

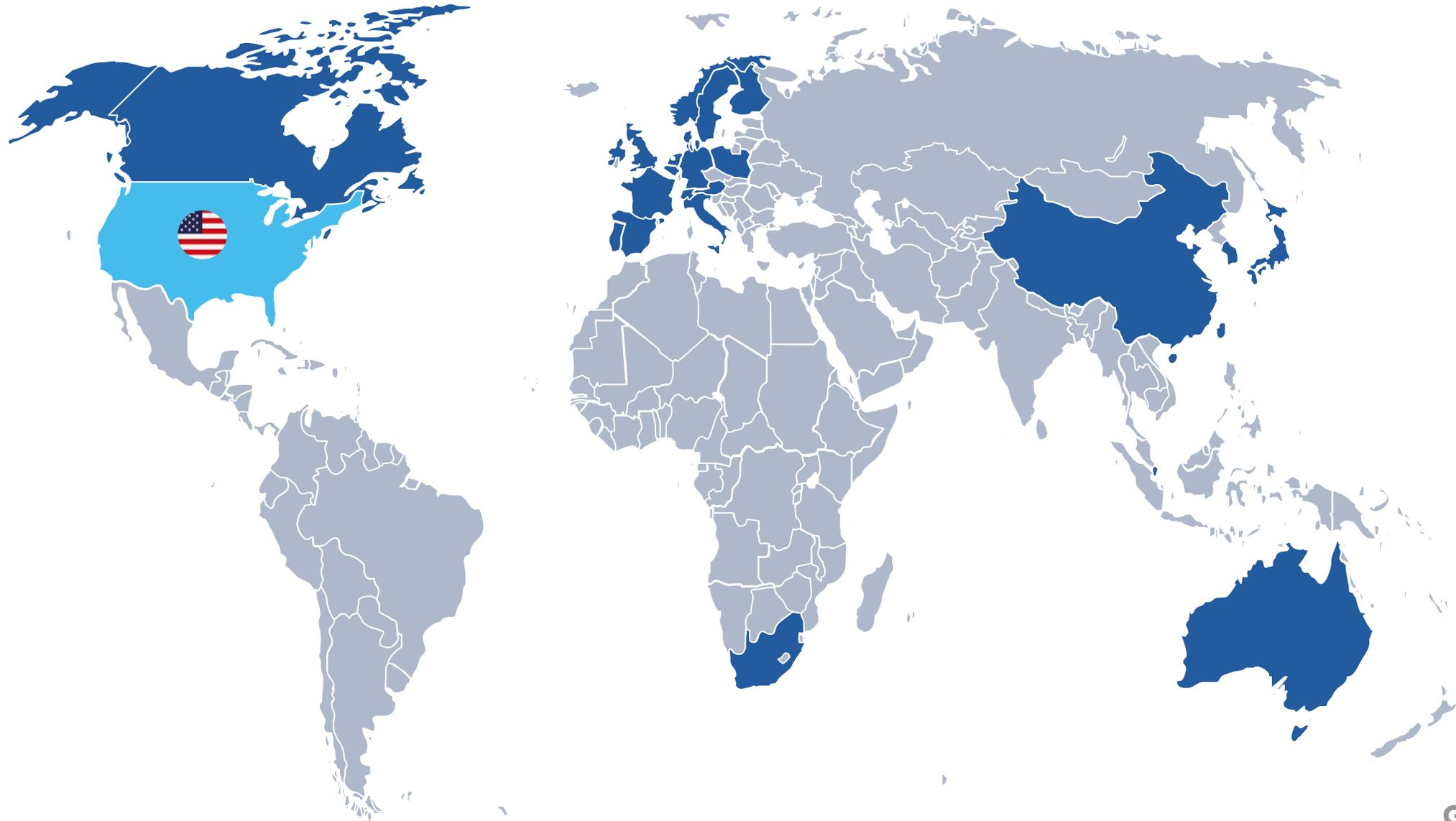


# KEEPING SEAFOOD SUSTAINABILITY AT THE CENTER AMID SHIFTING EATING HABITS



Globe  
Scan

# Largest survey of seafood consumers



# Understanding the consumers in this study



## General public

*A representative sample  
of US consumers*



*n=3,670*

## Seafood consumers

*72% of general public*



