



HEALTH POLL:

SUSTAINABLE FISHING

February 2013

Executive Summary

SURVEY OVERVIEW

Each month, the Truven Health Analytics-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR's Scott Hensley on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

Complete survey results are posted here: <http://healthcare.thomsonreuters.com/npr/>

NPR's reports on the findings are archived here: http://www.npr.org/templates/archives/archive.php?thingId=137038712&ps=sh_sttag

The Truven Health Analytics-NPR Health Poll is powered by the Truven Health PULSE™ Healthcare Survey, an independently funded telephone poll which collects information from more than 100,000 U.S. households annually.

The results depicted below represent responses from 3,004 survey participants interviewed from August 1-12, 2012. The margin of error is 1.8 percent.

The survey asked respondents their seafood eating habits and whether they have a preference for “sustainably caught” fish, which is the means of catching seafood that will still make fishing plentiful for future generations, and does not do harm to other animals in the sea.

Following were the results:

- Roughly one in four respondents (24%) said they rarely or never eat seafood. The lowest rates across demographics are those who make \$100,000 or more annually (11%) and respondents ages 65 and up (18%). 31% said they eat seafood 2-3 times per week, and 30% said they eat it four times per month.
- Nearly half of respondents (47%) said it is not at all important that the fish or seafood they purchase is sustainably caught. 32% said it was important, and 21% said it was very important.
- 34% of respondents said that sustainable fishing in general – fishing that assures seafood will be plentiful for future generations and does not do harm to other animals in the sea – is very important. 44% said it was important, while 23% say it is not at all important.
- Over half of respondents (52%) believe wild caught fish and seafood has more health benefits than other types of fish/seafood.
- 51% of respondents said they would not be willing to pay extra for fish and seafood that is sustainably caught; rates tended to increase with increased age, and decreasing education level. The lowest rate was respondents who make \$100,000 or more annually (36%).
- 22% said they would be willing to pay between a 10-20% increase in price for sustainably caught seafood. 3% said they would be willing to pay 20% or more extra.

Survey Data

Responses in **BOLD** represent statistically significant differences.

Question 1

On average, how many times per month would you say that you eat fish or some other seafood? Would you say...

1. Rarely or never
2. Once per month
3. Two to three times per month
4. Four times or more per month

Age	1	2	3	4
<35	37.9%	12.5%	27.9%	21.7%
35 — 64	21.5%	16.5%	30.5%	31.5%
65+	18.0%	16.2%	34.2%	31.6%
Total	24.1%	15.6%	30.7%	29.5%

Income

< \$25k	32.1%	22.3%	25.8%	19.8%
\$25k — \$49.9k	27.0%	18.1%	31.1%	23.8%
\$50k — \$99.9k	24.5%	13.8%	32.5%	29.2%
\$100k+	10.7%	7.5%	32.6%	49.2%
Total	24.1%	15.6%	30.7%	29.5%

Education

High School or Less	34.1%	20.1%	27.2%	18.6%
Some College	25.8%	18.5%	33.6%	22.1%
College+	16.4%	10.9%	30.8%	41.9%
Total	24.1%	15.6%	30.7%	29.5%

Question 2

Thinking about when you purchase fish or other seafood, how important is it that the fish/seafood you buy...

1. Not at all important
2. Important
3. Very important

Age	1	2	3
<35	46.2%	33.9%	19.8%
35 — 64	47.7%	31.3%	21.0%
65+	44.6%	33.3%	22.1%
Total	46.8%	32.2%	21.1%

Income

< \$25k	48.3%	27.2%	24.6%
\$25k — \$49.9k	49.4%	30.9%	19.7%
\$50k — \$99.9k	51.1%	30.1%	18.7%
\$100k+	39.2%	38.3%	22.5%
Total	46.8%	32.2%	21.1%

Education

High School or Less	49.8%	33.2%	16.9%
Some College	45.2%	31.1%	23.7%
College+	46.6%	32.0%	21.3%
Total	46.8%	32.2%	21.1%

Question 3

In general, is sustainably caught fish, meaning that it will still be plentiful for future generations and that catching it did minimal harm to other animals in the sea...

1. Not at all important
2. Important
3. Very important

Age	1	2	3
<35	15.3%	52.5%	32.2%
35 — 64	24.3%	40.3%	35.4%
65+	23.4%	47.1%	29.4%
Total	22.6%	43.8%	33.6%
Income			
< \$25k	21.9%	38.8%	39.3%
\$25k — \$49.9k	25.7%	45.8%	28.5%
\$50k — \$99.9k	20.1%	43.5%	36.4%
\$100k+	24.0%	47.9%	28.0%
Total	22.6%	43.8%	33.6%
Education			
High School or Less	29.4%	39.3%	31.2%
Some College	14.8%	49.5%	35.7%
College+	24.4%	42.6%	32.9%
Total	22.6%	43.8%	33.6%

Question 4

Is of high quality?

1. Not at all important
2. Important
3. Very important

Age	1	2	3
<35	12.9%	33.5%	53.7%
35 — 64	3.4%	36.3%	60.3%
65+	2.8%	30.9%	66.3%
Total	4.9%	34.6%	60.5%
Income			
< \$25k	10.2%	38.0%	51.8%
\$25k — \$49.9k	6.8%	37.6%	55.6%
\$50k — \$99.9k	2.1%	33.3%	64.6%
\$100k+	0.9%	27.1%	72.1%
Total	4.9%	34.6%	60.5%
Education			
High School or Less	13.8%	33.2%	53.0%
Some College	3.7%	38.7%	57.6%
College+	1.3%	32.8%	65.9%
Total	4.9%	34.6%	60.5%

Question 5

Do you believe that wild-caught fish or seafood has more health benefits than other types of fish/seafood?

1. Yes
2. No

Age	Yes	No
<35	44.5%	55.5%
35 — 64	53.1%	46.9%
65+	53.3%	46.7%
Total	51.7%	48.3%
Income		
< \$25k	51.4%	48.6%
\$25k — \$49.9k	56.0%	44.0%
\$50k — \$99.9k	46.3%	53.7%
\$100k+	51.0%	49.0%
Total	51.7%	48.3%
Education		
High School or Less	52.1%	47.9%
Some College	55.3%	44.7%
College+	49.0%	51.0%
Total	51.7%	48.3%

Question 6

When you shop for seafood or order it in a restaurant, how likely are you to choose one product instead of another because it has a label stating that it was sustainably caught? Would you say...?

1. Not at all likely
2. Somewhat likely
3. Very likely

Age	1	2	3
<35	35.5%	48.6%	15.9%
35 — 64	38.9%	35.0%	26.1%
65+	46.2%	29.5%	24.3%
Total	39.9%	36.2%	24.0%
Income			
< \$25k	38.4%	34.8%	26.8%
\$25k — \$49.9k	40.2%	34.9%	25.0%
\$50k — \$99.9k	40.4%	39.8%	19.8%
\$100k+	36.9%	37.0%	26.1%
Total	39.9%	36.2%	24.0%
Education			
High School or Less	46.8%	35.0%	18.2%
Some College	34.3%	40.7%	25.0%
College+	40.3%	33.5%	26.2%
Total	39.9%	36.2%	24.0%

Question 7

In general, how much confidence do you have in a label that indicates seafood has been sustainably caught? Would you say...?

1. Not at all confident
2. Somewhat confident
3. Very confident

Age	1	2	3
<35	11.4%	72.7%	15.9%
35 — 64	21.2%	66.0%	12.8%
65+	20.2%	64.7%	15.1%
Total	19.4%	66.8%	13.8%
Income			
< \$25k	19.1%	61.5%	19.4%
\$25k — \$49.9k	24.1%	65.8%	10.1%
\$50k — \$99.9k	16.3%	72.3%	11.4%
\$100k+	15.1%	68.1%	16.8%
Total	19.4%	66.8%	13.8%
Education			
High School or Less	28.3%	56.8%	14.8%
Some College	17.1%	71.9%	11.1%
College+	16.3%	68.4%	15.3%
Total	19.4%	66.8%	13.8%

Question 8

How much extra are you willing to pay for seafood that has been labeled as sustainably caught? Would you say...?

1. Up to 10% more
2. 10% up to 20% more
3. More than 20%
4. No more money than regular seafood

Age	1	2	3	4
<35	18.6%	40.3%	0.4%	40.7%
35 — 64	26.6%	18.8%	3.4%	51.2%
65+	21.9%	16.4%	4.1%	57.7%
Total	24.2%	22.0%	3.0%	50.8%
Income				
< \$25k	22.4%	18.0%	1.8%	57.8%
\$25k — \$49.9k	25.2%	17.4%	2.3%	55.1%
\$50k — \$99.9k	23.7%	26.2%	3.8%	46.3%
\$100k+	29.0%	31.2%	4.2%	35.6%
Total	24.2%	22.0%	3.0%	50.8%
Education				
High School or Less	19.5%	12.1%	1.3%	67.2%
Some College	27.4%	23.7%	2.1%	46.8%
College+	24.4%	25.7%	4.3%	45.7%
Total	24.2%	22.0%	3.0%	50.8%