2021 SEAFOOD PROGRESS SURVEY RESULTS

Survey size: 105 adults
Time frame: May 2021
Delivery mode: Online

84% PURCHASE SEAFOOD AT LEAST ONCE PER MONTH

89% WANT TO PUT A STOP TO GREENWASHING ON SEAFOOD LABELS

100% FIND SEAFOOD PROGRESS TO BE A USEFUL TOOL

So often the origin is not provided on labels. "IMPORTED BY..." does not tell me where it is from!

I like that Seafood Progress pushes for retailers to take responsibility for what they sell. I expect major retailers to make good decisions!

60% HAVE USED SEAFOOD PROGRESS TO CHOOSE A BETTER PERFORMING RETAILER

For further information contact info@seachoice.org