## FISH AND SHELLFISH CONSUMPTION IN PUBLIC EATING AND DRINKING PLACES



SPECIAL SCIENTIFIC REPORT-FISHERIES No. 218

## EXPLANATORY NOTE

The series embodies results of investigations, usually of restricted scope, intended to aid or direct management or utilization practices and as guides for administrative or legislative action. It is issued in limited quantities for official use of Federal, State or cooperating agencies and in processed form for economy and to avoid delay in publication.

United States Department of the Interior, Fred A. Seaton, Secretary Fish and Wildlife Service

FISH AND SHELLFISH CONSUMPTION
IN
PUBLIC EATING AND DRINKING PLACES

Volume I

Regional, Type of Establishment, City Size
and Sales Size Analysis of United States
Total Response to Questionnaire

Special Scientific Report: Fisieries No. 218

Washington, D. C.
June 1957

As one part of an overall plan under the SaltonstallKennedy Act ( 68 Stat. 376) to assist the ijshing industry in the production and marketing of its products, the Fish and Wildlife Service undertook a natiormide survey of public eating places for the purpose of developing basic information about the public feeding market for fishery products. A sample of proprietors of such establishments or their representatives were asked warious questions pertaining to the manner in which fish and shellfish were sold, the manner in which they were purchased, suggestions for improvements in fishery products ana other questions.

This is the first time that a natiomide fish and shelifish survey of this kind and scope has been undertaken. As a result of this survey the Fish and Wildlife Service and the fishing industry now have information on the quantity used and the consumption pattern of fish and shellfish in public eating places. In any plans for promoting fish consumption, the fishing industry now knows that eating establishments represent a most fertile field; notably so in drinking places and drug stores, and to a lesser extent in restaurants and cafeterias. The fishing industry, no doubt, will be encouraged by the survey finding that increased sales of fishery items is looked upon with favor by the proprietors of public eating places since profits from fishery products are relatively high when compared with other protein foods.

The data on which the study is based were collected by the Bureau of the Census during the last two weeks of May 1955 in accordance with an inter-agency arrangement between the Fish and Wildlife Service and the Bureau of the Census made to utilize the field and statistical tabulating staff of that agency.

The plan for the survey was developed in the Economics and Cooperative Marketing Section of the United States Fish and Wildlife Service under the guidance of the Chief of the Section, Dr. Richard A. Kahn, and the Assistant Chief of the Section, Walter H. Stolting. Both supervised the execution of the plan. The questionnaire and specifications for the survey work were developed by Noriar Pahigian, Statistician. Adolph Scolnick, Statistician and Noriar Pahigian prepared the final report. In checking the tabulated material, Evelyn Kramer, Statistical Assistant and Donald FitzGibbon, Commodity Industry Analyst were helpful.

## CONTENTS

Page
Highlights ..... XI
Introduction ..... 1
Background data ..... 1
The public eating place market for fishery products ..... 3
Purpose of survey ..... 4
Survey Method. ..... 4
Scope of the study ..... 5
Reliability of the resul.ts of survey ..... 8
Tables containing data on results of survey. ..... 13
Appendix A Bureau of the Census definition of eating and drinking places, and questionnaire ..... 71
Appendix B Sample design and procedure for selecting establishments in the survey ..... 78
Appendix $C$ How to use tables C-I through C-VI to approximate coefficients of variation. ..... 82
Table Page1 Estinated proportion of total fish and shellfishconsumption marketed through public eating places,by market forms, 195522 Sampling tolerances for estimated number ofestablishments appearing in any part of summarytables.11
3 Number of establishments included in the survey of public eating places. ..... 13
4 Public eating places serving fish or shellfishindicating number of days of the week open forbusiness.14
5 Public eating places not serving fish or shellfishindicating number of days of the week open forbusiness.15
6 Public eating places serving fish or shellfish re- porting establishment's specialty ..... 16
7 Public eating places serving no fish or shellfish reporting establishnent's specialty ..... 17
8 Public eating places serving fish or shellfish indi- cating the price of dinner bought most often. ..... 18
9 Public eating places not serving fish or shellfish indicating the price of dinner bought most often ..... 19
10 Public eating places serving fish or shellfish indi-cating if cold storage is available for keeping frozenfish or shellfish20
11 Public eating places serving fish or shellfish indi-cating if lack of sufficient or convenient storagespace limits use of frozen fish or shellfish. . . . .21
12 Pounds of frozen fish and shellfish held in freezeror cold storage by public eating places serving fishor shellfish.22
13 Number of public eating places serving fish or shellfish indicating percentage of purchases of fish and shellfish during each calendar quarter of 1954, bygeographic region . . . . . . . . . . . . . . . .23
14 Percentage of public eating places serving fish or shellfish indicating percentage of purchases of fish and shellfish during each calendar quarter, 1954, by geographic region ..... 24
15 Number of main dish meals, fish and shellfish main dish meals and sandwiches served by public eating places serving fish and shellfish during oneweek of May 1955, by geographic region ..... 25
16 Number of main dish and fish and shellfish main dish meals and sandwiches served by public eating places serving fish and shellfish, per establishnent per week, May 1955. ..... 26
17 Number of public eating places serving fish or shell- fish indicating percentage of main dish meals served as lunch, May 1955, by geographic region ..... 27
18 Percentage distribution of public eating places serving fish or shellfish indicating percentage of main dish meals served as lunch, May 1955, by geographic region ..... 27
19 Number of public eating places serving fish or shell- fish indicating percentage of fish or shellfish main dish meals served as lunch, by geographic region, May 1955. ..... 28
20 Percentage distribution of public eating places serving fish or shellfish indicating percentage of fish or shellfish main dish meals served as lunch, May 1955', by geographic region. ..... 28
21 Number of public eating places serving fish or shell- fish indicating the percentage that fish sandwiches are of total sandwiches served, May 1955, by geographic region ..... 29
22 Percentage distribution of public eating places serving fish or shellfish indicating the percentage that fish sandwiches are of total sandwiches served, May 1955, by geographic region. ..... 29
23 Public eating places serving fish or shellfish indi- cating number of servings per pound of fish fillets ..... 30
Number of public eating places serving fish or shell-
fish reporting first, second, and third choices of
important species of fish and shellfish sold, by
geographic region . . . . . . . . . . . . .

25 Ranking and number of choices of public eating places
serving fish and shellfish reporting principal species of fish and shellfish sold in the United States ..... 32

26 Ranking and number of choices of public eating places
serving fish and shellfish reporting principal spectes
of fish and shellfish sold in the Northeast region. . . ..... 33

27 Ranking and number of choices of public eating places
serving fish and shellfish reporting principal species
of fish and shellfish sold in the North Central region
28 Ranking and number of choices of public eating places serving fish and shellitish reporting principal species of fish and shellfish sold in the Southern region . . . ..... 35
29 Ranking and number of choices of public eating places serving fish and shellfish reporting principal species of fish and shellfish sold in the Western region. ..... 36
30 Number of public eating places serving fish or shellfish reporting one, two or three species of fish and shellfish sold most often during the year ..... 37
31 Percentage distribution of public eating places serving fish or shellfish reporting one, two or three species of fish and shellfish sold most often during the year ..... 37
32 Public eating places indicating whether or not greater selection of fish and shellfish dishes is offered on certain days. ..... 38

33 Public eating places indicating days on which the greatest selection of fish and shellfish dishes is offered39

34 Public eating places serving fish or shellfish indicating whether or not fish and shellfish are offered daily40
35 Public eating places serving fish or shellfish com- paring sunmer with winter menu prices of fish and shellfish ..... 42

36 Number of public eating places serving fish and shellfish offering an opinion as to the profit from a serving of fish and shell.lfish compared with the profit from a serving of steak, roast beef, roast pork or chicken, by geographic region 42

37 Number of public eating places serving fish and shellfish offering an opinion as to the profit from a serving of fish and shellfish compared with the profit from a serving of steak, roast beef, roast pork or chicken, by type of establishment 43

38 Number of public eating places serving fish and shellfish offering an opinion as to the profit from a serving of fish and shellfish compared with the profit from a serving of steak, roast beef, roast pork or chicken, by city size

39 Number of public eating places serving fish and shellfish offering an opinion as to the profit from a serving of fish and shellfish compared with the profit from a serving of steak, roast beef, roast pork or chicken, by sales size. . . . . . . . . . . . . . . . 45

40 Public eating places serving fish or shellfish indicating disadvantages of serving fish or shellfish, by geographic region 46

4 l Number of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen uncooked, by geographic region. 47

42 Percentage distribution of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen uncooked, by geographic region 47

43 Number of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased fresh, by geographic region 48

山 Percentage distribution of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased fresh, by geographic region 48

145 Number of public eating places serving fish or shell
fish indicating the percentage of total fish and
shellfish purchased canned, by geographic region. ..... 49
46 Percent.age distribution of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased canned, by geographic region ..... 49
47 Number of public eating places serving fish or shell- fish indicating the percentage of total fish and shellfish purchased frozen precoolsed, by geographic region. ..... 50
48 Percentage distribution of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen precooked, by geographic region ..... 50
49 Number of public eating places serving fish or shell- fish indicating the percentage of total fish and shellfish purchased frozen breaded uncooked, by geoyraphic region ..... 51
50 Percentage distiriblition of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen breaded uncooked, by geographic region. ..... 51
51 Number of public eating places serving fish or shell- fish indicating the percentage of total fish and shellfiish purchased frozen breaded cooked, by geographic region ..... 52
52 Percentage distribution of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen breaded cooked, by geographic region ..... 52
53 Number of public eating places serving fish or shell- fish indicating the percentage of total fish and shellfish purchased other than frozen, fresh or canned, by geographic region. ..... 53
54 Percentage distribution ol public eating places serving fish or shellfish indjcating the percentage of total fish and shellfisk purchased other than frozen, fresh or canned, by geographic region ..... 53
55 Public eating places serving fish or shellfish indi- cating type of supplier from whom fish and shellfish are usually received. ..... 54
56 Public eating places serving fish or shellfish indi- cating distance of establishments from suppliers. ..... 55
57 Public eating places serving fish or shellfish indi- cating frequency of ordering frozen fish or shellfish ..... 56
58 Public eating places serving fish or shellfish indi- cating whether supplier usually delivers fish and shellfish or it is picked up by eating place. ..... 57
59 Public eating places serving fish or shellfish indi- cating the need for a grade or quality standard for fish and shellfish purchased, by geographic region. ..... 58
60 Public eating places serving fish or shellfish offering sugoestions or ideas on how the fishery industry might help public eating places sell more fish and shellfish, by geographic region. ..... 59
61 Quantity, value and average price per pound of fresh, frozen and canned fish and shellfish bought by public eating places serving fish and shellfish, by geographic region and species. ..... 60
62 Quantity, value and average price per pound of fresh, frozen and canned fish and shellfish purchased, seven day period, by public eating places serving fish and shellfish ..... 61
63 Principal species of fish and shellfish purchased by public eating places serving fish and shellfish, seven day period, ranked according to quantity and value. . . ..... 62
64 Number of methods used by public eating places serving fish and shellfish to promote sale of fish and shell- fish meals. ..... 63
65 Public eating places serving fish and shellfish indi- cating methods found most effective in promoting sales of fish and shellfish meals ..... 64
66 Public eating places serving fish and shellfish indi- cating whether offering "fresh" fish and shellfish would or would not help sell more fish and shellfish meals ..... 65

67 Public eating places serving fish and shellfish offering $\begin{aligned} & \text { opinion as to whether greater sales of fish and shell- } \\ & \text { fish would result from more publicity of beneficial . . . } 66 \\ & \text { qualities of fish and shellfish . . . . . . . . . . }\end{aligned}$
68 Public eating places serving fish and shellfish indicating interest in booklets or demonstrations offered by the United States Department of the Interior on how to handle and prepare fish and shellfish . . . . . . . . . .67

69 Public eating places serving fish or shellfish indicating type of problem to be covered by booklets or demonstrations offered by the United States Department of the Interior, by geographic region

70 Public eating places serving no fish or shellfish reporting reasons for not serving fish or shellfish meals . .69

C-I Approximate coefficients of variation for estimates of
number of establishments. ..... 84
C-II Approximate coefficients of variation for estimates of quantity, value or price items. ..... 85
C-III Number of establishments reporting main dish meals served, fish and shellfish main dish meals served, and sandwiches served ..... 86
C-IV Estimated number of establishments reporting frozen
fish and shellifish in cold storage. ..... 87
C-V Estimated number of establishments reporting purchases of selected fish and shellfish items, by geographic region and type of establishment ..... 88
C-VI Fstimated number of establishments reporting purchases of selected fish and shellfish items, by geographic region and sales size. ..... 91

About 208,000 of the 398,000 public eating places in the United States serve fish and shellfish.

For restaurants as a single group, 21,000 or 17 percent of a total of 127,000 do not serve fishery products. However, 75 percent of the 40,000 drug stores do not serve fishery products (see table 3).


Six out of ten public eating places serving fish or shellfish sell more dinners prices at $\$ 1$ or less than any other price range.

Seven out of ten public eating places serving fish or shellfish have cold storage space for keeping frozen fish and shellfish.

Two out of ten public eating places serving fish or shellfish are limited in the use of frozen fish or shellfish by lack of convenient or sufficient storage space.

Public eatine places serving fish and shellfish in the United States have an average imventory of 23 pounds of frozen fish and 26 pounds of frozen shellfish in freezer or cold storage. The average inventory of establishments with annual sales of $\$ 100,000$ or more is approximately 16 times greater than the average for all other sales sizes combined.

Pounds of frozen fish and shellfish held per establishment
in freezers or cold storage, by sales size

Purchases of fish and shellfish in each calendar quarter as percent of total purchases are relatively uniform indicating no significant differences in sales of fish and shellfish meals from season to season.

Seventeen percent of all main dish meals served in public eating places which serve fishery products are fish and shellfish meals. Between 10-20 percent of all sandwiches served in public eating places which serve fishery products are fish or shellfish sandwiches.

Thirty percent of all public eating places get three servings per pound of fish fillet. As can be seen in the chart below, hotel eating places serve larger portions of fish fillets than cafeterias.

Percent of public eating places serving fish and shellfish distributed by number of servings per pound of fish fillets, by type of establishment

## Legend



2 servings per pound


Restaurants

$\square$

Tuna followed by haddock, flounder, halibut, ocean perch, cod, pike, catfish, salmon and yellow perch are the first choices of public eating places serving fish. Shrimp, oysters, scallops, lobsters and clams in that order are the first choices of eating places serving shellfish.

The greatest selection of fish and shellfish meals are offered on Friday.

Seven out of ten public eating places offer fish and shellfish each day of the week.

The menu price of fish and shellfish is the same in the summer as in the winter.

Percentage of public eating places reporting greater profit from fish or shellfish than from meat items,

```
by sales size
```


## Percent of

 establishments

Between six and seven out of 10 public eating places serving fish and shellfish reported they made more or the same profit from a serving of fish and shellfish as from a serving of steak, roast pork, roast beef or chicken. When profits from fish servings are compared with meat (steak, roast pork, and roast beef) it was found that the proportion of proprietors indicating greater profit per serving of fish increased with sales (see figure at left).

Six out of ten public eating places indicated there was no disaduantage to serving fish or shellfish.

Frozen-uncooked, fresh (as distinguished from frozen or canned) and canned fish and shellfish are the principal ways in which fish or shellfish are purchased.

As illustrated in the chart at the right, seventy-five percent of all public eating places purchase supplies of fish and shellfish from wholesalers. The others usually favor retail stores.

Percentage of public<br>eating places indicating<br>type of supplier of fishery products

Two-thirds of all eating and drinking places are within 10 miles of their supplier of fish and shellfish.

Forty-three percent of the public eating places purchase supplies of frozen fish and shellfish once a week; sixteen percent purchase 2-4 times a weok; six percent purchase daily (see figure below).


Percentage of public eating places indicating
frequency of ordering frozen fish or shellfish
Percent of
establishments


More than seven out of ten public eating places are supplied with fish and shellfish by suppliers who do their own delivery; the others pick up their own supplies.

Half of all public eating places, or two-thirds of those who expressed an opinion, favor grade and quality standards for fish and shellfish.

Four out of ten eating places offered suggestions -- such as a need for more publicity, lower prices, improved quality, standards for grades, etc. -- on how the fishing industry might help them sell more fish and shellfish.

Value of fish and shellfish purchased $\frac{\text { by public eating places during }}{\text { one week period (May 1955) }}$

## by region

Million
dollars

Fresh shellfish was priced higher in the North Central, South and West than in the Northeast.

Eight species of fresh fish, four species of frozen fish and three species of canned fish were the principal fish purchased in the seven day period. Fresh flounder, halibut, whitefish, haddock and salmon were the principal fresh fish. Cod, halibut, haddock and ocean perch are the principal species of frozen fish purchased. Tuna salmon and sardines are the principal canned fish. Shrimp, lobsters and scallops, in that order, comprise the popular species of both fresh and frozen shellfish.

Fish and shellfish specials on menus and suggestions by waiters are the two most effective methods used by public eating places to promote sales of fish and shellfish.

About half of the eating places said offering "fresh" fish would help sell more fish meals. About one-third believed offering "fresh" shellfish would sell more shellfish dishes. For response by region see map below.

## Percentage of establishments reporting that <br> $\frac{\text { offering "fresh" fish and shellfish would }}{\text { help sell more fish and shellfish meals }}$



About 52 percent of the establishments indicated that publicizing vitamin content, food value, etc., would sell more fish and shellfish.

Half of the eating places were interested in booklets and demonstrations in their area if offered by the United States Department of the Interior. Recipes and ways for preparing tasty and attractive dishes are two types of things which should be covered.

Half of all the public eating and drinking places served no fish or shellfish, and of these, one-third indicated they sold only the speciality of the house -- obviously not fish or shellfish. Others indicated fish and shellfish was too costly or too difficult to handle, etc.

Nine out of ten public eating places serving fish or shellfish are open for business 6-7 days of the week.

About 3 out of 10 public eating places serving fish or shellfish specialize in steaks or chops, Italian or Chinese food, or fish or shellfish, etc.

