

SEAFOOD SPECIES SURVEY

TOPSFIELD FAIR, OCTOBER 7-11, 2024

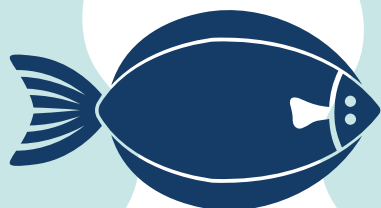


100 respondents ate seafood:



39%

prepared
FLATFISH
at home
this summer



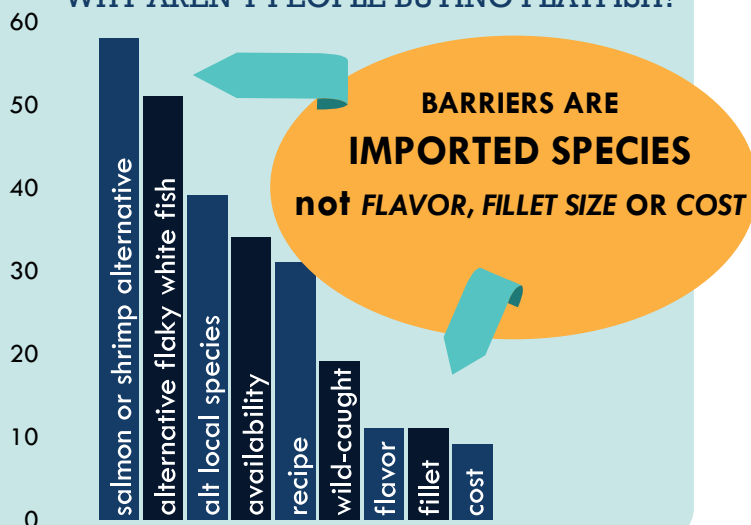
31%

ORDERED
FLATFISH
in RESTAURANT

54%

SAW FLATFISH
on MENU

WHY AREN'T PEOPLE BUYING FLATFISH?



35%

consumed
BLUEFIN TUNA
this year



28%

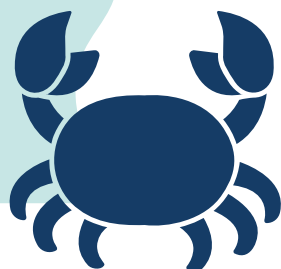
PERCEIVE MASSACHUSETTS-LANDED
BLUEFIN TUNA AS
SUSTAINABLE

PERCEIVE MASSACHUSETTS-LANDED
BLUEFIN TUNA TO BE
HEALTHY

58%

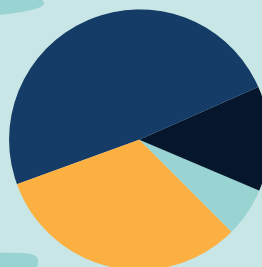
13%

have ever cooked a
JONAH CRAB



49% HAVE NOT TRIED
JONAH CRAB & ARE
INTERESTED

32% HAVE TRIED
JONAH CRAB BEFORE



13% HAVE NOT TRIED
JONAH CRAB AND ARE
NOT INTERESTED

6% NO DATA

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