

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 1

Q.1 How familiar are you with the following certifications and labels that you might see on your shopping?

Summary

Base: All respondents

	Certifications/Labels		
	Marine Stewardship Council (MSC)	Fairtrade	Soil Association
Unweighted base	2077	2077	2077
Weighted base	2077	2077	2077
I have never heard of it	1477 71%	81 4%	1109 53%
I have heard of it but couldn't explain it	426 21%	772 37%	667 32%
I have heard of it and could explain it to a friend	174 8%	1224 59%	301 14%
NET: Heard of it	600 29%	1996 96%	968 47%

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Table 2

Q.1 How familiar are you with the following certifications and labels that you might see on your shopping?

Marine Stewardship Council (MSC)

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
I have never heard of it	1477 71%	-	-	-	783 67%	694 76%	694 68%	783 74%	148 63%	220 62%	246 74%	256 69%	230 75%	377 79%	361 65%	413 71%	302 71%	402 78%	189 75%	640 68%
I have heard of it but couldn't explain it	426 21%	426 71%	-	189 62%	269 23%	158 17%	231 23%	195 18%	57 24%	92 26%	70 21%	83 23%	52 17%	72 15%	143 26%	109 19%	89 21%	86 17%	41 16%	211 22%
I have heard of it and could explain it to a friend	174 8%	174 29%	174 100%	117 38%	110 9%	64 7%	89 9%	85 8%	28 12%	46 13%	18 5%	30 8%	24 8%	28 6%	52 9%	57 10%	37 9%	27 5%	22 9%	94 10%
NET: Heard of it	600 29%	600 100%	174 100%	306 100%	379 33%	221 24%	320 32%	280 26%	85 37%	137 38%	88 26%	113 31%	76 25%	101 21%	195 35%	166 29%	126 29%	113 22%	63 25%	305 32%

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Table 2

Q.1 How familiar are you with the following certifications and labels that you might see on your shopping?

Marine Stewardship Council (MSC)

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
I have never heard of it	1477 71%	142 80%	67 79%	171 74%	118 70%	130 72%	101 67%	74 74%	140 72%	185 69%	191 68%	109 62%	50 80%
I have heard of it but couldn't explain it	426 21%	28 16%	12 14%	46 20%	41 24%	39 21%	35 23%	19 19%	39 20%	51 19%	61 22%	45 25%	11 18%
I have heard of it and could explain it to a friend	174 8%	8 4%	6 7%	15 7%	10 6%	12 7%	16 10%	7 7%	15 8%	32 12%	28 10%	24 13%	2 3%
NET: Heard of it	600 29%	36 20%	18 21%	61 26%	52 30%	51 28%	50 33%	26 26%	54 28%	83 31%	89 32%	68 38%	13 20%

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Table 3

Q.1 How familiar are you with the following certifications and labels that you might see on your shopping?

Fairtrade

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
I have never heard of it	81 4%	21 4%	4 3%	11 4%	28 2%	53 6%	56 6%	25 2%	12 5%	26 7%	18 5%	6 1%	8 3%	11 2%	23 4%	21 4%	17 4%	20 4%	15 6%	46 5%
I have heard of it but couldn't explain it	772 37%	157 26%	31 18%	48 16%	346 30%	426 47%	370 36%	403 38%	47 20%	126 35%	141 42%	146 40%	122 40%	189 40%	158 28%	205 35%	155 36%	255 50%	83 33%	328 35%
I have heard of it and could explain it to a friend	1224 59%	422 70%	139 80%	247 81%	787 68%	437 48%	588 58%	636 60%	173 74%	205 57%	175 52%	218 59%	175 57%	278 58%	375 67%	354 61%	255 60%	239 47%	154 61%	571 60%
NET: Heard of it	1996 96%	579 96%	169 97%	295 96%	1133 98%	863 94%	958 94%	1038 98%	220 95%	331 93%	316 95%	364 99%	297 97%	467 98%	533 96%	558 96%	410 96%	495 96%	237 94%	899 95%

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Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
I have never heard of it	81 4%	4 2%	5 6%	5 2%	10 6%	7 4%	8 5%	2 2%	7 4%	17 6%	7 3%	6 3%	3 4%
I have heard of it but couldn't explain it	772 37%	79 45%	39 46%	95 41%	65 38%	67 37%	50 33%	37 37%	72 37%	83 31%	108 38%	57 32%	21 33%
I have heard of it and could explain it to a friend	1224 59%	94 53%	40 47%	131 57%	95 56%	108 60%	93 62%	62 62%	114 59%	168 63%	165 59%	115 65%	39 62%
NET: Heard of it	1996 96%	173 98%	79 94%	227 98%	159 94%	175 96%	143 95%	99 98%	186 96%	251 94%	273 97%	172 97%	60 96%

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Table 4

Q.1 How familiar are you with the following certifications and labels that you might see on your shopping?

Soil Association

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
I have never heard of it	1109 53%	143 24%	28 16%	61 20%	562 48%	546 60%	526 52%	582 55%	139 60%	210 59%	196 59%	199 54%	152 50%	213 44%	255 46%	311 54%	242 57%	301 58%	141 56%	529 56%
I have heard of it but couldn't explain it	667 32%	282 47%	57 33%	136 44%	410 35%	257 28%	338 33%	329 31%	65 28%	96 27%	107 32%	112 30%	107 35%	179 38%	207 37%	181 31%	122 29%	157 30%	77 31%	272 29%
I have heard of it and could explain it to a friend	301 14%	175 29%	89 51%	109 36%	189 16%	112 12%	149 15%	152 14%	28 12%	51 14%	31 9%	58 16%	46 15%	86 18%	94 17%	86 15%	63 15%	57 11%	33 13%	144 15%
NET: Heard of it	968 47%	457 76%	146 84%	245 80%	599 52%	369 40%	487 48%	481 45%	94 40%	147 41%	138 41%	171 46%	153 50%	266 56%	301 54%	268 46%	186 43%	214 42%	111 44%	416 44%

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Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
I have never heard of it	1109 53%	111 63%	54 64%	137 59%	95 56%	97 53%	76 51%	55 54%	97 50%	141 53%	142 51%	66 37%	38 61%
I have heard of it but couldn't explain it	667 32%	50 28%	23 28%	68 30%	54 32%	50 27%	54 36%	34 34%	61 32%	79 30%	98 35%	75 43%	18 29%
I have heard of it and could explain it to a friend	301 14%	16 9%	7 8%	27 12%	20 12%	35 19%	21 14%	12 12%	35 18%	48 18%	39 14%	36 20%	6 10%
NET: Heard of it	968 47%	66 37%	30 36%	95 41%	75 44%	84 47%	75 49%	46 46%	96 50%	127 47%	138 49%	111 63%	24 39%

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Absolutes/col percents

Table 5

Q.2 How does the MSC blue tick logo influence your shopping choices; are you more or less likely to buy a product with an MSC certification?

Base: All respondents aware of the MSC

	Total	MSC		Impact		Gender		Age						Social Grade				Employment Sector			
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	612	612	181	313	393	219	330	282	96	135	80	136	72	93	191	181	115	125	64	296	
Weighted base	600	600	174	306	379	221	320	280	85	137	88	113	76	101	195	166	126	113	63	305	
NET: More likely to buy seafood with an MSC logo	306	306	117	306	204	102	153	153	54	65	31	58	48	51	101	92	71	42	25	166	
	51%	51%	67%	100%	54%	46%	48%	55%	63%	47%	35%	51%	64%	50%	52%	55%	57%	37%	40%	54%	
I am much more likely to buy seafood with an MSC logo	(+2)	105	105	56	105	70	34	45	59	18	24	12	19	15	17	33	34	26	12	6	62
	17%	17%	32%	34%	19%	15%	14%	21%	21%	18%	14%	17%	19%	17%	17%	21%	20%	11%	9%	20%	
I am a little more likely to buy seafood with an MSC logo	(+1)	202	202	61	202	134	68	108	94	36	40	18	39	33	34	68	58	46	30	19	104
	34%	34%	35%	66%	35%	31%	34%	34%	42%	30%	21%	35%	44%	34%	35%	35%	36%	27%	30%	34%	
It has no impact on my choices	(0)	264	264	44	-	151	113	149	115	25	59	50	53	26	50	79	67	52	66	29	122
	44%	44%	26%	-	40%	51%	47%	41%	29%	43%	57%	47%	35%	50%	41%	40%	41%	58%	46%	40%	
I am a little less likely to buy seafood with an MSC logo	(-1)	18	18	7	-	13	4	10	8	3	10	5	-	-	-	10	3	2	3	5	9
	3%	3%	4%	-	4%	2%	3%	3%	3%	8%	5%	-	-	-	5%	2%	1%	3%	8%	3%	
I am much less likely to buy seafood with an MSC logo	(-2)	12	12	5	-	10	2	8	4	4	3	3	2	1	-	4	4	1	2	3	7
	2%	2%	3%	-	3%	1%	2%	2%	4%	2%	3%	2%	2%	-	2%	3%	1%	2%	5%	2%	
NET: Less likely to buy seafood with an MSC logo	30	30	12	-	23	7	18	12	6	13	7	2	1	-	15	7	3	5	9	17	
	5%	5%	7%	-	6%	3%	6%	4%	7%	10%	8%	2%	2%	-	8%	4%	2%	5%	14%	5%	
Mean	0.61	0.61	0.90	1.34	0.64	0.57	0.54	0.70	0.73	0.53	0.37	0.64	0.79	0.67	0.59	0.69	0.74	0.41	0.30	0.67	
Standard deviation	0.88	0.88	1.00	0.48	0.91	0.81	0.86	0.89	0.97	0.94	0.90	0.82	0.82	0.75	0.91	0.91	0.82	0.80	0.95	0.91	
Standard error	0.04	0.04	0.07	0.03	0.05	0.05	0.05	0.05	0.10	0.08	0.10	0.07	0.10	0.08	0.07	0.07	0.08	0.07	0.12	0.05	

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Q.2 How does the MSC blue tick logo influence your shopping choices; are you more or less likely to buy a product with an MSC certification?

Base: All respondents aware of the MSC

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	612	46	19	55	55	39	52	28	67	84	92	65	10
Weighted base	600	36	18	61	52	51	50	26	54	83	89	68	13
NET: More likely to buy seafood with an MSC logo	306 51%	17 47%	10 54%	25 41%	22 42%	29 58%	28 56%	12 44%	30 55%	47 57%	47 53%	35 51%	6 45%
I am much more likely to buy seafood with an MSC logo (+2)	105 17%	6 16%	4 23%	9 14%	5 10%	9 18%	10 19%	1 4%	10 19%	19 23%	15 17%	14 21%	3 21%
I am a little more likely to buy seafood with an MSC logo (+1)	202 34%	11 31%	5 31%	16 26%	17 32%	20 40%	19 37%	10 40%	20 37%	28 34%	32 36%	21 30%	3 23%
It has no impact on my choices (0)	264 44%	17 48%	8 43%	28 46%	29 56%	22 42%	20 41%	14 52%	22 42%	30 36%	36 40%	32 47%	6 45%
I am a little less likely to buy seafood with an MSC logo (-1)	18 3%	1 2%	- -	4 7%	- -	- -	1 2%	* 2%	1 3%	4 5%	6 7%	- -	- -
I am much less likely to buy seafood with an MSC logo (-2)	12 2%	1 3%	* 3%	4 7%	1 1%	- -	1 2%	1 2%	- -	2 2%	- -	1 2%	1 11%
NET: Less likely to buy seafood with an MSC logo	30 5%	2 5%	* 3%	8 13%	1 1%	- -	2 3%	1 4%	1 3%	6 7%	6 7%	1 2%	1 11%
Mean	0.61	0.54	0.72	0.35	0.50	0.75	0.70	0.41	0.71	0.71	0.64	0.67	0.44
Standard deviation	0.88	0.91	0.93	1.04	0.73	0.74	0.86	0.72	0.80	0.95	0.85	0.88	1.20
Standard error	0.04	0.13	0.21	0.14	0.10	0.12	0.12	0.14	0.10	0.10	0.09	0.11	0.38

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Table 6

Q.3 The Marine Stewardship Council (MSC) says that: "Only seafood from fisheries that meet our strict standard for sustainability can be sold with the blue MSC label". On this basis, which of the following do you think a consumer has the right to expect when buying fish that displays a Marine Stewardship Council logo?

Base: All respondents aware of the MSC

	Total	MSC		Impact		Gender		Age						Social Grade				Employment Sector		
		Fami- liar	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	612	612	181	313	393	219	330	282	96	135	80	136	72	93	191	181	115	125	64	296
Weighted base	600	600	174	306	379	221	320	280	85	137	88	113	76	101	195	166	126	113	63	305
The vessels which caught the fish in the labelled product meet the requirements of the MSC at all times	464 77%	464 77%	125 72%	260 85%	303 80%	161 73%	238 74%	226 81%	62 73%	90 66%	60 68%	97 86%	66 87%	90 89%	139 72%	133 80%	105 83%	87 77%	40 63%	226 74%
The vessels meet the requirements of the MSC only when they're catching product to be labelled with the MSC logo but are free to disregard those requirements at other times	136 23%	136 23%	48 28%	46 15%	75 20%	60 27%	82 26%	54 19%	23 27%	47 34%	28 32%	16 14%	10 13%	11 11%	56 28%	33 20%	21 17%	26 23%	23 37%	79 26%

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Q.3 The Marine Stewardship Council (MSC) says that: "Only seafood from fisheries that meet our strict standard for sustainability can be sold with the blue MSC label". On this basis, which of the following do you think a consumer has the right to expect when buying fish that displays a Marine Stewardship Council logo?

