


NORWEGIAN PERSPECTIVES OF KRILL FISHING IN ANTARCTICA

Survey of Norwegian
General Public

Full Report by GlobeScan
April 2026

Globe
Scan 

OUR ANTARCTICA



CONTENTS

- 03 Objectives & Methodology**
- 04 Respondent Profile**
- 05 Executive Summary**
- 07 Attitudes, Awareness, and Perceptions**
- 17 Message Testing**

OBJECTIVES AND METHODOLOGY

In 2026, Only One commissioned GlobeScan, an independent insights and advisory firm, to conduct a survey of the general public in the Norway, with the objective of supporting a public campaign in Norway focused on Antarctic Ocean protection, krill harvesting in the Antarctic Peninsula, and public expectations of Norwegian government and industry action.

The study was designed to capture a strong baseline assessment of what Norwegians know and care about, and what actions they may be willing to take relating to Antarctic marine protection and commercial krill harvesting in Antarctica.

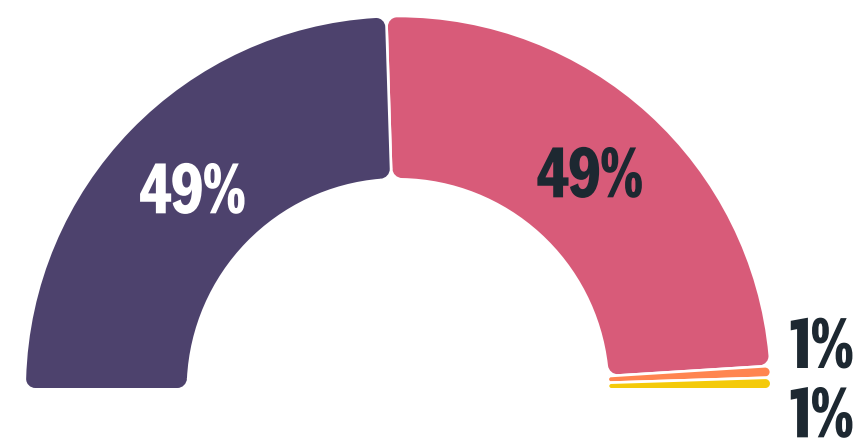
Survey Methodology:

- n=725 adults in Norway (18+)
- Five-minute online survey fielded April 16–22, 2026
- The survey used a non-probability sample, so a margin of sampling error cannot be calculated. Respondents were recruited from a high-quality panel designed to reflect Norway’s demographic makeup, yielding results comparable to probability samples. The final sample was not weighted, though demographic distributions closely match the Norwegian population. As with all surveys, results may be affected by sources of error such as coverage and measurement error.

RESPONDENT PROFILE

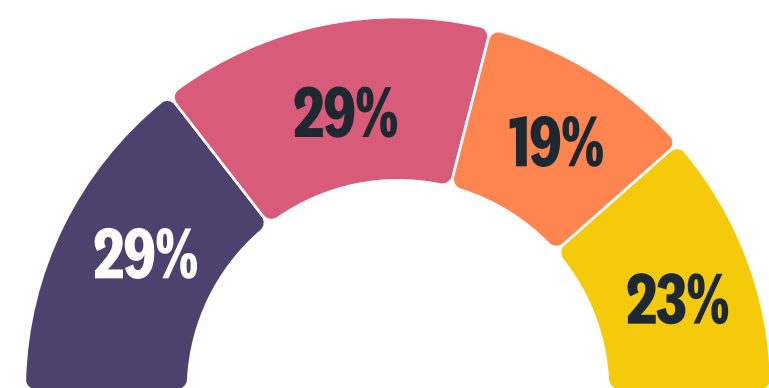
General public in Norway, 2026

Gender



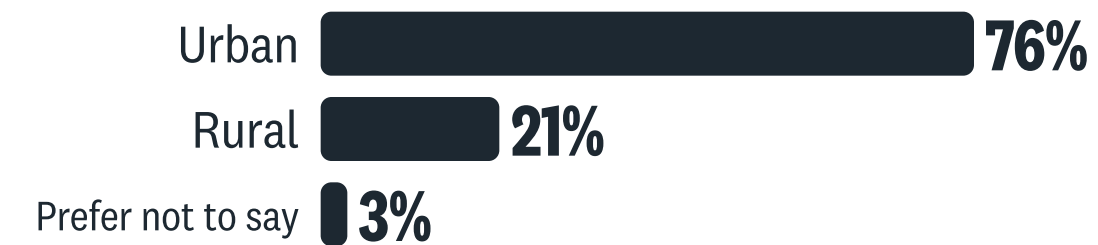
Male
Female
Prefer to self-identify
Prefer not to say

Age

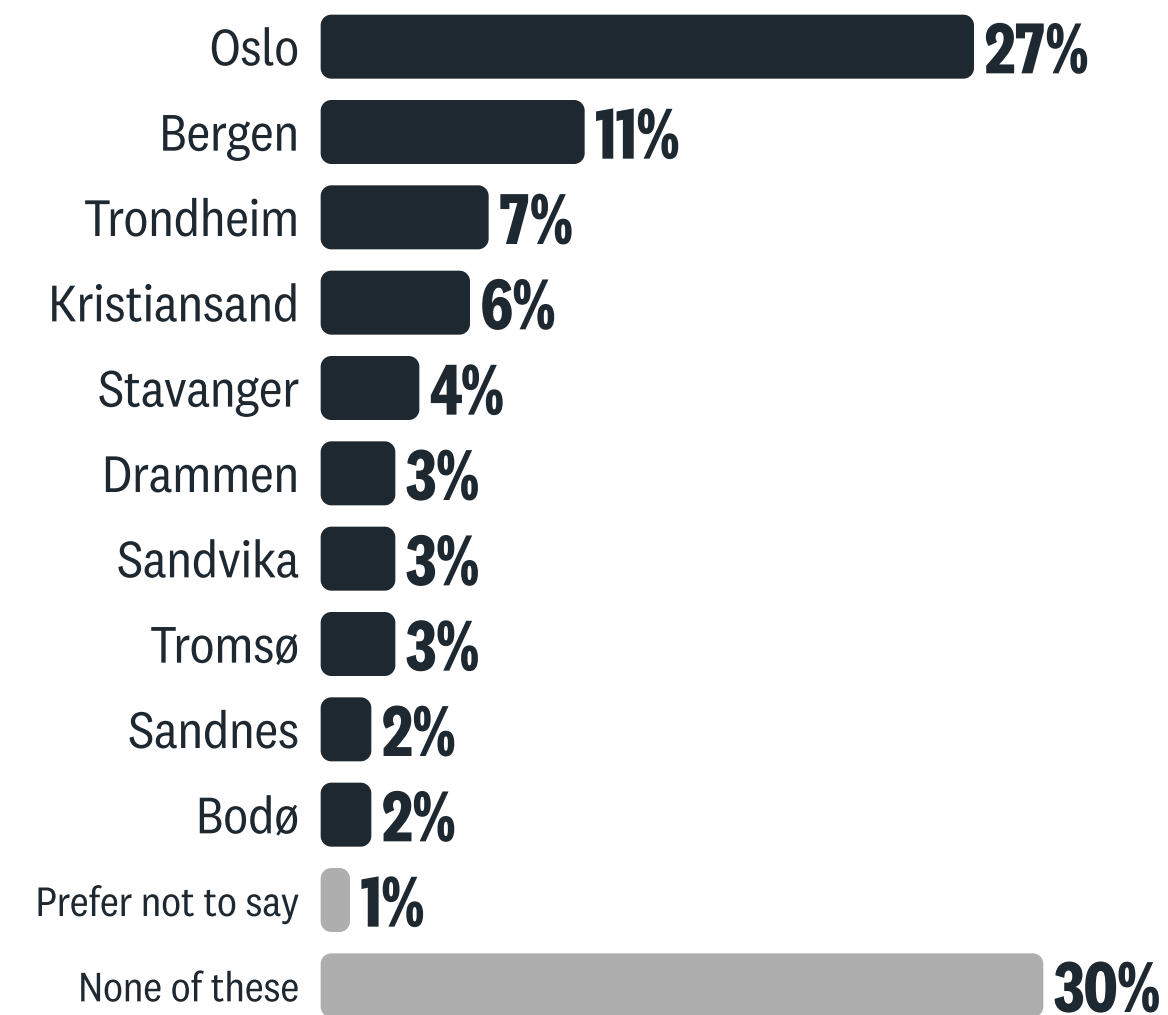


Gen Z (18-30)
Millennials (31-45)
Gen X (46-60)
Boomers (61+)

