

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

Springfield, Massachusetts

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.

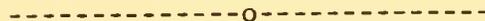
This study was conducted in ten selected cities by Crossley, S-D Surveys, Inc., of New York City in order to obtain information which could be used by the fishing industry to increase consumer demand for fishery products. The data obtained for each city as a result of this survey, together with an explanation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



SPRINGFIELD, MASSACHUSETTS

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

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SUMMARY OF FINDINGS

(Springfield)

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

All but 5 per cent of the establishments in Springfield said they bought sea food in the previous twelve months. Among buyers of sea food, somewhat more than half said they made purchases of sea food in the frozen processed form.

Twenty per cent of all the establishments said they had bought frozen processed fish in November, 1958; 33 per cent said they had bought frozen processed shellfish; and 25 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.

Springfield ranked seventh 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)

Almost half of the users of frozen processed fish bought haddock fillets during November, 1958. This was also the leading item in Springfield, in terms of total quantity purchased.

Swordfish steaks and halibut steaks were bought by many establishments in Springfield.

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

A great majority of Springfield 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)

Data on packaging of fish in Springfield are limited. Haddock fillets, the most popular purchases, were most often bought in five pound packages.

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

Frying was the most popular method of preparing fish among Springfield establishments. The average establishment served 42 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

Broiling and to a lesser extent baking were also common methods of preparation in Springfield. The average establishment served 38 per cent broiled and 15 per cent baked.

C. Frozen Processed Shellfish - Purchases, Attitudes and Practices

1. Purchases: Species and Type of Pre-preparation (Tables 10, 11)

Almost one third of the users of shellfish in Springfield bought frozen raw lobster in November, 1958. A large number of establishments bought raw shrimp, and raw scallops were also widely purchased. These three items were also leaders, in terms of total quantities purchased.

Frozen raw lobster was frequently bought in Atlanta and Omaha. Frozen raw shrimp and breaded shrimp were leading shellfish items in all cities of the survey.

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

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

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

3. Packaging of Shellfish (Tables 14, 15)

Data on shellfish packaging in Springfield are limited. Frozen raw shrimp was most often bought in 5 pound packages, while frozen raw lobster was purchased in smaller packages.

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

Frying was the most popular way of preparing shellfish in Springfield. The typical establishment served 59 per cent of its shellfish fried.

As with fish, frying was the leading method of preparing shellfish in all ten cities of the study.

D. Portion Controlled Sea Food - Purchases, Attitudes and Practices

1. Purchases - Type of Prepreparation (Tables 1, 17, 18, 19)

One fourth of all the establishments in Springfield bought portions during November, 1958.

Springfield ranked third among ten cities, in percentage of establishments buying portions.

In Springfield, portions were most widely bought, cooked and breaded; and the quantity purchased was greater than that of any other type of prepreparation.

More than half of the Springfield purchasers said they were currently buying more portions than the year before. Thirty-three per cent said they were buying about the same amount, while 7 per cent said they were buying less.

This trend towards an increasing use of portions was not so strong in most of the other ten cities. The trend was also notable in Denver.

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

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

Four per cent of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Another

4 per cent considered the quality poorer, while the great majority rated the quality as about the same.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Convenience, ease of preparation	73
Size of portions, uniform portions	64
Fast, timesaving	24

Many purchasers in the Springfield schools specified one disadvantage to portions, that they did not contain the correct proportion of protein.

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish. Fewer than 2 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Springfield 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 5.0 pounds.

However, they tended to buy individual portions of smaller size. The average weight of an individual portion was 2.3 ounces.

Almost all establishments, in Springfield 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)

Baking was the most widely used method of preparing and serving portions in Springfield. The average establishment served 50 per cent of its portions baked.

Frying was the leading method in all other cities of the study. In Springfield, the average establishment served 37 per cent of its portions fried.

Five sixths of the Springfield establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Over half of the establishments using portions said they were more expensive than other forms of frozen processed fish. Twenty-two per cent of the users considered them less expensive.

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

Three fifths of the Springfield establishments said they specified the kind of fish when ordering portions.

