

# OCEANA ILLEGAL FISHING & SEAFOOD FRAUD SURVEY

DECEMBER 16, 2020

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# METHODOLOGY

These are some of the findings of an Ipsos poll conducted between December 11-14, 2020 on behalf of Oceana. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English. The sample includes 857 registered voters, 393 Democratic registered voters, 342 Republican registered voters, and 122 independent registered voters.

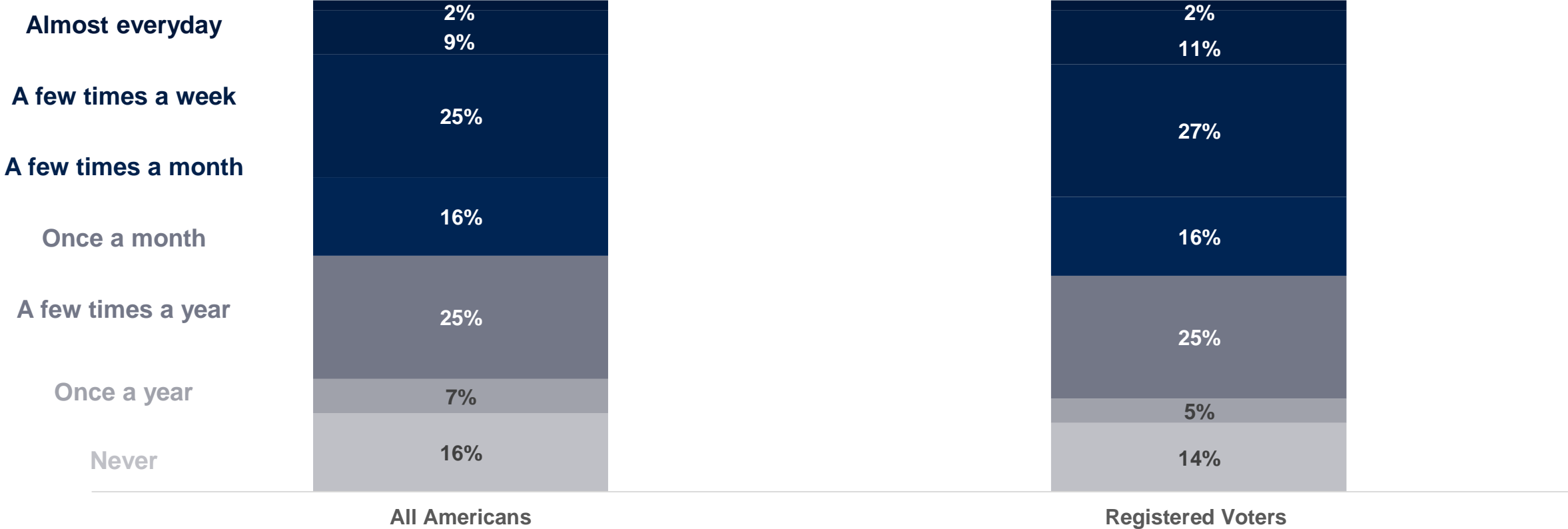
The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 3.8 percentage points for registered voters, plus or minus 5.6 percentage points for Democratic registered voters, plus or minus 6.0 percentage points for Republican registered voters, and plus or minus 10.1 percentage points for independent registered voters.

# Frequency of Seafood Consumption

How often do you purchase or eat seafood? Your best guess is fine.



Base Sizes: All Americans n=1,005; Registered Voters n=857



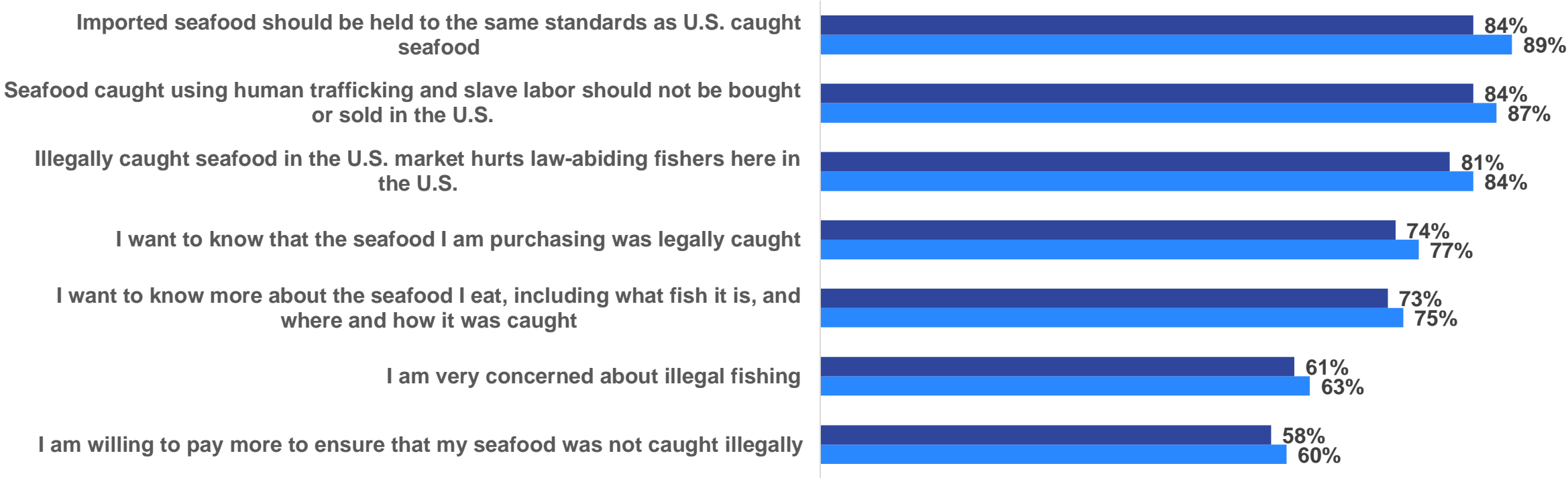
# PERCEPTIONS OF ILLEGAL FISHING

# Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

% Somewhat agree / Strongly agree

■ All Americans ■ Registered Voters



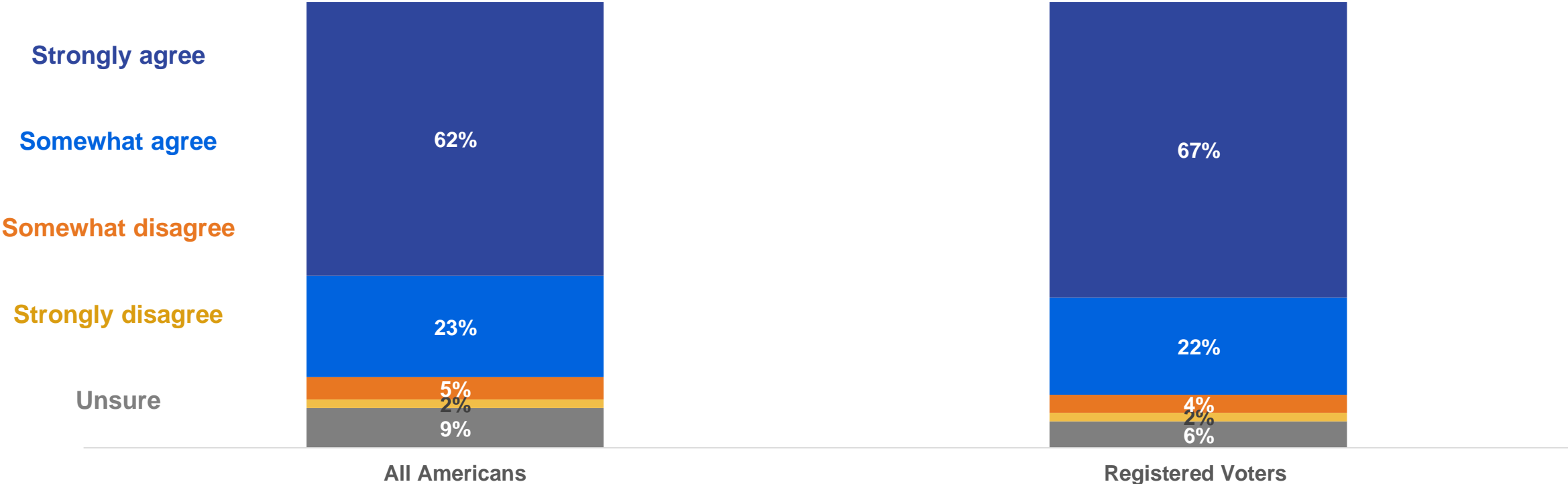
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*Imported seafood should be held to the same standards as U.S. caught seafood*



