

# CONSUMER PREFERENCES AND ATTITUDES TOWARD IRRADIATED OYSTERS AT THE 2002 BOSTON INTERNATIONAL SEAFOOD SHOW



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**Biloxi, Mississippi**

October 9-11, 2002

6th Joint Meeting of SST & AFT

1

## CONSUMER SURVEY

The aim of this survey is to evaluate consumer attitudes and preferences toward irradiated oysters. Your response to this survey is anonymous. Please answer the following questions, giving your best estimate where exact answers are not known. These questions are very important, they will help us relate your responses in the oyster valuation portion to characteristics of your household.

We thank you for your participation in this survey.

Dr. Linda S. Andrews, Assistant Research and Extension Professor of Food Science  
Dr. Benedict C. Posadas, Assistant Research and Extension Professor of Economics  
Mr. Dave D. Burrage, Extension Professor of Marine Resources

## Data Source

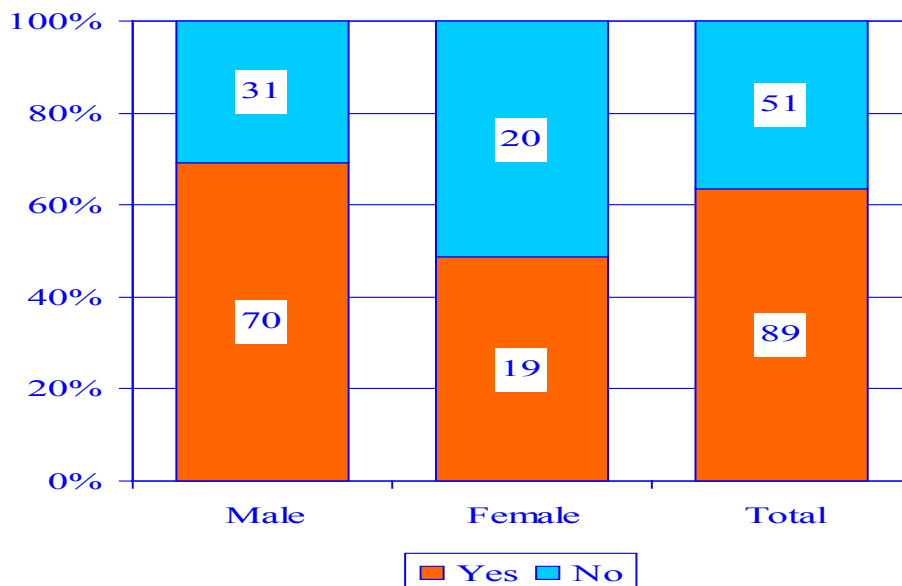
- 141 consumer survey participants
- Visited MSU-CREC booth and exhibit
- 2002 International Boston Seafood Show
- Hynes Convention Center, Boston, Massachusetts
- March 12-14, 2002

