



# National Voter Study

Oceana – Seafood Fraud

Sept. 26, 2016

## METHODOLOGY

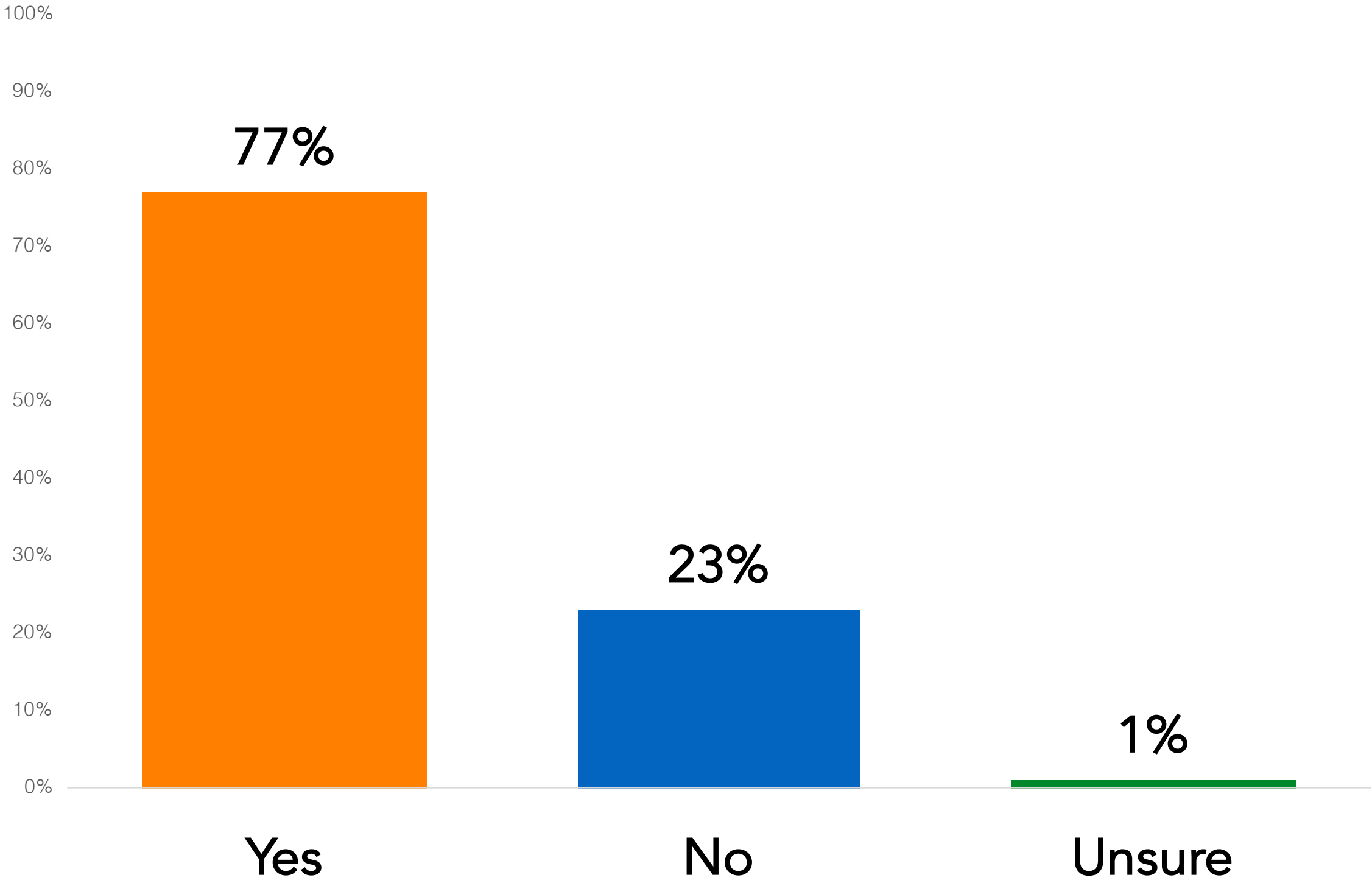
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The survey was conducted by the non-partisan polling company, icitizen.

The survey was conducted online from September 15-19, 2016 among 1,000 registered voters nationwide. In order to achieve an accurate demographic representation of the public, the data were weighted to U.S. Census and/or voter file benchmarks for gender, age, region, education, income, marital status, and race. Party identification was not weighted. The margin of error for the full sample is +/- 3.1 percentage points, and is higher for subgroups.

# THREE-QUARTERS OF AMERICANS EAT AND/OR PURCHASE SEAFOOD ON A MONTHLY BASIS

Q42. Do you eat seafood / have you purchased seafood in the past month for you or your family?



	Demo	Yes	No
Gender	Men	77	22
	Women	76	23
Age	18-34	73	26
	35-49	73	27
	50-64	81	18
	65+	79	19
Party ID	Dem	77	22
	GOP	79	19
	Indy / other	73	27
Education	Less than 4 yr	75	25
	4 yr coll +	79	20
Region	Northeast	75	25
	Midwest	75	24
	South	77	22
	West	77	21

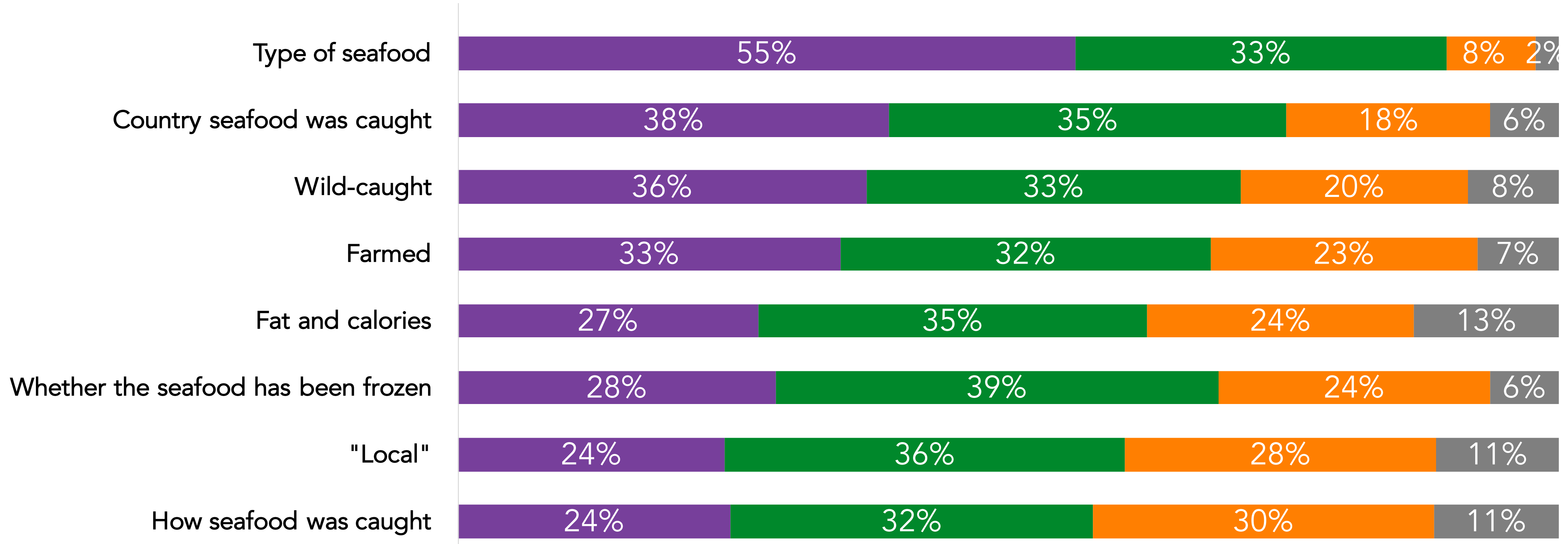
Base=1000

# WHAT THEY SEE IS WHAT THEY EXPECT

## CONSUMERS' #1 PURCHASE CONSIDERATION IS THE "TYPE OF SEAFOOD"

Q45. When it comes to the seafood that you eat, how important are the following to you personally?