Base: All respondents aware of the MSC

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	612	46	19	55	55	39	52	28	67	84	92	65	10
Weighted base	600	36	18	61	52	51	50	26	54	83	89	68	13
The vessels which caught the fish in the labelled product meet the requirements of the MSC at all times	464 77%	25 70%	15 86%	48 78%	38 74%	41 80%	38 75%	23 88%	41 77%	65 78%	67 76%	51 75%	11 89%
The vessels meet the requirements of the MSC only when they're catching product to be labelled with the MSC logo but are free to disregard those requirements at other times	136 23%	11 30%	2 14%	13 22%	13 26%	10 20%	12 25%	3 12%	12 23%	18 22%	22 24%	17 25%	1 11%

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Table 7

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

		Statements		
		All of the fish caught by a fishery during the same trip, using the same fishing gear, in the same area, should meet the MSC's certification criteria for that fishery ...	It is reasonable for a fishery to be certified even if not all of its fishing practices are sustainable	I would not expect the MSC to certify a fishery and allow them to carry to the blue logo if that fishery catches any fish unsustainably
Unweighted base		2077	2077	2077
Weighted base		2077	2077	2077
NET: Agree		1489 72%	521 25%	1423 69%
Strongly Agree	(4)	872 42%	137 7%	873 42%
Slightly Agree	(3)	617 30%	385 19%	550 26%
Slightly disagree	(2)	126 6%	530 26%	172 8%
Strongly disagree	(1)	47 2%	559 27%	57 3%
NET: Disagree		174 8%	1089 52%	229 11%
Don't know		415 20%	466 22%	425 20%
Mean		3.39	2.06	3.36
Standard deviation		0.75	0.96	0.80
Standard error		0.02	0.02	0.02

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Table 8

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

All of the fish caught by a fishery during the same trip, using the same fishing gear, in the same area, should meet the MSC's certification criteria for that fishery to obtain MSC certification and carry the blue logo

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector		
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896	
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945	
NET: Agree	1489	496	149	266	961	528	726	763	156	238	227	275	233	360	423	411	303	352	175	668	
	72%	83%	86%	87%	83%	58%	72%	72%	67%	67%	68%	74%	76%	75%	76%	71%	71%	68%	70%	71%	
Strongly Agree	(4)	872	337	104	191	630	241	414	458	82	128	134	163	146	219	258	233	177	203	92	388
	42%	56%	60%	62%	54%	26%	41%	43%	35%	36%	40%	44%	48%	46%	46%	40%	41%	39%	37%	41%	
Slightly Agree	(3)	617	159	45	75	330	287	312	305	74	110	93	112	87	141	165	177	126	149	83	279
	30%	26%	26%	24%	28%	31%	31%	29%	32%	31%	28%	30%	28%	29%	30%	31%	29%	29%	33%	30%	
Slightly disagree	(2)	126	34	10	16	50	77	77	49	16	28	29	22	10	22	35	26	24	41	24	61
	6%	6%	6%	5%	4%	8%	8%	5%	7%	8%	9%	6%	3%	5%	6%	4%	6%	8%	10%	7%	
Strongly disagree	(1)	47	17	4	6	34	13	29	18	6	14	6	6	3	12	20	11	7	9	2	29
	2%	3%	3%	2%	3%	1%	3%	2%	3%	4%	2%	2%	1%	3%	4%	2%	2%	2%	1%	3%	
NET: Disagree	174	51	15	23	84	90	107	67	23	41	34	28	14	34	56	37	31	50	26	91	
	8%	9%	9%	7%	7%	10%	11%	6%	10%	12%	10%	8%	4%	7%	10%	6%	7%	10%	10%	10%	
Don't know	415	53	10	18	117	297	181	234	54	78	73	67	59	84	77	131	94	112	50	187	
	20%	9%	6%	6%	10%	32%	18%	22%	23%	22%	22%	18%	19%	18%	14%	23%	22%	22%	20%	20%	
Mean	3.39	3.49	3.52	3.56	3.49	3.22	3.33	3.45	3.30	3.26	3.36	3.42	3.52	3.44	3.38	3.41	3.42	3.36	3.32	3.35	
Standard deviation	0.75	0.75	0.74	0.70	0.74	0.74	0.79	0.70	0.78	0.83	0.76	0.72	0.64	0.74	0.80	0.71	0.72	0.75	0.71	0.79	
Standard error	0.02	0.03	0.06	0.04	0.02	0.03	0.03	0.02	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.03	

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 8

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

All of the fish caught by a fishery during the same trip, using the same fishing gear, in the same area, should meet the MSC's certification criteria for that fishery to obtain MSC certification and carry the blue logo

Base: All respondents

	Total	Region											
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Agree	1489 72%	118 66%	59 70%	174 75%	120 71%	126 70%	113 75%	70 69%	142 74%	182 68%	210 75%	128 72%	46 74%
Strongly Agree	(4) 872 42%	63 35%	33 39%	94 41%	69 41%	73 40%	67 44%	42 42%	85 44%	108 40%	117 42%	89 50%	31 49%
Slightly Agree	(3) 617 30%	55 31%	26 31%	79 34%	51 30%	53 29%	47 31%	28 28%	57 30%	74 28%	93 33%	39 22%	15 24%
Slightly disagree	(2) 126 6%	14 8%	5 6%	16 7%	12 7%	16 9%	8 5%	6 6%	12 6%	17 6%	13 5%	6 4%	3 5%
Strongly disagree	(1) 47 2%	6 3%	2 3%	4 2%	1 1%	6 3%	2 1%	2 2%	2 1%	5 2%	7 3%	9 5%	2 3%
NET: Disagree	174 8%	19 11%	7 9%	20 8%	13 8%	21 12%	10 7%	7 7%	14 7%	22 8%	20 7%	15 8%	5 8%
Don't know	415 20%	40 23%	18 21%	39 17%	37 22%	34 19%	28 18%	23 23%	37 19%	64 24%	50 18%	34 19%	12 19%
Mean	3.39	3.27	3.35	3.37	3.42	3.31	3.45	3.42	3.44	3.40	3.39	3.46	3.47
Standard deviation	0.75	0.81	0.78	0.72	0.68	0.81	0.69	0.74	0.69	0.75	0.74	0.84	0.78
Standard error	0.02	0.06	0.10	0.05	0.06	0.07	0.06	0.08	0.05	0.05	0.05	0.07	0.12

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 9

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

It is reasonable for a fishery to be certified even if not all of its fishing practices are sustainable

Base: All respondents

	Total	MSC		Impact		Gender		Age						Social Grade				Employment Sector			
		Fami- liar	and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896	
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945	
NET: Agree	521 25%	165 28%	47 27%	76 25%	218 19%	304 33%	291 29%	231 22%	59 25%	91 25%	90 27%	78 21%	84 27%	120 25%	153 27%	117 20%	107 25%	144 28%	68 27%	245 26%	
Strongly Agree	(4) 7%	137 8%	50 9%	15 8%	23 5%	53 9%	84 8%	79 5%	58 5%	12 5%	25 7%	28 8%	15 4%	24 8%	32 7%	41 7%	31 5%	27 6%	38 7%	18 7%	58 6%
Slightly Agree	(3) 19%	385 19%	115 18%	31 17%	53 14%	165 24%	220 21%	173 16%	47 20%	66 18%	62 19%	63 17%	59 19%	88 18%	112 20%	86 15%	80 19%	106 21%	51 20%	186 20%	
Slightly disagree	(2) 26%	530 24%	142 26%	45 26%	81 26%	358 31%	172 19%	257 25%	273 26%	63 27%	67 19%	80 24%	101 27%	80 26%	139 29%	145 26%	144 25%	105 25%	136 26%	68 27%	219 23%
Strongly disagree	(1) 27%	559 38%	231 40%	70 41%	126 39%	459 11%	101 26%	263 28%	296 28%	66 31%	111 22%	72 31%	115 25%	76 25%	119 31%	173 30%	176 27%	114 19%	97 24%	61 28%	265
NET: Disagree	1089 52%	373 62%	114 66%	207 68%	816 70%	273 30%	520 51%	570 54%	129 56%	178 50%	152 45%	216 59%	156 51%	257 54%	318 57%	320 55%	219 51%	233 45%	128 51%	484 51%	
Don't know	466 22%	62 10%	12 7%	23 8%	128 11%	339 37%	203 20%	263 25%	44 19%	88 25%	93 28%	75 20%	66 21%	100 21%	85 15%	142 25%	101 24%	138 27%	54 22%	216 23%	
Mean	2.06	1.97	1.95	1.90	1.82	2.50	2.13	1.99	2.02	2.02	2.19	1.92	2.13	2.09	2.04	1.94	2.06	2.23	2.13	2.05	
Standard deviation	0.96	1.01	1.01	0.98	0.88	0.94	0.98	0.94	0.93	1.02	0.99	0.90	0.98	0.94	0.98	0.94	0.96	0.94	0.96	0.97	
Standard error	0.02	0.04	0.08	0.06	0.03	0.04	0.03	0.03	0.06	0.06	0.07	0.05	0.07	0.05	0.05	0.04	0.06	0.05	0.07	0.04	

Sustainable Fishing Survey

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Absolutes/col percents

Table 9

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

It is reasonable for a fishery to be certified even if not all of its fishing practices are sustainable

Base: All respondents

	Total	Region											
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Agree	521 25%	46 26%	20 23%	59 25%	41 24%	56 31%	36 24%	23 23%	45 24%	73 27%	69 25%	39 22%	14 23%
Strongly Agree	(4) 137 7%	9 5%	6 7%	18 8%	11 6%	12 7%	6 4%	7 7%	16 8%	24 9%	18 6%	9 5%	2 3%
Slightly Agree	(3) 385 19%	37 21%	14 17%	40 17%	30 18%	44 24%	30 20%	16 16%	30 15%	49 18%	51 18%	30 17%	12 20%
Slightly disagree	(2) 530 26%	55 31%	22 26%	58 25%	46 27%	36 20%	45 29%	29 28%	55 29%	65 24%	62 22%	43 24%	15 23%
Strongly disagree	(1) 559 27%	34 19%	16 19%	70 30%	39 23%	46 26%	41 27%	22 21%	48 25%	63 23%	98 35%	63 36%	19 31%
NET: Disagree	1089 52%	89 50%	38 45%	128 55%	85 50%	83 46%	85 57%	50 50%	103 53%	127 48%	161 57%	107 60%	34 55%
Don't know	466 22%	42 24%	27 32%	46 20%	43 26%	42 23%	30 20%	27 27%	45 23%	68 25%	51 18%	31 18%	14 22%
Mean	2.06	2.16	2.16	2.04	2.10	2.16	2.01	2.12	2.09	2.17	1.95	1.90	1.93
Standard deviation	0.96	0.88	0.95	0.99	0.95	0.99	0.89	0.95	0.97	1.00	0.98	0.94	0.91
Standard error	0.02	0.07	0.13	0.08	0.08	0.09	0.08	0.10	0.07	0.07	0.07	0.08	0.14

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Absolutes/col percents

Table 10

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

I would not expect the MSC to certify a fishery and allow them to carry to the blue logo if that fishery catches any fish unsustainably

Base: All respondents

	Total	MSC		Impact		Gender		Age						Social Grade				Employment Sector			
		Fami- liar	and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896	
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945	
NET: Agree	1423 69%	486 81%	149 86%	260 85%	957 82%	466 51%	694 68%	729 69%	153 66%	238 67%	205 61%	273 74%	217 71%	338 71%	405 73%	395 68%	302 71%	321 62%	169 67%	647 68%	
Strongly Agree	(4) 42%	873 56%	333 58%	101 60%	185 57%	659 23%	214 41%	412 43%	461 40%	93 38%	136 35%	116 45%	167 47%	143 46%	218 47%	262 42%	242 43%	183 36%	187 39%	98 41%	389
Slightly Agree	(3) 26%	550 25%	153 27%	47 25%	75 26%	297 28%	252 28%	282 28%	268 25%	59 26%	101 28%	88 26%	107 29%	74 24%	120 25%	143 26%	153 26%	120 28%	134 26%	71 28%	258
Slightly disagree	(2) 8%	172 8%	46 8%	10 5%	21 7%	71 6%	102 11%	109 11%	63 6%	23 10%	32 9%	36 11%	23 6%	24 8%	35 7%	47 9%	37 6%	37 9%	51 10%	15 6%	90
Strongly disagree	(1) 3%	57 3%	13 2%	4 2%	4 1%	28 2%	28 3%	30 3%	27 3%	8 3%	10 3%	12 4%	5 1%	12 4%	11 2%	21 4%	13 2%	8 2%	14 3%	14 6%	21
NET: Disagree	229 11%	59 10%	14 8%	25 8%	99 9%	130 14%	139 14%	90 9%	31 13%	42 12%	47 14%	27 7%	35 12%	46 10%	69 12%	50 9%	45 11%	66 13%	29 11%	112 12%	
Don't know	425 20%	55 9%	12 7%	22 7%	106 9%	319 35%	181 18%	244 23%	49 21%	78 22%	82 25%	69 19%	53 17%	94 20%	83 15%	134 23%	80 19%	128 25%	53 21%	186 20%	
Mean	3.36	3.48	3.52	3.55	3.50	3.09	3.29	3.42	3.30	3.30	3.23	3.45	3.38	3.42	3.36	3.40	3.37	3.28	3.28	3.34	
Standard deviation	0.80	0.75	0.72	0.70	0.74	0.84	0.83	0.77	0.85	0.81	0.86	0.70	0.84	0.77	0.84	0.76	0.77	0.83	0.88	0.80	
Standard error	0.02	0.03	0.06	0.04	0.02	0.03	0.03	0.03	0.06	0.05	0.06	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.06	0.03	

Sustainable Fishing Survey

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Absolutes/col percents

Table 10

Q.4 Consider this example: A fishery sells fish to several UK retailers. Some of the fish caught by that fishery are certified as being sustainable by the MSC and carry the MSC Blue Logo. However, the remaining fish caught by that fishery are not MSC Certified. Do you agree or disagree with each of the following statements?

