

PRELIMINARY RESULTS
Consumer Perceptions of Trout as a Food Item
USDA/FSMIP Grant
University of Idaho
in Cooperation with the
Idaho Department of Agriculture

by

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A. E. Research Series No. 97-4
May, 1997

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Table 1. Respondent Satisfaction with Food Quality

Level of Satisfaction	Percentage of Respondents
Very Satisfied	52.0
Somewhat Satisfied	44.7
Somewhat Dissatisfied	2.3
Very Dissatisfied	0.4

Table 2. Frequency of Visits to Grocery to Buy food

Frequency	Percentage of Respondents
One a Day	4.0
Once a Week	80.8
Once a Month	14.2
Less than Once a Month	.4

Table 3. Frequency of Beef Consumption

Frequency	Percentage of Respondents
Every day	5.0
Once a week	64.3
Once a month	17.4
Once in 3 months	3.1
Less than once in 3 months	2.5
Vegetarian	2.0
Never eat	5.6

Table 4. Frequency of Pork Consumption

Frequency	Percentage of Respondents
Every day	0.9
Once a week	31.2
Once a month	32.8
Once in 3 months	8.0
Less than once in 3 months	8.8
Vegetarian	0.1
Never eat	15.9

Table 5. Frequency of Dairy Product Consumption

Frequency	Percentage of Respondents
Every day	46.0
Once a week	42.6
Once a month	5.2
Once in 3 months	0.7
Less than once in 3 months	0.5
Vegetarian	0.1
Never eat	2.8

Table 6. Frequency of Poultry Consumption (Including eggs)

Frequency	Percentage of Respondents
Every day	21.1
Once a week	70.6
Once a month	4.9
Once in 3 months	0.3
Less than once in 3 months	0.3
Vegetarian	0.1
Never eat	0.5

Table 7. Frequency of Fish or Seafood Consumption

Frequency	Percentage of Respondents
Every day	1.7
Once a week	43.0
Once a month	39.5
Once in 3 months	5.0
Less than once in 3 months	2.4
Vegetarian	1.2
Never eat	7.2

Table 8. Food Non-Preference as Percent of Sample

Type	Percent of Respondents
Never eat beef	5.6
Never eat pork	15.9
Never eat dairy products	2.8
Never eat poultry	0.5
Never eat fish or seafood	7.2
Vegetarian	1.2

Table 9. Percentage of Respondents Trying Different Fish and Seafood in Past 5 Years

Type	Percentage of Respondents that have eaten in past 5 years
Freshwater Fish	39.5
Bass	29.2
Catfish	41.5
Perch	31.6
Trout	41.1
Shellfish	38.6
Crab	50.4
Lobster	46.7
Oysters	27.7
Shrimp	76.0
Saltwater Fish	39.5
Pollock	31.0
Salmon	59.0
Sole	31.0
Tuna	76.4

Table 10. Importance of Different Attributes to Fish/Seafood Purchase Decision

Attribute	Importance				
	Very	Somewhat	Slightly	Not	Unsure
Freshness	90.8	5.0	1.0	2.5	0.7
Smell	83.5	8.2	2.6	4.8	0.9
Appearance	84.2	11.1	0.9	2.9	0.9
Nutritional value or dietary concerns	58.7	24.5	3.7	12.2	1.0
Taste	91.0	6.6	0.3	1.9	0.3
Price	46.0	36.8	4.8	12.0	0.4
Variety of fish available	38.1	31.0	5.3	15.5	0.9
Holiday or special occasion	28.5	18.1	4.9	47.6	0.9
Ease of preparation	50.7	24.2	5.8	18.7	0.6
Cooking time	38.5	27.3	6.3	26.7	1.2
Children's preferences	28.8	14.5	3.7	51.4	1.6
Recommendations of others	20.7	33.2	11.2	34.0	0.9

Table 11. Percentage of Trout Consumers among Fish Eaters

Attribute	Percentage of Respondents			
	Always	Sometimes	Seldom	Never
Eat Trout	70.0			
Order Trout in Restaurant or Cafe	1.2	27.9	36.1	34.0
Would buy trout products from grocery or fish market	8.4	28.8	34.2	26.1

