

Highlights of the ASC Global Consumer Survey 2024

Focus on recognition of certifications

16 July 2024



Setting The
Standard for
Seafood



Second global consumer survey conducted by the Conversation Studio on behalf of ASC

Methodology

- Bi-annual multi-market, quantitative online consumer survey.
- Selection of respondents: people buying seafood at least once every two months.
- Fieldwork conducted November 2023 – January 2024.
- Fieldwork across 14 countries with 15,483 respondents (N ≈ 1000 per country; US: N = 2000).

14 developed countries across the world

Introduction and methodology

North America



Europe

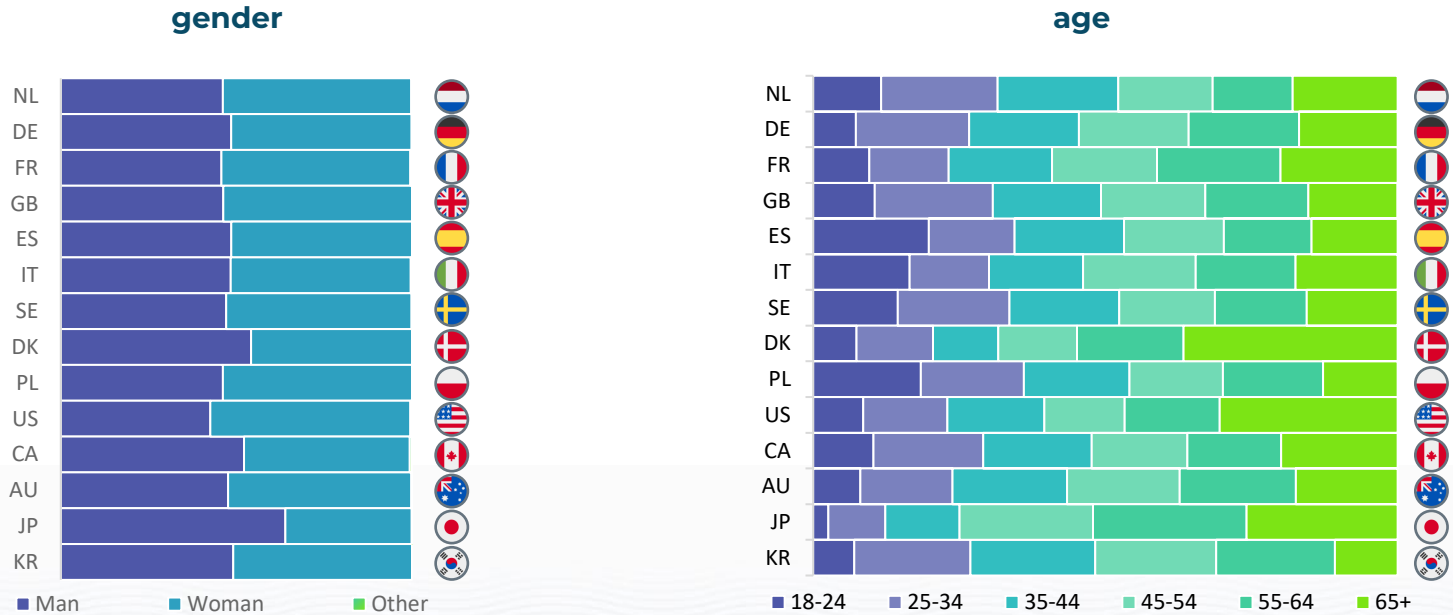


Asia-Pacific



Balanced sample across gender and age

Introduction and methodology



Certification Brands

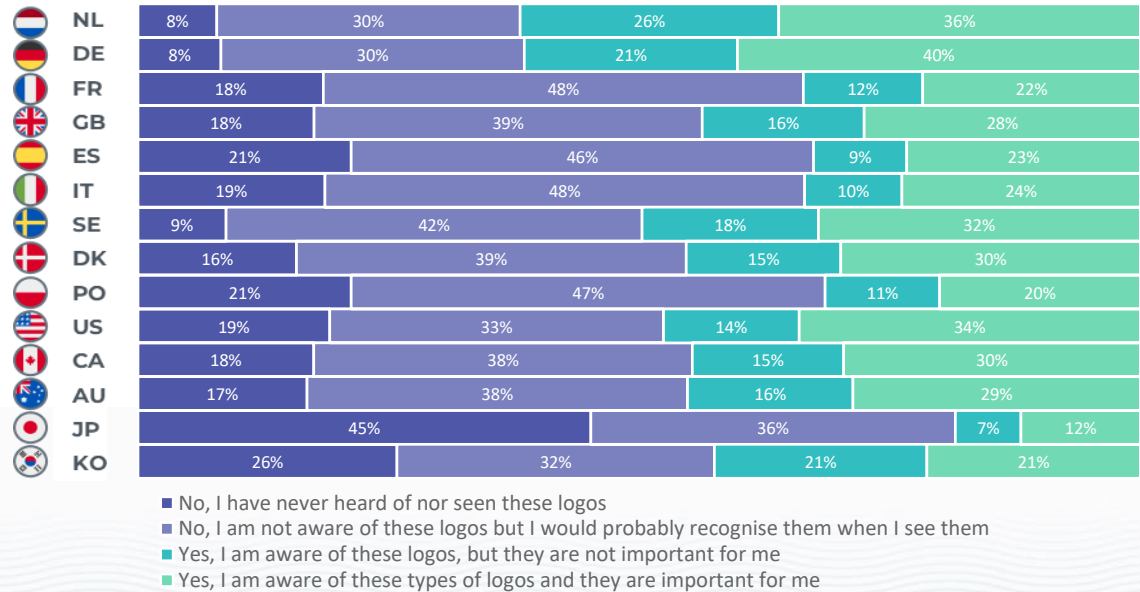


