NSW Marine Estate Community Wellbeing Survey Report

Coastal Youth of NSW *Wave 1*

Prepared by NSW Department of Primary Industries and Ipsos
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GAME CHANGERS

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Abbreviations and acronyms

ABS	Australian Bureau of Statistics
ADIA	Australian Data and Insights Associations
CALD	Culturally and linguistically diverse
DPI	Department of Primary Industries
HSC	Higher School Certificate
NSW	New South Wales

Executive summary

Executive summary

Research context

Background

The Marine Estate Management Strategy (the Strategy) provides the overarching framework for coordinated management of the marine estate to deliver its vision for ‘a healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future’. Progress towards implementing the Strategy and delivering the vision will be measured and reported through the Marine Integrated Monitoring Program.

Historically, there has been no systematic monitoring of the social, cultural, and economic (or human) dimensions of the NSW marine estate to meet the requirements of the Marine Integrated Monitoring Program. This lack of data was identified by the statewide Threat and Risk Assessment as a key threat and knowledge gap. In order to address this, a body of research was undertaken with 4 key audiences: Coastal Residents, Coastal Visitors, Youth (aged 14–17 years), and Aboriginal peoples.

This report presents findings from the Youth survey of NSW Coastal Residents aged 14–17 years. For brevity, NSW Coastal Residents aged 14–17 years will be referred to as ‘Youth’ in Section 2: Findings.

Objectives

The key objectives of this research were as follows:

- develop a methodology to collect long-term data for NSW Coastal Residents aged 14–17 years that allows for robust analysis of spatial and temporal trends in community wellbeing
- collect baseline data for NSW Coastal Residents aged 14–17 years on benefits and threats to these benefits to compare with future survey waves
- collect baseline data against a suite of relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework
- fill key social knowledge gaps identified in the statewide Threat and Risk Assessment.

Methodology

An online survey of 10 minutes was co-developed by NSW Department of Primary Industries (DPI) and Ipsos, and a phase of cognitive testing of the survey was undertaken to ensure collection of high-quality data and positive participant experience.

Recruitment of NSW Coastal Residents aged 14–17 years for the online survey was conducted through social media, in order to best engage the target audience.

To qualify for the survey a Coastal Resident had to:

- be aged between 14 and 17 years old
- reside in one of the NSW Coastal postcodes (refer to Appendix D: Resident Postcodes)
- live within 5 kilometres of the coast.

Fieldwork was conducted between Thursday 14 October and Sunday 7 November 2021. Quotas were not applied to the fieldwork, as social media recruitment did not allow for this level of detail to be applied to the sample. However, data was weighted during analysis to ensure that findings were representative of the NSW Coastal Residents' population (those aged 14–17 years).

Significance testing was not undertaken for this survey data due to the limitations of the low incidence target population and subsequent non-quota approach to sampling.

The sample size of NSW Coastal Residents aged 14–17 (n = 854) enabled subgroup analysis by coastal region, age, and culturally and linguistically diverse (CALD) status. All subgroup data from the Youth survey has been made available in this report within charts or tables to ensure this detail is still able to be accessed by the reader alongside the data at the total level. These findings are available in Appendix B: Subgroup findings.

Further detail of the research methodology is available in 1.3 Methodology.

Findings

Community use of the NSW marine estate and its importance in quality of life

The research showed that the majority of Youth make regular use of the NSW marine estate. Across all the regions surveyed, at least 60% of Youth reported visiting their local coastal area at least once a week. The most popular use of coastal areas by the community was going to the beach (reported by 90% of Youth), followed by land-based exercises (81%), water sports such as swimming, surfing, and body boarding (74%) and picnicking, sightseeing or visiting cafes (72%). Many also participated in wildlife or nature watching (47%) and paddle craft sports (44 %).

Importance of the NSW marine estate for community quality of life

Given the high degree of use by Youth, it is unsurprising that they also rated the NSW coast as a highly important factor in contributing to their quality of life. The overall importance of the NSW coast to quality of life was rated 8.5 on a scale from 0 to 10, with 40% indicating that it is very important (i.e. a score of 10).

When asked to explain the ways in which the NSW coast contributes to their quality of life, the most frequently mentioned contributing factors directly related to recreation (73%) followed by health (65%), emotion (48%) and the environmental qualities of the coast (36%). The quotes below illustrate the contribution of the NSW marine estate to Youth's wellbeing:

> *"As a teenager in lockdown, mental health has majorly impacted my life. The beach plays a major part in helping me and many other teenagers to relax and escape their own thoughts. It is also somewhere to see my friends and help(s) social lives. I believe saving and help(ing) the coast is extremely important so future generations can experience the joy of the ocean and wildlife."*

> *"I'm a young Indigenous Australian who loves to spearfish and fish so the coast and land provide a lot of my meals, the coast also provides spiritual connection, leisure and sport."*

Youth rated the NSW coast as an important contributor in their ability to spend time in nature (a mean score of 8.5 on a scale from 0 to 10), and to spend time with family and friends (8.3). They rated it slightly less important in its contribution to their emotional and mental health (8.2) and physical health (7.9).

Community connections to the NSW marine estate

Youth reported a relatively high level of personal connection to the NSW coast, with a mean score of 7.8 on a scale from 0 to 10.

Community awareness of benefits and threats to the NSW marine estate

Overall, Youth reported high levels of awareness of the health and wellbeing benefits of spending time in the natural environment (90% are *aware of it*). They also reported high rates of awareness of the uniqueness of local marine animals and plants (85%), the connection of culture, nature, land and water for Aboriginal people (82%) and the importance of coastal lakes and harbours for species to give birth or raise their young (81%).

Youth reported similar levels of awareness in relation to threats to the NSW coast.

At least 81% said they were *aware* of each of the threats tested in the survey. The impact of marine litter was most keenly understood. Nine in 10 were *aware* of the threat of marine litter to wildlife (93%) and that most marine litter comes from land sources (90%). Slightly fewer were *aware* that human activities cause most damage to the health of the marine estate (84%), human presence can impact wildlife (84%), and climate change is rate a major threat to the NSW coast (81%)

Community perceptions of environmental health

In line with the high levels of self-reported understanding of threats to the NSW coast, more than 8 in 10 Youth (87%) reported being at least moderately concerned about local environmental problems that impact the way they use the NSW coast. Close to half (49%) were extremely concerned.

While Youth were clearly concerned about environmental problems, more than half (54%) considered that their local coastal area is currently in good health.

This perception was driven for many by the clean appearance of the coast. When those who rated the health of the coast as *good* or *very good* were asked to explain the reason for their rating, 77% mentioned the clean coastal environment/not much litter or pollution, 25% said that people look after it/community helps to maintain it, 19% mentioned that wildlife are healthy and 19% mentioned that native trees/plants are healthy.

The following quotes describe aspects of their positive ratings in more detail:

> *"There is barely any litter around my area and very little disruption to the natural environment many people enjoy the beach as I do and want and expect it to be kept as safe and clean as possible."*
>
> *"Pollution is a huge problem which I believe where I live is handled considerably well through community bins and amenities such as return and earn bottle facilities. The government also play a vital role in the sustainability of my local environment."*

Among the 17% who rated the health of their local coastline as *poor* or *very poor*, too much litter and pollution was the main reason mentioned for the rating (88%). This again underlines the importance of visual evidence in perceptions of coastal health. Other commonly reported reasons included people not looking after the coast (23%), wildlife being scarce (19%) and damage to bushland or removed/erosion of river banks (19%).

The following quotes describe aspects of their negative ratings in more detail:

> *"The drains and waterways are quite often full of garbage and other pollutants; cans and bottles being left by the water side for the wind to blow into the water."*
>
> *"The waters are littered with plastic bottles and other rubbish. I haven't seen many fish or other marine life in the waters and there are no birds eating from the waters and banks as there usually would be in a healthier ecosystem. The greyish tinge of the water and turbidity Is high (often I cannot see the bottom of the shallow waters)."*

Community stewardship of the marine estate

Youth reported a high perception of personal responsibility towards maintaining a healthy NSW coast (a mean score of 8.1 on a scale from 0 to 10). Just over a third (35%) gave a rating of 10, indicating that they *strongly agree* that they feel responsible for helping to maintain a healthy NSW coast.

When asked about the responsible actions taken, 93% of Youth said that they engage in at least one responsible behaviour. The most consistently adhered to responsible behaviour was picking up litter (74%). Slightly fewer (69%) mentioned that they tried to limit energy use for environmental reasons, while 30% tried to find information on environmental topics relevant to the NSW coast. Active engagement in structured activities that benefit the coast was much lower, with 5% having participated in other voluntary activity that benefits the coastal environment and 3% having been a member of a community organisation that improves the health of the NSW coast.

The vast majority of Youth reported participating in environmental best practices in relation to the coast, although to varying degrees, depending on the behaviour in question. Among those who said each behaviour is relevant to them, 95% said they always followed rules for recreational fishing, 87% reported always being careful not to disturb wildlife, 86% always followed rules for recreational boating and 73% always put recyclables in the correct bin.

Impacts of key threats on community experience of the NSW marine estate

Overall, Youth rated the current impact of almost all key threats (identified in the statewide Threat and Risk Assessment) to their coastal experiences as having at least a moderate impact (i.e., a moderate, major or severe impact). They were more likely to perceive that their personal experience of the NSW coast was impacted by overcrowding (i.e., too many people), litter on shorelines or in the water, climate change and less wildlife (e.g., fish, shorebirds, turtles) to enjoy.

Importance of managing different aspects of the NSW marine estate

Youth rated passing on a healthy environment to future generations as being important, with a mean score 9.1 on a scale from 0 to 10 (where 10 is *very important*). Almost two-thirds (62%) rated it as very important. Their views were almost identical in relation to the need to protect nature for its own sake, even though it may never be used or seen by humans with a mean score 9.1 on a scale from 0 to 10 (where 10 is *very important*). Again, 62% rated it as very important.

Awareness and perception of marine estate management

Slightly less than half of Youth (49%) were aware of the term ‘marine estate’. Slightly fewer were aware of the term ‘Sea Country’ (40%).

Just over two-thirds (68%) said they were interested in more opportunities to have their say about the way the NSW coast is managed.

Research context

1 Research context

1.1 Background

The NSW marine estate includes the state's coastal waters out to 3 nautical miles. It includes estuaries, coastal lakes and lagoons, coastal wetlands and adjacent coastal lands influenced by oceanic processes, including beaches, dunes, headlands and rock platforms. The NSW community derives social, cultural, and economic benefits from the marine estate, underpinned by good water quality, healthy habitats, and diverse and abundant marine life.

A statewide Threat and Risk Assessment was undertaken in 2017 to identify and prioritise the threats to community benefits and environmental assets.

The outcomes of the Threat and Risk Assessment informed the development of the NSW Marine Estate Management Strategy 2018–2028 (the Strategy). The Strategy provides the overarching framework for coordinated management of the marine estate to deliver its vision for ‘a healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future’ and to implement reforms to the way the marine estate is managed.

Progress towards implementing the Strategy and delivering the vision will be measured and reported through the Marine Integrated Monitoring Program.

The primary objectives of the Marine Integrated Monitoring Program are to:

1) monitor the condition and trend of environmental assets and community benefits to inform a 5-year health check
2) evaluate the effectiveness of management initiatives and actions that aim to reduce priority threats and risks
3) fill knowledge gaps that were identified as part of the statewide Threat and Risk Assessment process.

Historically, there has been no systematic monitoring of the social, cultural, and economic (or human) dimensions of the NSW marine estate to meet the requirements of the Marine Integrated Monitoring Program. A lack of data for these dimensions was considered as a key threat and knowledge gap in the statewide Threat and Risk Assessment.

A body of research was undertaken to address this knowledge gap, consisting of a NSW Coastal Residents survey, a NSW Coastal Visitors survey, a survey of NSW Coastal Aboriginal communities and a Youth survey of NSW Coastal Residents aged 14–17 years.

This report presents findings from the Youth survey of NSW Coastal Residents aged 14–17 years. For brevity, NSW Coastal Residents aged 14–17 years will be referred to as ‘Youth’ in Section 2: Findings.

1.2 Objectives

The NSW Coastal Residents Youth survey aimed to provide insights into community needs, preferences and behaviours that will inform the NSW marine estate's strategic decision-making into the future.

In order to continue long-term monitoring, a strong evidence base is needed. Innovative forms of data collection and research are required (with the aim to contribute to previous research).

The key objectives of this research were as follows:

- develop a methodology to collect long-term data for NSW Coastal Residents aged 14–17 years that allows for robust analysis of spatial and temporal trends in community wellbeing
- collect baseline data for NSW Coastal Residents on benefits and threats to these benefits to compare with future survey waves
- collect baseline data against a suite of relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework[1]
- fill key social knowledge gaps identified in the statewide Threat and Risk Assessment.

1.3 Methodology

The fieldwork approach was designed to provide a 'future proof' survey instrument that facilitates the collection of robust and comparable data in future waves. Therefore, an online data collection method was adopted with the Youth audience, with social media recruitment used to collect data rather than online panels in order to target the younger audience effectively. In addition, cognitive testing with the target audience was undertaken to ensure the questionnaire was appropriately designed for a younger audience, and to be a reliable tool for future waves. For more detail please see Section 1.3.1.2 Cognitive testing below.

As a result, an online survey of 10 minutes was developed, and the fieldwork was conducted between Thursday 14 October and Sunday 7 November 2021. Quotas were not applied to the fieldwork, as social media recruitment did not allow for this level of detail to be applied to the sample. However, data was weighted during analysis to ensure that findings were representative of the NSW Coastal Resident Youth population (those aged 14–17 years). Details on the fieldwork approach and weighting are provided below.

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[1] Report - Integrated monitoring and evaluation framework for the Marine Integrated Monitoring Program (MIMP), Aither, 2019. https://www.marine.nsw.gov.au/__data/assets/pdf_file/0004/1193296/MIMP-Framework.pdf.

1.3.1 Questionnaire development

A 10-minute online survey was co-developed by NSW DPI and Ipsos.

The survey was designed to provide information to track priority indicators designed to monitor the condition and trend of community benefits and impacts to these benefits and collect data on relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework.

The design of questions and response options allowed for the calculation of means and standard errors (where appropriate) and considered the spatial and temporal scale in which questions were posed (e.g., ‘in your local area’, ‘in the last 12 months’) to accurately reflect community experiences. This allowed the priority indicators to be tracked over time in a user-friendly manner. For example, the variation of a mean score over time is a simple concept to understand.

The design of questions and response options also took into account the age group of the target audience, as there are a range of challenges that can arise when designing questionnaires for young people. It was important to ensure language used was simple and specific and that concepts were not overly complicated or abstract. Restricting the survey length to 10 minutes was also an important consideration, ensuring the survey was appropriate for the digital native target audience.

A copy of the final questionnaire is included in Appendix C: Questionnaire. The priority indicators captured in the survey are outlined in the questionnaire below each corresponding question.

1.3.1.1 Scale logic

Within the survey, we used different ratings scales for different types of questions.

An 11-point scale is particularly useful for ratings questions where it is beneficial to have a greater degree of sensitivity and variability within responses than is achieved in a 5-point or 7-point rating scale.

5-point and 7-point scales were used for some questions, as they reduce burden on respondents. They are appropriate when there is typically variation found across response options and provide enough detail to determine levels of variability within a sample.

In addition to the size of the scale, the type of data generated was also a key consideration. Numerical scales allowed for the calculation of mean scores and standard errors providing greater insight than could be deduced from categorical scales.

1.3.1.2 Cognitive testing

A body of cognitive testing was conducted with NSW Coastal Residents aged 14–17. Seven cognitive interviews were undertaken across one phase of testing.

Interviews were conducted with NSW Coastal Residents aged 14–17 years in order to investigate how they interpreted and responded to the draft versions of the questionnaire. All participants were recruited through informal networks and participating with their parents' written consent.

Participant selection ensured a mix of age groups and genders were represented. The demographic distribution is presented in Table 1 below.

Table 1. Cognitive testing sample distribution

Sample type		**Number of interviews**
Gender	Male or man	3
	Female or woman	4
Age	14	3
	15	1
	16	2
	17	1
Total		**n = 7**

These interviews took place between Wednesday 9 June and Saturday 12 June 2021 and were delivered over videoconferencing and were 30 minutes in length. Participants received a $30 EFTPOS card each to thank them for their time. The aim of cognitive testing was to ensure:

- questionnaire validity (i.e., that questions were understood, consistently interpreted and measured what they were intended to measure)
- the questionnaire flowed in a logical order
- individual questions were relevant and no crucial question areas were missing.

As programming of the survey was scheduled to begin following cognitive testing, it was not possible to simulate a self-completion online survey during the interviews. Instead, participants received their own copy of the questionnaire to refer to and read from during the interview, to replicate the self-completion nature of the study design. The questionnaire was sent at the time of interview via email by an Ipsos project team member.

During the interviews, NSW Coastal Residents aged 14–17 years were asked to read the questions out loud and talk the interviewer through their thought process when interpreting and answering each question. The interviews were conducted in a 'stop start' manner, allowing time for the interviewer to probe for more insight around question interpretation or any non-verbal cues such as facial expression or hesitation observed during the interview.

Following the completion of the cognitive interviews, Ipsos finalised the questionnaire with input from DPI.

1.3.2 Sampling approach

Recruitment of NSW Coastal Residents aged 14–17 years for the online survey was conducted through social media, in order to best engage the target audience. Fieldwork was undertaken in partnership with a specialist digital marketing agency called Social Status, who distributed the survey link to the target audience via social media platforms (Facebook and Instagram). While Facebook is less popular than other platforms among the target audience, a combined approach (Facebook and Instagram) was recommended in order to maximise participation. Other platforms such as Snapchat and TikTok were not recommended due to the lack of similarity between the survey and other content on these platforms.

The screening questions contained within the survey ensured that only individuals within the target audience were able to complete the survey. The survey link created by Ipsos was embedded within social media posts that were designed to attract the attention of the target audience with tailored images and text that was created in consultation with, and approved, by DPI-Fisheries. Quotas were not applied during sampling due to the low incidence of the target population within the total population, and this brought a subsequent challenge to obtaining a robust sample size. The unweighted sample profile (outlined in Table 2) is not, therefore, a close representation of the population. In order to improve the representativeness of the sample for analysis, weights were applied on gender, age and location, based on the Australian Bureau of Statistics (ABS) 2016 census data (discussed in detail below).

For more detail on the implementation of the survey please see Section 1.3.3 Survey implementation.

To qualify for the Coastal Residents Youth survey a Coastal Resident had to:

- be between 14 – 17 years of age
- reside in one of the NSW Coastal postcodes (refer to Appendix D: Resident Postcodes)
- live within 5 kilometres of the coast.

Location subgroup

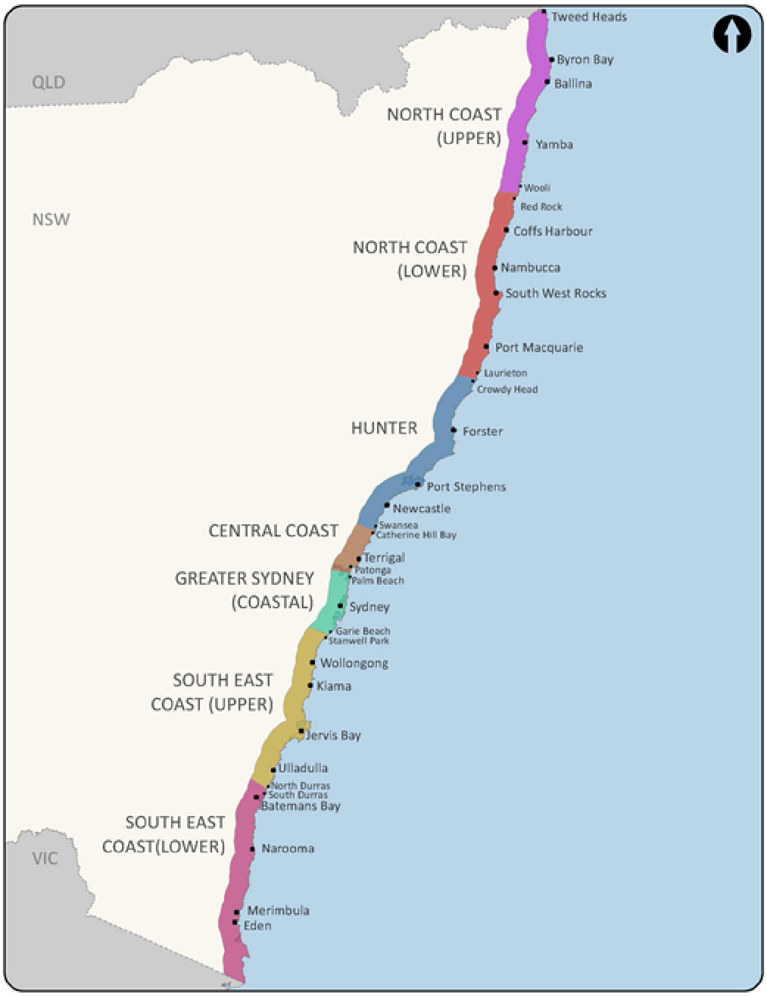
The sample frame was structured into 7 broad geographic areas.

The location subgroup represents the 7 coastal regions as defined by DPI for the purpose of this study:

- North Coast (upper)
- North Coast (lower)
- Hunter
- Central Coast
- Greater Sydney (coastal)
- South East Coast (upper)
- South East Coast (lower).

A map of the 7 coastal regions can be seen in Figure 1.

