

**APPENDIX A  
INSTORE CONSUMER SURVEY RESPONSE FREQUENCIES**

**LOCATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
GREENBRAE	26	50.0	50.0	50.0
BURLINGAME	26	50.0	50.0	100.0
Total	52	100.0	100.0	

**1999 HOUSEHOLD INCOME**

	Frequency	Percent	Valid Percent	Cumulative Percent
REFUSED TO ANSWER	14	26.9	26.9	26.9
\$25,00-\$49,999	3	5.8	5.8	32.7
\$50,000-\$99,999	4	7.7	7.7	40.4
\$100,000-\$149,000	8	15.4	15.4	55.8
\$150,000-\$199,999	6	11.5	11.5	67.3
>\$200,000	17	32.7	32.7	100.0
Total	52	100.0	100.0	

**ETHNICITY**

	Frequency	Percent	Valid Percent	Cumulative Percent
CAUCASIAN	49	94.2	94.2	94.2
HISPANIC	1	1.9	1.9	96.2
ASIAN	2	3.8	3.8	100.0
Total	52	100.0	100.0	

**SEX**

	Frequency	Percent	Valid Percent	Cumulative Percent
FEMALE	40	76.9	76.9	76.9
MALE	12	23.1	23.1	100.0
Total	52	100.0	100.0	

**AGE**

	Frequency	Percent	Valid Percent	Cumulative Percent
20-24	1	1.9	1.9	1.9
25-34	4	7.7	7.7	9.6
35-44	16	30.8	30.8	40.4
45-54	19	36.5	36.5	76.9
55+	12	23.1	23.1	100.0
Total	52	100.0	100.0	

**WHERE BUY SALMON BESIDES MOLLIE STONES**

Category label	Code	Count	Pct of Responses	Pct of Cases
NOWHERE ELSE	0	13	21.3	25.0
COSTCO	1	2	3.3	3.8
SAFEWAY	2	4	6.6	7.7
ANDRONICOS	3	2	3.3	3.8
WHOLE FOODS	4	8	13.1	15.4
HALF MOON BAY FISH MARKET	5	6	9.8	11.5
WOODLANDS MARKET	6	4	6.6	7.7
DRAEGER'S	7	6	9.8	11.5
CRYSTAL SPRINGS FISH MARKET	8	4	6.6	7.7
OTHER	9	12	19.7	23.1
Total responses		61	100.0	117.3

**OTHER FISH BOUGHT**

Category label	Code	Count	Pct of Responses	Pct of Cases
BUY ONLY SALMON	0	4	3.1	7.7
CATFISH	1	4	3.1	7.7
SEA BASS	2	15	11.8	28.8
HALIBUT	3	23	18.1	44.2
SWORDFISH	4	25	19.7	48.1
SNAPPER	5	5	3.9	9.6
SOLE	6	12	9.4	23.1
TROUT	7	5	3.9	9.6
TUNA	8	14	11.0	26.9
OTHER	9	20	15.7	38.5
Total responses		127	100.0	244.2

**FISH BOUGHT MOST**

	Frequency	Percent	Valid Percent	Cumulative Percent
CATFISH	1	1.9	1.9	1.9
SWORDFISH	1	1.9	1.9	3.8
HALIBUT	3	5.8	5.8	9.6
SALMON	39	75.0	75.0	84.6
TROUT	2	3.8	3.8	88.5
TUNA	2	3.8	3.8	92.3
OTHER	4	7.7	7.7	100.0
Total	52	100.0	100.0	

**FISH BOUGHT SECOND MOST**

	Frequency	Percent	Valid Percent	Cumulative Percent
BUY ONLY SALMON	5	9.8	9.8	9.8
SWORDFISH	11	21.6	21.6	31.4
HALIBUT	11	21.6	21.6	52.9
SALMON	9	17.6	17.6	70.6
SNAPPER	2	3.9	3.9	74.5
SOLE	5	9.8	9.8	84.3
TUNA	5	9.8	9.8	94.1
OTHER	3	5.9	5.9	100.0
Total	51	100.0	100.0	

**HOW COOK FISH**

	Frequency	Percent	Valid Percent	Cumulative Percent
BBQ/GRILL	40	76.9	76.9	76.9
BAKE	7	13.5	13.5	90.4
SAUTE	2	3.8	3.8	94.2
POACH	3	5.8	5.8	100.0
Total	52	100.0	100.0	

