
Understanding Seafood Consumption and Healthy Living Practices Report 2010

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Prepared by

the

Centre of Excellence for Science, Seafood and Health (CESSH)

Curtin University

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**UNDERSTANDING SEAFOOD CONSUMPTION AND HEALTHY LIVING
PRACTICES REPORT 2010**

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EXECUTIVE SUMMARY

This report documents the findings of a small cross-sectional survey conducted from November 6 – 9th 2010. The survey was administered to 48 people via random interception at the Melbourne Exhibition Centre.

Respondents were asked to complete demographic information, consumption and perception of seafood to other proteins (chicken, pork, lamb and beef), what types of seafood consumed in the past week and the preparation methods used.

Respondents were also asked whether they participated in physical activities and what barriers they had to recreational fishing.

Although the sample size was small, this study provided validation to the survey instrument used. Reliability will now be assessed and the survey modified accordingly for use in a larger study to be conducted through CESSH.

The study has also provided some direction for further work within a community-based model of behaviour change communication

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1.0 INTRODUCTION

The Centre of Excellence for Science, Seafood and Health (CESSH) promotes a healthy lifestyle that includes regular physical activity plus the regular consumption of seafood as part of a healthy balanced diet.

A healthy diet that includes seafood and regular exercise can reduce the risk of developing chronic conditions and significantly improve health outcomes at all stages of life ¹.

A cross-sectional survey was conducted, as part of the Australian Seafood Cooperative Research Centre Trade Display at the Melbourne Exhibition Centre in November 2010, to add to the existing evidence base about seafood consumption and physical activity in the Australian population.

2.0 LIMITATIONS

There were several limitations to this study. Firstly, the sample size was small therefore the results provide an indication only and results cannot be generalised beyond the participants.

Some respondents found some questions difficult to answer as they did not have strong preferences for all foods included in the survey. This resulted in some respondents leaving questions blank. It is possible that this would also be evident with a larger sample size.

As the respondents were attending a seafood related event, it is possible that they had a greater preference for seafood than the general population.

3.0 METHODS

3.1 Sample

The sample comprised visitors to the Melbourne Exhibition Centre over four days from Saturday 6th – Tuesday 9th November, 2010. There were a variety of exhibits trading including 'The Wonders and Opportunities of our Oceans', a travel expo and an Airline Association expo. Visitors resting on benches in the foyer area were presented with a brief survey to complete. The number of visitors to the Melbourne Exhibition Centre during that time period is not known.

A total number of 48 people were randomly intercepted by three CESSH research staff to complete the surveys.

3.2 Instrumentation

The survey measured attitudes and behaviours about protein consumption and physical activity using 13 items.

The survey have three sections:

1. demographic information;
2. a comparison of protein consumption patterns and preferred methods in preparing seafood meals; and
3. participation in physical activity and barriers to recreational fishing.

3.3 Analysis

All statistical analyses were completed on Statistical Package for Social Sciences (SPSS), Version 17.0.

4.0 RESULTS

A total of 48 surveys were self completed by participants who attended the Melbourne Exhibition Centre between Saturday 6th November and Tuesday 9th November 2010.

4.1 Demographics

Table 1 outlines the demographic characteristics of the survey respondents. More respondents were female (58.3%, n=28), and respondents aged between 30-44 years were underrepresented compared to other age groups (18.75%, (n=9). The majority of respondents were from the State of Victoria in Australia (77.1%, n=37).

Table 1. Demographic characteristics of survey respondents

Gender		No. of participants	% of participants
Total a	Male	20	41.7%
	Female	28	58.3%
		48	100%
Age group	Under 29 years	14	29.2%
Total b	30-44 years	9	18.75%
	45-59 years	15	31.25%
	Over 60 years	10	20.8%
		48	100%
Residence	Victoria	37	77.1%
Total c	Interstate	9	18.7%
	Overseas	2	4.2%
		48	100%

The majority of respondents indicated they were the main food shoppers in the family (79.2%, n=38) and a small number of respondents indicated having children at home under the age of 12 years (10.4%, n=5).

4.2 A comparison of protein intake

Five protein food sources (chicken, seafood, pork, lamb and beef) were compared for perceptions on value for money, its health value, being enjoyable to eat, confidence in preparing, ease of preparation and convenience of purchasing.

4.2.1 Value for money

Chicken was considered above average and most value for money by n=32 (66.7%) respondents as shown in Figure 1.

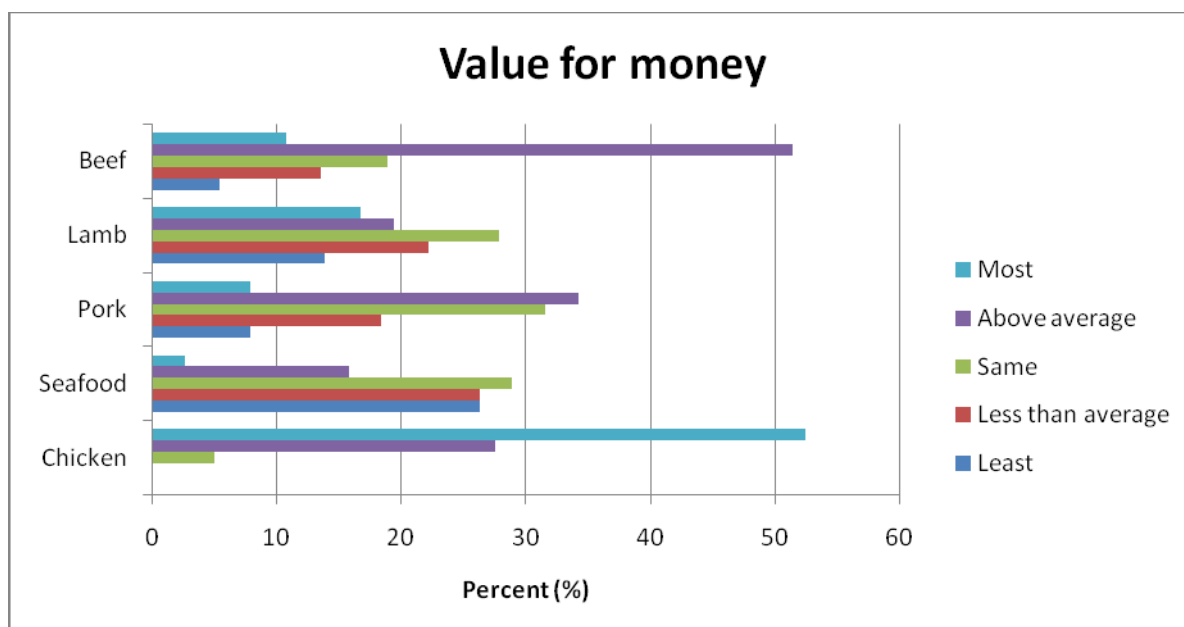
Seafood was considered less than average or the least value for money by respondents n=20 (41.6%). Eleven (22.8%) respondents indicated seafood had the same financial value compared to other proteins.

Pork was considered the same as or above average value for money by n=25 (52.1%) of the respondents.

Lamb was considered the same as or above average value for money by n=17 (35.4%) of the respondents.

Beef was considered above average value for money by n=19 (39.6%) of the respondents.

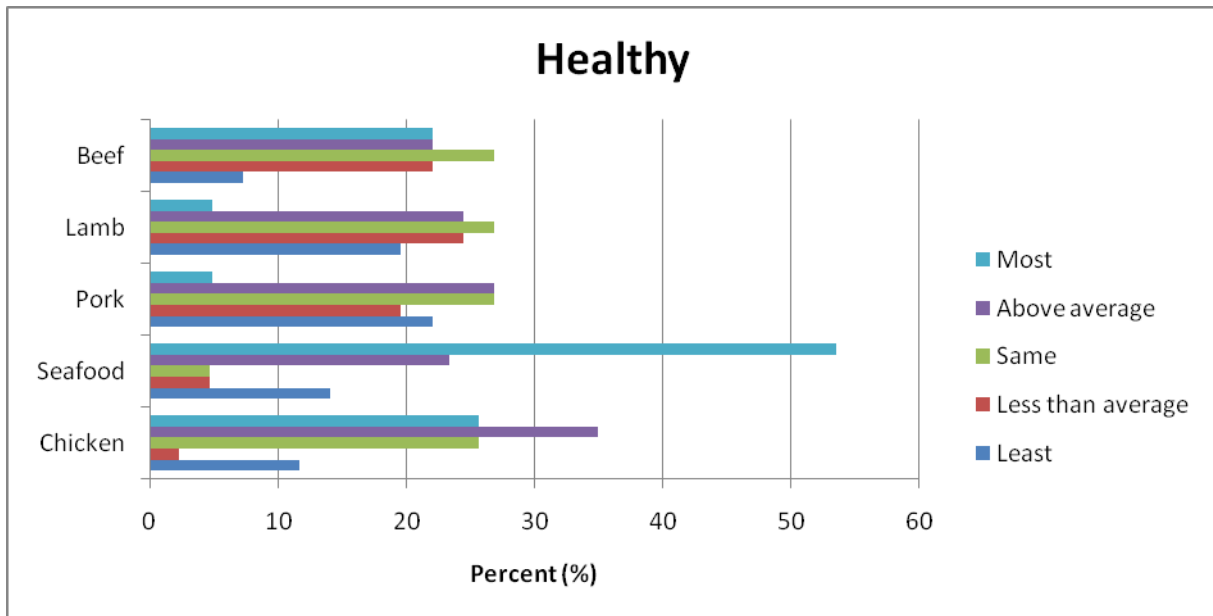
Figure 1. Value for money



4.2.2 Healthy

Seafood was considered above average (n=10, 20.8%) or the healthiest choice (n=23, 47.9%) as shown in Figure 2. Chicken was considered above average (n=15, 31.3%) or a most healthy choice (n=11, 22.9%). Pork, lamb and beef lamb were more evenly distributed across categories for the perception of healthiness.

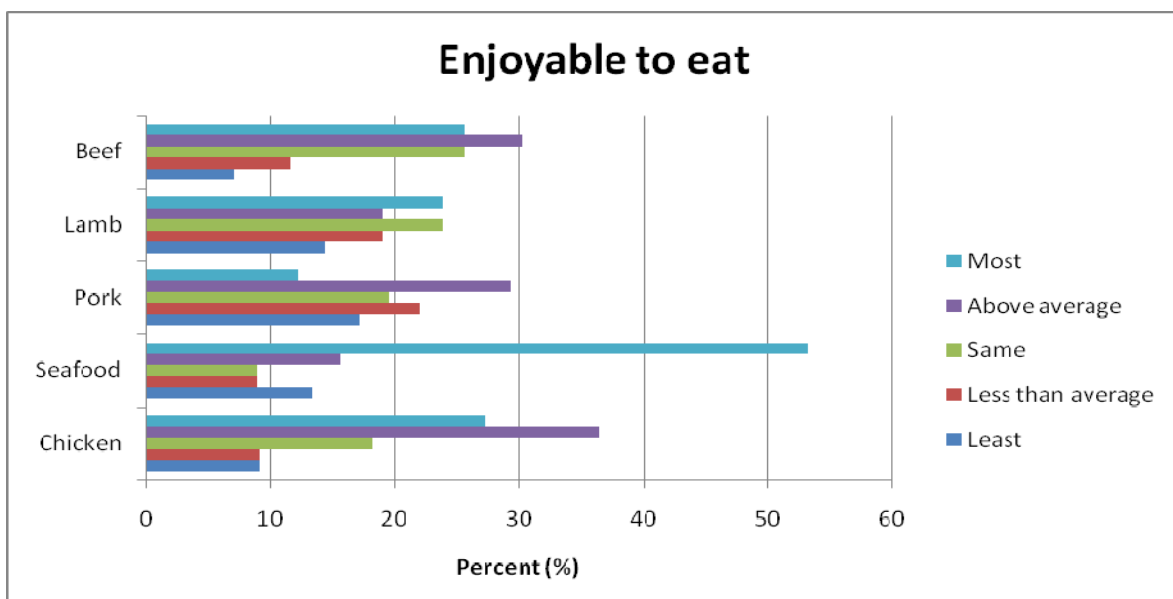
Figure 2. Healthy



4.2.3 Enjoyable to eat

Chicken and seafood were considered the most enjoyable to eat compared with pork, lamb and beef (see Figure 3). Seafood was considered the most enjoyable to eat (n=24, 53.3%), followed by chicken (n=12, 27.3%) and beef (n=11, 25.6%).

Figure 3. Enjoyable to eat



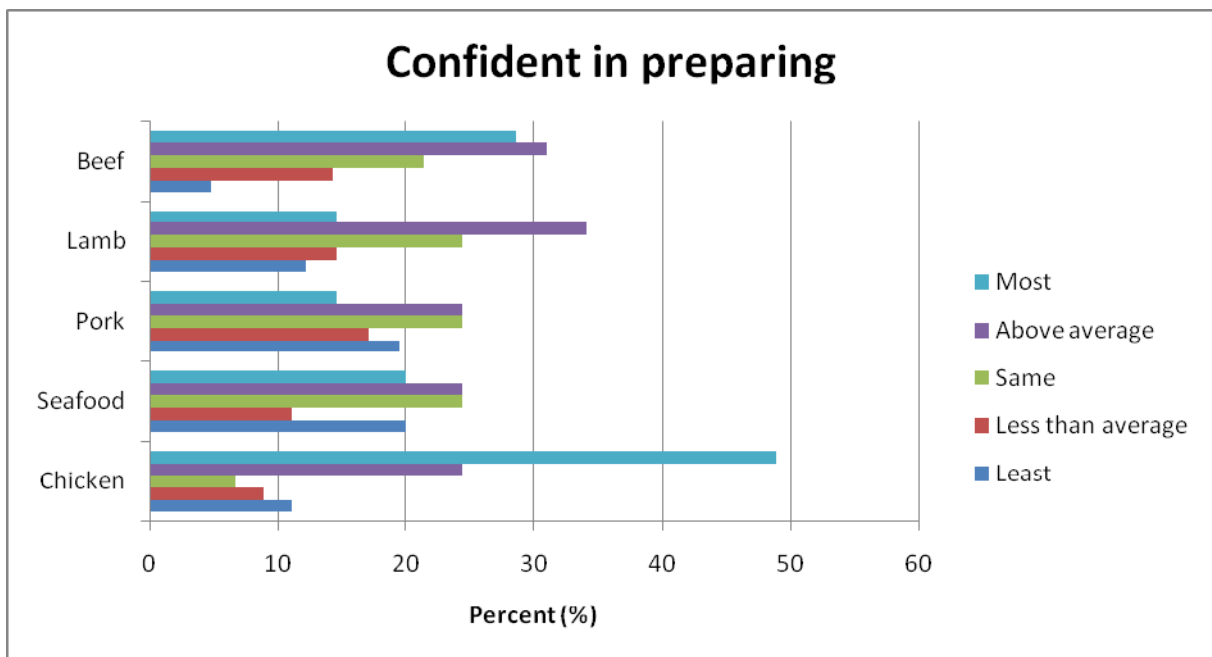
4.2.4 Confident in preparing

Respondents had most confidence in preparing chicken (n=22, 48.9%) or above average confidence (n=11; 24.4%) when compared to preparing other proteins.

Respondents indicated above average confidence in preparing lamb (n=14; 34.1%) and above average or most confidence in preparing beef (n=25; 52.1%)

Respondents indicated they were least confident in preparing seafood n=9 (20%) and pork n=8 (19.5%).

Figure 4. Confident in preparing



4.2.5 Easy to prepare

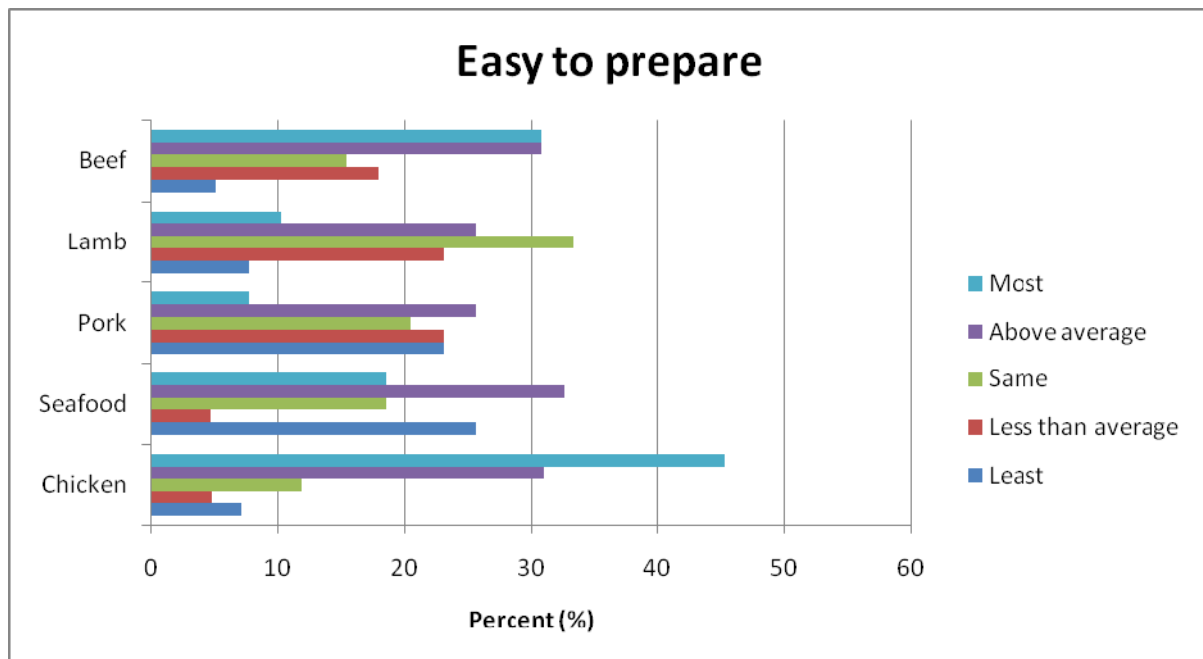
Respondents felt that chicken (n=32; 66.7%) and beef (n=24; 61.6%) were considered the easiest to prepare of all the proteins (see Figure 5).

Although 11 (25.6%) respondents considered seafood the least easy to prepare, 14 (32.6%) respondents did indicate an ease of preparation compared to all the other proteins.

Similarly to seafood, pork was considered one of the least easy to prepare by nine (23.1) respondents, however 10 respondents (25.6%) found to easy to prepare compared to other proteins.

The ease of preparation of lamb was considered similar compared with the other sources of protein noted in the survey.

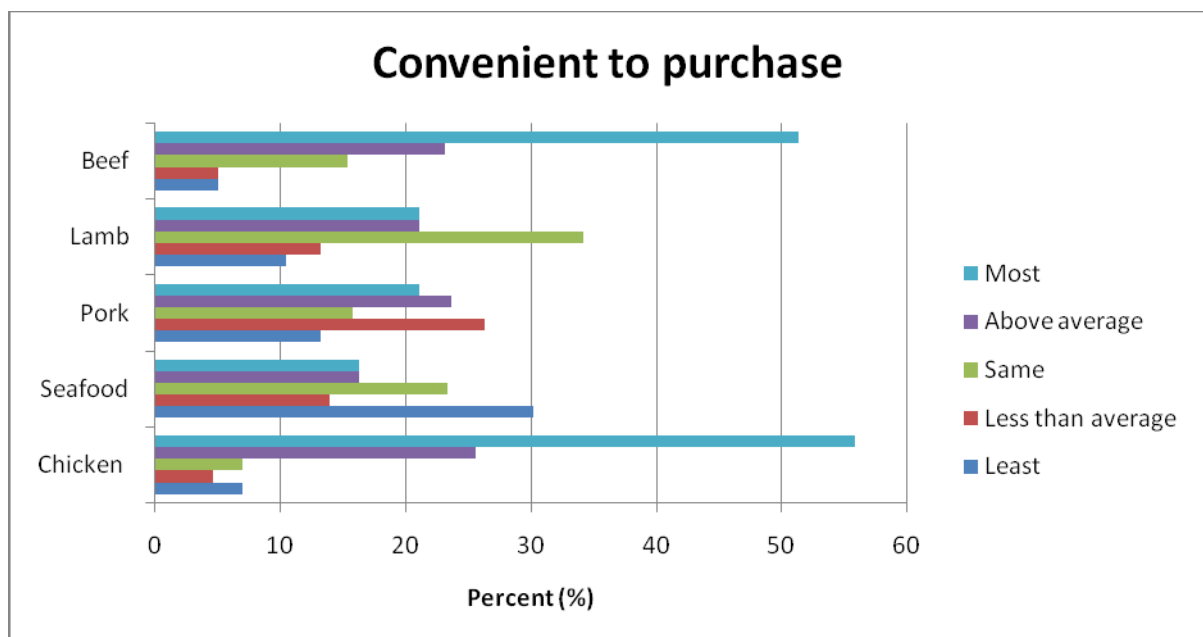
Figure 5. Easy to prepare



4.2.6 Convenient to purchase

Chicken (n=24, 55.8%) and beef (n=20, 51.3%) were considered the most convenient to purchase compared with other proteins (see Figure 6). There was some concern regarding the convenience of seafood purchasing (n=13, 30.2%) and pork was considered the least convenience to purchase (n=10, 26.3%). The convenience of purchasing lamb (n=13; 34.2%) was considered the same compared with other proteins.

Figure 6. Convenient to purchase



4.2.7 A comparison of the five proteins

Chicken overall was considered above average or best value for money and enjoyable to eat. Respondents indicated they were confident in preparing chicken and found it was easy to prepare and convenient to purchase compared to seafood, pork, lamb and beef.

Seafood was considered least value for money and not convenient to purchase but seen as the healthiest and most enjoyable option to eat. Respondents indicated they were not as confident in preparing seafood and it was not as easy to prepare compared to chicken, pork, lamb and beef.

There were no strong views about pork and this was consistent across all categories. It was generally considered above average or the same as other proteins for value, health, enjoyable to eat, and confidence and ease of preparation.

Responses about lamb was also evenly distributed across categories. Respondents indicated the same or above average in confidence and ease of preparation and convenience to purchase.

