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RESEARCH REPORT

FISH AND SEAFOOD MARKET STUDY:
ATTITUDE SURVEY

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RESEARCH REPORT

FISH AND SEAFOOD MARKET STUDY:
ATTITUDE SURVEY

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Prepared for:

THE FEDERAL DEPT. OF FISHERIES AND OCEANS
MARKETING SERVICES BRANCH

By:

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#5218

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I. BACKGROUND & OBJECTIVES

With the establishment of Canada's 200 mile economic fishing zone, substantial increases in fish landings are expected. By 1985, exports could be as high as \$2.5 billion.

Although Canada is one of the largest fish producing and exporting countries in the world, it has one of the lowest per capita consumption rates (approximately 8 kg). Without viable market outlets at home as well as abroad, economic returns from the fishery could be eroded by the existing surplus of catches.

The Marketing Services Branch has the on-going responsibility of assisting in the development of a viable domestic market for Canadian fish products. Its promotional endeavors, such as the November Fish and Seafood Month promotion campaign, are designed to increase Canadian per capita consumption of seafood products.

To help frame marketing policies and strategies, attitudinal research is required to meet the following objectives:

- (a) To determine consumer attitudes toward the consumption of fish and seafood products in order to isolate the key motivating factors influencing consumption and non-consumption of these products.

- (b) To isolate other economic, demographic, social and psychographic factors that correlate with consumption of non-consumption of fish and seafood products.

11. RESEARCH METHODOLOGY

To meet the objectives of this research, it was determined that a customized consumer survey was required in order to obtain ^{current} ~~up-to-date~~ information. ^{on consumer attitudes &} Initially, however, in order to identify the potentially important variables, both a review of existing literature and qualitative focus group research were undertaken. The findings of this exploratory phase have been separately reported: "Summary of Existing Information of Fish Consumption in Canada (1976-1980)" and "A Qualitative Evaluation of Consumer Attitudes and Behaviour Patterns as they relate to fish".

*Findings → technique used for results?
- standard attitudinal survey?*

Based upon these findings a questionnaire was developed (see Appendix to this report). This questionnaire was mailed out to a nationally representative sample of 3,000 Canadian households. The sample was random computer-selected from Market Facts' total Consumer Mail Panel resource of 16,000 households within defined regional and demographic strata. According to latest census data, strata were first defined by province - and then within province by population density, household income, age of female head (and by language in Quebec). Respondents were female heads of households.

Comment: Talking home survey. are we about the same group? for work reports

Questionnaires were mailed out on March 19, 1980 and returns were cut-off on April 9, 1980. Normally, at least four weeks are allowed for returns but time constraints permitted only a three week mail-back period for this survey. Nevertheless, net returns were 1869 questionnaires. Some weighting was required to bring sample back to true household population parameters (see Appendix to this report).

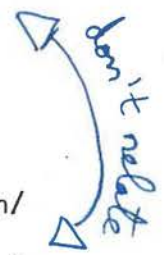
what were used for weights?

To meet study objectives, the main thrust of the analysis was to determine relationships between the consumption of fish/seafood products and other behavioural, attitudinal, psychographic and demographic variables. In this way it is possible to make interpretations about motivating factors and describe characteristics of heavy user groups. Multi-variate analytic techniques ^{(?) which is ?} were used to more succinctly and precisely define relationships. Firstly, fish attitude variables were factor analysed and reduced to a more manageable group of twenty factors which accounted for the majority of variance. Similarly, life-style variables were reduced to eight factors. Secondly, to relate these factors and other variables to indices of consumption, correlation and multiple regression were employed, in addition to determining mean scores among heavy and light user groups.

Relative levels of in and out-of-home consumption were also analysed against the same range of variables in order to isolate key relationships.

III EXECUTIVE OVERVIEW

o In terms of attitudes, overall consumption of fish/seafood can be primarily explained by the degree of knowledge about fish and its preparation, attitudes to the smell and appearance of fish (which are mainly preparation-related), the level of enthusiasm of the family and the suitability of fish as a proper meal. Thus, light users tend to lack knowledge about fish and its preparation and consequently feel that fish prepared out of the home is better. They don't like the smell or appearance of fish when they have to prepare it themselves and are also influenced by their families' lack of enthusiasm for the food.



Another important attitude variable is the perception of fish/seafood as a light and easy meal. In fact, recent increases in consumption are explained by this factor at least as much as by the other above mentioned factors.

Of secondary importance are the healthful image of fish (in explaining consumption) and a fear of fish bones (in explaining non-consumption).

While perceptions of the relative price of fish are not strongly related to existing consumption, perceived good value does appear as a secondarily important factor explaining recent consumption increases.

Heavy users of fish/seafood in general also tend to hold positive attitudes to shellfish and sole (and to some extent halibut but not cod).

While poor supermarket merchandising is not strongly consumption-related, it may nevertheless be an important variable affecting consumption among both heavy and light users since most consumers tend to have a lower opinion of supermarket handling and knowledge of fish/seafood.

When developing advertising/promotional strategy, attention must be paid to certain differences in the importance of attitudes both regionally and by type of fish/seafood. For example, the promotion of fish as a light and easy meal would be quite appropriate in Ontario but not in Quebec. Also most of the above mentioned attitude variables are seen to be related to fresh or frozen unprepared fish rather than canned or frozen battered fish.

based on what?

it would seem that

- Differences in cooking and serving methods tend to support the above findings. Heavy usage is related to a greater diversity in methods of cooking and preparing. When they do serve fish, light users are more likely to fry or to serve "take-out" or canned. They are also more likely to serve fish that is battered.

Fish and seafood consumption is not strongly related to differences in life-style. There is however some tendency for heavier users to be 'meat rejectors', to be 'nutrition-minded' and to be 'happy homemakers' (e.g. enjoy shopping and cooking). Among those who have recently increased consumption, they are also somewhat more likely to be 'creative cooks and entertainers'.

Fresh and unprepared frozen fish heavy users also tend to be 'convenience food rejectors'.

- In general, fish/seafood consumption is heavier (per capita) in Eastern Canada, urban markets and among older, 1 to 2 person households. Recent growth, however, has been stronger among younger families and higher socio-economic groups.

Demographic profiles do, however, differ by type of fish/seafood. For example, canned fish consumption is heavier in Western Canada, while battered frozen fish shows strength in Ontario and low-middle income groups.

- Propensity to eat fish/seafood out-of-home rather than in home is stronger in major urban markets and among small adult households with either lowest or highest incomes and with female heads either under 25 or over 65 years. This group is also characterized as convenience orientated and not hurting by inflation. Their

attitudes to fish/seafood tend to reflect reasons for not eating it more at home but they are much more likely to feel that fish prepared out-of-home is the best.

- There are a variety of demographic differences in attitudes to fish and seafood and in cooking and serving methods. These are summarized in sections 'E' and 'F' of the Summary of Main Findings. In general, they correspond with above findings in that high consumption-related attitude and behaviour variables tend to match with high consumption-related demographic variables.
- Those fish/seafood types/species that are regarded as having the most appetite appeal (such as shellfish and canned salmon and tuna) are also perceived to be the most expensive. It is interesting to note, however, that halibut and unbattered cod score relatively better on appetite appeal than they do on expensiveness.

IV SUMMARY OF MAIN FINDINGS

A. DETERMINANTS OF THE OVERALL LEVEL OF CONSUMPTION

As a measure of overall fish/shellfish consumption, frequency of serving in the home was used. Responses were weighted (as shown below in parentheses) to reflect number of servings per month:

		<u>Total Sample</u> %
Five or more times a week	(x24)	2
Three or more times a week	(x14)	6
Twice a week	(x8)	14
Once a week	(x4)	33
Three times a month	(x3)	10
Twice a month	(x2)	10
Once a month	(x1)	8
Less often than once a month	(x0.3)	8
Never or rarely	(x0.0)	7
Not stated		2

Average number servings per household per month: 4.4

(c.f. Beef 11.2; Pork 5.5; Poultry 6.1)

(i) Relationship with Demographic Variables

- Fish/seafood consumption is heaviest in Eastern Canada and lowest in Ontario and the Prairies:

Ave. number servings per h/d p/month

Atlantic	5.6
Quebec	4.8
Ontario	4.0
Prairies	4.0
B.C.	4.2

i.e. this the avg. number of times a family is served this meal or there are 4.4 plate servings per month.

in home servings
out of servings

- Consumption is also stronger in urban markets:

	<u>Av. number servings per h/d p.m.</u>
100M+ urban	4.5
Under 100M urban	4.5
Total rural	3.9

- Heavier consuming households tend to be smaller, without children, and with older female head:

	<u>Av. number servings per h/d p.m.</u>
Size of household:	
1-2 person	4.7
3-4 person	4.2
5+ person	4.1
Presence of children:	
With children	4.2
Without children	4.7
Age of female head:	
Under 25 yrs.	3.6
25-34 yrs.	4.1
35-44 yrs.	4.3
45-64 yrs.	4.7
65+ yrs.	5.1

- Socio-economic variables are not significantly related to overall fish/seafood consumption.

ii) Relationship with Attitudes to Fish/Seafood

The questionnaire contained 94 statements about fish and seafood to

which respondents were asked to state their level of agreement or disagreement. While responses to each of these statements are contained within the detailed tables, for purposes of summary analysis these responses were reduced by factor analysis to twenty 'key issue' factors which accounted for the majority of variance.

*Explain
factor analysis
2*

These factors are listed below. The given names of these factors have been selected to summarise the essence of their meaning. However - the full meaning can only be understood with reference to the composite statements listed under each factor (note the sign - some statements are negatively related):

Factor 1: FISH NOT A PROPER MEAL

- "I do not eat fish now because I had to in the past" (+)
- "I serve fish only as an appetizer" (+)
- "Fish is not filling enough for a meal" (+)
- "I will eat fish only if it is fried" (+)
- "Fish is a nice change from meat and poultry" (-)

Factor 2: FISH IS LIGHT AND EASY MEAL

- "Fish is easy to cook" (+)
- "Fish makes a nice light meal" (+)
- "A fish meal is quick to prepare" (+)
- "Fish is great for dieting" (+)
- "Fish is easy to digest" (+)

Factor 3: POSITIVE SHELLFISH ATTITUDES

- "I would buy shellfish more often if it were less expensive" (+)
- "My family loves shellfish" (+)
- "I often eat shellfish out of home" (+)
- "Shellfish makes good 'company fare'" (+)

Factor 4: FRESH FISH IS BETTER THAN FROZEN

- "Fresh fish is better quality than frozen fish" (+)
- "Fresh fish has more flavour than frozen fish" (+)
- "Frozen fish doesn't have a fresh taste" (+)
- "You can not trust the quality of frozen fish" (+)
- "When I buy fish, I like to see what I am buying" (+)
- "Fresh fish is usually more attractively displayed in stores than is frozen fish" (+)

Factor 5: KNOWLEDGEABILITY ABOUT FISH (PREPARATION)

- "You can stretch fish the same way you can stretch hamburgers" (+)
- "I have lots of different receipts for fish preparation" (+)
- "There are so many ways to serve fish to make it interesting and different" (+)
- "There are so many varieties of fish that you never get bored with it" (+)
- "I usually make a sauce to go with fish" (+)
- "I don't know how to judge the quality of fresh or frozen fish" (-)

Factor 6: PREFERENCE FOR BRANDED PRODUCT

- "It's worth paying the extra money for a good brand name when you buy frozen fish" (+)
- "I do not trust frozen fish unless it carries a well-known brand name" (+)
- "Branded fish is more reliable in quality than unbranded fish" (+)
- "If unbranded fish is available at a lower price than branded fish, I'll always buy the unbranded" (-)

Factor 7: POSITIVE HALIBUT ATTITUDES

- "I like halibut because it is a meaty fish" (+)
- "I would buy halibut more often if it weren't so expensive" (+)
- "Halibut is the best kind of fish you can buy" (+)
- "I would buy halibut more often if it were more widely available" (+)

Factor 8: FEAR OF FISH BONES

- "Bones are a big problem with fish" (+)
- "I have a real fear of choking on fish bones" (+)
- "I am afraid to serve fish to my children because the fish may have bones in it" (+)

Factor 9: ANTI-COD ATTITUDES

- "I associate cod with poverty and the Depression" (+)
- "I hate the name 'cod'. They should give the fish a new name" (+)
- "Cod takes a long time to cook" (+)
- "Cod has a strong 'fishy' taste" (+)
- "I do not buy cod because it may have worms in it" (+)

"I won't buy cod because it is a scavenger fish" (+)

Factor 10: POSITIVE CANNED FISH ATTITUDES

"Canned fish is convenient" (+)

"You can trust the quality of canned fish" (+)

"Canned fish is better value for money than fresh or frozen fish" (+)

Factor 11: POSITIVE SOLE ATTITUDES

"I like sole because it is a mild tasting fish" (+)

"Sole is the best fish you can buy" (+)

"I'd buy more sole if it weren't so expensive" (+)

"Sole has too watery a texture for me" (-)

Factor 12: CANNED FISH IS EXPENSIVE

"White tuna is getting too expensive" (+)

"Canned salmon is getting too expensive" (+)

Factor 13: FISH IS EXPENSIVE, NOT BEST VALUE

"Fresh fish is more expensive than frozen fish" (+)

"If you want good fish you have to pay beef prices" (+)

"Fish is better value for money than meat or poultry" (-)

Factor 14: POOR SUPERMARKET MERCHANDISING

"Fish sold by supermarkets is badly displayed" (+)

"Fish sold at the fish counter in supermarkets looks unappetizing" (+)

"You can not trust the quality of frozen fish" (+)

"Supermarket store personnel are knowledgeable about fish" (-)

Factor 15: FISH IS GOOD FOR YOU

"Fish is better for your health than meat or poultry" (+)

"Fish is low in cholesterol" (+)

"Fish has more protein than meat or poultry" (+)

"Fish is extremely nutritious" (+)

"Fish has fewer calories than meat or poultry" (+)

Factor 16: FAMILY DO NOT WANT FISH

"There are only a few kinds of fish that my family will eat" (+)

"If I didn't serve fish to my family, they'd never ask for it" (+)

"If I serve fish to the family I have to disguise its taste" (+)

"My family prefers canned fish to fresh or frozen fish" (+)

"Most children will only eat fish if it is battered or breaded" (+)

Factor 17: YOU CAN KEEP FISH

"You can keep fish as long as meat or poultry in the freezer" (+)

"You can not keep fish as long as meat or poultry" (-)

"You have to eat fresh fish the day you buy it" (-)

Factor 18: POSITIVE COD ATTITUDES

- "People buy cod because there are many ways it can be served" (+)
- "The main reason people buy cod is because it's not expensive" (+)

Factor 19: OUT-OF-HOME FISH IS BEST

- "I'd rather eat fish in a restaurant than cook it at home" (+)
- "Fish & Chip Shops make the best fish" (+)
- "I buy the brand of frozen fish that has the most attractive package" (+)

Factor 20: DISLIKE FISH SMELL/APPEARANCE

- "I hate fish that has a strong 'fishy' smell" (+)
- "I do not like to cook fish because of the odour that remains in the air" (+)
- "I hate to see raw fish" (+)
- "If I had a fresh fish store nearby, I would buy fish more often" (-)

Not all of the above factors were important in terms of explaining the overall amount of fish/seafood consumed. In order of degree of correlation with consumption, the following factors were significantly correlated at better than a 95% level of statistical confidence:

what is the consumption coef.

<u>Factor</u>	<u>Description</u>	?	+Correlation with Consumption
		+	-Coefficient
F5	Knowledgeability about fish (preparation)		+.22
F20	Dislike of fish smell/appearance		-.20
F1*	Fish not a proper meal		-.20
F19	Out-of-home fish is best		-.18
F16	Family do want fish		-.17
F3	Positive shellfish attitudes		+.16
F2	Fish is a light and easy meal		+.16
F15	Fish is good for you		+.12
F8	Fear of fish bones		-.11
F11	Positive sole attitudes		+.10
F7	Positive halibut attitudes		+.06
F14	Poor supermarket merchandising		-.06
F9*	Anti-cod attitudes		-.06
F13	Fish is expensive, not best value		-.05

significance of the signs & numbers?

measure extent of the explaining of consumption

(Note: Bracketed factors show inter-correlations exceeding 0.4
*F1 and F19 also show inter-correlation exceeding 0.4)

what is an inter-correlation between factors

- The single most important factor explaining (non) consumption is the degree of knowledge about fish and its preparation. This factor is in turn related to a dislike of fish smell and appearance - which is mainly associated with the preparation stage. In turn,

By what technique or how do we know this?

this is related to a feeling that fish prepared out of the home is best. Other key variables explaining low consumption were a low enthusiasm by the family and a feeling that fish is not a proper meal. This last factor (F1) has rather mixed content and tends to reflect a generally low level of personal enthusiasm (which is common among those holding a poor image of cod.)

- Secondly, the extent to which fish is perceived as making a light, easy and healthful meal determines the degree of consumption. (In viewing the detailed tabular results, it is clear that health-related variables (while important) are not of primary importance because most people, including light users, tend to perceive fish as healthful to some extent.)
- Also of secondary importance in explaining (non) consumption is the level of fear about fish bones. It is worth noting that fully 63% of the total sample felt that bones are a big problem in fish.
- While positive attitudes to canned fish are unrelated to overall fish/seafood consumption, positive attitudes to shellfish (and sole, and halibut to a lesser extent) are related to overall consumption.
- While poor supermarket merchandising is not revealed as a major factor explaining level of consumption between households, there is reason to believe that it is a market condition which depresses the consumption of both heavy and light users. Only 10% of total households agreed that supermarket store personnel are knowledgeable

about fish and there is a tendency to agree that supermarkets don't display fish well to look appetizing. Furthermore the majority of households said they would buy fish more often if they had a fresh fish store nearby.

(iii) Regional Differences in the Importance of Attitude Variables

The same analysis was conducted within each region to determine if different factors might be important in different regions of Canada. The below table summarizes correlation coefficients with overall consumption above 0.1 which are statistically significant at better than a 95% confidence level:

→ what's more important in those regions

± Correlation Coefficient with Consumption

<u>Factor</u>	<u>Description</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>B.C.</u>
F5	Knowledgeability about fish (preparation)	+ .16		+ .22	+ .26	+ .21
F20	Dislike of fish smell/appearance		- .23	- .21	- .14	- .17
F1	Fish not a proper meal		- .22	- .24	- .12	- .11
F19	Out-of-home fish is best	- .16		- .21	- .16	
F16	Family do not want fish	- .14		- .20	- .20	- .13
F3	Positive shellfish attitudes		+ .24	+ .16		+ .21
F2	Fish is light and easy meal			+ .24	+ .17	
F15	Fish is good for you	+ .23	+ .10	+ .10	+ .11	
F8	Fear of fish bones	- .13		- .11		- .16
F11	Positive sole attitudes			+ .18		
F9	Anti-cod attitudes	- .10				
F18	Positive cod attitudes					+ .15

GAPs → more important in those regions

- While no new consumption-related variables are revealed in regional analysis (excepting F18 in B.C.), there are some interesting differences in the relative importance of attitude variables.
- In the high per capita consumption Atlantic region, the only key attitude determinant of consumption is the healthful image of fish - consumption increases as its image as a healthful food increases.
- In Quebec, concern over the smell and appearance of fish assume greater importance, and also feelings that fish does not make a proper meal. Since appreciation of fish as a light and easy meal does not increase with consumption, the 'proper meal' factor would appear to more directly imply meal substantiality. Positive shellfish attitudes also correlate more strongly with overall fish consumption.
- In the lesser developed Ontario market, all factors revealed in the national analysis are important. In this market 'fish as a light and easy meal' assumes as much importance as the key preparation/smell and appearance/proper meal and family factors. Also - positive attitudes to sole are quite strongly correlated with overall fish consumption. Since attitude factors show a generally high correlation with consumption in Ontario, it is likely that advertising/promotional efforts can pay higher dividends in this market.
- In many respects the Prairies (the other lesser developed market) exhibit a reverse emphasis of factors to Quebec. Smell and appearance/

proper meals factors are of relatively less importance, while preparation/family/light and easy meal factors are of more importance.

- The key factor in B.C. was knowledge about fish preparation, although this was not associated with importance of the 'out-of-house fish is best' factor. Positive shellfish attitudes also showed quite strong correlation with overall fish consumption.

(iv) Relationship with Lifestyle

Thirty-nine statements were included in the questionnaire to reflect differences in lifestyle. Responses to each statement are contained within the detailed tables, however, responses were reduced to a list of eight distinct factors which are listed below:

Factor 1: INFLATION SUFFERER

- "I will be eating out less often in expensive restaurants in the next few years" (+)
- "My life-style has been hurt by inflation" (+)
- "I eat out in restaurants less often today" (+)
- "I (my family) can not seem to save money anymore" (+)
- "I feel optimistic about my (own family's) economic prospects" (-)

Factor 2: CAREER-ORIENTED WOMAN

- "I like the idea of a woman having a career outside the home" (+)
- "Having a job outside the home increases a woman's satisfaction in life" (+)

"My personal life is more important to me than things like a career outside the home" (-)

"Homemaking should be more important to a woman than a career outside the home" (-)

Factor 3: HAPPY HOMEMAKER

"It makes me feel good when I spend time cooking" (+)

"I am a good cook" (+)

"I enjoy shopping for food" (+)

"I prefer to make meals than can be prepared quickly" (-)

Factor 4: CONVENIENCE FOOD REJECTOR

"I buy snack foods less often today" (+)

"I buy convenience foods less often today" (+)

"I rarely throw out left-overs" (+)

"I will use 'fast food' restaurants more often in the next few years" (-)

Factor 5: THRIFTY SHOPPER

"I usually go from store to store when I buy food items so that I can take advantage of store specials" (+)

"I buy 'no frills' generic products" (+)

"I use cents-off coupons" (+)

"I buy more of the cheaper cuts of beef today" (+)

"I am more bargain conscious today when it comes to food shopping" (+)

Factor 6: MEAT REJECTOR

"Canadians eat too much meat" (+)

"I buy less beef today" (+)

"Meat is the best source of protein available" (-)

Factor 7: DEFENDER OF HIGHER EATING STANDARDS

- 'When I find a brand I like, I continue to buy it' (+)
- 'If I had to cut my grocery bill, there are several things I could stop buying that would not prevent me from eating well' (+)
- 'More women today are working outside the home to add to the family income' (+)

Factor 8: CREATIVE COOK AND ENTERTAINER

- 'I entertain at home more often today' (+)
- 'I like other members of my family to help with the cooking' (+)
- 'I would be interested in taking a cooking course' (+)
- 'I use my freezer more efficiently these days' (+)

Factor 9: NUTRITION-MINDED

- 'I am more aware of nutrition in general today' (+)

Lifestyles were not strongly related to overall consumption. Most strongly related were:

<u>Description</u>	<u>Correlation Coefficient with Consumption</u>
The meat rejector	+ .12
The nutrition-minded	+ .10
The happy homemaker	+ .09

- It is of interest to note that the 'happy homemaker' factor - reflecting an enjoyment in the spending of time in cooking and shopping - was quite highly correlated with the 'knowledgeability about fish preparation' attitude factor.

- It would be reasonable to assume that the 'creative cook and entertainer' factor should be related to an increased propensity to learn about different food preparation methods. However, this factor was not related to either the 'knowledgeability about fish preparation' factor or to overall fish/seafood consumption. This lack of relationship would seem to emphasize the need for consumer education.

(v) Relationship with Serving Habits

of consumption?
of usage?

The following table indicates that:

- Heavy fish/seafood consumers serve a relatively higher proportion of unprepared (uncooked) frozen fish, while light users are rather more likely to favour canned fish or 'take-out' fish and chips. This behavioural data helps explain the fact that the canned fish attitude factors, and the 'fresh fish is better than frozen' factor are unrelated to overall fish/seafood consumption - also that the 'out-of-home fish is best' factor is negatively related to consumption.
- About one half of light user serving occasions involve either frying or ready-to-serve methods, while heavy users favour a variety of cooking methods. For example, they are more likely to favour boiling/poaching, broiling/grilling, baking in foil or steaming than are light users. This behavioural data supports the finding that 'knowledgeability about fish preparation is a key attitude determinant of consumption.
- In turn, heavy users are more likely to favour serving plain fish with vegetables and perhaps with a sauce, while light users favour serving (canned) fish in a sandwich or serving (convenience) battered fish.

Share of Last Ten Serving Occasions

	Total Users	Heavy* Users	Light** Users
<u>Type of fish/seafood served:</u>	1704 %	405 %	306 %
Canned fish	34	34	39
Fresh fish	12	14	11
Battered/coated frozen fish	17	14	19
Unprepared frozen fish	21	24	13
Any shellfish	7	6	6
Other fish/seafood	3	4	3
"Take-out" fish & chips	6	4	9
<u>Method of cooking fish/seafood:</u>	%	%	%
Baked-in foil	8	10	6
Baked-not in foil	17	17	17
Boiled or poached	6	9	3
Broiled or grilled	8	10	6
Deep-fried	7	5	8
Pan-fried	22	19	22
Steamed	2	3	1
Stewed/Casseroled	7	7	7
Re-heated left-overs	3	4	4
Other method	5	4	6
Not cooked at home/ready-to-serve	14	12	19
<u>Ways of serving fish/seafood:</u>	%	%	%
Battered	14	10	17
Breaded/coated	18	16	17
In a casserole	7	8	8
In a sandwich	19	15	24
Mixed with rice	3	4	3
Plain (with vegetables)	17	20	12
With a sauce	7	9	5
With/in a salad	9	12	7
In some other way	5	6	6

(Note: Boxed figures indicate that the proportion is significantly higher than the corresponding user group at better than 90% statistical confidence.)

* Serve fish/seafood twice a week or more often.

** Serve fish/seafood once a month or less often.

not based on although % difference is bigger lack of confidence -> not boxed figures

are some not boxed because of < 90% stat conf.?

B. DETERMINANTS OF INCREASING CONSUMPTION

While the classical method of determining the importance of variables is to establish relationships with the amount of existing consumption, another useful analysis relates variables to a measure of increasing consumption, irrespective of the actual amount of existing consumption. Thus we can determine the importance of factors in explaining changes in consumption.

To measure change, respondents were asked to say how much more or less is now being served in the home versus three years ago:

	<u>Beef</u>	<u>Pork</u>	<u>Poultry</u>	<u>Fish/ Seafood</u>
	%	%	%	%
Much more often (x5)	4	4	11	9
A little more often (x4)	5	17	23	19
About the same (x3)	50	50	55	51
A little less often (x2)	23	15	6	9
Much less often (x1)	16	8	2	8
Not stated	1	6	3	5
Mean change rating*	2.6	2.9	3.4	3.1

(*Above 3.0 indicates overall increase, and below 3.0 indicates overall decrease.)

3.0 no change

(i) Relationship with Demographic Variables

- Strongest growth has occurred in Eastern Canada, while Western Canada - particularly the Prairies - has shown little or no growth.

Mean Change Rating

Region:

Atlantic	3.3
Quebec	3.3
Ontario	3.1
Prairies	3.0
B.C.	3.1

*some of
no change*

Population density:

100M+ urban	3.2
Under 100M urban	3.1
Total rural	3.1

- The demographic profile of fish/seafood consumers appears to be changing somewhat. Stronger increases have been coming from younger families, also from the higher socio-economic groups:

Mean Change Rating

Size of household:

1-2 person	3.1
3-4 person	3.2
5+ person	3.2

Presence of children:

With children	3.2
Without children	3.1

Age of female head:

Under 25 yrs.	3.0
25-34 yrs.	3.3
35-44 yrs.	3.2
45-64 yrs.	3.1
65+ yrs.	2.9

	<u>Mean Change Rating</u>
Household income:	
Under \$10M	3.0
\$10M to \$14.9M	3.1
\$15M to \$24.9M	3.3
\$25M or over	3.2
Occupation of household head:	
Professional/managerial	3.3
Sales/clerical	3.2
Blue collar	3.1

(ii) Relationship with Attitudes to Fish/Seafood

While the same variables are seen to be important in explaining changes in consumption as those explaining the overall level of consumption, there is some difference in their relative importance:

- The 'fish is a light and easy meal' factor appears as the most important determinant of increasing consumption.
- 'Fish is expensive, not best value' also appears as a relatively more important factor. Consumption increases as the perceived value of fish improves.

<u>Description</u>	<u>+ Correlation Coefficient With Positive Consumption Shift</u>
The meat rejector	+ .16
The nutrition-minded	+ .13
The creative cook and entertainer	+ .12
The happy homemaker	+ .08

(iv) Relationship with Serving Habits

- Like heavier users, those users who have increased consumption (in the past 3 years) tend to serve a relatively greater proportion of unprepared frozen fish than do those who have decreased consumption. Those who have decreased consumption tend to favour canned and 'take-out' fish more than those who have increased consumption.
- It is interesting to note, however, that the greater the shift toward increased fish/seafood consumption the less is the propensity to pan-fry and the greater the shift to other cooking methods. This relationship is stronger than the earlier described relationship between overall level of consumption and cooking methods.
- The increasing consumption group are also relatively more likely to serve fish with vegetables or rice than the decreasing consumption group - who are relatively more likely to serve fish in a sandwich or in battered form.

<u>Factor</u>	<u>Description</u>	<u>± Correlation Coefficient With Positive Consumption Shift</u>
F2	Fish is light and easy meal	+ .19
F16	Family do not want fish.	- .17
F5	Knowledgeability about fish (preparation)	+ .17
F3	Positive shellfish attitudes	+ .17
F20	Dislike of fish smell/appearance	- .16
F1	Fish not a proper meal	- .16
F19	Out-of-home fish is best	- .15
F13	Fish is expensive, not best value	- .14
F15	Fish is good for you	+ .11
F8	Fear of fish bones	- .11

(Note: The above factors show significant correlation at better than 95% statistical confidence level).

(iii) Relationship with Lifestyle

The previously identified lifestyle factors were also found to be related to changes in consumption. The relationships were somewhat stronger, however. Also the 'creative cook and entertainer' factor appeared as a determinant of change in consumption:

C. DETERMINANTS OF LEVEL OF CONSUMPTION BY TYPE OF FISH/SEAFOOD

A measure of the level of consumption of each type of fish/seafood was calculated by weighting the proportion of servings (out of ten occasions) of each type by the overall amount of fish/seafood consumed to obtain number of servings in a month per household:

	<u>Ave. number of servings per h/d p.m.</u>
Canned fish	1.6
Fresh fish	0.6
Battered/coated frozen fish	0.7
Unprepared frozen fish	1.1
Any shellfish	0.3
Other fish/seafood	0.2
"Take-out" Fish & Chips	0.3

(i) Relationships with Demographics

The chart below summarises those demographic characteristics associated with above average consumption of each type of fish/seafood:

<u>Type of fish/seafood</u>	<u>Demographics associated with above average consumption</u>
Canned fish	<ul style="list-style-type: none"> ● Western Canada, major urban markets, older 1 or 2 person households
Fresh fish	<ul style="list-style-type: none"> ● Atlantic, (low in Ontario and Prairies), older 1 or 2 person households
Battered/coated frozen fish	<ul style="list-style-type: none"> ● Atlantic, Ontario, low to middle income
Unprepared frozen fish	<ul style="list-style-type: none"> ● Atlantic, Quebec, older household
Any shellfish	<ul style="list-style-type: none"> ● B.C., (low in Ontario and Prairies)
Other fish/seafood	<ul style="list-style-type: none"> ● Atlantic
"Take-out" fish & chips	<ul style="list-style-type: none"> ● B.C.

(ii) Relationship with Attitudes to Fish/Seafood

As the table below shows the key determinants of overall fish/seafood consumption are mainly operational in reference to fresh fish consumption and particularly to unprepared frozen fish consumption:

<u>Description of Factor</u>	<u>CORRELATION COEFFICIENT WITH LEVEL OF CONSUMPTION OF ...</u>					
	<u>Canned Fish</u>	<u>"Take- out" Fish</u>	<u>Fresh Fish</u>	<u>Bat- tered Frozen Fish</u>	<u>Un- prepared Frozen Fish</u>	<u>Shell- fish</u>
Knowledgeability of fish (preparation)			+ .22		+ .21	+ .22
Dislike of fish smell/appearance			- .15		- .14	- .11
Fish not a proper meal		+ .08	- .12		- .14	
Out-of-home fish is best		+ .08	- .12		- .22	- .09
Family don't want fish			- .12		- .16	- .12
Positive shellfish attitudes			+ .11			+ .30
Fish is light & easy meal	+ .13		+ .10		+ .20	
Fish is good for you					+ .11	
Fear of fish bones		+ .09	- .08		- .13	- .09
Positive sole attitudes					+ .10	
Positive halibut attitudes						
Poor supermarket merchandising						
Anti-cod attitudes					- .09	
Fish is expensive, not best value		+ .08			- .11	
Fresh is better than frozen fish			+ .16	- .10	- .11	
Positive canned fish attitudes	+ .15		- .11			

(Note: Correlations of .08 or higher are shown which are statistically significant at the 95% level)

- Consumption levels of fresh fish, unprepared frozen fish and to some extent shellfish are related to the previously identified key attitude variables
- Consumption of unprepared frozen fish, however shows a higher than usual positive relationship with the 'fish is a light and easy meal' factor and negative relationship with the 'out-of-home fish is best' factor.

(iii) Relationships with Lifestyle

- The tables below reflect a similar pattern in that fresh and unprepared frozen fish consumption tend to be related to previously identified lifestyle variables. Additionally consumption of these types of fish are related to the 'convenience food rejector' factor, and fresh fish consumption shows some negative correlation with the 'thrifty shopper' factor.
- Shellfish consumption shows a positive correlation with 'career-oriented woman', 'happy homemaker' and to some extent, with 'creative cook and entertainer' and negative correlation with the 'thrifty shopper' and less so with 'inflation sufferer'.

CORRELATION COEFFICIENT
WITH LEVEL OF CONSUMPTION OF ...

<u>Description of Factor</u>	<u>CORRELATION COEFFICIENT WITH LEVEL OF CONSUMPTION OF ...</u>					
	<u>Canned Fish</u>	<u>"Take-out" Fish</u>	<u>Fresh Fish</u>	<u>Battered Frozen Fish</u>	<u>Un-prepared Frozen Fish</u>	<u>Shellfish</u>
Meat Rejector	+ .11				+ .09	
Nutrition-Minded			+ .10		+ .11	
Happy homemaker			+ .08		+ .08	+ .11
Convenience food rejector			+ .09		+ .14	
Thrifty shopper			- .09			- .12
Career-oriented woman						+ .12
Inflation sufferer						- .08
Creative cook/entertainer						+ .08

(Note: Correlations of .08 or higher are shown which are statistically significant at the 95% level)

D. DETERMINANTS OF OUT-OF-HOME CONSUMPTION

In terms of eating occasions, 81% of respondents' fish/seafood consumption was in-home and 19% was out-of-home. The following analysis looks at those variables which are most related to a tendency to eat out-of-home rather than in-home.

(i) Relationship with Demographic Variables

- The proportion of out-of-home consumption is lowest in the Atlantic region while other regions show little variance. The proportion of out-of-home consumption is highest in major urban markets.

	<u>Proportion of eating occasions out-of-home</u>
	%
Region:	
Atlantic	11
Quebec	19
Ontario	21
Prairies	19
B.C.	21
Population Density:	
100M+ urban	21
under 100M urban	16
Total rural	17

- Small one or two person households without children and with female heads either young (under 25) or old (over 65) are more likely to favour out-of-home consumption, as are either low or high income groups and those with sales or clerical household head occupations:

	<u>Proportion of eating occasions out-of-home</u>
	%
Size of household:	
1-2 person	25
3-4 person	16
5+ person	15
Presence of children:	
With children	16
Without children	24
Age of female head:	
Under 25 yrs.	23
25-34 yrs.	18
35-44 yrs.	17
45-64 yrs.	19
65+ yrs.	24
Household income:	
Under \$10M	21
\$10M to \$14.9M	14
\$15M to \$24.9M	18
\$25M or over	22
Household head occupation:	
Professional/managerial	19
Sales/Clerical	23
Blue Collar	17

(ii) Relationship with Attitudes to Fish

The importance of attitude variables in explaining propensity to eat out-of-home rather than in-home are shown below:

<u>Description of Factor</u>	<u>Correlation Coefficient with Proportion of Out-of-Home Consumption</u>
Out-of-home fish is best	+ .28
Fish is not a proper meal	+ .17
Family not want fish	+ .15
Fear of fish bones	+ .14
Anti-cod attitudes	+ .13
Fish is expensive, not best value	+ .11
Dislike fish smell/appearance	+ .10

(Note: Correlations of .10 or higher are shown that are statistically significant at the 95% confidence level of better).

With the exception of the top factor, the variables are best viewed as reasons for not eating more fish in the home - rather than reasons for eating more fish outside the home.

(iii) Relationship with Lifestyle

As the proportion of out-of-home consumption increases, consumers tend to be more convenience food oriented and less inclined to feel affected by inflation:

<u>Description of Factor</u>	<u>Correlation Coefficient with Proportion of Out-of-Home Consumption</u>
Convenience food rejector	- .12
Inflation sufferer	- .10

E. THE RELATIONSHIP BETWEEN FISH ATTITUDE FACTORS AND DEMOGRAPHIC CHARACTERISTICS

The chart below summarizes those demographic characteristics scoring notably high on each fish attitude factor:

<u>Description of Factor</u>	<u>High Scoring Demographic Variables</u>
Fish not a proper meal	● Quebec, Ontario, Prairies, low income 65+ years
Fish is light and easy meal	○ 45+ years
Positive shellfish attitudes	● Atlantic, Quebec, B.C., urban, smaller households, higher socio-economic groups
Fresh is better than frozen fish	● Atlantic, B.C., 1 or 2 person households, 65+ years, low income
Knowledgeable about fish (preparation)	● Atlantic, Quebec, 1 or 2 person households, 45+ years, without children, low income
Preference for branded product	● Quebec, Ontario, urban, 1 or 2 person households, 45+ years, without children, low income
Positive halibut attitudes	● Atlantic, Ontario, 1 or 2 person households, 45+ years, without children, low income
Fear of fish bones	● B.C., 65+ years, Canadian-educated, low education
Anti-cod attitudes	● Quebec, Ontario, Prairies, 65+ years, Canadian educated, lower income
Positive canned fish attitudes	● Western Canada, 45+ years
Positive sole attitudes	● Quebec, urban, 45+ years, educated outside Canada
Canned fish is expensive	● Atlantic, Ontario and West
Fish is expensive/not best value	● Quebec, 65+ years
Poor supermarket merchandising	● All demos about equal
Fish is good for you	● All demos about equal
Family not want fish	● Quebec, Ontario, Prairies

<u>Description of Factor</u>	<u>High Scoring Demographic Variables</u>
You <u>can</u> keep fish	● Atlantic, younger age groups, Canadian educated
Positive cod attitudes	● 65+ years
Out-of home fish is best	● Ontario and West, 1 or 2 person households, 65+ years
Dislike fish smell/ appearance	● Ontario and Prairies, urban, 65+ years

F. THE RELATIONSHIP BETWEEN SERVING HABITS AND DEMOGRAPHIC CHARACTERISTICS

The chart below summarizes those demographic characteristics associated with a notably above average serving frequency for each cooking method or way of serving:

<u>Cooking Method</u>	<u>Demographpics Associated With Higher Serving Frequency</u>
Baked - in foil	<ul style="list-style-type: none"> ● Quebec, B.C., lower income, 1 or 2 persons
Baked - not in foil	<ul style="list-style-type: none"> ● Ontario (B.C. low), urban, higher socio-economic, young to middle years, large family
Boiled or poached	<ul style="list-style-type: none"> ● Atlantic, older age
Broiled or grilled	<ul style="list-style-type: none"> ● Quebec
Deep-fried	<ul style="list-style-type: none"> ● Atlantic, smaller urban, middle income, blue collar, younger families
Pan-fried	<ul style="list-style-type: none"> ● Atlantic, Quebec, Prairies, smaller urban and rural, lower income, blue collar, older larger households
Steamed	<ul style="list-style-type: none"> ● B.C., educated outside Canada
Stewed/casseroled	<ul style="list-style-type: none"> ● Atlantic, B.C., white collar
Re-heated left-overs	<ul style="list-style-type: none"> ● Atlantic, low income, 65+ years
Other cooking method	<ul style="list-style-type: none"> ● Rural, higher income, 3-4 person household
Not cook/ready-to-serve	<ul style="list-style-type: none"> ● Ontario and West, middle income, younger
 <u>Ways of Serving</u>	
Battered	<ul style="list-style-type: none"> ● Ontario, middle-income, blue collar, younger families
Breaded or coated	<ul style="list-style-type: none"> ● Quebec, Ontario and Prairies, middle to higher income, blue collar, larger families
In casserole	<ul style="list-style-type: none"> ● B.C., professional/managerial, older 1-2 person households
In a sandwich	<ul style="list-style-type: none"> ● Ontario and West, rural, younger families, educated in Canada

Ways of Serving

Mixed with rice
Plain (with veg.)

With a sauce
With or in a salad
In some other way

Demographics Associated With
Higher Serving Frequency

- Quebec
- Atlantic, Quebec, low or high income, professional/managerial, older, small or larger households, educated in Canada
- Atlantic, Quebec, white collar, 25+ years
- Quebec, B.C., larger urban
- Older, educated outside Canada

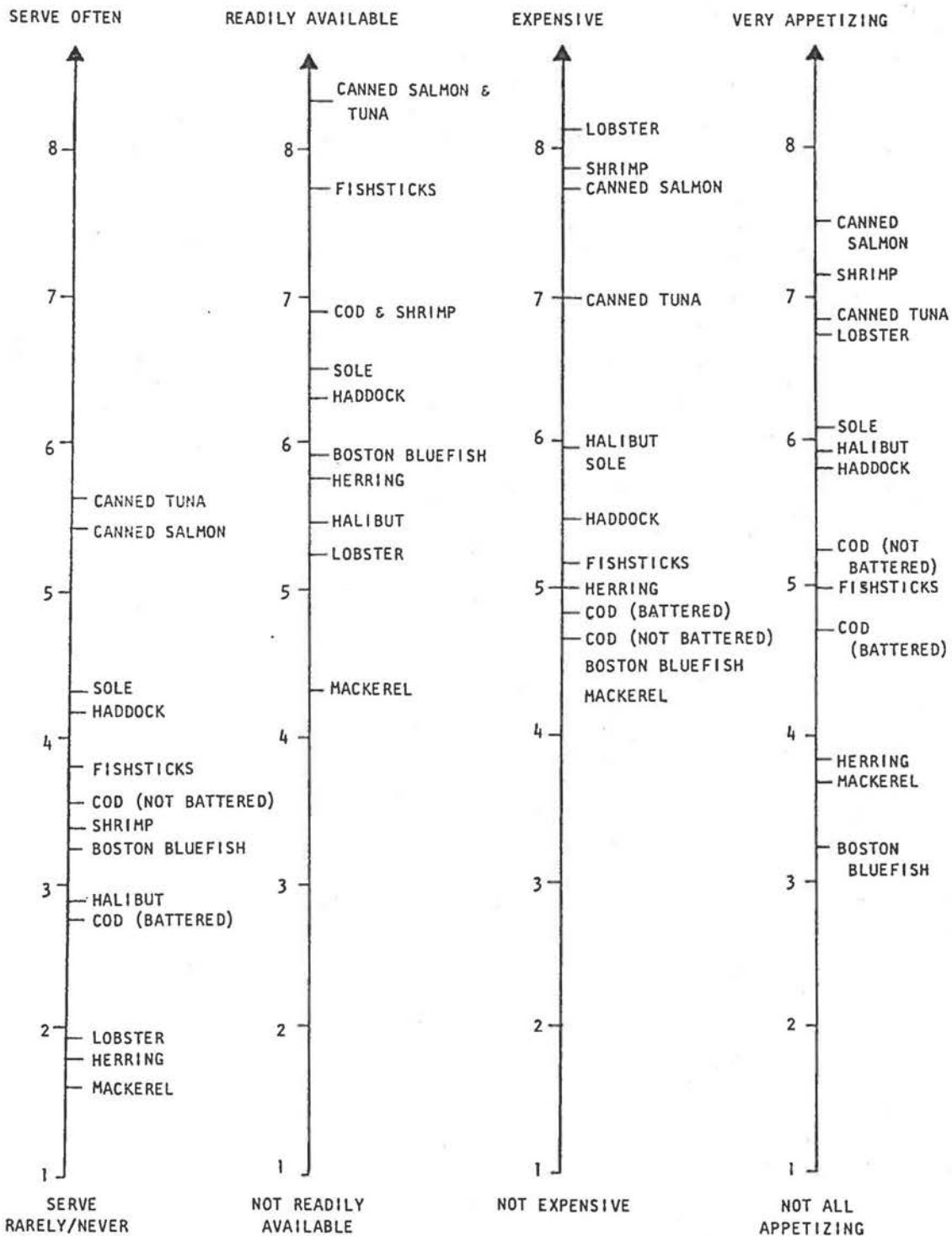
G. ATTITUDES TO SPECIFIC SPECIES/TYPES OF FISH/SEAFOOD

- As the following national summary chart shows, there tends to be an inverse relationship between perceptions of appetite appeal and expensiveness. Thus, those types/species (such as shellfish and canned tuna/salmon) regarded as most appetising are also viewed as most expensive. The relationship for haddock and unbattered cod is a little more favourable since they rate relatively higher in appetite appeal than expensiveness.

- Serving frequency appears to be more a function of availability and appetite appeal than availability and price.

- The subsequent chart looks at regional differences in attitude.

SUMMARY OF ATTITUDES TO SPECIFIC SPECIES/TYPES (NATIONAL)



TABLE

SUMMARY OF REGIONAL DIFFERENCES IN ATTITUDE TO SPECIFIC SPECIES/TYPES

	RANK ORDER OF SPECIES/TYPES				
	Atlantic	Quebec	Ontario	Prairies	B.C.
<u>By appetite appeal</u>	Lobster Haddock Shrimp Canned salmon Halibut Canned tuna Cod (not battered) Sole Fishsticks Bluefish Mackerel Cod (battered) Herring	Lobster Shrimp Sole Canned salmon Haddock Canned tuna Halibut Fishsticks Cod (not battered) Bluefish Cod (battered) Herring Mackerel	Canned salmon Canned tuna Shrimp Lobster Sole Halibut Haddock Bluefish Cod (battered) Cod (not battered) Herring Mackerel	Canned salmon Shrimp Canned tuna Lobster Halibut Cod (not battered) Cod (battered) Sole Fishsticks Haddock Bluefish Herring Mackerel	Canned salmon Shrimp Lobster Tuna Sole Cod (not battered) Halibut Cod (battered) Fishsticks Haddock Bluefish Herring Mackerel
<u>By expensiveness</u>	Lobster Canned salmon Shrimp Halibut Canned tuna Haddock Sole Fishsticks Cod (battered) Cod (not battered) Bluefish Herring Mackerel	Lobster Shrimp Canned salmon Canned tuna Sole Halibut Haddock Fishsticks Cod (battered) Cod (not battered) Herring Bluefish Mackerel	Lobster Shrimp Canned salmon Canned tuna Halibut Sole Haddock Herring Fishsticks Cod (battered) Cod (not battered) Bluefish Mackerel	Lobster Shrimp Canned salmon Canned tuna Halibut Sole Herring Cod (battered) Fishsticks Haddock Cod (not battered) Bluefish Mackerel	Lobster Shrimp Canned salmon Canned tuna Halibut Sole Cod (battered) Fishsticks Cod (not battered) Haddock Herring Bluefish Mackerel
<u>By availability</u>	Canned tuna Canned salmon Fishsticks Cod (not battered) Cod (battered) Haddock Bluefish Halibut Herring Lobster Shrimp Sole Mackerel	Canned salmon Canned tuna Fishsticks Haddock Cod (not battered) Cod (battered) Shrimp Sole Bluefish Halibut Lobster Herring Mackerel	Canned salmon Canned tuna Fishsticks Cod (battered) Cod (not battered) Bluefish Halibut Shrimp Haddock Sole Herring Lobster Mackerel	Canned salmon Canned tuna Fishsticks Cod (battered) Cod (not battered) Herring Haddock Bluefish Shrimp Halibut Sole Lobster Mackerel	Canned salmon Canned tuna Fishsticks Cod (not battered) Cod (battered) Sole Herring Lobster Shrimp Halibut Haddock Bluefish Mackerel
<u>By serving frequency</u>	Canned tuna Haddock Cod (not battered) Fishsticks Canned salmon Bluefish Halibut Sole Mackerel Lobster Cod (battered) Shrimp Herring	Canned salmon Sole Haddock Canned tuna Shrimp Fishsticks Cod (not battered) Halibut Bluefish Lobster Cod (battered) Herring Mackerel	Canned tuna Canned salmon Haddock Sole Fishsticks Bluefish Cod (not battered) Halibut Cod (battered) Shrimp Lobster Herring Mackerel	Canned salmon Canned tuna Fishsticks Bluefish Cod (battered) Cod (not battered) Shrimp Sole Halibut Haddock Herring Lobster Mackerel	Canned tuna Canned salmon Cod (not battered) Sole Shrimp Cod (battered) Fishsticks Halibut Bluefish Haddock Herring Mackerel Lobster

CONSUMPTION (A)

Order of Presentation

- Frequency any kind of beef served at home
- Frequency any kind of pork served at home
- Frequency any kind of poultry served at home
- Frequency any kind of fish/seafood served at home

- Change in frequency of serving beef
- Change in frequency of serving pork
- Change in frequency of serving poultry
- Change in frequency of serving fish/seafood

- Number of times (out of last ten occasions) that fish/seafood eaten at home (versus out-of-home)
- Average number of servings per month of each type of fish/seafood
- Average number of times (out of last ten occasions) for each method of cooking fish/seafood
- Average number of times (out of last ten occasions) for each way serving fish/seafood

Each of the above analyzed by:

- Region
- Population density
- Household income
- Occupation of Head of Household

FREQUENCY ANY KIND OF BEEF SERVED AT HOME

QUESTION 1

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*

TOTAL
CAN- ATLAN QUE- ONT- PRAIR
ADA TIC REC ARIO IES B.C.
100M UNDER \$10M \$15M \$25M H. H. OCCUPATION
AND 100M- UNDER TO TO OR PROF/ CLER- BLUE
OVER URBAN RURAL \$10M \$14.9 \$24.9 OVER MGR CAL COLLAR

FIVE OR MORE TIMES A WEEK 14-1 208 7 91 39 53 18 87 53 68 75 40 52 42 60 25 54
11.1% 4.4% 18.5% 5.7% 17.1% 8.2% 8.6% 11.8% 17.0% 12.1% 11.9% 9.3% 11.6% 11.3% 9.6% 9.4%

THREE OR FOUR TIMES A WEEK 14-2 746 52 211 245 137 102 401 186 159 214 128 249 156 226 98 250
39.9% 33.0% 42.8% 35.5% 43.8% 47.0% 39.5% 41.0% 39.9% 34.6% 38.2% 44.9% 43.0% 42.3% 37.5% 43.9%

TWICE A WEEK 14-3 531 55 124 221 73 57 300 132 98 157 97 163 115 160 75 160
28.4% 35.3% 25.1% 32.1% 23.4% 26.2% 29.5% 29.1% 24.7% 25.4% 28.9% 29.4% 31.5% 30.0% 28.7% 28.2%

ONCE A WEEK 14-4 233 30 45 108 29 21 135 50 48 103 41 55 34 56 47 62
12.4% 19.1% 9.1% 15.7% 9.2% 9.6% 13.3% 10.9% 12.1% 16.7% 12.2% 9.9% 9.2% 10.5% 18.2% 10.8%

THREE TIMES A MONTH 14-5 48 6 4 21 8 9 27 10 11 21 11 10 6 12 6 11
2.5% 3.9% .8% 3.0% 2.4% 4.3% 2.6% 2.2% 2.7% 3.5% 3.2% 1.8% 1.6% 2.2% 2.3% 1.9%

TWICE A MONTH 14-6 32 3 2 21 3 3 18 10 4 15 3 8 6 6 4 10
1.7% 1.7% .4% 3.1% .9% 1.4% 1.7% 2.3% .9% 2.5% .8% 1.4% 1.6% 1.1% 1.4% 1.8%

ONCE A MONTH 14-7 21 1 5 10 3 2 12 5 4 9 4 8 1 5 - 9
1.1% .7% 1.1% 1.5% .9% .9% 1.2% 1.1% 1.0% 1.4% 1.3% 1.4% .3% 1.0% - 1.6%

LESS OFTEN THAN ONCE A MONTH 14-8 19 - 4 8 4 2 15 3 1 11 6 1 1 3 2 4
1.0% .9% 1.2% 1.3% 1.0% 1.5% .6% .2% 1.7% 1.8% .2% .3% .6% .7% .7%

NEVER OR RARELY 14-9 18 2 3 11 2 - 13 2 3 7 3 5 3 5 3 5
1.0% 1.2% .5% 1.6% .7% 1.3% .4% .7% 1.1% .9% .9% .8% .9% 1.2% .9%

DON'T KNOW 14-X - - - - - - - - - - - - - - - -

NOT STATED 14-R 14 1 4 5 1 3 8 3 3 6 3 4 1 1 1 4
.7% .7% .9% .7% .3% 1.4% .8% .7% .7% .9% .8% .7% .3% .2% .4% .7%

NUMBER OF RESPONDENTS 1869 157 494 689 312 217 1017 454 399 617 334 554 364 533 261 570
99.8%100.0%100.1%100.1%100.0%100.0%100.0%100.1% 99.9% 99.9%100.0% 99.9%100.2%100.1%100.0% 99.9%

MEAN 11.24 9.48 12.95 9.76 12.61 11.36 10.69 11.53 12.32 10.72 11.23 11.46 11.79 11.57 10.72 11.29
STD DEV 6.14405.19256.47395.58946.51465.60095.91246.08306.61066.58446.23895.68775.83215.95026.00625.8394

FREQUENCY ANY KIND OF PORK SERVED AT HOME

QUESTION 1

	REGION.....					*POPULATION DENSITY*			HOUSEHLD INCME...			**H. OCCUPATION*				
TOTAL							100K UNDER			\$10K	\$15K	\$25K	SALES/		CLER- BLUE		
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARID	PRAIR IES	B.C.	AND OVER	100K- URBAN	RURAL	UNDER \$10K	\$14.9	\$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
FIVE OR MORE TIMES A WEEK	15-1	27	2	7	9	7	2	10	9	8	12	3	7	5	5	2	5
		1.4%	1.1%	1.4%	1.3%	2.4%	.8%	1.0%	2.1%	1.9%	2.0%	.8%	1.2%	1.4%	.9%	.8%	1.0%
THREE OR FOUR TIMES A WEEK	15-2	188	17	21	81	47	20	78	42	67	64	45	45	34	48	15	62
		10.0%	11.0%	4.3%	11.8%	15.2%	9.4%	7.7%	9.4%	16.8%	10.4%	13.3%	8.1%	9.3%	9.0%	5.8%	10.9%
TWICE A WEEK	15-3	411	32	61	192	79	47	205	113	93	125	71	140	75	118	59	135
		22.0%	20.4%	12.4%	27.8%	25.4%	21.6%	20.1%	25.0%	23.3%	20.3%	21.2%	25.3%	20.5%	22.2%	22.6%	23.7%
ONCE A WEEK	15-4	611	53	169	220	93	76	360	132	119	168	114	189	140	205	85	189
		32.7%	33.5%	34.1%	32.0%	29.9%	34.9%	35.4%	29.0%	29.9%	27.2%	34.0%	34.1%	38.5%	38.5%	32.3%	33.1%
THREE TIMES A MONTH	15-5	164	15	54	55	24	16	94	38	33	48	26	60	32	49	24	58
		8.8%	9.8%	10.9%	8.0%	7.8%	7.3%	9.2%	8.4%	8.2%	7.7%	7.7%	10.7%	8.7%	9.2%	9.1%	10.1%
TWICE A MONTH	15-6	147	17	51	42	22	15	75	46	27	48	29	45	26	43	23	45
		7.9%	10.7%	10.3%	6.2%	7.2%	6.9%	7.4%	10.1%	6.7%	7.7%	8.7%	8.1%	7.1%	8.0%	8.9%	8.0%
ONCE A MONTH	15-7	77	4	34	20	5	14	50	17	10	24	17	17	19	17	23	15
		4.1%	2.8%	6.9%	3.0%	1.5%	6.3%	4.9%	3.8%	2.5%	3.9%	5.1%	3.0%	5.3%	3.1%	8.8%	2.7%
LESS OFTEN THAN ONCE A MONTH	15-8	80	3	37	13	17	10	48	14	18	44	9	16	10	17	10	17
		4.3%	1.7%	7.6%	1.9%	5.5%	4.4%	4.7%	3.1%	4.5%	7.1%	2.8%	3.0%	2.8%	3.3%	4.0%	3.0%
NEVER OR RARELY	15-9	103	9	33	38	10	12	68	22	13	47	18	23	15	26	15	26
		5.5%	6.0%	6.7%	5.6%	3.4%	5.5%	6.7%	4.9%	3.2%	7.7%	5.3%	4.2%	4.1%	4.8%	5.7%	4.5%
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	15-R	61	5	27	17	6	6	30	19	12	37	4	12	8	6	6	18
		3.3%	3.1%	5.5%	2.5%	1.8%	2.9%	2.9%	4.3%	3.0%	6.1%	1.1%	2.1%	2.2%	1.0%	2.2%	3.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.1%	100.1%	100.1%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	99.8%	99.9%	100.0%	100.2%	100.1%
MEAN		5.47	5.48	4.14	6.02	6.45	5.22	4.96	5.71	6.50	5.43	5.65	5.46	5.40	5.33	4.75	5.64
STD DEV		4.48574	3.36733	3.98524	4.45455	5.01144	3.18834	4.11074	6.6724	9.7144	9.1774	4.3864	3.13214	3.0174	0.7953	8.6024	2.2694

