

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

Houston , Texas

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

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

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

Circular 66 - Survey Methods and Porcedures
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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HOUSTON, TEXAS

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

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SUMMARY OF FINDINGS

(Houston)

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

Five sixths of all the establishments in Houston said they bought sea food in the previous twelve months. Among buyers of sea food, the majority said they made purchases of sea food in the frozen processed form.

Thirty-nine per cent of all the establishments said they had bought frozen processed fish in November, 1958; 33 per cent said they had bought frozen processed shellfish; and 19 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, Houston ranked fifth, 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 one third of the users of frozen processed fish bought codfish fillets during November, 1958. This was the leading item in Houston in terms of total pounds purchased.

Ocean perch fillets were bought by a sizable number of Houston establishments; while

codfish steaks and fish cakes were popular in the Houston schools.

Codfish fillets were frequently bought in Los Angeles, Omaha, and New York, while ocean perch fillets were purchased widely and in substantial quantities 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 Houston 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)

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

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

Frying was the most usual method of preparing fish among Houston establishments. The average establishment served 79 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 1, 11)

Half of the Houston purchasers of shellfish bought breaded shrimp in November, 1958. Two fifths of the establishments bought raw shrimp. These two items were also first and second in Houston, in terms of total quantity purchased.

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 small number of 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)

Breaded shrimp was characteristically bought in 3 pound packages in Houston. Raw shrimp was most often bought in 5 pound packages.

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

Frying was the most popular way of preparing shellfish in Houston. The typical establishment served two thirds 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)

Almost a fifth of all the establishments in Houston bought portions during November, 1958. Houston ranked fifth in percentage of establishments buying portions.

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

Half of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. About a quarter said they were buying more while 14 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 one sixth of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Almost four fifths rated the quality as about the same.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Convenience, ease of preparation	55
Fast, time-saving	37
Size of portions, uniform portions	36
Can control food costs better - know profit	18

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

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish with fewer than 7 per cent saying that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Houston 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 5.9 pounds.

However, they tended to buy individual portions of larger size. The average weight of an individual portion was 7.8 ounces.

Almost all establishments, in Houston 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 Houston with 91 per cent of the establishments serving them this way. The average establishment served 82 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.

Five sixth of the Houston establishments using portions cooked them while frozen.

Cost of Using Portions (Table 29)

Only 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)

Three quarters of the Houston establishments said they specified the kind of fish when ordering portions.

Only 3 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 used fresh fish, they sold comparatively little fish, they served other types of fish

highest figure reported fell between \$30,000 and \$49,999. Other establishments were between these two extremes, with the median coming at \$383.

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

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

All but 8 per cent of the establishments in Houston were aware that they could buy frozen processed sea food, which had been inspected or graded by the United States Government.

Of the establishments aware that they could buy Government inspected or graded sea food, almost all said they had bought some. When purchasers were asked if the inspection had affected the amount of frozen processed sea food which they bought, 5 per cent said the inspection had caused them to buy more.

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

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

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

2

<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>66</u>
Don't use sea food at all	20
Use sea food but not frozen processed sea food	46
No cold storage facilities	34

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

Establishments in Houston 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 58 per cent of the establishments, while frozen food distributors accounted for another 34 per cent.

Main suppliers were located less than ten miles from the establishment, in 65 per cent of the cases.

In more than half the cases, deliveries were made once a week, while deliveries were made from two to four times a week in about 20 per cent of the establishments.

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

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

Two fifths of the establishments reporting in Houston said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The

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>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought sea food	83.0	78.8	98.3	75.4	86.5	89.3	87.0
<u>Bought frozen processed sea food</u>	58.4	49.9	88.9	44.5	62.4	80.0	62.0
Bought frozen processed fish	38.6	28.2	76.1	27.2	42.4	56.0	41.0
Bought frozen processed shellfish	33.0	36.8	19.7	20.4	34.1	52.0	41.0
Bought portions	18.8	18.6	19.7	15.7	18.8	30.7	16.0
No, did not buy sea food	17.0	21.2	1.7	24.6	13.5	10.7	13.0

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>	(245)	(155)	(90)	(79)	(79)	(40)	(47)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	70.3	63.3	90.4	59.0	72.1	89.6	71.3
No, did not buy frozen processed sea food	29.7	36.7	9.6	41.0	27.9	10.4	28.7

