

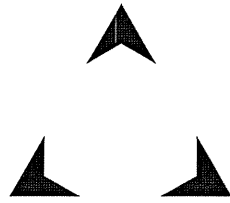


AEC*group*

**MARKET RESEARCH FOR
GREAT BARRIER REEF MARINE PARK
AUTHORITY**

POST CAMPAIGN RESEARCH

market research • economics
organisational consulting • infotec
design • marketing & advertising
education & training



AECgroup

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August 2002

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Executive Summary

This section provides an overview of the results of the survey.

Great Barrier Reef:

- 79.36% of respondents believe the Great Barrier Reef is under **some degree of Threat**;
- 38.40% of the sample **rate the degree of threat** as being ‘Above Average’ – (ratings 1 & 2 – ‘Greatly Threatened’ & ‘Threatened’);
- On **average**, the perceived Threat to the Great Barrier Reef was placed at 2.70 (w/a) on the scale, therefore tending towards Rating 3 ‘Average’.
- The most commonly nominated **‘Causes of Perceived Threat’** were:
 - Pollution Related – 25.44% ~ *cumulative results*;
 - Shipping / Boating Related – 24.64% ~ *cumulative results*;
 - Fishing Related – 22.88% ~ *cumulative results*;
 - Tourism Related – 16.96% ~ *cumulative results*.
- 75.52% of respondents indicated that over 50% of the Great Barrier Reef should be **protected** (~ *cumulative results*);
 - The **average area** of the GBR to be protected was calculated to be 84.64% (w/a).
- 86.40% of respondents indicated ‘support’ for **increased protection** of the Great Barrier Reef;
- 26.08% of those surveyed claimed to **have fished** within the GBR within the past 12 months;
- 48.80% of respondents claimed ‘Above Average Optimism’ regarding the **future of the Great Barrier Reef** (~ *cumulative results*):
 - On average, the perception for the future of the Great Barrier Reef was calculated to be 2.74 (w/a), therefore ‘Optimistic’ tending towards ‘Average’.

Advertising:

- 51.20% of respondents claimed to **recall some form of Great Barrier Reef Related Advertising**;
- Of these respondents recalling the advertising, the **‘areas’ relating** to the Advertising were:
 - Specific Advertisements (inc – Under Pressure / Crown of Thorns / Sea Grass etc) – 25.00% ~ *cumulative results*;
 - GBR / GBRMPA Related – 11.56% ~ *cumulative results*;
 - Location Specific – Including News Articles – 6.25% ~ *cumulative results*;
 - Tourism Related – 39.69% ~ *cumulative results*.

- When Prompted with Specific Elements of the **GBRMPA Advertising Campaign**:
 - 30.24% recalled the ‘Under Pressure’ Advertisement;
 - 28.80% recalled the ‘Sea Grass’ Advertisement;
 - 25.92% recalled the ‘Turtle’ Advertisement.
- From the Total Sample:
 - ❖ **Initially** – 18.72% recalled Specific GBR or GBRMPA related advertising
 - ❖ **After Prompting** – 52.80% recalled Specific GBR or GBRMPA related Advertising (Under Pressure / Sea Grass / Turtles).
- Of those Respondents recalling any Specific Advertising
 - ❖ 27.66% indicated the belief that their ‘**attitude**’ had changed;
 - ❖ 20.48% indicated their belief that their ‘**behaviours**’ had changed;
 - ❖ 61.70% indicated their belief that their ‘**awareness**’ of the Threat to the Great Barrier Reef had Increased

Reef HQ:

- 32.64% of respondents claimed to ‘have heard’ of **Reef HQ**;
- Of those respondents aware of Reef HQ, the following two categories were the most commonly chosen ‘**descriptors**’:
 - Aquarium – 45.10%
 - Great Barrier Reef Marine Park Authority – 32.84%.

Demographics:

- On average, respondents were **aged** 42.81 years. 22.24% were aged 17 to 29 years, 39.36% were aged between 30 and 49 years, and 38.40% were aged over 50 years;
- Males accounted for 43.68% of the sample, Females – 56.32%.

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Introduction

The AEC Group Ltd was commissioned to gather feedback from residents of coastal areas of Queensland. This document presents the findings of the Post-Advertising-Campaign research survey, designed in conjunction with the Great Barrier Reef Marine Park Authority.

Overview

This report proceeds in two sections:

Section 1 provides an overview of the purpose of the report, the methodology used to conduct such a research project and the data sources utilised; and

Section 2 presents the results of the survey.

Methodology

In order to gather feedback from coastal residents, a survey was conducted. The survey was conducted during the months of July and August 2002. A total of 625 surveys were obtained via telephone interviewing methods. This research methodology was retained from the previous 'pre-campaign' research, undertaken in 2001 for the Great Barrier Reef Marine Park Authority.

The survey was designed in-house and in conjunction with the Great Barrier Reef Marine Park Authority.

Survey results were processed using the relational database software, *Microsoft Access* and *Paradox for Windows Version 7.0*.

Data Sources

The principal data source utilised in this report was raw data collected by survey.

Disclaimer

The AEC Group Ltd does not warrant the accuracy of this information and accepts no liability for any loss or damage that you may suffer as a result of your reliance on this information, whether or not there has been any error, omission or negligence on the part of AEC or its employees.

Overall Results

This section presents the results of the research.

Table 1 ~ Belief that Great Barrier Reef is Under Threat

Response	Prop. (%)
Yes	79.36
No	10.72
Unsure	9.92
Total	100.0%

Key Points:

- > Almost 80% of respondents believe the Great Barrier Reef is under some degree of Threat (79.36%).

Figure 1 ~ Belief that Great Barrier Reef is Under Threat

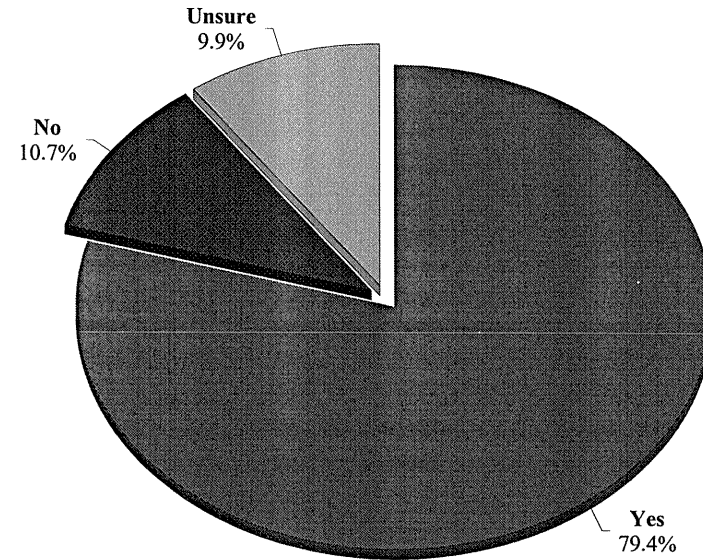


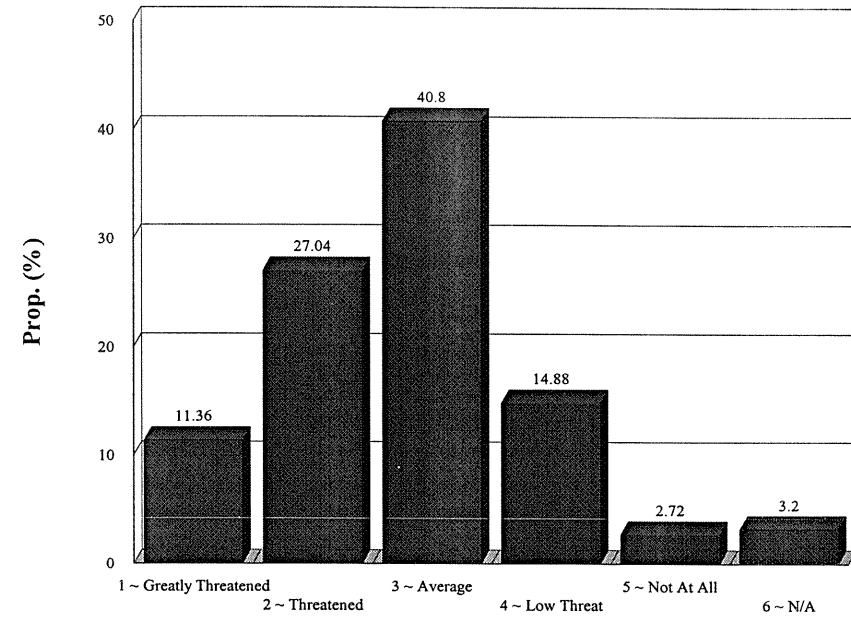
Table 2 ~ Degree of Threat to Great Barrier Reef

Response	Prop. (%)
1 ~ Greatly Threatened	11.36
2 ~ Threatened	27.04
3 ~ Average	40.8
4 ~ Low Threat	14.88
5 ~ Not At All	2.72
6 ~ N/A	3.2
Total	100.0%
Weighted Average	2.70

Key Points:

- Almost 40% of respondents believe the Great Barrier Reef is ‘Greatly Threatened’ or ‘Threatened’ (38.40% ~ cumulative results);
- 40.80% rate the degree of threat as ‘Average’;
- 17.60% rate the degree of threat as being ‘low’ or ‘Not at all’ (~cumulative results);
- On average the perceived degree of threat was calculated to be 2.7 (w/a) – therefore closer to a rating of ‘Average’.

Figure 2 ~ Degree of Threat to Great Barrier Reef



Respondents were asked to specify the perceived causes of Threat to the Great Barrier Reef. Their comments are grouped for ease of reference, and displayed in the Table below.

Table 3 ~ Causes of Threat to the Great Barrier Reef

Response	Prop. (%)
No Response	9.60
Pollution Related:	25.44
Pollution - General	20.64
Pollution - Rivers	1.60
Pollution - Rubbish	1.60
Pollution - Plastics	0.48
Pollution - Sewerage	0.48
Pollution - Air	0.32
Pollution - Fresh Water Lowering Salt Levels	0.16
Pollution - Land Pollution	0.16
Shipping / Boating Related:	24.64
Shipping / Boating - General	9.92
Shipping / Boating - Oil Spills	5.92
Shipping / Boating - Anchors	2.08
Shipping / Boating - Tankers / Carriers	1.92
Shipping / Boating - Non-piloted / Piloting Error - Running Aground on Reef	1.28
Shipping / Boating - Foreign Boats / Introduced Animals or Substances	0.96
Shipping / Boating - Pollution	0.96
Shipping / Boating - Usage of Channels	0.64
Shipping / Boating - Chemicals	0.48
Shipping / Boating - Over Usage	0.48
Fishing Related:	22.88
Fishing - Over Fishing	9.44
Fishing - Commercial Fishing	6.56
Fishing - General	5.44
Fishing - Commercial Fishing - Trawlers	1.12
Fishing - Foreign Fishing Boats in Australian Waters	0.32
Tourism Related:	16.96
Tourism - General	12.32
Tourism - Over Usage	4.32
Tourism - Commercial Operators - Usage	0.32
Human Impact Related:	14.56
Human Impact - General	10.72
Human Impact - Ignorance / Incorrect Usage of GBR	0.96
Human Impact - Over usage	0.96
Human Impact - Scuba Diving	0.80
Human Impact - Abuse of the Reef	0.64
Human Impact - Water Sports	0.32
Human Impact - Conservation Groups	0.16
Crown of Thorns Starfish	13.60

* Multiple Response Format

Table 3 ~ Causes of Threat to the Great Barrier Reef (continued)

Response	Prop. (%)
Climate Related:	13.44
Climate - Global Warming / Greenhouse Effect	6.72
Climate - General	2.40
Climate - Natural Causes	2.08
Climate - Climate Changes	0.64
Climate - Cyclones	0.64
Climate - Ozone Layer Depletion	0.64
Climate - El Nino	0.32
Chemical Related:	8.48
Chemicals - Run Off	2.72
Chemicals - Agriculture / Farm Run Off	2.40
Chemicals - General	1.76
Chemicals - Fertilizers	1.60
Agriculture / Farming Related:	7.68
Agriculture / Farming - Run Off	3.04
Agriculture / Farming - General	1.60
Agriculture / Farming - Cane Farm - Run Off	1.28
Agriculture / Farming - Land / Sediment - Run Off	1.28
Agriculture / Farming - Aquaculture - Aquaculture Run-off	0.32
Agriculture / Farming - Clearing of the Land	0.16
Coral Bleaching	4.48
Drilling for Oil / Mining	2.88
GBRMPA Related:	1.92
GBRMPA - Mismanagement	0.80
GBRMPA - Administration / Control of Tourist Numbers	0.32
GBRMPA - Lack of Patrolling	0.32
GBRMPA - Insufficient Care of the Reef	0.16
GBRMPA - Lack of Protected Areas of Reef	0.16
GBRMPA - Too Many Fishing Licenses	0.16
Environment Related:	1.76
Environment - Land Runoff	0.48
Environment - Sediment / Soil Run Off	0.48
Environment - Introduced Pests / Diseases	0.32
Environment - Land Development	0.32
Environment - Flooding	0.16
Government Related:	1.28
Government - Politicians	0.64
Government - Government Policies	0.48
Government - Government Dis-Interest in the Reef	0.16

* Multiple Response Format

Figure 3 ~ Causes of Threat to the Great Barrier Reef

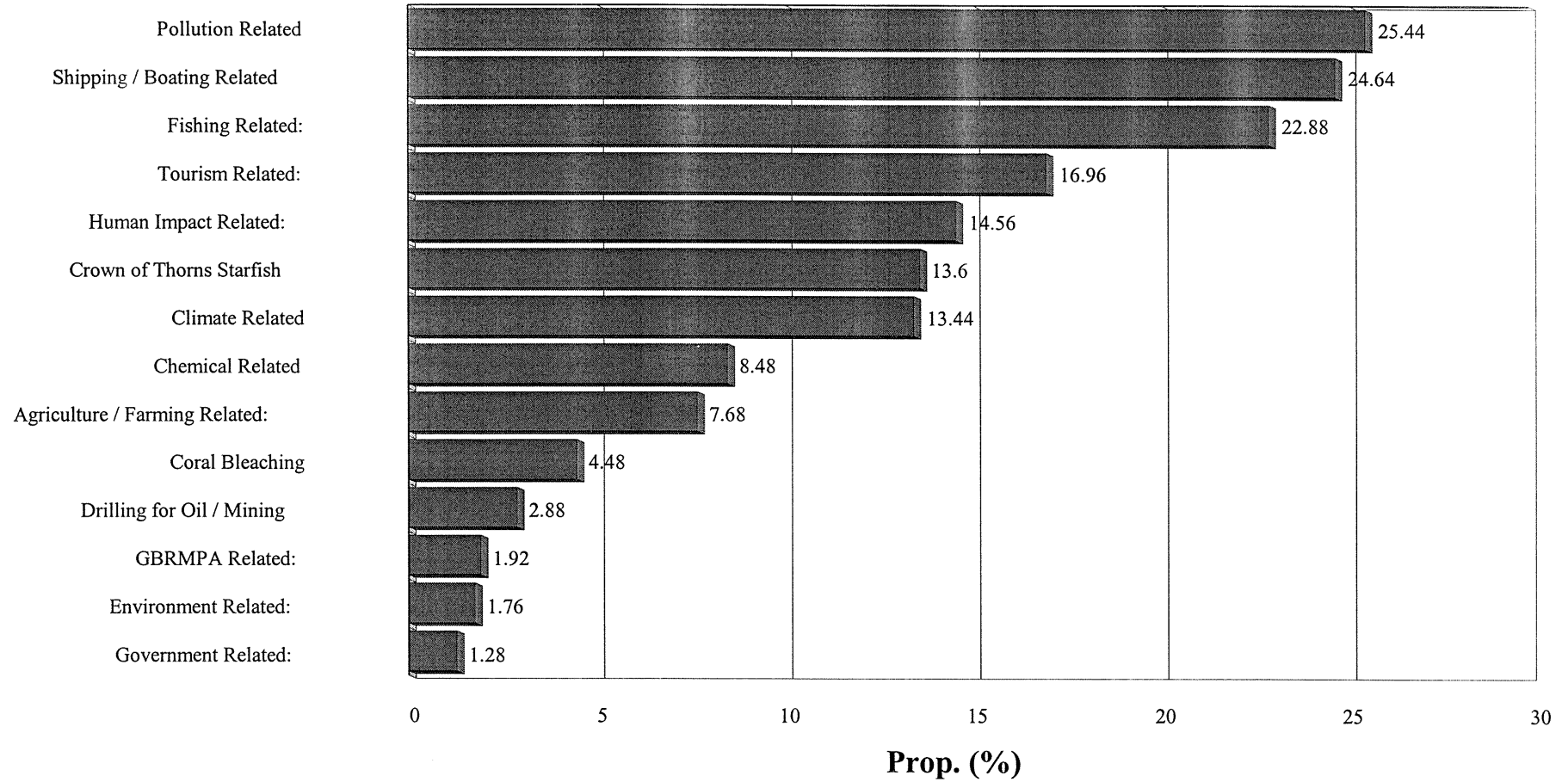


Table 4 ~ Recall of Great Barrier Reef Related Advertising

Response	Prop. (%)
Yes	51.20
No	41.28
Unsure	7.52
Total	100.0%

Key Points:

- Over 50% of those surveyed claimed recollection of ‘Great Barrier Reef’ related advertising within the past 6 months (51.20%).
- Clarification of this recalled GBR related Advertising are displayed in the Tables on the following page.