I would not expect the MSC to certify a fishery and allow them to carry to the blue logo if that fishery catches any fish unsustainably

Base: All respondents

	Total	Region											
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Agree	1423 69%	118 66%	59 70%	164 71%	110 65%	106 59%	106 70%	68 67%	138 72%	176 66%	202 72%	135 76%	42 67%
Strongly Agree	(4) 873 42%	55 31%	35 42%	109 47%	61 36%	72 39%	70 46%	34 34%	80 41%	106 40%	120 43%	100 56%	31 51%
Slightly Agree	(3) 550 26%	63 35%	24 28%	55 24%	48 29%	35 19%	36 24%	34 34%	58 30%	70 26%	81 29%	35 20%	10 16%
Slightly disagree	(2) 172 8%	15 8%	4 5%	11 5%	20 12%	29 16%	12 8%	4 4%	19 10%	27 10%	19 7%	8 5%	3 6%
Strongly disagree	(1) 57 3%	6 3%	1 1%	10 4%	3 2%	7 4%	3 2%	2 2%	2 1%	9 3%	7 3%	7 4%	- -
NET: Disagree	229 11%	20 12%	5 6%	21 9%	23 13%	36 20%	15 10%	6 6%	21 11%	36 14%	26 9%	15 8%	3 6%
Don't know	425 20%	39 22%	20 24%	47 20%	37 22%	39 22%	30 20%	27 27%	34 17%	55 21%	52 19%	28 16%	17 28%
Mean	3.36	3.21	3.45	3.42	3.27	3.20	3.42	3.36	3.35	3.28	3.38	3.53	3.62
Standard deviation	0.80	0.80	0.69	0.83	0.79	0.93	0.78	0.71	0.74	0.85	0.77	0.79	0.63
Standard error	0.02	0.06	0.09	0.06	0.07	0.09	0.07	0.08	0.05	0.06	0.05	0.07	0.10

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Absolutes/col percents

Table 11

Q.5 Consider this: A fishery can, on a single trip in the same area using the same methods, catch MSC certified tuna as well as uncertified tuna. When catching uncertified tuna, the fishery catches significant volumes of uncertified juvenile tuna, turtles, sharks, and other protected species Does this fact give you more or less confidence in MSC certifications?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
NET: More confidence	236 11%	89 15%	30 17%	61 20%	-	236 26%	111 11%	125 12%	32 14%	58 16%	41 12%	42 11%	21 7%	41 9%	67 12%	52 9%	57 13%	59 11%	38 15%	115 12%
Much more confidence (+2)	73 4%	31 5%	11 6%	28 9%	-	73 8%	44 4%	29 3%	10 4%	13 4%	11 3%	14 4%	7 2%	19 4%	20 4%	16 3%	17 4%	19 4%	16 6%	28 3%
Slightly more confidence (+1)	163 8%	58 10%	19 11%	34 11%	-	163 18%	67 7%	96 9%	22 9%	45 13%	30 9%	29 8%	14 5%	23 5%	47 9%	36 6%	40 9%	40 8%	22 9%	87 9%
No change in my opinion (0)	679 33%	133 22%	34 19%	41 13%	-	679 74%	342 34%	338 32%	60 26%	106 30%	126 38%	112 30%	99 32%	176 37%	155 28%	179 31%	140 33%	205 40%	71 28%	307 32%
Slight less confidence (-1)	525 25%	161 27%	46 26%	81 27%	525 45%	-	252 25%	272 26%	69 30%	87 24%	66 20%	89 24%	84 27%	129 27%	144 26%	162 28%	97 23%	121 24%	70 28%	237 25%
Much less confidence (-2)	637 31%	218 36%	64 37%	123 40%	637 55%	-	309 30%	328 31%	71 31%	106 30%	101 30%	127 34%	101 33%	132 28%	189 34%	185 32%	133 31%	130 25%	72 29%	287 30%
NET: Less confidence	1162 56%	379 63%	110 63%	204 67%	1162 100%	-	561 55%	600 56%	141 60%	193 54%	167 50%	216 58%	185 61%	261 55%	334 60%	347 60%	229 54%	251 49%	142 57%	524 55%
Mean	-0.72	-0.80	-0.77	-0.78	-1.55	0.34	-0.71	-0.73	-0.73	-0.64	-0.64	-0.77	-0.84	-0.70	-0.78	-0.80	-0.67	-0.59	-0.64	-0.71
Standard deviation	1.09	1.18	1.23	1.32	0.50	0.62	1.10	1.08	1.12	1.14	1.10	1.11	1.02	1.05	1.11	1.05	1.13	1.06	1.17	1.08
Standard error	0.02	0.05	0.09	0.07	0.01	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.06	0.05	0.08	0.04

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Absolutes/col percents

Table 11

Q.5 Consider this: A fishery can, on a single trip in the same area using the same methods, catch MSC certified tuna as well as uncertified tuna. When catching uncertified tuna, the fishery catches significant volumes of uncertified juvenile tuna, turtles, sharks, and other protected species Does this fact give you more or less confidence in MSC certifications?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: More confidence	236 11%	29 16%	5 6%	34 15%	19 11%	23 13%	14 9%	14 14%	21 11%	44 16%	23 8%	8 5%	3 5%
Much more confidence (+2)	73 4%	9 5%	1 1%	9 4%	4 2%	11 6%	3 2%	9 9%	7 4%	14 5%	6 2%	2 1%	- -
Slightly more confidence (+1)	163 8%	20 11%	5 5%	25 11%	15 9%	12 7%	11 7%	5 5%	14 7%	30 11%	17 6%	7 4%	3 5%
No change in my opinion (0)	679 33%	47 27%	33 39%	73 31%	55 32%	71 39%	51 33%	39 38%	63 33%	94 35%	85 30%	54 30%	16 25%
Slight less confidence (-1)	525 25%	51 29%	24 28%	45 19%	41 24%	38 21%	43 28%	19 19%	50 26%	61 23%	88 31%	51 29%	14 23%
Much less confidence (-2)	637 31%	50 28%	23 27%	80 35%	55 32%	49 27%	44 29%	30 30%	60 31%	69 26%	84 30%	64 36%	29 47%
NET: Less confidence	1162 56%	101 57%	47 55%	125 54%	96 57%	87 48%	87 58%	48 48%	110 57%	130 49%	172 61%	116 65%	43 70%
Mean	-0.72	-0.63	-0.76	-0.70	-0.75	-0.56	-0.76	-0.55	-0.74	-0.53	-0.81	-0.96	-1.12
Standard deviation	1.09	1.16	0.94	1.16	1.08	1.13	1.01	1.21	1.08	1.14	1.00	0.95	0.96
Standard error	0.02	0.08	0.11	0.08	0.08	0.09	0.08	0.11	0.07	0.07	0.06	0.07	0.13

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Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Male	1014	320	89	153	561	452	1014	-	102	154	167	183	165	243	287	243	241	243	106	499
	49%	53%	51%	50%	48%	49%	100%	-	44%	43%	50%	49%	54%	51%	52%	42%	56%	47%	42%	53%
Female	1063	280	85	153	600	463	-	1063	131	204	167	187	140	235	269	336	187	272	145	446
	51%	47%	49%	50%	52%	51%	-	100%	56%	57%	50%	51%	46%	49%	48%	58%	44%	53%	58%	47%

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Absolutes/col percents

Table 12
Gender
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Male	1014 49%	84 47%	36 43%	116 50%	79 47%	85 47%	73 49%	59 59%	89 46%	132 49%	135 48%	95 54%	30 48%
Female	1063 51%	94 53%	48 57%	116 50%	90 53%	96 53%	78 51%	42 41%	105 54%	136 51%	145 52%	82 46%	33 52%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 13

Age**Base: All respondents**

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can ex- plain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
18-24	233 11%	85 14%	28 16%	54 18%	141 12%	92 10%	102 10%	131 12%	233 100%	-	-	-	-	-	69 12%	75 13%	45 11%	44 9%	20 8%	110 12%
25-34	357 17%	137 23%	46 26%	65 21%	193 17%	164 18%	154 15%	204 19%	-	357 100%	-	-	-	-	127 23%	107 18%	81 19%	42 8%	65 26%	230 24%
35-44	334 16%	88 15%	18 10%	31 10%	167 14%	167 18%	167 16%	167 16%	-	-	334 100%	-	-	-	95 17%	98 17%	60 14%	82 16%	60 24%	205 22%
45-54	370 18%	113 19%	30 17%	58 19%	216 19%	154 17%	183 18%	187 18%	-	-	-	370 100%	-	-	104 19%	92 16%	85 20%	88 17%	60 24%	222 23%
55-64	305 15%	76 13%	24 14%	48 16%	185 16%	120 13%	165 16%	140 13%	-	-	-	-	305 100%	-	42 8%	80 14%	59 14%	124 24%	40 16%	131 14%
65+	478 23%	101 17%	28 16%	51 17%	261 22%	217 24%	243 24%	235 22%	-	-	-	-	-	478 100%	118 21%	128 22%	98 23%	135 26%	6 2%	48 5%
NET: 18-34	590 28%	222 37%	74 43%	119 39%	334 29%	256 28%	255 25%	334 31%	233 100%	357 100%	-	-	-	-	197 35%	181 31%	126 29%	86 17%	85 34%	339 36%
NET: 35-54	704 34%	201 34%	47 27%	89 29%	382 33%	322 35%	350 35%	354 33%	-	-	334 100%	370 100%	-	-	199 36%	189 33%	145 34%	171 33%	120 48%	427 45%
NET: 55+	783 38%	177 29%	52 30%	99 32%	446 38%	338 37%	408 40%	375 35%	-	-	-	-	305 100%	478 100%	160 29%	208 36%	157 37%	258 50%	46 18%	178 19%
Average age	47.77	44.53	43.96	44.75	47.82	47.71	49.01	46.58	21.63	29.70	39.62	49.55	59.38	70.88	45.15	46.63	47.78	51.86	41.92	41.58

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 13

Age**Base: All respondents**

	Region												
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
18-24	233 11%	21 12%	11 13%	20 9%	14 8%	21 11%	25 16%	7 7%	14 7%	39 14%	33 12%	22 13%	5 8%
25-34	357 17%	26 15%	13 16%	41 18%	35 21%	38 21%	25 16%	10 10%	31 16%	64 24%	45 16%	19 11%	10 16%
35-44	334 16%	25 14%	18 21%	37 16%	28 17%	28 15%	15 10%	20 20%	25 13%	42 16%	53 19%	31 17%	11 18%
45-54	370 18%	39 22%	12 15%	51 22%	30 18%	26 14%	30 20%	14 14%	39 20%	37 14%	49 17%	28 16%	15 24%
55-64	305 15%	24 14%	11 13%	29 12%	24 14%	32 17%	21 14%	24 24%	32 17%	33 12%	38 13%	21 12%	17 27%
65+	478 23%	42 23%	19 23%	53 23%	38 23%	38 21%	36 24%	25 25%	51 27%	52 19%	62 22%	57 32%	4 7%
NET: 18-34	590 28%	48 27%	24 29%	62 27%	49 29%	58 32%	50 33%	17 17%	45 23%	103 38%	78 28%	41 23%	15 24%
NET: 35-54	704 34%	64 36%	30 36%	88 38%	58 34%	54 30%	45 30%	34 34%	65 33%	79 30%	102 36%	59 33%	26 41%
NET: 55+	783 38%	66 37%	30 35%	82 35%	63 37%	69 38%	56 37%	49 49%	84 43%	86 32%	100 36%	78 44%	21 34%
Average age	47.77	48.22	47.18	48.53	47.44	46.56	46.79	50.93	50.25	44.48	47.71	50.31	45.58

