

CONSUMER RESEARCH RESULTS

ALASKA SEAFOOD

THE CLEAR CONSUMER CHOICE at RETAIL



Wild, Natural & Sustainable®

The Alaska Seafood logo affirms your support for SUSTAINABLE FISHERIES.

KEY FINDINGS

FACT

RESEARCH SHOWS THAT CONSUMER INTEREST IN WILD, NATURAL AND SUSTAINABLE SEAFOOD IS **STRONG**, MAKING ALASKA SEAFOOD THE CLEAR CONSUMER CHOICE AT RETAIL.

- ▶ Consumers are eating more seafood at home compared with two years ago.
- ▶ Health benefits are the #1 reason cited for increased consumption of fresh seafood, and three of the top four reasons cited relate to health.
- ▶ Non-farm-raised fish/seafood is still the preferred consumer choice for seafood.
- ▶ Consumers feel strongly that they want to know the origin of the fish/seafood they buy.
- ▶ Consumers are also concerned that the fish/seafood they buy is environmentally sustainable, and that it is wild or naturally caught.

METHODOLOGY

The research outlined in this brochure was conducted by Illuminate Market Research and Planning in 2011. Eight hundred online interviews were administered with consumers nationwide with the purpose of determining consumer purchase behavior, trends, perceptions and seafood preferences.

NOTE: Respondents selected for the study included those aged 25-74, who have attended college, and have a household income of \$100,000 or more. In addition, they must have purchased salmon and one other seafood in the past three months for use at home.



SEAFOOD USAGE

FACT

CONSUMERS ARE EATING **MORE** FRESH & FROZEN SEAFOOD AT HOME.

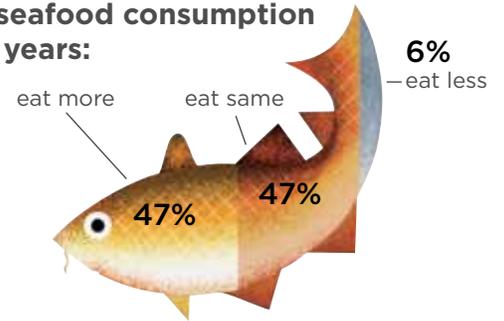
FRESH seafood

47% report increased consumption of fresh seafood at home in the past 2 years.

FROZEN seafood

88% report they're eating the same or more frozen seafood compared to 2 years ago.

Fresh seafood consumption past 2 years:



FACT

CONSUMERS ARE WELL AWARE OF THE **HEALTH BENEFITS** OF FRESH & FROZEN SEAFOOD.

Why consumers are eating more FRESH seafood:

Eating a Healthier Diet	28%
Health Benefits	26%
More Varieties Available	14%
Fresh is Healthier	9%

Why consumers are eating more FROZEN seafood:

Convenience	23%
Health Benefits	22%
Eating a Healthier Diet	20%
Readily Available	9%

FACT

MORE THAN HALF OF CONSUMERS ARE AWARE FROZEN SEAFOOD CAN BE COOKED WITHOUT THAWING.

58% are aware frozen seafood can be cooked directly from frozen.

47% have already tried cooking fish or seafood while still frozen.

TIP!

WILD ALASKA SEAFOOD
COOK IT FROZEN!
www.cookitfrozen.com

82% of consumers say preparation tips and recipes for cooking fish while still frozen would increase their likelihood of trying this cooking method.



CONSUMER TRENDS



How do consumers get information about seafood?

CONSUMERS RELY ON THE SEAFOOD COUNTER PERSON FOR INFORMATION.

68% use the seafood counter person to get information about fish or seafood.

44% feel the seafood person at the store is the most credible.

Sources of Information:

Seafood Person at Store	68%
Internet	37%
Materials/Brochures at Seafood Counter	32%
Info on Menu or Table at Restaurant	29%
Wait Staff in Restaurant	25%
Magazines	23%
Newspapers	22%
Television	17%

Most Credible Source of Information:

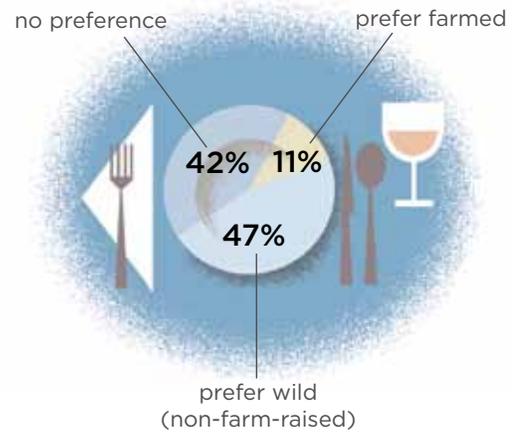
Seafood Person at Store	44%
Internet	20%
Materials/Brochures at Seafood Counter	8%
Magazines	5%
Newspapers	4%
Television	3%
Wait Staff in Restaurant	2%
Info on Menu or Table at Restaurant	2%

CONSUMER PREFERENCES

FACT

NEARLY HALF OF CONSUMERS PREFER **WILD** SEAFOOD.

ONLY ONE IN TEN PREFER FARM-RAISED SEAFOOD.



Why do consumers prefer **WILD**?

34% Tastes Better

31% Healthier and More Nutritious

13% More Natural

12% Not Fed Antibiotics, Hormones, etc.

FACT

CONSUMERS PREFER **FROZEN WILD** (NON-FARM-RAISED) SEAFOOD TO FRESH FARM-RAISED SEAFOOD.

50% prefer frozen wild seafood (non-farm-raised) over never frozen farm-raised fish.



THE ALASKA BRAND

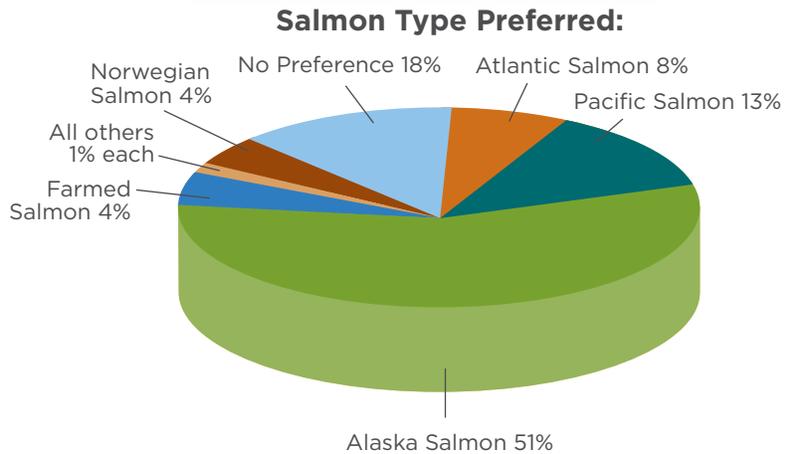
FACT

61% OF CONSUMERS **AGREE** – ALASKA SEAFOOD IS DIFFERENT.



FACT

ALASKA SALMON IS THE OVERWHELMING **TOP CHOICE** AMONG CONSUMERS.

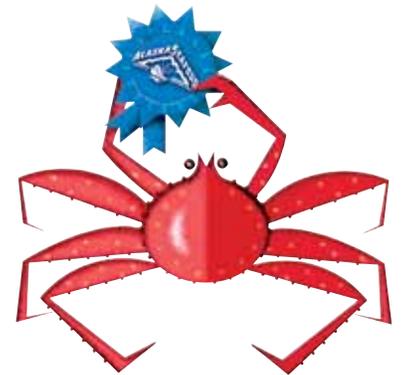


FACT

BRANDING ALASKA HAS A **POSITIVE IMPACT** ON CONSUMERS' LIKELIHOOD TO PURCHASE ALASKA SEAFOOD.

72% say use of the word "Alaska" on packaging increases the likelihood to purchase.

80% say use of the Alaska Seafood logo increases the likelihood to purchase.

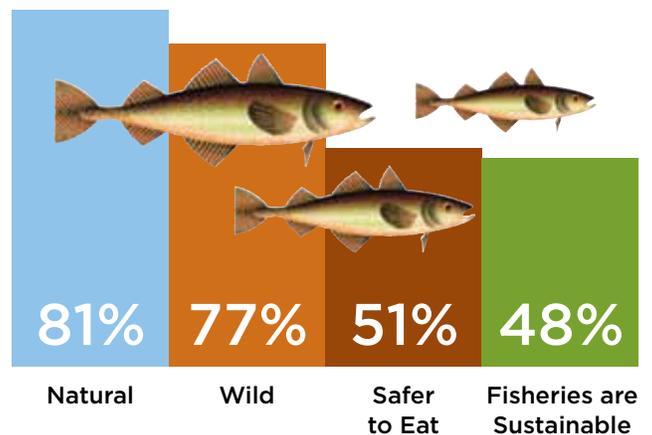


FACT

CONSUMER **PERCEPTIONS** OF ALASKA SEAFOOD:

“ Sustainable.
Various Species.
Tasty/Flavorful.
Best Taste.
High Quality.
Wild/Natural. ”

Consumers agree ALASKA SEAFOOD is:



SUSTAINABLE SEAFOOD REQUIRED

THE MAJORITY OF CONSUMERS FEEL IT IS IMPORTANT TO KNOW THE ORIGIN OF THE SEAFOOD THEY BUY, AND THAT IT IS SUSTAINABLE.

Importance of Factors
when Selecting Seafood:



SOURCE/ORIGIN

73%

ENVIRONMENTALLY
SUSTAINABLE

73%

NATURALLY-CAUGHT/WILD

66%

RESOURCES FROM THE ALASKA SEAFOOD MARKETING INSTITUTE

Promoting the Alaska Seafood brand in your fresh and frozen seafood cases is a great way to boost sales and demonstrate your support for wild, natural and sustainable seafood.

The Alaska Seafood Marketing Institute (ASMI) has all the tools you need to build on consumer preference for Alaska seafood. ASMI provides a wide variety of **FREE** resources to educate and inspire both your customers at the point-of-sale and your seafood counter staff, including:

- ▶ Case Dividers
- ▶ Posters
- ▶ Recipe leaflets and tearpads
- ▶ On-pack recipe leaflets
- ▶ Static clings and in-ice signs
- ▶ Photographs and artwork to customize your ads and your own promotional materials
- ▶ Alaska frozen seafood support including www.CookItFrozen.com and our new iPhone and iPad app, and Android Application
- ▶ Alaska Seafood U training through www.alaskaseafoodu.org and available as a DVD

You can find all of these resources and more in our Alaska Seafood Brand Toolkit: a “recipe box” filled with the tools you need for success, it’s available for your marketing department to aid in the creation of ads and promotional materials.

Visit us online to download our free materials catalog: www.alaskaseafood.org/retailers

ASK FOR ALASKA®



Wild, Natural & Sustainable®

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www.CookItFrozen.com