

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

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**Chicago, Illinois**

UNITED STATES DEPARTMENT OF THE INTERIOR  
FISH AND WILDLIFE SERVICE  
BUREAU OF COMMERCIAL FISHERIES  
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CIRCULAR 68

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.

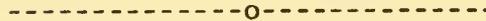
This study was conducted in ten selected cities by Crossley, S-D Surveys, Inc., of New York City in order to obtain information which could be used by the fishing industry to increase consumer demand for fishery products. The data obtained for each city as a result of this survey, together with an explanation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



**CHICAGO, ILLINOIS**

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

**CIRCULAR 68**

**WASHINGTON - NOVEMBER 1959**

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## SUMMARY OF FINDINGS

(Chicago)

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

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

Forty-six per cent of all the establishments said they had bought frozen processed fish in November, 1958; 35 per cent said they had bought frozen processed shellfish; while 13 per cent said they had bought portions.

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

Of the ten cities in the survey, Chicago ranked fourth, 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)

Almost two thirds of the users of frozen processed fish bought ocean perch fillets during November, 1958. This was the most popular of the frozen processed fish items

in Chicago. Ocean perch fillet was also the leading item, in terms of total pounds purchased.

Halibut steaks were also bought in large quantities by many establishments in Chicago.

Ocean perch fillets were bought widely and in substantial quantities in the Southern and Middle Western cities included in the survey, while halibut steaks were popular purchases in Denver, Los Angeles, Omaha, and Springfield.

A greater variety of species was bought by Chicago establishments than by those of some other cities. Haddock fillets, and salmon steaks were bought in some quantity, and various other items were purchased by Chicago establishments. Twenty-two species were included in Chicago purchases.

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

A great majority of Chicago 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)

Chicago establishments most typically bought frozen processed fish in 5 pound packages.

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

Frying was the most popular method of preparing fish among Chicago establishments. The average establishment served 69 per cent of its fish fried.

Frying was the leading method in all ten cities of the study.

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

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

Among Chicago users of frozen processed shellfish, two thirds bought breaded shrimp in November, 1958. A fourth of the users bought raw shrimp. Large quantities were purchased of both items. Because of a large purchase by a major airline, crab meat was the leading item in terms of quantity for Chicago.

Breaded shrimp and raw shrimp were 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)

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)

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

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

Frying was the most popular way of preparing shellfish in Chicago. The typical establishment served three quarters 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 eighth of all the establishments in Chicago bought portions during November, 1958.

Chicago ranked ninth among the ten cities, in percentage of establishments buying portions.

In Chicago portions were most often bought uncooked-plain and uncooked-breaded.

Almost three fourths of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. Fifteen per cent said they were buying more, and 6 per cent said they were buying less.

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

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

About 10 per cent of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Almost four fifths of the users rated the quality as about the same, while a small number considered the quality poorer.

Major advantages cited for portions included:

	% of Users Citing
Convenience, ease of preparation	55
Fast, timesaving	46
Size of portions, uniform portions	28
Economy, no waste	27
Can control food costs better - know profit	16

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

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish. Fewer than 5 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Table 25, 26)

Chicago purchasers tended to buy portions in somewhat larger packages than purchasers in other cities. The average weight of a package of portions for the city was 6.2 pounds.

Chicago establishments tended to buy individual portions of medium size. The average weight of an individual portion was 4.4 ounces.

The great majority of establishments, in Chicago 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 Chicago, with 89 per cent of establishments serving them this way. The average establishment served 77 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 of preparation.

Almost three fifths of the Chicago establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Fewer than a tenth 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)

Five sixths of the Chicago establishments said they specified the kind of fish when ordering portions.

Only 1 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, they served other types of fish, the size of the portions was not suitable.

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

Establishments in Chicago 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 62 per cent of the establishments, while frozen food distributors accounted for another 20 per cent.

Main suppliers were located less than 10 miles from the establishment, in 79 per cent of the cases.

In more than two thirds of the cases, deliveries were made once a week.

Only a small number of 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 Chicago 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 \$457.

Almost two thirds of the reporting, 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)

Almost three quarters of the establishments in Chicago 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.

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, 1 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 Chicago said they had never bought frozen processed sea food, with the main reason given being that they sold little or no fish. The pattern was similar in other cities.

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

	<u>4</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>71</u>
Don't use sea food at all	33
Use sea food, but not frozen processed sea food	38
<u>No cold storage facilities</u>	<u>29</u>

DETAILED FINDINGS

Table 1

DID THE ESTABLISHMENT BUY SEA FOOD IN THE PRECEDING 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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	<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	79.6	79.2	98.0	100.0	65.9	67.3	80.1	90.8	91.3
<u>Bought frozen processed sea food</u>	<u>58.6</u>	<u>58.0</u>	<u>82.4</u>	<u>78.0</u>	<u>43.7</u>	<u>41.2</u>	<u>57.7</u>	<u>76.3</u>	<u>76.4</u>
Bought frozen processed fish	45.6	45.2	58.8	68.0	33.3	30.5	43.3	64.5	60.6
Bought frozen processed shellfish	34.9	35.8	45.1	26.0	30.2	19.1	34.0	47.4	55.9
Bought portions	12.8	8.9	49.0	20.0	14.3	5.1	11.0	23.0	21.3
No, did not buy sea food	20.4	20.8	2.0	-	34.1	32.7	19.9	9.2	8.7

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>	(670)	(487)	(50)	(50)	(83)	(183)	(233)	(138)	(116)
	<u>1</u>	<u>1</u>	<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>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	73.6	73.3	84.0	78.0	66.3	61.2	72.1	84.1	83.6
No, did not buy frozen processed sea food	26.4	26.7	16.0	22.0	33.7	38.8	27.9	15.9	16.4

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>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Fish</u>	(384)	(320)	(64)	(83)	(126)	(98)	(77)
	<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>Buffalo</u>							
Steaks	.3	.3	-	-	.8	-	-
Raw	.5	.6	-	1.2	.8	-	-
<u>Catfish</u>							
Raw	.3	.3	-	1.2	-	-	-
<u>Cod</u>							
Breaded	.8	.9	-	-	-	3.1	-
Filletts	4.7	2.5	15.6	2.4	1.6	6.1	10.4
Steaks	.8	.6	1.6	1.2	.8	-	1.3
Breaded filletts	.3	-	1.6	1.2	-	-	-
Cakes	1.0	.9	1.6	-	-	2.0	2.6
Raw	1.0	.6	3.1	-	-	3.1	1.3
<u>Fish Cakes</u>							
Breaded	1.0	.9	1.6	-	.8	2.0	1.3
<u>Flounder</u>							
Filletts	1.0	.9	1.6	-	.8	1.0	2.6
Raw	.5	.6	-	-	-	1.0	1.3
<u>Grouper</u>							
Filletts	.3	.3	-	-	-	-	1.3

