

## National Survey Finds Shrimp is Consumers' Favorite Seafood, Salmon a Close Second

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McCormick & Schmick's Seafood Restaurants has gone fishing to uncover Americans' attitudes toward seafood. The survey polled consumers who regularly eat seafood to determine what types they're buying and ordering, what they look for when choosing their fish, and other behaviors related to seafood.

Shrimp was the favorite shellfish with 38 percent of respondents naming it their most preferred. Salmon was named the favorite finfish with 21 percent of the vote.

The survey also discovered that freshness rules over price as 39 percent of consumers ranked it as the most important factor when selecting fish. Price came in next with 26 percent of the vote and flavor followed closely with 25 percent.

'We're living in a time when consumers are becoming increasingly aware of what they're putting into their bodies and are thinking about both the health benefits and consequences of their eating habits both when they are eating out or dining in,' said Doug Schmick, chairman and chief executive officer of McCormick & Schmick's Seafood Restaurants.

Other notable survey findings include:

49 percent of respondents said they are more likely to eat seafood while dining out, while 14 percent said they would be more likely to eat it at home. 36 percent said it makes no difference whether they're dining out or eating it at home.

Survey results showed that 27 percent of those polled cook seafood at home at least once a week.

Baking won out as the most common method respondents use to cook seafood at home (29 percent), with grilling following closely behind (26 percent).

Of the respondents that have children, 66 percent said they began feeding them seafood before they turned five.

While more than 50 percent of the respondents are aware of the American Heart Association and the USDA dietary guidelines that recommend eating at least two servings of seafood each week to promote a healthy lifestyle, only 15 percent of consumers have changed their diet to include more seafood as a result of these recommendations.

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