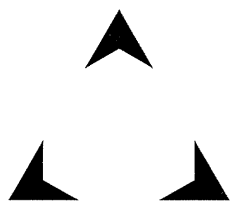




MARKET RESEARCH FOR
GREAT BARRIER REEF MARINE PARK
AUTHORITY

~ PRELIMINARY DATA ~

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



AECgroup

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

~ PRELIMINARY DATA ~

March 2001

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Overall Results

This section presents the preliminary results of selected questions of the Pre-Campaign research. The Question results requested included: 1, 3, 4, 7, 8, 11, 12, 13, 15.

Table 1 ~ Awareness of the Great Barrier Reef Marine Park Authority

Response	Prop. (%)
Yes	88.00
No	11.68
Unsure	0.32
Total	100.0%

Table 1a ~ Mediums of GBRMPA Awareness

Response	Prop. (%) *	Prop. Of Total Sample (%)
Radio	21.64	19.04
Television	70.73	62.24
Newspaper	39.64	34.88
Book	6.36	5.60
Magazine	6.91	6.08
Brochures	6.00	5.28
Other ~	17.45	14.08
<i>Word of Mouth</i>	<i>6.36</i>	<i>5.60</i>
<i>Employment / Profession</i>	<i>2.36</i>	<i>2.08</i>
<i>Fisheries / Fishing / Fishing Industry</i>	<i>1.09</i>	<i>0.96</i>
<i>University</i>	<i>0.91</i>	<i>0.80</i>
<i>Internet</i>	<i>0.73</i>	<i>0.64</i>
<i>Billboards</i>	<i>0.55</i>	<i>0.48</i>
<i>Parks & Wildlife / National Parks</i>	<i>0.55</i>	<i>0.48</i>
<i>Family Member</i>	<i>0.36</i>	<i>0.32</i>
<i>Museum / AIMS</i>	<i>0.36</i>	<i>0.32</i>
<i>Reef HQ</i>	<i>0.36</i>	<i>0.32</i>
<i>Residence in Area</i>	<i>0.36</i>	<i>0.32</i>
<i>School</i>	<i>0.36</i>	<i>0.32</i>
<i>Boat Owners</i>	<i>0.18</i>	<i>0.16</i>
<i>Diving</i>	<i>0.18</i>	<i>0.16</i>
<i>Driving Past</i>	<i>0.18</i>	<i>0.16</i>
<i>Reef levy</i>	<i>0.18</i>	<i>0.16</i>
<i>Sports Fishing Club</i>	<i>0.18</i>	<i>0.16</i>
<i>Research</i>	<i>0.18</i>	<i>0.16</i>
<i>Tourism Bureau</i>	<i>0.18</i>	<i>0.16</i>
<i>Whitsundays Visitation</i>	<i>0.18</i>	<i>0.16</i>
<i>Yachts / Boating</i>	<i>0.18</i>	<i>0.16</i>

* Includes only those respondents nominating GBRMPA Awareness (Table 1 - 88.00%)

Multiple Response Format Question



Table 1b ~ Contact or Interaction with GBRMPA

Response	Prop. (%) *	Prop. Of Total Sample (%)
Yes	15.82	13.92
No	84.18	74.08
Unsure	0.00	0.00
Total	100.0%	88.00%

* Includes only those respondents nominating GBRMPA Awareness (Table 1 - 88.00%)

Table 1c ~ Satisfaction with Last Contact

Response	Prop. (%) *	Prop. Of Total Sample (%)
1 ~ Very Satisfied	24.14	3.36
2 ~ Satisfied	44.83	6.24
3 ~ Average	21.84	3.04
4 ~ Dissatisfied	4.60	0.64
5 ~ Very Dissatisfied	4.60	0.64
6 ~ n/a	0.00	0.00
Total	100.0%	13.92%
Weighted Average	2.21	-

* Includes only those respondents nominating Contact with GBRMPA – (Table 1b – 15.82%)

Table 1d ~ Reason for Dis-satisfaction

Response	Prop. (%) *	Prop. Of Total Sample (%)
Not Specified	55.56	2.40
Closure of Reefs	3.70	0.16
They do not publish good results through the media	3.70	0.16
Staff friendly but not genuinely interested	3.70	0.16
GBRMPA have their own ideas about things	3.70	0.16
Insufficient Research being conducted	3.70	0.16
Extended delay for Approvals	3.70	0.16
Lack of Technical Expertise	3.70	0.16
Mistakes being made - re: Dugongs	3.70	0.16
Domineering	3.70	0.16
Bad Bureaucracy	3.70	0.16
Lack of Signage and Knowledge of Rules	3.70	0.16
Dugong Research should be Released to Public	3.70	0.16
Total	100.0%	4.32%

