

Supplementary material

Questionnaire of eating habits of wild Baltic salmon and Baltic herring

Purpose of this questionnaire is to collect information on how Baltic herring and salmon are used as human food in Baltic sea countries and which determinants affect on people's eating habits of these fish species.

First four questions are for background to allow us make analysis between eating habits of people in different groups based on their location, age, educational level and purchasing power.

Q1. What is the postal code of your residence? _____

Q2. How old are you? _____ years

Q3. What's the level of your highest education?

- Primary education
- Secondary education (gymnasium, vocational school or similar)
- Lower level college education or similar
- Higher level college education or similar

Q4. How would you rate the purchasing power of your household?

- Very low
- Low
- Sufficient
- Good
- Very good
- Excellent

Q5. Which of the following food supplements do you eat often at least part of the year (as a separate product or as a part of some multicomponent)? (you can choose several options)

- Fatty acids (Omega 3, DHA, EPA etc.)
- Vitamin D
- Other vitamins

Q6. Do you and/or some other member in your household fish? (you can choose several options)

- No
- Yes, for recreational purposes
- Yes, for household use
- Yes, as a professional fisherman

Q7. Do you eat fish?

- No
- Yes (**Jump to Q9**)

Q8. Why don't you eat fish? (you can choose several options) (**Jump to Q30 after this**)

- Allergy
- I don't like the taste
- I don't like fish bones
- Difficult to cook
- Health risks
- I'm not used to
- I'm concerned about the sustainability of fish stocks
- It is ethically wrong to eat animals
- I'm a vegetarian
- Some other reason, what? _____

Q9. How often do you on average eat fish?

- 5 or more times per week
- 2 - 4 times per week
- once a week
- 1 - 3 times per month
- A few times a year
- less than once a year

Q10. Do you eat salmon or trout at least sometimes?

- No (**Jump to Q20**)
- Yes

Answer Q11 only if you eat salmon (Q10), otherwise jump to Q20.

Q11. Which of the following salmonids do you eat at least sometimes? (you can choose several options)

- Wild Baltic salmon
- Wild Atlantic salmon
- Norwegian cultured salmon
- Rainbow trout
- Some other salmon, what?
- I never know which salmonid I eat (**Jump to Q20**)

Answer Q12, Q13, Q14, Q15, Q16, Q17 only if you are eating wild Baltic salmon (Q11). If not, jump to the Q18.

Next six questions are targeted only on **wild Baltic salmon**, which you selected in the previous question as one of the salmonids that you eat at least sometimes. When answering these questions, think of your eating habits of this one species only.

Q12. Where do you usually get the **wild Baltic salmon** that you eat? (you can choose several options)

- Me or some other member of our household catch it
- Buy from a grocery store
- Buy from a market place/fishmonger or similar
- Eat in a restaurant/cafe/canteen or similar
- Directly from a fisher
- From a relative, friend, or similar
- Somewhere else, where _____

Next four questions are related on your eating frequency and amount of wild Baltic salmon. There are separate questions for dishes with wild Baltic salmon used as an ingredient in it (such as soup, casserole, gravy, sushi etc.) and for servings with wild Baltic salmon as a side dish (separate product such as fish balls, fillet, gravlax, canned salmon etc.).

Q13. How often do you on average eat **wild Baltic salmon** as an ingredient in a dish (i.e. as part of a soup, gravy, sushi, casserole etc.)?

- 5 or more times per week
- 2 - 4 times per week
- once a week
- 1 - 3 times per month
- A few times a year
- less than once a year
- Never (**Jump to Q15**)

Q14. How much on average do you eat at once of a dish with **wild Baltic salmon** in it? Think of a medium sized lunch plate and the amount of the whole dish, not just the salmon.

- 1/6 plate or below (50 grams)
- 1/3 plate (100 grams)
- 1/2 plate (150 grams)
- 2/3 plate (200 grams)
- 5/6 plate (250 grams)

- full plate (300 grams)
- overly full plate (over 400 grams)
- I'm not able to estimate

Q15. How often do you on average eat **wild Baltic salmon** as a side dish (i.e as a separate product such as fish balls, stake, fillets, graved, canned etc.)?