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3

### Do you eat raw oysters? By respondent's gender

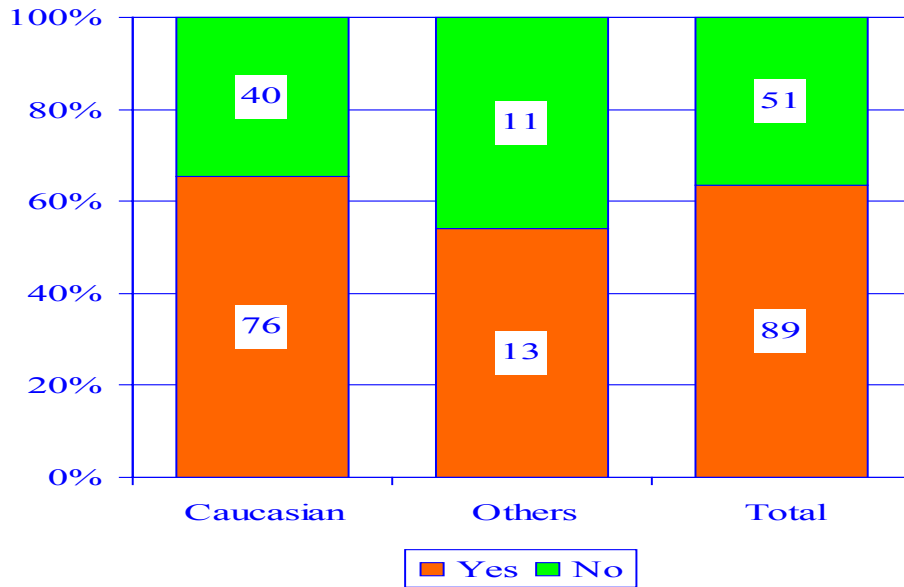


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4

## Do you eat raw oysters? By respondent's race

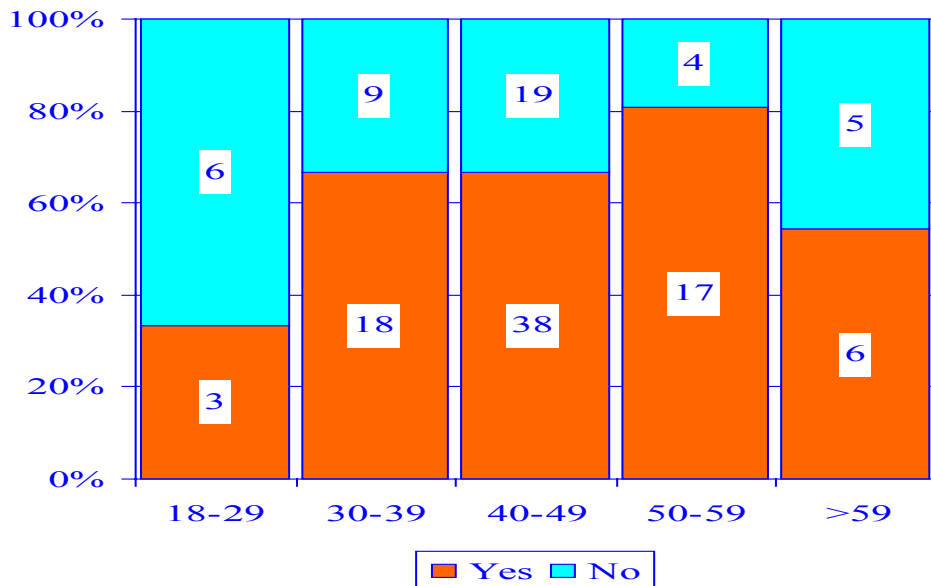


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5

## Do you eat raw oysters? By respondent's age

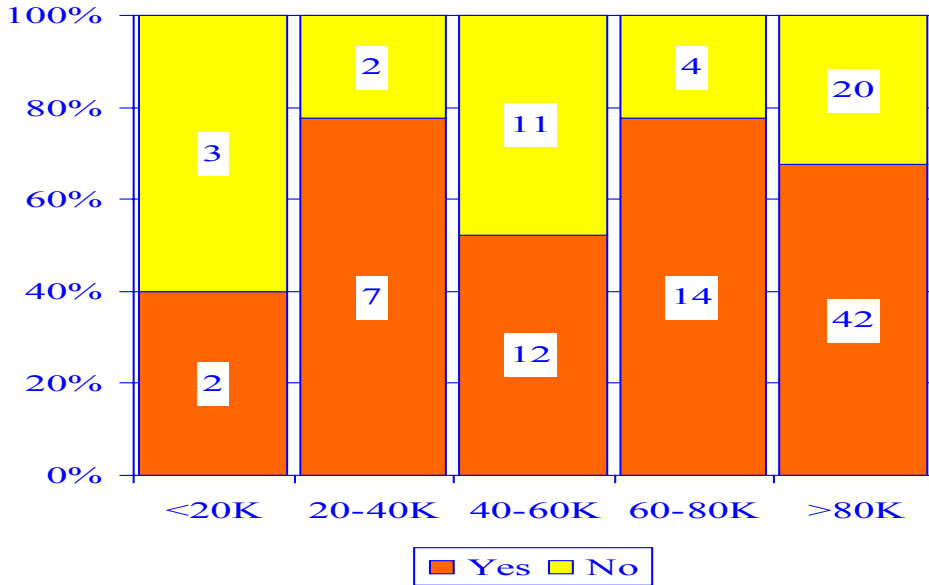


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6

## Do you eat raw oysters? By household income

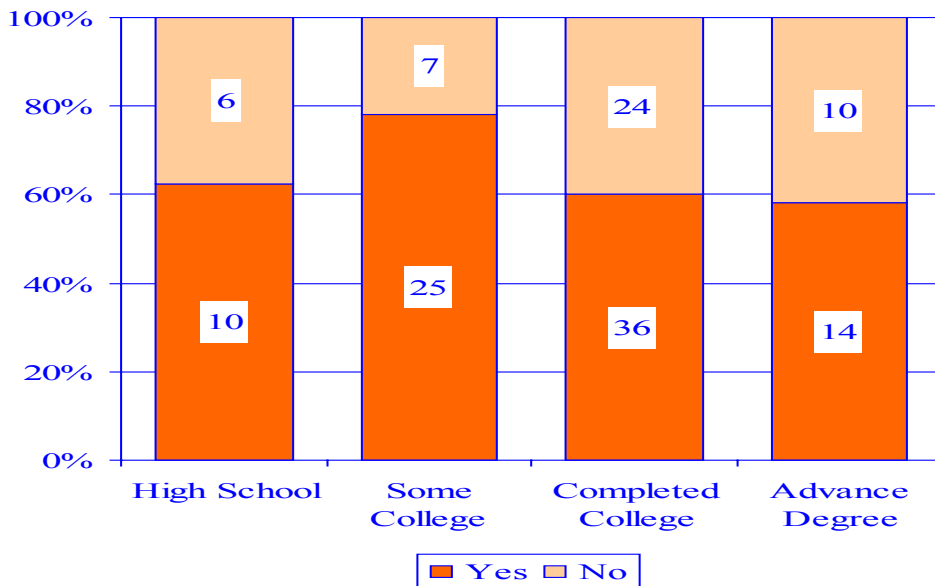