Figure 4 ~ Recall of Great Barrier Reef Related Advertising

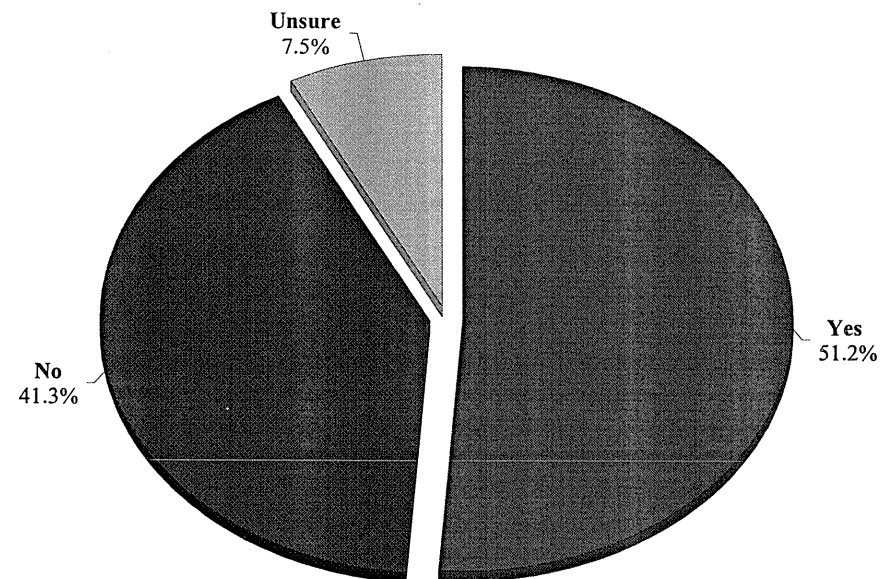


Table 4a ~ Content of Recalled Advertising

Response	Prop. (%) *	Out of Total (%)
Not Able to Specify	23.75	12.16
Specific Recalled Advertising:	25.00	12.80
Specific - 'Under Pressure' Advertisement	13.44	6.88
Specific - 'Crown of Thorns Starfish'	4.06	2.08
Specific - 'Sea Grass' Advertisement	3.44	1.76
Specific - 'Turtles' Advertisement	1.56	0.80
Specific - 'Coral Bleaching'	1.25	0.64
Specific - 'Dugong' Advertisement	1.25	0.64
GBR / GBRMPA Related:	11.56	5.92
GBR - General	1.25	0.64
GBR - Protect the Environment	0.63	0.32
GBRMPA - Green Zones / Fishing / Area Extension	5.63	2.88
GBRMPA - General	2.19	1.12
GBRMPA - Reef HQ Advertisement	0.94	0.48
GBRMPA - "Lets Keep it Great"	0.31	0.16
GBRMPA - Maps - Danger Areas	0.31	0.16
GBRMPA - Marine Park Areas	0.31	0.16
Location Specific Advertising:	6.25	3.20
Location - General Media - News Articles	0.94	0.48
Location - General Media - Ship Running Aground	0.63	0.32
Location - General Media - Television	0.63	0.32
Location - General Media - Television - Oil Spills	0.63	0.32
Location - Billboards	0.31	0.16
Location - Flyers & Pamphlets from School	0.31	0.16
Location - General Media - Dangers that fishermen were causing to the reef	0.31	0.16
Location - General Media - Effluents on farms going out to reef	0.31	0.16
Location - General Media - Environmental things happening to the reef	0.31	0.16
Location - General Media - Newspaper	0.31	0.16
Location - General Media - TV - effects of run offs	0.31	0.16
Location - General Media - Negative Press - Accidents	0.31	0.16
Location - Newspaper - General	0.31	0.16
Location - Side of Busses	0.31	0.16
Location - Stand / Booth in Flinders Mall - Tsv	0.31	0.16

* Multiple Response Format

* Includes only those respondents answering 'Yes' in Question 4

Table 4a ~ Content of Recalled Advertising (continued)

Response	Prop. (%) *	Out of Total (%)
Tourism Related:	39.69	20.32
Tourism - Charters / Cruises / Reef Trips / Dive Boats / Coral Viewing	14.06	7.20
Tourism - General	12.50	6.40
Tourism - Island Related	3.44	1.76
Tourism - Quick Cat Cruises	2.19	1.12
Tourism - Holiday / Holiday Destination Advertisements	1.88	0.96
Tourism - 'Great Adventures'	1.56	0.80
Tourism - Pure Pleasure Cruises	1.25	0.64
Tourism - Brochures	0.63	0.32
Tourism - Fantasea - Cruises / Tours	0.63	0.32
Tourism - Sun Ferries	0.63	0.32
Tourism - Reef & Rainforest Tours	0.31	0.16
Tourism - Reefworld	0.31	0.16
Tourism - Sunlover Cruises	0.31	0.16

* Multiple Response Format

* Includes only those respondents answering 'Yes' in Question 4

Key Points:

- Respondents were asked to specify the contents of the Great Barrier Reef related advertising. Their comments are grouped for ease of reference, and displayed in the Table above.

Figure 4a ~ Content of Recalled Advertising

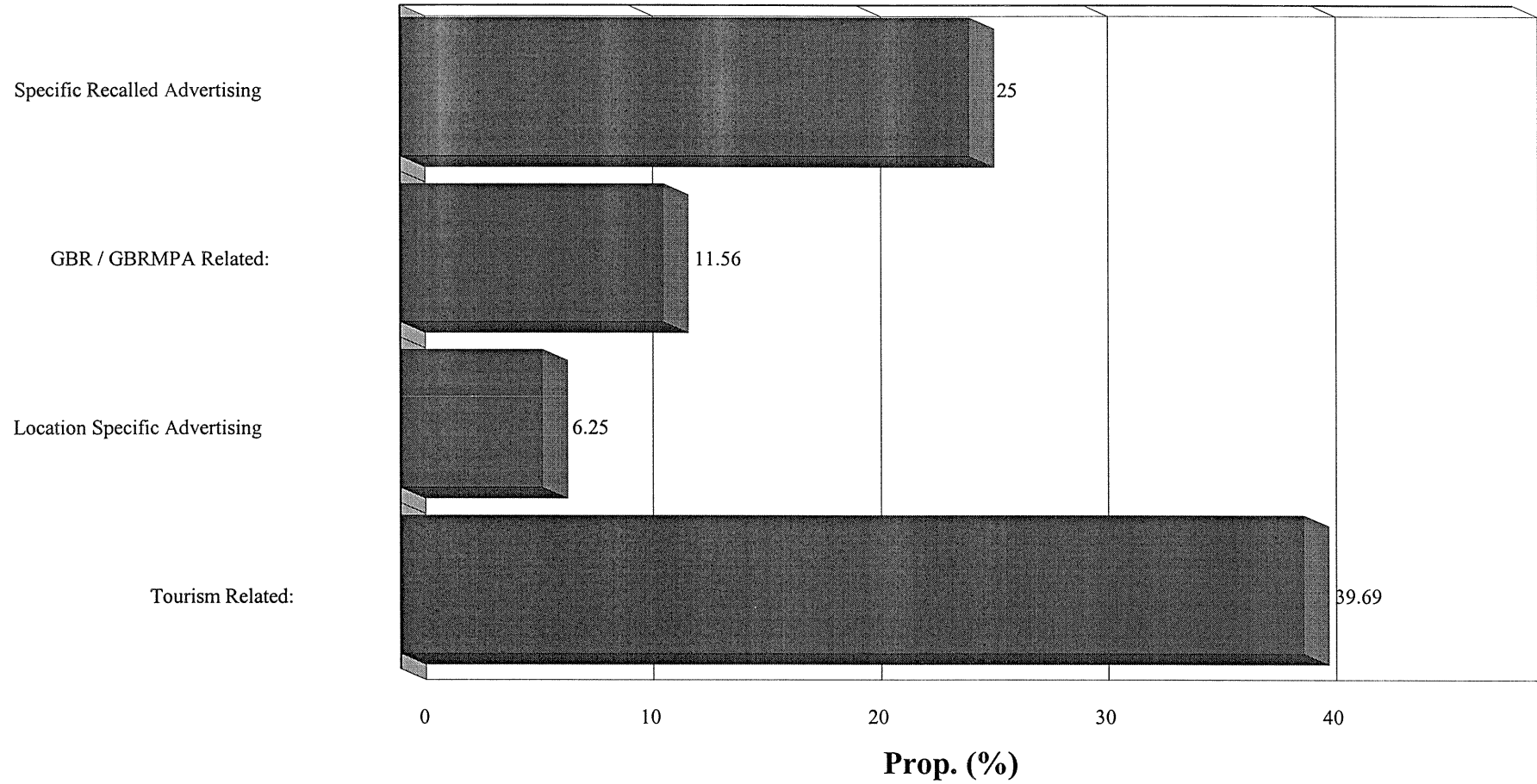


Table 4b ~ Message of Recalled Advertising

Response	Prop. (%)	
Not Able to Specify	39.69	20.32
Tourism Related Message	30.63	15.68
Information - the GBR is Under Threat / Pressure	3.44	1.76
Information - Protect the Reef	3.13	1.6
Information - GBRMPA - Green Zones / Fishing / Area Extension	1.56	0.8
Information - General Information	1.25	0.64
Information - Pollution - Affecting Reef	1.25	0.64
Information - We Need to Protect the Reef	0.94	0.48
Information - Awareness of Global Warming & the Effect on the Reef	0.63	0.32
Information - Increase General Awareness	0.63	0.32
Information - Protect the Reef or it won't last	0.63	0.32
Information - Reef being Destroyed	0.63	0.32
Information - Reefs are being Damaged	0.63	0.32
Information - Save the GBR	0.63	0.32
Information - The Reef is dying - we must protect it now	0.63	0.32
Reef HQ - Undergoing Upgrades / Re-Opening	0.63	0.32
Information - Awareness of Pollution on the Reef	0.31	0.16
Information - Awareness that Something has to be Done	0.31	0.16
Information - Be More Careful in Relation to the Reef	0.31	0.16
Information - Can Use the Reef but Look After it	0.31	0.16
Information - Coral Bleaching - Destroying the Reef	0.31	0.16
Information - Crown of Thorns Starfish	0.31	0.16
Information - Current Over Pollution	0.31	0.16
Information - Current Over Usage of the Reef	0.31	0.16
Information - Don't Damage the Reef	0.31	0.16
Information - Ecological Sustainability	0.31	0.16
Information - Environmental Awareness	0.31	0.16
Information - Fishing is Damaging the Reef	0.31	0.16
Information - General GBRMPA Information	0.31	0.16
Information - General News / Media Story	0.31	0.16
Information - Get Involved and Help Protect the Reef	0.31	0.16
Information - Have to be careful or it will be destroyed	0.31	0.16
Information - Help Keep the Reef the Way it Is	0.31	0.16
Information - Help to Save the Reef	0.31	0.16
Information - How to reduce the Stress on the Reef	0.31	0.16
Information - If we don't Look After it - we'll lose it	0.31	0.16
Information - Important Marine Habitat is being Threatened	0.31	0.16
Information - it is the responsibility of Everyone to Look After the Reef	0.31	0.16
Information - Look after the Reef	0.31	0.16
Information - Need to Protect the Reef & It's Inhabitants – a lot to lose	0.31	0.16
Information - Need to Take Care of the Reef	0.31	0.16

* Multiple Response Format

* Includes only those respondents answering 'Yes' in Question 4

Table 4b ~ Message of Recalled Advertising (*continued*)

Response	Prop. (%)	Out of Total (%)
Information - Pay more Attention to the Reef	0.31	0.16
Information - People are Not Protecting the Reef	0.31	0.16
Information - people need to protect the Reef	0.31	0.16
Information - Pollutants going out to Sea	0.31	0.16
Information - Protect Sea Grass by Not Polluting	0.31	0.16
Information - Protect Sea Turtles	0.31	0.16
Information - Protection - Everyone has to work together to look after the Reef	0.31	0.16
Information - Reef is Shrinking in Size	0.31	0.16
Information - Removal of Crown of Thorns Starfish	0.31	0.16
Information - Start Protecting the Reef and Reduce Pollution	0.31	0.16
Information - the Condition of the Reef is Worsening - we Need to Improve it	0.31	0.16
Information - The GBR Needs our Help - Habitats are being destroyed	0.31	0.16
Information - the Reef is being Threatened by Shipping / Mining	0.31	0.16
Information - the Reef is Deadly if not respected	0.31	0.16
Information - the Reef is Slowly Diminishing	0.31	0.16
Information - the Reef is Special and Needs Protection from Destruction	0.31	0.16
Information - the Reef needs protecting	0.31	0.16
Information - Think about How we Manage Crops / Farming	0.31	0.16
Information - Tightening up Controls on Fishing	0.31	0.16

* Multiple Response Format

* Includes only those respondents answering 'Yes' in Question 4

Key Points:

- Respondents were asked to specify the 'message' of the Great Barrier Reef related advertising. Their comments are grouped for ease of reference, and displayed in the Table above.

Table 5a ~ Prompted Recall – Under Pressure Advertisement

Response	Prop. (%)
Yes	30.24
No	66.88
Unsure	2.88
Total	100.0%

Key Points:

- Respondents were asked to specify if they could recall certain advertising after ‘prompting’. The ‘Prompting’ consisted of a brief description of the advertisement.
- After prompting, 30.24% of respondents claimed recollection of the ‘Under Pressure’ advertisement.