Figure 1. The 7 coastal regions of NSW


QLD
NSW
VIC
NORTH COAST (UPPER)
NORTH COAST (LOWER)
HUNTER
CENTRAL COAST
GREATER SYDNEY (COASTAL)
SOUTH EAST COAST (UPPER)
SOUTH EAST COAST(LOWER)
Tweed Heads
Byron Bay
Ballina
Yamba
Wooli
Red Rock
Coffs Harbour
Nambucca
South West Rocks
Port Macquarie
Laurieton
Crowdy Head
Forster
Port Stephens
Newcastle
Swansea
Catherine Hill Bay
Terrigal
Patonga
Palm Beach
Sydney
Garie Beach
Stanwell Park
Wollongong
Kiama
Jervis Bay
Ulladulla
North Durras
South Durras
Batemans Bay
Narooma
Merimbula
Eden

Coastal Residents aged 14–17 were allocated to one of the 7 coastal regions based on their postcode of residency, which they provided in the survey. This postcode was then used to identify the coastal region in which each Coastal Resident aged 14–17 lived, based on ABS postcode concordance tables. A list of Coastal Resident postcodes is available in Appendix D: Resident postcodes.

1.3.3 Survey implementation

1.3.3.1 Survey programming and testing

Following approval of the final questionnaire, the survey was programmed by the Ipsos data processing team. The survey was tested to ensure all skip instructions, screening questions and question wording had been implemented correctly. The survey was also tested across both PC and mobile devices to ensure the survey layout was able to be viewed correctly on both large and small screens. The survey programming link was shared with DPI to obtain final approval. The final survey link was then shared with Social Status for their dispersion across social media platforms. Individuals were invited to participate using an open survey link.

1.3.3.2 Social media recruitment

In order to engage the target audience, a number of posts including a range of images and corresponding text that related to the subject matter of the survey were designed by Social Status. Once designed and approved by DPI-Fisheries, these posts were published on Facebook and Instagram. The performance of each post was tested, and the highest performing posts remained active on social media while lower performing posts were removed to maximise the advertising budget. Examples of the posts are available in Appendix E: Social media advertising.

In order to generate a higher level of interest in the survey, a prize draw of five $100 EFTPOS cards was conducted, whereby the winners were randomly selected once the survey was closed.

1.3.3.3 Fieldwork pilot phase and full launch

Fieldwork commenced with a pilot phase whereby the survey is launched but responses are capped to no more than 10% of the total sample size. Following achievement of an adequate pilot sample, fieldwork was paused to facilitate thorough checks of the survey data to ensure the programming was working as expected, for example that no individuals who did not meet selection criteria were able to complete the survey. Following completion of all data checks, DPI were informed of the outcome of the pilot phase and approved the survey for a full launch.

The final incidence rate (the percentage of persons eligible to participate in the survey – this is calculated by the total number of persons eligible to participate in the survey divided by the number of persons who were screened to participate (i.e., both those who qualified and did not qualify)) was 12% and the average survey completion time was 10 minutes.

1.3.3.4 Data quality checks

Following completion of the target sample size for the Youth survey, fieldwork was paused to allow Ipsos to conduct a second set of data checks on the full dataset. This included the identification and removal of any cases known as 'skimmers' that have completed the survey in a non-serious manner, such as rushing through questions (identified by an interview length of less than 5 minutes), or nonsense responses given at open-ended questions. Following removal of these skimmer cases, fieldwork was re-commenced in order to make up final numbers in addition to an extra number of completes to bolster the sample size, following the second identification and removal of skimmers.

1.3.4 Sample profile

Participants in this survey represent a sample of the total population of interest – this means we cannot be certain that the results of a question are exactly the same as if everybody within that population had taken part ('true values'). However, we can predict the variation between the results of a question and the true value by using the size of the sample on which results are based and the number of times a particular answer is given.

The target sample size for the 2021 Youth survey was n = 800. The final sample size was n = 854.

Table 2 below provides the unweighted sample sizes and effective sample sizes after weighting, in addition to the unweighted and weighted sample proportions.

The effective sample sizes have been shown in order to provide a measure of the statistical survey's precision after weights are applied. For example, the effective sample size of n = 619 for the total sample indicates the total sample has the same statistical power as an unweighted sample of this size.

1.3.4.1 Preparation of final dataset

A final datafile was prepared by the Ipsos data processing team, which involved a second data checking process followed by a thorough data cleaning process, including checks such as ensuring question and response option wording was identical to wording in the questionnaire. Following coding of the open-ended questions, the coded data was added to the final dataset and weighting was applied. Please see further detail of these processes in Section 1.3.4.2 Weighting and Section 1.3.7 Coding of open-ended questions and 'other (specify)' options.

Table 2. Sample profile (weighted and unweighted)

Sample type		Count		Proportion	
		Unweighted	Effective sample size	Unweighted	Weighted
Total		**854**	**619**	**100%**	**100%**
Gender	Male	241	210	28%	49%
	Female	591	438	69%	48%
	Other	15	12	2%	2%
	Prefer not to say	7	6	1%	1%
Age	14 years	144	99	17%	17%
	15 years	159	103	19%	19%
	16 years	258	178	30%	30%
	17 years	293	201	34%	35%
NSW Coastal Region	North Coast (Upper)	73	55	9%	8%
	North Coast (Lower)	68	51	8%	7%
	Hunter	198	156	23%	14%
	Central Coast	115	91	13%	9%
	Greater Sydney (coastal)	235	213	28%	50%
	South Coast (Upper)	133	103	16%	9%
	South Coast (Lower)	32	25	4%	2%

1.3.4.2 Weighting

The final sample data was weighted prior to analysis to reflect the demographic profile (i.e., age, gender and coastal regions) of the population of interest (NSW Coastal Residents aged 14–17 years, as defined by this research). This ensured the results yielded from analysis were more closely representative of the population of NSW Coastal Residents aged 14–17 years. With weighting applied the effective sample size was n = 619 (margin of error ± 3.94).

Due to small sample sizes present within some less populated Coastal regions, the following subgroups were combined for the purposes of weighting:

- North Coast (Upper) and North Coast (Lower)
- Hunter and Central Coast
- South East Coast (Upper) and South East Coast (Lower).
- 14–15 years
- 16–17 years.

1.3.5 Interpreting the data

1.3.5.1 Subgroups of interest

The sample size of n = 854 (effective n = 619) for NSW Coastal Residents aged 14–17 years enabled subgroup reporting for the following groups. The 4 age subgroups are consolidated into 2 in order to increase sample size, while each of the 7 coastal regions were reported separately to allow comparison with the NSW Coastal Residents and NSW Coastal Visitors survey findings.

- Coastal regions:
  - North Coast (upper)
  - North Coast (lower)
  - Hunter
  - Central Coast
  - Greater Sydney (coastal)
  - South East Coast (upper)
  - South East Coast (lower).
- Age:
  - 14–15 years
  - 16–17 years.
- CALD status:
  - CALD
  - non-CALD.

1.3.5.2 Confidence intervals

As discussed in Section 1.3.4, we can predict the variation between the results of a question and the true value by using the size of the sample on which results are based and the number of times a particular answer is given.

The confidence with which we make this prediction is 95% – that is, the chances are 95 in 100 that the true value will fall within a specified range (the '95% confidence interval'). The estimated margin of error for this survey is ±3.94%. For example, if 50% of Coastal Residents aged 14–17 years surveyed indicated that they agree it is important to maintain the abundance and diversity of marine life in the marine estate, there is a 95% likelihood that the true value (which would have been obtained if the whole population had been surveyed) will fall within the range of ±3.94 (i.e. that between 46.06% and 53.94% of all Coastal Residents aged 14–17 years think it is important).

It should be noted that these estimates are based on the assumption that the surveyed population has no substantial differences to the population at large. We sought to minimise the differences between the survey population and the broader population by having the surveyed sample mirror the demographics of the population through weighting so that any differences are minimised.

1.3.6 Interpretation of numerical scales

Within the report, questions with numerical 11-point scales are presented in bar charts broken into discrete categories to aid in visualisation of the data, with mean scores and standard errors also provided. The mean scores are the sum of all values divided by the total number of values in a given set (e.g., for a given questions). The standard error measures how much discrepancy there is likely to be in a sample's mean compared with the actual populations mean.

The anchoring points in each scale (0, 5 and 10) are presented as individual categories with the points in between broken into categories containing 2 numerical values on the scale (e.g., 1–2 and 3–4). The size of each category allows for a more detailed examination of variation within these particular measures.

1.3.7 Coding of open-ended questions and 'other (specify)' options

Open-ended questions have been analysed via coding. The process of coding involves sorting typed verbatim responses into thematic categories appropriate to the question in order to present them in the same format as other non-open-ended questions (i.e., as a chart). A similar approach was taken for questions with an open-ended option for 'other' responses, where respondents specified what their 'other response' was. These 'other' verbatims were either sorted into one of the existing response options (if applicable) or were sorted into new response options. Remaining 'other' responses that were not able to be categorised in either of these ways form the 'other' response option.

75% of the verbatims for open-ended questions and 'other specify' response options were coded.

1.3.8 Usage and treatment of verbatim quotes

Analysis of open-ended questions has also been supported by the usage of a selection of verbatim quotes. Verbatim text has not been edited, with the exception of missing words or letters which have been indicated by the use of parentheses.

1.3.9 Statistical analyses

Significance testing was not undertaken for this survey data due to the limitations of the low incidence target population and subsequent non-quota approach to sampling. This decision was also made to mitigate the potential biases in the social media sampling process used for this audience.

This approach was also taken in order to maintain consistency with the reporting approach taken for the adult NSW Coastal Residents survey. In the adult Residents report, only instances where statistically significant differences were detected were mentioned. Therefore, no commentary on differences has been provided in this report.

All subgroup data from the Youth survey has been made available in this report within charts or tables to ensure this detail is still able to be accessed by the reader alongside the data at the total level. These findings are available in Appendix B: Subgroup findings.

1.3.10 Charting conventions

Base statements for each chart present the question text and sample size only, unless question-specific notes are deemed relevant, in which case they are clearly indicated within the base statement. A number of standard conventions were applied to the charts in this report, which are listed below for reference:

- where 'don't know' or 'not applicable' response options were included in questions with a scale, this data was removed prior to analysis and charting to allow accurate calculation of mean scores
- findings under 3% were not shown in stacked bar charts in order to de-clutter the chart for ease of reference
- bar charts are sorted in descending order, with the exception of 'don't know', 'none' and 'other' response options which are always found at the bottom of the chart
- stacked bar charts without mean scores showing only statewide data are sorted in descending order of the NET figures on the right-hand side of the chart
- stacked bar charts showing statewide, regional and subgroup data are sorted in this order
- stacked bar charts with mean scores showing only statewide data are sorted in descending order of the mean scores on the right-hand side of the chart
- where a question had multiple response options, the chart and corresponding table (if applicable), present the data from the 10 response options with the highest frequency of response, in addition to 'don't know', 'none' and/or 'other' response options. Use of this convention is indicated in the base statement
- regional findings are presented from North to South (i.e. North Coast (Upper) region – South East (Lower) region).

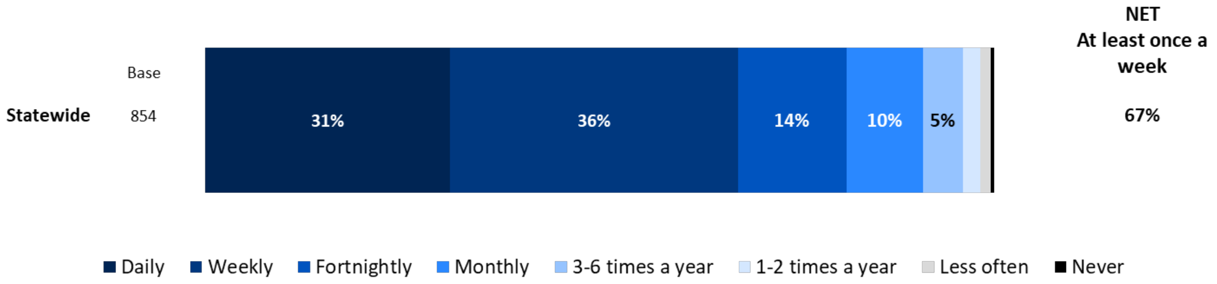
2 Findings

2.1 Community use of the NSW marine estate

2.1.1 Frequency of visitation

Youth were asked how often they visit the coast in their local area (Figure 2). Two in 3 (67%) visited their local coastal area at least once a week, while around one in 3 (31%) visited their local coastal area daily. Only a minority visited fortnightly (14%) and monthly (10%), and fewer visited less frequently or never (9%).

Figure 2. Frequency of visitation of the NSW coast by locals at a statewide level



Base: Total Youth n = 854
Q1. How often do you visit the coast near where you live?

2.1.2 Activities undertaken on the NSW coast

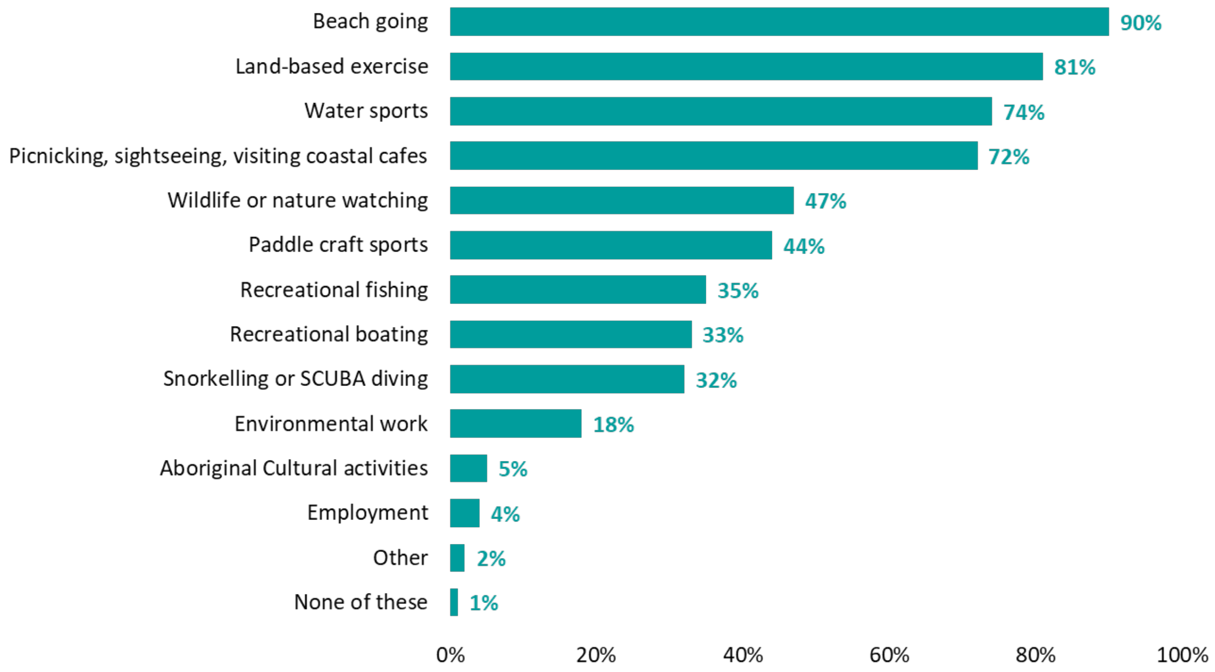
Youth were asked about their participation in a range of coastal, recreational, cultural and employment activities in their local area in the past 12 months (Figure 3).

The 3 most popular activities undertaken by Youth were:

- beach going (e.g., going in the water and sun-bathing) (90%)
- land-based exercises (e.g., walking, jogging, yoga, and bike riding) (81%)
- water sports (e.g., swimming, surfing, and body boarding) (74%).

The least common activities undertaken by Youth in their local area were Aboriginal Cultural activities (5%) and employment (4%).

Figure 3. Activities undertaken by Youth on the NSW coast in the past 12 months at a statewide level



Base: Total Youth n = 854
Q2. Which, if any, of the following activities have you done in the past 12 months in your local coastal area?

2.2 Importance of the NSW marine estate for community quality of life

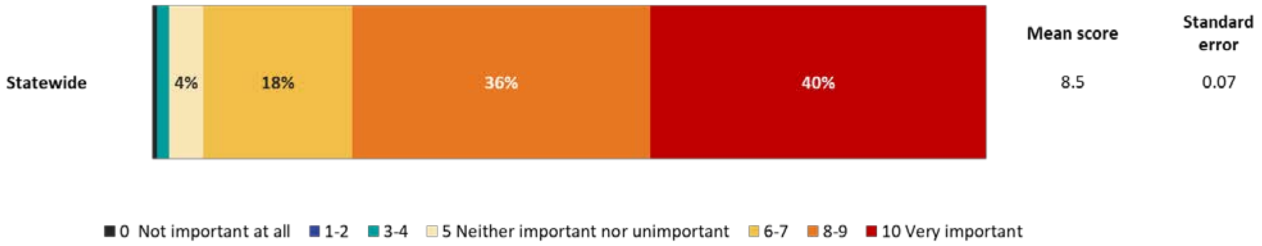
2.2.1 Contribution of the NSW marine estate to quality of life

Quality of life

Youth were asked how important the NSW coast is in contributing to their quality of life on a scale of 0 (not important at all) to 10 (very important).

At a statewide level, the mean score of perceived importance was high at 8.5, with 2 in 5 (40%) indicating it is ‘very important’ in contributing to their quality of life (i.e., a score of 10) (Figure 4).

Figure 4. Contribution of the NSW coast to Youth's quality of life at a statewide level



Base: Total Youth n = 854
Q7. How important is the NSW coast in contributing to your quality of life?

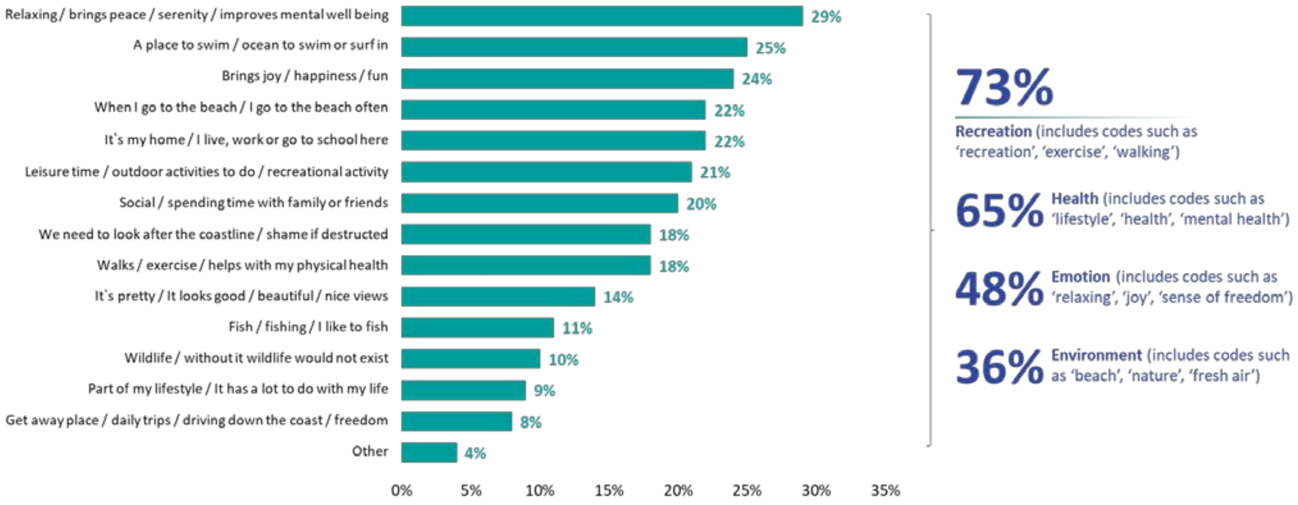
How the NSW coast contributes to Youth's quality of life

Youth were then asked to elaborate on how the NSW coast contributes to their quality of life. At a statewide level, the most frequently mentioned contributing factors were directly related to recreation (73%), including 'leisure time', 'spending time with family or friends' and a 'get away place' (Figure 5). The 3 most common contributing factors are:

- relaxing/brings peace/serenity/improves mental wellbeing (29%)
- a place to swim/ocean to swim or surf in (25%)
- brings joy/happiness/fun (24%).

Youth also rated the NSW coast's contribution to their health (65%) and emotions (48%) highly.

Figure 5. How the NSW coast contributes to Youth's quality of life at a statewide level



Base: Youth who provided a response n = 747
Q8. Please explain how the NSW coast contributes to your quality of life.

The following quotes describe how the NSW coast contributes to quality of life of Youth in more detail:

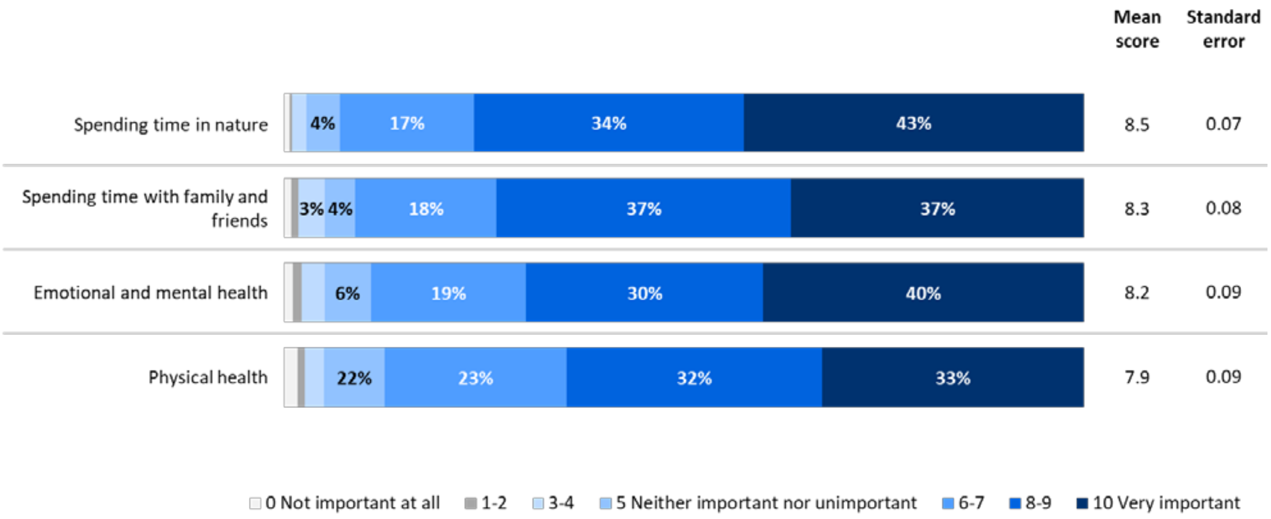
> *"I'm a young Indigenous Australian who loves to spearfish and fish so the coast and land provide a lot of my meals, the coast also provides spiritual connection, leisure and sport."*
>
> *"It's a place where I feel connected, it makes me feel a sense of belonging. The beach and coast have always been a part of my life since I was born. I always go for bush walks and watch the sunsets, I swim and surf and it's always been a relaxing and fun time for me. It's home."*
>
> *"(The) NSW coast contributes to my life as I go to relax away from the distractions such as school and work. My friend and I often go to the beach to swim, watch sunrise and look at the marine life. It makes up a part of who I am and I could not live without the beach/coast."*
>
> *"I live there, spend time on the coast and value it. I enjoy nature and find it calming. It also creates communities that we all live in as well as brings in tourism and business that give my parents work and a job."*
>
> *"The NSW coast provides a gateway for me to participate in activities that I love including surfing, swimming and just enjoying the view! The beach and coastal areas are involved in my everyday life, and as a Year 12 student undergoing the HSC it really provides a sense of beauty and escapism from the books."*
>
> *"It's my happy place, when I had nowhere to go the beaches were where I stayed. I'm also an indigenous person and my tribe comes from the coast so it's a major part of my cultural identity as well."*

2.2.2 Contribution of the NSW marine estate to personal health

Youth were asked about their perceptions of the NSW marine estate's contribution to 4 key areas relating to their personal health (Figure 6) on a scale of 0 (not important at all) to 10 (very important).