Table 3

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000-39,999	\$40,000 and Over		Total	Less Than \$10,000	\$10,000-39,999	\$40,000 and Over
	%	%	%	%		%	%	%	%
<u>Total Users of Frozen Processed Fish</u>	(119)	(32)	(40)	(57)					
	%	%	%	%					
	100.0*	100.0	100.0	100.0					
<u>Catfish</u>									
Fillets	3.4	1.9	4.8	7.3					
Breaded fillets	.5	-	1.2	2.4					
<u>Cod</u>									
Fillets	30.9	11.5	27.8	45.8					
Steaks	35.3	65.4	31.9	19.3					
Breaded fillets	1.4	3.8	1.4	-					
Raw	7.2	-	13.9	6.0					
<u>Fish Cakes</u>									
Breaded	1.4	-	4.2	-					
Raw	33.3	61.5	29.2	19.3					
<u>Flounder</u>									
Fillets	9.7	9.6	12.5	7.2					
Raw	2.9	-	-	7.2					
<u>Haddock</u>									
Breaded	2.9	1.9	-	6.0					
Fillets	8.7	1.9	8.3	13.3					
Steaks	1.4	-	-	3.6					
Raw	5.4	7.7	-	3.6					
					<u>Halibut</u>				
					Breaded	1.0	-	-	2.4
					Fillets	1.4	-	4.2	-
					Steaks	.5	-	1.4	-
					Breaded fillets	.5	1.9	-	-
					Raw	1.4	-	-	3.6
					<u>Ocean Perch</u>				
					Breaded	1.0	-	1.4	1.2
					Fillets	14.0	7.7	15.3	16.9
					Steaks	.5	-	1.4	-
					Breaded fillets	2.4	-	6.9	-
					Raw	1.0	-	-	2.4
					<u>Redfish</u>				
					Breaded	.5	-	1.2	2.4
					Fillets	1.0	1.9	1.2	-
					<u>Red Snapper</u>				
					Fillets	1.0	1.9	1.2	2.4
					Raw	1.4	-	3.6	7.3
					<u>Salmon</u>				
					Steaks	1.4	-	1.4	4.8
					<u>Trout</u>				
					Breaded	1.0	-	2.4	2.4
					Fillets	1.9	-	1.2	-
					Steaks	1.4	-	-	-
					Raw	1.4	-	3.6	7.3

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

Table 4

QUANTITY OF FROZEN PROCESSED FISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds			Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments			All Establishments	User Establishments
<u>Catfish</u>							
Fillets	467	.9	66.7				
Breaded fillets	60	(b)	60.0				
<u>Cod</u>				<u>Ocean Perch</u>			
Fillets	23,359	43.6	364.9	Breaded	34	(b)	17.0
Steaks	2,081	3.9	28.5	Fillets	6,297	11.7	217.1
Breaded fillets	90	(b)	30.0	Steaks	3	(a)	3.0
Raw	2,465	4.6	164.3	Breaded fillets	104	(b)	20.8
				Raw	1,360	2.5	680.0
<u>Fish Cakes</u>				<u>Redfish</u>			
Breaded	222	(b)	74.0	Breaded	30	(b)	30.0
Raw	(a)	-	-	Fillets	235	(b)	117.5
<u>Flounder</u>				<u>Red Snapper</u>			
Fillets	664	1.2	33.2	Fillets	410	.8	205.0
Raw	147	(b)	24.5				
<u>Haddock</u>				<u>Salmon</u>			
Breaded	226	(b)	37.7	Steaks	230	(b)	46.0
Fillets	1,622	3.0	90.1				
Steaks	36	(b)	12.0	<u>Trout</u>			
Raw	90	(b)	12.9	Breaded	40	(b)	20.0
<u>Halibut</u>				Fillets	203	(b)	50.8
Breaded	150	(b)	75.0	Steaks	45	(b)	15.0
Fillets	18	(a)	6.0	Raw	3	(a)	1.0
Steaks	(a)	-	-				
Breaded fillets	(a)	-	-				
Raw	210	(b)	70.0				

(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		%
Prefer more preparation of cod	-	<u>Total Purchases of Haddock</u>	100.0
Prefer less preparation of cod	-	Prefer more preparation of haddock	-
Prefer preparation as it is	98.1	Prefer less preparation of haddock	1.9
No answer	1.9	Prefer preparation as it is	86.3
		No answer	4.8
<u>Total Purchases of Fish Cakes</u>	100.0		
Prefer more preparation of fish cakes	-	<u>Total Purchases of Ocean Perch</u>	100.0
Prefer less preparation of fish cakes	-	Prefer more preparation of ocean perch	-
Prefer preparation as it is	100.0	Prefer less preparation of ocean perch	5.1
		Prefer preparation as it is	94.9
<u>Total Purchases of Flounder</u>	100.0		
Prefer more preparation of flounder	3.8		
Prefer less preparation of flounder	-		
Prefer preparation as it is	96.2		

