Go Fish!
Seafood in my community and in the EU
A 1-2 class period investigation

Student Presentation begins on slide 8

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Goals of this lesson:

● **Introduce students to the concept of the EU**
  ○ The EU is a coalition of 27 member states (countries)

● **Compare students’ own culture to the culture of the EU.**
  ○ Identify similarities and differences
  ○ Identify factors that may influence culture
  ○ Understand cultural differences are not ‘good / bad’ or ‘right / wrong’, they are just different

● **Evaluate the competing interests of different groups**
  ○ Identify several different interest groups and their needs
  ○ Explain how the needs of different groups may compete
  ○ Propose solutions to a
  ○ Recognize the EU must balance the interests and needs of all 27 member states

● **Understand some principles of statistics and surveys**
  ○ Sample size impacts reliability
  ○ Statistical significance - not all differences are statistically meaningful
# Resource Links

**Lesson files and student handouts**

- Google folder with all files
- Student survey Google Form
- Student Handout
- Country Sheet: Portugal
- Country Sheet: Hungary
- Fishing Opportunities in the EU video
- My Ocean is #Our Ocean video

**Sources**

- Eurobarometer website
- Eurobarometer report: EU Consumer Habits regarding fishery and aquaculture products
- Report summary
- Report Infographic
- Council of the EU Youtube Channel
- European Commission Youtube Channel
I.1.3 Analyze details, central ideas and inferences from sources using discipline-specific strategies.
I.1.5 Identify evidence that draws information from multiple perspectives.
I.1.10 Identify challenges and opportunities created in addressing local, state, tribal, regional, national, and/or global issues.
I.1.11 Use a range of civic approaches to address problems being investigated.

7.B.1.1 Compare major elements of culture in various modern societies around the world.

7.C&G.1.3 Deconstruct changes of various modern governments in terms of the benefits and costs to its citizens.
7.C&G.1.4 Summarize new ideas that changed political thought in various nations, societies and regions.

7.E.1.2 Explain how national and international economic decisions reflect and impact the interdependency of societies.
7.E.1.3 Summarize the economic activity fostered by various economic systems.

7.G.1.2 Explain reasons why societies modify and adapt to the environment.

7.H.1.3 Compare individual and societal responses to globalization in various regions and societies.
7.H.1.4 Critique the effectiveness of cooperative efforts and consensus-building among nations, regions, and groups from various perspectives.
Instructions for the teacher

1. Make a copy of this google form, and administer it to your students. (The google survey is an abbreviated version of the EU survey on consumer habits regarding fish and aquaculture products)
2. On applicable slides, copy and paste the relevant results from your class google survey. (click here for a tutorial)
3. Have students complete the student handout as they view the slideshow. This step can be completed individually or as a class.
4. Discuss. Suggested discussion points are on the next slide.
Discussion points for the teacher

Points to keep in mind during the discussion, and suggested student prompts

Discussion questions related to Cultural Comparison and Differing Opinions

- How do opinions about seafood in the EU compare to attitudes in our community? What are some possible reasons for this?
- How strongly is proximity to the ocean correlated with opinions toward seafood? (Note: Czech Republic is landlocked but has high seafood consumption / Bulgaria has coastline but has low consumption.) Discuss why this might be.
- Discuss the idea of ‘sample size’. What is the sample size of the EU survey? What is our sample size? How might the sample size impact survey results?
- Do you think our community results would change if we surveyed more people? What if we surveyed our parents? Other demographic groups? Our state? Our nation?
- Look at the data again. How did fish consumption change in the EU from 2018-2021? What are some possible reasons for this?
- Discuss the concept of ‘statistical significance’ - was this a statistically significant change?
Discussion points for the teacher

Discussion questions related to Competing Interests

- What are the different interest groups related to fishing and aquaculture? What does each group want or need? Where do these needs conflict?
- How does the EU address these different interests?
- Why would the EU want to know the information in the survey? Specifically, why might they ask people about their opinions on:
  - where people consume seafood?
  - reasons people do / don’t consume seafood?
  - farmed vs. wild seafood?
  - what should be on product packaging?
Go Fish!
Seafood in my community and in the EU
How often do you eat seafood at home?

Our Class

The EU

Nearly two-thirds of Europeans say they eat fishery or aquaculture products at home at least once a month.

- At least once a week: 41%
- At least once a month, but less than once a week: 29% (2018) vs 31% (2021)
- Several times a year, but less than once a month: 14%
- Less than once a year: 19%
How often do you eat seafood at restaurants?

Our Class

Insert your class results here

The EU

Slightly more than one fifth of Europeans say they eat fishery or aquaculture products at restaurants and other food outlets at least once a month.

- At least once a week: 11%
- At least once a month, but less than once a week: 21%
- Several times a year, but less than once a month: 28%
- Less than once a year: 14%
Why do people buy seafood?

Our Class

Insert your class results here

The EU

The product’s appearance is the key factor when buying fishery and aquaculture products...

58% (-1 pp. since 2018)

Almost as important:

Cost 54% (+2 pp. since 2018)

Origin 49% (+8 pp. since 2018)
Why do people NOT eat seafood?

Our Class

The EU

Insert your class results here

...However, their taste, smell or appearance is also the reason for almost never or never eating them.

40% (−9 pp. since 2018)

Significantly less mentioned:

Too expensive

24% (+8 pp. since 2018)

Unfamiliar with products

22% (+6 pp. since 2018)
Do you prefer wild or farmed seafood?

Our Class

Insert your class results here

The EU

QD7 Fishery and aquaculture products can be wild or farmed. Would you say that...

(% - EU)

- You do not know if the products you buy or eat are wild or farmed 15 (+4)
- You have no preference 30 (-2)
- You prefer farmed products 7 (-3)
- You prefer wild products 32 (-3)
- It depends on the type of product 16 (+4)
- Don't know 0 (-1)

Base: Respondents who buy or eat FAPs at least several times a year (22,844)
What should appear on seafood labels?

Our Class

Insert your class results here

The EU

- The "use by" or "best before" date
- The name of the product and the species
- Whether it is a wild or farmed product
- The area of catch or production
- Whether the product was previously frozen
- The environmental impact
- The fishing gear (e.g., longlines, trawls) used to catch the product

Other (spontaneous): 0
None (spontaneous): 0
Don't know: 1

Base: Respondents who buy or eat FAPs at least several times a year (22,844)
Opinions in different EU member states
Which EU member states consume the most seafood?

Which consume the least?

What might be some reasons for these differences?
Which EU member states consume the most seafood?

Which consume the least?

What might be some reasons for these differences?
Biggest vs. Smallest Fish-Eaters

Biggest Consumer: Visit the Portugal Country sheet at this link

Smallest Consumer: Visit the Hungary Country sheet at this link

Choose one data point, and compare Portuguese vs. Hungarian statistics
Competing Interests
Competing Interests

The EU must balance the needs of all 27 member nations.

You will watch 2 short videos related to fishing policy. As you watch, list the different groups that are impacted by EU actions.
Fishing Opportunities in the EU

“This clip explains how fishing opportunities are fixed for the European Union.”

Member States have to decide how much fish and of what kind.
My Ocean is #Our Ocean

Promo for the 2017 “Our Ocean” conference in Malta
Competing Interests

The EU must balance the needs of all 27 member nations.

What groups are impacted by fishing policy? How can the EU balance these interests? (discuss)

- Fisherman (and fishing communities) who rely on seafood to earn a living
- Each EU member nation’s opinion
- Consumers who enjoy or need to eat seafood
- Protecting the ocean and the environment
- Sustaining seafood levels for the future
Conclusions

The European Union (EU) is a coalition of 27 member states (countries).

The member states work together to solve common problems.

