

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

—•—
Los Angeles, California

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

CIRCULAR 72

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

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

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

- Circular 66 - Survey Methods and Procedures
- Circular 67 - Atlanta, Georgia
- Circular 68 - Chicago, Illinois
- Circular 69 - Cleveland, Ohio
- Circular 70 - Denver, Colorado
- Circular 71 - Houston, Texas
- Circular 72 - Los Angeles, California
- Circular 73 - New York, New York
- Circular 74 - Omaha, Nebraska
- Circular 75 - Portland, Oregon
- Circular 76 - Springfield, Massachusetts

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

These publications are available upon request from the Director, Bureau of Commercial Fisheries, U. S. Department of the Interior, Washington 25, D. C.

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

-----o-----

LOS ANGELES, CALIFORNIA

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

CIRCULAR 72

WASHINGTON - NOVEMBER 1959

TablePage

DISTRIBUTION OF SAMPLE

a	Total Receipts from Meals Served During 1957 or Last Fiscal Year.....	53
b	Amount Establishments Spent for Food During Previous Twelve Months.....	54
c	Percentage of Total Operating Cost Spent for Food in Previous Twelve Months.....	55
d	Average Number of Meals Served by Establishments	56
e	Average Price Per Meal Served.....	57
f	Number of Regular Employees Engaged in Preparing and Serving Food.....	58
g	Seating Capacity of Establishments	58
h	Number of Days of the Week on Which Establishments Serve Meals.....	59
i	Percentage of Establishments Serving Specialized Types of Food	60

TABLE OF CONTENTS

<u>Table</u>		<u>Page</u>
	SUMMARY OF FINDINGS.....	1 - 5
	DETAILED FINDINGS	
1	Did the Establishment Buy Sea Food in the Preceding Twelve Months?.....	6
2	Did the Establishment Buy Frozen Processed Sea Food in the Preceding Twelve Months?.....	7
3	Frozen Processed Fish Bought in November, 1958 How Processed Before Purchase.....	8 - 11
4	Quantity of Frozen Processed Fish Bought in November, 1958.....	12 - 13
5	Satisfaction or Dissatisfaction with Prepreparation of Frozen Processed Fish.....	14
6	Satisfaction and Dissatisfaction with Quality and Condition of Frozen Processed Fish.....	15
7	Package Sizes of Frozen Processed Fish Bought in November, 1958 and Average Number of Servings Per Pound	15 - 16
8	Satisfaction and Dissatisfaction with Types and Sizes of Frozen Processed Fish Packages.....	17
9	Percentage of Frozen Processed Fish Served Fried, Broiled, Baked, and in Other Ways	17
10	Frozen Processed Shellfish Bought in November, 1958 How Processed Before Purchase.....	18 - 19
11	Quantity of Frozen Processed Shellfish Bought in November, 1958.....	20 - 21

<u>Table</u>	<u>Page</u>	
12	Satisfaction or Dissatisfaction with Prepreparation of Frozen Processed Shellfish.....	22
13	Satisfaction and Dissatisfaction with Quality and Condition of Frozen Processed Shellfish	23
14	Package Sizes of Frozen Processed Shellfish Bought in November, 1958 and Average Number of Servings Per Pound.....	24 - 25
15	Satisfaction and Dissatisfaction with Types and Sizes of Frozen Processed Shellfish Packages.....	26
16	Percentage of Frozen Processed Shellfish Served Fried, Broiled, Baked and in Other Ways.....	26 - 27
17	Types of Portions Bought in November, 1958.....	28
18	Quantity of Portions Bought in November, 1958.....	28
19	Amount of Portions Bought by Establishments, as Compared to the Previous Year	29
20	Satisfaction and Dissatisfaction with Quality and Condition of Portions.....	30
21	Is the Quality of Portions Better than that of other Frozen Processed Fish - For What Reasons?	30
22	Advantages of Using Portions.....	31
23	Disadvantages of Using Portions	31
24	Do Establishments Think Customers Prefer Portions to Other Frozen Processed Fish - For What Reasons?.....	32

<u>Table</u>	<u>Page</u>	
25	Average Weight of Portions and Average Number of Servings Per Package.....	33
26	Satisfaction with the Size of Portions in a Package.....	33
27	Percentage of Portions Served Fried, Broiled, Baked, and in Other Ways.....	34 - 35
28	Do Establishments Cook Portions While Still Frozen?	36
29	Cost of Using Portions, as Compared to Other Frozen Processed Fish and Reasons Why Portions are Thought More or Less Expensive	37
30	When Ordering Portions from Suppliers, Do Establishments Specify the Kind of Fish?.....	38
31	Would the Establishments Like to Have Other Portion Controlled Sea Food Items Not Now Available?	39
32	Reasons Establishments Did Not Buy Portions During November, 1958	40
32	Was Price a Reason Establishments Did Not Buy Portions?	40
33	Types of Supplier Providing Frozen Processed Sea Food to Establishments.....	41
34	Distance of Establishment from Main Supplier of Frozen Processed Sea Food.....	42
35	Frequency of Deliveries of Frozen Processed Sea Food.....	43
36	Can Suppliers of Frozen Processed Sea Food Improve Services to Establishments?.....	44

<u>Table</u>	<u>Page</u>	
37	Amount Spent for Frozen Processed Sea Food During Preceding Twelve Months.....	45
38	Profitability to Establishments of Frozen Processed Sea Food and Other High Protein Foods	46
39	Do the Establishments Know they can buy Government Inspected or Graded Frozen Processed Sea Food?.....	47
40	Do the Establishments Buy Government Inspected or Graded Frozen Processed Sea Food?	47
41	Reasons Establishments Buy Government Inspected or Graded Frozen Processed Sea Food	48
42	Has Government Inspection Affected the Amount of Frozen Processed Sea Food Bought by the Establishments?.....	49
43	If Government Inspected or Graded Frozen Processed Sea Food were Available Would the Establishment Buy More or Less?	49
44	Previous Use of Frozen Processed Sea Food by Nonusers and Reasons for Stopping Use or for Never Using	50
45	Do Establishments Have Cold Storage Facilities for Keeping Frozen Processed Sea Food? According to Type of Establishment and Sales Volume.....	51
46	According to Nonusers of Sea Food and Users Not Using Frozen Processed Sea Food	52

SUMMARY OF FINDINGS

(Los Angeles)

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

Almost three quarters of all the establishments in Los Angeles said they bought sea food in the previous twelve months. Among buyers of sea food, a heavy majority said they made purchases of sea food in the frozen processed form.

Thirty-six per cent of all the establishments said they had bought frozen processed fish in November, 1958; 35 per cent said they had bought frozen processed shellfish; and 20 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.

Los Angeles ranked sixth among the ten cities in the survey, in terms of the percentage of all establishments buying frozen processed sea food.

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

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

Among purchasers of frozen processed fish, more than a third bought halibut steaks during November, 1958, 21 per cent bought cod-fish fillets, and 20 per cent bought halibut fillets. Salmon steaks ranked fourth in popularity at 11 per cent.

In terms of pounds bought, halibut fillet was the leading item.

A greater variety of species was bought by Los Angeles establishments than by those of other cities. Twenty-one species were included in Los Angeles purchases.

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

A great majority of Los Angeles 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)

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

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

Frying was the most popular method of preparing fish among Los Angeles establishments. The average establishment served 53 per cent

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

Broiling and baking were also common methods of preparation in Los Angeles. The average establishment served 24 per cent broiled and 18 per cent baked.

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

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

More than a third of the establishments using shellfish bought frozen raw shrimp in November, 1958, while almost the same number bought breaded shrimp.

