

# Japanese Whaling

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January 2010

Findings from UMR Monthly Online Omnibus

# Methodology

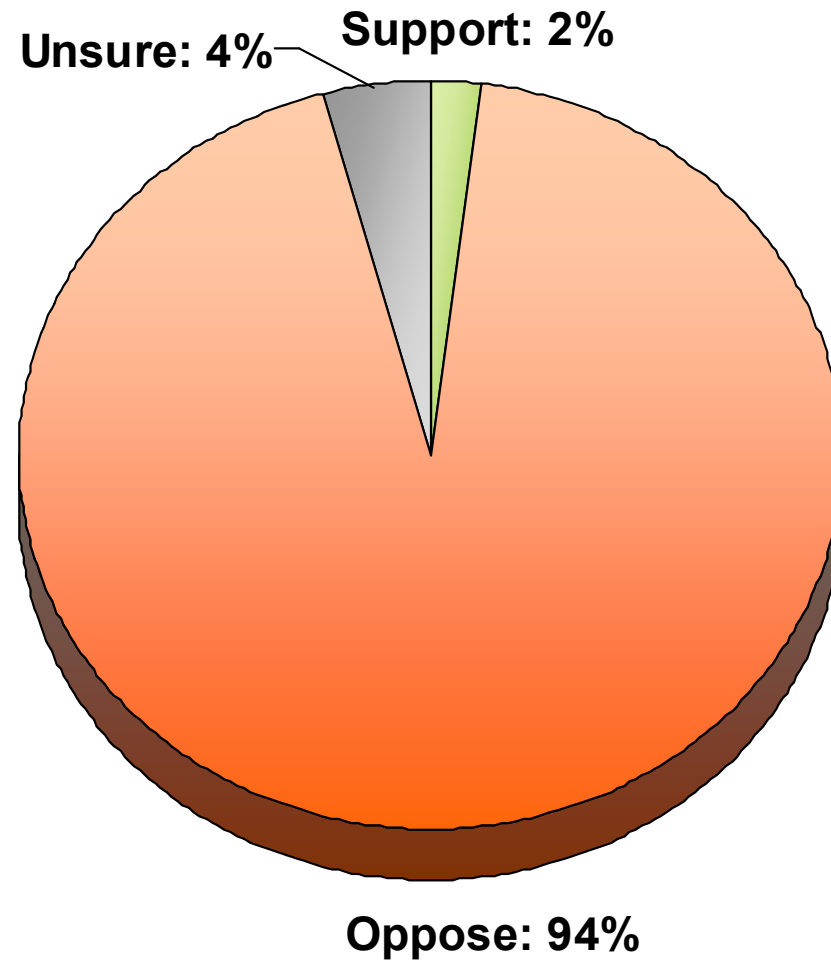
- n=1000
- Nationally representative sample
- Age: 18+
- Fieldwork: 7-11 January 2010
- Maximum margin of error at 95% confidence level:  $\pm 3.1$
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies

# Key Findings

- Strong opposition to Japanese whaling across the board
- High level awareness of collision between vessels; Just over half believe the Japanese were at fault
- Majority believe that Government is not doing enough to prevent Japanese whaling, and the Government should take international action
- Most prepared to boycott Japanese products and services in response to the issue, particularly females