Only 1 per cent of the users suggested any new portion items, not now available, which they would like to have.

7. Nonusers of Portions (Table 32)

Establishments which used frozen processed sea food, but not portions, gave a number of reasons for not

buying portions: they used fresh fish, they served other types of fish, they sold comparatively little fish.

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

Three fourths of the establishments in Springfield were aware that they could buy frozen processed sea food, which had been inspected or graded by the United States Government.

Most of those who were unaware said they would buy about the same amount of sea food, if Government inspected sea food were available.

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

H. Nonusers of Frozen Processed Sea Food: Cold Storage Facilities as a Factor
(Tables 43, 44, 45)

Most nonusers in Springfield said they had never bought frozen processed sea food. About a third said they used fresh fish, while another third said they used little or no fish.

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

	<u>100</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>69</u>
Don't use sea food at all	6
Use sea food, but not frozen processed sea food	63
<u>No cold storage facilities</u>	<u>31</u>

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

Establishments in Springfield 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 52 per cent of the establishments, while frozen food distributors accounted for another 45 per cent.

Main suppliers were located less than 10 miles from the establishment, in 72 per cent of the cases. In 7 per cent of the cases, the suppliers were between 10 and 50 miles from the establishment, while in 17 per cent of the cases, the suppliers were between 51 and 100 miles away.

In almost three quarters of the cases, deliveries were made once a week.

One fourth of the purchasers said they could think of ways in which suppliers could improve their services.

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

Almost half of the establishments reporting in Springfield said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The highest figure reported fell between \$5,000 and \$9,999. Other establishments were between these two extremes, with the median coming at \$280.

One third of the profit-making establishments which expressed an opinion considered frozen processed sea food more profitable than other high protein foods.

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>	(196)	(143)	(53)	(72)	(73)	(51)
	<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 sea food	95.0	94.0	98.1	88.0	98.8	100.0
<u>Bought frozen processed sea food</u>	<u>52.5</u>	<u>45.8</u>	<u>73.6</u>	<u>43.4</u>	<u>53.8</u>	<u>63.8</u>
Bought frozen processed fish	20.4	22.6	13.2	10.8	16.3	39.7
Bought frozen processed shellfish	32.6	37.5	17.0	22.9	27.5	53.4
Bought portions	24.9	13.1	62.3	24.1	30.0	19.0
No, did not buy sea food	5.0	6.0	1.9	12.0	1.2	-

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>	(186)	(134)	(52)	(63)	(72)	(51)
	<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	55.2	48.7	75.0	49.3	54.4	63.8
No, did not buy frozen sea food	44.8	51.3	25.0	50.7	45.6	36.2

Table 3

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

	<u>Total</u>		<u>Total</u>
<u>Total Users of Frozen Processed Fish</u>	(40)		<u>2</u>
	<u>2</u>		
	<u>100.0*</u>		
<u>Cod</u>		<u>Halibut</u>	
Fillets	11.1	Fillets	6.7
Shredded	2.2	Steaks	20.0
Raw	2.2	Raw	2.2
<u>Fish Cakes</u>		<u>Mackerel</u>	
Breaded	4.4	Fillets	4.4
<u>Flounder</u>		<u>Ocean Perch</u>	
Fillets	6.7	Fillets	6.7
<u>Haddock</u>		<u>Salmon</u>	
Cooked	2.2	Steaks	4.4
Breaded	8.9	Raw	2.2
Fillets	46.7	<u>Sole</u>	
Steaks	4.4	Fillets	6.7
Cooked and breaded	2.2	<u>Swordfish</u>	
Breaded fillets	2.2	Fillets	6.7
Raw	2.2	Steaks	33.3
		Raw	17.8
		<u>Trout</u>	
		Raw	2.2