\*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

	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>Haddock</u>							
Cooked	.3	.3	-	-	-	1.0	-
Breaded	.5	.6	-	1.2	-	1.0	-
Fillets	7.3	5.6	15.6	3.6	4.0	10.2	13.0
Steaks	1.8	1.3	4.7	-	3.2	2.0	1.3
Raw	1.0	.9	1.6	-	.8	2.0	1.3
<u>Halibut</u>							
Breaded	.5	.3	1.6	-	-	1.0	1.3
Fillets	3.4	3.4	3.1	3.6	.8	6.1	3.9
Steaks	35.7	33.8	45.3	27.7	39.0	31.6	44.2
Breaded fillets	.3	.3	-	1.2	-	-	-
Cooked steaks	.3	-	1.6	1.2	-	-	-
Whole center cuts	.3	.3	-	-	.8	-	-
Raw	3.1	3.1	3.1	-	.8	5.1	7.8
<u>Lake Perch</u>							
Fillets	1.3	.9	3.1	-	2.4	-	2.6
<u>Ocean Perch</u>							
Breaded	4.4	5.0	1.6	3.6	4.0	7.1	2.6
Fillets	63.8	61.3	76.6	69.9	61.9	61.2	63.6
Steaks	.3	.3	-	1.2	-	-	-
Cooked and breaded	.3	.3	-	-	.8	-	-
Cooked fillets	.3	-	1.6	1.2	-	-	-
Breaded fillets	11.2	12.5	4.7	7.2	14.3	12.2	9.1
Boned	.5	-	3.1	-	1.6	-	-
Raw	2.3	2.2	3.1	2.4	1.6	3.1	2.6

Table 3  
(Contd.)

FROZEN PROCESSED FISH 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>Pike</u>							
Fillets	1.0	.9	1.6	1.2	.8	1.0	1.3
<u>Pompano</u>							
Raw	.5	.6	-	-	-	-	2.6
<u>Red Snapper</u>							
Fillets	1.3	1.3	1.6	-	.8	2.0	2.6
Steaks	.5	.3	-	-	-	-	1.3
<u>Salmon</u>							
Breaded	.3	.3	-	-	-	-	1.3
Fillets	.8	.6	1.6	1.2	-	-	2.6
Steaks	4.7	2.8	14.1	2.4	.8	9.2	7.8
Breaded steaks	.3	.3	-	-	.8	-	-
Raw	1.0	.9	1.6	-	-	1.0	3.9
<u>Sole</u>							
Fillets	6.5	5.3	12.5	1.2	3.2	9.2	14.3
Raw	1.3	1.6	-	-	-	1.0	5.2
<u>Squid</u>							
Raw	.3	.3	-	-	-	1.0	-

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>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>
<u>Swordfish</u>							
Cooked	.3	.3	-	-	-	1.0	-
Fillets	.5	.3	1.6	-	-	1.0	1.3
Steaks	1.3	.9	3.1	-	-	2.0	3.9
Raw	.5	.6	-	-	-	-	2.6
<u>Trout</u>							
Fillets	.8	.9	-	-	-	-	3.9
Raw	.8	.9	-	-	-	1.0	2.6
<u>Tuna</u>							
Frozen canned	.3	.3	-	1.2	-	-	-
<u>Turbot</u>							
Raw	.3	.3	-	-	-	1.0	-
<u>Whitefish</u>							
Fillets	3.6	2.2	10.9	1.2	.8	4.1	10.4
Steaks	.5	.6	-	-	.8	1.0	-
Breaded steaks	.3	.3	-	-	.8	-	-
Raw	.8	.9	-	1.2	.8	-	2.6
<u>Whiting</u>							
Fillets	.3	-	1.6	1.2	-	-	-
Raw	.5	.6	-	1.2	.8	-	-

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>Buffalo</u>						
Steaks	10	(a)	10.0	40	(a)	40.0
Raw	80	(b)	40.0	19	(a)	9.5
<u>Catfish</u>				6,622	7.9	236.5
Raw	(a)	-	-	945	1.1	135.0
<u>Cod</u>				85	(b)	21.3
Breaded	58	(b)	19.3			
Fillets	2,336	2.8	129.8			
Steaks	41	(a)	13.5			
Breaded fillets	25	(a)	25.0			
Cakes	165	(b)	41.2			
Raw	84	(b)	21.0			
<u>Fish Cakes</u>						
Breaded	185	(b)	46.2			
<u>Flounder</u>						
Fillets	135	(b)	33.7			
Raw	20	(a)	10.0			
<u>Grouper</u>						
Fillets	50	(b)	20.0			
				<u>Haddock</u>		
				Cooked	40	(a)
				Breaded	19	(a)
				Fillets	6,622	7.9
				Steaks	945	1.1
				Raw	85	(b)
				<u>Halibut</u>		
				Breaded	30	(a)
				Fillets	7,280	8.6
				Steaks	13,755	16.3
				Breaded fillets	8	(a)
				Cooked steaks	6	(a)
				Whole center cuts	30	(a)
				Raw	1,352	1.6
				<u>Lake Perch</u>		
				Fillets	143	(b)
				<u>Ocean Perch</u>		
				Breaded	518	.6
				Fillets	20,213	24.0
				Steaks	12	(a)
				Cooked and breaded	10	(a)
				Cooked fillets	6	(a)
				Breaded fillets	2,236	2.7
				Boned	30	(a)
				Raw	1,324	1.6

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

(b) Less than half a pound.

Table 4  
(Contd.)

