Sustainable Fishing

Global attitudes about sustainable fishing and policies to curb overfishing

Ipsos Survey for the World Economic Forum

Conducted on Global Advisor (September 2019 Wave)
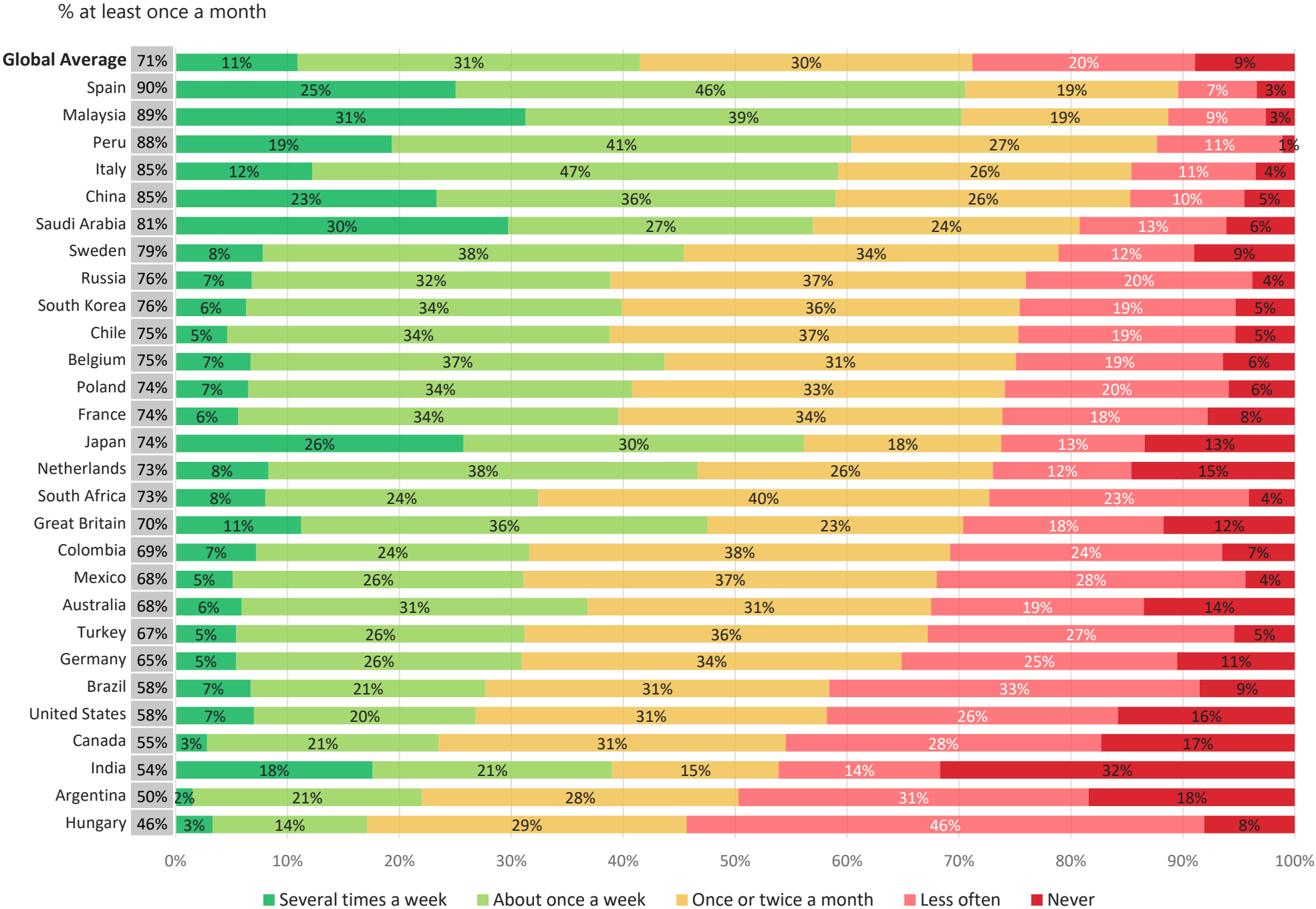
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Q1. How often do you buy any kind of fish (whether fresh, frozen, canned, raw, or cooked)?

Globally, seven in 10 adults (71%) say they buy fish at least once a month.

Among 28 countries surveyed, those where consumers are most likely to buy fish at least once a month are: Spain (90%), Malaysia (89%), Peru (88%), Italy (85%), and China (85%); those where they are least likely to do so are: Hungary (46%), Argentina (50%), and India (54%).

At least one in four consumers in Malaysia (31%), Saudi Arabia (30%), Japan (26%), and Spain (25%) buy fish several times a week.

India is the country with the highest proportion of consumers who never buy fish (32%).

Country	% at least once a month	Several times a week	About once a week	Once or twice a month	Less often	Never
Global Average	71%	11%	31%	30%	20%	9%
Spain	90%	25%	46%	19%	7%	3%
Malaysia	89%	31%	39%	19%	9%	3%
Peru	88%	19%	41%	27%	11%	1%
Italy	85%	12%	47%	26%	11%	4%
China	85%	23%	36%	26%	10%	5%
Saudi Arabia	81%	30%	27%	24%	13%	6%
Sweden	79%	8%	38%	34%	12%	9%
Russia	76%	7%	32%	37%	20%	4%
South Korea	76%	6%	34%	36%	19%	5%
Chile	75%	5%	34%	37%	19%	5%
Belgium	75%	7%	37%	31%	19%	6%
Poland	74%	7%	34%	33%	20%	6%
France	74%	6%	34%	34%	18%	8%
Japan	74%	26%	30%	18%	13%	13%
Netherlands	73%	8%	38%	26%	12%	15%
South Africa	73%	8%	24%	40%	23%	4%
Great Britain	70%	11%	36%	23%	18%	12%
Colombia	69%	7%	24%	38%	24%	7%
Mexico	68%	5%	26%	37%	28%	4%
Australia	68%	6%	31%	31%	19%	14%
Turkey	67%	5%	26%	36%	27%	5%
Germany	65%	5%	26%	34%	25%	11%
Brazil	58%	7%	21%	31%	33%	9%
United States	58%	7%	20%	31%	26%	16%
Canada	55%	3%	21%	31%	28%	17%
India	54%	18%	21%	15%	14%	32%
Argentina	50%	2%	21%	28%	31%	18%
Hungary	46%	3%	14%	29%	46%	8%