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	Total
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(119)
	%
Satisfied	94.3
Dissatisfied	1.4
No answer	4.3

Table 7

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

	<u>Total</u>		<u>Total</u>
	<u>%</u>	<u>Total Purchasers of Flounder Fillets</u>	<u>%</u>
<u>Total Purchasers of Cod Fillets</u>	<u>100.0</u>		<u>100.0</u>
1 pound packages	7.8	Packages less than 1 pound	5.0
3 pound packages	6.3	1 pound packages	40.0
5 pound packages	67.2	4 pound packages	10.0
7 pound packages	3.1	5 pound packages	20.0
10 pound packages	7.8	10 pound packages	25.0
15 pound packages	3.1	Average number of servings per pound	3.2
50 pound packages and over	4.7		
		<u>Total Purchasers of Ocean Perch Fillets</u>	<u>100.0</u>
Average number of servings per pound	3.6	1 pound packages	20.7
		3 pound packages	20.7
		5 pound packages	48.3
		10 pound packages	10.3
		Average number of servings per pound	3.7

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

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

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

Table 8

SATISFACTION AND DISSATISFACTION

WITH TYPES AND SIZES OF FROZEN

PROCESSED FISH PACKAGES

	<u>Total</u>
<u>Total Users of Frozen Processed Fish, November, 1958</u>	<u>(119)</u>
	<u>%</u>
Satisfied	92.8
Dissatisfied	2.9
No answer	4.3

Table 9

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
	(119)	(32)	(40)	(24)	(23)
	%	%	%	%	%
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Users of Frozen Processed Fish</u>					
<u>Establishments Serving Fried</u>					
None fried	5.8	5.8	1.4	11.9	7.3
1 - 14%	-	-	-	-	-
15 - 34%	5.3	-	-	4.8	22.0
35 - 64%	8.7	1.9	8.3	4.8	22.0
65 - 84%	2.4	1.9	4.2	-	2.4
Over 84%	73.5	84.6	81.9	71.4	46.3
Don't know, no answer, refused	4.3	5.8	4.2	7.1	-
Average percentage served	78.8	85.6	86.6	74.9	60.9
<u>Establishments Serving Broiled</u>					
None broiled	80.2	88.5	84.6	83.4	58.6
1 - 14%	2.9	-	4.2	7.1	-
15 - 34%	3.9	1.9	1.4	-	14.6
35 - 64%	4.8	1.9	4.2	2.4	12.2
65 - 84%	2.9	-	-	-	14.6
Over 84%	1.0	1.9	1.4	-	-
Don't know, no answer, refused	4.3	5.8	4.2	7.1	-
Average percentage served	6.9	3.5	4.2	1.8	20.5
<u>Establishments Serving Baked</u>					
None baked	85.5	88.5	95.8	73.8	75.7
1 - 14%	.5	1.9	-	-	-
15 - 34%	2.9	-	-	-	14.6
35 - 64%	1.9	-	-	2.4	7.3
65 - 84%	1.5	-	-	4.8	2.4
Over 84%	3.4	3.8	-	11.9	-
Don't know, no answer, refused	4.3	5.8	4.2	7.1	-
Average percentage served	6.2	3.9	-	16.9	9.0
<u>Establishments Serving in Other Ways</u>					
None in other ways	91.3	94.2	88.8	92.9	90.2
1 - 14%	-	-	-	-	-
15 - 34%	2.9	-	2.8	-	9.8
35 - 64%	1.5	-	4.2	-	-
65 - 84%	-	-	-	-	-
Over 84%	-	-	-	-	-
Don't know, no answer, refused	4.3	5.8	4.2	7.1	-
Average percentage served	1.5	-	2.9	-	2.4

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>	(97)	(52)	(45)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
<u>Clams</u>			
Breaded	.6	-	1.3
<u>Crabs</u>			
Cooked	3.4	2.1	5.0
Breaded	1.7	-	3.8
Cooked and deviled	.6	1.0	-
Breaded and stuffed	1.7	-	3.8
Deviled and stuffed	1.1	-	2.5
Crab meat - shelled and debellied, frozen and canned	5.6	-	12.5
Canned	.6	1.0	-
Raw; whole, clean	6.2	7.2	5.0
<u>Lobster</u>			
Cooked	.6	-	1.3
Cleaned and deheaded tails	4.5	3.1	6.3
Raw; whole, clean	9.0	8.2	10.0
<u>Oysters</u>			
Cooked	.6	-	1.3
Breaded	7.3	6.2	8.8
Raw; clean, shelled	10.2	7.2	13.8
<u>Scallops</u>			
Cooked	.6	-	1.3
Breaded	4.0	3.1	5.0
Canned	.6	1.0	-
Raw; clean, shelled	4.5	3.1	6.3
<u>Shrimp</u>			
Cooked	3.4	-	7.5
Breaded	50.8	57.7	42.5
Cooked and breaded	1.1	-	2.5
Raw; clean, deheaded, shelled and deveined	39.5	33.0	47.5

