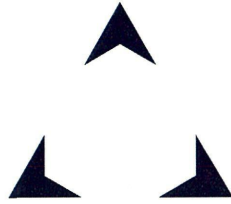


**AEC***group*

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

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



**AECgroup**

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March 2001

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## Executive Summary

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

### Great Barrier Reef Specific:

- Almost all respondents believe the Great Barrier Reef should be protected (99.52%);
- Approaching 70% of respondents maintain an ‘Above Average’ sense of Optimism regarding the future of the Great Barrier Reef over the next 10 years (68.80% ~ *cumulative results* ~ ‘Optimistic’ and ‘Very Optimistic’.

### Great Barrier Reef Marine Park Authority Awareness:

- Residents of the Queensland Coastal Areas possess a relatively high degree of **Awareness** of the Great Barrier Reef Marine Park Authority, but believe themselves to have only ‘Average’ **Knowledge** about the activities and full responsibilities of the Marine Park Authority;
- Approaching 90% of respondents claimed ‘Awareness’ of the Great Barrier Reef Marine Park Authority (88.00%);
  - Mediums of Awareness included:
    - Television (62.24% of the total sample);
    - Newspapers (34.88% of the total sample);
- Approaching 50% of respondents nominated the activity of ‘Protecting the Reef’ as the main role of the Marine Park Authority (49.44% - Non-Prompted Response);
- When prompted, the most nominated activities believed undertaken by the Marine Park Authority were:
  - Care for the Reef (67.68%);
  - Research (65.60%); and
  - Protect the Reef (64.32%);
- When respondents were asked to rate their degree of knowledge concerning GBRMPA, the average score was 3.43 on the scale, therefore within the category of ‘Average’ – tending to be limited knowledge;

- Approximately 18% of respondents believe their knowledge of The Marine Park Authority to be ‘High’ or ‘Very High’ (18.40% cumulative results).

### **Great Barrier Reef Marine Park Authority Perceptions:**

- Over 10% of respondents claimed to have had Contact or Interaction with the Marine Park Authority at some stage (13.92% of total sample);
- Average satisfaction with this contact was placed at 2.21 on the scale, therefore ‘Satisfied’. Respondents nominating a positive experience with the Marine Park Authority accounted for 9.60% of the total sample (rating either Satisfied or Very Satisfied);
- Almost one third of respondents believe the Marine Park Authority should be doing more in relation to the Great Barrier Reef (31.68%);
  - The most commonly nominated ‘additional activities’ included:
    - Control of, or reduction of ships within the Great Barrier Reef (6.56% of the total sample);
    - Increased Education Programs for the Public to increase awareness (2.24% of the total sample);
    - Increased Control over Fishing (1.76% of the total sample).
- Relative to the perception of how well the Marine Park Authority protects the Great Barrier Reef, the average rating was calculated to be 2.37 on the scale, therefore ‘Good’. Over half of the sample rated the protection of the Great Barrier Reef by the Marine Park Authority as being ‘Good’ or ‘Excellent’ (51.52% ~ cumulative results).

### **Biodiversity:**

- Over 70% of those surveyed claimed awareness of the term Biodiversity (70.40%), but it should be noted that awareness does not equate to a correct understanding of the term, as is evidenced by the verbatim definitions of biodiversity (Table 9).
- Television provided the greatest degree of awareness of the term biodiversity, with 43.36% of the total sample nominating this as a medium associated with the term.
- References to Biodiversity included:
  - the Reef (3.20% of total sample);
  - the Environment in General (2.08% of total sample); and
  - Television Programs (1.92% of total sample).

- Over 90% of respondents believe Biodiversity relates to the Great Barrier Reef after being offered a clarifying statement of the term (93.92%) ~ *“Simply put, Biodiversity, or Biological Diversity, is the diversity of plants, animals and habitats and the connection between them all”*
- On average, the Importance of Biodiversity to the Great Barrier Reef was rated at 1.29 on the scale, therefore ‘Very Important’. Approaching 90% of respondents rate the importance was being either ‘Important’ or ‘Very Important’ (89.28% ~ *cumulative results*).
- Over 80% of respondents believe the Biodiversity of the Great Barrier Reef to be under threat (81.76%);
  - On average, the threat to biodiversity of the Great Barrier Reef was rated at 2.35 on the scale, therefore ‘Threatened’. Over half of those surveyed rated the threat to the Great Barrier Reef’s biodiversity as being ‘High’ or ‘Very High’ (50.56% ~ *cumulative results*);
    - Elements causing the greatest threat to the Biodiversity of the Reef included:
      - Usage 29.60% ~ *cumulative results* – (general usage / Lack of Awareness, Overuse, etc);
      - Pollution 22.88% ~ *cumulative results* – (general, rubbish, sewerage etc)
      - Shipping 21.76% ~ *cumulative results* – (general, trawlers, accidents, introduced pests etc);

## Demographics:

- On average, respondents were aged 41.46 years. 24.80% were aged 17 to 19 years, 40.96% were aged between 30 and 49 years, and 34.24% were aged over 50 years;
- Males accounted for 48.64% of the sample, females – 51.36%;
- The household structures of ‘Married / Defacto with Children’ and ‘Married / Defacto without Children’ accounted for 34.88% (~ *cumulative results*) and 21.76% respectively;
- Respondents engaged in occupations classifying as ‘Managerial and or Professional’ accounted for 24.64% of those surveyed.

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# Introduction

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The AEC Group Ltd was commissioned to gather feedback from residents of coastal areas of Queensland. This document presents the findings of the pre-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 February and March 2001. A total of 625 surveys were obtained via telephone interviewing methods.

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

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This section presents the results of the research.

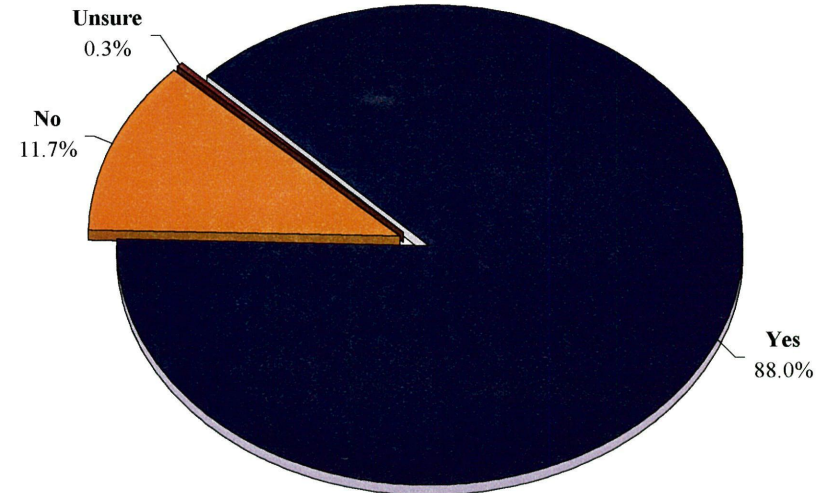
**Table 1 ~ Heard of the Great Barrier Reef Marine Park Authority**

Response	Prop. (%)
Yes	88.00
No	11.68
Unsure	0.32
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Over 85% of respondents claimed to have heard for the Great Barrier Reef Marine Park Authority (GBRMPA) (88.00%).

**Figure 1 ~ Heard of the Great Barrier Reef Marine Park Authority**





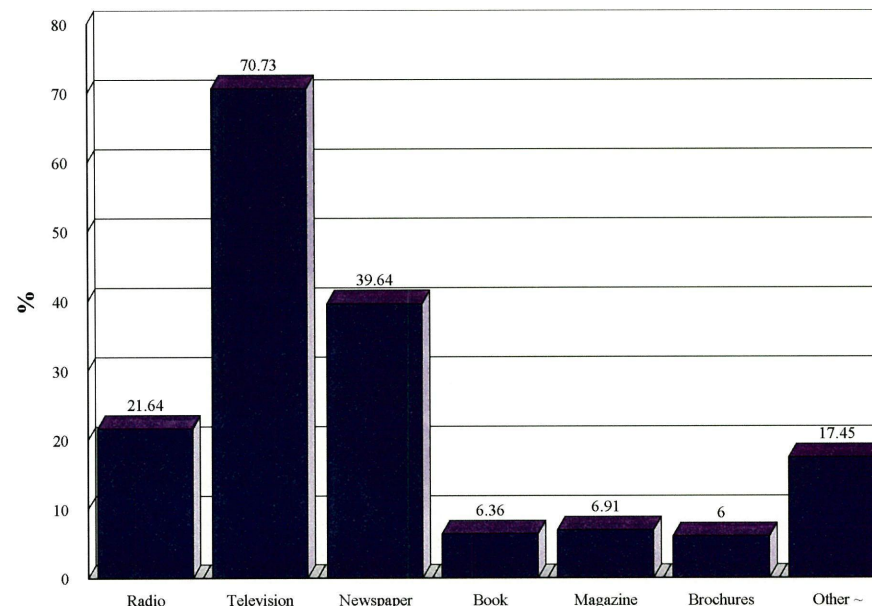
**Table 1a ~ Heard About GBRMPA Through Which Medium**

<b>Response</b>	<b>Prop. (%) *</b>	<b>Prop. Of Total Sample (%)</b>
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>	6.36	5.60
<i>Employment / Profession</i>	2.36	2.08
<i>Fisheries / Fishing / Fishing Industry</i>	1.09	0.96
<i>University</i>	0.91	0.80
<i>Internet</i>	0.73	0.64
<i>Billboards</i>	0.55	0.48
<i>Parks &amp; Wildlife / National Parks</i>	0.55	0.48
<i>Family Member</i>	0.36	0.32
<i>Museum / AIMS</i>	0.36	0.32
<i>Reef HQ</i>	0.36	0.32
<i>Residence in Area</i>	0.36	0.32
<i>School</i>	0.36	0.32
<i>Boat Owners</i>	0.18	0.16
<i>Diving</i>	0.18	0.16
<i>Driving Past</i>	0.18	0.16
<i>Reef levy</i>	0.18	0.16
<i>Sports Fishing Club</i>	0.18	0.16
<i>Research</i>	0.18	0.16
<i>Tourism Bureau</i>	0.18	0.16
<i>Whitsundays Visitation</i>	0.18	0.16
<i>Yachts / Boating</i>	0.18	0.16

Key Points from Table:

- Television was the medium through which the majority of respondents recalled ‘GBRMPA’ related information (70.73%), followed by ‘Newspapers’ (39.64%).

**Figure 1a ~ Heard About GBRMPA Through Which Medium**



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

Multiple Response Format Question

**Table 1b ~ Contact or Interaction with GBRMPA**

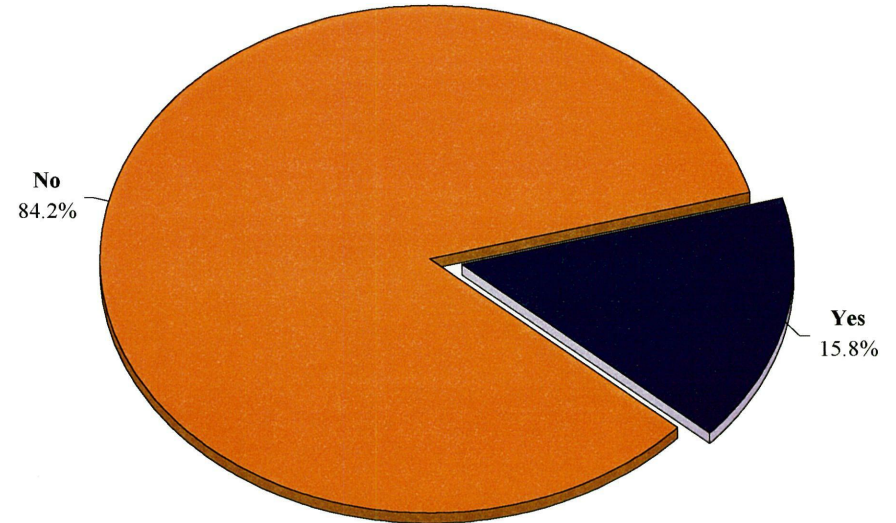
<b>Response</b>	<b>Prop. (%) *</b>	<b>Prop. Of Total Sample (%)</b>
Yes	15.82	13.92
No	84.18	74.08
Unsure	0.00	0.00
<b>Total</b>	<b>100.0%</b>	<b>88.00%</b>

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

**Key Points:**

- Approaching 16% of respondents aware of GBRMPA, claimed to have had contact or interaction with the Authority (15.82% of those aware).

**Figure 1b ~ Contact or Interaction with GBRMPA**



**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
<b>Total</b>	<b>100.0%</b>	<b>13.92%</b>
<b>Weighted Average</b>	<b>2.21</b>	<b>-</b>

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

**Key Points:**

- Of those respondents claiming interaction with GBRMPA (15.82%, Table 1b), over 65% claimed ‘Satisfaction’ with the experience (68.97% ~ cumulative results – Very Satisfied and Satisfied);
- On average, respondents satisfaction with GBRMPA related interaction was placed at 2.21 on the scale, therefore within the category of ‘Satisfied’.

