

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

New York , New York

UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE
BUREAU OF COMMERCIAL FISHERIES
WASHINGTON 25, D. C.

CIRCULAR 73

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

This project was financed from funds provided by the Saltonstall-Kennedy Act to increase production and markets for the domestic fishing industry.

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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NEW YORK, NEW YORK

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

CIRCULAR 73

WASHINGTON - NOVEMBER 1959

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SUMMARY OF FINDINGS

(New York)

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

Five sixths of all the establishments in New York said they bought sea food in the previous twelve months. However, less than a third of these made purchases of sea food in the frozen processed form.

Only 8 per cent of all the establishments said they had bought frozen processed fish in November, 1958; 18 per cent said they had bought frozen processed shellfish; while 6 per cent said they had bought portions.

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

Of the ten cities in the survey, New York ranked tenth, 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)

Thirty per cent of the users of frozen processed fish bought flounder fillets during November, 1958. Sizable percentages of establishments bought codfish fillets and sole fillets.

In terms of pounds bought, swordfish steaks and halibut steaks were the leading New York items.

Flounder fillets did not rank high in most other cities, although they enjoyed some popularity in Atlanta and Houston.

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

A great majority of New York purchasers were satisfied with the present preparation 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)

Data on packaging of fish in New York were limited. Flounder fillets and codfish fillets, the two most popular items, were often bought in 5 pound packages.

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

Frying was the most popular method of preparing fish among New York establishments. The average establishment served 64 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

Broiling was also a rather common method of preparation in New York. The average establishment served 18 per cent of its fish broiled.

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

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

Two fifths of the users of shellfish bought breaded shrimp in November, 1958. Frozen raw shrimp was bought by almost as many establishments, and was the leading item in terms of total quantity purchased.

Breaded scallops were also purchased by a number of establishments.

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)

Shellfish items were characteristically bought in 5 pound packages in New York.

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

Frying was the most popular way of preparing shellfish in New York. The typical establishment served 52 per cent 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)

Only 6 per cent of all the establishments in New York bought portions during November, 1958.

As with frozen processed sea food in general, New York ranked tenth, in the percentage of establishments buying portions.

In New York, portions were most frequently bought cooked and breaded; and the quantity purchased was greater than that of any other type of preparation.

More than half of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. Twenty-four per cent said they were buying more, and 1 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.

Thirteen per cent of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Almost three fourths of the users rated the quality as about the same, while 3 per cent considered the quality poorer.

Major advantages cited for portions included:

	% of Users Citing
Size of portions, uniform portions	56
Convenience, ease of preparation	48
Fast, timesaving	24
Economy, no waste	23
Can control food costs better - know profit	21

About one fourth of the users cited some disadvantage to using portions. A variety of disadvantages were mentioned.

Users of portions generally thought their customers liked portions the same as other types of frozen processed fish. Fewer than 3 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

New York 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 6.5 pounds.

They also tended to buy individual portions of

larger size, and the average weight of an individual portion was 6.3 ounces.

Almost all establishments, in New York 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 New York, with 89 per cent of the establishments serving them this way. The average establishment served 75 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.

Almost two thirds of the New York establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Fewer than 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)

More than three fourths of the New York purchasers 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 served other types of fish, they sold comparatively little fish, they used fresh fish.

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

Establishments in New York tended to buy frozen processed sea food from a variety of suppliers. The suppliers were usually less than ten miles from the establishments, and made weekly deliveries. Establishments as a rule were satisfied with the services of the suppliers.

Sea food wholesalers supplied 40 per cent of the establishments, while frozen food distributors accounted for another 28 per cent. Some of the smaller establishments used such suppliers as supermarkets and groceries.

Main suppliers were located less than ten miles from the establishment, in 81 per cent of the cases.

In a little more than half the cases, deliveries were made once a week.

Only a small percentage 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)

Two fifths of the establishments reporting in New York 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 \$383.

Somewhat more than half 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)

Two thirds of the establishments in New York 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 they would buy about the same amount, or that they did not know.

Nine tenths of the establishments, who were aware that they could buy Government inspected or graded sea food, said that they had bought some. When purchasers were asked if the inspection had affected the amount of frozen processed sea food which they bought, 5 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 New York said they had never bought frozen processed sea food. Frequently the establishments said they used little or no fish, or that they used fresh fish.

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

	<u>1</u>
Total Nonusers of Frozen Processed Sea Food	<u>100</u>
<u>Have cold storage facilities</u>	<u>53</u>
Don't use sea food at all	10
Use sea food, but not frozen processed sea food	43
<u>No cold storage facilities</u>	<u>47</u>

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 Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</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>	(1171)	(949)	(77)	(44)	(101)	(587)	(293)	(121)	(170)
	<u>£</u>	<u>£</u>	<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>	<u>100.0</u>	<u>100.0</u>
Yes, bought sea food	83.3	87.1	54.5	100.0	58.9	78.5	88.0	91.7	86.2
<u>Bought frozen processed sea food</u>	<u>23.8</u>	<u>22.2</u>	<u>36.4</u>	<u>63.6</u>	<u>16.9</u>	<u>13.8</u>	<u>25.7</u>	<u>36.8</u>	<u>47.2</u>
Bought frozen processed fish	8.3	6.9	19.5	27.3	7.3	4.6	9.7	10.4	17.4
Bought frozen processed shellfish	17.5	17.5	24.7	29.5	8.9	7.8	19.7	32.6	37.9
Bought portions	5.7	3.9	26.0	22.7	4.0	2.5	7.4	6.3	13.8
No, did not buy sea food	16.7	12.9	45.5	-	41.1	21.5	12.0	8.3	13.8

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 Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</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>	(969)	(823)	(42)	(44)	(60)	(458)	(256)	(109)	(146)
	<u>%</u>	<u>%</u>	<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>	<u>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	28.6	25.4	66.7	63.6	28.8	17.6	29.2	40.2	54.8
No, did not buy frozen processed sea food	71.4	74.6	33.3	36.4	71.2	82.4	70.8	59.8	45.2