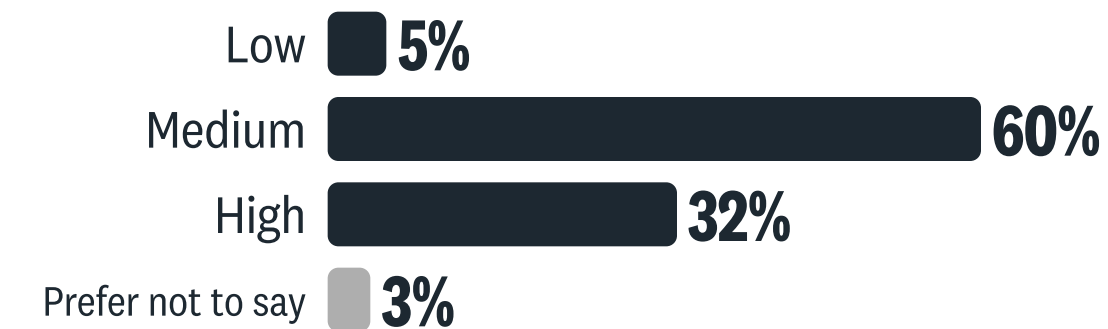
Region



City

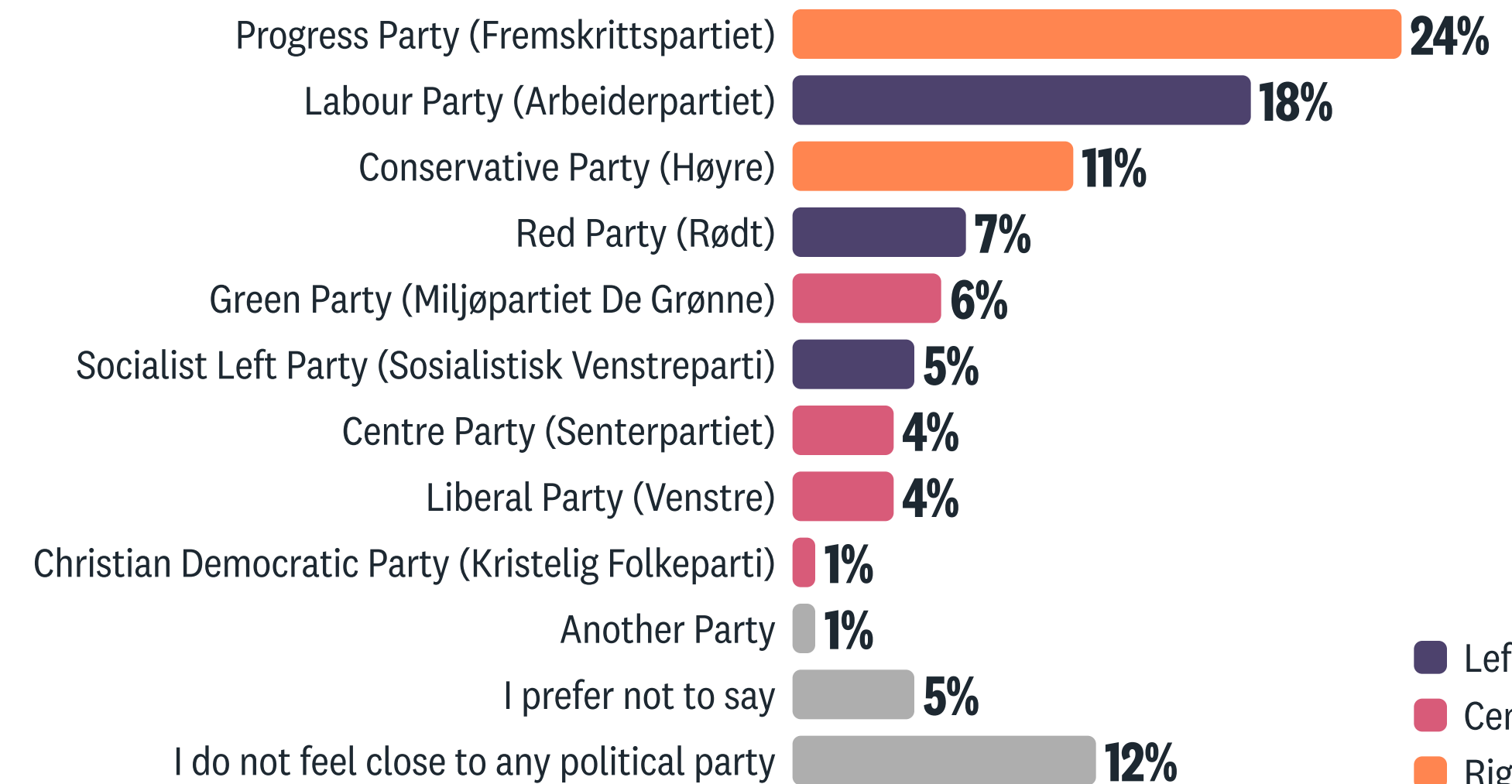


Level of Education



DD1. What is your age?; DD2. What is your gender?; DD3. What is the highest level of education you have completed? [Low: Primary school, Junior high school; Medium: Upper secondary school, Vocational education, Some college or university – degree not completed; High: Completed university / university diploma, Completed master’s degree or doctorate]; DD4. Which best describes where you live?; DD5. Do you live in one of the following cities?; DD6. Which political party do you feel closest to, if any?

Political Party Affiliation



Left-leaning
Centre-leaning
Right-leaning

EXECUTIVE SUMMARY



TOPLINE HEADLINES

+ **Norwegians rate Norway a global leader on environmental protection**

A majority (51%) rate Norway's environmental performance as better than other countries, with one-third (32%) rating its performance in ocean protection as "good" or "excellent."

+ **Antarctica's environmental challenges largely unknown in Norway**

More than three-quarters are unfamiliar with Antarctic environmental issues (77%), and more than eight in ten are unfamiliar with commercial krill fishing in Antarctica (81%).

+ **Most Norwegians say they are not familiar with krill fishing in Antarctica**

While many have heard of krill, a majority (53%) say they know little or nothing about it. Additionally, one in four (25%) do not know what krill is used for, and close to half (45%) do not know which countries are most active in commercial krill fishing.

+ **More than half of Norwegians voice concern after learning about krill fishing impacts**

After learning about krill and fishing impacts, 53 percent are at least moderately concerned, with 20 percent "very" or "extremely" concerned about Norway's involvement.

+ **The public points to corporations and government as key responsible actors**

Norwegians say responsibility lies primarily with companies (41%) and the Norwegian government (37%), far ahead of citizens themselves (9%).

+ **Public readiness to engage with the campaign when clear actions are presented**

Majorities support regulatory and political responses (57%–71%), and many say they would actively respond by learning more (37%), changing purchasing behavior (35%), or supporting collective action such as petitions (32%).

+ **Messages centered on the ecological importance of krill and accountability resonate most strongly with Norwegians**

Two-thirds (66%) agree krill protection is essential for biodiversity, and clear majorities agree government and companies must be accountable (61% and 56%, respectively).

