

**SeaChoice
Seafood Labeling**

CA_nat Sample: 4th - 6th February 2020



	Total	Gender		Age			Region						Seafood purchasers	
		Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	new Brunswick, Newfoundland & Labrador	Northwest Territories, Nunavut, Yukon	Ontario	Quebec	Purchases seafood	Does not purchase seafood
When purchasing seafood, how often, if ever, do you look for information and/or labels that indicate how environmentally friendly a product is?														
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
Always	18%	17%	19%	15%	20%	19%	18%	25%	7%	33%	19%	17%	21%	-
Often	19%	20%	19%	19%	18%	20%	14%	22%	27%	-	19%	22%	22%	-
Sometimes	22%	23%	21%	23%	25%	19%	23%	22%	18%	-	22%	23%	25%	-
Rarely	16%	19%	13%	14%	15%	18%	20%	14%	24%	-	13%	17%	18%	-
Never	12%	12%	12%	16%	9%	12%	14%	5%	13%	67%	15%	9%	14%	-
Not applicable - I never buy seafood	12%	9%	15%	13%	13%	12%	12%	12%	10%	-	12%	12%	-	100%
Net: Checks environmentally friendly labels at least sometimes	60%	60%	59%	58%	63%	58%	54%	69%	52%	33%	59%	62%	68%	-
Net: Checks environmentally friendly labels at least rarely	76%	79%	72%	72%	78%	76%	74%	82%	76%	33%	72%	79%	86%	-
Net: Does not check environmentally friendly labels	12%	12%	12%	16%	9%	12%	14%	5%	13%	67%	15%	9%	14%	-
When purchasing seafood, how often, if ever, do you look for information and/or labels that indicate how environmentally friendly a product is?														
Unweighted base	883	446	437	233	277	373	168	120	60	3	311	221	883	-
Base: All Canadian adults who purchase seafood	883	445	438	235	275	374	161	114	60	3	339	205	883	-
Always	21%	18%	23%	17%	23%	21%	20%	28%	8%	33%	21%	19%	21%	-
Often	22%	22%	23%	22%	21%	23%	15%	25%	30%	-	22%	25%	22%	-
Sometimes	25%	26%	24%	26%	28%	22%	26%	25%	20%	-	25%	27%	25%	-
Rarely	18%	21%	15%	16%	17%	20%	23%	16%	27%	-	15%	19%	18%	-
Never	14%	13%	15%	18%	11%	14%	16%	6%	15%	67%	17%	10%	14%	-
Net: Checks environmentally friendly labels at least sometimes	68%	66%	70%	66%	72%	66%	61%	78%	58%	33%	68%	71%	68%	-
Net: Checks environmentally friendly labels at least rarely	86%	87%	85%	82%	89%	86%	84%	94%	85%	33%	83%	90%	86%	-
Net: Does not check environmentally friendly labels	14%	13%	15%	18%	11%	14%	16%	6%	15%	67%	17%	10%	14%	-

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Based on the label, how environmentally friendly would you consider this canned tuna product? Please answer of a scale of 1 to 5, where 1 is "Not at all environmentally friendly" and 5 is "Very environmentally friendly".

Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
1 - Not at all environmentally friendly	8%	7%	8%	9%	8%	6%	4%	6%	12%	-	8%	8%	7%	13%
2	8%	10%	6%	12%	6%	7%	10%	5%	7%	-	9%	8%	8%	9%
3	35%	34%	36%	35%	35%	36%	35%	37%	36%	33%	36%	35%	34%	43%
4	32%	33%	31%	31%	33%	32%	37%	37%	36%	67%	27%	31%	33%	23%
5 - Very environmentally friendly	17%	16%	18%	13%	18%	19%	14%	15%	9%	-	20%	19%	18%	12%
Net: Environmentally friendly rating (4,5)	49%	49%	49%	44%	51%	51%	51%	53%	45%	67%	47%	50%	51%	35%
Net: Not environmentally friendly rating (1,2)	16%	17%	14%	22%	14%	13%	14%	11%	19%	-	17%	16%	15%	22%

