

**FROZEN PROCESSED FISH AND SHELLFISH
CONSUMPTION IN
INSTITUTIONS AND PUBLIC EATING PLACES**

Atlanta , Georgia

UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE
BUREAU OF COMMERCIAL FISHERIES
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United States Department of the Interior, Fred A. Seaton, Secretary
Fish and Wildlife Service, Arnie J. Suomela, Commissioner
Bureau of Commercial Fisheries, Donald L. McKernan, Director

INSTITUTIONS AND PUBLIC EATING PLACES are among the best of all potential markets for frozen fishery products. In recognition of this, a survey was undertaken to obtain information on the consumption of frozen processed fish and shellfish in these establishments.

This study was conducted in ten selected cities by Crossley, S-D Surveys, Inc., of New York City in order to obtain information which could be used by the fishing industry to increase consumer demand for fishery products. The data obtained for each city as a result of this survey, together with an explanation of the methods and procedures used, are published in a series as follows:

Circular 66 - Survey Methods and Procedures
Circular 67 - Atlanta, Georgia
Circular 68 - Chicago, Illinois
Circular 69 - Cleveland, Ohio
Circular 70 - Denver, Colorado
Circular 71 - Houston, Texas
Circular 72 - Los Angeles, California
Circular 73 - New York, New York
Circular 74 - Omaha, Nebraska
Circular 75 - Portland, Oregon
Circular 76 - Springfield, Massachusetts

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These publications are available upon request from the Director, Bureau of Commercial Fisheries, U. S. Department of the Interior, Washington 25, D. C.

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ATLANTA, GEORGIA

Prepared in the Division of Industrial Research and Services
Branch of Market Development

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SUMMARY OF FINDINGS

(Atlanta)

A. Use of Frozen Processed Sea Food (Tables 1, 2)

Four fifths of all the establishments in Atlanta said they bought sea food in the previous twelve months. Among buyers of sea food, the great majority said they made purchases of sea food in the frozen processed form.

Fifty-six per cent of all the establishments said they had bought frozen processed fish in November, 1958; 46 per cent said they had bought frozen processed shellfish; and 27 per cent said they had bought particn.

Among institutions (such as schools and hospitals), the incidence of use of frozen processed sea food was greater than among public eating places.

Of the ten cities in the survey, Atlanta ranked second, in terms of the percentage of all establishments buying frozen processed sea food.

B. Frozen Processed Fish - Purchases, Attitudes, and Practices

1. Purchases: Species and Amount of Preparation (Tables 3, 4)

More than two thirds of the users of frozen processed fish bought ocean perch fillets during November, 1958. This was the most popular of the frozen processed fish items served in this area.

Haddock fillets were also bought in large quantities by many establishments in Atlanta.

Ocean perch fillets were bought widely and in substantial quantities in the Southern and Middle Western cities included in the survey, while haddock fillets were popular purchases in Omaha, Springfield and Cleveland.

2. Attitudes Toward Prepreparation and Quality and Condition of Fish (Tables 5, 6)

A great majority of Atlanta purchasers were satisfied with the present prepreparation of fish, and with the quality and condition of the fish.

This was generally true for the ten cities included in the survey.

3. Packaging of Fish (Tables 7, 8)

Atlanta establishments most typically bought frozen processed fish in 5 pound packages. Mackerel fillets were an exception, with 10 pound packages the most popular size for this item.

4. Methods of Preparing and Serving Fish (Table 9)

Frying was the most popular method of preparing fish among Atlanta establishments. The average establishment served 71 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

C. Frozen Processed Shellfish - Purchases, Attitudes, and Practices

1. Purchases: Species and Type of Preparation (Tables 10, 11)

More than half of the **frozen** processed shellfish users in Atlanta bought breaded shrimp in November, 1958. A third of the establishments bought raw shrimp.

Raw lobster, however, led in Atlanta in terms of total quantity purchased.

Breaded shrimp and raw shrimp were bought widely and in large quantities in all of the cities included in the study.

2. Attitudes Toward Preparation; Toward Quality and Condition of Shellfish (Tables 12, 13)

All but a few purchasers were satisfied with the present preparation of shellfish, and with the quality and condition of the shellfish which they bought.

The same held generally true for the other cities in the survey.

3. Packaging of Shellfish (Tables 14, 15)

As with fish, shellfish was most frequently bought in 5 pound packages in Atlanta.

4. Methods of Preparing and Serving Shellfish (Table 16)

Frying was the most popular way of preparing shellfish in Atlanta. The typical establishment served three quarters of its shellfish fried.

with fish, frying the leading method of preparing shellfish in a ten cities of the study.

D. Portion Controlled Sea Food - Purchases, Attitudes, and Practices

1. Purchases: Type of Preparation (Tables 1, 17, 18, 19)

More than a fourth of all the establishments in Atlanta bought portions during November, 1958.

As with frozen processed sea food in general, Atlanta ranked second in percentage of establishments buying portions.

In Atlanta, portions which were uncooked-breaded and uncooked-plain were the leading items in terms of the percentage of establishments using them. In terms of quantity purchased uncooked-breaded portions ranked first.

Three fourths of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. Thirteen per cent said they were buying more, and 4 per cent said they were buying less.

2. Attitudes Toward Portions (Tables 20, 21, 22, 23, 24)

Nearly all establishments said they were satisfied with the quality and condition of portions.

About a quarter of the users of portions said they thought the quality of portions was better than that of other frozen processed fish.

More than 60 per cent rated the quality as about the same, while 5 per cent considered the quality poorer.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Size of portions, uniform portions	36
Convenience, ease of preparation	34
Economy, no waste	25
Fast, timesaving	20
Can control food costs better - know profit	16

About 30 per cent of the users cited some disadvantage to using portions. The most frequently mentioned disadvantage was that portions are not economical.

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish, with fewer than 3 per cent indicating that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Atlanta purchasers tended to buy portions in larger packages than purchasers in other cities. The average weight of a package of portions for the city was 7.6 pounds.

They also tended to buy individual portions of larger size, and the average weight of an individual portion was 5.1 ounces.

Almost all establishments, in Atlanta and the other nine cities, said they were satisfied with the size of portions in the packages.

4. Methods of Preparing and Serving Portions (Tables 27, 28)

Frying was the most widely used method of preparing and serving portions with 86 per cent of the establishments serving them this way. The average establishment served 65 per cent of its portions fried.

Frying was the leading method in nine of the ten cities of the study, the single exception being Springfield, Massachusetts, where baking was the most popular method of preparation. In Atlanta, the average establishment served 12 per cent of its portions broiled and 16 per cent baked.

Almost three fourths of the Atlanta establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Only a sixth of the establishments using portions said they were more expensive than other forms of frozen processed fish. A large majority of users considered them less expensive, or rated them about the same.

