

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

Denver, Colorado

UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE
BUREAU OF COMMERCIAL FISHERIES
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CIRCULAR 70

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.

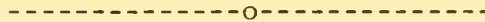
This study was conducted in ten selected cities by Crossley, S-D Surveys, Inc., of New York City in order to obtain information which could be used by the fishing industry to increase consumer demand for fishery products. The data obtained for each city as a result of this survey, together with an explanation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

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

CIRCULAR 70

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SUMMARY OF FINDINGS

(Denver)

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

More than two thirds of all the establishments in Denver 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.

Forty-three per cent of all the establishments said they had bought frozen processed fish in November, 1958; 33 per cent said they had bought frozen processed shellfish; and 16 per cent said they had bought portions.

Of the ten cities in the survey, Denver ranked third, 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)

Among Denver users of frozen processed fish, two fifths bought halibut steaks during November, 1958. This item was also the leader, in terms of total pounds purchased.

Halibut steaks were also bought widely in Chicago, Los Angeles, Omaha, and Springfield.

Frozen raw halibut was bought in large quantities by many establishments in Denver. Other items frequently purchased in the city

were ocean perch fillets, sole fillets, and salmon steaks. Red snapper fillets, while bought by fewer establishments, were purchased in large quantities.

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

A great majority of Denver purchasers were satisfied with the quality and condition of the fish.

There was more dissatisfaction with the preparation of fish in Denver than in other cities. Dissatisfaction was expressed by 14 per cent of the purchasers of halibut, by 14 per cent of the purchasers of ocean perch, and by 12 per cent of salmon purchasers.

3. Packaging of Fish (Tables 7, 8)

Denver establishments most typically bought frozen fillets and steaks in 5 pound packages. Frozen raw halibut and frozen raw salmon were bought in larger packages, of varying weights.

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

Frying was the most popular method of preparing fish among Denver establishments. The average

establishment served 68 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

Baking was also a common method of preparation in Denver. The average establishment served 22 per cent baked. Baking was also popular in other Western cities.

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

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

Half of the shellfish users in Denver bought breaded shrimp in November, 1958. Almost as many bought raw shrimp, while a substantial number bought raw scallops.

Frozen lobster tails led in Denver in terms of total pounds purchased, owing to quantity purchases.

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

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

The great majority of purchasers were satisfied with the quality and condition of the shellfish which they bought, and with the preparation of most species of shellfish.

In the case of lobster, one fifth of the purchasers said they were not satisfied with the preparation.

3. Packaging of Shellfish (Tables 14, 15)

Leading shellfish items were most often bought in 5 pound packages in Denver.

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

Frying was the most usual way of preparing shellfish in Denver. The typical establishment served four fifths of its shellfish fried.

As with fish, frying was the leading method of preparing shellfish in all ten cities of the study.

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

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

One sixth of all the establishments in Denver bought portions during November, 1958.

Denver ranked sixth among the ten cities, in percentage of establishments buying portions.

In Denver, portions were most widely bought uncooked and breaded; and the quantity purchased was greater than that of any other type of preparation.

Almost half of the Denver purchasers said that they were currently buying more portions than the year before. Forty-one per cent said they were buying about the same amount, while 7 per cent said they were buying less.

This trend towards an increasing use of portions was not so strong in most cities. The trend was also notable in Springfield.

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

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

However, one sixth of the users of portions said they thought the quality of portions was poorer than that of other frozen processed fish. More than two thirds rated the quality as about the same, while 9 per cent considered the quality better.

While three fifths of the users specified no disadvantage to using portions, 25 per cent said portions were not economical; and 18 per cent said the quality was not as good.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Convenience, ease of preparation	69
Can control food costs better - know profit	23
Fast, timesaving	20
Size of portions, uniform portions	16
No bones	16

Users of portions generally thought their customers liked portions the same as other types of frozen processed fish. Fewer than 6 per cent said that their customers liked portions

less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Denver purchasers tended to buy portions in smaller packages than purchasers in other cities. The average weight of a package of portions for the city was 4.7 pounds.

They also tended to buy individual portions of smaller size. The average weight of an individual portion was 3.8 ounces.

A large majority of establishments, in Denver 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 in Denver, with 79 per cent of the establishments serving them this way. The average establishment served 61 per cent of its portions fried.

Frying was the leading method in nine of the ten cities of the study. The exception was Springfield, Massachusetts, where baking was the most popular method.

In Denver, the average establishment served 30 per cent baked.

Two thirds of the Denver establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

One third of the establishments using portions said they were more expensive than other forms of frozen processed fish. Another third considered them less expensive, while a third rated them about the same.

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

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

Only 5 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: they sold comparatively little fish, portions were too expensive, they served other types of fish.

Price also figured as a reason for not buying portions in Atlanta, Los Angeles, and Portland.

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

Establishments in Denver 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 84 per cent of the establishments, while frozen food distributors accounted for another 11 per cent.

Main suppliers in Denver were located less than 10 miles from the establishment, in 83 per cent of the cases.