- 5 - 7 times per week
- 2 - 4 times per week
- once a week
- 1 - 3 times per month
- A few times a year
- less than once a year
- never (**Jump to Q17**)

Q16. What is the average amount of **wild Baltic salmon** as a side dish at once? Think of a medium sized lunch plate.

- 1/6 plate or below (50 grams)
- 1/3 plate (100 grams)
- 1/2 plate (150 grams)
- 2/3 plate (200 grams)
- 5/6 plate (250 grams)
- I'm not able to estimate

Q17. Select up to three most important reasons for you **to eat wild Baltic salmon**?

Reason to eat wild Baltic salmon	
It tastes good	
I caught it	
It's easy to cook	
It's quick to cook	
It's readily available	
It's healthy	
It's inexpensive	
My family likes it	
It's environmentally/climate friendly choice	
It's a traditional dish	
Some other reasons, what? _____	

Answer Q18 only if you are not eating wild Baltic Salmon (Q11)

Q18. You answered in the previous question that you **don't eat wild Baltic salmon**. Select up to three most important reasons for why not eating it.

Reason to not to eat wild Baltic salmon	
I don't like the taste	
I am not used to eating it / not offered at home	
I don't know how to cook it	
It is not easily available	
I'm worried about the possible health risks caused by the harmful chemicals in it	
I doubt the quality/freshness of the products	
I'm worried about the sustainability of the stocks	
It doesn't belong to traditional dishes of my home area	
It is too expensive	
Some other reason, what? _____	

Q19. How would the following factors influence on your consumption of **wild Baltic salmon** compared to your current use? Select one for each option.

Determinant	Decrease it to zero	Decrease it to less than half	Decrease it a bit	No effect	Increase it a bit	Increase it over by half	Increase it over to double
Lower price							
Higher price							
Better availability							
Availability of wider variety of ready meals / refined products							
Cooking suggestions and recipes provided within the store or in the package.							
Better information (e.g. package markings or in the store) on the catch date, area, fisher and/or the refiner							
Improvement of the stocks (eco-labelling)							
Lower level of harmful chemicals in the fish							

National food safety authorities publish a recommendation to eat it							
National food safety authorities publish a recommendation to limit eating it							

Q20. Do you eat any herring (Baltic or other) at least sometimes?

- No
- Yes

Q21. Do you eat Baltic herring? This means herring caught from Baltic sea, not from Atlantic ocean.

- No (**Jump to Q28**)
- Yes
- I don't know (**Jump to Q30**)

Answer Q22, Q23, Q24, Q25, Q26, Q27 only if you eat Baltic herring (Q21). If not, jump to Q28.

Next six questions are targeted only on **Baltic herring**, which you indicated eating at least sometimes. When answering these questions, think of your eating habits of this one species only.

Q22. Where do you usually get the **Baltic herring** that you eat? (you can select several options)

- Catch it on my own
- Buy from a grocery
- Buy from a market place/fishmonger or similar
- Eat in a restaurant/cafe/canteen or similar
- Directly from a fisher
- From a relative, friend or similar
- Somewhere else, where _____

Next four questions are related on your eating frequency and amount of Baltic herring. There are separate questions for dishes with Baltic herring used as an ingredient in it (such as casserole) and for servings with whole Baltic herrings or fillets as a side dish (fried, smoked, rolls, pickled, salted or otherwise prepared).

Q23. How often on average do you eat **Baltic herring as ingredient of a dish?** (i.e as part of a dish such as in a casserole or some other food including Baltic herring)?

- 5 - 7 times per week
- 2 - 4 times per week
- once a week
- 1 - 3 times per month
- A few times a year
- less than once a year
- never (**Jump to Q25**)

Answer Q24 only if you eat Baltic herring as ingredient of a dish at least sometimes.

Q24. How much on average do you eat of a dish at once with **Baltic herring** in it? Think of a medium sized lunch plate and the amount of the whole dish, not just the amount of Baltic herring.