A substantial number of establishments bought shrimp deheaded and raw in the shell. Raw scallops were another popular purchase.

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

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

All but a few purchasers were satisfied with the present preparation of shellfish, and with the quality and condition of the shellfish which they bought.

The same held generally true for the other cities in the survey.

3. Packaging of Shellfish (Tables 14, 15)

Most leading shellfish items were bought in 5 pound packages in Los Angeles.

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

Frying was the most popular way of preparing shellfish in Los Angeles. 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)

One fifth of all the establishments in Los Angeles bought portions during November, 1958.

Los Angeles ranked fourth among ten cities, in percentage of establishments buying portions.

In Los Angeles, portions were most often bought uncooked-breaded or uncooked-plain.

Almost two thirds of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. Nineteen per cent said they were buying more, and 8 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 a fifth of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Almost three fourths rated the quality as about the same, while 1 per cent considered the quality poorer.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Fast, timesaving	49
Convenience, ease of preparation	36
Economy, no waste	30
Size of portions, uniform portions	22

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

Forty per cent of the users of portions thought their customers liked portions better than other types of frozen processed fish, while another 41 per cent thought customers liked them about the same. Fewer than 3 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Los Angeles 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 5.4 pounds.

They also tended to buy individual portions of average size. The average weight of an individual portion was 4.6 ounces.

Almost all establishments, in Los Angeles 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 Los Angeles, with 75 per cent of the establishments serving them this way. The average establishment served 63 per cent of its portions fried.

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

In Los Angeles, the average establishment served 21 per cent baked.

Four fifths of the Los Angeles establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Only 15 per cent of the establishments using portions said they were more expensive than other forms of frozen processed fish. A

large majority of users considered them less expensive, or rated them about the same.

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

Five sixths of the Los Angeles purchasers 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 sold comparatively little fish, they served other types of fish, portions were too expensive.

Price also figured as a reason for not buying portions in Atlanta, Denver, and Portland. It was less important as a reason in the other six cities of the survey.

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

Establishments in Los Angeles tended to buy frozen processed sea food from both frozen food distributors and sea food wholesalers. Most of the suppliers were within 50 miles of the establishment, and deliveries were usually made once a week. Most establishments were satisfied with the services of the suppliers.

Frozen food distributors supplied 49 per cent of the establishments, while sea food wholesalers accounted

for another 42 per cent. Some of the smaller establishments used such suppliers as supermarkets and groceries.

Los Angeles suppliers were often located further from the establishments than was the case in other cities. Fifty-two per cent of the suppliers were within ten miles of the establishment, while another 45 per cent were between ten and 50 miles away.

In almost half the cases, deliveries were made once a week, while deliveries were made from two to four times a week in about a quarter of the establishments.

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

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

More than a third of the establishments reporting in Los Angeles said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The highest figure reported fell between \$50,000 and \$99,999. Other establishments were between these two extremes, with the median coming at \$472.

Five eighths 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)

Four fifths of the establishments in Los Angeles 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.

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

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

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

	<u>%</u>
Total Nonusers of Frozen Processed Sea Food	<u>100</u>
<u>Have cold storage facilities</u>	<u>77</u>
Don't use sea food at all	43
Use sea food, but not frozen processed sea food	34
 No cold storage facilities	 23

DETAILED FINDINGS

Table 1

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(288)	(193)	(93)	(83)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought sea food	72.0	69.6	91.7	89.5	57.4	54.9	78.1	88.5	92.2
<u>Bought frozen processed sea food</u>	<u>54.1</u>	<u>52.6</u>	<u>73.3</u>	<u>68.4</u>	<u>36.1</u>	<u>32.9</u>	<u>58.9</u>	<u>78.5</u>	<u>82.4</u>
Bought frozen processed fish	35.6	34.5	51.7	44.7	20.4	19.4	42.5	47.7	55.9
Bought frozen processed shellfish	34.9	39.0	28.3	26.3	22.2	16.3	32.9	63.8	67.6
Bought portions	20.4	17.8	35.0	36.8	13.0	11.1	23.3	32.3	28.4
No, did not buy sea food	28.0	30.4	8.3	10.5	42.6	45.1	21.9	11.5	7.8

Table 2

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments Purchasing Sea Food in Preceding 12 Months</u>	(424)	(291)	(55)	(34)	(44)	(119)	(147)	(81)	(77)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	75.2	75.7	80.0	76.5	62.9	59.9	75.4	88.7	69.4
No, did not buy frozen processed sea food	24.8	24.3	20.0	23.5	37.1	40.1	24.6	11.3	30.6

Table 3

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

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 Fish</u>	(204)	(38)	(74)	(45)	(47)
	<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>Barracuda</u>					
Raw	.6	-	1.6	-	-
<u>Cod</u>					
Breaded	1.6	-	4.0	-	-
Filletlets	20.9	13.2	29.0	8.1	26.3
Steaks	3.5	8.8	.8	6.5	-
Breaded steaks	1.3	-	1.6	3.2	-
Chunk	1.0	-	1.6	-	1.8
Raw	1.0	-	1.6	-	1.8
<u>Dover Sole</u>					
Raw	.3	-	-	-	1.8
<u>Florida Butterfish</u>					
Raw	.6	-	-	3.2	-
<u>F. under</u>					
Filletlets	9.3	5.9	8.1	6.5	19.3
Raw	.6	2.9	-	-	-

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

Table 3
(Contd.)

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

According to 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>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Haddock</u>					
Filletts	7.7	2.9	10.5	6.5	8.8
Steaks	1.3	1.5	.8	3.2	-
Breaded steaks	1.0	-	.8	3.2	-
Raw	.3	-	-	-	1.8
<u>Halibut</u>					
Filletts	19.9	8.8	19.4	22.6	31.6
Steaks	34.7	45.6	32.3	40.3	21.1
Breaded steaks	2.6	-	3.2	6.5	-
Fletch	2.9	5.9	-	3.2	5.3
Chunk	1.6	-	-	3.2	5.3
Raw	4.8	-	2.4	3.2	17.5
<u>Lake Perch</u>					
Filletts	1.3	2.9	-	-	3.5
<u>Mahi Mahi</u>					
Steaks	.6	-	-	-	3.5
Chunk	.6	-	-	-	3.5
<u>Ocean Perch</u>					
Breaded	.3	-	-	-	1.8
Filletts	1.6	-	2.4	3.2	-
Raw	.6	-	-	3.2	-
<u>Fike</u>					
Fille s	.3	-	-	1.6	-

Table 3
(Contd.)

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
	¢	¢	¢	¢	¢
<u>Pompano</u>					
Fillets	.6	-	-	-	3.5
Pieces	.3	-	-	-	1.8
Raw	.3	-	-	-	1.8
<u>Red Snapper</u>					
Fillets	2.6	4.4	2.4	1.6	1.8
Chunk	.6	-	-	-	3.5
<u>Salmon</u>					
Fillets	5.8	2.9	5.6	4.8	10.5
Steaks	10.6	13.2	8.1	11.3	12.3
Chunk	1.0	-	-	-	5.3
Raw	1.9	-	1.6	-	7.0
<u>Sand-dab</u>					
Fillets	.3	-	-	-	1.8
Raw	.3	-	-	-	1.8
<u>Se. Bass</u>					
Fillets	3.2	2.9	1.6	3.2	7.0
Steaks	2.3	-	1.6	-	8.8
Raw	2.3	-	1.6	-	1.8

Table 3
(Contd.)

