

United States Department of the Interior, Douglas McKay, Secretary  
Fish and Wildlife Service, John L. Farley, Director

-----  
Fishery Leaflet 426

Washington 25, D. C.

February 1956

HOUSEHOLD CONSUMER PREFERENCES

FOR

BREADED SHRIMP AND BREADED FISH STICKS

Part 3 - Summary by Income Groups, Household Size,  
Homemaker Age Groups, and Occupation

Prepared by Richard A. Kehn\* and Walter H. Stolting\*\*

Graphs by G. T. Sundstrom

---

\* Chief ) Economics and Cooperative Marketing Section  
\*\* Assistant Chief ) Branch of Commercial Fisheries

## CONTENTS

	Page
Introduction . . . . .	3
Summary. . . . .	4
Breaded Shrimp . . . . .	5
Consumption by Income Groups. . . . .	5
Consumption by Household Size . . . . .	8
Consumption by Homemaker Age Groups . . . . .	10
Consumption by Occupation . . . . .	12
Breaded Fish Sticks. . . . .	14
Consumption by Income Groups. . . . .	14
Consumption by Household Size . . . . .	19
Consumption by Homemaker Age Groups . . . . .	21
Consumption by Occupation . . . . .	22
Family Home Consumption of Fish and Shellfish. . . . .	24
Group Restaurant Consumption of Fish and Shellfish . . . . .	24
Survey Methods and Characteristics . . . . .	25
Summaries of Replies to Questions by:	
Income Groups . . . . .	26
Household Size. . . . .	59
Homemaker Age Groups. . . . .	92
Occupation. . . . .	125

## INTRODUCTION

This is the third in a series of reports resulting from a nationwide survey of household consumer preferences for breaded shrimp and breaded fish sticks. The survey was made by National Family Opinion, Inc., Toledo, Ohio, in November 1954 under the direction of the Fish and Wildlife Service. Some additional supporting information about home and restaurant consumption of fish and shellfish was obtained also.

Important developments in the marketing of fishery products have occurred in recent years. Outstanding is the fact that frozen breaded fish sticks and, to a lesser extent, frozen breaded shrimp have made spectacular sales advances. Fish stick production jumped from 7.5 million pounds in 1953 to about 50 million pounds in 1954. Production in 1955 was 65 million pounds. It should be noted that the rate of increase of production is decreasing significantly. Breaded shrimp production started in a small way after World War II, rose very rapidly, and currently appears to have leveled off in 1954 at about 17 million pounds annually.

The fishing industry hopes that these favorable developments are based on permanent and perhaps expanding markets for fish sticks and shrimp. Reliable information has been lacking at the consumer level to provide the basis for examination of the marketing prospects for breaded shrimp and fish sticks. For the same reason the significance of the sudden phenomenal 1954 sales increase of these products in relation to the market for other fish products could not be evaluated. In the latter connection, the fragmentary information available has been used to support opposite opinions as to whether or not fish-stick sales represent supplementary purchases or substitutions for other fish products.

This report summarizes the information obtained from the survey by family income groups, household size groups, homemaker age groups and by occupation of the head of the household. Two fishery leaflets summarizing the data analyzed in several other ways have already been issued. Fishery Leaflet No. 424 presents the information summarized on a national and regional basis. Fishery Leaflet No. 425 presents an analysis of the replies with respondents classified in farm and nonfarm groups; and rural and by city size classification.

Special effort has been made to be as specific as possible in presenting conclusions and in presenting them in a way most likely to be of practical value to the fishing industry. Obviously, it is possible to draw somewhat different conclusions depending upon the weight given to the significance of certain details, and the limitations placed upon some segments of the data. For this reason an account of the survey methods and characteristics of the sample follow in a later section. The summaries of the answers to the questions are also given in detail in a subsequent section.

## INTRODUCTION - Continued

Briefly, the survey represents the tabulated results of a mailed questionnaire to 1,797 selected respondents, predominantly housewives, so chosen as to be representative of all households in the United States.

### Summary

Consumption of breaded shrimp is concentrated among middle and upper income groups.

The percentage of households serving breaded shrimp increases moderately in relation to household size.

Young housewives buy breaded shrimp much more often than older homemakers. Consumption is higher among white-collar occupations than among occupations requiring manual skills.

The predominant marketing problem for breaded shrimp is to get consumers to try them. Nine out of ten homemakers trying breaded shrimp become satisfied customers.

The consumption of cooked fish sticks is related directly to family income status. Households serving cooked fish sticks during the past year ranged upward from 20 percent for families with less than \$2,000 income per year to 50 percent for families with incomes over \$10,000. The percentage of households serving fish sticks also increases in relation to household size up to families of five members.

Consumption of fish sticks is highest among homemakers under 25 years of age. Thereafter, there is a slightly downward trend for older age groups. Fish stick consumption is somewhat higher among white-collar occupations than among occupations requiring manual skills.

Roughly 60 percent of all American households represents the possible limits of the untapped market for fish sticks. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.

## BREADED SHRIMP

About one household in five uses breaded shrimp, either cooked or uncooked. Consumption does vary, however, by family income status, age of the homemaker, household size, occupation of the breadwinner and some other factors.

Nine out of ten housewives buying breaded shrimp are satisfied with them. The dominant merchandising problem therefore is to get housewives to try breaded shrimp.

Most of the large group which had not tried these products gave "No particular reason" as the answer when asked "Why haven't you tried them?" Insofar as the minority gave specific objections, some indicated an aversion for shrimp and others were not familiar with the product or the product was not available in local shopping centers. Significantly, only a very small percentage of those who had not tried breaded shrimp thought them too expensive.

When used by homemakers, breaded shrimp does not directly replace other fishery products. For the most part respondents indicated little indirect competition with other fishery products.

Housewives are well satisfied with the present package labeling as far as description of the contents is concerned, the manner in which to prepare the shrimp and suggested recipes. Most housewives prefer medium breaded shrimp if offered a choice of thin, medium and heavy breading. They also prefer the largest size shrimp and packaged in layers separated with paper rather than bulk packaging. Housewives prefer light golden colored cooked shrimp to darker colored cooked shrimp.

### Consumption by Income Groups

Consumption of breaded shrimp is related directly to family income status. Consumption is concentrated among the middle and upper family income groups.

Consumption of breaded cooked shrimp ranges from about 24 percent to 37 percent for family income brackets above \$5,000 per year (which accounts for about 61 percent of the total United States family personal income after Federal income taxes) and from 10 percent to 16 percent for groups below \$5,000 per year.

Consumption of uncooked shrimp ranges from about 24 percent to about 34 percent for families in income brackets above \$5,000 per year and from 13 percent to 23 percent for groups below that amount. Both cooked

Consumption by Income Groups - Continued

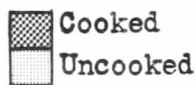
and uncooked shrimp consumption, therefore, concentrates in the middle and upper income groups, although the uncooked has a somewhat wider distribution among groups below \$5,000 per year.

By far the greater percentage of homemakers in nearly all income groups liked both breaded cooked and uncooked shrimp after they had tried either one of the products.

Homemakers in all income groups except the very highest prefer a completely peeled breaded shrimp product as compared to fantail breaded shrimp. In general, housewives favor the 12-ounce package over the 10-ounce.

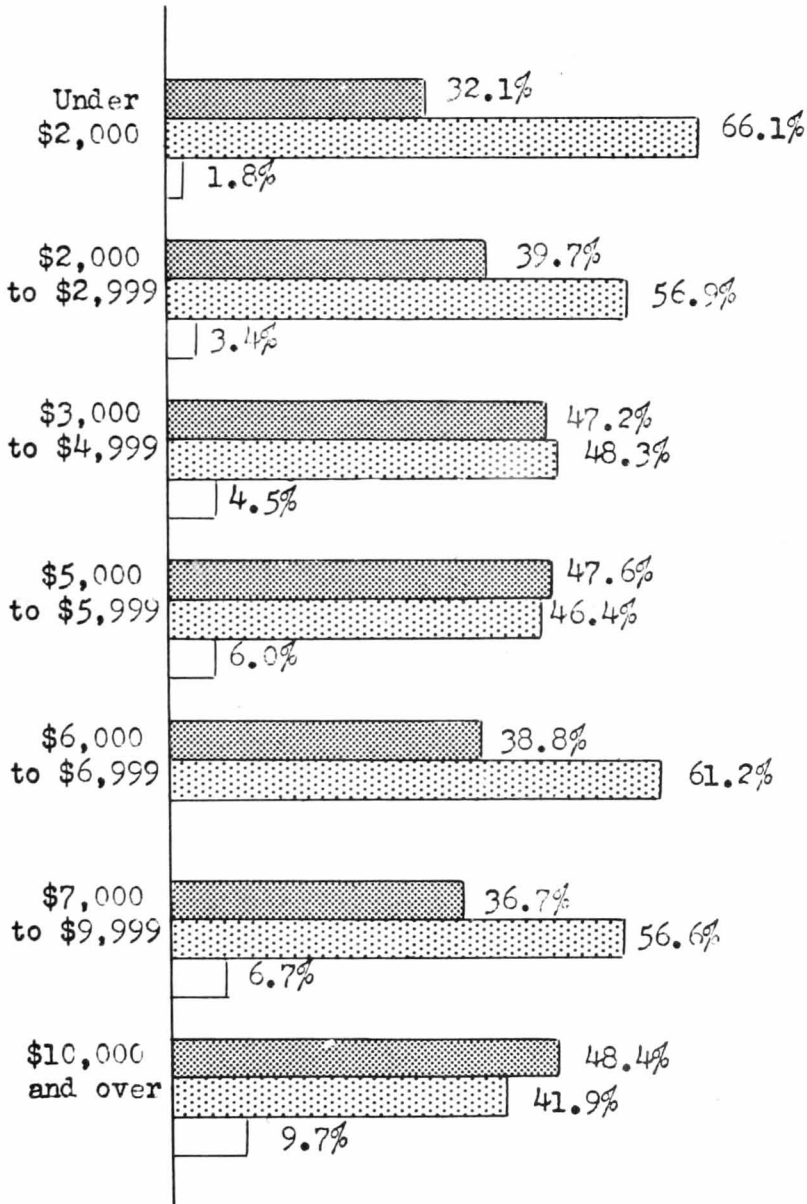
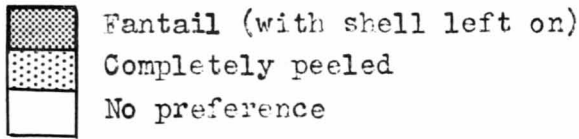
CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and income groups)



Consumption by Income Groups - Continued

TYPE OF BREADED SHRIMP PREFERRED  
(By percent and income groups)



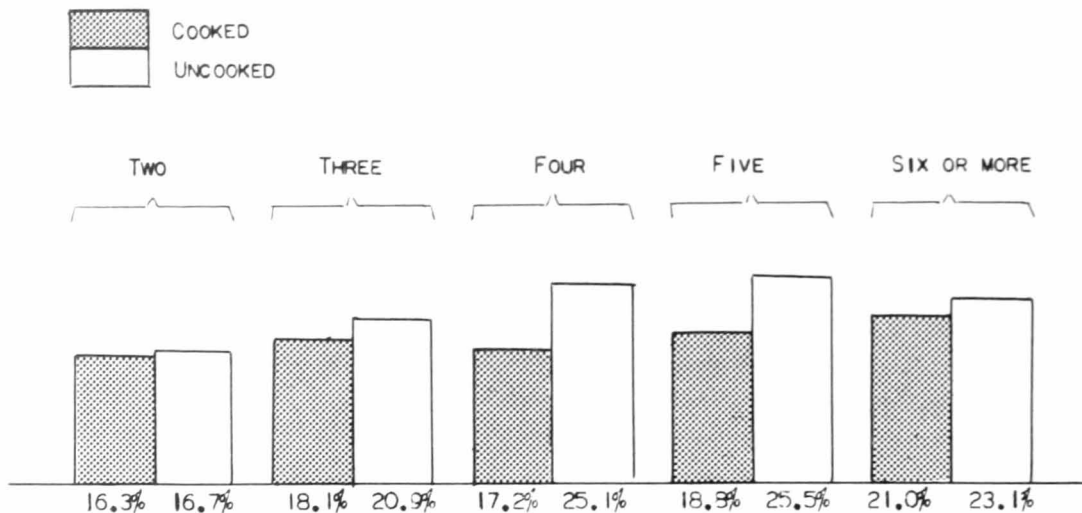
## Consumption by Household Size

In general, consumption of both breaded cooked and uncooked shrimp tends to increase moderately in relation to the size of the household. This relationship is only a tendency, however, and in some instances, the increase is not progressive as among households of various sizes. For example, about 17 percent of the households composed of two people used breaded uncooked shrimp during the past year, 21 percent of the households with three persons, 25 percent with 5 persons, and 23 percent with more than 6 people.

Household size is related directly to the package size preferred by the housewife. Families comprising two people prefer the 10-ounce package; larger families, particularly with four people or more, prefer 12-ounce packages. Moreover, families with less than four people prefer the largest size of completely peeled shrimp and families with four or more people prefer the next largest size of fantail shrimp.

### CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and household size)

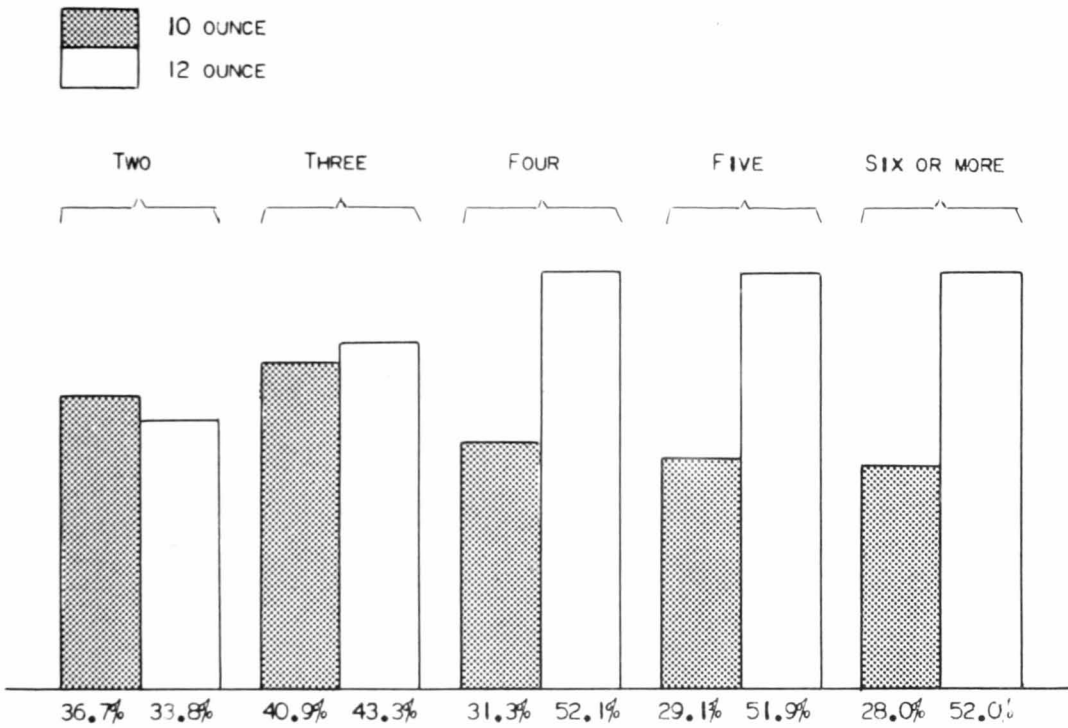




Consumption by Household Size

SIZES OF PACKAGES OF BREADED SHRIMP AS PREFERRED BY  
SPECIFIED FAMILY GROUPS

(By percent and household size)



## Consumption by Homemaker Age Groups

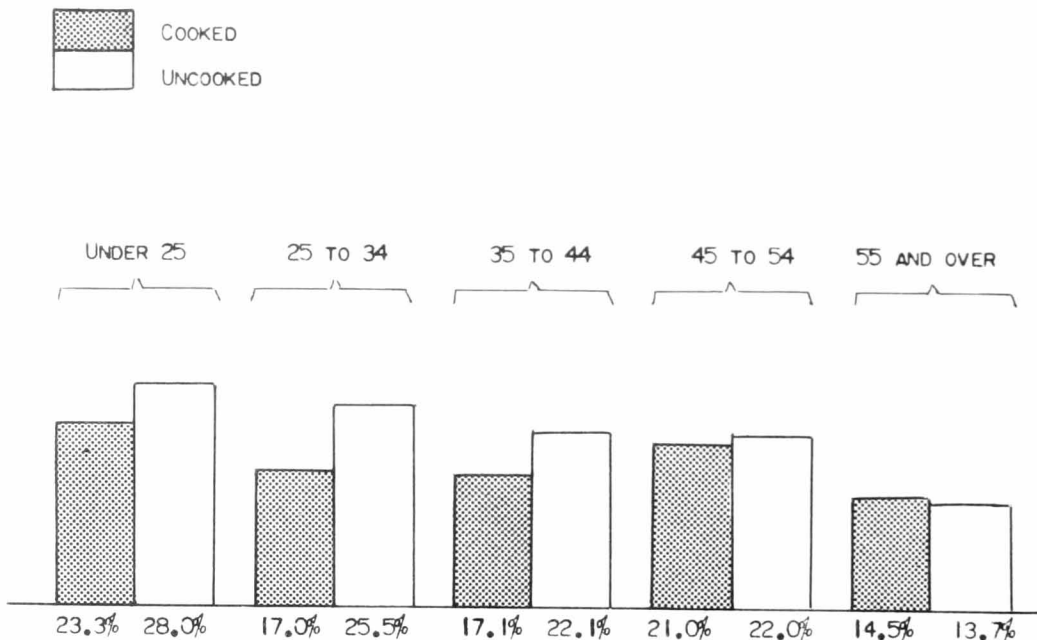
Young housewives buy breaded shrimp much more often than older homemakers. There is an inverse relationship between household consumption and the age of the homemaker. This relationship is most marked at the extremes of the age. For example, about 28 percent of the housewives under 25 used breaded uncooked shrimp as compared with 14 percent of the housewives over 55.

Housewives under 25 prefer the 10-ounce package although the 12-ounce package is a close second choice. Housewives in the 25 to 44 age groups favor the 12-ounce package over the 10-ounce in about the ratio of 2 to 1. Homemakers in age groups 45 and over have no particular preference between these two package sizes.

Housewives up to age 25 prefer fantail shrimp with peeled shrimp a close second choice. Housewives over 35 prefer peeled shrimp to fantail. Homemakers 45 and over prefer peeled shrimp to fantail by a ratio of about 2 to 1.

### CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

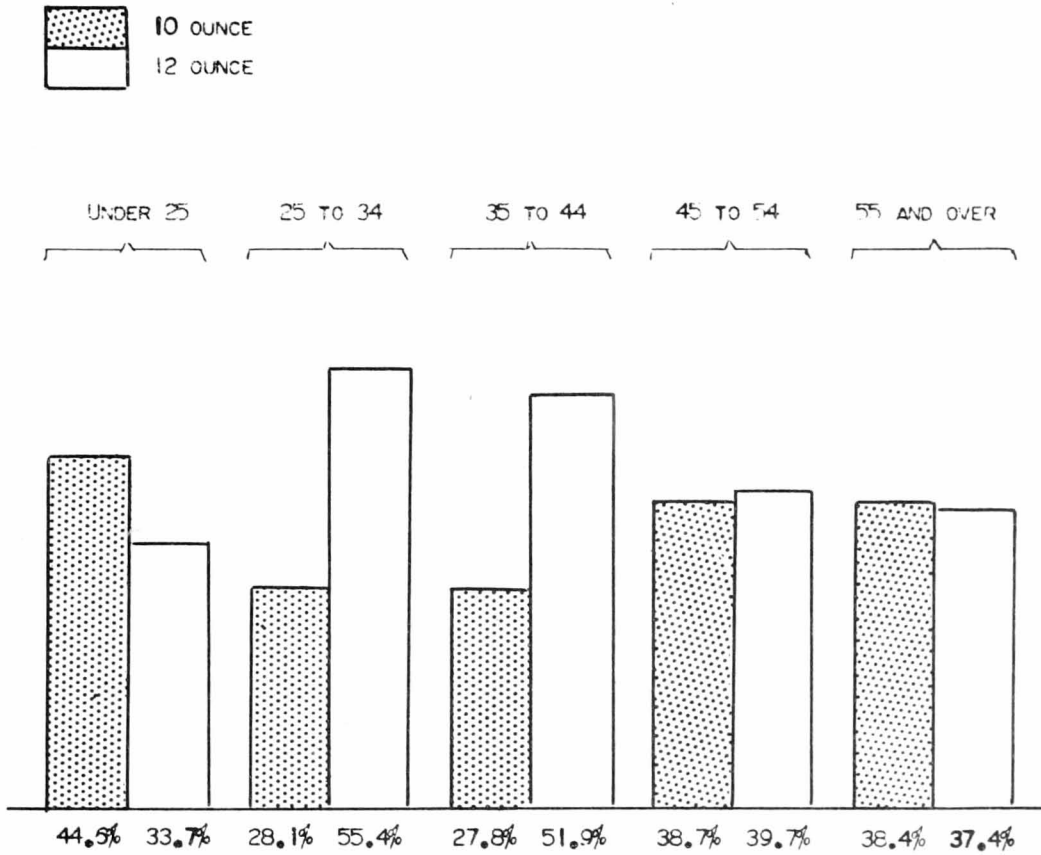
(By percent and homemaker age groups)



Consumption by Homemaker Age Groups

SIZES OF PACKAGES OF BREADED SHRIMP AS PREFERRED BY SPECIFIED  
HOMEMAKER AGE GROUPS

(By percent and homemaker age groups)



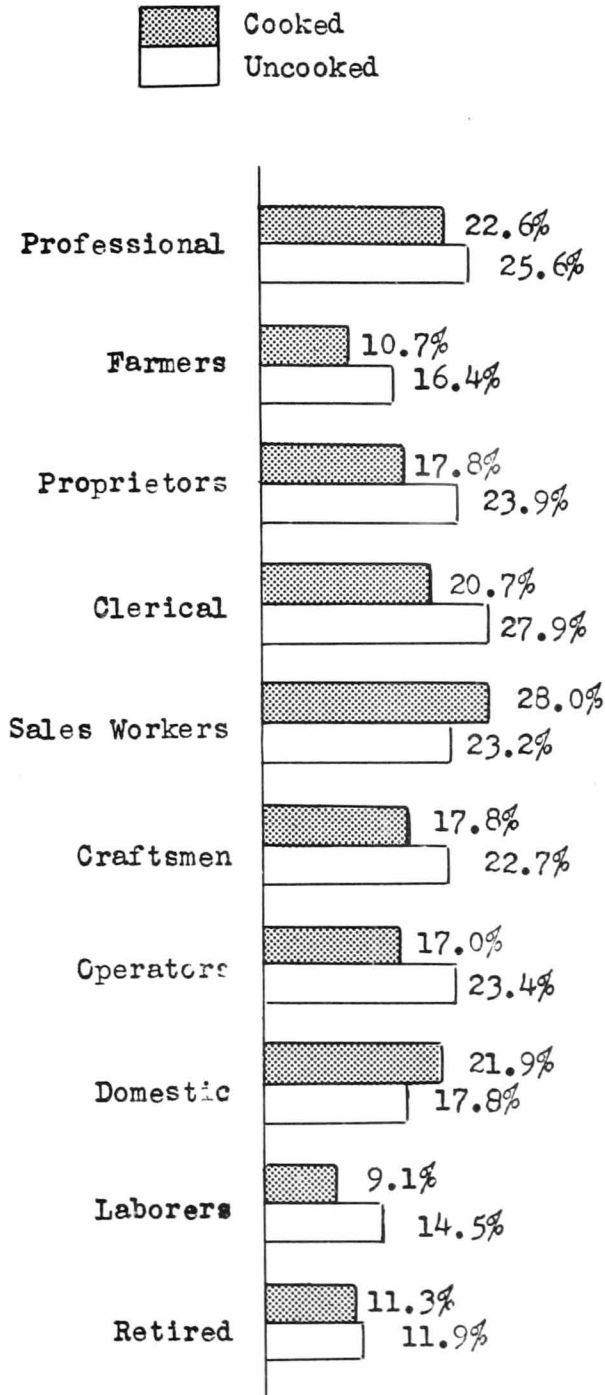
## Consumption by Occupation

In general, consumption of breaded shrimp is higher among white-collar occupations than among occupations requiring manual skills. For example, about 23 percent of the households, in which family income is derived from one or more members of the family employed in sales work, served breaded cooked shrimp as compared with about 9 percent of households in which family income was derived from manual labor. For breaded uncooked shrimp, consumption is highest for clerical, professional, proprietary, machine operator, and sales occupations, and lowest among farmers, domestics, laborers and retired persons. With the exception of sales workers and domestics, all households reporting use of breaded shrimp, used more uncooked than cooked shrimp.

Consumption by Occupation - Continued

CONSUMPTION OF COOKED AND UNCOOKED BREADED SHRIMP

(By percent and occupations)



## BREADED FISH STICKS

Less than 40 percent of all American households used fish sticks during the past year despite the phenomenal growth of this business. Consumers are familiar mainly with cooked fish sticks. The uncooked variety represents a small part of total trade in fish sticks with the greatest market in the South.

Roughly 60 percent of the American households represent the possible limits of the untapped markets. This percentage of households indicated that they had not tried them and homemakers in this group gave no definite indication that they would be prospective purchasers. For those households where fish sticks were used the consumer acceptance rate is very high. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.

Fish sticks do not directly replace other fishery products. The majority of the respondents claimed that fish sticks do not replace completely other fishery products even in some degree. A minority, particularly among lower income groups, admitted that there was some partial substitution for other fishery products. Most homemakers are indifferent about the kind of fish contained in the fish stick. Housewives buy fish sticks as a distinct product rather than a kind of fish.

Fish sticks are used principally for the main meal. There is a minor and occasional use for fish sticks as snacks and hors d'oeuvres.

The largest size fish stick (8 to the 10-ounce package) is generally preferred to the next largest size. Housewives generally prefer fish sticks with moderate seasoning and medium breading.

### Consumption by Income Groups

Consumption of cooked fish sticks is related directly to family income status with the consumption rate ranging upward progressively from about 20 percent for families with incomes of \$2,000 or under per year to about 50 percent for incomes of \$10,000 or more. The consumption rate is 39 percent or better for families with personal incomes \$3,000 per year or over. Families in these latter groups represent in the aggregate about 88 percent of total United States family personal income after Federal income taxes.

Consumption of uncooked fish sticks is unrelated apparently to family income status. The consumption rate is approximately 10 percent at all income levels.

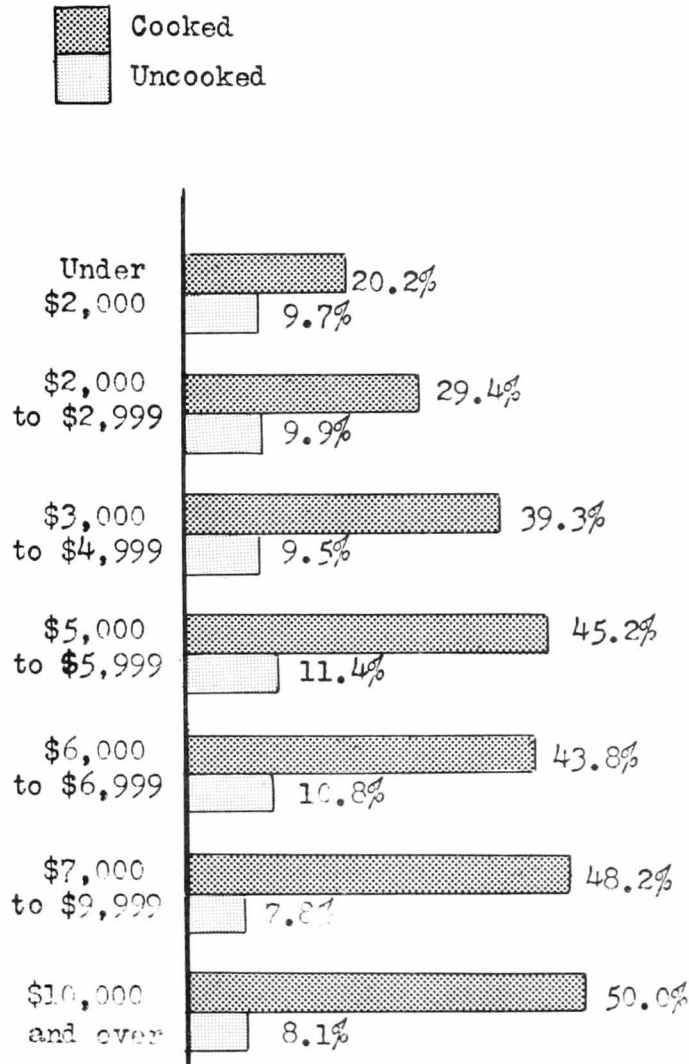
## Consumption by Income Groups - Continued

Users of both types of products expressed a high degree of satisfaction.

Throughout all income ranges fish sticks did not replace completely other fishery products to any great degree although among low income families partial substitution was indicated.

### CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

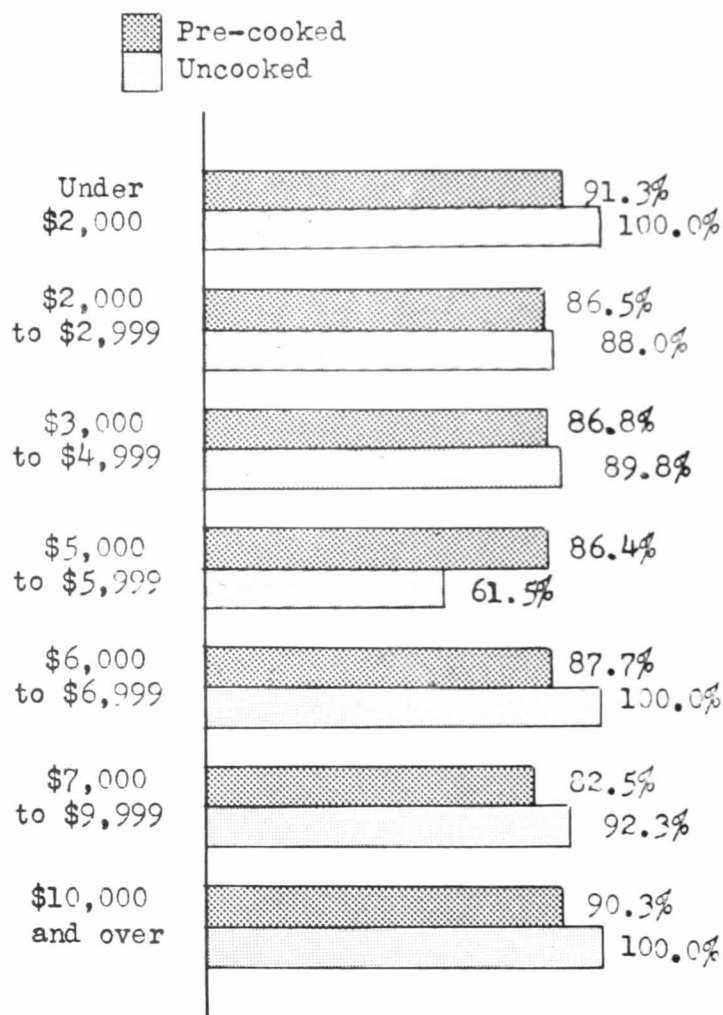
(By percent and income groups)



Consumption by Income Groups - Continued

APPROVAL OF TESTED PRE-COOKED AND UNCOOKED FISH STICKS

(By percent of consumption in specified income groups)

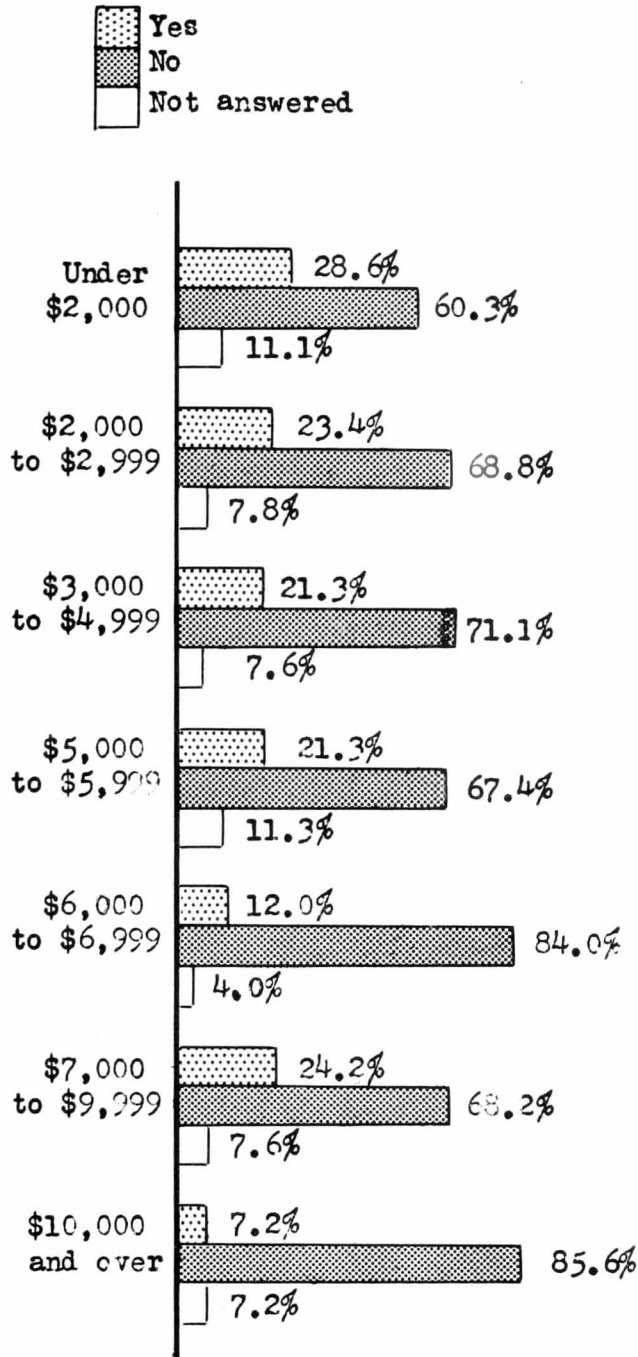




Consumption by Income Groups - Continued

ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS  
CAUSED YOU TO SERVE OTHER FISHERY PRODUCTS TO A LESS EXTENT?"

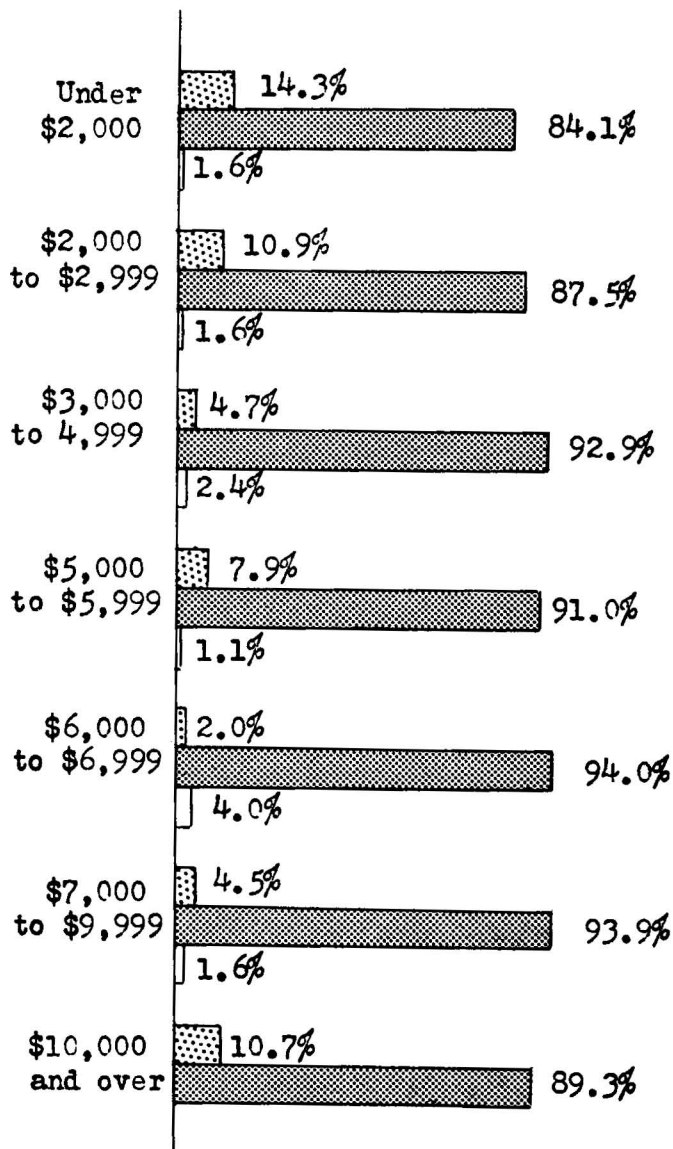
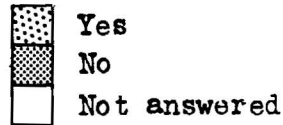
(By percent and income groups)



Consumption by Income Groups - Continued

ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS  
COMPLETELY REPLACED THE SERVING OF OTHER FISHERY PRODUCTS?"

(By percent and income groups)



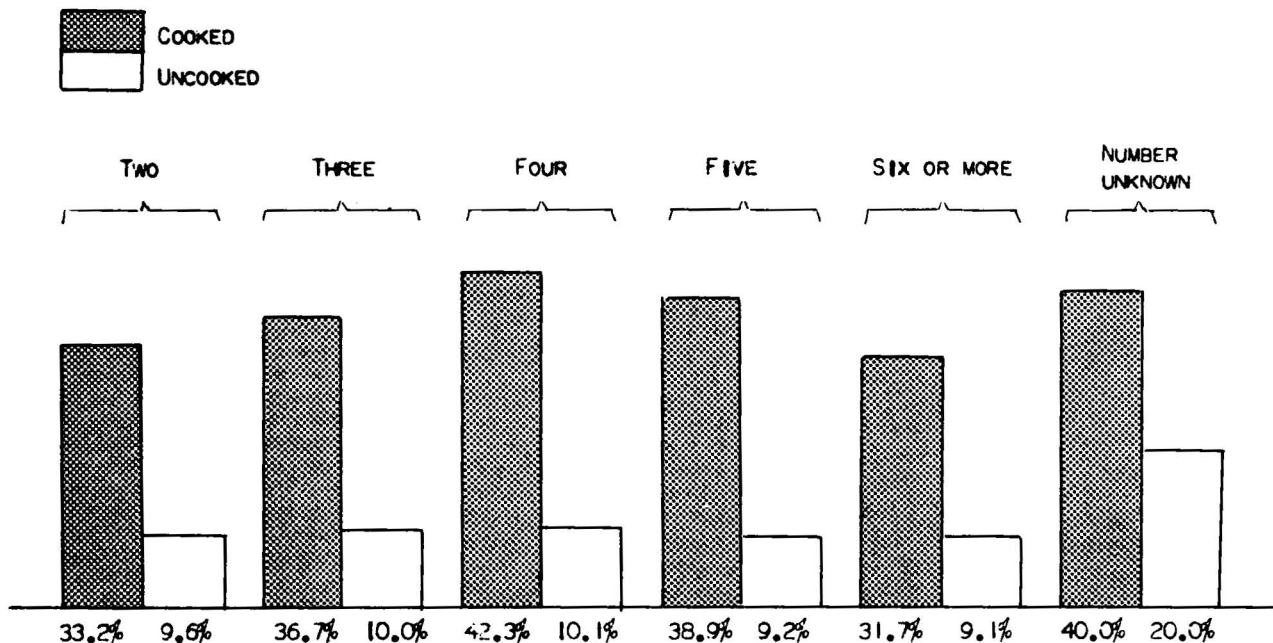
## Consumption by Household Size

Consumption of cooked fish sticks increases progressively according to household size up to households under five members and thereafter declines moderately. Uncooked fish stick consumption is almost the same for all families irrespective of size.

Homemakers with families of three or more persons, indicated a marked preference for a 12-ounce package although this package was not available. Since the time this survey was undertaken a number of fish stick processing firms have placed on the market packages of larger size to respond to the demand of larger sized families for larger sized packages of fish sticks. Housewives irrespective of the size of their families, prefer the largest size fish stick (8 to the 10-ounce package).

### CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

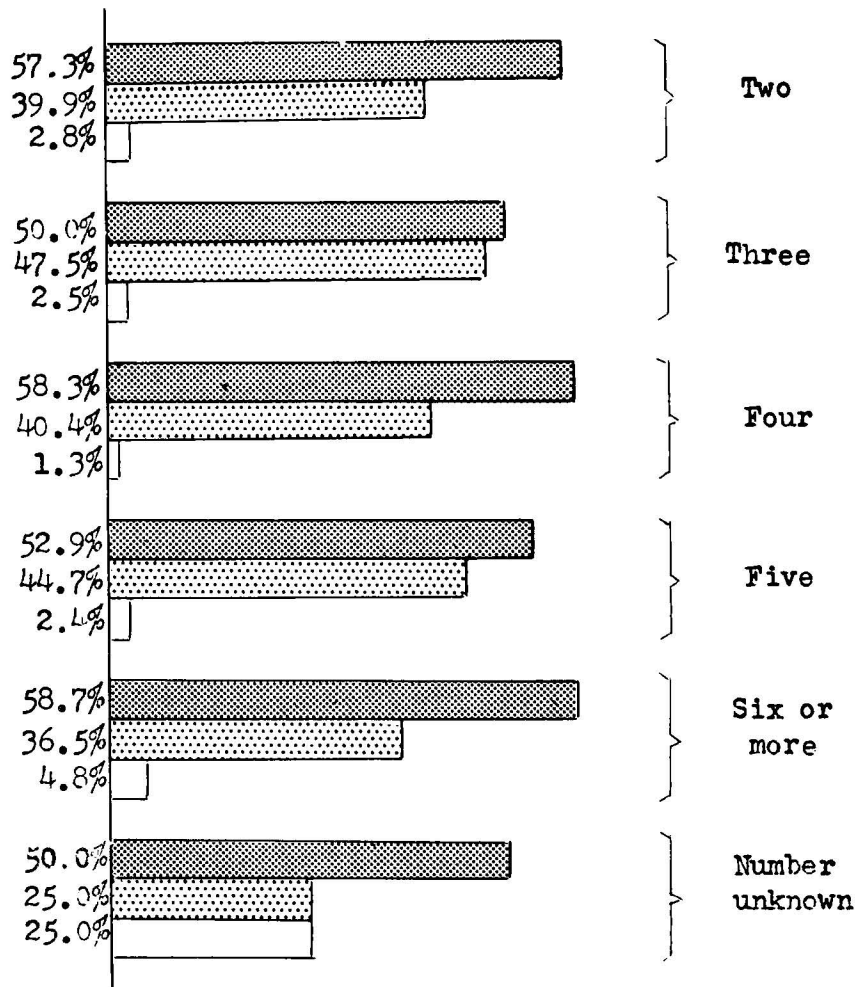
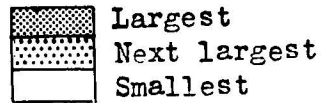
(By percent and household size)



Consumption by Household Size - Continued

SIZE OF FISH STICKS PREFERRED

(By percent and household size)



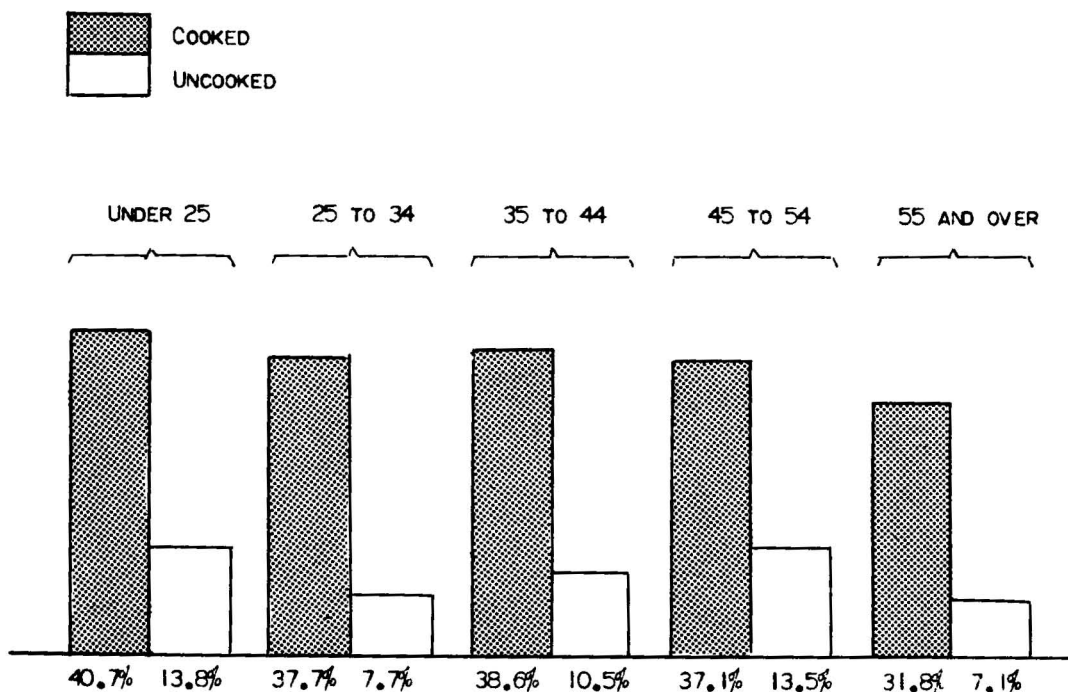
## Consumption by Homemaker Age Groups

Consumption of fish sticks particularly of the cooked variety is highest among homemakers under 25 years old. Thereafter, there is a slight downward trend in use of this product by older age groups.

Housewives indicated a preference for a 12-ounce package, although this size was not available. This preference is particularly marked among homemakers in the 25 to 45 age groups where families are growing. As indicated above processors have since brought out large sized packages.

### CONSUMPTION OF COOKED AND UNCOOKED BREADED FISH STICKS

(By percent and homemaker age groups)



## Consumption by Occupation

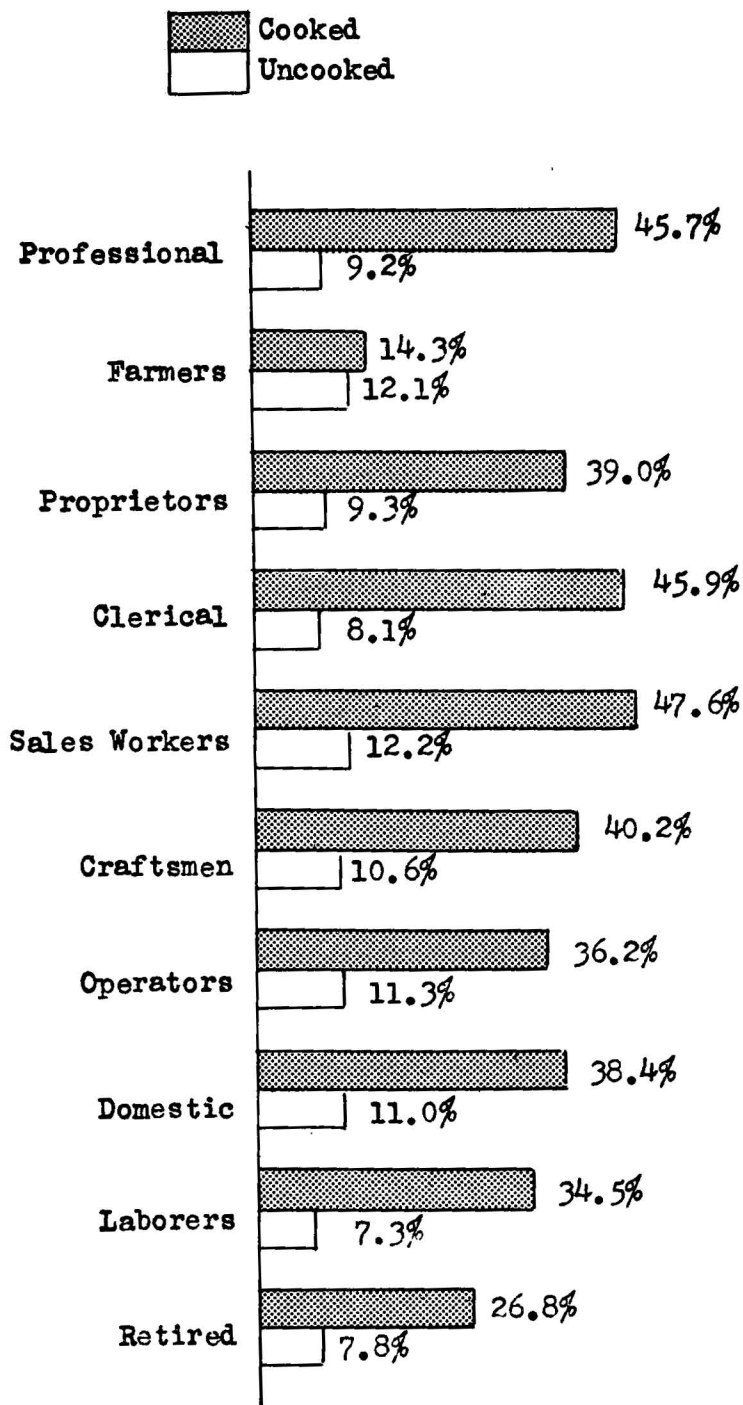
Consumption of cooked fish sticks varies only moderately between most occupations. Consumption is somewhat higher among white-collar occupations than among occupations requiring manual skills. Households in which family income is derived from sales work, clerical, and professional occupations have the highest rate of consumption and farmers, retired persons and laborers have the lowest rate.

Uncooked fish stick consumption varies only slightly between occupations. Cooked fish sticks are by far, of course, the most important of the two products.

Consumption by Occupation - Continued

CONSUMPTION OF COOKED AND UNCOOKED FISH STICKS

(By percent and occupations)



## Family Home Consumption of Fish and Shellfish

The frequency with which fish and shellfish is served in households increases in relation to family income status. Fish and shellfish are used most frequently among families in the \$5,000 to \$7,000 annual income groups and least frequently among families with income under \$3,000 per year.

Fish and shellfish are served less frequently in households in which the homemaker is under 25 years old. The frequency of serving does not vary greatly among family groups with homemakers of other ages, nor among families of various sizes. With the exception of farm families, the frequency of serving fish or shellfish does not vary greatly among families with incomes derived from various occupations.

## Group Restaurant Consumption of Fish and Shellfish

There is a marked disparity between the extent to which families with less than \$5,000 per year family income visit restaurants to eat fish and shellfish as compared to families with more than that amount. The latter eat these foods in restaurants to a much greater extent. When families with incomes under \$5,000 do visit restaurants, however, they order fish and shellfish about as often as families with larger incomes. At least, 55 percent of all families with incomes less than \$5,000 per year never eat fish or shellfish as a group in restaurants.

Families in which the age of the homemaker is 45 years or over visit restaurants for fish and shellfish meals more frequently than any other homemaker age category. Moreover, they order fish and shellfish more frequently than families with younger homemakers.

Families in which the age of the homemaker falls in the 25 to 34 years of age category visit restaurants as a group less often than any other homemaker age category. Families with homemakers in this age category, furthermore, are less likely to order fish or shellfish in restaurants than any other category.

In general, the larger the family the less likely the family as a group will eat in restaurants. There is only one chance in four that families with six or more members ever eat fish or shellfish as a group in restaurants.

Families of professional people, proprietors, sales workers and craftsmen visit restaurants as a group more often than those of domestics, laborers and farmers. However, all families irrespective of the occupation of the head of the household order fish or shellfish in restaurants about as often.



## Survey Methods and Characteristics

A copy of the questionnaire which was used in the survey is reproduced in Fishery Leaflets Nos. 424 and 425, parts 1 and 2 of this study. The persons who received and filled out the questionnaire were predominantly housewives. All of the persons selected were members of two panels maintained by National Family Opinion, Inc., Toledo, Ohio. Each of the panels contained 1,000 members. A total of 2,000 questionnaires were mailed out and 1,797 usable replies were received. The households on the panels were selected so as to be representative of all the households in the United States. Certain controls were exercised in the selection of panels so that each is composed of the same proportion of different classes of households as exist in the makeup of all households in the United States. In addition, controls are exercised over distribution of the households among various sized communities, among various income groups of households, and among homemakers of various ages. The panels are stratified, therefore, to this degree. The sample for this survey, as taken from the two panels, represents by judgment a close approximation of the households of the nation. It is not a probability sample, however, and definite limits of error cannot be ascribed to any of the results.

Tabulations of the replies to the questionnaires are given in the following pages. Because of their nature, some of the questions were asked only part of the total number of respondents and the summaries are made accordingly. The number of respondents asked a particular question is given at the end of the summary. Some of the summaries are necessarily based on the number of answers given to the question, since in a mail survey sufficient control could not be exercised in the field work so that respondents who replied to the particular question could be adequately identified. Because of this and some other reasons, summaries to such questions had to be made on the basis of the total number of answers given in the survey. In these cases, the number of answers to a particular question is also given at the end of the summary. Such summaries, like all the others, are given in percentages. When the answers to any of the questions are desired on a unit basis rather than percentages, apply the percentages to the figure given beside "number asked" or "number of answers" at the end of a particular summary.

Some tabulations of the replies and, in particular, some tabulations of the smaller sub-classifications of the data are wholly inadequate for statistical purposes. These tabulations have been omitted from this report. In a few cases, tabulations have been included, although inadequate in some detail, in order to give some perspective to the nature of the response to a particular question.

SUMMARIES OF REPLIES TO QUESTIONS

BY

INCOME GROUPS

SUMMARIES TO REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	10.0	15.1	16.5	23.7	21.5	23.5	37.1	17.7
No . . . . .	89.4	82.2	82.7	75.9	78.5	75.9	62.9	81.4
Not answered, etc .	.6	2.7	.8	.4	-	.6	-	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
No particular reason	45.2	37.2	40.7	42.7	46.1	39.6	33.3	41.5
General aversion . .	25.2	28.5	20.8	21.4	19.6	25.4	17.9	23.2
Taste - does not like seafood or shrimp.	5.9	6.8	8.8	8.1	4.9	6.3	5.1	7.2
Other preference - prefer fresh or canned fish. . . .	5.2	7.2	11.2	9.2	10.8	11.9	12.8	9.2
Never tried or not familiar with frozen breaded shrimp . .	7.2	6.8	6.1	3.5	8.8	5.6	10.3	6.4
Lack of cooking instructions . . . .	-	.6	.2	-	-	-	-	.1
Not available. . . .	5.2	4.3	5.1	5.2	2.9	5.6	5.1	4.9
Health reasons - allergy, doctor's diet forbids, etc	1.0	1.4	1.4	2.3	2.0	1.6	5.1	1.6
Too expensive. . . .	4.3	7.2	4.5	6.4	3.9	4.0	7.7	5.1
Religion . . . . .	.8	-	.8	1.2	-	-	2.7	.6
Other reasons. . . .	-	-	.4	-	1.0	-	-	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	305	207	511	173	102	126	39	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	82.4	94.7	91.2	81.5	89.3	84.6	82.6	87.4
No. . . . .	17.6	5.3	8.8	18.5	10.7	15.4	17.4	12.6
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	34	38	102	54	28	39	23	318

If "YES", how many times during October did you serve them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once . . . . .	25.0	22.2	27.9	22.7	40.0	18.2	47.3	27.3
Twice. . . . .	10.7	27.8	24.7	25.0	12.0	24.2	21.1	22.3
Three times. . . . .	10.7	16.7	5.4	4.5	8.0	6.1	-	7.2
Four times . . . . .	10.7	2.8	2.2	11.4	-	9.1	-	5.0
Five times . . . . .	7.1	-	2.2	-	-	-	-	1.5
Six times. . . . .	3.6	2.8	1.1	-	-	-	-	1.1
Seven times. . . . .	-	-	1.1	-	-	-	-	.1
Nine times or more	3.6	-	1.1	-	-	-	-	.7
No number given and none. . . . .	28.6	27.7	34.3	36.4	40.0	42.4	31.6	34.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	28	36	93	44	25	33	19	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	14.3	11.1	7.5	15.9	4.0	3.0	5.3	9.0
No . . . . .	82.1	86.1	92.5	81.8	96.0	97.0	94.7	89.9
Not answered, etc .	3.6	2.8		2.3				1.1
<b>Totals . . . . .</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Number asked . . . . .</b>	<b>28</b>	<b>36</b>	<b>93</b>	<b>44</b>	<b>25</b>	<b>33</b>	<b>19</b>	<b>278</b>

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	7.2	19.4	19.4	15.9	24.0	15.2	10.5	16.9
No . . . . .	71.4	66.7	75.2	70.5	76.0	81.8	89.5	74.8
Not answered, etc . . . . .	21.4	13.9	5.4	13.6	-	3.0	-	8.3
<b>Totals . . . . .</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Number asked . . . . .</b>	<b>28</b>	<b>36</b>	<b>93</b>	<b>44</b>	<b>25</b>	<b>33</b>	<b>19</b>	<b>278</b>

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5.

Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Light golden . . . . .	71.4	86.1	83.8	77.3	88.0	81.8	73.6	81.3
Darker brown . . . . .	14.3	8.3	15.1	15.9	12.0	18.2	21.1	14.7
No preference . . . . .	-	-	-	2.3	-	-	-	.4
Not answered, etc. . . . .	14.3	5.6	1.1	4.5	-	-	5.3	3.6
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	23	36	93	44	25	33	19	278

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	12.9	15.9	23.0	24.1	30.0	25.9	33.9	21.4
No . . . . .	81.8	77.8	72.6	72.4	69.2	71.7	62.9	74.4
Not answered, etc . . . . .	5.3	6.3	4.4	3.5	.8	2.4	3.2	4.2
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
No particular reason	57.0	52.6	49.9	50.9	64.4	44.5	35.9	52.0
General aversion . . . . .	17.9	21.4	18.7	17.0	14.4	21.0	17.9	18.6
Taste - does not like seafood or shrimp	6.1	5.1	8.7	7.9	1.1	5.1	7.7	6.7
Other preference - prefer fresh or canned fish . . . . .	4.3	5.6	9.6	13.3	6.7	15.1	23.1	9.1
Never tried or not familiar with frozen breaded shrimp. . . . .	6.1	5.1	4.5	1.2	4.4	5.9	-	4.5
Lack of cooking instructions . . . . .	-	-	.4	-	-	-	-	.1
Not available . . . . .	3.2	4.1	2.2	2.4	4.4	.8	5.1	2.8
Health reasons - aller- gy, doctor's diet forbids, etc. . . . .	1.1	1.5	1.1	1.9	2.2	3.4	5.1	1.6
Too expensive . . . . .	3.6	4.5	3.8	4.2	1.2	3.4	2.6	3.7
Religion . . . . .	.7	-	.7	1.2	-	-	2.6	.6
Other reasons . . . . .	-	-	.4	-	1.2	.8	-	.3
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	279	196	449	165	90	119	39	1,337

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

7.

If you have served frozen breaded uncooked shrimp did you like them?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	81.8	92.5	91.5	98.2	87.2	93.0	95.2	91.4
No. . . . .	18.2	7.5	8.5	1.8	12.8	7.0	4.8	8.6
Totals . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . .	44	40	142	55	39	43	21	384

If "YES", how many times during October did you serve them?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once. . . . .	8.3	18.9	30.0	18.5	23.5	27.5	20.0	23.4
Twice . . . . .	25.0	18.9	14.6	20.4	11.8	15.0	30.0	17.7
Three times . . . .	11.1	8.1	2.3	11.1	2.9	5.0	-	5.4
Four times. . . . .	13.9	8.1	8.5	9.3	6.0	2.5	-	7.7
Five times. . . . .	2.8	2.7	2.3	3.7	-	2.5	-	2.3
Six times . . . . .	-	2.7	1.5	1.9	2.9	-	-	1.4
Seven times . . . . .	2.8	-	-	-	-	-	-	.3
Eight times . . . . .	2.8	-	-	-	-	-	-	.3
No number given and none . . . . .	33.3	40.6	40.8	35.1	52.9	47.5	50.0	41.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . .	36	37	130	54	34	40	20	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

8.

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	19.4	5.4	6.2	3.7	5.9	10.0	5.0	7.4
No. . . . .	72.2	89.2	89.2	96.3	94.1	90.0	95.0	89.5
Not answered, etc . .	8.4	5.4	4.6	-	-	-	-	3.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	36	37	130	54	34	40	20	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

9.

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	22.2	18.9	13.9	22.2	11.8	15.0	15.0	16.5
No. . . . .	55.6	70.3	79.2	74.1	88.2	80.0	80.0	76.1
Not answered, etc. . .	22.2	10.8	6.9	3.7	-	5.0	5.0	7.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	36	37	130	54	34	40	20	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Prefer pre-cooked . .	35.7	40.0	26.5	45.9	42.8	21.1	10.0	31.8
Quicker served . .	28.6	33.3	24.5	41.7	35.7	15.8	10.0	27.6
Brownier . . . . .	-	6.7	-	-	-	-	-	.7
Other reasons . . .	-	-	2.0	-	-	-	-	.7
No particular reason . . . . .	7.1	-	-	4.2	7.1	5.3	-	2.8
Prefer uncooked . . .	42.9	26.8	42.9	29.1	28.6	57.8	40.0	39.3
More crisp . . . . .	14.3	6.7	6.1	4.2	-	5.3	-	5.5
Better taste . . . .	28.6	6.7	28.6	20.7	21.5	36.7	30.0	25.5
Other reasons . . . .	-	6.7	-	4.2	7.1	-	10.0	2.8
No particular reason . . . . .	-	6.7	8.2	-	-	15.8	-	5.5
No particular preference . . . . .	21.4	33.2	30.6	25.0	28.6	21.1	50.0	28.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . .	14	15	49	24	14	19	10	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	82.1	85.7	93.7	92.9	95.8	100.0	96.7	92.5
No. . . . .	17.9	14.3	6.3	7.1	4.2	-	3.3	7.5
Totals . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers	56	56	175	85	48	59	30	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

12.

How much breading do you like on breaded shrimp?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Heavy breading . .	10.5	8.8	11.7	8.2	8.0	8.3	9.7	9.9
Medium breading . .	77.2	75.4	72.6	67.1	74.0	76.7	64.5	72.6
Thin breading . . .	12.3	15.8	15.7	24.7	18.0	15.0	25.8	17.5
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	57	57	179	85	50	60	31	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest. . . . .	40.7	43.4	50.0	48.2	42.6	50.9	48.3	47.3
Next largest . . .	38.9	30.2	38.4	33.7	40.4	33.3	34.5	36.2
Third largest. . .	7.4	18.9	9.9	15.7	12.8	15.8	13.8	12.7
Smallest . . . . .	13.0	7.5	1.7	2.4	4.2	-	3.4	3.8
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	54	53	172	83	47	57	29	495

SECOND CHOICE

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest. . . . .	5.8	9.8	9.3	3.7	13.0	10.7	10.3	8.6
Next largest . . .	44.2	56.9	55.6	57.8	52.2	62.5	58.6	55.5
Third largest. . .	44.2	25.5	31.6	32.5	32.6	25.0	27.6	31.6
Smallest . . . . .	5.8	7.8	3.5	6.0	2.2	1.8	3.5	4.3
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers . .	52	51	171	83	46	56	29	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14.

What size package of breaded shrimp do you prefer?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
8 oz. . . . .	25.9	22.4	10.5	8.5	12.5	13.6	16.1	14.2
10 oz . . . . .	24.2	34.5	37.2	31.7	43.7	33.9	29.0	34.3
12 oz . . . . .	43.1	39.7	45.3	56.1	35.4	50.8	38.7	45.5
16 oz . . . . .	3.4	1.7	4.1	2.4	6.3	1.7	9.8	3.7
24 oz . . . . .	-	-	.6	-	-	-	-	.1
No particular prefer- ence . . . . .	-	1.7	1.7	-	-	-	3.2	1.0
Don't know. . . . .	3.4	-	.6	1.3	2.1	-	3.2	1.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	58	58	172	82	48	59	31	508

15.

What type of breaded shrimp do you prefer to buy?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Fantail (with shell left on) . . . . .	32.1	39.7	47.2	47.6	38.8	36.7	48.4	42.8
Completely peeled	66.1	56.9	48.3	46.4	61.2	56.6	41.9	52.7
Other (not specified)	-	-	.6	-	-	1.7	-	.4
No particular preference. . . . .	1.8	3.4	3.9	6.0	-	5.0	9.7	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers.	56	58	178	84	49	60	31	516

SUMMARIES OF REPLIES TO QUESTIONS

16.

Breaded Shrimp Consumption

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Bulk . . . . .	10.3	6.9	7.7	4.8	2.1	6.7	9.7	6.9
Layers . . . . .	62.1	74.1	72.6	76.2	81.6	76.6	61.3	72.8
No particular preference . . .	27.6	19.0	19.7	19.0	16.3	16.7	29.0	20.3
<b>Totals . . .</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Number of answers.</b>	<b>58</b>	<b>58</b>	<b>183</b>	<b>84</b>	<b>49</b>	<b>60</b>	<b>31</b>	<b>523</b>

17.

For what purposes have you served breaded shrimp during the past year?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Main meal. . . . .	63.3	81.0	67.9	61.1	70.6	72.8	77.4	69.1
Snacks . . . . .	13.3	6.9	5.4	7.1	7.8	5.1	6.5	7.0
Hors d'oeuvres . .	1.7	-	.6	-	-	-	-	.4
Main meal and snacks	20.0	8.7	22.8	24.7	15.7	13.6	3.2	18.4
Main meal and hors d'oeuvres .	-	-	1.1	2.4	3.9	3.4	3.2	1.7
Snacks and hors d'oeuvres .	-	1.7	1.1	1.2	2.0	5.1	-	1.5
Main meal, snacks and hors d'oeuvres .	-	-	1.1	3.5	-	-	9.7	1.5
Other (not specified)	1.7	1.7	-	-	-	-	-	.4
<b>Totals. . .</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Number of answers</b>	<b>60</b>	<b>58</b>	<b>184</b>	<b>85</b>	<b>51</b>	<b>59</b>	<b>31</b>	<b>528</b>

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

18.

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
Yes . . . . .	20.2	29.4	39.3	45.2	43.8	48.2	50.0	36.6
No . . . . .	73.6	65.5	58.6	53.9	54.6	50.6	50.0	60.5
Not answered, etc . .	6.2	5.1	2.1	.9	1.6	1.2	-	2.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
No particular reason	64.4	61.8	63.5	61.0	60.6	54.7	61.2	62.3
General aversion . .	8.8	9.1	6.6	9.8	12.7	15.5	6.5	8.9
Taste - does not like fish . . . . .	2.8	2.4	4.4	4.1	1.5	3.6	9.7	3.6
Other preference - prefers fresh or canned fish or fresh shellfish. . . . .	6.8	10.3	12.4	10.6	9.8	10.7	3.2	10.0
Never tried or not familiar with fish sticks . . . . .	7.2	6.7	6.9	8.1	7.0	8.3	3.2	7.1
Lack of cooking instructions . . . .	-	-	.3	-	-	-	-	.1
Not available. . . .	8.4	6.7	2.8	1.6	5.6	4.8	6.5	4.9
Health reasons - allergy, doctor's diet forbids, etc. . . . .	.8	.6	.8	1.6	-	2.4	6.5	1.1
Too expensive. . . .	.4	2.4	1.7	2.4	2.8	-	3.2	1.6
Religion . . . . .	-	-	.3	.8	-	-	-	.2
Other reasons. . . .	.4	-	.3	-	-	-	-	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	251	165	362	123	71	84	31	1,087

SUMMARIES OF REPLIES TO QUESTIONS

19. Fish Stick Consumption

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	91.3	86.5	86.8	86.4	87.7	82.5	90.3	86.9
No. . . . .	8.7	13.5	13.2	13.6	12.3	17.5	9.7	13.1
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked. . . . .	69	74	243	103	57	80	31	657

If "YES", how many times during October did you serve them?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 3,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Once . . . . .	14.3	17.2	28.3	29.2	30.0	24.2	35.6	25.7
Twice. . . . .	42.9	23.4	24.2	22.5	32.0	27.3	25.0	27.0
Three times. . . . .	7.9	12.5	9.5	13.5	6.0	12.1	7.2	10.2
Four times . . . . .	11.1	7.8	9.0	9.0	4.0	7.6	7.2	8.4
Five times . . . . .	-	1.6	2.4	-	2.0	1.5	-	1.4
Six times. . . . .	-	1.6	1.4	-	-	-	-	.7
Seven times. . . . .	1.6	1.6	.5	1.1	-	-	-	.7
Eight times. . . . .	-	-	.5	2.2	-	-	-	.5
Nine times or more	3.2	3.1	-	-	-	-	-	.7
No number given and none. . . . .	19.0	31.2	24.2	22.5	26.0	27.3	25.0	24.7
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	63	64	211	89	50	66	28	571

If "NO", why didn't you like them?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Tasteless . . . . .	33.3	50.0	40.6	42.9	-	21.4	33.3	34.9
Fishy in taste. . . . .	-	-	15.6	14.4	28.6	21.4	33.4	15.1
Limp. . . . .	15.7	-	12.5	7.1	42.8	14.3	33.3	14.0
Prefer shrimp cocktail	-	10.0	3.1	21.4	14.3	14.3	-	9.3
Too dry . . . . .	-	10.0	12.5	-	-	7.2	-	7.0
Too small . . . . .	-	10.0	6.3	-	-	-	-	3.5
Do not stay warm long enough. . . . .	-	-	-	-	14.3	-	-	1.1
Other reasons . . . . .	-	-	-	7.1	-	-	-	1.1
No reason given. . . . .	50.0	20.0	9.4	7.1	-	21.4	-	14.0
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	6	10	32	14	7	14	3	86

SUMMARIES OF REPLIES TO QUESTIONS

20. Fish Stick Consumption

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
Yes . . . . .	14.3	10.9	4.7	7.9	2.0	4.5	10.7	7.0
No. . . . .	84.1	87.5	92.9	91.0	94.0	93.9	89.3	91.1
Not answered, etc . . .	1.6	1.6	2.4	1.1	4.0	1.6	-	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	63	64	211	89	50	66	28	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
Yes . . . . .	28.6	23.4	21.3	21.3	12.0	24.2	7.2	21.2
No. . . . .	60.3	68.8	71.1	67.4	84.0	68.2	85.6	70.6
Not answered, etc . . .	11.1	7.8	7.6	11.3	4.0	7.6	7.2	8.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	63	64	211	89	50	66	28	571



## SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

21. Cont'd.

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>\$2,000</u>							
Fresh fish . . . . .	22.1	13.3	26.7	36.7	33.3	18.8	50.0	25.7
Frozen fish. . . . .	16.6	6.7	15.6	10.5	33.3	31.2	50.0	17.4
Canned fish. . . . .	5.6	19.9	11.1	5.3	-	-	-	8.3
Fresh shellfish. . . . .	-	6.7	-	5.3	-	-	-	1.7
Frozen shellfish . . . . .	-	-	2.2	5.3	-	-	-	1.7
Fresh fish and frozen fish. . . . .	5.6	6.7	15.6	10.5	-	12.4	-	10.7
Fresh fish and canned fish. . . . .	11.1	19.9	17.8	5.3	-	-	-	11.6
Fresh fish and fresh shellfish. . . . .	-	-	-	5.3	-	-	-	.8
Frozen fish and canned fish. . . . .	11.1	-	2.2	10.5	16.7	12.4	-	6.6
Canned fish and canned shellfish . . . . .	-	-	2.2	-	-	-	-	.8
Fresh fish, frozen fish and canned fish . . . . .	11.1	6.7	2.2	5.3	-	6.3	-	5.0
Fresh fish, frozen fish, fresh shell- fish and frozen shellfish. . . . .	5.6	-	-	-	-	-	-	.8
Fresh fish, fresh shellfish and canned shellfish. . . . .	-	-	-	-	16.7	-	-	.8
Frozen fish, frozen shellfish and canned fish. . . . .	-	-	-	-	-	6.3	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish. . . . .	5.6	-	-	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	-	-	-	6.3	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish. . . . .	-	-	2.2	-	-	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	6.7	-	-	-	-	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish. . . . .	-	6.7	-	-	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish. . . . .	-	-	2.2	-	-	-	-	.8
No type given . . . . .	5.6	6.7	-	-	-	6.3	-	2.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	18	15	45	19	6	16	2	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	9.7	9.9	9.5	11.4	10.8	7.8	8.1	9.8
No. . . . .	82.7	80.6	84.8	84.2	83.1	86.2	91.9	84.0
Not answered, etc	7.6	9.5	5.7	4.4	6.1	6.0	-	6.2
Totals . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . .	341	252	618	228	130	166	62	1,797

If "NO", why haven't you tried them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
No particular reason	69.7	67.5	64.6	60.9	66.6	55.2	59.6	64.6
General aversion . .	6.0	8.4	7.1	5.7	9.3	10.5	1.9	7.2
Taste - does not like fish. . . . .	1.8	2.0	2.4	3.1	.9	2.1	3.5	2.3
Other preference - prefers fresh or canned fish or fresh shellfish . . . . .	7.8	11.8	13.2	12.5	9.3	17.5	14.0	12.1
Never tried or not familiar with fish sticks . . . . .	7.1	3.4	5.2	8.9	5.6	8.4	3.5	6.0
Lack of cooking instructions . . . .	-	-	.6	-	-	-	-	.2
Not available . . . .	5.0	4.9	5.0	5.7	7.4	4.9	10.5	5.4
Health reasons - allergy, doctor's diet forbids, etc . . . .	1.1	.5	.4	1.0	-	1.4	3.5	.8
Too expensive. . . .	.4	1.0	1.1	1.0	.9	-	-	.8
Religion . . . . .	.4	-	-	.6	-	-	-	.1
Other reasons. . . . .	.7	.5	.4	.6	-	-	3.5	.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	282	203	524	192	108	143	57	1,509

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	100.0	88.0	89.8	61.5	100.0	92.3	100.0	88.6
No. . . . .	-	12.0	10.2	38.5	-	7.7	-	11.4
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	33	25	59	26	14	13	5	175

If "YES", how many times during October did you serve them?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once . . . . .	21.2	18.2	41.5	43.6	28.7	33.4	20.0	31.6
Twice. . . . .	33.3	18.2	11.3	18.8	7.1	25.0	20.0	18.7
Three times. . . . .	6.1	22.7	7.5	18.8	-	8.3	-	9.7
Four times . . . . .	9.1	9.1	3.8	-	7.1	8.3	-	5.8
Five times . . . . .	3.0	-	3.8	-	-	-	-	1.9
Six times. . . . .	-	-	1.9	-	-	-	-	.7
Eight times. . . . .	3.0	-	-	-	-	-	-	.7
No number given and none . . . . .	24.3	31.8	30.2	18.8	57.1	25.0	60.0	30.9
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	33	22	53	16	14	12	5	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	27.3	18.2	9.4	6.2	-	-	-	12.3
No. . . . .	72.7	72.7	90.6	93.8	100.0	91.7	100.0	85.8
Not answered, etc	-	9.1	-	-	-	8.3	-	1.9
Totals . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked. . .	33	22	53	16	14	12	5	155

If "YES", what type of fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

25.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	15.2	13.6	18.9	25.0	7.1	16.7	-	16.1
No. . . . .	48.4	72.8	75.5	75.0	92.9	75.0	100.0	71.6
Not answered, etc .	36.4	13.6	5.6	-	-	8.3	-	12.3
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked. . . . .	33	22	53	16	14	12	5	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Prefer pre-cooked . .	<u>50.0</u>	<u>30.8</u>	<u>36.6</u>	<u>44.4</u>	<u>87.5</u>	<u>12.5</u>	<u>-</u>	<u>39.6</u>
Quicker served. . .	50.0	30.8	33.3	44.4	87.5	12.5	-	38.3
No particular reason	-	-	3.3	-	-	-	-	1.3
Prefer uncooked . . .	<u>10.0</u>	<u>23.1</u>	<u>26.6</u>	<u>33.3</u>	<u>12.5</u>	<u>50.0</u>	<u>-</u>	<u>24.6</u>
Better taste. . . .	-	15.4	13.3	33.3	12.5	25.0	-	14.8
More crisp. . . . .	-	-	13.3	-	-	-	-	4.9
Other reasons . . .	10.0	7.7	-	-	-	25.0	-	4.9
No particular preference. . . . .	<u>40.0</u>	<u>46.1</u>	<u>36.8</u>	<u>22.3</u>	<u>-</u>	<u>37.5</u>	<u>100.0</u>	<u>35.8</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . .	10	13	30	9	8	8	3	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	84.1	97.2	94.6	93.4	98.3	98.6	93.8	94.1
No. . . . .	15.9	2.8	5.4	6.6	1.7	1.4	6.2	5.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers	82	72	241	106	60	73	32	666

If "NO, how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Income groups.

28.

How much breading do you like on breaded fish sticks?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Heavy breading . . . . .	8.8	6.4	9.6	12.8	15.0	11.8	12.9	10.6
Medium breading . . . . .	80.0	84.6	80.8	75.2	71.7	71.1	74.2	78.0
Thin breading . . . . .	11.2	9.0	9.6	12.0	13.3	17.1	12.9	11.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	80	78	249	109	60	76	31	683

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	45.3	58.6	54.5	57.4	54.2	58.9	62.5	55.2
Next largest . . . . .	50.7	38.6	43.3	39.6	40.7	39.7	37.5	42.1
Smallest . . . . .	4.0	2.8	2.2	3.0	5.1	1.4	-	2.7
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	75	70	231	101	59	73	32	611

SECOND CHOICE

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	33.8	28.4	31.9	33.0	25.0	28.6	36.7	31.1
Next largest . . . . .	46.5	61.2	54.0	60.6	57.1	57.1	56.7	55.7
Smallest . . . . .	19.7	10.4	14.1	6.4	17.9	14.3	6.6	13.2
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers .	71	67	226	94	56	70	30	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
8 oz. . . . .	24.7	21.5	16.3	17.0	10.2	11.0	25.8	17.3
10 oz . . . . .	34.6	27.9	28.8	26.4	45.7	39.7	29.0	31.7
12 oz * . . . . .	37.0	49.3	47.5	52.8	37.3	42.5	35.5	45.3
16 oz . . . . .	3.7	-	3.3	3.8	6.8	2.7	9.7	3.6
24 oz . . . . .	-	-	.4	-	-	-	-	.2
Others (size not given)	-	-	.8	-	-	2.7	-	.6
Don't know. . . . .	-	1.3	2.9	-	-	1.4	-	1.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	81	79	246	106	59	73	31	675

\* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.



SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 7,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Not seasoned . . . . .	14.3	13.9	13.2	7.3	10.0	14.3	12.1	12.3
Moderately seasoned	80.9	78.5	81.2	90.8	86.7	77.9	84.9	82.6
Highly seasoned. . . . .	4.8	7.6	5.6	1.9	3.3	7.8	3.0	5.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	84	79	251	109	60	77	33	693

32.

For what purposes have you served fish sticks during the past year?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Main meal . . . . .	78.6	84.8	82.4	77.8	80.4	84.6	97.0	82.2
Snacks . . . . .	10.7	3.8	5.6	4.6	8.2	5.1	-	5.8
Hors d'oeuvres. . . . .	-	-	-	-	1.6	-	3.0	.3
Main meal and snacks	10.7	11.4	10.8	14.8	8.2	6.4	-	10.2
Main meal and hors d'oeuvres. . . . .	-	-	.4	.9	1.6	1.3	-	.6
Snacks and hors d'oeuvres. . . . .	-	-	-	-	-	2.6	-	.3
Main meal, snacks and hors d'oeuvres	-	-	.8	1.9	-	-	-	.6
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	84	79	251	108	61	78	33	694

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

33.

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind(species) of fish from which the fish sticks are made?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	43.0	38.2	33.3	44.0	30.5	37.7	53.1	37.9
No . . . . .	57.0	61.8	66.7	56.0	69.5	62.3	46.9	62.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	79	76	240	100	59	77	32	663

If "YES", which kind (species) or kinds do you prefer?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Haddock . . . . .	20.6	31.0	25.0	29.5	27.7	27.6	6.0	25.1
Cod . . . . .	14.7	3.5	25.0	25.0	27.8	17.2	23.6	20.3
Ocean perch . . . . .	23.5	13.8	15.0	15.9	11.1	10.3	17.6	15.5
Flounder or sole. . . . .	8.9	3.5	8.7	2.3	11.1	7.0	17.6	7.6
Halibut . . . . .	2.9	6.9	8.7	4.5	5.6	7.0	17.6	7.2
Rockfish. . . . .	-	-	1.3	-	-	-	-	.4
Certain fresh-water fish. . . . .	-	-	2.5	-	5.6	3.4	-	1.6
Other salt-water fish . . . . .	2.9	-	-	-	-	3.4	-	.8
"Other" fish. . . . .	-	3.5	-	2.3	-	3.4	-	1.2
No particular species listed. . . . .	26.5	37.8	13.8	20.5	11.1	20.7	17.6	20.3
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	34	29	80	44	18	29	17	251

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

34.

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	21.0	12.7	9.7	22.7	17.0	8.2	34.6	15.0
No. . . . .	79.0	87.3	90.3	77.3	83.0	91.8	65.4	85.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	62	63	207	88	47	61	26	554

If "YES", what kind (species) do you not like?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Cod . . . . .	38.5	25.0	50.0	40.0	62.5	40.0	44.4	43.4
Haddock . . . . .	-	-	10.0	5.0	-	20.0	11.1	6.0
Ocean perch . . . . .	-	-	-	15.0	-	-	-	3.6
Rockfish. . . . .	-	12.5	-	5.0	-	-	11.1	3.6
Halibut . . . . .	-	-	5.0	5.0	-	-	-	2.4
Mullet. . . . .	-	-	-	5.0	-	-	-	1.3
Certain fresh- water fish. . . . .	7.7	-	-	10.0	-	-	-	3.6
Other salt-water fish. . . . .	15.3	-	5.0	-	-	-	-	3.6
No particular species listed. . . . .	38.5	62.5	30.0	15.0	37.5	40.0	33.4	32.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers .	13	8	20	20	8	5	9	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
None . . . . .	27.2	26.2	15.0	11.8	10.8	18.7	19.4	18.7
Once . . . . .	6.2	5.6	6.8	5.3	10.8	10.8	8.1	7.0
Twice . . . . .	11.7	15.1	15.4	15.8	15.4	18.7	12.9	14.9
Three times . . . . .	9.7	9.1	11.3	16.2	6.9	7.2	9.7	10.6
Four times . . . . .	17.6	16.6	21.8	24.6	32.2	20.5	27.4	21.5
Five times . . . . .	5.9	6.0	9.9	10.5	8.5	9.6	12.9	8.6
Six times . . . . .	4.4	8.3	7.0	6.1	6.9	5.4	3.2	6.3
Seven times . . . . .	2.1	1.2	2.6	.9	.8	1.8	1.6	1.9
Eight times . . . . .	2.3	2.8	5.0	3.5	3.1	3.6	-	3.6
Nine times or more . . . . .	4.7	2.8	2.1	3.1	2.3	1.3	4.8	2.8
Not answered, etc. . . . .	8.2	6.3	3.1	2.2	2.3	2.4	-	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	341	252	618	228	130	166	62	1,797

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
Yes . . . . .	37.0	36.1	45.8	36.0	48.5	46.4	43.5	41.7
No . . . . .	54.2	53.6	50.3	61.8	47.7	51.2	56.5	53.1
Not answered, etc. . . . .	8.8	10.3	3.9	2.2	3.8	2.4	-	5.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	341	252	618	228	130	166	62	1,797

If "YES", what is the season?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
Lent . . . . .	12.7	17.5	27.5	37.8	31.7	35.0	29.6	26.1
Summer . . . . .	25.3	20.9	26.9	19.5	38.0	22.1	25.9	25.5
Winter . . . . .	22.2	20.9	16.6	12.2	12.7	22.1	18.5	17.9
Spring . . . . .	20.6	14.3	14.5	8.5	3.2	10.4	3.7	13.1
Fall . . . . .	5.6	4.4	2.5	7.3	3.2	1.3	3.7	3.7
"R" months . . . . .	2.4	2.2	2.8	1.3	3.2	-	3.7	2.3
Advent . . . . .	-	1.1	-	2.4	-	-	-	.4
Fall and winter . . . . .	5.6	11.0	4.6	4.9	3.2	5.2	3.7	5.5
No season given . . . . .	5.6	7.7	4.6	6.1	4.8	3.9	11.2	5.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	126	91	283	82	63	77	27	749

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	27.9	33.3	40.9	52.6	59.2	61.4	77.4	43.4
No. . . . .	64.8	61.5	56.5	45.2	38.5	36.7	22.6	53.0
Not answered, etc .	7.3	5.2	2.6	2.2	2.3	1.9	-	3.6
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . .	341	252	618	228	130	166	62	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Like fish or shellfish. . . .	43.0	35.7	39.1	34.2	38.9	24.5	41.6	36.7
Restaurants prepare fish or shellfish better . . . . .	13.7	15.5	15.4	20.0	18.2	25.5	12.5	17.3
More varied selections available.	21.1	20.2	15.0	12.5	15.6	17.6	12.5	16.2
Don't like to cook fish at home . .	2.1	7.1	5.5	5.8	6.5	10.8	12.5	6.6
Price moderate . .	3.2	2.4	1.6	5.8	1.3	3.0	2.1	2.7
Eat out on Friday.	1.1	2.4	6.3	5.0	6.5	5.9	8.3	5.2
Treat for family .	1.1	6.0	6.3	5.8	3.9	3.9	4.2	4.9
Other reasons. . .	-	-	.5	-	-	-	-	a/
No reason given. .	14.7	10.7	10.3	10.9	9.1	8.8	6.3	10.4
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	95	84	253	120	77	102	48	779

a/ Less than .05 percent.

