

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

—•—  
**Cleveland, Ohio**

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

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

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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PUBLIC EATING PLACES**

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**CLEVELAND, OHIO**

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

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## SUMMARY OF FINDINGS

(Cleveland)

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

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

Twenty per cent of all the establishments said they had bought frozen processed fish in November, 1958; 22 per cent said they had bought frozen processed shellfish; and 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, Cleveland ranked ninth, in terms of the percentage of all establishments buying frozen processed sea food.

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

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

More than a quarter of the users of frozen processed fish bought haddock fillets during November, 1958. This was the most popular of the frozen processed fish items in Cleveland.

In terms of pounds bought, swordfish steak was the leading item.

Ocean perch fillets were also bought by a number of establishments in Cleveland.

Haddock fillets were bought by many establishments in Atlanta, Omaha and Springfield; while ocean perch fillets were popular purchases in the Southern and Middle Western cities included in the survey.

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

A great majority of Cleveland purchasers were satisfied with the present preparation of fish; this was generally true for the ten cities included in the survey.

Most purchasers were also satisfied with the quality and condition of the fish, only 12 per cent expressing dissatisfaction. The percentage expressing dissatisfaction was even lower in other cities of the survey.

#### 3. Packaging of Fish (Tables 7, 8)

Data on packaging of fish in Cleveland are limited. Haddock fillets, the most popular purchases, were most 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 Cleveland establishments. The average establishment served three quarters of its fish fried.

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

Frozen Processed Shellfish - Purchases,  
Attitudes, and Practices

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

Nearly two thirds of the users of shellfish in Cleveland bought breaded shrimp in November, 1958. Breaded scallops and lobster tails were popular items with sizable percentages of the establishments.

Principally because of a large purchase by a transportation company, raw shrimp led in Cleveland in terms of total number of pounds purchased.

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

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

All but a few purchasers were satisfied with the present prepreparation 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)

For Cleveland, the data on the packaging of shellfish items are comparatively limited. Breaded shrimp, the most popular item, was most often bought in 3 pound packages.

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

Frying was the most popular way of preparing shellfish in Cleveland. The typical establishment served 70 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 Prepreparation  
(Tables 1, 17, 18, 19)

About one eighth of all the establishments in Cleveland bought portions during November, 1958.

Among the ten cities, Cleveland ranked eighth in percentage of establishments buying portions.

In Cleveland, portions were often bought uncooked-breaded. Large quantities were bought both uncooked-breaded and uncooked-plain.

Almost a third of the purchasers said that they were currently buying more portions than the

year before. Another 21 per cent said they were buying less, while the remainder of those who answered said they were buying about the same or did not know.

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

Nine out of ten establishments said they were satisfied with the quality and condition of portions.

One fourth of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Half rated the quality as about the same, while 8 per cent considered the quality poorer.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Size of portions, uniform portions	43
Convenience, ease of preparation	34
Fast, timesaving	23
Can control food costs better - know profit	23

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

More than one third of the Cleveland users of portions thought their customers liked portions better than other types of frozen processed fish. Twenty-six per cent thought the

customers liked them the same, while 11 per cent thought the customers liked them less.

In most other cities, a majority of users thought customers liked portions the same. There was more difference of opinion among Cleveland establishments than elsewhere, about the acceptance of portions by customers.

3. Packaging of Portions (Tables 25, 26)

Cleveland purchasers tended to buy portions in packages of about the same size as those preferred by purchasers in other cities. The average weight of a package of portions for the city was 5.8 pounds.

They also tended to buy individual portions of average size, and the average weight of an individual portion was 4.1 ounces.

The great majority of establishments, in Cleveland and the other nine cities, said they were satisfied with the size of portions in the packages.

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

Frying was the most widely used method of preparing and serving portions, with 94 per cent of the establishments serving them this way. The average establishment served 84 per cent of its portions fried.

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

About five sixths of the Cleveland 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)

Nearly two thirds of the Cleveland establishments said they specified the kind of fish when ordering portions.

Only 7 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 Cleveland 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 63 per cent of the establishments, while frozen food distributors accounted for another 26 per cent.

Main suppliers were located less than ten miles from the establishment, in 74 per cent of the cases. In another 22 per cent of the cases, main suppliers were located between ten and 50 miles from the establishment. In more than half the cases, deliveries were made once a week.

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

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

Almost half of the establishments reporting in Cleveland 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. The median came at \$284.

One 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)

Seventy per cent of the establishments in Cleveland 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, 5 per cent said the inspection had caused them to buy more.

Similar findings were made in other cities.