Figure 5a ~ Prompted Recall – Under Pressure Advertisement

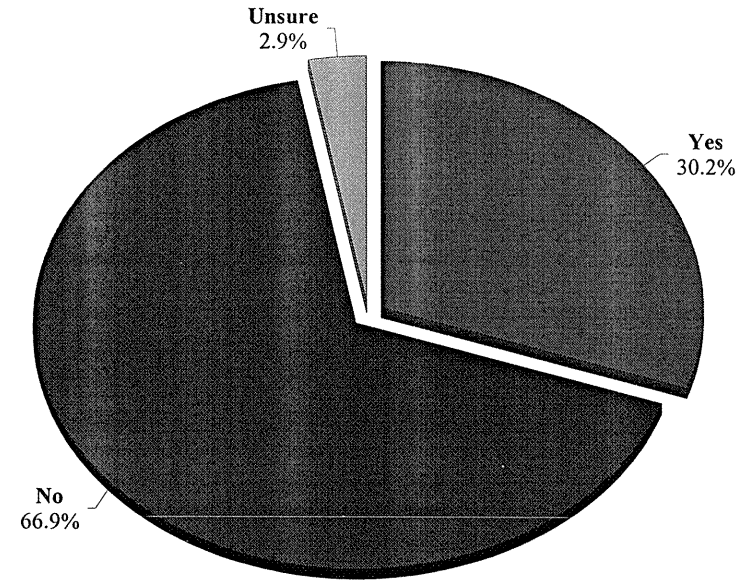


Table 5b ~ Prompted Recall – Sea Grass Advertisement

Response	Prop. (%)
Yes	28.80
No	64.48
Unsure	6.72
Total	100.0%

Key Points:

- Respondents were asked to specify if they could recall certain advertising after ‘prompting’. The ‘Prompting’ consisted of a brief description of the advertisement.

- After prompting, 28.80% of respondents claimed recollection of the ‘Sea Grass’ advertisement.

Figure 5b ~ Prompted Recall – Sea Grass Advertisement

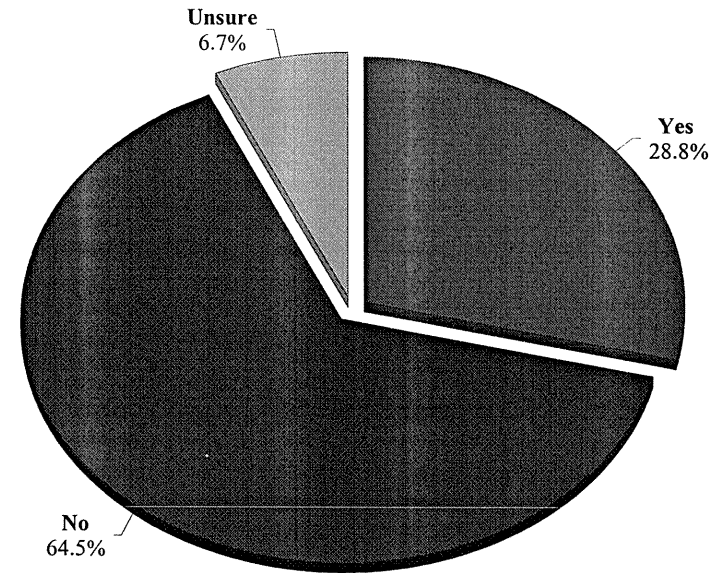


Table 5c ~ Prompted Recall – Turtle Advertisement

Response	Prop. (%)
Yes	25.92
No	68.96
Unsure	5.12
Total	100.0%

Key Points:

- Respondents were asked to specify if they could recall certain advertising after ‘prompting’. The ‘Prompting’ consisted of a brief description of the advertisement.
- After prompting, 25.92% of respondents claimed recollection of the ‘Turtle’ advertisement.

Figure 5c ~ Prompted Recall – Turtle Advertisement

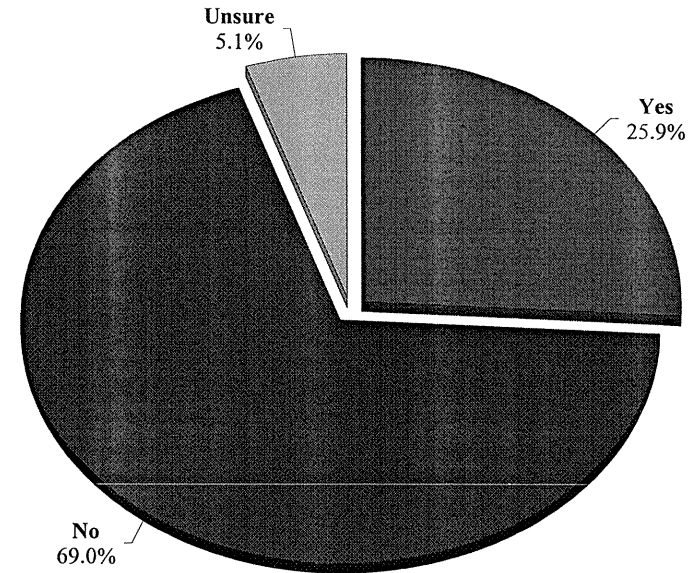


Table 5d ~ Advertisement Recall – Total (Prompted & Non-Prompted)

Response	Prop. (%)
Initial – Not Prompted	18.72
Secondary - Prompted	52.80

Key Points:

- Initially – 18.72% of those surveyed recalled the Specific Advertising – or GBRMPA related Advertising.
- After Prompting – 52.80% recalled – ‘At Least One’ of the prompted advertisements (Under Pressure / Sea Grass / Turtles).

Figure 5d ~ Advertisement Recall – Total (Prompted & Non-Prompted)

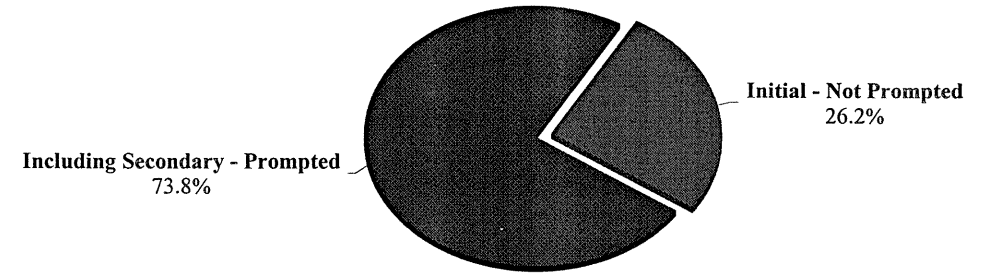


Table 6 ~ Message of Prompted Recalled Advertising

Response	Prop. (%)
Preservation Related:	26.06
Preservation - Look after / Preserve the Reef	7.58
Preservation - Protect the Reef	3.64
Preservation - Try to keep Reef alive	0.91
Preservation - If we don't look after the Reef it will disappear	0.61
Preservation - Need to take more care of the Reef	0.61
Preservation - Preserve the Reef	0.61
Preservation - Save the Reef	0.61
Preservation - Take care of the Reef	0.61
Preservation - that we have to protect the Reef or there will be nothing left	0.30
Preservation - Aim to Preserve the Reef	0.30
Preservation - Care for the Reef	0.30
Preservation - careful utilisation of what we have	0.30
Preservation - Do what we can to look after the marine areas	0.30
Preservation - Environmental Conservation	0.30
Preservation - Everything is disappearing / We need to preserve it	0.30
Preservation - General	0.30
Preservation - Help save the Reef	0.30
Preservation - Help the Reef - it is in danger of collapsing	0.30
Preservation - If don't save now, it will soon be gone	0.30
Preservation - If we don't do anything we will endanger the Reef	0.30
Preservation - If we don't stop polluting, the Reef will die	0.30
Preservation - If we don't stop what we're doing now, we will the Reef	0.30
Preservation - Keep Reefs alive for future generations	0.30
Preservation - Keep the Reef alive, moving and clean	0.30
Preservation - Keep the Reef clean or it will die	0.30
Preservation - Look after the Reef - Keep it Clean	0.30
Preservation - Look after the Reef - Treat it wisely	0.30
Preservation - Look after the Reef or it will disappear	0.30
Preservation - Look after the Reef or we will loose it	0.30
Preservation - Look after what you have got	0.30
Preservation - More Careful Regarding the Reef	0.30
Preservation - Need for constant care & Preservation	0.30
Preservation - Need to look after what we've got or we'll lose it	0.30
Preservation - Preservation of the Reef and its inhabitants	0.30
Preservation - Preserve the Habitat	0.30
Preservation - Something has to happen before it is too late	0.30
Preservation - Start looking after it	0.30
Preservation - Sustainability for the Reef	0.30
Preservation - The Reef is being destroyed and we need to be careful	0.30
Preservation - To take better care of the Reef	0.30
Preservation - Treat the Reef a lot better	0.30
Preservation - We can lose the Reef	0.30
Preservation - We have to be responsible and take care	0.30
Preservation - We need to take care of the animals that live on the Reef	0.30

* Multiple Response Format

* Includes only those respondents answering 'Yes' in either 5a, 5b or 5c

Table ~ Message of Prompted Recalled Advertising (continued)

Response	Prop. (%)
Under Pressure Related:	10.61
Under Pressure - the Reef is Under Pressure	2.12
Under Pressure - The Reef is under threat	1.21
Under Pressure - the Reef is deteriorating	0.61
Under Pressure - Clean up / Take the pressure off	0.30
Under Pressure - Great Barrier Reef is under threat / damage being done	0.30
Under Pressure - Is a resource that is under pressure and needs to be protected	0.30
Under Pressure - It is dying and nothing is being done about it	0.30
Under Pressure - It's under pressure and we can do something about it	0.30
Under Pressure - Our Reef is under threat - we need to look after it	0.30
Under Pressure - Pressure on Reef from people	0.30
Under Pressure - Pressures on the Reef are getting greater	0.30
Under pressure - Reef is Under Pressure with Shrinking areas of habitable environments	0.30
Under Pressure - The pressures on the Reef are causing the habitat to be destroyed	0.30
Under Pressure - The Reef can't sustain what we are doing to it	0.30
Under Pressure - the Reef is being put under pressure	0.30
Under Pressure - the Reef is being threatened in different ways	0.30
Under Pressure - The Reef is dying	0.30
Under Pressure - The Reef is getting worse and that we need to share it	0.30
Under Pressure - the Reef is under pressure	0.30
Under Pressure - The Reef is Under Pressure - fading away	0.30
Under Pressure - the Reef is Under Pressure from Over Usage	0.30
Under Pressure - the Threat to the Reef is increasing	0.30
Under Pressure - There are Stresses on the Reef and it is Under Pressure	0.30
Under Pressure - Too much Fishing	0.30
Under Pressure - We are Putting the Reef Under Pressure	0.30
Information Related:	8.79
Information - Destruction of the Reef	0.61
Information - Pollution - harm to fish and marine life	0.61
Information - Reef Pollution	0.61
Information - Leave the habitat the way it was when you got there and everything will be fine	0.30
Information - Look after the environment & marine life - Don't Pollute	0.30
Information - Look after the Reef - Don't throw rubbish overboard	0.30
Information - Need the Number of Animals & habitats to increase	0.30
Information - be kind to the Reef by not throwing litter overboard	0.30
Information - Biodiversity of the Reef	0.30
Information - Boating - General Boating on the Reef	0.30
Information - Boating - Trawling Information	0.30
Information - Chemicals effecting the Reef	0.30

Category continued next page

* Multiple Response Format

* Includes only those respondents answering 'Yes' in either 5a, 5b or 5c

Table 6 ~ Message of Prompted Recalled Advertising (continued)

Response	Prop. (%)
Information - Coral diving and pollution are bad	0.30
Information - Damage to the Reef	0.30
Information - Details Human Impact & Overuse	0.30
Information - General Information	0.30
Information - How to look after the Reef	0.30
Information - If the habitat of the Reef is destroyed, the whole thing breaks down	0.30
Information - If the Reef is gone then the turtles are gone too	0.30
Information - Marine management	0.30
Information - Monitoring / Regulations - Be more Strict Regulations	0.30
Information - More Reef exposure	0.30
Information - Pollution Damages the Reef	0.30
Information - Reef Animal / Plant Life Extinction	0.30
Information - The Environment is Threatened - assist by following guidelines and regulations	0.30
Information - the Reef is getting 'run-down'	0.30
Awareness Related:	6.06
Awareness - Increased Awareness - General	0.91
Awareness - Don't put plastic bags / rubbish in the water	0.61
Awareness - More aware / Help Reef	0.61
Awareness - Over Usage of the Reef	0.61
Awareness - Be aware of how fragile the Reef is	0.30
Awareness - Be careful when you are on the Reef	0.30
Awareness - Danger of collapsing (ecosystem)	0.30
Awareness - Drainage	0.30
Awareness - Ecological Focus	0.30
Awareness - Increased Awareness - of Problems	0.30
Awareness - More aware of damage prevention	0.30
Awareness - People to be aware of the Reef	0.30
Awareness - the Reef is Disappearing / Shrinking	0.30
Awareness - Time to do something about it - and it is up to everyone	0.30
Awareness - We will lose the Reef soon if we don't start changing our ways soon	0.30
Dugong Related:	3.03
Dugongs - Protect the Dugongs	2.12
Dugongs - Protect the sea grass because the Dugongs depend on it	0.91
Turtle Related:	2.42
Turtles - Protect the Turtles	1.52
Turtles - Concern for Turtles	0.30
Turtles - Need to look after turtles or they will disappear	0.30
Turtles - Turtle numbers are limited & if we don't do something there will be none	0.30

* Multiple Response Format

* Includes only those respondents answering 'Yes' in either 5a, 5b or 5c

Table ~ Message of Prompted Recalled Advertising (continued)

Response	Prop. (%)
Sea Grass Related:	2.12
Sea Grass - Sea Grass is being destroyed	1.82
Sea Grass - If sea grass goes, then so do the other animals	0.30
Negative Comments:	1.21
Negative - Ads are simply window dressing for the Marine Park Authority	0.30
Negative - Over exaggeration of the threat to the Great Barrier Reef	0.30
Negative - Overly Negative regarding the future of the Reef	0.30
Negative - Politics - Great Barrier Reef bureaucrats creating their own environment	0.30
Tourism Related:	1.21
Tourism - Come and see the Reef	0.30
Tourism - Entice people out to the Reef	0.30
Tourism - See local wildlife in their natural habitat	0.30
Tourism - Visit the Reef	0.30

* Multiple Response Format

* Includes only those respondents answering 'Yes' in either 5a, 5b or 5c

Key Points:

- Of those respondents now recalling any 'Great Barrier Reef Specific' related advertising - respondents were asked to specify the 'message' of the Great Barrier Reef related advertising. Their comments are grouped for ease of reference, and displayed in the Table above.

Table 7 ~ Attitude Changed Regarding Protection of Reef – from Advertising

Response	Prop. (%) *	Out of Total Sample (%)
Yes	27.66	16.64
No	68.09	40.96
Unsure	4.26	2.56
Total	100.0%	60.16%

* Includes only those ‘recalling’ any advertising

Key Points:

- Respondents were asked to indicate their belief that their ‘attitude’ changed subsequent to the Great Barrier Reef Advertising.
- 27.66% of the respondents able to recall the ‘GBR specific’ advertising claimed their attitude ‘had’ changed. This represents 16.64% of the total sample.

