

CANNED FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS, 1956



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EXPLANATORY NOTE

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United States Department of the Interior, Fred A. Seaton, Secretary
Fish and Wildlife Service

CANNED FISH AND SHELLFISH PREFERENCES
OF HOUSEHOLD CONSUMERS, 1956

Results of a National Survey
Conducted Under Contract to the
U. S. Fish and Wildlife Service

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PREFACE

The annual retail value of fish and shellfish sold to consumers in the United States amounts to over one billion dollars. The cost of merchandising fishery products from producers to consumers runs to hundreds of millions of dollars annually. The function of marketing which is a part of this effort is a fertile field of study for the purpose of effecting worthwhile savings which would reduce this cost. In addition, means of increasing or better serving the demands of consumers for fishery products should also be a primary object of such marketing study.

Accordingly, the survey herein reported upon was undertaken for the purpose of improving marketing conditions for canned fishery products. It was financed with funds made available by the Saltonstall-Kennedy Act, approved July 1, 1954 (68 Stat. 376). This Act established a separate fund to be used by the Secretary of the Interior to promote the free-flow of domestically produced fishery products in commerce by conducting, among other programs, marketing and economic research.

The plan for the survey was developed in the Economics and Cooperative Marketing Section of the United States Fish and Wildlife Service under the guidance of the Chief of the Section, Dr. Richard A. Kahn. The execution of the plan was supervised by the Assistant Chief of the Section, Walter H. Stolting. The questionnaire and specifications for the survey work were developed by Noriar Pahigian, Statistician. Adolph Scolnick, Statistician, and Mrs. Evelyn Kramer, Statistical Assistant helped to prepare the final report.

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INTRODUCTION

This is a report on a June, 1956 nationwide survey pertaining to the use of canned fish and shellfish products by household consumers and their specific preferences, demands, likes and dislikes affecting the actual and potential market for these products. The survey was carried out by W. R. Simmons and Associates Research, Inc., under contract with the United States Fish and Wildlife Service.

The canned fish and shellfish industry is confronted with many economic and market problems which stimulated the effort put forth in this survey to find the answers to some of these problems. Because of changes in income and standards of living among the masses of lower income consumers, many families are up-grading the types of fishery products they use. The competition of imported products and domestic oversupply are often depressing factors on canned fishery product markets. The industry is faced with a pressing need for expanding markets. At the same time, partly because of the fragmentation of the industry into many small firms which are unable to conduct any basic marketing research, it is handicapped by insufficient knowledge of consumer demand and buying practices. This survey was designed to provide information which will help the domestic fishing industry with its production and marketing problems.

The population under study consisted of all private households in the United States. To represent this population, a national prelisted probability sample of those households was designed. On the basis of this sample homemakers or persons mainly responsible for planning meals in 2,543 households were interviewed during the last three weeks of June, 1956.

The sample used for the survey was carefully designed to reflect the existing geographic distribution of the population. Moreover, the sampling tolerances for all the important findings of the survey are sufficiently low that the user may have confidence that the results would not differ materially from a complete count among all private households. The technical procedures employed are described to some extent under "Survey Methods" and in greater detail in the Appendix.

SURVEY METHODS

Sampling and Estimation

The sample used in this survey was a national multi-stage probability sample with each household existing in the United States at the time of the survey having the same chance of inclusion. Hence, estimates from the survey are unbiased in the sampling sense and the sampling tolerances of estimates are measurable. The stages of selection were these:

1. One hundred primary sample areas (52 metropolitan areas and 48 non-metropolitan counties) containing 189 counties were first selected with known probability.
2. Within the 100 primary sample areas, 440 interviewing clusters were selected with calculated probabilities. These clusters, consisting of entire Census Enumeration Districts or combinations of city blocks, average about 200 dwelling units each.
3. Within the 440 clusters, sample households were selected by random procedures from the prelistings of all dwellings in the cluster. The ratio of selection was fixed separately for each cluster so that all households in the United States would have the same probability of inclusion. In each sample household the person responsible for planning the meals was specified for interview. A total of 2,543 interviews were conducted.

Because of the wide geographic dispersion of the sample households given by the use of 100 primary sample areas and of large interviewing clusters within these areas, the sampling tolerances for many of the characteristics measured are not much greater than those that would be obtained from a sample of households selected completely at random from a list of all households in the country. Sampling errors for all national estimates from the survey are sufficiently low that the user may have confidence that the results would not differ materially from those of a complete Census using the same questionnaire and interviewing procedures. A detailed listing of the calculated sampling errors of national estimates for virtually all questions in the survey is given in the Appendix.

In the case of estimates by region, income, city-size, family size, race, religion, age and employment status of the homemaker, the sampling errors are, of course, larger, and the results must be used with some caution. However, even for these breaks, the estimates may be used with confidence wherever they are based on all or nearly all sample households in the particular region, income group, city-size group, etc. A full discussion of the allowances to be made for sampling error in the case of estimates for sub-groups is given in the Appendix. Comparisons of classification data with independent data from Census sources, also given in the Appendix, indicate that the sample reflects reasonably well the current distribution of the population.

Incomplete returns can be a serious source of bias in the results of a survey if care is not used to reduce them to the minimum feasible. In this survey the completion rate was 80 percent, that is, 80 percent of the originally assigned 3,198 households were interviewed.

Refusals amounted to only $4\frac{1}{2}$ percent and thus were not likely to produce any substantial bias. A second call was made on a different evening in all cases where the respondent had not been at home on the first call. Almost all of the potential bias from the 15 percent not-at-home after two calls was eliminated by the use of a special procedure under which each interview is weighted according to the respondent's probability of being found at home when the interviewer calls. This probability is determined by asking the respondent whether he or she was at home at a random time on each of six nights. ^{1/}

The Questionnaire and Field Work

The questionnaire was developed in consultation with the U. S. Fish and Wildlife Service and carefully pretested in three different areas. Pretest results were analyzed in detail in conjunction with detailed reports from the pretest interviewers, and this analysis served as the basis for making the necessary revisions in the questionnaire and in instructions to interviewers. A copy of the questionnaire is included in the Appendix.

^{1/} This technique is fully described in an article entitled, "A Plan To Account For 'Not-At-Homes' By Combining Weights and Callbacks" by Willard R. Simmons, The Journal of Marketing, July, 1954.

The interviewers employed on the survey were experienced and capable members of the contractors field organization. They were instructed to hold up interviewing after the first day's work until their completed questionnaires were thoroughly edited to test the quality of their work and their understanding of the instructions. Thus they could be given further direction before proceeding with the work on their assignment, or replaced if necessary.

Coding and Tabulation Controls

All coding was checked completely at the start, and sample coding instituted only after differences between coders had reached an acceptably low level. Thereafter, a continuous check of coding errors was maintained to make sure that the process was in control. Open-end codes were established from a systematic sample of 500 cases for any category with a frequency of greater than $1\frac{1}{2}$ percent.

A complete mechanical edit of the punched cards for consistency and accuracy was carried out on the IBM 101 machine, and all errors discovered in this process were corrected by reference to the questionnaire.

SUMMARY OF MAJOR FINDINGS

The Use of Canned Fish or Shellfish and its Relation to Fresh and Frozen Fish or Shellfish

Survey results indicate that canned fish or shellfish is not directly competitive in any considerable degree with fresh or frozen fish or shellfish. This is particularly so with respect to canned fish. The following facts bear on this point:

1. Almost all households served canned fish or shellfish at one time or another as shown by the finding that 91% of the sample households had served these products during the past twelve months. The use of canned fish or shellfish was also quite stable throughout each of the four regions studied.
2. Those households that use fresh or frozen fish actually also use more canned fish than average. Calculations were made giving rough estimates of the average number of servings in the four-week period preceding the interview for these groups.^{2/}
The comparison follows:

^{2/} For this calculation (and others of a similar kind given in this report) tabulations were used showing the number of times an item was served in the past 4 weeks, from 1 time to 9 times or more. For this last group, an average of 1.0 times was assumed.

<u>Group</u>	<u>Average Number of Servings of Canned Fish or Shellfish In Past 4 Weeks</u>
All households	2.4
Households that served fresh fish in past 12 months	2.8
Households that served frozen fish in past 12 months	2.9

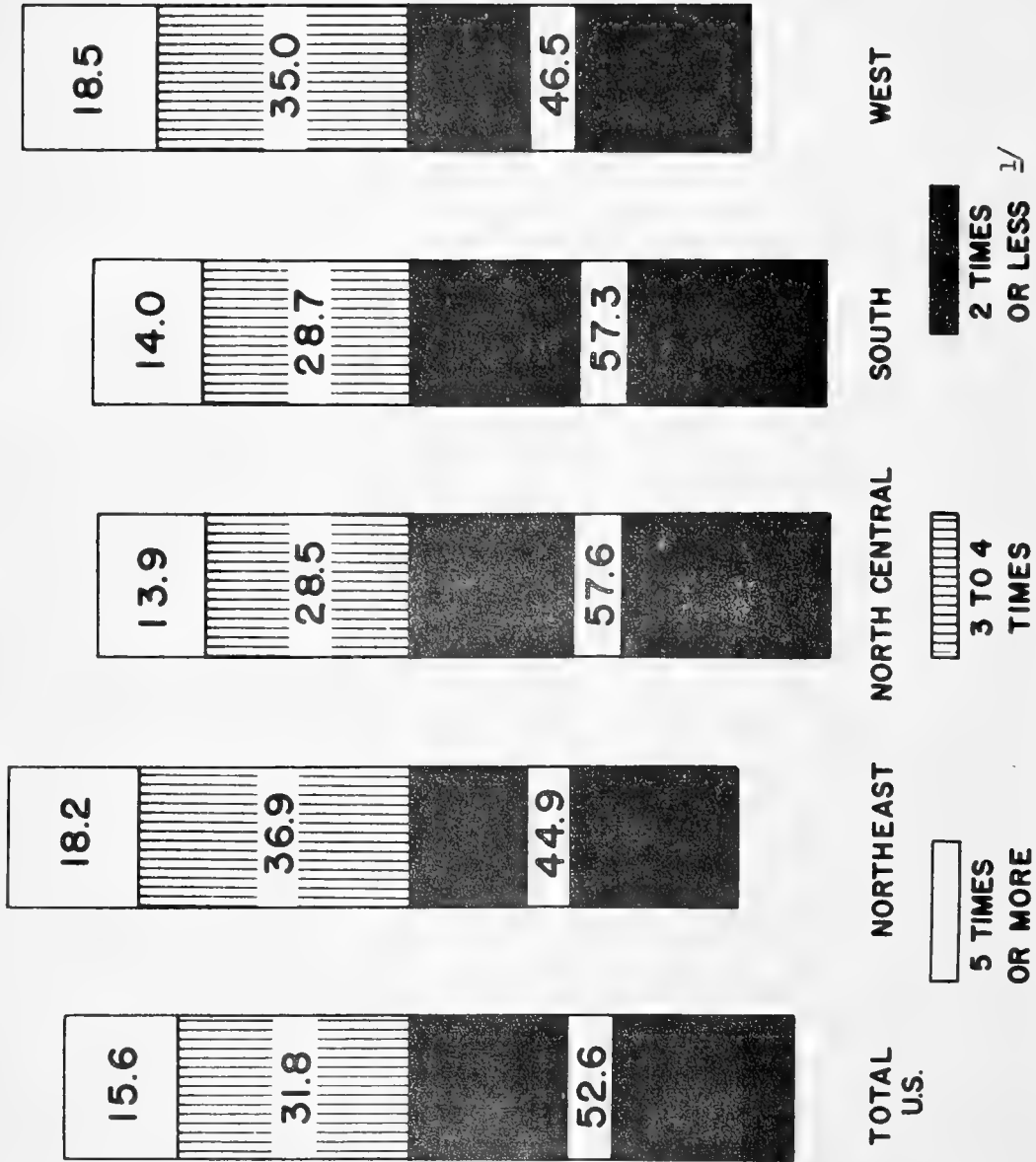
3. The non-competitive relation between canned fish on the one hand and fresh and frozen fish on the other is to be expected from the fact that the predominant types of canned fish - particularly tuna and sardines - are not widely used in the fresh or frozen state, so that most consumers do not think of fresh or frozen as alternatives to canned fish for these types. Households which did not use tuna during the year were asked why, and only 10% said that they prefer fresh or frozen fish. Only 14% of non-users of salmon and 5% of non-users of sardines gave preference for fresh or frozen fish as a reason for their non-use. In the case of those which did not serve shrimp, a much higher percentage (26%) gave preference of fresh or frozen fish or shellfish as a reason. This is obviously due to the fact that shrimp is more widely used in the fresh or frozen state.

While the use of canned fish or shellfish was quite stable there existed a variation in relationship between fresh and frozen fish as influenced by geographic location and availability of fresh fish and other factors. The States in the North Central Region showed the smallest percentage of households serving fresh fish; the highest percentage serving frozen fish. Other survey results indicated that there was a variation by size of city: in the metropolitan cities (50,000 and over), there was a significantly larger percentage using fresh fish with a correspondingly small percentage of frozen fish users. Sharp racial differences also appeared: for fresh fish, 81% of non-white households served it during the year as compared with 51% of white households, while the reverse was true of frozen fish with 33% of non-white households serving it and 54% of white households.

There is a consistent increase in the use of both fresh and canned fish as size of household increases.

FREQUENCY OF SERVING CANNED FISH OR SHELLFISH DURING FOUR WEEKS PRIOR TO INTERVIEW,
BY REGIONS

Percent of Households



1/ Includes those households that did not serve and those that did not know the number of times they served canned fish or shellfish.

Frequency of Serving Canned Fish or Shellfish

Some facts about the frequency with which canned fish is served are illustrated by figure 1. For the country as a whole, about one household in three served canned fish about once a week, i.e., they served it three or four times during a period of 4 weeks. About a half served it less often, that is, two times or less. Of these, about 2 in 5 did not serve canned fish at all in the 4 weeks preceding the interview. About one in six served it more often than once a week.

The following tabulation summarizes how the use of canned fish or shellfish is distributed among American households.

<u>Type</u>	<u>Percentage of households of this type</u>	<u>Percent of all servings of canned fish or shellfish in past 4 weeks accounted for by this type</u>
<u>Households that:</u>		
Did not serve canned fish or shellfish in the past year	9	0
Served it in the past year but not in the past 4 weeks	18	0
Served it once or twice in the past 4 weeks	28	17
Served it 3 or 4 times in the past 4 weeks	30	42
Served it 5 or more times in the past 4 weeks	15	41

It is apparent from this tabulation that the great bulk of canned fishery products use (83%) was concentrated among the 45% who are "regular" servers, i.e., those who served it three times or more in the four-week period.

There were significant variations by household characteristics:

GEOGRAPHY: Northeast and West on the one hand and North Central and South on the other, showed a common pattern in relation to most aspects of the consumption of canned fish. The Northeast and the West showed about 18% serving more often than once a week as compared with 14% in the North Central and Southern Regions.

CITY-SIZE: Metropolitan areas showed a higher frequency of use than non-metropolitan areas. Since the North Central and Southern Regions are more largely non-metropolitan, this may partially explain their lower frequency of use as well as some of their other common characteristics. The time of interviewing may affect this relationship. Interviewing was conducted in June and other findings show that a high proportion of non-metropolitan households claimed Winter as the season they served canned fishery products most often, whereas higher proportions of metropolitan households indicated they served them more often in the Spring.

INCOME: There is a consistent increase in the use of canned fish and shellfish as income rises, showing that canned fish and shellfish in general are definitely not especially low cost foods. Neither can they be considered luxury items since their use was very substantial among families in the \$3,000 to \$5,000 income class. There are some exceptions to these generalizations, notably in the use of canned mackerel.

FAMILY SIZE: As with the percentage of users, the frequency of use increased consistently with the size of household from 30% of two-person households serving it three times or more in 4 weeks to 58% for households having six or more persons.

RACE: Non-white households use canned fish or shellfish more often than white - 54% serving it 3 or more times in 4 weeks, against 47% for white households.

In order to measure more accurately the variations in the use of canned fishery products by different types of households, the following calculations were made for the various types of households showing the average number of servings per week during the four-week period immediately preceding the interview:

AVERAGE NUMBER OF SERVINGS OF CANNED FISH IN 4-WEEK PERIOD FOR
VARIOUS TYPES OF HOUSEHOLDS

BY REGION

<u>Type of Household</u>	<u>Percent of All Servings</u>	<u>Average Number of Servings per Household per Week</u>
All Households	100.0	.67
Northeast	30.6	.77
North Central	25.2	.58
South	28.3	.62
West	15.9	.77

BY CITY-SIZE

Metro-Central City (Over 500,000)	22.7	.79
Metro-Central City (Less than 500,000)	14.8	.75
Metro-suburban	31.9	.78
Non-Metro-urban	11.1	.51
Non-Metro-rural non-farm	7.7	.50
Non-Metro-rural farm	11.8	.50

BY FAMILY SIZE

1	4.6	.43
2	22.4	.53
3	21.4	.67
4	21.6	.77
5	13.6	.78
6 or more	16.4	.83

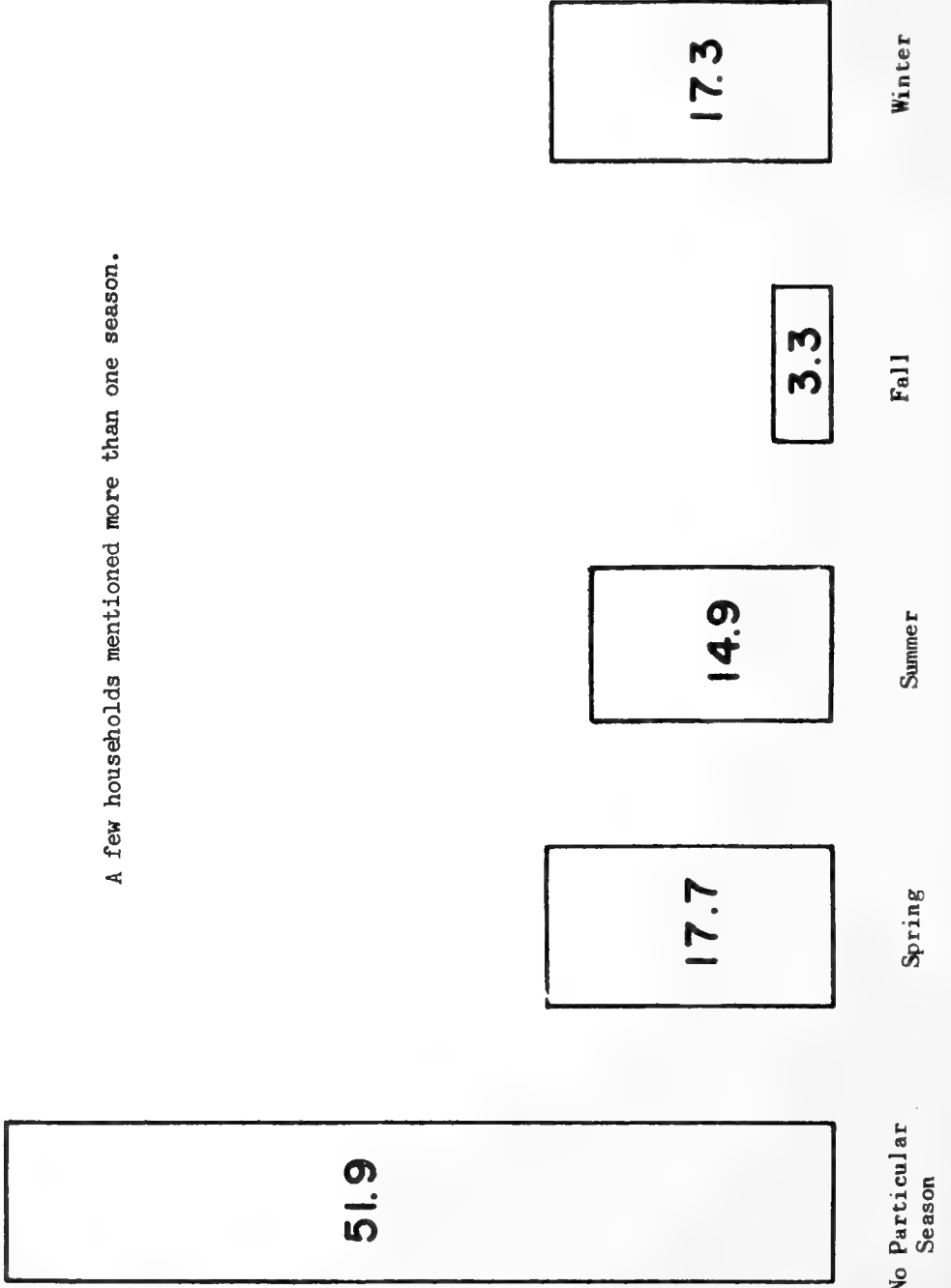
BY INCOME

Less than \$3,000	23.0	.54
\$3,000 - \$4,999	43.2	.70
\$5,000 - \$6,999	20.4	.76
\$7,000 & Over	13.4	.78

Variations by Season

Figure 2 summarizes the seasonal pattern of use of canned fishery products. The significant facts are described in the following paragraphs.

**SEASON DURING WHICH CANNED FISH IS SERVED MOST OFTEN:
BY PERCENT OF TOTAL HOUSEHOLDS**



Over half of all respondents did not claim a season during which they served canned fish and shellfish most often. This emphasizes the "year around" part canned fishery products play in the American menu.

The households claiming specific seasons during which they served canned fishery products most often, are almost evenly divided between spring, summer and winter with very few mentioning fall as the major season. This fact could be interpreted as defining three uses of canned fishery products which have seasonal implication, i.e.,

- a. As a menu supplement during meatless periods such as Lent (SPRING)
- b. Hot weather salad dishes (SUMMER)
- c. Substitute for other less available food (WINTER)

The characteristics of households claiming a season during which they served canned fishery products more often illustrate these influences. For instance:

SPRING: More households in Northeast and North Central - more households in the metropolitan areas claim this season.

SUMMER: More households in the metropolitan areas with less availability of fresh vegetables, etc., for all-salad purposes claim this season. More households in the higher income groups with their higher use of shrimp and crab meat largely used for salads are in this group.

WINTER: A far higher proportion of non-metropolitan and rural households claim winter as the season when they served canned fishery products more often. This reflects their lesser use of canned fish as a Lenten or summer salad dish, and their greater dependence on fresh foods during the other months of the year.

Preference Among Kinds of Canned Fishery Products

a. Generality of Use. Figure 3 exhibits the proportions of households that serve the three leading types of canned fish by geographic regions.

Consistently the Northeast and West showed a different pattern of taste preferences for the three leading types. For instance:

TUNA - Northeast and West ABOVE average
North Central and South BELOW average
SALMON - Northeast and West BELOW average
North Central and South ABOVE average
SARDINES - Northeast and West BELOW average
North Central and South ABOVE average

Though Tuna was the most frequently served type of canned fish in all parts of the country, its margin in relation to Salmon was much narrower in the North Central and Southern Regions.

NOTE: The sharpest regional contrasts were found in the servings of Clam Chowder. Again the Northeast-west and North Central-South contrast holds true. The percent of households serving Clam Chowder: Northeast - 31.0%; West - 33.5%; North Central - 6.1%; South - 9.3%.

Some variations by other household characteristics:

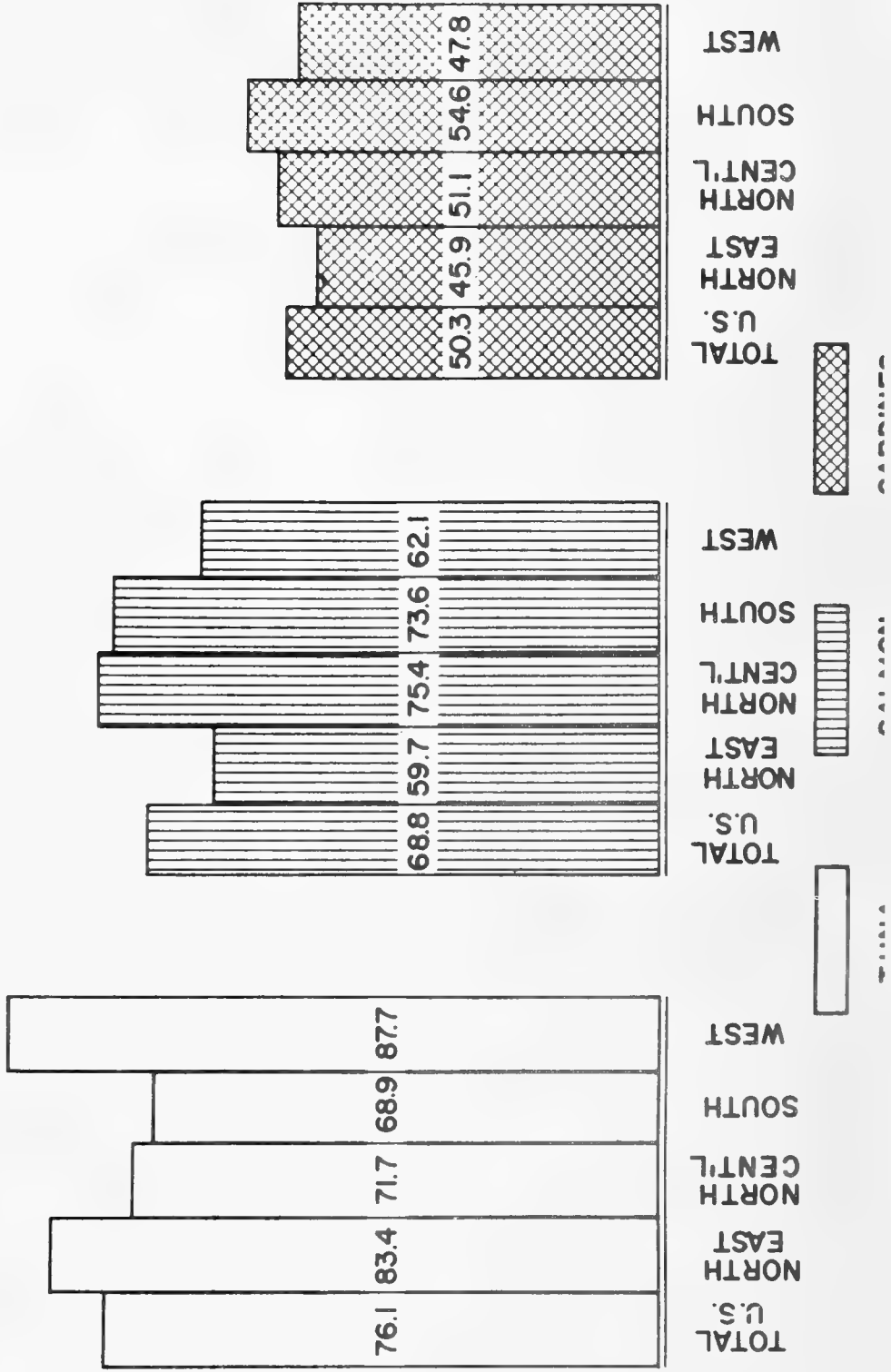
INCOME: The percentage of users of tuna increased with household income, while those of salmon and sardines were relatively uniform among income groups. Other canned fish items for which consumption moved in direct proportion to income were Shrimp and Crabmeat. This could be expected since they represent the higher priced or "luxury" canned fish items.

CITY-SIZE: In metropolitan areas the use of tuna was found in about 82% of the households which was much higher than in non-metropolitan areas, where it was about 67%. The reverse was true of salmon, about 77% in non-metropolitan areas, about 63% in metropolitan sections. For sardines, usage was about evenly divided in this respect with the exception of the largest cities where it was about 10% higher.

Figure 3

RELATIVE FREQUENCY OF HOUSEHOLDS SERVING CANNED TUNA - SALMON - SARDINES DURING PAST TWELVE MONTHS

Percent of Households



RACE: Tuna was used relatively by more white respondents, salmon by relatively more non-white.

b. Frequency of Use. In terms of frequency of use, as measured by the number of times served in the four weeks preceding the interview (June, 1956), tuna was the leading type of canned fish. Of all tuna users 78% had served it in the past four weeks compared with 62% of salmon users. The greater frequency of use of tuna held true in all parts of the country, although its margin over salmon was much narrower in the North Central and Southern Regions.

The percentage of tuna users who had served it once a week or more was 25% compared with 8% for salmon. Again, the fact that interviewing was done in the late spring, a time that is perhaps more favorable to the use of tuna, must be considered in interpreting these findings.

With respect to other kinds of canned fish and canned fish specialties covered by the study, the pattern of similarity between Northeast and West on the one hand, and North Central and Southern Regions on the other, tends to persist.

The tabulation below summarizes the average number of servings of tuna and salmon for various types of households.

AVERAGE NUMBER OF SERVINGS OF TUNA AND SALMON IN ONE WEEK IN VARIOUS TYPES OF HOUSEHOLDS

<u>Type of Household</u>	<u>BY REGION</u>		<u>Average Number of Servings per Household per Week</u>	
	<u>Percent of All Servings</u>		<u>Tuna</u>	<u>Salmon</u>
	<u>Tuna</u>	<u>Salmon</u>		
Northeast	35.1	24.5	.55	.19
North Central	22.3	30.6	.32	.22
South	23.8	34.6	.32	.24
West	18.8	10.3	.57	.16

AVERAGE NUMBER OF SERVINGS OF TUNA AND SALMON IN ONE WEEK IN VARIOUS
TYPES OF HOUSEHOLDS (Continued)

BY CITY-SIZE

<u>Type of Household</u>	<u>Percent of All Servings</u>		<u>Average Number of Servings per Household per Week</u>	
	<u>Tuna</u>	<u>Salmon</u>	<u>Tuna</u>	<u>Salmon</u>
Metro-Central City (Over 500,000)	21.0	19.4	.46	.21
Metro-Central (Less than 500,000)	14.6	13.6	.46	.22
Metro-Suburban	36.1	23.6	.55	.18
Non-Metro-Suburban	11.7	13.6	.33	.19
Non-Metro-Rural- Non-Farm	6.3	11.6	.31	.23
Non-Metro Rural Farm	10.3	18.2	.28	.25

BY FAMILY SIZE

1	3.6	4.2	.21	.12
2	22.4	24.8	.33	.18
3	19.0	20.6	.37	.20
4	20.8	18.4	.46	.20
5	13.8	13.6	.50	.24
6 or more	20.4	18.4	.65	.20

BY INCOME

Less than \$3,000	19.9	30.9	.28	.22
\$3,000 - \$4,999	43.1	40.7	.43	.21
\$5,000 - \$6,999	22.0	17.9	.51	.21
\$7,000 - & Over	15.0	10.5	.54	.19

Demand For Unavailable Items

It can be fairly stated that the distribution of canned fishery products is meeting the demands of consumers in all parts of the country. Only 3.2% of all households indicated that any item which they wished to purchase was unavailable at their usual shopping place. It may be noted that this percentage was somewhat higher (5.8%) in the West. But most of the Western respondents wanted products so unusual that no one of them occurred with sufficient frequency to warrant separate listing in the tables. Respondents wanting unavailable items were highly concentrated in metropolitan areas and in the highest income groups.

Reasons People Give For Not Using Canned Fishery Products

Of particular interest to those engaged in marketing a specific canned fishery product will be the reasons the non-users of that product gave for their non-use. Each respondent interviewed who was found not to have served any one of the three major types of canned fish and canned shrimp in the previous twelve months was asked why he or she had not served the product.

The tabulation below summarizes the reasons given by respondents for not using each type of canned fishery product:

<u>REASONS GIVEN FOR NOT SERVING</u>	<u>TUNA</u>	<u>SALMON</u>	<u>SARDINES</u>	<u>SHRIMP</u>
(Some respondents gave several reasons, therefore percentages do not necessarily add to 100)				
Don't like, family dislikes	46%	47%	67%	43%
Dislike canned fish, prefer fresh, frozen	10	14	5	26
Dislike all fish	10	9	6	4
Flavor strong, oily, salty, fishy	7	8	10	5
Dietary reasons, fish disagree, Doctor's orders	9	7	7	4
Too expensive	8	10	2	11
Habit, never used, no particular reason, Never tasted	11	6	6	12
Other reasons	12	15	9	11

The major reason respondents gave for not using any of the three main types of canned fish and one type of canned shellfish was that they or their family did not like the product, which usually means they do not consider it appetizing,

Only in the case of canned shrimp was there strong indication of preference for the fresh or frozen product. Less than 10% of all respondents expressed objections to specific qualities of the products not served such as taste, oiliness, saltiness, odor, etc.

The small number of respondents who gave price as a reason for not serving suggests, again, that canned fish is not generally considered a luxury food by most households.

It should be borne in mind, however, that out of consideration of prestige, respondents may give other reasons for non-use when the real reason is actually cost of the product. Corroborative evidence was furnished by the fact that the lowest income groups consistently mentioned price as a reason for non-use about twice as often as the average household. Big families, farm families and non-white families also showed this greater than average frequency. Referring back to the tabulations on average number of servings in various types of households, it is noted that the average number of times any kind of canned fishery product was served in the course of a week was much smaller among families with incomes of less than \$3,000 than among those with incomes of \$7,000 or over. Also, it is noted that while there is very little difference by income in consumption of salmon, probably because the data do not differentiate between red and pink salmon, in the case of tuna, the top-income group served it about twice as often as the low-income group.

In the discussions which follow for each of the four main canned fishery products on which detailed information was solicited from respondents a brief summary is given of some of the salient findings other than those already presented.

Canned Tuna - Principal Findings

1. Purchase and Stocks of Tuna. More tuna buyers (42%) purchased two cans at once and about 32% purchased 3 or more. Most households had little or no stock on their pantry shelves at the time of the survey.
2. White and Light Meat. White and light meat tuna were about equally popular in the country as a whole. White meat was more favored among very high-income consumers and in the Northeast. Light meat was twice as popular as white in the North Central Region and among lower-income groups.
3. Tuna Packed in Brine. Most respondents showed little use of, experience with or interest in tuna packed in brine. However, the small percent who did use tuna in brine were quite definite in their preference. It should be noted that only 11% of total tuna users had ever tasted this product and the percentage preferring tuna in brine is 7.1.
4. Ways of Serving Tuna. Salads and sandwiches were by far the most popular ways of serving canned tuna with casseroles running a distant third. The pattern in the West was sharply different

from the rest of the country. Elsewhere, salads were most frequent ways of serving tuna, but in the West tuna sandwiches were by far the most popular with 62% of all households giving this as the most frequent way of serving tuna. Casseroles were more popular in the North Central Region than in the rest of the country.

5. Reasons for Serving Tuna. When asked why they served canned tuna, about 70% of tuna users said simply that they liked it. Almost half mentioned the ease, speed and convenience of tuna as a reason for serving it, suggesting promotional possibilities stressing convenience or the "meal-in-minutes" theme.

Canned Salmon - Principal Findings

1. Purchase and Stocks of Salmon by Size of Can. The one-pound can was more widely used than the 7-ounce size, 29% of users having the former on hand compared with 16% for the latter. For the one-pound size the usual purchase was one or two cans. In the case of the 7-ounce flat can, most respondents stated they do not know how many they purchase at one time, but among those who did know the usual practice was to buy one or two cans at a time.

2. Use of Red and Pink Salmon. Respondents generally were aware of the difference between red and pink salmon. Purchases were about equally divided between the two types in both the Northeast and the West. The North Central Region favored pink salmon by 54% to 41%. In the South, pink salmon was favored by 73% of all salmon using households. Red salmon use increased and pink salmon use decreased as incomes rose. Pink salmon, however, was favored by the majority of users up to the \$7,000 income group, at which point red salmon became the more popular.

3. Varieties of Salmon. The majority of respondents were unable to identify the variety of salmon they usually buy. Of those who did give some identification, the majority mentioned a brand or area name, particularly "Alaska". A significant number of users gave "Sockeye" as the variety used. Other varieties were identified by a negligible number of respondents.

4. Ways of Serving Salmon. The most popular way of serving salmon was in cakes, croquettes, salmon balls or loaves, with nearly half of all users giving such use as their most frequent way of serving it. Respondents who stated they use it most frequently in salads numbered 17% of those serving. Other ways mentioned by a significant number of respondents were casseroles, and direct from the can. Salmon salads were popular in the big cities but used much less frequently in non-metropolitan areas where patties and similar uses were more prevalent.

Canned Sardines - Principal Findings

1. Frequency of Use. Although half the households of the country used canned sardines only 13% served them as often as once a week. There was little variation in these percentages by region, income or type of area. The percentage of non-whites serving sardines once a week or more was more than double the percentage for white households.

2. Purchase and Stocks of Sardines. Only about half the users had sardines on hand at the time of the interview. Most of these had one or two cans. Percent of households stocking sardines increased consistently with income.

Nevertheless, the majority of users said they usually purchased three or more cans at a time. This seems to show that purchases were made in quantities in excess of immediate requirements and kept on hand for a time.

3. Domestic Versus Imported. Of all users, 26% did not know whether they used domestic or imported sardines, but 43% said they used domestic and 31% imported. In the Northeast the preference for imported was higher than in other regions and the "don't know" percentage was only 18%. The South showed the highest use of domestic sardines. Imported sardines were more popular in metropolitan areas and among higher income consumers.

4. Factors Influencing Choice of Sardines Purchased. Among the influential factors affecting the purchase of sardines, the product in which they are packed was the most important. Price was second in importance, except in the South, where it was the most frequently mentioned reason for making a choice. Other important reasons were habit, taste, preference for imported type, and small size can.

5. Type of Sauce or Oil. Almost 25% of users of sardines packed in oil did not know what type of oil was used in the canned sardines they usually bought. Among those who did know, soybean oil was the most popular followed closely by olive oil. In the Northeast and West, olive oil was the most popular but there was a strong preference for soybean oil in the North Central and Southern Regions.

Virtually all respondents knew whether oil was used with the sardines they bought. Over 82% indicated this. Less than 18% of users bought sardines packed in mustard, tomato sauce or any other way.

6. Ways of Serving Sardines. The most frequent method of serving sardines was with crackers. This was especially true in the South, where 66.2% of users favor this method compared with less than 40% of users elsewhere in the country. Sardine sandwiches were the most popular use in the Northeast and second in popularity in the North Central and Western Regions. Among households serving, 13.2% served sardines most frequently as part of the main dish of a meal. The North Central and Southern Regions were above average in this respect. In the Northeast, 13% of users served sardines most frequently in salads.

Canned Shrimp - Principal Findings

1. Frequency of Use. Canned shrimp was served in 24% of all households within the 12 months prior to the interview. The percentage was highest (47%) in the West. Moreover, users in this region served the product frequently: 20% served it three or more times in four weeks; for the rest of the country less than 10% served it that often.

2. Purchase and Stocks of Canned Shrimp. Nearly 50% of Western users had canned shrimp on hand at the time of the interview. In all areas the usual number of cans purchased at one time was one or two.

3. "Deveined" Versus "Regular". Among canned shrimp users 95% were aware of the difference between "deveined" and "not deveined" canned shrimp. The deveined product was usually purchased by twice as many households as the regular or not deveined product. Among users of "regular" canned shrimp 85% stated they removed the back vein before serving.

4. Ways of Serving. The predominant method of serving canned shrimp was in salads. This was especially true in the West where overall use of canned shrimp was heaviest. Of all Western users 82.4% usually served it in salad. For the rest of the country, the comparable percentage was slightly over 50. About a third of all users mentioned cocktail or hors d'oeuvres as a usual method of serving shrimp with households in the North Central Area (46.5%) relatively more inclined to this use than other areas. Slightly over 40% of Southern households usually served canned shrimp as a hot main dish -- over twice the proportion in any other region.

Use of Canned Pet Foods Containing Fish in Pet Feeding

1. Ownership of Pets. About one-third of American households own dogs and about one-fifth own cats. Ownership of pets is notably less prevalent in the Northeast where 19% own dogs and 13% own cats. Among Southern households 41% own dogs. Other areas were very close to the national averages. Pet ownership is almost equally prevalent among all income groups. It was highly concentrated in rural areas especially on farms where nearly 70% of households own dogs and 63% own cats. Pet ownership was also more prevalent in larger families.

2. Households Using Product. The use of canned pet food containing fish was much more widely prevalent for cats (40%) than it was for dogs (26%). Moreover, only 21% of those stating that they used this product in feeding their dogs did so every day (seven days in the past week), whereas, 50% of those who fed it to their cats used it every day.

Purchasers of canned pet food containing fish bought in relatively large quantities with nearly half of all users stating that they normally bought five or more cans at once.

Respondents were also asked if they purchased canned fish other than pet food for their pets. Only 3.5% of dog owners and 10% of cat owners indicated that they ever made such purchases. Among these few respondents, sardines were the kind of canned fish most often bought for pets with some use of mackerel and salmon also indicated.

Brand Interest

1. General. Users of the three major varieties of canned fish and canned shrimp were asked, "Do you usually look or ask for a particular brand when buying canned _____?" "Yes" answers to such a question would reflect brand awareness plus some degree of demand or preference for a particular brand. On the one hand, respondents may be well informed about brands and yet not be conscious of enough preference for any one of them to "look or ask for" that brand. On the other hand, respondents may "look or ask for a particular brand" and yet be so nearly equally willing to buy another or any other brand that their action cannot be interpreted as brand demand in any effective sense of the term.

Such predilection for a particular brand as is represented by affirmative responses to the question occurred among a higher percentage of tuna users than among users of the other three products as shown below:

<u>Product</u>	<u>Percent of Users Serving Product in Past 12 Months Who Look For a Particular Brand</u>
Tuna	58.5
Salmon	41.4
Sardines	34.9
Shrimp	36.2

2. Region. For tuna and salmon percentages of respondents who looked for particular brands were higher in the Northeast and South than the North Central and Western Regions.

For sardines, the Northeast was 11% above the national average, the South 7% below. In the case of shrimp, the West had a 9% greater percentage of households looking for a brand than the average, the Northeast being 4% above and the North Central and Southern Areas definitely below.

3. Income and City-Size. Looking or asking for brand increased progressively among users of tuna, salmon, and sardines as income increased. For all three products, it was also higher in cities and towns over 2,500 than in rural areas.

The above appears to indicate that promotional efforts to establish brand preferences in these products can be successful to some extent in spite of their being "natural" rather than manufactured products, though the possibilities in this respect may be more limited than with products where greater differentiation in the processing of the merchandise can be achieved.

TABULATIONS OF RESPONSES TO QUESTIONNAIRE

The information obtained in this survey is presented in tables given in the following pages of this report. For each question asked, eight tables are provided to show the distribution of replies to the question, one table for each of these classifications:

1. Total United States and by four major regions
2. By size and type of community
3. By family income
4. By size of family
5. By major religious affiliation of the family
6. By white or non-white population
7. By employment status of the household "meal planner"
8. By age of the "meal planner"

The weighted base for the percentage distribution in any column of the tables is shown at the foot of the column. This weighted base is slightly larger than the number of respondents actually answering the particular question because of the weighting for at-home frequency. For the total of all 2,543 respondents actually interviewed, the weighted base is 2,770. In effect answers are supplied for the "not-at-home" respondents by the method described above and referenced in footnote 2. The actual number of respondents interviewed and the weighted base for the various tabulations made of the total sample are as follows:

	<u>Total</u> <u>U. S.</u>	<u>North-</u> <u>east</u>	<u>North</u> <u>Central</u>	<u>South</u>	<u>West</u>				
Regions - Actually interviewed	2543	671	745	797	330				
Weighted Base	2770	734	805	848	383				
		<u>1/Megalo-</u> <u>politan</u>	<u>Metro-</u> <u>Central</u>	<u>Sub-</u> <u>urban</u>	<u>Non-</u> <u>Metro</u>	<u>Non-</u> <u>Metro</u>	<u>Non-</u> <u>Metro</u>		
	<u>Total</u>	<u>Over</u>	<u>50,000-</u> <u>500,000</u>	<u>500,000</u>	<u>2,500-</u> <u>50,000</u>	<u>Rural</u>	<u>Rural</u>	<u>Rural</u>	
	<u>U. S.</u>	<u>500,000</u>	<u>500,000</u>	<u>Metro</u>	<u>50,000</u>	<u>Farm</u>	<u>Nn-Farm</u>		
City Size									
and	2543	481	340	691	365	268	398		
Rural	2770	528	363	760	404	284	431		
Weighted base									

1/ A metropolitan area consisting of a county or group of contiguous counties containing at least one city of 50,000 or more inhabitants.

	Total U. S.	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
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Income	Total U. S.	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
Actually interviewed	2543	167	232	357	533	524	455	167	108
Weighted base	2770	175	253	381	580	565	498	190	128

	Total U. S.	One	Two	Three	Four	Five	Six or More
Family Size							
Actually interviewed	2543	175	695	540	486	306	341
Weighted base	2770	197	778	594	517	322	362

	Total U. S.	Catholic	Protestant	Jewish
Religion				
Actually interviewed	<u>1/</u> 2543	688	1714	74
Weighted base	<u>1/</u> 2770	753	1860	<u>2/</u> 84

1/ Total includes other denominations relatively small in number.

2/ Relatively unstable due to the small number of cases.

	Total U. S.	White	Non-White
Race			
Actually interviewed	2543	2227	316
Weighted base	2770	2427	343

	Total U. S.	Full-Time	Part-Time	Not Employed
Employment Status				
Actually interviewed	<u>1/</u> 2543	500	191	1805
Weighted base	<u>1/</u> 2770	586	218	1913

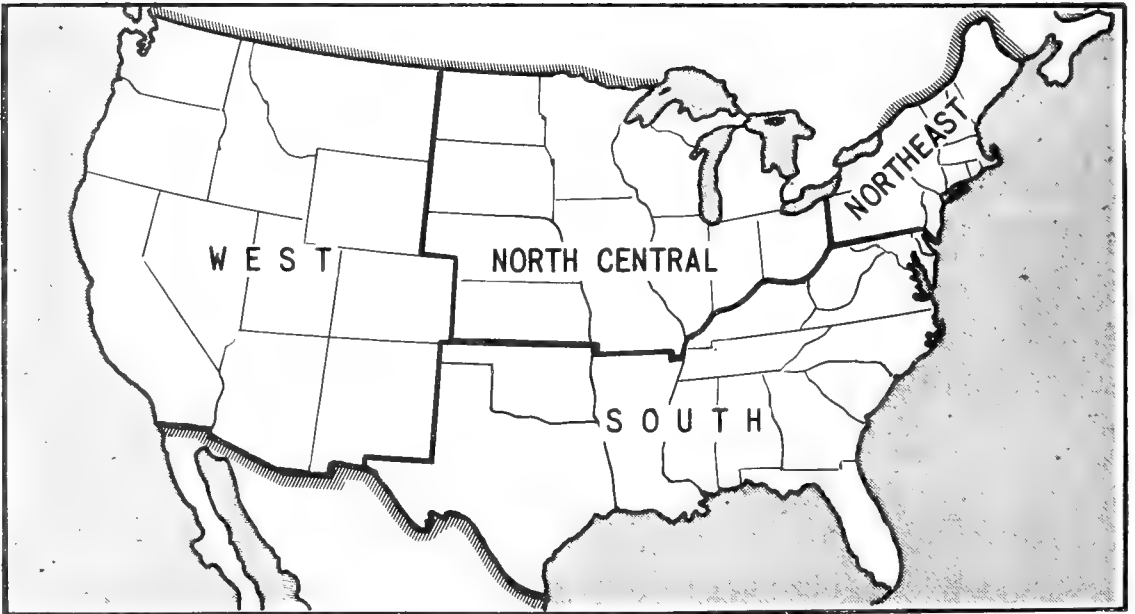
1/ Total includes small number who did not report their employment status.

	Total										65 &
	U. S.	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>Over</u>
Age of Homemaker											
Actually interviewed	2543	176	260	309	321	309	276	250	177	182	283
Weighted base	2770	191	282	344	349	338	304	270	197	192	303

The sets of tables for the different questions are presented in the order of the questionnaire: tables for the first question are given first, and so on. The order falls into the following scheme according to questionnaire section:

1. Total use of canned fishery products, Sections A and B
2. Use of canned Tuna, Section C
3. Use of canned Salmon, Section D
4. Use of canned Sardines, Section E
5. Use of canned Shrimp, Section F
6. Reasons for non-use of the four major canned fishery products, Section G
7. Use of Pet Foods Containing Fish, Section H

REGIONS



Total Use of Canned Fishery Products
NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Twelve Months Has Your
Family Served Fish Or Shellfish Which
Was Purchased In Any Of The
Following Forms?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>					
Fresh Fish	59.9	67.2	47.5	66.5	57.4
Frozen Fish	51.2	46.6	56.4	49.1	53.5
Frozen Shellfish	26.4	23.7	26.6	27.2	29.0
Fresh Shellfish	24.4	33.8	13.2	26.3	26.1
Cured Fish	17.8	17.8	26.3	8.4	20.6
None Served - Don't Know	16.1	14.3	19.5	14.2	16.4
Weighted Base:	(2770)	(734)	(805)	(848)	(383)

Note: Some respondents purchased and served more than one type of fish or shellfish.

During The Past Twelve Months
Has Your Family Served Fish Or Shellfish
Which Was Purchased In Any Of The Following Forms?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>							
Fresh Fish	59.9	67.4	59.0	62.4	49.8	53.8	60.5
Frozen Fish	51.2	39.8	55.0	57.1	53.7	51.8	48.5
Frozen Shellfish	26.4	23.1	29.8	31.2	28.2	17.6	23.0
Fresh Shellfish	24.4	33.7	26.7	31.2	16.8	9.2	16.5
Cured Fish	17.8	24.1	17.1	20.5	9.4	18.0	13.7
None Served - Don't Know	16.1	17.0	14.0	12.8	20.0	19.7	16.2
Weighted Base:	(2770)	(528)	(363)	(760)	(404)	(284)	(431)

Note: Some respondents purchased and served more than one type of fish or shellfish.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	Total %	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
		%	%	%	%	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>									
Fresh Fish	59.9	50.3	64.8	62.2	59.8	58.8	59.0	62.6	60.9
Frozen Fish	51.2	32.0	40.3	50.4	52.6	54.7	55.0	61.1	49.2
Frozen Shellfish	26.4	8.6	13.8	18.9	21.9	28.1	38.4	40.5	42.2
Fresh Shellfish	24.4	9.7	19.0	21.3	22.6	24.4	27.9	37.9	39.8
Cured Fish	17.8	14.3	13.8	16.0	11.9	17.0	25.3	26.8	23.4
None Served - Don't Know	16.1	29.7	20.9	15.7	16.9	14.0	12.7	11.1	14.8
Weighted Base:	(2770)	(175)	(253)	(381)	(580)	(565)	(498)	(190)	(128)

Note: Some respondents purchased and served more than one type of fish or shellfish.

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One	Two	Three	Four	Five	Six or More
		%	%	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>							
Fresh Fish	59.9	47.2	56.3	60.4	61.5	66.8	65.2
Frozen Fish	51.2	32.0	43.8	53.4	63.8	55.6	51.7
Frozen Shellfish	26.4	16.8	26.7	26.1	31.5	28.0	22.4
Fresh Shellfish	24.4	17.8	23.5	24.1	25.7	28.0	25.7
Cured Fish	17.8	17.3	17.0	16.7	20.7	19.3	16.3
None Served - Don't Know	16.1	31.0	22.0	14.0	10.1	13.4	9.7
Weighted Base:	(2770)	(197)	(778)	(594)	(517)	(322)	(362)

Note: Some respondents purchased and served more than one type of fish or shellfish.

Question 1a

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>				
Fresh Fish	59.9	63.7	58.8	61.9
Frozen Fish	51.2	53.5	51.4	34.5
Frozen Shellfish	26.4	28.7	26.0	17.9
Fresh Shellfish	24.4	32.0	21.1	21.4
Cured Fish	17.8	19.7	15.6	56.0
None Served - Don't Know	16.1	12.4	16.9	15.5
Weighted Base:	(2770)	(753)	(1860)	<u>1/</u> (84)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents purchased and served more than one type of fish or shellfish. Percentages for 73 cases representing "Other Denominations" not shown.

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households</u>	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>			
Fresh Fish	59.9	56.9	81.3
Frozen Fish	51.2	53.7	33.2
Frozen Shellfish	26.4	27.6	17.5
Fresh Shellfish	24.4	23.8	28.9
Cured Fish	17.8	18.7	11.4
None Served - Don't Know	16.1	16.7	11.7
Weighted Base:	(2770)	(2427)	(343)

Note: Some respondents purchased and served more than one type of fish or shellfish.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	<u>EMPLOYMENT OF HOMEMAKER</u>			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>All Households</u>	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>				
Fresh Fish	59.9	60.8	66.4	58.7
Frozen Fish	51.2	51.1	50.2	51.5
Frozen Shellfish	26.4	30.2	23.0	25.5
Fresh Shellfish	24.4	30.2	26.7	22.4
Cured Fish	17.8	18.9	18.4	17.3
None Served - Don't Know	16.1	15.0	15.2	16.5
Weighted Base:	(2770)	(587)	(217)	(1913)

Note: Some respondents purchased and served more than one type of fish or shellfish.

Percentages for 53 cases representing "Unreported Employment" not shown.

During The Past Twelve Months

Has Your Family Served Fish Or Shellfish

Which Was Purchased In Any Of The Following Forms?

	<u>AGE OF HOMEMAKER</u>										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Form Of Fish Or Shellfish Served</u>											
Fresh Fish	59.9	58.6	56.7	58.1	63.6	64.2	60.9	65.2	60.4	51.6	55.8
Frozen Fish	51.2	51.3	52.5	58.1	56.2	49.7	50.3	56.7	50.8	43.8	38.6
Frozen Shellfish	26.4	30.4	33.0	32.8	28.4	26.9	26.0	31.5	18.3	20.8	11.9
Fresh Shellfish	24.4	18.3	27.3	23.0	31.5	27.2	24.3	26.7	23.9	24.5	14.5
Cured Fish	17.8	15.2	14.9	22.1	20.1	22.5	14.5	18.1	15.7	14.6	15.8
None Served - Don't Know	16.1	15.7	13.5	11.9	11.7	16.7	15.8	8.5	20.8	23.4	27.1
Weighted Base:	(2770)	(191)	(282)	(344)	(349)	(338)	(304)	(270)	(197)	(192)	(303)

Note: Some respondents purchased and served more than one type of fish or shellfish.

Section A
 Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Did You Serve Any Type Of Canned Fish Or
 Canned Shellfish Within The Last Twelve Months?

	R E G I O N S				
	Total	North- east	North Central	South	West
	%	%	%	%	%
<u>All Households</u> ^{1/}	100.0	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	91.7	90.3	90.4	95.3
Households Which Did Not Serve Any Items	8.6	8.3	9.7	9.6	4.7
Weighted Base :	(2770)	(734)	(805)	(848)	(383)

^{1/} Total base for survey (total households) consists of households having the main meal at home once a week or more.

Did You Serve Any Type Of Canned Fish Or
 Canned Shellfish Within The Last Twelve Months?

	C I T Y S I Z E						
	Total	Megalo- politan Over 500,000	Metro Central 50,000- 500,000	Suburban Metro	Non- Metro 2,500- 50,000	Non- Metro Rural Farm	Non- Metro Rural Non-Farm
	%	%	%	%	%	%	%
<u>All Households</u> ^{1/}	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	92.4	93.1	92.0	89.4	90.8	90.0
Households Which Did Not Serve Any Items	8.6	7.6	6.9	8.0	10.6	9.2	10.0
Weighted Base:	(2770)	(528)	(363)	(760)	(404)	(284)	(431)

^{1/}Total base for survey (total households) consists of households having the main meal at home once a week or more.

Section A

Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Did You Serve Any Type Of Canned Fish Or

Canned Shellfish Within The Last Twelve Months?

Total %	I N C O M E							
	Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
All Households ^{1/}	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	80.0	87.7	91.6	91.2	92.9	94.6	93.0
Households Which Did Not Serve Any Items	8.6	20.0	12.3	8.4	8.8	7.1	5.4	6.8
Weighted Base:	(2770)	(175)	(253)	(381)	(580)	(565)	(498)	(128)

^{1/} Total base for survey (total households) consists of households having the main meal at home once a week or more.

Did You Serve Any Type Of Canned Fish Or

Canned Shellfish Within The Last Twelve Months?

Total %	NUMBER OF PERSONS IN HOUSEHOLD					
	One %	Two %	Three %	Four %	Five %	Six or More %
All Households ^{1/}	100.0	100.0	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	81.7	86.8	93.4	94.8	96.4
Households Which Did Not Serve Any Items	8.6	18.3	13.2	6.6	5.2	3.6
Weighted Base:	(2770)	(197)	(778)	(594)	(517)	(322)

^{1/} Total base for survey (total households) consists of households having the main meal at home once a week or more.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Did You Serve Any Type Of Canned Fish Or
Canned Shellfish Within The Last Twelve Months?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households</u> ^{1/}	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	94.7	90.4	91.7
Households Which Did Not Serve Any Items	8.6	5.3	9.6	8.3
Weighted Base:	(2770)	(753)	(1860)	^{2/} (84)

^{1/} Total base for survey (total households) consists of households having the main meal at home once a week or more.

^{2/} Relatively unstable due to the small number of cases.

Note: Percentages for 73 cases representing "Other Denominations" not shown. (67 Interviews)

Did You Serve Any Type Of Canned Fish Or
Canned Shellfish Within The Last Twelve Months?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households</u> ^{1/}	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	91.8	88.3
Households Which Did Not Serve Any Items	8.6	8.2	11.7
Weighted Base:	(2770)	(2427)	(343)

^{1/} Total base for survey (total households) consists of households having the main meal at home once a week or more.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Did You Serve Any Type Of Canned Fish Or
Canned Shellfish Within The Last Twelve Months?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>All Households</u> 1/	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	91.6	93.6	91.1
Households Which Did Not Serve Any Items	8.6	8.4	6.4	8.9
Weighted Base:	(2770)	(586)	(218)	(1913)

1/ Total base for survey (total households) consists of households having the main meal at home once a week or more.

Note: Percentages for 53 cases representing "Unreported Employment" not shown.

Did You Serve Any Type Of Canned Fish Or
Canned Shellfish Within The Last Twelve Months?

	AGE OF HOME MAKER										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>All Households</u> 1/	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Households Which Served Any Item Of Canned Fish Or Shellfish	91.4	93.7	91.5	95.6	95.1	94.4	90.5	94.8	90.4	81.8	82.2
Households Which Did Not Serve Any Items	8.6	6.3	8.5	4.4	4.9	5.6	9.5	5.2	9.6	18.2	17.8
Weighted Base:	(2770)	(191)	(282)	(344)	(349)	(338)	(304)	(270)	(197)	(192)	(303)

1/ Total base for survey (total households) consists of households having the main meal at home once a week or more.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>					
Tuna	76.1	83.4	71.7	68.9	87.7
Salmon	68.8	59.7	75.4	73.6	62.1
Sardines	50.3	45.9	51.1	54.6	47.8
Shrimp	24.0	26.6	19.4	15.9	46.5
Oysters	22.5	14.2	25.3	22.5	32.6
Crabmeat	16.7	26.4	7.1	12.9	26.9
Mackerel	10.0	5.0	9.6	17.3	4.2
Clams	8.2	12.3	2.6	4.0	21.1
Weighted Base:	(2770)	(734)	(805)	(848)	(383)

Note: Some respondents gave more than one answer.

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000 200,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500 20,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>							
Tuna	76.1	81.4	34.6	82.1	71.8	59.5	67.1
Salmon	68.8	60.4	70.5	62.1	73.0	78.9	79.1
Sardines	50.3	57.8	49.9	49.1	46.5	47.5	49.2
Shrimp	24.0	26.5	27.5	27.6	19.6	19.4	18.6
Oysters	22.5	14.2	23.1	14.7	28.7	34.5	32.3
Crabmeat	16.7	21.0	20.7	25.1	10.1	5.6	6.7
Mackerel	10.0	9.5	8.8	5.7	9.7	18.0	16.5
Clams	8.2	8.3	9.4	11.3	5.9	4.6	5.8
Weighted Base:	(2770)	(528)	(363)	(760)	(404)	(284)	(431)

Note: Some respondents gave more than one answer.

Question 1b

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>									
Tuna	76.1	52.6	59.3	70.9	74.5	82.3	86.1	87.4	82.0
Salmon	68.8	61.1	69.6	71.7	67.9	69.0	70.9	70.0	63.3
Sardines	50.3	44.0	55.7	54.1	47.2	48.8	50.6	52.1	53.9
Shrimp	24.0	12.6	12.6	22.0	21.6	23.4	29.3	36.8	41.4
Oysters	22.5	13.7	25.7	26.5	23.3	21.4	21.9	17.4	28.1
Crabmeat	16.7	4.6	10.7	15.0	11.9	16.1	21.5	30.5	35.9
Mackerel	10.0	17.7	17.0	18.4	10.7	5.1	5.4	5.8	3.1
Clams	8.2	3.4	6.3	6.6	6.9	8.5	9.2	9.5	21.1
Weighted Base:	(2770)	(175)	(253)	(381)	(580)	(565)	(498)	(190)	(128)

Note: Some respondents gave more than one answer.

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>							
Tuna	76.1	62.9	68.9	79.3	85.3	81.4	76.0
Salmon	68.8	54.3	64.7	67.5	73.1	71.1	79.8
Sardines	50.3	37.6	47.3	52.4	50.1	52.2	59.1
Shrimp	24.0	22.3	24.0	22.9	27.1	22.4	23.5
Oysters	22.5	20.8	24.7	23.1	18.8	24.2	22.1
Crabmeat	16.7	15.2	15.7	15.8	21.5	17.7	13.5
Mackerel	10.0	11.7	7.1	8.1	6.8	10.6	22.7
Clams	8.2	7.6	8.0	8.9	9.9	9.0	4.4
Weighted Base:	(2770)	(197)	(778)	(594)	(517)	(322)	(362)

Note: Some respondents gave more than one answer.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>				
Tuna	76.1	85.3	72.4	86.9
Salmon	68.8	65.1	70.8	73.8
Sardines	50.3	55.1	47.9	61.9
Shrimp	24.0	33.5	21.0	7.1
Oysters	22.5	17.7	25.4	1.2
Crabmeat	16.7	23.9	14.0	9.5
Mackerel	10.0	5.4	12.2	4.8
Clams	8.2	11.4	6.9	4.8
Weighted Base:	(2770)	(753)	(1860)	1/(84)

1. Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one answer.