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

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

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

	<u>2</u>
Total Nonusers of Frozen Processed Sea Food	<u>100</u>
<u>Have cold storage facilities</u>	<u>64</u>
Don't use sea food at all	33
Use sea food, but not frozen processed sea food	31
No cold storage facilities	36

DETAILED FINDINGS

Table 1

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes, bought sea food	61.7	57.4	95.7	51.2	82.8	76.7	97.0
<u>Bought frozen processed sea food</u>	<u>37.1</u>	<u>31.3</u>	<u>82.6</u>	<u>24.0</u>	<u>65.6</u>	<u>60.0</u>	<u>72.7</u>
Bought frozen processed fish	20.0	15.1	58.7	12.0	42.2	26.7	39.4
Bought frozen processed shellfish	21.9	21.2	28.3	13.4	32.8	33.3	63.6
Bought portions	12.9	10.4	32.6	7.4	23.4	20.0	33.3
No, did not buy sea food	38.3	42.6	4.3	48.8	17.2	23.3	3.0

Table 2

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments Purchasing Sea Food in Preceding 12 Months</u>	(253)	(209)	(44)	(145)	(53)	(23)	(32)
	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</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	60.1	54.5	86.4	46.9	79.2	78.3	75.0
No, did not buy frozen processed sea food	39.9	45.5	13.6	53.1	20.8	21.7	25.0

Table 3

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

According to Sales Volume

Total Users of Frozen Processed Fish	Total	Less Than \$10,000	\$10,000 and Over	Total	Less Than \$10,000	\$10,000 and Over
	£	£	£		£	£
	(82)	(34)	(48)			
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>			
<u>Cod</u>				<u>Ocean Perch</u>		
Cooked	1.2	-	2.1	Breaded	3.7	2.9
Breaded	2.4	2.9	2.1	Fillets	13.4	14.7
Fillets	4.9	2.9	6.3	Steaks	1.2	-
Breaded fillets	6.1	2.9	6.3	Breaded fillets	2.4	2.9
Breaded steaks	1.2	-	2.1	Cooked and breaded fillets	1.2	-
Chunk	4.9	-	6.3	Raw	3.7	5.9
Raw	3.7	2.9	4.2			
				<u>Pike</u>		
<u>Flounder</u>				Breaded	1.2	2.9
Raw	2.4	-	4.2	Fillets	9.8	17.6
				Cooked and breaded fillets	1.2	2.9
<u>Haddock</u>				Raw	3.7	2.9
Breaded	3.7	5.9	2.1			
Fillets	25.6	29.4	22.9	<u>Red Snapper</u>		
Steaks	2.4	2.9	2.1	Fillets	1.2	-
Breaded fillets	2.4	2.9	2.1	Raw	1.2	-
Breaded steaks	1.2	-	2.1			
Cooked and breaded fillets	1.2	-	2.1	<u>Salmon</u>		
Pieces	4.9	-	8.3	Steaks	3.7	2.9
				Cooked and breaded steaks	1.2	-
<u>Halibut</u>				Raw	1.2	-
Breaded	1.2	-	2.1			
Fillets	2.4	2.9	2.1	<u>Sea Bass</u>		
Steaks	4.9	2.9	6.3	Raw	1.2	-
Breaded fillets	1.2	2.9	-			
Raw	2.4	-	4.2	<u>Sole</u>		
				Fillets	3.7	-
<u>Lake Perch</u>						
Breaded	1.2	-	2.1	<u>Swordfish</u>		
Fillets	3.7	5.9	2.1	Steaks	2.4	-
				Raw	1.2	-
<u>Mackerel</u>						
Fillets	1.2	-	2.1	<u>Trout</u>		
				Fillets	1.2	-
				Raw	2.4	-
				<u>Whitefish</u>		
				Breaded	1.2	-
				Fillets	1.2	-
				Banquet breaded fillets	1.2	2.9
				Raw	1.2	-
				<u>Whiting</u>		
				Raw	1.2	2.9

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



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>100.0</u>
Prefer more prepreparation of cod	-		%
Prefer less prepreparation of cod	-		
Prefer prepreparation as it is	100.0		
			<u>Total Purchases of Ocean Perch</u> <u>100.0</u>
			Prefer more prepreparation of ocean perch -
			Prefer less prepreparation of ocean perch -
<u>Total Purchases of Haddock</u>	100.0		Prefer prepreparation as it is 90.5
Prefer more prepreparation of haddock	8.8		No answer 9.5
Prefer less prepreparation of haddock	-		
Prefer prepreparation as it is	88.3		
No answer	2.9		

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION  
WITH QUALITY AND CONDITION  
OF FROZEN PROCESSED FISH

	<u>Total</u>
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(82)
	<u>%</u>
	<u>100.0</u>
Satisfied	78.0
Dissatisfied	12.2
No answer	9.8

