

# 2011 Gulf Coast Shrimp Survey Phase 1

## 1. Shrimp - Domestic or Imported?

This survey asks participants questions about perceptions opinions about imported vs. locally caught Gulf Coast shrimp. You must be age 18 or over to participate. Participation is strictly voluntary. No private information nor any identifying information is being collected, so there are no issues of confidentiality. Your participation should take approximately ten minutes.

Thank you in advance for your participation.

"This project has been reviewed by the Human Subjects Protection Review Committee, which ensures that research projects involving human subjects follow federal regulations. Any questions or concerns about rights as a research subject should be directed to the chair of the Institutional Review Board, The University of Southern Mississippi, 118 College Drive #5147, Hattiesburg, MS 39406-0001, (601) 266-6820." Clicking on the survey button indicates your consent to participate in this research.

### 1. How often do you consume shrimp?

	I frequently eat shrimp		I eat shrimp on occasion		I never eat shrimp
Shrimp!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2. What are your consumer habits regarding Gulf Coast shrimp?

	I buy plenty of shrimp		I am a moderate consumer of shrimp		I never buy shrimp
Tell us about your Gulf Coast shrimp buys:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 3. Approximately how much shrimp do you buy during the year? Please enter a number in pounds.

Fresh Gulf Coast Shrimp

Frozen Shrimp

### 4. Will the 2010 oil spill in the Gulf of Mexico influence your purchases of Gulf Coast shrimp vs. imported shrimp? Please respond to how much you agree or disagree to the following questions:

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I plan more than ever to support our Gulf Coast Shrimpers and buy local shrimp.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am leery of buying gulf shrimp because of the oil spill.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely now to buy imported shrimp rather than Gulf Coast shrimp.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing to compare with our Gulf Coast Shrimp; I will not buy imported shrimp.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not care where my shrimp come from.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy shrimp according to price alone not where it comes from.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## 5. Given the oil spill in the Gulf of Mexico in 2010, how likely are you now to to change your preference to purchase Gulf Coast shrimp or imported shrimp?

	I will only buy Gulf Coast Shrimp	I will mostly buy Gulf Coast Shrimp	I do not care where my shrimp comes from	I buy mostly imported shrimp	I will only buy imported shrimp
Gulf Coast Shrimp or Imported Shrimp?	jq	jq	jq	jq	jq

## 6. How do you expect the 2010 oil spill will impacted your shrimp consumption during the 2011 shrimp seasons? Please indicate the extent to which you agree or disagree with the following statements:

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I bought more gulf coast shrimp this season than I usually buy.	jq	jq	jq	jq	jq
Most of the places where I buy freshly caught shrimp have shrimp for sale.	jq	jq	jq	jq	jq
I don't trust the local shrimp because of the oil and the oil dispersants that I hear are in the water.	jq	jq	jq	jq	jq
I bought less gulf coast shrimp this season than I usually buy.	jq	jq	jq	jq	jq
I believe that the reason why you cannot find shrimp easily right now is because the shrimpers are working to clean up the oil spill.	jq	jq	jq	jq	jq
I believe that the reason why you cannot find shrimp easily right now is because the shrimping grounds are closed to shrimping.	jq	jq	jq	jq	jq
The fresh Gulf Coast shrimp that I bought this year cost more than I usually pay.	jq	jq	jq	jq	jq

## 7. In the aftermath of the BP oil spill, who do you trust to give you unbiased straight answers about the situation in the Gulf of Mexico and the safety of Gulf Shrimp?

	Strongly Trust	Trust	Neither Trust Nor Mistrust	Mistrust	Strongly Mistrust
Representatives from BP	jq	jq	jq	jq	jq
The US Federal Government	jq	jq	jq	jq	jq
My state government	jq	jq	jq	jq	jq
The National Oceanic and Atmospheric Administration (NOAA)	jq	jq	jq	jq	jq
The United States Environmental Protection Agency (EPA)	jq	jq	jq	jq	jq
University researchers WHO ARE under contract with BP	jq	jq	jq	jq	jq
University researchers WHO ARE NOT under contract with BP	jq	jq	jq	jq	jq

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## 8. Please respond to the following statements and show how strongly you agree or disagree with them.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
We should buy fresh Gulf shrimp harvested along the Gulf Coast, because charity begins at home.	ja	ja	ja	ja	ja
We should buy fresh Gulf shrimp harvested along the Gulf Coast first, because it is the American way.	ja	ja	ja	ja	ja
Fresh Gulf shrimp harvested along the Gulf Coast tastes better than imported shrimp.	ja	ja	ja	ja	ja
The poor shape of the economy is largely the result of Americans buying foreign-made imports.	ja	ja	ja	ja	ja
Foreigners should not be allowed to put their shrimp in our markets.	ja	ja	ja	ja	ja
Americans should not buy foreign imported shrimp, because this hurts Gulf Coast shrimpers and causes unemployment.	ja	ja	ja	ja	ja
It is always best to buy fresh Gulf shrimp harvested along the Gulf Coast.	ja	ja	ja	ja	ja
Imported shrimp tastes better than fresh Gulf shrimp harvested along the Gulf Coast.	ja	ja	ja	ja	ja
We must support products produced in our own country for our own survival.	ja	ja	ja	ja	ja
It is downright unpatriotic to buy anything except American-made products.	ja	ja	ja	ja	ja
Only seafood products that would be otherwise unavailable in the U.S. should be imported.	ja	ja	ja	ja	ja
Fresh Gulf shrimp harvested along the Gulf Coast, first, last, and foremost.	ja	ja	ja	ja	ja

## 9. Please respond to the following statements and show how strongly you agree or disagree with them.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Purchasing foreign-made products is un-American.	ja	ja	ja	ja	ja
We should purchase products manufactured in America instead of letting other countries get rich off us.	ja	ja	ja	ja	ja
Curbs should be put on all imported shrimp.	ja	ja	ja	ja	ja
It may cost me in the long run but I prefer to support American products.	ja	ja	ja	ja	ja
American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	ja	ja	ja	ja	ja
I only buy imported shrimp for special occasions.	ja	ja	ja	ja	ja
I think that imported shrimp is a better value than shrimp caught in the Gulf by local shrimpers.	ja	ja	ja	ja	ja
When I go to a restaurant, I only order shrimp dishes that specify that they contain fresh Gulf Coast shrimp.	ja	ja	ja	ja	ja
It does not matter if the shrimp that I eat are caught in the Gulf or if they are imported from China.	ja	ja	ja	ja	ja

## 10. Your age? (Age 18 minimum)

Age:

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## 11. Gender?

Male

Female

## 12. What is your home zip code?

Zip Code

## 13. Education?

	Did not finish high school	High school diploma	Some college, but did not finish	Four-year college degree	Graduate School or higher
Please check the box that best describes your level of education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 14. Approximate personal income?

	\$15,000 or less	\$15,001 to \$25,000	\$25,001 to \$35,000	\$35,001 to \$45,000	\$45,001 to \$60,000	\$60,001 to \$80,000	Greater than \$80,000
Please check the box that best describes your level of annual income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 15. How did you learn of this survey?

Television

Newspaper

Radio

Friend

Email

Other (please specify)

## 16. For USM Students only: If entering data as part of a class assignment, please enter your "w" number in this space: