

# Surveying Public Attitudes Toward Sharks Following Shark Bite Incidents

## PHONE VERSION

**Intro: Good morning/afternoon/evening, my name is (INT NAME) calling from Field Works Market Research on behalf of Dr Christopher Neff in the Department of Government & International Relations at the University of Sydney. We are conducting research into shark bite prevention policies and beach safety. Identifying the public's views on these issues is an important part of the policy process and your opinions are extremely important to us. If you have any questions or concerns about this research you can contact Dr Neff by phone on**

**or via email at:**  
**Are you happy to**

**proceed with this phone survey?**

1.) Which of the following age groups do you belong to?  
18-24, 25-34, 35-44, 45-54, 55-64, 65+

2.) What is your Gender?

- a.) Male
- b.) Female
- c.) Gender X

3. In which suburb do you live?

4.) How often do you go into the ocean?

- a.) Never
- b.) Less than once a month
- c.) Once a month
- d.) Twice a month
- e.) Once a week
- f.) Twice a week
- g.) Daily

**The remaining questions deal primarily with your views about sharks**

5.) When shark bites occur, do you think that it is:

- a.) Intentional
- b.) Accidental
- c.) Not sure

6.) On a scale of 1-10, how frightened are you of sharks?  
With 1 being not frightened at all and 10 being extremely frightened.

1 2 3 4 5 6 7 8 9 10

7.) On a scale of 1-10, how much total media coverage have you seen regarding recent shark bite incidents? With 1 being none and 10 being a lot of coverage.

1 2 3 4 5 6 7 8 9 10

8.) On a scale of 1-10, how much pride do you have in the local shark population? With 1 meaning no pride and 10 meaning a lot of pride.

1 2 3 4 5 6 7 8 9 10

9.) On a scale of 1-10, how much confidence do you have in the NSW Government to prevent shark bites? With 1 meaning no confidence and 10 meaning a lot of confidence.

1 2 3 4 5 6 7 8 9 10

10.) Who do you think is to blame when sharks bite people?

- a.) The sharks
- b.) The swimmer
- c.) The Government
- d.) No one
- e.) Not sure

11.) When shark bites happen, how do you think the WA Government should respond?

- a.) a.) Put in shark nets
- b.) b.) Educate the public
- c.) c.) Hunt the shark
- d.) d.) Leave the shark alone
- e.) e.) Invest in new non-lethal technologies
- f.) f.) Put in baited drum lines
- g.) g.) Conduct more research to investigate shark interactions
- h.) Other [DO NOT READ OUT] (please specify)

12.) Do you agree or disagree that the **term** "shark attack" is too sensationalized by the media? (one answer only):

- a.) Agree
- b.) Disagree
- c.) Not sure

13.) What do you think is the primary purpose of lethal policy responses to shark bite incidents? (one answer only):

- a.) a.) To protect the public
- b.) b.) To calm the public
- c.) c.) To help tourism
- d.) d.) Not sure