* Includes only those respondents rating Contact with GBRMPA as 3 or below – (Table 1c – 31.04%)

Table 3~ Main Role of Marine Park Authority

Response	Prop. (%)
Not Specified	8.32
Protect the Reef	49.44
Maintain / Maintenance of the Reef	12.64
Preservation	8.00
Care for the Reef	6.88
Control:	6.56
Control - Fishing	1.76
Control - Pollution	1.28
Control - re: Crown of Thorns	1.12
Control - Shipping / Prevent Usage	1.12
Control - Tourism	0.48
Control - Damage to Reef	0.32
Control - Usage	0.32
Control - Diving	0.16
Manage the Reef	6.24
Monitoring:	4.32
Monitoring / Supervision- Usage	1.76
Monitoring - General	1.6
Monitoring - Boating / Shipping	0.32
Monitoring - Environmental Damage	0.32
Monitoring - Fishing	0.16
Monitoring - for Pests / Foreign Species	0.16
Conservation	3.20
Police the Reef	2.40
Research	1.76
Sustain Reef - for future Usage / in Present Condition	1.60
Education	0.96
Clean the Reef	0.80
Planning / Regulation / Permits	0.64
Administration / Legislation	0.48
Increase Awareness	0.48
Regulation - Activities / Usage	0.48
Advise Government	0.32
Impose Fines	0.16
Public Consultation / Communication	0.16
Reef Sustainability	0.16
Tourism	0.16
Zoning / Legislation	0.16

* Multiple Response Format Question (Non-Prompted Response)



Table 4 ~ Marine Park Authority Does in Relation to Reef

Response	Prop. (%) *
Protect	64.32
Manage	60.32
Impose Fines	58.40
Police Reef	64.00
Care for the Reef	67.68
Limit Usage	56.48
Research	65.60
Education	62.40
Communication	44.80
Other ~	5.44
Maintenance of Reef	0.80
Monitoring:	
Monitor - General	0.48
Monitor - Ships / Shipping Lanes	0.32
Monitor - Fishing	0.16
Monitor - Growth	0.16
Monitor - Pollution	0.16
Monitor - Usage	0.16
Control:	
Control - Pollution	0.32
Control - Fishing	0.16
Control - Shipping	0.16
Clean-up - Spills	0.32
Policy / Planning	0.32
Produce Maps / Mapping	0.32
Restrict - Fishing	0.32
Conservation	0.16
Issue Permits	0.16
Recreational fishing	0.16
Research / Scientific Studies	0.16
Rule Enforcement	0.16
Signage	0.16
Stop Oil Drilling / Exploration	0.16
Tourism / Tours	0.16

* Multiple Response Format Question

Table 7 ~ Rating How Well the Marine Park Authority Protects the Reef

Response	Prop. (%) *
1 ~ Excellent	16.32
2 ~ Good	35.20
3 ~ Average	32.64
4 ~ Poor	5.76
5 ~ Very Poor	2.08
6 ~ N/a	8.00
Total	100.0%
Weighted Average	2.37



Table 8 ~ Awareness of term ‘Biodiversity’

Response	Prop. (%)
Yes	70.40
No	28.48
Unsure	1.12
Total	100.0%

Table 8a ~ Information Mediums of Awareness of Biodiversity

Response	Prop. (%) *	Prop. Of Total Sample (%)
Radio	9.55	6.72
Television	61.59	43.36
Newspaper	23.41	16.48
Books	8.64	6.08
Magazines	7.50	5.28
Brochures	2.27	1.60
Other:	18.41	12.96
<i>School</i>	<i>6.14</i>	<i>4.32</i>
<i>Word of Mouth</i>	<i>5.23</i>	<i>3.68</i>
<i>University</i>	<i>1.36</i>	<i>0.96</i>
<i>Work</i>	<i>1.14</i>	<i>0.80</i>
<i>Internet</i>	<i>0.68</i>	<i>0.48</i>
<i>Boating / Club Membership</i>	<i>0.45</i>	<i>0.32</i>
<i>Dive Boats</i>	<i>0.45</i>	<i>0.32</i>
<i>Environmental Issues / News</i>	<i>0.45</i>	<i>0.32</i>
<i>Family Member</i>	<i>0.45</i>	<i>0.32</i>
<i>Research</i>	<i>0.45</i>	<i>0.32</i>
<i>Talks / Discussions / Meetings</i>	<i>0.45</i>	<i>0.32</i>
<i>Department of Natural Resources</i>	<i>0.23</i>	<i>0.16</i>
<i>Documentary</i>	<i>0.23</i>	<i>0.16</i>
<i>Poster</i>	<i>0.23</i>	<i>0.16</i>
<i>Professional Biologist</i>	<i>0.23</i>	<i>0.16</i>
<i>Tafe</i>	<i>0.23</i>	<i>0.16</i>