Legend: ■ Several times a week ■ About once a week ■ Once or twice a month ■ Less often ■ Never
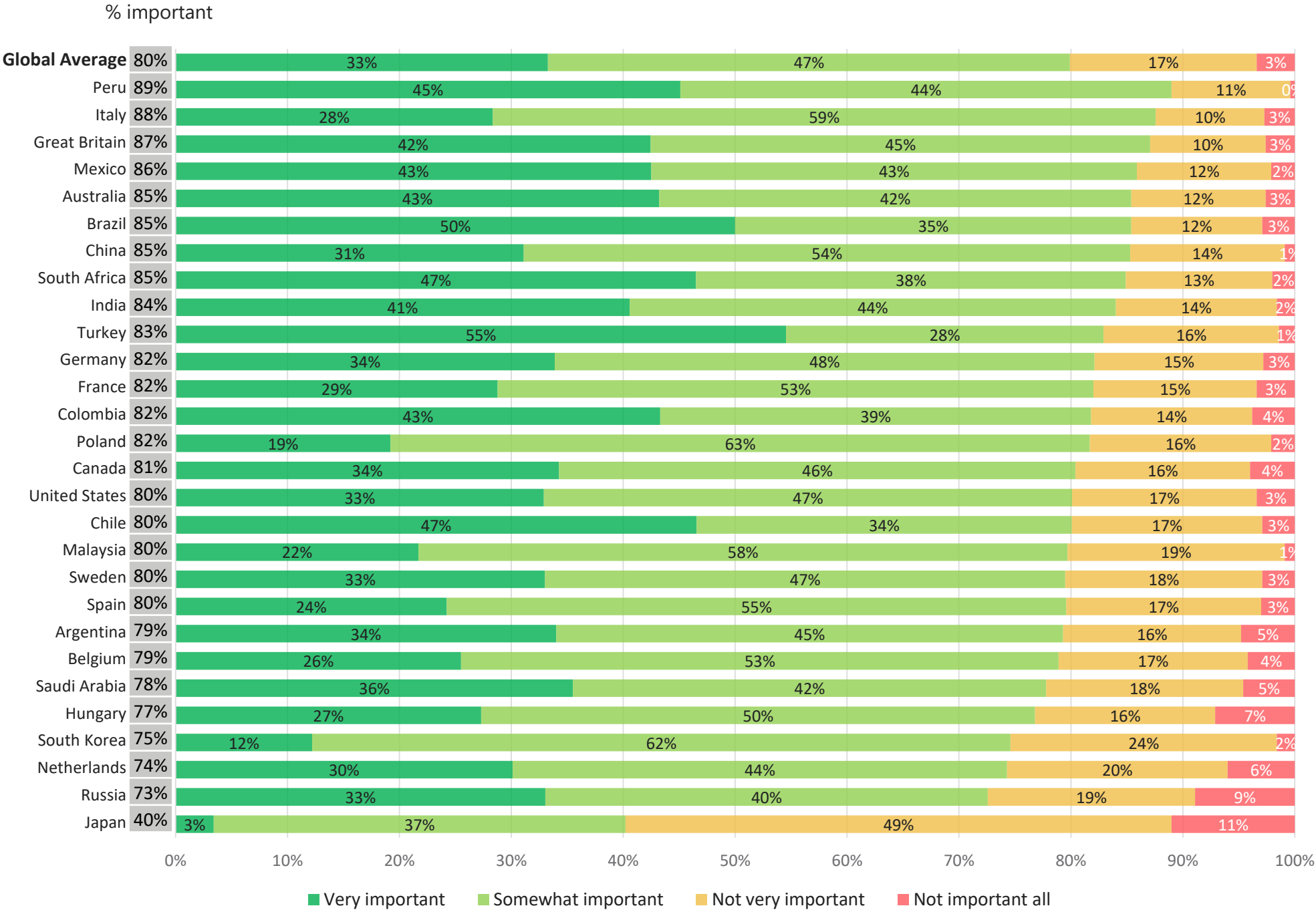
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Q2. How important are each of the following to you when it comes to choosing a specific type of fish:

Sustainably caught or farmed (in a way that does not lead the fish population to decline over time)

Globally, eight in 10 consumers who buy fish at least monthly say that choosing fish that is sustainably caught or farmed is very important (33%) or somewhat important (47%) to them.

More than 70% say it is important to them in every single country surveyed with the notable exception of Japan (40%).

In Turkey (55%) and Brazil (50%), about half say it is *very* important to them compared to just 3% in Japan and 12% South Korea.

% important

Country	% important	Very important	Somewhat important	Not very important	Not important all
Global Average	80%	33%	47%	17%	3%
Peru	89%	45%	44%	11%	0%
Italy	88%	28%	59%	10%	3%
Great Britain	87%	42%	45%	10%	3%
Mexico	86%	43%	43%	12%	2%
Australia	85%	43%	42%	12%	3%
Brazil	85%	50%	35%	12%	3%
China	85%	31%	54%	14%	1%
South Africa	85%	47%	38%	13%	2%
India	84%	41%	44%	14%	2%
Turkey	83%	55%	28%	16%	1%
Germany	82%	34%	48%	15%	3%
France	82%	29%	53%	15%	3%
Colombia	82%	43%	39%	14%	4%
Poland	82%	19%	63%	16%	2%
Canada	81%	34%	46%	16%	4%
United States	80%	33%	47%	17%	3%
Chile	80%	47%	34%	17%	3%
Malaysia	80%	22%	58%	19%	1%
Sweden	80%	33%	47%	18%	3%
Spain	80%	24%	55%	17%	3%
Argentina	79%	34%	45%	16%	5%
Belgium	79%	26%	53%	17%	4%
Saudi Arabia	78%	36%	42%	18%	5%
Hungary	77%	27%	50%	16%	7%
South Korea	75%	12%	62%	24%	2%
Netherlands	74%	30%	44%	20%	6%
Russia	73%	33%	40%	19%	9%
Japan	40%	3%	37%	49%	11%