QUANTITY OF FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958  
(Continued)

	Total Pounds	Average Number of Pounds			Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments			All Establishments	User Establishments
<u>Pike</u>				<u>Swordfish</u>			
Filletts	643	.8	160.8	Cooked	20	(a)	20.0
				Filletts	320	(b)	160.0
				Steaks	325	(b)	65.0
<u>Pompano</u>				Raw	250	(b)	125.0
Raw	(a)	-	-	<u>Trout</u>			
				Filletts	456	.5	152.0
<u>Red Snapper</u>				Raw	183	(b)	61.0
Filletts	146	(b)	29.2	<u>Tuna</u>			
Steaks	(a)	-	-	Frozen canned	(a)	(a)	-
<u>Salmon</u>				<u>Turbot</u>			
Breaded	10	(a)	10.0	Raw	40	(a)	40.0
Filletts	375	(b)	125.0	<u>Whitefish</u>			
Steaks	9,126	10.8	507.0	Filletts	1,058	1.3	75.5
Breaded steaks	10	(a)	10.0	Steaks	70	(b)	35.0
Raw	2,544	3.0	636.0	Breaded steaks	10	(a)	10.0
<u>Sole</u>				Raw	168	(b)	56.0
Filletts	1,513	1.8	60.5	<u>Whiting</u>			
Raw	425	.5	85.0	Filletts	50	(b)	50.0
<u>Squid</u>				Raw	55	(b)	27.5
Raw	5	(a)	5.0				

(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 Salmon</u>	100.0
Prefer more prepreparation of cod	-	Prefer more prepreparation of salmon	-
Prefer less prepreparation of cod	-	Prefer less prepreparation of salmon	-
Prefer prepreparation as it is	90.9	Prefer prepreparation as it is	85.2
No answer	9.1	No answer	14.8
<u>Total Purchases of Haddock</u>	100.0	<u>Total Purchases of Sole</u>	100.0
Prefer more prepreparation of haddock	-	Prefer more prepreparation of sole	-
Prefer less prepreparation of haddock	2.4	Prefer less prepreparation of sole	-
Prefer prepreparation as it is	85.7	Prefer prepreparation as it is	96.7
No answer	11.9	No answer	3.3
<u>Total Purchases of Halibut</u>	100.0	<u>Total Purchases of Whitefish</u>	100.0
Prefer more prepreparation of halibut	-	Prefer more prepreparation of whitefish	-
Prefer less prepreparation of halibut	.6	Prefer less prepreparation of whitefish	5.0
Prefer prepreparation as it is	89.2	Prefer prepreparation as it is	90.0
No answer	10.2	No answer	5.0
<u>Total Purchases of Ocean Perch</u>	100.0		
Prefer more prepreparation of ocean perch	.3		
Prefer less prepreparation of ocean perch	.3		
Prefer prepreparation as it is	93.1		
No answer	6.3		

(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 DISSATISFACTIONWITH QUALITY AND CONDITIONOF FROZEN PROCESSED FISH

	Total
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(384)
	£
	100.0
Satisfied	96.1
Dissatisfied	1.8
No answer	2.1

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 Halibut Steaks</u>	<u>100.0</u>	<u>Total Purchasers of Haddock Fillets</u>	<u>100.0</u>
1 pound packages	8.8	Packages less than 1 pound	3.6
2 pound packages	5.8	1 pound packages	3.6
3 pound packages	.7	3 pound packages	7.1
4 pound packages	1.5	5 pound packages	71.4
5 pound packages	39.4	10 pound packages	10.7
6 pound packages	2.2	50 pound packages and over	3.6
7 pound packages	.7		
8 pound packages	1.5	Average number of servings	
10 pound packages	18.3	per pound	5.0
11 pound packages	.7		
15 pound packages	5.8		
20 pound packages	2.9		
25 pound packages	2.2		
40 pound packages	2.2		
50 pound packages and over	2.9		
No answer	4.4		
Average number of servings			
per pound	3.3		

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

Some times 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, preprepared in one manner.

Table 7  
(Contd.)

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

	<u>Total</u>		<u>Total</u>
	<u>1</u>		<u>100.0</u>
		Total Purchasers of Ocean Perch - Breaded Fillets	100.0
	<u>1</u>	1 pound packages	2.3
		2 pound packages	11.6
		3 pound packages	7.0
		4 pound packages	16.3
		5 pound packages	58.1
		10 pound packages	4.7
		Average number of servings per pound	3.4
		Total Purchasers of Sole - Fillets	100.0
		1 pound packages	12.0
		2 pound packages	4.0
		5 pound packages	68.0
		10 pound packages	4.0
		50 pound packages and over	8.0
		No answer	4.0
		Average number of servings per pound	5.3
Total Purchasers of Ocean Perch Fillets	100.0		
1 pound packages	15.9		
2 pound packages	3.7		
3 pound packages	4.5		
4 pound packages	3.3		
5 pound packages	62.1		
6 pound packages	1.6		
10 pound packages	6.5		
15 pound packages	.4		
50 pound packages and over	.8		
No answer	1.2		
Average number of servings per pound	3.8		

(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>
<u>Total Users of Frozen Processed</u> <u>Fish, November, 1958</u>	(384)
	<u>1</u>
	<u>100.0</u>
Satisfied	94.5
Dissatisfied	3.1
Don't know	.3
No answer	2.1

Table 9

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

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 Fish</u>	(384)	(320)	(64)	(83)	(126)	(98)	(77)
	<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
<u>Establishments Serving Fried</u>							
None fried	9.6	7.5	20.3	13.3	3.2	6.1	20.8
1 - 14%	1.0	.6	3.1	-	1.6	-	2.6
15 - 34%	5.2	5.6	3.1	1.2	2.4	6.1	13.0
35 - 64%	19.5	18.1	26.6	10.8	16.7	26.5	24.7
65 - 84%	4.7	3.1	12.5	2.4	1.6	7.2	9.1
Over 84%	57.7	62.9	31.3	67.5	72.1	52.1	29.8
Don't know, no answer, refused	2.3	2.2	3.1	4.8	2.4	2.0	-
Average percentage served	69.4	72.4	54.1	73.4	78.8	69.5	50.0
<u>Establishments Serving Broiled</u>							
None broiled	72.7	74.0	65.7	79.6	85.7	67.4	50.6
1 - 14%	1.3	.6	4.7	1.2	.8	2.0	1.3
15 - 34%	3.9	2.5	10.9	2.4	.8	5.1	9.1
35 - 64%	12.2	11.6	15.6	8.4	7.1	17.4	18.2
65 - 84%	2.1	2.5	-	-	.8	2.0	6.5
Over 84%	5.5	6.6	-	3.6	2.4	4.1	14.3
Don't know, no answer, refused	2.3	2.2	3.1	4.8	2.4	2.0	-
Average percentage served	14.1	14.6	11.1	8.6	6.7	15.6	29.4

