

Methods

- Commissioned by Eurogroup for Animals & Compassion in World Farming
- Online poll conducted by ComRes in May 2018
- 1,000 adult respondents in each of Czechia, France, Germany, Italy, The Netherlands, Poland, Spain, Sweden & UK.

Results & Conclusions

1. People know fish are sentient and want them to be protected.

Agree that fish...		Fish welfare should be protected...	
feel pain	73%	better than it is now	79%
are sentient	65%	the same as other animals we eat	79%
feel negative emotions	65%		
feel positive emotions	55%		

2. People know what fish welfare is.

Think the following essential or important for fish welfare...

Clean water	95%	Minimum suffering	89%
Fish health	94%	Humane slaughter	89%
Natural behaviours	93%	Enjoying life	82%

3. People need welfare guarantees on fish products.

79% want welfare guarantees on seafood labels. Recognising welfare to indicate the following are...

High product quality	50%	Fish was well treated	36%
Caught or farmed sustainably	41%	More nutritious	23%
Better taste	40%	Other	1%
Better freshness	39%	None of these	6%
Food safety	38%		

4. Welfare is a central sustainability concept.

The term 'sustainable' on a fish product should tell the consumer that...

fish could behave naturally	70%	slaughter was quick and painless	57%
bycatch was avoided	69%	feed not from overfished population	54%
pollution was minimised	69%	no slave or child labour used	53%
species isn't over-fished	68%	good working conditions and pay	49%