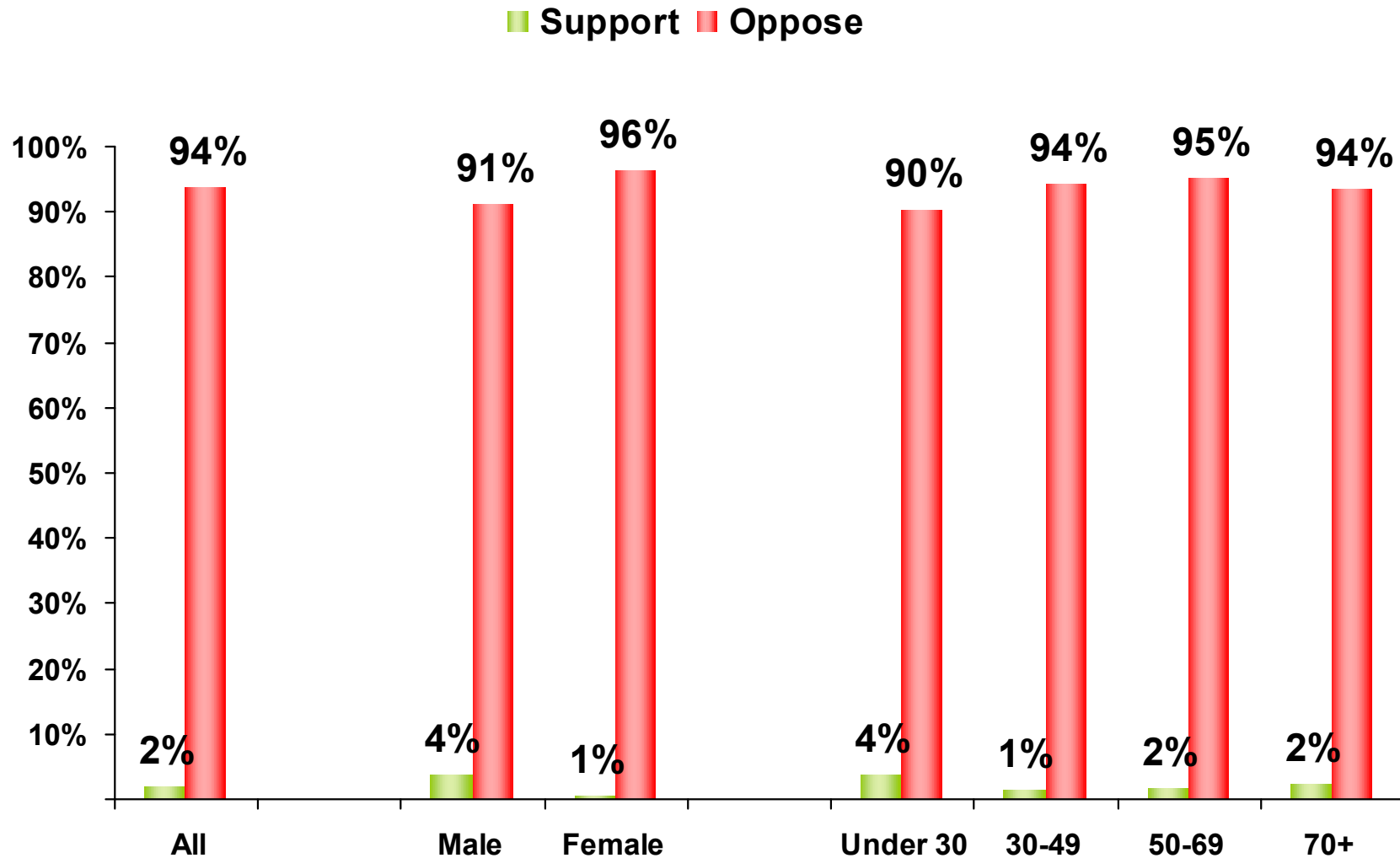
# Strong opposition to Japanese whaling

*Do you support or oppose Japanese whaling activity in the Southern oceans?*



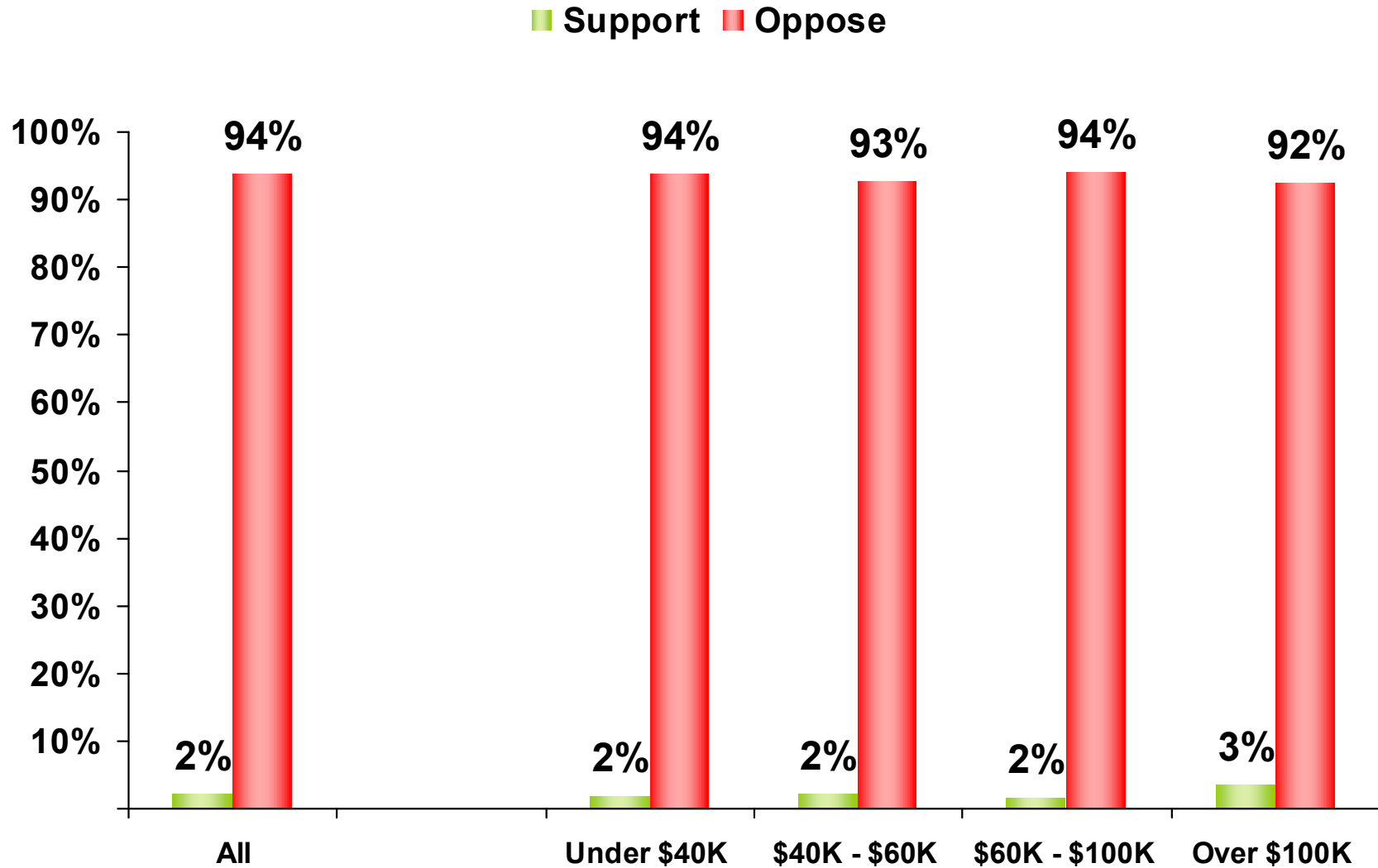
# Strong opposition across the board

*Do you support or oppose Japanese whaling activity in the Southern oceans?*



