

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

Omaha, Nebraska

UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE
BUREAU OF COMMERCIAL FISHERIES
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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 Procedures
Circular 67 - Atlanta, Georgia
Circular 68 - Chicago, Illinois
Circular 69 - Cleveland, Ohio
Circular 70 - Denver, Colorado
Circular 71 - Houston, Texas
Circular 72 - Los Angeles, California
Circular 73 - New York, New York
Circular 74 - Omaha, Nebraska
Circular 75 - Portland, Oregon
Circular 76 - Springfield, Massachusetts

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

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OMAHA, NEBRASKA

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Branch of Market Development

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SUMMARY OF FINDINGS

(Omaha)

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

Nine tenths of all the establishments in Omaha said they bought sea food in the previous twelve months. Among buyers of sea food, the great majority said they made purchases of sea food in the frozen processed form.

Forty-eight per cent of all the establishments said they had bought frozen processed fish in November, 1958; 32 per cent said they had bought frozen processed shellfish; and 27 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.

Omaha ranked first among the ten cities of 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)

More than two fifths of the users of frozen processed fish bought haddock fillets during November, 1958. This was the most popular of the frozen processed fish items served in the

area. Haddock fillet was also the leader, in terms of total quantity purchased.

Ocean perch fillet was the second most popular item in the city. Codfish fillets and halibut fillets were bought by many Omaha establishments.

Haddock fillets were bought in large quantities by many establishments in Atlanta, Cleveland, and Springfield; while ocean perch fillets were bought 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 Omaha 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)

Omaha 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 Omaha establishments. The average establishment served 53 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

Baking was also a common method of preparation in Omaha. The average establishment served 33 per cent baked.

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

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

Almost half of the shellfish users in Omaha bought breaded shrimp in November, 1958. Many establishments in Omaha bought raw shrimp, which was the leader in terms of total quantity purchased.

Raw lobster and raw oysters were also popular purchases in Omaha.

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

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

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

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

3. Packaging of Shellfish (Tables 14, 15)

Leading shellfish items were frequently bought in 5 pound packages in Omaha.

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

Frying was the most popular way of preparing shellfish in Omaha. The typical establishment served almost 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)

More than a fourth of all the establishments in Omaha bought portions during November, 1958.

Omaha ranked first among the ten cities, in percentage of establishments buying portions.

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

More than half of the purchasers of portions

said that they were currently buying about the same amount of portions as the year before. A quarter of the purchasers said they were buying more, and 9 per cent said they were buying less.

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

All of the purchasers of portions interviewed in Omaha said they were satisfied with the quality and condition of portions.

About one seventh of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Almost 70 per cent rated the quality as about the same, while 3 per cent considered the quality poorer.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Convenience, ease of preparation	67
Fast, timesaving	51
Size of portions, uniform portions	36
Economy, no waste	15

Only a tenth of the users specified some disadvantage to using portions.

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish. Fewer than 6 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Table 25, 26)

Omaha purchasers tended to buy portions in smaller packages than purchasers in other cities. The average weight of a package of portions for the city was 4.4 pounds.

They also tended to buy individual portions of smaller size. The average weight of an individual portion was 3.8 ounces.

The great majority of the establishments 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 Omaha, with 87 per cent of the establishments serving them this way. The average establishment served 78 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 Omaha, the average establishment served 15 per cent baked.

More than nine tenths of the Omaha establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Only 8 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)

A heavy majority of Omaha establishments said they specified the kind of fish when ordering portions.

Only 5 per cent of the users suggested any new portion items, not now available, which they would like to have.

7. Nonusers of Portions (Table 32)

Establishments which used frozen processed sea food, but not portions, gave a number of reasons for not buying portions: they served other types of fish, the size of the portions was not suitable, they sold comparatively little fish.

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

Establishments in Omaha 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 79 per cent of the establishments, while frozen food distributors accounted for another 14 per cent.

Main suppliers were located less than 10 miles from the establishment, in 90 per cent of the cases. In more than half the cases, deliveries were made once a week.

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

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

More than half of the establishments reporting in Omaha said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The highest figure reported fell between \$30,000 and \$49,999. The median came at \$226.

Three fourths 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)

More than three fourths of the establishments in Omaha 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, 4 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)

A large majority of nonusers in Omaha said they had never bought frozen processed sea food. Many of the establishments said they used little or no fish.