## 

## Background Data

 market for food producta estimated wo wepresert about 27 pesteent it of the total value of all food and beverate marketad for maman consumption. It is estimeted thet fisth and shalitsh asles in public eating places during 1955 dmonnted to well orew $\$ 250,000$, vo at the retail level. In coms of wolnnes, they amonated to akoub 25 percent of the total quanidy on al siderey producte marketwe in the United States. For Exash and rrosen fisk, the proportwan consumed in public enting paess is estimated at 37 percent wite that for shellilish is about 5 percent.

Table 1 shows the proportion of various types of fishery products maxketed through publice eqting pilaces.

[^0]EST.CHATED EROPORTION OF TOYAL FISH AND SHEILPISH
COISTIETION MABKETED THROUGH EUBLIC EATING PLACES,
EY HARKET FOMS: 1955

| Item | Estinatod percent of <br> total consumption in <br> vulifio catins places |
| :--- | :---: |
| Fresh and frosen fish | 37 |
| Fresh fish | 38 |
| Frozen fish | 36 |
| Canned fish | 5 |
| Fresh and fiozen shellfish | 50 |
| Shrimp | 60 |
| Lobster | 81 |

[^1]With eviderse that food consumption outside the home is on the increase, and with united states popilation expected to increase by $25,000,000$ within the next ten yeare, it is no wonder that the fishing industry is beconing more and more interested in the public feeding field as a market for its producto. The fishery industry is aware of the potentlol for increasing its sales to public eating places. Yet, it finds relatively little market research material avallable to guide it in its work.

This project was designed to contribute more information to aid the fishing industry and general public in obtaining a better understanding of the present use and outlook for future use of fishery products in public eating places.

The public feeding industry is amone the best of all potential markets for fishery mroducts. Most restaurateurs and managers of public eating places which serve fishery products consider fish and shellfish a highly profitable menu item yet nearly half of the various types of public eating places in the United States serve no fish or shellfish. Also among those eating places which serve fishery products, the possibility of increasing sales of fish and shellfish is most promising. Some reasons for this are as follows:
(1) Fish and shellfish meals mean relatively greater profit when compared with most other major food items and
(2) Many people prefer to eat fish and shellfish at a restaurant or some other public eating place rather than at home.

How then, can the fishing industry develop this fertile field? The public eating place operator appears to think that there is a need and desire for a more vigorous educational and promotional program for fishery products, not necessarily by him since he is primarily interested in promoting more customers, but certainly by the fishing industry. He feels that if the beneficial qualities and food value of fish and shellfish were publicized more extensively, then he would surely sell more fish and shellfish meals.

But this is not all. Advertising and market promotion can induce a consumer to make an initial selection of a fishery item, but thereafter the product must sell itself. There must be on hand the item that is preferred by the conswner. It should be consistently of good quality and flavor in order to develop the "repeat" sales which provide a firm basis for a prosperous business. Here is where a knowledge of the requirements of the public eating place market, the buying practices, methods of handling and consumer preferences are most needed by the fishing industry. How far must the eating place go in order to get the kind of fish and shellfish they want? How great is the need for specific and detailed standards for grading the quality of fishery products? To what extent would portion control in the form of pre-packaging by the fishery industry eliminate "guess cutting" by kitchen help and save the eating place overator time and trouble in better serving lis customers? These are some of the problems encountered in this field. This study contains information on this and like subjects which should help in formulating solutions to such problems.

Before Vorld War $I$ only a limited number of fish processors catered to the mass feeding industry which largely preferred fresh fish and shellfish. Since then frozen and processed fish and shellfish have made great inroads into this market and more and uro processoss are finding a market for their polucts ankeng eating establishments.

During 1955 it is estimated that percent of the purchases of the principal fishery products made by public eating places were in frozen form while only 43 percent were bought in the fresh (unfrozen form). The remaining 6 percent were canned fishery prociucts. Purchases of cured fish such as salted cod, pickled herring, etc., were made but these were a minor amount. Only 3.5 percent of the public eating places serving fish and shellfish reported purchases of such items and a large part of this group bought only small amounts.

The eating place operator, faced with rising material and labor costs, is now nore than ever interested in buying at reasonable prices fishery items that are nearly "ready to serve". But he wants to do this and still give his customers what they want, namely, good quality fish and shellfish.

## Purpose of Survey

In a dynami.c, competitive economy such as presently exists in the United States, the fishing industry must of necessity constantly work toward improving its old markets and developing new markets if it wishes to maintain its competitive position. It needs to know which areas, groups or segments of the nation are low in fish and shellfish consumption; what factors are limiting the consumption of fishery products in both the home as well as "away from home"; and what fishing industry practices are most in need of improvement. The research efforts of this project were directed towards an attcmpt to answer some of these questions, with respect to public eating places use of fish and shellfish.

Specifically, the objective of this survey was to collect and to develop information on the form, type and quantity of the various species of fishery products purchased by restaurants and other public eating places durine a representative one week survey period in May 1955.

Other important objectives were, (l) to ascertain the factors which influence the use or non-use of the various forms of fish and shellfish by public eating places, (2) to determine the source of supply of fishery products, prices and other characteristics of purchases, (3) to obtain opinions as to preferences of respondents regarding quality of fishery products purchased, methods of cooking, prices of servings, size of portions, and comparative prices of fish and non-fish meals.

## SUFVEY METHOD

The field work for the nationride sample survey of public eating places was conducted by the Bureau of the Census during the last two weeks of May 1955. Owners or managers of 4,630 establishments, representing
proportionately the different types of public eating places in the United States were selected for personal interview on a scientific random sampling basis.

The survey was designed by the sampling staff of the Bureau of the Census with sufficiently small sampling variability to give reliable estimates on the subjects studied for the United States and somewhat less reliable estimates for the four geographic regions. Publication of data for smaller areas was not attempted because such figures wonId have produced estimates of questionable reliability or would have required a sample considerably larger than that which was used and would have added considerably to the cost of the survey. A map of the four geographic regions used in this study is shown as Figure i on the following page.

The data presented in this report represent expanded figures and percentage distributions of the replies, based on the 4,630 sample establishments. These data present estimates of the response of all establish. ments to which a particular question and its summary applies. Cooperation was received from 90 percent of the 4,630 respondents, an exceptionally high proportion. For the 10 percent not reporting, an adjustment of the data was made by distributing the non-respondents in the same proportion as those responding.

In the sumnaries of the results of the survey which follow, the United States total figures are first broken down to show the total response all public eating establishments for each region. This analysis is then followed by analyses by type of establishment, by city size and by sales size 2/ of business respectively.

Scope of the study
The universe from which the sample was chosen consists of any public eating or drinking place in the continental United States which serves, for a profit, foods to be consumed on the premises and offers table and/or counter services.

2/
Sale size for each establishment was detemined from reported total receipts from food served during 1954.

> FIGURE I


Includod in this definition $3 /$ arn :
Restaurant:
Cafeterias
Hotel dinine roors and cafeterias
Druy and moprietary stores with fountain service
Lunch counters
Refremiment stans
Drinking places
Excluded by this definition are:
Soda fountains (not servine food)
Ice cream per?ors (not serving food)
Roadstands (not serving food)
Also excluded are eating places operated by institutions and open only to innates, members or staff persomel. These would include establishments such as restaurants or bars operated by couitry clubs, school cafeterias, hospitals, in-plant cafeterias, and establishnents operated by the Federal Goverment on military posts.

The respondent who answered the questionnaire used, which is shown in Appendix $A$ was any proprietor, manager, chef or any other qualified representative of the establishment who was responsible for the purchase or serving of food. The establishments which were covered in the survey were distributed in various areas of the United States and were selected on a stratified, random (probability) sample basis. The 230 primary sampling units or areas fron which the establishments were taken are shown graphically in ficuure 2. Further details about the nature of the sample design for this survey are given in Appendix B.

Reliability of the Results of Survey
Quantitative data presented in this report such as purchases of fish and shellfish are based on reported activities during a one week period in May 1955. Any expansion of such figures to annual values is of necessity of questionable reliability. In addition, all estimates shown in this report are subject tc sampling and non-sampling errors of various magnitudes. Although there is no method for actually calculating the latter every effort has been made to hold such errors to a minimum.

The sampling errors for the various statistics shown in the summaries can be calculated and are known. Table 2 presents information on the magnitude of the sampling errors for estimates made from the national and regional samples, by type of establishnent detail. Additional tables presenting coefficients of variation for (1) ageregates for quantitative data, (2) number of establishments and (3) percentage of establishments reported in tables throughout this report will be found in Appendix $C$.

[^2]
# FIGURE2 

Map United States

# Geographic distribution of 230 primary sampling units 

Survey of Public Eating Places



SAMPIING TOLERANCFS FOR ESTMMATED NUMBER OF
ESTABLISHMENTS APPEARING IN ANY PAFI OF SUMMARY TABIES

| Number of establishments in estimate | Sampling tolerances (2 out of 3 probability level) |  |  |
| :---: | :---: | :---: | :---: |
|  | All kinds of business in the survey | Restaurants or cafeterias <br> (including those in hotels) | Drug and proprietary stores or "other" category |
| 1,000 | 540 | 410 | 700 |
| 2,000 | 760 | 580 | 980 |
| 5,000 | 1,200 | 900 | 1,550 |
| 10,000 | 1,700 | 1,300 | 2,200 |
| 20,000 | 2,400 | 1,800 | 3,200 |
| 50,000 | 4,000 | 3,000 | 5,000 |
| 100,000 | 5,000 | 4,000 | 7,000 |
| 200,000 | 8,000 | 6,000 | 10,000 |
| 500,000 | 10,000 | 10,000 | 15,000 |

To apply the table to an estimate in a summary table, find the line in column 1 of table 2 which is nearest to the number of establishments in the estimate for which sampling tolerance is desired. For any estimate except one involving a breakdown by a particular type of establishment obtain the approximate sampling error from the second colum in the table. When the estimate is for a particular type of establishment such as restaurant, or drug or proprietary store with fountain service, use the third or fourth colum depending on the type of establishment.

As an example of the use of the table consider the estimates of the number of public eating places obtaining their fish and shellfish supplies from wholesalers (table 55). In the Northeast Region an estimated 45,200 establishments of all kinds, received their supplies from wholesalers. Turning to column 1 of the table it is found that 45,200 is roughly $5 / 6$ of the way through the range between the figures 20,000 and 50,000 shown in that column. By interpolation, the sampling error figure for the estimate 45,200 is $5 / 6$ of the distance between 2,400 and 4,000 in column 2 or roughly 3,700 .

This sampling error of 3,700 means that 2 times out of 3 the true figure of all establishments in the Northeast Region which purchase their fish and shellfish supplies from wholesalers will be within plus or minus 3,700 establishments of the estimate of $4,5,200$. The true figure would be the figure obtained by taking a complete census of all the public eating place establishments in the Northeast Region.

The error or sampling tolerance figures in table 2 may be doubled and used with even less risk. For example, when desired, the figure of 3,700 in the above example may be doubled to 7,400. In this event it may be stated that 19 tines out of 20 the true figure of all establishments in the Northeast Region which purchase their fish and shellfish supplies from wholesalers will be within plus or minus 7,400 establishments of the estimate of 45,200 .

The analysis of the information obtained from the firms which participated in the survey is given in the following sections. For each topic covered in the survey there is usually shown in the analysis a breakdown of the United States total response by regions, by type of establishment, by city size groups and by sales size groups. The latter analysis refers solely to the sales size based on receipts from sales of food. For example, a large downtown drug store with sales of $\$ 250,000$ or more per annum with sales in its lunch counter section of $\$ 50,000$ per annum would be classified in the $\$ 40,000$ to $\$ 99,999$ sales size group. Whenever fewer than the above four types of breakdown of the data are shown it was either impossible or impractical to prepare the type of breakdown which is not shown.

NJTBER OF ES'PABLISHMENTS INCLUDED IN THE SURVEY OF PUBLIC EATING PLACES (Number of establishments in thousands)

| Category | $\begin{gathered} \text { All public } \\ \text { eating } \\ \text { places } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Serving no } \\ & \text { fish or } \\ & \text { shellfish } \end{aligned}$ |  | $\begin{aligned} & \text { Serving } \\ & \text { fish or } \\ & \text { shellfish } \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Percent | Number | Percent |
| Region | 397.8 | 189.7 | 47.7 | 208.1 | 52.3 |
| Northeast | 111.2 | 43.2 | 38.8 | 68.0 | 61.2 |
| North Central | 124.6 | 64.9 | 52.1 | 59.7 | 47.9 |
| South | 100.3 | 54.4 | 54.2 | 45.9 | 45.8 |
| West | 61.7 | 27.2 | 44.1 | 34.5 | 55.9 |
| Type of Establishment | 397.8 | 189.7 | 4.7 | 208.1 | 52.3 |
| Restaurants | 126.7 | 21.0 | 16.6 | 105.7 | 83.4 |
| Cafeterlas | 5.0 | .7 | 14.0 | 4.3 | 86.0 |
| Restaurants or cafeter located in hotels | $\text { rias } 16.6$ | 1.3 | 7.3 | 15.3 | 92.2 |
| Drug or proprietary st with fountain service | $\text { tores } \quad 39.6$ | 29.8 | 75.3 | 9.8 | 24.7 |
| Otherl/ | 209.9 | 136.9 | 65.2 | 73.0 | 34.8 |
| City Size (population) | 397.8 | 189.7 | 47.7 | 208.1 | 52.3 |
| 500,000 or more | 68.5 | 25.9 | 37.8 | 42.6 | 62.2 |
| 100,000 to 499,999 | 55.7 | 29.5 | 53.1 | 26.1 | 46.9 |
| 25,000 to 99,999 | 55.1 | 27.7 | 50.3 | 27.4 | 49.7 |
| 2,500 to 24,999 | 72.9 | 33.0 | 4.503 | 39.9 | 54.7 |
| Less than 2,500 | 145.6 | 73.5 | 50.5 | 72.1 | 49.5 |
| Annual Sales Size (from | 397.8 | 189.7 | 4767 | 208.1 | 52.3 |
| food) 000 |  |  |  |  |  |
| \$100,000 or more | 15.8 | . 5 | 3.2 | 15.3 | 96.8 |
| \$40,000 to \$99,909 | 28.9 | 4,1 | 14.2 | 24.8 | 85.8 |
| \$10,000 to \$39,999 | 85.0 | 22.4 | 26.4 | 62.6 | 73.6 |
| Less than \$10,000 | 192.4 | 100.3 | 52.4 | 91.6 | 47.6 |
| No reply | 75.7 | 61.9 | 81.8 | 13.8 | 28.2 |

1/ Includes drinking places, lunch counters and refreshment stands.
Table 4
PUBLIC EATING PLACES SERVING FISH OR SHELLFISH
indicating number of days of Thz week open for business (Number of establishments in thousands)

| Category | ```All establishments``` |  | One to no | days, | Six days |  | Seven days |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 203.1 | 100.0 | 9.9 | 4.7 | 85.0 | 40.8 | 123.2 | 54.5 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 4.1 | 6.0 | 27.3 | 40.2 | 36.6 | 53.8 |
| North Central | 59.7 | 100.0 | 2.2 | 3.7 | 28.6 | 47.9 | 28.9 | 43.4 |
| South | 45.9 | 100.0 | 1.5 | 3.3 | 26.7 | 36.4 | 27.7 | 60.3 |
| West | 34.5 | 100.0 | 2.1 | 6.1 | 22.4 | 35.9 | 20.0 | 58.0 |
| Typer of Establishrneni |  |  |  |  |  |  |  |  |
| - Restaurants | 105.7 | 100.0 | 3.9 | 3.6 | 46.5 | 44.0 | 55.4 | 52.4 |
| Cafeteriás | 4.3 | 100. ${ }^{\circ}$ | 1.0 | 2j. 3 | 2.$]$ | 48.8 | 1.2 | 27.9 |
| ```Restaurants or cafeterias located in hotels``` | 15.3 | 100.0 | . 6 | 3.9 | 3.1 | 20.3 | 11.6 | 75.8 |
| Drug or proprettary stores with |  |  |  |  |  |  |  |  |
| fountain service | 9.3 | 100.0 | . 6 | 6.1. | 2.3 | 23.5 | 6.9 | 70.4 |
| Other I/ | 75.0 | 100.0 | 3.9 | 5.3 | 31.0 | 42.5 | 38.1 | 52.2 |
| City Size (population) |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 200.0 | 4.2 | 9.9 | 16.5 | 38.7 | 21.9 | 51.4 |
| 100,000 to 499,999 | 26.1 | 100.0 | 2.0 | 7.7 | 11.8 | 45.2 | 12.3 | 47.1 |
| 25,000 to 99,999 | 27.4 | 10:1.0 | . 7 | 2.6 | 12.2 | 44.5 | 14.5 | 52.9 |
| 2,500 to 24,999 | 39.9 | 100.0 | . 9 | 2.3 | 19.6 | 49.1 | 19.4 | 48.6 |
| Less than 2,500 | 72.1 | 200.0 | 2.1 | 2.9 | 24.9 | 34.5 | 45.1 | 62.6 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |
| \$10,000 or more | 1.5 .3 | 100.0 | . 7 | 4.5 | 3.3 | 21.6 | 11.3 | 73.9 |
| \$40, 000 to \$99,999 | 24.8 | 100.0 | . 6 | 2.4 | 9.6 | 38.7 | 14.6 | 58.9 |
| \$10,000 tc \$39,999 | 62.6 | 100.0 | 2.3 | 3.7 | 29.1 | 46.5 | 31.2 | 49.8 |
| Less than \$10,000 | 91.6 | 100.0 | 5.4 | 5.9 | 37.1 | 40.5 | 49.1 | 53.6 |
| No reply | 13.8 | 100.0 | . 9 | 6.5 | 5.9 | 42.8 | 7.0 | 50.7 |