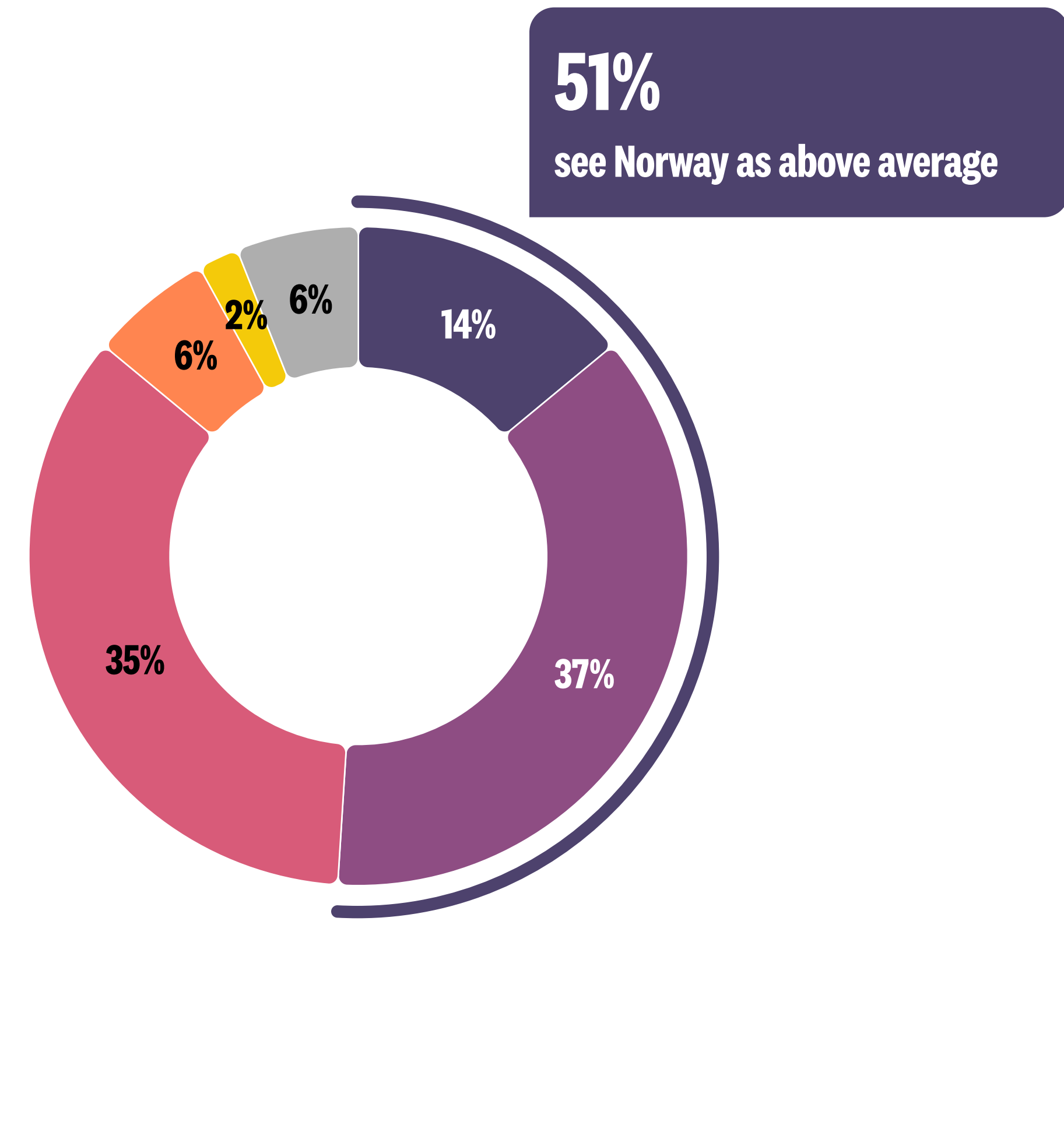
ATTITUDES, AWARENESS, AND PERCEPTIONS



Norway's Performance on Environmental Responsibility and Protection Compared to Other Countries

A majority of Norwegians see their country's performance on environmental responsibility and protection positively; half see its performance as above average compared to other countries, while fewer than one in ten see the country's performance as below average

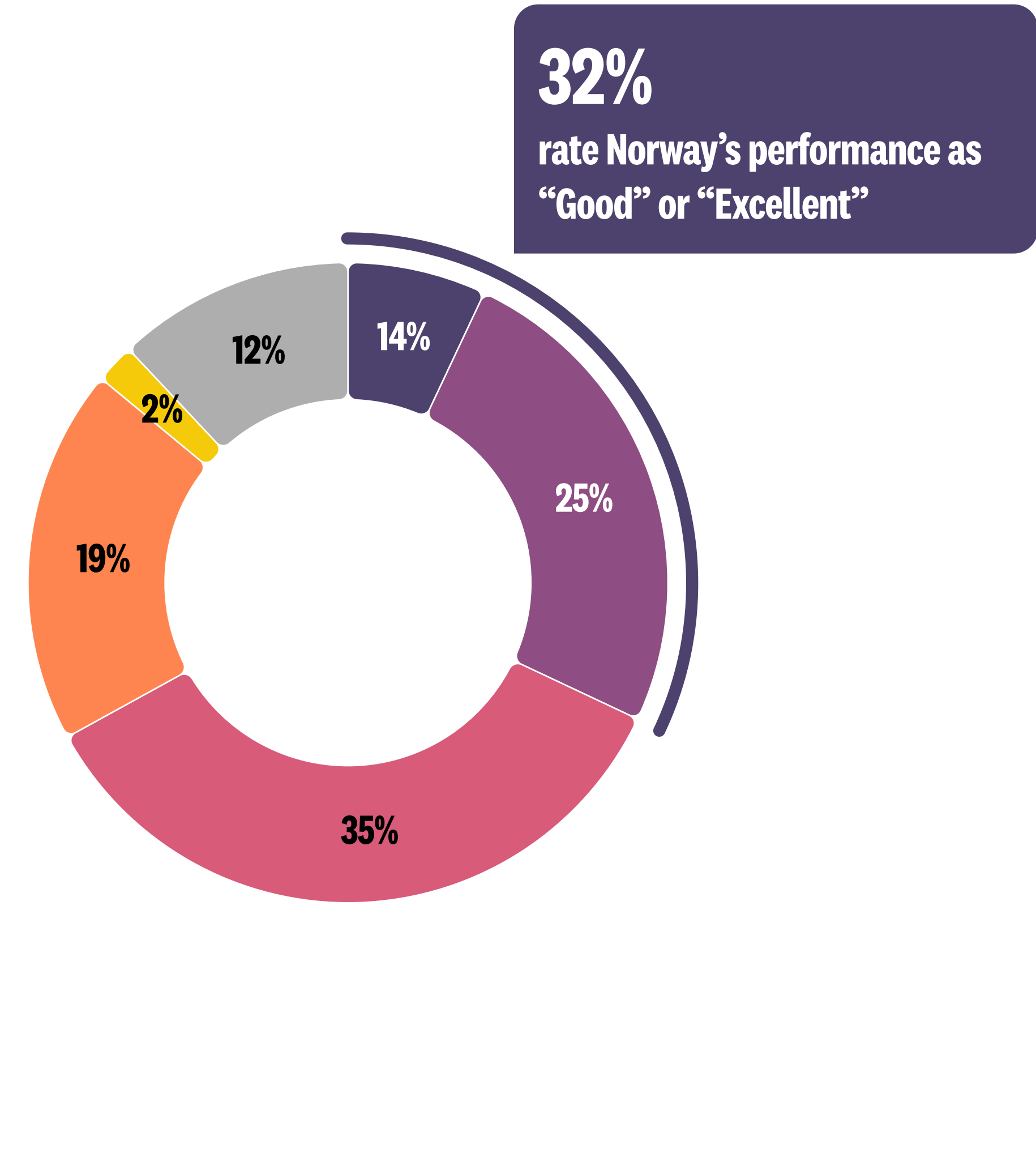
Q1. We would like to begin by understanding your views. Thinking about environmental responsibility and protection, how would you rate Norway's performance compared to other countries?