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Familiar	Familiar and can explain	More likely to buy MSC	Less confidence	No change/ More confidence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
A	156 8%	44 7%	11 7%	22 7%	91 8%	65 7%	82 8%	74 7%	31 13%	27 8%	31 9%	28 8%	5 2%	34 7%	156 28%	-	-	-	22 9%	85 9%
B	400 19%	151 25%	41 24%	79 26%	243 21%	157 17%	205 20%	195 18%	39 17%	100 28%	64 19%	76 21%	37 12%	84 18%	400 72%	-	-	-	67 27%	214 23%
C1	579 28%	166 28%	57 33%	92 30%	347 30%	232 25%	243 24%	336 32%	75 32%	107 30%	98 29%	92 25%	80 26%	128 27%	-	579 100%	-	-	103 41%	261 28%
C2	427 21%	126 21%	37 21%	71 23%	229 20%	198 22%	241 24%	187 18%	45 19%	81 23%	60 18%	85 23%	59 19%	98 20%	-	-	427 100%	-	30 12%	238 25%
D	250 12%	59 10%	15 9%	22 7%	124 11%	126 14%	130 13%	120 11%	26 11%	22 6%	49 15%	46 12%	69 23%	38 8%	-	-	-	250 49%	28 11%	140 15%
E	265 13%	54 9%	12 7%	20 7%	128 11%	137 15%	113 11%	152 14%	18 8%	20 6%	34 10%	42 11%	54 18%	96 20%	-	-	-	265 51%	2 1%	6 1%
NET: AB	556 27%	195 32%	52 30%	101 33%	334 29%	222 24%	287 28%	269 25%	69 30%	127 36%	95 28%	104 28%	42 14%	118 25%	556 100%	-	-	-	89 36%	300 32%
NET: ABC1	1135 55%	361 60%	109 63%	193 63%	681 59%	454 50%	530 52%	605 57%	144 62%	234 66%	192 58%	196 53%	122 40%	246 51%	556 100%	579 100%	-	-	192 76%	560 59%
NET: C2DE	942 45%	239 40%	64 37%	113 37%	481 41%	462 50%	483 48%	459 43%	89 38%	123 34%	142 42%	173 47%	183 60%	232 49%	-	-	427 100%	515 100%	59 24%	384 41%
NET: DE	515 25%	113 19%	27 16%	42 14%	251 22%	264 29%	243 24%	272 26%	44 19%	42 12%	82 25%	88 24%	124 40%	135 28%	-	-	-	515 100%	30 12%	146 15%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
A	156 8%	11 6%	7 9%	13 6%	10 6%	11 6%	14 9%	5 5%	9 5%	25 10%	30 11%	13 7%	6 10%
B	400 19%	29 17%	16 19%	49 21%	28 16%	26 14%	25 16%	13 13%	31 16%	65 24%	72 26%	33 19%	14 22%
C1	579 28%	58 32%	22 26%	72 31%	44 26%	40 22%	42 28%	29 29%	54 28%	82 30%	63 23%	56 31%	18 29%
C2	427 21%	34 19%	12 14%	51 22%	42 25%	54 30%	37 24%	22 21%	41 21%	45 17%	58 21%	24 13%	9 14%
D	250 12%	22 13%	9 11%	22 10%	22 13%	26 14%	17 11%	19 19%	29 15%	25 9%	20 7%	29 16%	8 13%
E	265 13%	23 13%	19 22%	25 11%	23 13%	24 13%	16 11%	13 13%	29 15%	27 10%	36 13%	22 13%	8 13%
NET: AB	556 27%	40 23%	23 27%	62 27%	38 22%	37 21%	39 26%	18 18%	40 21%	90 34%	102 36%	46 26%	20 32%
NET: ABC1	1135 55%	98 55%	45 53%	134 58%	82 49%	77 42%	81 54%	47 47%	94 49%	172 64%	165 59%	102 57%	38 61%
NET: C2DE	942 45%	79 45%	40 47%	98 42%	87 51%	104 58%	70 46%	54 53%	99 51%	96 36%	115 41%	75 43%	25 39%
NET: DE	515 25%	45 25%	28 33%	47 20%	45 27%	50 28%	33 22%	32 32%	59 30%	52 19%	56 20%	52 29%	16 26%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Scotland	177 9%	36 6%	8 4%	17 5%	101 9%	76 8%	84 8%	94 9%	21 9%	26 7%	25 8%	39 11%	24 8%	42 9%	40 7%	58 10%	34 8%	45 9%	25 10%	75 8%
North East	85 4%	18 3%	6 3%	10 3%	47 4%	38 4%	36 4%	48 5%	11 5%	13 4%	18 5%	12 3%	11 4%	19 4%	23 4%	22 4%	12 3%	28 5%	14 5%	30 3%
North West	232 11%	61 10%	15 9%	25 8%	125 11%	107 12%	116 11%	116 11%	20 9%	41 12%	37 11%	51 14%	29 9%	53 11%	62 11%	72 12%	51 12%	47 9%	33 13%	98 10%
Yorkshire & Humberside	169 8%	52 9%	10 6%	22 7%	96 8%	74 8%	79 8%	90 8%	14 6%	35 10%	28 8%	30 8%	24 8%	38 8%	38 7%	44 8%	42 10%	45 9%	23 9%	76 8%
West Midlands	181 9%	51 8%	12 7%	29 10%	87 7%	94 10%	85 8%	96 9%	21 9%	38 11%	28 8%	26 7%	32 10%	38 8%	37 7%	40 7%	54 13%	50 10%	25 10%	84 9%
East Midlands	151 7%	50 8%	16 9%	28 9%	87 7%	64 7%	73 7%	78 7%	25 11%	25 7%	15 4%	30 8%	21 7%	36 7%	39 7%	42 7%	37 9%	33 6%	21 8%	68 7%
Wales	101 5%	26 4%	7 4%	12 4%	48 4%	52 6%	59 6%	42 4%	7 3%	10 3%	20 6%	14 4%	24 8%	25 5%	18 3%	29 5%	22 5%	32 6%	8 3%	49 5%
Eastern	193 9%	54 9%	15 9%	30 10%	110 9%	84 9%	89 9%	105 10%	14 6%	31 9%	25 8%	39 11%	32 11%	51 11%	40 7%	54 9%	41 10%	59 11%	19 8%	75 8%
London	268 13%	83 14%	32 19%	47 15%	130 11%	138 15%	132 13%	136 13%	39 17%	64 18%	42 13%	37 10%	33 11%	52 11%	90 16%	82 14%	45 10%	52 10%	39 16%	141 15%
South East	280 13%	89 15%	28 16%	47 15%	172 15%	108 12%	135 13%	145 14%	33 14%	45 13%	53 16%	49 13%	38 12%	62 13%	102 18%	63 11%	58 14%	56 11%	25 10%	131 14%
South West	177 9%	68 11%	24 14%	35 11%	116 10%	62 7%	95 9%	82 8%	22 10%	19 5%	31 9%	28 7%	21 7%	57 12%	46 8%	56 10%	24 6%	52 10%	15 6%	81 9%
Northern Ireland	62 3%	13 2%	2 1%	6 2%	43 4%	19 2%	30 3%	33 3%	5 2%	10 3%	11 3%	15 4%	17 6%	4 1%	20 4%	18 3%	9 2%	16 3%	4 2%	36 4%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Scotland	177 9%	177 100%	-	-	-	-	-	-	-	-	-	-	-
North East	85 4%	-	85 100%	-	-	-	-	-	-	-	-	-	-
North West	232 11%	-	-	232 100%	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	169 8%	-	-	-	169 100%	-	-	-	-	-	-	-	-
West Midlands	181 9%	-	-	-	-	181 100%	-	-	-	-	-	-	-
East Midlands	151 7%	-	-	-	-	-	151 100%	-	-	-	-	-	-
Wales	101 5%	-	-	-	-	-	-	101 100%	-	-	-	-	-
Eastern	193 9%	-	-	-	-	-	-	-	193 100%	-	-	-	-
London	268 13%	-	-	-	-	-	-	-	-	268 100%	-	-	-
South East	280 13%	-	-	-	-	-	-	-	-	-	280 100%	-	-
South West	177 9%	-	-	-	-	-	-	-	-	-	-	177 100%	-
Northern Ireland	62 3%	-	-	-	-	-	-	-	-	-	-	-	62 100%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 16

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Yes	1298 62%	397 66%	126 73%	209 68%	748 64%	550 60%	641 63%	658 62%	185 79%	270 76%	208 62%	211 57%	141 46%	283 59%	433 78%	390 67%	248 58%	228 44%	173 69%	649 69%
No	779 38%	203 34%	48 27%	98 32%	414 36%	365 40%	373 37%	406 38%	48 21%	87 24%	126 38%	159 43%	164 54%	195 41%	123 22%	189 33%	179 42%	287 56%	78 31%	296 31%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 16

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Yes	1298	117	44	162	101	97	101	51	104	196	175	110	40
	62%	66%	52%	70%	60%	53%	67%	50%	54%	73%	62%	62%	65%
No	779	60	40	70	68	85	50	50	89	72	105	67	22
	38%	34%	48%	30%	40%	47%	33%	50%	46%	27%	38%	38%	35%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 17

Tenure**Base: All respondents**

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
NET: Homeowners	1346	404	120	211	796	550	662	683	130	200	176	247	208	385	427	400	291	228	171	601
	65%	67%	69%	69%	69%	60%	65%	64%	56%	56%	53%	67%	68%	81%	77%	69%	68%	44%	68%	64%
Owned outright - without mortgage	750	223	69	118	426	324	388	362	51	64	48	100	132	355	210	228	156	156	54	228
	36%	37%	40%	38%	37%	35%	38%	34%	22%	18%	14%	27%	43%	74%	38%	39%	37%	30%	21%	24%
Owned with a mortgage or loan	596	181	51	94	370	226	275	321	79	136	128	147	76	30	217	172	134	72	117	373
	29%	30%	29%	31%	32%	25%	27%	30%	34%	38%	38%	40%	25%	6%	39%	30%	31%	14%	47%	39%
NET: Renters	696	185	51	91	346	350	332	364	88	145	153	121	96	93	120	172	125	280	77	326
	34%	31%	30%	30%	30%	38%	33%	34%	38%	41%	46%	33%	31%	19%	22%	30%	29%	54%	31%	34%
Rented from the council	270	62	11	33	119	151	125	146	21	40	61	57	47	45	23	57	61	129	27	111
	13%	10%	6%	11%	10%	16%	12%	14%	9%	11%	18%	15%	15%	9%	4%	10%	14%	25%	11%	12%
Rented from a housing association	166	49	15	21	81	84	84	82	21	23	31	36	31	24	20	36	28	83	21	64
	8%	8%	9%	7%	7%	9%	8%	8%	9%	6%	9%	10%	10%	5%	4%	6%	6%	16%	8%	7%
Rented from someone else	260	74	26	38	146	115	124	136	46	83	62	29	18	23	77	79	37	68	29	151
	13%	12%	15%	12%	13%	13%	12%	13%	20%	23%	19%	8%	6%	5%	14%	14%	9%	13%	12%	16%
Rent free	35	12	2	4	19	16	19	16	15	11	5	2	1	1	9	7	11	7	3	19
	2%	2%	1%	1%	2%	2%	2%	2%	6%	3%	2%	*	*	*	2%	1%	3%	1%	1%	2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Homeowners	1346	103	47	157	118	123	114	66	131	145	182	111	47
	65%	58%	56%	68%	70%	68%	76%	65%	68%	54%	65%	63%	76%
Owned outright - without mortgage	750	55	23	92	66	67	59	48	74	86	96	69	14
	36%	31%	27%	40%	39%	37%	39%	47%	38%	32%	34%	39%	23%
Owned with a mortgage or loan	596	47	24	65	52	56	55	18	58	59	86	42	33
	29%	27%	29%	28%	31%	31%	36%	18%	30%	22%	31%	24%	53%
NET: Renters	696	72	36	71	48	56	34	34	60	117	91	63	13
	34%	41%	43%	31%	28%	31%	22%	34%	31%	44%	32%	36%	21%
Rented from the council	270	40	19	21	18	22	10	12	32	51	26	16	2
	13%	23%	23%	9%	11%	12%	7%	12%	17%	19%	9%	9%	3%
Rented from a housing association	166	16	6	24	8	13	5	10	12	22	30	16	4
	8%	9%	8%	10%	5%	7%	3%	10%	6%	8%	11%	9%	6%
Rented from someone else	260	16	11	27	22	21	19	12	16	44	34	31	8
	13%	9%	12%	12%	13%	11%	12%	12%	8%	17%	12%	18%	12%
Rent free	35	2	1	3	3	2	3	1	2	5	7	3	2
	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	3%	2%	3%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 18

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
No formal education	15 1%	4 1%	1 1%	2 1%	4 *	11 1%	8 1%	7 1%	- -	1 *	4 1%	4 1%	2 1%	5 1%	- -	4 1%	7 2%	5 1%	- -	8 1%
Primary	16 1%	* *	- -	- -	5 *	11 1%	9 1%	7 1%	2 1%	2 1%	- -	2 1%	3 1%	6 1%	2 *	1 *	2 1%	10 2%	1 *	6 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1471 71%	360 60%	91 52%	171 56%	800 69%	671 73%	738 73%	733 69%	87 37%	161 45%	247 74%	268 73%	268 88%	441 92%	294 53%	400 69%	342 80%	436 85%	153 61%	597 63%
University degree or equivalent professional qualification, NVQ level 4, etc.	344 17%	135 22%	51 29%	81 27%	220 19%	124 14%	145 14%	199 19%	75 32%	124 35%	43 13%	61 17%	27 9%	14 3%	152 27%	110 19%	48 11%	34 7%	61 24%	216 23%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	163 8%	70 12%	25 15%	36 12%	99 9%	64 7%	82 8%	81 8%	24 10%	58 16%	39 12%	31 8%	5 2%	5 1%	100 18%	40 7%	12 3%	12 2%	36 14%	104 11%
Still in full time education	52 3%	21 3%	4 2%	13 4%	32 3%	20 2%	21 2%	31 3%	45 19%	7 2%	- -	* *	- -	- -	8 1%	24 4%	12 3%	7 1%	- -	9 1%
Don't know	1 *	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Prefer not to answer	16 1%	9 2%	2 1%	4 1%	1 *	14 2%	10 1%	5 1%	- -	4 1%	2 *	2 1%	- -	7 2%	- -	* *	5 1%	10 2%	- -	5 1%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
No formal education	15 1%	3 1%	1 1%	2 1%	4 2%	1 *	-	-	3 1%	*	1 *	-	1 2%
Primary	16 1%	1 1%	-	-	-	2 1%	1 1%	1 1%	1 1%	3 1%	3 1%	2 1%	1 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1471 71%	130 73%	58 69%	171 74%	123 73%	119 66%	107 71%	86 86%	151 78%	163 61%	198 71%	136 77%	28 44%
University degree or equivalent professional qualification, NVQ level 4, etc.	344 17%	28 16%	15 17%	35 15%	26 15%	33 18%	29 19%	9 9%	21 11%	59 22%	46 16%	23 13%	20 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	163 8%	7 4%	8 9%	18 8%	9 5%	19 11%	5 3%	3 3%	8 4%	32 12%	29 10%	12 7%	12 19%
Still in full time education	52 3%	7 4%	1 2%	4 2%	6 3%	5 3%	7 5%	1 1%	6 3%	7 3%	3 1%	3 1%	2 3%
Don't know	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-
Prefer not to answer	16 1%	1 1%	2 2%	1 *	2 1%	2 1%	2 1%	-	3 1%	3 1%	-	2 1%	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Yes - responsible for half or more of the items bought	1880 91%	545 91%	161 92%	282 92%	1028 89%	851 93%	871 86%	1008 95%	154 66%	329 92%	318 95%	350 95%	291 95%	439 92%	488 88%	524 91%	381 89%	487 95%	238 95%	866 92%
No - not responsible for most of the items bought	197 9%	54 9%	13 8%	25 8%	133 11%	64 7%	142 14%	55 5%	79 34%	28 8%	16 5%	20 5%	14 5%	39 8%	68 12%	55 9%	47 11%	28 5%	14 5%	79 8%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Yes - responsible for half or more of the items bought	1880 91%	170 96%	76 90%	198 86%	159 94%	167 92%	133 88%	94 93%	177 92%	247 92%	255 91%	152 86%	52 83%
No - not responsible for most of the items bought	197 9%	8 4%	9 10%	33 14%	10 6%	15 8%	18 12%	7 7%	16 8%	21 8%	25 9%	25 14%	11 17%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 20