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	Total	Gender		Age			Region					Seafood purchasers		Environmentally friendly rating				
		Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	new Brunswick, Newfoundland & Labrador	Northwest Territories, Nunavut, Yukon	Ontario	Quebec	Purchases seafood	Does not purchase seafood	NET: Environmentally friendly rating (4,5)	NET: 3	NET: Not environmentally friendly rating (1,2)	
You gave the canned tuna product a score of \$tunacanscore out of 5 for how environmentally friendly it looked... Why is this? Please type your answer in the box below.																		
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122	494	355	156	
Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122	493	355	157	
Recyclable	4%	3%	5%	4%	4%	4%	5%	4%	1%	-	5%	2%	4%	6%	5%	5%	-	
Good / like it	3%	4%	1%	5%	1%	2%	2%	1%	3%	-	4%	2%	3%	-	3%	2%	3%	
Olive oil	4%	4%	4%	2%	2%	7%	3%	7%	1%	-	5%	2%	4%	6%	4%	4%	2%	
Responsibly sourced / says responsible sourced	28%	24%	33%	29%	29%	27%	31%	26%	22%	33%	32%	23%	29%	24%	44%	18%	1%	
Line caught / says line caught / not net caught	23%	22%	24%	21%	23%	26%	23%	33%	37%	67%	26%	11%	25%	14%	39%	11%	3%	
Says on the label / logo on label (unspec)	5%	4%	5%	1%	6%	6%	3%	3%	3%	-	3%	10%	5%	4%	7%	3%	-	
Green label	2%	2%	1%	3%	2%	1%	1%	1%	3%	-	2%	2%	1%	3%	1%	3%	-	
Blue /blue and white label	1%	1%	2%	1%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	2%	1%	-	
Tuna / like tuna	0%	1%	0%	-	1%	0%	-	1%	-	-	-	1%	0%	-	1%	-	-	
The colours (unspec)	0%	1%	0%	0%	1%	0%	-	-	1%	-	1%	0%	0%	1%	0%	1%	-	
Healthy	1%	1%	0%	0%	0%	1%	1%	-	-	-	1%	0%	1%	1%	1%	1%	-	
Dislike jalapeno	2%	2%	2%	1%	2%	3%	3%	-	6%	-	2%	2%	2%	2%	1%	2%	5%	
Dislike it / don't buy it	1%	1%	1%	0%	1%	1%	-	-	1%	-	1%	2%	1%	1%	0%	1%	4%	
Unknown brand	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	2%	1%	2%	0%	1%	3%	
Dislike it in a can / metal / dislike packaging	3%	3%	3%	6%	3%	2%	5%	5%	4%	-	2%	3%	3%	6%	-	4%	13%	
Doesn't look appealing	1%	1%	1%	2%	0%	1%	1%	-	-	-	1%	1%	1%	1%	-	-	6%	
Poor quality / looks cheap	0%	0%	0%	1%	-	0%	-	1%	-	-	-	1%	0%	-	-	1%	1%	
Not enough information / not obvious	14%	12%	15%	14%	14%	13%	10%	15%	7%	-	15%	14%	13%	18%	6%	23%	17%	
Tuna is declining / being over fished / too much fishing	3%	5%	2%	4%	4%	3%	4%	4%	3%	-	3%	4%	3%	4%	0%	5%	9%	
Packaging not biodegradable/recyclable / creates pollution	3%	2%	3%	5%	2%	1%	5%	2%	3%	-	2%	2%	2%	7%	0%	3%	9%	
Don't believe it / don't trust the claims / it's just advertising	7%	8%	5%	8%	7%	6%	6%	10%	4%	-	5%	9%	7%	5%	2%	11%	10%	
Unhealthy	1%	1%	1%	1%	0%	1%	1%	-	3%	-	1%	-	1%	-	0%	-	3%	
Too much processing involved	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	0%	1%	2%	
Dislike it packed in olive oil - prefer in water / too much processing / too far to transport	2%	2%	2%	1%	1%	3%	2%	2%	4%	-	2%	1%	2%	2%	1%	1%	7%	
Eating fish isn't environmentally friendly	0%	0%	0%	1%	1%	-	1%	1%	-	-	0%	0%	0%	-	0%	0%	1%	
It's in a can (unspec)	1%	1%	1%	0%	1%	0%	-	1%	-	-	1%	2%	1%	-	0%	2%	-	
Other	9%	9%	10%	9%	10%	9%	9%	7%	12%	33%	9%	11%	10%	6%	10%	11%	6%	
Don't know	10%	11%	9%	11%	11%	8%	13%	9%	6%	-	10%	10%	9%	13%	4%	17%	14%	

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Greenwashing is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product. Greenwashing can make a product or company appear to be more environmentally friendly than it really is.

