



Queensland Seafood Research

Topline Results - November 2007

Overview of consumer survey

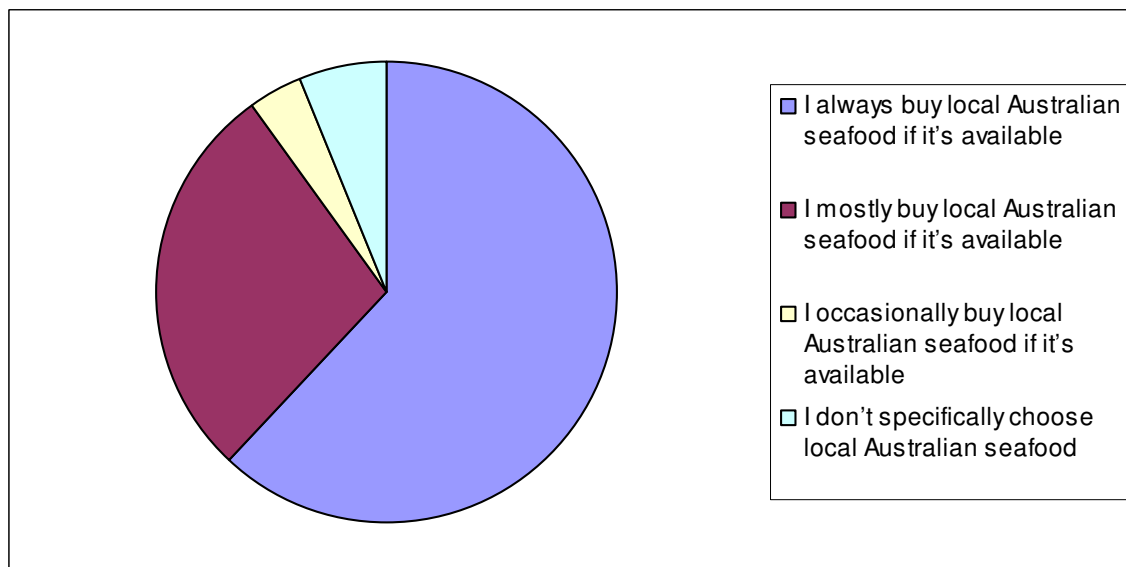
In November 2007, QSIA together with Enhance Management conducted a telephone survey aimed at seafood consumers to determine the decisions they make when purchasing seafood.

The results showed that 54% of the households surveyed consumed seafood at least 1 - 2 times per week. When asked what types of outlets they purchased seafood from, the majority said from a Supermarket. This was followed closely by a seafood retail outlet and restaurant.

The most important issues taken into consideration when buying seafood were:

1. Freshness
2. Quality
3. Presentation
4. Where the seafood is from
5. Outlet Reputation
6. Cost
7. Staff Knowledge and service

The graph below shows the response when the question "Do you actively choose local Australia seafood over imported seafood?" was asked.



Why do consumers buy local Australia seafood?

1. To support Australian business/jobs
2. Fresher
3. Better Quality
4. Healthier/Safer
5. Don't trust imports
6. Better Taste

92% of the people surveyed believed that restaurants and all seafood retail outlets should display a country of origin label.

They also showed a strong interest in:

- A Seafood Trail Guide of the Queensland Coast
- A brochure and website containing information about QLD seafood and where to purchase it

It was also identified that 95% of consumers would like to see local Queensland seafood identified in retail outlets and restaurant menus.

Some other findings.....

- 91% of people agree that they are more confident eating local Australian seafood than imported seafood
- 80% of people are prepared to pay more money for local Australian seafood than imported seafood
- 100% of people agree with the statement "It is important to me that fresh local seafood continues to be available in Australia"