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Per country: Awareness and importance of certification logos

- Netherlands and Germany have the lowest percentage of consumers who are not aware of certification logos.
- Lowest awareness of certification logos is in Southern and Eastern Europe and Japan.
- Only 19% of Japanese consumers are aware of logos, and 7% do not find them important.

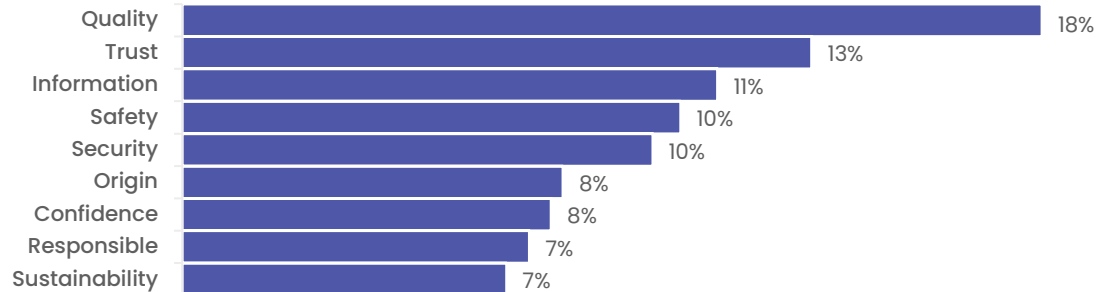
Certification logo awareness and importance per country



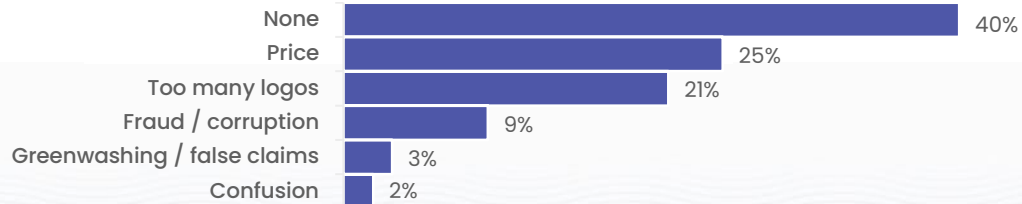
Global: Positive and negative aspects associated with certification logos

- Consumers associate certification logos with higher-quality seafood, greater trustworthiness, and safety/security.
- While many do not think there are any negative aspects, some consumers associate certification logos with higher price.