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

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>Sole</u>					
Breaded	.6	-	-	3.2	-
Fillets	6.4	-	5.6	12.9	8.8
Heads off	.3	-	-	-	1.8
Pieces	.3	-	-	1.6	-
Raw	.3	-	-	-	1.8
<u>Sturgeon</u>					
Slices	.3	-	-	-	1.8
<u>Swordfish</u>					
Fillets	5.1	-	4.0	4.8	14.0
Steaks	8.0	10.3	4.8	8.1	12.3
Breaded steaks	.3	1.5	-	-	-
Chunk	1.6	-	-	1.6	7.0
Raw	.6	-	1.6	-	-
<u>Trout</u>					
Breaded	.3	-	-	1.6	-
Fillets	1.0	-	-	-	5.3
Raw	5.1	7.4	3.2	6.5	5.3
<u>Whitefish</u>					
Fillets	.6	-	-	-	3.5

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>Barracuda</u>							
Raw	80	(b)	40.0				
<u>Cod</u>				<u>Halibut</u>			
Breaded	76	(b)	15.2	Filletts	4,873	5.6	78.6
Filletts	3,679	4.2	56.6	Steaks	3,326	3.8	30.8
Steaks	313	(b)	28.5	Breaded steaks	74	(b)	9.3
Breaded steaks	104	(b)	26.0	Fletch	1,547	1.8	171.9
Chunk	130	(b)	43.3	Chunk	1,420	1.6	284.0
Raw	25	(a)	8.3	Raw	2,732	3.1	182.1
<u>Dover Sole</u>				<u>Lake Perch</u>			
Raw	40	(a)	40.0	Filletts	196	(b)	49.0
<u>Florida Butterfish</u>				<u>Mahi-Mahi</u>			
Raw	200	(b)	100.0	Steaks	400	.5	200.0
				Chunk	320	(b)	160.0
<u>Flounder</u>				<u>Ocean Perch</u>			
Filletts	1,798	2.1	62.0	Breaded	100	(b)	100.0
Raw	8	(a)	4.0	Filletts	55	(b)	11.0
				Raw	30	-	15.0
<u>Haddock</u>				<u>Pike</u>			
Filletts	955	1.1	39.8	Filletts	100	(b)	100.0
Steaks	155	(b)	38.8				
Breaded steaks	34	(a)	11.3				
Raw	15	(a)	15.0				

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

(b) Less than half a pound.

Table 4
(Contd.)

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

	Total Pounds	Average Number of Pounds			Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments			All Establishments	User Establishments
<u>Pompano</u>				<u>Sole</u>			
Filletts	300	(b)	150.0	Breaded	30	(a)	15.0
Pieces	60	(b)	60.0	Filletts	1,177	1.3	58.9
Raw	(a)	-	-	Heads off	20	(a)	20.0
				Pieces	5	(a)	5.0
<u>Red Snapper</u>				Raw	15	(a)	15.0
Filletts	96	(b)	12.0				
Chunk	600	.7	300.0	<u>Sturgeon</u>			
				Slices	50	(b)	50.0
<u>Salmon</u>							
Filletts	1,096	1.3	60.9	<u>Swordfish</u>			
Steaks	1,534	1.8	46.5	Filletts	750	.9	46.9
Chunk	900	1.0	300.0	Steaks	2,772	3.2	110.9
Raw	3,775	4.3	629.2	Breaded steaks	2	(a)	2.0
				Chunk	1,527	1.7	305.4
<u>Sand-dab</u>				Raw	4	(a)	2.0
Filletts	800	.9	800.0				
Raw	(a)	-	-	<u>Trout</u>			
				Breaded	100	(b)	100.0
<u>Sea Bass</u>				Filletts	630	.7	210.0
Filletts	590	.7	59.0	Raw	731	.8	46.2
Steaks	285	(b)	40.7				
Raw	110	(b)	36.7	<u>Whitefish</u>			
				Filletts	100	(b)	50.0

(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>1</u>		
<u>Total Purchases of Cod</u>	100.0		
Prefer more prepreparation of cod	-		
Prefer less prepreparation of cod	-		<u>1</u>
Prefer prepreparation as it is	97.8		
No answer	2.2	<u>Total Purchases of Sea Bass</u>	100.0
		Prefer more prepreparation of sea bass	-
<u>Total Purchases of Flounder</u>	100.0	Prefer less prepreparation of sea bass	-
Prefer more prepreparation of flounder	-	Prefer prepreparation as it is	100.0
Prefer less prepreparation of flounder	-		
Prefer prepreparation as it is	96.8	<u>Total Purchases of Sole</u>	100.0
No answer	3.2	Prefer more prepreparation of sole	-
		Prefer less prepreparation of sole	-
<u>Total Purchases of Haddock</u>	100.0	Prefer prepreparation as it is	88.0
Prefer more prepreparation of haddock	-	No answer	12.0
Prefer less prepreparation of haddock	-		
Prefer prepreparation as it is	100.0	<u>Total Purchases of Swordfish</u>	100.0
		Prefer more prepreparation of swordfish	-
<u>Total Purchases of Halibut</u>	100.0	Prefer less prepreparation of swordfish	-
Prefer more prepreparation of halibut	1.4	Prefer prepreparation as it is	89.8
Prefer less prepreparation of halibut	-	No answer	10.2
Prefer prepreparation as it is	96.2		
No answer	2.4	<u>Total Purchases of Trout</u>	100.0
		Prefer more prepreparation of trout	-
<u>Total Purchases of Salmon</u>	100.0	Prefer less prepreparation of trout	-
Prefer more prepreparation of salmon	1.7	Prefer prepreparation as it is	90.0
Prefer less prepreparation of salmon	-	No answer	10.0
Prefer prepreparation as it is	95.0		
No answer	3.3		

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	<u>Total</u>
Total Users of Frozen Processed Fish, November, 1958	(204)
	<u>%</u>
	<u>100.0</u>
Satisfied	93.2
Dissatisfied	4.5
No answer	2.3

Table 7

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

	<u>Total</u>		<u>Total</u>
	<u>%</u>		<u>%</u>
	<u>100.0</u>		<u>100.0</u>
		<u>Total Purchasers of Cod Fillets</u>	<u>Total Purchasers of Haddock Fillets</u>
1 pound packages	13.9	1 pound packages	4.2
5 pound packages	80.0	4 pound packages	4.2
10 pound packages	1.5	5 pound packages	70.8
15 pound packages	3.1	10 pound packages	16.6
50 pound packages and over	1.5	15 pound packages	4.2
Average number of servings per pound	3.5	Average number of servings per pound	3.2
		<u>Total Purchasers of Flounder Fillets</u>	<u>Total Purchasers of Halibut Fillets</u>
	<u>100.0</u>		<u>100.0</u>
5 pound packages	89.5	1 pound packages	8.1
10 pound packages	3.5	3 pound packages	1.6
50 pound packages and over	3.5	5 pound packages	64.6
No answer	3.5	7 pound packages	4.8
Average number of servings per pound	3.2	10 pound packages	11.3
		15 pound packages	1.6
		20 pound packages	3.2
		25 pound packages	1.6
		50 pound packages and over	3.2
		Average number of servings per pound	2.7

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

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

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

Table 7
(Contd.)