[^3]Table 5
PUBLIC EATING PLACES NOT SERVING FISH OR SHELLFISH (Number of establishments in thousands)

| Category | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | One to five days, <br> and no reply |  | Six days |  | Seven days |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 189.7 | 100.0 | 4.8 | 2.6 | 76.3 | 40.2 | 108.6 | 57.2 |
| Rezion |  |  |  |  |  |  |  |  |
| Northeast | 43.2 | 100.0 | . 7 | 1.6 | 16.7 | 38.7 | 25.9 | 59.7 |
| North Central | 64.9 | 100.0 | 1.2 | 1.8 | 25.5 | 39.3 | 38.2 | 58.9 |
| South | 54.4 | 100.0 | 2.1 | 3.9 | 20.8 | 38.2 | 31.5 | 57.9 |
| West | 27.2 | 100.0 | . 8 | 2.9 | 13.3 | 48.9 | 13.1 | 48.2 |
| Type of Establishment |  |  |  |  |  |  |  |  |
| Restaurants | 21.0 | 100.0 | 1.1 | 5.3 | 10.4 | 49.5 | 9.5 | 45.2 |
| Cafeterias | .7 | 100.0 | . 1 | 14.3 | . 4 | 57.1 | . 2 | 28.6 |
| Restaurants or cafeterias located in hotels | 1.3 | 100.0 | - | - | . 2 | 15.4 | 1.1 | 84.6 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |
| fountain service | 29.8 | 100.0 | . 1 | . 3 | 4.6 | 15.4 | 25.1 | 84.3 |
| Other I/ | 136.9 | 100.0 | 3.5 | 2.6 | 60.7 | 44.3 | 72.7 | 53.1 |
| City Size (population) |  |  |  |  |  |  |  |  |
| 500,000 or more | 25.9 | 100.0 | . 7 | 2.7 | 9.3 | 35.9 | 15.9 | 61.4 |
| 100,000 to 499,999 | 29.6 | 100.0 | . 6 | 2.0 | 11.9 | 40.2 | 17.1 | 57.8 |
| 25,000 to 99,999 | 27.7 | 100.0 | . 5 | 1.8 | 10.5 | 37.9 | 16.7 | 60.3 |
| 2,500 to 24,999 | 33.0 | 100.0 | . 6 | 1.8 | 16.6 | 50.3 | 15.8 | 47.9 |
| Less than 2,500 | 73.5 | 100.0 | 2.4 | 3.3 | 28.0 | 38.1 | 43.1 | 58.6 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |
| \$100,000 or more | . 5 | 100.0 | - | - | . 1 | 20.0 | . 4 | 80.0 |
| \$40,000 to \$99,999 | 4.1 | 100.0 | - | - | 1.4 | 34.7 | 2.7 | 65.9 |
| \$10,000 to \$39,999 | 22.1 | 100.0 | . 4 | 1.8 | 9.2 | 47.1 | 12.8 | 57.1 |
| Less than \$10,000 | 100.9 | 100.0 | 3.3 | 3.3 | 41.9 | 41.6 | 55.6 | 55.1 |
| No reply | 61.9 | 100.0 | 1.1 | 1.7 | 23.7 | 38.3 | 37.1 | 60.0 |

[^4](Number of establishments in thousands)
PUBLIC EATING PLACES SERVING FISH OR SHELLFISH REPORTING ESTAELISLIMENT'S SPECIALTY

| Category | $\begin{gathered} \text { All } \\ \text { establishments } \\ \hline \end{gathered}$ |  | Steak or chop house |  | Fish and shellfish |  | $\begin{gathered} \text { Italian } \\ \text { food } \\ \hline \end{gathered}$ |  | Chinese food |  | Other specialty |  | No specialty |  | $\begin{aligned} & \text { No } \\ & \text { reply } \\ & \hline \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 208.1 | 100.0 | 10.0 | 4.8 | 4.7 | 2.3 | 8.7 | 4.1 | 2.5 | 1.2 | 34.4 | 16.6 | 146.9 | 70.6 | . 9 | . 4 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 2.0 | 3.0 | 1.7 | 2.5 | 5.8 | 8.5 | . 8 | 1.2 | 10.6 | 15.6 | 47.0 | 69.1 | . 1 | . 1 |
| North Central | 59.7 | 100.0 | 3.4 | 5.7 | 1.0 | 1.7 | 1.0 | 1.7 | . 4 | . 6 | 9.5 | 15.9 | 44.1 | 73.9 | . 3 | . 5 |
| South | 45.9 | 100.0 | 2.4 | 5.2 | 1.4 | 3.1 | . 9 | 2.0 | . 3 | . 6 | 7.4 | 16.1 | 33.4 | 72.8 | . 1 | . 2 |
| West | 34.5 | 100.0 | 2.2 | 6.4 | . 6 | 1.7 | 1.0 | 2.9 | 1.0 | 2.9 | 0.9 | 20.0 | 22.4 | 64.9 | . 4 | 1.2 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 5.6 | 5.3 | 2.9 | 2.7 | 5.9 | 5.6 | 2.3 | 2.2 | 14.5 | 13.7 | 74.4 | 70.4 | . 1 | . 1 |
| Cafeterias | 4.3 | 100.0 | - | - | - | - | - | - | - | - | . 8 | 18.6 | 3.5 | 81.4 | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 1.1 | 7.2 | . 3 | 2.0 | . 1 | . 6 | - | - | 1.3 | 8.5 | 12.1 | 79.1 | . 4 | 2.6 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | 100.0 | 3.3 | 4.5 | 1. 5 | 1 | 7 | -7 | - | - | 1.3 | 13.3 | 8.2 | 83.7 | - 2 | 3.0 |
| Other 1/ | 73.0 | 100.0 | 3.3 | 4.5 | 1.5 | 2.1 | 2.7 | 3.7 | . 2 | . 3 | 16.5 | 22.6 | 48.7 | 66.7 | . 1 | . 1 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 1.3 | 3.0 | 1.0 | 2.3 | 3.4 | 8.0 | 1.1 | 2.6 | 7.1 | 16.7 | 28.5 | 66.9 | . 2 | . 5 |
| 100,000 to 499,999 | 26.1 | 100.0 | 1.5 | 5.8 | . 4 | 1.5 | . 3 | 1.1 | . 6 | 2.3 | 2.9 | 11.1 | 19.0 | 75.9 | . 6 | 2.3 |
| 25,000 to 99,999 | 27.4 | 100.0 | . 9 | 3.3 | . 5 | 1.8 | 1.0 | 3.6 | . 1 | . 4 | 4.3 | 15.7 | 20.5 | 74.8 | . 1 | . 4 |
| 2,500 to 24,999 | 39.9 | 100.0 | 2.6 | 6.5 | 1.0 | 2.5 | 1.1 | 2.8 | . 2 | . 5 | 7.4 | 10.5 | 27.6 | 69.2 | - | - |
| Less than 2,500 | 72.1 | 100.0 | 3.7 | 5.1 | 1.8 | 2.5 | 2.9 | 4.0 | . 5 | . 7 | 12.7 | 17.6 | 50.5 | 70.1 | - | - |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | . 9 | 5.9 | . 6 | 3.9 | . 4 | 2.6 | . 2 | 1.3 | 3.4 | 22.2 | 9.8 | 64.1 | - | - |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 1.0 | 4.0 | . 9 | 3.6 | 1.1 | 4.4 | . 5 | 2.0 | 4.5 | 18.2 | 10.6 | 07.0 | . 2 | . 8 |
| \$10,000 to $\$ 39,999$ | 62.6 | 100.0 | 2.8 | 4.5 | 1.2 | 1.9 | 2.3 | 3.7 | . 8 | 1.3 | 9.8 | 15.6 | 45.4 | 72.5 | - 3 | . 5 |
| Less than $\$ 10,000$ | 91.6 | 100.0 | 4.0 | 4.4 | 1.7 | 1.9 | 4.8 | 5.2 | . 9 | 1.0 | 13.7 | 14.9 | 06.2 | 72.3 | . 3 | . 3 |
| No reply | 13.8 | 100.0 | 1.3 | 9.4 | . 3 | 2.2 | . 1 | . 7 | . 1 | . 7 | 3.0 | 21.8 | 8.9 | 04.5 | . 1 | . 7 |

[^5]PUBLIC EATING PLACES SERVING NO FISH OH SHELLFISH REPORTING ESTABLISHMENT'S SPECIALTY
(Number of establishments in thousands)

| Category | Allestablishments |  | Steak or chop house |  | Italian food |  | Other specialty |  | No specialty |  | $\begin{gathered} \text { No } \\ \text { reply } \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 189.7 | 100.0 | 2.0 | 1.0 | 2.2 | 1.2 | 71.7 | 37.8 | 101.3 | 53.4 | 12.5 | 6.6 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 43.2 | 100.0 | . 5 | 1.1 | 1.5 | 3.5 | 16.7 | 38.7 | 23.4 | 54.2 | 1.1 | 2.5 |
| North Central | 64.9 | 100.0 | . 4 | . 6 | . 3 | . 5 | 19.9 | 30.7 | 37.6 | 57.9 | 6.7 | 10.3 |
| South | 54.4 | 100.0 | . 7 | 1.3 | . 4 | . 7 | 21.9 | 40.3 | 28.4 | 52.2 | 3.0 | 5.5 |
| West | 27.2 | 100.0 | . 4 | 1.5 | - | - | 13.2 | 48.5 | 11.9 | 43.8 | 1.7 | 6.2 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 21.0 | 100.0 | 1.4 | 6.7 | . 7 | 3.3 | 6.5 | 31.0 | 12.3 | 58.6 | . 1 | . 4 |
| Cafeterias | . 6 | 100.0 | - | - | - | - | . 4 | 66.7 | . 2 | 33.3 | - | - |
| Restaurants or cafeterias located in hotels | 1.4 | 100.0 | - | - | - | - | . 6 | 42.9 | . 8 | 57.1 | - | - |
| ```Drug or proprietary stores with fountain service``` | 29.8 | 100.0 | - | - | - | - | 11.3 | 37.9 | 14.1 | 47.3 | 4.4 | 14.8 |
| Other 1/ | 136.9 | 100.0 | . 6 | . 4 | 1.5 | 1.1 | 52.9 | 38.6 | 73.9 | 54.0 | 8.0 | 5.9 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 25.9 | 100.0 | . 1 | . 4 | . 4 | 1.6 | 10.5 | 40.5 | 13.5 | 52.1 | 1.4 | 5.4 |
| 100,000 to 499,999 | 29.6 | 100.0 | . 1 | . 3 | . 3 | 1.0 | 13.9 | 47.0 | 13.4 | 45.3 | 1.9 | 5.4 |
| 25,000 to 99,999 | 27.7 | 100.0 | . 1 | . 4 | . 6 | 2.2 | 9.9 | 35.7 | 15.0 | 54.1 | 2.1 | 7.6 |
| 2,500 to 24,999 | 33.0 | 100.0 | . 4 | 1.2 | . 5 | 1.5 | 13.0 | 39.4 | 16.3 | 49.4 | 2.8 | 8.5 |
| Less than 2,500 | 73.5 | 100.0 | 1.3 | 1.8 | . 4 | . 5 | 24.4 | 33.2 | 43.1 | 58.6 | 4.3 | 5.9 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | . 5 | 100.0 | - | - | - | - | . 5 | 100.0 | - | - | - | - |
| \$40,000 to \$99,999 | 4.1 | 100.0 | . 1 | 2.4 | - | - | 2.2 | 53.7 | 1.8 | 43.9 | 2 | 9 |
| \$10,000 to $\mathbf{\$ 3 9 , 9 9 9}$ | 22.4 | 100.0 | . 4 | 1.8 | . 2 | . 9 | 9.9 | 44.2 | 11.7 | 52.2 | $\begin{array}{r}.2 \\ \hline\end{array}$ | .9 1.3 |
| Less than $\$ 10,000$ | 100.8 | 100.0 | 1.4 | 1.4 | 1.9 | 1.9 | 34.6 | 34.3 | 61.6 | 61.1 | 1.3 | 1.3 |
| No reply | 61.9 | 100.0 | . 1 | . 2 | . 1 | . 2 | 24.5 | 39.5 | 26.2 | 42.3 | 11.0 | 17.8 |

[^6]

| Category | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | $\begin{gathered} \text { Less than } \\ \$ 1 \end{gathered}$ |  | Between \$1 and \$2 |  | Between \$2 and $\$$ |  | Uver ${ }^{\text {d }} 4$ |  | More than one dining facility |  | No dinners served |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Nunber | $\begin{aligned} & \text { Per- } \\ & \text { cent. } \end{aligned}$ |
| United States Total | 208.1 | 100.0 | 129.7 | 62.3 | 45.6 | 21.9 | 14.8 | 7.1 | 1.1. | . 5 | 1.6 | . 8 | 11.2 | 5.4 | 4.1 | 2.0 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 42.2 | 62.0 | 15.0 | 22.1 | 5.9 | 8.7 | .5 | . 7 | . 7 | 1.0 | 2.7 | 4.0 | 1.0 | 1.5 |
| North Central | 59.7 | 100.0 | 39.7 | 66.5 | 11.6 | 19.4 | 3.5 | 5.9 | . 1 | . 2 | . 3 | . 5 | 2.8 | 4.7 | 1.7 | 2.8 |
| South | 45.9 | 100.0 | 30.9 | 67.3 | 8.7 | 19.1 | 1.7 | 3.7 | . 2 | . 4 | . 2 | . 4 | 3.5 | 7.6 | . 7 | 1.5 |
| West | 34.5 | 100.0 | 16.9 | 49.0 | 10.3 | 29.9 | 3.7 | 10.7 | . 3 | . 9 | . 4 | 1.2 | 2.2 | 6.3 | . 7 | 2.0 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 69.2 | 65.5 | 28.0 | 26.5 | 6.6 | 6.2 | . 6 | . 6 | . 2 | . 2 | .5 | . 4 | . 6 | . 6 |
| Cafeterias | 4.3 | 100.0 | 3.9 | 90.7 | . 3 | 7.0 | - | - | - | - | - | - | . 1 | 2.3 | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 2.1 | 13.7 | 4.7 | 30.7 | 6.3 | 41.2 | . 4 | 2.6 | 1.1 | 7.2 | . 3 | 2.0 | . 4 | 2.6 |
| Drue or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | 100.0 | 8.0 | 81.6 | . 3 | 3.1 | - | - | - | - | . 2 | 2.0 | . 8 | 8.2 | . 5 | 5.1 |
| Other 1/ | 73.0 | 100.0 | 46.5 | 63.8 | 12.3 | 16.8 | 1.9 | 2.6 | . 1 | . 1 | . 1 | . 1 | 9.5 | 13.0 | 2.6 | 3.5 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 27.6 | 64.8 | 8.0 | 18.8 | 3.7 | 8.7 | . 6 | 1.4 | . 7 | 1.6 | - 9 | 2.1 | 1.1 | 2.6 |
| 100,000 to 499,999 | 26.1 | 100.0 | 18.6 | 71.3 | 3.0 | 11.5 | 1.8 | 6.9 | . 1 | . 4 | . 6 | 2.3 | 1.0 | 3.8 | 1.0 | 3.3 |
| 25,000 to 99,999 | 27.4 | 100.0 | 17.8 | 65.0 | 4.8 | 17.5 | 1.8 | 6.6 | . 2 | . 7 | . 1 | . 4 | 2.6 | 9.5 | . 1 | . 3 |
| 2,500 to 24,999 | 39.9 | 100.0 | 26.0 | 65.2 | 9.8 | 24.6 | 1.4 | 3.5 | - | - | . 1 | . 2 | 1.8 | 1.5 | . 8 | 2.0 |
| Less than 2,500 | 72.1 | 100.0 | 39.7 | 55.1 | 20.0 | 27.7 | 6.1 | 8.5 | . 2 | . 3 | . 1 | . 1 | 4.9 | 6.8 | 1.1 | 1.5 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 3.4 | 22.2 | 4.6 | 30.1 | 5.8 | 37.9 | . 6 | 3.9 | . 7 | 4.6 | . 2 | 1.3 | - | - |
| \$40,000 to \$ ${ }^{\text {d }}$ 9,999 | 24.8 | 100.0 | 12.1 | 48.8 | 8.4 | 33.9 | 2.8 | 11.3 | . 2 | . 8 | . 1 | . 4 | . 9 | 3.6 | . 9 | 1.2 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 43.0 | 68.7 | 14.3 | 22.8 | 2.9 | 4.6 | . 1 | . 2 | . 2 | - 3 | 1.0 | 1.6 | 1.1 | 1.8 |
| Less than \$10,000 | 91.6 | 100.0 | 63.5 | 69.3 | 15.6 | 17.0 | 2.4 | 2.6 | - | ${ }^{-}$ | . 4 | . 5 | 7.9 | 8.6 | 1.8 | 2.0 |
| No reply | 13.8 | 100.0 | 7.7 | 55.8 | 2.7 | 19.5 | . 9 | 6.5 | . 2 | 1.5 | . 2 | 1.5 | 1.2 | 8.7 | . 9 | 6.5 | 1/ Includes drinking places, lunch counters, and refreshment stands.