The NSW coast was seen by many Youth as being an important contributor to all elements of their personal health (mean score of 7.9 or higher for all elements). The NSW coast's contribution to spending time in nature was rated as the most important aspect (8.5). The least important aspect was the coast's contribution to physical health (7.9).

Figure 6. Contribution of the NSW coast to Youth's personal health at a statewide level



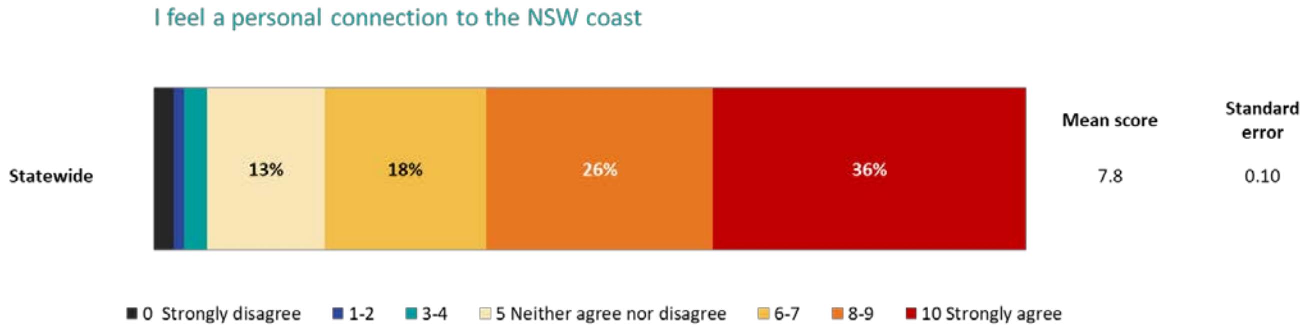
Base: Total Youth n = 854
Q9. How important is the NSW coast in contributing to the following aspects of your life?

2.3 Community connections to the NSW marine estate

Youth were asked to rate their agreement on a series of statements describing their connection to the NSW coast (Figure 7) on a scale from 0 (Strongly Disagree) to 10 (Strongly Agree).

At a statewide level, Youth agreed that they feel a 'personal connection to the NSW coast', with a mean score of 7.8. More than one in 3 (36%) indicated that they strongly agree (i.e., a score of 10).

Figure 7. Community connections to the NSW coast at a statewide level



Base: Total Youth n = 854
Q10. How much do you agree with … Statement 'I feel a personal connection to the NSW coast'.

2.4 Community awareness of benefits and threats to the marine estate

2.4.1 Benefits

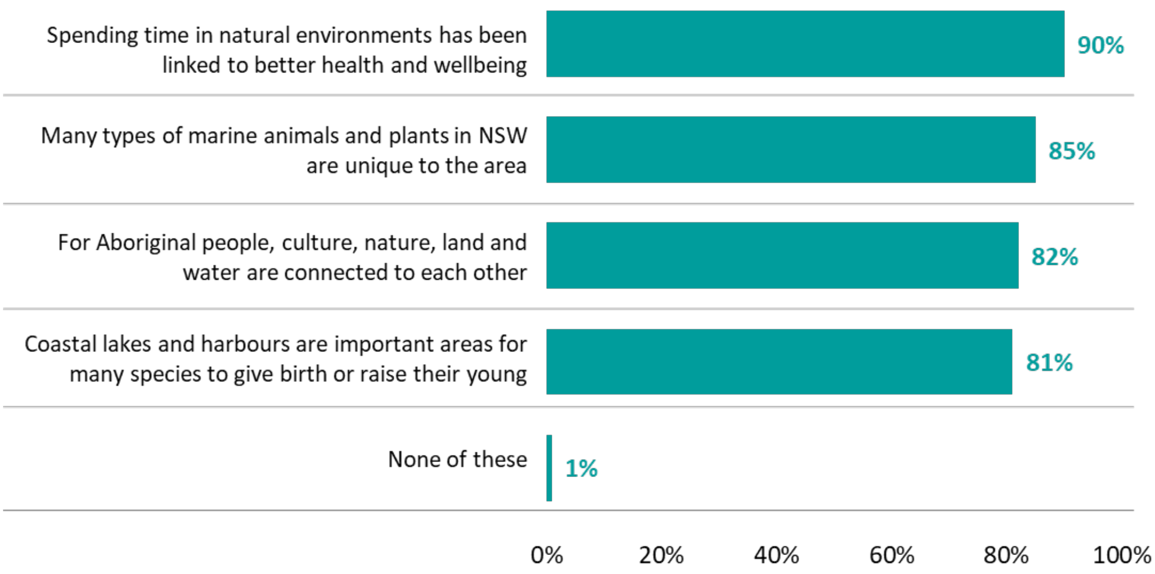
Youth were asked about their awareness of a range of social, cultural, and environmental benefits of the NSW marine estate (Figure 8).

At a statewide level, the benefits associated with the NSW coast presented in the survey were known to a large majority of Youth (81% to 90% were aware).

Considering the benefits that Youth are aware of, ‘spending time in natural environments has been linked to better health and wellbeing’ was the most widely known (90%).

The environmental benefit that ‘coastal lakes and harbours are important areas for many species to give birth or raise their young’ was the least widely known (81%).

Figure 8. Community awareness of benefits associated with the NSW coast at a statewide level



Base: Total Youth n = 854
Q15. Which of the following benefits of the NSW coast are you aware of?

2.4.2 Threats

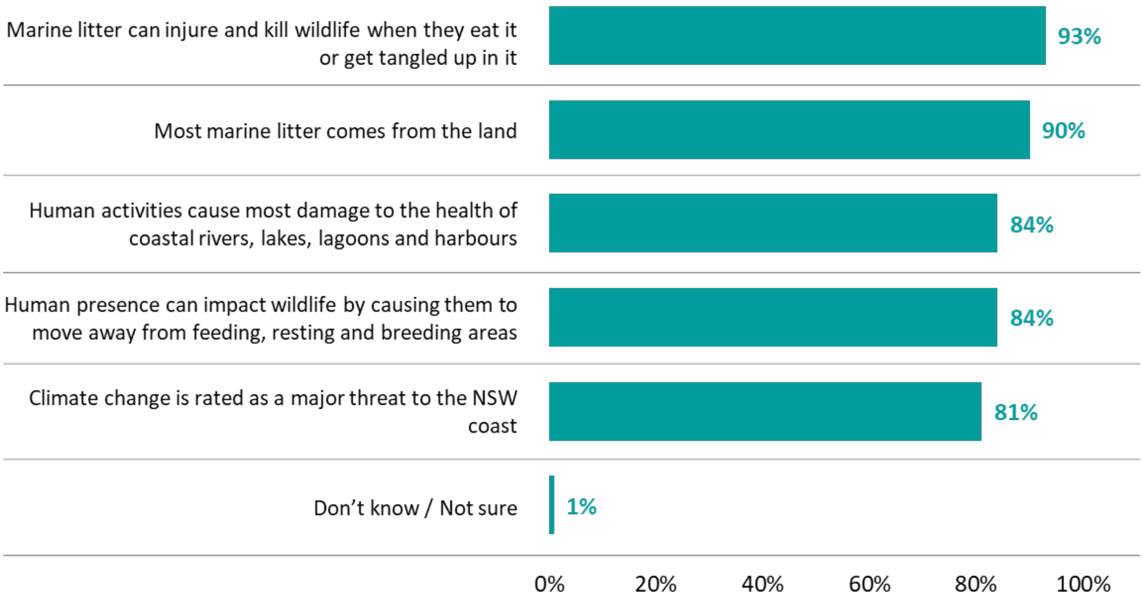
Youth were also asked about their awareness of a range of threats to the marine estate (Figure 9).

At a statewide level, the threats associated with the NSW coast presented in the survey were again known to a large majority of Youth (81% to 93% aware).

Considering the threats that Youth are aware of 'marine litter can injure and kill wildlife when they eat it or get tangled up in it' was the most widely known (93%).

'Climate change is rated as a major threat to the NSW coast' was the least widely known threat (81%).

Figure 9. Community awareness of threats associated with the NSW coast at a statewide level



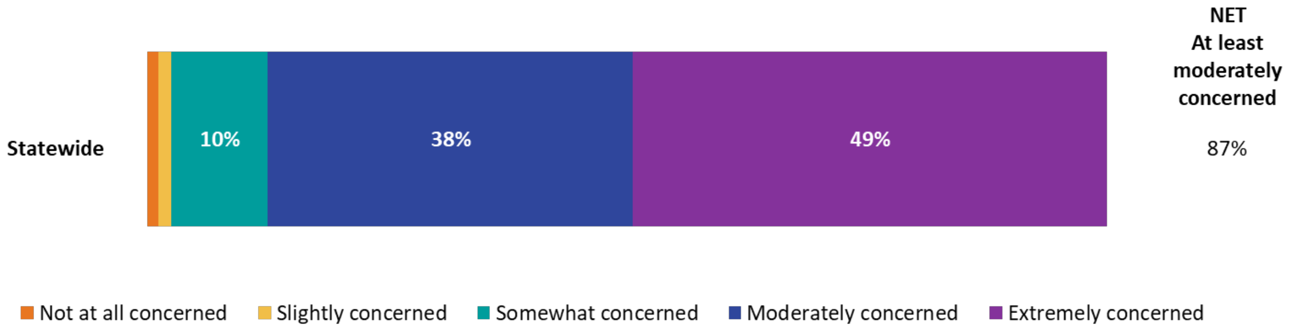
Base: Total Youth n = 854
Q16. Which of the following threats associated with the NSW coast are you aware of?

2.5 Community perceptions of environmental health

2.5.1 Concern about environmental problems

Youth were asked about their level of concern about environmental problems that impact the way they use and value the NSW coast. At a statewide level, the majority of Youth were 'at least moderately concerned' (87%) about the environmental problems that impact the way they use the NSW coast, and nearly half (49%) were 'extremely concerned' about these problems (Figure 10).

Figure 10. Concern about environmental problems at a statewide level



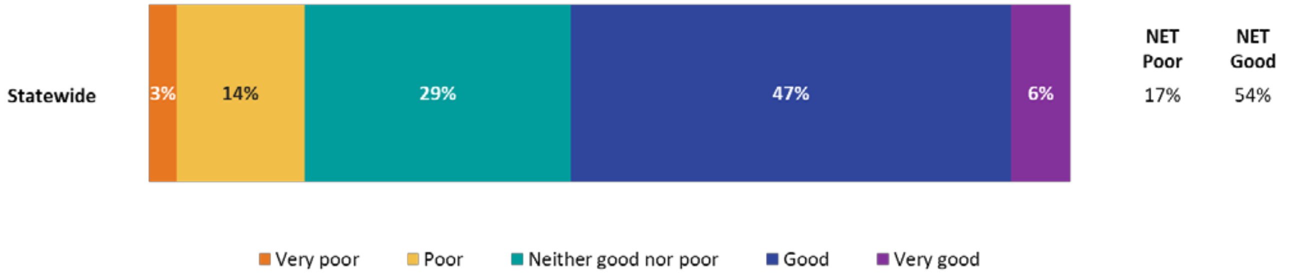
Base: Total Youth n = 854
Q5. How concerned are you about environmental problems that impact the way you use the NSW coast (e.g. climate change, pollution, habitat loss, marine litter)?

2.5.2 Perceptions of current health of the NSW coast

Youth were asked to rate the current health of the natural coastal environment in their local area including aspects such as the cleanliness of beaches, water quality, and coastal habitats and wildlife (Figure 11).

At a statewide level, around one in 2 (53%) Youth rated the current health of their local environment on the NSW coast as 'good' or 'very good', while nearly one in 5 (17%) rated it as 'poor' or 'very poor'.

Figure 11. Rating of the current health of the natural coastal environment on the NSW coast at a statewide level

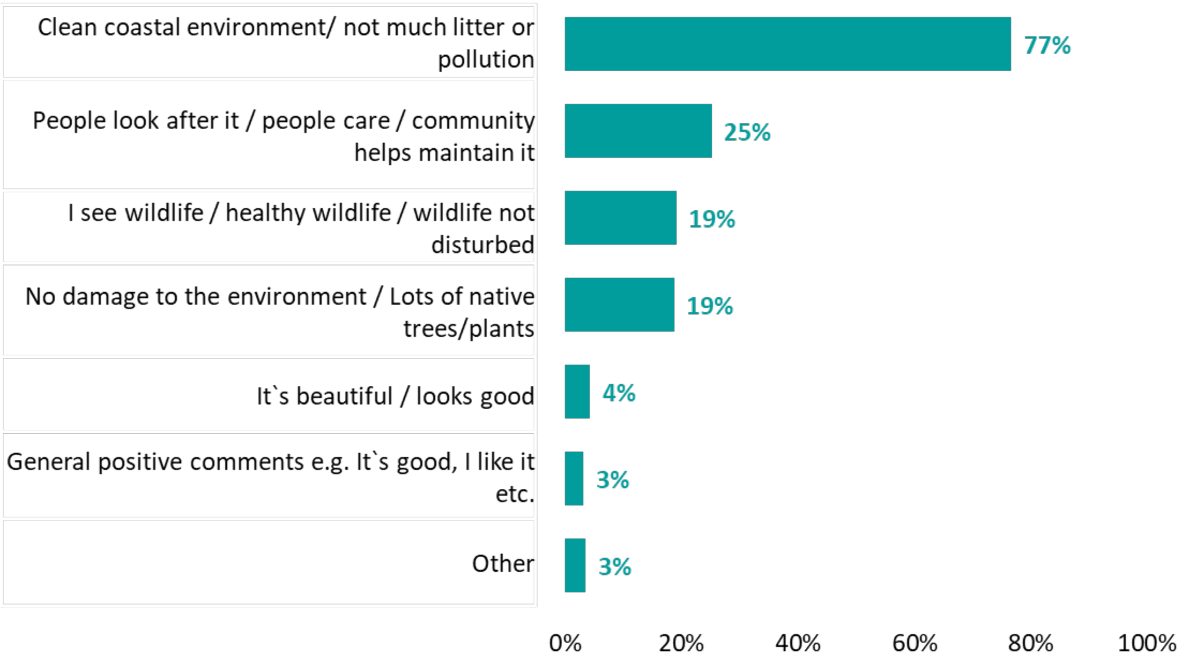


Base: Total Youth n = 854
Q11. How would you rate the current health of the natural coastal environment in your local area?
Note: Don't know results are excluded.

2.5.2.1 Reasons for positive rating of current health of the natural coastal environment

Youth were asked to explain their reasoning behind their rating of the health of the natural coastal environment in their local area. Figure 12 presents the reasons for positive ratings (defined as a rating of 'good' or 'very good'). 77% indicated that they gave a positive rating because the NSW coast in their local area was clean and litter-free. The next most common reasons were because the community helps maintain it (25%), wildlife are not disturbed (19%), and that there is no damage to the environment (19%).

Figure 12. Reasons for positive rating of the current health of the natural environment on the NSW coast at a statewide level



Base: Those who rated the current health of the NSW coast as either ‘Good’ or ‘Very good’ n = 433
Q12. Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q11>.

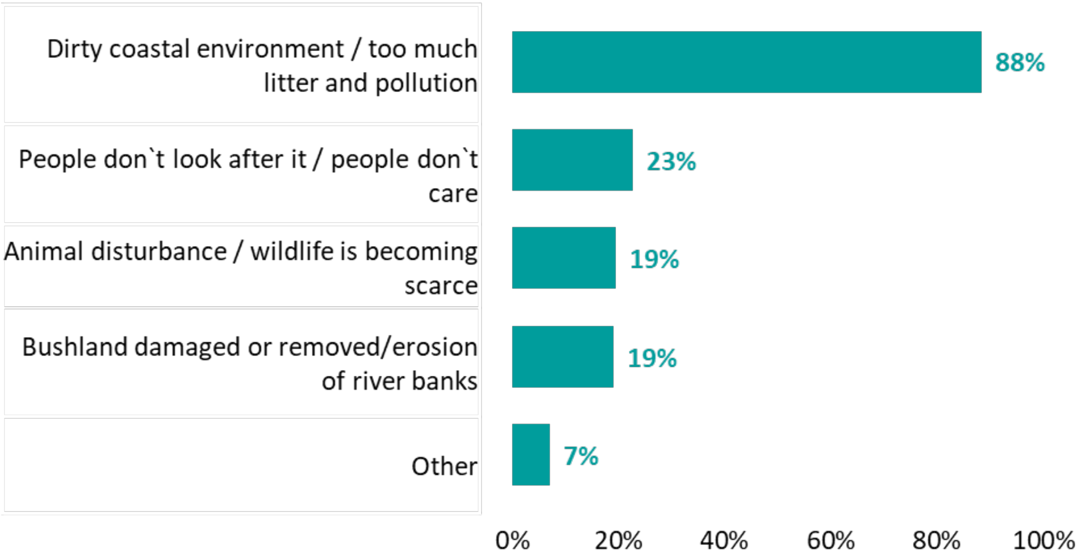
The following quotes describe positive ratings of the NSW coast by Youth in more detail:

> *“There is barely any litter around my area and very little disruption to the natural environment many people enjoy the beach as I do and want and expect it to be kept as safe and clean as possible.”*
>
> *“Pollution is a huge problem which I believe where I live is handled considerably well through community bins and amenities such as return and earn bottle facilities. The government also play a vital role in the sustainability of my local environment.”*
>
> *“There is little rubbish, wildlife is respected and cared for and the people who use the space are also mindful of ensuring that the beach is appreciated and respected.”*
>
> *“I think the health of the natural coastal environment in my area is good because there is not much littering and the beaches are always clean.”*

2.5.2.2 Reasons for negative rating of current health of the natural coastal environment

Figure 13 presents the reasons for Youth’s negative ratings (defined as a rating of ‘poor’ or ‘very poor’) of the health of the natural coastal environment in their local area. 88% of Youth listed a ‘dirty coastal environment and too much litter and pollution’ as a reason for their negative rating. A further 23% gave negative ratings because people don’t look after or care for the coast while similar proportions gave a negative rating because of disturbance to wildlife and bushland damage or removal (both 19%).

Figure 13. Reasons for negative rating of the current health of the natural environment on the NSW coast at a statewide level



Base: Those who rated the current health of the NSW coast as either ‘Poor’ or ‘Very poor’ n = 150
Q12. Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q11>.

The following verbatim quotes describe Youth’s negative ratings in more detail:

> *“The waters are littered with plastic bottles and other rubbish. I haven't seen many fish or other marine life in the waters and there are no birds eating from the waters and banks as there usually would be in a healthier ecosystem. The greyish tinge of the water and turbidity Is high (often I cannot see the bottom of the shallow waters).”*

> *“I believe that the natural coastal environment in my local area is poor as I often come across litter in significant places such as national parks and local beaches, as well as the overpowering impact that the infrastructure industry is having on NSW's natural entity.”*

> *“With an influx of people visiting the coastal environment, (the coast) gets more wrecked as more people leave their rubbish behind or tread on the habitats of animals accustomed to living in or near marine environments.”*

> *“I believe that the health of the natural coastal environment in my local area is very poor as not only are the natural resources deteriorating due to humans but the natural environment is being entirely*

> *destroyed for the profit of humans. People are profiting off the destruction of natural environments by stripping the land of its resources and instead building man made structure(s) that further contribute to the destruction of the area."*

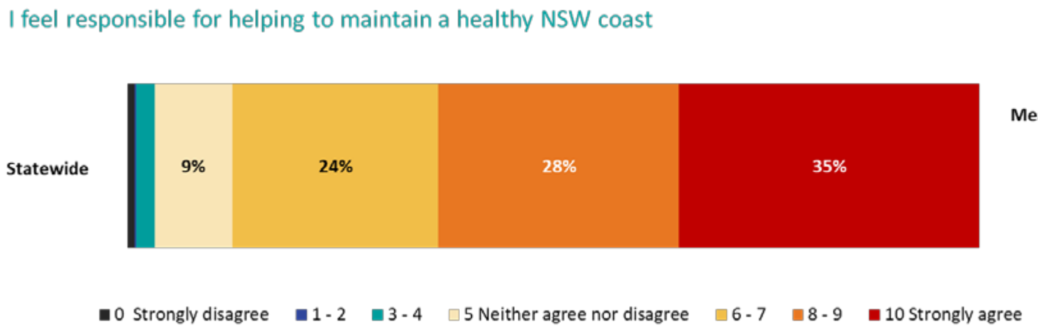
2.6 Community stewardship of the marine estate

2.6.1 Sense of responsibility towards maintaining a healthy coast

Youth were asked to rate their agreement with feeling 'responsible for helping to maintain a healthy NSW coast' on a scale from 0 'Strongly Disagree' to 10 'Strongly Agree' (Figure 14).