Table 7

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

	<u>Total</u>
	<u>%</u>
<u>Total Purchasers of Haddock Fillets</u>	<u>100.0</u>
1 pound packages	28.4
2 pound packages	4.8
3 pound packages	4.8
4 pound packages	4.8
5 pound packages	47.6
6 pound packages	4.8
20 pound packages	4.8

(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>
Total Users of Frozen Processed Fish, November, 1958	(82)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	75.6
Dissatisfied	4.9
No answer	19.5

Table 9

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

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000 and Over</u>
<u>Total Users of Frozen Processed Fish</u>	(82)	(34)	(48)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>			
None fried	8.5	5.9	10.4
1 - 14%	1.2	-	2.1
15 - 34%	1.2	-	2.1
35 - 64%	13.4	2.9	20.8
65 - 84%	3.7	2.9	4.2
Over 84%	62.2	82.4	47.9
Don't know, no answer, refused	9.8	5.9	12.5
Average percentage served	74.6	84.8	66.8
<u>Establishments Serving Broiled</u>			
None broiled	81.8	91.2	74.9
1 - 14%	-	-	-
15 - 34%	2.4	-	4.2
35 - 64%	2.4	2.9	2.1
65 - 84%	2.4	-	4.2
Over 84%	1.2	-	2.1
Don't know, no answer, refused	9.8	5.9	12.5
Average percentage served	5.3	1.5	8.1
<u>Establishments Serving Baked</u>			
None baked	65.8	88.3	50.0
1 - 14%	4.9	-	8.3
15 - 34%	1.2	2.9	-
35 - 64%	13.4	-	22.9
65 - 84%	1.2	-	2.1
Over 84%	3.7	2.9	4.2
Don't know, no answer, refused	9.8	5.9	12.5
Average percentage served	12.9	3.7	19.9
<u>Establishments Serving in Other Ways</u>			
None in other ways	87.8	91.2	85.4
1 - 14%	1.2	-	2.1
15 - 34%	-	-	-
35 - 64%	-	-	-
65 - 84%	-	-	-
Over 84%	1.2	2.9	-
Don't know, no answer, refused	9.8	5.9	12.5
Average percentage served	1.4	2.9	.2

Table 10

## FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 -

HOW PROCESSED BEFORE PURCHASE

According to Sales Volume

	<u>Total</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Shellfish</u>	(90)	(59)	(31)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
<u>Clams</u>			
Cooked	1.1	-	3.2
Raw; clean	3.3	3.4	3.2
<u>Crabs</u>			
Cooked	2.2	1.7	3.2
Cooked crab meat	1.1	-	3.2
Crab meat - shelled and debellied, frozen and canned	4.4	1.7	9.7
Raw; whole, clean	2.2	-	6.5
<u>Lobster</u>			
Cooked lobster meat	1.1	-	3.2
Block frozen lobster meat	1.1	-	3.2
Cleaned and deheaded tails	12.2	8.5	19.4
Raw; whole, clean	3.3	3.4	3.2
<u>Oysters</u>			
Cooked	1.1	-	3.2
Breaded	7.8	6.8	9.7
Raw; clean	10.0	5.1	19.4
<u>Scallops</u>			
Cooked	1.1	-	3.2
Breaded	13.3	15.3	9.7
Raw; clean, shelled	7.8	3.4	16.1
<u>Scampi</u>			
Decapitated	1.1	-	3.2
<u>Shrimp</u>			
Cooked	5.6	1.7	12.9
Breaded	65.6	69.5	58.1
Cooked and breaded	8.9	10.2	6.5
Deheaded, raw in shell	3.3	5.1	-
Deheaded and shelled	1.1	1.7	-
Shrimp cocktail in jar	1.1	1.7	-
Raw; clean, deheaded, shelled and deveined	6.7	5.1	9.7

\*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>			
Cooked	250	.6	250.0
Raw; clean	45	(b)	15.0
<u>Crabs</u>			
Cooked	348	.8	174.0
Cooked crab meat	19	(a)	19.0
Crab meat - shelled and debellied, frozen and canned	191	.5	47.8
Raw; whole, clean	(a)	-	-
<u>Lobster</u>			
Cooked lobster meat	30	(b)	30.0
Block frozen lobster meat	(a)	-	-
Cleaned and deheaded tails	2,021	4.9	183.7
Raw; whole, clean	150	(b)	75.0
<u>Oysters</u>			
Cooked	125	(b)	125.0
Breaded	392	1.0	56.0
Raw; clean	248	.6	27.6
<u>Scallops</u>			
Cooked	160	(b)	160.0
Breaded	180	(b)	15.0
Raw; clean, shelled	856	2.1	122.3
<u>Scampi</u>			
Decapitated	120	(b)	120.0
<u>Shrimp</u>			
Cooked	2,533	6.2	506.6
Breaded	3,723	9.1	63.1
Cooked and breaded	197	.5	24.6
Deheaded, raw in shell	30	(b)	10.0
Deheaded and shelled	3	(a)	3.0
Shrimp cocktail in jar	(a)	-	-
Raw; clean, deheaded, shelled and deveined(c)	14,295	34.9	238.3

