

I find it hard to know whether fish or seafood is from sustainable sources

Don't know if it their seafood is sustainable or not

Sense of responsibility to preserve the future of seafood by eating sustainably

Feel a strong sense of responsibility

Schools and universities in Australia doing enough about climate change and its impact on the ocean

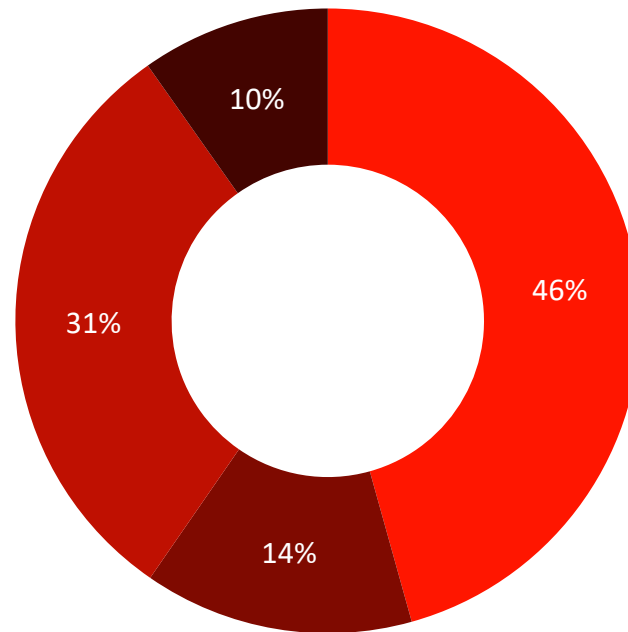
Believe more needs to be done

Who cares more about protecting the ocean environment

Believe people their age care more compared to older generations

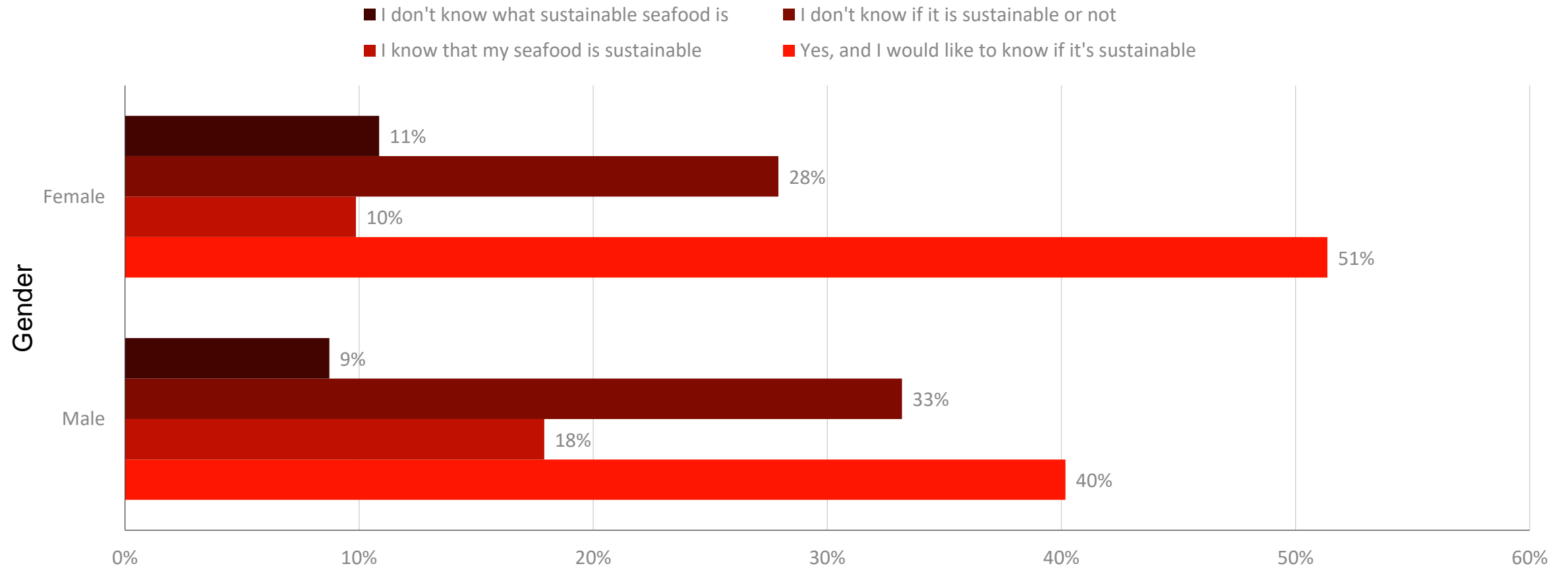
I find it hard to know whether fish or seafood is from sustainable sources