# Strong opposition across the board

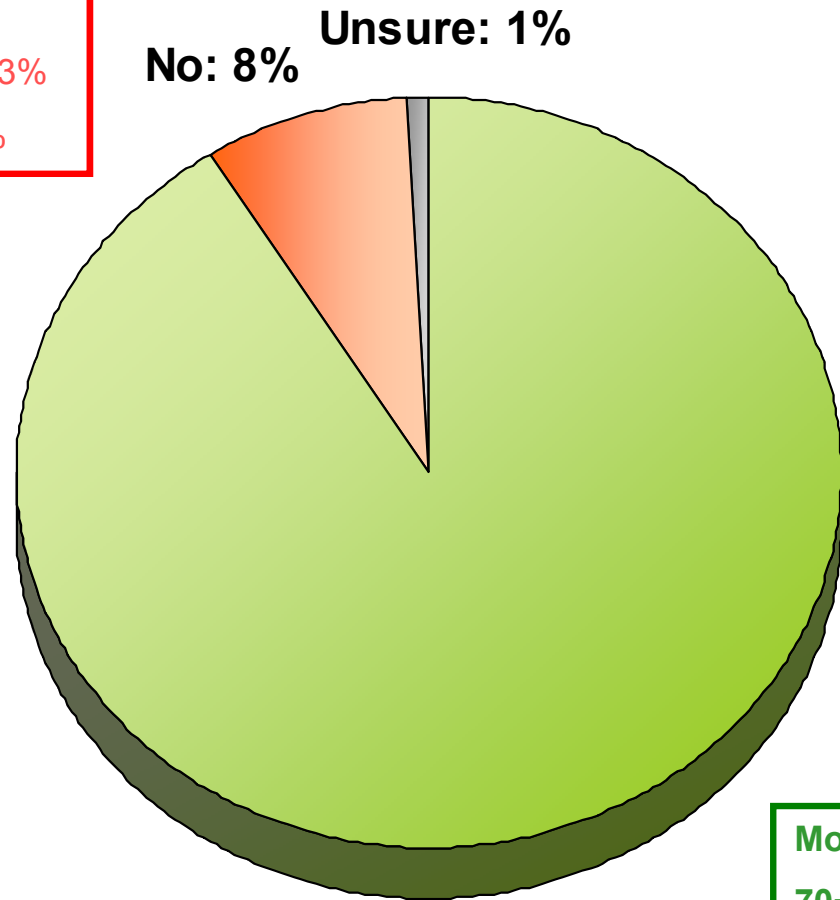
*Do you support or oppose Japanese whaling activity in the Southern oceans?*



# High awareness of the collision

*Have you heard of the collision between the Sea Shepherd anti-whaling protest boat Ady Gil and a Japanese whaling ship?*