■ Very important   ■ Somewhat important   ■ Not very important   ■ Not important all
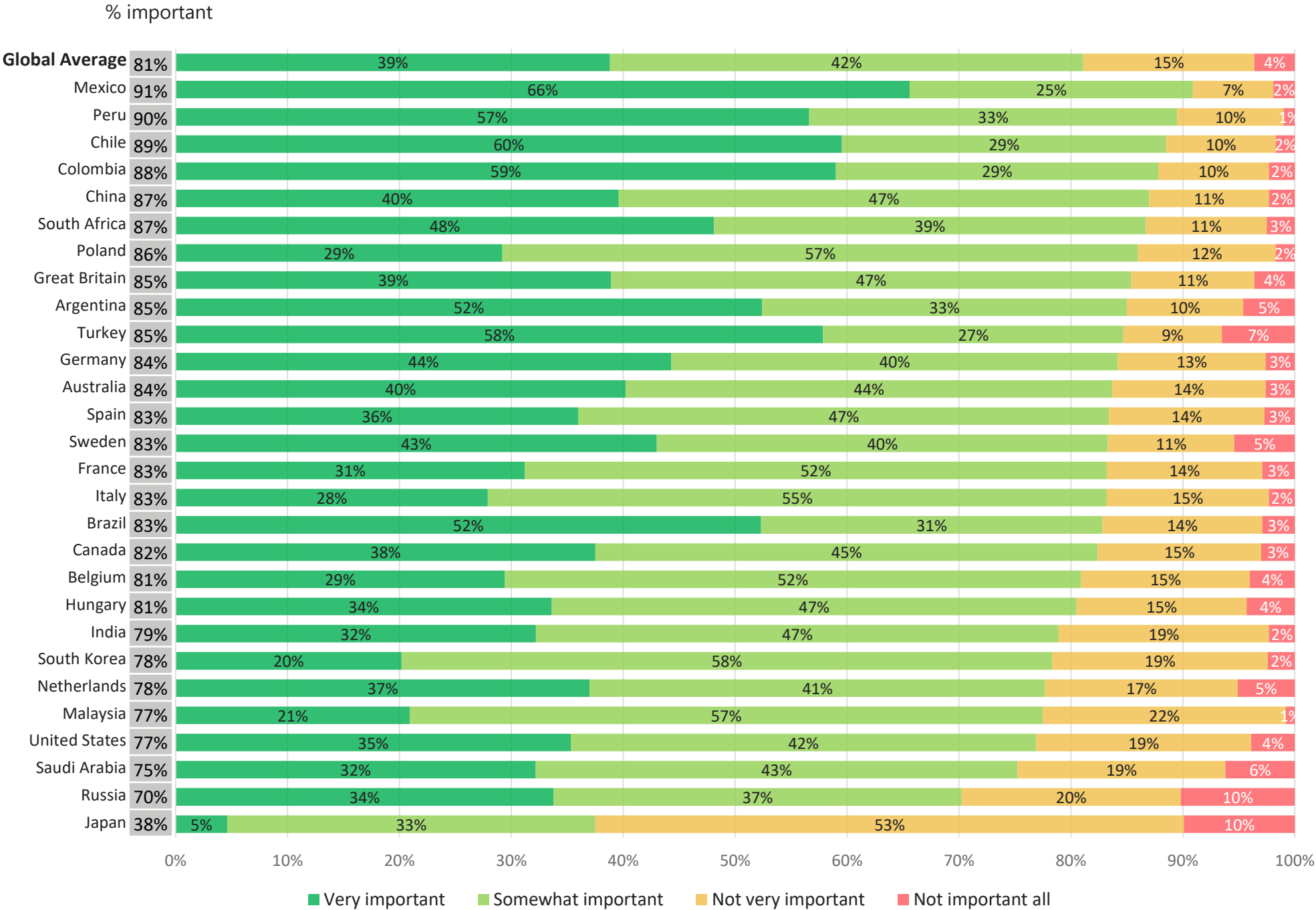
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Q2. How important are each of the following to you when it comes to choosing a specific type of fish:

Not on a list of species at risk of disappearing (i.e., have seen their population decline sharply)

Across the 28 countries surveyed, eight in 10 (81%) consumers who buy fish at least monthly say that choosing fish that is not on a list of species at risk of disappearing is very important (39%) or somewhat important (42%) to them.

Except for Japan (38%), at least seven in 10 fish buyers in every single country surveyed say it is very or somewhat important to them.

In all six Latin American countries surveyed and in Turkey, more than half of fish buyers say it is *very* important.

% important

Country	Very important	Somewhat important	Not very important	Not important all
Global Average 81%	39%	42%	15%	4%
Mexico 91%	66%	25%	7%	2%
Peru 90%	57%	33%	10%	1%
Chile 89%	60%	29%	10%	2%
Colombia 88%	59%	29%	10%	2%
China 87%	40%	47%	11%	2%
South Africa 87%	48%	39%	11%	3%
Poland 86%	29%	57%	12%	2%
Great Britain 85%	39%	47%	11%	4%
Argentina 85%	52%	33%	10%	5%
Turkey 85%	58%	27%	9%	7%
Germany 84%	44%	40%	13%	3%
Australia 84%	40%	44%	14%	3%
Spain 83%	36%	47%	14%	3%
Sweden 83%	43%	40%	11%	5%
France 83%	31%	52%	14%	3%
Italy 83%	28%	55%	15%	2%
Brazil 83%	52%	31%	14%	3%
Canada 82%	38%	45%	15%	3%
Belgium 81%	29%	52%	15%	4%
Hungary 81%	34%	47%	15%	4%
India 79%	32%	47%	19%	2%
South Korea 78%	20%	58%	19%	2%
Netherlands 78%	37%	41%	17%	5%
Malaysia 77%	21%	57%	22%	1%
United States 77%	35%	42%	19%	4%
Saudi Arabia 75%	32%	43%	19%	6%
Russia 70%	34%	37%	20%	10%
Japan 38%	5%	33%	53%	10%

Base: Buy fish at least once a month, 14,057 online adults aged 16-74 across 28 countries