At a statewide level, there was a high level of agreement that they feel responsible for helping to maintain a healthy NSW coast with an average score of 8.1.

Figure 14. Sense of responsibility towards maintaining the health of the coast at a statewide level



Base: Total Youth n = 854
Q10. How much do you agree with … Statement 'I feel responsible for helping to maintain a healthy NSW coast'.

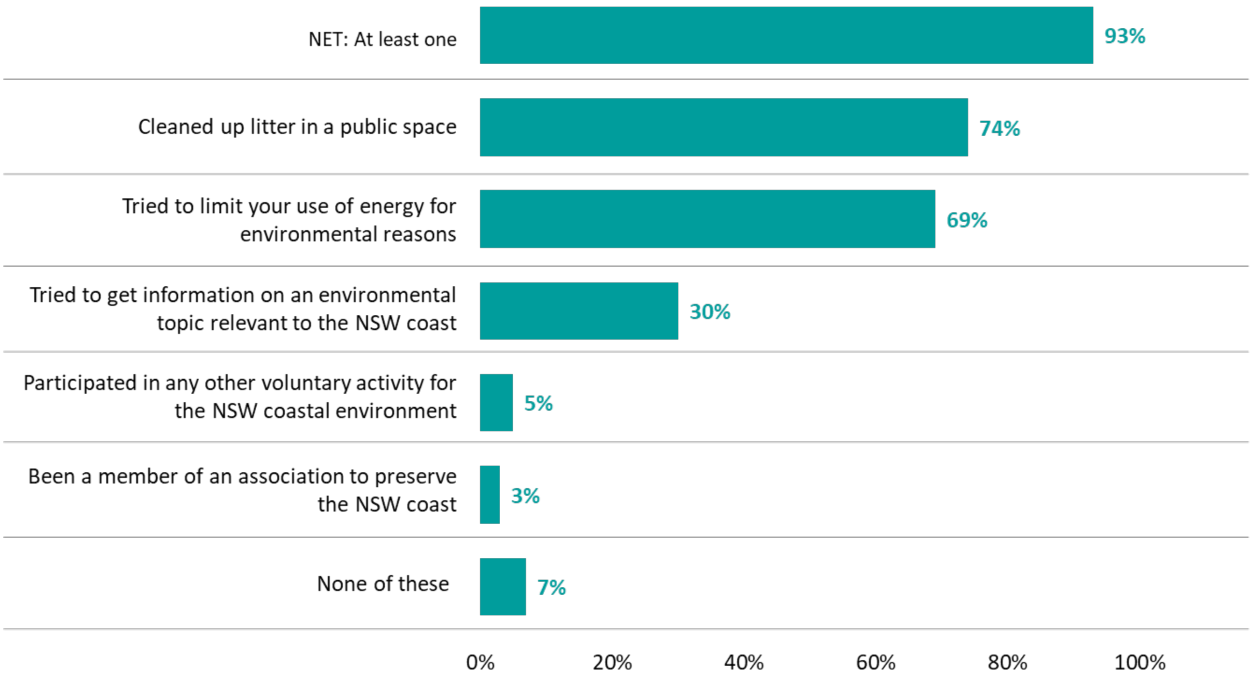
2.6.2 Participation in responsible behaviours that benefit the NSW marine estate

Youth were asked if they had participated in responsible behaviours that would benefit the NSW coast in the previous 12 months (Figure 15).

The vast majority of Youth (93%) reported undertaking at least one of the prompted responsible behaviours, which resonated strongly with their general concern about environmental problems at a local scale.

Of all the prompted responsible behaviours reported in the past 12 months, the most common were having cleaned up litter in a public place (74%), trying to limit energy use for environmental reasons (69%), and trying to get information on an environmental topic relevant to the NSW coast (30%).

Figure 15. Participation in marine estate stewardship activities at a statewide level



Base: Total Youth n = 854
Q3. Which, if any, of the following activities have you done in the past 12 months?

2.6.3 Participation in environmental best practices

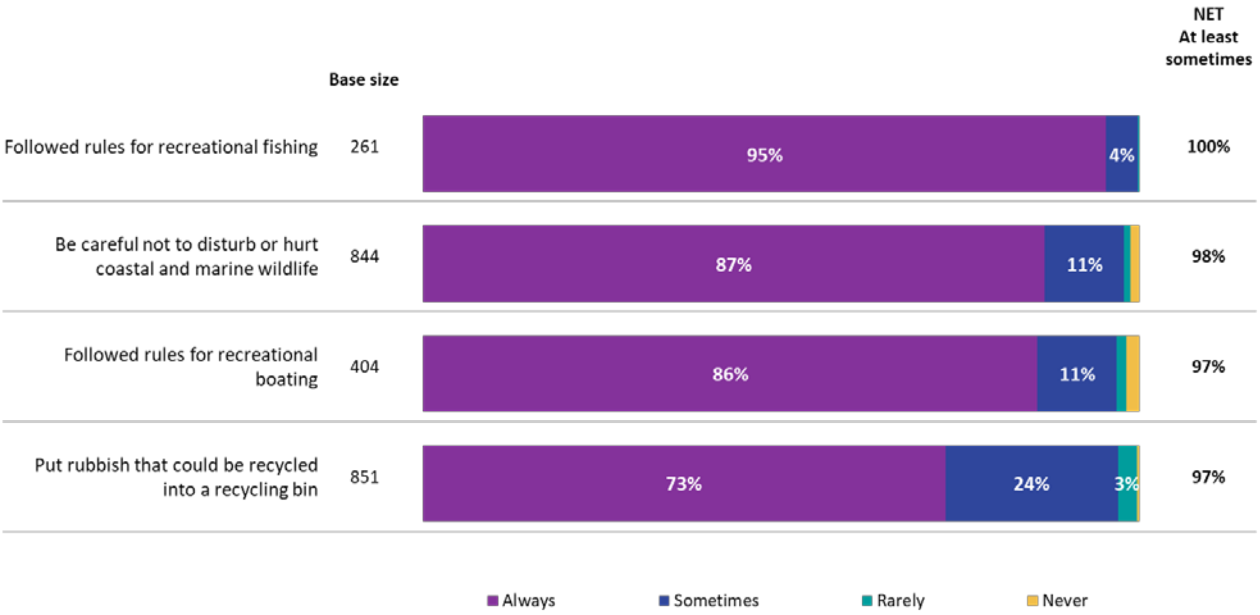
Youth were asked about their level of participation in environmental best practices in the previous 12 months (Figure 16).

At a statewide level, participation in each of the prompted best practices was high with at least 97% undertaking each behaviour at least some of the time. The vast majority of Youth who report that they have undertaken recreational fishing have ‘always’ ‘followed rules and guidelines for recreational fishing (e.g., bag and size limits, safety guidelines)’ (95%). 87% of Youth claimed they have ‘always’ been ‘careful not to disturb or hurt coastal and marine wildlife’.

The majority of Youth who report that they have undertaken recreational boating have ‘always’ ‘followed rules for recreational boating (e.g., anchoring restrictions, safety guidelines)’ (86%).

In contrast, less than 3 in 4 (73%) claim to have ‘always’ disposed of ‘rubbish that could be recycled into a recycling bin’.

Figure 16. Participation in environmental best practices at a statewide level



Base: Total Youth n = 854
Q4. Which of these have you done in the past 12 months?

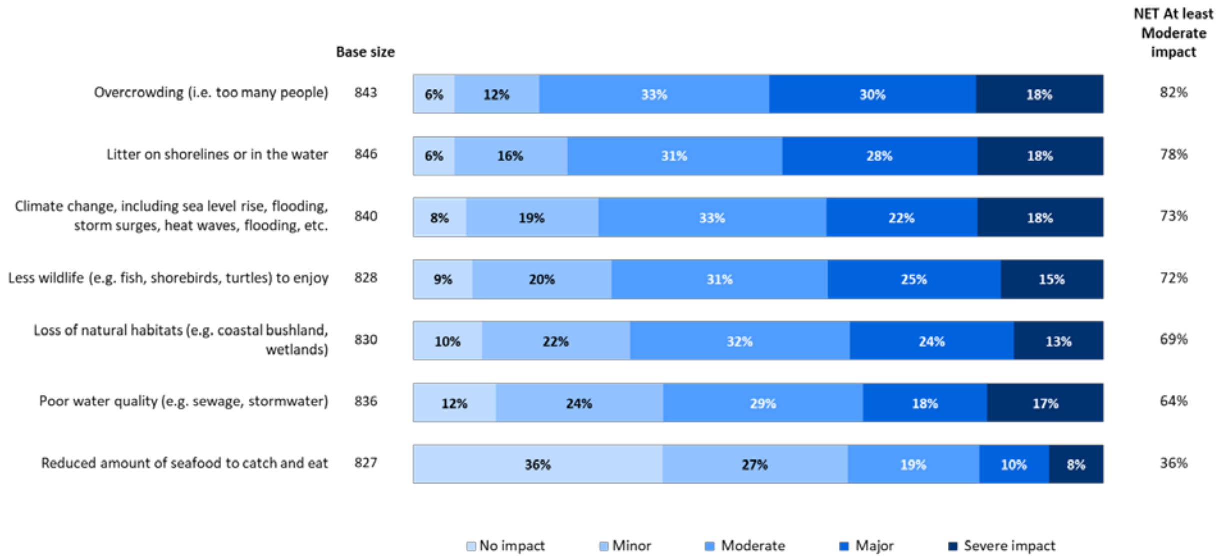
2.7 Impacts of key threats on community experience of the NSW marine estate

The purpose of this section is to assess the level of impact of the threats identified in the NSW marine estate Threat and Risk Assessment report to the community health, safety and use of the NSW coast. Youth reported the impact of the threats on a scale from ‘No impact’ to ‘Severe impact’. (Figure 17).

Youth were more likely to be impacted by the following impacts, with the majority reporting ‘at least a moderate impact’ (i.e., a moderate, major, or severe impact):

- overcrowding (82%)
- litter on shorelines or in the water (78%)
- climate change (73%)
- less wildlife to enjoy (72%).

Figure 17. Impacts of key threats on community experience of the NSW coast at a statewide level



Base: Total Youth n = 854
Q17. How much impact have the following aspects had on your personal experience of your local coastal area over the last year?

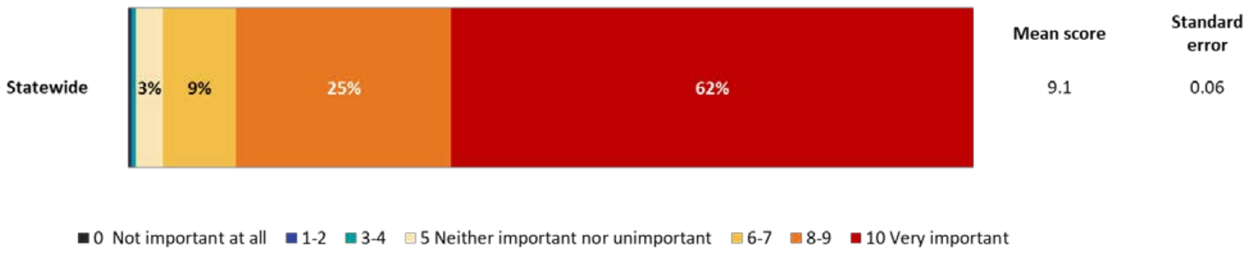
2.8 Importance of managing different aspects of the NSW marine estate

2.8.1 Importance of passing on a healthy NSW coast for the benefits of future generations

Youth were asked to rate the importance of passing on a healthy NSW coast for the benefits of future generations, on a scale from 0 'Not important at all' to 10 'Very important' (Figure 18).

At a statewide level, passing on a healthy NSW coast for the benefits of future generations was seen as important with a mean score of 9.1. Around 3 in 5 (62%) indicated this was 'very important' (i.e., a score of 10).

Figure 18. Perceived importance of passing on a healthy NSW coast to future generations at a statewide level



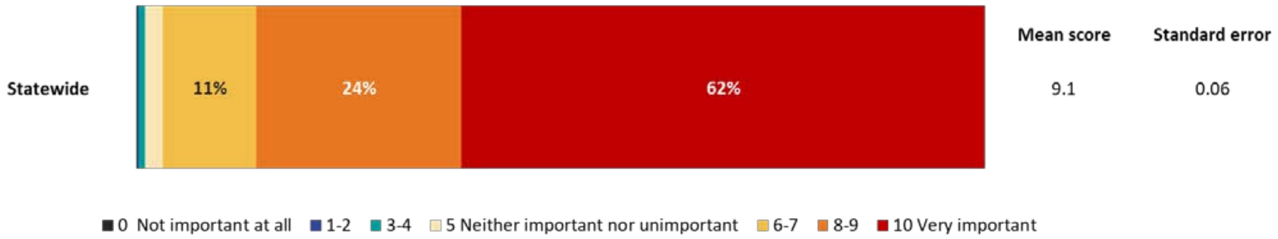
Base: Total Youth n = 854
Q13. How important is it to you to pass on a healthy NSW coast for the benefits of future generations?

2.8.2 Importance of protecting nature for its own sake

Youth were also asked to rate the importance of protecting nature for its own sake, on a scale from 0 'Not important at all' to 10 'Very important' (Figure 19).

At a statewide level, the majority of Youth felt that protecting nature for its own sake, even though it may never be used or seen by humans was important with a mean score of 9.1. Around 3 in 5 (62%) indicated this was 'very important' (i.e., a score of 10).

Figure 19. Perceived importance of protecting nature for its own sake at a statewide level



Base: Total Youth n = 854
Q14. How important is it to you to protect nature (for its own sake) even though it may never be used or seen by humans?

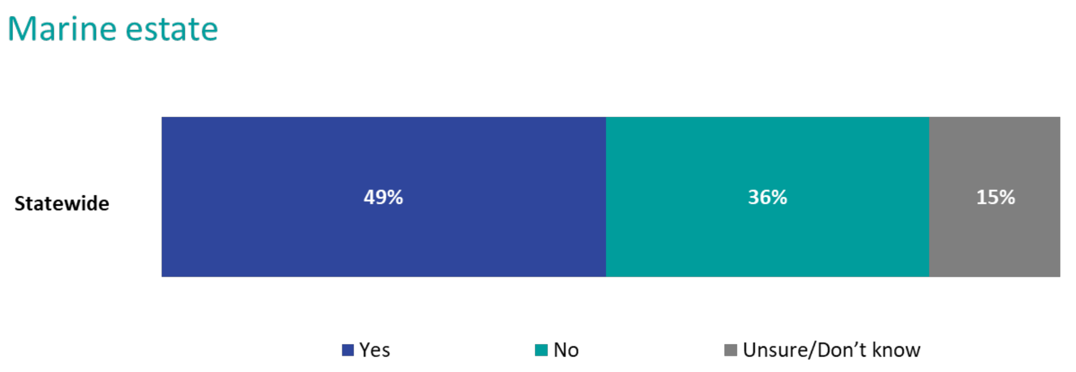
2.9 Awareness and perception of marine estate management

2.9.1 Awareness of key terminology

Marine estate

Youth were asked about their awareness of the term ‘marine estate’, a term used by the government that describes the coastal waters of NSW (Figure 20). 49% were aware of the term ‘marine estate’, and 36% were unaware.

Figure 20. Awareness of the term marine estate at a statewide level

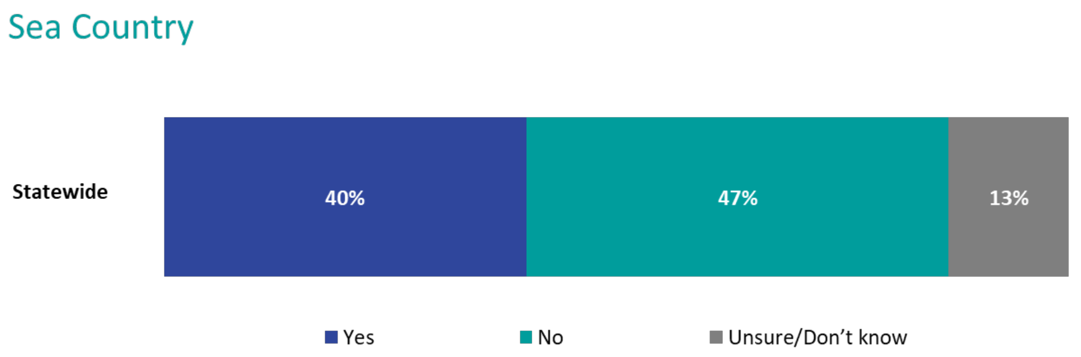


Base: Total Youth n = 854
Q6_01. Before today, had you heard of the following terms? ‘marine estate’?

Sea Country

Youth were also asked about their awareness of the term ‘Sea Country’ (Figure 21). Nearly half (47%) of Youth were unaware of the term, while 40% were aware.

Figure 21. Awareness of the term Sea Country at a statewide level

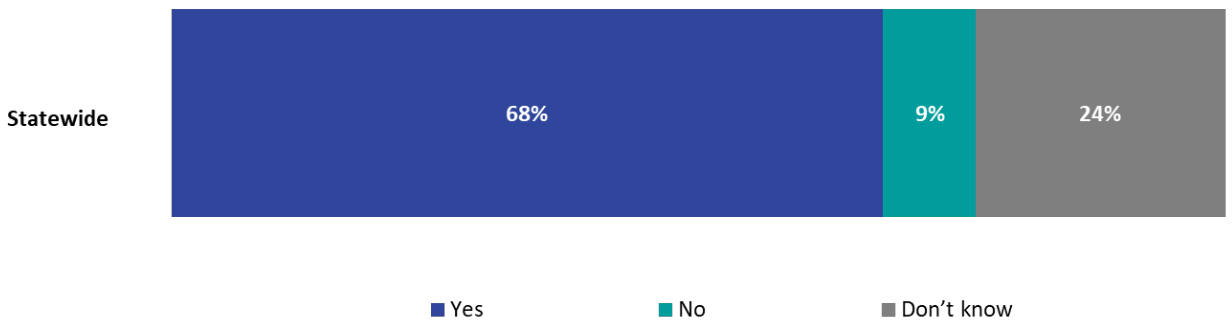


Base: Total Youth n = 854
Q6_01. Before today, had you heard of the following terms? ‘Sea Country’?

2.9.2 Opportunities to provide feedback about how the NSW Coast is managed

Youth were asked whether they would like more opportunities (like this Youth survey), to have a say in how the NSW coast is managed (Figure 22). Two in 3 (68%) reported that they would like more opportunities to have a say about how the NSW coast is managed, while one in 4 (24%) were unsure. Just 9% reported that they would not like more opportunities.

Figure 22. Interest in more opportunities to have a say about the way the NSW coast is managed at a statewide level



Base: Total Youth n = 854
Q18. Would you like to have more opportunities, like this survey, to have a say about the way the NSW coast is managed?

3 Appendices

3.1 Appendix A: Demographics

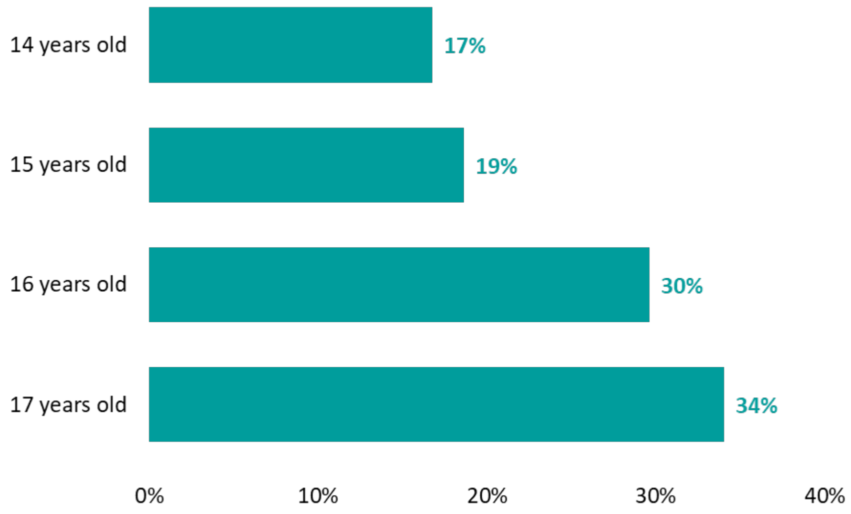
3.1.1 Age

Figure 23 shows the age distribution of the sample at a statewide level.

Around one-third of the total sample is aged 17 years (34%) and a similar proportion is aged 16 years (30%). Nearly one-fifth of the total sample (19%) is aged 15 years, while a similar proportion is aged 14 years (17%).

The age distribution of the sample at a regional level is presented in Table 2.

Figure 23. Age at a statewide level



Base: Total Youth n = 854
SQ1. In which of the following age groups do you fall under?

Table 3. Age at a statewide, regional and subgroup level

	State wide	Coastal regions						
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	854	73	68	198	115	235	133	32
14 years old	17%	19%	16%	14%	23%	16%	15%	22%
15 years old	19%	22%	15%	20%	22%	18%	15%	19%
16 years old	30%	25%	38%	31%	31%	28%	31%	34%
17 years old	34%	34%	31%	35%	23%	38%	39%	25%

Base: Total Youth n = 854
SQ1. In which of the following age groups do you fall under?

