

Canadians Overwhelmingly Support a National Aquaculture Act

Abacus Data poll: April 7 – 14, 2011, n=1,196 online survey from
representative panel of over 75,000 Canadians



Commissioned by the Canadian Aquaculture Industry Alliance

April 20, 2011

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ABACUS DATA

Public Opinion on Aquaculture and a National Aquaculture Act

Abacus Data: Not your average pollster

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

Dr. David Coletto – Abacus Data's CEO

David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

David is currently the Pollster for Sun News and a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

Abacus Data also has a number of unique research practices.

Click on the graphics below for more information.



Methodology

From April 7th to April 14th, 2011, Abacus Data Inc. conducted an online survey among 1,196 randomly selected Canadian adults from an online panel of over 75,000 Canadians. who were randomly selected to join the panel by telephone.

The margin of error—which measures sampling variability—is comparable to +/- 2.9%, 19 times out of 20. Results of the survey were statistically weighted according to 2006 Census data on age, gender, education, region, and past federal vote. Totals may not add up to 100 due to rounding.

For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

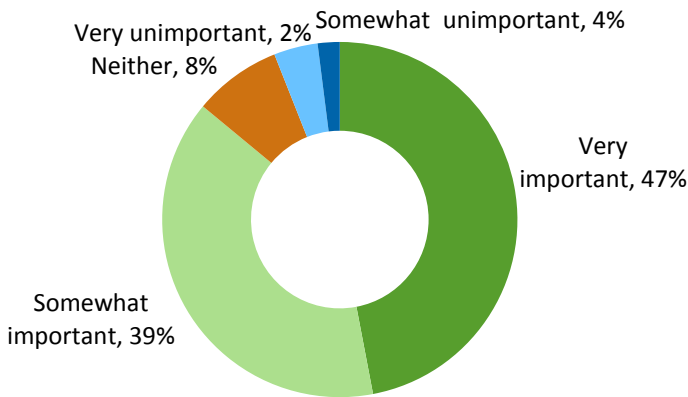
The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	175	91
Quebec	238	319
Ontario	383	456
Prairies (MB and SK)	63	77
Alberta	102	118
BC	235	154
Total	1,196	1,215

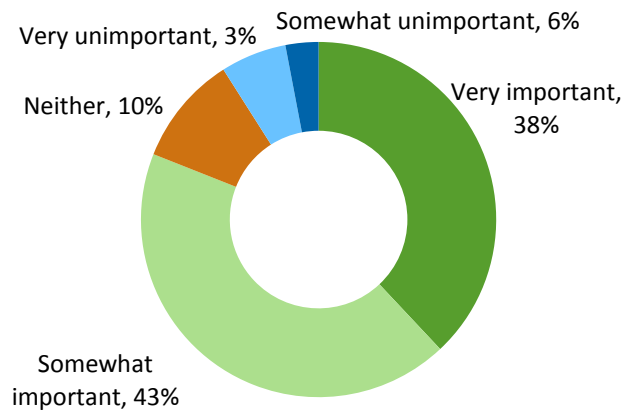
Food Buying Habits

Q: Below is a list of statements that may or may not be important to you when deciding what type of produce or protein (meat or seafood) to buy. Please tell us whether each is important or not important to you.

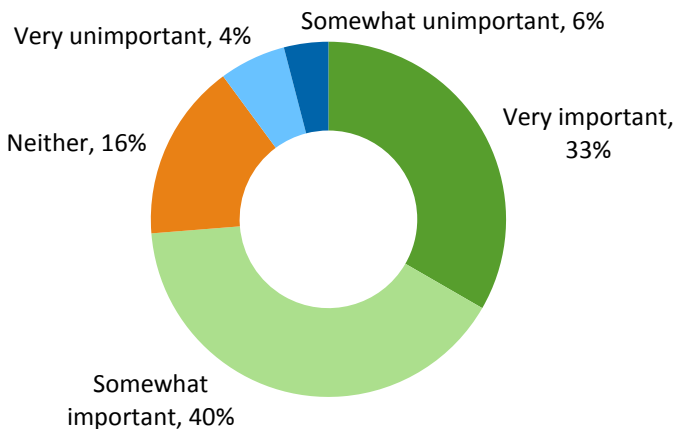
To find fresh protein and produce year-round where you live



To be able to buy locally grown proteins and produce year round



To purchase food grown and produced in an environmentally sustainable way



Analysis

Respondents were asked how important or unimportant a number of statements were to their food buying habits.