The EU must balance the (sometimes competing) interests of all member states.

Culture is influenced by many factors, including geography, climate, history, economics, and tradition.

Cultural differences are not ‘good’ or ‘bad’ - they are just different!

Looking at other cultures can help you better understand yourself.
THANKS!

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Go Fish! Seafood in my community and in the EU

Part 1: Cultural Comparison
As you examine the slides comparing your community with the EU, complete the Venn Diagram to show which opinions about seafood your community shares with the EU and which are different.

My community

The EU

What observations or conclusions can you draw from this evidence?

1.

2.

How might sample size (the number of people answering the survey question) impact these results?

Part 2: Different Opinions
How do Portuguese and Hungarian viewpoints differ on fish and seafood consumption? Choose one data point from each country sheet and compare.

Portugal country sheet
Hungary country sheet

Data point: _______________________

The Portuguese viewpoint:

The Hungarian viewpoint:

The overall EU viewpoint:
**Go Fish! (continued)**

**Part 3: Competing Interests**
As you watch the two videos, list the different groups the EU must think about as it creates fishing regulations.

### Discuss:
Complete this chart listing five important groups and their concerns related to fishing regulations:

<table>
<thead>
<tr>
<th>Interest group</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerns</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Analysis:
How does the EU address the concerns of all its citizens? Why is an organization like the EU beneficial?
Go fish!

How do you feel about fish?

1. Name

2. Class period

3. How often do you eat fish or seafood at home?
   
   Mark only one oval.
   
   [ ] at least once a week
   [ ] at least once a month
   [ ] several times a year
   [ ] less than once a year
   [ ] never

4. How often do you eat fish or seafood at a restaurant?
   
   Mark only one oval.
   
   [ ] at least once a week   Skip to question 5
   [ ] at least once a month   Skip to question 5
   [ ] several times a year   Skip to question 5
   [ ] less than once a year   Skip to question 6
   [ ] never                  Skip to question 6

For students who eat some seafood
5. When you buy fish or seafood, which factors are the most important to you? (Choose 3)

*Check all that apply.*

- The product's appearance (freshness, presentation)
- The cost of the product
- The origin of the product
- The brand or quality labels
- How easy and quick it is to prepare
- The environmental, ethical, or social impact
- Other
- None
- Don't know

*for students who eat seafood less than once a year or never*

6. What are the main reasons you never or almost never eat fish or seafood? (choose all that apply)

*Check all that apply.*

- You do not like the taste, smell, or appearance of these products
- They are too expensive
- You are not used to these products
- You are vegetarian or vegan
- Because of health concerns (such as allergies or contamination by metals)
- Because of environmental concerns
- They are too difficult to prepare or eat (for example, removing bones or shells)
- Fish deteriorate quickly
- They are not available in your area
- Other
- None
- Don't Know

*Fish and Seafood production*
7. Fish and seafood products can be wild or farmed. Would you say that...

*Mark only one oval.*

- [ ] you prefer wild products  
  *Skip to question 7*
- [ ] you prefer farmed products  
  *Skip to question 7*
- [ ] you have no preference  
  *Skip to question 7*
- [ ] you do not know if the products you buy are wild or farmed  
  *Skip to question 7*
- [ ] it depends on the type of product  
  *Skip to question 7*
- [ ] don’t know  
  *Skip to question 7*

8. What information do you feel should be mentioned on the label of fish or seafood products? (choose all that apply)

*Check all that apply.*

- [ ] The "use by" date
- [ ] The name of the product and the species
- [ ] Whether it is a wild or farmed product
- [ ] The area of catch or production
- [ ] Whether the product was previously frozen
- [ ] The environmental impact
- [ ] The fishing gear used to catch the product
- [ ] Other
- [ ] None
- [ ] Don’t Know

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*Google Forms*
CONSUMPTION HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

QD1. How frequently do you ...
(%)  33  31  19  5  11  1  65  21  10  2  0
Eat fishery or aquaculture products at home

QD1TT. How frequently do you...
(%)  7  14  30  21  27  1  55  20  12  2  0
Eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands etc.)

Base: All respondents (26,669)

QD4. How frequently have you eaten each of the following types of fishery and aquaculture products over the last 12 months?
(%)  3  15  21  24  22  15  16  3
Fresh products, including live

Base: Respondents who eat fishery and aquaculture products at least several times a year (22,574)
SHOPPING HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

**QD1.3** How frequently do you... Buy fishery or aquaculture products (%)

<table>
<thead>
<tr>
<th></th>
<th>EU27 2021</th>
<th>EU27 2021-2018</th>
<th>PT 2021</th>
<th>PT 2021-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least once a week</td>
<td>27</td>
<td>51</td>
<td>14</td>
<td>81</td>
</tr>
<tr>
<td>At least once a month but less than once a week</td>
<td>31</td>
<td>30</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>Several times a year but less than once a month</td>
<td>21</td>
<td>12</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Never</td>
<td>14</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Difficulties paying bills**

Most of the time: 52 EU27, 63 PT
From time to time: 51 EU27, 81 PT
Almost never/ Never: 61 EU27, 83 PT

**Preference in terms of place of purchase**

- At a street market: 77 EU27, 93 PT
- At a fishmonger: 80 EU27, 90 PT
- At the grocery store: 74 EU27, 88 PT
- At a fish farm, harbour, or auction: 72 EU27, 93 PT
- Online: 74 EU27, 90 PT

Base: All respondents (26,669)

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**QD3** Where have you bought fishery products during the last 12 months? (MULTIPLE ANSWERS POSSIBLE) (%)

- At the grocery store, supermarket or hypermarket: 79 EU27, 93 PT
- At a fishmonger, a fishmonger's stall in a market hall or a specialist store: 45 EU27, 54 PT
- At a street market: 15 EU27, 10 PT
- At a fish farm or at the fish harbour/ fish auction or from the fisherman: 10 EU27, 4 PT
- Online: 2 EU27, 1 PT

Base: Respondents who buy fishery and aquaculture products at least several times a year (21,179)

*Answer codes for 'Preference in terms of place of purchase' were shortened to improve readability. The full answers are: 1) At a street market, 2) At a fishmonger, a fishmonger's stall in a market hall or a specialist store, 3) At the grocery store, supermarket or hypermarket, 4) At a fish farm or at the fish harbour/ fish auction or from the fisherman, 5) Online, 6) Other*
CHANGES IN CONSUMPTION AS A RESULT OF THE COVID-19 PANDEMIC

**Q05** As a result of the COVID-19 pandemic, has your consumption of... (%)

- Frozen products: 25%, 70%, 6%
- Trimmed products: 21%, 71%, 8%
- Fresh products, including live: 15%, 70%, 15%
- Frozen raw fish: 12%, 74%, 14%
- Frozen prepared or processed fish: 11%, 79%, 10%
- Products that are smoked, salted, dried or in brine: 10%, 73%, 19%

Base: Respondents that eat specific fishery and aquaculture products (22,541)

**Q08** When you buy fishery and aquaculture products, which of the following aspects are the most important for you? (MAX. 3 ANSWERS) (%)

- The product’s appearance (e.g. freshness, presentation): 58%, 77%
- The cost of the product: 54%, 60%
- The origin of the product: 49%, 54%
- The brand or quality labels (e.g. PGI, PDO): 28%, 17%
- How easy and quick it is to prepare: 24%, 15%
- The environmental, social or ethical impact: 16%, 20%

Base: Respondents who buy fishery and aquaculture products at least several times a year (21,179)

**Q07** Fishery and aquaculture products can be wild or farmed. Would you say that... (%)

- EU27: 32%, 20%, 12%, 48%, 7%
- PT: 48%, 15%, 20%, 6%, 7%

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)
INFORMATION ON FISHERY AND AQUACULTURE PRODUCTS

QD9 Which of the following information do you think should be mentioned on the label of fresh, frozen, smoked and dried fishery products? (MULTIPLE ANSWERS POSSIBLE)