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

	<u>%</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>60</u>
Don't use sea food at all	22
Use sea food, but not frozen processed sea food	38
No cold storage facilities	40

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 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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	90.5	86.8	97.9	83.9	95.8	95.3
<u>Bought frozen processed sea food</u>	<u>73.1</u>	<u>64.8</u>	<u>89.2</u>	<u>60.2</u>	<u>77.8</u>	<u>87.1</u>
Bought frozen processed fish	47.6	36.3	69.9	29.7	44.4	75.3
Bought frozen processed shellfish	31.6	35.7	23.7	21.2	20.8	55.3
Bought portions	27.3	24.2	33.3	25.4	30.6	27.1
No, did not buy sea food	9.5	13.2	2.1	16.1	4.2	4.7

Table 2

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

According to Type of Establishment and Sales Volume

	: <u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments Purchasing Sea Food in Preceding 12 Months</u>	(160)	(69)	(91)	(61)	(46)	(53)
	<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>
Yes, bought frozen processed sea food	80.7	74.7	91.2	71.7	81.2	91.4
No, did not buy frozen sea food	19.3	25.3	8.8	28.3	18.8	8.6

Table 3

FROZEN PROCESSED FISH 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</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Fish</u>	(94)	(52)	(42)		<u>1</u>	<u>1</u>	<u>1</u>
	<u>1</u>	<u>1</u>	<u>1</u>	<u>Ocean Perch</u>			
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	Fillet	31.3	3.1	31.3
				Steaks	.8	1.5	-
				Raw	1.5	-	3.1
<u>Buffalo</u>				<u>Pike</u>			
Cooked and breaded	.8	1.5	-	Raw	3.1	-	6.3
<u>Catfish</u>				<u>Pollock</u>			
Fillet	7.6	4.5	10.9	Fillet	.8	1.5	-
Raw	13.0	-	26.6	<u>Redfish</u>			
<u>Cod</u>				Steaks	.8	-	1.6
Breaded	.8	1.5	-	<u>Salmon</u>			
Fillet	29.8	20.9	39.1	Fillet	2.3	3.0	1.6
Steaks	.8	-	1.6	Steaks	9.9	1.5	18.8
Raw	1.5	-	3.1	Raw	9.2	4.5	14.1
<u>Flounder</u>				<u>Sole</u>			
Fillet	3.1	1.5	4.7	Fillet	3.1	4.5	1.6
Raw	1.5	-	3.1	<u>Trout</u>			
<u>Haddock</u>				Raw	8.4	16.4	-
Breaded	3.1	-	6.3	<u>Whitefish</u>			
Fillet	41.2	31.3	51.6	Fillet	2.3	-	4.7
Steaks	4.6	-	9.4	<u>Whiting</u>			
Pieces	.8	-	1.6	Fillet	3.1	6.0	-
Raw	3.1	3.0	3.1	Steaks	.8	1.5	-
<u>Halibut</u>				Raw	1.5	3.0	-
Fillet	25.2	29.9	20.3	<u>Lake Perch</u>			
Steaks	19.8	6.0	34.4	Fillet	.8	-	1.6
Raw	7.6	-	15.6				

*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>Buffalo</u>				<u>Ocean Perch</u>			
Cooked and breaded	10	(a)	10.0	Fillets	1,849	6.7	45.1
<u>Catfish</u>				Steaks	30	(b)	30.0
Fillets	620	2.3	62.0	Raw	(a)	-	-
Raw	910	3.3	53.5	<u>Pike</u>			
<u>Cod</u>				Raw	172	.6	43.0
Breaded	10	(a)	10.0	<u>Pollock</u>			
Fillets	3,311	12.0	84.9	Fillets	24	(b)	24.0
Steaks	(a)	-	-	<u>Redfish</u>			
Raw	(a)	-	-	Steaks	45	(b)	45.0
<u>Flounder</u>				<u>Salmon</u>			
Fillets	81	(b)	20.2	Fillets	40	(b)	13.3
Raw	(a)	-	-	Steaks	1,214	4.4	93.4
<u>Haddock</u>				Raw	840	3.1	70.0
Breaded	145	.5	36.3	<u>Sole</u>			
Fillets	3,767	13.7	69.8	Fillets	360	1.3	90.0
Steaks	120	(b)	20.0	<u>Trout</u>			
Pieces	60	(b)	60.0	Raw	891	3.2	81.0
Raw	20	(b)	5.0	<u>Whitefish</u>			
<u>Halibut</u>				Fillets	180	.7	60.0
Fillets	1,766	6.4	53.5	<u>Whiting</u>			
Steaks	1,659	6.1	63.8	Fillets	158	.6	39.5
Raw	1,136	4.1	113.6	Steaks	2	(a)	2.0
<u>Lake Perch</u>				Raw	620	2.3	310.0
Fillets	40	(b)	40.0				