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
None . . . . .	36.8	43.9	36.7	35.8	32.4	27.5	29.2	35.3
Once . . . . .	16.8	10.7	19.8	15.8	10.4	15.7	10.4	15.8
Twice . . . . .	16.8	17.9	14.6	11.7	16.9	12.7	8.3	14.4
Three times . . . . .	8.4	7.1	8.3	10.8	11.7	15.7	2.1	9.5
Four times . . . . .	7.4	6.0	8.2	8.3	6.5	10.8	16.7	8.6
Five times . . . . .	4.2	1.2	5.1	3.3	3.9	2.9	10.4	4.2
Six times . . . . .	1.1	2.4	3.6	4.2	5.2	3.9	6.3	3.6
Seven times . . . . .	-	-	-	2.6	1.3	1.0	-	.6
Eight times . . . . .	1.1	3.6	1.6	3.3	5.2	2.0	8.3	2.8
Nine times or more	6.3	6.0	2.0	3.3	6.5	7.8	8.3	4.7
Not answered, etc.	1.1	1.2	-	.9	-	-	-	.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	95	84	253	120	77	102	48	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
None . . . . .	15.0	19.1	20.6	16.9	19.2	14.9	17.7	18.1
Once . . . . .	36.6	40.5	36.9	31.1	15.4	29.7	26.5	32.3
Twice . . . . .	30.0	21.3	25.6	19.5	36.5	29.7	23.5	26.4
Three times . . . . .	11.7	4.3	7.5	16.9	15.4	16.2	5.9	11.1
Four times . . . . .	3.3	6.4	5.0	7.8	7.7	6.8	11.8	6.3
Five times . . . . .	-	-	3.1	2.6	3.9	-	2.9	2.0
Six times . . . . .	1.7	2.1	1.3	1.3	1.9	2.7	5.9	2.0
Seven times . . . . .	1.7	-	-	-	-	-	-	.2
Eight times . . . . .	-	2.1	-	-	-	-	2.9	.4
Nine times or more	-	2.1	-	1.3	-	-	2.9	.6
Not answered, etc.	-	2.1	-	2.6	-	-	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . .	60	47	160	77	52	74	34	504

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>5,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	24.2	23.8	24.1	25.0	19.5	22.5	29.2	23.9
No. . . . .	71.6	70.2	75.5	74.2	80.5	70.6	70.8	73.8
Not answered, etc . .	4.2	6.0	.4	.8	-	6.9	-	2.3
Total. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	95	84	253	120	77	102	48	779

If "YES", write season.

	<u>Under</u> <u>\$2,000</u>	<u>\$2,000</u> <u>to</u> <u>2,999</u>	<u>\$3,000</u> <u>to</u> <u>4,999</u>	<u>\$5,000</u> <u>to</u> <u>6,999</u>	<u>\$6,000</u> <u>to</u> <u>6,999</u>	<u>\$7,000</u> <u>to</u> <u>9,999</u>	<u>\$10,000</u> <u>and</u> <u>over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Summer . . . . .	21.7	15.0	39.3	53.3	60.0	30.4	14.3	35.4
Winter . . . . .	21.7	25.0	16.4	13.3	13.3	21.6	28.5	18.8
Spring . . . . .	8.8	5.0	3.3	-	6.7	-	-	3.2
Fall . . . . .	13.0	10.0	6.6	3.4	-	4.4	14.3	7.0
Fall and winter. . .	4.4	5.0	6.6	-	-	8.8	14.3	5.4
Lent . . . . .	13.0	15.0	18.0	23.3	20.0	30.4	14.3	19.4
"R" months . . . . .	4.4	10.0	4.9	-	-	4.4	-	3.8
No particular season	13.0	15.0	4.9	6.7	-	-	14.3	7.0
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	23	20	61	30	15	23	14	186

SUMMARIES OF REPLIES TO QUESTIONS  
Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	46.6	71.4	89.0	89.0	90.7	91.0	87.1	78.7
No. . . . .	48.1	22.6	7.9	8.8	6.2	7.8	8.1	17.6
Not answered, etc .	5.3	6.0	3.1	2.2	3.1	1.2	4.8	3.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	341	252	618	228	130	166	62	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS  
Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	39.3	49.0	51.2	59.2	52.3	58.4	62.9	50.8
No. . . . .	48.4	39.8	43.9	37.3	45.4	36.1	32.3	42.3
Not answered, etc .	12.3	11.2	4.9	3.5	2.3	5.5	4.8	6.9
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	341	252	618	228	130	166	62	1,797



SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

42.

How do you now get information on the preparation of fish and shellfish?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Cookbooks . . . . .	36.4	39.7	48.0	53.5	46.9	48.7	51.8	45.5
Labels, wrappers, etc Publications (magazines, newspapers, etc.).	7.0	7.9	12.6	14.9	18.5	16.3	14.5	12.0
Word of mouth . . . .	9.7	10.7	11.3	7.0	14.6	13.3	12.9	10.9
Family recipes . . . .	5.0	6.7	7.3	5.7	3.1	3.0	6.5	5.8
Radio and TV . . . . .	5.6	4.4	5.8	5.3	3.8	4.2	3.2	5.1
Recipes and pamphlets received in stores.	.9	.4	1.1	.9	2.3	1.2	-	1.0
Other means . . . . .	-	1.2	.5	.4	2.3	-	-	.6
Not answered, etc . .	-	-	-	-	-	.6	-	.1
	35.4	29.0	13.4	12.3	8.5	12.7	8.1	19.0
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	341	252	618	228	130	166	62	1,797

43.

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Yes . . . . .	15.0	18.3	21.4	18.9	19.2	18.1	17.7	18.8
No . . . . .	60.4	59.1	66.6	69.3	68.5	66.8	71.0	65.1
Not answered, etc . .	24.6	22.6	12.0	11.8	12.3	15.1	11.3	16.1
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	341	252	618	228	130	166	62	1,797

If "YES", what are they?

	Under \$2,000	\$2,000 to 2,999	\$3,000 to 4,999	\$5,000 to 5,999	\$6,000 to 6,999	\$7,000 to 9,999	\$10,000 and over	Total
	%	%	%	%	%	%	%	%
Publications (magazines, newspapers, etc.)	23.5	21.7	28.0	27.9	36.0	46.7	45.4	29.3
Cookbooks . . . . .	31.3	28.3	30.3	30.2	16.0	30.0	18.2	28.7
Labels, wrappers, etc.	21.6	26.1	17.4	9.3	16.0	13.3	27.3	18.0
Radio and TV . . . . .	9.8	11.0	9.1	9.3	12.0	3.3	9.1	9.2
Recipes and pam- phlets received in stores . . . . .	11.8	4.3	8.4	16.3	16.0	-	-	8.9
Word of mouth . . . .	2.0	4.3	6.8	4.7	-	6.7	-	4.7
Family recipes . . . .	-	-	-	2.3	4.0	-	-	.6
Other means . . . . .	-	4.3	-	-	-	-	-	.6
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	51	46	132	43	25	30	11	338

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and fish cooking

44.

Do you, the homemaker, work outside of your home?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	24.0	32.1	23.8	23.7	31.5	29.5	24.2	26.1
No. . . . .	74.5	65.9	75.5	75.9	68.5	69.9	75.8	73.0
Not answered, etc .	1.5	2.0	.7	.4	-	.6	-	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . .	341	252	618	228	130	166	62	1,797

If "YES", do you work full time or part time?

	<u>Under \$2,000</u>	<u>\$2,000 to 2,999</u>	<u>\$3,000 to 4,999</u>	<u>\$5,000 to 5,999</u>	<u>\$6,000 to 6,999</u>	<u>\$7,000 to 9,999</u>	<u>\$10,000 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Full time . . . . .	35.4	42.0	45.6	46.3	65.9	69.4	66.6	48.2
Part time . . . . .	64.6	58.0	54.4	53.7	34.1	30.6	26.7	51.6
Not answered, etc .	-	-	-	-	-	-	6.7	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . .	82	81	147	54	41	49	15	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

HOUSEHOLD SIZE

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1.

During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	16.3	18.1	17.2	18.8	21.0	10.0	17.7
No. . . . .	82.3	80.7	82.3	80.8	79.0	90.0	81.4
Not answered, etc . . . . .	1.4	1.2	.5	.4	-	-	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason . . . . .	40.2	42.4	38.6	41.8	48.3	44.4	41.5
General aversion . . . . .	26.1	24.8	22.2	15.5	23.1	11.1	23.2
Taste - does not like seafood or shrimp. . . . .	7.1	7.4	7.1	9.3	4.1	22.3	7.2
Other preference - prefer fresh or canned fish . . . . .	12.1	7.4	8.4	9.8	6.1	-	9.2
Never tried or not familiar with frozen breaded shrimp . . . . .	5.4	5.0	8.0	7.8	7.5	-	6.4
Lack of cooking instructions . . . . .	-	-	-	.5	.7	-	.1
Not available. . . . .	3.9	4.4	6.1	6.7	4.1	11.1	4.9
Health reasons - allergy, doctor's diet forbids, etc . . . . .	2.2	2.1	1.3	.5	.7	-	1.6
Too expensive. . . . .	2.2	5.6	7.4	6.7	5.4	11.1	5.1
Religion . . . . .	.6	.6	.6	1.4	-	-	.6
Other reasons. . . . .	.2	.3	.3	-	-	-	.2
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	464	339	311	193	147	9	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	83.7	88.2	92.3	91.1	82.1	100.0	87.4
No. . . . .	16.3	11.8	7.7	8.9	17.9	-	12.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	92	76	65	45	39	1	318

If "YES", how many times during October did you serve them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Once . . . . .	23.3	34.3	28.3	26.8	21.9	-	27.3
Twice. . . . .	28.6	13.4	30.0	12.2	25.0	-	22.3
Three times. . . . .	7.8	7.5	5.0	5.0	9.4	100.0	7.2
Four times . . . . .	6.5	3.0	1.7	7.3	9.4	-	5.0
Five times . . . . .	-	1.5	3.3	2.4	-	-	1.5
Six times. . . . .	2.6	-	-	2.4	-	-	1.1
Seven times. . . . .	1.3	-	-	-	-	-	.4
Nine times or more . . . . .	1.3	-	-	2.4	-	-	.7
No number given and none . . . . .	28.6	40.3	31.7	41.5	34.3	-	34.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	77	67	60	41	32	1	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	5.2	10.4	8.3	12.2	9.4	100.0	9.0
No. . . . .	92.2	89.6	91.7	85.4	90.6	-	89.9
Not answered, etc . . . . .	2.6	-	-	2.4	-	-	1.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	77	67	60	41	32	1	278

If "YES", what type of fishery product(s) have the frozen breaded precooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	15.6	16.4	13.3	29.3	12.5	-	16.9
No. . . . .	81.8	76.1	76.7	56.1	78.1	-	74.8
Not answered, etc . . . . .	2.6	7.5	10.0	14.6	9.4	100.0	8.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	77	67	60	41	32	1	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5.

Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Light golden . . . . .	83.1	80.6	75.0	82.9	87.5	100.0	81.3
Darker brown . . . . .	14.3	14.9	20.0	12.2	9.4	-	14.7
No preference . . . . .	-	-	1.7	-	-	-	.4
Not answered, etc. . . . .	2.6	4.5	3.3	4.9	3.1	-	3.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	77	67	60	41	32	1	278

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	16.7	20.9	25.1	25.5	23.1	30.0	21.4
No. . . . .	77.8	74.5	70.9	71.1	75.8	60.0	74.4
Not answered, etc . . . . .	5.5	4.6	4.0	3.4	1.1	10.0	4.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason . . . . .	49.4	50.8	49.6	57.6	60.4	50.0	52.0
General aversion . . . . .	19.1	20.8	19.8	13.5	17.0	-	18.6
Taste - does not like seafood or shrimp. . . . .	6.8	6.7	6.3	8.2	3.5	33.3	6.7
Other preference - prefer fresh or canned fish . . . . .	12.1	8.0	7.8	8.2	5.7	-	9.1
Never tried or not familiar with frozen breaded shrimp . . . . .	5.7	3.5	3.7	5.3	3.5	-	4.5
Lack of cooking instructions . . . . .	.2	-	-	.7	-	-	.1
Not available. . . . .	1.1	3.8	4.9	2.4	2.1	16.7	2.8
Health reasons - allergy, doctor's diet forbids, etc . . . . .	2.3	1.9	1.9	-	.7	-	1.6
Too expensive. . . . .	2.5	3.5	4.9	2.9	6.4	-	3.7
Religion . . . . .	.6	.6	.7	1.2	-	-	.6
Other reasons. . . . .	.2	.4	.4	-	.7	-	.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Number asked . . . . . 439 313 268 170 141 6 1,337

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

If you have served frozen breaded uncooked shrimp did you like them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	92.6	90.9	92.6	93.4	86.0	66.7	91.4
No. . . . .	7.4	9.1	7.4	6.6	14.0	33.3	8.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	94	88	95	61	43	3	384

If "YES", how many times during October did you serve them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Once . . . . .	24.1	26.2	23.9	24.5	13.5	-	23.4
Twice. . . . .	13.8	21.3	15.9	21.1	16.2	50.0	17.7
Three times. . . . .	9.2	5.0	4.5	-	5.4	50.0	5.4
Four times . . . . .	6.9	3.8	11.4	7.0	10.8	-	7.7
Five times . . . . .	2.3	-	1.1	8.8	-	-	2.3
Six times. . . . .	-	1.3	2.3	1.8	2.7	-	1.4
Seven times. . . . .	-	-	1.1	-	-	-	.3
Eight times. . . . .	-	-	-	1.8	-	-	.3
No number given and none . . .	43.7	42.4	39.8	35.0	51.4	-	41.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	87	80	88	57	37	2	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.



SUMMARIES OF REPLIES TO QUESTIONS

8.

Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	9.2	6.2	6.8	8.8	2.7	50.0	7.4
No. . . . .	86.2	93.8	88.6	91.2	89.2	50.0	89.5
Not answered, etc . . . . .	4.6	-	4.6	-	8.1	-	3.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	87	80	88	57	37	2	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

9.

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	13.8	16.3	20.5	15.8	13.5	50.0	16.5
No. . . . .	77.0	80.0	72.7	78.9	73.0	-	76.1
Not answered, etc . . . . .	9.2	3.7	6.8	5.3	13.5	50.0	7.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	87	80	88	57	37	2	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	<u>Two</u> <u>2</u>	<u>Three</u> <u>3</u>	<u>Four</u> <u>4</u>	<u>Five</u> <u>5</u>	<u>Six or</u> <u>more</u> <u>6</u>	<u>Size</u> <u>unknown</u> <u>7</u>	<u>Total</u> <u>8</u>
Prefer pre-cooked . . . . .	31.7	34.5	30.5	38.0	22.2	-	31.8
Quicker served . . . . .	22.0	31.0	27.7	38.0	22.2	-	27.6
Brownier. . . . .	-	-	2.8	-	-	-	.7
Other reasons. . . . .	2.4	-	-	-	-	-	.7
No particular reason . . . . .	7.3	3.5	-	-	-	-	2.8
Prefer uncooked . . . . .	43.9	34.5	44.5	38.2	27.8	-	39.3
More crisp . . . . .	4.9	10.4	5.6	4.8	-	-	5.5
Better taste . . . . .	24.4	24.1	30.5	28.6	16.7	-	25.5
Other reasons. . . . .	7.3	-	2.8	-	-	-	2.8
No particular reason . . . . .	7.3	-	5.6	4.8	11.1	-	5.5
No particular preference. . . . .	24.4	31.0	25.0	23.8	50.0	-	28.9
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	-	<u>100.0</u>
Number of answers. . . . .	41	29	36	21	18	-	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	93.1	91.5	90.3	97.5	90.7	100.0	92.5
No. . . . .	6.9	8.5	9.7	2.5	9.3	-	7.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	131	129	113	80	54	2	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

12.

How much breading do you like on breaded shrimp?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Heavy breading . . . . .	8.2	9.2	13.6	5.0	14.8	-	9.9
Medium breading. . . . .	67.9	73.8	75.4	77.5	66.7	100.0	72.6
Thin breading. . . . .	23.9	17.0	11.0	17.5	18.5	-	17.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	134	130	118	80	54	3	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes).

FIRST CHOICE

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Largest . . . . .	55.2	45.3	37.5	51.4	47.2	66.7	47.3
Next largest . . . . .	32.0	39.9	38.4	32.4	39.6	-	36.2
Third largest . . . . .	8.8	11.7	23.2	10.8	5.7	-	12.7
Smallest . . . . .	4.0	3.1	.9	5.4	7.5	33.3	3.8
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	125	128	112	74	53	3	495

SECOND CHOICE

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Largest . . . . .	5.7	8.1	10.8	12.2	7.5	-	8.6
Next largest . . . . .	59.3	52.4	55.0	59.5	49.1	66.7	55.5
Third largest . . . . .	30.9	36.3	27.9	24.3	39.6	33.3	31.6
Smallest . . . . .	4.1	3.2	6.3	4.0	3.8	-	4.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	123	124	111	74	53	3	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14.

What size package of breaded shrimp do you prefer?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
8 oz. . . . .	24.1	12.6	7.0	12.7	12.0	-	14.2
10 oz . . . . .	36.7	40.9	31.3	29.1	28.0	-	34.3
12 oz . . . . .	33.8	43.3	52.1	51.9	52.0	100.0	45.5
16 oz . . . . .	2.3	2.4	7.0	2.5	6.0	-	3.7
24 oz . . . . .	-	-	-	-	2.0	-	.1
No particular preference. . . . .	.8	-	1.7	2.5	-	-	1.0
Don't know. . . . .	2.3	.8	.9	1.3	-	-	1.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	133	127	115	79	50	4	508

15.

What type of breaded shrimp do you prefer to buy?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Fantail (with shell left on). . . . .	36.6	43.0	48.3	55.0	30.9	-	42.8
Completely peeled . . . . .	60.3	52.3	44.9	10.0	69.1	75.0	52.7
Other (not specified) . . . . .	-	-	.8	1.3	-	-	.4
No particular preference. . . . .	3.1	4.7	6.0	3.7	-	25.0	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	131	128	118	80	55	4	516

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Bulk . . . . .	6.0	7.6	5.8	8.6	5.6	25.0	6.9
Layers . . . . .	71.4	74.0	76.7	75.3	63.0	50.0	72.8
No particular preference . . . . .	22.6	18.4	17.5	16.1	31.4	25.0	20.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	133	131	120	81	54	4	523

17.

For what purposes have you served breaded shrimp during the past year?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Main meal . . . . .	70.1	77.2	73.6	61.0	52.7	25.0	69.1
Snacks . . . . .	3.7	5.3	4.1	11.0	18.2	25.0	7.0
Hors d'oeuvres . . . . .	-	1.5	-	-	-	-	.4
Main meal and snacks . . . . .	19.4	12.8	14.9	23.2	27.3	50.0	18.4
Main meal and hors d'oeuvres . . . . .	3.7	.8	.8	2.4	-	-	1.7
Snacks and hors d'oeuvres . . . . .	2.3	.8	3.3	-	-	-	1.5
Main meal, snacks and hors d'oeuvres . . . . .	.8	.8	3.3	2.4	-	-	1.5
Other (not specified) . . . . .	-	.8	-	-	1.8	-	.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	134	132	121	82	55	4	528

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

18.

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	33.2	36.7	42.3	38.9	31.7	40.0	36.6
No. . . . .	61.5	60.9	55.8	59.8	67.2	50.0	60.5
Not answered, etc . . . . .	5.3	2.4	1.9	1.3	1.1	10.0	2.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason . . . . .	61.3	61.5	63.0	62.2	64.8	60.0	62.3
General aversion . . . . .	11.0	10.2	8.5	4.9	6.4	-	8.9
Taste - does not like fish . . . . .	2.6	5.9	2.8	4.2	1.6	20.0	3.6
Other preference - prefer fresh or canned fish or fresh shellfish. . . . .	11.8	9.4	9.0	10.5	8.0	-	10.0
Never tried or not familiar with fish sticks . . . . .	6.1	6.3	7.1	7.7	10.4	20.0	7.1
Lack of cooking instructions . . . . .	-	-	-	.7	-	-	.1
Not available. . . . .	5.2	3.1	6.2	7.7	3.2	-	4.9
Health reasons - allergy, doctor's diet forbids, etc . . . . .	2.0	1.2	.5	-	.8	-	1.1
Too expensive. . . . .	-	1.6	2.4	1.4	4.3	-	1.6
Religion . . . . .	-	.4	-	.7	-	-	.2
Other reasons. . . . .	-	.4	.5	-	-	-	.2
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	347	256	211	143	125	5	1,087

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

19.

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or</u>	<u>Size</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>more</u>	<u>unknown</u>	<u>%</u>
Yes . . . . .	89.3	87.7	82.5	87.1	88.1	100.0	86.9
No. . . . .	10.7	12.3	17.5	12.9	11.9	-	13.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	187	154	160	93	59	4	657

If "YES", how many times during October did you serve them?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or</u>	<u>Size</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>more</u>	<u>unknown</u>	<u>%</u>
Once . . . . .	24.6	26.7	28.8	24.7	23.1	-	25.7
Twice. . . . .	35.8	25.2	18.9	27.2	21.2	50.0	27.0
Three times. . . . .	10.8	8.1	12.1	8.6	9.6	25.0	10.2
Four times . . . . .	6.0	8.9	9.8	9.9	9.6	-	8.4
Five times . . . . .	1.8	-	-	2.5	5.8	-	1.4
Six times, . . . . .	-	-	1.6	1.2	1.9	-	.7
Seven times. . . . .	1.2	.7	-	-	1.9	-	.7
Eight times. . . . .	.6	-	.8	1.2	-	-	.5
Nine times or more . . . . .	.6	1.5	-	1.2	-	-	.7
No number given and none . . . . .	18.6	28.9	28.0	23.5	26.9	25.0	24.7
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	167	135	132	81	52	4	571

If "NO", why didn't you like them?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or</u>	<u>Size</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>more</u>	<u>unknown</u>	<u>%</u>
Tasteless . . . . .	50.0	21.1	46.3	25.0	-	-	34.9
Fishy in taste. . . . .	5.0	21.1	14.3	16.7	28.5	-	15.1
Limp. . . . .	10.0	10.5	14.3	25.0	14.3	-	14.0
Prefer shrimp cocktail. . . . .	5.0	15.7	3.6	16.7	14.3	-	9.3
Too dry . . . . .	10.0	10.5	-	-	28.6	-	7.0
Too small . . . . .	5.0	-	3.6	8.3	-	-	3.5
Do not stay warm long enough. . . . .	-	-	-	8.3	-	-	1.1
Other reasons . . . . .	-	-	3.6	-	-	-	1.1
No reason given . . . . .	15.0	21.1	14.3	-	14.3	-	14.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>100.0</u>
Number asked. . . . .	20	19	28	12	7	-	86



SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

20.

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or</u>	<u>Size</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>more</u>	<u>unknown</u>	<u>%</u>
Yes . . . . .	4.8	4.4	8.3	11.1	11.5	-	7.0
No. . . . .	92.2	93.3	91.7	87.7	84.6	100.0	91.1
Not answered, etc . . . . .	3.0	2.3	-	1.2	3.9	-	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	167	135	132	81	52	4	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or</u>	<u>Size</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>more</u>	<u>unknown</u>	<u>%</u>
Yes . . . . .	22.2	23.0	22.7	22.2	9.6	-	21.2
No. . . . .	72.4	68.1	69.7	65.4	78.8	100.0	70.6
Not answered, etc . . . . .	5.4	8.9	7.6	12.4	11.6	-	8.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	167	135	132	81	52	4	571

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

21. Cont'd. If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Fresh fish . . . . .	27.1	25.8	30.0	16.7	20.0	-	25.7
Frozen fish. . . . .	10.8	16.1	13.3	33.2	40.0	-	17.4
Canned fish. . . . .	5.4	6.5	16.7	5.6	-	-	8.3
Fresh shellfish. . . . .	5.4	-	-	-	-	-	1.7
Frozen shellfish . . . . .	2.7	-	3.3	-	-	-	1.7
Fresh fish and frozen fish . . . .	10.8	6.5	13.3	11.1	20.0	-	10.7
Fresh fish and canned fish . . . .	8.1	9.7	10.0	22.2	20.0	-	11.6
Fresh fish and fresh shellfish . .	-	-	3.4	-	-	-	.8
Frozen fish and canned fish. . . .	8.1	9.7	3.3	5.6	-	-	6.6
Canned fish and canned shellfish .	2.7	-	-	-	-	-	.8
Fresh fish, frozen fish and canned fish. . . . .	5.4	12.9	-	-	-	-	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish .	2.7	-	-	-	-	-	.8
Fresh fish, fresh shellfish and canned shellfish . . . . .	-	3.2	-	-	-	-	.8
Frozen fish, frozen shellfish and canned fish. . . . .	-	-	3.4	-	-	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish. . . .	2.7	-	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish. . . . .	-	3.2	-	-	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish . . . . .	-	-	-	5.6	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	2.7	-	-	-	-	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish. . . . .	2.7	-	-	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish .	-	3.2	-	-	-	-	.8
No type given. . . . .	2.7	3.2	3.3	-	-	-	2.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>100.0</u>
Number asked . . . . .	37	31	30	18	5	-	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	9.6	10.0	10.1	9.2	9.1	20.0	9.6
No. . . . .	82.1	82.9	86.0	87.0	85.5	60.0	84.0
Not answered, etc . . . . .	8.3	7.1	3.9	3.8	5.4	20.0	6.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

If "NO", why haven't you tried them?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason. . . . .	63.3	64.6	63.1	64.8	70.4	83.3	64.6
General aversion. . . . .	3.9	7.8	7.1	3.8	5.8	-	7.2
Taste - does not like fish. . .	1.5	3.7	1.8	2.9	.6	16.7	2.3
Other preference - prefers fresh or canned fish or fresh shellfish . . . . .	14.9	10.6	11.4	12.5	8.2	-	12.1
Never tried or not familiar with fish sticks. . . . .	5.4	6.6	5.8	5.3	8.2	-	6.0
Lack of cooking instructions. .	-	.6	-	.5	-	-	.2
Not available. . . . .	3.9	4.6	8.0	8.2	3.1	-	5.4
Health reasons - allergy, doctor's diet forbids, etc. .	1.5	.9	.4	-	.6	-	.9
Too expensive . . . . .	-	.3	1.5	.5	3.1	-	.9
Religion. . . . .	-	.3	-	.5	-	-	.1
Other reasons . . . . .	.6	-	.9	1.0	-	-	.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	463	348	325	208	159	6	1,509

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	90.7	90.5	84.2	86.4	88.2	100.0	88.6
No. . . . .	9.3	9.5	15.8	13.6	11.8	-	11.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	54	42	38	22	17	2	175

If "YES", how many times during October did you serve them?

