

## **National Seafood Consumption Survey: Overview of Survey Methodology & Implementation Strategy**

**Methodology** The primary objective of NOAA Fisheries National Seafood Consumption Survey was to gather information about people’s purchase and consumption behaviors of various seafood products. These behavioral patterns were tracked over time to capture the potential seasonality of purchasing patterns. Accordingly, the survey collected information on consumer seafood purchases from retail establishments made between February 2005 – January 2006. In addition, the survey collected information on seafood purchases from restaurants, albeit in less detail than the retail component.

**Sampling Design** The sampling design (Table 1 below) involves both fresh cross-sectional samples and longitudinal cohorts. It was determined by NMFS that the study should take place over a period of 12 consecutive months and a minimum of 800 completed interviews per month was required. There were three groups (or waves) of the respondents. Four of the 12 cohorts were contacted three times throughout the 12-month period. Another four were contacted twice throughout the 12-month period. The remaining four were only contacted once for the survey.

COHORT	Seafood Consumption Month		
	Wave 1	Wave 2	Wave 3
1	February	June	October
2	March	July	November
3	April	August	December
4	May	September	January
5	June	October	
6	July	November	
7	August	December	
8	September	January	
9	October		
10	November		
11	December		
12	January		

**The Survey Screener** Eligibility for the survey was determined based upon a screener that identified the respondents’ household as having purchased seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months. (Examples of retail outlets include a grocery store, fish or meat market, convenience store, or multipurpose store such as Costco or Wal-Mart.) The recruitment screener of the first cohort was launched in January 2005; the final screener for cohort 12 was launched in December 2005. In total, there were 13,049 eligible participants from the screener (an average of 1087 per month), resulting in an eligibility rate from the screener of 68%. The survey completion rate for the screener was 80%.

**Survey Implementation** If selected to complete the monthly survey, eligible respondents were informed that they should collect the receipts of their household food purchases at restaurants and retail stores for the next calendar month. They would then receive a survey about their purchases at the beginning of the subsequent calendar month. For example, if a respondent

qualified for the screener in March, the respondent would be asked to collect the receipts for the month of April and the main survey would arrive in early May. In total, 10,798 interviews were completed for an average of 900 per month. The survey completion rate for the main time one, main time two, and main time three were, respectively, 80%, 88%, and 91%. After taking into account cohort attrition, the cohort retention and completion rates for main time two and main time three were 75% and 81% respectively.

The following table displays detailed breakdowns for each of the cohorts and months for the main (“National Seafood”) and recruitment (“cohort”) data collection.

**Table 2: Main Completes by Cohort and Month**

		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Number of interviews completed	Fresh Cross-sectional sample
<b>Main</b>	Cohort 1	879				706				531				2116	879
	Cohort 2		877				652				539			2068	877
	Cohort 3			935				652				539		2126	935
	Cohort 4				853				644				528	2025	853
	Cohort 5					270				191				461	270
	Cohort 6						255				211			466	255
National Seafood	Cohort 7							191			145			336	191
	Cohort 8								211			149		360	211
	Cohort 9									199				199	199
	Cohort 10										217			217	217
	Cohort 11											224		224	224
	Cohort 12												200	200	200
		879	877	935	853	976	907	843	855	921	967	908	877	10798	5311