Beef was considered the most convenient to purchase and above average for value for money by more than 50 % of respondents. It was considered above average or most easy to prepare and confident to prepare, and health was the approximately the same across categories

Figure 7. Chicken compared to seafood, pork, lamb and beef

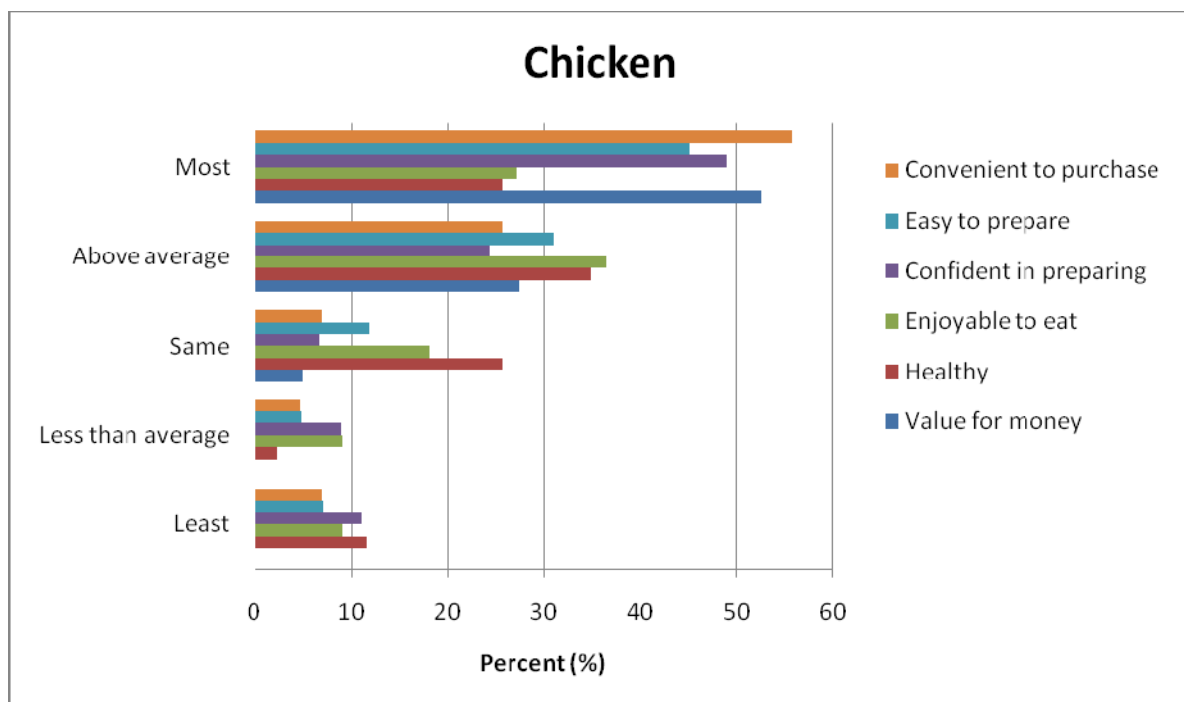


Figure 8. Seafood compared to chicken, pork, lamb and beef

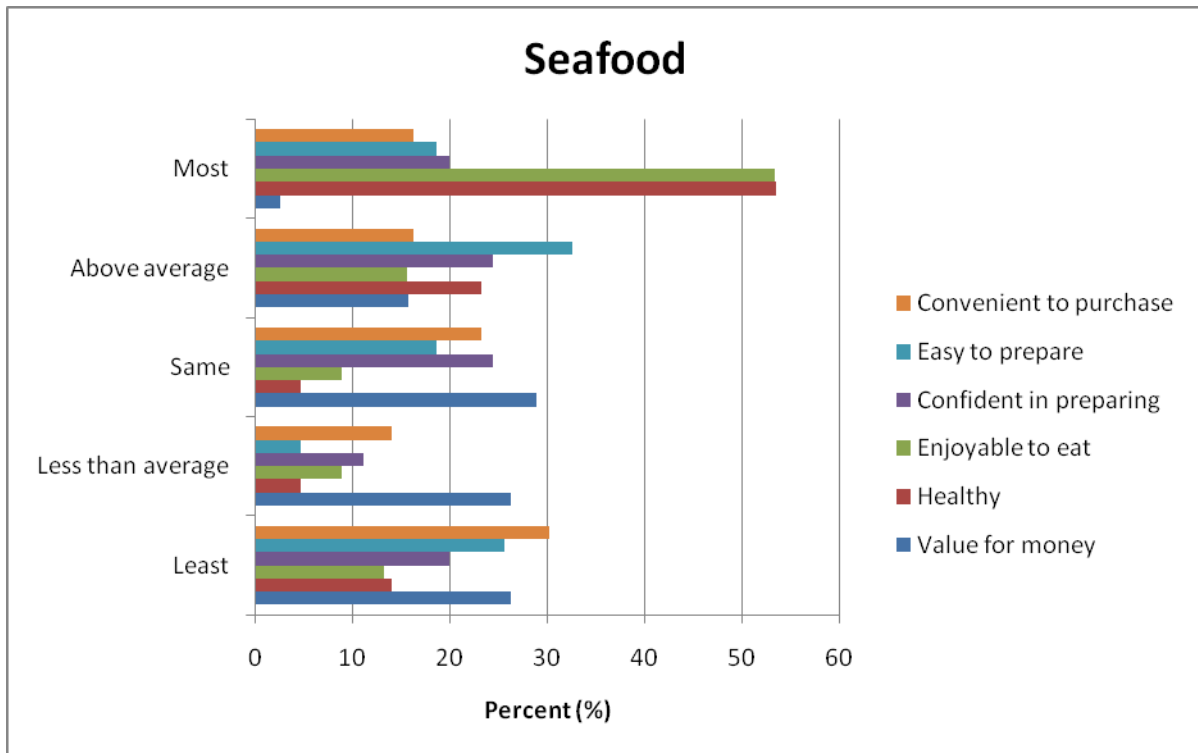


Figure 9. Pork compared to chicken, seafood, lamb and beef

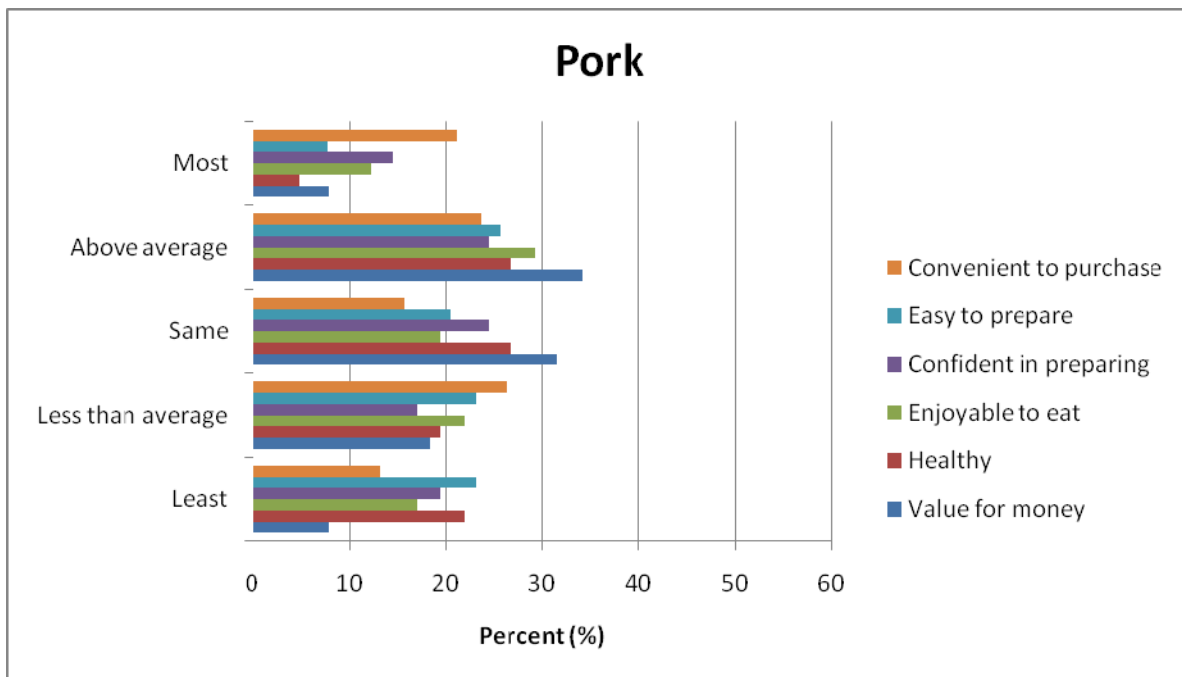


Figure 10. Lamb compared to chicken, seafood, pork and beef

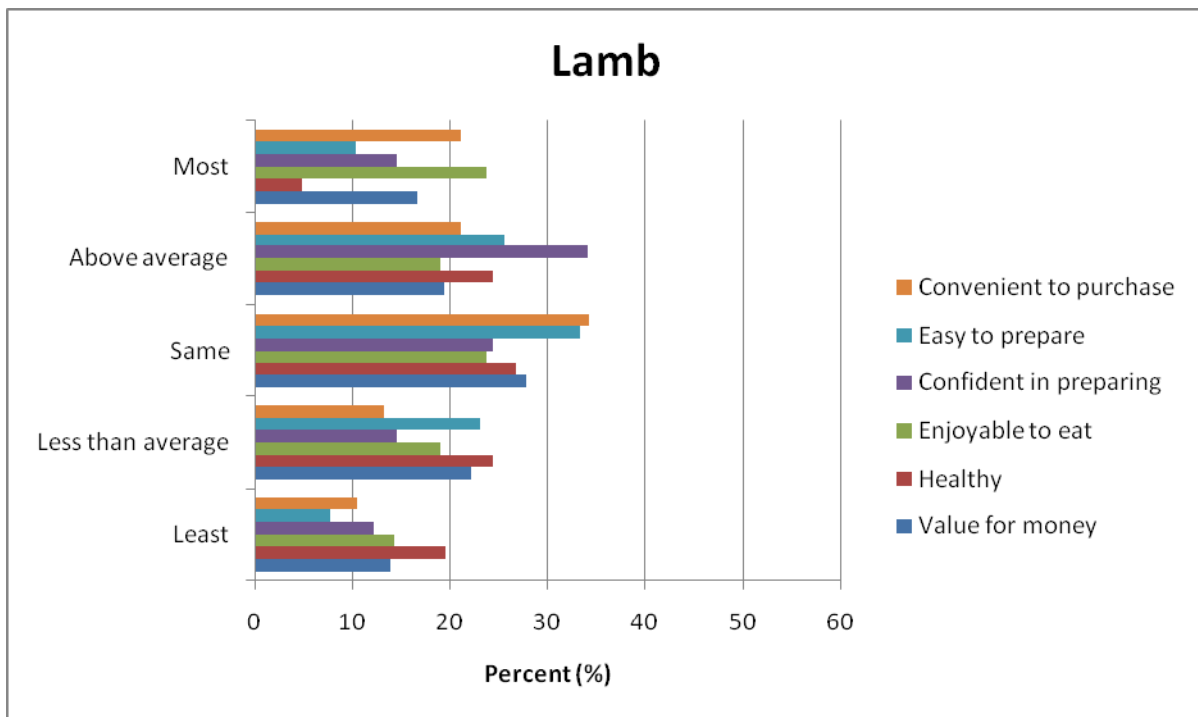
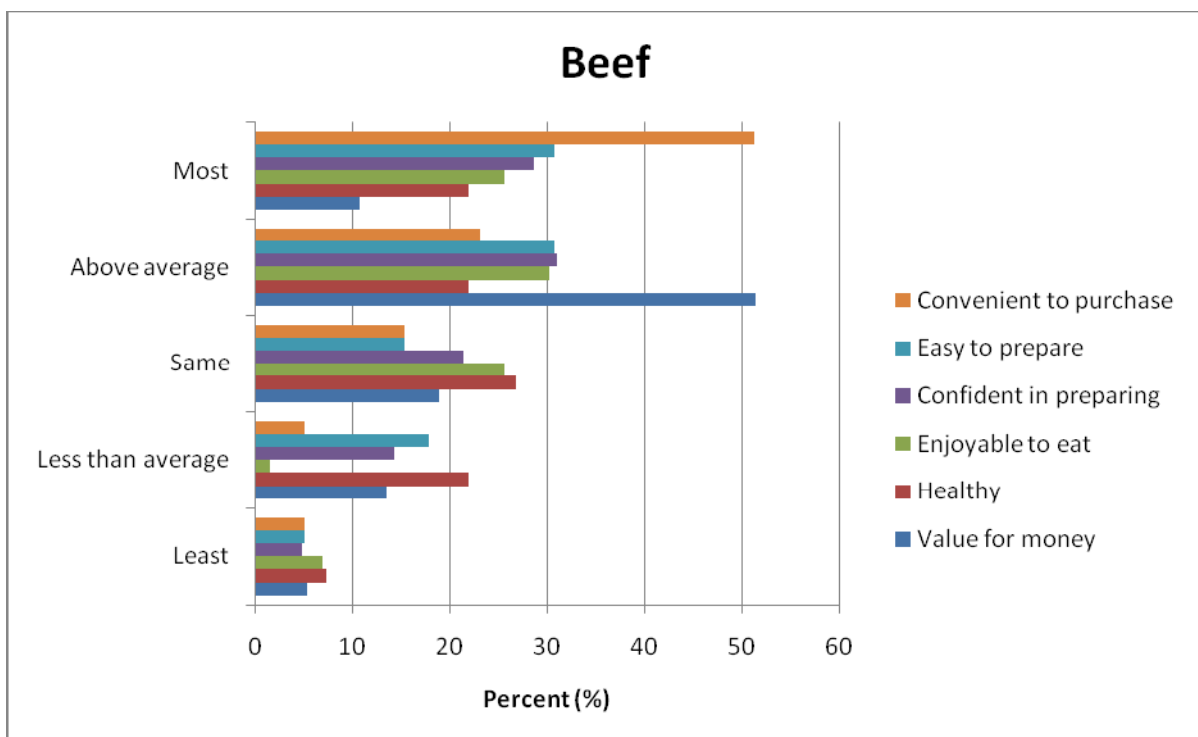


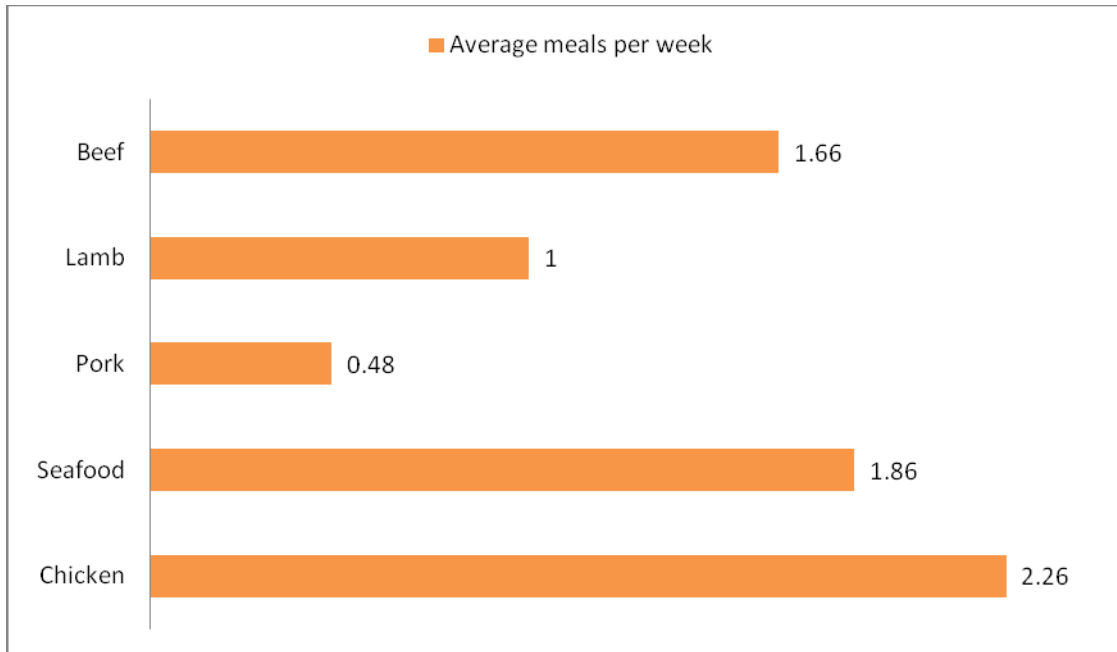
Figure 11. Beef compared to chicken, seafood, pork and lamb



4.3 The main component in meals in the past 7 days

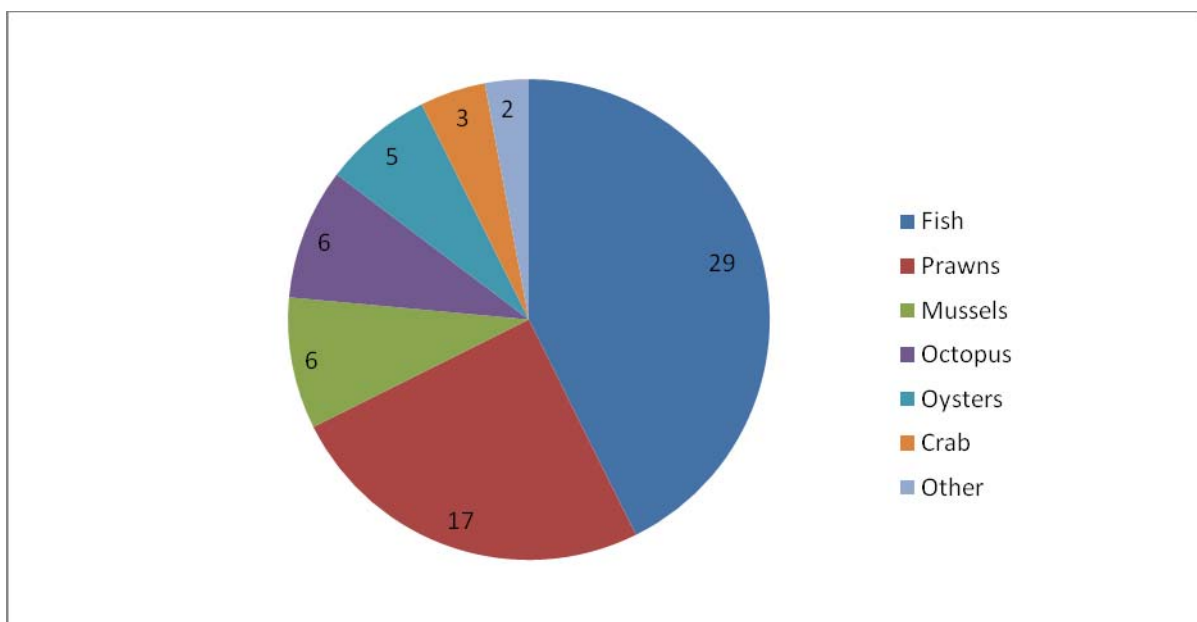
Chicken was included as a main component of a meal, on average, 2.26 times per week, followed by seafood on average 1.86 times per week, and beef 1.66, lamb 1.00, and pork 0.48 times per week respectively.

Figure 12 . Average of the main components in meals in the past 7 days



The most popularly consumed seafood by respondents in the last seven days were fish n=29 and prawns n=17. Other popular varieties indicated were octopus (n=6), mussels (n=6), squid (n=5), oysters (n=5) and crab (n=3).

Figure 13. Varieties of seafood consumed in the last 7 days



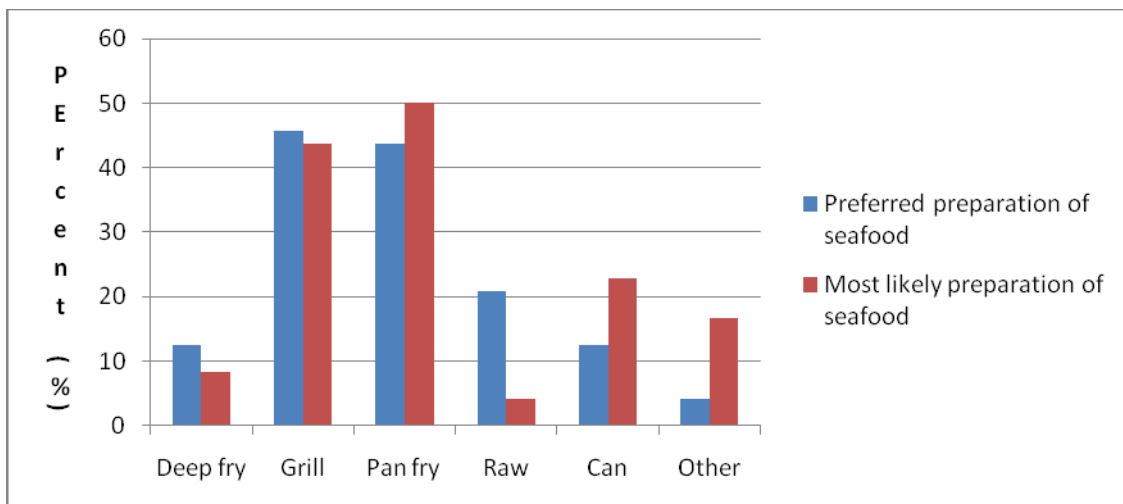
4.4 Preferred preparation of seafood

Grilling (n=22) and pan-frying (n=21) were the preferred preparation of seafood by respondents. Ten respondents preferred raw fish and six indicated they preferred their seafood deep fried

4.5 Most likely preparation of seafood

Pan frying (n=24) was the most likely way seafood was prepared in the home, followed by grilling (n=21). Using seafood direct from a can (n=11) and oven baking (n=4) were also popular most likely preparation methods. Other most likely preparation methods were eating the seafood raw, poaching, steaming, bar-b-cuing, stir frying and eating smoked varieties.

Figure 14. Preferred and most likely preparation of seafood

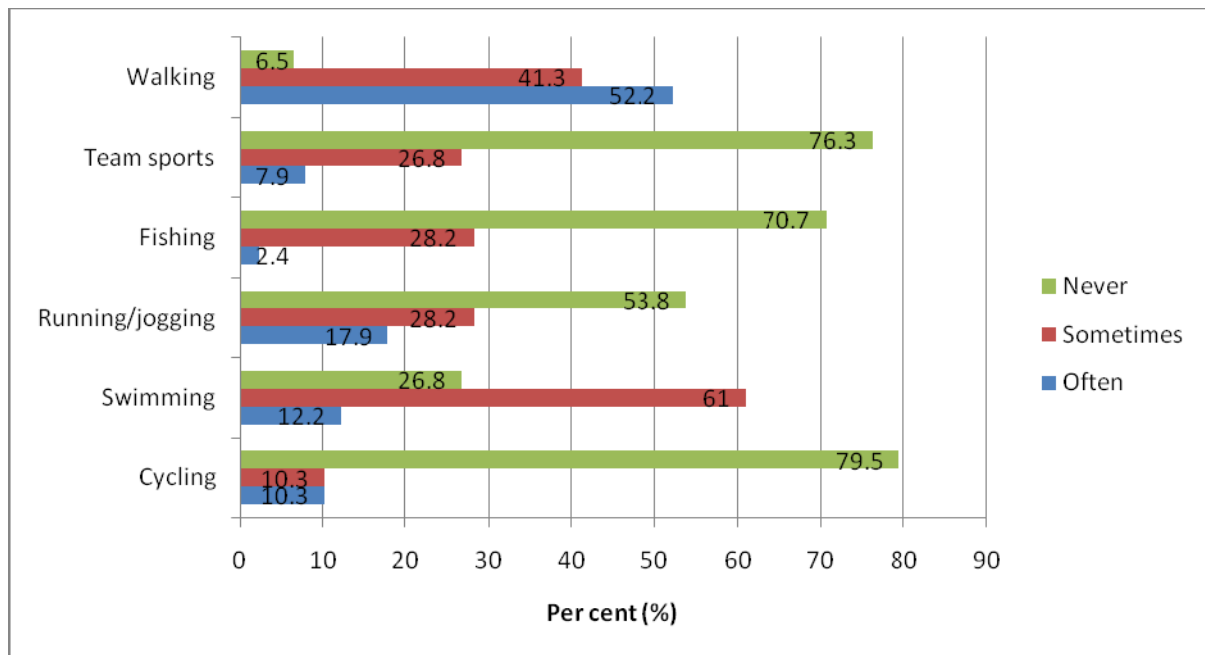


4.6 Participation in physical activities

Overall physical activity levels indicated by respondents were low.

The most popular form of physical activity amongst the respondents was walking for fitness (52.2%, n=24). Swimming and running/jogging were sometimes performed by respondents. Cycling, fishing and team sports were the least popular forms of physical activity for respondents.

Figure 15. Participation rates in activities



4.6.1 Cycling

A large number of respondents indicated never cycling (n=31; 79.5%). Four (10.3%) respondents indicated they sometimes or often cycled.

4.6.2 Swimming

Eleven respondents (26.8%) indicated never swimming, whilst 25 (61%) went swimming sometimes.

4.6.3 Running/jogging

Twenty one respondents (53.8%) indicated they never ran or jogged, seven (17.9%) ran or jogged often, and 11 (28.2%) sometimes ran or jogged.

4.6.4 Fishing

Twenty nine respondents (70.7%) said they have never fished, 11 fished sometimes (28.2%) and one (2.4%) was a keen fisher.

4.6.5 Team sports

Almost 80% of respondents (n=29, 76.3%) never participating in team sports, six (26.8%) participated sometimes and three (7.9%) played team sports regularly.

4.6.6 Walking for fitness

Half of the respondents (n=24, 52.2%) walking for fitness with another 41.3% (n=19) sometimes walking for fitness. Three respondents (6.5%) indicated they never walking for fitness.

4.6.7 Other

Other forms of physical activity that respondents mentioned they were interested in were dancing, going to the gym, weight training, yoga, tennis, badminton, golf, scuba diving and wheelchair basketball.

4.7 Barriers to recreational fishing

Fishing was one of the least participated activities, yet 63.8% (n=30) indicated there was no reason for not participating in recreational fishing. n=17 (36.2%) indicated there were barriers to recreational fishing. Not enjoying fishing was the main reason for not participating in recreational fishing as indicated by respondents (n=11) followed by don't have time (n=8), living too far from the water (n=7), and don't like cleaning fish (n=6). Other reasons stated were the kids were a barrier, lack of knowledge, or did not own a boat.

5.0 SUMMARY OF MAIN FINDINGS

- The perceptions of seafood by the respondents were that it was not good value for money despite being considered the healthiest and most enjoyable protein option. This was also noted in the 2005 Melbourne Seafood Consumption Study by the Fisheries Research and Development Corporation.²
- Chicken was a popular source of protein and rated high in many categories including convenience, preparation, enjoyable to eat and value for money.
- Beef was considered the most convenient purchase (just behind chicken) and well above average for value for money and ease of preparation.
- The Australian Guide to Healthy Eating, Food Standards Australia and New Zealand and the Heart Foundation recommend that adults consume 2-3 serves of fish or seafood each week.³⁻⁵ On average, the survey respondents met this target by consuming 1.86 meals each week where seafood was the main component. This finding should be tempered with the fact that the survey was conducted at a seafood related event.
- The most popular seafood consumed by respondents were fish and prawns.
- The most popular methods of cooking seafood were pan-frying and grilling.
- Walking was the most popular form of fitness, however, overall the level of physical activity performed regularly by respondents was low.

6.0 CONCLUSIONS

Although the sample size was small, this study provided validation to the survey instrument used. Reliability will now be assessed and the survey modified accordingly for use in a larger study to be conducted through CESSH.

The study has also provided some direction for further work within a community-based model of behaviour change communication.

7.0 REFERENCES

1. McManus A, Howieson J, Nicholson C. Review of literature and resources relating to the health benefit of regular consumption of seafood as part of a healthy diet. Perth: Centre of Excellence for Science, Seafood and Health, Curtin Health Innovation Research Institute, Curtin University of Technology; 2009. Report No.: 090101.
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3. Kellet E, Smith A, Schmerlaib Y. The Australian Guide to Healthy Eating. Commonwealth of Australia; 1998.
4. Food Standards Australia and New Zealand. Mercury in fish. 2010 [updated May 27, 2010; cited June 5, 2010]. Available from: <http://www.foodstandards.gov.au/consumerinformation/adviceforpregnantwomen/mercuryinfish.cfm>.
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8.0 APPENDICES

Frequencies from the SPSS print out.