	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once . . . . .	28.6	36.8	31.3	31.6	23.3	-	31.6
Twice. . . . .	20.4	18.4	25.0	10.5	13.3	-	18.7
Three times. . . . .	14.3	5.4	3.1	15.8	13.3	-	9.7
Four times . . . . .	6.1	2.6	3.1	10.5	6.8	50.0	5.8
Five times . . . . .	2.0	-	-	-	13.3	-	1.9
Six times. . . . .	-	2.6	-	-	-	-	.7
Eight times. . . . .	-	-	-	5.3	-	-	.7
No number given and none . . .	28.6	34.2	37.5	26.3	20.0	50.0	30.9
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	49	38	32	19	15	2	155

If "NO", why didn't you like them?

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	8.2	10.5	15.6	21.1	13.3	-	12.3
No. . . . .	87.8	89.5	84.4	78.9	80.0	100.0	85.8
Not answered, etc . . . . .	4.0	-	-	-	6.7	-	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	49	38	32	19	15	2	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

25.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	16.3	15.8	12.5	26.3	6.7	50.0	16.1
No. . . . .	71.4	78.9	71.9	63.2	66.7	50.0	71.6
Not answered, etc . . . . .	12.3	5.3	15.6	10.5	26.6	-	12.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	49	38	32	19	15	2	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Prefer pre-cooked . . . . .	<u>37.0</u>	<u>44.4</u>	<u>35.3</u>	<u>50.0</u>	<u>33.3</u>	-	<u>39.6</u>
Quicker served . . . . .	37.0	44.4	35.3	41.7	33.3	-	38.3
No particular reason . . .	-	-	-	8.3	-	-	1.3
Prefer uncooked . . . . .	<u>18.6</u>	<u>22.2</u>	<u>35.4</u>	<u>25.0</u>	<u>33.3</u>	-	<u>24.6</u>
Better taste . . . . .	14.8	11.1	11.8	16.7	33.3	-	14.8
More crisp . . . . .	-	11.1	11.8	-	-	-	4.9
Other reasons . . . . .	3.8	-	11.3	8.3	-	-	4.9
No particular preference. . . .	<u>44.4</u>	<u>33.4</u>	<u>29.3</u>	<u>25.0</u>	<u>33.4</u>	<u>100.0</u>	<u>35.8</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	27	18	17	12	6	1	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	94.7	91.4	93.1	98.9	95.2	100.0	94.1
No. . . . .	5.3	8.6	6.9	1.1	4.8	-	5.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	189	162	160	88	63	4	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Household Size groups.

28.

How much breading do you like on breaded fish sticks?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Heavy breading . . . . .	11.5	9.5	11.7	8.8	10.8	-	10.6
Medium breading. . . . .	73.4	79.8	79.6	80.2	80.0	80.0	78.0
Thin breading. . . . .	15.1	10.7	8.7	11.0	9.2	20.0	11.4
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	192	168	162	91	65	5	683

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	<u>Two</u> <u>2</u>	<u>Three</u> <u>2</u>	<u>Four</u> <u>2</u>	<u>Five</u> <u>2</u>	<u>Six or</u> <u>more</u> <u>2</u>	<u>Size</u> <u>unknown</u> <u>2</u>	<u>Total</u> <u>2</u>
Largest . . . . .	57.3	50.0	58.3	52.9	58.7	50.0	55.2
Next largest. . . . .	39.9	47.5	40.4	44.7	36.5	25.0	42.1
Smallest. . . . .	2.8	2.5	1.3	2.4	4.8	25.0	2.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	178	160	151	85	63	4	641

SECOND CHOICE

	<u>Two</u> <u>2</u>	<u>Three</u> <u>2</u>	<u>Four</u> <u>2</u>	<u>Five</u> <u>2</u>	<u>Six or</u> <u>more</u> <u>2</u>	<u>Size</u> <u>unknown</u> <u>2</u>	<u>Total</u> <u>2</u>
Largest . . . . .	30.7	34.0	29.2	32.1	28.6	-	31.1
Next largest. . . . .	57.8	51.3	55.8	52.4	63.5	25.0	55.7
Smallest. . . . .	11.5	14.7	15.0	15.5	7.9	75.0	13.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	166	150	147	84	63	4	614



SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
8 oz. . . . .	25.1	16.7	14.1	11.1	10.4	40.0	17.3
10 oz. . . . .	37.4	33.3	27.6	31.1	23.9	-	31.7
12 oz* . . . . .	34.4	46.3	50.0	53.3	52.2	60.0	45.3
16 oz . . . . .	3.1	1.2	5.1	3.3	7.5	-	3.6
24 oz . . . . .	-	-	-	-	1.5	-	.2
Others (size not given) . . .	-	.6	.6	-	3.0	-	.6
Don't know. . . . .	-	1.9	2.6	1.2	1.5	-	1.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	195	162	156	90	67	5	675

\* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Not seasoned . . . . .	11.7	15.4	7.4	9.7	22.7	-	12.3
Moderately seasoned. . . . .	84.3	78.7	84.7	88.2	74.2	100.0	82.6
Highly seasoned. . . . .	4.0	5.9	7.9	2.1	3.1	-	5.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	197	169	163	93	66	5	693

32.

For what purposes have you served fish sticks during the past year?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Main meal . . . . .	85.2	81.1	81.6	83.9	79.1	40.0	82.2
Snacks. . . . .	3.1	5.3	7.4	6.4	9.0	20.0	5.8
Hors d'oeuvres. . . . .	-	-	.6	1.1	-	-	.3
Main meal and snacks. . . . .	10.7	11.8	8.6	6.4	11.9	40.0	10.2
Main meal and hors d'oeuvres	-	.6	1.2	1.1	-	-	.6
Snacks and hors d'oeuvres . .	-	1.2	-	-	-	-	.3
Main meal, snacks and hors d'oeuvres. . . . .	1.0	-	.6	1.1	-	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	196	169	163	94	67	5	694

SUMMARIES OF REPLIES TO QUESTIONS

33.

Fish Stick Consumption

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	43.4	41.9	28.2	40.7	33.9	20.0	37.9
No. . . . .	56.6	58.1	71.8	59.3	66.1	80.0	62.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	182	160	163	91	62	5	663

If "YES", which kind (species) or kinds do you prefer?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Haddock. . . . .	25.3	25.4	26.0	18.9	28.6	100.0	25.1
Cod. . . . .	19.0	20.9	19.6	29.7	9.5	-	20.3
Ocean perch. . . . .	17.7	14.9	13.0	18.9	9.5	-	15.5
Flounder or sole . . . . .	3.8	10.4	10.9	5.4	9.5	-	7.6
Halibut. . . . .	7.6	9.0	8.7	2.8	4.8	-	7.2
Rockfish . . . . .	-	1.5	-	-	-	-	.4
Certain fresh-water fish . . . . .	1.3	1.5	2.2	-	4.8	-	1.6
Other salt-water fish. . . . .	1.3	-	2.2	-	-	-	.8
"Other" fish . . . . .	-	3.0	2.2	-	-	-	1.2
No particular species listed . . . . .	24.0	13.4	15.2	24.3	33.3	-	20.3
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	79	67	46	37	21	1	251

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

34.

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	13.0	18.0	15.7	11.7	15.7	20.0	15.0
No. . . . .	87.0	82.0	84.3	88.3	84.3	80.0	85.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	154	133	134	77	51	5	554

If "YES", what kind (species) do you not like?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Cod . . . . .	40.0	41.7	38.0	66.7	50.0	-	43.4
Haddock . . . . .	10.0	8.3	4.8	-	-	-	6.0
Ocean perch . . . . .	-	8.3	-	-	-	100.0	3.6
Rockfish. . . . .	-	4.2	9.6	-	-	-	3.6
Halibut . . . . .	5.0	-	4.8	-	-	-	2.4
Mullet. . . . .	-	-	4.8	-	-	-	1.3
Certain fresh-water fish. . . . .	-	12.5	-	-	-	-	3.6
Other salt-water fish . . . . .	15.0	-	-	-	-	-	3.6
No particular species listed. . . . .	30.0	25.0	38.0	33.3	50.0	-	32.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	20	24	21	9	8	1	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

	<u>Two</u> <u>2</u>	<u>Three</u> <u>2</u>	<u>Four</u> <u>2</u>	<u>Five</u> <u>2</u>	<u>Six or more</u> <u>2</u>	<u>Size unknown</u> <u>2</u>	<u>Total</u> <u>2</u>
None . . . . .	20.7	19.8	17.5	14.2	19.4	-	18.7
Once . . . . .	5.1	10.7	6.3	8.4	4.3	-	7.0
Twice . . . . .	14.2	16.9	14.3	11.3	18.3	20.0	14.9
Three times . . . . .	11.7	8.1	7.9	15.1	12.4	10.0	10.6
Four times . . . . .	19.3	21.7	25.1	21.3	20.3	20.0	21.5
Five times . . . . .	6.0	7.6	9.5	15.1	8.1	20.0	8.6
Six times . . . . .	7.1	5.2	7.9	5.9	3.2	10.0	6.3
Seven times . . . . .	2.1	2.1	1.4	.8	3.2	-	1.9
Eight times . . . . .	3.5	2.4	4.5	2.5	5.9	-	3.6
Nine or more times . . . . .	4.6	1.9	2.2	2.5	1.1	10.0	2.8
Not answered, etc. . . . .	5.7	3.6	3.4	2.9	3.8	10.0	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	564	420	378	239	136	10	1,797

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	<u>Two</u> <u>2</u>	<u>Three</u> <u>2</u>	<u>Four</u> <u>2</u>	<u>Five</u> <u>2</u>	<u>Six or more</u> <u>2</u>	<u>Size unknown</u> <u>2</u>	<u>Total</u> <u>2</u>
Yes . . . . .	36.0	42.9	44.2	43.9	47.3	60.0	41.7
No. . . . .	57.8	52.6	50.5	52.7	46.8	30.0	53.1
Not answered, etc . . . . .	<u>6.2</u>	<u>4.5</u>	<u>5.3</u>	<u>3.4</u>	<u>5.3</u>	<u>10.0</u>	<u>5.2</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Number asked. . . . . 564 420 378 239 136 10 1,797

If "YES", what is the season?

	<u>Two</u> <u>2</u>	<u>Three</u> <u>2</u>	<u>Four</u> <u>2</u>	<u>Five</u> <u>2</u>	<u>Six or more</u> <u>2</u>	<u>Size unknown</u> <u>2</u>	<u>Total</u> <u>2</u>
Lent . . . . .	20.2	23.9	25.6	30.4	39.8	33.3	26.1
Summer . . . . .	28.6	27.1	21.0	28.6	18.2	50.0	25.5
Winter . . . . .	20.7	20.6	16.8	13.3	14.8	-	17.9
Spring . . . . .	11.8	11.7	12.6	17.1	15.9	-	13.1
Fall . . . . .	3.0	2.2	5.4	4.8	4.5	-	3.7
"R" months . . . . .	3.0	2.2	3.0	1.0	1.1	-	2.3
Advent . . . . .	-	.6	.6	-	1.1	-	.4
Fall and winter . . . . .	5.4	6.1	7.2	2.9	3.5	16.7	5.5
No season given . . . . .	7.3	5.6	7.6	1.9	1.1	-	5.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Number asked. . . . . 203 180 167 105 83 6 749

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	51.6	44.5	43.7	36.8	24.7	20.0	43.4
No. . . . .	43.3	52.6	54.2	61.5	69.9	60.0	53.0
Not answered, etc . . . . .	5.1	2.9	2.1	1.7	5.4	20.0	3.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Like fish or shellfish. . . .	38.5	27.8	35.8	44.3	50.0	50.0	36.7
Restaurants prepare fish or shellfish better. . . . .	19.2	18.7	12.7	19.3	13.0	-	17.3
More varied selections available . . . . .	17.2	17.1	18.8	6.8	15.2	-	16.2
Don't like to cook fish at home. . . . .	7.2	9.1	3.6	6.8	2.2	-	6.6
Price moderate. . . . .	1.4	3.7	3.0	4.6	2.2	-	2.7
Eat out on Friday . . . . .	2.7	8.6	5.5	3.4	8.7	-	5.2
Treat for family. . . . .	3.8	6.4	6.1	4.6	2.2	-	4.9
Other reasons . . . . .	-	.6	-	-	-	-	a/
No reason given . . . . .	10.0	8.0	14.5	10.2	6.5	50.0	10.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	291	187	165	88	46	2	779

a/ Less than .05 percent

WISCONSIN -  
WROB  
CORP

RIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

our family as a group eat in a restaurant?

<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Six or more</u>	<u>Size unknown</u>
<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
27.1	32.0	40.0	48.9	54.3	100.0
12.7	17.6	18.8	15.9	17.4	-
14.4	15.5	12.7	18.2	8.7	-
11.3	10.2	9.1	3.5	8.7	-
10.0	9.6	9.1	5.7	-	-
4.2	5.3	2.4	4.5	6.5	-
5.5	3.2	2.4	1.1	2.2	-
1.1	-	.7	1.1	-	-
4.8	2.4	1.8	1.1	-	-
8.2	3.7	3.0	-	2.2	-
.7	.5	-	-	-	-
<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
291	187	165	88	46	2

and shellfish eaten as a main course by the maj

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at any other times during the year?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	26.5	24.1	21.2	17.0	28.3	50.0	23.9
No. . . . .	71.5	72.7	75.2	83.0	71.7	50.0	73.8
Not answered, etc . . . . .	2.0	3.2	3.6	-	-	-	2.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	291	187	165	88	46	2	779

If "YES", write season.

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Summer. . . . .	28.5	37.8	40.0	46.6	38.4	100.0	35.4
Winter. . . . .	26.0	11.1	14.3	20.0	15.4	-	18.8
Spring. . . . .	3.9	2.2	2.9	6.7	-	-	3.2
Fall. . . . .	6.5	6.7	11.4	-	7.7	-	7.0
Fall and winter . . . . .	3.9	4.4	8.6	6.7	7.7	-	5.4
Lent. . . . .	18.2	26.7	17.0	13.3	15.4	-	19.4
"R" months. . . . .	3.9	2.2	2.9	6.7	7.7	-	3.8
No particular season. . . . .	9.1	8.9	2.9	-	7.7	-	7.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	77	45	35	15	13	1	186



SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	64.2	81.7	88.9	89.5	83.3	50.0	78.7
No. . . . .	31.0	15.2	8.2	7.9	12.4	40.0	17.6
Not answered, etc . . . . .	4.8	3.1	2.9	2.6	4.3	10.0	3.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or more</u> <u>%</u>	<u>Size unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	55.0	53.6	47.9	50.6	39.8	20.0	50.8
No. . . . .	34.2	40.5	47.1	47.3	53.8	60.0	42.3
Not answered, etc . . . . .	10.8	5.9	5.0	2.1	6.4	20.0	6.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

42.

How do you now get information on the preparation of fish and shellfish?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Cookbooks . . . . .	39.5	46.1	47.5	52.3	50.5	20.0	45.5
Labels, wrappers, etc . . . . .	12.4	11.2	12.4	13.4	9.1	30.0	12.0
Publications (magazines, newspapers, etc.) . . . . .	10.6	11.0	12.2	13.0	6.6	-	10.9
Word of mouth . . . . .	4.6	6.9	5.6	6.3	7.0	10.0	5.8
Family recipes . . . . .	7.1	5.0	4.8	2.1	3.6	10.0	5.1
Radio and TV . . . . .	1.3	1.0	1.3	.4	.5	-	1.0
Recipes and pamphlets received in stores . . . . .	.6	1.0	.3	.4	.5	-	.6
Other means . . . . .	-	-	.3	-	-	-	.1
Not answered, etc . . . . .	23.9	17.8	15.6	12.1	22.0	30.0	19.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

43.

Number asked. . . . . 564 420 378 239 186 10 1,797

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	15.6	21.4	19.3	18.8	21.0	30.0	18.8
No. . . . .	63.8	62.1	68.5	70.3	62.9	40.0	65.1
Not answered, etc . . . . .	20.6	16.5	12.2	10.9	16.1	30.0	16.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Number asked. . . . . 564 420 378 239 186 10 1,797

If "YES", what are they?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Publications (magazines, newspapers, etc.) . . . . .	27.3	34.4	24.7	33.3	28.2	-	29.3
Cookbooks . . . . .	29.5	27.8	34.2	20.0	28.2	33.3	28.7
Labels, wrappers, etc. . . . .	13.6	21.1	16.4	28.9	10.3	33.3	18.0
Radio and TV . . . . .	14.8	5.6	6.8	8.9	7.7	33.4	9.2
Recipes and pamphlets received in stores . . . . .	6.8	5.6	12.4	6.7	17.9	-	8.9
Word of mouth . . . . .	4.5	4.4	5.5	2.2	7.7	-	4.7
Family recipes . . . . .	1.2	1.1	-	-	-	-	.6
Other means . . . . .	2.3	-	-	-	-	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Number asked . . . . . 88 90 73 45 39 3 338

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	31.0	29.3	23.0	21.3	16.7	20.0	26.1
No. . . . .	67.7	70.5	76.2	78.7	80.6	80.0	73.0
Not answered, etc . . . . .	<u>1.3</u>	<u>.2</u>	<u>.8</u>	<u>-</u>	<u>2.7</u>	<u>-</u>	<u>.9</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	564	420	378	239	186	10	1,797

If "YES", do you work full time or part time?

	<u>Two</u> <u>%</u>	<u>Three</u> <u>%</u>	<u>Four</u> <u>%</u>	<u>Five</u> <u>%</u>	<u>Six or</u> <u>more</u> <u>%</u>	<u>Size</u> <u>unknown</u> <u>%</u>	<u>Total</u> <u>%</u>
Full time . . . . .	53.7	48.8	40.2	43.1	45.2	50.0	48.2
Part time . . . . .	45.7	51.2	59.8	56.9	54.8	50.0	51.6
Not answered, etc . . . . .	<u>.6</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>.2</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	175	123	87	51	31	2	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

HOMEMAKER AGE GROUPS

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1.

During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	23.3	17.0	17.1	21.0	14.5	17.7
No. . . . .	76.2	82.6	82.6	77.4	84.0	81.4
Not answered, etc . . . . .	.5	.4	.3	1.6	1.5	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason . . . . .	36.8	43.4	41.2	44.0	40.0	41.5
General aversion . . . . .	27.8	19.2	24.7	21.6	24.9	23.2
Taste - does not like seafood or shrimp. . . . .	6.9	8.3	5.4	6.4	8.4	7.2
Other preference - prefer fresh or canned fish . . . . .	7.6	8.5	8.3	8.9	11.5	9.2
Never tried or not familiar with frozen breaded shrimp . . . . .	9.7	6.4	6.4	7.6	4.3	6.4
Lack of cooking instructions . . . . .	-	.3	.3	-	-	.1
Not available. . . . .	4.9	7.7	3.5	3.4	4.3	4.9
Health reasons - allergy, doctor's diet forbids, etc . . . . .	.7	1.1	1.3	1.7	2.5	1.6
Too expensive. . . . .	5.6	4.5	7.6	4.7	3.6	5.1
Religion . . . . .	-	.3	1.0	1.3	.5	.6
Other reasons . . . . .	-	.3	.3	.4	-	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	144	375	315	236	393	1,463

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes. . . . .	90.9	80.5	93.8	92.2	82.4	87.4
No . . . . .	9.1	19.5	6.2	7.8	17.6	12.6
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	44	77	65	64	68	318

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once . . . . .	37.5	22.6	32.8	25.4	21.4	27.3
Twice. . . . .	10.0	24.2	14.8	37.3	21.4	22.3
Three times. . . . .	2.5	8.1	6.6	6.8	10.7	7.2
Four times . . . . .	5.0	3.2	8.2	3.4	5.4	5.0
Five times . . . . .	2.5	1.6	-	-	3.6	1.5
Six times. . . . .	2.5	1.6	-	-	1.8	1.1
Seven times. . . . .	-	1.6	-	-	-	.4
Nine times or more . . . . .	-	-	1.6	1.7	-	.7
No number given and none . . . . .	40.0	37.1	36.0	25.4	35.7	34.5
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	40	62	61	59	56	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes. . . . .	90.9	80.5	93.8	92.2	82.4	87.4
No . . . . .	9.1	19.5	6.2	7.8	17.6	12.6
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	44	77	65	64	68	318

If "YES", how many times during October did you serve them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Once . . . . .	37.5	22.6	32.8	25.4	21.4	27.3
Twice. . . . .	10.0	24.2	14.8	37.3	21.4	22.3
Three times. . . . .	2.5	8.1	6.6	6.8	10.7	7.2
Four times . . . . .	5.0	3.2	8.2	3.4	5.4	5.0
Five times . . . . .	2.5	1.6	-	-	3.6	1.5
Six times. . . . .	2.5	1.6	-	-	1.8	1.1
Seven times. . . . .	-	1.6	-	-	-	.4
Nine times or more . . . . .	-	-	1.6	1.7	-	.7
No number given and none . . . . .	40.0	37.1	36.0	25.4	35.7	34.5
Totals. . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	40	62	61	59	56	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
Yes . . . . .	$\frac{2}{7.5}$	$\frac{2}{6.4}$	$\frac{2}{14.8}$	$\frac{2}{11.9}$	$\frac{2}{3.6}$	$\frac{2}{9.0}$
No. . . . .	92.5	93.6	85.2	86.4	92.8	89.9
Not answered, etc . . . . .	-	-	-	1.7	3.6	1.1
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked. . . . .	40	62	61	59	56	278

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
Yes . . . . .	$\frac{2}{22.5}$	$\frac{2}{21.0}$	$\frac{2}{13.1}$	$\frac{2}{16.9}$	$\frac{2}{12.5}$	$\frac{2}{16.9}$
No. . . . .	72.5	79.0	67.2	72.9	82.1	74.8
Not answered, etc . . . . .	5.0	-	19.7	10.2	5.4	8.3
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	40	62	61	59	56	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Light golden . . . . .	75.0	93.5	73.7	79.6	62.1	81.3
Darker brown . . . . .	20.0	6.5	23.0	11.9	14.3	14.7
No preference. . . . .	2.5	-	-	-	-	.4
Not answered, etc. . . . .	2.5	-	3.3	8.5	3.6	3.6
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	40	62	61	59	56	278

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Yes . . . . .	28.0	25.5	22.1	22.0	13.7	21.4
No. . . . .	70.4	71.6	74.5	70.5	81.2	74.4
Not answered, etc . . . . .	1.6	2.9	3.4	7.5	5.1	4.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
No particular reason . . . . .	48.1	53.2	52.4	57.2	48.9	52.0
General aversion . . . . .	24.8	18.2	20.8	14.9	17.3	18.6
Taste - does not like seafood or shrimp. . . . .	5.3	7.7	5.3	5.1	8.2	6.7
Other preference - prefer fresh or canned fish . . . . .	11.3	7.1	8.4	7.5	11.3	9.1
Never tried or not familiar with frozen breaded shrimp . . . . .	4.5	4.6	2.5	5.1	5.5	4.5
Lack of cooking instructions . . . . .	-	.3	-	-	.3	.1
Not available. . . . .	3.0	4.3	2.1	2.3	2.4	2.8
Health reasons - allergy, doctor's diet forbids, etc . . . . .	.8	.9	2.1	1.4	2.4	1.6
Too expensive. . . . .	2.2	3.1	4.6	5.1	3.2	3.7
Religion . . . . .	-	.3	1.1	.9	.5	.6
Other reasons. . . . .	-	.3	.7	.5	-	.3
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	133	325	284	215	380	1,337

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

7.

If you have served frozen breaded uncooked shrimp did you like them?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	96.2	91.4	88.1	94.0	89.1	91.4
No. . . . .	3.8	8.6	11.9	6.0	10.9	8.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	53	116	84	67	64	384

If "YES", how many times during October did you serve them?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once . . . . .	19.6	24.5	20.3	27.0	24.5	23.4
Twice. . . . .	11.3	19.8	20.3	17.5	15.8	17.7
Three times. . . . .	3.9	1.9	9.4	7.9	5.3	5.4
Four times . . . . .	9.8	7.6	8.1	7.9	5.3	7.7
Five times . . . . .	3.9	3.8	2.7	-	-	2.3
Six times. . . . .	2.0	1.9	2.7	-	-	1.4
Seven times. . . . .	-	.9	-	-	-	.3
Eight times. . . . .	-	-	1.4	-	-	.3
No number given and none . . . . .	49.0	39.6	35.1	39.7	49.1	41.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	51	106	74	63	57	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

8.

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	3.9	4.7	9.4	11.1	8.8	7.4
No. . . . .	96.1	91.5	89.2	79.4	91.2	89.5
Not answered, etc . . . . .	-	3.8	1.4	9.5	-	3.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	51	106	74	63	57	351

If "No.", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

9.

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	23.5	18.9	14.3	15.9	8.8	16.5
No. . . . .	74.5	73.6	81.1	68.2	64.2	76.1
Not answered, etc . . . . .	2.0	7.5	4.1	15.9	7.0	7.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	51	106	74	63	57	351

If "No.", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	<u>Under 25</u> <u>%</u>	<u>25 to 34</u> <u>%</u>	<u>35 to 44</u> <u>%</u>	<u>45 to 54</u> <u>%</u>	<u>55 and over</u> <u>%</u>	<u>Total</u> <u>%</u>
Prefer pre-cooked . . . . .	38.1	17.2	34.3	42.9	31.0	31.8
Quicker served . . . . .	33.3	14.3	31.2	35.7	27.6	27.6
Brownier. . . . .	-	2.9	-	-	-	.7
Other reasons. . . . .	-	-	-	3.6	-	.7
No particular reason . . . . .	4.8	-	3.1	3.6	3.4	2.8
Prefer uncooked . . . . .	<u>38.1</u>	<u>40.0</u>	<u>34.5</u>	<u>50.0</u>	<u>34.5</u>	<u>39.3</u>
More crisp . . . . .	-	8.6	6.3	3.6	6.9	5.5
Better taste . . . . .	33.3	25.7	21.9	32.1	17.3	25.5
Other reasons. . . . .	-	-	-	10.7	3.4	2.8
No particular reason . . . . .	4.8	5.7	6.3	3.6	6.9	5.5
No particular preference. . . . .	23.8	42.8	31.2	7.1	34.5	28.9
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	21	35	32	28	29	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded un-cooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	90.4	90.5	93.4	94.4	94.6	92.5
No. . . . .	9.6	9.5	6.6	5.6	5.4	7.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	73	147	106	90	93	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

12.

How much breading do you like on breaded shrimp?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Heavy breading . . . . .	12.0	11.6	11.1	6.5	7.3	9.9
Medium breading. . . . .	74.7	73.4	64.8	72.0	79.2	72.6
Thin breading. . . . .	13.3	15.0	24.1	21.5	13.5	17.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	75	147	108	93	96	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	48.6	41.4	50.0	46.4	53.9	47.3
Next Largest. . . . .	33.3	38.0	35.0	36.9	36.0	36.2
Third Largest . . . . .	13.9	15.3	11.0	11.9	10.1	12.7
Smallest. . . . .	4.2	5.3	4.0	4.8	-	3.8
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	72	150	100	84	89	495

SECOND CHOICE

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	11.3	10.1	9.1	7.4	4.4	8.6
Next largest. . . . .	57.7	53.4	56.6	53.1	58.5	55.5
Third largest . . . . .	26.8	33.8	29.3	33.3	32.6	31.6
Smallest. . . . .	4.2	2.7	5.0	6.2	4.5	4.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	71	148	99	81	89	488

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

14.