How many cars are there in your household?**Base: All respondents**

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
No cars in the household	436 21%	116 19%	40 23%	58 19%	211 18%	225 25%	208 21%	227 21%	51 22%	75 21%	86 26%	65 18%	79 26%	79 16%	61 11%	131 23%	66 15%	179 35%	51 20%	177 19%
NET: Any	1641 79%	484 81%	134 77%	248 81%	951 82%	691 75%	805 79%	836 79%	181 78%	282 79%	248 74%	304 82%	226 74%	399 84%	495 89%	448 77%	362 85%	336 65%	200 80%	768 81%
1	843 41%	241 40%	67 38%	123 40%	464 40%	378 41%	436 43%	407 38%	55 24%	119 33%	129 39%	133 36%	136 45%	271 57%	206 37%	247 43%	182 43%	207 40%	92 37%	343 36%
2	608 29%	176 29%	51 29%	89 29%	371 32%	236 26%	288 28%	320 30%	76 33%	118 33%	104 31%	123 33%	74 24%	112 23%	218 39%	155 27%	136 32%	99 19%	82 32%	318 34%
3+	191 9%	67 11%	17 10%	36 12%	115 10%	76 8%	82 8%	109 10%	50 21%	45 13%	16 5%	48 13%	16 5%	16 3%	71 13%	47 8%	43 10%	30 6%	26 10%	108 11%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 20

How many cars are there in your household?**Base: All respondents**

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
No cars in the household	436 21%	45 25%	22 25%	59 26%	33 20%	30 16%	21 14%	13 13%	36 18%	103 38%	41 14%	24 14%	10 16%
NET: Any	1641 79%	133 75%	63 75%	173 74%	136 80%	152 84%	130 86%	87 87%	158 82%	165 62%	239 86%	153 86%	52 84%
1	843 41%	72 41%	40 47%	100 43%	78 46%	68 38%	58 39%	54 54%	73 38%	95 35%	114 41%	69 39%	21 33%
2	608 29%	50 28%	16 18%	59 25%	43 26%	62 34%	52 34%	26 26%	67 34%	53 20%	99 35%	65 37%	16 25%
3+	191 9%	10 6%	7 9%	14 6%	15 9%	22 12%	20 13%	7 7%	18 9%	17 6%	26 9%	19 11%	16 25%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 21

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
White	1916 92%	546 91%	155 89%	278 91%	1097 94%	818 89%	943 93%	973 91%	186 80%	312 87%	296 89%	351 95%	301 99%	469 98%	505 91%	524 90%	397 93%	489 95%	225 89%	856 91%
NET: BAME	148 7%	48 8%	17 10%	25 8%	62 5%	86 9%	67 7%	81 8%	43 19%	41 12%	36 11%	16 4%	4 1%	8 2%	48 9%	50 9%	27 6%	23 5%	26 10%	80 8%
Mixed	32 2%	14 2%	5 3%	10 3%	23 2%	9 1%	11 1%	21 2%	7 3%	12 3%	7 2%	3 1%	2 1%	1 *	8 2%	12 2%	4 1%	7 1%	2 1%	20 2%
Asian	73 4%	25 4%	9 5%	10 3%	26 2%	47 5%	43 4%	30 3%	25 11%	19 5%	17 5%	7 2%	2 1%	3 1%	21 4%	24 4%	16 4%	12 2%	18 7%	34 4%
Black	26 1%	2 *	2 1%	2 1%	6 1%	20 2%	9 1%	17 2%	5 2%	4 1%	9 3%	5 1%	-	3 1%	8 1%	9 2%	5 1%	3 1%	3 1%	17 2%
Chinese	16 1%	6 1%	2 1%	3 1%	6 *	10 1%	3 *	12 1%	6 3%	6 2%	2 1%	1 *	-	-	9 2%	3 1%	2 *	1 *	3 1%	9 1%
Other ethnic group	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-
Prefer not to answer	13 1%	6 1%	1 1%	3 1%	3 *	11 1%	4 *	9 1%	3 1%	4 1%	2 1%	3 1%	-	1 *	3 1%	5 1%	3 1%	2 *	1 *	9 1%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 21

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
White	1916 92%	176 99%	81 96%	217 94%	160 94%	157 87%	140 92%	99 98%	183 95%	199 74%	273 98%	171 96%	61 97%
NET: BAME	148 7%	2 1%	3 4%	14 6%	9 5%	21 12%	11 7%	2 2%	9 5%	66 25%	7 2%	3 2%	2 3%
Mixed	32 2%	* *	1 1%	* *	2 1%	4 2%	2 1%	- -	3 2%	16 6%	- -	1 1%	2 3%
Asian	73 4%	1 1%	2 2%	8 3%	6 4%	15 8%	5 4%	1 1%	2 1%	27 10%	5 2%	1 1%	- -
Black	26 1%	- -	1 1%	- -	- -	2 1%	2 1%	1 1%	3 2%	16 6%	- -	1 1%	- -
Chinese	16 1%	- -	- -	5 2%	1 *	- -	1 1%	- -	* *	7 3%	1 *	- -	- -
Other ethnic group	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Prefer not to answer	13 1%	- -	- -	1 *	1 *	3 2%	1 *	- -	1 1%	3 1%	* *	3 2%	- -

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 22

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Familiar	Familiar and can explain	More likely to buy MSC	Less confidence	No change/ More confidence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Christian	1075 52%	283 47%	85 49%	148 48%	585 50%	490 54%	513 51%	561 53%	73 31%	128 36%	121 36%	203 55%	197 64%	352 74%	278 50%	312 54%	206 48%	279 54%	130 52%	430 46%
NET: Other	114 5%	39 7%	13 8%	18 6%	51 4%	63 7%	59 6%	55 5%	26 11%	26 7%	29 9%	14 4%	6 2%	12 3%	36 6%	31 5%	20 5%	27 5%	18 7%	52 6%
Muslim	47 2%	22 4%	8 5%	8 3%	18 2%	29 3%	26 3%	21 2%	10 4%	14 4%	14 4%	4 1%	1 *	4 1%	9 2%	17 3%	6 1%	15 3%	9 4%	18 2%
Hindu	14 1%	2 *	1 *	2 1%	4 *	9 1%	7 1%	7 1%	6 3%	4 1%	1 *	2 1%	- -	1 *	7 1%	3 *	3 1%	2 *	4 2%	5 1%
Jewish	14 1%	2 *	- -	- -	6 1%	8 1%	7 1%	7 1%	1 *	3 1%	3 1%	3 1%	- -	4 1%	7 1%	3 1%	2 *	2 *	1 1%	7 1%
Sikh	7 *	- -	- -	- -	4 *	3 *	6 1%	1 *	6 3%	- -	1 *	- -	- -	- -	2 *	1 *	4 1%	- -	1 *	3 *
Buddhist	9 *	5 1%	3 1%	5 2%	6 *	4 *	5 *	5 *	1 *	- -	2 1%	3 1%	1 *	2 *	2 *	4 1%	3 1%	1 *	- -	8 1%
Other	23 1%	8 1%	2 1%	4 1%	13 1%	10 1%	8 1%	14 1%	3 1%	5 2%	8 2%	2 *	3 1%	2 *	10 2%	3 *	3 1%	8 1%	3 1%	11 1%
None	858 41%	267 44%	72 41%	134 44%	511 44%	347 38%	426 42%	432 41%	129 56%	194 54%	181 54%	144 39%	101 33%	109 23%	234 42%	225 39%	193 45%	205 40%	99 39%	442 47%
Prefer not to say	30 1%	11 2%	3 2%	6 2%	16 1%	15 2%	16 2%	15 1%	4 2%	9 2%	3 1%	8 2%	2 1%	4 1%	8 1%	10 2%	8 2%	4 1%	4 2%	20 2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 22

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Christian	1075 52%	87 49%	47 55%	139 60%	89 53%	81 45%	77 51%	61 60%	95 49%	125 47%	155 55%	77 43%	45 71%
NET: Other	114 5%	1 1%	3 4%	14 6%	11 6%	14 8%	8 5%	3 3%	8 4%	43 16%	7 3%	2 1%	1 2%
Muslim	47 2%	* *	- -	8 3%	5 3%	9 5%	2 1%	- -	3 1%	19 7%	1 *	- -	- -
Hindu	14 1%	- -	2 2%	1 *	1 *	4 2%	1 1%	* *	1 *	4 2%	- -	- -	- -
Jewish	14 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	12 5%	- -	- -	- -
Sikh	7 *	- -	- -	- -	1 1%	- -	3 2%	- -	- -	1 *	2 1%	- -	- -
Buddhist	9 *	- -	1 1%	- -	1 *	- -	1 1%	3 2%	1 1%	3 1%	1 *	- -	- -
Other	23 1%	1 1%	1 1%	5 2%	3 2%	1 *	1 1%	- -	2 1%	2 1%	3 1%	2 1%	1 2%
None	858 41%	88 50%	34 40%	74 32%	69 41%	82 45%	66 43%	37 37%	88 46%	92 34%	116 41%	95 54%	16 26%
Prefer not to say	30 1%	1 1%	1 1%	5 2%	1 *	5 3%	1 1%	- -	2 1%	9 3%	2 1%	3 2%	- -

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 23

Which of the following best describes where you live?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
NET: Urban	1652	490	143	248	914	738	820	831	202	291	287	296	224	351	443	470	339	398	211	762
	80%	82%	82%	81%	79%	81%	81%	78%	87%	81%	86%	80%	73%	73%	80%	81%	79%	77%	84%	81%
Urban - Population over 10,000	844	266	83	138	464	380	438	406	137	178	149	136	87	156	240	252	162	190	108	406
	41%	44%	48%	45%	40%	42%	43%	38%	59%	50%	45%	37%	29%	33%	43%	44%	38%	37%	43%	43%
Town and Fringe	807	224	60	109	449	358	382	425	66	112	138	160	137	194	203	218	177	209	103	357
	39%	37%	35%	36%	39%	39%	38%	40%	28%	31%	41%	43%	45%	41%	37%	38%	41%	41%	41%	38%
NET: Rural	425	110	31	59	248	177	193	232	30	66	47	73	81	128	113	109	88	116	41	183
	20%	18%	18%	19%	21%	19%	19%	22%	13%	19%	14%	20%	27%	27%	20%	19%	21%	23%	16%	19%
Village	375	98	27	53	211	163	168	207	26	63	44	63	72	107	101	89	81	103	38	162
	18%	16%	16%	17%	18%	18%	17%	19%	11%	18%	13%	17%	24%	22%	18%	15%	19%	20%	15%	17%
Hamlet & Isolated Dwelling	51	12	3	6	37	14	26	25	4	4	3	10	9	21	12	19	7	13	2	21
	2%	2%	2%	2%	3%	2%	3%	2%	2%	1%	1%	3%	3%	4%	2%	3%	2%	3%	1%	2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 23

Which of the following best describes where you live?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Urban	1652 80%	141 79%	70 83%	200 86%	126 74%	151 83%	106 70%	71 71%	129 67%	264 99%	232 83%	123 69%	39 62%
Urban - Population over 10,000	844 41%	75 42%	30 35%	90 39%	58 34%	74 41%	53 35%	24 24%	51 26%	215 80%	103 37%	60 34%	13 21%
Town and Fringe	807 39%	66 37%	40 48%	110 47%	68 40%	77 42%	53 35%	48 47%	78 40%	49 18%	129 46%	63 36%	26 42%
NET: Rural	425 20%	37 21%	15 17%	32 14%	44 26%	30 17%	45 30%	29 29%	65 33%	4 1%	48 17%	55 31%	24 38%
Village	375 18%	27 15%	12 14%	28 12%	41 25%	27 15%	44 29%	25 25%	59 31%	4 1%	47 17%	47 27%	13 21%
Hamlet & Isolated Dwelling	51 2%	10 6%	3 3%	4 2%	2 1%	3 2%	1 1%	4 4%	5 3%	- -	1 *	7 4%	10 17%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 24