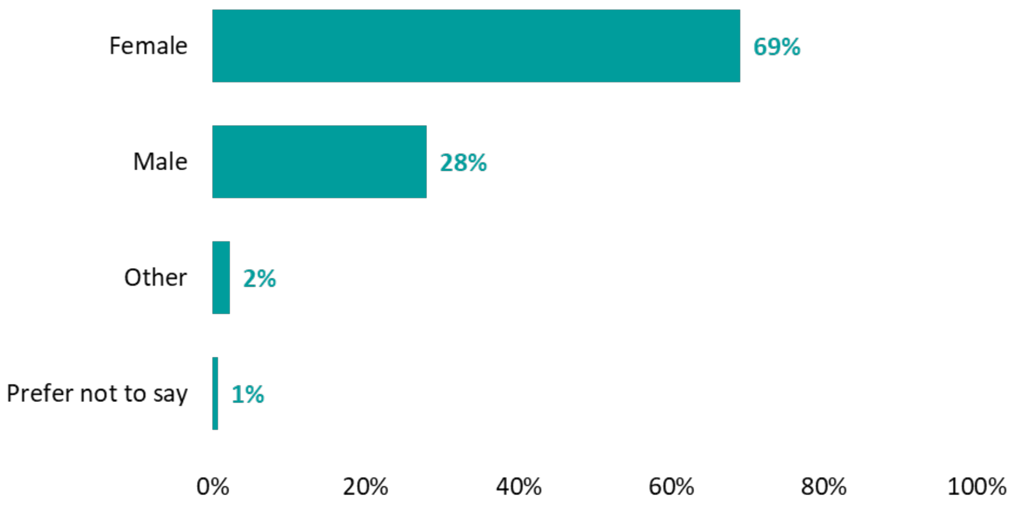
3.1.2 Gender

Figure 24 shows the gender distribution of the sample at a statewide level.

At a statewide level, a larger proportion of the sample is female (69%), compared to male (28%). A minority of the total sample describe their gender another way (2%) or preferred not to say (1%).

The gender distribution of the sample at a regional level is presented in Table 4 below.

Figure 24. Gender at a statewide level



Base: Total Youth n = 854
SQ2. What best describes your gender?

Table 4. Gender at a statewide, regional and subgroup level

	State wide	Coastal regions						
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	854	73	68	198	115	235	133	32
Female	69%	68%	78%	73%	67%	63%	74%	63%
Male	28%	27%	21%	23%	32%	35%	24%	31%
Other	2%	3%	1%	3%	0%	2%	1%	3%
Prefer not to say	1%	1%	0%	1%	1%	0%	1%	3%

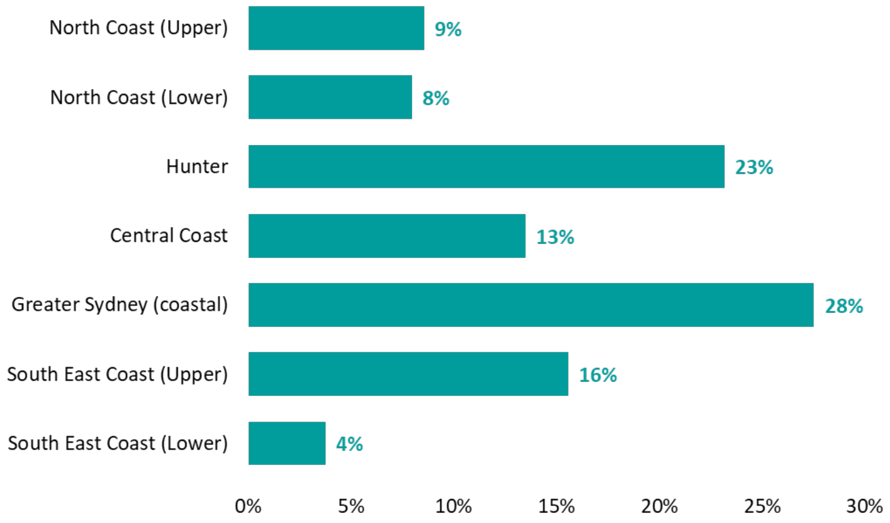
Base: Total Youth n = 854
SQ2. What best describes your gender?

3.1.3 Location

Figure 25 shows the area of residency of the sample at a total level.

More than one in 4 of the total sample reside in the Greater Sydney (coastal) region (i.e., within 5 kilometres of the coast) (28%), and a similar proportion reside in the Hunter region (23%). More than one 10 reside in the South East Coast (Upper) (16%) or Central Coast (13%) regions, while fewer reside in the North Coast (Upper) (9%), North Coast (Lower) (8%) and South East Coast (Lower) (4%) regions.

Figure 25. Location at a statewide level



Base: Total Youth n = 854
SQ3. And what is the postcode where you live?

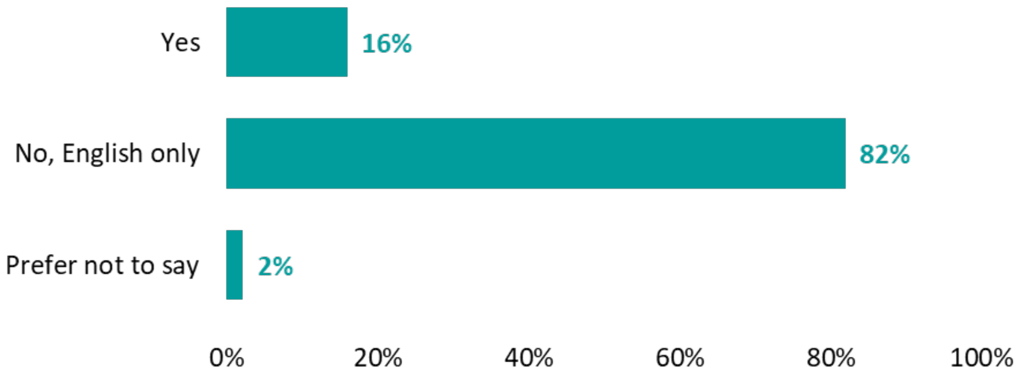
3.1.4 CALD background

Figure 26 shows the proportion of the sample who speak another language than English at home, at a statewide level.

Overall, around one in 6 respondents (16%) speak another language than English at home and are therefore considered CALD for reporting purposes.

The CALD background distribution of the sample at a regional level is presented in Table 5 below.

Figure 26. CALD background at a statewide level



Base: Total Youth n = 854
Q19. Do you or your parents mainly speak another language other than English?

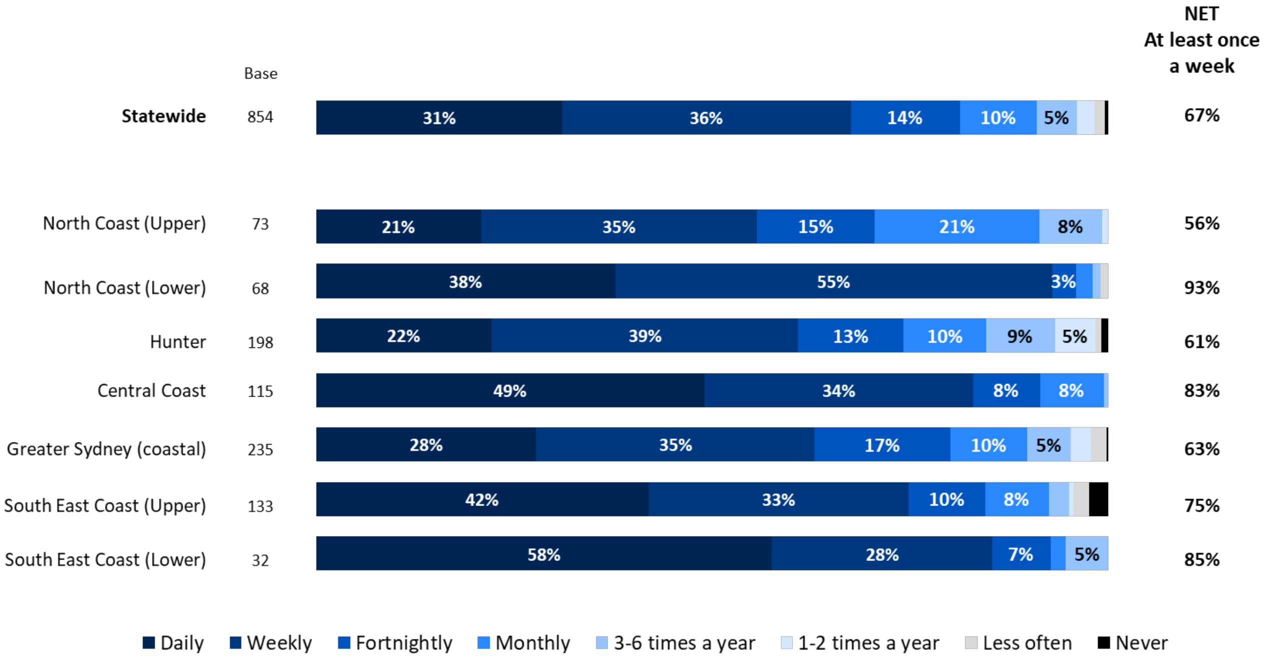
Table 5. CALD background at a statewide regional and subgroup level

	State wide	Coastal regions						
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	854	73	68	198	115	235	133	32
Yes	16%	19%	10%	10%	10%	25%	15%	13%
No, English only	82%	78%	90%	88%	88%	73%	82%	84%
Prefer not to say	2%	3%	0%	2%	2%	2%	3%	3%

Base: Total Youth n = 854
Q19. Do you or your parents mainly speak a language other than English?

3.2 Appendix B: Subgroup findings

Figure 27. Frequency of visitation of the NSW coast by locals at a statewide and regional level



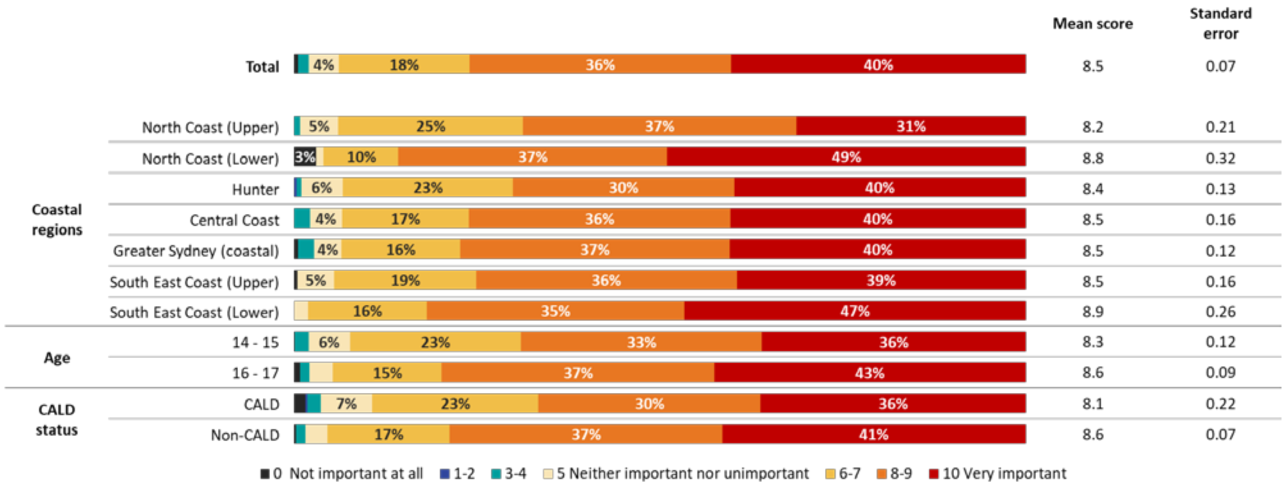
Base: Total Youth n = 854
Q1. How often do you visit the following local coastal area(s)?

Table 6. Activities undertaken by Youth on the NSW coast in the past 12 months at a statewide, regional and subgroup level

	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	854	73	68	198	115	235	133	32	303	551	136	701
Beach going	90%	84%	92%	94%	96%	88%	93%	69%	90%	89%	84%	91%
Land-based exercise	81%	68%	85%	79%	90%	81%	84%	64%	82%	79%	73%	82%
Water sports	74%	68%	77%	74%	70%	75%	71%	85%	77%	73%	64%	77%
Picnicking, sightseeing, visiting coastal cafes	72%	69%	79%	67%	71%	73%	74%	65%	72%	72%	63%	74%
Wildlife or nature watching	47%	43%	59%	43%	61%	44%	49%	46%	45%	48%	42%	49%
Paddle craft sports	44%	48%	51%	37%	43%	44%	39%	50%	42%	45%	27%	48%
Recreational fishing	35%	46%	50%	33%	34%	31%	36%	48%	38%	33%	27%	37%
Recreational boating	33%	30%	30%	27%	29%	38%	28%	37%	31%	35%	17%	38%
Snorkelling or SCUBA diving	32%	27%	33%	19%	24%	36%	39%	28%	33%	31%	28%	33%
Environmental work	18%	12%	20%	16%	23%	17%	26%	23%	19%	18%	17%	18%
Aboriginal Cultural activities	5%	7%	9%	8%	6%	3%	8%	13%	5%	5%	5%	5%
Employment	4%	3%	4%	4%	9%	3%	4%	20%	4%	4%	3%	4%
Other	2%	3%	3%	2%	1%	3%	2%	0%	4%	2%	0%	3%
None of these	1%	1%	0%	2%	0%	0%	1%	0%	0%	1%	1%	0%

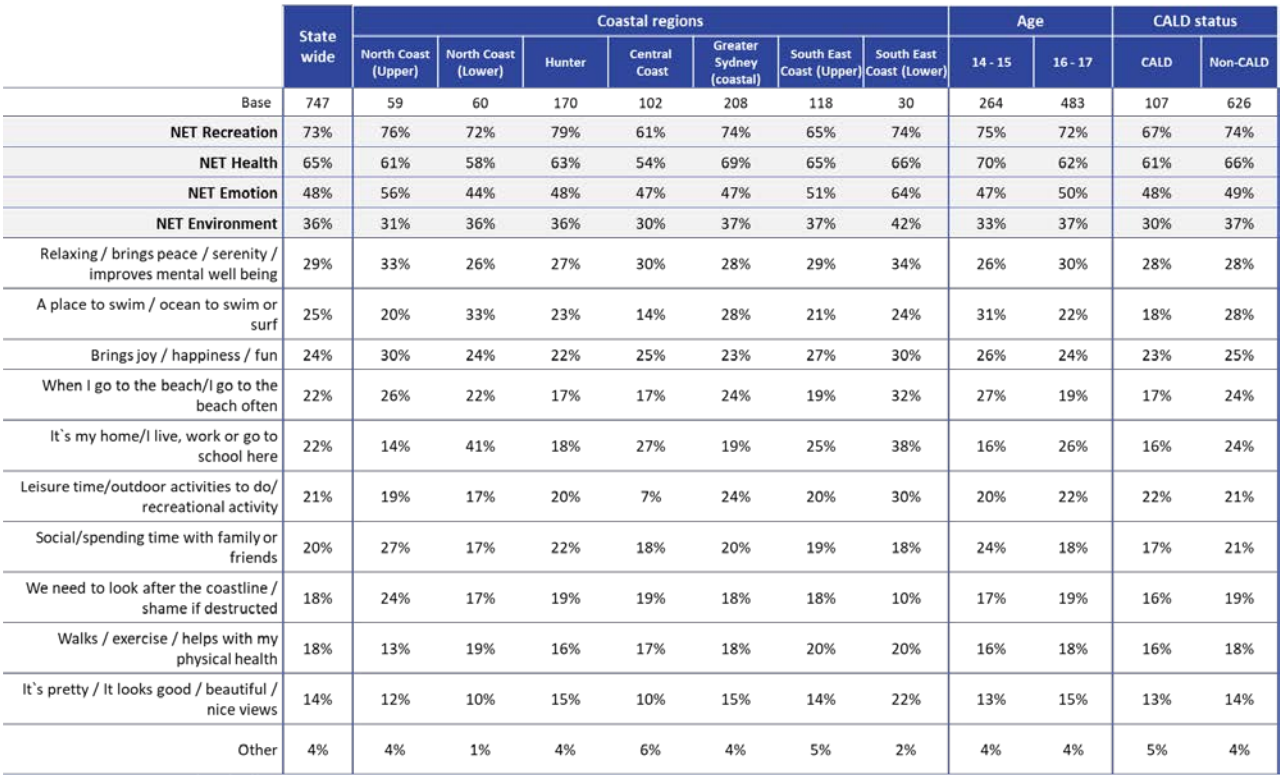
Base: Total Youth n = 854
Q2. Which, if any, of the following activities have you done in the past 12 months in your local coastal area?
Note: Other specify coded.

Figure 28. Contribution of the NSW coast to Youth’s quality of life at a statewide, regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701
Q7. How important is the NSW coast in contributing to your quality of life?

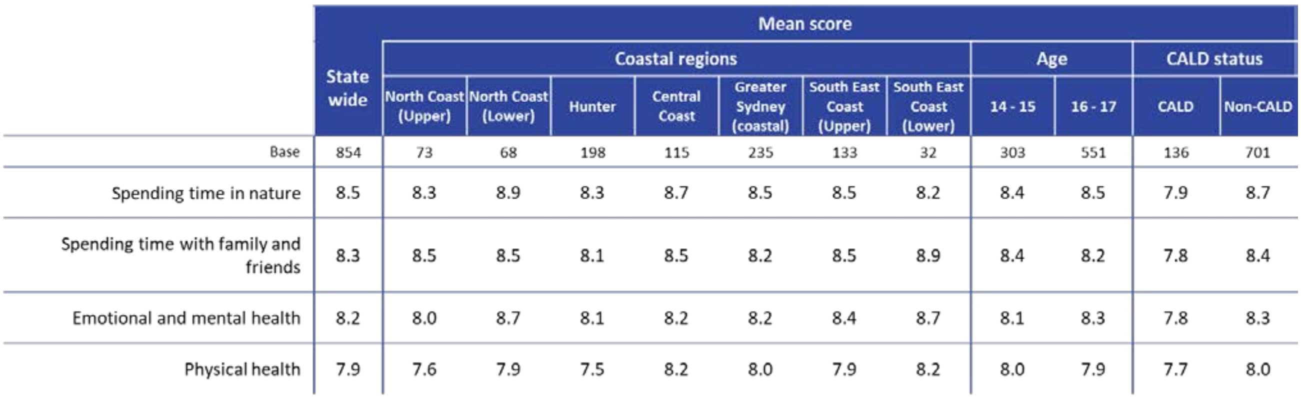
Table 7. How the NSW coast contributes to Youth’s quality of life at a statewide, regional and subgroup level



	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	747	59	60	170	102	208	118	30	264	483	107	626
NET Recreation	73%	76%	72%	79%	61%	74%	65%	74%	75%	72%	67%	74%
NET Health	65%	61%	58%	63%	54%	69%	65%	66%	70%	62%	61%	66%
NET Emotion	48%	56%	44%	48%	47%	47%	51%	64%	47%	50%	48%	49%
NET Environment	36%	31%	36%	36%	30%	37%	37%	42%	33%	37%	30%	37%
Relaxing / brings peace / serenity / improves mental well being	29%	33%	26%	27%	30%	28%	29%	34%	26%	30%	28%	28%
A place to swim / ocean to swim or surf	25%	20%	33%	23%	14%	28%	21%	24%	31%	22%	18%	28%
Brings joy / happiness / fun	24%	30%	24%	22%	25%	23%	27%	30%	26%	24%	23%	25%
When I go to the beach/I go to the beach often	22%	26%	22%	17%	17%	24%	19%	32%	27%	19%	17%	24%
It`s my home/I live, work or go to school here	22%	14%	41%	18%	27%	19%	25%	38%	16%	26%	16%	24%
Leisure time/outdoor activities to do/ recreational activity	21%	19%	17%	20%	7%	24%	20%	30%	20%	22%	22%	21%
Social/spending time with family or friends	20%	27%	17%	22%	18%	20%	19%	18%	24%	18%	17%	21%
We need to look after the coastline / shame if destructed	18%	24%	17%	19%	19%	18%	18%	10%	17%	19%	16%	19%
Walks / exercise / helps with my physical health	18%	13%	19%	16%	17%	18%	20%	20%	16%	18%	16%	18%
It`s pretty / It looks good / beautiful / nice views	14%	12%	10%	15%	10%	15%	14%	22%	13%	15%	13%	14%
Other	4%	4%	1%	4%	6%	4%	5%	2%	4%	4%	5%	4%

Base: Youth who provided a response n = 747
Q8. Please explain how the NSW coast contributes to your quality of life.