**Figure 1c ~ Satisfaction with Last Contact**

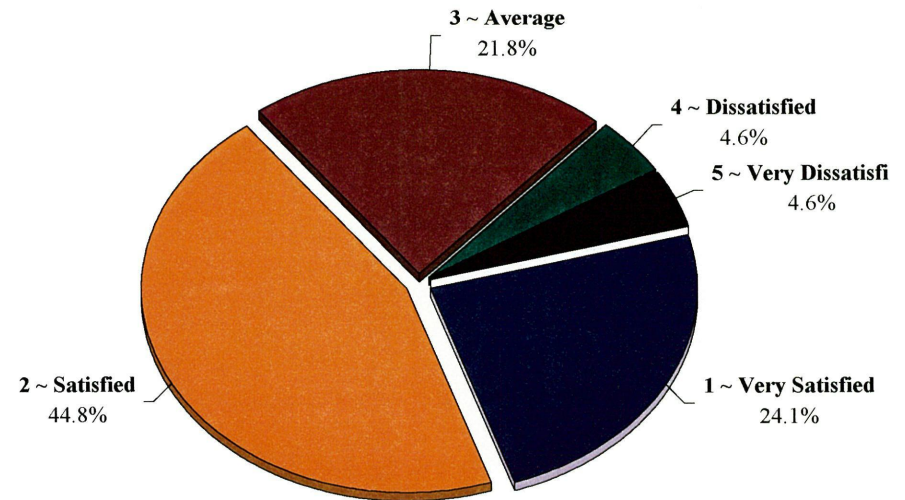


Table 1d ~ Reason for Dis-satisfaction

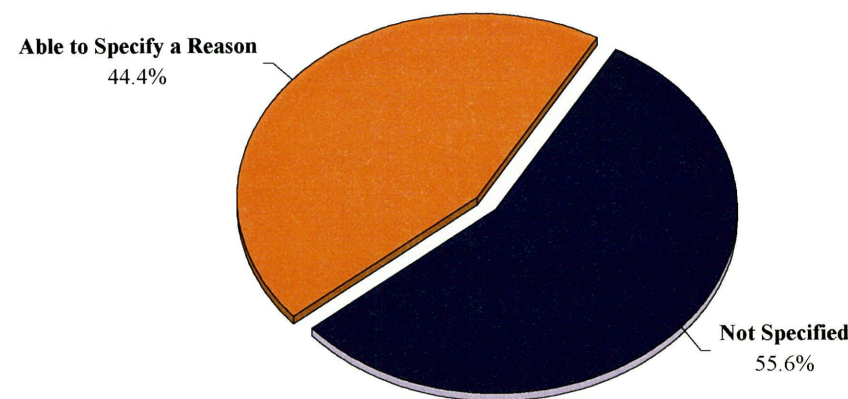
Response	Prop. (%) *	Prop. Of Total Sample (%)
Not Specified	55.56	2.40
Closure of Reefs	3.70	0.16
They do not publish good results through the media	3.70	0.16
Staff friendly but not genuinely interested	3.70	0.16
GBRMPA have their own ideas about things	3.70	0.16
Insufficient Research being conducted	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
<b>Total</b>	<b>100.0%</b>	<b>4.32%</b>

\* Includes only those respondents nominating Dissatisfaction with Contact – (Table 1c – 31.04%)

Key Points:

- Of those respondents rating their GBRMPA contact was being ‘Average’ or below (31.04% ~ cumulative results), over half were unable to specify a particular reason for the dissatisfaction (55.56%).

Figure 1d ~ Specification of Dissatisfaction



**Table 2 ~ Degree of Knowledge about GBRMPA**

Response	Prop. (%)
1 ~ Very Knowledgeable	4.32
2 ~ Knowledgeable	14.08
3 ~ Average	38.24
4 ~ Limited Knowledge	20.80
5 ~ Almost no Knowledge	22.56
6 ~ n/a	0.00
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>3.43</b>

**Key Points:**

- Approaching 20% of respondents rated their knowledge of GBRMPA as being ‘Above Average’ (18.40% ~ cumulative results – Very Knowledgeable and Knowledgeable);
- On average, knowledge about GBRMPA was rated 3.43 on the scale, therefore between the categories of ‘Average’ and ‘Limited Knowledge’.

**Figure 2 ~ Degree of Knowledge about GBRMPA**

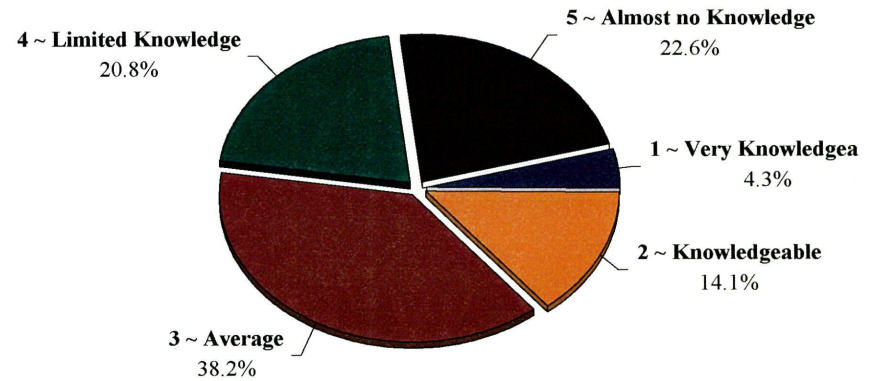


Table 3~ Main Role of Marine Park Authority

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

Table 3~ Main Role of Marine Park Authority (con't)

Response	Prop. (%)
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

## Key Points:

- Almost half of those surveyed nominated 'Protection of the Great Barrier Reef' as the main role of the Marine Park Authority (49.44%).

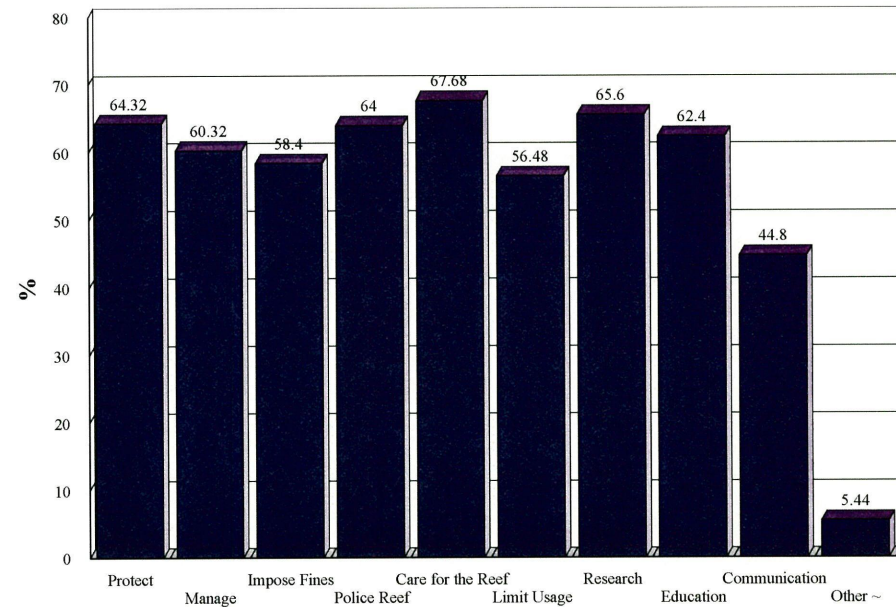
**Table 4 ~ Marine Park Authority Activities in Relation to Reef**

<b>Response</b>	<b>Prop. (%) *</b>
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
<i>Maintenance of Reef</i>	<i>0.80</i>
<i>Monitoring:</i>	
<i>Monitor - General</i>	<i>0.48</i>
<i>Monitor - Ships / Shipping Lanes</i>	<i>0.32</i>
<i>Monitor - Fishing</i>	<i>0.16</i>
<i>Monitor - Growth</i>	<i>0.16</i>
<i>Monitor - Pollution</i>	<i>0.16</i>
<i>Monitor - Usage</i>	<i>0.16</i>
<i>Control:</i>	
<i>Control - Pollution</i>	<i>0.32</i>
<i>Control - Fishing</i>	<i>0.16</i>
<i>Control - Shipping</i>	<i>0.16</i>
<i>Clean-up - Spills</i>	<i>0.32</i>
<i>Policy / Planning</i>	<i>0.32</i>
<i>Produce Maps / Mapping</i>	<i>0.32</i>
<i>Restrict - Fishing</i>	<i>0.32</i>
<i>Conservation</i>	<i>0.16</i>
<i>Issue Permits</i>	<i>0.16</i>
<i>Recreational fishing</i>	<i>0.16</i>
<i>Research / Scientific Studies</i>	<i>0.16</i>
<i>Rule Enforcement</i>	<i>0.16</i>
<i>Signage</i>	<i>0.16</i>
<i>Stop Oil Drilling / Exploration</i>	<i>0.16</i>
<i>Tourism / Tours</i>	<i>0.16</i>

Key Points from Table:

- When queried as to specific activities of GBRMPA, the most responses commonly nominated included:
  - Care for the Reef (67.98%);
  - Research (65.60%); and
  - Protect the Reef (64.32%).

**Figure 4 ~ Marine Park Authority Activities in Relation to Reef**



\* Multiple Response Format Question

**Table 5 ~ Believed the Marine Park Authority should be doing more**

<b>Response</b>	<b>Prop. (%)</b>
Yes	31.68
No	58.24
Unsure	10.08
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Approximately one third of respondents believe the Marine Park Authority should be doing ‘More’ in relation to the Reef (31.68%).

**Figure 5 ~ Believed the Marine Park Authority should be doing more**

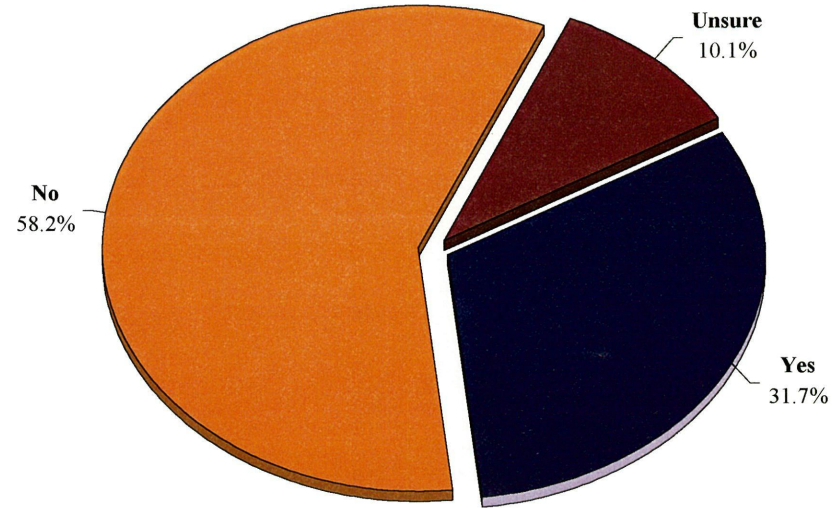




Table 5a ~ Specified Tasks the Marine Park Authority Should be doing

Response	Prop. (%) *	Prop. Of Total Sample (%)
Shipping:	<b>20.71</b>	<b>6.56</b>
Shipping - Keep ships, boats and tankers away from the reef	10.10	3.2
Shipping - Control Shipping	3.03	0.96
Shipping - Cargo Vessels / All Ships to be banned from Reef Access	2.02	0.64
Shipping - Divert / Alternative Routes / Review Routes	2.02	0.64
Shipping - Tighter Shipping Regulations / Stricter Guidelines	1.52	0.48
Shipping - Reduced	1.01	0.32
Shipping - Limit shipping, and impose heavier fines	0.51	0.16
Shipping - More Closely / Accurately Monitored	0.51	0.16
Education - Increased Education Programs	<b>7.07</b>	<b>2.24</b>
Fishing	<b>5.56</b>	<b>1.76</b>
Fishing - Reduce Fishing & Boat Numbers	3.03	0.96
Fishing - Increased Lenience on Recreational Fishing	1.01	0.32
Fishing - Indigenous Fishing should not be policed	0.51	0.16
Fishing - Limit Professional Fishermen	0.51	0.16
Fishing - Reduce or Disallow Indigenous Fishing	0.51	0.16
Fines - Enforce Tougher Fines / Increased Penalties	<b>5.05</b>	<b>1.60</b>
Policing - Increased	<b>5.05</b>	<b>1.60</b>
Public Awareness - Increased	<b>5.05</b>	<b>1.60</b>
Monitoring:	<b>4.55</b>	<b>1.44</b>
Monitoring - Increased Monitoring of Fishing	1.52	0.48
Monitoring - Ensure Reef not Over-fished	1.01	0.32
Monitoring - Increased Monitoring of Fishing - re: Illegal Fishing	1.01	0.32
Monitoring - Increased Monitoring of Indigenous Fishing / Entitlements	0.51	0.16
Monitoring - Include Locals in Monitoring Program - Use Local Surveillance	0.51	0.16

Figure 5a ~ Specified Tasks the Marine Park Authority Should be doing (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
Research:	<b>4.55</b>	<b>1.44</b>
Research - Increased	1.52	0.48
Research - Additional into Coral Bleaching	0.51	0.16
Research - Effects of Dams on Reef	0.51	0.16
Research - Establish Links with other Universities	0.51	0.16
Research - Increased Research into Live Fishing	0.51	0.16
Research - Investigate methods to prevent 'run-off' from land	0.51	0.16
Research - More samples to be taken and monitoring	0.51	0.16
Promotion - Increased	<b>3.54</b>	<b>1.12</b>
Protection - Increased Care and Protection	<b>3.54</b>	<b>1.12</b>
Drilling:	<b>3.54</b>	<b>1.12</b>
Drilling - Drilling to be banned from Reef	2.53	0.8
Drilling - Drilling to be allowed	0.51	0.16
Drilling - Increased Role relevant to Oil Drilling & Monitoring	0.51	0.16
Pollution:	<b>3.03</b>	<b>0.96</b>
Pollution - Control of Pollution	2.02	0.64
Pollution - Clean the Islands	0.51	0.16
Pollution - Control Chemical Usage and Run-Off	0.51	0.16
Patrolling:	<b>2.53</b>	<b>0.80</b>
Patrolling - Increased	1.01	0.32
Patrolling - Increased Checks of People Fishing	1.01	0.32
Patrolling - Increased Patrolling of Green & Pink Reefs	0.51	0.16

Table 5a ~ Specified Tasks the Marine Park Authority Should be doing (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
Community Consultation:	<b>2.53</b>	<b>0.80</b>
Community Consultation - Listen to the People / Involve the People	1.52	1.52
Community Consultation - Examination of the Trawling Industry	0.51	0.51
Community Consultation - Listen to Professional Fishermen	0.51	0.51
Crown of Thorns - More Workers and Research to Eradicate	2.02	0.64
Overall GBRMPA Activity - Increased	2.02	0.64
Zoning:	<b>2.02</b>	<b>0.64</b>
Zoning - Extend boundaries for Commercial Fishing	0.51	0.16
Zoning - Local Boats Only Areas to be created	0.51	0.16
Zoning - More Areas to be Restricted	0.51	0.16
Zoning - No Pink Zones	0.51	0.16
Profile - Increased Profile	<b>1.52</b>	<b>0.48</b>
Advertising:	<b>1.52</b>	<b>0.48</b>
Advertising - Increase Advertising and Profile of Activities	1.01	0.32
Advertising	0.51	0.16
Developments - More Active Role in Stopping Developments	<b>1.01</b>	<b>0.32</b>
Dugongs - Protection Increased / Research Increased	<b>1.01</b>	<b>0.32</b>
Increase Involvement with Reef	<b>1.01</b>	<b>0.32</b>
Profile - More Politically Active	<b>1.01</b>	<b>0.32</b>
Public Consultation - Increased	<b>1.01</b>	<b>0.32</b>
Trawlers - Limit / Control the Trawlers	<b>1.01</b>	<b>0.32</b>
Activities - Increased Involvement - ie/ Assistance in Rescues	<b>0.51</b>	<b>0.16</b>
Anchorage Sites - Create more permanent anchorage sites	<b>0.51</b>	<b>0.16</b>
Shipping - Enforce Safer Practices	<b>0.51</b>	<b>0.16</b>
Communication - More Communication with Fisherman - Limits and Damage	<b>0.51</b>	<b>0.16</b>
Dugongs - Greater Restrictions on Catching of Dugongs	<b>0.51</b>	<b>0.16</b>

