



DEPARTMENT OF THE INTERIOR  
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FISH AND WILDLIFE SERVICE

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FWS RELEASES REPORT ON SURVEY OF BREADED FISHERY PRODUCTS

"There is still plenty of room for further expansion of the fish stick business, with roughly 60 percent of American households representing the size of the untapped market."

Quoted from a report released today by the Fish and Wildlife Service, this is one of the conclusions which has resulted from a nationwide survey of household consumer preferences for breaded shrimp and breaded fish sticks. This report is the first of a series of three analyzing the data collected.

The survey was made by National Family Opinion, Inc., of Toledo, Ohio, in November 1954, under the Service's direction, to provide the fishing industry with a basis for examination of the marketing prospects for breaded shrimp and fish sticks.

These recently developed fishery products have made spectacular sales advances. Fish stick production jumped from 7.5 million pounds in 1953 to about 50 million pounds in 1954. The first half of 1955 was well ahead of the same period last year. Breaded shrimp production, which started in a small way after World War II, rose very rapidly and currently appears to have leveled off in 1954 at about 17 million pounds annually.

Lacking information on family use, the industry has been unable to determine if these favorable developments are based on permanent and perhaps expanding markets for fish sticks and shrimp. For the same reason the significance of the phenomenal sales of these products in relation to the market for other fish products could not be evaluated.

The survey represents the tabulated results from a questionnaire mailed out to 2,000 persons, predominately housewives, and returned by 1,797. The households selected were considered to be representative of all American households.

A summary of the data produces these facts:

1. Fish sticks are used in less than 40 percent of all American households.
2. Only about one homemaker in five uses breaded shrimp.
3. A high percentage of all homemakers trying either cooked or uncooked breaded shrimp become satisfied customers.
4. The prospects for expanding the market are favorable.

5. Most consumers are indifferent about the variety of fish used in making fish sticks.

6. Breaded shrimp and fish sticks completely replace other fishery products in only a very few households. A greater number but still a minority of the households replying, indicated partial replacement of other fishery products.

7. Consumers are well satisfied with present labeling.

8. There is a marked preference for the 12-ounce breaded shrimp package. A package of the same size is not generally available for fish sticks although there appears to be a considerable demand for it.

Copies of this report, Fishery Leaflet 424, "Household Consumer Preferences for Breaded Shrimp and Breaded Fish Sticks" are available upon request to the Fish and Wildlife Service, Division of Information, Washington 25, D. C. This report summarizes the information obtained from the survey on a national and regional basis only.

Two additional fishery leaflets, now in preparation, will summarize the data analyzed in several other ways. Fishery Leaflet 425 will present an analysis of the replies, with respondents classified by farm and nonfarm groups, by rural groups, and by cities of various sizes. Fishery Leaflet 426 will analyze the replies by classifying the respondents as to the various ages of the homemaker, the size of the family, the occupation of the head of the household, and the family income group.

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