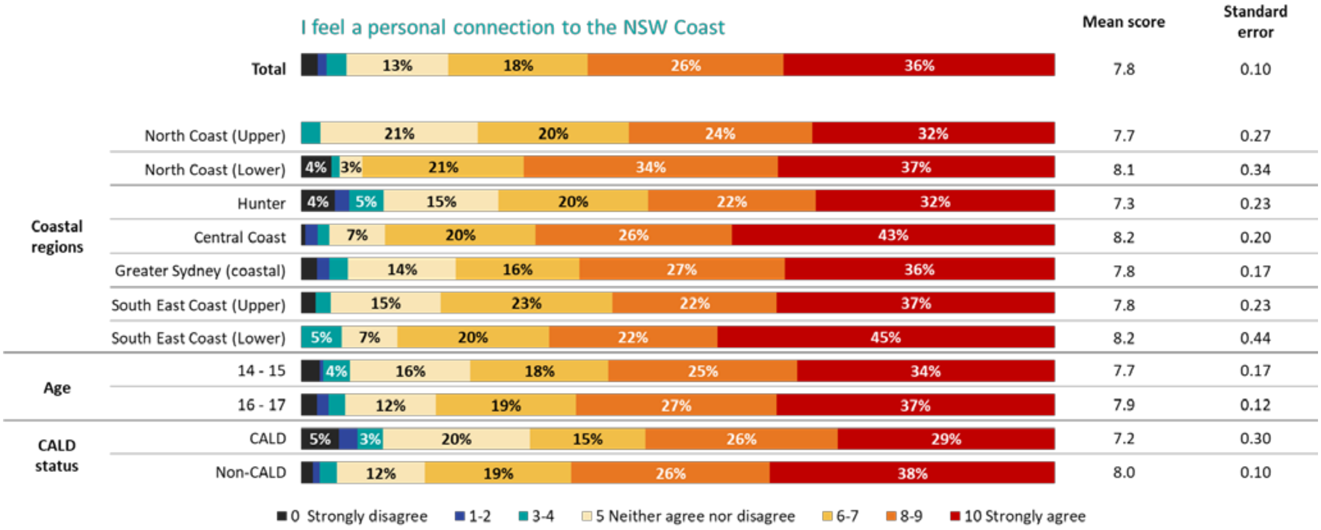
Table 8. Contribution of the coast to Youth's emotional and physical health at a statewide, regional and subgroup level



	Mean score											
	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	854	73	68	198	115	235	133	32	303	551	136	701
Spending time in nature	8.5	8.3	8.9	8.3	8.7	8.5	8.5	8.2	8.4	8.5	7.9	8.7
Spending time with family and friends	8.3	8.5	8.5	8.1	8.5	8.2	8.5	8.9	8.4	8.2	7.8	8.4
Emotional and mental health	8.2	8.0	8.7	8.1	8.2	8.2	8.4	8.7	8.1	8.3	7.8	8.3
Physical health	7.9	7.6	7.9	7.5	8.2	8.0	7.9	8.2	8.0	7.9	7.7	8.0

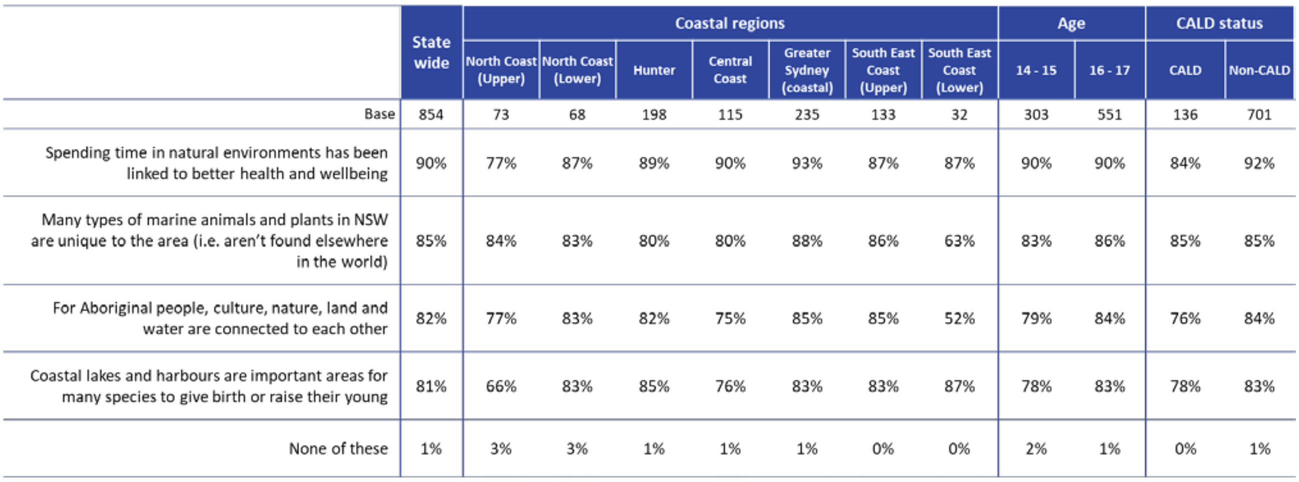
Base: Total Youth n = 854
Q9. How important is the NSW coast in contributing to the following aspects of your life?

Figure 29. Community connections to the marine estate, at a statewide regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; non-CALD n = 701
Q10. How much do you agree or disagree with … Statement 'I feel a personal connection to the NSW coast'.

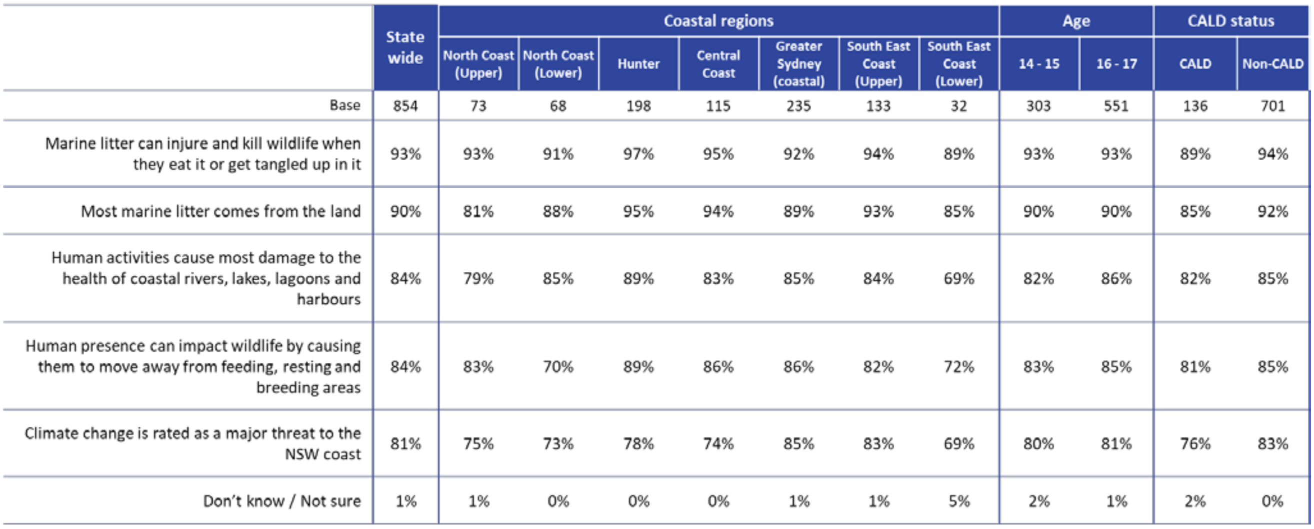
Table 9. Community awareness of benefits to the marine estate, at a statewide regional and subgroup level



	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	854	73	68	198	115	235	133	32	303	551	136	701
Spending time in natural environments has been linked to better health and wellbeing	90%	77%	87%	89%	90%	93%	87%	87%	90%	90%	84%	92%
Many types of marine animals and plants in NSW are unique to the area (i.e. aren't found elsewhere in the world)	85%	84%	83%	80%	80%	88%	86%	63%	83%	86%	85%	85%
For Aboriginal people, culture, nature, land and water are connected to each other	82%	77%	83%	82%	75%	85%	85%	52%	79%	84%	76%	84%
Coastal lakes and harbours are important areas for many species to give birth or raise their young	81%	66%	83%	85%	76%	83%	83%	87%	78%	83%	78%	83%
None of these	1%	3%	3%	1%	1%	1%	0%	0%	2%	1%	0%	1%

Base: Total Youth n = 854
Q15. Which of the following benefits of the NSW coast are you aware of?

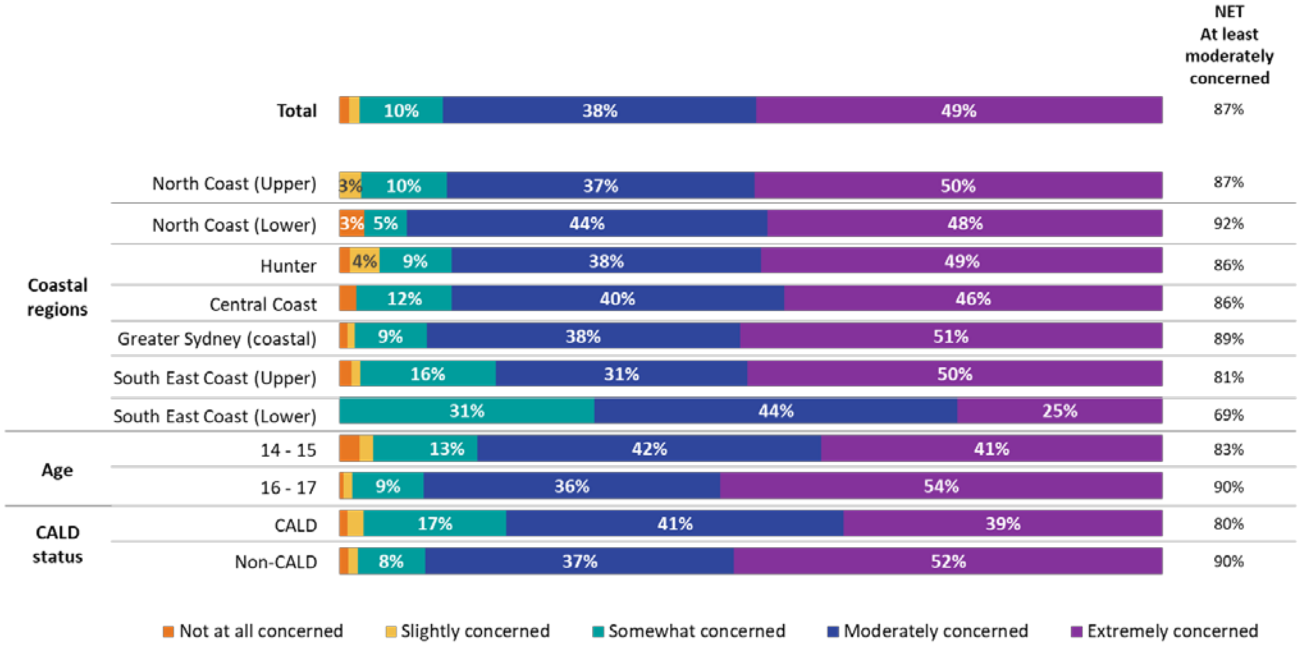
Table 10. Community awareness of threats to the marine estate, at a statewide regional and subgroup level



	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	854	73	68	198	115	235	133	32	303	551	136	701
Marine litter can injure and kill wildlife when they eat it or get tangled up in it	93%	93%	91%	97%	95%	92%	94%	89%	93%	93%	89%	94%
Most marine litter comes from the land	90%	81%	88%	95%	94%	89%	93%	85%	90%	90%	85%	92%
Human activities cause most damage to the health of coastal rivers, lakes, lagoons and harbours	84%	79%	85%	89%	83%	85%	84%	69%	82%	86%	82%	85%
Human presence can impact wildlife by causing them to move away from feeding, resting and breeding areas	84%	83%	70%	89%	86%	86%	82%	72%	83%	85%	81%	85%
Climate change is rated as a major threat to the NSW coast	81%	75%	73%	78%	74%	85%	83%	69%	80%	81%	76%	83%
Don't know / Not sure	1%	1%	0%	0%	0%	1%	1%	5%	2%	1%	2%	0%

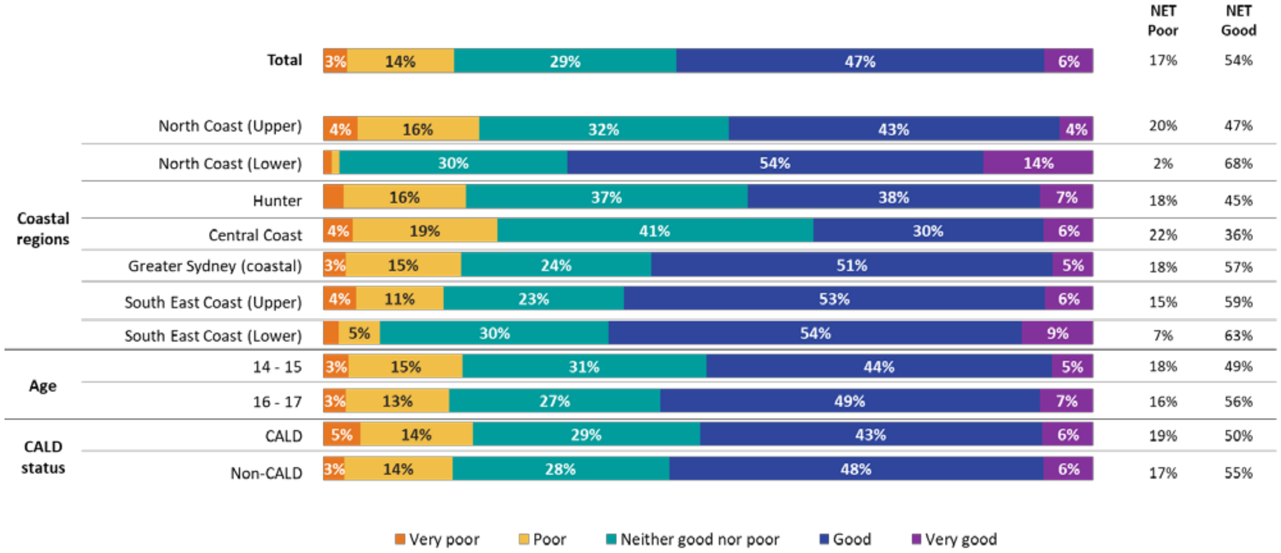
Base: Total Youth n = 854
Q16. Which of the following threats associated with the NSW coast are you aware of?

Figure 30. Concern about environmental problems, at a statewide regional and subgroup level



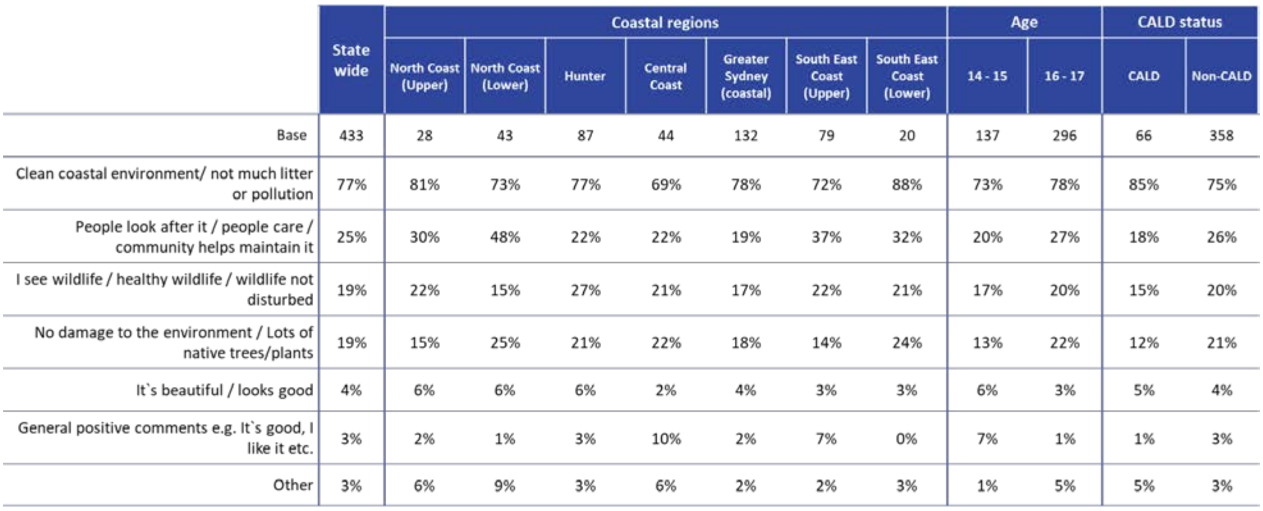
Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 135; Non-CALD n = 701
Q5. How concerned are you about environmental problems that impact the way you use the NSW coast (e.g. climate change, pollution, habitat loss, marine litter)?

Figure 31. Rating of the current health of the natural environment on the NSW coast at a statewide regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701
Q11. How would you rate the current health of the natural environment in your local area?

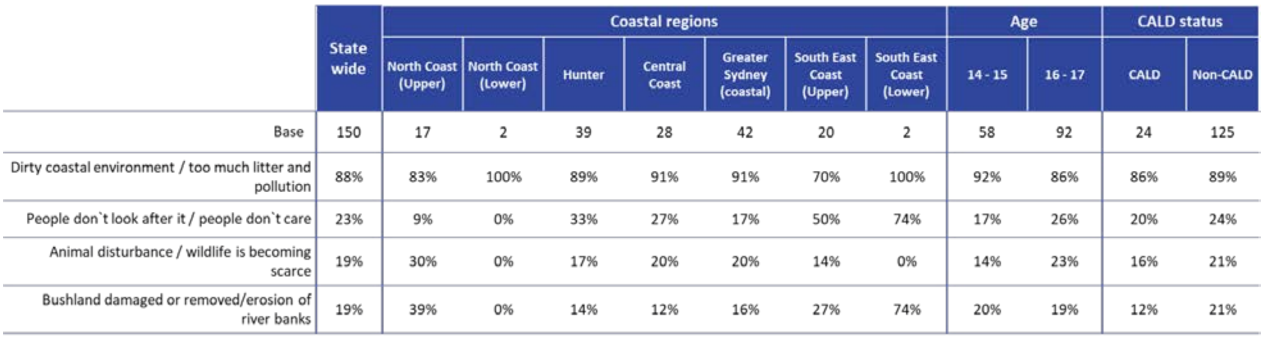
Table 11. Reasons for positive rating of the current health of the natural environment on the NSW coast at a statewide, regional and subgroup level



	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	433	28	43	87	44	132	79	20	137	296	66	358
Clean coastal environment/ not much litter or pollution	77%	81%	73%	77%	69%	78%	72%	88%	73%	78%	85%	75%
People look after it / people care / community helps maintain it	25%	30%	48%	22%	22%	19%	37%	32%	20%	27%	18%	26%
I see wildlife / healthy wildlife / wildlife not disturbed	19%	22%	15%	27%	21%	17%	22%	21%	17%	20%	15%	20%
No damage to the environment / Lots of native trees/plants	19%	15%	25%	21%	22%	18%	14%	24%	13%	22%	12%	21%
It`s beautiful / looks good	4%	6%	6%	6%	2%	4%	3%	3%	6%	3%	5%	4%
General positive comments e.g. It`s good, I like it etc.	3%	2%	1%	3%	10%	2%	7%	0%	7%	1%	1%	3%
Other	3%	6%	9%	3%	6%	2%	2%	3%	1%	5%	5%	3%

Base: Those who rated the current health of the NSW coast as either 'Good' or 'Very good' n = 433
Q12. Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q11>
Note: Blank responses, due to the non-mandatory format of this question, were not included in the chart.

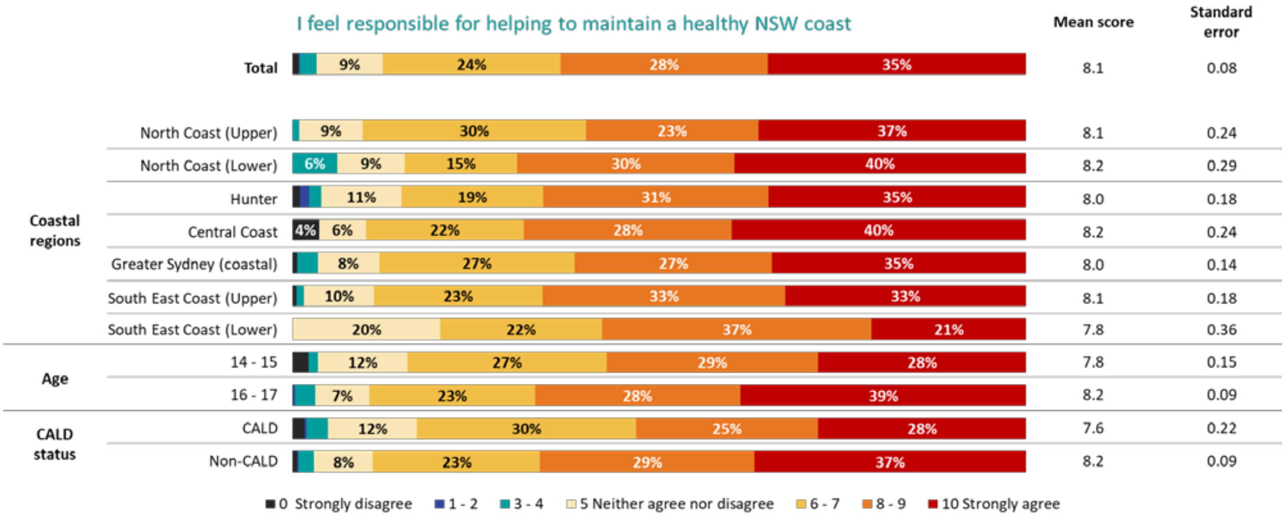
Table 12. Reasons for negative rating of the current health of the natural environment on the NSW coast at a statewide, regional and subgroup level



	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	150	17	2	39	28	42	20	2	58	92	24	125
Dirty coastal environment / too much litter and pollution	88%	83%	100%	89%	91%	91%	70%	100%	92%	86%	86%	89%
People don`t look after it / people don`t care	23%	9%	0%	33%	27%	17%	50%	74%	17%	26%	20%	24%
Animal disturbance / wildlife is becoming scarce	19%	30%	0%	17%	20%	20%	14%	0%	14%	23%	16%	21%
Bushland damaged or removed/erosion of river banks	19%	39%	0%	14%	12%	16%	27%	74%	20%	19%	12%	21%

Base: Those who rated the current health of the NSW coast as either 'Poor' or 'Very poor' n = 150
Q12. Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q11>.
Note: Blank responses, due to the non-mandatory format of this question, were not included in the chart.