*n=2,521*

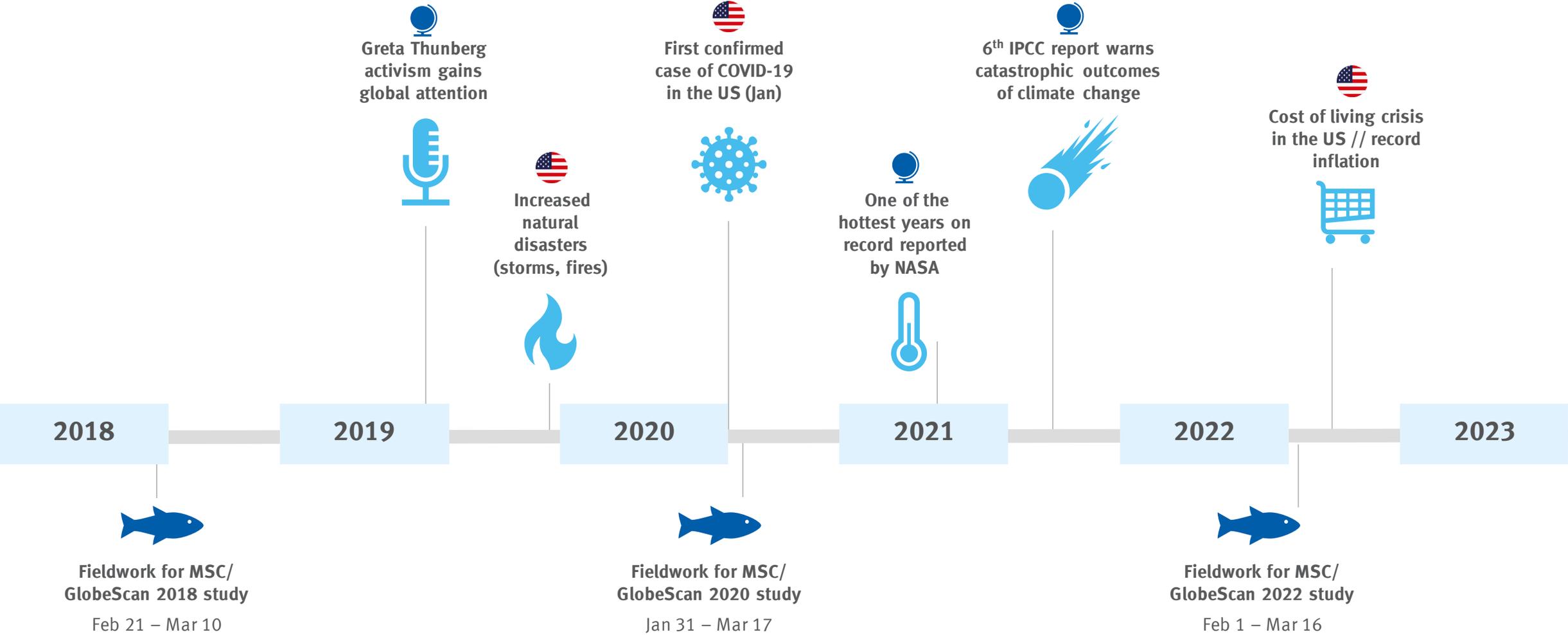
## Health & Eco-Conscious Eater

*17% of seafood consumers*



*n=442*

# From one crisis to the next

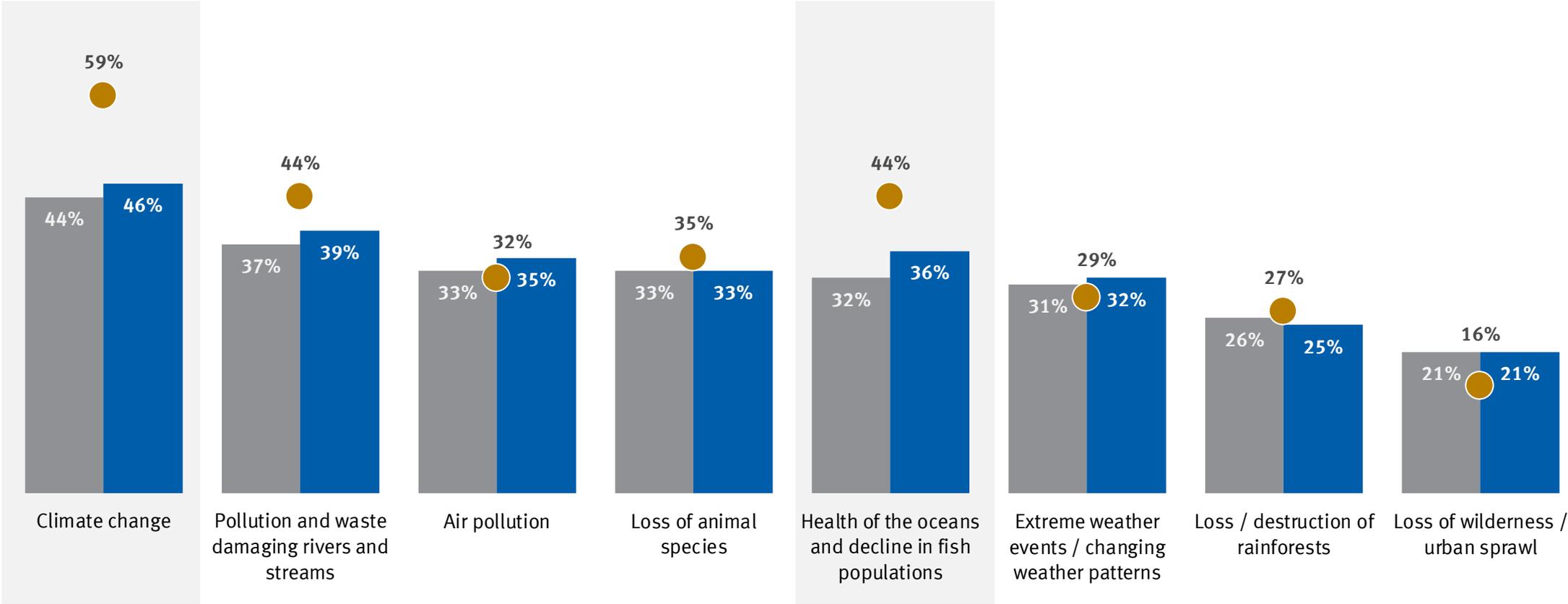


# Biggest environmental threats



Which, if any, of the potential environmental issues are you most worried about? Each respondent selected three issues.