Table 12. Trout Form Preference Among Trout Consumers

	Probability of Purchase			
	Very Likely	Somewhat Likely	Slightly Likely	Not Likely
Fresh trout filet	52.8	31.9	6.9	8.5
Fresh whole trout	34.7	27.8	12.1	25.4
Fresh trout steaks	44.9	26.5	10.6	18.0
Smoked trout	19.3	20.5	9.0	51.2
Frozen trout filet	12.6	23.5	8.5	55.5
Frozen whole trout	4.0	12.9	6.0	77.0
Frozen trout steaks	8.6	20.1	9.0	62.3

Table 13. What Trout Consumers Do With Whole Trout

Preparation	Percentage of Respondents
Cook whole trout	38.0
Filet first	40.4
Varies	21.6

Table 14. Probability of Trout Form Purchase

Product Form	Probability of Purchase			
	Very Likely	Somewhat Likely	Slightly Likely	Not Likely
Breaded trout pattie	10.5	16.9	10.1	62.5
Canned trout	7.5	10.8	9.2	72.5
Trout pate	6.0	11.7	9.3	73.0

Table 15. Perceived Flavor Difference and Preference for Various Trout Flesh Colors

	Yes	No	Have not Eaten Pink			
Difference between White, Pink & Red	62.4	12.1	25.5			
	White only	Pink only	Red only	White or Pink	Pink or Red	No Preference
Color Preference	56.7	27.8	7.8	2.2	1.1	4.4

Table 16. Trout Consumer' Preferences for Serving Size/Grocery Store Presentation and Decision to Purchase

Attribute	Percentage of Respondents
Serving size	
Single serving (8 oz.)	36.1
Double serving (16 oz.)	37.7
Three servings (24 oz.)	14.3
Larger than three servings	8.2
Varies	3.7
Packaging	
Prepackaged	14.7
On ice	79.6
Varies	5.7
Purchase Decision	
Impulse Item	53.8
On Shopping List	34.3
Not on list, but not impulse	11.9

Table 17. Price Comparison of Trout Versus Other Meats and Other Fish

PRICE:	A Lot More Expensive	A Little More Expensive	About the Same	A Little Less Expensive	A Lot Less Expensive
Relative to other MEATS	16.7	44.2	30.5	8.2	.4
Relative to other FISH	3.6	23.6	45.5	22.4	4.8

Table 18. Consumers' Perception of Healthfulness of Trout

	Yes	No			
Read anything about nutritional value of trout?	11.1	88.9			
	Very Healthy	Somewhat Healthy	Slightly Healthy	Not Healthy	
If Yes, how healthy do you think trout is?	56.8	41.0	1.8	.4	

Table 19. Appearance: What Influences Non-Trout Consumers NOT to Buy Trout? (Open-ended question)

	Percent of Respondents who answered question
Whole fish	8.7
Color	7.1
Skin	6.3
Bones	4.7
Eyeballs & Head	4.7
Head	3.2
Head & tail	3.2

Table 20. Trout Preparation at home

	Yes	No	Unsure
Have you eaten trout prepared at home?	88.3	11.2	0.4
Who prepared the trout?	Percentage of Respondents		
Yourself	55.3		
Yourself & someone else	15.7		
Family member	27.4		
Other non-family member	1.5		
TROUT: Difficulty in preparation			
Very difficult	2.1		
Somewhat difficult	9.3		
Slightly difficult	12.1		
Not difficult	76.4		
FISH/SEAFOOD: Difficulty in preparation			
Very difficult	3.9		
Somewhat difficult	13.0		
Slightly difficult	11.3		
Not difficult	71.3		

Table 21. Consumers' Favorite Way to Prepare Trout (Answers volunteered, not prompted)

Method of Preparation	Percentage of Total Respondents
Adding to salads	0.1
Adding to soups or stews	2.3
Baking	8.9
Broiling	8.0
Deep frying	4.4
Frying fish cakes or fish sticks	3.7
Grilling	7.0
Pan frying	7.7
Poaching	1.9
Steaming	2.5
Smoking	0.7
Trout almondine	0.9

