OCEANA ILLEGAL FISHING & SEAFOOD FRAUD SURVEY

DECEMBER 16, 2020
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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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost everyday</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>A few times a week</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Once a month</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>A few times a year</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Once a year</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

- Imported seafood should be held to the same standards as U.S. caught seafood
  - All Americans: 84%
  - Registered Voters: 89%

- Seafood caught using human trafficking and slave labor should not be bought or sold in the U.S.
  - All Americans: 84%
  - Registered Voters: 87%

- Illegally caught seafood in the U.S. market hurts law-abiding fishers here in the U.S.
  - All Americans: 81%
  - Registered Voters: 84%

- I want to know that the seafood I am purchasing was legally caught
  - All Americans: 74%
  - Registered Voters: 77%

- I want to know more about the seafood I eat, including what fish it is, and where and how it was caught
  - All Americans: 73%
  - Registered Voters: 75%

- I am very concerned about illegal fishing
  - All Americans: 61%
  - Registered Voters: 63%

- I am willing to pay more to ensure that my seafood was not caught illegally
  - All Americans: 58%
  - Registered Voters: 60%

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*

<table>
<thead>
<tr>
<th>Opinion</th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Unsure</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

### Detailed Perceptions of Illegal Fishing & Its Impact

<table>
<thead>
<tr>
<th></th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>27%</td>
<td>28%</td>
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<tr>
<td>Somewhat agree</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Unsure</td>
<td>13%</td>
<td>12%</td>
</tr>
</tbody>
</table>
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.

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Unsure

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…

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

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Unsure</th>
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</thead>
<tbody>
<tr>
<td>44%</td>
<td></td>
<td>30%</td>
<td>8%</td>
<td>6%</td>
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<tr>
<td></td>
<td>47%</td>
<td>30%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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.*

<table>
<thead>
<tr>
<th>Perception</th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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*

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>41%</td>
<td>32%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Registered Voters</td>
<td>43%</td>
<td>33%</td>
<td>10%</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

- Very concerned: 38%
- Somewhat concerned: 34%
- Not very concerned: 11%
- Not at all concerned: 11%
- Unsure: 13%

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

- Consumers should be confident in the seafood they eat, including that it is safe, legally caught, honestly labeled and responsibly sourced: 88% All Americans, 92% Registered Voters
- Seafood mislabeling is unfair for honest fishers, suppliers and restaurants that honestly label their seafood: 86% All Americans, 90% Registered Voters
- The U.S. government needs to do more to ensure that consumers are purchasing properly labeled seafood: 84% All Americans, 87% Registered Voters
- The U.S. government needs to do more to ensure that consumers are not being ripped off when purchasing seafood: 84% All Americans, 87% Registered Voters
- All seafood should be traceable from the fishing boat to the dinner plate: 81% All Americans, 83% Registered Voters
- I am concerned to know that seafood sold in the U.S. is often mislabeled: 78% All Americans, 81% 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*

**Strongly agree**: 47%

**Somewhat agree**: 32%

**Somewhat disagree**: 7%

**Strongly disagree**: 2%

**Unsure**: 12%

**All Americans**

**Strongly agree**: 50%

**Somewhat agree**: 31%

**Somewhat disagree**: 7%

**Strongly disagree**: 2%

**Unsure**: 10%

**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...

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

<table>
<thead>
<tr>
<th>Perception</th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

![Survey Results Diagram]

**Detailed Perceptions of Seafood Fraud & Its Impact**

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>57%</td>
<td>59%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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*

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56%</td>
<td>28%</td>
<td>4%</td>
<td>2%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Base Sizes: All Americans n=1,005; Registered Voters n=857
Consumers should be confident in the seafood they eat, including that it is safe, legally caught, honestly labeled and responsibly sourced

Strongly agree: 66%
Somewhat agree: 22%
Somewhat disagree: 4%
Strongly disagree: 1%
Unsure: 8%

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*

![Bar chart showing responses to the statement for All Americans and Registered Voters.](chart)

- **All Americans**: 63% Strongly agree, 22% Strongly disagree, 8% Unsure
- **Registered Voters**: 67% Strongly agree, 22% Strongly disagree, 5% Unsure

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

73% for All Americans
77% for Registered Voters

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

<table>
<thead>
<tr>
<th></th>
<th>All Americans</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Unsure</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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…

% Much more likely / Somewhat more likely

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

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

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

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...

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

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Neither more nor less likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>52%</td>
<td></td>
<td></td>
<td>25%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Registered Voters</td>
<td>56%</td>
<td></td>
<td></td>
<td>25%</td>
<td>11%</td>
<td>1%</td>
</tr>
</tbody>
</table>
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*

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Neither more nor less likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>58%</td>
<td>18%</td>
<td>11%</td>
<td>3%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Registered Voters</td>
<td>62%</td>
<td>19%</td>
<td>10%</td>
<td>2%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

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 transparency of fishing vessels*

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Neither more nor less likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Americans</strong></td>
<td>44%</td>
<td>28%</td>
<td>14%</td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Registered Voters</strong></td>
<td>47%</td>
<td>30%</td>
<td>13%</td>
<td>1%</td>
<td>3%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>55%</td>
<td>23%</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Registered Voters</td>
<td>59%</td>
<td>24%</td>
<td>10%</td>
<td>1%</td>
<td>1%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

Chris Jackson
Senior Vice President
Chris.Jackson@ipsos.com

Annaleise Azevedo Lohr
Senior Account Manager
Annaleise.Lohr@ipsos.com
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