6. Miscellaneous Findings About Portions (Tables 30, 31)

Virtually all Atlanta establishments said they specified the kind of fish when ordering portions.

Fewer than 2 per cent of the users suggested

any new portion items, not now available, which they would like to have.

7. Nonusers of Portions (Table 32)

Establishments which used frozen processed sea food, but not portions, gave a number of reasons for not buying portions: portions were too expensive, they served other types of fish, or they sold comparatively little fish.

Price also figured as a reason for not buying portions in Denver, Los Angeles, and Portland. It was less important as a reason in the other six cities of the survey.

E. Suppliers of Frozen Processed Sea Food (Tables 33, 34, 35, 36)

Establishments in Atlanta tended to buy frozen processed sea food from sea food wholesalers, usually less than ten miles away, to have it delivered once a week, and to be satisfied with the services of the suppliers.

Sea food wholesalers supplied 72 per cent of the establishments, while frozen food distributors accounted for another 20 per cent.

Main suppliers were located less than ten miles from the establishment, in 78 per cent of the cases.

In almost half the cases, deliveries were made once a week, while deliveries were made from two to four times a week in about a quarter of the establishments.

Only a small fraction of the purchasers said they could think of ways in which the suppliers could improve their services.

F. Expenditures for Frozen Processed Sea Food; Its Profitability (Tables 37, 38)

A third of the establishments reporting in Atlanta said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The figures ranged upward to \$100,000 and over, with the median coming at \$450.

Five eighths of the profit-making establishments which expressed an opinion, considered frozen processed sea food more profitable than other high protein foods.

G. Government Inspection of Frozen Processed Sea Food - Awareness, Effect, and Attitudes (Tables 39, 40, 41, 42)

All but 15 per cent of the establishments in Atlanta were aware that they could buy frozen processed sea food, which had been inspected or graded by the United States Government.

Of those who were unaware, a small number said they would buy more sea food if Government inspected sea food were available. Most said either that they did not know or would buy about the same amount.

Of the establishments aware that they could buy Government inspected or graded sea food, almost all had bought some. When purchasers were asked if the inspection had affected the amount of frozen processed sea food which they bought, 6 per cent said the inspection had caused them to buy more.

H. Nonusers of Frozen Processed Sea Food; Cold Storage Facilities (Tables 43, 44, 45)

Most nonusers in Atlanta said they had never bought frozen processed sea food with the main reason given being that they sold little or no fish.

About one sixth of the Atlanta establishments who never had used frozen processed sea food said that they did not have suitable cold storage facilities. In other cities, though, this reason was not often given.

Findings regarding cold storage facilities among nonusers in Atlanta may be summarized as follows:

	<u>2</u>
Total Nonusers of Frozen Processed Sea Food	<u>100</u>
<u>Have cold storage facilities</u>	<u>56</u>
Don't use sea food at all	37
Use sea food, but not frozen processed sea food	19
No cold storage facilities	44

DETAILED FINDINGS

Table 1

DID THE ESTABLISHMENT BUY SEA FOOD IN THE PRECEDING TWELVE MONTHS?

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought sea food	82.4	78.0	97.9	77.3	84.5	86.7	89.6
<u>Bought frozen processed sea food</u>	<u>72.3</u>	<u>68.0</u>	<u>88.3</u>	<u>60.3</u>	<u>80.0</u>	<u>83.3</u>	<u>85.1</u>
Bought frozen processed fish	56.1	51.3	73.4	45.9	59.1	68.3	70.1
Bought frozen processed shellfish	46.4	51.0	29.8	25.8	49.1	70.0	80.6
Bought portions	26.7	22.3	42.6	20.1	25.5	43.3	32.8
No, did not buy sea food	17.6	22.0	2.1	22.7	15.5	13.3	10.4

Table 2

DID THE ESTABLISHMENT BUY FROZEN PROCESSED SEA FOOD IN THE PRECEDING TWELVE MONTHS?

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments Purchasing Sea Food in Preceding 12 Months</u>	(203)	(129)	(74)	(91)	(52)	(29)	(31)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	87.9	87.1	90.2	78.0	94.6	96.2	95.0
No, did not buy frozen processed sea food	12.1	12.9	9.8	22.0	5.4	3.8	5.0

Table 3

FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958 - HOW PROCESSED BEFORE PURCHASE

According to Sales Volume

	Total	Less Than \$40,000			Total	Less Than \$40,000		
		\$10,000	\$10,000-39,999	and Over		\$10,000	39,999	and Over
<u>Total Users of Frozen Processed Fish</u>	(141)	(54)	(38)	(49)	∅	∅	∅	∅
	∅	∅	∅	∅				
	100.0*	100.0	100.0	100.0				
<u>Carp</u>								
Raw	.5	-	-	1.1				
<u>Catfish</u>								
Fillets	.5	1.1	-	-				
<u>Cod</u>								
Breaded	1.4	-	4.6	-				
Fillets	5.4	2.2	9.2	5.7				
Cooked and breaded	.9	-	-	2.3				
Breaded fillets	2.8	-	4.6	3.4				
Raw	.5	1.1	-	-				
<u>Flounder</u>								
Breaded	-	-	-	1.1				
Fillets	14.1	6.7	9.2	20.5				
Breaded fillets	1.3	2.2	-	5.7				
Raw	.4	-	-	2.3				
<u>Haddock</u>								
Breaded	5.2	3.4	4.6	5.7				
Fillets	18.9	14.6	7.7	25.0				
Steaks	.5	-	1.5	-				
Cooked and breaded	.9	-	-	2.3				
Breaded fillets	1.4	-	-	3.4				
Raw	.5	1.1	-	-				
<u>Halibut</u>								
Fillets	5.7	3.4	6.2	5.7				
Steaks	1.4	-	-	3.4				
Raw	.5	1.1	-	-				
<u>Lake Perch</u>								
Raw	.5	-	1.5	-				
<u>Mackerel</u>								
Fillets	12.3	12.4	6.2	12.5				
Steaks	1.4	-	4.6	-				
Raw	1.4	2.2	-	1.1				

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 3
(Contd.)

FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958 - HOW PROCESSED BEFORE PURCHASE
(Continued)

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>		<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Mullet</u>					<u>Sea Bass</u>				
Fillets	.9	1.1	-	1.1	Fillets	.9	-	3.1	-
Raw	1.9	4.5	-	-	<u>Smelts</u>				
<u>Ocean Perch</u>					Fillets	.5	-	-	1.1
Breaded	.5	1.1	-	-	<u>Sole</u>				
Fillets	70.8	65.2	75.4	48.9	Fillets	.9	-	-	2.3
Cooked and breaded	.5	1.1	-	-	<u>Swordfish</u>				
Breaded fillets	3.8	3.4	1.5	4.5	Steaks	4.2	-	-	10.2
Raw	.5	-	-	1.1	<u>Trout</u>				
<u>Red Snapper</u>					Fillets	2.8	-	4.6	3.4
Fillets	2.8	2.2	-	4.5	Raw	.5	-	-	1.1
Raw	.5	-	1.5	-	<u>Whiting</u>				
<u>Salmon</u>					Steaks	.5	1.1	-	-
Fillets	1.4	-	-	3.4	Raw	1.8	3.4	4.6	-
Steaks	5.2	-	6.2	8.0					

Table 4

QUANTITY OF FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds			Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments			All Establishments	User Establishments
<u>Carp</u>				<u>Mullet</u>			
Raw	45	(b)	45.0	Fillets	525	1.2	262.5
				Raw	240	.6	60.0
<u>Catfish</u>				<u>Ocean Perch</u>			
Fillets	(a)	-	-	Breaded	12	(a)	12.0
				Fillets	15,990	37.1	106.6
<u>Cod</u>				Cooked and breaded	200	.5	200.0
Breaded	300	.7	100.0	Breaded fillets	166	(b)	20.8
Fillets	2,233	5.2	171.8	Raw	10	(a)	10.0
Cooked and breaded	112	(b)	56.0				
Breaded fillets	120	(b)	20.0	<u>Red Snapper</u>			
Raw	(a)	-	-	Fillets	98	(b)	16.3
				Raw	115	(b)	115.0
<u>Flounder</u>				<u>Salmon</u>			
Breaded	4	(a)	4.0	Fillets	(a)	-	-
Fillets	1,704	4.0	56.8	Steaks	349	.8	31.7
Breaded fillets	266	.6	38.0				
Raw	13	-	6.5	<u>Sea Bass</u>			
				Fillets	100	(b)	50.0
<u>Haddock</u>				<u>Smelts</u>			
Breaded	7,719	17.9	701.7	Fillets	40	(b)	40.0
Fillets	13,728	31.9	343.2				
Steaks	8	(a)	8.0	<u>Sole</u>			
Cooked and breaded	112	(b)	56.0	Fillets	(a)	-	-
Breaded fillets	(a)	-	-				
Raw	-	-	-	<u>Swordfish</u>			
				Steaks	149	(b)	16.5
<u>Halibut</u>							
Fillets	1,560	3.6	130.0	<u>Trout</u>			
Steaks	(a)	-	-	Fillets	300	.7	50.0
Raw	-	-	-	Raw	45	(b)	45.0
<u>Lake Perch</u>				<u>Whiting</u>			
Raw	100	(b)	100.0	Steaks	51	(b)	51.0
				Raw	360	.8	60.0
<u>Mackerel</u>							
Fillets (c)	39,078	90.7	1503.0				
Steaks	1,250	2.9	416.7				
Raw	-	-	-				

(a) Purchases were not reported in quantities large enough to compute meaningful figures.

(b) Less than half a pound.

(c) Includes Spanish mackerel; one hotel bought a large quantity.

SATISFACTION OR DISSATISFACTION WITH PREFREPARATION OF FROZEN PROCESSED FISH

	Total Users (1)	%		Total Users (1)
<u>Total Purchases of Cod</u>	<u>100.0</u>			
Prefer more prepreparation of cod	-			%
Prefer less prepreparation of cod	-			
Prefer prepreparation as it is	88.0		<u>Total Purchases of Mackerel</u>	<u>100.0</u>
No answer	12.0		Prefer more prepreparation of mackerel	-
			Prefer less prepreparation of mackerel	-
<u>Total Purchases of Flounder</u>	<u>100.0</u>		Prefer prepreparation as it is	90.9
Prefer more prepreparation of flounder	-		No answer	7.1
Prefer less prepreparation of flounder	-			
Prefer prepreparation as it is	95.0		<u>Total Purchases of Ocean Perch</u>	<u>100.0</u>
No answer	5.0		Prefer more prepreparation of ocean perch	-
			Prefer less prepreparation of ocean perch	-
<u>Total Purchases of Haddock</u>	<u>100.0</u>		Prefer prepreparation as it is	98.1
Prefer more prepreparation of haddock	-		No answer	1.9
Prefer less prepreparation of haddock	-			
Prefer prepreparation as it is	98.3			
No answer	1.7			

(1) The percentages shown in the body of the table are computed on the total number of purchases of each species of fish.

Many users bought more than one species. Some establishments also bought a species prepared in two different ways. For example, haddock fillets and haddock steaks. This was counted as two purchases of the species.

Because purchases of many species were few in number, the species are not included in the table.

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	<u>Total</u>
Total Users of Frozen Processed Fish, November, 1958	(141)
	<u>4</u>
	100.0
Satisfied	89.6
Dissatisfied	1.7
No answer	8.7

Table 7

PACKAGE SIZES OF FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958 AND AVERAGE NUMBER OF SERVINGS PER POUND(1)

	<u>Total</u>		<u>Total</u>
	<u>4</u>		<u>4</u>
	100.0	Total Purchasers of Mackerel Fillets	100.0
1 pound packages	6.7	3 pound packages	7.6
5 pound packages	36.7	5 pound packages	7.6
10 pound packages	13.3	10 pound packages	50.0
20 pound packages	13.3	25 pound packages	11.6
No answer	30.0	50 pound packages and over	11.6
		No answer	11.6
		Total Purchasers of Ocean Perch Fillets	100.0
		Packages less than 1 pound	1.3
		1 pound packages	8.0
		2 pound packages	1.3
		3 pound packages	3.3
		5 pound packages	60.7
		6 pound packages	.7
		10 pound packages	13.3
		20 pound packages	2.0
		30 pound packages	2.7
		33 pound packages	1.3
		36 pound packages	.7
		No answer	4.7
Average number of servings per pound	3.4	Average number of servings per pound	4.4

(1) The table shows figures for those species and types of preparation which occur most often in the city.

Sometimes figures are shown for package sizes but not average number of servings per pound. In these cases the data on servings per pound is limited.

The percentages in the body of the table are based on the number of establishments which bought one species of fish, prepared in one manner.