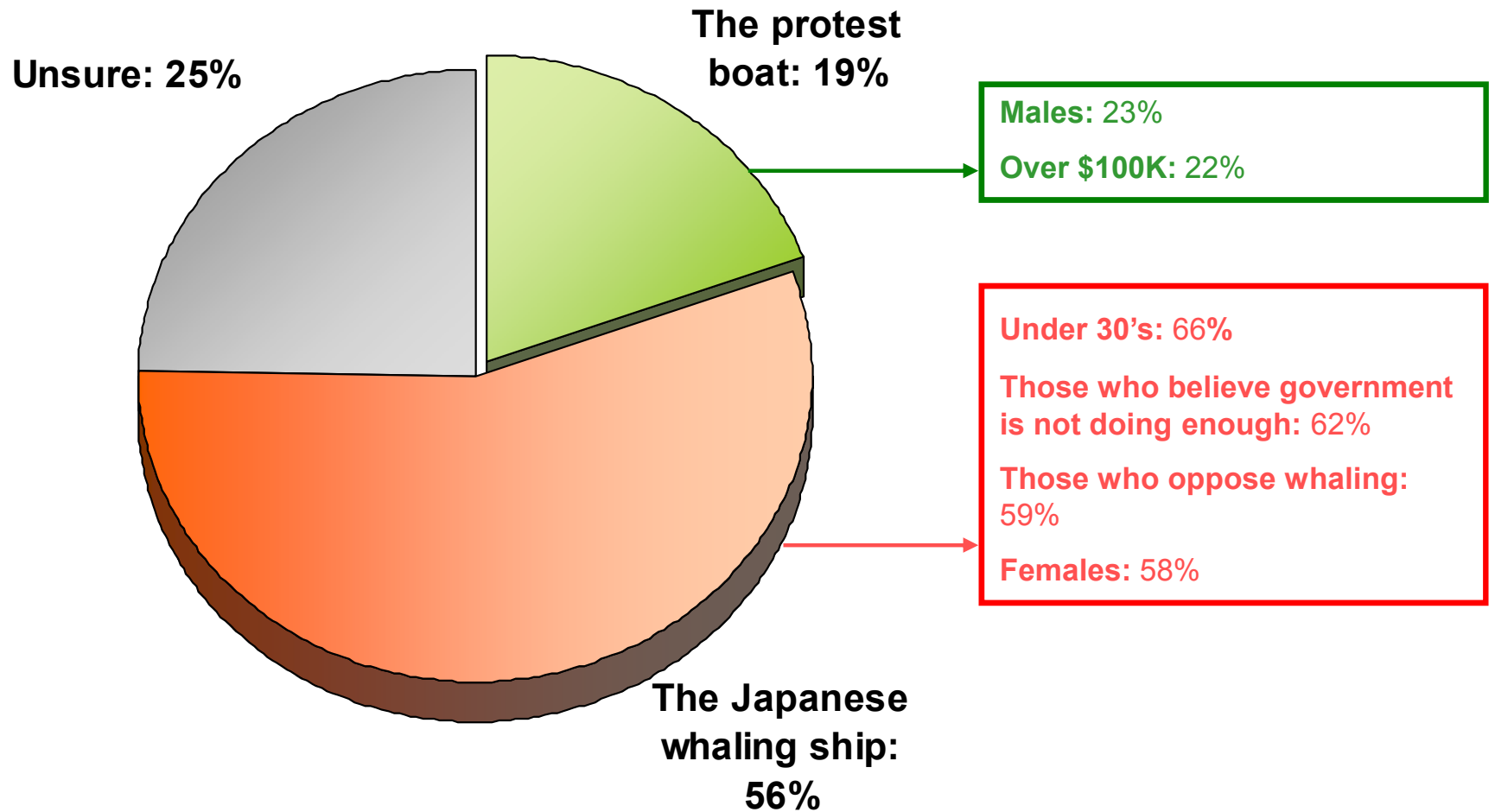
**Least aware:**  
**Under 30's: 23%**  
**Females: 11%**



**Most aware:**  
**70+: 100%**  
**50-69: 97%**  
**Males: 94%**

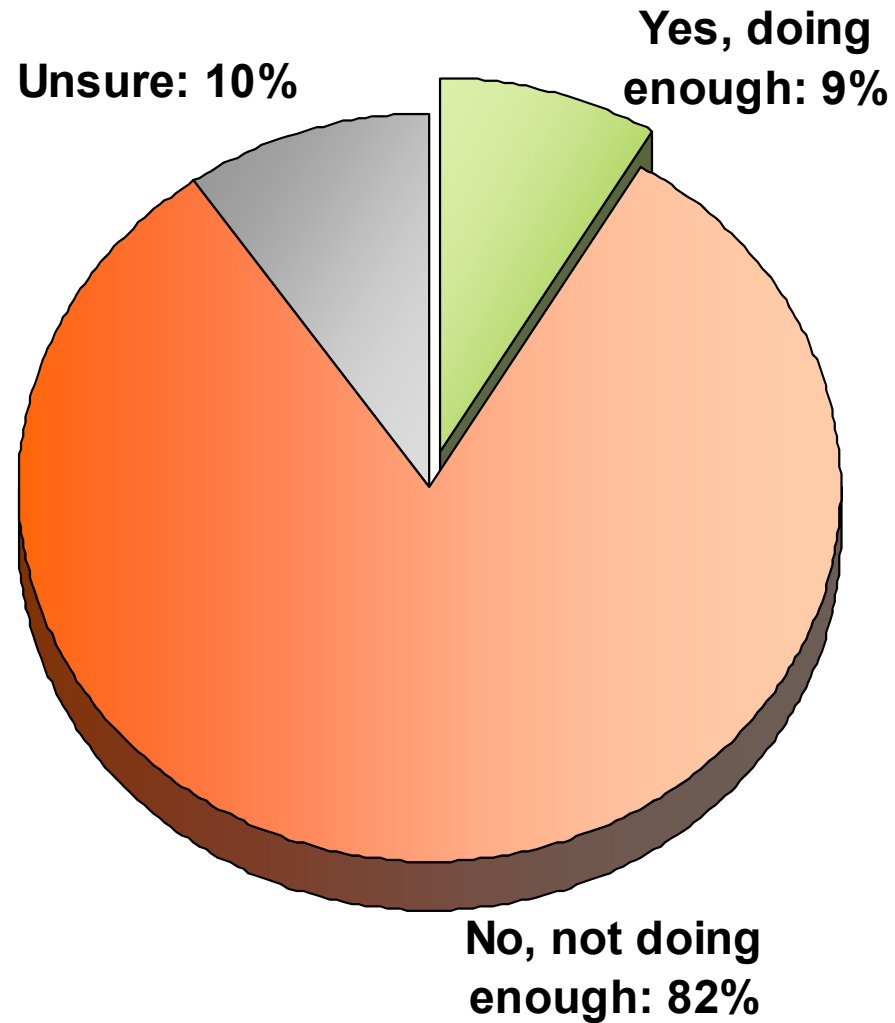
# Most believe the Japanese caused the collision