$$
\text { Table } 8
$$

| Category | ```All establishments``` |  | Less than \$1 |  | Between $\$ 1$ and \$2 |  | \$2 or more |  | More than one dining facility |  | No äinners served |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Per- cent | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 189.7 | 100.0 | 81.7 | 43.1 | 6.8 | 3.6 | 1.5 | . 7 | . 7 | . 4 | 62.4 | 32.9 | 36.6 | 19.3 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 43.2 | 100.0 | 21.6 | 50.0 | 2.6 | 6.0 | 1.0 | 2.3 | . 5 | 1.2 | 14.0 | 32.4 | 3.5 | 8.1 |
| North Central | 64.9 | 100.0 | 21.8 | 33.6 | 1.4 | 2.2 | - | - | . 1 | . 1 | 26.1 | 40.2 | 15.5 | 23.9 |
| South | 54.4 | 100.0 | 24.7 | 45.4 | 1.0 | 1.8 | - | - | . 1 | . 1 | 17.6 | 32.1 | 11.0 | 20.3 |
| West | 27.2 | 100.0 | 13.6 | 50.0 | 1.8 | 6.6 | . 5 | 1.8 | - | - | 4.7 | 17.3 | 6.6 | 24.3 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 21.0 | 100.0 | 15.8 | 75.2 | 3.2 | 15.2 | . 5 | 2.4 | - | - | 1.0 | 4.8 | . 5 | 2.4 |
| Cafeterias | . 6 | 100.0 | . 5 | 83.3 | - | - | - | - | - | - | - | - | . 1 | 16.7 |
| Restaurants or cafeterias located in hotels | 1.4 | 100.0 | . 4 | 28.6 | . 1 | 7.1 | - | - | . 7 | 50.0 | . 2 | 14.3 | - | - |
| Drug or proprietary stores with <br> fount in semvice |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service Other 1/ | 29.8 736.9 | 100.0 | 8.9 56.1 | 29.9 | - | - ${ }^{-6}$ | - | 7 | - | - | 10.9 | 36.6 | $10.0$ | 33.5 |
| Other I/ | 136.9 | 100.0 | 56.1 | 42.0 | 3.5 | 2.6 | 1.0 | . 7 | - | - | 50.3 | 36.7 | 26.0 | $19.0$ |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 25.9 | 100.0 | 11.4 | 44.0 | 1.0 | 3.9 | . 5 | 1.9 | - | - | 8.7 | 33.6 | 4.3 | 16.6 |
| 100,000 to 499,999 | 29.6 | 100.0 | 12.6 | 42.6 | . 6 | 2.0 | - | - | - | - | 11.4 | 38.5 | 5.0 | 16.9 |
| 25,000 to 99,999 | 27.7 | 100.0 | 8.5 | 30.7 | . 3 | 1.1 | - | - | . 1 | . 4 | 11.7 | 42.2 | 7.1 | 25.6 |
| 2,500 to 24,999 | 33.0 | 100.0 | 14.6 | 4. ${ }^{2} .3$ | 1.0 | 3.0 | . 1 | . 3 | - | - | 10.8 | 32.7 | 6.5 | 19.7 |
| Less than 2,500 | 73.5 | 100.0 | 34.6 | 47.1 | 3.9 | 5.3 | . 9 | 1.2 | . 6 | . 8 | 19.8 | 27.0 | 13.7 | 18.6 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (f'rom food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | . 5 | 100.0 | . 2 | 40.0 | . 1 | 20.0 | - | - | - | - | - | - | . 2 | 40.0 |
| \$40,000 to \$99,999 | 4.1 | 100.0 | 2.3 | 56.1 |  | , | . 3 | 7.3 | - | - | . 6 | 14.6 | . 9 | 22.0 |
| \$10,000 to \$39,999 | 22.4 | 100.0 | 13.2 | 58.9 | 2.1 | 9.4 | . 5 | 2.2 | - | - | 5.0 | 22.3 | 1.6 | 7.2 |
| Less than \$10,000 | 100.8 | 100.0 | 61.5 | 61.0 | 4.2 | 4.2 | . 5 | . 5 | - | - | 27.4 | 27.1 | 7.2 | 7.2 |
| No reply | 61.9 | 100.0 | 4.5 | 7.3 | . 4 | . 7 | . 2 | . 3 | . 7 | 1.1 | 29.4 | 47.5 | 26.7 | 43.1 |

[^7]
## Table 10

PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING


| Category | All ustablishments |  | Yes |  | No |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \\ & \hline \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 208.1 | 100.0 | 147.6 | 70.9 | 60.0 | 28.8 | . 5 | . 3 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 63.0 | 100.0 | 41.4 | 60.9 | 26.4 | 38.8 | . 2 | . 3 |
| North Central | 59.7 | 100.0 | 44.5 | 74.5 | 15.1 | 25.3 | . 1 | . 2 |
| South | 45.9 | 100.0 | 34.8 | 75.8 | 11.0 | 24.0 | . 1 | . 2 |
| West | 34.5 | 100.0 | 26.9 | 78.0 | 7.5 | 21.7 | . 1 | . 3 |
| Type of Establishment |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 82.3 | 77.9 | 23.2 | 21.9 | . 2 | . 2 |
| Cafeterias | 4.3 | 100.0 | 3.3 | 76.7 | 1.0 | 23.3 | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 13.4 | 87.6 | 1.9 | 12.4 | - | - |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | 100.0 | 6.7 | 68.4 | 3.1 | 31.6 | - | - |
| Other | 73.0 | 100.0 | 41.9 | 57.4 | 30.8 | 42.2 | . 3 | . 4 |
| City Size (population) |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 22.7 |  | 19.6 | 46.0 | . 3 | . 7 |
| 100,000 to 499,999 | 26.1 | 100.0 | 17.8 | 68.2 | 8.3 | 31.8 | - | - |
| 25,000 to 99,999 | 27.4 | 100.0 | 19.0 | 69.3 | 8.4 | 30.7 | - | - |
| 2,500 to 24,999 | 39.9 | 100.0 | 30.2 | 75.7 | 9.6 | 24.1 | . 1 | . 2 |
| Less than 2,500 | 72.1 | 100.0 | 57.9 | 80.3 | 14.1 | 19.6 | . 1 | . 1 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 13.2 | 86.3 | 2.1 | 13.7 | - | - |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 21.0 | 84.7 | 3.8 | 15. | - | - |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 46.6 | 74.4. | 15.7 | 25.1 | . 3 | . 5 |
| Less than \$10,000 | 91.6 | 100.0 | 56.9 | 62.1 | 34.7 | 37.9 | - | - |
| No reply | 13.8 | 100.0 | 9.9 | 71.7 | 3.7 | 26.8 | . 2 | 1.5 |

[^8]Table 11
PUBLIC EATING PLACES SERVING FISH OR SHELIFISH INDICATING IF LACK OF
SUFFICIENT OR CONVENIENT STORAGE SPACE LIMITS USE OF FROZEN FISH OR SHELLFISH (Number of establishments in thousands)

| Category | All establishments |  | Yes |  | No |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 36.9 | 17.7 | 168.0 | 80.8 | 3.2 | 1.5 |
| Region | 68.0 | 100.0 | 10.8 | 15.9 | 55.4 | 81.5 | 1.8 | 2.6 |
| Northeast | 68.0 59.7 | 100.0 | 11.9 | 19.9 | 47.1 | 78.9 | . 7 | 1.2 |
| South | 45.9 | 100.0 | 9.2 | 20.0 | 36.4 | 79.3 | . 3 | . 7 |
| West | 34.5 | 100.0 | 5.0 | 14.5 | 29.1 | 84.3 | . 4 | 1.2 |
| Type of Establishment 70080 |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 20.0 | 18.9 16.3 | 84.5 3.3 | 79.9 | 1.2 | 1.2 7.0 |
| Cafeterias | 4.3 | 100.0 | . 7 | 16.3 | 3.3 | 76.7 | $\cdot 3$ | 7.0 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 1.9 | 12.4 | 13.3 | 86.9 | . 1 | . 7 |
| Drug or proprietary stores with fountain service | 9.8 | 100.0 | 1.4 | 14.3 | 8.0 | 81.6 | . 4 | 4.1 |
| Other 1/ | 73.0 | 100.0 | 12.9 | 17.7 | 58.9 | 80.7 | 1.2 | 1.6 |
| City Size (population) 35.7838 |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 26.1 | 100.0 100.0 | 6.0 4.3 | 14.1 | 35.7 21.6 | 83.8 82.7 | . 9 | . 8 |
| 100,000 to 499,999 25,000 to 99,999 | 26.1 | 100.0 100.0 | 4.3 5.6 | 16.5 20.4 | 21.6 20.9 | 82.7 76.3 | -9 | 3.3 |
| 2,500 to 24,999 | 39.9 | 100.0 | 8.7 | 21.8 | 30.7 | 76.9 | .5 | 1.3 |
| Less than 2,500 | 72.1 | 100.0 | 12.3 | 17.0 | 59.1 | 82.0 | . 7 | 1.0 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from frood) |  |  |  |  |  | 84.3 | . 2 |  |
| \$100,000 or more | 15.3 24.8 | 100.0 100.0 | 3.2 | 14.4 12.5 | 21.5 | 86.7 | . 2 | . 8 |
| \$40,000 to \$99,999 $\$ 10,000$ to $\$ 39,999$ | 24.8 62.6 | 100.0 100.0 | 11.5 | 18.4 | 49.9 | 79.7 | 1.2 | 1.9 |
| Less than \$10,000 | 91.6 | 100.0 | 17.4 | 19.0 | 73.0 | 79.7 | 1.2 | 1.3 |
| No reply | 13.8 | 100.0 | 2.7 | 19.6 | 10.7 | 77.5 | . 4 | 2.9 |

[^9]Table 12
POUNDS OF FROZEN FIGH AND SHEJLFISH HELD IN FREEEER OR COLD STORAGE

| Category | $\begin{gathered} \text { Number of } \\ \text { establish- } \\ \text { ments } \\ \text { (thousands) } \end{gathered}$ | Total |  | Frozen Sish |  | Frozen <br> shellfish |  | Pounds held per establishment |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Million pounds | Percent | Million pounds | Percent | Million pounds | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Total | Fish | Shellfish |
| United States Total | 208.1 | 10.1 | 100.0 | 4.7 | 200.0 | 5.4 | 100.0 | 48.5 | 22.6 | 25.9 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 2.7 | 26.7 | . 8 | 17.0 | 1.9 | 35.2 | 39.7 | 11.8 | 27.9 |
| North Central | 59.7 | 1.8 | 17.8 | 1.0 | 21.3 | . 8 | 14.8 | 30.2 | 16.8 | 13.4 |
| South | 45.9 | 3.9 | 37.7 | 2.3 | 48.9 | 1.5 | 27.9 | 82.3 | 50.1 | 32.7 |
| West | 34.5 | 1.8 | 17.8 | . 6 | 12.8 | 1.2 | 22.2 | 52.2 | 17.4 | 34.8 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 5.8 | 57.4 | 2.3 | 49.0 | 3.5 | 64.8 | 54.9 | 21.8 | 3. . 1 |
| Cafeterias | 4.3 | 1.3 | 12.9 | 1.1 | 23.14 | . 2 | 3.7 | 30.2 | 25.6 | 4.6 |
| ```Restaurants or cafeterias located in hotels``` | 15.3 | 2.2 | 21.8 | . 8 | 17.0 | 1.4 | 25.9 | 14.4 | 5.2 | 9.2 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | (1) | - | (1) | - ${ }^{-}$ | (1) | $5^{-}$ | (2) | (2) | (2) |
| Other 3/ | 73.0 | . 8 | 7.9 | . 5 | 10.6 | . 3 | 5.6 | 10.9 | 6.8 | 4.1 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 3.0 | 29.7 | 1.5 | 37.9 | 1.5 | 27.8 | 70.4 | 35.2 | 35.2 |
| 100,000 to 499,999 | 26.1 | 1.3 | 12.9 | . 4 | 8.5 | . 9 | 16.7 | 49.8 | 15.3 | 34.5 |
| 25,000 to 99,999 | 27.4 | 1.2 | 11.9 | .5 | 10.6 | . 7 | 12.9 | 43.8 | 18.2 | 25.6 |
| 2,500 to 24,999 | 39.9 | 1.7 | 16.8 | . 7 | 14.9 | 1.0 | 18.5 | 42.6 | 17.5 | 25.1 |
| Less than 2,500 | 72.1 | 2.9 | 28.7 | 1.6 | 34.1 | 1.3 | 24.1 | 40.2 | 22.2 | 18.0 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 5.6 | 55.4 | 2.6 | 55.3 | 3.0 | 55.6 | -66.1 | 170.0 | $196.1$ |
| $\$ 40,000$ to $\$ 99,997$ | 24.8 | 1.8 | 17.8 | . 7 | 14.9 | 1.1 | 20.4 | 72.6 | 28.2 | 44.4 |
| 审10,000 to \$39,999 | 62.6 | 1.6 | 15.9 | . 8 | 17.0 | . 8 | 14.9 | 25.6 | 12.8 | 12.8 |
| Less than \$10,000 | 91.6 | . 7 | 6.9 | . 4 | 8.5 | - 3 | 5.5 | 7.6 | 4.3 | 3.3 |
| No reply | 13.8 | . 4 | 4.0 | . 2 | 4.3 | . 2 | $\therefore$ - 7 | 29.0 | 14.5 | 14.5 |

[^10]$$
\text { Table } 13
$$
NUMBER OF PUBLIC EATING PLACFS SERVING FISH OR SHELIFISH INDICATING PERCENTAGE OF PURCHASES OF FISH AND SHELLFISH DURING EACH CAIENDAR QUARTER OF 1954, BY GEOGRAPHIC REGICN

| Geographic region and calendar quarter, 1954 | Total | 0 to 19 percent of total purchases | 20 to 39 percent of total purchases | 40 to 59 percent of total purchases | 60 to 79 percent of total purchases | 80 to 100 percent of total purchases | No reply |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of establishments | Number of establishments | Number of establishments | Number of establishments | Number of estáblishments | Number of establishments | Number of establisnments |
| United States - average | 208.1 | 22.6 | 158.0 | 9.6 | 1.3 | . 8 | 15.8 |
| January-March | 208.1 | 18.6 | 153.3 | 15.8 | 1.3 | . 7 | 18.4 |
| April-June | 208.1 | 26.0 | 164.9 | 5.0 | . 8 | . 2 | 11.2 |
| July-September | 208.1 | 24.9 | 152.1 | 10.5 | 1.6 | 1.8 | 17.2 |
| Oc tober-December | 208.1 | 20.8 | 161.7 | 7.3 | 1.3 | . 7 | 16.3 |
| Northeast - average | 68.0 | 8.3 | 52.2 | 3.1 | . 5 | . 5 | 3.4 |
| January-March | $\overline{68.0}$ | 4.9 | 5.4 | 3.6 | . 2 | . 3 | 7.6 |
| April-June | 68.0 | 11.2 | 55.$]$ | 1.3 | . 2 | . 1 | . 1 |
| July-September | 68.0 | 5.2 | 50.0 | 4.6 | - 9 | 1.4 | 5.9 |
| October-December | 68.0 | 12.0 | 52.1 | 2.9 | . 8 | . $]$ | . 1 |
| North Central - average | 59.7 | 8.7 | 45.9 | 3.0 | . 3 | . 2 | 1.6 |
| January-March | 59.7 | 9.5 | 43.9 | 5.6 | . 3 | . 2 | . 2 |
| April-June | 59.7 | 8.7 | 48.1 | 2.4 | . 3 | . 1 | . 1 |
| July-September | 59.7 | 13.1 | 43.5 | 2.4 | - 3 | - 3 | 6.1 |
| Octooer-December | 59.7 | 3.5 | 48.1 | 1.6 | . 2 | . 1 | 6.2 |
| South - average | 45.9 | 3.8 | 34.4 | 2.3 | . 3 | . 1 | 5.0 |
| January-March | 45.9 | 1.7 | 33.7 | 5.3 | . 4 | . 1 | 4.7 |
| hpril-June | 45.9 | 5.3. | 34.7 | . 7 | . 1 | 1 | $5 \cdot 3$ |
| July-September | 45.9 | 5.7 | 33.1 | 1.2 | . 3 | . 1 | 5.5 |
| October-December | 45.9 | 2.8 | 35.9 | 2.1 | . 2 | . 3 | 4. |
| West - average | 34.5 | 1.7 | 25.6 | 1.2 | . 2 | . 1 | 5.7 |
| January-March | 34.5 | 2.5 | 24.3 | 1.3 | . 4 | . 1 | 5.9 |
| April-June | 34.5 | 1.0 | 27.0 | . 6 | . 2 | - | 5.7 |
| July-September | 34.5 | . 9 | 25.5 | 2.3 | . 1 | - | 5.7 |
| October-December | 34.5 | 2.5 | 25.6 | . 7 | . 1 | . 2 | 5.4 |

Table 14
percentage of public fating places serving fish or shellfish indicating percentage of purchases of fish aidd shelifish DURING EACH CALENDAR QUARTER, 1954 BY GEOGRAPHIC REGION

| Geographic region and calendar quarter, 1954 | Total |  | 0 to 19 percent of total purchases | 20 to 39 percent of total purchases | 40 to 59 percent of total purchases | 60 to 79 percent of total purchases | 80 tc 100 percent of total purchases | INo reply |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nunber of establishments | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | $\begin{aligned} & \text { Per- } \\ & \text { cent } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Percent | Percent | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States - average | $\underline{208.1}$ | 100.0 | 10.9 | 75.9 | 4.6 | . 6 | . 14 | 7.6 |
| Jamary-March | 208.1 | 100.0 | 8.9 | 73.7 | 7.6 | . 6 | . 9 | 8.9 |
| April-June | 208.1 | 100.0 | 12.5 | 79.2 | 2.4 | . 4 | . 1 | 5.1. |
| July-September | 208.1 | 100.0 | 12.0 | 71.1 | 5.0 | . 8 | . 9 | $8 . ?$ |
| October-December | 208.1 | 100.0 | 10.0 | 77.7 | 3.5 | .6 | . 4 | 7.8 |
| Northeast - average | 68.0 | 100.9 | 12.2 | 76.8 | 4.6 | . 7 | . 7 | 5.0 |
| January-líarch | 68.0 | 100.0 | 7.2 | 75.6 | 5.3 | .9 | . 1 | 11.2 |
| April-June | 68.0 | 100.0 | 16.5 | 81.0 | 1.9 | . 3 | . 2 | . 1 |
| July-September | 68.0 | 100.0 | 7.6 | 73.5 | 6.8 | 1.3 | 2.1 | 8.7 |
| October-December | 68.0 | 100.0 | 17.7 | 76.6 | 4.3 | 1.2 | . 1 | . 1 |
| North Central - average | 59.7 | $\underline{100.0}$ | 14.6 | 76.9 | 5.0 | . 5 | - 3 | 2.7 |
| January-March | 59.7 | 100.0 | 15.9 | 73.6 | 9.4 | . 5 | $\cdot 9$ | . 3 |
| April-June | 59.7 | 100.0 | 14.6 | 80.6 | 4.0 | . 5 | . 2 | . 1 |
| July-September | 59.7 | 100.0 | 21.9 | 72.9 | 4.0 | . 5 | . 5 | . 2 |
| October-December | 59.7 | 100.0 | 5.9 | 80.6 | 2.7 | . 3 | . 1 | 10.4 |
| Souti - average | 45.9 | 100.0 | 8.3 | 74.9 | 5.0 | . 7 | . 2 | 10.9 |
| January-liarch | 45.9 | 100.0 | 3.7 | 73.14 | 11.6 | . 9 | . 2 | 10.2 |
| April-June | 45.9 | 100.0 | 11.1 | 75.6 | 1.5 | . 2 | - | 11.6 |
| July-September | 45.9 | 100.0 | 12.4 | 72.1 | 2.6 | . 7 | . 2 | 12.0 |
| October-December | 45.9 | 100.0 | 6.1 | 78.2 | 4.6 | . 4 | . 7 | 10.0 |
| West - average | 34.5 | 100.0 | 4.9 | 74.2 | 3.5 | . 6 | . 3 | 16.5 |
| January-March | 34.5 | 100.0 | 7.2 | 70.4 | 3.8 | 1.2 | . 3 | 17.1 |
| April-June | 34.5 | 100.0 | 2.9 | 78.3 | 1.7 | . 6 | - | 16.5 |
| July-September | 34.5 | 100.0 | 2.6 | 73.9 | 6.7 | . 3 | - | 16.5 |
| October-December | 34.5 | 100.0 | 7.2 | 74.2 | 2.0 | . 3 | . 6 | 15.7 |

 served by public eating places serving fish and shelifish
during one week of may 1955, by geographic region -/
(Number of establishments in thousands; number of meals and sondwiches in millions)