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

	<u>Total</u>		<u>Total</u>
	$\%$		$\%$
<u>Total Purchasers of Halibut Steaks</u>	<u>100.0</u>	<u>Total Purchasers of Swordfish Steaks</u>	<u>100.0</u>
1 pound packages	7.4	Packages less than one pound	8.0
2 pound packages	1.9	5 pound packages	68.0
3 pound packages	3.7	7 pound packages	4.0
5 pound packages	72.2	10 pound packages	4.0
7 pound packages	3.7	15 pound packages	4.0
10 pound packages	4.6	25 pound packages	4.0
12 pound packages	2.8	50 pound packages and over	8.0
15 pound packages	1.9		
25 pound packages	.9	Average number of servings per pound	2.1
50 pound packages and over	.9		
Average number of servings per pound	2.6		
		<u>Total Purchasers of Sole - Fillets</u>	<u>100.0</u>
<u>Total Purchasers of Salmon Steaks</u>	<u>100.0</u>	1 pound packages	10.0
1 pound packages	6.1	3 pound packages	5.0
5 pound packages	57.5	5 pound packages	70.0
7 pound packages	12.2	10 pound packages	10.0
8 pound packages	3.0	50 pound packages and over	5.0
10 pound packages	12.2		
25 pound packages	3.0		
38 pound packages	3.0		
50 pound packages and over	3.0		
Average number of servings per pound	2.9		

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

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

The percentages in the body of the table are based on the number of establishments which bought one species of fish, preprepared 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	(204)
	$\frac{1}{2}$
	100.0
Satisfied	94.8
Dissatisfied	2.9
No answer	2.3

Table 9

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

	<u>Total</u>	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
	(204)	(38)	(74)	(45)	(47)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	100.0	100.0	100.0	100.0	100.0
<u>Establishments Serving Fried</u>					
None fried	30.5	38.2	36.3	25.8	14.0
1 - 14%	-	-	-	-	-
15 - 34%	4.2	4.4	2.4	1.6	10.5
35 - 64%	16.1	5.9	14.5	14.5	33.3
65 - 84%	2.9	-	2.4	8.1	1.8
Over 84%	43.4	44.1	43.6	48.4	36.9
Don't know, no answer, refused	2.9	7.4	.8	1.6	3.5
Average percentage served	52.8	48.4	50.3	59.3	56.4
<u>Establishments Serving Broiled</u>					
None broiled	62.4	60.3	64.5	66.1	56.1
1 - 14%	-	-	-	-	-
15 - 34%	5.1	-	3.2	8.1	12.3
35 - 64%	9.6	8.8	10.5	3.2	15.8
65 - 84%	5.5	5.9	7.3	1.6	5.3
Over 84%	14.5	17.6	13.7	19.4	7.0
Don't know, no answer, refused	2.9	7.4	.8	1.6	3.5
Average percentage served	24.2	27.1	24.3	23.0	22.0
<u>Establishments Serving Baked</u>					
None baked	63.1	63.2	65.3	69.4	50.8
1 - 14%	4.2	1.5	2.4	4.8	10.5
15 - 34%	9.3	8.8	8.1	6.5	15.8
35 - 64%	9.6	2.9	8.1	14.5	15.8
65 - 84%	.6	-	-	1.6	1.8
Over 84%	10.3	16.2	15.3	1.6	1.8
Don't know, no answer, refused	2.9	7.4	.8	1.6	3.5
Average percentage served	17.9	20.2	20.5	12.0	16.0
<u>Establishments Serving in Other Ways</u>					
None in other ways	96.5	92.6	99.2	98.4	92.9
1 - 14%	.3	-	-	-	1.8
15 - 34%	.3	-	-	-	1.8
35 - 64%	-	-	-	-	-
65 - 84%	-	-	-	-	-
Over 84%	-	-	-	-	-
Don't know, no answer, refused	2.9	7.4	.8	1.6	3.5
Average percentage served	.1	-	-	-	.6

Table 10

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

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>
<u>Total Users of Frozen Processed Shellfish</u>	(206)	(337)	(59)	(57)	(57)
	<u>1/2</u>	<u>1/2</u>	<u>1/2</u>	<u>1/2</u>	<u>1/2</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Abalone</u>					
Cooked	.3	-	-	-	-
Breaded	.3	1.8	-	-	-
Filletts	.3	-	-	1.2	-
Steaks	.3	-	-	1.2	-
<u>Clams</u>					
Cooked	.3	-	-	-	1.4
Canned	.3	-	-	-	1.4
Raw; clean	1.0	-	-	-	4.3
<u>Crabs</u>					
Cooked	3.0	-	2.1	1.2	8.7
Crab legs	1.6	-	-	-	7.2
Whole frozen uncooked	3.3	-	-	1.2	13.0
Canned	.3	-	-	-	1.4
Crab meat - shelled and debellied, frozen and canned	5.2	1.8	3.1	3.6	13.0
<u>Lobster</u>					
Cooked	5.9	5.3	2.1	4.8	13.0
Breaded	.3	-	-	1.2	-
Cooked lobster meat	.7	-	2.1	-	-
Block frozen lobster meat	1.3	-	2.1	-	2.9
Cleaned and deheaded tails	7.9	1.8	4.2	8.4	17.4
Raw; whole, clean	6.6	3.5	3.1	7.2	13.0

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

Table 10
(Contd.)

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

According to Sales Volume

	<u>Total</u>	Less Than <u>\$10,000</u>	<u>\$10,000-</u> <u>39,999</u>	<u>\$40,000-</u> <u>99,999</u>	<u>\$100,000</u> and <u>Over</u>
	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>	<u>¢</u>
<u>Oysters</u>					
Cooked	.3	-	-	-	1.4
Breaded	1.3	-	-	2.4	2.9
Canned	.3	-	-	-	1.4
Raw; clean	5.2	-	-	7.2	14.5
<u>Scallops</u>					
Cooked	1.3	-	-	2.4	-
Breaded	2.3	1.8	-	6.0	-
In block	.3	-	-	-	-
Raw; clean, shelled	21.6	-	14.6	22.9	-
<u>Shrimp</u>					
Cooked	8.5	3.5	2.1	9.6	-
Breaded	34.8	49.1	47.9	26.5	-
Cooked and breaded	1.6	-	3.1	1.2	-
Deheaded, raw in shell	14.8	12.3	8.3	15.7	-
Deheaded and shelled	.7	-	1.0	-	-
Broken pieces	2.3	7.0	-	-	-
Shrimp cocktail in jar	.3	-	-	1.2	-
Raw; clean deheaded, shelled and deveined	37.0	28.1	32.3	47.0	-

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Abalone</u>			
Cooked	50	(b)	50.0
Breaded	15	(a)	15.0
Filletts	20	(a)	20.0
Steaks	20	(a)	20.0
<u>Clams</u>			
Cooked	50	(b)	50.0
Canned	(a)	-	-
Raw; clean	242	(b)	80.7
<u>Crabs</u>			
Cooked	815	.9	91.0
Crab legs	2,375	2.7	475.0
Whole frozen uncooked	3,560	4.1	356.0
Canned	(a)	-	-
Crab meat - shelled and debellied, frozen and canned	4,467	5.1	279.2
<u>Lobster</u>			
Cooked	977	1.1	54.3
Breaded	25	(a)	25.0
Cooked lobster meat	50	(b)	25.0
Block frozen lobster meat	93	(b)	23.3
Cleaned and deheaded tails	7,867	2.1	327.8
Raw; whole, clean	4,556	5.2	227.8

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

(b) Less than half a pound.

Table 11
(Contd.)