*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>Cod</u>							
Fillets	750	3.4	150.0				
Shredded	40	(b)	40.0	<u>Mackerel</u>			
Raw	60	(b)	60.0	Fillets	200	.9	100.0
<u>Fish Cakes</u>				<u>Ocean Perch</u>			
Breaded	42	(b)	21.0	Fillets	230	1.0	76.6
<u>Flounder</u>				<u>Salmon</u>			
Fillets	24	(b)	8.0	Steaks	60	(b)	30.0
<u>Haddock</u>				Raw	(a)	-	-
Cooked	45	(b)	45.0	<u>Sole</u>			
Breaded	101	.5	25.3	Fillets	174	.8	58.0
Fillets	3,135	14.2	149.3	<u>Swordfish</u>			
Steaks	200	.9	100.0	Fillets	300	1.4	100.0
Cooked and breaded	48	(b)	48.0	Steaks	1,137	5.1	75.8
Breaded fillets	150	.7	150.0	Raw	360	1.6	45.0
Raw	60	(b)	60.0	<u>Trout</u>			
<u>Halibut</u>				Raw	32	(b)	32.0
Fillets	(a)	-	-				
Steaks	680	3.1	75.5				
Raw	(a)	-	-				

(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 <u>(1)</u>		Total Users <u>(1)</u>
	<u>2</u>		<u>2</u>
<u>Total Purchases of Haddock</u>	<u>100.0</u>	<u>Total Purchases of Swordfish</u>	<u>100.0</u>
Prefer more prepreparation of haddock	-	Prefer more prepreparation of swordfish	-
Prefer less prepreparation of haddock	-	Prefer less prepreparation of swordfish	-
Prefer prepreparation as it is	93.5	Prefer prepreparation as it is	100.0
No answer	6.5		

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	<u>Total</u>
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(40)
	<u>2</u>
	<u>100.0</u>
Satisfied	91.2
Dissatisfied	-
Don't know	4.4
No answer	4.4

Table 7

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

	<u>Total</u>
	<u>2</u>
<u>Total Purchasers of Haddock Fillets</u>	<u>100.0</u>
Packages less than 1 pound	4.8
1 pound packages	4.8
2 pound packages	4.8
3 pound packages	4.8
5 pound packages	52.3
10 pound packages	14.2
20 pound packages	4.8
No answer	9.5

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

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

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

Table 8

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

	<u>Total</u>
Total Users of Frozen Processed Fish, November, 1958	(40)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	91.2
Dissatisfied	-
Don't know	4.4
No answer	4.4

Table 9

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

	<u>Total</u>		<u>Total</u>
<u>Total Users of Frozen Processed Fish</u>	(40)	<u>Total Users of Frozen Processed Fish</u>	(40)
	$\frac{1}{2}$		$\frac{1}{2}$
	<u>100.0</u>		<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	35.6	None baked	68.9
1 - 14%	2.2	1 - 14%	-
15 - 34%	2.2	15 - 34%	4.4
35 - 64%	22.2	35 - 64%	8.9
65 - 84%	2.2	65 - 84%	2.2
Over 84%	26.7	Over 84%	6.7
Don't know, no answer, refused	8.9	Don't know, no answer, refused	8.9
Average percentage served	41.7	Average percentage served	14.6
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	44.4	None in other ways	91.1
1 - 14%	-	1 - 14%	-
15 - 34%	2.2	15 - 34%	-
35 - 64%	15.6	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	28.9	Over 84%	-
Don't know, no answer, refused	8.9	Don't know, no answer, refused	8.9
Average percentage served	38.4	Average percentage served	-

Table 10

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

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish</u>	(61)
	<u>1</u>
	<u>100.0*</u>
<u>Clams</u>	
Breaded	15.3
Raw; clean	5.6
<u>Crabs</u>	
Cooked	1.4
Whole frozen uncooked	1.4
Crab meat - shelled and debellied, frozen and canned	1.4
<u>Lobster</u>	
Cooked	4.2
Cooked lobster meat	2.8
Tails, cleaned and deheaded	1.4
Canned	1.4
Raw; whole, clean	30.6
<u>Oysters</u>	
Raw; clean	1.4
<u>Scallops</u>	
Breaded	19.4
Cooked and breaded	1.4
Raw; clean, shelled	26.4
<u>Shrimp</u>	
Breaded	19.4
Deheaded, raw in shell	1.4
Raw; clean, deheaded, shelled and deveined	27.8