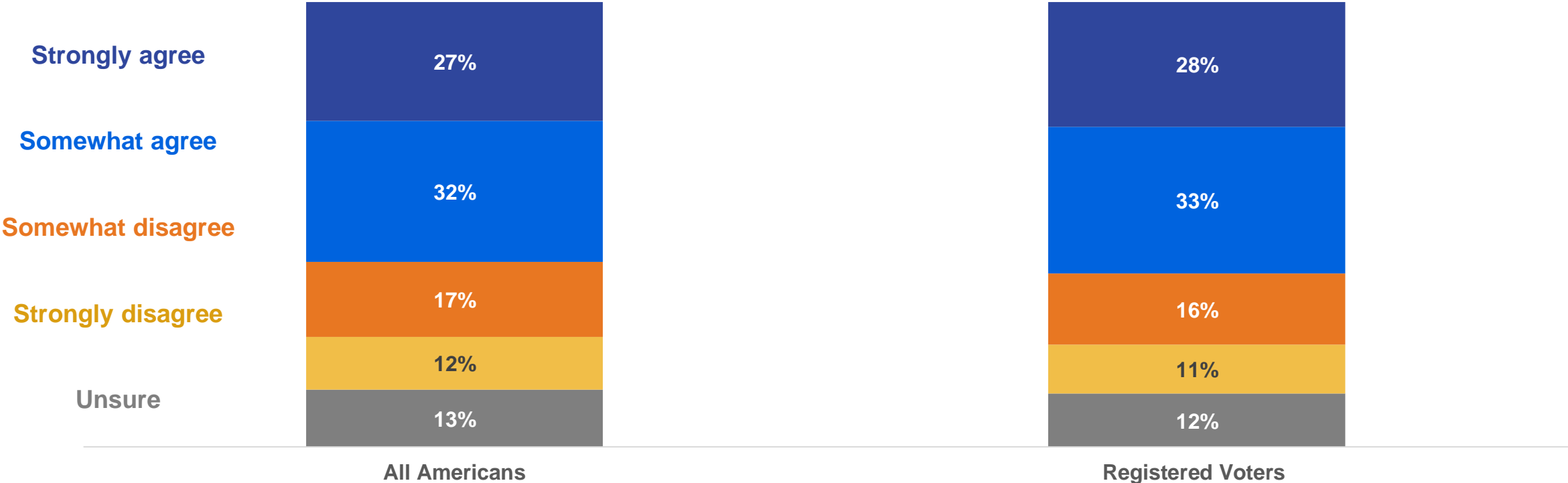
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*I am willing to pay more to ensure that my seafood was not caught illegally*



Base Sizes: All Americans n=1,005; Registered Voters n=857





# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*Seafood caught using human trafficking and slave labor should not be bought or sold in the U.S.*



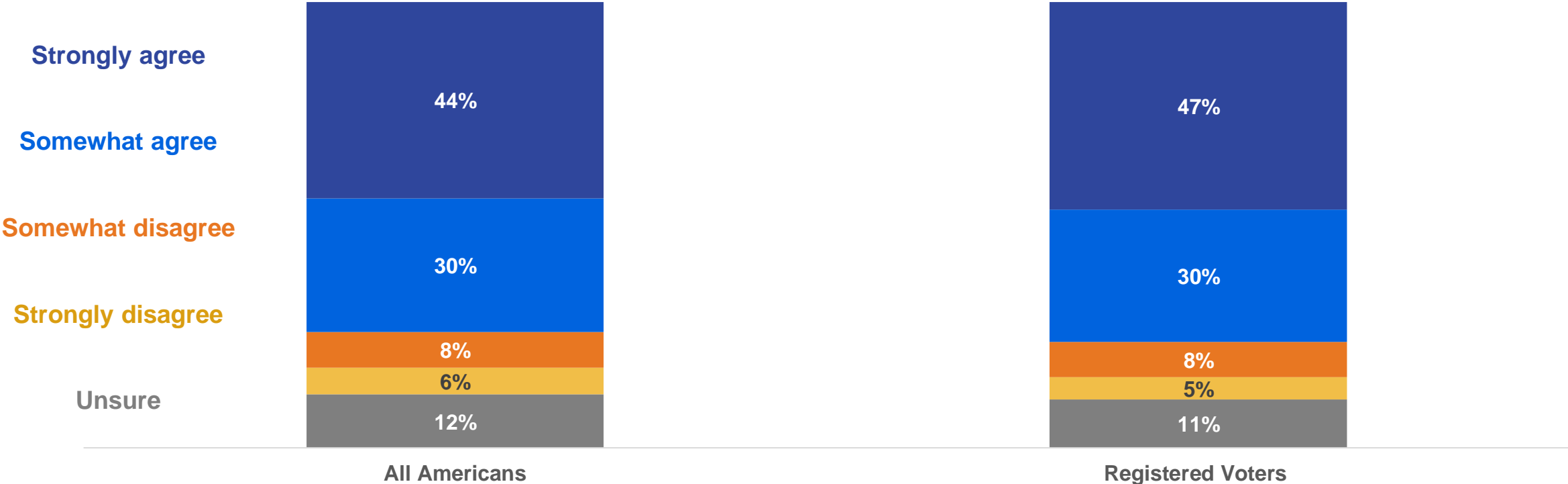
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*I want to know that the seafood I am purchasing was legally caught*