*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>			
Breaded	50	(b)	50.0
<u>Crabs</u>			
Cooked	294	.5	49.0
Breaded	164	(b)	54.7
Cooked and deviled	(a)	-	-
Breaded and stuffed	(a)	-	-
Deviled and stuffed	32	(b)	16.0
Crab meat - shelled and debellied, frozen and canned	468	.9	46.8
Canned	600	1.1	600.0
Raw; whole, clean	112	(b)	10.1
<u>Lobster</u>			
Cooked	180	(b)	180.0
Cleaned and deheaded tails	808	1.5	101.0
Raw; whole, clean	1,541	2.9	96.3
<u>Oysters</u>			
Cooked	(a)	-	-
Breaded	247	.5	18.9
Raw; clean, shelled	464	.9	25.8
<u>Scallops</u>			
Cooked	40	(b)	40.0
Breaded	126	(b)	18.0
Canned	(a)	-	-
Raw; clean, shelled	1,170	2.2	146.3
<u>Shrimp</u>			
Cooked	700	1.3	116.7
Breaded	4,716	8.9	52.4
Cooked and breaded	41	.1	20.5
Raw; clean, deheaded, shelled and deveined	2,262	4.2	32.3

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

(b) Less than half a pound.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
<u>Total Purchases of Crabs</u>	<u>100.0</u>	<u>Total Purchases of Oysters</u>	<u>100.0</u>
Prefer more prepreparation of crabs	-	Prefer more prepreparation of oysters	-
Prefer less prepreparation of crabs	13.5	Prefer less prepreparation of oysters	-
Prefer prepreparation as it is	83.8	Prefer prepreparation as it is	96.9
No answer	2.7	No answer	3.1
<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	1.2
Prefer less prepreparation of lobster	-	Prefer less prepreparation of shrimp	1.2
Prefer prepreparation as it is	96.0	Prefer prepreparation as it is	97.0
No answer	4.0	No answer	.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>	<u>(97)</u>
	<u>£</u>
	<u>100.0</u>
Satisfied	87.0
Dissatisfied	13.0

Table 14

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

	<u>Total</u>		<u>Total</u>
	<u>£</u>		<u>£</u>
<u>Total Purchasers of</u>		<u>Total Purchasers of</u>	
<u>Shrimp - Breaded</u>	100.0	<u>Shrimp - Raw</u>	100.0
1 pound packages	6.7	1 pound packages	2.9
2 pound packages	11.1	3 pound packages	5.7
3 pound packages	43.4	4 pound packages	2.9
4 pound packages	3.3	5 pound packages	72.8
5 pound packages	32.2	10 pound packages	15.7
7 pound packages	3.3		
Average number of servings		Average number of servings	
per pound	3.3	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, prepared in one manner.

Table 15

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

	<u>Total</u>
<u>Total Users of Frozen</u>	
<u>Processed Shellfish</u>	(97)
	<u>£</u>
	100.0
Satisfied	98.9
Dissatisfied	1.1

Table 16

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

According to Sales Volume

Total Users of Frozen Processed Shellfish	Total	Less Than \$40,000	\$40,000 and Over	Total Users of Frozen Processed Shellfish	Total	Less Than \$40,000	\$40,000 and Over
	(97)	(52)	(45)		(97)	(52)	(45)
	%	%	%		%	%	%
	100.0	100.0	100.0		100.0	100.0	100.0
<u>Establishments Serving Fried</u>				<u>Establishments Serving Baked</u>			
None fried	16.4	17.5	15.0	None baked	93.7	97.8	88.7
1 - 14%	1.1	-	2.5	1 - 14%	.6	1.1	-
15 - 34%	4.0	1.0	7.5	15 - 34%	1.7	1.1	2.5
35 - 64%	10.7	6.2	16.2	35 - 64%	2.3	-	5.0
65 - 84%	3.4	1.0	6.2	65 - 84%	-	-	-
Over 84%	62.7	74.3	48.8	Over 84%	-	-	-
Don't know, no answer, refused	1.7	-	3.8	Don't know, no answer, refused	1.7	-	3.8
Average percentage served	67.7	72.4	61.9	Average percentage served	1.6	.3	3.2
<u>Establishments Serving Broiled</u>				<u>Establishments Serving in Other Ways</u>			
None broiled	79.6	89.7	67.5	None in other ways	69.5	80.4	56.2
1 - 14%	6.8	3.1	11.2	1 - 14%	2.3	-	5.0
15 - 34%	6.2	-	13.7	15 - 34%	4.5	1.0	8.8
35 - 64%	2.3	3.1	1.3	35 - 64%	9.0	5.2	13.7
65 - 84%	.6	1.0	-	65 - 84%	-	-	-
Over 84%	2.8	3.1	2.5	Over 84%	13.0	13.4	12.5
Don't know, no answer, refused	1.7	-	3.8	Don't know, no answer, refused	1.7	-	3.8
Average percentage served	6.3	5.4	7.4	Average percentage served	18.0	15.1	21.6

