Research carried out by ComRes on behalf of Eurogroup for Animals and Compassion in World Farming between 30th April and 8th May 2018 using internet polling. 9,047 adults across the UK, Germany, France, Italy, Spain, Poland, Sweden, The Netherlands, and Czechia responded. Data tables can be viewed at www.comresglobal.com.

People know that fish are sentient and that they feel pain, and think that the welfare of fish should be better protected. 79% of people believe that the welfare of fish should be better protected than it is now.

People are looking for welfare when they look for fish products, as it is an indication of the most important product attributes: quality and sustainability.

The following percentages of people think the benefits of choosing higher welfare fish products are:

- High product quality: 50%
- Caught or farmed sustainably: 41%
- Better taste: 39%
- Better freshness: 38%
- Food safety: 33%
- More nutritious: 23%
- None of these: 1%
- Other: 1%

79% of people would like to see information about the fish’s welfare on the product label, with preferences evenly split between a standalone welfare label and as part of other labels.

People have a clear view of what fish welfare represents for them. 95% of people think clean water is important for fish welfare, followed by fish health (94%), natural behaviours (93%), minimum suffering (89%), humane slaughter (89%), and enjoying life (82%). *(and 45% think this is the most important factor)*

Welfare is firmly rooted in people’s understanding of what ‘sustainable’ fish is. They think it is more central to what the term ‘sustainability’ indicates to the consumer than issues such as slave labour and working conditions, which have been incorporated into existing standards.

When asked what “sustainability” should mean, 70% of people say it should guarantee that farmed fish can behave naturally. All other welfare, environmental and social aspects ranked lower.

As many people recognise ‘sustainable’ fish to mean that a farmed fish was kept in conditions that allow natural behaviours (59%), as recognise ‘sustainable’ fish to mean that a wild species is not currently over-fished (59%).