Table 8

SATISFACTION AND DISSATISFACTION
WITH TYPES AND SIZES OF FROZEN
PROCESSED FISH PACKAGES

	<u>Total</u>
Total Users of Frozen Processed Fish, November, 1958	(141)
	$\%$
	<u>100.0</u>
Satisfied	88.5
Dissatisfied	1.2
Don't know	.8
No answer	9.5

Table 9

PERCENTAGE OF FROZEN PROCESSED FISH SERVED FRIED, BROILED, BAKED, AND IN OTHER WAYS
 According to Sales Volume

	<u>Total</u>	Less Than \$10,000	\$10,000-39,999	\$40,000 and Over
	(141)	(54)	(38)	(49)
	$\%$	$\%$	$\%$	$\%$
<u>Total Users of Frozen Processed Fish</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>				
None fried	7.0	11.2	6.2	3.4
1 - 14%	-	-	-	-
15 - 34%	3.3	4.5	-	4.5
35 - 64%	20.7	14.6	24.6	23.9
65 - 84%	8.3	6.7	6.2	11.4
Over 84%	47.9	58.5	56.8	30.7
Don't know, no answer, refused	12.8	4.5	6.2	26.1
Average percentage served	70.6	70.6	74.0	67.4
<u>Establishments Serving Broiled</u>				
None broiled	54.9	58.5	67.7	42.1
1 - 14%	7.0	12.4	4.6	3.4
15 - 34%	9.5	7.8	1.5	17.1
35 - 64%	11.6	7.8	18.5	10.2
65 - 84%	1.7	4.5	-	-
Over 84%	2.5	4.5	1.5	1.1
Don't know, no answer, refused	12.8	4.5	6.2	26.1
Average percentage served	13.9	14.9	12.0	14.3
<u>Establishments Serving Baked</u>				
None baked	66.5	83.1	75.4	43.3
1 - 14%	1.2	-	-	3.4
15 - 34%	7.9	3.4	7.7	12.5
35 - 64%	8.3	3.4	9.2	12.5
65 - 84%	.4	-	-	1.1
Over 84%	2.9	5.6	1.5	1.1
Don't know, no answer, refused	12.8	4.5	6.2	26.1
Average percentage served	10.4	8.1	8.4	15.4
<u>Establishments Serving in Other Ways</u>				
one in other ways	85.2	94.4	87.7	73.9
1 - 14%	1.2	-	4.6	-
15 - 34%	-	-	-	-
35 - 64%	-	-	-	-
65 - 84%	-	-	-	-
Over 84%	.8	1.1	1.5	-
Don't know, no answer, refused	12.8	4.5	6.2	26.1
Average percentage served	1.0	1.1	1.9	-

Table 10

FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 -

HOW PROCESSED BEFORE PURCHASE

	<u>Total</u>		<u>Total</u>
<u>Total Users of Frozen Processed Shellfish</u>	(103)		
	<u>%</u>		<u>%</u>
	100.0*		
<u>Clams</u>		<u>Oysters</u>	
Raw; clean	6.0	Breaded	11.0
		Canned	.5
		Raw; clean, shelled	21.0
<u>Crabs</u>		<u>Scallops</u>	
Cooked	3.0	Breaded	5.5
Breaded	1.5	Raw; clean, shelled	22.0
Cooked and breaded	1.5		
Cooked and deviled	1.5	<u>Shrimp</u>	
Cooked and shredded	.5	Cooked	3.0
Breaded rolls	1.5	Breaded	54.0
Deviled and stuffed	3.5	Cooked and breaded	2.5
Crab meat - shelled and debellied, frozen and canned	5.5	Deheaded, raw in shells	1.5
Raw; whole, clean	12.5	Broken pieces	2.0
		Raw; clean, deheaded, shelled and deveined	33.5
<u>Lobster</u>			
Cooked	3.0		
Breaded	.5		
Cooked and shredded tails	.5		
Cleaned and deheaded tails	4.0		
Raw; whole, clean	11.0		

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Clams</u>			
Raw; clean	1,631	3.8	135.9
<u>Crabs</u>			
Cooked	1,080	2.5	180.0
Breaded	(a)	-	-
Cooked and breaded	600	1.4	200.0
Cooked and deviled	(a)	-	-
Cooked and shredded	12	(b)	12.0
Breaded rolls	(a)	-	-
Deviled and stuffed	168	(b)	24.0
Crab meat - shelled and debellied, frozen and canned	2,428	5.6	220.8
Raw; whole, clean	2,318	5.4	92.7
<u>Lobster</u>			
Cooked	225	.5	37.5
Breaded	(a)	-	-
Cooked and shredded tails	12	(b)	12.0
Raw; whole, clean	14,082	32.7	640.1
<u>Oysters</u>			
Breaded	1,184	2.7	53.8
Canned	(a)	-	-
Raw; clean, shelled	3,028	7.0	72.1
<u>Scallops</u>			
Breaded	3,080	7.1	280.0
Raw; clean, shelled	4,303	10.0	97.8
<u>Shrimp</u>			
Cooked	150	(b)	25.0
Breaded	8,124	18.8	75.2
Cooked and breaded	667	1.5	133.3
Deheaded, raw in shells	310	.7	103.3
Broken pieces	120	.3	30.0
Raw; clean, deheaded, shelled and deveined	13,011	30.2	194.2

(a) Purchases were not reported in quantities large enough to compute meaningful figures.

(b) Less than half a pound.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Crabs</u>	<u>100.0</u>	<u>Total Purchases of Scallops</u>	<u>100.0</u>
Prefer more prepreparation of crabs	-	Prefer more prepreparation of scallops	-
Prefer less prepreparation of crabs	-	Prefer less prepreparation of scallops	-
Prefer prepreparation as it is	100.0	Prefer prepreparation as it is	100.0
<u>Total Purchases of Lobster</u>	<u>100.0</u>	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
Prefer more prepreparation of lobster	-	Prefer more prepreparation of shrimp	-
Prefer less prepreparation of lobster	-	Prefer less prepreparation of shrimp	0.5
Prefer prepreparation as it is	100.0	Prefer prepreparation as it is	99.5
<u>Total Purchases of Oysters</u>	<u>100.0</u>		
Prefer more prepreparation of oysters	-		
Prefer less prepreparation of oysters	-		
Prefer prepreparation as it is	93.8		
No answer	6.2		

(1) The percentages shown in the body of the table are computed on the total number of purchases of each species of shellfish.

Many establishments bought more than one species. Some establishments also bought a species prepared in two different ways. For example, shrimp breaded and shrimp cooked. This was counted as two purchases of the species.

Because purchases of some species--clams, abalone, and others--were few in number, the species are not included in the table.

