



2005 NC Seafood Festival Survey by Carteret Catch:

- Total number of survey respondents: 175.
- 84% expected seafood purchased at the coast to be locally caught.
- 90% expected seafood in local restaurants to be locally harvested.
- 92% said they were inclined to purchase local seafood if given a choice.
- Favorite commodities include **shrimp, flounder, scallops, oysters, and blue crabs.**

2006 Carteret County Survey by Dr. Susan Andreatta, UNC-Greensboro (NC Fishery Resource Grant 06-ST-02):

- Total number of survey respondents: 295.
- Favorite commodities (in descending order): **Shrimp, flounder, scallops, oysters, hard-shell crab, tuna, grouper, soft-shell crab clams, snapper, bluefish and trout.**
- Among residents, home is the favorite place to eat seafood but 40 percent eat a seafood meal out at least once per week.
- Fifty-one percent of day-trippers eat at least one seafood meal at a restaurant.
- Thirty-three percent of visitors staying one week ate one seafood meal at a restaurant.
- Thirty percent of visitors staying one week eat at least two seafood meals at a restaurant.
- **Eight-three percent of respondents were willing to pay a price premium for local seafood at restaurants.**
- Seafood for home consumption is purchased at seafood markets (32%), roadside stands (16%), from fishermen (16%), and at grocery stores (15%).
- **Eight-four percent of respondents said it was important that the seafood they were eating in the area be locally harvested.**

2007 Carteret County Survey by Dr. Rita O'Sullivan, UNC-Chapel Hill (Community Economic Development Competitive Grant Program):

Fill out cards

- *Total number of survey respondents: 57.*
- *Favorite commodities (in descending order): Shrimp, scallops, flounder, oysters, blue crab, grouper, tuna, clams, and snapper.*
- *Respondents specifically asked for local seafood at restaurants (72%), at seafood retailers (79%) and at supermarkets (26%).*
- *Respondents patronized restaurants (68%), seafood retailers (77%), and supermarkets (16%) that serve local commodities.*
- *Prior to completing the survey, 40 percent of respondents had heard of Carteret Catch.*
- *Ninety-five percent of respondents state they would buy Carteret Catch seafood if it were available in other North Carolina markets.*

2008 NC Seafood Festival Survey by Dr. Amy Anderson, UNC-Chapel Hill (Community Economic Development Competitive Grant Program):

- *Total number of survey respondents: 339 (Fifty-nine percent of respondents were visiting Carteret County, 28 percent were county residents, eight percent lived outside of the state and five percent did not list their residence)*
- *Percentage of respondents who prefer to purchase local seafood over imports when given a choice: 91.*
- *Percentage of respondents who believe local seafood is of higher quality than imported seafood: 98.*
- *Percentage of respondents who believe that local seafood is safer than imports: 98.*
- *Percentage of respondents who say they are willing to pay a premium price to ensure the seafood they buy is of local origin: 90.*
- *Seventy-nine percent of respondents purchase local seafood because marine stocks are managed for sustainability by state and federal regulators. Sixty-five percent of respondents were aware that local fisheries are managed for sustainability.*
- *Eighty-seven percent of respondents say they purchase local seafood because harvesters and processors comply with federal and state rules that monitor food quality and safety. Seventy percent of respondents were aware that local catches were regulated to ensure wholesomeness.*
- *Ninety-four percent of respondents choose to purchase local seafood because doing so supports local fishing communities. Seventy-five percent of respondents were aware that purchasing local sustains the livelihood of Carteret County fishermen.*

- *Eighty-one percent of respondents expect restaurants to serve local seafood, 80 percent expect seafood retailers to sell local products and 44 percent expect supermarkets to sell local seafood.*
- *Sixty-four percent of respondents ask restaurants if the seafood they serve is local, 68 percent ask seafood retailers to identify local products on their counters, and 40 percent ask supermarkets to identify local seafood in their display cases.*
- *Sixty-six percent of respondents say they patronize restaurants that make an effort to serve local seafood, 71 percent buy from retailers that sell primarily local products, and 30 percent select for grocery markets that offer local seafood.*
- *Fifty-seven percent of respondents buy local seafood at restaurants; 80 percent buy at seafood retail markets and 40 percent buy local seafood at supermarkets.*