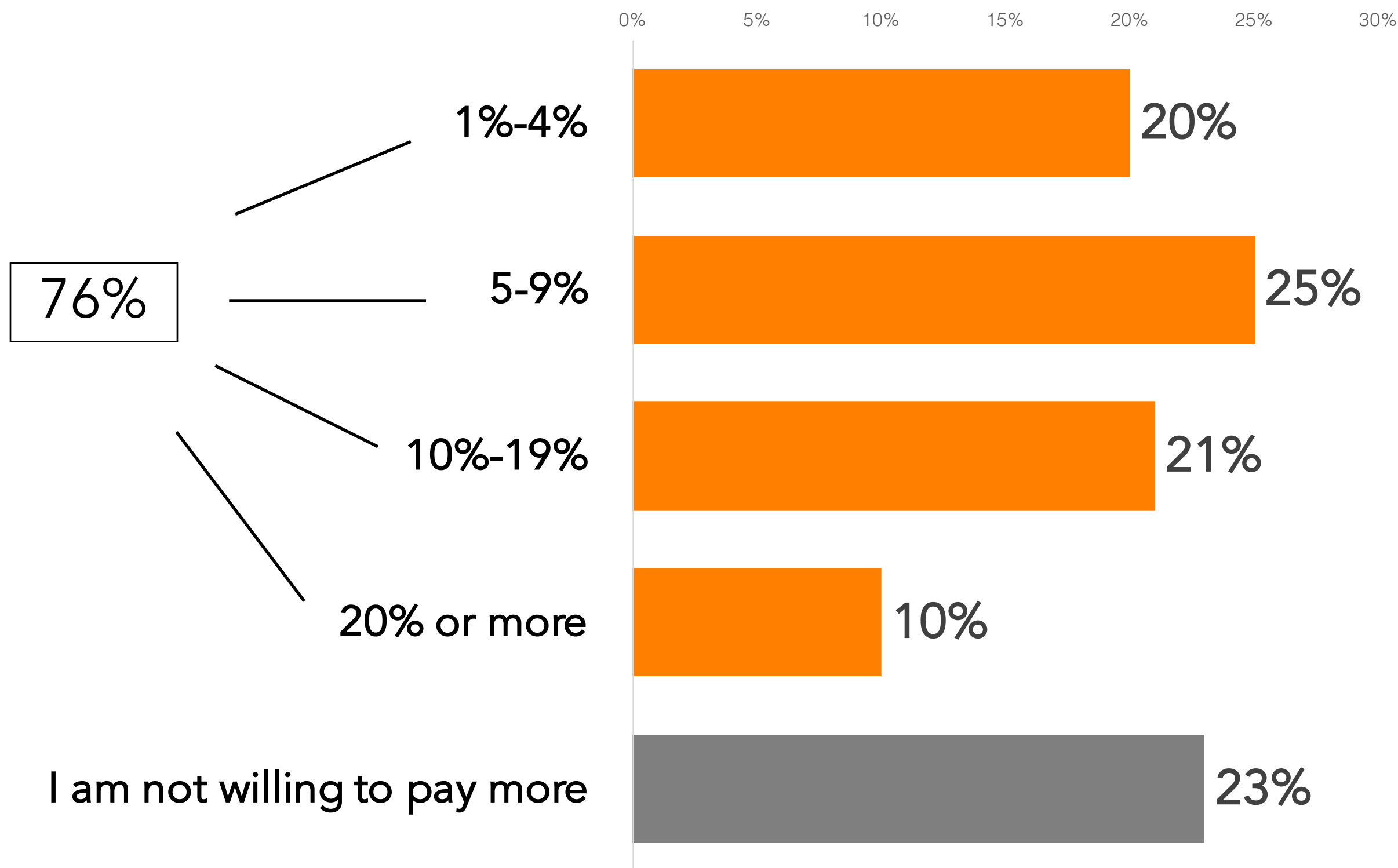
■ Very important    
 ■ Somewhat imporant    
 ■ Not very important    
 ■ Not important at all



Base=765 Those who answered "yes" to consuming seafood in past month

# MANY AMERICANS WOULD PAY MORE FOR "LEGALLY CAUGHT AND HONESTLY LABELED" SEAFOOD

Q46. In general, how much more would you pay to know that your seafood was legally caught and honestly labeled?