Table 3

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

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 Fish</u>	(103)	(76)	(27)	(28)	(30)	(45)
	<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>Bluefish</u>						
Filleta	.9	-	3.7	-	-	2.0
<u>Cod</u>						
Breaded	1.7	2.2	-	-	2.9	2.0
Filleta	22.4	16.9	40.7	27.3	23.5	18.4
Steaks	3.4	2.2	7.4	6.1	-	4.1
Breaded fillets	2.6	3.4	-	9.1	-	-
Shredded	1.7	2.2	-	-	-	4.1
Cakes, cooked and breaded	.9	-	3.7	-	2.9	-
Raw	.9	1.1	-	-	-	2.0
<u>Fish Cakes</u>						
Cooked	.9	1.1	-	3.0	-	-
Breaded	6.0	5.6	7.4	-	11.8	6.1
Cooked and breaded	3.4	3.4	3.7	6.1	2.9	2.0
Raw	.9	1.1	-	3.0	-	-
<u>Flounder</u>						
Breaded	4.3	5.6	-	3.0	8.8	2.0
Filleta	30.2	32.6	22.2	36.4	17.6	34.7
Cooked and breaded	.9	1.1	-	-	-	2.0
Cooked fillets	.9	1.1	-	3.0	-	-
Breaded fillets	1.7	2.2	-	-	5.9	-
Raw	.9	1.1	-	-	-	2.0
<u>Haddock</u>						
Cooked	.9	1.1	-	-	2.9	-
Breaded	2.6	3.4	-	-	5.9	2.0
Filleta	12.1	7.9	25.9	15.2	8.8	12.2
Steaks	3.4	3.4	3.7	6.1	-	4.1
Cooked and breaded	.9	1.1	-	-	-	2.0
Cooked fillets	.9	1.1	-	3.0	-	-
Breaded fillets	.9	1.1	-	-	2.9	-

*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 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>Halibut</u>						
Breaded	.9	1.1	-	-	2.9	-
Fillets	8.6	7.9	11.1	9.1	5.9	10.2
Steaks	9.5	9.0	11.1	-	20.6	8.2
Cooked and breaded	.9	1.1	-	-	-	2.0
Heads off	.9	1.1	-	-	-	2.0
Raw	5.2	5.6	3.7	-	-	12.2
<u>Mackerel</u>						
Fillets	3.4	3.4	3.7	3.0	8.8	-
<u>Ocean Perch</u>						
Fillets	2.6	-	11.1	3.0	2.9	2.0
Steaks	1.7	2.2	-	6.1	-	-
Cooked and breaded	.9	1.1	-	-	-	2.0
<u>Salmon</u>						
Steaks	3.4	2.2	7.4	-	5.9	4.1
Raw	1.7	1.1	3.7	-	-	4.1
<u>Sole</u>						
Fillets	16.4	16.9	14.8	21.2	14.7	8.2
Cooked and breaded	.9	1.1	-	-	-	-
Breaded fillets	3.4	4.5	-	6.1	5.9	-
<u>Swordfish</u>						
Cooked	3.4	-	14.8	-	5.9	4.1
Fillets	1.7	2.2	-	3.0	2.9	-
Steaks	8.6	7.9	11.1	6.1	11.8	8.2
Raw	.9	1.1	-	-	-	2.0
<u>Trout</u>						
Raw	2.6	2.2	3.7	-	-	6.1

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>Bluefish</u>				<u>Halibut</u>			
Filletts	25	(a)	25.0	Breaded	10	(a)	10.0
<u>Cod</u>				Filletts	376	(b)	37.6
Breaded	100	(b)	50.0	Steaks	7,334	5.2	666.7
Filletts	1,841	1.3	70.8	Cooked and breaded	(a)	-	-
Steaks	8	(a)	2.0	Heads off	(a)	-	-
Breaded filletts	34	(a)	11.3	Raw	2,730	1.9	455.0
Shredded	200	(b)	100.0	<u>Mackerel</u>			
Cakes, cooked and breaded	20	(a)	20.0	Filletts	120	(b)	30.0
Raw	(a)	-	-	<u>Ocean Perch</u>			
<u>Fish Cakes</u>				Filletts	100	(b)	33.3
Cooked	4	(a)	4.0	Steaks	40	(a)	20.0
Breaded	228	(b)	32.5	Cooked and breaded	(a)	-	-
Cooked and breaded	114	(b)	28.5	<u>Salmon</u>			
Raw	5	(a)	5.0	Steaks	90	(b)	22.5
<u>Flounder</u>				Raw	1,600	1.1	800.0
Breaded	62	(a)	12.4	<u>Sole</u>			
Filletts	1,050	.7	30.0	Filletts	1,537	1.1	80.9
Cooked and breaded	(a)	-	-	Cooked and breaded	(a)	-	-
Cooked filletts	(a)	-	-	Breaded filletts	52	(a)	13.0
Breaded filletts	96	(b)	48.0	<u>Swordfish</u>			
Raw	(a)	-	-	Cooked	(a)	-	-
<u>Raddock</u>				Filletts	106	(b)	53.0
Cooked	12	(a)	12.0	Steaks	8,056	5.7	805.6
Breaded	135	(b)	45.0	Raw	200	(b)	200.0
Filletts	851	.6	60.8	<u>Trout</u>			
Steaks	153	(b)	38.3	Raw	728	.5	242.7
Cooked and breaded	(a)	-	-				
Cooked filletts	(a)	-	-				
Breaded filletts	20	(a)	20.0				

(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>2</u>		<u>2</u>
<u>Total Purchases of Cod</u>	<u>100.0</u>	<u>Total Purchases of Halibut</u>	<u>100.0</u>
Prefer more preparation of cod	-	Prefer more preparation of halibut	-
Prefer less preparation of cod	-	Prefer less preparation of halibut	-
Prefer preparation as it is	97.4	Prefer preparation as it is	100.0
No answer	2.6		
		<u>Total Purchases of Sole</u>	<u>100.0</u>
<u>Total Purchases of Flounder</u>	<u>100.0</u>	Prefer more preparation of sole	-
Prefer more preparation of flounder	2.2	Prefer less preparation of sole	-
Prefer less preparation of flounder	-	Prefer preparation as it is	87.5
Prefer preparation as it is	91.1	No answer	12.5
No answer	6.7		
<u>Total Purchases of Haddock</u>	<u>100.0</u>		
Prefer more preparation of haddock	-		
Prefer less preparation of haddock	-		
Prefer preparation as it is	96.0		
No answer	4.0		

(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

	Total
<u>Total Users of Frozen Processed Fish, November, 1958</u>	<u>(103)</u>
	<u>2</u>
	<u>100.0</u>
Satisfied	87.9
Dissatisfied	.9
Don't know	.9
No answer	10.3