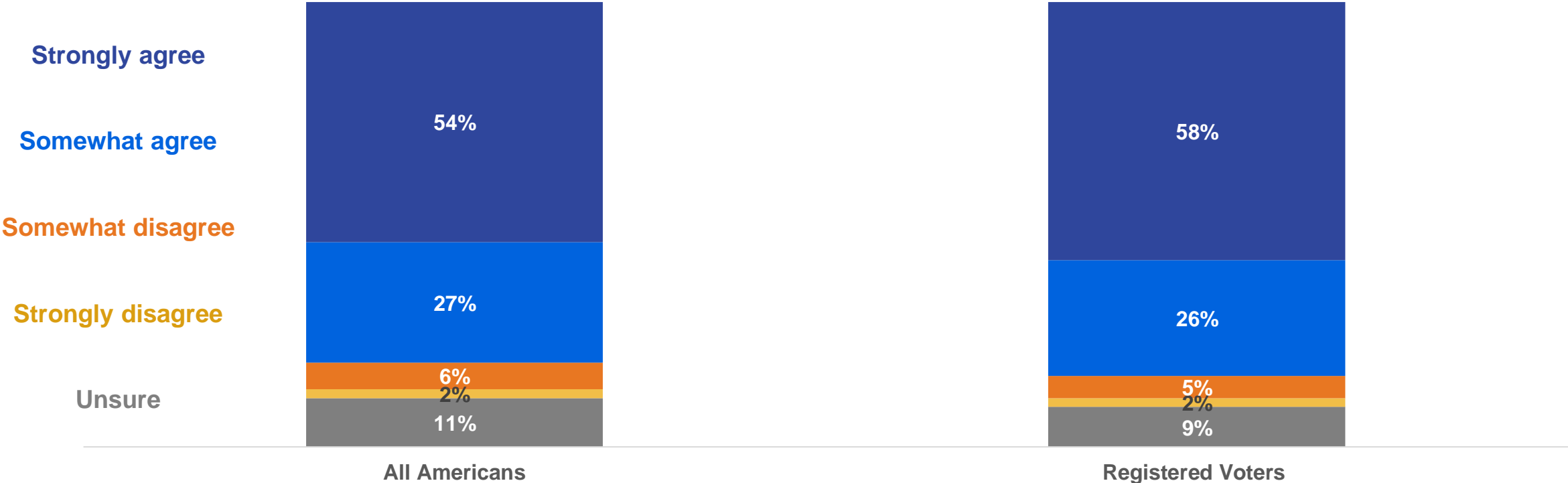
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*Illegally caught seafood in the U.S. market hurts law-abiding fishers here in the U.S.*



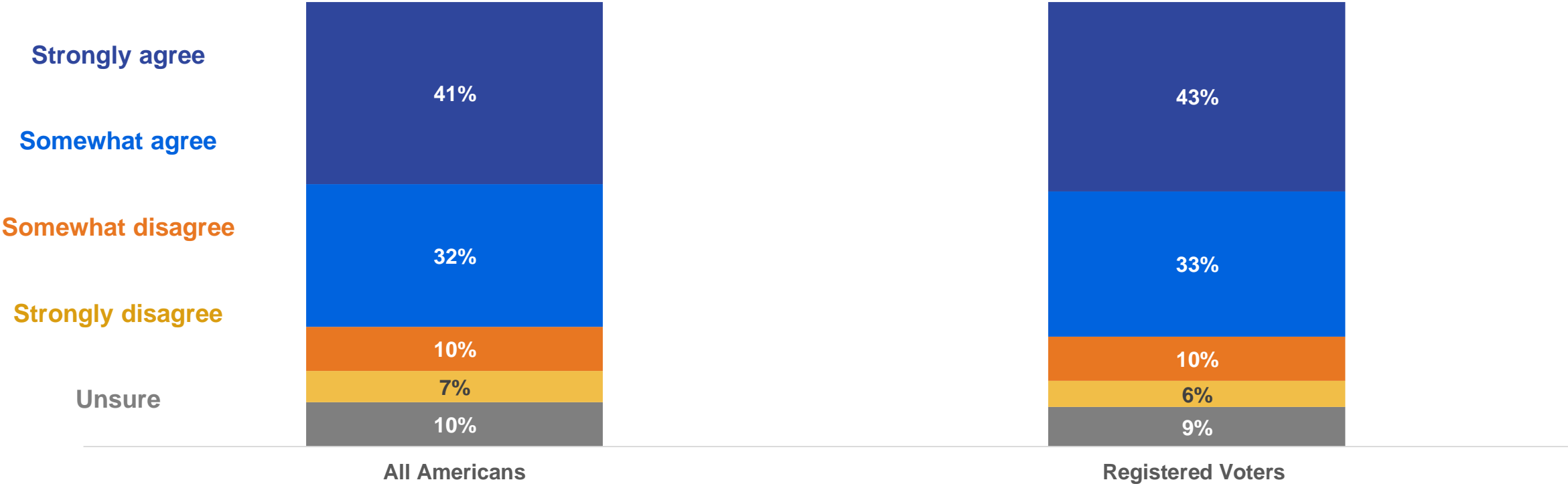
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Illegal Fishing & Its Impact

Please indicate whether you agree or disagree with the following...

*I want to know more about the seafood I eat, including what fish it is, and where and how it was caught*



Base Sizes: All Americans n=1,005; Registered Voters n=857

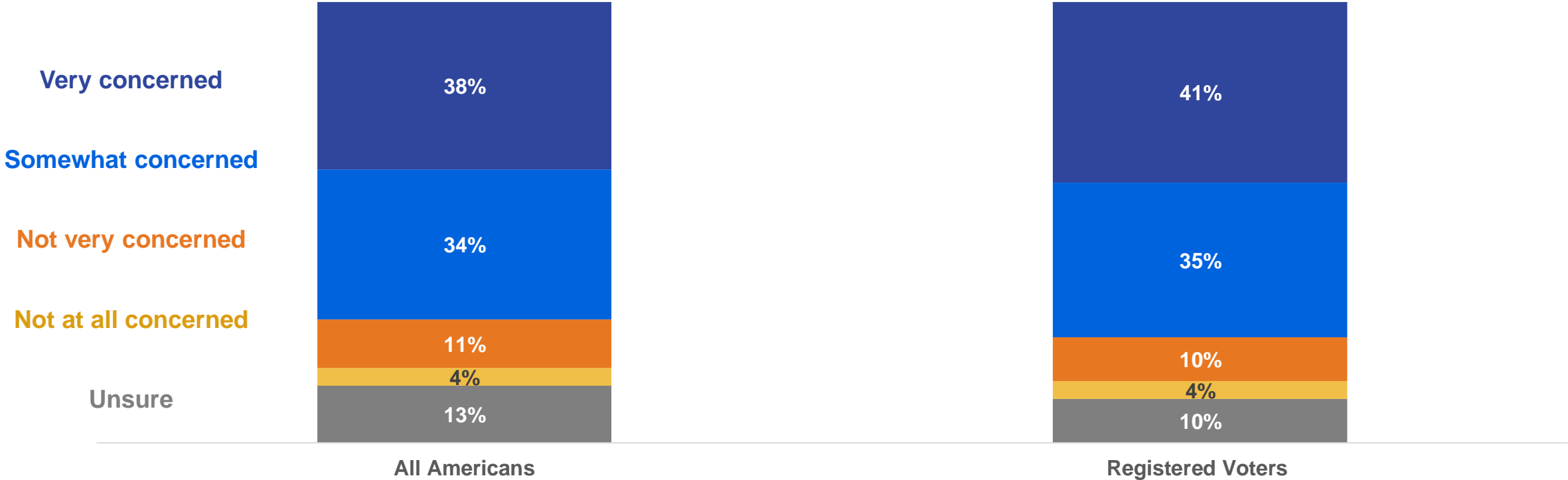


# PERCEPTIONS OF SEAFOOD FRAUD

# Concern Over Seafood Fraud

Seafood fraud often refers to the practice of intentionally mislabeling seafood products to make a consumer believe the fish they are eating is another species (e.g. selling Tilapia as Red Snapper), comes from a certain region, or was caught in a certain way. Recent studies in the U.S. have found that one-third of the species tested were mislabeled.

