

# OCEANA ILLEGAL FISHING & SEAFOOD FRAUD SURVEY

DECEMBER 16, 2020

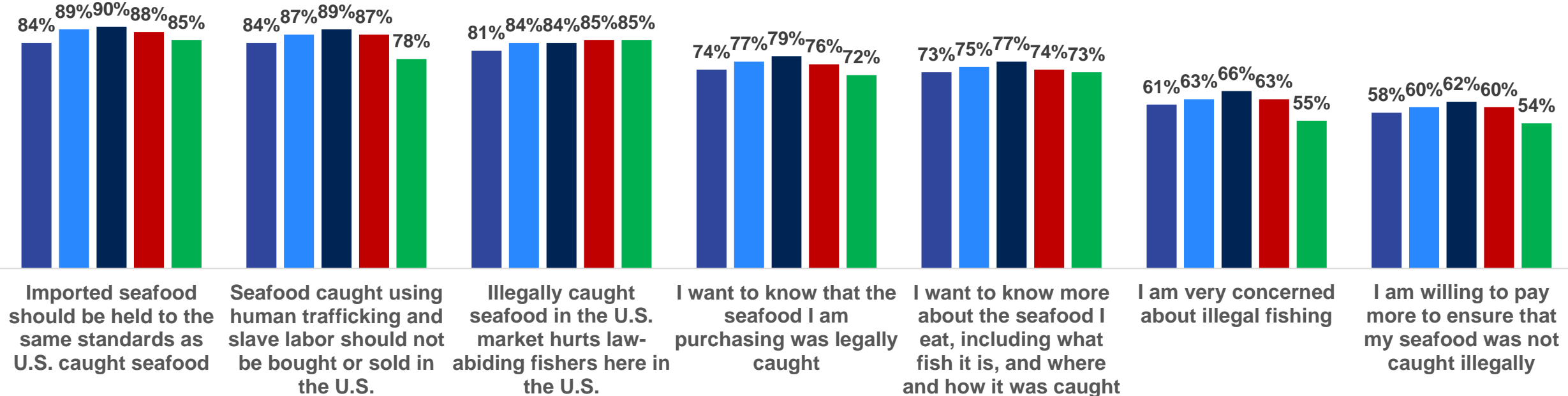
# PERCEPTIONS OF ILLEGAL FISHING

# Perceptions of Illegal Fishing & Its Impact

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

**% Somewhat agree / Strongly agree**

■ All Americans   ■ Registered Voters   ■ Democratic Registered Voters   ■ Republican Registered Voters   ■ Independent Registered Voters



