National Poll – September
Topline Results

n=1000 registered voters, general population

Question 42
Do you eat seafood/have you purchased seafood in the past month for you or your family?

77%   YES
23%   NO
1%   UNSURE

Question 45
When it comes to the seafood that you eat, how important are the following to you personally?

	TOT IMP	TOTAL NOT IMP	VERY IMP	SMT IMP	NOT VERY IMP	NOT IMP	UNS
45_1. Country where the seafood was caught	73%	25%	38%	35%	18%	6%	2%
45_2. Fat and calories	62%	36%	27%	35%	24%	13%	2%
45_3. Type of seafood	89%	10%	55%	33%	8%	2%	1%
45_4. Whether the seafood is wild-caught	69%	27%	36%	33%	20%	8%	4%
45_5. Whether the seafood is farmed	65%	30%	33%	32%	23%	7%	5%
45_6. Whether the seafood is 'local'	59%	38%	24%	36%	28%	11%	2%
45_7. How the seafood was caught	56%	41%	24%	32%	30%	11%	3%
45_8. Whether the seafood has been frozen	68%	30%	28%	39%	24%	6%	2%

Question 46
In general, how much more would you pay to know that your seafood was legally caught and honestly labeled?

77%   PAY MORE
20%   1% - 4%
25%   5% - 9%
21%   10% - 19%
10%   20% OR MORE
23%   I AM NOT WILLING TO PAY MORE

Question 48
As you may know, the term 'seafood fraud' refers to any number of ways information about seafood is falsified. For the purposes of this survey, we'll focus on species substitution or seafood mislabeling, where one fish is sold as another type of fish. How much of a problem, if at all, do you think seafood fraud is in the United States?

30%   MAJOR PROBLEM
41%   MINOR PROBLEM
4%   NOT A PROBLEM
24%   UNSURE

Question 49
As you may know, the federal government and Congress will consider new rules focused on eliminating seafood fraud in the United States. Specifically, requirements would include keeping key information like species of the fish, where it was caught, and how it was caught, follow the fish from the fishing boat or farm, through the supply chain to end point of sale. Seafood labeling with this information would be required. Based on what you know, do you favor or oppose these new requirements?

83%   TOTAL FAVOR
7%   TOTAL OPPOSE
41%   FAVOR - STRONGLY
42%   FAVOR - SOMEWHAT
5%   OPPOSE - SOMEWHAT
2%   OPPOSE - STRONGLY
10%   UNSURE