Percentages for 73 cases representing "Other Denominations" not shown.

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households</u>	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>			
Tuna	76.1	78.0	63.3
Salmon	68.8	67.9	75.2
Sardines	50.3	48.0	67.1
Shrimp	24.0	25.0	15.9
Oysters	22.5	23.4	16.0
Crabmeat	16.7	17.6	10.2
Mackerel	10.0	7.5	27.7
Clams	8.2	8.9	2.6
Weighted Base:	(2770)	(2427)	(343)

Note: Some respondents gave more than one answer.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
All Households	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>				
Tuna	76.1	80.2	76.6	74.9
Salmon	68.8	70.3	76.6	67.6
Sardines	50.3	49.1	64.7	49.0
Shrimp	24.0	24.6	26.1	23.4
Oysters	22.5	21.2	24.8	22.4
Crabmeat	16.7	20.6	14.7	15.6
Mackerel	10.0	7.5	15.1	10.1
Clams	8.2	9.6	6.0	7.9
Weighted Base:	(2770)	(586)	(218)	(1913)

Note: Some respondents gave more than one answer.

Percentages for 53 cases representing "Unreported Employment" not shown.

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve?

	AGE OF HOME MAKER										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
All Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served</u>											
Tuna	76.1	78.5	78.4	84.6	83.4	79.9	75.3	76.7	74.6	62.5	60.4
Salmon	68.8	65.4	63.1	68.6	72.2	73.7	69.1	76.3	70.6	63.0	63.0
Sardines	50.3	38.7	41.1	50.6	57.3	52.7	53.0	58.5	51.8	47.9	45.9
Shrimp	24.0	17.8	25.5	32.3	22.9	23.7	20.7	31.1	21.3	20.8	19.1
Oysters	22.5	18.8	18.8	25.9	19.2	20.1	23.7	27.0	26.4	22.9	23.1
Crabmeat	16.7	6.3	16.3	21.2	18.1	18.3	16.1	25.2	14.7	14.6	10.9
Mackerel	10.0	12.0	10.6	11.9	8.9	10.9	6.6	10.4	9.1	9.4	10.2
Clams	8.2	3.7	7.8	11.3	8.6	5.6	8.6	11.1	6.6	7.8	8.3
Weighted Base:	(2770)	(191)	(282)	(344)	(349)	(338)	(304)	(270)	(197)	(192)	(303)

Note: Some respondents gave more than one answer.

Section A NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1c Which Of These Types Of Canned Fish

Or Shellfish Did You Serve Most

Frequently?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served Most Frequently</u>					
Tuna	53.1	67.9	47.5	35.7	73.4
Salmon	21.4	15.1	28.3	25.6	10.4
Sardines	5.4	3.6	5.5	8.7	1.9
Oysters	2.2	1.6	3.3	2.2	1.4
Mackerel	1.5	-	1.7	3.3	-
Shrimp	1.5	1.2	1.4	0.9	3.6
Crabmeat	0.9	1.2	0.1	1.0	1.6
Clams	0.2	0.3	0.1	-	0.3
Don't Know	13.8	9.1	12.1	22.6	7.4
Weighted Base:	(2532)	(673)	(727)	(767)	(365)

Which Of These Types Of Canned Fish

Or Shellfish Did You Serve Most Frequently?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served Most Frequently</u>							
Tuna	53.1	57.0	63.0	65.7	45.7	32.6	37.4
Salmon	21.4	17.8	18.9	12.6	26.0	34.0	31.2
Sardines	5.4	8.2	3.8	3.3	5.0	6.2	7.2
Oysters	2.2	1.0	0.9	1.1	3.9	5.4	3.3
Mackerel	1.5	1.0	0.3	0.4	1.0	4.3	3.3
Shrimp	1.5	1.7	1.2	2.6	0.6	1.2	0.8
Crabmeat	0.9	1.2	1.5	1.1	-	0.4	0.8
Clams	0.2	0.2	0.3	0.2	0.3	-	-
Don't Know	13.8	11.9	10.1	13.0	17.5	15.9	16.0
Weighted Base:	(2532)	(488)	(338)	(699)	(361)	(258)	(388)

Section A
Question 1c

NATIONAL CANNED FISH AND SHELLFISH STUDY

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	I N C O M E								
	Total %	Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served Most Frequently</u>									
Tuna	53.1	37.9	31.5	43.0	52.6	58.1	62.8	63.3	67.2
Salmon	21.4	28.6	35.1	23.2	23.6	17.9	17.6	13.6	14.3
Sardines	5.4	12.1	13.5	8.0	4.2	3.4	3.4	2.8	1.7
Oysters	2.2	2.1	2.7	4.0	3.0	1.5	1.3	1.1	1.7
Mackerel	1.5	4.3	2.7	4.0	1.5	0.4	0.2	-	-
Shrimp	1.5	0.7	0.5	2.0	1.1	1.5	1.7	2.8	1.7
Crabmeat	0.9	-	0.9	0.3	1.1	0.8	1.3	1.7	0.8
Clams	0.2	0.7	-	-	0.2	0.2	0.2	-	-
Don't Know	13.8	13.6	13.1	15.5	12.7	16.2	11.5	14.7	12.6
Weighted Base:	(2532)	(140)	(222)	(349)	(529)	(525)	(471)	(177)	(119)

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served Most Frequently</u>							
Tuna	53.1	47.8	49.0	55.9	59.0	54.6	49.3
Salmon	21.4	19.9	23.4	20.5	18.0	21.2	24.6
Sardines	5.4	10.6	5.8	4.0	3.9	4.6	7.7
Oysters	2.2	3.7	3.0	2.5	2.0	1.0	1.1
Mackerel	1.5	3.1	0.9	0.9	0.8	2.0	3.2
Shrimp	1.5	0.6	3.0	0.5	1.4	1.7	0.6
Crabmeat	0.9	0.6	1.3	0.9	0.8	0.7	0.6
Clams	0.2	-	0.3	0.2	0.2	-	-
Don't Know	13.8	13.7	13.3	14.6	13.9	14.2	12.9
Weighted Base:	(2532)	(161)	(675)	(555)	(490)	(302)	(349)

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1c

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months	% 100.0	% 100.0	% 100.0	% 100.0
Type Of Canned Fish Served Most Frequently				
Tuna	53.1	65.2	47.6	55.8
Salmon	21.4	15.6	24.0	28.6
Sardines	5.4	4.8	5.6	1.3
Oysters	2.2	1.0	3.0	-
Mackerel	1.5	0.4	1.9	-
Shrimp	1.5	1.4	1.6	-
Crabmeat	0.9	1.4	0.8	-
Clams	0.2	0.3	0.1	-
Don't Know	13.8	9.9	15.4	14.3
Weighted Base:	(2532)	(713)	(1681)	1/(77)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 61 cases representing "Other Denominations" not shown.

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months	% 100.0	% 100.0	% 100.0
Type Of Canned Fish Served Most Frequently			
Tuna	53.1	56.7	26.7
Salmon	21.4	20.3	29.7
Sardines	5.4	4.1	15.2
Oysters	2.2	2.5	0.7
Mackerel	1.5	1.1	4.0
Shrimp	1.5	1.5	1.3
Crabmeat	0.9	0.9	1.0
Clams	0.2	0.1	0.3
Don't Know	13.8	12.8	21.1
Weighted Base:	(2532)	(2229)	(303)

Question 1c

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Canned Fish Or Shellfish (Of One Or More Of The Specified Types) Within Last Twelve Months	%	%	%	%
	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Most Frequently				
Tuna	53.1	53.3	47.0	54.0
Salmon	21.4	21.2	25.0	21.0
Sardines	5.4	5.4	7.3	5.3
Oysters	2.2	2.2	1.5	2.3
Mackerel	1.5	0.8	2.5	1.5
Shrimp	1.5	1.1	2.5	1.4
Crabmeat	0.9	1.3	-	0.9
Clams	0.2	0.2	-	0.2
Don't Know	13.8	14.5	14.2	13.4
Weighted Base:	(2532)	(537)	(204)	(1742)

Note: Percentages for 49 cases representing "Unreported Employment" not shown.

Which Of These Types Of Canned Fish
Or Shellfish Did You Serve Most Frequently?

	Total	AGE OF HOMEMAKER										
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over	
Households Having Served Canned Fish Or Shellfish (Of One Or More Of the Specified Types) Within Last Twelve Months	%	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Most Frequently												
Tuna	53.1	60.3	58.9	55.0	59.6	55.2	52.4	48.8	49.4	45.9	40.2	
Salmon	21.4	20.6	20.2	20.7	17.5	18.8	20.4	23.8	28.1	20.4	27.3	
Sardines	5.4	3.4	5.0	4.9	5.1	3.8	4.7	5.9	6.7	10.2	7.2	
Oysters	2.2	0.6	1.2	1.8	1.2	1.6	4.7	2.7	1.7	3.2	4.0	
Mackerel	1.5	2.2	1.2	1.2	1.5	1.2	2.2	0.4	1.7	1.9	1.6	
Shrimp	1.5	0.6	1.9	0.6	1.5	1.9	2.2	2.3	0.6	0.6	2.0	
Crabmeat	0.9	-	0.8	0.6	0.6	0.9	1.1	2.0	0.6	1.3	1.2	
Clams	0.2	0.6	-	-	-	0.3	-	0.4	-	-	0.4	
Don't Know	13.8	11.7	10.8	15.2	13.0	16.3	12.3	13.7	11.2	16.5	16.1	
Weighted Base:	(2532)	(179)	(258)	(329)	(332)	(319)	(275)	(256)	(178)	(157)	(249)	

Question 1c Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	REGIONS				
	Total	North-east	North Central	South	West
	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %
	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently					
Salmon	28.8	30.2	30.3	25.3	30.4
Sardines	13.0	13.4	13.2	12.9	11.8
Tuna	12.8	11.9	14.4	15.3	6.3
Shrimp	5.6	6.8	3.7	1.3	15.9
Crabmeat	3.2	5.8	0.7	2.7	4.7
Oysters	3.2	1.8	4.3	2.9	4.7
Mackerel	1.2	0.1	1.2	2.6	-
Clams	1.2	2.2	0.1	-	3.8
Don't Know	15.4	9.8	15.3	23.7	8.8
Weighted Base:	(2532)	(673)	(727)	(767)	(365)

^{1/} Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

^{2/} Of types specified in Question 1b.

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	CITY SIZE						
	Total	Megalopolitan Over 500,000	Metro Central 50,000-500,000	Suburban Metro	Non-Metro 2,500-50,000	Non-Metro Rural Farm	Non-Metro Rural Non-Farm
	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently							
Salmon	28.8	23.6	35.8	27.0	28.8	28.3	32.5
Sardines	13.0	16.8	11.2	13.9	10.2	12.4	10.8
Tuna	12.8	13.3	13.3	9.0	13.9	15.1	16.2
Shrimp	5.6	7.8	4.1	6.3	4.2	5.0	7.5
Crabmeat	3.2	4.5	5.0	5.2	1.1	0.4	0.5
Oysters	3.2	1.4	3.6	2.7	5.0	5.4	3.1
Mackerel	1.2	0.6	0.9	1.1	1.9	1.6	1.3
Clams	1.2	1.6	1.2	2.0	0.3	-	0.8
Don't Know	15.4	12.9	11.5	15.6	18.8	16.7	17.8
Weighted Base:	(2532)	(1488)	(338)	(699)	(361)	(258)	(388)

^{1/} Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

^{2/} Of types specified in Question 1b.

Question 1c

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	I N C O M E								
	Total	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and over
	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently									
Salmon	28.8	29.3	20.3	27.5	30.6	29.0	32.1	29.4	24.4
Sardines	13.0	17.9	16.2	12.6	13.0	11.4	12.3	11.3	13.4
Tuna	12.8	7.9	18.9	14.0	12.5	12.8	13.2	11.3	6.7
Shrimp	5.6	1.4	2.3	3.4	5.1	5.5	5.1	13.0	16.0
Crabmeat	3.2	-	2.7	2.6	2.5	4.0	4.7	5.1	1.7
Oysters	3.2	1.4	4.5	2.9	4.5	2.3	3.6	1.7	3.4
Mackerel	1.2	5.0	1.8	2.9	0.8	0.4	0.2	0.6	0.8
Clams	1.2	-	0.9	1.7	0.8	0.6	1.7	1.7	3.4
Don't Know	15.4	14.3	14.9	16.9	14.0	18.1	12.5	16.4	18.5
Weighted Base:	(2532)	(140)	(222)	(349)	(529)	(525)	(471)	(177)	(119)

^{1/} Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

^{2/} Of types specified in Question 1b.

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

NUMBER OF PERSONS IN HOUSEHOLD

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	NUMBER OF PERSONS IN HOUSEHOLD						
	Total <u>1/</u> %	One <u>1/</u> %	Two <u>1/</u> %	Three <u>1/</u> %	Four <u>1/</u> %	Five <u>1/</u> %	Six or More <u>1/</u> %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently							
Salmon	28.8	26.1	25.0	27.6	34.1	27.5	32.7
Sardines	13.0	6.8	15.0	13.5	12.7	11.6	12.6
Tuna	12.8	9.3	12.6	12.6	13.9	14.6	12.3
Shrimp	5.6	3.1	6.1	5.0	5.9	6.3	5.4
Crabmeat	3.2	3.1	3.4	3.4	3.9	3.3	1.7
Oysters	3.2	3.7	4.4	3.1	1.8	3.3	2.9
Mackerel	1.2	2.5	1.0	0.2	0.6	1.0	3.4
Clams	1.2	1.9	1.5	1.3	1.0	1.3	0.3
Don't Know	15.4	14.9	14.1	16.6	15.3	17.5	14.9
Weighted Base:	(2532)	(161)	(675)	(555)	(490)	(302)	(349)

^{1/} Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

^{2/} Of types specified in Question 1b.

Question 1c

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

	RELIGION OF HOMEMAKER			
	Total <u>1/</u> %	Catholic <u>1/</u> %	Protestant <u>1/</u> %	Jewish <u>1/</u> %
Households Having Served Canned Fish Or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently				
Salmon	28.8	30.0	28.3	31.2
Sardines	13.0	14.3	12.0	22.1
Tuna	12.8	12.2	13.0	18.2
Shrimp	5.6	8.6	4.5	1.3
Crabmeat	3.2	6.2	2.1	-
Oysters	3.2	1.4	4.2	-
Mackerel	1.2	0.7	1.4	-
Clams	1.2	0.8	1.2	3.9
Don't Know	15.4	11.1	17.3	15.6
Weighted Base:	(2532)	(713)	(1681)	3/(77)

1/ Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

2/ Of types specified in Question 1b.

3/ Relatively unstable due to the small number of cases.

Note: Percentages for 61 cases representing "Other Denominations" not shown

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

	RACE OF HOMEMAKER		
	Total <u>1/</u> %	White <u>1/</u> %	Non-White <u>1/</u> %
Households Having Served Canned Fish Or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently			
Salmon	28.8	29.2	25.4
Sardines	13.0	12.4	17.2
Tuna	12.8	12.3	16.5
Shrimp	5.6	6.2	0.7
Crabmeat	3.2	3.6	0.3
Oysters	3.2	3.5	1.0
Mackerel	1.2	0.9	3.3
Clams	1.2	1.3	-
Don't Know	15.4	14.5	22.4
Weighted Base:	(2532)	(2229)	(303)

1/ Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

2/ Of types specified in Question 1b.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %
Households Having Served Canned Fish or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently				
Salmon	28.8	28.1	25.5	29.6
Sardines	13.0	12.1	16.7	12.8
Tuna	12.8	14.2	13.7	12.3
Shrimp	5.6	5.8	4.9	5.7
Crabmeat	3.2	5.6	3.9	2.5
Oysters	3.2	2.8	2.0	3.4
Mackerel	1.2	0.2	2.9	1.3
Clams	1.2	1.7	0.5	1.1
Don't Know	15.4	15.1	17.6	15.0
Weighted Base:	(2532)	(537)	(204)	(1742)

1/ Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

2/ Of types specified in Question 1b.

Note: Percentages for 49 cases representing "Unreported Employment" not shown.

Which Of These Types Of Canned Fish Or Shellfish

Did You Serve Second Most Frequently?

	AGE OF HOMEMAKER										
	Total	15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %	<u>1/</u> %
Households Having Served Canned Fish or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Second Most Frequently											
Salmon	28.8	29.1	28.7	25.8	33.7	30.1	31.3	28.9	28.7	27.4	22.1
Sardines	13.0	12.8	8.5	10.6	13.6	14.4	12.4	15.2	18.0	14.0	12.0
Tuna	12.8	7.8	14.0	12.5	12.3	12.2	12.7	12.5	15.7	12.7	15.7
Shrimp	5.6	8.9	5.8	9.1	3.9	5.0	4.0	5.9	2.2	5.1	5.2
Crabmeat	3.2	1.7	5.8	2.4	4.8	2.5	3.3	4.3	3.4	1.9	1.2
Oysters	3.2	4.5	3.9	5.2	1.8	1.3	3.6	1.6	5.1	3.2	3.6
Mackerel	1.2	1.1	1.2	1.2	0.9	0.9	0.4	2.3	1.7	1.3	1.2
Clams	1.2	0.6	1.6	0.3	2.1	0.9	0.7	2.3	0.6	0.6	1.6
Don't Know	15.4	11.7	12.0	17.9	14.5	17.9	14.9	15.6	12.4	17.2	18.1
Weighted Base:	(2532)	(179)	(258)	(329)	(332)	(319)	(275)	(256)	(178)	(157)	(249)

1/ Percentages for all areas add up to less than 100.0% because some respondents did not have a second choice.

2/ Of types specified in Question 1b.

Question 1c

Which Of These Types Of Canned Fish Or
Shellfish Did You Serve Third Most Frequently?

	R E G I O N S				
	Total	North- east	North- Central	South	West
	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$
Households Having Served Canned Fish Or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently					
Sardines	17.2	17.1	20.6	16.3	12.3
Salmon	8.2	8.5	9.6	6.9	7.4
Shrimp	6.5	7.3	4.7	2.9	16.7
Oysters	5.0	2.8	5.9	5.1	7.1
Crabmeat	4.4	8.5	0.8	2.6	7.9
Tuna	3.9	2.8	3.9	5.7	2.5
Mackerel	1.7	0.7	1.5	2.9	1.1
Clams	1.4	2.1	-	0.5	4.7
Don't Know	12.5	7.9	12.8	18.6	7.4
Weighted Base:	(2532)	(673)	(727)	(767)	(365)

1/ Percentages add to less than 100.0% because some respondents did not have a third choice.

2/ Of types specified in Question 1b.

Which Of These Types Of Canned Fish Or
Shellfish Did You Serve Third Most Frequently?

	C I T Y S I Z E						
	Total	Megalopolitan Over 500,000	Metro Central 50,000- 500,000	Suburban Metro	Non- Metro 2,500- 50,000	Non- Metro Rural Farm	Non- Metro Rural Non-Farm
	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$
Households Having Served Canned Fish Or Shellfish Within Last 12 Months <u>2/</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently							
Sardines	17.2	20.9	23.7	14.0	15.5	12.4	17.3
Salmon	8.2	9.4	8.6	9.6	8.6	5.4	5.2
Shrimp	6.5	5.9	6.8	7.4	6.9	7.0	4.9
Oysters	5.0	2.3	6.2	2.3	4.7	9.7	9.5
Crabmeat	4.4	5.1	5.3	6.9	3.0	2.7	0.8
Tuna	3.9	4.9	4.1	1.9	5.0	5.0	4.6
Mackerel	1.7	1.2	1.2	0.6	1.1	4.7	3.1
Clams	1.4	0.6	0.9	1.7	1.1	1.9	2.1
Don't Know	12.5	10.2	9.2	13.3	14.7	13.6	13.9
Weighted Base:	(2532)	(488)	(338)	(699)	(361)	(258)	(388)

1/ Percentages add to less than 100.0% because some respondents did not have a third choice.

2/ Of types specified in Question 1b.

Section A

Question 1c

NATIONAL CANNED FISH AND SHELLFISH STUDY

Which Of These Types Of Canned Fish Or

Shellfish Did You Serve Third Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months 2/	I N C O M E									
	Total	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over	
	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<u>Type Of Canned Fish Served Third Most Frequently</u>										
Sardines	17.2	11.4	16.7	16.6	18.5	19.2	17.8	15.8	10.9	
Salmon	8.2	5.0	8.6	7.5	6.8	8.0	9.3	12.4	9.2	
Shrimp	6.5	5.7	3.6	6.3	5.7	5.1	9.1	8.5	10.9	
Oysters	5.0	2.9	7.2	5.4	5.5	4.6	4.0	5.1	5.9	
Crabmeat	4.4	1.4	2.3	3.7	3.8	4.0	4.7	7.9	12.6	
Tuna	3.9	6.4	6.8	6.0	4.2	2.5	3.0	2.8	0.8	
Mackerel	1.7	3.6	4.1	3.2	1.1	1.3	0.8	-	-	
Clams	1.4	-	1.4	0.3	1.1	2.7	1.9	-	1.7	
Don't Know	12.5	12.9	11.7	12.3	10.0	13.5	12.1	15.8	16.8	
Weighted Base:	(2532)	(140)	(222)	(349)	(529)	(525)	(471)	(177)	(119)	

1/ Percentages add to less than 100.0% because some respondents did not have a third choice.

2/ Of types specified in Question 1b.

Which Of These Types Of Canned Fish Or Shellfish Did You Serve Third Most Frequently?

NUMBER OF PERSONS IN HOUSEHOLD

Households Having Served Canned Fish Or Shellfish Within Last 12 Months 2/	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %	1/ %
	1/ 100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fish Served Third Most Frequently</u>							
Sardines	17.2	10.6	15.1	17.5	19.6	17.9	19.8
Salmon	8.2	5.0	10.2	7.0	6.9	6.9	10.3
Shrimp	6.5	9.9	6.1	6.1	7.3	6.0	6.0
Oysters	5.0	2.5	5.0	5.2	4.5	6.0	5.7
Crabmeat	4.4	2.5	4.3	3.2	6.7	5.0	3.7
Tuna	3.9	6.2	5.0	4.0	2.4	3.3	3.4
Mackerel	1.7	0.6	0.9	0.9	1.6	2.3	4.3
Clams	1.4	0.6	0.9	2.0	2.2	1.3	0.6
Don't Know	12.5	11.8	11.2	13.7	11.2	14.9	12.9
Weighted Base:	(2532)	(161)	(675)	(555)	(490)	(302)	(349)

1/ Percentages add to less than 100.0% because some respondents did not have a third choice.

2/ Of types specified in Question 1b.

Question 1c

Which Of These Types Of Canned Fish Or

Shellfish Did You Serve Third Most Frequently?

	RELIGION OF FAMILY			
	Total $\frac{1/}{\%}$	Catholic $\frac{1/}{\%}$	Protestant $\frac{1/}{\%}$	Jewish $\frac{1/}{\%}$
Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently				
Sardines	17.2	19.2	16.1	27.3
Salmon	8.2	10.4	7.3	5.2
Shrimp	6.5	9.1	5.8	1.3
Oysters	5.0	4.3	5.4	-
Crabmeat	4.4	5.9	3.9	1.3
Tuna	3.9	2.7	4.3	9.1
Mackerel	1.7	1.1	2.0	-
Clams	1.4	2.2	1.1	1.3
Don't Know	12.5	8.7	14.2	10.4
Weighted Base:	(2532)	(713)	(1681)	^{3/} (77)

^{1/} Percentages add to less than 100.0% because some respondents did not have a third choice.
^{2/} Of types specified in Question 1b.

^{3/} relatively unstable due to the small number of cases.

Note: Percentages for all cases representing "Other Denominations" not shown.

Which Of These Types Of Canned Fish Or
Shellfish Did You Serve Third Most Frequently?

	RACE OF HOMEMAKER		
	Total $\frac{1/}{\%}$	White $\frac{1/}{\%}$	Non-White $\frac{1/}{\%}$
Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently			
Sardines	17.2	17.0	18.5
Salmon	8.2	8.3	6.9
Shrimp	6.5	7.0	3.0
Oysters	5.0	5.2	3.3
Crabmeat	4.4	4.7	2.6
Tuna	3.9	3.3	8.9
Mackerel	1.7	1.3	4.6
Clams	1.4	1.6	-
Don't Know	12.5	11.4	20.0
Weighted Base:	(2532)	(2229)	(303)

^{1/} Percentages add to less than 100.0% because some respondents did not have a third choice.

^{2/} Of types specified in Question 1b.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1c

Which Of These Types Of Canned Fish Or Shellfish Did You Serve Third Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	EMPLOYMENT OF HOME MAKER			
	Total	Full-Time	Part-Time	Not Employed
	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$
	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently				
Sardines	17.2	15.3	20.1	17.6
Salmon	8.2	10.6	9.8	7.3
Shrimp	6.5	6.3	6.4	6.7
Oysters	5.0	5.0	5.9	4.9
Crabmeat	4.4	5.0	1.0	4.8
Tuna	3.9	4.5	6.4	3.4
Mackerel	1.7	1.5	1.5	1.8
Clams	1.4	2.0	0.5	1.3
Don't Know	12.5	13.6	12.3	11.7
Weighted Base:	(2532)	(537)	(204)	(1742)

^{1/} Percentages add to less than 100.0% because some respondents did not have a third choice.
^{2/} Of types specified in Question 1b.
 Note: Percentages for 49 cases representing "Unreported Employment" not shown.

Which Of These Types Of Canned Fish Or Shellfish Did You Serve Third Most Frequently?

Households Having Served Canned Fish Or Shellfish Within Last 12 Months ^{2/}	Total	AGE OF HOME MAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
		$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$	$\frac{1/}{\%}$
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fish Served Third Most Frequently											
Sardines	17.2	15.6	14.0	14.9	20.2	17.9	20.0	15.6	20.2	15.9	16.9
Salmon	8.2	6.7	7.4	7.6	8.1	8.8	8.7	9.4	9.0	7.0	8.4
Shrimp	6.5	2.2	9.7	8.5	8.7	5.3	5.5	8.2	4.5	6.4	3.6
Oysters	5.0	4.5	5.8	5.5	4.2	7.2	1.8	5.1	6.7	5.7	4.0
Crabmeat	4.4	1.1	4.7	5.8	3.3	6.0	4.4	4.7	2.8	4.5	5.2
Tuna	3.9	4.5	2.3	4.0	2.4	2.5	5.8	5.5	5.1	4.5	4.4
Mackerel	1.7	2.2	1.6	1.5	2.1	2.5	1.1	2.7	0.6	0.6	0.8
Clams	1.4	0.6	0.8	1.5	3.3	1.3	1.8	0.8	-	1.9	0.8
Don't Know	12.5	9.5	10.1	12.8	13.0	13.8	13.1	16.0	8.4	12.7	12.9
Weighted Base:	(2532)	(179)	(258)	(329)	(332)	(319)	(275)	(256)	(178)	(157)	(249)

^{1/} Percentages add to less than 100.0% because some respondents did not have a third choice.
^{2/} Of types specified in Question 1b.

Section A NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1d During The Past Twelve Months

Which Of The Other Canned Fishery Products

Did You Serve?

	<u>Total</u> %	<u>REGIONS</u>			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fishery Product Served</u>					
Clam Chowder	17.3	31.0	6.1	9.3	33.5
Fish Cakes	14.3	19.7	6.1	18.6	12.5
Frozen Oyster Stew	13.1	19.2	11.1	9.4	13.6
Non-Frozen Canned Cooked Oyster Stew	4.8	3.3	3.5	4.5	11.6
Fish Spreads	3.5	3.9	2.4	3.5	5.3
Strained Tuna	2.2	1.9	2.4	1.8	3.6
Dietetic Tuna	1.6	1.2	1.5	1.1	3.3
None - Don't Know	63.6	49.6	76.9	68.8	49.3
Weighted Base:	(2770)	(734)	(805)	(848)	(383)

Note: Some respondents served more than one type of canned fish products.

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	<u>Total</u> %	<u>CITY SIZE</u>					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Fishery Product Served</u>							
Clam Chowder	17.3	20.6	16.9	25.1	14.6	6.9	9.0
Fish Cakes	14.3	19.7	18.7	15.9	10.8	6.9	9.0
Frozen Oyster Stew	13.1	12.9	12.9	19.8	12.5	4.9	6.9
Non-Frozen Canned Cooked Oyster Stew	4.8	6.4	4.3	3.4	4.4	4.5	6.6
Fish Spreads	3.5	3.9	4.9	4.6	1.7	4.1	1.3
Strained Tuna	2.2	3.3	2.8	2.3	2.0	0.4	1.8
Dietetic Tuna	1.6	1.3	1.5	2.3	0.9	1.6	1.0
None - Don't Know	63.6	56.8	61.3	54.4	68.2	78.0	76.5
Weighted Base:	(2770)	(528)	(363)	(760)	(404)	(284)	(431)

Note: Some respondents served more than one type of canned fish products.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Twelve Months

Question 1d

Which Of The Other Canned Fishery Products Did You Serve?

	I N C O M E								
	Total %	Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fishery Product Served									
Clam Chowder	17.3	4.5	13.1	14.3	14.8	15.8	21.5	29.1	36.2
Fish Cakes	14.3	9.6	15.4	12.8	12.0	17.0	15.7	18.2	9.5
Frozen Oyster Stew	13.1	2.6	6.3	8.6	11.2	12.3	19.0	21.8	28.5
Non-Frozen Canned Cooked Oyster Stew	4.8	2.6	4.5	3.6	4.1	5.5	5.3	6.1	8.6
Fish Spreads	3.5	2.6	0.9	3.3	2.2	3.2	5.5	3.6	10.3
Strained Tuna	2.2	0.6	2.3	3.3	1.6	1.8	4.0	1.2	0.9
Dietetic Tuna	1.6	0.6	1.8	2.4	1.0	1.6	1.6	2.4	0.9
None - Don't Know	63.6	82.7	70.1	67.0	68.5	62.4	57.5	50.3	41.4
Weighted Base:	(2770)	(175)	(253)	(381)	(580)	(565)	(498)	(190)	(128)

Note: Some respondents served more than one type of canned fish products.

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Canned Fishery Product Served							
Clam Chowder	17.3	12.6	17.7	15.8	22.0	18.5	14.2
Fish Cakes	14.3	8.8	11.4	14.2	19.1	19.2	12.6
Frozen Oyster Stew	13.1	13.2	12.3	12.1	16.4	14.6	12.2
Non-Frozen Canned Cooked Oyster Stew	4.8	4.9	3.8	5.8	4.7	6.6	4.0
Fish Spreads	3.5	2.7	4.8	3.2	2.7	3.8	2.8
Strained Tuna	2.2	0.5	0.7	2.1	5.6	2.1	2.8
Dietetic Tuna	1.6	0.5	1.9	1.5	2.2	1.0	0.9
None - Don't Know	63.6	73.6	66.0	63.2	57.6	57.1	67.4
Weighted Base:	(2770)	(197)	(778)	(594)	(517)	(322)	(362)

Note: Some respondents served more than one type of canned fish products.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1d

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	RELIGION OF FAMILY			
	Total %	Catholic %	Protestant %	Jewish %
All Households	100.0	100.0	100.0	100.0
Type Of Canned Fishery Product Served				
Clam Chowder	17.3	28.2	12.8	21.5
Fish Cakes	14.3	19.7	12.1	13.8
Frozen Oyster Stew	13.1	17.7	11.1	7.7
Non-Frozen Canned Cooked Oyster Stew	4.8	5.5	4.6	1.5
Fish Spreads	3.5	3.4	3.5	4.6
Strained Tuna	2.2	2.9	1.8	-
Dietetic Tuna	1.6	1.5	1.6	-
None - Don't Know	63.6	53.3	68.0	63.1
Weighted Base:	(2770)	(753)	(1860)	1/(84)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents served more than one type of canned fish products.
Percentages for 73 cases representing "Other Denominations" not shown.

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	RACE OF HOMEMAKER		
	Total %	White %	Non-White %
All Households	100.0	100.0	100.0
Type Of Canned Fishery Product Served			
Clam Chowder	17.3	18.7	7.4
Fish Cakes	14.3	13.7	18.1
Frozen Oyster Stew	13.1	14.3	4.3
Non-Frozen Canned Cooked Oyster Stew	4.8	5.0	3.7
Fish Spreads	3.5	3.3	5.0
Strained Tuna	2.2	2.1	3.0
Dietetic Tuna	1.6	1.5	1.7
None - Don't Know	63.6	62.4	71.9
Weighted Base:	(2770)	(2427)	(343)

Note: Some respondents served more than one type of canned fish products.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1d

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
<u>All Households</u>	100.0	100.0	100.0	100.0
<u>Type Of Canned Fishery Product Served</u>				
Clam Chowder	17.3	22.1	12.3	16.3
Fish Cakes	14.3	14.6	22.1	13.4
Frozen Oyster Stew	13.1	17.2	12.3	12.0
Non-Frozen Canned Cooked Oyster Stew	4.8	4.5	3.9	5.1
Fish Spreads	3.5	3.9	6.4	3.1
Strained Tuna	2.2	1.4	2.5	2.5
Dietetic Tuna	1.6	0.6	1.0	1.9
None - Don't Know	63.6	59.8	61.3	65.0
Weighted Base:	(2770)	(587)	(217)	(1913)

Note: Some respondents served more than one type of canned fish products.

Percentages for 53 cases representing "Unreported Employment" not shown.

During The Past Twelve Months

Which Of The Other Canned Fishery Products Did You Serve?

	Total	AGE OF HOMEMAKER									65 and Over
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	
<u>All Households</u>	%	%	%	%	%	%	%	%	%	%	%
<u>Type Of Canned Fishery Product Served</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Clam Chowder	17.3	14.0	17.3	20.9	21.4	17.9	16.2	20.6	16.8	9.9	13.8
Fish Cakes	14.3	15.1	12.5	16.7	19.0	15.9	11.9	13.4	13.3	10.5	11.9
Frozen Oyster Stew	13.1	12.8	11.4	13.7	16.6	6.6	14.7	15.5	12.1	16.9	9.3
Non-Frozen Canned Cooked Oyster Stew	4.8	4.7	5.5	4.9	4.1	3.3	6.5	6.3	3.5	4.7	4.8
Fish Spreads	3.5	2.9	3.5	3.9	6.1	3.0	2.5	4.6	1.7	3.5	2.6
Strained Tuna	2.2	4.3	3.9	2.9	3.1	1.3	0.7	1.7	-	0.6	-
Dietetic Tuna	1.6	3.5	0.8	2.3	1.7	-	0.4	2.1	2.3	1.7	1.9
None - Don't Know	63.6	59.3	63.1	59.8	55.9	65.4	67.6	60.9	65.9	68.6	70.6
Weighted Base:	(2770)	(191)	(282)	(344)	(349)	(338)	(304)	(270)	(197)	(192)	(303)

Note: Some respondents served more than one type of canned fish products.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1e, f

What Were The Other Kinds Of Canned

Fishery Products Served During The Past Twelve Months?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served <u>1/</u>	<u>6.1</u>	<u>8.7</u>	<u>4.2</u>	<u>4.7</u>	<u>8.0</u>
Lobster	1.5	2.2	0.5	1.4	2.1
Anchovies	1.5	2.9	1.3	0.5	1.3
Fish Roe	1.0	0.7	0.1	1.3	2.4
Herring	0.4	0.1	0.6	0.4	0.5
Other	2.5	3.2	2.1	2.0	2.4
No Other Kind Served	<u>93.9</u>	<u>91.3</u>	<u>95.8</u>	<u>95.3</u>	<u>92.0</u>
Weighted Base:	(2770)	(734)	(805)	(848)	(383)

1/ Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

What Were The Other Kinds Of Canned

Fishery Products Served During The Past Twelve Months?

	Total %	C I T Y S I Z E					
		Megalopolitan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served <u>1/</u>	<u>6.1</u>	<u>10.4</u>	<u>7.6</u>	<u>7.7</u>	<u>3.1</u>	<u>2.2</u>	<u>1.9</u>
Lobster	1.5	3.5	2.2	1.6	0.5	-	-
Anchovies	1.5	3.6	1.1	1.9	0.3	-	0.5
Fish Roe	1.0	-	0.6	2.0	1.0	0.7	0.7
Herring	0.4	1.2	0.6	0.4	-	-	-
Other	2.5	2.5	5.1	2.6	2.1	1.5	0.9
No Other Kind Served	<u>93.9</u>	<u>89.6</u>	<u>92.4</u>	<u>92.3</u>	<u>96.9</u>	<u>97.8</u>	<u>98.1</u>
Weighted Base:	(2770)	(528)	(363)	(760)	(404)	(284)	(431)

1/ Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

Section A

Question 1e, f

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
All Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served <u>1/</u>	<u>6.1</u>	<u>0.6</u>	<u>4.1</u>	<u>3.7</u>	<u>5.3</u>	<u>4.6</u>	<u>8.5</u>	<u>11.9</u>	<u>15.7</u>
Lobster	1.5	-	-	0.8	0.9	1.3	2.0	5.4	3.9
Anchovies	1.5	-	-	-	1.2	1.4	3.5	1.1	4.7
Fish Roe	1.0	-	-	1.3	0.7	0.4	1.2	-	7.1
Herring	0.4	-	2.1	0.3	0.5	-	-	1.1	-
Other	2.5	0.6	2.0	1.6	2.3	2.5	2.6	5.3	3.9
No Other Kind Served	<u>93.9</u>	<u>99.4</u>	<u>95.9</u>	<u>96.3</u>	<u>94.7</u>	<u>95.4</u>	<u>91.5</u>	<u>88.1</u>	<u>84.3</u>
Weighted Base:	(2770)	(175)	(253)	(381)	(580)	(565)	(498)	(190)	(128)

1/ Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
All Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served <u>1/</u>	<u>6.1</u>	<u>4.1</u>	<u>7.0</u>	<u>6.6</u>	<u>5.3</u>	<u>6.0</u>	<u>5.3</u>
Lobster	1.5	0.5	2.1	1.3	1.6	1.6	0.6
Anchovies	1.5	2.1	0.9	2.0	1.4	2.2	0.8
Fish Roe	1.0	1.5	1.8	0.3	0.6	-	1.1
Herring	0.4	0.5	0.7	0.7	0.2	-	-
Other	2.5	2.1	2.2	2.9	1.8	3.2	2.8
No Other Kind Served	<u>93.9</u>	<u>95.9</u>	<u>93.0</u>	<u>93.4</u>	<u>94.7</u>	<u>94.0</u>	<u>94.7</u>
Weighted Base:	(2770)	(197)	(778)	(594)	(517)	(322)	(362)

1/ Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

Section A

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1e, f

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	RELIGION OF FAMILY			
	Total	Catholic	Protestant	Jewish
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served ^{1/}	<u>6.1</u>	<u>8.6</u>	<u>4.3</u>	<u>17.1</u>
Lobster	1.5	1.9	1.1	2.4
Anchovies	1.5	2.4	0.8	6.1
Fish Roe	1.0	1.2	0.8	3.7
Herring	0.4	0.4	0.3	2.4
Other	2.5	3.5	1.9	4.8
No Other Kind Served	<u>93.9</u>	<u>91.4</u>	<u>95.7</u>	<u>82.9</u>
Weighted Base:	(2770)	(753)	(1860)	<u>2/</u> (84)

^{1/} Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.
^{2/} Relatively unstable due to the small number of cases.

Note: Some respondents served more than one additional item of canned fish products.
Percentages for 73 cases representing "Other Denominations" not shown.

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	RACE OF HOMEMAKER		
	Total	White	Non-White
	%	%	%
<u>All Households</u>	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served ^{1/}	<u>6.1</u>	<u>6.2</u>	<u>5.0</u>
Lobster	1.5	1.6	0.6
Anchovies	1.5	1.6	0.6
Fish Roe	1.0	1.0	0.9
Herring	0.4	0.3	0.9
Other	2.5	2.5	2.0
No Other Kind Served	<u>93.9</u>	<u>93.8</u>	<u>95.0</u>
Weighted Base:	(2770)	(2427)	(343)

^{1/} Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

Question 1e, f

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	EMPLOYMENT OF HOME MAKER			
	Total	Full-Time	Part-Time	Not Employed
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served ^{1/}	<u>6.1</u>	<u>7.7</u>	<u>5.1</u>	<u>4.5</u>
Lobster	1.5	2.2	1.4	1.2
Anchovies	1.5	2.1	-	1.3
Fish Roe	1.0	1.4	0.5	0.9
Herring	0.4	0.5	0.5	0.3
Other	2.5	2.9	3.3	2.2
No Other Kind Served	<u>93.9</u>	<u>92.3</u>	<u>94.9</u>	<u>94.5</u>
Weighted Base:	(2770)	(587)	(217)	(1913)

^{1/} Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.
Percentages for 53 cases representing "Unreported Employment" not shown.

What Were The Other Kinds Of Canned
Fishery Products Served During The Past Twelve Months?

	Total	AGE OF HOME MAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other Kinds Of Canned Fishery Products Served ^{1/}	<u>6.1</u>	<u>2.1</u>	<u>7.1</u>	<u>10.3</u>	<u>4.9</u>	<u>7.6</u>	<u>5.7</u>	<u>6.1</u>	<u>4.1</u>	<u>4.8</u>	<u>4.8</u>
Lobster	1.5	0.5	2.5	2.7	0.9	1.2	3.0	0.8	0.5	1.1	0.7
Anchovies	1.5	1.6	0.7	1.8	1.7	2.7	1.0	2.3	2.0	0.5	-
Fish Roe	1.0	-	1.1	1.8	0.3	0.3	0.7	1.1	0.5	3.2	1.0
Herring	0.4	-	0.3	0.6	0.3	0.3	0.3	-	-	-	1.7
Other	2.5	-	2.5	4.4	1.7	3.9	2.3	2.7	2.5	1.0	1.6
No Other Kind Served	<u>93.9</u>	<u>97.9</u>	<u>92.9</u>	<u>89.7</u>	<u>95.1</u>	<u>92.4</u>	<u>94.3</u>	<u>93.9</u>	<u>95.9</u>	<u>95.2</u>	<u>95.2</u>
Weighted Base:	(2770)	(191)	(282)	(344)	(349)	(338)	(304)	(270)	(197)	(192)	(303)

^{1/} Unaided recall - In addition to products mentioned in Question 1d where the recall was aided.

Note: Some respondents served more than one additional item of canned fish products.

Section B
Question 1a

NATIONAL CANNED FISH AND SHELLFISH STUDY

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	<u>Total</u> %	R E G I O N S			
		<u>North-</u> <u>east</u> %	<u>North-</u> <u>Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served</u> <u>Canned Fish And Shellfish</u> <u>Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	2.7	2.6	2.8	5.8
Did <u>Not</u> Want To Purchase	96.8	97.3	97.4	97.2	94.2
Weighted Base:	(2545)	(679)	(730)	(770)	(366)

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo-</u> <u>politan</u> <u>Over</u> <u>500,000</u> %	<u>Metro</u> <u>Central</u> <u>50,000-</u> <u>500,000</u> %	<u>Suburban</u> <u>Metro</u> %	<u>Non-</u> <u>Metro</u> <u>2,500-</u> <u>50,000</u> %	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Farm</u> %	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Non-Farm</u> %
<u>Households Having Served</u> <u>Canned Fish And Shellfish</u> <u>Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	4.1	3.3	4.1	1.1	2.8	2.6
Did <u>Not</u> Want To Purchase	96.8	95.9	96.7	95.9	98.9	97.2	97.4
Weighted Base:	(2545)	(492)	(340)	(700)	(365)	(258)	(390)

Section B

Question 1a

NATIONAL CANNED FISH AND SHELLFISH STUDY

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	2.9	1.4	2.0	3.2	1.9	3.6	9.3	5.1
Did <u>Not</u> Want To Purchase	96.8	97.1	98.6	98.0	96.8	98.1	96.4	90.7	94.9
Weighted Base:	(2545)	(141)	(223)	(352)	(532)	(526)	(474)	(177)	(120)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	2.6	3.9	2.4	3.2	4.7	2.3
Did <u>Not</u> Want To Purchase	96.8	97.4	96.1	97.6	96.8	95.3	97.7
Weighted Base:	(2545)	(163)	(678)	(558)	(492)	(303)	(351)

Section B

Question 1a

NATIONAL CANNED FISH AND SHELLFISH STUDY

Were There Any Items Of Canned Fish Or Canned Shellfish

Which You Would Have Liked To Purchase That Were Not

Available At Usual Place Of Shopping?

	RELIGION OF FAMILY			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	4.5	2.7	-
Did <u>Not</u> Want To Purchase	96.8	95.5	97.3	100.0
Weighted Base:	(2545)	(717)	(1689)	<u>1/(78)</u>

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 61 cases representing "Other Denominations" not shown.

Were There Any Items Of Canned Fish Or Canned Shellfish

Which You Would Have Liked To Purchase That Were Not

Available At Usual Place Of Shopping?

	RACE OF HOMEMAKER		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	3.4	1.2
Did <u>Not</u> Want To Purchase	96.8	96.6	98.8
Weighted Base:	(2545)	(2240)	(305)

Section B
Question 1a

NATIONAL CANNED FISH AND SHELLFISH STUDY

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	EMPLOYMENT OF HOMEMAKER			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	3.0	5.0	3.1
Did <u>Not</u> Want To Purchase	96.8	97.0	95.0	96.9
Weighted Base:	(2545)	(540)	(204)	(1752)

Note: Percentages for 49 cases representing "Unreported Employment" not shown.

Were There Any Items Of Canned Fish Or Canned Shellfish
Which You Would Have Liked To Purchase That Were Not
Available At Usual Place Of Shopping?

	<u>Total</u> %	AGE OF HOMEMAKER									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wanted To Purchase Additional Items	3.2	2.8	6.6	4.6	2.4	2.2	2.5	2.0	2.8	3.9	2.0
Did <u>Not</u> Want To Purchase	96.8	97.2	93.4	95.4	97.6	97.8	97.5	98.0	97.2	96.1	98.0
Weighted Base:	(2545)	(179)	(259)	(329)	(335)	(320)	(278)	(258)	(178)	(158)	(251)

Section B NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That Were
Not Available At Your Usual Place Of Shopping?

	REGIONS				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>2.7</u>	<u>2.6</u>	<u>2.8</u>	<u>5.8</u>
Crabmeat	0.3	-	0.1	0.5	0.8
Dietetic Tuna	0.2	0.3	-	-	0.8
Clams	0.2	0.3	0.1	0.1	-
Smoked Fish	0.1	-	0.1	0.3	-
Clam Chowder	0.1	0.1	0.1	-	0.3
Canned Whiting	0.1	-	-	0.1	0.3
Other	2.3	2.1	2.2	1.9	3.6
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>97.3</u>	<u>97.4</u>	<u>97.2</u>	<u>94.2</u>
Weighted Base:	(2545)	(679)	(730)	(770)	(366)

Note: Some respondents would have liked to purchase more than one item.

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That Were

Not Available At Your Usual Place Of Shopping?

	CITY SIZE						
	Total %	Megalopolitan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>4.1</u>	<u>3.3</u>	<u>4.1</u>	<u>1.1</u>	<u>2.8</u>	<u>2.6</u>
Crabmeat	0.3	-	-	0.9	-	-	0.5
Dietetic Tuna	0.2	-	-	0.3	-	-	0.8
Clams	0.2	-	0.3	0.4	-	-	-
Smoked Fish	0.1	-	0.6	-	-	0.4	-
Clam Chowder	0.1	0.2	-	0.3	-	-	-
Canned Whiting	0.1	-	-	-	0.3	0.4	-
Other	2.3	3.9	2.7	2.3	0.8	2.0	1.3
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>95.9</u>	<u>96.7</u>	<u>95.9</u>	<u>98.9</u>	<u>97.2</u>	<u>97.4</u>
Weighted Base:	(2545)	(492)	(340)	(700)	(365)	(258)	(390)

Note: Some respondents would have liked to purchase more than one item.

Section B

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That Were

Not Available At Your Usual Place Of Shopping?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Fish And Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	3.2	2.9	1.4	2.0	3.2	1.9	3.6	9.3	5.1
Crabmeat	0.3	-	.05	-	0.5	0.4	0.2	-	0.9
Dietetic Tuna	0.2	-	-	0.9	-	-	-	1.2	-
Clams	0.2	-	-	-	0.4	-	0.4	-	-
Smoked Fish	0.1	0.7	-	-	0.2	-	0.2	-	-
Clam Chowder	0.1	-	-	-	0.2	0.2	-	0.6	-
Canned Whiting	0.1	0.7	-	-	0.2	-	-	-	-
Other	2.3	1.5	0.9	1.1	1.9	1.3	3.0	7.5	4.2
Would Not Have Liked To Purchase Unavailable Items	96.8	97.1	98.6	98.0	96.8	98.1	96.4	90.7	94.9
Weighted Base:	(2545)	(141)	(223)	(352)	(532)	(526)	(474)	(177)	(120)

Note: Some respondents would have liked to purchase more than one item.

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That Were

Not Available At Your Usual Place Of Shopping?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Fish And Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Would Have Like To Purchase Unavailable Items	3.2	2.6	3.9	2.4	3.2	4.7	2.3
Crabmeat	0.3	-	0.2	0.5	0.6	-	0.3
Dietetic Tuna	0.2	1.3	0.4	-	-	-	-
Clams	0.2	-	0.2	0.2	0.4	-	-
Smoked Fish	0.1	-	-	-	-	1.0	-
Clam Chowder	0.1	-	-	-	-	0.7	0.3
Canned Whiting	0.1	-	-	0.3	-	-	-
Other	2.3	1.3	3.1	1.4	2.2	3.0	1.7
Would Not Have Liked To Purchase Unavailable Items	96.8	97.4	96.1	97.6	96.8	95.3	97.7
Weighted Base:	(2545)	(163)	(678)	(558)	(492)	(303)	(351)

Note: Some respondents would have liked to purchase more than one item.

Question 1b

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That

Were Not Available At Your Usual Place Of Shopping?

	RELIGION OF FAMILY			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>4.5</u>	<u>2.7</u>	<u>0.0</u>
Crabmeat	0.3	0.3	0.4	-
Dietetic Tuna	0.2	0.4	0.1	-
Clams	0.2	0.6	-	-
Smoked Fish	0.1	0.3	0.1	-
Clam Chowder	0.1	0.4	-	-
Canned Whiting	0.1	-	0.1	-
Other	2.3	2.8	2.0	-
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>95.5</u>	<u>97.3</u>	<u>100.0</u>
Weighted Base:	(2545)	(717)	(1689)	<u>1/</u> (78)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents would have liked to purchase more than one item.
Percentages for 61 cases representing "Other Denominations" not shown.

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That

Were Not Available At Your Usual Place Of Shopping?

	RACE OF HOMEMAKER		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Fish And Shellfish Within Last 12 Months</u>	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>3.4</u>	<u>1.2</u>
Crabmeat	0.3	0.3	0.3
Dietetic Tuna	0.2	0.2	-
Clams	0.2	0.2	-
Smoked Fish	0.1	0.1	-
Clam Chowder	0.1	0.1	0.3
Canned Whiting	0.1	(1)	0.3
Other	2.3	2.5	0.3
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>96.6</u>	<u>98.8</u>
Weighted Base:	(2545)	(2240)	(305)

1/ Less than 0.1%.

Note: Some respondents would have liked to purchase more than one item.

Question 1b

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That

Were Not Available At Your Usual Place Of Shopping?

	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
Households Having Served Canned Fish And Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>3.0</u>	<u>5.0</u>	<u>3.1</u>
Crabmeat	0.3	0.2	1.5	0.2
Dietetic Tuna	0.2	-	-	0.3
Clams	0.2	0.2	-	0.2
Smoked Fish	0.1	0.2	-	0.1
Clam Chowder	0.1	-	0.5	0.1
Canned Whiting	0.1	-	0.5	0.1
Other	2.3	2.6	2.5	2.2
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>97.0</u>	<u>95.0</u>	<u>96.9</u>
Weighted Base:	(2545)	(540)	(204)	(1752)

Note: Some respondents would have liked to purchase more than one item.
Percentages for 49 cases representing "Unreported Employment" not shown.

Which Canned Fish Or Canned Shellfish Items

Would You Have Liked To Purchase That

Were Not Available At Your Usual Place Of Shopping?

	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Having Served Canned Fish And Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Would Have Liked To Purchase Unavailable Items	<u>3.2</u>	<u>2.8</u>	<u>6.6</u>	<u>4.6</u>	<u>2.4</u>	<u>2.2</u>	<u>2.5</u>	<u>2.0</u>	<u>2.8</u>	<u>3.9</u>	<u>2.0</u>
Crabmeat	0.3	-	1.5	0.3	-	0.3	-	0.4	0.6	-	-
Dietetic Tuna	0.2	-	-	-	0.9	-	-	-	-	1.3	-
Clams	0.2	0.6	-	0.3	0.3	0.3	-	-	-	-	-
Smoked Fish	0.1	-	0.4	-	-	0.3	0.3	-	-	-	-
Clam Chowder	0.1	0.6	-	0.3	-	0.3	-	-	-	-	-
Canned Whiting	0.1	-	-	-	-	-	-	0.4	-	-	0.4
Other	2.3	1.6	4.7	4.0	1.2	1.3	2.2	1.2	2.2	2.6	1.6
Would Not Have Liked To Purchase Unavailable Items	<u>96.8</u>	<u>97.2</u>	<u>93.4</u>	<u>95.4</u>	<u>97.6</u>	<u>97.8</u>	<u>97.5</u>	<u>98.0</u>	<u>97.2</u>	<u>96.1</u>	<u>98.0</u>
Weighted Base:	(2545)	(179)	(259)	(329)	(335)	(320)	(278)	(258)	(178)	(158)	(251)

Note: Some respondents would have liked to purchase more than one item.

Section B

Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons ?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Seasons</u>					
Spring (Incl. Lent)	17.7	23.2	19.1	13.1	14.3
Summer	14.9	19.3	11.8	13.9	15.3
Fall	3.3	1.6	2.8	6.0	1.4
Winter	17.3	14.0	20.0	22.5	7.1
Not Served More Often During Any Season	51.9	46.7	51.6	51.0	64.1
Weighted Base:	(2545)	(679)	(730)	(770)	(366)

Note: Some respondents mentioned more than one season.

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons?

	Total %	C I T Y S I Z E					
		Megalo- Politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Seasons</u>							
Spring (Incl. Lent)	17.7	22.2	20.1	22.3	10.7	12.5	11.2
Summer	14.9	23.1	16.2	17.5	12.1	3.9	8.8
Fall	3.3	1.4	2.1	3.0	5.4	5.9	3.4
Winter	17.3	12.9	15.0	12.8	23.4	25.1	22.3
Not Served More Often During Any Season	51.9	46.9	50.1	49.3	55.2	56.9	58.2
Weighted Base	(2545)	(492)	(340)	(700)	(365)	(258)	(390)

Note: Some respondents mentioned more than one season.

Section B

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

Is There Any Season During Which Your Family

Eats Canned Fish And Canned Shellfish More

Often Than During Other Seasons?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Fish Or Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Seasons</u>									
Spring (Incl.Lent)	17.7	11.6	16.1	12.4	17.5	18.6	22.9	22.1	12.8
Summer	14.9	9.4	10.6	11.7	16.6	14.8	15.0	17.4	20.0
Fall	3.3	8.7	3.2	2.6	3.4	2.9	3.2	1.7	2.6
Winter	17.3	15.9	17.4	18.1	20.0	18.3	16.3	12.2	11.1
Not Served More Often During Any Season	51.9	59.4	56.7	55.7	50.3	49.4	47.7	51.7	58.1
Weighted Base:	(2545)	(141)	(223)	(352)	(532)	(526)	(474)	(177)	(120)

Note: Some respondents mentioned more than one season.

Is There Any Season During Which Your Family

Eats Canned Fish And Canned Shellfish More

Often Than During Other Seasons?

	Total %	Number of Persons in Household					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Fish Or Shellfish Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Seasons</u>							
Spring (Incl.Lent)	17.7	16.6	16.4	15.0	21.2	19.7	18.3
Summer	14.9	12.7	15.3	14.8	15.1	14.7	15.5
Fall	3.3	1.9	3.3	3.8	3.1	2.7	3.7
Winter	17.3	14.6	19.0	17.5	16.7	15.7	16.9
Not Served More Often During Any Season	51.9	56.1	53.3	53.1	49.2	50.0	51.0
Weighted Base:	(2545)	(163)	(678)	(558)	(492)	(303)	(351)

Note: Some respondents mentioned more than one season.

Question 2b

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	% 100.0	% 100.0	% 100.0	% 100.0
<u>Seasons</u>				
Spring (Incl.Lent)	17.7	47.8	5.3	2.6
Summer	14.9	13.3	14.6	35.1
Fall	3.3	2.0	4.1	-
Winter	17.3	10.8	20.3	13.0
Not Served More Often During Any Season	51.9	34.1	59.6	51.9
Weighted Base:	(2545)	(717)	(1689)	1/ (78)

1 Relatively unstable due to the small number of cases.

Note: Some respondents mentioned more than one season,
Percentages for 61 cases representing "Other Denominations" not shown.

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	% 100.0	% 100.0	% 100.0
<u>Seasons</u>			
Spring (Incl.Lent)	17.7	18.5	11.6
Summer	14.9	14.0	21.6
Fall	3.3	3.2	3.7
Winter	17.3	17.2	17.6
Not Served More Often During Any Season	51.9	52.0	51.2
Weighted Base:	(2545)	(2240)	(305)

Note: Some respondents mentioned more than one season.

Question 2b

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons?

	EMPLOYMENT OF HOME MAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Canned Fish Or Shellfish Within Last 12 Months	% 100.0	% 100.0	% 100.0	% 100.0
<u>Seasons</u>				
Spring (Incl.Lent)	17.7	18.9	14.8	17.9
Summer	14.9	17.8	17.2	14.0
Fall	3.3	2.4	4.9	3.2
Winter	17.3	16.7	17.7	17.0
Not Served More Often During Any Season	51.9	50.2	50.2	52.6
Weighted Base:	(2545)	(540)	(204)	(1752)

Note: Some respondents mentioned more than one season.

Percentages for 49 cases representing "Unreported Employment" not shown.

Is There Any Season During Which Your Family
Eats Canned Fish And Canned Shellfish More
Often Than During Other Seasons?

	Total	A G E O F H O M E M A K E R									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Canned Fish Or Shellfish Within Last	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0
<u>Seasons</u>											
Spring (Incl.Lent)	17.7	14.0	25.1	18.5	16.5	17.1	18.5	12.9	20.8	19.2	14.2
Summer	14.9	21.8	17.8	17.6	16.8	13.7	13.4	14.1	15.7	11.5	6.5
Fall	3.3	1.7	1.9	1.5	4.5	3.2	3.6	3.9	3.4	5.1	4.0
Winter	17.3	14.5	11.6	14.9	17.7	15.9	20.7	20.7	18.0	19.2	20.2
Not Served More Often During Any Season	51.9	50.8	48.3	50.8	52.0	53.7	52.2	49.6	48.9	50.0	59.9
Weighted Base:	(2545)	(179)	(259)	(329)	(335)	(320)	(278)	(258)	(178)	(158)	(251)

Note: Some respondents mentioned more than one season.

Section B

Question 3

NATIONAL CANNED FISH AND SHELLFISH STUDY

About How Many Times Did You Serve Canned

Fish Or Shellfish During The Last Four Weeks Other

Than As Hors D'Oeuvres Or Snacks?

	<u>Total</u> %	R E G I O N S			
		<u>North-</u> <u>east</u> %	<u>North</u> <u>Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served</u> <u>Canned Fish Or Shellfish</u> <u>Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u> <u>Within Past 4 Weeks</u>					
One Time	12.3	11.6	13.9	11.7	11.8
Two Times	17.1	17.6	15.4	18.9	15.4
Three Times	9.2	8.9	8.7	9.3	10.5
Four Times	22.6	28.0	19.8	19.4	24.5
Five Or More Times	15.6	18.2	13.9	14.0	18.5
Don't Know	3.8	1.9	3.6	6.2	2.2
Did Not Serve	19.4	13.8	24.7	20.5	17.1
Weighted Base:	(2545)	(679)	(730)	(770)	(366)

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Metropo-</u> <u>litan</u> <u>Over</u> <u>500,000</u> %	<u>Metro</u> <u>Central</u> <u>50,000-</u> <u>500,000</u> %	<u>Suburban</u> <u>Metro</u> %	<u>Non-</u> <u>Metro</u> <u>2,500-</u> <u>50,000</u> %	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Farm</u> %	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Non-Farm</u> %
<u>Households Having Served</u> <u>Canned Fish Or Shellfish</u> <u>Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u> <u>Within Past 4 Weeks</u>							
One Time	12.3	11.7	12.2	12.4	12.7	13.7	11.9
Two Times	17.1	14.8	17.8	16.2	18.9	21.9	15.7
Three Times	9.2	9.5	11.0	8.6	8.5	6.6	10.8
Four Times	22.6	24.2	22.5	26.2	19.4	19.4	19.3
Five Or More Times	15.6	21.7	18.6	19.2	10.7	8.1	8.8
Don't Know	3.8	4.3	2.7	1.9	4.2	5.1	5.9
Did Not Serve	19.4	13.8	15.2	15.5	25.6	25.2	27.6
Weighted Base:	(2545)	(422)	(340)	(700)	(365)	(258)	(390)

Question 3

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

	I N C O M E								
	Total	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>									
One Time	12.3	11.7	12.0	12.1	12.3	12.6	11.7	15.4	11.0
Two Times	17.1	16.8	20.3	17.9	17.2	16.5	15.3	17.6	17.0
Three Times	9.2	10.9	6.0	11.5	8.3	8.8	10.6	9.1	6.8
Four Times	22.6	15.3	13.8	18.7	26.0	24.0	24.7	23.3	27.1
Five Or More Times	15.6	10.3	14.3	12.4	13.0	19.1	17.3	18.7	20.3
Don't Know	3.8	7.3	4.1	4.3	4.5	2.7	3.0	1.1	5.1
Did Not Serve	19.4	27.7	29.5	23.1	18.7	16.3	17.4	14.8	12.7
Weighted Base:	(2545)	(141)	(223)	(352)	(532)	(526)	(474)	(177)	(120)

About How Many Times Did You Serve Canned Fish Or Shellfish
During The Last Four Weeks
Other Than As Hors D'Oeuvres Or Snacks?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
	%	%	%	%	%	%	%
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>							
One Time	12.3	11.5	14.8	12.8	12.5	10.0	8.9
Two Times	17.1	19.9	20.0	17.1	16.4	15.1	12.7
Three Times	9.2	6.4	8.4	9.5	10.0	9.4	10.1
Four Times	22.6	13.5	19.0	22.5	24.5	28.1	26.2
Five Or More Times	15.6	11.5	10.8	15.1	19.0	18.1	21.3
Don't Know	3.8	4.5	4.3	3.4	3.5	1.9	4.6
Did Not Serve	19.4	32.7	22.7	19.6	14.1	17.4	16.2
Weighted Base:	(2545)	(163)	(678)	(558)	(492)	(303)	(351)

Question 3

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>				
One Time	12.3	10.4	13.5	9.3
Two Times	17.1	12.5	19.0	18.7
Three Times	9.2	7.8	9.8	9.3
Four Times	22.6	34.8	17.0	28.0
Five Or More Times	15.6	17.6	14.5	25.4
Don't Know	3.8	1.8	4.7	-
Did Not Serve	19.4	15.1	21.5	9.3
Weighted Base:	(2545)	(717)	(1689)	<u>1/</u> (78)

1/Relatively unstable due to the small number of cases.