In 43 per cent of the cases, deliveries were made once a week, while deliveries were made from two to four times a week in another 18 per cent 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)

More than a third of the establishments reporting in Denver said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The highest figure reported fell between \$30,000 and \$49,999. Other establishments were between these two extremes, with the median coming at \$500.

More than two thirds 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)

Three fourths of the establishments in Denver 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, the majority said they would buy about the same amount, if Government inspected sea food were available.

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, 9 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 Denver said they had never bought frozen processed sea food, the main reason given being that they sold little or no fish.

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

	<u>%</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>60</u>
Don't use sea food at all	41
Use sea food, but not frozen processed sea food	19
 No cold storage facilities	 40

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>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes, bought sea food	69.6	63.8	93.0	52.3	82.6	76.2	93.8
<u>Bought frozen processed sea food</u>	58.8	53.4	80.2	39.6	65.1	71.4	93.8
Bought frozen processed fish	43.1	40.2	54.7	29.4	42.2	60.3	69.2
Bought frozen processed shellfish	32.5	37.9	10.5	18.3	29.4	49.2	64.6
Bought portions	16.4	13.2	29.1	8.6	26.6	17.5	21.5
No, did not buy sea food	30.4	36.2	7.0	47.7	17.4	23.8	6.2

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>	(166)	(86)	(80)	(52)	(48)	(28)	(38)
	<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	84.4	83.8	86.3	75.7	78.9	93.8	100.0
No, did not buy frozen processed sea food	15.6	16.2	13.7	24.3	21.1	6.2	-

Table 3

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

According to Sales Volume

	Total	Less Than \$40,000	\$40,000 and Over		Total	Less Than \$40,000	\$40,000 and Over
<u>Total Users of Frozen Processed Fish</u>	(102)	(52)	(50)		2	2	2
	2	2	2	<u>Ocean Perch</u>			
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	Cooked	1.6	2.9	-
<u>Catfish</u>				Fillets	26.2	33.7	16.9
Fillets	1.6	-	3.6	<u>Red Snapper</u>			
Steaks	.5	1.0	-	Fillets	5.3	5.8	4.8
<u>Cod</u>				Raw	3.7	-	8.4
Cooked	1.6	2.9	-	<u>Salmon</u>			
Fillets	12.8	14.4	10.8	Cooked	1.6	2.9	-
Steaks	.5	1.0	-	Fillets	1.1	1.0	1.2
Breaded fillets	.5	-	1.2	Steaks	20.9	18.3	24.1
Raw	1.6	-	3.6	Raw	11.8	3.8	21.7
<u>Fish Cakes</u>				<u>Smelts</u>			
Cooked and breaded	1.6	2.9	-	Raw	1.6	2.9	-
<u>Flounder</u>				<u>Sole</u>			
Cooked	1.6	2.9	-	Fillets	24.1	17.3	32.5
Fillets	1.6	-	3.6	<u>Swordfish</u>			
<u>Haddock</u>				Cooked	1.6	2.9	-
Cooked	1.6	2.9	-	Steaks	1.6	2.9	-
Fillets	17.9	10.6	18.1	Chunk	1.1	-	2.4
Steaks	4.7	-	6.0	Raw	1.1	-	2.4
Raw	.6	2.9	-	<u>Trout</u>			
<u>Halibut</u>				Raw	4.3	2.9	6.0
Cooked	1.6	2.9	-	<u>Whitefish</u>			
Breaded	1.6	2.9	-	Fillets	1.6	-	3.6
Fillets	18.2	14.4	22.9	<u>Whiting</u>			
Steaks	39.6	40.4	38.6	Fillets	.5	-	1.2
Breaded fillets	1.2	2.9	-	Raw	.5	1.0	-
Chunk	.5	1.0	-				
Raw	15.0	7.7	24.1				

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

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>Catfish</u>							
Filletts	(a)	-	-	Cooked Filletts	15 1,049	(a) 2.4	5.0 21.4
Steaks	(a)	-	-				
<u>Cod</u>				<u>Red Snapper</u>			
Cooked	60	(b)	20.0	Filletts	7,905	18.2	790.5
Filletts	2,134	4.9	88.9	Raw	1,960	4.5	280.0
Steaks	24	(b)	24.0	<u>Salmon</u>			
Breaded filletts	(a)	-	-	Cooked	30	(b)	10.0
Raw	144	(b)	48.0	Filletts	502	1.2	251.0
<u>Fish Cakes</u>				Steaks	1,771	4.1	45.4
Cooked and breaded	18	(a)	6.0	Raw	2,979	6.9	135.4
<u>Flounder</u>				<u>Smelts</u>			
Filletts	225	.5	75.0	Raw	(a)	-	-
Cooked	30	(b)	10.0	<u>Sole</u>			
<u>Haddock</u>				Filletts	2,110	4.9	46.9
Cooked	15	(a)	5.0	<u>Swordfish</u>			
Filletts	1,331	3.1	51.2	Cooked	15	(a)	5.0
Steaks	575	1.3	115.0	Steaks	180	(b)	60.0
Raw	15	(a)	5.0	Chunk	90	(b)	45.0
<u>Halibut</u>				Raw	30	(b)	15.0
Cooked	60	(b)	20.0	<u>Trout</u>			
Breaded	60	(b)	20.0	Raw	355	.8	44.4
Filletts	1,907	4.4	56.1	<u>Whitefish</u>			
Steaks	23,280	53.6	314.6	Filletts	90	(b)	30.0
Breaded filletts	80	(b)	40.0	<u>Whiting</u>			
Chunk	12	(a)	12.0	Filletts	225	.5	225.0
Raw	8,610	19.8	307.5	Raw	150	(b)	150.0

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

(b) Less than half a pound.