* Includes only those respondents nominating Awareness of Biodiversity (Table 8 – 70.40%)
Multiple Response Format Question



Table 10 ~ Do you Believe Biodiversity Relates to the Great Barrier Reef

Response	Prop. (%)
Yes	93.92
No	1.28
Unsure	4.80
Total	100.0%

Table 11 ~ Rating of Importance of Biodiversity to the Great Barrier Reef

Response	Prop. (%)
1 ~ Very Important	78.88
2 ~ Important	10.40
3 ~ Average	6.56
4 ~ Low Importance	0.80
5 ~ Not at all Important	0.64
6 ~ N/a	2.72
Total	100.0%
Weighted Average	1.29

Table 12 ~ Believe Biodiversity of the Great Barrier Reef is Under Threat

Response	Prop. (%)
Yes	81.76
No	7.36
Unsure	10.88
Total	100.0%

Table 13 ~ Degree to which the Biodiversity of the GBR is Threatened

Response	Prop. (%)
1 ~ Greatly Threatened	22.72
2 ~ Threatened	27.84
3 ~ Average	31.20
4 ~ Low Threat	5.28
5 ~ Not at all	4.16
6 ~ N/a	8.80
Total	100.0%
Weighted Average	2.35



Table 15 ~ Belief Regarding the Overall Future of the Great Barrier Reef

Response	Prop. (%) *
1 ~ Very Optimistic	12.80
2 ~ Optimistic	56.00
3 ~ Neither / Nor	16.96
4 ~ Pessimistic	10.40
5 ~ Very Pessimistic	3.84
6 ~ N/a	0.00
Total	100.0%
Weighted Average	2.36

Copy of Survey

GENERAL QUESTIONS

(Q 1) Have you heard of the Great Barrier Reef Marine Park Authority?

Yes 1 ☐

No 2 ☐

Unsure 3 ☐

Go to Bridging Statement () – before Q 2**

(Q 1a) Through which mediums can you recall hearing about the Great Barrier Reef Marine Park Authority?

(Multiple Response – please tick all that apply)

Radio 1 ☐

Television 2 ☐

Newspaper 3 ☐

Other: 7 ☐ → _____

Book 4 ☐

Magazine 5 ☐

Brochures 6 ☐

(Q 1b) Have you ever had contact or any interaction with the Marine Park Authority?

Yes 1 ☐

No 2 ☐

Unsure 3 ☐

Go to Bridging Statement () – before Q 2**

Go to Bridging Statement () – before Q 2**

(Q 1c) On a scale of 1 to 5, with 1 as ‘Very Satisfied’, 3 as ‘Average’ and 5 as ‘Very Dissatisfied’, Could you please rate your satisfaction with your last contact with the Marine Park Authority?

1 ☐ 2 ☐ 3 ☐ * 4 ☐ * 5 ☐ * 6 ☐

Very Satisf Satisf Average Dis-satisf Very Dis-satisf n/a

(Q 1d) * (If Rating 3, 4 or 5) Could you please tell me any reasons for your dis-satisfaction?

**** (Bridging Statement – The Great Barrier Reef Marine Park Authority is located in Townsville, Queensland, (Australia) and is the principal adviser to the Commonwealth Government in relation to the Great Barrier Reef Marine Park.**

For ease of reference, for the remainder of the survey we will be referring to the Great Barrier Reef Marine Park Authority as the Marine Park Authority

(Q 2) On a five point scale, with 1 as ‘Very Knowledgeable’, 3 as ‘Average’, and 5 as ‘Almost No Knowledge’, could you please rate your degree of knowledge about what the Marine Park Authority does?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

Very Knowl’ Knowl’ Average Limit’ Knowl’ Almost No Knowl’ n/a

(Q 3) What do you think is the Main Role of the Marine Park Authority in relation to the Great Barrier Reef?

(Unprompted response)

(Q 4) What are some of the other things you believe the Marine Park Authority does in relation to the Reef?

(Multiple Response – please tick all that apply) (Can be Prompted)

Protect 1 ☐

Manage 2 ☐

Impose Fines 3 ☐

Police the Reef 4 ☐

Care for the Reef 5 ☐

Limit Usage 6 ☐

Research 7 ☐

Education 8 ☐

Communication 9 ☐

Other: (specify) → 10 ☐ _____

(Q 5) Is there anything else you feel the Marine Park Authority should be doing, in relation to the Great Barrier Reef?

