This graphic presents the findings of the Victorian Marine and Coastal Community Attitudes and Behaviours Research. Conducted in 2018, it was the 5th iteration of the study and examined the views of 2,501 Victorians.

**VISITATION**

- **77%** visited the coast in previous year
- **51%** stayed at least one night
- **47%** of Victorians that live on the coast visited their local foreshore at least weekly

**ACTIVITY**

Top 10 activities and % conducted activity in last 12 months:

- Walking / hiking: 55%
- Swimming / surfing: 44%
- Eating & drinking: 30%
- Lying / relaxing on the beach: 20%
- Other sporting activities: 17%
- Fishing: 14%
- Nature based activities: 12%
- Sightseeing & photography: 10%
- Socialising: 7%
- Shopping & visiting markets: 5%

**EXPERIENCE**

- **85%** of respondents that had visited the coast had a positive experience

Top 5 contributors to a positive experience as reported by Victorians:

- No litter or rubbish
- Scenic view
- Good weather
- A pristine, natural environment
- Clean, clear water

**VALUES**

Top 5 values of Victoria’s coastal and marine environment as reported by Victorians:

- Natural Beauty
- Pristine Beaches
- Wildlife / Marine life
- Accessibility & Facilities
- Quiet & Peacefulness

- **80%** of respondents rate Victoria’s coastal and marine environment as the State’s most important natural feature.
FUNCTIONS
Top 5 functions of Victoria’s coastal and marine environment as reported by Victorians
- Providing habitat for flora and fauna
- Providing a place people can experience nature
- Providing a place for people to spend leisure time
- Providing a physical buffer to protect the natural and built environment
- Contributing to the economy via tourism

ISSUES / THREATS
Top 5 threats facing Victoria’s coastal and marine environment as reported by Victorians
- Pollution & Poor Water Quality
- Rubbish & Litter
- Inappropriate Development
- Overfishing
- Climate Change

CLIMATE CHANGE AND SEA LEVEL RISE
- 72% of respondents agreed that Victoria’s marine environment is already being affected by climate change
- 75% of respondents agreed that sea level rise poses a threat to Victoria’s coastal and marine environment in the coming decades
- 77% of respondents agreed that the effects of climate change on the Victorian coast should be a key priority for government
- 56% of respondents agreed that individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk

POPULATION AND COASTAL CHARACTER
- 62% are concerned that Victorian coastal towns are increasingly looking more like ordinary Australian suburbs
- 42% of coastal residents moved to the coast after living inland or in an urban centre
- 13% of respondents that live away from the coast are considering making a move to the coast within the next 5 years

MANAGEMENT AND GOVERNANCE
- 58% agreed that the Victorian coast is well managed
- 55% agreed that the Victorian marine environment is well managed
- 85% agreed that Victoria’s coastal and marine environment should be more carefully managed