



# Irish consumers' views on sustaining marine resources\*

## KEY PRIORITIES WHEN BUYING FISH



**96%**  
quality



**87%**  
caught sustainably



**87%**  
price



**85%**  
caught legally



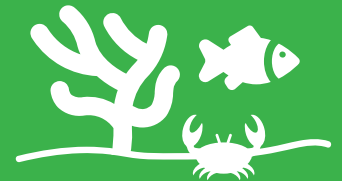
**87%**  
sustainable fishing  
is a key concern



**9 out of 10**  
would report  
illegal fishing



**77%**  
wouldn't buy fish if  
illegally caught



**90%**  
want more action on  
protecting Ireland's  
marine resources

## KEY FACTORS TO ENCOURAGE MORE FISH CONSUMPTION



**50%**  
want better access  
to local produce



**43%**  
traceability



**34%**  
greater confidence  
fish legally caught

\* A survey of 1,500 adults who eat fish regularly was conducted by Amárach Research for the Sea-Fisheries Protection Authority, the sea-fisheries and the sea-food safety regulator. Research was conducted online during 8th - 21st December 2021.