[^11]establishments.
Table 16
NuTER of hain dish aid fish ind shelifish min dish nemis and


| $\begin{aligned} & \text { seo ranaic } \\ & r \in \text { ion } \end{aligned}$ | Totel meals served |  | Lancheon neals served |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underset{\substack{\text { Eain } \\ \text { zish }}}{ }$ | $\begin{aligned} & \text { Fish and } \\ & \text { shellfish } \\ & \text { mein dish } \end{aligned}$ | $\begin{aligned} & \text { Main } \\ & \text { dish } \end{aligned}$ |  |  |
|  | Sumber | Mamer | Juniber | Huster | Waticer |
| TMitus atzios | 45 | 75 | 275 | 45 | 1 |
| avouas | 292 | II | 227 | 4 | $?$ |
| Wath Converi | 502 | 70 | 3 ic | 42 | - |
| 2005 | 42 | 81 | 204 | 55 | L:2 |
| ..est | 571 | 87 | 319 | 4.6 |  |

Table 17
NuMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELJFISH INDIGATING PERCENTAGE OF MAIN DISH MEfLS

| Geographic Region | ```Al1 establish- ments``` | 0 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | Iio reply on not appliceaze |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Tumber | Number | Number | rumber | Tamber | rumber | いいとこと |
| United States Total | 208.1 | 6.0 | 23.2 | 42.6 | 50．7 | 35.1 | 02.5 |
|  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 2.7 | 10． | 11.1 | IC． 9 | 12.4 | $\therefore .7$ |
| Corth Centra？ | 59.7 | － | 6.3 | 12.9 | $12 . \overline{\mathrm{N}}$ | E．t | 1－2 |
| South | 45.9 | 1.7 | －． | 8.1 | $\underline{-2.1}$ | 9.5 | $\therefore 2$ |
| Vest | $3 L .5$ | 7.6 | 3.5 | 10． | 4.0 | $4 . E$ | 1． 5 |

 Table 18
PERCENTAGE DISTRIbUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELIFISH INDICATING PERCENTAGE OF MAIN DISH MEALS SERVED aS LUNCH，MAY 1955，BY GEOGRaphiC region I／ （Number of establishments in thousands）

| $\begin{aligned} & \text { GEOETapnic } \\ & \text { בezion } \end{aligned}$ | establ | snments | 0 to 19 percent | 20 to 39 percent | $40 \text { to } 59$ percent | 60 t二 ？？ percerit | $\begin{gathered} \text { BC to } 100 \\ \text { Dercent } \end{gathered}$ |  rot anOi土caíne |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Percent | Percent | Percent | Percent | Percent | Percent |
| Unized States Total | 208．1 | 100.0 | 2.9 | 11.1 | 20.5 | 19.1 | 16.9 | 20.5 |
| Zegion |  |  |  |  |  |  |  |  |
| Nortneast | 68.0 | 100.0 | 4.0 | 15.2 | 16.3 | 15.9 | 18.2 | 30.4 |
| Wowth Central | 59.7 | 100.0 | － | 10.6 | 21.6 | 21.4 | 14．4 | 3 |
| South | 45.9 | 200.0 | 3.7 | 7.2 | 17.6 | 26.4 | 20.7 | 2－15 |
| West | 34.5 | 100.0 | 4.7 | 9.6 | 30.4 | 11．6 | 13.3 | 20.4 |


Table 19
NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELIFISH INDICATING PERCENTAGE OF FISH OR SHELLFISH MAIN DISH (Number of establisiments in thousands)

| Geographic Rexion | $\begin{aligned} & \dot{\hat{i l l}} \\ & \text { establish- } \\ & \text { ments } \end{aligned}$ | 0 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | Iio reply or nct applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nunber | Number | Number | Number | Number | Number | Tunber |
| United States Total | 208.1 | 6.2 | 1.9 .3 | 34.3 | 25.9 | 35.0 | 87.4 |
| Reqion |  |  |  |  |  |  |  |
| Tortreast | 68.0 | 3.0 | 6.9 | 8.8 | 7.4 | 12.0 | 29.9 |
| Dorth Central | 59.7 | 2.1 | 5.0 | 11.4 | 8.9 | 9.8 | 22.5 |
| South | 45.9 | - | 4.2 | 6.5 | 6.1 | 10.0 | 19.1 |
| $\cdots \in s t$ | 34.5 | 1.1 | 3.2 | 7.6 | 3.5 | 3.2 | 15.9 |

1/ Total number of meals served during the seven days prior to the survey of the individual estaklishments.
PEFEENTAGE DISTRIbUTION OF PUBIIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING PERCENTAGE OF FISH
Table 20
(IVumber of establishrents in thousends)

|  | $\frac{\text { All }}{\text { estéblishments }}$ |  | 0 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 30 to 100 percent | ivo reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Iruber | Percent | Percent | Percent | Percent | Fercent | Percent | Percent |
| Unived States Total | 203.1 | 100.0 | 3.0 | 9.3 | 16.5 | 12.4 | 16.8 | 42.0 |
| Eepator |  |  |  |  |  |  |  |  |
| Mortreast | 68.0 | 100.0 | 4.4 | 10.1 | 12.9 | 10.9 | 17.7 | 44.0 |
| Vorth Central | 59.7 | 100.0 | 3.5 | 8.4 | 19.1 | 14.9 | 16.4 | 37.7 |
| Soutin | 45.9 | 100.0 | - | 9.1 | 14.2 | 13.3 | 21.8 | 41.6 |
| West | 34.5 | 100.0 | 3.2 | 9.3 | 22.0 | 10.1 | 9.3 | 46.1 |

If Total mumber of meals served during the seven days prior to the survey of the individual establishments.
NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE PERCENTACE THAT FISH SANDWICHES ARE OF TOTAL SANDWICHES SERVED, MAY 1955, BY GEOCRAPHIC PECION 1/
(Number of establishments in thousands)

| Geozraphic Region | $\begin{gathered} \text { All } \\ \text { estab- } \\ \text { lish- } \\ \text { ments } \\ \hline \end{gathered}$ | One percent | Two percent | Three percent | Four percent | Five to nine percent | Ten percent and over | No reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Number | Number | Number | Number | Number | Number |
| United States Total | 208.1 | 7.3 | 7.2 | 4.8 | 2.3 | 2.2.4 | 65.8 | 99.3 |
| Reqion |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 1.2 | 1.7 | 1.5 | 1.0 | 8.1 | 29.1 | 25.4 |
| North Central | 59.7 | 3.1 | 2.5 | 1.7 | . 6 | 6.9 | 16.0 | 28.9 |
| South | 45.9 | . 8 | 1.6 | . 6 | . 4 | 2.9 | 11.6 | 23.0 |
| West | 34.5 | 2.2 | 1.4 | 1.0 | . 3 | 3.5 | 3.1 | 17.0 |

I/ Total number of sandwiches served during the seven days prior to the survey of the individual

$$
\text { Table } 22
$$

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SFRVING FISH OR SHELLFISH INDICATING THE PERCENTAGE
THAT FISH SANDWICHES ARE OF TOTAL SANIWICHES SEFVED, MAY IO55, BY GOCRAPHIC REGION I/

| $\begin{gathered} \text { Geographic } \\ \text { Recion } \end{gathered}$ | $\begin{gathered} \text { All } \\ \text { estainishments } \end{gathered}$ |  | One percent | Two percent | Three percent | Four percent | ```Five to nine percent``` | Ten percent and over | to reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | percent | Percent | Percent | Percent | Percen ${ }^{+}$ | Percent | Percent | Percent |
| United States Total Rerion | 208.1 | 100.0 | 3.5 | 3.5 | 2.2 | 1.1 | 10. 3 | 21.6 | 47.7 |
| Hortheast | 68.0 | 100.0 | 1.9) | 2.5 | 2.2 | 1. | 11 | 42.3 |  |
| Nortir Central | 59.7 | 100.0 | 5.2 | 4.2 | 2.8 | 1.0 | 11.6 | 26.3 | 13.4 |
| South | 45.9 | IOC.O | 1.7 | 3.5 | 1.3 | . 9 | 6.5 | 25.3 | 61.0 |
| vest | 34.5 | 100.0 | 6.4 | 4.0 | 2.9 | . 9 | 10.1 | 26.4 | 49.3 |

I/ Total number of sandwiches served during the seven days prior to the surver of the individual establishment.
Table 23


| Category | ```estaklishments``` |  | One servin. |  | Two servines |  | Three servinss |  | Four servings |  | Five servinss |  | Cix to tirht servines |  | No reply or not apnlicable |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Nunter | $\begin{aligned} & \text { Yer- } \\ & \text { cent } \\ & \hline \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | Per- cent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 208.1 | 100.0 | 2.7 | 1.3 | 34.5 | 16.6 | 62.4 | 30.0 | 32.3 | 15.5 | 3.7 | 1.9 | 1.6 | . 7 | 70.9 | 34.1 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | . 6 | . 8 | 10.4 | 15.3 | 21.4 | 31.5 | 8.7 | 12.8 | . 7 | 1.1 | . 2 | . 3 | 20.0 | 38.2 |
| North Central | 59.7 | 100.0 | . 6 | 1.0 | 10.1 | 16.9 | 19.8 | 33.2 | 10.3 | 17.3 | 1.5 | 2.5 | . 1 | . 6 | 17.0 | 28.5 |
| South | 45.9 | 100.0 | 1.3 | 2.8 | 9.6 | 20.9 | 12.1 | 26.4 | 7.6 | 16.5 | 1.0 | 2.2 | . 5 | 1.1 | 13.8 | 30.1 |
| \%est | 34.5 | 100.0 | .2 | . 6 | 4.4 | 12.8 | 9.1 | 26.4 | 5.7 | 16.5 | . 5 | 1.4 | . 5 | 1.4 | 14.3 | 40.9 |
| Type of establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| restaurants | 105.7 | 100.0 | 2.0 | 1.9 | 20.2 | 19.1 | 38.8 | 36.7 | 18.6 | 17.6 | 1.9 | 1.8 | . 5 | . 5 | 23.7 | 22.4 |
| Cafeterias | 4.3 | 100.0 | - | - | . 6 | 14.0 | 1.3 | 30.2 | 1.4 | 32.6 | . 1 | 2.3 | - | - | . 9 | 20.9 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | . 2 | 2.0 | 4.9 | 32.0 | 5.0 | 32.7 | 1.4 | 9.2 | . 1 | . 6 | - | - | 3.6 | 23.5 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | 100.0 | - | - | - | - | 1.5 | 15.3 | 2.2 | 22.4 | . 3 | 3.1 | - | - | 5.8 | 59.2 |
| Other I/ | 73.0 | 100.0 | . 4 | . 5 | 8.8 | 12.1 | 15.8 | 21.6 | 8.7 | 11.9 | 1.3 | 1.8 | 1.1 | 1.5 | 36.9 | 50.6 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | . 5 | 1.2 | 8.6 | 20.2 | 12.8 | 30.1 | 5.9 | 13.8 | . 6 | 1.4 | . 3 | . 7 | 13.9 | 32.6 |
| 100,000 to 499,999 | 26.1 | 100.0 | . 1 | . 4 | 2.8 | 10.7 | 7.1 | 27.2 | 6.2 | 23.8 | . 5 | 1.9 | . 1 | . 4 | 9.3 | 35.6 |
| 25,000 to 99,999 | 27.4 | 100.0 | .2 | . 7 | 4.7 | 17.2 | 8.6 | 31.4 | 5.7 | 20.8 | . 8 | 2.9 | . 4 | 1.5 | 7.0 | 25.5 |
| 2,500 to 24,999 | 39.9 | 100.0 | . 9 | 2.3 | 6.4 | 16.0 | 12.4 | 31.1 | 5.4 | 13.5 | . 3 | 2.0 | . 6 | 1.5 | 13.4 | 33.6 |
| Less than 2,500 | 72.1 | 100.0 | 1.0 | 1.4 | 12.0 | 16.6 | 21.5 | 29.8 | 9.1 | 12.6 | 1.0 | 1.4 | . 2 | . 3 | 27.3 | 37.9 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | . 6 | 3.9 | 4.2 | 27.5 | 6.0 | 39.2 | 2.4 | 15.7 | . 1 | . 6 | . 2 | 1.3 | 1.9 | 11.8 |
| \$40,000 to \$99,999 | 24.8 | 100.0 | . 7 | 2.8 | 5.4 | 21.8 | 8.2 | 33.1 | 5.4 | 21.8 | . 14 | 1.6 | . 2 | . 8 | 4.5 | 18.1 |
| \$10,000 to \$39,997 | 62.6 | 100.0 | . 7 | 1.1 | 9.8 | 15.7 | 22.9 | 36.6 | 10.5 | 16.8 | 1.2 | 1.9 | . 2 | . 3 | 17.3 | 27.6 |
| Less than \$10,000 | 91.6 | 100.0 | . 5 | . 6 | 12.2 | 13.3 | 22.2 | 24.2 | 11.2 | 12.2 | 1.8 | 2.0 | . 9 | 1.0 | 42.8 | 46.7 |
| No reply | 13.8 | 100.0 | . 2 | 1.5 | 2.9 | 21.0 | 3.1 | 22.4 | 2.8 | 20.3 | . 2 | 1.5 | . 1 | . 7 | 4.5 | 32.6 |

1/ Includes drinking places, lunch counters, and refreshment stands.