- Yes, and I would like to know if it's sustainable
- I know that my seafood is sustainable
- I don't know if it is sustainable or not
- I don't know what sustainable seafood is



I find it hard to know whether fish or seafood is from sustainable sources

Cut by Gender



I find it hard to know whether fish or seafood is from sustainable sources

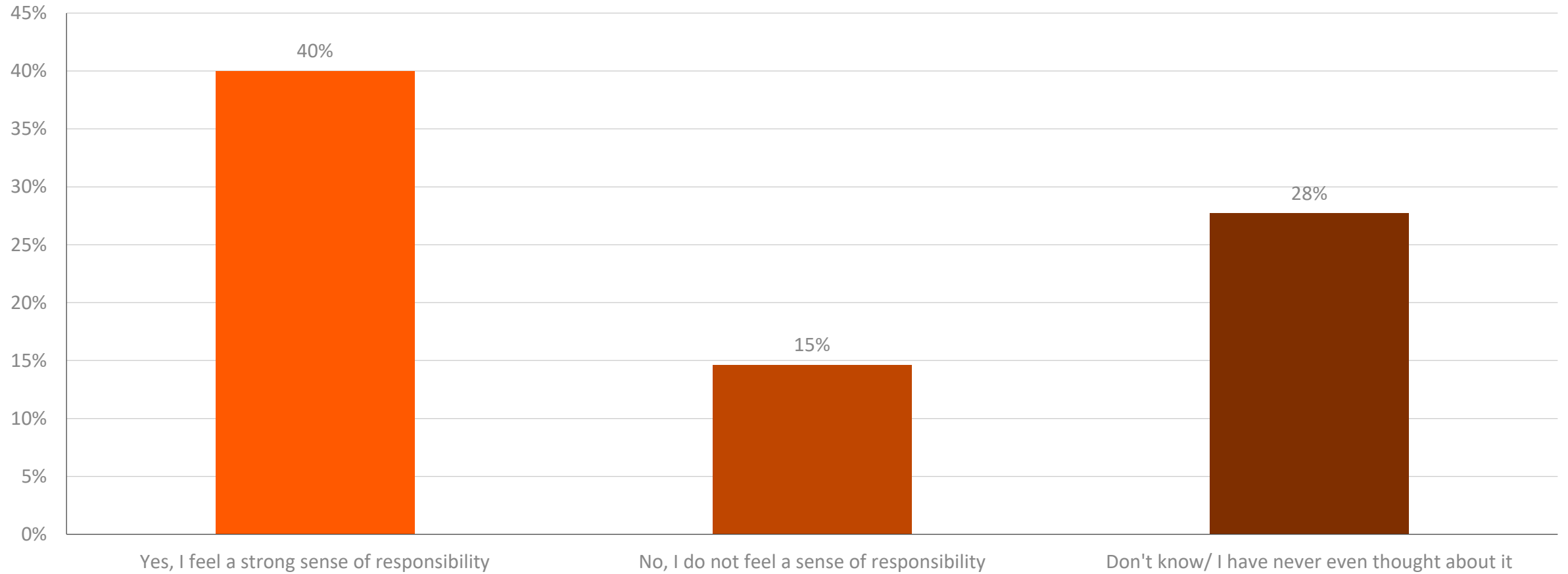
Seafood consumers (grouped)

Seafood consumers (grouped)