FREQUENCY ANY KIND OF POULTRY SERVED AT HOME

QUESTION 1

	REGION.....					*POPULATION DENSITY*					...HOUSEHOLD INCOME...			**H. H. OCCUPATION*		
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100K UNDER			\$10K			\$15K	\$25K	SALES/		
		CAN-	TIC	BEC	ARIO	IES	B.C.	AND	100K-	UNDER	TO	TO	TO	OR	PROF/	CLER-	BLUE
		ADA						OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
FIVE OR MORE TIMES A WEEK	16-1	26	5	9	8	3	2	15	6	5	14	4	6	3	3	5	6
		1.4%	2.9%	1.8%	1.2%	.9%	.8%	1.5%	1.4%	1.2%	2.2%	1.1%	1.0%	.8%	.6%	1.9%	1.0%
THREE OR FOUR TIMES A WEEK	16-2	202	19	63	68	26	26	114	56	32	71	40	52	39	57	27	60
		10.8%	11.9%	12.9%	9.8%	8.5%	11.8%	11.2%	12.4%	7.9%	11.6%	11.9%	9.3%	10.7%	10.7%	10.5%	10.5%
TWICE A WEEK	16-3	523	40	167	193	61	63	298	126	99	173	82	159	110	168	66	141
		28.0%	25.6%	33.8%	28.0%	19.5%	28.8%	29.3%	27.7%	24.9%	28.1%	24.5%	28.6%	30.1%	31.5%	25.3%	24.7%
ONCE A WEEK	16-4	716	68	175	273	122	79	380	175	162	206	127	229	154	213	101	242
		38.3%	43.2%	35.4%	39.6%	39.1%	36.3%	37.3%	38.6%	40.6%	33.5%	37.8%	41.4%	42.4%	39.9%	38.7%	42.5%
THREE TIMES A MONTH	16-5	153	13	35	51	27	27	81	41	31	50	26	55	23	43	26	44
		8.2%	8.3%	7.0%	7.4%	8.7%	12.3%	8.0%	9.0%	7.7%	8.0%	7.6%	9.9%	6.2%	8.1%	9.9%	7.8%
TWICE A MONTH	16-6	117	5	21	39	38	13	57	23	37	43	27	29	17	23	17	40
		6.2%	3.4%	4.2%	5.7%	12.2%	6.2%	5.6%	5.0%	9.2%	7.0%	8.2%	5.3%	4.6%	4.3%	6.6%	7.0%
ONCE A MONTH	16-7	59	2	9	27	19	2	35	8	16	28	13	12	7	11	9	14
		3.2%	1.2%	1.9%	3.9%	6.1%	.8%	3.5%	1.8%	4.0%	4.5%	3.9%	2.1%	1.8%	2.0%	3.4%	2.4%
LESS OFTEN THAN ONCE A MONTH	16-8	39	2	6	15	12	4	17	12	11	17	13	5	4	11	5	12
		2.1%	1.2%	1.2%	2.2%	3.8%	2.0%	1.6%	2.6%	2.6%	2.7%	4.0%	.8%	1.2%	2.1%	1.8%	2.1%
NEVER OR RARELY	16-9	15	1	3	8	2	1	10	2	3	5	2	5	4	4	2	4
		.8%	.6%	.5%	1.2%	.7%	.6%	1.0%	.4%	.7%	.8%	.6%	.8%	1.1%	.7%	.8%	.6%
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	16-R	19	3	7	7	2	1	10	5	5	11	1	4	4	1	3	8
		1.0%	1.7%	1.3%	1.1%	.6%	.5%	.9%	1.0%	1.3%	1.7%	.3%	.7%	1.1%	.2%	1.1%	1.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.1%	100.1%	100.1%	99.9%	99.9%	100.1%	100.1%	99.9%	99.9%	100.0%	100.1%	100.0%	100.0%
MEAN		6.09	6.58	6.75	5.93	5.13	6.13	6.21	6.30	5.53	6.27	5.88	5.96	6.17	6.11	6.02	5.86
STD DEV		4.21354	6.8994	3.3614	0.8903	0.96873	0.99104	2.5654	2.8683	0.96384	4.3164	2.8193	0.87143	0.89393	0.79254	3.7804	0.096

FREQUENCY ANY KIND OF FISH/SHELLFISH SERVED AT HOME

QUESTION 1

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100% UNDER				\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-				UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR		
FIVE OR MORE TIMES A WEEK	17-1	33	2	11	11	6	4	22	7	5	13	8	9	3	6	5	9	
		1.8%	1.1%	2.2%	1.6%	1.9%	1.8%	2.1%	1.5%	1.2%	2.2%	2.3%	1.6%	.8%	1.1%	2.0%	1.6%	
THREE OR FOUR TIMES A WEEK	17-2	111	14	33	31	20	14	62	31	18	41	16	32	22	35	18	24	
		6.0%	9.0%	6.6%	4.5%	6.5%	6.2%	6.1%	6.8%	4.6%	6.6%	4.8%	5.8%	6.2%	6.5%	6.9%	4.3%	
TWICE A WEEK	17-3	261	37	93	75	29	27	134	69	57	95	42	69	55	79	30	73	
		13.9%	23.8%	18.9%	10.8%	9.1%	12.4%	13.2%	15.3%	14.4%	15.4%	12.4%	12.5%	15.1%	14.8%	11.4%	12.8%	
ONCE A WEEK	17-4	612	58	157	243	90	64	355	151	106	184	104	202	121	176	78	209	
		32.8%	37.0%	31.8%	35.2%	29.0%	29.5%	34.9%	33.3%	26.6%	29.9%	31.1%	36.5%	33.3%	32.9%	29.7%	36.7%	
THREE TIMES A MONTH	17-5	190	21	36	79	32	22	98	41	50	46	39	63	42	58	28	61	
		10.2%	13.4%	7.3%	11.4%	10.4%	10.1%	9.7%	9.1%	12.6%	7.5%	11.7%	11.4%	11.6%	10.8%	10.9%	10.7%	
TWICE A MONTH	17-6	190	9	41	73	39	29	103	49	38	53	34	57	46	68	29	49	
		10.2%	5.6%	8.2%	10.6%	12.6%	13.4%	10.2%	10.8%	9.5%	8.6%	10.3%	10.3%	12.7%	12.7%	10.9%	8.6%	
ONCE A MONTH	17-7	153	5	54	44	31	19	76	32	46	56	33	47	18	35	30	47	
		8.2%	3.2%	10.9%	6.3%	10.1%	8.9%	7.4%	7.0%	11.4%	9.0%	9.9%	8.5%	4.9%	6.5%	11.6%	8.2%	
LESS OFTEN THAN ONCE A MONTH	17-8	153	4	25	63	40	21	77	35	41	60	25	39	28	42	19	46	
		8.2%	2.5%	5.0%	9.2%	12.7%	9.7%	7.6%	7.7%	10.2%	9.7%	7.6%	7.1%	7.8%	7.9%	7.3%	8.0%	
NEVER OR RARELY	17-9	134	4	36	58	22	14	72	30	32	57	31	26	21	30	20	44	
		7.2%	2.6%	7.3%	8.4%	7.1%	6.3%	7.1%	6.6%	8.0%	9.2%	9.2%	4.7%	5.8%	5.6%	7.7%	7.7%	
DON'T KNOW	17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	17-R	31	3	9	14	2	4	17	8	6	12	3	9	7	6	4	8	
		1.7%	1.8%	1.8%	2.0%	.6%	1.7%	1.6%	1.9%	1.4%	2.0%	.9%	1.6%	1.9%	1.1%	1.5%	1.4%	
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570	
		100.2%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	99.9%	100.1%	100.2%	100.0%	100.1%	99.9%	99.9%	100.0%	
MEAN		4.37	5.56	4.82	4.01	3.98	4.22	4.48	4.54	3.91	4.48	4.18	4.39	4.36	4.39	4.30	4.13	
STD DEV		4.35764	4.06584	4.61594	4.08194	4.46644	4.39524	4.49024	4.32464	4.00714	4.68594	4.48414	4.18583	4.88684	4.06214	4.55894	4.0468	

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVED BEEF

QUESTION 2

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
		TOTAL	CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	100M AND OVER	100M- URBAN RURAL	\$10M TO \$10M	\$15M TO \$14.9	\$25M OR OVER	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR	
MUCH MORE OFTEN	18-1	78 4.2%	2 1.3%	30 6.1%	21 3.0%	15 4.8%	11 5.0%	37 3.6%	27 5.9%	14 3.6%	24 3.9%	19 5.6%	26 4.6%	10 2.7%	19 3.6%	12 4.7%	33 5.8%
A LITTLE MORE OFTEN	18-2	93 5.0%	4 2.6%	36 7.2%	25 3.7%	22 7.0%	6 2.7%	43 4.2%	26 5.7%	24 6.1%	37 6.1%	19 5.6%	24 4.3%	13 3.5%	21 4.0%	13 5.1%	35 6.2%
ABOUT THE SAME	18-3	937 50.2%	79 50.4%	292 59.2%	298 43.2%	164 52.6%	104 47.9%	472 46.4%	236 52.0%	230 57.6%	307 49.8%	162 48.5%	274 49.6%	193 53.1%	258 48.4%	130 49.7%	280 49.1%
A LITTLE LESS OFTEN	18-4	432 23.1%	33 21.0%	82 16.5%	194 28.1%	69 22.2%	55 25.2%	276 27.2%	90 19.8%	66 16.7%	122 19.8%	76 22.9%	141 25.5%	92 25.3%	152 28.6%	61 23.3%	115 20.1%
MUCH LESS OFTEN	18-5	303 16.2%	39 24.7%	43 8.8%	141 20.5%	41 13.1%	38 17.6%	168 16.6%	73 16.0%	62 15.5%	114 18.5%	52 15.4%	84 15.1%	54 14.7%	79 14.7%	41 15.5%	100 17.5%
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	18-R	25 1.4%	-	11 2.2%	10 1.4%	1 .3%	4 1.7%	21 2.0%	3 .6%	2 .5%	12 1.9%	7 2.0%	5 .9%	2 .6%	4 .7%	4 1.6%	7 1.2%
NUMBER OF RESPONDENTS		1869 100.1%	157 100.0%	494 100.0%	689 99.9%	312 100.0%	217 100.1%	1017 100.0%	454 100.0%	399 100.0%	617 100.0%	334 100.0%	554 100.0%	364 99.9%	533 100.0%	261 99.9%	570 99.9%
MEAN		2.57	2.35	2.85	2.40	2.68	2.51	2.50	2.66	2.65	2.56	2.62	2.57	2.54	2.53	2.60	2.62
STD DEV		.9637	.9227	.9097	.9555	.9536	.9819	.9466	1.0103	.9375	.9931	1.0031	.9566	.8928	.9192	.9737	1.0329

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVE PORK

QUESTION 2

	REGION.....					*POPULATION DENSITY*...				HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER		\$10M \$15M		\$25M		SALES/					
CAN- ATLAN QUE- OHIO- PRAIR							AND 100M-		UNDER 10		10		OR PROF/ CLER- BLUE					
ADA TIC BEC ARIO IES B.C.							OVER URBAN RURAL		\$10M \$14.9		\$24.9		OVER MGR CAL COLLAR					
MUCH MORE OFTEN	19-1	79	7	9	40	10	13	42	18	19	26	18	17	15	19	9	32	
		4.2%	4.4%	1.8%	5.9%	3.1%	5.8%	4.1%	3.9%	4.8%	4.6%	5.4%	3.2%	4.1%	3.6%	3.3%	5.6%	
A LITTLE MORE OFTEN	19-2	309	20	63	134	59	33	183	74	52	85	51	117	56	97	46	102	
		16.5%	12.6%	12.8%	19.4%	19.0%	15.0%	18.0%	16.3%	12.9%	13.7%	15.3%	21.0%	15.5%	18.2%	17.5%	17.9%	
ABOUT THE SAME	19-3	935	85	232	343	168	107	489	234	213	247	179	296	214	305	132	283	
		50.0%	54.3%	46.9%	49.8%	53.8%	49.3%	48.1%	51.5%	53.5%	40.0%	53.5%	53.4%	58.7%	57.2%	50.4%	49.7%	
A LITTLE LESS OFTEN	19-4	278	23	86	90	51	28	149	63	65	118	50	65	45	64	37	78	
		14.8%	14.3%	17.5%	13.0%	16.3%	12.9%	14.7%	13.9%	16.4%	19.2%	14.8%	11.7%	12.4%	12.0%	14.1%	13.8%	
MUCH LESS OFTEN	19-5	153	14	58	41	15	24	86	37	30	69	25	34	24	33	27	45	
		8.2%	9.1%	11.8%	5.9%	4.8%	11.3%	8.4%	8.2%	7.4%	11.3%	7.5%	6.1%	6.7%	6.1%	10.3%	8.0%	
DON'T KNOW	19-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	19-R	116	8	45	41	9	12	68	28	20	69	12	25	10	15	11	29	
		6.2%	5.1%	9.1%	5.9%	3.0%	5.7%	6.7%	6.2%	5.0%	11.2%	3.5%	4.6%	2.7%	2.8%	4.3%	5.0%	
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570	
		99.9%	99.8%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%	99.9%	100.0%
MEAN		2.93	2.88	2.73	3.07	2.99	2.91	2.94	2.93	2.91	2.79	2.96	3.04	2.98	3.01	2.89	2.99	
STD DEV		.9264	.9184	.9275	.9172	.8302	1.0062	.9414	.9128	.9029	1.0196	.9185	.8549	.8544	.8438	.9428	.9521	

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVE POULTRY

QUESTION 2

	REGION.....						*POPULATION DENSITY*....				HOUSEHOLD INCOME...*			H. OCCUPATION*		
		TOTAL	CAN-ADA	ATLAN-TIC	QUE-BEC	ONT-ARID	FRAIR-IES	100K UNDER AND 100K- OVER	100K UNDER 100K- RURAL	UNDER TO \$10K	\$10K TO \$14.9	\$15K TO \$24.9	\$25K OR PROF/ OVER MGR	SALES/ CLER- CAL	BLUE COLLAR		
MUCH MORE OFTEN	20-1	206	19	52	82	24	30	113	60	34	79	37	61	29	55	32	55
		11.0%	12.1%	10.5%	11.9%	7.7%	13.6%	11.1%	13.2%	8.5%	12.8%	11.1%	11.0%	7.9%	10.3%	12.4%	9.7%
A LITTLE MORE OFTEN	20-2	427	32	119	159	58	58	248	107	72	123	74	128	102	139	57	140
		22.8%	20.6%	24.2%	23.1%	18.7%	26.6%	24.4%	23.6%	18.0%	19.9%	22.0%	23.2%	28.1%	26.0%	21.8%	24.5%
ABOUT THE SAME	20-3	1024	86	272	366	187	112	551	241	232	315	180	316	213	292	147	306
		54.8%	35.0%	35.1%	33.1%	60.0%	51.6%	54.2%	53.1%	58.2%	51.1%	53.8%	57.1%	58.5%	55.6%	56.3%	53.8%
A LITTLE LESS OFTEN	20-4	106	12	22	38	26	7	50	25	31	44	27	23	12	28	12	36
		5.7%	7.7%	4.5%	5.6%	8.2%	3.4%	4.9%	5.5%	7.8%	7.2%	7.9%	4.2%	3.2%	5.3%	4.5%	6.3%
MUCH LESS OFTEN	20-5	43	3	10	19	6	5	20	10	13	20	9	10	3	6	8	14
		2.3%	2.0%	2.0%	2.7%	1.9%	2.3%	1.9%	2.2%	3.3%	3.2%	2.8%	1.9%	.9%	1.1%	2.9%	2.5%
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	20-R	63	4	18	25	11	6	35	11	17	36	8	15	5	8	6	18
		3.4%	2.6%	3.7%	3.6%	3.5%	2.6%	3.5%	2.5%	4.3%	5.8%	2.3%	2.7%	1.4%	1.5%	2.1%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.1%	100.1%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%
MEAN		3.36	3.34	3.58	3.37	3.23	3.47	3.39	3.41	3.22	3.34	3.32	3.38	3.39	3.40	3.37	3.34
STD DEV		.8470	.8485	.8202	.8744	.7898	.8596	.8300	.8720	.8455	.9234	.8808	.8148	.7221	.7880	.8703	.8421

COMPARED TO 3 YRS AGO, HOW MUCH MORE/LESS OFTEN SERVE FISH/ SHELLFISH

QUESTION 2

		*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...**H. H. OCCUPATION*															
		TOTAL	CAN-ADA					POPULATION DENSITY			HOUSEHOLD INCOME			H. H. OCCUPATION			
			ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	100K AND OVER	100K- 100K- URBAN	100K- 100K- RURAL	UNDER \$10K	\$15K TO \$24.9	\$25K OR OVER	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR	
MUCH MORE OFTEN	21-1	176 9.4%	21 13.4%	58 11.8%	59 8.6%	18 5.8%	20 9.0%	103 10.1%	41 9.0%	32 8.1%	54 8.7%	25 7.5%	65 11.8%	32 8.9%	58 10.8%	28 10.6%	56 9.8%
A LITTLE MORE OFTEN	21-2	357 19.1%	23 14.7%	109 22.1%	136 19.8%	50 16.1%	38 17.6%	216 21.3%	85 18.7%	56 14.0%	98 15.9%	65 19.6%	105 19.0%	89 24.3%	122 22.9%	45 17.3%	106 18.7%
ABOUT THE SAME	21-3	945 50.6%	86 54.6%	230 46.6%	348 50.5%	172 55.2%	109 50.2%	485 47.8%	232 51.2%	227 57.0%	293 47.4%	175 52.3%	297 53.7%	180 49.6%	248 50.3%	137 52.6%	289 50.8%
A LITTLE LESS OFTEN	21-4	159 8.5%	17 10.9%	44 8.9%	49 7.0%	35 11.1%	15 6.9%	83 8.1%	38 8.3%	39 9.8%	58 9.4%	33 10.0%	36 6.6%	32 8.7%	47 8.9%	17 6.5%	48 8.5%
MUCH LESS OFTEN	21-5	147 7.9%	4 2.6%	32 6.5%	59 8.6%	25 8.2%	25 12.2%	80 7.9%	40 8.8%	27 6.8%	71 11.5%	25 7.4%	31 5.6%	20 5.6%	23 4.3%	24 9.0%	50 8.7%
DON'T KNOW	21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	21-R	84 4.5%	6 3.9%	20 4.0%	38 5.4%	11 3.7%	9 4.1%	49 4.8%	18 4.0%	17 4.2%	44 7.1%	11 3.3%	19 3.4%	11 3.0%	16 3.0%	11 4.1%	20 3.6%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.1%	494 99.9%	689 99.9%	312 100.1%	217 100.0%	1017 100.0%	454 100.0%	399 99.9%	617 100.0%	334 100.1%	554 100.1%	364 100.1%	533 100.2%	261 100.1%	570 100.1%
MEAN		3.14	3.26	3.25	3.14	3.00	3.05	3.19	3.11	3.07	3.01	3.10	3.26	3.23	3.28	3.15	3.13
STD DEV		.9970	.9283	1.0132	.9966	.9283	1.0655	1.0158	1.0055	.9319	1.0689	.9551	.9590	.9401	.9321	1.0214	1.0166

NUMBER OF TIMES (OUT OF LAST 10 OCCASIONS) ATE FISH/SHELLFISH AT HOME

QUESTION 3

	REGION.....					*POPULATION DENSITY*			*HOUSEHOLD INCOME...*			*H. OCCUPATION*				
TOTAL		CAN-ADA	ATLAN TIC	QUE-BEC	ONT-ARIO	PRAIR IES	B.C.	100M AND OVER	100M-100H-URBAN	RURAL	\$10M UNDER TO \$14.9	\$15M TO \$24.9	\$25M OR OVER	H. OR PROF/ MGR	SALES/ CLER- CAL	BLUE COLLAR	
ONCE	22-1	25 1.5%	2 1.2%	4 .9%	10 1.6%	5 1.7%	4 2.2%	15 1.6%	6 1.5%	5 1.3%	10 1.8%	5 1.5%	4 .8%	7 2.0%	5 1.1%	6 2.5%	8 1.6%
TWICE	22-2	79 4.6%	4 2.5%	19 4.2%	28 4.5%	16 5.4%	13 6.4%	44 4.8%	15 3.7%	19 5.2%	36 6.5%	10 3.4%	14 2.8%	18 5.4%	20 4.1%	11 4.6%	20 3.8%
THREE TIMES	22-3	54 3.2%	-	14 3.2%	26 4.2%	7 2.5%	6 3.2%	34 3.6%	6 1.5%	14 3.7%	16 2.8%	9 2.8%	16 3.0%	14 4.2%	15 3.1%	8 3.5%	15 2.9%
FOUR TIMES	22-4	52 3.0%	2 1.3%	18 4.0%	20 3.2%	8 2.6%	5 2.4%	39 4.2%	12 2.8%	1 .3%	17 3.1%	4 1.4%	18 3.5%	12 3.7%	14 2.9%	15 6.1%	15 2.9%
FIVE TIMES	22-5	110 6.4%	10 6.8%	32 7.1%	42 6.8%	13 4.7%	12 6.0%	61 6.6%	21 5.1%	28 7.6%	31 5.7%	17 5.7%	33 6.3%	28 8.4%	31 6.2%	13 5.6%	36 6.9%
SIX TIMES	22-6	77 4.5%	8 5.2%	16 3.6%	31 5.1%	12 4.3%	9 4.6%	47 5.1%	17 4.1%	13 3.6%	28 5.1%	12 3.9%	25 4.7%	13 3.7%	24 4.9%	14 6.0%	17 3.2%
SEVEN TIMES	22-7	66 3.9%	5 3.6%	14 3.0%	30 4.9%	10 3.6%	7 3.5%	37 4.0%	16 3.8%	13 3.7%	21 3.9%	13 4.3%	21 4.1%	11 3.3%	21 4.2%	11 4.5%	19 3.8%
EIGHT TIMES	22-8	281 16.5%	22 14.5%	50 11.2%	115 18.6%	56 19.3%	39 19.3%	155 16.7%	73 17.5%	53 14.6%	80 14.7%	42 13.8%	90 17.4%	69 20.4%	90 18.0%	43 18.0%	89 17.2%
NINE TIMES	22-9	202 11.8%	23 15.1%	47 10.5%	68 11.0%	37 12.7%	27 13.6%	106 11.5%	53 12.8%	43 11.8%	49 9.0%	39 13.1%	69 13.3%	44 13.1%	75 15.1%	26 10.9%	55 10.6%
NONE	22-0	13 .7%	-	4 .9%	5 .7%	3 1.1%	1 .4%	11 1.2%	1 .2%	1 .2%	4 .7%	1 .3%	5 .9%	3 1.0%	7 1.4%	2 .8%	-
TEN OR MORE TIMES	22-X	568 33.3%	63 42.2%	156 34.8%	197 31.9%	93 32.3%	59 29.4%	296 31.9%	144 34.8%	128 35.4%	171 31.1%	125 41.4%	173 33.3%	100 29.8%	164 33.0%	71 30.0%	184 35.6%
NOT STATED	22-R	178 10.5%	11 7.6%	74 16.5%	46 7.5%	28 9.8%	18 9.2%	82 8.8%	51 12.3%	45 12.5%	85 15.5%	25 8.3%	51 9.9%	17 5.1%	31 6.2%	18 7.4%	59 11.4%
ANALYZED RESPONDENTS		1704 99.9%	150 100.0%	449 99.9%	618 100.0%	288 100.0%	200 100.2%	928 100.0%	415 100.1%	361 99.9%	548 99.9%	301 99.9%	519 100.0%	336 100.1%	498 100.2%	237 99.9%	518 99.9%
MEAN		8.09	8.85	8.14	7.93	8.09	7.88	7.88	8.42	8.25	7.85	8.60	8.24	7.76	8.12	7.72	8.29
STD DEV		2.99882	2.50993	1.10572	1.99283	1.00673	1.02883	1.07912	1.77792	1.98093	1.17462	1.83002	1.82033	1.05612	1.92633	1.08332	1.8857

AVERAGE NUMBER OF SERVINGS PER MONTH OF...

	TOTAL	*.....REGION.....*					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
		CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	100M AND	100M- RURAL	UNDER \$10M	\$15M TO	\$25M OR	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR			
CANNED FISH	MEAN	1.60	1.42	1.34	1.61	1.88	1.81	1.72	1.55	1.33	1.59	1.63	1.58	1.60	1.62	1.65	1.45
	S.D.	2.28181	1.33051	.98252	1.30622	.79272	1.46582	.56002	.08491	1.60351	.93692	1.84422	1.26952	1.24002	1.35792	1.78271	.8127
FISH AND CHIPS FROM A FISH & CHIP SHOP	MEAN	.24	.18	.20	.28	.14	.38	.28	.23	.15	.27	.28	.19	.23	.19	.22	.23
	S.D.	.9224	.4736	.7976	.7548	.46741	.87861	.0862	.7958	.4833	.84171	1.4699	.7008	.6743	.5817	.6918	.7731
FRESH FISH	MEAN	.64	1.38	.92	.33	.27	.95	.67	.51	.70	.81	.48	.52	.69	.57	.62	.56
	S.D.	1.62792	.89591	.6264	.9318	.77192	1.35021	.62991	1.16082	.02431	1.90861	1.60121	1.40251	1.45411	1.44631	1.42531	1.5177
FROZEN COATED/BATTERED FISH	MEAN	.76	.98	.66	.87	.64	.66	.73	.85	.75	.79	.94	.78	.55	.68	.72	.77
	S.D.	1.46121	1.47571	1.17611	1.43911	1.26202	1.11831	1.54701	1.38871	1.30051	1.45481	1.92271	1.3988	.99051	1.27131	1.58911	1.1727
FROZEN FILLETS/BLOCKS	MEAN	1.13	1.38	1.48	1.06	.86	.80	1.19	1.08	1.03	1.13	1.15	1.13	1.11	1.13	1.12	1.02
	S.D.	1.95442	1.04302	1.29341	1.73711	1.40142	1.27732	1.08681	1.91071	1.61441	1.95762	1.11991	1.83201	1.97501	1.71252	1.03921	1.7948
SHELLFISH	MEAN	.37	.41	.52	.22	.27	.65	.43	.33	.27	.29	.36	.40	.47	.40	.45	.34
	S.D.	1.12221	1.01531	1.1546	.7339	.78362	1.05241	1.3024	.8517	.8496	.84161	1.49851	1.1923	.9921	.88721	1.3581	.9476
OTHER FISH/SHELLFISH	MEAN	.26	.79	.19	.14	.24	.40	.21	.28	.37	.30	.22	.28	.22	.17	.23	.33
	S.D.	1.20762	1.3024	.8101	.6856	.87461	1.97721	1.1274	.97331	1.58481	1.33271	1.45861	1.1425	.7765	.65851	1.21241	1.4141

AVERAGE NUMBER OF TIMES (OUT OF LAST 10 SERVING OCCASIONS) FOR EACH OF FOLLOWING COOKING METHODS OF FISH/SHELLFISH

	*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*																
	TOTAL	100K UNDER		\$10K \$15K \$25K		SALES/											
	CAN- ADA	ATLAN TIC	QUE- REC	ONT- ARID	PRAIR IES	B.C.	AND 100K- OVER	100K- URBAN	RURAL	UNDER \$10K \$14.9	\$15K \$24.9	\$25K OVER	OR PROF/ MGR	CLER- CAL	BLUE COLLAR		
BAKED - IN FOIL	MEAN	.80	.53	1.13	.67	.62	1.03	.82	.72	.86	.93	.83	.75	.68	.77	.76	.67
	S.D.	1.73021	.53662	.01721	.65131	.36551	.81881	.71471	.57711	.92511	.88161	.78471	.64351	.55531	.74591	.59601	.5519
BAKED - NOT IN FOIL	MEAN	1.79	1.73	1.61	2.18	1.67	1.16	1.94	1.67	1.53	1.26	1.86	2.11	2.03	2.13	2.05	1.83
	S.D.	2.64242	.36732	.43652	.97462	.49372	.15422	.73022	.59112	.43492	.17252	.77432	.80262	.78972	.82272	.89232	.7125
BOILED OR POACHED	MEAN	.58	1.51	.68	.45	.29	.44	.55	.58	.64	.63	.66	.48	.56	.49	.69	.51
	S.D.	1.39242	.43421	.45651	.1592	.88671	.03011	.31991	.40601	.54771	.57711	.61821	.17861	.15151	.25461	.36971	.2440
BROILED OR GRILLED	MEAN	.79	.63	1.09	.67	.76	.68	.83	.77	.70	.79	.86	.72	.82	.83	.81	.75
	S.D.	1.64031	.68181	.72691	.54931	.74591	.43971	.66701	.46211	.75791	.75161	.84231	.44891	.54741	.54381	.57601	.6992
DEEP-FRIED	MEAN	.70	1.23	.65	.69	.59	.57	.59	.91	.73	.53	.89	.81	.61	.54	.65	1.04
	S.D.	1.68552	.39481	.63401	.67671	.29841	.56951	.62731	.88001	.56391	.47632	.04571	.74881	.49501	.41281	.70612	.0259
PAN-FRIED	MEAN	2.17	2.34	2.35	1.92	2.35	1.71	1.98	2.32	2.47	2.48	2.02	1.95	2.15	1.90	1.67	2.24
	S.D.	2.60062	.69672	.78272	.56222	.54272	.14472	.52932	.53822	.80432	.75302	.48252	.54202	.50562	.50132	.06302	.6758
STEAMED	MEAN	.16	.23	.19	.10	.08	.38	.19	.10	.17	.15	.21	.15	.17	.17	.09	.16
	S.D.	.7150	.8070	.7797	.4341	.44941	.2546	.7886	.5935	.6360	.6304	.9970	.6587	.6154	.6639	.4131	.7373
STEWED OR CASSEROLED	MEAN	.72	1.00	.36	.76	.68	1.16	.73	.65	.76	.71	.59	.79	.74	.84	.71	.62
	S.D.	1.48891	.65601	.02831	.58011	.47251	.70721	.57701	.31621	.44061	.47381	.33721	.56361	.51271	.56591	.37591	.4319
RE-HEATED LEFT-OVERS	MEAN	.33	.63	.32	.29	.31	.26	.34	.33	.30	.53	.35	.16	.28	.21	.25	.30
	S.D.	1.00221	.76471	.0208	.8664	.7959	.71911	.0777	.80561	.00671	.23441	.0570	.54491	.0448	.6142	.71351	.1251
OTHER COOKING METHOD	MEAN	.49	.39	.47	.47	.51	.63	.50	.41	.56	.50	.32	.44	.69	.59	.35	.48
	S.D.	1.32181	.24701	.20551	.31941	.42351	.44231	.40481	.07141	.35981	.4081	.95021	.19181	.59511	.5711	.86991	.2990
NOT COOKED AT HOME / READY-TO-SERVE	MEAN	1.38	.84	.79	1.71	1.61	1.64	1.47	1.32	1.21	1.17	1.48	1.52	1.37	1.58	1.56	1.41
	S.D.	2.34971	.45261	.76112	.60992	.47672	.63282	.45102	.29932	.12082	.20512	.31072	.47942	.37112	.51682	.47892	.3909

AVERAGE NUMBER OF TIMES (OUT OF LAST 10 SERVING OCCASIONS) FOR EACH OF FOLLOWING WAYS OF SERVING FISH/SHELLFISH

	TOTAL	*.....REGION.....*					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
		CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	100K AND OVER	100K- 100K- URBAN	RURAL	\$10K \$14.9	\$15K \$24.9	\$25K OVER	OR PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR		
BATTERED	MEAN	1.37	1.59	.86	1.77	1.39	1.02	1.30	1.59	1.32	1.13	1.68	1.54	1.22	1.21	1.54	1.69
	S.D.	2.17792	3.8631	.69682	4.1072	1.2681	9.2632	1.2172	3.3372	1.1432	1.1772	4.3212	2.0911	9.2021	8.4082	1.6602	5.005
BREADED OR COATED	MEAN	1.89	1.42	2.07	1.99	2.05	1.33	1.91	1.94	1.76	1.70	2.21	1.92	1.85	1.77	1.58	2.15
	S.D.	2.51852	1.0272	7.2882	5.3672	5.6172	0.7452	5.4792	3.9722	5.7432	4.3532	7.5522	5.8462	2.8722	5.1592	3.3662	5.605
IN A CASSEROLE	MEAN	.69	.73	.32	.75	.76	1.19	.73	.63	.67	.74	.60	.69	.72	.82	.67	.52
	S.D.	1.35901	2.785	.94301	4.4061	4.1121	5.8741	3.9221	2.3601	4.0471	5.3141	2.4641	2.6831	3.0891	4.5841	1.6891	0.746
IN A SANDWICH	MEAN	1.70	1.46	.66	1.97	2.38	2.18	1.68	1.74	1.70	1.59	1.64	1.76	1.82	1.81	1.63	1.83
	S.D.	2.05711	5.4531	3.2342	2.1742	0.7752	2.5162	0.8892	0.6821	9.7971	9.7121	9.2042	1.6422	1.1932	2.4941	9.3222	0.720
MIXED WITH RICE	MEAN	.30	.17	.59	.20	.15	.31	.34	.27	.23	.32	.29	.29	.28	.35	.35	.24
	S.D.	.9293	.65031	2.425	.8660	.4805	.91121	0.0071	.8874	.7425	.9324	.9660	.9080	.92371	0.646	.9678	.8475
PLAIN (WITH VEGETABLE OTHER THAN SALAD)	MEAN	1.78	2.71	2.06	1.55	1.40	1.73	1.85	1.46	1.97	1.94	1.49	1.75	1.82	1.95	1.65	1.55
	S.D.	2.53383	1.6852	4.1122	5.5862	1.8162	4.0212	5.9102	2.6302	6.4612	5.8792	2.7762	5.7342	5.7792	6.9752	3.0472	2.881
WITH A SAUCE	MEAN	.70	1.06	1.04	.58	.42	.54	.79	.59	.60	.73	.60	.77	.66	.73	.84	.60
	S.D.	1.37422	1.4291	4.3701	3.089	.85841	0.7941	4.5411	2.0971	3.2471	3.8071	2.7161	4.8411	2.6881	3.0861	5.6061	3.040
WITH OR IN A SALAD	MEAN	.86	.56	1.22	.71	.73	1.00	.94	.81	.71	.83	.96	.75	.98	.82	.94	.91
	S.D.	1.50171	1.9061	6.0271	4.2131	5.0791	5.7941	5.9071	3.7231	3.9011	4.2561	6.9911	3.7601	5.9171	5.7721	5.2321	5.262
IN SOME OTHER WAY	MEAN	.51	.69	.67	.42	.36	.54	.48	.53	.56	.59	.38	.47	.56	.51	.43	.44
	S.D.	1.39461	7.0681	5.4631	2.5901	1.2211	5.1271	4.0571	2.8741	4.8091	5.5101	1.7811	2.5131	5.0731	4.8641	2.2131	2.423

CONSUMPTION (B)

Order of Presentation

- Frequency any kind of beef served at home
- Frequency any kind of pork served at home
- Frequency any kind of poultry served at home
- Frequency any kind of fish/seafood served at home

- Change in frequency of serving beef
- Change in frequency of serving pork
- Change in frequency of serving poultry
- Change in frequency of serving fish/seafood

- Number of times (out of last ten occasions) that fish/seafood eaten at home (versus out-of home)
- Average number of servings per month of each type of fish/seafood
- Average number of times (out of last ten occasions) for each method of cooking fish/seafood
- Average number of times (out of last ten occasions) for each way serving fish/seafood

Each of the above analyzed by:

- Age of female head
- Household size
- Presence of children
- Country of education
- Proportion of in and out-of-home consumption

FREQUENCY ANY KIND OF BEEF SERVED AT HOME

QUESTION 1

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**.EDUCATION.**.OUT-HOME CONSUMPTION.*

		PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*														5 OR 6 OR	
		TOTAL	*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**.EDUCATION.**.OUT-HOME CONSUMPTION.*													LESS	MORE
		CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH- WITH OUT		CANADA	OTHER	IN- HOME	IN- HOME	
FIVE OR MORE TIMES A WEEK	14-1	208 11.1%	15 7.1%	44 9.4%	49 14.1%	76 12.8%	24 9.8%	70 9.2%	76 9.7%	62 19.1%	144 12.3%	64 9.2%	200 11.5%	2 1.9%	34 10.3%	122 10.2%	
THREE OR FOUR TIMES A WEEK	14-2	746 39.9%	66 30.9%	196 42.2%	166 47.4%	236 39.5%	82 33.7%	247 32.8%	337 42.7%	162 49.8%	517 44.0%	230 33.1%	704 40.7%	27 28.9%	119 35.8%	491 41.1%	
TWICE A WEEK	14-3	531 28.4%	74 34.5%	126 27.2%	92 26.1%	175 29.3%	64 26.3%	218 29.0%	236 29.9%	76 23.3%	332 28.3%	199 28.6%	486 28.1%	33 35.0%	104 31.4%	357 29.9%	
ONCE A WEEK	14-4	233 12.4%	38 17.8%	61 13.2%	31 9.0%	62 10.4%	40 16.2%	122 16.2%	94 11.9%	16 5.0%	123 10.5%	109 15.8%	212 12.2%	16 16.9%	47 14.2%	148 12.4%	
THREE TIMES A MONTH	14-5	48 2.5%	10 4.7%	10 2.1%	4 1.1%	16 2.7%	8 3.2%	33 4.4%	12 1.5%	3 .9%	15 1.3%	32 4.6%	43 2.5%	2 1.9%	6 2.0%	32 2.7%	
TWICE A MONTH	14-6	32 1.7%	2 1.0%	5 1.0%	4 1.1%	14 2.3%	7 2.9%	20 2.7%	8 1.0%	4 1.2%	12 1.1%	19 2.8%	26 1.5%	4 4.0%	6 1.7%	18 1.5%	
ONCE A MONTH	14-7	21 1.1%	2 .9%	6 1.4%	1 .3%	6 .9%	6 2.5%	12 1.6%	8 1.1%	1 .3%	10 .9%	11 1.6%	19 1.1%	1 .9%	5 1.5%	9 .7%	
LESS OFTEN THAN ONCE A MONTH	14-8	19 1.0%	3 1.5%	5 1.1%	1 .3%	3 .5%	6 2.6%	13 1.7%	6 .8%	-	6 .5%	13 1.8%	17 1.0%	2 2.1%	4 1.2%	8 .7%	
NEVER OR RARELY	14-9	18 1.0%	3 1.6%	8 1.7%	1 .3%	4 .6%	2 .8%	9 1.2%	9 1.1%	-	9 .8%	9 1.3%	11 .6%	7 7.2%	4 1.1%	9 .7%	
DON'T KNOW	14-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	14-R	14 .7%	-	3 .7%	1 .3%	5 .8%	5 2.0%	10 1.3%	3 .4%	1 .3%	6 .5%	8 1.1%	13 .7%	1 1.2%	3 .8%	1 .1%	
NUMBER OF RESPONDENTS		1869 99.8%	213 100.0%	465 100.0%	350 100.0%	597 99.8%	244 100.0%	754 100.1%	789 100.1%	326 99.9%	1175 100.2%	694 99.9%	1730 99.9%	94 100.0%	332 100.0%	1194 100.0%	
MEAN		11.24	9.67	11.05	12.58	11.59	10.20	10.10	11.29	13.73	11.92	10.09	11.41	8.22	10.76	11.23	
STD DEV		6.144	5.761	8.518	9.777	5.919	16.225	6.395	6.224	7.581	21.990	8.983	6.242	7.133	2.513	6.918	

FREQUENCY ANY KIND OF PORK SERVED AT HOME

QUESTION 1

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE***.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..

		PRESENCE OF**COUNTRY OF**..PROPORTION OF IN...														5 OR 6 OR	
		TOTAL	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT	CANADA	OTHER	IN-HOME	IN-HOME		
FIVE OR MORE TIMES A WEEK	15-1	27 1.4%	1 .5%	2 .4%	5 1.6%	12 2.0%	7 2.8%	12 1.7%	9 1.2%	5 1.6%	16 1.3%	11 1.6%	27 1.6%	-	4 1.2%	15 1.3%	
THREE OR FOUR TIMES A WEEK	15-2	188 10.0%	27 12.7%	51 10.9%	34 9.6%	59 9.8%	17 7.1%	63 8.3%	88 11.1%	37 11.5%	129 10.9%	59 8.5%	176 10.2%	8 8.5%	19 5.9%	126 10.6%	
TWICE A WEEK	15-3	411 22.0%	41 19.3%	115 24.7%	83 23.6%	124 20.7%	49 20.0%	135 17.9%	208 26.4%	68 20.8%	290 24.7%	121 17.4%	390 22.0%	21 21.8%	75 22.7%	271 22.7%	
ONCE A WEEK	15-4	611 32.7%	74 34.6%	151 32.5%	131 37.5%	191 31.9%	64 26.3%	229 30.3%	264 33.4%	118 36.4%	399 34.0%	212 30.5%	565 32.7%	31 33.0%	118 35.6%	397 33.3%	
THREE TIMES A MONTH	15-5	164 8.8%	25 11.9%	49 10.5%	31 9.0%	46 7.8%	13 5.1%	67 8.9%	59 7.5%	38 11.7%	105 9.0%	59 8.5%	157 9.1%	5 5.8%	29 8.7%	112 9.4%	
TWICE A MONTH	15-6	147 7.9%	17 7.9%	31 6.7%	27 7.9%	49 8.2%	23 9.3%	67 8.9%	61 7.7%	19 5.8%	85 7.2%	63 9.0%	136 7.9%	9 9.1%	21 6.4%	93 7.8%	
ONCE A MONTH	15-7	77 4.1%	2 1.1%	22 4.7%	8 2.2%	36 6.1%	9 3.6%	36 4.8%	28 3.6%	13 4.0%	42 3.6%	35 5.0%	68 3.9%	5 5.2%	15 4.5%	47 4.0%	
LESS OFTEN THAN ONCE A MONTH	15-8	80 4.3%	12 5.7%	11 2.5%	11 3.1%	28 4.7%	17 7.0%	44 5.9%	26 3.3%	9 2.9%	37 3.1%	43 6.2%	71 4.1%	5 5.6%	21 6.2%	44 3.7%	
NEVER OR RARELY	15-9	103 5.5%	11 5.1%	25 5.3%	15 4.2%	33 5.5%	20 8.3%	56 7.4%	33 4.2%	14 4.3%	52 4.4%	51 7.3%	93 5.4%	8 8.1%	16 4.8%	65 5.5%	
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	15-R	61 3.3%	2 1.2%	8 1.8%	5 1.4%	20 3.3%	26 10.6%	44 5.9%	13 1.7%	3 1.0%	21 1.8%	40 5.8%	57 3.3%	3 2.9%	13 4.0%	24 2.0%	
NUMBER OF RESPONDENTS		1869 100.0%	213 100.0%	465 100.0%	350 100.1%	597 100.0%	244 100.1%	754 100.0%	789 100.1%	326 100.0%	1175 100.0%	694 99.8%	1730 100.2%	94 100.0%	332 100.0%	1194 100.3%	
MEAN		5.47	5.43	5.51	5.65	5.43	5.27	5.02	5.80	5.67	5.74	5.00	5.53	4.82	5.00	5.53	
STD DEV		4.48574	4.23784	4.07074	4.34884	4.71835	3.07784	4.57534	3.35824	4.50394	4.40204	4.59134	4.52813	4.8400	4.04994	4.4214	

FREQUENCY ANY KIND OF POULTRY SERVED AT HOME

QUESTION 1

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL	AGE OF FEMALE HEAD					FAMILY SIZE			CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
			CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH- OUT	CANADA	OTHER	5 OR LESS IN- HOME	6 OR MORE IN- HOME
FIVE OR MORE TIMES A WEEK	16-1	26 1.4%	1 .5%	4 .8%	3 1.0%	13 2.2%	5 2.0%	12 1.6%	13 1.6%	1 .4%	14 1.2%	12 1.8%	26 1.5%	-	1 .3%	16 1.3%
THREE OR FOUR TIMES A WEEK	16-2	202 10.8%	14 6.3%	49 10.5%	31 8.7%	76 12.8%	32 13.3%	92 12.2%	77 9.7%	33 10.1%	119 10.1%	83 11.9%	189 11.0%	8 8.5%	33 10.1%	137 11.5%
TWICE A WEEK	16-3	523 28.0%	52 24.2%	123 26.4%	106 30.4%	165 27.6%	78 32.0%	215 28.5%	225 28.5%	83 25.6%	330 28.0%	194 27.9%	485 28.0%	23 24.8%	87 26.2%	359 30.1%
ONCE A WEEK	16-4	716 38.3%	85 40.0%	184 39.5%	152 43.4%	227 38.0%	69 28.2%	252 33.4%	321 40.7%	143 44.0%	483 41.1%	234 33.6%	661 38.2%	38 40.0%	135 40.7%	466 39.0%
THREE TIMES A MONTH	16-5	153 8.2%	22 10.1%	41 8.8%	25 7.0%	46 7.8%	19 7.9%	61 8.1%	60 7.6%	32 9.7%	96 8.1%	57 8.2%	136 7.9%	10 10.9%	32 9.5%	92 7.7%
TWICE A MONTH	16-6	117 6.2%	18 8.5%	38 8.2%	16 4.5%	27 4.6%	17 7.0%	49 6.5%	45 5.6%	23 7.0%	69 5.9%	47 6.8%	109 6.3%	5 5.8%	20 6.0%	67 5.6%
ONCE A MONTH	16-7	59 3.2%	9 4.4%	8 1.8%	11 3.0%	21 3.5%	10 4.0%	32 4.2%	23 2.9%	4 1.4%	29 2.5%	30 4.3%	56 3.2%	2 1.9%	12 3.6%	31 2.6%
LESS OFTEN THAN ONCE A MONTH	16-8	39 2.1%	9 4.2%	12 2.7%	2 .6%	10 1.7%	5 2.2%	24 3.2%	13 1.7%	2 .6%	17 1.4%	22 3.2%	35 2.0%	4 3.8%	7 2.1%	16 1.4%
NEVER OR RARELY	16-9	15 .8%	4 1.7%	4 .9%	1 .3%	5 .8%	2 .7%	7 .9%	6 .8%	2 .6%	9 .8%	6 .9%	12 .7%	3 3.3%	2 .6%	4 .3%
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	16-R	19 1.0%	-	2 .4%	4 1.2%	7 1.1%	7 2.7%	9 1.3%	8 1.0%	2 .7%	10 .9%	9 1.3%	18 1.1%	1 .9%	3 .9%	6 .5%
NUMBER OF RESPONDENTS		1869 100.0%	213 99.9%	465 100.0%	350 100.1%	597 100.1%	244 100.0%	754 99.9%	789 100.1%	326 100.1%	1175 100.0%	694 99.9%	1730 99.9%	94 99.9%	332 100.0%	1194 100.0%
MEAN		6.09	5.07	5.84	6.02	6.47	6.62	6.22	6.08	5.79	6.03	6.19	6.14	5.30	5.70	6.29
STD DEV		4.21353	5.6273	3.98463	3.76734	3.58564	4.61484	4.47374	4.17313	3.63894	4.03234	3.50354	2.6363	3.5357	3.69364	3.1429

FREQUENCY ANY KIND OF FISH/SHELLFISH SERVED AT HOME

QUESTION 1

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

		QUESTION 1														5 OR 6 OR	
		TOTAL	PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...													LESS	MORE
		CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH- OUT		CANADA	OTHER	IN- HOME	IN- HOME	
FIVE OR MORE TIMES A WEEK	17-1	33 1.8%	2 1.1%	7 1.5%	3 .9%	14 2.4%	7 2.7%	19 2.5%	13 1.6%	2 .6%	17 1.4%	17 2.4%	31 1.8%	-	8 2.4%	19 1.6%	
THREE OR FOUR TIMES A WEEK	17-2	111 6.0%	13 6.1%	19 4.2%	22 6.3%	35 5.9%	22 9.0%	60 8.0%	34 4.3%	17 5.3%	53 4.5%	58 8.4%	101 5.8%	9 9.4%	13 3.8%	91 7.6%	
TWICE A WEEK	17-3	261 13.9%	24 11.3%	61 13.2%	40 11.5%	92 15.3%	43 17.7%	111 14.8%	104 13.1%	46 14.0%	161 13.7%	99 14.3%	241 14.0%	13 13.9%	36 10.8%	205 17.2%	
ONCE A WEEK	17-4	612 32.8%	47 22.2%	152 32.7%	135 38.7%	202 33.9%	76 31.0%	223 29.5%	273 34.6%	117 35.8%	407 34.6%	206 29.6%	566 32.7%	34 36.5%	90 27.2%	472 39.5%	
THREE TIMES A MONTH	17-5	190 10.2%	24 11.4%	54 11.7%	39 11.1%	62 10.5%	10 4.2%	66 8.7%	91 11.5%	34 10.3%	130 11.1%	60 8.7%	172 9.9%	12 12.2%	35 10.6%	141 11.8%	
TWICE A MONTH	17-6	190 10.2%	17 8.2%	57 12.2%	41 11.6%	63 10.5%	13 5.3%	65 8.6%	94 11.9%	31 9.6%	130 11.1%	60 8.7%	179 10.4%	7 7.3%	39 11.8%	131 11.0%	
ONCE A MONTH	17-7	153 8.2%	27 12.8%	36 7.8%	26 7.4%	41 6.9%	22 9.2%	59 7.8%	58 7.3%	37 11.3%	98 8.4%	55 7.9%	143 8.2%	4 3.9%	50 15.2%	71 6.0%	
LESS OFTEN THAN ONCE A MONTH	17-8	153 8.2%	29 13.5%	39 8.5%	26 7.5%	37 6.2%	22 8.9%	69 9.1%	61 7.7%	23 7.1%	91 7.7%	62 9.0%	142 8.2%	8 8.7%	61 18.2%	63 5.3%	
NEVER OR RARELY	17-9	134 7.2%	29 13.4%	32 7.0%	13 3.8%	41 6.8%	19 7.8%	67 8.8%	52 6.6%	15 4.7%	71 6.1%	63 9.1%	126 7.3%	6 6.1%	-	-	
DON'T KNOW	17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	17-R	31 1.7%	-	6 1.3%	4 1.2%	10 1.7%	10 4.3%	16 2.1%	11 1.4%	4 1.3%	17 1.4%	14 2.0%	28 1.6%	2 1.9%	-	-	
NUMBER OF RESPONDENTS		1869 100.2%	213 100.0%	465 100.1%	350 100.0%	597 100.1%	244 100.1%	754 99.9%	789 100.0%	326 100.0%	1175 100.0%	694 100.1%	1730 99.9%	94 99.9%	332 100.0%	1194 100.0%	
MEAN		4.37	3.57	4.06	4.28	4.66	5.13	4.72	4.15	4.13	4.18	4.71	4.35	4.55	3.82	5.06	
STD DEV		4.35764	1.8994	0.1643	0.83894	5.6365	1.0114	0.90804	0.4103	0.64233	0.98674	0.90894	0.35703	0.8079	4.41874	1.885	

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVED BEEF

QUESTION 2

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

5 OR 6 OR
LESS MORE
IN- IN-
HOME HOME

TOTAL 65YR 1-2 3-4 5+
CAN- UNDER 25-34 35-44 45-64 AND PER- PER- PER- WITH-
ADA 25 YR YEARS YEARS YEARS OVER SONS SONS SONS WITH OUT CANADA OTHER

MUCH MORE OFTEN	18-1	78 4.2%	12 5.8%	25 5.5%	13 3.6%	22 3.6%	7 2.7%	27 3.6%	32 4.0%	19 6.0%	54 4.6%	24 3.5%	75 4.4%	2 1.8%	14 4.3%	45 3.8%
A LITTLE MORE OFTEN	18-2	93 5.0%	16 7.7%	31 6.6%	15 4.3%	23 3.8%	8 3.2%	45 5.9%	32 4.0%	16 5.0%	51 4.4%	41 6.0%	88 5.1%	-	19 5.7%	51 4.3%
ABOUT THE SAME	18-3	937 50.2%	91 42.8%	216 46.5%	183 52.2%	321 53.7%	127 51.9%	359 47.4%	397 50.3%	182 56.0%	609 51.8%	329 47.4%	876 50.6%	40 42.9%	178 53.7%	579 48.4%
A LITTLE LESS OFTEN	18-4	432 23.1%	60 28.1%	106 22.8%	86 24.7%	128 21.5%	52 21.4%	174 23.1%	189 23.9%	69 21.3%	270 23.0%	163 23.4%	395 22.9%	27 28.4%	67 20.3%	297 24.9%
MUCH LESS OFTEN	18-5	303 16.2%	33 15.7%	84 18.1%	50 14.2%	91 15.2%	44 18.2%	134 17.8%	137 17.3%	32 9.7%	182 15.5%	120 17.4%	272 15.7%	25 26.9%	48 14.4%	217 18.2%
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	18-R	25 1.4%	-	3 .6%	3 1.0%	13 2.1%	6 2.6%	16 2.1%	3 .4%	6 1.9%	9 .8%	16 2.3%	23 1.3%	-	5 1.5%	5 .4%
NUMBER OF RESPONDENTS		1849 100.1%	213 100.1%	465 100.0%	350 99.9%	597 100.0%	244 99.9%	754 99.9%	789 99.9%	326 99.9%	1175 100.1%	694 100.0%	1730 100.0%	94 100.0%	332 99.9%	1194 100.0%
MEAN		2.57	2.60	2.58	2.58	2.58	2.49	2.53	2.53	2.76	2.59	2.54	2.59	2.21	2.65	2.50
STD DEV		.9637	1.0265	1.0341	.9145	.9238	.9253	.9766	.9595	.9220	.9596	.9698	.9638	.9044	.9491	.9645

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVE PORK

QUESTION 2

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

		TOTAL					65YR	1-2	3-4	5+					5 OR 6 OR	
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-		CANADA	OTHER	LESS	MORE
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT			IN-	IN-
															HOME	HOME
MUCH MORE OFTEN	19-1	79	21	22	10	21	5	31	36	12	49	30	75	4	14	50
		4.2%	10.0%	4.8%	2.8%	3.5%	1.9%	4.1%	4.6%	3.7%	4.2%	4.3%	4.3%	4.0%	4.2%	4.1%
A LITTLE MORE OFTEN	19-2	309	37	88	70	90	24	101	155	52	220	89	289	16	53	219
		16.5%	17.3%	19.0%	20.0%	15.0%	9.9%	13.4%	19.7%	16.0%	18.7%	12.8%	16.7%	16.8%	16.1%	18.4%
ABOUT THE SAME	19-3	935	98	233	203	303	97	341	405	189	620	316	874	36	169	609
		50.0%	46.1%	50.3%	58.1%	50.8%	39.8%	45.2%	51.3%	58.1%	52.7%	45.5%	50.5%	38.7%	50.8%	51.0%
A LITTLE LESS OFTEN	19-4	278	35	73	39	87	44	132	104	42	154	124	247	21	46	181
		14.8%	16.2%	15.7%	11.0%	14.6%	18.0%	17.5%	13.1%	12.8%	13.1%	17.8%	14.3%	22.8%	13.8%	15.2%
MUCH LESS OFTEN	19-5	153	15	35	20	50	31	72	64	17	86	67	142	8	30	100
		8.2%	7.2%	7.6%	5.8%	8.4%	12.9%	9.5%	8.1%	5.3%	7.3%	9.7%	8.2%	8.9%	9.1%	8.4%
DON'T KNOW	19-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	19-R	116	7	13	8	46	43	77	25	13	47	69	103	8	20	35
		6.2%	3.2%	2.7%	2.3%	7.6%	17.5%	10.3%	3.2%	4.0%	4.0%	10.0%	5.9%	8.8%	6.0%	2.9%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		99.9%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	99.9%	100.0%	100.0%	100.0%
MEAN		2.93	3.07	2.98	3.03	2.90	2.64	2.83	3.00	3.00	2.99	2.82	2.94	2.83	2.92	2.95
STD DEV		.9264	1.0246	.9296	.8176	.9105	.9593	.9599	.9283	.8233	.8996	.9634	.9275	.9852	.9365	.9267