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

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Oysters</u>			
Cooked	25	(a)	25.0
Breaded	142	(b)	35.5
Canned	(a)	-	-
Raw; clean	477	.5	29.8
<u>Scallops</u>			
Cooked	270	(b)	67.5
Breaded	199	(b)	28.4
In block	200	(b)	200.0
Raw; clean, shelled	4,739	5.4	71.8
<u>Shrimp</u>			
Cooked	3,986	4.6	153.3
Breaded	4,561	5.2	43.0
Cooked and breaded	1,055	1.2	211.0
Deheaded, raw in shell	11,700	13.4	260.0
Deheaded and shelled	525	.6	262.5
Broken pieces	2,160	2.5	308.6
Shrimp cocktail in jar	40	(a)	40.0
Raw; clean, deheaded, shelled and deveined	18,646	21.3	165.0

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

(b) Less than half a pound.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	<u>2</u>		
<u>Total Purchases of Crabs</u>	<u>100.0</u>		
Prefer more prepreparation of crabs	-		<u>2</u>
Prefer less prepreparation of crabs	-		
Prefer prepreparation as it is	95.1	<u>Total Purchases of Scallops</u>	100.0
No answer	4.9	Prefer more prepreparation of scallops	-
		Prefer less prepreparation of scallops	-
<u>Total Purchases of Lobster</u>	<u>100.0</u>	Prefer prepreparation as it is	95.7
Prefer more prepreparation of lobster	-	No answer	1.3
Prefer less prepreparation of lobster	-		
Prefer prepreparation as it is	98.6	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
No answer	1.4	Prefer more prepreparation of shrimp	2.0
		Prefer less prepreparation of shrimp	.3
<u>Total Purchases of Oysters</u>	<u>100.0</u>	Prefer prepreparation as it is	97.4
Prefer more prepreparation of oysters	-	No answer	.3
Prefer less prepreparation of oysters	-		
Prefer prepreparation as it is	95.5		
No answer	4.5		

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

Many establishments bought more than one species. Some establishments also bought a species prepared in two different ways. For example, shrimp breaded and shrimp cooked. This was counted as two purchases of the species.

Because purchases of some species--clams, abalone, and others--were few in number, the species are not included in the table.

Table 13

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION OF
FROZEN PROCESSED SHELLFISH

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish, November, 1958</u>	(206)
	<u>100.0</u>
Satisfied	92.8
Dissatisfied	4.6
No answer	2.6

Table 14

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

	<u>Total</u>		<u>Total</u>
	<u>%</u>		<u>%</u>
Total Purchasers of Lobster Tails - Cleaned and Deheaded	100.0	Total Purchasers of Lobster - Raw	100.0
Packages less than 1 pound	20.8	1 pound packages	5.0
1 pound packages	8.3	2 pound packages	5.0
5 pound packages	8.3	5 pound packages	10.0
10 pound packages	16.6	6 pound packages	5.0
18 pound packages	4.2	8 pound packages	5.0
20 pound packages	8.3	10 pound packages	10.0
22 pound packages	4.2	25 pound packages	35.0
25 pound packages	4.2	30 pound packages	5.0
38 pound packages	4.2	50 pound packages and over	5.0
40 pound packages	4.2	No answer	15.0
No answer	16.7		

(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 shellfish, preprepared in one manner.

Table 14
(Contd.)

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

	<u>Total</u>		<u>Total</u>
	<u>%</u>		<u>%</u>
<u>Total Purchasers of</u> <u>Scallops - Raw</u>	<u>100.0</u>	<u>Total Purchasers of</u> <u>Shrimp - Breaded</u>	<u>100.0</u>
1 pound packages	4.6	1 pound packages	1.9
3 pound packages	9.1	2 pound packages	.9
5 pound packages	80.3	3 pound packages	3.8
15 pound packages	3.0	5 pound packages	91.5
20 pound packages	3.0	10 pound packages	1.9
Average number of servings per pound	3.4	Average number of servings per pound	3.1
<u>Total Purchasers of</u> <u>Shrimp - Cooked</u>	<u>100.0</u>	<u>Total Purchasers of Shrimp - Raw</u>	<u>100.0</u>
1 pound packages	7.7	2 pound packages	1.8
3 pound packages	3.9	3 pound packages	2.7
5 pound packages	88.4	5 pound packages	89.3
		10 pound packages	4.4
		20 pound packages	1.8
		Average number of servings per pound	3.8

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

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

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

Table 15

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

	<u>Total</u>
Total Users of Frozen Processed Shellfish	(206)
	<u>1</u>
	<u>100.0</u>
Satisfied	95.1
Dissatisfied	2.3
No answer	2.6

Table 16

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

According to Sales Volume

	<u>Total</u>	Less Than \$10,000	\$10,000-39,999	\$40,000-99,999	\$100,000 and Over
Total Users of Frozen Processed Shellfish	(206)	(33)	(59)	(57)	(57)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>					
None fried	9.5	28.0	8.3	1.2	5.8
1 - 14%	4.3	1.8	1.0	6.0	8.7
15 - 34%	7.2	8.8	3.1	7.2	11.6
35 - 64%	10.5	1.8	4.2	13.3	23.2
65 - 84%	12.1	-	9.4	14.5	23.2
Over 84%	52.5	52.6	70.9	54.2	24.6
Don't know, no answer, refused	3.9	7.0	3.1	3.6	2.9
Average percentage served	67.2	55.5	77.5	72.0	56.6
<u>Establishments Serving Broiled</u>					
None broiled	61.0	82.4	84.4	79.6	76.9
1 - 14%	2.3	-	1.0	4.8	2.9
15 - 34%	5.6	5.3	5.3	2.4	10.1
35 - 64%	4.6	-	1.0	9.6	7.2
65 - 84%	-	-	-	-	-
Over 84%	2.6	5.3	5.2	-	-
Don't know, no answer, refused	3.9	7.0	3.1	3.6	2.9
Average percentage served	6.5	6.6	6.9	5.9	6.5

Note: Percentages, other than average percentages, are based on total establishments interviewed. Average percentages are computed by assigning the cases in any one of the six intervals to the mid-point of the interval, and taking an average of all the cases.

Table 16
(Contd.)

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Users of Frozen Processed Shellfish</u>	(206)	(33)	(59)	(57)	(57)
	%	%	%	%	%
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Baked</u>					
None baked	87.6	91.2	92.8	88.0	76.9
1 - 14%	1.6	1.8	1.0	-	4.3
15 - 34%	5.3	-	2.1	6.0	13.0
35 - 64%	1.6	-	1.0	2.4	2.9
65 - 84%	-	-	-	-	-
Over 84%	-	-	-	-	-
Don't know, no answer, refused	3.9	7.0	3.1	3.6	2.9
Average percentage served	2.3	.1	1.1	2.8	5.1
<u>Establishments Serving in Other Ways</u>					
None in other ways	64.2	57.8	81.3	63.9	46.4
1 - 14%	2.0	-	-	6.0	1.4
15 - 34%	10.2	3.5	7.3	10.9	18.9
35 - 64%	4.9	1.8	3.1	6.0	8.7
65 - 84%	4.3	5.3	3.1	3.6	5.8
Over 84%	10.5	24.6	2.1	6.0	15.9
Don't know, no answer, refused	3.9	7.0	3.1	3.6	2.9
Average percentage served	18.6	30.4	7.8	14.9	28.9

Note: Percentages, other than average percentages, are based on total establishments interviewed. Average percentages are computed by assigning the cases in any one of the six intervals to the mid-point of the interval, and taking an average of all the cases.