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 midpoint 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>	(59)
	$\frac{1}{2}$
	<u>100.0*</u>
Cooked - breaded	13.2
Cooked - plain	9.2
Uncooked - breaded	65.1
Uncooked - plain	24.4

Table 18

QUANTITY OF PORTIONS BOUGHT IN NOVEMBER, 1958

	<u>Total</u> <u>Pounds</u>	<u>Average Number of Pounds</u>	
		<u>All</u> <u>Establishments</u>	<u>User</u> <u>Establishments</u>
Cooked - breaded	660	1.2	50.8
Cooked - plain	963	1.8	107.0
Uncooked - breaded	4,774	8.9	74.6
Uncooked - plain	2,573	4.8	107.2

*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>	(59)
	$\frac{1}{2}$
	<u>100.0</u>
Use more now	23.8
Use about the same	49.5
Use less now	13.8
Don't know	12.9

Table 20

SATISFACTION AND DISSATISFACTION WITH
QUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of Portions, November, 1958</u>	(66)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	99.1
Dissatisfied	.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</u>
<u>Total Users of Portions</u>	(59)
	<u>100.0</u>
<u>Say portions better</u>	<u>16.8*</u>
Quality	8.9
Uniform controlled serving - always same amount	2.0
Firmer, don't break	2.0
Taste better - tasty, like the flavor	2.0
Attractive - eye appealing	1.0
All others	2.0
Don't know - no answer	2.0
About the same	78.2
Don't know	5.0

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(59)
	<u>100.0*</u>
Convenience, ease of preparation - save labor, already prepared	55.4
Fast, timesaving - quicker to serve, prepare	36.6
Size of portions - uniform, controlled servings, the right size serving	35.6
Can control food cost better - know profit	17.8
Economical - no waste	13.9
No bones	5.0
Sanitary - cleaner, safer	5.0
No spoilage	2.0
Customers like them	1.0
Quality	1.0
All others	1.0
No advantages	1.0

*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>	(59)
	<u>1</u>
	<u>100.0*</u>
Portions wrong size - too small	5.9
Lack flavor - not as tasty, sometimes dry	5.0
Not economical - more expensive to buy	5.0
Quality not as good - not always sure what's in them	4.0
All others	5.9
No disadvantages	77.2

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(59)
	<u>1</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>24.8*</u>
Customers order - seem to like them	14.9
Uniform controlled servings - always the same amount	7.9
Taste better - like flavor	2.0
Attractive - eye appealing	1.0
All others	3.0
<u>Think customers like portions less</u>	<u>6.9*</u>
Lack flavor - not as tasty	3.0
Portions too small	3.0
Customers don't order - ask for them	2.0
Poor quality - can't tell what is in them	1.0
Don't know - no answer	1.0
Think customers like portions about the same	65.3
Don't know	3.0

*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	59
Average weight of package of portions, in pounds	5.9
Average number of servings per package	22.8
Average weight of individual servings, in ounces	4.1
Average weight of individual portions, in ounces	7.8

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

Table 26

SATISFACTION WITH THE SIZE OF
PORTIONS IN A PACKAGE

	<u>Total</u>
<u>Total Users of Portions</u>	(59)
	<u>1</u>
	<u>100.0</u>
Satisfied	96.0
Dissatisfied	4.0

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>
	(59)		(59)
	<u>%</u>		<u>%</u>
	100.0		100.0
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	8.9	None baked	93.0
1 - 14%	-	1 - 14%	-
15 - 34%	2.0	15 - 34%	1.0
35 - 64%	2.0	35 - 64%	1.0
65 - 84%	3.0	65 - 84%	-
Over 84%	84.1	Over 84%	5.0
Average percentage served	81.5	Average percentage served	5.3
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	93.0	None in other ways	97.0
1 - 14%	3.0	1 - 14%	-
15 - 34%	1.0	15 - 34%	-
35 - 64%	2.0	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	1.0	Over 84%	3.0
Average percentage served	2.4	Average percentage served	2.7