Note: Percentages for 61 cases representing "Other Denominations" not shown.

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>			
One Time	12.3	12.5	10.7
Two Times	17.1	17.9	10.9
Three Times	9.2	8.8	12.0
Four Times	22.6	22.6	22.7
Five Or More Times	15.6	15.2	19.7
Don't Know	3.8	3.2	7.3
Did Not Serve	19.4	19.8	16.7
Weighted Base:	(2545)	(2240)	(305)

Section B

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 3

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

EMPLOYMENT OF HOMEMAKER

	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>				
One Time	12.3	11.4	13.8	12.3
Two Times	17.1	17.5	15.3	16.9
Three Times	9.2	9.6	10.8	8.9
Four Times	22.6	24.5	19.2	22.3
Five Or More Times	15.6	15.3	19.3	15.4
Don't Know	3.8	3.8	3.4	3.8
Did Not Serve	19.4	17.9	18.2	20.4
Weighted Base:	(2545)	(540)	(204)	(1752)

Note: Percentages for 49 cases representing "Unreported Employment" not shown.

About How Many Times Did You Serve Canned Fish
Or Shellfish During The Last Four Weeks Other
Than As Hors D'Oeuvres Or Snacks?

AGE OF HOMEMAKER

<u>Total</u>	<u>AGE OF HOMEMAKER</u>										
	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>	
%	%	%	%	%	%	%	%	%	%	%	
<u>Households Having Served Canned Fish Or Shellfish Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served Within Past 4 Weeks</u>											
One Time	12.3	11.9	13.9	11.0	12.0	9.9	13.0	11.9	9.0	13.6	17.5
Two Times	17.1	20.3	15.1	14.0	13.8	18.8	15.9	19.0	16.3	21.3	19.9
Three Times	9.2	6.8	13.6	10.4	8.7	9.6	9.1	7.9	9.0	7.7	7.8
Four Times	22.6	24.9	23.3	24.7	27.1	25.2	22.1	19.8	30.3	16.8	9.4
Five Or More Times	15.6	14.7	13.2	21.4	19.8	16.1	17.8	15.2	10.1	11.6	10.0
Don't Know	3.8	4.5	3.1	3.0	2.1	3.8	4.0	5.2	2.8	3.2	6.1
Did Not Serve	19.4	16.9	17.8	15.5	16.5	16.6	18.1	21.0	22.5	25.8	29.3
Weighted Base:	(2545)	(179)	(259)	(329)	(335)	(320)	(278)	(258)	(178)	(158)	(251)

Use of Canned Tuna

NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Four Weeks About How Often

Did You Serve Canned Tuna?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>					
One Time	20.9	20.9	23.4	21.9	14.9
Two Times	23.7	23.5	21.6	22.7	29.3
Three Times	9.2	9.2	8.0	8.9	11.9
Four Times	16.8	22.7	13.8	13.3	17.6
Five Or More Times	7.7	9.6	5.0	6.0	11.4
Don't Know	1.5	0.5	1.9	2.4	0.9
Did Not Serve	20.2	13.6	26.3	24.8	14.0
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	20.9	21.9	20.6	18.2	24.1	20.1	22.8
Two Times	23.7	24.9	28.1	22.5	26.9	18.9	19.0
Three Times	9.2	10.5	10.5	10.0	7.6	7.7	7.0
Four Times	16.8	17.2	13.7	23.0	12.1	13.6	13.0
Five Or More Times	7.7	9.2	7.5	10.9	4.5	4.2	3.9
Don't Know	1.5	1.4	1.6	0.3	1.7	1.2	3.9
Did Not Serve	20.2	14.9	18.0	15.1	23.1	34.3	30.4
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

	I N C O M E									
	Under	\$1000-	\$2000-	\$3000-	\$4000-	\$5000-	\$7000-	\$10,000		
	\$1000	1999	2999	3999	4999	6999	9999	and Over		
Total	%	%	%	%	%	%	%	%	%	
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>										
One Time	20.9	29.3	26.0	24.6	19.3	19.8	19.9	19.9	13.3	
Two Times	23.7	16.3	12.7	20.5	26.0	23.7	24.1	29.5	33.3	
Three Times	9.2	5.4	7.3	10.5	10.5	11.6	7.5	5.4	9.5	
Four Times	16.8	16.3	14.7	13.4	16.7	17.0	20.1	15.1	18.1	
Five Or More Times	7.7	4.4	4.7	4.9	8.2	6.5	9.2	10.2	15.4	
Don't Know	1.5	3.3	2.0	1.1	1.6	1.1	2.1	-	0.9	
Did Not Serve	20.2	25.0	32.6	25.0	17.7	20.3	17.1	19.9	9.5	
Weighted Base:	(2109)	1/ (92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)	

1/ Relatively unstable due to the small number of cases.

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
	%	%	%	%	%	%	%
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	20.9	29.8	25.7	19.5	20.0	15.4	16.4
Two Times	23.7	19.4	28.5	21.5	26.8	22.8	16.0
Three Times	9.2	6.5	7.9	10.0	9.8	8.9	11.3
Four Times	16.8	9.7	9.4	18.5	18.2	22.4	24.4
Five Or More Times	7.7	3.2	2.8	5.7	8.9	12.4	16.0
Don't Know	1.5	2.4	0.4	2.3	1.1	2.3	1.4
Did Not Serve	20.2	29.0	25.3	22.5	15.2	15.8	14.5
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	20.9	18.4	21.6	31.5
Two Times	23.7	26.4	22.2	28.8
Three Times	9.2	9.5	9.0	6.8
Four Times	16.8	21.5	14.5	16.4
Five Or More Times	7.7	9.7	6.8	4.2
Don't Know	1.5	1.1	1.7	1.4
Did Not Serve	20.2	13.4	24.2	10.9
Weighted Base:	(2109)	(642)	(1346)	<u>1/</u> (73)

1/ Relatively unstable due to the small number of cases.
 Note: Percentages for 48 cases representing "Other Denominations" not shown.

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Number Of Times Served</u>			
One Time	20.9	21.0	19.9
Two Times	23.7	23.7	23.1
Three Times	9.2	9.2	9.7
Four Times	16.8	16.9	16.2
Five Or More Times	7.7	7.4	10.2
Don't Know	1.5	1.5	1.4
Did Not Serve	20.2	20.3	19.5
Weighted Base:	(2109)	(1892)	(217)

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	20.9	20.9	21.2	20.9
Two Times	23.7	25.9	18.9	23.4
Three Times	9.2	7.9	12.1	9.0
Four Times	16.8	15.0	17.6	17.5
Five Or More Times	7.7	8.5	6.6	7.6
Don't Know	1.5	1.3	0.6	1.6
Did Not Serve	20.2	20.5	23.0	20.0

Weighted Base: (2109) (70) (167) (1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

During The Past Four Weeks

About How Often Did You Serve Canned Tuna

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	AGE OF HOMEMAKER									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>											
One Time	20.9	19.3	18.6	19.9	19.6	16.4	15.7	19.4	19.7	29.0	37.4
Two Times	23.7	24.0	26.4	23.7	25.2	24.9	24.6	28.6	23.1	18.5	13.2
Three Times	9.2	10.0	12.3	10.7	5.9	11.2	11.0	10.2	6.8	6.7	5.5
Four Times	16.8	19.3	19.1	16.8	21.0	19.3	18.0	11.2	18.4	14.3	7.1
Five Or More Times	7.7	6.7	9.5	11.0	12.1	6.7	8.7	5.4	2.8	4.2	2.7
Don't Know	1.5	2.7	0.9	1.4	1.0	0.7	1.7	2.4	2.0	-	2.2
Did Not Serve	20.2	18.0	13.2	16.5	15.2	20.8	19.3	22.8	27.2	26.9	31.9

Weighted Base: (2109) (150) (221) (291) (291) (270) (129) (207) (147) (120) (183)

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Tuna Do You Have On

Your Shelves At Present?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>					
One Can	20.5	20.7	16.4	22.6	23.6
Two Cans	19.4	22.1	17.4	18.4	19.6
Three Cans	8.7	10.2	10.5	5.4	8.3
Four Cans	5.0	6.0	4.5	3.2	6.8
Five Or More Cans	5.5	5.3	8.3	1.6	8.3
Don't Know	0.2	-	0.2	0.4	0.3
None	40.7	35.7	42.7	48.4	33.1
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

	Total %	C I T Y S I Z E					
		Mega- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>							
One Can	20.5	17.9	21.2	24.1	21.7	17.7	16.7
Two Cans	19.4	21.0	20.8	20.3	20.6	15.2	14.9
Three Cans	8.7	10.2	7.5	9.5	7.7	7.0	7.6
Four Cans	5.0	4.8	5.1	7.3	2.6	3.8	2.9
Five Or More Cans	5.5	6.6	6.8	6.8	2.6	3.1	4.4
Don't Know	0.2	0.5	-	-	-	0.6	0.4
None	40.7	39.0	38.6	32.0	44.8	52.6	53.1
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$1000-</u> <u>1999</u> %	<u>\$2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>									
One Can	20.5	13.5	19.8	19.5	21.7	23.7	17.4	17.9	28.7
Two Cans	19.4	16.9	11.8	16.1	16.6	19.6	23.7	26.1	22.8
Three Cans	8.7	10.1	2.2	6.9	7.7	8.7	11.5	10.2	9.9
Four Cans	5.0	-	3.7	2.7	3.6	4.7	6.0	11.5	8.9
Five Or More Cans	5.5	1.1	2.2	5.0	5.3	3.7	8.6	6.9	10.9
Don't Know	0.2	1.1	0.7	-	-	0.2	-	-	1.0
None	40.7	57.3	59.6	49.8	45.1	39.4	32.8	27.4	17.8
Weighted Base:	(2109)	1/(92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

NUMBER OF PERSONS IN HOUSEHOLD

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six or More</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>							
One can	20.5	23.7	22.0	22.6	21.1	19.5	12.6
Two Cans	19.4	15.3	22.6	16.2	20.0	20.8	18.3
Three Cans	8.7	5.9	9.2	9.0	9.5	6.6	8.8
Four Cans	5.0	-	4.9	5.7	5.8	5.8	3.8
Five Or More Cans	5.5	5.1	4.1	5.1	6.5	6.6	7.3
Don't Know	0.2	0.8	0.4	0.2	-	-	-
None	40.7	49.2	36.8	41.2	37.1	40.7	49.2
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 2a

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>				
One Can	20.5	17.5	22.5	9.9
Two Cans	19.4	23.6	16.4	29.6
Three Cans	8.7	10.7	7.3	18.3
Four Cans	5.0	5.3	4.7	5.6
Five Or More Cans	5.5	6.9	4.8	9.8
Don't Know	0.2	-	0.3	-
None	40.7	36.0	44.0	26.8
Weighted Base:	(2109)	(642)	(1346)	1/(73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>			
One Can	20.5	21.6	11.8
Two Cans	19.4	20.2	12.2
Three Cans	8.7	9.1	5.2
Four Cans	5.0	5.2	2.8
Five Or More Cans	5.5	5.7	4.3
Don't Know	0.2	0.2	0.5
None	40.7	38.0	63.2
Weighted Base:	(2109)	(1892)	(217)

Question 2a

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>				
One Can	20.5	21.0	16.7	20.7
Two Cans	19.4	23.5	18.6	18.3
Three Cans	8.7	6.6	9.0	8.8
Four Cans	5.0	4.9	1.9	5.5
Five Or More Cans	5.5	4.2	5.1	6.1
Don't Know	0.2	-	-	0.3
None	40.7	39.8	48.7	40.3
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

How Many Cans Of Tuna Do You Have

On Your Shelves At Present?

	<u>Total</u> %	AGE OF HOME MAKER									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans On Shelves At Present</u>											
One Can	20.5	18.9	25.8	22.8	21.6	15.6	15.7	18.8	22.6	19.3	24.8
Two Cans	19.4	12.1	21.0	16.7	16.0	24.2	22.9	18.8	20.4	23.7	18.9
Three Cans	8.7	4.7	6.2	9.3	12.8	6.3	5.8	13.2	10.6	11.4	5.9
Four Cans	5.0	6.1	1.0	4.6	5.3	7.0	5.8	8.1	4.9	0.9	3.6
Five Or More Cans	5.5	4.8	2.5	6.7	6.4	5.9	7.6	4.5	5.6	7.0	4.2
Don't Know	0.2	-	-	-	-	-	-	-	-	0.9	1.8
None	40.7	53.4	43.5	39.9	37.9	41.0	42.2	36.6	35.9	36.8	40.8
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Section C

Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	<u>Total</u> %	<u>R E G I O N S</u>			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	25.5	20.8	25.6	31.6	23.3
Two Cans	42.0	45.6	39.2	44.0	36.8
Three Cans	14.4	16.5	16.9	11.2	11.9
Four Cans	10.3	9.2	10.8	8.9	14.0
Five Or More Cans	7.3	7.6	6.8	3.8	13.4
Don't Know	0.5	0.3	0.7	0.5	0.6
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	<u>Total</u> %	<u>C I T Y S I Z E</u>					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	25.5	19.4	27.0	24.6	29.3	28.1	29.7
Two Cans	42.0	40.6	39.7	41.8	49.7	41.3	39.3
Three Cans	14.4	15.9	13.2	16.2	8.7	16.2	14.3
Four Cans	10.3	11.2	14.5	9.7	8.4	11.4	7.3
Five Or More Cans	7.3	12.2	5.3	7.4	3.5	3.0	8.0
Don't Know	0.5	0.7	0.3	0.3	0.4	-	1.4
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	25.5	45.6	36.3	26.8	26.8	23.4	20.6	15.8	28.6
Two Cans	42.0	26.1	40.4	43.1	43.8	42.6	44.5	45.4	29.5
Three Cans	14.4	12.0	12.3	12.3	15.4	15.5	12.9	16.4	19.0
Four Cans	10.3	7.6	5.5	11.1	7.2	12.7	12.7	11.5	8.6
Five Or More Cans	7.3	8.7	5.5	6.3	6.5	5.2	8.4	10.3	13.3
Don't Know	0.5	-	-	0.4	0.3	0.6	0.9	0.6	1.0
Weighted Base:	(2109)	1/(92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					Six or More %
		One %	Two %	Three %	Four %	Five %	
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	25.5	40.3	31.7	29.1	22.1	18.7	12.4
Two Cans	42.0	41.1	43.3	40.3	40.8	45.2	41.6
Three Cans	14.4	6.5	13.5	14.5	14.8	16.7	16.8
Four Cans	10.3	4.0	5.6	10.3	14.1	8.9	17.5
Five Or More Cans	7.3	7.3	4.7	5.6	8.0	9.7	11.7
Don't Know	0.5	0.8	1.2	0.2	0.2	0.8	-
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 2b

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

Households Having Served Canned Tuna Within Last 12 Months	Total %	RELIGION OF FAMILY		
		Catholic %	Protestant %	Jewish %
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	25.5	21.8	27.6	21.9
Two Cans	42.0	44.0	41.0	38.3
Three Cans	14.4	13.2	15.0	19.2
Four Cans	10.3	12.4	9.4	9.6
Five Or More Cans	7.3	8.0	6.5	11.0
Don't Know	0.5	0.6	0.5	-
Weighted Base:	(2109)	(642)	(1346)	1/ (73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

Households Having Served Canned Tuna Within Last 12 Months	Total %	RACE OF HOMEMAKER	
		White %	Non-White %
	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	25.5	25.7	24.1
Two Cans	42.0	42.6	36.6
Three Cans	14.4	14.4	14.8
Four Cans	10.3	10.0	13.0
Five Or More Cans	7.3	6.8	11.0
Don't Know	0.5	0.5	0.5
Weighted Base:	(2109)	(1892)	(217)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	<u>EMPLOYMENT OF HOME MAKER</u>			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	25.5	26.4	25.5	25.2
Two Cans	42.0	44.8	43.0	40.7
Three Cans	14.4	12.7	12.1	15.5
Four Cans	10.3	8.8	9.7	10.7
Five Or More Cans	7.3	6.9	8.5	7.4
Don't Know	0.5	0.4	1.2	0.5
Weighted Base:	(2109)	(1470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

How Many Cans Of Tuna Do You

Usually Purchase At One Time?

	<u>AGE OF HOME MAKER</u>										
	<u>Total</u> %	<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	25.5	24.8	31.5	20.1	15.6	23.9	21.6	23.8	34.7	29.7	42.0
Two Cans	42.0	42.3	44.2	40.3	45.5	42.2	44.9	46.6	34.0	39.8	34.8
Three Cans	14.4	11.4	9.6	13.2	17.0	15.7	13.2	18.0	13.6	17.8	14.4
Four Cans	10.3	13.4	10.0	17.4	10.8	11.2	11.5	4.8	9.5	5.9	3.3
Five Or More Cans	7.3	8.1	4.7	8.7	10.0	6.3	8.4	6.3	6.1	6.8	4.4
Don't Know	0.5	-	-	0.3	0.3	0.7	0.4	0.5	2.1	-	1.1
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Section C

Question 3

NATIONAL CANNED FISH AND SHELLFISH STUDY

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	<u>Total</u> %	<u>R E G I O N S</u>			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>					
Light	47.4	37.3	60.1	46.2	45.8
White	43.2	55.5	29.1	43.0	45.5
Don't Know	9.4	7.2	10.8	10.8	8.7
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	<u>Total</u> %	<u>C I T Y S I Z E</u>					
		<u>Mega- politan Over 500,000</u> %	<u>Metro- Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>							
Light	47.4	40.0	44.0	45.7	55.2	60.9	49.8
White	43.2	52.8	46.5	45.8	33.8	29.6	37.4
Don't Know	9.4	7.2	9.5	8.5	11.0	9.5	12.8
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 3

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Color Of Tuna Usually Bought									
Light	47.4	58.7	56.0	51.5	50.2	46.7	41.5	46.4	31.4
White	43.2	31.5	34.7	37.0	41.2	44.7	48.2	44.0	61.9
Don't Know	9.4	9.8	9.3	11.5	8.6	8.6	10.3	9.6	6.7
Weighted Base:	(2109)	$\frac{1}{2}$ /(92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

$\frac{1}{2}$ /Relatively unstable due to the small number of cases.

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Color Of Tuna Usually Bought							
Light	47.4	56.5	42.9	47.6	46.5	49.2	48.0
White	43.2	33.0	47.2	45.0	42.0	41.2	41.1
Don't Know	9.4	10.5	9.9	7.4	9.5	9.6	10.9
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 3

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>				
Light	47.4	45.2	50.1	19.2
White	43.2	47.2	39.7	75.3
Don't Know	9.4	7.6	10.2	5.5
Weighted Base:	(2109)	(642)	(1346)	<u>1/</u> (73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	<u>Total</u> %	<u>RACE OF HOMEOWNER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>			
Light	47.4	46.5	55.3
White	43.2	44.0	36.4
Don't Know	9.4	9.5	8.3
Weighted Base:	(2109)	(1892)	(217)

Question 3

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	EMPLOYMENT OF HOUSEMAKER			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>				
Light	47.4	43.4	55.1	48.2
White	43.2	48.1	35.3	42.2
Don't Know	9.4	8.5	9.6	9.6
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

Canned Tuna Comes In White And Light Meat.

What Color Do You Usually Buy?

	<u>Total</u> %	A G E O F H O M E M A K E R									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Tuna Usually Bought</u>											
Light	47.4	53.3	45.2	49.2	48.1	50.4	36.7	48.3	52.4	45.8	45.9
White	43.2	35.3	45.2	41.2	42.6	43.0	51.1	44.0	40.1	44.2	43.2
Don't Know	9.4	11.4	9.6	9.6	9.3	6.6	12.2	7.7	7.5	10.0	10.9
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Section C
Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy ?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>					
Bite Size Or Chunk	50.3	44.3	53.0	53.4	51.2
Solid	24.6	38.4	17.2	17.5	24.4
Grated Or Flaked	14.3	7.7	17.2	18.8	13.4
Don't Know, No Preference	10.8	9.6	12.6	10.3	11.0
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>							
Bite Size Or Chunk	50.3	47.1	56.7	51.6	53.4	46.7	44.3
Solid	24.6	31.9	25.4	28.4	17.2	14.8	17.7
Grated Or Flaked	14.3	10.5	8.8	9.9	16.6	31.4	22.8
Don't Know, No Preference	10.8	10.5	9.1	10.1	12.8	7.1	15.2
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$ 1000-</u> <u>1999</u> %	<u>\$ 2000-</u> <u>2999</u> %	<u>\$ 3000-</u> <u>3999</u> %	<u>\$ 4000-</u> <u>4999</u> %	<u>\$ 5000-</u> <u>6999</u> %	<u>\$ 7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>Households Having Served</u> <u>Canned Tuna Within Last</u> <u>12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna</u> <u>Usually Bought</u>									
Bite Size Or Chunk	50.3	39.1	51.4	54.4	52.8	51.6	49.0	39.8	54.3
Solid	24.6	25.0	18.0	16.7	20.1	25.0	29.1	37.4	31.4
Grated Or Flaked	14.3	23.9	21.3	18.2	15.3	11.8	12.6	10.8	4.8
Don't Know, No Preference	10.8	12.0	9.3	10.7	11.8	11.6	9.3	12.0	9.5
Weighted Base:	(2109)	1/ (92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

	NUMBER OF PERSONS IN HOUSEHOLD						
	<u>Total</u> %	<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six or</u> <u>More</u> %
<u>Households Having Served</u> <u>Canned Tuna Within Last</u> <u>12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna</u> <u>Usually Bought</u>							
Bite Size Or Chunk	50.3	47.6	48.3	51.6	50.3	47.7	55.6
Solid	24.6	29.0	25.4	25.7	26.1	22.9	18.2
Grated Or Flaked	14.3	14.5	14.0	15.1	10.7	17.6	16.0
Don't Know, No Preference	10.8	8.9	12.3	7.6	12.9	11.8	10.2
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>				
Bite Size Or Chunk	50.3	50.3	52.1	28.8
Solid	24.6	29.9	20.1	54.8
Grated Or Flaked	11.3	9.5	16.9	5.5
Don't Know, No Preference	10.8	10.3	10.9	10.9
Weighted Base:	(2109)	(642)	(1346)	1/(73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

	<u>RACE OF HOME MAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>			
Bite Size Or Chunk	50.3	49.6	56.7
Solid	24.6	25.3	18.4
Grated Or Flaked	11.3	14.1	15.7
Don't Know, No Preference	10.8	11.0	9.2
Weighted Base:	(2109)	(1892)	(217)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

EMPLOYMENT OF HOMEMAKER

	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>				
Bite Size Or Chunk	50.3	56.4	51.5	48.6
Solid	24.6	22.1	21.5	25.5
Grated Or Flaked	14.3	10.4	12.6	15.4
Don't Know, No Preference	10.8	11.1	14.4	10.5
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

There Are Various Ways In Which Tuna Is Canned.

What Kind Do You Usually Buy?

AGE OF HOMEMAKER

	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Tuna Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Canned Tuna Usually Bought</u>											
Bite Size Or Chunk	50.3	58.0	54.8	56.0	50.2	51.1	44.1	48.8	44.2	48.3	44.2
Solid	24.6	20.7	14.9	19.2	25.1	27.0	30.1	29.5	32.0	21.7	26.8
Grated Or Flaked	14.3	16.0	17.2	14.1	10.6	13.7	17.6	15.0	9.5	18.3	17.5
Don't Know, No Preference	10.8	5.3	13.1	10.7	14.1	8.2	12.2	6.7	14.3	11.7	11.5
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Canned Tuna May Be Packed In Brine Or Oil.

Which One Do You Usually Purchase ?

	<u>Total</u> %	<u>R E G I O N S</u>			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>					
Oil	91.4	88.1	92.8	93.5	91.7
Brine	6.9	10.1	5.5	4.8	6.8
Don't Know	1.7	1.8	1.7	1.7	1.5
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

Canned Tuna May Be Packed In Brine Or Oil.

Which One Do You Usually Purchase?

	<u>Total</u> %	<u>C I T Y S I Z E</u>					
		<u>Megalo- Politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>							
Oil	91.4	89.3	91.2	90.7	95.2	90.5	93.1
Brine	6.9	8.4	6.8	7.4	4.8	6.5	5.9
Don't Know	1.7	2.3	2.0	1.9	-	3.0	1.0
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5a

Canned Tuna May Be Packed In Brine Or Oil.

Which One Do You Usually Purchase?

	I N C O M E									
	Under	\$1000-	\$2000-	\$3000-	\$4000-	\$5000-	\$7000-	\$10,000		
	\$1000	1999	2999	3999	4999	6999	9999	and Over		
<u>Total</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<u>Type Of Packing Usually Purchased</u>										
Oil	91.4	91.3	92.6	90.0	92.4	90.3	92.8	87.4	95.2	
Brine	6.9	7.6	4.7	8.1	6.5	7.5	5.3	11.4	3.8	
Don't Know	1.7	1.1	2.7	1.9	1.1	2.2	1.9	1.2	1.0	
Weighted Base:	(2109)	<u>1/(92)</u>	(150)	(270)	(432)	(465)	(429)	(166)	(105)	

1/Relatively unstable due to the small number of cases.

Canned Tuna May Be Packed In Brine Or Oil.

Which One Do You Usually Purchase?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>							
Oil	91.4	89.5	91.6	91.3	93.6	90.5	89.5
Brine	6.9	9.7	6.3	6.4	5.7	7.6	8.7
Don't Know	1.7	0.8	2.1	2.3	0.7	1.9	1.8
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 5a

Canned Tuna May Be Packed In Brine Or Oil .

Which One Do You Usually Purchase?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>				
Oil	91.4	93.2	91.3	80.8
Brine	6.9	6.5	6.3	17.8
Don't Know	1.7	0.3	2.4	1.4
Weighted Base:	(2109)	(642)	(1346)	<u>1/</u> (73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

Canned Tuna May Be Packed In Brine Or Oil .

Which One Do You Usually Purchase ?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>			
Oil	91.4	91.3	92.2
Brine	6.9	6.9	6.9
Don't Know	1.7	1.8	0.9
Weighted Base:	(2109)	(1892)	(217)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5a

Canned Tuna May Be Packed In Brine Or Oil .

Which One Do You Usually Purchase?

Households Having Served Canned Tuna Within Last 12 Months	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
Type Of Packing Usually Purchased				
Oil	91.4	90.9	91.0	91.7
Brine	6.9	7.4	5.4	6.8
Don't Know	1.7	1.7	3.6	1.5
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

Canned Tuna May Be Packed In Brine Or Oil .

Which One Do You Usually Purchase?

Households Having Served Canned Tuna Within Last 12 Months	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Type Of Packing Usually Purchased											
Oil	91.4	96.0	92.7	92.4	86.3	91.5	93.5	90.8	91.8	89.2	91.8
Brine	6.9	4.0	6.8	6.9	10.3	7.4	5.2	6.8	4.8	8.3	6.0
Don't Know	1.7	-	0.5	0.7	3.4	1.1	1.3	2.4	3.4	2.5	2.2
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

NATIONAL CANNED FISH AND SHELLFISH STUDY

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil? Do You Always

Use It With The Fish, Or Does It Depend On How You Serve It?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>					
Always Pour Off	40.9	45.8	40.0	37.5	39.8
Always Use With Fish	38.7	38.0	43.1	36.5	35.8
Depends On The Dish	20.4	16.2	16.9	26.0	24.4
Weighted Base:	(1920)	(539)	(535)	(546)	(308)

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil ?

Do You Always Use It With The Fish,

Or Does It Depend On How You Serve It?

	C I T Y S I Z E						
	Total %	Mega- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>							
Always Pour Off	40.9	43.9	42.8	45.2	38.8	30.9	33.1
Always Use With Fish	38.7	35.5	37.1	35.5	42.4	50.7	41.0
Depends On The Dish	20.4	20.6	20.1	19.3	18.8	18.4	25.9
Weighted Base:	(1928)	(384)	(280)	(566)	(276)	(153)	(269)

Question 5b

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil?

Do You Always Use It With The Fish,

Or Does It Depend On How You Serve It?

Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>				
Always Pour Off	40.9	42.1	40.1	39.0
Always Use With Fish	38.7	38.6	38.5	44.1
Depends On The Dish	20.4	19.3	21.4	16.9
Weighted Base:	(1928)	(598)	(1229)	1/ (59)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 42 cases representing "Other Denominations" not shown.

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil?

Do You Always Use It With The Fish,

Or Does It Depend On How You Serve It?

Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>How Oil Is Used</u>			
Always Pour Off	40.9	41.8	32.7
Always Use With Fish	38.7	38.0	44.7
Depends On The Dish	20.4	20.2	22.6
Weighted Base:	(1928)	(1728)	(200)

Question 5b

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil ?

Do You Always Use It With The Fish ,

Or Does It Depend On How You Serve It?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>									
Always Pour Off	40.9	29.7	26.3	39.4	38.5	44.2	42.0	50.3	51.0
Always Use With Fish	38.7	53.6	46.7	43.2	42.0	37.6	37.4	25.9	19.0
Depends On The Dish	20.4	16.7	27.0	17.4	19.5	18.2	20.6	23.8	30.0
Weighted Base:	(1928)	1/(84)	(139)	(243)	(399)	(420)	(398)	(145)	(100)

1/ Relatively unstable due to the small number of cases.

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil?

Do You Always Use It With The Fish ,

Or Does It Depend On How You Serve It?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>							
Always Pour Off	40.9	47.8	42.3	43.4	41.9	38.5	30.9
Always Use With Fish	38.7	33.3	36.8	39.6	34.9	39.3	49.0
Depends On The Dish	20.4	18.9	20.9	17.0	23.2	22.2	20.1
Weighted Base:	(1928)	(111)	(491)	(430)	(413)	(237)	(246)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5b

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil?

Do You Always Use It With The Fish,

Or Does It Depend On How You Serve It?

Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>				
Always Pour Off	40.9	46.6	33.3	39.5
Always Use With Fish	38.7	34.0	42.0	40.0
Depends On The Dish	20.4	19.4	24.7	20.5
Weighted Base:	(1928)	(427)	(152)	(1314)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

When You Prepare Canned Tuna For Meals

Do You Always Pour Off The Oil?

Do You Always Use It With The Fish,

Or Does It Depend On How You Serve It?

Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed in Oil	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>											
Always Pour Off	40.9	35.0	42.2	46.6	38.3	38.2	42.5	43.1	43.3	35.8	39.8
Always Use With Fish	38.7	42.7	34.8	36.1	39.1	40.7	40.2	38.3	33.6	42.5	40.4
Depends On the Dish	20.4	22.3	23.0	17.3	22.6	21.1	17.3	18.6	23.1	21.7	19.8
Weighted Base:	(1928)	(144)	(205)	(269)	(251)	(247)	(214)	(188)	(135)	(107)	(168)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Have You Ever Tasted Tuna Canned In Brine?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0
<u>Tasted Canned Tuna In Brine</u>					
Yes	11.0	15.7	8.1	7.3	14.0
No	88.2	83.7	91.1	92.1	84.0
Don't Know	0.8	0.6	0.8	0.6	2.0
Weighted Base:	(1928)	(539)	(535)	(546)	(308)

Have You Ever Tasted Tuna Canned In Brine?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Tasted Canned Tuna In Brine</u>							
Yes	11.0	9.0	12.2	15.8	4.5	8.1	10.6
No	88.2	88.6	87.8	83.7	95.5	91.9	87.8
Don't Know	0.8	2.4	-	0.5	-	-	1.6
Weighted Base:	(1928)	(384)	(280)	(566)	(276)	(153)	(269)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5c

Have You Ever Tasted Tuna Canned In Brine?

	I N C O M E								
	Total %	Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Tasted Canned Tuna In Brine</u>									
Yes	11.0	8.5	6.1	16.0	8.3	7.9	13.8	15.5	13.3
No	88.2	91.5	93.2	82.7	90.2	91.9	85.2	83.8	86.7
Don't Know	0.8	-	0.7	1.3	1.5	0.2	1.0	0.7	-
Weighted Base:	(1928)	<u>1</u> /(84)	(139)	(243)	(399)	(420)	(398)	(145)	(100)

1/ Relatively unstable due to the small number of cases.

Have You Ever Tasted Tuna Canned In Brine?

NUMBER OF PERSONS IN HOUSEHOLD

	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Tasted Canned Tuna In Brine</u>							
Yes	11.0	6.6	12.3	7.6	12.0	10.7	14.9
No	88.2	92.5	86.9	92.4	86.0	88.9	84.3
Don't Know	0.8	0.9	0.8	-	2.0	0.4	0.8
Weighted Base:	(1928)	(111)	(491)	(430)	(413)	(237)	(246)

Question 5c

Have You Ever Tasted Tuna Canned In Brine?

	<u>RELIGION IN FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	% 100.0	% 100.0	% 100.0	% 100.0
<u>Tasted Canned Tuna In Brine</u>				
Yes	11.0	14.6	9.4	5.3
No	88.2	85.1	89.4	94.7
Don't Know	0.8	0.3	1.2	-
Weighted Base:	(1928)	(598)	(1229)	1/ (59)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 42 cases representing "Other Denominations" not shown.

Have You Ever Tasted Tuna Canned In Brine?

	<u>RACE OF HOME MAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	% 100.0	% 100.0	% 100.0
<u>Tasted Canned Tuna In Brine</u>			
Yes	11.0	10.6	14.1
No	88.2	88.6	84.9
Don't Know	0.8	0.8	1.0
Weighted Base:	(1928)	(1728)	(200)

Question 5c

Have You Ever Tasted Tuna Canned In Brine?

	EMPLOYMENT OF HOMEMAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	% 100.0	% 100.0	% 100.0	% 100.0
<u>Tasted Canned Tuna In Brine</u>				
Yes	11.0	11.8	12.1	10.4
No	88.2	87.7	86.6	88.7
Don't Know	0.8	0.5	1.3	0.9
Weighted Base:	(1928)	(427)	(152)	(134)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

Have You Ever Tasted Tuna Canned In Brine?

	<u>Total</u>	AGE OF HOMEMAKER									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
Households Having Served Canned Tuna Within Last 12 Months Who Usually Purchase Tuna Packed In Oil	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0	% 100.0
<u>Tasted Canned Tuna In Brine</u>											
Yes	11.0	7.2	9.5	11.1	12.4	12.0	14.5	12.4	13.0	4.7	8.7
No	88.2	92.1	90.0	87.0	87.6	86.3	84.5	87.1	87.0	95.3	90.1
Don't Know	0.8	0.7	0.5	1.9	-	1.7	1.0	0.5	-	-	1.2
Weighted Base:	(1928)	(144)	(205)	(269)	(251)	(247)	(214)	(188)	(135)	(107)	(168)

Section C

Question 5d

NATIONAL CANNED FISH AND SHELLFISH STUDY

If The Price Were The Same For Canned Tuna

Packed In Oil Or In Brine, Which One Would You Buy ?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0

Type Of Packing Purchased

Oil	65.9	61.4	60.1	72.5	72.8
Brine	7.1	10.7	6.0	4.9	6.4
Don't Know	27.0	27.9	33.9	22.6	20.8
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

If The Price Was The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>							
Oil	65.9	63.2	69.4	65.9	69.4	63.6	64.1
Brine	7.1	7.1	6.3	8.8	4.6	5.4	8.1
Don't Know	27.0	29.7	24.3	25.3	26.0	31.0	27.8
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Question 5d

If The Price Were The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$1000-</u> <u>1999</u> %	<u>\$2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>Households Having Served</u> <u>Canned Tuna Within Last</u> <u>12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>									
Oil	65.9	66.3	73.4	65.4	69.3	63.3	64.7	61.5	66.0
Brine	7.1	7.6	2.8	8.3	7.1	6.7	6.1	13.0	6.8
Don't Know	27.0	26.1	23.8	26.3	23.6	30.0	29.2	25.5	27.2
Weighted Base:	(2109)	1/(92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

If The Price Were The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	<u>Total</u> %	N U M B E R O F P E R S O N S I N H O U S E H O L D					
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six or</u> <u>More</u> %
<u>Households Having Served</u> <u>Canned Tuna Within Last</u> <u>12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>							
Oil	65.9	65.3	65.8	63.3	70.0	66.8	63.5
Brine	7.1	10.7	6.3	6.2	6.4	9.1	8.1
Don't Know	27.0	24.0	27.9	30.5	23.6	24.1	28.4
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 5d

If The Price Was The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>				
Oil	65.9	64.9	66.8	63.9
Brine	7.1	7.2	6.4	16.7
Don't Know	27.0	27.9	26.8	19.4
Weighted Base:	(2109)	(642)	(1346)	1/ (73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

If The Price Was The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>			
Oil	65.9	65.7	67.4
Brine	7.1	7.3	5.6
Don't Know	27.0	27.0	27.0
Weighted Base:	(2109)	(1892)	(217)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5d

If The Price Was The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	EMPLOYMENT OF HOME MAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Canned Tuna Within Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>				
Oil	65.9	66.2	62.2	66.0
Brine	7.1	7.4	8.5	7.0
Don't Know	27.0	26.4	29.3	27.0
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

If The Price Was The Same

For Canned Tuna Packed In Oil Or In Brine,

Which One Would You Buy?

	Total	AGE OF HOME MAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Canned Tuna Within Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Purchased</u>											
Oil	65.9	67.6	68.6	65.6	67.6	69.1	61.5	64.0	60.3	68.1	65.0
Brine	7.1	1.4	6.4	10.5	9.8	7.5	5.8	7.9	5.5	7.8	4.5
Don't Know	27.0	31.0	25.0	23.9	22.6	23.4	32.7	28.1	34.2	24.1	30.5
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Question 6a

In Which Of The Following Ways

Do You Usually Serve Canned Tuna?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>					
In Salads	82.4	88.2	78.8	87.0	69.9
In Sandwiches	75.0	74.1	63.9	78.2	90.2
In Casseroles	40.5	33.4	49.0	30.8	55.7
As Appetizers	8.7	10.3	7.6	5.5	12.8
Loaves	8.5	5.7	6.8	9.3	15.2
Souffles	3.8	2.8	2.6	3.8	7.4
Plain	3.6	1.1	6.8	2.2	4.8
Patties, Cakes	2.1	1.0	1.7	3.8	2.1
In Soups	1.6	0.8	1.6	1.6	3.3
All Other	8.1	6.2	8.2	6.4	14.6
Don't Know	0.1	0.3	-	-	-
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

Note: Some respondents gave more than one answer.

In Which Of The Following Ways

Do You Usually Serve Canned Tuna?

	<u>Total</u> %	CITY SIZE					
		<u>Mega- lo- politan over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
In Salads	82.4	88.1	86.9	82.6	78.3	73.8	77.7
In Sandwiches	75.0	74.7	73.1	76.1	71.0	82.7	74.6
In Casseroles	40.5	32.8	47.5	45.5	36.6	45.8	34.8
As Appetizers	8.7	15.8	10.8	7.9	4.8	3.6	4.2
Loaves	8.5	7.9	12.1	7.6	7.9	6.0	9.8
Souffles	3.8	3.5	5.6	3.9	2.4	1.8	4.5
Plain	3.6	4.0	3.3	5.3	2.1	0.6	2.8
Patties, Cakes	2.1	1.9	2.6	2.1	3.4	1.8	1.0
In Soups	1.6	1.2	2.6	1.5	0.7	2.4	2.1
All Others	8.1	5.1	15.7	7.9	5.2	8.3	8.0
Don't Know	0.1	0.5	-	-	-	-	-
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Note: Some respondents gave more than one answer.

Section C

Question 6a

NATIONAL CANNED FISH AND SHELLFISH STUDY

In Which Of the Following Ways
Do You Usually Serve Canned Tuna?

	Total	I N C O M E							
		Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
	%	%	%	%	%	%	%	%	%
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>									
In Salads	82.4	62.0	79.6	84.0	83.5	84.7	84.6	79.5	81.0
In Sandwiches	75.0	75.0	70.7	72.9	76.7	77.5	72.0	71.7	85.7
In Casseroles	40.5	26.1	22.4	35.3	43.0	40.8	41.4	54.8	54.3
As Appetizers	8.7	5.4	6.1	5.6	7.4	8.4	11.2	13.3	11.4
Loaves	8.5	8.7	9.5	8.6	7.9	7.8	9.8	7.2	9.5
Souffles	3.8	3.3	4.8	4.1	3.7	2.6	4.0	3.0	7.6
Plain	3.6	4.3	2.7	4.1	1.6	3.0	4.2	4.8	8.6
Patties, Cakes	2.1	3.3	2.0	3.7	1.2	1.9	1.4	5.4	-
In Soups	1.6	7.6	3.4	2.2	1.4	1.1	0.2	0.6	2.9
All Other	8.1	10.9	9.5	5.2	7.0	7.3	9.3	12.0	8.6
Don't Know	0.1	-	-	-	-	0.4	-	-	-
Weighted Base:	(2109)	1,192	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one answer.

In Which Of The Following Ways
Do You Usually Serve Canned Tuna?

	Total	NUMBER OF PERSONS IN HOUSEHOLD					
		One	Two	Three	Four	Five	Six or more
	%	%	%	%	%	%	%
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
In Salads	82.4	75.8	79.2	84.2	84.5	81.1	86.2
In Sandwiches	75.0	62.9	68.1	76.1	78.4	79.2	82.5
In Casseroles	40.5	26.6	41.8	38.4	44.3	39.8	42.5
As Appetizers	8.7	5.6	8.4	9.0	10.7	7.7	7.6
Loaves	8.5	5.6	9.6	6.4	9.3	9.3	9.5
Souffles	3.8	2.4	3.4	3.6	3.0	4.6	5.8
Plain	3.6	6.5	6.6	1.7	2.3	3.9	1.5
Patties, Cakes	2.1	1.6	2.8	2.1	2.5	1.2	1.5
In Soups	1.6	5.6	1.3	1.5	1.1	1.2	1.8
All Other	8.1	10.5	8.3	7.2	8.4	8.5	7.6
Don't Know	0.1	-	0.4	-	-	-	-
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Note: Some respondents gave more than one answer.

Question 6a

In Which Of The Following Ways
Do You Usually Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	Total %	RELIGION OF FAMILY		
		Catholic %	Protestant %	Jewish %
	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
In Salads	82.4	83.9	81.6	87.7
In Sandwiches	75.0	75.0	75.4	63.0
In Casseroles	40.5	42.5	40.2	28.8
As Appetizers	8.7	9.8	7.1	26.0
Loaves	8.5	9.8	7.8	5.5
Souffles	3.8	3.8	3.8	4.1
Plain	3.6	4.2	3.0	8.2
Patties, Cakes	2.1	2.0	2.0	1.4
In Soups	1.6	1.3	1.6	2.7
All Other	8.1	10.5	7.5	2.7
Don't Know	0.1	-	0.1	-
Weighted Base:	(2109)	(642)	(1346)	1/ (73)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one answer.

Percentages for 48 cases representing "Other Denominations" not shown.

In Which Of The Following Ways
Do You Usually Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	Total %	RACE OF HOMEMAKER	
		White %	Non-White %
	100.0	100.0	100.0
<u>Ways Served</u>			
In Salads	82.4	81.8	95.9
In Sandwiches	75.0	74.7	85.7
In Casseroles	40.5	42.4	26.5
As Appetizers	8.7	9.0	6.6
Loaves	8.5	8.4	10.7
Souffles	3.8	3.6	5.6
Plain	3.6	3.9	1.0
Patties, Cakes	2.1	2.1	3.1
In Soups	1.6	1.6	2.0
All Other	8.1	8.4	6.1
Don't Know	0.1	0.1	-
Weighted Base:	(2109)	(1892)	(217)

Note: Some respondents gave more than one answer.

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6a

In Which Of The Following Ways

Do You Usually Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
In Salads	82.4	85.3	80.0	81.7
In Sandwiches	75.0	75.9	76.4	74.9
In Casseroles	40.5	38.2	41.2	40.4
As Appetizers	8.7	8.5	5.5	8.8
Loaves	8.5	6.6	8.5	8.9
Souffles	3.8	3.2	5.5	3.8
Plain	3.6	1.9	6.1	3.9
Patties, Cakes	2.1	2.6	3.6	1.9
In Soups	1.6	0.6	3.0	1.8
All Other	8.1	7.5	9.1	8.4
Don't Know	0.1	-	-	0.1
Weighted Base:	(2109)	(470)	(167)	(1133)

Note: Some respondents gave more than one answer.

Percentages for 39 cases representing "Unreported Employment" not shown.

In Which Of The Following Ways

Do You Usually Serve Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	AGE OF HOMEMAKER										
	Total %	15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>											
In Salads	82.4	76.0	83.2	85.2	85.1	87.0	82.9	85.0	78.9	78.0	73.1
In Sandwiches	75.0	88.7	76.8	77.2	81.0	77.8	75.9	69.9	68.0	66.1	60.4
In Casseroles	40.5	32.0	42.7	46.2	40.8	45.2	42.5	44.2	38.8	33.9	27.5
As Appetizers	8.7	10.7	6.4	7.2	10.4	12.2	7.0	8.7	8.8	5.1	8.2
Loaves	8.5	10.0	9.5	8.6	10.4	7.0	7.9	7.3	10.2	8.5	6.0
Souffles	3.8	3.3	2.3	4.5	4.2	5.2	2.6	3.4	4.1	2.5	4.4
Plain	3.6	1.3	0.9	4.8	2.8	1.5	2.6	2.9	7.5	5.9	8.2
Patties, Cakes	2.1	1.3	2.7	3.1	1.4	1.1	0.9	1.5	3.4	3.4	3.8
In Soups	1.6	2.0	1.4	0.3	1.4	1.5	1.3	2.4	0.7	2.5	3.8
All Other	8.1	6.0	6.8	8.3	5.5	11.1	7.5	10.2	8.2	7.6	9.9
Don't Know	0.1	-	-	-	-	-	-	-	1.4	-	-
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Note: Some respondents gave more than one answer.

Section C NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6 In Which Of The Following Ways

Do You Serve Canned Tuna

Most Frequently?

Households Having Served Canned Tuna Within Last 12 Months	R E G I O N S				
	Total	North-	North	South	West
	%	east	Central	%	%
	100.0	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>					
Salads	42.1	50.2	44.7	47.6	13.4
Sandwiches	37.7	36.0	26.7	36.4	62.4
Casseroles	8.9	5.8	14.7	4.7	11.8
Plain	1.5	0.2	3.8	0.9	0.9
Balls, Patties, Cakes	0.7	0.3	0.9	0.9	0.9
Leaves	0.6	0.3	1.1	0.4	0.3
Souffles	0.4	-	0.7	0.5	0.3
Soups	0.3	0.3	0.4	-	0.3
Appetizers	0.3	0.3	0.2	0.5	-
Other	2.6	2.2	3.2	1.6	4.1
Don't Know	4.9	4.4	3.6	6.5	5.6
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

In Which Of The Following Ways

Do You Serve Canned Tuna Most Frequently?

Households Having Served Canned Tuna Within Last 12 Months	C I T Y S I Z E						
	Total	Mega-	Metro	Suburban	Non-	Non-	Non-
	%	politan Over 50,000	Central 50,000- 500,000	Metro	Metro 2,500- 50,000	Metro Rural Farm	Metro Rural Non-Farm
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>							
Salads	42.1	54.2	44.1	40.7	44.6	25.8	32.0
Sandwiches	37.7	32.2	30.9	39.9	33.5	50.9	44.8
Casseroles	8.9	5.9	9.0	10.1	10.8	9.8	8.2
Plain	1.5	2.1	1.0	2.2	1.1	0.6	0.4
Balls, Patties, Cakes	0.7	0.2	1.0	0.8	0.7	1.2	0.7
Leaves	0.6	0.2	0.7	0.3	1.1	0.6	1.1
Souffles	0.4	0.7	0.4	0.5	0.4	-	-
Soups	0.3	0.2	-	0.3	0.4	-	0.4
Appetizers	0.3	0.7	0.7	0.2	-	-	-
Other	2.6	1.7	4.9	1.5	2.6	4.3	3.1
Don't Know	4.9	1.9	7.3	3.5	4.8	6.8	9.3
Weighted Base:	(2109)	(430)	(387)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6b

In Which Of The Following Ways

Do You Serve Canned Tuna Most Frequently?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>									
Salads	42.1	26.4	40.0	47.9	43.5	42.7	41.7	45.6	32.4
Sandwiches	37.7	46.1	40.0	36.9	37.6	36.0	39.3	30.0	43.1
Casseroles	8.9	7.7	7.2	4.9	8.5	10.1	9.1	13.1	10.8
Plain	1.5	3.3	1.4	1.9	0.7	1.1	1.7	1.9	2.0
Balls, Patties, Cakes	0.7	2.2	-	1.5	0.5	0.4	0.5	1.9	-
Loaves	0.6	1.1	-	0.4	1.0	0.9	0.2	0.6	-
Souffles	0.4	1.1	0.7	0.4	0.2	0.7	-	-	1.0
Soups	0.3	1.1	0.7	0.4	-	0.4	-	-	-
Appetizers	0.3	2.2	-	-	0.2	0.2	0.5	-	-
Other	2.6	7.7	5.0	1.5	1.7	2.3	2.4	3.1	2.9
Don't Know	4.9	1.1	5.0	4.2	6.1	5.2	4.6	3.8	7.8
Weighted Base:	(2109)	1/2(92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

In Which Of The Following Ways

Do You Serve Canned Tuna Most Frequently?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Tuna Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>							
Salads	42.1	38.8	45.0	45.2	42.1	36.8	37.3
Sandwiches	37.7	37.0	30.3	36.1	39.8	47.4	43.4
Casseroles	8.9	6.0	9.8	9.5	9.8	5.3	9.4
Plain	1.5	5.2	2.9	0.6	0.2	1.6	0.4
Balls, Patties, Cakes	0.7	0.8	0.5	0.9	1.2	0.4	0.4
Loaves	0.6	-	0.5	0.2	1.0	0.8	0.8
Souffles	0.4	0.9	0.4	0.4	-	0.4	0.8
Soups	0.3	0.9	0.4	0.2	-	-	0.4
Appetizers	0.3	0.9	0.4	0.2	0.2	0.4	-
Other	2.6	5.2	2.9	2.4	2.4	1.6	2.6
Don't Know	4.9	4.3	6.9	4.3	3.3	5.3	4.5
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 6b

In Which Of The Following Ways
Do You Serve Canned Tuna Most Frequently?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
Households Having Served Canned Tuna Within The Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>				
Salads	42.1	44.1	41.1	47.9
Sandwiches	37.7	34.5	39.1	32.9
Casseroles	8.9	9.6	8.8	8.2
Plain	1.5	2.0	1.2	4.1
Balls, Patties, Cakes	0.7	0.6	0.7	1.4
Loaves	0.6	0.6	0.6	-
Souffles	0.4	0.3	0.5	-
Soups	0.3	0.2	0.2	1.4
Appetizers	0.3	0.5	0.1	1.4
Other	2.6	3.9	2.2	-
Don't Know	4.9	3.7	5.5	2.7
Weighted Base:	(2109)	(642)	(1346)	1/(73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

In Which Of The Following Ways
Do You Serve Canned Tuna Most Frequently?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
Households Having Served Canned Tuna Within Last 12 Months	%	%	%
	100.0	100.0	100.0
<u>Way Served Most Frequently</u>			
Salads	42.1	40.0	60.7
Sandwiches	37.7	38.9	27.8
Casseroles	8.9	9.8	1.0
Plain	1.5	1.6	0.5
Balls, Patties, Cakes	0.7	0.7	1.4
Loaves	0.6	0.5	0.5
Souffles	0.4	0.4	-
Soups	0.3	0.3	-
Appetizers	0.3	0.3	0.5
Other	2.6	2.6	2.4
Don't Know	4.9	4.9	5.2
Weighted Base:	(2109)	(1892)	(217)

Households Having Served Canned Tuna Within Last 12 Months	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>				
Salads	42.1	46.3	43.9	40.5
Sandwiches	37.7	38.5	35.0	38.2
Casseroles	8.9	8.4	7.0	9.1
Plain	1.5	1.3	2.6	1.4
Balls, Patties, Cakes	0.7	0.7	1.3	0.7
Loaves	0.6	-	-	0.9
Souffles	0.4	0.4	1.3	0.3
Soups	0.3	0.2	0.6	0.2
Appetizers	0.3	0.4	-	0.3
Other	2.6	1.3	2.6	3.1
Don't Know	4.9	2.5	5.7	5.3
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

In Which Of The Following Ways
Do You Serve Canned Tuna Most Frequently?

Households Having Served Canned Tuna Within Last 12 Months	Total %	AGE OF HOME MAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Way Served Most Frequently</u>											
Salads	42.1	26.6	43.5	39.0	42.2	44.0	40.3	48.5	48.6	48.6	40.4
Sandwiches	37.7	52.8	39.4	41.5	43.0	34.0	43.0	30.7	27.1	27.4	30.7
Casseroles	8.9	8.4	9.7	10.5	7.2	10.4	6.3	8.4	9.0	12.4	7.4
Plain	1.5	1.4	0.5	0.7	0.7	-	1.4	1.0	4.9	1.8	5.1
Balls, Patties, Cakes	0.7	1.4	-	0.4	1.1	0.8	-	1.0	0.7	1.8	1.1
Loaves	0.6	-	0.5	0.7	0.4	0.4	0.5	1.0	0.7	0.9	1.1
Souffles	0.4	-	0.5	-	0.4	-	0.5	1.0	-	0.9	1.1
Soups	0.3	-	-	-	0.4	-	0.5	0.5	0.7	0.9	-
Appetizers	0.3	-	-	-	0.4	-	0.5	-	0.7	-	1.7
Other	2.6	2.1	2.3	1.8	2.1	1.5	3.5	2.5	2.1	1.8	6.8
Don't Know	4.9	6.3	3.6	5.4	2.1	8.9	3.5	5.4	5.5	3.5	4.6
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Question 7

Why Do You Serve Canned

Tuna In Your Home?

	Total %	REGIONS			
		North- east %	North Central %	South %	West %
Households Having Served Tuna Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>					
Like It	69.4	65.9	66.6	74.2	72.4
Easy, Quick, Convenient, Etc.	48.2	44.3	40.4	59.6	48.9
Friday Food	18.4	24.2	19.5	12.6	15.6
Economy	15.1	12.3	9.5	20.5	20.1
Health Food	14.6	10.9	13.5	20.7	12.6
Variety, For Change, Serve Either Hot Or Cold	3.0	0.8	7.0	1.2	3.0
Small Cans	0.1	-	0.4	-	-
Other	0.6	-	0.7	1.1	0.9
Don't Know	0.4	0.5	0.4	0.4	0.3
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

Note: Some respondents gave more than one reason.

Why Do You Serve Canned Tuna

In Your Home?

	Total %	CITY SIZE					
		Megalopolitan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Having Served Tuna Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Like It	69.4	65.3	68.3	66.6	73.2	70.7	78.4
Easy, Quick, Convenient, Etc.	48.2	48.4	42.9	45.4	54.0	44.3	56.0
Friday Food	18.4	23.0	21.5	21.8	13.9	9.0	10.6
Economy	15.1	14.1	18.2	14.2	18.5	16.8	10.6
Health Food	14.6	13.8	17.5	12.9	16.4	9.6	17.4
Variety, For Change, Serve Either Hot Or Cold	3.0	4.7	2.0	2.4	3.1	2.4	1.8
Small Cans	0.1	-	-	0.3	-	-	-
Other	0.6	0.5	1.7	0.5	0.3	0.6	0.4
Don't Know	0.4	0.7	0.7	0.2	-	1.2	-
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Note: Some respondents gave more than one reason.

Question 7

Why Do You Serve Canned Tuna

In Your Home?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Tuna Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>									
Like It	69.4	62.9	68.3	74.7	67.9	66.2	73.4	64.6	74.8
Easy, Quick, Convenient, Etc.	48.2	57.3	44.4	48.7	50.2	43.6	47.5	52.4	52.4
Friday Food	18.4	16.9	12.0	9.8	17.4	20.6	22.1	20.1	26.2
Economy	15.1	22.5	16.2	15.1	17.4	12.4	15.1	14.6	9.7
Health Food	14.6	15.7	14.1	15.5	11.4	16.1	14.6	14.0	19.4
Variety, For Change, Serve Either Hot Or Cold	3.0	3.4	2.1	2.3	4.4	3.0	2.8	3.0	-
Small Cans	0.1	-	-	-	-	-	0.2	0.6	-
Other	0.6	-	1.4	0.4	-	1.1	0.5	-	2.9
Don't Know	0.4	-	1.4	0.4	0.2	0.4	0.2	-	1.0
Weighted Base:	(2109)	1/92	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Why Do You Serve Canned Tuna

In Your Home?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Tuna Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Like It	69.4	56.4	65.9	72.4	70.6	70.9	73.3
Easy, Quick, Convenient, Etc.	48.2	47.9	51.3	47.6	45.8	45.7	49.5
Friday Food	18.4	19.7	16.3	15.6	18.5	20.5	24.5
Economy	15.1	19.7	12.7	15.4	11.8	16.9	20.5
Health Food	14.6	23.9	10.4	15.2	13.4	16.9	17.2
Variety, For Change, Serve Either Hot Or Cold	3.0	2.6	3.0	4.5	3.0	3.1	0.4
Small Cans	0.1	-	0.2	-	0.2	-	-
Other	0.6	-	1.1	0.9	0.2	-	0.7
Don't Know	0.4	-	0.9	0.4	-	0.4	-
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Note: Some respondents gave more than one reason.

Question 7

Why Do You Serve Canned Tuna

In Your Home?

	RELIGION OF FAMILY			
	Total	Catholic	Protestant	Jewish
	%	%	%	%
<u>Households Having Served Canned Tuna Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Like It	69.4	62.3	73.0	67.1
Easy, Quick, Convenient, Etc.	43.2	37.0	52.6	64.4
Friday Food	18.4	53.1	2.4	-
Economy	15.1	14.1	15.7	12.3
Health Food	14.6	12.7	15.3	12.3
Variety, For Change, Serve Either Hot Or Cold	3.0	2.0	3.6	1.4
Small Cans	0.1	0.3	-	-
Other	0.6	0.5	0.8	-
Don't Know	0.4	0.3	0.5	-
Weighted Base:	(2109)	(642)	(1346)	<u>1/</u> (73)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Percentages for 48 cases representing "Other Denominations" not shown.

Why Do You Serve Canned Tuna

In Your Home?

	RACE OF HOMEMAKER		
	Total	White	Non-White
	%	%	%
<u>Households Having Served Canned Tuna Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Reasons</u>			
Like It	69.4	68.9	73.5
Easy, Quick, Convenient, Etc.	43.2	48.0	50.2
Friday Food	18.4	19.2	11.2
Economy	15.1	14.8	17.7
Health Food	14.6	14.1	18.6
Variety, For Change, Serve Either Hot Or Cold	3.0	3.1	2.3
Small Cans	0.1	0.1	-
Other	0.6	0.7	-
Don't Know	0.4	0.4	0.5
Weighted Base:	(2109)	(1892)	(217)

Note: Some respondents gave more than one reason.

Question 7

Why Do You Serve Canned Tuna

In Your Home?

	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	No. Employed %
Households Having Served Canned Tuna Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Like It	69.4	73.9	67.7	68.1
Easy, Quick, Convenient, Etc.	48.2	55.1	50.6	45.9
Friday Food	18.4	15.1	10.4	20.5
Economy	15.1	13.0	22.0	14.9
Health Food	14.6	12.5	15.2	14.7
Variety, For Change, Serve Either Hot Or Cold	3.0	2.4	0.6	3.5
Small Cans	0.1	-	-	0.2
Other	0.6	0.2	0.6	0.8
Don't Know	0.4	-	-	0.6
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Some respondents gave more than one reason.

Percentages for 39 cases representing "Unreported Employment" not shown.

Why Do You Serve Canned Tuna In Your Home?

	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Having Served Canned Tuna Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>											
Like It	69.4	74.0	71.7	63.7	73.3	76.3	70.0	68.1	66.4	67.5	59.2
Easy, Quick, Convenient, Etc.	48.2	48.7	47.5	52.8	43.7	51.9	48.0	44.6	46.6	44.4	51.1
Friday Food	18.4	16.7	23.7	15.5	19.4	15.6	21.6	18.6	20.5	16.2	15.5
Economy	15.1	18.0	15.1	14.4	12.5	18.9	12.3	15.2	17.8	11.4	15.5
Health Food	14.6	18.0	12.8	13.4	16.3	18.5	16.3	10.8	12.3	15.4	10.3
Variety, For Change, Serve Either Hot Or Cold	3.0	2.7	2.7	2.1	0.7	0.7	4.4	4.9	5.5	3.4	5.7
Small Cans	0.1	-	-	-	0.3	-	-	-	-	-	0.6
Other	0.6	1.3	-	-	0.3	0.4	2.2	0.5	1.4	-	0.6
Don't Know	0.4	-	-	-	-	0.4	-	-	2.1	1.7	1.1
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(20)	(183)

Note: Some respondents gave more than one reason.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Usually Look Or Ask For A

Particular Brand When Buying Canned Tuna?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	58.5	64.4	54.7	65.8	61.7
Do Not Look For A Particular Brand	41.5	35.6	45.3	34.2	38.3
Weighted Base:	(2109)	(612)	(577)	(584)	(336)

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Tuna?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	
Look For A Particular Brand	58.5	61.7	60.1	64.7	56.5	47.2	
Do Not Look For A Particular Brand	41.5	38.3	39.9	35.3	43.5	52.8	
Weighted Base:	(2109)	(430)	(307)	(624)	(290)	(169)	(289)

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 8

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Tuna?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	58.5	34.8	49.3	47.6	60.1	62.3	63.7	64.5	67.0
Do Not Look For A Particular Brand	41.5	65.2	50.7	52.4	39.9	37.7	36.3	35.5	33.0
Weighted Base:	(2109)	1/ (92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)

1/ Relatively unstable due to the small number of cases.