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7

## Do you eat raw oysters? By respondent's education

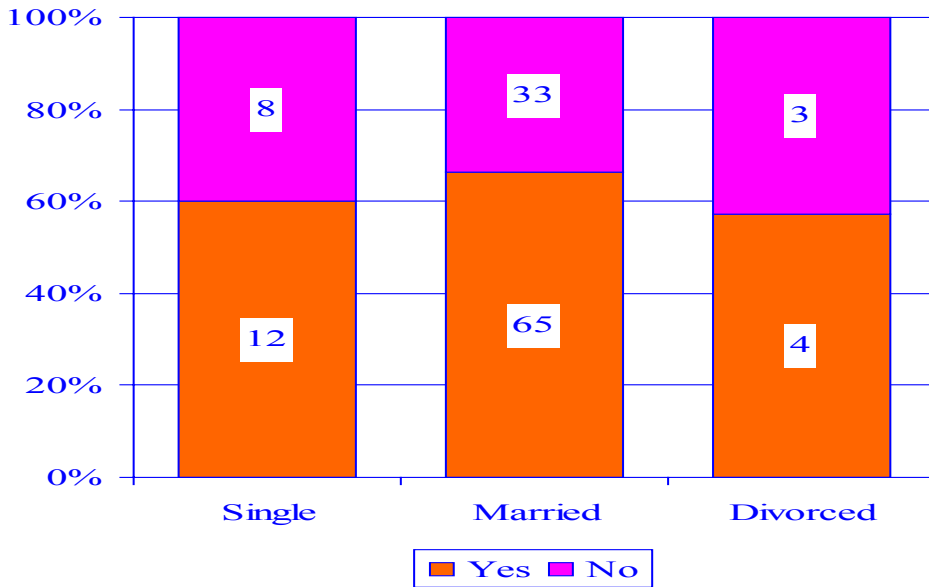


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8

## Do you eat raw oysters? By respondent's marital status

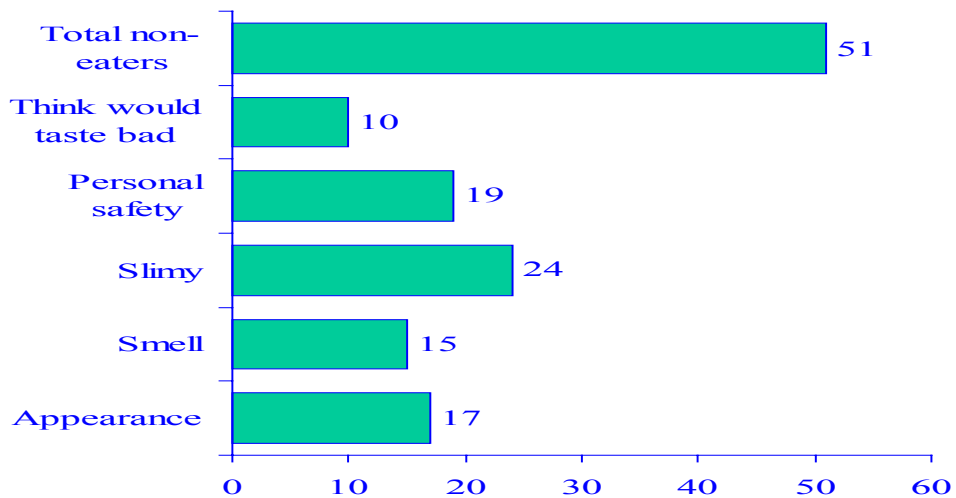


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9

## What are the main reasons you do not eat raw oysters?

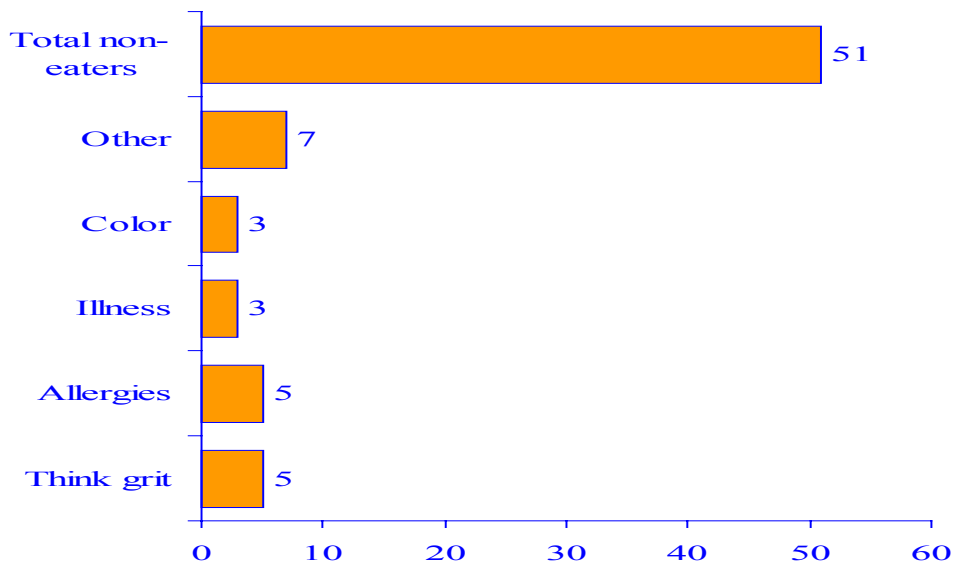


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10

## What are the main reasons you do not eat raw oysters?

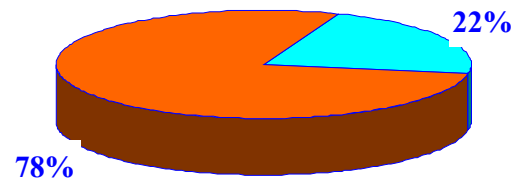