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>%</u>
<u>Total Purchasers of Cod Fillets</u>	<u>100.0</u>	<u>Total Purchasers of Flounder Fillets</u>	<u>100.0</u>
1 pound packages	23.0	Packages less than 1 pound	2.9
2 pound packages	11.5	1 pound packages	28.5
3 pound packages	3.9	2 pound packages	5.7
4 pound packages	7.6	3 pound packages	11.4
5 pound packages	38.4	5 pound packages	37.1
6 pound packages	3.9	10 pound packages	2.9
12 pound packages	3.9	25 pound packages	2.9
20 pound packages	3.9	No answer	8.6
25 pound packages	3.9		
		Average number of servings per pound	3.2

(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 DISSATISFACTIONWITH TYPES AND SIZES OF FROZENPROCESSED FISH PACKAGES

	<u>Total</u>
<u>Total Users of Frozen Processed Fish, November, 1958</u>	<u>(103)</u>
	<u>%</u>
Satisfied	86.2
Dissatisfied	2.6
Don't know	.9
No answer	10.3

Table 9

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

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 Fish</u>	(103)	(76)	(27)	(28)	(30)	(45)
	<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>						
None fried	15.5	9.0	37.1	12.1	5.9	24.5
1 - 14%	4.3	5.6	-	3.0	5.9	4.1
15 - 34%	5.2	4.5	7.4	-	2.9	10.2
35 - 64%	5.2	3.4	11.1	-	5.9	8.2
65 - 84%	6.0	5.6	7.4	6.1	8.8	4.1
Over 84%	50.9	61.8	14.8	60.6	64.7	34.6
Don't know, no answer, refused	12.9	10.1	22.2	18.2	5.9	14.3
Average percentage served	64.0	71.2	34.1	74.3	74.9	49.0
<u>Establishments Serving Broiled</u>						
None broiled	57.9	62.9	40.8	54.5	73.6	49.0
1 - 14%	6.0	6.7	3.7	12.1	2.9	4.1
15 - 34%	6.0	5.6	7.4	6.1	5.9	6.1
35 - 64%	4.3	2.3	11.1	3.0	2.9	6.1
65 - 84%	3.4	3.4	3.7	-	-	8.2
Over 84%	9.5	9.0	11.1	6.1	8.8	12.2
Don't know, no answer, refused	12.9	10.1	22.2	18.2	5.9	14.3
Average percentage served	17.7	15.4	26.5	11.6	12.0	26.0

Table 9
(Contd.)

PERCENTAGE OF FROZEN PROCESSED FISH SERVED FRIED, BROILED, BAKED, AND IN OTHER WAYS
(Continued)

According to Type of Establishment and Sales Volume

	Total	Type of Establishment		Sales Volume		
		Public Eating Places	Institutions	Less Than \$10,000	\$10,000-39,999	\$40,000 and Over
<u>Total Users of Frozen Processed Fish</u>	(103)	(76)	(27)	(28)	(30)	(45)
	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0
<u>Establishments Serving Baked</u>						
None baked	70.8	79.8	40.8	72.7	76.5	65.3
1 - 14%	1.7	1.1	3.7	-	-	4.1
15 - 34%	6.0	4.5	11.1	-	8.8	8.2
35 - 64%	3.4	4.5	-	3.0	5.9	2.0
65 - 84%	-	-	-	-	-	-
Over 84%	5.2	-	22.2	6.1	2.9	6.1
Don't know, no answer, refused	12.9	10.1	22.2	18.2	5.9	14.3
Average percentage served	9.3	3.8	30.3	8.7	8.3	10.5
<u>Establishments Serving in Other Ways</u>						
None in other ways	82.7	85.4	74.1	81.8	94.1	75.6
1 - 14%	-	-	-	-	-	-
15 - 34%	.9	1.1	-	-	-	2.0
35 - 64%	-	-	-	-	-	-
65 - 84%	.9	1.1	-	-	-	2.0
Over 84%	2.6	2.3	3.7	-	-	6.1
Don't know, no answer, refused	12.9	10.1	22.2	18.2	5.9	14.3
Average percentage served	3.7	3.6	4.4	-	-	9.0

Table 10

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

According to Type of Establishment and Sales Volume

	Total	Type of Establishment		Sales Volume			\$100,000 and Over
		Public Eating Places	Institutions	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	
<u>Total Users of Frozen Processed Shellfish</u>	(209)	(177)	(32)	(43)	(59)	(40)	(67)
	<u>1</u>	<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>	<u>100.0</u>
<u>Clams</u>							
Breaded	.4	.5	-	-	-	-	1.4
Chopped	1.6	-	12.5	-	2.9	2.1	1.4
Shelled and debellied	.8	.9	-	-	-	-	2.7
Raw; clean	2.4	1.9	6.3	3.6	2.9	4.3	-
<u>Crabs</u>							
Cooked	1.2	1.4	-	3.6	1.4	-	-
Breaded	.8	-	6.3	-	1.4	2.1	-
Whole frozen uncooked	1.6	1.9	-	5.4	-	-	1.4
Cooked and breaded	.8	.9	-	3.6	-	-	-
Crab meat, shelled and debellied, frozen and canned	1.2	.9	3.1	-	-	-	4.1
<u>Lobster</u>							
Cooked	2.0	2.3	-	7.1	1.4	-	-
Shelled	.4	.5	-	-	-	-	1.4
Cooked lobster meat	.4	.5	-	-	-	-	1.4
Block frozen lobster meat	.8	.9	-	-	-	-	2.7
Cleaned and deheaded tails	8.9	9.8	3.1	8.9	5.6	-	17.6
Raw; whole, clean	3.3	2.8	6.3	7.1	2.9	2.1	1.4
<u>Oysters</u>							
Cooked	.8	.9	-	3.6	-	-	-
Breaded	1.2	.9	3.1	-	2.9	2.1	-
Cooked and breaded	.4	-	3.1	-	-	2.1	-

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

Table 10
(Contd.)