(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 Catfish</u>	<u>100.0</u>	<u>Total Purchases of Halibut</u>	<u>100.0</u>
Prefer more preparation of catfish	-	Prefer more preparation of halibut	2.9
Prefer less preparation of catfish	-	Prefer less preparation of halibut	-
Prefer preparation as it is	92.6	Prefer preparation as it is	87.0
No answer	7.4	No answer	10.1
<u>Total Purchases of Cod</u>	<u>100.0</u>	<u>Total Purchases of Ocean Perch</u>	<u>100.0</u>
Prefer more preparation of cod	2.3	Prefer more preparation of ocean perch	4.5
Prefer less preparation of cod	-	Prefer less preparation of ocean perch	2.3
Prefer preparation as it is	90.7	Prefer preparation as it is	86.4
No answer	7.0	No answer	6.8
<u>Total Purchases of Haddock</u>	<u>100.0</u>	<u>Total Purchases of Salmon</u>	<u>100.0</u>
Prefer more preparation of haddock	4.3	Prefer more preparation of salmon	-
Prefer less preparation of haddock	1.4	Prefer less preparation of salmon	-
Prefer preparation as it is	95.6	Prefer preparation as it is	82.1
No answer	8.7	No answer	17.8

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	Total
<u>Total Users of Frozen Processed Fish, November, 1958</u>	<u>(94)</u>
	<u>100.0</u>
Satisfied	92.4
Dissatisfied	7.6

Table 7

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

	<u>Total</u>		
	<u>%</u>		
Total Purchasers of Cod Fillets	<u>100.0</u>		
1 pound packages	12.8		<u>Total</u>
2 pound packages	10.3		
3 pound packages	2.6		<u>%</u>
5 pound packages	71.7		
8 pound packages	2.6		
		Total Purchasers of <u>Halibut Fillets</u>	<u>100.0</u>
Average number of servings per pound	3.4	1 pound packages	21.3
		2 pound packages	3.0
		3 pound packages	3.0
		5 pound packages	57.6
		6 pound packages	3.0
Total Purchasers of <u>Haddock Fillets</u>	<u>100.0</u>	10 pound packages	3.0
1 pound packages	12.8	40 pound packages	3.0
2 pound packages	1.9	45 pound packages	6.1
3 pound packages	1.9		
5 pound packages	68.5	Average number of servings per pound	3.7
6 pound packages	1.9		
10 pound packages	11.1		
45 pound packages	1.9		
Average number of servings per pound	3.1		

(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>%</u>		<u>%</u>
<u>Total Purchasers of Halibut Steaks</u>	<u>100.0</u>	<u>Total Purchasers of Ocean Perch Fillets</u>	<u>100.0</u>
Packages less than 1 pound	3.9	1 pound packages	22.0
5 pound packages	30.7	2 pound packages	2.4
10 pound packages	30.7	5 pound packages	63.4
12 pound packages	11.5	10 pound packages	4.9
15 pound packages	3.9	15 pound packages	7.3
No answer	19.3		
Average number of servings per pound	2.7	Average number of servings per pound	3.2

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

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

The percentages in the body of the table are based on the number of establishments which bought one species of fish, preprepared 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>	(94)
	<u>1</u>
	<u>100.0</u>
Satisfied	96.2
Dissatisfied	3.8

Table 9

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Fish</u>	(94)	(28)	(24)	(42)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Establishments Serving Fried</u>				
None fried	27.5	25.7	34.4	25.0
1 - 14%	1.5	-	-	3.1
15 - 34%	6.9	2.9	-	12.5
35 - 64%	16.8	8.6	3.1	28.1
65 - 84%	4.6	-	-	9.4
Over 84%	42.7	62.8	62.5	21.9
Average percentage served	53.1	63.1	59.4	44.4
<u>Establishments Serving Broiled</u>				
None broiled	78.6	94.3	100.0	59.3
1 - 14%	6.1	5.7	-	9.4
15 - 34%	6.1	-	-	12.5
35 - 64%	6.9	-	-	14.1
65 - 84%	-	-	-	-
Over 84%	2.3	-	-	4.7
Average percentage served	7.5	.4	-	15.1
<u>Establishments Serving Baked</u>				
None baked	45.8	62.8	59.4	29.6
1 - 14%	5.3	-	3.1	9.4
15 - 34%	9.2	-	-	18.8
35 - 64%	13.0	8.6	3.1	20.3
65 - 84%	2.3	2.9	-	3.1
Over 84%	24.4	25.7	34.4	18.8
Average percentage served	33.4	30.2	33.6	35.0
<u>Establishments Serving in Other Ways</u>				
None in other ways	96.1	97.1	100.0	93.7
1 - 14%	.8	2.9	-	-
15 - 34%	-	-	-	-
35 - 64%	-	-	-	-
65 - 84%	2.3	-	-	4.7
Over 85%	.8	-	-	1.6
Average percentage served	2.5	.4	-	4.9