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11

## Are you aware of the dangers of eating raw oysters?



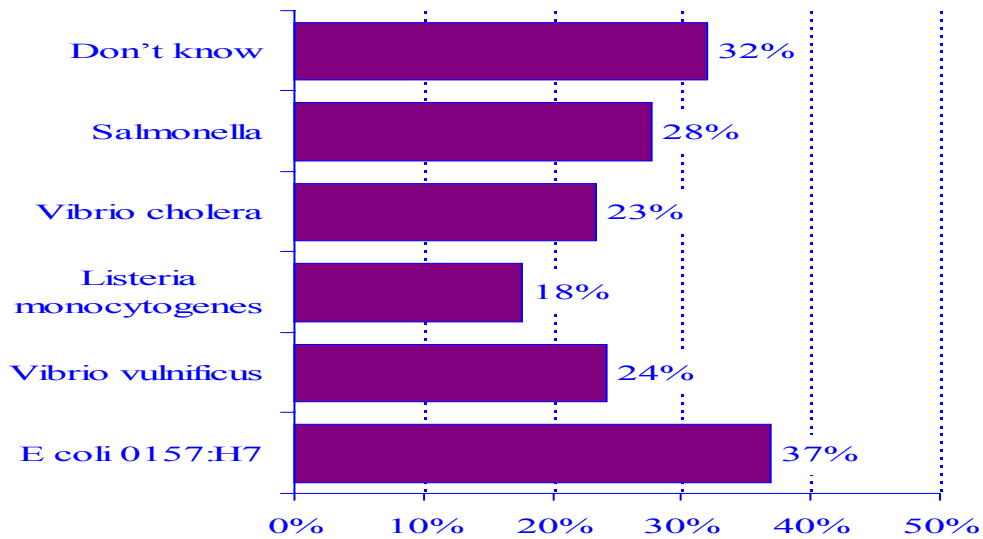
Yes No

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12

## What are your primary food safety bacteriological concerns about raw oysters?

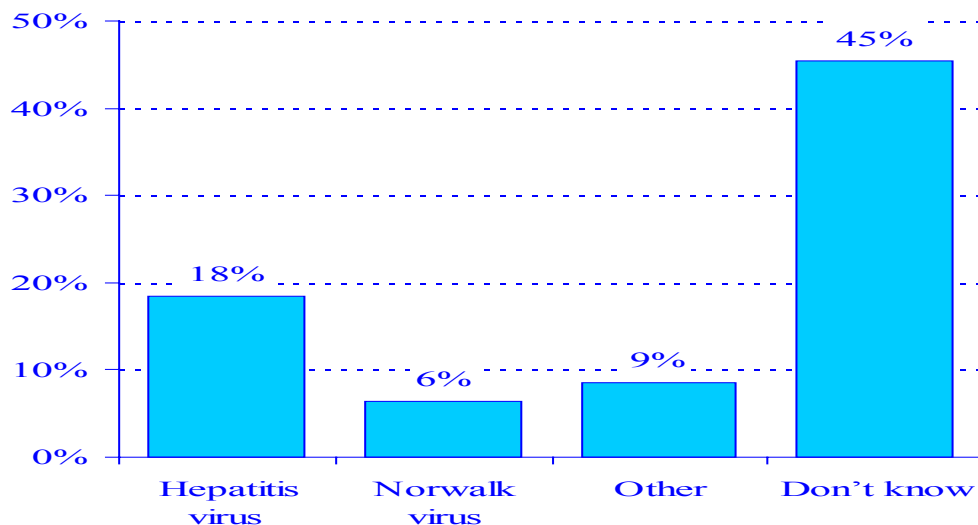


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13

## Do you have other food safety concerns about raw oysters?

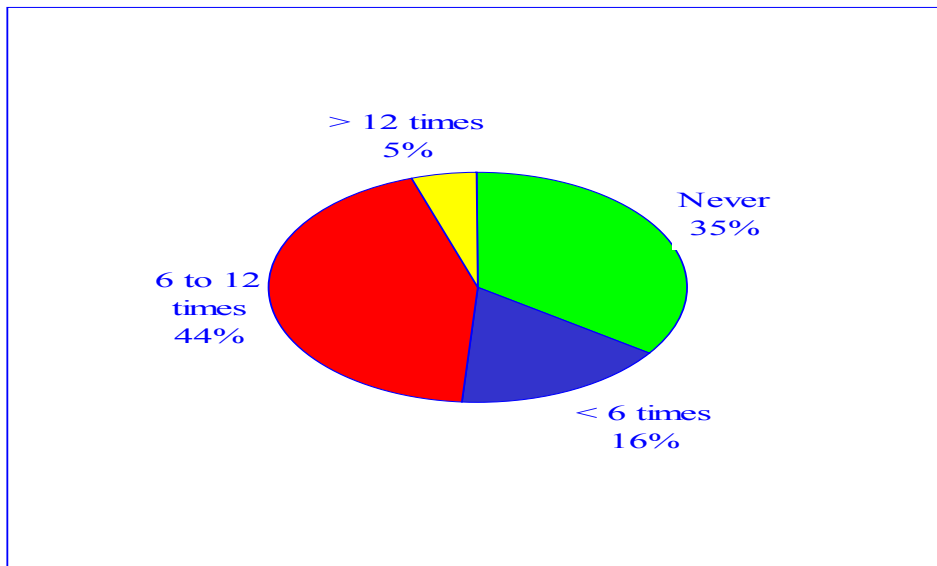


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14