<table>
<thead>
<tr>
<th>Information</th>
<th>EU27 (%)</th>
<th>PT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The “use by” or “best before” date</td>
<td>60</td>
<td>79</td>
</tr>
<tr>
<td>The name of the product and the species</td>
<td>57</td>
<td>52</td>
</tr>
<tr>
<td>Whether it is a wild or farmed product</td>
<td>55</td>
<td>72</td>
</tr>
<tr>
<td>The area of catch or production</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>Whether the product was previously frozen</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>The environmental impact</td>
<td>47</td>
<td>71</td>
</tr>
<tr>
<td>The fishing gear (e.g. longlines, trawls) used to catch the product</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

QD10 Which of the following information do you think should be mentioned on the label of canned or prepared products? (MULTIPLE ANSWERS POSSIBLE)

<table>
<thead>
<tr>
<th>Information</th>
<th>EU27 (%)</th>
<th>PT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The species that the product contains</td>
<td>66</td>
<td>71</td>
</tr>
<tr>
<td>Whether the product used is wild or farmed</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>The area of catch or production</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>Where the plant that processed the product is located</td>
<td>46</td>
<td>71</td>
</tr>
<tr>
<td>The environmental impact</td>
<td>37</td>
<td>71</td>
</tr>
<tr>
<td>The fishing gear (e.g. longlines, trawls) used to catch the product</td>
<td>25</td>
<td>22</td>
</tr>
</tbody>
</table>

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

QD11 Which of the following do you think should be mentioned on the label for all fishery and aquaculture products? (MULTIPLE ANSWERS POSSIBLE)

<table>
<thead>
<tr>
<th>Information</th>
<th>EU27 (%)</th>
<th>PT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The date of catch or production</td>
<td>76</td>
<td>89</td>
</tr>
<tr>
<td>Environmental information</td>
<td>44</td>
<td>67</td>
</tr>
<tr>
<td>The country where the ship that caught the product is registered</td>
<td>34</td>
<td>67</td>
</tr>
<tr>
<td>Information on the fisherman or fish farmer</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>The port in which the product was landed</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>Ethical information</td>
<td>17</td>
<td>29</td>
</tr>
<tr>
<td>Social information</td>
<td>26</td>
<td>32</td>
</tr>
<tr>
<td>Other (SPONTANEOUS)</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>None (SPONTANEOUS)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)
CONSUMPTION HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

Base: All respondents (26,669)

QD1 How frequently do you... (€)

- Eat fishery or aquaculture products at home
  - At least once a week
  - At least once a month but less than once a week
  - Several times a year but less than once a month
  - Less than once a year
  - Never
  - Don’t know

- Eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands etc.)
  - At least once a week
  - At least once a month but less than once a week
  - Several times a year but less than once a month
  - Less than once a year
  - Never
  - Don’t know

Base: Respondents who eat fishery and aquaculture products at least several times a year (22,574)

QD1TT How frequently do you...

- Eat fishery or aquaculture products at least once a month

<table>
<thead>
<tr>
<th>Age</th>
<th>EU27</th>
<th>HU</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>56</td>
<td>20</td>
</tr>
<tr>
<td>25-39</td>
<td>61</td>
<td>28</td>
</tr>
<tr>
<td>40-54</td>
<td>67</td>
<td>25</td>
</tr>
<tr>
<td>55+</td>
<td>70</td>
<td>21</td>
</tr>
</tbody>
</table>

Socio-professional category

- Self-employed
- Managers
- Other white collars
- Manual workers
- House persons
- Unemployed

Base: All respondents (26,669)

QD4 How frequently have you eaten each of the following types of fishery and aquaculture products over the last 12 months? (%)
HUNGARY
March-April 2021

SHOPPING HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

QD1.3 How frequently do you...
Buy fishery or aquaculture products (%)

- At least once a week
- At least once a month but less than once a week
- Several times a year but less than once a month
- Less than once a year
- Never
- Don’t know

Base: All respondents (26,669)

EU27
HU

|
QD1.3 How frequently do you...
Buy fishery or aquaculture products (%)

Answer: At least once a month

<table>
<thead>
<tr>
<th>Age</th>
<th>EU27</th>
<th>HU</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>39</td>
<td>7</td>
</tr>
<tr>
<td>25-39</td>
<td>54</td>
<td>21</td>
</tr>
<tr>
<td>40-54</td>
<td>62</td>
<td>19</td>
</tr>
<tr>
<td>55 +</td>
<td>65</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Difficulties paying bills</th>
<th>EU27</th>
<th>HU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most of the time</td>
<td>52</td>
<td>13</td>
</tr>
<tr>
<td>From time to time</td>
<td>51</td>
<td>15</td>
</tr>
<tr>
<td>Almost never/ Never</td>
<td>61</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preference in terms of place of purchase*</th>
<th>EU27</th>
<th>HU</th>
</tr>
</thead>
<tbody>
<tr>
<td>At a street market</td>
<td>77</td>
<td>44</td>
</tr>
<tr>
<td>At a fishmonger</td>
<td>80</td>
<td>28</td>
</tr>
<tr>
<td>At the grocery store</td>
<td>74</td>
<td>30</td>
</tr>
<tr>
<td>At a fish farm, harbour, or auction</td>
<td>72</td>
<td>37</td>
</tr>
<tr>
<td>Online</td>
<td>74</td>
<td>43</td>
</tr>
</tbody>
</table>

Socio-demographic breakdown

Base: All respondents (26,669)

QD3 Where have you bought fishery products during the last 12 months? (MULTIPLE ANSWERS POSSIBLE)

- At the grocery store, supermarket or hypermarket
- At a fishmonger, a fishmonger’s stall in a market hall or a specialist store
- At a street market
- At a fish farm or at the fish harbour/ fish auction or from the fisherman
- Online

Base: Respondents who buy fishery and aquaculture products at least several times a year (21,179)

*Answer codes for 'Preference in terms of place of purchase' were shortened to improve readability. The full answers are: 1) At a street market, 2) At a fishmonger, a fishmonger’s stall in a market hall or a specialist store, 3) At the grocery store, supermarket or hypermarket, 4) At a fish farm or at the fish harbour/ fish auction or from the fisherman, 5) Online, 6) Other
Changes in Consumption as a Result of the COVID-19 Pandemic

Q05 As a result of the COVID-19 pandemic, has your consumption of ...

- Frozen products
- Trimmed products
- Fresh products, including live
- Frozen raw fish
- Frozen prepared or processed fish
- Products that are smoked, salted, dried or in brine

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

Q06 When you buy fishery and aquaculture products, which of the following aspects are the most important for you? (MAX 3 ANSWERS)

- The product’s appearance (e.g. freshness, presentation)
- The cost of the product
- The origin of the product
- The brand or quality labels (e.g. POI, PDO)
- How easy and quick it is to prepare
- The environmental, social or ethical impact

Base: Respondents who buy fishery and aquaculture products at least several times a year (21,179)

Q07 Fishery and aquaculture products can be wild or farmed. Would you say that...