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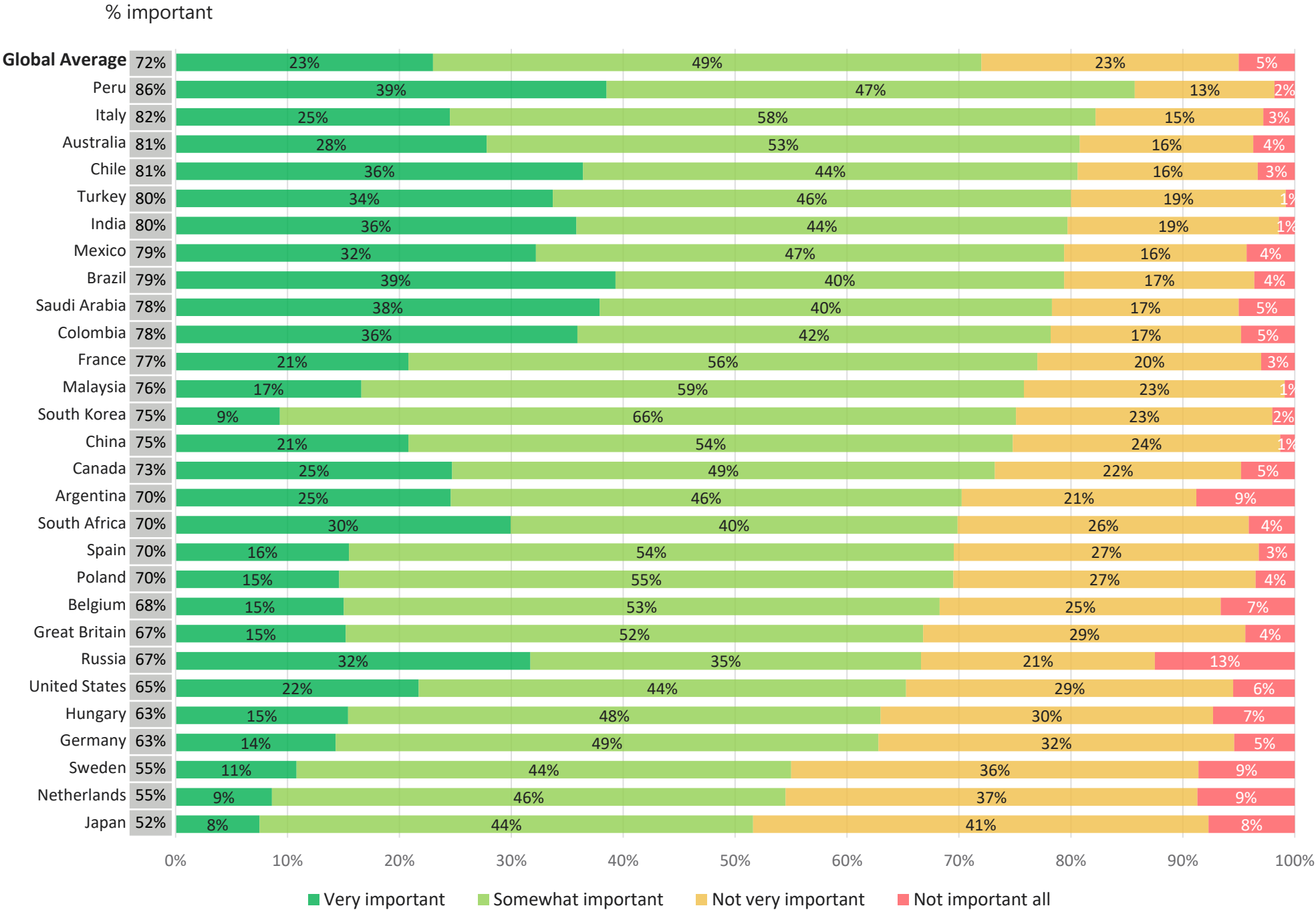
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Q2. How important are each of the following to you when it comes to choosing a specific type of fish:

Caught or farmed locally

Globally, seven in 10 (71%) fish buyers say choosing fish that is caught or farmed locally is very important (23%) or somewhat important (49%).

Local sourcing is deemed very or somewhat important by a majority of fish buyers in every single country surveyed, ranging from more than 80% in Peru (86%), Italy (82%), Australia (81%), and Chile (81%), to just over half in Japan (52%), the Netherlands (55%), and Sweden (55%).

% important

Country	% important	Very important	Somewhat important	Not very important	Not important all
Global Average	72%	23%	49%	23%	5%
Peru	86%	39%	47%	13%	2%
Italy	82%	25%	58%	15%	3%
Australia	81%	28%	53%	16%	4%
Chile	81%	36%	44%	16%	3%
Turkey	80%	34%	46%	19%	1%
India	80%	36%	44%	19%	1%
Mexico	79%	32%	47%	16%	4%
Brazil	79%	39%	40%	17%	4%
Saudi Arabia	78%	38%	40%	17%	5%
Colombia	78%	36%	42%	17%	5%
France	77%	21%	56%	20%	3%
Malaysia	76%	17%	59%	23%	1%
South Korea	75%	9%	66%	23%	2%
China	75%	21%	54%	24%	1%
Canada	73%	25%	49%	22%	5%
Argentina	70%	25%	46%	21%	9%
South Africa	70%	30%	40%	26%	4%
Spain	70%	16%	54%	27%	3%
Poland	70%	15%	55%	27%	4%
Belgium	68%	15%	53%	25%	7%
Great Britain	67%	15%	52%	29%	4%
Russia	67%	32%	35%	21%	13%
United States	65%	22%	44%	29%	6%
Hungary	63%	15%	48%	30%	7%
Germany	63%	14%	49%	32%	5%
Sweden	55%	11%	44%	36%	9%
Netherlands	55%	9%	46%	37%	9%
Japan	52%	8%	44%	41%	8%

■ Very important ■ Somewhat important ■ Not very important ■ Not important all

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Perceived Importance of Sustainable Fishing

Q2. How important are each of the following to you when it comes to choosing a specific type of fish?

(% important)

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Not on a list of species at risk of disappearing (i.e., have seen their population decline sharply)	81%	85%	84%	81%	83%	82%	89%	87%	88%	83%	84%	85%	81%	79%	83%	38%	78%	91%	78%	90%	86%	70%	75%	87%	78%	84%	83%	85%	77%
Sustainably caught or farmed (in a way that does not lead the fish population to decline over time)	80%	79%	85%	79%	85%	81%	80%	85%	82%	82%	82%	87%	77%	84%	88%	40%	80%	86%	74%	89%	82%	73%	78%	85%	75%	80%	80%	83%	80%
Caught or farmed locally	72%	70%	81%	68%	79%	73%	81%	75%	78%	77%	63%	67%	63%	80%	82%	52%	76%	79%	55%	86%	70%	67%	78%	70%	75%	70%	55%	80%	65%