■ General public ■ Seafood consumers ● Conscious eaters

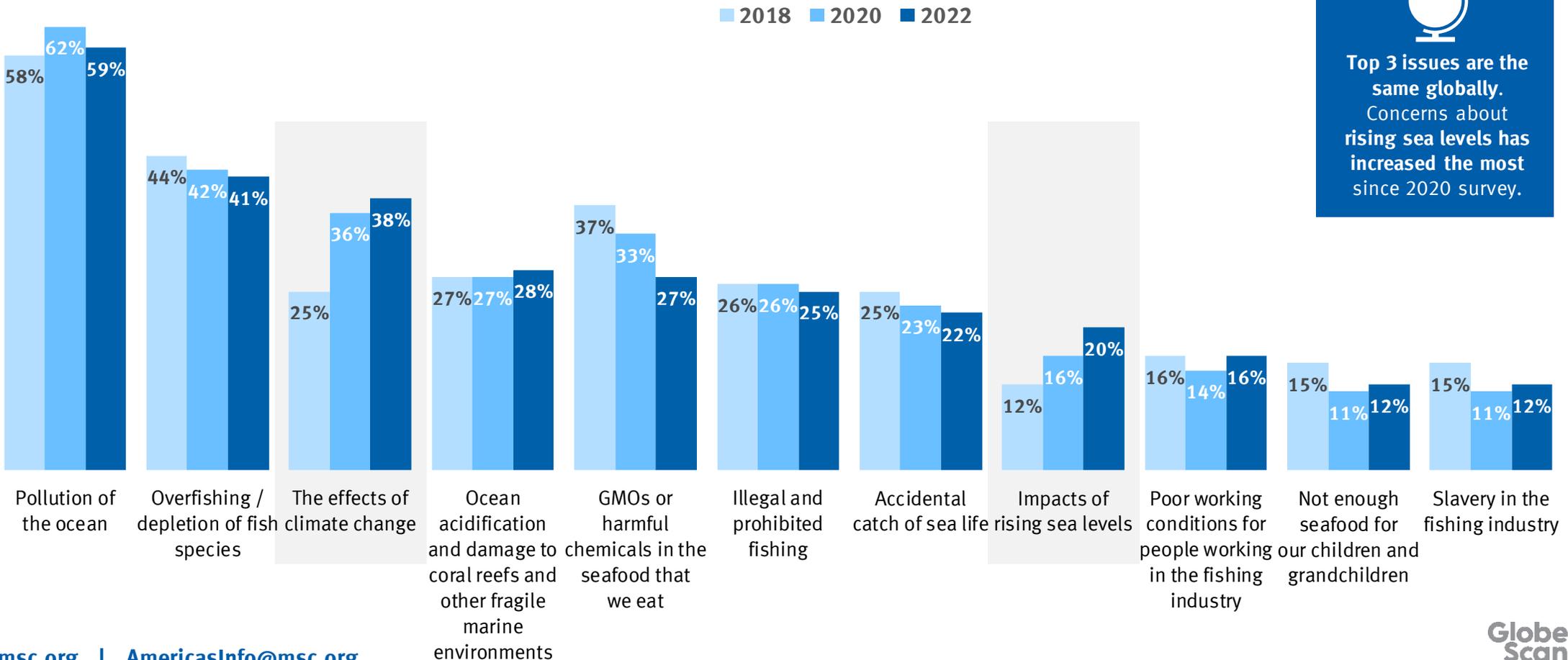


# Rising concerns about climate change



There are many different potential threats to the world's oceans, the wildlife living there and the people who work there. Which of these potential issues worries you the most? Ocean issues, (each respondent selected three issues)

## Seafood consumers

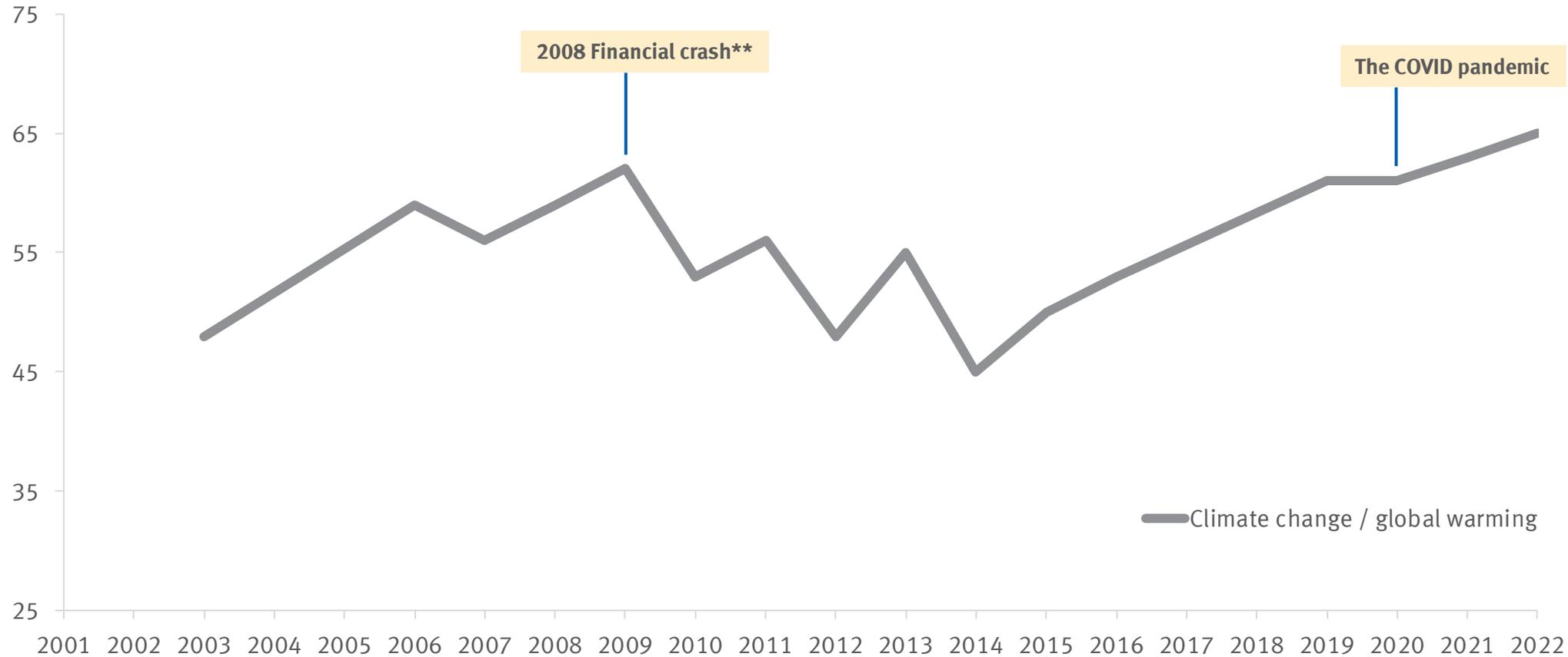


  
**Top 3 issues are the same globally.**  
 Concerns about **rising sea levels** has increased the most since 2020 survey.