- You prefer wild products
- You prefer farmed products
- You have no preference
- You do not know if the products you buy or eat are wild or farmed
- It depends on the type of product
- Don’t know

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

Methodology: face-to-face

Special Eurobarometer 515
EU Consumer Habits Regarding Fishery and Aquaculture Products

HUNGARY
March–April 2021
INFORMATION ON FISHERY AND AQUACULTURE PRODUCTS

Q09 Which of the following information do you think should be mentioned on the label of fresh, frozen, smoked and dried fishery products? (MULTIPLE ANSWERS POSSIBLE)

- The “use by” or “best before” date
- The name of the product and the species
- Whether it is a wild or farmed product
- The area of catch or production
- Whether the product was previously frozen
- The environmental impact
- The fishing gear (e.g. longlines, trawls) used to catch the product

Q10 Which of the following information do you think should be mentioned on the label of canned or prepared products? (MULTIPLE ANSWERS POSSIBLE)

- The species that the product contains
- Whether the product used is wild or farmed
- The area of catch or production
- Where the plant that processed the product is located
- The environmental impact
- The fishing gear (e.g. longlines, trawls) used to catch the product

Q11 Which of the following do you think should be mentioned on the label for all fishery and aquaculture products? (MULTIPLE ANSWERS POSSIBLE)

- The date of catch or production
- Environmental information
- The country where the ship that caught the product is registered
- Information on the fisherman or fish farmer
- The port in which the product was landed
- Ethical information
- Social information
- Other (SPONTANEOUS)
- None (SPONTANEOUS)
- Don’t know

Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)
EU Consumer Habits Regarding Fishery and Aquaculture Products

Fieldwork: March-April 2021
TABLE OF CONTENTS

INTRODUCTION 4

I. CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS 7
   1. Frequency of eating fishery and aquaculture products 8
      a. Consumption of fishery and aquaculture products 8
      b. Consumption of fishery or aquaculture products at restaurants and other food outlets 10
      c. Consumption of fishery and aquaculture products (total) 11
   2. Types of fishery and aquaculture products eaten in the last 12 months 12
   3. Frequency of buying fishery and aquaculture products 13
   4. Where people buy fishery and aquaculture products 14

II. CHANGES IN CONSUMPTION AS A RESULT OF THE COVID-19 PANDEMIC 15
   1. Changes in consumption of fishery and aquaculture products as a result of COVID-19 16
      a. Total changes in consumption of fishery and aquaculture products 16
   2. Reasons for changes in consumption of fishery and aquaculture products 17
      a. Reasons for increasing consumption of fishery and aquaculture products 17
      b. Reasons for decreasing consumption of fishery and aquaculture products 18
      c. Reasons for changing consumption of fishery and aquaculture products 19

III. PREFERENCES REGARDING FISHERY AND AQUACULTURE PRODUCTS 20
   1. Most important aspects when buying fishery and aquaculture products 21
   2. Preferences regarding wild or farmed products 22
   3. Reasons for not eating fishery and aquaculture products 23

IV. INFORMATION ON FISHERY AND AQUACULTURE PRODUCTS 24
   1. Relevance of mandatory information 25
      a. Information on labels of fresh, frozen, smoked and dried products 25
      b. Information that should be on tinned or prepared products 26
   2. Interest in voluntary information 27

CONCLUSION 28
INTRODUCTION
The European Union is a major market for fishery and aquaculture products (FAPs). In 2017, the EU as a whole reported the highest expenditure on fish in the world. However, in terms of per capita expenditure, it ranked eighth after Iceland, Japan, Korea, Norway, Australia, Israel and Switzerland. Moreover, the EU is fifth largest producer worldwide, accounting for 3.3% of global fisheries.

The European Commission’s overall aims in this area are to ensure that ocean resources are used sustainably and that coastal communities and the fishing sector have a prosperous future; to promote maritime policies and stimulate a sustainable blue economy; and to promote ocean governance at international level. This involves ensuring sustainable fisheries through the full implementation of the Common Fisheries Policy (CFP) – a set of rules for managing European fishing fleets, conserving fish stocks and managing the market for fishery and aquaculture products under the Common Market Policy (CMO) for fishery and aquaculture products.

In order to properly develop and implement changes to policies such as the CFP, the European Commission regularly sources economic statistics relating to the state of the fisheries and maritime industry, but also seeks out the views of its citizens and stakeholders.

This Special Eurobarometer survey is the third on this topic, repeating some questions first asked in a survey conducted in June 2016, and subsequently in a survey conducted in July 2018. It aims at improving understanding of the EU internal market for fishery and aquaculture products to allow operators to be more competitive and to support new strategies that can stimulate growth, strengthen economic activities in the internal market and lead to job creation. It will provide key information enabling operators to adapt their strategies to the changing needs of consumers and thus make the most of the opportunities of the Single Market.

The survey will also explore consumers’ views of the information that accompanies fishery and aquaculture products. This information defined under CMO Regulation ensures consumer protection within the EU and allows citizens to make informed purchasing choices.

The main objectives of this survey are to:

- Understand consumer habits and perceptions regarding fishery and aquaculture: how frequently do consumers eat these products? What types of products have they eaten in the last 12 months? How frequently do consumers buy these products? Where do they buy them?
- Determine whether consumption of fishery and aquaculture products has changed as a result of the COVID-19 pandemic, and explore the reasons for its increase, decrease, or change for certain types of products;
- Investigate the most important aspects for consumers when buying fishery and aquaculture products, and whether they have a preference for wild or farmed products;
- Explore the reasons for not eating fishery and aquaculture products;
- Investigate what consumers think about the information accompanying fishery and aquaculture products;
- Compare some of the current figures with corresponding results from the July 2018 and June 2016 surveys.

This survey was carried out by the Kantar network in the 27 EU Member States between 16 March and 12 April 2021. Some 26,669 respondents from different social and demographic groups were interviewed in their mother tongue. This survey was commissioned by the European Commission, Directorate General for Maritime Affairs and Fisheries (DG MARE).

The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication (“Media monitoring and Eurobarometer” Unit). Given the impact of COVID-19 and subsequent health safety measures, the face-to-face methodology was either not possible or only partially so in some Member States. In Bulgaria, Germany, Spain, France, Croatia, Italy, Cyprus, Hungary, Austria, Poland, and Romania all interviews were conducted face to face. Face-to-face was supplemented by online interviews in Greece, Malta, the Netherlands, Slovenia, and Slovakia. Lastly, in Belgium, Czechia, Denmark, Estonia, Ireland, Latvia, Lithuania, Luxembourg, Portugal, Finland, and Sweden all interviews were conducted online. A technical note on the manner in which the interviews were conducted by the institutes within the Kantar network is appended as an annex to this report. Also included are the interview methods and the confidence intervals.

4 Online interviewing took the form of probabilistic panels and access panels, depending on what is available in the country.
Note: In this report, Member States are referred to by their official abbreviation. The abbreviations used in this report correspond to:

<table>
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<tr>
<th>Belgium</th>
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European Union – weighted average for the 27 Member States
BE, FR, IT, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY, MT, SK, LV, LT

EU27

BG, CZ, DK, HR, HU, PL, RO, SE

* Cyprus as a whole is one of the 27 European Union Member States. However, the *acquis communautaire* has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the "CY" category and in the EU27 average.

We wish to thank the people throughout the European Union who have given their time to take part in this survey.

Without their active participation, this study would not have been possible.
I. CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS
1. **Frequency of eating fishery and aquaculture products**

**Around six in ten respondents eat or buy fishery aquaculture products at least once a month**

Europeans were asked how frequently they eat or buy fishery or aquaculture products\(^5\):  
- Nearly two-thirds of respondents (64%, -6 percentage points since 2018) eat fishery or aquaculture products at home at least once a month;  
- A majority of Europeans (58%, -7 pp.) buy fishery or aquaculture products at least once a month;  
- Slightly more than a fifth of respondents (21%, -11 pp.) say they eat fishery or aquaculture products at restaurants and other food outlets at least once a month.

\(^5\) QD1. How frequently do you... 1. Eat fishery or aquaculture products at home?; 2. Eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands etc.); 3. Buy fishery or aquaculture products. At least once a week; At least once a month but less than once a week; Several times a year but less than once a month; Less than once a year; Never; Don’t know.