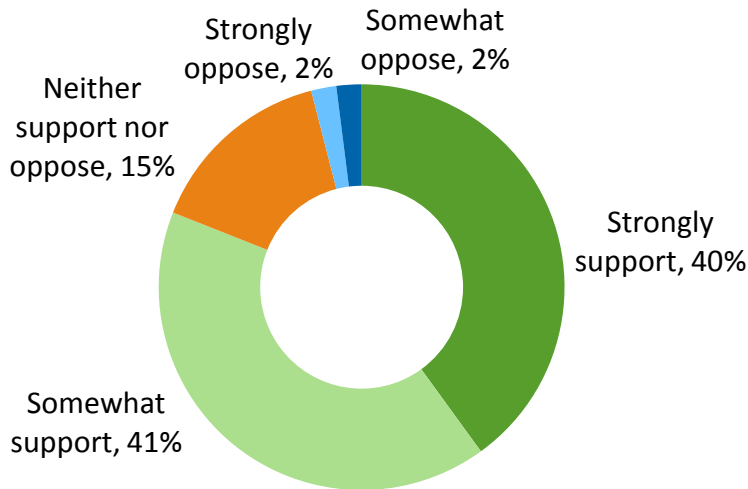
Overall, over 70% of respondents said that it was important to find fresh protein and produce year-round, that locally grown food was important, and that food grown in an environmentally sustainable way was important.

Support for a National Aquaculture Act

Q: Currently, the Canadian aquaculture industry is governed by up to 73 pieces of often conflicting legislation making Canada's aquaculture industry one of the most over-regulated in the world. As well, Canada is the world's only major farmed seafood producing country without national legislation specifically designed to govern and enable its aquaculture industry.

In response, the aquaculture industry has proposed the creation of a national aquaculture act that would bring all these rules into one law.

Based on this and what you read earlier, do you support or oppose the creation of a national aquaculture act?



Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc	Green
Support	85%	78%	85%	83%	77%	92%	75%
Neither	11%	19%	13%	13%	16%	8%	16%
Oppose	4%	4%	3%	4%	7%	1%	8%
Unweighted counts	643	557	387	345	199	80	87

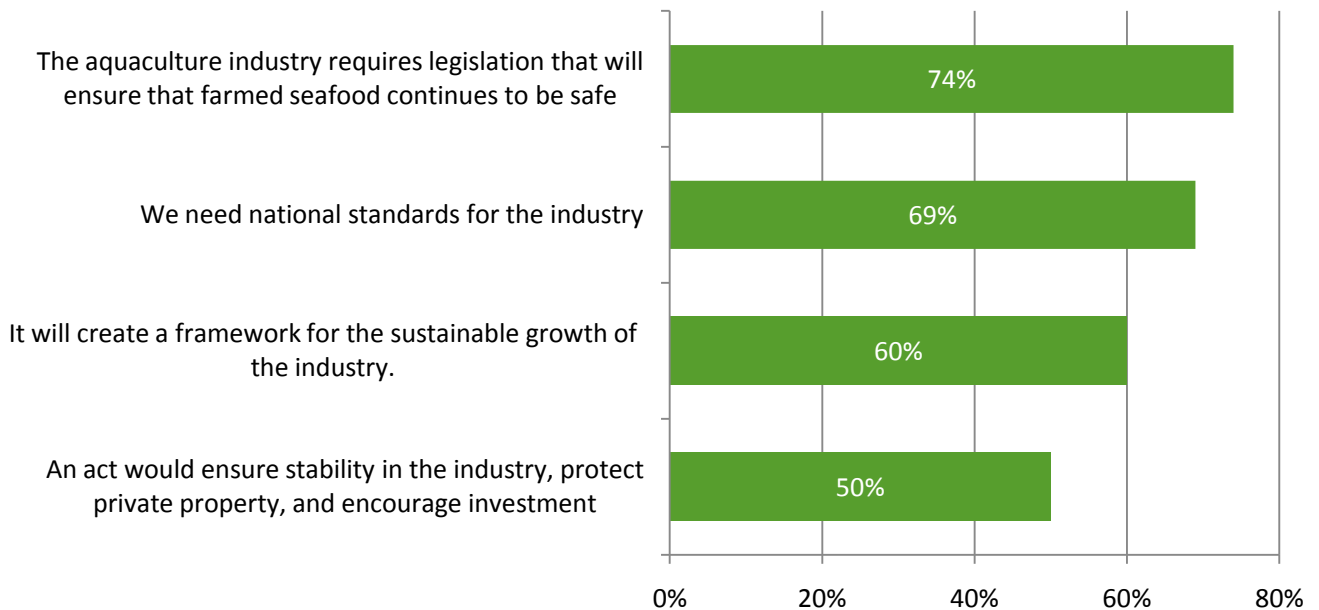
	18-29	30-59	60+	Atlantic	Quebec	Ontario	Central	Alberta	BC
Support	80%	80%	86%	76%	86%	79%	78%	83%	79%
Neither	15%	17%	11%	21%	11%	17%	16%	15%	14%
Oppose	5%	4%	4%	3%	3%	4%	6%	2%	7%
Unweighted counts	174	621	405	175	238	383	63	102	235

Analysis

Overall, eight in ten Canadians (81%) either strongly (40%) or somewhat (41%) supported a national aquaculture act compared with only 4% who either strongly opposed (2%) or somewhat opposed (2%) a national act. Support was strongest in Alberta and Quebec and relatively weaker in Atlantic Canada. However, even in B.C. where opposition to aquaculture has been the strongest, 79% either strongly or somewhat supported an act being developed.

Support for a National Aquaculture Act

Q: Which of these statements, if any, best describes why you SUPPORT a national aquaculture act? Select ALL that apply.