## How frequently, if at all, did you eat raw oysters during the past year?

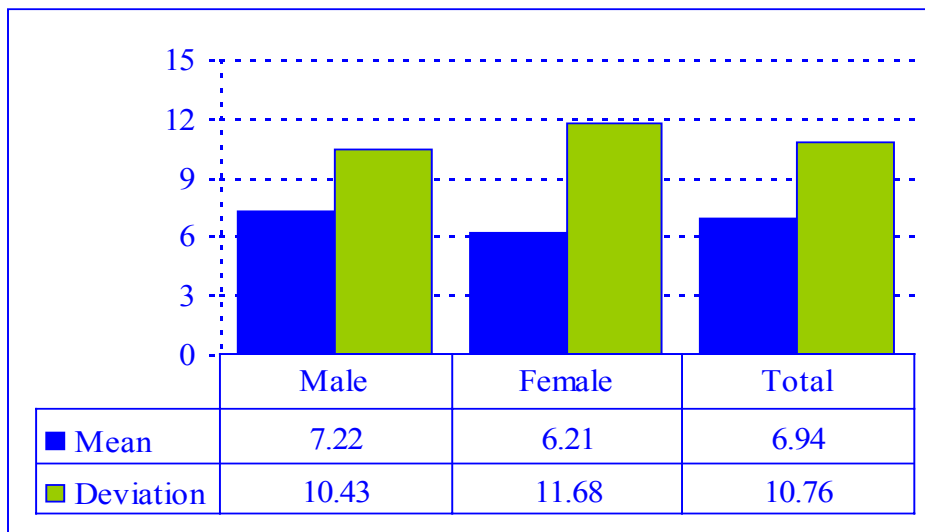


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15

## How frequently, if at all, did you eat raw oysters during the past year? By respondent's gender

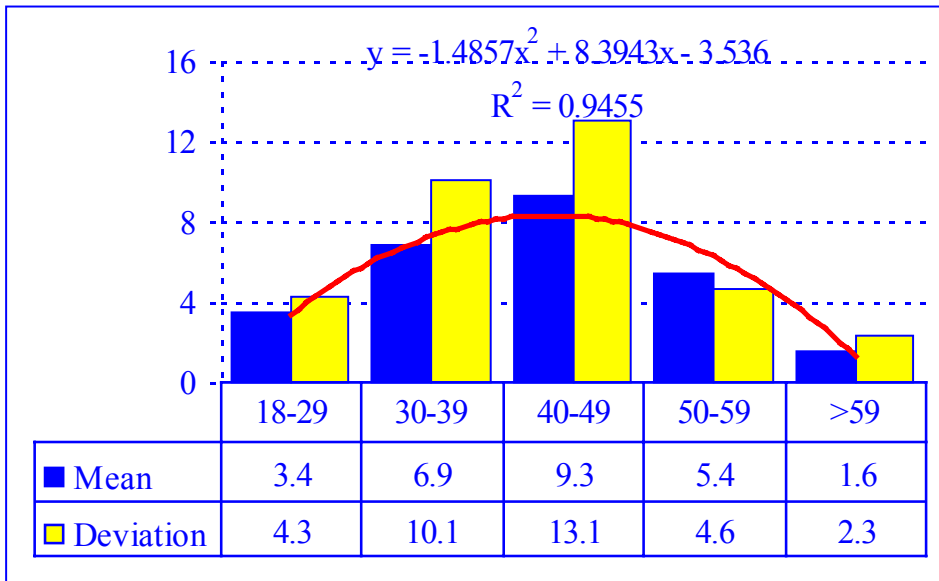


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16

## How frequently, if at all, did you eat raw oysters during the past year? By respondent's age

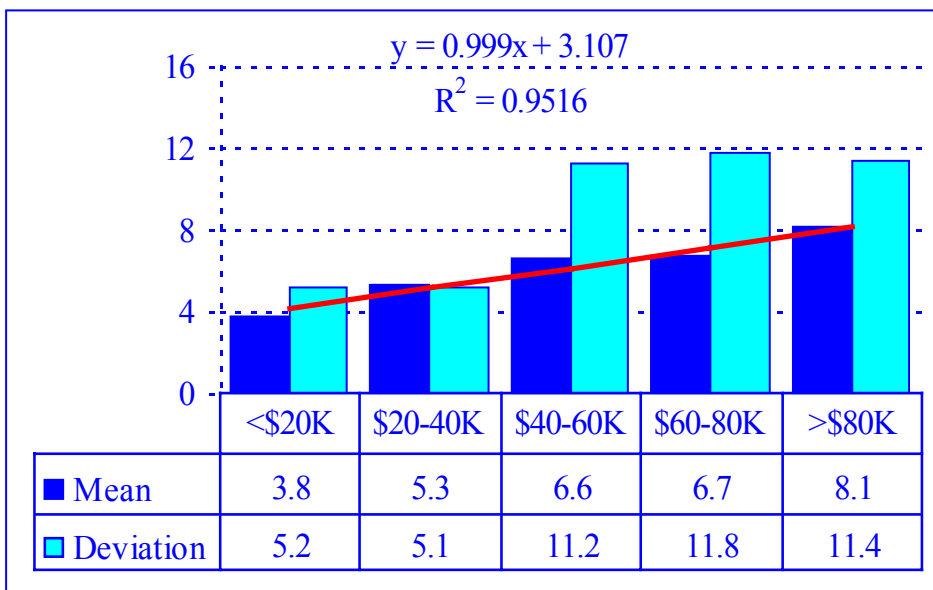


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17