Table 13

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION OF
FROZEN PROCESSED SHELLFISH

	Total
<u>Total Users of Frozen Processed Shellfish, November, 1958</u>	<u>(103)</u>
	%
Satisfied	95.0
Dissatisfied	1.5
No answer	3.5

Table 14

PACKAGE SIZES OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 AND AVERAGE NUMBER OF SERVINGS PER POUND(1)

	<u>Total</u>		<u>Total</u>
	<u>%</u>		<u>%</u>
<u>Total Purchasers of Crabs - Raw</u>	<u>100.0</u>	<u>Total Purchasers of</u>	
1 pound packages	20.0	<u>Oysters - Raw</u>	<u>100.0</u>
2 pound packages	12.0	Packages less than 1 pound	14.2
3 pound packages	16.0	1 pound packages	7.2
5 pound packages	16.0	3 pound packages	7.2
12 pound packages	4.0	4 pound packages	50.0
No answer	32.0	5 pound packages	7.2
		No answer	14.2
<u>Total Purchasers of</u>		<u>Total Purchasers of</u>	
<u>Lobster - Raw</u>	<u>100.0</u>	<u>Oysters - Breaded</u>	<u>100.0</u>
1 pound packages	4.5	1 pound packages	9.1
5 pound packages	40.9	3 pound packages	27.3
8 pound packages	4.5	4 pound packages	13.6
17 pound packages	13.7	5 pound packages	27.3
50 pound packages and over	31.9	10 pound packages	13.6
No answer	4.5	No answer	9.1

(1) The table shows figures for those species and types of preparation which occur most often in the city.

Sometimes figures are shown for package sizes but not average number of servings per pound. In these cases the data on servings per pound is limited.

The percentages in the body of the table are based on the number of establishments which bought one species of shellfish, prepared in one manner.

Table 14
(Contd.)

PACKAGE SIZES OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 AND AVERAGE NUMBER OF SERVINGS PER POUND(1)
(Continued)

	<u>Total</u>		
	<u>1</u>		
<u>Total Purchasers of</u>			
<u>Scallops - Raw</u>	<u>100.0</u>		<u>Total</u>
1 pound packages	11.4		
2 pound packages	6.8		<u>1</u>
5 pound packages	77.2		
No answer	4.6		
		<u>Total Purchasers of Shrimp - Raw</u>	<u>100.0</u>
		2 pound packages	7.4
		3 pound packages	3.0
<u>Total Purchasers of</u>		5 pound packages	71.6
<u>Shrimp - Breaded</u>	<u>100.0</u>	6 pound packages	4.5
1 pound packages	3.7	18 pound packages	1.5
2 pound packages	5.6	30 pound packages	4.5
3 pound packages	25.0	50 pound packages and over	4.5
4 pound packages	16.6	No answer	3.0
5 pound packages	37.9		
6 pound packages	5.6	Average number of servings	
8 pound packages	.9	per pound	3.0
10 pound packages	2.8		
50 pound packages and over	1.9		
Average number of servings			
per pound	2.5		

(1) The table shows figures for those species and types of preparation which occur most often in the city.

Sometimes figures are shown for package sizes but not average number of servings per pound. In these cases the data on servings per pound is limited.

The percentages in the body of the table are based on the number of establishments which bought one species of shellfish, prepared in one manner.

Table 15

SATISFACTION AND DISSATISFACTION
WITH TYPES AND SIZES OF FROZEN
PROCESSED SHELLFISH PACKAGES

	<u>Total</u>
Total Users of Frozen Processed Shellfish	(103)
	<u>1</u>
	<u>100.0</u>
Satisfied	98.5
Dissatisfied	1.0
No answer	.5

Table 16

PERCENTAGE OF FROZEN PROCESSED SHELLFISH SERVED FRIED, BROILED, BAKED, AND IN OTHER WAYS

	<u>Total</u>		<u>Total</u>
Total Users of Frozen Processed Shellfish	(103)	Total Users of Frozen Processed Shellfish	(103)
	<u>1</u>		<u>1</u>
	<u>100.0</u>		<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	1.5	None baked	66.0
1 - 14%	1.5	1 - 14%	5.0
15 - 34%	2.5	15 - 34%	10.0
35 - 64%	17.0	35 - 64%	2.0
65 - 84%	22.0	65 - 84%	-
Over 84%	39.0	Over 84%	.5
Don't know, no answer, refused	16.5	Don't know, no answer, refused	16.5
Average percentage served	73.5	Average percentage served	5.1
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	64.5	None in other ways	59.0
1 - 14%	3.5	1 - 14%	2.0
15 - 34%	10.0	15 - 34%	15.5
35 - 64%	4.5	35 - 64%	5.0
65 - 84%	1.0	65 - 84%	-
Over 84%	-	Over 84%	2.0
Don't know, no answer, refused	16.5	Don't know, no answer, refused	16.5
Average percentage served	6.8	Average percentage served	9.9

Note: Percentages, other than average percentages, are based on total establishments interviewed. Average percentages are computed by assigning the cases in any one of the six intervals to the mid-point of the interval, and taking an average of all the cases.

Table 17

TYPES OF PORTIONS BOUGHT IN NOVEMBER, 1958

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Portions</u>	(65)	(33)	(32)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Cooked - breaded	27.8	20.2	42.5
Cooked - plain	5.2	5.3	5.0
Uncooked - breaded	41.7	45.6	35.0
Uncooked - plain	40.7	47.0	30.0

Table 18

QUANTITY OF PORTIONS BOUGHT IN NOVEMBER, 1958

	<u>Total Pounds</u>	<u>Average Number of Pounds</u>	
		<u>All Establishments</u>	<u>User Establishments</u>
Cooked - breaded	2,518	5.8	78.7
Cooked - plain	186	(b)	31.0
Uncooked - breaded	13,661	31.7	284.6
Uncooked - plain	4,051	9.4	86.2

(b) Less than half a pound.

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 19

AMOUNT OF PORTIONS BOUGHT BY ESTABLISHMENTS,AS COMPARED TO THE PREVIOUS YEAR

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Portions</u>	(65)	(33)	(32)
	%	%	%
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Use more now	13.0	12.0	15.0
Use about the same	74.8	74.6	75.0
Use less now	3.5	2.7	5.0
Don't know	8.7	10.7	5.0

Table 20

SATISFACTION AND DISSATISFACTION WITHQUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of Portions, November, 1958</u>	(75)
	%
	<u>100.0</u>
Satisfied	99.2
Dissatisfied	-
No answer	.8

Note: Figures are based on total purchases of types of portions. Some establishments bought more than one type.

Table 21

IS THE QUALITY OF PORTIONS BETTER THAN THAT OF OTHER
FROZEN PROCESSED FISH - FOR WHAT REASONS?