| ItallNo. Specieo | United States |  |  | Northeast |  |  | North Central |  |  | South |  |  | neet |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underset{\text { lhosce }}{\text { lat }}$ | $\begin{aligned} & \text { 2nd } \\ & \text { choice } \end{aligned}$ | $\underset{\text { choice }}{3 \mathrm{rd}}$ | $\begin{gathered} \text { lst } \\ \text { choice } \end{gathered}$ | $\begin{aligned} & \text { 2nd } \\ & \text { choice } \end{aligned}$ | $\begin{gathered} 3 \mathrm{rd} \\ \text { choice } \end{gathered}$ | $\begin{gathered} \text { lst } \\ \text { cholce } \end{gathered}$ | $\begin{aligned} & \text { 2nd } \\ & \text { choice } \end{aligned}$ | $\begin{gathered} 3 \mathrm{rd} \\ \text { choice } \end{gathered}$ | $\begin{aligned} & \text { lat } \\ & \text { choice } \end{aligned}$ | $\begin{aligned} & \text { 2nd } \\ & \text { choice } \end{aligned}$ | $\underset{\text { choice }}{3 \mathrm{ra}}$ | $\begin{gathered} \text { lat } \\ \text { choice } \end{gathered}$ | $\begin{aligned} & \text { 2nd } \\ & \text { choice } \end{aligned}$ | $\begin{gathered} \text { 3rd } \\ \text { choice } \end{gathered}$ |
|  | Number | Number | Number | Number | Number | Number | Number | Number | Number | Number | number | Number | Number | Number | Number |
| Total fish | 190.3 | 115.5 | 04.1 | 01.5 | 38.9 | 22.0 | 55.9 | 32.3 | 10.6 | 42.7 | 23.5 | 13.7 | 31.2 | 20.8 | 11.8 |
| 1 Bluofish | 1.2 | 1.0 | 1.4 | . 8 | . 6 | . 8 | . 2 | (2) | . 1 | . 2 | . 4 | . 5 | - |  | - |
| 2 Brook trout | 2.8 | 1.0 | . 5 | . 2 | . 1 | .1 | . 3 | . 2 | .1 | . 4 | .2 | (2) | 1.9 | . 5 | . 3 |
| 3 Buffalo fish | 1.5 | . 5 | . 2 | - | - | , | . 5 | .1 | - | . 4 | . 4 | . 1 | . 1 | . | .1 |
| 4 Butterfieh | (2) | . 2 | . 2 | - | . 1 | - | - | - | . 1 | (2) | . 1 | . 1 | - | - | - |
| 5 Carp | . 3 | . 2 | (2) | . 2 | . 1 | (2) | . 1 | . 1 | - | ( | (2) | - | - | $\checkmark$ | - |
| 6 Catfish | 10.0 | 4.5 | 1.8 | - | - | . 1 | 5.0 | 2.0 | . 5 | 5.0 | 1.8 | 1.0 | (2) | . 1 | . 2 |
| 7 Cod | 14.0 | 7.6 | 2.6 | 2.7 | 3.6 | 1.2 | 5.5 | 1.2 | . 7 | 5.0 | 1.0 | . 3 | 1.4 | 1.2 | . 4 |
| 8 Croakers | . 4 | . 3 | . 5 | - | (2) | - | - | - | - | . 4 | . 3 | . 5 | - | - |  |
| 9 Jrum | . 1 | - | . 1 | - | - | - | - | - | - | . 1 | - | . 1 | - | - | - |
| 10 Flounder | 18.1 | 10.2 | 0.7 | 12.0 | 5.3 | 2.9 | . 6 | . 4 | . 4 | 2.8 | 2.5 | 1.6 | 2.7 | 2.0 | 1.8 |
| 11 Haddock | 20.8 | 8.3 | 3.6 | 12.5 | 3.3 | 1.9 | 4.8 | 4.2 | 1.2 | 3.3 | . 8 | . 3 | . 2 | (2) | . 2 |
| 12 Halibut | 16.3 | 12.8 | 5.7 | 4.1 | 4.1 | 2.3 | 2.1 | 3.0 | 1.8 | . 7 | . 4 | . 3 | 7.4 | 5.3 | 1.3 |
| 13 King mackerel | . 1 | . 1 | (2) | . 1 | (2) | - | (2) | - | - |  | . 1 | (2) | - | - |  |
| 14 King whiting | - 3 | . 3 | . 2 | - | -1 | - | - | (2) | - | . 3 | . 2 | . 2 | - | - | - |
| 15 Lake herring | . 1 | . 1 | - | - | (2) | - | . 1 | . 1 | - | - | - | - | - | - | - |
| 10 Lake trout | 1.0 | 2.6 | 1.3 | . 1 | . 2 | .4 | . 8 | 2.1 | . 9 | .1 | . 2 | (2) | (2) | . 1 | - |
| 17 Mackerel | . 5 | . 5 | 1.2 | . 5 | . 5 | 1.2 | - | - | - | - | (2) | (2) | (2) | - | - |
| 18 Mullet | 1.2 | . 5 | - 0 | - | - | - | - | - | - | 1.2 | . 5 | . 6 |  |  |  |
| 19 Ocean perch | 16.7 | 0.0 | 2.4 | . 6 | . 8 | . 3 | 11.7 | 3.0 | 1.0 | 4.0 | 2.7 | 1.0 | . 4 | . 1 | . 1 |
| 20 Pike | 11.4 | 3.9 | 1.3 | 3.1 | 1.2 | . 1 | 8.8 | 2.0 | 1.2 | - | . 1 | - | - | - | - |
| 21 Pollock | . 5 | . 1 | - | (2) | - | - | . 1 | . 1 | - | . 4 | (2) | - | - | - |  |
| 22 Pompano | (2) | . 2 | . 3 | (2) | , | (2) | - | (2) | . 2 | (2) | . 2 | . 1 | - | - | (2) |
| 24 hock cod | $\begin{array}{r} \\ \hline\end{array}$ | 1.8 | 1.2 | - | $-$ | - | . 2 | $\square$ | - 5 | 2.3 | 1.0 | $\cdot 7$ | . 9 | . 7 | - 2.2 |
| 25 Salmon | 8.0 | 13.4 | 10.3 | 1.6 | 4.7 | 2.6 | 1.3 | 3.0 | 3.1 | . 9 | 1.0 | 1.8 | 4.2 | 4.7 | 2.8 |
| 26 Sardinee | 1.2 | 1.5 | 1.7 | . 5 | 1.0 | 1.5 | . 5 | . 2 | (2) | . 2 | - | . 1 | - | . 1 | . 1 |
| 27 Scup | 2.6 | 1.5 | . 4 | 1.8 | 1.1 | . 4 | , |  | , | . 6 | . 4 | - | - | - | - |
| 28 eed bass | 2.8 | 3.6 | 1.6 | . 2 | . 6 | . 1 | . 2 | . 3 | . 1 | 1.6 | 1.8 | . 0 | . 0 | . 9 | . |
| 29 Sea herring | . 7 | . 1 | . 1 | . 2 | - | . 1 | . 3 | - | - | . 2 | - | 12) | - | . 1 | - |
| 30 sea trout | 4.2 | 2.5 | 1.3 | - | . 1 | (2) | . 1 | . 2 | .1 | 4.1 | 2.1 | 2.2 | (2) | . 1 | (2) |
| 31 Shad | . 2 | . 2 | . 5 | . 2 | . 1 | . 3 | - | - | - | (2) | . 1 | . 2 | - | - | - |
| 32 Sheepshead | . 3 | (2) | - | - | - | - | - | - | - | . 3 | (2) | - | - | - | - |
| 33 Smelte | - 3 | . 5 | . 7 | - | . 2 | . 2 | - | . 2 | . 5 | - | - | - | . 3 | . 1 | - |
| 34 Spanish mackerel | .4 | 2.4 | 1.5 | . 2 | 1.2 | . 8 | - | - | - | . 2 | 1.1 | . 7 | - | . 1 | - |
| 35 3pot | . 2 | . 4 | . 2 | - | - | - | - | - | - | . 2 | $\cdot 4$ | . 2 | - | - | - |
| 36 Striped bass | . 5 | . 2 | . 1 | 2) | . 1 | (2) | - | - | - | . 5 | . 1 | .1 | - | - | - |
| 37 Sturgeon | (2) | . 1 | - | (2) | . 1 | - | - | - | - | - | - | - | - | - | - |
| 38 Swordfieh | 3.9 | 2.8 | 2.0 | 2.7 | 2.1 | 1.1 | (2) | - | . 3 | . 4 | . 1 | . 1 | . | . 6 | . 5 |
| 39 Tuna | 25.3 | 12.0 | 5.5 | 13.9 | 5.8 | 2.5 | 2.9 | 2.2 | 1.1 | 1.7 | 1.1 | . 5 | 0.8 | 2.4 | 1.4 |
| 40 Whitefiah | 3.1 | 3.2 | 1.0 | . 9 | . 7 | . 3 | 1.6 | 2.4 | . 0 | . 2 | (2) | (2) | . 2 | . 1 | . 1 |
| 41 Whiting | 2.9 | 1.2 | . 4 | . 6 | . 2 | - | 1.0 | . 4 | (2) | 1.2 | . 0 | . 3 | .1 | - | . 1 |
| 42 volffish | . 8 | . 2 | - | - | - | - | . 5 | . 1 | - | . 3 | . 1 | - | - | - | - |
| 43 Yellow perch | 4.8 | 2.4 | 1.0 | - | . 1 | . 1 | 4.5 | 2.2 | . 9 | . 2 | . 1 | - | . 1 | - | - |
| 44 Fieh eticke 3 | 2.6 | 1.0 | 1.4 | . 4 | - | . 2 | . 8 | . 5 | . 9 | . 7 | (2) | . 2 | . 7 | . 5 | . 1 |
| 45 Other Pish | 3.7 | 2.3 | 2.4 | 1.4 | . 5 | . 5 | 1.2 | . 4 | . 3 | . 9 | 1.0 | - 3 | . 2 | . 4 | . 3 |
| Total Shellfish | 134.1 | 82.1 | 43.0 | 47.1 | 34.0 | 18.5 | 33.1 | 15.4 | 7.8 | 30.0 | 20.3 | 9.3 | 23.9 | 12.4 | 7.4 |
| 1 Abalone | . 4 | . 3 | . 4 | 5 | - | - | - | - | - | - | - | - | . 4 | . 3 | -4 |
| 2 Clams | 0.5 | 5.3 | 4.0 | 5.4 | 4.2 | 3.1 | -1 | . 1 | . 2 | (2) | . 3 | . 2 | 1.0 | . 7 | . 5 |
| 3 Crabs | 5.8 | 9.4 | 8.3 | 2.7 | 3.3 | 2.8 | (2) | . 4 | . 2 | 2.3 | 4.2 | 3.5 | . 8 | 1.9 | 1.5 |
| 4 Lobsters | 0.7 | 14.2 | 8.7 | 4.6 | 7.2 | 4.1 | 1.1 | 4.6 | 1.7 | . 0 | 1.0 | 1.1 | . 4 | 1.4 | 1.8 |
| 5 Uystere | 16.2 | 20.7 | 7.9 | 1.6 | 3.0 | 2.5 | 3.1 | 4.9 | 2.1 | 7.2 | 9.0 | 2.5 | 4.3 | 3.6 | . 8 |
| - Scallops | 0.2 | 13.9 | 8.2 | 7.4 | 8.4 | 3.5 | . 4 | 2.4 | 2.8 | - | . 9 | 1.0 | . 4 | 1.7 | . 9 |
| 7 Shrimp | 89.3 | 17.5 | 5.4 | 24.5 | 7.7 | 2.3 | 28.3 | 2.4 | . 7 | 19.9 | 4.8 | 1.0 | 20.6 | 2.0 | 1.4 |
| 8 Uther shellfish | 1.0 | . 4 | . 4 | . 9 | . 2 | . 2 | . 1 | . 1 | . 1 | (2) | . 1 | (2) | - | - | . 1 |

RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINGIPAL

| Species | All choices |  |  | First choice |  |  | Second choice |  |  | Third choice |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Rank | Percent | Number | Rank | Percent | Number | Hank | Percent | Number | Kank | Percent |
| FISH - TOTAL | 369.9 | - | 100.0 | 190.3 | - | 100.0 | 115.5 | - | 100.0 | 64.1 | - | 100.0 |
| Tuna | 42.8 | 1 | 11.6 | 25.3 | 1 | 13.3 | 12.0 | 3 | 10.4 | 5.5 | 5 | 8.6 |
| Flounder | 35.0 | 2 | 9.5 | 18.1 | 3 | 9.5 | 10.2 | 4 | 8.8 | 6.7 | 3 | 10.4 |
| Halibut | 34.9 | 3 | 9.4 | 16.3 | 4 | 8.6 | 12.8 | 2 | 11.1 | 5.8 | 4 | 9.0 |
| Haddock | 32.7 | 4 | 8.8 | 20.8 | 2 | 10.9 | 8.3 | 6 | 7.2 | 3.6 | 6 | 5.0 |
| Salmon | 31.7 | 5 | 8.6 | 8.0 | 10 | 4.2 | 13.4 | 1 | 11.6 | 10.3 | 1 | 16.1 |
| Cod | 24.8 | 7 | 6.7 | 14.6 | 6 | 7.7 | 7.6 | 7 | 6.6 | 2.6 | 7 | 4.1 |
| Ucean perch | 22.6 | 8 | 6.1 | 14.9 | 5 | 7.8 | 5.7 | 8 | 4.9 | 2.0 | 8 | 3.1 |
| Pike | 17.1 | 9 | 4.6 | 11.9 | 8 | 6.3 | 3.9 | 10 | 3.4 | 1.3 | 17 | 2.0 |
| Catfish | 16.3 | 10 | 4.4 | 10.0 | 9 | 5.3 | 4.5 | 9 | 3.9 | 1.8 | 11 | 2.8 |
| Swordfish | 8.6 | 11 | 2.3 | 3.8 | 13 | 2.0 | 2.8 | 13 | 2.4 | 2.0 | 9 | 3.1 |
| Yellow perch | 8.2 | 12 | 2.2 | 4.8 | 11 | 2.5 | 2.4 | 16 | 2.1 | 2.0 | 20 | 1.6 |
| Sea bass | 8.0 | 13 | 2.2 | 2.8 | 16 | 1.5 | 3.6 | 11 | 3.1 | 1.6 | 13 | 2.5 |
| Sea trout | 8.0 | 14 | 2.2 | 4.2 | 12 | 2.2 | 2.5 | 15 | 2.2 | 1.3 | 18 | 2.0 |
| Whitefish | 7.3 | 15 | 2.0 | 3.1 | 14 | 1.6 | 3.2 | 12 | 2.8 | 1.0 | 21 | 1.6 |
| fed snapper | 6.4 | 16 | 1.7 | 2.7 | 18 | 1.4 | 1.8 | 18 | 1.5 | 1.9 | 10 | 3.0 |
| Fish sticks 2/ | 5.0 | 17 | 1.3 | 2.6 | 19 | 1.4 | 1.0 | 22 | . 9 | 1.4 | 15 | 2.2 |
| Lake trout | 4.9 | 18 | 1.3 | 1.0 | 23 | . 5 | 2.6 | 14 | 2.2 | 1.3 | 19 | 2.0 |
| Scup | 4.5 | 19 | 1.2 | 2.6 | 20 | 1.4 | 1.5 | 19 | 1.3 | . 4 | 23 | . 6 |
| Whiting | 4.5 | 20 | 1.2 | 2.9 | 15 | 1.5 | 1.2 | 21 | 1.0 | . 4 | 24 | . 6 |
| Sardines | 4.4 | 21 | 1.2 | 1.2 | 21 | . 6 | 1.5 | 20 | 2.3 | 1.7 | 12 | 2.7 |
| Brook trout | 4.3 | 22 | 1.2 | 2.8 | 17 | 1.5 | 1.0 | 23 | . 9 | . 5 | 22 | . 8 |
| Spanish mackerel | 4.3 | 23 | 1.2 | . 4 | 24 | . 2 | 2.4 | 17 | 2.1 | 1.5 | 14 | 2.3 |
| Bluefish | 3.6 | 24 | 1.0 | 1.2 | 22 | . 6 | 1.0 | 24 | . 9 | 1.4 | 16 | 2.2 |
| Other | 30.0 | 6 | 8.1 | 14.3 | 7 | 7.5 | 8.6 | 5 | 7.4 | 7.1 | 2 | 11.1 |
| SHELLFISH - TOTAL | 259.2 | - | 100.0 | 134.1 | - | 100.0 | 82.1 | - | 100.0 | 43.0 | - | 100.0 |
| Shrimp | 112.1 | 1 | 43.3 | 89.3 | 1 | 66.6 | 17.4 | 2 | 21.2 | 5.4 | 5 | 12.6 |
| Oysters | 44.7 | 2 | 17.2 | 16.1 | 2 | 12.0 | 20.7 | 1 | 25.2 | 7.9 | 4 | 18.4 |
| Scallops | 30.3 | 3 | 11.7 | 8.2 | 3 | 6.1 | 13.9 | 4 | 16.9 | 8.2 | 2 | 19.1 |
| Lobsters | 29.7 | 4 | 12.5 | 6.8 | 4 | 5.1 | 14.2 | 3 | 17.3 | 8.7 | 1 | 20.2 |
| Crabs | 23.6 | 5 | 9.1 | 5.8 | 6 | 4.3 | 9.8 | 5 | 11.9 | 8.0 | 3 | 18.6 |
| Clams | 15.8 | 6 | 6.1 | 6.5 | 5 | 4.9 | 5.3 | 6 | 6.5 | 4.0 | 6 | 9.3 |
| Other | 1.9 | 7 | .7 | 1.0 | 7 | . 7 | . 5 | 7 | . 6 | . 4 | 7 | - 9 |
| Abalone | 1.1 | 8 | . 4 | . 4 | 8 | . 3 | . 3 | 8 | . 4 | . 4 | 8 | . 9 |

[^12]RANKING AND NUMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELLFISH REPORTING PRINCIPAL

| Species | All choices |  |  | First choice |  |  | Second choice |  |  | Third choice |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | Percent | Nunber | Rank | Percent |
| FISH - TOTAL | 122.4 | - | 100.0 | 61.5 | - | 100.0 | 38.9 | - | 100.0 | 22.0 | - | 100.0 |
| Tuna | 22.2 | 1 | 18.1 | 13.9 | 1 | 22.6 | 5.8 | 2 | 14.9 | 2.5 | 4 | 11.4 |
| Flounder | 20.2 | 2 | 16.5 | 12.0 | 3 | 19.5 | 5.3 | 3 | 13.6 | 2.9 | 2 | 13.2 |
| Haddock | 17.7 | 3 | 14.5 | 12.5 | 2 | 20.3 | 3.3 | 7 | 8.5 | 1.9 | 6 | 8.6 |
| Halibut | 10.4 | 5 | 8.5 | 4.1 | 5 | 6.7 | 4.0 | 5 | 10.3 | 2.3 | 5 | 10.5 |
| Salmon | 8.9 | 6 | 7.3 | 1.6 | 10 | 2.6 | 4.7 | 4 | 12.1 | 2.6 | 3 | 11.8 |
| Cod | 7.5 | 7 | 6.1 | 2.7 | 8 | 4.4 | 3.7 | 6 | 9.5 | 1.1 | 9 | 5.0 |
| Swordfish | 6.1 | 8 | 5.0 | 2.8 | 7 | 4.6 | 2.1 | 8 | 5.4 | 1.2 | 8 | 5.5 |
| Pike | 4.3 | 9 | 3.5 | 3.1 | 6 | 5.0 | 1.1 | 9 | 2.8 | . 1 | 12 | . 4 |
| Scup | 3.3 | 10 | 2.7 | 1.8 | 9 | 2.9 | 1.1 | 10 | 2.8 | . 4 | 11 | 1.8 |
| Sardines | 3.0 | 11 | 2.4 | . 5 | 12 | . 8 | 1.0 | 11 | 2.6 | 1.5 | 7 | 6.8 |
| Bluefish | 2.2 | 12 | 1.8 | . 8 | 11 | 1.3 | . 6 | 12 | 1.6 | . 8 | 10 | 3.6 |
| Other | 16.6 | 4 | 13.6 | 5.7 | 4 | 9.3 | 6.2 | 1 | 15.9 | 4.7 | 1 | 21.4 |
| SHELLFISH - TOTAL | 99.7 | - | 100.0 | 47.2 | - | 100.0 | 34.0 | - | 100.0 | 18.5 | - | 100.0 |
| Shrimp | 34.6 | 1 | 34.7 | 24.5 | 1 | 51.9 | 7.7 | 2 | 22.7 | 2.4 | 6 | 13.0 |
| Scallops | 19.2 | 2 | 19.3 | 7.4 | 2 | 15.7 | 8.4 | 1 | 24.7 | 3.4 | 2 | 18.4 |
| Lobsters | 16.0 | 3 | 16.1 | 4.7 | 4 | 10.0 | 7.1 | 3 | 20.9 | 4.2 | 1 | 22.7 |
| Clams | 12.7 | 4 | 12.7 | 5.4 | 3 | 11.4 | 4.2 | 4 | 12.4 | 3.1 | 3 | 16.7 |
| Crabs | 8.7 | 5 | 8.7 | 2.7 | 5 | 5.7 | 3.3 | 5 | 9.7 | 2.7 | 4 | 14.6 |
| Oysters | 7.1 | 6 | 7.1 | 1.6 | 6 | 3.4 | 3.0 | 6 | 8.8 | 2.5 | 5 | 13.5 |
| Other | 1.4 | 7 | 1.4 | . 9 | 7 | 1.9 | . 3 | 7 | . 8 | . 2 | 7 | 1.1 |

1 / Based on number of fish and shellfish dishes served for a 12 -month period. Some establishments gave only one shoice; others gave two or three choices.
Table 27

| Species | All choices |  |  | First choice |  |  | Second choice |  |  | Third choice |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | Percent |
| FISH - TOTAL | 104.8 | - | 100.0 | 55.9 | - | 100.0 | 32.3 | - | 100.0 | 16.6 | - | 100.0 |
| Ocean perch | 14.1 | 2 | 13.5 | 10.8 | 1 | 19.3 | 2.5 | 7 | 7.7 | . 8 | 9 | 4.8 |
| Pike | 12.7 | 3 | 12.1 | 8.9 | 2 | 15.9 | 2.6 | 5 | 8.1 | 1.2 | 4 | 7.2 |
| Haddock | 10.3 | 4 | 9.8 | 4.9 | 6 | 8.8 | 4.2 | 2 | 13.0 | 1.2 | 5 | 7.2 |
| Catfish | 8.1 | 5 | 7.7 | 5.0 | 5 | 8.9 | 2.6 | 6 | 8.1 | . 5 | 12 | 3.0 |
| Yellow perch | 7.6 | 6 | 7.2 | 4.5 | 7 | 8.1 | 2.1 | 10 | 6.5 | 1.0 | 7 | 6.0 |
| Cod | 7.4 | 7 | 7.1 | 5.5 | 4 | 9.8 | 1.2 | 12 | 3.7 | . 7 | 10 | 4.2 |
| Salmon | 7.3 | 8 | 7.0 | 1.3 | 11 | 2.3 | 3.0 | 3 | 9.3 | 3.0 | 2 | 18.1 |
| Halibut | 7.0 | 9 | 6.7 | 2.1 | 9 | 3.8 | 3.0 | 4 | 9.3 | 1.9 | 3 | 11.5 |
| Tuna | 6.3 | 10 | 6.0 | 3.0 | 8 | 5.4 | 2.2 | 9 | 6.8 | 1.1 | 6 | 6.7 |
| Whitefish | 4.9 | 11 | 4.7 | 1.8 | 10 | 3.2 | 2.4 | 8 | 7.4 | . 7 | 11 | 4.2 |
| Lake trout | 3.8 | 12 | 3.6 | . 8 | 12 | 1.4 | 2.1 | 11 | 6.5 | . 9 | 8 | 5.4 |
| Other | 15.3 | 1 | 14.6 | 7.3 | 3 | 13.1 | 4.4 | 1 | 13.6 | 3.6 | 1 | 21.7 |
| SHELIFISH - TOTAL | 56.3 | - | 100.0 | 33.1 | - | 100.0 | 15.4 | - | 100.0 | 7.8 | - | 100.0 |
| Shrimp | 31.3 | 1 | 55.6 | 28.2 | 1 | 85.2 | 2.4 | 4 | 15.6 | . 7 | 4 | 9.0 |
| Oysters | 10.1 | 2 | 17.9 | 3.2 | 2 | 9.7 | 4.8 | 1 | 31.1 | 2.1 | 2 | 26.9 |
| Lobsters | 7.4 | 3 | 13.2 | 1.1 | 3 | 3.3 | 4.6 | 2 | 29.9 | 1.7 | 3 | 21.8 |
| Scallops | 6.2 | 4 | 11.0 | . 4 | 4 | 1.2 | 3.0 | 3 | 19.5 | 2.8 | 1 | 35.9 |
| Other | 1.3 | 5 | 2.3 | . 2 | 5 | . 6 | . 6 | 5 | 3.9 | . 5 | 5 | 6.4 |

[^13]RANKING AND NOMBER OF CHOICES OF PUBLIC EATING PLACES SERVING FISH AND SHELIFTSH REPORTING PRINCIPAL SPECIES OF FISH AND SHEILFISH SOLD IN THE SOUTHERN REGION 1/ (Number of choices in thousands)

| Species | All choices |  |  | First choice |  |  | Second choice |  |  | Third choice |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Rark | Percent | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | Percent |
| FISH - TOTAL | 78.8 | - | 100.0 | 41.6 | - | 100.0 | 23.5 | - | 100.0 | 13.7 | - | 100.0 |
| Catfish | 7.7 | 2 | 9.8 | 4.9 | 2 | 11.8 | 1.8 | 5 | 7.7 | 1.0 | 5 | 7.3 |
| Sea trout | 7.4 | 3 | 9.4 | 4.1 | 4 | 9.8 | 2.2 | 4 | 9.4 | 1.1 | 4 | 8.0 |
| Flounder | 6.9 | 4 | 8.7 | 2.3 | 7 | 6.7 | 2.5 | 2 | 10.6 | 1.6 | 3 | 11.7 |
| Cod | 6.8 | 5 | 8.6 | 4.9 | 3 | 11.8 | 1.6 | 7 | 6.8 | . 3 | 12 | 2.2 |
| Ocean perch | 6.6 | 6 | 8.4 | 3.4 | 5 | 8.2 | 2.4 | 3 | 10.2 | . 8 | 6 | 5.8 |
| riaddock | 4.3 | 7 | 5.4 | 3.3 | 6 | 7.9 | . 7 | 12 | 3.0 | . 3 | 13 | 2.2 |
| Red snapper | 4.1 | 8 | 5.2 | 2.4 | 8 | 5.8 | 1.0 | 10 | 4.2 | . 7 | 8 | 5.1 |
| Sea bass | 4.0 | 9 | 5.1 | 1.6 | 9 | 3.8 | 1.8 | 6 | 7.7 | . 6 | 9 | 4.4 |
| Saimon | 3.7 | 10 | 4.7 | .9 | 12 | 2.2 | 1.0 | Il | 4.2 | 1.8 | 2 | 13.1 |
| Tuna | 3.2 | 11 | $4 . \%$ | 1.6 | 10 | 3.8 | 1.1 | 8 | 4.7 | . 5 | 10 | 3.7 |
| Mullet | 2.2 | 12 | 2.8 | 1.2 | 11 | 2.9 | . 5 | 13 | 2.1 | . 5 | 11 | 3.7 |
| Spanish mackerel | 2.1 | 13 | 2.7 | . 2 | 13 | . 5 | 1.1 | 9 | 4.7 | . 8 | 7 | 5.8 |
| Other | 19.8 | 1 | 25.1 | 10.3 | 1 | 24.8 | 5.8 | 1 | 24.7 | 3.7 | 1 | 27.0 |
| SHELIFISH - TOTAL | 59.4 | - | 100.0 | 29.8 | $\cdots$ | 100.0 | 20.3 | - | 100.0 | 9.3 | - | 100.0 |
| Shrimp | 25.6 | 1. | 43.1 | 19.8 | 1 | 66.5 | 4.8 | 2 | 23.6 | 1.0 | 3 | 10.8 |
| Oysters | 18.6 | 2 | 31.3 | 7.1 | 2 | 23.8 | 9.0 | 2 | 44.4 | 2.5 | 2 | 26.8 |
| Crabs | 10.0 | 3 | 16.8 | 2.3 | 3 | 7.7 | 4.2 | 3 | 20.7 | 3.5 | 1 | 37.6 |
| Lobsters | 2.6 | 4 | 4.4 | . 6 | 4 | 2.0 | 1.0 | 4 | 4.9 | 1.0 | 4 | 10.8 |
| Scallops | 1.9 | 5 | 3.2 | - | - | - | .9 | 5 | 4.4 | 1.0 | 5 | 10.8 |
| Other | . 7 | 6 | 1.2 | (2) | - | - | . 4 | 6 | 2.0 | . 3 | 6 | 3.2 |

[^14]| Species | All choices |  |  | First choice |  |  | Second choice |  |  | Third choice |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | Percent | Number | Rank | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| FISH - Total | 63.8 | - | 100.0 | 31.2 | - | 100.0 | 20.8 | - | 100.0 | 11.8 | - | 100.0 |
| Halibut | 16.0 | 1 | 25.1 | 9.3 | 1 | 29.8 | 5.4 | 1 | 26.0 | 1.3 | 5 | 11.0 |
| Salmon | 11.7 | 2 | 18.3 | 4.1 | 3 | 13.1 | 4.7 | 2 | 22.6 | 2.9 | 1 | 24.6 |
| Tuna | 11.2 | 3 | 17.6 | 6.8 | 2 | 21.8 | 3.0 | 3 | 14.4 | 1.4 | 4 | 11.9 |
| Flounder | 6.5 | 4 | 10.2 | 2.7 | 4 | 8.6 | 2.0 | 4 | 9.6 | 1.8 | 3 | 15.3 |
| Cod | 3.0 | 6 | 4.7 | 1.5 | 7 | 4.8 | 1.1 | 6 | 5.3 | . 4 | 8 | 3.4 |
| Brook trout | 2.7 | 7 | 4.2 | 1.9 | 5 | 6.1 | . 5 | 9 | 2.4 | $\cdot 3$ | 10 | 2.5 |
| Sea bass | 2.4 | 8 | 3.8 | . 8 | 8 | 2.6 | . 8 | 7 | 3.8 | . 8 | 6 | 6.8 |
| Rock cod | 1.8 | 9 | 2.8 | . 7 | 11 | 2.2 | . 7 | 8 | 3.4 | . 4 | 9 | 3.4 |
| Swordfish | 1.8 | 10 | 2.8 | . 8 | 9 | 2.6 | . 5 | 10 | 2.4 | . 5 |  | 4.2 |
| Fish sticks $2 /$ | 1.4 | 11 | 2.2 | . 8 | 10 | 2.6 | . 5 | 11 | 2.4 | . 1 | 11 | . 8 |
| Other | 5.3 | 5 | 8.3 | 1.8 | 6 | 5.8 | 1.6 | 5 | 7.7 | 1.9 | 2 | 16.1 |
| SHELLIFISH - TOTAL | 43.8 | - | 100.0 | 24.0 | - | 100.0 | 12.4 | - | 100.0 | 7.4 | - | 100.0 |
| Shrimp | 20.7 | 1 | 47.3 | 16.7 | 1 | 69.5 | 2.6 | 2 | 21.0 | 1.4 | 3 | 18.9 |
| Oysters | 8.9 | 2 | 20.3 | 4.3 | 2 | 17.9 | 3.8 | 1 | 30.7 | . 8 | 5 | 10.8 |
| Crabs | 4.2 | 3 | 9.6 | . 8 | 4 | 3.3 | 1.9 | 3 | 15.3 | 1.5 | 2 | 20.3 |
| Lobsters | 3.6 | 4 | 8.2 | . 4 | 5 | 1.7 | 1.4 | 5 | 11.3 | 1.8 | 1 | 24.3 |
| Scallops | 3.0 | 5 | 6.9 | . 4 | 6 | 1.7 | 1.7 | 4 | 13.7 | . 9 | 4 | 12.2 |
| Clams | 2.2 | 6 | 5.0 | 1.0 | 3 | 4.2 | . 7 | 6 | 5.6 | . 5 | 6 | 6.8 |
| Abalone | 1.1 | 7 | 2.5 | . 4 | 7 | 1.7 | . 3 | 7 | 2.4 | . 4 | 7 | 5.4 |
| Other | . 1 | 8 | . 2 | - | - | - | - | - | - | . 1 | 8 | 1.3 |

[^15]
## Table 30


(Number of establishments in thousands)

| $\begin{array}{r} \text { Number of } \\ \text { species } \\ \text { reported } \end{array}$ | United <br> States | Northeast | North Contral | South | West |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Number | Numoer | Number |
| Fish - Total | 190.3 | 61.5 | 55.9 | 41.7 | 31.2 |
| One specie | 74.8 | 22.6 | 23.6 | 18.2 | 10.4 |
| Two species | 51.4 | 17.0 | 15.6 | 9.8 | 9.0 |
| Three species | 64.1 | 21.9 | 16.7 | 13.7 | 11.8 |
| Shellfish - Total | 134.1 | 47.2 | 33.1 | 29.8 | 24.0 |
| One specie | 51.9 | 13.2 | 17.7 | 9.5 | 11.5 |
| Two species | 39.1 | 15.4 | 7.6 | 11.0 | 5.1 |
| Three species | 43.1 | 18.6 | 7.8 | 9.3 | 7.4 |
| I Based on number of fish and shellfish dishes served for a 12 -month period. Some estaclishmen only one choice; others gave two or three choices. |  |  |  |  |  |
| Table 31 |  |  |  |  |  |
| PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHCLLEISH REPORTING ONE,TWO OR THREE SPECIES OF FISH AND SHHLLFISH SOLD MOST OFTEN LURING THE YEAR. |  |  |  |  |  |
| $\begin{array}{r} \text { Number of } \\ \text { species } \\ \text { reported } \end{array}$ | United States | Northeast | North Central | South | West |
|  | Percent | Percent | Percent | Percent | Percent |
| Fish - Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| One specie | 39.3 | 36.8 | 42.2 | 43.6 | 33.4 |
| Two species | 27.0 | 27.6 | 27.9 | 23.5 | 28.8 |
| Three species | 33.7 | 35.6 | 29.9 | 32.9 | 37.8 |
| Shellfish - Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| One specie | 38.7 | 28.0 | 53.5 | 31.9 | 47.0 |
| Two species | 29.2 | 32.6 | 23.0 | 36.9 | 21.3 |
| Three species | 32.1 | 39.4 | 23.5 | 31.2 | 30.8 |

PUBLIC EATING PLACES INDICating whether or not greater selection OF FISH AND SHELLFISH DISHES IS OFFERED ON CERTAIN DAYS

| Category | ```establishments``` |  | Yes |  | No |  | No reply or not applicable |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 124.5 | 59.8 | 83.5 | 40.1 | -1 | . 1 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 42.9 | 63.1 | 25.1 | 36.9 | - | - |
| North Central | 59.7 | 100.0 | 43.6 | 73.0 | 16.1 | 27.0 | - | - |
| South | 45.9 | 100.0 | 21.9 | 47.7 | 24.0 | 52.3 | - | - |
| West | 34.5 | 100.0 | 16.1 | 46.7 | 18.3 | 53.0 | . 1 | . 3 |
| Type of Establishment |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 68.1 | 64.4 | 37.6 | 35.6 | - | - |
| Cafeterias | 4.3 | 100.0 | 3.6 | 83.7 | . 7 | 16.3 | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 9.6 | 62.7 | 5.7 | 37.3 | - | - |
| Drug or proprietary stores with fountain service | 9.9 | 100.0 | 6.7 | 68.4 | 3.1 | 3.2 .6 | - | ] |
| Other I/ | 73.0 | 100.0 | 36.5 | 50.0 | 36.4 | $49.9$ | . 1 | .l |
| Gity Size (population) |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 29.4 | 69.0 | 13.2 | 31.0 | - | - |
| 100,000 to 499,999 | 26.1 | 100.0 | 18.0 | 60.0 | 8.1 | 31.0 | - | - |
| 25,000 to 99,999 | 27.4 | 100.0 | 18.1 | 66.1 | 9.3 | 33.9 | - | - |
| 2,500 to 24,999 | 39.9 | 100.0 | 21.1 | 52.9 | 18.8 | 47.1 | - | - |
| Less than 2,500 | 72.1 | 100.0 | 37.9 | 52.6 | 34.1 | 47.3 | . 1 | . 1 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 10.6 | 69.3 | 4.7 | 30.7 | - | - |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 15.8 | 63.7 | 9.0 | 36.3 | - | - |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 40.8 | 65.2 | 21.8 | 34.8 | - | - |
| Less tinan \$10,000 | 91.6 | 100.0 | 50.0 | 54.6 | 41.5 | 45.3 | . 1 | . 1 |
| No reply | 13.8 | 100.0 | 7.3 | 52.9 | 6.5 | 47.1 | - | - |

[^16]
## Table 33

| PUBLIC EATING PLACES INDICATING DAYS ON which the greates <br> AND SHELLFISH DISHES IS OFFLRED (Number of establishments in thousands) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Category | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | Saturday through Tuesday and Thursday |  | Wednesday |  | Friday |  |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 139.5 | 100.0 | 9.6 | 6.9 | 7.1 | 5.1 | 122.8 | 88.0 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 49.9 | 100.0 | 4.4 | 8.8 | 2.8 | 5.6 | 42.7 | 85.6 |
| North Central | 46.2 | 100.0 | 1.3 | 2.8 | 1.9 | 4.1 | 43.0 | 93.1 |
| South | 26.1 | 100.0 | 3.5 | 13.4 | 1.7 | 6.5 | 20.9 | 80.1 |
| West | 17.3 | 100.0 | . 4 | 2.3 | . 7 | 4.0 | 16.2 | 93.7 |
| Type of establishment |  |  |  |  |  |  |  |  |
| Restaurants | 76.5 | 100.0 | 6.0 | 7.8 | 3.5 | 4.6 | 67.0 | 37.6 |
| Cafeterias | 4.0 | 100.0 | - | - | . 5 | 12.5 | 3.5 | 87.5 |
| Restaurants or cafeterias located in hotels | 11.8 | 100.0 | 1.2 | 10.2 | . 9 | 7.6 | 9.7 | 82.2 |
| Drue or proprietary stores with fountain service | 7.2 | 100.0 | . 2 | 2.8 | . 3 | 4.2 | 6.7 | 93.0 |
| Other 1/ | 40.0 | 100.0 | 2.2 | 5.4 | 1.9 | 4.8 | 35.9 | 89.8 |
| City Size (population) 88.8 |  |  |  |  |  |  |  |  |
| 500,000 or more | 33.0 | 100.0 | 1.3 | 3.9 | 2.4 | 7.3 | 29.3 | 88.8 |
| 100,000 to 499,999 | 20.5 | 100.0 | 1.5 | 7.3 | 1.3 | 6.3 | 17.7 | 86.4 |
| 25,000 to 99,999 | 19.8 | 100.0 | 1.0 | 5.0 | . 9 | 4.6 | 17.9 | 90.4 |
| 2,500 to 24,999 | 23.8 | 100.0 | 1.9 | 8.0 | 1.2 | 5.0 | 20.7 | 87.0 |
| Less than 2,500 | 42.4 | 100.0 | 3.9 | 9.2 | 1.3 | 3.1 | 37.2 | 87.7 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
| (from food) 80.750 .0 |  |  |  |  |  |  |  |  |
| \$100,000 or more | 11.8 | 100.0 | . 6 | 5.1 | . 7 | 5.9 | 10.5 | 89.0 |
| \$40,000 to \$99,999 | 18.3 | 100.0 | 1.1 | 6.0 | 1.7 | 9.3 | 15.5 | 84.7 |
| \$10,000 to \$39,999 | 46.0 | 100.0 | 3.3 | 7.2 | 2.3 | 5.0 | 40.4 | 87.8 |
| Less than \$10,000 | 55.6 | 100.0 | 4.2 | 7.6 | 2.2 | 3.9 | 49.2 | 88.5 |
| No reply | 7.8 | 100.0 | . 4 | 5.2 | . 2 | 2.6 | 7.2 | 92.3 |

