

# HEALTHY SEAFOOD AS A PORTAL TO HEALTHY OCEAN AWARENESS

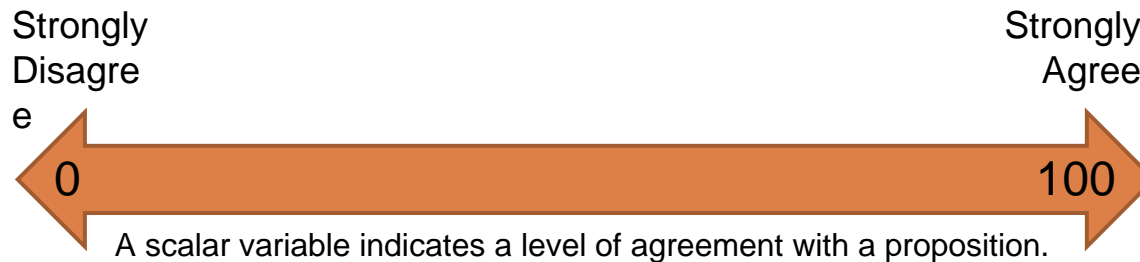
Excerpted findings from public opinion research conducted by The  
Ocean Project  
September 2009

# Impact of seafood choices

My choice of seafood that I purchase in a store or restaurant impacts the health of the ocean.