# Climate change continues to rise as a concern despite economic pressure



For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem. Perceived seriousness of global problems, “very serious,” global, %.\*



\*Base: Global \*\*The first results from the 2008 financial crash were recorded in 2009

[msc.org](https://www.msc.org) | [AmericasInfo@msc.org](mailto:AmericasInfo@msc.org)

Healthy &  
Sustainable  
Living

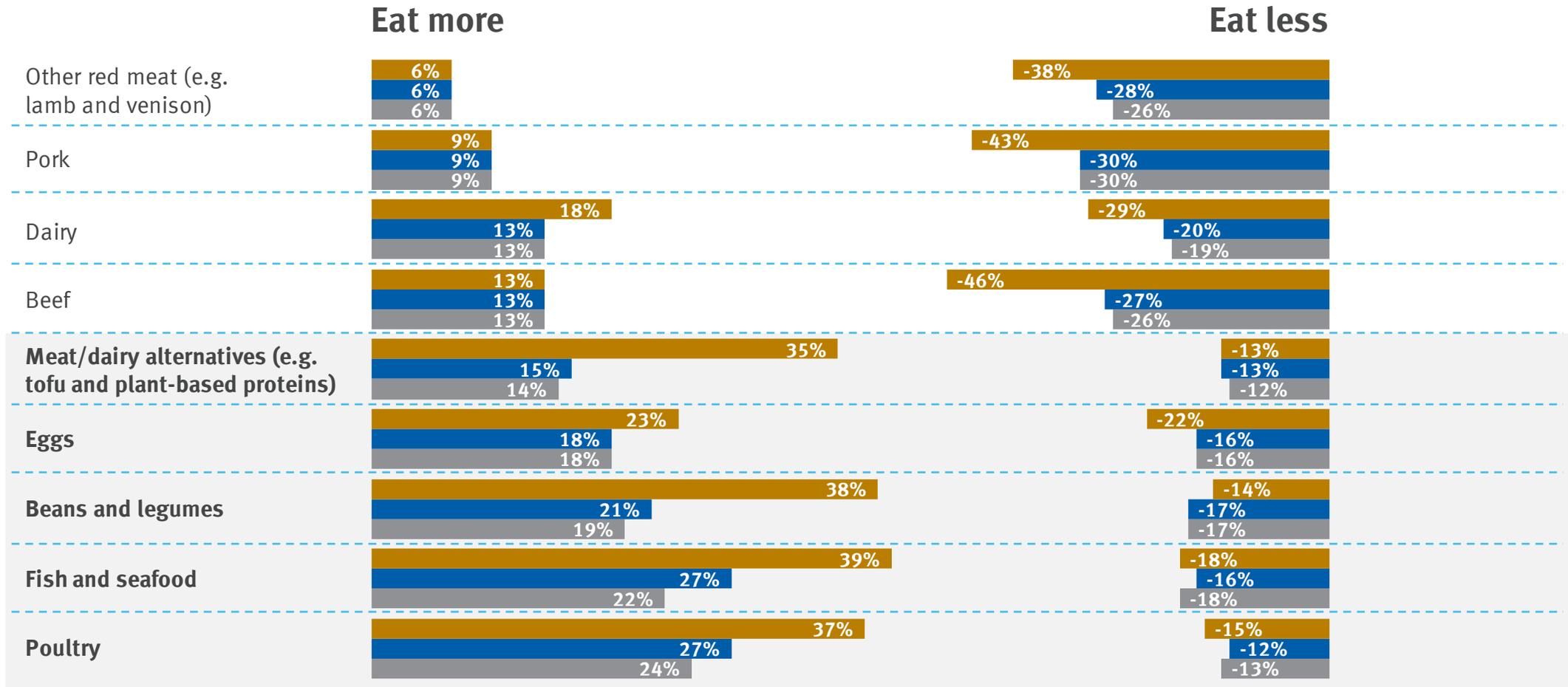


# Changing to planet-friendly proteins



Do you eat more or less of the following foods than you did two years ago? Diet changes among consumers, 4-pt scale.

■ General public ■ Seafood consumers ● Conscious eaters

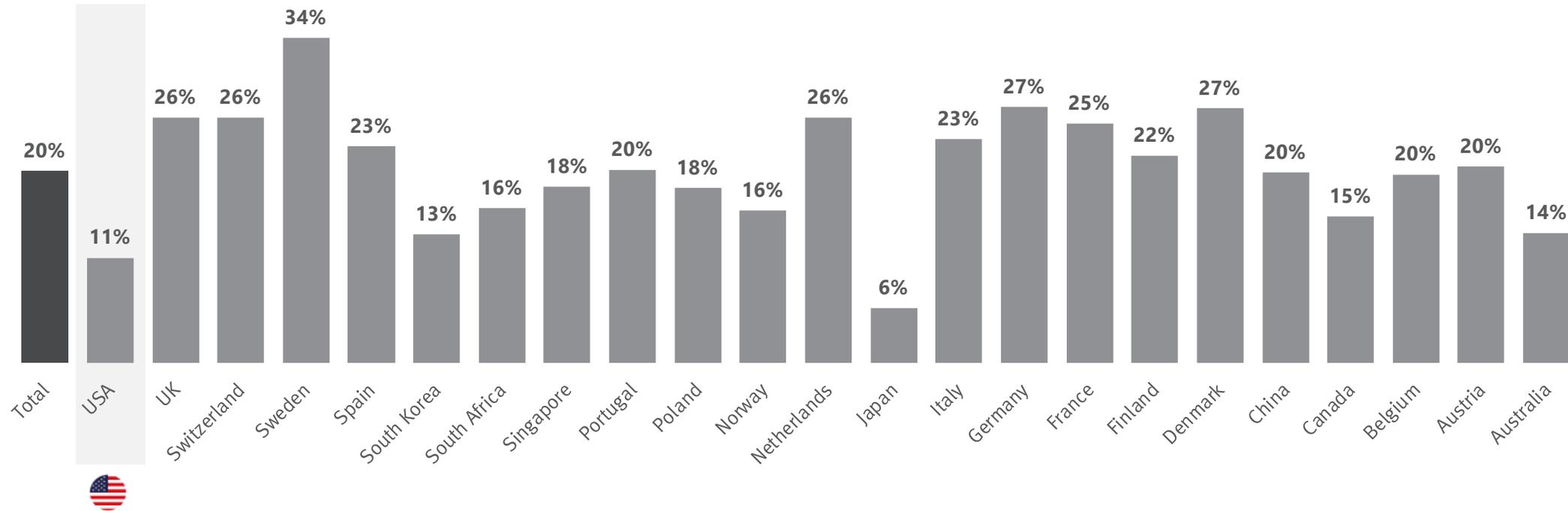


# Switching to foods with lower carbon footprint



What are the reasons for changing your diet? Those that answered “to reduce climate change impact”.