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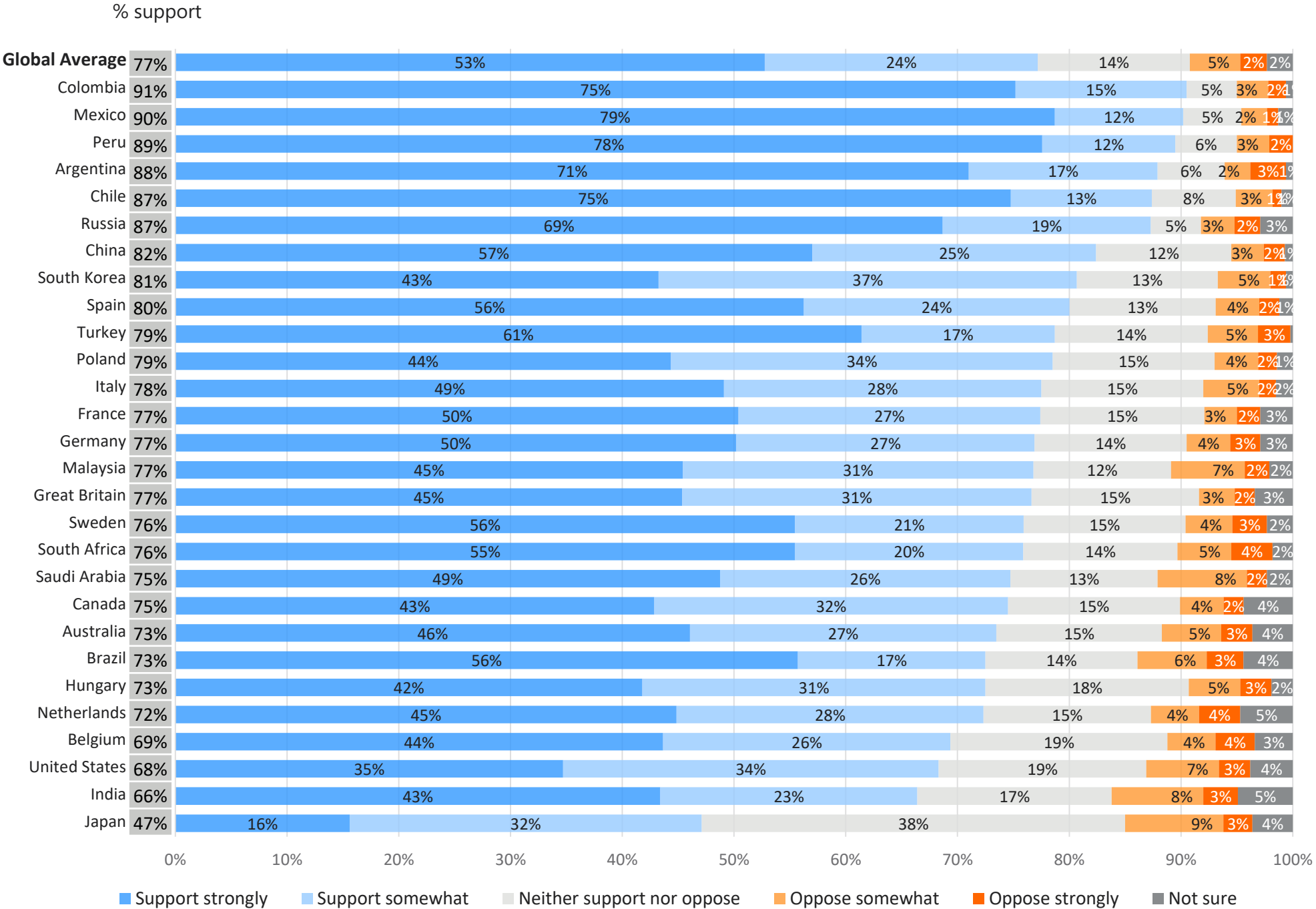
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Q3. In order to curb overfishing, to what extent would you support or oppose each of the following:

Banning fishing of all endangered species altogether

Three out of four adults (77%) surveyed across 28 countries support a ban on fishing of all endangered species altogether: 53% support it strongly and 24% support it somewhat. Only 2% oppose it strongly and 5% oppose it somewhat.

With the exception of Japan (47%), those supporting a ban either strongly or somewhat make up a large majority in every country surveyed.

Strong support of a ban is expressed by more than two out of three adults in Mexico (79%), Peru (78%), Colombia (75%), Chile (75%), Argentina (71%), and Russia (69%), but only by 16% in Japan and 35% in the United States.

% support

	Support strongly	Support somewhat	Neither support nor oppose	Oppose somewhat	Oppose strongly	Not sure
Global Average 77%	53%	24%	14%	5%	2%	2%
Colombia 91%	75%	15%	5%	3%	2%	1%
Mexico 90%	79%	12%	5%	2%	1%	1%
Peru 89%	78%	12%	6%	3%	2%	
Argentina 88%	71%	17%	6%	2%	3%	1%
Chile 87%	75%	13%	8%	3%	1%	1%
Russia 87%	69%	19%	5%	3%	2%	3%
China 82%	57%	25%	12%	3%	2%	1%
South Korea 81%	43%	37%	13%	5%	1%	1%
Spain 80%	56%	24%	13%	4%	2%	1%
Turkey 79%	61%	17%	14%	5%	3%	
Poland 79%	44%	34%	15%	4%	2%	1%
Italy 78%	49%	28%	15%	5%	2%	2%
France 77%	50%	27%	15%	3%	2%	3%
Germany 77%	50%	27%	14%	4%	3%	3%
Malaysia 77%	45%	31%	12%	7%	2%	2%
Great Britain 77%	45%	31%	15%	3%	2%	3%
Sweden 76%	56%	21%	15%	4%	3%	2%
South Africa 76%	55%	20%	14%	5%	4%	2%
Saudi Arabia 75%	49%	26%	13%	8%	2%	2%
Canada 75%	43%	32%	15%	4%	2%	4%
Australia 73%	46%	27%	15%	5%	3%	4%
Brazil 73%	56%	17%	14%	6%	3%	4%
Hungary 73%	42%	31%	18%	5%	3%	2%
Netherlands 72%	45%	28%	15%	4%	4%	5%
Belgium 69%	44%	26%	19%	4%	4%	3%
United States 68%	35%	34%	19%	7%	3%	4%
India 66%	43%	23%	17%	8%	3%	5%
Japan 47%	16%	32%	38%	9%	3%	4%

■ Support strongly ■ Support somewhat ■ Neither support nor oppose ■ Oppose somewhat ■ Oppose strongly ■ Not sure