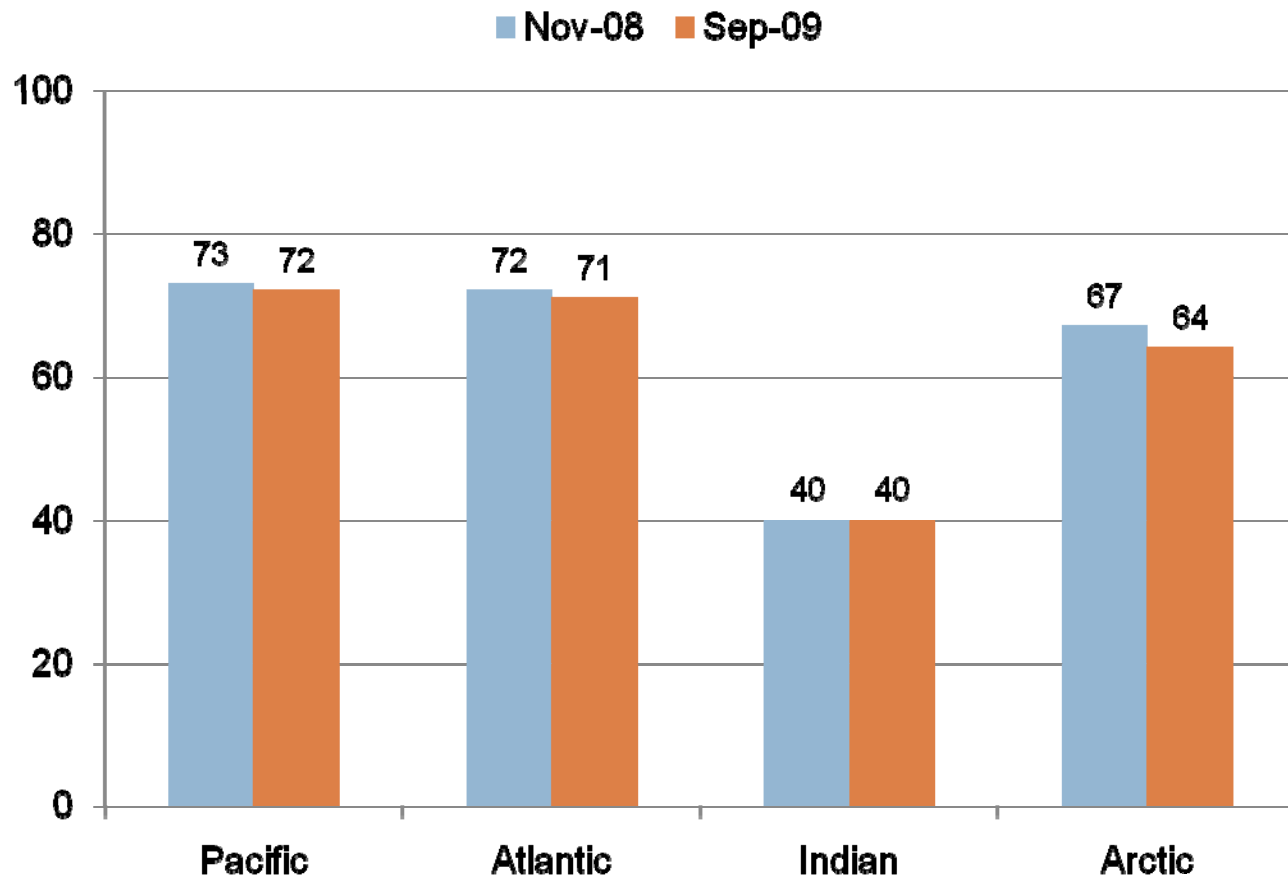
November 2008: Mean 54

September 2009: Mean 56



# The threat is...mostly elsewhere!

The American public continues to believe that seafood from waters more proximate to the U.S. coast is healthier to eat than seafood caught in



“Seafood caught in the \_\_\_\_\_ Ocean is healthy to eat.”

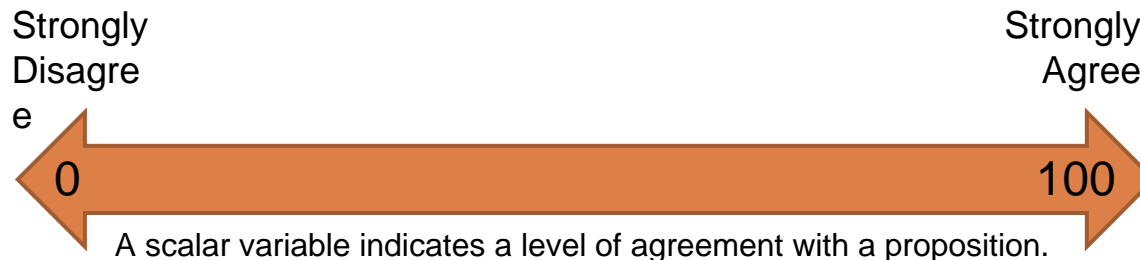
# Availability of healthy seafood

I worry about the future availability of healthy seafood.