Figure 5a ~ Specified Tasks the Marine Park Authority Should be doing (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
Export - Stop Export of Live Fish	<b>0.51</b>	<b>0.16</b>
Focus - Focus on Reef not Islands	<b>0.51</b>	<b>0.16</b>
Funding - Gain Additional Funding	<b>0.51</b>	<b>0.16</b>
Industry - Consider effects on Industry	<b>0.51</b>	<b>0.16</b>
Industry - Reduce Industry / Usage	<b>0.51</b>	<b>0.16</b>
Liase - Liase with Farmers regarding Pollution & Chemicals	<b>0.51</b>	<b>0.16</b>
Licenses - Curb / Decrease Commercial Licences	<b>0.51</b>	<b>0.16</b>
Limit Environmentalists Interaction	<b>0.51</b>	<b>0.16</b>
Limit Reef Usage	<b>0.51</b>	<b>0.16</b>
Permits - Greater Restrictions on Fishing Permits and Research	<b>0.51</b>	<b>0.16</b>
Policies - Alternating Policies	<b>0.51</b>	<b>0.16</b>
Tourism - Limit	<b>0.51</b>	<b>0.16</b>

\* Multiple Response Format

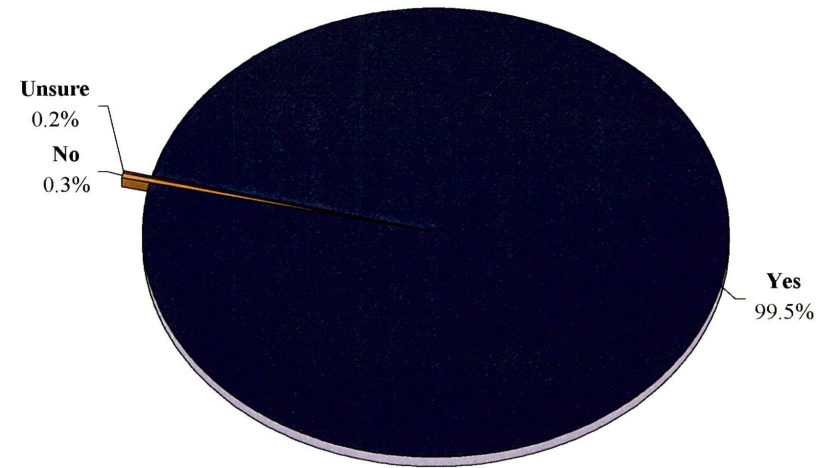
**Table 6 ~ Should the Great Barrier Reef be Protected**

<b>Response</b>	<b>Prop. (%)</b>
Yes	99.52
No	0.32
Unsure	0.16
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Almost all respondents believe the Great Barrier Reef should be protected (99.52%).

**Figure 6 ~ Should the Great Barrier Reef be Protected**



**Table 7 ~ Rating on 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
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>2.37</b>

**Key Points:**

- Approximately half of those surveyed (51.52% ~ cumulative results) believe the Marine Park Authority does the job of protecting the Reef to a ‘Good’ or ‘Excellent’ standard.
- On average, GBMPRA’s protection of the Reef was rated at 2.37 on the scale, therefore between the categories of ‘Good’ and ‘Average’, though tending more towards a rating of ‘Good’.

**Figure 7 ~ Rating on how Well the Marine Park Authority Protects the Reef**

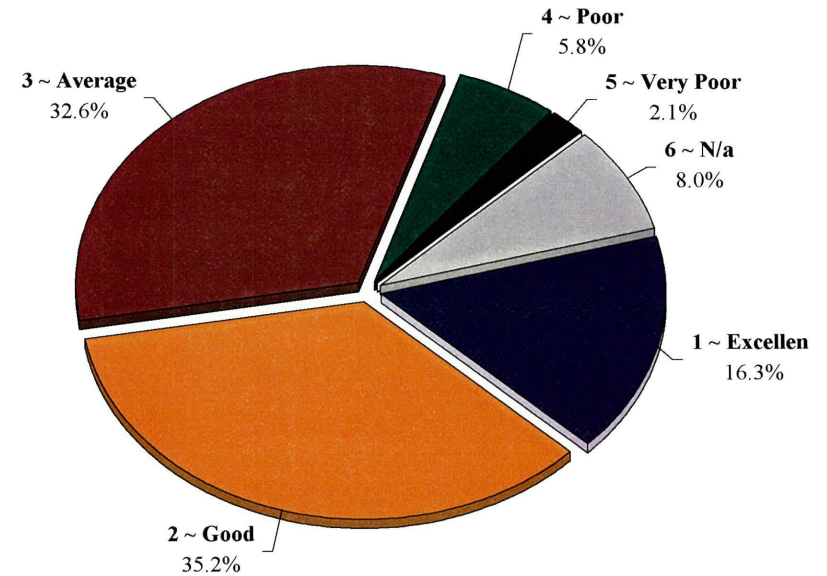


Table 7a ~ Reason for Rating of Average or Below

Response	Prop. (%) *	Prop. Of Total Sample (%)
General Comments:	<b>15.42</b>	<b>6.24</b>
General - Always room for improvement	3.16	1.28
General - More remains to be done	1.98	0.8
General - They appear not to do much	1.19	0.48
General - Could be doing more	0.79	0.32
General - GBRMPA - Lack of Power	0.79	0.32
General - GBRMPA is 'Trying'	0.79	0.32
General - They do the best they can	0.79	0.32
General - There are still a lot of problems	0.79	0.32
General - There can be more done, but they are trying their best	0.79	0.32
General - Average Success in Cleaning Up the Reef	0.40	0.16
General - Destruction of the Reef	0.40	0.16
General - Do not always agree with GBRMPA decisions	0.40	0.16
General - do not think they do a good job	0.40	0.16
General - Focus on Irrelevant Issues	0.40	0.16
General - GBRMPA - Overall have been slack	0.40	0.16
General - It is difficult for them to patrol the entire Reef	0.40	0.16
General - It's all about managing people for profits	0.40	0.16
General - Lack of Effort	0.40	0.16
General - Over-commercialised	0.40	0.16
General - There is always room for improvement	0.40	0.16

Table 7a ~ Reason for Rating of Average or Below (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
Shipping:	<b>12.65</b>	<b>5.12</b>
Shipping - Recent Accident on Reef / Shipping Incident	5.14	2.08
Shipping - Allowing Shipping into the Reef	3.16	1.28
Shipping - Cargo / Large Ships continue to be allowed through Reef	1.98	0.8
Shipping - allowing ships without pilots	0.79	0.32
Shipping - Advice to Foreign Shipping - Limit Usage	0.40	0.16
Shipping - Nothing can stop the Shipping using the Reef	0.40	0.16
Shipping - Past Incidents having environmental / reef impact	0.40	0.16
Shipping - Standards need improving	0.40	0.16
Funding:	<b>7.11</b>	<b>2.88</b>
Funding - Limited Funding / Resources	6.72	2.72
Funding - Insufficient Money is being spent	0.40	0.16
Public Awareness:	<b>6.72</b>	<b>2.72</b>
Public Awareness - Insufficient	3.95	1.6
Public Awareness - Limited	1.19	0.48
Public Awareness - Bad Publicity	0.40	0.16
Public Awareness - Communications with the Public are Poor	0.40	0.16
Public Awareness - GBRMPA needs to be more visible on the Reef	0.40	0.16
Public Awareness - The Public should be prompted to do more for the Reef	0.40	0.16

Table 7a ~ Reason for Rating of Average or Below (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
<b>Staff:</b>	<b>3.56</b>	<b>1.28</b>
Staff - Lack of Staff	2.77	1.12
Staff - Insufficiently Trained	0.40	0.16
Staff - Staff not being utilised	0.40	0.16
<b>Reef:</b>	<b>3.16</b>	<b>1.28</b>
Reef - Reef has deteriorated	1.98	0.8
Reef - Reef is Over-used	0.40	0.16
Reef - The Size of the Area - too large / unmanageable	0.40	0.16
Reef - They should allow more usage of the Reef	0.40	0.16
<b>Policing:</b>	<b>3.16</b>	<b>1.28</b>
Policing - Insufficient	1.58	0.64
Policing - Insufficient (ie/ Illegal Fishing)	0.79	0.32
Policing - Increased Policing of Zones	0.40	0.16
Policing - Unable to police the entire Reef	0.40	0.16
<b>Pollution:</b>	<b>2.37</b>	<b>0.96</b>
Pollution - Oil Spills (Should not occur)	1.58	0.64
Pollution - some areas are polluted	0.40	0.16
Pollution - There is a lot of rubbish	0.40	0.16
<b>Fishing:</b>	<b>1.58</b>	<b>0.64</b>
Fishing - Too much fishing allowed	0.79	0.32
Fishing - Indigenous hunting of endangered species	0.40	0.16
Fishing - Limited Control over Fishing	0.40	0.16

Table 7a ~ Reason for Rating of Average or Below (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
<b>Policy:</b>	<b>1.58</b>	<b>0.64</b>
Policy - Lack of Understanding of 'Big Policies'	0.40	0.16
Policy - Some decisions are overruled	0.40	0.16
Policy - They are limited in integrating laws and registration	0.40	0.16
Policy - Too much Red Tape	0.40	0.16
<b>Protection:</b>	<b>1.58</b>	<b>0.64</b>
Protection - do not see much Protection	0.40	0.16
Protection - Insufficient Areas kept as natural habitats	0.40	0.16
Protection - Protection is not simply closing it off	0.40	0.16
Protection - Reef requires further protection	0.40	0.16
<b>Education - Additional required for Public</b>	<b>1.19</b>	<b>0.48</b>
<b>Research:</b>	<b>1.19</b>	<b>0.48</b>
Research - Insufficient	0.40	0.16
Research - need for more research on Fishing Impacts - amend laws	0.40	0.16
Research - Need for more research on recent shipping incident	0.40	0.16
<b>Word of Mouth:</b>	<b>1.19</b>	<b>0.48</b>
Word of Mouth - Fishing Related	0.79	0.32
Word of Mouth - Complaints	0.40	0.16

**Table 7a ~ Reason for Rating of Average or Below (con't)**

<b>Response</b>	<b>Prop. (%) *</b>	<b>Prop. Of Total Sample (%)</b>
Crown of Thorns - Unable to Manage or Control	<b>0.79</b>	<b>0.32</b>
Developments - They have not opposed new Developments	<b>0.79</b>	<b>0.32</b>
Drilling - Potential Oil Drilling	<b>0.79</b>	<b>0.32</b>
Tourism:	<b>0.79</b>	<b>0.32</b>
Tourism - Increasing	<i>0.40</i>	<i>0.16</i>
Tourism - Reef to be protected from International Tourists	<i>0.40</i>	<i>0.16</i>
Fines:	<b>0.79</b>	<b>0.32</b>
Fines - Fines should include the cost of the clean up as well as a fine	0.40	0.16
Fines - They are too lenient with people	0.40	0.16
Community Consultation - Not listening to business people	<b>0.40</b>	<b>0.16</b>
Dugongs	<b>0.40</b>	<b>0.16</b>
Green Island	<b>0.40</b>	<b>0.16</b>
Monitoring - Could improve monitoring of boats	<b>0.40</b>	<b>0.16</b>
Patrolling of Reef - Insufficient	<b>0.40</b>	<b>0.16</b>
Protect - GBRMPA is only there to protect the Reef	<b>0.40</b>	<b>0.16</b>

\* Includes only those respondents nominating a rating of 3 or below (Table 7a - 40.48% ~ *cumulative results*)

Table 8 ~ Awareness of Term Biodiversity

Response	Prop. (%)
Yes	70.40
No	28.48
Unsure	1.12
<b>Total</b>	<b>100.0%</b>

Key Points:

- Approximately 70% of respondents claimed awareness of the term 'Biodiversity' (70.40%).

Figure 8 ~ Awareness of Term Biodiversity

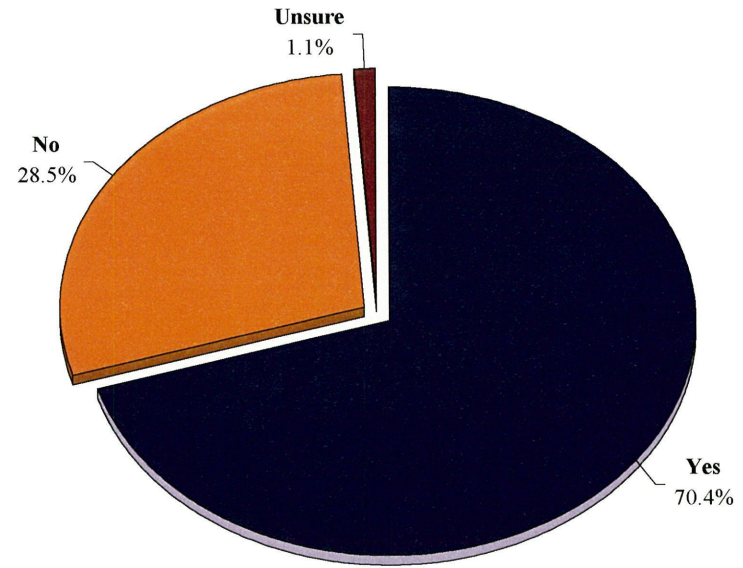




Table 8a ~ Information Mediums of Awareness of Biodiversity

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>	6.14	4.32
<i>Word of Mouth</i>	5.23	3.68
<i>University</i>	1.36	0.96
<i>Work</i>	1.14	0.80
<i>Internet</i>	0.68	0.48
<i>Boating / Club Membership</i>	0.45	0.32
<i>Dive Boats</i>	0.45	0.32
<i>Environmental Issues / News</i>	0.45	0.32
<i>Family Member</i>	0.45	0.32
<i>Research</i>	0.45	0.32
<i>Talks / Discussions / Meetings</i>	0.45	0.32
<i>Department of Natural Resources</i>	0.23	0.16
<i>Documentary</i>	0.23	0.16
<i>Poster</i>	0.23	0.16
<i>Professional Biologist</i>	0.23	0.16
<i>Tafe</i>	0.23	0.16

\* Includes only those respondents nominating Awareness of Biodiversity (Table 8 – 70.40%)

Multiple Response Format Question

Key Points:

- Of those respondents aware of the term ‘Biodiversity’, the main medium of awareness was ‘Television’, with 61.59% of the sample. This equates of 43.36% of the total sample.

