

# FEELING GOOD ABOUT FISH:

Seafood shoppers swayed by price, sustainability and sourcing\*



## MOST SHOPPERS BELIEVE...

Fish and seafood is **more sustainable** and **healthier** than **pork, beef and grain**, and just **as healthy as vegetables**.



**78%** of shoppers have purchased fish or seafood at least once in the last month.



**90%** of shoppers are concerned about contaminants like mercury



**57%** of shoppers prefer to buy fish and seafood that is certified sustainable



**86%** of shoppers are concerned about the extinction of wild fish species

## WHEN PURCHASING SEAFOOD...



Shoppers care most about **price**, followed by **where the seafood is sourced** from, and whether it contains **contaminants such as mercury and PCBs**.

**84%**



of shoppers believe that fish and other seafood is an important part of a balanced diet.



**88%**

of shoppers are concerned about ocean pollution



**83%**

of shoppers are concerned about seafood mislabeling



## Did you know...

**47%** of shoppers said their children first tried fish or seafood by age five.

**82%** of shoppers said their children first tried fish or seafood by age ten or earlier.



**83%** of shoppers agree that their children enjoy eating fish and other seafood.

**72%** of shoppers believe that their children are eating enough fish and seafood.