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

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Clams</u>			
Breaded	146	.7	13.3
Raw; clean	56	(b)	14.0
<u>Crabs</u>			
Cooked	(a)	-	-
Whole frozen uncooked	72	(b)	72.0
Crab meat - shelled and debellied, frozen and canned	(a)	-	-
<u>Lobster</u>			
Cooked	108	.5	36.0
Cooked lobster meat	(a)	-	-
Cleaned and deheaded tails	(a)	-	-
Canned	(a)	-	-
Raw; whole, clean	2,512	11.4	114.2
<u>Oysters</u>			
Raw; clean	(a)	-	-
<u>Scallops</u>			
Breaded	312	1.4	22.3
Cooked and breaded	5	(a)	5.0
Raw; clean, shelled	4,005	18.1	210.8
<u>Shrimp</u>			
Breaded	301	1.4	21.5
Deheaded, raw in shell	85	(b)	85.0
Raw; clean, deheaded, shelled and deveined	3,938	17.8	196.9

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

(b) Less than half a pound.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Lobster</u>	100.0		<u>100.0</u>
Prefer more prepreparation of lobster	-		
Prefer less prepreparation of lobster	-		
Prefer prepreparation as it is	93.1	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
No answer	6.9	Prefer more prepreparation of shrimp	-
		Prefer less prepreparation of shrimp	-
		Prefer prepreparation as it is	97.1
		No answer	2.9
<u>Total Purchases of Scallops</u>	100.0		
Prefer more prepreparation of scallops	2.9		
Prefer less prepreparation of scallops	-		
Prefer prepreparation as it is	91.2		
No answer	5.9		

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

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

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

Table 13

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION OF
FROZEN PROCESSED SHELLFISH

	<u>Total</u>
<u>Total Users of Frozen Processed Shellfish, November, 1958</u>	(61)
	<u>%</u>
	100.0
Satisfied	91.6
Dissatisfied	1.4
Don't know	2.8
No answer	4.2

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>
	100.0	<u>Total Purchasers of Shrimp - Raw</u>	100.0
<u>Total Purchasers of Lobster - Raw</u>	100.0	2 pound packages	5.0
Packages less than 1 pound	36.3	3 pound packages	20.0
1 pound packages	40.9	4 pound packages	10.0
3 pound packages	4.6	5 pound packages	55.0
15 pound packages	4.6	7 pound packages	5.0
No answer	13.6	15 pound packages	5.0

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

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

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

Table 15

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

	<u>Total</u>
Total Users of Frozen Processed Shellfish	(61)
	$\frac{1}{2}$
	<u>100.0</u>
Satisfied	91.6
Dissatisfied	4.2
Don't know	1.4
No answer	2.8

Table 16

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

	<u>Total</u>		<u>Total</u>
	<u>(61)</u>		<u>(61)</u>
			$\frac{1}{2}$
			<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	22.2	None baked	80.6
1 - 14%	-	1 - 14%	-
15 - 34%	5.6	15 - 34%	6.9
35 - 64%	11.1	35 - 64%	-
65 - 84%	9.7	65 - 84%	1.4
Over 84%	43.1	Over 84%	2.8
Don't know, no answer, refused	8.3	Don't know, no answer, refused	8.3
Average percentage served	58.6	Average percentage served	5.8
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	68.0	None in other ways	70.8
1 - 14%	1.4	1 - 14%	-
15 - 34%	5.6	15 - 34%	2.8
35 - 64%	13.9	35 - 64%	2.8
65 - 84%	-	65 - 84%	1.4
Over 84%	2.8	Over 84%	13.9
Don't know, no answer, refused	8.3	Don't know, no answer, refused	8.3
Average percentage served	11.9	Average percentage served	17.3

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

Table 17

TYPES OF PORTIONS BOUGHTIN NOVEMBER, 1958

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	$\frac{1}{2}$
	<u>100.0</u>
Cooked - breaded	72.7
Cooked - plain	-
Uncooked - breaded	12.7
Uncooked - plain	14.6

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	4,364	19.7	109.1
Cooked - plain	-	-	-
Uncooked - breaded	2,652	12.0	378.8
Uncooked - plain	3,370	15.2	421.3

Table 19

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

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>1</u>
	<u>100.0</u>
Use more now	56.4
Use about the same	32.7
Use less now	7.3
Don't know	3.6

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>	(53)
	<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 OTHERFROZEN PROCESSED FISH - FOR WHAT REASONS?