(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 a transportation company.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	<u>%</u>		<u>%</u>
<u>Total Purchases of Scallops</u>	100.0	<u>Total Purchases of Shrimp</u>	100.0
Prefer more prepreparation of scallops	-	Prefer more prepreparation of shrimp	1.2
Prefer less prepreparation of scallops	-	Prefer less prepreparation of shrimp	-
Prefer prepreparation as it is	85.0	Prefer prepreparation as it is	95.2
No answer	15.0	No answer	3.6

(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>	(90)
Satisfied	92.3
Dissatisfied	5.5
No answer	2.2

Table 14

PACKAGE SIZES OF FROZEN PROCESSED SHELLFISHBOUGHT IN NOVEMBER, 1958 AND AVERAGENUMBER OF SERVINGS PER POUND(1)

	<u>Total</u>
	<u>%</u>
<u>Total Purchasers of Shrimp - Breaded</u>	<u>100.0</u>
Packages less than 1 pound	5.1
2 pound packages	17.0
3 pound packages	37.2
4 pound packages	15.2
5 pound packages	17.0
12 pound packages	1.7
No answer	6.8
Average number of servings per pound	2.5

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

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

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

Table 15

SATISFACTION AND DISSATISFACTIONWITH TYPES AND SIZES OF FROZENPROCESSED SHELLFISH PACKAGES

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish</u>	<u>(90)</u>
	<u>%</u>
Satisfied	91.2
Dissatisfied	4.4
Don't know	2.2
No answer	2.2

Table 16

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

According to Sales Volume

	<u>Total</u>	<u>\$40,000 and Over</u>			<u>Total</u>	<u>\$40,000 and Over</u>	
		<u>Less Than \$40,000</u>	<u>(31)</u>			<u>(90)</u>	<u>(59)</u>
<u>Total Users of Frozen Processed Shellfish</u>	<u>(90)</u>	<u>(59)</u>	<u>(31)</u>	<u>Total Users of Frozen Processed Shellfish</u>	<u>(90)</u>	<u>(59)</u>	<u>(31)</u>
	<u>2</u>	<u>2</u>	<u>2</u>		<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>		<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>				<u>Establishments Serving Baked</u>			
None fried	13.3	10.2	19.3	None baked	93.4	93.2	93.4
1 - 14%	2.2	-	6.5	1 - 14%	-	-	-
15 - 34%	3.3	-	9.7	15 - 34%	2.2	1.7	3.3
35 - 64%	8.9	8.5	9.7	35 - 64%	1.1	-	3.3
65 - 84%	7.8	8.5	6.5	65 - 84%	-	-	-
Over 84%	62.3	69.4	48.3	Over 84%	1.1	1.7	-
Don't know, no answer, refused	2.2	3.4	-	Don't know, no answer, refused	2.2	3.4	-
Average percentage served	70.0	77.1	57.0	Average percentage served	2.2	2.0	2.4
<u>Establishments Serving Broiled</u>				<u>Establishments Serving in Other Ways</u>			
None broiled	84.5	84.7	83.8	None in other ways	70.0	77.9	54.7
1 - 14%	1.1	1.7	-	1 - 14%	4.4	5.1	3.2
15 - 34%	3.3	3.4	3.2	15 - 34%	6.7	5.1	9.7
35 - 64%	5.6	5.1	6.5	35 - 64%	6.7	1.7	16.2
65 - 84%	-	-	-	65 - 84%	-	-	-
Over 84%	3.3	1.7	6.5	Over 84%	10.0	6.8	16.2
Don't know, no answer, refused	2.2	3.4	-	Don't know, no answer, refused	2.2	3.4	-
Average percentage served	6.9	5.2	9.9	Average percentage served	14.8	9.0	25.4

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  
IN NOVEMBER, 1958

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	$\frac{1}{2}$
	<u>100.0*</u>
Cooked - breaded	11.3
Cooked - plain	-
Uncooked - breaded	79.2
Uncooked - plain	15.1

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	436	1.1	72.7
Cooked - plain	(a)	-	-
Uncooked - breaded	5,443	13.3	129.6
Uncooked - plain	6,250	15.2	781.3