Figure 8a ~ Information Mediums of Awareness of Biodiversity

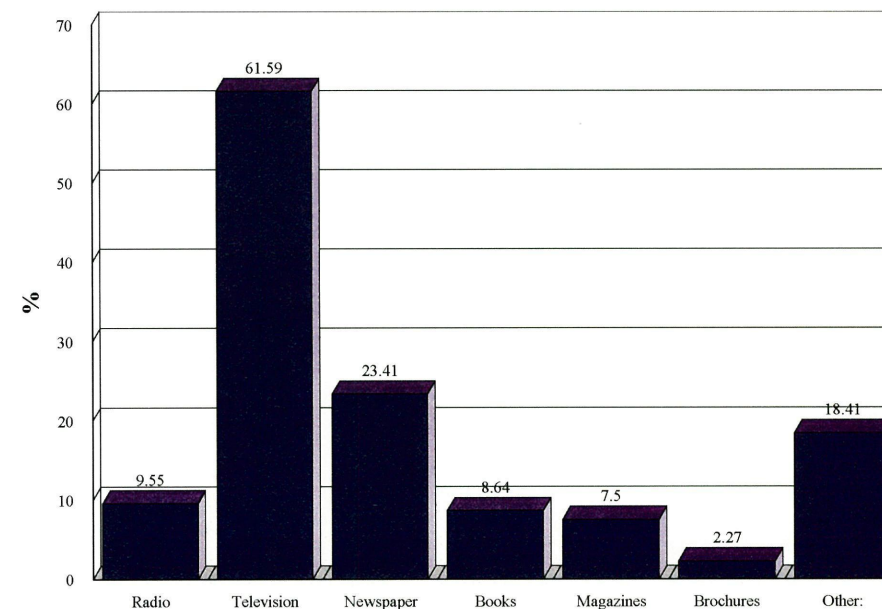


Table 8b ~ Biodiversity Reference

Response	Prop. (%) *	Prop. Of Total Sample (%)
Not Able to Specify	<b>65.32</b>	<b>45.92</b>
Reef:	<b>4.55</b>	<b>3.20</b>
Reef - General	3.18	2.24
Reef - Coral Varieties	0.45	0.32
Reef - Ecology	0.23	0.16
Reef - Education Course	0.23	0.16
Reef - Salinity	0.23	0.16
Reef - Structure	0.23	0.16
Environment - General	<b>2.95</b>	<b>2.08</b>
Television Program:	<b>2.73</b>	<b>1.92</b>
Television Program - Documentary	0.91	0.64
Television Program - News Article	0.45	0.32
Television Program - ABC Documentary	0.23	0.16
Television Program - Children's TV	0.23	0.16
Television Program - Discovery Channel	0.23	0.16
Television Program - Landline	0.23	0.16
Television Program - Marine specific	0.23	0.16
Television Program - Nature Shows	0.23	0.16
Animals	<b>2.50</b>	<b>1.76</b>
Community Service Announcement	<b>2.05</b>	<b>1.44</b>
Biology	<b>1.82</b>	<b>1.28</b>
Land	<b>1.59</b>	<b>1.12</b>
Rainforests	<b>1.59</b>	<b>1.12</b>
Environmental Science / Studies	<b>1.14</b>	<b>0.80</b>
Farming	<b>1.14</b>	<b>0.80</b>
Marine Life	<b>0.91</b>	<b>0.64</b>
National Parks	<b>0.91</b>	<b>0.64</b>
Oceans	<b>0.91</b>	<b>0.64</b>
Conservation	<b>0.68</b>	<b>0.48</b>
Life on Earth - general	<b>0.68</b>	<b>0.48</b>
Plants / Trees	<b>0.68</b>	<b>0.48</b>
Trees / Plants	<b>0.68</b>	<b>0.48</b>
Wildlife Conservation / Protection	<b>0.68</b>	<b>0.48</b>
Ecology	<b>0.45</b>	<b>0.32</b>

Table 8b ~ Biodiversity Reference (con't)

Response	Prop. (%) *	Prop. Of Total Sample (%)
Fish	<b>0.45</b>	<b>0.32</b>
Vegetation / Revegetation	<b>0.45</b>	<b>0.32</b>
Animal Extinction	<b>0.23</b>	<b>0.16</b>
Boating - oil spillages	<b>0.23</b>	<b>0.16</b>
Business / World Information	<b>0.23</b>	<b>0.16</b>
Chemicals	<b>0.23</b>	<b>0.16</b>
Conserving Energy	<b>0.23</b>	<b>0.16</b>
Dairy Cattle	<b>0.23</b>	<b>0.16</b>
Dredging	<b>0.23</b>	<b>0.16</b>
Dugongs	<b>0.23</b>	<b>0.16</b>
Education - Teaching	<b>0.23</b>	<b>0.16</b>
Forests	<b>0.23</b>	<b>0.16</b>
Frogs	<b>0.23</b>	<b>0.16</b>
Game parks in Africa	<b>0.23</b>	<b>0.16</b>
Garden	<b>0.23</b>	<b>0.16</b>
General Message	<b>0.23</b>	<b>0.16</b>
Human impact on ecosystems	<b>0.23</b>	<b>0.16</b>
Keep track of species numbers	<b>0.23</b>	<b>0.16</b>
Local area - closed fishing area	<b>0.23</b>	<b>0.16</b>
Local shire	<b>0.23</b>	<b>0.16</b>
Loss of Habitat	<b>0.23</b>	<b>0.16</b>
Mangroves	<b>0.23</b>	<b>0.16</b>
Nature	<b>0.23</b>	<b>0.16</b>
News Article - University	<b>0.23</b>	<b>0.16</b>
Oil Spillage	<b>0.23</b>	<b>0.16</b>
Planning / Policies	<b>0.23</b>	<b>0.16</b>
Prawn Farming	<b>0.23</b>	<b>0.16</b>
Preservation	<b>0.23</b>	<b>0.16</b>
Pulp mill being built in the area	<b>0.23</b>	<b>0.16</b>
Reference Books	<b>0.23</b>	<b>0.16</b>
Reforestation	<b>0.23</b>	<b>0.16</b>
Research development	<b>0.23</b>	<b>0.16</b>
Sand mining	<b>0.23</b>	<b>0.16</b>
Tourism	<b>0.23</b>	<b>0.16</b>
Travel log	<b>0.23</b>	<b>0.16</b>
Worldwide Emphasis	<b>0.23</b>	<b>0.16</b>

\* Includes only those respondents nominating Awareness of Biodiversity term (Table 8 – 70.40%)

Table 9 ~ Believed What Biodiversity is or Relates to

➤ All living things (flora and fauna)	➤ Ecosystems fitting together	➤ Interrelation between Nature
➤ All living things living together	➤ Ensuring a large variety of organisms are living together	➤ Keeping the environment looked after so that we can all live together
➤ All the creatures and how they interact with each other	➤ Ensuring Animals do not become endangered and looking after the animals habitats	➤ Keeping the well-being of the environment
➤ An aspect of all things	➤ Environment and Human Interaction	➤ Large range of living creatures
➤ Animals and the plants all relating together	➤ Environment and usage of the environment	➤ Learning to live together
➤ Animals and the Water	➤ Environment Care - Not cutting down Trees	➤ Life and how it interacts
➤ Animals living together	➤ Every creature has its place	➤ Life forms and the Sea
➤ Balance between Industry and Nature	➤ Everyone being able to fulfil their pursuits without screwing up the system	➤ Life forms co-existing
➤ Balance in nature	➤ Everything is connected, and everything effects everything else	➤ Life on the planet
➤ Biology	➤ Everything living in harmony together	➤ Life forms interacting and living together
➤ Broad spectrum of everything living out there	➤ Everything living together	➤ Living things living together
➤ Broad variety of organisms	➤ Everything relies on everything else to survive	➤ Living things
➤ Caring for the Planet	➤ Everything relying on everything else	➤ Living Things working together with non-living things
➤ Chemicals to be Environmentally Friendly	➤ Everything working together in the environment	➤ Living together
➤ Coexistence of environment and business	➤ Full range of flora and fauna	➤ Living together - parallel to each other
➤ Complete life cycle of an area	➤ Giving everything a chance to exist	➤ Living together in harmony
➤ Composting and Garden Care	➤ Handing over the powers of the reef	➤ Looking after animals
➤ Different aspects of marine and reef life	➤ How all animals are different and diverse	➤ Looking after something
➤ Different ecosystems / animals / plants living together	➤ How many different species, the diversity of living things	➤ Looking after the environment and a variety of plants and animals
➤ Different species	➤ How plants and animals interrelate	➤ Looking after the environment
➤ Diverse Biological Species	➤ How things interact in the environment	➤ Looking after the ocean
➤ Diversifying of Nature	➤ Humans and Animals inter-relating	➤ Looking at how things live
➤ Diversity in Marine Animals	➤ Humans interacting	➤ Maintaining a vast range of native species
➤ Diversity of Animals and Plants	➤ Important differences between the species	➤ Maintaining diversity
➤ Diversity of Biology - Marine Life	➤ Intent to provide variety at reef. Maintain the balance of species	➤ Maintaining the complete network of organisms in an ecosystem
➤ Diversity of different habitats and how animals and plants live within those areas	➤ Interaction between different plants and animals	➤ Making a habitat that supports all life forms
➤ Diversity of organisms - all forms of life	➤ Interaction between plants and animals in the ecosystem. If one species is lost, it causes another one to be lost also - there is a domino effect	➤ Making everything work together
➤ Diversity of the environment and the animals etc.	➤ Interaction of plants and animals	➤ Making the Best Usage of Resources
➤ Ecology - life cycles	➤ Interaction of wildlife	➤ Making use of facilities
➤ Ecosystems	➤ Interaction, action	➤ Management of species

Table 9 ~ Believed What Biodiversity is or Relates to (con't)

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➤ Interrelation between Nature	➤ Making everything work together	➤ The interaction of species
➤ Keeping the environment looked after so that we can all live together	➤ Making the Best Usage of Resources	➤ The interactions between various species
➤ Keeping the well-being of the environment	➤ Making use of facilities	➤ The maintenance of as many different species in an environment
➤ Large range of living creatures	➤ Management of species	➤ The number of species in a certain area
➤ Learning to live together	➤ Self-sustaining Ecosystems	➤ The protection of living things
➤ Life and how it interacts	➤ Sharing the reef between people and wildlife	➤ The sum total of life forms in a certain area
➤ Life forms and the Sea	➤ Species all tied in together	➤ The use of land and sea by both humans and animals
➤ Life forms co-existing	➤ Species depending upon each other	➤ The way in which we use the Reef
➤ Life on the planet	➤ Spectrum of Biological Entities	➤ The ways in which areas are used
➤ Life forms interacting and living together	➤ Stopping Pollution	➤ The web of Life - and maintenance of existing gene pools
➤ Living things living together	➤ Structure of animal communities	➤ Things used that don't harm others
➤ Living things	➤ Sum and total of diversity of life and how it interacts	➤ Trying to get along with each other - keep things for the future generation
➤ Living Things working together with non-living things	➤ Sustainability	➤ Trying to preserve as much as we can in the way of life - it's all connected
➤ Living together	➤ Sustainable agriculture, improving water courses, not doing anything radical	➤ Understanding than an impact can affect the whole environment
➤ Living together - parallel to each other	➤ Sustainable resources	➤ Usage in Balance with Nature
➤ Living together in harmony	➤ The ability of the environment to adapt to the issues of man made environments	➤ Usage of the Reef
➤ Looking after animals	➤ The cycle of plants and animals and people	➤ Use of resources in a friendly manner
➤ Looking after something	➤ The different types of care of the Great Barrier Reef	➤ Using nature for commercial purposes
➤ Looking after the environment and a variety of plants and animals	➤ The diversity of marine creatures and their existence	➤ Variety of Marine Life on the Reef
➤ Looking after the environment	➤ The environment	➤ Variety of species
➤ Looking after the ocean	➤ The environment	➤ Variety of species in an area and their interactions
➤ Looking at how things live	➤ The environment and all the different organisms that live within that environment	➤ Wide Range of Things
➤ Maintaining a vast range of native species	➤ The environment and how it interacts	➤ Wildlife and trees
➤ Maintaining diversity	➤ The Food Chain	
➤ Maintaining the complete network of organisms in an ecosystem	➤ The importance of different kinds of life and connections between them	
➤ Making a habitat that supports all life forms	➤ The interaction between different animals, plants and their habitats	

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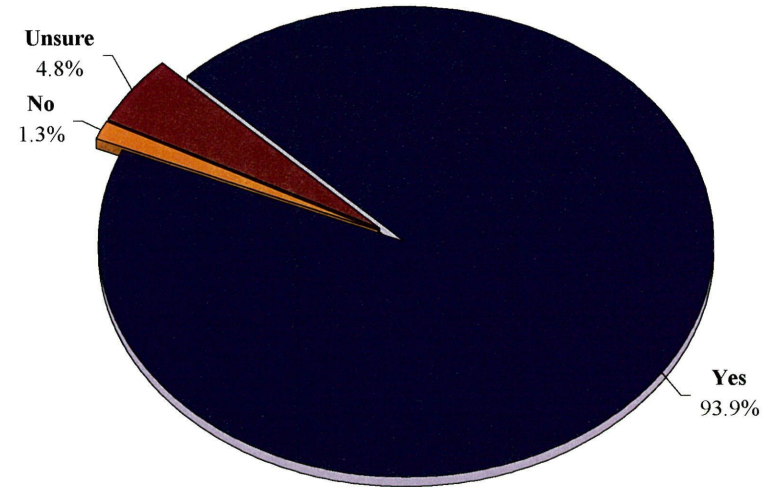
**Table 10 ~ Do you Believe Biodiversity Relates to the Great Barrier Reef**

<b>Response</b>	<b>Prop. (%)</b>
Yes	93.92
No	1.28
Unsure	4.80
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Over 90% of those surveyed (93.92%) believe that ‘Biodiversity’ relates to the Great Barrier Reef.

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



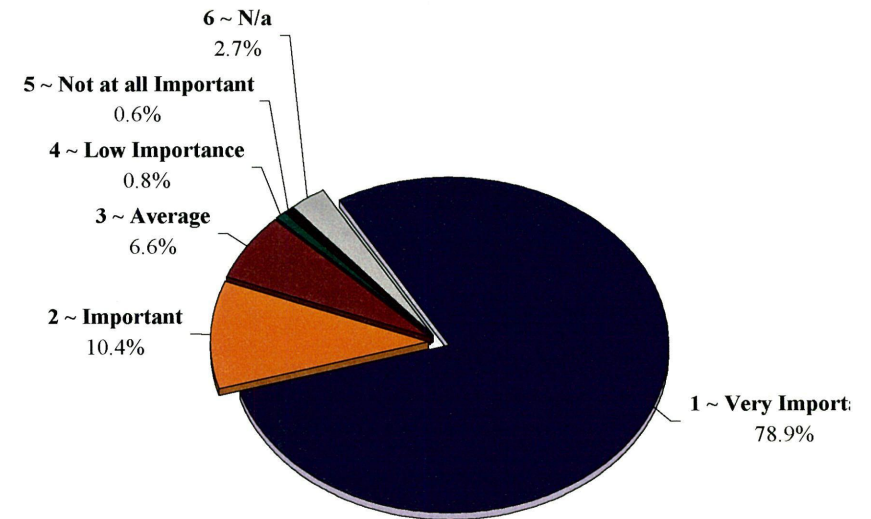
**Table 11 ~ Rating of Importance of Biodiversity to the Great Barrier Reef**

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
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>1.29</b>

**Key Points:**

- Almost 90% of respondents rated the Biodiversity of the Great Barrier Reef as ‘Important’ or ‘Very Important’ (89.28% ~ cumulative results);
- On average, the GBR biodiversity was rated at 1.29 on the scale, therefore ‘Very Important’.