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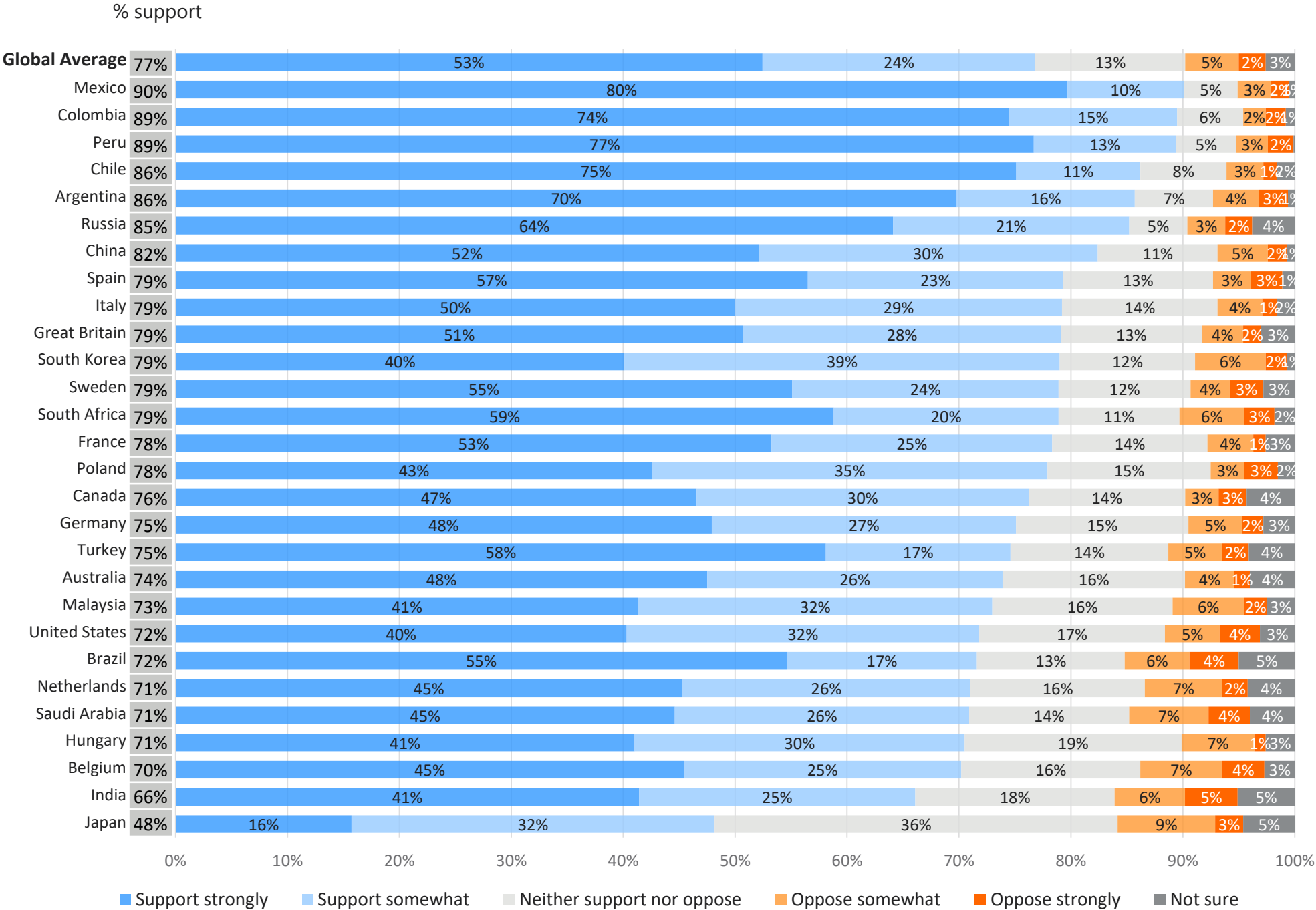
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Q3. In order to curb overfishing, to what extent would you support or oppose each of the following:

Banning stores and restaurants from selling endangered species of fish

Three out of four adults (77%) support banning stores and restaurants from selling endangered species of fish: 53% support it strongly and 24% support it somewhat. Only 2% oppose it strongly and 5% oppose it somewhat.

With the exception of Japan (48%), those supporting a ban either strongly or somewhat make up a large majority in every country surveyed.

Strong support of a ban is most widespread in Mexico (80%), Peru (77%), Chile (75%), Colombia (74%), and Argentina (70%), but less so in Japan (16%), South Korea (40%), the United States (40%), India (41%), Malaysia (41%) and Hungary (41%).

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% support

Country	% support	Support strongly	Support somewhat	Neither support nor oppose	Oppose somewhat	Oppose strongly	Not sure
Global Average	77%	53%	24%	13%	5%	2%	3%
Mexico	90%	80%	10%	5%	3%	2%	1%
Colombia	89%	74%	15%	6%	2%	2%	1%
Peru	89%	77%	13%	5%	3%	2%	
Chile	86%	75%	11%	8%	3%	1%	2%
Argentina	86%	70%	16%	7%	4%	3%	1%
Russia	85%	64%	21%	5%	3%	2%	4%
China	82%	52%	30%	11%	5%	2%	1%
Spain	79%	57%	23%	13%	3%	3%	1%
Italy	79%	50%	29%	14%	4%	1%	2%
Great Britain	79%	51%	28%	13%	4%	2%	3%
South Korea	79%	40%	39%	12%	6%	2%	1%
Sweden	79%	55%	24%	12%	4%	3%	3%
South Africa	79%	59%	20%	11%	6%	3%	2%
France	78%	53%	25%	14%	4%	1%	3%
Poland	78%	43%	35%	15%	3%	3%	2%
Canada	76%	47%	30%	14%	3%	3%	4%
Germany	75%	48%	27%	15%	5%	2%	3%
Turkey	75%	58%	17%	14%	5%	2%	4%
Australia	74%	48%	26%	16%	4%	1%	4%
Malaysia	73%	41%	32%	16%	6%	2%	3%
United States	72%	40%	32%	17%	5%	4%	3%
Brazil	72%	55%	17%	13%	6%	4%	5%
Netherlands	71%	45%	26%	16%	7%	2%	4%
Saudi Arabia	71%	45%	26%	14%	7%	4%	4%
Hungary	71%	41%	30%	19%	7%	1%	3%
Belgium	70%	45%	25%	16%	7%	4%	3%
India	66%	41%	25%	18%	6%	5%	5%
Japan	48%	16%	32%	36%	9%	3%	5%

■ Support strongly ■ Support somewhat ■ Neither support nor oppose ■ Oppose somewhat ■ Oppose strongly ■ Not sure