Frequency Table

Q1. What is your sex?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	20	41.7	41.7	41.7
	female	28	58.3	58.3	100.0
	Total	48	100.0	100.0	

Q2. How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	6	12.5	12.5	12.5
	25-29	8	16.7	16.7	29.2
	30-34	3	6.3	6.3	35.4
	35-39	4	8.3	8.3	43.8
	40-44	2	4.2	4.2	47.9
	45-49	4	8.3	8.3	56.3
	50-54	4	8.3	8.3	64.6
	55-59	7	14.6	14.6	79.2
	60-64	5	10.4	10.4	89.6
	65 or over	5	10.4	10.4	100.0
	Total	48	100.0	100.0	

Q3. Which state/territory do you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WA	2	4.2	4.2	4.2
	NSW	2	4.2	4.2	8.3
	Vic	37	77.1	77.1	85.4
	NT	1	2.1	2.1	87.5
	Qld	3	6.3	6.3	93.8
	ACT	1	2.1	2.1	95.8
	Other	2	4.2	4.2	100.0
	Total	48	100.0	100.0	

Q4. Are you the main food shopper in your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	79.2	80.9	80.9
	No	9	18.8	19.1	100.0
	Total	47	97.9	100.0	
Missing	System	1	2.1		
	Total	48	100.0		

Q5. Do you have children under 12 years of age living in your home with you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	10.4	10.4	10.4
	No	43	89.6	89.6	100.0
	Total	48	100.0	100.0	

Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	12.5	12.5
	less than average	1	2.1	2.5	15.0
	same	2	4.2	5.0	20.0
	above average	11	22.9	27.5	47.5
	most	21	43.8	52.5	100.0
	Total	40	83.3	100.0	
Missing	System	8	16.7		
	Total	48	100.0		

Q6ab. Chicken - healthy compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	11.6	11.6
	less than average	1	2.1	2.3	14.0
	same	11	22.9	25.6	39.5
	above average	15	31.3	34.9	74.4
	most	11	22.9	25.6	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6ac. Chicken - enjoyable to eat compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	4	8.3	9.1	9.1
	less than average	4	8.3	9.1	18.2
	same	8	16.7	18.2	36.4
	above average	16	33.3	36.4	72.7
	most	12	25.0	27.3	100.0
	Total	44	91.7	100.0	
Missing	System	4	8.3		
	Total	48	100.0		

Q6ad. Chicken - confident in preparing compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	11.1	11.1
	less than average	4	8.3	8.9	20.0
	same	3	6.3	6.7	26.7
	above average	11	22.9	24.4	51.1
	most	22	45.8	48.9	100.0
	Total	45	93.8	100.0	
Missing	System	3	6.3		
	Total	48	100.0		

Q6ae. Chicken - easy to prepare compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.1	7.1
	less than average	2	4.2	4.8	11.9
	same	5	10.4	11.9	23.8
	above average	13	27.1	31.0	54.8
	most	19	39.6	45.2	100.0
	Total	42	87.5	100.0	
Missing	System	6	12.5		
	Total	48	100.0		

Q6af. Chicken - convenient to purchase compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.0	7.0
	less than average	2	4.2	4.7	11.6
	same	3	6.3	7.0	18.6
	above average	11	22.9	25.6	44.2
	most	24	50.0	55.8	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		

Q6af. Chicken - convenient to purchase compared with seafood, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.0	7.0
	less than average	2	4.2	4.7	11.6
	same	3	6.3	7.0	18.6
	above average	11	22.9	25.6	44.2
	most	24	50.0	55.8	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	10	20.8	26.3	26.3
	less than average	10	20.8	26.3	52.6
	same	11	22.9	28.9	81.6
	above average	6	12.5	15.8	97.4
	most	1	2.1	2.6	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		
	Total	48	100.0		

Q6bb. Seafood - healthy compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	6	12.5	14.0	14.0
	less than average	2	4.2	4.7	18.6
	same	2	4.2	4.7	23.3
	above average	10	20.8	23.3	46.5
	most	23	47.9	53.5	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6bc. Seafood - enjoyable to eat compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	6	12.5	13.3	13.3
	less than average	4	8.3	8.9	22.2
	same	4	8.3	8.9	31.1
	above average	7	14.6	15.6	46.7
	most	24	50.0	53.3	100.0
	Total	45	93.8	100.0	
Missing	System	3	6.3		

Q6bc. Seafood - enjoyable to eat compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	6	12.5	13.3	13.3
	less than average	4	8.3	8.9	22.2
	same	4	8.3	8.9	31.1
	above average	7	14.6	15.6	46.7
	most	24	50.0	53.3	100.0
	Total	45	93.8	100.0	
Missing	System	3	6.3		
	Total	48	100.0		

Q6bd. Seafood - confident in preparing compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	9	18.8	20.0	20.0
	less than average	5	10.4	11.1	31.1
	same	11	22.9	24.4	55.6
	above average	11	22.9	24.4	80.0
	most	9	18.8	20.0	100.0
	Total	45	93.8	100.0	
Missing	System	3	6.3		
	Total	48	100.0		

Q6be. Seafood - easy to prepare compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	11	22.9	25.6	25.6
	less than average	2	4.2	4.7	30.2
	same	8	16.7	18.6	48.8
	above average	14	29.2	32.6	81.4
	most	8	16.7	18.6	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6bf. Seafood - convenient to purchase compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	13	27.1	30.2	30.2
	less than average	6	12.5	14.0	44.2
	same	10	20.8	23.3	67.4
	above average	7	14.6	16.3	83.7
	most	7	14.6	16.3	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		

Q6bf. Seafood - convenient to purchase compared with chicken, pork, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	13	27.1	30.2	30.2
	less than average	6	12.5	14.0	44.2
	same	10	20.8	23.3	67.4
	above average	7	14.6	16.3	83.7
	most	7	14.6	16.3	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6ca. Pork - value for money compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.9	7.9
	less than average	7	14.6	18.4	26.3
	same	12	25.0	31.6	57.9
	above average	13	27.1	34.2	92.1
	most	3	6.3	7.9	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		
	Total	48	100.0		

Q6cb. Pork - healthy compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	9	18.8	22.0	22.0
	less than average	8	16.7	19.5	41.5
	same	11	22.9	26.8	68.3
	above average	11	22.9	26.8	95.1
	most	2	4.2	4.9	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6cc. Pork - enjoyable to eat compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	7	14.6	17.1	17.1
	less than average	9	18.8	22.0	39.0
	same	8	16.7	19.5	58.5
	above average	12	25.0	29.3	87.8
	most	5	10.4	12.2	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		

Q6cc. Pork - enjoyable to eat compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	7	14.6	17.1	17.1
	less than average	9	18.8	22.0	39.0
	same	8	16.7	19.5	58.5
	above average	12	25.0	29.3	87.8
	most	5	10.4	12.2	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6cd. Pork - confident in preparing compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	8	16.7	19.5	19.5
	less than average	7	14.6	17.1	36.6
	same	10	20.8	24.4	61.0
	above average	10	20.8	24.4	85.4
	most	6	12.5	14.6	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6ce. Pork - easy to prepare compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	9	18.8	23.1	23.1
	less than average	9	18.8	23.1	46.2
	same	8	16.7	20.5	66.7
	above average	10	20.8	25.6	92.3
	most	3	6.3	7.7	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q6cf. Pork - convenient to purchase compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	13.2	13.2
	less than average	10	20.8	26.3	39.5
	same	6	12.5	15.8	55.3
	above average	9	18.8	23.7	78.9
	most	8	16.7	21.1	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		

Q6cf. Pork - convenient to purchase compared with chicken, seafood, lamb and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	13.2	13.2
	less than average	10	20.8	26.3	39.5
	same	6	12.5	15.8	55.3
	above average	9	18.8	23.7	78.9
	most	8	16.7	21.1	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		
	Total	48	100.0		

Q6da. Lamb - value for money compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	13.9	13.9
	less than average	8	16.7	22.2	36.1
	same	10	20.8	27.8	63.9
	above average	7	14.6	19.4	83.3
	most	6	12.5	16.7	100.0
	Total	36	75.0	100.0	
Missing	System	12	25.0		
	Total	48	100.0		

Q6da. Lamb - healthy compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	8	16.7	19.5	19.5
	less than average	10	20.8	24.4	43.9
	same	11	22.9	26.8	70.7
	above average	10	20.8	24.4	95.1
	most	2	4.2	4.9	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6da. Lamb - enjoyable to eat compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	6	12.5	14.3	14.3
	less than average	8	16.7	19.0	33.3
	same	10	20.8	23.8	57.1
	above average	8	16.7	19.0	76.2
	most	10	20.8	23.8	100.0
	Total	42	87.5	100.0	
Missing	System	6	12.5		

Q6da. Lamb - enjoyable to eat compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	6	12.5	14.3	14.3
	less than average	8	16.7	19.0	33.3
	same	10	20.8	23.8	57.1
	above average	8	16.7	19.0	76.2
	most	10	20.8	23.8	100.0
	Total	42	87.5	100.0	
Missing	System	6	12.5		
	Total	48	100.0		

Q6da. Lamb - confident in preparing compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	5	10.4	12.2	12.2
	less than average	6	12.5	14.6	26.8
	same	10	20.8	24.4	51.2
	above average	14	29.2	34.1	85.4
	most	6	12.5	14.6	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6da. Lamb - easy to prepare compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.7	7.7
	less than average	9	18.8	23.1	30.8
	same	13	27.1	33.3	64.1
	above average	10	20.8	25.6	89.7
	most	4	8.3	10.3	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q6da. Lamb - convenient to purchase compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	4	8.3	10.5	10.5
	less than average	5	10.4	13.2	23.7
	same	13	27.1	34.2	57.9
	above average	8	16.7	21.1	78.9
	most	8	16.7	21.1	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		

Q6da. Lamb - convenient to purchase compared with chicken, seafood, pork and beef

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	4	8.3	10.5	10.5
	less than average	5	10.4	13.2	23.7
	same	13	27.1	34.2	57.9
	above average	8	16.7	21.1	78.9
	most	8	16.7	21.1	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		
	Total	48	100.0		

Q6ea. Beef - value for money compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	2	4.2	5.4	5.4
	less than average	5	10.4	13.5	18.9
	same	7	14.6	18.9	37.8
	above average	19	39.6	51.4	89.2
	most	4	8.3	10.8	100.0
	Total	37	77.1	100.0	
Missing	System	11	22.9		
	Total	48	100.0		

Q6eb. Beef - healthy compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.3	7.3
	less than average	9	18.8	22.0	29.3
	same	11	22.9	26.8	56.1
	above average	9	18.8	22.0	78.0
	most	9	18.8	22.0	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q6ec. Beef - enjoyable to eat compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.0	7.0
	less than average	5	10.4	11.6	18.6
	same	11	22.9	25.6	44.2
	above average	13	27.1	30.2	74.4
	most	11	22.9	25.6	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		

Q6ec. Beef - enjoyable to eat compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	3	6.3	7.0	7.0
	less than average	5	10.4	11.6	18.6
	same	11	22.9	25.6	44.2
	above average	13	27.1	30.2	74.4
	most	11	22.9	25.6	100.0
	Total	43	89.6	100.0	
Missing	System	5	10.4		
	Total	48	100.0		

Q6ed. Beef - confident in preparing compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	2	4.2	4.8	4.8
	less than average	6	12.5	14.3	19.0
	same	9	18.8	21.4	40.5
	above average	13	27.1	31.0	71.4
	most	12	25.0	28.6	100.0
	Total	42	87.5	100.0	
Missing	System	6	12.5		
	Total	48	100.0		

Q6ee. Beef - easy to prepare compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	2	4.2	5.1	5.1
	less than average	7	14.6	17.9	23.1
	same	6	12.5	15.4	38.5
	above average	12	25.0	30.8	69.2
	most	12	25.0	30.8	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q6ef. Beef - convenient to purchase compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	2	4.2	5.1	5.1
	less than average	2	4.2	5.1	10.3
	same	6	12.5	15.4	25.6
	above average	9	18.8	23.1	48.7
	most	20	41.7	51.3	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		

Q6f. Beef - convenient to purchase compared with chicken, seafood, pork and lamb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least	2	4.2	5.1	5.1
	less than average	2	4.2	5.1	10.3
	same	6	12.5	15.4	25.6
	above average	9	18.8	23.1	48.7
	most	20	41.7	51.3	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q7a. Chicken - how many meals include as main component in the last 7 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	3	6.3	6.5	6.5
	1	7	14.6	15.2	21.7
	2	19	39.6	41.3	63.0
	3	11	22.9	23.9	87.0
	4	5	10.4	10.9	97.8
	6	1	2.1	2.2	100.0
	Total	46	95.8	100.0	
Missing	System	2	4.2		
	Total	48	100.0		

Q7b. Seafood - how many meals include as main component in the last 7 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	11	22.9	25.0	25.0
	1	10	20.8	22.7	47.7
	2	11	22.9	25.0	72.7
	3	7	14.6	15.9	88.6
	4	2	4.2	4.5	93.2
	5	1	2.1	2.3	95.5
	8	2	4.2	4.5	100.0
	Total	44	91.7	100.0	
Missing	System	4	8.3		
	Total	48	100.0		

Q7c. Pork - how many meals include as main component in the last 7 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	27	56.3	64.3	64.3
	1	11	22.9	26.2	90.5
	2	3	6.3	7.1	97.6
	3	1	2.1	2.4	100.0
	Total	42	87.5	100.0	
Missing	System	6	12.5		
	Total	48	100.0		

Q7d. Lamb - how many meals include as main component in the last 7 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	13	27.1	32.5	32.5
	1	15	31.3	37.5	70.0
	2	11	22.9	27.5	97.5
	3	1	2.1	2.5	100.0
	Total	40	83.3	100.0	
Missing	System	8	16.7		
	Total	48	100.0		

Q7b. Beef - how many meals include as main component in the last 7 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	5	10.4	11.4	11.4
	1	17	35.4	38.6	50.0
	2	14	29.2	31.8	81.8
	3	4	8.3	9.1	90.9
	4	4	8.3	9.1	100.0
	Total	44	91.7	100.0	
Missing	System	4	8.3		
	Total	48	100.0		

Q8a. Squid - consumed in a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	10.4	100.0	100.0
Missing	System	43	89.6		
	Total	48	100.0		

Q8b. Lobster - consumed a seafood based meal this week

		Frequency	Percent
Missing	System	48	100.0

Q8c. Octopus - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
Total		48	100.0		

Q8d. Prawns - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	35.4	100.0	100.0
Missing	System	31	64.6		
Total		48	100.0		

Q8e. Mussels - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
Total		48	100.0		

Q8f. Oysters - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	10.4	100.0	100.0
Missing	System	43	89.6		
Total		48	100.0		

Q8g. Crab - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	3	6.3	100.0	100.0
Missing	System	45	93.8		
Total		48	100.0		

Q8h. Fish - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	29	60.4	100.0	100.0
Missing	System	19	39.6		
Total		48	100.0		

Q8i. Other - consumed a seafood based meal this week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	4.2	100.0	100.0
Missing	System	46	95.8		
Total		48	100.0		

Q9a. Deep fry - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
Total		48	100.0		

Q9b. Grill - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	22	45.8	100.0	100.0
Missing	System	26	54.2		
Total		48	100.0		

Q9c. Pan fry - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	43.8	100.0	100.0
Missing	System	27	56.3		
Total		48	100.0		

Q9d. Raw - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	20.8	100.0	100.0
Missing	System	38	79.2		
Total		48	100.0		

Q9e. From can - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
Total		48	100.0		

Q9f. Other - preferred preparation of fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	4.2	100.0	100.0

Missing	System	46	95.8	
	Total	48	100.0	

Q10a. Deep fry - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	8.3	100.0	100.0
Missing	System	44	91.7		
	Total	48	100.0		

Q10b. Grill - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	43.8	100.0	100.0
Missing	System	27	56.3		
	Total	48	100.0		

Q10c. Pan fry - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	50.0	100.0	100.0
Missing	System	24	50.0		
	Total	48	100.0		

Q10d. Raw - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	4.2	100.0	100.0
Missing	System	46	95.8		
	Total	48	100.0		

Q10e. From can - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	11	22.9	100.0	100.0
Missing	System	37	77.1		
	Total	48	100.0		

Q10f. Other - most likely to prepare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	8	16.7	100.0	100.0
Missing	System	40	83.3		
	Total	48	100.0		

Q11a. Cycling - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	8.3	10.3	10.3
	Sometimes	4	8.3	10.3	20.5
	Never	31	64.6	79.5	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q11b. Swimming - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	10.4	12.2	12.2
	Sometimes	25	52.1	61.0	73.2
	Never	11	22.9	26.8	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q11c. Running/jogging - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	14.6	17.9	17.9
	Sometimes	11	22.9	28.2	46.2
	Never	21	43.8	53.8	100.0
	Total	39	81.3	100.0	
Missing	System	9	18.8		
	Total	48	100.0		

Q11d. Fishing - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	1	2.1	2.4	2.4
	Sometimes	11	22.9	26.8	29.3
	Never	29	60.4	70.7	100.0
	Total	41	85.4	100.0	
Missing	System	7	14.6		
	Total	48	100.0		

Q11e. Team sports - football, netball etc - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	3	6.3	7.9	7.9
	Sometimes	6	12.5	15.8	23.7
	Never	29	60.4	76.3	100.0
	Total	38	79.2	100.0	
Missing	System	10	20.8		
	Total	48	100.0		

Q11f. Walking for fitness - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	50.0	52.2	52.2
	Sometimes	19	39.6	41.3	93.5
	Never	3	6.3	6.5	100.0
	Total	46	95.8	100.0	
Missing	System	2	4.2		
	Total	48	100.0		

Q11g. Other - how often do you participate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	12	25.0	75.0	75.0
	Sometimes	4	8.3	25.0	100.0
	Total	16	33.3	100.0	
Missing	System	32	66.7		
	Total	48	100.0		

Q12. Is there anything that stops you from participating in recreational fishing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	35.4	36.2	36.2
	No	30	62.5	63.8	100.0
	Total	47	97.9	100.0	
Missing	System	1	2.1		
	Total	48	100.0		

Q13a. Live too far from the water - to participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	14.6	100.0	100.0
Missing	System	41	85.4		
	Total	48	100.0		

Q13b. Don't have time - reason to not participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	16.7	100.0	100.0
Missing	System	40	83.3		
	Total	48	100.0		

Q13c. Beaches too crowded - reason to not participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	4.2	100.0	100.0
Missing	System	46	95.8		
	Total	48	100.0		

Q13d. Don't enjoy it - reason to not participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	22.9	100.0	100.0
Missing	System	37	77.1		
	Total	48	100.0		

Q13e. Don't like/can't clean fish - reason to not participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
	Total	48	100.0		

Q13f. Equipment too expensive - reason to participate in recreational fishing

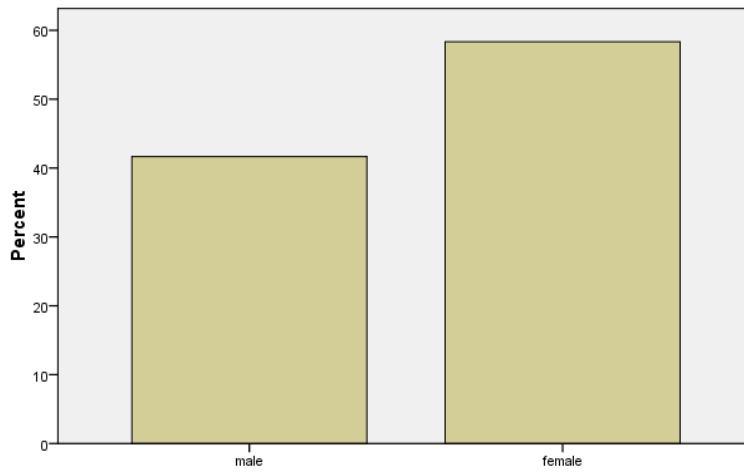
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	8.3	100.0	100.0
Missing	System	44	91.7		
	Total	48	100.0		

Q13g. Other reasons not to participate in recreational fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	12.5	100.0	100.0
Missing	System	42	87.5		
	Total	48	100.0		

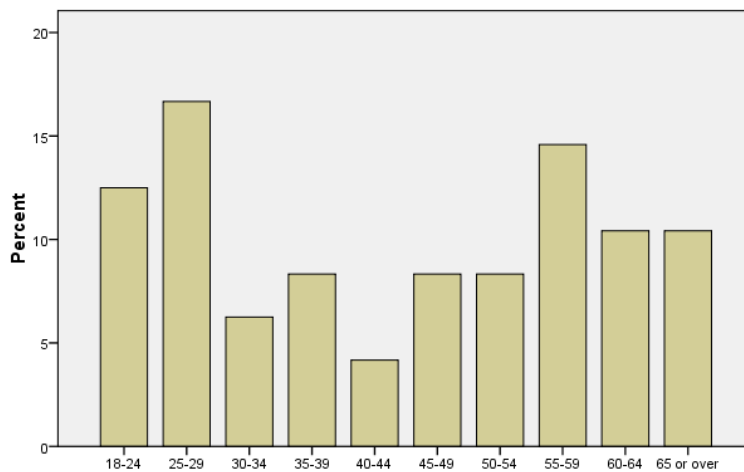
Bar Chart

Q1. What is your sex?



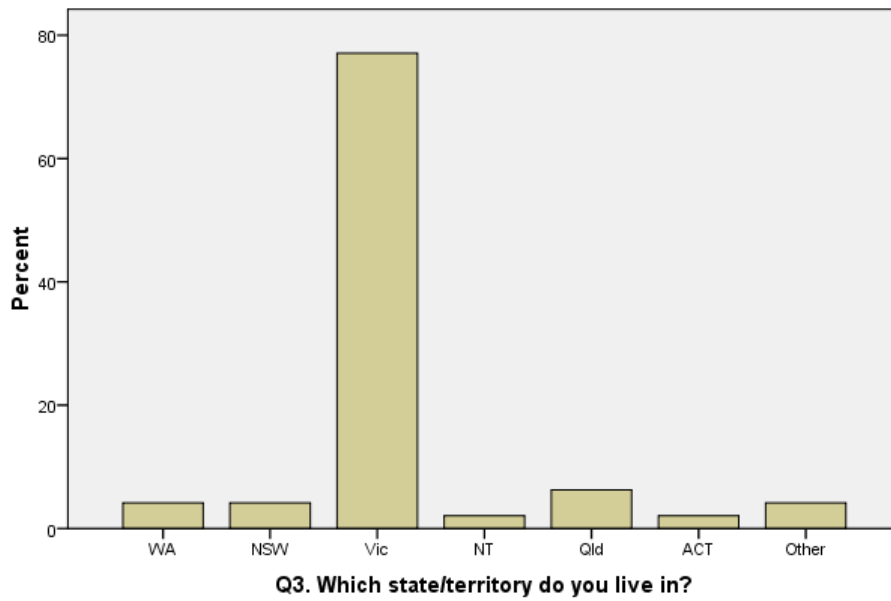
Q1. What is your sex?

Q2. How old are you?

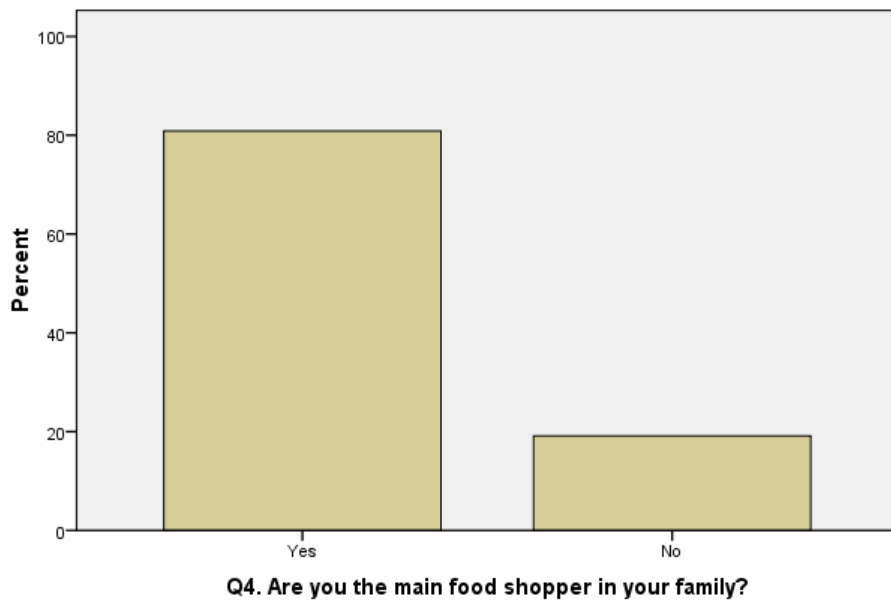


Q2. How old are you?