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

According to Type of Establishment and Sales Volume

	Total	Type of Establishment		Sales Volume			
		Public Eating Places	Institutions	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
	₹	₹	₹	₹	₹	₹	₹
<u>Scallops</u>							
Breaded	12.6	12.6	12.5	17.9	15.9	2.1	12.2
Cooked and breaded	1.2	1.4	-	1.8	1.4	-	1.4
Raw; clean, shelled	4.5	4.7	3.1	8.9	2.9	-	5.4
<u>Scongilli</u>							
Cooked, shelled	.4	.5	-	-	1.4	-	-
<u>Shrimp</u>							
Cooked	10.6	11.7	3.1	5.4	14.5	12.8	9.5
Breaded	39.8	42.5	21.9	37.5	44.9	27.7	44.6
Cooked and breaded	4.1	3.3	9.4	5.4	4.3	6.4	1.4
Breaded steak	.8	.9	-	-	2.9	-	-
Deheaded, raw in shell	7.3	8.4	-	7.1	1.4	17.0	6.8
Broken pieces	1.6	-	6.3	-	2.9	2.1	1.4
Raw; clean, deheaded shelled and deveined	37.0	36.0	43.8	37.5	34.8	40.4	36.5

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Clams</u>			
Breaded	(a)	-	-
Chopped	(a)	-	-
Shelled and debellied	80	(b)	40.0
Raw; clean	200	(b)	4.0
<u>Crabs</u>			
Cooked	24	(b)	8.0
Breaded	68	(b)	34.0
Whole frozen uncooked	139	(b)	34.7
Cooked and breaded	(a)	-	-
Crab meat - shelled and debellied, frozen and canned	454	(b)	151.3
<u>Lobster</u>			
Cooked	20	(b)	4.0
Shelled	(a)	-	-
Cooked lobster meat	(a)	-	-
Block frozen lobster meat	96	(b)	48.0
Cleaned and deheaded tails	5,410	3.8	245.9
Raw; whole, clean	274	(b)	34.3
<u>Oysters</u>			
Cooked	(a)	-	-
Breaded	442	(b)	147.3
Cooked and breaded	100	(b)	100.0

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

(b) Less than half a pound.

Table 11
(Contd.)

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Scallops</u>			
Breaded	1,048	.7	33.8
Cooked and breaded	67	(b)	22.3
Raw; clean, shelled	231	(b)	20.7
<u>Scongilli</u>			
Cooked, shelled	24	(b)	24.0
<u>Shrimp</u>			
Cooked	1,308	.9	50.3
Breaded	5,988	4.3	61.1
Cooked and breaded	570	(b)	57.0
Breaded steak	48	(b)	24.0
Deheaded, raw in shell	8,010	5.7	445.0
Broken pieces	156	.1	39.0
Raw; clean, deheaded, shelled and deveined	10,902	7.8	119.8

(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>%</u>		<u>%</u>
<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	1.6
Prefer less prepreparation of lobster	-	Prefer less prepreparation of shrimp	2.0
Prefer prepreparation as it is	100.0	Prefer prepreparation as it is	94.8
		No answer	1.6
 <u>Total Purchases of Scallops</u>	 <u>100.0</u>		
Prefer more prepreparation of scallops	2.2		
Prefer less prepreparation of scallops	4.5		
Prefer prepreparation as it is	84.4		
No answer	8.9		

(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>(209)</u>
	<u>%</u>
Satisfied	91.5
Dissatisfied	6.5
No answer	2.0

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 Lobster Tails - Cleaned and Deheaded</u>	<u>100.0</u>	<u>Total Purchasers of Shrimp - Breaded</u>	<u>100.0</u>
Packages less than 1 pound	31.9	2 pound packages	7.1
1 pound packages	4.5	3 pound packages	36.8
5 pound packages	4.5	4 pound packages	10.2
10 pound packages	22.7	5 pound packages	39.8
18 pound packages	4.5	20 pound packages	1.0
20 pound packages	13.7	25 pound packages	2.0
50 pound packages and over	4.5	No answer	3.1
No answer	13.7		
		Average number of servings per pound	3.2
<u>Total Purchasers of Scallops - Breaded</u>	<u>100.0</u>	<u>Total Purchasers of Shrimp - Raw</u>	<u>100.0</u>
Packages less than 1 pound	9.7	Packages less than 1 pound	3.3
3 pound packages	22.6	1 pound package	1.1
5 pound packages	51.6	2 pound packages	5.5
No answer	16.1	3 pound packages	18.7
		5 pound packages	62.6
Average number of servings per pound	2.9	6 pound packages	3.3
		8 pound packages	1.1
<u>Total Purchasers of Shrimp - Cooked</u>	<u>100.0</u>	25 pound packages	1.1
Packages less than 1 pound	11.5	50 pound packages and over	1.1
3 pound packages	15.4	No answer	2.2
4 pound packages	7.7		
5 pound packages	53.8	Average number of servings per pound	4.2
6 pound packages	3.9		
10 pound packages	7.7		
Average number of servings per pound	5.4		

(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 shellfish, prepared in one manner.

Table 15

SATISFACTION AND DISSATISFACTION

WITH TYPES AND SIZES OF FROZEN

PROCESSED SHELLFISH PACKAGES

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish</u>	<u>(209)</u>
	<u>%</u>
	<u>100.0</u>
Satisfied	97.6
Dissatisfied	.8
No answer	1.6

Table 16

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

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 Users of Frozen Processed Shellfish</u>	(209)	(177)	(32)	(43)	(59)	(40)	(67)
	<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>
<u>Establishments Serving Fried</u>							
None fried	26.4	25.2	34.3	19.7	21.7	36.2	29.7
1 - 14%	3.7	4.2	-	7.1	2.9	-	4.1
15 - 34%	5.7	6.1	3.1	-	5.8	4.3	10.8
35 - 64%	14.6	13.6	21.9	12.5	8.7	29.8	12.2
65 - 84%	6.5	7.0	3.1	8.9	7.2	2.1	6.8
Over 84%	38.6	41.6	18.8	51.8	47.9	25.5	28.3
Don't know, no answer, refused	4.5	2.3	18.8	-	5.8	2.1	8.1
Average percentage served	51.6	53.2	38.4	61.0	58.7	41.8	43.7
<u>Establishments Serving Broiled</u>							
None broiled	80.4	81.8	71.9	80.4	85.6	91.5	68.9
1 - 14%	4.9	5.1	3.1	8.9	2.9	2.1	5.4
15 - 34%	5.3	5.6	3.1	7.1	1.4	-	10.8
35 - 64%	3.3	3.3	3.1	1.8	4.3	4.3	2.7
65 - 84%	.4	.5	-	-	-	-	1.4
Over 84%	1.2	1.4	-	1.8	-	-	2.7
Don't know, no answer, refused	4.5	2.3	18.8	-	5.8	2.1	8.1
Average percentage served	4.9	5.1	3.1	4.9	2.9	2.3	8.6

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 16
(Contd.)