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Tuna?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	58.5	48.3	61.1	55.3	62.0	57.4	59.2
Do Not Look For A Particular Brand	41.5	51.7	38.9	44.7	38.0	42.6	40.8
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Question 8

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Tuna?

	RELIGION OF FAMILY			
	Total	Catholic	Protestant	Jewish
Households Having Served Canned Tuna Within The Last 12 Months	% 100.0	% 100.0	% 100.0	% 100.0
Look For A Particular Brand	58.5	62.5	56.7	63.0
Do Not Look For A Particular Brand	41.5	37.5	43.3	37.0
Weighted Base:	(2109)	(642)	(1346)	<u>1</u> / (73)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 48 cases representing "Other Denominations" not shown.

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Tuna?

	RACE OF HOMEMAKER		
	Total	White	Non-White
Households Having Served Canned Tuna Within Last 12 Months	% 100.0	% 100.0	% 100.0
Look For A Particular Brand	58.5	59.5	50.0
Do Not Look For A Particular Brand	41.5	40.5	50.0
Weighted Base:	(2109)	(1892)	(217)

Section C
Question 8

NATIONAL CANNED FISH AND SHELLFISH STUDY
Do You Usually Look Or Ask For A Particular Brand
When Buying Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
	100.0	100.0	100.0	100.0
Look For A Particular Brand	58.5	60.8	56.1	57.7
Do Not Look For A Particular Brand	41.5	39.2	43.9	42.3
Weighted Base:	(2109)	(470)	(167)	(1433)

Note: Percentages for 39 cases representing "Unreported Employment" not shown.

Do You Usually Look Or Ask For A Particular Brand
When Buying Canned Tuna?

Households Having Served Canned Tuna Within Last 12 Months	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	58.5	57.7	57.3	65.7	59.0	58.2	60.0	63.4	62.8	53.0	41.8
Do Not Look For A Particular Brand	41.5	42.3	42.7	34.3	41.0	41.8	40.0	36.6	37.2	47.0	58.2
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Within The Past Twelve Months Did You Buy

Any Prepared Ready-To-Serve Tuna Items?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>					
<u>Tuna And Noodle</u>					
Purchased	7.8	6.0	8.9	7.6	9.4
Not Purchased	92.2	94.0	91.1	92.4	90.6
<u>Creamed Tuna</u>					
Purchased	4.3	2.8	4.7	5.5	4.2
Not Purchased	95.7	97.2	95.3	94.5	95.8
<u>Other Tuna Products</u>					
Purchased	0.7	1.3	0.5	0.5	0.3
Not Purchased	99.3	98.7	99.5	99.5	99.7
 Weighted Base:	 (2109)	 (612)	 (577)	 (584)	 (336)

Note: Some respondents purchased more than one type of tuna.

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>							
<u>Tuna And Noodle</u>							
Purchased	7.8	8.4	7.6	7.5	11.6	6.5	4.6
Not Purchased	92.2	91.6	92.4	92.5	88.4	93.5	95.4
<u>Creamed Tuna</u>							
Purchased	4.3	2.8	7.9	3.7	5.4	3.0	3.6
Not Purchased	95.7	97.2	92.1	96.3	94.6	97.0	96.4
<u>Other Tuna Products</u>							
Purchased	0.7	0.5	0.3	1.8	0.4	-	-
Not Purchased	99.3	99.5	99.7	98.2	99.6	100.0	100.0
 Weighted Base:	 (2109)	 (430)	 (307)	 (624)	 (290)	 (169)	 (289)

Note: Some respondents purchased more than one type of tuna.

Section C

Question 9

NATIONAL CANNED FISH AND SHELLFISH STUDY

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>									
<u>Tuna And Noodle</u>									
Purchased	7.8	6.6	1.4	3.8	10.7	8.6	7.0	12.7	7.8
Not Purchased	92.2	93.4	98.6	96.2	89.3	91.4	93.0	87.3	92.2
<u>Creamed Tuna</u>									
Purchased	4.3	4.4	4.2	3.0	4.3	5.1	4.5	5.4	1.9
Not Purchased	95.7	95.6	95.8	97.0	95.7	94.9	95.5	94.6	98.1
<u>Other Tuna Products</u>									
Purchased	0.7	-	-	-	0.7	0.9	1.2	1.8	-
Not Purchased	99.3	100.0	100.0	100.0	99.3	99.1	98.8	98.2	100.0
Weighted Base:	(2109) ^{1/} (92)	(150)	(270)	(432)	(465)	(429)	(166)	(105)	

^{1/} Relatively unstable due to the small number of cases.

Note: Some respondents purchased more than one type of tuna.

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>							
<u>Tuna And Noodle</u>							
Purchased	7.8	6.7	8.5	5.9	7.1	11.4	7.7
Not Purchased	92.2	93.3	91.5	94.1	92.9	88.6	92.3
<u>Creamed Tuna</u>							
Purchased	4.3	4.2	4.2	3.5	5.3	3.1	5.5
Not Purchased	95.7	95.8	95.8	96.5	94.7	96.9	94.5
<u>Other Tuna Products</u>							
Purchased	0.7	-	0.8	0.7	1.2	0.4	0.7
Not Purchased	99.3	100.0	99.2	99.3	98.8	99.6	99.3
Weighted Base:	(2109)	(124)	(536)	(471)	(441)	(262)	(275)

Note: Some respondents purchased more than one type of tuna.

Question 9

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

	RELIGION OF FAMILY			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>				
<u>Tuna And Noodle</u>				
Purchased	7.8	11.4	6.2	1.4
Not Purchased	92.2	88.6	93.8	98.6
<u>Creamed Tuna</u>				
Purchased	4.3	4.1	4.6	-
Not Purchased	95.7	95.9	95.4	100.0
<u>Other Tuna Products</u>				
Purchased	0.7	1.3	0.3	4.1
Not Purchased	99.3	98.7	99.7	95.9
Weighted Base:	(2109)	(642)	(1346)	1/ (73)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents purchased more than one type of tuna.
 Percentages for 48 cases representing "Other Denominations" not shown.

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

	RACE OF HOMEOWNER		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Tuna Within Last 12 Months</u>	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>			
<u>Tuna And Noodle</u>			
Purchased	7.8	8.1	4.7
Not Purchased	92.2	91.9	95.3
<u>Creamed Tuna</u>			
Purchased	4.3	4.2	5.6
Not Purchased	95.7	95.8	94.4
<u>Other Tuna Products</u>			
Purchased	0.7	0.8	0.5
Not Purchased	99.3	99.2	99.5
Weighted Base:	(2109)	(1892)	(217)

Note: Some respondents purchased more than one type of tuna.

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

Households Having Served Canned Tuna Within Last 12 Months	EMPLOYMENT OF HOME MAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>				
<u>Tuna And Noodle</u>				
Purchased	7.8	7.8	7.4	8.0
Not Purchased	92.2	92.2	92.6	92.0
<u>Creamed Tuna</u>				
Purchased	4.3	3.3	6.8	4.5
Not Purchased	95.7	96.7	93.2	95.5
<u>Other Tuna Products</u>				
Purchased	0.7	0.2	0.6	0.9
Not Purchased	99.3	99.8	99.4	99.1
Weighted Base:	(2109)	(470)	(167)	(1433)

Note : Some respondents purchased more than one type of tuna.

Percentages for 39 cases representing "Unreported Employment" not shown.

Within The Past Twelve Months Did You Buy Any

Prepared Ready-To-Serve Tuna Items?

Households Having Served Canned Tuna Within Last 12 Months	Total %	AGE OF HOME MAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Tuna Purchased</u>											
<u>Tuna And Noodle</u>											
Purchased	7.8	11.0	8.7	8.1	8.0	7.8	9.4	6.4	5.5	6.8	5.1
Not Purchased	92.2	89.0	91.3	91.9	92.0	92.2	90.6	93.6	94.5	93.2	94.9
<u>Creamed Tuna</u>											
Purchased	4.3	6.8	3.2	3.5	5.6	5.2	4.5	2.0	4.8	3.4	4.0
Not Purchased	95.7	93.2	96.8	96.5	94.4	94.8	95.5	98.0	95.2	96.6	96.0
<u>Other Tuna Products</u>											
Purchased	0.7	1.4	1.4	1.1	1.0	-	0.9	-	1.4	-	-
Not Purchased	99.3	98.6	98.6	98.9	99.0	100.0	99.1	100.0	98.6	100.0	100.0
Weighted Base:	(2109)	(150)	(221)	(291)	(291)	(270)	(229)	(207)	(147)	(120)	(183)

Note: Some respondents purchased more than one type of tuna.

Section D
Question 1

Use of Canned Salmon

NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Four Weeks About How
Often Did You Serve Canned Salmon?

	R E G I O N S				
	Total %	North- east %	North- Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>					
One Time	28.1	29.2	27.8	29.0	24.5
Two Times	20.5	14.1	20.3	18.8	19.0
Three Times	5.0	4.8	3.1	6.6	5.9
Four Times	6.6	6.7	6.5	7.6	4.6
Five Or More Times	1.8	2.0	1.9	2.0	0.4
Don't Know	1.5	0.9	1.6	2.1	0.4
Did Not Serve	36.5	32.3	38.8	33.9	45.2
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

During The Past Four Weeks About How
Often Did You Serve Canned Salmon?

	C I T Y S I Z E						
	Total %	Megalopolitan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	28.1	25.4	32.4	28.5	25.9	27.1	29.3
Two Times	20.5	22.3	18.7	15.9	22.2	24.9	22.2
Three Times	5.0	6.0	5.5	5.8	3.8	5.0	3.8
Four Times	6.6	6.9	6.0	7.2	5.1	5.9	7.1
Five Or More Times	1.8	4.0	1.6	1.4	0.7	0.9	1.8
Don't Know	1.5	1.6	0.8	1.3	1.0	.8	2.0
Did Not Serve	36.5	33.8	34.0	39.9	41.3	34.4	33.4
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(124)	(341)

Question 1

During The Past Four Weeks About How

Often Did You Serve Canned Salmon?

	I N C O M E								
	Total	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>									
One Time	28.1	22.9	18.3	22.9	31.3	31.4	28.1	33.3	33.3
Two Times	20.5	21.0	22.8	19.6	22.9	20.3	18.8	15.1	23.5
Three Times	5.0	5.7	5.7	5.5	4.6	5.4	5.7	2.3	2.5
Four Times	6.6	5.7	8.6	10.3	4.9	5.1	6.2	9.1	4.9
Five Or More Times	1.8	1.9	2.3	2.6	2.5	0.8	1.7	0.8	1.2
Don't Know	1.5	3.8	0.6	1.5	1.5	0.8	1.4	1.5	3.7
Did Not Serve	36.5	39.0	41.7	37.6	32.3	36.2	38.1	37.9	30.9
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133) ^{1/}	(81)

^{1/} Relatively unstable due to the small number of cases.

During The Past Four Weeks About How

Often Did You Serve Canned Salmon?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	28.1	22.7	30.0	24.4	29.4	29.6	28.8
Two Times	20.5	17.9	15.8	23.3	20.5	23.3	23.6
Three Times	5.0	1.9	5.6	5.0	2.9	5.7	7.3
Four Times	6.6	4.7	5.2	6.7	6.6	10.1	7.0
Five Or More Times	1.8	1.9	2.6	1.0	1.1	0.9	3.1
Don't Know	1.5	4.7	1.0	1.8	1.3	1.8	0.7
Did Not Serve	36.5	46.2	39.8	37.8	38.2	28.6	29.5
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Section D
Question 1

NATIONAL CANNED FISH AND SHELLFISH STUDY
During The Past Four Weeks About How
Often Did You Serve Canned Salmon?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	28.1	30.1	27.4	25.8
Two Times	20.5	23.2	19.6	24.2
Three Times	5.0	4.3	5.1	9.7
Four Times	6.6	4.7	6.9	16.1
Five Or More Times	1.8	1.2	2.0	3.2
Don't Know	1.5	0.6	1.8	-
Did Not Serve	36.5	35.9	37.2	21.0
Weighted Base:	(1907)	(490)	(1316)	1/ (62)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

During The Past Four Weeks About How
Often Did You Serve Canned Salmon?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non White</u>
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Number Of Times Served</u>			
One Time	28.1	28.7	24.1
Two Times	20.5	20.5	20.2
Three Times	5.0	4.6	7.4
Four Times	6.6	5.9	11.3
Five Or More Times	1.8	1.2	6.2
Don't Know	1.5	1.5	1.6
Did Not Serve	36.5	37.6	29.2
Weighted Base:	(1907)	(1649)	(258)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks About How

Often Did You Serve Canned Salmon?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
	%	%	%	%
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	28.1	29.1	27.7	27.8
Two Times	20.5	20.4	19.3	20.8
Three Times	5.0	5.1	4.2	5.0
Four Times	6.6	5.9	6.6	6.7
Five Or More Times	1.8	1.6	3.6	1.8
Don't Know	1.5	1.2	0.6	1.6
Did Not Serve	36.5	36.7	38.0	36.3
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

During The Past Four Weeks About How

Often Did You Serve Canned Salmon?

	Total	AGE OF HOME MAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>											
One Time	28.1	23.4	25.3	34.0	31.4	25.9	31.7	26.7	24.5	30.3	23.6
Two Times	20.5	22.6	20.8	19.2	19.9	23.5	22.1	17.5	23.7	14.3	20.4
Three Times	5.0	3.2	3.4	3.8	5.6	5.3	6.3	5.8	4.3	6.7	5.2
Four Times	6.6	6.5	5.1	8.5	5.6	7.7	4.8	8.7	10.8	4.2	4.2
Five Or More Times	1.8	2.4	0.5	3.0	2.0	0.8	1.5	2.9	2.9	0.8	1.0
Don't Know	1.5	0.8	0.5	0.9	0.8	1.6	1.9	1.5	0.7	2.5	3.7
Did Not Serve	36.5	41.1	44.4	30.6	34.7	35.2	31.7	36.9	33.1	41.2	41.9
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>					
One Can	18.5	21.1	19.0	17.0	15.9
Two Cans	7.7	7.0	9.0	6.1	9.4
Three Cans	1.4	1.2	1.5	1.5	1.3
Four Cans	0.5	0.2	0.7	0.3	0.9
Five Or More Cans	1.0	1.2	0.9	0.5	2.1
None	70.9	69.3	68.9	74.6	70.4
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	C I T Y S I Z E					
		Megalopolitan Over 500,000 %	Metro Central 50,000 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>							
One Can	18.5	15.1	15.2	21.3	19.6	19.9	18.5
Two Cans	7.7	11.2	6.8	7.2	5.7	9.5	5.9
Three Cans	1.4	0.6	2.0	1.8	1.8	1.8	0.6
Four Cans	0.5	1.0	1.2	0.2	-	-	0.6
Five Or More Cans	1.0	0.9	1.6	1.1	0.7	0.9	0.6
None	70.9	71.2	73.2	68.4	72.2	67.9	73.8
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Question 2a

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>									
One Can	18.5	10.0	17.2	12.8	20.5	18.6	20.1	23.1	26.6
Two Cans	7.7	3.0	6.5	7.5	7.8	7.7	7.7	10.0	11.4
Three Cans	1.4	1.0	0.6	2.2	0.8	0.3	2.0	3.0	3.8
Four Cans	0.5	-	-	0.4	0.5	-	0.6	0.8	3.8
Five Or More Cans	1.0	-	1.2	0.4	0.2	1.3	0.6	2.3	5.1
None	70.9	86.0	74.5	76.7	70.2	72.1	69.0	60.8	49.3
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	1/(81)

1/ Relatively unstable due to the small number of cases.

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>							
One Can	18.5	4.9	16.9	21.3	19.4	20.0	19.8
Two Cans	7.7	5.8	8.1	6.6	6.5	10.8	8.1
Three Cans	1.4	-	1.2	2.0	1.1	0.5	2.5
Four Cans	0.5	-	-	0.5	1.1	0.5	0.7
Five Or More Cans	1.0	0.9	0.4	1.5	0.5	0.5	2.1
None	70.9	88.4	73.4	68.1	71.4	67.7	66.8
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Question 2a

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
Households Having Served Canned Salmon Within <u>Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>				
One Can	18.5	18.2	19.0	11.6
Two Cans	7.7	8.2	7.3	11.6
Three Cans	1.4	0.9	1.5	1.7
Four Cans	0.5	0.4	0.5	1.7
Five Or More Cans	1.0	1.7	0.7	1.7
None	70.9	70.6	71.2	71.7
Weighted Base:	(1907)	(490)	(1316)	$\frac{1}{2}$ (62)

 $\frac{1}{2}$ / Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

How Many One Pound Tall Cans Of Salmon

Do You Have On Your Shelves At Present?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non White</u>
Households Having Served Canned Salmon Within <u>Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>			
One Can	18.5	19.5	11.8
Two Cans	7.7	7.7	7.4
Three Cans	1.4	1.4	1.2
Four Cans	0.5	0.3	1.6
Five Or More Cans	1.0	1.1	0.8
None	70.9	70.0	77.2
Weighted Base:	(1907)	(1649)	(258)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

How Many One Pound Tall Cans Of Salmon
Do You Have On Your Shelves At Present?

	<u>EMPLOYMENT OF HOME MAKER</u>			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
Households Having Served Canned Salmon Within <u>Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>				
One Can	18.5	15.8	21.0	18.8
Two Cans	7.7	7.0	7.4	7.9
Three Cans	1.4	0.8	1.2	1.7
Four Cans	0.5	0.5	-	0.6
Five Or More Cans	1.0	1.2	0.6	0.9
None	70.9	74.7	69.8	70.1
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

How Many One Pound Tall Cans Of Salmon
Do You Have On Your Shelves At Present?

	<u>AGE OF HOME MAKER</u>										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
Households Having Served Canned Salmon Within <u>Last 12 Months</u>	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of One Pound Tall Cans</u>											
One Can	18.5	14.9	22.4	14.4	19.4	19.2	20.7	20.3	17.6	20.9	15.0
Two Cans	7.7	5.0	2.9	9.2	8.5	9.4	8.8	4.4	5.9	11.3	9.6
Three Cans	1.4	0.8	1.2	1.8	1.6	1.2	1.0	1.5	2.9	-	1.6
Four Cans	0.5	-	-	0.4	0.8	0.8	0.5	0.5	1.5	-	-
Five Or More Cans	1.0	0.8	-	0.4	2.0	1.6	2.0	-	1.5	-	0.5
None	70.9	78.5	73.5	73.8	67.7	67.8	67.0	73.3	70.6	67.8	73.3
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Section D
Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Seven Ounce Flat Cans
Of Salmon Do You Have On Your
Shelves At Present?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>					
One Can	8.2	11.9	7.0	6.8	8.4
Two Cans	5.3	9.5	4.3	4.3	3.0
Three Cans	1.0	1.7	0.8	0.6	0.9
Four Cans	0.6	0.2	0.5	1.0	0.9
Five Or More Cans	1.2	1.7	1.0	0.4	2.6
Don't Know	0.1	-	0.2	0.2	-
None	83.6	75.0	86.2	86.7	84.2
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

How Many Seven Ounce Flat Cans Of Salmon
Do You Have On Your Shelves At Present?

	Total %	C I T Y S I Z E					
		Megalopolitan Over 500,000 %	Metro Central 500,000- 50,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>							
One Can	8.2	8.2	10.0	11.0	6.9	4.2	6.9
Two Cans	5.3	8.8	7.6	4.2	5.4	3.2	3.0
Three Cans	1.0	2.2	1.2	1.1	0.7	0.5	-
Four Cans	0.6	-	1.2	1.1	-	0.9	0.6
Five Or More Cans	1.2	3.2	1.2	0.5	1.5	0.5	0.3
Don't Know	0.1	0.3	-	0.2	-	-	-
None	83.6	77.3	78.8	81.9	85.5	90.7	89.2
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Section D

Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>									
One Can	8.2	10.9	9.4	6.4	7.5	7.1	8.8	12.2	7.7
Two Cans	5.3	3.9	5.3	3.4	5.2	3.7	6.7	9.9	7.7
Three Cans	1.0	3.0	0.6	0.8	0.8	1.1	-	3.0	1.3
Four Cans	0.6	-	0.6	0.4	0.5	1.1	0.9	0.8	-
Five Or More Cans	1.2	-	-	0.8	1.6	0.6	2.0	2.3	1.3
Don't Know	0.1	1.0	0.6	-	-	-	-	-	-
None	83.6	81.2	83.5	88.2	81.4	86.4	81.6	71.8	82.0
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133) ^{1/} (81)	

^{1/} Relatively unstable due to the small number of cases.

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>							
One Can	8.2	14.3	12.2	7.7	9.0	4.1	2.2
Two Cans	5.3	6.7	8.9	4.6	4.6	4.1	1.4
Three Cans	1.0	1.9	1.0	1.8	1.1	-	-
Four Cans	0.6	0.9	0.6	1.3	0.3	-	0.7
Five Or More Cans	1.2	4.8	1.2	1.0	1.3	-	0.4
Don't Know	0.1	0.9	0.2	-	-	-	-
None	83.6	70.5	75.9	83.6	83.7	91.8	95.3
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Question 2b

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	RELIGION OF FAMILY			
	Total	Catholic	Protestant	Jewish
Households Having Served Canned Salmon Within Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>				
One Can	8.2	8.4	7.9	14.8
Two Cans	5.3	4.8	4.5	24.6
Three Cans	1.0	0.8	0.5	11.5
Four Cans	0.6	0.8	0.6	-
Five Or More Cans	1.2	1.9	0.7	6.6
Don't Know	0.1	-	0.2	-
None	83.6	83.3	85.6	42.5
Weighted Base:	(1907)	(490)	(1316)	<u>1/</u> (62)

1/Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	RACE OF HOMEMAKER		
	Total	White	Non-White
Households Having Served Canned Salmon Within Last 12 Months	%	%	%
	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>			
One Can	8.2	8.8	4.3
Two Cans	5.3	5.5	4.3
Three Cans	1.0	0.9	1.2
Four Cans	0.6	0.8	-
Five Or More Cans	1.2	1.3	-
Don't Know	0.1	0.1	0.4
None	83.6	82.6	89.8
Weighted Base:	(1907)	(1649)	(258)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	<u>EMPLOYMENT OF HOMEMAKER</u>			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not-Employed</u>
Households Having Served Canned Salmon Within Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>				
One Can	8.2	10.4	11.3	7.1
Two Cans	5.3	6.0	4.4	5.2
Three Cans	1.0	0.7	1.3	1.1
Four Cans	0.6	0.3	1.9	0.6
Five Or More Cans	1.2	0.8	0.6	1.1
Don't Know	0.1	-	-	0.2
None	83.6	81.8	80.5	84.7
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

How Many Seven Ounce Flat Cans Of Salmon

Do You Have On Your Shelves At Present?

	<u>Total</u>	<u>A G E O F H O M E M A K E R</u>									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
Households Having Served Canned Salmon Within Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Seven Ounce Cans</u>											
One Can	8.2	9.1	9.8	6.2	4.9	6.5	7.9	13.0	8.8	10.4	8.7
Two Cans	5.3	4.1	2.9	3.5	3.3	4.9	6.3	4.5	7.4	9.6	9.3
Three Cans	1.0	-	-	0.9	0.8	2.0	0.5	0.5	2.2	1.7	1.1
Four Cans	0.6	-	0.6	-	0.4	1.6	1.0	0.5	1.5	-	0.5
Five Or More Cans	1.2	-	1.2	0.9	0.8	1.4	1.5	2.5	0.7	0.9	1.1
Don't Know	0.1	-	-	-	-	-	-	-	-	-	1.1
None	83.6	86.8	85.5	88.5	89.8	83.6	82.8	79.0	79.4	77.4	78.2
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Section D

Question 2c

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0

Number Of Cans

One Can	43.9	41.1	48.9	42.1	41.2
Two Cans	24.7	20.5	24.1	29.0	22.7
Three Cans	4.8	3.2	4.6	5.5	6.3
Four Cans	2.9	3.0	2.6	3.0	2.9
Five Or More Cans	2.0	2.3	1.3	2.4	2.5
Don't Know	21.7	29.9	18.5	18.0	24.4

Weighted Base: (1907) (438) (607) (624) (238)

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	43.9	31.4	44.1	41.7	49.1	51.8	49.0
Two Cans	24.7	25.1	21.9	20.8	27.5	26.8	28.1
Three Cans	4.8	3.1	3.9	4.7	3.7	7.6	6.2
Four Cans	2.9	3.8	3.5	3.8	2.4	1.8	1.5
Five Or More Cans	2.0	3.1	2.0	2.5	1.4	0.4	2.0
Don't Know	21.7	33.5	24.6	26.5	15.9	11.6	13.2
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2c

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	Total %	I N G O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	43.9	35.5	39.2	38.8	43.4	46.6	52.1	41.3	40.7
Two Cans	24.7	21.5	25.6	31.5	25.1	22.3	22.1	25.6	23.5
Three Cans	4.8	6.6	7.4	7.3	3.3	4.4	3.1	3.0	7.4
Four Cans	2.9	2.8	5.1	3.3	1.8	2.3	3.1	1.5	6.2
Five Or More Cans	2.0	2.8	1.1	1.9	1.8	2.1	1.7	3.8	3.7
Don't Know	21.7	30.8	21.6	17.2	24.6	22.3	17.9	24.8	18.5
Weighted Bases:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	1/(81)

1/ Relatively unstable due to the small number of cases.

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	43.9	40.2	36.2	46.4	53.2	48.0	40.1
Two Cans	24.7	9.3	24.1	23.4	21.4	28.0	35.0
Three Cans	4.8	1.9	2.9	6.5	2.9	7.4	6.9
Four Cans	2.9	1.9	1.8	2.5	3.4	2.6	5.2
Five Or More Cans	2.0	1.9	0.4	2.2	2.4	1.3	4.8
Don't Know	21.7	44.8	34.6	19.0	16.7	12.7	8.0
Weighted Bases:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Question 2c

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
Households Having Served Canned Salmon Within Last 12 Months	% 100.0	% 100.0	% 100.0	% 100.0
<u>Number Of Cans</u>				
One Can	43.9	46.7	44.8	11.3
Two Cans	24.7	20.6	26.7	14.5
Three Cans	4.8	2.7	5.2	6.5
Four Cans	2.9	3.9	1.6	3.2
Five Or More Cans	2.0	1.8	2.1	3.2
Don't Know	21.7	24.3	18.6	61.3
Weighted Base:	(1907)	(490)	(1316)	<u>1</u> / (62)

1/Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
Households Having Served Canned Salmon Within Last 12 Months	% 100.0	% 100.0	% 100.0
<u>Number Of Cans</u>			
One Can	43.9	45.4	34.8
Two Cans	24.7	23.6	31.8
Three Cans	4.8	4.5	6.6
Four Cans	2.9	2.1	7.8
Five Or More Cans	2.0	1.5	5.4
Don't Know	21.7	22.9	13.6
Weighted Base:	(1907)	(1649)	(258)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2c

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Canned Salmon Within Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	43.9	41.0	44.9	44.9
Two Cans	24.7	24.3	23.3	24.7
Three Cans	4.8	3.9	4.8	5.0
Four Cans	2.9	2.9	3.0	2.9
Five Or More Cans	2.0	2.2	4.2	1.7
Don't Know	21.7	25.7	19.8	20.8
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

How Many Cans Of One Pound Tall Salmon

Do You Usually Purchase At One Time?

	A G E O F H O M E M A K E R										
	Total	15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Canned Salmon Within Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	43.9	38.4	48.9	41.5	46.8	45.4	46.2	46.5	42.4	38.8	39.3
Two Cans	24.7	32.0	25.3	28.8	28.2	23.3	20.0	24.3	16.6	28.1	20.9
Three Cans	4.8	5.6	4.5	4.2	3.9	6.0	4.3	4.4	8.6	5.0	2.6
Four Cans	2.9	1.6	2.7	3.8	3.2	4.0	3.3	1.5	3.6	1.7	2.1
Five Or More Cans	2.0	1.6	1.7	3.0	3.6	2.4	3.8	0.5	0.7	0.8	0.5
Don't Know	21.7	20.8	16.9	18.7	14.3	18.9	22.4	22.8	28.1	25.6	34.6
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Seven Ounce Flat
Salmon Do You Usually Purchase At

One Time?

	R E G I O N S				
	Total %	North- east %	North- Central %	South %	West %
<u>Households Having Served Canned Salmon Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	15.3	18.0	16.3	12.2	16.0
Two Cans	10.3	13.9	9.2	9.6	8.0
Three Cans	2.3	5.0	1.6	1.1	1.7
Four Cans	0.7	0.9	0.2	0.7	1.7
Five Cans Or More	1.0	1.2	0.5	1.1	2.1
Don't Know	70.4	61.0	72.2	75.3	70.5
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro- Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	15.3	19.7	17.6	18.4	12.2	8.0	12.6
Two Cans	10.3	16.6	12.1	8.1	10.5	6.7	8.2
Three Cans	2.3	6.0	2.3	2.6	0.3	0.9	0.9
Four Cans	0.7	1.3	-	0.6	0.3	1.3	0.6
Five Cans Or More	1.0	2.2	1.6	0.6	0.7	0.9	0.6
Don't Know	70.4	54.2	66.4	69.7	76.0	82.2	77.1
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2c

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

	I N C O M E								
	Total %	Under \$1000 %	\$1000-1999 %	\$2000-2999 %	\$3000-3999 %	\$4000-4999 %	\$5000-6999 %	\$7000-9999 %	\$10,000 and Over %
Households Having Served Canned Salmon Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	15.3	24.3	14.2	11.0	15.7	17.4	14.7	12.0	16.1
Two Cans	10.3	10.3	7.4	10.6	13.7	7.7	10.8	12.8	4.9
Three Cans	2.3	2.8	1.7	0.7	1.8	3.1	2.0	6.0	1.2
Four Cans	0.7	-	1.7	1.5	-	0.2	1.1	-	1.2
Five Cans Or More	1.0	0.9	-	-	2.0	0.8	1.1	1.5	2.5
Don't Know	70.4	61.7	75.0	76.2	66.8	70.8	70.3	67.7	74.1
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133) 1/	(81)

1/ Relatively unstable due to the small number of cases.

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Salmon Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	15.3	30.8	24.2	13.5	13.2	7.9	5.2
Two Cans	10.3	21.5	18.3	11.2	7.9	8.3	4.5
Three Cans	2.3	1.9	2.1	0.5	2.9	3.5	0.4
Four Cans	0.7	0.9	0.8	0.7	0.3	0.4	1.0
Five Cans Or More	1.0	1.9	0.8	1.0	1.6	-	1.4
Don't Know	70.4	43.0	58.8	71.1	74.1	79.9	87.5
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(269)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2c

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Salmon Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	15.3	17.4	14.3	19.4
Two Cans	10.3	12.4	8.3	27.4
Three Cans	2.3	2.0	1.5	19.4
Four Cans	0.7	0.6	0.7	1.6
Five Cans Or More	1.0	1.4	0.8	4.8
Don't Know	70.4	66.2	74.4	27.4
 Weighted Base:	 (1907)	 (490)	 (1316)	 1/ (62)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Salmon Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	15.3	16.5	7.8
Two Cans	10.3	10.1	11.2
Three Cans	2.3	2.2	2.7
Four Cans	0.7	0.7	0.8
Five Cans Or More	1.0	1.1	0.8
Don't Know	70.4	69.4	76.7
 Weighted Base:	 (1907)	 (1649)	 (258)

Section D

NATIONAL CANNED FISH AND SHELLFISH STOCK

Question 2c

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

Households Having Served Canned Salmon Within The Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	15.3	17.2	16.8	14.6
Two Cans	10.3	11.9	12.6	9.6
Three Cans	2.3	2.7	1.8	2.2
Four Cans	0.7	0.7	0.6	0.6
Five Cans Or More	1.0	1.2	0.6	1.1
Don't Know	70.4	66.3	67.6	71.9
Weighted Base:	(1907)	(1412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

How Many Cans Of Seven Ounce Flat Salmon

Do You Usually Purchase At One Time?

Households Having Served Canned Salmon Within The Last 12 Months	AGE OF HOMEMAKER										
	Total %	15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	15.3	14.4	14.0	14.0	10.3	10.8	18.1	14.6	19.4	15.7	25.7
Two Cans	10.3	12.0	6.7	7.2	6.3	13.3	12.4	12.1	14.4	8.3	11.5
Three Cans	2.3	1.6	1.1	2.6	2.4	3.6	1.9	1.0	1.4	5.0	2.1
Four Cans	0.7	-	0.6	0.4	0.8	0.8	1.4	0.5	0.7	0.8	0.5
Five Cans Or More	1.0	0.8	0.6	0.4	1.2	1.6	1.4	1.4	2.2	-	0.5
Don't Know	70.4	71.2	77.0	75.4	79.0	69.9	64.8	70.4	61.9	70.2	59.7
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Section D

Question 3a

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>					
Red	36.7	45.4	40.5	22.3	48.3
Pink	57.4	47.7	53.6	72.8	45.0
Other	0.2	-	-	0.6	-
Don't Know	5.7	6.9	5.9	4.3	6.7
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	C I T Y S I Z E					
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>						
Red	36.7	40.8	38.3	49.4	31.2	23.7
Pink	57.4	54.8	54.7	44.3	66.4	67.8
Other	0.2	-	0.4	0.4	-	-
Don't Know	5.7	4.4	6.6	5.9	2.4	8.5
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 3a

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>									
Red	36.7	24.3	26.7	29.7	27.9	40.5	44.2	54.1	60.5
Pink	57.4	66.3	65.9	66.3	66.0	53.3	50.4	41.4	32.1
Other	0.2	-	-	0.7	0.3	0.3	-	-	-
Don't Know	5.7	9.4	7.4	3.3	5.8	5.9	5.4	4.5	7.4
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	1/ (81)

1/ Relatively unstable due to the small number of cases.

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>							
Red	36.7	50.5	41.6	34.9	37.5	35.8	24.9
Pink	57.4	41.1	52.3	58.9	57.7	58.5	69.2
Other	0.2	-	-	0.2	0.3	-	0.7
Don't Know	5.7	8.4	6.1	6.0	4.5	5.7	5.2
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Question 3a

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

<u>Households Having Served Canned Salmon Within Last 12 Months</u>	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>				
Red	36.7	44.3	34.1	35.5
Pink	57.4	47.3	60.9	59.7
Other	0.2	-	0.3	-
Don't Know	5.7	8.4	4.7	4.8
Weighted Base:	(1907)	(490)	(1316)	^{1/} (62)

^{1/} Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

<u>Households Having Served Canned Salmon Within Last 12 Months</u>	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Color of Salmon Meat</u>			
Red	36.7	38.8	22.9
Pink	57.4	55.1	72.5
Other	0.2	0.1	0.7
Don't Know	5.7	6.0	3.9
Weighted Base:	(1907)	(1649)	(258)

Question 3a

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	EMPLOYMENT OF HOME MAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Color of Salmon Meat</u>				
Red	36.7	38.8	27.5	37.1
Pink	57.4	54.9	68.3	56.8
Other	0.2	0.2	0.6	0.2
Don't Know	5.7	6.1	3.6	5.9
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

How Would You Describe The Color
Of The Salmon Meat You Usually Buy?

	Total %	A G E O F H O M E M A K E R									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Color Of Salmon Meat</u>											
Red	36.7	25.6	19.1	33.9	35.3	39.4	41.9	41.8	43.9	42.1	41.9
Pink	57.4	71.2	75.8	59.7	59.1	56.6	51.9	52.9	49.6	48.8	49.2
Other	0.2	0.8	0.6	-	0.4	0.4	-	-	-	-	-
Don't Know	5.7	2.4	4.5	6.4	5.2	3.6	6.2	5.3	6.5	9.1	8.9
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Section D
Question 3b

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Is The Name Of The Variety Of
Salmon Usually Bought ?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>					
Gave Brand, Area Name As Alaska	27.7	24.9	23.7	33.8	27.3
Sockeye, Blueback and Fraser	7.2	6.4	9.9	2.9	13.5
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	6.0	0.2	0.8	3.8
Pink	1.7	1.1	1.1	3.2	0.4
All Others	0.6	0.2	1.0	0.5	-
Don't Know	60.6	61.4	64.1	58.8	55.0

Weighted Bases: (1907) (438) (607) (624) (238)

What Is The Name Of The Variety Of
Salmon Usually Bought?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>							
Gave Brand, Area Name As Alaska	27.7	22.6	30.9	27.1	31.2	31.3	25.8
Sockeye, Blueback and Fraser	7.2	7.2	8.2	9.3	6.5	5.8	5.3
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	5.0	3.5	1.9	1.0	-	1.2
Pink	1.7	1.3	0.4	0.9	1.7	1.8	4.4
All Others	0.6	1.2	-	0.4	0.3	1.3	-
Don't Know	60.6	62.7	57.0	60.4	59.3	59.8	63.3
Weighted Bases:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Question 3b

What Is The Name Of The Variety Of

Salmon Usually Bought?

	<u>Total</u> %	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
		%	%	%	%	%	%	%	%
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>									
Gave Brand, Area Name As Alaska	27.7	21.5	28.4	24.6	25.4	30.4	29.5	27.8	35.8
Sockeye, Blueback And Fraser	7.2	2.8	2.3	3.7	6.6	6.2	11.9	10.5	18.5
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	2.8	-	1.1	1.8	2.3	2.5	7.5	-
Pink	1.7	2.8	1.7	4.0	1.5	1.3	1.4	-	-
All Others	0.6	-	0.6	0.7	1.3	0.3	0.3	-	-
Don't Know	60.6	70.1	67.0	65.9	63.4	59.5	54.4	54.2	45.7
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	1/ (81)

1/ Relatively unstable due to the small number of cases.

What Is The Name Of The Variety Of

Salmon Usually Bought?

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					
		One	Two	Three	Four	Five	Six or More
		%	%	%	%	%	%
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>							
Gave Brand, Area Name As Alaska	27.7	24.3	21.3	30.9	28.8	36.7	27.3
Sockeye, Blueback And Fraser	7.2	4.7	8.9	7.2	9.0	5.7	4.2
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	1.9	3.8	1.5	1.3	2.6	1.0
Pink	1.7	1.9	1.4	1.5	1.9	0.9	3.1
All Others	0.6	1.9	-	0.5	0.5	-	1.4
Don't Know	60.6	65.3	64.6	58.4	58.5	54.1	63.0
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Section D

Question 3b

What Is The Name Of The Variety Of

Salmon Usually Bought?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>				
Gave Brand, Area Name As Alaska	27.7	25.9	28.9	19.4
Sockeye, Blueback And Fraser	7.2	6.7	7.1	16.1
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	2.7	1.1	21.0
Pink	1.7	0.6	2.1	-
All Others	0.6	1.0	0.4	-
Don't Know	60.6	63.1	60.4	43.5
Weighted Base:	(1907)	(490)	(1316) ^{1/}	(62)

^{1/} Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

What Is The Name Of The Variety Of

Salmon Usually Bought?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0
<u>Variety Of Salmon</u>			
Gave Brand, Area Name As Alaska	27.7	27.9	26.7
Sockeye, Blueback And Fraser	7.2	8.3	0.4
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	2.4	0.4
Pink	1.7	1.4	3.9
All Others	0.6	0.6	0.4
Don't Know	60.6	59.4	68.2
Weighted Base:	(1907)	(1649)	(258)

Question 3b

What Is The Name Of The Variety Of

Salmon Usually Bought?

	EMPLOYMENT OF HOME MAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Variety Of Salmon</u>				
Gave Brand, Area Name As Alaska	27.7	27.9	32.9	26.8
Sockeye, Blueback And Fraser	7.2	9.0	6.6	6.9
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	2.4	2.4	2.1
Pink	1.7	1.0	-	2.2
All Others	0.6	0.5	0.6	0.5
Don't Know	60.6	59.2	57.5	61.5
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown

What Is The Name Of The Variety Of

Salmon Usually Bought?

	AGE OF HOME MAKER										
	Total %	15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Variety of Salmon</u>											
Gave Brand, Area Name As Alaska	27.7	18.4	29.2	27.5	31.3	29.3	31.4	27.2	25.2	24.0	26.7
Sockeye, Blueback And Fraser	7.2	3.2	3.9	9.3	6.0	10.5	10.0	6.8	7.2	9.9	3.7
Chinook, Columbia River, Sacramento River, Quinot, King	2.2	1.6	-	1.7	1.2	1.6	1.9	2.9	5.8	0.8	4.7
Pink	1.7	1.6	2.3	2.6	2.0	1.6	1.4	1.0	1.4	-	2.6
All Others	0.6	-	0.6	1.3	0.4	0.8	-	1.4	-	-	-
Don't Know	60.6	75.2	64.0	57.6	59.1	56.2	55.3	60.7	60.4	65.3	62.3
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Section D

Question 4a

NATIONAL CANNED FISH AND SHELLFISH STUDY

In Which Way Is Canned Salmon Served?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>					
Salads	45.2	53.2	38.4	46.5	44.5
Salmon Cakes, Patties	37.9	17.8	38.6	57.2	22.7
Loaves	37.2	33.6	43.2	28.2	52.1
Sandwiches	30.3	31.1	32.0	26.3	35.3
Casseroles	20.2	21.7	20.8	15.1	29.4
Plain, As Is, Direct From Can	14.5	8.7	24.4	7.4	18.5
Appetizers	3.7	4.6	3.0	2.1	8.4
Soups	3.6	3.2	3.3	4.6	2.5
Souffles	3.2	2.3	1.3	3.8	8.0
Other	7.8	11.4	4.9	8.5	6.7
Don't Know	1.1	2.5	0.2	1.1	0.8
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

Note: Some respondents gave more than one answer.

In Which Way Is Canned Salmon Served?

	Total %	CITY SIZE					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>							
Salads	45.2	68.3	46.5	44.5	43.4	28.1	36.4
Salmon Cakes, Patties	37.9	32.3	39.5	28.8	45.4	41.5	45.7
Loaves	37.2	25.1	45.3	40.5	40.7	40.2	32.8
Sandwiches	30.3	40.4	24.2	29.0	27.8	30.8	29.3
Casseroles	20.2	16.6	19.1	24.8	20.3	19.2	18.5
Plain, As Is, Direct From Can	14.5	9.7	16.0	15.9	12.9	17.4	15.5
Appetizers	3.7	9.1	3.5	4.0	2.0	1.3	1.5
Soups	3.6	0.9	1.2	2.3	5.8	4.9	7.0
Souffles	3.2	0.6	2.7	5.7	2.0	4.5	2.6
Other	7.8	5.6	6.6	7.2	7.1	8.5	11.7
Don't Know	1.1	-	0.8	1.9	1.0	1.3	1.2
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Note: Some respondents gave more than one answer.

Question 4a

In Which Way Is Canned Salmon Served?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ways Of Serving Canned Salmon									
Salads	45.2	38.3	37.5	48.3	47.2	44.4	45.0	51.9	44.4
Salmon Cakes, Patties	37.9	40.2	48.3	33.7	39.8	36.4	38.0	33.8	30.9
Loaves	37.2	30.8	27.3	41.4	36.3	35.4	43.1	39.8	35.8
Sandwiches	30.3	26.2	29.5	34.1	28.2	30.0	32.6	29.3	28.4
Casseroles	20.2	5.6	12.5	19.8	22.3	17.9	24.9	21.8	34.6
Plain, As Is, Direct From Can	14.5	16.8	17.6	13.2	12.7	13.8	12.7	15.8	27.2
Appetizers	3.7	4.7	1.3	3.3	4.1	3.6	4.8	2.3	6.2
Soups	3.6	8.4	5.1	5.5	4.1	2.6	1.7	3.0	-
Souffles	3.2	3.7	2.8	3.7	2.8	2.8	3.7	2.3	4.9
Other	7.8	6.5	9.7	9.9	7.1	6.7	8.2	8.3	4.9
Don't Know	1.1	4.7	1.7	1.1	1.3	0.8	0.3	-	1.2
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133) 1/	(81)

1/ Relatively unstable due to the small number of cases.
Note: Some respondents gave more than one answer.

In Which Way Is Canned Salmon Served?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ways Of Serving Canned Salmon							
Salads	45.2	49.5	49.1	44.6	43.1	44.5	40.8
Salmon Cakes, Patties	37.9	22.4	34.2	39.7	38.9	47.2	39.1
Loaves	37.2	32.7	31.8	40.4	42.6	33.2	39.8
Sandwiches	30.3	29.9	28.2	30.2	29.9	30.6	34.6
Casseroles	20.2	21.5	20.7	21.7	18.3	18.3	20.8
Plain, As Is, Direct From Can	14.5	19.6	17.7	14.0	12.4	13.1	11.8
Appetizers	3.7	3.7	3.6	4.5	4.0	2.2	3.8
Soups	3.6	5.6	4.0	3.7	2.9	2.2	4.2
Souffles	3.2	1.9	3.4	2.2	4.0	3.5	3.5
Other	7.8	8.4	5.4	9.5	9.8	7.9	6.9
Don't Know	1.1	-	2.0	0.2	0.8	2.2	0.7
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

NOTE: Some respondents gave more than one answer.

Question 1a

In Which Way Is Canned Salmon Served?

	RELIGION OF FAMILY			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>				
Salads	45.2	49.0	42.2	80.6
Salmon Cakes, Patties	37.9	27.1	42.6	19.4
Loaves	37.2	41.4	35.6	29.0
Sandwiches	30.3	35.5	27.4	50.0
Casseroles	20.2	25.7	18.6	14.5
Plain, As Is, Direct From Can	14.5	16.9	14.2	8.1
Appetizers	3.7	4.7	2.9	12.9
Soups	3.6	1.8	4.0	6.5
Souffles	3.2	2.9	3.2	1.6
Other	7.8	8.2	8.0	1.6
Don't Know	1.1	1.0	1.2	-
Weighted Base:	(1907)	(490)	(1316)	1/ (62)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one answer.

Percentages for 39 cases representing "Other Denominations" not shown.

In Which Way Is Canned Salmon Served?

	RACE OF HOMEMAKER		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>			
Salads	45.2	44.7	48.4
Salmon Cakes, Patties	37.9	36.0	50.4
Loaves	37.2	38.0	31.8
Sandwiches	30.3	30.4	29.8
Casseroles	20.2	21.2	13.6
Plain, As Is, Direct From Can	14.5	16.0	5.0
Appetizers	3.7	4.0	1.9
Soups	3.6	3.4	5.0
Souffles	3.2	3.2	3.5
Others	7.8	7.6	9.3
Don't Know	1.1	1.0	1.6
Weighted Base:	(1907)	(1649)	(258)

Note: Some respondents gave more than one answer.

Question 4a

In Which Way Is Canned Salmon Served?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u> %	<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>				
Salads	45.2	49.0	46.1	43.9
Salmon Cakes, Patties	37.9	39.1	37.1	38.1
Loaves	37.2	35.0	40.1	37.5
Sandwiches	30.3	33.3	26.3	29.5
Casseroles	20.2	22.1	20.4	19.2
Plain, As Is, Direct From Can	14.5	12.1	15.0	15.5
Appetizers	3.7	3.4	4.5	3.7
Soups	3.6	2.7	7.2	3.4
Souffles	3.2	3.6	2.4	3.2
Other	7.8	5.7	7.2	7.5
Don't Know	(1907)	(412)	(167)	(1293)

Note: Some respondents gave more than one answer.

Percentages for 35 cases representing "Unreported Employment" not shown.

In Which Way Is Canned Salmon Served?

	AGE OF HOME MAKER										
	<u>Total</u> %	<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Of Serving Canned Salmon</u>											
Salads	45.2	39.2	41.0	44.1	43.3	49.4	47.6	42.2	50.4	44.6	48.7
Salmon Cakes, Patties	37.9	44.0	39.9	42.4	40.1	37.8	35.7	35.9	36.7	33.9	31.9
Loaves	37.2	32.0	36.0	39.8	39.3	40.6	42.9	35.4	30.2	37.2	31.9
Sandwiches	30.3	36.0	31.5	24.2	36.9	31.7	30.0	26.2	37.4	23.1	26.7
Casseroles	20.2	18.4	20.2	18.6	22.2	20.9	23.3	20.4	23.0	18.2	15.2
Plain, As Is, Direct From Can	14.5	9.6	9.6	12.7	13.1	10.8	15.7	21.4	17.3	14.0	20.9
Appetizers	3.7	4.0	2.2	1.3	5.2	5.2	3.3	3.9	1.4	5.8	4.7
Soups	3.6	4.8	2.2	2.5	2.8	4.4	6.2	5.3	2.9	1.7	2.6
Souffles	3.2	0.8	3.4	3.4	3.6	3.6	4.8	3.4	2.9	2.5	2.1
Other	7.8	3.2	7.9	9.7	7.5	7.6	3.8	11.7	9.4	7.4	8.4
Don't Know	1.1	-	1.1	1.3	1.2	0.8	1.4	0.5	0.7	3.3	1.0
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Note: Some respondents gave more than one answer.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Which Of These Ways Do You Serve

Canned Salmon Most Often?

	REGIONS				
	Total %	North- east %	North Central %	South %	West %
Households Having Served Canned Salmon Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0

Ways Served

Balls, Salmon Cakes, Patties	29.3	13.6	20.2	47.0	15.4
Loaves	17.9	20.0	20.3	9.2	20.7
Salads	17.3	20.8	12.7	16.0	11.0
Direct From Can	9.6	5.0	16.0	5.1	13.7
In Sandwiches	8.1	10.5	9.4	5.3	7.9
Casseroles	6.9	9.1	5.7	5.0	10.6
Soups	1.0	0.7	0.7	1.4	1.3
Souffles	0.7	0.7	0.2	1.0	1.3
Appetizers	0.7	0.7	0.9	0.3	1.3
Other	5.0	7.9	3.1	4.6	5.3
Don't Know	3.5	2.2	2.8	5.1	3.5

Weighted Base:

(1907)

(430)

(607)

(624)

(230)

Which Of These Ways Do You Serve

Canned Salmon Most Often?

	CITY SIZE						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Having Served Canned Salmon Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
Balls, Salmon Cakes, Patties	29.3	23.6	26.1	22.3	38.7	35.9	35.2
Loaves	17.9	8.6	23.7	20.8	22.8	17.5	14.5
Salads	17.3	35.0	22.5	16.2	7.5	6.1	13.0
Direct From Can	9.6	7.6	10.1	11.5	9.7	9.4	8.6
In Sandwiches	8.1	13.4	3.2	8.1	5.2	9.4	8.3
Casseroles	6.9	7.0	4.8	9.3	4.5	8.5	5.9
Soups	1.0	-	0.4	0.5	2.6	1.9	1.2
Souffles	0.7	-	0.4	1.6	-	1.4	0.6
Appetizers	0.7	1.3	1.2	0.7	0.4	0.5	0.3
Other	5.0	2.5	2.8	6.1	4.9	6.1	6.8
Don't Know	3.5	1.0	4.8	2.9	3.7	3.3	5.6
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Section D

Question 4b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Which of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
		%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>									
Balls, Salmon Cakes, Patties	29.3	30.9	43.0	25.9	32.4	27.9	27.6	21.3	22.4
Loaves	17.9	14.4	13.2	22.8	16.8	16.2	19.3	23.6	13.2
Salads	17.3	18.6	10.8	19.7	15.2	19.7	16.0	22.8	17.1
Direct From Can	9.6	12.4	10.2	8.1	9.8	9.7	8.0	10.2	14.5
In Sandwiches	8.1	8.2	7.2	6.6	8.0	8.9	9.8	7.9	5.2
Casseroles	6.9	1.0	5.4	7.3	5.6	6.8	8.3	7.9	14.5
Soups	1.0	2.1	0.6	1.9	1.3	1.1	0.3	-	-
Souffles	0.7	1.0	-	0.8	1.1	0.8	0.9	-	-
Appetizers	0.7	3.1	-	0.4	0.5	0.5	1.2	-	1.3
Other	5.0	5.2	4.8	4.2	4.5	5.2	6.2	4.7	3.9
Don't Know	3.5	3.1	4.8	2.3	4.8	3.2	2.4	1.6	7.9
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	1/ (81)

1/ Relatively unstable due to the small number of cases.

Which Of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
Balls, Salmon Cakes, Patties	29.3	13.0	25.6	32.3	29.9	35.4	32.2
Loaves	17.9	21.0	15.1	17.2	21.2	12.9	21.7
Salads	17.3	21.0	21.9	13.6	16.8	18.2	13.4
Direct From Can	9.6	12.0	14.1	9.2	7.0	8.6	5.8
In Sandwiches	8.1	13.0	6.5	9.0	7.0	8.6	9.1
Casseroles	6.9	12.0	6.1	8.2	6.1	4.8	6.9
Soups	1.0	-	1.5	0.8	0.6	0.9	1.5
Souffles	0.7	-	0.8	-	1.7	0.5	0.7
Appetizers	0.7	1.0	0.8	0.5	0.8	0.5	0.7
Other	5.0	3.0	3.8	6.1	6.4	5.3	4.0
Don't Know	3.5	4.0	3.8	3.1	2.5	4.3	4.0
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Question 4b

Which Of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	RELIGION OF FAMILY		
		Catholic %	Protestant %	Jewish %
	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
Balls, Salmon Cakes, Patties	29.3	18.8	34.4	8.1
Loaves	17.9	20.5	16.9	14.5
Salads	17.3	20.9	14.4	18.4
Direct From Can	9.6	11.2	9.6	4.8
In Sandwiches	8.1	10.3	6.8	12.9
Casseroles	6.9	8.0	6.8	1.6
Soups	1.0	0.6	1.1	-
Souffles	0.7	0.4	0.9	-
Appetizers	0.7	1.1	0.6	1.6
Other	5.0	5.6	4.9	1.6
Don't Know	3.5	2.6	3.6	6.5
Weighted Base:	(1907)	(490)	(1316)	1/ (62)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

Which Of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	RACE OF HOMEMAKER	
		White %	Non-White %
	100.0	100.0	100.0
<u>Ways Served</u>			
Balls, Salmon Cakes, Patties	29.3	27.1	43.6
Loaves	17.9	18.7	12.8
Salads	17.3	16.9	19.8
Direct From Can	9.6	10.8	2.1
In Sandwiches	8.1	8.6	4.9
Casseroles	6.9	7.2	4.9
Soups	1.0	0.8	2.1
Souffles	0.7	0.7	0.8
Appetizers	0.7	0.8	0.4
Other	5.0	5.0	4.9
Don't Know	3.5	3.4	3.7
Weighted Base:	(1907)	(1649)	(258)

Question 4b

Which Of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
Ways Served				
Balls, Salmon Cakes, Patties	29.3	31.1	30.3	28.9
Loaves	17.9	16.8	18.1	18.2
Salads	17.3	17.1	14.2	17.6
Direct From Can	9.6	9.4	8.4	10.1
In Sandwiches	8.1	8.2	9.7	7.9
Casseroles	6.9	7.6	7.7	6.3
Soups	1.0	0.8	3.2	0.8
Souffles	0.7	0.8	-	0.8
Appetizers	0.7	0.3	0.6	0.9
Other	5.0	5.6	5.2	4.8
Don't Know	3.5	2.3	2.6	3.7
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages of 35 cases representing "Unreported Employment" not shown.

Which Of These Ways Do You Serve

Canned Salmon Most Often?

Households Having Served Canned Salmon Within The Last 12 Months	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Ways Served											
Balls, Salmon Cakes, Patties	29.3	38.3	32.8	36.9	28.7	28.5	24.0	28.2	31.3	25.0	21.0
Loaves	17.9	15.8	21.6	16.2	19.0	17.0	20.4	18.8	11.2	23.2	15.0
Salads	17.3	15.0	15.8	16.2	14.3	20.0	16.9	14.4	14.2	21.4	25.6
Direct From Can	9.6	6.7	6.4	8.6	9.3	7.2	12.2	11.4	11.9	8.0	13.9
In Sandwiches	8.1	10.8	7.0	4.5	10.1	9.4	10.2	8.4	7.5	6.3	6.7
Casseroles	6.9	4.3	7.0	7.2	6.3	6.8	5.1	7.4	11.9	8.9	5.0
Soups	1.0	1.7	-	0.4	1.3	0.4	2.0	1.5	2.2	0.9	-
Souffles	0.7	-	1.2	1.4	-	1.3	1.0	1.0	0.8	-	-
Appetizers	0.7	0.8	0.6	-	1.3	-	1.0	0.5	0.8	0.9	1.7
Other	5.0	0.8	4.1	6.3	5.5	4.7	3.1	6.9	6.0	3.6	6.7
Don't Know	3.5	5.8	3.5	2.3	4.2	4.7	4.1	1.5	2.2	1.8	4.4
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Usually Look Or Ask For A Particular
Brand When Buying Canned Salmon?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	50.1	35.7	42.4	37.6
Usually Do Not Ask For Particular Brand	58.6	49.9	64.3	57.6	62.4
Weighted Base:	(1907)	(438)	(607)	(624)	(238)

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Salmon?

	<u>Total</u> %	CITY SIZE					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	51.3	49.6	42.7	41.9	28.8	32.2
Usually Do Not Ask For Particular Brand	58.6	48.7	50.4	57.3	58.1	71.2	67.8
Weighted Base:	(1907)	(319)	(256)	(472)	(295)	(224)	(341)

Question 5

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Salmon?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	25.0	33.5	40.7	40.3	41.6	46.6	50.4	50.7
Usually Do Not Ask For Particular Brand	58.6	75.0	66.5	59.3	59.7	58.4	53.4	49.6	49.3
Weighted Base:	(1907)	(107)	(176)	(273)	(394)	(390)	(353)	(133)	$\frac{1}{2}$ (81)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Salmon?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	44.2	43.6	40.8	44.4	43.1	32.2
Usually Do Not Ask For Particular Brand	58.6	55.8	56.4	59.2	55.6	56.9	67.8
Weighted Base:	(1907)	(107)	(503)	(401)	(378)	(229)	(289)

Section D

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5

Do You Usually Look Or Ask For A Particular Brand
When Buying Canned Salmon?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	43.5	39.0	75.4
Usually Do Not Ask For Particular Brand	58.6	56.5	61.0	24.6
Weighted Base:	(1907)	(490)	(1316)	1/(62)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 39 cases representing "Other Denominations" not shown.

Do You Usually Look Or Ask For A Particular Brand
When Buying Canned Salmon?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	41.9	38.1
Usually Do Not Ask For Particular Brand	58.6	58.1	61.9
Weighted Base:	(1907)	(1649)	(258)

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Salmon?

	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	41.4	43.1	40.0
Usually Do Not Ask For Particular Brand	58.6	55.6	56.9	60.0
Weighted Base:	(1907)	(412)	(167)	(1293)

Note: Percentages for 35 cases representing "Unreported Employment" not shown.

Do You Usually Look Or Ask For A Particular Brand

When Buying Canned Salmon?

	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Canned Salmon Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Usually Ask For Particular Brand	41.4	25.2	34.7	42.5	41.4	47.7	45.4	40.2	45.2	47.8	39.0
Usually Do Not Ask For Particular Brand	58.6	74.8	65.3	57.5	58.6	52.3	54.6	59.8	54.8	52.2	61.0
Weighted Base:	(1907)	(125)	(178)	(236)	(252)	(249)	(210)	(206)	(139)	(121)	(191)

Use of Canned Sardines

Section E
Question 1

NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Four Weeks About
How Often Did You Serve Canned Sardines?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>					
One Time	23.4	26.1	19.3	24.1	20.9
Two Times	16.5	18.3	16.6	16.0	14.3
Three Times	4.8	3.0	4.2	7.7	2.7
Four Times	7.3	8.7	7.1	6.1	8.3
Five Or More Times	3.6	2.4	4.4	4.3	2.2
Don't Know	2.5	1.8	2.9	2.8	1.6
Did Not Serve	41.9	37.7	45.0	39.0	50.0
Weighted Base:	(1394)	(337)	(411)	(463)	(183)

During The Past Four Weeks About
How Often Did You Serve Canned Sardines?

	CITY SIZE						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	23.4	28.2	25.1	22.6	19.3	21.1	21.2
Two Times	16.5	16.0	21.2	14.2	19.8	14.4	15.5
Three Times	4.8	4.8	6.1	5.1	1.1	5.3	6.3
Four Times	7.3	8.9	7.3	8.9	4.8	7.6	4.3
Five Or More Times	3.6	4.7	4.0	2.7	6.4	1.6	2.5
Don't Know	2.5	3.0	1.7	1.3	2.1	5.3	2.9
Did Not Serve	41.9	34.4	34.6	45.2	46.5	44.7	47.3
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	I N C O M E								
	Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over	
Total %	%	%	%	%	%	%	%	%	
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>									
One Time	23.4	17.1	19.9	23.3	23.0	21.8	25.8	27.3	19.1
Two Times	16.5	19.7	18.4	19.7	18.1	16.4	12.7	12.1	13.2
Three Times	4.8	6.6	9.2	5.0	4.4	3.6	4.8	2.0	4.4
Four Times	7.3	5.3	5.7	7.4	7.8	8.4	6.7	6.1	10.3
Five Or More Times	3.6	3.9	6.3	5.0	3.7	1.9	5.2	-	-
Don't Know	2.5	5.3	3.6	2.0	2.6	1.8	1.6	3.0	3.0
Did Not Serve	41.9	42.1	36.9	37.6	40.4	43.1	43.2	49.5	50.0
Weighted Base:	(1394) $\frac{1}{(77)}$	(141)	(207)	(273)	(276)	(252)	$\frac{1}{(99)}$	$\frac{1}{(69)}$	

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	23.4	16.2	23.8	25.1	25.3	23.0	20.6
Two Times	16.5	18.9	12.8	18.2	15.6	13.9	22.5
Three Times	4.8	12.2	3.8	4.6	4.7	6.1	3.8
Four Times	7.3	5.3	7.6	5.9	10.1	6.7	6.6
Five Or More Times	3.6	1.4	4.4	3.3	1.9	4.9	4.7
Don't Know	2.5	4.1	2.5	1.2	2.7	2.4	3.3
Did Not Serve	41.9	41.9	45.1	41.7	39.7	43.0	38.5
Weighted Base:	(1394)	$\frac{1}{(74)}$	(368)	(311)	(259)	(168)	(214)

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

Question 1

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	23.4	28.3	20.7	40.4
Two Times	16.5	17.4	16.1	21.2
Three Times	4.8	3.1	5.3	1.9
Four Times	7.3	6.8	7.4	11.5
Five Or More Times	3.6	2.9	4.0	1.9
Don't Know	2.5	2.7	2.4	1.9
Did Not Serve	41.9	38.8	44.1	21.2
Weighted Base:	(1394)	(415)	(891)	1/ (52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Number Of Times Served</u>			
One Time	23.4	23.8	20.6
Two Times	16.5	15.7	20.6
Three Times	4.8	3.7	10.5
Four Times	7.3	6.8	10.1
Five Or More Times	3.6	2.9	7.5
Don't Know	2.5	2.2	3.9
Did Not Serve	41.9	44.9	26.8
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Sardines Within The Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	23.4	27.9	15.1	23.1
Two Times	16.5	17.4	20.1	15.7
Three Times	4.8	3.5	10.1	4.1
Four Times	7.3	7.0	7.2	7.3
Five Or More Times	3.6	2.8	6.5	3.5
Don't Know	2.5	2.4	1.4	2.7
Did Not Serve	41.9	39.0	39.6	43.6
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

During The Past Four Weeks About

How Often Did You Serve Canned Sardines?