Positive associations with logos



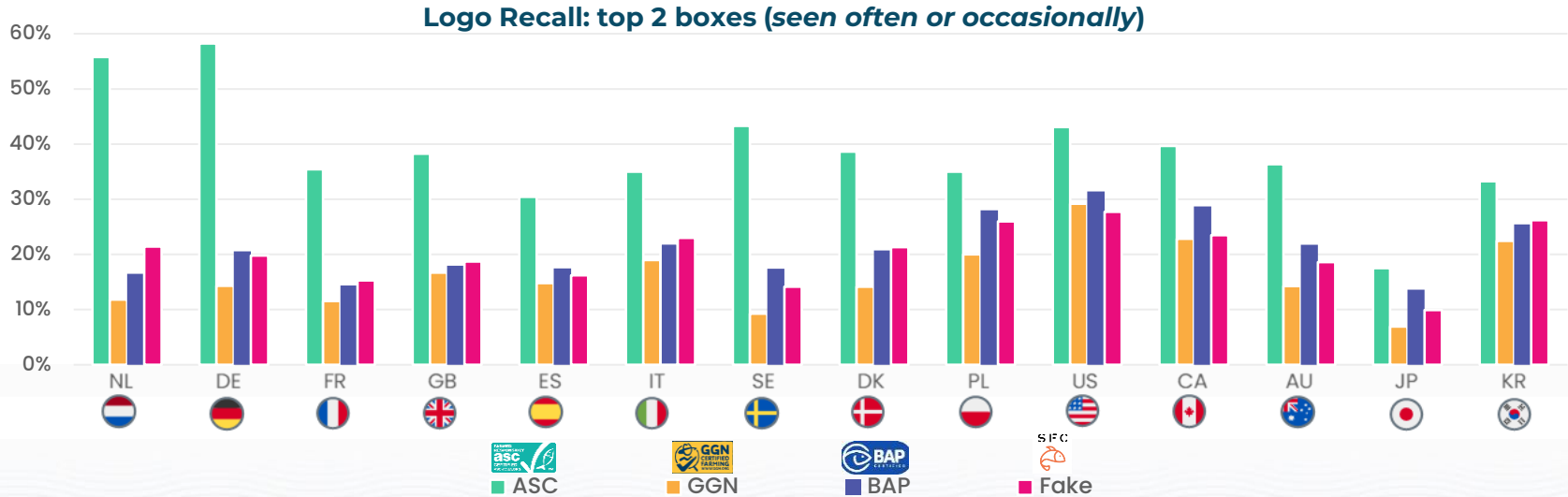
Negative associations with logos



What do you think are the positive aspects or positive effects of adding independent certification logos to the packaging of fish/seafood? And any negative aspects? N= 15483

Per country: Recall of certification logos

The ASC logo is significantly more recalled (remembered) in each of the 14 countries surveyed.

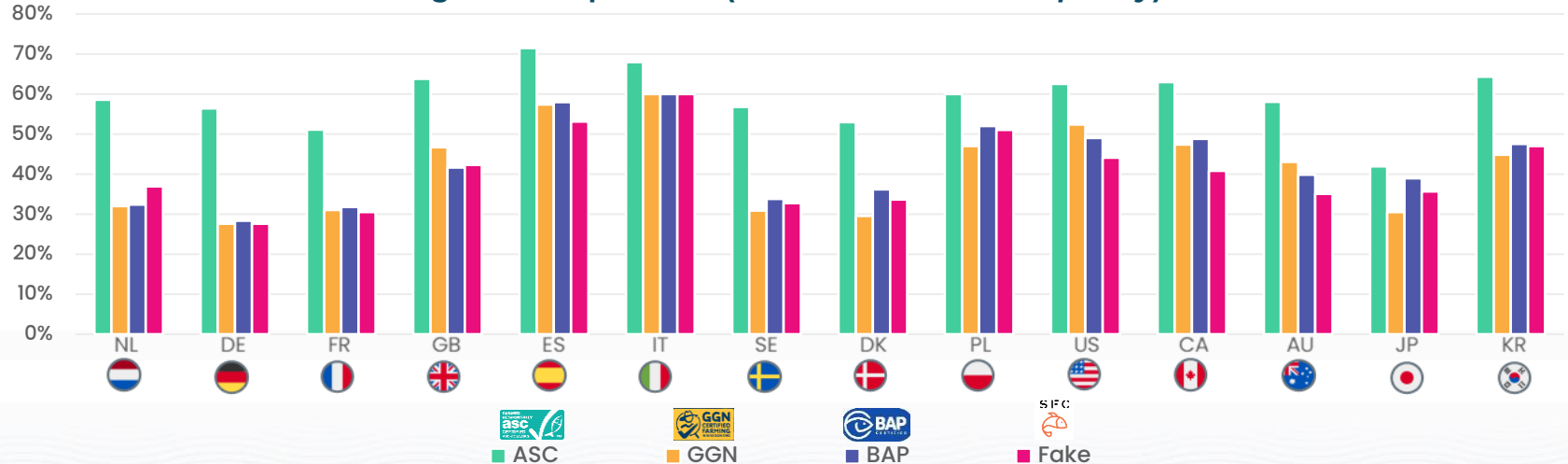


Think about the fish/seafood you bought at your grocery store. Do you remember seeing this logo? If yes, how often? N= 15843

Per country: Trust per certification logo

The ASC logo is significantly more trusted in each of the 14 measured countries.

Logo Trust: top 2 boxes (trust somewhat or completely)



And if you saw this logo on a fish/seafood product, how much would you trust it?

Sources of Information



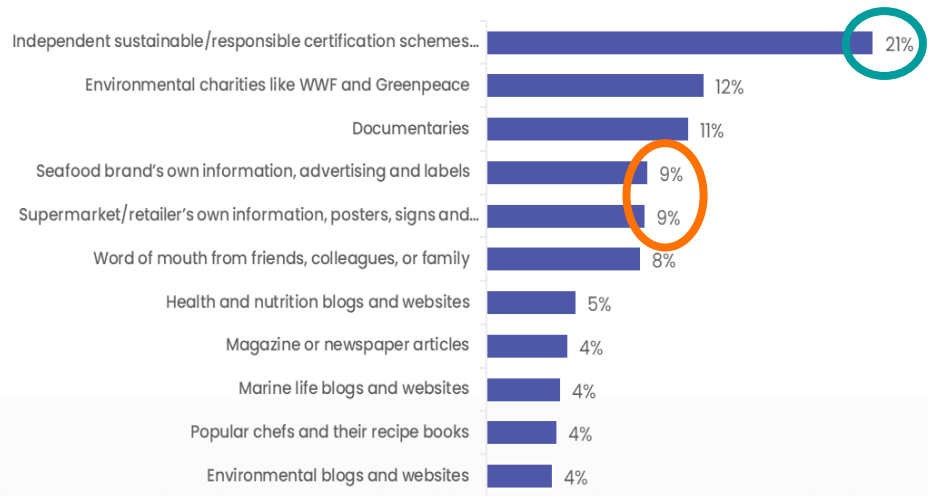
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Global: Most and least trusted sources of sustainable seafood

Prompted

- Consumers trust independent certification schemes the most. This is across all 14 countries surveyed.
- Supermarkets and seafood brands score significantly less than certification schemes and NGOs

Sources of seafood information with highest level of trust



You will now be shown a number of sources that provide information on sustainable fishing.
Which source of information do you trust the most? N= 15483

Thank you



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