawns during Christmas this year, compared to last]

[GMC_Q2] Are you planning on eating/buying more or less prawns during the Christmas period (month of December) this year compared to last?

Please select one option only

- <1> A lot more
- <2> Somewhat more
- <3> About the same amount
- <4> Somewhat less
- <5> A lot less
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable, I do not eat/buy seafood

Base: All Australian adults aged 18 years+ who are buying more/less prawns this year

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [GMC_Q2] - A lot more or Somewhat more or About the same amount or Somewhat less or A lot less, is selected [if GMC_Q2 in [1,2,3,4,5]]

[Varlabel - Q3. Reasons for eating/buying more/less prawns this Christmas period]

[GMC_Q3] What are the main reasons you will be eating/buying more/less prawns this Christmas period (i.e. month of December)?

Please select all that apply

- <1> Health reasons
- <2> To save money
- <3> To eat better quality food
- <4> To eat more food from a sustainable source(s)
- <5> To protect the environment
- <6> To support local food producers
- <7> I won't be spending Christmas in Australia this year
- <955 fixed> Other (open [GMC_Q3_open1]) [open] please specify

Base: All Australian adults aged 18 years+ who eat/buy seafood

Question type: Multiple

#Question display logic:

If [GMC_Q2] - Not applicable, I do not eat/buy seafood, is unselected [if not GMC_Q2 in [944]]

[Vartable - Q4. Buying MSC certified sustainable prawns this year]

[GMC_Q4] MSC certified sustainable seafood (with the Marine Stewardship Council's blue fish tick label) comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery.

Will you be buying **MSC certified** sustainable prawns this Christmas period (i.e. the month of December)?

Please select all that apply

- <1> Yes, because I want to safeguard seafood for future generations
- <2> Yes, because I want to support local fisheries/ fishers/ fishing communities
- <3> Yes, because I care about my environmental impact
- <4> No, they are too expensive
- <5> No, I never buy them
- <6> No, I don't know how to identify them/ purchase them
- <7> No, I'm allergic/ don't eat them
- <8 fixed xor> I don't mind if they are sustainable or not

Thank You

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