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

	<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 Fish</u>	(384)	(320)	(64)	(83)	(126)	(98)	(77)
	<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 Baked</u>							
None baked	76.6	81.2	53.1	80.8	80.9	75.6	66.2
1 - 14%	1.6	1.3	3.1	-	.8	1.0	5.2
15 - 34%	4.7	4.4	6.3	-	3.2	9.2	6.5
35 - 64%	9.6	8.1	17.2	4.8	8.7	12.2	13.0
65 - 84%	1.3	.9	3.1	1.2	1.6	-	2.6
Over 84%	3.9	1.9	14.1	8.4	2.4	-	6.5
Don't know, no answer, refused	2.3	2.2	3.1	4.8	2.4	2.0	-
Average percentage served	10.9	7.8	26.4	11.6	8.8	8.6	16.4
<u>Establishments Serving in Other Ways</u>							
None in other ways	96.0	96.6	93.7	95.2	97.6	95.0	96.1
1 - 14%	.3	-	1.6	-	-	-	1.3
15 - 34%	.3	.3	-	-	-	-	1.3
35 - 64%	.5	.3	1.6	-	-	2.0	-
65 - 84%	.3	.3	-	-	-	-	1.3
Over 84%	.3	.3	-	-	-	1.0	-
Don't know, no answer, refused	2.3	2.2	3.1	4.8	2.4	2.0	-
Average percentage served	.8	.8	.9	-	-	2.0	1.6

Table 10

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

According to Type of Establishment and Sales Volume

	Total Users of Frozen Processed Shellfish	Type of Establishment		Sales Volume			
		Total	Public Eating Places	Institutions	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999
	(294)	(258)	(36)	(52)	(99)	(72)	(71)
	%	%	%	%	%	%	%
	100.0*	100.0	100.0	100.0	100.0	100.0	100.0
<u>Clams</u>							
Canned	.3	.4	-	1.9	-	-	-
Raw; clean	1.0	-	8.3	-	-	1.4	2.8
<u>Crabs</u>							
Cooked	.7	.8	-	-	-	2.8	-
Crab legs	.3	.4	-	-	-	-	1.4
Deviled and stuffed	.3	.4	-	-	-	1.4	-
Crab meat - shelled and debellied, frozen and canned	1.4	1.6	-	-	-	-	5.6
Raw; whole, clean	1.7	1.6	2.8	-	-	2.8	4.2
<u>Lobster</u>							
Cooked	1.0	.8	2.8	-	-	1.4	2.8
Cooked lobster meat	.3	.4	-	-	-	-	1.4
Block frozen lobster meat	.3	.4	-	-	-	-	1.4
Cleaned and deheaded tails	7.8	8.1	5.6	1.9	7.1	5.6	15.5
Raw; whole, clean	4.4	4.3	5.6	-	3.0	5.6	8.5
<u>Oysters</u>							
Breaded	2.0	2.3	-	1.9	3.0	2.8	-
Canned	.3	.4	-	-	-	-	1.4
Raw; clean	3.1	1.6	13.9	3.8	1.0	2.8	5.6
<u>Scallops</u>							
Cooked	.3	.4	-	-	-	-	1.4
Breaded	5.1	4.3	11.1	1.9	1.0	8.3	9.9
Raw; clean, shelled	8.5	7.8	13.9	-	6.1	9.7	16.9
<u>Shrimp</u>							
Cooked	2.4	1.6	8.3	1.9	2.0	1.4	4.2
Breaded	67.7	70.5	47.2	71.2	78.8	59.7	57.7
Cooked and breaded	1.4	1.1	2.8	1.9	1.0	1.4	1.4
Deheaded, raw in shell	.3	.4	-	-	1.0	-	-
Breaded steak	.3	.4	-	-	-	1.4	-
Stuffed with crab meat	.3	.4	-	-	-	1.4	-
Raw; clean, deheaded, shelled and deveined	24.1	22.9	33.3	21.2	18.2	3.1	28.2

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

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Clams</u>			
Canned	(a)	-	-
Raw; clean	260	(b)	86.6
<u>Crabs</u>			
Cooked	120	(b)	60.0
Crab legs	100	(b)	100.0
Deviled and stuffed	24	(a)	24.0
Crab meat - shelled and debellied, frozen and canned (c)	51,733	61.4	12,933.2
Raw; whole, clean	764	.9	152.8
<u>Lobster</u>			
Cooked	180	(b)	60.0
Cooked lobster meat	1,000	1.2	1,000.0
Block frozen lobster meat	200	(b)	200.0
Cleaned and deheaded tails	6,189	7.4	269.1
Raw; whole, clean	2,353	2.8	181.0
<u>Oysters</u>			
Breaded	94	(b)	15.7
Canned	(a)	-	-
Raw; clean	285	(b)	31.7
<u>Scallops</u>			
Cooked	200	(b)	200.0
Breaded	635	.8	42.3
Raw; clean, shelled	482	27.5	32.1
<u>Shrimp</u>			
Cooked	2,698	3.2	385.4
Breaded	11,781	14.0	59.2
Cooked and breaded	117	(b)	29.2
Deheaded, raw in shell	30	(a)	30.0
Breaded steak	8	(a)	8.0
Stuffed with crab meat	150	(b)	150.0
Raw: clean, deheaded, shelled and deveined	7,185	8.5	101.2

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

(b) Less than half a pound.

(c) Consists mostly of one large purchase by an airline.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Lobster</u>	<u>100.0</u>	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
Prefer more prepreparation of lobster	-	Prefer more prepreparation of shrimp	-
Prefer less prepreparation of lobster	-	Prefer less prepreparation of shrimp	1.4
Prefer prepreparation as it is	85.4	Prefer prepreparation as it is	94.4
No answer	14.6	No answer	4.2
 <u>Total Purchases of Scallops</u>	 <u>100.0</u>		
Prefer more prepreparation of scallops	-		
Prefer less prepreparation of scallops	-		
Prefer prepreparation as it is	95.1		
No answer	4.9		

(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

	<u>Total</u>
Total Users of Frozen Processed Shellfish, November, 1958	(294)
	%
	<u>100.0</u>
Satisfied	94.2
Dissatisfied	3.1
No answer	2.7

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>
Total Purchasers of Lobster Tails - Cleaned and Deheaded	100.0	Total Purchasers of Shrimp - Breaded	100.0
Packages less than 1 pound	4.4	Packages less than 1 pound	.5
1 pound packages	17.3	1 pound packages	1.0
5 pound packages	17.3	2 pound packages	9.6
10 pound packages	21.8	3 pound packages	21.1
20 pound packages	17.3	4 pound packages	21.1
25 pound packages	13.1	5 pound packages	41.2
50 pound packages and over	4.4	6 pound packages	1.0
No answer	4.4	8 pound packages	.5
Average number of servings per pound	1.7	10 pound packages	2.5
		30 pound packages	.5
		No answer	1.0
		Average number of servings per pound	3.3
Total Purchasers of Scallops - Raw	100.0	Total Purchasers of Shrimp - Raw	100.0
1 pound packages	4.0	2 pound packages	5.6
2 pound packages	4.0	3 pound packages	5.6
3 pound packages	4.0	5 pound packages	74.7
4 pound packages	4.0	7 pound packages	1.4
5 pound packages	68.0	10 pound packages	7.1
10 pound packages	4.0	20 pound packages	1.4
30 pound packages	4.0	25 pound packages	1.4
50 pound packages and over	4.0	30 pound packages	1.4
No answer	4.0	50 pound packages and over	1.4
Average number of servings per pound	4.1	Average number of servings per pound	4.4