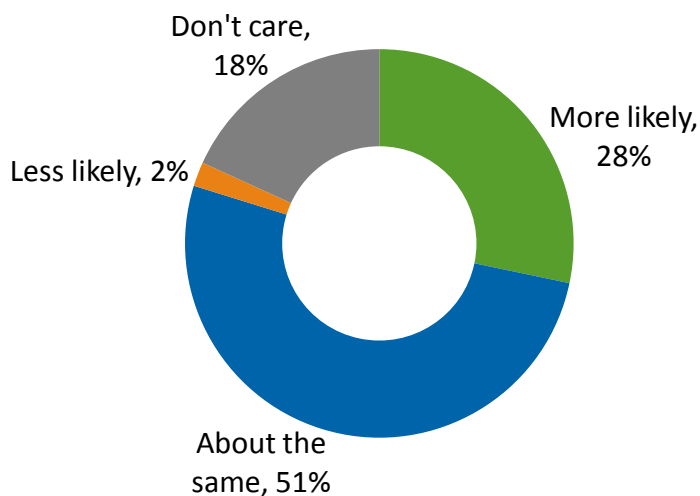
Analysis

We asked respondents who supported a national aquaculture act to select which statement(s), if any, reflected why they supported a national aquaculture act. Half of those who support a national act selected all four statements, with the most selected response being that the aquaculture industry requires legislation that will ensure that farmed seafood continues to be safe (74%).

Over six in ten Canadians also supported a national aquaculture act because the country needs national standards for the industry (69%) and that it will create a framework for industry growth (60%).

Candidate Support in the Federal Election

Q: Would you be more likely or less likely to vote for a candidate running in your constituency who publicly supports a national aquaculture act?



Subgroup Analysis

	CPC	LPC	NDP	Bloc	Green
More likely	25%	32%	26%	41%	30%
About the same	53%	50%	55%	41%	52%
Less likely	2%	3%	3%	1%	3%
Don't care	21%	15%	16%	17%	15%
Unweighted counts	387	345	199	80	87

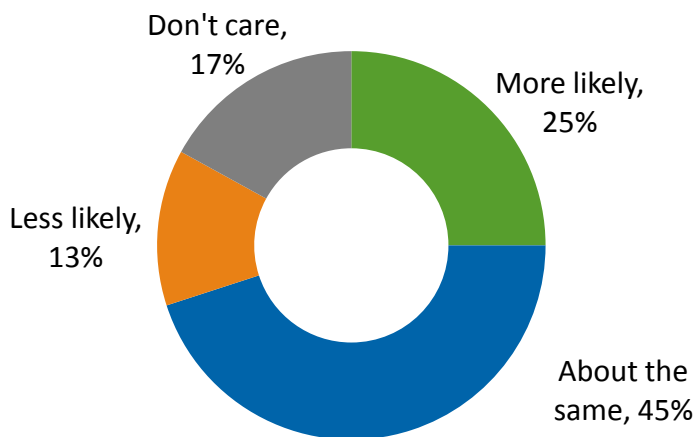
	Atlantic	Quebec	Ontario	Central	Alberta	BC
More likely	29%	36%	25%	17%	25%	30%
About the same	52%	43%	53%	62%	56%	50%
Less likely	2%	2%	2%	1%	4%	4%
Don't care	18%	19%	20%	20%	14%	16%
Unweighted counts	175	238	383	63	102	235

Analysis

Respondents were asked if they would be more or less likely to vote for a candidate in their constituency who publically supports a national aquaculture act. In general, one quarter said they would be more likely (28%) to vote for that candidate, while half felt it would have no impact on their vote(51%). One in five did not care (18%). Bloc Quebecois (41%) and Liberal (32%) supporters, along with Quebecers (36%) and British Columbians (30%) were the most likely to say they would be more likely to vote for that candidate.

Candidate Support in the Federal Election

Q: Would you be more likely or less likely to vote for a candidate running in your constituency who wants to expand and encourage the Canadian aquaculture industry?



Subgroup Analysis

	CPC	LPC	NDP	Bloc	Green
More likely	25%	21%	25%	47%	15%
About the same	49%	48%	42%	30%	44%
Less likely	8%	16%	21%	9%	24%
Don't care	18%	15%	13%	14%	18%
Unweighted counts	387	345	199	80	87

	Atlantic	Quebec	Ontario	Central	Alberta	BC
More likely	26%	41%	17%	21%	25%	18%
About the same	46%	35%	51%	46%	52%	40%
Less likely	11%	7%	13%	13%	9%	31%
Don't care	17%	17%	19%	21%	14%	12%
Unweighted counts	175	238	383	63	102	235

Analysis

When asked if they would be more or less likely to vote for a candidate in their constituency who wants to expand and encourage the Canadian aquaculture industry one in four said they would be more likely (25%), compared to 45% said it would not impact their vote. Less than one in five who said they would be less likely (13%) to support a candidate who supported expanding the industry while 17% didn't care either way. Quebecers (41%) and Bloc Quebecois (47%) supporters were the most likely to say they would be more likely to vote for a candidate with this view.

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca