Wisconsin Walleye: 2015 Walleye Marketing Survey and Fingerling Walleye Survey Report

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Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of these two projects. We would like to thank Denise Parks, Katrina Barrett, Emily Johnson, Kaylin Spaeth, and David Jacobsen. We gratefully acknowledge their hard work and dedication. We would also like to thank Jim Held, Aquaculture Outreach Specialist, University of Wisconsin Extension, for his assistance. Finally, we thank the Wisconsin businesses and lake association representatives who took the time to complete the surveys.
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Executive Summary

September through November 2015, Jim Held, Aquaculture Outreach Specialist for the University of Wisconsin-Extension, in conjunction with a fish farm that is employing new technologies to produce a farm-raised walleye product for the food fish industry, conducted two surveys to explore markets for the potential new food product. Jim Held chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to collect the data and analyze the results for the two survey projects.

The first survey, Wisconsin Walleye Marketing survey, was sent to food retailer and restaurant owners and the second survey, Wisconsin Fingerling Walleye survey, was sent to lake association representatives.

For the Walleye Marketing survey, 219 Wisconsin food retailers (retail grocers and meat or fish markets) and restaurant owners were invited to participate. Out of 219 surveys sent, 69 surveys were returned. The response rate was 32% (69/219). The estimates included for the Walleye Marketing Survey in this report should be accurate to within plus or minus 9.8% with 95% confidence.

A total of 152 Wisconsin lake association representatives were invited to complete the Fingerling Walleye survey. Out of 152 surveys sent, 82 usable surveys were completed. The response rate was 54% (82/152). Estimates included for lake association representatives in this report should be accurate to within plus or minus 7.4% with 95% confidence.

**Wisconsin Walleye Marketing Survey**

Approximately one-half of respondents currently sell less than 100 lbs. of walleye monthly. Fourteen percent of the sample do not currently sell walleye at all (Figure 3).

A slight majority of businesses order their fish through a wholesaler (Figure 4).

Frozen fillets was the type of walleye a majority of businesses currently buy or sell and anticipate buying or selling (Figures 5 and 6).

One-half of the businesses surveyed believe that selling a locally produced product would give them a market advantage, while nearly one-third are not sure, and approximately one-fifth said it would not (Figure 7).

Approximately one-half of businesses would not be willing to pay premium price for locally grown walleye, while nearly 4 in 10 respondents would be willing to pay 10% more (Figure 8).

Two thirds of businesses would purchase 4 oz. fillets for their future walleye purchases. Approximately one-half of respondents would only purchase 8-12 oz. fillets, and about one-quarter would purchase 2 oz. fillets (Figure 9).
**Wisconsin Fingerling Walleye Survey**

Two-thirds of lake association representatives said that walleye are stocked in their lake (Figure 10).

Most walleye are stocked by the Department of Natural Resources (DNR) or purchased by the lake association (Figure 11).

Large fingerlings (6 inch) are the size of walleye most stocked in the lakes (Figure 12).

Approximately 7 in 10 lake association representatives said that it would be somewhat likely, likely, or very likely that their association would purchase walleye for stocking if DNR efforts are reduced or eliminated (Figure 13).
Survey Purpose and Methods

The goals of the Wisconsin Walleye Surveys were to help assess the market for Wisconsin farm-raised walleye using new technologies. The study included two separate surveys, the Wisconsin Walleye Marketing Survey and the Wisconsin Fingerling Walleye Survey.

Both surveys were designed by Jim Held, University of Wisconsin–Extension with assistance from the Survey Research Center (SRC) at the University of Wisconsin–River Falls. Email lists were created for both populations by Jim Held.

Wisconsin Walleye Marketing Survey

The Wisconsin Walleye Marketing survey, was sent to 219 food retailer and restaurant owners; 30 of these surveys were returned as non-deliverable. Three contacts were involved in the survey process. The initial invitation and survey was sent to 219 food retailers and restaurant owners on September 18, 2015. Those not responding to the initial invitation were issued a postcard reminder on October 1, 2015. Businesses not responding to the initial invitation/survey or follow-up reminder were sent a final survey on October 12, 2015. The survey project was closed on November 11, 2015.