November 2008: Mean 57

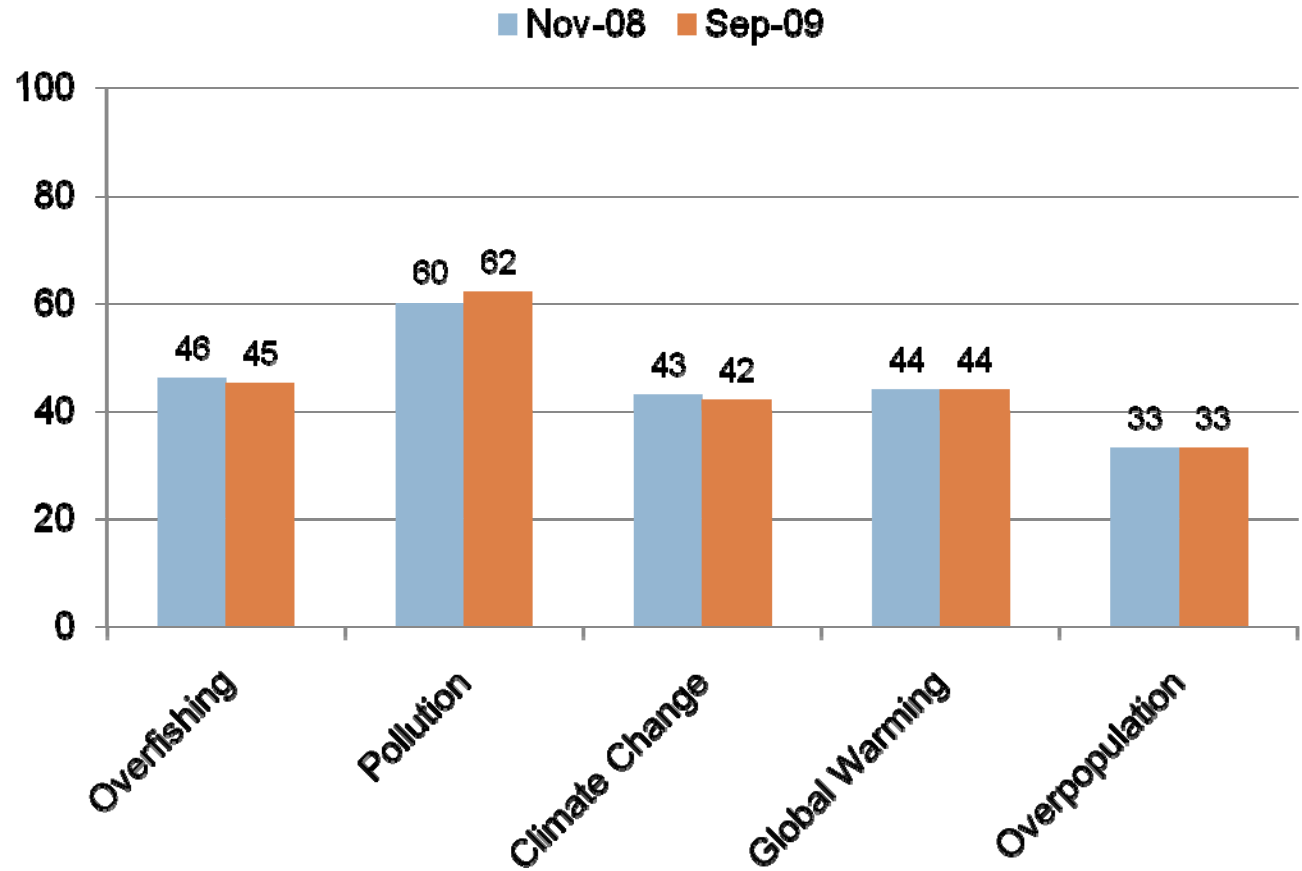
September 2009: Mean 62

(+8.8% in 10 months)



# Relativity of threats

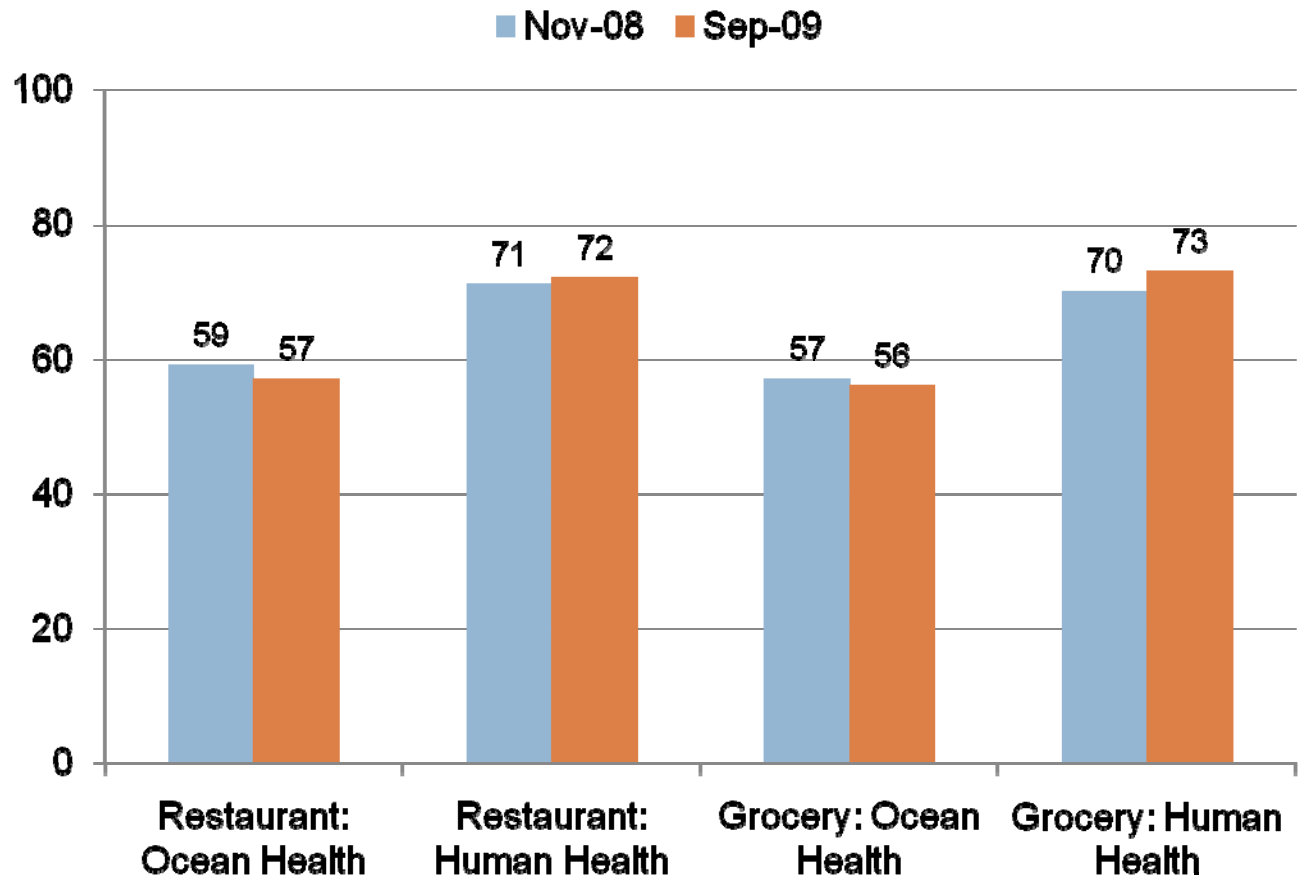
Much like the broader topic of ocean health, the American public considers “pollution” to be the primary threat to healthy seafood.