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

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 Users of Frozen Processed Shellfish</u>	(209)	(177)	(32)	(43)	(59)	(40)	(67)
	<u>1</u>	<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>	<u>100.0</u>
<u>Establishments Serving Baked</u>							
None baked	90.3	92.9	71.8	96.4	89.9	91.5	85.1
1 - 14%	2.0	2.3	-	3.6	1.4	-	2.7
15 - 34%	1.2	.5	6.3	-	-	2.2	2.7
35 - 64%	.4	.5	-	-	-	2.1	-
65 - 84%	.4	.5	-	-	-	-	1.4
Over 84%	1.2	1.0	3.1	-	2.9	2.1	-
Don't know, no answer, refused	4.5	2.3	18.8	-	5.8	2.1	8.1
Average percentage served	2.2	1.8	5.4	.3	2.9	3.6	2.0
<u>Establishments Serving in Other Ways</u>							
None in other ways	45.1	47.7	28.1	55.4	50.8	34.1	39.2
1 - 14%	2.4	2.8	-	3.6	4.3	-	1.4
14 - 34%	4.9	4.7	6.3	8.9	5.8	2.1	2.7
35 - 64%	11.0	10.7	12.5	7.1	7.2	19.1	12.2
65 - 84%	6.5	7.0	3.1	3.6	4.3	10.6	8.1
Over 84%	25.6	24.8	31.2	21.4	21.8	32.0	28.3
Don't know, no answer, refused	4.5	2.3	18.8	-	5.8	2.1	8.1
Average percentage served	36.9	35.5	47.8	28.4	30.3	48.3	42.4

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 NOVEMBER, 1958

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Cooked - breaded	45.2	42.2	50.0	41.1	49.6
Cooked - plain	8.7	2.1	19.9	4.5	13.7
Uncooked - breaded	38.9	42.2	33.4	38.8	38.6
Uncooked - plain	22.6	28.2	13.3	18.3	27.6

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	4,223	3.0	117.3
Cooked - plain	373	(b)	53.3
Uncooked - breaded	3,336	2.4	107.6
Uncooked - plain	2,434	1.7	135.2

(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 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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Use more now	23.8	16.0	36.7	22.7	25.0
Use about the same	53.8	52.0	56.6	59.1	47.2
Use less now	1.2	2.0	-	-	2.8
Don't know	20.0	28.0	6.7	18.2	22.2
No answer	1.2	2.0	-	-	2.8

Table 20

SATISFACTION AND DISSATISFACTION WITH
QUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of Portions, November, 1958</u>	(82)
	<u>1</u>
	<u>100.0</u>
Satisfied	98.9
Dissatisfied	1.1

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>	(71)
	<u>1</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>12.5*</u>
Quality	5.0
Taste better - tasty, like the flavor	2.5
Uniform controlled serving - always same amount	1.3
Ease of preparation - saves time, labor	1.3
Firmer, don't break	1.3
Don't know - no answer	5.0
<u>Portions poorer</u>	<u>2.5*</u>
Break too easy	1.3
Not as tasty - poor flavor, flat	1.3
About the same	72.5
Don't know	10.0
No answer	2.5

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

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(71)
	<u>1</u>
	<u>100.0*</u>
Size of portions - uniform, controlled servings, the right size serving	56.3
Convenience, ease of preparation - save labor, already prepared	47.5
Fast, timesaving - quicker to serve, prepare	23.8
Economical - no waste	22.5
Can control food cost better - know profit	21.3
Attractive, eye appealing	5.0
Customers like them	2.5
Sanitary - cleaner, safer	2.5
Taste better	2.5
No bones	1.3
Quality	1.3
All others	5.0
No advantages	2.5
Don't know, no answer	1.3

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(71)
	<u>1</u>
	<u>100.0*</u>
Not economical - more expensive to buy	6.3
Quality not as good - not always sure what's in them	3.8
Portions wrong size - too small	3.8
Lack flavor - not as tasty, sometimes dry	1.3
Cannot be frozen - deteriorate rapidly when thawed	1.3
All others	10.0
No disadvantages	76.3
Don't know, no answer	2.5

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

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>	(71)
	<u>1</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>23.8*</u>
Uniform controlled servings - always the same amount	15.0
Customers order - seem to like them	5.0
Faster quicker to serve - no waiting	2.5
Attractive - eye appealing	2.5
Good quality - choice fish	2.5
Taste better - like flavor	1.2
Don't know - no answer	1.2
<u>Think customers like portions less</u>	<u>2.5*</u>
Customers don't order - ask for them	1.2
All others	1.2
Think customers like portions about the same	45.0
Don't know	21.2
No answer	7.5

*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	71
Average weight of package of portions, in pounds	6.5
Average number of servings per package	31.9
Average weight of individual servings, in ounces	3.3
Average weight of individual portions, in ounces	6.3

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>	(71)
	<u>1</u>
	<u>100.0</u>
Satisfied	93.7
Dissatisfied	1.3
Don't know, no answer	5.0

Table 27

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

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<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>Establishments Serving Fried</u>					
None fried	11.2	4.0	23.3	9.1	13.9
1 - 14%	1.3	2.0	-	-	2.8
15 - 34%	1.3	-	3.3	-	2.8
35 - 64%	7.5	8.0	6.7	6.8	8.3
65 - 84%	10.0	10.0	10.0	2.3	19.4
Over 84%	68.7	76.0	56.7	81.8	52.8
Average percentage served	75.2	81.9	64.0	80.8	68.3
<u>Establishments Serving Broiled</u>					
None broiled	86.2	86.0	86.7	93.2	77.7
1 - 14%	3.7	6.0	-	2.3	5.6
15 - 34%	6.2	4.0	10.0	4.5	8.3
35 - 64%	1.3	-	3.3	-	2.8
65 - 84%	1.3	2.0	-	-	2.8
Over 84%	1.3	2.0	-	-	2.8
Average percentage served	4.5	4.8	4.1	1.3	8.5

Table 27
(Contd.)