Figure 7 ~ Attitude Changed Regarding Protection of Reef – from Advertising

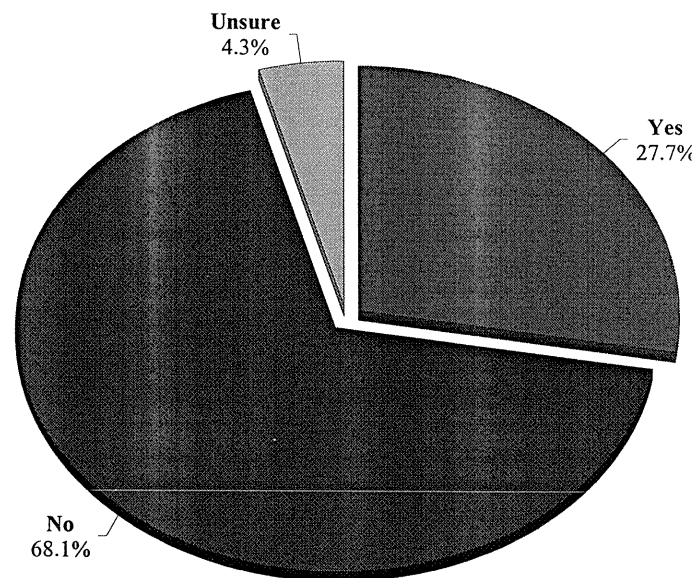


Table 8 ~ Specification of Changed Attitudes

Response	Prop. (%) *	Out of Total (%)
Not Able to Specify	20.19	3.36
Awareness Comments:	70.19	11.68
Awareness - Increased Awareness - General	25.00	4.16
Awareness - More conscious about pollution	2.88	0.48
Awareness - Think more about the Reef	2.88	0.48
Awareness - Changed views of the reef - more pro-active towards the Reef	1.92	0.32
Awareness - More aware of threat / Something has to be done	1.92	0.32
Awareness - Advertisement Acted as a Reminder	0.96	0.16
Awareness - Appreciate the reef and It's fragile structure more	0.96	0.16
Awareness - Aware of dangers	0.96	0.16
Awareness - Aware of the issues	0.96	0.16
Awareness - Awareness of reef deterioration has increased	0.96	0.16
Awareness - Bought to attention / Precautions should be taken	0.96	0.16
Awareness - Different attitude towards looting and littering	0.96	0.16
Awareness - I realise that we really need to look after it now	0.96	0.16
Awareness - Increased awareness and more appreciative of it	0.96	0.16
Awareness - Increased Awareness regarding Littering & Pollution	0.96	0.16
Awareness - Increases Awareness - people should be more aware of the problems being created.	0.96	0.16
Awareness - Increases Awareness but wonder how much is really known	0.96	0.16
Awareness - made me more aware and concerned	0.96	0.16
Awareness - Made to realise how bad it is	0.96	0.16
Awareness - Makes me aware that there are problems	0.96	0.16
Awareness - Makes you more aware while fishing	0.96	0.16
Awareness - Makes you think about what would happen if it disappeared	0.96	0.16
Awareness - More Aware about the Pollutants pouring into the Sea	0.96	0.16
Awareness - More aware and careful	0.96	0.16
Awareness - More aware and realise that a change must occur	0.96	0.16
Awareness - More aware of rubbish disposal	0.96	0.16
Awareness - More aware of effects of chemicals and pollution	0.96	0.16
Awareness - More aware of extent of damage	0.96	0.16
Awareness - More aware of threats and consequences	0.96	0.16
Awareness - More conscious of the threat	0.96	0.16
Awareness - More interested and aware	0.96	0.16
Awareness - More sympathetic	0.96	0.16
Awareness - Now Support Limiting the Number of Tourists on the Reef	0.96	0.16
Awareness - Pollution	0.96	0.16
Awareness - Pollution is doing more harm than just not bio-degrading	0.96	0.16
Awareness - Reef is more important	0.96	0.16
Awareness - Reinforce importance	0.96	0.16
Awareness - Reinforced attitude	0.96	0.16
Awareness - Think twice before throwing litter on the ground or in the water	0.96	0.16
Awareness - Thinking About the Reef More	0.96	0.16
Awareness - Understanding of threats	0.96	0.16
Awareness - Will take greater care when fishing and diving	0.96	0.16

* Multiple Response Format

* Includes only those 'recalling' any advertising

Table 8 ~ Specification of Changed Attitudes (*continued*)

Response	Prop. (%) *	Out of Total (%)
Protection Specific Related Comments:	9.62	1.6
Protection - Look after the reef	1.92	0.32
Protection - Always want to help in protection of the reef	0.96	0.16
Protection - Feel we should try better to look after it	0.96	0.16
Protection - Great asset, should protect it for future generations	0.96	0.16
Protection - Look after it better / Thoughts towards such destruction are depressing	0.96	0.16
Protection - More concern about preserving the reef	0.96	0.16
Protection - Protect the reef	0.96	0.16
Protection - The reef needs protecting and requires vigilance	0.96	0.16
Protection - Thinking more about Conservation / Looking after the reef	0.96	0.16

* Multiple Response Format

* Includes only those 'recalling' any advertising

Key Points:

- Of those respondents now recalling any 'Great Barrier Reef Specific' related advertising, and indicating a perceived 'attitude change', respondents were asked to specify any ways in which their attitude had changed. Their comments are grouped for ease of reference, and displayed in the Table above and on the previous page.

Table 9 ~ Behaviour Changed Regarding Protection of Reef – from Advertising

Response	Prop. (%) *	Out of Total Sample (%)
Yes	20.48	12.32
No	77.93	46.88
Unsure	1.60	0.96
Total	100.0%	60.16%

* Includes only those ‘recalling’ any advertising

Key Points:

- > Respondents were asked to indicate their belief that their ‘behaviours’ changed subsequent to the Great Barrier Reef Advertising.

- > 20.48% of the respondents able to recall the ‘GBR specific’ advertising claimed their ‘behaviours’ ‘had’ changed. This represents 12.32% of the total sample.

Figure 9 ~ Behaviour Changed Regarding Protection of Reef – from Advertising

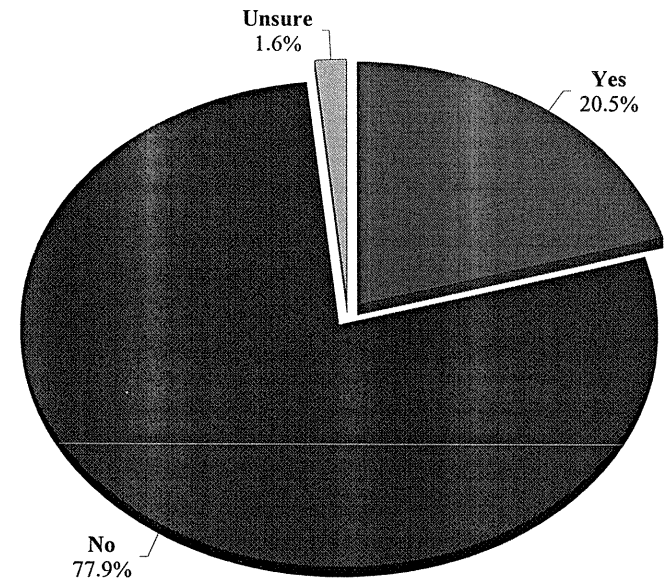


Table 10 ~ Specification of Changed Behaviours

Response	Prop. (%)	
Not Able to Specify	5.19	0.64
Waste Related:	36.36	4.48
Waste - More Careful with rubbish	10.39	1.28
Waste - Don't throw rubbish into the water	3.90	0.48
Waste - Recycling More	2.60	0.32
Waste - Camping - don't throw litter near beach	1.30	0.16
Waste - Careful about washing things down the drain	1.30	0.16
Waste - Careful about waste	1.30	0.16
Waste - Careful about what goes down with the waste water	1.30	0.16
Waste - Careful of plastics	1.30	0.16
Waste - Collect rubbish from along the shore	1.30	0.16
Waste - Cotton buds no longer go into the toilet / Recycle more	1.30	0.16
Waste - Flicking cigarettes out of windows or into water - now carry ash trays everywhere	1.30	0.16
Waste - Make sure that when we go to the water no one throws any rubbish overboard	1.30	0.16
Waste - More aware of recycling	1.30	0.16
Waste - More Careful	1.30	0.16
Waste - More careful with plastics and non-biodegradable	1.30	0.16
Waste - Now tell people off for throwing rubbish in the ocean	1.30	0.16
Waste - Picking up rubbish along beaches and streets near the beach	1.30	0.16
Waste - Reduce Waste and don't throw into the ocean	1.30	0.16
Awareness Related:	28.57	3.52
Awareness - Increased Awareness - General	6.49	0.8
Awareness - Have become more aware	2.60	0.32
Awareness - More careful about what goes down the drains	2.60	0.32
Awareness - Reinforced attitude / Beliefs	2.60	0.32
Awareness - A good reminder	1.30	0.16
Awareness - Don't pollute as much	1.30	0.16
Awareness - Don't remove anything from the beach	1.30	0.16
Awareness - Enjoy the beauty of it more	1.30	0.16
Awareness - Look after the reef	1.30	0.16
Awareness - More Informed behaviour	1.30	0.16
Awareness - Politicians and voting	1.30	0.16
Awareness - Take more notice about the reef	1.30	0.16
Awareness - Think more about protection	1.30	0.16
Awareness - Wary and More Conscious of Actions	1.30	0.16
Awareness - Water care - conservation	1.30	0.16

* Multiple Response Format

* Includes only those 'recalling' any advertising

Table 10 ~ Specification of Changed Behaviours (continued)

Response	Prop. (%)	
Boating / Fishing Related:	16.88	2.08
Boating / Fishing - Different methods of anchoring	2.60	0.32
Boating / Fishing - More careful when fishing - anchorage	2.60	0.32
Boating / Fishing - Far more aware of harvesting things from the reef	1.30	0.16
Boating / Fishing - I'm a boat owner - my trash doesn't go over the side anymore	1.30	0.16
Boating / Fishing - More aware when fishing	1.30	0.16
Boating / Fishing - More careful next time I go out	1.30	0.16
Boating / Fishing - More conscious when out on the water, fishing	1.30	0.16
Boating / Fishing - No longer undertakes field trips with students across the reef	1.30	0.16
Boating / Fishing - Only catch amount of fish needed	1.30	0.16
Boating / Fishing - Take notice of fishing regulations	1.30	0.16
Boating / Fishing - Thinking more about what I am doing when I am out on the reef	1.30	0.16
Chemical Related:	10.39	1.28
Chemicals - Careful about what goes down the sink	2.60	0.32
Chemicals - Awareness of Chemicals	1.30	0.16
Chemicals - Buy environmentally friendly chemicals	1.30	0.16
Chemicals - Careful with pollution and chemicals	1.30	0.16
Chemicals - Chemicals and waterways / Wash car on lawn to prevent wash down storm water drains	1.30	0.16
Chemicals - Don't like to use pesticides	1.30	0.16
Chemicals - Less chemicals	1.30	0.16
Behaviour Related:	7.79	0.96
Behaviour - Buy environmentally friendly goods when possible	1.30	0.16
Behaviour - Careful when visiting islands	1.30	0.16
Behaviour - Established under water research group - was already concerned with the environment	1.30	0.16
Behaviour - Less Interference with the Reef - when Visiting	1.30	0.16
Behaviour - Signing petitions, never done so before	1.30	0.16
Behaviour - Teaching daughter how to respect the reef and clean up after picnics etc	1.30	0.16

* Multiple Response Format

* Includes only those 'recalling' any advertising

Key Points:

- Of those respondents now recalling any 'Great Barrier Reef Specific' related advertising, and indicating a perceived 'behaviour change', respondents were asked to specify any ways in which their behaviour had changed. Their comments are grouped for ease of reference,

Table 11 ~ Awareness of Threat & Protection of Great Barrier Reef Increased

Response	Prop. (%) *	Out of Total Sample (%)
Yes	61.70	37.12
No	34.84	20.96
Unsure	3.46	2.08
Total	100.0%	60.16%

* Includes only those 'recalling' any advertising

Key Points:

- > Of those respondents recalling any GBR related advertising, 61.70% believe the advertisements increase their awareness of the threat to the Great Barrier Reef. This represents 37.12% of the total sample.

Figure 11 ~ Awareness of Threat & Protection of Great Barrier Reef Increased

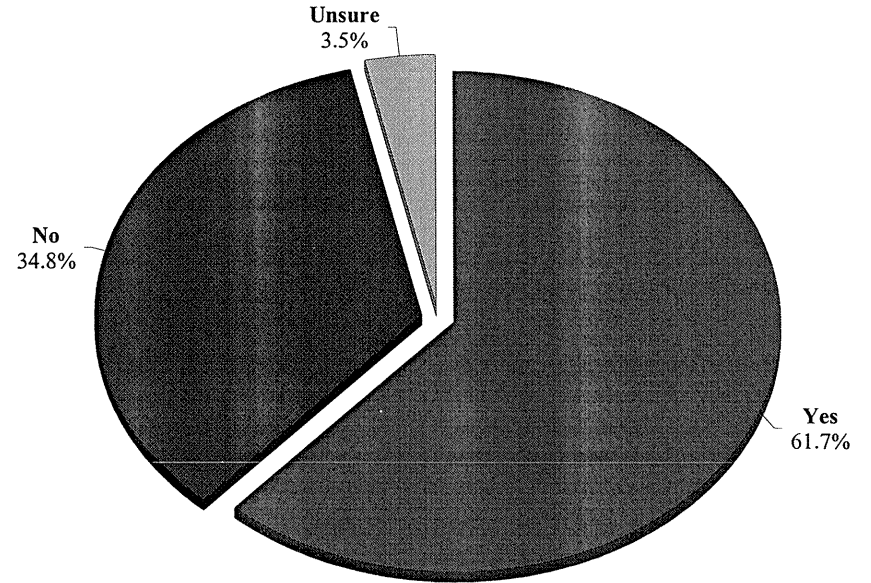


Table 12 ~ Percentage of Great Barrier Reef to be ‘Protected’

Response	Prop. (%)
Not Specified or 0	14.88
1 - 10	0.96
11 - 20	0.32
21 - 30	1.60
31 - 40	0.64
41 - 50	6.08
51 - 60	1.76
61 - 70	3.68
71 - 80	6.56
81 - 90	4.64
91 - 100	58.88
Total	100.0%
Weighted Average	84.64%

Key Points:

- Respondents were asked to estimate a percentage of the Great Barrier Reef that should be protected.
- 9.60% indicated percentages between 1 and 50% (~cumulative results);
- 75.52% indicated percentages greater than 50% (~ cumulative results);
- The average area of the GBR to be protected, as estimated by respondents, was calculated to be 84.64% (w/a).

Figure 12 ~ Percentage of Great Barrier Reef to be ‘Protected’

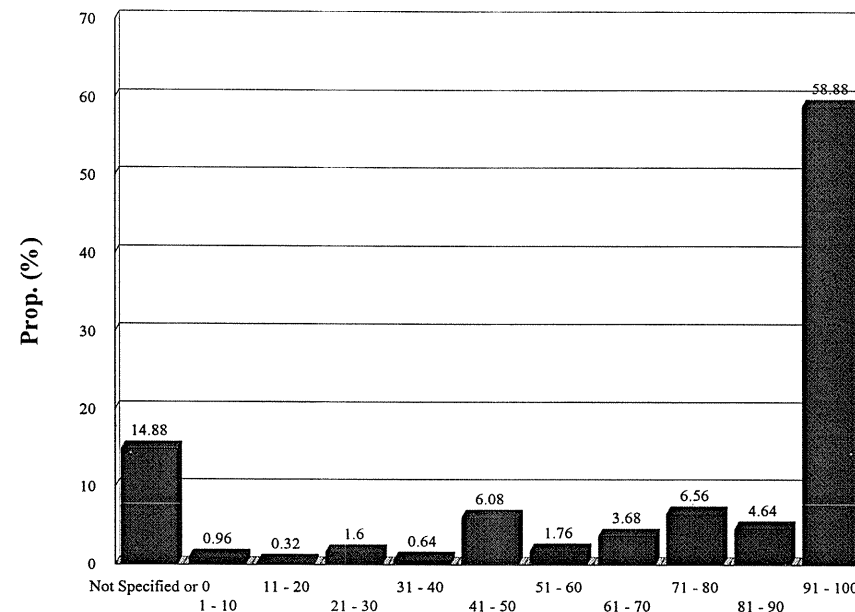


Table 13 ~ Support Increased Protection of the Great Barrier Reef

Response	Prop. (%)
Yes	86.40
No	5.76
Unsure	7.84
Total	100.0%

Key Points:

- > Over 85% of respondents claimed to support Increased Protection of the Great Barrier Reef (86.40%).