Table 5

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED FISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Cod</u>	100.0	<u>Total Purchases of Ocean Perch</u>	100.0
Prefer more prepreparation of cod	6.3	Prefer more prepreparation of ocean perch	7.7
Prefer less prepreparation of cod	-	Prefer less prepreparation of ocean perch	5.8
Prefer prepreparation as it is	90.6	Prefer prepreparation as it is	86.5
No answer	3.1		
		<u>Total Purchases of Salmon</u>	100.0
<u>Total Purchases of Haddock</u>	100.0	Prefer more prepreparation of salmon	12.1
Prefer more prepreparation of haddock	5.4	Prefer less prepreparation of salmon	-
Prefer less prepreparation of haddock	-	Prefer prepreparation as it is	71.2
Prefer prepreparation as it is	83.8	No answer	16.7
No answer	10.8		
		<u>Total Purchases of Sole</u>	100.0
<u>Total Purchases of Halibut</u>	100.0	Prefer more prepreparation of sole	-
Prefer more prepreparation of halibut	9.7	Prefer less prepreparation of sole	-
Prefer less prepreparation of halibut	4.1	Prefer prepreparation as it is	95.6
Prefer prepreparation as it is	79.3	No answer	4.4
No answer	6.9		

(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>
<u>Total Users of Frozen Processed</u> <u>Fish, November, 1958</u>	(102)
	$\%$
	<u>100.0</u>
Satisfied	96.3
Dissatisfied	2.1
Don't know	1.1
No answer	.5

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>%</u>	<u>Total Purchasers of</u>	<u>%</u>
		<u>Halibut Fillets</u>	<u>100.0</u>
<u>Total Purchasers of</u>			
<u>Cod Fillets</u>	<u>100.0</u>		
Packages less than 1 pound	12.5	1 pound packages	5.8
1 pound packages	25.0	2 pound packages	2.9
5 pound packages	37.5	3 pound packages	8.9
15 pound packages	8.3	4 pound packages	2.9
17 pound packages	4.2	5 pound packages	53.0
25 pound packages	8.3	17 pound packages	2.9
No answer	4.2	30 pound packages	2.9
		40 pound packages	8.9
		50 pound packages and over	8.9
		No answer	2.9
Average number of servings		Average number of servings	
per pound	3.7	per pound	2.9
<u>Total Purchasers of</u>		<u>Total Purchasers of</u>	
<u>Haddock Fillets</u>	<u>100.0</u>	<u>Halibut Steaks</u>	<u>100.0</u>
Packages less than 1 pound	11.6	3 pound packages	4.1
1 pound packages	11.6	4 pound packages	4.1
4 pound packages	3.8	5 pound packages	41.8
5 pound packages	50.0	6 pound packages	4.1
15 pound packages	3.8	9 pound packages	4.1
17 pound packages	3.8	10 pound packages	12.1
20 pound packages	11.6	14 pound packages	4.1
No answer	3.8	16 pound packages	9.4
		30 pound packages	4.1
		50 pound packages and over	5.4
Average number of servings		No answer	6.7
per pound	4.5		
		Average number of servings	
		per pound	3.7

(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 7
(Contd.)

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

	Total	Total Purchasers of Salmon Steaks	Total
	%		%
			100.0
		3 pound packages	7.7
		5 pound packages	38.4
		9 pound packages	5.1
		10 pound packages	18.0
		50 pound packages and over	12.8
		No answer	18.0
		Average number of servings per pound	4.2
		Total Purchasers of Salmon - Raw	100.0
		9 pound packages	45.4
		10 pound packages	36.3
		12 pound packages	4.6
		13 pound packages	4.6
		15 pound packages	9.1
		Average number of servings per pound	3.4
		Total Purchasers of Sole - Fillets	100.0
		Packages less than 1 pound	6.7
		1 pound packages	17.8
		3 pound packages	6.7
		5 pound packages	35.5
		10 pound packages	2.2
		12 pound packages	6.7
		20 pound packages	11.1
		25 pound packages	6.7
		36 pound packages	2.2
		No answer	4.4
		Average number of servings per pound	3.4
		Total Purchasers of Ocean Perch Fillets	100.0
		Packages less than 1 pound	6.2
		1 pound packages	24.5
		2 pound packages	2.0
		3 pound packages	2.0
		5 pound packages	53.1
		10 pound packages	2.0
		No answer	10.2
		Average number of servings per pound	3.9

(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	(102)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	94.7
Dissatisfied	2.1
Don't know	2.7
No answer	.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 <u>\$10,000</u>	<u>\$10,000-</u> <u>39,999</u>	<u>\$40,000</u> and <u>Over</u>
<u>Total Users of Frozen Processed Fish</u>	(102)	(30)	(22)	(50)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
<u>Establishments Serving Fried</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
None fried	9.6	3.4	15.2	10.8
1 - 14%	1.6	1.7	-	2.4
15 - 34%	4.3	-	2.2	8.4
35 - 64%	21.4	22.4	28.3	16.9
65 - 84%	11.8	5.2	10.9	16.9
Over 84%	49.2	62.1	43.4	43.4
Don't know, no answer, refused	2.1	5.2	-	1.2
Average percentage served	67.5	76.4	62.8	64.1
<u>Establishments Serving Broiled</u>				
None broiled	80.8	87.9	89.1	71.1
1 - 14%	3.2	5.2	-	3.6
15 - 34%	6.4	1.7	8.7	8.4
35 - 64%	5.9	-	2.2	12.1
65 - 84%	-	-	-	-
Over 84%	1.6	-	-	3.6
Don't know, no answer, refused	2.1	5.2	-	1.2
Average percentage served	6.3	.9	3.2	11.8
<u>Establishments Serving Baked</u>				
None baked	51.3	62.1	47.8	45.8
1 - 14%	4.3	-	2.2	8.4
15 - 34%	10.7	6.9	2.2	18.1
35 - 64%	24.1	20.6	34.8	20.5
65 - 84%	.5	-	-	1.2
Over 84%	7.0	5.2	13.0	4.8
Don't know, no answer, refused	2.1	5.2	-	1.2
Average percentage served	22.2	17.6	30.0	20.8
<u>Establishments Serving in Other Ways</u>				
None in other ways	94.2	94.8	95.7	92.8
1 - 14%	2.1	-	-	4.8
15 - 34%	.5	-	-	1.2
35 - 64%	1.1	-	4.3	-
65 - 84%	-	-	-	-
Over 84%	-	-	-	-
Don't know, no answer, refused	2.1	5.2	-	1.2
Average percentage served	.8	-	2.2	.7

Table 10

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

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish</u>	(63)
	<u>%</u>
	<u>100.0*</u>
<u>Clams</u>	
Cooked	.7
Chopped	2.1
Raw; clean	5.7
<u>Crabs</u>	
Cooked	.7
Crab legs cooked	.7
Raw; whole, clean	2.1
<u>Lobster</u>	
Cleaned and deheaded tails	19.1
Raw; clean	8.5
<u>Oysters</u>	
Cooked	.7
Breaded	4.3
Canned	.7
Raw; clean	13.5
<u>Scallops</u>	
Cooked	2.1
Breaded	4.3
Raw; clean	28.4
<u>Shrimp</u>	
Cooked	.7
Breaded	49.6
Patties	2.1
Cooked and breaded	1.4
Deheaded, raw in shell	2.8
Raw; clean, deheaded, shelled and deveined	46.8

*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

	<u>Total</u> <u>Pounds</u>	<u>All</u> <u>Establishments</u>	<u>User</u> <u>Establishments</u>
<u>Clams</u>			
Cooked	10	(a)	10.0
Chopped	120	(b)	40.0
Raw, clean	126	(b)	15.8
<u>Crabs</u>			
Cooked	60	(b)	60.0
Crab legs cooked	60	(b)	60.0
Raw; whole, clean	789	1.8	26.3
<u>Lobster</u>			
Cleaned and deheaded tails	21,046	48.5	779.5
Raw; clean	1,288	3.0	107.4
<u>Oysters</u>			
Cooked	5	(a)	5.0
Breaded	90	(b)	15.0
Canned	(a)	-	-
Raw; clean	732	1.7	38.5
<u>Scallops</u>			
Cooked	6	(a)	2.0
Breaded	366	.8	61.0
Raw; clean	2,272	5.2	56.8
<u>Shrimp</u>			
Cooked	5	(a)	5.0
Breaded	2,920	6.7	41.7
Patties	(a)	-	-
Cooked and breaded	(a)	-	-
Deheaded, raw in shell	1,620	3.7	405.0
Raw; clean, deheaded, shelled, deveined	15,576	35.9	236.0

(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 <u>(1)</u> %		Total Users <u>(1)</u> %
<u>Total Purchases of Lobster</u>	<u>100.0</u>	<u>Total Purchases of Scallops</u>	<u>100.0</u>
Prefer more prepreparation of lobster	12.8	Prefer more prepreparation of scallops	4.1
Prefer less prepreparation of lobster	7.7	Prefer less prepreparation of scallops	-
Prefer prepreparation as it is	64.1	Prefer prepreparation as it is	93.9
No answer	15.4	No answer	2.0
<u>Total Purchases of Oysters</u>	<u>100.0</u>	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
Prefer more prepreparation of oysters	3.7	Prefer more prepreparation of shrimp	2.1
Prefer less prepreparation of oysters	-	Prefer less prepreparation of shrimp	3.4
Prefer prepreparation as it is	96.3	Prefer prepreparation as it is	91.8
		No answer	2.7