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

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

Table 19

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

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>100.0</u>
Use more now	30.2
Use about the same	32.1
Use less now	20.7
Don't know	13.2
No answer	3.8

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>	(56)
	<u>100.0</u>
Satisfied	91.1
Dissatisfied	8.9

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 Users of Portions</u>	<u>Total</u>
	(53)
	<u>100.0</u>
<u>Say portions better</u>	<u>24.5*</u>
Uniform controlled serving - always same amount	5.7
Quality	3.7
Ease of preparation - saves time, labor	1.9
Attractive - eye appealing	1.9
Taste better - tasty, like the flavor	1.9
All others	3.7
Don't know - no answer	7.5
<u>Portions poorer</u>	<u>7.5</u>
Poor quality - inferior quality, can't tell what is in them	3.7
Not as tasty - poor flavor, flat	1.9
Don't know - no answer	1.9
About the same	49.2
Don't know	11.3
No answer	7.5

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(53)
	<u>100.0*</u>
Size of portions - uniform, controlled servings, the right size serving	43.4
Convenience, ease of preparation - save labor, already prepared	34.0
Fast, timesaving - quicker to serve, prepare	22.6
Can control food cost better - know profit	22.6
Economical - no waste	11.3
Attractive, eye appealing	5.7
No bones	3.8
Customers like them	1.9
No spoilage	1.9
All others	5.7
No advantages	1.9
Don't know, no answer	5.7

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

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>1</u>
	<u>100.0*</u>
Portions wrong size - too small	3.8
Lack flavor - not as tasty, sometimes dry	1.9
Quality not as good - not always sure what's in them	1.9
Not economical - more expensive to buy	1.9
Not enough demand - customers do not order	1.9
Break too easily	1.9
All others	13.2
No disadvantages	66.0
Don't know, no answer	11.3

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>1</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>37.7</u>
Uniform controlled servings - always the same amount	13.2
Customers order - seem to like them	13.2
All others	1.9
Don't know - no answer	9.4
<u>Think customers like portions less</u>	<u>11.3*</u>
Customers don't order - ask for them	3.8
Lack flavor - not as tasty	1.9
Portions too small	1.9
Look artificial - not real	1.9
Poor quality - can't tell what is in them	1.9
All others	1.9
Think customers like portions about the same	26.4
Don't know	18.9
No answer	5.7

\*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	53
Average weight of package of portions, in pounds	5.8
Average number of servings per package	21.5
Average weight of individual servings, in ounces	4.3
Average weight of individual portions, in ounces	4.1

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

Table 26

SATISFACTION WITH THE SIZE OF  
PORTIONS IN A PACKAGE

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>1</u>
	<u>100.0</u>
Satisfied	88.6
Dissatisfied	5.7
Don't know, no answer	5.7

Table 27

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

<u>Total Users of Portions</u>	<u>Total</u>	<u>Total Users of Portions</u>	<u>Total</u>
	(53)		(53)
	<u>1</u>		<u>1</u>
	<u>100.0</u>		<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	5.7	None baked	90.5
1 - 14%	-	1 - 14%	-
15 - 34%	-	15 - 34%	3.8
35 - 64%	7.5	35 - 64%	3.8
65 - 84%	-	65 - 84%	-
Over 84%	86.8	Over 84%	1.9
Average percentage served	84.0	Average percentage served	4.5
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	90.5	None in other ways	100.0
1 - 14%	1.9	1 - 14%	-
15 - 34%	3.8	15 - 34%	-
35 - 64%	-	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	3.8	Over 84%	-
Average percentage served	4.6	Average percentage served	-

Table 28

DO ESTABLISHMENTS COOK PORTIONS  
WHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>1</u>
	<u>100.0</u>
Yes, cook while frozen	83.0
No, do not cook while frozen	15.1
No answer	1.9

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>	(53)
	<u>1</u>
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>9.4</u>
Price includes processing and packaging - preparation would tend to raise cost	5.6
Cost is more for amount of serving	1.9
Don't know - no answer	1.9
<u>Portions less expensive</u>	<u>52.9*</u>
Labor saving - requires no preparation	22.6
Less or no waste	9.4
Cuts cost of preparation	9.4
Uniform controlled servings	7.5
Time saving	5.6
No spoilage - can keep in freezer, can keep until ready to use	1.9
Goes further - more servings from package	1.9
All others	1.9
Don't know - no answer	7.5
About the same	17.0
Don't know	13.2
No answer	7.5

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

Table 30

WHEN ORDERING PORTIONS FROM SUPPLIERS,DO ESTABLISHMENTS SPECIFYTHE KIND OF FISH?