How concerned are you about the practice of seafood fraud?



Base Sizes: All Americans n=1,005; Registered Voters n=857

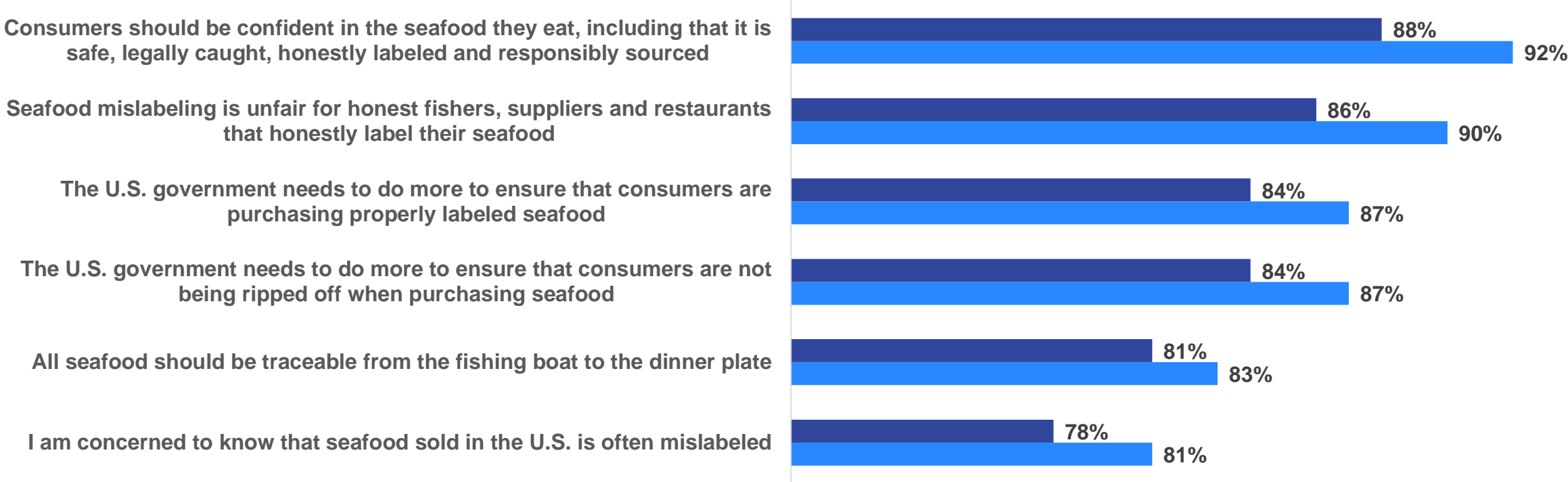


# Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

% Somewhat agree / Strongly agree

■ All Americans ■ Registered Voters



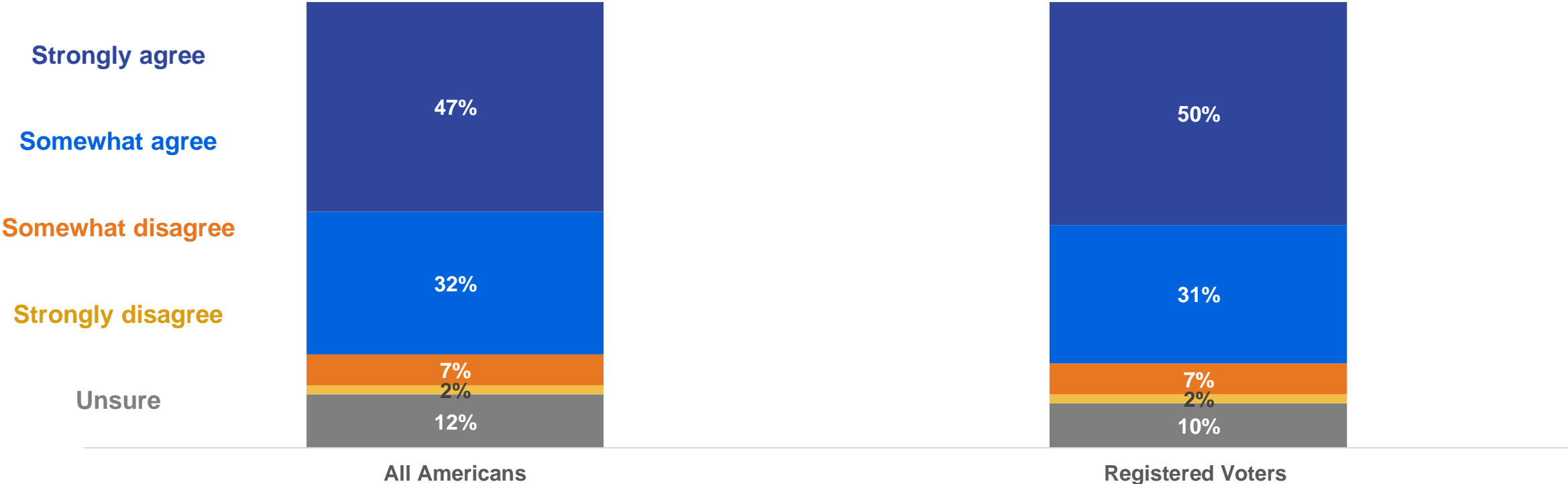
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*I am concerned to know that seafood sold in the U.S. is often mislabeled*



Base Sizes: All Americans n=1,005; Registered Voters n=857

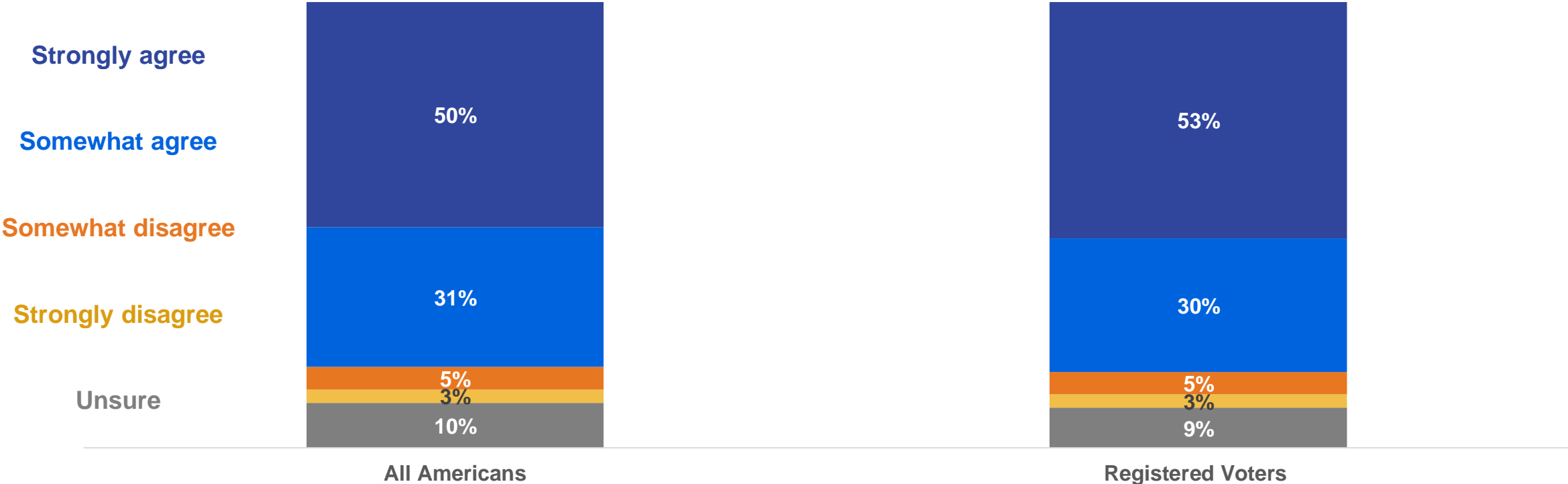




# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*All seafood should be traceable from the fishing boat to the dinner plate*