Norway's Performance in Protecting Oceans

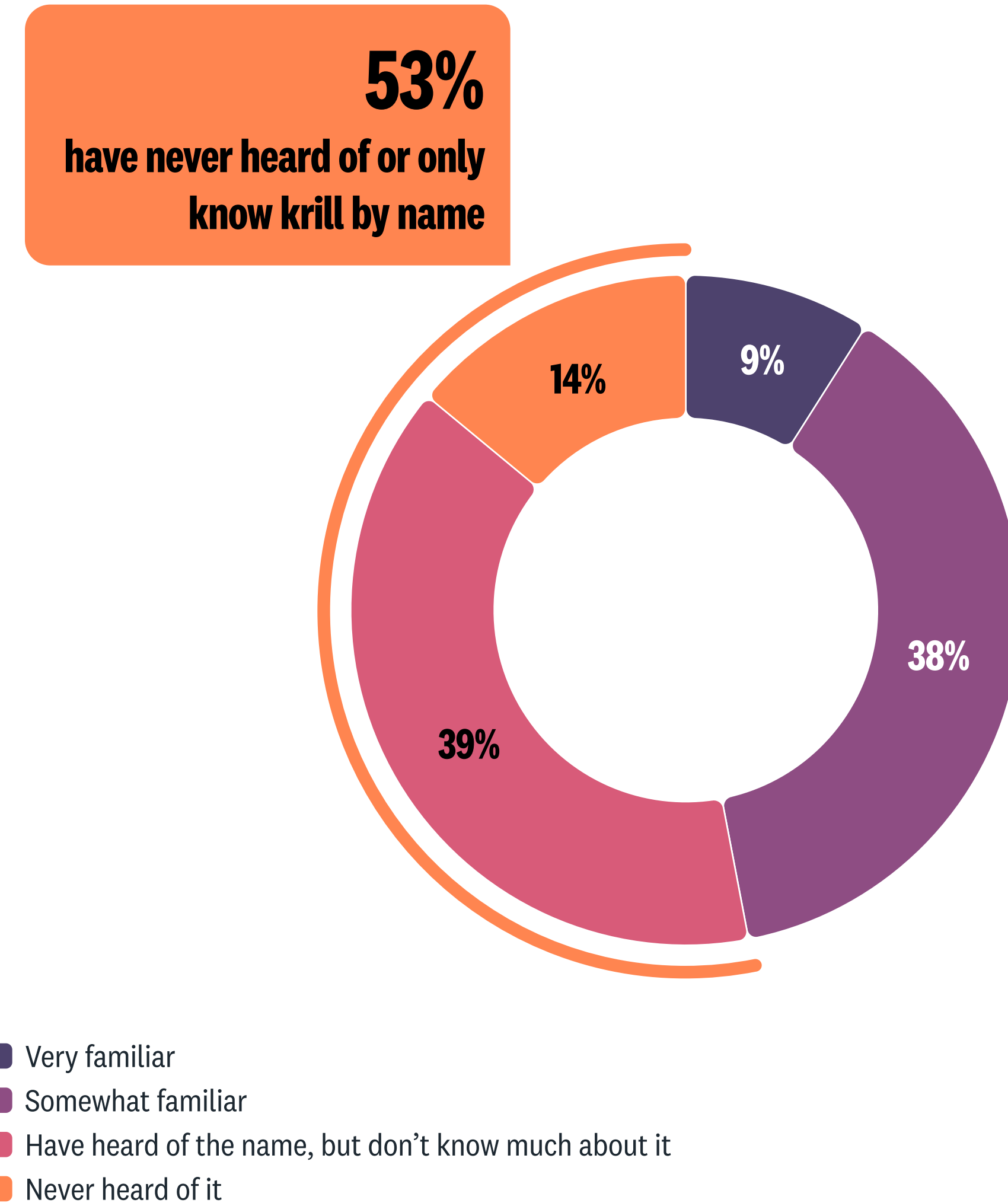
Additionally, one third Norwegians rate the country's performance in protecting oceans as "Good" or "Excellent", with another third rating it as "Satisfactory"

Q2. Thinking specifically about marine ecosystems, how would you rate Norway's performance in protecting the ocean?



Familiarity with Krill

The majority of Norwegians have never heard of, or only know of krill by name; an additional four in ten are only “Somewhat familiar” with krill



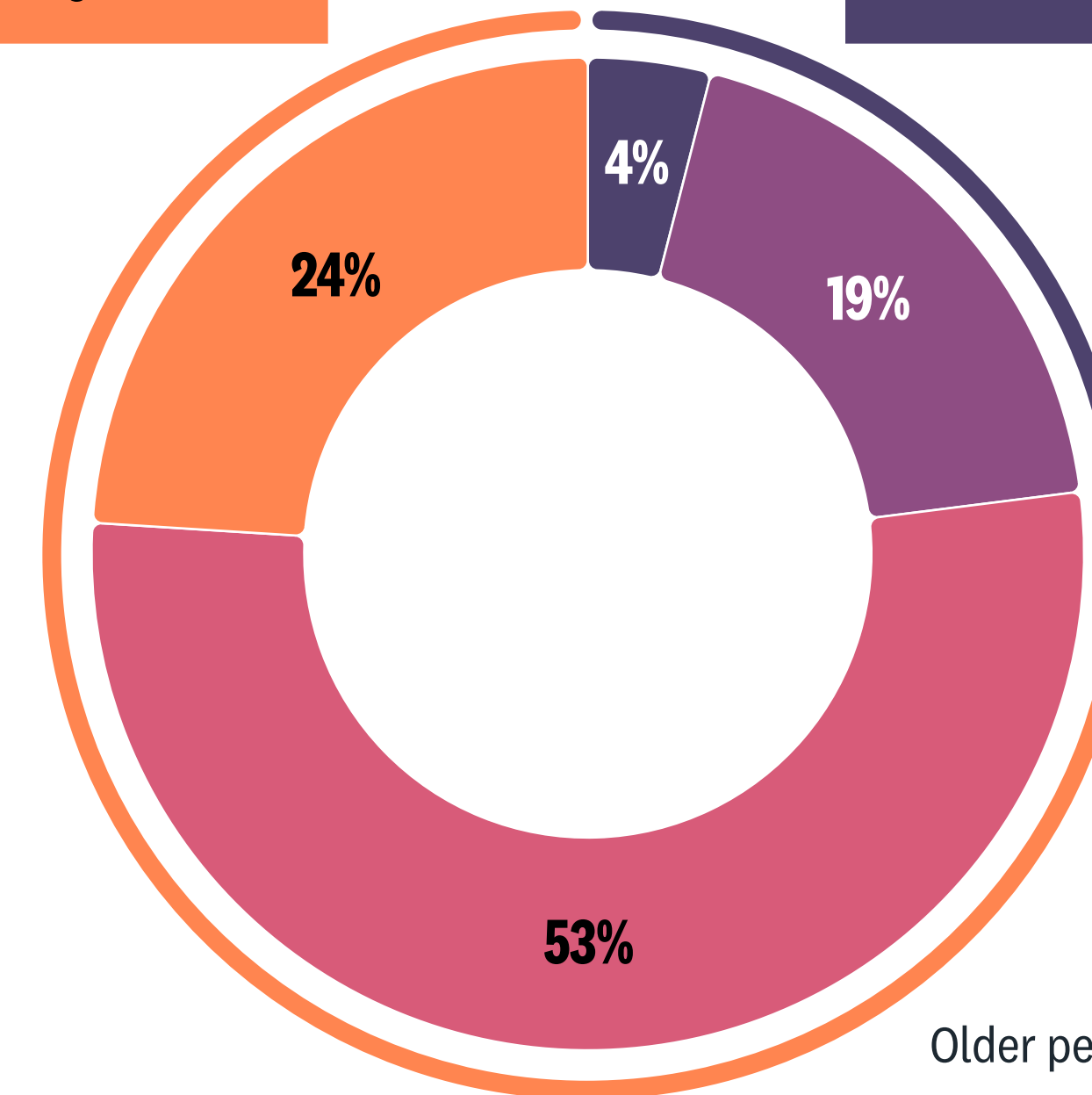
Q3. How familiar are you with the marine species called “krill”?

Familiarity with Environmental Issues affecting Antarctica

Over three in four are “Not at all” or only “Slightly familiar” with environmental issues affecting Antarctica

77%
are not at all or only slightly familiar

23%
are familiar



- Very familiar
- Moderately familiar
- Slightly familiar
- Not familiar at all

Older people are more likely to be unfamiliar with environmental issues affecting Antarctica (69% of Gen Z and 75% of Millennials vs 88% of Gen X and 81% of Boomers are “Not at all” or “Slightly familiar”).