What size package of breaded shrimp do you prefer?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
8 oz. . . . .	20.3	8.9	13.5	14.0	18.7	14.2
10 oz . . . . .	44.6	28.1	27.8	38.7	38.4	34.3
12 oz . . . . .	33.7	55.4	51.9	39.7	37.4	45.5
16 oz . . . . .	1.4	4.1	5.8	3.2	3.3	3.7
24 oz . . . . .	-	.7	-	-	-	.1
No particular preference. . . . .	-	1.4	-	2.2	1.1	1.0
Don't know. . . . .	-	1.4	1.0	2.2	1.1	1.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	74	146	104	93	91	508

15.

What type of breaded shrimp do you prefer to buy?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Fantail (with shell left on). . . . .	50.7	52.7	42.1	32.6	31.5	42.8
Completely peeled . . . . .	45.3	44.0	52.3	63.0	63.0	52.7
Other (not specified) . . . . .	-	-	-	1.1	1.1	.4
No particular preference. . . . .	4.0	3.3	5.6	3.3	4.4	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	75	150	107	92	92	516



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Bulk . . . . .	5.4	6.6	8.4	6.5	7.3	6.9
Layers . . . . .	73.4	75.6	69.4	72.0	68.7	72.8
No particular preference . . . . .	16.2	17.8	22.2	21.5	24.0	20.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	74	152	108	93	96	523

17.

For what purposes have you served breaded shrimp during the past year?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Main meal . . . . .	70.7	64.4	70.6	70.2	72.5	69.1
Snacks . . . . .	8.0	8.6	6.4	5.3	6.1	7.0
Hors d'oeuvres . . . . .	-	1.3	-	-	-	.4
Main meal and snacks . . . . .	17.3	19.7	18.3	19.2	16.3	18.4
Main meal and hors d'oeuvres . . . . .	2.7	2.6	-	-	3.1	1.7
Snacks and hors d'oeuvres . . . . .	1.3	.7	2.8	2.1	1.0	1.5
Main meal, snacks and hors d'oeuvres . . . . .	-	2.0	1.9	2.1	1.0	1.5
Other (not specified) . . . . .	-	.7	-	1.1	-	.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	75	152	109	94	98	528

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

18.

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes . . . . .	40.7	37.7	38.6	37.1	31.8	36.6
No. . . . .	57.1	60.5	60.1	59.0	63.0	60.5
Not answered, etc . . . . .	2.2	1.8	1.3	3.9	5.2	2.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
No particular reason . . . . .	54.6	66.5	61.1	63.2	61.4	62.3
General aversion. . . . .	15.7	6.5	7.0	7.8	10.8	8.9
Taste - does not like fish . . . . .	1.9	4.0	5.3	.6	4.4	3.6
Other preference - prefer fresh or canned fish or fresh shellfish. . . . .	9.3	9.4	12.2	9.4	9.5	10.0
Never tried or not familiar with fish sticks. . . . .	12.0	5.5	7.9	7.2	6.1	7.1
Lack of cooking instructions . . . . .	-	.4	-	-	-	.1
Not available. . . . .	3.7	5.5	2.2	7.8	5.4	4.9
Health reasons - allergy, doctor's diet forbids, etc . . . . .	.9	-	.4	1.7	2.4	1.1
Too expensive. . . . .	1.9	2.2	3.5	.6	-	1.6
Religion . . . . .	-	-	.4	.6	-	.2
Other reasons. . . . .	-	-	-	1.1	-	.2
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	108	275	229	180	295	1,087

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

19.

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	85.7	83.6	88.4	86.7	89.9	86.9
No. . . . .	<u>14.3</u>	<u>16.4</u>	<u>11.6</u>	<u>13.3</u>	<u>10.1</u>	<u>13.1</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	77	171	147	113	149	657

If "YES", how many times during October did you serve them?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Once . . . . .	27.3	28.0	27.0	25.5	21.5	25.7
Twice. . . . .	27.3	21.0	26.2	20.6	22.7	27.0
Three times. . . . .	9.1	11.2	11.6	11.2	7.3	10.2
Four times . . . . .	7.5	6.3	10.0	7.1	10.3	8.4
Five times . . . . .	-	1.4	2.3	1.1	1.5	1.4
Six times. . . . .	-	2.1	.7	-	-	.7
Seven times. . . . .	1.5	.7	-	-	1.5	.7
Eight times. . . . .	-	.7	.7	-	.7	.7
Nine times or more . . . . .	-	-	.7	2.0	.7	.7
No number given and none . . . . .	27.3	28.6	20.8	24.5	23.8	24.7
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	66	143	130	98	134	571

If "NO", why didn't you like them?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Tasteless . . . . .	18.2	35.7	29.4	40.0	46.7	34.9
Fishy in taste. . . . .	18.2	21.4	23.5	8.7	-	15.1
Limp. . . . .	27.2	14.3	11.9	13.2	6.7	14.0
Prefer shrimp cocktail. . . . .	9.1	3.6	17.6	6.7	13.3	9.3
Too dry . . . . .	9.1	10.7	-	6.7	6.7	7.0
Too small . . . . .	-	3.6	-	-	13.3	3.5
Do not stay warm long enough. . . . .	-	3.6	-	-	-	1.1
Other reasons . . . . .	-	-	-	6.7	-	1.1
No reason given . . . . .	18.2	7.1	17.6	20.0	13.3	14.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	11	28	17	15	15	86

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

20.

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	4.5	9.1	10.0	6.1	3.7	7.0
No. . . . .	95.5	88.1	88.5	91.8	94.0	91.1
Not answered, etc . . . . .	-	2.8	1.5	2.1	2.3	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	66	143	130	78	134	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	22.7	27.3	13.5	14.3	21.7	21.2
No. . . . .	72.7	62.2	70.0	76.5	74.6	70.6
Not answered, etc . . . . .	4.6	10.5	11.5	9.2	3.7	8.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	66	143	130	98	134	571

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

21. Continued

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Fresh fish . . . . .	20.0	33.3	20.8	28.7	20.6	25.7
Frozen fish. . . . .	53.3	15.3	20.8	14.3	-	17.4
Canned fish. . . . .	13.3	7.7	12.5	7.1	3.5	8.3
Fresh shellfish. . . . .	-	-	-	14.3	-	1.7
Frozen shellfish . . . . .	-	2.6	-	-	3.5	1.7
Fresh fish and frozen fish . . . . .	-	20.5	4.2	14.3	6.9	10.7
Fresh fish and canned fish . . . . .	6.7	15.4	12.5	7.1	10.3	11.6
Fresh fish and fresh shellfish . . . . .	-	-	4.2	-	-	.8
Frozen fish and canned fish. . . . .	-	2.6	8.2	7.1	13.7	6.6
Canned fish and canned shellfish . . . . .	-	2.6	-	-	-	.8
Fresh fish, frozen fish and canned fish. . . . .	-	-	4.2	-	17.1	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish . . . . .	-	-	-	-	3.5	.8
Fresh fish, fresh shellfish and canned shellfish . . . . .	-	-	-	-	3.5	.8
Frozen fish, frozen shellfish and canned fish. . . . .	-	-	-	-	3.5	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish. . . . .	6.7	-	-	-	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish. . . . .	-	-	4.2	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish. . . . .	-	-	4.2	-	-	.8
Fresh fish, frozen fish, fresh shell- fish, frozen shellfish and canned shellfish. . . . .	-	-	-	-	3.5	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	-	-	3.5	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	4.2	-	-	.8
No type given. . . . .	-	-	-	7.1	6.9	2.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	15	39	24	14	29	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	13.8	7.7	10.5	13.5	7.1	9.8
No. . . . .	81.5	88.1	85.6	76.7	84.4	84.0
Not answered, etc . . . . .	4.7	4.2	3.9	9.8	8.5	6.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "NO", why haven't you tried them?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
No particular reason . . . . .	57.1	65.2	64.7	69.2	64.1	64.6
General aversion . . . . .	11.7	5.7	6.1	6.9	7.8	7.2
Taste - does not like fish . . . . .	1.9	1.8	3.1	.4	3.3	2.3
Other preference - prefers fresh or canned fish or fresh shellfish	12.3	12.7	12.0	9.0	13.2	12.1
Never tried or not familiar with fish sticks . . . . .	9.1	5.2	6.4	5.1	5.8	6.0
Lack of cooking instructions . . . . .	-	.8	-	-	-	.2
Not available. . . . .	6.5	6.0	4.9	7.7	3.5	5.4
Health reasons - allergy, doctor's diet forbids, etc . . . . .	.7	-	.3	.9	2.0	.8
Too expensive. . . . .	.7	1.8	1.2	-	-	.8
Religion . . . . .	-	-	.3	.4	-	.1
Other reasons. . . . .	-	.8	1.0	.4	.3	.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	154	400	326	234	395	1,509

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

	<u>Under 25</u> <u>%</u>	<u>25 to 34</u> <u>%</u>	<u>35 to 44</u> <u>%</u>	<u>45 to 54</u> <u>%</u>	<u>55 and over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	80.8	88.6	85.0	95.1	90.9	88.6
No. . . . .	19.2	11.4	15.0	4.9	9.1	11.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	26	35	40	41	33	175

If "YES", how many times during October did you serve them?

	<u>Under 25</u> <u>%</u>	<u>25 to 34</u> <u>%</u>	<u>35 to 44</u> <u>%</u>	<u>45 to 54</u> <u>%</u>	<u>55 and over</u> <u>%</u>	<u>Total</u> <u>%</u>
Once . . . . .	33.3	41.9	23.5	28.2	33.3	31.6
Twice. . . . .	14.3	16.1	17.6	17.9	26.7	18.7
Three times. . . . .	14.3	9.7	5.9	15.4	3.3	9.7
Four times . . . . .	4.8	-	8.8	5.1	10.0	5.8
Five times . . . . .	-	-	5.9	2.6	-	1.9
Six times. . . . .	-	-	-	2.6	-	.7
Eight times. . . . .	-	-	3.0	-	-	.7
No number given and none . . . . .	33.3	32.3	35.3	28.2	26.7	30.9
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	21	31	34	39	30	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes . . . . .	19.0	9.7	5.9	20.5	6.7	12.3
No. . . . .	81.0	87.1	91.2	79.5	90.0	85.8
Not answered, etc . . . . .	-	3.2	2.9	-	3.3	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	21	31	34	39	30	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

25.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	Under 25	25 to 34	35 to 44	45 to 54	55 and over	Total
	%	%	%	%	%	%
Yes . . . . .	14.3	22.6	14.7	12.8	16.7	16.1
No. . . . .	76.2	58.0	79.4	71.8	73.3	71.6
Not answered, etc . . . . .	9.5	19.4	5.9	15.4	10.0	12.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	21	31	34	39	30	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.



SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Prefer pre-cooked . . . . .	<u>50.0</u>	<u>28.6</u>	<u>38.1</u>	<u>45.0</u>	<u>38.9</u>	<u>39.6</u>
Quicker served . . . . .	50.0	28.6	38.1	40.0	38.9	38.3
No particular reason . . . . .	-	-	-	5.0	-	1.3
Prefer uncooked . . . . .	<u>37.5</u>	<u>35.7</u>	<u>28.6</u>	<u>15.0</u>	<u>16.7</u>	<u>24.6</u>
Better taste . . . . .	25.0	21.5	19.1	10.0	5.6	14.8
More crisp . . . . .	-	7.1	9.5	5.0	-	4.9
Other reasons . . . . .	12.5	7.1	-	-	11.1	4.9
No particular preference . . . . .	<u>12.5</u>	<u>35.7</u>	<u>33.3</u>	<u>40.0</u>	<u>44.4</u>	<u>35.8</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	8	14	21	20	18	81

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	88.9	94.7	94.5	95.7	95.2	94.1
No. . . . .	11.1	5.3	5.5	4.3	4.8	5.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	90	169	146	116	145	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Homemaker Age groups.

28.

How much breading do you like on breaded fish sticks?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Heavy breading . . . . .	12.2	12.4	10.0	7.5	10.4	10.6
Medium breading. . . . .	80.0	74.0	78.1	82.5	77.9	78.0
Thin breading. . . . .	7.8	13.6	11.9	10.0	11.7	11.4
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	90	177	151	120	145	683

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

29. Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

	<u>Under 25</u> <u>%</u>	<u>25 to 34</u> <u>%</u>	<u>35 to 44</u> <u>%</u>	<u>45 to 54</u> <u>%</u>	<u>55 and over</u> <u>%</u>	<u>Total</u> <u>%</u>
Largest . . . . .	52.4	43.0	65.0	61.3	57.1	55.2
Next largest. . . . .	41.5	54.1	32.9	37.8	40.6	42.1
Smallest. . . . .	6.1	2.9	2.1	.9	2.3	2.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	82	172	143	111	133	641

SECOND CHOICE

	<u>Under 25</u> <u>%</u>	<u>25 to 34</u> <u>%</u>	<u>35 to 44</u> <u>%</u>	<u>45 to 54</u> <u>%</u>	<u>55 and over</u> <u>%</u>	<u>Total</u> <u>%</u>
Largest . . . . .	32.1	42.7	21.9	24.3	30.3	31.1
Next largest. . . . .	59.3	45.0	62.8	59.2	57.4	55.7
Smallest. . . . .	8.6	12.3	15.3	16.5	12.3	13.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	81	171	137	103	122	614

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
8 oz. . . . .	25.0	12.6	11.6	18.5	23.3	17.3
10 oz . . . . .	34.2	30.3	28.6	35.3	32.2	31.7
12 oz * . . . . .	38.6	50.2	52.3	41.2	39.7	45.3
16 oz . . . . .	1.1	2.9	6.1	4.2	2.7	3.6
24 oz . . . . .	-	-	-	.8	-	.2
Others (size not given) . . . . .	1.1	1.1	.7	-	-	.6
Don't know. . . . .	-	2.9	.7	-	2.1	1.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	88	175	147	119	146	675

\* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Not seasoned . . . . .	16.5	10.0	11.3	15.7	10.7	12.3
Moderately seasoned. . . . .	78.0	83.9	86.1	76.9	85.3	82.6
Highly seasoned. . . . .	5.5	6.1	2.6	7.4	4.0	5.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	91	180	151	121	150	693

32.

For what purposes have you served fish sticks during the past year?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Main meal . . . . .	77.8	81.1	80.4	86.7	84.6	82.2
Snacks. . . . .	6.7	6.7	7.1	1.7	6.0	5.8
Hors d'oeuvres. . . . .	-	-	1.3	-	-	.3
Main meal and snacks. . . . .	14.4	10.0	8.5	11.6	8.7	10.2
Main meal and hors d'oeuvres. . . . .	1.1	1.1	.7	-	-	.6
Snacks and hors d'oeuvres . . . . .	-	-	1.3	-	-	.3
Main meal, snacks and hors d'oeuvres. . . . .	-	1.1	.7	-	.7	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	90	180	153	121	150	694

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

33.

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
Yes . . . . .	38.2	35.6	35.9	36.2	43.9	37.9
No. . . . .	61.8	64.4	64.1	63.8	56.1	62.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	89	174	145	116	139	663

If "YES", which kind (species) or kinds do you prefer?

	<u>Under 25</u>	<u>25 to 34</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 and over</u>	<u>Total</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
Haddock. . . . .	11.8	35.4	21.1	30.9	21.3	25.1
Cod. . . . .	23.5	21.0	23.0	17.1	16.4	20.3
Ocean perch. . . . .	26.4	9.7	13.5	11.9	19.7	15.5
Flounder or sole . . . . .	14.7	6.5	3.9	9.5	6.6	7.6
Halibut. . . . .	5.9	8.1	9.6	9.5	3.3	7.2
Rockfish . . . . .	-	-	-	2.4	-	.4
Certain fresh-water fish . . . . .	-	1.6	3.9	2.4	-	1.6
Other salt-water fish. . . . .	-	-	-	-	3.3	.8
"Other" fish . . . . .	-	3.2	-	-	1.6	1.2
No particular species listed . . . . .	17.7	14.5	25.0	14.3	27.8	20.3
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	34	62	52	42	61	251

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

34.

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	21.6	11.9	16.9	11.9	15.2	15.0
No. . . . .	78.4	88.1	83.1	88.1	84.8	85.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	74	143	124	101	112	554

If "YES", what kind (species) do you not like?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Cod . . . . .	18.7	58.8	61.8	25.1	41.1	43.4
Haddock . . . . .	-	5.9	4.8	-	17.7	6.0
Ocean perch . . . . .	12.4	5.9	-	-	-	3.6
Rockfish. . . . .	6.3	5.9	-	8.3	-	3.6
Halibut . . . . .	6.3	-	4.8	-	-	2.4
Mullet. . . . .	6.3	-	-	-	-	1.3
Certain fresh-water fish. . . . .	6.3	-	-	8.3	5.8	3.6
Other salt-water fish . . . . .	-	-	-	-	17.7	3.6
No particular species listed. . . . .	43.7	23.5	28.6	58.3	17.7	32.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	16	17	21	12	17	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

	<u>Under 25</u> <u>£</u>	<u>25 to 34</u> <u>£</u>	<u>35 to 44</u> <u>£</u>	<u>45 to 54</u> <u>£</u>	<u>55 and over</u> <u>£</u>	<u>Total</u> <u>£</u>
None . . . . .	17.4	16.7	16.5	19.0	22.6	18.7
Once . . . . .	14.8	6.6	7.4	5.9	4.7	7.0
Twice . . . . .	12.7	14.5	15.8	15.4	15.2	14.9
Three times . . . . .	10.1	13.7	11.3	8.2	8.8	10.6
Four times . . . . .	23.8	22.9	20.2	19.7	21.4	21.5
Five times . . . . .	9.0	9.7	10.7	9.5	5.1	8.6
Six times . . . . .	1.1	6.4	6.3	7.9	7.3	6.3
Seven times . . . . .	1.1	2.2	1.0	2.9	1.7	1.9
Eight times . . . . .	2.6	2.2	5.8	3.3	3.6	3.6
Nine times or more . . . . .	3.2	1.8	1.8	2.6	4.7	2.8
Not answered, etc. . . . .	4.2	3.3	3.2	5.6	4.9	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	189	454	381	305	468	1,797

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

	<u>Under 25</u> <u>£</u>	<u>25 to 34</u> <u>£</u>	<u>35 to 44</u> <u>£</u>	<u>45 to 54</u> <u>£</u>	<u>55 and over</u> <u>£</u>	<u>Total</u> <u>£</u>
Yes . . . . .	41.3	45.6	47.8	38.4	35.3	41.7
No . . . . .	53.4	50.0	48.0	55.1	58.7	53.1
Not answered, etc . . . . .	5.3	4.4	4.2	6.5	6.0	5.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	189	454	381	305	468	1,797

If "YES", what is the season?

	<u>Under 25</u> <u>£</u>	<u>25 to 34</u> <u>£</u>	<u>35 to 44</u> <u>£</u>	<u>45 to 54</u> <u>£</u>	<u>55 and over</u> <u>£</u>	<u>Total</u> <u>£</u>
Lent . . . . .	29.4	22.7	36.2	23.9	19.4	26.1
Summer . . . . .	23.0	30.9	22.5	28.2	21.2	25.5
Winter . . . . .	20.5	15.0	14.8	18.8	23.0	17.9
Spring . . . . .	12.8	13.5	11.0	13.7	14.6	13.1
Fall . . . . .	3.9	3.9	3.9	1.7	4.8	3.7
"R" Months . . . . .	2.6	1.9	1.7	1.7	3.6	2.3
Advent . . . . .	2.6	-	.6	-	-	.4
Fall and winter . . . . .	1.3	4.8	7.1	6.0	6.1	5.5
No season given . . . . .	3.9	7.3	2.2	6.0	7.3	5.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	78	207	182	117	165	749



SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	50.8	41.0	36.0	45.3	47.4	43.4
No. . . . .	46.0	56.8	60.9	52.1	46.4	53.0
Not answered, etc . . . . .	3.2	2.2	3.1	2.6	6.2	3.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Like fish or shellfish. . . . .	32.3	41.9	31.4	35.5	38.2	36.7
Restaurants prepare fish or shellfish better. . . . .	21.9	12.4	14.6	21.0	18.9	17.3
More varied selections available. . . . .	15.6	15.1	17.5	13.8	18.0	16.2
Don't like to cook fish at home .	5.2	5.9	4.4	8.7	7.7	6.6
Price moderate. . . . .	1.0	4.8	2.9	1.4	2.3	2.7
Eat out on Friday . . . . .	8.3	5.4	8.0	5.1	1.8	5.2
Treat for family. . . . .	6.3	4.3	8.8	3.6	3.2	4.9
Other reasons. . . . .	-	.5	-	-	-	<u>a/</u>
No reason given . . . . .	9.4	9.7	12.4	10.9	9.9	10.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	96	186	137	138	222	779

a/ Less than .05 percent

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	<u>Under</u> <u>25</u>	<u>25 to</u> <u>34</u>	<u>35 to</u> <u>44</u>	<u>45 to</u> <u>54</u>	<u>55 and</u> <u>over</u>	<u>Total</u>
None . . . . .	38.5	47.8	33.6	23.9	31.4	35.3
Once . . . . .	18.8	19.9	17.5	13.8	11.3	15.8
Twice . . . . .	9.4	9.7	16.8	19.6	15.8	14.4
Three times . . . . .	7.3	9.1	10.9	10.9	9.0	9.5
Four times . . . . .	9.4	5.4	5.8	13.0	9.9	8.6
Five times . . . . .	2.1	2.7	6.6	5.7	4.1	4.2
Six times . . . . .	2.1	1.6	2.9	6.5	4.5	3.6
Seven times . . . . .	-	.5	1.5	-	.9	.6
Eight times . . . . .	3.1	2.2	1.5	1.5	5.0	2.8
Nine times or more . . . . .	8.3	1.1	2.9	3.6	8.1	4.7
Not answered, etc. . . . .	1.0	-	-	1.5	-	.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	96	186	137	138	222	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	<u>Under</u> <u>25</u>	<u>25 to</u> <u>34</u>	<u>35 to</u> <u>44</u>	<u>45 to</u> <u>54</u>	<u>55 and</u> <u>over</u>	<u>Total</u>
None . . . . .	16.9	17.5	20.9	16.2	18.4	18.1
Once . . . . .	37.3	45.3	41.7	30.5	17.7	32.3
Twice . . . . .	23.7	22.7	25.3	27.6	29.6	26.4
Three times . . . . .	15.3	6.2	9.9	11.4	13.2	11.1
Four times . . . . .	3.4	5.2	2.2	6.7	10.5	6.3
Five times . . . . .	-	2.1	-	2.8	3.3	2.0
Six times . . . . .	1.7	-	-	1.9	4.6	2.0
Seven times . . . . .	-	-	-	-	.7	.2
Eight times . . . . .	-	-	-	1.0	.7	.4
Nine times or more . . . . .	1.7	-	-	-	1.3	.6
Not answered, etc. . . . .	-	1.0	-	1.9	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	59	97	91	105	152	504

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Yes . . . . .	17.7	19.4	23.4	29.0	27.5	23.9
No. . . . .	80.2	79.0	75.1	67.4	69.8	73.8
Not answered, etc . . . . .	2.1	1.6	1.5	3.6	2.7	2.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	96	186	137	138	222	779

If "YES", write season.

	<u>Under 25</u> <u>2</u>	<u>25 to 34</u> <u>2</u>	<u>35 to 44</u> <u>2</u>	<u>45 to 54</u> <u>2</u>	<u>55 and over</u> <u>2</u>	<u>Total</u> <u>2</u>
Summer . . . . .	29.3	47.2	43.8	32.5	27.8	35.4
Winter . . . . .	5.9	22.2	9.4	15.0	27.8	18.8
Spring . . . . .	5.9	-	-	2.5	6.6	3.2
Fall . . . . .	11.8	5.6	-	-	14.8	7.0
Fall and winter. . . . .	-	2.8	12.5	7.5	3.3	5.4
Lent . . . . .	29.4	8.3	28.1	30.0	11.5	19.4
"R" Months . . . . .	5.9	5.6	3.1	2.5	3.3	3.8
No particular season . . . . .	11.8	8.3	3.1	10.0	4.9	7.0
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	17	56	32	40	61	186

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	91.0	88.1	87.9	78.4	57.5	78.7
No. . . . .	6.9	9.3	8.7	17.4	37.4	17.6
Not answered, etc . . . . .	2.1	2.6	3.4	4.2	5.1	3.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	45.5	48.2	48.6	50.8	57.2	50.8
No. . . . .	50.8	47.8	44.6	41.6	32.1	42.3
Not answered, etc . . . . .	3.7	4.0	6.8	7.6	10.7	6.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

42.

How do you now get information on the preparation of fish and shellfish?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Cookbooks . . . . .	54.5	50.0	45.7	39.3	41.5	45.5
Labels, wrappers, etc . . . . .	14.3	14.3	13.6	11.2	8.1	12.0
Publications (magazines, newspapers, etc.) . . . . .	7.4	8.4	13.4	12.1	11.8	10.9
Word of mouth. . . . .	2.6	7.7	5.8	6.2	5.1	5.8
Family recipes . . . . .	4.2	4.0	3.7	5.6	7.5	5.1
Radio and TV . . . . .	.6	.9	.5	2.6	.6	1.0
Recipes and pamphlets received in stores . . . . .	-	.4	1.0	1.0	.2	.6
Other means . . . . .	-	-	-	-	.2	.1
Not answered, etc . . . . .	16.4	14.3	16.3	22.0	25.0	19.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

43.

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Yes . . . . .	20.1	22.0	19.9	15.4	16.5	18.8
No. . . . .	67.7	63.7	66.9	66.2	63.0	65.1
Not answered, etc . . . . .	12.2	14.3	13.2	18.4	20.5	16.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "YES", what are they?

	<u>Under</u> <u>25</u> <u>%</u>	<u>25 to</u> <u>34</u> <u>%</u>	<u>35 to</u> <u>44</u> <u>%</u>	<u>45 to</u> <u>54</u> <u>%</u>	<u>55 and</u> <u>over</u> <u>%</u>	<u>Total</u> <u>%</u>
Publications (magazines, newspapers, etc.) . . . . .	26.3	26.0	35.5	27.7	29.8	29.3
Cookbooks. . . . .	28.9	28.0	30.3	36.1	23.4	28.7
Labels, wrappers, etc. . . . .	23.7	21.0	14.5	8.5	20.8	18.0
Radio and TV . . . . .	7.9	7.0	7.9	17.0	9.1	9.2
Recipes and pamphlets received in stores. . . . .	7.9	14.0	6.6	6.4	6.5	8.9
Word of mouth. . . . .	5.3	3.0	3.9	4.3	7.8	4.7
Family recipes . . . . .	-	1.0	1.3	-	-	.6
Other means . . . . .	-	-	-	-	2.6	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	38	100	76	47	77	338

SUMMARIES OF REPLIES TO QUESTIONS

Receipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	<u>Under 25 %</u>	<u>25 to 34 %</u>	<u>35 to 44 %</u>	<u>45 to 54 %</u>	<u>55 and over %</u>	<u>Total %</u>
Yes . . . . .	24.3	21.6	30.7	39.3	18.8	26.1
No. . . . .	74.6	78.0	68.2	59.7	80.1	73.0
Not answered, etc . . . . .	1.1	.4	1.1	1.0	1.1	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	189	454	381	305	468	1,797

If "YES", do you work full time or part time?

	<u>Under 25 %</u>	<u>25 to 34 %</u>	<u>35 to 44 %</u>	<u>45 to 54 %</u>	<u>55 and over %</u>	<u>Total %</u>
Full time . . . . .	71.7	44.9	57.3	41.7	36.4	48.2
Part time . . . . .	28.3	55.1	42.7	58.3	62.5	51.6
Not answered, etc . . . . .	-	-	-	-	1.1	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	46	98	117	120	88	469

SUMMARIES OF REPLIES TO QUESTIONS

BY

OCCUPATION

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

1.