Figure 13 ~ Support Increased Protection of the Great Barrier Reef

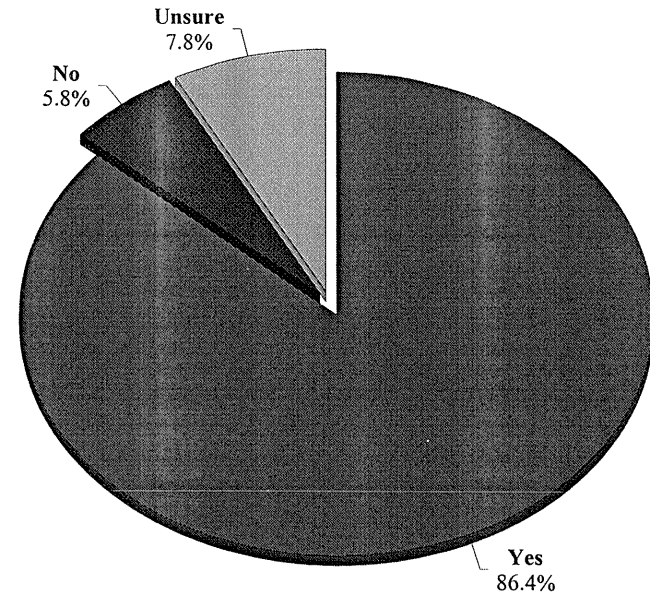


Table 14 ~ Fished in Great Barrier Reef within past 12 months

Response	Prop. (%)
Yes	26.08
No	73.28
Unsure	0.64
Total	100.0%

Key Points:

- Approximately one quarter of respondents claimed to have ‘fished’ within the Great Barrier Reef within the past 12 month period (26.08%).

Figure 14 ~ Fished in Great Barrier Reef within past 12 months

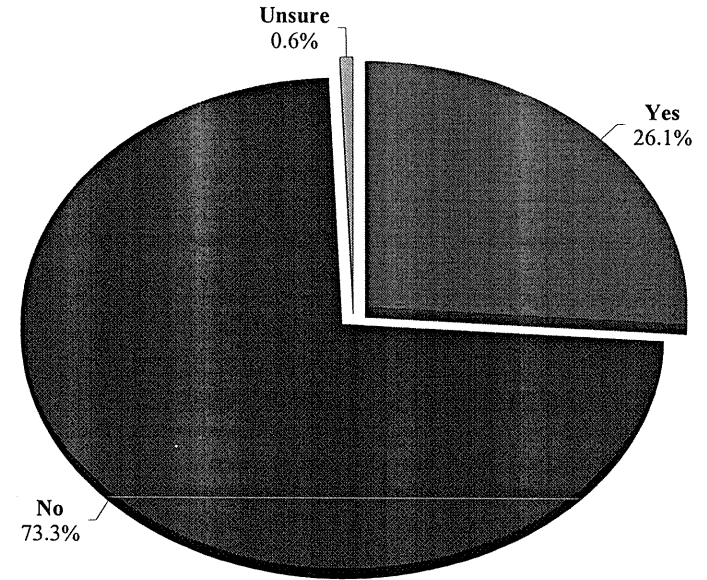


Table 15 ~ Heard of Reef HQ

Response	Prop. (%)
Yes	32.64
No	65.44
Unsure	1.92
Total	100.0%

Key Points:

- Almost one third of respondents claimed awareness of ‘Reef HQ’ (32.64%).

Figure 15 ~ Heard of Reef HQ

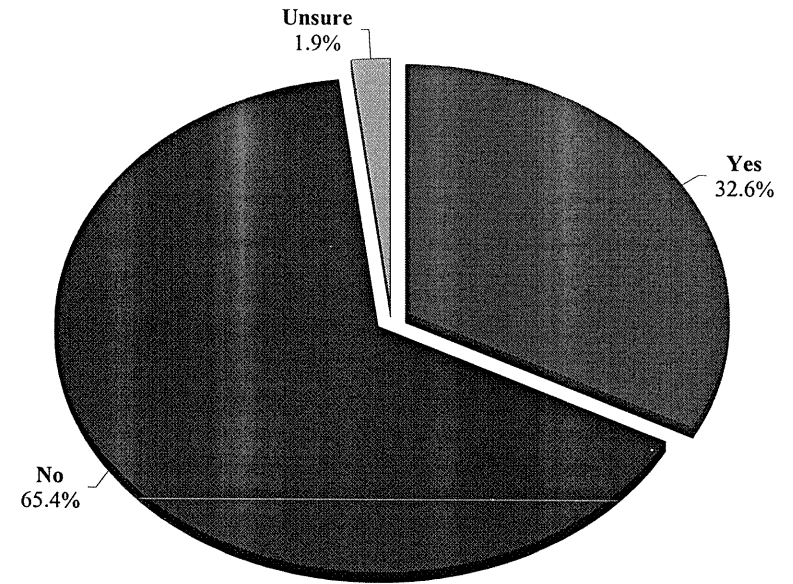


Table 15a ~ Best Description of Reef HQ

Response	Prop. (%) *	Out of Total Sample (%)
Museum	13.73	4.48
Aquarium	45.10	14.72
Dive Operator	1.47	0.48
Theme Park	2.45	0.8
Great Barrier Reef Marine Park Authority	32.84	10.72
Other:	4.41	1.44
<i>Educational / Research Centre</i>	3.43	1.12
<i>Interpretative Display of the Great Barrier Reef</i>	0.49	0.16
<i>Laboratory</i>	0.49	0.16
Total	100.0%	32.64%

* Includes only those respondents indicating 'Yes' in Table 15 (32.64%)

Key Points:

- > Of those respondents claiming awareness of 'Reef HQ', the two most frequently nominated 'descriptions' of Reef HQ were:
 - o Aquarium – 45.10%;
 - o Great Barrier Reef Marine Park Authority (32.84%).

Figure 15a ~ Best Description of Reef HQ

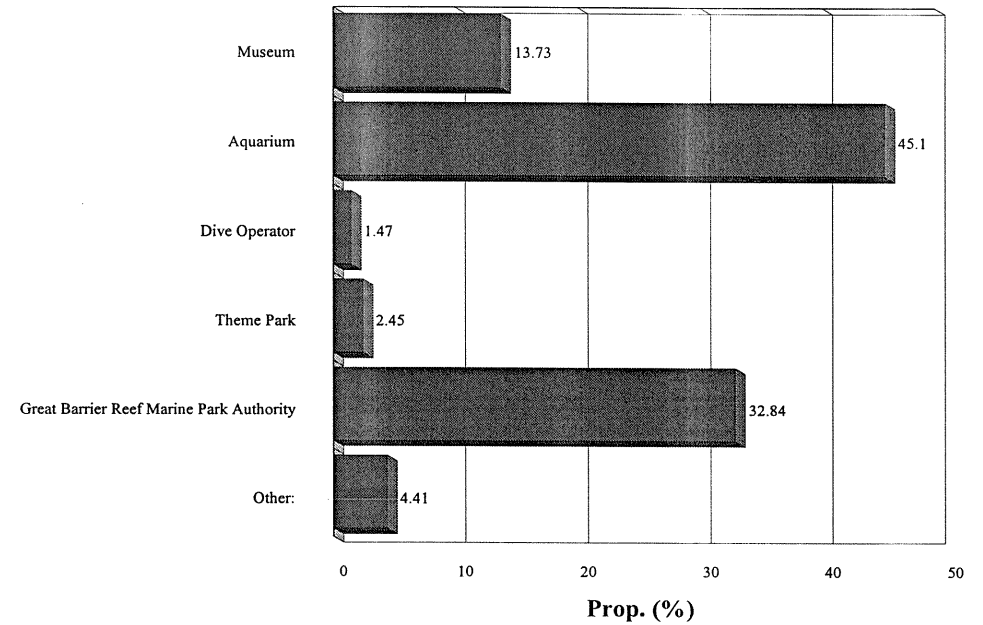


Table 16 ~ Belief for the Overall Future of the Great Barrier Reef

Response	Prop. (%)
1 ~ Very Optimistic	8.48
2 ~ Optimistic	40.32
3 ~ Neither / Nor	25.92
4 ~ Pessimistic	19.36
5 ~ Very Pessimistic	5.92
6 ~ N/A	0.00
Total	100.0%
Weighted Average	2.74

Key Points:

- Almost half of those surveyed remain ‘Optimistic’ regarding the Future of the Great Barrier Reef within the next 10 years (48.80% - rating either ‘Very Optimistic’ or ‘Optimistic’ ~ *cumulative results*);
- 25.92% of respondents rate the future of the Great Barrier Reef as being ‘Average’;
- 25.28% of those surveyed rated the future of the Great Barrier Reef ‘Pessimistically’ (rating either ‘Pessimistic’ or ‘Very Pessimistic’ ~ *cumulative results*);
- On average, the perceived future of the Reef was placed at 2.74 (w/a) on the scale, therefore within the category of ‘Optimistic’ – though tending more towards Category 3 - ‘Average’.

Figure 16 ~ Belief for the Overall Future of the Great Barrier Reef

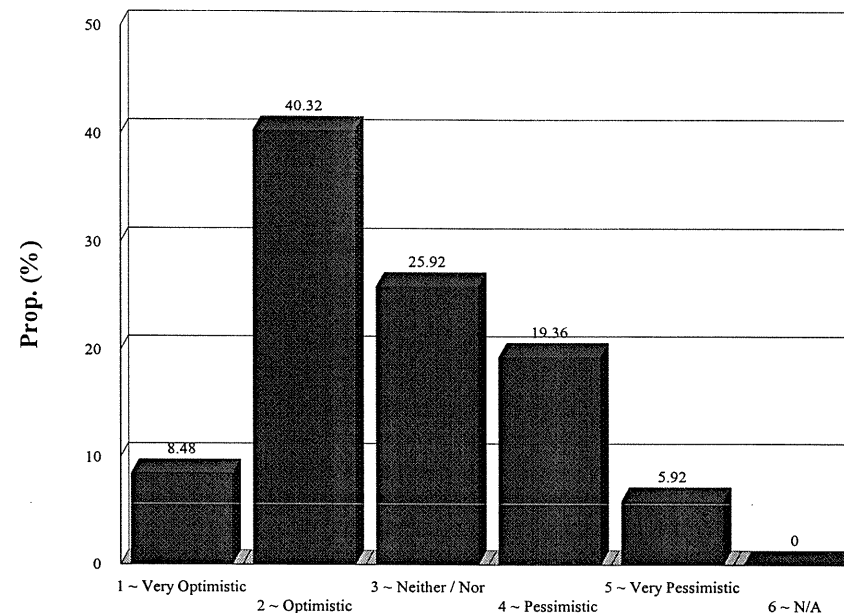


Table 17 ~ Age of Respondents

Response	Prop. (%)
17 – 19	6.40
20 – 29	15.84
30 – 39	18.88
40 – 49	20.48
50 – 59	15.04
Over 60	23.36
Total	100.0%
<i>Weighted Average</i>	<i>42.81 years</i>

Key Points:

- 22.24% of respondents were under 29 years of age ~ *cumulative results*;
- 39.36% of those surveyed were aged between 30 and 49 years ~ *cumulative results*;
- The remainder of the sample, 38.40% were aged 50 years and over ~ *cumulative results*;
- The average age of respondents was calculated to be 42.81 years.

Figure 17 ~ Age of Respondents

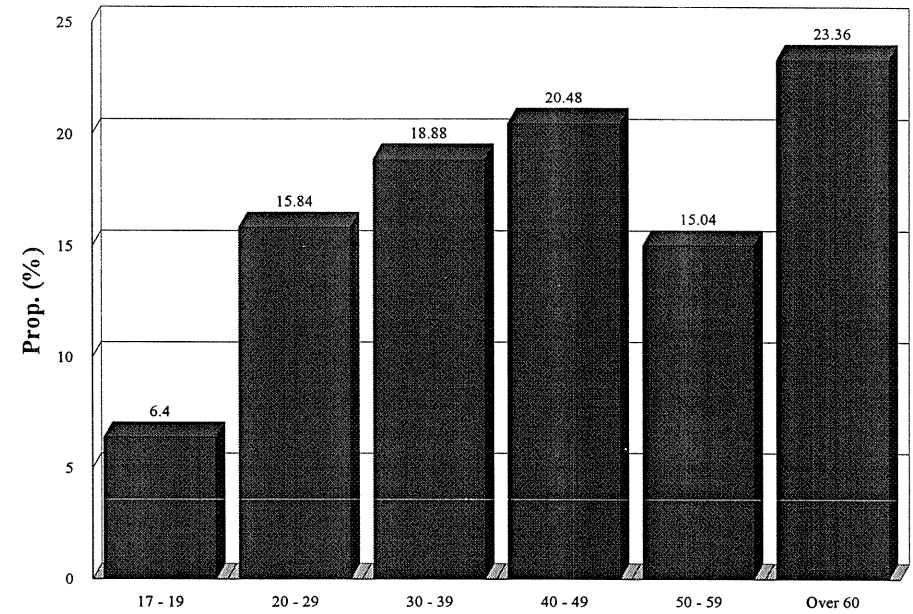


Table 18 ~ Gender of Respondents

Response	Prop. (%)
Male	43.68
Female	56.32
Total	100.0%

Key Points:

- > Males accounted for 43.68% of the sample, whilst 56.32% were female.

Figure 18 ~ Gender of Respondents

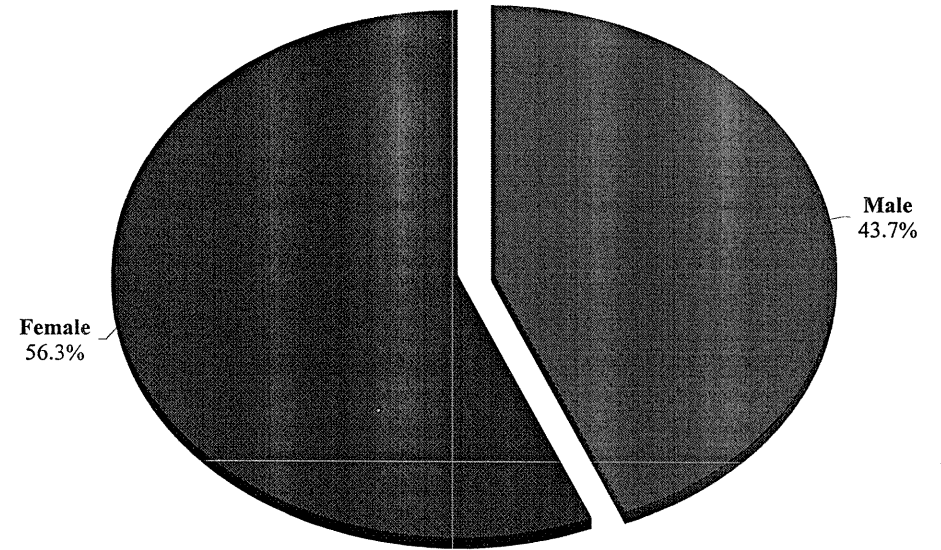


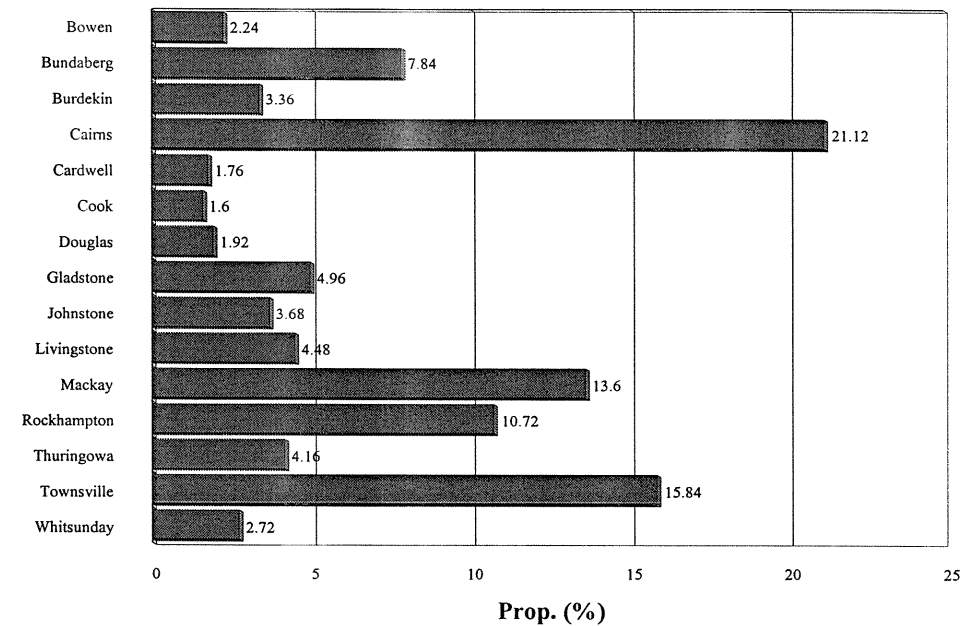
Table 19 ~ Catchment Area

Response	Prop. (%)
Bowen	2.24
Bundaberg	7.84
Burdekin	3.36
Cairns	21.12
Cardwell	1.76
Cook	1.6
Douglas	1.92
Gladstone	4.96
Johnstone	3.68
Livingstone	4.48
Mackay	13.6
Rockhampton	10.72
Thuringowa	4.16
Townsville	15.84
Whitsunday	2.72
Total	100.0%

Key Points:

- Respondents resided in Coastal Towns / Cities from Cooktown to Bundaberg. The sample is proportional to the population within each catchment area.