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>½</u>
	<u>100.0</u>
<u>Say portions better</u>	<u>3.6</u>
Uniform controlled serving - always same amount	1.8
Don't know - no answer	1.8
<u>Portions poorer</u>	<u>3.6</u>
Poor quality - inferior quality, can't tell what is in them	1.8
Don't know - no answer	1.8
About the same	80.1
don't know	9.1
No answer	3.6

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(53)
	<u>½</u>
	<u>100.0*</u>
Convenience, easy of preparation - save labor, already prepared	72.7
Size of portions - uniform, controlled servings, the right size serving	63.6
Fast, timesaving - quicker to serve, prepare	23.6
Economical - no waste	7.3
Can control food cost better - know profit	3.6
Customers like them	1.8
Don't know, no answer	3.6

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

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>%</u>
	<u>100.0</u>
Not correct protein proportion	41.8**
Not economical - more expensive to buy	1.8
No disadvantages	20.0
Don't know, no answer	36.4

** This percentage represents interviews taken in one school system.

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>%</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>12.7*</u>
Uniform controlled servings - always the same amount	5.5
Customers order - seem to like them	1.8
Faster quicker to serve - no waiting	1.8
Taste better - like flavor	1.8
Don't know - no answer	5.5
<u>Think customers like portions less</u>	<u>1.8</u>
Portions too small	1.8
Think customers like portions about the same	34.6
Don't know	47.3
No answer	3.6

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

Table 25

AVERAGE WEIGHT OF PORTIONS AND AVERAGE NUMBER
OF SERVINGS PER PACKAGE

Total users of portions, November, 1958	53
Average weight of package of portions, in pounds	5.0
Average number of servings per package	20.2
Average weight of individual servings, in ounces	4.0
Average weight of individual portions, in ounces	2.3

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

Table 26

SATISFACTION WITH THE SIZE OF
PORTIONS IN A PACKAGE

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>%</u>
	<u>100.0</u>
Satisfied	96.4
Dissatisfied	-
Don't know, no answer	3.6

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>	(53)	<u>Total Users of Portions</u>	(53)
	<u>2</u>		<u>2</u>
	<u>100.0</u>		<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	56.4	None baked	45.5
1 - 14%	-	1 - 14%	-
15 - 34%	-	15 - 34%	-
35 - 64%	7.3	35 - 64%	1.8
65 - 84%	-	65 - 84%	-
Over 84%	36.3	Over 84%	52.7
Average percentage served	37.2	Average percentage served	49.7
 <u>Establishments Serving Broiled</u>		 <u>Establishments Serving in Other Ways</u>	
None broiled	90.9	None in other ways	100.0
1 - 14%	-	1 - 14%	-
15 - 34%	-	15 - 34%	-
35 - 64%	5.5	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	3.6	Over 84%	-
Average percentage served	6.1	Average percentage served	-

Table 28

DO ESTABLISHMENTS COOK PORTIONS
WHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>100.0</u>
Yes, cook while frozen	83.6
No, do not cook while frozen	16.4

Table 29

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

	<u>Total</u>
<u>Total Users of Portions</u>	(53)
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>50.9</u>
Price includes processing and packaging - prepreparation would tend to raise cost	45.5
Cost is more for amount of serving	1.8
Don't know - no answer	3.6
<u>Portions less expensive</u>	<u>21.8*</u>
Less or no waste	12.7
Labor saving - requires no preparation	5.5
No spoilage - can keep in freezer, can keep until ready to use	5.5
All others	1.8
Don't know - no answer	3.6
About the same	14.6
Don't know	9.1
No answer	3.6

*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>	(53)
	$\frac{1}{2}$
	<u>100.0</u>
Specify kind of fish	60.0
Do not specify kind of fish	40.0

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>	(104)
	$\frac{1}{2}$
	<u>100.0</u>
Yes, would like other items	.9
No, would not like other items	81.9
Don't know	4.3
No answer	12.9

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>	<u>WAS PRICE A REASON ESTABLISHMENTS</u> <u>DID NOT BUY PORTIONS?</u>	
<u>Total Establishments Using Frozen Processed Sea Food, but Not Portions</u>	(51)		
	<u>%</u>		<u>Total</u>
	100.0*		
Use fresh fish - prefer fresh fish	21.3		
Serve other types - perch, shrimp, halibut, etc., other types more popular	13.1		
Sell, serve little or no fish - no demand, calls for it	11.5		<u>%</u>
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	11.5		<u>100.0</u>
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	8.2	Yes, price was a reason	1.8
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	6.6	No, price was not a reason	50.0
Company makes the rules - policy against it	6.6		
Don't like them so wouldn't serve them	3.3	No answer	48.2
No particular reason - just didn't	3.3		
Just opened the restaurant - don't know what we will handle	3.3		
Don't know, no answer	16.4		

*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>	(104)	(31)	(41)	(32)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	.9	2.8	-	-
Sea food wholesalers	51.7	44.4	44.2	67.6
Frozen food distributors	44.8	50.0	51.2	32.4
All other, grocery stores, supermarkets	4.3	-	2.3	10.8
No answer	2.6	2.8	4.7	-

*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>	(104)	(67)	(37)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	72.4	76.7	65.2
10 - 50 miles	6.9	9.6	2.3
51 - 100 miles	17.2	10.9	27.9
More than 100 miles	.9	1.4	-
Don't know	1.7	1.4	2.3
No answer	.9	-	2.3

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(104)	(65)	(39)	(31)	(41)	(32)
	<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	5.2	6.5	2.6	11.1	-	5.4
2 - 4 times per week	8.6	11.7	2.6	-	4.7	21.6
Once a week	71.6	66.2	82.0	69.4	86.0	56.8
2 - 3 times per month	6.9	7.8	5.1	13.9	2.3	5.4
Once a month	6.0	5.2	7.7	2.8	7.0	8.1
Less than once a month	1.7	2.6	-	2.8	-	2.7

Table 36

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(104)	(31)	(41)	(32)
	<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	25.9	36.1	30.2	10.8
No, cannot improve services	71.5	55.6	69.8	89.2
Don't know	1.7	5.5	-	-
No answer	.9	2.8	-	-

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA FOOD DURING PRECEDING TWELVE MONTHS

	<u>Total</u>
<u>Total Users of Frozen Processed Sea Food</u>	(104)
	<u>%</u>
	<u>100.0</u>
Spent under \$250	48.6
\$250 - 499	11.4
\$500 - 999	17.2
\$1,000 - 2,499	11.4
\$2,500 - 4,999	5.7
\$5,000 - 9,999	5.7
\$10,000 - 14,999	-
\$15,000 - 29,999	-
\$30,000 - 49,999	-
\$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>	(104)	(31)	(41)	(32)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</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	16.4	16.7	7.0	27.1
Say beef more profitable than sea food	13.8	13.9	9.3	18.9
Say meat (unspecified) more profitable than sea food	2.6	-	4.7	2.7
Say all foods the same in profitability	2.6	-	2.3	5.4
Say eggs more profitable than sea food	1.7	-	-	5.4
Say chicken more profitable than sea food	.9	2.8	-	-
Say miscellaneous other foods more profitable than sea food	11.2	8.3	14.0	10.8
Nonprofit establishments	29.2	33.3	46.4	5.4
Don't know	14.7	25.0	9.3	10.8
No answer	6.9	-	7.0	13.5

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>	(104)	(65)	(39)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	75.0	93.5	38.5
No, do not know they can	25.0	6.5	61.5

Table 40

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

According to Type of Establishment

	<u>Total**</u>	<u>Public Eating Places</u>
<u>Total Establishments Knowing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(75)	(60)
	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>
Yes, do buy	100.0	100.0
No, do not buy	-	-