**Figure 11 ~ Rating of Importance of Biodiversity to the Great Barrier Reef**



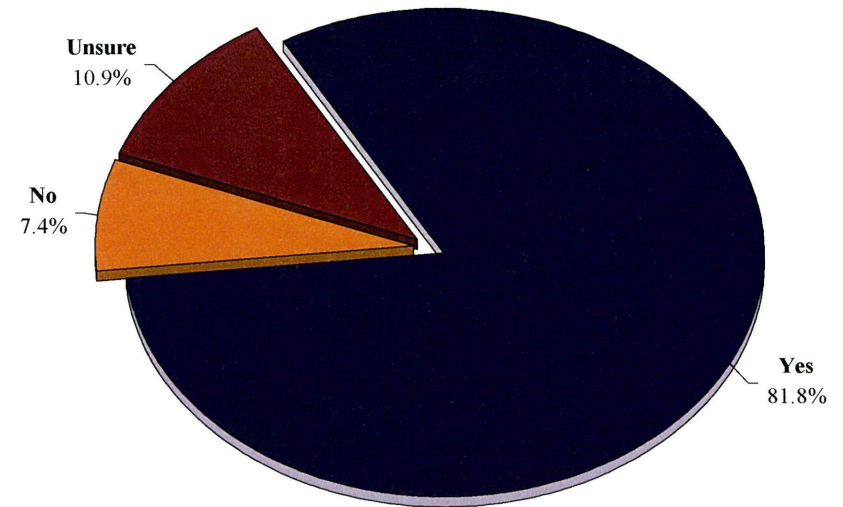
**Table 12 ~ Believe Biodiversity of the Great Barrier Reef is Under Threat**

Response	Prop. (%)
Yes	81.76
No	7.36
Unsure	10.88
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Over 80% of respondents believe the biodiversity of the Great Barrier Reef to be threatened (81.76%).

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



**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
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>2.35</b>

**Key Points:**

- Over half of those surveyed believe the biodiversity of the Great Barrier Reef to be ‘Threatened’ or ‘Greatly Threatened’ (50.56% ~ cumulative results);
- On average, the threat to the Great Barrier Reef was placed at 2.35 on the scale, therefore within the category of ‘Threatened’.

**Figure 13 ~ Degree to which the Biodiversity of the GBR is Threatened**

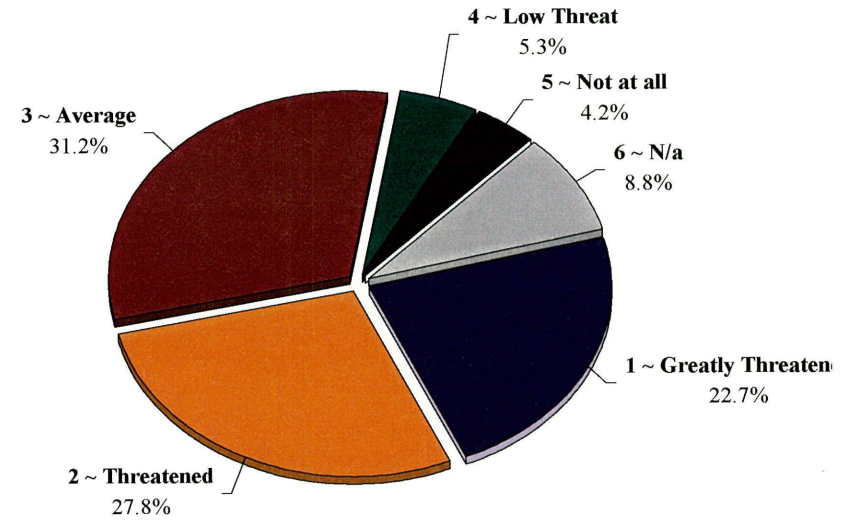




Table 14 ~ Greatest Threat to the Biodiversity of the GBR

Response	Prop. (%)
Not Specified	<b>10.24</b>
Usage:	<b>29.60</b>
Usage - General / Humans	22.24
Usage - Ignorance / Lack of Awareness / Lack of Education	2.56
Usage - Overuse	2.56
Usage - careless	1.44
Usage - Exploitation	0.80
Pollution:	<b>22.88</b>
Pollution - General	20.96
Pollution - Rubbish Disposal / Inc Sewerage	1.76
Pollution - Sediments	0.16
Shipping:	<b>21.76</b>
Shipping - General	12.80
Shipping - Trawlers	1.92
Shipping - Accidents / Incidents	1.60
Shipping - Introduced Marine Pests	1.44
Shipping - Tankers / Access to Reef	1.28
Shipping - Anchor Damage	0.80
Shipping - Channels / Routes	0.80
Shipping - Foreign Bilge Water	0.64
Shipping - Oil Tankers	0.32
Shipping - Commercial Shipping	0.16

Table 14 ~ Greatest Threat to the Biodiversity of the GBR (con't)

Response	Prop. (%)
Fishing:	<b>16.16</b>
Fishing - Overfishing	6.08
Fishing - General	5.60
Fishing - Commercial	2.08
Fishing - Illegal	1.12
Fishing - Recreational	0.64
Fishing - Long Line Fishing	0.48
Fishing - Indigenous Allowances	0.16
Tourism - General	<b>8.00</b>
Crown of Thorns	<b>6.24</b>
Climate Change:	<b>6.08</b>
Climate Change - Global Warming	4.48
Climate change - Ozone Depletion	1.44
Climate Change - El Nino	0.16
Chemicals / Fertilisers - Run-off	<b>5.92</b>
Oil Spills	<b>5.44</b>
Chemicals - Run-off	<b>4.00</b>
Boating - General	<b>1.60</b>
Drilling - Oil Exploration / Drilling for Oil	<b>0.96</b>
Coral Bleaching	<b>0.64</b>
Development	<b>0.64</b>
Natural Environment / Deterioration	<b>0.64</b>
Mainland:	<b>0.64</b>
Mainland - Flooding	0.32
Mainland - River Run-off	0.16
Mainland - Tree Clearing	0.16

**Table 14 ~ Greatest Threat to the Biodiversity of the GBR (con't)**

<b>Response</b>	<b>Prop. (%)</b> *
Activity - Diving	0.48
Boating - Power boats	0.48
General - A number of Problems	0.32
Management - Poor / Mismanagement	0.32
Armed Forces: Bombing of the Reef	0.16
Commercialisation	0.16
Conservationists	0.16
Dredging	0.16
Legislation - Not Implementing Laws	0.16
Mangrove - Removal of Mangroves	0.16
Reef Governing Bodies - Non-Cooperation	0.16

\* Multiple Response Format

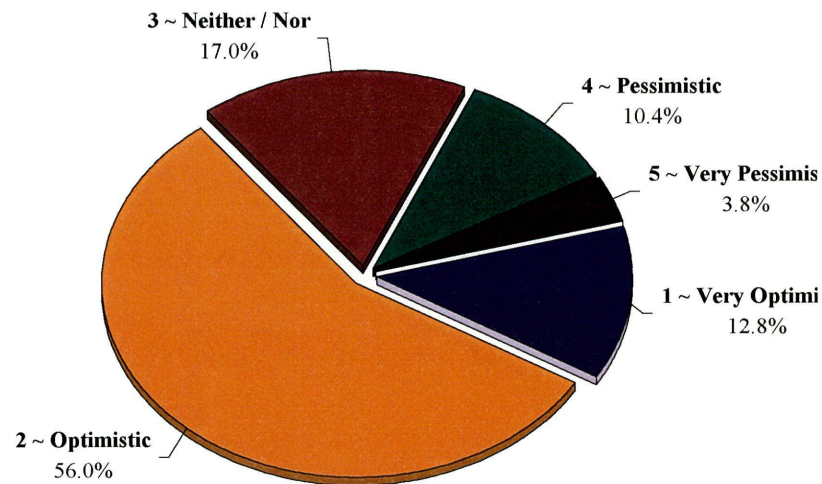
**Table 15 ~ Belief For the Overall Future of the Great Barrier Reef**

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
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>2.36</b>

**Key Points:**

- Over half of the sample remain ‘Optimistic’ regarding the future of the Great Barrier Reef within the next 10 year period (56.00%);
- Cumulatively, 68.80% of respondents rate their believe in the future of the Reef to be ‘Optimistic’ or ‘Very Optimistic’ (~ cumulative results);
- On average, respondents belief towards the future of the Reef was placed at 2.36 on the scale, therefore ‘Optimistic’.

**Figure Table 15 ~ Belief For the Overall Future of the Great Barrier Reef**



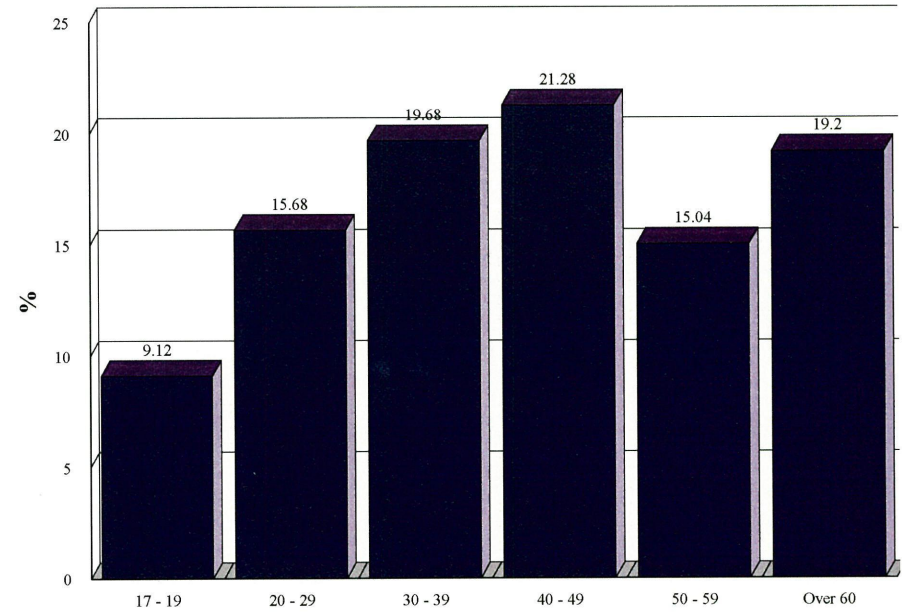
**Table 16 ~ Age of Respondents**

Age	Prop. (%)
17 – 19	9.12
20 – 29	15.68
30 – 39	19.68
40 – 49	21.28
50 – 59	15.04
Over 60	19.20
<b>Total</b>	<b>100.0%</b>
<b>Weighted Average</b>	<b>41.46 years</b>

**Key Points:**

- 24.80% of respondents were aged between 17 and 29 years;
- 40.96% were aged between 30 and 49 years;
- The remainder of the sample (34.24%) were aged 50 years or over.

**Figure 16 ~ Age of Respondents**



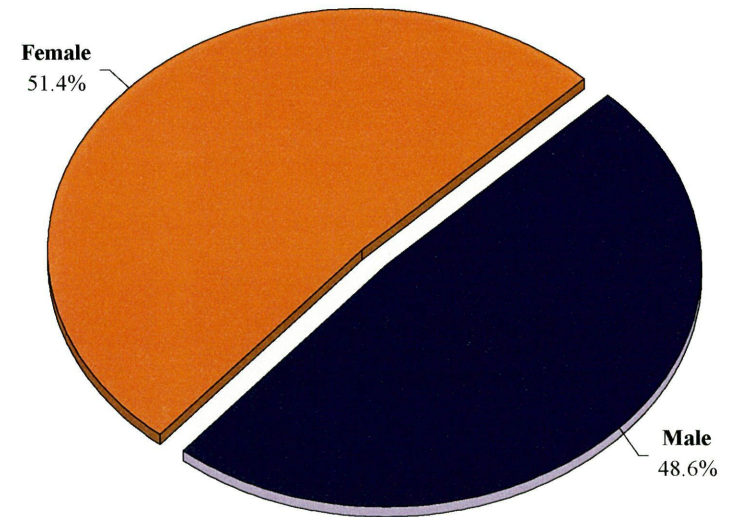
**Table 17 ~ Gender of Respondents**

<b>Gender</b>	<b>Prop. (%)</b>
Male	48.64
Female	51.36
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Males accounted for 48.64% of the sample.

**Figure 17 ~ Gender of Respondent**



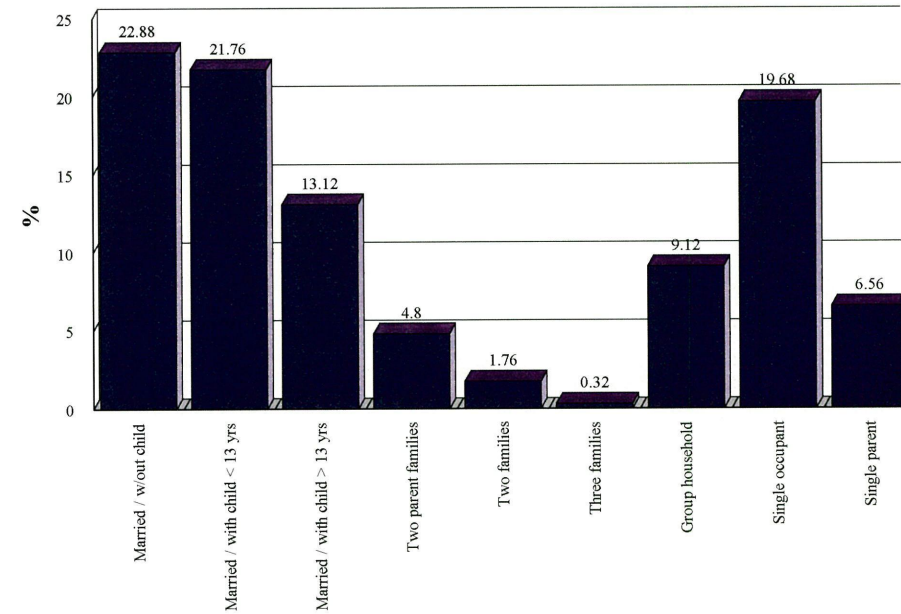
**Table 18 ~ Current Household Structure of Respondents**

Structure	Prop. (%)
Married / Defacto without children	22.88
Married / Defacto with children < 13 yrs	21.76
Married / Defacto with children > 13 yrs	13.12
Two parent families	4.80
Two families	1.76
Three families	0.32
Group household	9.12
Single occupant	19.68
Single parent	6.56
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Over one third of respondents claimed to reside in ‘Married / Defacto’ households with children (34.88% ~ cumulative results);
- ‘Married or Defacto’ households without children accounted for 22.88% of the sample.

**Figure 18 ~ Current Household Structure of Respondents**



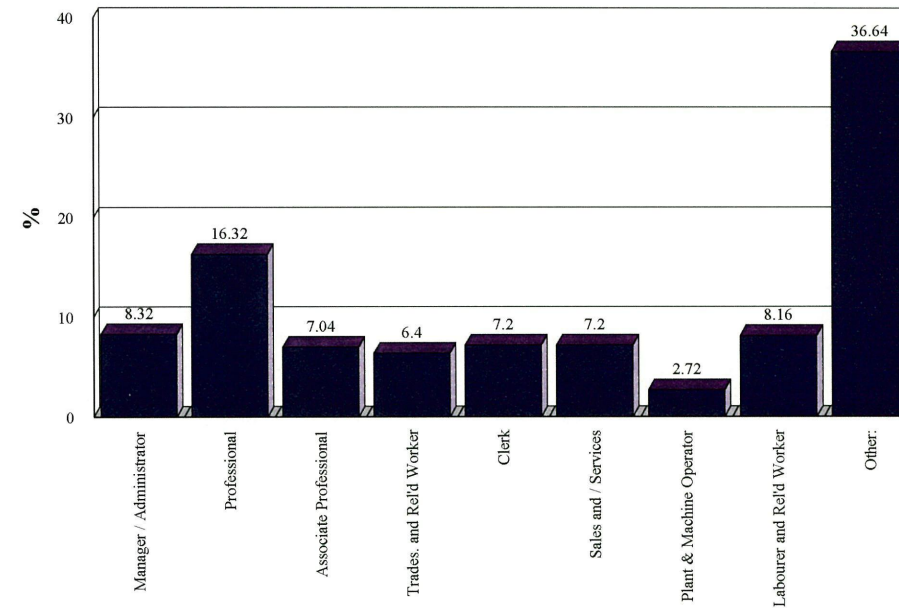
**Table 19 ~ Current Occupation Classification**

Classification	Prop. (%)
Manager / Administrator	8.32
Professional	16.32
Associate Professional	7.04
Tradesperson and Related Worker	6.40
Clerk	7.20
Sales and Personal Services	7.20
Plant & Machine Operator	2.72
Labourer and Related Worker	8.16
Other:	36.64
<i>Retired</i>	12.16
<i>Home Duties</i>	10.24
<i>Student</i>	7.68
<i>Pensioner</i>	4.00
<i>Unemployed</i>	2.56
<b>Total</b>	<b>100.0%</b>

**Key Points:**

- Approaching one quarter of respondents were engaged in occupations classifying as ‘Managerial and / or Professional’ (24.64% ~ *cumulative results*);
- ‘Retirees’ accounted for 12.16% of those surveyed.

**Figure 19 ~ Current Occupation Classification**



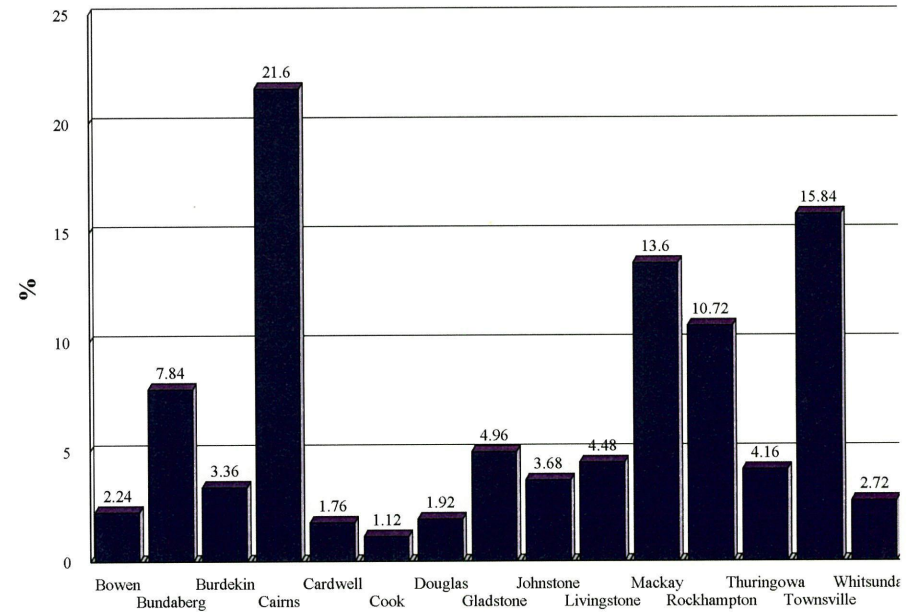
**Table 20 ~ Catchment Area**

Area	Prop. (%)
Bowen	2.24
Bundaberg	7.84
Burdekin	3.36
Cairns	21.60
Cardwell	1.76
Cook	1.12
Douglas	1.92
Gladstone	4.96
Johnstone	3.68
Livingstone	4.48
Mackay	13.60
Rockhampton	10.72
Thuringowa	4.16
Townsville	15.84
Whitsunday	2.72
<b>Total</b>	<b>100.0%</b>

**Key Points:**

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

**Figure 20 ~ Catchment Area**





# Comparative Information

The following presents information from selected questions as comparative data.

**Table 21 ~ Awareness of the Great Barrier Reef Marine Park Authority**

Catchment Area	Yes Responses	
	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	71.43	1.60
Bundaberg	85.71	6.72
Burdekin	76.19	2.56
Cairns	92.59	20.00
Cardwell	90.91	1.60
Cook	100.00	1.12
Douglas	91.67	1.76
Gladstone	83.87	4.16
Johnstone	78.26	2.88
Livingstone	89.29	4.00
Mackay	84.71	11.52
Rockhampton	88.06	9.44
Thuringowa	96.15	4.00
Townsville	88.89	14.08
Whitsunday	94.12	2.56
<b>Total</b>	-	<b>88.00%</b>

**Figure 21 ~ Awareness of the Great Barrier Reef Marine Park Authority**

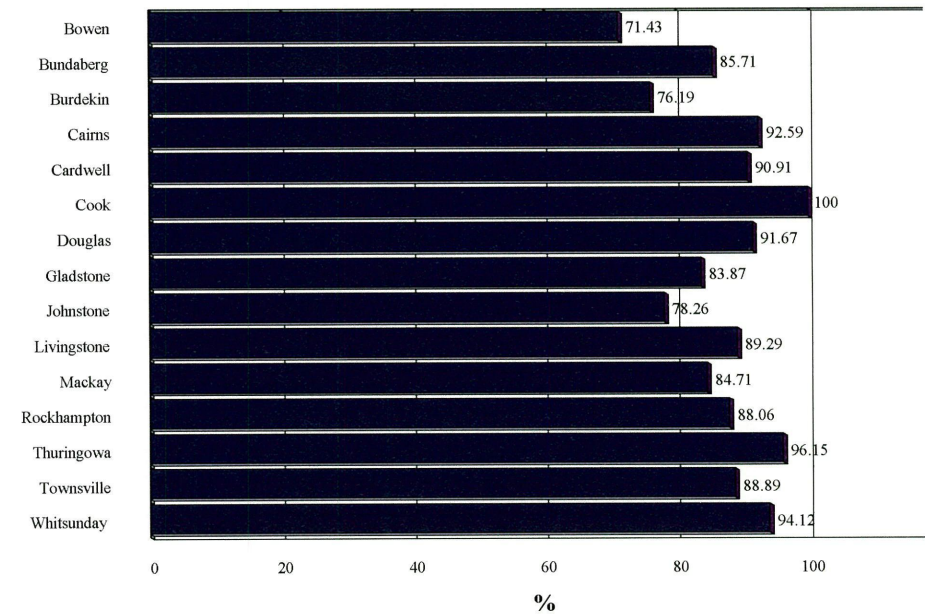
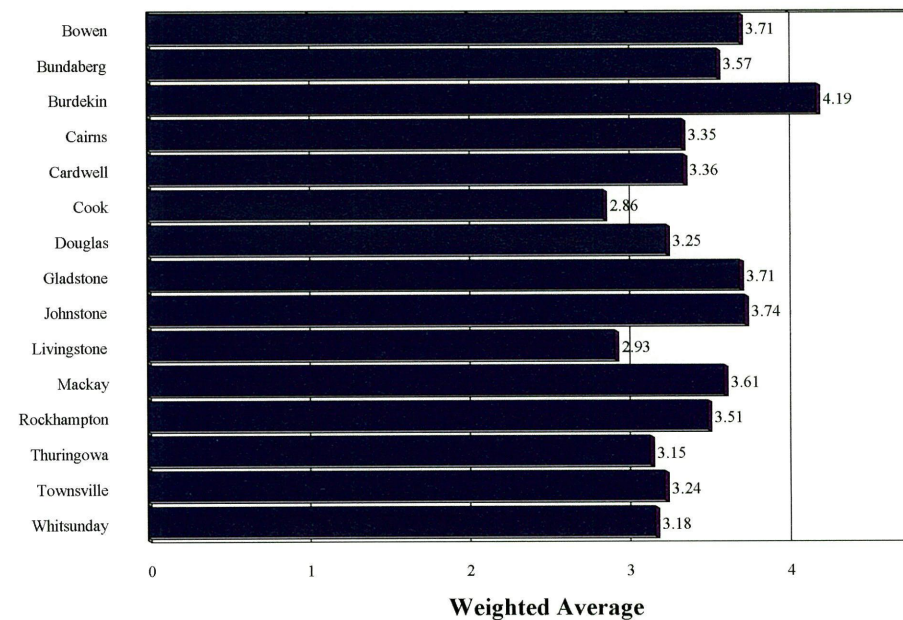


Table 22 ~ Degree of Knowledge about GBRMPA

Catchment Area	Ratings 1 & 2 ~ Cumulative Results		
	Weighted Average	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	3.71	14.29	0.32
Bundaberg	3.57	16.33	1.28
Burdekin	4.19	0.00	0.00
Cairns	3.35	20.00	4.32
Cardwell	3.36	36.36	0.64
Cook	2.86	28.57	0.32
Douglas	3.25	16.67	0.32
Gladstone	3.71	9.68	0.48
Johnstone	3.74	13.04	0.48
Livingstone	2.93	35.71	1.60
Mackay	3.61	15.29	2.08
Rockhampton	3.51	22.39	2.40
Thuringowa	3.15	15.38	0.64
Townsville	3.24	19.19	3.04
Whitsunday	3.18	17.65	0.48
<b>Total</b>	-	-	<b>18.40 %</b>

Figure 22 ~ Degree of Knowledge about GBRMPA



**Table 23 ~ Marine Park Authority Activities in Relation to Reef – Proportion of Each Element & Catchment Area**

Catchment Area	Proportion of Each Element								
	Protect	Manage	Impose Fines	Police	Care	Limit Usage	Research	Education	Communication
Bowen	42.86	64.29	35.71	35.71	64.29	42.86	50.00	35.71	35.71
Bundaberg	77.55	51.02	51.02	61.22	71.43	40.82	69.39	61.22	36.73
Burdekin	47.62	80.95	85.71	80.95	80.95	80.95	80.95	85.71	80.95
Cairns	81.48	59.26	68.15	68.89	75.56	62.22	76.30	65.93	72.96
Cardwell	63.64	45.45	45.45	45.45	72.73	63.64	45.45	45.45	45.45
Cook	85.71	28.57	42.86	42.86	42.86	42.86	28.57	28.57	28.57
Douglas	66.67	66.67	66.67	58.33	83.33	58.33	75.00	75.00	66.67
Gladstone	29.03	41.94	41.94	35.48	38.71	35.48	38.71	41.94	22.58
Johnstone	65.22	60.87	39.13	43.48	65.22	30.43	34.78	43.48	21.74
Livingstone	42.86	82.14	75.00	82.14	89.29	82.14	75.00	71.43	67.86
Mackay	57.65	47.06	52.94	65.88	55.29	48.24	54.12	49.41	34.12
Rockhampton	61.19	70.15	59.70	71.64	79.10	64.18	68.66	67.16	59.70
Thuringowa	53.85	46.15	42.31	65.38	42.31	61.54	69.23	57.69	30.77
Townsville	60.61	65.66	56.57	60.61	59.60	52.53	65.66	70.71	42.42
Whitsunday	100.00	100.00	82.35	88.24	100.00	94.12	100.00	100.00	100.00

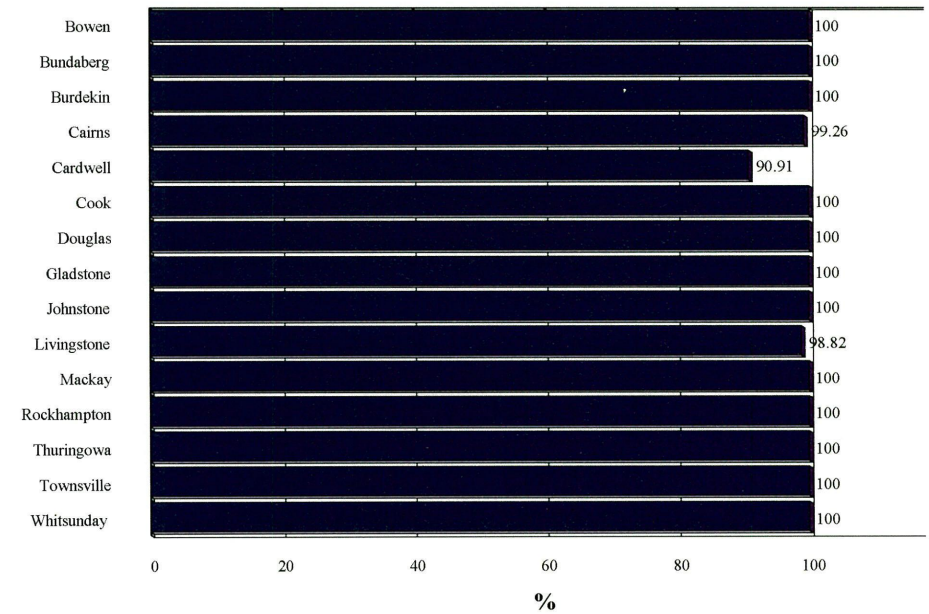
Table 24 ~ Marine Park Authority Activities in Relation to Reef – Proportion of Total Sample &amp; Catchment Area

