

**TO:** Walton Family Foundation  
**FR:** Morning Consult  
**DT:** June 2023  
**RE:** Results for 2023 Seafood Sustainability Poll

WALTON FAMILY  
FOUNDATION



Morning Consult ran a survey, on behalf of the Walton Family Foundation, focusing on the importance of sustainability in seafood that consumers purchase and the impact that climate change is having on the world's oceans. The survey finds that consumers view the world's oceans as a key part of their livelihoods and that we need to maintain their health for future generations. Further, consumers are worried about the impact that climate change is having on the health of the world's oceans, and they are worried that climate change will have an impact on food security.

## Key Findings

- Consumers are worried that climate change is having a negative impact on the health of the oceans, fish populations, and people's food security.
- Consumers agree that we need to work to ensure we have a steady supply of sustainable seafood for generations to come in order to protect people's food security.
- Consumers view of seafood sustainability extends beyond just how the fish are caught but includes how the people who catch the fish are treated.

## Detailed Findings – Climate Change's Impact on the World's Oceans

- Two-in-three (68%) consumers are worried that climate change is having a negative impact on the health of the ocean and fish populations.
- Consumers recognize the importance of the ocean to their food supply – four-in-five (83%) consumers say the health of the ocean and its ability to provide seafood is important to them personally. This includes over half (54%) who say it is *very important* to them personally.
- After learning that three billion people worldwide rely on seafood as their primary source of protein, seven-in-ten (70%) consumers are worried that climate change is having a negative impact on the health of the oceans and people's food security.
- When thinking about the level of urgency that climate change places on the need to protect oceans, consumers agree that\*:
  - Climate change makes it more urgent for us to protect the seafood supply (73%)
  - Climate change makes it more urgent for us to protect oceans (71%)
- When thinking about climate change's impact on the world's oceans, four-in-five (82%) consumers agree that *we have a responsibility to ensure a steady supply of sustainable seafood for future generations*.



## Detailed Findings – Sustainable Seafood

- Seven-in-ten (69%) consumers say that *country of processing* is an important consideration when purchasing meat or seafood.
  - Three-in-four (75%) recent seafood purchasers say *country of processing* is important.
- Seven-in-ten (68%) consumers say that *country of origin* is an important consideration When purchasing meat or seafood.
  - Three-in-four (75%) recent seafood purchasers say *country of origin* is important.

| Purchasing Consideration for Meat or Seafood   | Total Important |
|--|-----------------|
| Price  | 90%             |
| A label that indicates it was produced without the use of chemical fertilizers, pesticides, or other artificial agents | 72%             |
| Country of processing  | 69%             |
| Country of origin  | 68%             |
| Wild or farmed   | 66%             |
| A label that indicates it was produced in an environmentally friendly manner   | 66%             |
| A label that indicates the fair treatment of workers who helped produce it   | 63%             |

- Sustainability extends beyond how the fish are caught and processed; it also includes how the people who catch the fish are treated. Three-in-four (76%) consumers agree that *we need to pay more attention to how workers are treated in the production of seafood.*
- Four-in-five (83%) consumers agree that there should be a balance between protecting the ocean and protecting a fisherman’s ability to make a living.
- Three-in-four (73%) consumers would support businesses that only offer sustainable seafood. Similarly, 68% of consumers would commit to only buying sustainable seafood.

*Methodology: This poll was conducted between May 16-May 17, 2023 among a sample of 2,121 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.*