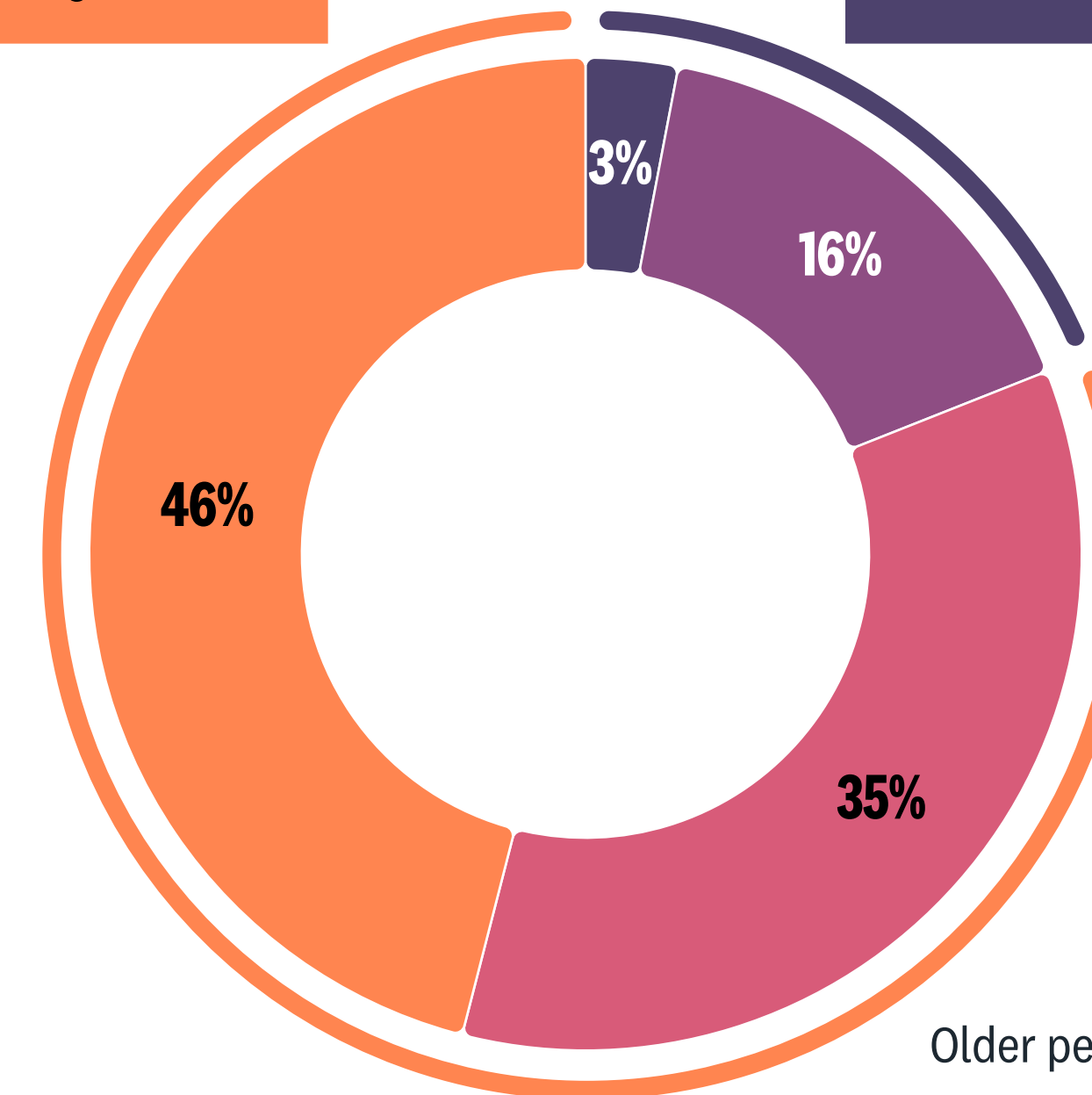
Q4. How familiar are you with environmental issues affecting Antarctica?

Familiarity with Commercial Krill Fishing in Antarctica

Over eight in ten are “Not at all” or only “Slightly familiar” with commercial krill fishing in Antarctica

81%
are not at all or only slightly familiar

19%
are familiar



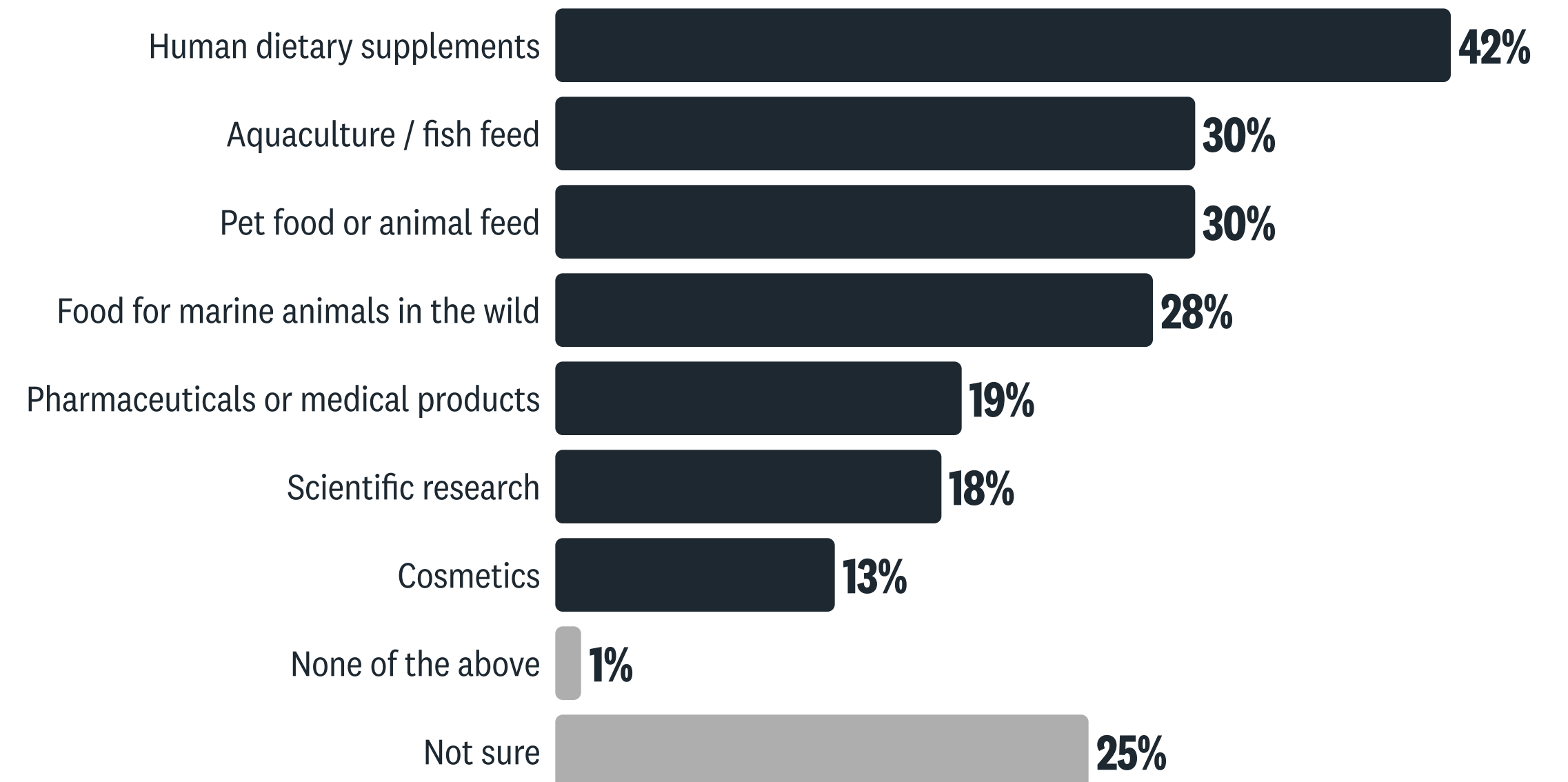
- Very familiar
- Moderately familiar
- Slightly familiar
- Not familiar at all

Older people are more likely to be unfamiliar with commercial krill fishing in Antarctica (75% of Gen Z and 78% of Millennials vs 89% of Gen X and 86% of Boomers are “Not at all” or “Slightly familiar”).

Q5. How familiar are you with commercial krill fishing in Antarctica?