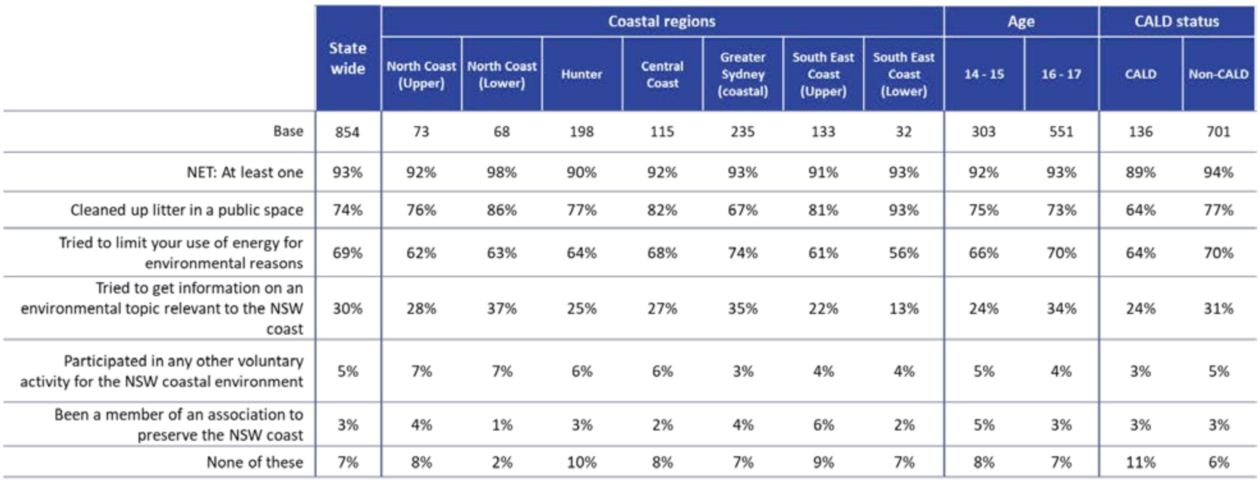
Figure 32. Sense of responsibility towards maintaining the health of the coast, at a statewide regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701

Q10. How much do you agree or disagree with … Statement 'I feel responsible for helping to maintain a healthy NSW coast'

Table 13. Participation in marine estate stewardship activities, at a statewide regional and subgroup level

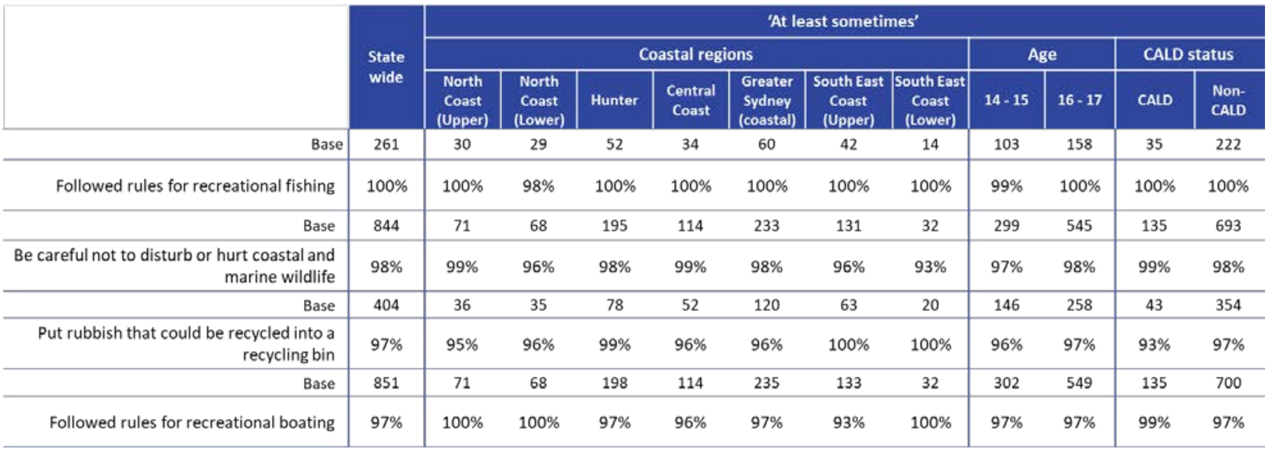


	State wide	Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	854	73	68	198	115	235	133	32	303	551	136	701
NET: At least one	93%	92%	98%	90%	92%	93%	91%	93%	92%	93%	89%	94%
Cleaned up litter in a public space	74%	76%	86%	77%	82%	67%	81%	93%	75%	73%	64%	77%
Tried to limit your use of energy for environmental reasons	69%	62%	63%	64%	68%	74%	61%	56%	66%	70%	64%	70%
Tried to get information on an environmental topic relevant to the NSW coast	30%	28%	37%	25%	27%	35%	22%	13%	24%	34%	24%	31%
Participated in any other voluntary activity for the NSW coastal environment	5%	7%	7%	6%	6%	3%	4%	4%	5%	4%	3%	5%
Been a member of an association to preserve the NSW coast	3%	4%	1%	3%	2%	4%	6%	2%	5%	3%	3%	3%
None of these	7%	8%	2%	10%	8%	7%	9%	7%	8%	7%	11%	6%

Base: Total Youth n = 854

Q3. Which, if any, of the following activities have you done in the past 12 months?

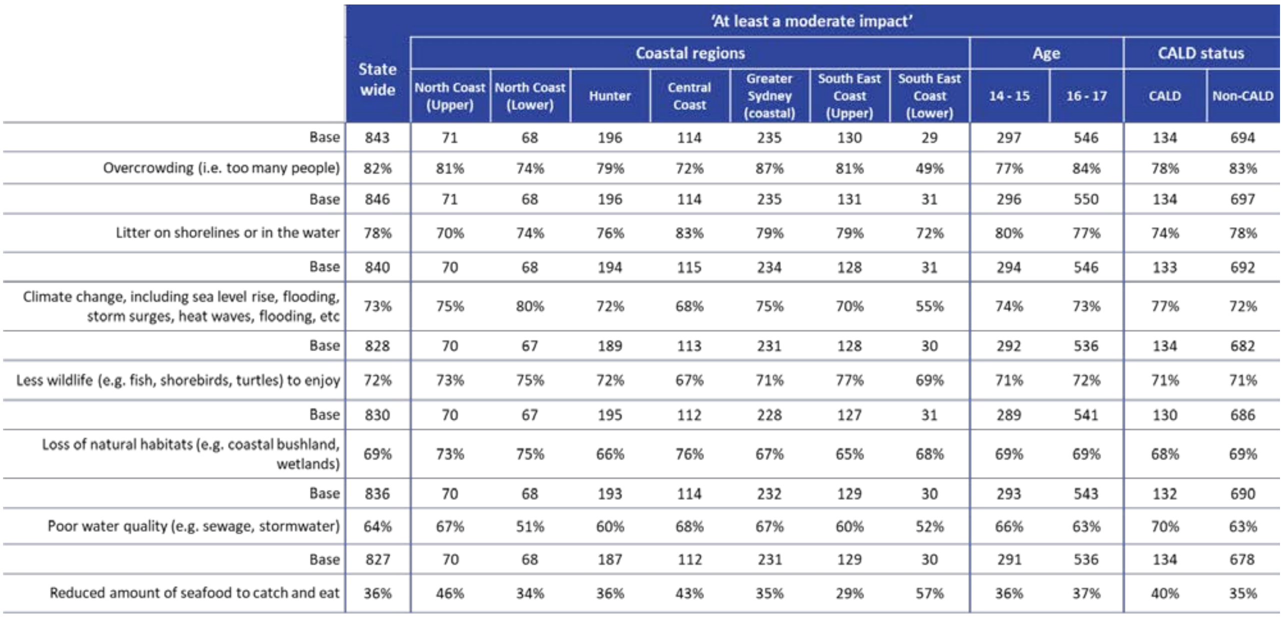
Table 14. Participation in environmental best practices, at a statewide regional and subgroup level



	State wide	'At least sometimes'										
		Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	261	30	29	52	34	60	42	14	103	158	35	222
Followed rules for recreational fishing	100%	100%	98%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Base	844	71	68	195	114	233	131	32	299	545	135	693
Be careful not to disturb or hurt coastal and marine wildlife	98%	99%	96%	98%	99%	98%	96%	93%	97%	98%	99%	98%
Base	404	36	35	78	52	120	63	20	146	258	43	354
Put rubbish that could be recycled into a recycling bin	97%	95%	96%	99%	96%	96%	100%	100%	96%	97%	93%	97%
Base	851	71	68	198	114	235	133	32	302	549	135	700
Followed rules for recreational boating	97%	100%	100%	97%	96%	97%	93%	100%	97%	97%	99%	97%

Base: Total Youth n = 854
Q4. Which of these have you done in the past 12 months?
Note: 'Don't know' and 'Not applicable' responses excluded. Therefore, base sizes for each practice vary depending on number of respondents who selected 'Don't know' or 'Not applicable'.

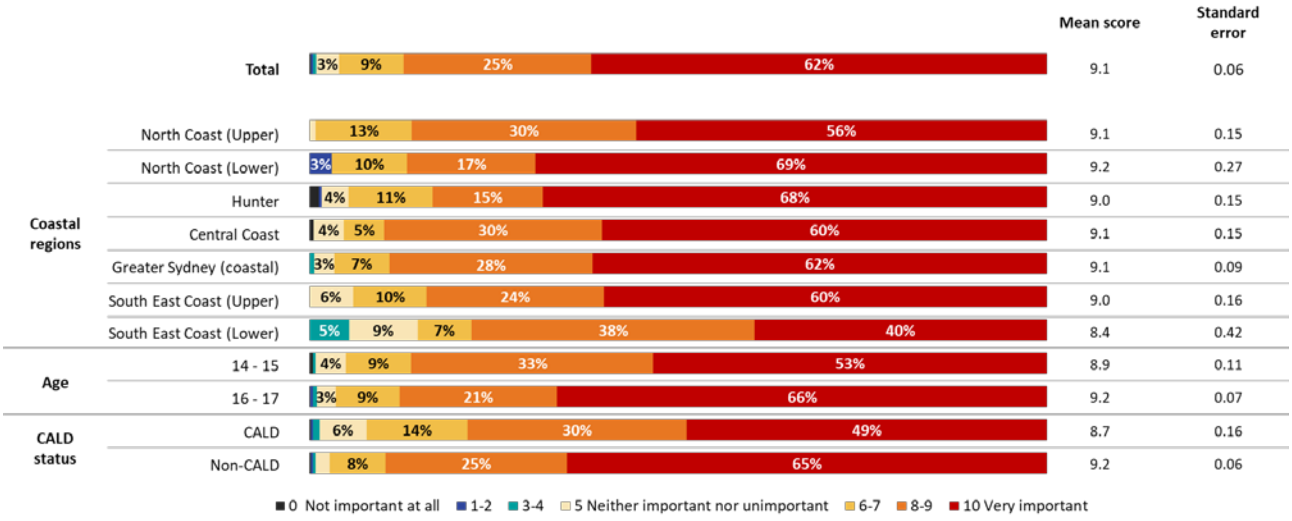
Table 15. Impacts to the community experience of the marine estate, at a statewide regional and subgroup level



	State wide	'At least a moderate impact'										
		Coastal regions							Age		CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	14 - 15	16 - 17	CALD	Non-CALD
Base	843	71	68	196	114	235	130	29	297	546	134	694
Overcrowding (i.e. too many people)	82%	81%	74%	79%	72%	87%	81%	49%	77%	84%	78%	83%
Base	846	71	68	196	114	235	131	31	296	550	134	697
Litter on shorelines or in the water	78%	70%	74%	76%	83%	79%	79%	72%	80%	77%	74%	78%
Base	840	70	68	194	115	234	128	31	294	546	133	692
Climate change, including sea level rise, flooding, storm surges, heat waves, flooding, etc	73%	75%	80%	72%	68%	75%	70%	55%	74%	73%	77%	72%
Base	828	70	67	189	113	231	128	30	292	536	134	682
Less wildlife (e.g. fish, shorebirds, turtles) to enjoy	72%	73%	75%	72%	67%	71%	77%	69%	71%	72%	71%	71%
Base	830	70	67	195	112	228	127	31	289	541	130	686
Loss of natural habitats (e.g. coastal bushland, wetlands)	69%	73%	75%	66%	76%	67%	65%	68%	69%	69%	68%	69%
Base	836	70	68	193	114	232	129	30	293	543	132	690
Poor water quality (e.g. sewage, stormwater)	64%	67%	51%	60%	68%	67%	60%	52%	66%	63%	70%	63%
Base	827	70	68	187	112	231	129	30	291	536	134	678
Reduced amount of seafood to catch and eat	36%	46%	34%	36%	43%	35%	29%	57%	36%	37%	40%	35%

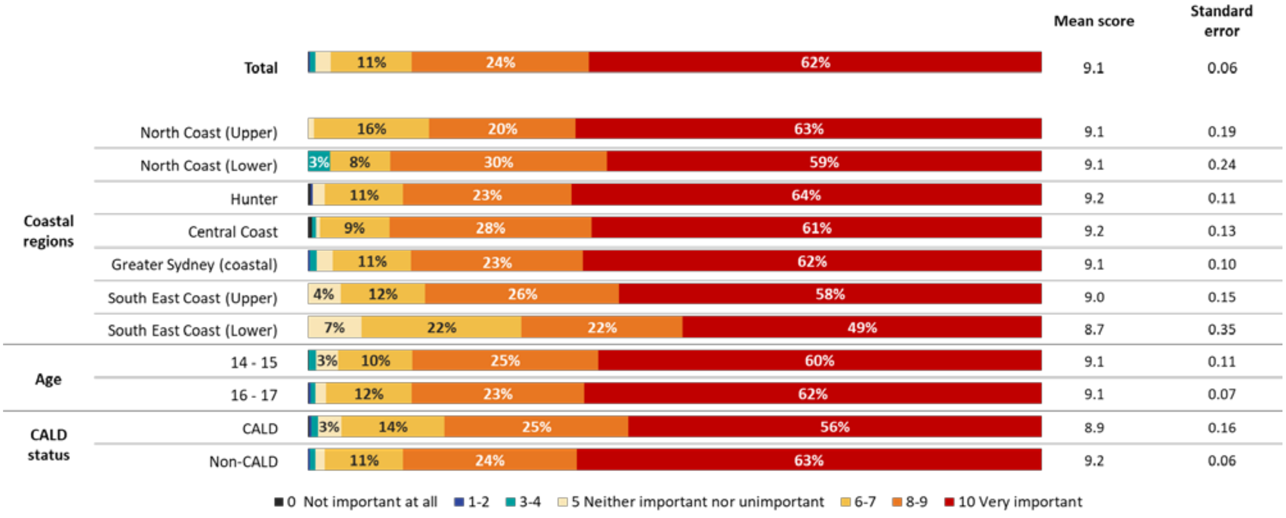
Base: Total Youth n = 854
Q17. How much impact have the following aspects had on your personal experience of your local coastal area over the last year?
Note: Don't know and other results are excluded.

Figure 33. Perceived importance of passing on a healthy NSW coast to future generations at a statewide, regional and subgroup level



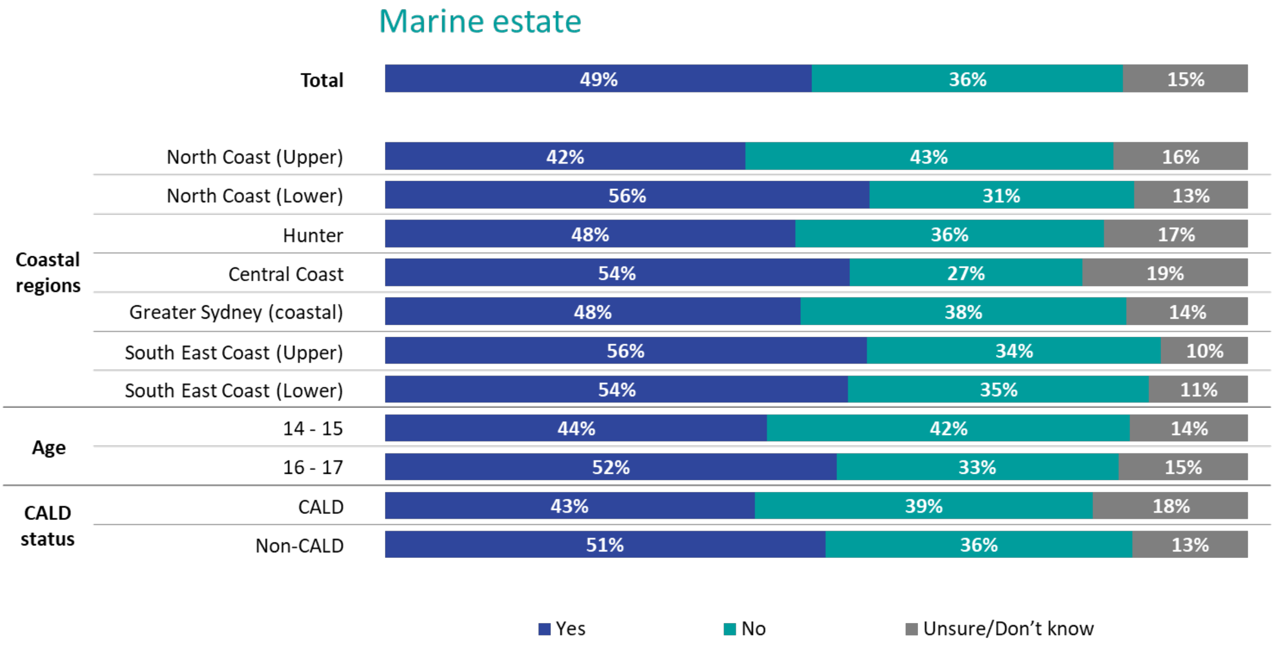
Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701
Q13. How important is it to you to pass on a healthy NSW coast for the benefits of future generations?

Figure 34. Perceived importance of protecting nature for its own sake at a statewide, regional and subgroup level



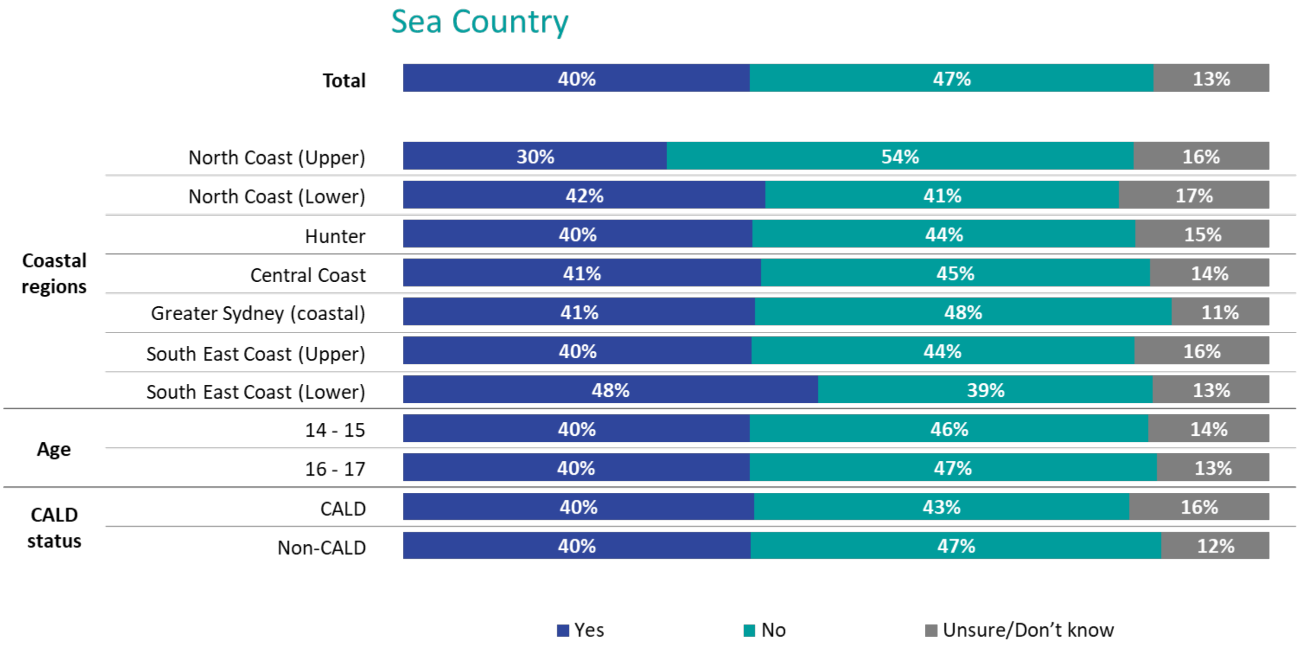
Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701
Q14. How important is it to you to protect nature (for its own sake) even though it may never be used or seen by humans?

Figure 35. Awareness of the term marine estate, at a statewide regional and subgroup level



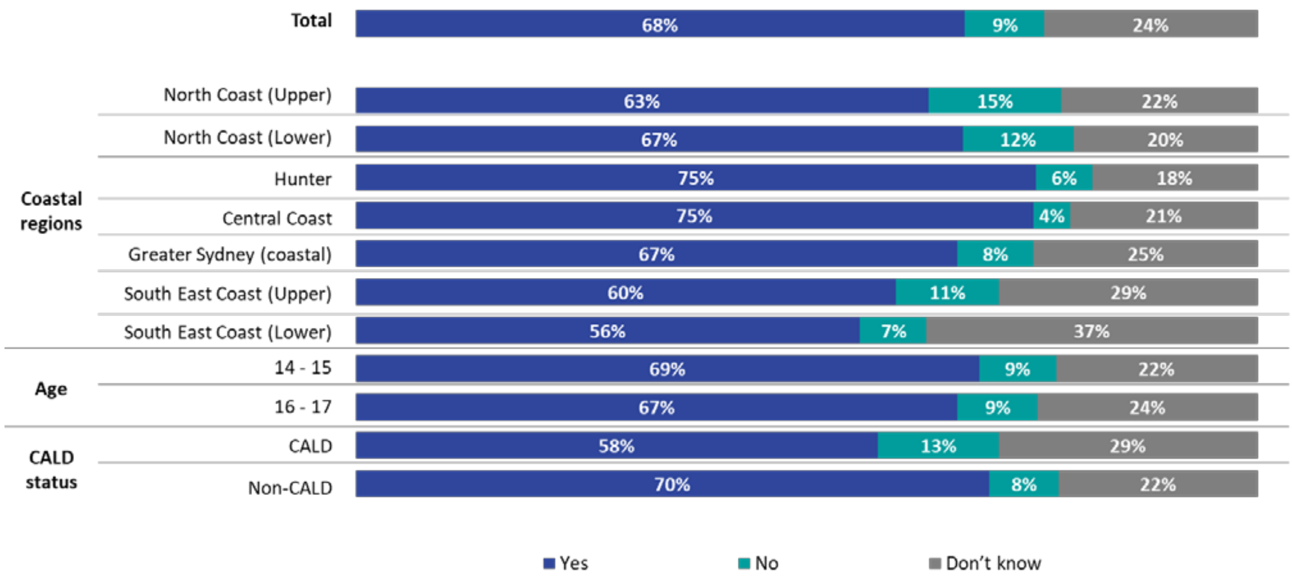
Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 135; Non-CALD n = 701
Q6. Before today, had you heard of the following terms? ‘Marine estate’.