### a. Consumption of fishery and aquaculture products at home

**Nearly two-thirds of Europeans eat fishery or aquaculture products at home at least once a month**

When asked how frequently they eat fishery or aquaculture products at home\(^6\), a majority of respondents (64%, -6 percentage points since 2018) report that they eat fishery or aquaculture products at home at least once a month, including a third (-8 pp.) who say they eat these products ‘at least once a week’ and a similar proportion (31%, +2 pp.) ‘at least once a month, but less than once a week’.

Close to a fifth of respondents (19%, +5) say that they eat fishery or aquaculture products at home ‘several times a year but less than once a month’, while a slightly lower proportion (16%, unchanged) answer ‘less than once a year’ or ‘never’.

<table>
<thead>
<tr>
<th>Frequency of Consumption</th>
<th>At least once a week</th>
<th>At least once a month but less than once a week</th>
<th>Several times a year but less than once a month</th>
<th>Less than once a year</th>
<th>Never</th>
<th>Don’t know</th>
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<tbody>
<tr>
<td><strong>Eat fishery or aquaculture products at home</strong></td>
<td>33 (11)</td>
<td>31 (12)</td>
<td>19 (4)</td>
<td>5 (1)</td>
<td>11 (0)</td>
<td>1 (0)</td>
</tr>
<tr>
<td><strong>Buy fishery or aquaculture products</strong></td>
<td>27 (14)</td>
<td>36 (16)</td>
<td>21 (6)</td>
<td>14 (1)</td>
<td>16 (0)</td>
<td>1 (0)</td>
</tr>
<tr>
<td><strong>Eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands etc.)</strong></td>
<td>7 (14)</td>
<td>14 (28)</td>
<td>30 (14)</td>
<td>21 (5)</td>
<td>27 (26)</td>
<td>1 (1)</td>
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*Base: All respondents (26,669)*
A national analysis shows that, in 22 EU Member States, half, or a higher share, of respondents say they eat fishery or aquaculture products at home at least once a month.

A considerable majority of respondents do so in Portugal (86%), Spain (82%) and Ireland and Estonia (80% in both). At the other end of the scale, less than half of respondents answer that they eat fishery or aquaculture products at home once a month or more in five Member States: Hungary (21%), some way behind Romania (35%), Slovakia (40%), Bulgaria (42%) and Austria (43%).

In terms of evolutions since 2018, the share of respondents who say they eat fishery or aquaculture products at home at least once a month has decreased in 22 EU Member States, and by at least ten percentage points in eight Member States, most notably in Cyprus (57%, -22 percentage points since 2018), Romania (35%, -20 pp.) and Bulgaria (42%, -16 pp.). Conversely, it has increased in five Member States, particularly in Czechia (70%, +23 pp.), Ireland (80%, +19 pp.) and Belgium (74%, +9 pp.).
b. Consumption of fishery or aquaculture products at restaurants and other food outlets

Slightly more than one in five Europeans say they eat fishery or aquaculture products at restaurants and other food outlets at least once a month.

A fifth of respondents (21%, -11 percentage points since 2018) eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands, etc.) at least once a month. 7% (-4 pp.) do so ‘at least once a week’, while 14% (-7 pp.) do so ‘at least once a month, but less than once a week’.

Three in ten respondents (30%, +2 pp.) say they eat fishery or aquaculture products at restaurants and other food outlets ‘several times a year but less than once a month’, while over a fifth (21%, +7 pp.) do so ‘less than once a year’, and more than a quarter (27%, +1 pp.) ‘never’ do.

Close to half of respondents eat fishery and aquaculture products in restaurants or other food outlets at least once a month in Portugal (49%), substantially ahead of Luxembourg (40%), Spain (32%) and Ireland (31%).

At the other end of the scale, less than a tenth of respondents eat such products out-of-home at least once a month in Hungary (9%), followed closely by Romania and Bulgaria (12% in both).

Since 2018, the proportion of respondents who say they eat fishery and aquaculture products in restaurants or other food outlets at least once a month has fallen in 24 EU Member States, most dramatically in Sweden (21%, -27 percentage points since 2018), and Cyprus (22%, -19 pp.). In contrast, it has risen slightly in Czechia (21%, +6 pp.), Portugal (49%, +2 pp.) and Lithuania (21%, +1 pp.).
c. Consumption of fishery or aquaculture products (total)

The map below combines the results from the previous two questions to show the percentage of respondents who eat fishery or aquaculture products at least once a month either at home, at restaurants or other food outlets, or in both places.

In 22 EU Member States, more than half of respondents say they eat fishery or aquaculture products at least once a month. A considerable majority of respondents give this answer in Portugal (88%), Spain (85%), and Sweden, Ireland and Estonia (81% in all three).

At the other end of the scale, a minority eat fishery or aquaculture products at least once a month in five Member States: in Hungary (23%), far below Romania (38%), Slovakia (43%), Bulgaria (44%) and Austria (46%).

In fact, the map shows that respondents in Member States with access to the sea are generally more likely than those in land-locked Member States to say they eat fishery and aquaculture products at least once a month, although Czechia is an exception.

Base: All respondents (26,669)
2. Types of fishery and aquaculture products eaten in the last 12 months

Frozen products are the most eaten products, slightly ahead of fresh products (including live), and tinned products

Respondents who said they eat fishery or aquaculture products either at home, at restaurants or other food outlets, or in both places at least several times a year were asked how frequently they have eaten six types of fishery and aquaculture products over the last 12 months:

- Slightly more than a fifth of respondents (21%) eat fresh products (including live) ‘once a week’, while close to a quarter (24%) eat them ‘once or twice a month’. On the other hand, 38% eat frozen products less than once a month or never;
- Close to a fifth of respondents (19%) eat frozen products ‘once a week’, and 34% eat them ‘once or twice a month’. However, over a third of respondents (36%) answer that they have eaten these products less than once a month or never over the last 12 months;
- A fifth of respondents eat tinned products ‘once a week’, and nearly a third (31%) eat them ‘once or twice a month’. However, 39% say they eat tinned products less than once a month or never;
- More than a tenth of respondents (14%) eat frozen raw fish ‘once a week’, while more than a quarter (27%) eat them ‘once or twice a month’. On the other hand, half of respondents eat frozen raw fish less than once a month or never;
- A similar proportion (13%) say they eat frozen prepared or processed fish ‘once a week’, and 28% eat them ‘once or twice a month’. However, a slight majority (51%) answer say they have eaten this product less than once a month or never over the last 12 months;
- Finally, 11% eat products that are smoked, salted, dried or in brine ‘once a week’, while 28% eat them ‘once or twice a month’. The majority (53%) eat these products less than once a month or never.

*Q04 How frequently have you eaten each of the following types of fishery and aquaculture products over the last 12 months? 1. Fresh products, including live; 2. Frozen products; 3. Frozen raw fish; 4. Frozen prepared or processed fish; 5. Products that are smoked, salted, dried or in brine; 6. Tinned products. Every day; Several times a week; Once a week; Once or twice a month; Less than once a month or Never; Don’t know.

Base: Respondents who eat FAPs at least several times a year (22,574)
3. Frequency of buying fishery and aquaculture products

Nearly six in ten Europeans buy fishery or aquaculture products at least once a month

When asked how frequently they buy fishery or aquaculture products, a majority of respondents (58%, -7 percentage points since 2018) say that they do so at least once a month. More than a quarter (27%, -9 pp.) buy these products weekly and nearly a third (31%, +2 pp.) ‘at least once a month but less than once a week’. Moreover, more than a fifth of respondents (21%, +7 pp.) buy them ‘several times a year but less than once a month’, while 6% (+1 pp.) do so ‘less than once a year’ and 14% (-2 pp.) ‘never’ buy these products.