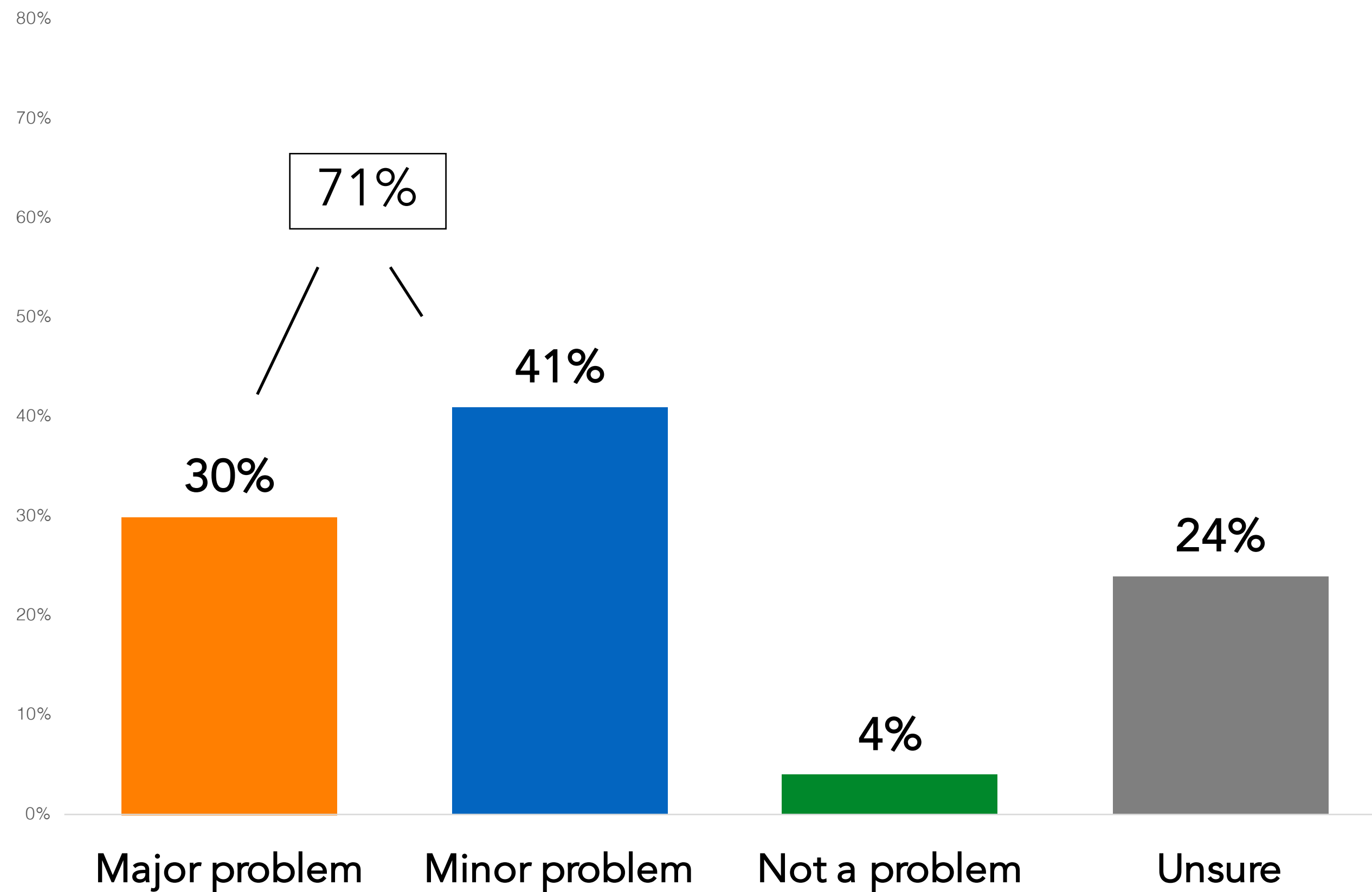


	Demo	Pay More	Won't pay
Gender	Men	71	29
	Women	82	18
Age	18-34	87	13
	35-49	76	24
	50-64	72	28
	65+	72	28
Party ID	Dem	80	20
	GOP	76	24
	Indy / other	74	26
Education	Less than 4 yr	72	28
	4 yr coll +	85	15
Region	Northeast	76	24
	Midwest	78	22
	South	77	23
	West	76	24

Base=765 Answered "yes" to consuming seafood in past month

# MAJORITY OF AMERICANS BELIEVE SEAFOOD FRAUD IS A PROBLEM IN THE U.S.

Q48. 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?