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



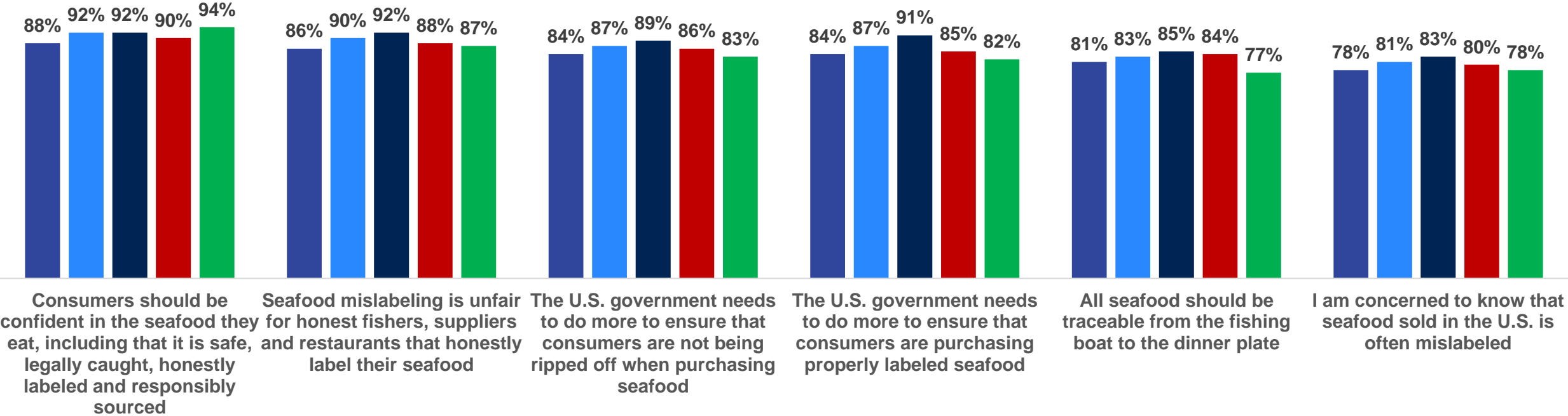
# PERCEPTIONS OF SEAFOOD FRAUD

# Perceptions of Seafood Fraud & Its Impact

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

**% Somewhat agree / Strongly agree**

■ All Americans   ■ Registered Voters   ■ Democratic Registered Voters   ■ Republican Registered Voters   ■ Independent Registered Voters



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



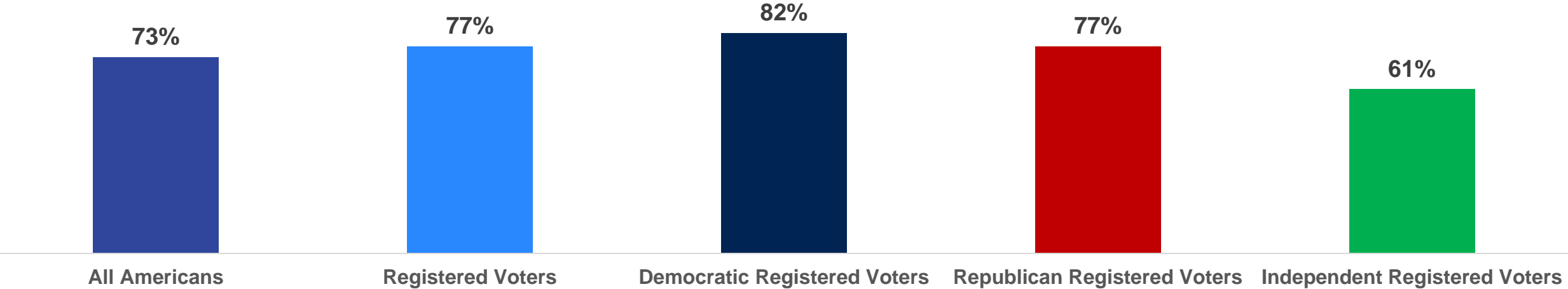
# SUPPORT FOR POLICIES TO END ILLEGAL FISHING AND SEAFOOD FRAUD

# 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**



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

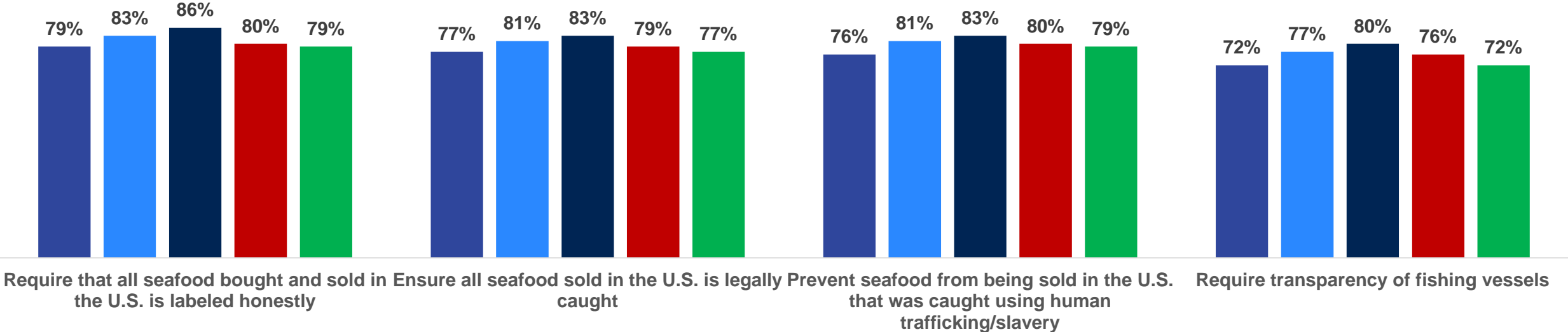


# Supporting Policies to End Illegal Fishing & Seafood Fraud

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

■ All Americans   ■ Registered Voters   ■ Democratic Registered Voters   ■ Republican Registered Voters   ■ Independent Registered Voters



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





# 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= $\pm 5.0$  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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# 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.

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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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.**