Table 22. Importance of Recipe Information

	Very Important	Somewhat Important	Slightly Important	Not Important
Importance of Recipe Information	42.9	26.4	10.7	20.0

Table 22. Foods Served with Trout

Type of Food Served W/ Trout	Percentage of Total Respondents
Bread	3.1
Broccoli	6.8
Carrots	5.7
Corn	5.0
Crackers/chips	0.9
Fruit salad	1.1
Lemon	9.9
Lettuce/spinach salad	10.2
Mixed vegetables	8.8
Parsley	5.2
Pasta/pasta salad	2.9
Peas	2.8
Potatoes	9.5
Rice	12.2
Tartar sauce	3.3

Table 23. When Consumers Serve Trout

Served for Which Meal?	Yes (% of Respondents - will not total 100%, as each meal was answered separately)		
Lunch			8.1
Dinner			18.0
Snacks or Appetizers			2.1
Breakfast			2.4
	Everyday Meal	Special Occasion	Both Equally Likely
Likelihood of Serving Trout for:	11.4	4.9	1.9

Table 24. Frequency of Fishing

	Yes (% of Respondents)			
Eat freshwater fish as a child?	62.6			
Go fishing as a child?	58.8			
Ever gone fishing (if no as a child)?	35.4			
Still go fishing?	36.7			
	Yes, always	Yes, sometimes	Catch & Release only	No - others eat
Eat what you catch?	52.7	25.8	11.8	8.1

Table 25. Comparison of Farm Raised Trout to Wild Trout

Attribute (Comparing Farm Raised to Wild)	Better	About the same	Worse than fresh caught
Taste	21.7	34.6	23.2
Freshness	26.4	40.8	31.8
Nutritional value	27.5	51.5	19.8
Safety	49.7	32.4	16.2
Texture	22.9	49.2	25.7

Table 26. Demographic Characteristics of Consumer Trout Sample

Average Years in Community	27.7
Max	85
Min	0
Household size	3
Education level	
Less than high school	4.8
High school graduate	28.4
Some college or vocational training	30.8
College graduate	23.7
Advanced degree	12.3
Ethnic Group	
Native American	0.5
Asian/Pacific Islander	4.9
Black or African American	10.4
White or caucasian	52.7
Hispanic/Latino or Chicano	23.7
Biracial or mixed ethnic	1.4
Other	6.3
Average Age	42.9
Max	95
Min	18
Annual Family Income	
Less than \$10,000	4.9
\$10,000 - \$15,000	5.1
\$15,001 - \$20,000	6.9
\$20,001 - \$30,000	18.8
\$30,001 - \$40,000	16.3
\$40,000 - \$50,000	12.8
\$50,001 - \$75,000	17.4
\$75,001 - \$100,000	10.5
More than \$100,000	7.4

Table 27. Reasons for NOT Eating Trout: Non-Fish-Seafood Eaters and Non-Trout Eaters

Reason	Non-Fish-Seafood/Non-Trout Eaters			
	Very Important	Somewhat Important	Slightly Important	Not Important
Taste	51.1/64.7	4.3/10.1	2.1/2.3	42.6/22.8
Price	17.0/25.0	10.6/35.6	8.5/5.0	63.8/34.4
Appearance	37.0/41.1	8.7/16.7	4.3/5.6	50.0/36.7
Fish odor	61.7/57.3	4.3/11.9	4.3/4.1	29.8/26.7
Concern about fish safety (bones, polluted waters)	40.4/61.8	6.4/15.6	4.3/1.4	48.9/21.2
Children's preferences	10.9/24.7	4.3/13.8	8.7/2.6	76.1/59.0
Concerns about spoilage	29.8/57.5	6.4/9.2	4.3/4.9	59.6/28.4
Nutrition/Diet concerns	34.0/36.9	12.8/22.6	2.1/4.9	51.1/35.7
Package or serving size	13.0/24.8	8.7/26.5	4.3/7.6	73.9/41.1
Preparation	21.7/34.5	8.7/27.0	4.3/7.0	65.2/31.6
Quality fish and seafood not available where I shop	31.1/18.7	8.9/13.0	4.4/7.7	55.6/60.7