## General public



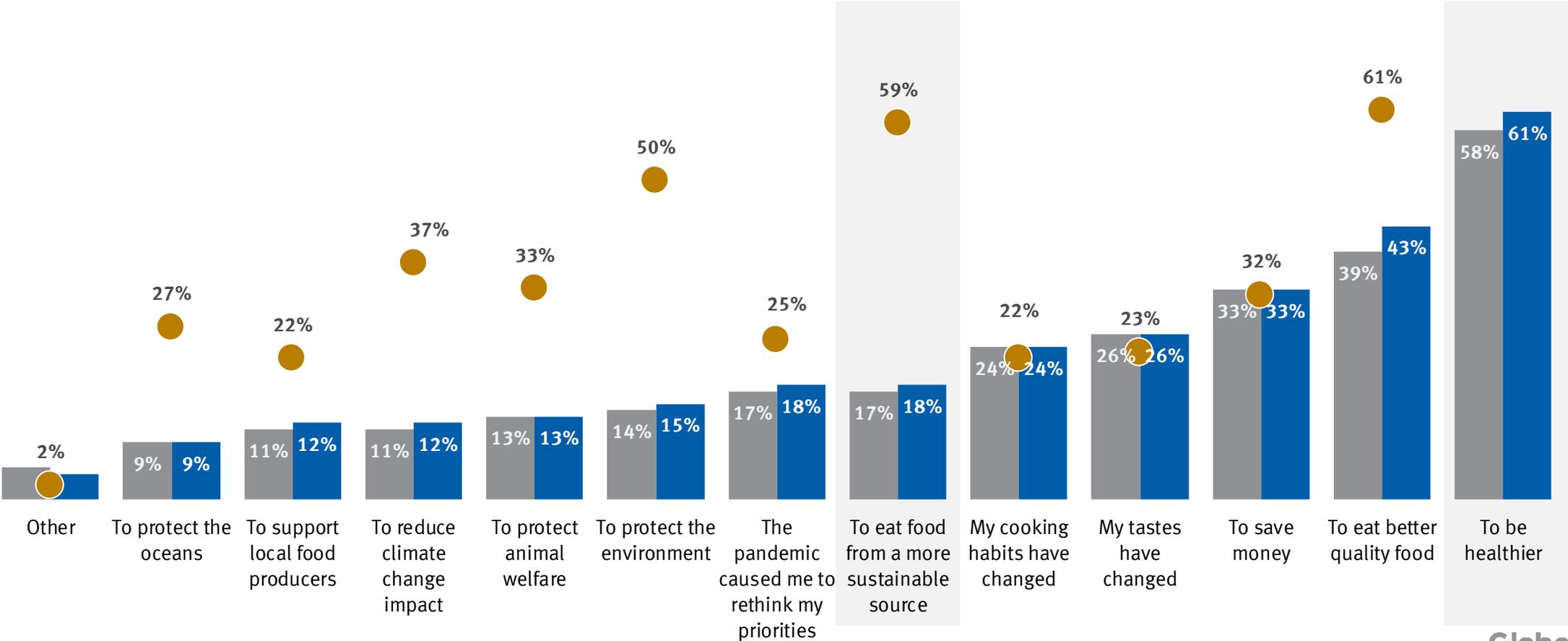
# Increasing desire to lead a healthier lifestyle



What are the reasons for changing your diet in the last two years? Select all that apply.