COMPARED WITH 3 YRS. AGO, HOW MUCH MORE OR LESS OFTEN SERVE POULTRY

QUESTION 2

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

	TOTAL	AGE OF FEMALE HEAD											FAMILY SIZE		CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
		UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH- WITH- CANADA	OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME							
MUCH MORE OFTEN	20-1	206 11.0%	28 12.9%	43 9.3%	29 8.3%	78 13.0%	29 11.8%	100 13.3%	80 10.1%	27 8.2%	118 10.1%	88 12.7%	188 10.9%	9 9.5%	37 11.0%	141 11.8%				
A LITTLE MORE OFTEN	20-2	427 22.8%	46 21.5%	113 24.3%	105 29.9%	116 19.4%	47 19.4%	156 20.7%	189 23.9%	82 25.2%	281 23.9%	146 21.1%	396 22.9%	20 21.4%	76 22.9%	313 26.2%				
ABOUT THE SAME	20-3	1024 54.8%	102 47.7%	256 55.0%	194 55.4%	351 58.8%	122 49.8%	388 51.5%	444 56.3%	192 58.8%	667 56.8%	357 51.4%	949 54.9%	54 57.0%	182 54.8%	656 54.9%				
A LITTLE LESS OFTEN	20-4	106 5.7%	18 8.5%	35 7.6%	10 2.9%	26 4.4%	16 6.6%	49 6.5%	43 5.4%	14 4.4%	58 4.9%	48 6.9%	104 6.0%	2 1.9%	24 7.3%	59 5.0%				
MUCH LESS OFTEN	20-5	43 2.3%	13 5.9%	9 2.0%	7 2.0%	5 .8%	9 3.8%	18 2.4%	19 2.5%	5 1.5%	28 2.4%	14 2.1%	38 2.2%	5 4.8%	7 2.0%	18 1.5%				
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
NOT STATED	20-R	63 3.4%	7 3.5%	8 1.8%	5 1.5%	22 3.6%	21 8.5%	43 5.7%	15 1.9%	6 1.9%	23 1.9%	41 5.9%	55 3.2%	5 5.0%	6 1.9%	8 .6%				
NUMBER OF RESPONDENTS		1869 100.0%	213 100.0%	465 100.0%	350 100.0%	597 100.0%	244 99.9%	754 100.1%	789 100.1%	326 100.0%	1175 100.0%	694 100.1%	1730 100.1%	94 99.9%	332 99.9%	1194 100.0%				
MEAN		3.36	3.28	3.32	3.40	3.41	3.31	3.38	3.34	3.35	3.35	3.38	3.35	3.31	3.34	3.42				
STD DEV		.84701	.80059	.8257	.7679	.8059	.9334	.8989	.8315	.7600	.8246	.8859	.8447	.8749	.8500	.8191				

COMPARED TO 3 YRS AGO, HOW MUCH MORE/LESS OFTEN SERVE FISH/ SHELLFISH QUESTION 2

PRESENCE OF **COUNTRY OF**..PROPORTION OF IN/..*

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL	UNDER 25	25-34	35-44	45-64	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME		
MUCH MORE OFTEN	21-1	176 9.4%	20 9.6%	54 11.7%	31 8.9%	55 9.2%	16 6.4%	77 10.2%	76 9.6%	23 7.1%	106 9.1%	70 10.1%	159 9.1%	11 11.6%	20 6.0%	147 12.3%
A LITTLE MORE OFTEN	21-2	357 19.1%	33 15.3%	113 24.2%	70 20.0%	108 18.0%	34 14.1%	110 14.6%	180 22.8%	67 20.5%	252 21.4%	105 15.2%	330 19.1%	16 17.2%	50 15.1%	290 24.3%
ABOUT THE SAME	21-3	945 50.6%	108 50.5%	205 44.0%	198 56.6%	321 53.7%	114 46.6%	377 50.0%	386 48.8%	182 35.9%	597 50.8%	348 50.1%	888 51.3%	42 44.9%	185 55.6%	613 51.3%
A LITTLE LESS OFTEN	21-4	159 8.5%	24 11.3%	45 9.7%	26 7.3%	41 6.9%	24 9.8%	62 8.2%	73 9.2%	24 7.5%	100 8.3%	59 8.5%	140 8.1%	11 11.7%	40 12.1%	93 7.7%
MUCH LESS OFTEN	21-5	147 7.9%	22 10.1%	30 6.4%	17 4.9%	48 8.0%	31 12.8%	78 10.3%	49 6.3%	20 6.1%	79 6.7%	68 9.8%	136 7.9%	9 9.7%	29 8.6%	48 4.1%
DON'T KNOW	21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	21-R	84 4.5%	7 3.2%	19 4.0%	8 2.3%	25 4.2%	25 10.3%	50 6.6%	25 3.2%	9 2.8%	40 3.4%	44 6.3%	77 4.5%	5 5.0%	8 2.5%	4 .3%
NUMBER OF RESPONDENTS		1869 100.0%	213 100.0%	465 100.0%	350 100.0%	597 100.0%	244 100.0%	754 99.9%	789 99.9%	326 99.9%	1175 99.9%	694 100.0%	1730 100.0%	94 100.1%	332 99.9%	1194 100.0%
MEAN		3.14	3.03	3.26	3.21	3.14	2.91	3.07	3.21	3.15	3.18	3.08	3.14	3.10	2.98	3.33
STD DEV		.9970	1.0418	1.0181	.8943	.9784	1.0566	1.0584	.9716	.8998	.9652	1.0468	.9880	1.0908	.9374	.9316

NUMBER OF TIMES (OUT OF LAST 10 OCCASIONS) ATE FISH/SHELLFISH AT HOME

QUESTION 3

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...*.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL										5 OR 6 OR				
		CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH- OUT	WITH CANADA	OTHER	LESS IN- HOME	MORE IN- HOME	
ONCE	22-1	25 1.5%	3 1.9%	3 .7%	6 1.7%	10 1.8%	4 1.7%	14 2.1%	8 1.1%	3 1.1%	13 1.2%	12 2.0%	23 1.4%	1 1.1%	25 7.6%	-
TWICE	22-2	79 4.6%	13 6.8%	12 2.8%	11 3.4%	27 4.9%	16 7.6%	46 6.8%	19 2.7%	14 4.5%	38 3.5%	41 6.6%	73 4.6%	4 4.1%	79 23.7%	-
THREE TIMES	22-3	54 3.2%	7 3.7%	14 3.2%	13 3.8%	12 2.1%	9 4.3%	19 2.8%	26 3.5%	9 3.1%	37 3.4%	17 2.7%	50 3.2%	4 4.3%	54 16.2%	-
FOUR TIMES	22-4	52 3.0%	7 4.0%	13 3.0%	12 3.6%	17 3.1%	3 1.3%	27 4.1%	19 2.7%	5 1.6%	28 2.6%	24 3.9%	47 3.0%	1 1.0%	52 15.6%	-
FIVE TIMES	22-5	110 6.4%	9 5.0%	27 6.2%	23 6.9%	39 7.0%	12 5.7%	52 7.7%	40 5.5%	18 5.8%	63 5.8%	46 7.5%	96 6.1%	7 8.6%	110 33.0%	-
SIX TIMES	22-6	77 4.5%	7 3.7%	16 3.9%	22 6.7%	20 3.6%	12 5.5%	35 5.2%	29 4.0%	13 4.2%	45 4.1%	32 5.2%	73 4.7%	4 4.1%	-	77 6.4%
SEVEN TIMES	22-7	66 3.9%	12 6.5%	14 3.3%	11 3.4%	24 4.5%	4 2.1%	35 5.1%	21 3.0%	10 3.4%	32 3.0%	34 5.5%	63 4.0%	4 4.3%	-	66 5.6%
EIGHT TIMES	22-8	281 16.5%	39 21.0%	77 18.2%	43 12.8%	98 17.9%	24 11.2%	102 15.2%	132 18.1%	47 15.3%	187 17.2%	94 15.3%	266 16.9%	12 13.8%	-	281 23.5%
NINE TIMES	22-9	202 11.8%	14 7.7%	71 16.7%	38 11.6%	60 11.0%	18 8.3%	68 10.2%	95 13.1%	38 12.5%	142 13.1%	60 9.7%	185 11.8%	14 15.8%	-	202 16.9%
NONE	22-0	13 .7%	-	7 1.7%	-	2 .4%	4 1.6%	9 1.3%	3 .4%	1 .3%	5 .5%	8 1.2%	13 .8%	-	13 3.8%	-
TEN OR MORE TIMES	22-X	568 33.3%	51 27.8%	138 32.3%	131 39.5%	184 33.7%	64 29.8%	185 27.6%	262 36.0%	121 39.6%	394 36.3%	174 28.2%	523 33.2%	28 32.4%	-	568 47.6%
NOT STATED	22-R	178 10.5%	22 11.8%	34 8.0%	22 6.7%	55 10.1%	45 20.8%	80 11.9%	72 9.9%	26 8.6%	103 9.4%	76 12.3%	165 10.4%	9 10.6%	-	-
ANALYZED RESPONDENTS		1704 99.9%	185 99.9%	426 100.0%	333 100.1%	547 100.1%	214 99.9%	671 100.0%	726 100.6%	306 100.0%	1087 100.1%	617 100.1%	1575 100.1%	87 100.1%	332 99.9%	1194 100.0%
MEAN		8.09	7.70	8.22	8.29	8.14	7.63	7.52	8.43	8.47	8.36	7.59	8.09	8.19	3.31	9.41
STD DEV		2.99883	0.3052	0.85702	0.94382	0.94683	0.42693	1.19572	0.77902	0.87952	0.85593	1.18052	0.99272	0.8472	1.50581	0.6643

AVERAGE NUMBER OF SERVINGS PER MONTH OF...

	TOTAL	PRESENCE OF **COUNTRY OF**..PROPORTION OF IN/..													5 OR 6 OR	
		*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**..CHILDREN...**..EDUCATION...**..OUT-HOME CONSUMPTION.*													LESS	MORE
		CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH- WITH	WITH- OUT	CANADA	OTHER	IN- HOME	IN- HOME
CANNED FISH	MEAN	1.60	1.45	1.56	1.60	1.55	1.94	1.76	1.52	1.43	1.48	1.80	1.59	1.57	1.02	1.77
	S.D.	2.28182	1.13972	1.44952	1.15932	1.07692	1.68292	1.58942	1.18391	1.69292	1.05162	1.62952	1.24091	1.8821	2.00182	1.3648
FISH AND CHIPS FROM A FISH & CHIP SHOP	MEAN	.24	.23	.14	.25	.26	.39	.29	.20	.23	.21	.29	.24	.27	.29	.23
	S.D.	.9224	.9722	.6226	.7497	.62701	1.83731	1.1697	.6912	.7728	.72621	1.1924	.9450	.6607	.7613	.9812
FRESH FISH	MEAN	.64	.46	.42	.56	.72	1.12	.78	.52	.59	.54	.81	.62	.75	.39	.68
	S.D.	1.62791	1.05791	1.03201	1.32761	1.89072	1.41741	1.94041	1.37801	1.38191	1.36661	1.99711	1.62011	1.6888	1.15821	1.6516
FROZEN COATED/BATTERED FISH	MEAN	.76	.84	.77	.77	.67	.91	.72	.79	.80	.78	.73	.76	.78	.50	.84
	S.D.	1.46121	1.34821	1.25641	1.30591	1.29182	1.32511	1.65241	1.36461	1.21311	1.31211	1.69281	1.47481	1.3478	1.23991	1.5070
FROZEN FILLETS/BLOCKS	MEAN	1.13	.79	.99	1.06	1.23	1.55	1.24	1.03	1.12	1.09	1.20	1.11	1.20	.59	1.29
	S.D.	1.95441	1.52101	1.56032	1.11281	1.80442	1.83022	1.19691	1.79231	1.73641	1.84302	1.13671	1.90591	1.5122	1.74871	1.9873
SHELLFISH	MEAN	.37	.24	.35	.40	.34	.54	.41	.37	.28	.34	.43	.38	.22	.26	.41
	S.D.	1.1222	.7395	.8415	.94071	1.00222	1.05171	1.3762	.9782	.7667	.91271	1.41861	1.1428	.7204	1.00381	1.1519
OTHER FISH/SHELLFISH	MEAN	.26	.08	.13	.27	.31	.54	.30	.23	.25	.24	.30	.26	.30	.14	.29
	S.D.	1.2076	.3939	.5586	.90451	1.38842	1.13461	1.35451	1.1807	.89091	1.09901	1.37921	1.2336	.9511	.89231	1.2790

AVERAGE NUMBER OF TIMES (OUT OF LAST 10 SERVING OCCASIONS) FOR EACH OF FOLLOWING COOKING METHODS OF FISH/SHELLFISH

	PRESENCE OF **COUNTRY OF**..PROPORTION OF IN/...*														5 OR 6 OR		
	*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*														LESS	MORE	
	TOTAL	65YR	1-2	3-4	5+	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR	5 OR 6 OR
	CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-	WITH-	CANADA	OTHER				
	ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER				
BAKED - IN FOIL	MEAN	.80	.64	.77	.74	.85	1.02	.90	.68	.90	.73	.94	.81	.66	.71	.82	
	S.D.	1.73021	.49271	.80991	.77931	.67661	.78861	.79691	.52612	.00121	.65891	.84471	.75181	.5192	1.41181	.8213	
BAKED - NOT IN FOIL	MEAN	1.79	1.77	2.19	2.00	1.56	1.13	1.44	2.01	1.99	1.97	1.46	1.81	1.65	1.26	1.94	
	S.D.	2.64242	.29352	.95542	.84302	.51091	.87522	.23902	.82642	.88352	.81262	.26182	.67582	.3583	2.03352	.7594	
BOILED OR POACHED	MEAN	.58	.49	.34	.62	.68	.84	.63	.49	.68	.54	.65	.57	.57	.35	.63	
	S.D.	1.39241	.16601	.02441	.36881	.46381	.94601	.45481	.18441	.67441	.33411	.48951	.39701	.3153	.88591	.4719	
BROILED OR GRILLED	MEAN	.79	.83	.80	.78	.91	.70	.82	.73	.85	.75	.85	.77	.85	.77	.81	
	S.D.	1.64031	.73361	.61351	.53871	.70981	.57741	.69171	.53351	.76661	.58751	.72971	.63841	.5782	1.53511	.6940	
DEEP-FRIED	MEAN	.70	.76	.88	.81	.60	.30	.43	.80	.99	.84	.44	.69	.65	.61	.71	
	S.D.	1.68351	.61451	.92501	.82141	.55581	.07491	.29161	.74862	.13061	.84861	.30181	.69221	.4407	1.48041	.7393	
PAN-FRIED	MEAN	2.17	1.58	1.86	2.19	2.45	2.58	2.19	2.02	2.46	2.20	2.11	2.18	2.12	1.73	2.27	
	S.D.	2.60061	.97472	.52182	.65082	.64542	.87652	.49862	.49822	.98952	.67412	.45962	.64391	.9918	2.28312	.6739	
STEAMED	MEAN	.16	.08	.12	.18	.17	.29	.18	.14	.16	.14	.19	.15	.37	.10	.18	
	S.D.	.7150	.4195	.5023	.6965	.72791	.1707	.8076	.6159	.7233	.6363	.8376	.69581	.0795	.4895	.7522	
STEWED OR CASSEROLED	MEAN	.72	.64	.69	.70	.77	.75	.80	.65	.70	.67	.81	.72	.73	.65	.73	
	S.D.	1.48891	.32111	.46491	.46891	.56541	.50531	.57101	.41421	.47631	.43001	.58651	.50101	.4916	1.44781	.5002	
RE-HEATED LEFT-OVERS	MEAN	.33	.30	.21	.28	.32	.74	.41	.29	.27	.29	.41	.34	.23	.36	.31	
	S.D.	1.0022	.7007	.81851	.0786	.92201	.4777	.91851	.00541	.14441	.0369	.93061	.0230	.7759	.9950	.9878	
OTHER COOKING METHOD	MEAN	.49	.49	.58	.51	.48	.27	.40	.62	.37	.53	.41	.50	.42	.52	.49	
	S.D.	1.32181	.20691	.34071	.37491	.38511	.05821	.12171	.56551	.01881	.41991	.11801	.33861	.2545	1.26591	.3236	
NOT COOKED AT HOME / READY-TO-SERVE	MEAN	1.38	1.63	1.60	1.59	1.14	.89	1.31	1.43	1.37	1.43	1.28	1.38	1.27	1.41	1.41	
	S.D.	2.34972	.41042	.60502	.47212	.13921	.82732	.39042	.30072	.37362	.33062	.38142	.37421	.9859	2.29932	.3986	

AVERAGE NUMBER OF TIMES (OUT OF LAST 10 SERVING OCCASIONS) FOR EACH OF FOLLOWING WAYS OF SERVING FISH/SHELLFISH

	PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...															
	*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.															
	TOTAL					65YR	1-2	3-4	5+	WITH-			5 OR 6 OR			
CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-	WITH-	WITH-	CANADA	OTHER	LESS	MORE	
ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-		
														HOME	HOME	
BATTERED	MEAN	1.37	1.87	1.65	1.46	1.18	.67	1.11	1.52	1.58	1.53	1.10	1.39	1.37	1.28	1.42
	S.D.	2.17792	.48502	.33312	.14582	.00551	.73472	.05172	.14082	.44722	.23452	.04102	.19732	.0708	2.10062	.2057
BREADED OR COATED	MEAN	1.89	1.77	2.01	1.91	1.85	1.83	1.71	1.99	2.03	1.98	1.72	1.89	2.00	1.28	2.09
	S.D.	2.51852	.27792	.75952	.41832	.40372	.63732	.42632	.53542	.64272	.54662	.45722	.54752	.2058	1.74992	.6867
IN A CASSEROLE	MEAN	.69	.58	.55	.61	.82	.91	.82	.63	.56	.62	.84	.70	.79	.65	.70
	S.D.	1.35901	.18251	.09981	.20881	.54881	.65421	.55781	.23141	.16301	.21811	.57501	.36891	.3408	1.25621	.3806
IN A SANDWICH	MEAN	1.70	2.05	1.64	2.11	1.53	1.23	1.56	1.77	1.82	1.76	1.58	1.73	1.32	1.53	1.75
	S.D.	2.05711	.98422	.09472	.35781	.89201	.68731	.94492	.07982	.20892	.10081	.96852	.08101	.7273	1.96772	.0806
MIXED WITH RICE	MEAN	.30	.35	.36	.22	.29	.27	.32	.29	.27	.27	.36	.30	.19	.32	.30
	S.D.	.9293	.93031	.1350	.7867	.8789	.7442	.9282	.9000	.9961	.9069	.9664	.9423	.6782	.8146	.9711
PLAIN (WITH VEGETABLE OTHER THAN SALAD)	MEAN	1.78	1.56	1.59	1.79	1.89	2.08	1.89	1.61	1.94	1.71	1.90	1.77	1.48	1.29	1.93
	S.D.	2.53382	.30132	.39152	.46172	.59672	.92702	.68392	.35872	.58482	.42912	.71042	.53982	.5442	2.09082	.6520
WITH A SAUCE	MEAN	.70	.48	.72	.74	.68	.87	.76	.67	.68	.66	.79	.70	.78	.67	.72
	S.D.	1.3742	.82361	.53171	.43291	.26991	.54291	.46231	.29451	.36311	.30311	.49191	.37151	.4595	1.26991	.4178
WITH OR IN A SALAD	MEAN	.86	.76	.89	.94	.78	.97	.95	.81	.80	.81	.94	.87	.81	.83	.86
	S.D.	1.50171	.50831	.56091	.64771	.36331	.42851	.59151	.42441	.47741	.44331	.60031	.52751	.2093	1.36191	.5434
IN SOME OTHER WAY	MEAN	.51	.27	.40	.53	.64	.58	.53	.50	.48	.50	.53	.50	.74	.59	.49
	S.D.	1.3946	.76551	.11401	.50701	.64011	.43231	.38651	.33351	.54381	.38771	.40661	.37751	.7410	1.50921	.3412

FISH ATTITUDES AND LIFESTYLE FACTORS

Order of Presentation

- Fish attitude factors by region, population density, household income and occupation
- Fish attitude factors by age of female head, household size, presence of children, country of education and proportion of in/out-of-home consumption
- Lifestyle factors by region, population density, household income and occupation
- Lifestyle factors by age of female head, household size, presence of children, country of education and proportion of in/out-of-home consumption

	TOTAL	*.....REGION.....*					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			*#H. H. OCCUPATION*				
		CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARID	PRAIR IES	100M AND OVER	100M- 100M- URBAN	UR RURAL	\$10M TO \$10M	\$15M TO \$14.9	\$25M OR OVER	PROF/ MGR	SALES/ CLER- CAL	BLUE COLLAR		
'FISH NOT A MAIN MEAL'	MEAN	1.77	1.44	1.85	1.82	1.78	1.65	1.77	1.78	1.77	1.91	1.79	1.69	1.64	1.67	1.71	1.74
	S.D.	.9362	.7706	.9638	.9852	.8766	.8369	.9328	.9660	.9098	1.0836	.8547	.8573	.8107	.7967	.8438	.9106
'FISH LIGHT AND EASY MEAL'	MEAN	4.26	4.31	4.34	4.26	4.14	4.22	4.27	4.29	4.20	4.32	4.26	4.23	4.21	4.24	4.23	4.20
	S.D.	.6697	.7092	.5949	.6854	.7038	.6716	.6787	.6486	.6663	.6686	.6467	.6801	.6694	.6777	.6109	.6742
'SHELLFISH POSITIVE'	MEAN	3.19	3.50	3.34	3.02	3.00	3.46	3.29	3.20	2.94	3.12	3.07	3.18	3.43	3.32	3.39	3.08
	S.D.	1.1102	.9148	1.0187	1.1919	1.0889	1.0464	1.1095	1.1041	1.0778	1.1464	1.0848	1.0795	1.0839	1.1260	1.0485	1.0583
'FRESH IS BETTER THAN FROZEN'	MEAN	3.50	3.65	3.53	3.38	3.55	3.66	3.48	3.52	3.54	3.63	3.46	3.46	3.42	3.40	3.47	3.48
	S.D.	.7758	.7623	.7763	.7907	.7207	.7551	.7905	.7600	.7532	.7909	.7757	.7733	.7292	.7415	.7374	.7657
'KNOWLEDGEABLE ABOUT FISH PREPARATION'	MEAN	3.34	3.64	3.61	3.20	3.07	3.35	3.33	3.39	3.31	3.49	3.25	3.27	3.27	3.26	3.29	3.29
	S.D.	.8426	.8128	.7964	.8307	.7957	.8297	.8566	.8275	.8209	.8600	.7435	.8609	.8363	.8289	.8465	.7995
'BRAND ORIENTED'	MEAN	3.34	3.27	3.45	3.38	3.22	3.22	3.37	3.40	3.19	3.46	3.23	3.27	3.36	3.23	3.30	3.24
	S.D.	.9163	.9738	.8996	.9340	.8777	.8690	.9330	.8975	.8767	.9418	.9194	.8963	.8767	.8927	.9246	.9123
'HALIBUT POSITIVE'	MEAN	3.18	3.45	3.00	3.27	3.16	3.11	3.17	3.27	3.11	3.36	3.11	3.06	3.12	3.09	3.14	3.09
	S.D.	.8703	.9892	.9192	.8347	.7571	.8367	.8823	.8462	.8580	.8864	.9027	.8163	.8454	.7935	.9126	.8425
'FISHBONE FEARS'	MEAN	3.17	3.03	3.27	3.18	3.26	2.86	3.17	3.27	3.06	3.27	3.12	3.20	3.01	3.02	3.25	3.15
	S.D.	1.1913	1.1843	1.2447	1.1974	1.1203	1.0873	1.1716	1.1982	1.2232	1.2454	1.1744	1.1604	1.1431	1.1460	1.1822	1.1885
'ANTI-COD'	MEAN	2.34	2.24	2.44	2.39	2.33	2.02	2.34	2.39	2.28	2.46	2.37	2.27	2.21	2.27	2.31	2.30
	S.D.	.8769	.9790	.8732	.8743	.8237	.8054	.8915	.8700	.8428	.9435	.8175	.8504	.8278	.8194	.8086	.8654
'CANNED - POSITIVE'	MEAN	3.48	3.13	3.43	3.52	3.60	3.59	3.50	3.51	3.40	3.54	3.41	3.48	3.47	3.44	3.46	3.40
	S.D.	.7429	.6994	.7542	.7481	.6903	.7155	.7248	.7687	.7533	.7955	.7560	.7019	.6938	.6754	.6975	.7309

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
	TOTAL	CAN- ADA	ATLAN TIC	QUE- REC	ONT- ARIO	PRAIR IES	B.C.	100M AND OVER	100M- URBAN	RURAL	\$10M UNDER TO \$10M	\$15M TO \$24.9	\$25M OR OVER	PROF/ MGR	SALES/ CLER- CAL	BLUE COLLAR	
'SOLE - POSITIVE'	MEAN	3.37	3.17	3.58	3.37	3.18	3.33	3.46	3.32	3.19	3.45	3.29	3.30	3.42	3.34	3.43	3.27
	S.D.	.7972	.8519	.7852	.7995	.7049	.7865	.7968	.7940	.7656	.8275	.8427	.7422	.7649	.7664	.8037	.7651
'CANNED - EXPENSIVE'	MEAN	4.09	4.30	3.71	4.24	4.14	4.24	4.12	4.06	4.04	4.15	4.06	4.05	4.08	4.02	4.15	4.05
	S.D.	.9056	.8553	.9642	.8474	.8395	.8202	.8949	.8950	.9506	.9312	.9079	.9096	.8482	.8770	.8923	.9277
'FISH EXPENSIVE / NOT BETTER VALUE'	MEAN	3.24	2.87	3.50	3.14	3.20	3.31	3.28	3.28	3.11	3.29	3.24	3.24	3.16	3.15	3.31	3.21
	S.D.	.8549	.9264	.8152	.8298	.7612	.9193	.8393	.8915	.8390	.8564	.8564	.8688	.8224	.8382	.8033	.8840
'POOR SUPERMARKET MERCHANDISING'	MEAN	3.15	3.20	3.06	3.18	3.14	3.23	3.14	3.19	3.13	3.17	3.16	3.16	3.10	3.14	3.16	3.13
	S.D.	.7718	.7990	.7688	.7631	.7720	.7648	.7941	.7600	.7243	.7801	.7537	.7627	.7857	.7482	.7361	.7765
'FISH IS GOOD FOR YOU'	MEAN	3.96	4.12	3.95	3.97	3.86	4.02	3.98	3.96	3.91	3.97	3.97	3.93	3.99	3.99	3.99	3.90
	S.D.	.6813	.6763	.6968	.6737	.6576	.6787	.6852	.6815	.6682	.7015	.6778	.6956	.6253	.6588	.6732	.6877
'FAMILY NOT WANT FISH'	MEAN	2.82	2.44	2.86	2.92	2.83	2.65	2.87	2.80	2.72	2.84	2.88	2.76	2.82	2.79	2.88	2.77
	S.D.	.9467	.9560	.9414	.9750	.8356	.9215	.9377	.9697	.9335	.9477	.9464	.9479	.9390	.9494	.9334	.9319
'CAN KEEP FISH'	MEAN	2.84	3.05	2.81	2.94	2.73	2.64	2.84	2.85	2.85	2.84	2.93	2.78	2.86	2.89	2.86	2.89
	S.D.	.9066	.9734	.8239	.9089	.9077	.9599	.9139	.8620	.9369	.9260	.8532	.8927	.9350	.8912	.8927	.8824
'COD - POSITIVE'	MEAN	2.96	2.89	2.95	2.97	2.92	3.08	2.94	3.01	2.98	3.08	2.93	2.92	2.86	2.89	2.91	2.94
	S.D.	.7838	.9014	.8548	.7460	.6864	.7554	.7461	.8430	.8042	.8578	.7639	.7473	.7022	.6965	.6991	.7723
'OUT-OF-HOME FISH BEST'	MEAN	2.45	2.24	2.20	2.62	2.53	2.47	2.46	2.50	2.35	2.54	2.38	2.39	2.44	2.41	2.43	2.38
	S.D.	.9608	.9105	.9129	.9890	.9155	.9289	.9913	.9211	.9177	1.0332	.9048	.9364	.9113	.8962	.9520	.9361
'NOT LIKE FISH SHELL/ APPEARANCE'	MEAN	2.71	2.27	2.59	2.87	2.78	2.66	2.79	2.69	2.51	2.74	2.68	2.70	2.68	2.70	2.68	2.66
	S.D.	.9433	.9189	.9271	.9619	.8816	.8834	.9401	.9448	.9189	.9691	.9057	.9201	.9659	.9406	.9147	.9175

FISH ATTITUDES

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*
 *.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**..CHILDREN.**..EDUCATION.**..OUT-HOME CONSUMPTION.*

	TOTAL	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME
'FISH NOT A MAIN MEAL'	MEAN 1.77	1.82	1.68	1.68	1.74	2.11	1.88	1.71	1.68	1.72	1.86	1.77	1.75
	S.D. .9362	.8555	.7888	.8478	.9323	1.2601	1.0648	.8420	.8020	.8592	1.0483	.9298	1.0357
'FISH LIGHT AND EASY MEAL'	MEAN 4.26	4.08	4.17	4.21	4.34	4.48	4.33	4.21	4.23	4.21	4.34	4.25	4.36
	S.D. .6697	.6503	.6455	.6772	.6725	.6303	.6748	.6589	.6715	.6696	.6627	.6719	.6372
'SHELLFISH POSITIVE'	MEAN 3.19	3.09	3.23	3.17	3.24	3.13	3.29	3.19	2.99	3.13	3.30	3.20	3.04
	S.D. 1.1102	1.0759	1.0706	1.0471	1.1365	1.2310	1.1674	1.0789	1.0228	1.0680	1.1732	1.1062	1.1575
'FRESH IS BETTER THAN FROZEN'	MEAN 3.50	3.46	3.42	3.42	3.54	3.76	3.60	3.45	3.41	3.45	3.60	3.51	3.44
	S.D. .7758	.7117	.7053	.7637	.8193	.8096	.7974	.7471	.7705	.7576	.7980	.7730	.8000
'KNOWLEDGEABLE ABOUT FISH PREPARATION'	MEAN 3.34	3.23	3.17	3.25	3.43	3.68	3.48	3.24	3.25	3.26	3.47	3.32	3.49
	S.D. .8426	.8695	.7767	.8528	.8091	.8783	.8599	.8060	.8456	.8224	.8602	.8405	.8160
'BRAND ORIENTED'	MEAN 3.34	3.13	3.13	3.25	3.43	3.84	3.49	3.26	3.21	3.26	3.49	3.35	3.23
	S.D. .9163	.8256	.8673	.9180	.9504	.7644	.9162	.9092	.8863	.9047	.9172	.9143	.9163
'HALIBUT POSITIVE'	MEAN 3.18	3.02	3.00	3.01	3.29	3.66	3.32	3.08	3.10	3.11	3.30	3.18	3.24
	S.D. .8703	.7640	.7511	.8467	.9028	.9153	.9134	.8339	.8126	.8433	.9020	.8755	.8243
'FISHBONE FEARS'	MEAN 3.17	3.14	3.11	3.11	3.16	3.45	3.22	3.15	3.10	3.15	3.20	3.18	2.99
	S.D. 1.1913	1.1397	1.1532	1.1936	1.1918	1.2691	1.2156	1.1645	1.1961	1.1743	1.2198	1.1962	1.0289
'ANTI-COD'	MEAN 2.34	2.35	2.29	2.19	2.34	2.66	2.42	2.29	2.25	2.29	2.43	2.34	2.16
	S.D. .8769	.8192	.7412	.8625	.9209	1.0056	.9363	.8423	.8015	.8391	.9327	.8701	.9812
'CANNED - POSITIVE'	MEAN 3.48	3.41	3.31	3.41	3.57	3.80	3.58	3.42	3.42	3.43	3.58	3.49	3.49
	S.D. .7429	.6923	.6704	.7021	.7388	.8611	.7759	.7084	.7255	.7182	.7747	.7425	.7598

		PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/..													5 OR 6 OR	
		*....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*													LESS	MORE
	TOTAL	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH- WITH OUT	CANADA	OTHER	IN- HOME	IN- HOME		
'SOLE - POSITIVE'	MEAN	3.37	3.17	3.27	3.30	3.45	3.63	3.46	3.32	3.28	3.31	3.47	3.36	3.56	3.43	3.37
	S.D.	.7972	.6445	.7002	.7662	.8769	.8390	.8263	.7595	.7985	.7774	.8204	.7942	.8212	.7811	.8068
'CANNED - EXPENSIVE'	MEAN	4.09	4.08	4.01	4.01	4.16	4.20	4.16	4.06	4.01	4.07	4.13	4.09	4.15	4.05	4.12
	S.D.	.9056	.8443	.9297	.8886	.9086	.9015	.8959	.9197	.8819	.8964	.9203	.8991	.9746	.9023	.8871
'FISH EXPENSIVE / NOT BETTER VALUE'	MEAN	3.24	3.16	3.16	3.20	3.26	3.48	3.28	3.21	3.22	3.21	3.29	3.24	3.14	3.38	3.14
	S.D.	.8549	.8516	.8031	.8464	.9098	.7767	.8464	.8493	.8836	.8528	.8559	.8468	.9441	.8326	.8562
'POOR SUPERMARKET MERCHANDISING'	MEAN	3.15	3.18	3.20	3.12	3.09	3.21	3.17	3.17	3.06	3.14	3.16	3.16	3.07	3.19	3.11
	S.D.	.7718	.7171	.7044	.7829	.7919	.8571	.8069	.7370	.7647	.7437	.8171	.7664	.8507	.7898	.7596
'FISH IS GOOD FOR YOU'	MEAN	3.96	3.87	3.92	3.96	3.99	4.07	4.00	3.97	3.88	3.94	4.00	3.95	4.05	3.97	3.98
	S.D.	.6813	.7300	.6533	.6648	.6739	.7159	.7104	.6590	.6602	.6706	.6982	.6844	.5947	.6845	.6648
'FAMILY NOT WANT FISH'	MEAN	2.82	2.84	2.68	2.87	2.84	2.94	2.83	2.78	2.89	2.82	2.82	2.83	2.67	2.99	2.66
	S.D.	.9467	.9031	.9124	.0387	.9282	.9231	.9373	.9545	.9440	.9506	.9399	.9470	.9100	.9102	.9251
'CAN KEEP FISH'	MEAN	2.84	3.12	2.96	2.91	2.70	2.64	2.82	2.85	2.89	2.87	2.80	2.86	2.66	2.87	2.89
	S.D.	.9066	.7945	.8092	.9225	.9420	.9578	.9474	.8615	.9148	.8924	.9288	.8987	.0099	.9759	.8954
'COD - POSITIVE'	MEAN	2.96	2.93	2.94	2.83	3.00	3.15	3.01	2.95	2.89	2.94	3.00	2.96	3.09	2.93	2.96
	S.D.	.7838	.6323	.6188	.7515	.8532	1.0073	.8376	.7218	.7973	.7515	.8364	.7816	.7949	.8012	.7560
'OUT-OF-HOME FISH BEST	MEAN	2.45	2.51	2.31	2.34	2.49	2.73	2.56	2.41	2.27	2.38	2.56	2.45	2.45	2.79	2.27
	S.D.	.9608	.9232	.8860	.9093	.9486	1.1563	1.0148	.9340	.8630	.9244	1.0104	.9589	.9246	1.0232	.8833
'NOT LIKE FISH SHELL/ APPEARANCE'	MEAN	2.71	2.74	2.65	2.69	2.66	2.91	2.78	2.66	2.63	2.66	2.77	2.71	2.57	2.78	2.56
	S.D.	.9433	.9478	.9190	.9647	.9179	.9867	.9642	.9273	.9194	.9219	.9747	.9370	.9994	.9026	.8978

	REGION.....					*POPULATION DENSITY*...			HOUSEHOLD INCOME...			*H. H. OCCUPATION*				
		TOTAL					100M UNDER		\$10M	\$15M	\$25M	SALES/					
		CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR
'INFLATION SUFFERER'	MEAN	3.50	3.60	3.47	3.54	3.41	3.52	3.45	3.54	3.58	3.69	3.57	3.45	3.20	3.31	3.50	3.56
	S.D.	.8214	.8483	.7735	.8347	.8143	.8591	.8346	.8055	.7965	.7718	.8108	.8214	.8144	.8470	.8103	.8057
'CAREER-ORIENTED WOMAN	MEAN	2.93	2.95	2.74	3.03	2.90	3.04	3.00	2.88	2.80	2.79	2.89	2.95	3.17	3.07	3.09	2.97
	S.D.	.9733	.9586	.9830	.9656	.9568	.9425	.9843	.9763	.9237	.9110	.9622	.9925	1.0069	1.0497	.9823	.9063
'HAPPY HOMEMAKER'	MEAN	3.35	3.36	3.51	3.29	3.34	3.20	3.33	3.37	3.39	3.48	3.35	3.25	3.28	3.26	3.26	3.33
	S.D.	.8146	.8629	.8074	.8000	.7994	.8058	.8288	.7627	.8327	.7775	.8226	.8330	.8083	.8396	.7980	.8035
'CONVENIENCE REJECTOR'	MEAN	3.87	4.05	3.84	3.86	3.79	3.90	3.86	3.85	3.89	3.94	3.80	3.83	3.85	3.82	3.78	3.81
	S.D.	.7652	.7401	.6730	.7757	.8329	.8206	.7834	.7528	.7311	.7427	.7468	.7779	.7899	.7927	.7811	.7490
'THRIFTY SHOPPER'	MEAN	3.69	3.96	3.42	3.83	3.65	3.76	3.67	3.73	3.70	3.84	3.72	3.67	3.45	3.55	3.56	3.72
	S.D.	.8272	.7531	.8080	.8038	.8110	.8472	.8370	.8114	.8186	.8404	.7919	.8042	.8140	.8438	.7911	.8026
'MEAT REJECTOR'	MEAN	4.28	4.35	4.31	4.29	4.15	4.36	4.35	4.26	4.15	4.15	4.31	4.31	4.45	4.43	4.32	4.28
	S.D.	.6419	.6548	.6186	.6353	.6751	.6274	.6266	.6378	.6641	.6611	.6264	.6295	.5943	.5973	.5874	.6497
'DEFENDER OF HIGHER EATING STANDARDS'	MEAN	4.25	4.33	4.15	4.31	4.24	4.24	4.25	4.28	4.19	4.27	4.19	4.22	4.30	4.26	4.22	4.21
	S.D.	.6649	.6620	.6432	.6555	.7026	.6594	.6646	.6513	.6775	.6886	.6619	.6389	.6603	.6443	.6988	.6756
'CREATIVE COOK AND ENTERTAINER'	MEAN	3.26	3.22	3.37	3.23	3.27	3.16	3.21	3.32	3.34	3.29	3.23	3.29	3.20	3.25	3.21	3.28
	S.D.	.7903	.8845	.7689	.8055	.6857	.8335	.8024	.7730	.7675	.8500	.7774	.7567	.7442	.7631	.7348	.7885
'I AM MORE AWARE OF NUTRITION'	MEAN	4.34	4.47	4.39	4.30	4.28	4.34	4.34	4.40	4.25	4.36	4.30	4.38	4.28	4.35	4.31	4.25
	S.D.	.8743	.7654	.8080	.9118	.8924	.9311	.8915	.8037	.8999	.8846	.8582	.8370	.9219	.8717	.8821	.8932

		PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/..														
		*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE....**..CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*														
		TOTAL					65YR	1-2	3-4	5+	WITH-				5 OR	6 OR
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH	OUT	CANADA	OTHER	LESS	MORE
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-
														HOME	HOME	
'INFLATION SUFFERER'	MEAN	3.50	3.53	3.51	3.44	3.45	3.68	3.51	3.49	3.49	3.51	3.48	3.50	3.58	3.37	3.50
	S.D.	.8214	.7499	.8734	.7878	.8252	.7890	.8416	.8234	.7673	.8110	.8384	.8210	.7646	.8270	.8043
'CAREER-ORIENTED WOMAN	MEAN	2.93	3.26	3.06	2.96	2.84	2.53	2.93	2.99	2.75	2.92	2.94	2.93	2.91	2.98	2.95
	S.D.	.9733	.8902	.9749	1.0080	.9712	.8229	.9799	.9630	.9615	.9683	.9815	.9748	.9366	.9898	.9711
'HAPPY HOHEMAKER'	MEAN	3.35	3.28	3.31	3.23	3.40	3.53	3.45	3.28	3.29	3.28	3.48	3.35	3.23	3.28	3.37
	S.D.	.8146	.8186	.7879	.8308	.8209	.7795	.8449	.7923	.7700	.7869	.8445	.8149	.8372	.8229	.7967
'CONVENIENCE FOOD REJECTOR'	MEAN	3.87	3.55	3.81	3.84	3.94	4.09	3.92	3.82	3.86	3.84	3.91	3.86	4.05	3.71	3.92
	S.D.	.7652	.8254	.7595	.7449	.7517	.6780	.7942	.7545	.7128	.7409	.8027	.7704	.6636	.8302	.7451
'THRIFTY SHOPPER'	MEAN	3.69	3.57	3.60	3.63	3.74	3.94	3.70	3.68	3.71	3.69	3.69	3.68	3.87	3.59	3.73
	S.D.	.8272	.8076	.7876	.8213	.8423	.8289	.8691	.8065	.7774	.7972	.8764	.8303	.7342	.8223	.8177
'MEAT REJECTOR'	MEAN	4.28	4.26	4.36	4.34	4.26	4.13	4.22	4.34	4.31	4.32	4.23	4.28	4.35	4.27	4.34
	S.D.	.6419	.6738	.5886	.6367	.6496	.6672	.6523	.6145	.6688	.6335	.6520	.6388	.7047	.6497	.6311
'DEFENDER OF HIGHER EATING STANDARDS'	MEAN	4.25	4.26	4.14	4.21	4.30	4.37	4.30	4.22	4.19	4.21	4.31	4.24	4.35	4.27	4.24
	S.D.	.6649	.6592	.6689	.6447	.6673	.6514	.6710	.6667	.6362	.6566	.6748	.6657	.6288	.6393	.6669
'CREATIVE COOK AND ENTERTAINER'	MEAN	3.26	3.41	3.34	3.22	3.19	3.23	3.25	3.26	3.29	3.27	3.25	3.26	3.21	3.29	3.24
	S.D.	.7903	.7305	.7605	.6864	.8196	.9308	.8300	.7643	.7595	.7644	.8333	.7851	.8221	.8210	.7670
'I AM MORE AWARE OF NUTRITION'	MEAN	4.34	4.18	4.39	4.22	4.36	4.50	4.38	4.32	4.28	4.31	4.38	4.33	4.45	4.25	4.39
	S.D.	.8743	.9070	.7897	.9293	.9137	.7652	.8741	.8769	.8636	.8611	.8954	.8775	.8579	.9339	.8340

DETAILED FISH ATTITUDE DATA (A)

Order of Presentation

The extent of agreement/disagreement with each fish attitude statement presented in the same order as listed in the questionnaire appended to this report.

Each statement analyzed by:

- Region
- Population density
- Household income
- Occupation of head of household

'MY FAMILY LOVES SHELLFISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 15-1	423	57	125	122	51	67	247	104	73	123	74	123	103	141	68	117
		22.6%	36.3%	25.4%	17.7%	16.5%	31.0%	24.2%	23.0%	18.2%	19.9%	22.3%	22.2%	28.3%	26.4%	26.1%	20.5%
SOMEWHAT AGREE	(X4) 15-2	341	30	115	108	54	53	195	102	64	101	63	110	87	118	63	113
		19.3%	19.4%	23.4%	15.7%	17.4%	24.3%	19.2%	22.4%	16.1%	16.4%	18.9%	19.8%	23.9%	22.1%	24.3%	19.9%
NEITHER AGREE NOR DISAGREE	15-3 (X3)	333	23	87	124	59	39	176	83	74	113	50	112	58	82	38	110
		17.8%	14.9%	17.7%	18.1%	19.0%	18.0%	17.4%	18.4%	18.5%	18.4%	14.9%	20.2%	15.9%	15.4%	14.4%	19.3%
SOMEWHAT DISAGREE	(X2) 15-4	281	29	79	105	48	21	151	56	74	84	56	89	53	91	44	86
		15.1%	18.4%	16.0%	15.2%	15.2%	9.8%	14.9%	12.3%	18.6%	13.6%	16.8%	16.0%	14.5%	17.0%	16.7%	15.1%
COMPLETELY DISAGREE(1)	15-5	399	11	69	201	90	28	208	89	101	151	84	107	57	93	45	127
		21.3%	7.2%	14.0%	29.2%	28.7%	12.8%	20.5%	19.7%	25.4%	24.5%	25.1%	19.3%	15.6%	17.5%	17.1%	22.4%
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	15-R	71	6	18	28	10	9	39	19	13	45	7	14	6	9	4	16
		3.8%	3.8%	3.6%	4.1%	3.2%	4.2%	3.9%	4.2%	3.2%	7.2%	2.0%	2.5%	1.7%	1.6%	1.4%	2.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.1%
MEAN		3.07	3.61	3.31	2.77	2.77	3.53	3.12	3.17	2.82	2.93	2.96	3.10	3.35	3.23	3.26	3.01
STD DEV		1.47691	1.35051	1.39381	1.49171	1.46641	1.37861	1.48331	1.45381	1.45921	1.49451	1.51501	1.43491	1.43341	1.45891	1.44921	1.4575

'CANNED FISH IS BETTER VALUE FOR MONEY THAN FRESH OR FROZEN FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION**				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARID	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 16-1	77	-	15	30	12	19	38	22	17	38	10	21	8	15	6	20
		4.1%		3.1%	4.4%	3.9%	9.0%	3.7%	5.0%	4.2%	6.2%	2.9%	3.9%	2.1%	2.7%	2.2%	3.6%
SOMEWHAT AGREE	(X4) 16-2	251	20	48	84	65	34	135	63	53	103	34	69	45	60	33	67
		13.4%	12.4%	9.8%	12.2%	20.8%	15.9%	13.3%	13.9%	13.3%	16.7%	10.2%	12.4%	12.4%	11.2%	12.7%	11.8%
NEITHER AGREE NOR DISAGREE	16-3 (X3)	680	30	178	273	116	83	397	162	121	189	123	217	151	217	99	209
		36.4%	19.4%	36.0%	39.6%	37.3%	38.0%	39.1%	35.8%	30.2%	30.6%	36.9%	39.1%	41.6%	40.7%	37.9%	36.7%
SOMEWHAT DISAGREE	(X2) 16-4	474	48	142	169	66	50	249	109	116	139	92	145	98	139	73	161
		25.4%	30.8%	28.7%	24.5%	21.0%	22.8%	24.5%	24.0%	29.2%	22.6%	27.6%	26.1%	26.9%	26.1%	27.7%	28.2%
COMPLETELY DISAGREE(1)	16-5	312	52	89	104	43	24	163	77	72	104	63	90	55	94	46	92
		16.7%	33.2%	18.0%	15.1%	13.7%	10.8%	16.0%	17.0%	18.0%	16.8%	18.9%	16.2%	15.1%	17.7%	17.6%	16.1%
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	16-R	75	7	21	29	10	7	35	20	20	43	12	13	7	9	5	20
		4.0%	4.2%	4.3%	4.3%	3.3%	3.4%	3.4%	4.5%	5.0%	7.0%	3.5%	2.4%	1.9%	1.6%	1.8%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.1%	100.0%	99.9%	100.0%	100.2%	99.9%	99.9%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%
MEAN		2.61	2.12	2.49	2.65	2.79	2.89	2.63	2.64	2.54	2.71	2.49	2.61	2.59	2.55	2.53	2.57
STD DEV		1.05901	0.02691	0.01281	0.03521	0.05721	0.09981	0.03441	0.08921	0.08371	0.15311	0.01541	0.0294	.96611	0.0016	.99981	0.0232

'I WOULD NEVER SERVE FISH TO "COMPANY"'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER		10M		\$15M	\$25M	SALES/		CLER- BLUE		
CAN- ADA		TIC	BEC	ARIO	IES	B.C.	AND	100M- OVER	URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR PROF/ OVER	HGR	CLER- CAL	BLUE COLLAR
COMPLETELY AGREE	(X5) 17-1	153 8.2%	3 2.0%	32 6.5%	82 12.0%	28 8.9%	7 3.4%	87 8.6%	35 7.7%	30 7.6%	54 8.7%	29 8.7%	34 6.1%	36 9.9%	48 9.0%	19 7.2%	37 6.5%
SOMEWHAT AGREE	(X4) 17-2	199 10.6%	6 3.7%	47 9.4%	93 13.5%	40 13.0%	13 6.0%	118 11.7%	50 10.9%	31 7.7%	59 9.6%	27 8.1%	63 11.4%	50 13.6%	58 10.9%	29 11.2%	56 9.8%
NEITHER AGREE NOR DISAGREE	17-3 (X3)	265 14.2%	16 10.4%	72 14.5%	97 14.0%	58 18.6%	22 10.2%	140 13.7%	69 15.1%	57 14.2%	89 14.5%	50 14.9%	84 15.2%	41 11.4%	67 12.6%	38 14.7%	93 16.3%
SOMEWHAT DISAGREE	(X2) 17-4	424 22.7%	26 16.6%	122 24.8%	161 23.4%	73 23.3%	41 19.0%	223 21.9%	104 22.9%	97 24.4%	117 19.0%	98 29.3%	132 23.9%	76 20.9%	117 22.0%	58 22.1%	143 25.0%
COMPLETELY DISAGREE(1)	17-5	752 40.2%	100 63.5%	201 40.6%	223 32.3%	103 33.0%	126 58.0%	411 40.5%	180 39.6%	161 40.4%	252 40.9%	123 36.6%	226 40.8%	151 41.5%	234 43.8%	112 43.0%	219 38.4%
DON'T KNOW	17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	17-R	77 4.1%	6 3.8%	20 4.1%	33 4.8%	10 3.3%	7 3.3%	37 3.6%	17 3.8%	23 5.7%	45 7.3%	8 2.3%	14 2.6%	10 2.7%	9 1.6%	5 1.8%	22 3.9%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 99.9%	689 100.0%	312 100.1%	217 99.9%	1017 100.0%	454 100.0%	399 100.0%	617 100.0%	334 99.9%	554 100.0%	364 100.0%	533 99.9%	261 100.0%	570 99.9%
MEAN		2.21	1.59	2.13	2.47	2.39	1.74	2.23	2.21	2.13	2.20	2.21	2.16	2.28	2.18	2.16	2.18
STD DEV		1.3177	.9672	1.2513	1.4016	1.3188	1.0975	1.3400	1.3028	1.2723	1.3477	1.2723	1.2572	1.3945	1.3462	1.2960	1.2484

'CANNED FISH IS CONVENIENT'

QUESTION B

	REGION.....					*POPULATION DENSITY*...				HOUSEHOLD INCOME...			**H. H. OCCUPATION**			
TOTAL							100M UNDER				\$10M	\$15M	\$25M	SALES/			
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 18-1	859	58	173	325	182	131	480	210	179	293	142	257	177	251	136	229
		46.5%	36.8%	35.0%	47.2%	58.3%	60.2%	47.2%	46.3%	44.8%	47.4%	42.3%	46.5%	48.6%	47.1%	51.9%	40.2%
SOMEWHAT AGREE	(X4) 18-2	674	68	199	241	98	68	361	170	143	205	137	197	135	197	90	232
		36.0%	43.0%	40.3%	35.0%	31.5%	31.3%	35.5%	37.5%	35.8%	33.2%	41.0%	35.6%	37.0%	36.9%	34.4%	40.7%
NEITHER AGREE NOR DISAGREE	18-3 (X3)	177	18	67	64	17	11	98	38	41	52	31	61	32	57	21	64
		9.5%	11.6%	13.5%	9.3%	5.4%	5.1%	9.6%	8.5%	10.2%	8.5%	9.4%	11.0%	8.9%	10.6%	8.0%	11.2%
SOMEWHAT DISAGREE	(X2) 18-4	44	6	22	13	2	1	20	8	15	12	10	13	8	13	7	15
		2.3%	4.0%	4.4%	1.9%	.6%	.4%	2.0%	1.9%	3.7%	2.0%	2.9%	2.4%	2.3%	2.3%	2.8%	2.6%
COMPLETELY DISAGREE	(1) 18-5	28	1	10	16	1	-	18	4	7	13	6	6	3	7	2	10
		1.5%	.7%	2.1%	2.3%	.3%		1.7%	.8%	1.7%	2.1%	1.8%	1.1%	.8%	1.2%	.7%	1.7%
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	18-R	78	6	23	30	12	6	40	23	15	42	9	19	9	10	6	21
		4.2%	3.8%	4.7%	4.4%	3.9%	3.0%	3.9%	5.1%	3.8%	6.8%	2.6%	3.4%	2.5%	1.8%	2.2%	3.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	100.1%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%	100.0%	100.1%
MEAN		4.29	4.16	4.07	4.29	4.53	4.56	4.30	4.33	4.23	4.31	4.22	4.28	4.34	4.29	4.37	4.19
STD DEV		.8589	.8450	.9423	.8951	.6585	.6142	.8666	.7888	.9101	.8914	.8752	.8486	.7997	.8454	.8086	.8733

'IF I HAD FRESH FISH STORE NEARBY, I WOULD BUY FISH MORE OFTEN'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*

TOTAL
 CAN- ATLAN QUE- ONT- PRAIR 100M UNDER \$10M \$15M \$25M SALES/
 ADA TIC BEC ARIO IES B.C. AND 100M- UNDER TO TO OR PROF/ CLER- BLUE
 30.0% 43.6% 33.9% 27.1% 28.4% 22.9% 27.1% 30.8% 36.4% 34.8% 28.2% 26.3% 29.1% 25.3% 27.8% 29.8%

COMPLETELY AGREE (X5) 19-1 561 68 167 186 89 50 275 140 145 215 94 146 106 135 73 170
 30.0% 43.6% 33.9% 27.1% 28.4% 22.9% 27.1% 30.8% 36.4% 34.8% 28.2% 26.3% 29.1% 25.3% 27.8% 29.8%

SOMEWHAT AGREE (X4) 19-2 460 35 113 177 81 54 243 119 98 140 80 151 89 138 74 134
 24.6% 22.0% 22.9% 25.7% 26.0% 24.9% 23.9% 26.2% 24.5% 22.8% 23.8% 27.3% 24.4% 25.8% 28.2% 23.6%

NEITHER AGREE NOR DISAGREE (X3) 19-3 391 25 104 129 78 55 231 95 65 99 80 122 91 130 56 129
 20.9% 16.0% 21.1% 18.8% 24.9% 25.2% 22.7% 20.9% 16.4% 16.0% 23.8% 22.1% 24.9% 24.3% 21.6% 22.7%

SOMEWHAT DISAGREE (X2) 19-4 190 15 36 88 27 25 103 49 38 55 34 60 41 65 21 62
 10.2% 9.6% 7.3% 12.8% 8.5% 11.4% 10.2% 10.8% 9.5% 9.0% 10.2% 10.9% 11.2% 12.2% 7.8% 10.9%

COMPLETELY DISAGREE(1) 19-5 202 9 48 86 29 30 126 35 40 68 39 60 35 59 32 56
 10.8% 5.6% 9.6% 12.5% 9.3% 13.9% 12.4% 7.8% 10.2% 11.0% 11.7% 10.9% 9.6% 11.0% 12.3% 9.8%

DON'T KNOW 19-X - - - - - - - - - - - - - - - - -

NOT STATED 19-R 65 5 25 22 9 4 37 16 12 40 8 14 3 7 6 18
 3.5% 3.1% 5.1% 3.2% 3.0% 1.8% 3.7% 3.5% 3.0% 6.5% 2.3% 2.5% .9% 1.3% 2.2% 3.2%

NUMBER OF RESPONDENTS 1869 157 494 689 312 217 1017 454 399 617 334 554 364 533 261 570
 100.0% 99.9% 99.9% 100.1% 100.1% 100.1% 100.0% 100.0% 100.0% 100.1% 100.0% 100.0% 100.1% 99.9% 99.9% 100.0%

MEAN 3.55 3.91 3.68 3.43 3.57 3.32 3.45 3.64 3.70 3.66 3.48 3.49 3.53 3.43 3.53 3.54
 STD DEV 1.32351.23661.30271.35821.25651.32751.33921.25581.33691.36661.32371.29651.28161.29471.31651.3024