**HEARD OF ANY SALMON KINDS**

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	33	63.5	63.5	63.5
NONE	19	36.5	36.5	100.0
Total	52	100.0	100.0	

**HEARD OF CHUM-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	3	5.8	5.8	5.8
NO	49	94.2	94.2	100.0
Total	52	100.0	100.0	

**HEARD OF COHO-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	16	30.8	30.8	30.8
no	36	69.2	69.2	100.0
Total	52	100.0	100.0	

**HEARD OF COPPER RIVER-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	5	9.6	9.6	9.6
no	47	90.4	90.4	100.0
Total	52	100.0	100.0	

**HEARD OF KING/CHINOOK-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	13	25.0	25.0	25.0
no	39	75.0	75.0	100.0
Total	52	100.0	100.0	

**HEARD OF SOCKEYE-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	2	3.8	3.8	3.8
no	50	96.2	96.2	100.0
Total	52	100.0	100.0	

**HEARD OF PACIFIC-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	10	19.2	19.2	19.2
no	42	80.8	80.8	100.0
Total	52	100.0	100.0	

**HEARD OF ATLANTIC-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	9	17.3	17.3	17.3
no	43	82.7	82.7	100.0
Total	52	100.0	100.0	

**HEARD OF FARMED-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	9	17.3	17.3	17.3
no	43	82.7	82.7	100.0
Total	52	100.0	100.0	

**CAUGHT IN OREGON-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	14	27.5	27.5	27.5
no	37	72.5	72.5	100.0
Total	51	100.0	100.0	

**CAUGHT IN CALIFORNIA-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	23	45.1	45.1	45.1
no	28	54.9	54.9	100.0
Total	51	100.0	100.0	

**CAUGHT IN WASHINGTON-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	17	33.3	33.3	33.3
no	34	66.7	66.7	100.0
Total	51	100.0	100.0	

**CAUGHT IN CANADA-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	9	17.6	17.6	17.6
no	42	82.4	82.4	100.0
Total	51	100.0	100.0	

**CAUGHT IN ATLANTIC-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	16	31.4	31.4	31.4
no	35	68.6	68.6	100.0
Total	51	100.0	100.0	

**CAUGHT ELSEWHERE-UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	7	13.7	13.7	13.7
no	44	86.3	86.3	100.0
Total	51	100.0	100.0	

**AWARE OF WILD SALMON**

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	34	65.4	65.4	65.4
NO	18	34.6	34.6	100.0
Total	52	100.0	100.0	

**BOUGHT WILD SALMON PAST 6 MOS**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	23	46.0	46.0	46.0
no	27	54.0	54.0	100.0
Total	50	100.0	100.0	

**DIFFERENCES BETWEEN WILD & FARMED**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AWARE OF ANY	20	39.2	39.2	39.2
WILD TASTES BETTER	12	23.5	23.5	62.7
FARMED ARE PENNED	4	7.8	7.8	70.6
FARMED FED FISHMEAL	1	2.0	2.0	72.5
FARMED IS FATTIER	3	5.9	5.9	78.4
OTHER	11	21.6	21.6	100.0
Total	51	100.0	100.0	

**CALIFORNIA SALMON SEASON**

	Frequency	Percent	Valid Percent	Cumulative Percent
DON'T KNOW	30	57.7	57.7	57.7
ALL YEAR LONG	2	3.8	3.8	61.5
WINTER	1	1.9	1.9	63.5
SPRING	3	5.8	5.8	69.2
SUMMER	4	7.7	7.7	76.9
FALL	5	9.6	9.6	86.5
OTHER	7	13.5	13.5	100.0
Total	52	100.0	100.0	

**SALMON HEALTH BENEFITS**

Category label	Code	Count	Pct of Responses	Pct of Cases
HAVEN'T HEARD OF ANY	1	8	11.9	15.4
OMEGA 3 FATTY ACIDS	2	22	32.8	42.3
REDUCE RISK OF HEART DISEASE	3	19	28.4	36.5
REDUCE RISK OF CANCER	4	3	4.5	5.8
HAS GOOD OILS	5	4	6.0	7.7
FISH IS GENERALLY HEALTHY	6	5	7.5	9.6
OTHER	9	6	9.0	11.5
Total responses		67	100.0	128.8

**WANT BROCHURE ABOUT SALMON FISHERY**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	27	52.9	52.9	52.9
no	24	47.1	47.1	100.0
Total	51	100.0	100.0	