## How frequently, if at all, did you eat raw oysters during the past year? By household income

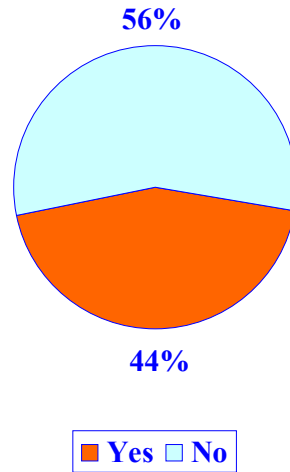


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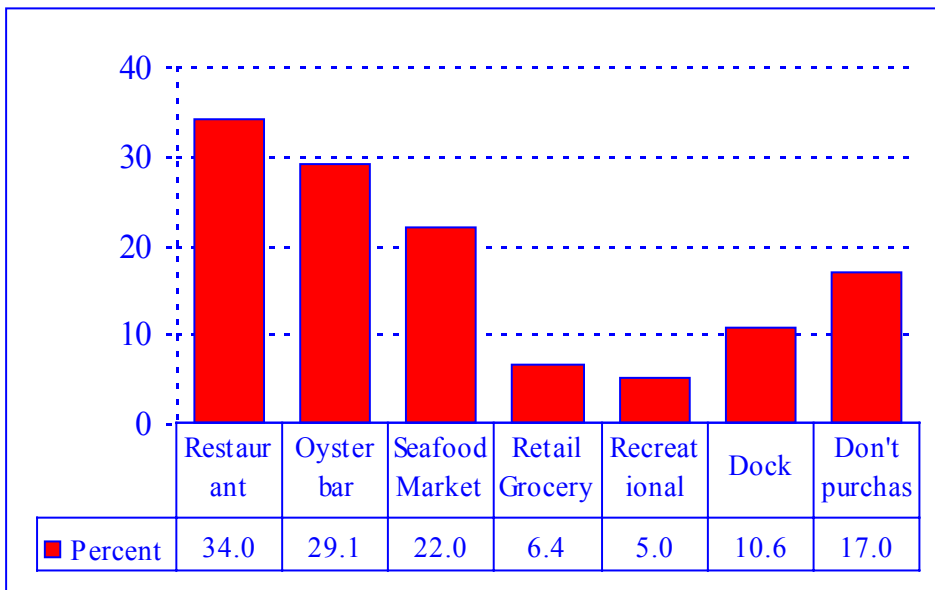
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18

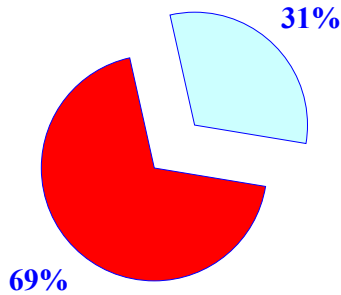
## Would you eat raw oysters more often if health and safety concerns were reduced or eliminated?



## Where do you usually purchase raw oysters for consumption?

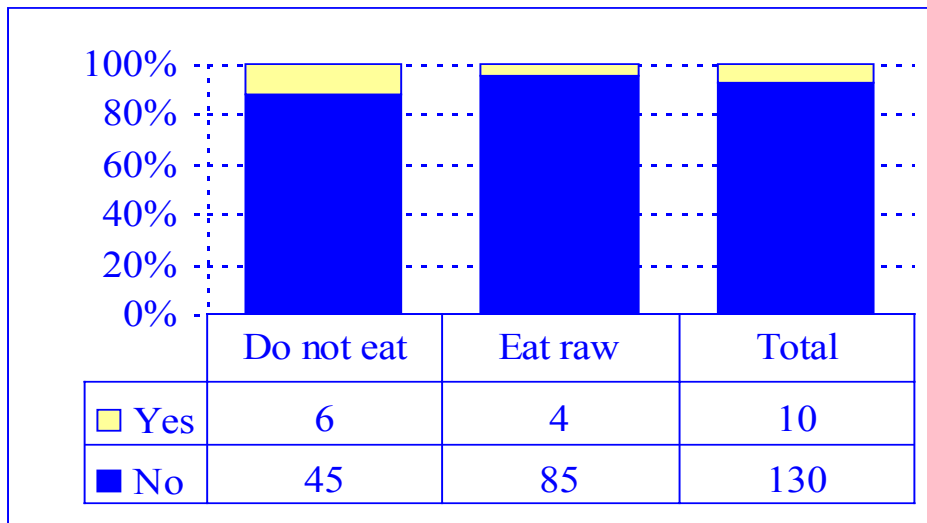


After irradiation, oysters have the taste, texture and appearance of a fresh raw oyster. Do you believe that statement?