	Total	AGE OF HOMEMAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Sardines Within The Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>											
One Time	23.4	21.9	26.7	21.5	21.8	23.3	20.6	28.2	27.5	27.4	18.1
Two Times	16.5	20.5	10.3	20.4	16.7	16.5	20.6	11.6	14.7	16.5	16.7
Three Times	4.8	4.1	1.7	4.7	4.0	9.1	4.4	3.2	5.9	5.5	5.1
Four Times	7.3	4.1	12.1	12.8	4.0	3.4	10.0	6.4	5.9	9.9	5.1
Five Or More Times	3.6	1.4	0.9	2.9	2.0	4.5	2.5	6.4	7.8	5.5	2.9
Don't Know	2.5	1.4	3.5	1.7	1.5	1.7	5.6	1.9	-	2.2	4.3
Did Not Serve	41.9	46.6	44.8	36.0	50.0	41.5	36.3	42.3	38.2	33.0	47.8
Weighted Base:	(1394)	1/ (74)	(116)	(174)	(200)	(178)	(161)	(158)	(102) 1/(92)	(139)	

1/ Relatively unstable due to the small number of cases.

Section E
Question 2a

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Sardines Do

You Have On Your Shelves At Present ?

	R E G I O N S				
	Total	North- east	North Central	South	West
	%	%	%	%	%
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	14.1	15.5	12.8	11.5	20.8
Two Cans	16.0	23.5	16.0	13.2	9.5
Three Cans	6.4	7.3	6.6	6.1	4.5
Four Cans	5.0	6.1	5.7	3.7	4.5
Five Or More Cans	5.4	5.5	4.8	4.7	8.5
Don't Know	0.2	-	0.5	0.2	-
None	52.9	42.1	53.6	60.6	52.2
Weighted Base:	(1394)	(337)	(411)	(463)	(183)

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	C I T Y S I Z E						
	Total	Megalo- politan Over 500,000	Metro Central 50,000- 500,000	Suburban Metro	Non- Metro 2,500- 50,000	Non- Metro Rural Farm	Non- Metro Rural Non-Farm
	%	%	%	%	%	%	
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	14.1	12.0	15.0	17.9	12.6	12.3	12.1
Two Cans	16.0	21.6	11.6	18.1	12.1	8.5	16.0
Three Cans	6.4	8.2	6.4	8.0	2.8	3.1	5.8
Four Cans	5.0	3.6	12.7	4.1	4.9	3.1	2.9
Five Or More Cans	5.4	6.4	8.1	6.6	3.3	4.0	3.0
Don't Know	0.2	0.7	-	-	-	-	0.5
None	52.9	47.5	46.2	45.3	64.3	69.0	59.7
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Question 2a

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	Total %	INCOME							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	14.1	7.9	11.9	6.5	12.4	13.0	17.9	21.1	35.8
Two Cans	16.0	7.9	12.7	11.0	18.7	17.8	16.7	23.2	16.4
Three Cans	6.4	5.3	4.5	4.5	7.1	7.4	4.5	6.3	16.4
Four Cans	5.0	2.6	3.0	6.0	4.9	4.1	7.7	5.3	1.5
Five Or More Cans	5.4	-	4.4	6.5	2.6	6.6	7.3	8.3	6.0
Don't Know	0.2	1.3	-	-	0.7	-	-	-	-
None	52.9	75.0	63.5	65.5	53.6	51.1	45.9	35.8	23.9
Weighted Base:	(1394)	1/(77)	(141)	(207)	(273)	(276)	(252)	1/(99)	1/(69)

1/ Relatively unstable due to the small number of cases.

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	14.1	10.8	17.8	14.8	15.6	11.4	8.1
Two Cans	16.0	13.5	18.3	15.5	18.0	15.8	11.5
Three Cans	6.4	8.1	5.3	7.9	6.8	4.4	6.2
Four Cans	5.0	8.1	6.4	3.9	6.0	1.9	3.8
Five Or More Cans	5.4	4.1	5.5	4.6	4.4	8.9	5.8
Don't Know	0.2	1.4	-	-	-	-	1.0
None	52.9	54.0	46.7	53.3	49.2	57.6	63.6
Weighted Base:	(1394)	1/(74)	(368)	(311)	(259)	(168)	(214)

1/ Relatively unstable due to the small number of cases.

Question 2a

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	14.1	12.8	14.2	26.0
Two Cans	16.0	16.5	14.8	32.0
Three Cans	6.4	7.4	5.8	8.0
Four Cans	5.0	4.7	5.0	6.0
Five Or More Cans	5.4	6.7	4.8	8.0
Don't Know	0.2	-	0.3	-
None	52.9	51.9	55.1	20.0
Weighted Base:	(1394)	(415)	(891)	<u>1/</u> (52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	14.1	14.9	10.3
Two Cans	16.0	17.3	9.4
Three Cans	6.4	6.5	5.8
Four Cans	5.0	5.3	3.1
Five Or More Cans	5.4	5.7	4.0
Don't Know	0.2	0.2	0.4
None	52.9	50.1	67.0
Weighted Base:	(1394)	(1164)	(230)

Question 2a

How Many Cans Of Sardines

Do You Have On Your Shelves At Present?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	14.1	12.3	17.8	14.2
Two Cans	16.0	16.6	13.3	15.5
Three Cans	6.4	7.7	5.2	6.3
Four Cans	5.0	4.9	3.0	5.4
Five Or More Cans	5.4	4.6	5.9	5.5
Don't Know	0.2	0.4	-	0.2
None	52.9	53.5	54.8	52.9
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

How Many Cans of Sardines

Do You Have On Your Shelves At Present?

	Total	AGE OF HOMEMAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	14.1	9.6	10.5	18.5	18.8	9.2	13.3	15.7	14.1	14.6	12.5
Two Cans	16.0	4.1	9.6	17.3	14.1	15.5	17.1	19.0	22.2	22.5	16.2
Three Cans	6.4	1.4	4.4	5.9	7.3	5.8	10.1	4.6	7.1	11.2	4.4
Four Cans	5.0	2.7	0.9	5.9	3.7	8.0	1.9	6.5	8.1	4.5	5.9
Five Or More Cans	5.4	2.7	0.9	8.9	5.8	5.2	4.4	5.2	8.1	4.5	6.6
Don't Know	0.2	-	0.9	-	-	-	-	0.6	-	-	0.7
None	52.9	79.5	72.8	43.5	50.3	56.3	53.2	48.4	40.4	42.7	53.7
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans of Sardines Do You

Usually Purchase At One Time ?

	<u>Total</u> %	<u>REGIONS</u>			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	19.3	19.3	20.3	14.2	29.7
Two Cans	33.4	40.1	31.8	30.2	33.0
Three Cans	20.2	17.3	24.1	21.4	13.2
Four Cans	12.4	11.7	10.4	14.9	11.5
Five Or More Cans	13.0	9.9	12.4	17.3	9.3
Don't Know	1.7	1.2	1.0	2.0	3.3
 Weighted Base:	 (1394)	 (337)	 (411)	 (463)	 (183)

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

	<u>Total</u> %	<u>CITY SIZE</u>					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	19.3	16.6	14.8	23.1	23.1	25.7	12.8
Two Cans	33.4	37.1	23.9	37.4	37.6	25.0	30.6
Three Cans	20.2	21.5	25.5	16.5	16.1	20.5	24.1
Four Cans	12.4	13.2	11.4	11.1	9.7	16.7	13.8
Five Or More Cans	13.0	11.3	22.7	10.3	13.5	9.8	13.8
Don't Know	1.7	0.3	1.7	1.6	-	2.3	4.9
 Weighted Base:	 (1394)	 (305)	 (181)	 (373)	 (188)	 (135)	 (212)

Section E

Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

Households Having Served Sardines Within The Last 12 Months	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3,999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	19.3	20.0	15.5	13.8	15.6	21.1	21.8	23.2	35.8
Two Cans	33.4	29.4	32.4	34.0	31.0	36.7	32.7	38.4	29.9
Three Cans	20.2	21.3	17.6	18.7	27.8	19.3	19.8	13.1	14.2
Four Cans	12.4	17.3	14.0	13.8	11.9	9.6	12.5	12.1	11.9
Five Or More Cans	13.0	10.7	17.6	17.2	12.2	11.5	12.5	12.1	6.0
Don't Know	1.7	1.3	2.9	2.5	1.5	1.8	0.7	1.1	1.5
Weighted Base:	(1394) $\frac{1}{(77)}$	(141)	(207)	(273)	(276)	(252)	$\frac{1}{(99)}$	$\frac{1}{(69)}$	

$\frac{1}{}$ Relatively unstable due to the small number of cases.

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

Households Having Served Sardines Within The Last 12 Months	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	19.3	25.7	21.6	19.9	15.9	20.9	15.0
Two Cans	33.4	45.9	37.1	34.1	37.5	27.0	22.4
Three Cans	20.2	9.5	18.3	23.5	21.8	25.8	16.4
Four Cans	12.4	12.2	8.8	10.3	12.8	12.3	21.0
Five Or More Cans	13.0	6.7	11.3	11.9	11.2	12.9	21.9
Don't Know	1.7	-	2.9	0.3	0.8	1.1	3.3
Weighted Base:	(1394)	$\frac{1}{(74)}$	(368)	(311)	(259)	(168)	(214)

$\frac{1}{}$ Relatively unstable due to the small number of cases.

Question 2b

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

Households Having Served Sardines Within The Last 12 Months	<u>Total</u> %	RELIGION OF FAMILY		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	19.3	23.8	16.9	23.1
Two Cans	33.4	32.4	32.9	48.1
Three Cans	20.2	20.7	20.3	19.2
Four Cans	12.4	12.4	12.9	1.9
Five Or More Cans	13.0	10.0	14.7	7.7
Don't Know	1.7	0.7	2.3	-
Weighted Base:	(1394)	(415)	(891)	1/ (52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

Households Having Served Sardines Within The Last 12 Months	<u>Total</u> %	RACE OF HOMEMAKER	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	19.3	22.0	5.8
Two Cans	33.4	35.3	24.0
Three Cans	20.2	19.8	22.6
Four Cans	12.4	10.6	20.9
Five Or More Cans	13.0	10.6	24.9
Don't Know	1.7	1.7	1.8
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Sardines

Do You Usually Purchase At One Time?

	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	19.3	20.4	15.9	19.6
Two Cans	33.4	37.3	29.0	32.7
Three Cans	20.2	17.6	25.4	20.7
Four Cans	12.4	10.0	14.5	12.8
Five Or More Cans	13.0	14.0	14.5	12.1
Don't Know	1.7	0.7	0.7	2.1
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

How Many Cans Of Sardines
Do You Usually Purchase At One Time?

	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	19.3	18.9	31.9	13.4	21.1	17.2	16.3	18.7	16.2	20.5	21.9
Two Cans	33.4	31.1	29.3	33.1	32.0	30.5	36.5	38.1	36.4	31.8	34.3
Three Cans	20.2	17.6	13.8	19.2	21.7	24.7	21.4	15.5	23.2	26.1	19.0
Four Cans	12.4	20.3	14.7	16.3	14.9	10.4	10.7	12.2	10.1	6.8	7.3
Five Or More Cans	13.0	6.7	10.3	16.8	8.8	15.5	15.1	14.2	12.1	13.6	13.1
Don't Know	1.7	5.4	-	1.2	1.5	1.7	-	1.3	2.0	1.2	4.4
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.

Section E

Question 3a and b

NATIONAL OWNED FISH AND SHELLFISH STUDY

Both Domestic And Imported Sardines Are Sold

In The Stores.Which Type Do You Usually Buy?

	<u>Total</u>	<u>R E G I O N S</u>			
		<u>North- east</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>					
Domestic	43.0	34.9	39.0	54.4	38.5
California	6.0	4.8	2.7	7.7	11.0
Maine	25.2	22.3	23.9	31.6	17.6
Don't Know	11.8	7.8	12.4	15.1	9.9
Imported	31.0	47.4	32.7	15.5	35.7
Don't Know	26.0	17.7	28.3	30.1	25.8
 Weighted Base:	 (1394)	 (337)	 (411)	 (463)	 (183)

Both Domestic And Imported Sardines Are Sold

In The Stores.Which Type Do You Usually Buy?

	<u>Total</u>	<u>C I T Y S I Z E</u>					
		<u>Megalo- politan Over 500,000</u>	<u>Metro Central 50,000- 500,000</u>	<u>Suburban Metro</u>	<u>Non- Metro 2,500 50,000</u>	<u>Non- Metro Rural Farm</u>	<u>Non- Metro Rural Non-Farm</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>							
Domestic	43.0	37.4	41.8	41.9	57.0	53.4	35.1
California	6.0	5.2	5.6	8.1	5.4	2.3	6.2
Maine	25.2	20.7	27.7	22.2	33.3	36.6	20.7
Don't Know	11.8	11.5	8.5	11.6	18.3	14.5	8.2
Imported	31.0	41.3	33.9	39.7	24.2	8.4	18.3
Don't Know	26.0	21.3	24.3	18.4	18.8	38.2	46.6
 Weighted Base:	 (1394)	 (305)	 (181)	 (373)	 (188)	 (135)	 (212)

Section E

Question 3a and b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Both Domestic And Imported Sardines Are Sold

In The Stores Which Type Do You Usually Buy?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$1000-</u> <u>1999</u> %	<u>\$ 2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>									
Domestic	43.0	44.7	45.6	45.3	48.5	43.1	39.5	35.4	30.9
California	6.0	7.9	7.4	6.4	4.8	6.6	4.8	7.1	4.4
Maine	25.2	18.4	25.0	27.1	27.8	25.2	27.9	17.2	19.1
Don't Know	11.8	18.4	13.2	11.8	15.9	11.3	6.8	11.1	7.4
Imported	31.0	11.9	16.9	24.6	25.2	34.7	38.6	45.4	58.8
Don't Know	26.0	43.4	37.5	30.1	26.3	22.2	21.9	19.2	10.3
Weighted Base:	(1394)	$\frac{1}{(77)}$	(141)	(207)	(273)	(276)	(252)	$\frac{1}{(99)}$	$\frac{1}{(69)}$

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

Both Domestic And Imported Sardines Are Sold In The Stores.

Which Type Do You Usually Buy?

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six</u> <u>or More</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>							
Domestic	43.0	41.9	44.8	39.9	41.8	40.9	47.9
California	6.0	1.3	5.0	6.2	7.4	5.5	7.5
Maine	25.2	28.4	26.1	24.2	20.7	26.8	28.2
Don't Know	11.8	12.2	13.7	9.5	13.7	8.6	12.2
Imported	31.0	35.1	29.1	33.0	38.3	32.9	19.7
Don't Know	26.0	23.0	26.1	27.1	19.9	26.2	32.4
Weighted Base:	(1394)	$\frac{1}{(74)}$	(368)	(311)	(259)	(168)	(214)

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

Question 3a and b

Both Domestic And Imported Sardines Are Sold
In The Stores. Which Type Do You Usually Buy?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>				
Domestic	43.0	42.5	44.9	21.2
California	6.0	5.8	6.4	1.9
Maine	25.2	25.3	26.2	7.7
Don't Know	11.8	11.4	12.3	11.6
Imported	31.0	36.6	26.5	67.3
Don't Know	26.0	20.9	28.6	11.5
Weighted Base:	(1394)	(415)	(891)	1/ (52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

Both Domestic And Imported Sardines Are Sold
In The Stores. Which Type Do You Usually Buy?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Sardines Within The Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Type Of Sardines</u>			
Domestic	43.0	42.2	46.9
California	6.0	5.6	7.5
Maine	25.2	25.0	26.1
Don't Know	11.8	11.6	13.3
Imported	31.0	34.2	15.0
Don't Know	26.0	23.6	38.1
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 3a and b

Both Domestic And Imported Sardines Are Sold

In The Stores, Which Type Do You Usually Buy?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
	%	%	%	%
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>				
Domestic	43.0	42.5	49.3	41.9
California	6.0	7.7	8.0	5.2
Maine	25.2	24.0	30.4	24.5
Don't Know	11.8	10.8	10.9	12.2
Imported	31.0	39.0	20.3	30.0
Don't Know	26.0	18.5	30.4	28.1
Weighted Base:	(1394)	(288)	(111)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

Both Domestic And Imported Sardines Are Sold

In The Stores, Which Type Do You Usually Buy?

	Total	AGE OF HOMEMAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Sardines</u>											
Domestic	43.0	33.8	43.1	40.1	46.4	42.4	44.4	41.9	50.0	52.2	35.8
California	6.0	4.0	8.6	7.5	7.7	5.1	5.6	5.1	6.9	5.6	2.2
Maine	25.2	17.6	22.4	25.6	25.8	25.4	26.9	21.3	33.3	34.4	20.5
Don't Know	11.8	12.2	12.1	7.0	12.9	11.9	11.9	15.5	9.8	12.2	13.1
Imported	31.0	24.3	26.7	35.5	32.5	31.6	33.1	33.6	26.5	22.2	33.6
Don't Know	26.0	41.9	30.2	24.4	21.1	26.0	22.5	24.5	23.5	25.6	30.6
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.

What Influences Your Choice When You

Buy The Sardines You Usually Purchase?

	REGIONS				
	Total %	North- east %	North Central %	South %	West %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>					
Type Of Sauce, Oil, Packing	22.0	20.4	26.8	17.9	24.6
Price, Economical, Sales	17.4	14.2	14.8	21.0	19.7
Habit	14.4	10.1	14.6	20.1	7.7
Taste, Odor, Flavor	12.6	17.2	11.4	9.5	14.2
Prefer Imported Type	9.8	12.5	6.3	7.3	14.2
Small Size Can	9.7	12.5	5.1	9.3	14.6
Family Or Personal Preference	8.3	6.6	5.0	8.4	8.2
Prefer One Brand	6.2	7.7	7.5	5.0	3.3
Prefer Maine Sardines	3.4	4.2	1.7	3.7	4.9
Large Size Can	1.4	1.9	1.2	1.9	-
All Others	7.0	9.2	5.5	5.6	10.4
Don't Know	6.4	9.5	5.0	9.9	3.3
Weighted Base:	(1394)	(337)	(411)	(463)	(163)

Note: Some respondents gave more than one reason.

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

	CITY SIZE						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Type Of Sauce, Oil, Packing	22.0	22.0	23.2	23.3	20.2	23.0	19.8
Price, Economical, Sales	17.4	17.0	18.2	15.5	18.6	25.9	13.7
Habit	14.4	13.4	7.2	14.7	13.3	19.3	19.3
Taste, Odor, Flavor	12.6	15.4	11.6	13.7	6.9	15.6	10.4
Prefer Imported Type	9.8	13.4	13.3	12.6	5.3	3.7	4.2
Small Size Can	9.7	6.2	12.7	11.8	14.4	8.1	5.2
Family Or Personal Preference	8.3	3.9	15.5	7.2	9.6	4.4	11.8
Prefer One Brand	6.2	7.9	5.5	8.3	4.8	0.7	5.2
Prefer Maine Sardines	3.4	1.6	8.3	3.5	3.7	3.0	1.4
Large Size Can	1.4	0.3	0.6	4.0	0.5	1.5	-
All Others	7.0	11.1	4.4	7.5	8.5	2.2	4.2
Don't Know	8.4	8.8	7.2	5.4	9.6	8.1	13.2
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Note: Some respondents gave more than one reason.

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	Total %	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>									
Type Of Sauce, Oil, Packing	22.0	14.3	20.6	16.9	25.9	26.1	21.0	21.2	21.7
Price, Economical, Sales	17.4	27.3	18.4	19.8	17.2	17.8	15.9	13.1	7.2
Habit	14.4	19.5	24.1	12.1	16.4	11.6	13.5	12.1	5.8
Taste, Odor, Flavor	12.6	18.2	15.6	15.0	9.9	10.5	13.1	14.1	7.2
Prefer Imported Type	9.8	10.4	4.3	7.2	5.8	10.1	14.7	14.1	17.4
Small Size Can	9.7	2.6	8.5	9.7	9.9	12.3	7.9	12.1	11.6
Family Or Personal Preference	8.3	6.5	7.8	13.0	6.6	10.1	6.3	6.1	7.2
Prefer One Brand	6.2	3.9	4.3	5.3	7.7	6.9	7.1	4.0	5.8
Prefer Maine Sardines	3.4	5.2	-	4.3	3.3	3.3	4.0	-	8.7
Large Size Can	1.4	-	-	0.5	1.8	2.5	1.2	1.0	4.3
All Others	7.0	6.5	4.3	6.3	4.7	8.0	7.9	11.1	11.6
Don't Know	8.4	5.2	12.8	10.1	8.4	5.8	7.1	9.1	11.6
Weighted Base:	(1394)	1/(77)	(141)	(207)	(273)	(276)	(252)	1/(99)	1/(69)

1/ Relatively unstable due to the small number of cases.
Note: Some respondents gave more than one reason.

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One	Two	Three	Four	Five	Six or More
		100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Type Of sauce, Oil, Packing	22.0	13.5	20.4	26.4	22.8	23.8	19.2
Price, Economical, Sales	17.4	24.3	14.9	16.1	15.5	20.2	20.6
Habit	14.4	14.9	14.4	12.5	15.8	13.7	15.9
Taste, Odor, Flavor	12.6	20.3	13.0	12.2	13.1	8.9	11.7
Prefer Imported Type	9.8	13.5	7.6	11.6	10.4	11.3	7.5
Small Size Can	9.7	4.1	12.5	12.2	8.5	6.0	7.5
Family Or Personal Preference	8.3	4.1	7.6	7.4	12.7	7.1	7.9
Prefer One Brand	6.2	5.4	5.4	7.4	4.6	6.0	7.9
Prefer Maine Sardines	3.4	5.4	5.2	1.9	3.9	1.8	2.3
Large Size Can	1.4	-	1.1	1.0	1.5	1.2	3.3
All Others	7.0	2.7	9.0	6.4	9.7	6.0	3.7
Don't Know	8.4	5.4	10.6	6.8	7.7	10.7	7.0
Weighted Base:	(1394)	1/(74)	(368)	(311)	(259)	(168)	(214)

1/ Relatively unstable due to the small number of cases.
Note: Some respondents gave more than one reason.

Question 4

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	Total %	RELIGION OF FAMILY		
		Catholic %	Protestant %	Jewish %
	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Type Of Sauce, Oil, Packing	22.0	21.0	22.6	19.2
Price, Economical, Sales	17.4	17.8	17.6	13.5
Habit	14.4	10.8	16.4	3.8
Taste, Odor, Flavor	12.6	16.6	10.5	17.3
Prefer Imported Type	9.8	12.3	8.1	21.2
Small Size Can	9.7	10.8	9.4	3.8
Family Or Personal Preference	8.3	7.5	9.3	-
Prefer One Brand	6.2	7.0	5.8	5.8
Prefer Maine Sardines	3.4	4.1	3.0	1.9
Large Size Can	1.4	2.4	1.0	-
All Others	7.0	7.2	6.1	25.0
Don't Know	8.4	6.7	8.8	9.6
Weighted Base:	(1394)	(415)	(891)	1/ (52)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Percentages for 36 cases representing "Other Denominations" not shown.

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	Total %	RACE OF HOME MAKER	
		White %	Non-White %
	100.0	100.0	100.0
<u>Reasons</u>			
Type Of Sauce, Oil, Packing	22.0	22.9	17.4
Price, Economical, Sales	17.4	15.5	26.5
Habit	14.4	13.7	17.8
Taste, Odor, Flavor	12.6	12.5	13.0
Prefer Imported Type	9.8	11.0	3.5
Small Size Can	9.7	10.4	6.1
Family Or Personal Preference	8.3	8.3	8.3
Prefer One Brand	6.2	6.6	3.9
Prefer Maine Sardines	3.4	3.4	3.5
Large Size Can	1.4	1.3	2.2
All Others	7.0	7.7	3.5
Don't Know	8.4	7.8	11.3
Weighted Base:	(1394)	(1164)	(230)

Note: Some respondents gave more than one reason.

Section E

NATIONAL CANNEDFISH AND SHELLFISH STUDY

Question 4

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Type Of Sauce, Oil, Packing	22.0	21.9	24.1	22.2
Price, Economical, Sales	17.4	19.4	19.1	16.5
Habit	14.4	12.2	7.1	16.4
Taste, Odor, Flavor	12.6	11.1	16.3	12.5
Prefer Imported Type	9.8	9.4	7.8	9.8
Small Size Can	9.7	10.4	12.8	9.1
Family Or Personal Preference	8.3	5.9	8.5	8.9
Prefer One Brand	6.2	5.6	4.3	6.4
Prefer Maine Sardines	3.4	2.8	5.0	3.1
Large Size Can	1.4	2.8	1.4	1.1
All Others	7.0	9.4	5.7	6.5
Don't Know	8.4	8.3	10.6	7.8
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Some respondents gave more than one reason.

Percentages for 28 cases representing "Unreported Unemployment" not shown.

What Influences Your Choice

When You Buy The Sardines You Usually Purchase?

Households Having Served Sardines Within The Last 12 Months	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>											
Type Of Sauce, Oil, Packing	22.0	20.3	12.9	19.5	23.5	21.9	23.6	26.6	26.5	20.7	22.3
Price, Economical, Sales	17.4	14.9	19.0	12.6	26.0	16.9	19.3	13.9	20.6	13.0	13.7
Habit	14.4	33.8	16.4	10.3	11.5	16.3	12.4	12.7	12.7	15.2	14.4
Taste, Odor, Flavor	12.6	2.7	13.8	11.5	11.0	12.4	13.0	13.9	8.8	20.7	15.8
Prefer Imported Type	9.8	1.4	11.2	12.6	9.0	11.2	10.6	8.2	10.8	6.5	10.8
Small Size Can	9.7	4.1	7.8	10.3	9.0	8.4	12.4	9.5	12.7	12.0	9.4
Family Or Personal Preference	8.3	14.9	11.2	9.8	7.0	8.4	9.9	6.3	4.9	6.5	6.4
Prefer One Brand	6.2	1.4	6.0	9.2	5.5	7.9	5.0	4.4	2.9	4.3	10.8
Prefer Maine Sardines	3.4	-	0.9	6.9	2.0	3.9	3.7	3.2	2.9	5.4	2.9
Large Size Can	1.4	-	4.3	1.2	1.5	0.6	2.5	2.5	1.0	-	-
All Others	7.0	2.7	6.9	8.0	5.5	6.2	6.8	12.0	5.9	4.3	8.6
Don't Know	8.4	9.5	4.3	10.9	11.5	7.3	6.8	7.0	3.9	10.9	10.1
Weighted Base:	(1394)	1/ (74)	(116)	(174)	(200)	(178)	(161)	(158)	(102) 1/ (92)	(139)	

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Packed In</u>					
Oil	82.1	80.8	76.6	89.4	78.5
Mustard Sauce	10.8	12.0	13.9	8.2	7.7
Tomato Sauce	6.0	6.3	7.1	2.2	12.7
Other	0.1	0.6	-	-	-
Don't Know	1.0	0.3	2.4	0.2	1.1
Weighted Base:	(1394)	(337)	(411)	(463)	(183)

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	C I T Y S I Z E						
	Total %	Megalopolitan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farms %	Non- Metro Rural Non-Farm %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Packed In</u>							
Oil	82.1	83.6	83.1	81.9	80.5	82.6	80.3
Mustard	10.8	10.8	10.7	10.8	13.5	6.8	10.6
Tomato Sauce	6.0	4.6	6.2	6.2	4.9	6.8	8.2
Other	0.1	0.3	-	0.3	-	-	-
Don't Know	1.0	0.7	-	0.8	1.1	3.8	0.9
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Question 5a

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Packed In</u>									
Oil	82.1	80.1	88.2	83.2	81.6	79.6	79.7	81.8	89.7
Mustard	10.8	9.2	6.6	9.9	11.0	14.2	12.3	10.1	2.9
Tomato Sauce	6.0	7.9	3.7	6.9	6.6	5.5	5.6	7.1	5.9
Other	0.1	-	-	-	0.4	-	0.4	-	-
Don't Know	1.0	2.6	1.5	-	0.4	0.7	2.0	1.0	1.5
Weighted Base:	(1394)	$\frac{1}{(77)}$	(141)	(207)	(273)	(276)	(252)	$\frac{1}{(99)}$	$\frac{1}{(69)}$

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Packed In</u>							
Oil	82.1	81.1	86.2	79.7	81.2	85.4	77.1
Mustard Sauce	10.8	9.4	7.4	14.1	12.9	7.9	11.7
Tomato Sauce	6.0	6.7	5.0	4.9	5.1	5.5	10.7
Other	0.1	1.4	-	-	-	-	0.5
Don't Know	1.0	1.4	1.4	1.3	0.8	1.2	-
Weighted Base:	(1394)	$\frac{1}{(74)}$	(368)	(311)	(259)	(168)	(214)

 $\frac{1}{}$ Relatively unstable due to the small number of cases.

Question 5a

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Packed In</u>				
Oil	82.1	81.3	81.7	96.2
Mustard	10.8	10.4	11.4	1.9
Tomato Sauce	6.0	6.8	5.9	1.9
Other	0.1	0.5	-	-
Don't Know	1.0	1.0	1.0	-
Weighted Base:	(1394)	(415)	(891)	1/(52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

Sardines Are Packed In Oil, Mustard And Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Type Packed In</u>			
Oil	82.1	80.2	91.6
Mustard	10.8	11.9	4.9
Tomato Sauce	6.0	6.5	3.5
Other	0.1	0.2	-
Don't Know	1.0	1.2	-
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5a

Sardines Are Packed In Oil, Mustard and Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-Time	Part-Time	Not Employed
	%	%	%	%
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Packed In</u>				
Oil	82.1	82.2	81.9	81.7
Mustard	10.8	10.1	9.4	11.3
Tomato Sauce	6.0	7.3	8.7	5.4
Other	0.1	0.4	-	0.1
Don't Know	1.0	-	-	1.5
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

Sardines Are Packed In Oil, Mustard and Tomato Sauces.

What Were The Sardines You Usually Serve Packed In?

	Total	AGE OF HOMEMAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Packed In</u>											
Oil	82.1	74.3	74.1	82.6	82.0	84.8	86.2	83.2	80.2	83.3	83.2
Mustard	10.8	16.2	14.7	11.0	10.8	11.3	6.9	10.3	13.9	5.6	9.5
Tomato Sauce	6.0	8.1	10.3	5.8	7.2	2.8	5.0	6.5	4.9	6.7	5.1
Other	0.1	-	-	-	-	-	0.6	-	-	1.1	-
Don't Know	1.0	1.4	0.9	0.6	-	1.1	1.3	-	1.0	3.3	2.2
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>					
Soybean Oil	31.4	23.8	39.1	30.9	30.3
Olive Oil	25.1	34.8	25.0	13.9	36.0
Peanut Or Cotton Seed Oil	12.0	11.0	9.4	17.0	5.5
Fish Oil Or Natural Style	6.2	6.8	5.6	6.1	2.8
Other Oil	0.7	0.4	0.9	0.7	0.7
Don't Know	24.6	21.2	20.0	31.4	22.1
Weighted Base:	(1130)	(269)	(314)	(405)	(142)

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>							
Soybean Oil	31.4	29.4	19.5	25.6	38.8	43.4	41.7
Olive Oil	25.1	32.6	28.9	32.0	21.1	8.5	11.3
Peanut Or Cotton Seed Oil	12.0	11.5	14.8	12.1	15.1	11.3	7.7
Fish Oil Or Natural Style	6.2	4.6	6.7	6.7	5.9	4.7	8.3
Other Oil	0.7	0.8	1.3	0.6	-	1.9	-
Don't Know	24.6	21.1	28.8	23.0	19.1	30.2	31.0
Weighted Base:	(1130)	(255)	(147)	(303)	(149)	(109)	(167)

Section E

Question 5b

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000	<u>\$1000-</u> <u>1999</u>	<u>\$2000-</u> <u>2999</u>	<u>\$3000-</u> <u>3999</u>	<u>\$4000-</u> <u>4999</u>	<u>\$5000-</u> <u>6999</u>	<u>\$7000-</u> <u>9999</u>	<u>\$10,000</u> <u>and Over</u>
Households Having Served Sardines Canned In Oil	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>									
Soybean Oil	31.4	32.3	28.1	29.2	38.4	34.1	30.7	24.1	20.6
Olive Oil	25.1	12.9	9.1	25.7	19.2	26.4	31.7	36.1	46.0
Peanut Or Cotton Seed Oil	12.0	12.9	16.5	15.2	9.8	9.5	9.8	16.9	11.1
Fish Oil Or Natural Style	6.2	1.6	9.9	4.1	7.2	5.5	8.8	4.8	1.6
Other Oil	0.7	-	1.7	0.6	1.3	0.4	0.5	-	-
Don't Know	24.6	40.3	34.7	25.2	24.1	24.1	18.5	18.1	20.7
Weighted Base:	(1130)	$\frac{1}{(60)}$	(120)	(168)	(222)	(218)	(200)	$\frac{1}{(81)}$	$\frac{1}{(61)}$

$\frac{1}{}$ Relatively unstable due to the small number of cases.

What Type Of Oil Are The Sardines You Serve

Usually Packed In?

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six</u> <u>or More</u> %
Households Having Served Sardines Canned In Oil	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>							
Soybean Oil	31.4	32.8	25.7	31.6	31.0	33.6	40.4
Olive Oil	25.1	31.2	28.5	24.8	29.6	22.1	13.3
Peanut Or Cotton Seed Oil	12.0	9.8	12.2	12.4	11.3	10.0	14.4
Fish Oil Or Natural Style	6.2	4.9	6.0	7.6	7.0	7.2	3.0
Other Oil	0.7	-	1.3	0.8	0.9	-	-
Don't Know	24.6	21.3	26.3	22.8	20.2	27.1	28.9
Weighted Base:	(1130)	$\frac{1}{(60)}$	(313)	(244)	(208)	(140)	(165)

$\frac{1}{}$ Relatively unstable due to the small number of cases.

Question 5b

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
Households Having Served Sardines Canned In Oil	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>				
Soybean Oil	31.4	31.2	33.0	13.2
Olive Oil	25.1	31.5	20.1	54.7
Peanut Or Cotton Seed Oil	12.0	10.6	13.2	7.6
Fish Oil Or Natural Style	6.2	7.7	5.5	3.8
Other Oil	0.7	-	0.8	1.9
Don't Know	24.6	19.0	27.4	18.8
Weighted Base:	(1130)	(335)	(716)	1/ (50)

1/ Shown for consistency only. Bases too small for reliability.

Note: Percentages for 29 cases representing "Other Denominations" not shown.

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
Households Having Served Sardines Canned In Oil	100.0	100.0	100.0
<u>Type Of Oil</u>			
Soybean Oil	31.4	30.5	35.6
Olive Oil	25.1	28.5	9.6
Peanut Or Cotton Seed Oil	12.0	11.4	14.9
Fish Oil Or Natural Style	6.2	6.4	5.3
Other Oil	0.7	0.6	1.0
Don't Know	24.6	22.6	33.6
Weighted Base:	(1130)	(923)	(207)

Section: E
Question 5

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Type Of Oil Are The Sardines

You Serve Usually Packed In?

	<u>EMPLOYMENT OF HOMEMAKER</u>			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>				
Soybean Oil	31.4	25.8	37.4	32.0
Olive Oil	25.1	29.6	23.5	23.9
Peanut Or Cotton Seed Oil	12.0	16.7	18.3	9.8
Fish Oil Or Natural Style	6.2	7.1	2.6	6.4
Other Oil	0.7	-	-	1.0
Don't Know	24.6	20.8	18.2	26.9
Weighted Base:	(1130)	(236)	(113)	(756)

Note: Percentages for 25 cases representing "Unreported Employment" not shown.

What Type of Oil Are The Sardines

You Serve Usually Packed In?

	<u>Total</u>	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Oil</u>											
Soybean Oil	31.4	40.0	41.6	33.8	40.1	26.5	24.8	30.3	33.3	19.7	26.5
Olive Oil	25.1	12.7	18.0	28.3	20.4	23.2	26.3	34.1	27.2	23.7	29.1
Peanut Or Cotton Seed Oil	12.0	9.1	13.5	5.5	11.1	14.6	16.3	10.6	11.1	15.8	12.8
Fish Oil Or Natural Style	6.2	5.5	7.9	9.0	6.2	9.9	7.1	3.0	3.7	1.3	4.3
Other Oil	0.7	-	1.0	0.7	1.2	0.6	-	-	1.2	2.7	-
Don't Know	24.6	32.7	18.0	22.7	21.0	25.2	25.5	22.0	23.5	36.8	27.3
Weighted Base:	(1130) ^{1/}	(55)	^{1/} (86)	(142)	(159)	(151)	(138)	(129)	^{1/} (81)	^{1/} (75)	(114)

^{1/} Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	<u>Total</u> %	<u>REGIONS</u>			
		<u>North-east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>					
Always Pour Off	52.0	55.4	55.7	42.9	53.3
Always Use With Sardines	36.4	36.3	34.1	42.4	24.5
Depends On How Served	11.6	8.3	10.2	14.7	12.2
Weighted Base:	(1130)	(269)	(314)	(405)	(142)

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	<u>Total</u> %	<u>CITY SIZE</u>					
		<u>Megalo-politan Over 500,000</u> %	<u>Metro Central 50,000-500,000</u> %	<u>Suburban Metro</u> %	<u>Non-Metro 2,500-50,000</u> %	<u>Non-Metro Rural Farm</u> %	<u>Non-Metro Rural Non-Farm</u> %
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>							
Always Pour Off	52.0	49.4	44.2	59.1	61.2	53.2	41.3
Always Use With Sardines	36.4	36.5	41.5	31.5	29.9	39.5	44.3
Depends On How Served	11.6	14.1	14.3	9.4	8.9	7.3	14.4
Weighted Base:	(1130)	(255)	(147)	(303)	(149)	(109)	(167)

What Do You Do With The Oil They Are Packed In?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$1000-</u> <u>1999</u> %	<u>\$2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>									
Always Pour Off	52.0	26.2	38.3	45.8	52.9	56.7	56.0	61.7	75.9
Always Use With Sardines	36.4	60.7	49.2	46.4	32.6	32.6	34.0	21.0	15.5
Depends On How Served	11.6	13.1	12.5	7.8	14.5	10.7	10.0	17.3	8.6
Weighted Base:	(1130)	<u>1</u> /(60)	(120)	(168)	(222)	(218)	(200)	<u>1</u> /(81)	<u>1</u> /(61)

1/ Relatively unstable due to the small number of cases.

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					<u>Six</u> <u>or More</u> %
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>							
Always Pour Off	52.0	11.7	55.4	58.4	54.8	46.4	41.1
Always Use With Sardines	36.4	50.0	32.0	30.9	34.6	44.3	43.6
Depends On How Served	11.6	8.3	12.6	10.7	10.6	9.3	15.3
Weighted Base:	(1130)	<u>1</u> /(60)	(313)	(244)	(208)	(140)	(165)

1/ Relatively unstable due to the small number of cases.

Question 5c

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>				
Always Pour Off	52.0	53.0	52.9	40.4
Always Use With Sardines	36.4	38.0	34.6	44.7
Depends On How Served	11.6	9.0	12.5	14.9
Weighted Base:	(1130)	(335)	(716)	1/ (50)

1/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 29 cases representing "Other Denominations" not shown.

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0
<u>How Oil Is Used</u>			
Always Pour Off	52.0	55.6	36.2
Always Use With Sardines	36.4	33.4	49.8
Depends On How Served	11.6	11.0	14.0
Weighted Base:	(1130)	(923)	(207)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5c

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	EMPLOYMENT OF HOMEMAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>				
Always Pour Off	52.0	53.8	51.3	51.4
Always Use With Sardines	36.4	35.2	37.2	36.8
Depends On How Served	11.6	11.0	11.5	11.8
Weighted Base:	(1130)	(236)	(113)	(756)

Note: Percentages for 25 cases representing "Unreported Employment" not shown.

When You Serve Canned Sardines

What Do You Do With The Oil They Are Packed In?

	A G E O F H O M E M A K E R										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Sardines Canned In Oil</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>How Oil Is Used</u>											
Always Pour Off	52.0	43.6	57.0	48.2	54.4	53.0	50.0	57.4	48.8	54.7	49.1
Always Use With Sardines	36.4	45.5	33.7	39.0	32.3	36.4	35.5	31.8	37.5	37.3	41.8
Depends On How Served	11.6	10.9	9.3	12.8	13.3	10.6	14.5	10.8	13.7	8.0	9.1
Weighted Base:	(1130)	1/ (55)	1/ (86)	(142)	(159)	(151)	(138)	(129)	1/ (81)	1/ (75)	(114)

1/ Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

In Which Of The Following Ways Do
You Usually Serve Canned Sardines ?

	R E G I O N S				
	Total	North- east	North Central	South	West
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>					
On Crackers	65.3	48.3	61.6	60.0	65.7
On Sandwiches	44.6	51.7	40.5	32.0	59.1
As Part Of Main Meal	22.5	16.5	24.4	25.2	22.1
In Salads	13.3	24.6	9.5	11.3	6.1
Plain As In Can	4.5	4.3	7.1	2.2	3.9
All Other	3.3	1.8	2.9	4.4	3.9
Weighted Base:	(1394)	(337)	(411)	(463)	(183)

Note: Some respondents served sardines in more than one way.

In Which Of The Following Ways
Do You Usually Serve Canned Sardines?

	C I T Y S I Z E						
	Total	Megalo- politan Over 500,000	Metro Central 50,000- 500,000	Suburban Metro	Non- Metro 2,500- 50,000	Non- Metro Rural Farm	Non- Metro Rural Non-Farm
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
On Crackers	65.3	57.7	73.0	62.4	70.1	66.7	70.2
On Sandwiches	44.6	55.7	51.1	48.4	28.3	34.9	37.0
As Part Of Main Meal	22.5	17.7	19.1	22.2	20.1	34.9	27.4
In Salads	13.3	28.2	8.4	11.9	7.1	7.0	7.7
Plain As In Can	4.5	6.9	3.9	4.9	3.8	2.3	2.9
All Other	3.3	3.3	3.4	2.4	6.5	2.3	2.4
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Note: Some respondents served sardines in more than one way.

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6a

In Which Of The Following Ways
Do You Usually Serve Canned Sardines?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>									
On Crackers	65.3	60.5	69.9	69.2	62.9	60.2	65.2	67.7	76.8
On Sandwiches	44.6	40.8	37.5	43.3	48.2	43.8	51.6	39.4	37.7
As Part Of Main Meal	22.5	28.9	27.9	26.4	19.5	25.5	19.6	12.1	17.4
In Salads	13.3	13.2	8.8	13.4	14.3	17.9	12.0	13.1	4.3
Plain As In Can	4.5	5.3	3.7	5.5	5.1	5.5	2.0	7.1	1.4
All Other	3.3	-	3.7	2.0	1.1	2.9	4.4	9.1	7.2
Weighted Base:	(1394)	$\frac{1}{(77)}$	(141)	(207)	(273)	(276)	(252)	$\frac{1}{(99)}$	$\frac{1}{(69)}$

$\frac{1}{(77)}$ Relatively unstable due to the small number of cases.

Note: Some respondents served sardines in more than one way.

In Which Of The Following Ways
Do You Usually Serve Canned Sardines?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
On Crackers	65.3	56.8	66.9	66.9	64.2	61.6	66.7
On Sandwiches	44.6	52.7	42.9	43.6	50.2	38.4	44.1
As Part Of Main Meal	22.5	18.9	19.6	22.3	18.7	26.8	30.0
In Salads	13.3	20.3	13.2	14.8	13.2	12.8	9.4
Plain As In Can	4.5	5.4	6.3	2.6	4.7	6.1	2.3
All Other	3.3	1.3	2.2	4.9	3.1	4.3	2.8
Weighted Base:	(1394)	$\frac{1}{(74)}$	(368)	(311)	(259)	(168)	(214)

$\frac{1}{(74)}$ Relatively unstable due to the small number of cases.

Note: Some respondents served sardines in more than one way.

Question 6a

In Which Of The Following Ways
Do You Usually Serve Canned Sardines?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
On Crackers	65.3	51.3	72.8	42.3
On Sandwiches	44.6	55.4	39.2	50.0
As Part Of Main Meal	22.5	24.9	21.1	23.1
In Salads	13.3	17.7	9.4	16.2
Plain As In Can	4.5	5.3	4.1	5.8
All Other	3.3	3.1	3.1	3.8
Weighted Base:	(1394)	(415)	(891)	(52)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents served sardines in more than one way.
Percentages for 36 cases representing "Other Denominations" not shown.

In Which Of The Following Ways
Do You Usually Serve Canned Sardines?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Sardines Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Ways Served</u>			
On Crackers	65.3	63.4	74.9
On Sandwiches	44.6	47.2	31.7
As Part Of Main Meal	22.5	22.5	22.0
In Salads	13.3	13.6	11.9
Plain As In Can	4.5	4.4	5.3
All Other	3.3	3.4	2.6
Weighted Base:	(1394)	(1164)	(230)

Note: Some respondents served sardines in more than one way.

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6a

In Which Of The Following Ways

Do You Usually Serve Canned Sardines?

Households Having Served Sardines Within The Last 12 Months	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
On Crackers	65.3	67.2	75.4	62.9
On Sandwiches	44.6	48.1	38.4	44.4
As Part Of Main Meal	22.5	17.8	22.5	24.5
In Salads	13.3	15.3	12.3	13.0
Plain As In Can	4.5	4.2	3.6	4.9
All Other	3.3	4.2	1.4	3.1
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Some respondents served sardines in more than one way.
 Percentages for 28 cases representing "Unreported Employment" not shown.

In Which Of The Following Ways

Do You Usually Serve Canned Sardines?

Households Having Served Sardines Within The Last 12 Months	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>											
On Crackers	65.3	73.0	69.0	70.2	63.9	67.2	64.6	62.6	62.4	57.8	62.0
On Sandwiches	44.6	36.5	43.1	44.4	47.4	45.8	47.8	45.2	42.6	38.9	46.0
As Part Of Main Meal	22.5	23.0	19.0	17.0	25.3	22.0	24.2	21.3	27.7	24.4	22.6
In Salads	13.3	13.5	8.6	12.3	12.9	14.1	9.9	14.2	17.8	16.7	15.3
Plain As In Can	4.5	6.8	0.9	3.5	2.6	5.1	5.0	5.2	5.9	4.4	7.3
All Other	3.3	4.1	5.2	6.4	3.6	3.4	1.2	0.6	4.0	3.3	1.5
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.
 Note: Some respondents served sardines in more than one way.

NATIONAL CANNED FISH AND SHELLFISH STUDY

In Which Of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	R E G I O N S				
	Total %	North- east %	North Central %	South %	West %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0

Ways Served
Most Frequently

On Crackers	47.9	31.3	41.5	66.2	48.0
Sandwiches	26.1	38.6	29.1	10.6	34.3
Part Of Main Dish	13.2	10.6	16.1	14.0	9.1
Salads	6.0	13.1	3.7	4.6	1.7
Plain	3.3	4.0	5.7	0.7	2.9
Other	1.6	1.2	1.7	1.4	2.9
Don't Know	1.9	1.2	2.2	2.5	1.1

Weighted Base: (1394) (337) (411) (463) (183)

In Which Of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	C I T Y S I Z E						
	Total %	Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Ways Served
Most Frequently

On Crackers	47.9	37.3	53.4	45.2	58.7	50.9	52.0
Sandwiches	26.1	35.0	28.2	28.8	17.5	16.9	19.5
Part Of Main Dish	13.2	7.3	9.8	13.6	11.3	24.6	18.5
Salads	6.0	13.0	1.7	6.9	2.3	2.3	3.5
Plain	3.3	5.7	1.7	3.3	3.4	1.5	2.0
Other	1.6	1.0	1.7	1.1	4.5	1.5	1.0
Don't Know	1.9	0.7	3.5	1.1	2.3	2.3	3.5

Weighted Base: (1394) (305) (181) (373) (188) (135) (212)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6b

In Which Of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>									
On Crackers	47.9	49.3	54.1	51.3	47.3	41.4	42.9	47.9	70.3
Sandwiches	26.1	20.0	17.3	19.8	30.7	25.9	34.0	30.2	15.6
Part Of Main Dish	13.2	18.7	17.3	16.2	12.1	16.9	10.5	4.2	1.6
Salads	6.0	8.0	3.0	7.6	4.9	7.9	6.1	6.3	1.6
Plain	3.3	2.7	3.0	3.1	3.8	4.5	1.6	5.2	1.6
Other	1.6	-	3.0	0.5	0.4	0.8	2.0	5.2	6.2
Don't Know	1.9	1.3	2.3	1.5	0.8	2.6	2.9	1.0	3.1
Weighted Base:	(1394)	1/(77)	(141)	(206)	(274)	(276)	(252)	1/(99)	1/(69)

1/Relatively unstable due to the small number of cases.

In Which Of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>							
On Crackers	47.9	48.5	49.0	48.1	45.9	45.5	49.2
Sandwiches	26.1	27.8	25.4	24.7	32.5	22.4	23.7
Part Of Main Dish	13.2	7.0	11.4	14.1	10.4	16.7	17.9
Salads	6.0	12.5	7.0	5.7	4.8	5.8	4.4
Plain	3.3	2.8	4.7	1.7	2.8	5.8	1.9
Other	1.6	-	1.1	3.0	1.6	1.9	1.0
Don't Know	1.9	1.4	1.4	2.7	2.0	1.9	1.9
Weighted Base:	(1394)	1/(74)	(368)	(311)	(259)	(168)	(214)

1/ Relatively unstable due to the small number of cases.

Section E
Question 6b

NATIONAL CANNED FISH AND SHELLFISH STUDY

In Which of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>				
On Crackers	47.9	31.6	56.6	23.1
Sandwiches	26.1	37.4	20.8	26.9
Part Of Main Dish	13.2	16.6	11.9	9.6
Salads	6.0	8.3	3.7	30.8
Plain	3.3	3.9	3.0	3.8
Other	1.6	0.7	1.9	1.9
Don't Know	1.9	1.5	2.1	3.9
Weighted Base:	(1394)	(415)	(891)	$\frac{1}{2}$ (52)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

In Which of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>			
On Crackers	47.9	44.3	65.8
Sandwiches	26.1	28.6	13.1
Part Of Main Dish	13.2	13.7	10.8
Salads	6.0	6.2	5.0
Plain	3.3	3.5	2.2
Other	1.6	1.7	1.3
Don't Know	1.9	2.0	1.8
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6b

In Which Of The Following Ways

Did You Serve Canned Sardines

Most Frequently

	EMPLOYMENT OF HOMEMAKER			
	Total	Full-time	Part-Time	Not Employed
	%	%	%	%
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>				
On Crackers	47.9	46.5	60.2	46.2
Sandwiches	26.1	31.8	18.0	25.2
Part Of Main Dish	13.2	9.3	14.3	14.6
Salads	6.0	6.8	3.8	6.3
Plain	3.3	2.1	1.5	4.0
Other	1.6	1.4	-	1.9
Don't Know	1.9	2.1	2.2	1.8
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

In Which of The Following Ways

Did You Serve Canned Sardines

Most Frequently?

	Total	AGE OF HOMEMAKER									
		15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served Most Frequently</u>											
On Crackers	47.9	62.1	54.4	52.6	44.4	44.7	44.5	48.0	43.4	46.6	44.8
Sandwiches	26.1	6.8	25.4	24.3	30.0	32.0	29.7	28.7	21.2	25.0	23.9
Part Of Main Dish	13.2	13.5	15.8	10.7	14.4	9.9	13.6	11.3	16.2	14.8	14.9
Salads	6.0	6.8	4.4	5.9	5.4	4.1	5.2	8.0	7.1	6.8	8.2
Plain	3.3	6.8	-	0.6	1.6	4.1	3.2	3.3	6.1	3.4	6.7
Other	1.6	4.0	-	4.1	2.1	0.6	0.6	0.7	2.0	2.3	0.7
Don't Know	1.9	-	-	1.8	2.1	4.6	3.2	-	4.0	1.1	0.8
Weighted Base:	(1394)	^{1/} (74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	^{1/} (92)	(139)

^{1/} Relatively unstable due to the small number of cases.

Section E

Question 7

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	46.1	31.7	27.4	39.3
Do Not Look For A Particular Brand	65.1	53.9	68.3	72.6	60.7

Weighted Base: (1394) (337) (411) (463) (183)

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	41.5	37.9	43.7	28.5	23.4	19.4
Do Not Look For A Particular Brand	65.1	58.5	62.1	56.3	71.5	76.6	80.6
Weighted Base:	(1394)	(305)	(181)	(373)	(188)	(135)	(212)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 7

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	28.2	24.0	32.1	27.2	37.8	42.0	49.5	43.3
Do Not Look For A Particular Brand	65.1	71.8	76.0	67.9	72.8	62.2	58.0	50.5	56.7
Weighted Base:	(1394)	$\frac{1}{2}$ (77)	(141)	(206)	(274)	(276)	(252)	$\frac{1}{2}$ (99)	$\frac{1}{2}$ (69)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

NUMBER OF PERSONS IN HOUSEHOLD

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	37.5	35.1	36.1	39.8	29.0	29.9
Do Not Look For A Particular Brand	65.1	62.5	64.9	63.9	60.2	71.0	70.1
Weighted Base:	(1394)	$\frac{1}{2}$ (74)	(368)	(311)	(259)	(168)	(214)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 7

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	41.5	30.5	67.4
Do Not Look For A Particular Brand	65.1	58.5	69.5	32.6
Weighted Base:	(1394)	(415)	(891)	<u>1/</u> (52)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 36 cases representing "Other Denominations" not shown.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0
Look For A Particular Brand	34.9	36.9	24.4
Do Not Look For A Particular Brand	65.1	63.1	75.6
Weighted Base:	(1394)	(1164)	(230)

Section E

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 7

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	EMPLOYMENT OF HOME MAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
Look For A Particular Brand	34.9	38.9	34.1	33.4
Do Not Look For A Particular Brand	65.1	61.1	65.9	66.6
Weighted Base:	(1394)	(288)	(141)	(937)

Note: Percentages for 28 cases representing "Unreported Employment" not shown.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Sardines?

	AGE OF HOME MAKER										
	Total %	15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
<u>Households Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look for a Particular Brand	34.9	20.0	27.3	43.6	31.5	38.5	32.9	32.2	43.3	36.4	36.2
Do Not Look for a Particular Brand	65.1	80.0	72.7	56.4	68.5	61.5	67.1	67.8	56.7	63.6	63.8
Weighted Base:	(1394)	1/(74)	(116)	(174)	(200)	(178)	(161)	(158)	(102)	1/(92)	(139)

1/ Relatively unstable due to the small number of cases.

Section F

Question 1

Use of Canned Shrimp

NATIONAL CANNED FISH AND SHELLFISH STUDY

During The Past Four Weeks About How

Often Did You Serve Canned Shrimp?

	R E G I O N S				
	Total %	North- east %	North- Central %	South %	West %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>					
One Time	26.4	27.1	21.8	28.4	28.2
Two Times	14.9	21.3	10.9	15.7	11.3
Three Times	5.9	3.2	1.9	6.7	11.8
Four Times	4.1	4.3	2.6	2.3	6.8
Five Or More Times	2.6	1.6	2.5	3.7	2.3
Don't Know	0.6	0.5	0.6	0.7	0.6
Did Not Serve	45.5	42.0	59.7	42.5	39.0
Weighted Base:	(664)	(195)	(156)	(135)	(178)

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	C I T Y S I Z E						
	Total %	Megale- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban %	Non- Metro 2,500 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	26.4	25.0	17.2	25.2	29.5	35.1	34.6
Two Times	14.9	21.3	13.1	15.2	15.4	9.3	9.0
Three Times	5.9	7.4	3.0	5.7	7.7	13.0	1.3
Four Times	4.1	4.4	4.0	4.3	2.6	1.9	6.4
Five Or More Times	2.6	1.4	5.0	3.4	-	3.8	-
Don't Know	0.6	0.7	-	1.4	-	-	-
Did Not Serve	45.5	39.8	57.7	44.8	44.8	36.9	48.7
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	I N C O M E								
	Total %	Under \$1000 %	\$1000-1999 %	\$2000-2999 %	\$3000-3999 %	\$4000-4999 %	\$5000-6999 %	\$7000-9999 %	\$10,000 and Over %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>									
One Time	26.4	13.6	21.9	28.8	32.3	27.1	22.8	27.1	24.5
Two Times	14.9	18.2	18.8	11.3	13.7	15.4	20.0	12.9	7.5
Three Times	5.9	-	6.2	8.8	3.2	4.7	6.1	8.6	9.5
Four Times	4.1	-	3.1	3.8	2.4	3.9	4.8	5.7	7.5
Five Or More Times	2.6	-	-	2.4	1.6	1.6	4.9	2.9	1.9
Don't Know	0.6	-	-	-	1.6	-	1.4	-	-
Did Not Serve	45.5	68.2	50.0	44.9	45.2	47.3	40.0	42.8	49.1
Weighted Base:	(664)	1/(22)	1/(32)	2/(84)	(125)	(132)	(146)	2/(70)	2/(53)

1/ Shown for consistency only. Bases too small for reliability.

2/ Relatively unstable due to the small number of cases.

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>							
One Time	26.4	27.2	23.7	25.4	26.1	31.9	29.8
Two Times	14.9	18.2	13.5	14.9	16.7	17.4	11.9
Three Times	5.9	2.3	6.5	8.2	1.5	11.6	5.9
Four Times	4.1	-	3.8	0.7	5.1	7.3	8.3
Five Or More Times	2.6	2.3	2.0	2.3	3.5	1.4	2.4
Don't Know	0.6	-	-	0.7	1.4	1.4	-
Did Not Serve	45.5	50.0	50.5	47.8	45.7	29.0	41.7
Weighted Base:	(664)	1/(44)	(187)	(136)	(140)	2/(72)	2/(85)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	RELIGION OF FAMILY			
	<u>Total</u> %	<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	26.4	25.3	26.8	33.3
Two Times	14.9	17.3	13.2	-
Three Times	5.9	5.2	6.2	-
Four Times	4.1	3.6	4.4	16.7
Five Or More Times	2.6	2.0	2.9	-
Don't Know	0.6	-	0.8	16.7
Did Not Serve	45.5	46.6	45.7	33.3
Weighted Base:	(664)	(252)	(391)	<u>1/</u> (6)

1/ Shown for consistency only. Bases too small for reliability.

Note: Percentages for 15 cases representing "Other Denominations" not shown.

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	RACE OF HOMEMAKER		
	<u>Total</u> %	<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Number Of Times Served</u>			
One Time	26.4	25.9	32.0
Two Times	14.9	14.5	20.8
Three Times	5.9	6.1	3.8
Four Times	4.1	4.2	3.8
Five Or More Times	2.6	2.5	1.9
Don't Know	0.6	0.5	1.9
Did Not Serve	45.5	46.3	35.8
Weighted Base:	(664)	(606)	<u>1/</u> (58)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	EMPLOYMENT OF HOMEAKER			
	Total	Full-Time	Part-Time	Not Employed
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>				
One Time	26.4	21.7	26.3	28.0
Two Times	14.9	15.4	19.3	14.7
Three Times	5.9	5.6	8.8	5.9
Four Times	4.1	6.3	1.8	3.8
Five Or More Times	2.6	2.8	3.5	2.0
Don't Know	0.6	-	-	0.9
Did Not Serve	45.5	48.2	40.3	44.7
Weighted Base:	(664)	(144)	^{1/} (57)	(447)

^{1/} Relatively unstable due to the small number of cases.
 Note: Percentages for 16 cases representing "Unreported Employment" not shown.

During The Past Four Weeks

About How Often Did You Serve Canned Shrimp?