Uses of Krill

Among the listed uses for krill, Norwegians are most likely to believe it is used for human dietary supplements, aquaculture / fish feed, and pet/animal food; one in four do not know what krill is used for

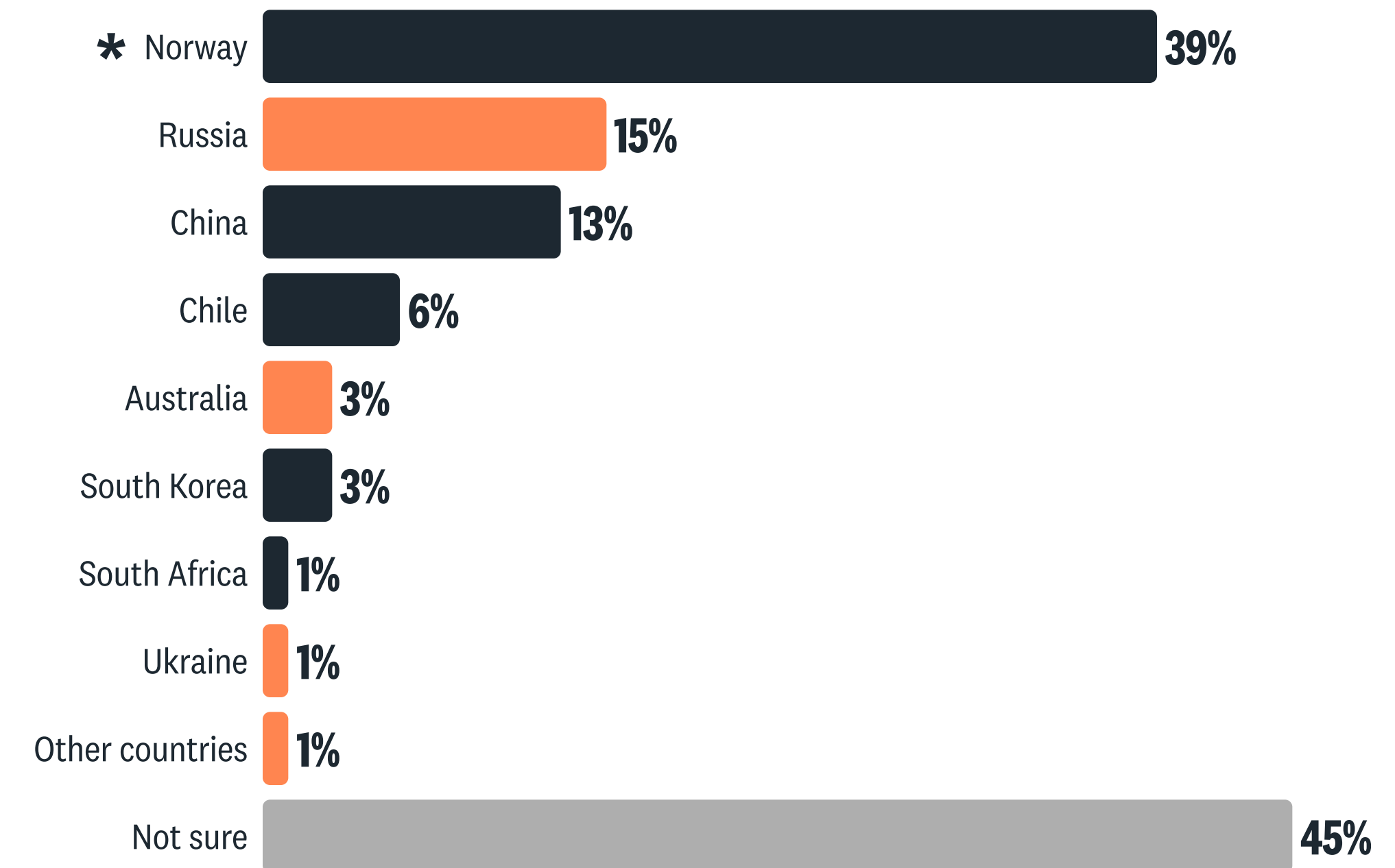


Q6. As far as you know, what is krill used for? Select all that apply.

Perceptions of the Countries Most Active in Commercial Krill Fishing

Norwegians are most likely to believe that their own country is most active in commercial krill fishing, although close to half do not know which countries are the most active

Q7. As far as you know, which of the following countries are most active in commercial krill fishing? Select your top two.



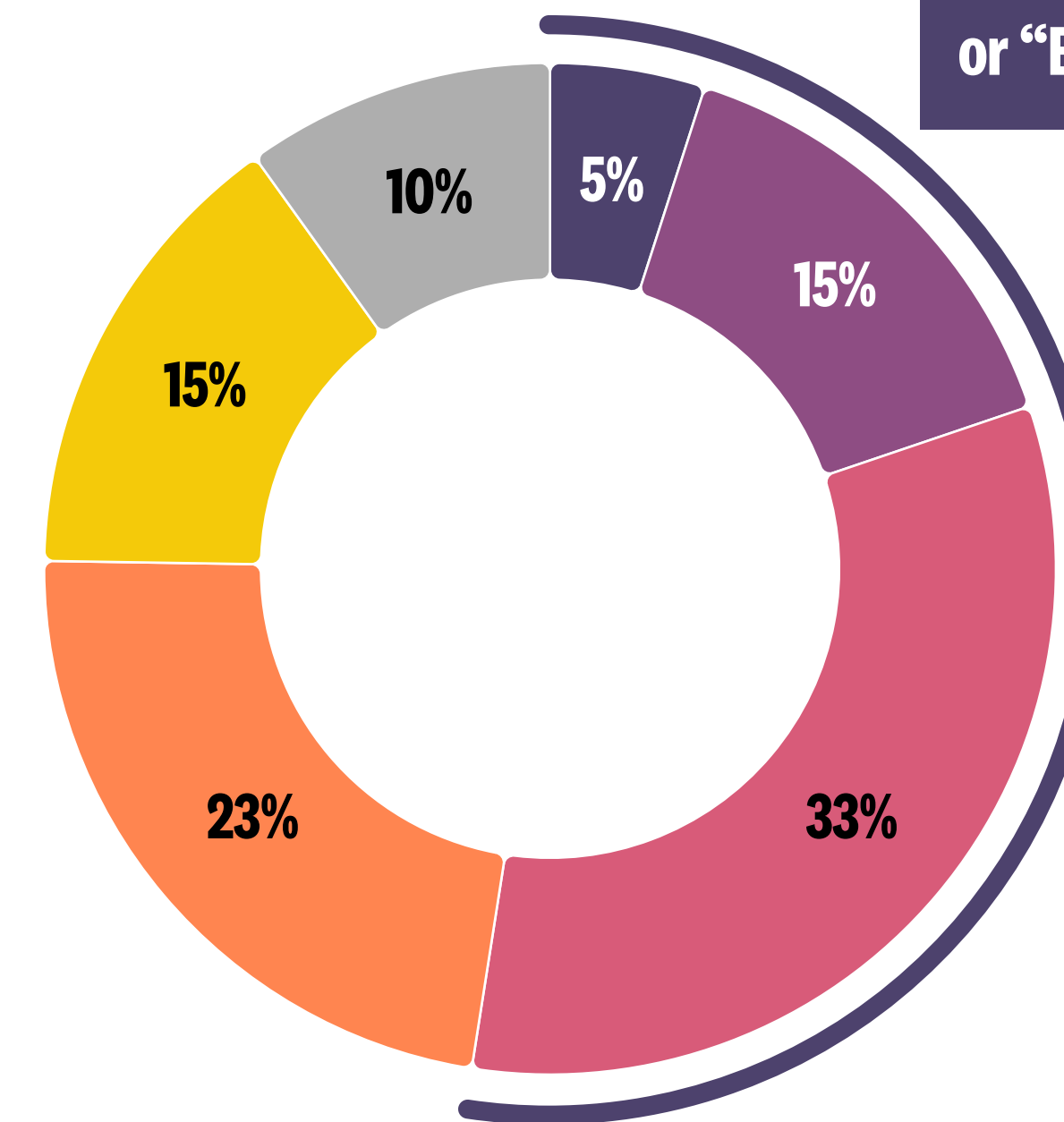
- Highly involved in krill fishing
- Not highly involved in krill fishing

Concern about Norway's Involvement in Commercial Krill Fishing

After learning the role that krill play in the Antarctic and the potential negative impacts of commercial krill fishing, over half say they are concerned about Norway's involvement, and two in ten say they are highly concerned

Shown to respondents: Krill are small, shrimp-like animals found in the Southern Ocean around Antarctica. They are the primary food source for many Antarctic animals, including whales, penguins, seals, and seabirds. Krill also play an important role in ocean processes that affect how carbon moves through marine ecosystems. Krill are fished commercially and used in products such as nutritional supplements and animal feed. Fishing for krill in Antarctic waters involves vessels from several countries, with Norwegian companies accounting for about 70 percent of krill catch. Scientists and policymakers are debating how to mitigate the negative impacts of commercial krill fishing on Antarctic biodiversity and on krill's key role in regulating the global climate.