Which of the following best describes your current working status?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can ex- plain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
NET: Working	1196	367	116	191	666	531	605	591	130	295	265	282	171	53	389	363	268	176	251	945
	58%	61%	67%	62%	57%	58%	60%	56%	56%	82%	79%	76%	56%	11%	70%	63%	63%	34%	100%	100%
Working full time - working 30 hours per week or more	943	297	89	149	526	417	540	403	104	246	229	219	119	25	324	291	202	126	209	733
	45%	49%	51%	49%	45%	46%	53%	38%	45%	69%	69%	59%	39%	5%	58%	50%	47%	24%	83%	78%
Working part time - working between 8 and 29 hours per week	253	71	27	42	140	113	65	188	26	48	36	63	52	29	65	72	66	50	42	212
	12%	12%	15%	14%	12%	12%	6%	18%	11%	13%	11%	17%	17%	6%	12%	12%	16%	10%	17%	22%
NET: Not working	881	233	58	116	496	385	408	472	103	63	69	88	134	425	167	215	159	339	-	-
	42%	39%	33%	38%	43%	42%	40%	44%	44%	18%	21%	24%	44%	89%	30%	37%	37%	66%	-	-
Not working but seeking work or temporarily unemployed or sick	84	24	6	10	49	34	56	28	14	18	13	19	19	-	6	14	9	54	-	-
	4%	4%	3%	3%	4%	4%	6%	3%	6%	5%	4%	5%	6%	-	1%	2%	2%	11%	-	-
Not working and not seeking work/ student	162	51	12	28	97	65	79	83	85	14	13	21	29	-	24	44	21	74	-	-
	8%	9%	7%	9%	8%	7%	8%	8%	36%	4%	4%	6%	9%	-	4%	8%	5%	14%	-	-
Retired on a state pension only	163	25	6	14	79	85	58	106	-	-	-	-	6	157	13	24	20	107	-	-
	8%	4%	3%	5%	7%	9%	6%	10%	-	-	-	-	2%	33%	2%	4%	5%	21%	-	-
Retired with a private pension	320	83	24	42	190	130	198	122	-	-	1	6	51	261	98	107	75	40	-	-
	15%	14%	14%	14%	16%	14%	20%	11%	-	-	*	2%	17%	55%	18%	18%	18%	8%	-	-
House person, housewife, househusband, etc.	151	49	10	21	81	70	17	134	4	30	41	41	29	7	26	27	34	64	-	-
	7%	8%	6%	7%	7%	8%	2%	13%	2%	8%	12%	11%	10%	1%	5%	5%	8%	12%	-	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 24

Which of the following best describes your current working status?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Working	1196	100	44	132	99	109	89	57	95	180	157	96	40
	58%	56%	52%	57%	59%	60%	59%	56%	49%	67%	56%	54%	64%
Working full time - working 30 hours per week or more	943	75	32	104	86	88	71	47	72	145	118	75	29
	45%	42%	38%	45%	51%	48%	47%	47%	37%	54%	42%	42%	46%
Working part time - working between 8 and 29 hours per week	253	25	12	28	13	21	18	10	22	35	38	21	11
	12%	14%	14%	12%	8%	12%	12%	9%	12%	13%	14%	12%	18%
NET: Not working	881	77	41	100	70	72	62	44	99	88	123	82	22
	42%	44%	48%	43%	41%	40%	41%	44%	51%	33%	44%	46%	36%
Not working but seeking work or temporarily unemployed or sick	84	5	1	11	7	6	3	5	12	9	12	8	4
	4%	3%	2%	5%	4%	4%	2%	5%	6%	3%	4%	5%	7%
Not working and not seeking work/ student	162	22	8	15	15	10	12	7	13	21	22	13	5
	8%	13%	9%	6%	9%	5%	8%	7%	7%	8%	8%	7%	8%
Retired on a state pension only	163	12	10	14	7	19	13	8	23	16	22	17	1
	8%	7%	12%	6%	4%	11%	9%	8%	12%	6%	8%	9%	2%
Retired with a private pension	320	27	13	42	29	23	25	20	29	31	44	31	5
	15%	15%	16%	18%	17%	13%	16%	19%	15%	12%	16%	17%	8%
House person, housewife, househusband, etc.	151	10	9	18	12	14	9	4	21	11	23	13	7
	7%	6%	11%	8%	7%	8%	6%	4%	11%	4%	8%	8%	11%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 25

Do you work in any of the following occupations?

Base: All respondents who work

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1135	360	118	191	636	499	574	561	132	288	214	311	150	40	357	377	233	168	239	896
Weighted base	1196	367	116	191	666	531	605	591	130	295	265	282	171	53	389	363	268	176	251	945
NET: Public Sector	251 21%	63 17%	22 19%	25 13%	142 21%	109 21%	106 18%	145 25%	20 16%	65 22%	60 23%	60 21%	40 24%	6 11%	89 23%	103 28%	30 11%	30 17%	251 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	26 2%	6 2%	4 4%	4 2%	13 2%	13 2%	13 2%	12 2%	3 2%	2 1%	10 4%	6 2%	4 2%	1 2%	14 3%	11 3%	1 *	-	26 10%	-
HM Forces	6 1%	-	-	-	3 1%	3 1%	5 1%	1 *	1 1%	1 *	3 1%	1 *	-	-	1 *	1 *	3 1%	1 *	6 2%	-
National Health Service	73 6%	22 6%	11 10%	8 4%	36 5%	37 7%	23 4%	50 8%	8 6%	22 7%	18 7%	15 5%	9 5%	1 3%	24 6%	27 7%	6 2%	16 9%	73 29%	-
Universities and Academies funded by government	25 2%	4 1%	-	1 *	16 2%	8 2%	10 2%	14 2%	2 1%	11 4%	4 1%	5 2%	4 2%	-	14 4%	5 1%	5 2%	1 1%	25 10%	-
Courts service	2 *	-	-	-	1 *	1 *	2 *	-	-	-	-	2 1%	-	-	1 *	1 *	-	-	2 1%	-
Local government administration	22 2%	6 2%	3 2%	4 2%	14 2%	8 2%	11 2%	11 2%	-	8 3%	4 2%	5 2%	3 2%	1 2%	6 2%	14 4%	2 1%	-	22 9%	-
Police service	10 1%	3 1%	-	* *	7 1%	3 1%	6 1%	4 1%	-	6 2%	2 1%	* *	1 1%	-	2 *	7 2%	1 *	-	10 4%	-
Public sector housing	8 1%	3 1%	1 1%	-	1 *	7 1%	7 1%	1 *	-	3 1%	4 1%	1 *	-	1 2%	3 1%	5 1%	-	-	8 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	35 3%	11 3%	1 *	5 3%	26 4%	10 2%	10 2%	25 4%	4 3%	6 2%	6 2%	10 4%	9 5%	-	15 4%	12 3%	3 1%	5 3%	35 14%	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 25

Do you work in any of the following occupations?

Base: All respondents who work

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	1196	367	116	191	666	531	605	591	130	295	265	282	171	53	389	363	268	176	251	945
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	5 *	2 1%	1 1%	1 1%	3 *	2 *	3 1%	1 *	-	1 *	2 1%	1 *	1 1%	1 1%	1 *	2 1%	1 *	1 1%	5 2%	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	39 3%	5 1%	1 1%	2 1%	22 3%	17 3%	16 3%	23 4%	3 2%	6 2%	8 3%	14 5%	8 5%	1 2%	9 2%	16 5%	8 3%	5 3%	39 16%	-
None of the above (Private Sector)	945 79%	305 83%	94 81%	166 87%	524 79%	421 79%	499 82%	446 75%	110 84%	230 78%	205 77%	222 79%	131 76%	48 89%	300 77%	261 72%	238 89%	146 83%	-	945 100%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 25

Do you work in any of the following occupations?

Base: All respondents who work

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1135	112	38	114	95	79	88	56	114	179	144	83	33
Weighted base	1196	100	44	132	99	109	89	57	95	180	157	96	40
NET: Public Sector	251 21%	25 25%	14 31%	33 25%	23 23%	25 23%	21 24%	8 14%	19 20%	39 22%	25 16%	15 15%	4 10%
Central government including all administrative departments and central government agencies such as the Bank of England	26 2%	2 2%	2 4%	2 2%	3 3%	2 2%	1 1%	1 2%	- -	6 3%	4 3%	2 3%	1 2%
HM Forces	6 1%	-	-	-	-	-	2 2%	2 4%	1 1%	-	1 *	-	-
National Health Service	73 6%	11 11%	7 16%	9 7%	4 4%	11 10%	* 1%	2 4%	8 9%	10 5%	4 2%	5 5%	1 2%
Universities and Academies funded by government	25 2%	-	-	5 4%	3 3%	5 4%	1 1%	-	2 2%	7 4%	1 *	2 2%	-
Courts service	2 *	-	-	-	1 1%	-	-	1 2%	-	-	-	-	-
Local government administration	22 2%	1 1%	2 5%	1 1%	1 1%	2 2%	2 2%	-	2 2%	5 3%	4 3%	1 1%	-
Police service	10 1%	2 2%	-	2 1%	3 3%	-	2 2%	-	* *	1 1%	1 1%	-	-
Public sector housing	8 1%	1 1%	-	4 3%	1 1%	-	2 2%	-	1 1%	-	-	-	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	35 3%	1 1%	3 6%	2 2%	4 4%	1 1%	8 9%	1 2%	2 2%	6 3%	7 4%	1 1%	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 25

Do you work in any of the following occupations?

Base: All respondents who work

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1196	100	44	132	99	109	89	57	95	180	157	96	40
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	5 *	* *	- -	- -	2 2%	- -	1 1%	- -	1 1%	1 *	1 1%	- -	- -
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	39 3%	7 7%	- -	8 6%	2 2%	4 4%	2 3%	* 1%	2 2%	5 3%	4 2%	3 3%	2 6%
None of the above (Private Sector)	945 79%	75 75%	30 69%	98 75%	76 77%	84 77%	68 76%	49 86%	75 80%	141 78%	131 84%	81 85%	36 90%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 26

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
No children aged 18 or under	1530 74%	434 72%	131 75%	237 78%	894 77%	636 69%	763 75%	766 72%	204 88%	207 58%	146 44%	222 60%	283 93%	469 98%	387 70%	447 77%	309 72%	386 75%	150 60%	633 67%
NET: Yes	544 26%	166 28%	43 25%	68 22%	268 23%	277 30%	249 25%	295 28%	27 12%	150 42%	188 56%	146 40%	22 7%	10 2%	169 30%	129 22%	118 28%	128 25%	100 40%	309 33%
NET: Any 5-18	455 22%	133 22%	39 22%	57 19%	220 19%	235 26%	206 20%	249 23%	9 4%	101 28%	168 50%	144 39%	22 7%	10 2%	144 26%	101 17%	103 24%	107 21%	86 34%	255 27%
NET: Any 11-18	292 14%	86 14%	18 10%	36 12%	150 13%	142 16%	138 14%	154 14%	5 2%	36 10%	97 29%	125 34%	20 7%	9 2%	81 15%	64 11%	65 15%	82 16%	54 21%	165 17%
Yes - children aged under 5 years old	196 9%	72 12%	21 12%	28 9%	96 8%	100 11%	84 8%	112 11%	21 9%	105 30%	59 18%	10 3%	- -	- -	65 12%	44 8%	36 8%	51 10%	27 11%	111 12%
Yes - children aged 5 to 10 years old	248 12%	73 12%	26 15%	30 10%	112 10%	136 15%	105 10%	143 13%	7 3%	79 22%	114 34%	43 12%	4 1%	1 *	89 16%	54 9%	54 13%	51 10%	47 19%	134 14%
Yes - children aged 11 to 15 years old	209 10%	65 11%	15 9%	30 10%	101 9%	108 12%	99 10%	110 10%	4 2%	36 10%	78 23%	75 20%	13 4%	4 1%	59 11%	42 7%	48 11%	60 12%	39 16%	117 12%
Yes - children aged 16 to 18 years old	119 6%	31 5%	4 2%	10 3%	65 6%	55 6%	54 5%	66 6%	2 1%	2 1%	32 10%	67 18%	11 3%	6 1%	34 6%	31 5%	24 6%	30 6%	18 7%	69 7%
Refused	3 *	1 *	- -	1 *	* *	3 *	1 *	2 *	1 1%	1 *	- -	1 *	- -	- -	1 *	2 *	- -	* *	1 *	2 *

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 26

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
No children aged 18 or under	1530 74%	124 70%	57 68%	171 74%	123 72%	129 71%	121 80%	71 71%	140 72%	205 76%	206 74%	140 79%	43 69%
NET: Yes	544 26%	53 30%	27 32%	59 26%	47 28%	52 29%	29 19%	29 29%	54 28%	63 24%	74 26%	38 21%	19 31%
NET: Any 5-18	455 22%	43 24%	23 27%	52 22%	36 21%	45 25%	23 15%	24 23%	47 24%	54 20%	60 21%	33 19%	16 26%
NET: Any 11-18	292 14%	26 15%	10 11%	27 12%	28 17%	31 17%	15 10%	15 15%	32 16%	34 13%	40 14%	23 13%	11 17%
Yes - children aged under 5 years old	196 9%	17 9%	9 10%	15 7%	23 13%	21 12%	9 6%	8 8%	16 8%	26 10%	34 12%	10 6%	9 14%
Yes - children aged 5 to 10 years old	248 12%	23 13%	16 19%	34 15%	17 10%	26 14%	11 7%	10 10%	27 14%	27 10%	33 12%	16 9%	8 13%
Yes - children aged 11 to 15 years old	209 10%	17 9%	5 6%	19 8%	23 13%	28 15%	10 7%	8 8%	23 12%	21 8%	31 11%	17 10%	10 15%
Yes - children aged 16 to 18 years old	119 6%	12 7%	6 8%	11 5%	12 7%	6 4%	6 4%	9 9%	12 6%	13 5%	18 7%	9 5%	3 5%
Refused	3 *	* *	- -	1 1%	- -	1 *	1 *	- -	- -	* *	- -	- -	- -

