

Appendix 2. Survey guide.

Knowledge and Attitude Survey

Part A: Sustainable Seafood Knowledge

1. How would you describe your overall knowledge of sustainable fishing/fish farming practices (1- not at all knowledgeable 2- not knowledgeable 3- neutral 4- somewhat knowledgeable 5- completely knowledgeable)
2. How would you describe your overall knowledge of sustainable seafood products (1- not at all knowledgeable 2- not knowledgeable 3- neutral 4- somewhat knowledgeable 5- completely knowledgeable)
3. Which of the following seafood products do you believe are typically fished or farmed in a sustainable manner? (Circle all that apply)
 - a. Wild caught Chilean sea bass
 - b. Farmed Arctic char
 - c. Wild caught Pacific cod
 - d. Wild caught Atlantic cod
 - e. Farmed Atlantic halibut
 - f. Wild caught Pacific halibut
 - g. Wild caught Coho salmon
 - h. Farmed Atlantic salmon
 - i. Wild caught Pacific spot prawn
 - j. Farmed tiger prawn
4. Which of the following methods of fishing do you believe are sustainable? (Circle all that apply)
 - a. Trolling (hook and line)
 - b. Benthic Long-lining
 - c. Mid-water long-lining
 - d. Benthic trawl
 - e. Mid-water trawl
 - f. Seining
 - g. Trap
5. In your opinion, what criteria apply to sustainable seafood? (Circle all that apply)
 - a. Must be wild caught
 - b. Cannot be a threatened species
 - c. Free of antibiotics
 - d. Has organic certification
 - e. Has no preservatives
 - f. Caught using fishing methods that reduce bycatch and minimize damage to the environment
6. In your opinion, are government regulations strict enough with regards to fisheries and aquaculture, circle one: too strict, okay, not strict enough, don't know
7. How much emphasis do you place on the following issues when you are making decisions to purchase specific seafood for your restaurant: (1=no emphasis; 5=a great deal of emphasis)
 - a. Whether the seafood is in a category that has been overfished
 - b. Whether the fishing gear that was used causes damage to habitat
 - c. Whether the fishing technique results in bycatch
 - d. Impacts of aquaculture on the environment
 - e. Whether the seafood is caught locally
 - f. Whether the seafood is delivered fresh
 - g. The price of the seafood
 - h. The taste of the seafood

Part B: Revised New Environmental Paradigm

Balance of Nature

In your opinion, how do you feel about the following statements (1- strongly disagree, 2- disagree 3-somewhat disagree, 4- neutral 5- somewhat agree 6-agree 7- strongly agree)

1. When humans interfere with nature, it often produces disastrous consequences
2. The balance of nature is very delicate and easily upset
3. The balance of nature is strong enough to cope with the impacts of modern industrial nations

Eco-Crisis

In your opinion, how do you feel about the following statements (1- strongly disagree, 2- disagree 3-somewhat disagree, 4- neutral 5- somewhat agree 6-agree 7- strongly agree)

4. Humans are severely abusing the environment
5. The so-called “ecological crisis” facing humankind has been greatly exaggerated
6. If things continue on their present course, we will soon experience a major ecological catastrophe

Antiexemptionalism

In your opinion, how do you feel about the following statements (1- strongly disagree, 2- disagree 3-somewhat disagree, 4- neutral 5- somewhat agree 6-agree 7- strongly agree)

7. Human ingenuity will insure that we do not make the earth unliveable

8. Despite our abilities, humans are still subject to the laws of nature

9. Humans will eventually learn enough about how nature works to be able to control it

Limits to Growth

In your opinion, how do you feel about the following statements (1- strongly disagree, 2- disagree 3-somewhat disagree, 4- neutral 5- somewhat agree 6-agree 7- strongly agree)

10. The earth is like a spaceship with very limited room and resources

11. We are approaching the limit to the number of people the earth can support

12. The earth has plenty of natural resources if we just learn how to develop them

Antianthropocentrism (Human Domination)

In your opinion, how do you feel about the following statements (1- strongly disagree, 2- disagree 3-somewhat disagree, 4- neutral 5- somewhat agree 6-agree 7- strongly agree)

13. Plants and animals have as much right as humans to exist

14. Humans have the right to modify the natural environment to suit their needs

15. Humans were meant to rule over the rest of nature