'FISH SOLD AT THE FISH COUNTER IN SUPERMARKETS LOOKS UNAPPETIZING'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 20-1	245	23	44	100	39	38	146	53	45	89	44	73	39	68	30	66
		13.1%	14.9%	9.0%	14.5%	12.5%	17.6%	14.4%	11.8%	11.4%	14.4%	13.3%	13.1%	10.8%	12.7%	11.7%	11.6%
SOMEWHAT AGREE	(X4) 20-2	543	63	111	218	82	68	294	139	110	159	111	169	104	169	90	154
		29.0%	40.1%	22.6%	31.7%	26.2%	31.3%	28.9%	30.5%	27.7%	25.7%	33.1%	30.5%	28.6%	31.6%	34.5%	26.9%
NEITHER AGREE NOR DISAGREE	20-3 (X3)	552	27	170	186	115	53	288	138	127	163	110	166	113	168	77	176
		29.5%	17.5%	34.4%	27.0%	37.0%	24.6%	28.3%	30.4%	31.8%	26.5%	32.8%	30.0%	31.1%	31.6%	29.6%	30.9%
SOMEWHAT DISAGREE	(X2) 20-4	302	25	109	93	44	31	155	76	71	101	44	88	70	80	40	112
		16.2%	16.0%	22.1%	13.5%	14.2%	14.2%	15.3%	16.8%	17.8%	16.4%	13.0%	15.9%	19.1%	15.0%	15.3%	19.7%
COMPLETELY DISAGREE(1)	20-5	159	14	39	63	23	20	98	29	31	59	19	46	34	43	19	44
		8.5%	9.0%	7.8%	9.1%	7.3%	9.3%	9.6%	6.5%	7.8%	9.6%	5.8%	8.3%	9.4%	8.1%	7.2%	7.7%
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	20-R	68	4	21	28	8	7	36	18	14	46	7	12	3	6	5	18
		3.6%	2.5%	4.2%	4.1%	2.7%	3.0%	3.5%	4.1%	3.5%	7.5%	2.0%	2.2%	.9%	1.1%	1.8%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	99.9%	99.9%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	100.0%	99.9%	100.1%	100.1%	100.0%
MEAN		3.23	3.37	3.03	3.30	3.23	3.35	3.24	3.25	3.18	3.20	3.36	3.25	3.12	3.26	3.29	3.16
STD DEV		1.14581	1.19101	1.07951	1.16911	1.08611	1.20621	1.18131	1.09071	1.11261	1.20351	1.05931	1.13471	1.13231	1.11471	1.09111	1.1188

'YOU CAN NOT TRUST THE QUALITY OF FROZEN FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100H- URBAN	RURAL	UNDER \$10H	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 21-1	182	18	65	54	25	21	89	46	47	75	28	55	23	36	17	62
		9.7%	11.4%	13.1%	7.8%	7.9%	9.7%	8.8%	10.1%	11.7%	12.2%	8.4%	10.0%	6.3%	6.7%	6.5%	10.9%
SOMEWHAT AGREE	(X4) 21-2	480	34	151	139	91	65	242	137	101	163	98	124	95	115	78	153
		25.7%	21.6%	30.5%	20.2%	29.2%	30.0%	23.8%	30.2%	25.3%	26.4%	29.2%	22.5%	26.1%	21.6%	29.9%	26.9%
NEITHER AGREE NOR DISAGREE	21-3 (X3)	506	47	112	189	95	63	267	117	122	162	94	153	98	167	70	150
		27.1%	30.1%	22.7%	27.5%	30.5%	28.9%	26.3%	25.8%	30.7%	26.3%	28.0%	27.6%	26.9%	31.4%	26.9%	26.4%
SOMEWHAT DISAGREE	(X2) 21-4	399	35	96	169	63	35	231	99	69	104	67	135	93	128	56	127
		21.3%	22.4%	19.5%	24.5%	20.3%	16.3%	22.7%	21.7%	17.3%	16.8%	20.0%	24.4%	25.5%	24.0%	21.6%	22.2%
COMPLETELY DISAGREE	(1) 21-5	228	17	48	109	28	26	148	37	42	64	39	74	51	80	33	60
		12.2%	10.8%	9.7%	15.8%	8.9%	12.2%	14.6%	8.2%	10.6%	10.3%	11.7%	13.3%	14.1%	15.1%	12.6%	10.5%
DON'T KNOW	21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	21-R	74	6	22	29	10	6	38	19	17	49	9	12	4	7	7	17
		4.0%	3.8%	4.5%	4.2%	3.2%	2.9%	3.8%	4.1%	4.4%	8.0%	2.6%	2.2%	1.2%	1.3%	2.5%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%	100.1%	100.1%	100.0%	99.9%
MEAN		2.99	3.00	3.19	2.79	3.07	3.09	2.89	3.13	3.11	3.15	3.03	2.91	2.85	2.81	2.96	3.06
STD DEV		1.184	1.173	1.202	1.185	1.095	1.169	1.201	1.133	1.168	1.194	1.154	1.193	1.150	1.143	1.144	1.178

'I BUY THE BRAND OF FROZEN FISH THAT HAS MOST ATTRACTIVE PACKAGE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 22-1	37	1	7	17	6	7	24	8	6	17	6	8	7	7	4	12
		2.0%	.6%	1.3%	2.4%	2.0%	3.2%	2.4%	1.7%	1.4%	2.7%	1.7%	1.5%	1.8%	1.4%	1.7%	2.0%
SOMEWHAT AGREE	(X4) 22-2	79	5	12	36	16	10	44	19	16	27	14	18	19	23	11	22
		4.2%	3.5%	2.4%	5.2%	5.1%	4.5%	4.3%	4.3%	4.0%	4.5%	4.3%	3.3%	5.2%	4.3%	4.1%	3.9%
NEITHER AGREE NOR DISAGREE	22-3 (X3)	332	20	63	128	75	47	181	89	62	111	59	100	63	93	50	107
		17.8%	12.7%	12.7%	18.5%	24.0%	21.6%	17.8%	19.7%	15.5%	17.9%	17.5%	18.1%	17.3%	17.4%	19.0%	18.7%
SOMEWHAT DISAGREE	(X2) 22-4	394	35	103	143	66	47	213	97	84	113	74	130	78	126	60	105
		21.1%	22.4%	20.8%	20.7%	21.2%	21.8%	21.0%	21.3%	21.2%	18.3%	22.2%	23.5%	21.3%	23.6%	22.8%	18.4%
COMPLETELY DISAGREE	(1) 22-5	943	89	280	336	138	101	510	220	213	297	172	282	192	275	129	304
		50.4%	56.5%	56.6%	48.7%	44.2%	46.3%	50.1%	48.4%	53.5%	48.1%	51.4%	50.8%	52.8%	51.5%	49.5%	53.4%
DON'T KNOW	22-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	22-R	84	7	30	30	11	6	45	21	17	53	10	15	6	10	8	20
		4.5%	4.3%	6.1%	4.4%	3.5%	2.6%	4.4%	4.7%	4.4%	8.5%	2.9%	2.7%	1.7%	1.8%	2.9%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%
MEAN		1.81	1.63	1.63	1.87	1.96	1.94	1.83	1.84	1.73	1.86	1.79	1.78	1.80	1.78	1.82	1.78
STD DEV		1.0210	.8854	.91031	.06411	.05121	.08261	.04111	.0123	.97431	.0779	.9993	.96861	.0228	.97901	.00151	.0256

'I WOULD BUY SHELLFISH MORE OFTEN IF IT WERE LESS EXPENSIVE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER TO	\$14.9	\$24.9	OR PROF/ OVER	HGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 23-1	754	84	224	241	105	99	427	183	144	226	131	230	167	237	117	231
		40.3%	53.4%	45.4%	35.0%	33.7%	45.8%	42.0%	40.3%	36.2%	36.7%	39.1%	41.5%	45.9%	44.5%	44.6%	40.6%
SOMEWHAT AGREE	(X4) 23-2	352	33	90	117	60	52	194	100	58	95	60	118	80	111	62	103
		18.8%	20.8%	18.3%	17.0%	19.3%	23.9%	19.1%	22.0%	14.6%	15.3%	17.9%	21.3%	21.9%	20.7%	23.5%	18.0%
NEITHER AGREE NOR DISAGREE	23-3 (X3)	259	10	67	102	57	22	140	52	66	82	49	87	40	71	30	92
		13.8%	6.7%	13.5%	14.8%	18.4%	10.1%	13.8%	11.4%	16.7%	13.3%	14.8%	15.7%	10.9%	13.2%	11.6%	16.2%
SOMEWHAT DISAGREE	(X2) 23-4	112	8	32	40	22	9	51	32	29	42	25	27	18	27	18	33
		6.0%	5.3%	6.4%	5.8%	7.1%	4.4%	5.0%	6.9%	7.4%	6.7%	7.4%	4.9%	5.0%	5.1%	6.8%	5.9%
COMPLETELY DISAGREE	(1) 23-5	308	15	55	159	57	23	164	64	80	118	61	77	52	78	30	89
		16.5%	9.4%	11.1%	23.0%	18.2%	10.8%	16.2%	14.0%	20.2%	19.2%	18.2%	13.9%	14.3%	14.6%	11.3%	15.7%
DON'T KNOW	23-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	23-R	85	7	26	30	10	11	41	24	20	54	9	15	7	10	6	21
		4.5%	4.5%	5.4%	4.4%	3.2%	5.0%	4.0%	5.2%	5.0%	8.7%	2.7%	2.7%	2.0%	1.9%	2.2%	3.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.1%	100.1%	100.0%	99.9%	100.0%	100.1%	99.8%	100.1%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.1%
MEAN		3.63	4.08	3.85	3.37	3.45	3.94	3.68	3.71	3.41	3.48	3.54	3.74	3.82	3.77	3.85	3.64
STD DEV		1.49631	1.31461	1.38711	1.59071	1.49081	1.33731	1.48471	1.44591	1.55981	1.56901	1.52451	1.41621	1.43721	1.44311	1.36791	1.4730

'I AM AFRAID OF SOME FISH BECAUSE OF THE PUBLICITY ABOUT MERCURY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...HOUSEHOLD INCOME...*					**H. H. OCCUPATION**					
TOTAL		100M UNDER					\$10M	\$15M	\$25M	SALES/							
CAN- ADA		ATLAN TIC	QUE- REC	ONT- ARIO	PRAIR IES	B.C.	100M- OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 24-1	145 7.8%	8 5.0%	43 8.8%	69 10.0%	19 6.1%	6 2.9%	82 8.1%	35 7.7%	29 7.2%	71 11.5%	27 8.0%	33 6.0%	15 4.0%	28 5.3%	14 5.3%	43 7.5%
SOMEWHAT AGREE	(X4) 24-2	360 19.3%	29 18.5%	97 19.7%	151 22.0%	55 17.5%	28 12.7%	185 18.2%	95 20.9%	80 20.1%	134 21.7%	54 16.1%	103 18.5%	70 19.1%	97 18.2%	42 15.9%	103 18.1%
NEITHER AGREE NOR DISAGREE	24-3 (X3)	534 28.6%	43 27.3%	142 28.8%	181 26.2%	102 32.5%	67 30.7%	299 29.5%	127 27.9%	108 27.0%	142 23.1%	109 32.5%	179 32.3%	104 28.6%	171 32.0%	89 34.1%	173 30.3%
SOMEWHAT DISAGREE	(X2) 24-4	313 16.7%	26 16.9%	91 18.5%	104 15.1%	48 15.4%	43 19.7%	178 17.5%	79 17.5%	56 14.0%	80 13.0%	65 19.6%	97 17.5%	70 19.2%	106 19.8%	46 17.7%	91 15.9%
COMPLETELY DISAGREE(1)	24-5	454 24.3%	46 29.1%	96 19.5%	165 24.0%	80 25.7%	66 30.6%	242 23.8%	99 21.9%	113 28.3%	151 24.4%	72 21.5%	130 23.5%	102 27.9%	126 23.6%	66 25.1%	143 25.1%
DON'T KNOW	24-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	24-R	62 3.3%	5 3.2%	23 4.7%	18 2.7%	8 2.7%	7 3.4%	31 3.0%	19 4.1%	13 3.3%	38 6.2%	8 2.3%	12 2.2%	4 1.2%	6 1.1%	5 1.8%	17 3.1%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 100.0%	689 100.0%	312 99.9%	217 100.0%	1017 100.1%	454 100.0%	399 99.9%	617 99.9%	334 100.0%	554 100.0%	364 100.0%	533 100.0%	261 99.9%	570 100.0%
MEAN		2.68	2.52	2.79	2.78	2.62	2.35	2.68	2.74	2.63	2.82	2.69	2.65	2.51	2.61	2.58	2.66
STD DEV		1.26521	1.24281	1.24211	1.31601	1.22581	1.14151	1.25751	1.25141	1.29711	1.36751	1.21441	1.20591	1.20161	1.18491	1.18531	1.2567

'THE APPEARANCE OF BOSTON BLUEFISH PUTS ME OFF BUYING IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION**				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100H- URBAN	RURAL	UNDER \$10H	TO \$14.9	TO \$24.9	OR PROF/ MGR	CLER- CAL	BLUE COLLAR		
COMPLETELY AGREE	(X5) 25-1	87 4.7%	15 9.2%	20 4.0%	36 5.2%	12 3.8%	5 2.3%	53 5.2%	14 3.2%	20 5.0%	38 6.1%	13 3.8%	25 4.5%	12 3.2%	18 3.3%	11 4.0%	24 4.2%
SOMEWHAT AGREE	(X4) 25-2	138 7.4%	7 4.4%	33 6.6%	62 9.1%	20 6.5%	15 6.9%	71 7.0%	44 9.6%	23 5.7%	55 8.9%	27 8.0%	35 6.3%	21 5.9%	33 6.2%	19 7.4%	32 5.7%
NEITHER AGREE NOR DISAGREE	25-3 (X3)	836 44.7%	62 39.5%	175 35.4%	304 44.1%	164 52.6%	131 60.3%	459 45.2%	202 44.5%	175 43.8%	242 39.3%	147 44.0%	265 47.8%	182 49.9%	267 50.1%	120 46.0%	258 45.2%
SOMEWHAT DISAGREE	(X2) 25-4	274 14.6%	23 14.5%	81 16.5%	102 14.8%	43 13.9%	25 11.3%	151 14.8%	64 14.0%	59 14.9%	84 13.6%	51 15.3%	76 13.7%	63 17.3%	81 15.3%	43 16.4%	87 15.3%
COMPLETELY DISAGREE	(1) 25-5	436 23.3%	42 26.8%	152 30.7%	154 22.3%	63 20.1%	26 12.0%	235 23.1%	101 22.3%	100 25.1%	135 21.9%	85 25.3%	138 24.8%	79 21.8%	127 23.9%	63 24.1%	138 24.2%
DON'T KNOW	25-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	25-R	99 5.3%	9 5.6%	33 6.8%	31 4.5%	10 3.2%	16 7.2%	48 4.7%	29 6.4%	22 5.5%	64 10.4%	12 3.5%	16 2.9%	7 1.9%	7 1.2%	6 2.2%	31 5.4%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 100.0%	689 100.0%	312 100.1%	217 100.0%	1017 100.0%	454 100.0%	399 100.0%	617 100.2%	334 99.9%	554 100.0%	364 100.0%	533 100.0%	261 100.1%	570 100.0%
MEAN		2.53	2.52	2.32	2.58	2.59	2.74	2.54	2.55	2.48	2.60	2.48	2.51	2.50	2.49	2.50	2.48
STD DEV		1.09191	1.22381	1.13031	1.10801	1.0124	.86501	1.09871	1.06461	1.10311	1.15511	1.08441	1.08141	1.00541	1.02931	1.06741	1.0721

'A WELL BALANCED DIET SHOULD INCLUDE FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100% UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ATLAN QUE- ONI- PRAIR							AND 100M-			UNDER	TO	OR PROF/	CLER- BLUE				
ADA TIC REC ARIO IES		R.C.					OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	NGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 26-1	1285	127	360	453	204	141	708	307	270	412	230	385	258	374	193	377
		68.7%	80.7%	73.0%	65.7%	65.3%	65.0%	69.6%	67.6%	67.7%	66.8%	68.8%	69.5%	70.8%	70.2%	73.7%	66.1%
SOMEWHAT AGREE	(X4) 26-2	405	19	95	159	77	54	226	104	74	125	66	125	88	117	52	137
		21.6%	12.2%	19.3%	23.1%	24.8%	24.7%	22.3%	23.0%	18.6%	20.3%	19.9%	22.5%	24.3%	22.0%	19.9%	24.1%
NEITHER AGREE NOR DISAGREE	26-3 (X3)	87	5	17	38	16	11	33	20	33	31	24	21	11	25	7	31
		4.6%	3.3%	3.4%	5.5%	5.0%	5.0%	3.3%	4.5%	8.3%	5.0%	7.3%	3.7%	3.0%	4.7%	2.8%	5.5%
SOMEWHAT DISAGREE	(X2) 26-4	17	-	-	8	5	5	13	2	3	9	3	2	3	7	4	2
		.9%			1.1%	1.5%	2.3%	1.2%	.4%	.7%	1.5%	.9%	.4%	.8%	1.3%	1.5%	.3%
COMPLETELY DISAGREE	(1) 26-5	16	-	5	6	4	2	9	2	5	6	3	7	-	4	2	5
		.9%		.9%	.8%	1.3%	.8%	.9%	.5%	1.2%	.9%	.9%	1.3%		.7%	.7%	.9%
DON'T KNOW	26-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	26-R	60	6	17	26	6	5	27	19	14	34	8	14	4	6	4	17
		3.2%	3.8%	3.4%	3.7%	2.1%	2.2%	2.7%	4.1%	3.5%	5.4%	2.3%	2.5%	1.2%	1.1%	1.4%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%	99.9%	100.1%	100.0%	100.0%	99.9%
MEAN		4.62	4.80	4.69	4.58	4.55	4.54	4.63	4.64	4.56	4.59	4.58	4.63	4.67	4.61	4.67	4.59
STD DEV		.7042	.4765	.6327	.7268	.7769	.7687	.6976	.6387	.7845	.7508	.7445	.7034	.5743	.7066	.6747	.7027

'FRESH FISH USUALLY MORE ATTRACTIVELY DISPLAYED IN STORES THAN FROZEN'

QUESTION B

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-			UNDER TO			OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER MGR	CAL	COLLAR		
COMPLETELY AGREE	(X5) 27-1	330	34	90	105	46	55	194	62	74	127	56	82	64	83	31	101
		17.7%	21.4%	18.3%	15.3%	14.7%	25.3%	19.0%	13.7%	18.6%	20.7%	16.9%	14.8%	17.6%	15.5%	11.8%	17.7%
SOMEWHAT AGREE	(X4) 27-2	417	32	102	164	58	61	221	120	76	140	76	118	84	129	51	127
		22.3%	20.3%	20.6%	23.9%	18.6%	28.1%	21.7%	26.5%	19.0%	22.6%	22.6%	21.4%	23.0%	24.1%	19.4%	22.4%
NEITHER AGREE NOR DISAGREE	27-3 (X3)	675	50	167	249	143	65	356	163	156	198	127	215	136	206	106	209
		36.1%	32.0%	33.9%	36.2%	45.9%	30.0%	35.0%	36.0%	39.1%	32.1%	37.8%	38.8%	37.3%	38.7%	40.7%	36.6%
SOMEWHAT DISAGREE	(X2) 27-4	240	25	78	79	38	21	130	60	50	70	49	76	44	70	44	75
		12.9%	15.7%	15.8%	11.5%	12.1%	9.5%	12.8%	13.3%	12.5%	11.4%	14.7%	13.8%	12.2%	13.0%	16.9%	13.1%
COMPLETELY DISAGREE(1)	27-5	134	12	36	60	18	8	81	27	26	35	19	48	32	39	25	41
		7.2%	7.5%	7.4%	8.7%	5.8%	3.6%	7.9%	6.0%	6.5%	5.6%	5.6%	8.7%	8.8%	7.3%	9.4%	7.2%
DON'T KNOW	27-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	27-R	73	5	20	31	9	7	35	20	17	47	8	14	4	8	5	17
		3.9%	3.1%	4.1%	4.5%	2.9%	3.4%	3.5%	4.4%	4.3%	7.6%	2.3%	2.5%	1.1%	1.4%	1.8%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.0%	100.1%	100.1%	100.0%	99.9%	99.9%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		3.32	3.33	3.28	3.27	3.25	3.64	3.32	3.30	3.32	3.45	3.31	3.20	3.29	3.28	3.07	3.31
STD DEV		1.13	1.20	1.17	1.08	1.14	1.04	1.17	1.11	1.07	1.29	1.14	1.23	1.09	1.13	1.15	1.38

'I DO NOT TRUST FROZEN FISH UNLESS IT CARRIES A WELL-KNOWN BRAND NAME'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ATLAN QUE- QNT- PRAIR							AND 100M-	UNDER TO			OR PROF/	CLER- BLUE					
ADA TIC REC ARID IES B.C.							OVER URBAN RURAL	\$10M	\$14.9	\$24.9	OVER MGR	CAL COLLAR					
COMPLETELY AGREE	(X5) 28-1	286	27	81	119	33	26	158	74	54	116	43	75	52	71	32	70
		15.3%	17.1%	16.3%	17.2%	10.6%	12.2%	15.5%	16.3%	13.5%	18.8%	12.8%	13.5%	14.4%	13.3%	12.1%	12.3%
SOMEWHAT AGREE	(X4) 28-2	462	40	117	178	72	55	264	115	83	149	77	141	95	118	64	151
		24.7%	25.4%	23.7%	25.9%	23.1%	25.3%	26.0%	25.3%	20.9%	24.2%	23.1%	25.4%	26.0%	22.2%	24.5%	26.5%
NEITHER AGREE NOR DISAGREE	28-3 (X3)	503	35	117	178	107	66	260	123	120	141	95	157	109	164	79	151
		26.9%	22.4%	23.6%	25.9%	34.2%	30.4%	25.6%	27.1%	30.1%	22.8%	28.5%	28.4%	30.1%	30.7%	30.0%	26.5%
SOMEWHAT DISAGREE	(X2) 28-4	327	31	97	106	57	36	170	77	80	94	63	107	62	114	39	106
		17.5%	19.5%	19.7%	15.3%	18.3%	16.6%	16.8%	16.9%	20.0%	15.2%	19.0%	19.4%	17.0%	21.3%	15.0%	18.5%
COMPLETELY DISAGREE	(1) 28-5	218	19	59	78	34	28	124	47	47	73	47	57	40	59	41	73
		11.6%	11.9%	12.0%	11.3%	10.8%	12.8%	12.2%	10.3%	11.8%	11.8%	14.1%	10.3%	11.1%	11.0%	15.5%	12.8%
DON'T KNOW	28-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	28-R	74	6	23	30	9	6	41	19	15	44	9	16	5	8	8	19
		4.0%	3.6%	4.7%	4.4%	2.9%	2.6%	4.0%	4.1%	3.7%	7.2%	2.6%	2.9%	1.4%	1.4%	2.9%	3.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	100.0%	99.9%	99.9%	100.1%	100.0%	100.0%	100.0%	100.1%	99.9%	100.0%	99.9%	100.0%	100.0%
MEAN		3.15	3.17	3.13	3.24	3.05	3.08	3.17	3.21	3.05	3.25	3.02	3.13	3.16	3.06	3.03	3.07
STD DEV		1.240	1.281	1.275	1.252	1.143	1.205	1.253	1.226	1.214	1.297	1.238	1.194	1.202	1.194	1.241	1.225

'THERE ARE SO MANY WAYS TO SERVE FISH TO MAKE IT INTERESTING & DIFFERENT

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER TO \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 29-1	880 47.1%	108 68.7%	292 59.2%	275 39.9%	110 35.1%	96 44.0%	481 47.4%	214 47.1%	186 46.5%	327 53.0%	141 42.3%	248 44.9%	163 44.9%	230 43.1%	130 49.8%	264 46.4%
SOMEWHAT AGREE	(X4) 29-2	554 29.6%	31 19.8%	137 27.8%	208 30.2%	107 34.2%	71 32.5%	304 29.9%	136 30.1%	113 28.4%	154 25.0%	117 35.0%	174 31.5%	109 29.8%	175 32.9%	78 29.8%	173 30.3%
NEITHER AGREE NOR DISAGREE	29-3 (X3)	270 14.4%	9 5.6%	31 6.3%	134 19.5%	60 19.3%	36 16.4%	142 13.9%	67 14.7%	62 15.5%	69 11.1%	53 16.0%	80 14.4%	68 18.7%	86 16.1%	33 12.8%	88 15.5%
SOMEWHAT DISAGREE	(X2) 29-4	81 4.3%	3 2.1%	11 2.2%	39 5.7%	22 6.9%	6 2.8%	45 4.5%	17 3.7%	19 4.7%	22 3.6%	12 3.5%	30 5.4%	17 4.6%	30 5.6%	13 5.1%	18 3.2%
COMPLETELY DISAGREE	(1) 29-5	20 1.1%	-	5 1.0%	7 1.0%	5 1.6%	3 1.6%	12 1.2%	2 .4%	5 1.3%	6 .9%	4 1.2%	7 1.3%	3 .9%	7 1.2%	2 .8%	8 1.4%
DON'T KNOW	29-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	29-R	64 3.4%	6 3.8%	18 3.6%	26 3.7%	9 2.9%	6 2.6%	32 3.1%	19 4.1%	14 3.5%	39 6.3%	7 2.0%	14 2.6%	4 1.2%	6 1.1%	5 1.8%	18 3.2%
NUMBER OF RESPONDENTS		1869 99.9%	157 100.0%	494 100.1%	689 100.0%	312 100.0%	217 99.9%	1017 100.0%	454 100.1%	399 99.9%	617 99.9%	334 100.0%	554 100.1%	364 100.1%	533 100.0%	261 100.1%	570 100.0%
MEAN		4.22	4.61	4.47	4.07	3.97	4.18	4.22	4.25	4.18	4.34	4.16	4.16	4.15	4.12	4.25	4.21
STD DEV		.9320	.6970	.7966	.9683	.9966	.9235	.9398	.8819	.9651	.8998	.9061	.9608	.9418	.9602	.9241	.9274

'I DO NOT BUY COD BECAUSE IT MAY HAVE WORKS IN IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 30-1	111	26	34	33	13	5	62	33	15	45	21	31	14	24	17	35
		5.9%	16.5%	6.8%	4.8%	4.2%	2.2%	6.1%	7.3%	3.8%	7.3%	6.2%	5.6%	4.0%	4.4%	6.6%	6.2%
SOHEWHAT AGREE	(X4) 30-2	122	22	43	28	16	13	61	40	21	43	30	31	17	31	20	32
		6.5%	13.8%	8.7%	4.0%	5.1%	6.1%	6.0%	8.8%	5.4%	7.0%	9.1%	5.6%	4.7%	5.9%	7.5%	5.5%
NEITHER AGREE NOR	30-3	500	30	134	192	91	54	264	124	112	170	97	151	82	139	73	152
DISAGREE	(X3)	26.8%	19.2%	27.1%	27.8%	29.1%	24.9%	26.0%	27.4%	28.2%	27.6%	29.1%	27.3%	22.4%	26.0%	28.0%	26.6%
SOHEWHAT DISAGREE	(X2) 30-4	336	20	106	117	54	39	175	83	78	97	53	111	75	112	43	112
		18.0%	12.5%	21.5%	17.0%	17.3%	18.0%	17.2%	18.3%	19.5%	15.7%	15.9%	20.0%	20.6%	21.1%	16.3%	19.7%
COMPLETELY DISAGREE(1)	30-5	719	54	150	289	129	98	411	151	157	210	125	215	170	220	103	218
		38.5%	34.1%	30.4%	42.0%	41.4%	45.0%	40.5%	33.3%	39.4%	34.1%	37.4%	38.8%	46.6%	41.2%	39.4%	38.2%
DON'T KNOW	30-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	30-R	81	6	27	31	9	8	44	23	15	52	8	15	6	8	6	21
		4.3%	3.9%	5.4%	4.5%	3.0%	3.8%	4.3%	5.0%	3.7%	8.4%	2.3%	2.8%	1.8%	1.5%	2.2%	3.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.1%	100.1%	100.0%	100.1%	100.1%	100.0%	100.1%	100.0%	100.1%	100.1%	100.1%	100.0%	99.9%
MEAN		2.20	2.65	2.37	2.09	2.11	1.99	2.16	2.35	2.11	2.32	2.29	2.17	1.97	2.10	2.24	2.19
STD DEV		1.21311	1.50131	1.22181	1.15851	1.14651	1.09051	1.22081	1.25511	1.12691	1.26041	1.23901	1.18221	1.12051	1.14581	1.24381	1.2031

'IF YOU WANT GOOD FISH YOU HAVE TO PAY BEEF PRICES'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ATLAN QUE- ONT- PRAIR							AND 100M-	UNDER TO		TO	OR PROF/	CLER- BLUE					
ADA TIC BEC ARIO IES B.C.							OVER URBAN RURAL	\$10M	\$14.9	\$24.9	OVER MGR	CAL	COLLAR				
COMPLETELY AGREE	(X5) 31-1	365	28	168	85	41	42	210	92	63	138	66	107	54	80	57	100
		19.5%	17.6%	34.1%	12.4%	13.1%	19.6%	20.6%	20.3%	15.8%	22.4%	19.8%	19.3%	14.7%	14.9%	22.0%	17.5%
SOMEWHAT AGREE	(X4) 31-2	444	37	147	152	60	47	245	109	90	132	84	133	95	137	59	142
		23.8%	23.8%	29.8%	22.1%	19.4%	21.6%	24.1%	24.0%	22.6%	21.5%	25.0%	23.9%	26.2%	25.7%	22.4%	24.9%
NEITHER AGREE NOR DISAGREE	31-3 (X3)	421	26	70	163	98	64	219	104	98	134	77	126	85	135	67	122
		22.5%	16.6%	14.1%	23.6%	31.5%	29.6%	21.5%	23.0%	24.6%	21.6%	23.0%	22.8%	23.2%	25.3%	25.7%	21.3%
SOMEWHAT DISAGREE	(X2) 31-4	305	34	57	135	53	26	168	75	62	79	55	103	67	94	48	97
		16.3%	21.5%	11.5%	19.5%	17.0%	12.1%	16.5%	16.5%	15.7%	12.9%	16.4%	18.6%	18.5%	17.6%	18.4%	17.0%
COMPLETELY DISAGREE	(1) 31-5	255	27	27	119	51	31	131	54	69	83	46	72	55	79	24	89
		13.7%	17.4%	5.5%	17.3%	16.2%	14.2%	12.9%	12.0%	17.4%	13.4%	13.7%	13.0%	15.1%	14.8%	9.3%	15.6%
DON'T KNOW	31-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	31-R	79	5	25	35	8	7	44	19	15	51	7	13	8	9	6	21
		4.2%	3.1%	5.0%	5.0%	2.7%	3.0%	4.3%	4.3%	3.9%	8.3%	2.0%	2.4%	2.3%	1.6%	2.2%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	99.9%	99.9%	100.1%	99.9%	100.1%	100.0%	100.1%	99.9%	100.0%	100.0%	99.9%	100.0%	99.9%
MEAN		3.20	3.03	3.80	2.92	2.96	3.21	3.24	3.25	3.04	3.29	3.21	3.18	3.07	3.09	3.30	3.12
STD DEV		1.32801	1.36311	1.21151	1.29781	1.25681	1.30161	1.33021	1.30681	1.33391	1.36001	1.32131	1.31361	1.29281	1.28111	1.26771	1.3396

'THE TEXTURE OF HADDOCK IS TOO COARSE FOR ME'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER			\$10M	\$15M	\$25M	SALES/				
		ADA	TIC	REC	ARID	IES	B.C.	OVER	100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE		
									URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 32-1	46	5	10	17	4	8	26	14	6	18	9	10	8	10	5	14
		2.5%	3.5%	2.1%	2.5%	1.4%	3.8%	2.6%	3.1%	1.4%	2.9%	2.8%	1.9%	2.2%	2.0%	2.1%	2.5%
SOMEWHAT AGREE	(X4) 32-2	128	9	31	43	28	16	71	33	24	55	16	36	20	28	19	30
		6.8%	5.8%	6.4%	6.3%	8.8%	7.5%	7.0%	7.2%	6.0%	8.9%	4.8%	6.5%	5.5%	5.2%	7.3%	5.2%
NEITHER AGREE NOR DISAGREE	32-3 (X3)	763	38	131	288	188	117	417	172	174	232	151	230	150	234	108	237
		40.8%	24.2%	26.6%	41.8%	60.3%	53.9%	41.0%	37.9%	43.6%	37.6%	45.2%	41.6%	41.2%	43.8%	41.2%	41.6%
SOMEWHAT DISAGREE	(X2) 32-4	386	23	148	140	40	36	212	96	78	111	73	118	83	120	49	125
		20.6%	14.5%	29.9%	20.3%	12.7%	16.5%	20.8%	21.2%	19.4%	18.1%	21.7%	21.4%	22.8%	22.4%	18.8%	21.9%
COMPLETELY DISAGREE(1)	32-5	459	76	146	166	41	31	244	114	101	142	77	144	97	135	73	140
		24.6%	48.1%	29.5%	24.1%	13.1%	14.3%	24.0%	25.2%	25.4%	23.0%	23.1%	25.9%	26.5%	25.2%	28.0%	24.5%
DON'T KNOW	32-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	32-R	88	6	27	35	11	9	47	24	17	59	8	15	6	8	7	24
		4.7%	3.9%	5.5%	5.0%	3.6%	4.0%	4.6%	5.4%	4.3%	9.5%	2.3%	2.7%	1.8%	1.5%	2.5%	4.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	100.1%	99.9%	100.0%
MEAN		2.39	1.98	2.17	2.40	2.72	2.69	2.41	2.39	2.36	2.45	2.41	2.35	2.33	2.35	2.35	2.37
STD DEV		1.02541	1.14911	1.01571	1.0189	.8643	.95271	1.02561	1.0573	.98691	1.0708	.99331	1.00571	1.0048	.98181	1.03951	1.0051

'I WON'T BUY COD BECAUSE IT IS A SCAVENGER FISH'

QUESTION 8

		REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL								100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-ADA			ATLAN TIC	QUE-BEC	ONT-ARIO	PRAIR IES	B.C.	AND OVER	100K-URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/MGR	CLER-CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5)	33-1	68	8	21	24	9	6	43	17	8	30	15	14	9	12	8	19
			3.6%	5.1%	4.2%	3.4%	3.0%	2.9%	4.2%	3.8%	2.1%	4.8%	4.3%	2.6%	2.6%	2.3%	3.1%	3.3%
SOMEWHAT AGREE	(X4)	33-2	73	10	27	26	8	3	34	25	14	30	16	21	7	11	8	32
			3.9%	6.1%	5.4%	3.8%	2.7%	1.3%	3.4%	5.5%	3.5%	4.8%	4.7%	3.7%	2.0%	2.0%	2.9%	5.7%
NEITHER AGREE NOR DISAGREE	(X3)	33-3	574	31	157	213	120	54	307	138	129	179	109	182	104	177	82	163
			30.7%	19.6%	31.8%	30.9%	38.5%	24.7%	30.2%	30.4%	32.5%	29.1%	32.5%	32.8%	28.7%	33.2%	31.5%	28.6%
SOMEWHAT DISAGREE	(X2)	33-4	361	31	110	131	50	39	195	90	76	115	65	102	79	119	48	112
			19.3%	20.0%	22.3%	19.0%	16.0%	17.8%	19.2%	19.7%	19.1%	18.6%	19.5%	18.4%	21.7%	22.3%	18.2%	19.7%
COMPLETELY DISAGREE	(1)	33-5	705	72	153	258	113	108	394	161	150	209	120	218	158	206	107	221
			37.7%	46.0%	31.0%	37.4%	36.3%	49.9%	38.7%	35.4%	37.7%	33.9%	35.8%	39.4%	43.4%	38.6%	41.0%	38.9%
DON'T KNOW		33-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED		33-R	88	5	27	37	11	7	44	23	21	54	11	17	6	9	9	22
			4.7%	3.2%	5.4%	5.4%	3.6%	3.4%	4.3%	5.2%	5.2%	8.8%	3.2%	3.0%	1.7%	1.6%	3.3%	3.8%
NUMBER OF RESPONDENTS			1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
			99.9%	100.0%	100.1%	99.9%	100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%
MEAN			2.12	2.01	2.25	2.12	2.17	1.85	2.11	2.18	2.08	2.21	2.20	2.09	1.97	2.06	2.06	2.12
STD DEV			1.10041	.18511	.10651	.09341	.06631	.03511	.11521	.11861	.03691	.15421	.12381	.06421	.02371	.01011	.07351	.1113

'I'D BUY MORE SOLE IF IT WEREN'T SO EXPENSIVE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...			HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100H UNDER			\$10K	\$15K	\$25K	SALES/				
CAN- ATLAN QUE- ONT- PRAIR							AND 100H-	UNDER		TO	TO	OR PROF/	CLER-	BLUE			
ADA TIC BEC ARI0 IES B.C.							OVER URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER HGR	CAL	COLLAR			
COMPLETELY AGREE	(X5) 34-1	427	29	140	158	47	54	269	89	69	173	73	110	71	103	68	112
		22.8%	18.4%	28.3%	22.9%	15.1%	25.0%	26.5%	19.6%	17.3%	28.1%	21.7%	19.9%	19.5%	19.3%	25.9%	19.6%
SOMEWHAT AGREE	(X4) 34-2	420	37	125	155	64	39	233	103	84	126	67	126	100	126	51	136
		22.5%	23.4%	25.3%	22.5%	20.6%	18.0%	22.9%	22.7%	21.0%	20.4%	20.1%	22.8%	27.6%	23.7%	19.4%	23.8%
NEITHER AGREE NOR DISAGREE	34-3 (X3)	579	45	109	212	140	74	273	154	152	167	114	194	104	176	84	197
		31.0%	28.8%	22.1%	30.7%	44.7%	33.9%	26.9%	34.0%	38.0%	27.0%	34.2%	35.1%	28.6%	33.1%	32.2%	34.5%
SOMEWHAT DISAGREE	(X2) 34-4	183	16	55	65	24	23	95	47	41	62	32	53	36	57	25	48
		9.8%	9.9%	11.2%	9.5%	7.6%	10.7%	9.4%	10.3%	10.2%	10.1%	9.5%	9.6%	9.8%	10.7%	9.7%	8.4%
COMPLETELY DISAGREE(1)	34-5	193	25	49	72	28	20	111	43	39	45	42	59	48	64	29	61
		10.3%	15.7%	9.9%	10.4%	8.8%	9.3%	10.9%	9.5%	9.8%	7.3%	12.5%	10.6%	13.1%	11.9%	11.0%	10.7%
DON'T KNOW	34-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	34-R	67	6	16	28	10	7	35	18	15	44	7	11	5	7	5	17
		3.6%	3.8%	3.2%	4.1%	3.2%	3.1%	3.4%	3.9%	3.7%	7.1%	2.0%	2.0%	1.5%	1.3%	1.9%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%
MEAN		3.39	3.20	3.52	3.40	3.26	3.40	3.46	3.34	3.27	3.56	3.30	3.32	3.31	3.28	3.40	3.34
STD DEV		1.24801	.31291	.29591	.25021	.09911	.24631	.29171	.19881	.17431	.24101	.26851	.21231	.26711	.23921	.28031	.2091

'FISH IS NOT FILLING ENOUGH FOR A MEAL'

QUESTION 8

		REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL			CAN-	ATLAN	BUE-	ONT-	PRAIR	100M UNDER		\$10M		\$15M	\$25M	SALES/		CLER-	BLUE	
			ADA	TIC	REC	ARID	IES	B.C.	AND	100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE	COLLAR	
								OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5)	35-1	60	3	16	27	7	8	32	13	14	30	5	16	9	16	5	13
			3.2%	1.7%	3.2%	3.9%	2.2%	3.7%	3.2%	2.9%	3.6%	4.9%	1.4%	2.9%	2.4%	3.0%	1.9%	2.4%
SOMEWHAT AGREE	(X4)	35-2	120	7	20	51	26	16	64	26	30	35	22	41	21	34	15	33
			6.4%	4.4%	4.1%	7.4%	8.3%	7.4%	6.3%	5.6%	7.5%	5.7%	6.7%	7.4%	5.9%	6.3%	5.6%	5.8%
NEITHER AGREE NOR		35-3	184	10	52	68	38	16	95	43	46	69	41	45	30	43	25	70
DISAGREE	(X3)		9.9%	6.3%	10.6%	9.9%	12.1%	7.5%	9.4%	9.4%	11.6%	11.1%	12.1%	8.2%	8.1%	8.0%	9.7%	12.3%
SOMEWHAT DISAGREE	(X2)	35-4	431	25	118	165	79	44	234	111	86	139	81	131	80	123	62	131
			23.0%	15.8%	23.9%	23.9%	25.4%	20.1%	23.0%	24.5%	21.5%	22.5%	24.3%	23.7%	21.8%	23.1%	23.8%	23.0%
COMPLETELY DISAGREE	(1)	35-5	1005	108	267	350	153	128	555	242	209	302	177	306	221	311	147	305
			53.8%	68.6%	54.0%	50.8%	49.0%	58.8%	54.6%	53.3%	52.4%	48.9%	53.0%	55.2%	60.6%	58.3%	56.2%	53.5%
DON'T KNOW		35-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED		35-R	69	5	21	28	9	6	36	19	13	42	8	15	4	7	7	17
			3.7%	3.2%	4.2%	4.1%	3.0%	2.6%	3.6%	4.3%	3.4%	6.9%	2.3%	2.6%	1.2%	1.3%	2.7%	3.0%
NUMBER OF RESPONDENTS			1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
			100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	99.9%	100.0%
MEAN			1.78	1.50	1.73	1.85	1.86	1.74	1.76	1.75	1.84	1.87	1.76	1.76	1.66	1.71	1.70	1.77
STD DEV			1.0842	.92561	1.03471	1.13141	1.07381	1.12161	1.07971	1.04781	1.13221	1.16111	1.00921	1.07791	1.01641	1.0572	.99791	1.0410

'FRESH FISH IS MORE EXPENSIVE THAN FROZEN FISH'

QUESTION 8

		*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*															
TOTAL		CAN- ATLAN QUE- ONT- PRAIR						100M UNDER				\$10M \$15M \$25M			SALES/		
CAN- ATLAN QUE- ONT- PRAIR		AND 100M-				UNDER 10			10			OR PROF/ CLER- BLUE					
ADA TIC BEC ARI0 IES B.C.		OVER URBAN RURAL			\$10M \$14.9 \$24.9			OVER MGR			CAL COLLAR						
COMPLETELY AGREE (X5)	36-1	466	29	144	171	63	59	266	120	80	166	85	145	70	111	68	139
		24.9%	18.4%	29.1%	24.8%	20.2%	27.3%	26.1%	26.3%	20.1%	26.8%	25.4%	26.1%	19.3%	20.8%	26.1%	24.4%
SOMEWHAT AGREE (X4)	36-2	514	34	123	199	93	64	291	125	98	151	85	148	129	167	67	156
		27.5%	21.7%	25.0%	28.9%	29.9%	29.6%	28.6%	27.5%	24.5%	24.5%	25.5%	26.7%	35.6%	31.3%	25.6%	27.4%
NEITHER AGREE NOR DISAGREE (X3)	36-3	548	37	133	198	119	61	293	120	134	169	108	165	106	173	81	166
		29.3%	23.2%	27.0%	28.8%	38.1%	27.9%	28.8%	26.5%	33.7%	27.4%	32.4%	29.7%	29.0%	32.5%	31.1%	29.1%
SOMEWHAT DISAGREE (X2)	36-4	159	29	48	52	16	15	79	40	41	52	29	49	30	45	24	46
		8.5%	18.3%	9.7%	7.6%	5.0%	6.9%	7.7%	8.8%	10.2%	8.4%	8.6%	8.9%	8.1%	8.5%	9.4%	8.1%
COMPLETELY DISAGREE(1)	36-5	109	24	21	40	11	12	48	29	32	38	17	32	21	27	14	44
		5.8%	15.1%	4.3%	5.8%	3.6%	5.7%	4.7%	6.3%	8.0%	6.2%	5.2%	5.7%	5.8%	5.0%	5.3%	7.7%
DON'T KNOW	36-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	36-R	74	5	25	28	10	6	40	21	14	41	10	15	8	10	6	19
		4.0%	3.2%	5.0%	4.1%	3.2%	2.6%	3.9%	4.5%	3.4%	6.7%	2.9%	2.7%	2.2%	1.9%	2.5%	3.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	99.8%	99.9%	99.9%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%
MEAN		3.60	3.10	3.68	3.62	3.60	3.68	3.66	3.62	3.40	3.61	3.59	3.60	3.56	3.56	3.59	3.55
STD DEV		1.14031	.33701	.14131	.1298	.99191	.12761	.10661	.17061	.16751	.17971	.12331	.14661	.07871	.07201	.13831	.1833

'I HATE FISH THAT HAS A STRONG "FISHY" SMELL'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION**				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER		10M		15M	25M	SALES/		BLUE		
CAN- ADA		TIC	BEC	ARIO	IES	B.C.	AND	100M- OVER	URBAN	RURAL	UNDER 10M	TO 14.9	TO 24.9	OR OVER	PROF/ MGR	CLER- CAL	COLLAR
COMPLETELY AGREE	(X5) 37-1	621	45	135	264	109	68	373	140	108	206	100	179	136	185	79	176
		33.2%	28.7%	27.3%	38.4%	35.0%	31.3%	36.7%	30.9%	27.1%	33.4%	29.9%	32.4%	37.4%	34.6%	30.3%	30.9%
SOMEWHAT AGREE	(X4) 37-2	481	35	115	185	99	47	252	127	102	138	87	159	97	154	77	143
		25.7%	22.1%	23.2%	26.9%	31.8%	21.8%	24.8%	27.9%	25.6%	22.4%	26.0%	28.7%	26.7%	28.9%	29.5%	25.1%
NEITHER AGREE NOR DISAGREE	37-3 (X3)	315	25	96	100	49	45	165	71	79	99	59	101	56	84	38	108
		16.9%	15.6%	19.5%	14.6%	15.8%	20.7%	16.3%	15.7%	19.8%	16.1%	17.7%	18.2%	15.4%	15.7%	14.6%	18.9%
SOMEWHAT DISAGREE	(X2) 37-4	189	20	61	59	25	24	88	53	48	72	39	53	25	48	30	65
		10.1%	12.8%	12.4%	8.5%	8.0%	10.9%	8.6%	11.6%	12.1%	11.7%	11.6%	9.6%	6.9%	8.9%	11.5%	11.5%
COMPLETELY DISAGREE(1)	37-5	184	28	58	53	20	25	93	41	50	55	41	47	41	50	32	57
		9.8%	17.5%	11.8%	7.7%	6.5%	11.4%	9.1%	9.0%	12.7%	8.8%	12.4%	8.4%	11.3%	9.4%	12.4%	10.0%
DON'T KNOW	37-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	37-R	79	5	29	27	9	8	45	22	11	47	8	15	9	13	5	21
		4.2%	3.2%	5.8%	4.0%	2.9%	3.9%	4.5%	4.9%	2.8%	7.6%	2.4%	2.7%	2.4%	2.5%	1.8%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	699	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%
MEAN		3.65	3.33	3.44	3.83	3.83	3.53	3.75	3.63	3.44	3.65	3.51	3.69	3.74	3.72	3.55	3.57
STD DEV		1.32211	.47151	.35701	.26421	.19341	.35701	.30781	.30091	.35401	.33361	.36441	.26411	.33881	.29421	.36121	.3213

'FRESH FISH HAS MORE FLAVOUR THAN FROZEN FISH'

QUESTION 8

		*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*															
TOTAL		CAN-ADA					100K UNDER AND 100K- OVER					\$10K \$15K \$25K			SALES/ CLER- BLUE		
		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	100K UNDER	100K- OVER	100K RURAL	15K TO 10K	15K TO 25K	25K OR OVER	PROF/ MGR	CLER/ CAL	BLUE COLLAR		
COMPLETELY AGREE	(X5) 38-1	713	75	196	237	108	98	384	177	152	252	116	203	141	189	105	207
		38.1%	47.8%	39.7%	34.3%	34.6%	45.0%	37.8%	39.0%	38.1%	40.9%	34.7%	36.7%	38.8%	35.4%	40.2%	36.3%
SOMEWHAT AGREE	(X4) 38-2	519	49	133	195	87	54	276	123	120	162	84	159	115	160	72	163
		27.8%	31.5%	27.0%	28.3%	28.0%	25.0%	27.2%	27.1%	30.0%	26.3%	25.0%	28.6%	31.5%	29.9%	27.6%	28.6%
NEITHER AGREE NOR DISAGREE	38-3 (X3)	404	16	94	165	88	42	222	96	86	104	95	133	72	129	52	140
		21.6%	10.2%	19.0%	23.9%	28.2%	19.3%	21.9%	21.2%	21.5%	16.9%	28.3%	24.0%	19.9%	24.2%	19.8%	24.6%
SOMEWHAT DISAGREE	(X2) 38-4	97	5	31	39	12	11	59	23	14	30	16	33	18	30	16	22
		5.2%	3.0%	6.2%	5.7%	3.9%	4.9%	5.8%	5.2%	3.6%	4.9%	4.7%	6.0%	5.0%	5.7%	6.1%	3.9%
COMPLETELY DISAGREE(1)	38-5	62	7	19	24	5	6	35	15	12	23	15	13	11	16	9	20
		3.3%	4.4%	3.9%	3.5%	1.8%	2.7%	3.4%	3.3%	3.0%	3.7%	4.4%	2.3%	3.0%	3.0%	3.6%	3.6%
DON'T KNOW	38-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	38-R	74	5	21	30	11	7	40	19	15	45	10	13	6	10	7	17
		3.9%	3.2%	4.2%	4.4%	3.6%	3.0%	3.9%	4.3%	3.7%	7.3%	2.9%	2.4%	1.7%	1.8%	2.8%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.1%	100.0%	100.1%	100.1%	99.9%	100.0%	100.1%	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	100.0%
MEAN		3.96	4.19	3.96	3.88	3.93	4.08	3.94	3.98	4.00	4.03	3.83	3.94	4.00	3.91	3.97	3.93
STD DEV		1.0708	1.0446	1.1131	1.0770	.9866	1.0543	1.0861	1.0733	1.0263	1.0935	1.1061	1.0371	1.0393	1.0511	1.0954	1.0554

'YOU CAN TRUST THE QUALITY OF CANNED FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN-		ATLAN	QUE-	DNT-	PRAIR	AND 100H-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 39-1	287	14	91	107	39	36	173	64	49	102	50	86	49	64	38	81
		15.3%	9.2%	18.4%	15.5%	12.4%	16.5%	17.0%	14.2%	12.4%	16.5%	14.8%	15.6%	13.5%	12.0%	14.4%	14.2%
SOMEWHAT AGREE	(X4) 39-2	618	38	186	233	106	55	348	160	110	184	111	192	131	195	93	176
		33.1%	24.4%	37.7%	33.9%	33.8%	25.3%	34.2%	35.3%	27.5%	29.8%	33.3%	34.6%	36.1%	36.5%	35.5%	30.8%
NEITHER AGREE NOR DISAGREE	39-3 (X3)	587	50	150	210	103	74	310	132	145	183	116	175	113	183	83	185
		31.4%	31.9%	30.4%	30.5%	33.0%	34.0%	30.5%	29.1%	36.4%	29.7%	34.8%	31.7%	30.9%	34.4%	31.6%	32.4%
SOMEWHAT DISAGREE	(X2) 39-4	255	39	39	94	46	37	124	63	68	86	38	73	57	74	37	89
		13.6%	24.6%	7.9%	13.6%	14.6%	17.2%	12.2%	13.9%	17.0%	14.0%	11.2%	13.3%	15.8%	13.9%	14.2%	15.6%
COMPLETELY DISAGREE(1)	39-5	61	11	13	17	11	9	31	15	15	26	11	15	8	10	5	24
		3.2%	6.8%	2.6%	2.4%	3.5%	4.3%	3.0%	3.3%	3.8%	4.2%	3.3%	2.7%	2.2%	1.9%	1.8%	4.3%
DON'T KNOW	39-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	39-R	62	5	15	28	8	6	31	19	12	36	9	12	5	7	6	15
		3.3%	3.2%	3.0%	4.1%	2.6%	2.6%	3.0%	4.3%	3.0%	5.9%	2.6%	2.2%	1.4%	1.3%	2.5%	2.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.1%	100.0%	100.0%	99.9%	99.9%	99.9%	100.1%	100.1%	100.1%	100.0%	100.1%	99.9%	100.0%	100.0%	100.0%
MEAN		3.45	3.05	3.63	3.48	3.38	3.33	3.52	3.45	3.29	3.43	3.46	3.48	3.44	3.43	3.49	3.36
STD DEV		1.02351	.0783	.96661	.00431	.00351	.08771	.01881	.01941	.02111	.0776	.99431	.0036	.9876	.9424	.97341	.0511

'BRANDED FISH IS MORE RELIABLE IN QUALITY THAN UNBRANDED FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...HOUSEHOLD INCOME...				**H. H. OCCUPATION*						
TOTAL							100K UNDER		\$10K \$15K \$25K		SALES/						
CAN- ATLAN QUE- ONT- PRAIR							AND 100K-		UNDER 10 TO		OR PROF/ CLER- BLUE						
ADA TIC BEC ARIO IES B.C.							OVER URBAN RURAL		\$10K \$14.9 \$24.9		OVER HGR CAL COLLAR						
COMPLETELY AGREE (X5)	40-1	342	31	111	131	38	30	189	95	58	160	52	85	45	59	51	83
		18.3%	19.7%	22.5%	19.0%	12.2%	14.0%	18.6%	20.9%	14.5%	26.0%	15.7%	15.3%	12.2%	11.1%	19.6%	14.6%
SOMEWHAT AGREE (X4)	40-2	465	40	125	173	77	50	248	115	102	138	73	148	106	146	67	124
		24.9%	25.3%	25.3%	25.1%	24.8%	22.9%	24.4%	25.4%	25.6%	22.4%	21.7%	26.8%	29.2%	27.3%	25.6%	21.8%
NEITHER AGREE NOR DISAGREE (X3)	40-3	724	56	160	269	143	96	397	161	166	200	140	230	155	232	106	249
		38.8%	35.8%	32.4%	39.1%	45.7%	44.4%	39.0%	35.5%	41.7%	32.4%	41.8%	41.6%	42.5%	43.5%	40.5%	43.6%
SOMEWHAT DISAGREE (X2)	40-4	167	17	47	53	31	19	86	45	35	49	34	48	36	60	17	58
		8.9%	11.0%	9.4%	7.6%	10.1%	8.8%	8.5%	9.9%	8.9%	7.9%	10.3%	8.6%	9.8%	11.2%	6.5%	10.1%
COMPLETELY DISAGREE (1)	40-5	89	6	21	34	15	13	53	14	21	26	23	26	14	23	12	36
		4.7%	3.9%	4.3%	4.9%	4.7%	6.0%	5.2%	3.2%	5.4%	4.2%	7.0%	4.6%	3.8%	4.4%	4.5%	6.3%
DON'T KNOW	40-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	40-R	82	7	30	29	8	8	43	23	16	44	12	17	9	13	9	20
		4.4%	4.3%	6.0%	4.2%	2.6%	3.9%	4.2%	5.2%	4.0%	7.2%	3.6%	3.1%	2.5%	2.4%	3.3%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	99.9%	100.1%	100.0%	99.9%	100.1%	100.1%	100.1%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%
MEAN		3.45	3.48	3.56	3.48	3.31	3.31	3.45	3.54	3.36	3.62	3.30	3.41	3.37	3.30	3.51	3.29
STD DEV		1.05581	.06561	.09641	.0548	.97791	.03191	.06761	.04801	.02621	.11161	.08731	.0112	.9586	.96881	.03391	.0547

'SUPERMARKET STORE PERSONNEL ARE KNOWLEDGEABLE ABOUT FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER		\$10K \$15M \$25M			SALES/					
CAN-		ADA	TIC	REC	ARID	IES	B.C.	AND 100M-	UNDER TO	TO	TO	OR PROF/	CLER- BLUE				
								OVER URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER MGR	CAL COLLAR			
COMPLETELY AGREE	(X5) 41-1	62	8	23	20	4	7	35	15	12	32	14	11	4	6	6	21
		3.3%	5.0%	4.7%	2.9%	1.1%	3.3%	3.4%	3.4%	2.9%	5.3%	4.3%	1.9%	1.2%	1.0%	2.2%	3.7%
SOMEWHAT AGREE	(X4) 41-2	123	11	47	34	16	14	68	27	28	58	18	28	19	24	20	33
		6.6%	7.3%	9.6%	4.9%	5.1%	6.4%	6.7%	5.8%	7.0%	9.4%	5.4%	5.1%	5.1%	4.5%	7.6%	5.7%
NEITHER AGREE NOR DISAGREE	41-3 (X3)	630	40	164	220	131	74	342	141	146	209	117	190	114	170	79	200
		33.7%	25.5%	33.2%	32.0%	41.9%	34.3%	33.6%	31.1%	36.7%	33.8%	35.0%	34.2%	31.4%	31.9%	30.3%	35.2%
SOMEWHAT DISAGREE	(X2) 41-4	550	47	127	217	86	72	282	148	120	158	111	165	116	182	92	153
		29.4%	30.0%	25.7%	31.6%	27.6%	33.4%	27.8%	32.7%	30.0%	25.6%	33.1%	29.9%	32.0%	34.1%	35.3%	26.8%
COMPLETELY DISAGREE(1)	41-5	430	46	107	168	67	43	250	103	77	117	65	143	105	143	58	143
		23.0%	29.0%	21.6%	24.4%	21.4%	19.6%	24.6%	22.7%	19.2%	18.9%	19.4%	25.8%	28.8%	26.9%	22.0%	25.0%
DON'T KNOW	41-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	41-R	75	5	25	29	9	7	39	19	17	43	10	17	5	9	7	20
		4.0%	3.2%	5.1%	4.3%	2.9%	3.0%	3.8%	4.3%	4.2%	7.0%	2.9%	3.1%	1.5%	1.6%	2.6%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		2.35	2.27	2.47	2.27	2.35	2.39	2.34	2.32	2.42	2.53	2.40	2.25	2.17	2.17	2.31	2.34
STD DEV		1.02491	.12011	.09773	.9965	.9192	.98921	.04391	.0126	.98601	.09411	.0081	.9723	.9492	.9195	.97771	.0455