During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priestors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	22.6	10.7	17.8	20.7	28.0	17.8	17.0	21.9	9.1	11.3	20.1	17.7
No. . . . .	77.4	89.3	79.5	73.9	69.5	81.9	83.0	78.1	90.9	88.7	79.9	81.4
Not answered, etc . . . . .	-	-	2.7	5.4	2.5	.3	-	-	-	-	-	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priestors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
No particular reason. . . . .	42.5	56.8	35.9	40.2	38.5	38.3	45.3	40.3	46.0	40.2	36.2	41.5
General aversion. . . . .	18.1	15.2	19.4	23.2	24.6	25.9	24.5	24.5	20.0	28.2	28.3	23.2
Taste - does not like seafood or shrimp . . . . .	7.1	7.2	9.7	7.3	7.0	7.2	4.5	8.8	16.0	5.4	6.3	7.2
Other preference - prefer fresh or canned fish. . . . .	11.0	4.8	11.7	13.4	8.8	9.1	9.1	5.3	2.0	11.4	7.9	9.2
Never tried or not familiar with frozen breaded shrimp. . . . .	4.7	7.2	7.3	4.9	5.3	7.6	5.5	7.0	10.0	3.4	7.9	6.4
Lack of cooking instructions. Not available . . . . .	-	-	-	-	-	.8	-	-	-	-	-	.1
Health reasons - allergy, doctor's diet forbids, etc. . . . .	8.7	6.4	6.3	2.4	7.0	5.7	3.2	-	2.0	4.0	3.9	4.9
Too expensive . . . . .	3.9	-	2.4	4.9	1.8	.8	.5	5.3	2.0	-	.8	1.6
Religion. . . . .	3.1	2.4	4.9	3.7	7.0	4.6	6.4	8.8	2.0	6.7	6.3	5.1
Other reasons . . . . .	-	-	2.4	-	-	-	.5	-	-	.7	1.6	.6
Totals . . . . .	<u>.9</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>.5</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>.8</u>	<u>.2</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	127	125	206	82	57	263	220	57	50	149	127	1,463

126



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

	<u>Pro-</u> <u>essional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	73.0	93.3	82.6	87.0	87.0	93.0	93.3	81.3	100.0	100.0	84.4	87.4
No. . . . .	27.0	6.7	17.4	13.0	13.0	7.0	6.7	18.7	-	-	15.6	12.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	37	15	46	23	23	57	45	16	5	19	32	318

If "YES", how many times during October did you serve them?

	<u>Pro-</u> <u>essional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Once . . . . .	22.2	7.2	26.3	15.0	35.0	34.0	19.0	46.1	-	31.5	40.7	27.3
Twice. . . . .	14.8	21.4	13.2	35.0	5.0	26.3	33.3	30.8	20.0	26.3	14.9	22.3
Three times. . . . .	-	21.4	5.3	5.0	5.0	5.7	9.5	7.7	20.0	15.8	3.7	7.2
Four times . . . . .	3.7	21.4	7.9	5.0	10.0	-	7.2	-	-	-	3.7	5.0
Five times . . . . .	-	-	-	-	5.0	-	2.4	-	20.0	-	3.7	1.5
Six times. . . . .	-	-	-	-	-	-	2.4	-	20.0	5.3	-	1.1
Seven times. . . . .	-	-	-	-	-	-	2.4	-	-	-	-	.4
Nine times or more . . . . .	-	7.2	-	-	5.0	-	-	-	-	-	-	.7
No number given and none . . . . .	59.3	21.4	47.3	40.0	35.0	34.0	23.8	15.4	20.0	21.1	33.3	34.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	27	14	38	20	20	53	42	13	5	19	27	278

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3.

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>
Yes . . . . .	3.7	28.6	5.3	-	10.0	11.3	19.0	7.7	-	-	3.7	9.0
No . . . . .	96.3	64.3	94.7	100.0	90.0	86.8	81.0	92.3	100.0	100.0	92.6	89.9
Not answered, etc . . . . .	-	7.1	-	-	-	1.9	-	-	-	-	3.7	1.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	27	14	38	20	20	53	42	13	5	19	27	278

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

4.

Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>
Yes . . . . .	18.5	21.4	21.1	5.0	25.0	18.9	16.7	15.4	40.0	10.5	7.4	16.9
No . . . . .	81.5	50.0	73.6	95.0	75.0	66.0	64.3	76.9	60.0	89.5	92.6	74.8
Not answered, etc . . . . .	-	28.6	5.3	-	-	15.1	19.0	7.7	-	-	-	8.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	27	14	38	20	20	53	42	13	5	19	27	278

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

5.

Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>
Light golden . . . . .	88.9	78.6	76.3	80.0	75.0	75.4	88.1	92.3	60.0	78.9	88.9	81.3
Darker brown . . . . .	11.1	7.1	18.4	15.0	20.0	18.9	11.9	-	40.0	21.1	7.4	14.7
No preference . . . . .	-	-	-	-	-	1.9	-	-	-	-	-	.4
Not answered, etc . . . . .	-	14.3	5.3	5.0	5.0	3.8	-	7.7	-	-	3.7	3.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	27	14	38	20	20	53	42	13	5	19	27	278

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

6.

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>priators</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes . . . . .	25.6	16.4	23.9	27.9	23.2	22.7	23.4	17.8	14.5	11.9	19.5	21.4
No. . . . .	73.2	79.3	69.9	62.2	70.7	75.4	73.6	78.1	81.8	82.7	75.5	74.4
Not answered, etc . . . . .	1.2	4.3	6.2	9.9	6.1	1.9	3.0	4.1	3.7	5.4	5.0	4.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>priators</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
No particular reason . . .	45.8	64.0	45.2	55.1	48.3	52.9	52.3	49.0	69.0	52.5	49.2	52.0
General aversion . . . . .	16.7	13.5	15.5	13.0	15.5	23.1	21.0	21.0	11.1	20.1	21.7	18.6
Taste - does not like seafood or shrimp . . . .	9.2	8.1	8.3	7.2	8.6	6.6	4.1	5.3	11.1	4.3	5.0	6.7
Other preference - prefer fresh or canned fish . . .	12.5	5.4	11.0	7.2	15.5	7.0	10.8	5.3	2.2	10.8	7.5	9.1
Never tried or not familiar with frozen breaded shrimp	2.5	5.4	7.2	8.7	-	4.1	1.5	8.8	4.4	3.6	5.8	4.5
Lack of cooking instructions	-	-	-	-	-	.4	.5	-	-	-	-	.1
Not available . . . . .	5.8	2.7	3.9	-	1.8	2.1	3.7	1.8	-	2.9	2.6	2.8
Health reasons - allergy, doctor's diet forbids, etc.	3.3	-	3.9	2.9	3.4	.9	-	5.3	2.2	-	.8	1.6
Too expensive . . . . .	3.3	.9	2.8	4.3	6.9	2.9	5.1	3.5	-	4.3	5.8	3.7
Religion . . . . .	-	-	2.2	-	-	-	.5	-	-	1.5	.8	.6
Other reasons . . . . .	.9	-	-	1.6	-	-	.5	-	-	-	.8	.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	120	111	181	69	58	242	195	57	45	139	120	1,337

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

If you have served frozen breaded uncooked shrimp did you like them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	92.9	91.3	90.3	93.5	89.5	87.7	96.8	84.6	87.5	100.0	87.1	91.4
No. . . . .	7.1	8.7	9.7	6.5	10.5	12.3	3.2	15.4	12.5	-	12.9	8.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	42	23	62	31	19	73	62	13	8	20	31	384

If "YES", how many times during October did you serve them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Once . . . . .	25.6	9.5	16.1	27.6	17.6	28.1	21.7	36.4	14.3	35.0	25.9	23.4
Twice. . . . .	25.6	9.5	17.9	13.8	17.6	7.8	16.7	36.4	28.5	30.0	22.3	17.7
Three times. . . . .	-	9.5	7.1	3.4	11.8	7.8	5.0	-	-	5.0	3.7	5.4
Four times . . . . .	-	23.8	12.5	6.9	11.8	7.8	6.7	9.1	-	-	3.7	7.7
Five times . . . . .	5.1	-	1.8	-	-	-	5.0	-	14.3	5.0	-	2.3
Six times. . . . .	2.7	4.8	1.8	-	-	1.6	1.7	-	-	-	-	1.4
Seven times. . . . .	-	4.8	-	-	-	-	-	-	-	-	-	.3
Eight times. . . . .	-	4.8	-	-	-	-	-	-	-	-	-	.3
No number given and none . . . . .	41.0	33.3	42.8	48.3	41.2	46.9	43.2	18.1	42.9	25.0	44.4	41.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	39	21	56	29	17	64	60	11	7	20	27	351

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

8.

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	7.7	19.0	7.1	3.4	-	7.8	5.0	9.1	-	15.0	7.4	7.4
No. . . . .	92.3	71.4	89.3	96.6	100.0	89.1	90.0	90.9	85.7	85.0	88.9	89.5
Not answered, etc . . . . .	-	9.6	3.6	-	-	3.1	5.0	-	14.3	-	3.7	3.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	39	21	56	29	17	64	60	11	7	20	27	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	15.4	19.0	19.6	17.2	23.5	12.5	26.7	-	-	5.0	11.1	16.5
No. . . . .	79.5	57.2	69.6	82.8	76.5	85.9	65.0	90.9	71.4	85.0	81.5	76.1
Not answered, etc . . . . .	5.1	23.8	10.8	-	-	1.6	8.3	9.1	28.6	10.0	7.4	7.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	39	21	56	29	17	64	60	11	7	20	27	351

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Prefer pre-cooked . . . . .	23.5	33.4	38.1	27.3	25.0	30.8	31.6	57.1	50.0	12.5	35.3	31.8
Quicker served . . . . .	17.6	22.2	33.3	18.2	25.0	26.9	26.3	57.1	50.0	12.5	35.3	27.6
Brownier. . . . .	-	-	-	-	-	3.9	-	-	-	-	-	.7
Other reasons. . . . .	-	-	-	9.1	-	-	-	-	-	-	-	.7
No particular reason . .	5.9	11.2	4.8	-	-	-	5.3	-	-	-	-	2.8
Prefer uncooked . . . . .	41.2	33.3	47.6	45.5	50.0	34.7	36.9	-	-	62.5	41.2	39.3
More crisp . . . . .	-	-	-	9.1	-	11.5	5.3	-	-	37.5	-	5.5
Better taste . . . . .	23.5	33.3	42.8	18.2	37.5	15.4	26.3	-	-	12.5	35.3	25.5
Other reasons. . . . .	5.9	-	4.8	-	-	3.9	-	-	-	12.5	-	2.8
No particular reason . .	11.8	-	-	18.2	12.5	3.9	5.3	-	-	-	5.9	5.5
No particular preference . .	35.3	33.3	14.3	27.2	25.0	34.5	31.5	42.9	50.0	25.0	23.5	28.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	17	9	21	11	8	26	19	7	2	8	17	145

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	94.8	76.9	96.3	87.5	94.1	96.6	91.6	89.5	100.0	87.1	92.3	92.5
No. . . . .	5.2	23.1	3.7	12.5	5.9	3.4	8.4	10.5	-	12.9	7.7	7.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	58	26	80	40	34	89	83	19	10	31	39	509

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

132

12.

How much breading do you like on breaded shrimp?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Heavy breading . . . . .	4.9	4.0	14.6	5.0	8.8	12.9	8.4	5.3	22.2	6.7	14.3	9.9
Medium breading. . . . .	68.9	80.0	67.1	85.0	70.6	74.2	72.6	68.4	55.6	83.3	69.0	72.6
Thin breading. . . . .	26.2	16.0	18.3	10.0	20.6	12.9	19.0	26.3	22.2	10.0	16.7	17.5
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	61	25	82	40	34	93	84	19	9	30	42	519

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of questionnaire in Appendix for sizes).

	<u>FIRST CHOICE</u>											<u>Total</u>
	<u>Pro-</u>	<u>Farmers</u>	<u>Pro-</u>	<u>Clerical</u>	<u>Sales</u>	<u>Crafts-</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	
	<u>fessional</u>		<u>prietors</u>		<u>Workers</u>	<u>men</u>						
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	50.9	32.0	46.7	42.1	29.4	52.2	53.8	63.2	55.6	41.4	43.3	47.3
Next largest. . . . .	35.1	36.0	38.7	36.8	55.9	28.2	36.2	26.3	11.1	41.4	40.5	36.2
Third largest . . . . .	12.3	12.0	13.3	13.2	14.7	17.4	6.3	10.5	22.2	17.2	8.1	12.7
Smallest. . . . .	1.7	20.0	1.3	7.9	-	2.2	3.7	-	11.1	-	8.1	3.8
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	57	25	75	38	34	92	80	19	9	29	37	495

133

	<u>SECOND CHOICE</u>											<u>Total</u>
	<u>Pro-</u>	<u>Farmers</u>	<u>Pro-</u>	<u>Clerical</u>	<u>Sales</u>	<u>Crafts-</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	
	<u>fessional</u>		<u>prietors</u>		<u>Workers</u>	<u>men</u>						
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Largest . . . . .	1.8	12.5	15.3	10.5	11.8	8.8	6.3	5.6	-	13.8	2.8	8.6
Next largest. . . . .	57.1	37.5	56.9	55.3	35.3	65.9	56.2	72.2	77.8	48.3	45.9	55.5
Third largest . . . . .	37.5	37.5	26.4	34.2	44.1	20.9	35.0	16.6	22.2	27.6	45.9	31.6
Smallest. . . . .	3.6	12.5	1.4	-	8.8	4.4	2.5	5.6	-	10.3	5.4	4.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	56	24	72	38	34	91	80	18	9	29	37	488

SUMMARIES OF REPLIES TO QUESTIONS

14.

Breaded Shrimp Consumption

What size package of breaded shrimp do you prefer?

	<u>Pro- fessional</u> %	<u>Farmers</u> %	<u>Pro- priators</u> %	<u>Clerical</u> %	<u>Sales Workers</u> %	<u>Crafts- men</u> %	<u>Operators</u> %	<u>Domestic</u> %	<u>Laborers</u> %	<u>Retired</u> %	<u>Unknown</u> %	<u>Total</u> %
8 oz. . . . .	20.0	30.8	8.9	10.8	12.5	7.6	8.5	15.8	44.4	26.7	19.0	14.2
10 oz . . . . .	33.3	15.4	34.2	54.1	40.6	34.8	35.4	31.6	11.2	20.0	38.1	34.3
12 oz . . . . .	41.7	50.0	51.8	29.7	37.5	48.9	51.2	42.1	44.4	50.0	35.7	45.5
16 oz . . . . .	1.7	3.8	1.3	5.4	9.4	5.4	2.5	10.5	-	3.3	2.4	3.7
24 oz . . . . .	-	-	-	-	-	-	1.2	-	-	-	-	.1
No particular preference. . .	-	-	2.5	-	-	2.2	1.2	-	-	-	-	1.0
Don't know. . . . .	3.3	-	1.3	-	-	1.1	-	-	-	-	4.8	1.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	60	26	79	37	32	92	82	19	9	30	42	508

15.

What type of breaded shrimp do you prefer to buy?

	<u>Pro- fessional</u> %	<u>Farmers</u> %	<u>Pro- priators</u> %	<u>Clerical</u> %	<u>Sales Workers</u> %	<u>Crafts- men</u> %	<u>Operators</u> %	<u>Domestic</u> %	<u>Laborers</u> %	<u>Retired</u> %	<u>Unknown</u> %	<u>Total</u> %
Fantail (with shell left on) .	48.3	34.6	44.4	35.0	43.8	47.9	43.5	52.6	11.1	43.3	32.5	42.8
Completely peeled. . . . .	43.3	61.5	50.6	62.5	43.8	47.9	54.1	42.1	88.9	56.7	65.0	52.7
Other (not specified). . . . .	-	-	-	-	-	-	1.2	-	-	-	2.5	.4
No particular preference . . .	8.4	3.9	5.0	2.5	12.4	4.2	1.2	5.3	-	-	-	4.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	60	26	81	40	32	94	85	19	9	30	40	516



SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Bulk . . . . .	4.9	3.6	7.5	4.9	6.3	4.2	9.5	5.0	10.0	10.0	11.9	6.9
Layers . . . . .	68.9	64.3	75.0	73.2	75.0	75.8	79.8	70.0	70.0	73.3	59.5	72.8
No particular preference . .	26.2	32.1	17.5	21.9	18.7	20.0	10.7	25.0	20.0	16.7	28.6	20.3
<b>Totals . . . . .</b>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	61	28	80	41	32	95	84	20	10	30	42	523

17.

For what purposes have you served breaded shrimp during the past year?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Main meal . . . . .	72.1	64.3	70.4	68.4	60.6	69.8	67.0	73.6	60.0	83.3	65.9	69.1
Snacks . . . . .	3.3	14.3	3.7	2.4	12.1	4.2	14.1	-	10.0	3.3	11.4	7.0
Hors d'oeuvres . . . . .	-	-	-	2.4	-	-	-	-	-	3.3	-	.4
Main meal and snacks . . . .	14.8	17.8	19.8	26.8	21.2	17.7	16.5	21.1	30.0	10.1	18.2	18.4
Main meal and hors d'oeuvres	4.9	-	1.2	-	6.1	1.0	2.4	-	-	-	-	1.7
Snacks and hors d'oeuvres .	-	-	1.2	-	-	4.2	-	5.3	-	-	4.5	1.5
Main meal, snacks and hors d'oeuvres . . . . .	4.9	-	2.5	-	-	3.1	-	-	-	-	-	1.5
Other (not specified) . . . .	-	3.6	1.2	-	-	-	-	-	-	-	-	.4
<b>Totals . . . . .</b>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	61	28	81	41	33	96	85	19	10	30	44	528

SUMMARIES OF REPLIES TO QUESTIONS

18.

Fish Stick Consumption

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	45.7	14.3	39.0	45.9	47.6	40.2	36.2	38.4	34.5	26.8	34.0	36.6
No . . . . .	54.3	82.8	57.1	47.7	50.0	57.6	63.8	58.9	65.5	64.9	61.6	60.5
Not answered, etc. . . . .	-	2.9	3.9	6.4	2.4	2.2	-	2.7	-	8.3	4.4	2.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
No particular reason . . . . .	58.4	67.2	60.7	62.3	63.4	62.6	66.2	48.7	61.1	57.8	65.3	62.3
General aversion . . . . .	12.4	4.3	8.1	13.2	7.3	8.1	7.7	14.0	8.3	12.8	8.2	8.9
Taste - does not like fish . . . . .	6.7	1.7	6.1	1.9	2.4	3.2	2.4	7.0	5.6	2.8	2.0	3.6
Other preference - prefers fresh or canned fish or fresh shellfish. . . . .	9.0	7.8	12.2	9.4	9.8	9.2	10.1	14.0	13.9	11.0	8.2	10.0
Never tried or not familiar with fish sticks . . . . .	4.5	9.5	5.4	7.5	9.8	9.7	5.3	4.7	8.3	4.6	9.2	7.1
Lack of cooking instructions . . . . .	-	-	-	-	-	.6	-	-	-	-	-	.1
Not available. . . . .	7.9	8.6	3.4	3.8	4.9	2.2	4.7	2.3	-	10.1	4.1	4.9
Health reasons - allergy, doctor's diet forbids, etc. . . . .	1.1	-	2.0	-	2.4	.6	.6	7.0	2.8	-	1.0	1.1
Too expensive . . . . .	-	.9	.7	1.9	-	3.8	1.8	2.3	-	.9	2.0	1.6
Religion . . . . .	-	-	.7	-	-	-	.6	-	-	-	-	.2
Other reasons. . . . .	-	-	.7	-	-	-	.6	-	-	-	-	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	89	116	148	53	41	185	169	43	36	109	98	1,087

136

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

19.

If you have served frozen breaded pre-cooked fish sticks, did you like them?

	Pro- fessional	Farmers	Pro- prieters	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	86.7	90.0	86.1	92.2	82.1	80.6	90.6	82.1	94.7	91.1	90.7	86.9
No . . . . .	13.3	10.0	13.9	7.8	17.9	19.4	9.4	17.9	5.3	8.9	9.3	13.1
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	75	20	101	51	39	129	96	28	19	45	54	657

If "YES", how many times during October did you serve them?

	Pro- fessional	Farmers	Pro- prieters	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Once . . . . .	35.4	33.3	19.5	17.0	34.3	27.9	25.2	30.4	22.2	22.0	22.4	25.7
Twice . . . . .	13.8	27.8	26.4	29.8	31.3	28.7	23.0	26.1	38.9	36.6	30.6	27.0
Three times . . . . .	10.8	11.1	12.6	14.9	6.3	6.7	13.8	17.4	11.1	4.9	4.1	10.2
Four times . . . . .	7.7	-	8.0	6.4	3.1	10.6	9.2	8.7	11.1	9.7	10.2	8.4
Five times . . . . .	3.1	-	1.3	-	-	1.0	4.6	-	-	-	-	1.4
Six times . . . . .	-	-	-	2.1	-	1.0	2.3	-	-	-	-	.7
Seven times . . . . .	-	-	-	2.1	-	-	1.2	-	5.6	2.4	-	.7
Eight times . . . . .	-	-	-	-	3.1	1.0	-	-	-	-	2.1	.5
Nine times or more . . . . .	-	5.6	-	-	-	-	1.2	-	-	4.9	-	.7
No number given and none . . . . .	29.2	22.2	32.2	27.7	21.9	23.1	19.5	17.4	11.1	19.5	30.6	24.7
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	65	18	87	47	32	104	87	23	18	41	49	571

If "NO", why didn't you like them?

	Pro- fessional	Farmers	Pro- prieters	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Tasteless . . . . .	20.0	50.0	50.0	-	14.3	36.0	22.3	40.0	-	75.0	60.0	34.9
Fishy in taste . . . . .	50.0	-	21.4	25.0	-	12.0	11.1	-	-	-	-	15.1
Limp . . . . .	30.0	-	14.4	25.0	28.5	12.0	11.1	-	-	-	-	14.0
Prefer shrimp cocktail . . . . .	-	-	7.1	-	-	16.0	22.2	20.0	-	-	-	9.3
Too dry . . . . .	-	-	-	25.0	14.3	4.0	11.1	-	100.0	-	20.0	7.0
Too small . . . . .	-	-	-	-	-	4.0	11.1	-	-	25.0	-	3.5
Do not stay warm long enough . . . . .	-	-	-	-	-	-	11.1	-	-	-	-	1.1
Other reasons . . . . .	-	-	-	-	-	-	-	20.0	-	-	-	1.1
No reason given . . . . .	-	50.0	7.1	25.0	42.9	16.0	-	20.0	-	-	20.0	14.0
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	10	2	14	4	7	25	9	5	1	4	5	86

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

20.

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	9.2	5.6	4.6	8.5	3.1	5.8	6.9	8.7	11.1	12.2	6.1	7.0
No. . . . .	87.7	94.4	93.1	89.4	96.9	92.3	92.0	87.0	88.9	85.4	91.8	91.1
Not answered, etc . . . . .	3.1	-	2.3	2.1	-	1.9	1.1	4.3	-	2.4	2.1	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	65	18	87	47	32	104	87	23	18	41	49	571

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

138

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	21.5	11.1	11.5	27.7	31.2	24.0	26.4	21.7	16.7	19.5	16.3	21.2
No. . . . .	64.6	83.3	81.6	63.8	68.8	68.3	65.5	65.2	77.7	70.7	75.5	70.6
Not answered, etc . . . . .	13.9	5.6	6.9	8.5	-	7.7	8.1	13.1	5.6	9.8	8.2	8.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	65	18	87	47	32	104	87	23	18	41	49	571

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

21. Continued.

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
	¢	¢	¢	¢	¢	¢	¢	¢	¢	¢	¢	¢
Fresh fish . . . . .	28.6	-	10.0	23.0	20.0	24.0	39.1	40.0	33.3	12.5	25.0	25.7
Frozen fish . . . . .	28.6	-	30.0	7.7	40.0	16.0	13.0	-	33.3	-	12.5	17.4
Canned fish . . . . .	7.1	-	-	15.4	10.0	16.0	-	20.0	-	-	12.5	8.3
Fresh shellfish . . . . .	-	-	-	-	-	4.0	-	-	33.4	-	-	1.7
Frozen shellfish . . . . .	-	50.0	-	-	10.0	-	-	-	-	-	-	1.7
Fresh fish and frozen fish . .	7.1	-	10.0	15.4	-	8.0	21.7	20.0	-	-	12.5	10.7
Fresh fish and canned fish . .	7.1	-	10.0	23.1	20.0	12.0	13.0	-	-	12.5	-	11.6
Fresh fish and fresh shellfish	7.1	-	-	-	-	-	-	-	-	-	-	.8
Frozen fish and canned fish . .	14.4	-	20.0	-	-	4.0	4.4	-	-	-	25.0	6.6
Canned fish and canned shellfish	-	-	-	7.7	-	-	-	-	-	-	-	.8
Fresh fish, frozen fish and canned fish . . . . .	-	50.0	10.0	-	-	-	4.4	-	-	37.5	-	5.0
Fresh fish, frozen fish, fresh shellfish and frozen shellfish . . . . .	-	-	-	-	-	-	-	-	-	12.5	-	.8
Fresh fish, fresh shellfish and canned shellfish . . . . .	-	-	-	-	-	4.0	-	-	-	-	-	.8
Frozen fish, frozen shellfish and canned fish . . . . .	-	-	-	-	-	4.0	-	-	-	-	-	.8
Fresh fish, fresh shellfish, canned fish and canned shellfish . . . . .	-	-	-	-	-	-	-	-	-	12.5	-	.8
Fresh fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	10.0	-	-	-	-	-	-	-	-	.8
Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish . . . . .	-	-	-	-	-	4.0	-	-	-	-	-	.8
Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	-	-	-	-	-	-	-	12.5	-	.8
Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish . . . . .	-	-	-	-	-	-	-	20.0	-	-	-	.8
Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish	-	-	-	7.7	-	-	-	-	-	-	-	.8
No type given . . . . .	-	-	-	-	-	4.0	4.4	-	-	-	12.5	2.5
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	14	2	10	13	10	25	23	5	3	8	8	121

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

22.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	9.2	12.1	9.3	8.1	12.2	10.6	11.3	11.0	7.3	7.8	6.9	9.8
No . . . . .	89.0	82.9	83.4	82.9	80.5	84.4	84.2	82.2	90.9	81.5	83.0	84.0
Not answered, etc . . . . .	1.8	5.0	7.3	9.0	7.3	5.0	4.5	6.8	1.8	10.7	10.1	6.2
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "NO", why haven't you tried them?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
No particular reason . . . . .	54.8	73.3	58.3	66.3	68.2	63.7	69.1	55.0	72.0	65.7	69.5	64.6
General aversion . . . . .	6.8	3.4	6.9	7.6	6.1	7.4	6.7	10.0	10.0	10.2	6.1	7.2
Taste - does not like fish . . . . .	4.1	1.7	3.7	1.1	1.5	2.2	1.8	1.7	2.0	2.2	.8	2.3
Other preference - prefers fresh or canned fish or fresh shell- fish . . . . .	17.1	4.3	16.2	7.6	9.1	12.2	11.2	21.6	6.0	13.9	8.3	12.1
Never tried or not familiar with fish sticks . . . . .	6.2	8.6	6.5	8.7	4.5	5.9	4.9	3.3	4.0	4.4	7.6	6.0
Lack of cooking instructions . . . . .	.7	-	-	-	-	.8	-	-	-	-	-	.2
Not available . . . . .	8.2	6.0	5.6	5.4	9.1	5.5	4.9	1.7	2.0	3.6	5.3	5.4
Health reasons - allergy, doctor's diet forbids, etc.. . . . .	.7	1.0	1.4	1.1	1.5	-	-	5.0	2.0	-	.8	.8
Too expensive . . . . .	.7	1.7	-	1.1	-	1.5	.9	1.7	-	-	.8	.8
Religion . . . . .	-	-	.5	-	-	-	.5	-	-	-	-	.1
Other reasons . . . . .	.7	-	.9	1.1	-	.8	-	-	2.0	-	.8	.5
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	146	116	216	92	66	271	223	60	50	137	132	1,509

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	86.7	94.1	100.0	100.0	70.0	85.3	86.7	62.5	100.0	100.0	81.8	88.6
No . . . . .	13.3	5.9	-	-	30.0	14.7	13.3	37.5	-	-	18.2	11.4
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	15	17	24	9	10	34	30	8	4	13	11	175

If "YES", how many times during October did you serve them?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Once . . . . .	38.5	12.5	37.5	33.3	42.9	27.6	42.3	60.0	25.0	15.4	22.2	31.6
Twice . . . . .	15.3	25.0	16.7	33.3	-	13.8	11.5	-	-	61.5	11.2	18.7
Three times . . . . .	7.7	6.2	-	22.2	-	13.8	11.5	20.0	-	7.7	22.2	9.7
Four times . . . . .	-	18.8	8.3	-	-	6.9	-	-	25.0	7.7	-	5.8
Five times . . . . .	-	-	-	-	14.2	3.4	3.9	-	-	-	-	1.9
Six times . . . . .	-	-	-	-	-	-	3.9	-	-	-	-	.7
Eight times . . . . .	-	6.2	-	-	-	-	-	-	-	-	-	.7
No number given and none . . . . .	38.5	31.3	37.5	11.2	42.9	34.5	26.9	20.0	50.0	7.7	44.4	30.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	13	16	24	9	7	29	26	5	4	13	9	155

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	-	12.5	4.2	11.1	14.3	13.8	15.4	20.0	25.0	30.8	-	12.3
No . . . . .	100.0	87.5	95.8	88.9	85.7	79.3	84.6	60.0	75.0	69.2	100.0	85.8
Not answered, etc. . . . .	-	-	-	-	-	6.9	-	20.0	-	-	-	1.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	13	16	24	9	7	29	26	5	4	13	9	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

15.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	15.4	37.5	4.2	-	14.3	20.7	15.4	20.0	-	15.4	22.2	16.1
No . . . . .	84.6	56.2	91.6	88.9	85.7	62.1	69.2	40.0	100.0	46.1	77.8	71.6
Not answered, etc . . . . .	-	6.3	4.2	11.1	-	17.2	15.4	40.0	-	38.5	-	12.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	13	16	24	9	7	29	26	5	4	13	9	155

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prieters</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Prefer pre-cooked . . . . .	40.0	50.0	26.7	44.4	80.0	33.3	50.0	33.3	-	33.3	40.0	39.6
Quicker served . . . . .	40.0	50.0	26.7	44.4	80.0	33.3	40.0	33.3	-	33.3	40.0	38.3
No particular reason . . . . .	-	-	-	-	-	-	10.0	-	-	-	-	1.3
Prefer uncooked . . . . .	60.0	25.0	33.3	33.3	-	25.0	10.0	-	-	33.4	20.0	24.6
Better taste . . . . .	-	12.5	33.3	11.1	-	16.7	10.0	-	-	16.7	20.0	14.8
More crisp . . . . .	20.0	12.5	-	11.1	-	-	-	-	-	16.7	-	4.9
Other reasons. . . . .	40.0	-	-	11.1	-	8.3	-	-	-	-	-	4.9
No particular preference. . . . .	-	25.0	40.0	22.3	20.0	41.7	40.0	66.7	100.0	33.3	40.0	35.8
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	5	8	15	9	5	12	10	3	3	6	5	81



SUMMARIES OF REPLIES TO QUESTIONS  
Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prietors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	90.8	92.6	98.1	95.8	97.3	92.9	95.1	84.6	88.9	95.7	94.4	94.1
No . . . . .	9.2	7.4	1.9	4.2	2.7	7.1	4.9	15.4	11.1	4.3	5.6	5.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	76	27	105	48	37	127	102	26	18	46	54	666

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Occupation groups.