	AGE OF HOMEAKER										
	Total	15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Times Served</u>											
One Time	26.4	28.1	27.1	27.6	31.2	23.7	23.0	27.4	28.6	23.1	22.4
Two Times	14.9	21.9	10.0	12.8	18.8	16.3	23.0	14.3	19.0	7.7	8.6
Three Times	5.9	6.2	10.0	8.3	6.3	-	3.3	4.8	7.1	7.7	6.9
Four Times	4.1	6.2	4.3	3.7	3.7	5.0	9.8	1.2	4.8	5.1	-
Five Or More Times	2.6	-	1.4	2.7	3.7	3.8	3.3	3.6	-	2.6	-
Don't Know	0.6	-	-	1.8	-	1.2	-	1.2	-	-	-
Did Not Serve	45.5	37.6	47.2	43.1	36.3	50.0	37.6	47.5	40.5	53.8	62.1
Weighted Base:	(664)	^{1/} (34)	^{2/} (72)	(111)	^{2/} (80)	^{2/} (80)	^{2/} (63)	^{2/} (84)	^{1/} (42)	^{1/} (40)	^{2/} (58)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Section F

Question 2a

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Do You Have On Your
Shelves At Present ?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	16.8	17.5	14.5	13.5	18.9
Two Cans	14.3	16.9	13.1	10.5	15.4
Three Cans	3.1	3.4	1.3	1.5	5.7
Four Cans	1.2	0.6	2.6	-	1.7
Five Or More Cans	2.4	-	2.7	1.6	5.2
Did Not Serve	62.2	61.6	64.0	72.9	53.1
Weighted Base:	(664)	(195)	(156)	(135)	(178)

How Many Cans Do You Have
On Your Shelves At Present?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megale- opolitan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	16.8	14.9	13.1	17.7	26.7	18.5	11.5
Two Cans	14.3	15.7	8.1	13.6	13.3	16.7	20.5
Three Cans	3.1	1.5	4.0	5.1	1.3	-	3.9
Four Cans	1.2	1.5	2.0	1.0	-	-	2.6
Five Or More Cans	2.4	-	1.0	5.5	-	3.8	1.3
Did Not Serve	62.2	66.4	71.8	57.1	58.7	61.0	60.2
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

How Many Cans Do You Have

On Your Shelves At Present?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number Of Cans									
One Can	16.8	15.8	20.0	11.4	12.3	10.3	18.2	30.4	28.0
Two Cans	14.3	10.5	3.3	16.4	12.3	13.5	14.7	23.2	12.0
Three Cans	3.1	-	-	-	2.5	3.2	6.3	4.3	2.0
Four Cans	1.2	-	-	-	0.8	0.8	1.4	1.5	6.0
Five Or More Cans	2.4	-	-	6.4	0.8	0.8	2.1	4.4	4.0
Did Not Serve	62.2	73.7	76.7	65.8	71.3	71.4	57.3	36.2	48.0
Weighted Base:	(664)	1/ (22)	1/ (32)	2/ (84)	(125)	(132)	(146)	2/ (70)	2/ (53)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

How Many Cans Do You Have

On Your Shelves At Present?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number Of Cans							
One Can	16.8	11.9	16.5	14.6	18.0	19.1	19.3
Two Cans	14.3	21.4	22.5	10.0	10.5	8.8	9.6
Three Cans	3.1	4.8	3.9	2.3	3.0	4.4	1.2
Four Cans	1.2	-	1.1	2.3	1.5	1.5	-
Five Or More Cans	2.4	-	2.2	1.6	3.9	1.5	3.6
Did Not Serve	62.2	61.9	53.8	69.2	63.1	64.7	66.3
Weighted Base:	(664)	1/ (44)	(187)	(136)	(140)	2/ (72)	2/ (85)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

How Many Cans Do You Have

On Your Shelves At Present?

Households Having Served Canned Shrimp Within The Last 12 Months	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	16.8	14.9	17.8	16.7
Two Cans	14.3	13.3	14.6	-
Three Cans	3.1	2.5	3.8	-
Four Cans	1.2	0.8	1.3	16.7
Five Or More Cans	2.4	2.1	2.7	-
None	62.2	66.4	59.8	66.6
Weighted Base:	(664)	(252)	(391)	1/(6)

1/Shown for consistency only. Base too small for reliability.
 Note: Percentages for 15 cases representing "Other Denominations" not shown.

How Many Cans Do You Have

On Your Shelves At Present?

Households Having Served Canned Shrimp Within The Last 12 Months	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	16.8	17.6	7.4
Two Cans	14.3	15.2	3.7
Three Cans	3.1	3.3	1.9
Four Cans	1.2	1.2	1.9
Five Or More Cans	2.4	2.6	-
None	62.2	60.1	85.1
Weighted Base:	(664)	(606)	1/(58)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

How Many Cans Do You Have

On Your Shelves At Present?

Households Having Served Canned Shrimp Within The Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	16.8	15.3	15.8	17.6
Two Cans	14.3	16.1	15.8	13.9
Three Cans	3.1	5.1	-	2.3
Four Cans	1.2	0.8	-	1.4
Five Or More Cans	2.4	3.6	3.5	1.9
None	62.2	59.1	64.9	62.4
Weighted Base:	(664)	(144)	1/ (57)	(447)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

How Many Cans Do You Have

On Your Shelves At Present?

Households Having Served Canned Shrimp Within The Last 12 Months	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	16.8	5.9	16.2	20.6	16.3	17.7	10.3	23.2	12.8	18.9	14.0
Two Cans	14.3	11.7	8.8	9.3	15.0	12.7	13.8	23.2	15.4	21.6	14.0
Three Cans	3.1	-	2.9	-	2.5	5.0	5.2	4.9	10.3	2.7	-
Four Cans	1.2	-	-	1.9	1.2	1.3	5.2	-	-	2.7	-
Five Or More Cans	2.4	-	1.5	2.8	3.7	1.3	3.4	-	2.6	2.7	5.3
None	62.2	82.4	70.6	65.4	61.3	62.0	62.1	48.7	58.9	51.4	66.7
Weighted Base:	(664)	1/ (34)	2/(72)	2/(111)	2/(80)	2/(80)	2/(63)	2/(84)	1/(42)	1/(40)	2/(58)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Shrimp Do You

Usually Purchase At One Time ?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	48.4	42.9	54.6	51.1	46.6
Two Cans	39.3	45.8	33.8	40.5	36.9
Three Cans	4.9	4.5	4.5	3.1	6.8
Four Cans	4.2	5.1	3.9	1.5	5.7
Five Or More Cans	2.4	1.1	2.6	2.3	3.4
Don't Know	0.8	0.6	0.6	1.5	0.6
Weighted Base:	(664)	(195)	(156)	(135)	(178)

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro- Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	48.4	44.8	56.2	47.3	44.0	50.0	51.3
Two Cans	39.3	39.6	35.7	38.7	49.4	48.1	29.5
Three Cans	4.9	7.5	2.0	5.5	1.3	-	9.0
Four Cans	4.2	5.2	5.1	3.5	4.0	1.9	5.1
Five Or More Cans	2.4	2.2	-	1.5	-	-	3.8
Don't Know	0.8	0.7	1.0	0.5	1.3	-	1.3
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	I N C O M E								
	Total	Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
	%	%	%	%	%	%	%	%	%
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	48.4	73.7	54.8	46.7	52.5	50.8	45.8	27.5	58.0
Two Cans	39.3	26.3	29.0	36.4	36.9	39.7	42.4	56.5	28.0
Three Cans	4.9	-	6.5	6.5	5.7	3.9	3.5	4.4	8.0
Four Cans	4.2	-	6.5	5.2	2.5	3.2	6.9	5.8	-
Five Or More Cans	2.4	-	-	5.2	1.6	0.8	1.4	4.4	6.0
Don't Know	0.8	-	3.2	-	0.8	1.6	-	1.4	-
Weighted Base:	(664)	<u>1/</u> (22)	<u>1/</u> (32)	<u>2/</u> (84)	(125)	(132)	(146)	<u>2/</u> (70)	<u>2/</u> (53)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total	One	Two	Three	Four	Five	Six or More
	%	%	%	%	%	%	%
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	48.4	56.8	55.1	49.7	44.8	43.6	38.1
Two Cans	39.3	27.3	33.3	41.7	43.3	33.3	53.5
Three Cans	4.9	9.1	3.3	3.1	3.0	14.5	3.6
Four Cans	4.2	6.8	5.0	3.1	3.7	4.3	3.6
Five Or More Cans	2.4	-	2.2	2.4	3.0	4.3	1.2
Don't Know	0.8	-	1.1	-	2.2	-	-
Weighted Base:	(664)	<u>1/</u> (44)	(187)	(136)	(140)	<u>2/</u> (72)	<u>2/</u> (85)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	RELIGION OF FAMILY			
	Total	Catholic	Protestant	Jewish
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	48.4	50.2	47.3	66.7
Two Cans	39.3	37.0	40.1	33.3
Three Cans	4.9	3.7	5.9	-
Four Cans	4.2	5.8	3.5	-
Five Or More Cans	2.4	2.5	2.4	-
Don't Know	0.8	0.8	0.8	-
Weighted Base:	(664)	(252)	(391)	1/ (6)

1/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 15 cases representing "Other Denominations" not shown.

How Many Cans Of Shrimp Do You

Usually Purchase At One Time?

	RACE OF HOMEMAKER		
	Total	White	Non-White
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%
	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	48.4	49.0	42.5
Two Cans	39.3	39.5	37.0
Three Cans	4.9	4.1	13.0
Four Cans	4.2	4.5	1.9
Five Or More Cans	2.4	2.4	1.9
Don't Know	0.8	0.5	3.7
Weighted Base:	(664)	(606)	1/ (58)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2b

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	48.4	46.8	54.4	48.1
Two Cans	39.3	43.8	35.1	38.2
Three Cans	4.9	4.3	3.5	5.3
Four Cans	4.2	2.9	7.0	4.4
Five Or More Cans	2.4	2.2	-	2.8
Don't Know	0.8	-	-	1.2
Weighted Base:	(664)	(144)	1/(57)	(447)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

How Many Cans Of Shrimp

Do You Usually Purchase At One Time?

	<u>Total</u>	A G E O F H O M E M A K E R									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
Households Having Served Canned Shrimp Within The Last 12 Months	%	%	%	%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	48.4	58.0	53.7	50.5	37.5	51.9	35.6	54.9	53.8	38.4	50.9
Two Cans	39.3	22.6	44.8	40.2	46.3	43.0	45.7	34.1	25.6	41.0	34.5
Three Cans	4.9	9.7	-	5.6	7.5	2.5	1.7	6.1	12.8	2.6	3.6
Four Cans	4.2	6.5	-	2.8	6.2	1.3	10.2	3.7	2.6	15.4	-
Five Or More Cans	2.4	3.2	1.5	-	2.5	1.3	6.8	1.2	2.6	2.6	5.5
Don't Know	0.8	-	-	0.9	-	-	-	-	2.6	-	5.5
Weighted Base:	(664)	1/(34)	2/(72)	(111)	2/(80)	2/(80)	2/(63)	2/(84)	1/(42)	1/(40)	2/(58)

1/ Shown for consistency only. Base too small for reliability

2/ Relatively unstable due to the small number of cases.

Section F

Question 3

NATIONAL CANNED FISH AND SHELLFISH STUDY

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase ?

	<u>Total</u> %	<u>REGIONS</u>			
		<u>North-east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>					
Cleaned (Deveined)	59.4	68.3	64.5	49.3	53.4
Regular (Not Deveined)	31.6	24.3	28.4	34.3	39.8
No Preference	5.0	6.8	2.6	8.2	2.8
Don't Know	4.0	0.6	4.5	8.2	4.0
Weighted Base:	(664)	(195)	(156)	(135)	(178)

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase?

	<u>Total</u> %	<u>CITY SIZE</u>					
		<u>Metropo- litan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>							
Cleaned (Deveined)	59.4	65.1	58.2	56.8	55.1	53.7	65.4
Regular (Not Deveined)	31.6	23.0	32.7	35.2	35.9	40.7	25.6
No Preference	5.0	5.2	2.0	4.0	7.7	3.7	9.0
Don't Know	4.0	6.7	7.1	4.0	1.3	1.9	-
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 3

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>									
Cleaned (Deveined)	59.4	63.1	51.6	55.8	59.4	57.0	56.2	65.7	74.0
Regular (Not Deveined)	31.6	21.1	38.7	32.5	33.3	32.8	34.7	27.1	20.0
No Preference	5.0	-	9.7	7.8	2.4	7.1	4.9	4.3	2.0
Don't Know	4.0	15.8	-	3.9	4.9	3.1	4.2	2.9	4.0
Weighted Base:	(664)	$\frac{1}{22}$	$\frac{1}{32}$	$\frac{2}{84}$	(125)	(132)	(146)	$\frac{2}{70}$	$\frac{2}{53}$

$\frac{1}{2}$ Shown for consistency only. Base too small for reliability.

$\frac{2}{2}$ Relatively unstable due to the small number of cases.

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>							
Cleaned (Deveined)	59.4	59.2	58.8	63.6	59.7	50.8	60.7
Regular (Not Deveined)	31.6	31.8	32.4	27.1	33.6	40.6	26.2
No Preference	5.0	4.5	2.2	7.0	3.7	4.3	10.7
Don't Know	4.0	4.5	6.6	2.3	3.0	4.3	2.4
Weighted Base:	(664)	$\frac{1}{44}$	(187)	(136)	(140)	$\frac{2}{72}$	$\frac{2}{85}$

$\frac{1}{2}$ Shown for consistency only. Base too small for reliability.

$\frac{2}{2}$ Relatively unstable due to the small number of cases.

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	%	%	%	%
	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>				
Cleaned (Deveined)	59.4	64.3	56.0	80.0
Regular (Not Deveined)	31.6	26.6	35.3	20.0
No Preference	5.0	5.7	4.8	-
Don't Know	4.0	3.4	3.9	-
Weighted Base:	(664)	(252)	(391)	<u>1/</u> (6)
<u>1/</u> Shown for consistency only. Base too small for reliability.				

Note: Percentages for 15 cases representing "Other Denominations" not shown.

Canned Shrimp Is Being Packed In Two Different Ways.

Which Do You Usually Purchase?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	%	%	%
	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>			
Cleaned (Deveined)	59.4	60.5	46.3
Regular (Not Deveined)	31.6	31.5	33.3
No Preference	5.0	4.8	7.4
Don't Know	4.0	3.2	13.0
Weighted Base:	(664)	(606)	<u>1/</u> (58)

1/ Relatively unstable due to the small number of cases.

Question 3

Canned Shrimp Is being Packed In Two Different Ways.

Which Do You Usually Purchase?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>				
Cleaned (Deveined)	59.4	59.7	61.4	58.3
Regular (Not Deveined)	31.6	33.1	29.8	31.8
No Preference	5.0	2.2	5.3	6.0
Don't Know	4.0	5.0	3.5	3.9
Weighted Base:	(664)	(144)	1/ (57)	(447)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

Canned Shrimp Is Being Packed In Two Different Ways

Which Do You Usually Purchase?

	<u>Total</u>	A G E O F H O M E M A K E R									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type Of Packing Usually Purchased</u>											
Cleaned (Deveined)	59.4	59.4	61.2	52.3	56.2	69.6	55.7	63.4	59.0	66.7	53.6
Regular (Not Deveined)	31.6	31.2	32.8	38.3	31.3	25.3	32.8	28.0	35.9	25.6	32.2
No Preference	5.0	3.1	1.5	5.6	7.5	5.1	8.2	4.9	-	2.6	7.1
Don't Know	4.0	6.3	4.5	3.8	5.0	-	3.3	3.7	5.1	5.1	7.1
Weighted Base:	(664)	1/(34)	2/(72)	(111)	2/(80)	2/(80)	2/(63)	2/(84)	1/(42)	1/(40)	2/(58)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY

If You Ever Buy The Regular Type Of Canned Shrimp,
Do You Remove The Back Vein Before Serving?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
<u>Remove The Back Vein Before Serving</u>					
Yes	66.2	66.3	70.5	64.2	64.2
No	12.6	6.5	9.3	21.2	15.0
Never Buy Regular Type	21.2	27.2	20.2	14.6	20.8
Weighted Base:	(664)	(195)	(156)	(135)	(178)

If You Ever Buy The Regular Type Canned Shrimp,
Do You Remove The Back Vein Before Serving?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural %	Non- Metro Rural Non-Farm %
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Remove The Back Vein Before Serving</u>							
Yes	66.2	70.1	66.6	62.1	70.6	71.7	60.6
No	12.6	6.3	16.7	13.2	16.2	9.4	16.7
Never Buy Regular Type	21.2	23.6	16.7	24.7	13.2	18.9	22.7
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/ Relatively unstable due to the small number of cases.

Section F

Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY

If You Ever Buy The Regular Type Canned Shrimp

Do You Remove The Back Vein Before Serving?

	Total %	I N C O M E							
		Under \$1000 %	\$1000 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Remove The Back Vein Before Serving									
Yes	66.2	42.9	32.1	60.3	69.3	71.4	73.3	66.2	60.4
No	12.6	14.2	25.0	27.9	10.5	8.4	11.9	10.3	4.2
Never Buy Regular Type	21.2	42.9	42.9	11.8	20.2	20.2	14.8	23.5	35.4
Weighted Base:	(664)	1/(22)	1/(32)	2/(84)	(125)	(132)	(146)	2/(70)	2/(53)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

If You Ever Buy The Regular Type Of Canned Shrimp,

Do You Remove the Back Vein Before Serving?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Remove The Back Vein Before Serving							
Yes	66.2	63.4	65.1	65.5	65.6	74.6	65.0
No	12.6	9.8	13.2	11.2	12.5	14.3	13.8
Never Buy Regular Type	21.2	26.8	21.7	23.3	21.9	11.1	21.2
Weighted Base:	(664)	1/(44)	(187)	(136)	(140)	2/(72)	2/(85)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Question 4

If You Ever Buy The Regular Type Canned Shrimp,

Do You Remove The Back Vein Before Serving?

	RELIGION OF FAMILY			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	% 100.0	% 100.0	% 100.0	% 100.0
<u>Remove The Back Vein Before Serving</u>				
Yes	66.2	62.8	68.2	60.0
No	12.6	11.2	13.9	-
Never Buy Regular Type	21.2	26.0	17.9	40.0
Weighted Base:	(664)	(252)	(391)	^{1/} (6)

^{1/} Shown for consistency only. Base too small for reliability.

Note: Percentages for 15 cases representing "Other Denominations" not shown.

If You Ever Buy The Regular Type Canned Shrimp,

Do You Remove The Back Vein Before Serving?

	RACE OF HOMEMAKER		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	% 100.0	% 100.0	% 100.0
<u>Remove The Back Vein Before Serving</u>			
Yes	66.2	66.0	67.3
No	12.6	12.2	17.3
Never Buy Regular Type	21.2	21.8	15.4
Weighted Base:	(664)	(606)	^{1/} (58)

^{1/} Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

If You Ever Buy The Regular Type Canned Shrimp,
Do You Remove The Back Vein Before Serving?

	EMPLOYMENT OF HOUSEMAKER			
	Total	Full-Time	Part-Time	Not Employed
	%	%	%	%
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Remove The Back Vein Before Serving</u>				
Yes	66.2	70.3	63.5	65.0
No	12.6	10.2	13.4	13.4
Never Buy Regular Type	21.2	19.5	23.1	21.6
Weighted Base:	(664)	(144)	1/ (57)	(447)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

If You Ever Buy The Regular Type Canned Shrimp,
Do You Remove The Back Vein Before Serving?

	A G E O F H O M E M A K E R										
	Total	15-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 and Over
	%	%	%	%	%	%	%	%	%	%	%
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Remove The Back Vein Before Serving</u>											
Yes	66.2	62.1	54.0	66.7	75.0	73.3	70.7	66.7	71.0	59.5	53.3
No	12.6	13.8	19.0	11.7	13.2	10.7	10.3	10.2	9.7	13.5	15.6
Never Buy Regular Type	21.2	24.1	27.0	21.6	11.8	16.0	19.0	23.1	19.3	27.0	31.1
Weighted Base:	(664)	1/(34)	2/(72)	(111)	2/(80)	22/(80)	2/(63)	2/(84)	1/(42)	1/(40)	2/(58)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section F

Question 5

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Do You Usually Serve

Canned Shrimp?

	REGIONS				
	Total	North- east	North Central	South	West
	%	%	%	%	%
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0

Ways Served

Salad	61.5	52.5	54.1	54.5	82.4
Appetizer, Hors D'oeuvres Or Cocktail	34.1	27.1	46.5	34.3	30.1
Hot Main Dish	22.3	16.4	18.7	41.8	16.5
Other	7.2	3.4	6.5	9.0	10.2
Don't Know	4.8	14.1	2.6	-	1.1

Weighted Base: (664) (195) (156) (135) (178)

Note: Some respondents serve shrimp in more than one way.

How Do You Usually Serve

Canned Shrimp?

	CITY SIZE						
	Total	Megalo- politan Over 500,000	Metro Central 50,000- 500,000	Suburban	Non- Metro 2,500- 50,000	Non- Metro Rural Farm	Non- Metro Rural Non-Farm
	%	%	%	%	%	%	
<u>Households Having Served Canned Shrimp Within The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
Salad	61.5	60.0	54.1	59.8	64.1	68.5	70.5
Appetizer, Hors D'oeuvres Or Cocktail	34.1	36.3	36.7	38.2	26.9	18.5	34.6
Hot Main Dish	22.3	25.2	22.5	18.6	24.4	20.4	25.6
Other	7.2	7.4	5.1	5.5	3.9	9.3	15.4
Don't Know	4.8	5.2	6.1	4.5	6.4	1.9	3.9
Weighted Base:	(664)	(140)	(100)	(210)	1/(79)	1/(55)	1/(80)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents serve shrimp in more than one way.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 5

How Do You Usually Serve

Canned Shrimp?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>									
Salad	61.5	52.6	64.5	63.6	61.0	51.6	68.8	64.3	62.0
Appetizer, Hors D'oeuvres Or Cocktail	34.1	57.9	29.0	24.7	26.0	42.2	33.3	30.0	50.0
Hot Main Dish	22.3	15.8	25.8	42.9	17.9	24.2	13.9	22.9	20.0
Other	7.2	15.8	3.2	10.4	8.9	4.7	5.6	5.7	10.0
Don't Know	4.8	-	-	2.6	7.3	3.1	7.6	7.1	-
Weighted Base:	(664)	1/(22)	1/(32)	2/(84)	(125)	(132)	(146)	2/(70)	2/(53)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Note: Some respondents serve shrimp in more than one way.

How Do You Usually Serve

Canned Shrimp?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>							
Salad	61.5	68.2	62.6	54.3	70.9	63.8	50.0
Appetizer, Hors D'oeuvres Or Cocktail	34.1	40.9	31.3	31.8	35.1	36.2	36.9
Hot Main Dish	22.3	15.9	24.2	24.0	18.7	20.3	26.2
Other	7.2	6.8	4.9	8.5	6.0	11.6	8.3
Don't Know	4.8	6.8	5.5	6.2	2.2	5.8	3.6
Weighted Base:	(664)	1/(44)	(187)	(136)	(140)	2/(72)	2/(85)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Note: Some respondents serve shrimp in more than one way.

Question 5

How Do You Usually Serve

Canned Shrimp?

Households Having Served Canned Shrimp Within <u>The Last 12 Months</u>	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
Salad	61.5	61.1	61.3	50.0
Appetizer, Hors D'oeuvres Or Cocktail	34.1	33.2	34.7	66.7
Hot Main Dish	22.3	19.7	24.4	16.7
Other	7.2	9.4	5.8	-
Don't Know	4.8	5.7	4.0	-
Weighted Base:	(664)	(252)	(391)	<u>1/</u> (6)

1/ Shown for consistency only. Base too small for reliability.

Note: Some respondents serve shrimp in more than one way.
Percentages for 15 cases representing "Other Denominations" not shown.

How Do You Usually Serve

Canned Shrimp?

Households Having Served Canned Shrimp Within <u>The Last 12 Months</u>	<u>Total</u> %	<u>RACE OF HOME MAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Ways Served</u>			
Salad	61.5	62.1	55.6
Appetizer, Hors D'oeuvres Or Cocktail	34.1	35.7	16.7
Hot Main Dish	22.3	20.6	40.7
Other	7.2	7.1	7.4
Don't Know	4.8	5.3	-
Weighted Base:	(664)	(606)	<u>1/</u> (58)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents serve shrimp in more than one way.

Question 5

How Do You Usually Serve

Canned Shrimp?

	EMPLOYMENT OF HOME MAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Ways Served</u>				
Salad	61.5	63.3	70.2	59.9
Appetizer, Hors D'oeuvres Or Cocktail	34.1	30.2	38.6	34.6
Hot Main Dish	22.3	23.7	24.6	21.7
Other	7.2	6.5	10.5	7.1
Don't Know	4.8	3.6	5.2	5.3
Weighted Base:	(664)	(144)	1/(57)	(447)

1/ Relatively unstable due to the small number of cases.
 Note: Some respondents serve shrimp in more than one way.
 Percentages for 16 cases representing "Unreported Employment" not shown.

How Do You Usually Serve

Canned Shrimp?

	Total %	AGE OF HOME MAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Ways Served</u>											
Salad	61.5	59.4	59.7	59.8	66.3	60.8	57.4	63.4	71.8	48.7	66.1
Appetizer, Hors D'oeuvres Or Cocktail	34.1	50.0	25.4	43.0	37.5	34.2	37.7	29.3	23.1	23.1	32.1
Hot Main Dish	22.3	15.6	29.9	20.6	23.8	22.8	21.3	18.3	15.4	43.6	14.3
Other	7.2	3.1	1.5	6.5	10.0	10.1	1.6	11.0	7.7	10.3	7.1
Don't Know	4.8	3.1	3.0	1.9	2.5	3.8	4.9	8.5	10.3	12.8	3.6
Weighted Base:	(664)	1/(34)	2/(72)	(111)	2/(80)	2/(80)	2/(63)	2/(84)	1/(42)	1/(40)	2/(58)

1/ Shown for consistency only. Base too small for reliability.
 2/ Relatively unstable due to the small number of cases.
 Note: Some respondents serve shrimp in more than one way.

Section F

Question 6

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Usually Look Or Ask For A Particular Brand
When You Buy Canned Shrimp ?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	40.1	28.3	27.3	45.5
Do Not Look For A Particular Brand	63.8	59.9	71.7	72.7	54.5
Weighted Base:	(664)	(195)	(156)	(135)	(178)

Do You Usually Look Or Ask For A Particular Brand
When You Buy Canned Shrimp ?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	36.6	32.7	36.4	41.3	37.0	33.8
Do Not Look For A Particular Brand	63.8	63.4	67.3	63.6	58.7	63.0	66.2
Weighted Base:	(664)	(140)	(100)	(210)	1/ (79)	1/ (55)	1/ (80)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp ?

	Total	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	31.6	25.8	33.8	32.5	29.4	46.5	37.7	42.0
Do Not Look For A Particular Brand	63.8	68.4	74.2	66.2	67.5	70.6	53.5	62.3	58.0
Weighted Base:	(664)	^{1/} (22)	^{1/} (32)	^{2/} (84)	(125)	(132)	(146)	^{2/} (70)	^{2/} (53)

^{1/}Shown for consistency only. Base too small for reliability.

^{2/}Relatively unstable due to the small number of cases.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp ?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	43.2	37.2	32.3	40.9	30.4	33.3
Do Not Look For A Particular Brand	63.8	56.8	62.8	67.7	59.1	69.6	66.7
Weighted Base:	(664)	^{1/} (44)	(187)	(136)	(140)	^{2/} (72)	^{2/} (85)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Question 6

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	36.6	34.9	66.7
Do Not Look For A Particular Brand	63.8	63.4	65.1	33.3
Weighted Base:	(664)	(252)	(391)	<u>1/</u> (6)

1/ Shown for consistency only. Base too small for reliability.
 Note: Percentages for 15 cases representing "Other Denominations" not shown.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Having Served Canned Shrimp Within Last 12 Months</u>	100.0	100.0	100.0
Look For A Particular Brand	36.2	37.6	20.4
Do Not Look For A Particular Brand	63.8	62.4	79.6
Weighted Base:	(664)	(606)	<u>1/</u> (58)

1/ Relatively unstable due to the small number of cases.

Section F

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 6

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp?

	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
Households Having Served Canned Shrimp Within Last 12 Months	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	34.6	49.1	35.0
Do Not Look For A Particular Brand	63.8	65.4	50.9	65.0
Weighted Base:	(664)	(144)	1/ (57)	(447)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

Do You Usually Look Or Ask For A Particular Brand

When You Buy Canned Shrimp?

	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Having Served Canned Shrimp Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Look For A Particular Brand	36.2	16.1	40.9	38.7	45.0	31.2	34.4	39.0	35.9	31.6	32.1
Do Not Look For A Particular Brand	63.8	83.9	59.1	61.3	55.0	68.8	65.6	61.0	64.1	68.4	67.9
Weighted Base:	(664)	1/ (34)	2/ (72)	(111)	2/ (80)	2/ (80)	2/ (63)	2/ (84)	1/ (42)	1/ (40)	2/ (58)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Reasons for Non-Use of Four Major Canned Fishery Products

Section G
Question 1

NATIONAL CANNED FISH AND SHELLFISH STUDY

Could You Tell Me Why You Did Not Serve Canned Tuna
During The Last Twelve Months?

	Total %	REGIONS			
		North- east %	North Central %	South %	West %
Households Not Having Served Canned Tuna During The Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>					
Don't Like, Family Dislikes	45.7	43.0	45.6	44.2	62.2
Habit, Never Used, No Particular Reason	11.2	8.2	13.3	12.4	2.2
Dislike Canned Fish, Prefer It Fresh/Frozen	10.3	14.1	7.1	11.2	11.1
Dislike All Fish	9.7	14.1	13.7	5.4	2.2
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	11.6	7.5	7.8	11.1
Expensive, Price	8.0	-	6.2	13.2	8.9
Flavor, Strong, Oily, Salty Taste	6.6	10.7	4.9	6.6	4.4
Prefer Other Canned Fish	2.6	0.8	2.7	3.5	2.2
Strong Odor	1.7	2.5	1.8	1.2	2.2
Prefer Meat	1.7	0.8	3.5	0.8	-
Other	4.0	4.1	3.1	5.1	-
Don't Know	0.5	-	0.9	0.4	-
Weighted Base:	(661)	(12?)	(228)	(264)	(47)

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve Canned Tuna During The Past Twelve Months?

	Total %	CITY SIZE					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Not Having Served Canned Tuna During The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	45.7	37.1	46.3	44.4	43.1	49.6	51.4
Habit, Never Used, No Particular Reason	11.2	16.5	7.1	3.7	12.9	10.8	15.5
Dislike Canned Fish, Prefer It Fresh/Frozen	10.3	11.3	8.9	17.0	13.8	4.5	5.6
Dislike All Fish	9.7	9.3	10.7	15.6	11.0	4.5	7.1
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	11.3	7.1	8.2	10.1	2.7	11.3
Expensive, Price	8.0	3.1	3.6	5.9	5.5	17.1	9.9
Flavor, Strong, Oily, Salty Taste	6.6	14.5	1.8	5.9	7.4	5.4	4.2
Prefer Other Canned Fish	2.6	3.1	7.1	3.0	-	3.6	1.4
Strong Odor	1.7	1.0	1.8	3.7	1.8	0.9	0.7
Prefer Meat	1.7	-	1.8	1.5	-	7.2	-
Other	4.0	3.1	10.9	5.9	3.6	0.9	2.1
Don't know	0.5	1.0	1.8	-	-	0.9	-
Weighted Base:	(661)	1/(98)	1/(56)	(136)	(114)	(115)	(142)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve Canned Tuna During The Past Twelve Months?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Not Having Served Canned Tuna During the Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>									
Don't Like, Family Dislikes	45.7	45.1	37.3	44.1	48.3	48.5	49.3	42.1	56.5
Habit, Never Used, No Particular Reason	11.2	11.0	20.6	5.4	13.1	14.1	4.3	-	4.3
Dislike Canned Fish, Prefer It Fresh/Frozen	10.3	9.8	12.7	9.0	7.6	11.1	11.6	15.8	13.0
Dislike All Fish	9.7	9.8	2.0	8.1	12.4	10.1	14.5	5.3	21.7
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	7.3	15.7	10.8	4.1	8.1	7.2	15.8	-
Expensive, Price	8.0	13.4	12.7	8.1	8.3	4.0	4.3	-	-
Flavor, Strong, Oily, Salty Taste	6.6	3.7	5.9	7.2	8.3	7.1	7.2	5.3	4.3
Prefer Other Canned Fish	2.6	3.7	2.9	4.5	1.4	1.0	2.9	5.3	-
Strong Odor	1.7	2.4	-	0.9	2.8	-	2.9	10.5	-
Prefer Meat	1.7	-	-	3.6	0.7	3.0	1.4	5.3	4.3
Other	4.0	3.7	-	6.3	4.1	6.1	1.4	5.3	-
Don't Know	0.5	-	-	1.8	-	-	-	5.3	-
Weighted Base:	(661)	1/(83)	(103)	(111)	(148)	(100)	1/(69)	2/(24)	2/(23)

1/ Relatively unstable due to the small number of cases.

2/ Shown for consistency only. Base too small for reliability.

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve Canned Tuna During The Last Twelve Months?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Not Having Served Canned Tuna During The Last 12 Months</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	45.7	34.2	47.2	56.7	47.4	40.6	37.1
Habit, Never Used, No Particular Reason	11.2	9.6	6.8	11.7	18.4	18.6	12.8
Dislike Canned Fish, Prefer It Fresh/Frozen	10.3	12.3	11.0	9.2	10.5	15.3	4.7
Dislike All Fish	9.7	15.1	12.7	9.2	6.6	5.1	3.5
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	11.0	15.6	2.5	4.0	1.7	4.7
Expensive, Price	8.0	9.6	3.4	5.0	7.9	15.3	18.6
Flavor, Strong, Oily, Salty Taste	6.6	5.5	6.3	6.7	10.5	3.4	7.0
Prefer Other Canned Fish	2.6	-	2.1	3.3	1.3	1.7	7.0
Strong Odor	1.7	2.7	1.3	2.5	1.3	3.4	-
Prefer Meat	1.7	-	1.7	3.3	4.0	-	-
Other	4.0	8.2	2.6	1.6	1.3	5.1	7.0
Don't Know	0.5	-	0.8	-	-	-	1.2
Weighted Base:	(661)	1/(74)	(242)	(122)	1/(76)	1/(60)	1/(87)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve Canned Tuna
During The Past Twelve Months?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Not Having Served Canned Tuna During The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	45.7	45.9	45.7	9.1
Habit, Never Used, No Particular Reason	11.2	5.5	12.5	18.2
Dislike Canned Fish, Prefer It Fresh /Frozen	10.3	12.8	9.5	27.2
Dislike All Fish	9.7	8.3	10.3	18.2
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	12.8	7.7	18.2
Expensive, Price	8.0	8.3	7.9	-
Flavor, Strong, Oily, Salty Taste	6.6	11.9	5.3	9.1
Prefer Other Canned Fish	2.6	1.8	3.0	-
Strong Odor	1.7	0.9	1.8	-
Prefer Meat	1.7	-	2.2	-
Other	4.0	1.8	4.6	-
Don't Know	0.5	-	0.6	-
Weighted Base:	(661)	(111)	(514)	1/(11)

1/ Shown for consistency only. Base too small for reliability.

Note: Some respondents gave more than one reason.

Percentages for 25 cases representing "Other Denominations" not shown.

Could You Tell Me Why You Did Not Serve Canned Tuna
During The Past Twelve Months?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Not Having Served Canned Tuna During The Last 12 Months</u>	100.0	100.0	100.0
<u>Reasons</u>			
Don't Like, Family Dislikes	45.7	48.8	32.5
Habit, Never Used, No Particular Reason	11.2	10.1	16.3
Dislike Canned Fish, Prefer It Fresh, /Frozen	10.3	9.9	12.2
Dislike All Fish	9.7	11.0	4.1
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	8.5	8.9
Expensive, Price	8.0	6.6	13.8
Flavor, Strong, Oily, Salty Taste	6.6	6.5	7.3
Prefer Other Canned Fish	2.6	2.3	4.1
Strong Odor	1.7	1.5	2.4
Prefer Meat	1.7	1.9	0.8
Other	4.0	3.2	6.5
Don't Know	0.5	0.4	0.8
Weighted Base:	(661)	(535)	(126)

Note: Some respondents gave more than one reason.

Section C

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

Could You Tell Me Why You Did Not Serve Canned Tuna
During The Past Twelve Months?

	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
Households Not Having Served Canned Tuna During The Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	45.7	39.3	46.9	47.6
Habit, Never Used, No Particular Reason	11.2	11.6	12.2	10.7
Dislike Canned Fish, Prefer It Fresh / Frozen	10.3	8.9	12.2	10.5
Dislike All Fish	9.7	14.3	4.1	9.5
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	5.4	6.1	9.5
Expensive, Price	8.0	3.6	12.2	8.6
Flavor, Strong, Oily, Salty Taste	6.6	11.6	10.2	4.8
Prefer Other Canned Fish	2.6	1.8	-	2.9
Strong Odor	1.7	0.9	6.1	1.5
Prefer Meat	1.7	0.9	-	2.1
Other	4.0	6.3	6.1	3.2
Don't Know	0.5	1.8	-	0.2
Weighted Base:	(661)	(117)	1/(50)	(480)

1/ Shown for consistency only. Base too small for reliability.
 Note: Some respondents gave more than one reason.
 Percentages for 14 cases representing "Unreported Employment" not shown.

Could You Tell Me Why You Did Not Serve Canned Tuna
During The Past Twelve Months?

	Total %	AGE OF HOME MAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Not Having Served Canned Tuna During The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>											
Don't Like, Family Dislikes	45.7	43.9	57.4	54.7	43.9	43.1	39.2	37.7	46.0	52.9	42.5
Habit, Never Used, No Particular Reason	11.2	29.3	16.4	11.3	19.3	12.3	6.8	13.1	4.0	7.3	5.0
Dislike Canned Fish, Prefer It Fresh / Frozen	10.3	12.2	6.6	3.8	14.0	7.7	13.5	14.8	10.0	10.3	10.0
Dislike All Fish	9.7	7.3	13.1	7.5	3.5	10.8	6.8	8.2	14.0	13.2	10.8
Too Rich, Fish Disagree, Dietary, Doctor's Orders	8.6	2.4	3.3	5.7	1.8	4.6	8.1	8.2	14.0	10.3	17.5
Expensive, Price	8.0	4.9	1.6	5.7	14.0	10.8	10.8	9.8	4.0	4.4	10.0
Flavor Strong, Oily, Salty Taste	6.6	-	6.6	13.2	1.8	7.7	14.9	8.2	4.0	5.9	3.3
Prefer Other Canned Fish	2.6	4.9	4.9	1.9	1.8	1.5	1.4	6.6	2.0	1.5	1.7
Strong Odor	1.7	-	1.6	3.8	-	1.5	1.4	3.3	-	1.5	2.5
Prefer Meat	1.7	-	-	-	-	-	6.8	3.3	2.0	1.5	1.7
Other	4.0	4.9	1.6	1.9	7.0	6.2	5.4	1.6	4.0	2.9	3.3
Don't Know	0.5	2.4	-	-	-	1.5	-	1.6	-	-	-
Weighted Base:	(661)	1/(41)	2/(61)	2/(53)	2/(58)	2/(68)	2/(75)	2/(63)	1/(50)	2/(72)	(120)

1/ Shown for consistency only. Base too small for reliability.
 2/ Relatively unstable due to the small number of cases.
 Note: Some respondents gave more than one reason.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Could You Tell Me Why You Did Not Serve

Canned Salmon During The Past Twelve Months?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>					
Don't Like, Family Dislikes	47.2	47.5	46.2	45.6	49.0
Dislike Canned Fish, Prefer Fresh/Frozen	13.6	12.9	7.7	16.4	18.9
Expensive, Price	10.3	5.8	8.2	12.3	19.6
Dislike All Fish	9.4	7.1	21.5	6.4	2.1
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	17.3	1.0	5.0	2.1
Fish Disagree, Not On Diet, Doctor's Orders	7.2	5.4	8.2	10.5	4.2
Habit, Never Used, No Particular Reason	5.8	6.8	6.2	4.1	5.6
Prefer Other Canned Fish	3.1	4.1	2.1	1.4	4.9
Odor, Strong Odor	2.6	2.0	3.6	3.7	0.7
Prefer Meat	1.5	0.7	3.6	1.4	0.7
Fear Poison From Canned Salmon	1.2	0.7	0.5	1.4	2.8
Other	4.7	4.7	4.1	5.0	4.9
Don't Know	0.4	-	1.0	-	0.7

Weighted Base: (863) (296) (198) (224) (145)

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve

Canned Salmon During The Past Twelve Months?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	47.2	45.9	55.2	46.7	42.9	54.2	42.7
Dislike Canned Fish, Prefer Fresh/Frozen	13.6	13.0	7.6	17.4	15.2	6.8	12.4
Expensive, Price	10.3	8.2	9.5	8.0	10.5	18.6	18.0
Dislike All Fish	9.4	5.3	8.6	11.5	10.5	13.5	9.0
Flavor Strong, Oily, Salty, Fishy Taste	7.9	16.4	4.8	7.7	3.8	3.4	-
Fish Disagree, Not On Diet, Doctor's Orders	7.2	4.8	6.7	5.6	12.4	-	16.9
Habit, Never Used, No Particular Reason	5.8	9.7	9.5	3.5	6.7	-	2.2
Prefer Other Canned Fish	3.1	3.4	1.9	4.2	1.9	3.4	1.1
Odor, Strong Odor	2.6	3.9	2.8	1.1	2.9	1.7	4.5
Prefer Meat	1.5	1.0	1.0	0.3	0.9	11.9	1.1
Fear Poison From Canned Salmon	1.2	-	1.9	1.0	3.8	-	1.1
Other	4.7	8.7	3.8	3.5	2.8	5.1	2.2
Don't Know	0.4	1.0	-	-	0.9	-	-
Weighted Base:	(863)	(209)	(107)	(288)	(109)	1/(60)	1/(90)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

NATIONAL CANNED FISH AND SHELLFISH STUDY

Section G

Could You Tell Me Why You Did Not Serve

Question 1

Canned Salmon During The Past Twelve Months?

Households Not Having Served Canned Salmon Within Last 12 Months	Total %	I N C O M E							
		Under \$1000 %	\$1000-1999 %	\$2000-2999 %	\$3000-3999 %	\$4000-4999 %	\$5000-6999 %	\$7000-9999 %	\$10,000 and Over %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>									
Don't Like, Family Dislikes	47.2	33.8	38.2	43.4	57.6	47.4	50.3	52.8	31.9
Dislike Canned Fish, Prefer Fresh/Frozen	13.6	11.8	15.8	13.2	8.7	13.7	12.6	28.3	19.1
Expensive Price	10.3	19.1	18.4	11.3	8.7	8.6	7.0	11.3	4.3
Dislike All Fish	9.4	10.3	2.6	10.4	12.0	8.6	11.9	1.9	10.6
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	1.5	-	8.5	12.5	13.1	4.9	-	8.5
Fish Disagree, Not On Diet									
Doctor's Orders	7.2	17.6	19.7	6.6	2.7	4.6	3.5	13.2	4.3
Habit, Never Used, No Particular Reason	5.8	7.4	7.9	6.6	7.1	4.6	4.2	1.9	6.4
Prefer Other Canned Fish	3.1	2.9	2.6	0.9	1.6	4.0	4.2	7.5	2.1
Odor, Strong Odor	2.6	2.9	2.6	3.8	2.2	2.3	4.2	-	-
Prefer Meat	1.5	-	1.3	3.8	0.5	1.7	2.1	-	2.1
Fear Poison From Canned Salmon	1.2	-	-	1.9	2.2	0.6	-	-	6.4
Other	4.7	8.8	3.9	4.7	3.8	4.0	4.9	-	10.6
Don't Know	0.4	-	-	0.9	0.5	-	0.7	-	-
Weighted Base:	(863)	1/ (68)	1/ (77)	(108)	(186)	(175)	(145)	1/(57)	2/(47)

1/ Relatively unstable due to the small number of cases.

2/ Shown for consistency only. Base too small for reliability.

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve Canned Salmon During The Past Twelve Months?

NUMBER OF PERSONS IN HOUSEHOLD

Households Not Having Served Canned Salmon Within Last 12 Months	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	47.2	31.8	39.3	56.2	54.7	54.9	48.6
Dislike Canned Fish, Prefer Fresh /Frozen	13.6	9.9	14.1	11.4	19.0	15.4	10.0
Expensive Price	10.3	14.3	8.5	8.9	8.8	14.3	14.3
Dislike All Fish	9.4	13.2	12.2	10.4	5.8	6.6	1.4
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	7.7	7.8	7.8	5.1	5.5	17.1
Fish Disagree, Not On Diet, Doctor's Orders	7.2	18.7	11.1	3.6	3.6	1.1	1.4
Habit, Never Used, No Particular Reason	5.8	4.4	6.3	6.8	4.4	5.5	5.7
Prefer Other Canned Fish	3.1	5.5	1.9	2.6	3.6	2.2	5.7
Odor, Strong Odor	2.6	7.7	1.9	1.6	2.2	3.3	1.4
Prefer Meat	1.5	1.1	2.2	1.6	2.2	-	-
Fear Poison From Canned Salmon	1.2	-	3.0	-	-	-	1.4
Other	4.7	8.8	6.3	4.7	0.7	2.2	-
Don't Know	0.4	-	0.4	0.5	0.7	-	-
Weighted Base:	(863)	1/ (91)	(276)	(193)	(139)	1/ (92)	1/ (72)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve Canned Salmon
During The Past Twelve Months?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	47.2	53.8	44.4	13.6
Dislike Canned Fish, Prefer It Fresh/ Frozen	13.6	12.6	13.5	31.8
Expensive, Price	10.3	6.9	12.2	-
Dislike All Fish	9.4	5.0	11.8	9.1
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	12.6	13.5	31.8
Fish Disagree, Not On Diet, Doctor's Orders	7.2	5.3	8.1	13.6
Habit, Never Used, No Particular Reason	5.8	8.0	4.9	4.5
Prefer Other Canned Fish	3.1	4.2	2.2	-
Odor, Strong Odor	2.6	1.1	2.6	13.6
Prefer Meat	1.5	0.8	2.1	-
Fear Poison From Canned Salmon	1.2	1.1	1.3	-
Other	4.7	2.7	5.6	9.1
Don't Know	0.4	0.4	0.2	4.5
Weighted Base:	(863)	(263)	(544)	1/ (22)

1/ Shown for consistency only. Base too small for reliability.

Note: Some respondents gave more than one reason.
Percentages for 34 cases representing "Other Denominations" not shown.

Could You Tell Me Why You Did Not Serve Canned Salmon
During The Past Twelve Months?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0
<u>Reasons</u>			
Don't Like, Family Dislikes	47.2	48.9	31.3
Dislike Canned Fish, Prefer It Fresh/Frozen	13.6	13.0	19.3
Expensive, Price	10.3	10.5	8.4
Dislike All Fish	9.4	9.8	6.0
Flavor Strong, Oily, Salty, Fishy Taste	7.9	8.1	6.0
Fish Disagree, Not On Diet, Doctor's Orders	7.2	6.8	10.8
Habit, Never Used, No Particular Reason	5.8	5.2	10.8
Prefer Other Canned Fish	3.1	3.1	2.4
Odor, Strong Odor	2.6	2.3	4.8
Prefer Meat	1.5	1.6	1.2
Fear Poison From Canned Salmon	1.2	1.2	1.2
Other	4.7	4.3	8.4
Don't Know	0.4	0.3	1.2
Weighted Base:	(863)	(778)	1/(85)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Question 1 Could You Tell Me Why You Did Not Serve Canned Salmon
During The Past Twelve Months?

	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	47.2	44.2	40.8	48.5
Dislike Canned Fish, Prefer It Fresh /Frozen	13.6	11.0	14.3	13.5
Expensive, Price	10.3	10.5	10.2	9.6
Dislike All Fish	9.4	11.6	6.1	9.0
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	7.0	12.2	7.7
Fish Disagree, Not On Diet, Doctor's Orders	7.2	5.8	10.2	7.3
Habit, Never Used, No Particular Reason	5.8	4.1	8.2	6.0
Prefer Other Canned Fish	3.1	3.5	2.0	2.9
Odor, Strong Odor	2.6	2.3	4.1	2.6
Prefer Meat	1.5	1.7	-	1.6
Fear Poison From Canned Salmon	1.2	4.1	-	0.3
Other	4.7	8.1	4.1	3.9
Don't Know	0.4	0.6	-	0.3
Weighted Base:	(863)	(175)	1/ (50)	(620)

1/ Shown for consistency only. Base too small for reliability.

Note: Some respondents gave more than one reason.

Percentages for 18 cases representing "Unreported Employment" not shown.

Could You Tell Me Why You Did Not Serve Canned Salmon
During The Past Twelve Months?

	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households Not Having Served Canned Salmon Within Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>											
Don't Like, Family Dislikes	47.2	63.6	56.7	54.7	52.1	54.5	51.1	39.3	27.6	27.9	34.2
Dislike Canned Fish, Prefer Fresh /Frozen	13.6	7.6	14.4	12.3	14.6	8.0	20.2	21.3	8.6	8.8	17.1
Expensive, Price	10.3	1.5	5.8	9.4	12.5	9.1	11.7	19.7	12.1	14.7	9.9
Dislike All Fish	9.4	9.1	11.5	11.3	3.1	9.1	6.4	4.9	15.5	11.8	11.7
Flavor, Strong, Oily, Salty, Fishy Taste	7.9	3.0	7.7	12.3	9.4	6.8	8.5	3.3	13.8	7.4	5.4
Fish Disagree, Not On Diet, Doctor's Orders	7.2	4.5	-	2.8	3.1	4.5	4.3	6.6	12.1	13.2	21.6
Habit, Never Used, No Particular Reason	5.8	10.6	2.9	2.8	5.2	8.0	3.2	8.2	8.6	8.8	4.5
Prefer Other Canned Fish	3.1	1.5	3.8	1.9	2.1	4.5	2.1	6.6	6.9	1.5	1.8
Odor, Strong Odor	2.6	1.5	2.9	1.9	6.3	1.1	1.1	1.6	1.7	5.9	1.8
Prefer Meat	1.5	-	1.0	2.8	-	-	4.3	1.6	1.7	1.5	1.8
Fear Poison From Canned Salmon	1.2	-	2.9	0.9	7	1.1	3.2	-	1.7	-	0.9
Other	4.7	-	2.9	1.9	6.3	4.5	4.3	3.3	3.4	8.8	6.3
Don't Know	0.4	-	-	-	1.0	-	-	3.3	-	-	-
Weighted Base:	(863)	1/ (66)	(104)	(108)	1/(97)	1/(89)	1/(94)	1/(64)	1/(58)	1/(71)	(112)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Section C
Question 1

NATIONAL CANNED FISH AND SHELLFISH STUDY

Could You Tell Me Why You Did Not Serve

Canned Sardines During The Past Twelve Months?

	Total %	R E G I O N S			
		North- east %	North- Central %	South %	West %
Households Not Having Served Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>					
Don't Like, Family Dislikes	66.8	60.1	67.4	69.1	74.6
Flavor Strong, Oily, Salty, Fishy Taste	9.6	15.9	4.1	8.4	10.7
Fish Disagree, Not On Diet, Doctor's Orders	6.6	6.6	5.1	9.2	4.6
Habit, Never Used, No Particular reason	5.8	5.8	7.9	4.4	4.6
Dislike All Fish	5.5	5.3	9.4	3.1	1.5
Dislike Canned Fish, Prefer Fresh/Frozen	4.7	5.5	4.1	5.5	2.5
Odor, Strong Odor	3.6	4.0	2.8	5.2	1.0
Don't Like Appearance, Doesn't Look Clean	2.6	2.8	3.3	1.3	3.6
Expensive Price	1.7	0.5	2.3	1.8	2.5
Prefer Meat	1.1	0.8	1.8	0.5	1.5
Prefer Other Canned Fish	1.1	1.0	1.8	1.0	-
Other	2.0	1.8	2.5	1.9	1.5
Don't Know	0.1	0.2	-	0.3	-
Weighted Base:	(1376)	(397)	(394)	(385)	(200)

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve

Canned Sardines During The Past Twelve Months?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Not Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	66.8	57.0	77.9	63.1	65.1	71.9	72.6
Flavor Strong, Oily, Salty, Fishy Taste	9.6	18.8	9.4	9.3	9.0	6.8	3.7
Fish Disagree, Not On Diet, Doctor's Orders	6.6	9.4	3.8	6.2	6.6	1.4	10.0
Habit, Never Used, No Particular Reason	5.8	5.8	3.3	7.2	6.1	6.2	5.0
Dislike All Fish	5.5	4.9	4.4	7.8	5.7	4.1	3.7
Dislike Canned Fish, Prefer Fresh/Frozen	4.7	5.4	3.8	5.4	4.7	2.7	4.6
Odor, Strong Odor	3.6	4.0	2.8	4.4	2.8	1.4	4.6
Don't Like Appearance, Doesn't Look Clean	2.6	1.8	1.7	4.1	1.4	2.1	3.2
Expensive Price	1.7	0.5	2.2	1.0	1.9	2.7	2.7
Prefer Meat	1.1	0.9	1.7	-	-	5.5	0.9
Prefer Other Canned Fish	1.1	1.3	1.1	1.3	0.9	-	1.4
Other	2.0	2.7	2.8	1.6	1.0	3.4	1.3
Don't Know	0.1	0.5	-	-	0.5	-	-
Weighted Base:	(1376)	(223)	(182)	(387)	(216)	(149)	(219)

Note: Some respondents gave more than one reason.

Section G

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

Could You Tell Me Why You Did Not Serve

Canned Sardines During The Past Twelve Months?

	I N C O M E								
	Total %	Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Not Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>									
Don't Like, Family Dislikes	66.8	53.1	65.2	66.3	71.4	65.3	69.9	73.3	55.9
Flavor Strong, Oily, Salty, Fishy Taste	9.6	6.1	10.7	8.6	8.2	11.8	9.3	10.5	13.6
Fish Disagree, Not On Diet, Doctor's Orders	6.6	15.3	16.1	5.7	5.6	5.2	2.8	9.3	-
Habit, Never Used, No Particular Reason	5.8	6.1	2.7	6.9	4.6	7.6	5.7	5.8	6.8
Dislike All Fish	5.5	8.2	1.8	6.9	5.6	4.9	5.7	2.3	10.2
Dislike Canned Fish, Prefer Fresh /Frozen	4.7	6.1	13.4	5.1	3.0	3.8	4.1	2.3	3.4
Odor, Strong Odor	3.6	2.0	2.7	5.1	3.6	3.1	3.7	4.7	3.4
Don't Like Appearance, Doesn't Look Clean	2.6	3.1	-	5.1	2.3	2.4	2.8	-	5.1
Expensive Price	1.7	4.1	4.5	0.6	1.6	0.3	2.4	1.2	-
Prefer Meat	1.1	-	-	1.7	0.7	1.7	0.8	2.3	1.7
Prefer Other Canned Fish	1.1	2.0	-	1.1	0.3	0.7	1.6	2.3	3.4
Other	2.0	2.0	2.7	2.3	1.6	2.1	1.2	3.5	1.7
Don't Know	0.1	-	-	-	0.7	-	-	-	-
Weighted Base:	(1376) ^{1/} (98)	(112)	(175)	(306)	(289)	(246)	^{1/} (91)	^{1/} (59)	

^{1/} Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve
Canned Sardines During The Past Twelve Months?

	NUMBER OF PERSONS IN HOUSEHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
Households Not Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>							
Don't Like, Family Dislikes	66.8	50.8	60.2	77.0	71.8	69.3	67.3
Flavor Strong, Oily, Salty, Fishy Taste	9.6	12.3	9.9	5.6	10.4	13.1	9.5
Fish Disagree, Not On Diet, Doctor's Orders	6.6	16.4	10.6	3.9	2.7	1.3	4.8
Habit, Never Used, No Particular Reason	5.8	5.7	6.4	2.5	6.2	6.5	9.5
Dislike All Fish	5.5	9.0	8.7	5.6	2.7	3.3	0.7
Dislike Canned Fish, Prefer Fresh/Frozen	4.7	7.4	5.2	3.2	4.3	5.2	4.1
Odor, Strong Odor	3.6	3.3	3.5	2.5	4.2	5.2	3.4
Don't Like Appearance, Doesn't Look Clean	2.6	2.5	2.9	1.8	3.5	1.3	2.4
Expensive Price	1.7	3.3	1.7	1.8	1.2	0.6	2.0
Prefer Meat	1.1	0.8	2.2	1.1	0.8	-	-
Prefer Other Canned Fish	1.1	0.8	0.7	2.1	0.8	1.3	0.7
Other	2.0	4.1	1.8	1.7	1.9	2.6	1.4
Don't Know	0.1	-	-	0.3	-	-	0.7
Weighted Base:	(1376)	(123)	(410)	(283)	(259)	(153)	(148)

Note: Some respondents gave more than one reason.

Section G
Question 1

NATIONAL CANNED FISH AND SHELLFISH STUDY
Could You Tell Me Why You Did Not Serve
Canned Sardines During The Past Twelve Months?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Not Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	66.8	62.9	67.7	68.8
Flavor Strong, Oily, Salty, Fishy Taste	9.6	14.5	7.5	15.6
Fish Disagree, Not On Diet, Doctor's Orders	6.6	6.8	6.4	9.4
Habit, Never Used, No Particular Reason	5.8	6.5	6.0	-
Dislike All Fish	5.5	3.6	6.3	6.3
Dislike Canned Fish, Prefer Fresh / Frozen	4.7	4.7	4.8	9.4
Odor, Strong Odor	3.6	2.1	4.3	-
Don't Like Appearance, Doesn't Look Clean	2.6	3.3	2.3	-
Expensive Price	1.7	0.9	2.0	-
Prefer Meat	1.1	0.9	1.2	-
Prefer Other Canned Fish	1.1	1.2	1.1	-
Other	2.0	3.0	1.8	-
Don't Know	0.1	0.3	0.1	-
Weighted Base:	(1376)	(338)	(969)	1/ (32)

1/ Shown for consistency only. Base too small for reliability.
Note: Some respondents gave more than one reason.
Percentages for 37 cases representing "Other Denominations" not shown.

Could You Tell Me Why You Did Not Serve
Canned Sardines During The Past Twelve Months?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Not Having Served Canned Sardines Within The Last 12 Months</u>	100.0	100.0	100.0
<u>Reasons</u>			
Don't Like, Family Dislikes	66.8	67.9	54.9
Flavor Strong, Oily, Salty, Fishy Taste	9.6	9.6	10.6
Fish Disagree, Not On Diet, Doctor's Orders	6.6	6.5	8.0
Habit, Never Used, No Particular Reason	5.8	6.0	4.4
Dislike All Fish	5.5	5.6	4.4
Dislike Canned Fish, Prefer Fresh / Frozen	4.7	4.2	9.7
Odor, Strong Odor	3.6	3.2	8.0
Don't Like Appearance, Doesn't Look Clean	2.6	2.6	2.7
Expensive Price	1.7	1.6	2.7
Prefer Meat	1.1	1.0	1.8
Prefer Other Canned Fish	1.1	1.1	0.9
Other	2.0	1.7	5.3
Don't Know	0.1	0.2	-
Weighted Base:	(1376)	(1263)	(113)

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve
Canned Sardines During The Past Twelve Months?

	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
Households <u>Not</u> Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	66.8	66.9	65.8	66.7
Flavor Strong, Oily, Salty, Fishy Taste	9.6	8.8	2.6	10.4
Fish Disagree, Not On Diet, Doctor's Orders	6.6	4.4	7.9	7.1
Habit, Never Used, No Particular Reason	5.8	7.8	5.3	5.3
Dislike All Fish	5.5	6.8	1.3	5.6
Dislike Canned Fish, Prefer Fresh/ Frozen	4.7	3.4	7.9	4.8
Odor, Strong Odor	3.6	4.1	7.9	3.2
Don't Like Appearance, Doesn't Look Clean	2.6	2.7	-	2.8
Expensive Prices	1.7	1.4	5.3	1.5
Prefer Meat	1.1	1.0	-	1.2
Prefer Other Canned Fish	1.1	2.0	2.6	0.7
Other	2.0	1.4	5.3	1.9
Don't Know	0.1	-	-	0.2
Weighted Base:	(1376)	(299)	$\frac{1}{2}$ (76)	(976)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Percentages for 25 cases representing "Unreported Employment" not shown.

Could You Tell Me Why You Did Not Serve
Canned Sardines During The Past Twelve Months?

	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Households <u>Not</u> Having Served Canned Sardines Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Reasons</u>											
Don't Like, Family Dislikes	66.8	76.9	71.1	65.1	77.9	66.7	65.7	68.2	65.3	54.2	55.5
Flavor Strong, Oily, Salty, Fishy Taste	9.6	6.0	9.6	12.4	9.4	10.1	9.1	8.2	7.4	11.5	11.0
Fish Disagree, Not On Diet, Doctor's Orders	6.6	4.3	3.6	3.0	2.0	6.3	4.2	5.5	10.5	9.4	18.3
Habit, Never Used, No Particular Reason	5.8	6.8	4.8	6.5	4.0	4.4	9.1	6.4	6.3	7.3	4.3
Dislike All Fish	5.5	5.1	6.0	4.1	2.0	4.4	4.2	2.7	10.5	10.4	7.9
Dislike Canned Fish, Prefer Fresh/ Frozen	4.7	2.6	1.8	2.4	2.7	5.0	6.3	8.2	5.3	6.3	7.9
Odor, Strong Odor	3.6	3.4	5.4	4.7	4.0	3.8	-	3.6	-	7.3	3.0
Don't Like Appearance, Doesn't Look Clean	2.6	1.7	4.8	5.9	2.0	2.5	-	0.9	1.1	2.1	3.0
Expensive Price	1.7	-	0.6	1.8	-	2.5	2.1	2.7	-	2.1	4.3
Prefer Meat	1.1	-	-	0.6	0.7	1.3	3.5	0.9	-	2.1	1.8
Prefer Other Canned Fish	1.1	-	1.8	1.2	1.3	1.3	-	1.8	2.1	1.0	0.6
Other	2.0	-	0.6	2.4	2.0	2.5	2.8	5.5	1.1	2.1	1.2
Don't Know	0.1	-	-	0.6	-	-	-	-	-	-	0.6
Weighted Base:	(1376)	(117)	(166)	(170)	(149)	(160)	(143)	(112)	$\frac{1}{2}$ (95)	(100)	(164)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Section C NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1 Could You Tell Me Why You Did Not Serve

Canned Shrimp During The Past Twelve Months?