Of 219 surveys sent, 69 surveys were returned. The response rate was 32% (69/219). The estimates included for the Walleye Marketing Survey in this report should be accurate to within plus or minus 9.8% with 95% confidence.

Wisconsin Fingerling Walleye Survey

The Wisconsin Fingerling Walleye survey, was sent to lake 152 association representatives; 23 of these surveys were returned as non-deliverable. Three contacts were involved in the survey process. The initial invitation and survey was sent to 152 lake association representatives on October 19, 2015. Those not responding to the initial invitation received a postcard reminder on November 2, 2015. Lake association representatives not responding to the initial invitation/survey or follow-up reminder were sent a final survey on November 11, 2015. The survey project was closed on November 30, 2015.

Of the 152 lake association representatives invited to participate in the survey, 82 surveys were returned. The response rate was 54% (82/152). Estimates included for lake association representatives in this report should be accurate to within plus or minus 7.4% with 95% confidence.

The following analysis will summarize the responses to both the 2015 Wisconsin Walleye Marketing and Wisconsin Fingerling Walleye Surveys.
Statistical Tests. For the Wisconsin Walleye Marketing survey, the SRC used statistical tests to identify questions with statistically significant differences across the three types of businesses invited to participate in the survey: restaurants, retail groceries, and meat or fish markets. In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the difference is not real. It does not mean the difference is necessarily large, important, or significant in the common meaning of the word.

Response patterns that vary at statistically significant levels (p < .05) will be noted in the report.

Appendices. Any survey has to be concerned about non-response bias – the situation where those who don’t respond to a survey have systematically different opinions than those who responded. Based on a standard statistical approach, the SRC does not believe that non-response bias is a problem with these datasets. Appendix A describes the approach to testing for non-response bias and the results. Respondents provided open-ended comments, which are included in Appendix B. Data summaries for each quantitative survey question for both surveys are in Appendix C.
Wisconsin Walleye Marketing Survey

**Background.** The Wisconsin Walleye Marketing survey was conducted by the University of Wisconsin-Extension in conjunction with a fish farm that is employing new technologies to produce a farm-raised walleye product for the food fish industry. The current supply of walleye is almost exclusively sourced from wild capture.

**Currently Sell or Interested in Selling Walleye**

The first question on the survey asked food retailers (retail grocers and meat or fish markets) and restaurant owners if they currently sell or would be interested in selling walleye in their business (Figure 1). Most respondents currently sell or are interested in selling walleye. If a business answered no to the question (9 respondents), they were asked to stop completing the questionnaire and return it in the postage-paid envelope provided.

![Figure 1: Currently Sell or Interested in Selling Walleye](image)

**Profile of Businesses**

**Nature of Business.** Respondents were asked which best describes the nature of their business. As shown in Figure 2, a slight majority of businesses were restaurants; one-third of the 54 respondents who responded to the question were food retailers (20% retail grocers and 13% meat or fish markets). “Other” responses can be found in Appendix B, Question 2.

![Figure 2: Nature of Business](image)
Walleye Market

**Walleye Sold on a Monthly Basis.** Monthly walleye selling patterns was measured in two different ways in the survey. Businesses were asked to indicate how much walleye they currently sell on a monthly basis. Businesses were then asked how much walleye they anticipate selling in a year. Responses to these two questions are summarized in Figure 3 (currently sell = top bar and anticipate selling in a year = bottom bar). As shown in Figure 3, approximately one-half of respondents currently sell less than 100 lbs. of walleye on a monthly basis. Fourteen percent of the sample do not currently sell any walleye at all. Approximately two-thirds of businesses anticipate selling at least 100 lbs. of walleye in a year.

**Figure 3: Monthly Basis:**

How Much Do You Currently Sell or Anticipate Selling in a Year?

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Currently Sell</th>
<th>Anticipate Selling in a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 pounds</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Less than 20 lbs.</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>20-49 lbs.</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>50-99 lbs.</td>
<td>7%</td>
<td>16%</td>
</tr>
<tr>
<td>100-499 lbs.</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>500+ lbs.</td>
<td>7%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Statistically significant difference:

- Restaurants were more likely to say they anticipate selling 500+ lbs. walleye a month.