“The primary threat to the future availability of healthy seafood is ...”

# Personalizing the benefits

The American public indicates a greater “premium tolerance” for personal benefits than for social/global benefits.



“I would pay more for seafood at a restaurant/grocery market to positively impact ocean health/that has been certified as healthy and sustainable.”

# Describing “sustainable seafood”

## November 2008

Rank	Lexical Analysis Summary
1	Only eating seafood that is safe to eat
2	DNK
3	Only buying seafood that is safe to eat
4	Not eating seafood with mercury
5	Only eating seafood that is farm-raised
6	Not eating rare fish
7	Not eating endangered species
8	Aquaculture (also “fish farming”)
9	Only buying seafood that is wild caught
10	Catch and release when fishing

## September 2009

Rank	Lexical Analysis Summary
1	Buying and eating healthy seafood
2	Seafood that is safe to eat
3	Eating wild caught seafood
4	Avoiding seafood with high mercury levels
5	Buying seafood that was caught properly
6	Only eating seafood that was farm-raised
7	DNK
8	Buying seafood from a local source
9	Not eating farm-raised seafood
10	Not eating seafood that was caught

# Responsibility for overfishing

## November 2008

Rank	Lexical Analysis Summary
1	Japan
2	China
3	DNK
4	United States
5	Brazil
6	United Kingdom
7	Canada
8	France
9	Spain

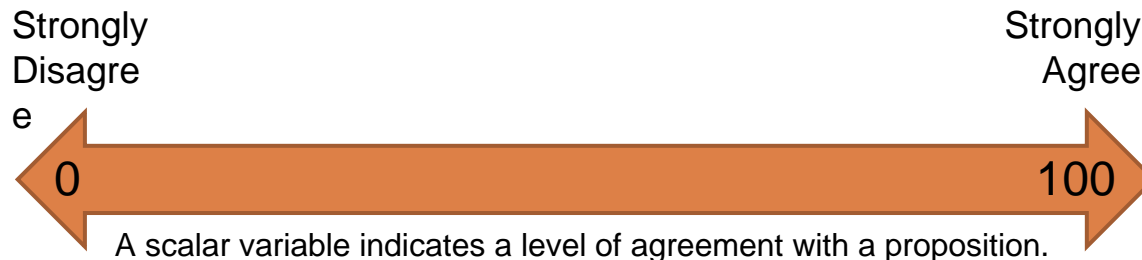
## September 2009

Rank	Lexical Analysis Summary
1	Japan
2	China
3	United States
4	DNK
5	India
6	Brazil
7	United Kingdom
8	Canada
9	Alaska
10	France

# Access to information

I have access to information about how to make sustainable seafood choices.      Mean 56

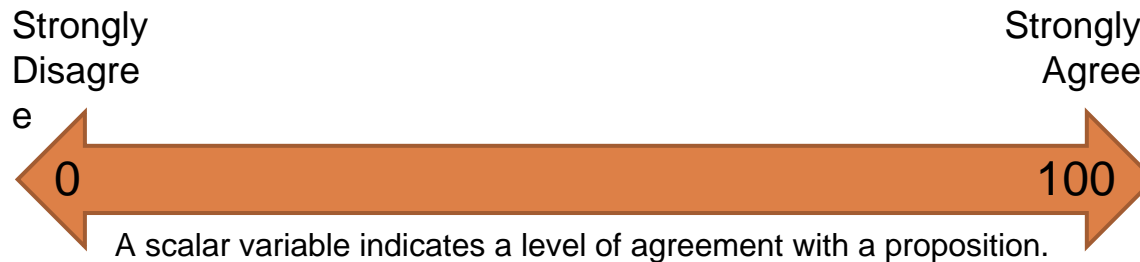
I have access to information about how to make healthy seafood choices.      Mean 62



# Program awareness

I am aware of programs that help consumers choose sustainable seafood.      Mean 46

\* 17% of the public indicated high awareness of sustainable seafood programs (>80); however, 46% of the public indicated low awareness (<40).