Table 17

TYPES OF PORTIONS BOUGHT NOVEMBER, 1958

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<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>
Cooked - breaded	13.5	4.0	34.0	17.6	7.1
Cooked - plain	2.8	2.5	3.6	2.8	2.8
Uncooked - breaded	62.1	74.8	34.0	63.8	59.7
Uncooked - plain	32.0	30.9	34.0	27.8	38.3

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

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	622	.7	25.9
Cooked - plain	435	.5	87.0
Uncooked - breaded	4,784	5.5	43.1
Uncooked - plain	4,178	4.8	73.3

Table 19

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<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>
Use more now	18.5	22.1	10.7	15.0	24.0
Use about the same	64.0	59.8	73.2	62.6	66.2
Use less now	7.9	8.2	7.2	11.2	2.8
Don't know	7.9	7.4	8.9	11.2	2.8
No answer	1.7	2.5	-	-	4.2

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>	(129)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	99.0
Dissatisfied	1.0

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>	(117)
	$\frac{1}{2}$
	<u>100.0</u>
<u>Say portions better</u>	<u>20.2*</u>
Ease of preparation - saves time, labor	3.4
Quality	2.8
Attractive - eye appealing	2.2
Taste better - tasty, like the flavor	1.7
Uniform controlled serving - always same amount	1.1
Firmer, don't break	1.1
Just like them better - brand I buy is better	1.1
Customers order, seem to like them - more demand	.6
Don't know - no answer	9.0
<u>Portions poorer</u>	<u>1.1</u>
Not as tasty - poor flavor, flat	1.1
About the same	71.9
Don't know	5.1
No answer	1.7

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

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(117)
	<u>1</u>
	<u>100.0*</u>
Fast, timesaving - quicker to serve, prepare	49.4
Convenience, ease of preparation - save labor, already prepared	35.9
Economical - no waste	30.3
Size of portions - uniform, controlled servings, the right size serving	21.9
Sanitary - cleaner, safer	7.9
Can control food cost better - know profit	7.3
No bones	4.5
Customers like them	4.5
Quality	2.8
No spoilage	1.1
Attractive, eye appealing	.6
All others	.6
No advantages	1.1
Don't know, no answer	2.8

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(117)
	<u>1</u>
	<u>100.0*</u>
Not economical - more expensive to buy	7.9
Break too easily	2.2
Lack flavor - not as tasty, sometimes dry	1.1
Cannot be frozen - deteriorate rapidly when thawed	1.1
Portions wrong size - too small	.6
Not enough demand - customers do not order	.6
All others	6.2
No disadvantages	62.9
Don't know, no answer	17.4

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

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(117)
	<u>%</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>39.9*</u>
Customers order - seem to like them	11.2
Uniform controlled servings - always the same amount	10.1
Economical	5.0
No bones - safer for children	4.5
Attractive - eye appealing	4.5
Good quality - choice fish	2.8
Faster quicker to serve - no waiting	1.7
All others	3.9
Don't know - no answer	5.6
<u>Think customers like portions less</u>	<u>2.8</u>
Lack flavor - not as tasty	.6
Customers don't order - ask for them	.6
Portions too small	.6
Don't know - no answer	1.0
Think customers like portions about the same	41.0
Don't know	13.5
No answer	2.8

*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	117
Average weight of package of portions, in pounds	5.4
Average number of servings per package	18.3
Average weight of individual servings, in ounces	4.7
Average weight of individual portions, in ounces	4.6

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>	(117)
	<u>1</u>
	<u>100.0</u>
Satisfied	98.3
Dissatisfied	1.7

Table 27

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>					
None fried	24.8	8.2	60.6	26.1	22.5
1 - 14%	2.2	1.6	3.6	1.9	2.8
15 - 34%	1.1	-	3.6	1.9	-
35 - 64%	8.4	10.7	3.6	4.7	14.1
65 - 84%	2.8	3.3	1.8	1.9	4.2
Over 84%	60.7	76.2	26.8	63.5	56.4
Average percentage served	62.8	78.4	29.0	63.1	62.4
<u>Establishments Serving Broiled</u>					
None broiled	87.6	87.7	87.4	94.5	77.5
1 - 14%	.6	-	1.8	.9	-
15 - 34%	3.9	4.9	1.8	2.8	5.7
35 - 64%	2.8	2.5	3.6	-	7.0
65 - 84%	1.7	.8	3.6	.9	2.8
Over 84%	3.4	4.1	1.8	.9	7.0
Average percentage served	6.8	6.8	6.7	2.3	13.5

Table 27
(Contd.)

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0	100.0	100.0
<u>Establishments Serving Baked</u>					
None baked	71.4	86.8	37.5	68.2	76.1
1 - 14%	2.2	2.5	1.8	-	5.7
15 - 34%	2.8	4.1	-	1.9	4.2
35 - 64%	4.5	3.3	7.1	2.8	7.0
65 - 84%	1.1	.8	1.8	1.9	-
Over 84%	18.0	2.5	51.8	25.2	7.0
Average percentage served	20.5	5.7	52.9	26.6	11.5
<u>Establishments Serving in Other Ways</u>					
None in other ways	97.8	98.4	96.4	96.3	100.0
1 - 14%	-	-	-	-	-
15 - 34%	-	-	-	-	-
35 - 64%	-	-	-	-	-
65 - 84%	-	-	-	-	-
Over 84%	2.2	1.6	3.6	3.7	-
Average percentage served	2.1	1.5	3.3	3.5	-

Table 28

DO ESTABLISHMENTS COOK PORTIONS WHILE STILL FROZEN?

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<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, cook while frozen	79.8	77.9	83.9	86.0	70.4
No, do not cook while frozen	16.8	18.8	12.5	14.0	21.1
No answer	3.4	3.3	3.6	-	8.5

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>	(117)
	<u>¢</u>
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>14.6</u>
Price includes processing and packaging - prepreparation would tend to raise cost	4.5
Cost is more for amount of serving	2.2
All others	1.7
Don't know - no answer	6.2
<u>Portions less expensive</u>	<u>41.6*</u>
Less or no waste	27.0
Labor saving - requires no preparation	7.9
Time saving	6.7
Uniform controlled servings	2.8
Goes further - more servings from package	1.1
All others	1.1
Don't know - no answer	3.9
About the same	33.7
Don't know	8.4
No answer	1.7

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

Table 30

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Portions</u>	(117)	(82)	(35)	(67)	(50)
	<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>
Specify kind of fish	82.6	82.0	83.9	82.2	83.1
Do not specify kind of fish	15.7	15.6	16.1	17.8	12.7
No answer	1.7	2.4	-	-	4.2

Table 31

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>	
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(311)	(241)	(70)	(172)	(139)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, would like other items	2.5	1.9	4.4	1.7	3.8
No, would not like other items	86.5	87.8	82.4	87.5	84.9
Don't know	5.1	3.1	11.4	7.3	1.6
No answer	5.9	7.2	1.8	3.5	9.7

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>	<u>WAS PRICE A REASON ESTABLISHMENTS</u>	
Total Establishments Using Frozen Processed Sea Food, but Not Portions	(194)	<u>DID NOT BUY PORTIONS?</u>	
	<u>1</u>		
	<u>100.0*</u>		
Sell, serve little or no fish - no demand, calls for it	29.5		
Serve other types - perch, shrimp, halibut, etc., other types more popular	24.1		<u>Total</u>
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	19.3	Total Nonusers Who Did Not Volunteer	
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	11.5	<u>Price as a Reason</u>	(161)
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	4.1		<u>1</u>
Don't like them so wouldn't serve them	3.7		<u>100.0</u>
Quality not as good - doesn't meet our quality standards, can't tell what is in it	3.4	Yes, price was a reason	3.0
No particular reason - just didn't	3.4	No, price was not a reason	86.1
Use fresh fish - prefer fresh fish	1.7		
Didn't know it was available	1.4	No answer	10.9
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	1.0		
Just opened the restaurant - don't know what we will handle	1.0		
Company makes the rules - policy against it	.7		
All others	4.1		
Don't know, no answer	3.1		

*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- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(311)	(65)	(107)	(71)	(68)
	<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	.8	-	-	-	4.8
Sea food wholesalers	41.6	29.6	41.3	48.0	51.2
Frozen food distributors	49.3	45.2	49.4	51.0	52.4
All other, grocery stores, supermarkets	11.0	25.2	8.1	2.0	8.3
No answer	.8	-	2.3	-	-

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

Table 34

DISTANCE OF ESTABLISHMENT FROM MAIN SUPPLIEROF FROZEN PROCESSED SEA FOOD

According to Location

	<u>Total**</u>	<u>Out of Central Business District</u>
<u>Total Users of Frozen Processed Sea Food</u>	(311)	(293)
	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	52.0	48.6
10 - 50 miles	44.8	48.0
51 - 100 miles	1.3	1.3
More than 100 miles	.4	.5
Don't know	1.5	1.6

** Includes 18 establishments in the central business district which would be statistically misleading to show separately.