**Ordering Fish.** Businesses were asked how they currently order fish sold through their business. Multiple choices were allowed, so percentages exceed 100% (Figure 4). A slight majority (57%) order their fish through a wholesaler followed by a food supply service (42%), and directly from a producer (22%).

**Figure 4: How Do You Currently Order Fish Sold Through Your Business?**

- Wholesaler: 57%
- Food Supply Service: 42%
- Directly from Producer: 22%
- Broker: 7%
- Not Applicable: 2%
Statistically significant differences in the way businesses order their fish:

- Retail grocers were more likely to say they order their fish directly from a producer.
- Restaurants were more likely to say they order their fish through a food supply service.

**Type of Walleye/Buy.** Businesses were asked what type of walleye they currently buy (top bar in each pair) and what type of walleye they anticipate buying in a year (bottom bar). Multiple choices were allowed, so percentages exceed 100% (Figure 5). Frozen fillets was the type of walleye a majority of respondents currently buy or anticipate buying. However, there appears to be significant growth opportunities in the buying of fresh fillets next year; only 38% of respondents are currently buying fresh fillets, but 60% said they anticipate buying fresh fillets next year.

**Figure 5: Type of Walleye You Currently Buy or Anticipate Buying in a Year**

<table>
<thead>
<tr>
<th>Type of Walleye</th>
<th>Currently Buy</th>
<th>Anticipate Buying in a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen fillets</td>
<td>81%</td>
<td>79%</td>
</tr>
<tr>
<td>Fresh fillets</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Dressed, fresh fish</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Whole fresh fish</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Pre-prepared frozen fillets</td>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Type of Walleye/Sell.** Businesses were then asked what type of walleye they currently sell and what type of walleye they anticipate selling in a year. Multiple choices were allowed, so percentages exceed 100% (Figure 6). Frozen fillets was the type of walleye a majority of respondents currently sell or anticipate selling. Results were similar to Figure 5, with one change in the overall order of the types of fish bought or sold. Respondents anticipate selling more pre-prepared frozen fillets in a year than they currently buy.

**Figure 6: Type of Walleye You Currently Sell or Anticipate Selling in a Year**

<table>
<thead>
<tr>
<th>Type of Walleye</th>
<th>Currently Sell</th>
<th>Anticipate Selling in a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen fillets</td>
<td>73%</td>
<td>83%</td>
</tr>
<tr>
<td>Fresh fillets</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Dressed, fresh fish</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Pre-prepared frozen fillets</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Whole fresh fish</td>
<td>4%</td>
<td>8%</td>
</tr>
</tbody>
</table>
• Not surprisingly, retail grocers and meat and fish markets were more likely to sell frozen fillets than restaurants.

Market Advantage

Locally Produced Product. The following introductory paragraph was included in the section of the survey describing Canadian imported fish. Most of the walleye currently sold in Wisconsin are frozen fillets that are imported from Canadian wild-capture fisheries. We have conducted university-based sensory evaluation studies that demonstrated that consumers prefer our locally farmed walleye to frozen Canadian walleye. Respondents were asked if they think selling a locally produced product would give them a market advantage (Figure 7). One-half of respondents believe that selling a locally produced product would give them a market advantage, while nearly one-third are not sure and approximately one-fifth said it would not.

Price

Pay Higher Price for Locally Grown Walleye. The following introductory paragraph was included in the section of the survey describing the average wholesale price of frozen Canadian walleye fillets. Over the past 2 years the wholesale price of frozen Canadian walleye fillets has averaged $7.50-$9.00 per pound. Respondents were asked if they would be willing to pay a higher price for locally grown walleye (Figure 8). Approximately one-half of respondents would not be willing to pay premium price, while nearly 4 in 10 respondents would be willing to pay 10% more.
Size

Willing to Purchase Smaller-Sized Fillets. The following introductory paragraph was included in the section of the survey describing walleye fillet sizes. Most of the walleye currently sold in Wisconsin are typically sold as a “single serving size” of 8-12 oz. fillet. Respondents were asked if they would be willing, in the future, to purchase smaller-sized “baby walleye” fillets approximately 2 oz. (4-6 fillets per serving), or 4 oz. (approximately 2-3 fillets per serving), and/or single serving 8-12 oz. fillets. Multiple choices were allowed (Figure 9). Two thirds of respondents would purchase 4 oz. fillets. Approximately one-half of respondents would only purchase 8-12 oz. fillets, and only about one-quarter would purchase 2 oz. fillets.

![Figure 9: What Size Fillets Would You Be Willing to Purchase in the Future?](image)

The rest of the report will summarize the responses to the 2015 Wisconsin Fingerling Walleye Survey. Summary comments/conclusions for both surveys will be provided at the end of the report.
Wisconsin Fingerling Walleye Survey

**Background.** The Wisconsin Fingerling Walleye survey was conducted by the University of Wisconsin-Extension in conjunction with a fish farm that is employing new technologies to produce a farm-raised advanced walleye fingerling used for resource enhancement. The current supply of walleye is almost exclusively sourced from wild capture. The Fingerling Walleye Survey sought feedback on current Lake Association stocking practices and their willingness to shoulder stocking efforts if that were no longer done by the DNR.

**Walleye Currently Stocked in Lake**

The first question on the survey asked lake association representatives if walleye are currently being stocked in their lake (Figure 10). Two-thirds of lake association representatives said that walleye are stocked in their lake. If a respondent answered no to the question (27 respondents), they were asked to stop completing the questionnaire and return it in the postage-paid envelope provided.

![Figure 10: Walleye Currently Stocked in Lake](image)

### Source of the Fish

**Fish Source.** When asked about the source of the Walleye in their lakes, respondents indicated that most walleye are stocked by the Department of Natural Resources (DNR) or purchased by the lake association (Figure 11). Multiple choices were allowed. “Other” responses can be found in Appendix B, Question 2.

![Figure 11: Source of Fish in Lake](image)
Size of the Fish

*Fish Size.* Respondents were asked what size of walleye are stocked in their lake. Multiple choices were allowed. As shown in Figure 12, most walleye stocked in lakes are large fingerlings (6 inch). One-third are either small fingerlings (2 inch) or hatched fry.

![Figure 12: Size of Walleye Stocked in Lake](image)

Stocking Efforts

*If DNR Stocking Efforts are Reduced or Eliminated.* Respondents were asked how likely is it that if DNR stocking efforts were reduced or eliminated, their association would purchase walleyes for stocking (Figure 13). Approximately 7 in 10 respondents said that it would be somewhat likely, likely, or very likely that their association would purchase walleye for stocking if DNR efforts are reduced or eliminated. A substantial proportion (32%) said it would be somewhat unlikely, unlikely, or very unlikely for their association to purchase walleye for stocking due to reduced or eliminated DNR efforts. It is not known what the reasons would be for lake associations to not purchase walleyes for stocking if DNR efforts were reduced or eliminated: Is fishing not important on their lake? Would natural reproduction rate be sufficient? Is it a strategic move that might induce DNR to continue? Does the views of the lake association representative represent the whole association?

![Figure 13: Likelihood of Association Purchasing Walleyes for Stocking if DNR Reduced or Eliminated Stocking Efforts](image)
Conclusions

Wisconsin Walleye Marketing Survey

Most businesses surveyed currently sell or are interested in selling walleye.

Frozen fillets is, by far, the type of walleye businesses most frequently sell currently or anticipate selling in a year.

About one-third of businesses currently sell at least 100 lbs. of walleye a year. However, two-thirds of businesses anticipate selling at least 100 lbs. of walleye in a year.

One-half of businesses believe that selling a locally produced product would give them a market advantage, while nearly one-third are not sure and approximately one-fifth said it would not.

Approximately one-half of businesses would not be willing to pay premium price for locally grown walleye, while nearly 4 in 10 respondents would be willing to pay 10% more.

