

## Atlantic Canada Fish Farmers' Association

Commissioned Results, Spring (Q2) 2024, Atlantic Quarterly Key Highlights: Atlantic Canada Overall Methodology: Probability telephone survey with 1,450 interviews (NS: 400; NB: 400; NL: 350; PE: 300) |

Overall results accurate to within + 2.5 percentage points, 19

times out of 20 | Data Collection Dates: May 7-30, 2024

## Of these, top reasons for supporting (Unaided) Provides employment in rural areas 35% (vs. 32% in 2023) Good for the economy (vs. 29% in 2023)

81%
Support the aquaculture industry

(vs. 81% in 2023)

Oppose the aquaculture industry

(vs. 11% in 2023)

Of these, top reasons for opposing
(Unaided)

Bad for the environment

vs. 35% in 2023) **42**%

Farmed fish aren't as good for you as wild fish (vs. 20% in 2023)



## Contributions of Aquaculture (% Agree)

(% Agree)

Local salmon farmingprovides importantemployment opportunities

(vs. 86% in 2023)

Local salmon farming is an important contributor to the provincial economy

(vs. 79% in 2023)

Farming the ocean helps address climate change

(vs. 40% in 2023)



48%	Media	
18%	Websites	
13%	Word of mouth	
9%	Social media	

Role the aquaculture and salmon farming industry can play in shaping the province's future (Unaided)