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>100.0</u>
Specify kind of fish	64.1
Do not specify kind of fish	34.0
No answer	1.9

Table 31

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

	<u>Total</u>
<u>Total Users of Frozen Processed Sea Food</u>	(152)
	<u>100.0</u>
Yes, would like other items	6.6
No, would not like other items	75.7
Don't know	5.9
No answer	11.8

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>		<u>WAS PRICE A REASON ESTABLISHMENTS</u>
<u>Total Establishments Using Frozen Processed</u> <u>Sea Food, but Not Portions</u>	(99)		<u>DID NOT BUY PORTIONS?</u>
	<u>%</u>		
	<u>100.0*</u>		
Serve other types - perch, shrimp, halibut, etc., other types more popular	22.2		
Sell, serve little or no fish - no demand, calls for it	21.2		<u>Total</u>
Use fresh fish - prefer fresh fish	15.2		
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	8.1	Total Nonusers Who Did Not Volunteer	
Don't like them so wouldn't serve them	7.1	<u>Price as a Reason</u>	(94)
Quality not as good - doesn't meet our quality standards, can't tell what is in it	6.1		<u>%</u>
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	5.1		<u>100.0</u>
No particular reason - just didn't	5.1	Yes, price was a reason	6.4
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	3.0	No, price was not a reason	75.5
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	2.0		
Just opened the restaurant - don't know what we will handle	2.0	No answer	18.1
Not attractive - not eye appealing	2.0		
Company makes the rules - policy against it	1.0		
All others	3.0		
Don't know, no answer	13.1		

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

Table 33

TYPES OF SUPPLIER PROVIDING FROZEN PROCESSED SEA FOOD TO ESTABLISHMENTS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(152)	(68)	(42)	(42)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	4.6	1.5	-	14.3
Sea food wholesalers	62.5	57.4	73.8	59.5
Frozen food distributors	26.3	25.0	21.4	33.3
All other, grocery stores, supermarkets	7.9	14.7	2.4	2.4
No answer	2.6	2.9	2.4	2.4

\*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>	(152)	(121)	(31)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	74.3	71.1	87.0
10 - 50 miles	21.7	25.6	6.5
51 - 100 miles	-	-	-
More than 100 miles	2.0	.8	6.5
Don't know	2.0	2.5	-

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(152)	(114)	(38)	(68)	(42)	(42)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Every day	5.2	6.1	2.6	1.5	2.4	14.3
2 - 4 times per week	13.2	14.9	7.9	4.4	16.7	23.8
Once a week	51.3	47.4	63.2	58.8	50.0	40.5
2 - 3 times per month	12.5	13.2	10.5	10.2	21.4	7.1
Once a month	9.9	10.5	7.9	11.8	7.1	9.5
Less than once a month	6.6	6.1	7.9	11.8	2.4	2.4
Don't know, no answer	1.3	1.8	-	1.5	-	2.4

Table 36

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(152)	(68)	(42)	(42)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	7.3	10.3	7.2	2.4
No, cannot improve services	88.8	82.4	90.4	97.6
Don't know	3.9	7.3	2.4	-

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(152)	(68)	(42)	(42)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$250	46.8	62.5	45.8	26.0
\$250 - 499	22.7	15.6	45.8	8.7
\$500 - 999	11.4	12.5	4.2	17.3
\$1,000 - 2,499	11.4	9.4	4.2	21.8
\$2,500 - 4,999	3.8	-	-	13.0
\$5,000 - 9,999	1.3	-	-	4.4
\$10,000 - 14,999	-	-	-	-
\$15,000 - 29,999	1.3	-	-	4.4
\$30,000 - 49,999	1.3	-	-	4.4
\$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

<u>Total Users of Frozen Processed Sea Food</u>	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and over</u>
	(152)	(68)	(42)	(42)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Say sea food more profitable than other high protein foods	29.6	25.0	26.2	40.5
Say meat (unspecified) more profitable than sea food	19.1	26.5	11.9	14.3
Say all foods the same in profitability	5.3	7.4	4.8	2.4
Say chicken more profitable than sea food	2.0	2.9	2.4	-
Say beef more profitable than sea food	1.3	-	2.4	2.4
Say pork more profitable than sea food	.7	-	2.4	-
Say miscellaneous other foods more profitable than sea food	2.0	-	2.4	4.8
Nonprofit establishments	11.8	8.8	19.0	9.5
Don't know	15.1	13.2	16.7	16.7
No answer	14.5	16.2	16.7	9.5

\*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>	(152)	(114)	(38)
	<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	69.7	69.3	71.1
No, do not know they can	30.3	30.7	28.9