A national analysis reveals that most respondents say they buy fishery or aquaculture products at least once a month in 21 EU Member States. More than three-quarters of respondents do so in Portugal (81%), Spain (78%) and Ireland (77%). At the other end of the scale, less than half of respondents buy these products at least once a month in six Member States: Hungary (16%), where this proportion is by far the lowest, but also in Romania (30%) and Bulgaria and Slovakia (37% in both), Austria (38%) and Poland (43%).

On the other hand, over one fifth of respondents say they ‘never’ buy these products in four EU Member States: in Hungary (33%), Austria (27%), Malta (23%) and Italy (21%).

Since 2018, the share of respondents who say they buy fishery or aquaculture products at least once a month has fallen in 21 EU Member States, most notably in Romania (30%, -21 percentage points), and Cyprus (57%, -17) and Bulgaria (37%, -17 pp.).

On the other hand, it has risen in six Member States, most dramatically in Czechia (66%, +22 pp.) and Ireland (77%, +20 pp.).
4. Where people buy fishery and aquaculture products

The grocery store, supermarket or hypermarket is the preferred place of purchase for fishery products

Respondents who buy fishery or aquaculture products at least several times a year were asked where they have bought fishery products during the last 12 months. They were able to choose multiple responses from a list of five:

- Close to eight in ten respondents (79%, +2 percentage points since 2018) buy fishery products at the grocery store, supermarket or hypermarket, far ahead of any other place of purchase;
- More than four in ten (43%, +1 pp.) buy these products at a fishmonger, a fishmonger's stall in a market hall or a specialist store;
- At least one tenth of respondents buy fishery products at a street market (15%, +1 pp.) or at a fish farm or at the fish harbour/fish auction or from the fisherman (10%, +2 pp.);
- Finally, very few respondents (2%, +1 pp.) buy these products online.

Since 2018, the proportion of respondents mentioning each of the five items has increased slightly, by one or two percentage points.

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Q03: Where have you bought fishery products during the last 12 months? (MULTIPLE ANSWERS POSSIBLE)

Base: Respondents who buy FAPs at least several times a year (21,179)
II. CHANGES IN CONSUMPTION AS A RESULT OF THE COVID-19 PANDEMIC
1. Changes in consumption of fishery and aquaculture products as a result of COVID-19

At least eight in ten respondents say their consumption of fishery and aquaculture products remained about the same as a result of the pandemic.

Respondents who had previously reported that they eat each of the six types of fishery and aquaculture products were asked whether their consumption of this product had ‘increased’, ‘remained about the same’ or ‘decreased’ as a result of the COVID-19 pandemic:\[1]::

The vast majority (80-84%) of respondents say their consumption of each of the fishery products ‘remained about the same’. Consumption has decreased more than increased for four products: products that are smoked, salted, dried or in brine; frozen raw fish; fresh products (including live); and frozen prepared or processed fish.

### a. Total changes in consumption of fishery and aquaculture products

In 17 EU Member States, the consumption of fishery and aquaculture products ‘increased’ for at least one tenth of respondents, with the highest proportions in Romania (20%) and Portugal (19%), slightly ahead of Ireland (16%) and Italy and Luxembourg (15% in both).

At the other end of the scale, just 2% of respondents in Bulgaria, 5% in Spain and 6% in both France and Latvia say their consumption of fishery and aquaculture products ‘increased’ as a result of the COVID-19 pandemic.

In fact, respondents in Member States in Northern Europe and Eastern Europe are generally the most likely to answer that their consumption of these products ‘increased’, most notably in Romania, Lithuania and Finland. However, it is also the case for respondents in Member States in Western Europe (for instance in Ireland, Luxembourg and Belgium) and in Southern Europe (as in Portugal, Italy and Malta).

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[1] QD5. As a result of the COVID-19 pandemic, has your consumption of ... 1. Fresh products, including live; 2. Frozen products; 3. Frozen raw fish; 4. Frozen prepared or processed fish; 5. Products that are smoked, salted, dried or in brine; 6. Tinned products. Increased; Remained about the same; Decreased; Don’t know.
2. Reasons for changes in consumption of fishery and aquaculture products

a. Reasons for increasing consumption of fishery and aquaculture products

Being more health conscious and a changed diet are by far the main reasons why Europeans increased their consumption of fishery or aquaculture products.

Respondents whose consumption of fishery or aquaculture products increased as a result of the COVID-19 pandemic were then asked why their consumption had increased. They were able to choose multiple responses from a list of six:

- Four in ten respondents answer that it is due to being now more health conscious;
- Over a third (35%) say it increased because they have changed their diet;
- Slightly more than one fifth (21%) mention that fishery products are now more widely available in stores;

Three other reasons are also cited:
- 16% say they changed where they do their food shopping;
- 14% that their financial circumstances have changed;
- 11% that fishery products are now cheaper.

Base: Respondents who increased their consumption of FAPs as a result of COVID-19 (2,110)
b. Reasons for decreasing consumption of fishery and aquaculture products

Europeans who decreased their consumption of fishery or aquaculture products mostly did so because fishery products have become more expensive or because of a change in their financial circumstances.

Respondents who say their consumption of fishery or aquaculture products decreased as a result of the COVID-19 pandemic were then asked why their consumption had decreased. They were able to choose multiple responses from a list of ten:

- A third of respondents say their consumption of fishery or aquaculture products decreased because fishery products have become more expensive;
- A quarter say it decreased because their financial circumstances have changed, while a similar proportion answer that they have replaced fishery products by other food products (21%);
- Seven other reasons are cited:
  - 16% have less trust in the quality and freshness of fishery products available or have changed their diet;
  - 13% now have new health concerns;
  - 12% changed where they do their food shopping;
  - 11% are now more aware of the environmental effects of consuming fishery and aquaculture products;
  - 9% say they cannot find fishery products in stores;
  - 5% now shop for groceries online whereas they prefer to buy fishery products in person.

---

14 Respondents whose consumption of fishery or aquaculture products decreased as a result of the COVID-19 pandemic are those who answered in previous question not only that their consumption of at least one of the six fishery and aquaculture products tested decreased, but also that their consumption didn’t not increase for any of these six products.

15 QD6b: Why has your consumption of fishery or aquaculture products decreased? (MULTIPLE ANSWERS POSSIBLE)

Base: Respondents who decreased their consumption of FAPs as a result of COVID-19 (2,964)
c. Reasons for changing consumption of fishery and aquaculture products

Europeans have mainly changed their consumption of fishery or aquaculture products for health or financial reasons.

Respondents who reported that their consumption of fishery or aquaculture products had changed as a result of the COVID-19 pandemic were then asked the reasons for this change. They were able to choose multiple responses from a list of nine:

- Slightly more than a third of respondents (34%) say their consumption of fishery or aquaculture products changed because they are now more health conscious;
- Over a quarter say it changed because some fishery products have become more expensive (28%) or because they have changed their diet (27%);
- 24% answer that their financial circumstances have changed;
- Nearly one fifth (19%) say they changed where they do their food shopping or they are now more aware of the environmental effects of consuming certain fishery and aquaculture products;
- 16% say they have less trust in the quality and freshness of certain fishery products available;
- 15% say they cannot find certain fishery products in stores (15%);
- Finally, 7% now shop for groceries online whereas they prefer to buy fishery products in person.