Table 10

FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 -

HOW PROCESSED BEFORE PURCHASE

	Total
<u>Total Users of Frozen Processed Shellfish</u>	(50)
	<u>%</u>
	<u>100.0*</u>
<u>Crabs</u>	
Cooked	3.4
Raw; whole	6.9
<u>Lobster</u>	
Cleaned and deheaded tails	9.2
Raw; whole, clean	27.6
<u>Oysters</u>	
Raw; clean	19.5
<u>Scallops</u>	
Breaded	10.3
Raw; clean, shelled	17.2
<u>Shrimp</u>	
Breaded	47.1
Deheaded, raw in shell	2.3
Raw; clean, deheaded, shelled and deveined	37.9

*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>Crabs</u>			
Cooked	(a)	-	-
Raw; whole	180	.7	30.0
<u>Lobster</u>			
Cleaned and deheaded tails	560	2.0	70.0
Raw; whole, clean	3,197	11.6	133.2
<u>Oysters</u>			
Raw; clean	770	2.8	45.3
<u>Scallops</u>			
Breaded	536	1.9	59.6
Raw; clean, shelled	798	2.9	53.2
<u>Shrimp</u>			
Breaded	2,075	7.5	50.6
Deheaded, raw in shell	1,500	5.5	750.0
Raw; clean, deheaded, shelled and deveined	8,481	30.8	257.0

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

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users <u>(1)</u>		Total Users <u>(1)</u>
	<u>2</u>		
<u>Total Purchases of Lobster</u>	<u>100.0</u>		
Prefer more prepreparation of lobster	-		<u>2</u>
Prefer less prepreparation of lobster	-		
Prefer prepreparation as it is	90.6	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
No answer	9.4	Prefer more prepreparation of shrimp	1.3
		Prefer less prepreparation of shrimp	-
<u>Total Purchases of Scallops</u>	<u>100.0</u>	Prefer prepreparation as it is	94.8
Prefer more prepreparation of scallops	-	No answer	3.9
Prefer less prepreparation of scallops	-		
Prefer prepreparation as it is	87.5		
No answer	12.5		

(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>
Total Users of Frozen Processed Shellfish, November, 1958	(50)
	<u>2</u>
	100.0
Satisfied	96.7
Dissatisfied	3.3

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>Total Purchasers of</u>		<u>Total Purchasers of Shrimp - Raw</u>
	<u>Lobster - Raw</u>		<u>100.0</u>
Packages less than 1 pound	12.5	Packages less than 1 pound	3.0
5 pound packages	16.7	1 pound packages	3.0
25 pound packages	37.5	2 pound packages	12.1
30 pound packages	12.5	3 pound packages	9.1
32 pound packages	12.5	5 pound packages	60.7
No answer	8.3	50 pound packages and over	12.1
Average number of servings per pound	1.4	Average number of servings per pound	2.8
	<u>Total Purchasers of</u>		
	<u>Shrimp - Breaded</u>		<u>100.0</u>
Packages less than 1 pound	19.5		
2 pound packages	19.5		
3 pound packages	26.8		
4 pound packages	4.9		
5 pound packages	29.3		
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 shellfish, prepared in one manner.

Table 15

<u>SATISFACTION AND DISSATISFACTION</u>	
<u>WITH TYPES AND SIZES OF FROZEN</u>	
<u>PROCESSED SHELLFISH PACKAGES</u>	
	<u>Total</u>
Total Users of Frozen Processed Shellfish	(50)
	<u>2</u>
	100.0
Satisfied	95.5
Dissatisfied	3.4
Don't know	1.1