Households Not Having Served Canned Shrimp Within The Last 12 Months	Total %	R E G I O N S			
		North-east %	North Central %	South %	West %
<u>Reasons</u>					
Don't Like, Family Dislikes	42.8	42.4	43.3	39.9	51.7
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	26.0	18.2	32.2	21.7
Expensive Price	10.8	7.3	14.8	9.9	10.3
Habit, Never Used, No Particular Reason	6.3	4.7	9.2	5.1	5.4
Never Tasted	6.3	3.8	8.5	7.8	1.0
Flavor Strong, Oily, Salty, Fishy Taste	5.1	3.8	2.2	4.8	5.4
Dislike All Fish	4.0	4.9	6.4	1.8	1.5
Fish Disagree; Not On Diet, Doctor's Orders	3.6	3.6	3.9	3.7	3.0
Revoltng, Sickening	2.1	1.5	2.8	1.8	2.5
Too Much Bother; Don't Like To Devein Them	1.7	2.6	0.8	1.3	3.9
Didn't Know It Was Available	1.2	0.9	0.8	1.6	1.5
Odor, Strong Odor	1.0	0.6	1.2	0.9	1.5
Religious Beliefs	1.0	2.4	0.5	0.3	1.0
Not Filling, Not Much Food Value	0.8	1.5	1.1	0.1	-
Other	3.1	2.7	3.2	3.5	3.0
Don't Know	0.1	0.2	0.2	-	-
Weighted Base:	(2106)	(539)	(649)	(713)	(205)

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve

Canned Shrimp During The Past Twelve Months?

Households Not Having Served Canned Shrimp Within The Last 12 Months	Total %	C I T Y S I Z E					
		Megalopolitan Over 500,000 %	Metro Central 50,000-500,000 %	Suburban Metro %	Non-Metro 2,500-50,000 %	Non-Metro Rural %	Non-Metro Rural Non-Farm %
<u>Reasons</u>							
Don't Like, Family Dislikes	42.8	33.2	45.9	37.7	45.6	46.3	53.7
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	36.0	26.4	31.2	27.2	8.0	14.0
Expensive Price	10.8	9.9	12.6	7.5	12.2	19.2	8.9
Habit, Never Used, No Particular Reason	6.3	5.2	4.2	4.4	5.3	10.3	10.3
Never Tasted	6.3	6.0	5.4	4.7	5.6	13.8	5.7
Flavor Strong, Oily, Salty, Fishy	5.1	7.1	4.6	7.7	4.4	3.1	1.1
Dislike All Fish	4.0	3.4	3.1	6.0	3.4	3.1	3.1
Fish Disagree, Not On Diet, Doctors Orders	3.6	2.9	1.5	4.0	4.4	1.6	6.0
Revoltng, Sickening	2.1	0.5	2.3	3.1	2.5	1.3	2.3
Too Much Bother, Don't Like To Devein Them	1.7	2.4	2.7	2.4	1.3	0.9	0.3
Didn't Know It Was Available	1.2	1.6	0.8	0.7	0.6	1.3	2.0
Odor, Strong Odor	1.0	0.5	1.1	1.1	0.9	1.3	0.9
Religious Beliefs	1.0	2.6	1.1	1.1	0.3	-	-
Not Filling, Not Much Food Value	0.8	1.3	-	1.5	-	1.3	-
Other	3.1	2.6	3.9	3.6	2.1	4.9	2.6
Don't Know	0.1	0.3	-	-	-	0.5	-
Weighted Base:	(2106)	(388)	(263)	(550)	(325)	(229)	(351)

Note: Some respondents gave more than one reason.

Section G

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1

Could You Tell Me Why You Did Not Serve
Canned Shrimp During the Past Twelve Months

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
Households Not Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reasons									
Don't Like, Family Dislikes	42.8	40.5	45.0	43.5	45.0	46.9	42.2	29.3	23.3
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	9.8	22.5	23.8	24.6	26.1	31.0	38.8	35.6
Expensive Price	10.8	22.2	9.6	11.2	10.2	8.3	11.8	8.6	5.5
Habit, Never Used, No Particular Reason	6.3	5.2	8.3	5.1	6.2	7.6	3.4	9.5	8.2
Never Tasted	6.3	13.7	6.9	5.4	7.5	5.1	5.2	5.2	-
Flavor Strong, Oily, Salty, Fishy	5.1	2.0	1.8	6.1	4.0	6.5	4.9	6.0	15.1
Dislike All Fish	4.0	6.5	1.8	4.1	4.7	2.5	4.9	1.7	8.2
Fish Disagree, Not On Diet, Doctors Orders	3.6	5.9	7.3	3.4	2.9	2.3	3.4	5.2	-
Revolting, Sickening	2.1	1.3	1.8	2.4	1.3	3.0	1.7	1.7	5.5
Too Much Bother, Don't Like To Devein Them	1.7	0.7	0.9	2.4	1.1	1.6	1.7	4.3	4.1
Didn't Know It Was Available	1.2	2.0	1.4	1.4	1.6	0.9	0.9	-	-
Odor, Strong Odor	1.0	1.3	-	0.7	0.9	0.9	1.7	0.9	1.4
Religious Beliefs	1.0	0.7	-	1.0	1.1	0.7	0.9	4.3	-
Not Filling, Not Much Food Value	0.8	-	0.9	0.7	0.2	0.5	1.4	1.7	2.7
Other	3.1	2.0	4.1	3.4	2.9	3.0	3.2	3.4	4.1
Don't Know	0.1	-	-	0.3	0.2	-	-	-	-
Weighted Base:	(2106)	(153)	(221)	(297)	(455)	(433)	(352)	(120)	1/(75)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Could You Tell Me Why You Did Not Serve
Canned Shrimp During The Past Twelve Months?

	NUMBER OF PERSONS IN HOUSHOLD						
	Total %	One %	Two %	Three %	Four %	Five %	Six or More %
Households Not Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reasons							
Don't Like, Family Dislikes	42.8	41.0	40.7	44.9	42.0	45.3	43.2
Dislike Canned Shellfish Prefer Fresh/Frozen	25.7	21.8	27.1	26.4	26.5	27.5	21.2
Expensive, Price	10.8	11.3	8.3	9.9	10.2	12.6	16.5
Habit, Never Used, No Particular Reason	6.3	3.3	5.1	6.6	6.7	7.7	8.1
Never Tasted	6.3	6.6	5.1	5.7	6.4	8.9	7.3
Flavor Strong, Oily, Salty, Fishy Taste	5.1	4.0	4.9	5.7	6.7	5.7	2.2
Dislike All Fish	4.0	8.0	6.5	4.2	2.1	1.2	1.1
Fish Disagree, Not On Diet, Doctor's Orders	3.6	9.9	6.0	2.4	1.9	2.0	1.1
Revolting, Sickening	2.1	0.7	2.2	1.8	2.9	1.2	2.9
Too Much Bother, Don't Like To Devein Them	1.7	-	1.5	2.6	1.6	1.6	1.8
Didn't Know It Was Available	1.2	1.3	1.5	1.3	0.8	0.4	1.1
Odor, Strong Odor	1.0	2.0	0.7	0.9	1.3	1.2	0.4
Religious Beliefs	1.0	0.7	0.5	1.3	2.1	0.8	-
Not Filling, Not Much Food Value	0.8	0.7	0.5	0.7	1.1	0.4	1.5
Other	3.1	5.4	3.8	2.4	3.2	1.2	3.7
Weighted Base:	(2106)	(153)	(593)	(458)	(377)	(249)	(276)

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve

Canned Shrimp During The Past Twelve Months?

	RELIGION OF FAMILY			
	Total %	Catholic %	Protestant %	Jewish %
Households Not Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0	100.0
<u>Reasons</u>				
Don't Like, Family Dislikes	42.8	42.7	42.9	30.8
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	31.0	24.0	24.3
Expensive Price	10.8	12.9	10.9	-
Habit, Never Used, No Particular Reason	6.3	3.2	7.5	5.1
Never Tasted	6.3	5.0	6.9	6.4
Flavor Strong, Oily, Salty, Fishy	5.1	7.3	4.1	10.2
Dislike All Fish	4.0	2.8	4.6	2.6
Fish Disagree, Not On Diet, Doctor's Orders	3.6	3.0	4.0	1.3
Revolting, Sickening	2.1	1.0	2.6	-
Too Much Bother, Don't Like To Devein Them	1.7	2.0	1.5	2.6
Didn't Know It Was Available	1.2	1.0	1.2	2.6
Odor, Strong Odor	1.0	0.4	1.2	-
Religious Beliefs	1.0	-	0.2	21.8
Not Filling, Not Much Food Value	0.8	1.0	0.3	9.0
Other	3.1	2.0	3.6	2.6
Don't Know	0.1	0.2	0.1	-
Weighted Base:	(2106)	(501)	(1469)	1/(78)

1/ Relatively unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Percentages for 53 cases representing "Other Denominations" not shown.

Could You Tell Me Why You Did Not Serve

Canned Shrimp During The Past Twelve Months?

	RACE OF HOMEMAKER		
	Total %	White %	Non-White %
Households Not Having Served Canned Shrimp Within The Last 12 Months	100.0	100.0	100.0
<u>Reasons</u>			
Don't Like, Family Dislikes	42.8	43.8	36.3
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	25.3	28.5
Expensive Price	10.8	10.4	13.5
Habit, Never Used, No Particular Reason	6.3	6.4	5.3
Never Tasted	6.3	6.0	8.5
Flavor Strong, Oily, Salty, Fishy	5.1	5.2	4.6
Dislike All Fish	4.0	4.3	1.8
Fish Disagree, Not On Diet, Doctor's Orders	3.6	3.6	3.6
Revolting, Sickening	2.1	2.3	1.1
Too Much Bother, Don't Like To Devein Them	1.7	1.7	1.8
Didn't Know It Was Available	1.2	0.9	2.5
Odor, Strong Odor	1.0	0.9	1.4
Religious Beliefs	1.0	1.0	0.7
Not Filling, Not Much Food Value	0.8	0.8	0.4
Other	3.1	2.8	5.3
Don't Know	0.1	0.1	-
Weighted Base:	(2106)	(1821)	(285)

Note: Some respondents gave more than one reason.

Question 1

Could You Tell Me Why You Did Not Serve
Canned Shrimp During The Past Twelve Months?

Households Not Having Served Canned Shrimp Within The Last 12 Months	EMPLOYMENT OF HOMEMAKER			
	Total %	Full-Time %	Part-Time %	Not Employed %
Reasons				
Don't Like, Family Dislikes	42.8	37.4	47.5	44.0
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	33.7	26.3	23.2
Expensive Price	10.8	10.0	10.6	10.8
Habit, Never Used, No Particular Reason	6.3	6.8	3.8	6.2
Never Tasted	6.3	5.7	6.9	6.5
Flavor Strong, Oily, Salty, Fishy	5.1	6.4	6.3	4.5
Dislike All Fish	4.0	4.8	0.6	4.1
Fish Disagree, Not On Diet, Doctor's Orders	3.6	3.2	2.5	3.9
Revolting, Sickening	2.1	2.5	1.3	2.0
Too Much Bother, Don't Like To Devein Them	1.7	2.3	2.5	1.5
Didn't Know It Was Available	1.2	0.7	1.9	1.2
Odor, Strong Odor	1.0	0.2	1.3	1.1
Religious Beliefs	1.0	0.9	0.6	1.0
Not Filling, Not Much Food Value	0.8	0.2	-	1.0
Other	3.1	3.4	3.1	3.1
Don't Know	0.1	-	-	0.1
Weighted Base:	(2106)	(443)	(160)	(1466)

1/ Relative unstable due to the small number of cases.

Note: Some respondents gave more than one reason.

Percentages for 37 cases representing "Unreported Employment" not shown.

Could You Tell Me Why You Did Not Serve
Canned Shrimp During The Past Twelve Months?

Households Not Having Served Canned Shrimp Within The Last 12 Months	AGE OF HOMEMAKER										
	Total %	15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
Reasons											
Don't Like, Family Dislikes	42.8	52.6	41.1	44.5	38.2	44.5	40.2	36.3	45.5	44.9	43.7
Dislike Canned Shellfish, Prefer Fresh/Frozen	25.7	20.5	29.7	26.2	30.0	25.0	32.8	28.0	25.3	21.1	15.9
Expensive Price	10.8	8.3	8.6	10.9	13.5	11.3	10.0	9.9	8.4	6.8	15.9
Habit, Never Used, No Particular Reason	6.3	6.4	5.7	7.4	5.2	5.5	6.2	8.8	3.9	8.8	5.7
Never Tasted	6.3	4.5	10.5	5.7	6.0	6.6	5.0	7.7	3.2	6.1	6.9
Flavor Strong, Oily, Salty, Fishy	5.1	-	4.3	6.1	9.0	6.3	5.0	4.9	2.6	4.8	4.5
Dislike All Fish	4.0	1.9	4.8	4.8	1.5	3.1	2.9	3.3	6.5	6.1	6.1
Fish Disagree, Not On Diet, Doctor's Orders	3.6	2.6	1.0	1.7	2.2	2.0	2.5	4.4	5.8	4.8	10.2
Revolting, Sickening	2.1	1.9	1.9	3.1	1.1	1.6	2.9	1.6	1.9	2.0	2.9
Too Much Bother, Don't Like To Devein Them	1.7	1.9	1.4	0.9	1.5	2.7	0.8	3.3	3.2	1.4	0.8
Didn't Know It Was Available	1.2	3.2	-	0.4	1.1	1.6	-	2.2	-	2.7	1.2
Odor, Strong Odor	1.0	-	1.9	1.3	1.1	1.6	0.4	0.5	-	1.4	0.8
Religious Beliefs	1.0	-	-	2.6	0.4	0.4	2.1	-	1.3	0.7	1.6
Not Filling, Not Much Food Value	0.8	-	-	1.7	1.5	0.4	0.4	1.1	-	1.4	0.8
Other	3.1	1.9	2.9	3.5	2.2	2.7	3.3	4.4	3.2	4.1	4.1
Don't Know	0.1	-	-	-	-	0.4	-	-	-	-	0.4
Weighted Base:	(2106)	(157)	(210)	(233)	(269)	(258)	(241)	(186)	(155)	(152)	(245)

Note: Some respondents gave more than one reason.

Question 1a

NATIONAL CANNED FISH AND SHELLFISH STUDY

Does Your Family Own A Dog Or Cat?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0
Owning A Dog	32.5	19.2	36.8	40.6	31.1
Not Owning A Dog	67.5	80.8	63.2	59.4	68.9
Owning A Cat	20.1	12.7	22.5	22.4	24.5
Not Owning A Cat	79.9	87.3	77.5	77.6	75.5
Weighted Base:	(2770)	(734)	(805)	(848)	(383)

Does Your Family Own A Dog Or Cat?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural No.-Farm %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Owning A Dog	32.5	18.0	20.4	32.1	26.2	69.4	42.7
Not Owning A Dog	67.5	82.0	79.6	67.9	73.8	30.6	57.3
Owning A Cat	20.1	8.5	7.2	17.4	11.4	62.7	30.4
Not Owning A Cat	79.9	91.5	92.8	82.6	88.6	37.3	69.6
Weighted Base:	(2770)	(528)	(363)	(760)	(104)	(284)	(431)

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

Does Your Family Own A Dog Or Cat?

	<u>Total</u> %	I N C O M E							
		<u>Under</u> \$1000 %	<u>\$1000-</u> <u>1999</u> %	<u>\$2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$ 5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$ 10,000</u> <u>and Over</u> %
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Owning A Dog	32.5	30.9	32.8	34.6	32.9	29.7	30.7	37.4	37.5
Not Owning A Dog	67.5	69.1	67.2	65.4	67.1	70.3	69.3	62.6	62.5
Owning A Cat	20.1	26.3	24.9	19.9	21.0	17.9	17.9	13.2	28.1
Not Owning A Cat	79.9	73.7	75.1	80.1	79.0	82.1	82.1	86.8	71.9
 Weighted Bases:	 (2770)	 (175)	 (253)	 (381)	 (580)	 (565)	 (498)	 (190)	 (128)

Does Your Family Own A Dog Or Cat?

	<u>Total</u> %	NUMBER OF PERSONS IN HOUSEHOLD					<u>Six or</u> <u>More</u> %
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Owning A Dog	32.5	12.7	25.1	31.5	35.2	43.5	47.2
Not Owning A Dog	67.5	87.3	74.9	68.5	64.8	56.5	52.8
Owning A Cat	20.1	9.6	14.9	21.4	19.9	28.0	28.5
Not Owning A Cat	79.9	90.4	85.1	78.6	80.1	72.0	71.5
 Weighted Base:	 (2770)	 (197)	 (778)	 (594)	 (517)	 (322)	 (362)

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

Does Your Family Own A Dog Or Cat?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
Owning A Dog	32.5	26.6	36.6	1.2
Not Owning A Dog	67.5	73.4	63.4	98.8
Owning A Cat	20.1	14.3	23.6	-
Not Owning A Cat	79.9	85.7	76.4	100.0
Weighted Base:	(2770)	(753)	(1860)	1/ (84)

1/ Relatively unstable due to the small number of cases.

Note: Percentages for 73 cases representing "Other Denominations" not shown.

Does Your Family Own A Dog Or Cat?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households</u>	100.0	100.0	100.0
Owning A Dog	32.5	33.3	27.1
Not Owning A Dog	67.5	66.7	72.9
Owning A Cat	20.1	20.8	15.7
Not Owning A Cat	79.9	79.2	84.3
Weighted Base:	(2770)	(2427)	(343)

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1a

Does Your Family Own A Dog Or Cat?

EMPLOYMENT OF HOMEMAKER

	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0
Owning A Dog	32.5	27.8	37.2	33.5
Not Owning A Dog	67.5	72.2	62.8	66.5
Owning A Cat	20.1	11.6	22.0	22.4
Not Owning A Cat	79.9	88.4	78.0	77.6
 Weighted Base:	 (2770)	 (586)	 (218)	 (1913)

Note: Percentages for 53 cases representing "Unreported Employment" not shown.

Does Your Family Own A Dog Or Cat?

AGE OF HOMEMAKER

	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>All Households</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Owning A Dog	32.5	27.2	29.8	33.4	43.8	36.1	37.8	35.2	22.8	29.7	20.5
Not Owning A Dog	67.5	72.8	70.2	66.6	56.2	63.9	62.2	64.8	77.2	70.3	79.5
Owning A Cat	20.1	16.2	14.9	20.3	22.6	21.9	24.7	23.3	16.8	18.8	18.2
Not Owning A Cat	79.9	83.8	85.1	79.7	77.4	78.1	75.3	76.7	83.2	81.2	81.8
 Weighted Base:	 (2770)	 (191)	 (282)	 (344)	 (349)	 (338)	 (304)	 (270)	 (197)	 (192)	 (303)

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Feed Canned Pet Food Containing Fish To Your Dog?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	23.6	19.6	30.6	34.2
Do <u>Not</u> Feed Canned Pet Food To Dog	67.4	70.7	75.7	63.3	54.7
Don't Know	6.3	5.7	4.7	6.1	11.1
Weighted Base:	(900)	(141)	(296)	(344)	(119)

Do You Feed Canned Pet Food Containing Fish
To Your Dog?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	28.0	24.7	29.5	40.6	11.7	29.5
Do Not Feed Canned Pet Food To Dog	67.4	64.5	57.5	65.6	54.7	86.8	61.8
Don't Know	6.3	7.5	17.8	4.9	4.7	1.5	8.7
Weighted Base:	(900)	1/ (95)	1/ (74)	(244)	(106)	(197)	(184)

1/ Relatively unstable due to the small number of cases.

Section H

Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Feed Canned Pet Food Containing Fish

To Your Dog?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	11.1	19.3	24.4	27.4	26.8	32.2	39.4	17.0
Do <u>Not</u> Feed Canned Pet Food To Dog	67.4	87.0	73.5	68.7	64.7	66.1	61.9	59.2	76.6
Don't Know	6.3	1.9	7.2	6.9	7.9	7.1	5.9	1.4	6.4

Weighted Base: (900) $\frac{1}{(54)}$ $\frac{1}{(83)}$ (132) (191) (168) (153) $\frac{1}{(71)}$ $\frac{2}{(48)}$

$\frac{1}{/}$ Relatively unstable due to the small number of cases.

$\frac{2}{/}$ Shown for consistency only. Base too small for reliability.

Do You Feed Canned Pet Food Containing Fish?

To Your Dog?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	4.1	32.0	29.4	29.8	28.0	14.6
Do Not Feed Canned Pet Food To Dog	67.4	79.2	61.8	64.2	66.3	69.1	75.4
Don't Know	6.3	16.7	6.2	6.4	3.9	2.9	10.0

Weighted Base: (900) $\frac{1}{(25)}$ (195) (187) (182) (140) (171)

$\frac{1}{/}$ Shown for consistency only. Base too small for reliability.

Section H
 Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY
 Do You Feed Canned Pet Food Containing Fish
 To Your Dog?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	29.1	25.9	-
Do Not Feed Canned Pet Food To Dog	67.4	62.3	68.5	100.0
Don't Know	6.3	8.6	5.6	-
Weighted Base:	(900)	(200)	(680)	<u>1/</u> (1)

1/ Shown for consistency only. Base too small for reliability.
 Note: Percentages for 19 cases representing "Other Denominations" not shown.

Do You Feed Canned Pet Food Containing Fish
 To Your Dog?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	27.2	19.4
Do Not Feed Canned Pet Food To Dog	67.4	67.2	68.8
Don't Know	6.3	5.6	11.8
Weighted Base:	(900)	(807)	<u>1/</u> (93)

1/ Relatively unstable due to the small number of cases.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 1b

Do You Feed Canned Pet Food Containing Fish
To Your Dog?

	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	30.1	30.0	25.4
Do Not Feed Canned Pet Food To Dog	67.4	60.7	58.7	69.7
Don't Know	6.3	9.2	11.3	4.9
Weighted Base:	(900)	(163)	$\frac{1}{2}$ (81)	(640)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

Do You Feed Canned Pet Food Containing Fish
To Your Dog?

	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Dog	26.3	23.1	23.8	28.9	24.9	33.9	20.0	30.1	24.4	28.1	22.6
Do Not Feed Canned Pet Food To Dog	67.4	71.1	69.1	65.8	69.9	59.5	71.3	62.4	68.9	70.2	71.0
Don't Know	6.3	5.8	7.1	5.3	5.2	6.6	8.7	7.5	6.7	1.7	6.4
Weighted Base:	(900)	$\frac{1}{2}$ (52)	$\frac{1}{2}$ (84)	(115)	(153)	(122)	(115)	$\frac{1}{2}$ (95)	$\frac{2}{3}$ (45)	$\frac{1}{2}$ (57)	$\frac{1}{2}$ (62)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

$\frac{2}{3}$ Shown for consistency only. Base too small for reliability.

Section H
Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Feed Canned Pet Food Containing Fish To Your Cat?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>Central</u> %	<u>South</u> %	<u>West</u> %
<u>Households Owning Cats</u>	100.0	1/100.0	100.0	100.0	1/100.0
Feed Canned Pet Food To Cat	39.7	65.2	28.2	34.6	47.3
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	32.6	69.6	64.3	51.6
Don't Know	1.6	2.2	2.2	1.1	1.1

Weighted Base: (558) 1/(93) (181) (190) 1/(94)

1/ Relatively unstable due to the small number of cases.

Do You Feed Canned Pet Food Containing Fish
To Your Cat?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- Politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	62.2	72.0	61.3	53.3	11.8	37.2
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	33.3	28.0	37.9	46.7	87.1	59.7
Don't Know	1.6	4.5	-	0.8	-	1.1	3.1
Weighted Base:	(558)	1/(45)	1/(26)	(132)	1/(46)	(178)	(131)

1/ Shown for consistency only. Base too small for reliability.

Section B

Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Feed Canned Pet Food Containing Fish

To Your Cat?

	Total %	I N C O M E							
		Under \$1000 %	\$1000- 1999 %	\$2000- 2999 %	\$3000- 3999 %	\$4000- 4999 %	\$5000- 6999 %	\$7000- 9999 %	\$10,000 and Over %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	21.7	30.2	26.3	36.4	56.4	52.9	44.0	37.1
Do Not Feed Canned Pet Food To Cat	58.7	78.3	69.8	72.4	60.3	41.6	44.8	56.0	62.9
Don't Know	1.6	-	-	1.3	3.3	2.0	2.3	-	-

Weighted Base: (558) ^{1/}(46) ^{2/}(63) ^{2/}(76) (122) (101) ^{2/}(89) ^{1/}(25) ^{1/}(36)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Do You Feed Canned Pet Food Containing Fish

To Your Cat?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	22.2	41.4	36.2	52.9	40.4	31.4
Do Not Feed Canned Pet Food To Cat	58.7	72.2	58.6	61.4	47.1	59.6	63.7
Don't Know	1.6	5.6	-	2.4	-	-	4.9
Weighted Base:	(558)	^{1/} (19)	(116)	(127)	(103)	^{2/} (90)	(103)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Section H

Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Feed Canned Pet Food Containing Fish

To Your Cat?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	45.4	38.2	-
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	52.8	60.2	-
Don't Know	1.6	1.8	1.6	-
Weighted Base:	(558)	(108)	(439)	-

Note: Percentages for 11 cases representing "Other Denominations" not shown.

Do You Feed Canned Pet Food Containing Fish

To Your Cat?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>Households Owning Cats</u>	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	41.6	22.2
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	56.8	75.9
Don't Know	1.6	1.6	1.9
Weighted Base:	(558)	(504)	1/ (54)

1/ Relatively unstable due to the small number of cases.

Section H

Question 1b

NATIONAL CANNED FISH AND SHELLFISH STUDY
Do You Feed Canned Pet Food Containing Fish
To Your Cat?

	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	52.9	52.2	36.2
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	45.6	43.5	62.4
Don't Know	1.6	1.5	4.3	1.4
Weighted Base:	(558)	1/ (68)	2/ (48)	(428)

1/ Relatively unstable due to the small number of cases.

2/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 14 cases representing "Unreported Employment" not shown.

Do You Feed Canned Pet Food Containing Fish
To Your Cat?

	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Feed Canned Pet Food To Cat	39.7	29.0	35.7	50.7	43.0	38.9	44.0	43.6	36.4	44.4	20.0
Do <u>Not</u> Feed Canned Pet Food To Cat	58.7	67.8	59.5	49.3	55.7	59.7	53.3	54.8	60.6	55.6	80.0
Don't Know	1.6	3.2	4.8	-	1.3	1.4	2.7	1.6	3.0	-	-
Weighted Base:	(558)	1/(31)	1/(42)	2/(70)	2/(79)	2/(74)	2/(75)	2/(63)	1/(33)	1/(36)	2/(55)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

	Total %	R E G I O N S			
		North- east %	North Central %	South %	West %
Households Feeding Canned Pet Food Containing Fish To Dogs	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>					
One	20.0	39.4	17.6	15.8	17.5
Two	19.6	18.2	22.8	23.2	7.5
Three	13.3	15.2	10.5	14.7	12.5
Four	3.1	-	-	2.1	12.5
Five	2.2	-	3.5	1.1	5.0
Six	0.9	-	-	2.1	-
Seven	21.3	15.2	26.3	22.1	17.5
None	15.6	12.0	12.3	13.7	27.5
Don't Know	4.0	-	7.0	5.2	-
Weighted Base:	(236)	1/(33)	2/(58)	(105)	1/(40)

1/ Shown for consistency only. Base too small for reliability.
2/ Relatively unstable due to the small number of cases.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

	Total %	C I T Y S I Z E					
		Megalo- politan Over 500,000 %	Metro Central 50,000- 500,000 %	Suburban Metro %	Non- Metro 2,500- 50,000 %	Non- Metro Rural Farm %	Non- Metro Rural Non-Farm %
Households Feeding Canned Pet Food Containing Fish To Dogs	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>							
One	20.0	20.8	22.2	20.8	33.2	14.3	11.1
Two	19.6	16.7	16.7	23.5	19.5	19.1	16.7
Three	13.3	12.5	16.7	16.7	11.1	9.5	11.1
Four	3.1	4.2	-	-	2.8	4.8	7.4
Five	2.2	-	-	2.8	2.8	4.8	1.9
Six	0.9	-	-	-	-	-	3.7
Seven	21.3	29.1	16.7	18.1	16.7	14.3	29.5
None	15.6	12.5	27.7	15.3	5.6	23.7	16.7
Don't Know	4.0	4.2	-	2.8	8.3	9.5	1.9
Weighted Base:	(236)	1/(26)	1/(18)	2/(72)	1/(43)	1/(23)	2/(54)

1/ Shown for consistency only. Base too small for reliability.
2/ Relatively unstable due to the small number of cases.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

	Total	I N C O M E							
		Under \$1000	\$1000-1999	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 and Over
Households Feeding Canned Pet Food Containing Fish To Dogs	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>									
One	20.0	33.3	12.5	19.4	10.2	14.6	26.5	40.0	12.5
Two	19.6	50.0	31.2	12.9	20.4	17.1	16.3	20.0	25.0
Three	13.3	16.7	-	16.1	24.5	12.2	14.3	-	-
Four	3.1	-	-	9.7	-	4.9	4.1	-	-
Five	2.2	-	-	-	2.0	2.4	2.0	8.0	-
Six	0.9	-	6.3	-	2.0	-	-	-	-
Seven	21.3	-	12.5	29.0	24.5	17.1	22.5	16.0	37.5
None	15.6	-	31.2	3.2	12.3	24.4	14.3	16.0	25.0
Don't Know	4.0	-	6.3	9.7	4.1	7.3	-	-	-
Weighted Base:	(236)	1/(6)	1/(16)	1/(32)	2/(52)	1/(45)	1/(49)	1/(28)	1/(8)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
Households Feeding Canned Pet Food Containing Fish To Dogs	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>							
One	20.0	100.0	14.1	18.6	17.3	25.0	32.0
Two	19.6	-	19.3	22.2	19.2	19.4	16.0
Three	13.3	-	15.8	14.8	7.7	11.1	20.0
Four	3.1	-	7.0	-	1.9	2.8	4.0
Five	2.2	-	3.5	-	5.8	-	-
Six	0.9	-	3.5	-	-	-	-
Seven	21.3	-	17.5	29.6	17.3	22.2	20.0
None	15.6	-	12.3	11.1	28.9	13.9	8.0
Don't Know	4.0	-	7.0	3.7	1.9	5.6	-
Weighted Base:	(236)	1/(1)	2/(61)	2/(56)	2/(54)	1/(39)	1/(25)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Question 2a

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

Households Feeding Canned Pet Food Containing Fish To Dogs	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
	100.0	100.0	100.0	100.0
<u>Number Of Days</u>				
One	20.0	18.2	20.4	-
Two	19.6	21.8	18.7	-
Three	13.3	7.3	14.9	-
Four	3.1	7.3	1.8	-
Five	2.2	-	2.9	-
Six	0.9	-	1.2	-
Seven	21.3	29.1	19.1	-
None	15.6	14.5	16.2	-
Don't Know	4.0	1.8	4.8	-
Weighted Base:	(236)	$\frac{1}{2}$ (58)	(175)	-

 $\frac{1}{2}$ Rel-tively unstable due to the small number of cases.

Note: Percentages for 3 cases representing "Other Denominations" not shown.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

Households Feeding Canned Pet Food Containing Fish To Dogs	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
	100.0	100.0	100.0
<u>Number Of Days</u>			
One	20.0	18.7	35.3
Two	19.6	18.3	35.3
Three	13.3	14.4	-
Four	3.1	3.4	-
Five	2.2	2.4	-
Six	0.9	1.0	-
Seven	21.3	22.1	11.8
None	15.6	16.3	5.8
Don't Know	4.0	3.4	11.8
Weighted Base:	(236)	(218)	$\frac{1}{2}$ (18)

 $\frac{1}{2}$ Shown for consistency only. Base too small for reliability.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 2a

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

Households Feeding Canned Pet Food Containing Fish To Dogs	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
<u>Number Of Days</u>				
One	20.0	27.1	9.1	19.5
Two	19.6	18.7	27.3	18.2
Three	13.3	8.3	9.1	15.6
Four	3.1	4.2	-	3.2
Five	2.2	2.1	4.5	1.9
Six	0.9	-	-	1.3
Seven	21.3	16.7	22.7	22.7
None	15.6	14.6	27.3	14.4
Don't Know	4.0	8.3	-	3.2
Weighted Base:	(236)	1/ (49)	1/ (24)	(162)

1/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 1 case representing "Unreported Employment" not shown.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Dog?

Households Feeding Canned Pet Food Containing Fish To Dogs	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
<u>Number Of Days</u>											
One	20.0	-	11.1	21.2	26.3	28.9	4.4	16.0	40.0	24.9	15.3
Two	19.6	45.4	16.7	15.2	15.8	21.1	21.7	20.0	10.0	31.2	7.7
Three	13.3	18.2	11.1	21.2	2.6	10.5	13.0	16.0	28.0	6.3	30.8
Four	3.1	-	5.6	-	7.9	5.3	-	-	-	6.3	-
Five	2.2	-	-	3.0	5.3	2.6	-	-	10.0	-	-
Six	0.9	-	-	-	-	-	4.4	-	-	6.3	-
Seven	21.3	18.2	33.2	18.2	18.4	13.2	21.7	36.0	10.0	18.7	30.8
None	15.6	18.2	16.7	18.2	21.1	15.8	26.1	12.0	-	-	7.7
Don't Know	4.0	-	5.6	3.0	2.6	2.6	8.7	-	10.0	6.3	7.7
Weighted Base:	(236)	1/ (12)	1/ (20)	1/ (33)	1/ (38)	1/ (41)	1/ (23)	1/ (28)	1/ (11)	1/ (16)	1/ (14)

1/ Shown for consistency only. Base too small for reliability.

Section H
Question 2b

NATIONAL CANNED FISH AND SHELLFISH STUDY

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
Households Feeding Canned Pet Food Containing Fish To Cats	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>					
One	6.5	6.6	7.9	6.5	4.7
Two	9.7	11.7	9.8	12.9	2.3
Three	12.5	15.0	5.9	16.0	11.6
Four	5.1	6.6	3.9	4.8	4.7
Five	4.2	1.7	3.9	3.2	9.3
Six	0.9	-	2.0	1.6	-
Seven	49.5	51.7	49.0	43.6	55.8
None	10.2	6.7	13.7	9.8	11.6
Don't Know	1.4	-	3.9	1.6	-

Weighted Base: (220) 1/(60) 1/(51) 1/(65) 2/(44)

1/ Relatively unstable due to the small number of cases.

2/ Shown for consistency only. Base too small for reliability.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
Households Feeding Canned Pet Food Containing Fish To Cats	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>							
One	6.5	-	11.1	6.3	4.2	5.3	10.4
Two	9.7	10.7	-	7.6	12.5	5.3	16.7
Three	12.5	10.7	5.6	17.7	8.3	15.8	8.3
Four	5.1	-	5.6	6.3	8.3	10.5	2.1
Five	4.2	3.6	-	3.8	-	5.3	8.3
Six	0.9	-	-	1.3	4.2	-	-
Seven	49.5	67.8	66.6	44.3	62.5	42.0	37.5
None	10.2	3.6	11.1	12.7	-	15.8	12.5
Don't Know	1.4	3.6	-	-	-	-	4.2

Weighted Base: (220) 1/(26) 1/(18) 2/(81) 1/(24) 1/(21) 1/(48)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Question 2b

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>									
One	6.5	10.0	15.8	15.0	2.4	-	6.7	27.3	-
Two	9.7	10.0	15.8	15.0	7.3	7.0	11.1	-	15.4
Three	12.5	-	-	10.0	22.0	10.5	15.5	18.2	7.7
Four	5.1	10.0	5.3	-	-	14.1	-	9.1	-
Five	4.2	-	-	5.0	-	10.5	2.2	-	7.7
Six	0.9	10.0	-	-	-	-	2.2	-	-
Seven	49.5	50.0	26.3	50.0	56.1	45.6	55.6	45.4	61.5
None	10.2	-	36.8	5.0	9.8	10.5	6.7	-	7.7
Don't Know	1.4	10.0	-	-	2.4	1.8	-	-	-

Weighted Base: (220) $\frac{1}{(10)}$ $\frac{1}{(19)}$ $\frac{1}{(20)}$ $\frac{1}{(14)}$ $\frac{2}{(57)}$ $\frac{1}{(46)}$ $\frac{1}{(11)}$ $\frac{1}{(13)}$

$\frac{1}{/}$ Shown for consistency only. Base too small for reliability.

$\frac{2}{/}$ Relatively unstable due to the small number of cases.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One %	Two %	Three %	Four %	Five %	Six or More %
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>							
One	6.5	-	18.2	-	5.6	8.3	-
Two	9.7	-	9.1	10.6	5.6	11.1	16.1
Three	12.5	25.0	15.9	6.4	20.4	8.3	6.5
Four	5.1	-	9.1	4.3	7.4	-	3.2
Five	4.2	-	2.3	-	7.4	11.1	-
Six	0.9	25.0	-	-	1.9	-	-
Seven	49.5	50.0	43.1	57.4	40.6	47.3	64.5
None	10.2	-	2.3	19.2	11.1	8.3	9.7
Don't Know	1.4	-	-	2.1	-	5.6	-

Weighted Base: (220) $\frac{1}{(4)}$ $\frac{1}{(48)}$ $\frac{1}{(46)}$ $\frac{2}{(54)}$ $\frac{1}{(36)}$ $\frac{1}{(32)}$

$\frac{1}{/}$ Shown for consistency only. Base too small for reliability.

$\frac{2}{/}$ Relatively unstable due to the small number of cases.

Question 2b

On How Many Days During The Past Week Did You Serve
Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total %	RELIGION OF FAMILY		
		Catholic %	Protestant %	Jewish %
	100.0	100.0	100.0	100.0
<u>Number Of Days</u>				
One	6.5	14.3	4.3	-
Two	9.7	8.2	9.9	-
Three	12.5	14.3	12.3	-
Four	5.1	2.0	5.6	-
Five	4.2	-	5.6	-
Six	0.9	4.1	-	-
Seven	49.5	49.0	49.4	-
None	10.2	6.1	11.7	-
Don't Know	1.4	2.0	1.2	-
Weighted Base:	(220)	$\frac{1}{49}$ (49)	(166)	-

$\frac{1}{49}$ Shown for consistency only. Base too small for reliability.

Note: Percentages for 5 cases representing "Other Denominations" not shown.

On How Many Days During The Past Week Did You Serve
Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total %	RACE OF HOMEMAKER	
		White %	Non-White %
	100.0	100.0	100.0
<u>Number Of Days</u>			
One	6.5	6.4	8.3
Two	9.7	10.3	-
Three	12.5	13.2	-
Four	5.1	5.4	-
Five	4.2	3.9	8.3
Six	0.9	1.0	-
Seven	49.5	48.5	66.8
None	10.2	10.3	8.3
Don't Know	1.4	1.0	8.3
Weighted Base:	(220)	(208)	$\frac{1}{12}$ (12)

$\frac{1}{12}$ Shown for consistency only. Base too small for reliability.

Question 2b

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total %	EMPLOYMENT OF HOMEMAKER		
		Full-Time %	Part-Time %	Not Employed %
100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>				
One	6.5	8.3	4.2	6.6
Two	9.7	2.8	16.6	9.9
Three	12.5	11.1	4.2	13.3
Four	5.1	2.8	8.3	5.3
Five	4.2	-	4.2	5.3
Six	0.9	-	4.2	0.7
Seven	49.5	72.2	33.3	47.0
None	10.2	2.8	25.0	9.9
Don't Know	1.4	-	-	2.0
Weighted Base:	(220)	1/ (36)	1/ (24)	(155)

1/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 5 cases representing "Unreported Employment" not shown.

On How Many Days During The Past Week Did You Serve

Canned Pet Food Containing Fish To Your Cat?

Households Feeding Canned Pet Food Containing Fish To Cats	Total %	AGE OF HOMEMAKER									
		15-24 %	25-29 %	30-34 %	35-39 %	40-44 %	45-49 %	50-54 %	55-59 %	60-64 %	65 and Over %
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Days</u>											
One	6.5	-	-	11.4	5.9	3.7	3.0	-	25.0	12.5	9.1
Two	9.7	11.1	6.7	8.6	8.8	7.4	12.1	8.3	8.3	6.3	27.3
Three	12.5	11.1	20.0	17.1	2.9	11.1	15.1	25.0	8.3	6.2	-
Four	5.1	11.1	6.7	5.7	2.9	7.4	6.1	4.2	-	6.2	-
Five	4.2	-	6.7	8.6	-	11.8	-	-	8.3	-	-
Six	0.9	-	-	-	-	3.7	-	-	-	6.3	-
Seven	49.5	55.6	59.9	45.7	56.0	40.8	57.6	54.2	33.4	37.5	45.4
None	10.2	11.1	-	2.9	20.6	11.1	6.1	8.3	16.7	12.5	18.2
Don't Know	1.4	-	-	-	2.9	-	-	-	-	12.5	-
Weighted Base:	(220)	1/ (9)	1/ (15)	1/ (35)	1/ (34)	1/ (28)	1/ (33)	1/ (27)	1/ (12)	1/ (16)	1/ (11)

1/ Shown for consistency only. Base too small for reliability.

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Pet Food Do You

Usually Buy At One Time ?

	R E G I O N S				
	Total	North-	North	South	West
	%	east	Central	%	%
<u>All Households Owning A Dog Or Cat That Use Pet Food Containing Fish 1/</u>	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>					
One Can	5.3	4.8	7.7	3.6	5.8
Two Cans	10.5	14.5	12.1	9.5	5.8
Three Cans	22.9	27.7	19.8	21.2	24.6
Four Cans	15.2	12.0	18.7	16.8	11.6
Five Or More Cans	45.0	41.0	40.6	48.2	49.3
Don't Know	1.1	-	1.1	0.7	2.9
Weighted Base:	(380)	2/(83)	2/(91)	(137)	2/(69)

1/ 76 households owned both a dog and a cat.

2/ Relatively unstable due to the small number of cases.

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

	C I T Y S I Z E						
	Total	Megalopolitan Over 500,000	Metro Central 50,000-500,000	Suburban Metro	Non-Metro 2,500-50,000	Non-Metro Rural	Non-Metro Rural Non-Farm
	%	%	%	%	%	%	%
<u>All Households Owning a Dog Or Cat That Use Pet Food Containing Fish 1/</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	5.3	2.1	9.1	3.3	5.0	6.1	8.5
Two Cans	10.5	6.1	12.1	10.6	13.3	3.0	13.4
Three Cans	22.9	22.5	18.2	26.8	23.3	30.3	15.9
Four Cans	15.2	12.2	12.1	9.8	20.0	6.1	26.8
Five Or More Cans	45.0	57.1	48.5	48.0	36.7	54.5	34.2
Don't Know	1.1	-	-	1.5	1.7	-	1.2
Weighted Base:	(380)	2/(49)	2/(33)	(123)	3/(60)	2/(33)	2/(82)

1/ 76 households owned both a dog and a cat.

2/ Shown for consistency only. Base too small for reliability.

3/ Relatively unstable due to the small number of cases.

NATIONAL CANNED FISH AND SHELLFISH STUDY

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

All Households Owning A Dog Or Cat That Use Pet Food Containing Fish ^{1/}	Total %	I N C O M E							
		Under \$1000	\$1000- 1999	\$2000- 2999	\$3000- 3999	\$4000- 4999	\$5000- 6999	\$7000- 9999	\$10,000 and Over
		%	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>									
One Can	5.3	21.4	7.7	7.0	5.1	6.1	3.7	-	-
Two Cans	10.5	14.3	19.2	13.9	11.4	11.0	7.4	5.6	5.3
Three Cans	22.9	14.3	26.9	16.3	25.3	28.0	17.3	19.4	36.8
Four Cans	15.2	14.3	11.6	16.3	19.0	15.9	16.1	5.6	15.8
Five Or More Cans	45.0	35.7	26.9	46.5	39.2	39.0	54.3	66.7	42.1
Don't Know	1.1	-	7.7	-	-	-	1.2	2.7	-
Weighted Base:	(380)	^{2/} (14)	^{2/} (26)	^{2/} (43)	^{3/} (79)	^{3/} (82)	^{3/} (81)	^{2/} (36)	^{2/} (19)

^{1/} 76 households owned both a dog and a cat.^{2/} Shown for consistency only. Base too small for reliability.^{3/} Relatively unstable due to the small number of cases.

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

All Households Owning A Dog Or Cat That Use Pet Food Containing Fish ^{1/}	Total %	NUMBER OF PERSONS IN HOUSEHOLD					
		One	Two	Three	Four	Five	Six or More
		%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>							
One Can	5.3	-	5.6	9.0	2.1	3.6	6.4
Two Cans	10.5	-	10.0	9.0	13.8	10.9	8.5
Three Cans	22.9	40.0	18.9	24.7	26.6	18.2	23.4
Four Cans	15.2	-	12.2	11.2	18.1	18.2	21.3
Five Or More Cans	45.0	60.0	52.2	46.1	38.3	45.5	40.4
Don't Know	1.1	-	1.1	-	1.1	3.6	-
Weighted Base:	(380)	^{2/} (5)	^{3/} (90)	^{3/} (89)	^{3/} (94)	^{3/} (55)	^{2/} (47)

^{1/} 76 households owned both a dog and a cat.^{2/} Shown for consistency only. Base too small for reliability.^{3/} Relatively unstable due to the small number of cases.

Question 3

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

	<u>Total</u> %	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> %	<u>Non-White</u> %
<u>All Households Owning A Dog Or Cat That Use Pet Food Containing Fish</u> ^{1/}	100.0	100.0	100.0
<u>Number Of Cans</u>			
One Can	5.3	4.5	14.8
Two Cans	10.5	10.5	11.1
Three Cans	22.9	23.5	14.8
Four Cans	15.2	14.7	22.2
Five Or More Cans	45.0	45.9	33.4
Don't Know	1.1	0.9	3.7
Weighted Base:	(380)	(353)	2/(27)

^{1/} 76 households owned both a dog and a cat.

^{2/} Shown for consistency only. Base too small for reliability.

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

	<u>Total</u> %	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> %	<u>Protestant</u> %	<u>Jewish</u> %
<u>All Households Owning A Dog Or Cat That Use Pet Food Containing Fish</u> ^{1/}	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	5.3	5.4	5.3	-
Two Cans	10.5	9.9	11.7	-
Three Cans	22.9	23.3	23.4	-
Four Cans	15.2	14.8	15.8	-
Five Or More Cans	45.0	44.6	43.8	-
Don't Know	1.1	2.0	-	-
Weighted Base:	(380)	(202)	(171)	-

^{1/} 76 households owned both a dog and a cat.

Note: Percentages for 7 cases representing "Other Denominations" not shown.

Question 3

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

	<u>Total</u> %	<u>EMPLOYMENT OF HOMEMAKER</u>		
		<u>Full-Time</u> %	<u>Part-Time</u> %	<u>Not Employed</u> %
<u>All Households Owning A Dog Or Cat That Use Pet Food Containing Fish ^{1/}</u>	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>				
One Can	5.3	6.6	-	5.8
Two Cans	10.5	7.9	7.3	11.6
Three Cans	22.9	18.4	29.3	23.3
Four Cans	15.2	18.4	26.8	12.8
Five Or More Cans	45.0	48.7	36.6	45.3
Don't Know	1.1	-	-	1.2
Weighted Base:	(380)	2/(76)	3/(41)	(258)

^{1/} 76 households owned both a dog and a cat.

^{2/} Relatively unstable due to the small number of cases.

^{3/} Shown for consistency only. Base too small for reliability.

Note: Percentages for 5 cases representing "Unreported Employment" not shown.

How Many Cans Of Pet Food Do You

Usually Buy At One Time?

	<u>Total</u> %	<u>AGE OF HOMEMAKER</u>									
		<u>15-24</u> %	<u>25-29</u> %	<u>30-34</u> %	<u>35-39</u> %	<u>40-44</u> %	<u>45-49</u> %	<u>50-54</u> %	<u>55-59</u> %	<u>60-64</u> %	<u>65 and Over</u> %
<u>All Households Owning A Dog Or Cat That Use Pet Food Containing Fish ^{1/}</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Number Of Cans</u>											
One Can	5.3	5.3	3.2	3.5	3.2	5.5	2.3	4.6	14.3	8.0	13.6
Two Cans	10.5	5.3	12.9	7.0	6.3	13.0	13.6	13.6	9.5	4.0	22.7
Three Cans	22.9	21.0	19.4	26.3	23.8	18.5	31.8	25.0	28.6	20.0	4.6
Four Cans	15.2	21.0	22.6	22.8	12.7	13.0	11.4	15.9	14.3	8.0	9.1
Five Or More Cans	45.0	42.1	38.7	40.4	52.4	50.0	38.6	40.9	33.3	60.0	50.0
Don't Know	1.1	5.3	3.2	-	1.6	-	2.3	-	-	-	-
Weighted Base:	(380)	2/(19)	2/(31)	3/(57)	3/(63)	3/(54)	2/(44)	2/(44)	2/(21)	2/(25)	2/(22)

^{1/} 76 households owned both a dog and a cat.

^{2/} Shown for consistency only. Base too small for reliability.

^{3/} Relatively unstable due to the small number of cases.

Section H
Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY
Do You Buy Canned Fish Other Than Canned Pet Food
Especially For Your Dog?

	R E G I O N S				
	<u>Total</u> %	<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>All Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	3.8	1.7	5.6	1.0
Do <u>Not</u> Buy Canned Fish For Dog	96.5	96.2	98.3	94.4	99.0
Weighted Base:	(900)	(141)	(296)	(314)	(119)

Do You Buy Canned Fish Other Than Canned Pet Food
Especially For Your Dog?

	C I T Y S I Z E						
	<u>Total</u> %	<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000 - 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>All Households Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	4.8	1.5	4.3	6.8	1.4	2.5
Do Not Buy Canned Fish For Dog	96.5	95.2	98.5	95.7	93.2	98.6	97.5
Weighted Base:	(900)	1/(95)	1/(74)	(214)	(106)	(197)	(184)

1/ Relatively unstable due to small number of cases.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	I N C O M E								
	<u>Total</u> %	<u>Under</u> <u>\$1000</u> %	<u>\$1000-</u> <u>1999</u> %	<u>\$2000-</u> <u>2999</u> %	<u>\$3000-</u> <u>3999</u> %	<u>\$4000-</u> <u>4999</u> %	<u>\$5000-</u> <u>6999</u> %	<u>\$7000-</u> <u>9999</u> %	<u>\$10,000</u> <u>and Over</u> %
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	2.1	2.8	1.7	2.5	3.4	3.8	11.1	2.6
Do Not Buy Canned Fish For Dog	96.5	97.9	97.2	98.3	97.5	96.6	96.2	88.9	97.4

Weighted Base: (900) $\frac{1}{(54)}$ $\frac{1}{(83)}$ (132) (191) (168) (153) $\frac{1}{(71)}$ $\frac{2}{(48)}$

$\frac{1}{/}$ Relatively unstable due to the small number of cases.

$\frac{2}{/}$ Shown for consistency only. Base too small for reliability.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	NUMBER OF PERSONS IN HOUSEHOLD						
	<u>Total</u> %	<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six or</u> <u>More</u> %
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	-	6.4	2.5	3.8	4.0	0.7
Do Not Buy Canned Fish For Dog	96.5	100.0	93.6	97.5	96.2	96.0	99.3
Weighted Base:	(900)	$\frac{1}{(25)}$	(195)	(187)	(182)	(140)	(171)

$\frac{1}{/}$ Shown for consistency only. Base too small for reliability.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	<u>RELIGION OF FAMILY</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	3.3	3.5	-
Do Not Buy Canned Fish For Dog	96.5	96.7	96.5	100.0
Weighted Base:	(900)	(200)	(680)	<u>1/</u> (1)

1/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 19 cases representing "Other Denominations" not shown.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	3.9	-
Do Not Buy Canned Fish For Dog	96.5	96.1	100.0
Weighted Base:	(900)	(807)	<u>1/</u> (93)

1/ Relatively unstable due to the small number of cases.

Section H

NATIONAL CANNED FISH AND SHELLFISH STUDY

Question 4

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	EMPLOYMENT OF HOMEMAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	4.1	1.5	3.6
Do <u>Not</u> Buy Canned Fish For Dog	96.5	95.9	98.5	96.4
Weighted Base:	(900)	(163)	$\frac{1}{2}$ (81)	(640)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Note: Percentages for 16 cases representing "Unreported Employment" not shown.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	<u>Total</u>	AGE OF HOMEMAKER									
		<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>All Households</u> <u>Owning Dogs</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Dog	3.5	-	5.3	4.2	1.5	1.9	2.9	3.7	5.6	11.8	2.0
Do <u>Not</u> Buy Canned Fish For Dog	96.5	100.0	94.7	95.8	98.5	98.1	97.1	96.3	94.4	88.2	98.0
Weighted Base:	(900)	$\frac{1}{2}$ (52) $\frac{1}{2}$ (84)	(115)	(153)	(122)	(115) $\frac{1}{2}$ (95) $\frac{2}{2}$ (45)	$\frac{1}{2}$ (57)	$\frac{1}{2}$ (62)			

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

$\frac{2}{2}$ Shown for consistency only. Base too small for reliability.

Section H
Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Buy Canned Fish Other Than Canned Pet Food
Especially For Your Cat?

	<u>Total</u> %	R E G I O N S			
		<u>North- east</u> %	<u>North Central</u> %	<u>South</u> %	<u>West</u> %
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	11.6	9.7	9.9	9.0
Do <u>Not</u> Buy Canned Fish For Cat	90.0	88.4	90.3	90.1	91.0

Weighted Base: (558) $\frac{1}{2}$ (93) (181) (190) $\frac{1}{2}$ (94)

$\frac{1}{2}$ Relatively unstable due to the small number of cases.

Do You Buy Canned Fish Other Than Canned Pet Food
Especially For Your Cat?

	<u>Total</u> %	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> %	<u>Metro Central 50,000- 500,000</u> %	<u>Suburban Metro</u> %	<u>Non- Metro 2,500- 50,000</u> %	<u>Non- Metro Rural Farm</u> %	<u>Non- Metro Rural Non-Farm</u> %
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	14.0	28.0	12.5	15.4	1.5	10.1
Do <u>Not</u> Buy Canned Fish For Cat	90.0	86.0	72.0	87.5	84.6	98.5	89.9
Weighted Base:	(558)	$\frac{1}{2}$ (45)	$\frac{1}{2}$ (26)	(132)	$\frac{1}{2}$ (46)	(178)	(131)

$\frac{1}{2}$ Shown for consistency only. Bases too small for reliability.

Section H

Question 4

NATIONAL CANNED FISH AND SHELLFISH STUDY

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	<u>Total</u> %	I N C O M E							
		<u>Under \$1000</u> %	<u>\$1000-1999</u> %	<u>\$2000-2999</u> %	<u>\$3000-3999</u> %	<u>\$4000-4999</u> %	<u>\$5000-6999</u> %	<u>\$7000-9999</u> %	<u>\$10,000 and Over</u> %
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	9.8	3.6	7.8	9.6	10.2	13.4	15.0	16.0
Do <u>Not</u> Buy Canned Fish For Cat	90.0	90.2	96.4	92.2	90.4	89.8	86.6	85.0	84.0

Weighted Base: (558) ^{1/}(46) ^{2/}(63) ^{2/}(76) (122) (101) ^{2/}(89) ^{1/}(25) ^{1/}(36)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	<u>Total</u> %	N U M B E R O F P E R S O N S I N H O U S E H O L D					
		<u>One</u> %	<u>Two</u> %	<u>Three</u> %	<u>Four</u> %	<u>Five</u> %	<u>Six or More</u> %
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	7.1	11.1	8.0	15.2	12.0	4.5
Do <u>Not</u> Buy Canned Fish For Cat	90.0	92.9	88.9	92.0	84.8	88.0	95.5

Weighted Base: (558) ^{1/}(19) (116) (127) (103) ^{2/}(90) (103)

^{1/} Shown for consistency only. Base too small for reliability.

^{2/} Relatively unstable due to the small number of cases.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	<u>RELIGION OF HOMEMAKER</u>			
	<u>Total</u>	<u>Catholic</u>	<u>Protestant</u>	<u>Jewish</u>
	%	%	%	%
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	10.4	9.9	10.0
Do <u>Not</u> Buy Canned Fish For Cat	90.0	89.6	90.1	90.0
Weighted Base:	(558)	(108)	(439)	1/(11)

1/ Shown for consistency only. Base too small for reliability.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u>	<u>White</u>	<u>Non-White</u>
	%	%	%
<u>All Households Owning Cats</u>	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	10.7	3.8
Do <u>Not</u> Buy Canned Fish For Cat	90.0	89.3	96.2
Weighted Base:	(558)	(504)	1/ (54)

1/ Relatively unstable due to the small number of cases.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Not Employed</u>
	%	%	%	%
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	12.9	9.8	9.8
Do <u>Not</u> Buy Canned Fish For Cat	90.0	87.1	90.2	90.2
Weighted Base:	(558)	1/(68)	2/(18)	(428)

1/ Relatively unstable due to the small number of cases.

2/ Shown for consistency only. Base too small for reliability.

Note: Percentages for 14 cases representing "Unreported Employment" not shown.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Cat?

	A G E O F H O M E M A K E R										
	<u>Total</u>	<u>15-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60-64</u>	<u>65 and Over</u>
	%	%	%	%	%	%	%	%	%	%	%
<u>All Households Owning Cats</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Buy Canned Fish For Cat	10.0	7.7	16.2	12.3	4.5	10.7	12.5	8.9	3.3	9.4	12.5
Do <u>Not</u> Buy Canned Fish For Cat	90.0	92.3	83.8	87.7	95.5	89.3	87.5	91.1	96.7	90.6	87.5
Weighted Base:	(558)	1/(31)	1/(42)	2/(70)	2/(79)	2/(74)	2/(75)	2/(63)	1/(33)	1/(36)	2/(55)

1/ Shown for consistency only. Base too small for reliability.

2/ Relatively unstable due to the small number of cases.

Section H
Question 5

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	<u>Total</u> Number	R E G I O N S			
		<u>North- east</u> Number	<u>North Central</u> Number	<u>South</u> Number	<u>West</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	5	4	19	1
<u>Type Of Fish</u>					
Mackerel	7	-	2	5	-
Salmon	3	-	1	2	-
Sardines	11	1	-	10	-
Tuna	2	1	1	-	-
Other	6	3	-	2	1

Note: Number of cases shown for consistency only. Base too small for reliability.

Do You Buy Canned Fish Other Than Canned Pet Food

Especially For Your Dog?

	<u>Total</u> Number	C I T Y S I Z E					
		<u>Megalo- politan Over 500,000</u> Number	<u>Metro Central 50,000- 500,000</u> Number	<u>Suburban Metro</u> Number	<u>Non- Metro 2,500- 50,000</u> Number	<u>Non- Metro Rural Farm</u> Number	<u>Non- Metro Rural Non-Farm</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	4	1	10	6	2	6
<u>Type Of Fish</u>							
Mackerel	7	1	-	4	1	-	1
Salmon	3	-	-	1	-	1	1
Sardines	11	1	1	1	5	1	2
Tuna	2	1	-	1	-	-	-
Other	6	1	-	3	-	-	2

Note: Number of cases shown for consistency only. Base too small for reliability.

Section H

Question 5

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	<u>Total</u> Number	I N C O M E							
		<u>Under</u> \$1000 Number	<u>\$1000-</u> <u>1999</u> Number	<u>\$2000-</u> <u>2999</u> Number	<u>\$3000-</u> <u>3999</u> Number	<u>\$4000-</u> <u>4999</u> Number	<u>\$5000-</u> <u>6999</u> Number	<u>\$7000-</u> <u>9999</u> Number	<u>\$10,000</u> <u>and Over</u> Number
<u>Households Buying Fish</u> <u>For Their Dogs</u>	29	1	2	2	4	7	5	7	1
<u>Type Of Fish</u>									
Mackerel	7	-	-	-	-	3	2	2	-
Salmon	3	-	-	-	-	2	1	-	-
Sardines	11	1	1	1	2	2	1	3	-
Tuna	2	-	-	-	2	-	-	-	-
Other	6	-	1	1	-	-	1	2	1

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	<u>Total</u> Number	NUMBER OF PERSONS IN HOUSEHOLD					
		<u>One</u> Number	<u>Two</u> Number	<u>Three</u> Number	<u>Four</u> Number	<u>Five</u> Number	<u>Six or</u> <u>More</u> Number
<u>Households Buying Fish</u> <u>For Their Dogs</u>	29	-	13	4	6	5	1
<u>Type Of Fish</u>							
Mackerel	7	-	4	1	1	1	-
Salmon	3	-	2	-	-	1	-
Sardines	11	-	5	3	2	1	-
Tuna	2	-	-	-	2	-	-
Other	6	-	2	-	1	2	1

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	<u>Total</u> Number	<u>RELIGION OF FAMILY</u>		
		<u>Catholic</u> Number	<u>Protestant</u> Number	<u>Jewish</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	6	22	-
<u>Type Of Fish</u>				
Mackerel	7	1	6	-
Salmon	3	-	3	-
Sardines	11	1	10	-
Tuna	2	1	1	-
Other	6	3	2	-

Note: Number of cases shown for consistency only. Base too small for reliability.
1 case representing "Other Denominations" not shown.

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	<u>Total</u> Number	<u>RACE OF HOMEMAKER</u>	
		<u>White</u> Number	<u>Non-White</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	29	-
<u>Type Of Fish</u>			
Mackerel	7	7	-
Salmon	3	3	-
Sardines	11	11	-
Tuna	2	2	-
Other	6	6	-

Note: Number of cases shown for consistency only. Base too small for reliability.

Question 5

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u> Number	<u>Full-Time</u> Number	<u>Part-Time</u> Number	<u>Not Employed</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	6	1	22
<u>Type Of Fish</u>				
Mackerel	7	1	-	6
Salmon	3	1	-	2
Sardines	11	4	-	7
Tuna	2	-	-	2
Other	6	-	1	5

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish Do You Usually Buy For Your Dog?

	AGE OF HOME MAKER										
	<u>Total</u> Number	<u>15-24</u> Number	<u>25-29</u> Number	<u>30-34</u> Number	<u>35-39</u> Number	<u>40-44</u> Number	<u>45-49</u> Number	<u>50-54</u> Number	<u>55-59</u> Number	<u>60-64</u> Number	<u>65 and Over</u> Number
<u>Households Buying Fish For Their Dogs</u>	29	-	4	4	2	2	3	3	4	6	1
<u>Type Of Fish</u>											
Mackerel	7	-	-	2	1	1	-	1	2	-	-
Salmon	3	-	-	-	-	1	1	-	1	-	-
Sardines	11	-	3	1	-	-	1	1	1	4	-
Tuna	2	-	1	-	-	-	1	-	-	-	-
Other	6	-	-	1	1	-	-	1	-	2	1

Note: Number of cases shown for consistency only. Base too small for reliability.