Figure 36. Awareness of the term Sea Country, at a statewide regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 135; Non-CALD n = 701
Q6. Before today, had you heard of the following terms? ‘Sea Country’.

Figure 37. Interest in more opportunities to have a say about the way the NSW coast is managed at a statewide, regional and subgroup level



Base: Total Youth n = 854 | North Coast (Upper) n = 73; North Coast (Lower) n = 68; Hunter n = 198; Central Coast n = 115; Greater Sydney (coastal) n = 235; South East Coast (Upper) n = 133; South East Coast (Lower) n = 32; 14–15 years n = 303; 16–17 years n = 551; CALD n = 136; Non-CALD n = 701
Q18. Would you like to have more opportunities, like this survey, to have a say about the way the NSW coast is managed?

3.3 Appendix C: Questionnaire

SECTION A: SCREENER AND PROFILING QUESTIONS

ASK ALL

SQ1 How old are you?

{SINGLE}
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

12 years old or under [DISCONTINUE]	01
13 years old [DISCONTINUE]	02
14 years old	03
15 years old	04
16 years old	05
17 years old	06
18 years old [DISCONTINUE]	07
19 years old or over [DISCONTINUE]	08

--[NEW SCREEN] --

ASK ALL

SQ2 What best describes your gender?

{SINGLE}
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

Male	01
Female	02
Other	97
Prefer not to say	98

--[NEW SCREEN] --

ASK ALL

SQ3 And what is the postcode where you live?

Don’t remember your postcode? This postcode finder can help.

HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

LINK: HTTPS://AUSPOST.COM.AU/POSTCODE

HQ1 RES [Hidden recode] RES from location RECODE FROM SQ3

Resident [AUTOCODE IF SQ3 = QUALIFYING POSTCODE FOR RESIDENT]	01
Non-resident [AUTOCODE IF SQ3≠ QUALIFYING POSTCODE FOR RESIDENT]	02

[DISCONTINUE NON-RESIDENTS]

HQ2 OVLAPPOST OVERLAPPING POSTCODE [Hidden recode] from postcode RECODE FROM SQ1

Non-overlapping [AUTOCODE IF SQ3 = NON-OVERLAPPING POSTCODE]	01
Overlapping [AUTOCODE IF SQ3 = OVERLAPPING POSTCODE]	02

--[NEW SCREEN] --

ASK OVERLAPPING POSTCODES (HQ2 = 02)

SQ4 In which of the following suburbs do you live?

{SINGLE}
[PROMPT RELEVANT LIST OF SUBURBS BASED ON POSTCODE ENTERED AT SQ3]

[DROPDOWN LIST OF RELEVANT SUBURBS]

--[NEW SCREEN] --

HQ3 AUSLGAS [Hidden recode] AUSLGAS from postcode RECODE FROM SQ1 IF HQ2 = 01 AND SQ4 IF HQ2 = 02

Greater Sydney (coastal)	01
Greater Sydney (inland)	02
North Coast (Upper)	03
North Coast (Lower)	04
Hunter	05
Central Coast	06
South East Coast (Upper)	07
South East Coast (Lower)	08

---[NEW SCREEN] ---

SECTION B: AWARENESS AND BEHAVIOURS

ASK ALL

Q1 How often do you visit the coast near where you live?
{SINGLE RESPONSE}

HIGH (CONTEXTUAL). INDICATOR 25

Daily	01
Weekly	02
Fortnightly	03
Monthly	04
3-6 times a year	05
1-2 times a year	06
Less often	07
Never	08

---[NEW SCREEN] ---

INTRO TEXT

This survey is about your experience of the **NSW coast**.

In this survey please consider the NSW coast to include the:

- ocean
- estuaries (i.e. coastal lagoons, lakes and harbours)
- coastline (i.e. beaches, dunes and headlands)
- coastal wetlands (i.e. saltmarsh, mangroves and seagrass)
- coastal lakes and lagoons connected to the ocean
- islands.

ASK ALL

Q2 Which, if any, of the following activities have you done in the past 12 months in your local coastal area?

{MULTIPLE RESPONSE}

RANDOMISE

HIGH (CONTEXTUAL). INDICATOR 27

Land-based exercise (e.g. walking, skateboarding, yoga, bike riding)	01
Paddle craft sports (e.g. canoeing, kayaking, stand-up paddle boarding)	02
Water sports (e.g. swimming, surfing, body boarding)	03
Recreational fishing (e.g. line, spear, hand collecting shellfish or worms)	06
Recreational boating (e.g. motorcruising, sailing, water-skiing, jet skis)	09
Beach going (e.g. going in the water, sun-bathing)	04
Snorkelling or SCUBA diving	07
Aboriginal Cultural activities (e.g. taking care of country, cultural fishing)	08
Wildlife or nature watching	10
Environmental work (e.g. conservation, education, research)	11
Employment (e.g. working in commercial fishing and boating or tourism)	12
Picnicking, sightseeing, visiting coastal cafes	13
Other, please specify	96
None of these [EXCLUSIVE]	99

---[NEW SCREEN] --

ASK ALL

Q3 Which, if any, of the following have you done in the past 12 months?

{MULTIPLE RESPONSE}

RANDOMISE

HIGH. INDICATOR 42. DIMENSION 2

Cleaned up litter in a public space	01
Tried to limit your use of energy for environmental reasons (e.g. turned off lights)	02
Been a member of an association to preserve the NSW coast	03
Tried to get information on an environmental topic relevant to the NSW coast	04
Participated in any other voluntary activity for the NSW coastal environment, please specify:	05
None of these [EXCLUSIVE]	99

---[NEW SCREEN] --

ASK ALL

Q4 Which of these have you done in the past 12 months?

{MULTIPLE RESPONSE}

RANDOMISE

KPI15. INDICATOR 40. DIMENSION 2

		Always	Sometimes	Rarely	Never	Don't know
01	Put rubbish that could be recycled into a recycling bin	01	02	03	04	98
02	Be careful not to disturb or hurt coastal and marine wildlife (e.g. don't chase or get too close to shorebirds and turtles especially when they are feeding or nesting)	01	02	03	04	98
03	[SHOW TO THOSE WHO INDICATED THEY DO RECREATIONAL FISHING, Q2 = 06] Followed rules for recreational fishing (e.g. bag and size limits, safety guidelines)	01	02	03	04	98
04	[SHOW TO THOSE WHO INDICATED THEY DO RECREATIONAL BOATING, Q2 = 02 OR 09] Followed rules for recreational boating (e.g. anchoring restrictions, safety guidelines)	01	02	03	04	98

---[NEW SCREEN] ---

ASK ALL

Q5 How concerned are you about environmental problems that impact the way you use the NSW coast (e.g. climate change, pollution, habitat loss, marine litter)?

{SINGLE}

HIGH. INDICATOR 36 AND 37. DIMENSION 2

Extremely concerned	05
Moderately concerned	04
Somewhat concerned	03
Slightly concerned	02
Not at all concerned	01

---[NEW SCREEN] ---

ASK ALL

Q6 Before today, had you heard of the following terms?

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS

MEMS. KPI 13 AND LI 24. INDICATOR 31 AND 32. DIMENSION 2

	Responses	Yes	No	Unsure /Don't know
01	**Sea country** 'Sea country' is a term used by Aboriginal people. It describes areas associated with the sea or saltwater including beaches and rocky shores	01	02	99
02	**Marine estate** 'Marine estate' is a term used by government. It describes the coastal waters and land of NSW.	01	02	99

---[NEW SCREEN] ---

SECTION C: ATTITUDES TOWARDS MARINE ESTATE

ASK ALL

Q7 How important is the NSW coast in contributing to your quality of life?

Please give your answer on a scale from '0' to '10' where '0' means 'not important at all' and '10' means 'very important'.

{SINGLE}

MEMS KPI3. INDICATOR 1. DIMENSION 1

0 – Not important at all	00
1	01
2	02
3	03
4	04
5 – Neither important nor important	05
6	06
7	07
8	08
9	09
10 – Very important	10

---[NEW SCREEN] ---

ASK IF Q7 = 01-10 (EXCLUDE THOSE WHO ANSWERED ‘NOT IMPORTANT AT ALL’)

Q8 Please explain how the NSW coast contributes to your life.

{OPEN RESPONSE}
NON-MANDATORY

---[NEW SCREEN] ---

ASK ALL

Q9 How important is the **NSW coast** in contributing to the **following aspects of your life**?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS
HIGH. INDICATOR 5 AND 6, 7 & 11. DIMENSION 1

	Response	0 Not important at all	1	2	3	4	5 Neither important nor unimportant	6	7	8	9	10 Very important
01	Physical health	00	01	02	03	04	05	06	07	08	09	10
02	Emotional and mental health	00	01	02	03	04	05	06	07	08	09	10
03	Spending time with family and friends	00	01	02	03	04	05	06	07	08	09	10
04	Spending time in nature	00	01	02	03	04	05	06	07	08	09	10

---[NEW SCREEN] ---

ASK ALL

Q10 How much do you agree with the following statements?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS

HIGH. INDICATOR 18. DIMENSION 1

HIGH. INDICATOR 38. DIMENSION 2
HIGH. INDICATOR 55, 56, 57, 58. DIMENSION 3

	Response	0 Strongly disagree	1	2	3	4	5 Neither agree nor disagree	6	7	8	9	10 Strongly agree
01	I feel a personal connection to the NSW coast	00	01	02	03	04	05	06	07	08	09	10
02	I feel responsible for helping to maintain a healthy NSW coast	00	01	02	03	04	05	06	07	08	09	10

--[NEW SCREEN] --

ASK ALL

Q11 How would you rate the current health of the natural coastal environment in **your local area** (e.g. no litter, clean water, enough bushland and wildlife to enjoy)?

{SINGLE}
HIGH. INDICATOR 46. DIMENSION 2

Very good	01
Good	02
Neither good nor poor	03
Poor	04
Very poor	05
Don’t know / Not sure	99

--[NEW SCREEN] --

ASK IF Q11 = 01-05 (EXCLUDE THOSE WHO ANSWERED ‘DON’T KNOW’)

Q12 Please explain why you think the health of the natural coastal environment in **your local area** is <INSERT RESPONSE TEXT SELECTED AT Q11>.
{OPEN RESPONSE}

--[NEW SCREEN] --

ASK ALL

Q13 How important is it to you to pass on a healthy NSW coast for the benefits of future generations?

{SINGLE}

HIGH. INDICATOR 8. DIMENSION 1

HIGH. INDICATOR 31 (KPI 13). DIMENSION 2
HIGH. INDICATOR 59. DIMENSION 3

HIGH. INDICATOR 62 AND 63. DIMENSION 4

0 – Not important at all	00
1	01
2	02
3	03
4	04
5 – Neither important nor important	05
6	06
7	07
8	08
9	09
10 – Very important	10

---[NEW SCREEN] ---

ASK ALL

Q14 How important is it to you to protect nature (for its own sake) even though it may never be used or seen by humans?

{SINGLE}

HIGH. INDICATOR 8. DIMENSION 1

HIGH. INDICATOR 31 (KPI 13). DIMENSION 2
HIGH. INDICATOR 59. DIMENSION 3
HIGH. INDICATOR 62 AND 63. DIMENSION 4

0 – Not important at all	00
1	01
2	02
3	03
4	04
5 – Neither important nor important	05
6	06
7	07
8	08
9	09
10 – Very important	10

---[NEW SCREEN] ---

SECTION D: BENEFITS AND THREATS

ASK ALL

Q15 Which of the following **benefits** of the NSW coast are you aware of?

{MULTIPLE RESPONSES}

RANDOMISE

MEMS LI10, LI27, KPI13. INDICATOR 29, 30 AND 31. DIMENSION 2

Many types of marine animals and plants in NSW are unique the area (i.e. aren't found elsewhere in the world)	01
Spending time in natural environments has been linked to better health and wellbeing	02
Coastal lakes and harbours are important areas for many species to give birth or raise their young	04
For Aboriginal people, culture, nature, land and water are connected to each other	07
None of these [EXCLUSIVE]	99

---[NEW SCREEN] ---

ASK ALL

Q16 Which of the following **threats** associated with the NSW coast are you aware of?

{MULTIPLE RESPONSES}

RANDOMISE

MEMS LI10. INDICATOR 29. DIMENSION 2

Most marine litter comes from the land (i.e. is washed or blown into waterways)	01
Marine litter can injure and kill wildlife when they eat it or get tangled up in it	02
Human activities cause most damage to the health of coastal rivers, lakes, lagoons and harbours	03
Climate change is rated as a major threat to the NSW coast	04
Human presence can impact wildlife (e.g. shore birds, whales) by causing them to move away from feeding, resting and breeding areas	05
None of these [EXCLUSIVE]	99

---[NEW SCREEN] ---

ASK ALL

Q17 How much impact have the following aspects had on your personal experience of your local coastal area over the last year?

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS. ANCHOR 'OTHER' AT THE BOTTOM

HIGH. IMPACT INDICATOR

	Response	No impact to me	Minor impact to me	Moderate impact to me	Major impact to me	Severe impact to me	Don't know
01	Climate change, including sea level rise, flooding, storm surges, heat waves, flooding, etc.	00	01	02	03	04	99
02	Loss of natural habitats (e.g. coastal bushland, wetlands)	00	01	02	03	04	99
03	Reduced amount of seafood to catch and eat	00	01	02	03	04	99
04	Less wildlife (e.g. fish, shorebirds, turtles) to enjoy	00	01	02	03	04	99
05	Poor water quality (e.g. sewage, stormwater)	00	01	02	03	04	99
06	Litter on shorelines or in the water	00	01	02	03	04	99
07	Overcrowding (i.e. too many people)	00	01	02	03	04	99

---[NEW SCREEN] ---

SECTION E: ATTITUDES AND EXPERIENCE WITH GOVERNMENT AGENCIES

ASK ALL

Q18 Would you like to have more opportunities, like this survey, to have a say about the way the NSW coast is managed?

{SINGLE}

MEMS KPI12. INDICATOR 71

Yes	01
No	02
Don't know	99

--[NEW SCREEN] ---

SECTION F: PROFILING ATTITUDINAL AND CALD

Finally, there is one more question we would like to ask you.

ASK ALL

Q19 Do you or your parents mainly speak a language other than English?
{SINGLE}
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

No (only speak English)	01
Yes	02
I'd prefer not to say	99

--[NEW SCREEN] ---

PRIZE DRAW ENTRY CONTACT DETAILS

Q20 To go into the draw to win one of five $100 EFTPOS cards, please enter your name and contact details below.

If you do not wish to go into the prize draw, please click the 'Next' button.

{TEXT RESPONSE}
[NON-MANDATORY]

Name:	
Phone:	
Email:	

--[NEW SCREEN] ---

Termination script:

Thank you for agreeing to take part in the survey. Unfortunately, you are not one of the people we are looking for in this survey.

[REDIRECT TO www.Ipsos.com.au]

INTRODUCTION AND CONSENT FORM

Thank you for taking part in this important research.

Please spend 10–15 minutes sharing your experience and opinion. All your responses will be kept confidential.

By completing the survey, you will enter into a prize draw for a chance to win one of five $100 EFTPOS cards (please see here for prize draw terms and conditions).

To start the survey please click the link below:

Survey link

Who are we?

Ipsos, an independent research agency, is conducting this research on behalf of the NSW Department of Primary Industries (Fisheries). The Department is one of the government agencies which are working to ensure that we have a healthy coast and sea in NSW that is managed for the greatest wellbeing of current and future generations.

Why are we doing this survey?

We are interested to find out more about your experiences of the NSW Coast, to better understand how the community interacts with their beaches, harbours, wetlands and other coastal environments.

You can skip any question if you do not wish to answer by clicking 'Next' to move to the next question, or you can select the 'Prefer not to say' response option.

What will happen with your answers?

Your participation is confidential and no personal information will be collected as part of this survey.

Ipsos will combine the information that is gathered from everyone into a report, nothing you say will be attributed to you as an individual.

How to answer this survey

Please read each question and follow the instructions to record your reply.

Please DO NOT use the 'Back' and 'Forward' buttons in the browser.

Please use the buttons at the bottom of each screen.

If you are having trouble accessing the survey, or you have any questions about the survey and how we will use the information collection, please email us at [Marine_Estate@ipsossurveys.com.au]. If you would like to find out more about our Privacy policy, please click here.

Privacy Policy Text:

In accordance with Privacy Laws, your participation in this survey will remain confidential and your individual responses anonymous.

Ipsos is a member of the Australian Data and Insights Associations (ADIA) and all Ipsos consultants are current members of The Research Society. Ipsos adheres to all standards of conduct as indicated by The Research Society Code of Professional Behaviour. Ipsos' bona fides' can also be found at: https://researchsociety.com.au/research-company-directory.

Prize draw terms and conditions text:

Eligibility

Entry is open to those who complete the Marine Estate Youth survey. Depending on your age and residential location, you may or may not be eligible to complete the survey.

Entry

The Promotion commences at 12:00 on 14/10/2021 and entries close at 23:59 on 07/11/2021.

To enter, Eligible Entrants must complete the Marine Estate Youth survey during the promotion period and enter via the entry details section at the end of the survey.

Each entrant is only permitted to complete the survey and enter the prize draw once. Failure to comply will result in removal from the prize draw.

Prizes and winning

The random prize draw will take place at 12:00 on 11/11/2021 at the Ipsos offices in Sydney. The winners will be drawn by an Ipsos Public Affairs employee. The five winners will receive one $100 EFTPOS card.

Total Prize pool value is $500 (5 x $100).

Prize conditions

Winners will be notified by phone/email within two (2) business days of the draw.

If there are any unclaimed or un-awarded prizes a prize draw will be conducted on the 18/11/2021 at the same time and place as the original draw and drawn by an Ipsos Public Affairs employee. If a winner is drawn they will be contacted by phone and in writing within two (2) business days.

3.4 Appendix D: Resident Postcodes

2000	2036	2086	2139	2257	2305	2441	2472	2528
2006	2037	2087	2140	2258	2305	2441	2473	2528
2007	2038	2088	2172	2259	2306	2443	2477	2529
2008	2038	2089	2173	2259	2307	2443	2477	2530
2009	2039	2090	2193	2260	2308	2444	2478	2533
2010	2040	2092	2203	2261	2312	2445	2479	2534
2011	2041	2093	2204	2262	2314	2446	2479	2535
2015	2041	2094	2205	2263	2315	2447	2480	2535
2016	2042	2095	2207	2264	2316	2448	2480	2536
2017	2042	2096	2208	2265	2317	2448	2480	2536
2018	2043	2097	2208	2267	2318	2449	2480	2537
2018	2044	2099	2209	2278	2319	2449	2481	2538
2019	2044	2100	2210	2280	2320	2450	2481	2539
2020	2045	2101	2216	2281	2321	2450	2482	2540
2020	2046	2102	2217	2282	2322	2452	2483	2541
2020	2047	2103	2217	2283	2322	2453	2483	2545
2021	2048	2104	2218	2284	2323	2453	2484	2546
2021	2049	2105	2218	2285	2324	2454	2485	2546
2021	2050	2106	2219	2286	2324	2454	2486	2548
2022	2050	2107	2219	2287	2337	2454	2487	2549
2023	2052	2108	2220	2287	2365	2455	2488	2550
2024	2060	2109	2221	2289	2370	2456	2489	2550
2025	2061	2110	2222	2289	2415	2460	2490	2551
2026	2062	2110	2223	2290	2422	2460	2500	2560
2027	2063	2111	2224	2291	2423	2460	2502	2574
2028	2064	2111	2225	2292	2424	2462	2505	2577
2029	2065	2112	2226	2293	2425	2463	2506	2577
2029	2065	2113	2227	2294	2426	2464	2508	2577
2030	2065	2114	2228	2295	2427	2465	2508	2622
2030	2066	2122	2229	2295	2428	2466	2515	2622
2031	2066	2127	2230	2296	2429	2469	2516	2631
2032	2067	2130	2231	2297	2429	2469	2517	2632
2032	2067	2131	2232	2298	2430	2470	2518	2775
2033	2068	2132	2233	2299	2431	2470	2519	
2034	2069	2133	2234	2300	2439	2471	2522	
2035	2083	2135	2250	2302	2440	2471	2525	
2035	2084	2137	2251	2303	2440	2472	2526	
2036	2085	2138	2256	2304	2441	2472	2527	

3.5 Appendix E: Social media advertising

Text used in the advertising:

Caption 1

If you're between 14 and 17 years old and live in NSW, we really need your help!

We're conducting a survey to understand what young people think we should be doing to look after the NSW Coast.

We want to learn what you think is important and what you would do to preserve it for future generations.

The survey takes 10 minutes and just by completing it, you'll enter the draw to win 1 of 5 $100 Gift Cards.

Please help us help the NSW Coast, and have your say today!

Caption 2

Do you live on the NSW Coast?

We're conducting a short survey to help us better understand your thoughts about the health and potential threats to the NSW Coast and the possible impact to your use.

It just takes 10 minutes to have your say, and your responses could have an impact on marine preservation and management in NSW for years to come.

You'll also you'll enter the draw to win 1 of 5 $100 Gift Cards.

Tap below to have your say today!

Caption 3

How should we prevent the pollution and destruction of our natural coastal environment?

New South Wales has some of the most beautiful marine wildlife and natural formations in the world.

Should we be doing more to protect it?

We're conducting a short survey to help us understand your thoughts about the wellbeing of the NSW Coast. By helping us with your answers, you'll enter the draw to win 1 of 5 $100 Gift Cards.

Your responses could impact the future preservation and management of the NSW Coast, so it's important to have your say.

Tap below to have your say today!

Images used in the advertising: