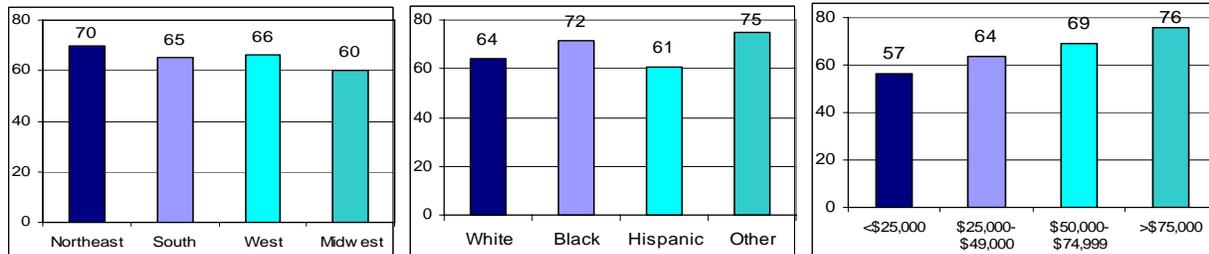


Who is eating seafood?

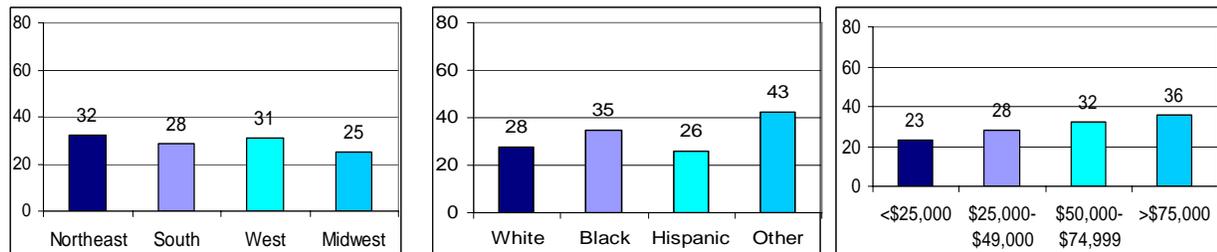
On an annual basis, results from the survey screener showed that **65%** of U.S. households purchased seafood for at-home consumption at least once in the previous year while **83%** of households purchased seafood in a restaurant during the same period.

As shown in Figures 1a-c, retail seafood purchasing patterns varied across regions, income groups and racial/ethnic groups. Overall, households that were in the Northeast, upper-income and from “Other” racial/ethnic groups (e.g., Asian, Pacific-Islander, etc.) were more likely to purchase seafood from a retail outlet relative to other regions, income groups and racial/ethnic groups.



Figures 1a-1c . Proportion of Households that Purchased Seafood from a Retail Outlet in Past Year by Region, Income, and Race/Ethnicity.

Monthly purchases of seafood (Figure 2b) followed a similar pattern across regions, income groups and racial/ethnic groups. That is, Northeast region households had the highest frequency of seafood purchases (32%) from a retail outlet while the Midwest had the lowest (25%). Likewise, Other Racial / Ethnic Groups had the highest frequency of monthly seafood purchases (43%) and Hispanic households had the lowest (26%). And, finally, the highest income groups had the highest frequency of seafood purchases (36%) from a retail outlet while the lowest income group had the lowest (23%)



Figures 1a-1c . Average Proportion of Households that Purchased Seafood from a Retail Outlet on a Monthly Basis by Region, Income, and Race/Ethnicity.