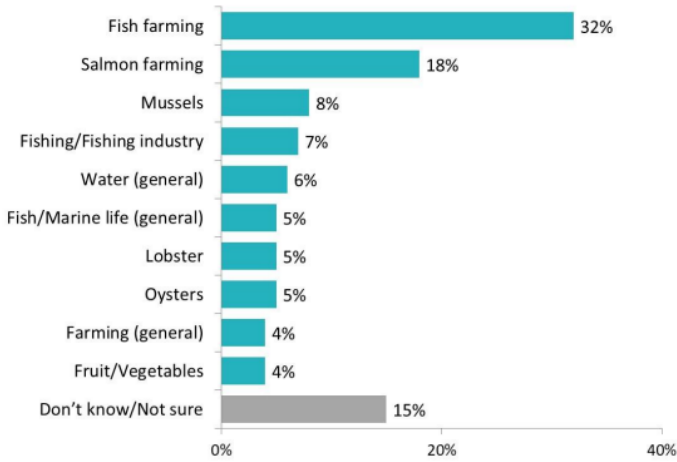


Nova Scotia by the Numbers

For more information, contact the AANS at 902-422-6234 or by email at seafarmers@seafarmers.ca

Aquaculture in Nova Scotia – Top of Mind

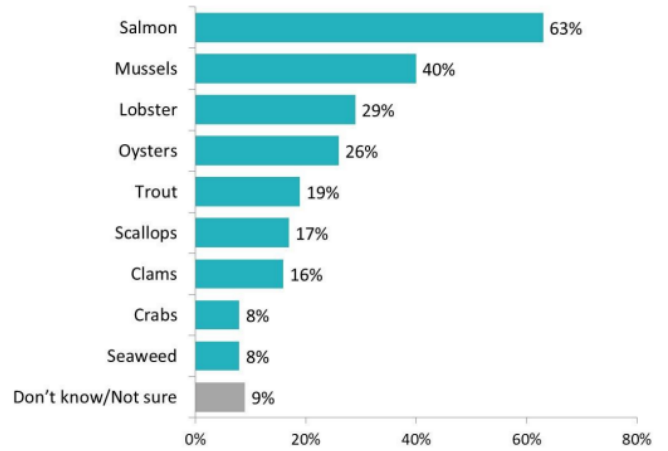
Key Mentions From Total Unaided Mentions



Q.AA1: When you think of aquaculture in Nova Scotia, what comes to mind? Anything else? (n=400)

Types of Fish, Shellfish, and Marine Plants Farmed in NS

Key Mentions from Total Unaided Mentions

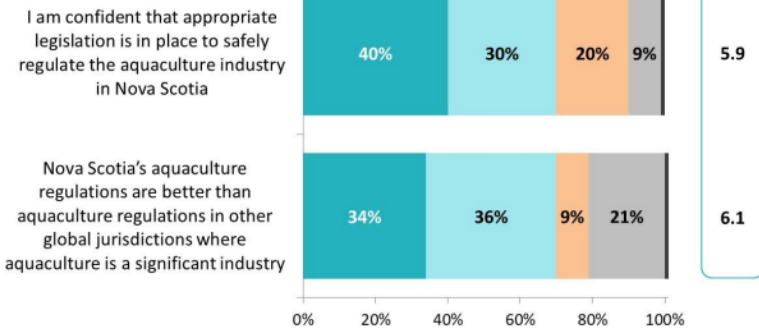


Q.AA2: To the best of your knowledge, what kinds of fish, shellfish, and marine plants are farmed in Nova Scotia? Any others? (n=400)

Opinion of Statements About Aquaculture Regulations

Rating on 10-pt Scale: 1=Completely disagree, 10=Completely agree

■ Top 4 Box (7-10) ■ Middle 2 Box (5-6) ■ Bottom 4 Box (1-4) ■ Don't know/Not sure ■ No answer

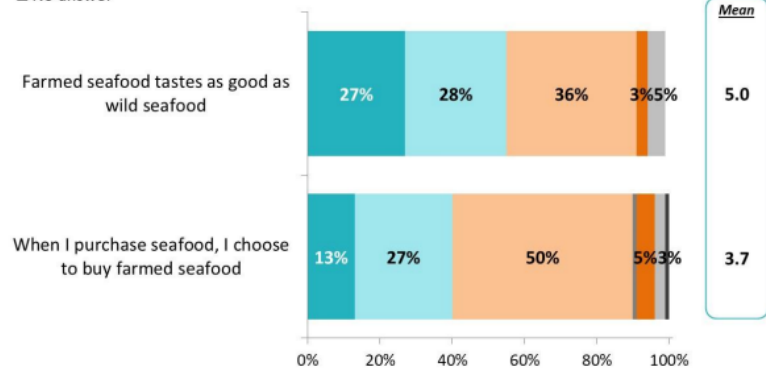


Q.AA3a-b: Please indicate the extent to which you agree or disagree with each of the following statements. Use a scale of 1 to 10, where '1' is completely disagree and a '10' is completely agree. (n=400) Note: Mentions of 2% or less are shown as coloured bars. For the calculations of mean, 'Don't know/Not sure' and 'No answer' are excluded.