How concerned, if at all, are you about greenwashing or misleading environmental claims on seafood products?

Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
Very concerned	37%	31%	41%	34%	34%	40%	42%	44%	28%	67%	39%	27%	37%	32%
Somewhat concerned	46%	49%	44%	49%	46%	45%	40%	45%	63%	33%	45%	50%	47%	42%
Not very concerned	12%	14%	11%	12%	13%	11%	12%	9%	3%	-	11%	18%	12%	15%
Not at all concerned	5%	6%	4%	5%	7%	4%	6%	2%	6%	-	5%	6%	4%	12%
Net: Very/somewhat	83%	81%	85%	82%	81%	85%	82%	88%	91%	100%	84%	76%	84%	73%
Net: Not very/not at all	17%	19%	15%	18%	19%	15%	18%	12%	9%	-	16%	24%	16%	27%

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How likely or unlikely would you be to stop buying a seafood product that claimed to be environmentally friendly if you found there was no evidence to support this claim?														
Unweighted base	883	446	437	233	277	373	168	120	60	3	311	221	883	-
Base: All Canada adults who purchase seafood	883	445	438	235	275	374	161	114	60	3	339	205	883	-
Definitely would stop	37%	34%	40%	33%	37%	39%	44%	47%	30%	67%	38%	26%	37%	-
Probably would stop	41%	42%	40%	40%	42%	41%	36%	33%	52%	33%	40%	48%	41%	-
Probably would not stop	17%	20%	14%	21%	17%	15%	16%	14%	15%	-	17%	19%	17%	-
Definitely would not stop	5%	5%	5%	6%	4%	5%	4%	7%	3%	-	5%	7%	5%	-
Net: Would stop purchasing	78%	76%	80%	73%	79%	80%	80%	79%	82%	100%	78%	74%	78%	-
Net: Would not stop purchasing	22%	24%	20%	27%	21%	20%	20%	21%	18%	-	22%	26%	22%	-

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To what extent do you agree or disagree with the following statement?

Seafood companies should provide information (e.g., on their product or website) to back up their environmental claims.

Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
Strongly agree	61%	55%	67%	59%	59%	64%	66%	68%	64%	67%	61%	52%	61%	64%
Somewhat agree	29%	34%	25%	28%	29%	30%	26%	23%	28%	-	28%	37%	30%	21%
Somewhat disagree	3%	5%	2%	6%	4%	1%	2%	4%	3%	-	4%	4%	4%	2%
Strongly disagree	1%	2%	1%	2%	1%	1%	1%	1%	-	-	1%	2%	1%	-
Don't know	5%	4%	6%	5%	6%	4%	5%	4%	4%	33%	5%	6%	4%	13%
Net: Agree	90%	89%	92%	87%	88%	94%	92%	91%	93%	67%	90%	89%	91%	85%
Net: Disagree	5%	7%	2%	8%	5%	2%	3%	5%	3%	-	5%	5%	5%	2%

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<p>Who of the following do you trust the most to ensure claims made on product labels are accurate and truthful? Where "1" is most trustworthy and "3" is least trustworthy, please rank the following options from MOST to LEAST trustworthy whether you have any trust in them or not.</p>															
Government															
	Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
	Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
✓	1	36%	37%	34%	39%	35%	34%	32%	28%	36%	33%	39%	37%	36%	32%
✓	2	40%	43%	37%	33%	41%	44%	36%	53%	42%	67%	38%	37%	40%	36%
✓	3	25%	20%	29%	28%	24%	23%	31%	19%	22%	-	23%	26%	24%	33%
Private Companies															
	Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
	Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
✓	1	16%	14%	18%	16%	20%	14%	20%	17%	22%	-	16%	11%	15%	21%
✓	2	28%	23%	32%	32%	26%	26%	34%	18%	25%	-	29%	27%	27%	31%
✓	3	56%	63%	50%	52%	54%	60%	46%	66%	52%	100%	55%	62%	58%	48%
Third-party certifier or NGO (Non-Governmental Organization)															
	Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252	883	122
	Base: All Canada adults	1005	487	518	268	314	422	183	131	67	3	387	234	883	122
✓	1	48%	49%	47%	45%	45%	53%	48%	55%	42%	67%	45%	52%	48%	47%
✓	2	33%	34%	32%	36%	33%	31%	30%	30%	33%	33%	33%	36%	33%	33%
✓	3	19%	17%	21%	20%	21%	17%	23%	15%	25%	-	22%	12%	19%	20%