- 1/6 plate or below (50 grams)
- 1/3 plate (100 grams)
- 1/2 plate (150 grams)
- 2/3 plate (200 grams)
- 5/6 plate (250 grams)
- full plate (300 grams)
- overly full plate (over 400 grams)
- I'm not able to estimate

Q25. How often on average do you eat **whole Baltic herrings or fillets as a side dish** (fried, smoked, rolls, pickled, salted or otherwise prepared)?

- 5 or more times per week
- 2 - 4 times per week
- once a week
- 1 - 3 times per month
- A few times a year
- less than once a year
- never (**Jump to Q27**)

Answer Q26 only if you eat whole Baltic herrings or fillets at least sometimes.

Q26. How much on average of **Baltic herring** as a side dish at once? Think of a medium sized lunch plate.

- 1/6 plate or below (50 grams)
- 1/3 plate (100 grams)
- 1/2 plate (150 grams)
- 2/3 plate (200 grams)
- 5/6 plate (250 grams)
- I'm not able to estimate

Q27. Select up to three most important reasons for you **to eat Baltic herring**?

Reason to eat Baltic herring	
It tastes good	
I caught it	
It's easy to cook	
It's quick to cook	
It's readily available	
It's healthy	
It's inexpensive	
My family likes it	
It's environmentally/climate friendly choice	
It's a traditional dish	
Some other reasons, what? _____	

Answer Q28 only if you are not eating Baltic herring (Q21)

Q28. You answered in the previous question that you **don't eat Baltic herring**. Select up to three most important reasons for why not eating it.

I don't like the taste and/or smell of it	
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I am not used to eating it / not offered at home	
I don't know how to cook it	
It is difficult to cook	
It is not easily available	
I'm worried about the possible risks caused by the harmful chemicals in it	
It is more suitable for animal feed than human food	
I doubt the quality/freshness of the products	
I'm worried about the sustainability of the stocks	
Some other reason, what? _____	

Q29. How would the following factors influence your consumption of **Baltic herring** compared to your current use? Select one option for each row.

	Decrease it to zero	Decrease it to less than half	Decrease it a bit	No effect	Increase it a bit	Increase it over by half	Increase it over to double
Lower price							
Higher price							
Better availability							
Availability of wider variety of ready meals / processed products							
Cooking suggestions and recipes provided in the store or in the package.							
Better information (e.g. package markings or in the store) on the catch date, area, fisher and/or processing company..							
Improved stocks (eco-labelling)							
Lower level of harmful chemicals in the fish							
National food safety authorities publish a recommendation to eat it							
National food safety authorities publish a recommendation to limit eating it							
Some other reason, what _____, _____							

Q30. Are you familiar with the possible eating recommendations of Baltic herring and/or wild Baltic salmon in your country?

I'm not aware of any recommendations
There is a recommendation, but I'm not sure about the exact content of it
There is a recommendation and I'm familiar with the content of it

Following two questions measure social values of wild Baltic salmon and Baltic herring.

Q31. How strongly do you agree or disagree with the following statements on Baltic salmon? Please indicate your position by selecting a number from -5 (strongly disagree) to 5 (strongly agree).

Baltic salmon is important because...

It contributes to the economic wellbeing of the society
It is a natural resource for humans to utilize
It belongs to all Baltic Sea citizens equally
It involves long traditions related to fishing and fish eating
It inspires to search experiences from nature, cultural sites, fish markets or from different dishes
It is among the most renowned fish species of the Baltic Sea
It is part of the Baltic Sea ecosystem
I have an emotional bond to it
It helps me to achieve my personal aims

Q32. How strongly do you agree or disagree with the following statements on Baltic herring? Please indicate your position by selecting a number from -5 (strongly disagree) to 5 (strongly agree).

Baltic herring is important because...

It contributes to the economic wellbeing of the society
It is a natural resource for humans to utilize
It belongs to all Baltic Sea citizens equally
It involves long traditions related to fishing and fish eating
It inspires to search experiences from nature, cultural sites, fish markets or from different dishes
It is among the most renowned fish species of the Baltic Sea
It is part of the Baltic Sea ecosystem
I have an emotional bond to it
It helps me to achieve my personal aims