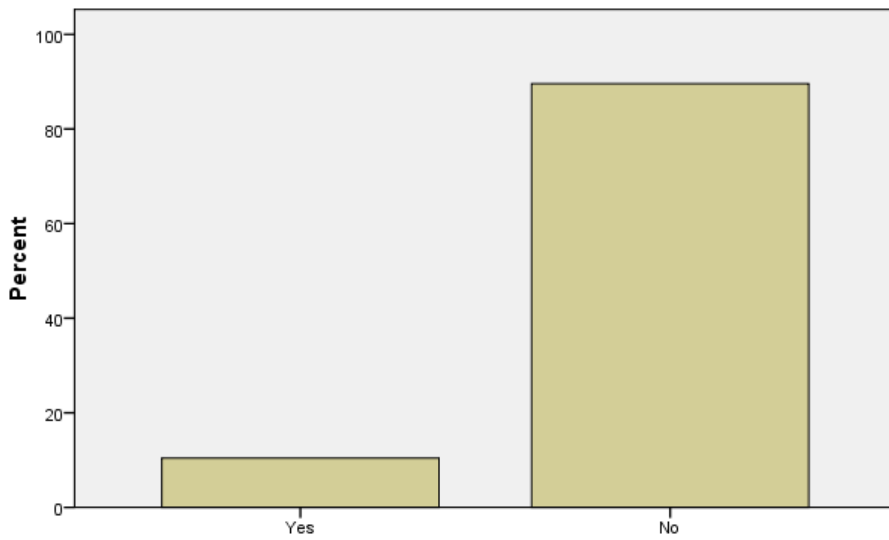
Q3. Which state/territory do you live in?



Q4. Are you the main food shopper in your family?

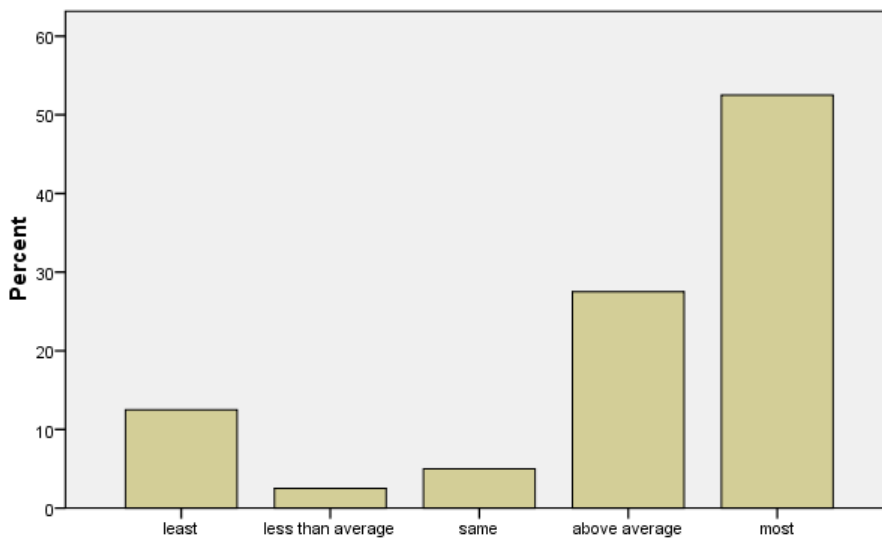


Q5. Do you have children under 12 years of age living in your home with you?



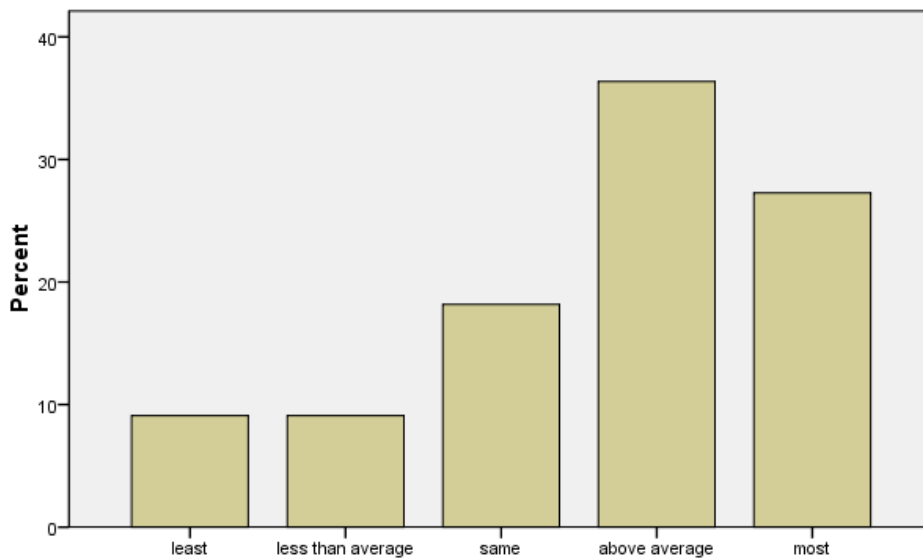
Q5. Do you have children under 12 years of age living in your home with you?

Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef



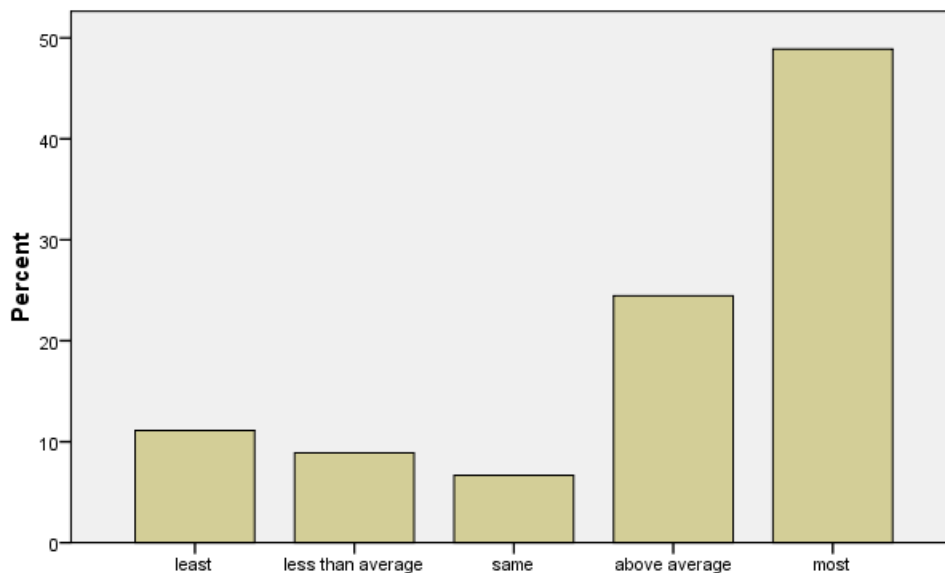
Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef

Q6ac. Chicken - enjoyable to eat compared with seafood, pork, lamb and beef



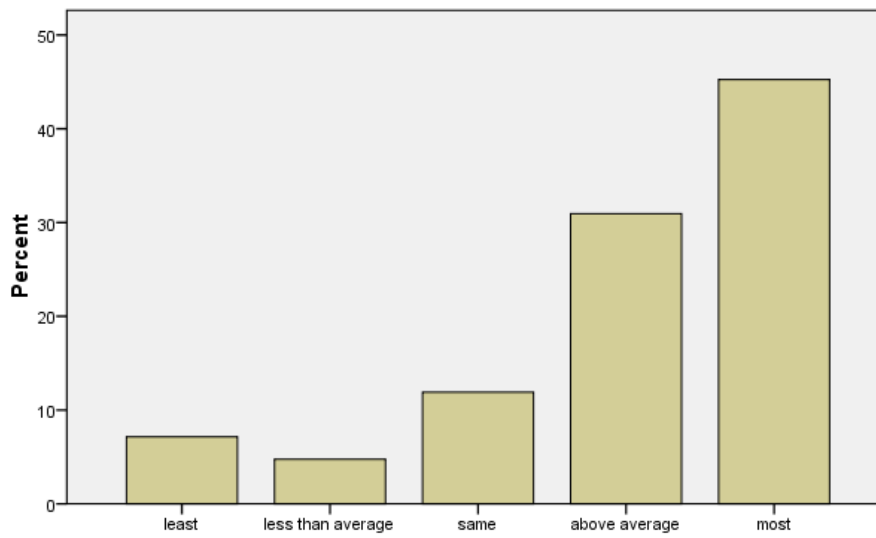
Q6ac. Chicken - enjoyable to eat compared with seafood, pork, lamb and beef

Q6ad. Chicken - confident in preparing compared with seafood, pork, lamb and beef



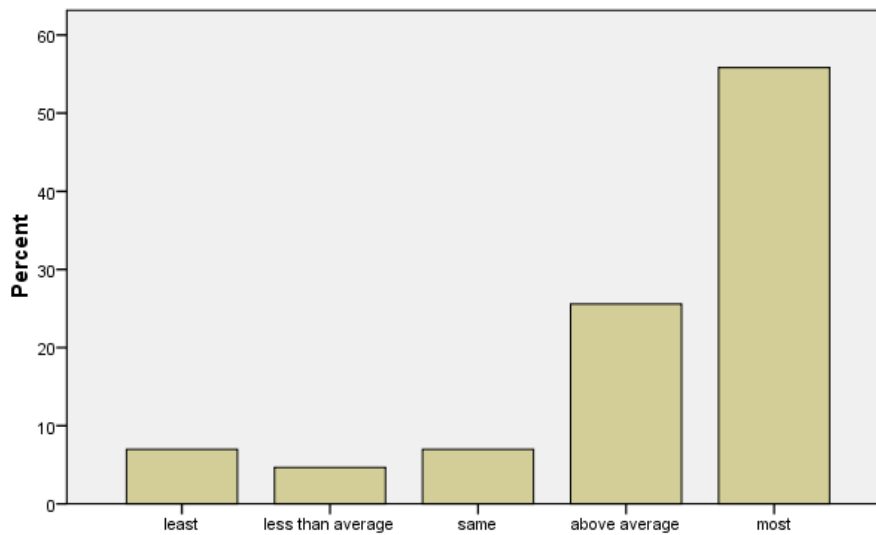
Q6ad. Chicken - confident in preparing compared with seafood, pork, lamb and beef

Q6ae. Chicken - easy to prepare compared with seafood, pork, lamb and beef



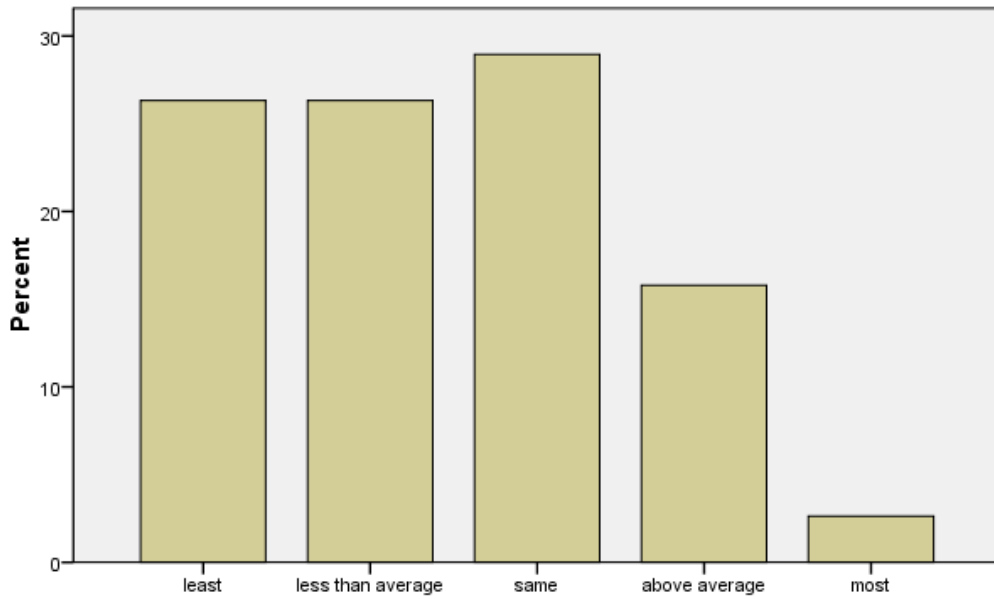
Q6ae. Chicken - easy to prepare compared with seafood, pork, lamb and beef

Q6af. Chicken - convenient to purchase compared with seafood, pork, lamb and beef



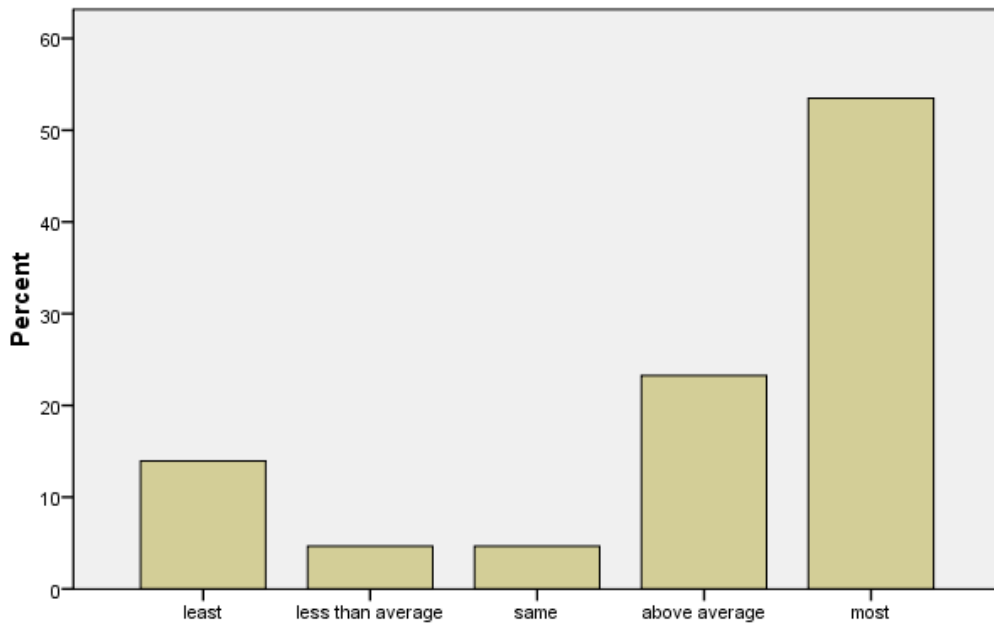
Q6af. Chicken - convenient to purchase compared with seafood, pork, lamb and beef

Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef



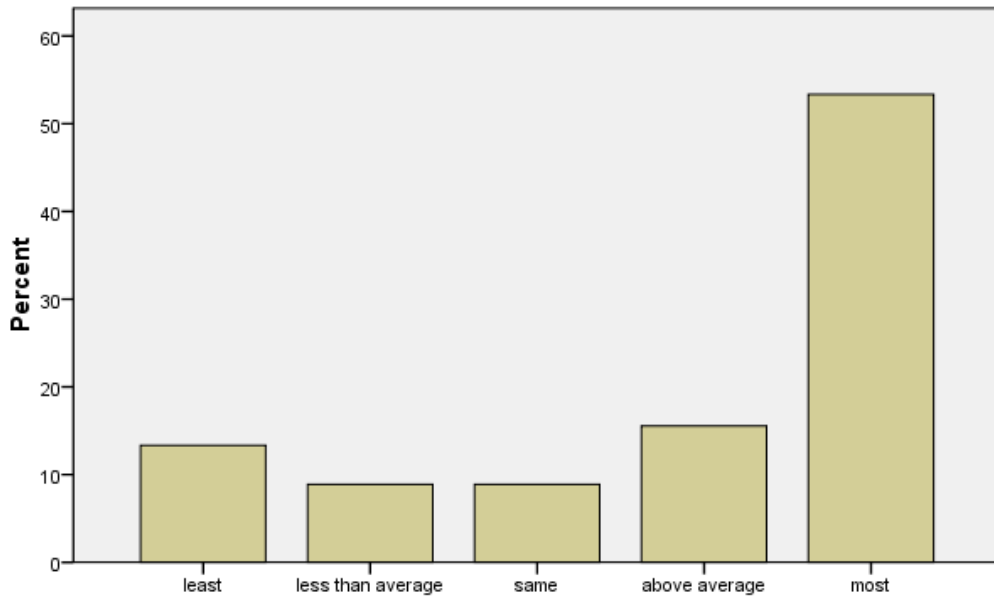
Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef

Q6bb. Seafood - healthy compared with chicken, pork, lamb and beef



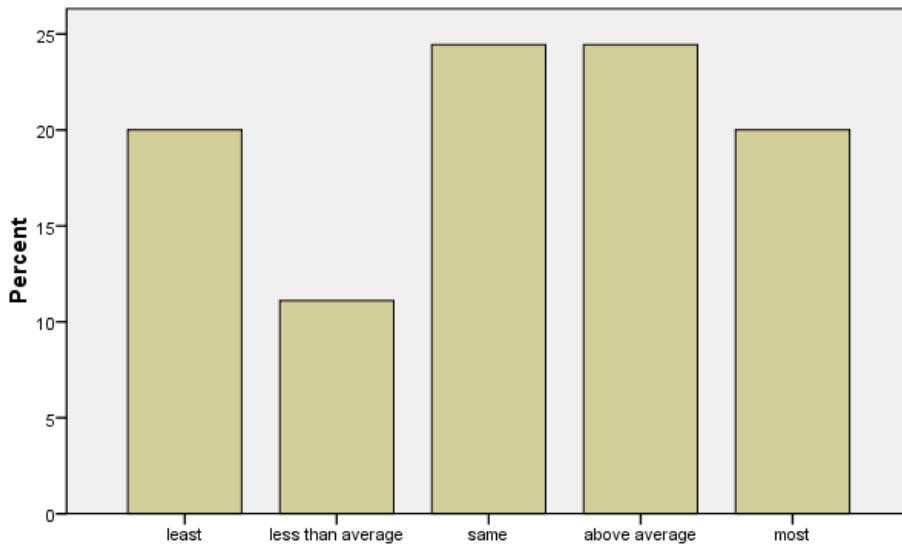
Q6bb. Seafood - healthy compared with chicken, pork, lamb and beef

Q6bc. Seafood - enjoyable to eat compared with chicken, pork, lamb and beef



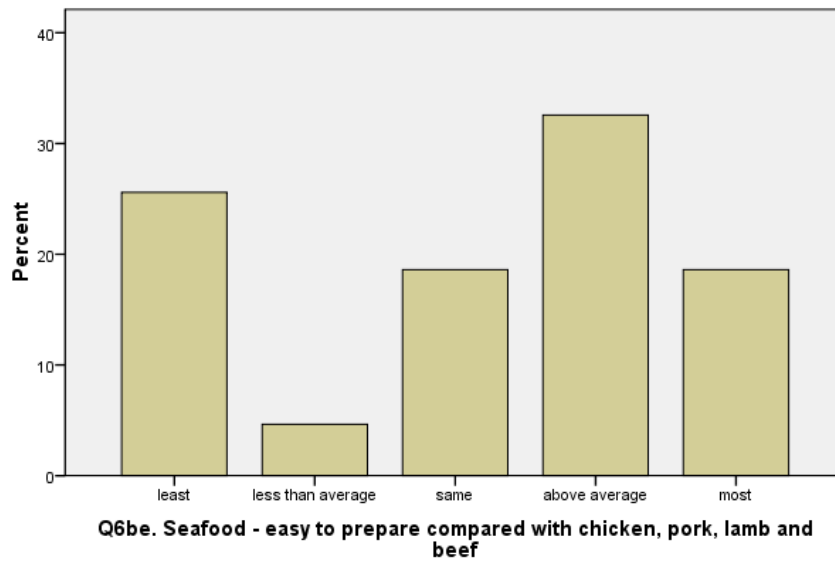
Q6bc. Seafood - enjoyable to eat compared with chicken, pork, lamb and beef

Q6bd. Seafood - confident in preparing compared with chicken, pork, lamb and beef

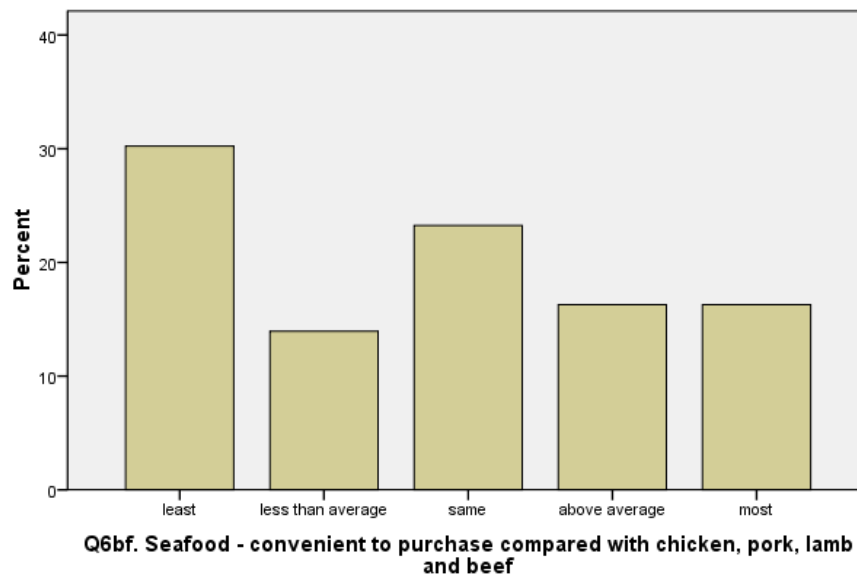


Q6bd. Seafood - confident in preparing compared with chicken, pork, lamb and beef

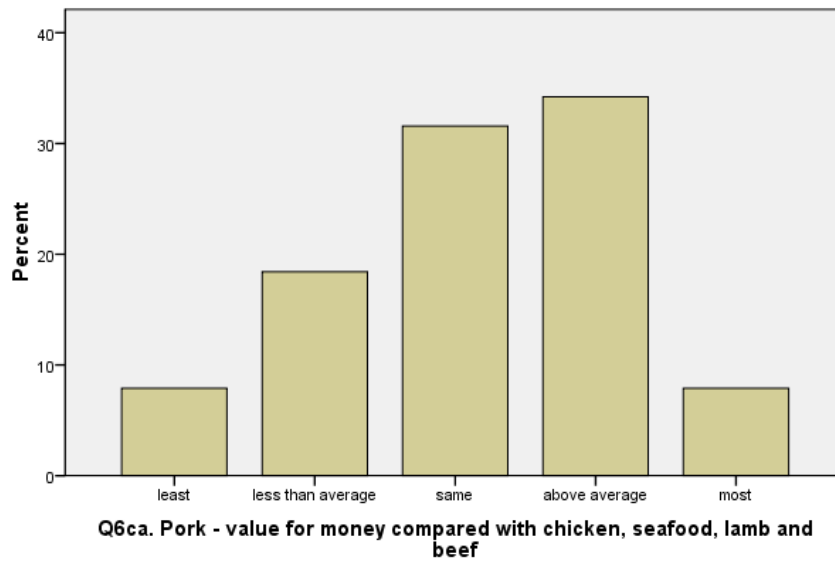
Q6be. Seafood - easy to prepare compared with chicken, pork, lamb and beef



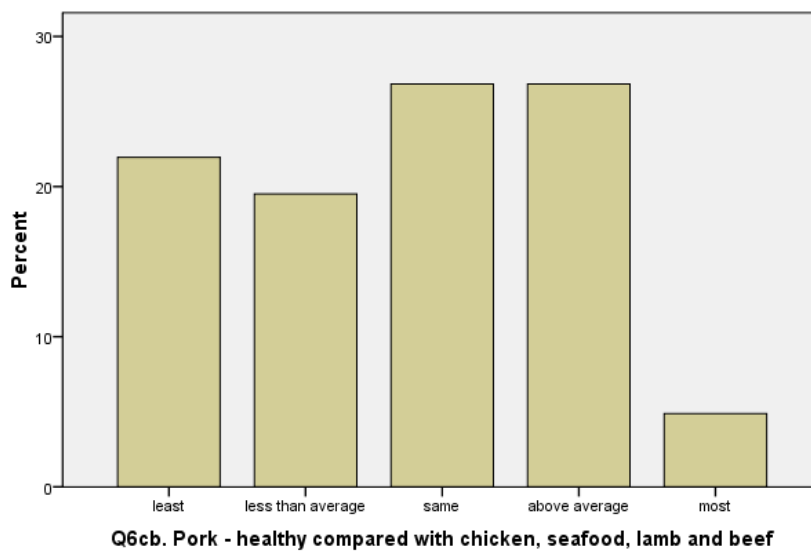
Q6bf. Seafood - convenient to purchase compared with chicken, pork, lamb and beef



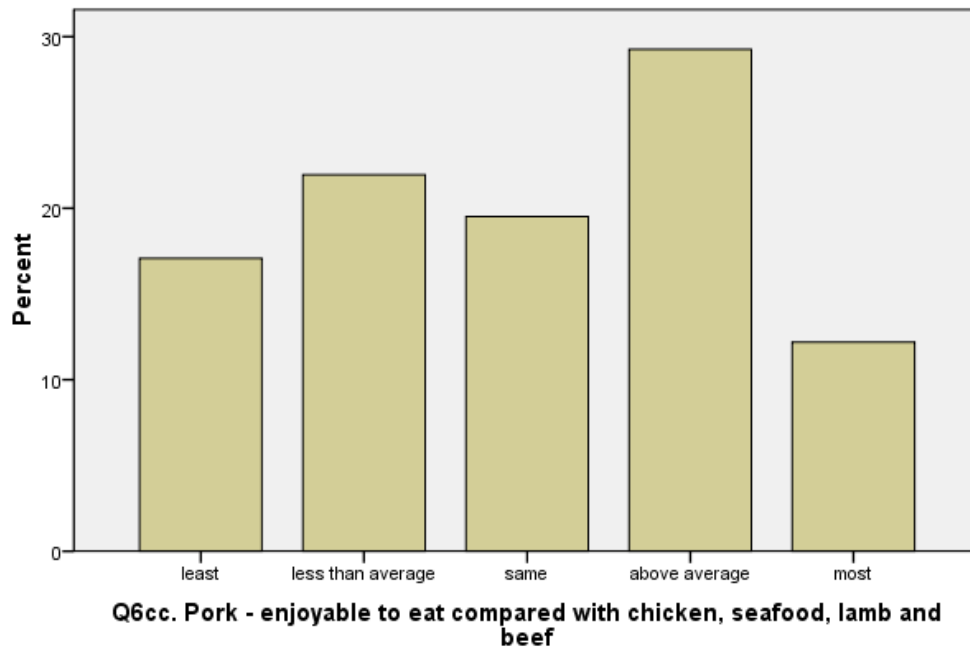
Q6ca. Pork - value for money compared with chicken, seafood, lamb and beef



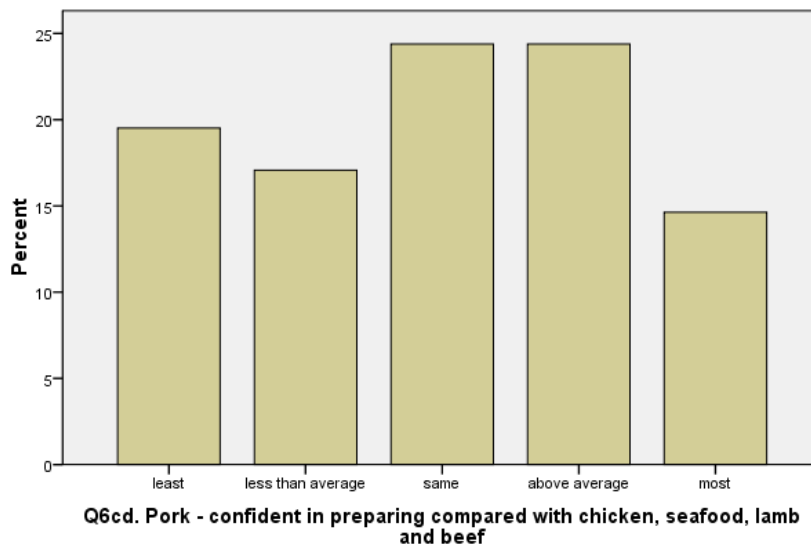
Q6cb. Pork - healthy compared with chicken, seafood, lamb and beef



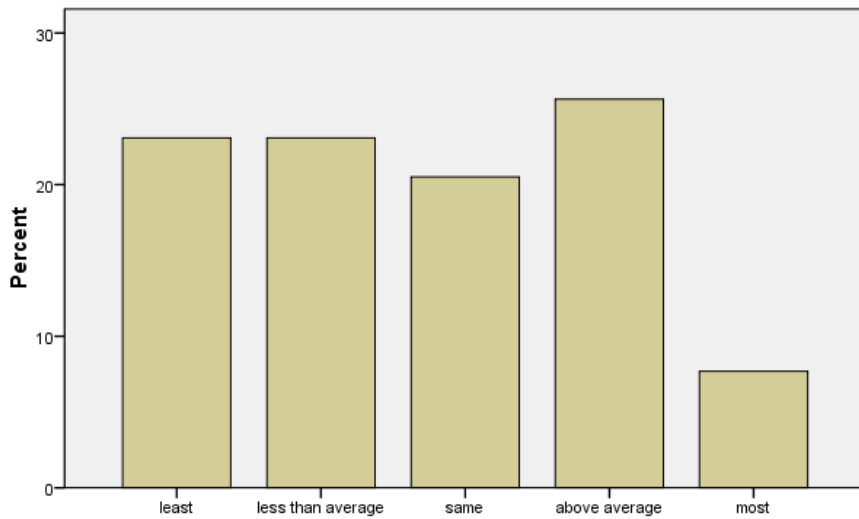
Q6cc. Pork - enjoyable to eat compared with chicken, seafood, lamb and beef



Q6cd. Pork - confident in preparing compared with chicken, seafood, lamb and beef

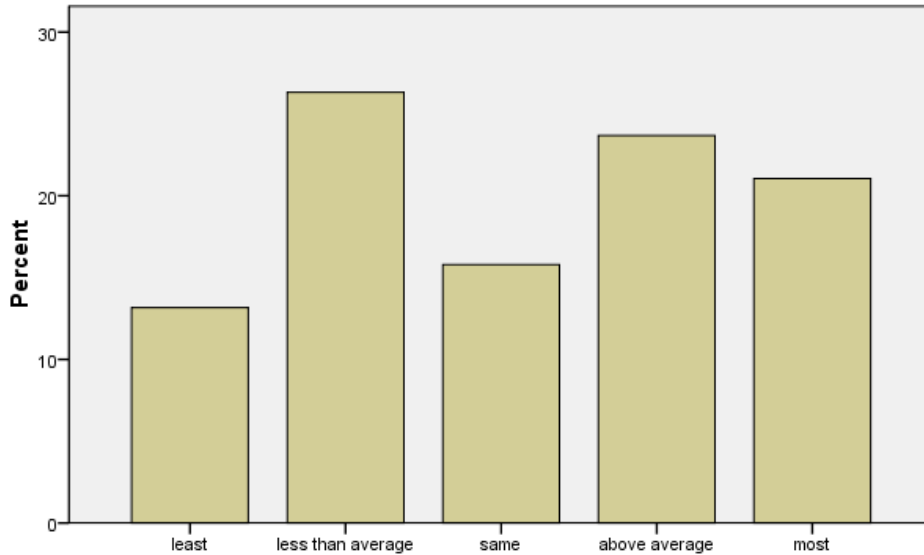


Q6ce. Pork - easy to prepare compared with chicken, seafood, lamb and beef



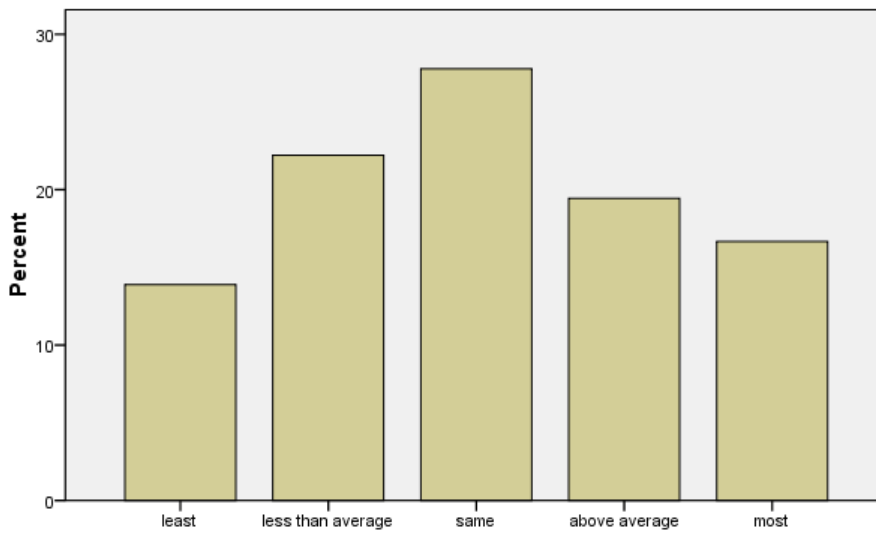
Q6ce. Pork - easy to prepare compared with chicken, seafood, lamb and beef

Q6cf. Pork - convenient to purchase compared with chicken, seafood, lamb and beef



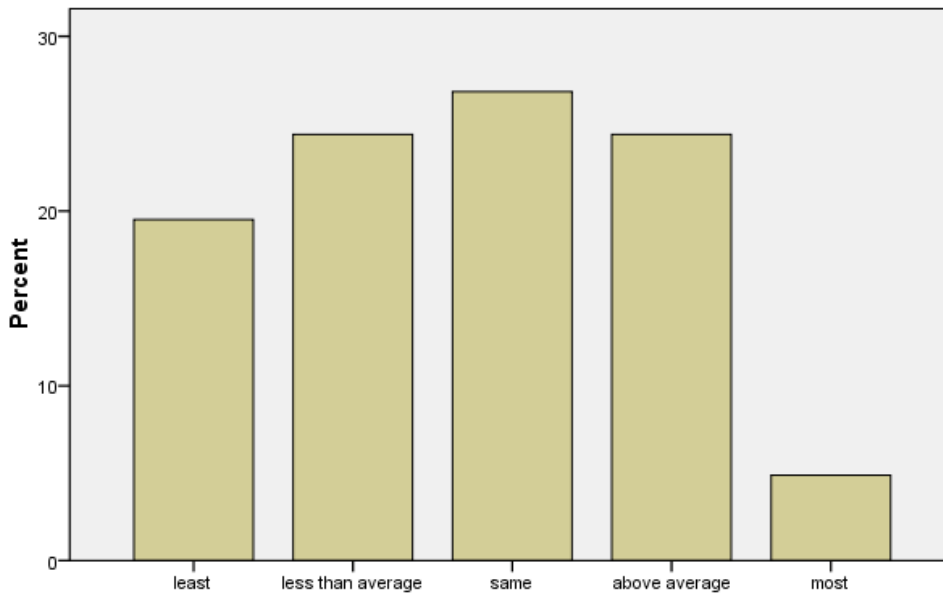
Q6cf. Pork - convenient to purchase compared with chicken, seafood, lamb and beef

Q6da. Lamb - value for money compared with chicken, seafood, pork and beef



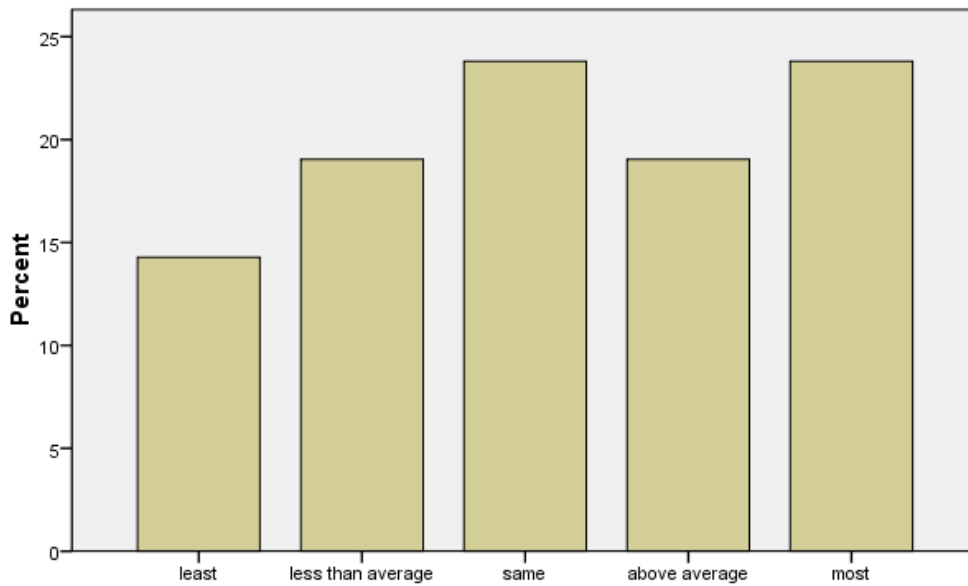
Q6da. Lamb - value for money compared with chicken, seafood, pork and beef

Q6da. Lamb - healthy compared with chicken, seafood, pork and beef



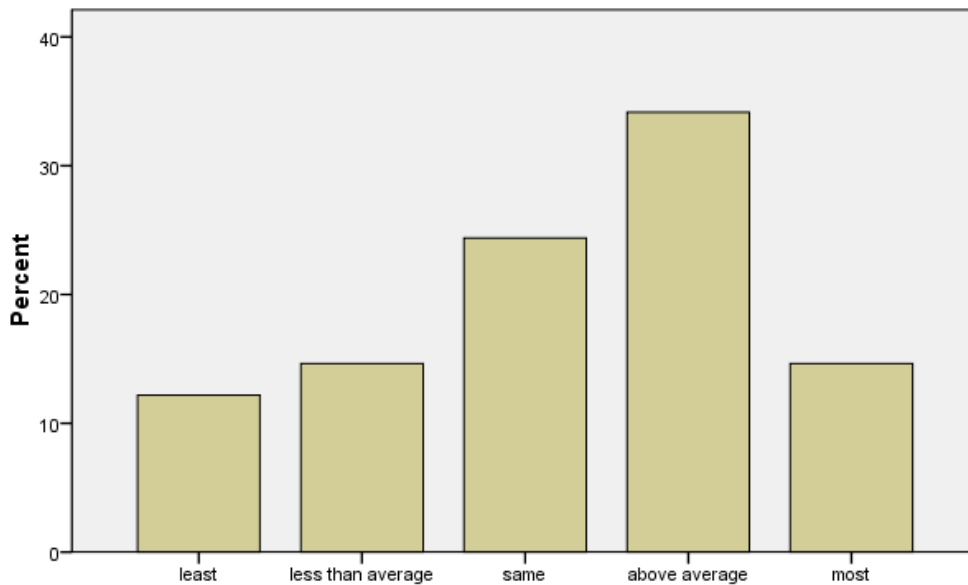
Q6da. Lamb - healthy compared with chicken, seafood, pork and beef

Q6da. Lamb - enjoyable to eat compared with chicken, seafood, pork and beef



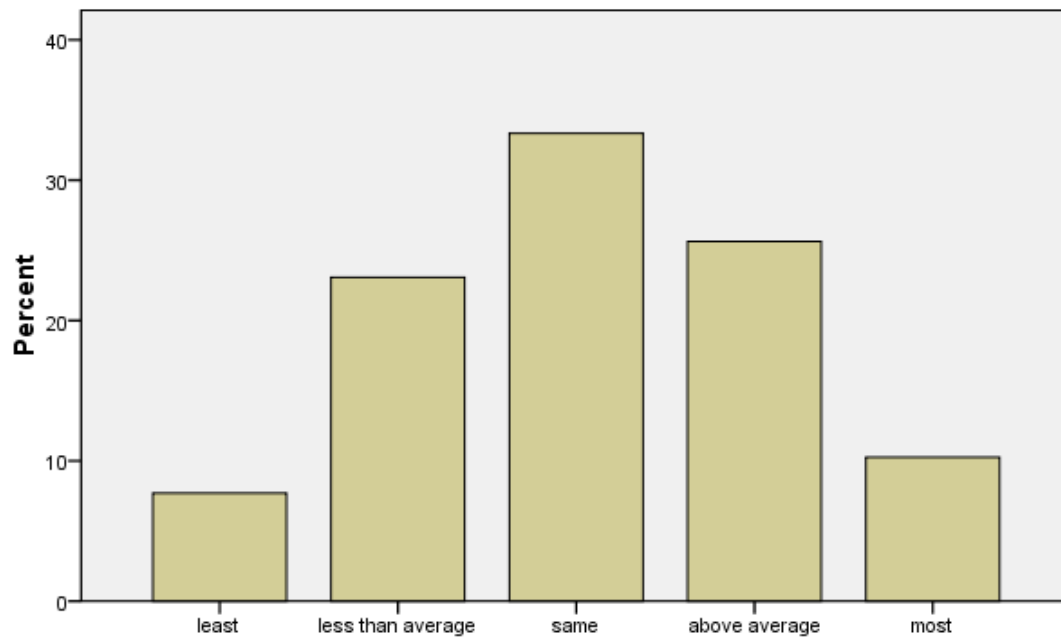
Q6da. Lamb - enjoyable to eat compared with chicken, seafood, pork and beef

Q6da. Lamb - confident in preparing compared with chicken, seafood, pork and beef



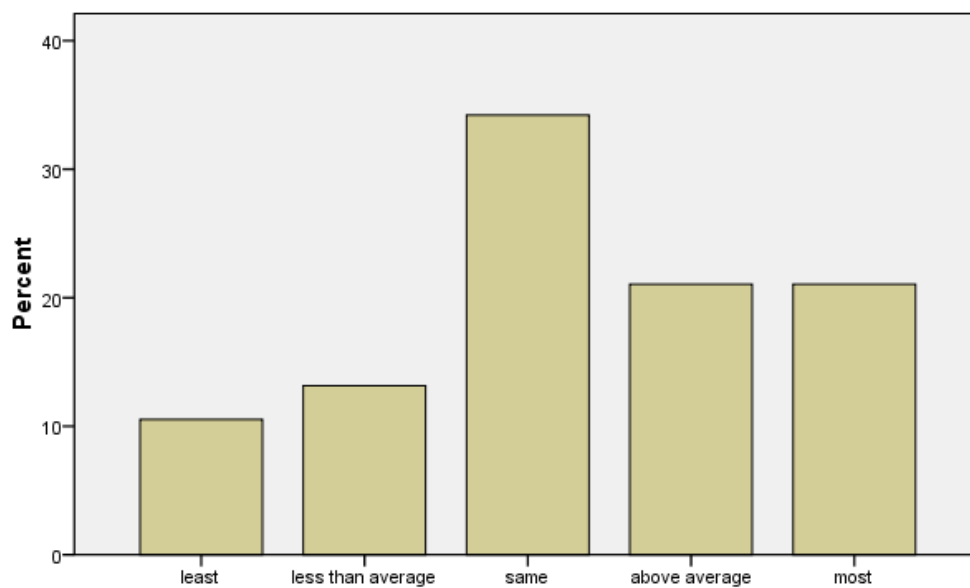
Q6da. Lamb - confident in preparing compared with chicken, seafood, pork and beef

Q6da. Lamb - easy to prepare compared with chicken, seafood, pork and beef



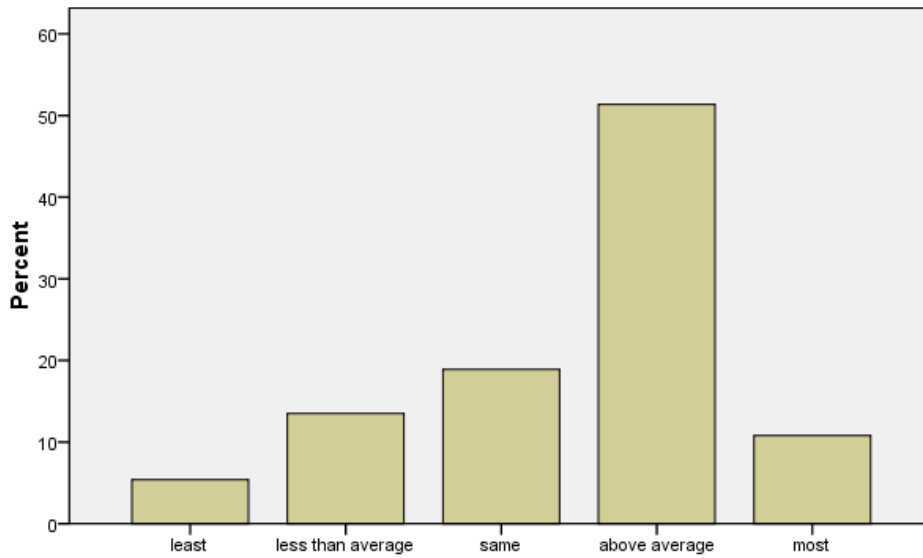
Q6da. Lamb - easy to prepare compared with chicken, seafood, pork and beef

Q6da. Lamb - convenient to purchase compared with chicken, seafood, pork and beef



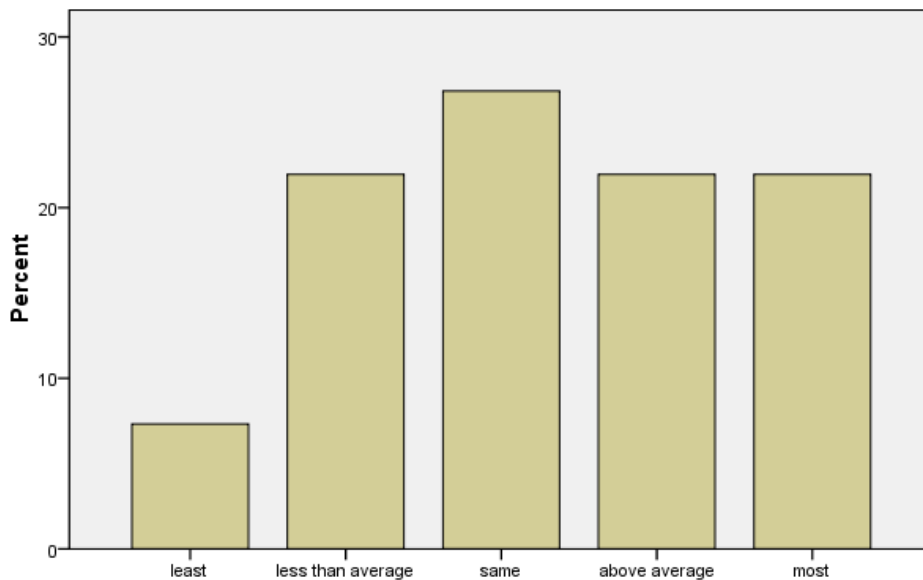
Q6da. Lamb - convenient to purchase compared with chicken, seafood, pork and beef

Q6ea. Beef - value for money compared with chicken, seafood, pork and lamb



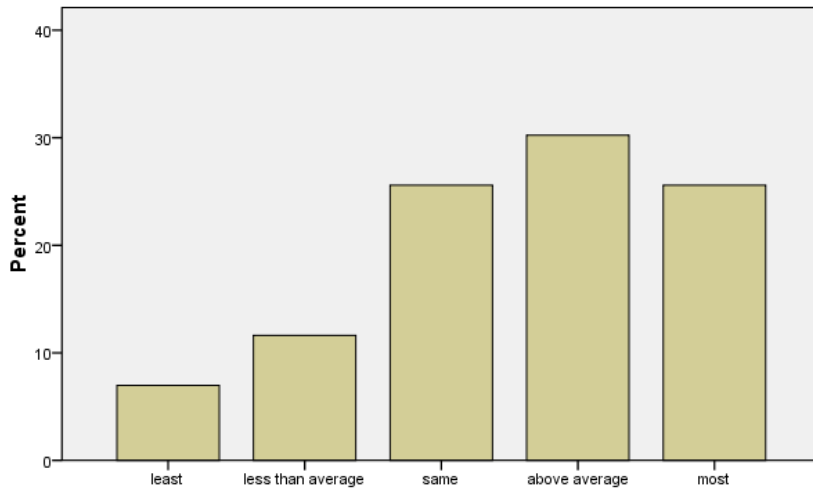
Q6ea. Beef - value for money compared with chicken, seafood, pork and lamb

Q6eb. Beef - healthy compared with chicken, seafood, pork and lamb



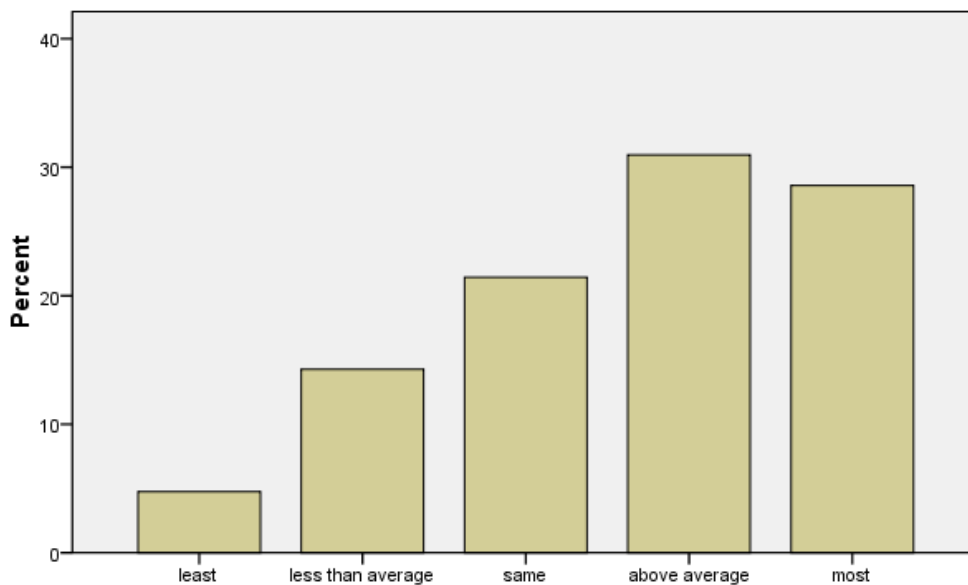
Q6eb. Beef - healthy compared with chicken, seafood, pork and lamb

Q6ec. Beef - enjoyable to eat compared with chicken, seafood, pork and lamb



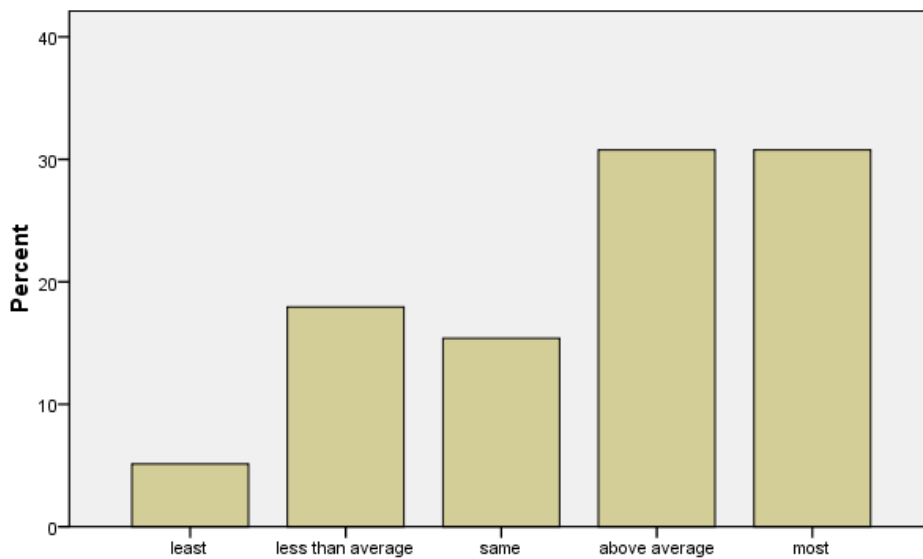
Q6ec. Beef - enjoyable to eat compared with chicken, seafood, pork and lamb

Q6ed. Beef - confident in preparing compared with chicken, seafood, pork and lamb



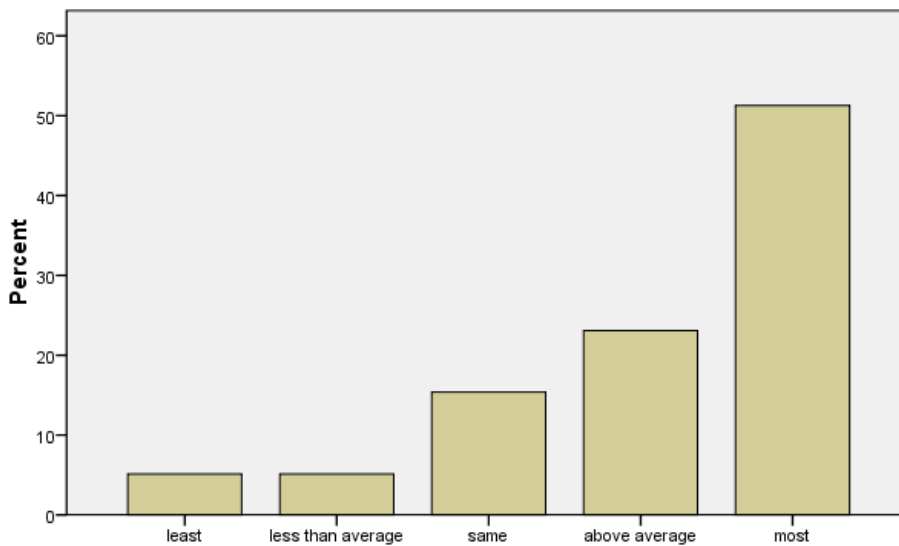
Q6ed. Beef - confident in preparing compared with chicken, seafood, pork and lamb

Q6ee. Beef - easy to prepare compared with chicken, seafood, pork and lamb



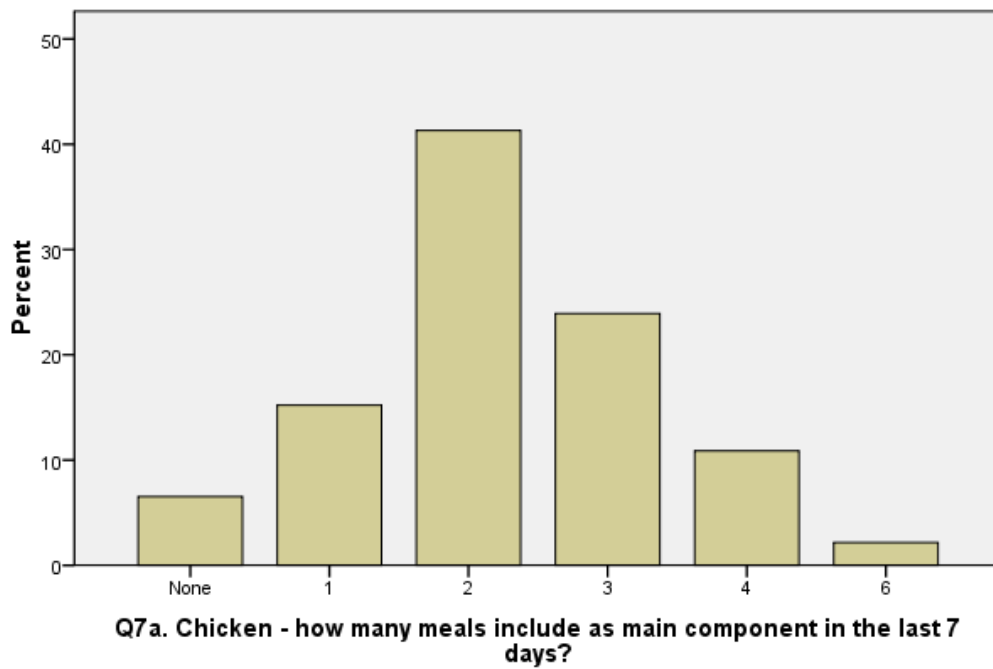
Q6ee. Beef - easy to prepare compared with chicken, seafood, pork and lamb

Q6ef. Beef - convenient to purchase compared with chicken, seafood, pork and lamb

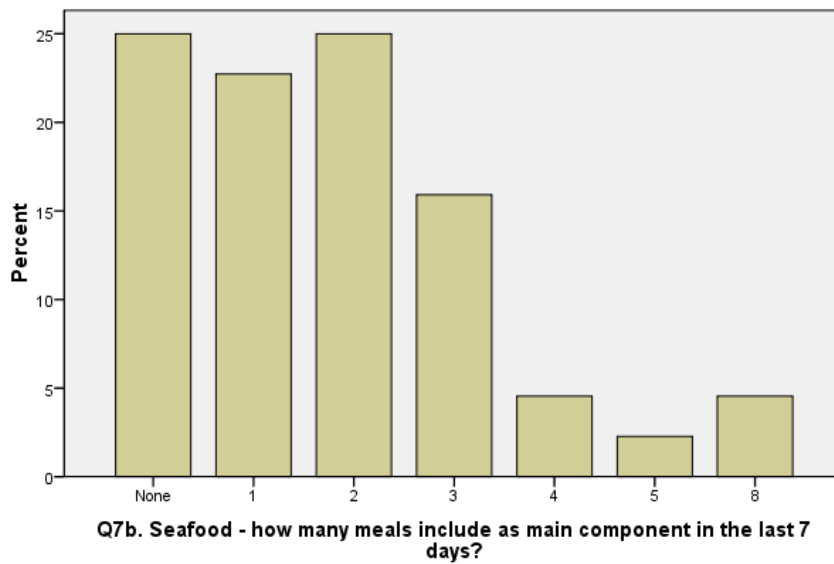


Q6ef. Beef - convenient to purchase compared with chicken, seafood, pork and lamb

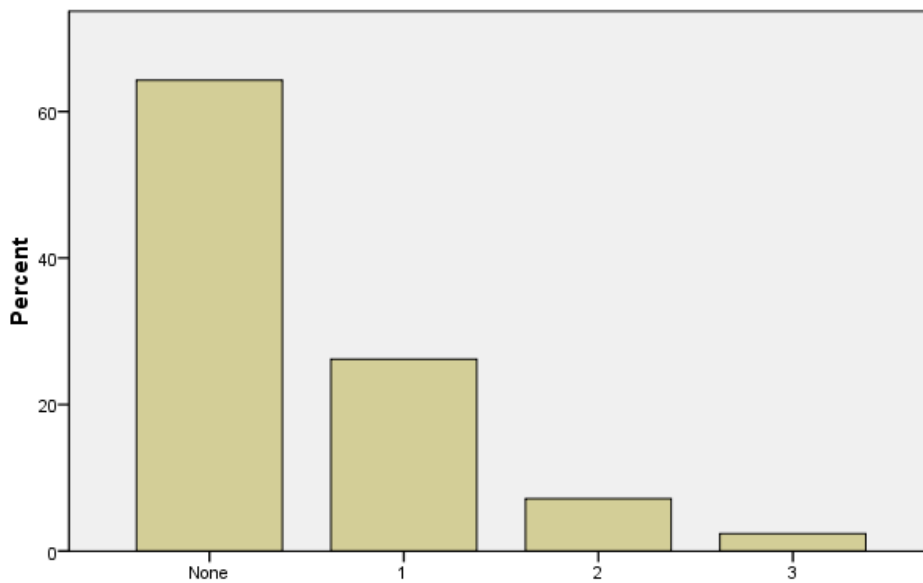
Q7a. Chicken - how many meals include as main component in the last 7 days?



Q7b. Seafood - how many meals include as main component in the last 7 days?

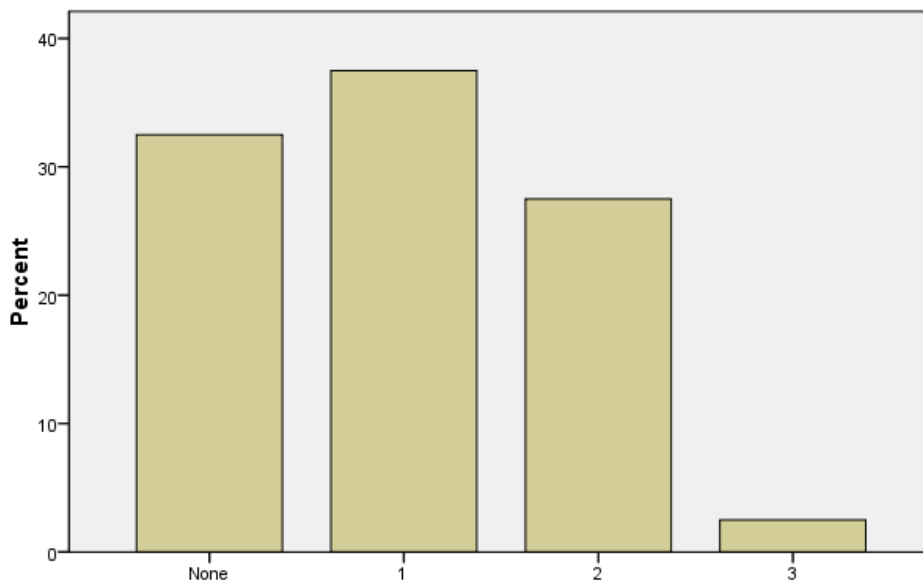


Q7c. Pork - how many meals include as main component in the last 7 days?



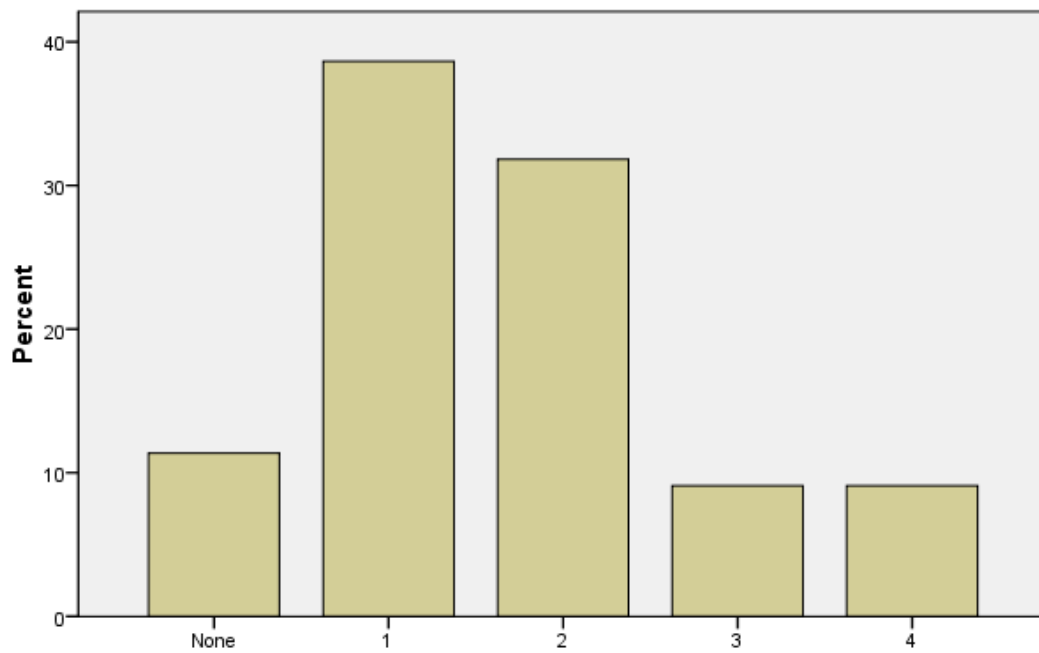
Q7c. Pork - how many meals include as main component in the last 7 days?

Q7d. Lamb - how many meals include as main component in the last 7 days?



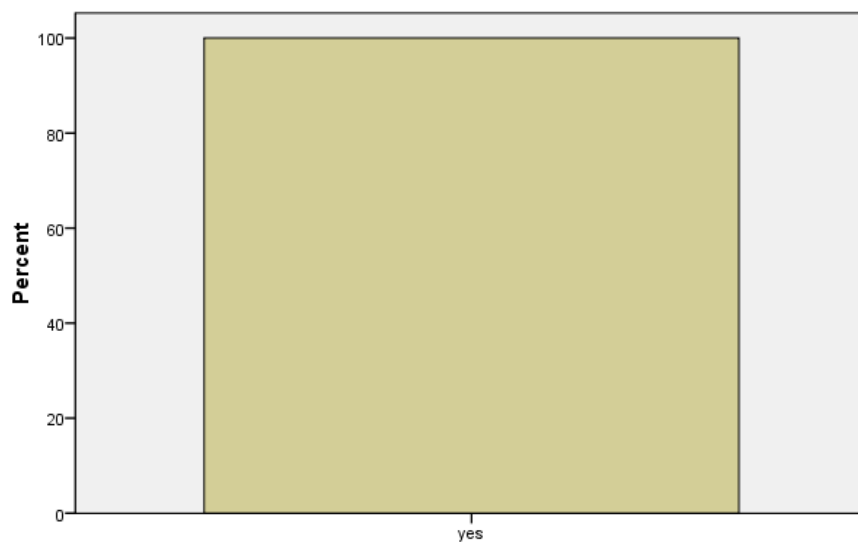
Q7d. Lamb - how many meals include as main component in the last 7 days?

Q7b. Beef - how many meals include as main component in the last 7 days?



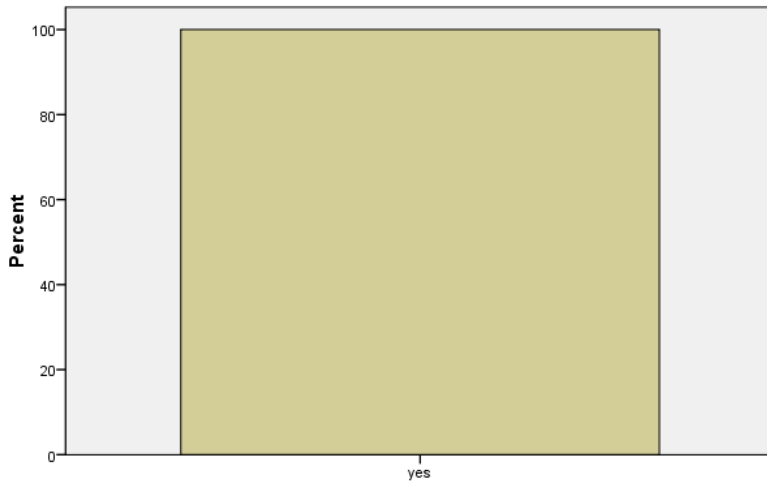
Q7b. Beef - how many meals include as main component in the last 7 days?

Q8a. Squid - consumed in a seafood based meal this week



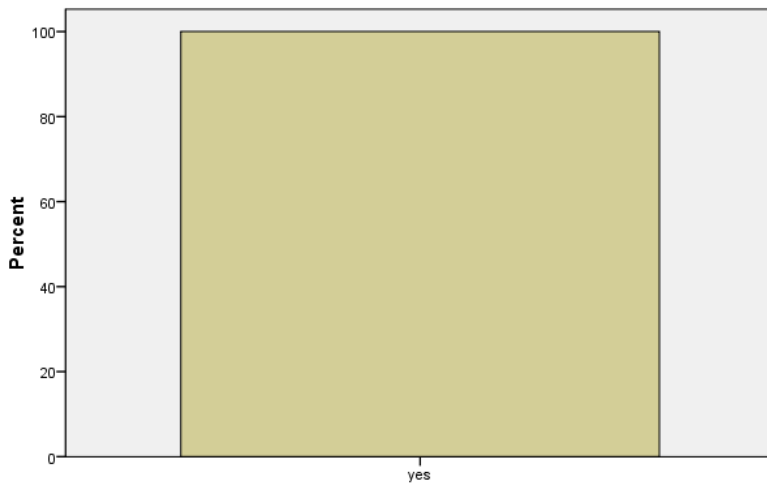
Q8a. Squid - consumed in a seafood based meal this week

Q8c. Octopus - consumed a seafood based meal this week



Q8c. Octopus - consumed a seafood based meal this week

Q8d. Prawns - consumed a seafood based meal this week



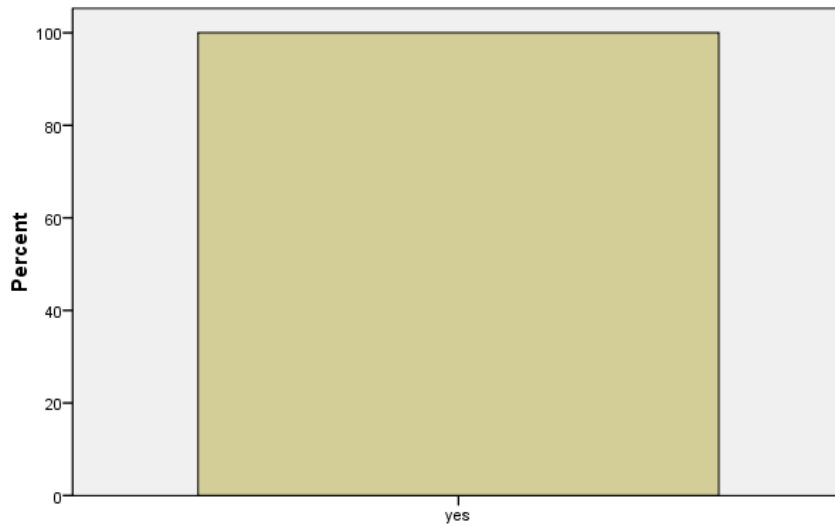
Q8d. Prawns - consumed a seafood based meal this week

Q8e. Mussels - consumed a seafood based meal this week



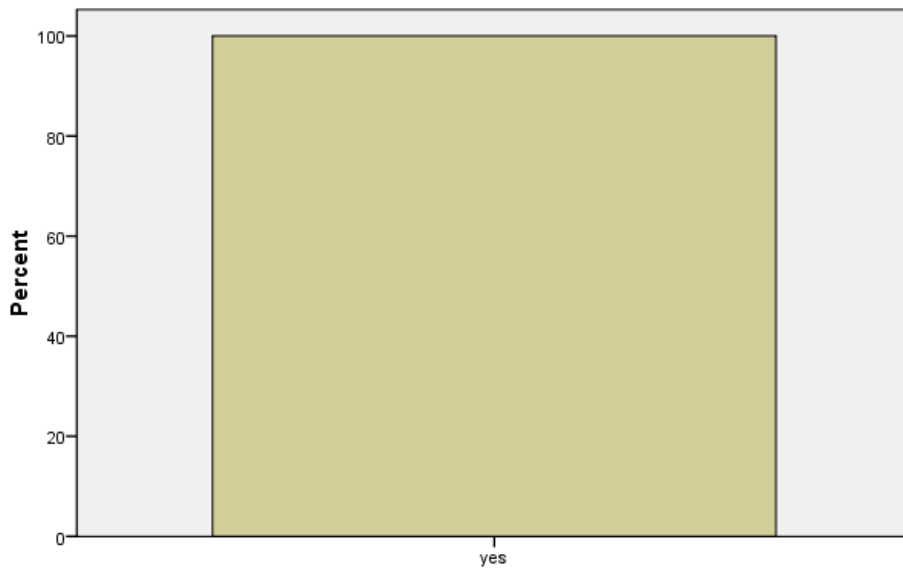
Q8e. Mussels - consumed a seafood based meal this week

Q8f. Oysters - consumed a seafood based meal this week



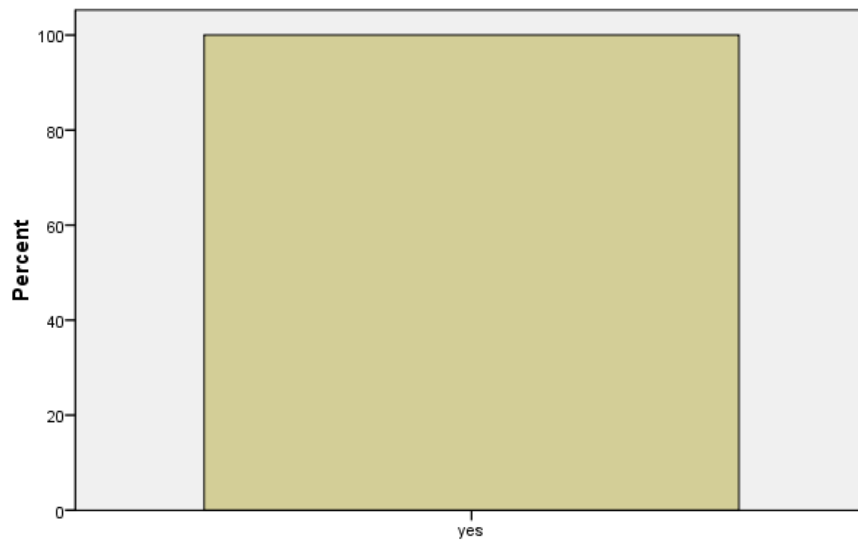
Q8f. Oysters - consumed a seafood based meal this week

Q8g. Crab - consumed a seafood based meal this week



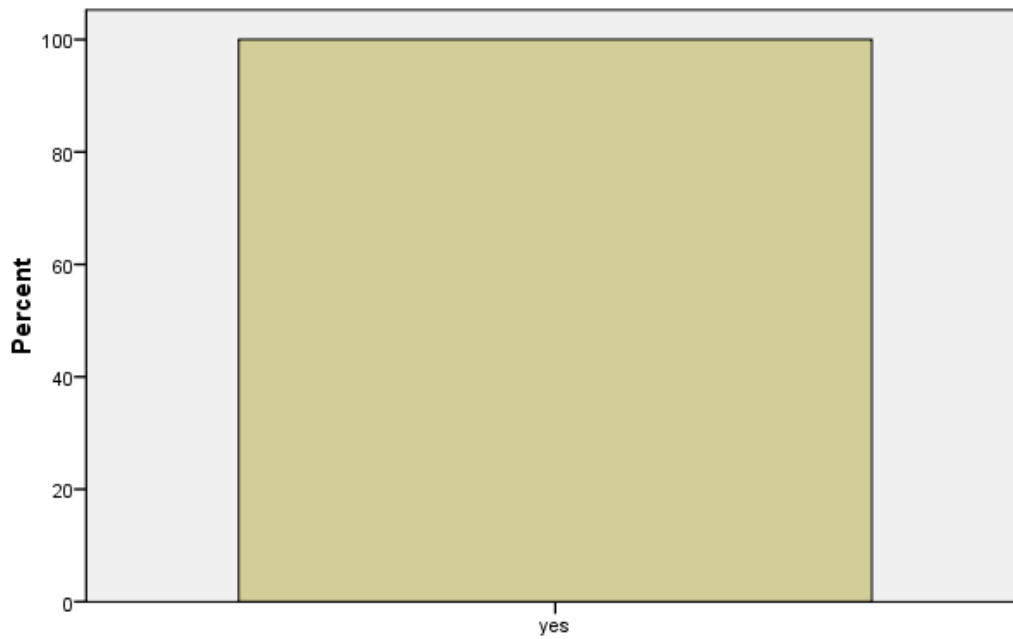
Q8g. Crab - consumed a seafood based meal this week

Q8h. Fish - consumed a seafood based meal this week



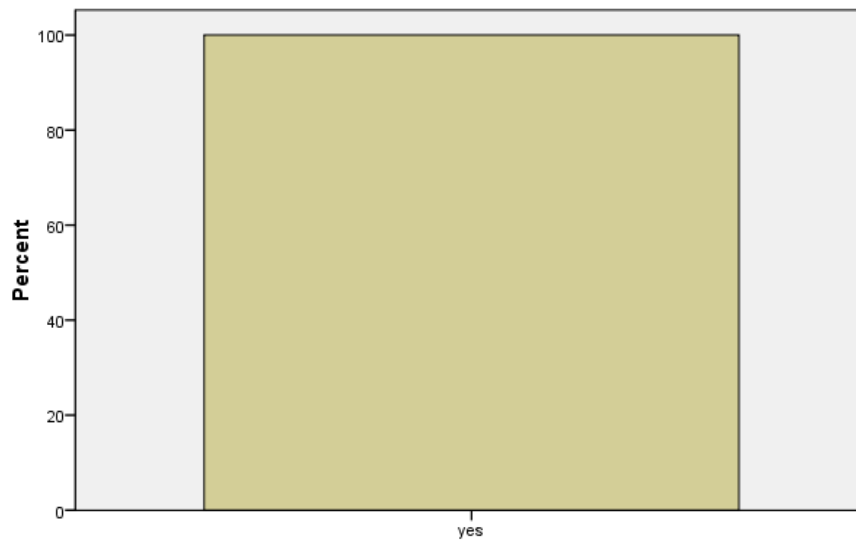
Q8h. Fish - consumed a seafood based meal this week

Q8i. Other - consumed a seafood based meal this week



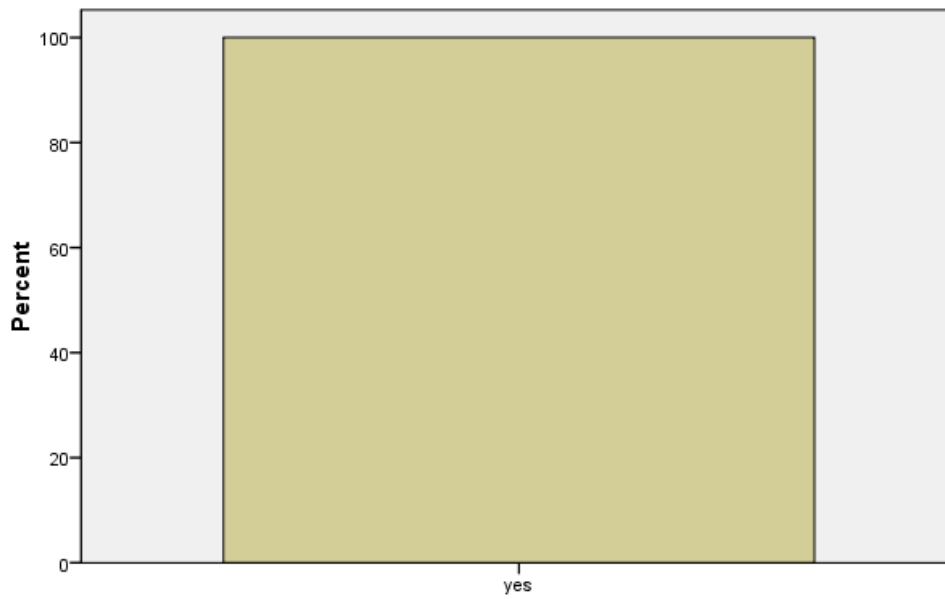
Q8i. Other - consumed a seafood based meal this week

Q9a. Deep fry - preferred preparation of fish



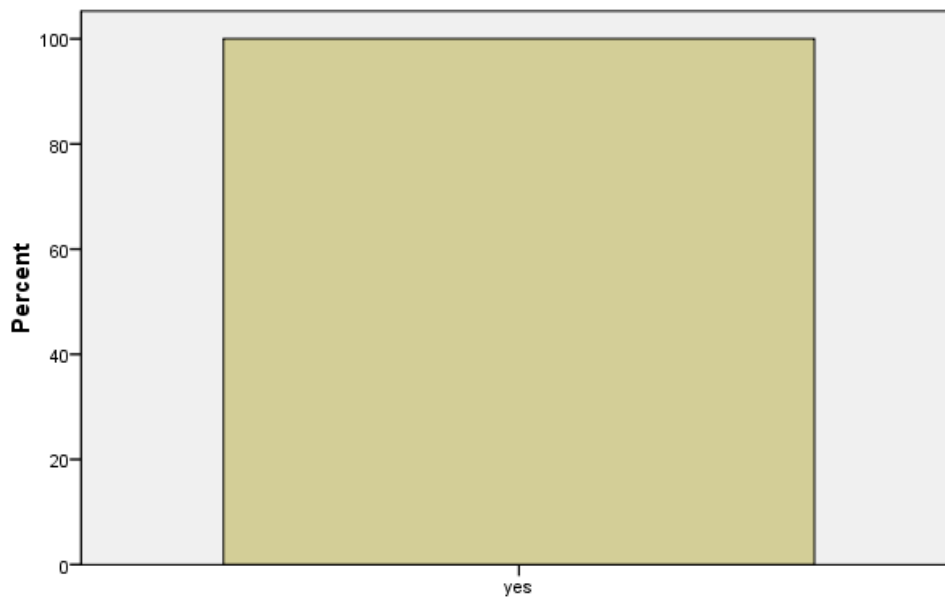
Q9a. Deep fry - preferred preparation of fish

Q9b. Grill - preferred preparation of fish



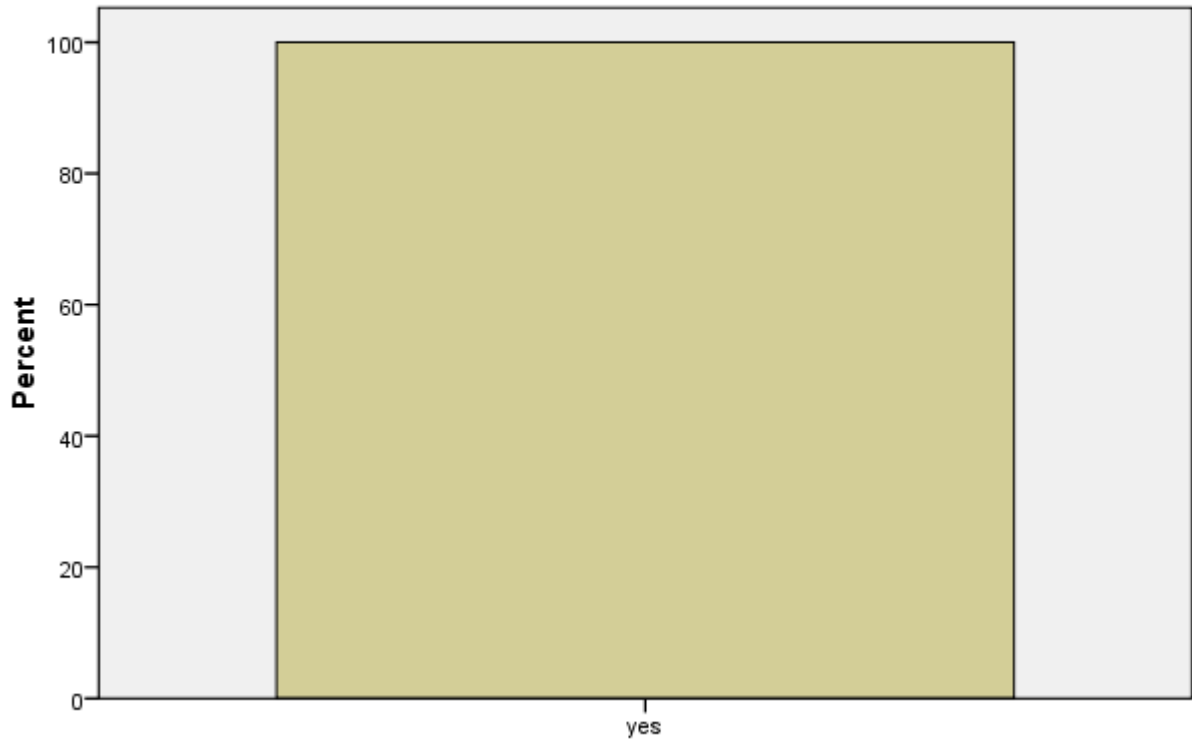
Q9b. Grill - preferred preparation of fish

Q9c. Pan fry - preferred preparation of fish



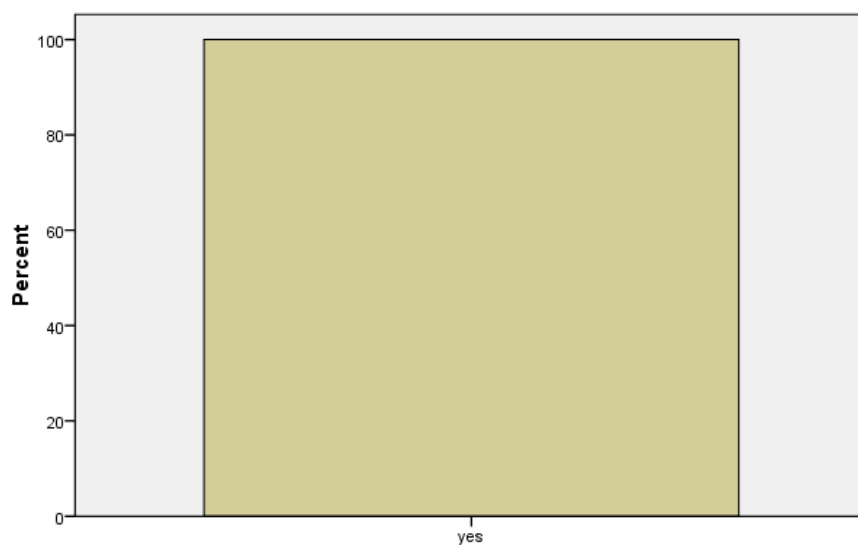
Q9c. Pan fry - preferred preparation of fish

Q9d. Raw - preferred preparation of fish



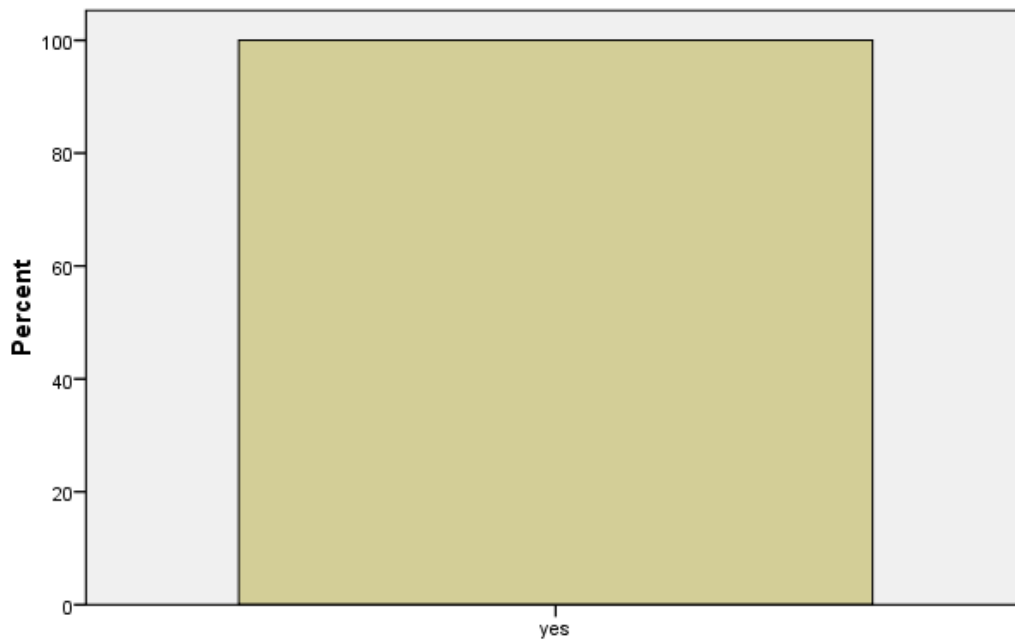
Q9d. Raw - preferred preparation of fish

Q9e. From can - preferred preparation of fish



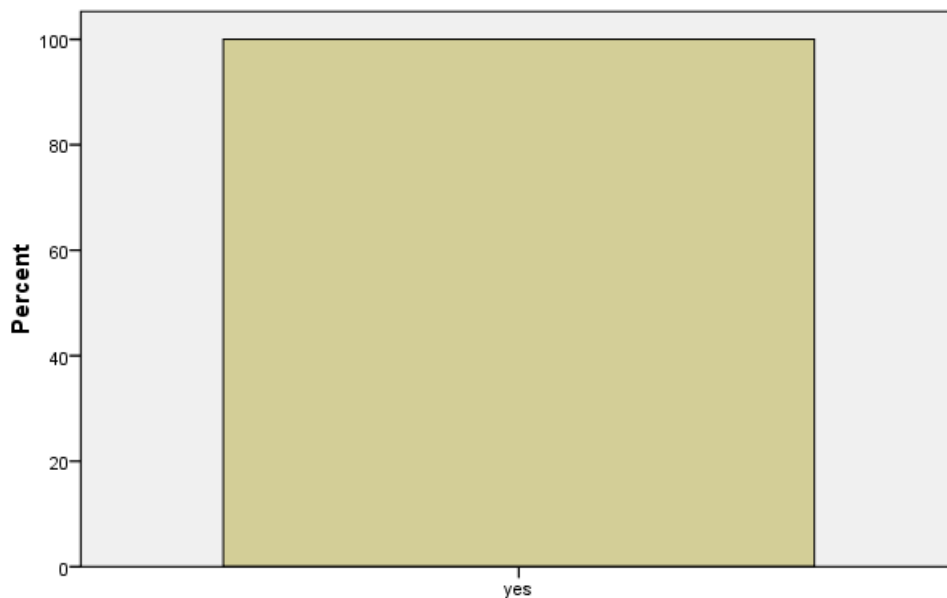
Q9e. From can - preferred preparation of fish

Q9f. Other - preferred preparation of fish



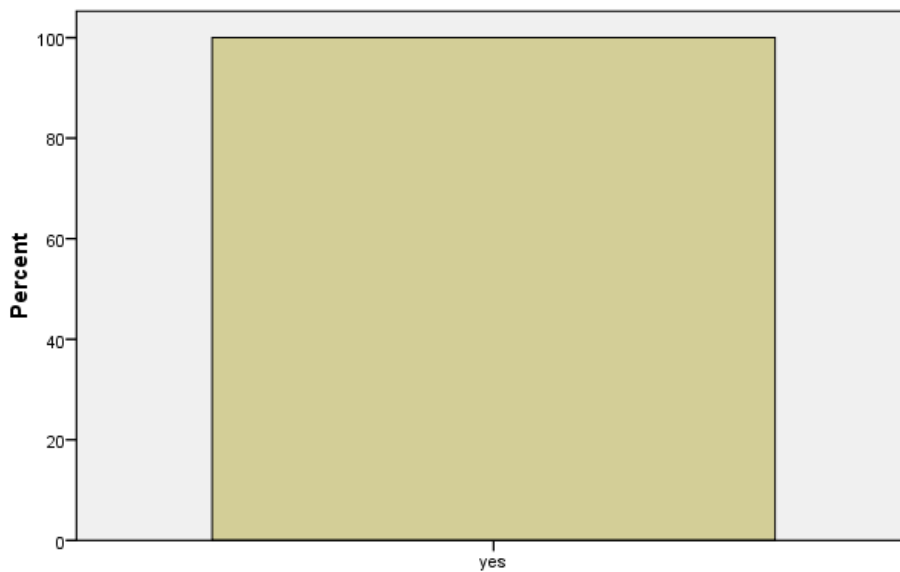
Q9f. Other - preferred preparation of fish

Q10a. Deep fry - most likely to prepare



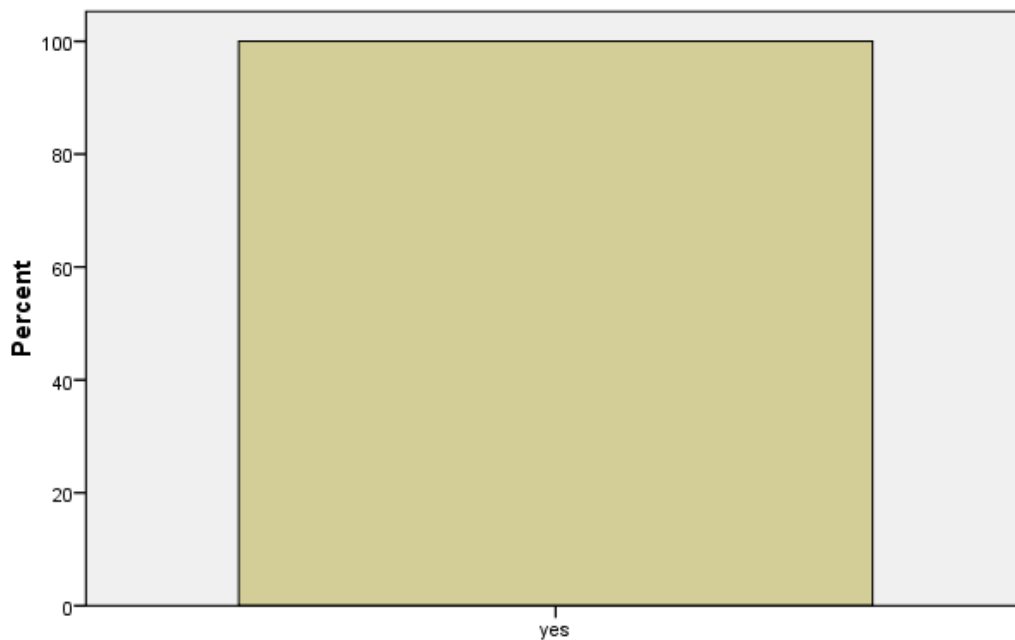
Q10a. Deep fry - most likely to prepare

Q10b. Grill - most likely to prepare



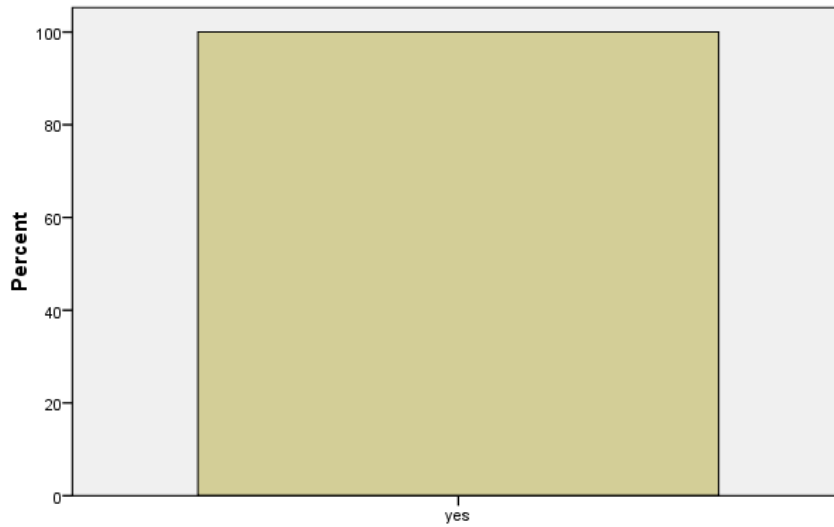
Q10b. Grill - most likely to prepare

Q10c. Pan fry - most likely to prepare



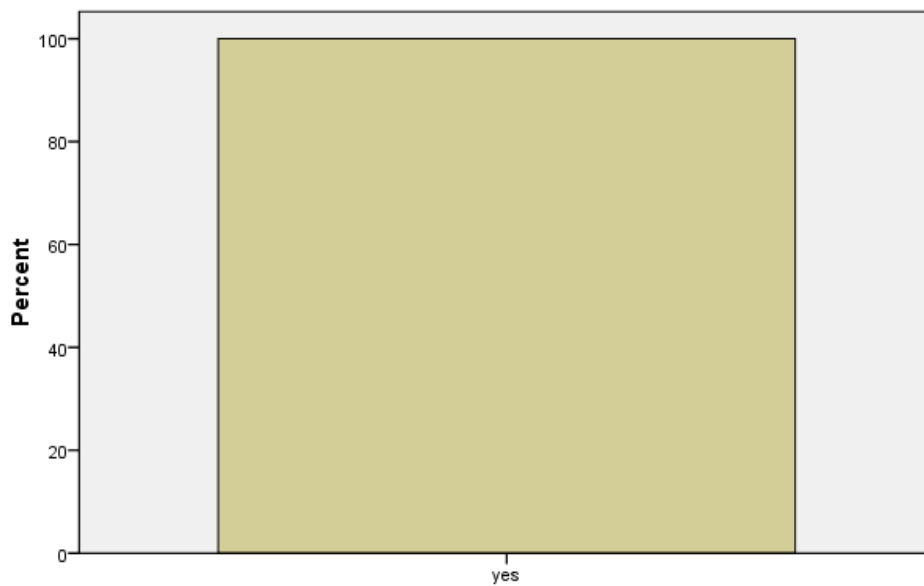
Q10c. Pan fry - most likely to prepare

Q10d. Raw - most likely to prepare



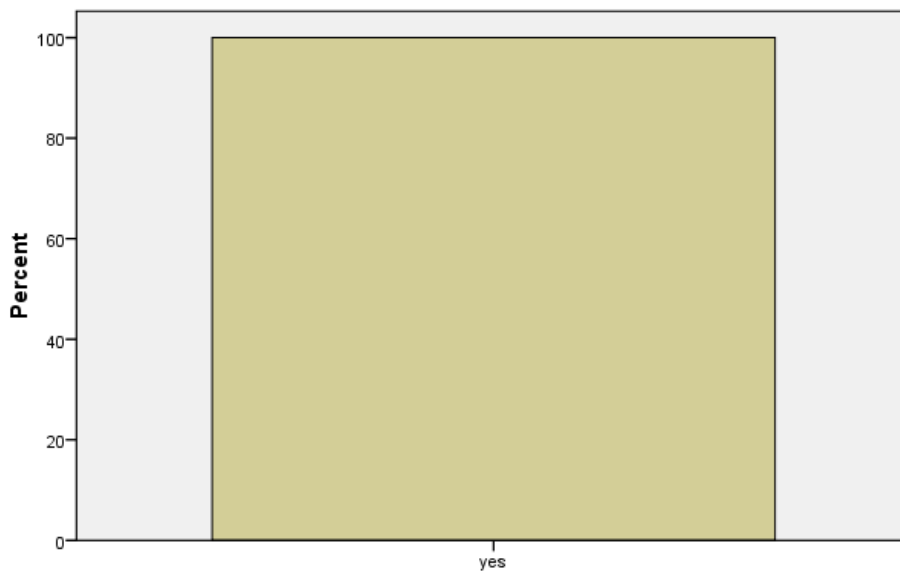
Q10d. Raw - most likely to prepare

Q10e. From can - most likely to prepare



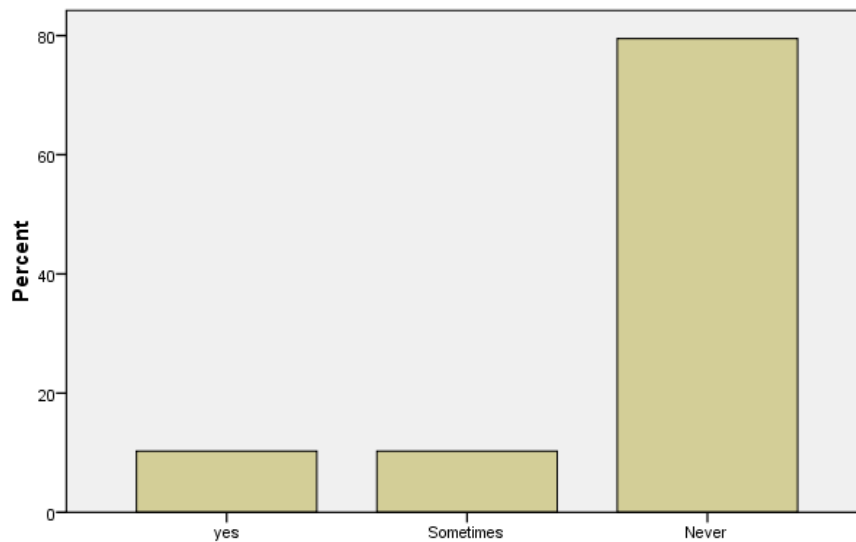
Q10e. From can - most likely to prepare

Q10f. Other - most likely to prepare



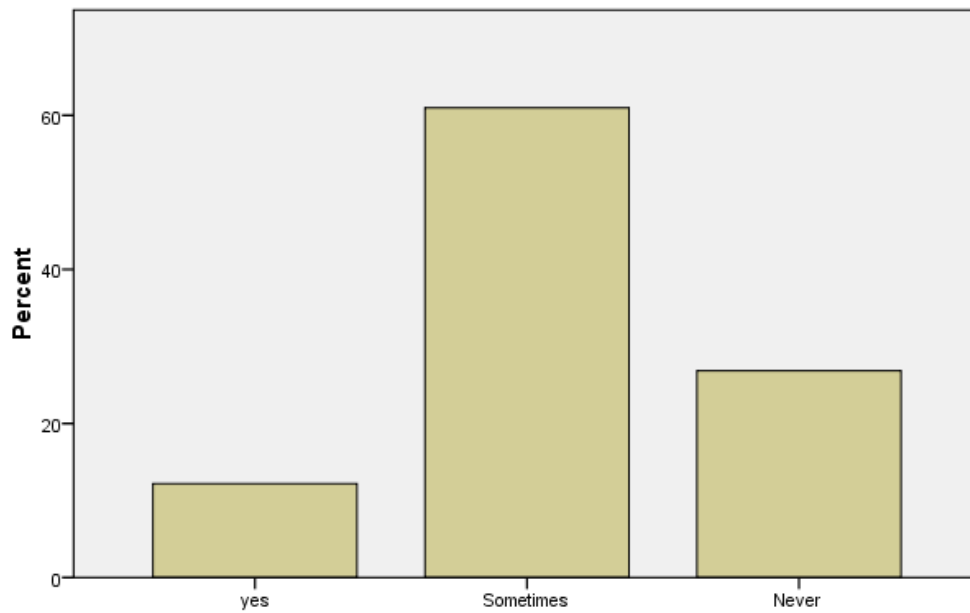
Q10f. Other - most likely to prepare

Q11a. Cycling - how often do you participate?