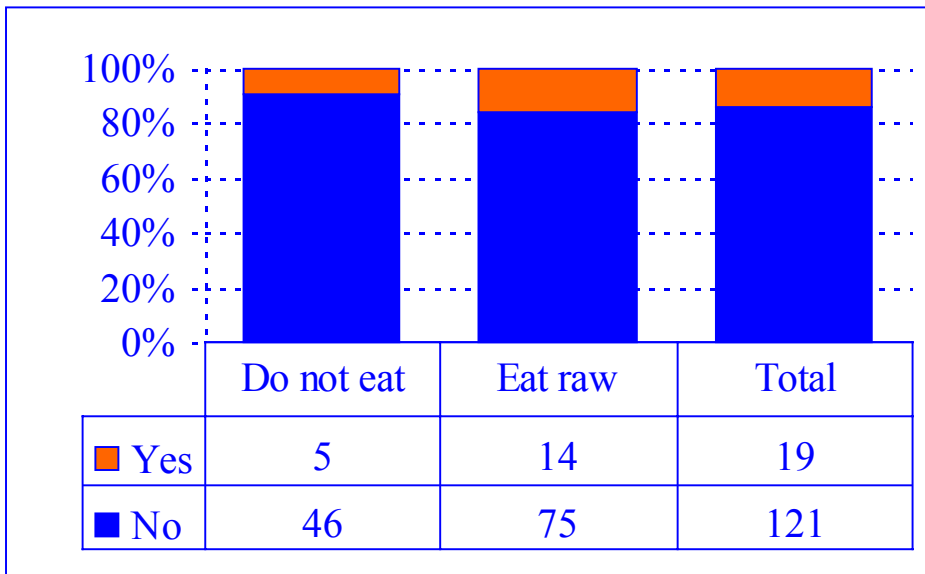


■ Yes □ No

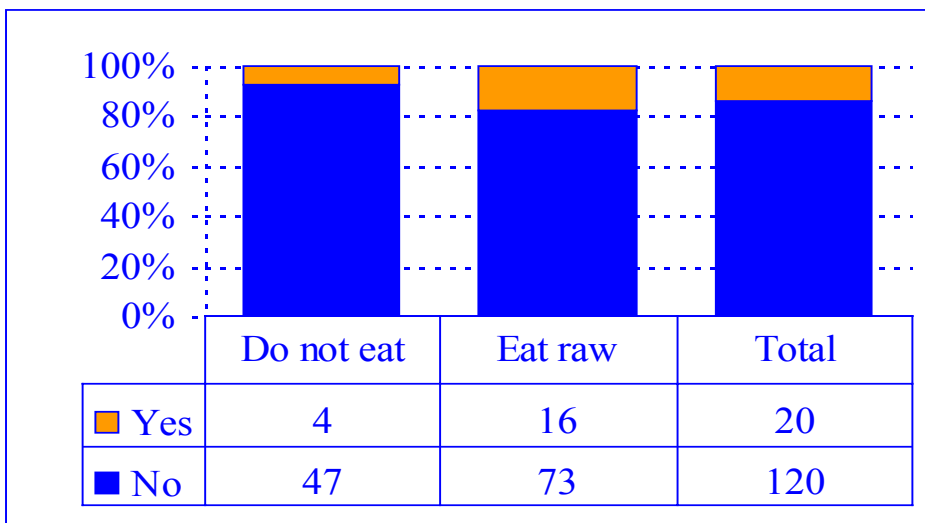
*Oysters become radioactive*



*Health of humans consuming irradiated oysters would be affected because of radiation.*