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

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<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>Establishments Serving Baked</u>					
None baked	78.7	86.0	66.7	81.8	75.0
1 - 14%	5.0	8.0	-	4.5	5.6
15 - 34%	1.3	-	3.3	2.3	-
35 - 64%	5.0	4.0	6.7	2.3	8.3
65 - 84%	-	-	-	-	-
Over 84%	10.0	2.0	23.3	9.1	11.1
Average percentage served	12.4	4.4	25.7	10.4	14.8
<u>Establishments Serving in Other Ways</u>					
None in other ways	98.7	98.0	100.0	100.0	97.2
1 - 14%	-	-	-	-	-
15 - 34%	1.3	2.0	-	-	2.8
35 - 64%	-	-	-	-	-
65 - 84%	-	-	-	-	-
Over 84%	-	-	-	-	-
Average percentage served	.3	.5	-	-	.7

Table 28

DO ESTABLISHMENTS COOK PORTIONS WHILE STILL FROZEN?

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<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>
Yes, cook while frozen	63.8	64.0	63.3	61.4	66.7
No, do not cook while frozen	36.2	36.0	36.7	38.6	33.3

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>	(71)
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>15.0</u>
Price includes processing and packaging - prepreparation would tend to raise cost	12.5
Cost is more for amount of serving	2.5
<u>Portions less expensive</u>	<u>22.5*</u>
Less or no waste	12.5
Labor saving - requires no preparation	5.0
Uniform controlled servings	5.0
Can control food costs better - know your profit	5.0
Goes further - more servings from package	2.5
Time saving	1.3
No spoilage - can keep in freezer, can keep until ready to use	1.3
About the same	38.8
Don't know	13.7
No answer	10.0

*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 SPECIFY THE KIND OF FISH?

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(71)	(41)	(30)	(37)	(34)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Specify kind of fish	76.2	90.0	53.3	79.5	72.2
Do not specify kind of fish	20.0	8.0	40.0	20.5	19.5
No answer	3.8	2.0	6.7	-	8.3

Table 31

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

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 \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(288)	(232)	(56)	(159)	(129)
	<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>
Yes, would like other items	5.4	6.1	1.8	6.4	4.1
No, would not like other items	84.7	83.4	91.1	84.1	85.5
Don't know	8.1	8.3	7.1	7.9	8.3
No answer	1.8	2.2	-	1.6	2.1

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 Sea Food, but Not Portions</u>	<u>DID NOT BUY PORTIONS?</u>
(217)	
<u>%</u>	
<u>100.0*</u>	
Serve other types - perch, shrimp, halibut, etc., other types more popular	Total
29.1	
Sell, serve little or no fish - no demand, calls for it	
23.6	
Use fresh fish - prefer fresh fish	Total Nonusers Who Did Not Volunteer
13.4	(192)
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	<u>Price as a Reason</u>
12.2	
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	Yes, price was a reason
9.8	4.9
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	No, price was not a reason
8.7	91.5
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	No answer
4.3	3.6
Quality not as good - doesn't meet our quality standards, can't tell what is in it	
3.9	
No particular reason - just didn't	
3.1	
Didn't know it was available	
2.8	
Don't like them so wouldn't serve them	
1.2	
Company makes the rules - policy against it	
.4	
Just opened the restaurant - don't know what we will handle	
.4	
Not attractive - not eye appealing	
.4	
All others	
5.5	
Don't know, no answer	
1.2	

*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- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(288)	(79)	(80)	(45)	(84)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	3.6	3.0	3.3	-	6.5
Sea food wholesalers	39.5	23.2	34.4	45.3	58.7
Frozen food distributors	28.1	33.4	25.6	33.9	21.7
All other, grocery stores, supermarkets	25.7	37.4	31.1	18.9	12.0
No answer	3.9	3.0	5.6	1.9	4.3

*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>	(288)	(243)	(45)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	81.1	79.3	92.0
10 - 50 miles	14.7	16.5	4.0
51 - 100 miles	-	-	-
More than 100 miles	.3	-	2.0
Don't know	3.6	4.2	-
No answer	.3	-	2.0

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	Total	Type of Establishment		Sales Volume			
		Public Eating Places	Institutions	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
<u>Total Users of Frozen Processed Sea Food</u>	(288)	(232)	(56)	(79)	(80)	(45)	(84)
	<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>
Every day	3.6	3.6	3.6	2.0	2.2	-	8.7
2 - 4 times per week	15.5	17.6	5.3	6.1	15.6	24.5	20.6
Once a week	50.9	54.3	33.9	59.6	52.2	51.0	40.2
2 - 3 times per month	11.4	10.1	17.9	9.1	13.3	3.8	16.3
Once a month	9.6	8.3	16.1	12.1	7.8	9.4	8.7
Less than once a month	7.2	5.4	16.1	11.1	5.6	9.4	3.3
Don't know, no answer	1.8	.7	7.1	-	3.3	1.9	2.2

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- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(288)	(79)	(80)	(45)	(84)
	<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>
Yes, can improve services	4.8	2.0	2.2	9.4	7.6
No, cannot improve services	88.6	96.0	87.8	75.5	89.1
Don't know	5.1	2.0	6.7	13.2	2.2
No answer	1.5	-	3.3	1.9	1.1

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Type of Establishment and Sales Volume

	Total	Type of Establishment		Sales Volume			
		Public Eating Places	Institutions	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
Total Users of Frozen Processed Sea Food	(288)	(232)	(56)	(79)	(80)	(45)	(84)
	<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 \$250	41.7	44.5	24.0	74.2	40.4	31.3	8.9
\$250 - 499	15.5	15.4	16.0	15.5	17.3	15.6	13.4
\$500 - 999	17.1	17.3	16.0	6.9	23.1	28.1	15.6
\$1,000 - 2,499	15.0	13.6	24.0	-	19.2	15.6	28.9
\$2,500 - 4,999	4.3	3.7	8.0	-	-	6.3	13.4
\$5,000 - 9,999	2.7	3.1	-	3.4	-	3.1	4.4
\$10,000 - 14,999	1.1	.6	4.0	-	-	-	4.4
\$15,000 - 29,999	1.1	.6	4.0	-	-	-	4.4
\$30,000 - 49,999	.5	-	4.0	-	-	-	2.2
\$50,000 - 99,999	.5	.6	-	-	-	-	2.2
\$100,000 and over	.5	.6	-	-	-	-	2.2