Catchment Area	Proportion of Total Sample								
	Protect	Manage	Impose Fines	Police	Care	Limit Usage	Research	Education	Communication
Bowen	0.96	1.44	0.80	0.80	1.44	0.96	1.12	0.80	0.80
Bundaberg	6.08	4.00	4.00	4.80	5.60	3.20	5.44	4.80	2.88
Burdekin	1.60	2.72	2.88	2.72	2.72	2.72	2.72	2.88	2.72
Cairns	17.60	12.80	14.72	14.88	16.32	13.44	16.48	14.24	9.28
Cardwell	1.12	0.80	0.80	0.80	1.28	1.12	0.80	0.80	0.80
Cook	0.96	0.32	0.48	0.48	0.48	0.48	0.32	0.32	0.32
Douglas	1.28	1.28	1.28	1.12	1.60	1.12	1.44	1.44	1.28
Gladstone	1.44	2.08	2.08	1.76	1.92	1.76	1.92	2.08	1.12
Johnstone	2.40	2.24	1.44	1.60	2.40	1.12	1.28	1.60	0.80
Livingstone	1.92	3.68	3.36	3.68	4.00	3.68	3.36	3.20	3.04
Mackay	7.84	6.40	7.20	8.96	7.52	6.56	7.36	6.72	4.64
Rockhampton	6.56	7.52	6.40	7.68	8.48	6.88	7.36	7.20	6.40
Thuringowa	2.24	1.92	1.76	2.72	1.76	2.56	2.88	2.40	1.28
Townsville	9.60	10.40	8.96	9.60	9.44	8.32	10.40	11.20	6.72
Whitsunday	2.72	2.72	2.24	2.40	2.72	2.56	2.72	2.72	2.72

**Table 25 ~ Should the Great Barrier Reef be Protected**

Catchment Area	Yes Responses	
	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	100.00	2.24
Bundaberg	100.00	7.84
Burdekin	100.00	3.36
Cairns	99.26	21.44
Cardwell	90.91	1.60
Cook	100.00	1.12
Douglas	100.00	1.92
Gladstone	100.00	4.96
Johnstone	100.00	3.68
Livingstone	98.82	4.48
Mackay	100.00	13.44
Rockhampton	100.00	10.72
Thuringowa	100.00	4.16
Townsville	100.00	15.84
Whitsunday	100.00	2.72
<b>Total</b>	-	<b>99.52 %</b>

**Figure 25 ~ Should the Great Barrier Reef be Protected**



**Table 26 ~ Rating on how Well the Marine Park Authority Protects the Reef**

Catchment Area	Ratings 1 & 2 ~ Cumulative Results		
	Weighted Average	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	2.77	42.86	0.96
Bundaberg	2.28	59.18	4.64
Burdekin	2.24	52.38	1.76
Cairns	2.47	50.37	10.88
Cardwell	2.82	45.45	0.80
Cook	2.50	42.86	0.48
Douglas	2.36	58.33	1.12
Gladstone	2.78	29.03	1.44
Johnstone	2.05	60.87	2.24
Livingstone	2.43	50.00	2.24
Mackay	2.42	50.59	6.88
Rockhampton	2.48	46.27	4.96
Thuringowa	2.35	53.85	2.24
Townsville	2.08	57.58	9.12
Whitsunday	1.94	64.71	1.76
<b>Total</b>	-	-	<b>51.52 %</b>

**Figure 26 ~ Rating on how Well the Marine Park Authority Protects the Reef**

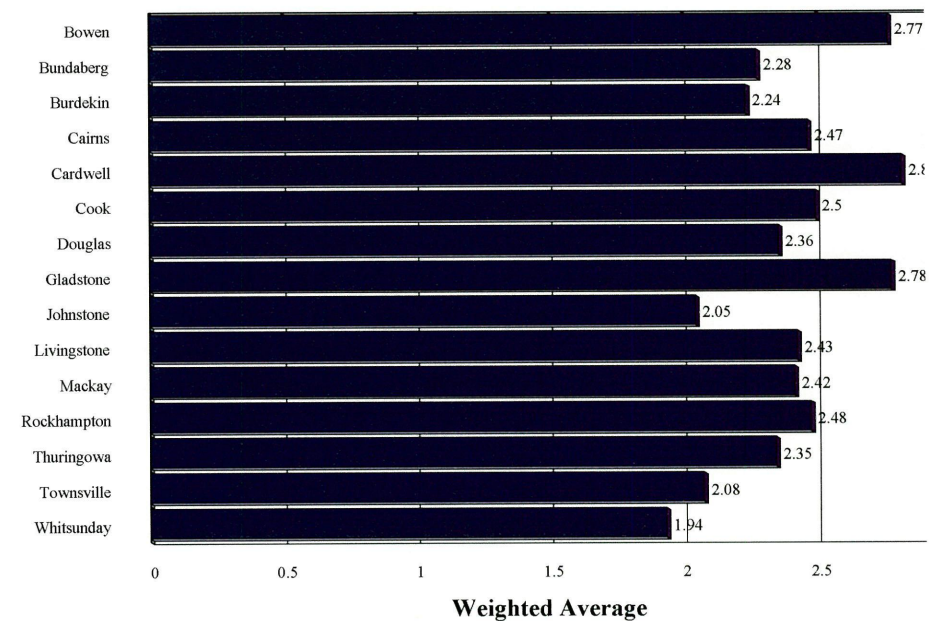
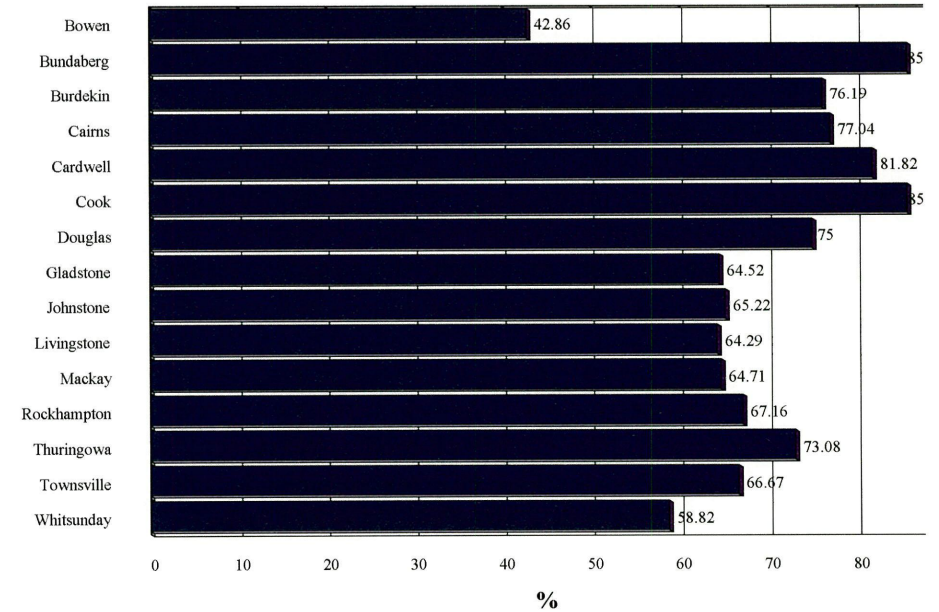


Table 27 ~ Awareness of Term Biodiversity

Catchment Area	Yes Responses	
	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	42.86	0.96
Bundaberg	85.71	6.72
Burdekin	76.19	2.56
Cairns	77.04	16.64
Cardwell	81.82	1.44
Cook	85.71	0.96
Douglas	75.00	1.44
Gladstone	64.52	3.20
Johnstone	65.22	2.40
Livingstone	64.29	2.88
Mackay	64.71	8.80
Rockhampton	67.16	7.20
Thuringowa	73.08	3.04
Townsville	66.67	10.56
Whitsunday	58.82	1.60
<b>Total</b>	-	<b>70.40 %</b>

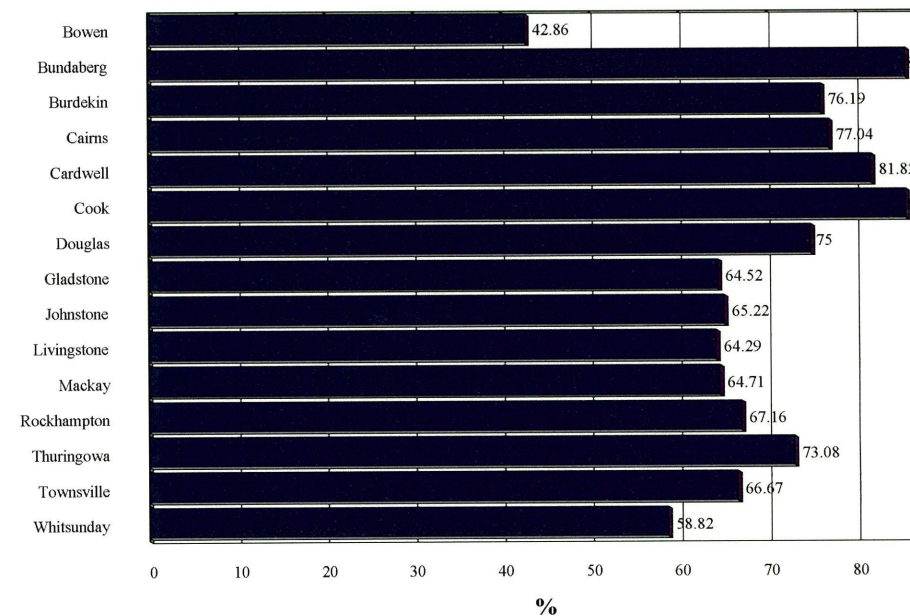
Figure 27 ~ Awareness of Term Biodiversity



**Table 28 ~ Do you Believe Biodiversity Relates to the Great Barrier Reef**

Catchment Area	Yes Responses	
	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	92.86	2.08
Bundaberg	93.88	7.36
Burdekin	95.24	3.20
Cairns	93.33	20.16
Cardwell	90.91	1.60
Cook	100.00	1.12
Douglas	100.00	1.92
Gladstone	100.00	4.96
Johnstone	91.30	3.36
Livingstone	96.43	4.32
Mackay	90.59	12.32
Rockhampton	94.03	10.08
Thuringowa	96.15	4.00
Townsville	94.95	15.04
Whitsunday	88.24	2.40
<b>Total</b>	-	<b>93.92 %</b>

**Figure 28 ~ Do you Believe Biodiversity Relates to the Great Barrier Reef**

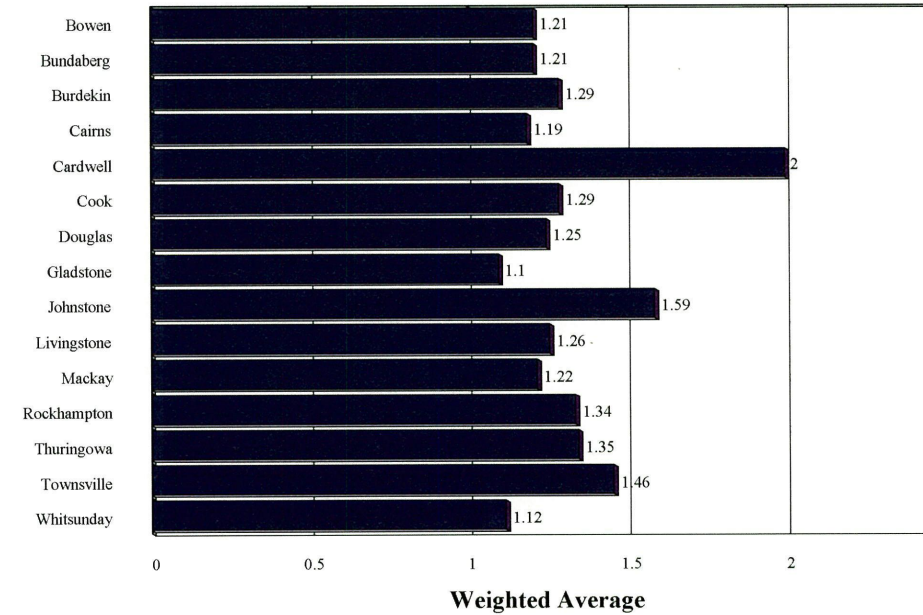




**Table 29 ~ Rating of Importance of Biodiversity to the Great Barrier Reef**  
**Ratings 1 & 2 ~ Cumulative Results**

Catchment Area	Weighted Average	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	1.21	92.86	2.08
Bundaberg	1.21	93.88	7.36
Burdekin	1.29	95.24	3.20
Cairns	1.19	93.33	20.16
Cardwell	2.00	54.55	0.96
Cook	1.29	100.00	1.12
Douglas	1.25	91.67	1.76
Gladstone	1.10	100.00	4.96
Johnstone	1.59	78.26	2.88
Livingstone	1.26	89.29	4.00
Mackay	1.22	85.88	11.68
Rockhampton	1.34	88.06	9.44
Thuringowa	1.35	88.46	3.68
Townsville	1.46	83.84	13.28
Whitsunday	1.12	100.00	2.72
<b>Total</b>	-	-	<b>89.28 %</b>

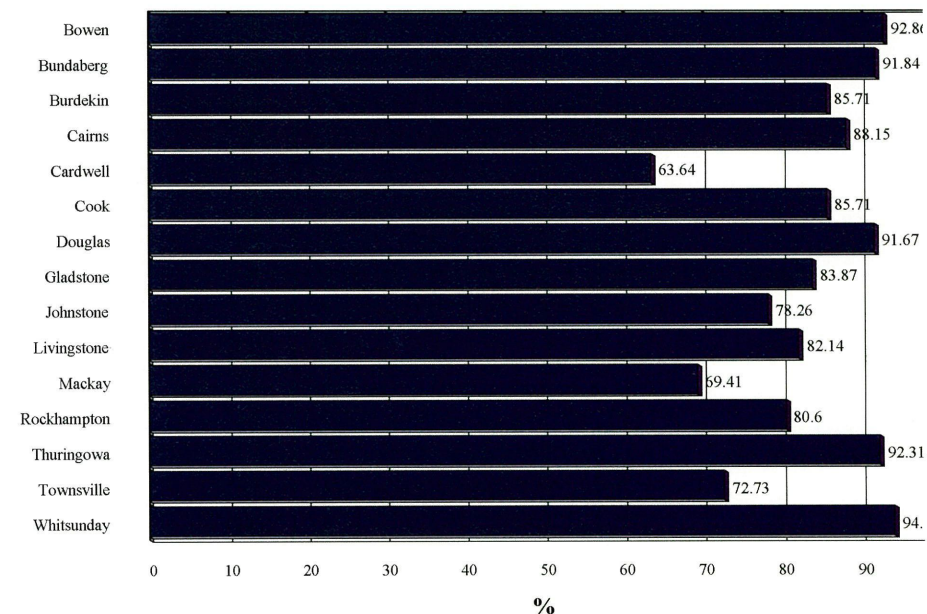
**Figure 29 ~ Rating of Importance of Biodiversity to the Great Barrier Reef**



**Table 30 ~ Believe Biodiversity of the Great Barrier Reef is Under Threat**

Yes Responses		
Catchment Area	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	92.86	2.08
Bundaberg	91.84	7.20
Burdekin	85.71	2.88
Cairns	88.15	19.04
Cardwell	63.64	1.12
Cook	85.71	0.96
Douglas	91.67	1.76
Gladstone	83.87	4.16
Johnstone	78.26	2.88
Livingstone	82.14	3.68
Mackay	69.41	9.44
Rockhampton	80.60	8.64
Thuringowa	92.31	3.84
Townsville	72.73	11.52
Whitsunday	94.12	2.56
<b>Total</b>	-	<b>81.76 %</b>

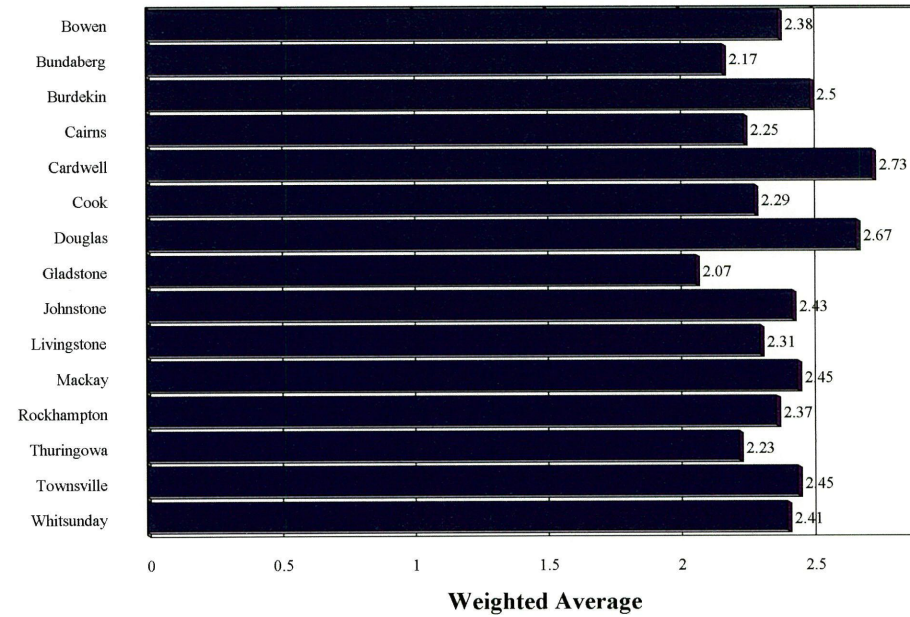
**Figure 30 ~ Believe Biodiversity of the Great Barrier Reef is Under Threat**



**Table 31 ~ Degree to which the Biodiversity of the GBR is Threatened**

Catchment Area	Ratings 1 & 2 ~ Cumulative Results		
	Weighted Average	Prop. of Catchment Area (%)	Prop. of Total Sample (%)
Bowen	2.38	42.86	0.96
Bundaberg	2.17	53.06	4.16
Burdekin	2.50	57.14	1.92
Cairns	2.25	51.85	11.20
Cardwell	2.73	45.45	0.80
Cook	2.29	71.43	0.80
Douglas	2.67	50.00	0.96
Gladstone	2.07	58.06	2.88
Johnstone	2.43	56.52	2.08
Livingstone	2.31	57.14	2.56
Mackay	2.45	47.06	6.40
Rockhampton	2.37	50.75	5.44
Thuringowa	2.23	53.85	2.24
Townsville	2.45	43.43	6.88
Whitsunday	2.41	47.06	1.28
<b>Total</b>	-	-	<b>50.56 %</b>

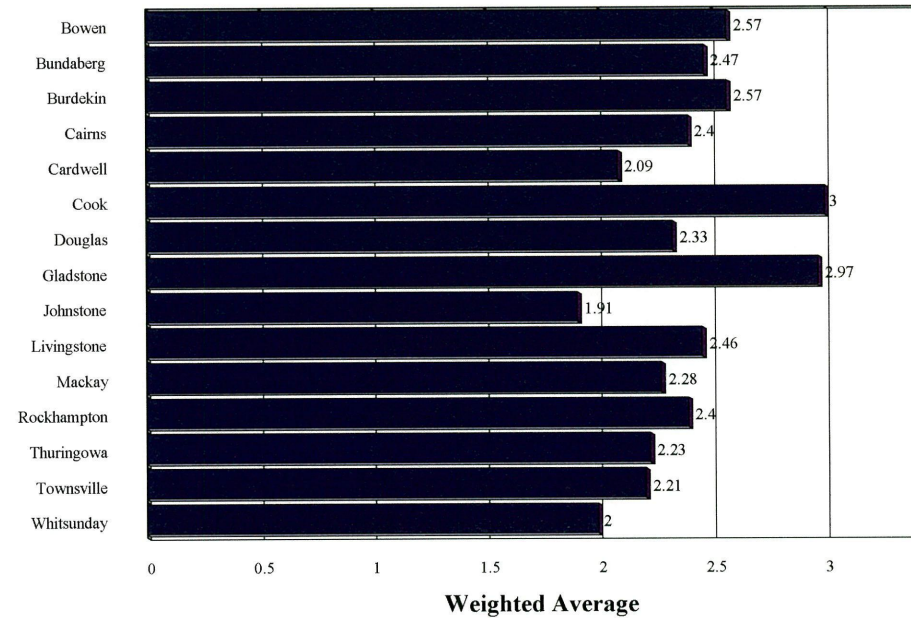
**Figure 31 ~ Degree to which the Biodiversity of the GBR is Threatened**



**Table 31 ~ Belief For the Overall Future of the Great Barrier Reef**

<b>Ratings 1 &amp; 2 ~ Cumulative Results</b>			
<b>Catchment Area</b>	<b>Weighted Average</b>	<b>Prop. of Catchment Area (%)</b>	<b>Prop. of Total Sample (%)</b>
Bowen	2.57	64.29	1.44
Bundaberg	2.47	63.27	4.96
Burdekin	2.57	71.43	2.40
Cairns	2.40	68.15	14.72
Cardwell	2.09	90.91	1.60
Cook	3.00	42.86	0.48
Douglas	2.33	58.33	1.12
Gladstone	2.97	38.71	1.92
Johnstone	1.91	95.65	3.52
Livingstone	2.46	64.29	2.88
Mackay	2.28	67.06	9.12
Rockhampton	2.40	71.64	7.68
Thuringowa	2.23	69.23	2.88
Townsville	2.21	74.75	11.84
Whitsunday	2.00	82.35	2.24
<b>Total</b>	-	-	<b>68.80 %</b>

**Figure 31 ~ Belief For the Overall Future of the Great Barrier Reef**



## 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 Satisfied, 2 as Satisfied, 3 as Average, 4 as Poor and 5 as Very Poor. 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 the AECgroup. 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 5 minutes of your time please?



**GENERAL QUESTIONS**

(Q 1) Have you heard of the Great Barrier Reef Marine Park Authority? Yes 1   
 No 2  **Go to Bridging Statement (\*\*)** – before Q 2  
 Unsure 3

(Q 1a) Through which mediums can you recall hearing about the Great Barrier Reef Marine Park Authority?  
 Radio 1  Book 4   
 Television 2  Magazine 5   
 Newspaper 3  Brochures 6

*(Multiple Response – please tick all that apply)*

Other: 7  → \_\_\_\_\_

(Q 1b) Have you ever had contact or any interaction with the Marine Park Authority?  
 Yes 1  **Go to Bridging Statement (\*\*)** – before Q 2  
 No 2  **Go to Bridging Statement (\*\*)** – before Q 2  
 Unsure 3

(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  Very Satisf  
 2  Satisf  
 3  \* Average  
 4  \* Dis-satisf  
 5  \* Very Dis-satisf  
 6  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  Very Knowl’  
 2  Knowl’  
 3  Average  
 4  Limit’ Knowl’  
 5  Almost No Knowl’  
 6  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?  
 Protect 1  Limit Usage 6   
 Manage 2  Research 7   
 Impose Fines 3  Education 8   
 Police the Reef 4  Communication 9   
 Care for the Reef 5

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

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  **Go to Q 5a**  
 No 2  **Go to Q 6**  
 Unsure 3  **Go to Q 6**

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

## Great Barrier Reef Marine Park Authority – Market Research

(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  Excellent      2  Good      3  \* Average      4  \* Poor      5  \* Very Poor      6  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'?

Radio 1  Book 4   
 Television 2  Magazine 5   
 Newspaper 3  Brochures 6

[Multiple Response – tick all that apply]

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)

## Great Barrier Reef Marine Park Authority – Market Research

### 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 <input type="checkbox"/> |
| Female | 2 <input type="checkbox"/> |

(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**:

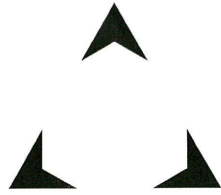
- |  |                            |
|--|----------------------------|
| Manager / Administrator                    | 1 <input type="checkbox"/> |
| Professional                               | 2 <input type="checkbox"/> |
| Associate Professional (TAFE training etc) | 3 <input type="checkbox"/> |
| Tradesperson 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





**AECgroup**

**GBRMPA  
ADDITIONAL CROSS TABULATIONS**

15 March - 2001

**AEC***market research*

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Table 1 ~ Question 12 by Question 15

Q 12 – Believe Biodiversity of the Reef under Threat

Q 13 – Degree of Threat to the Reef

*(1 – Greatly Threatened, 3 – Average Threat, 5 – Not at All)*

Response – Q 12	Ratings 1 & 2 (cumulative results)	Weighted Average
Yes	60.86	2.17
No	0.00	4.38
Unsure	7.35	3.00

Key Points:

- Respondents believing that the Biodiversity of the Reef is under Threat – achieve a weighted average of 2.17 – therefore ‘High Degree of Threat’.
- Respondents claiming the Biodiversity of the Reef is not under threat – achieve a weighted average of 4.38, therefore a ‘Low Degree of Threat’.
- True to form, those respondents being ‘Unsure’ as to the threat to the Reef’s Biodiversity, achieved a weighted average score of 3.00 – therefore – an ‘Average’ degree of threat.

Table 2 ~ Question 12 by Question 15

Q 12 – Believe Biodiversity of the Reef under Threat

Q 15 – Belief for the Overall Future of the Great Barrier Reef

*(1 – Very Optimistic, 3 – Neither / Nor, 5 – Very Pessimistic)*

Response – Q 12	Weighted Average
Yes	2.42
No	1.87
Unsure	2.28

Key Points:

- Respondents believing that the Biodiversity of the Reef is under Threat – achieve a weighted average of 2.17 – therefore a rating between ‘Optimistic’ and ‘Average – or the middle undecided category’.
- Respondents claiming the Biodiversity of the Reef is not under threat – are predominantly Optimistic regarding the future of the Reef within the next 10 years – Weighted Average of 1.87 – therefore within the category of ‘Very Optimistic’ though tending towards being ‘Optimistic’.
- Those respondents being ‘Unsure’ as to the threat to the Reef’s Biodiversity, are also fairly optimistic towards the future of the reef, with a weighted average of 2.28 – therefore ‘Optimistic’.

**Table 3 ~ Question 13 by Question 15**

**Q 13 – Degree of Threat to the Reef**

*(1 – Greatly Threatened, 3 – Average Threat, 5 – Not at All)*

**Q 15 – Belief for the Overall Future of the Great Barrier Reef**

*(1 – Very Optimistic, 3 – Neither / Nor, 5 – Very Pessimistic)*

<b>Response – Q 13</b>	<b>Weighted Average</b>
1 ~ Greatly Threatened	2.64
2 ~ Threatened	2.32
3 ~ Average	2.30
4 ~ Low Threat	2.21
5 ~ Not at All	2.00
6 ~ N/a	2.27

**Key Points:**

- As is expected, the greater the perceived threat to the Reef, the more pessimistic the rating regarding the future of the reef. As is displayed in the table above – respondents rating the threat to the Reef as being ‘Greatly Threatened’, achieved the lowest rating of optimism regarding the Reef – 2.64 (therefore between the categories of Optimistic and an Undecided or Average belief).

## 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 Satisfied, 2 as Satisfied, 3 as Average, 4 as Poor and 5 as Very Poor. 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 the AECgroup. 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 5 minutes of your time please?



GREAT BARRIER REEF  
MARINE PARK AUTHORITY

## GENERAL QUESTIONS

**(Q 1)** Have you heard of the Great Barrier Reef Marine Park Authority? Yes 1   
No 2  **Go to Bridging Statement (\*\*)** – before Q 2  
Unsure 3

**(Q 1a)** Through which mediums can you recall hearing about the Great Barrier Reef Marine Park Authority?  
Radio 1  Book 4   
Television 2  Magazine 5   
Newspaper 3  Brochures 6

*(Multiple Response – please tick all that apply)*

Other: 7  → \_\_\_\_\_

**(Q 1b)** Have you ever had contact or any interaction with the Marine Park Authority? Yes 1   
No 2  **Go to Bridging Statement (\*\*)** – before Q 2  
Unsure 3  **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  Very Satisf    2  Satisf    3  \* Average    4  \* Dis-satisf    5  \* Very Dis-satisf    6  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  Very Knowl'    2  Knowl'    3  Average    4  Limit' Knowl'    5  Almost No Knowl'    6  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?  
Protect 1  Limit Usage 6   
Manage 2  Research 7   
Impose Fines 3  Education 8   
Police the Reef 4  Communication 9   
Care for the Reef 5

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

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  **Go to Q 5a**  
No 2  **Go to Q 6**  
Unsure 3  **Go to Q 6**

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

**GBRMPA – Additional Cross-Tabulations**

(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  Excellent
- 2  Good
- 3  \* Average
- 4  \* Poor
- 5  \* Very Poor
- 6  n/a

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

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**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'?

- Radio 1  Book 4
- Television 2  Magazine 5
- Newspaper 3  Brochures 6

[Multiple Response – tick all that apply]

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  Ver y 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)

## GBRMPA – Additional Cross-Tabulations

### 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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