'I HAVE LOTS OF DIFFERENT RECIPES FOR FISH DISHES'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...			HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARID	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	\$14.9	\$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 42-1	550	70	167	179	62	71	290	139	121	212	75	152	110	150	70	149
		29.4%	44.6%	33.9%	26.0%	20.0%	32.7%	28.5%	30.6%	30.2%	34.4%	22.4%	27.5%	30.3%	28.2%	26.9%	26.2%
SOMEWHAT AGREE	(X4) 42-2	510	53	139	163	92	63	270	131	109	158	110	152	91	153	74	162
		27.3%	33.4%	28.1%	23.7%	29.3%	29.2%	26.6%	28.8%	27.3%	25.5%	32.8%	27.4%	25.0%	28.8%	28.3%	28.4%
NEITHER AGREE NOR DISAGREE	42-3 (X3)	273	8	74	104	55	31	148	56	69	90	59	68	56	73	45	89
		14.6%	5.1%	15.0%	15.1%	17.7%	14.5%	14.5%	12.3%	17.4%	14.6%	17.5%	12.3%	15.4%	13.7%	17.1%	15.7%
SOMEWHAT DISAGREE	(X2) 42-4	292	11	58	135	60	28	168	73	51	68	51	106	68	99	39	96
		15.6%	7.1%	11.7%	19.6%	19.1%	13.1%	16.6%	16.1%	12.7%	11.0%	15.2%	19.1%	18.6%	18.5%	15.0%	16.9%
COMPLETELY DISAGREE	(1) 42-5	165	9	34	71	35	16	96	35	34	46	29	59	31	48	27	49
		8.8%	5.5%	6.9%	10.3%	11.2%	7.5%	9.4%	7.7%	8.6%	7.5%	8.7%	10.7%	8.4%	8.9%	10.3%	8.6%
DON'T KNOW	42-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	42-R	80	7	22	37	8	7	44	21	15	43	11	17	9	10	6	24
		4.3%	4.3%	4.5%	5.3%	2.6%	3.0%	4.4%	4.6%	3.7%	7.0%	3.4%	3.1%	2.5%	1.9%	2.4%	4.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	100.1%	99.9%	100.0%	100.0%	100.1%	100.2%	100.0%	100.0%	100.0%
MEAN		3.55	4.09	3.74	3.37	3.29	3.68	3.50	3.61	3.60	3.74	3.47	3.43	3.51	3.50	3.48	3.49
STD DEV		1.31971	1.15041	1.25731	1.35991	1.30331	1.27561	1.33581	1.30271	1.29281	1.28581	1.25271	1.36651	1.32921	1.32241	1.31971	1.2993

'YOU CAN "STRETCH" FISH SAME WAY YOU CAN "STRETCH" HAMBURGER'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN-		ATLAN	QUE-	ONI-	PRAIR	AND 100H-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 43-1	399	42	137	123	43	54	215	104	79	153	68	107	70	102	58	103
		21.3%	26.5%	27.7%	17.9%	13.8%	24.8%	21.1%	23.0%	19.9%	24.9%	20.4%	19.3%	19.2%	19.2%	22.1%	18.1%
SOMEWHAT AGREE	(X4) 43-2	491	45	151	150	87	57	239	141	110	156	92	145	98	149	63	153
		26.2%	28.7%	30.6%	21.8%	27.8%	26.3%	23.6%	31.0%	27.7%	25.3%	27.4%	26.1%	26.9%	27.9%	24.1%	26.9%
NEITHER AGREE NOR DISAGREE	43-3 (X3)	405	24	99	157	85	39	241	78	86	114	76	120	95	127	61	143
		21.6%	15.5%	20.1%	22.7%	27.2%	18.2%	23.7%	17.2%	21.6%	18.4%	22.7%	21.7%	26.0%	23.9%	23.3%	25.1%
SOMEWHAT DISAGREE	(X2) 43-4	331	26	53	156	58	38	180	79	71	96	62	108	65	98	51	97
		17.7%	16.3%	10.7%	22.6%	18.7%	17.4%	17.8%	17.4%	17.9%	15.6%	18.5%	19.5%	17.8%	18.3%	19.7%	17.0%
COMPLETELY DISAGREE(1)	43-5	177	15	37	70	32	22	106	33	38	59	27	61	30	49	24	54
		9.5%	9.8%	7.5%	10.2%	10.1%	10.3%	10.4%	7.3%	9.6%	9.5%	8.1%	10.9%	8.3%	9.3%	9.1%	9.5%
DON'T KNOW	43-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	43-R	68	5	17	32	7	7	35	18	14	39	10	13	6	8	5	19
		3.6%	3.2%	3.4%	4.7%	2.3%	3.0%	3.5%	4.1%	3.5%	6.3%	2.9%	2.4%	1.7%	1.5%	1.8%	3.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	354	533	261	570
		99.9%	100.0%	100.0%	99.9%	99.9%	100.0%	100.1%	100.0%	100.2%	100.0%	100.0%	99.9%	99.9%	100.1%	100.1%	100.0%
MEAN		3.34	3.47	3.62	3.15	3.17	3.39	3.28	3.47	3.32	3.43	3.34	3.24	3.31	3.30	3.31	3.28
STD DEV		1.27331	1.32001	1.22201	1.27401	1.19541	1.32181	1.28651	1.24371	1.26161	1.31011	1.23651	1.28471	1.21581	1.23891	1.27181	1.2329

'FISH IS EASY TO DIGEST'

QUESTION 8

	REGION.....						*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**					
TOTAL								100M UNDER			\$10M	\$15M	\$25M	SALES/					
CAN-		ATLAN	QUE-	ONT-	PRAIR							AND	100M-	UNDER	10	10	OR PROF/	CLER-	BLUE
ADA		TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR			
COMPLETELY AGREE	(X5) 44-1	837	82	281	275	105	94	461	216	160	311	136	229	160	229	111	226		
		44.8%	52.1%	56.9%	39.9%	33.5%	43.5%	45.4%	47.5%	40.1%	50.5%	40.6%	41.4%	44.0%	43.0%	42.6%	39.6%		
SOMEWHAT AGREE	(X4) 44-2	606	39	152	231	117	68	332	147	128	171	115	203	118	182	87	205		
		32.4%	24.9%	30.7%	33.5%	37.4%	31.3%	32.6%	32.3%	32.2%	27.8%	34.3%	36.6%	32.3%	34.2%	33.5%	36.0%		
NEITHER AGREE NOR DISAGREE	44-3 (X3)	307	20	35	133	73	46	166	63	78	80	64	93	69	99	45	106		
		16.4%	13.0%	7.0%	19.4%	23.3%	21.0%	16.3%	13.9%	19.6%	13.1%	19.3%	16.9%	18.8%	18.6%	17.2%	18.7%		
SOMEWHAT DISAGREE	(X2) 44-4	47	9	11	15	8	4	22	13	12	17	11	9	10	13	11	11		
		2.5%	5.5%	2.3%	2.2%	2.5%	2.0%	2.2%	2.8%	3.1%	2.7%	3.3%	1.7%	2.9%	2.4%	4.3%	2.0%		
COMPLETELY DISAGREE(1)	44-5	17	2	4	7	4	-	8	2	7	7	1	6	3	4	-	6		
		.9%	1.2%	.7%	1.1%	1.2%		.8%	.4%	1.6%	1.1%	.3%	1.1%	.8%	.7%		1.1%		
DON'T KNOW	44-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NOT STATED	44-R	55	5	11	28	6	5	28	14	14	30	8	13	4	6	6	15		
		3.0%	3.2%	2.3%	4.0%	2.1%	2.2%	2.7%	3.0%	3.4%	4.9%	2.3%	2.3%	1.2%	1.1%	2.5%	2.7%		
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570		
		100.0%	99.9%	99.9%	100.1%	100.0%	100.0%	99.9%	100.0%	99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.1%	100.1%		
MEAN		4.21	4.25	4.44	4.13	4.02	4.19	4.23	4.28	4.10	4.30	4.14	4.18	4.17	4.17	4.17	4.14		
STD DEV		.8783	.9760	.7877	.8884	.8899	.8393	.8626	.8451	.9425	.8889	.8672	.8563	.8915	.8703	.8721	.8729		

'FISH IS EXTREMELY NUTRITIOUS'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100K UNDER			\$10K	\$15K	\$25K	SALES/				
		CAN-	TIC	BEC	ARIO	IES	B.C.	AND	100K-	UNDER	TO	TO	OR	PROF/	CLER-	BLUE	
		ADA						OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 15-1	1061	113	237	414	164	134	605	247	209	323	195	320	223	319	147	309
		56.8%	71.9%	47.9%	60.1%	52.4%	61.6%	59.5%	54.4%	52.4%	52.4%	58.2%	57.8%	61.3%	59.9%	56.1%	54.2%
SOMEWHAT AGREE	(X4) 15-2	604	32	181	214	107	70	311	154	139	195	110	180	119	169	91	194
		32.3%	20.3%	36.7%	31.1%	34.2%	32.2%	30.6%	33.9%	34.8%	31.5%	33.0%	32.6%	32.6%	31.7%	34.9%	34.1%
NEITHER AGREE NOR DISAGREE	15-3 (X3)	124	3	45	37	29	10	59	32	33	52	20	37	15	28	17	47
		6.6%	1.9%	9.1%	5.4%	9.2%	4.7%	5.8%	7.0%	8.3%	8.5%	6.0%	6.6%	4.1%	5.3%	6.5%	8.3%
SOMEWHAT DISAGREE	(X2) 15-4	15	2	10	2	2	-	7	4	4	9	1	3	2	6	1	4
		.8%	1.0%	2.0%	.3%	.6%		.7%	1.0%	.9%	1.4%	.3%	.6%	.6%	1.0%	.4%	.6%
COMPLETELY DISAGREE	(1) 15-5	9	1	7	1	-	-	6	1	1	3	-	6	-	2	1	4
		.5%	.6%	1.4%	.1%			.6%	.2%	.4%	.4%		1.1%		.4%	.4%	.8%
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	15-R	56	7	14	21	11	3	28	16	13	35	8	8	5	9	5	12
		3.0%	4.3%	2.9%	3.0%	3.6%	1.5%	2.7%	3.5%	3.3%	5.7%	2.5%	1.4%	1.4%	1.6%	1.7%	2.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	99.9%	100.0%	100.1%	100.0%	99.9%	100.0%	100.1%
MEAN		4.49	4.69	4.32	4.55	4.44	4.58	4.52	4.47	4.43	4.42	4.53	4.47	4.57	4.52	4.48	4.43
STD DEV		.7036	.6256	.8359	.6264	.6896	.5821	.7004	.6920	.7202	.7534	.6268	.7444	.6046	.6859	.6737	.7408

'FISH HAS MORE PROTEIN THAN HAVE MEAT OR POULTRY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
		CAN- ADA	ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR
COMPLETELY AGREE	(X5) 16-1	354	35	96	126	52	45	199	89	66	112	72	108	62	85	51	116
		18.9%	22.0%	19.4%	18.2%	16.8%	20.9%	19.6%	19.6%	16.4%	18.1%	21.5%	19.5%	17.0%	16.0%	19.7%	20.3%
SOMEWHAT AGREE	(X4) 16-2	596	51	168	240	74	63	321	139	136	205	104	173	113	178	84	175
		31.9%	32.2%	34.1%	34.8%	23.8%	29.0%	31.6%	30.6%	34.2%	33.3%	31.2%	31.3%	31.1%	33.4%	32.1%	30.8%
NEITHER AGREE NOR DISAGREE	16-3 (X3)	676	50	177	238	135	76	368	164	144	208	123	201	145	211	96	208
		36.2%	31.9%	35.8%	34.5%	43.3%	35.2%	36.2%	36.1%	36.2%	33.6%	36.7%	36.3%	39.8%	39.6%	36.6%	36.4%
SOMEWHAT DISAGREE	(X2) 16-4	120	5	29	36	30	19	64	28	27	42	16	35	26	34	13	39
		6.4%	3.3%	5.9%	5.2%	9.6%	8.9%	6.3%	6.2%	6.9%	6.8%	4.9%	6.4%	7.2%	6.4%	5.1%	6.9%
COMPLETELY DISAGREE	(1) 16-5	52	8	8	21	10	5	30	10	11	10	11	21	10	15	7	18
		2.8%	4.9%	1.7%	3.0%	3.2%	2.4%	3.0%	2.3%	2.8%	1.7%	3.2%	3.7%	2.8%	2.8%	2.6%	3.2%
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	16-R	72	9	15	29	10	8	34	24	14	40	8	16	7	10	10	14
		3.8%	5.6%	3.1%	4.2%	3.4%	3.7%	3.3%	5.2%	3.5%	6.6%	2.5%	2.8%	2.0%	1.8%	3.9%	2.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	99.9%	100.1%	100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
MEAN		3.60	3.67	3.66	3.63	3.43	3.59	3.61	3.62	3.57	3.64	3.65	3.58	3.53	3.54	3.64	3.59
STD DEV		.969	1.034	.923	.954	.993	1.004	.979	.960	.950	.932	.982	1.002	.958	.935	.952	.997

'FISH IS LOW IN CHOLESTEROL'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100K UNDER			\$10K	\$15K	\$25K	SALES/				
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100K- URBAN	RURAL	UNDER \$10K	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 17-1	714 38.2%	73 46.2%	173 35.1%	264 38.3%	113 36.1%	92 42.2%	409 40.2%	169 37.2%	137 34.3%	231 37.4%	134 40.0%	212 38.3%	137 37.7%	207 38.7%	98 37.3%	214 37.5%
SOMEWHAT AGREE	(X4) 17-2	593 31.2%	44 27.8%	169 34.1%	214 31.1%	89 28.4%	68 31.2%	326 32.1%	135 29.8%	121 30.5%	182 29.4%	103 30.9%	171 30.8%	127 35.0%	187 35.0%	82 31.3%	162 28.5%
NEITHER AGREE NOR DISAGREE	17-3 (X3)	414 22.1%	30 19.1%	95 19.3%	157 22.7%	90 28.9%	42 19.4%	199 19.6%	113 24.8%	102 25.6%	144 23.3%	74 22.0%	126 22.7%	71 19.5%	101 18.9%	62 23.6%	152 26.7%
SOMEWHAT DISAGREE	(X2) 17-4	52 2.8%	2 1.3%	17 3.4%	21 3.1%	6 1.8%	6 2.7%	29 2.8%	14 3.1%	9 2.2%	11 1.8%	14 4.1%	16 2.9%	10 2.9%	19 3.5%	7 2.7%	12 2.1%
COMPLETELY DISAGREE(1)	17-5	22 1.2%	1 .6%	12 2.5%	4 .5%	4 1.1%	2 .9%	11 1.1%	3 .7%	8 2.1%	9 1.4%	1 .3%	9 1.6%	4 1.0%	5 .9%	4 1.4%	8 1.4%
DON'T KNOW	17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	17-R	84 4.5%	8 5.0%	28 5.6%	29 4.3%	12 3.7%	8 3.7%	43 4.3%	20 4.4%	21 5.3%	41 6.6%	9 2.7%	20 3.7%	14 3.9%	16 3.0%	10 3.7%	22 3.9%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 100.0%	689 100.0%	312 100.0%	217 100.1%	1017 100.1%	454 100.0%	399 100.0%	617 99.9%	334 100.0%	554 100.0%	364 100.0%	533 100.0%	261 100.0%	570 100.1%
MEAN		4.07	4.24	4.02	4.08	4.00	4.15	4.12	4.04	3.98	4.07	4.09	4.05	4.10	4.10	4.04	4.03
STD DEV		.9249	.8603	.9778	.9008	.9256	.8993	.9090	.9185	.9629	.9286	.9077	.9492	.8957	.8995	.9330	.9392

'BONES ARE A BIG PROBLEM WITH FISH'

QUESTION 8

	REGION.....										*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*	
TOTAL		CAN- ATLAN QUE- ONT- PRAIR					100M UNDER					\$10M	\$15M	\$25M	SALES/				
CAN- ATLAN QUE- ONT- PRAIR		ADA TIC BEC ARI0 IES					AND 100M-					UNDER 10	10	OR PROF/	CLER- BLUE				
		B.C.					OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR			
COMPLETELY AGREE	(X5) 18-1	538	47	141	202	100	49	297	134	107	193	98	162	85	131	71	181		
		28.8%	29.8%	28.5%	29.4%	31.9%	22.4%	29.2%	29.6%	26.8%	31.2%	29.4%	29.2%	23.4%	24.6%	27.0%	31.7%		
SOMEWHAT AGREE	(X4) 18-2	634	50	131	244	119	89	344	168	121	179	116	193	146	217	97	167		
		33.9%	31.6%	26.6%	35.4%	38.3%	41.1%	33.9%	37.1%	30.5%	29.0%	34.6%	34.9%	40.1%	40.6%	37.0%	29.4%		
NEITHER AGREE NOR DISAGREE	18-3 (X3)	265	25	84	85	34	37	148	49	67	79	55	75	55	73	35	95		
		14.2%	15.9%	17.0%	12.3%	10.9%	16.8%	14.6%	10.9%	16.9%	12.9%	16.5%	13.5%	15.1%	13.6%	13.5%	16.6%		
SOMEWHAT DISAGREE	(X2) 18-4	246	16	78	95	34	24	130	57	59	78	39	79	50	64	34	89		
		13.2%	10.0%	15.7%	13.8%	10.9%	10.9%	12.8%	12.5%	14.9%	12.7%	11.5%	14.2%	13.8%	12.0%	13.0%	15.7%		
COMPLETELY DISAGREE(1)	18-5	120	13	41	39	14	13	60	27	33	55	19	27	19	36	13	26		
		6.4%	8.4%	8.2%	5.7%	4.6%	6.0%	5.9%	5.9%	8.3%	9.0%	5.6%	4.9%	5.2%	6.8%	4.9%	4.6%		
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NOT STATED	18-R	67	7	20	24	10	6	38	18	11	32	8	18	8	13	12	12		
		3.6%	4.3%	4.0%	3.4%	3.3%	2.8%	3.7%	4.0%	2.8%	5.3%	2.5%	3.2%	2.3%	2.4%	4.4%	2.1%		
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570		
		100.1%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	100.0%	100.2%	100.1%	100.1%	99.9%	99.9%	100.0%	99.8%	100.1%		
MEAN		3.68	3.67	3.54	3.72	3.85	3.65	3.70	3.75	3.54	3.64	3.72	3.72	3.64	3.66	3.71	3.69		
STD DEV		1.2197	1.2557	1.2975	1.2033	1.1403	1.1331	1.2043	1.1981	1.2706	1.3127	1.1747	1.1859	1.1463	1.1788	1.1629	1.2094		

'I HAVE A REAL FEAR OF CHOKING ON FISH BONES'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL							100K UNDER				\$10K	\$15K	\$25K	SALES/			
CAN- ATLAN QUE- ONT- PRAIR							AND 100K-	UNDER TO			TO	OR PROF/	CLER- BLUE				
ADA TIC BEC ARIO IES B.C.							OVER URBAN RURAL	\$10K	\$14.9	\$24.9	OVER	NGR	CAL	COLLAR			
COMPLETELY AGREE	(X5) 19-1	323	23	110	121	49	20	168	91	64	124	59	101	40	65	50	106
		17.3%	14.8%	22.3%	17.5%	15.6%	9.3%	16.6%	20.0%	16.0%	20.1%	17.2%	18.3%	11.0%	12.2%	19.2%	18.7%
SOMEWHAT AGREE	(X4) 19-2	349	26	94	126	66	36	195	81	73	118	56	105	71	99	58	92
		18.7%	16.7%	19.1%	18.3%	21.3%	16.8%	19.2%	17.8%	18.3%	19.1%	16.7%	18.9%	19.4%	18.5%	22.1%	16.2%
NEITHER AGREE NOR DISAGREE	19-3 (X3)	326	29	82	120	49	45	180	86	59	91	60	108	67	99	42	111
		17.4%	18.5%	16.7%	17.4%	15.8%	20.5%	17.7%	18.9%	14.9%	14.8%	17.9%	19.4%	18.4%	18.5%	16.1%	19.4%
SOMEWHAT DISAGREE	(X2) 19-4	292	21	82	114	46	29	162	63	67	80	55	88	69	89	38	93
		15.6%	13.5%	16.6%	16.5%	14.6%	13.3%	15.9%	13.9%	16.9%	13.0%	16.5%	15.8%	18.9%	16.6%	14.6%	16.3%
COMPLETELY DISAGREE(1)	19-5	511	50	106	185	90	80	274	116	121	167	98	135	112	169	64	152
		27.3%	32.1%	21.4%	26.9%	28.8%	36.8%	26.9%	25.6%	30.4%	27.0%	29.2%	24.3%	30.9%	31.7%	24.4%	26.7%
DON'T KNOW	19-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	19-R	68	7	19	23	12	7	37	17	14	37	8	18	5	12	9	16
		3.7%	4.3%	3.9%	3.3%	3.9%	3.3%	3.7%	3.8%	3.6%	6.0%	2.5%	3.3%	1.4%	2.3%	3.6%	2.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	100.1%
MEAN		2.82	2.67	3.04	2.83	2.79	2.47	2.82	2.92	2.72	2.92	2.76	2.91	2.60	2.62	2.97	2.84
STD DEV		1.47561	1.47281	1.47961	1.47221	1.47601	1.39031	1.46201	1.49031	1.48531	1.52891	1.47801	1.45341	1.38981	1.42031	1.48021	1.4736

'I AM AFRAID TO SERVE FISH TO MY CHILDREN AS IT MAY HAVE BONES IN IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARTO	IES	F.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 20-1	248	15	86	90	42	14	120	76	52	100	53	67	28	44	36	79
		13.2%	9.6%	17.5%	13.1%	13.5%	6.3%	11.8%	16.7%	13.0%	16.2%	15.7%	12.0%	7.8%	8.3%	13.8%	13.9%
SOMEWHAT AGREE	(X4) 20-2	430	36	113	154	89	39	234	104	93	142	60	139	90	134	61	124
		23.0%	22.8%	22.8%	22.4%	28.4%	18.0%	23.0%	22.8%	23.2%	23.0%	17.8%	25.0%	24.7%	25.1%	23.3%	21.8%
NEITHER AGREE NOR DISAGREE	20-3 (X3)	388	20	93	150	78	46	236	82	71	112	82	114	80	113	64	123
		20.8%	13.0%	18.9%	21.8%	25.1%	21.2%	23.2%	18.0%	17.8%	18.1%	24.6%	20.6%	22.0%	21.1%	24.6%	21.6%
SOMEWHAT DISAGREE	(X2) 20-4	303	32	88	103	45	35	148	79	76	79	58	97	68	96	37	106
		16.2%	20.1%	17.8%	15.0%	14.5%	16.0%	14.6%	17.5%	19.0%	12.8%	17.4%	17.6%	18.8%	18.1%	14.3%	18.6%
COMPLETELY DISAGREE(1)	20-5	376	44	90	143	45	74	220	86	90	117	73	120	86	130	53	119
		21.2%	28.3%	18.2%	20.7%	14.4%	34.1%	21.6%	18.8%	22.7%	18.9%	22.0%	21.7%	23.5%	24.4%	20.2%	20.9%
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	20-R	104	10	24	48	13	10	59	28	17	68	8	17	12	16	10	18
		5.6%	6.2%	4.8%	7.0%	4.2%	4.4%	5.8%	6.2%	4.3%	11.0%	2.4%	3.0%	3.2%	3.0%	3.8%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%
MEAN		2.90	2.63	3.04	2.92	3.13	2.44	2.88	3.01	2.84	3.05	2.88	2.88	2.74	2.74	2.96	2.89
STD DEV		1.36551	1.39091	1.38801	1.35951	1.26331	1.31551	1.34311	1.39451	1.38161	1.40651	1.37531	1.34741	1.29331	1.31311	1.34321	1.3584

'YOU CAN NOT KEEP FISH AS LONG AS MEAT OR POULTRY'

QUESTION 6

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER		\$10M	\$15M	\$25M	SALES/					
		ADA	TIC	BEC	ARIO	IES	AND	100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE			
							B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	NBR	CAL	COLLAR
COMPLETELY AGREE	(X5) 21-1	463	37	110	152	90	73	257	106	99	166	73	141	83	107	58	131
		24.7%	23.6%	22.4%	22.1%	28.8%	33.5%	25.3%	23.3%	24.9%	26.9%	21.8%	25.5%	22.7%	20.1%	22.2%	23.0%
SOMEWHAT AGREE	(X4) 21-2	528	45	155	187	80	61	286	133	109	147	104	163	113	165	77	157
		28.2%	28.5%	31.5%	27.2%	25.5%	27.9%	28.1%	29.3%	27.3%	23.9%	31.1%	29.4%	31.2%	31.0%	29.4%	27.6%
NEITHER AGREE NOR DISAGREE	21-3 (X3)	370	20	97	143	74	35	214	83	73	102	66	129	73	110	59	141
		19.8%	12.6%	19.7%	20.7%	23.8%	16.3%	21.0%	18.3%	18.3%	16.6%	19.6%	23.3%	20.0%	20.6%	22.7%	24.7%
SOMEWHAT DISAGREE	(X2) 21-4	250	22	65	102	37	24	128	68	54	83	47	67	53	83	33	76
		13.4%	14.3%	13.2%	14.7%	12.0%	10.9%	12.6%	15.0%	13.5%	13.5%	13.9%	12.1%	14.6%	15.6%	12.4%	13.3%
COMPLETELY DISAGREE	(1) 21-5	187	22	45	77	23	20	96	42	49	76	39	40	32	56	28	51
		10.0%	14.0%	9.2%	11.2%	7.4%	9.1%	9.5%	9.2%	12.2%	12.3%	11.7%	7.1%	8.9%	10.5%	10.9%	8.9%
DON'T KNOW	21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	21-R	72	11	20	28	8	5	35	22	15	42	6	14	9	12	6	15
		3.9%	7.0%	4.0%	4.1%	2.5%	2.3%	3.5%	4.8%	3.7%	6.8%	1.9%	2.6%	2.6%	2.2%	2.4%	2.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.1%
MEAN		3.46	3.36	3.47	3.36	3.58	3.67	3.49	3.45	3.41	3.42	3.38	3.55	3.45	3.35	3.41	3.44
STD DEV		1.29081	1.39531	1.25081	1.30311	1.23801	1.29841	1.27461	1.27841	1.34271	1.38021	1.29531	1.20781	1.25091	1.26561	1.27031	1.2398

'IT IS MAINLY "NEW CANADIANS" WHO EAT FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			*HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	100M- RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ HSR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 22-1	72	3	32	24	6	7	48	13	10	30	14	21	8	14	10	15
		3.8%	1.8%	6.5%	3.4%	2.1%	3.2%	4.8%	2.9%	2.6%	4.9%	4.0%	3.7%	2.1%	2.6%	3.7%	2.6%
SOMEWHAT AGREE	(X4) 22-2	162	6	67	54	18	17	101	34	27	52	23	51	36	48	23	42
		8.7%	3.9%	13.5%	7.9%	5.7%	8.0%	10.0%	7.5%	6.7%	8.5%	7.0%	9.2%	9.9%	9.1%	8.7%	7.4%
NEITHER AGREE NOR DISAGREE	22-3 (X3)	617	41	152	234	125	65	336	157	124	192	119	192	114	176	97	189
		33.0%	26.1%	30.7%	34.0%	39.9%	30.1%	33.1%	34.5%	31.1%	31.1%	35.5%	34.7%	31.4%	33.0%	37.2%	33.2%
SOMEWHAT DISAGREE	(X2) 22-4	329	26	91	125	49	38	168	86	75	114	54	94	67	102	47	100
		17.6%	16.6%	18.5%	18.1%	15.6%	17.6%	16.6%	18.9%	18.8%	18.5%	16.1%	17.1%	18.4%	19.2%	17.9%	17.6%
COMPLETELY DISAGREE(1)	22-5	605	73	123	223	104	82	323	141	141	185	113	178	129	179	80	203
		32.4%	46.5%	24.9%	32.4%	33.4%	37.6%	31.8%	31.1%	35.4%	29.9%	33.8%	32.2%	35.4%	33.5%	30.8%	35.6%
DON'T KNOW	22-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	22-R	83	8	29	28	10	8	39	23	21	44	12	17	10	14	4	20
		4.5%	5.1%	5.9%	4.1%	3.3%	3.6%	3.9%	5.1%	5.3%	7.1%	3.6%	3.1%	2.8%	2.6%	1.7%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	100.2%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		2.31	1.92	2.56	2.29	2.25	2.19	2.37	2.29	2.18	2.35	2.29	2.33	2.23	2.26	2.36	2.21
STD DEV		1.146	1.043	1.214	1.123	1.059	1.173	1.182	1.095	1.096	1.169	1.141	1.143	1.118	1.107	1.121	1.103

'FISH IS BETTER VALUE FOR MONEY THAN MEAT OR POULTRY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 23-1	213	36	53	77	24	24	124	46	44	72	39	60	42	68	27	60
		11.4%	22.8%	10.7%	11.1%	7.7%	11.0%	12.2%	10.1%	11.0%	11.7%	11.5%	10.9%	11.6%	12.7%	10.2%	10.6%
SOMEWHAT AGREE	(X4) 23-2	409	34	93	175	69	38	228	99	82	137	61	129	82	117	61	122
		21.9%	21.8%	18.9%	25.4%	22.2%	17.4%	22.5%	21.8%	20.6%	22.2%	18.3%	23.3%	22.6%	21.9%	23.4%	21.3%
NEITHER AGREE NOR DISAGREE	23-3 (X3)	745	48	208	276	123	90	402	183	160	221	151	223	150	233	107	236
		39.9%	30.3%	42.2%	40.1%	39.6%	41.3%	39.6%	40.2%	40.2%	35.9%	45.2%	40.3%	41.1%	43.7%	40.8%	41.4%
SOMEWHAT DISAGREE	(X2) 23-4	287	19	80	96	61	31	153	72	62	91	45	92	58	80	46	87
		15.4%	12.2%	16.2%	13.9%	19.6%	14.1%	15.0%	15.9%	15.6%	14.8%	13.6%	16.7%	15.9%	15.1%	17.4%	15.2%
COMPLETELY DISAGREE	(1) 23-5	141	12	35	40	25	30	73	35	34	53	29	36	23	27	17	49
		7.6%	7.7%	7.1%	5.8%	7.9%	13.8%	7.1%	7.7%	8.5%	8.5%	8.7%	6.6%	6.4%	5.0%	6.4%	8.5%
DON'T KNOW	23-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	23-R	72	8	24	26	9	5	36	19	17	43	9	13	8	9	4	17
		3.9%	5.1%	4.9%	3.7%	3.0%	2.4%	3.6%	4.3%	4.2%	6.9%	2.6%	2.3%	2.3%	1.6%	1.7%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%	99.9%	100.0%	99.9%	100.0%
MEAN		3.15	3.42	3.10	3.23	3.02	2.98	3.18	3.11	3.11	3.15	3.11	3.16	3.17	3.23	3.14	3.11
STD DEV		1.075	1.211	1.052	1.028	1.036	1.156	1.076	1.065	1.085	1.116	1.071	1.048	1.050	1.021	1.036	1.073

'I USUALLY MAKE A SAUCE TO GO WITH FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-ADA	ATLAN TIC	GUE- BEC	ONT- ARIO	PRAIR IES	100M UNDER AND OVER	100M- URBAN RURAL	\$10K UNDER \$10K	\$15K TO \$14.9	\$25K OR OVER	SALES/ CLER- CAL	BLUE COLLAR				
COMPLETELY AGREE	(X5) 24-1	128 6.8%	9 5.7%	61 12.3%	39 5.6%	11 3.6%	8 3.7%	72 7.0%	23 5.0%	33 8.3%	53 8.6%	23 6.7%	36 6.5%	16 4.5%	24 4.4%	13 4.9%	38 6.7%
SOMEWHAT AGREE	(X4) 24-2	299 16.0%	34 21.7%	110 22.3%	88 12.8%	37 12.0%	29 13.3%	165 16.3%	78 17.2%	56 13.9%	102 16.5%	43 12.9%	95 17.1%	59 16.3%	79 14.9%	51 19.6%	84 14.8%
NEITHER AGREE NOR DISAGREE	24-3 (X3)	382 20.4%	24 15.6%	101 20.5%	139 20.2%	66 21.2%	51 23.5%	214 21.0%	93 20.6%	75 18.7%	126 20.5%	67 20.0%	112 20.2%	77 21.1%	111 20.7%	64 24.5%	112 19.6%
SOMEWHAT DISAGREE	(X2) 24-4	430 23.0%	32 20.1%	113 22.9%	159 23.1%	71 22.8%	55 25.3%	237 23.4%	106 23.4%	86 21.7%	113 18.3%	83 24.7%	137 24.7%	98 26.9%	142 26.6%	53 20.3%	137 24.1%
COMPLETELY DISAGREE(1)	24-5	565 30.2%	50 31.8%	92 18.7%	237 34.4%	118 37.6%	68 31.5%	295 29.1%	135 29.7%	135 34.0%	183 29.7%	112 33.4%	165 29.7%	106 29.0%	168 31.5%	74 28.1%	186 32.6%
DON'T KNOW	24-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	24-R	65 3.5%	8 5.1%	16 3.3%	26 3.8%	9 2.7%	6 2.8%	33 3.2%	19 4.2%	13 3.3%	40 6.5%	7 2.2%	10 1.8%	8 2.3%	10 1.8%	7 2.5%	13 2.2%
NUMBER OF RESPONDENTS		1869 99.9%	157 100.0%	494 100.0%	689 99.9%	312 99.9%	217 100.1%	1017 100.0%	454 100.1%	399 99.9%	617 100.1%	334 99.9%	554 100.0%	364 100.1%	533 99.9%	261 99.9%	570 100.0%
MEAN		2.44	2.47	2.86	2.29	2.19	2.31	2.47	2.42	2.39	2.53	2.33	2.45	2.39	2.33	2.52	2.38
STD DEV		1.27641	1.31801	1.31521	1.24141	1.18061	1.16721	1.27371	1.23911	1.32181	1.33721	1.25821	1.26331	1.19971	1.19851	1.23801	1.2713

'FISH IS BETTER FOR YOUR HEALTH THAN MEAT OR POULTRY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100H UNDER				\$10H	\$15H	\$25H	SALES/			
		ADA	TIC	BEC	ARID	IES	B.C.	AND	100H-	UNDER	TO	TO	OR	PROF/	CLER-	BLUE	
								OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 25-1	340	41	106	111	39	43	206	78	55	118	66	96	60	97	48	99
		18.2%	26.2%	21.4%	16.0%	12.4%	20.0%	20.2%	17.3%	13.9%	19.1%	19.6%	17.3%	16.6%	18.2%	18.2%	17.4%
SOMEWHAT AGREE	(X4) 25-2	534	45	131	199	91	67	283	126	125	166	96	158	113	171	75	150
		28.6%	28.8%	26.6%	28.9%	29.2%	30.9%	27.8%	27.8%	31.3%	27.0%	28.8%	28.5%	31.0%	32.0%	28.8%	26.3%
NEITHER AGREE NOR DISAGREE	25-3 (X3)	686	52	177	248	128	82	361	186	139	217	111	215	142	195	95	231
		36.7%	32.9%	35.8%	36.0%	40.9%	37.8%	35.5%	41.1%	34.9%	35.3%	33.3%	38.9%	38.9%	36.5%	36.2%	40.6%
SOMEWHAT DISAGREE	(X2) 25-4	169	7	45	68	31	17	91	33	45	49	41	53	26	44	33	52
		9.0%	4.6%	9.2%	9.9%	9.9%	7.7%	8.9%	7.2%	11.2%	7.9%	12.1%	9.6%	7.2%	8.3%	12.7%	9.1%
COMPLETELY DISAGREE	(1) 25-5	81	5	18	39	15	4	46	15	20	29	14	20	18	16	6	26
		4.3%	3.2%	3.7%	5.7%	4.7%	1.7%	4.5%	3.3%	5.0%	4.6%	4.3%	3.6%	4.9%	3.0%	2.4%	4.5%
DON'T KNOW	25-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	25-R	61	7	17	25	9	4	31	15	15	38	6	12	5	11	4	12
		3.3%	4.3%	3.4%	3.6%	2.7%	2.0%	3.1%	3.3%	3.7%	6.2%	1.9%	2.1%	1.4%	2.0%	1.7%	2.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.0%	100.1%	100.1%	99.8%	100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		3.49	3.73	3.55	3.41	3.36	3.61	3.52	3.50	3.39	3.51	3.48	3.47	3.48	3.55	3.43	3.44
STD DEV		1.0389	1.0188	1.0543	1.0639	.9903	.9514	1.0623	.9812	1.0365	1.0593	1.0765	1.0102	1.0140	.9853	1.0140	1.0318

'WEALTHIER PEOPLE BUY MORE FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			*H. H. OCCUPATION*			
TOTAL		CAN-ADA	ATLAN TIC	QUE-BEC	ONT-ARID	PRAIR IES	100M UNDER AND OVER	100H-URBAN	EURAL	UNDER \$10M	\$10M TO \$14.9	\$15M TO \$24.9	\$25M OR OVER	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE (X5)	26-1	117	8	46	32	16	15	65	27	25	46	26	30	14	19	15	36
		6.3%	5.2%	9.2%	4.7%	5.1%	7.0%	6.4%	5.9%	6.4%	7.5%	7.9%	5.5%	3.8%	3.5%	5.9%	6.3%
SOMEWHAT AGREE (X4)	26-2	225	10	78	73	34	30	128	53	43	67	38	62	57	75	31	58
		12.0%	6.2%	15.8%	10.6%	11.0%	13.7%	12.6%	11.7%	10.9%	10.9%	11.4%	11.3%	15.7%	14.0%	11.7%	10.1%
NEITHER AGREE NOR DISAGREE (X3)	26-3	828	75	192	303	155	104	458	187	184	267	143	259	159	276	107	245
		44.3%	47.7%	38.9%	44.0%	49.5%	47.7%	45.0%	41.1%	46.1%	43.2%	42.7%	46.8%	43.8%	51.7%	40.8%	42.9%
SOMEWHAT DISAGREE (X2)	26-4	308	21	79	131	52	26	157	88	62	114	51	89	53	75	50	87
		16.5%	13.4%	15.9%	19.0%	16.6%	11.9%	15.5%	19.5%	15.6%	18.5%	15.3%	16.1%	14.6%	14.1%	19.1%	15.3%
COMPLETELY DISAGREE (1)	26-5	324	36	82	123	46	36	172	82	70	80	69	103	72	81	52	130
		17.3%	23.1%	16.6%	17.9%	14.8%	16.5%	16.9%	18.0%	17.7%	13.0%	20.6%	18.6%	19.8%	15.1%	20.0%	22.8%
DON'T KNOW	26-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	26-R	67	7	18	26	9	7	37	17	14	42	7	10	8	9	6	15
		3.6%	4.5%	3.6%	3.8%	3.0%	3.2%	3.6%	3.7%	3.4%	6.9%	2.1%	1.7%	2.3%	1.6%	2.5%	2.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		2.72	2.55	2.85	2.64	2.74	2.82	2.75	2.67	2.72	2.80	2.70	2.68	2.68	2.76	2.64	2.61
STD DEV		1.09461	.08861	.17291	.05641	.01941	.09761	.09281	.09981	.09061	.07501	.16011	.07681	.0844	.99331	.11571	.1407

'FISH SHOULD BE QUALITY GRADED & GRADE SHOULD BE PRINTED ON PACKAGE'

QUESTION 8

	REGION.....						*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**			
TOTAL		CAN- ATLAN		QUE-	ONT-	PRAIR	100K UNDER			\$10K	\$15K	\$25K	SALES/				
CAN- ADA		TIC	BEC	ARIO	IES	B.C.	AND	100K-	UNDER	TO	TO	OR	PROF/	CLER-	BLUE		
							OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	NGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 27-1	775	80	159	318	130	87	435	175	165	278	132	224	141	194	99	221
		41.5%	51.1%	32.3%	46.1%	41.8%	40.1%	42.8%	38.6%	41.3%	45.1%	39.5%	40.5%	38.7%	36.3%	38.0%	38.8%
SOMEWHAT AGREE	(X4) 27-2	621	41	180	227	105	69	335	161	125	198	115	169	140	204	86	195
		33.2%	25.9%	36.4%	32.9%	33.7%	31.7%	32.9%	35.6%	31.3%	32.0%	34.3%	30.5%	38.5%	38.2%	32.9%	34.2%
NEITHER AGREE NOR DISAGREE	27-3 (X3)	315	23	89	98	59	46	163	77	75	78	64	114	59	107	56	94
		16.9%	14.7%	18.1%	14.3%	18.8%	21.1%	16.1%	17.0%	18.7%	12.6%	19.2%	20.7%	16.2%	20.0%	21.4%	16.6%
SOMEWHAT DISAGREE	(X2) 27-4	47	4	19	15	3	6	25	15	8	9	9	18	12	14	6	20
		2.5%	2.5%	3.9%	2.2%	1.0%	2.6%	2.4%	3.2%	1.9%	1.4%	2.6%	3.2%	3.2%	2.7%	2.3%	3.6%
COMPLETELY DISAGREE(1)	27-5	32	1	23	6	1	2	17	9	6	10	3	15	4	4	7	18
		1.7%	.6%	4.6%	.8%	.3%	.9%	1.7%	1.9%	1.6%	1.5%	1.0%	2.7%	1.1%	.7%	2.5%	3.1%
DON'T KNOW	27-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	27-R	78	8	23	26	14	8	41	17	20	45	11	13	8	11	7	22
		4.2%	5.1%	4.7%	3.7%	4.5%	3.6%	4.0%	3.8%	5.1%	7.4%	3.4%	2.4%	2.3%	2.1%	2.8%	3.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%	99.9%	100.0%	100.0%	100.0%	100.0%	99.9%	100.1%	
MEAN		4.15	4.31	3.92	4.26	4.21	4.12	4.18	4.10	4.15	4.27	4.12	4.05	4.13	4.09	4.05	4.06
STD DEV		.9233	.8716	1.0585	.8520	.8101	.9036	.9175	.9367	.9201	.8725	.8906	1.0031	.8839	.8630	.9678	1.0040

'YOU CAN KEEP FISH AS LONG AS MEAT OR POULTRY IN THE FREEZER'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION**			
TOTAL		CAN-	ATLAN	NUE-	ONT-	PRAIR	100M UNDER		10M \$15M		\$25M	*H. H. OCCUPATION*					
		ADA	TIC	REC	ARID	IES	AND	100M-	UNDER	10	10	OR PROF/	CLER-	BLUE			
						B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 28-1	476	45	166	189	47	28	272	121	83	172	89	126	87	124	65	138
		25.4%	28.4%	33.7%	27.4%	15.2%	13.0%	26.7%	26.6%	20.9%	27.9%	26.7%	22.8%	24.0%	23.3%	24.9%	24.3%
SOMEWHAT AGREE	(X4) 28-2	498	35	152	196	75	40	296	108	94	150	87	161	101	155	75	163
		26.6%	22.6%	30.7%	28.4%	23.9%	18.6%	29.1%	23.8%	23.5%	24.3%	26.0%	29.0%	27.6%	29.0%	28.7%	28.6%
NEITHER AGREE NOR DISAGREE	28-3 (X3)	316	19	62	135	62	38	178	73	64	98	57	101	60	100	43	102
		16.9%	12.2%	12.5%	19.6%	20.0%	17.3%	17.5%	16.2%	16.1%	15.9%	17.0%	18.3%	16.4%	18.8%	16.5%	17.9%
SOMEWHAT DISAGREE	(X2) 28-4	331	26	61	107	74	62	147	97	86	88	69	106	67	101	53	101
		17.7%	16.8%	12.4%	15.5%	23.8%	28.7%	14.5%	21.4%	21.7%	14.3%	20.8%	19.2%	18.3%	18.9%	20.3%	17.8%
COMPLETELY DISAGREE(1)	28-5	178	22	32	39	44	41	88	37	53	67	23	48	39	43	20	47
		9.5%	13.8%	6.5%	5.7%	14.1%	18.8%	8.7%	8.1%	13.3%	10.9%	7.0%	8.7%	10.7%	8.1%	7.8%	8.3%
DON'T KNOW	29-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	28-R	71	10	21	23	9	8	35	18	18	41	8	11	11	10	5	18
		3.8%	6.2%	4.3%	3.3%	3.0%	3.6%	3.5%	3.9%	4.5%	6.7%	2.5%	1.9%	2.9%	1.9%	1.8%	3.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%
MEAN		3.42	3.37	3.76	3.58	3.02	2.78	3.53	3.41	3.18	3.47	3.46	3.39	3.37	3.41	3.43	3.44
STD DEV		1.31701	.44341	.24541	.21851	.30351	.32641	.28161	.32141	.36821	.36211	.28531	.27581	.32991	.26481	.28231	.2765

'A FISH MEAL IS QUICK TO PREPARE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10K	\$15K	\$25K	SALES/				
		CAN-	ATLAN	QUE-	ONT-	PRAIR	AND	100M-		UNDER	TO	TO	OR	PROF/	CLER-	BLUE	
		ADA	TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 29-1	634	60	174	232	90	77	357	152	125	233	110	176	115	171	80	187
		33.9%	38.3%	35.3%	33.7%	29.0%	35.3%	35.1%	33.6%	31.3%	37.8%	32.9%	31.8%	31.5%	32.0%	30.5%	32.9%
SOMEWHAT AGREE	(X4) 29-2	718	56	195	274	116	77	390	176	152	210	137	234	137	224	115	211
		38.4%	35.4%	39.6%	39.7%	37.2%	35.5%	38.4%	38.8%	38.1%	34.1%	41.0%	42.2%	37.5%	42.0%	43.9%	37.0%
NEITHER AGREE NOR DISAGREE	29-3 (X3)	310	18	83	105	64	39	167	70	72	93	51	94	71	94	46	102
		16.6%	11.6%	16.8%	15.2%	20.6%	17.9%	16.5%	15.5%	18.1%	15.1%	15.2%	17.1%	19.6%	17.5%	17.7%	17.9%
SOMEWHAT DISAGREE	(X2) 29-4	119	10	20	44	29	17	61	32	26	36	25	29	29	29	15	41
		6.4%	6.4%	4.0%	6.4%	9.2%	7.8%	6.0%	7.0%	6.6%	5.9%	7.5%	5.3%	7.9%	5.4%	5.7%	7.2%
COMPLETELY DISAGREE	(1) 29-5	31	6	6	12	3	3	11	8	11	12	5	8	5	7	1	14
		1.6%	4.1%	1.3%	1.8%	.9%	1.4%	1.1%	1.9%	2.8%	2.0%	1.6%	1.5%	1.3%	1.3%	.4%	2.4%
DON'T KNOW	29-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	29-R	58	7	15	22	10	4	31	15	12	32	6	12	8	10	5	15
		3.1%	4.3%	3.1%	3.2%	3.1%	2.0%	3.0%	3.3%	3.1%	5.2%	1.9%	2.1%	2.2%	1.8%	1.7%	2.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.1%	100.0%	100.0%	99.9%	100.1%	100.1%	100.0%	100.1%	100.1%	100.0%	100.0%	100.0%	99.9%	100.0%
MEAN		4.00	4.02	4.07	4.00	3.87	3.97	4.03	3.98	3.91	4.05	3.98	4.00	3.92	4.00	4.00	3.93
STD DEV		.96791	.0825	.9021	.9659	.9791	.9963	.9370	.98521	.0188	.9965	.9689	.9235	.9798	.9159	.86971	.0179

'I LIKE HALIBUT BECAUSE IT IS A HEATY FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. OCCUPATION*			
TOTAL							100H UNDER				\$10H	\$15H	\$25H	SALES/			
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100H- URBAN	100H- RURAL	UNDER \$10K	10 \$14.9	10 \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 30-1	336	52	58	146	51	28	189	90	57	146	56	79	56	81	47	81
		18.0%	33.1%	11.8%	21.2%	16.3%	13.1%	18.6%	19.7%	14.3%	23.6%	16.6%	14.2%	15.4%	15.3%	18.0%	14.2%
SOMEWHAT AGREE	(X4) 30-2	465	46	98	188	72	61	257	128	80	152	80	128	106	139	72	131
		24.9%	29.0%	19.8%	27.4%	23.2%	28.3%	25.3%	28.3%	20.1%	24.6%	24.0%	23.0%	29.0%	26.1%	27.5%	23.0%
NEITHER AGREE NOR DISAGREE	30-3 (X3)	810	41	228	294	150	97	428	186	196	225	150	279	155	251	108	284
		43.3%	25.9%	46.3%	42.7%	48.0%	44.6%	42.1%	40.9%	49.2%	36.4%	45.0%	50.4%	42.7%	47.0%	41.2%	49.8%
SOMEWHAT DISAGREE	(X2) 30-4	114	5	55	22	16	16	66	25	24	27	26	33	29	37	15	38
		6.1%	2.9%	11.1%	3.2%	5.2%	7.5%	6.4%	5.5%	5.9%	4.3%	7.7%	6.0%	7.9%	7.0%	5.8%	6.7%
COMPLETELY DISAGREE(1)	30-5	73	6	32	15	14	6	41	8	23	24	15	23	10	16	14	22
		3.9%	4.1%	6.5%	2.2%	4.4%	2.8%	4.1%	1.9%	5.9%	3.9%	4.6%	4.2%	2.8%	2.9%	5.2%	3.9%
DON'T KNOW	30-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	30-R	71	8	23	23	9	8	36	17	18	44	7	12	8	9	6	14
		3.8%	5.0%	4.6%	3.3%	3.0%	3.7%	3.5%	3.7%	4.6%	7.1%	2.1%	2.1%	2.3%	1.6%	2.2%	2.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	99.9%	100.1%	99.9%	99.9%	100.0%
MEAN		3.49	3.88	3.20	3.64	3.43	3.43	3.50	3.61	3.33	3.64	3.41	3.38	3.47	3.45	3.48	3.38
STD DEV		.9972	1.0574	1.0243	.9326	.9792	.9212	1.0111	.9374	1.0066	1.0416	1.0109	.9519	.9466	.9376	1.0280	.9497

'I HATE NAME "COD". THEY SHOULD GIVE THE FISH A NEW NAME'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100N UNDER			\$10N	\$15N	\$25N	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100N-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10N	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 31-1	81	5	28	31	10	6	44	24	13	40	13	14	13	11	8	25
		4.3%	3.5%	5.6%	4.5%	3.2%	2.9%	4.3%	5.3%	3.3%	6.5%	3.9%	2.5%	3.7%	2.0%	3.1%	4.4%
SOMEWHAT AGREE	(X4) 31-2	112	6	42	46	13	5	65	26	21	45	15	28	24	27	12	27
		6.0%	3.6%	8.5%	6.6%	4.3%	2.5%	6.4%	5.8%	5.2%	7.4%	4.4%	5.1%	6.5%	5.1%	4.4%	4.8%
NEITHER AGREE NOR DISAGREE	31-3 (X3)	679	45	137	285	141	71	362	167	150	209	124	211	134	217	93	209
		36.3%	28.5%	27.7%	41.4%	45.2%	32.8%	35.6%	36.7%	37.7%	33.9%	37.2%	38.1%	36.8%	40.8%	35.4%	36.7%
SOMEWHAT DISAGREE	(X2) 31-4	218	18	92	64	24	20	109	52	57	75	53	51	38	53	42	70
		11.7%	11.4%	18.7%	9.3%	7.6%	9.4%	10.7%	11.5%	14.4%	12.2%	16.0%	9.3%	10.5%	9.9%	16.2%	12.2%
COMPLETELY DISAGREE(1)	31-5	705	76	175	236	112	106	399	166	140	201	122	237	144	213	102	226
		37.7%	48.6%	35.5%	34.3%	35.8%	48.7%	39.3%	36.5%	35.1%	32.5%	36.6%	42.9%	39.7%	40.0%	39.1%	39.6%
DON'T KNOW	31-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	31-R	74	7	20	27	12	8	38	19	17	46	6	12	11	12	4	14
		4.0%	4.5%	4.0%	4.0%	3.9%	3.7%	3.8%	4.2%	4.3%	7.4%	1.9%	2.1%	2.9%	2.2%	1.7%	2.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	100.1%	100.0%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%
MEAN		2.25	1.97	2.27	2.35	2.29	1.98	2.23	2.29	2.24	2.39	2.22	2.13	2.22	2.17	2.15	2.20
STD DEV		1.16831	1.13321	2.11111	1.16671	1.11211	1.10561	1.18011	1.19121	1.10881	2.23371	1.11561	1.11811	1.16041	1.09071	1.09581	1.1564

'I LIKE SOLE BECAUSE IT IS A MILD TASTING FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ATLAN QUE- ONT- PRAIR							AND 100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE				
ADA TIC BEC ARIO IES B.C.							OVER URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR		
COMPLETELY AGREE	(X5) 32-1	466	27	169	177	44	49	306	102	59	173	66	110	117	125	76	114
		24.9%	17.1%	34.3%	25.7%	14.0%	22.6%	30.1%	22.4%	14.7%	28.1%	19.6%	19.9%	32.1%	23.4%	29.0%	20.0%
SOMEWHAT AGREE	(X4) 32-2	534	39	153	202	70	70	308	140	86	157	94	178	106	182	80	144
		28.6%	24.9%	31.1%	29.3%	22.5%	32.3%	30.3%	30.9%	21.6%	25.4%	28.0%	32.1%	29.1%	34.1%	30.5%	25.3%
NEITHER AGREE NOR DISAGREE	32-3 (X3)	667	67	114	245	164	77	304	168	195	203	143	207	115	188	86	248
		35.7%	42.8%	23.0%	35.6%	52.5%	35.4%	29.9%	37.0%	49.0%	32.8%	42.6%	37.3%	31.6%	35.2%	32.8%	43.4%
SOMEWHAT DISAGREE	(X2) 32-4	63	4	15	21	15	8	33	9	21	19	8	24	12	18	3	25
		3.4%	2.3%	3.0%	3.1%	4.9%	3.8%	3.3%	1.9%	5.4%	3.1%	2.5%	4.3%	3.4%	3.4%	1.0%	4.5%
COMPLETELY DISAGREE(1)	32-5	54	10	20	15	6	3	23	16	15	16	15	17	6	8	9	20
		2.9%	6.6%	4.1%	2.2%	1.8%	1.2%	2.2%	3.5%	3.9%	2.5%	4.5%	3.1%	1.6%	1.6%	3.6%	3.6%
DON'T KNOW	32-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	32-R	84	10	23	28	13	10	43	20	22	49	9	18	8	12	8	18
		4.5%	6.2%	4.6%	4.1%	4.2%	4.8%	4.2%	4.3%	5.5%	8.0%	2.7%	3.2%	2.3%	2.3%	2.9%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.1%	100.0%	99.9%	100.1%	100.0%	100.0%	100.1%	99.9%	99.9%	99.9%	100.1%	100.0%	99.8%	100.0%
MEAN		3.73	3.46	3.93	3.76	3.44	3.75	3.86	3.70	3.40	3.80	3.57	3.64	3.89	3.76	3.83	3.56
STD DEV		.98641	.04221	.0505	.9578	.8695	.9044	.9766	.9672	.95441	.0020	.9892	.9608	.9618	.9102	.9934	.9861

'THERE ARE SO MANY VARIETIES OF FISH THAT YOU NEVER GET BORED WITH IT'

QUESTION 8

	REGION.....										*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*		
TOTAL		CAN- ATLAN QUE- ONT- PRAIR					100K UNDER					\$10K	\$15K	\$25K	SALES/	CLER- BLUE				
CAN- ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	UNDER	TO	\$10K	\$14.9	\$24.9	OR PROF/	OVER MGR	CAL	COLLAR		
COMPLETELY AGREE	(X5) 33-1	391	48	124	138	35	46	229	87	75	136	72	99	85	99	56	112			
		20.9%	30.6%	25.1%	20.1%	11.4%	21.1%	22.6%	19.2%	18.8%	22.0%	21.5%	17.8%	23.3%	18.6%	21.6%	19.6%			
SOMEWHAT AGREE	(X4) 33-2	532	48	155	198	79	52	294	132	107	175	105	160	93	148	87	169			
		28.5%	30.8%	31.5%	28.7%	25.2%	24.1%	28.9%	29.1%	26.8%	28.4%	31.3%	28.9%	25.5%	27.8%	33.1%	29.6%			
NEITHER AGREE NOR DISAGREE	33-3 (X3)	594	37	133	223	125	76	317	144	133	169	100	198	126	194	75	193			
		31.8%	23.8%	26.9%	32.3%	40.0%	35.2%	31.2%	31.6%	33.4%	27.5%	30.0%	35.8%	34.7%	36.4%	28.5%	33.9%			
SOMEWHAT DISAGREE	(X2) 33-4	187	12	39	70	42	24	96	44	48	52	37	60	39	63	26	59			
		10.0%	7.9%	7.8%	10.1%	13.5%	11.2%	9.4%	9.7%	11.9%	8.4%	11.1%	10.8%	10.6%	11.7%	10.0%	10.4%			
COMPLETELY DISAGREE(1)	33-5	85	4	20	32	21	8	41	24	19	32	13	26	14	21	13	19			
		4.5%	2.4%	4.1%	4.6%	6.6%	3.9%	4.1%	5.3%	4.8%	5.2%	3.9%	4.6%	3.9%	3.9%	5.1%	3.4%			
DON'T KNOW	33-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
NOT STATED	33-R	79	7	23	29	10	10	39	23	17	53	7	11	7	9	4	18			
		4.2%	4.5%	4.6%	4.2%	3.3%	4.5%	3.9%	5.0%	4.3%	8.6%	2.2%	2.1%	2.0%	1.6%	1.7%	3.1%			
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570			
		99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
MEAN		3.54	3.83	3.69	3.52	3.22	3.50	3.59	3.49	3.45	3.59	3.57	3.45	3.55	3.46	3.57	3.53			
STD DEV		1.08591	0.04751	0.07841	0.08021	0.04691	0.08301	0.07771	0.09371	0.09051	0.11641	0.07221	0.05661	0.08651	0.05121	0.09411	0.0372			

