

SeaChoice
Short CP

US_nat Sample: 16th - 21st November 2021



Total	Gender		Age Groups					Canadian Grouped Region						Seafood	
	Male	Female	18-24	25-34	35-44	45-54	55+	British Columbia	Prairies	Atlantic	Northern	Ontario	Quebec	Buys Seafood	Doesn't buy seafood

TOS_Q1. Seafood mislabeling occurs when the labelling of a product doesn't align with what the product is or what it contains. Fraudulent labelling is when the information on the label is wrong on purpose, with the intention to deceive. How concerned, if at all, are you about seafood mislabeling and fraud in Canada?

Unweighted base	1015	490	525	103	155	161	164	432	118	191	68	3	394	241	943	72
Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Not at all concerned	9%	8%	9%	16%	10%	9%	9%	6%	2%	9%	14%	-	9%	9%	7%	32%
Not very concerned	22%	23%	21%	30%	26%	29%	23%	15%	19%	22%	28%	25%	19%	27%	22%	22%
Somewhat concerned	39%	43%	34%	30%	39%	37%	42%	40%	44%	41%	28%	-	39%	36%	39%	29%
Very concerned	31%	26%	36%	25%	25%	26%	27%	39%	34%	28%	30%	75%	30%	33%	28%	17%
Net: Not concerned	30%	31%	30%	45%	36%	37%	31%	21%	21%	31%	42%	25%	28%	36%	28%	55%
Net: Concerned	70%	69%	70%	55%	64%	63%	69%	79%	79%	69%	58%	75%	72%	64%	72%	45%

TOS_Q2. Canada's seafood naming guidelines allow companies to use generic common names (eg. tuna, shrimp, cod etc.) for many types of seafood. Are you supportive of seafood product labels that provide specific common names for the species sold? For example, labelling a product as "Pacific cod" or "Atlantic cod" (depending on the species sold) versus just "cod".

Unweighted base	1015	490	525	103	155	161	164	432	118	191	68	3	394	241	943	72
Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Extremely supportive	44%	42%	46%	22%	31%	36%	37%	60%	53%	43%	44%	50%	44%	40%	46%	21%
Somewhat supportive	26%	30%	23%	30%	30%	27%	27%	21%	31%	31%	25%	-	21%	29%	27%	21%
Neither supportive nor unsupportive	23%	21%	24%	37%	29%	30%	30%	11%	16%	20%	25%	-	25%	24%	21%	51%
Somewhat unsupportive	4%	5%	4%	8%	7%	4%	5%	2%	-	5%	-	50%	5%	5%	4%	6%
Extremely unsupportive	3%	3%	3%	3%	3%	3%	2%	3%	1%	1%	6%	-	4%	3%	3%	1%
Net: Supportive	70%	71%	69%	52%	61%	63%	63%	83%	83%	74%	69%	50%	65%	68%	72%	42%
Net: Unsupportive	7%	8%	7%	11%	10%	6%	7%	5%	1%	6%	6%	50%	10%	8%	7%	7%

TOS_Q3. The "country of origin" on a seafood product label refers to the country where the product was last processed (e.g., filleted, canned, packaged etc.), not where it was caught or harvested. For example, a sockeye salmon caught in Canada but filleted in China would have "Product of China" on the label. How important to you is it that a seafood label says where the product is caught or harvested from in addition to where it was processed?

Unweighted base	1015	490	525	103	155	161	164	432	118	191	68	3	394	241	943	72
Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Very important	56%	53%	58%	30%	45%	43%	54%	72%	64%	56%	52%	75%	55%	53%	58%	26%
Somewhat important	34%	36%	32%	50%	40%	45%	36%	23%	28%	34%	42%	25%	34%	35%	33%	42%
Not very important	8%	9%	8%	13%	13%	10%	7%	5%	7%	8%	6%	-	8%	10%	7%	23%
Not at all important	2%	2%	2%	8%	2%	3%	3%	0%	1%	2%	-	-	3%	2%	2%	9%
Net: Important	90%	89%	90%	80%	85%	87%	90%	95%	92%	90%	94%	100%	89%	88%	91%	68%
Net: Not important	10%	11%	10%	20%	15%	13%	10%	5%	8%	10%	6%	-	11%	12%	9%	32%

TOS_Q4. To what extent do you agree or disagree with the following statement: having additional information about the sustainability of the product on the label would increase my confidence in buying that product.