(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

	<u>Total</u>		<u>Total</u>
	<u>£</u>		<u>£</u>
Total Users of Frozen Processed Shellfish, November, 1958	(63)	Total Purchasers of Lobster Tails - Cleaned and Deheaded	100.0
	<u>£</u>	Packages less than 1 pound	33.4
	100.0	12 pound packages	3.7
Satisfied	91.5	20 pound packages	18.5
		24 pound packages	11.1
Dissatisfied	3.5	50 pound packages and over	11.1
		No answer	22.2
Don't know	.7		
		Total Purchasers of Scallops - Raw	100.0
No answer	4.3	1 pound packages	7.5
		4 pound packages	2.5
		5 pound packages	80.0
		8 pound packages	7.5
		50 pound packages and over	2.5
		Average number of servings per pound	4.5

Table 14

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

	<u>Total</u>
	<u>£</u>
Total Purchasers of Shrimp - Breaded	100.0
1 pound packages	4.3
2 pound packages	22.9
3 pound packages	21.4
4 pound packages	5.7
5 pound packages	41.4
10 pound packages	4.3
Average number of servings per pound	3.4
Total Purchasers of Shrimp - Raw	100.0
1 pound packages	6.1
3 pound packages	7.6
5 pound packages	75.7
50 pound packages and over	10.6
Average number of servings per pound	3.9

(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, preprepared 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	(63)
	<u>%</u>
	100.0
Satisfied	91.5
Dissatisfied	2.1
Don't know	2.1
No answer	4.3

Table 16

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

	<u>Total</u>		<u>Total</u>	
	<u>Total Users of Frozen</u>		<u>Total Users of Frozen</u>	
	<u>Processed Shellfish</u>	<u>(63)</u>	<u>Processed Shellfish</u>	
		<u>%</u>	<u>%</u>	
		100.0	100.0	
<u>Establishments Serving Fried</u>			<u>Establishments Serving Baked</u>	
None fried	1.4		None baked	83.0
1 - 14%	2.1		1 - 14%	3.5
15 - 34%	1.4		15 - 34%	4.3
35 - 64%	11.3		35 - 64%	2.8
65 - 84%	17.8		65 - 84%	-
Over 84%	60.3		Over 84%	.7
Don't know, no answer, refused	5.7		Don't know, no answer, refused	5.7
Average percentage served	79.3		Average percentage served	3.6
<u>Establishments Serving Broiled</u>			<u>Establishments Serving in Other Ways</u>	
None broiled	76.5		None in other ways	65.2
1 - 14%	6.4		1 - 14%	8.5
15 - 34%	7.1		15 - 34%	12.8
35 - 64%	4.3		35 - 64%	3.5
65 - 84%	-		65 - 84%	-
Over 84%	-		Over 84%	4.3
Don't know, no answer, refused	5.7		Don't know, no answer, refused	5.7
Average percentage served	4.6		Average percentage served	10.0

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 midpoint of the interval, and taking an average of all the cases.

Table 17

TYPES OF PORTIONS BOUGHTIN NOVEMBER, 1958

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	$\frac{1}{2}$
	<u>100.0*</u>
Cooked - breaded	12.8
Cooked - plain	-
Uncooked - breaded	68.2
Uncooked - plain	28.5

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	390	.9	43.3
Cooked - plain	(a)	-	-
Uncooked - breaded	1,603	3.7	33.4
Uncooked - plain	784	1.8	39.2

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

*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

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	<u>2</u>
	<u>100.0</u>
Use more now	46.5
Use about the same	40.9
Use less now	7.0
Don't know	5.6

Table 20

SATISFACTION AND DISSATISFACTION WITH
QUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of Portions, November, 1958</u>	(46)
	<u>2</u>
	<u>100.0</u>
Satisfied	98.7
Dissatisfied	-
Don't know	1.3

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 OTHERFROZEN PROCESSED FISH - FOR WHAT REASONS?

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	<u>1</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>8.5*</u>
Quality	5.6
Uniform controlled serving - always same amount	1.4
Don't know - no answer	2.8
<u>Portions poorer</u>	<u>16.9</u>
Poor quality - inferior quality, can't tell what is in them	15.5
Dry - dry out when cooked, not flexible	1.4
About the same	69.0
Don't know	5.6

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(42)
	<u>1</u>
	<u>100.0*</u>
Convenience, ease of preparation - save labor, already prepared	69.0
Can control food cost better - know profit	22.5
Fast, timesaving - quicker to serve, prepare	19.7
Size of portions - uniform, controlled servings, the right size serving	15.5
No bones	15.5
Economical - no waste	11.3
Customers like them	9.9
All others	2.8
No advantages	4.2

*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>	(42)
	<u>%</u>
	<u>100.0*</u>
Not economical - more expensive to buy	25.4
Quality not as good - not always sure what's in them	18.3
Lack flavor - not as tasty, sometimes dry	4.2
Portions wrong size - too small	1.4
All others	1.4
No disadvantages	60.6
Don't know, no answer	4.2

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>	(42)
	<u>%</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>22.6*</u>
Uniform controlled servings - always the same amount	12.7
Customers order - seem to like them	5.6
Faster quicker to serve - no waiting	4.2
Attractive - eye appealing	4.2
No bones - safer for children	1.4
<u>Think customers like portions less</u>	<u>5.6</u>
Lack flavor - not as tasty	4.2
Don't know - no answer	1.4
Think customers like portions about the same	53.5
Don't know	18.3

*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	42
Average weight of package of portions, in pounds	4.7
Average number of servings per package	23.6
Average weight of individual servings, in ounces	3.2
Average weight of individual portions, in ounces	3.8

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>	(42)
	<u>100.0</u>
Satisfied	88.7
Dissatisfied	1.4
Don't know, no answer	9.9

Table 27

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

	<u>Total</u>		<u>Total</u>
<u>Total Users of Portions</u>	(43)	<u>Total Users of Portions</u>	(43)
	<u>%</u>		<u>%</u>
	100.0		100.0
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	21.1	None baked	49.3
1 - 14%	-	1 - 14%	1.4
15 - 34%	2.8	15 - 34%	16.9
35 - 64%	18.3	35 - 64%	9.9
65 - 84%	9.9	65 - 84%	1.4
Over 84%	47.9	Over 84%	21.1
Average percentage served	61.4	Average percentage served	29.7
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	88.8	None in other ways	100.0
1 - 14%	4.2	1 - 14%	-
15 - 34%	5.6	15 - 34%	-
35 - 64%	1.4	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	-	Over 84%	-
Average percentage served	2.4	Average percentage served	-

Table 28

DO ESTABLISHMENTS COOK PORTIONS
WHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	$\frac{1}{2}$
	<u>100.0</u>
Yes, cook while frozen	66.2
No, do not cook while frozen	26.8
No answer	7.0

Table 29

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

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	$\frac{1}{2}$
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>31.0</u>
Price includes processing and packaging - preparation would tend to raise cost	9.9
Cost is more for amount of serving	1.4
Don't know - no answer	19.7
<u>Portions less expensive</u>	<u>32.4*</u>
Labor saving - requires no preparation	18.3
Time saving	14.1
Uniform controlled servings	4.2
Cuts cost of preparation	4.2
Less or no waste	1.4
Don't know - no answer	7.0
About the same	32.4
Don't know	4.2

*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 ESTABLISHMENTS SPECIFYTHE KIND OF FISH?

	<u>Total</u>
<u>Total Users of Portions</u>	(42)
	<u>2</u>
	<u>100.0</u>
Specify kind of fish	94.4
Do not specify kind of fish	4.2
No answer	1.4

Table 31

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

	<u>Total</u>
<u>Total Users of Frozen Processed Sea Food</u>	(142)
	<u>2</u>
	<u>100.0</u>
Yes, would like other items	5.1
No, would not like other items	76.9
Don't know	9.4
No answer	8.6

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>	<u>WAS PRICE A REASON ESTABLISHMENTS</u>	
<u>Total Establishments Using Frozen Processed</u> <u>Sea Food, but Not Portions</u>	(100)	<u>DID NOT BUY PORTIONS?</u>	
	<u>1</u>		
	<u>100.0*</u>		
Sell, serve little or no fish - no demand, calls for it	23.4		<u>Total</u>
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	19.6	Total Nonusers Who Did Not Volunteer	
Serve other types - perch, shrimp, halibut, etc., other types more popular	16.8	<u>Price as a Reason</u>	(82)
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	13.6		<u>1</u>
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	12.0		<u>100.0</u>
No particular reason - just didn't	12.0	Yes, price was a reason	13.5
Quality not as good - doesn't meet our quality standards, can't tell what is in it	9.2	No, price was not a reason	79.1
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	4.3		
Don't like them so wouldn't serve them	2.2	No answer	7.4
Use fresh fish - prefer fresh fish	1.6		
Company makes the rules - policy against it	.5		
All others	5.4		
Don't know, no answer	6.0		

*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>	(142)	(40)	(38)	(64)
	<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	-	-	-	-
Sea food wholesalers	84.3	79.5	71.8	96.2
Frozen food distributors	10.6	6.4	16.9	9.4
All other, grocery stores, supermarkets	9.0	19.2	8.5	1.9
No answer	.8	-	2.8	-

*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>	(142)	(116)	(26)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	83.1	77.6	100.0
10 - 50 miles	16.1	21.4	-
51 - 100 miles	-	-	-
More than 100 miles	-	-	-
Don't know	.4	.5	-
No answer	.4	.5	-

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>	(142)	(73)	(69)	(40)	(38)	(64)
	<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>
Every day	11.0	14.5	1.4	1.3	5.6	21.7
2 - 4 times per week	17.7	24.2	-	7.7	26.8	18.9
Once a week	42.7	42.0	44.9	48.7	25.4	50.0
2 - 3 times per month	16.1	7.5	39.1	18.0	29.6	5.7
Once a month	4.7	3.8	7.3	5.1	7.0	2.8
Less than once a month	4.3	3.2	7.3	11.5	1.4	.9
Don't know, no answer	3.5	4.8	-	7.7	4.2	-