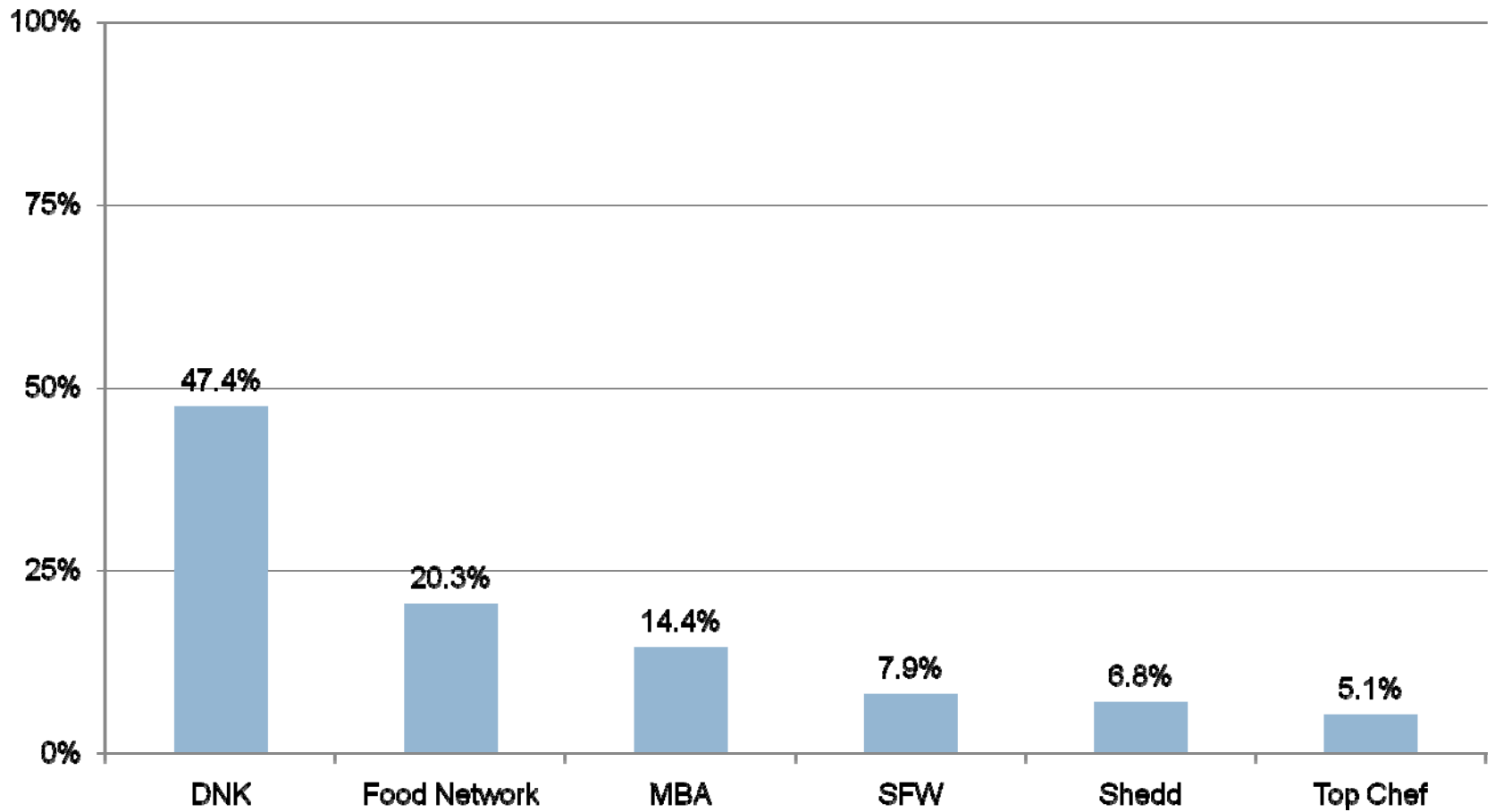


# Unaided awareness

When you think of programs that help consumers choose sustainable seafood, what programs come to mind?