**WANT BROCHURE ABOUT HEALTH BENEFITS**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	38	74.5	74.5	74.5
no	13	25.5	25.5	100.0
Total	51	100.0	100.0	

**WANT BROCHURE ABOUT HANDLING**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	31	60.8	60.8	60.8
no	20	39.2	39.2	100.0
Total	51	100.0	100.0	

**WANT BROCHURE W/COOKING TIPS**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	39	76.5	76.5	76.5
no	12	23.5	23.5	100.0
Total	51	100.0	100.0	

**WANT BROCHURE W/RECIPES**

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	39	76.5	76.5	76.5
no	12	23.5	23.5	100.0
Total	51	100.0	100.0	

**FRESH LOOKING**

	Frequency	Percent	Valid Percent	Cumulative Percent
SOMEWHAT IMPORTANT	1	2.1	2.1	2.1
VERY IMPORTANT	2	4.3	4.3	6.4
EXTREMELY IMPORTANT	44	93.6	93.6	100.0
Total	47	100.0	100.0	

**ALWAYS AVAILABLE**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	8	17.0	17.0	17.0
SLIGHTLY IMPORTANT	4	8.5	8.5	25.5
SOMEWHAT IMPORTANT	19	40.4	40.4	66.0
VERY IMPORTANT	3	6.4	6.4	72.3
EXTREMELY IMPORTANT	13	27.7	27.7	100.0
Total	47	100.0	100.0	

**CAUGHT LOCALLY**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	7	14.9	14.9	14.9
SLIGHTLY IMPORTANT	6	12.8	12.8	27.7
SOMEWHAT IMPORTANT	18	38.3	38.3	66.0
VERY IMPORTANT	9	19.1	19.1	85.1
EXTREMELY IMPORTANT	7	14.9	14.9	100.0
Total	47	100.0	100.0	

**GOOD VALUE FOR THE MONEY**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	2	4.3	4.3	4.3
SLIGHTLY IMPORTANT	2	4.3	4.3	8.7
SOMEWHAT IMPORTANT	16	34.8	34.8	43.5
VERY IMPORTANT	11	23.9	23.9	67.4
EXTREMELY IMPORTANT	15	32.6	32.6	100.0
Total	46	100.0	100.0	

**FED NO DYES OR ADDITIVES**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	5	10.9	10.9	10.9
SLIGHTLY IMPORTANT	3	6.5	6.5	17.4
SOMEWHAT IMPORTANT	6	13.0	13.0	30.4
VERY IMPORTANT	8	17.4	17.4	47.8
EXTREMELY IMPORTANT	24	52.2	52.2	100.0
Total	46	100.0	100.0	

**FRESH TASTING**

	Frequency	Percent	Valid Percent	Cumulative Percent
EXTREMELY IMPORTANT	47	100.0	100.0	100.0

**DARK PINKISH-ORANGE FLESH**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	2	4.3	4.3	4.3
SLIGHTLY IMPORTANT	6	13.0	13.0	17.4
SOMEWHAT IMPORTANT	13	28.3	28.3	45.7
VERY IMPORTANT	4	8.7	8.7	54.3
EXTREMELY IMPORTANT	21	45.7	45.7	100.0
Total	46	100.0	100.0	

**LIVED IN THE OCEAN**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	4	8.7	8.7	8.7
SLIGHTLY IMPORTANT	4	8.7	8.7	17.4
SOMEWHAT IMPORTANT	14	30.4	30.4	47.8
VERY IMPORTANT	11	23.9	23.9	71.7
EXTREMELY IMPORTANT	13	28.3	28.3	100.0
Total	46	100.0	100.0	

**REASONABLY PRICED**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	1	2.2	2.2	2.2
SLIGHTLY IMPORTANT	2	4.3	4.3	6.5
SOMEWHAT IMPORTANT	12	26.1	26.1	32.6
VERY IMPORTANT	15	32.6	32.6	65.2
EXTREMELY IMPORTANT	16	34.8	34.8	100.0
Total	46	100.0	100.0	

**CAUGHT BY SMALL BUSINESS FISHERMEN**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	8	17.4	17.4	17.4
SLIGHTLY IMPORTANT	8	17.4	17.4	34.8
SOMEWHAT IMPORTANT	8	17.4	17.4	52.2
VERY IMPORTANT	7	15.2	15.2	67.4
EXTREMELY IMPORTANT	15	32.6	32.6	100.0
Total	46	100.0	100.0	