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>	(142)	(40)	(38)	(64)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	3.9	5.2	-	5.7
No, cannot improve services	89.4	87.1	95.8	86.8
Don't know	6.3	7.7	4.2	6.6
No answer	.4	-	-	.9

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Sales Volume

	<u>Total</u>	Less Than <u>\$10,000</u>	<u>\$10,000-</u> <u>39,999</u>	<u>\$40,000</u> and <u>Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(142)	(40)	(38)	(64)
	<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	38.0	78.1	45.9	8.2
\$250 - 499	11.9	12.2	12.5	11.5
\$500 - 999	15.1	7.3	33.3	13.1
\$1,000 - 2,499	21.4	-	8.3	41.0
\$2,500 - 4,999	4.0	-	-	8.2
\$5,000 - 9,999	3.2	2.4	-	4.9
\$10,000 - 14,999	2.4	-	-	4.9
\$15,000 - 29,999	1.6	-	-	3.3
\$30,000 - 49,999	2.4	-	-	4.9
\$50,000 - 99,999	-	-	-	-
\$100,000 and over	-	-	-	-

Table 38

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000 and Over
<u>Total Users of Frozen Processed Sea Food</u>	(142)	(40)	(38)	(64)
	<u>½</u>	<u>½</u>	<u>½</u>	<u>½</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	35.3	33.3	32.4	38.7
Say beef more profitable than sea food	7.1	3.8	8.5	8.5
Say meat (unspecified) more profitable than sea food	5.1	9.0	-	5.7
Say all foods the same in profitability	2.7	3.8	1.4	2.8
Say eggs more profitable than sea food	2.7	3.8	4.2	.9
Say pork more profitable than sea food	1.2	3.8	-	-
Say miscellaneous other foods more profitable than sea food	2.4	-	4.2	2.8
Nonprofit establishments	19.6	19.2	23.0	17.9
Don't know	26.3	29.5	25.4	24.5
No answer	3.9	1.3	9.9	1.9

*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 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 Users of Frozen Processed Sea Food</u>	(142)	(73)	(69)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	74.9	72.0	82.6
No, do not know they can	25.1	28.0	17.4

Table 40

DO THE 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 Establishments Knowing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(111)	(54)	(57)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	96.9	96.3	98.2
No, do not buy	3.1	3.7	1.8

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>	(108)	(52)	(56)
	<u>¢</u>	<u>¢</u>	<u>¢</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Only type available - it's all inspected, that's what supplier carries	34.1	35.7	30.4
Best quality - use better products, more uniform quality	23.8	32.6	3.6
Government inspected foods are safe - pure, fresh, clean, no germs or disease	22.7	19.4	30.4
Prefer Government inspected - wouldn't buy any other	10.8	.8	33.9
Public demands it	4.9	7.0	-
Government/law requires it	4.9	7.0	-
Company demands that it's bought	2.7	2.3	3.6
All others	3.8	3.9	3.6
Don't know, no answer	2.2	3.1	-

*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>	(108)	(52)	(56)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	9.2	4.7	19.6
Buy about the same	78.9	81.4	73.2
Buy less	-	-	-
Don't know	10.8	13.9	3.6
No answer	1.1	-	3.6

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>	(31)
	<u>%</u>
	<u>100.0</u>
Say they would buy more	-
Say they would buy less	-
About the same	85.9
Don't know	9.4
No answer	4.7

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>	(74)
	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>11.1*</u>
No demand - didn't sell enough, no volume, customers prefer other foods	10.6
Unable to handle preparation - didn't have the help	1.1
More expensive than other forms of fish	.6
<u>Have not served frozen processed sea food before</u>	<u>84.9*</u>
Sell little or no fish - no demand, call for it, not in that business	72.6
No storage facilities - no freezer	5.0
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	4.5
Just opened, don't know what I'll sell	3.4
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	2.8
All others	.6
Don't know, no answer	4.5
Don't know	3.4
No answer	.6

*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 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>\$40,000-99,000</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	<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	76.5	73.8	87.2	67.0	87.2	74.6	89.2
No, do not have cold storage facilities	22.6	25.6	10.5	33.0	12.8	23.8	6.2
No answer	.9	.6	2.3	-	-	1.6	4.6
Average capacity, in cubic feet	47.6	45.1	54.5	13.1	21.2	110.5	131.8

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>	(74)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>73.7</u>	<u>26.3</u>
Yes, have cold storage facilities	60.3	40.7	19.6
No, do not have cold storage facilities	39.7	33.0	6.7

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>	Public Eating <u>Places</u>	<u>Institutions</u>
<u>Total Establishments</u>	(216)	(130)	(86)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Receipts</u>			
Less than \$10,000	45.4	47.9	34.9
\$10,000 - 39,999	25.1	23.9	30.2
\$40,000 - 99,999	14.5	14.1	16.3
\$100,000 and over	15.0	14.1	18.6