Table 28

DO ESTABLISHMENTS COOK PORTIONSWHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(59)
	<u>%</u>
	<u>100.0</u>
Yes, cook while frozen	83.2
No, do not cook while frozen	16.8

Table 29

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

	<u>Total</u>
<u>Total Users of Portions</u>	(59)
	<u>%</u>
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>9.9</u>
Cost is more for amount of serving	5.9
Price includes processing and packaging - prepreparation would tend to raise cost	4.0
<u>Portions less expensive</u>	<u>50.5*</u>
Cuts cost of preparation	20.8
Labor saving - requires no preparation	18.8
Time saving	15.9
Uniform controlled servings	13.9
Less or no waste	7.9
No spoilage - can keep in freezer, can keep until ready to use	1.0
Goes further - more servings from package	1.0
Don't know - no answer	2.0
About the same	33.7
Don't know	5.9

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

Table 30

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

	<u>Total</u>
<u>Total Users of Portions</u>	(59)
	<u>1</u>
	<u>100.0</u>
Specify kind of fish	75.2
Do not specify kind of fish	24.8

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>	(181)
	<u>1</u>
	<u>100.0</u>
Yes, would like other items	2.9
No, would not like other items	94.9
Don't know	1.9
No answer	.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>	(122)			
	$\frac{\$}{100.0^*}$			
No particular reason - just didn't	34.0			
Use fresh fish - prefer fresh fish	16.5			<u>Total</u>
Sell, serve little or no fish - no demand, calls for it	16.0			
Serve other types - perch, shrimp, halibut, etc., other types more popular	13.7	Total Nonusers Who Did Not Volunteer		
Quality not as good - doesn't meet our quality standards, can't tell what is in it	9.9	<u>Price as a Reason</u>	(117)	
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	7.1			$\frac{\$}{100.0}$
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	6.6			<u>100.0</u>
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	4.2	Yes, price was a reason		3.4
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	3.8	No, price was not a reason		95.6
Company makes the rules - policy against it	2.8	No answer		1.0
Don't like them so wouldn't serve them	1.9			
Not attractive - not eye appealing	1.9			
Didn't know it was available	1.4			
All others	2.8			
Don't know, no answer	.5			

*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>	(181)	(52)	(59)	(35)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	3.2	1.2	.9	5.0	8.1
Sea food wholesalers	57.5	68.2	59.4	55.0	41.9
Frozen food distributors	33.5	10.6	37.8	35.0	56.5
All other, grocery stores, supermarkets	6.7	18.8	1.9	3.3	1.6
No answer	2.6	2.4	-	5.0	4.8

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

Table 34

DISTANCE OF ESTABLISHMENT FROM MAIN SUPPLIER OF FROZEN PROCESSED SEA FOOD

According to Location

	<u>Total</u>	<u>Out of Central Business District</u>	<u>In Central Business District</u>
<u>Total Users of Frozen Processed Sea Food</u>	(181)	(151)	(30)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	65.2	58.3	94.9
10 - 50 miles	9.3	11.4	-
51 - 100 miles	-	-	-
More than 100 miles	-	-	-
Don't know	25.2	29.9	5.1
No answer	.3	.4	-

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(181)	(102)	(79)	(52)	(59)	(35)	(35)
	<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	10.5	14.8	1.9	3.5	11.3	11.7	17.8
2 - 4 times per week	19.8	27.8	3.8	10.6	14.2	25.0	37.1
Once a week	55.3	42.6	80.8	65.9	56.6	51.7	41.9
2 - 3 times per month	5.8	7.2	2.9	8.2	6.6	5.0	1.6
Once a month	4.5	3.3	6.8	7.1	4.7	5.0	-
Less than once a month	3.8	3.8	3.8	4.7	6.6	1.6	-
Don't know, no answer	.3	.5	-	-	-	-	1.6

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>	(181)	(52)	(59)	(35)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	5.8	8.2	4.7	1.7	8.1
No, cannot improve services	93.9	91.8	95.3	98.3	90.3
No answer	.3	-	-	-	1.6