Table 16

<u>PERCENTAGE OF FROZEN PROCESSED SHELLFISH SERVED FRIED, BROILED, BAKED, AND IN OTHER WAYS</u>				
	<u>Total Users of Frozen Processed Shellfish</u>	<u>Total</u> (50)		<u>Total</u> (50)
		<u>2</u>		<u>2</u>
		100.0		100.0
	<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
	None fried	10.3	None baked	88.6
	1 - 14%	-	1 - 14%	4.6
	15 - 34%	9.2	15 - 34%	4.6
	35 - 64%	23.0	35 - 64%	1.1
	65 - 84%	13.8	65 - 84%	-
	Over 84%	43.7	Over 84%	1.1
	Average percentage served	64.1	Average percentage served	3.1
	<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
	None broiled	72.5	None in other ways	63.3
	1 - 14%	1.1	1 - 14%	5.7
	15 - 34%	11.5	15 - 34%	9.2
	35 - 64%	14.9	35 - 64%	6.9
	65 - 84%	-	65 - 84%	-
	Over 84%	-	Over 84%	14.9
	Average percentage served	10.3	Average percentage served	19.8

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

Table 17

TYPES OF PORTIONS BOUGHT
IN NOVEMBER, 1958

	<u>Total</u>
<u>Total Users of Portions</u>	(51)
	<u>1</u>
	<u>100.0*</u>
Cooked - breaded	20.3
Cooked - plain	1.3
Uncooked - breaded	62.0
Uncooked - plain	24.3

Table 18

QUANTITY OF PORTIONS BOUGHT IN NOVEMBER, 1958

	<u>Total Pounds</u>	<u>Average Number of Pounds</u>	
		<u>All Establishments</u>	<u>User Establishments</u>
Cooked - breaded	1,944	7.1	129.6
Cooked - plain	(a)	-	-
Uncooked - breaded	6,417	23.3	139.5
Uncooked - plain	880	3.2	48.9

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

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

Table 19

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

	<u>Total</u>
<u>Total Users of Portions</u>	(51)
	<u>1</u>
	<u>100.0</u>
Use more now	25.4
Use about the same	52.0
Use less now	9.3
Don't know	13.3

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>	(55)
	<u>1</u>
	<u>100.0</u>
Satisfied	100.0
Dissatisfied	-

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>	(51)
	<u>%</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>14.7*</u>
Quality	6.7
Taste better - tasty, like the flavor	2.7
Customers order, seem to like them - more demand	1.3
Fresher	1.3
Attractive - eye appealing	1.3
All others	4.0
<u>Portions poorer</u>	<u>2.7*</u>
Dry - dry out when cooked, not flexible	2.7
Not as tasty - poor flavor, flat	1.3
About the same	69.3
Don't know	13.3

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(51)
	<u>%</u>
	<u>100.0*</u>
Convenience, ease of preparation - save labor, already prepared	66.7
Fast, timesaving - quicker to serve, prepare	50.7
Size of portions - uniform, controlled servings, the right size serving	36.0
Economical - no waste	14.7
Can control food cost better - know profit	6.7
No spoilage	4.0
No bones	1.3
Attractive, eye appealing	1.3
Customers like them	1.3
All others	1.3
No advantages	1.3

*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>	(51)
	<u>%</u>
	<u>100.0*</u>
Not economical - more expensive to buy	5.3
Lack flavor - not as tasty, sometimes dry	1.3
Portions wrong size - too small	1.3
Not enough demand - customers do not order	1.3
All others	1.3
No disadvantages	90.7

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(51)
	<u>%</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>28.0*</u>
Uniform controlled servings - always the same amount	18.7
No bones - safer for children	6.7
Attractive - eye appealing	5.3
Customers order - seem to like them	4.0
Taste better - like flavor	2.7
All others	6.7
<u>Think customers like portions less</u>	<u>5.3</u>
Lack flavor - not as tasty	1.3
Look artificial - not real	1.3
All others	2.7
Think customers like portions about the same	60.0
Don't know	6.7

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

Table 25

AVERAGE WEIGHT OF PORTIONS AND AVERAGE NUMBER
OF SERVINGS PER PACKAGE

Total users of portions, November, 1958	51
Average weight of package of portions, in pounds	4.4
Average number of servings per package	18.2
Average weight of individual servings, in ounces	3.9
Average weight of individual portions, in ounces	3.8

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>	(51)
	<u>2</u>
	<u>100.0</u>
Satisfied	86.7
Dissatisfied	10.7
Don't know, no answer	2.6