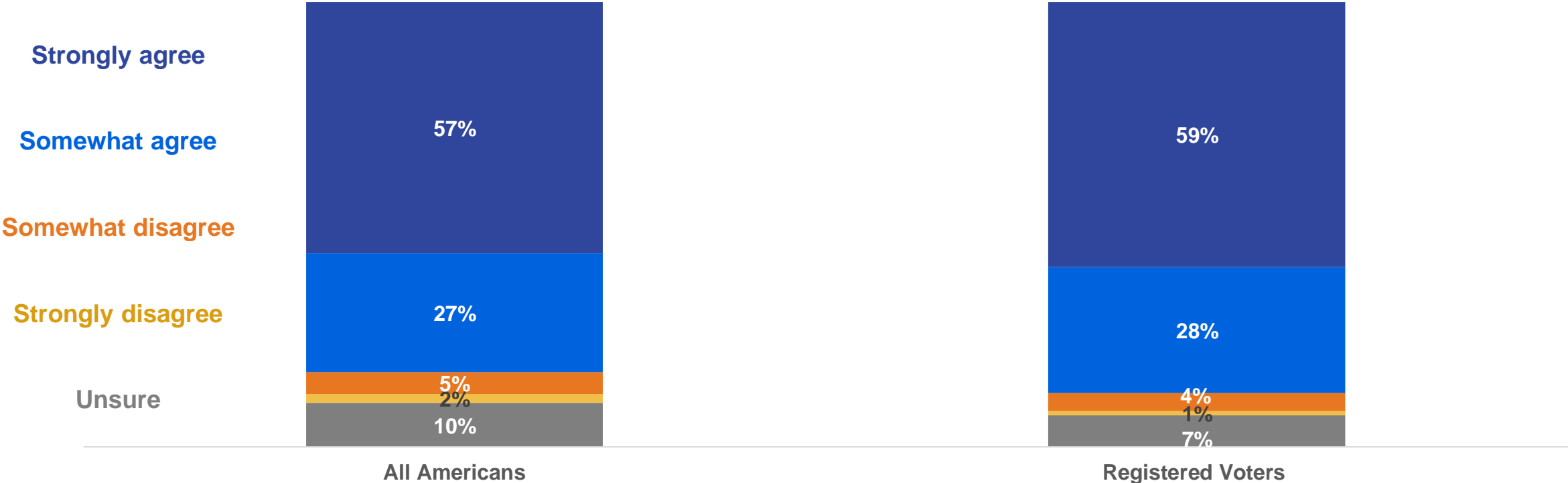
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*The U.S. government needs to do more to ensure that consumers are not being ripped off when purchasing seafood*



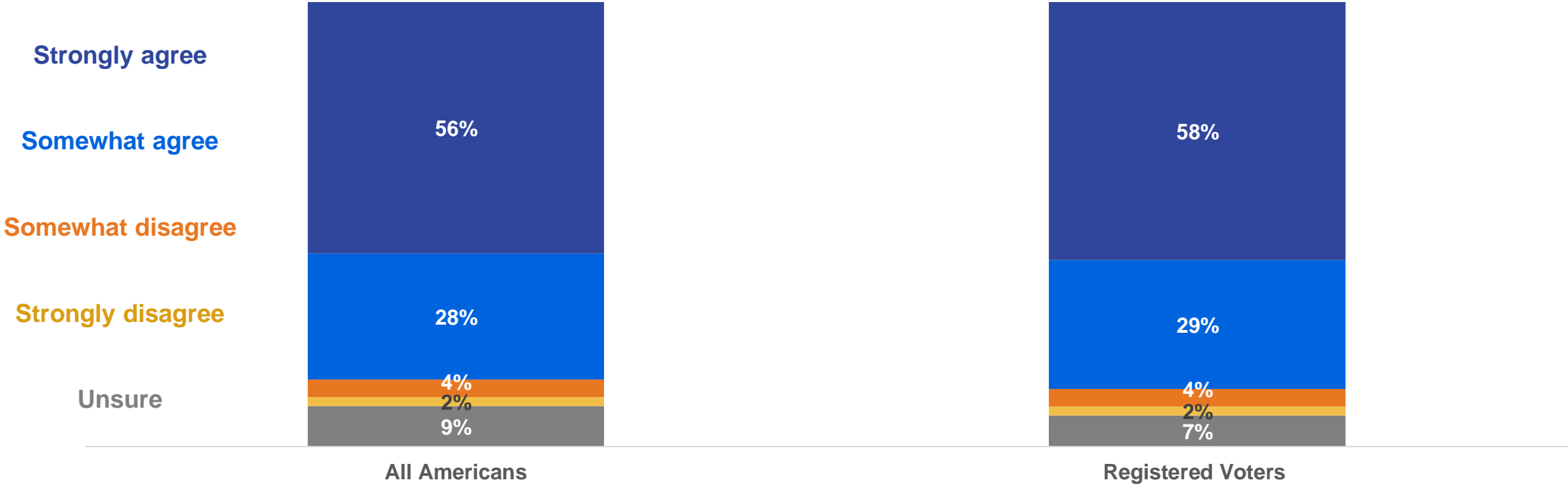
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*The U.S. government needs to do more to ensure that consumers are purchasing properly labeled seafood*



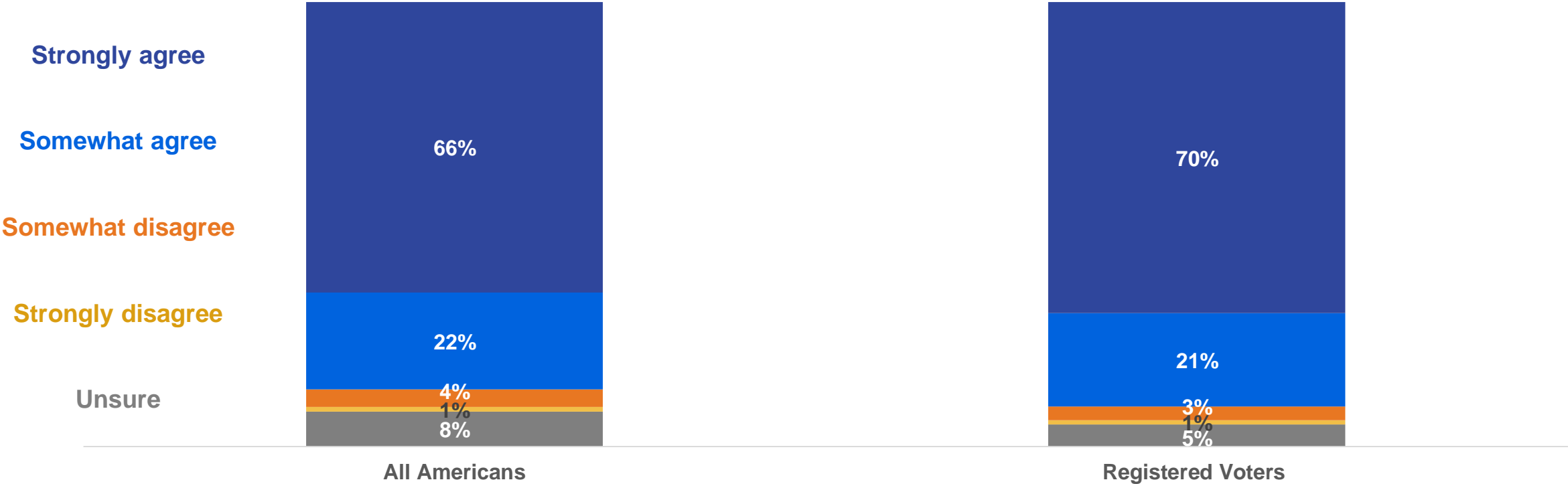
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*Consumers should be confident in the seafood they eat, including that it is safe, legally caught, honestly labeled and responsibly sourced*