*From what you have heard or seen, who caused the collision between the two vessels?*



# Government not doing enough to prevent whaling

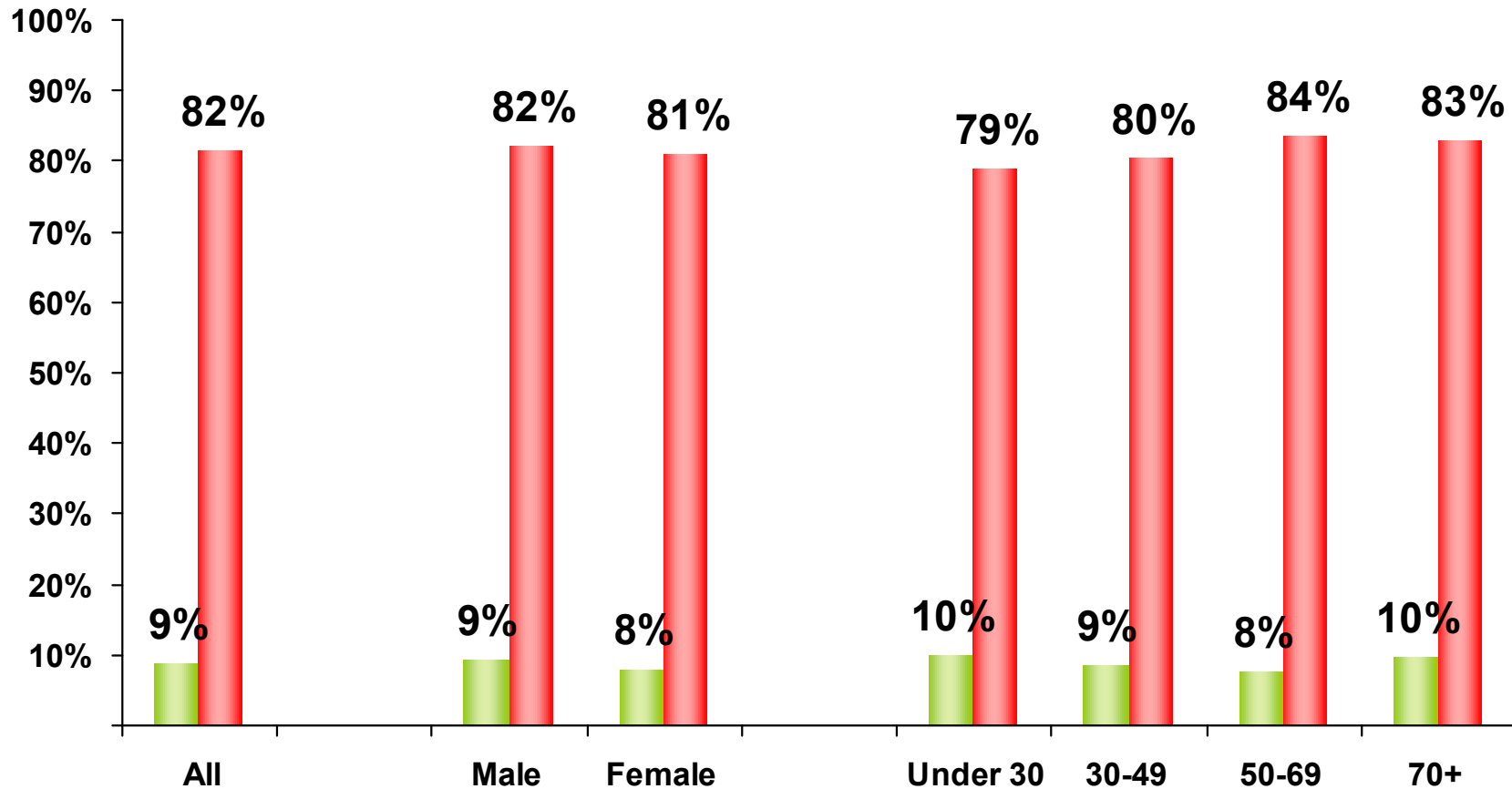
*Is the Australian government doing enough to prevent Japanese whaling in the Southern oceans?*



# Government not doing enough to prevent whaling

*Is the Australian government doing enough to prevent Japanese whaling in the Southern oceans?*