A majority of businesses would purchase 4 oz. fillets in the future.

Wisconsin Fingerling Walleye Survey

Walleye stocked in lakes are mostly large fingerlings (6 inch).

Most walleye are stocked by the Department of Natural Resources (DNR) or purchased by the lake association.

Approximately 7 in 10 respondents said that it would be somewhat likely, likely, or very likely that their association would purchase walleye for stocking if DNR efforts are reduced or eliminated.
Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not complete a questionnaire have opinions that are systematically different from the opinions of those who complete their surveys. For example, suppose most non-respondents do not currently buy fresh Walley fillets (Wisconsin Walleye Marketing Survey, Question 5), whereas most of those who completed their survey do. In this case, non-response bias would exist, and the raw results would overstate the current fresh Walley fillet market.

A standard way to test for non-response bias is to compare the responses of those who responded to the first mailing to take the questionnaire to those who responded to the second mailing. Those who respond to the second mailing are, in effect, samples of non-respondents (to the first mailing), and we assume that they are representative of that group. In the Wisconsin Walleye Marketing survey, 40 businesses responded to the first mailing and 29 responded to the second mailing. We found only one variable with a statistically significant difference between the mean responses of these two groups of respondents in the Walleye Marketing survey (Table A1) out of 35 tested. A slightly higher percentage of early responders said that they would only purchase 8-12 oz. fillets in the future.

Table A1 indicates that even when a statistical difference exists, the magnitude of this one difference is small and did not impact the overall pattern of answers and the interpretation of the results.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean First Invitation</th>
<th>Mean After Reminder</th>
<th>Statistical Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9 Future Walleye Purchases: 8-12 oz. fillets</td>
<td>.55</td>
<td>.31</td>
<td>.049</td>
</tr>
</tbody>
</table>

In the Wisconsin Fingerling Walleye survey, 73 lake associations responded to the first mailing and 9 responded to the second mailing. We found no variables with statistically significant differences between the mean responses of these two groups of respondents out of 9 tested.

The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for these samples.
Appendix B – Wisconsin Walleye Written Comments, 2015

Wisconsin Walleye Marketing Survey Comments

Q2: Which best describes the nature of your business? ‘Other’ responses
- Bar and grill/tavern (x4)
- Wholesale distributor/fish distributor (x4)
- Co-op
- Seafood distributor
- Two businesses

Wisconsin Fingerling Walleye Survey Comments

Q2: What is the source of the fish? ‘Other’ responses
- Lawrence Lake Sports Club
- Silver Moon Springs Bell Trout and Walleye
- Tribal
- We Care Fishing Club
Appendix C – Quantitative Summary of Responses by Question
Wisconsin Walleye Marketing Survey
**FINAL RESULTS**
69 Surveys Returned Out of 219 Recipients or 31%
9 respondents answered “No” to Q1

1. Do you currently sell or would you be interested in selling walleye in your business? n=69
   - Yes: 87%
   - No: 13%
   If no, please STOP and return the questionnaire

2. Which best describes the nature of your business? (● Mark one) n=54

<table>
<thead>
<tr>
<th></th>
<th>Restaurant</th>
<th>Retail Grocery</th>
<th>Meat or Fish Market</th>
<th>Other, Specify: See Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=54</td>
<td>57%</td>
<td>20%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

3. With respect to walleye, on a monthly basis how much do you:

- Currently sell? n=56
  - 0 pounds: 14%
  - Less than 20 lbs.: 13%
  - 20-49 lbs.: 18%
  - 50-99 lbs.: 21%
  - 100-499 lbs.: 27%
  - 500+ lbs.: 7%

- Anticipate selling in a year? n=44
  - 0%: 0%
  - Less than 20 lbs.: 11%
  - 20-49 lbs.: 7%
  - 50-99 lbs.: 16%
  - 100-499 lbs.: 36%
  - 500+ lbs.: 30%

4. How do you currently order fish sold through your business? (● Mark all that apply) n=60

<table>
<thead>
<tr>
<th>Not applicable</th>
<th>Wholesaler</th>
<th>Broker</th>
<th>Directly from producer</th>
<th>Food supply service</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>57%</td>
<td>7%</td>
<td>22%</td>
<td>42%</td>
</tr>
</tbody>
</table>