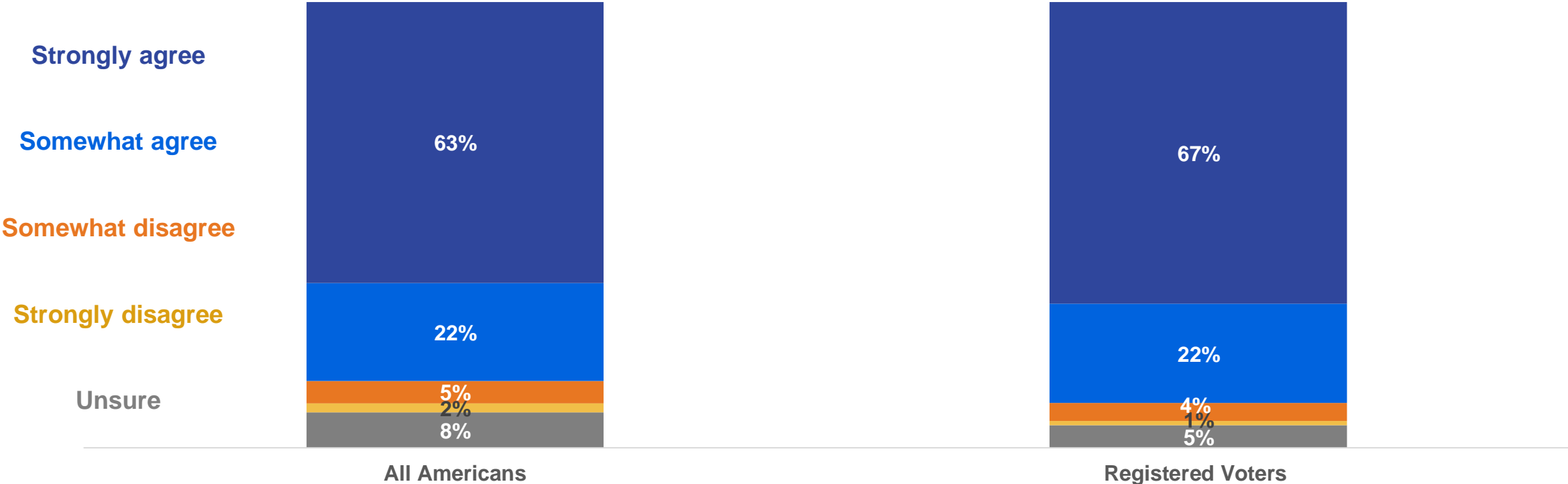
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Detailed Perceptions of Seafood Fraud & Its Impact

Please indicate whether you agree or disagree with the following...

*Seafood mislabeling is unfair for honest fishers, suppliers and restaurants that honestly label their seafood*



Base Sizes: All Americans n=1,005; Registered Voters n=857



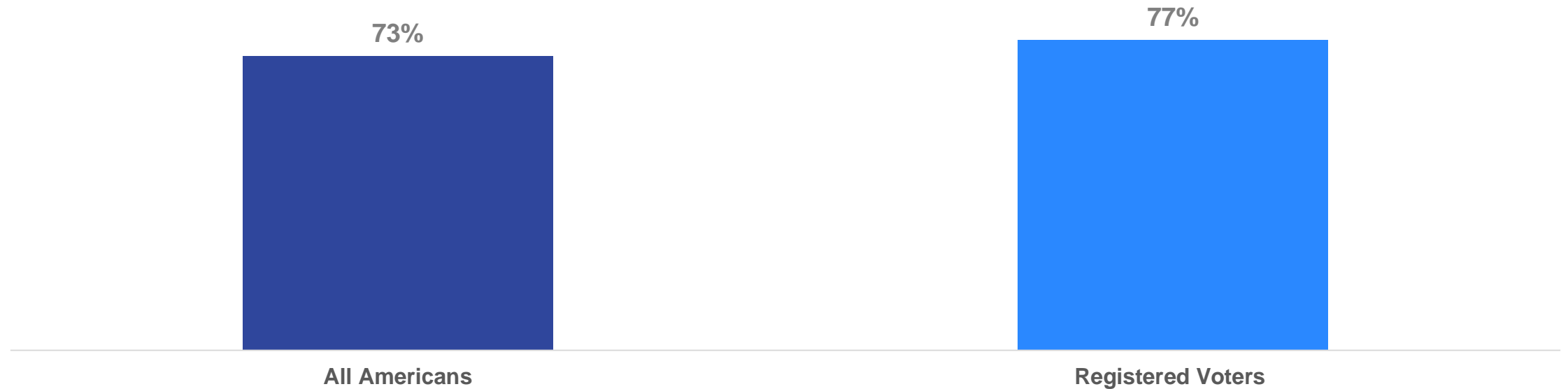
# **SUPPORT FOR POLICIES TO END ILLEGAL FISHING AND SEAFOOD FRAUD**

# Support of Fishing Vessel Transparency

Transparency of fishing vessels may help reduce illegal fishing. Many large vessels like cargo ships are already required to publicly broadcast their locations at sea and there are existing, easy-to-implement technologies that serve this purpose.

Do you support or oppose requirements for all fishing vessels to be publicly trackable?