**KING SALMON SPECIES**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	12	26.1	26.1	26.1
SLIGHTLY IMPORTANT	8	17.4	17.4	43.5
SOMEWHAT IMPORTANT	15	32.6	32.6	76.1
VERY IMPORTANT	5	10.9	10.9	87.0
EXTREMELY IMPORTANT	6	13.0	13.0	100.0
Total	46	100.0	100.0	

**CAUGHT IN CALIFORNIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	7	15.2	15.2	15.2
SLIGHTLY IMPORTANT	7	15.2	15.2	30.4
SOMEWHAT IMPORTANT	17	37.0	37.0	67.4
VERY IMPORTANT	7	15.2	15.2	82.6
EXTREMELY IMPORTANT	8	17.4	17.4	100.0
Total	46	100.0	100.0	

**CERTIFIED AS SUSTAINABLE FISHERY**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	1	2.2	2.2	2.2
SLIGHTLY IMPORTANT	6	13.0	13.0	15.2
SOMEWHAT IMPORTANT	7	15.2	15.2	30.4
VERY IMPORTANT	13	28.3	28.3	58.7
EXTREMELY IMPORTANT	19	41.3	41.3	100.0
Total	46	100.0	100.0	

**CONVENIENT TO BUY**

	Frequency	Percent	Valid Percent	Cumulative Percent
NOT AT ALL IMPORTANT	1	2.2	2.2	2.2
SLIGHTLY IMPORTANT	2	4.3	4.3	6.5
SOMEWHAT IMPORTANT	5	10.9	10.9	17.4
VERY IMPORTANT	16	34.8	34.8	52.2
EXTREMELY IMPORTANT	22	47.8	47.8	100.0
Total	46	100.0	100.0	

**SALMON PREFERRED**

	Frequency	Percent	Valid Percent	Cumulative Percent
ALASKA KING	15	30.0	30.0	30.0
CALIFORNIA KING	22	44.0	44.0	74.0
FARMED ATLANTIC	5	10.0	10.0	84.0
PACIFIC KING	8	16.0	16.0	100.0
Total	50	100.0	100.0	

**WHY PREFERRED**

	Frequency	Percent	Valid Percent	Cumulative Percent
DON'T KNOW	1	2.0	2.0	2.0
FRESHER	19	38.8	38.8	40.8
BEST SALMON	9	18.4	18.4	59.2
MORE ENV SOUND	3	6.1	6.1	65.3
FAMILIAR	6	12.2	12.2	77.6
OTHER	11	22.4	22.4	100.0
Total	49	100.0	100.0	

**HOW LABEL--UNAIDED**

	Frequency	Percent	Valid Percent	Cumulative Percent
DON'T KNOW	7	13.5	13.5	13.5
LOCAL	24	46.2	46.2	59.6
FRESH	9	17.3	17.3	76.9
SMALL BUSINESS	2	3.8	3.8	80.8
LINE CAUGHT	4	7.7	7.7	88.5
CALIFORNIA	2	3.8	3.8	92.3
WILD	2	3.8	3.8	96.2
OTHER	2	3.8	3.8	100.0
Total	52	100.0	100.0	

**WHICH LABEL PREFERRED**

	Frequency	Percent	Valid Percent	Cumulative Percent
NONE OF THEM	1	2.0	2.0	2.0
NATURAL	3	6.1	6.1	8.2
OCEAN CAUGHT	9	18.4	18.4	26.5
OCEAN FRESH	19	38.8	38.8	65.3
WILD	17	34.7	34.7	100.0
Total	49	100.0	100.0	

**WHY PREFER LABEL**

	Frequency	Percent	Valid Percent	Cumulative Percent
DON'T KNOW	2	4.4	4.4	4.4
FRESHEST SOUNDING	22	48.9	48.9	53.3
LIKE WHAT WILD IS	8	17.8	17.8	71.1
FROM THE OCEAN	7	15.6	15.6	86.7
OTHER	6	13.3	13.3	100.0
Total	45	100.0	100.0	

## APPENDIX B

### “OTHER” RESPONSES TO SALMON COUNCIL CONSUMER INTERVIEWS

***You mentioned that you have purchased fresh salmon at this store. Have you bought fresh salmon anywhere else during the past 6 months?***