*Irradiation decreases nutritive value of oysters*



## *Irradiation increases the health risk of workers*

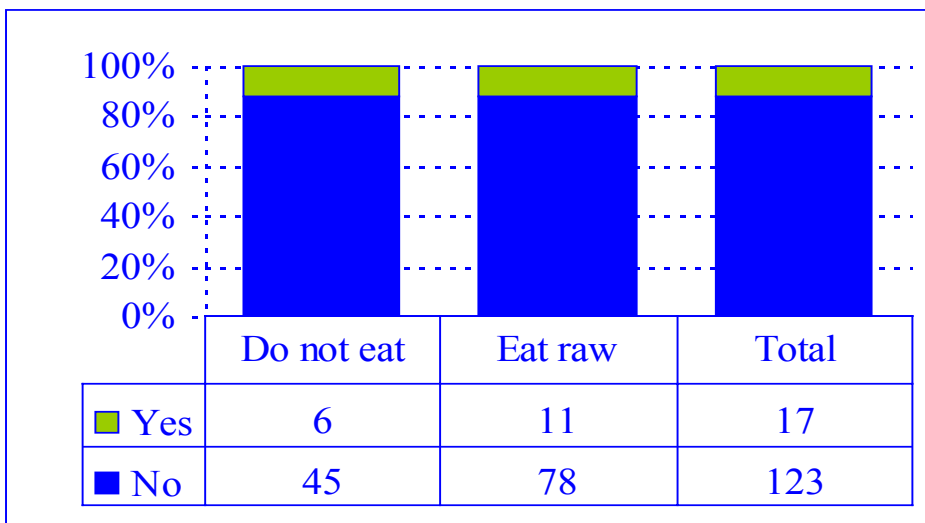


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25

## *Irradiation technology can cause environmental pollution*

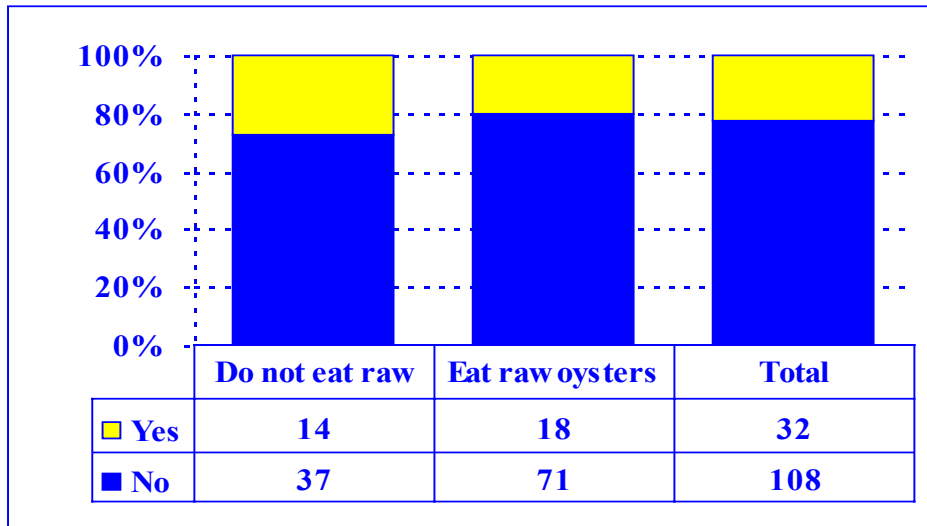


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26

## *Irradiation technology will increase food prices*

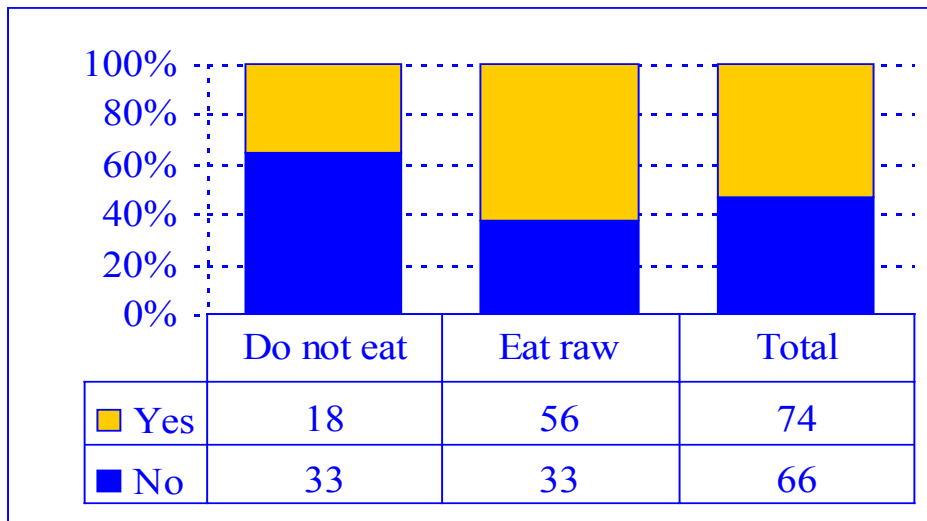


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27

## Would you be interested in buying irradiated raw oysters?

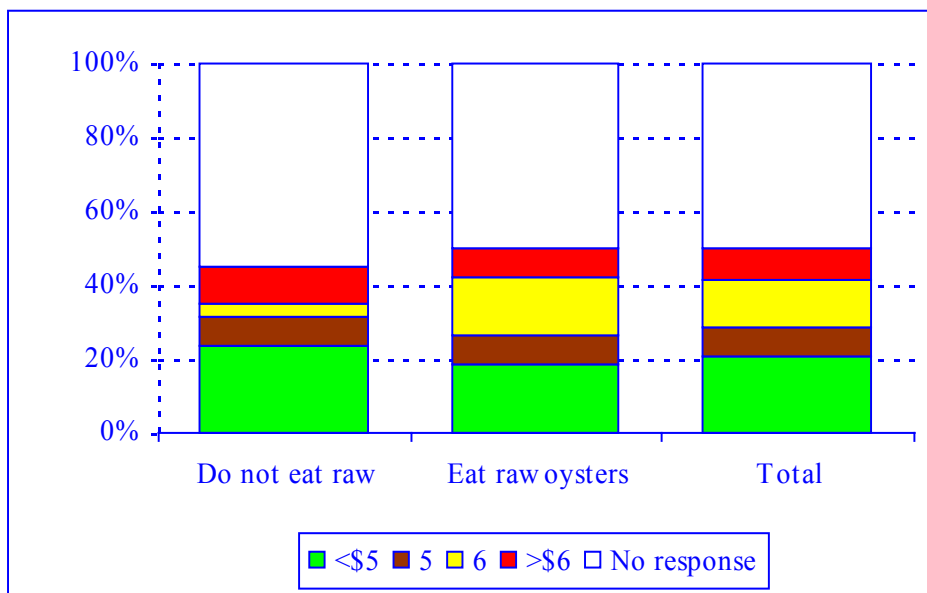


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28

How much would you be willing to pay for a dozen irradiated raw oysters if purchased in the supermarket?



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29

## FURTHER RESEARCH

- Compare results with the following databases:
  - Gulfport Open House Consumer Survey
  - Baltimore Telephone Consumer Survey
  - Houston Telephone Consumer Survey

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30