Figure 19 ~ Catchment Area



Additional Cross-Tabulations

This section presents an additional breakdown of selection questions into the separate areas.

Table 1 ~ Belief that Great Barrier Reef is Under Threat

Response	Prop. (%)	
Yes	79.36	

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	50.00	1.12
Bundaberg	77.55	6.08
Burdekin	47.62	1.60
Cairns	82.58	17.44
Cardwell	54.55	0.96
Cook	90.00	1.44
Douglas	75.00	1.44
Gladstone	83.87	4.16
Johnstone	78.26	2.88
Livingstone	85.71	3.84
Mackay	84.71	11.52
Rockhampton	79.10	8.48
Thuringowa	92.31	3.84
Townsville	77.78	12.32
Whitsunday	82.35	2.24
Total	-	79.36%

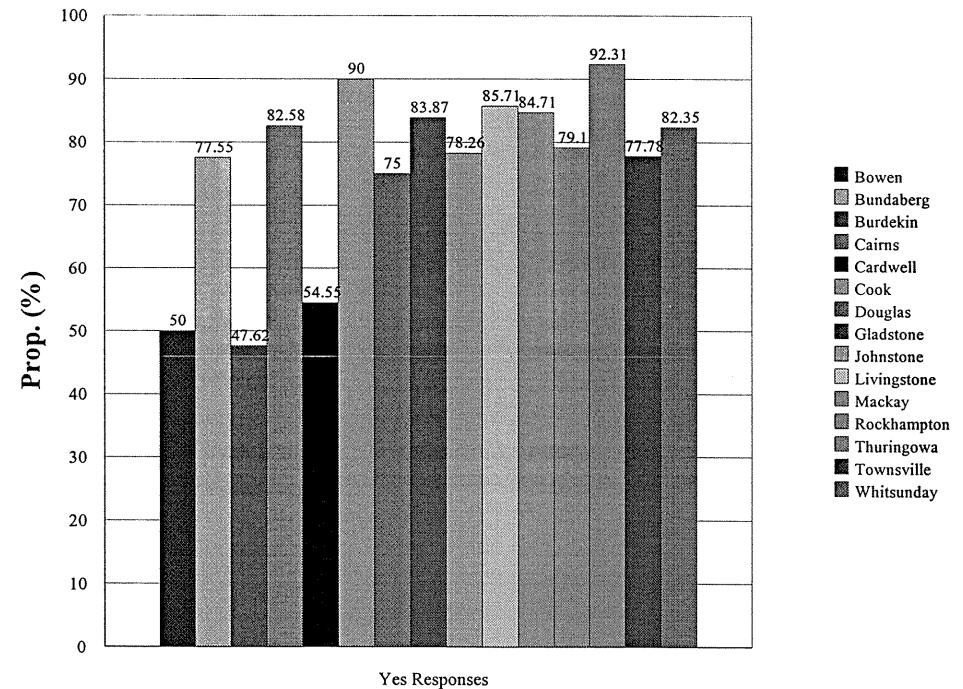


Table 2 ~ Degree of Threat to Great Barrier Reef

Response	Ratings 1 & 2 ~ Cumulative Results		
Response	Weighted Average	Prop. (%) of Catchment Area	Out of Total (%)
1 ~ Greatly Threatened			11.36
2 ~ Threatened			27.04
Bowen	3.64	14.29	0.32
Bundaberg	2.60	48.98	3.84
Burdekin	3.06	14.29	0.48
Cairns	2.53	46.21	9.76
Cardwell	3.36	18.18	0.32
Cook	2.60	40.00	0.64
Douglas	2.92	25.00	0.48
Gladstone	2.81	38.71	1.92
Johnstone	2.68	39.13	1.44
Livingstone	2.63	46.43	2.08
Mackay	2.72	35.29	4.80
Rockhampton	2.77	32.84	3.52
Thuringowa	2.56	42.31	1.76
Townsville	2.65	36.36	5.76
Whitsunday	2.59	47.06	1.28
Total	-	-	38.40%

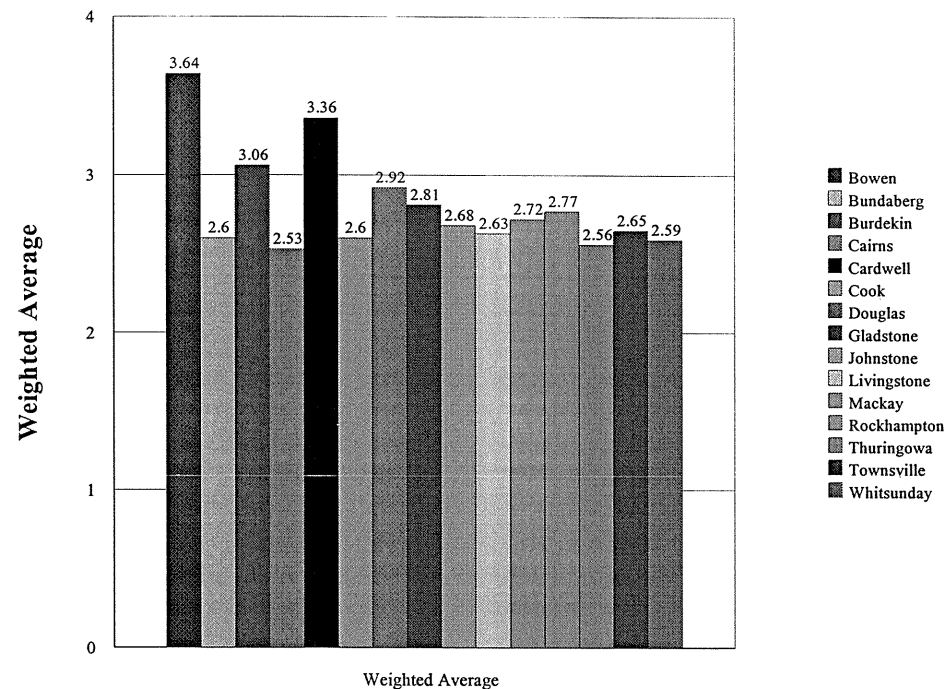


Table 4 ~ Recall of Great Barrier Reef Related Advertising

Response	Prop. (%)	
Yes	51.20	

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	57.14	1.28
Bundaberg	34.69	2.72
Burdekin	42.86	1.44
Cairns	56.82	12.00
Cardwell	36.36	0.64
Cook	40.00	0.64
Douglas	91.67	1.76
Gladstone	25.81	1.28
Johnstone	60.87	2.24
Livingstone	46.43	2.08
Mackay	63.53	8.64
Rockhampton	34.33	3.68
Thuringowa	53.85	2.24
Townsville	54.55	8.64
Whitsunday	70.59	1.92
Total	-	51.20%

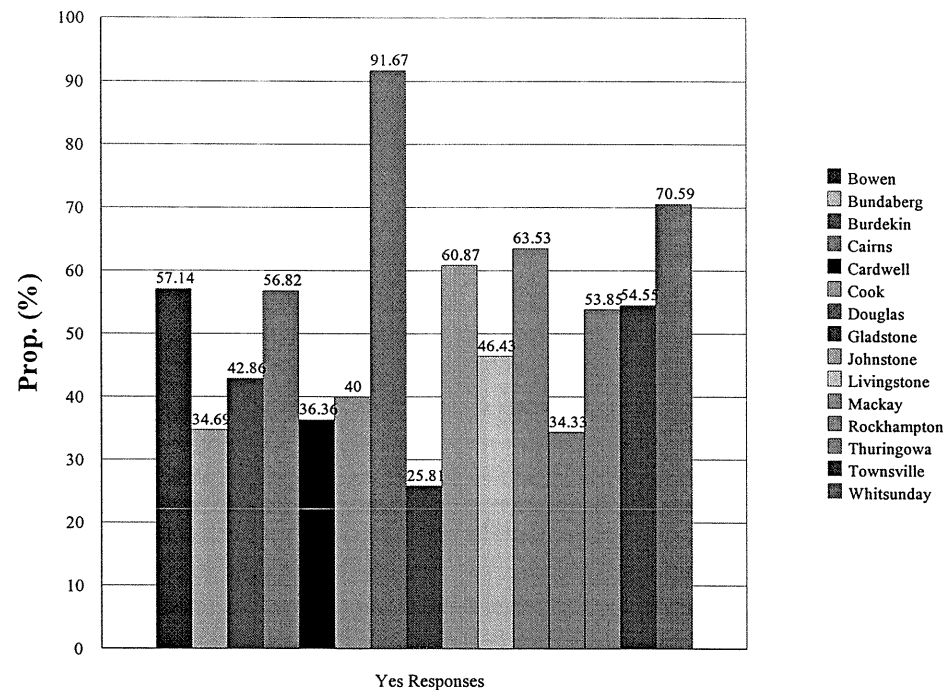


Table 5a ~ Prompted Recall – Under Pressure Advertisement

Response	Prop. (%)	
Yes	30.24	
Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	28.57	0.64
Bundaberg	44.90	3.52
Burdekin	28.57	0.96
Cairns	35.61	7.52
Cardwell	36.36	0.64
Cook	20.00	0.32
Douglas	25.00	0.48
Gladstone	35.48	1.76
Johnstone	17.39	0.64
Livingstone	28.57	1.28
Mackay	25.88	3.52
Rockhampton	23.88	2.56
Thuringowa	34.62	1.44
Townsville	26.26	4.16
Whitsunday	29.41	0.80
Total	-	30.24%

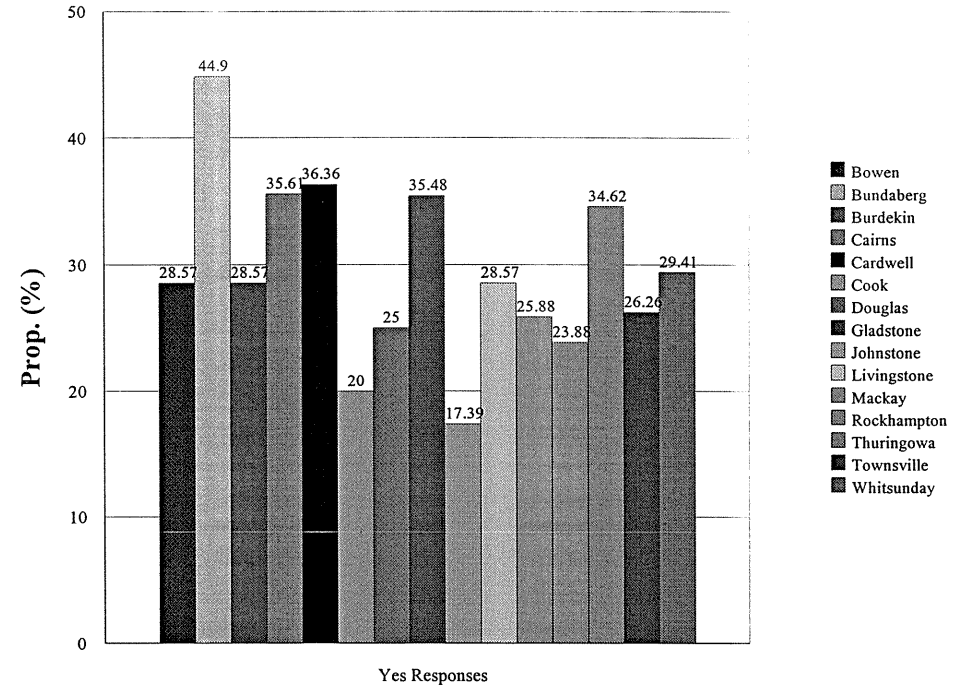


Table 5b ~ Prompted Recall – Sea Grass Advertisement

Response	Prop. (%)	
Yes	28.8	
Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	35.71	0.80
Bundaberg	32.65	2.56
Burdekin	28.57	0.96
Cairns	30.30	6.40
Cardwell	0.00	0.00
Cook	60.00	0.96
Douglas	66.67	1.28
Gladstone	12.90	0.64
Johnstone	17.39	0.64
Livingstone	53.57	2.40
Mackay	23.53	3.20
Rockhampton	17.91	1.92
Thuringowa	38.46	1.60
Townsville	27.27	4.32
Whitsunday	41.18	1.12
Total		28.80%

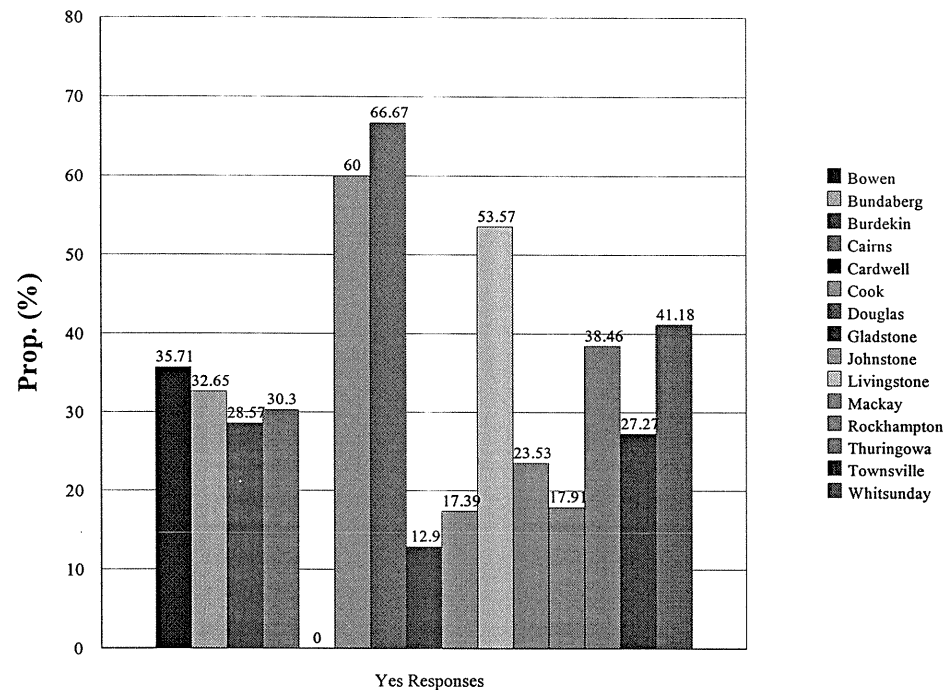


Table 5c ~ Prompted Recall – Turtle Advertisement

Response	Prop. (%)	
Yes	25.92	
Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	28.57	0.64
Bundaberg	12.24	0.96
Burdekin	19.05	0.64
Cairns	23.48	4.96
Cardwell	0.00	0.00
Cook	40.00	0.64
Douglas	50.00	0.96
Gladstone	32.26	1.60
Johnstone	39.13	1.44
Livingstone	42.86	1.92
Mackay	22.35	3.04
Rockhampton	25.37	2.72
Thuringowa	19.23	0.80
Townsville	30.30	4.80
Whitsunday	29.41	0.80
Total	-	25.92%