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- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(181)	(52)	(59)	(35)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$250	41.1	72.7	43.4	28.6	13.3
\$250 - 499	16.6	6.1	25.0	21.4	6.7
\$500 - 999	18.6	18.2	23.3	14.3	13.3
\$1,000 - 2,499	9.9	-	8.3	25.0	10.0
\$2,500 - 4,999	6.6	3.0	-	10.7	20.0
\$5,000 - 9,999	4.6	-	-	-	23.3
\$10,000 - 14,999	1.3	-	-	-	6.7
\$15,000 - 29,999	-	-	-	-	-
\$30,000 - 49,999	1.3	-	-	-	6.7
\$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</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>	(181)	(52)	(59)	(35)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Say sea food more profitable than other high protein foods	32.3	20.0	36.7	33.3	40.4
Say beef more profitable than sea food	3.5	4.7	4.7	3.3	-
Say all foods the same in profitability	3.2	2.4	-	-	12.9
Say meat (unspecified) more profitable than sea food	2.6	-	7.5	-	-
Say chicken more profitable than sea food	2.2	3.5	-	3.3	3.2
Say miscellaneous other foods more profitable than sea food	3.5	1.2	5.7	-	6.5
Nonprofit establishments	28.4	44.7	25.5	21.7	17.7
Don't know	19.2	20.0	14.2	31.7	14.5
No answer	5.8	3.5	5.7	10.0	4.8

*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>	(181)	(102)	(79)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	92.3	89.5	98.1
No, do not know they can	7.4	10.0	1.9
No answer	.3	.5	-

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>	(168)	(91)	(77)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	97.9	96.8	100.0
No, do not buy	-	-	-
No answer	2.1	3.2	-

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>	(166)	(89)	(77)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Government inspected foods are safe - pure, fresh, clean, no germs or disease	55.1	42.0	78.4
Best quality - use better products, more uniform quality	40.3	53.6	16.7
Only type available - it's all inspected, that's what supplier carried	8.8	12.2	2.9
Prefer Government inspected - wouldn't buy any other	4.6	6.6	1.0
Company demands that it's bought	3.9	3.3	4.9
Public demands it	1.8	2.8	-
Easy to handle - easy to serve, ready to cook, portion controlled	1.4	2.2	-
Government/law requires it	1.1	1.7	-
All others	2.1	2.2	2.0
Don't know, no answer	1.1	1.7	-

*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>	(166)	(89)	(77)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	4.9	6.1	2.9
Buy about the same	92.2	90.6	95.1
Buy less	-	-	-
Don't know	.4	-	1.0
No answer	2.5	3.3	1.0

Table 43

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

TABLE 43 HAS BEEN OMITTED AS TOO FEW
ESTABLISHMENTS QUALIFIED TO RESPOND.

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(107)	(81)	(26)
	<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>9.4*</u>	<u>7.6</u>	<u>15.1</u>
Lacked flavor - own prepared fish has better flavor	3.6	2.4	7.5
No demand - didn't sell enough, no volume, customers prefer other foods	3.1	2.4	5.7
More expensive than other forms of fish	2.2	1.2	5.7
Prefer to serve fresh fish	.4	.6	-
All others	1.3	1.8	-
<u>Have not served frozen processed sea food before</u>	<u>90.6*</u>	<u>92.4</u>	<u>84.9</u>
Sell little or no fish - no demand, call for it, not in that business	42.6	44.7	35.8
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	25.6	27.6	18.9
Too expensive - cheaper to use fresh, prepare ourselves	6.3	4.1	13.2
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	4.9	4.1	7.5
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	4.0	4.1	3.8
No storage facilities - no freezer	1.8	2.4	-
Law doesn't allow - don't have license, license costs too much	1.8	2.4	-
All others	.4	.6	-
Don't know, no answer	5.4	4.7	7.5

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

Table 45

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,000</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	<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	81.4	77.6	94.9	73.3	82.3	94.7	85.0
No, do not have cold storage facilities	17.9	21.4	5.1	26.7	16.5	5.3	13.0
No answer	.7	1.0	-	-	1.2	-	2.0
Average capacity, in cubic feet	69.1	70.5	65.1	33.8	35.4	59.6	204.3

Table 46

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

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>	(107)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>40.8</u>	<u>59.2</u>
Yes, have cold storage facilities	65.9	19.7	46.2
No, do not have cold storage facilities	34.1	21.1	13.0

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>	(288)	(196)	(92)
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Receipts</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than \$10,000	35.6	34.2	41.0
\$10,000 - 39,999	31.7	32.9	27.4
\$40,000 - 99,999	14.0	13.6	15.4
\$100,000 and over	18.7	19.3	16.2

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Type of Establishment</u>			<u>Sales Volume</u>			
	<u>Total</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>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	<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	6.8	9.8	-	20.7	-	-	-
\$1,000 - 2,499	27.3	9.0	67.3	46.8	20.9	18.7	12.5
\$2,500 - 4,999	7.4	8.6	4.7	10.9	11.7	-	-
\$5,000 - 9,999	7.1	9.0	2.8	10.9	9.1	4.2	-
\$10,000 - 14,999	9.9	12.7	3.7	2.8	22.7	8.3	2.8
\$15,000 - 29,999	14.9	18.8	6.6	1.7	24.6	35.5	6.9
\$30,000 - 49,999	7.9	9.0	5.6	.9	8.2	25.0	6.9
\$50,000 - 99,999	8.8	11.1	3.7	3.6	.9	8.3	29.2
\$100,000 - 249,999	7.9	9.8	3.7	1.7	1.9	-	32.0
\$250,000 and over	2.0	2.2	1.9	-	-	-	9.7