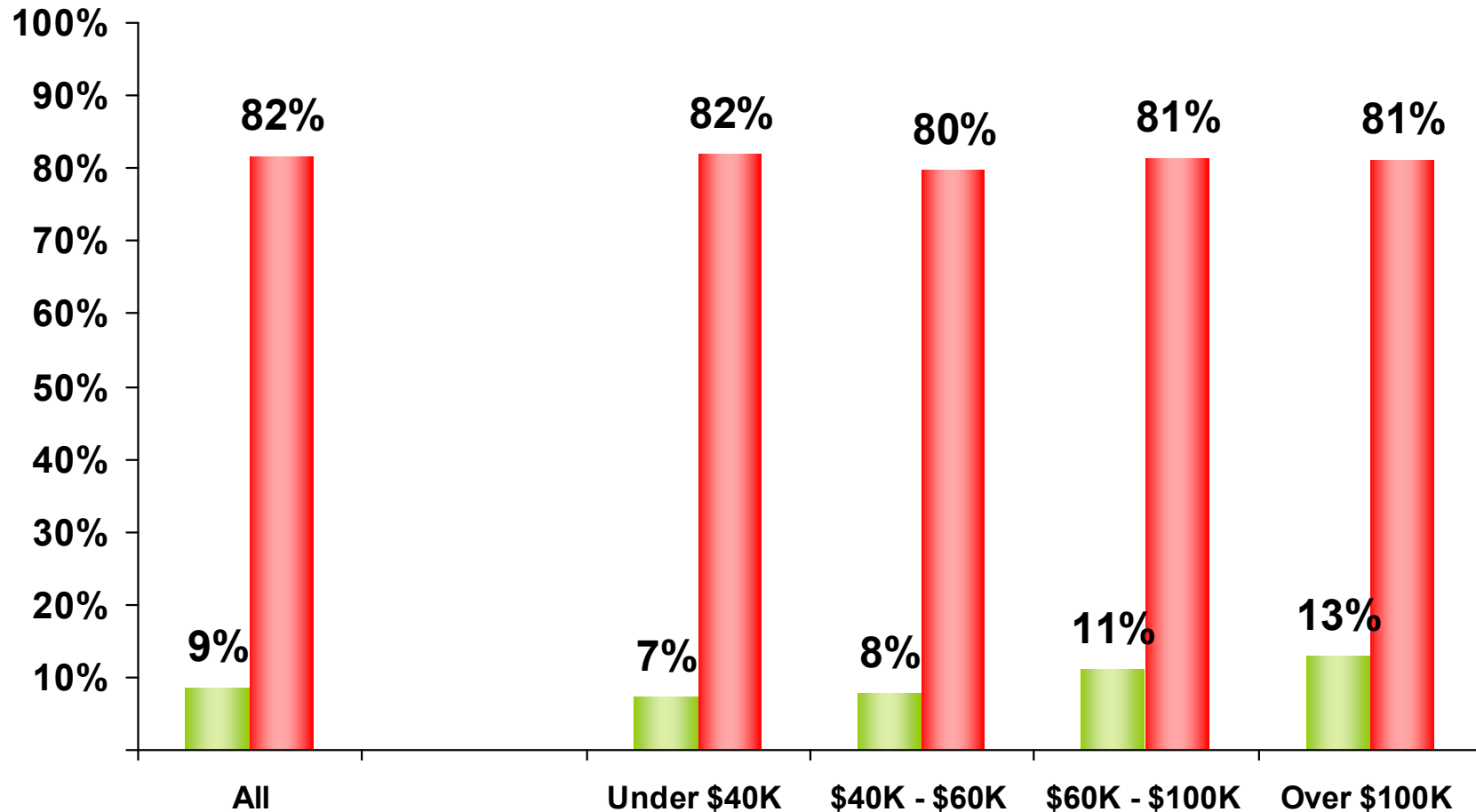
■ Yes ■ No



# Government not doing enough to prevent whaling

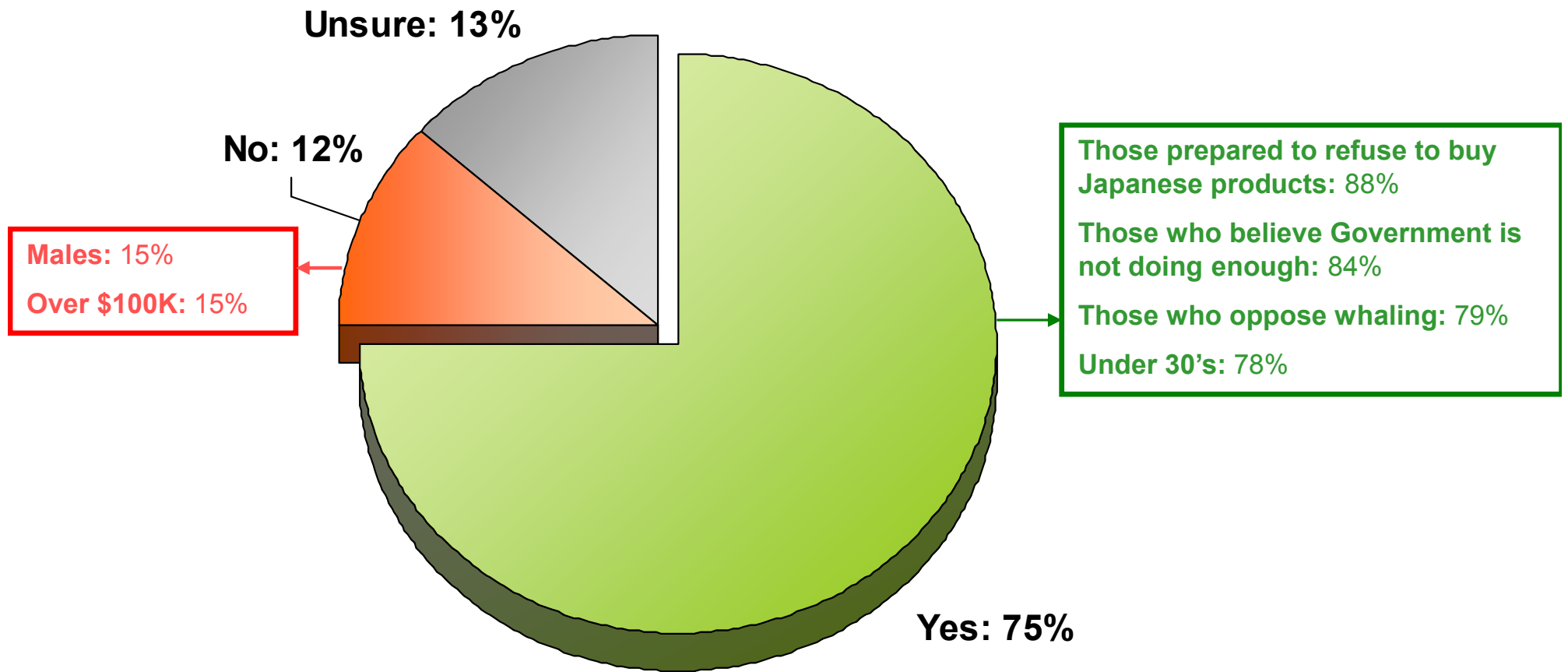
*Is the Australian government doing