

AQUACULTURE CONSUMER SURVEY

Hello, my name is _____ *[first and last name]*. I'm conducting a national public opinion survey for United States Department of Agriculture. The objective of this survey is to better understand your eating preferences. Your participation is completely voluntary and your responses will be handled with strict confidentiality. Your telephone number was randomly generated by a computer. I would like to speak with the primary food purchaser of the household.

IF RESPONDENT DECLINES TO PARTICIPATE, POSSIBLE PROBES:

IF NOT A GOOD TIME:

When would be a good time for me to call back? *[Record callback date and time, thank and terminate]*

IF NOT INTERESTED/DON'T WANT TO:

Your participation is very important to us and I'd really appreciate your help. It is really important that we talk to people from *[city]* because this is a national poll and your opinion counts.

IF DON'T KNOW ENOUGH:

There are no right or wrong answers. We are only interested in your opinions.

NOTE: Do not read response categories 99 or 0

1. On average, how often do you consume seafood in your home?
 1. More than twice a week
 2. Once or twice a week
 3. Once or twice a month
 4. Once every 2-3 months
 5. Never *[Do not read]*– SKIP TO QUESTION 7
 99. Don't know – SKIP TO QUESTION 7

2. Have you ever purchased aquacultured or farm-raised seafood?
 1. Yes
 2. No – SKIP TO QUESTION 4
 99. Don't know / Unsure

3. What kind(s) of aquacultured or farm-raised seafood have you purchased? *(Do not read list)*
(Respondent may choose more than one answer)
 1. CATFISH
 2. CLAM
 3. COD
 4. CRAB
 6. LOBSTER

7. MUSSEL
8. OYSTER
9. SALMON
10. SHRIMP
11. TILAPIA
12. TROUT
13. Other (please specify)_____

4. Where do you usually purchase seafood for home consumption?
 1. Supermarket
 2. Specialty Store
 3. Buying Club (Sam's Club, BJ's)
 4. Fish Market
 5. Other [*Do not read*]
 99. Don't know / Unsure

I am going to read to you different types of fish/shellfish, please tell me if you have purchased the following types of seafood in the past month?

5. In the past month have you bought Trout?
 1. Yes
 2. No
 99. Don't know / Unsure
6. In the past month have you bought Oysters?
 1. Yes
 2. No
 99. Don't know / Unsure
7. Clams?
 1. Yes
 2. No
 99. Don't Know / Unsure
8. Tilapia?
 1. Yes
 2. No
 99. Don't know / Unsure
9. Hybrid striped bass?
 1. Yes
 2. No
 99. Don't know / Unsure
10. Salmon?
 1. Yes

- 2. No
- 99. Don't know / Unsure

11. Catfish?

- 1. Yes
- 2. No
- 99. Don't know

12. Mussels?

- 1. Yes
- 2. No
- 99. Don't know / Unsure

13. Shrimp?

- 1. Yes
- 2. No
- 99. Don't know / Unsure

14. Crayfish?

- 1. Yes
- 2. No
- 99. Don't know / Unsure

15. Do you usually make the decision to purchase seafood before going to the store or while at the store?

- 1. Before going to the store
- 2. While at the market
- 3. Combination of both [*Do not read*]
- 99. Don't know / Unsure

16. On average how often do you eat out at restaurants?

- 1. More than twice a week
- 2. Once or twice a week
- 3. Once or twice a month
- 4. Once every 2-3 months
- 5. Never – SKIP TO QUESTION 18
- 99. Don't Know / Unsure

17. And of those times how often do you order seafood?

- 1. More than twice a week
- 2. Once or twice a week
- 3. Once or twice a month
- 4. Once every 2-3 months
- 5. Never
- 99. Don't know / Unsure

18. What is the most important reason you consume seafood?
1. I like the taste
 2. I believe it is a healthy food
 3. I believe it is a low calorie food
 4. I believe it is easy to prepare
 5. I like the gourmet appeal
 6. Other [*Do not read*] *Specify: What would you say is the most important reason for consuming seafood?* _____
99. Don't know / Unsure

19. What types of information would induce you to purchase seafood or purchase seafood more often? (*Respondent may choose more than one answer*)
1. Product Freshness
 2. Visual Appeal
 3. Knowledgeable Counter Personnel
 4. Availability of Recipes or Information
 5. In-Store Demonstration/Samples
 6. None [*Do not read*]
99. Don't know / Unsure

I am going to read you three statements, please select one statement that conveys the highest quality.

20. Which of the following would you say conveys the highest quality?
1. Imported
 2. Locally Grown
 3. Farm-raised in the USA
99. Don't know / Unsure

21. And if you had to choose between:
1. Organic
 2. All Natural
 3. Eco-Friendly
99. Don't know / Unsure

For the following terms, please tell me whether the term better describes FARM-RAISED or WILD-CAUGHT seafood.