Table 27

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

	<u>Total</u>		<u>Total</u>
<u>Total Users of Portions</u>	(51)	<u>Total Users of Portions</u>	(51)
	<u>%</u>		<u>%</u>
	100.0		100.0
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	13.4	None baked	80.0
1 - 14%	-	1 - 14%	1.3
15 - 34%	-	15 - 34%	-
35 - 64%	5.3	35 - 64%	5.3
65 - 84%	1.3	65 - 84%	-
Over 84%	80.0	Over 84%	13.4
Average percentage served	77.6	Average percentage served	15.1
 <u>Establishments Serving Broiled</u>		 <u>Establishments Serving in Other Ways</u>	
None broiled	100.0	None in other ways	100.0
1 - 14%	-	1 - 14%	-
15 - 34%	-	15 - 34%	-
35 - 64%	-	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	-	Over 84%	-
Average percentage served	-	Average percentage served	-

Table 28

DO ESTABLISHMENTS COOK PORTIONSWHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(51)
	$\frac{1}{2}$
	<u>100.0</u>
Yes, cook while frozen	92.0
No, do not cook while frozen	8.0

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>	(51)
	$\frac{1}{2}$
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>8.0</u>
Price includes processing and packaging - prepreparation would tend to raise cost	5.3
Cost is more for amount of serving	2.7
<u>Portions less expensive</u>	<u>50.7*</u>
Less or no waste	30.7
Time saving	16.0
Uniform controlled servings	9.3
Cut cost of preparation	8.0
Labor saving - requires no preparation	5.3
No spoilage - can keep in freezer, can keep until ready to use	2.7
Goes further - more servings from package	2.7
Can control food costs better - know your profit	1.3
All others	4.0
About the same	30.7
Don't know	10.6

*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?

	<u>Total</u>
<u>Total Users of Portions</u>	(51)
	$\frac{1}{2}$
	<u>100.0</u>
Specify kind of fish	86.7
Do not specify kind of fish	13.3

Table 31

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

	<u>Total</u>
<u>Total Users of Frozen</u> <u>Processed Sea Food</u>	(134)
	$\frac{1}{2}$
	<u>100.0</u>
Yes, would like other items	5.0
No, would not like other items	91.5
Don't know	3.0
No answer	.5

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>	<u>WAS PRICE A REASON ESTABLISHMENTS</u>	
<u>Total Establishments That Did Not Use Portions</u>	(83)	<u>DID NOT BUY PORTIONS?</u>	
	<u>100.0*</u>		
Serve other types - perch, shrimp, halibut, etc., other types more popular	29.4		<u>Total</u>
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	26.2	Total Nonusers Who Did Not Volunteer	
Sell, serve little or no fish - no demand, calls for it	25.4	<u>Price as a Reason</u>	(73)
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	9.5		<u>100.0</u>
No particular reason - just didn't	8.7		
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	6.3	Yes, price was a reason	7.9
Use fresh fish - prefer fresh fish	.8	No, price was not a reason	91.2
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	.8	No answer	.9
Quality not as good - doesn't meet our quality standards, can't tell what is in it	.8		
Company makes the rules - policy against it	.8		
Just opened the restaurant - don't know what we will handle	.8		
Don't know, no answer	.8		

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

Table 33

TYPES OF SUPPLIER PROVIDING FROZEN PROCESSED SEA FOOD TO ESTABLISHMENTS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(46)	(39)	(49)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	1.0	1.4	-	1.4
Sea food wholesalers	79.6	70.4	83.9	85.1
Frozen food distributors	14.4	15.5	10.7	16.2
All other, grocery stores, supermarkets	7.5	14.1	5.4	2.7
No answer	.5	-	-	1.4

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

Table 34

DISTANCE OF ESTABLISHMENT FROM MAIN SUPPLIER OF FROZEN PROCESSED SEA FOOD

According to Location

	<u>Total</u>	<u>Out of Central Business District</u>	<u>In Central Business District</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(103)	(31)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	89.6	84.9	100.0
10 - 50 miles	9.9	14.4	-
51 - 100 miles	-	-	-
More than 100 miles	-	-	-
No answer	.5	.7	-

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(51)	(83)	(46)	(39)	(49)
	<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>
Every day	9.0	15.3	-	2.8	1.8	20.3
2 - 4 times per week	14.4	21.2	4.8	7.1	10.7	24.3
Once a week	56.2	50.8	63.9	69.0	55.4	44.6
2 - 3 times per month	11.9	6.8	19.3	15.5	17.9	4.1
Once a month	5.5	3.4	8.4	5.6	5.3	5.4
Less than once a month	3.0	2.5	3.6	-	8.9	1.3

