



Aquaculture Research

A National Survey

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J.6400



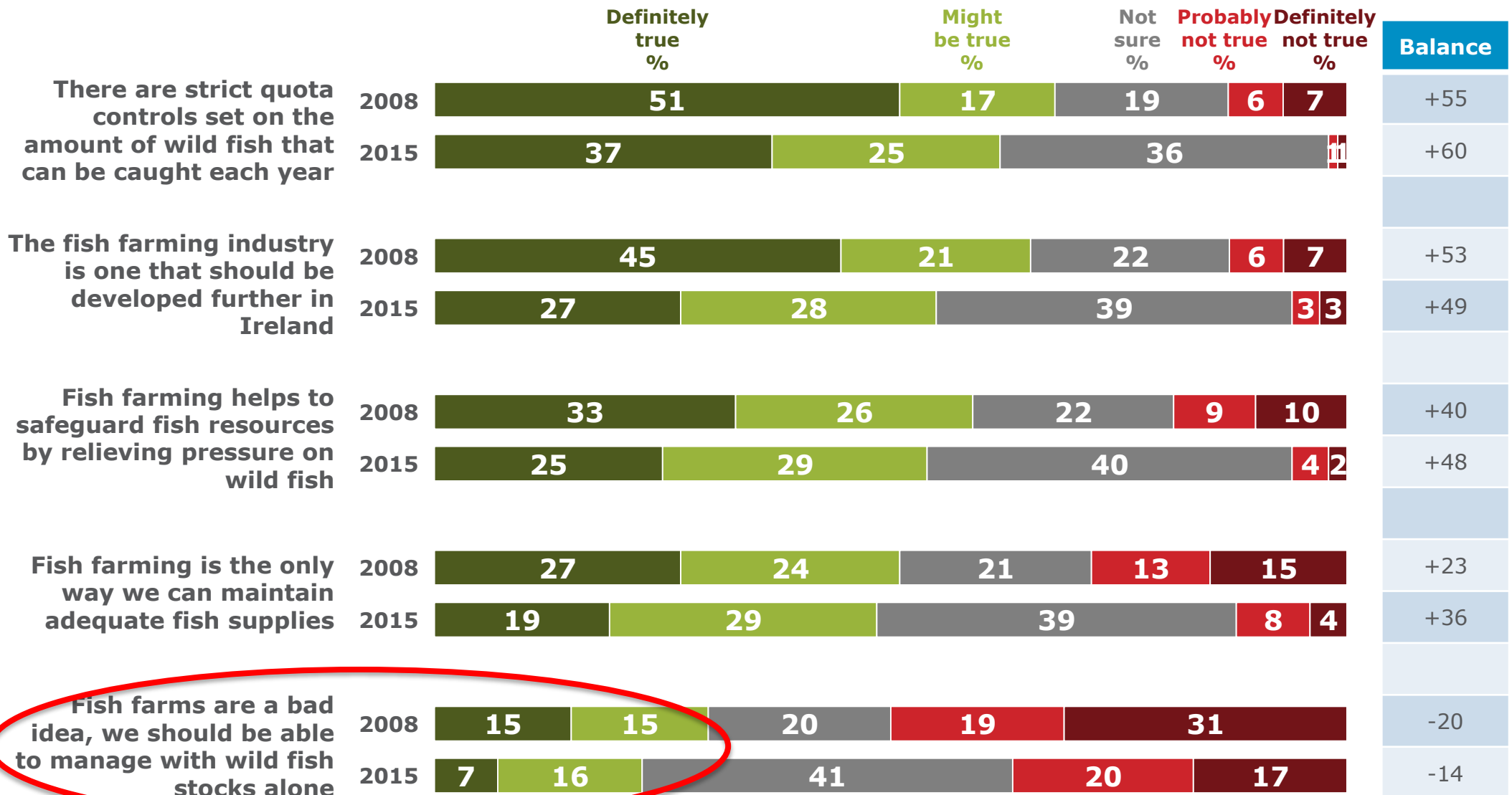
Methodology

- **Quantitative Research:** Barometer Survey
- A **nationally representative** syndicated survey.
- To deliver measures of **awareness and attitudes to fish farming/aquaculture.**
- Comparisons have been made with October 2008 data where relevant.
- Interviewing conducted face-to-face.
- Quota controls across gender, age, social class, region and area to match national population.
- 63 sampling points used.