Q8. Overall, how concerned are you, if at all, about Norway's involvement in commercial krill fishing in Antarctic waters?



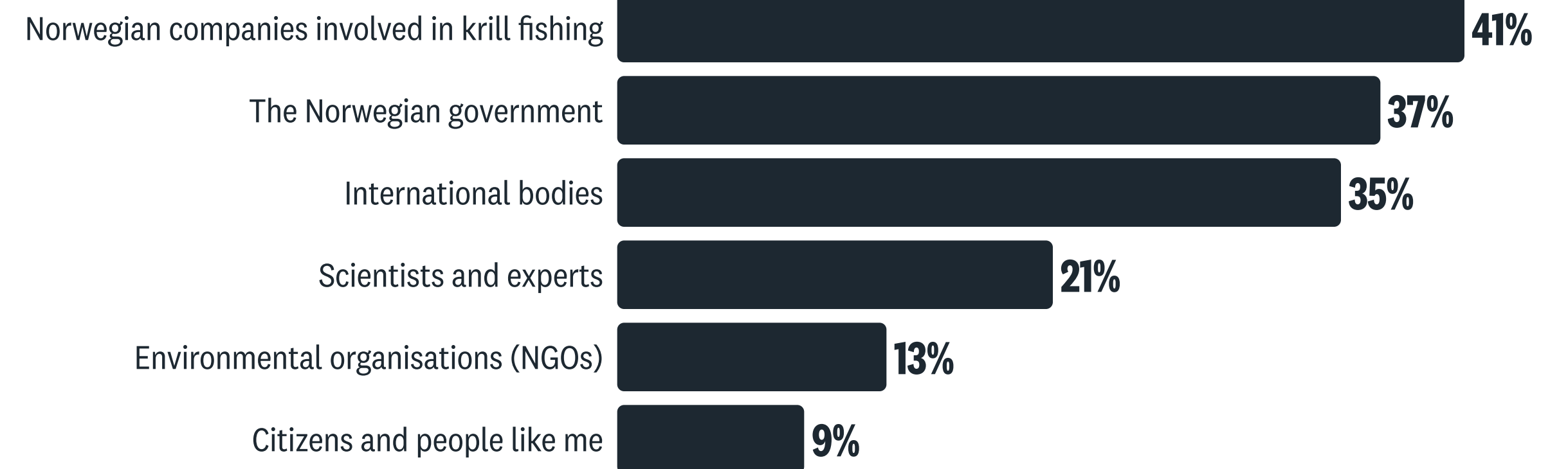
53%
are "Moderately," "Very,"
or "Extremely concerned"

- Extremely concerned
- Very concerned
- Moderately concerned
- Slightly concerned
- Not at all concerned
- Not sure

Norwegians with a lower view on Norway's performance in environmental and ocean protection are more likely to be concerned with Norway's involvement in commercial krill fishing (31% of those who say Norway's performance is below average on environmental protection and 28% of those who say the same about ocean protection are "very" or "extremely concerned").

Most Responsible Actors in Minimizing the Impact of Commercial Krill Fishing on Antarctic Ecosystems

Norwegians believe that Norwegians companies involved in krill fishing and the Norwegian government should be the most responsible for minimizing the impact of commercial krill fishing on Antarctic ecosystems



Q9. Who do you think should be most responsible for minimizing the impact of commercial krill fishing on Antarctic ecosystems? Select up to two.

MESSAGE TESTING



OUR ANTARCTICA

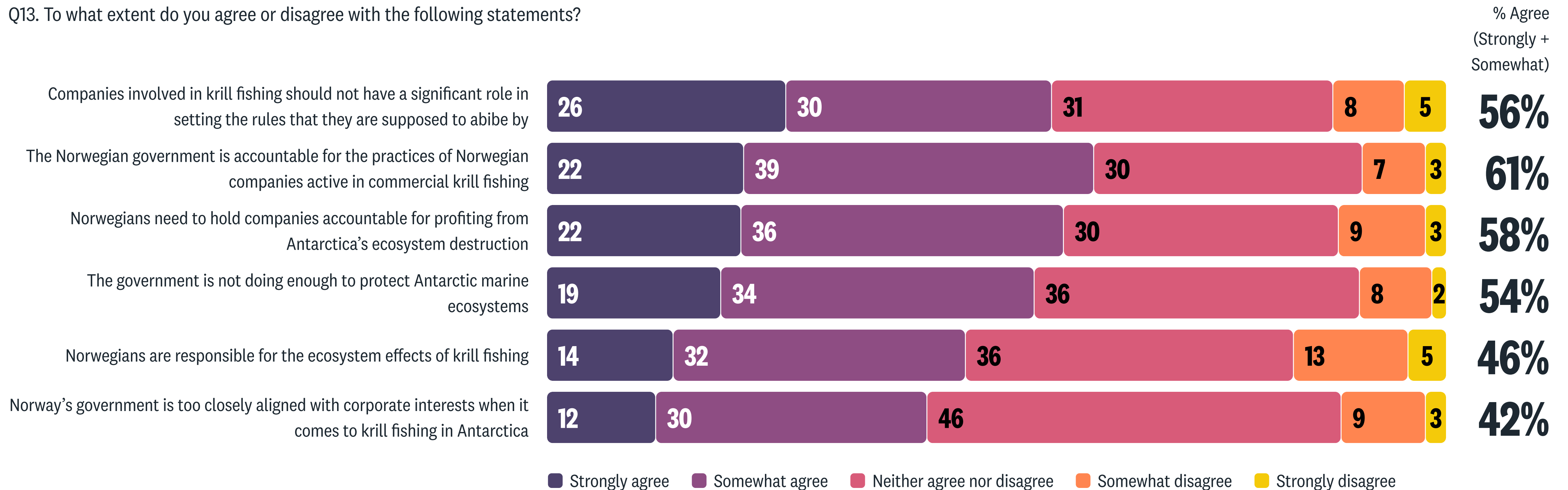


Image: John Weller

Governance and Accountability

One-quarter of Norwegians strongly agree that companies involved in krill fishing should not have a significant role in setting their governing rules; six in ten believe the Norwegian government is accountable for Norwegian company practices

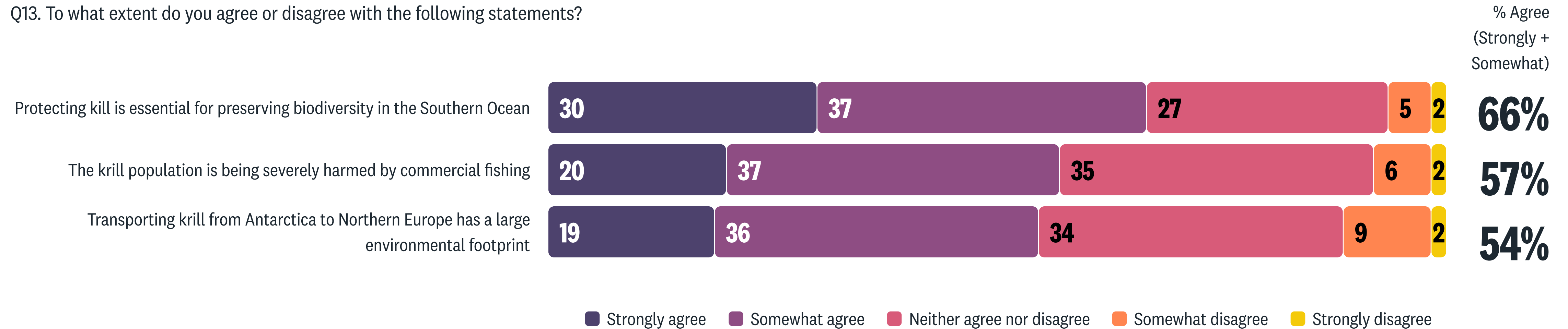
Q13. To what extent do you agree or disagree with the following statements?