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>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	<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	10.2	11.1	7.0	24.2	-	3.0	4.4
\$1,000 - 2,499	9.5	10.4	7.0	24.2	2.4	3.0	-
\$2,500 - 4,999	17.6	18.8	14.0	30.4	17.1	8.9	6.5
\$5,000 - 9,999	9.1	7.7	14.0	13.7	17.1	3.0	-
\$10,000 - 14,999	10.7	10.4	11.6	4.5	31.7	8.9	2.1
\$15,000 - 29,999	12.3	14.5	4.6	3.0	29.3	17.5	6.5
\$30,000 - 49,999	8.6	9.7	4.6	-	2.4	35.1	6.5
\$50,000 - 99,999	11.8	10.4	16.3	-	-	11.7	39.2
\$100,000 - 249,999	8.6	6.3	16.3	-	-	8.9	28.3
\$250,000 and over	1.6	.7	4.6	-	-	-	6.5

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>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	<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	4.7	5.5	2.0	12.0	-	2.9	-
5 - 14%	7.5	5.5	14.3	17.3	1.6	5.9	-
15 - 24%	3.8	3.0	6.1	1.3	8.2	-	4.6
25 - 34%	8.9	6.6	16.3	9.3	13.1	-	9.3
35 - 44%	22.1	24.4	14.3	13.3	19.7	29.4	34.9
45 - 54%	34.7	43.3	6.1	26.8	31.2	50.0	41.9
55 - 64%	11.7	4.3	36.8	10.7	16.4	11.8	7.0
65 - 74%	2.8	3.7	-	4.0	4.9	-	-
75 - 84%	3.8	3.7	4.1	5.3	4.9	-	2.3
85 - 94%	-	-	-	-	-	-	-
95 - 100%	-	-	-	-	-	-	-

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>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>	<u>216</u>	<u>130</u>	<u>86</u>	<u>87</u>	<u>56</u>	<u>33</u>	<u>40</u>
<u>Average Number of Main Meals Served</u>							
Midday, weekdays	141	110	252	42	113	242	423
Sea food meals	13	9	31	3	10	23	49
Midday, Saturdays and Sundays	80	68	123	20	60	112	294
Sea food meals	5	6	1	4	5	2	15
Evening, weekdays	57	49	88	15	33	76	232
Sea food meals	6	6	6	1	3	10	35
Evening, Saturdays and Sundays	55	48	79	15	36	54	238
Sea food meals	6	7	-	-	2	13	23

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>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>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	<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	.2	-	1.2	.5	-	-	-
\$.25 - .49	11.3	5.7	33.6	6.6	21.1	14.3	6.2
\$.50 - .74	18.9	21.0	10.5	20.9	16.5	22.2	13.8
\$.75 - .99	38.4	46.0	7.0	45.7	41.3	35.0	13.8
\$1.00 - 1.49	11.5	13.5	3.5	14.7	9.2	7.9	9.2
\$1.50 - 1.99	4.6	5.7	-	1.5	-	9.5	16.9
\$2.00 - 2.49	.2	.3	-	-	-	-	1.5
\$2.50 - 2.99	.2	.3	-	-	-	-	1.5
\$3.00 - 3.99	.2	.3	-	-	-	-	1.5
\$4.00 - 4.99	-	-	-	-	-	-	-
\$5.00 and over	-	-	-	-	-	-	-
No answer	9.2	6.9	18.6	7.1	4.6	7.9	24.8
Nonprofit establishment	5.3	.3	25.6	3.0	7.3	3.2	10.8

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	216	87	56	33	40
Average number per establishment	9	2	4	13	39

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	216	130	86	87	56	33	40
Average seating capacity, in seats	106	84	201	53	95	179	220

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>	(216)	(130)	(86)	(87)	(56)	(33)	(40)
	$\frac{1}{100.0}$	$\frac{1}{100.0}$	$\frac{1}{100.0}$	$\frac{1}{100.0}$	$\frac{1}{100.0}$	$\frac{1}{100.0}$	$\frac{1}{100.0}$
Serve on 7 days	60.6	60.6	60.5	67.0	42.2	57.2	75.4
Serve on 6 days	28.6	34.2	5.8	21.8	42.2	36.5	18.4
Serve on 5 days	10.1	4.6	32.5	10.7	15.6	6.4	3.1
Serve on less than 5 days	.2	-	1.2	.5	-	-	-
No answer	.5	.6	-	-	-	-	3.1

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>	(216)	(87)	(56)	(33)	(40)
	<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>
Establishments will no specialty	79.0	69.5	87.2	76.7	97.0
<u>Establishments with specialty</u>	<u>21.0*</u>	<u>30.5</u>	<u>12.8</u>	<u>23.8</u>	<u>3.0</u>
Mexican, Spanish	6.2	10.7	-	9.5	-
Steak or chophouse	5.8	10.7	2.8	-	1.5
Italian food	4.8	6.1	5.5	4.8	-
Chinese food	1.6	-	-	9.5	1.5
Chicken specialty	1.2	-	4.6	-	-
Barbecue	.7	1.5	-	-	-
Sea food	.5	-	1.8	-	-
All others	.7	1.5	-	-	-

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

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