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>	(311)	(241)	(70)	(65)	(107)	(71)	(68)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Every day	8.5	9.7	4.4	-	2.9	7.8	32.1
2 - 4 times per week	23.5	28.7	7.0	8.7	21.5	40.2	27.4
Once a week	45.7	42.9	54.4	48.7	54.6	40.2	29.8
2 - 3 times per month	12.0	11.4	14.0	17.4	13.4	7.8	7.1
Once a month	6.1	4.5	11.4	15.6	4.1	4.0	-
Less than once a month	4.0	2.8	7.9	9.6	2.9	-	3.6
Don't know, no answer	.2	-	.9	-	.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>	(311)	(65)	(107)	(71)	(68)
	<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	5.3	6.1	4.0	4.9	7.1
No, cannot improve services	92.4	88.7	93.6	95.1	91.7
Don't know	1.0	1.7	1.2	-	1.2
No answer	1.3	3.5	1.2	-	-

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>	(311)	(65)	(107)	(71)	(68)
	<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	35.9	71.6	41.6	19.3	1.3
\$250 - 499	15.8	12.5	20.2	15.9	10.7
\$500 - 999	16.5	12.5	15.6	29.6	8.0
\$1,000 - 2,499	13.8	2.3	14.9	19.3	18.7
\$2,500 - 4,999	8.6	1.1	7.1	11.4	17.3
\$5,000 - 9,999	4.0	-	.6	3.4	16.0
\$10,000 - 14,999	1.2	-	-	-	6.7
\$15,000 - 29,999	2.5	-	-	1.1	12.0
\$30,000 - 49,999	1.0	-	-	-	5.3
\$50,000 - 99,999	.7	-	-	-	4.0
\$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>	(311)	(65)	(107)	(71)	(68)
	<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	36.8	23.3	44.4	37.3	39.3
Say meat (unspecified) more profitable than sea food	7.2	6.9	8.8	6.9	4.8
Say beef more profitable than sea food	1.9	-	2.3	2.0	3.6
Say eggs more profitable than sea food	1.3	-	1.8	2.9	-
Say pork more profitable than sea food	.6	2.6	-	-	-
Say all foods the same in profitability	.6	.9	1.2	-	-
Say miscellaneous other foods more profitable than sea food	18.0	17.2	21.1	16.7	14.3
Nonprofit establishments	19.0	33.6	11.1	14.7	20.2
Don't know	16.7	20.7	14.6	20.6	10.7
No answer	5.5	4.3	2.9	5.9	11.9

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

Table 39

DO THE ESTABLISHMENTS KNOW THEY CAN BUY GOVERNMENT
INSPECTED OR GRADED FROZEN PROCESSED SEA FOOD?

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Frozen Processed Sea Food</u>	(311)	(241)	(70)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	80.8	78.8	86.8
No, do not know they can	19.0	20.9	13.2
No answer	.2	.3	-

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>	(248)	(187)	(61)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	95.8	95.4	97.0
No, do not buy	2.9	2.8	3.0
No answer	1.3	1.8	-

Table 41

REASONS ESTABLISHMENTS BUY GOVERNMENT INSPECTED OR GRADED FROZEN PROCESSED SEA FOOD

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Purchasers of Government Inspected or Graded Sea Food</u>	(237)	(178)	(59)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Best quality - use better products, more uniform quality	41.8	46.7	28.1
Only type available - it's all inspected, that's what supplier carries	21.9	22.6	19.8
Government inspected foods are safe - pure, fresh, clean, no germs or disease	16.9	17.0	16.7
Prefer Government inspected - wouldn't buy any other	7.9	6.7	11.5
Company demands that it's bought	4.6	1.1	14.6
More economical	2.2	3.0	-
Public demands it	1.9	2.2	1.0
Easy to handle - easy to serve, ready to cook, portion controlled	1.4	.7	3.1
All others	7.9	8.1	7.3
Don't know, no answer	3.6	4.4	1.0

*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>	Public Eating Places	<u>Institutions</u>
<u>Total Users of Government Inspected Frozen Processed Sea Food</u>	(237)	(178)	(59)
	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{1}{2}$
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	4.6	5.2	3.1
Buy about the same	78.7	78.2	80.2
Buy less	1.4	1.1	2.1
Don't know	11.7	10.7	14.6
No answer	3.6	4.8	-

Table 43

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

	<u>Total</u>
<u>Total Establishments Not Know- ing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(62)
	$\frac{1}{2}$
	<u>100.0</u>
Say they would buy more	4.4
Say they would buy less	-
About the same	53.3
Don't know	35.6
No answer	6.7

Table 44

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

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000 and Over
<u>Total Nonusers of Frozen Processed Sea Food</u>	(286)	(163)	(86)	(37)
	<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>Have served frozen processed sea food before</u>	<u>8.2*</u>	<u>6.0</u>	<u>9.2</u>	<u>17.4</u>
No demand - didn't sell enough, no volume, customers prefer other foods	4.0	2.6	7.5	2.2
Prefer to serve fresh fish	1.5	.9	1.7	4.3
More expensive than other forms of fish	1.0	.9	-	4.3
Lacked flavor - own prepared fish has better flavor	.7	-	-	6.5
Unable to handle preparation - didn't have the help	.7	-	2.5	-
No storage	.7	.9	-	2.2
All others	.5	.9	-	-
<u>Have not served frozen processed sea food before</u>	<u>91.8*</u>	<u>94.0</u>	<u>90.8</u>	<u>82.6</u>
Sell little or no fish - no demand, call for it, not in that business	61.3	66.4	55.0	52.2
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	15.5	10.2	25.0	17.4
No storage facilities - no freezer	12.2	16.2	5.8	8.7
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	2.2	2.1	3.3	-
Too expensive - cheaper to use fresh, prepare ourselves	2.0	3.0	.8	-
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	1.2	.9	2.5	-
Law doesn't allow - don't have license, license costs too much	1.0	1.7	-	-
Don't know, no answer	2.7	2.6	1.7	6.5

*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

	Type of Establishment					Sales Volume			
	Total	Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(228)	(193)	(93)	(83)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, have cold storage facilities	88.7	90.3	95.0	97.4	69.4	78.3	94.2	96.9	98.0
No, do not have cold storage facilities	11.3	9.7	5.0	2.6	30.6	21.7	5.8	3.1	2.0
Average capacity, in cubic feet	51.5	53.4	40.5	88.2	35.6	23.0	39.3	72.9	138.3