'IF I SERVE FISH TO THE FAMILY I HAVE TO DISGUISE ITS TASTE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-ADA		ATLAN TIC	QUE- REC	ONT- ARIQ	PRAIR IES	F.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	\$14.9	\$24.9	OR PROF/ OVER MGR	CLER- CAL	BLUE COLLAR		
COMPLETELY AGREE	(X5) 34-1	75 4.0%	5 3.4%	22 4.4%	33 4.8%	10 3.3%	4 1.7%	42 4.1%	22 4.9%	10 2.6%	24 3.9%	18 5.3%	21 3.7%	12 3.4%	16 2.9%	10 3.7%	27 4.8%
SOMEWHAT AGREE	(X4) 34-2	132 7.1%	5 3.1%	48 9.8%	45 6.5%	20 6.3%	15 6.8%	76 7.5%	30 6.6%	26 6.6%	29 4.6%	22 6.5%	53 9.5%	29 8.1%	49 9.2%	22 8.5%	34 6.1%
NEITHER AGREE NOR DISAGREE	34-3 (X3)	311 16.6%	12 7.5%	95 19.2%	122 17.7%	53 17.0%	30 13.8%	187 18.4%	60 13.2%	64 16.2%	108 17.6%	54 16.1%	82 14.7%	67 18.4%	92 17.3%	58 22.0%	85 14.9%
SOMEWHAT DISAGREE	(X2) 34-4	380 20.3%	30 19.2%	118 24.0%	128 18.6%	67 21.6%	35 16.3%	201 19.7%	103 22.6%	76 19.1%	120 19.5%	83 24.9%	104 18.8%	72 19.9%	115 21.6%	50 19.0%	126 22.1%
COMPLETELY DISAGREE(1)	34-5	896 47.9%	98 62.2%	189 38.2%	333 48.3%	151 48.5%	126 57.9%	472 46.5%	218 47.9%	206 51.8%	291 47.1%	150 44.8%	282 51.0%	174 47.7%	253 47.4%	116 44.3%	278 48.8%
DON'T KNOW	34-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	34-R	75 4.0%	7 4.5%	22 4.4%	28 4.1%	10 3.4%	8 3.6%	38 3.8%	22 4.8%	15 3.8%	45 7.3%	8 2.5%	13 2.3%	9 2.5%	9 1.6%	6 2.5%	19 3.3%
NUMBER OF RESPONDENTS		1869 99.9%	157 99.9%	494 100.0%	689 100.0%	312 100.1%	217 100.1%	1017 100.0%	454 100.0%	399 100.1%	617 100.0%	334 100.1%	554 100.0%	364 100.0%	533 100.0%	261 100.0%	570 100.0%
MEAN		1.95	1.60	2.14	1.97	1.91	1.74	1.99	1.93	1.85	1.91	2.00	1.94	1.97	1.97	2.06	1.92
STD DEV		1.15731	1.01331	1.18371	1.16811	1.11051	1.05681	1.17161	1.17341	1.09371	1.12701	1.17351	1.18271	1.14881	1.13891	1.16951	1.1609

'SOLE HAS TOO WATERY A TEXTURE FOR ME'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 35-1	46 2.4%	7 4.3%	13 2.7%	17 2.5%	6 1.8%	3 1.2%	23 2.3%	13 2.8%	10 2.5%	26 4.1%	5 1.5%	11 2.1%	4 1.0%	6 1.1%	6 2.3%	11 1.9%
SOMEWHAT AGREE	(X4) 35-2	109 5.8%	8 4.9%	31 6.3%	37 5.4%	17 5.6%	16 7.3%	59 5.8%	30 6.6%	20 5.1%	40 6.5%	22 6.5%	31 5.6%	16 4.3%	25 4.6%	15 5.6%	29 5.1%
NEITHER AGREE NOR DISAGREE	35-3 (X3)	830 44.4%	73 46.6%	158 31.9%	320 46.5%	184 59.0%	95 43.6%	397 39.1%	215 47.3%	218 54.8%	268 43.4%	159 47.5%	268 48.3%	136 37.4%	238 44.6%	120 46.1%	282 49.4%
SOMEWHAT DISAGREE	(X2) 35-4	352 18.8%	22 13.7%	124 25.2%	128 18.6%	48 15.5%	29 13.4%	223 21.9%	74 16.2%	55 13.8%	90 14.5%	64 19.2%	100 18.1%	98 26.9%	124 23.1%	46 17.5%	101 17.8%
COMPLETELY DISAGREE(1)	35-5	447 23.9%	37 23.8%	147 29.8%	150 21.8%	46 14.8%	66 30.5%	276 27.2%	96 21.2%	74 18.6%	145 23.5%	72 21.5%	128 23.1%	101 27.9%	130 24.4%	69 26.5%	126 22.1%
DON'T KNOW	35-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	35-R	86 4.6%	11 6.7%	21 4.2%	36 5.2%	10 3.3%	9 4.0%	38 3.8%	27 6.0%	21 5.2%	49 7.9%	13 3.8%	15 2.8%	9 2.5%	11 2.1%	5 2.1%	21 3.8%
NUMBER OF RESPONDENTS		1869 99.9%	157 100.0%	494 100.1%	689 100.0%	312 100.0%	217 100.0%	1017 100.1%	454 100.1%	399 100.0%	617 99.9%	334 100.0%	554 100.0%	364 100.0%	533 99.9%	261 100.1%	570 100.1%
MEAN		2.41	2.49	2.24	2.45	2.63	2.33	2.31	2.51	2.57	2.49	2.45	2.44	2.22	2.33	2.39	2.45
STD DEV		1.00971	.06761	.0501	.9901	.87521	.04011	.02041	.0096	.95081	.0828	.9599	.9828	.9458	.93931	.0178	.9646

'MOST CHILDREN WILL ONLY EAT FISH IF IT IS BATTERED OR BREADED'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER			\$10M	\$15M	\$25M	SALES/				
		ADA	TIC	BEC	ARIO	IES	B.C.	OVER	100M-	UNDER	10	10	OR	PROF/	CLER-	BLUE	
								AND	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 36-1	244	18	72	110	27	17	134	62	47	93	44	72	36	47	29	84
		13.0%	11.7%	14.5%	16.0%	8.6%	7.7%	13.2%	13.6%	11.9%	15.0%	13.1%	12.9%	9.8%	8.8%	11.0%	14.8%
SOMEWHAT AGREE	(X4) 36-2	550	50	129	228	96	47	316	133	101	163	91	177	119	169	85	172
		29.4%	31.8%	26.2%	33.1%	30.7%	21.6%	31.1%	29.3%	25.4%	26.5%	27.3%	31.9%	32.6%	31.7%	32.4%	30.1%
NEITHER AGREE NOR DISAGREE	36-3 (X3)	430	24	108	161	83	53	249	97	84	149	75	118	88	122	67	124
		23.0%	15.5%	21.9%	23.4%	26.7%	24.3%	24.5%	21.3%	21.1%	24.2%	22.5%	21.3%	24.2%	22.9%	25.8%	21.8%
SOMEWHAT DISAGREE	(X2) 36-4	280	24	79	79	55	43	129	76	75	75	54	87	63	93	38	93
		15.0%	15.3%	16.0%	11.4%	17.7%	19.8%	12.7%	16.8%	18.8%	12.2%	16.3%	15.8%	17.3%	17.4%	14.4%	16.3%
COMPLETELY DISAGREE(1)	36-5	288	32	85	79	41	51	150	65	73	90	61	88	49	89	39	81
		15.4%	20.6%	17.2%	11.5%	13.2%	23.4%	14.8%	14.4%	18.3%	14.7%	18.2%	15.9%	13.5%	16.8%	14.8%	14.2%
DON'T KNOW	36-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	36-R	77	8	21	32	9	7	38	21	18	46	9	12	9	13	4	16
		4.1%	5.0%	4.2%	4.6%	3.0%	3.2%	3.7%	4.6%	4.5%	7.5%	2.7%	2.2%	2.5%	2.3%	1.7%	2.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.0%	99.9%	99.9%	100.1%	100.0%
MEAN		3.10	2.99	3.05	3.32	3.04	2.69	3.16	3.11	2.93	3.16	3.01	3.10	3.08	2.98	3.11	3.15
STD DEV		1.28081	.36241	.32711	.23091	.18231	.27201	.26171	.28201	.31311	.29431	.31621	.28651	.20951	.24551	.23041	.2830

'FISH IS A NICE CHANGE FROM MEAT AND POULTRY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100H-			UNDER	TO	OR	PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 37-1	1035	107	258	374	174	122	564	256	214	343	185	305	202	290	147	306
		55.4%	68.1%	52.3%	54.2%	55.7%	56.3%	55.5%	56.4%	53.8%	55.5%	55.4%	55.1%	55.5%	54.4%	56.3%	53.7%
SOMEWHAT AGREE	(X4) 37-2	610	38	169	225	105	72	335	148	127	188	105	190	127	185	87	193
		32.6%	24.2%	34.3%	32.7%	33.8%	33.3%	33.0%	32.5%	31.8%	30.6%	31.3%	34.2%	34.9%	34.8%	33.4%	33.8%
NEITHER AGREE NOR DISAGREE	37-3 (X3)	103	5	36	40	13	9	51	26	26	27	25	34	18	28	13	42
		5.5%	3.3%	7.2%	5.9%	4.1%	4.3%	5.1%	5.6%	6.6%	4.3%	7.6%	6.1%	4.9%	5.3%	4.9%	7.4%
SOMEWHAT DISAGREE	(X2) 37-4	23	-	4	11	6	1	12	4	6	9	5	3	6	10	4	4
		1.2%		.9%	1.6%	2.0%	.4%	1.2%	.9%	1.5%	1.4%	1.5%	.5%	1.6%	1.8%	1.4%	.8%
COMPLETELY DISAGREE(1)	37-5	26	-	6	13	4	3	17	4	5	10	4	10	2	9	5	9
		1.4%		1.1%	1.9%	1.2%	1.5%	1.6%	.9%	1.2%	1.6%	1.2%	1.8%	.5%	1.7%	1.9%	1.5%
DON'T KNOW	37-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	37-R	73	7	21	26	10	9	37	16	20	40	10	13	9	11	5	16
		3.9%	4.5%	4.2%	3.7%	3.3%	4.1%	3.6%	3.6%	5.0%	6.6%	3.0%	2.3%	2.6%	2.0%	2.1%	2.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	100.0%	100.1%	99.9%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		4.45	4.68	4.42	4.41	4.46	4.49	4.45	4.48	4.42	4.47	4.42	4.43	4.47	4.41	4.44	4.41
STD DEV		.7810	.5350	.7695	.8372	.7765	.7464	.7947	.7322	.7986	.7976	.8017	.7927	.7122	.8165	.8175	.7945

'I WILL ONLY BUY FISH THAT HAS A REALLY WHITE COLOUR'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN-		ADA	TIC	BEC	ARID	IES	B.C.	OVER	100H-	UNDER	TO	TO	OR PROF/	CLER-	BLUE		
									AND	RURAL	\$10H	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 38-1	216	28	97	62	18	12	110	59	48	99	33	55	29	50	27	55
		11.6%	17.8%	19.6%	8.9%	5.8%	5.5%	10.8%	13.0%	11.9%	16.1%	9.9%	10.0%	7.9%	9.3%	10.5%	9.6%
SOMEWHAT AGREE	(X4) 38-2	311	29	94	133	38	18	167	80	65	108	61	84	58	89	45	92
		16.7%	18.5%	19.0%	19.3%	12.2%	8.1%	16.4%	17.7%	16.2%	17.6%	18.4%	15.1%	16.0%	16.8%	17.4%	16.2%
NEITHER AGREE NOR DISAGREE	38-3 (X3)	577	41	149	203	129	65	307	139	131	176	104	191	107	166	80	201
		30.9%	25.9%	28.2%	29.5%	41.3%	30.0%	30.2%	30.7%	32.9%	28.5%	31.0%	34.5%	29.3%	31.2%	30.4%	35.3%
SOMEWHAT DISAGREE	(X2) 38-4	338	24	74	134	57	50	190	78	70	94	67	104	73	102	55	107
		18.1%	15.4%	14.9%	19.4%	18.4%	22.8%	18.7%	17.1%	17.7%	15.3%	20.1%	18.9%	20.0%	19.2%	20.9%	18.7%
COMPLETELY DISAGREE(1)	38-5	344	27	67	129	56	65	200	78	66	92	56	107	90	115	46	99
		18.4%	17.4%	13.7%	18.7%	17.9%	29.9%	19.7%	17.1%	16.7%	14.9%	16.7%	19.3%	24.6%	21.6%	17.5%	17.4%
DON'T KNOW	38-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	38-R	82	8	23	29	14	8	43	20	19	48	13	12	8	10	9	17
		4.4%	5.0%	4.6%	4.2%	4.5%	3.7%	4.3%	4.4%	4.7%	7.8%	4.0%	2.2%	2.3%	2.0%	3.3%	2.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	100.1%	100.2%	100.1%	100.0%	100.1%	100.0%	100.1%	100.1%
MEAN		2.84	3.04	3.17	2.80	2.68	2.34	2.79	2.92	2.88	3.05	2.84	2.77	2.62	2.72	2.82	2.81
STD DEV		1.26191	1.35521	1.31241	1.23081	1.09941	1.16391	1.26301	1.27191	1.24131	1.30191	1.21691	1.22201	1.24581	1.24621	1.23311	1.1978

'COB TAKES A LONG TIME TO COOK'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAH-	ATLAN	QUE-	ORT-	PRAIR	100K UNDER		\$10K \$15K \$25K			SALES/					
		ADA	TIC	BEC	ARTO	IES	B.C.	AND 100K-	UNDER	TO	TO	TO	OR PRGF/	CLER-	BLUE		
								OVER URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER MGR	CAL	COLLAR		
COMPLETELY AGREE	(X5) 39-1	39	6	13	13	4	3	17	11	11	25	6	5	4	4	5	12
		2.1%	3.8%	2.7%	1.8%	1.4%	1.4%	1.7%	2.5%	2.8%	4.0%	1.9%	.9%	1.0%	.7%	1.7%	2.1%
SOMEWHAT AGREE	(X4) 39-2	113	15	36	33	17	13	51	46	16	52	20	22	18	20	12	37
		6.1%	9.4%	7.3%	4.8%	5.4%	5.8%	5.0%	10.1%	4.1%	8.5%	6.1%	4.0%	5.0%	3.7%	4.5%	6.5%
NEITHER AGREE NOR DISAGREE	39-3 (X3)	871	40	233	358	171	70	497	197	177	248	173	277	173	278	136	285
		46.6%	25.3%	47.1%	51.9%	54.6%	32.4%	48.9%	43.5%	44.4%	40.2%	51.8%	50.0%	47.5%	52.2%	52.2%	46.4%
SOMEWHAT DISAGREE	(X2) 39-4	347	30	78	124	65	51	186	78	83	115	59	105	68	98	42	114
		18.6%	19.1%	15.8%	17.9%	20.7%	23.5%	18.3%	17.1%	20.8%	18.7%	17.6%	18.9%	18.8%	18.3%	16.0%	20.0%
COMPLETELY DISAGREE(1)	39-5	416	60	109	130	45	72	221	102	93	129	65	131	91	122	61	123
		22.2%	38.0%	22.0%	18.9%	14.5%	33.3%	21.8%	22.5%	23.3%	20.9%	19.4%	23.7%	24.9%	22.9%	23.4%	21.6%
DON'T KNOW	39-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	39-R	82	7	25	32	10	8	44	20	18	48	11	13	10	12	6	19
		4.4%	4.5%	5.1%	4.6%	3.3%	3.7%	4.4%	4.4%	4.6%	7.8%	3.2%	2.4%	2.8%	2.2%	2.1%	3.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	99.9%	99.9%	100.1%	100.1%	100.1%	100.6%	100.1%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%
MEAN		2.45	2.18	2.50	2.51	2.57	2.15	2.44	2.51	2.40	2.52	2.52	2.38	2.37	2.40	2.44	2.46
STD DEV		.98581	.17491	.0181	.9288	.86351	.0128	.95401	.0432	.99471	.0704	.9454	.9257	.9546	.9038	.9609	.9785

'I ASSOCIATE COI WITH POVERTY AND THE DEPRESSION'

QUESTION 8

	REGION.....					*POPULATION DENSITY*		...HOUSEHOLD INCOME...			*H. H. OCCUPATION*					
TOTAL		CAN-ADA	ATLAN TIC	QUE-BEC	ONT-ARID	PRAIR IES	100M AND OVER	100K-URBAN RURAL	\$10M UNDER TO	\$15M TO \$24.9	\$25K OR OVER	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR			
COMPLETELY AGREE (X5)	40-1	58 3.1%	5 2.9%	19 3.8%	21 3.1%	9 2.9%	5 2.1%	33 3.3%	16 3.4%	9 2.3%	28 4.5%	7 2.1%	14 2.5%	10 2.6%	13 2.5%	6 2.1%	15 2.6%
SOMEWHAT AGREE (X4)	40-2	77 4.1%	4 2.8%	21 4.2%	35 5.1%	13 4.1%	3 1.6%	44 4.3%	18 4.1%	14 3.5%	32 5.2%	14 4.3%	20 3.6%	10 2.9%	19 3.6%	10 4.0%	17 3.0%
NEITHER AGREE NOR DISAGREE (X3)	40-3	537 28.7%	40 25.3%	131 26.6%	221 32.1%	98 31.5%	47 21.7%	294 28.9%	132 29.0%	112 28.1%	177 28.7%	92 27.4%	169 30.6%	99 27.2%	149 31.6%	80 30.6%	153 26.8%
SOMEWHAT DISAGREE (X2)	40-4	282 15.1%	17 11.0%	100 20.2%	95 13.8%	48 15.4%	22 10.2%	143 14.1%	71 15.6%	68 17.2%	86 13.9%	57 17.1%	83 15.1%	56 15.3%	93 17.3%	40 15.4%	92 16.2%
COMPLETELY DISAGREE (1)	40-5	844 45.2%	84 53.6%	205 41.5%	290 42.1%	133 42.5%	133 61.1%	465 45.8%	199 43.9%	179 45.0%	252 40.9%	156 46.8%	255 46.0%	181 49.6%	230 43.1%	121 46.1%	276 48.5%
DON'T KNOW	40-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	40-R	71 3.8%	7 4.5%	18 3.7%	27 4.0%	11 3.6%	7 3.2%	37 3.7%	18 3.9%	16 4.0%	42 6.8%	8 2.4%	13 2.3%	8 2.3%	10 1.8%	4 1.7%	17 2.9%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.1%	494 100.0%	689 100.2%	312 100.0%	217 99.9%	1017 100.1%	454 99.9%	399 100.1%	617 100.0%	334 100.1%	554 100.1%	364 99.9%	533 99.9%	261 99.9%	570 100.0%
MEAN		2.01	1.85	2.05	2.10	2.06	1.69	2.02	2.04	1.97	2.12	1.95	1.99	1.91	2.03	1.99	1.92
STD DEV		1.10841	.09271	1.11081	1.12311	1.09611	.01301	1.12231	1.11801	1.05901	1.17731	1.05981	1.07791	1.06631	1.06561	1.06671	1.0632

'I WOULD BUY HALIBUT MORE OFTEN IF IT WERE MORE WIDELY AVAILABLE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...*			HOUSEHOLD INCOME...*			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND 100H- OVER	100H- URBAN	RURAL	UNDER TO \$10H	TO \$14.9	TO \$24.9	OR PROF/ OVER MGR	CLER- CAL	BLUE COLLAR		
COMPLETELY AGREE	(X5) 41-1	243	42	62	87	29	24	131	64	48	98	43	56	46	56	33	55
		13.0%	26.5%	12.5%	12.6%	9.2%	10.9%	12.8%	14.2%	11.9%	15.9%	12.7%	10.1%	12.6%	10.6%	12.7%	9.7%
SOMEWHAT AGREE	(X4) 41-2	346	31	85	125	63	42	195	85	66	123	56	93	75	106	50	97
		18.5%	19.9%	17.2%	18.2%	20.3%	19.3%	19.2%	18.8%	16.5%	19.9%	16.7%	16.8%	20.5%	19.8%	19.0%	17.0%
NEITHER AGREE NOR DISAGREE	41-3 (X3)	788	47	183	320	151	87	430	194	164	230	144	265	150	253	116	255
		42.2%	30.1%	37.1%	46.4%	48.5%	40.1%	42.3%	42.8%	41.1%	37.2%	43.1%	47.8%	41.2%	47.3%	44.3%	44.7%
SOMEWHAT DISAGREE	(X2) 41-4	224	13	74	76	32	30	114	54	56	59	44	74	47	64	28	79
		12.0%	8.1%	15.0%	11.0%	10.1%	13.9%	11.2%	11.9%	14.1%	9.5%	13.3%	13.3%	12.8%	12.0%	10.7%	13.8%
COMPLETELY DISAGREE	(1) 41-5	183	16	60	51	28	27	104	36	43	57	37	52	38	43	30	62
		9.8%	10.4%	12.2%	7.4%	8.9%	12.6%	10.2%	8.0%	10.8%	9.2%	11.0%	9.4%	10.4%	8.0%	11.6%	10.9%
DON'T KNOW	41-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	41-R	85	8	30	31	9	7	43	20	22	51	11	14	9	13	4	22
		4.6%	5.1%	6.0%	4.5%	3.0%	3.2%	4.3%	4.4%	5.5%	8.2%	3.2%	2.6%	2.6%	2.4%	1.7%	3.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%	100.1%	99.9%	99.9%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%
MEAN		3.14	3.46	3.03	3.18	3.11	3.02	3.14	3.20	3.05	3.26	3.07	3.05	3.12	3.13	3.11	3.01
STD DEV		1.12061	1.27721	1.18161	1.05301	1.02391	1.14671	1.12341	1.09811	1.13311	1.16161	1.13251	1.05241	1.12631	1.03311	1.13051	1.0946

'I'D RATHER EAT FISH IN A RESTAURANT THAN COOK IT AT HOME'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100H UNDER				\$10K	\$15K	\$25K	SALES/			
		ADA	TIC	BFC	ARIO	IES	AND	100K-	UNDER	TO	TO	OR	PROF/	CLER-	BLUE		
						B.C.	OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 42-1	289	18	49	136	53	33	163	68	57	106	45	89	49	82	41	72
		15.4%	11.1%	9.9%	19.8%	17.0%	15.2%	16.1%	15.0%	14.3%	17.3%	13.3%	16.0%	13.4%	15.4%	15.6%	12.6%
SOMEWHAT AGREE	(X4) 42-2	299	20	61	134	48	36	173	72	55	89	50	86	74	96	42	86
		16.0%	12.7%	12.4%	19.5%	15.3%	16.7%	17.0%	15.8%	13.7%	14.4%	15.1%	15.5%	20.4%	18.1%	16.1%	15.1%
NEITHER AGREE NOR DISAGREE	42-3 (X3)	300	22	71	108	65	34	161	80	59	95	48	90	66	94	42	87
		16.0%	14.0%	14.3%	15.7%	20.8%	15.6%	15.8%	17.5%	14.9%	15.5%	14.5%	16.3%	18.0%	17.6%	15.9%	15.4%
SOMEWHAT DISAGREE	(X2) 42-4	346	27	104	106	65	44	181	99	67	98	70	103	76	113	45	115
		18.5%	17.5%	21.1%	15.3%	20.7%	20.4%	17.8%	21.8%	16.7%	15.8%	21.0%	18.5%	20.8%	21.2%	17.2%	20.2%
COMPLETELY DISAGREE(1)	42-5	565	61	187	179	74	65	301	120	145	191	110	173	92	138	86	192
		30.2%	38.9%	37.9%	25.9%	23.6%	29.8%	29.6%	26.3%	36.4%	30.9%	33.0%	31.2%	25.2%	25.9%	33.0%	33.6%
DON'T KNOW	42-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	42-R	70	9	22	27	8	5	38	16	16	38	10	13	8	10	6	18
		3.8%	5.8%	4.4%	3.9%	2.5%	2.4%	3.7%	3.6%	4.1%	6.2%	3.1%	2.4%	2.3%	1.8%	2.1%	3.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.0%	100.1%	99.9%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%	99.9%	100.1%	100.0%	99.9%	100.0%
MEAN		2.67	2.36	2.32	2.92	2.81	2.66	2.71	2.70	2.51	2.69	2.53	2.66	2.75	2.75	2.63	2.51
STD DEV		1.464	1.426	1.374	1.501	1.414	1.452	1.474	1.420	1.479	1.510	1.437	1.472	1.392	1.421	1.480	1.426

'I WOULD BUY HALIBUT MORE OFTEN IF IT WEREN'T SO EXPENSIVE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*...HOUSEHOLD INCOME...				**H. H. OCCUPATION*						
TOTAL							100H UNDER		\$10K \$15K		\$25K		SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100H- URBAN	RURAL	UNDER TO \$10K	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 43-1	405	60	89	136	63	57	219	107	79	165	66	108	67	89	58	109
		21.7%	38.4%	18.1%	19.7%	20.2%	26.2%	21.5%	23.5%	19.9%	26.7%	19.8%	19.4%	18.3%	16.8%	22.1%	19.1%
SOMEWHAT AGREE	(X4) 43-2	345	30	94	123	62	35	197	90	59	117	59	102	67	91	42	115
		18.4%	18.9%	19.1%	17.9%	19.8%	16.3%	19.4%	19.8%	14.5%	18.9%	17.6%	18.4%	18.4%	17.1%	16.1%	20.2%
NEITHER AGREE NOR DISAGREE	43-3 (X3)	675	30	158	280	132	74	361	156	158	195	118	218	143	229	106	202
		36.1%	19.3%	31.9%	40.7%	42.4%	34.1%	35.5%	34.4%	39.6%	31.7%	35.4%	39.3%	39.4%	42.9%	40.6%	35.5%
SOMEWHAT DISAGREE	(X2) 43-4	186	14	56	71	22	24	95	43	48	48	42	55	42	61	23	65
		10.0%	8.6%	11.4%	10.3%	7.0%	10.9%	9.3%	9.5%	12.0%	7.7%	12.5%	9.9%	11.4%	11.4%	8.6%	11.4%
COMPLETELY DISAGREE	(1) 43-5	177	14	70	51	21	21	102	42	33	45	37	58	37	53	28	62
		9.5%	9.1%	14.2%	7.4%	6.6%	9.7%	10.1%	9.2%	8.4%	7.3%	11.1%	10.5%	10.2%	9.9%	10.8%	10.8%
DON'T KNOW	43-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	43-R	81	9	26	27	12	6	43	16	22	47	12	14	8	11	5	17
		4.3%	5.7%	5.4%	4.0%	3.9%	2.8%	4.2%	3.5%	5.6%	7.7%	3.5%	2.5%	2.3%	2.0%	1.8%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.1%	100.0%	100.0%
MEAN		3.34	3.73	3.16	3.33	3.42	3.39	3.34	3.40	3.27	3.34	3.23	3.27	3.24	3.20	3.30	3.26
STD DEV		1.217	1.330	1.288	1.145	1.105	1.265	1.224	1.224	1.185	1.211	1.242	1.201	1.188	1.157	1.223	1.221

'FISH SOLD BY SUPERMARKETS IS BADLY DISPLAYED'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL		CAN-	ATLAN	QUE-	ONT-	FRAIR	100K UNDER		AND 100K-		UNDER	\$10K	\$15K	\$25K	SALES/		
		ADA	TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OR PROF/	CLER-	BLUE	
														OVER	HGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 44-1	209	20	39	92	29	29	123	46	39	73	35	62	39	53	29	57
		11.2%	13.0%	7.8%	13.3%	9.4%	13.2%	12.1%	10.2%	9.8%	11.9%	10.5%	11.1%	10.7%	9.9%	10.9%	10.1%
SOMEWHAT AGREE	(X4) 44-2	380	35	69	171	64	42	217	94	70	97	65	140	79	135	60	104
		20.4%	22.1%	14.0%	24.8%	20.5%	19.3%	21.4%	20.6%	17.5%	15.8%	19.3%	25.2%	21.6%	25.3%	23.1%	18.2%
NEITHER AGREE NOR DISAGREE	44-3 (X3)	718	53	185	238	143	98	378	163	177	246	127	202	143	209	97	227
		38.4%	33.7%	37.5%	34.6%	45.9%	45.0%	37.2%	35.8%	44.4%	39.9%	37.9%	36.5%	39.3%	39.1%	37.0%	39.8%
SOMEWHAT DISAGREE	(X2) 44-4	313	33	114	98	44	25	159	92	62	97	64	84	68	88	47	112
		16.7%	20.7%	23.0%	14.2%	14.2%	11.3%	15.6%	20.3%	15.5%	15.8%	19.1%	15.1%	18.7%	16.6%	18.0%	19.7%
COMPLETELY DISAGREE(1)	44-5	175	10	63	63	21	18	101	41	33	59	35	54	27	39	22	54
		9.4%	6.1%	12.8%	9.2%	6.8%	8.1%	9.9%	9.1%	8.3%	9.6%	10.5%	9.7%	7.5%	7.3%	8.5%	9.4%
DON'T KNOW	44-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	44-R	75	7	24	27	9	7	39	18	18	44	9	13	8	10	7	16
		4.0%	4.5%	4.9%	4.0%	3.0%	3.2%	3.8%	4.0%	4.6%	7.1%	2.8%	2.4%	2.3%	1.8%	2.5%	2.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.1%	100.0%	100.1%	99.8%	100.1%	100.0%	100.0%	100.1%	100.1%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%
MEAN		3.08	3.16	2.80	3.20	3.12	3.19	3.11	3.03	3.05	3.05	3.00	3.13	3.10	3.14	3.10	3.00
STD DEV		1.11161	1.0471	1.10321	1.14141	1.00741	1.07621	1.13501	1.10831	1.05011	1.12341	1.12111	1.11671	1.06991	1.05261	1.09801	1.0919

'IF UNBRANDED FISH AVAIL. AT LOWER PRICE THAN BRANDED, I BUY UNBRANDED'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100H UNDER			\$10H	\$15H	\$25H	SALES/		BLUE		
CAN-		ADA	TIC	BEC	ARID	IES	B.C.	OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OR PROF/	CLER-	BLUE	
													OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 15-1	156	26	37	54	28	12	71	37	48	69	36	38	14	31	20	57
		8.4%	16.4%	7.5%	7.9%	8.8%	5.3%	7.0%	8.1%	12.1%	11.1%	10.6%	6.9%	3.8%	5.9%	7.5%	9.9%
SOMEWHAT AGREE	(X4) 15-2	253	23	69	89	41	31	123	55	75	67	49	86	50	84	44	84
		13.5%	14.4%	14.0%	12.9%	13.3%	14.1%	12.1%	12.0%	18.8%	10.9%	14.6%	15.6%	13.8%	15.8%	16.8%	14.8%
NEITHER AGREE NOR DISAGREE	15-3 (X3)	545	39	120	199	101	87	297	130	117	164	83	186	112	167	79	171
		29.1%	24.8%	24.3%	28.8%	32.2%	39.9%	29.2%	28.7%	29.4%	26.6%	24.7%	33.6%	30.7%	31.3%	30.0%	30.0%
SOMEWHAT DISAGREE	(X2) 15-4	322	24	91	125	51	32	174	83	66	100	68	83	71	97	43	93
		17.2%	15.1%	18.4%	18.1%	16.4%	14.7%	17.1%	18.2%	16.5%	16.3%	20.4%	15.0%	19.5%	18.2%	16.4%	16.4%
COMPLETELY DISAGREE(1)	15-5	509	40	150	192	79	48	304	127	78	173	87	142	108	141	66	145
		27.2%	25.7%	30.4%	27.9%	25.2%	22.0%	29.9%	28.0%	19.6%	28.0%	25.9%	25.6%	29.7%	26.4%	25.4%	25.5%
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	15-R	84	6	27	30	13	8	47	23	15	44	13	18	9	13	10	19
		4.5%	3.6%	5.5%	4.4%	4.1%	3.8%	4.6%	5.0%	3.6%	7.2%	3.8%	3.3%	2.5%	2.4%	3.9%	3.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	99.8%	99.9%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		2.57	2.80	2.47	2.53	2.63	2.65	2.47	2.52	2.87	2.58	2.62	2.62	2.41	2.55	2.63	2.66
STD DEV		1.27441	1.41961	1.28991	1.26351	1.26051	1.14581	1.25341	1.26651	1.28951	1.34171	1.31931	1.23061	1.17021	1.21371	1.25691	1.2942

'FRESH FISH IS BETTER QUALITY THAN FROZEN FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION**			
TOTAL							100H UNDER		\$10K \$15K		\$25K		SALES/				
CAN- ADA		ATLAN TIC	QUE- REC	ONT- ARIO	FRAIR IES	B.C.	OVER	100H- URBAN	RURAL	UNDER \$10K	\$14.9	\$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 16-1	644	75	162	199	116	92	311	168	165	240	114	179	111	160	90	199
		34.4%	48.0%	32.8%	28.8%	37.1%	42.3%	30.6%	37.0%	41.4%	38.9%	34.0%	32.4%	30.4%	29.9%	34.3%	35.0%
SOMEWHAT AGREE	(X4) 16-2	452	35	110	173	82	52	256	105	91	145	63	147	97	142	58	139
		24.2%	22.1%	22.3%	25.1%	26.4%	23.8%	25.2%	23.1%	22.7%	23.5%	18.9%	26.5%	26.6%	26.7%	22.3%	24.4%
NEITHER AGREE NOR DISAGREE	16-3 (X3)	387	22	99	164	63	39	219	86	82	118	77	119	73	122	60	115
		20.7%	14.0%	20.0%	23.9%	20.2%	18.1%	21.6%	18.9%	20.6%	19.2%	23.1%	21.5%	19.9%	22.9%	22.8%	20.2%
SOMEWHAT DISAGREE	(X2) 16-4	194	10	61	81	25	17	116	51	27	46	47	53	48	59	30	63
		10.4%	6.7%	12.4%	11.7%	7.9%	7.9%	11.4%	11.3%	6.8%	7.5%	13.9%	9.6%	13.2%	11.0%	11.5%	11.0%
COMPLETELY DISAGREE(1)	16-5	117	9	36	44	15	12	70	26	20	32	19	40	26	34	13	37
		6.2%	5.8%	7.4%	6.3%	4.8%	5.6%	6.9%	5.7%	5.1%	5.2%	5.7%	7.2%	7.1%	6.4%	5.1%	6.6%
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	16-R	75	5	25	29	11	5	43	18	14	35	15	16	10	16	10	16
		4.0%	3.4%	5.1%	4.1%	3.6%	2.2%	4.3%	4.0%	3.4%	5.7%	4.4%	2.8%	2.8%	3.0%	3.9%	2.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	99.9%
MEAN		3.73	4.04	3.64	3.61	3.86	3.91	3.64	3.77	3.92	3.88	3.65	3.69	3.62	3.65	3.72	3.72
STD DEV		1.23301	1.20671	1.28411	1.21691	1.16401	1.20511	1.24161	1.23971	1.17871	1.18991	1.26031	1.23261	1.25361	1.21191	1.21481	1.2460

'I HATE TO SEE RAW FISH'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. OCCUPATION*

TOTAL 100% UNDER \$10K \$15K \$25K SALES/

CAN- ATLAN QUE- ONI- PRAIR 100% UNDER \$10K \$15K \$25K OR PROF/ CLER- BLUE

ADA TIC BEC ARIO IES B.C. OVER URBAN RURAL \$10K \$14.9 \$24.9 OVER MGR CAL COLLAR

COMPLETELY AGREE (X5) 17-1	130	8	28	64	19	11	79	29	21	62	25	28	16	35	17	33
	6.9%	5.1%	5.7%	9.3%	6.1%	4.9%	7.8%	6.5%	5.2%	10.0%	7.5%	5.0%	4.3%	6.6%	6.4%	5.8%
SOMEWHAT AGREE (X4) 17-2	172	10	28	82	35	17	105	35	31	41	37	53	41	47	33	52
	9.2%	6.2%	5.7%	12.0%	11.2%	7.9%	10.4%	7.8%	7.9%	6.7%	11.0%	9.5%	11.3%	8.8%	12.8%	9.1%
NEITHER AGREE NOR DISAGREE (X3) 17-3	422	27	88	168	83	55	231	102	90	137	77	137	72	125	62	136
	22.6%	17.3%	17.8%	24.4%	26.6%	25.5%	22.7%	22.4%	22.5%	22.1%	23.0%	24.7%	19.8%	23.3%	23.7%	23.8%
SOMEWHAT DISAGREE (X2) 17-4	277	19	88	97	49	24	142	75	59	87	57	76	57	82	37	89
	14.8%	12.0%	17.9%	14.1%	15.7%	10.9%	14.0%	16.5%	14.9%	14.1%	16.9%	13.8%	15.6%	15.4%	14.3%	15.7%
COMPLETELY DISAGREE(1) 17-5	773	89	227	240	114	104	403	190	180	237	126	242	168	231	103	236
	41.3%	56.5%	45.9%	34.8%	36.4%	47.8%	39.6%	41.8%	45.2%	38.4%	37.6%	43.7%	46.2%	43.4%	39.4%	41.4%
DON'T KNOW 17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED 17-R	95	5	35	37	12	7	56	23	17	53	14	19	10	13	9	23
	5.1%	2.9%	7.0%	5.4%	3.9%	3.0%	5.5%	5.0%	4.2%	8.6%	4.1%	3.4%	2.8%	2.5%	3.6%	4.1%
NUMBER OF RESPONDENTS	1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	99.9%	100.1%	100.1%	100.0%	100.0%	100.2%	99.9%
MEAN	2.22	1.88	2.00	2.44	2.32	2.08	2.29	2.16	2.09	2.30	2.31	2.16	2.09	2.18	2.30	2.19
STD DEV	1.29371	1.21421	1.21741	1.35011	1.26201	1.23521	1.32641	1.26101	1.23301	1.36061	1.30121	1.24131	1.23901	1.27421	1.29901	1.2538

'FROZEN FISH DOESN'T HAVE A "FRESH" TASTE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				HOUSEHOLD INCOME...			**H. OCCUPATION*			
TOTAL		CAN-ADA	ATLAN-TIC	QUE-BEC	ONT-ARIO	PRAIR-IES	B.C.	100M AND OVER	100M-100M-URBAN	100M-100M-RURAL	UNDER \$10K	\$10K TO \$14.9	\$15K TO \$24.9	\$25K OR OVER	PROF/ MGR	SALES/ CLER- CAL	BLUE COLLAR
COMPLETELY AGREE	(X5) 18-1	191	23	39	69	35	26	93	45	54	73	28	57	34	52	21	50
		10.2%	14.5%	7.8%	10.0%	11.2%	12.1%	9.1%	9.8%	13.6%	11.8%	8.2%	10.3%	9.3%	9.8%	8.1%	8.7%
SOMEWHAT AGREE	(X4) 18-2	489	45	105	184	96	60	260	120	109	162	82	154	90	140	71	153
		26.2%	28.4%	21.2%	26.7%	30.6%	27.8%	25.6%	26.4%	27.4%	26.3%	24.7%	27.8%	24.9%	26.2%	27.3%	26.9%
NEITHER AGREE NOR DISAGREE	18-3 (X3)	485	31	132	180	85	57	280	108	97	140	107	140	98	145	74	153
		26.0%	19.5%	26.8%	26.2%	27.3%	26.2%	27.5%	23.8%	24.4%	22.7%	31.9%	25.4%	26.9%	27.1%	28.4%	26.9%
SOMEWHAT DISAGREE	(X2) 18-4	398	37	113	148	55	45	204	111	83	127	66	120	85	128	51	124
		21.3%	23.2%	22.9%	21.5%	17.8%	20.5%	20.1%	24.4%	20.8%	20.6%	19.7%	21.6%	23.4%	23.9%	19.6%	21.7%
COMPLETELY DISAGREE	(1) 18-5	219	19	74	73	29	24	129	49	40	68	39	65	47	57	32	72
		11.7%	12.0%	14.9%	10.6%	9.2%	11.2%	12.7%	10.8%	10.2%	11.1%	11.7%	11.7%	12.8%	10.6%	12.2%	12.7%
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	18-R	87	4	32	35	12	5	51	22	14	46	13	18	10	12	11	18
		4.6%	2.3%	6.4%	5.0%	3.9%	2.2%	5.0%	4.8%	3.6%	7.5%	3.8%	3.2%	2.7%	2.3%	4.4%	3.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%
MEAN		3.02	3.10	2.83	3.04	3.17	3.09	2.98	3.00	3.14	3.08	2.98	3.04	2.94	3.01	2.99	2.97
STD DEV		1.19	0.81	1.26	1.57	1.18	1.19	1.26	1.18	1.32	1.15	1.22	1.13	1.19	1.18	1.22	1.15

'THERE IS TOO MUCH FISH IN A FROZEN FISH PACKAGE'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...**H. H. OCCUPATION*

TOTAL. 100H UNDER \$10K \$15M \$25M SALES/

CAN- ATLAN QUE- ONT- PRAIR AND 100M- UNDER 10 10 OR PROF/ CLER- BLUE

ADA TIC REC ARIO IES B.C. OVER URBAN RURAL \$10M \$14.9 \$24.9 OVER MGR CAL COLLAR

COMPLETELY AGREE (X5) 19-1	95	4	26	43	14	7	61	16	18	38	7	28	22	24	12	14
	5.1%	2.3%	5.3%	6.3%	4.6%	3.3%	6.0%	3.4%	4.6%	6.2%	2.0%	5.0%	6.0%	4.5%	4.5%	2.4%
SOMEWHAT AGREE (X4) 19-2	197	4	57	88	31	17	123	37	37	71	47	44	36	53	41	38
	10.6%	2.4%	11.6%	12.8%	10.0%	7.6%	12.1%	8.1%	9.4%	11.5%	14.0%	7.9%	9.8%	9.6%	15.8%	6.6%
NEITHER AGREE NOR DISAGREE (X3) 19-3	502	31	137	171	90	73	272	128	102	163	92	152	95	152	65	166
	26.9%	19.8%	27.7%	24.8%	28.9%	33.8%	26.7%	28.2%	25.7%	26.4%	27.6%	27.4%	26.1%	28.4%	24.8%	29.1%
SOMEWHAT DISAGREE (X2) 19-4	393	37	109	134	64	49	213	101	79	119	70	118	87	122	54	134
	21.0%	23.6%	22.0%	19.5%	20.6%	22.2%	21.0%	22.2%	19.7%	19.2%	20.8%	21.3%	23.8%	22.8%	20.6%	23.6%
COMPLETELY DISAGREE (1) 19-5	597	78	134	219	100	66	302	149	146	178	108	195	116	172	81	198
	31.9%	49.5%	27.2%	31.8%	32.0%	30.4%	29.7%	32.8%	36.7%	28.9%	32.3%	35.2%	31.7%	32.2%	31.1%	34.7%
DON'T KNOW 19-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED 19-R	86	4	30	34	12	6	46	24	16	48	11	18	9	12	8	21
	4.6%	2.3%	6.1%	4.9%	3.9%	2.6%	4.6%	5.2%	3.9%	7.8%	3.2%	3.2%	2.5%	2.3%	3.2%	3.6%
NUMBER OF RESPONDENTS	1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
	100.1%	99.9%	99.9%	100.1%	100.0%	99.9%	100.1%	99.9%	100.0%	100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%
MEAN	2.33	1.82	2.42	2.39	2.32	2.29	2.41	2.23	2.23	2.42	2.30	2.24	2.33	2.30	2.40	2.15
STD DEV	1.1935	.99541	1.18831	1.25401	1.17411	1.09051	1.22201	1.12101	1.19261	1.23391	1.13811	1.17581	1.20221	1.15941	1.22081	1.0664

'IF I DIDN'T SERVE FISH TO MY FAMILY, THEY'D NEVER ASK FOR IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION**			
TOTAL							100M UNDER				\$10M	\$15M	\$25M	SALES/			
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100M-				UNDER	TO	TO	OR PROF/	CLER-	BLUE		
ADA		TTC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	NGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 20-1	418	26	121	155	71	46	232	96	90	138	88	115	77	108	56	123
		22.3%	16.3%	24.4%	22.5%	22.6%	21.1%	22.8%	21.1%	22.5%	22.4%	26.2%	20.8%	21.1%	20.2%	21.6%	21.5%
SOMEWHAT AGREE	(X4) 20-2	393	32	96	151	74	41	215	108	70	107	75	124	87	127	67	116
		21.0%	20.2%	19.5%	21.9%	23.6%	18.8%	21.1%	23.8%	17.6%	17.4%	22.5%	22.3%	23.8%	23.7%	25.6%	20.4%
NEITHER AGREE NOR DISAGREE	20-3 (X3)	238	9	52	90	51	36	149	41	49	99	38	59	43	67	36	63
		12.7%	5.5%	10.6%	13.1%	16.2%	16.7%	14.6%	9.0%	12.3%	16.1%	11.2%	10.6%	11.8%	12.5%	13.6%	11.0%
SOMEWHAT DISAGREE	(X2) 20-4	368	31	111	131	47	48	188	95	84	105	70	113	79	117	45	123
		19.7%	19.9%	22.5%	19.0%	15.0%	22.1%	18.5%	21.0%	21.1%	16.9%	21.0%	20.5%	21.8%	21.9%	17.1%	21.6%
COMPLETELY DISAGREE(1)	20-5	376	56	90	126	62	41	185	96	94	125	53	131	68	103	47	131
		20.1%	35.8%	18.2%	18.3%	19.9%	19.0%	18.2%	21.2%	23.7%	20.2%	15.8%	23.7%	18.6%	19.3%	17.8%	22.9%
DON'T KNOW	20-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	20-R	77	4	24	36	8	5	47	18	12	43	11	12	11	13	11	15
		4.1%	2.3%	4.9%	5.2%	2.7%	2.2%	4.7%	3.9%	2.9%	7.0%	3.2%	2.2%	3.0%	2.5%	4.3%	2.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	99.9%	99.9%	100.0%	100.1%	100.0%	99.9%	100.1%	100.1%	100.1%	100.0%	100.0%
MEAN		3.06	2.60	3.10	3.12	3.14	3.01	3.12	3.03	2.94	3.05	3.23	2.96	3.07	3.04	3.17	2.96
STD DEV		1.486	1.545	1.490	1.462	1.457	1.435	1.457	1.492	1.515	1.482	1.459	1.501	1.448	1.443	1.437	1.501

'FISH AND CHIP SHOPS MAKE THE BEST FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER			\$10M	\$15M	\$25M	SALES/				
		ADA	TIC	BEC	ARTO	IFS	B.C.	OVER	100M-	UNDER	10	10	OR PROF/	CLER-	BLUE		
								AND	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	COLLAR		
COMPLETELY AGREE	(X5) 21-1	155	12	16	90	24	15	84	47	24	59	22	45	29	35	21	48
		8.3%	7.3%	3.2%	13.0%	7.5%	6.7%	8.3%	10.4%	5.9%	9.6%	6.5%	8.1%	8.0%	6.5%	8.0%	8.5%
SOMEWHAT AGREE	(X4) 21-2	272	17	30	136	47	41	155	70	47	84	53	79	56	64	47	88
		14.6%	11.0%	6.1%	19.8%	15.2%	18.8%	15.3%	15.4%	11.8%	13.6%	15.9%	14.2%	15.4%	12.1%	18.1%	15.4%
NEITHER AGREE NOR DISAGREE	21-3 (X3)	566	40	182	171	109	64	277	144	144	183	114	164	104	169	76	164
		30.3%	25.6%	36.8%	24.9%	34.8%	29.3%	27.3%	31.7%	36.2%	29.6%	34.2%	29.7%	28.5%	31.6%	29.3%	28.7%
SOMEWHAT DISAGREE	(X2) 21-4	346	32	78	125	66	44	186	87	72	110	62	109	65	106	53	109
		18.5%	20.4%	15.8%	18.2%	21.2%	20.3%	18.3%	19.3%	18.0%	17.8%	18.4%	19.7%	17.9%	19.9%	20.3%	19.1%
COMPLETELY DISAGREE(1)	21-5	448	53	158	131	58	49	268	85	95	132	74	142	100	145	57	143
		24.0%	33.5%	31.9%	19.1%	18.5%	22.3%	26.4%	18.6%	23.9%	21.5%	22.1%	25.6%	27.3%	27.1%	21.8%	25.1%
DON'T KNOW	21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	21-R	83	3	31	35	8	6	46	21	17	48	10	15	10	15	7	18
		4.4%	2.2%	6.2%	5.0%	2.7%	2.6%	4.5%	4.5%	4.2%	7.8%	2.9%	2.7%	2.8%	2.9%	2.5%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	99.9%	100.0%	99.9%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%
MEAN		2.63	2.37	2.28	2.89	2.71	2.66	2.59	2.79	2.56	2.70	2.65	2.58	2.58	2.49	2.69	2.62
STD DEV		1.24881	.26191	1.10261	.31931	1.16741	.21651	1.27801	.23921	1.16681	1.26461	1.18731	1.24941	1.27161	1.20741	1.23481	1.2636

'I WILL EAT FISH ONLY IF IT IS FRIED'

QUESTION 8

	REGION.....					*POPULATION DENSITY*					...HOUSEHOLD INCOME...			**H. OCCUPATION*		
TOTAL		CAN-ADA	ATLAN TIC	QUE-BEC	ONT-ARID	PRAIR IES	B.C.	100K UNDER AND OVER	100K- RURAL	UNDER \$10K	\$10K TO \$14.9	\$15K TO \$24.9	\$25K OR OVER	PROF/ MGR	SALES/ CLER/ CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 22-1	92	3	39	32	12	5	49	22	21	39	18	23	12	16	12	30
		4.9%	1.9%	8.0%	4.7%	3.8%	2.3%	4.8%	4.9%	5.2%	6.3%	5.4%	4.1%	3.3%	2.9%	4.4%	5.3%
SOMEWHAT AGREE	(X4) 22-2	108	-	41	36	24	6	52	32	23	42	26	28	12	25	9	40
		5.8%		8.3%	5.3%	7.7%	2.8%	5.2%	7.0%	5.9%	6.8%	7.7%	5.0%	3.4%	4.7%	3.5%	6.9%
NEITHER AGREE NOR DISAGREE	22-3 (X3)	234	11	56	94	45	28	126	54	54	79	50	73	32	64	38	70
		12.5%	6.7%	11.4%	13.7%	14.4%	12.8%	12.4%	11.9%	13.5%	12.7%	15.0%	13.2%	8.8%	12.0%	14.5%	12.3%
SOMEWHAT DISAGREE	(X2) 22-4	380	14	120	138	68	40	206	92	82	112	67	112	89	120	55	121
		20.3%	9.0%	24.3%	20.0%	21.6%	18.6%	20.3%	20.4%	20.5%	18.2%	20.1%	20.3%	24.4%	22.5%	21.0%	21.1%
COMPLETELY DISAGREE(1)	22-5	964	123	210	351	148	132	533	229	203	293	162	301	208	293	137	289
		51.6%	78.4%	42.5%	50.9%	47.4%	60.8%	52.4%	50.4%	50.8%	47.6%	48.4%	54.3%	57.1%	54.9%	52.3%	50.7%
DON'T KNOW	22-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	22-R	92	6	27	38	16	6	51	25	16	52	12	17	11	16	11	21
		4.9%	4.0%	5.4%	5.4%	5.0%	2.6%	5.0%	5.4%	4.1%	8.4%	3.5%	3.1%	3.0%	2.9%	4.2%	3.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.0%	99.9%	99.9%	100.1%	100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	99.9%	100.0%	
MEAN		1.86	1.31	2.10	1.87	1.94	1.64	1.84	1.90	1.90	1.97	1.98	1.81	1.67	1.75	1.82	1.91
STD DEV		1.1669	.7734	1.2930	1.1550	1.1541	.9747	1.1520	1.1872	1.1797	1.2539	1.2158	1.1175	1.0382	1.0451	1.1083	1.1945

'FISH LOOKS "BLAND" WHEN YOU SERVE IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M	UNDER		\$10K	\$15K	\$25K	SALES/				
		CAN-	TIC	BEC	ARIO	IES	AND	100M-		UNDER	TO	TO	OR PROF/	CLER-	BLUE		
		ADA					OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER MGR	CAL	COLLAR		
COMPLETELY AGREE	(X5) 23-1	86	3	36	31	16	1	49	16	21	41	13	21	10	21	6	13
		4.6%	1.7%	7.3%	4.5%	5.1%	.4%	4.9%	3.5%	5.2%	6.7%	3.9%	3.8%	2.9%	4.0%	2.4%	2.3%
SCHEMWHAT AGREE	(X4) 23-2	258	7	47	129	48	27	147	63	49	85	44	74	56	76	39	71
		13.8%	4.5%	9.5%	18.8%	15.5%	12.4%	14.4%	13.8%	12.4%	13.8%	13.1%	13.3%	15.4%	14.2%	14.9%	12.4%
NEITHER AGREE NOR	23-3	359	15	116	124	70	35	190	90	80	108	78	109	64	96	54	123
DISAGREE	(X3)	19.2%	9.4%	23.6%	18.0%	22.3%	16.0%	18.7%	19.7%	20.0%	17.5%	23.3%	19.7%	17.6%	18.1%	20.5%	21.5%
SCHEMWHAT DISAGREE	(X2) 23-4	441	39	102	165	83	52	223	118	100	130	85	138	88	140	69	139
		23.6%	24.8%	20.7%	23.9%	26.5%	24.1%	22.0%	25.9%	25.1%	21.1%	25.4%	25.0%	24.1%	26.3%	26.5%	24.4%
COMPLETELY DISAGREE(1)	23-5	619	87	159	202	78	93	346	142	131	191	102	194	133	183	80	200
		33.1%	55.6%	32.1%	29.3%	25.1%	42.8%	34.0%	31.4%	33.0%	30.9%	30.6%	35.0%	36.5%	34.2%	30.7%	35.1%
DON'T KNOW	23-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	23-R	104	6	34	38	17	9	62	25	17	61	12	17	13	17	13	24
		5.6%	4.0%	6.8%	5.5%	5.4%	4.3%	6.1%	5.6%	4.3%	10.0%	3.7%	3.1%	3.6%	3.2%	5.0%	4.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	99.9%	100.0%	100.0%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%
MEAN		2.29	1.66	2.35	2.42	2.46	1.99	2.30	2.28	2.29	2.38	2.32	2.24	2.21	2.25	2.28	2.19
STD DEV		1.2227	.9532	1.2614	1.2427	1.1967	1.0810	1.2451	1.1767	1.2165	1.2949	1.1699	1.1894	1.1922	1.1985	1.1465	1.1373

'I DON'T KNOW HOW TO JUDGE THE QUALITY OF FRESH OR FROZEN FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100K UNDER			\$10K	\$15K	\$25K	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100K- URBAN	100K- RURAL	UNDER \$10K	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 24-1	255	12	32	124	61	26	146	55	54	89	52	77	37	69	36	82
		13.6%	7.8%	6.6%	18.0%	19.5%	11.8%	14.4%	12.1%	13.4%	14.5%	15.5%	13.9%	10.2%	13.0%	13.8%	14.4%
SOMEWHAT AGREE	(X4) 24-2	496	35	87	219	98	57	283	111	102	137	95	156	109	150	78	150
		26.5%	22.5%	17.7%	31.8%	31.3%	26.2%	27.8%	24.6%	25.5%	22.2%	28.3%	28.1%	29.9%	28.2%	29.8%	26.2%
NEITHER AGREE NOR DISAGREE	24-3 (X3)	340	24	93	122	58	43	178	73	89	112	67	99	61	97	41	110
		18.2%	15.0%	18.8%	17.7%	18.7%	19.7%	17.5%	16.1%	22.3%	18.2%	20.1%	17.8%	16.9%	18.1%	15.8%	19.3%
SOMEWHAT DISAGREE	(X2) 24-4	324	27	116	90	47	44	176	86	62	95	55	96	78	105	47	99
		17.3%	17.2%	23.5%	13.1%	15.1%	20.3%	17.3%	19.0%	15.6%	15.3%	16.4%	17.4%	21.5%	19.6%	17.8%	17.4%
COMPLETELY DISAGREE(1)	24-5	376	55	137	102	38	43	189	108	79	138	57	112	68	102	52	111
		20.1%	35.2%	27.8%	14.8%	12.2%	19.8%	18.6%	23.7%	19.8%	22.4%	17.1%	20.2%	18.7%	19.2%	19.9%	19.4%
DON'T KNOW	24-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	24-R	79	4	28	32	10	5	45	21	14	46	9	14	10	10	7	19
		4.2%	2.3%	5.7%	4.6%	3.2%	2.2%	4.4%	4.5%	3.4%	7.5%	2.6%	2.5%	2.8%	1.9%	2.8%	3.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%
MEAN		2.96	2.49	2.49	3.26	3.32	2.90	3.02	2.82	2.97	2.90	3.09	2.98	2.91	2.96	3.00	2.99
STD DEV		1.36571	1.38281	1.27721	1.33261	1.29961	1.32571	1.36031	1.38721	1.34231	1.41031	1.33821	1.36591	1.39751	1.34071	1.37041	1.3600

