

# Perceptions of the ocean and environment

Kantar, with support from the David and Lucile Packard Foundation, surveyed more than 7,000 people across the six coastal nations that are the largest consumers and producers of seafood, finding near-unanimous support for government action to protect the ocean.

92%

Across all six countries, more than 92% supported government action to protect the ocean.

72%

More than 72% agree the ocean is being impacted by human activities.

94%

More than 94% see the condition of the ocean as important to their country's economy.

## ■ China

99% support the need for government regulations and marine protected areas—areas off-limits for fishing and commercial use.

## ■ United States

92% believe government regulations are necessary, and 69% say the government is not doing enough to protect the ocean.

## ■ Japan

92% support establishing marine protected areas, and 91% consider the loss of fish and other marine wildlife as a major threat.

## ■ Indonesia

81% think protecting the environment has a positive impact on the economy, and 92% support environmental conservation regulations to protect the ocean.

## ■ Chile

96% believe the condition of the ocean is important to the economy, and 90% rate ocean health today as “poor” or “very poor.”

## ■ Mexico

95% think climate change is a very or somewhat serious threat, and 74% think the condition of the ocean has “worsened” in the last 10 years.