1,000 interviews for each main wave	
2008:	Fieldwork 30 th September–13 th October 2008
2015:	Fieldwork 1 st -11 th May 2015 (with some questions also fielded in early June in order to provide a more substantial consumer base)

Attitudes to fish farming – II

The issues surrounding fish farming are less well understood compared with seven years ago. Along with this rejection levels of fish farming have also declined.

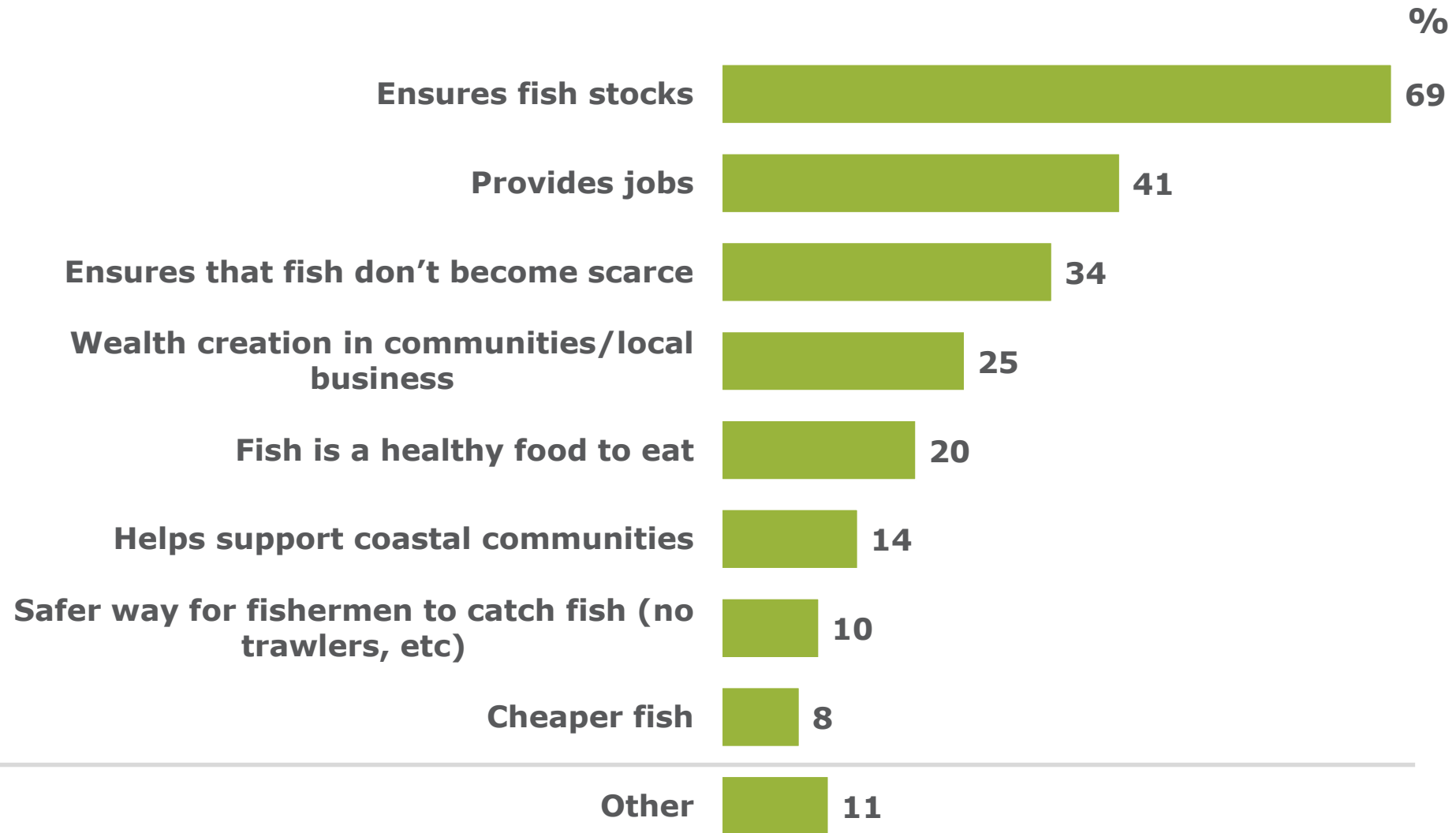


Base: All adults



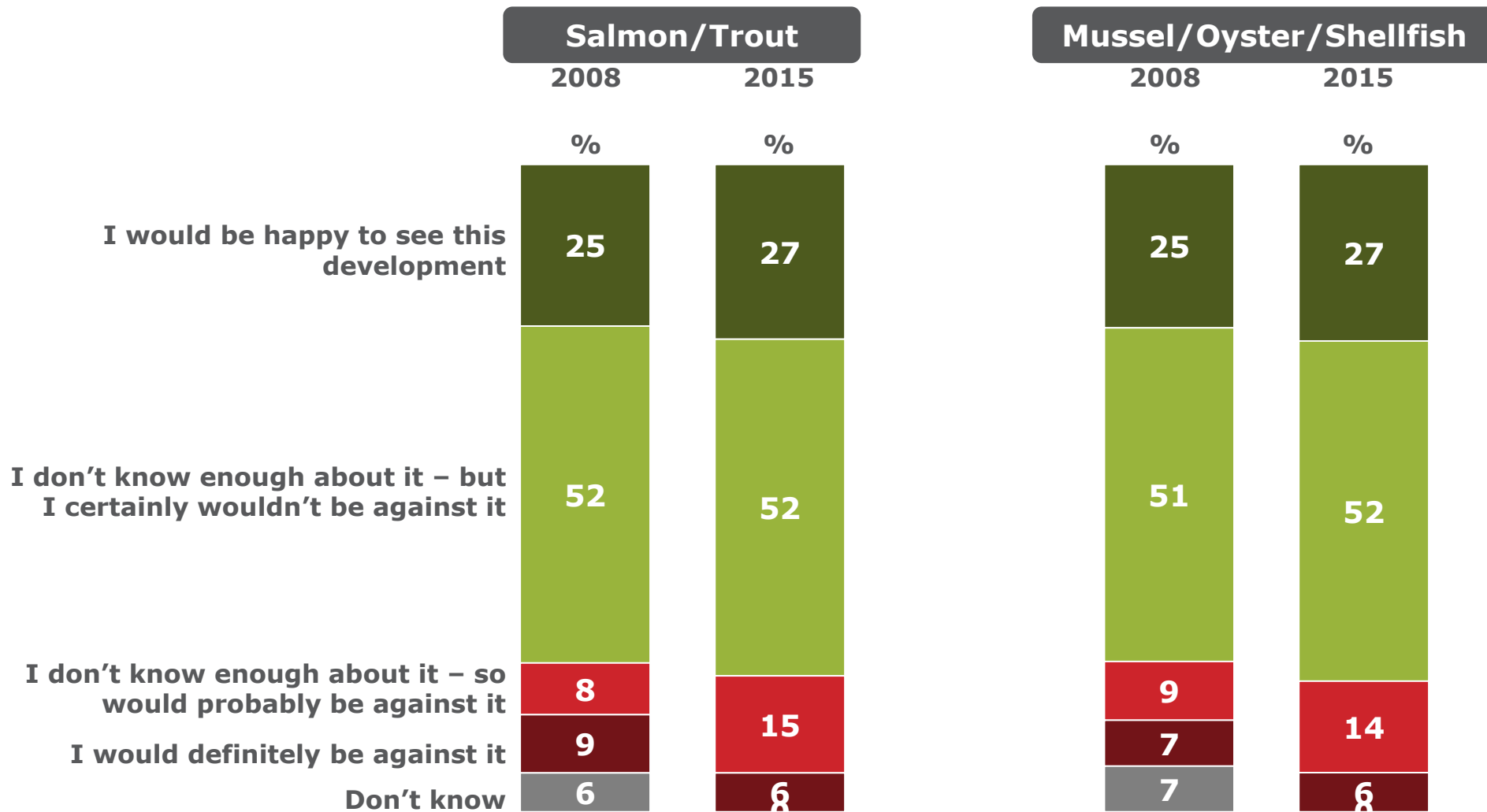
Reasons for acceptance of local fish farm mainly area related to an understanding that they ensure fish stocks.