Table 38

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

According to Sales Volume and Type of Establishment

	<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 Users of Frozen Processed Sea Food</u>	(288)	(232)	(56)	(79)	(80)	(45)	(84)
	<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>
Say sea food more profitable than other high protein foods	28.4	32.7	7.1	32.3	28.9	26.4	25.0
Say meat (unspecified) more profitable than sea food	16.5	19.4	1.8	16.2	18.9	24.5	9.8
Say beef more profitable than sea food	3.3	4.0	-	1.0	1.1	3.8	7.6
Say all foods the same in profitability	3.0	3.6	-	2.0	4.4	3.8	2.2
Say eggs more profitable than sea food	3.0	3.6	-	-	5.6	3.8	3.3
Say miscellaneous other foods more profitable than sea food	5.4	6.1	1.8	3.0	7.8	3.8	6.5
Nonprofit establishments	15.0	-	89.3	8.1	13.3	15.1	23.9
Don't know	25.7	30.9	-	31.3	23.3	24.5	22.8
No answer	3.6	4.3	-	6.1	2.2	1.9	3.3

*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>	(288)	(232)	(56)
	<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	68.6	65.5	83.9
No, do not know they can	31.4	34.5	16.1

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>	(204)	(157)	(47)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	89.1	89.6	87.2
No, do not buy	1.3	1.1	2.1
No answer	9.6	9.3	10.7

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>	(183)	(142)	(41)
	<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	36.2	34.1
Only type available - it's all inspected, that's what supplier carries	33.8	35.0	29.3
Best quality - use better products, more uniform quality	30.4	28.8	36.6
Easy to handle - easy to serve, ready to cook, portion controlled	5.9	6.7	2.4
More economical	4.9	5.5	2.4
Prefer Government inspected - wouldn't buy any other	2.0	1.8	2.4
Company demands that it's bought	2.0	1.2	4.9
Public demands it	1.0	1.2	-
All others	1.0	1.2	-
Don't know, no answer	4.9	4.3	7.3

*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 FROZENPROCESSED 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>	(183)	(142)	(41)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	5.4	5.5	4.9
Buy about the same	81.4	83.4	73.2
Buy less	-	-	-
Don't know	12.7	11.1	19.5
No answer	.5	-	2.4

Table 43

IF GOVERNMENT INSPECTED OR GRADED FROZENPROCESSED SEA FOOD WERE AVAILABLE WOULDTHE 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>	(84)
	<u>2</u>
	<u>100.0</u>
Say they would buy more	6.7
Say they would buy less	-
About the same	69.5
Don't know	18.1
No answer	5.7

Table 44

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
		<u>Public Eating Places</u>	<u>Institutions</u>				
<u>Total Nonusers of Frozen Processed Sea Food</u>	(883)	(818)	(65)	(508)	(214)	(75)	(86)
	<u>1</u>	<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>	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>6.8*</u>	<u>5.6</u>	<u>26.2</u>	<u>6.3</u>	<u>7.3</u>	<u>6.7</u>	<u>8.7</u>
Lacked flavor - own prepared fish has better flavor	1.9	1.9	1.5	1.1	2.3	-	6.8
No demand - didn't sell enough, no volume, customers prefer other foods	1.5	1.6	-	1.8	1.9	-	-
Prefer to serve fresh fish	.7	.8	-	.5	1.1	-	1.9
More expensive than other forms of fish	.7	.8	-	.6	-	2.2	1.9
No storage	.3	.3	-	.2	-	2.2	-
All others	2.3	.9	24.6	2.6	1.9	4.4	-
<u>Have not served frozen processed sea food before</u>	<u>92.0*</u>	<u>93.9</u>	<u>61.5</u>	<u>92.9</u>	<u>91.2</u>	<u>92.2</u>	<u>88.4</u>
Sell little or no fish - no demand, call for it, not in that business	46.7	48.9	13.8	54.9	37.5	31.1	35.0
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	24.5	25.3	12.3	23.2	24.1	34.4	24.3
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better. some frozen is kept too long	10.9	11.0	9.2	7.5	16.1	18.9	11.7
No storage facilities - no freezer	6.3	6.1	9.2	6.7	7.3	2.2	4.9
Too expensive - cheaper to use fresh, prepare ourselves	5.5	5.6	4.6	4.5	6.9	6.7	6.8
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	2.0	1.9	3.1	1.5	3.4	-	2.9
Just opened, don't know what I'll sell	.7	.6	1.5	.5	-	3.3	1.0
All others	1.7	.8	15.4	1.1	3.4	-	1.9
Don't know, no answer	2.6	1.9	13.8	2.1	1.9	1.1	8.7
Don't know	.2	.2	-	-	-	1.1	1.0
No answer	1.0	.3	12.3	.8	1.5	-	1.9

*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

	Type of Establishment					Sales Volume			
	Total	Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)	(587)	(294)	(120)	(170)
	<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>	<u>100.0</u>	<u>100.0</u>
Yes, have cold storage facilities	61.8	62.8	48.1	81.8	54.0	54.7	61.3	75.5	79.0
No, do not have cold storage facilities	38.0	36.9	51.9	18.2	46.0	44.9	38.7	24.5	21.0
No answers	.2	.3	-	-	-	.4	-	-	-
Average capacity, in cubic feet	41.5	38.2	(a)	(a)	41.3	17.7	24.5	70.5	110.1

(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>	(883)		
	<u>£</u>	<u>£</u>	<u>£</u>
	<u>100.0</u>	<u>22.0</u>	<u>78.0</u>
Yes, have cold storage facilities	53.1	10.2	42.9
No, do not have cold storage facilities	46.6	11.8	34.8
No answer	.3	-	.3

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 Establishments

	<u>Total</u>	<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Receipts</u>					
Less than \$10,000	50.9	51.8	45.4	27.3	54.9
\$10,000 - 39,999	25.0	26.5	24.7	13.6	15.3
\$40,000 - 99,999	10.2	9.2	11.7	20.5	14.5
\$100,000 and over	13.9	12.5	18.2	38.6	15.3