	<u>Total</u>
<u>Total Users of Portions</u>	(65)
	<u>2</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>22.6*</u>
Fresher	9.6
Uniform controlled serving - always same amount	2.6
Ease of preparation - saves time, labor	1.7
Quality	.9
Just like them better - brand I buy is better	.9
All others	4.3
Don't know - no answer	4.3
<u>Portions poorer</u>	<u>5.2</u>
Poor quality - inferior quality, can't tell what is in them	2.6
All others	2.6
About the same	62.6
Don't know	8.7
No answer	.9

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(65)
	<u>2</u>
	<u>100.0*</u>
Size of portions - uniform, controlled serving, the right size service	35.6
Convenience, ease of preparation - save labor, already prepared	33.9
Economical - no waste	25.2
Fast, timesaving - quicker to serve, prepare	20.0
Can control food cost better - know profit	15.6
No bones	9.5
Taste better	.8
Don't know, no answer	.8

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(65)
	<u>%</u>
	<u>100.0*</u>
Not economical - more expensive to buy	15.7
Portions wrong size - too small	5.2
Quality not as good - not always sure what's in them	2.6
Not enough demand - customers do not order	1.7
No disadvantages	71.3
Don't know, no answer	6.1

Table 24

DO ESTABLISHMENTS THINK CUSTOMERS PREFER PORTIONS TO OTHER
FROZEN PROCESSED FISH - FOR WHAT REASONS?

	<u>Total</u>
<u>Total Users of Portions</u>	(65)
	<u>%</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>27.8*</u>
Uniform controlled servings - always the same amount	13.0
Attractive - eye appealing	7.8
Customers order - seem to like them	4.3
Faster quicker to serve - no waiting	2.6
No bones - safer for children	2.6
Economical	1.7
Don't know - no answer	1.7
Think customers like portions less	2.6
Think customers like portions about the same	49.6
Don't know	16.5
No answer	3.5

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 25

AVERAGE WEIGHT OF PORTIONS AND AVERAGE NUMBER
OF SERVINGS PER PACKAGE

Total users of portions, November, 1958	65
Average weight of package of portions, in pounds	7.6
Average number of servings per package	32.6
Average weight of individual servings, in ounces	3.7
Average weight of individual portions, in ounces	5.1

Note: Average weight of portions does not equal average weight of individual servings since some operators obtained more than one serving from a portion, while other operators used more than one portion for a serving.

Table 26

SATISFACTION WITH THE SIZE OF
PORTIONS IN A PACKAGE

	<u>Total</u>
<u>Total Users of Portions</u>	(65)
	<u>%</u>
Satisfied	97.4
Dissatisfied	1.7
Don't know, no answer	.9

Table 27

PERCENTAGE OF PORTIONS SERVED FRIED, BROILED, BAKED, AND IN OTHER WAYS

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>		<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Portions</u>	(65)	(33)	(32)	<u>Total Users of Portions</u>	(65)	(33)	(32)
	<u>%</u>	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>		<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>				<u>Establishments Serving Baked</u>			
None fried	13.9	1.3	37.5	None baked	73.9	85.4	52.5
1 - 14%	-	-	-	1 - 14%	.9	-	2.5
15 - 34%	14.8	14.7	15.0	15 - 34%	6.1	5.3	7.5
35 - 64%	7.0	5.3	10.0	35 - 64%	4.3	5.3	2.5
65 - 84%	10.4	12.0	7.5	65 - 84%	6.1	4.0	10.0
Over 84%	53.9	66.7	30.0	Over 84%	8.7	-	25.0
Average percentage served	64.7	76.8	42.0	Average percentage served	16.3	6.9	33.8
<u>Establishments Serving Broiled</u>				<u>Establishments Serving in Other Ways</u>			
None broiled	72.2	77.3	62.5	None in other ways	100.0	100.0	100.0
1 - 14%	4.3	2.7	7.5	1 - 14%	-	-	-
15 - 34%	7.8	6.7	10.0	15 - 34%	-	-	-
35 - 64%	9.6	9.3	10.0	35 - 64%	-	-	-
65 - 84%	2.6	4.0	-	65 - 84%	-	-	-
Over 84%	3.5	-	10.0	Over 84%	-	-	-
Average percentage served	12.1	9.4	17.2	Average percentage served	-	-	-

Table 28

DO ESTABLISHMENTS COOK PORTIONS WHILE STILL FROZEN?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Portions</u>	(65)	(33)	(32)
	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0
Yes, cook while frozen	70.4	73.4	65.0
No, do not cook while frozen	26.1	21.3	35.0
No answer	3.5	5.3	-

Table 29

COST OF USING PORTIONS, AS COMPARED TO OTHER FROZEN PROCESSED FISHAND REASONS WHY PORTIONS ARE THOUGHT MORE OR LESS EXPENSIVE

	<u>Total</u>
<u>Total Users of Portions</u>	(65)
	<u>%</u>
	100.0
<u>Say portions more expensive</u>	16.5
Cost is more for amount of serving	6.1
Price includes processing and packaging - preparation would tend to raise cost	4.3
Don't know - no answer	6.1
<u>Portions less expensive</u>	34.8*
Less or no waste	17.4
Labor saving - requires no preparation	6.1
Uniform controlled servings	6.1
Time saving	5.2
Goes further - more servings from package	3.5
Can control food costs better - know your profit	2.6
Don't know - no answer	4.3
About the same	35.6
Don't know	12.2
No answer	.9

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 30

WHEN ORDERING PORTIONS FROM SUPPLIERS, DO ESTABLISHMENTSSPECIFY THE KIND OF FISH?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Portions</u>	(65)	(33)	(32)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Specify kind of fish	95.7	94.7	97.5
Do not specify kind of fish	4.3	5.3	2.5

Table 31

WOULD THE ESTABLISHMENTS LIKE TO HAVE OTHER PORTIONCONTROLLED SEA FOOD ITEMS NOT NOW AVAILABLE?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(112)	(68)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, would like other items	1.9	1.3	3.6
No, would not like other items	88.8	88.2	90.4
Don't know	8.3	9.6	4.8
No answer	1.0	.9	1.2

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>		<u>WAS PRICE A REASON ESTABLISHMENTS DID NOT BUY PORTIONS?</u>
Total Establishments Using Frozen Processed Sea Food, but Not Portions	(115)		
	<u>100.0*</u>		
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	29.4		
Serve other types - perch, shrimp, halibut, etc., other types more popular	25.9		
Sell, serve little or no fish - no demand, calls for it	17.8		
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	11.7	Total Nonusers Who Did Not Volunteer	(84)
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	10.7	<u>Price as a Reason</u>	
Quality not as good - doesn't meet our quality standards, can't tell what is in it	7.6		<u>100.0</u>
Use fresh fish - prefer fresh fish	6.6		
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	3.6	Yes, price was a reason	19.4
Don't like them so wouldn't serve them	2.5	No, price was not a reason	66.9
Just opened the restaurant - don't know what we will handle	1.5		
Not attractive - not eye appealing	1.5		
No particular reason - just didn't	1.0	No answer	13.7
Wanted to change menu - try something different	1.0		
Company makes the rules - policy against it	.5		
Didn't know it was available	.5		
All others	1.5		
Don't know, no answer	3.6		