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 27

Which of the following ITV regions do you live in?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Familiar	Familiar and can explain	More likely to buy MSC	Less confidence	No change/ More confidence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Anglia	225 11%	62 10%	17 10%	34 11%	126 11%	99 11%	94 9%	131 12%	23 10%	34 9%	33 10%	47 13%	32 11%	56 12%	52 9%	61 11%	44 10%	68 13%	21 8%	88 9%
Border	34 2%	11 2%	2 1%	5 2%	23 2%	10 1%	18 2%	16 1%	2 1%	3 1%	4 1%	11 3%	4 1%	9 2%	13 2%	8 1%	4 1%	8 2%	2 1%	21 2%
Central	284 14%	89 15%	26 15%	49 16%	155 13%	129 14%	148 15%	136 13%	36 15%	58 16%	36 11%	43 12%	50 16%	62 13%	64 12%	67 12%	80 19%	72 14%	38 15%	138 15%
Granada	217 10%	56 9%	15 8%	23 7%	119 10%	98 11%	106 10%	111 10%	20 8%	41 11%	37 11%	45 12%	28 9%	48 10%	56 10%	70 12%	47 11%	45 9%	32 13%	90 10%
London	371 18%	116 19%	39 22%	64 21%	191 16%	180 20%	179 18%	192 18%	50 22%	80 22%	52 16%	54 15%	50 16%	84 18%	130 23%	103 18%	67 16%	71 14%	47 19%	183 19%
Meridian	196 9%	65 11%	21 12%	33 11%	118 10%	78 8%	102 10%	93 9%	19 8%	29 8%	45 13%	36 10%	25 8%	42 9%	65 12%	48 8%	34 8%	49 9%	18 7%	100 11%
STV	158 8%	32 5%	7 4%	15 5%	88 8%	71 8%	75 7%	84 8%	19 8%	23 7%	23 7%	33 9%	22 7%	38 8%	33 6%	53 9%	33 8%	40 8%	24 9%	64 7%
Tyne Tees	86 4%	18 3%	6 3%	10 3%	47 4%	38 4%	36 4%	49 5%	12 5%	13 4%	18 5%	13 4%	11 4%	19 4%	23 4%	22 4%	12 3%	28 6%	14 5%	31 3%
Wales	99 5%	26 4%	7 4%	12 4%	48 4%	52 6%	58 6%	41 4%	8 3%	10 3%	20 6%	14 4%	23 7%	25 5%	18 3%	28 5%	22 5%	31 6%	9 4%	46 5%
West	46 2%	15 3%	6 4%	10 3%	30 3%	17 2%	28 3%	18 2%	9 4%	4 1%	10 3%	8 2%	4 1%	12 2%	14 2%	12 2%	5 1%	16 3%	7 3%	21 2%
Westcountry	105 5%	41 7%	16 9%	20 7%	69 6%	35 4%	46 5%	59 6%	14 6%	14 4%	16 5%	16 4%	13 4%	31 7%	24 4%	37 6%	18 4%	26 5%	9 4%	45 5%
Yorkshire	192 9%	56 9%	11 6%	27 9%	103 9%	89 10%	92 9%	100 9%	16 7%	37 10%	30 9%	35 9%	27 9%	47 10%	44 8%	52 9%	51 12%	45 9%	26 10%	82 9%
UTV	64 3%	13 2%	2 1%	6 2%	43 4%	20 2%	31 3%	33 3%	5 2%	12 3%	11 3%	15 4%	17 6%	4 1%	20 4%	18 3%	10 2%	16 3%	4 2%	37 4%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 27

Which of the following ITV regions do you live in?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Anglia	225 11%	-	-	-	1 1%	-	30 20%	-	175 91%	-	19 7%	-	-
Border	34 2%	18 10%	-	16 7%	-	-	-	-	-	-	-	-	-
Central	284 14%	2 1%	-	-	-	172 95%	94 62%	-	-	-	10 4%	6 4%	-
Granada	217 10%	-	-	213 92%	1 *	1 1%	-	2 2%	-	-	-	-	-
London	371 18%	-	-	-	-	2 1%	1 1%	-	16 8%	267 100%	83 30%	2 1%	-
Meridian	196 9%	-	-	-	-	-	3 2%	-	-	1 *	165 59%	26 15%	-
STV	158 8%	158 89%	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	86 4%	-	85 100%	-	1 1%	-	-	-	-	-	-	-	-
Wales	99 5%	-	-	-	-	-	-	98 97%	-	-	-	2 1%	-
West	46 2%	-	-	3 1%	1 *	5 3%	-	-	-	-	-	38 22%	-
Westcountry	105 5%	-	-	-	-	1 1%	-	1 1%	-	-	-	103 58%	-
Yorkshire	192 9%	-	-	-	166 98%	-	23 15%	-	2 1%	-	1 *	-	-
UTV	64 3%	-	-	-	-	-	-	-	-	-	1 1%	-	62 100%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Single	590 28%	195 32%	56 32%	101 33%	335 29%	256 28%	323 32%	267 25%	198 85%	147 41%	97 29%	69 19%	48 16%	32 7%	149 27%	190 33%	114 27%	137 27%	63 25%	317 34%
NET: Married/ Civil partnership/ co habiting	1213 58%	349 58%	95 55%	173 57%	684 59%	529 58%	596 59%	617 58%	35 15%	203 57%	219 66%	259 70%	182 60%	315 66%	358 64%	302 52%	274 64%	279 54%	158 63%	540 57%
Married	912 44%	251 42%	74 43%	130 42%	516 44%	397 43%	467 46%	446 42%	14 6%	106 30%	144 43%	200 54%	156 51%	293 61%	265 48%	225 39%	209 49%	214 42%	108 43%	369 39%
Civil Partnership	14 1%	6 1%	2 1%	2 1%	10 1%	4 *	11 1%	3 *	- -	5 1%	4 1%	1 *	4 1%	1 *	6 1%	2 *	- -	6 1%	2 1%	9 1%
Co Habiting	287 14%	93 15%	18 11%	41 13%	159 14%	128 14%	119 12%	168 16%	21 9%	93 26%	72 22%	57 15%	22 7%	21 4%	86 16%	75 13%	65 15%	60 12%	49 19%	161 17%
NET: Widowed/ separated/ divorced	260 13%	53 9%	22 12%	30 10%	135 12%	125 14%	87 9%	173 16%	- -	1 *	17 5%	39 10%	74 24%	130 27%	45 8%	83 14%	35 8%	97 19%	29 11%	78 8%
Widowed	78 4%	13 2%	10 6%	8 3%	42 4%	36 4%	20 2%	59 6%	- -	1 *	2 1%	3 1%	18 6%	54 11%	10 2%	29 5%	12 3%	27 5%	8 3%	12 1%
Separated	20 1%	4 1%	2 1%	2 1%	11 1%	9 1%	8 1%	12 1%	- -	- -	3 1%	6 1%	6 2%	5 1%	4 1%	5 1%	5 1%	6 1%	3 1%	8 1%
Divorced	162 8%	35 6%	10 5%	20 6%	82 7%	80 9%	59 6%	103 10%	- -	- -	12 4%	30 8%	49 16%	70 15%	32 6%	49 8%	18 4%	64 12%	19 7%	58 6%
Prefer not to answer	13 1%	4 1%	1 1%	3 1%	8 1%	5 1%	7 1%	7 1%	- -	6 2%	2 *	3 1%	1 *	1 *	4 1%	4 1%	4 1%	1 *	2 1%	10 1%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Single	590 28%	44 25%	20 24%	70 30%	41 24%	54 30%	48 32%	28 27%	41 21%	100 37%	77 27%	49 28%	18 29%
NET: Married/ Civil partnership/ co habiting	1213 58%	103 58%	52 61%	135 58%	99 59%	115 64%	89 59%	61 61%	123 64%	127 47%	167 60%	107 60%	35 56%
Married	912 44%	67 38%	34 40%	113 49%	80 47%	89 49%	68 45%	50 50%	97 50%	82 31%	120 43%	82 46%	31 50%
Civil Partnership	14 1%	3 2%	- -	- -	1 *	- -	2 1%	1 1%	3 2%	2 1%	2 1%	- -	- -
Co Habiting	287 14%	32 18%	18 21%	21 9%	18 11%	27 15%	19 13%	10 10%	24 12%	43 16%	46 16%	25 14%	4 6%
NET: Widowed/ separated/ divorced	260 13%	29 17%	13 15%	25 11%	27 16%	10 6%	14 9%	12 12%	27 14%	39 15%	36 13%	19 11%	8 13%
Widowed	78 4%	10 6%	6 7%	13 6%	7 4%	2 1%	5 3%	5 5%	6 3%	10 4%	7 2%	4 2%	4 6%
Separated	20 1%	1 *	- -	1 1%	1 1%	1 1%	1 1%	1 1%	2 1%	6 2%	1 *	2 1%	2 3%
Divorced	162 8%	18 10%	7 8%	10 5%	19 12%	7 4%	8 5%	6 6%	20 10%	24 9%	28 10%	13 7%	2 3%
Prefer not to answer	13 1%	2 1%	- -	2 1%	2 1%	2 1%	1 *	- -	1 1%	2 1%	- -	2 1%	1 2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 29

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Familiar	Familiar and can explain	More likely to buy MSC	Less confidence	No change/ More confidence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Glasgow	86 4%	16 3%	4 2%	7 2%	47 4%	38 4%	42 4%	43 4%	11 5%	12 3%	14 4%	22 6%	10 3%	17 3%	17 3%	32 6%	14 3%	24 5%	14 6%	38 4%
Edinburgh	75 4%	15 2%	3 2%	6 2%	47 4%	28 3%	36 4%	39 4%	10 4%	11 3%	9 3%	11 3%	12 4%	23 5%	21 4%	22 4%	15 3%	18 3%	11 4%	28 3%
Newcastle	93 4%	21 3%	7 4%	11 4%	54 5%	39 4%	43 4%	50 5%	11 5%	12 3%	20 6%	16 4%	13 4%	22 5%	26 5%	25 4%	14 3%	28 6%	14 5%	35 4%
Leeds	87 4%	27 4%	5 3%	13 4%	47 4%	40 4%	38 4%	49 5%	6 3%	18 5%	17 5%	15 4%	9 3%	22 5%	21 4%	21 4%	21 5%	24 5%	14 5%	40 4%
Hull	26 1%	7 1%	2 1%	3 1%	16 1%	10 1%	13 1%	13 1%	1 1%	2 1%	3 1%	4 1%	6 2%	9 2%	5 1%	3 1%	6 1%	13 3%	1 *	8 1%
Sheffield	64 3%	15 2%	2 1%	7 2%	35 3%	29 3%	34 3%	31 3%	7 3%	17 5%	9 3%	15 4%	8 3%	9 2%	12 2%	25 4%	16 4%	12 2%	10 4%	31 3%
Manchester	154 7%	34 6%	6 4%	13 4%	84 7%	69 8%	67 7%	87 8%	11 5%	32 9%	30 9%	29 8%	12 4%	39 8%	42 8%	51 9%	28 7%	33 6%	24 9%	60 6%
Liverpool	82 4%	26 4%	7 4%	9 3%	46 4%	37 4%	45 4%	37 3%	9 4%	15 4%	11 3%	16 4%	13 4%	18 4%	16 3%	25 4%	27 6%	14 3%	11 4%	42 4%
Nottingham	83 4%	35 6%	7 4%	16 5%	53 5%	30 3%	43 4%	40 4%	16 7%	14 4%	7 2%	15 4%	11 4%	21 4%	22 4%	19 3%	27 6%	14 3%	11 4%	41 4%
Birmingham	160 8%	44 7%	14 8%	28 9%	72 6%	88 10%	79 8%	80 8%	20 8%	35 10%	21 6%	23 6%	31 10%	30 6%	40 7%	33 6%	47 11%	40 8%	23 9%	80 8%
Norwich	94 5%	27 4%	4 2%	15 5%	51 4%	43 5%	43 4%	51 5%	7 3%	14 4%	16 5%	17 5%	17 6%	23 5%	22 4%	23 4%	21 5%	28 5%	11 4%	39 4%
Milton Keynes	72 3%	21 3%	10 6%	13 4%	41 3%	31 3%	32 3%	40 4%	7 3%	7 2%	13 4%	11 3%	12 4%	22 5%	15 3%	19 3%	13 3%	24 5%	6 2%	29 3%
Brighton	54 3%	18 3%	8 4%	13 4%	29 3%	25 3%	21 2%	34 3%	5 2%	10 3%	5 1%	11 3%	11 3%	13 3%	23 4%	11 2%	9 2%	12 2%	3 1%	23 2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 29

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Familiar	Familiar and can explain	More likely to buy MSC	Less confidence	No change/ More confidence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Oxford	27 1%	14 2%	- -	10 3%	12 1%	14 2%	14 1%	13 1%	3 1%	4 1%	2 1%	5 1%	3 1%	9 2%	11 2%	3 1%	2 1%	11 2%	- -	13 1%
London	451 22%	141 23%	51 30%	75 25%	241 21%	211 23%	222 22%	229 22%	57 24%	91 25%	79 24%	71 19%	56 18%	97 20%	143 26%	133 23%	84 20%	91 18%	52 21%	224 24%
Southampton	81 4%	25 4%	7 4%	9 3%	55 5%	26 3%	43 4%	37 4%	9 4%	14 4%	16 5%	13 3%	7 2%	21 4%	32 6%	20 3%	12 3%	16 3%	13 5%	40 4%
Bristol	81 4%	28 5%	12 7%	17 6%	54 5%	28 3%	43 4%	38 4%	19 8%	9 2%	19 6%	10 3%	4 1%	21 4%	24 4%	24 4%	10 2%	23 4%	11 4%	37 4%
Plymouth	51 2%	23 4%	6 4%	9 3%	40 3%	11 1%	25 2%	27 3%	2 1%	6 2%	7 2%	12 3%	11 4%	15 3%	10 2%	18 3%	11 2%	13 2%	5 2%	21 2%
Cardiff	71 3%	20 3%	8 4%	9 3%	31 3%	40 4%	46 5%	25 2%	4 2%	9 2%	15 4%	11 3%	16 5%	18 4%	11 2%	22 4%	14 3%	24 5%	6 2%	32 3%
Belfast	62 3%	13 2%	2 1%	6 2%	43 4%	19 2%	30 3%	33 3%	5 2%	10 3%	11 3%	15 4%	17 6%	4 1%	20 4%	18 3%	9 2%	16 3%	4 2%	36 4%
None of these	122 6%	31 5%	7 4%	17 5%	64 5%	59 6%	55 5%	67 6%	12 5%	17 5%	10 3%	29 8%	26 9%	27 6%	23 4%	32 6%	29 7%	38 7%	9 3%	48 5%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 29