Table 36

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(46)	(39)	(49)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	1.0	.4	-	1.4
No, cannot improve services	97.0	97.2	94.6	98.6
Don't know	2.0	1.4	5.4	-

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(46)	(39)	(49)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$250	55.0	81.4	69.0	17.0
\$250 - 499	7.4	5.6	7.1	9.4
\$500 - 999	6.7	-	4.8	15.1
\$1,000 - 2,499	10.1	7.4	4.8	17.0
\$2,500 - 4,999	3.4	-	-	9.4
\$5,000 - 9,999	12.7	5.6	14.3	18.9
\$10,000 - 14,999	.7	-	-	1.9
\$15,000 - 29,999	2.7	-	-	7.5
\$30,000 - 49,999	1.3	-	-	3.8
\$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 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(134)	(46)	(39)	(49)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Say sea food more profitable than other high protein foods	34.3	29.7	28.6	43.2
Say all foods the same in profitability	5.5	-	5.4	10.8
Say meat (unspecified) more profitable than sea food	3.0	7.0	1.8	-
Say pork more profitable than sea food	1.5	-	-	4.1
Say beef more profitable than sea food	1.0	-	-	2.7
Say miscellaneous other foods more profitable than sea food	.5	-	-	1.4
Nonprofit establishments	36.3	38.0	39.2	32.4
Don't know	15.9	22.5	25.0	2.7
No answer	2.0	2.8	-	2.7

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>	(134)	(51)	(83)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	77.1	74.6	80.7
No, do not know they can	22.9	25.4	19.3

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>	(105)	(38)	(67)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	94.8	96.6	92.5
No, do not buy	3.9	3.4	4.5
No answer	1.3	-	3.0

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>	(99)	(37)	(62)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Best quality - use better products, more uniform quality	46.3	29.4	69.4
Government inspected foods are safe - pure, fresh, clean, no germs or disease	41.5	31.8	54.8
Only type available - it's all inspected, that's what supplier carries	27.2	37.6	12.9
Government/law requires it	2.7	2.4	3.2
All others	.7	-	1.6
Don't know, no answer	2.0	3.5	-

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

Table 42

HAS GOVERNMENT INSPECTION AFFECTED THE AMOUNT OF FROZEN
PROCESSED SEA FOOD BOUGHT BY THE ESTABLISHMENT?

According to Type of Establishment

<u>Total Users of Government Inspected Frozen Processed Sea Food</u>	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
	(99)	(37)	(62)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	4.1	7.1	-
Buy about the same	91.1	89.4	93.6
Buy less	-	-	-
Don't know	4.1	3.5	4.8
No answer	.7	-	1.6

Table 43

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

	<u>Total</u>
Total Establishments Not Know- ing Government Inspected or Graded Frozen Processed Sea Food Was Available	(29)
	<u>100.0</u>
Say they would buy more	2.2
Say they would buy less	-
About the same	67.4
Don't know	21.7
No answer	8.7

Table 44

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

	<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>Total</u>
		(40)
		<u>100.0</u>
<u>Have served frozen processed sea food before</u>		<u>21.6*</u>
No demand - didn't sell enough, no volume, customers prefer other foods		20.3
Unable to handle preparation - didn't have the help		4.1
All others		1.4
<u>Have not served frozen processed sea food before</u>		<u>78.4*</u>
Sell little or no fish - no demand, call for it, not in that business		48.6
Unable to handle preparation - no equipment, not enough room, no time, would need extra help		17.6
Use fresh fish - prefer to serve fresh fish, fresh fish available all year		6.8
No storage facilities - no freezer		5.4
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long		4.1

*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 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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	77.5	79.7	73.1	72.0	80.6	82.4
No, do not have cold storage facilities	22.5	20.3	26.9	28.0	19.4	17.6
Average capacity, in cubic feet	74.3	71.5	80.7	16.8	38.4	179.1

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>	(40)		
	<u>4</u>	<u>4</u>	<u>4</u>
	<u>100.0</u>	<u>35.1</u>	<u>64.9</u>
Yes, have cold storage facilities	59.5	21.6	37.9
No, do not have cold storage facilities	40.5	13.5	27.0

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>	(174)	(81)	(93)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Total Receipts</u>			
Less than \$10,000	42.9	47.8	33.3
\$10,000 - 39,999	26.2	22.5	33.3
\$40,000 - 99,999	8.4	6.6	11.8
\$100,000 and over	22.5	23.1	21.6