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 33

TYPES OF SUPPLIER PROVIDING FROZEN PROCESSED SEA FOOD TO ESTABLISHMENTS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(73)	(50)	(57)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	2.9	-	-	8.4
Sea food wholesalers	72.1	72.6	75.0	69.2
Frozen food distributors	19.9	17.1	11.4	29.9
All other, grocery stores, supermarkets	6.4	10.3	6.8	1.9
No answer	2.2	-	6.8	.9

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 34

DISTANCE OF ESTABLISHMENT FROM MAIN SUPPLIER OF FROZEN PROCESSED SEA FOOD

According to Location

	<u>Total</u>	<u>Out of Central Business District</u>	<u>In Central Business District</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(144)	(36)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	77.6	75.8	83.8
10 - 50 miles	14.4	17.6	3.0
51 - 100 miles	.3	.4	-
More than 100 miles	1.9	-	8.8
Don't know	3.9	4.9	-
No answer	1.9	1.3	4.4

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(112)	(68)	(73)	(50)	(57)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Every day	8.0	9.2	4.8	1.7	12.5	11.2
2 - 4 times per week	26.6	33.6	7.2	14.6	26.1	40.2
Once a week	45.8	45.0	48.2	50.4	47.7	39.3
2 - 3 times per month	9.9	7.4	16.9	17.1	5.7	5.6
Once a month	4.5	1.3	13.3	7.7	2.3	2.8
Less than once a month	3.9	2.6	7.2	5.1	5.7	.9
Don't know, no answer	1.3	.9	2.4	3.4	-	-

Table 36

CAN SUPPLIERS OF FROZEN PROCESSED SEA FOOD IMPROVE SERVICES TO ESTABLISHMENTS?

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(73)	(50)	(57)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	3.5	2.6	5.7	2.8
No, cannot improve services	94.6	95.7	94.3	93.5
Don't know	1.6	1.7	-	2.8
No answer	.3	-	-	.9

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(73)	(50)	(57)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$250	33.7	56.1	14.6	20.0
\$250 - 499	20.2	21.2	27.1	10.0
\$500 - 999	18.2	12.1	35.4	7.5
\$1,000 - 2,499	10.4	7.6	8.3	17.5
\$2,500 - 4,999	7.2	3.0	-	22.5
\$5,000 - 9,999	7.2	-	14.6	10.0
\$10,000 - 14,999	1.9	-	-	7.5
\$15,000 - 29,999	.6	-	-	2.5
\$30,000 - 49,999	-	-	-	-
\$50,000 - 99,999	-	-	-	-
\$100,000 and over	.6	-	-	2.5

Table 38

PROFITABILITY TO ESTABLISHMENTS OF FROZEN PROCESSED SEA FOOD AND OTHER HIGH PROTEIN FOODS

According to Sales Volume

<u>Total Users of Frozen Processed Sea Food</u>	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
	(180)	(73)	(50)	(57)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Say sea food more profitable than other high protein foods	17.3	17.1	22.7	13.1
Say beef more profitable than sea food	8.3	5.1	9.1	11.2
Say all foods the same in profitability	1.0	-	-	2.8
Say pork more profitable than sea food	.6	1.7	-	-
Say miscellaneous other foods more profitable than sea food	.3	.9	-	-
Nonprofit establishments	23.4	29.9	21.6	17.8
Don't know	36.6	31.6	31.8	45.8
No answer	12.5	13.7	14.8	9.3

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 39

DO THE ESTABLISHMENTS KNOW THEY CAN BUY GOVERNMENTINSPECTED OR GRADED FROZEN PROCESSED SEA FOOD?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Frozen Processed Sea Food</u>	(180)	(112)	(68)
	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	84.6	83.0	89.2
No, do not know they can	15.4	17.0	10.8

Table 40

DO THE ESTABLISHMENTS BUY GOVERNMENT INSPECTED ORGRADED FROZEN PROCESSED SEA FOOD?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Establishments Knowing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(153)	(92)	(61)
	$\%$	$\%$	$\%$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	97.3	98.4	94.6
No, do not buy	-	-	-
No answer	2.7	1.6	5.4

Table 41

REASONS ESTABLISHMENTS BUY GOVERNMENT INSPECTED OR GRADED FROZEN PROCESSED SEA FOOD

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Purchasers of Government Inspected or Graded Sea Food</u>	(150)	(91)	(59)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Government inspected foods are safe - pure, fresh, clean, no germs or disease	35.8	33.7	41.4
Best quality - use better products, more uniform quality	33.5	31.0	40.0
Only type available - it's all inspected, that's what supplier carries	21.8	25.7	11.4
Public demands it	2.7	3.7	-
Easy to handle - easy to serve, ready to cook, portion controlled	2.3	1.6	4.3
More economical	1.6	1.6	1.4
Company demands that it's bought	.8	-	2.9
Prefer Government inspected - wouldn't buy any other	.4	-	1.4
All others	1.2	1.1	1.4
Don't know, no answer	10.9	11.8	8.6

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 42

HAS GOVERNMENT INSPECTION AFFECTED THE AMOUNT OF FROZEN
PROCESSED SEA FOOD BOUGHT BY THE ESTABLISHMENT?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Government Inspected Frozen Processed Sea Food</u>	(150)	(91)	(59)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	5.8	4.8	8.6
Buy about the same	79.8	78.1	84.3
Buy less	-	-	-
Don't know	14.0	17.1	5.7
No answer	.4	-	1.4

Table 43

IF GOVERNMENT INSPECTED OR GRADED FROZEN
PROCESSED SEA FOOD WERE AVAILABLE WOULD
THE ESTABLISHMENT BUY MORE OR LESS?

	<u>Total</u>
<u>Total Establishments Not Know- ing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(27)
	<u>100.0</u>
Say they would buy more	12.5
Say they would buy less	-
About the same	33.3
Don't know	45.9
No answer	8.3

Table 44

PREVIOUS USE OF FROZEN PROCESSED SEA FOOD BY NONUSERS AND
REASONS FOR STOPPING USE OR FOR NEVER USING

	<u>Total</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(63)
	<u>%</u>
	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>4.2</u>
No demand - didn't sell enough, no volume. customers prefer other foods	3.4
Lacked flavor - own prepared fish has better flavor	.8
<u>Have not served frozen processed sea food before</u>	<u>93.3*</u>
Sell little or no fish - no demand, call for it, not in that business	64.7
No storage facilities - no freezer	16.0
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	8.4
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	6.7
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	5.0
Don't know, no answer	1.7
Don't know	2.5

*Denotes that percentages might add to more than the total because of more than one reply to a question.