**% Somewhat support / Strongly support**

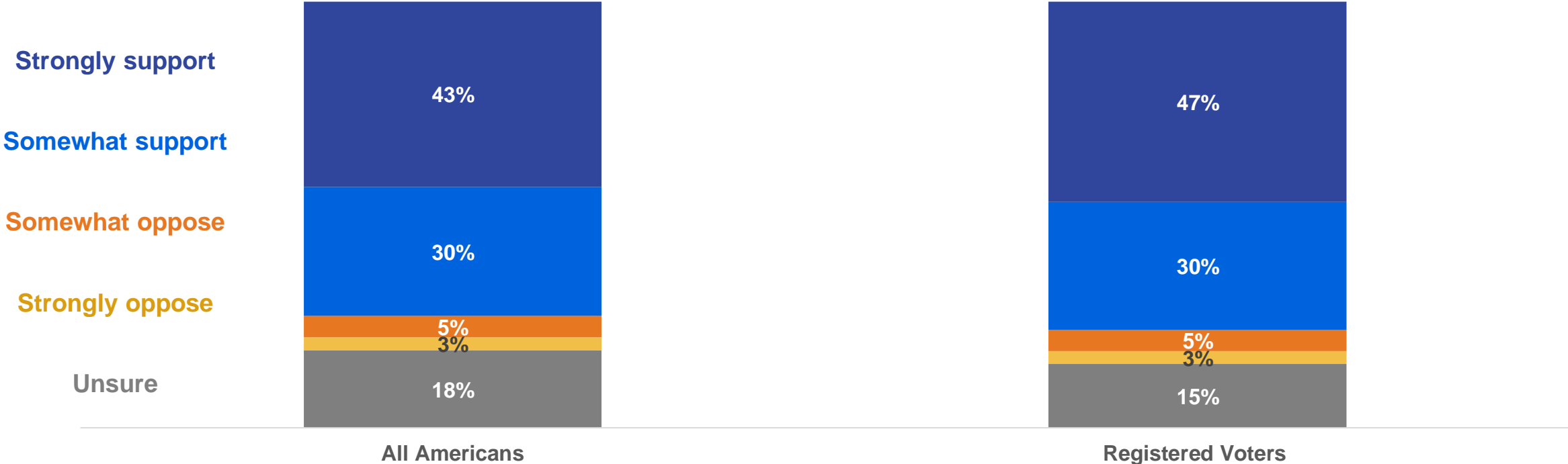


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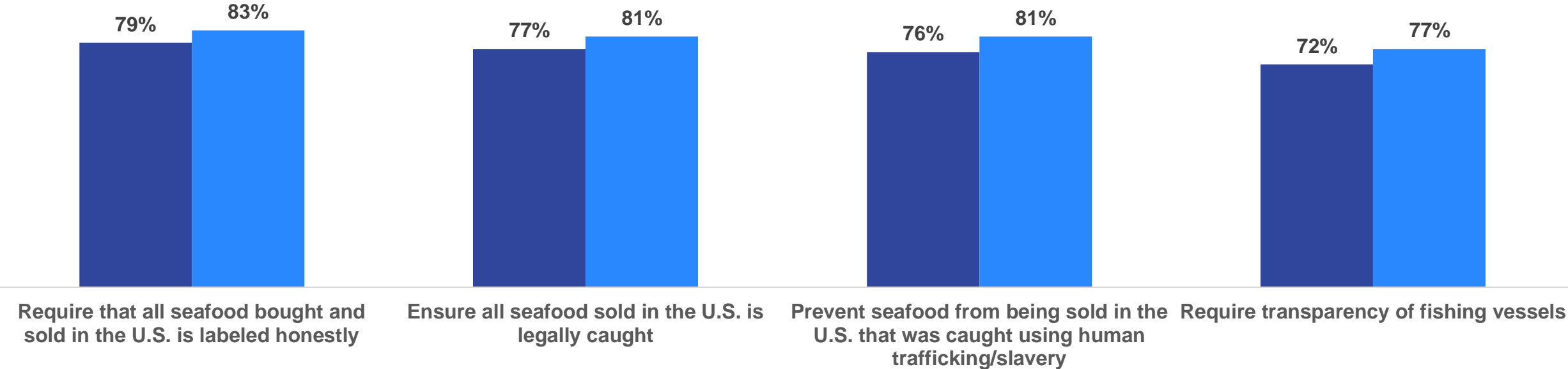
# Supporting Policies to End Illegal Fishing & Seafood Fraud

Taking into account everything you know about illegal fishing and seafood fraud, would you be more or less likely to support policies that...

% Much more likely / Somewhat more likely

■ All Americans

■ Registered Voters



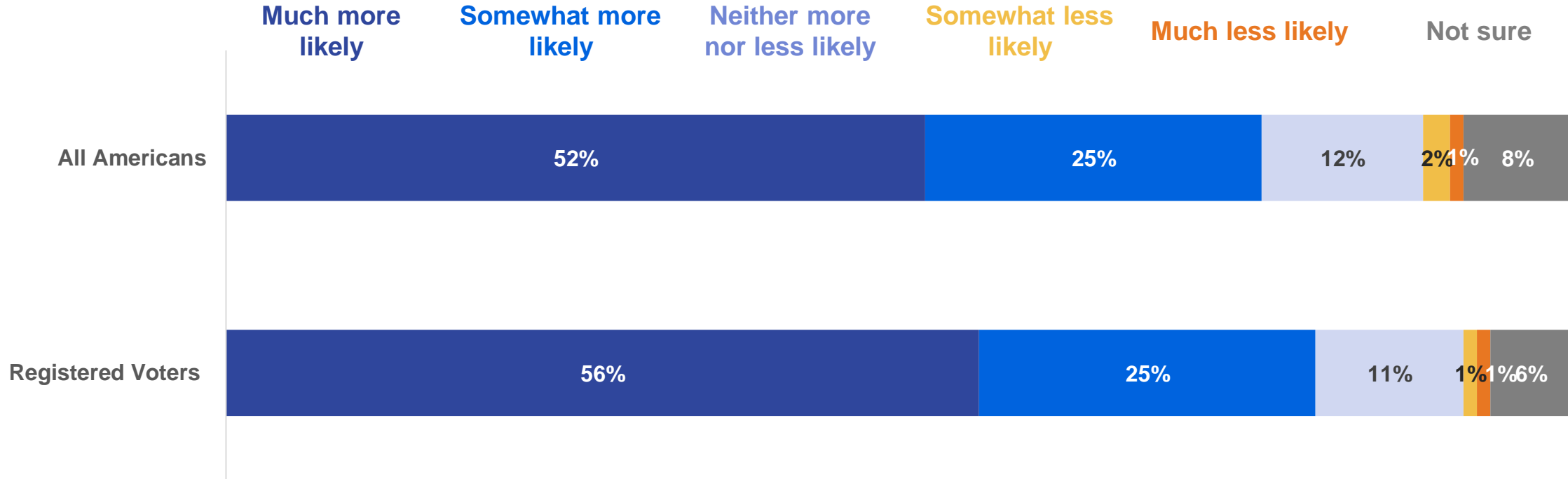
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Supporting Policies to End Illegal Fishing & Seafood Fraud

Taking into account everything you know about illegal fishing and seafood fraud, would you be more or less likely to support policies that...