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

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

The percentages in the body of the table are based on the number of establishments which bought one species of 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	(294)
	<u>%</u>
	100.0
Satisfied	96.6
Dissatisfied	1.0
No answer	2.4

Table 16

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

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 Shellfish</u>	(294)	(258)	(36)	(52)	(99)	(72)	(71)
	%	%	%	%	%	%	%
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Establishments Serving Fried</u>							
None fried	9.9	6.2	36.2	7.7	8.1	4.1	19.7
1 - 14%	1.0	1.2	-	-	-	-	4.2
15 - 34%	2.0	2.3	-	-	1.0	2.8	4.2
35 - 64%	7.5	7.4	8.3	1.9	6.1	11.1	9.9
65 - 84%	4.4	3.9	8.3	-	4.0	5.6	7.0
Over 84%	71.1	75.5	38.9	82.7	76.8	73.6	52.2
Don't know, no answer, refused	4.1	3.5	8.3	7.7	4.0	2.8	2.8
Average percentage served	76.1	79.5	50.3	83.4	80.1	80.3	61.1
<u>Establishments Serving Broiled</u>							
None broiled	86.1	87.1	77.7	92.3	87.9	88.9	76.1
1 - 14%	.3	-	2.8	-	-	-	1.4
15 - 34%	1.7	1.6	2.8	-	-	-	7.1
35 - 64%	4.4	4.3	5.6	-	5.1	6.9	4.2
65 - 84%	1.4	1.2	2.8	-	1.0	-	4.2
Over 84%	2.0	2.3	-	-	2.0	1.4	4.2
Don't know, no answer, refused	4.1	3.5	8.3	7.7	4.0	2.8	2.8
Average percentage served	5.8	5.7	6.2	-	5.3	4.9	11.3

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>	(294)	(258)	(36)	(52)	(99)	(72)	(71)
	<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 Baked</u>							
None baked	93.6	94.5	86.1	92.3	94.9	97.2	88.8
1 - 14%	-	-	-	-	-	-	-
15 - 34%	.7	.4	2.8	-	-	-	2.8
35 - 64%	1.0	.8	2.8	-	-	-	4.2
65 - 84%	.3	.4	-	-	1.1	-	-
Over 84%	.3	.4	-	-	-	-	1.4
Don't know, no answer, refused	4.1	3.5	8.3	7.7	4.0	2.8	2.8
Average percentage served	1.3	1.2	2.2	-	.8	-	4.2
<u>Establishments Serving in Other Ways</u>							
None in other ways	75.8	80.2	44.5	82.7	80.8	77.8	62.0
1 - 14%	3.1	2.3	8.3	-	3.0	1.4	7.0
15 - 34%	5.8	5.8	5.6	-	6.1	8.2	7.0
35 - 64%	4.1	4.7	-	1.9	1.0	5.6	8.5
65 - 84%	-	-	-	-	-	-	-
Over 84%	7.1	3.5	33.3	7.7	5.1	4.2	12.7
Don't know, no answer, refused	4.1	3.5	8.3	7.7	4.0	2.8	2.8
Average percentage served	10.7	7.4	35.6	8.7	7.1	9.0	18.6

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 17

TYPES OF PORTIONS BOUGHT IN 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>	(108)	(73)	(35)	(46)	(62)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0*	100.0	100.0	100.0	100.0
Cooked - breaded	17.5	16.4	20.0	15.2	19.3
Cooked - plain	1.0	1.3	-	-	1.6
Uncooked - breaded	48.1	49.3	45.7	41.3	53.3
Uncooked - plain	41.7	41.1	42.9	45.7	38.7

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	1,526	1.8	80.3
Cooked - plain	48	(b)	48.0
Uncooked - breaded	4,690	5.6	90.2
Uncooked - plain	7,637	9.1	169.7

(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>	(108)	(73)	(35)	(46)	(62)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Use more now	14.8	15.1	14.3	17.4	12.9
Use about the same	71.3	72.6	68.6	63.1	77.5
Use less now	5.6	2.7	11.4	6.5	4.8
Don't know	8.3	9.6	5.7	13.0	4.8

Table 20

SATISFACTION AND DISSATISFACTION WITH  
QUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of</u> <u>Portions, November, 1958</u>	(117)
	<u>1</u>
	<u>100.0</u>
Satisfied	96.6
Dissatisfied	1.7
Don't know	1.7

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>	(108)
	<u>1</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>10.2*</u>
Quality	5.6
Uniform controlled serving - always same amount	.9
Customers order, seem to like them - more demand	.9
Attractive - eye appealing	.9
Just like them better - brand I buy is better	.9
Don't know - no answer	1.9
<u>Portions poorer</u>	<u>1.9</u>
Poor quality - inferior quality, can't tell what is in them	1.9
About the same	78.7
Don't know	8.3
No answer	.9

\*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>	(108)
	<u>1</u>
	<u>100.0*</u>
Convenience, ease of preparation - save labor, already prepared	54.6
Fast, timesaving - quicker to serve, prepare	46.3
Size of portions - uniform, controlled servings, the right size serving	27.8
Economical - no waste	26.9
Can control food cost better - know profit	15.7
Attractive, eye appealing	4.6
Customers like them	4.6
Taste better	2.8
No spoilage	1.9
No bones	.9
Sanitary - cleaner, safer	.9
No advantages	1.9
Don't know, no answer	1.9

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(108)
	<u>1</u>
	<u>100.0*</u>
Portions wrong size - too small	4.6
Not economical - more expensive to buy	2.8
Quality not as good - not always sure what's in them	1.9
Not enough demand - customers do not order	1.9
Lack flavor - not as tasty, sometimes dry	.9
Break too easily	.9
All others	2.8
No disadvantages	75.9
Don't know, no answer	11.1