Table 45

DO ESTABLISHMENTS HAVE COLD STORAGE FACILITIES FOR KEEPING FROZEN PROCESSED SEA FOODS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,000</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, have cold storage facilities	93.3	82.2	87.2	78.4	81.8	93.3	91.0
No, do not have cold storage facilities	16.2	17.2	12.8	21.6	18.2	6.7	6.0
No answer	.5	.6	-	-	-	-	3.0
Average capacity, in cubic feet	52.5	35.3	100.9	29.2	21.0	42.8	(a)

(a) Too few cases to compute an average.

Table 46

DO ESTABLISHMENTS HAVE COLD STORAGE FACILITIES FOR KEEPING FROZEN PROCESSED SEA FOOD?

According to Nonusers of Sea Food and Users Not Using Frozen Processed Sea Food

	<u>Total</u>	<u>Nonusers of Sea Food</u>	<u>Users Not Using Frozen Processed Sea Food</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(63)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>63.9</u>	<u>36.1</u>
Yes, have cold storage facilities	55.5	37.0	18.5
No, do not have cold storage facilities	42.8	26.9	15.9
No answer	1.7	-	1.7

DISTRIBUTION OF SAMPLE

(Tables a through i contain classification data regarding operations of the establishments)

Table a

TOTAL RECEIPTS FROM MEALS SERVED DURING 1957 OR LAST FISCAL YEAR

According to Type of Establishment

	<u>Total</u>	<u>Publ. Eating Places</u>	<u>Institutions</u>
<u>Total Establishments</u>	(2-3)	(167)	(70)
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Receipts</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than \$10,000	45.1	43.1	52.2
\$10,000 - 39,999	25.5	26.1	23.4
\$40,000 - 99,999	13.9	13.9	13.8
\$100,000 and over	15.5	16.9	10.6

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$1,000	7.2	10.0	-	13.7	-	-	-
\$1,000 - 2,499	17.0	22.8	2.0	30.4	4.3	-	-
\$2,500 - 4,999	10.4	8.5	15.4	19.0	2.2	-	-
\$5,000 - 9,999	18.6	14.4	28.6	24.3	19.6	9.4	-
\$10,000 - 14,999	14.2	12.1	19.2	5.3	41.4	4.9	4.8
\$15,000 - 29,999	11.4	11.3	11.6	7.3	23.9	14.3	-
\$30,000 - 49,999	10.4	10.8	9.6	-	8.6	57.1	14.4
\$50,000 - 99,999	3.2	2.3	5.8	-	-	14.3	14.4
\$100,000 - 249,999	4.4	3.9	5.8	-	-	-	38.0
\$250,000 and over	3.2	3.9	2.0	-	-	-	28.4

Table c

PERCENTAGE OF TOTAL OPERATING COST SPENT FOR FOOD IN PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under 5% for food	-	-	-	-	-	-	-
5 - 14%	7.1	7.3	6.5	3.8	21.2	-	-
15 - 24%	5.7	4.6	9.7	9.0	-	7.7	-
25 - 34%	25.0	23.9	29.0	28.2	24.3	7.7	25.0
35 - 44%	24.3	28.5	9.7	16.7	27.3	7.7	68.8
45 - 54%	14.3	16.5	6.5	15.4	12.1	30.7	-
55 - 64%	3.7	-	16.1	6.4	-	-	-
65 - 74%	-	-	-	-	-	-	-
75 - 84%	17.1	17.4	16.1	17.9	12.1	46.2	-
85 - 94%	2.1	1.8	3.2	1.3	3.0	-	6.2
95 - 100%	.7	-	3.2	1.3	-	-	-

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			<u>\$100,000 and Over</u>
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	
<u>Total Establishments</u>	<u>243</u>	<u>167</u>	<u>76</u>	<u>114</u>	<u>62</u>	<u>32</u>	<u>35</u>
<u>Average Number of Main Meals Served</u>							
Midday, weekdays	176	128	297	89	198	213	385
Sea food meals	26	23	40	8	27	30	89
Midday, Saturdays and Sundays	100	107	81	21	94	94	395
Sea food meals	13	17	**	1	7	13	72
Evening, weekdays	87	92	71	14	81	94	342
Sea food meals	14	15	9	2	12	23	52
Evening, Saturdays and Sundays	81	86	64	13	66	73	354
Sea food meals	11	14	1	1	8	15	52

** Less than one half meal.

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			<u>\$100,000 and Over</u>
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Under \$.25	.5	.6	-	1.0	-	-	-
\$.25 - .49	13.2	5.6	40.4	20.1	15.5	-	1.5
\$.50 - .74	20.9	24.9	6.4	34.7	14.5	8.3	3.0
\$.75 - .99	23.6	28.7	5.3	21.1	31.9	23.3	17.9
\$1.00 - 1.49	15.3	19.3	1.1	2.6	20.0	33.4	28.4
\$1.50 - 1.99	3.2	4.2	-	.5	3.6	1.7	11.9
\$2.00 - 2.49	1.9	2.4	-	.5	-	5.0	6.0
\$2.50 - 2.99	2.1	2.7	-	1.0	-	3.3	7.5
\$3.00 - 3.99	.5	.6	-	-	1.8	-	-
\$4.00 - 4.99	-	-	-	-	-	-	-
\$5.00 and over	-	-	-	-	-	-	-
No answer	11.8	11.0	14.9	11.3	9.1	16.7	13.4
Nonprofit establishment	7.0	-	31.9	7.2	3.6	8.3	10.4

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
Total establishments	243	114	62	32	35
Average number per establishment	9	3	6	9	33

Table g

SEATING CAPACITY OF ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
Total establishments	243	167	76	114	62	32	35
Average seating capacity, in seats	97	83	155	51	90	115	230

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(167)	(76)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Serve on 7 days	37.6	37.6	37.2	32.0	33.6	43.3	55.2
Serve on 6 days	39.9	49.0	7.5	43.8	41.8	31.7	32.8
Serve on 5 days	21.6	12.2	55.3	24.2	24.6	21.7	9.0
Serve on less than 5 days	-	-	-	-	-	-	-
No answer	.9	1.2	-	-	-	3.3	3.0

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(243)	(114)	(62)	(32)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Establishments with no specialty	83.2	91.3	81.0	76.7	70.1
<u>Establishments with specialty</u>	<u>16.8</u>	<u>8.7</u>	<u>19.0</u>	<u>23.3</u>	<u>29.9</u>
Steak or chophouse	5.8	3.1	4.5	8.3	13.4
Chicken specialty	2.8	3.6	4.5	-	-
Barbecue	2.6	-	5.5	8.3	-
Sea food	1.6	-	.9	3.3	6.0
Kosher	.9	1.5	-	1.7	-
French food	.7	-	-	-	4.5
Chinese food	.5	-	1.8	-	-
Italian food	.5	-	-	1.7	1.5
All others	1.4	.5	1.8	-	4.5

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