Table b

AMOUNT ESTABLISHMENTS SPEND FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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>
Spent under \$1,000	6.0	8.7	1.5	13.9	-	-
\$1,000 - 2,499	10.1	10.7	9.2	20.8	2.4	1.8
\$2,500 - 4,999	14.3	15.5	12.3	31.9	2.4	-
\$5,000 - 9,999	11.3	9.7	13.8	18.1	12.2	1.8
\$10,000 - 14,999	12.5	11.7	13.8	8.3	29.3	5.5
\$15,000 - 29,999	19.5	18.5	21.6	5.6	39.1	23.6
\$30,000 - 49,999	5.4	1.9	10.8	1.4	7.3	9.1
\$50,000 - 99,999	11.9	12.6	10.8	-	2.4	34.5
\$100,000 - 249,999	6.0	7.8	3.1	-	-	18.2
\$250,000 and over	3.0	2.9	3.1	-	4.9	5.5

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 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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>
Spent under 5% for food	1.9	-	5.3	1.5	-	4.0
5 - 14%	7.5	5.9	10.5	11.9	2.4	6.0
15 - 24%	4.4	2.0	8.8	7.5	2.4	2.0
25 - 34%	12.0	8.8	17.5	14.9	4.8	14.0
35 - 44%	18.9	21.6	14.0	4.5	30.9	28.0
45 - 54%	30.2	33.3	24.6	22.4	28.6	42.0
55 - 64%	11.3	14.7	5.3	13.4	21.4	-
65 - 74%	3.8	2.0	7.0	6.0	2.4	2.0
75 - 84%	7.5	8.8	5.3	11.9	7.1	2.0
85 - 94%	1.9	2.9	-	4.5	-	-
95 - 100%	.6	-	1.7	1.5	-	-

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 and Over</u>
<u>Total Establishments</u>	<u>174</u>	<u>81</u>	<u>93</u>	<u>69</u>	<u>49</u>	<u>56</u>
<u>Average Number of Main Meals Served</u>						
Midday, weekdays	158	133	206	58	117	338
Sea food meals	29	28	32	6	16	75
Midday, Saturdays and Sundays	87	100	64	25	36	222
Sea food meals	14	21	**	1	**	46
Evening, weekdays	87	96	70	18	29	238
Sea food meals	14	14	12	2	4	39
Evening, Saturdays and Sundays	79	89	61	17	20	222
Sea food meals	9	13	1	**	1	28

** Less than one half meal.

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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>
Under \$.25	.7	1.1	-	1.7	-	-
\$.25 - .49	11.3	8.2	17.2	13.6	13.9	5.9
\$.50 - .74	26.0	31.5	15.1	34.8	34.8	5.9
\$.75 - .99	18.5	27.5	1.1	20.3	20.8	14.1
\$1.00 - 1.49	8.7	12.6	1.1	5.1	8.3	14.1
\$1.50 - 1.99	.7	1.1	-	1.7	-	-
\$2.00 - 2.49	4.0	6.0	-	-	-	12.9
\$2.50 - 2.99	.7	1.1	-	-	-	2.4
\$3.00 - 3.99	-	-	-	-	-	-
\$4.00 - 4.99	-	-	-	-	-	-
\$5.00 and over	-	-	-	-	-	-
No answer	7.6	9.3	4.3	4.2	2.8	16.5
Nonprofit establishment	21.8	1.6	61.2	18.6	19.4	28.2

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
Total establishments	174	69	49	56
Average number per establishment	11	2	4	29

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 Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
Total establishments	174	81	93	69	49	56
Average seating capacity, in seats	143	119	190	54	102	315

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(174)	(81)	(93)	(69)	(49)	(56)
	<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	44.4	37.9	57.0	41.5	29.2	61.2
Serve on 6 days	34.5	50.5	3.2	39.0	37.5	25.9
Serve on 5 days	19.6	9.9	38.7	18.7	33.3	9.4
Serve on less than 5 days	1.1	1.1	1.1	.8	-	2.3
No answer	.4	.6	-	-	-	1.2

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 and Over</u>
<u>Total Establishments</u>	(174)	(69)	(49)	(56)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Establishments with no specialty	91.3	89.0	100.0	87.1
<u>Establishments with specialty</u>	<u>8.7</u>	<u>11.0</u>	-	<u>12.9</u>
Steak or chophouse	2.5	1.7	-	5.9
Chicken specialty	2.2	2.6	-	3.5
Barbecue	1.8	4.2	-	-
Mexican, Spanish	.7	1.7	-	-
Italian food	1.1	-	-	3.5
Health food	.4	.8	-	-

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