

TO: Walton Family Foundation
FR: Morning Consult
DT: October 2024
RE: Results for 2024 Seafood and Oceans Poll

WALTON FAMILY
FOUNDATION



A new survey by Morning Consult on behalf of the Walton Family Foundation demonstrates the importance of promoting sustainable seafood to protect the health of fish in the ocean now and in the future. Americans view the health of fish and oceans, and the ocean's ability to provide enough fish and seafood as personally important. Americans also believe in the importance of fishermen and farmers in feeding America, and that fishermen, like farmers, should be supported for the vital role they play in supporting rural America and feeding the country.

Key Findings

- The importance of promoting sustainable seafood and protecting the health of fish in oceans are top of mind for Americans, part of an overarching belief in the importance of ocean health and the ocean's ability to provide enough fish and seafood.
- Americans believe fishermen are doing their part to protect the health of fish in oceans, and that, like farmers and ranchers, we need to be doing more to support fishermen to ensure food security in the future.
- Four out of five Americans (80%) agree that “if you care about our food supply, you should care about oceans and healthy ocean ecosystems.”

Detailed Findings – Food Security, Sustainable Seafood, and the Health of Oceans

- A strong majority of adults (84%) believe that, because three billion people worldwide rely on seafood as their primary source of protein, it is important to “promote sustainable seafood and protect the health of fish in oceans,” with 59% of the total sample saying it is “very important.” This is an item of bipartisan consensus: 82% of Republicans, 92% of Democrats, and 78% of independents agree on the same statement, and an issue both seafood eaters (87%) and non-seafood eaters (81%) agree on.
- Concern for the health of fish in oceans is driven by two concerns: continued availability of seafood and ocean health more broadly. Broad majorities believe in the importance of food security in America (85%), the health of the oceans (83%), and the ability of the oceans to provide fish and seafood (80%).
- Half of all respondents (51%) think that the U.S. government is not doing enough to protect the health of fish in oceans. This dissatisfaction spans partisan lines and is rooted in a deeper concern for environmental health and food security; Democrats (56%) are more likely than Republicans (47%) and independents (49%) to think the government is not currently doing enough.



Detailed Findings – Supporting Fishermen’s Role in Feeding America

- Americans’ concerns about protecting agriculture and the food supply extend to supporting fishermen, with 79% agreeing that supporting fishermen and rural communities is important. Democrats (83%), Republicans (82%) and independents (73%) are in agreement about the importance of supporting fishermen and rural communities to help feed the country. Furthermore, 80% of Americans say we need to be doing more to support food producers, including farmers, ranchers and fishermen, throughout the country.

- 51% of respondents agree that the following statement is a convincing reason to encourage sustainable seafood, with a full 26% agreeing that it is “very convincing”:

“Fishermen, like farmers and ranchers, are a vital part of rural America. We need to do more to support fishermen so we have enough food to feed future generations and protect the American food supply.”

- Individuals and businesses supporting initiatives that protect ocean health are likely to see a corresponding favorability bump; more than half of adults are likely to see each of the following more favorably if they support sustainable seafood:

Groups or Organizations	Total % More Favorable
Fishermen	60%
Food suppliers	59%
Seafood processors	58%
Grocery stores	57%
Restaurants	55%
Businesses	53%
Chefs	52%

Methodology: This poll was conducted between September 7 - September 8, 2024 among a sample of 2,201 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points. Additional analysis was provided by Beck Research.