*Ensure all seafood sold in the U.S. is legally caught*



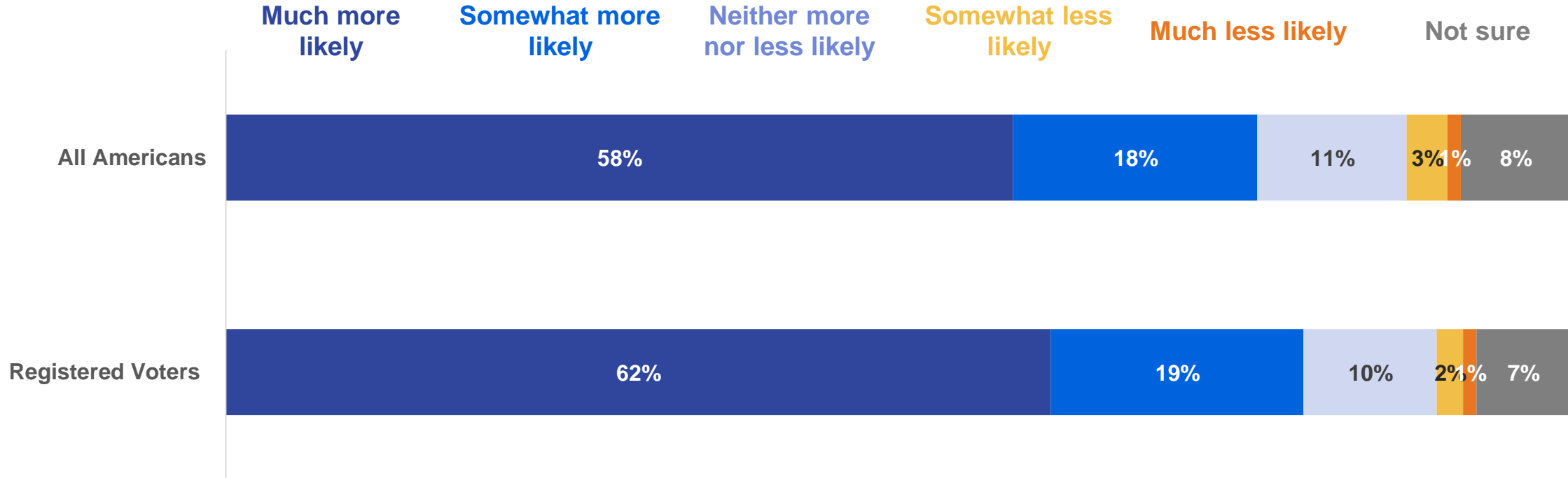
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Supporting Policies to End Illegal Fishing & Seafood Fraud

Taking into account everything you know about illegal fishing and seafood fraud, would you be more or less likely to support policies that...

*Prevent seafood from being sold in the U.S. that was caught using human trafficking/slavery*



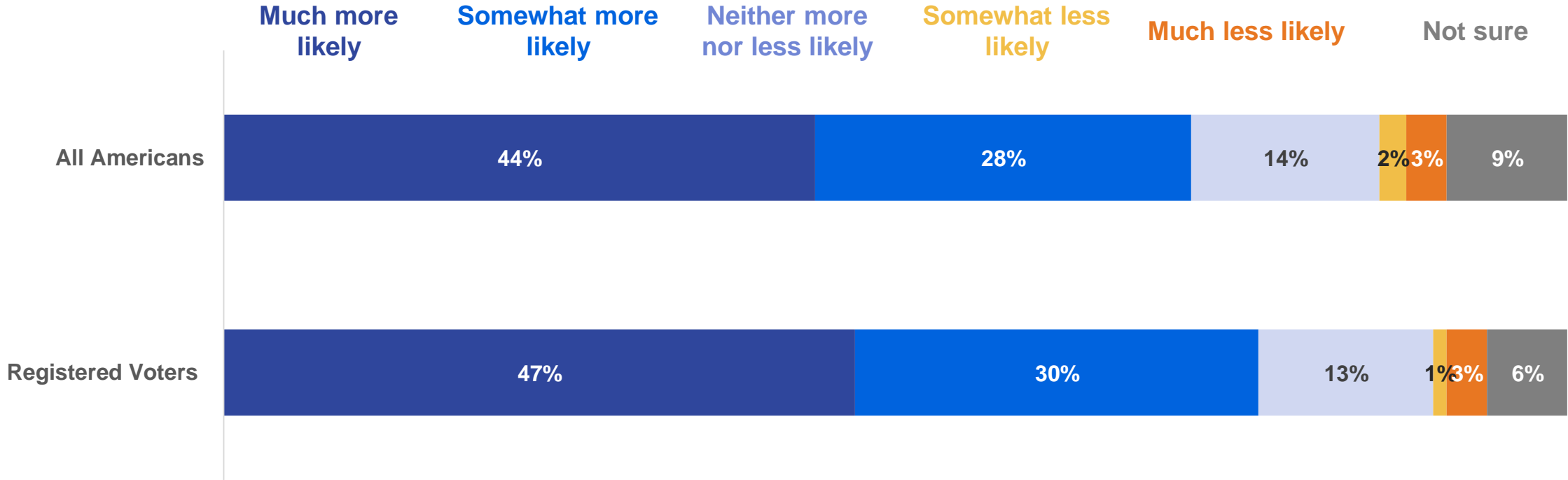
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# Supporting Policies to End Illegal Fishing & Seafood Fraud

Taking into account everything you know about illegal fishing and seafood fraud, would you be more or less likely to support policies that...

## Require transparency of fishing vessels



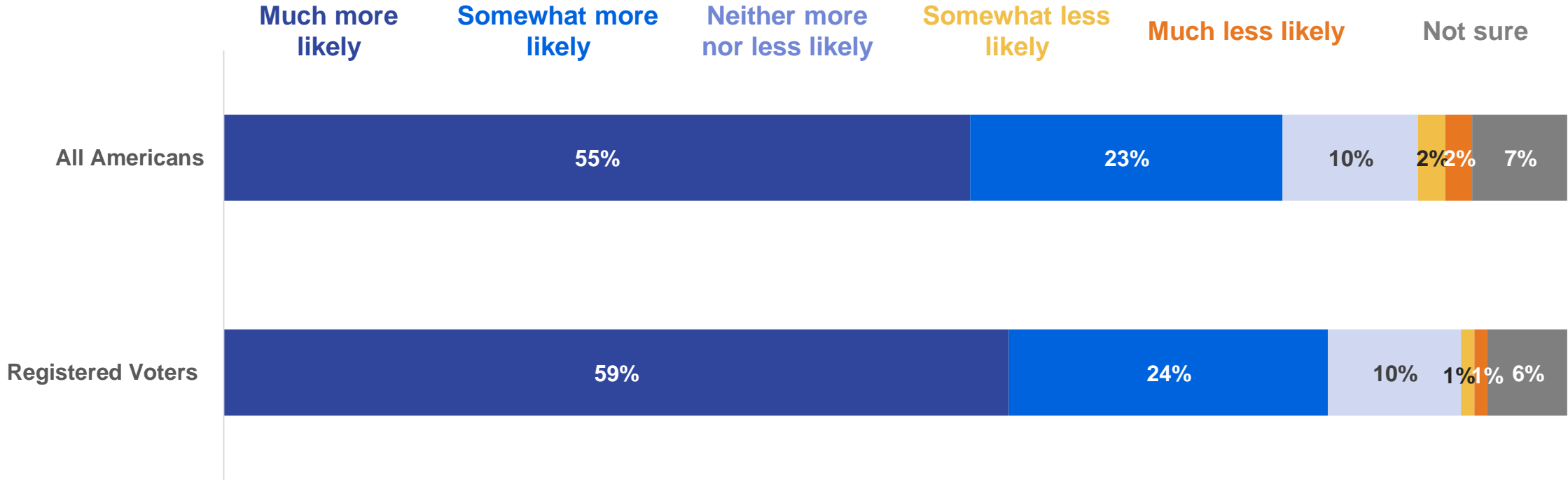
Base Sizes: All Americans n=1,005; Registered Voters n=857



# Supporting Policies to End Illegal Fishing & Seafood Fraud

Taking into account everything you know about illegal fishing and seafood fraud, would you be more or less likely to support policies that...

*Require that all seafood bought and sold in the U.S. is labeled honestly*



Base Sizes: All Americans n=1,005; Registered Voters n=857



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# About Ipsos

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**