Base: All with home or holiday home with fish farm nearby



Attitudes to possible establishment of fish farm locally are generally not strongly negative and in line with 2008

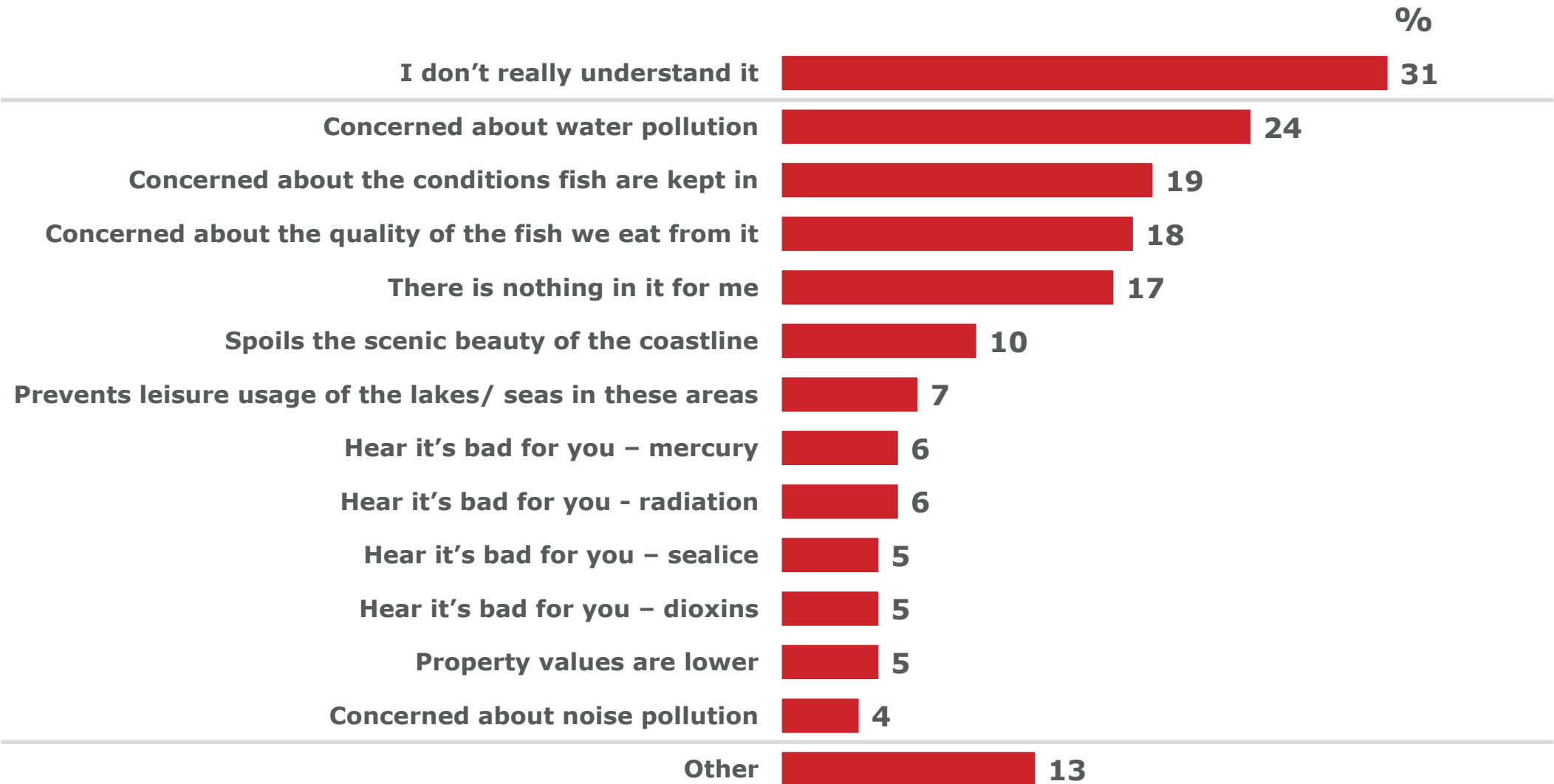
Base: All with home or holiday home with no fish farm within 10km



- Q How would you feel if you heard that there was going to be a salmon/ trout fish farm within a 10km radius of where you live or have a holiday home?
- Q How would you feel if you heard that there was going to be a mussel/oyster/shellfish farm within a 10km radius of where you live or have a holiday home?

Reasons for being against possible fish farm in your area suggest need for a communication programme to help people understand it better.

Base: All negative reaction to fish farm being located nearby



Reasons for acceptance of possible fish farm in area driven by a significant lift in thinking about job creation.

Base: All positive reaction to fish farm being located nearby