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	Total	Type of Establishment				Sales Volume			
		Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)	(587)	(294)	(120)	(170)
	<u>‰</u>	<u>‰</u>	<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>	<u>100.0</u>	<u>100.0</u>
Spent under \$1,000	11.2	12.2	-	-	10.7	21.6	3.1	-	1.1
\$1,000 - 2,499	23.6	25.6	19.1	8.0	12.5	42.9	10.3	1.5	2.2
\$2,500 - 4,999	15.9	16.9	9.5	4.0	14.3	23.8	15.9	1.5	-
\$5,000 - 9,999	13.3	13.1	9.5	12.0	17.9	8.9	26.1	10.4	3.3
\$10,000 - 14,999	6.3	6.5	4.8	4.0	5.4	1.3	15.9	9.0	1.1
\$15,000 - 29,999	9.0	8.1	23.8	16.0	8.9	.6	22.6	17.9	2.2
\$30,000 - 49,999	6.3	5.6	9.5	12.0	8.9	.6	3.6	43.3	4.3
\$50,000 - 99,999	7.5	6.5	23.8	8.0	10.7	-	1.0	14.9	41.3
\$100,000 - 249,999	4.5	3.4	-	24.0	8.9	.3	.5	1.5	29.3
\$250,000 and over	2.4	2.1	-	12.0	1.8	-	1.0	-	15.2

Table c

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

According to Type of Establishment and Sales Volume

	Type of Establishment					Sales Volume			
	Total	Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)	(587)	(294)	(120)	(170)
	%	%	%	%	%	%	%	%	%
	<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>	<u>100.0</u>	<u>100.0</u>
Spent under 5% for food	.4	.5	-	-	-	.9	-	-	-
5 - 14%	9.7	10.9	-	25.0	-	15.5	6.5	3.0	-
15 - 24%	16.9	19.1	-	8.3	5.9	26.8	11.4	1.5	3.6
25 - 34%	18.8	19.3	5.4	8.3	25.5	24.0	19.9	7.6	4.7
35 - 44%	15.7	15.9	5.4	25.0	19.6	8.8	15.9	18.2	40.5
45 - 54%	22.4	19.7	67.6	25.0	19.6	13.1	22.4	45.4	40.5
55 - 64%	5.2	4.1	10.8	-	13.7	2.7	6.5	9.1	8.3
65 - 74%	4.1	3.6	5.4	-	9.8	3.3	6.5	6.1	-
75 - 84%	5.6	5.7	2.7	8.4	5.9	4.0	9.4	6.1	2.4
85 - 94%	1.2	1.2	2.7	-	-	.9	1.5	3.0	-
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 Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</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>1171</u>	<u>949</u>	<u>77</u>	<u>44</u>	<u>101</u>	<u>587</u>	<u>293</u>	<u>121</u>	<u>170</u>
<u>Average Number of Main Meals Served</u>									
Midday, weekdays	111	86	321	355	112	34	87	173	424
Sea food meals	14	11	35	81	9	3	11	21	63
Midday, Saturdays and Sundays	52	44	5	300	70	16	34	70	220
Sea food meals	4	4	-	10	3	1	3	5	18
Evening, weekdays	51	45	6	285	48	13	31	77	236
Sea food meals	7	7	1	21	1	1	3	12	35
Evening, Saturdays and Sundays	43	38	4	245	41	12	27	59	189
Sea food meals	5	6	-	4	1	1	4	6	27

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	Type of Establishment					Sales Volume			
	Total	Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)	(587)	(294)	(120)	(170)
	%	%	%	%	%	%	%	%	%
	<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>	<u>100.0</u>	<u>100.0</u>
Under \$.25	.9	.1	15.6	-	-	1.3	.9	-	.5
\$.25 - .49	8.0	4.8	42.8	4.5	16.9	9.1	8.0	5.6	5.6
\$.50 - .74	23.9	24.0	7.8	4.5	39.6	24.1	25.6	23.0	20.5
\$.75 - .99	26.8	29.4	6.5	6.8	24.2	29.4	30.4	21.7	14.9
\$1.00 - 1.49	20.3	23.2	3.9	4.5	8.9	24.1	18.2	17.5	12.3
\$1.50 - 1.99	6.1	7.1	-	-	3.2	4.8	8.0	11.2	4.1
\$2.00 - 2.49	1.9	2.2	-	-	-	.8	2.0	3.5	4.1
\$2.50 - 2.99	1.3	1.6	-	-	-	.7	.3	3.5	3.6
\$3.00 - 3.99	1.4	1.6	-	-	.8	.6	.6	2.8	4.6
\$4.00 - 4.99	.6	.7	-	-	.8	-	.3	.7	3.6
\$5.00 and over	.4	.4	-	-	-	-	-	.7	2.1
No answer	6.1	4.9	19.5	13.6	5.6	4.1	5.1	6.3	14.9
Nonprofit establishment	2.3	-	3.9	66.1	-	1.0	.6	3.5	9.2

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	1171	587	293	121	170
Average number per establishment	6	2	4	8	27

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 Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</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	1171	949	77	44	101	587	193	121	170
Average seating capacity, in seats	78	64	235	318	40	42	67	97	222

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 Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Other</u>
<u>Total Establishments</u>	(1171)	(949)	(77)	(44)	(101)	(587)	(294)	(120)	(170)
	<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>	<u>100.0</u>	<u>100.0</u>
Serve on 7 days	47.6	50.2	2.6	90.9	35.5	47.5	45.0	44.0	54.9
Serve on 6 days	35.8	37.0	1.3	-	58.1	37.8	36.7	35.7	26.7
Serve on 5 days	15.7	11.9	93.5	9.1	4.8	13.4	17.7	20.3	16.9
Serve on less than 5 days	.5	.4	2.6	-	1.6	1.0	-	-	.5
No answer	.4	.5	-	-	-	.3	.6	-	1.0

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>	(1171)	(587)	(294)	(120)	(170)
	<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 with no specialty	73.1	74.0	71.8	71.3	73.8
<u>Establishments with specialty</u>	<u>26.9*</u>	<u>26.0</u>	<u>28.2</u>	<u>28.7</u>	<u>26.2</u>
Italian food	9.6	10.0	13.4	7.0	3.6
Steak or chophouse	5.1	4.3	5.4	6.3	6.2
Kosher	2.9	2.0	3.1	4.2	5.1
Mexican, Spanish	2.2	3.8	.8	-	.5
Chinese food	2.1	1.0	2.0	6.3	3.1
Chicken specialty	1.4	2.7	.3	-	-
Sea food	.8	.4	.3	.7	3.1
Barbecue	.6	.7	.6	.7	-
French food	.4	.1	-	.7	1.5
All others	2.0	1.3	2.3	3.5	3.1

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

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