OCEANA ILLEGAL FISHING & SEAFOOD FRAUD SURVEY

DECEMBER 16, 2020
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
- Seafood caught using human trafficking and slave labor should not be bought or sold in the U.S.
- Illegally caught seafood in the U.S. market hurts law-abiding fishers here in the U.S.
- I want to know that the seafood I am purchasing was legally caught
- I want to know more about the seafood I eat, including what fish it is, and where and how it was caught
- I am very concerned about illegal fishing
- 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; Democratic RVs n=393; Republican RVs n=342; Independent RVs n=122
PERCEPTIONS OF SEAFOOD FRAUD
### Perceptions of Seafood Fraud & Its Impact

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>All Americans</th>
<th>Registered Voters</th>
<th>Democratic Registered Voters</th>
<th>Republican Registered Voters</th>
<th>Independent Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Somewhat agree / Strongly agree</td>
<td>88% 92% 92% 90% 94%</td>
<td>86% 90% 92% 88% 87%</td>
<td>84% 87% 89% 86% 83%</td>
<td>84% 87% 91% 85% 82%</td>
<td>81% 83% 85% 84% 77%</td>
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<tr>
<td>Consumers should be confident in the seafood they eat, including that it is safe, legally caught, honestly labeled and responsibly sourced</td>
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<td>Seafood mislabeling is unfair for honest fishers, suppliers and restaurants that honestly label their seafood</td>
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<tr>
<td>The U.S. government needs to do more to ensure that consumers are not being ripped off when purchasing seafood</td>
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<tr>
<td>The U.S. government needs to do more to ensure that consumers are purchasing properly labeled seafood</td>
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<td>All seafood should be traceable from the fishing boat to the dinner plate</td>
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<td>I am concerned to know that seafood sold in the U.S. is often mislabeled</td>
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</table>

Base Sizes: All Americans n=1,005; Registered Voters n=857; Democratic RVs n=393; Republican RVs n=342; Independent RVs n=122
SUPPORT FOR POLICIES TO END ILLEGAL FISHING AND SEAFOOD FRAUD
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?

Support of Fishing Vessel Transparency

% Somewhat support / Strongly support

- All Americans: 73%
- Registered Voters: 77%
- Democratic Registered Voters: 82%
- Republican Registered Voters: 77%
- Independent Registered Voters: 61%

Base Sizes: All Americans n=1,005; Registered Voters n=857; Democratic RVs n=393; Republican RVs n=342; Independent RVs n=122
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…

% Somewhat more likely / Much 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; Democratic RVs n=393; Republican RVs n=342; Independent RVs n=122
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 of 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.
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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Game Changers

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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.

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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.