\*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>	(108)
	<u>1</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>24.1*</u>
Uniform controlled servings - always the same amount	12.0
Attractive - eye appealing	9.3
Taste better - like flavor	2.8
Customers order - seem to like them	1.9
No bones - safer for children	.9
Don't know - no answer	3.7
<u>Think customers like portions less</u>	<u>4.6*</u>
Lack flavor - not as tasty	1.9
Look artificial - not real	1.9
Portions too small	.9
Poor quality - can't tell what is in them	.9
Think customers like portions about the same	58.3
Don't know	13.0

\*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	108
Average weight of package of portions, in pounds	6.2
Average number of servings per package	26.2
Average weight of individual servings, in ounces	3.8
Average weight of individual portions, in ounces	4.4

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>	(108)
	<u>1</u>
	<u>100.0</u>
Satisfied	90.7
Dissatisfied	5.6
Don't know, no answer	3.7

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>	(108)	(73)	(35)	(46)	(62)
	<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	11.1	8.2	17.1	10.9	11.3
1 - 14%	.9	1.4	-	-	1.6
15 - 34%	1.8	2.7	-	-	3.2
35 - 64%	5.6	2.7	11.4	2.2	8.1
65 - 84%	2.8	-	8.6	-	4.8
Over 84%	77.8	85.0	62.9	86.9	71.0
Average percentage served	77.3	80.7	70.2	81.5	74.2
<u>Establishments Serving Broiled</u>					
None broiled	86.1	87.7	82.9	93.5	80.7
1 - 14%	2.8	1.4	5.7	-	4.8
15 - 34%	2.8	1.4	5.7	2.2	3.2
35 - 64%	1.8	2.7	-	-	3.2
65 - 84%	.9	1.4	-	-	1.6
Over 84%	5.6	5.4	5.7	4.3	6.5
Average percentage served	7.6	7.9	7.1	4.6	9.9

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>	(108)	(73)	(35)	(46)	(62)
	<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 Baked</u>					
None baked	88.0	95.8	71.4	91.3	85.5
1 - 14%	1.8	-	5.7	2.2	1.6
15 - 34%	1.8	1.4	2.9	-	3.2
35 - 64%	3.7	1.4	8.6	-	6.5
65 - 84%	-	-	-	-	-
Over 84%	4.7	1.4	11.4	6.5	3.2
Average percentage served	6.7	2.3	15.9	6.2	7.1
<u>Establishments Serving in Other Ways</u>					
None in other ways	98.2	97.2	100.0	100.0	96.8
1 - 14%	.9	1.4	-	-	1.6
15 - 34%	-	-	-	-	-
35 - 64%	-	-	-	-	-
65 - 84%	-	-	-	-	-
Over 84%	.9	1.4	-	-	1.6
Average percentage served	.9	1.4	-	-	1.6

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>	(108)	(73)	(35)	(46)	(62)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, cook while frozen	59.2	60.3	57.1	69.6	51.6
No, do not cook while frozen	38.0	35.6	42.9	28.2	45.2
No answer	2.8	4.1	-	2.2	3.2

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>	(108)
	<u>¢</u>
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>9.3*</u>
Price includes processing and packaging - prepreparation would tend to raise cost	7.4
Good quality - choice fish	1.8
Cost is more for amount of serving	.9
<u>Portions less expensive</u>	<u>47.2*</u>
Less or no waste	16.7
Labor saving - requires no preparation	15.7
Time saving	13.9
Uniform controlled servings	4.6
Cuts cost of preparation	2.8
No spoilage - can keep in freezer, can keep until ready to use	2.8
Can control food costs better - know your profit	1.8
All others	2.8
Don't know - no answer	10.2
About the same	38.0
Don't know	5.5

\*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>	(108)	(73)	(35)	(46)	(62)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0	100.0	100.0
Specify kind of fish	83.3	79.5	91.4	78.3	87.1
Do not specify kind of fish	14.8	17.8	8.6	17.4	12.9
No answer	1.9	2.7	-	4.3	-

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>	(493)	(412)	(81)	(280)	(213)
	<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	1.4	1.0	3.7	1.8	1.0
No, would not like other items	91.7	91.5	92.6	90.3	93.4
Don't know	3.0	3.4	1.2	3.6	2.3
No answer	3.9	4.1	2.5	4.3	3.3

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>		<u>WAS PRICE A REASON ESTABLISHMENTS DID NOT BUY PORTIONS?</u>
<u>Total Establishments Using Frozen Processed Sea Food, but Not Portions</u>	(385)		
	<u>%</u>		
	100.0*		
Sell, serve little or no fish - no demand, calls for it	34.3		
Serve other types - perch, shrimp, halibut, etc., other types more popular	14.5		<u>Total</u>
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	13.8	Total Nonusers Who Did Not Volunteer	
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	7.3	<u>Price as a Reason</u>	(357)
Quality not as good - doesn't meet our quality standards, can't tell what is in it	6.0		<u>%</u>
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	5.7		100.0
Use fresh fish - prefer fresh fish	4.9	Yes, price was a reason	2.2
Don't like them so wouldn't serve them	4.9	No, price was not a reason	93.6
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	4.2		
No particular reason - just didn't	3.1	No answer	4.2
Didn't know it was available	1.6		
Company makes the rules - policy against it	1.3		
Just opened the restaurant - don't know what we will handle	1.3		
Not attractive - not eye appealing	1.3		
Wanted to change menu - try something different	.8		
All others	3.9		
Don't know, no answer.	2.9		

\*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>	(493)	(112)	(168)	(116)	(97)
	<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>
Sea food processors	2.2	1.8	1.8	1.7	4.1
Sea food wholesalers	62.3	49.1	56.5	72.4	75.3
Frozen food distributors	23.1	24.1	28.0	21.6	15.5
All other, grocery stores, supermarkets	11.6	19.6	14.3	3.4	7.2
No answer	2.8	5.4	2.4	2.6	1.0

\*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>	(493)	(449)	(44)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	78.5	77.3	90.9
10 - 50 miles	19.1	20.5	4.5
51 - 100 miles	-	-	-
More than 100 miles	.2	-	2.3
Don't know	1.0	1.1	-
No answer	1.2	1.1	2.3

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>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(493)	(412)	(81)	(112)	(168)	(116)	(97)
	<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>
Every day	5.7	6.6	1.2	.9	4.2	5.2	14.4
2 - 4 times per week	11.0	12.9	1.2	4.5	7.7	11.2	23.7
Once a week	68.6	68.9	66.7	66.1	74.4	74.1	54.7
2 - 3 times per month	6.5	5.8	9.9	8.9	8.3	3.5	4.1
Once a month	3.4	1.9	11.1	7.1	2.4	2.6	2.1
Less than once a month	1.4	1.0	3.7	1.8	1.2	1.7	1.0
Don't know, no answer	3.4	2.9	6.2	10.7	1.8	1.7	-

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>	(493)	(112)	(168)	(116)	(97)
	<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, can improve services	3.4	1.8	4.8	3.5	3.1
No, cannot improve services	93.3	92.8	92.2	93.9	94.8
Don't know	.3	2.7	3.0	.9	2.1
No answer	1.0	2.7	-	1.7	-

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			<u>\$100,000 and Over</u>
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	
<u>Total Users of Frozen Processed Sea Food</u>	(493)	(412)	(81)	(112)	(168)	(116)	(97)
	<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	35.8	39.3	12.8	75.0	39.5	16.8	13.5
\$250 - 499	17.0	17.4	14.9	16.7	27.1	11.6	5.9
\$500 - 999	20.6	19.7	27.7	6.9	23.3	32.6	13.5
\$1,000 - 2,499	16.0	13.9	29.7	1.4	8.5	27.4	29.8
\$2,500 - 4,999	4.4	4.7	2.1	-	.8	6.3	13.5
\$5,000 - 9,999	3.9	3.5	6.4	-	.8	4.2	13.5
\$10,000 - 14,999	1.4	.9	4.3	-	-	1.1	5.9
\$15,000 - 29,999	.3	.3	-	-	-	-	1.4
\$30,000 - 49,999	.6	.3	2.1	-	-	-	3.0
\$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 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>	(493)	(412)	(81)	(112)	(168)	(116)	(97)
	<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	43.0	47.3	21.0	29.5	43.4	50.0	49.5
Say meat (unspecified) more profitable than sea food	8.9	10.4	1.2	13.4	11.9	3.4	5.2
Say all foods the same in profitability	8.9	10.2	2.5	4.5	9.5	12.9	8.2
Say beef more profitable than sea food	4.1	4.9	-	4.5	3.0	4.3	5.2
Say eggs more profitable than sea food	1.0	1.2	-	.9	.6	1.7	1.0
Say chicken more profitable than sea food	.2	.2	-	-	-	.9	-
Say miscellaneous other meats more profitable than sea food	.2	.2	-	-	.6	-	-
Say miscellaneous other foods more profitable than sea food	2.4	2.9	-	1.8	3.6	1.7	2.1
Nonprofit establishments	11.6	-	70.4	12.5	10.1	10.3	14.4
Don't know	17.2	19.9	3.7	26.8	15.5	12.9	14.4
No answer	4.1	4.6	1.2	7.1	3.0	3.4	3.1

\*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>	(493)	(412)	(81)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	73.4	71.8	81.5
No, do not know they can	26.4	28.2	17.3
No answer	.2	-	1.2

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>	(362)	(296)	(66)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	98.3	98.3	98.5
No, do not buy	.6	.7	-
No answer	1.1	1.0	1.5

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>	(356)	(291)	(65)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Best quality - use better products, more uniform quality	42.1	43.3	36.9
Only type available - it's all inspected, that's what supplier carried	31.2	30.9	32.3
Government inspected foods are safe - pure, fresh, clean, no germs or disease	27.5	26.5	32.3
Prefer Government inspected - wouldn't buy any other	2.5	2.1	4.6
Public demands it	1.7	2.1	-
Easy to handle - easy to serve, ready to cook, portion controlled	1.4	.3	6.2
Government/law requires it	.8	1.0	-
Company demands that it's bought	.6	.7	-
All others	.3	-	1.5
Don't know, no answer	4.5	4.8	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>	(356)	(291)	(65)
	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	1.4	1.4	1.5
Buy about the same	85.1	86.3	80.0
Buy less	-	-	-
Don't know	5.9	5.8	6.2
No answer	7.6	6.5	12.3

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>	(130)
	<u>1</u>
	<u>100.0</u>
Say they would buy more	3.9
Say they would buy less	-
About the same	70.0
Don't know	23.1
No answer	3.0

Table 44

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
<u>Total Nonusers of Frozen Processed Sea Food</u>	(349)	(160)	(123)	(36)	(30)
	<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>10.9*</u>	<u>10.0</u>	<u>11.4</u>	<u>11.1</u>	<u>13.3</u>
No demand - didn't sell enough, no volume, customers prefer other foods	5.4	6.9	4.9	5.6	-
Prefer to serve fresh fish	4.0	3.1	5.7	-	6.7
Lacked flavor - own prepared fish has better flavor	.9	-	.8	5.6	-
More expensive than other forms of fish	.6	.6	.8	-	-
All others	.6	-	-	-	6.7
<u>Have not served frozen processed sea food before</u>	<u>88.5*</u>	<u>90.0</u>	<u>87.8</u>	<u>88.9</u>	<u>83.4</u>
Sell little or no fish - no demand, call for it, not in that business	51.6	53.1	52.8	55.6	33.3
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	16.9	15.0	16.3	16.7	30.0
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	14.0	13.1	14.6	11.1	20.0
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	3.4	2.5	5.7	2.8	-
Just opened, don't know what I'll sell	2.9	5.0	1.6	-	-
Too expensive - cheaper to use fresh, prepare ourselves	2.0	2.5	.8	2.8	3.3
No storage facilities      o freezer	1.7	3.1	.8	-	-
All others	1.4	1.3	.8	2.8	3.3
Don't know, no answer	2.6	2.5	2.4	2.8	3.3
Don't know	.6	-	.8	-	3.3

\*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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	<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, have cold storage facilities	84.3	84.7	94.1	90.0	76.2	77.9	84.2	89.5	92.1
No, do not have cold storage facilities	15.2	14.8	5.9	10.0	23.0	21.7	15.5	10.5	6.3
No answer	.5	.5	-	-	.8	.4	.3	-	1.6
Average capacity, in cubic feet	34.4	23.0	65.2	116.4	57.4	15.0	19.4	32.0	107.9

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>	(349)		
	<u>℥</u>	<u>℥</u>	<u>℥</u>
	<u>100.0</u>	<u>49.3</u>	<u>50.7</u>
Yes, have cold storage facilities	70.5	33.0	37.5
No, do not have cold storage facilities	28.4	15.5	12.9
No answer	1.1	.8	.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>	(842)	(615)	(51)	(50)	(126)
	<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>Total Receipts</u>					
Less than \$10,000	32.3	33.7	19.6	30.0	31.7
\$10,000 - 39,999	34.5	36.4	25.4	26.0	32.6
\$40,000 - 99,999	18.1	17.1	27.5	12.0	21.4
\$100,000 and over	15.1	12.8	27.5	32.0	14.3