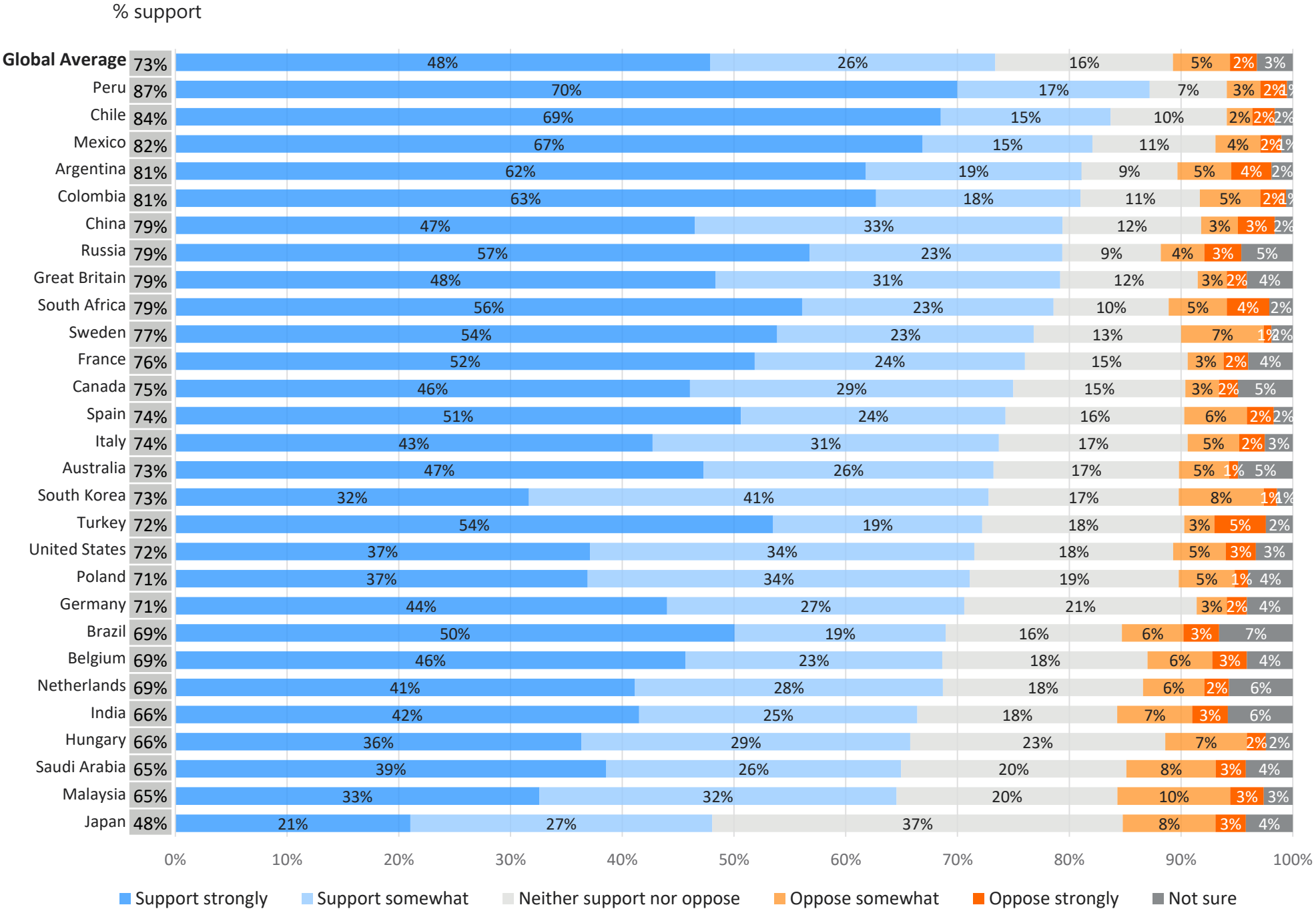Base: 19,527 online adults aged 16-74 across 28 countries

Q3. In order to curb overfishing, to what extent would you support or oppose each of the following:

Banning government subsidies to fisheries that contribute to overfishing, overcapacity and illegal fishing

Three out of four adults (73%) globally support banning government subsidies to fisheries that contribute to overfishing, overcapacity and illegal fishing: 48% support it strongly and 26% support it somewhat. Only 2% oppose it strongly and 5% oppose it somewhat.

With the exception of Japan (48%), those supporting a ban either strongly or somewhat make up a large majority in every country surveyed.

Strong support of a ban ranges from 70% in Peru, 69% in Chile, and 67% in Mexico to just 21% in Japan, 32% in South Korea, and 33% in Malaysia.

% support

	Support strongly	Support somewhat	Neither support nor oppose	Oppose somewhat	Oppose strongly	Not sure
Global Average 73%	48%	26%	16%	5%	2%	3%
Peru 87%	70%	17%	7%	3%	2%	1%
Chile 84%	69%	15%	10%	2%	2%	2%
Mexico 82%	67%	15%	11%	4%	2%	1%
Argentina 81%	62%	19%	9%	5%	4%	2%
Colombia 81%	63%	18%	11%	5%	2%	1%
China 79%	47%	33%	12%	3%	3%	2%
Russia 79%	57%	23%	9%	4%	3%	5%
Great Britain 79%	48%	31%	12%	3%	2%	4%
South Africa 79%	56%	23%	10%	5%	4%	2%
Sweden 77%	54%	23%	13%	7%	1%	2%
France 76%	52%	24%	15%	3%	2%	4%
Canada 75%	46%	29%	15%	3%	2%	5%
Spain 74%	51%	24%	16%	6%	2%	2%
Italy 74%	43%	31%	17%	5%	2%	3%
Australia 73%	47%	26%	17%	5%	1%	5%
South Korea 73%	32%	41%	17%	8%	1%	1%
Turkey 72%	54%	19%	18%	3%	5%	2%
United States 72%	37%	34%	18%	5%	3%	3%
Poland 71%	37%	34%	19%	5%	1%	4%
Germany 71%	44%	27%	21%	3%	2%	4%
Brazil 69%	50%	19%	16%	6%	3%	7%
Belgium 69%	46%	23%	18%	6%	3%	4%
Netherlands 69%	41%	28%	18%	6%	2%	6%
India 66%	42%	25%	18%	7%	3%	6%
Hungary 66%	36%	29%	23%	7%	2%	2%
Saudi Arabia 65%	39%	26%	20%	8%	3%	4%
Malaysia 65%	33%	32%	20%	10%	3%	3%
Japan 48%	21%	27%	37%	8%	3%	4%