Table c

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>			
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	℥	℥	℥	℥	℥	℥	℥
	<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	2.3	2.2	3.9	8.0	-	-	-
5 - 14%	1.9	1.3	7.7	6.7	-	-	-
15 - 24%	3.5	2.6	11.5	4.0	6.1	2.4	-
25 - 34%	16.7	17.2	11.5	29.3	18.3	-	10.1
35 - 44%	24.8	26.3	11.5	16.0	19.5	26.2	42.4
45 - 54%	27.5	28.0	23.1	16.0	26.8	38.1	35.6
55 - 64%	12.0	11.2	19.2	6.7	14.7	23.7	6.8
65 - 74%	4.3	4.3	3.9	5.3	2.4	4.8	5.1
75 - 84%	3.5	3.9	-	6.7	2.4	4.8	-
85 - 94%	3.5	3.0	7.7	1.3	9.8	-	-
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>288</u>	<u>196</u>	<u>92</u>	<u>101</u>	<u>91</u>	<u>44</u>	<u>52</u>
<u>Average Number of Main Meals Served</u>							
Midday, weekdays	206	130	467	134	139	188	480
Sea food meals	30	20	63	19	17	26	76
Midday, Saturdays and Sundays	104	110	88	24	42	80	383
Sea food meals	11	14	**	1	4	10	43
Evening, weekdays	77	80	65	21	36	65	265
Sea food meals	9	10	7	5	6	6	28
Evening, Saturdays and Sundays	89	100	51	22	43	71	308
Sea food meals	10	13	-	2	5	5	43

** 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 Eating Places	Institutions	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
<u>Total Establishments</u>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	<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	13.1	-	59.8	16.8	12.4	9.3	10.0
\$.25 - .49	7.5	8.6	3.4	9.4	7.1	9.3	3.0
\$.50 - .74	19.0	22.4	6.8	20.4	21.8	21.3	10.0
\$.75 - .99	30.0	37.7	1.7	25.7	41.2	26.8	21.0
1.00 - 1.49	9.3	11.2	2.6	4.7	2.3	21.3	21.0
1.50 - 1.99	2.4	3.1	-	-	2.3	-	9.0
2.00 - 2.49	.7	1.0	-	-	2.3	-	-
2.50 - 2.99	1.3	1.7	-	.5	3.5	-	-
\$3.00 - 3.99	3.0	3.8	-	6.3	-	-	4.0
\$4.00 - 4.99	.7	1.0	-	.5	-	-	3.0
\$5.00 and over	-	-	-	-	-	-	-
No answer	8.0	9.5	2.6	11.0	2.3	4.0	15.0
Nonprofit establishment	5.0	-	23.1	4.7	4.8	8.0	4.0

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> <u>and</u> <u>Over</u>
Total establishments	288	101	91	44	52
Average number per establishment	10	4	5	10	30

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>\$100,000</u> <u>and</u> <u>Over</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>	
Total establishments	288	196	92	101	91	44	52
Average seating capacity, in seats	149	82	389	132	122	130	245

Table h

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>All Establishments</u>	(288)	(196)	(92)	(101)	(91)	(44)	(52)
	<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	52.4	60.1	24.8	51.4	48.2	49.3	64.0
Serve on 6 days	25.0	30.8	4.3	23.0	28.8	28.0	20.0
Serve on 5 days	20.9	6.9	70.9	23.0	23.0	22.7	12.0
Serve on less than 5 days	.9	1.2	-	2.6	-	-	-
No answer	.8	1.0	-	-	-	-	4.0

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(288)	(101)	(91)	(44)	(52)
	<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	81.5	83.2	80.6	89.3	74.0
<u>Establishments with specialty</u>	<u>18.5*</u>	<u>16.8</u>	<u>19.4</u>	<u>10.7</u>	<u>26.0</u>
Barbecue	4.9	4.2	4.1	2.7	9.0
Chicken specialty	4.1	5.2	5.3	4.0	-
Mexican, Spanish	3.0	3.1	4.7	-	2.0
Steak or chophouse	2.4	2.1	2.9	-	4.0
Sea food	2.2	1.6	-	-	9.0
Italian food	2.1	1.6	1.2	-	6.0
Kosher	.6	-	-	4.0	-
Chinese food	.7	-	1.2	-	2.0
All others	.2	.5	-	-	-

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

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