enough to prevent Japanese whaling in the Southern oceans?*

■ Yes ■ No



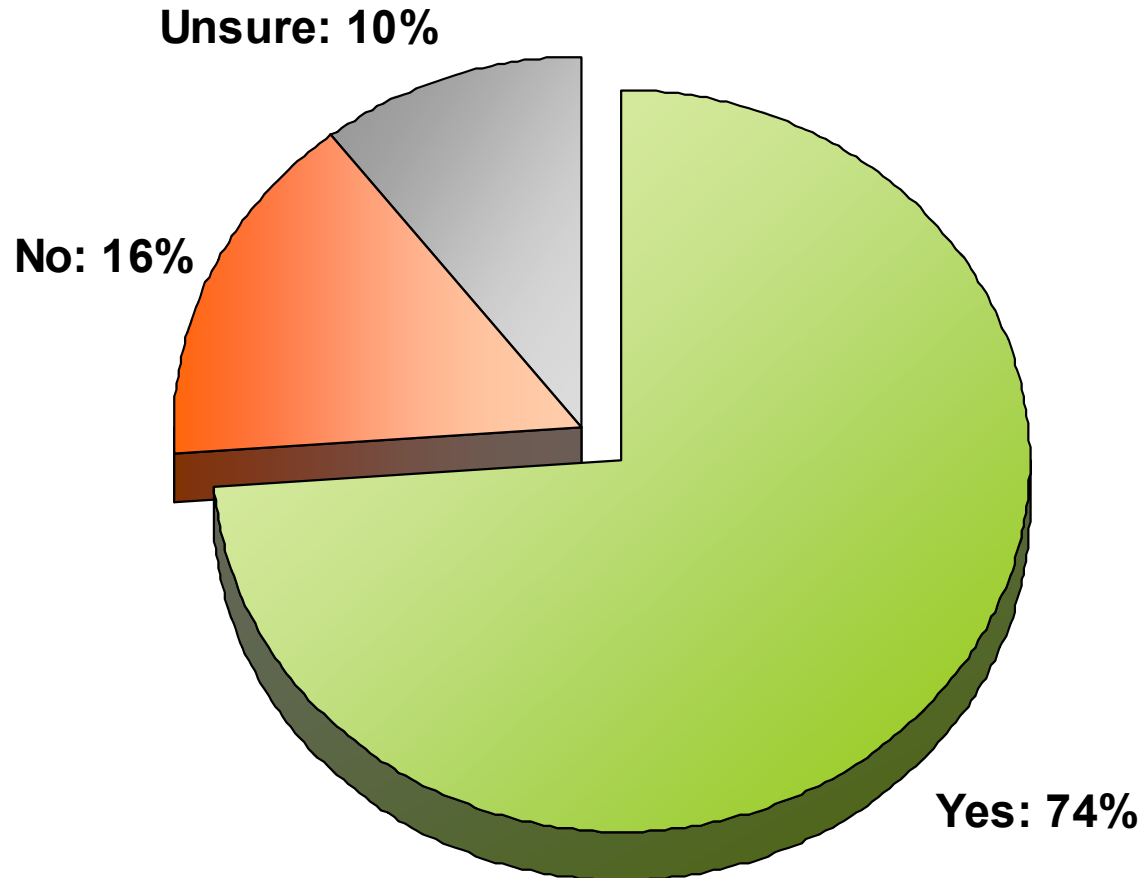
# Government should reprimand Japan over its killing of whales