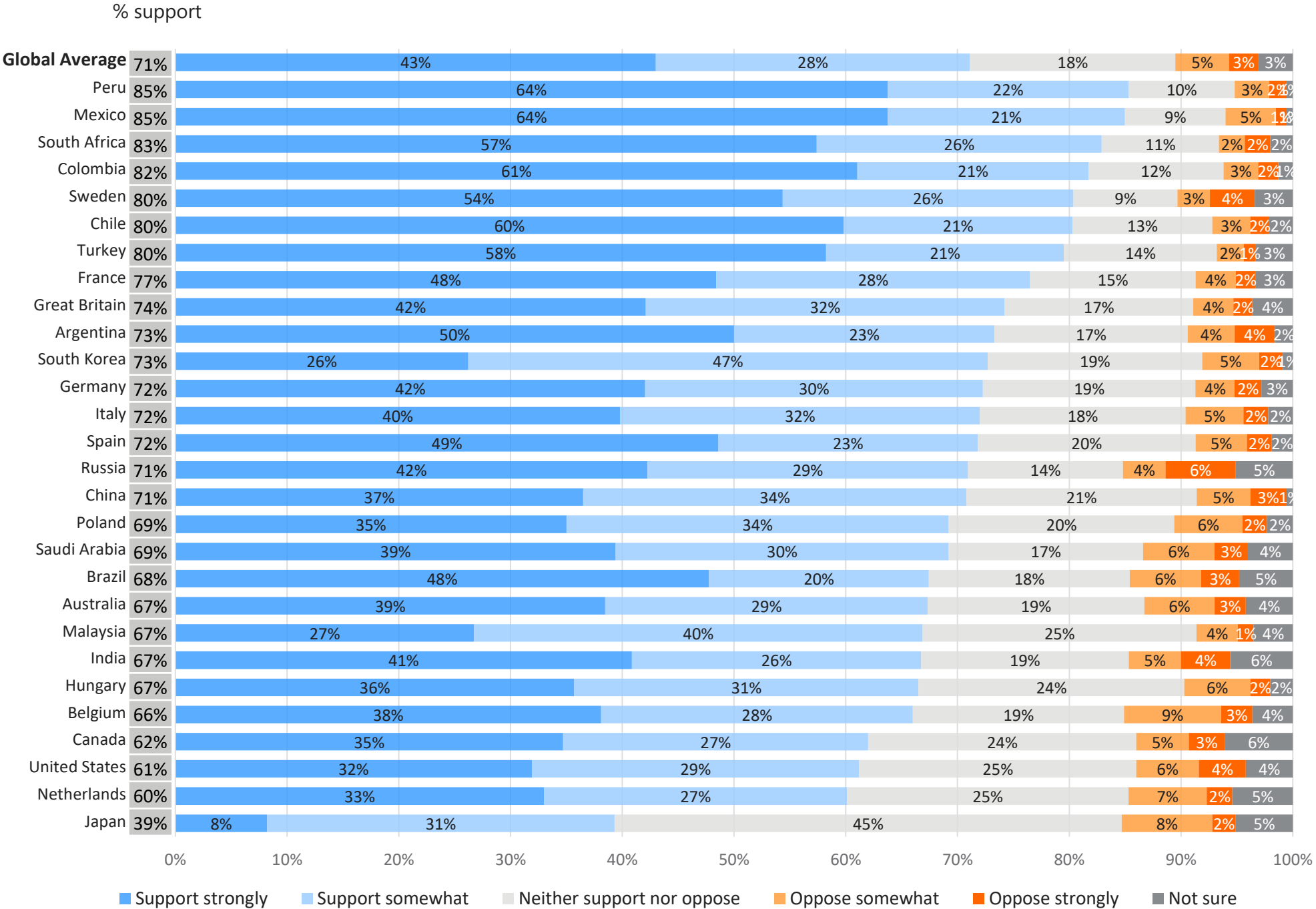Base: 19,527 online adults aged 16-74 across 28 countries

Q3. In order to curb overfishing, to what extent would you support or oppose each of the following:

Requiring stores and restaurants to inform consumers about the endangered status of the fish species they sell

Seven in 10 adults (71%) globally support *requiring stores and restaurants to inform consumers about the endangered status of the fish species they sell*: 43% support it strongly and 28% support it somewhat. Only 3% oppose it strongly and 5% oppose it somewhat.

In every country except Japan (39%), a majority (ranging from 60% to 85%) support a ban either strongly or somewhat.

Strong support of a ban ranges from 64% in Peru and Mexico to only 8% in Japan, 26% in South Korea, and 27% in Malaysia.

% support

	Support strongly	Support somewhat	Neither support nor oppose	Oppose somewhat	Oppose strongly	Not sure
Global Average 71%	43%	28%	18%	5%	3%	3%
Peru 85%	64%	22%	10%	3%	2%	1%
Mexico 85%	64%	21%	9%	5%	1%	1%
South Africa 83%	57%	26%	11%	2%	2%	2%
Colombia 82%	61%	21%	12%	3%	2%	1%
Sweden 80%	54%	26%	9%	3%	4%	3%
Chile 80%	60%	21%	13%	3%	2%	2%
Turkey 80%	58%	21%	14%	2%	1%	3%
France 77%	48%	28%	15%	4%	2%	3%
Great Britain 74%	42%	32%	17%	4%	2%	4%
Argentina 73%	50%	23%	17%	4%	4%	2%
South Korea 73%	26%	47%	19%	5%	2%	1%
Germany 72%	42%	30%	19%	4%	2%	3%
Italy 72%	40%	32%	18%	5%	2%	2%
Spain 72%	49%	23%	20%	5%	2%	2%
Russia 71%	42%	29%	14%	4%	6%	5%
China 71%	37%	34%	21%	5%	3%	1%
Poland 69%	35%	34%	20%	6%	2%	2%
Saudi Arabia 69%	39%	30%	17%	6%	3%	4%
Brazil 68%	48%	20%	18%	6%	3%	5%
Australia 67%	39%	29%	19%	6%	3%	4%
Malaysia 67%	27%	40%	25%	4%	1%	4%
India 67%	41%	26%	19%	5%	4%	6%
Hungary 67%	36%	31%	24%	6%	2%	2%
Belgium 66%	38%	28%	19%	9%	3%	4%
Canada 62%	35%	27%	24%	5%	3%	6%
United States 61%	32%	29%	25%	6%	4%	4%
Netherlands 60%	33%	27%	25%	7%	2%	5%
Japan 39%	8%	31%	45%	8%	2%	5%

Legend: ■ Support strongly ■ Support somewhat ■ Neither support nor oppose ■ Oppose somewhat ■ Oppose strongly ■ Not sure

Base: 19,527 online adults aged 16-74 across 28 countries

Support for Policies to Curb Overfishing

Q3. In order to curb overfishing, to what extent would you support or oppose each of the following?

(% support)

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Banning fishing of all endangered species altogether	77%	88%	73%	69%	73%	75%	87%	82%	91%	77%	77%	77%	73%	66%	77%	47%	77%	90%	72%	89%	79%	87%	75%	76%	81%	80%	76%	79%	68%
Banning stores and restaurants from selling endangered species of fish	77%	86%	74%	70%	72%	76%	86%	82%	89%	78%	75%	79%	71%	66%	79%	48%	73%	90%	71%	89%	78%	85%	71%	79%	79%	79%	79%	75%	72%
Banning government subsidies to fisheries that contribute to overfishing, overcapacity and illegal fishing	73%	81%	73%	69%	69%	75%	84%	79%	81%	76%	71%	79%	66%	66%	74%	48%	65%	82%	69%	87%	71%	79%	65%	79%	73%	74%	77%	72%	72%
Requiring stores and restaurants to inform consumers about the endangered status of the fish species they sell	71%	73%	67%	66%	68%	62%	80%	71%	82%	77%	72%	74%	67%	67%	72%	39%	67%	85%	60%	85%	69%	71%	69%	83%	73%	72%	80%	80%	61%

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- These are the results of a survey conducted by Ipsos on the Global Advisor platform.

- Ipsos interviewed a total of 19,527 adults aged 18-74 in United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other countries on its Global Advisor online survey platform between August 23 and September 6, 2019.

- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Italy, Japan, Spain, Great Britain and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Singapore, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

- The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of these population.

- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

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