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Glasgow	86 4%	86 48%	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	75 4%	75 42%	-	-	-	-	-	-	-	-	-	-	-
Newcastle	93 4%	-	81 96%	12 5%	-	-	-	-	-	-	-	-	-
Leeds	87 4%	-	2 2%	-	85 50%	-	-	-	-	-	-	-	-
Hull	26 1%	-	-	-	26 15%	-	-	-	-	-	-	-	-
Sheffield	64 3%	-	-	-	50 30%	-	14 9%	-	-	-	-	-	-
Manchester	154 7%	-	-	135 58%	*	16 9%	1 *	1 1%	-	-	-	-	-
Liverpool	82 4%	-	-	67 29%	-	1 1%	-	14 14%	-	-	-	-	-
Nottingham	83 4%	-	-	-	3 2%	4 2%	73 48%	-	1 *	-	2 1%	-	-
Birmingham	160 8%	-	-	-	-	145 80%	10 7%	1 1%	2 1%	-	-	1 1%	-
Norwich	94 5%	-	-	-	-	-	-	-	93 48%	-	1 *	-	-
Milton Keynes	72 3%	-	-	-	-	-	31 21%	-	28 14%	-	13 5%	-	-
Brighton	54 3%	-	-	-	-	-	-	-	-	-	54 19%	-	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 29

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Oxford	27 1%	-	-	-	-	3 2%	3 2%	-	-	-	17 6%	3 2%	-
London	451 22%	-	-	-	-	-	2 1%	-	51 27%	268 100%	126 45%	4 2%	-
Southampton	81 4%	-	-	-	-	-	-	-	-	-	56 20%	24 14%	-
Bristol	81 4%	-	-	-	-	2 1%	-	2 2%	-	-	1 *	76 43%	-
Plymouth	51 2%	-	-	-	-	-	-	-	-	-	-	51 29%	-
Cardiff	71 3%	-	-	-	-	-	-	70 70%	-	-	-	* *	-
Belfast	62 3%	-	-	-	-	-	-	-	-	-	-	-	62 100%
None of these	122 6%	17 9%	2 2%	18 8%	4 2%	9 5%	17 11%	11 11%	19 10%	-	8 3%	17 10%	-

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector		
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896	
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945	
Up to £7,000	(3.5) 4%	91 3%	20 3%	6 3%	8 3%	41 4%	50 5%	35 3%	56 5%	21 9%	9 2%	16 5%	15 4%	22 7%	8 2%	4 1%	15 3%	6 1%	66 13%	3 1%	25 3%
£7,001 to £14,000	(10.5) 14%	287 12%	74 11%	19 12%	37 12%	147 13%	140 15%	131 13%	156 15%	20 9%	29 8%	40 12%	42 11%	61 20%	95 20%	15 3%	67 12%	49 11%	156 30%	15 6%	84 9%
£14,001 to £21,000	(17.5) 18%	375 14%	84 13%	23 12%	38 12%	189 16%	186 20%	174 17%	201 19%	17 7%	40 11%	53 16%	49 13%	76 25%	141 29%	54 10%	107 19%	83 19%	131 25%	42 17%	113 12%
£21,001 to £28,000	(24.5) 17%	350 15%	92 14%	25 14%	47 15%	190 16%	160 17%	204 20%	146 14%	31 13%	41 11%	71 21%	60 16%	45 15%	102 21%	82 15%	118 20%	98 23%	52 10%	40 16%	162 17%
£28,001 to £34,000	(31) 13%	278 14%	83 15%	26 14%	43 14%	171 15%	107 12%	144 14%	133 13%	18 8%	45 12%	53 16%	64 17%	46 15%	53 11%	74 13%	85 15%	67 16%	51 10%	34 14%	155 16%
£34,001 to £41,000	(37.5) 8%	156 7%	44 10%	17 8%	25 8%	96 8%	60 7%	90 9%	66 6%	13 5%	27 8%	27 8%	29 8%	29 10%	32 7%	63 11%	40 7%	34 8%	18 3%	21 8%	95 10%
£41,001 to £48,000	(44.5) 4%	86 5%	30 6%	10 5%	16 5%	54 5%	32 3%	40 4%	46 4%	14 6%	24 7%	19 6%	18 5%	6 2%	4 1%	33 6%	31 5%	18 4%	4 1%	19 8%	55 6%
£48,001 to £55,000	(51.5) 4%	83 5%	32 6%	10 6%	17 6%	50 4%	33 4%	38 4%	45 4%	14 6%	33 9%	10 3%	20 5%	3 1%	4 1%	37 7%	22 4%	23 5%	1 *	23 9%	51 5%
£55,001 to £62,000	(58.5) 2%	46 2%	11 2%	4 2%	8 2%	28 2%	19 2%	21 2%	25 2%	6 3%	20 5%	10 3%	10 3%	- -	1 *	29 5%	14 2%	3 1%	- -	13 5%	31 3%
£62,001 to £69,000	(65.5) 2%	39 3%	20 3%	4 2%	13 4%	30 3%	9 1%	22 2%	17 2%	15 6%	13 4%	6 2%	6 2%	- -	- -	25 4%	8 1%	4 1%	2 *	7 3%	26 3%
£69,001 to £76,000	(72.5) 2%	39 3%	18 4%	7 4%	11 4%	19 2%	20 2%	16 2%	23 2%	7 3%	20 5%	2 1%	9 2%	2 1%	- -	31 6%	5 1%	2 1%	1 *	8 3%	26 3%
£76,001 to £83,000	(79.5) 1%	28 1%	8 1%	1 1%	4 1%	18 2%	10 1%	16 2%	12 1%	5 2%	10 3%	9 3%	4 1%	- -	- -	19 3%	2 *	8 2%	- -	6 3%	20 2%
£83,001 or more	(86) 3%	57 4%	24 6%	10 4%	12 4%	43 4%	14 2%	24 2%	33 3%	16 7%	19 5%	6 2%	17 5%	- -	- -	43 8%	11 2%	2 1%	1 *	9 4%	37 4%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can exp- lain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
Prefer not to answer	162 8%	59 10%	13 7%	28 9%	87 8%	75 8%	58 6%	105 10%	36 15%	29 8%	14 4%	29 8%	16 5%	39 8%	47 9%	54 9%	30 7%	31 6%	11 4%	66 7%
Average income (£000's)	29.37	32.84	34.44	34.39	31.24	26.99	29.62	29.13	37.08	39.71	29.48	32.34	21.46	21.02	43.15	28.52	27.98	16.96	36.68	34.70

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	Region												
		Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Unweighted base	2077	205	78	213	178	144	149	114	227	275	277	164	53	
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62	
Up to £7,000	(3.5) 4%	91 4%	8 5%	5 6%	10 4%	7 4%	8 5%	7 5%	9 9%	7 4%	9 3%	11 4%	7 4%	3 5%
£7,001 to £14,000	(10.5) 14%	287 14%	29 16%	15 17%	29 13%	23 17%	18 13%	18 12%	18 18%	28 15%	30 11%	33 12%	26 15%	9 15%
£14,001 to £21,000	(17.5) 18%	375 18%	31 18%	16 19%	44 19%	31 18%	45 25%	26 17%	24 24%	51 26%	34 13%	42 15%	25 14%	5 7%
£21,001 to £28,000	(24.5) 17%	350 17%	43 24%	12 14%	34 15%	26 16%	34 19%	26 17%	23 23%	26 14%	42 16%	44 16%	33 19%	6 10%
£28,001 to £34,000	(31) 13%	278 13%	23 13%	12 15%	36 16%	24 14%	20 11%	20 13%	14 13%	31 16%	21 8%	38 13%	28 16%	11 18%
£34,001 to £41,000	(37.5) 8%	156 8%	14 8%	7 8%	17 7%	9 5%	10 5%	9 6%	6 6%	14 7%	16 6%	25 9%	21 12%	8 12%
£41,001 to £48,000	(44.5) 4%	86 4%	8 5%	4 5%	9 4%	7 4%	1 1%	6 4%	3 3%	3 2%	21 8%	13 5%	8 5%	2 4%
£48,001 to £55,000	(51.5) 4%	83 4%	6 3%	1 1%	15 6%	6 4%	10 5%	4 3%	- -	9 5%	7 3%	12 4%	6 4%	6 10%
£55,001 to £62,000	(58.5) 2%	46 2%	1 1%	1 1%	4 2%	5 3%	2 1%	5 3%	- -	5 3%	19 7%	3 1%	- -	1 2%
£62,001 to £69,000	(65.5) 2%	39 2%	3 2%	- -	7 3%	3 2%	- -	- -	- -	1 *	9 3%	9 3%	3 2%	4 6%
£69,001 to £76,000	(72.5) 2%	39 2%	1 1%	1 1%	3 1%	5 3%	3 2%	3 2%	- -	2 1%	13 5%	9 3%	- -	- -
£76,001 to £83,000	(79.5) 1%	28 1%	- -	1 1%	7 3%	3 2%	2 1%	3 2%	- -	- -	4 1%	8 3%	- -	- -
£83,001 or more	(86) 3%	57 3%	2 1%	3 4%	3 1%	2 1%	8 5%	3 2%	- -	3 2%	16 6%	9 3%	4 2%	2 3%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
Prefer not to answer	162 8%	9 5%	8 9%	13 6%	11 6%	16 9%	19 13%	4 4%	11 6%	27 10%	25 9%	16 9%	4 7%
Average income (£000's)	29.37	25.75	26.57	30.27	28.85	27.78	28.94	20.74	26.32	36.58	32.59	27.48	32.49

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Total	MSC			Impact		Gender		Age						Social Grade				Employment Sector	
		Fami- liar	Fami- liar and can ex- plain	More likely to buy MSC	Less confi- dence	No cha- nge/ More confi- dence	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2077	612	181	313	1159	918	1025	1052	264	368	289	428	291	437	529	611	391	546	239	896
Weighted base	2077	600	174	306	1162	915	1014	1063	233	357	334	370	305	478	556	579	427	515	251	945
NET: Yes	452 22%	116 19%	33 19%	60 19%	254 22%	198 22%	226 22%	226 21%	46 20%	45 13%	63 19%	88 24%	82 27%	130 27%	73 13%	97 17%	87 20%	194 38%	37 15%	103 11%
Yes - physical condition	250 12%	60 10%	21 12%	35 11%	143 12%	106 12%	123 12%	126 12%	10 4%	16 4%	23 7%	44 12%	59 19%	98 21%	30 5%	48 8%	53 12%	118 23%	12 5%	47 5%
Yes - mental condition	185 9%	44 7%	6 3%	16 5%	97 8%	89 10%	86 8%	99 9%	34 15%	30 8%	42 13%	50 14%	18 6%	11 2%	29 5%	40 7%	27 6%	89 17%	17 7%	53 6%
Yes - disability	153 7%	40 7%	12 7%	23 7%	85 7%	67 7%	90 9%	63 6%	5 2%	6 2%	18 5%	34 9%	41 13%	49 10%	22 4%	28 5%	26 6%	76 15%	10 4%	21 2%
Yes - other	30 1%	10 2%	4 3%	8 3%	16 1%	15 2%	22 2%	8 1%	5 2%	* *	5 2%	7 2%	3 1%	10 2%	5 1%	8 1%	5 1%	12 2%	4 2%	4 *
No	1582 76%	471 79%	137 79%	241 79%	887 76%	695 76%	766 76%	816 77%	181 78%	305 85%	266 79%	270 73%	217 71%	343 72%	476 86%	475 82%	330 77%	301 59%	212 84%	820 87%
Prefer not to say	43 2%	13 2%	3 2%	6 2%	21 2%	22 2%	21 2%	22 2%	6 3%	7 2%	6 2%	12 3%	6 2%	5 1%	7 1%	6 1%	10 2%	19 4%	2 1%	22 2%

Sustainable Fishing Survey

ONLINE Fieldwork: 16th-17th August 2017

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Region												
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
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Weighted base	2077	177	85	232	169	181	151	101	193	268	280	177	62
NET: Yes	452 22%	48 27%	19 23%	55 24%	29 17%	34 19%	38 25%	23 22%	52 27%	47 17%	55 20%	43 24%	10 17%
Yes - physical condition	250 12%	29 16%	14 17%	24 10%	19 11%	19 11%	21 14%	16 16%	29 15%	20 7%	31 11%	24 13%	3 4%
Yes - mental condition	185 9%	19 11%	9 11%	23 10%	10 6%	18 10%	17 11%	6 6%	18 9%	17 7%	26 9%	17 9%	5 8%
Yes - disability	153 7%	17 10%	7 8%	27 12%	5 3%	8 5%	16 10%	12 12%	16 8%	11 4%	17 6%	14 8%	3 5%
Yes - other	30 1%	4 2%	-	1 1%	1 1%	2 1%	5 3%	2 2%	8 4%	3 1%	1 1%	2 1%	-
No	1582 76%	129 73%	64 75%	172 74%	137 81%	141 78%	110 73%	75 75%	135 70%	213 80%	222 79%	132 74%	51 82%
Prefer not to say	43 2%	1 *	2 2%	5 2%	4 2%	6 3%	3 2%	3 3%	6 3%	8 3%	3 1%	3 2%	1 1%