Opinion of Statements About Farmed Seafood

Rating on 10-pt Scale: 1=Completely disagree, 10=Completely agree

■ Top 4 Box (7-10) ■ Middle 2 Box (5-6) ■ Bottom 4 Box (1-4) ■ Depends ■ Don't purchase/eat seafood ■ Don't know/Not sure ■ No answer

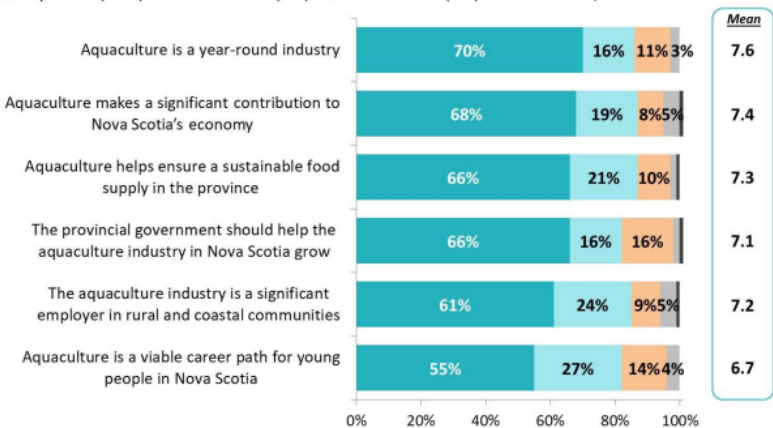


Q.AA4a-b: Please indicate the extent to which you agree or disagree with each of the following statements. Use a scale of 1 to 10, where '1' is completely disagree and a '10' is completely agree. (n=400) Note: Mentions of 2% or less are shown as coloured bars. For the calculations of mean, 'Depends', 'Don't purchase/eat seafood', 'Don't know/Not sure' and 'No answer' are excluded.

Opinion of Statements About Aquaculture Industry in NS

Rating on 10-pt Scale: 1=Completely disagree, 10=Completely agree

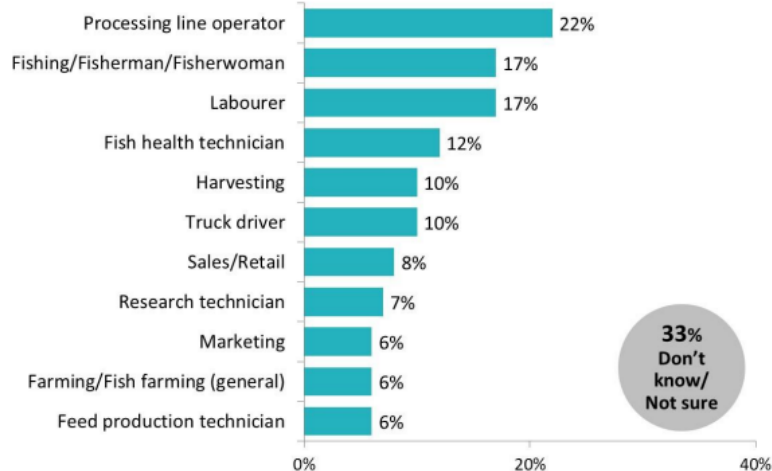
■ Top 4 Box (7-10) ■ Middle 2 Box (5-6) ■ Bottom 4 Box (1-4) ■ Don't know/Not sure ■ No answer



Q.AA5a-f: Please indicate the extent to which you agree or disagree with each of the following statements about the aquaculture industry in Nova Scotia. Use a scale of 1 to 10, where '1' is completely disagree and a '10' is completely agree. (n=400) Note: Mentions of 2% or less are shown as coloured bars. For the calculations of mean, 'Don't know/Not sure' and 'No answer' are excluded.

Employment Opportunities in the Aquaculture Sector

Key Mentions From Total Unaided Mentions



Q.AA7: Aquaculture is active in coastal communities throughout Nova Scotia. What types of employment opportunities exist in the aquaculture sector? Any others? (n=400)

Not listed: 69% of Nova Scotians claimed not to know someone who works in aquaculture, while 30% said they do.