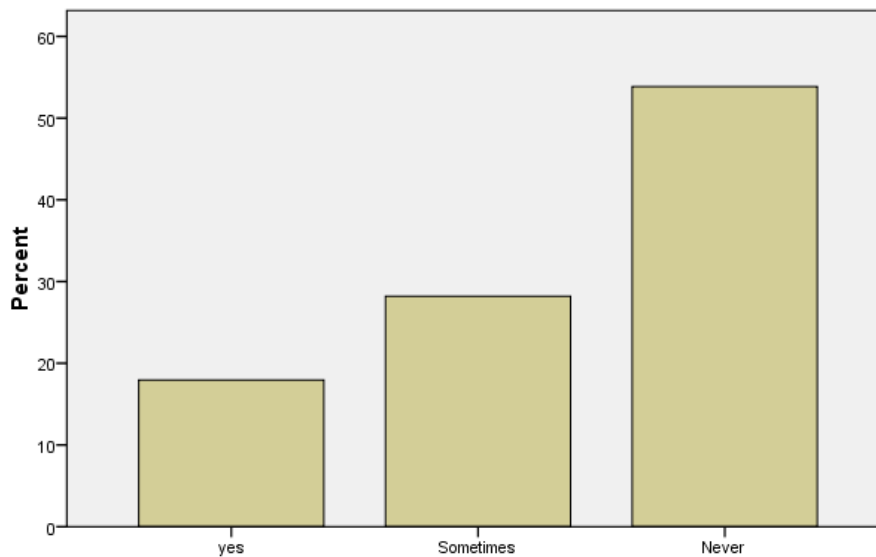
Q11a. Cycling - how often do you participate?

Q11b. Swimming - how often do you participate?



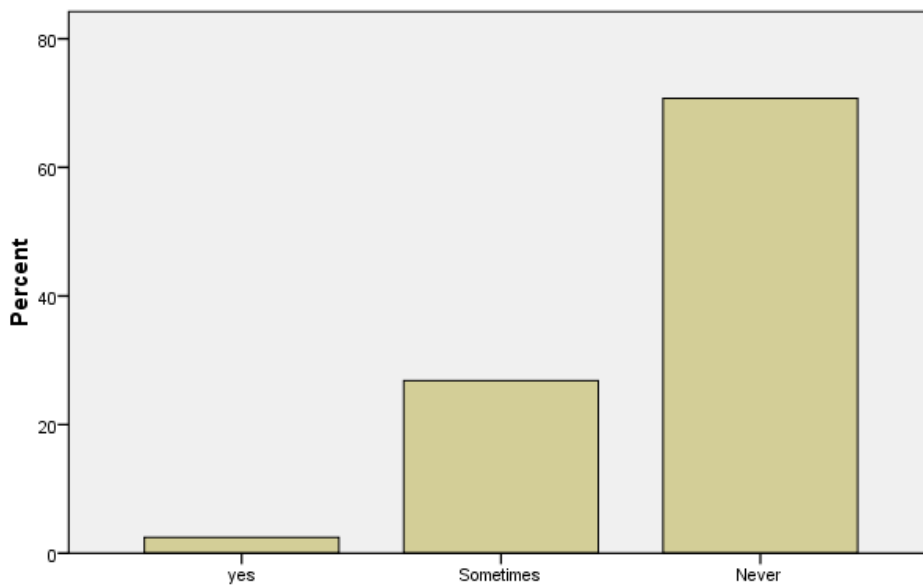
Q11b. Swimming - how often do you participate?

Q11c. Running/jogging - how often do you participate?



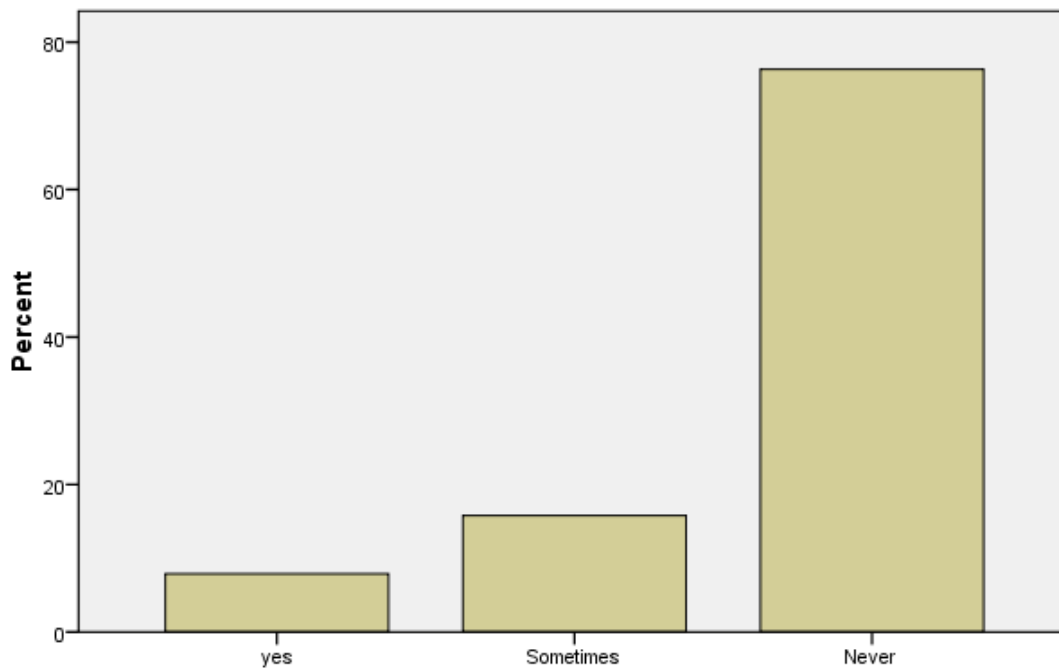
Q11c. Running/jogging - how often do you participate?

Q11d. Fishing - how often do you participate?



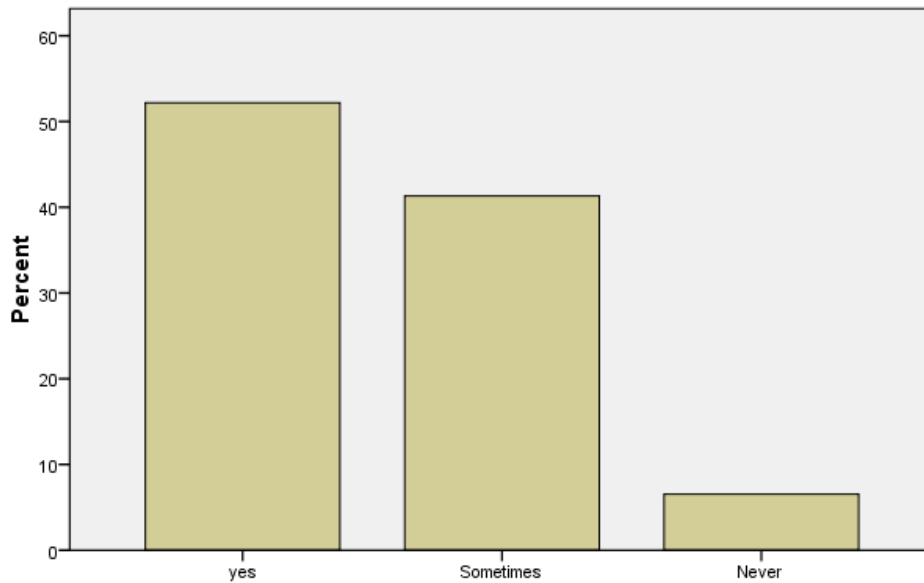
Q11d. Fishing - how often do you participate?

Q11e. Team sports - football, netball etc - how often do you participate?



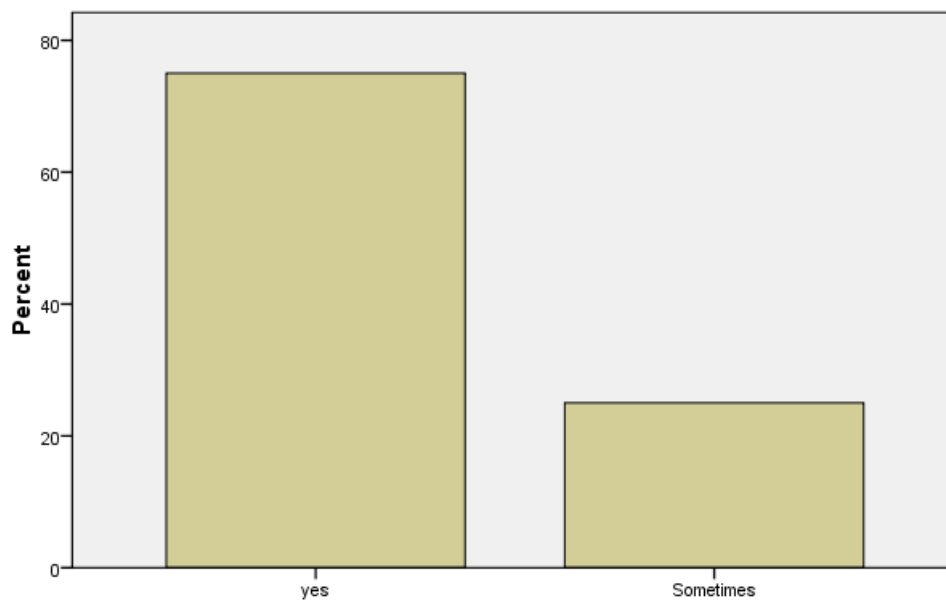
Q11e. Team sports - football, netball etc - how often do you participate?

Q11f. Walking for fitness - how often do you participate?



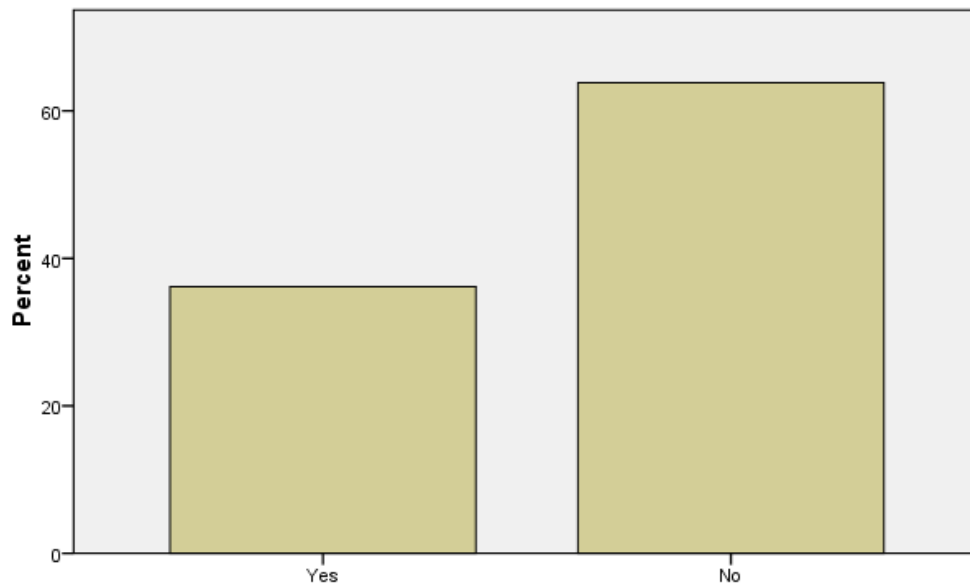
Q11f. Walking for fitness - how often do you participate?

Q11g. Other - how often do you participate?



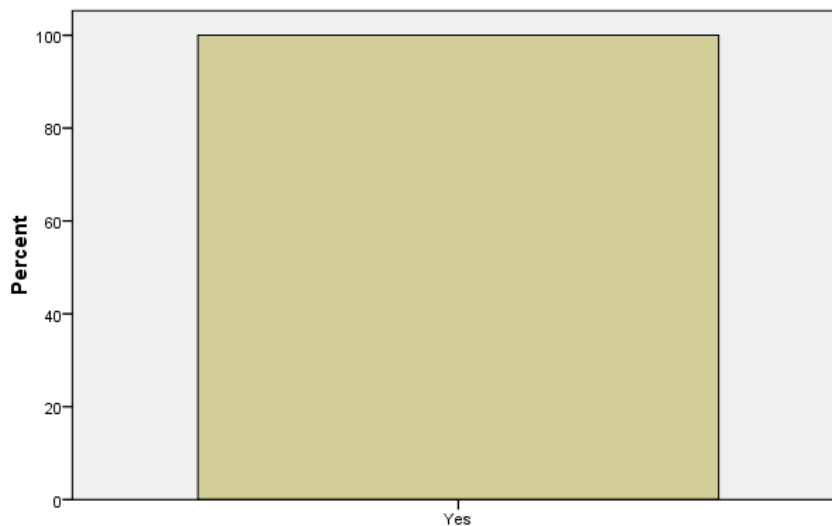
Q11g. Other - how often do you participate?

Q12. Is there anything that stops you from participating in recreational fishing?



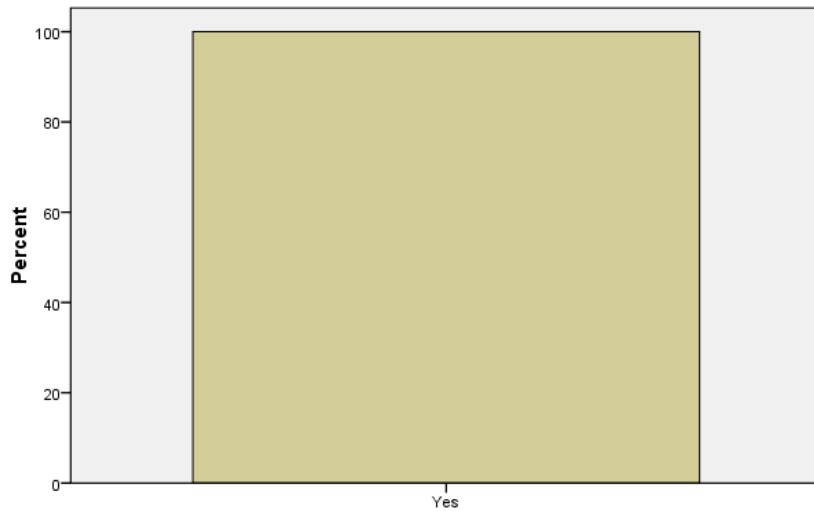
Q12. Is there anything that stops you from participating in recreational fishing?

Q13a. Live too far from the water - to participate in recreational fishing



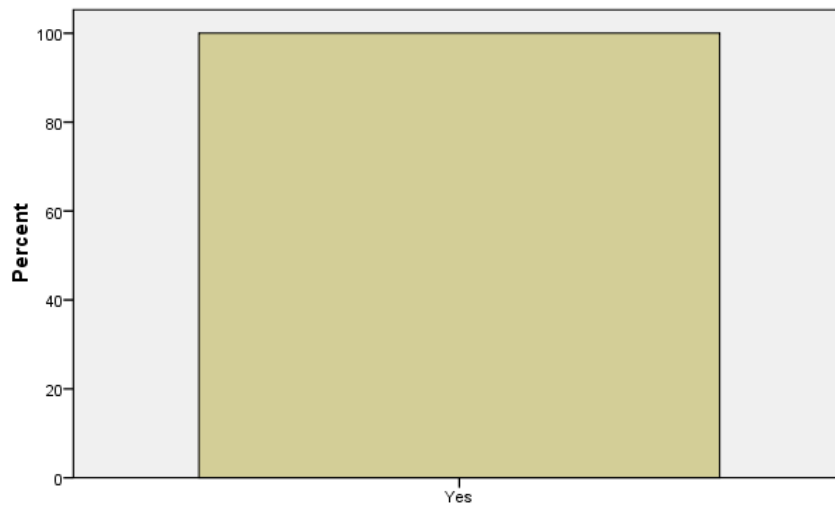
Q13a. Live too far from the water - to participate in recreational fishing

Q13b. Don't have time - reason to not participate in recreational fishing



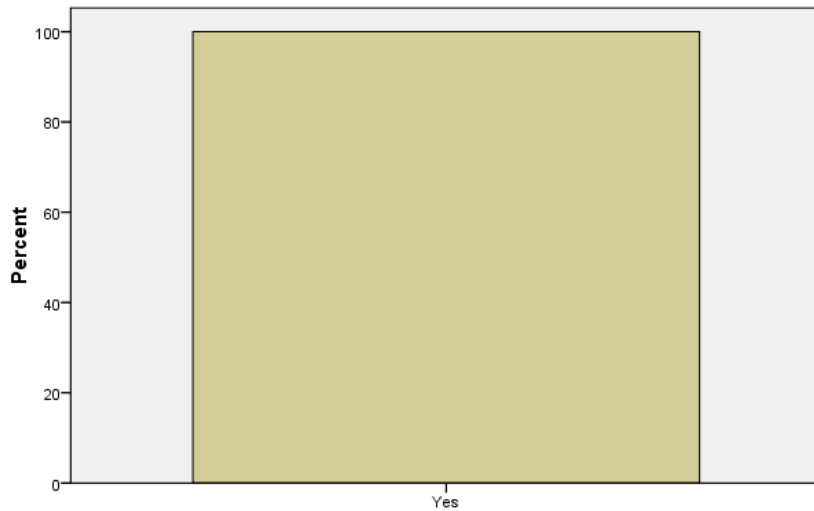
Q13b. Don't have time - reason to not participate in recreational fishing

Q13c. Beaches too crowded - reason to not participate in recreational fishing



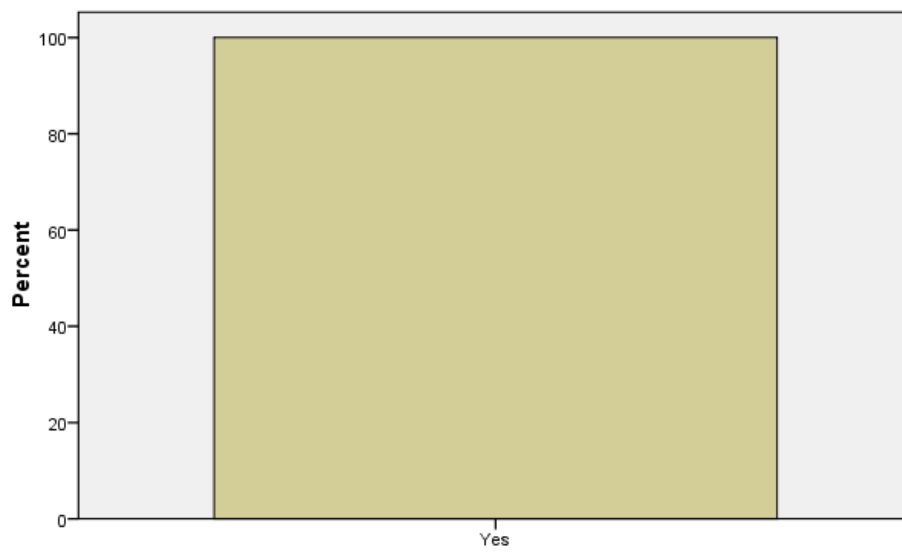
Q13c. Beaches too crowded - reason to not participate in recreational fishing

Q13d. Don't enjoy it - reason to not participate in recreational fishing



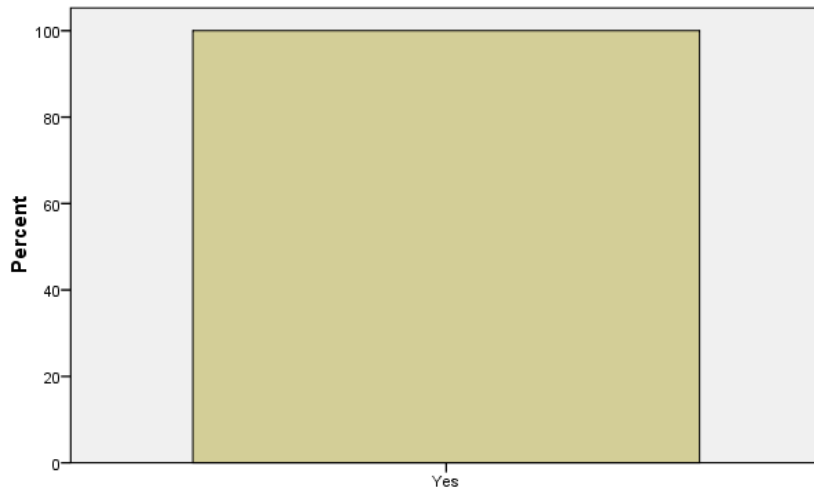
Q13d. Don't enjoy it - reason to not participate in recreational fishing

Q13e. Don't like/can't clean fish - reason to not participate in recreational fishing



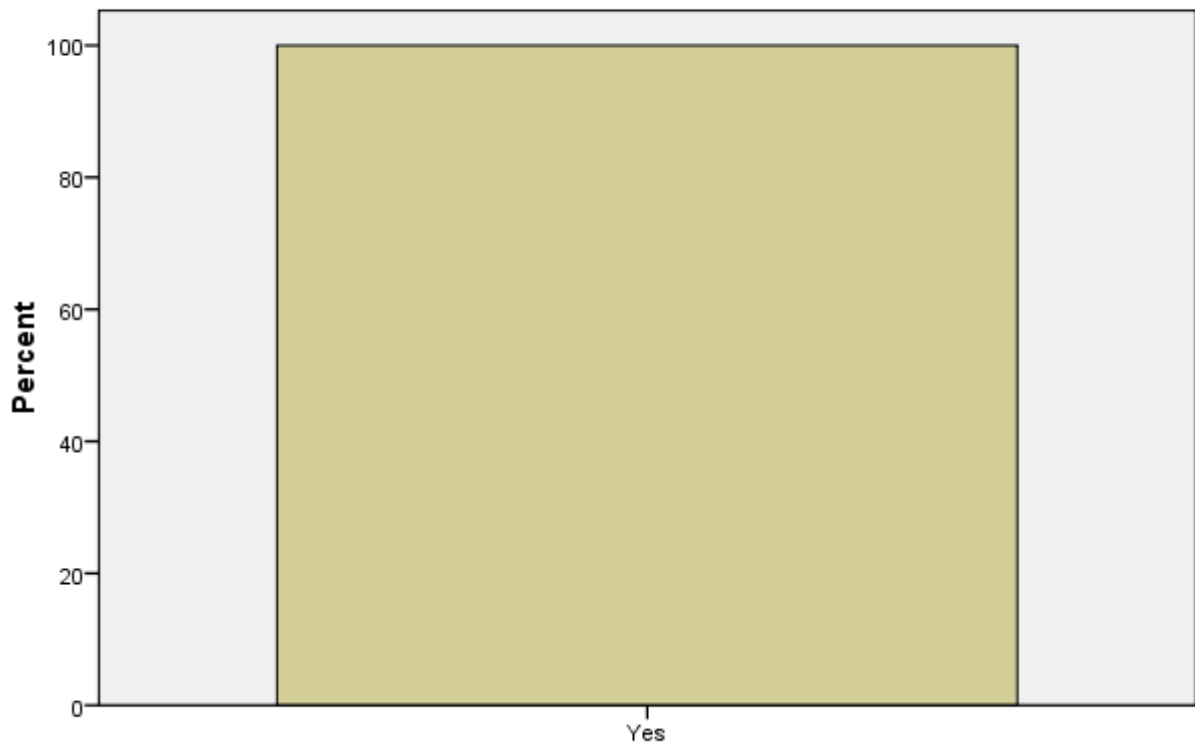
Q13e. Don't like/can't clean fish - reason to not participate in recreational fishing

Q13f. Equipment too expensive - reason to participate in recreational fishing



Q13f. Equipment too expensive - reason to participate in recreational fishing

Q13g. Other reasons not to participate in recreational fishing



Q13g. Other reasons not to participate in recreational fishing

Crosstabs

Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef * Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef Crosstabulation

Count

		Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef		
		least	less than average	same
Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef	least	0	3	0
	less than average	0	0	1
	same	0	0	1
	above average	2	1	4
	most	8	6	5
	Total	10	10	11

Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef * Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef Crosstabulation

Count

		Q6ba. Seafood - value for money compared with chicken, pork, lamb and beef		Total
		above average	most	
Q6aa. Chicken - value for money compared with seafood, pork, lamb and beef	least	2	0	5
	less than average	0	0	1
	same	0	0	1
	above average	2	1	10
	most	2	0	21
	Total	6	1	38

Bar Chart