** Included 15 establishments which are not shown separately as it would be statistically misleading.

Table 41

REASONS ESTABLISHMENTS BUY GOVERNMENT INSPECTED ORGRADED FROZEN PROCESSED SEA FOOD

According to Type of Establishment

	<u>Total**</u>	<u>Public Eating Places</u>
<u>Total Purchasers of Government Inspected or Graded Sea Food</u>	(75)	(60)
	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>
Best quality - use better products, more uniform quality	51.7	55.6
Government inspected foods are safe - pure, fresh, clean, no germs or disease	44.8	41.7
Only type available - it's all inspected, that's what supplier carries	10.3	9.7
Prefer Government inspected - wouldn't buy any other	9.2	9.7
All others	1.1	1.4
Don't know, no answer	2.3	2.8

** Includes 15 establishments which are
not shown separately as it would be
statistically misleading.

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

Table 42

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

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>
<u>Total Users of Government Inspected Frozen Processed Sea Food</u>	(75)	(60)
	<u>2</u>	<u>2</u>
	<u>100.0**</u>	<u>100.0</u>
Buy more	4.6	1.4
Buy about the same	80.5	84.7
Buy less	-	-
Don't know	5.7	2.8
No answer	9.2	11.1

** Includes 15 establishments which are not shown separately as it would be statistically misleading.

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>	(29)
	<u>2</u>
	<u>100.0</u>
Say they would buy more	-
Say they would buy less	-
About the same	89.7
Don't know	3.4
No answer	6.9

Table 44

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

	<u>Total</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(92)
	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>10.5*</u>
Prefer to serve fresh fish	5.7
Lacked flavor - own prepared fish has better flavor	1.9
No demand - didn't sell enough, no volume, customers prefer other foods	1.0
Unable to handle preparation - didn't have the help	1.0
All others	1.0
<u>Have not served frozen processed sea food before</u>	<u>88.5*</u>
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	34.3
Sell little or no fish - no demand, call for it, not in that business	31.4
Just opened, don't know what I'll sell	4.8
Too expensive - cheaper to use fresh, prepare ourselves	3.8
No storage facilities - no freezer	2.9
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	1.0
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen is kept too long	1.0
Don't know, no answer	13.3
Don't know	1.0

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

Table 45

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>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>	(196)	(143)	(53)	(72)	(73)	(51)
	<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, have cold storage facilities	69.2	76.2	47.2	57.8	70.0	84.5
No, do not have cold storage facilities	29.4	22.0	52.8	39.8	30.0	13.8
No answer	1.4	1.8	-	2.4	-	1.7
Average capacity, in cubic feet	32.7	29.0	(a)	36.7	21.1	45.9

(a) Too few cases to compute an average.

Table 46

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

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

	<u>Total</u>	<u>Nonusers of Sea Food</u>	<u>Users Not Using Frozen Processed Sea Food</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(92)		
	<u>2</u>	<u>2</u>	<u>2</u>
	<u>100.0</u>	<u>10.5</u>	<u>89.5</u>
Yes, have cold storage facilities	68.5	5.7	62.8
No, do not have cold storage facilities	28.6	2.9	25.7
No answer	2.9	1.9	1.0

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 Establishments

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Establishments</u>	(196)	(143)	(53)
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Receipts</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than \$10,000	37.6	38.1	35.8
\$10,000 - 39,999	36.2	32.7	47.2
\$40,000 - 99,999	14.9	15.5	13.2
\$100,000 and over	11.3	13.7	3.8

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(196)	(143)	(53)	(72)	(73)	(51)
	<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	3.6	5.8	-	8.3	1.9	-
\$1,000 - 2,499	6.4	10.2	-	16.7	1.9	-
\$2,500 - 4,999	18.1	14.5	24.4	36.1	11.3	4.8
\$5,000 - 9,999	16.4	11.6	24.4	33.3	11.3	-
\$10,000 - 14,999	20.0	18.8	22.0	5.6	37.7	-
\$15,000 - 29,999	20.0	20.3	19.5	-	34.0	19.0
\$30,000 - 49,999	5.5	5.8	4.9	-	-	28.6
\$50,000 - 99,999	6.4	8.7	2.4	-	-	33.3
\$100,000 - 249,999	2.7	2.9	2.4	-	1.9	9.5
\$250,000 and over	.9	1.4	-	-	-	4.8

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>	(196)	(143)	(53)	(72)	(73)	(51)
	<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	.9	1.5	-	2.9	-	-
5 - 14%	6.6	3.0	12.8	5.9	5.8	10.0
15 - 24%	2.8	3.0	2.6	2.9	3.8	-
25 - 34%	17.0	23.9	5.1	23.6	13.5	15.0
35 - 44%	22.7	28.3	12.8	14.7	23.1	35.0
45 - 54%	20.8	31.3	2.6	11.8	21.1	35.0
55 - 64%	27.4	6.0	64.1	35.3	30.8	5.0
65 - 74%	.9	1.5	-	-	1.9	-
75 - 84%	.9	1.5	-	2.9	-	-
85 - 94%	-	-	-	-	-	-
95 - 100%	-	-	-	-	-	-

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	<u>196</u>	<u>143</u>	<u>53</u>	<u>72</u>	<u>73</u>	<u>51</u>
<u>Average Number of Main Meals Served</u>						
Midday, weekdays	138	113	206	55	160	245
Sea food meals	27	20	47	8	37	52
Midday, Saturdays and Sundays	74	86	43	22	47	198
Sea food meals	5	6	**	1	2	17
Evening, weekdays	58	64	41	17	49	143
Sea food meals	9	11	4	2	5	29
Evening, Saturdays and Sundays	49	56	32	13	34	141
Sea food meals	12	16	**	1	2	48

** 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>	(196)	(143)	(53)	(72)	(73)	(51)
	<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	-	-	-	-	-	-
\$.25 - .49	14.5	3.6	49.1	16.9	18.8	5.2
\$.50 - .74	27.6	33.9	7.5	36.2	23.6	20.8
\$.75 - .99	24.9	32.7	-	25.3	31.3	15.5
\$1.00 - 1.49	12.2	15.5	1.9	12.0	10.0	15.5
\$1.50 - 1.99	1.4	1.8	-	-	2.5	1.7
\$2.00 - 2.49	.9	1.2	-	-	-	3.4
\$2.50 - 2.99	1.8	2.4	-	-	-	6.9
\$3.00 - 3.99	1.4	1.8	-	-	-	5.2
\$4.00 - 4.99	-	-	-	-	-	-
\$5.00 and over	-	-	-	-	-	-
No answer	6.3	7.1	3.8	3.6	1.3	17.2
Nonprofit establishment	9.0	-	37.7	6.0	12.5	8.6

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	196	72	73	51
Average number per establishment	6	2	4	14

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	196	143	53	72	73	51
Average seating capacity, in seats	95	82	138	64	87	152

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>	(196)	(143)	(53)	(72)	(73)	(51)
	<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	43.4	45.8	35.9	41.0	35.0	58.7
Serve on 6 days	35.3	44.1	7.5	39.7	33.7	31.0
Serve on 5 days	19.9	8.3	56.6	16.9	31.3	8.6
Serve on less than 5 days	.5	.6	-	1.2	-	-
No answer	.9	1.2	-	1.2	-	1.7

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

According to Sales Volume

	Total	Less Than \$10,000	\$10,000- 39,999	\$40,000 and Over
<u>Total Establishments</u>	(196)	(72)	(73)	(51)
	<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>
Establishments with no specialty	82.4	75.9	88.7	82.8
<u>Establishments with specialty</u>	<u>17.6*</u>	<u>24.1</u>	<u>11.3</u>	<u>17.2</u>
Italian food	6.3	10.9	3.7	3.4
Sea food	3.6	2.4	2.5	6.9
Chinese food	3.2	3.6	2.5	3.4
Steak or chophouse	1.4	2.4	-	1.7
Chicken specialty	.9	2.4	-	-
Kosher	.9	1.2	-	1.7
Mexican, Spanish	.5	-	1.3	-
All others	1.4	1.2	1.3	1.7

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

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