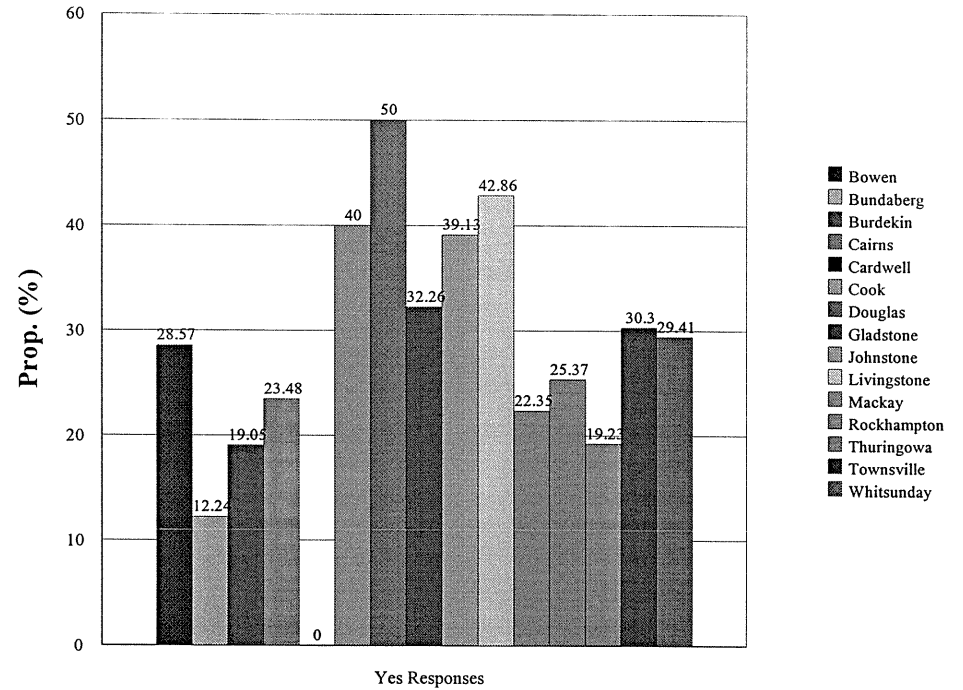


Table 7 ~ Attitude Changed Regarding Protection of Reef – from Advertising

Response	Prop. (%) *	Out of Total Sample (%)
Yes	27.66	16.64
Total		

* Includes only those ‘recalling’ any advertising

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	0.00	0.00
Bundaberg	24.49	1.92
Burdekin	28.57	0.96
Cairns	15.91	3.36
Cardwell	0.00	0.00
Cook	0.00	0.00
Douglas	16.67	0.32
Gladstone	25.81	1.28
Johnstone	17.39	0.64
Livingstone	28.57	1.28
Mackay	12.94	1.76
Rockhampton	10.45	1.12
Thuringowa	23.08	0.96
Townsville	14.14	2.24
Whitsunday	29.41	0.80
Total	-	16.64%

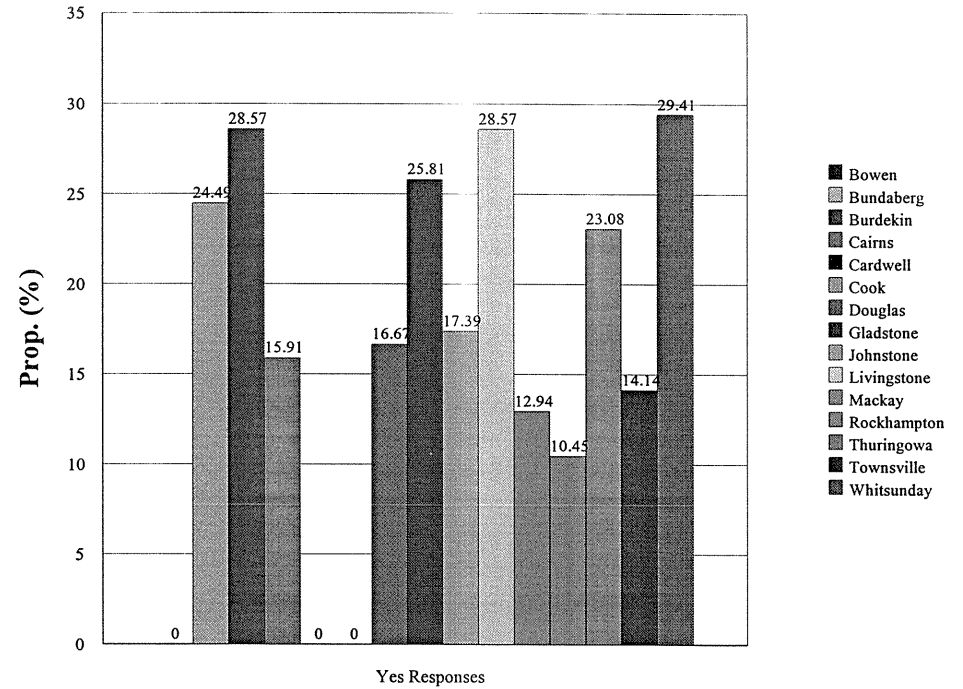


Table 9 ~ Behaviour Changed Regarding Protection of Reef – from Advertising

Response	Prop. (%) *	Out of Total Sample (%)
Yes	20.48	12.32
Total		

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	0.00	0.00
Bundaberg	14.29	1.12
Burdekin	14.29	0.48
Cairns	13.64	2.88
Cardwell	0.00	0.00
Cook	10.00	0.16
Douglas	8.33	0.16
Gladstone	9.68	0.48
Johnstone	26.09	0.96
Livingstone	21.43	0.96
Mackay	9.41	1.28
Rockhampton	5.97	0.64
Thuringowa	15.38	0.64
Townsville	12.12	1.92
Whitsunday	23.53	0.64
Total	-	12.32%

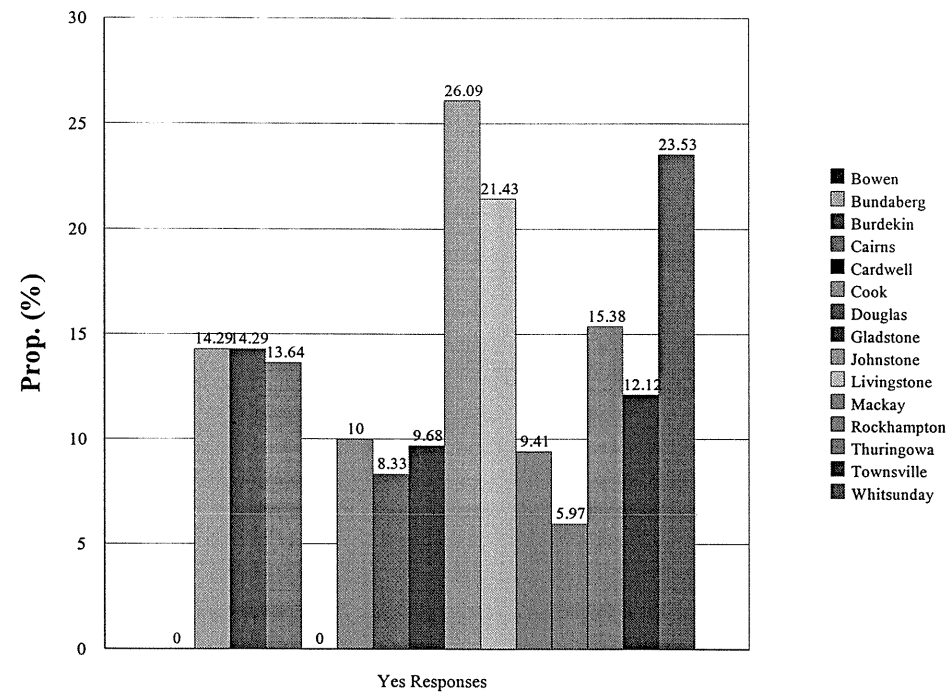


Table 11 ~ Awareness of Threat & Protection of Great Barrier Reef Increased

Response	Prop. (%) *	Out of Total Sample (%)
Yes	61.70	37.12

* Includes only

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	7.14	0.16
Bundaberg	34.69	2.72
Burdekin	28.57	0.96
Cairns	39.39	8.32
Cardwell	9.09	0.16
Cook	40.00	0.64
Douglas	41.67	0.8
Gladstone	41.94	2.08
Johnstone	52.17	1.92
Livingstone	28.57	1.28
Mackay	42.35	5.76
Rockhampton	25.37	2.72
Thuringowa	50.00	2.08
Townsville	38.38	6.08
Whitsunday	52.94	1.44
Total	-	37.12%

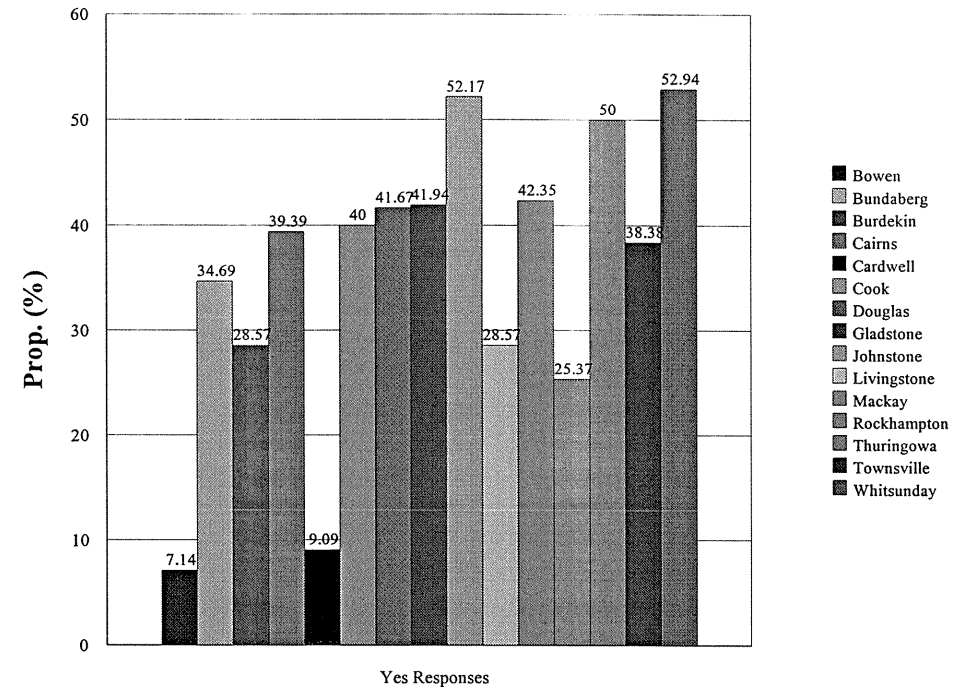


Table 13 ~ Support Increased Protection of the Great Barrier Reef

Response	Prop. (%)
Yes	86.4

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	64.29	1.44
Bundaberg	89.80	7.04
Burdekin	66.67	2.24
Cairns	90.15	19.04
Cardwell	63.64	1.12
Cook	100.00	1.60
Douglas	66.67	1.28
Gladstone	93.55	4.64
Johnstone	100.00	3.68
Livingstone	89.29	4.00
Mackay	80.00	10.88
Rockhampton	94.03	10.08
Thuringowa	84.62	3.52
Townsville	84.85	13.44
Whitsunday	88.24	2.40
Total		86.40%

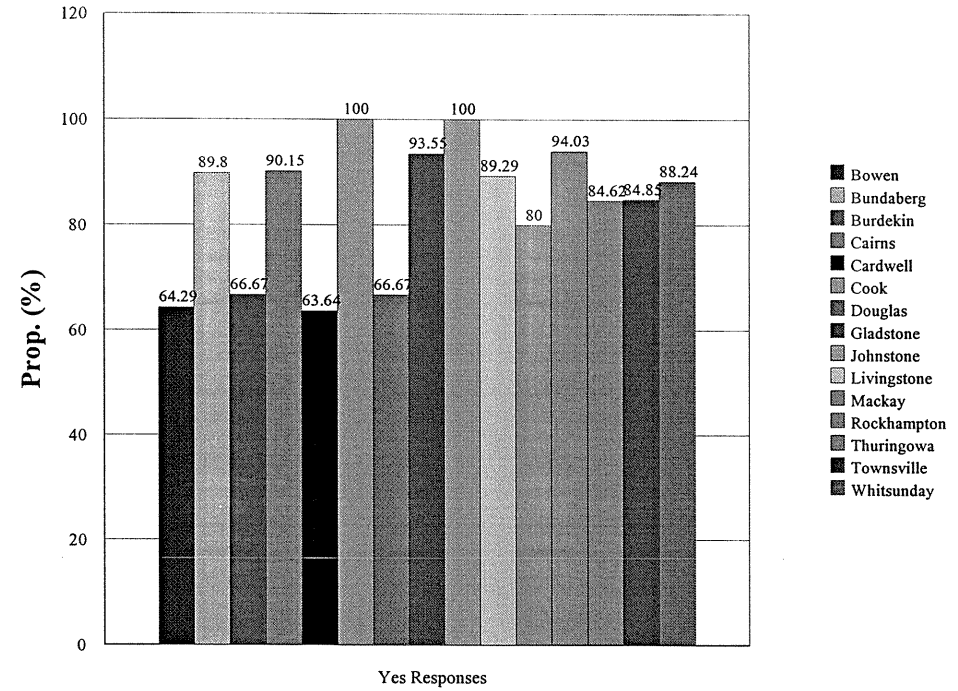


Table 14 ~ Fished in Great Barrier Reef within past 12 months

Response	Prop. (%)	
Yes	26.08	
Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	57.14	1.28
Bundaberg	12.24	0.96
Burdekin	23.81	0.80
Cairns	24.24	5.12
Cardwell	45.45	0.80
Cook	40.00	0.64
Douglas	33.33	0.64
Gladstone	29.03	1.44
Johnstone	60.87	2.24
Livingstone	39.29	1.76
Mackay	30.59	4.16
Rockhampton	8.96	0.96
Thuringowa	15.38	0.64
Townsville	24.24	3.84
Whitsunday	29.41	0.80
Total	-	26.08%