Unweighted base	1015	490	525	103	155	161	164	432	118	191	68	3	394	241	943	72
Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Completely agree	52%	47%	57%	26%	39%	47%	44%	69%	58%	45%	51%	75%	53%	53%	54%	22%
Somewhat agree	28%	28%	27%	32%	34%	29%	35%	20%	26%	34%	34%	25%	23%	30%	28%	20%
Neither agree nor disagree	16%	18%	14%	32%	18%	19%	19%	9%	13%	17%	14%	-	18%	14%	14%	44%
Somewhat disagree	3%	4%	1%	6%	7%	3%	1%	1%	3%	2%	-	-	4%	2%	2%	9%
Completely disagree	1%	2%	1%	4%	1%	2%	2%	1%	-	3%	1%	-	2%	1%	1%	6%
Net: Agree	80%	76%	84%	59%	73%	76%	79%	89%	84%	78%	84%	100%	76%	83%	83%	42%
Net: Disagree	4%	6%	2%	10%	9%	5%	3%	1%	3%	4%	1%	-	6%	3%	3%	14%

TOS_Q5. If labels always included where the product was caught or farmed, how often, if at all, would you seek out Canadian seafood products?

Unweighted base	1015	490	525	103	155	161	164	432	118	191	68	3	394	241	943	72
Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Always	37%	30%	43%	17%	23%	28%	33%	51%	46%	39%	43%	75%	36%	29%	39%	-
Often	34%	38%	31%	35%	36%	42%	28%	33%	31%	36%	26%	25%	35%	37%	37%	-
Sometimes	20%	22%	17%	28%	28%	21%	29%	10%	17%	16%	26%	-	18%	24%	21%	-
Never	2%	2%	2%	7%	6%	1%	1%	0%	-	3%	3%	-	2%	3%	2%	-
Not applicable - I do not buy seafood	7%	7%	7%	14%	7%	7%	9%	5%	7%	6%	2%	-	9%	7%	-	100%

TOS_Q6. Seafood traceability is the ability to access information about a product throughout its supply chain. Currently, traceability laws are focused on making sure seafood products are safe to eat. How important to you is it that traceability laws also require companies to track information like what species it is, how it was caught or farmed and where it was caught or farmed?

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Base: All CA Adults	1015	499	516	103	166	161	162	422	132	185	69	2	391	236	942	73
Very important	56%	53%	58%	38%	48%	47%	49%	69%	65%	52%	58%	100%	56%	52%	58%	36%
Somewhat important	35%	38%	32%	42%	37%	42%	43%	26%	29%	38%	35%	-	33%	38%	35%	32%
Not very important	7%	7%	8%	13%	12%	9%	5%	4%	7%	6%	7%	-	8%	9%	7%	17%
Not at all important	2%	2%	1%	6%	3%	3%	2%	0%	-	4%	-	-	3%	1%	1%	16%
Net: Important	91%	91%	91%	81%	85%	88%	93%	95%	93%	90%	93%	100%	90%	90%	92%	68%
Net: Not important	9%	9%	9%	19%	15%	12%	7%	5%	7%	10%	7%	-	10%	10%	8%	32%

TOS_Q7. Current traceability regulations in Canada require businesses to keep internal records of the movement of food products. Improved seafood traceability regulations would require industry to maintain important information throughout the supply chain from the harvest through to the end consumer. To what extent do you agree or disagree with the following statement? I support improved seafood traceability for all seafood products sold in Canada.

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Completely agree	60%	56%	63%	37%	46%	53%	53%	76%	70%	58%	62%	75%	59%	56%	62%	32%
Somewhat agree	26%	29%	23%	34%	35%	31%	31%	17%	17%	27%	25%	25%	27%	28%	26%	20%
Neither agree nor disagree	13%	13%	13%	23%	16%	15%	16%	7%	12%	12%	13%	-	13%	14%	10%	42%
Somewhat disagree	1%	2%	1%	4%	2%	1%	1%	0%	-	3%	-	-	0%	2%	1%	3%
Completely disagree	1%	0%	1%	2%	1%	1%	-	0%	-	1%	-	-	1%	-	0%	3%
Net: Agree	86%	85%	86%	71%	81%	84%	84%	93%	88%	85%	87%	100%	86%	84%	88%	52%
Net: Disagree	2%	2%	1%	6%	3%	1%	1%	1%	-	3%	-	-	2%	2%	1%	6%

Cell Contents (Column Percentages)