100%

■ General public ■ Seafood consumers ● Conscious eaters

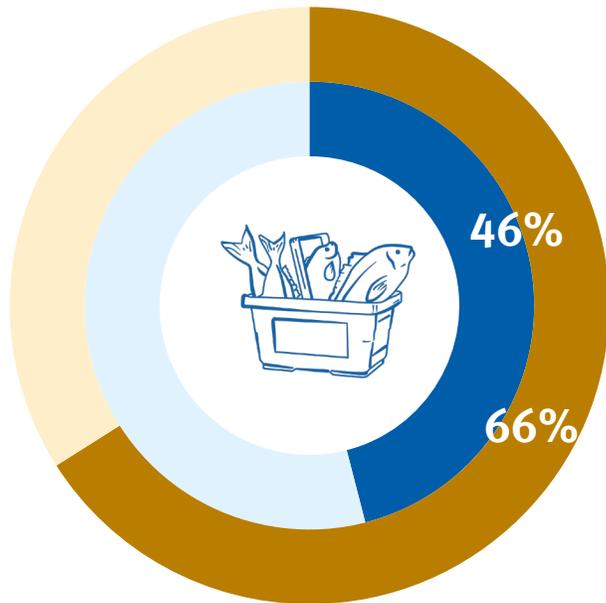


# Connecting human and planetary health

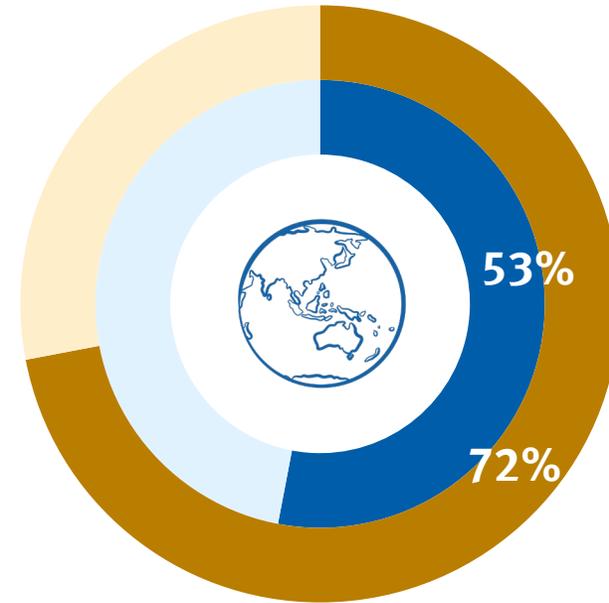
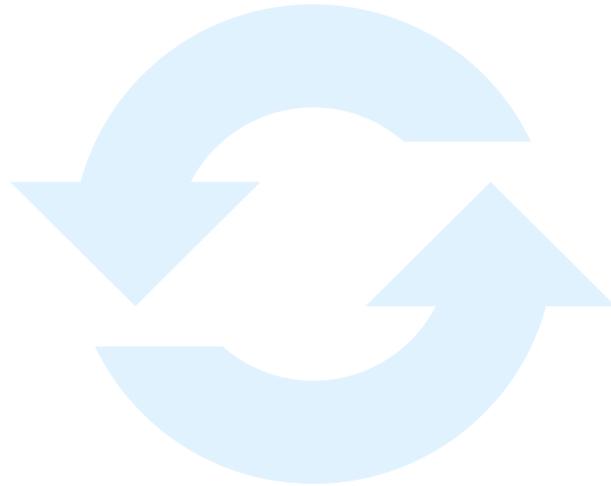


Perspectives on ecolabels. Describes opinion well, top three (5+6+7 on 7-pt scale).

■ Seafood consumers    ● Conscious eaters



Ecolabeled fish and seafood is better for our health



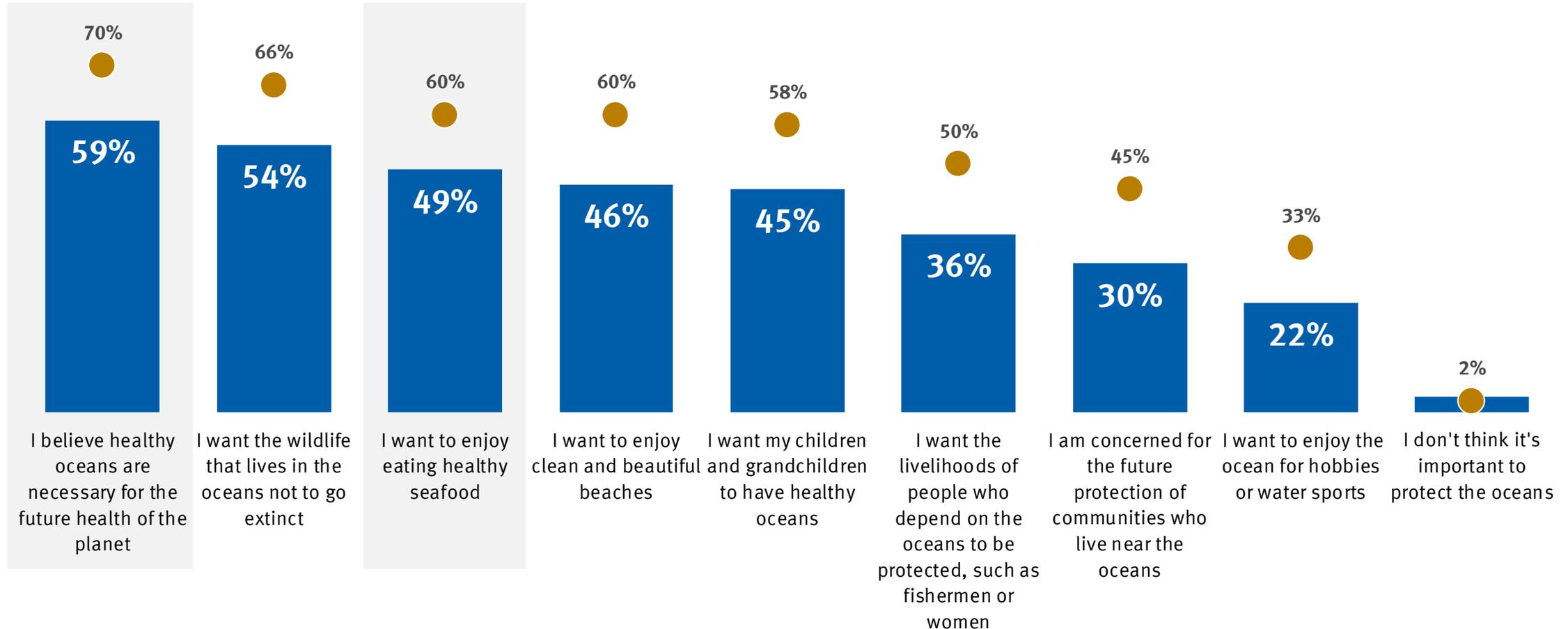
By buying ecolabeled seafood I am helping ensure plenty more fish left in the sea for future generations

# The importance of protecting the ocean for the future



Why do you think it's important to protect the oceans? Multi-select option.