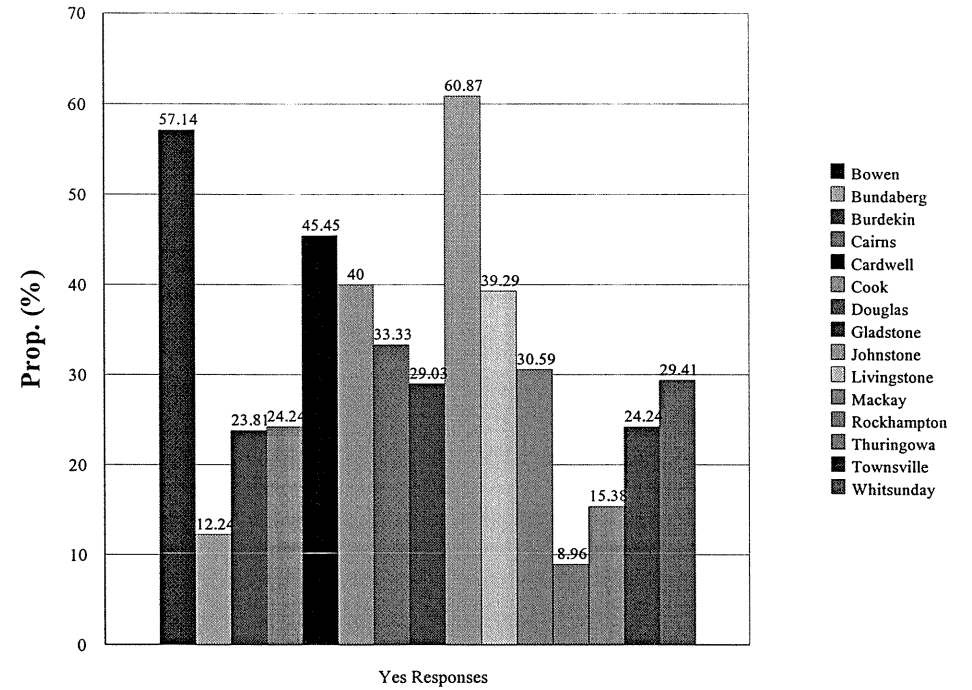


Table 15 ~ Heard of Reef HQ

Response	Prop. (%)	
Yes	32.64	

Yes Responses		
Response	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	42.86	0.96
Bundaberg	2.04	0.16
Burdekin	52.38	1.76
Cairns	18.18	3.84
Cardwell	45.45	0.80
Cook	0.00	0.00
Douglas	25.00	0.48
Gladstone	9.68	0.48
Johnstone	34.78	1.28
Livingstone	7.14	0.32
Mackay	24.71	3.36
Rockhampton	2.99	0.32
Thuringowa	92.31	3.84
Townsville	90.91	14.40
Whitsunday	23.53	0.64
Total	-	32.64%

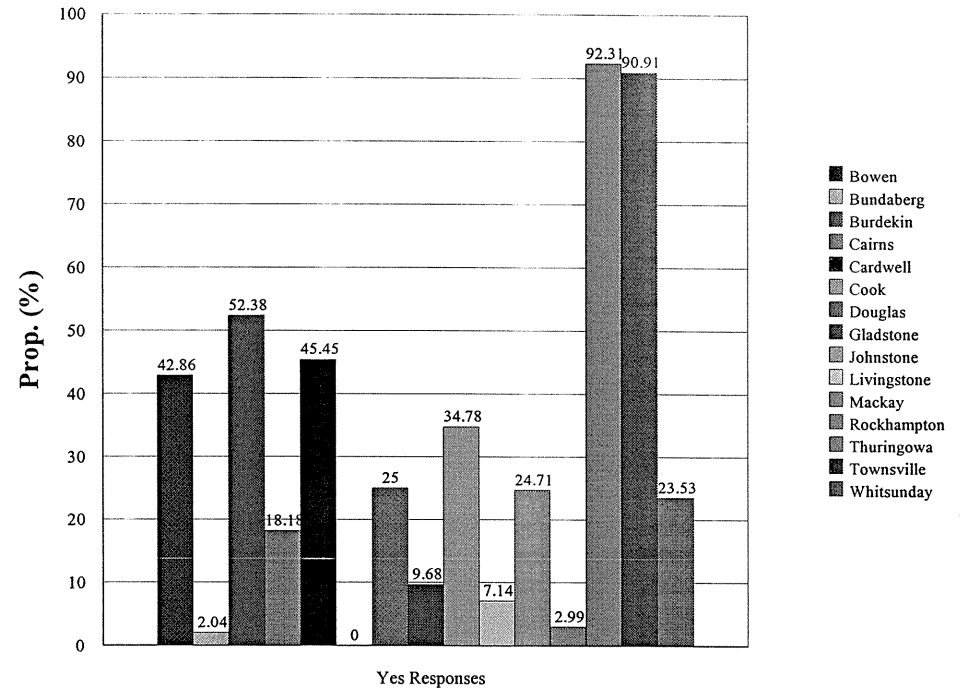
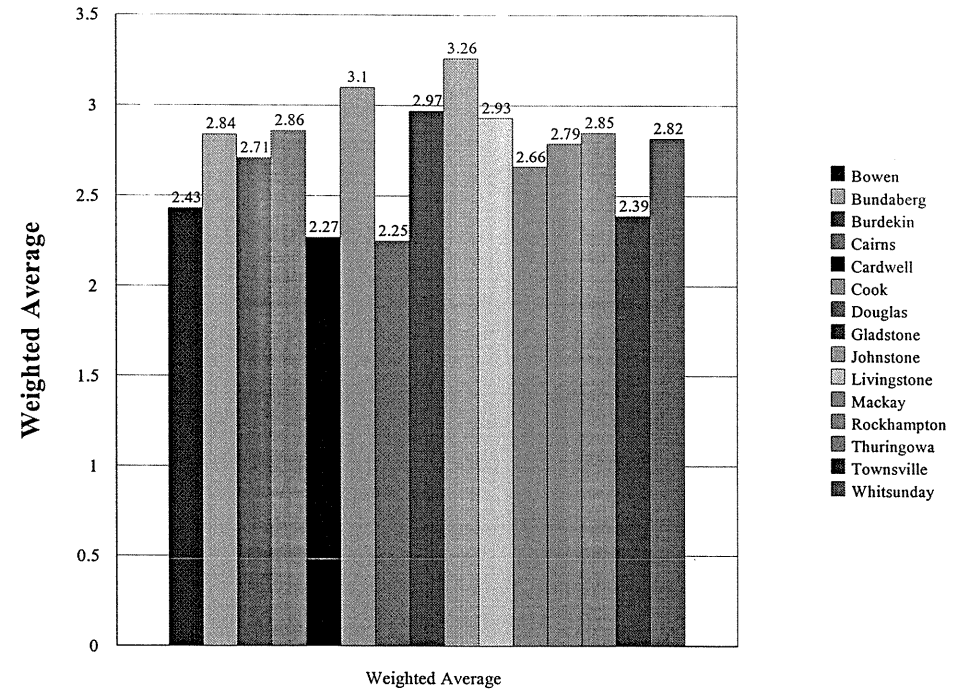


Table 16 ~ Belief for the Overall Future of the Great Barrier Reef

Response	Prop. (%)		
1 ~ Very Optimistic	8.48		
2 ~ Optimistic	40.32		

Ratings 1 & 2 ~ Cumulative Results			
Response	Weighted Average	Prop. (%) of Catchment Area	Out of Total (%)
Bowen	2.43	50.00	1.12
Bundaberg	2.84	38.78	3.04
Burdekin	2.71	42.86	1.44
Cairns	2.86	44.70	9.44
Cardwell	2.27	72.73	1.28
Cook	3.10	50.00	0.80
Douglas	2.25	75.00	1.44
Gladstone	2.97	35.48	1.76
Johnstone	3.26	30.43	1.12
Livingstone	2.93	42.86	1.92
Mackay	2.66	54.12	7.36
Rockhampton	2.79	43.28	4.64
Thuringowa	2.85	53.85	2.24
Townsville	2.39	64.65	10.24
Whitsunday	2.82	35.29	0.96
Total	-	-	48.80%



Comparisons

Table ~ Threats to the Great Barrier Reef:

Response	Prop. (%)	
	2002	2001
Pollution Related:	25.44	22.88
Shipping / Boating Related:	24.64	23.23
Oil Spills	5.92	5.44
Fishing Related:	22.88	16.16
Tourism Related:	16.96	8.00
Crown of Thorns Starfish	13.60	6.08
Chemical Related:	8.48	9.92
Drilling for Oil / Mining	2.88	0.96

Table ~ Belief for the Overall Future of the Great Barrier Reef

Response	Prop. (%)	
	2002	2001
1 ~ Very Optimistic	8.48	12.80
2 ~ Optimistic	40.32	56.00
<i>Weighted Average</i>	<i>2.74</i>	<i>2.36</i>

Definition of Weighted Average

The weighted average is the sum of the option multiplied by the percentage of the category achieved divided by 100, ie:

Option * % of Category

$$1 * 20\% = 20$$

$$2 * 30\% = 60$$

$$3 * 20\% = 60$$

$$4 * 20\% = 80$$

$$5 * 10\% = 50$$

$$\text{Total} = 270$$

$$\text{Weighted average} = 270/100 = 2.7$$

That means that the most popular option lies between option 2 and option 3, tending more towards option 3. It is similar in nature to the median.

The mode on the other hand is the most popular response, in this case option 2.

When the rating scale is segmented with 1 being the highest / or best score and 5 being the lowest / or worst score – the weighted average corresponds to the category or rating it represents.

For example.

The rating scale from 1 to 5 is: 1 as Very Optimistic, 2 as Optimistic, 3 as Average, 4 as Pessimistic and 5 as Very Pessimistic. With a weighted average of 2.37, the most popular option lies between ratings 2 and 3, tending more towards rating 2.

Copy of Survey



Hello, my name is _____ from AECmarket research. We are conducting a survey to gather feedback on the Great Barrier Reef and Environmental Awareness in the region. I was wondering if I could have approximately 2-3 minutes of your time please?



GREAT BARRIER REEF
MARINE PARK AUTHORITY

GENERAL QUESTIONS

(1) Firstly, do you believe the Great Barrier Reef is under threat?

Yes 1

No 2

Unsure 3

(2) On a 5 point scale, with 1 as 'Greatly Threatened', 2 as 'Threatened', 3 as 'Average', 4 as 'Low level of Threat' and 5 as 'Not at all', could you rate the degree to which you believe the GBR is threatened?

1 Greatly Threat.. 2 Threatened 3 Average 4 Low Threat 5 * Not At All 6 * n/a

* → If 5 or 6 – Go to Q 4

(3) What do you believe is causing the greatest threat to the Great Barrier Reef?

→ _____

* Surveyors – Record KEY POINTS

ADVERTISING

Recall & Recognition:

(4) Can you recall any Great Barrier Reef related advertising in the past 6 months?

Yes 1 **Go to 4a**

No 2 **Go to Q 5a**

Unsure 3 **Go to Q 5a**

(4a) Could you please tell me about any advertising you recall?
(specifically – what did the advert contain? Or Elements from it?)

→ _____

* Surveyors – Record KEY POINTS

(4b) What was the main message of this advertising?
(specifically – what was the advertising talking about?)

→ _____

* Surveyors – Record KEY POINTS

(Prompted Recall) **READ INTRO:** → As I describe the following advertisements, could you please tell me if you now recall any of them?

(5a) Can you recall – the Under Pressure advertisement?
(views of the Reef – with the screen squeezed downwards, and the sound of metal under pressure)

Yes 1

No 2

Unsure 3

(5b) Can you recall the Sea Grass advertisement?
(views of sea grass – fades to grey and then back to colour)

Yes 1

No 2

Unsure 3

(5c) Can you recall the Turtles advertisement
(views of turtles swimming – turtle disappears and then reappears)

Yes 1

No 2

Unsure 3

(6) If you can now recall any of the previously mentioned adverts, What was the main message of any of this advertising (any / all)?

→ _____

* Surveyors – Record KEY POINTS

(7) From this advertising, do you think your attitude changed towards the protection of the reef?

Yes 1 **Go to Q 8**

No 2 **Go to Q 9**

Unsure 3 **Go to Q 9**

(8) In what ways would you say your attitudes have specifically changed since viewing the advertising?

→ _____

* Surveyors – Record KEY POINTS

Great Barrier Reef Marine Park Authority – Post Campaign Research

(9) From this advertising, do you think you have changed any of your behaviours (regarding the protection of the reef)?

Yes	1 <input type="checkbox"/>	Go to Q 10
No	2 <input type="checkbox"/>	Go to Q 11
Unsure	3 <input type="checkbox"/>	Go to Q 11

(10) In what ways would you say your current behaviours have specifically changed since viewing the advertising?

→ _____

** Surveyors – Record KEY POINTS*

(11) Based on the advertisements - has your awareness of the levels of threat to, and the increased protection of the GBR, increased?

Yes	1 <input type="checkbox"/>	
No	2 <input type="checkbox"/>	
Unsure	3 <input type="checkbox"/>	

REEF SPECIFIC:

(12) What percentage (%) of the Great Barrier Reef do you think should be **protected** to ensure the future of the Reef?
(answer in a percentage) _____ %

(13) Are you **supportive** of increased protection to the Great Barrier Reef.

Yes	1 <input type="checkbox"/>	
No	2 <input type="checkbox"/>	
Unsure	3 <input type="checkbox"/>	

(14) Have you actually fished in the Great Barrier Reef Marine Park within the past 12 months?

Yes	1 <input type="checkbox"/>	
No	2 <input type="checkbox"/>	
<i>* this can be anywhere – from the beach, to rocks to actual reef fishing</i>	Unsure 3 <input type="checkbox"/>	

(15) Have you heard of Reef HQ?

Yes	1 <input type="checkbox"/>	Go to Q 15a
No	2 <input type="checkbox"/>	Go to Q 16
Unsure	3 <input type="checkbox"/>	Go to Q 16

(15a) If Yes – which of the following do you think, best describes Reef HQ ?

- 1 Museum
- 2 Aquarium
- 3 Dive Operator
- 4 Theme Park
- 5 Great Barrier Reef Marine Park Authority
- 6 Other: → _____

[*Single Response Only*]

(16) Could you please rate your **overall belief regarding the future** of the Great Barrier Reef within the next 10 years? 1 is 'Very Optimistic', 2 is 'Optimistic', 3 is 'Neither / Nor', 4 is 'Pessimistic' and 5 is 'Very Pessimistic'.

1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Very Optim.	Optimistic	Neither / Nor	Pessimistic	Very Pessim.	n/a

(Note: Optimistic is a Good Rating – meaning we will protect the Reef,

Pessimistic is a Negative Rating – meaning the Reef may be destroyed or greatly damaged within the next 10 years)

DEMOGRAPHICS

This final section seeks general demographical information to provide a profile of the areas surveyed – information will be handled in the **strictest confidence** and is in no way able to be related back to individuals.

<p>(17) Could I please ask your Age Group:</p> <p>(All ages fit into a category in denominations of 10 – for example 20 to 29)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 20%;">17 – 19</td> <td style="width: 10%;">1 <input type="checkbox"/></td> <td style="width: 20%;">40 – 49</td> <td style="width: 10%;">4 <input type="checkbox"/></td> </tr> <tr> <td>20 – 29</td> <td>2 <input type="checkbox"/></td> <td>50 – 59</td> <td>5 <input type="checkbox"/></td> </tr> <tr> <td>30 – 39</td> <td>3 <input type="checkbox"/></td> <td>Over 60</td> <td>6 <input type="checkbox"/></td> </tr> </table>	17 – 19	1 <input type="checkbox"/>	40 – 49	4 <input type="checkbox"/>	20 – 29	2 <input type="checkbox"/>	50 – 59	5 <input type="checkbox"/>	30 – 39	3 <input type="checkbox"/>	Over 60	6 <input type="checkbox"/>	<p>(18) SURVEYORS – RECORD Gender:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 40%;">Male</td> <td style="width: 10%;">1 <input type="checkbox"/></td> <td style="width: 50%;"></td> </tr> <tr> <td>Female</td> <td>2 <input type="checkbox"/></td> <td></td> </tr> </table>	Male	1 <input type="checkbox"/>		Female	2 <input type="checkbox"/>	
17 – 19	1 <input type="checkbox"/>	40 – 49	4 <input type="checkbox"/>																
20 – 29	2 <input type="checkbox"/>	50 – 59	5 <input type="checkbox"/>																
30 – 39	3 <input type="checkbox"/>	Over 60	6 <input type="checkbox"/>																
Male	1 <input type="checkbox"/>																		
Female	2 <input type="checkbox"/>																		

(19) & (20) SURVEYORS – RECORD Catchment Area:

Thank you for your time in participating in this survey



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