141

28.

How much breading do you like on breaded fish sticks?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prietors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Heavy breading . . . . .	13.8	7.4	11.2	4.1	13.2	9.8	7.8	7.4	15.8	8.5	18.2	10.6
Medium breading. . . . .	68.8	81.5	75.7	85.7	73.6	78.8	83.3	85.2	84.2	76.6	74.5	78.0
Thin breading. . . . .	17.4	11.1	13.1	10.2	13.2	11.4	8.9	7.4	-	14.9	7.3	11.4
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	80	27	107	49	38	132	102	27	19	47	55	683

SUMMARIES OF REPLIES TO QUESTIONS

29.

Fish Stick Consumption

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes).

FIRST CHOICE

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Largest . . . . .	51.4	51.9	62.4	61.4	51.4	50.0	63.0	56.5	47.1	54.5	48.1	55.2
Next largest. . . . .	45.9	33.3	35.6	38.6	45.9	46.9	34.8	43.5	52.9	40.9	51.9	42.1
Smallest. . . . .	2.7	14.8	2.0	-	2.7	3.1	2.2	-	-	4.6	-	2.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	74	27	101	44	37	128	92	23	17	44	54	641

SECOND CHOICE

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Largest . . . . .	38.9	15.4	24.5	32.6	31.4	37.7	27.0	30.4	35.3	24.4	34.6	31.1
Next largest. . . . .	52.8	61.5	60.6	58.1	54.3	50.0	64.0	56.5	47.1	61.0	44.2	55.7
Smallest. . . . .	8.3	23.1	14.9	9.3	14.3	12.3	9.0	13.1	17.6	14.6	21.2	13.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	72	26	94	43	35	122	89	23	17	41	52	614

1771

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- priators</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
8 oz. . . . .	18.7	35.7	21.7	8.2	19.0	13.2	10.9	15.4	44.4	16.7	18.9	17.3
10 oz . . . . .	25.0	28.6	33.0	38.8	40.5	30.2	30.7	34.6	16.7	31.2	37.7	31.7
12 oz * . . . . .	47.5	28.6	39.6	51.0	35.1	48.1	54.4	46.1	38.9	50.0	37.7	45.3
16 oz . . . . .	6.3	7.1	3.8	2.0	2.7	5.4	2.0	-	-	-	3.8	3.6
24 oz . . . . .	-	-	-	-	-	-	-	3.9	-	-	-	.2
Others (size not given) . . . . .	-	-	1.9	-	2.7	-	1.0	-	-	-	-	.6
Don't know. . . . .	2.5	-	-	-	-	3.1	1.0	-	-	2.1	1.9	1.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	80	28	106	49	37	129	101	26	18	48	53	675

\* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

145

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Not seasoned . . . . .	9.9	10.7	10.1	12.2	12.5	13.5	18.4	10.7	10.5	12.5	7.3	12.3
Moderately seasoned. . . . .	86.4	75.0	86.2	83.7	82.5	82.0	77.7	75.0	84.2	81.2	89.1	82.6
Highly seasoned. . . . .	3.7	14.3	3.7	4.1	5.0	4.5	3.9	14.3	5.3	6.3	3.6	5.1
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers. . . . .	81	28	109	49	40	133	103	28	19	48	55	693

32.

For what purposes have you served fish sticks during the past year?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Main meal . . . . .	85.2	85.2	78.7	85.7	80.0	85.9	77.7	85.7	78.9	83.3	80.4	82.2
Snacks. . . . .	-	11.1	10.2	2.0	5.0	4.4	8.7	3.6	-	6.3	7.1	5.8
Hors d'oeuvres. . . . .	-	-	.9	-	-	-	-	-	-	-	1.8	.3
Main meal and snacks. . . . .	12.3	3.7	6.5	12.3	10.0	8.1	13.6	10.7	21.1	10.4	10.7	10.2
Main meal and hors d'oeuvres	-	-	.9	-	5.0	.8	-	-	-	-	-	.6
Snacks and hors d'oeuvres .	-	-	1.9	-	-	-	-	-	-	-	-	.3
Main meal, snacks and hors d'oeuvres. . . . .	<u>2.5</u>	-	.9	-	-	.8	-	-	-	-	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	81	27	108	49	40	135	103	28	19	48	56	694

94-

SUMMARIES OF REPLIES TO QUESTIONS

33.

Fish Stick Consumption

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	<u>43.4</u>	<u>32.1</u>	<u>42.9</u>	<u>40.8</u>	<u>47.4</u>	<u>30.2</u>	<u>37.6</u>	<u>42.3</u>	<u>26.3</u>	<u>36.6</u>	<u>35.3</u>	<u>37.9</u>
No . . . . .	<u>56.6</u>	<u>67.9</u>	<u>57.1</u>	<u>59.2</u>	<u>52.6</u>	<u>69.8</u>	<u>62.4</u>	<u>57.7</u>	<u>73.7</u>	<u>63.4</u>	<u>64.7</u>	<u>62.1</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	76	28	105	49	38	129	101	26	19	41	51	663

If "YES", which kind (species) or kinds do you prefer?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Haddock . . . . .	<u>24.2</u>	<u>22.2</u>	<u>28.9</u>	<u>10.0</u>	<u>27.7</u>	<u>7.7</u>	<u>44.7</u>	<u>18.2</u>	<u>40.0</u>	<u>26.7</u>	<u>27.7</u>	<u>25.1</u>
Cod . . . . .	<u>18.2</u>	<u>11.1</u>	<u>31.1</u>	<u>35.0</u>	<u>27.7</u>	<u>28.2</u>	<u>2.6</u>	<u>9.1</u>	<u>20.0</u>	<u>6.7</u>	<u>16.7</u>	<u>20.3</u>
Ocean perch . . . . .	<u>12.1</u>	<u>11.1</u>	<u>6.7</u>	<u>20.0</u>	<u>5.6</u>	<u>28.2</u>	<u>13.2</u>	<u>18.2</u>	<u>20.0</u>	<u>26.7</u>	<u>16.7</u>	<u>15.5</u>
Flounder or sole . . . . .	<u>6.1</u>	<u>11.1</u>	<u>4.4</u>	<u>5.0</u>	<u>11.1</u>	<u>7.7</u>	<u>15.8</u>	<u>9.1</u>	-	<u>6.7</u>	-	<u>7.6</u>
Halibut . . . . .	<u>15.2</u>	<u>11.1</u>	<u>4.4</u>	<u>15.0</u>	<u>5.6</u>	<u>2.6</u>	<u>10.5</u>	<u>9.1</u>	-	-	-	<u>7.2</u>
Rockfish . . . . .	-	-	-	-	-	-	<u>2.6</u>	-	-	-	-	<u>.4</u>
Certain fresh-water fish . .	-	-	<u>4.4</u>	-	<u>5.6</u>	-	-	<u>9.1</u>	-	-	-	<u>1.6</u>
Other salt-water fish . . .	-	<u>11.2</u>	-	-	-	<u>2.6</u>	-	-	-	-	-	<u>.8</u>
"Other" fish . . . . .	-	-	<u>2.3</u>	-	-	<u>2.6</u>	<u>2.6</u>	-	-	-	-	<u>1.2</u>
No particular species listed	<u>24.2</u>	<u>22.2</u>	<u>17.8</u>	<u>15.0</u>	<u>16.7</u>	<u>20.4</u>	<u>8.0</u>	<u>27.2</u>	<u>20.0</u>	<u>33.2</u>	<u>38.9</u>	<u>20.3</u>
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	33	9	45	20	18	39	38	11	5	15	18	251

241

SUMMARIES OF REPLIES TO QUESTIONS

34.

Fish Stick Consumption

Are there any kind (species) of fish from which fish sticks are made that you do not like?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prietors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	25.0	12.0	18.4	9.8	20.0	10.6	14.6	17.4	-	11.4	16.7	15.0
No . . . . .	75.0	88.0	81.6	90.2	80.0	89.4	85.4	82.6	100.0	88.6	83.3	85.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	60	25	87	41	30	113	82	23	16	35	42	554

If "YES", what kind (species) do you not like?

	<u>Pro- fessional</u>	<u>Farmers</u>	<u>Pro- prietors</u>	<u>Clerical</u>	<u>Sales Workers</u>	<u>Crafts- men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Cod . . . . .	40.0	33.3	43.7	50.0	50.0	41.7	66.7	-	-	25.0	42.8	43.4
Haddock . . . . .	-	-	-	25.0	-	16.6	8.3	-	-	-	14.4	6.0
Ocean perch . . . . .	6.7	-	12.5	-	-	-	-	-	-	-	-	3.6
Rockfish . . . . .	6.7	33.3	-	-	16.7	-	-	-	-	-	-	3.6
Halibut . . . . .	13.3	-	-	-	-	-	-	-	-	-	-	2.4
Mullet . . . . .	-	-	6.3	-	-	-	-	-	-	-	-	1.3
Certain fresh-water fish . .	13.3	-	-	-	-	-	-	-	-	25.0	-	3.6
Other salt-water fish . . . .	-	33.4	-	-	16.6	-	-	-	-	25.0	-	3.6
No particular species listed.	20.0	-	37.5	25.0	16.7	41.7	25.0	100.0	-	25.0	42.8	32.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of answers . . . . .	15	3	16	4	6	12	12	4	-	4	7	83

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
None . . . . .	16.5	30.0	18.1	13.6	17.1	15.3	16.2	20.5	20.0	22.6	22.0	18.7
Once . . . . .	5.5	8.6	5.0	9.9	4.9	8.7	9.1	2.7	5.5	6.5	5.7	7.0
Twice . . . . .	15.2	12.1	12.0	10.8	26.8	17.4	15.8	11.0	18.2	14.9	12.6	14.9
Three times . . . . .	11.6	7.9	8.5	13.6	7.3	11.2	11.3	13.7	21.8	7.7	10.1	10.6
Four times . . . . .	25.0	12.1	22.4	18.8	18.3	21.8	23.8	26.0	9.1	23.2	23.8	21.5
Five times . . . . .	10.4	8.6	10.4	9.0	8.5	10.9	8.3	6.8	7.3	5.4	4.4	8.6
Six times . . . . .	6.7	5.0	8.9	7.2	8.5	6.2	3.8	5.5	3.6	6.5	6.3	6.3
Seven times . . . . .	4.3	.7	.4	2.7	1.2	1.0	4.2	1.4	1.8	1.3	1.3	1.9
Eight times . . . . .	1.8	4.3	5.8	4.5	2.5	3.1	3.0	6.8	1.8	2.4	3.1	3.6
Nine times or more . . . . .	1.2	2.1	1.9	4.5	1.2	2.2	2.6	2.8	-	6.5	5.0	2.8
Not answered, etc. . . . .	1.8	8.6	6.6	5.4	3.7	2.2	1.9	2.8	10.9	3.0	5.7	4.1
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

671

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	42.7	35.0	44.8	46.8	50.0	40.8	43.0	38.4	32.7	36.3	43.4	41.7
No . . . . .	56.1	55.0	49.0	45.9	46.3	54.8	52.8	56.2	58.2	59.5	50.3	53.1
Not answered, etc. . . . .	1.2	10.0	6.2	7.3	3.7	4.4	4.2	5.4	9.1	4.2	6.3	5.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", what is the season?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Lent . . . . .	15.7	6.1	19.8	32.7	34.1	35.8	29.8	39.3	33.2	13.1	31.9	26.1
Summer . . . . .	38.6	12.2	31.9	23.1	31.7	21.4	28.1	39.3	16.7	19.7	14.5	25.5
Winter . . . . .	18.6	24.5	20.7	17.3	12.2	13.0	14.0	7.1	27.7	19.7	27.5	17.9
Spring . . . . .	10.0	24.5	8.6	11.5	9.8	14.5	11.4	7.1	5.6	26.2	11.6	13.1
Fall . . . . .	1.4	10.2	4.3	1.9	2.4	3.8	3.5	-	5.6	1.6	5.8	3.7
"R" months . . . . .	2.9	8.2	4.3	-	-	1.5	.9	-	5.6	1.6	1.5	2.3
Advent . . . . .	-	-	1.8	-	-	.8	-	-	-	-	-	.4
Fall and winter . . . . .	7.1	10.2	4.3	7.7	2.4	4.6	7.0	3.6	-	6.6	2.9	5.5
No season given . . . . .	5.7	4.1	4.3	5.8	7.4	4.6	5.3	3.6	5.6	11.5	4.3	5.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	70	49	116	52	41	131	114	28	18	61	69	749

SUMMARIES OF REPLIES TO QUESTIONS

37.

Group Restaurant Consumption

Do you and your family as a group ever eat fish or shellfish in restaurants?

	Pro- fessional	Farmers	Pro- prieters	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	62.8	28.6	57.9	37.8	53.7	42.7	34.3	42.5	20.0	38.1	41.5	43.4
No . . . . .	36.6	68.6	37.5	55.9	42.7	55.5	62.6	57.5	74.5	57.1	50.3	53.0
Not answered, etc . . . . .	.6	2.8	4.6	6.3	3.6	1.8	3.1	-	5.5	4.8	8.2	3.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", why does your family as a group eat fish or shellfish in restaurants?

	Pro- fessional	Farmers	Pro- prieters	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Like fish or shellfish . . . . .	37.8	32.5	35.3	31.0	36.4	38.0	32.9	25.8	54.5	43.7	42.4	36.7
Restaurants prepare fish or shellfish better . . . . .	16.5	17.5	18.7	14.3	15.9	13.1	23.1	19.4	-	26.6	12.1	17.3
More varied selections available. . . . .	19.4	20.0	15.3	9.5	15.9	17.5	12.1	29.0	18.2	12.5	15.2	16.2
Don't like to cook fish at home . . . . .	7.8	2.5	5.3	9.5	11.4	3.6	8.8	12.9	-	4.7	7.6	6.6
Price moderate . . . . .	4.9	2.5	2.7	4.8	-	5.2	1.1	-	9.1	-	-	2.7
Eat out on Friday. . . . .	1.9	5.0	8.0	11.9	6.8	5.8	2.2	3.2	9.1	3.1	3.0	5.2
Treat for family . . . . .	4.9	7.5	2.0	9.5	4.5	6.6	4.4	3.2	9.1	4.7	4.5	4.9
Other reasons. . . . .	-	-	.7	-	-	-	-	-	-	-	-	a/
No reason given. . . . .	6.8	12.5	12.0	9.5	9.1	10.2	15.4	6.5	-	4.7	15.2	10.4
Totals. . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	103	40	150	42	44	137	91	31	11	64	66	779

a/ Less than .05 percent.



SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
None . . . . .	30.1	45.0	33.3	33.3	34.1	32.1	50.5	35.4	18.1	34.3	33.2	35.3
Once . . . . .	18.4	15.0	12.0	19.0	15.9	19.7	14.3	12.9	27.3	12.5	15.2	15.8
Twice . . . . .	13.6	15.0	11.3	9.5	6.8	19.0	12.1	12.9	27.3	20.3	16.7	14.4
Three times . . . . .	4.9	7.5	11.3	11.9	13.6	9.5	11.0	9.7	9.1	9.4	7.6	9.5
Four times . . . . .	11.7	7.5	12.7	9.5	11.4	6.6	1.1	9.7	9.1	6.3	9.1	8.6
Five times . . . . .	4.9	5.0	3.3	4.8	2.3	6.6	2.2	-	-	4.7	6.1	4.2
Six times . . . . .	2.9	-	5.3	7.2	2.3	2.9	1.1	9.7	9.1	-	6.1	3.6
Seven times . . . . .	1.9	-	.8	-	-	.7	1.1	-	-	-	-	.6
Eight times . . . . .	5.8	-	4.0	4.8	4.5	.7	-	6.5	-	3.1	1.5	2.8
Nine times or more . . . . .	4.9	5.0	6.0	-	9.1	1.5	5.5	3.2	-	9.4	4.5	4.7
Not answered, etc. . . . .	.9	-	-	-	-	.7	1.1	-	-	-	-	.5
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	103	40	150	42	44	137	91	31	11	64	66	779

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
None . . . . .	20.8	13.7	21.0	7.1	24.1	17.2	8.9	15.0	22.2	18.9	22.7	18.1
Once . . . . .	27.8	31.8	30.0	42.9	34.5	37.6	33.4	30.0	44.4	28.6	27.3	32.3
Twice . . . . .	25.0	27.3	22.0	25.0	17.2	31.2	31.1	30.0	33.4	28.6	25.0	26.4
Three times . . . . .	15.3	18.2	10.0	21.4	17.2	3.2	13.4	10.0	-	9.5	11.4	11.1
Four times . . . . .	5.5	4.5	10.0	-	3.5	6.4	4.4	10.0	-	4.8	9.1	6.3
Five times . . . . .	-	-	4.0	-	-	2.2	4.4	-	-	-	4.5	2.0
Six times . . . . .	2.8	4.5	2.0	-	3.5	2.2	-	5.0	-	2.4	-	2.0
Seven times . . . . .	-	-	-	-	-	-	-	-	-	2.4	-	.2
Eight times . . . . .	1.4	-	-	3.6	-	-	-	-	-	-	-	.4
Nine times or more . . . . .	-	-	1.0	-	-	-	-	-	-	4.8	-	.6
Not answered, etc. . . . .	1.4	-	-	-	-	-	4.4	-	-	-	-	.6
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	72	22	100	28	29	93	45	20	9	42	44	504

SUMMARIES OF REPLIES TO QUESTIONS

39.

Group Restaurant Consumption

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Yes . . . . .	24.3	17.5	28.0	26.2	13.6	17.5	22.0	45.2	36.4	26.6	24.2	23.9
No . . . . .	74.8	77.5	68.0	71.4	81.8	81.0	76.9	51.6	63.6	73.4	72.7	73.8
Not answered, etc . . . . .	.9	5.0	4.0	2.4	4.6	1.5	1.1	3.2	-	-	3.1	2.3
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	103	40	150	42	44	137	91	31	11	64	66	779

If "YES", write season.

	<u>Pro-</u> <u>fessional</u>	<u>Farmers</u>	<u>Pro-</u> <u>prietors</u>	<u>Clerical</u>	<u>Sales</u> <u>Workers</u>	<u>Crafts-</u> <u>men</u>	<u>Operators</u>	<u>Domestic</u>	<u>Laborers</u>	<u>Retired</u>	<u>Unknown</u>	<u>Total</u>
Summer . . . . .	48.0	14.3	40.4	18.1	50.0	33.3	45.0	50.0	-	23.5	18.7	35.4
Winter . . . . .	24.0	14.3	21.4	27.3	-	16.7	15.0	7.1	25.0	23.5	18.7	18.8
Spring . . . . .	-	14.3	4.8	-	-	-	-	7.1	25.0	5.9	-	3.2
Fall . . . . .	-	42.8	4.8	27.3	-	4.2	-	-	-	11.8	12.5	7.0
Fall and winter . . . . .	8.0	14.3	7.1	-	-	-	10.0	7.1	25.0	-	-	5.4
Lent . . . . .	8.0	-	14.3	9.1	33.3	33.3	20.0	14.5	-	23.5	43.8	19.4
"R" months . . . . .	-	-	2.4	9.1	-	8.3	5.0	7.1	-	-	6.3	3.8
No particular season . . . . .	12.0	-	4.8	9.1	16.7	4.2	5.0	7.1	25.0	11.8	-	7.0
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked . . . . .	25	7	42	11	6	24	20	14	4	17	16	186

152

SUMMARIES OF REPLIES TO QUESTIONS

40.

Individual Consumption Away From Home

During the month of October, were there steady workers in your family?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes . . . . .	92.1	56.4	88.0	91.9	89.0	91.3	88.7	90.4	80.0	26.8	62.3	78.7
No. . . . .	6.7	37.9	6.6	2.7	7.3	5.3	8.7	8.2	16.4	71.4	32.1	17.6
Not answered, etc . . . . .	1.2	5.7	5.4	5.4	3.7	3.4	2.6	1.4	3.6	1.8	5.6	3.7
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

41.

Recipes and Fish Cooking

Do you now have enough information on fish and shellfish cookery?

	Pro- fessional	Farmers	Pro- priators	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Yes . . . . .	59.1	37.9	52.5	49.5	48.8	53.0	47.9	54.8	41.8	56.0	49.1	50.8
No. . . . .	37.8	52.1	40.2	41.4	41.5	42.4	47.5	38.4	45.5	35.1	42.1	42.3
Not answered, etc . . . . .	3.1	10.0	7.3	9.1	9.7	4.6	4.6	6.8	12.7	8.9	8.8	6.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

153

42.

## Recipes and Fish Cooking

How do you now get information on the preparation of fish and shellfish?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Cookbooks . . . . .	57.9	27.1	45.9	44.1	51.2	46.4	49.8	45.2	34.4	44.0	42.8	45.5
Labels, wrappers, etc . . . . .	12.8	12.9	13.9	12.6	17.1	14.3	10.2	12.3	14.5	4.2	10.1	12.0
Publications (magazines, newspapers, etc.) . . . . .	9.1	12.9	13.5	10.8	9.8	10.3	9.4	6.8	10.9	13.1	10.1	10.9
Word of mouth . . . . .	5.5	4.3	5.0	4.5	8.5	6.2	6.8	6.8	3.7	7.1	5.0	5.8
Family recipes . . . . .	5.5	2.9	5.0	8.1	1.2	4.0	6.0	2.8	3.7	6.6	7.5	5.1
Radio and TV . . . . .	1.3	1.4	1.6	-	1.2	-	1.5	2.8	3.7	-	.6	1.0
Recipes and pamphlets received in stores . . . . .	-	-	.8	1.9	-	1.3	.5	-	-	-	.6	.6
Other means . . . . .	-	-	-	-	-	.4	-	-	-	-	-	.1
Not answered, etc . . . . .	7.9	38.5	14.3	18.0	11.0	17.1	15.8	23.3	29.1	25.0	23.3	19.0
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

43.

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	23.2	12.2	20.8	18.0	26.8	20.2	16.6	23.3	18.2	14.9	16.4	18.8
No. . . . .	68.9	62.1	64.9	65.8	58.5	64.5	67.5	60.3	69.1	67.9	61.6	65.1
Not answered, etc . . . . .	7.9	25.7	14.3	16.2	14.7	15.3	15.9	16.4	12.7	17.2	22.0	16.1
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", what are they?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Publications (magazines, newspapers, etc.) . . . . .	23.7	17.6	29.6	35.0	31.8	30.7	27.3	41.2	20.0	32.0	30.8	29.3
Cookbooks . . . . .	31.5	23.6	27.8	25.0	31.8	23.1	43.2	17.6	40.0	28.0	23.1	28.7
Labels, wrappers, etc. . . . .	18.4	17.6	22.2	10.0	18.2	20.0	13.6	17.6	-	24.0	19.2	18.0
Radio and TV . . . . .	7.9	17.6	11.1	15.0	9.2	7.7	4.5	-	-	4.0	23.1	9.2
Recipes and pamphlets received in stores . . . . .	7.9	11.8	5.6	15.0	4.5	9.2	6.8	17.6	30.0	8.0	3.8	8.9
Word of mouth . . . . .	10.6	11.8	3.7	-	4.5	6.2	2.3	6.0	10.0	-	-	4.7
Family recipes . . . . .	-	-	-	-	-	3.1	-	-	-	-	-	.6
Other means . . . . .	-	-	-	-	-	-	2.3	-	-	4.0	-	.6
Totals . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked . . . . .	38	17	54	20	22	65	44	17	10	25	26	338

SUMMARIES OF REPLIES TO QUESTIONS

Receipts and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Yes . . . . .	18.9	15.0	29.0	25.2	18.3	23.1	30.2	28.8	18.2	18.5	52.2	26.1
No . . . . .	81.1	84.3	68.7	69.4	79.3	76.6	69.8	71.2	81.8	81.5	47.8	73.0
Not answered, etc . . . . .	-	.7	2.3	5.4	2.4	.3	-	-	-	-	-	.9
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	164	140	259	111	82	321	265	73	55	168	159	1,797

If "YES", do you work full time or part time?

	Pro- fessional	Farmers	Pro- prietors	Clerical	Sales- Workers	Crafts- men	Operators	Domestic	Laborers	Retired	Unknown	Total
Full time . . . . .	54.8	28.6	48.0	60.7	40.0	58.1	41.3	42.9	20.0	35.5	55.4	48.2
Part time . . . . .	45.2	71.4	50.7	39.3	60.0	41.9	58.7	57.1	80.0	64.5	44.6	51.6
Not answered, etc . . . . .	-	-	1.3	-	-	-	-	-	-	-	-	.2
Totals . . . . .	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number asked. . . . .	31	21	75	28	15	74	80	21	10	31	83	469