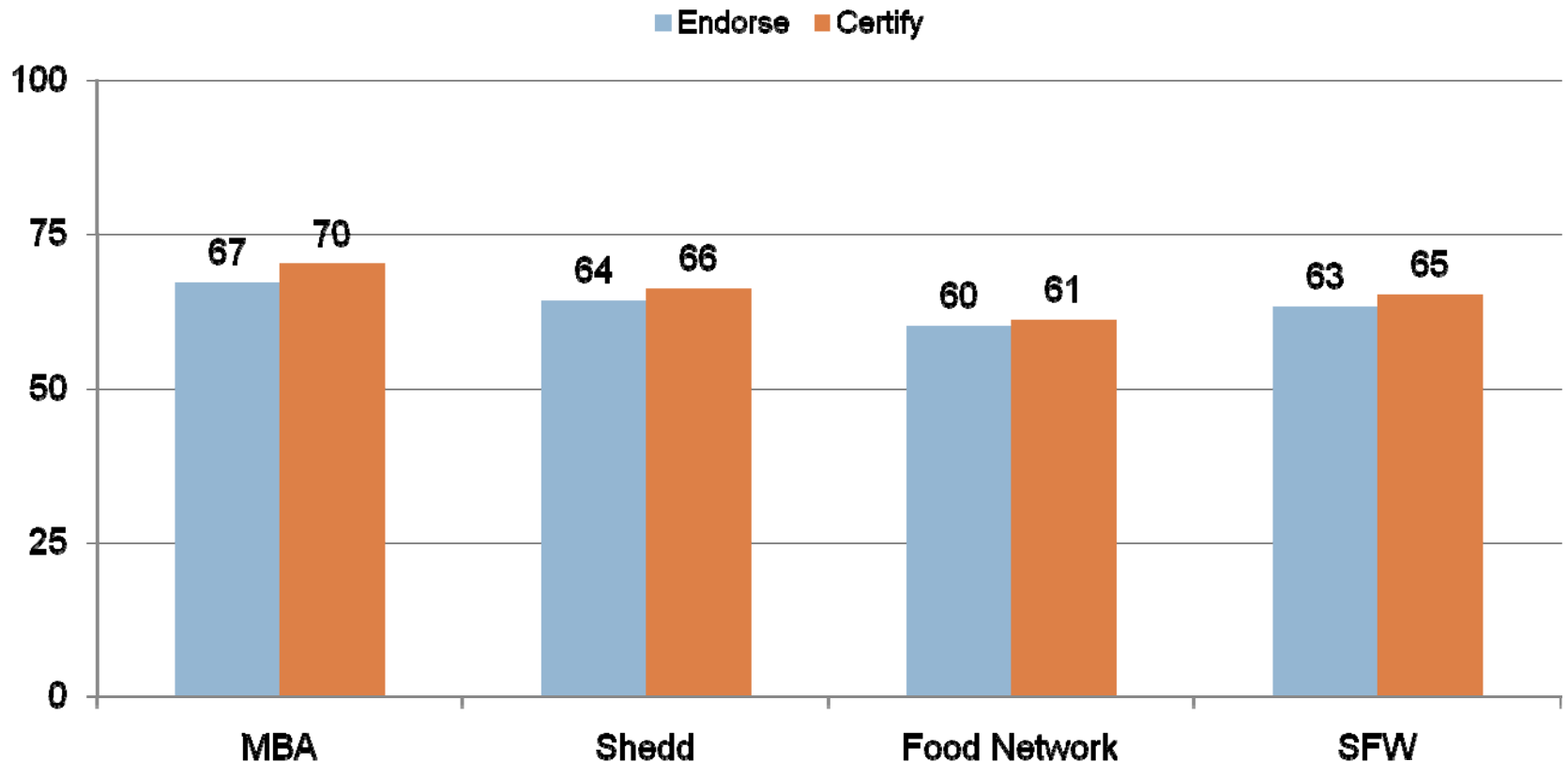
1. DNK
2. Food Network
3. Monterey Bay Aquarium
4. Seafood Watch
5. Shedd Aquarium
6. Top Chef (television program)

# Unaided awareness



\* Indicates programs with unaided awareness >5.0%. Respondents could identify more than one program (percentages do not total 100.0%)

# Brand premium



When shopping for seafood, I am more likely to purchase seafood endorsed/certified as “healthy” by \_\_\_\_\_ than seafood without an endorsement/certification.

# AMERICA AND THE OCEAN

## v2.0

A summary of findings developed by The Ocean Project  
September 2009