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>	(106)	(79)	(27)
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	96.2	96.2	96.3
No, do not buy	2.9	2.5	3.7
No answer	.9	1.3	-

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>	(102)	(76)	(26)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Only types available - it's all inspected, that's what supplier carried	45.1	48.7	34.6
Best quality - use better products, more uniform quality	23.5	25.0	19.2
Prefer Government inspected - wouldn't buy any other	12.7	6.6	30.8
Government inspected foods are safe - pure, fresh, clean, no germs or disease	9.8	7.9	15.4
Easy to handle - easy to serve, ready to cook, portion controlled	1.0	-	3.8
All others	1.0	1.3	-
Don't know, no answer	10.8	14.5	-

\*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>
Total Users of Government Inspected Frozen Processed Sea Food	(102)	(76)	(26)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	4.9	5.2	3.8
Buy about the same	68.6	73.7	53.9
Buy less	-	-	-
Don't know	13.7	14.5	11.5
No answer	12.8	6.6	30.8

Table 43

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

	<u>Total</u>
Total Establishments Not Know- ing Government Inspected or Graded Frozen Processed Sea Food Was Available	(46)
	<u>100.0</u>
Say they would buy more	8.7
Say they would buy less	-
About the same	65.2
Don't know	10.9
No answer	15.2

Table 44

PREVIOUS USE OF FROZEN PROCESSED SEA FOOD BY NONUSERS AND

REASONS FOR STOPPING USE OR FOR NEVER USING

According to Sales Volume

	<u>Total</u>	Less Than <u>\$10,000</u>	\$10,000 and Over
<u>Total Nonusers of Frozen Processed Sea Food</u>	(258)	(215)	(43)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>7.8*</u>	<u>6.5</u>	<u>14.0</u>
No demand - didn't sell enough, no volume, customers prefer other foods	4.3	4.2	4.7
Unable to handle preparation - didn't have the help	1.9	2.3	-
Prefer to serve fresh fish	.4	.5	-
More expensive than other forms of fish	.4	.5	-
All others	1.6	-	9.3
<u>Have not served frozen processed sea food before</u>	<u>92.2*</u>	<u>93.5</u>	<u>86.0</u>
Sell little or no fish - no demand, call for it, not in that business	54.7	58.6	34.9
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	11.6	12.6	7.0
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	8.9	7.9	14.0
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	8.1	7.0	14.0
Too expensive - cheaper to use fresh, prepare ourselves	4.3	4.7	2.3
No storage facilities - no freezer	1.6	1.9	-
Just opened, don't know what I'll sell	1.6	.5	7.0
All others	1.2	.5	4.7
Don't know, no answer	3.9	3.3	7.0

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

Table 45

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			<u>\$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- 99,000</u>	
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, have cold storage facilities	72.5	73.4	65.2	67.1	75.0	86.7	100.0
No, do not have cold storage facilities	27.3	26.3	34.8	32.9	23.4	13.3	-
No answer	.2	.3	-	-	1.6	-	-
Average capacity, in cubic feet	30.6	29.3	41.2	20.6	24.4	(a)	(a)

(a) Too few cases to compute an average.

Table 46

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

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

	<u>Total</u>	<u>Nonusers of Sea Food</u>	<u>Users Not Using Frozen Processed Sea Food</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(258)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>60.9</u>	<u>39.1</u>
Yes, have cold storage facilities	63.6	32.6	31.0
No, do not have cold storage facilities	36.0	27.9	8.1
No answer	.4	.4	-

DISTRIBUTION OF SAMPLE

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

Table a

TOTAL RECEIPTS FROM MEALS SERVED DURING 1957 OR LAST FISCAL YEAR

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Establishments</u>	(410)	(364)	(46)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Receipts</u>			
Less than \$10,000	69.1	73.9	30.4
\$10,000 - 39,999	15.6	12.1	43.5
\$40,000 - 99,999	7.3	6.9	10.9
\$100,000 and over	8.0	7.1	15.2

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$1,000	31.7	38.0	-	47.5	3.0	7.1	-
\$1,000 - 2,499	14.7	17.0	3.3	20.4	5.8	-	5.2
\$2,500 - 4,999	11.7	12.0	9.6	13.9	11.8	7.1	-
\$5,000 - 9,999	11.1	11.5	9.6	13.0	11.8	7.1	-
\$10,000 - 14,999	7.8	3.7	29.1	2.5	32.4	7.1	-
\$15,000 - 29,999	6.9	5.8	12.9	-	23.5	28.5	5.2
\$30,000 - 49,999	5.8	3.2	19.4	.9	11.7	36.0	5.2
\$50,000 - 99,999	3.3	3.2	3.3	.9	-	7.1	21.0
\$100,000 - 249,999	2.2	1.2	6.4	-	-	-	21.0
\$250,000 and over	4.8	4.4	6.4	.9	-	-	42.4