'PEOPLE BUY COD BECAUSE THERE ARE MANY WAYS IT CAN BE SERVED'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			HOUSEHOLD INCOME...			*H. OCCUPATION*				
TOTAL							100N UNDER			\$10K	\$15K	\$25K	SALES/				
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARTO	PRAIR IES	B.C.	AND OVER	100K- URBAN	100K- RURAL	UNDER \$10K	10 \$14.9	10 \$24.9	OR OVER	PROF/ HGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(Y5) 25-1	175	31	67	41	11	25	75	55	46	87	25	44	19	25	16	59
		9.4%	19.8%	13.6%	6.0%	3.5%	11.4%	7.4%	12.1%	11.4%	14.2%	7.6%	7.9%	5.3%	4.6%	6.0%	10.4%
SOMEWHAT AGREE	(X4) 25-2	375	35	102	114	68	55	193	108	73	131	66	120	57	103	60	111
		20.0%	22.3%	20.6%	16.6%	21.9%	25.4%	19.0%	23.8%	18.3%	21.3%	19.8%	21.7%	15.6%	19.2%	22.8%	19.4%
NEITHER AGREE NOR DISAGREE	25-3 (X3)	951	56	220	399	180	106	544	201	206	262	176	292	221	310	137	298
		50.9%	35.9%	44.6%	56.4%	57.6%	48.8%	53.6%	44.2%	51.7%	42.6%	52.6%	52.7%	60.6%	58.0%	52.2%	52.3%
SOMEWHAT DISAGREE	(X2) 25-4	171	17	50	61	23	20	89	46	36	51	30	55	34	52	25	52
		9.1%	10.6%	10.1%	8.9%	7.4%	9.2%	8.8%	10.1%	8.9%	8.3%	9.0%	10.0%	9.4%	9.8%	9.7%	9.1%
COMPLETELY DISAGREE	(1) 25-5	108	14	30	42	16	6	66	23	19	31	25	29	23	33	16	31
		5.8%	9.1%	6.2%	6.0%	5.1%	2.6%	6.5%	5.1%	4.7%	5.0%	7.6%	5.2%	6.3%	6.2%	6.1%	5.5%
DON'T KNOW	25-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	25-R	89	4	24	42	14	6	49	21	20	54	12	14	10	11	8	19
		4.8%	2.3%	5.0%	6.1%	4.4%	2.6%	4.8%	4.7%	4.9%	8.7%	3.5%	2.5%	2.8%	2.1%	3.2%	3.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.1%	100.0%	99.9%	100.1%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%
MEAN		3.19	3.34	3.27	3.08	3.12	3.35	3.13	3.29	3.24	3.34	3.11	3.17	3.04	3.06	3.13	3.21
STD DEV		.95221	.18381	.0406	.8816	.8089	.8982	.9262	.9969	.95221	.0217	.9538	.9118	.8553	.8577	.9043	.9534

'THERE ARE ONLY A FEW KINDS OF FISH MY FAMILY WILL EAT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN-		ADA	TIC	BEC	ARID	IES	B.C.	OVER	100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE		
									AND	100M-	\$10M	\$14.9	\$24.9	OVER	NDR	CAL	COLLAR
COMPLETELY AGREE	(X5) 26-1	408	33	136	139	60	40	227	100	81	139	85	122	63	102	68	121
		21.8%	20.8%	27.6%	20.2%	19.2%	18.5%	22.3%	22.0%	20.4%	22.5%	25.3%	21.9%	17.4%	19.2%	25.8%	21.3%
SOMEWHAT AGREE	(X4) 26-2	552	38	153	201	95	64	312	121	119	168	106	166	112	174	80	167
		29.5%	24.5%	31.0%	29.2%	30.6%	29.3%	30.7%	26.6%	29.8%	27.3%	31.7%	29.9%	30.6%	32.7%	30.7%	29.3%
NEITHER AGREE NOR DISAGREE	26-3 (X3)	264	9	57	108	52	38	135	65	63	93	54	66	51	70	37	80
		14.1%	5.8%	11.6%	15.6%	16.6%	17.4%	13.3%	14.4%	15.9%	15.0%	16.1%	12.0%	13.9%	13.0%	14.1%	14.0%
SOMEWHAT DISAGREE	(X2) 26-4	268	27	65	101	49	26	132	78	58	71	33	91	73	95	38	82
		14.3%	17.1%	13.1%	14.7%	15.6%	12.2%	13.0%	17.2%	14.4%	11.6%	9.8%	16.4%	20.1%	17.8%	14.4%	14.4%
COMPLETELY DISAGREE	(1) 26-5	288	44	54	103	44	42	160	65	62	95	46	93	53	80	32	100
		15.4%	28.2%	11.0%	15.0%	14.2%	19.2%	15.8%	14.4%	15.6%	15.5%	13.7%	16.9%	14.6%	15.0%	12.4%	17.5%
		15.4%	28.2%	11.0%	15.0%	14.2%	19.2%	15.8%	14.4%	15.6%	15.5%	13.7%	16.9%	14.6%	15.0%	12.4%	17.5%
DON'T KNOW	26-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	26-R	90	6	29	36	12	7	50	24	16	50	12	16	12	12	7	20
		4.8%	3.6%	5.8%	5.3%	3.8%	3.4%	4.9%	5.4%	3.9%	8.2%	3.5%	2.9%	3.4%	2.3%	2.5%	3.5%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%	100.0%	99.9%	100.0%
MEAN		3.29	2.92	3.54	3.26	3.26	3.16	3.32	3.26	3.26	3.32	3.47	3.24	3.17	3.24	3.44	3.23
STD DEV		1.39231	.56861	.34501	.37141	.34271	.40131	.39851	.39161	.37551	.40401	.35181	.41941	.34981	.36361	.35441	.4159

'IT IS THE PRICE OF BOSTON BLUEFISH WHICH MAKES PEOPLE BUY IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-ADA	ATLAN TIC	QUE-BEC	ONT-ARIO	PRAIR IES	100M AND OVER	UNDER 100K-URBAN	RURAL	\$10K TO \$14.9	\$15K TO \$24.9	\$25K OR OVER	SALES/CLER- CAL	PROF/ MGR	BLUE COLLAR		
COMPLETELY AGREE	(X5) 27-1	138 7.4%	9 5.7%	42 8.4%	66 9.6%	14 4.4%	8 3.9%	67 6.6%	46 10.2%	25 6.3%	54 8.7%	23 6.8%	44 8.0%	18 4.9%	29 5.5%	15 5.7%	44 7.7%
SOMEWHAT AGREE	(X4) 27-2	374 20.0%	43 27.2%	107 21.6%	149 21.6%	56 17.8%	20 9.3%	214 21.0%	91 20.1%	69 17.3%	112 18.1%	70 20.8%	121 21.8%	71 19.6%	123 23.1%	52 20.0%	107 18.8%
NEITHER AGREE NOR DISAGREE	27-3 (X3)	950 50.8%	79 50.4%	214 43.3%	331 48.1%	180 57.7%	146 67.2%	511 50.3%	214 47.1%	225 56.5%	292 47.3%	169 50.6%	284 51.3%	205 56.4%	285 53.5%	138 52.7%	299 52.4%
SOMEWHAT DISAGREE	(X2) 27-4	173 9.2%	10 6.3%	47 9.5%	67 9.7%	32 10.1%	18 8.1%	105 10.4%	36 7.9%	32 7.9%	49 7.9%	35 10.4%	54 9.7%	35 9.7%	53 9.9%	32 12.4%	52 9.1%
COMPLETELY DISAGREE(1)	27-5	121 6.5%	11 6.8%	43 8.7%	37 5.4%	18 5.6%	13 5.9%	57 5.6%	37 8.1%	28 6.9%	50 8.2%	23 6.7%	30 5.5%	18 5.0%	27 5.1%	15 5.7%	36 6.4%
DON'T KNOW	27-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	27-R	112 6.0%	6 3.6%	42 8.4%	39 5.7%	14 4.5%	12 5.5%	62 6.1%	30 6.6%	20 5.1%	60 9.7%	16 4.7%	20 3.7%	16 4.5%	15 2.9%	9 3.5%	32 5.6%
NUMBER OF RESPONDENTS		1869 99.9%	157 100.0%	494 99.9%	689 100.1%	312 100.1%	217 99.9%	1017 100.0%	454 100.0%	399 100.0%	617 99.9%	334 100.0%	554 100.0%	364 100.1%	533 100.0%	261 100.0%	570 100.0%
MEAN		3.13	3.20	3.12	3.21	3.05	2.97	3.13	3.17	3.09	3.13	3.11	3.18	3.10	3.14	3.08	3.13
STD DEV		.9406	.9090	1.0359	.9590	.8410	.7745	.9144	1.0256	.9029	1.0108	.9396	.9238	.8428	.8696	.8958	.9352

'COD HAS A STRONG "FISHY" TASTE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10K	\$15K	\$25K	SALES/				
CAN-		ATLAN	QUE-	ONT-	PRAIR	AND 100K-			UNDER	TO	TO	OR PROF/	CLER-	BLUE			
ADA		TIC	BEC	ARIO	IES	B.C.	OVER	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 28-1	214	12	83	85	22	12	122	59	33	74	47	62	31	44	35	63
		11.4%	7.5%	16.9%	12.3%	7.1%	5.4%	12.0%	12.9%	8.3%	12.0%	13.9%	11.2%	8.5%	8.2%	13.2%	11.0%
SOMEWHAT AGREE	(X4) 28-2	387	24	100	143	74	46	215	103	70	117	74	113	83	126	59	101
		20.7%	15.1%	20.2%	20.8%	23.9%	21.1%	21.1%	22.6%	17.5%	19.0%	22.2%	20.4%	22.7%	23.6%	22.8%	17.7%
NEITHER AGREE NOR DISAGREE	28-3 (X3)	658	49	158	265	122	63	347	154	157	196	126	209	126	201	102	214
		35.2%	30.9%	32.1%	38.5%	39.1%	29.1%	34.1%	34.0%	39.4%	31.8%	37.7%	37.8%	34.7%	37.6%	38.9%	37.6%
SOMEWHAT DISAGREE	(X2) 28-4	304	29	68	107	51	49	167	73	65	101	46	88	69	88	35	99
		16.3%	18.6%	13.8%	15.5%	16.5%	22.4%	16.4%	16.1%	16.2%	16.4%	13.7%	15.8%	19.1%	16.6%	13.4%	17.4%
COMPLETELY DISAGREE(1)	28-5	213	40	47	55	32	39	114	44	56	77	25	68	43	62	22	69
		11.4%	25.5%	9.5%	8.0%	10.2%	18.2%	11.2%	9.6%	13.9%	12.4%	7.6%	12.3%	11.8%	11.6%	8.5%	12.2%
DON'T KNOW	28-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	28-R	93	4	37	34	10	8	53	22	19	51	16	14	11	12	8	23
		5.0%	2.3%	7.4%	4.9%	3.2%	3.8%	5.2%	4.8%	4.6%	8.3%	4.9%	2.5%	3.1%	2.3%	3.2%	4.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%
MEAN		3.05	2.59	3.23	3.15	3.01	2.72	3.07	3.14	2.90	3.02	3.22	3.02	2.97	3.00	3.20	2.98
STD DEV		1.16141	.23801	.20721	.10161	.06411	.16361	.17071	.15541	.12971	.20561	.10971	.15571	.12751	.10591	.10961	.1541

'WHEN I BUY FISH, I LIKE TO SEE WHAT I AM BUYING'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL							100H UNDER			\$10H	\$15H	\$25H	SALES/				
CAN- ATLAN QUE- ONI- PRAIR							AND 100H-	UNDER		TO	TO	OR PROF/	CLER- BLUE				
ADA TIC BEC ARID IES							B.C.	OVER	UREAM	RURAL	\$10H	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 29-1	845	114	236	258	122	116	451	213	181	315	150	227	153	208	114	250
		45.2%	72.6%	47.7%	37.5%	38.9%	53.3%	44.4%	46.9%	45.4%	51.1%	44.7%	41.1%	42.2%	39.0%	43.6%	43.9%
SOMEWHAT AGREE	(X4) 29-2	556	26	162	214	98	56	299	143	113	156	96	185	118	175	88	186
		29.7%	16.6%	32.8%	31.1%	31.4%	25.7%	29.4%	31.5%	28.4%	25.4%	28.7%	33.4%	32.5%	32.8%	33.5%	32.6%
NEITHER AGREE NOR DISAGREE	29-3 (X3)	281	7	48	129	65	32	152	55	73	84	56	85	56	100	32	80
		15.0%	4.4%	9.6%	18.8%	20.9%	14.7%	15.0%	12.2%	18.3%	13.6%	16.7%	15.3%	15.4%	18.7%	12.3%	14.0%
SOMEWHAT DISAGREE	(X2) 29-4	67	2	15	32	14	5	44	12	11	11	16	25	16	27	9	19
		3.6%	1.4%	3.1%	4.6%	4.4%	2.1%	4.4%	2.7%	2.7%	1.7%	4.7%	4.5%	4.4%	5.0%	3.4%	3.4%
COMPLETELY DISAGREE	(1) 29-5	38	3	7	22	4	2	20	8	10	10	7	15	7	12	7	12
		2.1%	2.0%	1.4%	3.3%	1.2%	1.1%	2.0%	1.8%	2.5%	1.6%	2.1%	2.7%	1.8%	2.3%	2.8%	2.2%
DON'T KNOW	29-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	29-R	82	5	27	33	10	7	49	22	10	41	10	17	13	12	11	22
		4.4%	2.9%	5.5%	4.8%	3.2%	3.2%	4.8%	4.9%	2.6%	6.6%	3.1%	3.0%	3.7%	2.2%	4.4%	3.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	354	533	261	570
		100.0%	99.9%	100.1%	100.1%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		4.18	4.61	4.30	4.00	4.06	4.32	4.15	4.25	4.15	4.31	4.13	4.09	4.13	4.04	4.17	4.17
STD DEV		.9712	.8139	.8823	1.0453	.9529	.8872	.9864	.9164	.9876	.9056	1.0027	1.0054	.9683	1.0016	.9820	.9582

'IT'S WORTH PAYING EXTRA MONEY FOR GOOD BRAND NAME WHEN BUY FRZN. FISH'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	DNF-	PRAIR	100M UNDER		\$10M		\$15M	\$25M	SALES/				
		ADA	TIC	BEC	ARID	IES	P.C.	OVER	100M-	UNDER	10	10	OR PROF/	CLER-	BLUE		
									URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 30-1	531	49	176	185	67	54	287	138	107	209	98	138	86	114	73	142
		28.4%	31.2%	35.7%	26.8%	21.6%	24.7%	28.2%	30.4%	26.8%	33.9%	29.3%	24.9%	23.5%	21.3%	28.1%	24.9%
SOMEWHAT AGREE	(X4) 30-2	536	35	144	215	87	54	303	132	101	170	94	162	110	162	79	170
		28.7%	22.5%	29.1%	31.2%	28.0%	25.1%	29.8%	29.0%	25.4%	27.6%	28.0%	29.3%	30.1%	30.4%	30.3%	29.8%
NEITHER AGREE NOR DISAGREE	30-3 (X3)	446	36	103	151	94	63	245	102	99	105	84	148	110	160	65	144
		23.8%	22.7%	20.9%	21.9%	30.0%	28.8%	24.1%	22.6%	24.7%	17.0%	25.0%	26.7%	30.1%	30.1%	24.7%	25.3%
SOMEWHAT DISAGREE	(X2) 30-4	195	15	37	76	37	30	99	42	55	60	32	68	35	66	24	65
		10.4%	9.6%	7.5%	11.0%	11.8%	13.8%	9.7%	9.2%	13.7%	9.7%	9.5%	12.3%	9.7%	12.4%	9.2%	11.4%
COMPLETELY DISAGREE(1)	30-5	82	16	12	29	15	10	36	19	26	30	20	20	12	17	12	31
		4.4%	10.2%	2.5%	4.2%	4.8%	4.5%	3.5%	4.3%	6.6%	4.8%	6.0%	3.6%	3.3%	3.2%	4.6%	5.5%
DON'T KNOW	30-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	30-R	80	6	21	34	12	7	48	21	11	43	7	18	12	14	8	17
		4.3%	3.9%	4.3%	4.9%	3.8%	3.1%	4.7%	4.5%	2.8%	6.9%	2.2%	3.3%	3.2%	2.6%	3.2%	3.0%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.1%	99.9%	100.0%	100.1%	99.9%
MEAN		3.69	3.57	3.92	3.69	3.52	3.53	3.73	3.75	3.53	3.82	3.67	3.62	3.63	3.56	3.70	3.59
STD DEV		1.1396	1.3142	1.0654	1.1284	1.1149	1.1500	1.1029	1.1327	1.2204	1.1818	1.1775	1.1083	1.0605	1.0653	1.1236	1.1536

'FISH HAS FEWER CALORIES THAN MEAT OR POULTRY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 31-1	747 40.0%	83 52.6%	192 38.9%	287 41.7%	111 35.6%	74 34.1%	411 40.5%	192 42.2%	144 36.2%	236 38.3%	141 42.1%	219 39.5%	151 41.6%	226 42.4%	112 42.8%	215 37.8%
SOMEWHAT AGREE	(X4) 31-2	574 30.7%	33 20.8%	143 29.0%	213 30.9%	108 34.5%	78 35.9%	308 30.3%	135 29.8%	131 32.8%	165 26.7%	109 32.6%	185 33.4%	115 31.7%	178 33.3%	72 27.4%	191 33.6%
NEITHER AGREE NOR DISAGREE	31-3 (X3)	323 17.3%	27 17.1%	74 14.9%	112 16.2%	67 21.5%	43 19.9%	171 16.9%	71 15.6%	81 20.3%	126 20.5%	46 13.8%	92 16.6%	58 16.0%	84 15.8%	47 18.0%	99 17.3%
SOMEWHAT DISAGREE	(X2) 31-4	87 4.6%	3 2.0%	31 6.2%	28 4.0%	13 4.2%	12 5.5%	51 5.0%	19 4.1%	17 4.3%	27 4.3%	18 5.2%	25 4.5%	18 4.8%	20 3.7%	15 5.6%	29 5.2%
COMPLETELY DISAGREE	(1) 31-5	53 3.1%	6 3.6%	28 5.7%	13 1.9%	6 1.9%	5 2.3%	33 3.2%	16 3.6%	9 2.2%	19 3.1%	12 3.7%	16 2.9%	10 2.8%	10 1.9%	6 2.3%	17 3.1%
DON'T KNOW	31-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	31-R	81 4.3%	6 3.9%	26 5.2%	37 5.3%	7 2.4%	5 2.2%	43 4.2%	21 4.7%	16 4.1%	44 7.1%	9 2.6%	17 3.1%	11 3.0%	15 2.8%	10 3.9%	18 3.1%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 99.9%	689 100.0%	312 100.1%	217 99.9%	1017 100.1%	454 100.0%	399 99.9%	617 100.0%	334 100.0%	554 100.0%	364 99.9%	533 99.9%	261 100.0%	570 100.1%
MEAN		4.04	4.22	3.94	4.12	4.00	3.96	4.04	4.08	4.01	4.00	4.07	4.05	4.08	4.14	4.07	4.01
STD DEV		1.0396	1.0466	1.1713	.9726	.9627	.9946	1.0520	1.0531	.9897	1.0569	1.0607	1.0158	1.0247	.9553	1.0388	1.0323

'HALIBUT IS THE BEST KIND OF FISH YOU CAN BUY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100M UNDER		\$10M	\$15M	\$25M	SALES/		CLER- BLUE			
		ADA	11C	BEC	ARIO	IFS	B.C.	AND 100M-	UNDER	TO	TO	OR PROF/	CLER-	BLUE			
								OVER URBAN	RURAL	\$10M	\$14.9	\$24.9	OVER	NGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 32-1	151	17	22	84	18	11	86	39	27	69	29	31	22	24	27	36
		8.1%	10.9%	4.4%	12.2%	5.7%	5.0%	8.4%	8.5%	6.8%	11.2%	8.7%	5.6%	6.1%	4.6%	10.5%	6.3%
SOMEWHAT AGREE	(X4) 32-2	295	40	62	112	58	23	154	85	57	113	47	82	54	77	38	99
		15.8%	25.7%	12.6%	16.3%	18.5%	10.4%	15.1%	18.7%	14.2%	18.3%	14.1%	14.7%	14.7%	14.5%	14.6%	17.3%
NEITHER AGREE NOR DISAGREE	32-3 (X3)	877	43	245	317	163	110	467	215	195	257	176	268	176	269	122	283
		46.9%	27.2%	49.5%	46.0%	52.2%	50.6%	45.9%	47.5%	48.9%	41.6%	52.5%	49.4%	48.4%	50.5%	46.6%	49.6%
SOMEWHAT DISAGREE	(X2) 32-4	279	32	77	91	33	45	151	55	73	79	43	89	68	95	37	82
		14.9%	20.3%	15.7%	13.2%	10.6%	20.8%	14.9%	12.1%	18.3%	12.9%	12.7%	16.0%	18.7%	17.8%	14.1%	14.4%
COMPLETELY DISAGREE(1)	32-5	176	20	57	50	30	19	112	37	27	46	29	69	32	54	28	50
		9.4%	12.6%	11.5%	7.2%	9.6%	8.9%	11.0%	8.1%	6.9%	7.5%	8.7%	12.4%	8.7%	10.2%	10.6%	8.7%
DON'T KNOW	32-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	32-R	91	5	31	35	11	9	48	23	20	52	11	15	12	13	9	21
		4.9%	3.3%	6.2%	5.0%	3.5%	4.3%	4.7%	5.2%	5.0%	8.5%	3.3%	2.8%	3.3%	2.4%	3.6%	3.7%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	99.9%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%
MEAN		2.98	3.02	2.81	3.14	3.00	2.81	2.95	3.08	2.96	3.14	3.01	2.85	2.90	2.85	3.00	2.98
STD DEV		1.02881	1.2037	.97321	1.0548	.9663	.93301	1.06151	1.0097	.95611	1.0670	.99841	1.0173	.9737	.95591	1.0830	.9754

'THE MAIN REASON PEOPLE BUY CDD IS BECAUSE IT'S NOT EXPENSIVE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100K UNDER			\$10K	\$15K	\$25K	SALES/				
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100K- URBAN	RURAL	UNDER \$10K	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 33-1	146	13	46	54	12	21	72	41	33	70	25	40	12	26	17	43
		7.8%	8.2%	9.3%	7.9%	3.9%	9.5%	7.1%	9.1%	8.2%	11.3%	7.4%	7.2%	3.2%	5.0%	6.3%	7.5%
SOMEWHAT AGREE	(X4) 33-2	353	34	70	138	59	53	205	77	71	124	55	109	65	96	52	106
		18.9%	21.5%	14.1%	20.0%	19.0%	24.2%	20.2%	17.0%	17.8%	20.1%	16.3%	19.7%	18.0%	18.0%	19.7%	18.5%
NEITHER AGREE NOR DISAGREE	33-3 (X3)	853	44	209	341	174	86	476	200	177	241	172	249	191	281	124	268
		45.7%	27.9%	42.4%	49.5%	55.6%	39.4%	46.8%	44.1%	44.5%	39.1%	51.4%	44.9%	52.6%	52.6%	47.3%	47.0%
SOMEWHAT DISAGREE	(X2) 33-4	274	35	84	88	32	35	138	70	66	76	44	97	58	80	38	91
		14.7%	22.5%	17.0%	12.8%	10.1%	16.1%	13.6%	15.4%	16.5%	12.2%	13.1%	17.4%	16.0%	15.0%	14.5%	16.0%
COMPLETELY DISAGREE(1)	33-5	153	24	58	33	22	16	75	40	37	61	29	41	22	35	21	43
		8.2%	15.1%	11.7%	4.7%	7.2%	7.3%	7.4%	8.9%	9.2%	9.9%	8.6%	7.3%	6.1%	6.6%	8.0%	7.5%
DON'T KNOW	33-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	33-R	90	7	27	35	13	8	50	25	15	45	11	19	15	15	11	20
		4.8%	4.7%	5.5%	5.0%	4.1%	3.5%	5.0%	5.5%	3.6%	7.3%	3.2%	3.5%	4.1%	2.8%	4.3%	3.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	99.9%	100.0%	99.9%	99.9%	100.0%	100.1%	100.0%	99.8%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	99.9%
MEAN		3.04	2.84	2.92	3.14	3.02	3.13	3.06	3.02	2.99	3.12	3.01	3.02	2.96	3.00	3.02	3.03
STD DEV		1.01131	.19051	.1012	.9257	.87651	.0470	.98061	.05051	.04031	.1186	.9815	.9934	.8407	.9029	.9763	.9897

'YOU HAVE TO EAT FRESH FISH THE DAY YOU BUY IT'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			*HOUSEHOLD INCOME...*			*H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100H	100H	10H	\$15H	\$25H	SALES/	CLER-	BLUE			
		ADA	TIC	BEC	ARIO	IES	AND	100H-	UNDER	10	10	OR	PROF/	CLER-	BLUE		
						B.C.	OVER	URBAN	RURAL	\$10H	\$14.9	\$24.9	OVER	MGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 34-1	341	20	139	109	41	32	200	79	61	119	55	108	59	79	47	108
		18.2%	12.8%	28.1%	15.8%	13.2%	14.7%	19.7%	17.4%	15.4%	19.2%	16.6%	19.5%	16.1%	14.8%	18.0%	19.0%
SOMEWHAT AGREE	(X4) 34-2	592	43	192	205	94	58	318	150	124	189	106	168	129	181	89	165
		31.7%	27.6%	39.8%	29.7%	30.3%	26.6%	31.3%	33.0%	31.1%	30.6%	31.7%	30.3%	35.6%	33.9%	34.1%	28.9%
NEITHER AGREE NOR DISAGREE	34-3 (X3)	322	17	63	144	63	35	178	75	69	94	72	107	49	109	47	105
		17.2%	10.7%	12.7%	20.9%	20.2%	16.1%	17.5%	16.5%	17.3%	15.2%	21.5%	19.3%	13.5%	20.5%	18.0%	18.4%
SOMEWHAT DISAGREE	(X2) 34-4	356	47	57	128	63	62	188	89	79	105	59	108	84	114	40	117
		19.1%	29.7%	11.4%	18.5%	20.3%	28.5%	18.5%	19.6%	19.9%	17.0%	17.7%	19.5%	23.1%	21.3%	15.2%	20.5%
COMPLETELY DISAGREE(1)	34-5	184	26	24	70	40	24	88	43	53	71	32	48	33	38	29	59
		9.8%	16.5%	4.9%	10.2%	12.8%	10.9%	8.7%	9.4%	13.3%	11.5%	9.5%	8.7%	9.0%	7.1%	11.3%	10.3%
DON'T KNOW	34-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	34-R	75	4	20	34	10	7	43	19	13	40	10	15	10	13	9	16
		4.0%	2.7%	4.0%	4.9%	3.2%	3.1%	4.3%	4.1%	3.2%	6.4%	2.9%	2.7%	2.8%	2.4%	3.5%	2.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.2%	99.9%	99.9%	100.0%	100.1%	100.0%	100.1%	100.0%
MEAN		3.31	2.90	3.77	3.24	3.11	3.06	3.36	3.31	3.16	3.31	3.29	3.33	3.27	3.29	3.33	3.26
STD DEV		1.26631	.33621	1.4341	.24221	.25831	.27391	.23481	.25311	.29751	.31421	.22501	.24871	.24951	.17411	.26911	.2823

'FISH MAKES A NICE LIGHT MEAL'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100N UNDER			\$10N	\$15N	\$25N	SALES/				
		CAN-	TIC	BEC	ARID	IES	B.C.	AND	100N-	UNDER	TO	TO	OR PROF/	CLER-	BLUE		
		ADA						OVER	URBAN	RURAL	\$10N	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR
COMPLETELY AGREE	(X5) 35-1	698	59	158	281	118	82	391	176	131	255	122	202	118	190	89	182
		37.3%	37.9%	31.9%	40.7%	37.7%	37.9%	38.4%	38.9%	32.8%	41.4%	36.5%	36.4%	32.5%	35.6%	33.9%	32.0%
SOMEWHAT AGREE	(X4) 35-2	764	62	194	283	132	93	416	176	173	220	139	235	170	238	115	250
		40.9%	39.7%	39.4%	41.0%	42.3%	42.7%	40.9%	38.7%	43.4%	35.7%	41.5%	42.5%	46.6%	44.6%	43.9%	43.8%
NEITHER AGREE NOR DISAGREE	35-3 (X3)	224	20	67	70	35	32	104	68	52	75	44	60	45	65	34	75
		12.0%	12.8%	13.6%	10.1%	11.3%	14.7%	10.3%	14.9%	13.0%	12.1%	13.2%	10.9%	12.4%	12.2%	12.9%	13.2%
SOMEWHAT DISAGREE	(X2) 35-4	86	7	40	17	17	5	44	17	25	23	14	34	15	19	11	41
		4.6%	4.7%	8.1%	2.4%	5.4%	2.3%	4.3%	3.8%	6.4%	3.7%	4.2%	6.2%	4.0%	3.5%	4.4%	7.2%
COMPLETELY DISAGREE(1)	35-5	31	3	17	9	1	1	24	1	6	7	8	8	8	10	6	8
		1.7%	1.6%	3.5%	1.3%	.3%	.5%	2.4%	.2%	1.5%	1.2%	2.3%	1.5%	2.3%	1.9%	2.1%	1.5%
DON'T KNOW	35-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	35-R	66	5	17	30	9	4	38	16	12	36	7	14	8	12	7	13
		3.5%	3.3%	3.5%	4.4%	3.0%	1.8%	3.7%	3.5%	3.0%	5.9%	2.2%	2.6%	2.2%	2.2%	2.8%	2.3%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.1%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%
MEAN		4.12	4.11	3.91	4.23	4.15	4.17	4.13	4.16	4.03	4.20	4.08	4.09	4.05	4.11	4.06	4.00
STD DEV		.9193	.9246	1.0621	.8412	.8592	.8063	.9445	.8399	.9345	.8938	.9423	.9307	.9125	.8935	.9247	.9460

'FISH IS GREAT FOR DIETING'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION**				
TOTAL							100K UNDER			\$10K	\$15K	\$25K	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100K- URBAN	RURAL	UNDER \$10K	\$14.9	\$24.9	OR OVER	PROF/ HGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 36-1	1041	89	305	399	152	106	587	260	194	344	198	301	197	289	156	309
		55.7%	56.8%	61.8%	56.5%	48.7%	48.6%	57.7%	57.2%	48.7%	55.8%	59.2%	54.4%	54.1%	54.1%	59.8%	54.2%
SOMEWHAT AGREE	(X4) 36-2	586	49	152	198	115	72	300	137	150	179	101	182	124	181	75	187
		31.3%	31.3%	30.7%	28.7%	37.0%	33.1%	29.5%	30.1%	37.5%	29.0%	30.1%	32.8%	34.2%	33.8%	28.5%	32.8%
NEITHER AGREE NOR DISAGREE	36-3 (X3)	156	14	18	60	33	31	75	38	43	55	21	50	31	43	21	54
		8.3%	8.7%	3.7%	8.7%	10.7%	14.1%	7.4%	8.3%	10.8%	8.8%	6.2%	9.0%	8.5%	8.0%	8.1%	9.4%
SOMEWHAT DISAGREE	(X2) 36-4	19	1	1	10	3	4	13	5	1	7	6	4	2	8	2	4
		1.0%	.6%	.2%	1.5%	.9%	1.6%	1.2%	1.1%	.2%	1.1%	1.7%	.8%	.5%	1.5%	.7%	.7%
COMPLETELY DISAGREE(1)	36-5	6	-	1	4	1	-	5	1	-	-	1	3	2	2	-	4
		.3%		.3%	.5%	.3%		.5%	.2%			.3%	.6%	.5%	.4%		.8%
DON'T KNOW	36-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	36-E	62	4	16	28	7	6	37	14	11	32	9	13	8	12	8	12
		3.3%	2.7%	3.3%	4.1%	2.4%	2.6%	3.7%	3.0%	2.8%	5.2%	2.6%	2.4%	2.2%	2.2%	2.9%	2.1%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%
MEAN		4.46	4.48	4.59	4.45	4.36	4.32	4.48	4.48	4.39	4.47	4.50	4.43	4.44	4.43	4.52	4.42
STD DEV		.7235	.6806	.6070	.7673	.7406	.7786	.7382	.7176	.6869	.7101	.7168	.7434	.7183	.7365	.6783	.7573

'FISH IS EASY TO COOK'

QUESTION 8

	REGION.....					*POPULATION DENSITY*				...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL							100M UNDER				\$10M	\$15M	\$25M	SALES/			
CAN-ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	100M- RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER/ CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 37-1	892	85	263	303	130	110	478	224	190	315	167	258	152	235	125	274
		47.7%	54.1%	53.3%	44.0%	41.8%	50.7%	47.1%	49.4%	47.5%	51.0%	50.0%	46.6%	41.7%	44.0%	48.0%	48.1%
SOHEWHAT AGREE	(X4) 37-2	651	51	169	246	110	74	349	157	145	195	119	201	135	206	88	207
		34.8%	32.7%	34.3%	35.6%	35.4%	34.2%	34.4%	34.6%	36.3%	31.7%	35.5%	36.4%	37.2%	38.7%	33.7%	36.2%
NEITHER AGREE NOR DISAGREE	37-3 (X3)	161	9	26	69	37	21	96	33	32	42	26	47	46	50	30	42
		8.6%	5.6%	5.2%	10.1%	11.8%	9.6%	9.4%	7.3%	8.0%	6.8%	7.7%	8.6%	12.6%	9.4%	11.3%	7.4%
SOHEWHAT DISAGREE	(X2) 37-4	68	7	9	26	20	5	36	17	14	23	9	23	13	21	9	23
		3.6%	4.5%	1.8%	3.8%	6.5%	2.3%	3.6%	3.8%	3.6%	3.7%	2.6%	4.2%	3.5%	3.9%	3.4%	4.1%
COMPLETELY DISAGREE	(1) 37-5	16	-	3	9	2	1	9	4	3	1	3	6	6	5	-	7
		.8%		.7%	1.4%	.6%	.4%	.9%	.9%	.7%	.1%	.8%	1.1%	1.6%	.9%		1.3%
DON'T KNOW	37-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	37-R	82	5	23	36	12	6	48	19	15	41	11	17	12	17	9	16
		4.4%	3.2%	4.7%	5.2%	3.9%	2.8%	4.7%	4.1%	3.8%	6.6%	3.4%	3.1%	3.4%	3.2%	3.6%	2.9%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.1%	100.0%	100.1%	100.0%	100.0%	100.1%	100.1%	99.9%	99.9%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%
MEAN		4.31	4.41	4.44	4.24	4.16	4.36	4.29	4.33	4.31	4.39	4.36	4.27	4.18	4.25	4.31	4.30
STD DEV		.8512	.7968	.7470	.8961	.9285	.7882	.8584	.8475	.8360	.8001	.8088	.8783	.9076	.8559	.8136	.8767

'I LIKE FISH THAT HAS A FIRM, DRY TEXTURE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER \$10M	10 \$14.9	10 \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 38-1	383	46	87	138	72	40	185	113	86	165	75	88	55	87	37	98
		20.5%	29.6%	17.6%	20.0%	23.1%	18.5%	18.2%	24.9%	21.5%	26.8%	22.3%	15.9%	15.2%	16.3%	14.3%	17.3%
SOMEWHAT AGREE	(X4) 38-2	487	48	116	177	88	58	255	118	114	155	90	140	103	146	62	149
		26.1%	30.8%	23.4%	25.7%	28.3%	26.7%	25.1%	26.0%	28.7%	25.1%	26.9%	25.2%	28.2%	27.4%	23.7%	26.2%
NEITHER AGREE NOR DISAGREE	38-3 (X3)	557	38	148	210	95	68	318	128	111	152	103	184	119	163	85	206
		29.8%	23.9%	30.0%	30.4%	30.3%	31.1%	31.3%	28.2%	27.8%	24.6%	30.7%	33.2%	32.6%	30.5%	32.7%	36.1%
SOMEWHAT DISAGREE	(X2) 38-4	259	13	82	96	36	33	150	59	50	71	39	95	54	91	50	77
		13.9%	8.3%	16.5%	14.0%	11.5%	15.0%	14.8%	13.1%	12.6%	11.6%	11.7%	17.2%	14.7%	17.0%	19.0%	13.5%
COMPLETELY DISAGREE(1)	38-5	87	7	31	31	7	11	53	17	17	23	13	28	22	27	15	21
		4.6%	4.2%	6.2%	4.5%	2.3%	5.3%	5.2%	3.7%	4.2%	3.8%	4.0%	5.0%	6.1%	5.1%	5.7%	3.7%
DON'T KNOW	38-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	38-R	95	5	31	37	14	8	55	19	21	50	15	19	11	20	12	18
		5.1%	3.2%	6.3%	5.4%	4.5%	3.5%	5.4%	4.1%	5.3%	8.2%	4.4%	3.4%	3.1%	3.7%	4.7%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%	99.9%	99.9%	100.0%	100.1%	100.0%
MEAN		3.46	3.76	3.32	3.45	3.61	3.40	3.38	3.58	3.53	3.65	3.54	3.31	3.33	3.34	3.23	3.41
STD DEV		1.12551	1.10761	1.15861	1.11771	1.05351	1.2231	1.2471	1.2651	1.11031	1.14501	1.10101	1.09971	1.10311	1.11071	1.11101	1.0528

'MY FAMILY PREFERS CANNED FISH TO FRESH OR FROZEN FISH'

QUESTION 8

	REGION.....						*POPULATION DENSITY*			*HOUSEHOLD INCOME....*			*H. H. OCCUPATION*			
TOTAL		CAN-ADA		ATLAN TIC	QUE-REC	ONT-ARID	PRAIR IES	B.C.	100M AND OVER	100M-URBAN	RURAL	\$10M TO \$14.9	\$15M TO \$24.9	\$25M OR OVER	PROF/ HGR	SALES/ CLER- CAL	BLUE COLLAR
COMPLETELY AGREE	(X5) 39-1	151	3	31	65	31	21	83	36	33	54	27	42	29	40	15	41
		8.1%	1.9%	6.3%	9.5%	9.9%	9.5%	8.1%	8.0%	8.2%	8.8%	8.0%	7.5%	7.9%	7.5%	5.9%	7.2%
SOMEWHAT AGREE	(X4) 39-2	214	9	44	100	39	22	124	49	41	71	40	59	44	69	37	55
		11.3%	5.5%	8.9%	14.5%	12.6%	10.2%	12.2%	10.8%	10.4%	11.4%	12.1%	10.7%	12.0%	12.9%	14.2%	9.6%
NEITHER AGREE NOR DISAGREE	39-3 (X3)	419	22	98	163	82	55	235	101	83	141	78	115	85	125	56	123
		22.4%	13.9%	19.8%	23.7%	26.1%	25.2%	23.1%	22.3%	20.8%	22.9%	23.3%	20.8%	23.4%	23.4%	21.4%	21.6%
SOMEWHAT DISAGREE	(X2) 39-4	410	39	117	133	70	51	221	108	81	119	76	130	86	124	58	138
		21.9%	24.7%	23.7%	19.3%	22.3%	23.5%	21.7%	23.7%	20.4%	19.2%	22.6%	23.4%	23.5%	23.3%	22.3%	24.2%
COMPLETELY DISAGREE	(1) 39-5	593	79	177	193	82	62	305	141	146	186	103	192	111	164	84	195
		31.7%	50.0%	35.9%	28.1%	26.1%	28.5%	30.0%	31.1%	36.7%	30.2%	30.8%	34.7%	30.4%	30.7%	32.3%	34.2%
DON'T KNOW	39-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	39-R	82	6	26	34	9	7	49	19	15	46	11	15	10	12	10	18
		4.4%	4.0%	5.3%	4.9%	3.0%	3.0%	4.8%	4.1%	3.7%	7.5%	3.2%	2.8%	2.8%	2.2%	4.0%	3.2%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	99.9%	100.0%	100.0%	99.9%	99.9%	100.0%	100.2%	100.0%	100.0%	99.9%	100.0%	100.0%	100.1%	100.0%
MEAN		2.40	1.80	2.22	2.56	2.57	2.47	2.44	2.38	2.30	2.45	2.42	2.31	2.42	2.42	2.37	2.29
STD DEV		1.28451	.01391	.23171	.32001	.28671	.27941	.28271	.26821	.30211	.31011	.27541	.27011	.26591	.26231	.25171	.2478

'SHELLFISH MAKES GOOD "COMPANY" FARE'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100H UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- REC	ONT- ARIO	FRAIR IES	B.C.	AND OVER	100H- URBAN	RURAL	UNDER \$10M	TO \$14.9	TO \$24.9	OR MGR	PROF/	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 40-1	435	52	109	154	49	71	271	105	58	141	63	128	103	138	77	95
		23.3%	33.0%	22.0%	22.3%	15.8%	32.9%	26.7%	23.2%	14.6%	22.9%	18.8%	23.1%	28.3%	25.8%	29.5%	16.7%
SOMEWHAT AGREE	(X4) 40-2	498	42	145	176	79	56	278	127	93	136	84	165	113	156	76	163
		26.7%	26.7%	29.3%	25.6%	25.4%	25.9%	27.4%	28.0%	23.3%	22.1%	25.2%	29.8%	31.0%	29.3%	29.1%	28.6%
NEITHER AGREE NOR DISAGREE	40-3 (X3)	631	44	141	245	132	69	310	148	174	209	139	180	104	172	77	223
		33.8%	27.8%	28.5%	35.6%	42.4%	31.8%	30.5%	32.6%	43.6%	33.9%	41.5%	32.4%	28.5%	32.3%	29.6%	39.1%
SOMEWHAT DISAGREE	(X2) 40-4	104	6	33	39	17	9	54	21	29	32	17	35	19	34	11	31
		5.5%	3.7%	6.6%	5.6%	5.6%	4.0%	5.3%	4.6%	7.2%	5.2%	5.1%	6.4%	5.2%	6.3%	4.3%	5.5%
COMPLETELY DISAGREE(1)	40-5	101	9	34	34	19	6	46	28	27	40	16	30	15	20	10	37
		5.4%	5.5%	6.8%	5.0%	6.0%	2.7%	4.5%	6.2%	6.9%	6.5%	4.7%	5.5%	4.1%	3.7%	3.7%	6.5%
DON'T KNOW	40-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	40-R	99	5	34	40	15	6	58	24	18	58	16	15	10	14	10	20
		5.3%	3.3%	6.8%	5.8%	4.7%	2.6%	5.7%	5.4%	4.4%	9.4%	4.7%	2.8%	2.8%	2.6%	3.6%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.0%	99.9%	99.9%	99.9%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	99.8%	100.0%
MEAN		3.60	3.81	3.57	3.58	3.42	3.84	3.70	3.61	3.33	3.55	3.51	3.60	3.76	3.69	3.79	3.45
STD DEV		1.09171	1.2081	1.3891	1.07511	1.03331	1.02951	1.08331	1.10331	1.05311	1.13881	1.02461	1.08821	1.06131	1.05051	1.04911	1.0541

'WHITE TUNA IS GETTING TOO EXPENSIVE'

QUESTION 8

	REGION.....						*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL								100K UNDER			\$10K	\$15K	\$25K	SALES/			
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	100K AND OVER	100K- URBAN	RURAL	UNDER \$10K	TO \$14.9	TO \$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 41-1	728 39.0%	82 51.9%	122 24.7%	313 45.5%	119 38.2%	92 42.4%	408 40.2%	162 35.6%	158 39.7%	257 41.7%	123 36.8%	212 38.3%	134 37.3%	190 35.6%	113 43.4%	216 37.8%
SOMEWHAT AGREE	(X4) 41-2	589 31.5%	42 26.8%	162 32.8%	208 30.1%	103 32.9%	74 34.2%	315 31.0%	162 35.6%	113 28.2%	165 26.8%	111 33.2%	175 31.6%	137 37.8%	186 34.8%	73 27.8%	184 32.3%
NEITHER AGREE NOR DISAGREE	41-3 (X3)	351 18.8%	25 15.8%	127 25.8%	96 13.9%	66 21.1%	37 17.0%	184 18.1%	85 18.7%	83 20.7%	101 16.3%	71 21.2%	115 20.7%	65 17.8%	113 21.2%	50 19.2%	114 20.1%
SOMEWHAT DISAGREE	(X2) 41-4	89 4.3%	4 2.2%	35 7.1%	29 4.2%	10 3.3%	3 1.3%	42 4.2%	18 4.0%	20 5.0%	29 4.6%	9 2.8%	24 4.4%	18 5.0%	28 5.3%	11 4.1%	23 4.1%
COMPLETELY DISAGREE	(1) 41-5	32 1.7%	1 .6%	16 3.3%	8 1.2%	3 .9%	3 1.6%	15 1.5%	7 1.6%	10 2.5%	13 2.1%	8 2.5%	10 1.8%	1 .2%	4 .7%	4 1.6%	14 2.5%
DON'T KNOW	41-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	41-R	89 4.7%	4 2.7%	31 6.3%	35 5.0%	11 3.5%	7 3.4%	53 5.2%	20 4.5%	15 3.9%	52 8.5%	12 3.6%	17 3.1%	7 1.9%	13 2.4%	10 3.9%	18 3.2%
NUMBER OF RESPONDENTS		1869 100.0%	157 100.0%	494 100.0%	689 99.9%	312 99.9%	217 99.9%	1017 100.2%	454 100.0%	399 100.0%	617 100.0%	334 100.1%	554 99.9%	364 100.0%	533 100.0%	261 100.0%	570 100.0%
MEAN		4.07	4.31	3.73	4.20	4.08	4.19	4.10	4.04	4.02	4.11	4.03	4.04	4.09	4.02	4.12	4.02
STD DEV		.9713	.8651	1.0417	.9358	.9110	.8861	.9582	.9396	1.0344	1.0146	.9731	.9783	.8820	.9305	.9777	.9990

'I OFTEN EAT SHELLFISH OUT OF THE HOME'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...*H. H. OCCUPATION*

TOTAL 100K UNDER \$10K \$15K \$25K SALES/
 CAN- ATLAN QUE- ONT- PRAIR AND 100K- UNDER 10 10 OR PROF/ CLER- BLUE
 ADA TIC REC ARIO IES E.C. OVER URBAN RURAL \$10K \$14.9 \$24.9 OVER MGR CAL COLLAR

COMPLETELY AGREE (X5)	42-1	260	24	54	100	41	43	170	54	36	60	41	82	77	106	42	73
		13.9%	15.1%	10.9%	14.5%	13.0%	19.6%	16.7%	12.0%	9.1%	9.7%	12.4%	14.9%	21.1%	19.9%	16.1%	12.8%
SOMEWHAT AGREE (X4)	42-2	304	30	85	103	48	37	184	73	47	72	43	100	89	108	58	79
		16.2%	19.3%	17.2%	15.0%	15.3%	17.2%	18.1%	16.0%	11.7%	11.6%	13.0%	18.0%	24.4%	20.3%	22.2%	13.9%
NEITHER AGREE NOR DISAGREE (X3)	42-3	337	23	82	124	72	35	177	83	77	117	63	104	54	94	41	111
		18.0%	14.9%	16.7%	18.0%	23.1%	16.2%	17.4%	18.2%	19.3%	19.0%	18.8%	18.7%	14.7%	17.7%	15.6%	19.4%
SOMEWHAT DISAGREE (X2)	42-4	277	23	91	82	41	41	141	68	68	87	63	78	49	70	46	90
		14.8%	14.4%	18.5%	11.9%	13.0%	18.8%	13.9%	15.0%	17.1%	14.1%	18.9%	14.0%	13.5%	13.2%	17.7%	15.8%
COMPLETELY DISAGREE (1)	42-5	573	50	140	235	96	52	282	146	145	211	109	168	84	140	63	191
		30.6%	31.6%	28.4%	34.1%	30.9%	23.9%	27.7%	32.3%	36.3%	34.2%	32.7%	30.4%	23.2%	26.2%	24.1%	33.6%
DON'T KNOW	42-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	42-R	118	7	41	46	15	9	63	30	26	70	14	22	11	15	11	25
		6.3%	4.6%	8.3%	6.6%	4.7%	4.2%	6.2%	6.5%	6.5%	11.4%	4.3%	4.0%	3.1%	2.8%	4.3%	4.4%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.8%	99.9%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.1%	100.0%	99.9%
MEAN		2.66	2.71	2.61	2.61	2.65	2.89	2.81	2.58	2.36	2.42	2.51	2.72	3.07	2.94	2.88	2.54
STD DEV		1.45541	.49301	.39561	.49891	.41951	.47731	.48241	.43031	.35731	.39121	.40681	.46301	.48771	.49511	.44341	.4298

'CANNED SALMON IS GETTING TOO EXPENSIVE'

QUESTION 8

	REGION.....						*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*			
TOTAL		CAN-ADA		ATLAN TIC	QUE-BEC	ONT-ARTO	PRAIR IES	B.C.	100M UNDER AND OVER	100M- RURAL	UNDER \$10M	\$10M TO \$14.9	\$15M TO \$24.9	\$25M OR OVER	PROF/ MGR	SALES/ CLER- CAL	BLUE COLLAR
COMPLETELY AGREE	(X5) 43-1	1045	103	166	447	185	143	579	243	224	366	178	306	195	276	156	322
		55.9%	65.8%	33.7%	64.9%	59.4%	66.0%	56.9%	53.6%	56.1%	59.3%	53.3%	55.3%	53.6%	51.8%	59.6%	56.5%
SOMEWHAT AGREE	(X4) 43-2	501	33	175	153	90	51	270	129	102	135	100	157	110	159	68	151
		26.8%	20.9%	35.5%	22.2%	28.7%	23.4%	26.6%	28.5%	25.6%	21.9%	29.8%	28.3%	30.2%	29.8%	26.1%	26.5%
NEITHER AGREE NOR DISAGREE	43-3 (X3)	149	9	81	32	18	9	78	37	35	42	29	46	33	55	20	49
		8.0%	5.6%	16.4%	4.6%	5.9%	4.3%	7.6%	8.1%	8.8%	6.8%	8.7%	8.3%	9.0%	10.3%	7.3%	8.6%
SOMEWHAT DISAGREE	(X2) 43-4	65	4	32	16	9	6	32	20	13	20	11	22	13	25	6	20
		3.5%	2.5%	6.4%	2.3%	2.7%	2.5%	3.1%	4.5%	3.3%	3.3%	3.2%	3.9%	3.6%	4.8%	2.3%	3.5%
COMPLETELY DISAGREE	(1) 43-5	36	2	17	12	2	3	18	6	12	16	7	9	5	5	5	12
		1.9%	1.3%	3.4%	1.8%	.6%	1.6%	1.8%	1.2%	3.1%	2.5%	2.0%	1.6%	1.4%	.9%	1.7%	2.1%
DON'T KNOW	43-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	43-R	72	6	23	29	8	5	40	19	13	39	10	14	8	13	7	16
		3.8%	3.9%	4.7%	4.2%	2.7%	2.2%	4.0%	4.1%	3.2%	6.3%	3.1%	2.6%	2.3%	2.4%	2.8%	2.8%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%
MEAN		4.37	4.53	3.94	4.53	4.47	4.53	4.39	4.34	4.33	4.41	4.33	4.35	4.34	4.30	4.43	4.36
STD DEV		.9261	.8248	1.0525	.8426	.7854	.8293	.9046	.9111	.9921	.9574	.9219	.9138	.8934	.9081	.8703	.9380

'SOLE IS THE BEST FISH YOU CAN BUY'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL							100M UNDER			\$10M	\$15M	\$25M	SALES/				
CAN- ADA		ATLAN TIC	QUE- BEC	ONT- ARIO	PRAIR IES	B.C.	AND OVER	100M- URBAN	RURAL	UNDER TO \$10M	TO \$14.9	\$24.9	OR OVER	PROF/ MGR	CLER- CAL	BLUE COLLAR	
COMPLETELY AGREE	(X5) 44-1	179	6	88	60	12	14	108	40	31	76	31	44	29	39	32	42
		9.6%	3.8%	17.8%	8.7%	3.9%	6.2%	10.6%	8.9%	7.7%	12.2%	9.2%	8.0%	7.8%	7.3%	12.2%	7.3%
SOMEWHAT AGREE	(X4) 44-2	324	19	121	117	30	37	204	73	47	117	45	86	76	102	47	76
		17.3%	12.1%	24.5%	17.0%	9.6%	17.0%	20.1%	16.1%	11.8%	19.0%	13.5%	15.5%	20.8%	19.2%	18.1%	13.3%
NEITHER AGREE NOR DISAGREE	44-3 (X3)	907	67	177	353	199	111	461	233	213	246	181	307	172	276	125	311
		48.5%	42.8%	35.8%	51.3%	63.6%	51.1%	45.3%	51.4%	53.4%	39.9%	54.2%	55.5%	47.2%	51.7%	47.8%	54.6%
SOMEWHAT DISAGREE	(X2) 44-4	191	28	48	65	29	21	91	44	56	66	27	48	50	59	24	59
		10.2%	17.9%	9.7%	9.4%	9.2%	9.7%	8.9%	9.6%	14.0%	10.7%	8.1%	8.6%	13.7%	11.0%	9.0%	10.3%
COMPLETELY DISAGREE(1)	44-5	181	29	33	59	31	30	103	41	37	61	37	55	27	46	24	62
		9.7%	18.2%	6.7%	8.5%	9.9%	13.7%	10.2%	8.9%	9.3%	9.9%	11.2%	9.9%	7.5%	8.6%	9.2%	10.9%
DON'T KNOW	44-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	44-R	88	8	28	35	12	5	50	23	15	50	13	14	10	12	9	21
		4.7%	5.2%	5.6%	5.0%	3.9%	2.2%	4.9%	5.0%	3.7%	8.2%	3.8%	2.6%	2.8%	2.2%	3.6%	3.6%
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.0%	100.0%	100.1%	99.9%	100.1%	99.9%	100.0%	99.9%	99.9%	99.9%	100.0%	100.1%	99.8%	100.0%	99.9%	100.0%
MEAN		3.07	2.64	3.39	3.08	2.88	2.92	3.13	3.07	2.94	3.14	3.02	3.03	3.08	3.06	3.16	2.96
STD DEV		1.04491	.05311	1.1168	.9979	.86721	.04111	0.7821	.0091	.98661	1.12691	.0366	.9895	.9912	.97771	.0701	.9987

'I DON'T LIKE TO COOK FISH BECAUSE OF THE ODOUR THAT REMAINS IN THE AIR'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...**H. H. OCCUPATION*

TOTAL
CAN- ATLAN QUE- ONT- PRAIR
ADA TIC BEC ARIO IES B.C. 100N UNDER \$10K \$15K \$25K SALES/
AND 100H- UNDER TO TO OR PROF/ CLER- BLUE
OVER URBAN RURAL \$10M \$14.9 \$24.9 OVER MGR CAL COLLAR

COMPLETELY AGREE (X5) 45-1	190	4	52	79	30	19	111	46	33	61	38	57	33	45	27	54
	10.1%	2.4%	10.6%	11.5%	11.5%	8.5%	10.9%	10.2%	8.2%	9.9%	11.5%	10.4%	8.9%	8.5%	10.2%	9.4%
SOMEWHAT AGREE (X4) 45-2	394	27	70	170	74	53	237	94	62	126	59	116	93	125	61	105
	21.1%	17.4%	14.2%	24.6%	23.8%	24.5%	23.3%	20.8%	15.7%	20.4%	17.6%	21.0%	25.6%	23.4%	23.3%	18.4%
NEITHER AGREE NOR DISAGREE (X3) 45-3	367	13	116	129	72	36	214	82	70	115	59	119	74	98	56	127
	19.6%	8.1%	23.5%	18.7%	23.1%	16.7%	21.1%	18.1%	17.6%	18.7%	17.6%	21.4%	20.3%	18.3%	21.2%	22.2%
SOMEWHAT DISAGREE (X2) 45-4	381	33	110	132	59	48	183	99	99	117	77	120	68	113	52	129
	20.4%	20.9%	22.3%	19.1%	18.8%	21.9%	18.0%	21.8%	24.8%	19.0%	23.0%	21.6%	18.6%	21.1%	20.1%	22.6%
COMPLETELY DISAGREE (1) 45-5	469	75	122	151	64	57	231	113	124	158	93	129	89	142	56	143
	25.1%	47.8%	24.8%	21.9%	20.4%	26.1%	22.8%	25.0%	31.1%	25.5%	27.8%	23.3%	24.4%	26.7%	21.5%	25.0%
DON'T KNOW 45-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED 45-R	69	5	23	28	7	5	39	19	11	40	8	12	8	11	10	13
	3.7%	3.3%	4.6%	4.1%	2.4%	2.2%	3.9%	4.2%	2.6%	6.5%	2.5%	2.3%	2.2%	2.0%	3.6%	2.3%
NUMBER OF RESPONDENTS	1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
	100.0%	99.9%	100.0%	99.9%	100.0%	99.9%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%
MEAN	2.70	2.02	2.62	2.84	2.87	2.67	2.81	2.68	2.44	2.68	2.61	2.73	2.75	2.65	2.90	2.64
STD DEV	1.34221	.23261	.31031	.35061	.31421	.33431	.33951	.34491	.30871	.35541	.36971	.31921	.32521	.33051	.31391	.3033