Yes 1 ☐

No 2 ☐

Unsure 3 ☐

Go to Q 5a

Go to Q 6

Go to Q 6

(Q 5a) If Yes – Could you please specify?

(Q 6) Do you feel the Great Barrier Reef should be protected?

Yes 1 ☐

No 2 ☐

Unsure 3 ☐

(Q 7) How well do you believe the Marine Park Authority does the job of protecting the GBR? This time on a scale with 1 as ‘Excellent’, 3 as ‘Average’ and 5 as ‘Very Poor’.

1 ☐ 2 ☐ 3 ☐ * 4 ☐ * 5 ☐ * 6 ☐

Excellent Good Average Poor Very Poor n/a

(Q 7a) * (If Rating 3, 4 or 5) Could you please tell me any reasons for your rating?

Biodiversity Section

(Q 8) Have you heard of the term – ‘Biodiversity’

Yes 1 ☐No 2 ☐Unsure 3 ☐

Go to Bridging Statement (**) – before Q 10

Go to Bridging Statement (**) – before Q 10

(Q 8a) [If Yes] – Through which information mediums can you recall hearing about ‘Biodiversity’

[Multiple Response – tick all that apply]

Radio 1 ☐Television 2 ☐Newspaper 3 ☐Book 4 ☐Magazine 5 ☐Brochures 6 ☐Other: 7 ☐ → _____

(Q 8b) Could you tell me what this was in reference to?

(Q 9) Could you please tell me in a few short words, what you believe ‘biodiversity’ is or relates to?

(If Incorrect or Unable to offer an explanation go to Bridging Statement)

* BRIDGING STATEMENT: Simply put, Biodiversity, or Biological Diversity, is the diversity of plants, animals and habitats and the connection between them all.

(Q 10) Do you believe Biodiversity is something relating to the Great Barrier Reef?

Yes 1 ☐No 2 ☐Unsure 3 ☐

(Q 11) Could you please rate how Important you believe, the Biodiversity of the Great Barrier Reef is, on a 5 point scale, with 1 as ‘Very Important’, 3 as ‘Average’ and 5 as ‘Not at all Important’

1 ☐

Very Import

2 ☐

Import

3 ☐

Average

4 ☐

Low Import

5 ☐

Not At All Impt

6 ☐

n/a

(Q 12) Do you believe the Biodiversity of the Great Barrier Reef is under threat?

Yes 1 ☐No 2 ☐Unsure 3 ☐

(Q 13) On a 5 point scale again, 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 Biodiversity of the GBR is threatened?

1 ☐

Greatly Threat..

2 ☐

Threatened

3 ☐

Average

4 ☐

Low Threat

5 ☐

Not At All

6 ☐

n/a

(Q 14) What do you believe is causing the greatest threat to the Biodiversity of the Great Barrier Reef?

(Q 15) On this final rating scale, 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 ☐

Very Optim.

2 ☐

Optimistic

3 ☐

Neither / Nor

4 ☐

Pessimistic

5 ☐

Very Pessim.

6 ☐

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.

(Q 16) Could I please ask your Age:

(All ages fit into a category in denominations of 10 – for example 20 to 29)

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"/>

(Q 17) SURVEYORS – RECORD Sex:

Male 1 ☐
Female 2 ☐

(Q 18) What is your CURRENT Household Structure:

(As in – Who currently resides in your household with you)

Married without children	1 <input type="checkbox"/>
Married with children < 13 yrs	2 <input type="checkbox"/>
Married with children >13 yrs	3 <input type="checkbox"/>
Two parent families	4 <input type="checkbox"/>
Two families	5 <input type="checkbox"/>
Three families	6 <input type="checkbox"/>
Group household	7 <input type="checkbox"/>
Single occupant	8 <input type="checkbox"/>
Single parent	9 <input type="checkbox"/>
Defacto	10 <input type="checkbox"/>

(Q 19) What is your current Occupation Classification:

Manager / Administrator	1 <input type="checkbox"/>
Professional	2 <input type="checkbox"/>
Associate Professional (TAFE training etc)	3 <input type="checkbox"/>
Tradesperson and Related Worker	4 <input type="checkbox"/>
Clerk	5 <input type="checkbox"/>
Sales and Personal Services	6 <input type="checkbox"/>
Plant & Machine Operator	7 <input type="checkbox"/>
Labourer and Related Worker	8 <input type="checkbox"/>
Other: (specify) → _____	9 <input type="checkbox"/>

(Q 20) SURVEYORS – RECORD Catchment Area: _____

(Q 21) SURVEYORS – RECORD Post Code: _____

Thank you for your time in participating in this survey



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