■ Seafood consumers ● Conscious eaters

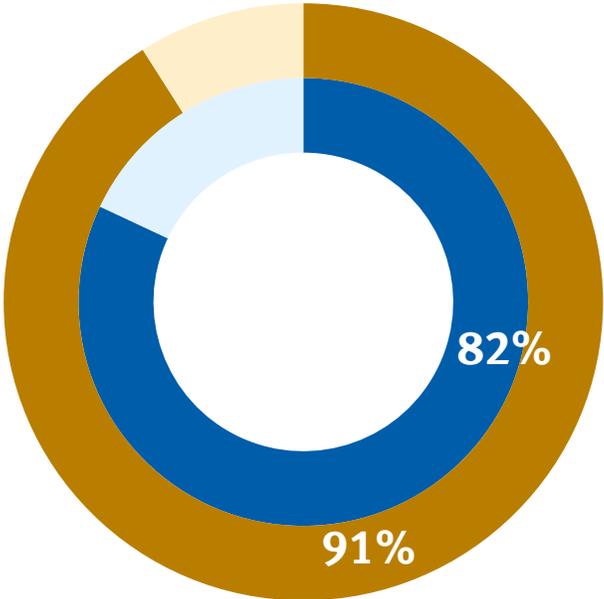


# Ocean optimism and a belief that we can make a difference

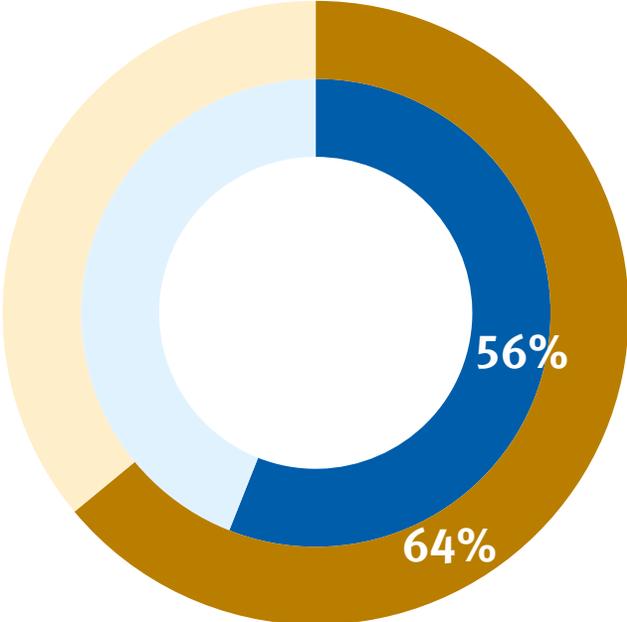


Those that agree with the following statements about the ocean and their ability to make a positive impact.

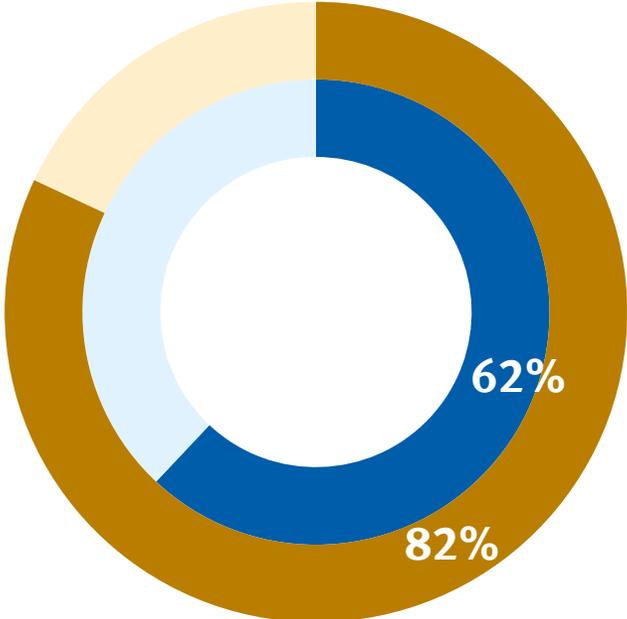
■ Seafood consumers ■ Conscious eaters



I feel more worried about the ocean in the last two years



I feel that in 20 years time we will have saved the ocean from irreparable damage from humans



The choices I make about eating seafood can make a difference to the health of our oceans

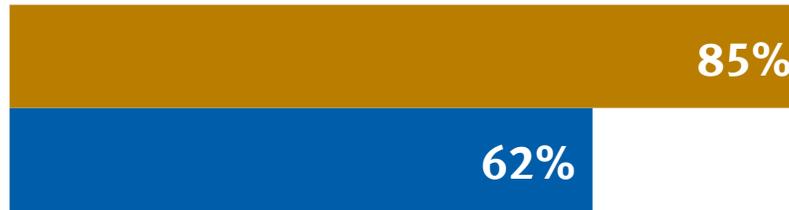
# The expectation of businesses to be transparent and accountable



Perspectives on ocean health, sustainability, and traceability. Describes my opinion well, top three (5+6+7).

■ Conscious eaters ■ Seafood consumers

I would like to hear more from companies about the sustainability of their fish/seafood products



I want to know that the fish I buy can be traced back to a known and trusted source



Supermarkets' and brands' claims about sustainability and environment need to be clearly labeled by an independent organization



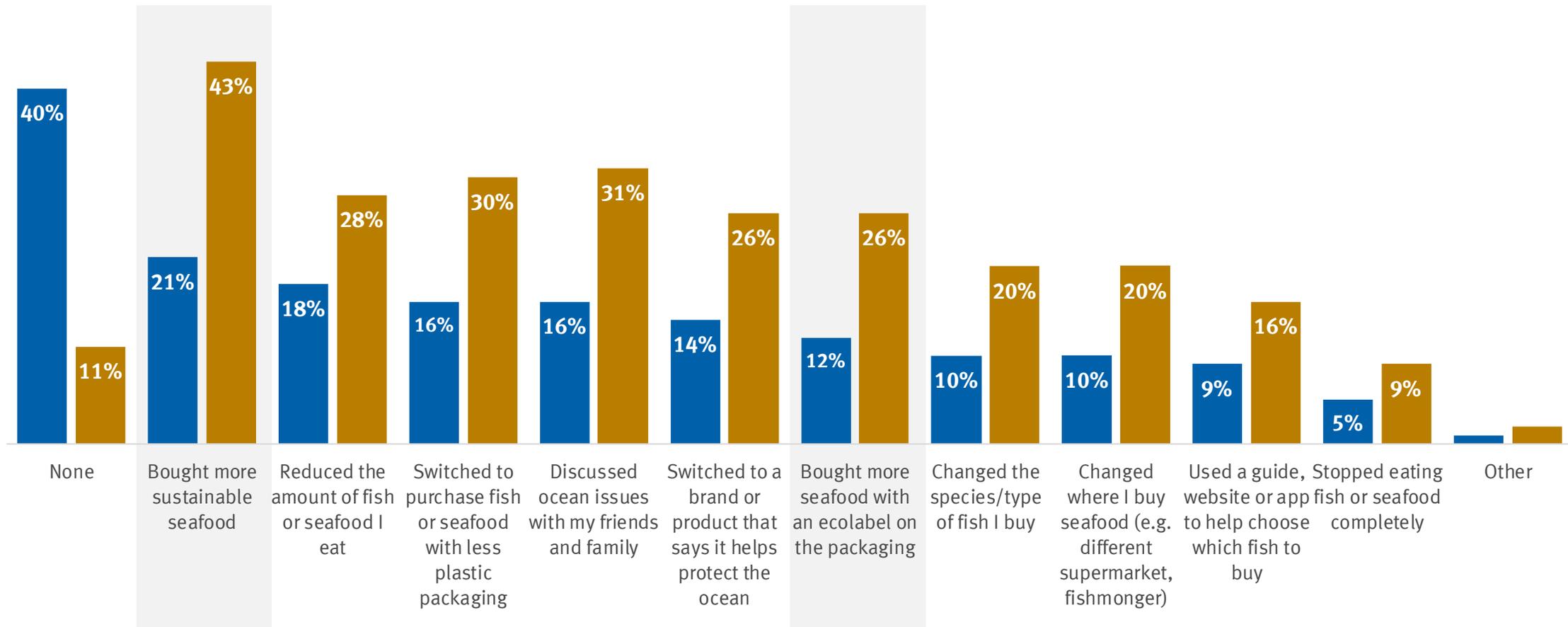
Demand for independent labeling **rose globally as well as in the US** with **74% demanding third-party verification** in 2022 versus 71% in 2020