Base: Respondents who changed their consumption of FAPs as a result of COVID-19 (1,946)
III. PREFERENCES REGARDING FISHERY AND AQUACULTURE PRODUCTS
1. Most important aspects when buying fishery and aquaculture products

Appearance and cost remain the most important aspects for Europeans when buying fishery and aquaculture products, ahead of product origin, which has gained the most ground since 2018

Respondents who buy fishery or aquaculture products at least several times a year were asked which aspects are the most important for them when shopping. They were able to choose up to three reasons from a list of six:

- Over half of respondents answer that **the product's appearance (e.g. freshness, presentation)** (58%, -1 percentage point since 2018) is among the most important factors, slightly ahead of **the cost of the product** (54%, +2 pp.);
- Close to half of respondents (49%, +8 pp.) mention **the origin of the product**;
- Around a quarter of respondents believe that **the brand or quality labels (e.g. PGI, PDO)** (26%, +3 pp.) and **how easy and quick it is to prepare** (24%, +1 pp.) are important aspects;
- Finally, more than one in ten respondents (16%, -1 pp.) consider **the environmental, social or ethical impact** important.

QD8: When you buy fishery and aquaculture products, which of the following aspects are the most important for you? How easy and quick it is to prepare; The origin of the product; The product's appearance (e.g. freshness, presentation); The cost of the product; The brand or quality labels (e.g. PGI, PDO); The environmental, social or ethical impact; Other (SPONTANEOUS); None (SPONTANEOUS; Don't Know. (MAX. 3 ANSWERS)
2. Preferences regarding wild or farmed products

Around three in ten respondents prefer wild products or have no preference regarding wild or farmed products

Respondents who had previously answered that they eat and/or buy fishery and aquaculture products at least several times a year were asked to indicate their preferences between wild and farmed products:

- Close to a third of respondents (32%, -3 percentage points since 2018) say that they prefer wild products;
- A similar proportion (30%, -2 pp.) have no preference;
- More than one tenth say that it depends on the type of product (16%, +4 pp.) or that they do not know if the products they buy or eat are wild or farmed (15%, +4 pp.);
- Finally, 7%(-2 pp.) prefer farmed products.

Since 2018, results have been relatively stable, with the largest evolutions registered for the share of respondents saying that it depends on the product type, or that they do not know if the products they buy are wild or farmed (+4 percentage points for both items). At the same time, specific preference for either wild or farmed products has slightly decreased (-2 pp. for both).
3. Reasons for not eating fishery and aquaculture products

For those who never or almost never eat fishery or aquaculture products, the main reason is that they dislike the taste, smell or appearance of these products.

Respondents who had previously answered that they never eat fishery or aquaculture products, or do so less than once a year, whether at home or at restaurants and other food outlets, were then asked their main reasons for never or almost never eating these products. They were able to choose multiple answers in a list of nine reasons:

- Four in ten respondents (-9 percentage points since 2018) say they do not like the taste, the smell or the appearance of these products, far ahead of any other reason;
- Over one fifth answer that fishery or aquaculture products are too expensive (24%, +8 pp.) or that they are not used to these products (22%, +6 pp.);
- Respondents also state that they are vegetarian or vegan (15%, -1 pp.), because of health concerns (for example allergies or contamination by metals) (11%, -1 pp.) or that they have environmental concerns and think it is better not to eat these products (10%, +5 pp.) as reasons;
- 9% mention the fact that these products are too difficult to prepare or eat (for example removing bones or shell) (+3 pp.) or that fish deteriorate quickly (9%, +2 pp.);
- Finally, 5% (+2 pp.) answer that there is no or very little availability in their area, while only 2% (-2 pp.) spontaneously mention another reason or none of these reasons for not eating fishery and aquaculture products.

QD2. Which of the following are the main reasons why you never or almost never eat fishery or aquaculture products? You do not like the taste, the smell or the appearance of these products; They are too difficult to prepare or eat (for example removing bones or shell); They are too expensive; Because of health concerns (for example allergies or contamination by metals); You have environmental concerns and think it is better not to eat these products; You are vegetarian or vegan; There is no or very little availability in your area; Fish deteriorate quickly; Other (SPONTANEOUS); None (SPONTANEOUS); Don’t know. (MULTIPLE ANSWERS POSSIBLE)

Base: Respondents who never or almost never eat FAPs (3,933)

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20 QD2. Which of the following are the main reasons why you never or almost never eat fishery or aquaculture products? You do not like the taste, the smell or the appearance of these products; They are too difficult to prepare or eat (for example removing bones or shell); They are too expensive; Because of health concerns (for example allergies or contamination by metals); You are not used to these products; You have environmental concerns and think it is better not to eat these products; You are vegetarian or vegan; There is no or very little availability in your area; Fish deteriorate quickly; Other (SPONTANEOUS); None (SPONTANEOUS); Don’t know. (MULTIPLE ANSWERS POSSIBLE)
IV. INFORMATION ON FISHERY AND AQUACULTURE PRODUCTS
1. Relevance of mandatory information

a. Information on labels of fresh, frozen, smoked and dried products

More than two-thirds of respondents consider that the “use by” or “best before” date should be mentioned on the label of fresh, frozen, smoked and dried fishery products.

Respondents who had previously reported that they eat and/or buy fishery and aquaculture products at least several times a year were asked what information they think should be mentioned on the label of fresh, frozen, smoked and dried fishery products. They were able to choose multiple answers from a list of seven:

- 69% mention the “use by” or “best before” date, far ahead of any other information;
- A majority also say the name of the product and the species (57%) or whether it is a wild or farmed product (54%) should be mentioned on the label of fresh, frozen, smoked and dried fishery products;
- The area of catch or production, or whether the product was previously frozen is mentioned by 49% in both cases;
- Nearly a third (31%) consider that the environmental impact should be mentioned;
- Finally, 24% mention the fishing gear (e.g. longlines, trawls) used to catch the product.

Base: Respondents who buy or eat FAPs at least several times a year (22,844)
b. Information that should be on tinned or prepared products

Two-thirds of respondents think that the species contained in the product should be mentioned on the label of tinned or prepared products, ahead of any other information.

Respondents who eat and/or buy fishery and aquaculture products at least several times a year were asked what information they think should be mentioned on the label of tinned or prepared products. They were able to choose multiple answers from a list of six items:

- Two-thirds of respondents (+1 percentage point since 2018) cite the species that the product contains, far ahead of any other information;
- More than half answer whether the product used is wild or farmed (54%, +1 pp.) and the area of catch or production (52%, -16 pp.) as labels;
- 46% mention where the plant that processed the product is located (+8 pp.);
- More than a third (37%) believe that the environmental impact should be mentioned on the label of these products;
- Finally, a quarter cite the fishing gear (e.g. longlines, trawls) used to catch the product.

Since 2018, only two items have registered evolutions of more than one percentage point. The area of catch or production, which topped the ranking in 2018, has lost 16 percentage points and is now in third position. However, the wording of this item has been completely modified since 2018, from ‘where the product used comes from’ to ‘the area of catch or production’. It is very likely that this significant decrease can be explained by this change.

Moreover, ‘where the plant that processed the product is located’ has gained eight percentage points, still in fourth place. This increase may also be explained by the previous change of wording, as respondents who would have answered ‘where the plant that processed the product is located’ in the previous survey could have believed that this was included in the broader item ‘where the product used comes from’.

Base: Respondents who buy or eat FAPs at least several times a year (22,844)
2. Interest in voluntary information

Over three-quarters of respondents consider that the date of catch or production should be mentioned on the label for all fishery and aquaculture products. Respondents who eat and/or buy fishery and aquaculture products at least several times a year were asked what information they think should be mentioned on the label for all fishery and aquaculture products. They were able to choose multiple answers from a list of seven items:

- More than three-quarters of respondents (76%) cite **the date of catch or production**, far ahead of any other information;
- 44% (+5 percentage points since 2018) believe that **environmental information** should be mentioned;
- A third mention **the country where the ship that caught the product is registered** (33%, +3 pp.) and **information on the fisherman or fish farmer** (33%, +5 pp.);
- Slightly more than a quarter think that **the port in which the product was landed** (26%, +2 pp.) and **ethical information** (26%, +2 pp.) should be mentioned;
- Finally, 20% (+3 pp.) cite that **social information**.

![Graph showing results of QD11 question](image)

**Base:** Respondents who buy or eat FAPs at least several times a year (22,844)

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25 QD11. Which of the following do you think should be mentioned on the label for all fishery and aquaculture products? The date of catch or production; The port in which the product was landed; The country where the ship that caught the product is registered; Ethical information; Social information; Environmental information; Information on the fisherman or fish farmer; Other (SPONTANEOUS); None (SPONTANEOUS); Don’t know (MULTIPLE ANSWERS POSSIBLE)

26 This item has been very slightly modified since 2018: it is now ‘the date of catch or production’, compared with ‘date of catch or production’ in 2018.
CONCLUSION
Consumer habits regarding fishery and aquaculture products are examined in the first part of this report. It shows that nearly two-thirds of Europeans eat fishery or aquaculture products at home at least once a month. However, this proportion has decreased in 22 EU Member States since 2018. In addition, slightly more than one in five Europeans say they eat fishery or aquaculture products at restaurants and other food outlets at least once a month, but this proportion has fallen in 24 EU Member States since 2018. Overall, the most consumed fishery and aquaculture products are frozen products, slightly ahead of fresh products (including live), and tinned products, with around six in ten respondents consuming these three types of products.

In addition, nearly six in ten Europeans buy fishery or aquaculture products at least once a month. However, as for the consumption of these products, the share of respondents who say they buy fishery or aquaculture products at least once a month has fallen in 21 EU Member States since 2018. Close to eight in ten respondents buy fishery products and aquaculture products at the grocery store, supermarket or hypermarket, far ahead any other place. Slightly more than four in ten respondents buy these products at a fishmonger, a fishmonger's stall in a market hall or a specialist store, which is the second favourite place of purchase. These results have remained broadly unchanged since 2018.

As already seen, the consumption and purchase of fishery and aquaculture products have lost ground since 2018. That is why the second part of this report explored changes in consumption as a possible result of the COVID-19 pandemic. However, at least eight in ten Europeans say their consumption of six types of fishery and aquaculture products remained about the same as a result of the COVID-19 pandemic, while at least one in ten report that it decreased for fresh products (including live), frozen raw fish and products that are smoked, slated, dried or in brine.

Respondents give various reasons for changing their consumption: being more health conscious and having changed diet are by far the main reasons why Europeans have increased their consumption of fishery or aquaculture products, with over a third of respondents citing these two reasons; in contrast, at least a quarter of the Europeans who have decreased their consumption of fishery or aquaculture products have done so because of fishery products becoming more expensive or because of a change in their financial circumstances. In short, Europeans have changed their consumption of fishery or aquaculture products mainly for health or financial reasons.

The third part of this report focused on preferences regarding fishery and aquaculture products. It shows that appearance and cost remain the most important aspects for Europeans when buying fishery and aquaculture products, ahead of the origin of the product, which has gained eight percentage points at EU level since 2018. Moreover, respondents are divided regarding wild or farmed products: around a third prefer wild products, while a similar proportion have no preference. Finally, respondents who never or almost never eat fishery or aquaculture products say it is because they do not like the taste, the smell or the appearance of these products, far ahead of their high price.

The fourth and last part of this report examined the information provided on fishery and aquaculture products. Close to seven in ten respondents consider that the “use by” or “best before” date should be mentioned on the label of fresh, frozen, smoked and dried fishery products, far ahead of any other information. In contrast, when it comes to tinned or prepared products, two-thirds of respondents think that the species contained in the product should be mentioned on its label, ahead of any other information. In addition, over three-quarters of respondents consider that the date of catch or production should be mentioned on the label for all fishery and aquaculture products, while more than four in ten mention environmental information.

A broad overview of the socio-demographic results reveals that the most affluent socio-demographic categories are the most likely to eat and buy fishery and aquaculture products. Moreover, their consumption of these products tended to increase or remain stable as a result of the COVID-19 pandemic, while it tended to decrease among the less affluent categories. However, there are relatively few differences between men and women in their attitudes towards fishery and aquaculture products.

Delving more deeply into prices and cost, results reveal that more affluent socio-demographic categories have a higher capacity to consume or purchase fishery and aquaculture products. Firstly, managers, those who consider themselves upper middle class or higher, and those who never or almost never have difficulty paying bills generally tend to consume these products at home and elsewhere more, as well as purchase them. Moreover, they are also more prone to have consumed fresh products (including live) over the past 12 months, which tend to be more expensive than frozen or tinned products. Conversely, the latter two types of products are consumed more frequently by manual workers, those who consider themselves working class, and those who have difficulties paying bills most of the time, within the same time frame. Lastly, the aforementioned less affluent socio-demographic categories are also more likely to place importance on cost when buying fishery and aquaculture products.
**EU Consumer Habits Regarding Fishery and Aquaculture Products**

**Nearly two-thirds of Europeans** say they eat fishery or aquaculture products **at home** at least once a month.

- **June – July 2018**: 41%
- **Mar. – Apr. 2021**: 33%

**Slightly more than one fifth of Europeans** say they eat fishery or aquaculture products **at restaurants and other food outlets** at least once a month.

- **June – July 2018**: 11%
- **Mar. – Apr. 2021**: 7%

As a result of the **COVID-19 pandemic**, Europeans say that...

- **...their consumption has remained the same**: 80%–84%
- **...their consumption has decreased**: 7%–12%
- **...their consumption has increased**: 4%–8%

**INCREASE** was mostly due to:
- 40% Health consciousness
- 35% Diet changes
- 21% Wider availability

**DECREASE** was mostly due to:
- 33% Higher cost
- 25% Financial circumstances
- 21% Product substitution

Source: Eurobarometer 515 - EU Consumer Habits Regarding Fishery and Aquaculture Products, March-April 2021
EU Consumer Habits Regarding Fishery and Aquaculture Products

The **product’s appearance** is the **key factor when buying** fishery and aquaculture products...

- **58%**  
  (-1 pp. since 2018)  
  **Almost as important:**  
  - **Cost**: 54% (+2 pp. since 2018)
  - **Origin**: 49% (+8 pp. since 2018)

...However, their **taste, smell or appearance** is also the **reason for almost never or never eating them**

- **40%**  
  (-9 pp. since 2018)  
  **Significantly less mentioned:**  
  - **Too expensive**: 24% (+8 pp. since 2018)
  - **Unfamiliar with products**: 22% (+6 pp. since 2018)

**Preference for wild or farmed products**

- **32%** prefer wild products  
  (-3 pp. since 2018)
- **76%** have no preference  
  (-2 pp. since 2018)
- **7%** prefer farmed products  
  (-2 pp. since 2018)

**Depending on the type of products**, Europeans think that the following information should appear on their labels:

**Fresh, frozen, smoked and dried fishery products**

- Name of the product and species: 57%  
- "Use by" or "best before" date: 69%
- Whether the product is wild or farmed: 53%

**Tinned or prepared products**

- Species that the product contains: 66%
- Whether the product is wild or farmed: 54%
- Area of catch or production: 52%

**Considering all fishery and aquaculture products**, Europeans say the **most important information to be provided on their labels** is...

- **76%** (Unchanged since 2018)  
  **...the date of catch or production**

- **44%** (+5 pp. since 2018)  
  **...environmental information**

- **33%** (+3 pp. since 2018)  
  **...the country where the ship that caught the product is registered**

Source: Eurobarometer 515 - EU Consumer Habits Regarding Fishery and Aquaculture Products, March-April 2021