Environmental Impacts and Urgency

Two thirds agree protecting krill is essential for preserving biodiversity in the Southern Ocean

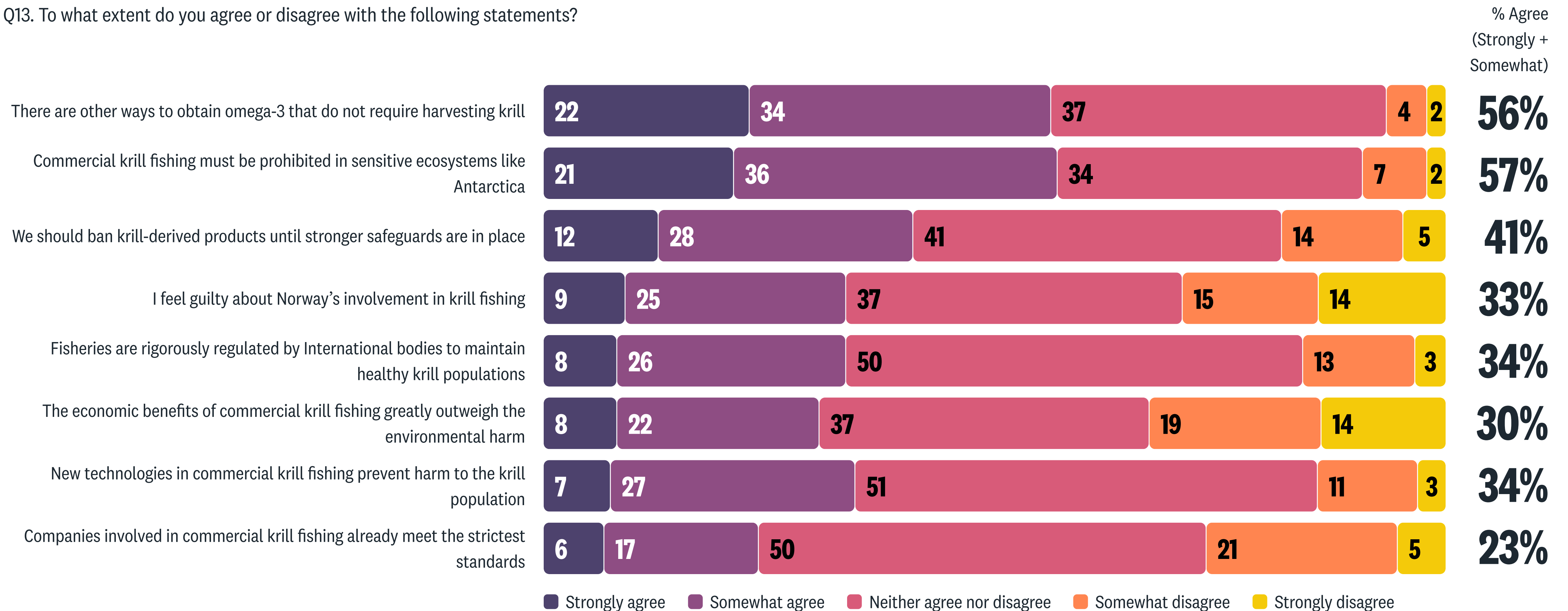
Q13. To what extent do you agree or disagree with the following statements?



Industry Management and Policy Solutions

Over half of Norwegians agree that commercial krill fishing must be prohibited in sensitive ecosystems like Antarctica and that there are ways to obtain omega-3 that do not require harvesting krill

Q13. To what extent do you agree or disagree with the following statements?



Highest Agreement

Across messages, Norwegians are most likely to agree that krill protection is essential for preserving Southern Ocean biodiversity and that the Norwegian government should be accountable for commercial krill fishing practices

Q13. To what extent do you agree or disagree with the following statements?

Rank Message

- | Rank | Message | % Agree |
|------|--|---------|
| 1 | Protecting krill is essential for preserving biodiversity in the Southern Ocean | 66% |
| 2 | The Norwegian government is accountable for the practices of Norwegian companies active in commercial krill fishing | 61% |
| 3 | Norwegians need to hold companies accountable for profiting from Antarctica’s ecosystem destruction | 58% |
| 4 | The krill population is being severely harmed by commercial fishing | 57% |
| 5 | Commercial krill fishing must be prohibited in sensitive ecosystems like Antarctica | 57% |
| 6 | Companies involved in krill fishing should not have a significant role in setting the rules that they are supposed to abide by | 56% |
| 7 | There are other ways to obtain omega-3 that do not require harvesting krill | 56% |
| 8 | Transporting krill from Antarctica to Northern Europe has a large environmental footprint | 54% |
| 9 | The government is not doing enough to protect Antarctic marine ecosystems | 54% |

% Agree

66%

61%

58%

57%

57%

56%

56%

54%

54%

Lowest Agreement

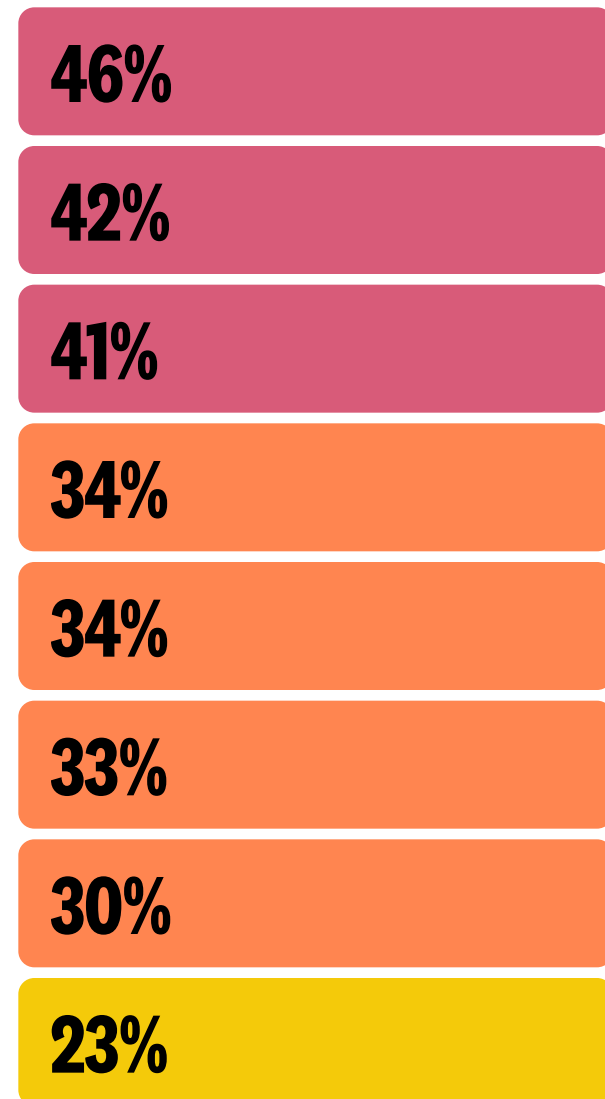
Across messages, Norwegians are least likely to agree that commercial krill fishing companies already meet strict standards or that the economic benefits of commercial krill fishing outweigh the environmental harm

Q13. To what extent do you agree or disagree with the following statements?

Rank Message

- | Rank | Message | % Agree |
|------|--|---------|
| 11 | Norwegians are responsible for the ecosystem effects of krill fishing | 46% |
| 12 | Norway’s government is too closely aligned with corporate interests when it comes to krill fishing in Antarctica | 42% |
| 13 | We should ban krill-derived products until stronger safeguards are in place | 41% |
| 14 | New technologies in commercial krill fishing prevent harm to the krill population | 34% |
| 15 | Fisheries are rigorously regulated by international bodies to maintain healthy krill populations | 34% |
| 16 | I feel guilty about Norway’s involvement in krill fishing | 33% |
| 17 | The economic benefits of commercial krill fishing greatly outweigh the environmental harm | 30% |
| 18 | Companies involved in commercial krill fishing already meet the strictest standards | 23% |

% Agree





**Know your world.
Lead the future.**

GlobeScan is an insights and advisory firm specializing in trust, sustainability, and engagement.

We equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organizations and society.

Established in 1987, we have offices in Cape Town, Dubai, Hong Kong, Hyderabad, London, Paris, San Francisco, São Paulo, Singapore, Tokyo, and Toronto. GlobeScan is a participant of the UN Global Compact and a Certified B Corporation.

www.GlobeScan.com