*In your opinion, should the Australian government take Japan to the International Court of Justice over its killing of whales?*



# Most would be prepared to refuse to buy Japanese products or services in response to whaling activities

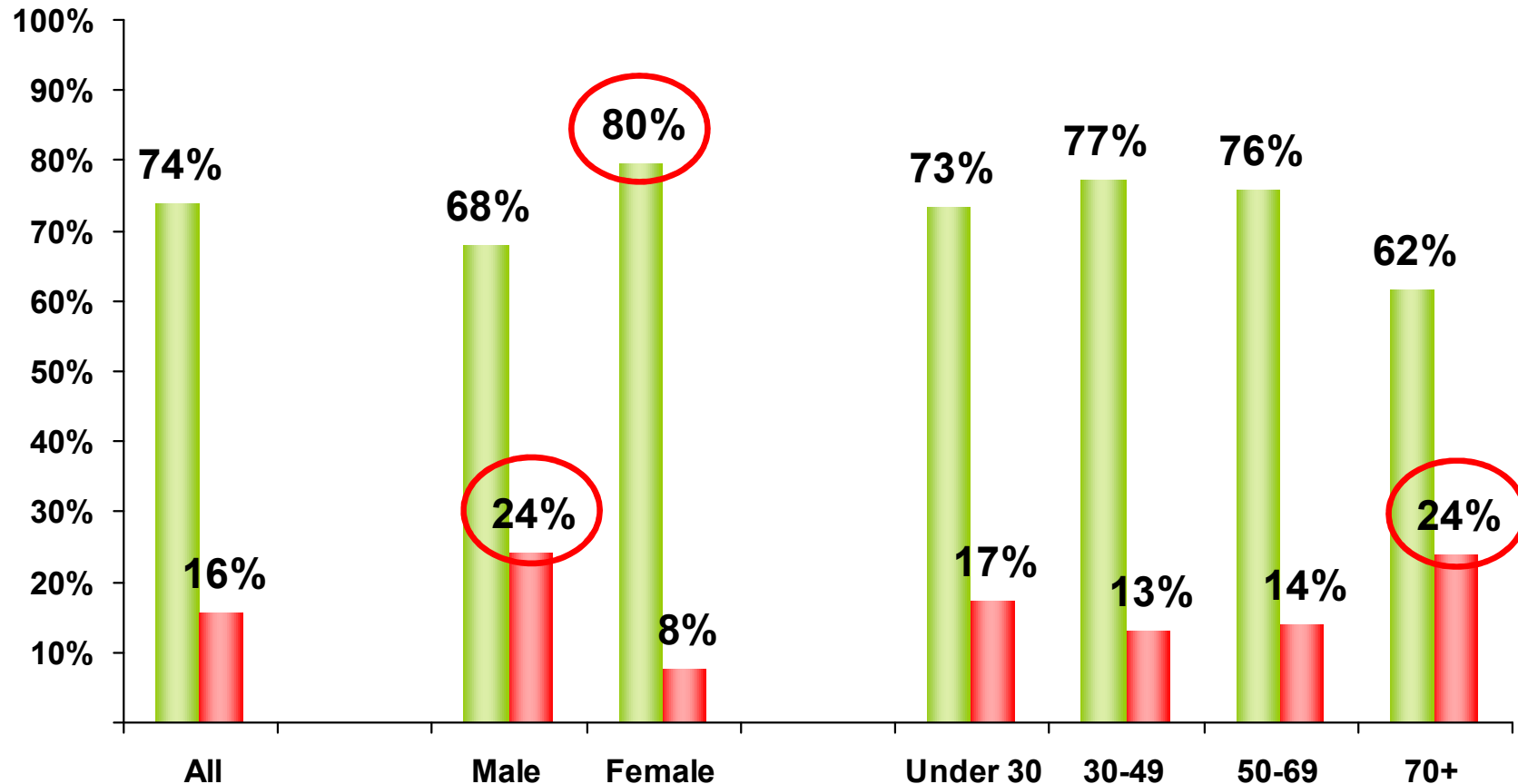
*Would you be prepared to refuse to buy Japanese products or services to pressure them to stop whaling?*



# Females willing to boycott Japanese products and services; Males and 70+ least likely

Would you be prepared to refuse to buy Japanese products or services to pressure them to stop whaling?

■ Yes ■ No



# More breakdowns....

*Would you be prepared to refuse to buy Japanese products or services to pressure them to stop whaling?*

■ Yes ■ No