22. Which is more environmentally friendly - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught
99. Don't know / Unsure

23. Which tastes better - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught

99. Don't know / Unsure
24. Which has better year-round availability - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught
99. Don't know / Unsure
25. Which is more expensive - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught
99. Don't know / Unsure
26. Which is better quality - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught
99. Don't know / Unsure
27. Which is safer - *FARM-RAISED* or *WILD-CAUGHT*
1. Farm-Raised
 2. Wild Caught
99. Don't know / Unsure
28. Have you noticed Country of Origin Labeling (COOL) of seafood at the supermarket?
1. Yes
 2. No – *BRIEFLY EXPLAIN: it is a new requirement from the USDA that supermarkets display the country of origin of the seafood and whether it is farm-raised or wild-caught.*
99. Don't know / Unsure
29. Do you think Country of Origin Labeling (COOL) of seafood is useful?
1. Yes
 2. No
99. Don't know / Unsure
30. Does Country of Origin Labeling (COOL) influence your purchase decision(s) with seafood?
1. Yes
 2. No
99. Don't know / Unsure
31. Would an "Eco-Friendly" label affect your purchasing decision(s)?
IF ASKED: Eco-Friendly practices are those that prevent overfishing and protect the environment.
1. Yes
 2. No
99. Don't know / Unsure

32. Are you aware of any health concerns with seafood?

1. Yes
2. No – SKIP TO QUESTION 34
99. Don't know / Unsure

33. And what concerns would those be? (*Do not read list*) (*Respondent may choose more than one answer*)

1. Cholesterol
2. Mercury
3. Cadmium
4. PCBs
5. Bacteria
6. Viruses
7. Red tide
8. Contaminants
9. Colorants
10. GMO
11. Others (please specify)_____

For the next two questions, we want to know your thoughts on organic foods in general.

34. Please tell me some characteristics you believe make a food an organic food. (*Do not read list*) (*Respondent may choose more than one answer*)

1. Pesticide/antibiotic free
2. Safer
3. Better taste
4. Better quality
5. Better for the environment
6. More nutritious
7. Animal welfare standards
8. None
9. Other (please specify)_____

35. Which of the following statements best describes your purchase behavior with respect to organic foods?

1. I am committed to buying organic products as often as I can.
2. I purchase organic products from time to time.
3. I do not purchase organic products.
99. Don't know / Unsure

Now I'm going to ask you few questions relating to organic seafood to better understand your feeling towards it.

36. Would you be interested in purchasing organic seafood?

1. Yes
2. No – SKIP TO 38

99. Don't know
37. Would you change the location where you purchase seafood to be able to purchase organic seafood?
1. Yes
 2. No
 99. Don't Know / Unsure
38. Suppose your favorite seafood that you purchase regularly costs \$1 per pound. Would you pay more for organic certified?
1. No
 2. Yes, I would pay up to 5 cents more per pound
 3. Yes, I would pay up to 10 cents more per pound
 4. Yes, I would pay up to 25 cents more per pound
 5. Yes, I would pay up to 50 cents more per pound
 6. Yes, I would pay more than 50 cents more per pound
 99. Don't know / Unsure
39. Would you trust an organic label for seafood?
1. Yes
 2. No
 99. Don't know / Unsure

For the next few questions please let me know if you, agree or disagree with the statement that I will read:

40. I believe organic seafood would be free of chemicals, pesticide, and antibiotics.
1. Agree
 2. Disagree
 99. Don't know / Unsure
41. I believe organic aquaculture would be safer than conventional seafood.
1. Agree
 2. Disagree
 99. Don't know / Unsure
42. I believe organic seafood would have better flavor than conventional seafood.
1. Agree
 2. Disagree
 99. Don't know / Unsure
43. I believe organic seafood would be more nutritious than conventional seafood.
1. Agree
 2. Disagree
 99. Don't know / Unsure

44. I believe organic seafood would be of better quality than conventional seafood.
1. Agree
 2. Disagree
 99. Don't know / Unsure
45. I believe that producing organic seafood would be of better for the environment than conventional seafood.
1. Agree
 2. Disagree
 99. Don't know / Unsure
46. I believe organic seafood production considers animal welfare more than conventional seafood production.
1. Agree
 2. Disagree
 99. Don't know / Unsure
47. I believe that small farmers have a competitive advantage in the production of organic seafood
1. Agree
 2. Disagree
 99. Don't know / Unsure

You've been very patient; I just have few final questions for us to classify your answers.

48. **INTERVIEWER: RECORD RESPONDENT'S GENDER BY OBSERVATION:**
1. Female
 2. Male
49. Do you consider your neighborhood to be Urban, Suburban or Rural?
1. Urban
 2. Suburban
 3. Rural
 99. Don't know / Unsure
50. Including yourself, how many people live in your household? _____.
51. What is your age bracket?
1. 20 or less
 2. 21 to 35
 3. 36 to 50
 4. 51 to 65
 5. Over 65
 0. Refused

52. To which racial or ethnic group(s) do you most identify? (*Respondent may choose more than one answer*)

1. African-American (Non-Hispanic)
2. Asian/Pacific Islanders
3. Caucasian (Non-Hispanic)
4. Latino or Hispanic
5. Native American, Aleut or Aboriginal Peoples
6. Other (please specify)
0. Refused

53. Are there any other languages spoken in the household besides English? (*Do not read list*) (*Respondent may choose more than one answer*)

1. No
2. Spanish
3. French
4. German
5. Chinese
6. Japanese
7. Hindi
8. Other (please specify) _____
0. Refused

54. What is the highest level of education you have completed?

1. Some high school
2. High school
3. Some College
4. 2 or 4-year college degree
5. Post graduate degree
0. Refused

55. Which of the following best describes your current situation?

9. Employed full-time
10. Employed part-time
11. Retired
12. A homemaker
13. A student
14. Unemployed but looking for work
0. Refused

56. What is your approximate household income before taxes?

1. Under \$25,000
2. \$25,000 up to \$50,000
3. \$50,000 up to \$75,000
4. \$75,000 up to \$100,000
5. \$100,000 up to \$150,000

6. \$150,000 up to \$200,000
7. Greater than \$200,000
0. Refused