'I DO NOT EAT FISH NOW BECAUSE I HAD TO EAT IT IN THE PAST'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. H. OCCUPATION*				
TOTAL		CAN-	ATLAN	QUE-	ONT-	PRAIR	100K	100K	10K	15K	25K	SALES/	CLER-	BLUE			
		ADA	TIC	REC	ARIO	IFS	AND	OVER	UNDER	TO	TO	OR	OR	CLER-	BLUE		
							R.C.	URBAN	RURAL	\$10K	\$14.9	\$24.9	OVER	HGR	CAL	COLLAR	
COMPLETELY AGREE	(X5) 46-1	47	1	16	24	3	3	27	12	7	16	10	14	7	9	3	19
		2.5%	.6%	3.3%	3.5%	.9%	1.3%	2.7%	2.8%	1.8%	2.6%	3.1%	2.5%	1.8%	1.7%	1.1%	3.3%
SOMEWHAT AGREE	(X4) 46-2	42	2	11	17	9	3	26	11	5	14	12	6	9	14	7	10
		2.3%	1.3%	2.3%	2.4%	2.9%	1.4%	2.5%	2.5%	1.3%	2.3%	3.7%	1.1%	2.5%	2.7%	2.8%	1.7%
NEITHER AGREE NOR DISAGREE	46-3 (X3)	241	12	54	98	46	30	135	55	52	73	48	75	46	66	37	81
		12.9%	7.9%	11.0%	14.3%	14.7%	13.7%	13.2%	12.0%	13.0%	11.8%	14.3%	13.5%	12.6%	12.4%	14.0%	14.2%
SOMEWHAT DISAGREE	(X2) 46-4	306	26	89	105	51	36	161	74	71	89	59	87	71	98	37	94
		16.4%	16.3%	18.1%	15.2%	16.3%	16.4%	15.8%	16.4%	17.9%	14.5%	17.6%	15.8%	19.4%	18.3%	14.3%	16.5%
COMPLETELY DISAGREE(1)	46-5	1147	111	296	409	193	137	622	276	249	374	193	357	222	332	169	348
		61.4%	70.7%	60.0%	59.4%	61.8%	63.2%	61.2%	60.9%	62.3%	60.7%	57.7%	64.5%	61.1%	62.3%	64.6%	61.1%
DON'T KNOW	46-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	46-R	86	5	26	36	10	9	46	25	15	50	12	15	9	14	8	18
		4.6%	3.3%	5.3%	5.2%	3.2%	4.0%	4.5%	5.4%	3.8%	8.1%	3.7%	2.6%	2.5%	2.6%	3.2%	3.2%
NUMBER OF RESPONDENTS		1369	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570
		100.1%	100.1%	100.0%	100.0%	99.8%	100.0%	99.9%	100.0%	100.1%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	100.0%
MEAN		1.62	1.39	1.64	1.69	1.60	1.56	1.64	1.62	1.57	1.60	1.72	1.58	1.61	1.59	1.57	1.65
STD DEV		.9815	.7412	1.0130	1.0533	.9171	.8875	1.0035	.9983	.9010	.9919	1.0543	.9485	.9378	.9309	.9184	1.0161

'FROZEN FISH IS LESS SALTY THAN FRESH FISH'

QUESTION 8

*.....REGION.....*POPULATION DENSITY*...HOUSEHOLD INCOME...**H. H. OCCUPATION*

TOTAL
CAN- ATLAN QUE- ONT- PRAIR
ADA TIC BEC ARID IES B.C. 100H UNDER \$10H \$15H \$25H SALES/
AND 100H- UNDER TO TO OR PROF/ CLER- BLUE
OVER URBAN RURAL \$10H \$14.9 \$24.9 OVER HGR CAL COLLAR

COMPLETELY AGREE (X5) 47-1	71 3.8%	6 3.9%	21 4.3%	26 3.7%	13 4.1%	5 2.4%	34 3.4%	26 5.7%	11 2.7%	41 6.7%	11 3.2%	13 2.4%	6 1.6%	6 1.1%	9 3.5%	17 3.0%
SOMEWHAT AGREE (X4) 47-2	140 7.5%	12 7.5%	32 6.5%	68 9.9%	20 6.3%	8 3.8%	68 6.7%	42 9.3%	30 7.5%	42 6.8%	29 8.5%	43 7.8%	26 7.1%	42 7.8%	20 7.6%	39 6.8%
NEITHER AGREE NOR DISAGREE (X3) 47-3	892 47.7%	57 36.1%	225 45.5%	339 49.2%	164 52.7%	107 49.1%	493 48.5%	215 47.4%	184 46.2%	273 44.2%	162 48.4%	278 50.1%	179 49.2%	271 50.7%	138 52.9%	280 49.1%
SOMEWHAT DISAGREE (X2) 47-4	259 13.9%	22 13.8%	77 15.7%	91 13.2%	34 10.8%	35 16.2%	145 14.3%	55 12.2%	59 14.7%	78 12.7%	53 15.7%	73 13.2%	56 15.3%	75 14.1%	35 13.5%	87 15.3%
COMPLETELY DISAGREE (1) 47-5	422 22.6%	56 35.4%	112 22.6%	131 19.0%	70 22.3%	54 24.9%	228 22.5%	95 21.0%	98 24.6%	136 22.0%	68 20.4%	132 23.9%	85 23.5%	126 23.6%	52 19.7%	128 22.4%
DON'T KNOW 47-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED 47-R	86 4.6%	5 3.3%	26 5.3%	35 5.0%	12 3.9%	8 3.5%	49 4.8%	20 4.4%	17 4.3%	47 7.6%	13 3.7%	15 2.6%	12 3.4%	15 2.7%	7 2.8%	20 3.4%
NUMBER OF RESPONDENTS	1869 100.1%	157 100.0%	494 99.9%	689 100.0%	312 100.1%	217 99.9%	1017 100.2%	454 100.0%	399 100.0%	617 100.0%	334 100.0%	554 100.0%	364 100.1%	533 100.0%	261 99.9%	570 100.0%
MEAN	2.54	2.28	2.52	2.64	2.57	2.40	2.52	2.65	2.47	2.60	2.57	2.50	2.46	2.47	2.61	2.51
STD DEV	1.05691	1.15421	1.06731	1.03531	1.0456	.99211	1.03611	1.10541	1.04321	1.13911	1.02351	1.0235	.9894	.98041	1.01181	1.0200

'I SERVE FISH ONLY AS AN APPETIZER'

QUESTION 8

	REGION.....					*POPULATION DENSITY*			...HOUSEHOLD INCOME...			**H. OCCUPATION*					
TOTAL		CAN-	ATLAN	QUE-	OHIO-	PRAIR	100M UNDER			\$10M	\$15M	\$25M	SALES/		CLER- BLUE			
		ADA	TIC	BEC	ARIO	IES	R.C.	OVER	URBAN	RURAL	UNDER	TO	TO	OR	PROF/	MGR	CAL	COLLAR
								AND	100M-		TO	\$14.9	\$24.9	OVER				
COMPLETELY AGREE	(X5) 48-1	8	-	-	6	1	2	5	3	1	4	1	1	3	3	1	1	
		.4%			.8%	.3%	.9%	.5%	.6%	.2%	.6%	.3%	.2%	.8%	.5%	.4%	.2%	
SOMEWHAT AGREE	(X4) 48-2	13	-	9	3	2	-	8	3	2	4	2	4	3	2	-	6	
		.7%		1.7%	.4%	.6%		.8%	.6%	.5%	.6%	.6%	.8%	.8%	.4%		1.1%	
NEITHER AGREE NOR DISAGREE	48-3 (X3)	206	10	46	91	39	20	106	48	52	68	44	53	41	52	35	70	
		11.0%	6.5%	9.2%	13.2%	12.5%	9.4%	10.4%	10.5%	13.1%	11.0%	13.3%	9.6%	11.1%	9.8%	13.2%	12.2%	
SOMEWHAT DISAGREE	(X2) 48-4	277	13	97	83	54	30	165	57	55	85	64	76	51	91	41	83	
		14.8%	8.3%	19.6%	12.0%	17.5%	13.6%	16.2%	12.5%	13.9%	13.8%	19.1%	13.7%	14.1%	17.0%	15.8%	14.6%	
COMPLETELY DISAGREE(1)	48-5	1279	129	315	472	205	158	685	324	270	406	214	402	256	373	176	391	
		68.4%	81.8%	63.8%	68.5%	65.5%	72.7%	67.4%	71.4%	67.6%	65.9%	63.8%	72.6%	70.4%	69.9%	67.4%	68.5%	
DON'T KNOW	48-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	48-R	86	5	28	35	11	7	48	19	19	50	10	17	10	13	8	19	
		4.6%	3.3%	5.6%	5.0%	3.6%	3.4%	4.8%	4.3%	4.6%	8.1%	2.8%	3.1%	2.8%	2.4%	3.2%	3.3%	
NUMBER OF RESPONDENTS		1869	157	494	689	312	217	1017	454	399	617	334	554	364	533	261	570	
		99.9%	99.9%	99.9%	99.9%	100.0%	100.0%	100.1%	99.9%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	99.9%	
MEAN		1.43	1.22	1.46	1.45	1.47	1.37	1.43	1.40	1.45	1.44	1.50	1.37	1.43	1.41	1.45	1.45	
STD DEV		.7593	.5530	.7447	.8071	.7639	.7328	.7576	.7582	.7639	.7761	.7721	.7077	.7887	.7291	.7509	.7681	

DETAILED FISH ATTITUDE DATA (B)

Order of Presentation

The extent of agreement/disagreement with each fish attitude statement presented in the same order as listed in the questionnaire appended to this report.

Each statement analyzed by:

- Age of female head
- Household size
- Presence of children
- Country of education
- Proportion of in and out-of-home consumption

'MY FAMILY LOVES SHELLFISH'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL							65YR	1-2	3-4	5+					5 OR	6 OR
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-		CANADA	OTHER	LESS	MORE		
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-		
															HOME	HOME		
COMPLETELY AGREE	(X5) 15-1	423	42	115	73	154	38	201	178	45	230	194	394	17	86	392		
		22.6%	19.7%	24.8%	20.9%	25.9%	15.7%	26.6%	22.5%	13.8%	19.5%	27.9%	22.8%	17.6%	25.8%	25.3%		
SOMEWHAT AGREE	(X4) 15-2	361	45	109	83	91	33	120	176	65	250	111	339	14	72	254		
		19.3%	21.0%	23.5%	23.7%	15.3%	13.3%	15.9%	22.3%	20.6%	21.3%	16.0%	19.6%	15.1%	21.6%	21.4%		
NEITHER AGREE NOR DISAGREE	15-3 (X3)	333	45	75	53	115	45	138	126	70	213	121	312	12	54	210		
		17.8%	21.0%	16.1%	15.1%	19.3%	18.6%	18.3%	16.0%	21.4%	18.1%	17.4%	18.0%	13.0%	16.1%	17.6%		
SOMEWHAT DISAGREE	(X2) 15-4	281	31	72	62	87	28	92	120	69	198	84	255	19	54	192		
		15.1%	14.6%	15.5%	17.8%	14.6%	11.7%	12.2%	15.2%	21.3%	16.8%	12.0%	14.7%	19.9%	16.3%	16.1%		
COMPLETELY DISAGREE(1)	15-5	399	41	89	73	130	66	153	173	73	260	139	367	26	54	217		
		21.3%	19.2%	19.1%	21.0%	21.8%	27.0%	20.2%	21.9%	22.6%	22.1%	20.0%	21.2%	27.7%	16.3%	18.2%		
DON'T KNOW	15-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NOT STATED	15-R	71	10	4	5	19	33	51	17	3	25	46	63	6	13	17		
		3.8%	4.5%	.9%	1.5%	3.1%	13.7%	6.8%	2.2%	1.0%	2.1%	6.7%	3.6%	6.8%	3.9%	1.4%		
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194		
		99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	99.9%	100.0%	99.9%	100.1%	100.0%	100.0%		
MEAN		3.07	3.08	3.20	3.06	3.09	2.76	3.18	3.08	2.81	2.99	3.21	3.08	2.73	3.25	3.20		
STD DEV		1.476	1.413	1.458	1.455	1.505	1.486	1.509	1.480	1.360	1.446	1.520	1.474	1.498	1.443	1.450		

'CANNED FISH IS BETTER VALUE FOR MONEY THAN FRESH OR FROZEN FISH'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.DUT-HOME CONSUMPTION

		TOTAL								65YR	1-2	3-4	5+				5 OR	6 OR
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-			LESS	MORE			
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-		
														HOME	HOME			
COMPLETELY AGREE	(X5) 16-1	77	3	7	11	32	23	42	29	6	38	39	72	4	18	41		
		4.1%	1.5%	1.6%	3.3%	5.3%	9.6%	5.5%	3.7%	1.9%	3.2%	5.6%	4.1%	3.9%	5.3%	3.4%		
SOMEWHAT AGREE	(X4) 16-2	251	22	37	41	97	54	118	85	49	146	105	239	9	42	168		
		13.4%	10.4%	7.9%	11.8%	16.2%	22.1%	15.7%	10.7%	14.9%	12.4%	15.2%	13.8%	9.7%	12.5%	14.1%		
NEITHER AGREE NOR DISAGREE	16-3 (X3)	680	86	187	144	205	58	264	286	130	431	249	631	33	137	416		
		36.4%	40.3%	40.3%	41.1%	34.3%	23.8%	35.1%	36.2%	39.8%	36.7%	35.9%	36.5%	35.1%	41.4%	34.9%		
SOMEWHAT DISAGREE	(X2) 16-4	474	57	142	90	142	43	158	234	82	332	143	439	18	76	341		
		25.4%	26.9%	30.5%	25.7%	23.8%	17.8%	21.0%	29.6%	25.3%	28.2%	20.6%	25.4%	19.0%	22.8%	28.5%		
COMPLETELY DISAGREE(1)	16-5	312	31	85	59	102	34	125	135	52	198	114	282	24	47	207		
		16.7%	14.5%	18.4%	16.8%	17.1%	14.1%	16.5%	17.2%	15.8%	16.8%	16.4%	16.3%	25.5%	14.3%	17.4%		
DON'T KNOW	16-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NOT STATED	16-R	75	14	6	4	20	31	47	20	8	31	44	67	6	12	21		
		4.0%	6.4%	1.3%	1.3%	3.3%	12.7%	6.3%	2.6%	2.4%	2.6%	6.4%	3.9%	6.8%	3.6%	1.7%		
NUMBER OF RESPONDENTS		1867	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194		
		100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.1%	100.0%	100.1%	99.9%	100.1%	100.0%	100.0%	99.9%	100.0%		
MEAN		2.61	2.55	2.43	2.58	2.68	2.95	2.71	2.53	2.61	2.56	2.71	2.63	2.44	2.71	2.57		
STD DEV		1.0590	.9358	.9359	1.0103	1.1161	1.2396	1.1166	1.0242	.9908	1.0227	1.1133	1.0579	1.1193	1.0459	1.0461		

'I WOULD NEVER SERVE FISH TO "COMPANY"'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**..CHILDREN.**..EDUCATION.**..OUT-HOME CONSUMPTION..*

		TOTAL								65YR	1-2	3-4	5+			5 OR 6 OR
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-		LESS	MORE		
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-
															HOME	HOME
COMPLETELY AGREE	(X5) 17-1	153	15	27	25	61	25	72	54	27	88	65	136	15	28	69
		8.2%	7.1%	5.8%	7.2%	10.2%	10.1%	9.5%	6.9%	8.2%	7.5%	9.4%	7.9%	15.5%	8.5%	5.8%
SOMEWHAT AGREE	(X4) 17-2	199	18	42	48	69	22	63	89	47	138	60	188	7	36	128
		10.6%	8.4%	9.0%	13.8%	11.5%	9.0%	8.4%	11.2%	14.4%	11.8%	8.7%	10.9%	7.8%	10.9%	10.7%
NEITHER AGREE NOR DISAGREE	17-3 (X3)	265	36	68	49	74	38	110	109	45	164	101	246	9	51	146
		14.2%	16.7%	14.7%	14.0%	12.4%	15.5%	14.6%	13.9%	13.8%	14.0%	14.5%	14.2%	10.1%	15.3%	12.2%
SOMEWHAT DISAGREE	(X2) 17-4	424	45	135	71	121	51	151	203	70	287	136	395	20	73	294
		22.7%	21.3%	29.0%	20.3%	20.3%	21.0%	20.0%	25.7%	21.5%	24.5%	19.6%	22.8%	20.8%	21.9%	24.6%
COMPLETELY DISAGREE	(1) 17-5	752	89	185	150	250	77	309	310	133	465	287	697	37	133	537
		40.2%	41.8%	39.9%	42.8%	41.9%	31.7%	41.0%	39.3%	40.9%	39.6%	41.4%	40.3%	39.3%	40.1%	44.9%
DON'T KNOW	17-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	17-R	77	10	7	7	22	31	48	24	4	32	45	68	6	11	20
		4.1%	4.5%	1.5%	1.9%	3.7%	12.7%	6.4%	3.1%	1.3%	2.7%	6.4%	3.9%	6.6%	3.4%	1.7%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		100.0%	99.8%	99.9%	100.0%	100.0%	100.0%	99.9%	100.1%	100.1%	100.1%	100.0%	100.0%	100.1%	100.1%	99.9%
MEAN		2.21	2.14	2.10	2.21	2.25	2.37	2.20	2.18	2.27	2.21	2.20	2.20	2.35	2.23	2.06
STD DEV		1.31771	1.27281	1.20121	1.32551	1.38971	1.36401	1.35171	1.27201	1.34671	1.29741	1.35261	1.31061	1.4939	1.32681	1.2435

'CANNED FISH IS CONVENIENT'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION...

		TOTAL	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH- WITH OUT	CANADA	OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME	
COMPLETELY AGREE (X5)	18-1	869	93	190	147	303	136	377	360	131	519	350	815	41	146	589
		46.5%	43.6%	40.8%	42.0%	50.7%	55.8%	50.0%	45.6%	40.3%	44.1%	50.5%	47.1%	43.4%	43.9%	49.3%
SOMEWHAT AGREE (X4)	18-2	674	83	194	152	187	58	242	303	128	452	222	624	32	120	444
		36.0%	38.8%	41.7%	43.5%	31.3%	23.6%	32.2%	38.4%	39.3%	38.4%	32.0%	36.1%	33.7%	36.0%	37.2%
NEITHER AGREE NOR DISAGREE (X3)	18-3	177	19	56	28	61	13	57	81	39	120	57	157	11	40	100
		9.5%	9.1%	12.0%	8.0%	10.1%	5.4%	7.6%	10.3%	11.9%	10.2%	8.2%	9.1%	11.4%	12.1%	8.4%
SOMEWHAT DISAGREE (X2)	18-4	44	4	9	11	16	3	17	9	18	31	13	40	2	10	28
		2.3%	2.1%	2.0%	3.1%	2.7%	1.2%	2.2%	1.2%	5.4%	2.6%	1.8%	2.3%	2.0%	3.1%	2.4%
COMPLETELY DISAGREE (1)	18-5	28	3	7	6	5	8	15	10	3	15	13	24	2	3	12
		1.5%	1.4%	1.5%	1.6%	.8%	3.1%	2.0%	1.3%	.9%	1.3%	1.9%	1.4%	2.0%	.9%	1.0%
DON'T KNOW	18-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	18-R	78	11	9	7	25	26	46	25	7	39	39	69	7	13	22
		4.2%	5.0%	1.9%	1.9%	4.2%	10.9%	6.1%	3.2%	2.2%	3.3%	5.6%	4.0%	7.5%	3.9%	1.8%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		100.0%	100.0%	99.9%	100.1%	99.8%	100.0%	100.1%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	100.1%
MEAN		4.29	4.28	4.21	4.24	4.34	4.43	4.34	4.30	4.15	4.26	4.35	4.30	4.24	4.24	4.34
STD DEV		.8589	.8346	.8464	.8501	.8423	.9344	.8821	.8118	.9010	.8511	.8692	.8483	.9028	.8587	.8119

'IF I HAD FRESH FISH STORE NEARBY, I WOULD BUY FISH MORE OFTEN'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

		TOTAL	AGE OF FEMALE HEAD							FAMILY SIZE			CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
			UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	WITH-OUT OTHER	5 OR LESS HOME	6 OR MORE HOME				
COMPLETELY AGREE	(X5) 19-1	561	54	132	89	200	86	260	220	80	315	245	511	36	110	379		
		30.0%	25.2%	28.4%	25.5%	33.5%	35.1%	34.5%	27.9%	24.6%	26.8%	35.4%	29.5%	38.5%	33.2%	31.8%		
SOMEWHAT AGREE	(X4) 19-2	460	50	126	82	149	53	172	209	79	302	158	426	23	95	307		
		24.6%	23.5%	27.0%	23.4%	25.0%	21.7%	22.8%	26.4%	24.4%	25.7%	22.7%	24.6%	24.0%	28.8%	25.7%		
NEITHER AGREE NOR DISAGREE	19-3 (X3)	391	45	101	95	118	34	132	183	76	270	121	361	20	63	249		
		20.9%	21.0%	21.6%	27.0%	19.7%	13.8%	17.6%	23.2%	23.2%	23.0%	17.5%	20.9%	21.2%	19.1%	20.9%		
SOMEWHAT DISAGREE	(X2) 19-4	190	32	50	46	46	16	59	83	48	136	54	177	6	23	140		
		10.2%	15.1%	10.7%	13.3%	7.7%	6.6%	7.8%	10.6%	14.8%	11.6%	7.8%	10.3%	6.8%	6.8%	11.7%		
COMPLETELY DISAGREE	(1) 19-5	202	22	52	35	62	31	87	75	40	123	79	193	6	32	109		
		10.8%	10.1%	11.3%	9.9%	10.5%	12.6%	11.6%	9.5%	12.3%	10.5%	11.3%	11.1%	6.7%	9.6%	9.1%		
DON'T KNOW	19-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NOT STATED	19-R	65	11	4	3	22	25	43	19	2	29	37	62	3	9	10		
		3.5%	5.0%	.9%	1.0%	3.7%	10.1%	5.8%	2.5%	.7%	2.4%	5.3%	3.6%	2.8%	2.6%	.8%		
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194		
		100.0%	99.9%	99.9%	100.1%	100.1%	99.9%	100.1%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%		
MEAN		3.55	3.40	3.51	3.42	3.66	3.67	3.65	3.54	3.34	3.48	3.67	3.53	3.83	3.71	3.60		
STD DEV		1.32	1.31	1.31	1.28	1.27	1.31	1.41	1.22	1.36	1.48	1.27	1.32	1.51	1.27	1.29		

'YOU CAN NOT TRUST THE QUALITY OF FROZEN FISH'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

	TOTAL										5 OR 6 OR				
		UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 SONS	3-4 SONS	5+ SONS	WITH- WITH- CANADA	OTHER	LESS IN-HOME	MORE IN-HOME		
COMPLETELY AGREE (X5) 21-1	182 9.7%	15 7.0%	42 9.0%	27 7.9%	60 10.1%	37 15.2%	86 11.3%	67 8.5%	29 8.9%	107 9.1%	75 10.8%	169 9.8%	5 5.7%	40 12.0%	98 8.2%
SOMEWHAT AGREE (X4) 21-2	480 25.7%	48 22.6%	122 26.3%	83 23.7%	166 27.8%	61 25.2%	190 25.2%	211 26.7%	80 24.4%	304 25.9%	176 25.4%	449 26.0%	18 18.7%	81 24.5%	310 26.0%
NEITHER AGREE NOR DISAGREE (X3) 21-3	506 27.1%	72 33.7%	145 31.1%	109 31.1%	135 22.6%	46 19.0%	192 25.5%	220 27.9%	94 28.9%	330 28.1%	176 25.4%	473 27.4%	24 25.9%	97 29.2%	313 26.2%
SOMEWHAT DISAGREE (X2) 21-4	399 21.3%	50 23.4%	111 23.9%	78 22.2%	120 20.1%	40 16.4%	141 18.8%	186 23.6%	71 21.8%	264 22.5%	135 19.4%	378 21.9%	15 16.4%	64 19.2%	291 24.4%
COMPLETELY DISAGREE (1) 21-5	228 12.2%	17 8.1%	41 8.8%	47 13.5%	97 16.2%	26 10.5%	93 12.4%	86 10.8%	49 15.0%	143 12.2%	84 12.1%	194 11.2%	25 26.7%	39 11.8%	162 13.6%
DON'T KNOW 21-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED 21-R	74 4.0%	11 5.2%	4 .9%	6 1.8%	19 3.2%	33 13.7%	52 6.9%	19 2.4%	3 1.0%	26 2.2%	48 6.9%	65 3.8%	6 6.5%	11 3.3%	19 1.6%
NUMBER OF RESPONDENTS	1869 100.0%	213 100.0%	465 100.0%	350 100.2%	597 100.0%	244 100.0%	754 100.1%	789 99.9%	326 100.0%	1175 100.0%	694 100.0%	1730 100.1%	94 99.9%	332 100.0%	1194 100.0%
MEAN	2.99	2.97	3.03	2.90	2.95	3.21	3.05	2.98	2.90	2.97	3.04	3.01	2.58	3.06	2.91
STD DEV	1.184	1.058	1.107	1.150	1.257	1.275	1.219	1.143	1.193	1.168	1.210	1.170	1.258	1.197	1.178

'I BUY THE BRAND OF FROZEN FISH THAT HAS MOST ATTRACTIVE PACKAGE'

QUESTION 8

PRESENCE OF **COUNTRY OF**..PROPORTION OF IN-

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**OUT-HOME CONSUMPTION

		TOTAL	AGE OF FEMALE HEAD					FAMILY SIZE			CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
			UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	WITH-OUT OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME		
COMPLETELY AGREE	(X5) 22-1	37 2.0%	1 .5%	4 .8%	4 1.1%	17 2.8%	12 4.8%	25 3.3%	7 .8%	6 1.9%	15 1.2%	23 3.3%	35 2.0%	3 2.9%	16 4.8%	19 1.6%
SOMEWHAT AGREE	(X4) 22-2	79 4.2%	3 1.4%	19 4.0%	15 4.3%	29 4.8%	14 5.6%	37 4.9%	25 3.2%	16 5.1%	45 3.8%	34 4.9%	73 4.2%	5 5.7%	19 5.8%	46 3.9%
NEITHER AGREE NOR DISAGREE	22-3 (X3)	332 17.8%	42 19.6%	100 21.5%	53 15.1%	100 16.7%	38 15.7%	136 18.1%	139 17.6%	57 17.5%	205 17.4%	128 18.4%	310 17.9%	14 14.6%	67 20.2%	189 15.9%
SOMEWHAT DISAGREE	(X2) 22-4	394 21.1%	54 25.5%	104 22.4%	73 20.7%	124 20.7%	39 16.2%	148 19.6%	181 23.0%	65 20.0%	257 21.8%	138 19.8%	367 21.2%	16 17.0%	64 19.2%	274 23.0%
COMPLETELY DISAGREE(1)	22-5	943 50.4%	102 47.8%	232 50.0%	200 57.2%	303 50.8%	105 42.9%	352 46.6%	412 52.2%	179 54.9%	621 52.9%	321 46.3%	868 50.2%	52 55.2%	157 47.3%	646 54.1%
DON'T KNOW	22-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	22-R	84 4.5%	11 5.2%	6 1.3%	5 1.6%	25 4.2%	36 14.8%	56 7.5%	25 3.2%	2 .7%	33 2.8%	50 7.3%	77 4.5%	4 4.7%	9 2.8%	19 1.6%
NUMBER OF RESPONDENTS		1869 100.0%	213 100.0%	465 100.0%	350 100.0%	597 100.0%	244 100.0%	754 100.0%	789 100.0%	326 100.1%	1175 99.9%	694 100.0%	1730 100.0%	94 100.1%	332 100.1%	1194 100.1%
MEAN		1.81	1.75	1.82	1.49	1.83	1.98	1.90	1.73	1.78	1.75	1.91	1.81	1.78	1.99	1.74
STD DEV		1.0210	.8676	.9635	.9583	1.0674	1.2081	1.1054	.9270	1.0271	.9662	1.1043	1.0208	1.0929	1.1737	.9711

'I WOULD BUY SHELLFISH MORE OFTEN IF IT WERE LESS EXPENSIVE'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL												5 OR	6 OR	
			65YR	1-2	3-4	5+								LESS	MORE	
		CAN-	AND	PER-	PER-	PER-	WITH-							IN-	IN-	
		ADA	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER			HOME	HOME		
		UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH	OUT	CANADA	OTHER	5 OR	6 OR	
		25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	LESS	MORE	
COMPLETELY AGREE	(X5) 23-1	754	72	198	150	262	72	297	322	135	478	276	696	37	150	531
		40.3%	33.8%	42.7%	42.9%	43.8%	29.4%	39.3%	40.8%	41.6%	40.7%	39.8%	40.2%	39.4%	45.3%	44.4%
SOMEWHAT AGREE	(X4) 23-2	352	46	104	70	101	32	135	158	58	229	123	331	15	55	258
		18.8%	21.4%	22.3%	19.9%	16.8%	13.3%	18.0%	20.0%	17.9%	19.5%	17.8%	19.2%	15.6%	16.7%	21.6%
NEITHER AGREE NOR DISAGREE	23-3 (X3)	259	29	67	53	81	29	94	117	48	171	88	237	13	43	147
		13.8%	13.6%	14.5%	15.1%	13.5%	11.9%	12.4%	14.8%	14.9%	14.5%	12.7%	13.7%	14.0%	13.1%	12.3%
SOMEWHAT DISAGREE	(X2) 23-4	112	18	26	19	32	16	41	47	24	73	38	107	4	25	69
		6.0%	8.5%	5.6%	5.5%	5.4%	6.6%	5.4%	5.9%	7.4%	6.3%	5.5%	6.2%	3.9%	7.6%	5.8%
COMPLETELY DISAGREE	(1) 23-5	308	39	63	52	100	55	133	120	55	169	119	280	21	46	172
		16.5%	18.2%	13.6%	14.8%	16.7%	22.6%	17.6%	15.2%	17.0%	16.1%	17.1%	16.2%	22.5%	14.0%	14.4%
DON'T KNOW	23-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	23-R	85	10	6	6	23	40	54	26	4	35	49	78	4	11	18
		4.5%	4.5%	1.3%	1.8%	3.8%	16.3%	7.2%	3.3%	1.3%	3.0%	7.1%	4.5%	4.7%	3.3%	1.5%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		99.9%	100.0%	100.0%	100.0%	100.1%	99.9%	100.0%	100.1%	100.1%	100.0%	100.0%	100.1%	100.1%	100.0%	100.0%
MEAN		3.63	3.46	3.76	3.72	3.68	3.24	3.60	3.68	3.61	3.64	3.62	3.64	3.48	3.74	3.77
STD DEV		1.496	1.509	1.410	1.445	1.509	1.631	1.531	1.458	1.503	1.481	1.522	1.490	1.604	1.467	1.440

'I AM AFRAID OF SOME FISH BECAUSE OF THE PUBLICITY ABOUT MERCURY'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**..CHILDREN.**..EDUCATION.**..OUT-HOME CONSUMPTION

		TOTAL	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	WITH OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME		
COMPLETELY AGREE (X5)	24-1	145	12	21	15	58	40	88	44	14	64	82	129	15	28	80
		7.8%	5.5%	4.5%	4.3%	9.7%	16.3%	11.7%	5.6%	4.2%	5.4%	11.7%	7.5%	16.4%	8.4%	6.7%
SOMEWHAT AGREE (X4)	24-2	360	28	91	66	117	57	140	147	73	234	126	334	19	56	245
		19.3%	13.2%	19.5%	19.0%	19.7%	23.5%	18.6%	18.6%	22.5%	19.9%	18.1%	19.3%	20.1%	17.0%	20.5%
NEITHER AGREE NOR DISAGREE (X3)	24-3	534	67	152	107	160	48	192	239	103	354	180	501	19	95	340
		28.6%	31.3%	32.7%	30.6%	26.8%	19.8%	25.4%	30.3%	31.6%	30.1%	26.0%	29.0%	20.0%	28.5%	28.4%
SOMEWHAT DISAGREE (X2)	24-4	313	46	84	61	93	29	125	136	52	198	115	286	17	59	225
		16.7%	21.7%	18.1%	17.4%	15.5%	11.8%	16.6%	17.2%	15.8%	16.8%	16.6%	16.5%	18.4%	17.9%	18.8%
COMPLETELY DISAGREE (1)	24-5	454	51	113	95	152	44	168	206	81	302	153	423	21	85	297
		24.3%	23.8%	24.3%	27.2%	25.4%	17.9%	22.2%	26.1%	24.8%	25.7%	22.0%	24.5%	22.3%	25.6%	24.8%
DON'T KNOW	24-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	24-R	62	10	4	5	17	26	42	17	3	24	39	57	3	8	8
		3.3%	4.5%	.9%	1.6%	2.9%	10.6%	5.5%	2.2%	1.0%	2.0%	5.6%	3.3%	2.8%	2.6%	.7%
NUMBER OF RESPONDENTS		1869	213	445	350	597	244	754	789	326	1175	694	1730	94	332	1194
		100.0%	100.0%	100.0%	100.1%	100.0%	99.9%	100.0%	100.0%	99.9%	99.9%	100.0%	100.1%	100.0%	100.0%	99.9%
MEAN		2.68	2.53	2.61	2.55	2.72	3.10	2.80	2.59	2.65	2.62	2.80	2.68	2.90	2.64	2.65
STD DEV		1.26521	1.16991	1.18021	1.20311	1.31561	1.39511	1.32881	1.22331	1.19871	1.22471	1.32561	1.25961	1.4055	1.27431	1.2426

'THE APPEARANCE OF BOSTON BLUEFISH PUTS ME OFF BUYING IT'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...*

*.....AGE OF FEHALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL												5 OR 6 OR	6 OR	
		CAN-	UNDER	25-34	35-44	45-64	65YR	1-2	3-4	5+	WITH-			LESS	MORE	
		ADA	25 YR	YEARS	YEARS	YEARS	AND	PER-	PER-	PER-	WITH-	OUT	CANADA	OTHER	IN-	IN-
							OVER	SONS	SONS	SONS	WITH	OUT			HOME	HOME
COMPLETELY AGREE	(X5) 25-1	87	3	10	16	36	22	47	25	15	45	42	80	6	16	43
		4.7%	1.6%	2.1%	4.6%	6.0%	9.0%	6.2%	3.2%	4.7%	3.8%	6.0%	4.6%	6.8%	4.7%	3.6%
SOMEWHAT AGREE	(X4) 25-2	138	12	19	22	53	32	66	51	20	77	60	131	5	23	101
		7.4%	5.4%	4.0%	6.2%	8.9%	13.2%	8.8%	6.5%	6.2%	6.6%	8.7%	7.6%	5.0%	6.9%	8.4%
NEITHER AGREE NOR DISAGREE	25-3 (X3)	836	112	255	140	255	74	317	371	148	536	299	779	39	161	520
		44.7%	52.5%	54.8%	40.1%	42.7%	30.2%	42.0%	47.0%	45.3%	45.7%	43.1%	45.0%	41.8%	48.5%	43.5%
SOMEWHAT DISAGREE	(X2) 25-4	274	26	75	64	86	23	88	129	57	192	81	254	14	39	207
		14.6%	12.3%	16.2%	18.2%	14.3%	9.4%	11.6%	16.3%	17.5%	16.4%	11.7%	14.7%	14.3%	11.9%	17.3%
COMPLETELY DISAGREE(1)	25-5	436	47	102	101	134	52	169	188	79	285	151	396	24	77	304
		23.3%	21.9%	22.0%	28.9%	22.5%	21.2%	22.4%	23.9%	24.4%	24.3%	21.8%	22.9%	25.5%	23.1%	25.5%
DON'T KNOW	25-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	25-R	99	13	4	7	33	41	68	25	6	39	60	91	6	16	19
		5.3%	6.3%	.9%	2.0%	5.5%	17.0%	9.0%	3.1%	1.9%	3.3%	8.7%	5.2%	6.6%	4.9%	1.6%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	352	1194
		100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%
MEAN		2.53	2.49	2.48	2.38	2.59	2.75	2.61	2.47	2.48	2.48	2.62	2.54	2.50	2.56	2.47
STD DEV		1.0919	.9671	.9509	1.1104	1.1340	1.2900	1.1533	1.0350	1.0771	1.0608	1.1396	1.0877	1.1564	1.0837	1.0770

'A WELL BALANCED DIET SHOULD INCLUDE FISH'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF INH...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..

		TOTAL	AGE OF FEMALE HEAD					FAMILY SIZE			CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
			UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT	WITH CANADA	OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME	
COMPLETELY AGREE	(X5) 26-1	1285	131	313	241	442	157	516	551	218	807	478	1188	69	213	912
		68.7%	61.6%	67.5%	68.8%	74.0%	64.5%	68.4%	69.8%	66.9%	68.7%	68.8%	68.7%	73.3%	64.3%	76.4%
SOMEWHAT AGREE	(X4) 26-2	405	54	107	87	106	50	150	178	77	265	140	379	13	87	225
		21.6%	25.4%	23.1%	25.0%	17.7%	20.5%	19.9%	22.5%	23.6%	22.5%	20.1%	21.9%	13.8%	26.1%	18.8%
NEITHER AGREE NOR DISAGREE	26-3 (X3)	87	11	31	11	25	9	31	35	21	60	27	79	5	16	39
		4.6%	5.4%	6.6%	3.1%	4.1%	3.8%	4.1%	4.4%	6.4%	5.1%	3.8%	4.6%	5.0%	4.9%	3.3%
SOMEWHAT DISAGREE	(X2) 26-4	17	3	4	5	4	2	10	5	2	8	9	16	1	4	7
		.9%	1.4%	.9%	1.4%	.6%	.7%	1.4%	.6%	.6%	.7%	1.3%	.9%	.9%	1.4%	.6%
COMPLETELY DISAGREE(1)	26-5	16	2	5	1	6	2	8	4	4	9	7	13	3	1	5
		.9%	1.2%	1.1%	.3%	.9%	.8%	1.1%	.5%	1.2%	.7%	1.0%	.8%	3.2%	.3%	.4%
DON'T KNOW	26-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	26-R	60	11	4	5	16	23	38	17	4	26	34	54	4	10	7
		3.2%	5.0%	.9%	1.5%	2.7%	9.6%	5.1%	2.2%	1.3%	2.2%	4.8%	3.1%	3.8%	3.1%	.6%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		99.9%	100.0%	100.1%	100.1%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	99.8%	100.0%	100.0%	100.1%	100.1%
MEAN		4.62	4.53	4.56	4.63	4.68	4.63	4.61	4.64	4.56	4.61	4.62	4.62	4.59	4.58	4.71
STD DEV		.7042	.7732	.7504	.6433	.6752	.6872	.7407	.6466	.7491	.6894	.7292	.6942	.8989	.6799	.5935

FRESH FISH USUALLY MORE ATTRACTIVELY DISPLAYED IN STORES THAN FROZEN

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION-

5 OR 6 OR

LESS MORE

IN- IN-

HOME HOME

TOTAL

65YR

1-2

3-4

5+

CAN-

UNDER

25-34

35-44

45-64

AND

PER-

PER-

PER-

WITH-

OUT

CANADA

OTHER

ADA

25 YR

YEARS

YEARS

YEARS

OVER

SONS

SONS

SONS

WITH

OUT

CANADA

OTHER

69 209

20.7% 17.5%

73 270

21.9% 22.6%

124 435

37.4% 36.4%

36 175

10.8% 14.6%

20 92

6.0% 7.7%

-

-

11 14

3.3% 1.1%

332 1194

100.1% 99.9%

3.42 3.28

1.12451.1487

COMPLETELY AGREE (X5) 27-1

330 28 52 55 135 61 173 103 54 166 164 299 21
17.7% 13.0% 11.2% 15.7% 22.5% 25.0% 22.9% 13.0% 16.7% 14.1% 23.6% 17.3% 21.8%

SOMEWHAT AGREE (X4) 27-2

417 44 102 74 138 60 157 189 71 273 144 395 16
22.3% 20.5% 21.9% 21.2% 23.0% 24.5% 20.9% 23.9% 21.7% 23.2% 20.8% 22.8% 16.7%NEITHER AGREE NOR
DISAGREE (X3) 27-3675 78 212 134 191 61 243 305 127 453 222 624 35
36.1% 36.5% 45.7% 38.2% 31.9% 24.8% 32.2% 38.6% 39.1% 38.5% 32.0% 36.0% 36.8%

SOMEWHAT DISAGREE (X2) 27-4

240 39 61 54 68 18 84 113 43 164 76 221 13
12.9% 18.5% 13.1% 15.3% 11.4% 7.3% 11.2% 14.4% 13.1% 13.9% 11.0% 12.8% 14.2%

COMPLETELY DISAGREE(1) 27-5

134 14 33 28 47 11 45 60 28 93 41 125 5
7.2% 6.6% 7.2% 8.0% 7.9% 4.5% 6.0% 7.7% 8.7% 7.9% 5.9% 7.2% 5.8%

DON'T KNOW 27-X

-

NOT STATED 27-R

73 11 4 5 19 34 51 19 2 27 46 66 4
3.9% 5.0% .9% 1.5% 3.1% 13.8% 6.8% 2.4% .7% 2.3% 6.6% 3.8% 4.7%

NUMBER OF RESPONDENTS

1869 213 465 350 597 244 754 789 326 1175 694 1730 94
100.1%100.1%100.0% 99.9% 99.8% 99.9%100.0%100.0%100.0% 99.9% 99.9% 99.9%100.0%MEAN
STD DEV3.32 3.16 3.17 3.22 3.42 3.67 3.47 3.21 3.25 3.22 3.48 3.31 3.36
1.13941.09941.03221.13411.19881.13331.16821.09361.14631.10991.17121.13701.1620

'I DO NOT TRUST FROZEN FISH UNLESS IT CARRIES A WELL-KNOWN BRAND NAME'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN-

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE***.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.

	TOTAL	65YR	1-2	3-4	5+										5 OR 6 OR	
	CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-		WITH-				LESS	6 OR
	ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS		WITH	OUT	CANADA	OTHER	IN-	IN-
															HOME	HOME
COMPLETELY AGREE (X5) 28-1	284	16	49	43	116	62	148	99	38	145	140	262	15		64	167
	15.3%	7.6%	10.6%	12.1%	19.4%	25.5%	19.7%	12.6%	11.7%	12.4%	20.2%	15.2%	15.5%		19.2%	13.9%
SOMEWHAT AGREE (X4) 28-2	462	45	114	83	151	68	182	207	74	298	164	434	23		82	314
	24.7%	21.2%	24.6%	23.8%	25.3%	27.9%	24.1%	26.2%	22.8%	25.4%	23.7%	25.1%	24.9%		24.8%	26.3%
NEITHER AGREE NOR DISAGREE (X3) 28-3	503	68	141	111	140	43	178	224	101	337	166	468	22		86	307
	26.9%	31.8%	30.4%	31.6%	23.4%	17.7%	23.6%	28.4%	30.9%	28.7%	23.9%	27.1%	23.8%		25.8%	25.7%
SOMEWHAT DISAGREE (X2) 28-4	327	47	100	58	98	24	113	148	66	224	102	295	20		53	242
	17.5%	22.2%	21.5%	16.6%	16.3%	9.7%	15.0%	18.7%	20.3%	19.1%	14.8%	17.1%	20.9%		16.0%	20.3%
COMPLETELY DISAGREE(1) 28-5	218	26	56	50	70	16	85	89	43	140	77	202	11		38	148
	11.6%	12.2%	12.0%	14.3%	11.7%	6.6%	11.2%	11.3%	13.3%	11.9%	11.1%	11.7%	11.2%		11.4%	12.4%
DON'T KNOW 28-X	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-
NOT STATED 28-R	74	11	4	5	23	31	49	22	3	30	44	68	4		9	18
	4.0%	5.0%	.9%	1.5%	3.8%	12.7%	6.5%	2.8%	1.0%	2.5%	6.3%	4.0%	3.8%		2.8%	1.5%
NUMBER OF RESPONDENTS	1869	213	465	350	597	244	754	789	326	1175	694	1730	94		332	1194
	100.0%	100.0%	100.0%	99.9%	99.9%	100.1%	100.1%	100.0%	100.0%	100.0%	100.0%	100.2%	100.1%		100.0%	100.1%
MEAN	3.15	2.89	3.00	3.03	3.25	3.64	3.28	3.10	2.99	3.07	3.29	3.16	3.13		3.25	3.09
STD DEV	1.240	1.131	1.173	1.217	1.288	1.219	1.288	1.198	1.202	1.203	1.290	1.237	1.252		1.270	1.237

*THERE ARE SO MANY WAYS TO SERVE FISH TO MAKE IT INTERESTING & DIFFERENT QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEHALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION.*

		TOTAL	65YR							1-2		3-4	5+	5 OR 6 OR		
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-		LESS	MORE		
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	IN-	IN-		
											CANADA	OTHER	HOME	HOME		
COMPLETELY AGREE	(X5) 29-1	890	80	207	149	320	125	388	345	148	520	360	809	50	141	615
		47.1%	37.4%	44.6%	42.4%	53.6%	51.1%	51.4%	43.7%	45.5%	44.3%	51.9%	46.8%	53.1%	42.5%	51.5%
SOMEWHAT AGREE	(X4) 29-2	554	85	149	122	142	56	208	242	104	365	188	520	19	109	360
		29.6%	40.0%	32.0%	34.7%	23.7%	23.1%	27.6%	30.6%	31.9%	31.1%	27.1%	30.0%	20.3%	32.8%	30.2%
NEITHER AGREE NOR DISAGREE	29-3 (X3)	270	26	75	48	95	26	81	135	54	194	76	247	19	55	146
		14.4%	12.1%	16.2%	13.8%	15.9%	10.5%	10.7%	17.1%	16.5%	16.5%	11.0%	14.3%	19.8%	16.4%	12.2%
SOMEWHAT DISAGREE	(X2) 29-4	81	9	24	24	17	7	27	42	11	59	23	79	1	16	52
		4.3%	4.2%	5.2%	6.8%	2.8%	3.0%	3.6%	5.4%	3.5%	4.9%	3.3%	4.6%	.9%	4.9%	4.3%
COMPLETELY DISAGREE(1)	29-5	20	3	5	3	8	1	7	7	6	13	7	18	1	2	11
		1.1%	1.3%	1.1%	.9%	1.3%	.4%	.9%	.9%	1.8%	1.1%	.9%	1.0%	1.0%	.6%	.9%
DON'T KNOW	29-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	29-R	64	11	4	4	16	29	44	18	2	25	39	58	5	9	10
		3.4%	5.0%	.9%	1.3%	2.7%	11.9%	5.8%	2.3%	.7%	2.1%	5.6%	3.3%	4.9%	2.8%	.8%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	99.8%	100.0%	100.0%	100.0%	99.9%
MEAN		4.22	4.14	4.15	4.12	4.29	4.38	4.33	4.13	4.17	4.15	4.33	4.21	4.30	4.15	4.28
STD DEV		.9320	.8932	.9510	.9569	.9287	.8530	.8877	.9530	.9511	.9499	.8876	.9343	.8999	.9181	.9070

'I DO NOT BUY COD BECAUSE IT MAY HAVE WORMS IN IT'

QUESTION 8

PRESENCE OF **COUNTRY OF**..PROPORTION OF IN...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..

		TOTAL					65YR	1-2	3-4	5+					5 OR	6 OR
		CAN-	UNDER	25-34	35-44	45-64	AND	PER-	PER-	PER-	WITH-				LESS	MORE
		ADA	25 YR	YEARS	YEARS	YEARS	OVER	SONS	SONS	SONS	WITH	OUT	CANADA	OTHER	IN-	IN-
															HOME	HOME
COMPLETELY AGREE	(X5) 30-1	111	4	19	22	46	20	49	43	18	65	46	100	6	19	73
		5.9%	1.6%	4.2%	6.2%	7.7%	8.3%	6.5%	5.3%	5.6%	5.5%	6.6%	5.8%	6.8%	5.6%	6.1%
SOMEWHAT AGREE	(X4) 30-2	122	13	26	19	41	23	56	39	27	73	48	113	7	25	83
		6.5%	5.9%	5.5%	5.5%	6.8%	9.6%	7.4%	5.0%	8.2%	6.2%	7.0%	6.5%	7.2%	7.5%	6.9%
NEITHER AGREE NOR	30-3	500	70	144	78	138	69	223	207	70	295	205	473	15	87	297
DISAGREE	(X3)	26.8%	33.0%	31.1%	22.3%	23.2%	28.4%	29.6%	26.2%	21.6%	25.1%	29.5%	27.3%	16.0%	26.3%	24.9%
SOMEWHAT DISAGREE	(X2) 30-4	336	42	99	68	98	28	105	157	73	234	101	309	20	57	225
		18.0%	19.5%	21.4%	19.5%	16.4%	11.6%	13.9%	20.0%	22.5%	20.0%	14.6%	17.9%	21.4%	17.3%	18.9%
COMPLETELY DISAGREE(1)	30-5	719	75	172	155	252	66	268	321	130	474	246	660	41	128	502
		38.5%	35.0%	36.9%	44.2%	42.2%	27.2%	35.5%	40.7%	40.0%	40.3%	35.4%	38.1%	43.9%	38.4%	42.0%
DON'T KNOW	30-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	30-R	81	11	4	8	22	37	53	21	7	34	48	75	4	16	14
		4.3%	5.0%	.9%	2.3%	3.7%	15.0%	7.1%	2.7%	2.1%	2.9%	6.9%	4.3%	4.7%	4.7%	1.1%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1173	694	1730	94	332	1194
		100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	99.9%
MEAN		2.20	2.15	2.18	2.08	2.18	2.53	2.31	2.12	2.15	2.14	2.30	2.21	2.07	2.21	2.15
STD DEV		1.21311	.04621	.12051	.21251	.28351	.30241	.24731	.17621	.20701	.19161	.24371	.20861	.2510	1.21931	.2218

'IF YOU WANT GOOD FISH YOU HAVE TO PAY BEEF PRICES'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN/...

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE...**.CHILDREN.**EDUCATION.**.OUT-HOME CONSUMPTION..*

		TOTAL	AGE OF FEMALE HEAD						FAMILY SIZE			CHILDREN		EDUCATION		OUT-HOME CONSUMPTION	
			UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS	65YR AND OVER	1-2 PER-SONS	3-4 PER-SONS	5+ PER-SONS	WITH-OUT CANADA	WITH OTHER	5 OR LESS IN-HOME	6 OR MORE IN-HOME			
COMPLETELY AGREE	(X5) 31-1	365 19.5%	15 7.3%	63 13.5%	62 17.7%	155 26.0%	69 28.5%	165 21.9%	134 17.0%	66 20.1%	213 18.1%	152 21.9%	330 19.1%	20 21.4%	72 21.7%	219 18.3%	
SOMEWHAT AGREE	(X4) 31-2	444 23.8%	48 22.4%	122 26.4%	87 24.7%	127 21.3%	60 24.7%	173 22.9%	198 25.1%	73 22.5%	281 23.9%	163 23.5%	412 23.8%	20 21.2%	63 25.1%	285 23.9%	
NEITHER AGREE NOR DISAGREE	31-3 (X3)	421 22.5%	58 27.4%	129 27.7%	78 22.4%	116 19.4%	40 16.3%	162 21.4%	181 22.9%	79 24.2%	273 23.2%	148 21.4%	398 23.0%	15 16.3%	86 25.9%	246 20.6%	
SOMEWHAT DISAGREE	(X2) 31-4	305 16.3%	50 23.4%	78 16.7%	61 17.5%	95 15.9%	21 8.6%	109 14.4%	149 18.9%	47 14.3%	202 17.2%	103 14.8%	279 16.1%	21 22.1%	46 13.9%	233 19.5%	
COMPLETELY DISAGREE(1)	31-5	255 13.7%	29 13.4%	68 14.6%	56 16.1%	81 13.6%	21 8.7%	93 12.3%	104 13.2%	58 17.8%	173 14.7%	82 11.8%	239 13.8%	12 13.3%	34 10.3%	192 16.1%	
DON'T KNOW	31-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NOT STATED	31-R	79 4.2%	13 6.1%	5 1.1%	5 1.6%	23 3.8%	32 13.3%	53 7.0%	23 2.9%	3 1.0%	34 2.9%	45 6.5%	73 4.2%	5 5.8%	10 3.1%	19 1.6%	
NUMBER OF RESPONDENTS		1849 100.0%	213 100.0%	465 100.0%	350 100.0%	597 100.0%	244 100.1%	754 99.9%	789 100.0%	326 99.9%	1175 100.0%	694 99.9%	1730 100.0%	94 100.1%	332 100.0%	1194 100.0%	
MEAN		3.20	2.86	3.07	3.10	3.32	3.64	3.30	3.14	3.13	3.14	3.31	3.19	3.16	3.35	3.09	
STD DEV		1.32801	1.16131	1.25211	1.33831	1.39041	1.29871	1.33571	1.29551	1.37451	1.32491	1.32651	1.32411	1.3796	1.26381	1.3528	

'THE TEXTURE OF HADDOCK IS TOO COARSE FOR ME'

QUESTION 8

PRESENCE OF**COUNTRY OF**..PROPORTION OF IN-

*.....AGE OF FEMALE HEAD.....**..FAMILY SIZE.....**..CHILDREN.**..EDUCATION.**..OUT-HOME CONSUMPTION

		TOTAL						65YR AND OVER	1-2 PER- SONS	3-4 PER- SONS	5+ PER- SONS	WITH-		5 OR 6 OR LESS MORE IN- IN- HOME HOME		
			CAN- ADA	UNDER 25 YR	25-34 YEARS	35-44 YEARS	45-64 YEARS					WITH CANADA	OTHER	HOME	HOME	
COMPLETELY AGREE	(X5) 32-1	46	3	1	8	26	8	21	16	9	27	19	40	4	19	22
		2.5%	1.3%	.2%	2.3%	4.3%	3.4%	2.8%	2.0%	2.6%	2.3%	2.7%	2.3%	3.8%	5.8%	1.8%
SOMEWHAT AGREE	(X4) 32-2	128	8	20	21	51	28	54	50	24	80	48	119	6	26	77
		6.8%	3.7%	4.3%	5.9%	8.5%	11.5%	7.1%	6.4%	7.2%	6.8%	6.9%	6.9%	5.9%	7.8%	6.4%
NEITHER AGREE NOR DISAGREE	32-3 (X3)	763	102	221	148	215	78	295	333	135	491	272	707	36	126	478
		40.8%	47.6%	47.6%	42.2%	36.0%	31.9%	39.1%	42.2%	41.6%	41.8%	39.1%	40.9%	36.1%	38.1%	40.0%
SOMEWHAT DISAGREE	(X2) 32-4	386	45	99	74	125	43	147	177	62	246	139	362	15	70	262
		20.6%	20.9%	21.3%	21.2%	21.0%	17.5%	19.5%	22.4%	18.9%	21.0%	20.1%	20.9%	15.4%	21.2%	22.0%
COMPLETELY DISAGREE(1)	32-5	459	46	117	92	157	48	177	192	90	297	163	421	29	77	336
		24.6%	21.4%	25.2%	26.3%	26.2%	19.6%	23.5%	24.4%	27.7%	25.3%	23.4%	24.3%	31.2%	23.2%	28.2%
DON'T KNOW	32-X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT STATED	32-R	88	11	6	7	24	39	61	21	6	34	54	81	5	13	19
		4.7%	5.0%	1.3%	2.1%	4.0%	16.2%	8.0%	2.7%	2.0%	2.9%	7.7%	4.7%	5.7%	3.9%	1.6%
NUMBER OF RESPONDENTS		1869	213	465	350	597	244	754	789	326	1175	694	1730	94	332	1194
		100.0%	99.9%	99.9%	100.0%	100.0%	100.1%	100.0%	100.1%	100.0%	100.1%	99.9%	100.0%	100.1%	100.0%	100.0%
MEAN		2.39	2.39	2.32	2.35	2.41	2.54	2.42	2.38	2.37	2.38	2.41	2.39	2.32	2.50	2.31
STD DEV		1.0254	.9208	.9107	1.0141	1.1121	1.1101	1.0460	.9946	1.0518	1.0182	1.0379	1.0195	1.1156	1.1221	1.0133