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 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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	‰	‰	‰	‰	‰	‰	‰	‰	‰
	<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	6.8	6.8	-	-	12.6	26.9	-	-	-
\$1,000 - 2,499	12.3	14.9	2.9	4.2	9.9	41.3	4.8	-	1.4
\$2,500 - 4,999	8.8	9.2	2.9	-	12.6	10.5	15.7	2.2	-
\$5,000 - 9,999	16.8	18.4	17.2	16.7	9.9	16.2	31.5	5.6	1.4
\$10,000 - 14,999	9.6	9.2	2.9	16.7	12.6	2.9	21.9	4.4	1.4
\$15,000 - 29,999	19.1	21.0	11.4	4.2	19.7	-	23.9	44.4	4.3
\$30,000 - 49,999	6.4	6.1	22.8	-	1.4	-	-	26.7	2.9
\$50,000 - 99,999	10.0	7.2	19.9	33.2	8.5	1.1	1.4	16.7	32.3
\$100,000 - 249,999	5.5	3.9	8.6	25.0	4.3	-	-	-	32.3
\$250,000 and over	4.7	3.3	11.4	-	8.5	1.1	.8	-	24.0

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 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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	<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 5% for food	1.3	.6	5.5	-	2.8	2.7	-	-	3.8
5 - 14%	2.2	1.2	2.8	14.3	2.8	3.6	1.2	1.0	3.8
15 - 24%	1.7	.6	5.5	-	5.6	5.4	.6	1.0	-
25 - 34%	6.7	6.3	-	19.0	8.2	11.6	6.0	5.8	2.5
35 - 44%	27.2	25.6	27.8	23.7	34.7	21.4	24.7	30.1	36.2
45 - 54%	40.4	43.1	41.7	14.3	34.7	34.8	42.2	43.6	40.0
55 - 64%	11.5	13.9	11.1	4.8	2.8	7.1	15.1	13.6	7.5
65 - 74%	5.6	5.7	2.8	9.5	5.6	5.4	7.2	3.9	5.0
75 - 84%	2.6	2.7	2.8	4.8	1.4	7.1	1.8	1.0	-
85 - 94%	.4	.3	-	4.8	-	-	1.2	-	-
95 - 100%	.4	-	-	4.8	1.4	.9	-	-	1.2

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</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>842</u>	<u>615</u>	<u>51</u>	<u>50</u>	<u>126</u>	<u>272</u>	<u>291</u>	<u>152</u>	<u>127</u>
<u>Average Number of Main Meals Served</u>									
Midday, weekdays	144	99	611	222	140	37	75	164	536
Sea food meals	18	11	90	40	13	3	8	16	75
Midday, Saturdays and Sundays	75	62	112	149	94	16	29	73	333
Sea food meals	4	4	-	3	5	**	3	4	17
Evening, weekdays	77	66	135	156	73	14	33	76	340
Sea food meals	10	9	22	18	7	1	3	8	50
Evening, Saturdays and Sundays	64	57	93	141	58	11	32	74	264
Seafood meals	4	5	-	2	6	1	4	5	15

\*\* Less than one half meal.

Table e

## AVERAGE PRICE PER MEAL SERVED

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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	<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>
Under \$.25	.2	.3	-	-	-	.4	-	.7	-
\$.25 - .49	18.8	15.0	41.2	6.0	33.2	30.9	15.5	14.5	5.5
\$.50 - .74	28.0	29.7	35.3	8.0	24.6	28.3	33.4	26.3	17.4
\$.75 - .99	20.4	23.3	7.8	4.0	18.3	19.1	24.1	21.1	14.2
\$1.00 - 1.49	13.1	15.6	3.9	10.0	5.6	10.3	12.0	17.1	16.5
\$1.50 - 1.99	4.5	6.0	-	-	.8	2.2	3.4	5.3	11.0
\$2.00 - 2.49	2.0	2.4	-	-	1.6	.7	1.4	3.3	4.7
\$2.50 - 2.99	1.7	1.5	-	-	4.0	-	.7	3.9	4.7
\$3.00 - 3.99	1.2	1.1	-	-	2.4	-	.3	1.3	5.5
\$4.00 - 4.99	-	-	-	-	-	-	-	-	-
\$5.00 and over	.1	.2	-	-	-	-	-	-	.8
No answer	6.1	4.9	5.9	14.0	8.7	3.7	5.8	3.9	14.2
Nonprofit establishment	3.9	-	5.9	58.0	.8	4.4	3.4	2.6	5.5

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING FOOD

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
Total establishments	842	272	291	152	127
Average number per establishment	8	2	3	9	64

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	842	615	51	50	126	272	291	152	127
Average seating capacity, in seats	91	57	409	168	102	34	44	114	302

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Type of Establishment</u>				<u>Sales Volume</u>				
	<u>Total</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>	(842)	(615)	(51)	(50)	(126)	(272)	(291)	(152)	(127)
	<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	47.7	45.7	13.7	96.0	52.4	39.7	47.1	54.6	58.2
Serve on 6 days	35.4	40.8	9.8	2.0	32.5	36.8	38.5	30.9	30.7
Serve on 5 days	15.9	12.7	74.5	-	14.3	22.0	14.4	13.8	8.7
Serve on less than 5 days	.6	.5	2.0	2.0	-	1.5	-	.7	-
No answer	.4	.3	-	-	.8	-	-	-	2.4

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

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> <u>99,999</u>	<u>\$100,000</u> and <u>Over</u>
<u>Total Establishments</u>	(842)	(272)	(291)	(152)	(127)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Establishments with no specialty	79.9	82.7	75.9	80.9	81.9
<u>Establishments with specialty</u>	<u>20.1*</u>	<u>17.3</u>	<u>24.1</u>	<u>19.1</u>	<u>18.1</u>
Italian food	6.2	7.4	7.6	4.6	2.4
Kosher	3.1	2.2	2.7	5.3	3.1
Steak or chophouse	2.5	.7	2.7	2.0	6.3
Barbecue	2.4	3.3	3.1	-	1.6
Chinese food	1.5	.4	2.7	2.0	.8
Chicken specialty	1.1	1.1	1.7	-	.8
Sea food	.7	-	1.0	1.3	.8
Mexican, Spanish	.7	.7	1.4	-	-
French food	.1	-	-	-	.8
All others	2.1	1.5	1.7	3.9	2.4

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

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