5. What type of walleye do you: (● Mark all that apply)

<table>
<thead>
<tr>
<th>Whole fresh fish</th>
<th>Dressed fresh fish (gutted, boned)</th>
<th>Fresh fillets</th>
<th>Frozen fillets</th>
<th>Pre-prepared (breaded, seasoned, portioned) frozen fillets</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=52</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td>14%</td>
<td>34%</td>
<td>71%</td>
<td>3%</td>
</tr>
</tbody>
</table>

| n=48             |                                    |               |                |                                                           |
| 5%               | 14%                                | 49%           | 64%            | 8%                                                        |
6. What type of walleye do you: (● Mark all that apply)

<table>
<thead>
<tr>
<th>Current sell? n=48</th>
<th>Anticipate selling in a year? n=48</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole fresh fish</td>
<td>7% 14% 32% 61% 11%</td>
</tr>
<tr>
<td>Dressed fresh fish (gutted, boned)</td>
<td>4% 14% 40% 70% 12%</td>
</tr>
<tr>
<td>Fresh fillets</td>
<td></td>
</tr>
<tr>
<td>Frozen fillets</td>
<td></td>
</tr>
<tr>
<td>Pre-prepared (breaded, seasoned, portioned) frozen fillets</td>
<td></td>
</tr>
</tbody>
</table>

Most of the walleye currently sold in Wisconsin are frozen fillets that are imported from Canadian wild-capture fisheries. We have conducted university-based sensory evaluation studies that demonstrated that consumers prefer our locally farmed walleye to frozen Canadian walleye.

7. Do you think that selling such a locally produced product would give you a market advantage? n=60

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>18%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Over the past 2 years the wholesale price of frozen Canadian walleye fillets has averaged $7.50-$9.00 per pound

8. Would you be willing to pay a higher price for locally grown walleye? n=56

<table>
<thead>
<tr>
<th>No, not willing to pay premium price</th>
<th>Yes, 10% more</th>
<th>Yes, 20% more</th>
<th>Yes, 30% more</th>
<th>Yes, 50% more</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td>41%</td>
<td>9%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Most of the walleye currently sold in Wisconsin are typically sold as a “single serving size” of 8-12 oz. fillet

9. As you think about future walleye purchases for your business, would you be willing to purchase smaller-sized “baby walleye” fillets approximately 2 oz. (4-6 fillets per serving), or 4 oz. (approximately 2-3 fillets per serving), and/or single serving 8-12 oz. fillets? (● Mark all that apply) n=59

<table>
<thead>
<tr>
<th>Not applicable</th>
<th>I would purchase 2 oz. fillets</th>
<th>I would purchase 4 oz. fillets</th>
<th>I would only purchase 8-12 oz. fillets</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>24%</td>
<td>66%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Wisconsin Fingerling Walleye Survey

**FINAL RESULTS**
82 Surveys Returned Out of 152 Recipients or 54%
27 respondents answered “No” to Q1

1. **Are walleyes currently being stocked in your lake? n=80**
   - Yes: 66%
   - No: 34%
   If no, please **STOP** and return the questionnaire

2. **What is the source of the fish? (● Mark all that apply) n=55**
   - Stocked by DNR: 62%
   - Purchased by your Association: 56%
   - Raised by your Association: 5%
   - Purchased by Other Group or Program: 9%
   - Other, please specify: See Comments

3. **What size of walleyes are stocked? (● Mark all that apply) n=55**
   - Hatched fry: 15%
   - Small fingerlings (2 inch): 18%
   - Large fingerlings (6 inch): 82%

4. **How likely is it that if DNR stocking efforts are reduced or eliminated your association would purchase walleyes for stocking? (● Mark only one) n=53**
   - Very Likely: 23%
   - Likely: 23%
   - Somewhat Likely: 23%
   - Somewhat Unlikely: 6%
   - Unlikely: 17%
   - Very Unlikely: 9%