# Actions consumers took to protect the ocean



Which, if any, of the following actions have you taken in the last year to help protect the fish and seafood in our oceans?

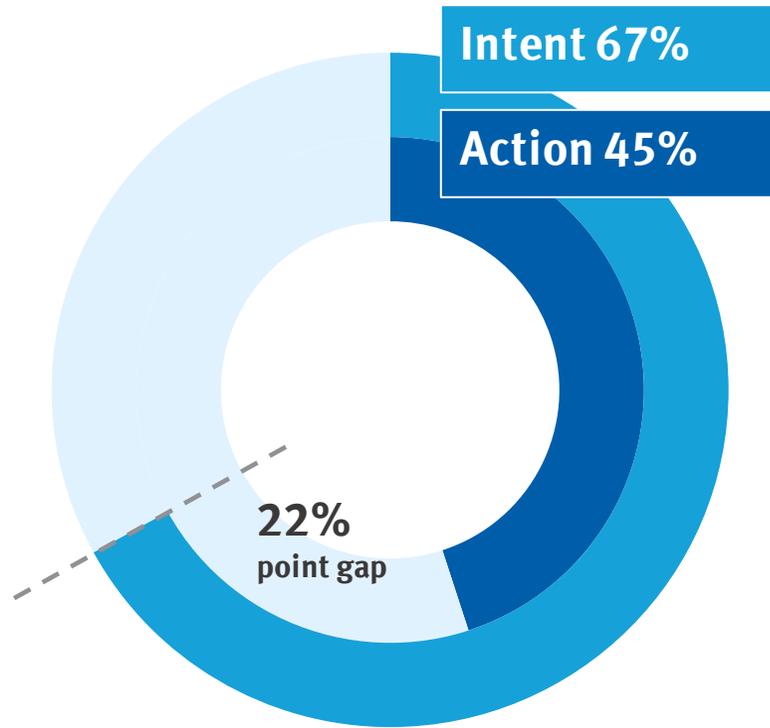
■ Seafood consumers ■ Conscious eaters



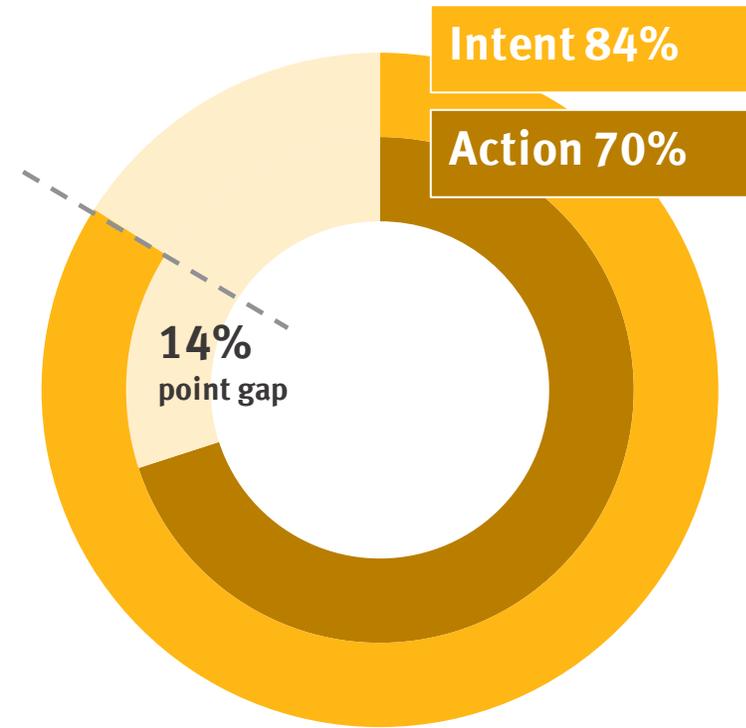
# Addressing the intent versus action gap



Which, if any, of the following actions have you taken in the last year or willing to take in the future to help protect the fish and seafood in our oceans?



Seafood consumer



Conscious eater

# Engaging the conscious consumer



Reassurance of health and environmental benefits



Transparency and openness

No to greenwashing, but also greenhushing

From 'trust us' to 'let us show you'; letting consumers feel like experts too

Verified environmental claims

Provable positive impact



Lowering barriers to choosing sustainable

Messaging at point of choice (online and offline)

Hearing more about your commitments

Leverage optimists, but don't discount pessimists



# WHEN WE TAKE CARE OF OUR OCEAN OUR OCEAN TAKES CARE OF US

For more information, contact:

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