Fish consumption is low and should be stimulated in Brazil. The perceived product quality can influence consumer behavior. This research is aimed at verifying the level of importance conferred by the consumer to different fish quality attributes in the context of consumption, at home and in restaurants. A sample of 199 fish consumers older than 18 were interviewed in an institutional food service establishment in the municipality of Campinas, Brazil. The attributes' level of importance were assessed by consumers using a scale encoded in the extremes: 1=extremely unimportant and 7=extremely important. Descriptive statistics were estimated. As data didn’t show a normal distribution shape (Shapiro-Wilks; p-value < 0.001), the comparisons of means were made with the nonparametric Wilcoxon rank sum test. The attribute with the lower importance score was “fishing ethical issues” (average of 4.7, in the two contexts studied); and the one with higher score was health benefits (5.5) for at-home consumption and health risk in restaurants (5.5). Consumer level of importance of health risk (p<0.001) and sensorial attributes (p=0.004) regarding fish was significantly higher in the context of restaurants than at-home consumption. No significant difference was observed for nutritional value, price, health benefit, origin, fishing ethical issues, and convenience. It is relevant to analyze the perceived food product quality in different consumption contexts. Public and private actions could take the results of this study in consideration.