Table c

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
		<u>Public Eating Places</u>	<u>Institutions</u>				
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under 5% for food	9.9	11.9	-	17.5	-	6.7	-
5 - 14%	14.9	17.8	-	27.0	3.6	-	-
15 - 24%	6.6	4.0	20.0	7.9	7.2	6.7	-
25 - 34%	14.9	17.8	-	14.3	14.3	20.0	13.3
35 - 44%	19.0	18.8	20.0	9.5	21.4	33.3	40.0
45 - 54%	20.7	15.9	45.0	11.0	35.7	26.6	26.6
55 - 64%	5.0	4.9	5.0	3.2	7.1	6.7	6.7
65 - 74%	4.1	3.0	10.0	3.2	7.1	-	6.7
75 - 84%	4.1	4.9	-	4.8	3.6	-	6.7
85 - 94%	.8	1.0	-	1.6	-	-	-
95 - 100%	-	-	-	-	-	-	-

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	<u>410</u>	<u>364</u>	<u>46</u>	<u>283</u>	<u>64</u>	<u>30</u>	<u>33</u>
<u>Average Number of Main Meals Served</u>							
Midday, weekdays	100	70	343	22	95	258	643
Sea food meals	15	9	64	2	21	41	99
Midday, Saturdays and Sundays	49	44	87	11	35	94	419
Sea food meals	6	5	13	**	3	6	69
Evening, weekdays	46	42	75	11	35	115	348
Sea food meals	6	5	12	1	6	11	52
Evening, Saturdays and Sundays	36	34	47	9	21	91	269
Sea food meals	3	3	5	**	2	5	34

\*\* Less than one half meal.

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Under \$.25	2.2	2.5	-	2.8	1.6	-	-
\$.25 - .49	30.5	30.2	30.4	37.4	10.9	30.0	6.1
\$.50 - .74	20.2	18.7	32.7	19.4	28.1	6.7	24.1
\$.75 - .99	22.4	23.6	13.0	22.3	29.7	16.7	15.2
\$1.00 - 1.49	10.2	11.5	-	7.8	12.5	23.3	15.2
\$1.50 - 1.99	1.2	1.4	-	.7	-	3.3	6.1
\$2.00 - 2.49	1.5	1.4	2.2	.7	1.6	6.7	3.0
\$2.50 - 2.99	1.7	1.9	-	.4	-	-	18.2
\$3.00 - 3.99	.2	.3	-	-	-	-	3.0
\$4.00 - 4.99	.2	.3	-	-	-	3.3	-
\$5.00 and over	-	-	-	-	-	-	-
No answer	7.3	7.7	4.3	7.4	7.8	3.3	9.1
Nonprofit establishment	2.4	.5	17.4	1.1	7.8	6.7	-

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING 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>
Total establishments	410	283	64	30	33
Average number per establishment	7	2	4	10	61

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</u> <u>Eating</u> <u>Places</u>	<u>Institutions</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>
Total establishments	410	364	46	283	64	30	33
Average seating capacity, in seats	88	71	227	49	82	121	419

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(410)	(364)	(46)	(283)	(64)	(30)	(33)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Serve on 7 days	28.8	28.3	32.6	23.3	31.3	50.1	51.5
Serve on 6 days	56.1	62.4	6.5	64.0	43.8	33.3	33.3
Serve on 5 days	10.2	4.4	56.5	7.4	21.9	13.3	9.1
Serve on less than 5 days	3.4	3.3	4.4	4.2	1.5	3.3	-
No answer	1.5	1.6	-	1.1	1.5	-	6.1

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(410)	(283)	(64)	(30)	(33)
	<u>℥</u>	<u>℥</u>	<u>℥</u>	<u>℥</u>	<u>℥</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Establishments with no specialty	85.1	87.6	87.5	60.0	81.8
<u>Establishment with specialty</u>	<u>14.9*</u>	<u>12.4</u>	<u>12.5</u>	<u>40.0</u>	<u>18.2</u>
Italian food	3.9	3.9	4.7	6.7	-
Steak or chophouse	3.4	1.8	3.1	13.3	9.1
Barbecue	2.4	2.5	3.1	-	3.0
Sea food	2.5	1.1	-	13.3	3.0
Chicken specialty	1.0	1.1	-	3.3	-
Kosher	1.0	.7	-	3.3	3.0
Chinese food	.2	.4	-	-	-
Mexican, Spanish	.7	1.1	-	-	-
All others	1.0	.4	1.6	3.3	3.0

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

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