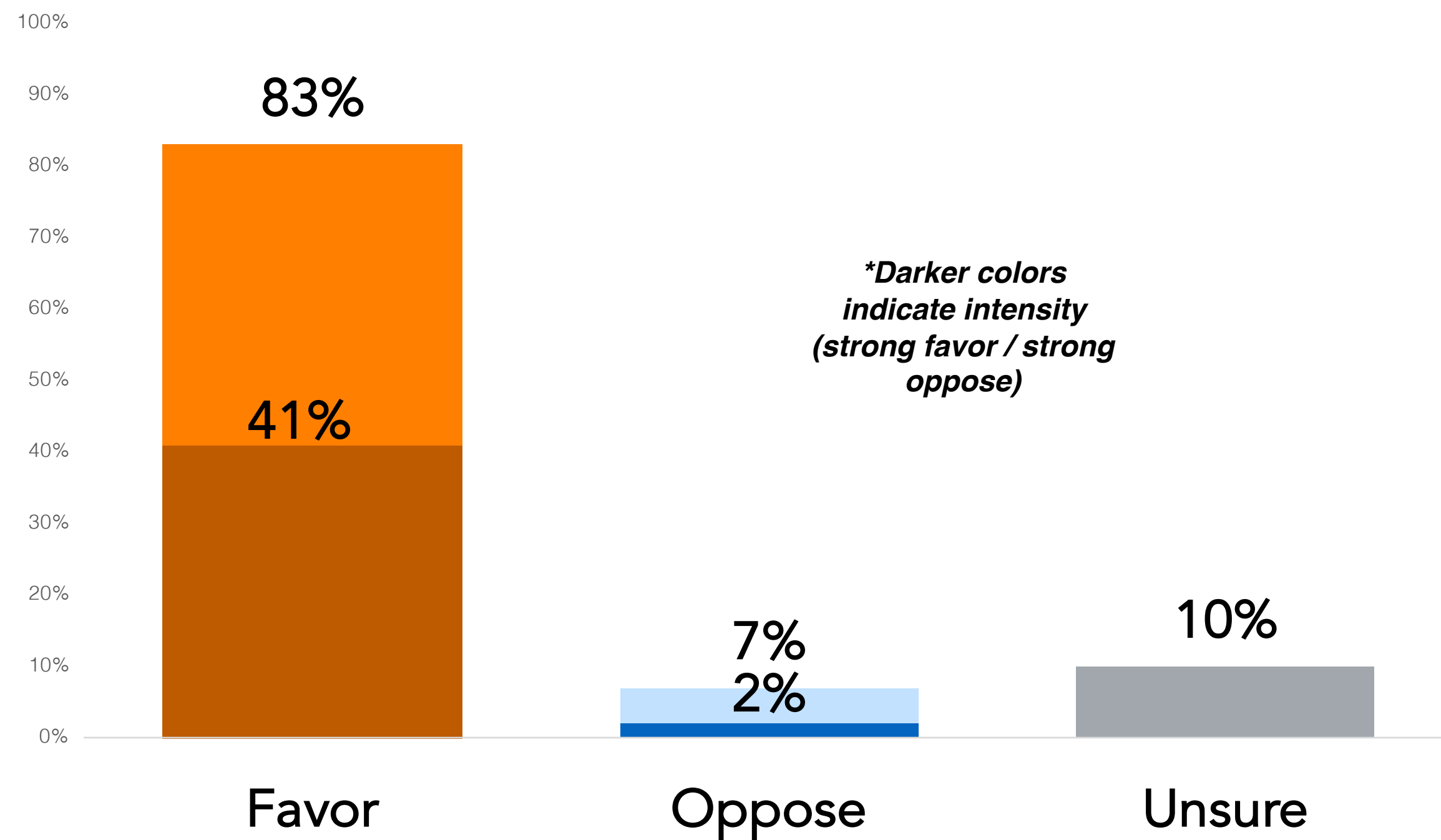
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	Demo	Major/Minor	Not/Unsure
Gender	Men	76	24
	Women	67	32
Age	18-34	80	21
	35-49	71	28
	50-64	65	34
	65+	71	30
Party ID	Dem	77	23
	GOP	68	31
	Indy / other	70	31
Regions	Northeast	74	26
	Midwest	69	31
	South	73	27
	West	71	29
Education	Less than 4 yr	69	31
	4 yr coll +	77	24

# MAJORITY SUPPORT SEAFOOD TRACEABILITY REQUIREMENTS

Support consistent across key demographic fault lines (gender, age, education, region, and partisanship)

Q49. 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 labelling with this information would be required. Based on what you know, do you favor or oppose these new requirements?



	Demo	Favor	Oppose
Gender	Men	81	8
	Women	85	6
Age	18-34	82	7
	35-49	79	8
	50-64	85	5
	65+	86	8
Party ID	Dem	87	5
	GOP	81	10
	Indy / other	81	6
Education	Less than 4 yr	83	5
	4 yr coll +	84	9
Region	Northeast	84	7
	Midwest	83	8
	South	83	6
	West	83	6

Base=1000



# DEMOGRAPHICS

	Demo	Percent	Count
Gender	Men	48	480
	Women	52	520
Age	18-34	25	250
	35-49	28	280
	50-64	28	280
	65+	19	190
Party ID	Dem	36	358
	GOP	31	312
	Indy / other	33	330
Ideology	Liberal	27	270
	Moderate	44	444
	Conservative	29	286
Income	< 50 K	42	420
	50 K +	30	300
	100 k+	26	260
Region	Northeast	17	170
	Midwest	24	240
	South	37	370
	West	22	220

	Demo	Percent	Count
Race	White (non-Hispanic)	71	710
	Black	12	120
	Hispanic	11	110
Education	Less than 4 yr college	63	630
	4 yr + college	37	370
Born Again/ Evangelical	Yes	29	289
	No	71	711
Marital Status	Married / partner	59	593
	Single / Div / Sep	41	407