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>	(286)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>61.1</u>	<u>38.9</u>
Yes, have cold storage facilities	77.3	43.1	34.2
No, do not have cold storage facilities	22.7	18.0	4.7

DISTRIBUTION OF SAMPLE

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

Table a

TOTAL RECEIPTS FROM MEALS SERVED DURING 1957 OR LAST FISCAL YEAR

According to Type of Establishments

	<u>Total</u>	<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Receipts</u>					
Less than \$10,000	40.1	37.6	44.9	18.4	56.5
\$10,000 - 39,999	33.3	35.4	30.0	31.6	25.9
\$40,000 - 99,999	14.9	16.1	11.7	23.7	8.3
\$100,000 and over	11.7	10.9	13.4	26.3	9.3

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(228)	(193)	(93)	(83)
	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>	<u>‰</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$1,000	2.2	2.3	1.8	-	3.1	5.0	.7	-	-
\$1,000 - 2,499	14.6	15.3	3.5	2.8	27.9	29.7	7.3	2.5	-
\$2,500 - 4,999	22.2	25.2	8.9	16.7	21.7	42.6	13.9	1.6	2.2
\$5,000 - 9,999	19.2	16.7	35.8	13.8	16.5	15.8	35.3	4.3	2.2
\$10,000 - 14,999	12.4	10.1	28.5	16.7	6.1	5.0	24.3	11.9	3.3
\$15,000 - 29,999	12.0	11.2	12.5	16.7	14.5	1.9	16.0	32.2	8.8
\$30,000 - 49,999	8.1	10.0	1.8	13.8	3.1	-	1.8	38.1	16.5
\$50,000 - 99,999	4.5	3.9	5.4	8.3	5.1	-	.7	9.4	25.2
\$100,000 - 249,999	3.4	3.9	1.8	5.6	1.0	-	-	-	29.7
\$250,000 and over	1.4	1.4	-	5.6	1.0	-	-	-	12.1

Table c

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

According to Type of Establishment and Sales Volume

	Type of Establishment					Sales Volume			
	Total	Public Restaurants	Schools, Plants	Hospitals, Welfare Establishments	All Others	Less Than \$10,000	\$10,000- 39,999	\$40,000- 99,999	\$100,000 and Over
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(228)	(193)	(93)	(83)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under 5% for food	.1	-	-	3.2	-	-	-	-	1.1
5 - 14%	1.5	1.2	-	9.7	2.0	2.3	1.5	.9	-
15 - 24%	1.5	1.1	-	6.5	3.9	.7	2.9	1.7	-
25 - 34%	5.4	6.0	2.3	9.7	3.0	7.6	3.6	5.2	3.3
35 - 44%	38.8	37.0	58.2	22.6	37.6	32.3	35.2	46.1	62.3
45 - 54%	43.5	46.5	27.9	38.6	41.6	43.9	52.4	35.7	25.6
55 - 64%	4.6	3.6	7.0	6.5	7.9	6.3	2.6	6.1	3.3
65 - 74%	2.2	2.1	2.3	3.2	2.0	3.3	1.8	.9	1.1
75 - 84%	1.8	2.1	-	-	2.0	3.6	-	1.7	1.1
85 - 94%	.3	.4	-	-	-	-	-	-	2.2
95 - 100%	.3	-	2.3	-	-	-	-	1.7	-

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	<u>597</u>	<u>419</u>	<u>60</u>	<u>38</u>	<u>80</u>	<u>288</u>	<u>193</u>	<u>93</u>	<u>83</u>
<u>Average Number of Main Meals Served</u>									
Midday, weekdays	114	86	225	198	118	42	79	152	411
Sea food meals	13	7	22	69	11	3	7	13	64
Midday, Saturdays and Sundays	61	58	33	136	81	14	32	82	276
Sea food meals	5	3	12	3	6	4	2	6	17
Evening, weekdays	70	70	65	172	33	18	35	92	316
Sea food meals	7	7	5	14	5	1	3	9	36
Evening, Saturdays and Sundays	56	66	11	132	20	9	23	91	264
Sea food meals	5	6	1	2	4	1	1	8	27

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	<u>Type of Establishment</u>					<u>Sales Volume</u>			
	<u>Total</u>	<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(228)	(193)	(93)	(83)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Under \$.25	-	-	-	-	-	-	-	-	-
\$.25 - .49	10.0	4.3	31.7	10.5	17.6	14.5	7.9	3.8	7.8
\$.50 - .74	23.7	23.0	11.7	26.3	39.9	35.3	21.3	8.5	9.8
\$.75 - .99	25.1	31.1	3.3	5.3	23.1	21.7	34.8	23.8	11.8
\$1.00 - 1.49	17.0	23.0	-	2.6	7.4	12.3	21.3	23.8	12.7
\$1.50 - 1.99	6.3	7.2	1.7	13.2	3.7	1.4	5.5	14.7	14.7
\$2.00 - 2.49	3.2	4.4	-	-	.9	.9	1.7	7.7	9.8
\$2.50 - 2.99	1.8	2.1	-	-	2.8	-	1.0	4.6	6.9
\$3.00 - 3.99	1.4	1.8	-	-	.9	-	-	3.8	6.9
\$4.00 - 4.99	.5	.7	-	-	-	-	.3	-	2.9
\$5.00 and over	.8	1.2	-	-	-	-	.7	-	4.9
No answer	1.8	1.2	3.3	2.6	3.7	2.8	1.0	.8	2.0
Nonprofit establishment	8.4	-	48.3	39.5	-	11.1	4.5	8.5	9.8

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
Total establishments	597	288	193	93	83
Average number per establishment	9	2	5	10	46

Table g

SEATING CAPACITY OF ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000-99,999</u>	<u>\$100,000 and Over</u>
Total establishments	597	419	60	38	80	288	193	93	83
Average seating capacity, in seats	82	64	176	183	45	36	58	102	283

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>				<u>Sales Volume</u>			
		<u>Public Restaurants</u>	<u>Schools, Plants</u>	<u>Hospitals, Welfare Establishments</u>	<u>All Others</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000- 99,999</u>	<u>\$100,000 and Over</u>
<u>Total Establishments</u>	(597)	(419)	(60)	(38)	(80)	(228)	(193)	(93)	(83)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Serve on 7 days	36.4	39.3	8.3	92.1	31.5	24.5	29.9	60.0	65.7
Serve on 6 days	35.6	41.6	1.7	2.6	50.9	38.2	43.0	26.2	17.6
Serve on 5 days	27.6	18.4	90.0	5.3	17.6	36.2	27.1	13.8	16.7
Serve on less than 5 days	.3	.5	-	-	-	.8	-	-	-
No answer	.1	.2	-	-	-	.3	-	-	-

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>	(597)	(228)	(193)	(93)	(83)
	<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	75.1	72.7	74.6	63.8	81.4
<u>Establishments with specialty</u>	<u>24.9*</u>	<u>22.3</u>	<u>25.4</u>	<u>36.2</u>	<u>18.6</u>
Mexican, Spanish	6.5	9.1	6.9	2.3	2.0
Steak or chophouse	4.5	1.1	4.1	12.3	6.9
Italian food	3.5	2.6	4.5	5.4	2.0
Chinese food	3.3	3.7	2.4	6.2	1.0
Kosher	2.1	2.0	2.1	2.3	2.0
Barbecue	1.5	.9	3.4	-	-
Sea food	1.3	.9	1.4	3.1	2.9
Chicken specialty	1.1	.3	.3	6.2	-
French food	.1	-	-	-	1.0
All others	1.1	1.7	.7	-	2.0

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

MBL WHOI Library - Serials



5 WHSE 00123