Western Boat Fish Market--#12  
Trader Joe's--#19, #20, #33, #40  
Lundardi's--#33, #43, #48  
Berkeley Bowl--#23  
Ranch 99--#32  
Asian Fish Market--#42  
Cala--#26

***What other kinds of fresh fish do you buy besides salmon?***

Mahi mahi--#12  
Mahi mahi, trout, bass, tuna--#1  
Shark--#3, #18, #23  
Sole, tuna--#4  
Tuna--#5  
Snapper, sole, tuna--#6  
Mahi mahi, bass, tuna--#7  
Orange roughy--#15, #51  
Cod--#15  
Trout & catfish--#17  
Halibut & shark--#19  
Everything--#26  
Trout--#30  
Bass & trout--#33  
Sturgeon & opa--#34

***Are you familiar with the differences between wild and farmed salmon?***

Wild salmon live in rivers--#7  
Wild salmon has more Omega 3s--#8  
Wild salmon tastes sweeter--#18  
Farmed salmon has mushy texture--#25  
Farmed salmon has paler color--#33  
They have different kinds of fat--#34  
Wild salmon is denser, meatier--#38  
Wild salmon seems fattier and farmed salmon is more environmentally sound--#41

**California) King salmon is also caught off the California coast. The salmon fishery is regulated by the federal government. It's a seasonal product. Do you happen to know what months commercial salmon fishermen were allowed to fish for salmon off the California coast this year? (Encourage guesses)**

End of summer--#2

March-October--#5

Now--#10

August-October--#18

April-November--#33

March--#48

April-Now--#50

**If the store were selling the following kinds of salmon and the cuts looked equally good, which would you prefer to buy? Why?**

Pacific because it's best tasting--#3

Alaska because of clean Alaskan waters--#15

Pacific because it reminds me of the salmon my friends send me from the Northwest--#21

California because I support California--#27

California because it would be a lower price--#28

Farmed Atlantic because it's farmed like the wonderful sturgeon I had recently--#32

Pacific because it's what I see in the stores--#40

Farmed Atlantic because it has reduced cholesterol--#44

Pacific because I like the Northwest--#50

Pacific because it sounds cleaner than California--#52

**I'm a consultant for the California Salmon Council, which represents California's King salmon fishermen. This year, they were allowed to fish for salmon for 5 months, from May 1 from September 30. They take their boats out to fish in the ocean and never know how much or little they will catch. They fish by themselves or with a family member or deck hand. The fishermen are trying to distinguish their salmon from others. They need to develop a label for the tags at fish counters, so it must be short, no more than 5 words. What words or phrases would compel you into buying their salmon?**

Ocean--#20, #22

Identify where the fish were caught--#45, #50

Organic--#52

***How about these labels..which one do you think is the best? Why?***

Natural California King Salmon

Ocean Caught California King Salmon

Ocean Fresh California King Salmon

Wild California King Salmon

Wild California King Salmon because wild is better, indicates it's not farmed--#3

Ocean Fresh California King Salmon because it's local and fresh--#5

Ocean Fresh California King Salmon because it's from the ocean & fresh--#10

Wild California King Salmon because the fish live out in the wild--#15

Wild California King Salmon because the fish are not in a pen--#19

Ocean Fresh California King Salmon because it's the most authentic--#21

Wild California King Salmon because it's the most accurate--#23

Wild California King Salmon because it sounds like something you'd get in a restaurant--#29

Ocean Caught California King Salmon because it's unique--#34

Natural California King Salmon because it's not wild, the fish are caught humanely--#38

Ocean Caught California King Salmon because it comes from the ocean & is fresh--#48

***Have you heard of any particular health benefits associated with salmon? If YES, what?***

Good for fetal brain development--#7

Brain food--#8

Has protein without fat--#36

Good for nursing mothers; high in good fat--#38

Low in cholesterol--#39

Low in fat--#45

**APPENDIX C  
LOGOS OF SALMON-RELATED ORGANIZATIONS**



**California Salmon Council**



**Alaska Seafood Marketing Institute**



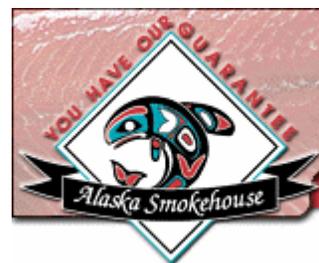
**Capilano Pacific's Wildfish**



**Aquafarms International**



**BC Salmon Marketing Council**



**Alaska Smokehouse**