I find it hard to know whether fish or seafood is from sustainable sources	Heavy (More often than once a week)	Medium (Once a week/ fortnight)	Light (Once a month or less)	All seafood consumers
Yes, and I would like to know if it's sustainable	58%	47%	42%	47%
I know that my seafood is sustainable	9%	19%	11%	15%
I don't know if it is sustainable or not	24%	30%	36%	31%
I don't know what sustainable seafood is	9%	3%	11%	7%
Unweighted N	126	396	304	826



Sense of responsibility among seafood consumers to preserve the future of seafood by eating sustainably



Sense of responsibility to preserve the future of seafood by eating sustainably

Seafood consumers (grouped)

Seafood consumers (grouped)

Sense of responsibility to preserve the future of seafood by eating sustainably	Seafood consumers (grouped)			All seafood consumers
	Heavy (More often than once a week)	Medium (Once a week/ fortnight)	Light (Once a month or less)	
Yes, I feel a strong sense of responsibility	55%	52%	41%	49%
No, I do not feel a sense of responsibility	18%	20%	14%	18%
Don't know/ I have never even thought about it	27%	28%	45%	34%
Not applicable	0%	0%	0%	0%
Unweighted N	126	396	304	826



Concerns about impacts and availability of seafood | The future availability of fish and seafood for our children and grandchildren

Seafood consumers (grouped)

Seafood consumers (grouped)

The future availability of fish and seafood for our children and grandchildren	Heavy (More often than once a week)	Medium (Once a week/ fortnight)	Light (Once a month or less)	All seafood consumers
Very concerned	50%	39%	31%	38%
Somewhat concerned	47%	53%	57%	54%
Not at all concerned	2%	8%	12%	8%
Net: Concerned	98%	92%	88%	92%
Unweighted N	126	396	304	826



Concerns about impacts and availability of seafood | The impact of climate change on seafood

Age (recoded)

Age (recoded)

The impact of climate change on seafood	16 - 17	18 - 19	20 - 24	All
Very concerned	37%	48%	50%	47%
Somewhat concerned	58%	43%	41%	45%
Not at all concerned	6%	9%	8%	8%
Net: Concerned	94%	91%	92%	92%
Unweighted N	192	223	588	1003



Schools and universities in Australia doing enough about climate change and its impact on the ocean

Gender

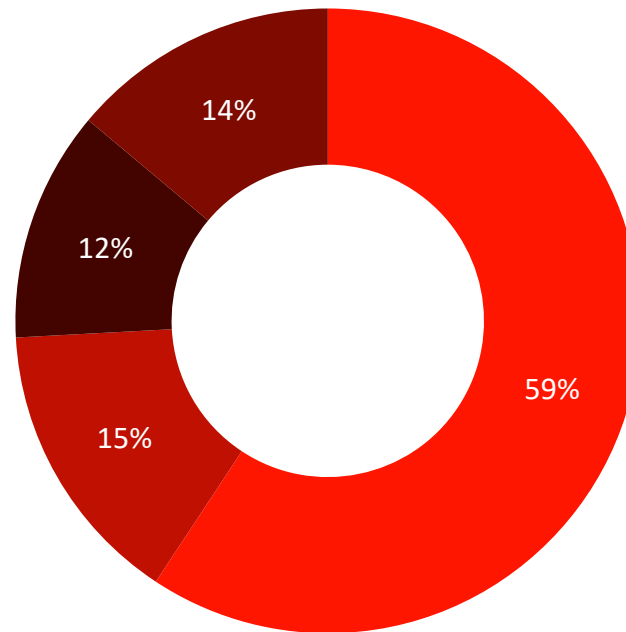
Gender

Schools and universities in Australia doing enough about climate change and its impact on the ocean	Male	Female	All
Yes, they are doing enough	26%	12%	19%
No, more needs to be done	57%	75%	65%
Don't know	17%	14%	16%
Unweighted N	498	505	1003



Who cares more about protecting the ocean environment

- People my age care more
- Parents and grandparents of people my age care more
- People my age care the same amount as their parents and grandparents
- Not applicable - I don't know how my parents or grandparents feel



Methodology

Total sample size was 1003 adults aged 16-24. Fieldwork was undertaken between 18th - 24th February 2020. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 16-24). Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

Seafood consumers

Gender

■ Never ■ Less often than once a month ■ Once a month ■ Once a fortnight ■ Once a week ■ More often than once a week