Section H

Question 5

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Kind Of Canned Fish Do You Usually Buy For Your Cat?

	<u>Total</u> Number	REGIONS			
		<u>North-</u> <u>east</u> Number	<u>North</u> <u>Central</u> Number	<u>South</u> Number	<u>West</u> Number
<u>Households Buying Fish</u> <u>For Their Cats</u>	56	11	16	20	9
<u>Type Of Fish</u>					
Mackerel	13	4	4	4	1
Salmon	13	3	5	3	2
Sardines	18	2	6	8	2
Tuna	6	1	-	1	4
Other	6	1	1	4	-

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish
Do You Usually Buy For Your Cat?

	<u>Total</u> Number	C I T Y S I Z E					
		<u>Megalo-</u> <u>politan</u> <u>Over</u> <u>500,000</u> Number	<u>Metro</u> <u>Central</u> <u>50,000-</u> <u>500,000</u> Number	<u>Suburban</u> <u>Metro</u> Number	<u>Non-</u> <u>Metro</u> <u>2,500-</u> <u>50,000</u> Number	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Farm</u> Number	<u>Non-</u> <u>Metro</u> <u>Rural</u> <u>Non-Farm</u> Number
<u>Households Buying Fish</u> <u>For Their Cats</u>	56	7	8	18	6	2	15
<u>Type Of Fish</u>							
Mackerel	13	2	2	5	1	-	3
Salmon	13	1	3	4	1	-	4
Sardines	18	3	2	4	4	1	4
Tuna	6	1	-	4	-	-	1
Other	6	-	1	1	-	1	3

Note: Number of cases shown for consistency only. Base too small for reliability.

NATIONAL CANNED FISH AND SHELLFISH STUDY

What Kind Of Canned Fish

Do You Usually Buy For Your Cat?

	<u>Total</u> Number	I N C O M E							
		<u>Under</u> \$1000 Number	<u>\$1000-</u> <u>1999</u> Number	<u>\$2000-</u> <u>2999</u> Number	<u>\$3000</u> <u>3999</u> Number	<u>\$ 4000-</u> <u>4999</u> Number	<u>\$5000-</u> <u>6999</u> Number	<u>\$7000-</u> <u>9999</u> Number	<u>\$10,000</u> <u>and Over</u> Number
<u>Households Buying Fish</u> <u>For Their Cats</u>	56	4	2	6	11	12	13	4	4
<u>Type Of Fish</u>									
Mackerel	13	1	-	1	3	3	3	-	2
Salmon	13	1	-	1	3	3	3	1	1
Sardines	18	2	2	3	2	5	3	1	-
Tuna	6	-	-	-	2	-	3	1	-
Other	6	-	-	1	1	1	1	1	1

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind of Canned Fish

Do You Usually Buy For Your Cat?

	<u>Total</u> Number	NUMBER OF PERSONS IN HOUSEHOLD					
		<u>One</u> Number	<u>Two</u> Number	<u>Three</u> Number	<u>Four</u> Number	<u>Five</u> Number	<u>Six or</u> <u>More</u> Number
<u>Households Buying Fish</u> <u>For Their Cats</u>	56	2	15	9	17	9	4
<u>Type Of Fish</u>							
Mackerel	13	-	2	3	6	1	1
Salmon	13	1	6	2	3	1	-
Sardines	18	1	5	3	4	4	1
Tuna	6	-	1	-	3	1	1
Other	6	-	1	1	1	2	1

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish Do You Usually Buy For Your Cat?

	<u>RELIGION OF HOMEMAKER</u>			
	<u>Total</u> Number	<u>Catholic</u> Number	<u>Protestant</u> Number	<u>Jewish</u> Number
<u>Households Buying Fish For Their Cats</u>	56	12	43	0
<u>Type Of Fish</u>				
Mackerel	13	4	9	-
Salmon	13	2	11	-
Sardines	18	4	14	-
Tuna	6	2	4	-
Other	6	-	5	-

Note: Number of cases shown for consistency only. Base too small for reliability.
1 case representing "Other Denominations" not shown.

What Kind Of Canned Fish Do You Usually Buy For Your Cat?

	<u>RACE OF HOMEMAKER</u>		
	<u>Total</u> Number	<u>White</u> Number	<u>Non-White</u> Number
<u>Households Buying Fish For Their Cats</u>	56	54	2
<u>Type Of Fish</u>			
Mackerel	13	12	1
Salmon	13	13	-
Sardines	18	17	1
Tuna	6	6	-
Other	6	6	-

Note: Number of cases shown for consistency only. Base too small for reliability.

Question 5

What Kind Of Canned Fish Do You Usually Buy For Your Cat?

	EMPLOYMENT OF HOME MAKER			
	<u>Total</u> Number	<u>Full-Time</u> Number	<u>Part-Time</u> Number	<u>Not Employed</u> Number
<u>Households Buying Fish For Their Cats</u>	56	9	4	43
<u>Type Of Fish</u>				
Mackerel	13	2	1	10
Salmon	13	3	-	10
Sardines	18	2	2	14
Tuna	6	2	-	4
Other	6	-	1	5

Note: Number of cases shown for consistency only. Base too small for reliability.

What Kind Of Canned Fish Do You Usually Buy For Your Cat?

	AGE OF HOME MAKER										
	<u>Total</u> Number	<u>15-24</u> Number	<u>25-29</u> Number	<u>30-34</u> Number	<u>35-39</u> Number	<u>40-44</u> Number	<u>45-49</u> Number	<u>50-54</u> Number	<u>55-59</u> Number	<u>60-64</u> Number	<u>65 and Over</u> Number
<u>Households Buying Fish For Their Cats</u>	56	2	7	8	3	7	10	5	3	3	8
<u>Type Of Fish</u>											
Mackerel	13	2	2	-	-	3	4	1	1	-	-
Salmon	13	-	1	2	1	1	-	3	1	-	4
Sardines	18	-	3	2	1	2	3	1	1	1	4
Tuna	6	-	1	1	-	1	3	-	-	-	-
Other	6	-	-	3	1	-	-	-	-	2	-

Note: Number of cases shown for consistency only. Base too small for reliability.

APPENDIX

The Sampling Plan and Selection Procedures

The General Plan. The population under study in this survey consisted of all private households in the United States. To represent this population, a multi-stage national probability sample of those households was designed. This sample had to meet the following requirements:

1. Every household in the population must have a known chance to be included in the sample.
2. Estimates from the sample must be unbiased, with calculable error margins.
3. The tolerances of estimates produced by the sample must be comparatively low so that the estimates could be used with confidence.

To meet these requirements, sample selections were made with precisely known probabilities. The sampling selections were in four successive stages as follows:

1. One hundred localities (Metropolitan Areas and non-Metropolitan counties) containing 189 counties were first selected.
2. Within each locality cities, towns, villages and rural townships were selected.
3. Within these subdivisions, final clusters (combinations of city blocks, Census Enumeration Districts, etc.) were selected.
4. In each cluster, all households were first prelisted. From these lists, households were selected for the sample with known probability. The individual in each household primarily responsible for the meal planning was designated for an interview.

Interviews were conducted in 2,543 households selected by the above procedure.

The survey was conducted during the month of June when most families have not as yet commenced their summer vacations. This period is also sufficiently removed from the influences of Lent.

For the first three stages, rigid control by Census data, maps and other materials made it possible to state exactly what chance every county, Metropolitan Area or final cluster had of falling into the sample, whether or not the area actually happened to be included.

This is possible because every selection at every stage of sampling was made from a complete list (or frame) with all units specifically identified and the exact number of units known. The existence of such a list or frame is a basic requirement wherever selections with known probability are to be made. For example, in the first stage of sampling, the selection of the 100 localities was made from a complete list of such localities, which in total includes the entire United States. In the same way the successive stages of sampling followed the principle of probability selection from a list.

Selection of the 100 Localities. All of the 3077 counties in the United States were divided first between metropolitan areas and non-metropolitan counties according to the 1950 Census classification. Each metropolitan area was defined as a primary sampling unit, including all counties within the area. These sampling units were stratified into eight geographic regions following the Census regions, except that the New England and Middle Atlantic regions were combined. The metropolitan areas were further stratified by size, per capita income, and the percent of increase or decrease in population from 1940 to 1950. For the South the percent of non-white population was also used as a criterion for stratification. Such stratification assured that all stratified elements of the population were represented in their proper proportion. One metropolitan area was selected from each such stratum with probability proportionate to its 1950 population. Each of the fourteen largest areas constituted a single stratum and hence were automatically included.

The non-metropolitan counties were divided likewise into eight geographic regions and further stratified according to the percent change in population since 1940, the percent of population which was urban and the rural level of living index developed by the Department of Agriculture. One county was selected from each such stratum with probability proportionate to the 1950 population.

Sampling Within Localities. The population in each locality was first divided as between the central city or cities, smaller towns and villages, congested suburban areas and open country areas, and each of these groups was sampled separately. For central city or cities, clusters were defined consisting of combinations of city blocks or in some cases Census Enumeration Districts. One such cluster was selected from each geographic stratum within the city. The smaller cities and towns were first arranged by size and in some instances also by geographic area and one such town or village was selected from each stratum. The selected town or village was further subdivided according to Census Enumeration Districts which were selected as final clusters to be visited by interviewers. For the congested suburban area and open country areas, Census Enumeration Districts were stratified geographically and one district was selected from each stratum with probability proportionate to 1950 population.

Sampling within Selected Clusters. The clusters consisted of city blocks, or Census Enumeration Districts for which the Census Bureau has provided data on the total number of dwelling units in 1950. Most of these clusters range from 150 to 250 dwelling units.

Every cluster was prelisted in advance of the final stage of sample selection - the selection of households for interviewing. This means that field workers worked every cluster in advance and made a listing of all dwelling places it contained, showing household addresses and other clear identifications. By applying random numbers to these lists, it was possible to achieve a truly known probability selection of dwellings, and to assign specific addresses for interviewing so as virtually to eliminate chance of interviewers' choice or judgment influencing the selections. The contractor's New York City office staff selected the sample households from these clusters and returned the lists to the field workers, showing the specifically designated sample households to be used.

Although the prelisting was done as an independent operation occupying the full attention of a person specifically trained to do it, the final selection of households was nevertheless set up to include any household which might have been omitted in the prelisting. This was done through use of the "half-open interval." Under this procedure, the assignment of a household for interviewing actually means the assignment of that household plus any other found to exist between it and the next one on the list. In this way, the projections reflect both the correction of any prelisting errors and changes in the cluster since the prelisting took place.

The interviewer was instructed to call on the sample households and any other household (not shown on the list) found between the sample household and the next listed, and to interview the meal planner in all these households. Where no one was at home, or the meal planner was not at home on first call, a second call was made on a different evening.

In rural areas, the field worker who did the listing had a map of the cluster on which he entered the location of every dwelling within the cluster by the use of a small square (□) and identified each by a sketch number. On the listing sheet, the sketch number then served as the primary identification of the dwelling in addition to a description of the house and its location. After the sample units for the survey were designated on the listing sheets, the interviewer could easily find them by reference to the sketch numbers and the sketch map.

Accounting for the Non-Interviews

There was a total of 3,198 occupied sample households. These were accounted for as follows:

Total sample households	3,198	
Less ineligible households ^{1/}	35	
Eligible sample households	<u>3,163</u>	<u>100.0%</u>
Refusals	145	4.6%
Not-at-home after 2 calls	<u>475</u>	<u>15.0%</u>
Total non-interviews	620	19.6%
Completed interviews	2,543	80.4%

The not-at-homes were accounted for by a special weighting procedure based on the "nights-at-home" record of respondents found and interviewed. This technique accounts for all individuals who were, in fact, at home on any of six evenings - including and just preceding the evening of the interview.

However, the weighting procedure makes its own contribution to sample tolerances. To reduce this contribution and at the same time retain the benefits of not-at-home weighting, this survey employed a weighting plan based on a combination of the weighting with one call-back on each respondent not found at home on the interviewer's

^{1/} These are households in which the main meal was not taken at home once a week or more. No interviews were to be obtained in such households.

first visit. The call-back means that each individual in the sample is given two chances to be found at home out of six evenings covered by the nights-at-home weighting, instead of only one chance where no call-backs are made. The amount of weighting is reduced accordingly about one-half, which results in a corresponding reduction in the contribution to tolerance due to the weighting. This extension of the not-at-home weighting and its mathematical basis are fully described in an article in the July, 1954 issue of the Journal of Marketing.^{2/}

Sampling Reliability of the Results

The usefulness of a survey depends largely on the degree of confidence that may be placed in its findings. Therefore users need the assurance which comes from mathematical computation of the tolerance limits, and these calculated tolerances must be sufficiently small for the results to be useable.

Among the many factors which contribute to sampling efficiency, perhaps the most important is that of widespread geographic dispersion, not only for the country as a whole, but within each locality and cluster. In this sample, 100 localities (metropolitan areas and non-metropolitan counties) were included. Since the variation between localities can be a major contribution to tolerances, the comparatively large number of localities substantially reduced the tolerances that would otherwise have been obtained from a sample of the same size. Because each cluster was prelisted, individual households were selected from the list at random intervals which assured widespread coverage of the entire area in the cluster. This is equivalent to including many more clusters where consecutive households are selected.

There is always some risk involved in accepting and using estimates based on any sample. It is literally the purpose of statistical research to reduce these risks of "chance" error as far as possible. One unique advantage of a known probability sample is that the degree of risk involved in using the projections can be precisely stated. This means that the chance that any findings would be different from those of a complete census survey of all households in the country, using the same questionnaire and interviewing methods, is known precisely.

^{2/} "A Plan to Account for 'Not-At-Homes' by Combining Weighting and Call-backs", by Willard R. Simmons, The Journal of Marketing, July, 1954.

Each reported survey figure will have its own tolerance limits. These limits will depend on the distribution of the characteristic under study among the various localities in the country, among different neighborhoods within the same locality, and among separate households within the same neighborhood (or cluster). The errors given in the table below were calculated by a procedure ^{3/} which takes into account the variations arising from all stages of the sampling, together with contributions to error of the nights-at-home weighting procedure. Further, the error calculated from the sample results by this method also includes the contribution to total error arising from interviewer variability, but does not include any systematic bias which might arise from non-sampling sources.

TABLE OF SAMPLING ERRORS
FOR NATIONAL SAMPLE

<u>Ques. No.</u>	<u>Characteristics</u>	<u>Percent Having the Character- istic</u>	<u>Standard Error in Percentage Points</u>
	<u>Characteristics in Sections A and B - Percent of all sample households that:</u>		
A-1b	Served canned tuna in past twelve months	76.1	1.2
A-1b	Served canned salmon in past twelve months	68.8	1.2
A-1b	Served canned sardines in past twelve months	50.3	1.1
A-1b	Served canned shrimp in past twelve months	24.0	1.6
A-1c	Served canned tuna most frequently	53.1	2.0
A-1c	Served canned salmon most frequently	21.4	1.5
A-1c	Served canned sardines most frequently	5.4	0.3
A-1c	Served canned shrimp most frequently	1.5	0.3

(Continued)

^{3/} The procedure used depends on estimating the variance of the whole sample from the variances between systematic sub-samples.

TABLE OF SAMPLING ERRORS
FOR NATIONAL SAMPLE (Continued)

<u>Ques. No.</u>	<u>Characteristics</u>	<u>Percent Having the Character- istic</u>	<u>Standard Error in Percentage Points</u>
<u>Characteristics in Section A and B - Percent of all sample households that:</u>			
B-1a	Want to purchase unavailable canned fish or shellfish items	3.2	0.3
B-2a	Eat canned fish and shellfish more in certain seasons	48.1	2.4
B-2b	Spring - including Lent (as percentage of those giving some season as most frequent)	17.7	2.2
B-3	Served canned fish or shellfish one or two times during the last four weeks other than as hors d'oeuvres or snacks	29.4	2.0
<u>Characteristics in Section C - Percent of households serving canned tuna during the past twelve months that:</u>			
C-1	Served canned tuna one and two times in past four weeks	44.6	1.0
C-2a	Have one, two and three cans of tuna on shelves at present	48.6	1.2
C-2b	Buy one, two and three cans of tuna at one time	81.9	1.2
C-3	Usually buy light meat tuna	47.4	2.4
C-4	Usually buy bit size or chunk tuna	50.3	1.3
C-5a	Usually buy tuna packed in oil	91.4	0.7
C-5b	Always pour oil off (as percent of those who usually purchase tuna packed in oil)	40.9	1.1
C-5c	Have never tasted canned tuna in brine (as percent of those who usually purchase tuna packed in oil)	88.2	1.2
C-5d	Would buy tuna in oil if price same for oil or brine	65.9	1.8
C-6a	Served canned tuna in salads	82.4	0.8

(Continued)

TABLE OF SAMPLING ERRORS
FOR NATIONAL SAMPLE (Continued)

Ques. No.	Characteristics	Percent Having the Character- istic	Standard Error in Percentage Points
<u>Characteristics in Section D - Percent of households serving canned salmon in past twelve months that:</u>			
D-1	Served canned salmon one and two times in past four weeks	48.6	1.8
D-2a	Have one and two 1-pound cans on shelves at present	26.2	1.7
D-2b	Have one and two 7 oz. flat cans on shelves at present	13.5	1.1
D-2c	Usually buy one 1-pound tall can salmon at one time	43.9	1.9
D-3a	Usually buy <u>pink</u> salmon	57.4	2.7
D-3b	Gave name "Alaska" when asked if they knew name of variety they usually buy	27.7	1.8
D-4a	Served canned salmon in salads	45.2	1.6
D-4b	Served canned salmon most frequently in cakes, patties, balls	29.3	2.4
D-5	Look for a particular brand of canned salmon	41.4	1.0

Characteristics in Section E - Percent
of households serving canned sardines
in past twelve months that:

E-1	Served canned sardines one and two times in past four weeks	39.9	1.7
E-2a	Have one and two cans of sardines on shelf at present	30.1	0.9
E-2b	Usually buy one and two cans of sardines at one time	52.7	1.5
E-3a	Usually buy domestic sardines	43.0	1.9
E-3b	Usually buy Maine sardines (as percent of those who usually buy domestic sardines)	58.6	4.1

(Continued)

TABLE OF SAMPLING ERRORS
FOR NATIONAL SAMPLE (Continued)

Ques. No.	Characteristics	Percent Having the Character- istic	Standard Error in Percentage Points
<u>Characteristics in Section F - Percent of households serving canned shrimp in past twelve months that:</u>			
F-1	Served canned shrimp one and two times in past four weeks	41.3	1.8
F-3	Buy regular (not deveined) canned shrimp	31.6	2.1
<u>Characteristics in Section G - Percent of households who did not serve the particular type of canned fish in past twelve months that:</u>			
G-1	Did not serve canned tuna in past twelve months because dislike it	45.7	3.2
G-1	Did not serve canned salmon in past twelve months because dislike it	47.2	2.0
G-1	Did not serve canned sardines in past twelve months because dislike it	66.8	1.8
G-1	Did not serve canned shrimp in past twelve months because dislike it	42.8	1.2
<u>Characteristics in Section H - Percent of households that:</u>			
H-1a	Own a dog	32.5	0.9
H-1a	Own a cat	20.1	0.8

(Continued)

TABLE OF SAMPLING ERRORS
FOR NATIONAL SAMPLE (Continued)

Ques. No.	Characteristics	Percent Having the Character- istic	Standard Error in Percentage Points
<u>Characteristics in Section H - Percent of households who own the particular pet (dog or cat) that:</u>			
H-1b	Feed canned pet food containing fish to their dog	26.3	2.7
H-1b	Feed canned pet food containing fish to their cat	39.7	3.2
<u>Characteristics in Section H - Percent of households who feed canned pet food containing fish to their pet that:</u>			
H-3	Usually buy five or more cans of pet food at one time	45.0	3.8

Interpretation of the Table of Sampling Errors for National Sample. The figures given in the final column of the table represent one standard error. As an example, for the first characteristic listed - the percent of all households that served canned tuna in the past 12 months, which is given as 76.1 percent, the standard error of sampling is 1.2 percentage points. This means that the chances are about 2 in 3 that the sample percentage is within 1.2 percentage points of the "true" figure, meaning by "true" here the figure that a complete census would show using the same survey procedures. Two standard errors correspond to a 19 in 20 probability. In this case, the chances are 19 in 20 that the sample percentage lies within 2.4 percentage points of the "true" figure. This may be stated in terms of confidence limits: the limits corresponding to the 19 in 20 probability are 76.1 minus 2.4 and 76.1 plus 2.4 or 73.7 to 78.5.

Estimates of Sampling Errors for other National Responses or for Sub-Samples. The table gives the sampling error of the national estimate for at least one kind of response to virtually all the questions asked. To estimate approximately what the sampling error for percentages of households giving other responses to the same question would be, consult the tabulation:

<u>If the response for the sampling error shown is this percentage:</u>	<u>And percent for other response to the same question is:</u>				
	<u>5% or 95%</u>	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40 to 60%</u>
	(Multiply the error shown by the ratio below:)				
5% or 95%	1.0	1.4	1.8	2.1	2.3
10% or 90%	0.7	1.0	1.3	1.5	1.6
20% or 80%	0.5	0.8	1.0	1.1	1.3
30% or 70%	0.5	0.7	0.9	1.0	1.1
40 to 60%	0.4	0.7	0.8	0.9	1.0

As an example, in the table of sampling errors for the National sample the percent serving canned tuna 1-2 times in past 4 weeks, (Question C-1) is 44.6, and the standard error of this percent is shown as 1.0. The table containing the results of the household responses to Question 1 in Section C, shows the percentage which served tuna 4 or more times is 24.5. Assigning 40 as the nearest percent given in the table for the percent serving 1-2 times, and 20 as the percent serving 4 or more times, a ratio of 0.8 is obtained from the above tabulation. This ratio is then applied to the standard error of 1.0 given for 1-2 times, and an estimate of 0.8 percentage points is obtained for 4 or more times.

Sampling error for percentage characteristics for subgroups, i.e., percent in a particular region, city-size group, age group, etc., having a particular characteristic, will, of course, be higher than those shown in the table. There is no method by which sampling errors for subgroups can be inferred exactly from the errors for the same characteristics based on the entire sample. However, a rough approximation of the ratio of the two errors can be obtained by dividing the total weighted base by the base used for the particular subgroup, and then taking the square root of the result. For example, the base for the United States is 2,770 and the base for the Northeast Region is 734, so that the total base is almost 4 times the base for this Region. Taking the square root of 4, it would be estimated that the sampling error for the Northeast would be about double that given for the sampling error of the national estimate of the same characteristic. This ratio would apply to national and regional estimates for the Northeast Region given in Question A-1b and survey results having the same base.

Summarized below are the approximate relations of subgroup errors to errors of estimates from the entire sample.

Type of Break

Region	Errors about double, except in West where they are almost triple.
Income	Errors about $2-4\frac{1}{2}$ times as large.
City size	Errors about 2-3 times as large.
Household size	Errors about 2-4 times as large.
Age of Homemaker	Errors about 3-4 times as large.
Employment status	Errors on full-time employed about 2 times, on part-time about $3\frac{1}{2}$ times, on not employed about $1\frac{1}{4}$ times.
Race	Errors for <u>Whites</u> very close to same as for all households; for <u>Non-Whites</u> errors at least 3 times as large.
Religion	For Protestants, errors about $1\frac{1}{4}$ times as large, for Catholics about 2 times. For Jewish, the errors are about 6 times as large and hence are not useable in many cases.

Comparison of Sample Classification Data with Census Data

Sample distributions of the classification data agree reasonably well with the distributions as estimated from Bureau of Census reports, wherever a basis for comparability exists. However, it is unwise to place too much dependence on such comparisons, since neither is the presence of close agreement with Census data a definitive validation of the survey nor does the absence of such close agreement in most cases necessarily invalidate the results. The following are some comparisons of various classification data for the sample to Census data:

Geographic Region

<u>Region</u>	<u>Sample Distribution of Households Percent</u>	<u>Distribution^{4/} Estimated from Census Data Percent</u>
United States	100.0	100.0
Northeast	26.5	26.2
North Central	29.1	29.7
South	30.6	29.7
West	13.8	14.4

<u>City Size and Area of Residence</u>	<u>Sample Distribution of Households Percent</u>	<u>Census Estimated^{5/} Population Distribution Percent</u>
Total	100.0	100.0
Metropolitan central city	32.2	31.3
Metropolitan-suburban	27.3	27.3
Non-Metropolitan - urban	14.6	14.9
Non-Metropolitan rural non-farm	15.6	14.8
Non-Metropolitan rural farm	10.3	11.7

For non-metropolitan areas, the sample percent of rural farm households is lower than the Bureau of Census estimate of percent of population in this group, but this is to be expected since rural-farm areas have a larger population per household than average.

^{4/} This distribution was estimated as follows:

- 1) Civilian population 1955 by regions from Current Population Reports, P-25, No. 145, Bureau of Census.
- 2) Institutional and quasi-household population 1950, obtained from Census of Population: 1950, Volume II and adjusted to 1955 by applying ratio of change for total population by region 1950-55.
- 3) Deducted estimated quasi-household and institutional population from civilian population to arrive at estimate of population living in private households, 1955.
- 4) Divided this estimate by population per household for each region, obtained from Current Population Reports, P-20, No. 67, Bureau of Census, to obtain estimate of number of private households, by region.

^{5/} See Current Population Reports, P-20, No. 71, Bureau of Census.

<u>Household Size</u>	<u>Distribution of</u> <u>Sample Households</u>	<u>Census Data April 1955</u> ^{6/}
	Percent	Percent
Total	100.0	100.0
1 Person	7.1	10.9
2 Persons	28.1	28.5
3 Persons	21.4	20.4
4 Persons	18.7	18.9
5 Persons	11.6	11.1
6 or more Persons	13.1	10.2

The sample percent is substantially below for one-person households. There are two reasons for this. Single people eat out more frequently and these would not be included in the survey. Further, it is more likely that no one would be found at home in 6 nights in a one-person household than in a family^{7/} home, and the nights-at-home weighting procedure leaves a small residual bias from these chronic not-at-homes.

The sample percentage for 6-or-more person households is larger than the Census figure partly for the converse reason; smaller likelihood of chronic not-at-homes. Further, such families are more often found in rural areas where refusal rates are lower.

<u>Distribution by Race</u>	<u>Distribution of</u> <u>Sample Households</u>	<u>Distribution</u> ^{8/} <u>Estimated</u> <u>from Census Data</u>
	Percent	Percent
Total	100.0	100.0
White	87.6	90.8
Non-White	12.4	9.2

^{6/} See Current Population Reports, P-20, No. 67, Bureau of Census

^{7/} Refers to two or more related persons living in the same household.

^{8/} See Census Population Reports, P-20, No. 67, Bureau of Census.

In this case, the sample includes too many non-white households. Internal analysis indicates that sampling variability plus somewhat higher return rates for non-white households account for most of this excess, though some difference may be due to the difficulty the interviewer has in classifying Puerto Ricans and Mexicans.

Refusal rates were somewhat lower for non-whites and this group included fewer chronic away-from-homes, for which the bias is not removed by the special weighting for at-home frequency. However, at least half the difference seems due to sampling variability. Because of the prevailing segregation pattern, race is a characteristic which has a very high intra-cluster correlation and hence sample estimates of racial distributions are subject to more than average error.

It was decided not to re-weight the data for national estimates to reflect the correct proportions by race, because this re-weighting would have produced only insignificant differences in the results.

For employment of homemakers, the percentage of respondents (meal-planners) shown by the sample as employed is 29.0. The Bureau of Census figures given in Current Population Reports, Series P-50, No. 61, show 29.4 percent of housewives (a not exactly comparable group) as employed.

The income distribution for households is not comparable to any data available from Bureau of Census sources since these are based on family income. The income data are also subject to some errors of response and non-reporting since in many cases, entries are based on the memory of the housewife rather than on written records. No known data is available by which the accuracy of distributions by religion or by age of the meal-planner can be judged.

Control Procedures in Processing the Returns

While field work was still underway, written coding instructions were drawn up for all questions except the open-end ones. Coding of all but the open-end questions began when the first returns came in from the field. Questionnaires were examined and coded in units of individual clusters. The clusters representing the work of a particular interviewer were grouped together, to permit an early evaluation of the interviewer's ability to carry out the work of the survey.

The coding instructions were reproduced and training sessions were conducted to familiarize coders thoroughly with the questionnaire and with the requirements of coding procedure for the particular job.

Open-end codes were not finally determined until the field work was completed. Questionnaires were sorted by major geographic areas and systematically sampled within those areas. The number of cases used in the sample was 500. Separate codes were established for any category which showed up in the sample with a frequency greater than $1\frac{1}{2}\%$. This corresponds to reasonable certainty (probability 19 in 20) that any category which is 3% or more in the whole population would be separately coded.

All answers coded into the miscellaneous category were recorded verbatim on a separate card for each answer and identified by questionnaire and cluster number. This permitted changing the code from a miscellaneous to a specific category if it turned out that this category was much more numerous than the sample indicated.

The following consistency checks and verification procedure were followed for both straight and open-end codes:

a. The initial work of individual coders (subsequent to practice sessions) was completely checked by coding supervisors. Any errors found were corrected, necessary changes in the codes or coding instructions were made, and the procedure was completely reviewed with all the coders.

b. After coding differences were reduced to an acceptable level, sample verification was instituted. This process is not primarily designed to locate errors but to insure that errors and differences between coders are in control. For straight questions a 10% check was carried out; for open-end questions the rate was 20%.

c. Two persons outside the coding section systematically checked the work of the coding verifiers.

Punched cards were usually prepared while coding was still in progress. A thorough-going series of checks, covering all data on the punched cards, was performed on an electronic statistical machine. Following this, a mechanical sequence check was made on all cards to determine that each questionnaire had a complete card file.

All cards were checked individually by the electronic statistical machine for the presence of all necessary punches and the absence of punches which are inconsistent with the questionnaire and coding. Checks were made to assure conformity with all skip patterns as well as the correct relationship of various types of information to each other in all cases where such relationships were interdependent. In every case where inconsistencies were found, each card was corrected by reference to the questionnaire it represents and the corrected cards were re-run through all previously made consistency checks.

QUESTIONNAIRE AND QUESTIONNAIRE INSTRUCTIONS

W. R. Simmons & Associates Research, Inc.
270 Park Avenue, New York 17, N. Y.

J-106

NATIONAL CANNED FISH AND SHELLFISH STUDY

MAILING ADDRESS: _____

Cluster # _____ 5-

Street or Box _____

Sheet # _____ Unit # _____ 6-

City or Post Office _____

Zone # _____ State _____ 7-
8-

RECORD OF CALL:

	Date	Interview	Not at Home	Refusal	Other (SPECIFY)
1st Call			9-1		
2nd Call			-2	*	

INTERVIEW THAT PERSON MAINLY RESPONSIBLE FOR PLANNING THE MEALS SERVED IN THE HOUSEHOLD.

We are conducting a study to learn some facts about the consumption of fish in American homes.

- 1a. First, does your family generally eat its main meal at home or somewhere else?
At home Somewhere else
- b. (IF "SOMEWHERE ELSE") Do you usually have your main meal at home once a week or more or less than once a week?
Once a week or more Less than once a week (IF "LESS THAN ONCE A WEEK" DISCONTINUE)

Section A

- 1a. During the past 12 months has your family served fish or shellfish which was purchased in any of the following forms? (CHECK IF PURCHASED)

	SERVED	
Frozen fish (such as salmon sole, etc)	<input type="checkbox"/> -1	
Fresh fish (non-frozen)	<input type="checkbox"/> -2	
Frozen shellfish (such as shrimp, crabs, lobsters, clams, etc)	<input type="checkbox"/> -3	
Fresh shellfish (non-frozen)	<input type="checkbox"/> -4	
Cured fish (pickled herring, salmon in jars, etc)	<input type="checkbox"/> -5	
None served - Don't know	<input type="checkbox"/> -X	10-

- b. (SHOW CARD 1) Now about canned fish and shellfish during the past 12 months did you serve any of the following types of canned fish or shellfish? (RECORD BELOW)
- c. (IF MORE THAN ONE KIND SERVED) Which of these types of canned fish or shellfish did you serve most often? Could you name the first 3 in the order of their frequency?

	SERVED		FREQUENCY	
	Yes	No		
Canned Tuna	<input type="checkbox"/> 11-1	<input type="checkbox"/> 12-1	_____	-1
Canned Salmon	<input type="checkbox"/> -2	<input type="checkbox"/> -2	_____	-2
Canned Sardines	<input type="checkbox"/> -3	<input type="checkbox"/> -3	_____	-3
Canned Mackerel	<input type="checkbox"/> -4	<input type="checkbox"/> -4	_____	-4 11-
Canned Clams	<input type="checkbox"/> -5	<input type="checkbox"/> -5	_____	-5 12-
Canned Crab Meat	<input type="checkbox"/> -6	<input type="checkbox"/> -6	_____	-6 13-
Canned Oysters	<input type="checkbox"/> -7	<input type="checkbox"/> -7	_____	-7 14-
Canned Shrimp	<input type="checkbox"/> -8	<input type="checkbox"/> -8	_____	-8 15-

- d. (SHOW CARD 2) During the past 12 months did you serve other canned fishery products such as:

	SERVED	
Fish Cakes	<input type="checkbox"/> -1	
Fish Spreads	<input type="checkbox"/> -2	
Strained Tuna (Baby Food)	<input type="checkbox"/> -3	
Dietetic Tuna	<input type="checkbox"/> -4	
Clam Chowder	<input type="checkbox"/> -5	
Frozen Oyster Stew	<input type="checkbox"/> -6	
Non-Frozen Canned Cooked Oyster Stew	<input type="checkbox"/> -7	
None - Don't know	<input type="checkbox"/> -X	16-

- e. In addition to the products you have already mentioned, were any other kinds of canned fish products served during the past 12 months?
Yes -0 No -X

- f. (IF "YES") What were they? _____ 17-

(IF NO CANNED FISH PRODUCTS SERVED IN THE PAST 12 MONTHS - Refer to 1b, d, e - SKIP TO SECTION G)

Section B

- 1a. Were there any canned fish or canned shellfish items which you would have liked to purchase but which were not available at all at your usual place of shopping?
Yes -0 No -X
- b. (IF "YES") Which items? _____ 18-

- 2a. Is there any season(s) during which your family eats canned fish and shellfish more often than during other seasons?
Yes -0 No -X

- b. (IF "YES") Which seasons?
Spring (including Lent) -1
Summer -2
Fall -3
Winter -4 19-

3. About how many times did you serve canned fish or shellfish during the last 4 weeks other than as hors d'oeuvres or snacks?
1 time -1 Did not serve -0
2 times -2 Don't know -X
3 times -3
4 times -4
5 or more (SPECIFY) _____ 20-

(SEE QUESTION 1b OF SEC. A. - IF RESPONDENT SERVED CANNED TUNA, ASK SEC. C. - IF SALMON, ASK SEC. D. - IF SARDINES, ASK SEC. E. - IF SHRIMP, ASK SEC. F. IF MORE THAN ONE TYPE SERVED, ASK EACH APPLICABLE SECTION. IF NONE OF THESE FOUR TYPES SERVED, SKIP TO SEC. G.)

Section C - CANNED TUNA

(ASK THE FOLLOWING QUESTIONS ONLY IF CANNED TUNA WAS SERVED DURING THE LAST 12 MONTHS, AS INDICATED IN QUESTION 1b, SECTION A - OTHERWISE, SKIP TO NEXT APPLICABLE SECTION)

1. During the past 4 weeks, about how often did you serve canned Tuna?
 1 time -1 Did not serve -0
 2 times -2 Don't know -X
 3 times -3
 4 times -4
 5 times (SPECIFY) _____ 21-
- 2a. How many cans of Tuna do you have on your shelves at present? _____ 22-
- b. When you buy canned Tuna, how many cans do you usually purchase at one time?
 1 can -1 4 cans -4
 2 cans -2 5 or more cans -5
 3 cans -3 Don't know -X 23-
3. Canned Tuna comes in WHITE and LIGHT meat. The White meat is very white; the light meat is of a light beige color. What color do you usually buy?
 White meat -1
 Light meat -2
 Don't know -3
4. There are various ways in which Tuna is canned, such as Bite Size or Chunk, Solid, Grated or Flaked. What kind do you usually buy?
 Bite Size or Chunk -4
 Solid -5
 Grated or Flaked -6
 No preference or Don't know -7
- 5a. Canned Tuna may be packed in Brine or Oil. Which one do you usually purchase?
 Brine -8 (IF "BRINE", SKIP TO QUES. 5d)
 Oil -9
 Don't know -0 24-
- b. When you prepare canned Tuna for meals, do you always pour off the oil - do you always use it with the fish - or does it depend on how you serve it?
 Always pour off -1
 Always use with fish -2
 Depends on the dish -3 25-
- c. Have you ever tasted canned Tuna in Brine?
 Yes -0 No -X
- d. If the price were the same for canned Tuna packed in oil or in brine, which one would you buy?
 Oil -1
 Brine -2
 No preference or Don't know -Y 26-
- 6a. In which of the following ways do you serve canned Tuna? (RECORD BELOW)
- b. (IF MORE THAN ONE WAY) Which way do you serve it most often?
- | | WAY SERVED | MOST FREQUENT |
|-----------------------|-------------------------------|-------------------------------|
| Sandwiches | <input type="checkbox"/> 27-1 | <input type="checkbox"/> 28-1 |
| Salads | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 |
| Casseroles | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 |
| Souffles | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 |
| Soups | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 |
| Appetizers | <input type="checkbox"/> -6 | <input type="checkbox"/> -6 |
| Loaves | <input type="checkbox"/> -7 | <input type="checkbox"/> -7 |
| Other (SPECIFY) _____ | <input type="checkbox"/> -8 | <input type="checkbox"/> -8 |
| Don't know | <input type="checkbox"/> -X | <input type="checkbox"/> -X |
- 27- 28-
7. Why do you serve canned Tuna in your home?
 Easy, quick, convenient, etc. -1
 Economy -2
 Like it -3
 Health food -4
 Friday food -5
 Other (SPECIFY) _____ 29-
 Don't know -X

8. Do you usually look for or ask for a particular brand when buying canned Tuna?
 Yes -0 No -X 30-
9. Within the past 12 months did you buy any prepared prepared ready-to-serve Tuna items such as:
 Tuna and noodles YES -1 NO -2
 Creamed Tuna -3 -4
 Any other _____ -5 -6 31-
 (SPECIFY)

Section D - CANNED SALMON

(ASK THE FOLLOWING QUESTIONS ONLY IF CANNED SALMON WAS SERVED DURING THE LAST 12 MONTHS, AS INDICATED IN QUES. 1b, SECTION A - OTHERWISE, SKIP TO NEXT APPLICABLE SECTION)

1. During the past 4 weeks, about how often did you serve canned Salmon?
 1 time -1 Did not serve -0
 2 times -2 Don't know -X
 3 times -3
 4 times -4
 5 or more (SPECIFY) _____ 32-
2. Canned Salmon is sold in 1 pound tall cans and 7 ounce flat cans.
- a. How many 1 pound tall cans do you have on your shelves at present? _____ 33-
- b. How many 7 ounce flat cans do you have on your shelves at present? _____ 34-
- c. When you buy canned Salmon, how many cans do you usually purchase at one time?

	1 LB. TALL	7 OZ. FLAT
1 can	<input type="checkbox"/> 35-1	1 can <input type="checkbox"/> 35-7
2 cans	<input type="checkbox"/> -2	2 cans <input type="checkbox"/> -8
3 cans	<input type="checkbox"/> -3	3 cans <input type="checkbox"/> -9
4 cans	<input type="checkbox"/> -4	4 cans <input type="checkbox"/> -0
5 or more	<input type="checkbox"/> -5	5 or more <input type="checkbox"/> -X
Don't know	<input type="checkbox"/> -6	Don't know <input type="checkbox"/> -Y

 35-
- 3a. Salmon meat varies in color. How would you describe the color of the meat you usually buy?
 Red -1 Don't know -X
 Pink -2
 Other (SPECIFY) _____
- b. There are many varieties of Salmon depending on what area they come from. Do you happen to know the name of the variety you usually buy?
 Name _____ Don't know -Y 36-
- 4a. In which of the following ways do you serve canned Salmon? (RECORD BELOW)
- b. (IF MORE THAN ONE WAY) Which of these ways do you serve canned Salmon most often?
- | | WAY SERVED | MOST FREQUENT |
|-----------------------|-------------------------------|-------------------------------|
| Sandwiches | <input type="checkbox"/> 37-1 | <input type="checkbox"/> 38-1 |
| Salads | <input type="checkbox"/> -2 | <input type="checkbox"/> -2 |
| Casseroles | <input type="checkbox"/> -3 | <input type="checkbox"/> -3 |
| Souffles | <input type="checkbox"/> -4 | <input type="checkbox"/> -4 |
| Soups | <input type="checkbox"/> -5 | <input type="checkbox"/> -5 |
| Appetizers | <input type="checkbox"/> -6 | <input type="checkbox"/> -6 |
| Loaves | <input type="checkbox"/> -7 | <input type="checkbox"/> -7 |
| Other (SPECIFY) _____ | <input type="checkbox"/> -8 | <input type="checkbox"/> -8 |
| Don't know | <input type="checkbox"/> -X | <input type="checkbox"/> -X |
- 37- 38-
5. Do you usually look or ask for a particular brand when buying canned Salmon?
 Yes -0 No -X 39-

Section E - CANNED SARDINES

(ASK THE FOLLOWING QUESTIONS ONLY IF CANNED SARDINES WERE SERVED IN THE LAST 12 MONTHS, AS INDICATED IN QUESTION 1b, SECTION A - OTHERWISE SKIP TO NEXT APPLICABLE SECTION.)

1. During the past 4 weeks, about how often did you serve canned Sardines?
 1 time -1 Did not serve -0
 2 times -2 Don't know -X
 3 times -3
 4 times -4
 5 or more (SPECIFY) _____ 40-

- 2a. How many cans of Sardines do you have on your shelves at present? _____ 41-

- b. When you buy canned Sardines, how many cans do you usually purchase at one time?
 1 can -1 4 cans -4
 2 cans -2 5 or more cans -5
 3 cans -3 Don't know -X 42-

- 3a. Both Domestic and Imported Sardines are sold in the stores. Which type do you usually buy?
 Domestic -1
 Imported -2
 Don't Know -3

- b. (IF "DOMESTIC") Do you usually buy California or Maine Sardines?
 California -4
 Maine -5
 Don't Know -6 43-

4. What influences your choice when you buy the Sardines you usually purchase?

 _____ 44-

- 5a. Sardines are packed in oil, mustard and tomato sauces. The Sardines you usually serve, were they packed in: (CHECK ONE)
 Oil -1
 Mustard sauce -2
 Tomato sauce -3
 Other -4
 Don't know -X 45-

- b. (IF "OIL") What type of oil is that?
 Soybean oil -1
 Peanut or cottonseed oil -2
 Fish oil or natural style -3
 Olive oil -4
 Other (SPECIFY) _____ -5
 Don't know -X

- c. (IF "OIL" IN QUES. 5a) When you serve canned Sardines, do you always pour off the oil - do you always use it - does it depend on how you serve the Sardines?
 Always pour off -6
 Always use with sardines -7
 Depends on how served -8 46-

- 5a. In which of the following ways do you usually serve canned Sardines? (RECORD BELOW)

- b. (IF MORE THAN ONE WAY) Which of these ways do you serve canned Sardines most often?

	WAY SERVED	MOST FREQUENT
Sandwiches	<input type="checkbox"/> 47-1	<input type="checkbox"/> 48-1
On crackers	<input type="checkbox"/> -2	<input type="checkbox"/> -2
Salads	<input type="checkbox"/> -3	<input type="checkbox"/> -3
Part of main meal (other than salad)	<input type="checkbox"/> -4	<input type="checkbox"/> -4
Other (SPECIFY) _____	<input type="checkbox"/> -5	<input type="checkbox"/> -5
Don't know	<input type="checkbox"/> -X	<input type="checkbox"/> -X

 47- 48-

7. Do you usually look or ask for a particular brand when you buy canned Sardines?
 Yes -0 No -X 49-

Section F - CANNED SHRIMP

(ASK THE FOLLOWING QUESTIONS ONLY IF CANNED SHRIMP WAS SERVED DURING THE LAST 12 MONTHS, AS INDICATED IN QUESTION 1b, SECTION A - OTHERWISE, SKIP TO SECTION G)

1. During the past 4 weeks, about how often did you serve canned Shrimp?
 1 time -1
 2 times -2
 3 times -3
 4 times -4
 5 or more (SPECIFY) _____ 50-
 Did not serve -0
 Don't know -X

- 2a. How many cans of Shrimp do you have on your shelves at present? _____ 51-

- b. When you buy canned Shrimp, how many cans do you usually purchase at one time?
 1 can -1
 2 cans -2
 3 cans -3
 4 cans -4
 5 or more -5
 Don't know -X 52-

3. Canned Shrimp is being packed in two different ways. REGULAR, which means it is not deveined; and CLEANED, which means it is deveined. Which type of pack do you usually buy?
 Regular (not deveined) -1
 Cleaned (deveined) -2
 No preference -3
 Don't know -X 53-

4. If you ever buy the REGULAR type, which is not deveined, do you remove the back vein before serving?
 Yes -0
 No -X
 Never buy -1 54-

5. How do you usually serve canned Shrimp?
 Appetizer, Hors d'oeuvres or cocktail -1
 Salad -2
 Hot main dish -3
 Other (SPECIFY) _____ -4 55-

6. Do you usually look for or ask for a particular brand when buying canned Shrimp?
 Yes -0 No -X 56-

ASK OF ALL RESPONDENTS WHO, DURING THE PAST 12 MONTHS DID NOT SERVE ANY ONE OR ALL OF THE FOLLOWING FOUR TYPES OF CANNED FISH OR SHELLFISH. AS INDICATED IN SECTION A - QUESTION 1b - CANNED TUNA - CANNED SALMON - CANNED SARDINES - CANNED SHRIMP

- 1. You indicated that you did not serve canned (NAME ITEM) during the past 12 months. Could you tell me why you did not serve it? (REPEAT FOR EACH OF THE ITEMS NOT SERVED, Canned Tuna, Canned Salmon, Canned Sardines, Canned Shrimp)

- 1a. Does your family own a dog; a cat? (YES/NO options for Dog and Cat)
b. (FOR EACH TYPE OF PET OWNED) Do you feed canned pet food containing fish to your: (YES/NO/DON'T KNOW options for Dog and Cat)
2. On how many days during the past week did you serve canned pet food containing fish to your: (Dog/Cat options)
3. How many cans of pet food do you usually buy at one time? (1 can to 5 or more/Don't know options)
4. Do you buy canned fish other than canned pet food especially for your: (Dog/Cat options)
5. What kind of canned fish do you usually buy for your: (DOG and CAT options for Mackerel, Salmon, Sardines, Tuna, Other, Don't know)

CLASSIFICATION DATA

- 1. The religious background of a family at times influences their eating habits regarding fish. With what religion is your family most closely affiliated? (Catholic, Protestant, Jewish, Other, None)
2. How many people are there in your household including those who usually eat with your family?
3. (SHOW AGE CARD) Will you look at this card and tell me the number of the age group you fall into?
4a. Do you work outside the home? (Yes/No)
b. IF "YES" Is it a full time job or a part time job? (Full time/Part time)
5. (SHOW INCOME CARD) Will you please look at this card and tell me into which group your total family income falls?

Automatic Classification:

Sex of Respondent: Male/Female
Color: White/Negro/Other Non-White
Farm/Non-Farm
Last night at 9:30 (5:30)
Night before last at 8:30 (4:30)
night at 7:30 (3:30)
night at 6:30 (2:30)
night at 5:30 (1:30)
Total times at none

Respondent's Name
Interviewer's Signature

Figure 4

CARD 1

Canned Tuna

Canned Salmon

Canned Sardines

Canned Mackerel

Canned Clams

Canned Crab Meat

Canned Oysters

Canned Shrimp

Figure 5

CARD 2

Fish Cakes

Fish Spreads

Strained Tuna (Baby Food)

Dietetic Tuna

Clam Chowder

Frozen Oyster Stew

Non-Frozen Canned Cooked Oyster Stew

Figure 6

AMERICAN MARKETING ASSOCIATION
TOTAL FAMILY INCOME SELECTOR

Yearly Family Income

Group No.		
A.	Under \$1,000 a year or	Under \$19.50 a week
B.	\$1,000 - 1,999 a year or	\$20 to 38.50 a week
C.	2,000 - 2,999 a year or	39 to 57.50 a week
D.	3,000 - 3,999 a year or	58 to 76.50 a week
E.	4,000 - 4,999 a year or	77 to 95.50 a week
F.	5,000 - 6,999 a year or	96 to 134.50 a week
G.	7,000 - 9,999 a year or	135 to 192.50 a week
H.	10,000 and over a year or	192 or More a week

W. R. Simmons & Associates Research, Inc.

Figure 7

AGE GROUPS

Group Letter	
A.	15 — 19
B.	20 — 24
C.	25 — 29
D.	30 — 34
E.	35 — 39
F.	40 — 44
G.	45 — 49
H.	50 — 54
I.	55 — 59
J.	60 — 64
K.	65 — 69
L.	70 and over

W. R. Simmons & Assoc. Research, Inc.

Questionnaire Instructions

for

NATIONAL CANNED FISH CONSUMPTION SURVEY

Objectives of the Survey

The Canned Fish Survey you are about to undertake is being conducted by the W.R. Simmons organization for the Department of the Interior - Fish and Wildlife Service of the U.S. Government. (If anyone should question you, you can refer to the Budget Bureau number for this survey, which is #42-5607.) You are at liberty to mention the government sponsorship of the survey, if you wish, when introducing yourself to the designated respondent.

This is the first definitive study of consumers of canned fish and shellfish. The Federal Government and the industry are concerned with expanding the market for canned fish to help solve current problems arising from over-production and other causes. This study has been specifically designed to study the changing tastes and preferences of the American housewife. The data you collect will be of vital importance to the entire industry in coping with the problem of creating new markets. Therefore, we need hardly emphasize the responsibility this places upon you to make every effort to conduct each interview in a scientific, accurate conscientious manner. The problem of surpluses has made sufficient headlines to prove how important it is to our entire national economy.

General Instructions

The questionnaire has been worked out very carefully and lends itself beautifully to fast, easily managed interviewing. (The average time per interview seems to run about 15 to 20 minutes.)

The questionnaire you will be using contains all of the necessary instructions as to which questions must be asked and the prescribed order in which they must be asked. This instruction sheet is designed to supplement these directions and provide definitions of certain technical terms and additional explanations where needed.

Familiarizing yourself with the instructions before you go into the field will enable you to concentrate on recording the respondent's answers, rather than the mechanics of handling the questionnaire.

Our contract with the client demands that we do a very thorough post-card check to verify the fact that interviewers called at each prescribed household. Please check to see that the address you give on the top of the questionnaire is the correct mailing address for the household. We have been very proud of our record thus far. Unfortunately, there have been one or two interviewers who have attempted to "cut corners" on a recent survey. The post card check plus several other safeguards available to us brought these irregularities to light within a very few days.

"Sheet #1" refers to the page number on the assignment sheet on which this household falls. "Line #1" refers to the actual printed line number at the extreme left of the line on which this household falls.

The 1st call and 2nd call box has been provided for you to record the date and results of each call you make at this household. (This data is also to be filled in on a blank questionnaire for not-at-homes and refusals.)

The little numbers scattered about to the right of most recording spaces is for coding purposes only. You may ignore these completely when working with the questionnaire.

Whom to Interview

On this survey we are interested in speaking to the individual who is most familiar with every phase of meal production - from planning menus and marketing to preparing the food and serving it. In most cases this will be the lady of the house.

We have mentioned already that you may make use of the fact that this survey has been commissioned by the United States Government. Therefore you could state the objectives of this survey to the designated respondent along the following lines: We are conducting a study for the United States Government. They want to learn something about the consumption of fish in American homes.

Questionnaire InstructionsQuestions 1 & 2

These questions have been inserted at the very beginning so that we can eliminate the very small minority of people who do not eat regular meals at home at least once a week, on the average. In these rare cases you will end the interview at this point.

SECTION A

This section is asked of all respondents who ordinarily eat at home once a week or more.

Question 1a

Here we are referring to frozen and fresh scale fish of all types and frozen and fresh shellfish of all types. The cured fish refers to the pickled, smoked or salted type which may be purchased "loose" or in jars.

Question 1b

Be sure that the respondent understands that this question deals with canned fish and canned shellfish. It is one of the most important questions you will have to ask. It is a crucial question since the responses to this question will determine what portions of the questionnaire will be asked of any particular respondent. Please be certain that you do not accept off-hand answers to this question. Hand the card to the respondent and as she looks at each item, please read the category aloud to see if she has served it in the past 12 months. A relaxed, patient attitude on your part will encourage the respondent to deliberate carefully so that she doesn't overlook any type of canned fish she may have served in the past year.

(Be certain to place an "X" in "No" boxes where indicated as well as in "Yes" boxes when called for. If you do not check the "No's" we have no way of knowing whether or not you asked about this item.)

Question 1c

The objective here is to find out the three types of canned fish served most often and rank them by frequency. You ask the respondent to look at the card again and tell you the type served most frequently. Then you enter a "1" in the "Frequency" column in the box for this type. For the second most frequent, you enter a "2," for the third a "3." If only two types were served, you rank them 1 and 2.

Question 1d

Everyone is to be asked this question.

Here again you will have to show the prescribed card to the respondent.

"Fish Cakes" must be either the partially or wholly prepared type obtained in cans. Do not include delicatessen-prepared fish cakes.

Question 1d (cont'd)

Many of the fish spreads come in jars such as caviar pastes, etc., as do many baby food tunas. These should be checked off as "canned" but a note made in the margin to the effect that the product comes in jars.
 "Dietetic tuna" is the low calorie salt-free type.

Question 1e

This question should pick up any other canned fish products which may have been served such as canned lobster, fish roe, etc.
 If the respondent used no canned fish products whatsoever you will skip to Section G at this point.
 If any kind of canned fish at all was served in the past 12 months, as shown by Questions 1b, 1d, or 1e, you will ask Section B next.

SECTION B

Question 3a

We are interested in the number of times canned fish was served during the last four weeks as a part of a regular meal.
 You would not include canned fish served as snacks, such as canapes, hors d'oeuvres, or on crackers, etc.
 Please discourage vague answers. Also, you will have to stress the specific time period involved in the particular question.

SECTIONS C - F

From this point on you will have to depend solely upon the information obtained in SECTION A QUES. 1B to guide you to the proper sections to be asked next.

Thus SECTION C will be asked of respondents who served canned tuna in last year
 SECTION D " " " " " " " " salmon " " "
 SECTION E " " " " " " " " sardines" " "
 SECTION F " " " " " " " " shrimp " " "

If more than one of these four types, you ask each applicable Section.
 If none of these four types, you go immediately to Section G.

SECTION C

Canned Tuna

Question 1

Please stress the 4 week time span involved.
 (NOTE. There is a typographical error on the questionnaire. The fifth category down should read "5 or more times.") Thus you would place a check in the appropriate box if canned tuna were served 4 times or less. If it were served 5 or more times you will fill in the actual number of times it was served.

Question 2a

If the respondent is not sure it is advisable that she actually check to see how many cans she has on hand at the time you call.

Question 2b

Here we say "do you usually purchase." If the respondent says "Sometimes I buy one can at a time, sometimes two" you will have to "probe" further. You might say "Well, how many cans would you say you usually purchase at one time when you're buying CANNED TUNA?"

- Question 4 Bite or chunk size tuna is packed in actual cube like or cut up pieces.
Solid pack is a firm block of tuna.
Grated or flaked is a shredded type of tuna
If the respondent doesn't know or has no preference just check the Don't Know - No Preference box provided without further explanation.
- Question 5a "Brine" is a salt solution.
- Question 5b (Asked only if the answer to 5a was "oil")
- Question 5c (Asked only if the answer to 5a was "oil")
- Question 5d This must be asked of all respondents who served canned tuna regardless of whether they have ever knowingly tasted canned tuna packed in brine.
- Question 6a Read each type, and check off as many ways as the respondent mentions. Then ask if there are any other ways she serves canned tuna.
- Question 6b If she serves tuna in several ways, we want to know in which one way it is served most frequently. For instance if she serves it most often in salads, you would enter a check in the "most frequent" column in the box for salads.
- Question 7 The respondent may mention more than one reason. If she does, enter a check in each box which applies. If she says she likes the taste and it's convenient to have around, you would check the boxes "Easy, quick, convenient" and "Like it."
If a respondent gives an answer which does not readily fit into any of the categories we have provided, please record her response verbatim - in her own words - on the line marked "Other." If additional space is needed, please use the margins, the space atop Question 8 in Column 2, etc.
- Question 8 Self-explanatory.
- Question 9 These are products which are bought, not combined or prepared at home.
- SECTION D Canned Salmon
- Questions 2a, b & c We need a breakdown by tall and flat cans for salmon on these questions.
- Question 3b Note that we are asking about varieties, not brands.
- SECTION E Canned Sardines
- Question 3a In a question of this type, if a respondent says "Both" try to get her to tell you which one she buys most often. If a respondent has no preference, enter it in the "Don't Know" box.
- Question 3b To be asked only of "Domestic" buyers in Question 3a.
- Question 4 In an "open end" question, you must probe for a pertinent answer. If a respondent says "I buy the kind I like" this is a meaningless answer. You would have to say "What exactly do you like about them?" Record the answer verbatim.

Questions 5b & c

Obviously you will ask the b & c part of Question 5 only of respondents who buy sardines packed in oil.

SECTION FQuestion 3

In the de-veined variety, the back vein is removed before the shrimp is canned.

Question 4

To be asked of all canned shrimp users.

SECTION G

In Section G you must ask about each of four types of canned fish which were not served in the past 12 months, as indicated.

As an example, if question 1b showed that the respondent had served canned tuna and canned sardines in the past 12 months but not canned salmon or canned shrimp, you would have asked Section C and E, then in Section G you would ask "Why you did not serve it" for salmon and shrimp.

SECTION HQuestion 1a

If neither a cat nor dog is owned skip to Classification Data.

Question 1b

If the respondent feeds canned pet food to her pet, but doesn't know whether it contains fish, check Don't Know and please obtain the name of the canned pet food used and record it in the margin, so that we may make the final decision on it.

Question 2

We want the number of days involved. If the contents of one can lasted for two days that would still be counted as two days.

Question 4

This would include any kind of canned fish other than the type regularly sold as dog or cat food. Make sure that the respondent's answer does not refer to canned fish bought for family use from which scraps are fed to the pet.

CLASSIFICATION DATA

Question 1

Do not permit yourself to get involved in this question. If the respondent tells you that members of the household are of different religious persuasions, check each religion mentioned and go on to the next question.

Question 2

We want to include all members of the household plus anyone who may regularly eat with the household. E.G., an aged mother living in a separate apartment in the same building who takes all her meals with the respondent you are interviewing, would be included in this figure even though she is not literally a member of the household.

Question 3

It's often psychologically helpful to add, "Now don't tell me your age, just the group number you fall into."

Question 4

We would consider the respondent as working full time if she normally works 35 hours or more a week, and part time if she has a job at which she normally works less than 35 hours a week.

Question 5

Hand the income card to the respondent and ask her to please tell you the group number which best represents the combined income from all the members of the household, including all sources of income. This system has worked very well for us in the past. If an occasional respondent is hesitant about revealing the family income, assure her that these figures are confidential and are coded and tabulated electrically and are never related back to particular individuals. If you are still unable to secure an income figure after all of your explanation, please make an accurate estimate of the family income marking it with an "E." NEVER LEAVE THIS QUESTION BLANK.

Nights-At-Home

You will note that we have placed the customary nights-at-home question in the same section of the questionnaire as Automatic Classification (information which can be filled in by observation). This was done for space considerations only. As usual, you will state this question as follows: "We are also interested in finding out how frequently people are at home on various days of the week. Would you mind telling me if you happened to be at home..... e.g. Last night at 9:30" etc. Ask about each evening specifically. We are interested in finding out only if the respondent herself was at home or not at these specified times. We know from past experience that it is an easy question to handle in the field. However, if the respondent wants to know the purpose of this question...rather than getting involved in a technical explanation of its purpose, we suggest that you explain to the respondent that the question is important in determining what hours people are most frequently at home in order to schedule radio and television broadcasts and advertising.

In asking this question, the following points must be remembered:

Since you do not interview on Sunday, when asking about the five nights or afternoons prior to the day of the interview, do not ask about Sunday night or afternoon. Conceive of a week as consisting of six days, and when you are obtaining information about the five previous days, the day before Monday is Saturday.

The following is an example of the procedure for handling this question:

Let us suppose you are interviewing on a Thursday evening at the home of Mr. and Mrs. Pace. You are conducting the interview with Mrs. Pace. When you ask her the "Times-at-Home" question she informs you that she was at home last night at 9:30 and the night before last at 8:30, but she was not at home Monday night at 7:30. As instructed you do not ask about Sunday. The next day you can ask about it Saturday. The time for this line is 6:30 but the instruction sheet says to subtract 2 hours when asking about a Saturday. You therefore ask Mrs. Pace if she was at home at 4:30. She tells you she was home Saturday at 4:30 but was not home Friday night at 5:30. REMEMBER TO SUBTRACT TWO HOURS FROM TIME SHOWN WHEN ASKING ABOUT SATURDAY. Also please write in the names of the other three days you are asking about on the lines

provided for this purpose in the recording boxes. When the names of the 3 days are written in, our coding operation is greatly simplified.

If you are interviewing in open-country areas, you will ask about the afternoon hours (shown in parenthesis on the questionnaire) instead of the evening hours which apply to all other areas.

Farm-Non farm

Since you are familiar with the areas in which you interview, you will usually have little difficulty in determining whether to classify a household as farm or non-farm. As a guide in doubtful cases, you can use the Census definition of a farm which is:

A place of 3 or more acres, with \$150 or more total annual value of agricultural products (whether sold or not)

or

A place of less than 3 acres with \$150 or more in annual sales of agricultural products.

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