[^17]| Category | $\begin{gathered} \text { All } \\ \text { establishments } \\ \hline \end{gathered}$ |  | $\begin{gathered} \text { Not offered } \\ \text { daily } \\ \hline \end{gathered}$ |  | Offered daily |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 61.4 | 29.5 | 141.5 | 68.0 | 5.2 | 2.5 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 21.9 | 32.2 | 44.7 | 65.7 | 1.4 | 2.1 |
| North Central | 59.7 | 100.0 | 21.7 | 36.4 | 36.5 | 61.1 | 1.5 | 2.5 |
| South | 45.9 | 100.0 | 12.7 | 27.7 | 32.1 | 69.9 | 1.1 | 2.4 |
| West | 34.5 | 100.0 | 5.1 | 14.8 | 28.2 | 81.7 | 2.2 | 3.5 |
| Type of establishment |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 32.0 | 30.3 | 72.1 | 68.2 | 1.6 | 1.5 |
| Cafeterias | 4.3 | 100.0 | 1.6 | 41.9 | 2.3 | 53.5 | . 2 | 4.6 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 2.2 | 14.4 | 12.9 | 84.3 | . 2 | 1.3 |
| Drug or proprietary stores with fountain service | 9.8 73.0 | 100.0 | 2.4 | 24.5 | 6.8 | 69.14 | . 6 | 6.1 |
| Other I/ | 73.0 | 100.0 | 23.0 | 31.5 | $-47.4$ | 64.9 | 2.6 | 3.6 |
| Citv Size (population) |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 14. 6 | 34.3 | 27.0 | 63.4 | 1.0 | 2.3 |
| 100,000 to 499,999 | 26.1 | 100.0 | 7.6 | 29.1 | 17.9 | 68.6 | . 6 | 2.3 |
| 25,000 to 99,999 | 27.4 | 100.0 | 8.9 | 32.5 | 17.8 | 65.0 | .9 | 2.5 |
| 2,500 to 24,999 | 39.9 | 100.0 | 10.9 | 27.3 | 27.1 | 67.9 | 1.9 | 4.8 |
| Less than 2,500 | 72.1 | 200.0 | 19.4 | 26.9 | 51.7 | 71.7 | 1.0 | 1.4 |
| Annual Sales Size |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| \$100,000 | 12.5 3 | 100.0 | . 8 | 5.2 | 14.3 | 93.5 | . 2 | 1.3 |
| \$40,000 to $\$ 99,999$ | 24.8 | 100.0 | 3.6 | 14.5 | 20.8 | 83.9 | . 4 | 1.6 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 18.6 | 29.7 | 42.4 | 67.7 | 1.6 | 2.6 |
| Jess than \$10,000 | 91.6 | 100.0 | 35.2 | 38.4 | 54.5 | 59.5 | 1.9 | 2.1 |
| No reply | 13.8 | 100.0 | 3.2 | 23.2 | 9.5 | 68.8 | 1.1 | 8.0 |

[^18]
## Table 35

PUBEIC EATING PLACES SERVING FISH OR SHELLFISH COMFARING SUMMER WITH TINTER MENU PRICES

| Caterory | ```A.11 establishments``` |  | Menu price higher in sumrer |  | Menu price the same |  | :lenu price lower in summer |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Nurber | $\begin{aligned} & \text { Per- } \\ & \text { cent } \\ & \hline \end{aligned}$ | Number | Per- cent <br> cent |
| United States Total | 208.1 | 100.0 | 2.4 | 1.2 | 195.2 | 93.8 | 5.6 | 2.7 | 4.9 | 2. |
| kerion |  |  |  |  |  |  |  |  |  |  |
| Northeast | 63.1 | 100.0 | . 9 | 1.2 | 63.4 | 93.2 | 2.5 | 3.7 | 1.3 | 1.9 |
| North Central | 59.7 | 100.0 | 1.1 | 1.0 | 55.9 | 93.7 | 1.2 | 2.0 | 1.5 | 2.5 |
| Souin | 45.9 | 100.0 | . 5 | 1.1 | 42.9 | 93.4 | 1.5 | 5.3 | 1.0 | 2.2 |
| West | 34.5 | 100.0 | - | - | 33.1 | 95.6 | . 4 | 1.2 | 1.1 | 3.2 |
| Type of establishment |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 1.3 | 1.2 | 100.6 | 95.2 | 2.1 | 2.0 | 1.7 | 1.6 |
| Cafeterias | 4.3 | 100.0 | - | - | 3.6 | 83.7 | . 2 | 4.7 | . 5 | 11.6 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | . 4 | 2.6 | 14.1 | 92.1 | . 7 | 4.6 | . 1 | . 7 |
| Drug or proprietary stores with fountain service | 9.8 | 100.0 | - | - | 9.1 | 92.9 | . 3 | 3.0 | . 4 | 4.1 |
| Other I/ | 73.0 | 100.0 | .7 | 1.0 | 67.8 | 92.9 | 2.3 | 3.1 | 2.2 | 3.0 |
|  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | . 9 | 2.1 | 38.3 | 89.9 | 2.2 | 5.2 | 1.2 | 5.8 |
| 100,000 to 499,999 | 26.1 | 100.0 | . 5 | 1.9 | 23.3 | 89.3 | -9 | 3.4 | 1.4 | 5.4 |
| 25,000 to 99,999 | 27.4 | 100.0 | . 3 | 1.1 | 25.8 | 94.2 | . 9 | 3.3 | ${ }^{2}$ | 1.4 |
| 2,500 to 24,999 | 39.9 | 100.0 | . 6 | 1.5 | 37.4 | 93.7 | 1.1 | 2.8 | ${ }^{.8}$ | 2.0 |
| Less than 2,500 | 72.1 | 100.0 | . 1 | . 1 | 70.4 | 97.7 | . 5 | . 7 | 1.1 | 1.5 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | . 3 | 2.0 | 14.1 | 92.1 | . 7 | 4.6 | . 2 | 1.3 |
| \$40,000 to \$99,999 | 24.8 | 100.0 | . 8 | 3.2 | 22.6 | 91.1 | 1.1 | 4.5 | . 3 | 1.2 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | . 4 | . 6 | 59.7 | 95.4 | 1.6 | 2.6 | 1.9 | 1.4 |
| Less than $\$ 10,000$ | 91.6 | 100.0 | . 8 | . 9 | 87.1 | 95.1 | 2.1 | 2.3 | 1.6 | 1.7 13.8 |
| No reply | 13.8 | 100.0 | . 1 | .7 | 11.7 | 84.8 | .l | .? | 1.9 | 13.8 |

[^19] AN OPITTON AS TO THE PROFIT FROU A SERVING OF FTSU ANT SHETIPISH COTPARE MITH THE PROFTT FROE A SERVING OF STEAF, ROAST $3 E F F$, ROAST PORK OR CHICKEN, BY GOCRIPHIC RENTO (Number of establishments in thousands)


## Table 37

NUMBER OF PUBLIC EATTNG PLACES SERVING FISH AND SHELLFISH OFFERING AN OPINION AS TO THE PROFIT FROM A SERVING OF FISI AND SHELLFISH COMPARED WITH THE PROFIT FROM A SERY NIG OF STEAK, ROAST BTHF,
ROAST PORK OR CHICKEN, BY TVPE OF ESTABLISYMEITT (Number of establishments in thousands)

| Kind of serving | ```& All``` |  | Fish and shellfish serving brings more profit |  | Fish and shellfish serving brings same profit |  | ```Fish and shellfish serving brings less profit``` |  | ```Serve only fish and shellfish``` |  | Establishments not replving |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number <br> R | Percent aurant | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| Steak | 105.7 | 100.0 | 50.5 | 47.8 | 34.3 | 32.5 | 12.1 | 11.4 | $6 . ?$ | 5.9 | 2.6 | 2. |
| Roast Beef | 105.7 | 103.0 | 1.6 .1 | 43.6 | 36.4 | 31.! | 11.7 | 11.1 | 7.5 | 7.1 | 4.0 | 3 |
| Rozst Pork | 105.7 | 130.0 | 43.6 | 41.2 | 36.0 | $3 \mathrm{L.1}$ | 10.4 | 9.8 | 11.5 | 10.9 | 4.2 | 4. |
| Chicken | 105.7 | 100.0 | 40.7 | 38.5 | 41.8 | 39.5 | 12.5 | 11.8 | 6.3 | 6.0 | 4.4 | 4.2 |
|  | Cafeterias |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 4.3 | 100.0 | 1.9 | 4.2 | 1.2 | 27.9 | . 3 | 7.0 | . 3 | 7.0 | .6 | 13. |
| Roast Beef | 4.3 | 100.0 | 2.1 | 48.8 | 1.4 | 32.6 | . 1 | 2.3 | . 1 | 2.3 | . 6 | 14. |
| Roast Pork | 4.3 | 100.0 | 1.0 | 14.2 | 1.3 | 30.2 | . 1 | 2.3 | . 3 | 7.0 | .7 | 16. |
| Chicken | 4.3 | 100.0 | 1.6 | 37.2 | 1.7 | 39.5 | . 2 | 4.7 | . 1 | 2.3 | .7 | 16.3 |
|  | Restaurants or cafetarias locrted in hotels |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 15.3 | 100.0 | 7.7 | 50.3 | -5.4 | 35.3 | 1.0 | 6.6 | -. 8 | 5.2 | .4 | 2.6 |
| Roast Beef | 15.3 | 107.0 | 7.7 | 50.3 | 5.8 | 37.9 | . 9 | 5.9 | . 5 | 3.3 | . 4 | 2. |
| Roast Pork | 15.3 | 100.0 | 6.7 | 43.8 | 6.4 | 41.3 | . 6 | 3.9 | 1.3 | 8.5 | - 3 | 2. |
| Chickon | 15.3 | 100.0 | 4.6 | 30.1 | 7.2 | 47.1 | 2.3 | 15.0 | . 8 | 5.2 | . 4 | 2.6 |
|  | Drue or proprietary stores with fountain service |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 9.8 | 100.0 | 2.7 | 27.5 | 3.0 | 30.6 | . 3 | 3.1 | 1.5 | 18.4 | 2.0 | 20. |
| Rnast Reef | 9.8 | 100.0 | 2.7 | 27.6 | 3.3 | 33.7 | - | - | 1.7 | 17.3 | 2.1 | 21. |
| Roast Pork | ?. 8 | 100.0 | 2.5 | 25.5 | 2.0 | 20.6 | - | - | 2.3 | 23.5 | 2.1 | 21. |
| Chicken | 9.8 | 100.0 | 2.2 | 22.4 | 3.8 | 38.8 | . 2 | 2.0 | 1.8 | 18.4 | 1.8 | 18.4 |
| Steak | Other 1 |  |  |  |  |  |  |  |  |  |  |  |
| Roast Beef | 73.0 | 100.0 | 19.4 | 26.5 | 16.3 | 22.3 | 9.9 | 13.6 | 20.1 | 27.5 | 7.3 | 10. |
| Roast Pork | 73.0 | 100.0 | 17.8 | 21. 21 | 14.1 | 19.3 | 8.2 | 11.2 | 24.4 | 33.4 | 8.5 | 11. |
| Chicken | 73.0 | 100.0 | 19.1 | 26.2 | 17.3 | 23.7 | 10.3 | 14.1 | 19.2 | 26.3 | 7.1 | 0.7 |

1/ Includes drinking places, lunch counters, and refreshment stands
(Number of establishmonts in thousends)

| Rind of servine | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | ```Fish anत shellfish servinल brings more profit``` |  | ```Fish and shellfish sorving brings samo brofit``` |  | Fish andshellfishsemine brinesless profit |  | ```Serve only fich and shellfish``` |  | Esteblisiments not renluring |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | $\begin{aligned} & \text { Por- } \\ & \text { cent } \end{aligned}$ | ITumber | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | $\frac{\text { Mumber }}{\text { Pcpu }}$ | $\begin{aligned} & \text { Per- } \\ & \text { cent } \\ & \text { tion } \end{aligned}$ | $\begin{aligned} & \text { Iumber } \\ & \frac{500,000}{8} \end{aligned}$ | Percent more | Number | $\begin{aligned} & \text { Fer- } \\ & \text { cent } \end{aligned}$ | number | $\begin{aligned} & \text { Esr- } \\ & \text { cont } \end{aligned}$ |
| Steale | 42.6 | 100.0 | 15.6 | 30.0 | 10.1 | 23.7 | 5.8 | 13.6 | 6.9 | 16.2 | 3.2 | 7.5 |
| Roast Reof | 12.6 | 100.0 | 15.8 | 37.1 | 11.3 | 26.5 | 5.5 | 12.: | 6.7 | 15.7 | 3.3 | 7.8 |
| Roast Pork | 42.6 | 109.0 | 14.2 | 33.4 | ?.8 | 23.0 | 4.1 | 0.6 | 19.1 | 23.7 | 4.4 | 10.3 |
| Onictren | 42.6 | 100.0 | 12.8 | 39.1 | 22.2 | 28.6 | 7.0 | 16.1 | 7.4 | 17.4 | 3.2 | 7.5 |
| Stonk | Population of 190,000 to LOOC,000 |  |  |  |  |  |  |  |  |  |  |  |
| Roast Beef | 26.1 | 100.0 | 10.5 | 40.2 | 7.5 | 28.8 | 2.9 | 11.1 | 1.0 | 15.3 | 1.2 | 4.6 |
| Poast Porls | 26.1 | 100.0 | 9.5 | 36.4 | 7.7 | 29.5 | 2.4 | 9.2 | 5.3 | 20.3 | 1.2 | 4.0 |
| Shiclsen | 25.1 | 100.0 | 9.8 | 37.6 | 8.8 | 33.7 | 2.9 | 11.1 | 3.0 | 11.5 | 1.6 | 6.1 |
|  | Ponulation of 25,000 to 09,009 |  |  |  |  |  |  |  |  |  |  |  |
| Stnek | 27.4 | 170.0 | 11.9 | 43.4 | 7.0 | 25.6 | 2.8 | 10.2 | 3.9 | 14.2 | 1.8 | 6.6 |
| ?cast Reef | 27.4 | 100.0 | 11.1 | 40.5 | 7.2 | 26.3 | 3.0 | 10.? | 4.0 | 14.6 | 2.1 | 7.7 |
| Roast Pory | 27.4 | 100.0 | 10.5 | 38.3 | 7.3 | 26.6 | 2.0 | 7.3 | 5.5 | 20.1 | 2.1 | 7.7 |
| Chicken | 27.L: | 100.0 | 0.5 | 34.7 | 8.9 | 32.5 | 3.1 | 11.3 | 3.7 | 13.5 | $? .2$ | 8.0 |
|  | P Pooulation of 2,500 to 21, 2092 |  |  |  |  |  |  |  |  |  |  |  |
| Stekk |  |  |  |  |  |  |  |  |  |  |  |  |
| Roast Beef | 39.9 | 100.0 | 15.9 | 39.9 | 10.0 | 27.3 | 3.9 | 9.8 | 6.8 | 17.0 | 2.4 | 6.0 |
| Poast Pork | 39.9 | 100.0 | 15.3 | 38.4 | 11.0 | 27.6 | 3.4 | 8.5 | 7.4 | 18.5 | 2.8 | 7.0 |
| Chictren | 30.9 | 100.0 | 14.8 | 37.1 | 12.7 | 31.8 | 3.8 | 0.5 | 6.2 | 15.6 | 2.4 | 6.0 |
|  | Population of less than 2,500 |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 72.1 | 100.0 | 27.1 | 37.6 | 25.0 | 34.7 | 8.6 | 11.9 | 7.1 | 9.8 | 4.3 | 6.0 |
| Poast Beef | 72.1 | 100.0 | 24.7 | 34.3 | 26.3 | 36.5 | 7.3 | 10.1 | 8.4 | 11.6 | 5.4 | 7.5 |
| Roast Pork | 72.1 | 100.0 | 23.0 | 31.9 | 24.9 | 34.5 | 7.4 | 10.3 | 11.5 | 16.0 | 5.3 | 7.3 |
| Chicken | 72.1 | 100.0 | 21.3 | 29.5 | 20.2 | 4. | 8.7 | 12.1 | 7.9 | 11.0 | 5.0 | 6.9 |


| Kind of servine | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | ```Fish and chellfish servinc brings more profit``` |  | ```Fish and shellfish semring brirgs same rrofit``` |  | Fish andshellfishserving bringsless profit |  | ```Serve only fish and shellfish``` |  | Esteblishments <br> not renlring |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nurber | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number |  |  | $\begin{aligned} & \text { Per- } \\ & \text { cent } \\ & \hline \text { food } \end{aligned}$ | Number | $\begin{aligned} & \text { Fer- } \\ & \text { cent } \\ & \text { or m } \end{aligned}$ | Nunber | $\begin{aligned} & \text { Fer- } \\ & \text { cent } \end{aligned}$ | Tumber | $\begin{aligned} & \text { For- } \\ & \text { cent } \end{aligned}$ |
| Stoak | 75.3 | 100.0 | 0.6 | 62.7 | L. 2 | 27.5 | -6 |  |  | 2. | 8 | 3.3 5.2 |
| Roast Beef | 15.3 | 107.0 | 8.5 | 55.6 | 5.1 | 33.3 | . 7 | 4. | - 2 | 7.2 | . 8 | 5.2 |
| Roast Porik | 15.3 | 100.0 | 7.4 | 48.1: | 5.5 | 35.9 |  | 3.3 | . 7 | 4.2 | 0 | 5.9 |
| Coicken | Annual sales from food of 340,000 to 109,900 |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 21.8 | 100.0 | 12.8 | 51.6 | 7.4 | 29.8 | 2.2 | 8.9 |  | 6.5 | . 8 | 3.2 |
| Rozst, Boef | 24.8 | 100.0 | 11.6 | 46.8 | 8.1 | 32.7 | 1.7 |  |  | I | 1.7 | 4 |
| Roast Porir | 24.8 | 170.0 | 10.8 | 43.6 | 7.9 | 31.9 | 1.5 | 6. |  | 14.1 | 1.19 | 3.6 |
| Chicken | 24.8 | 100.0 | 9.8 | Annual sales from food of 10,000 to 439, 299 |  |  |  |  |  |  |  |  |
| Stank | 62.6 | 100.0 | 27.6 |  |  |  |  |  |  |  |  |  |
| Rnast Beef | 62.6 | 100.0 | 26.1 | 41.7 | 20.4 | 32.6 | 6.5 | 70.4 | 6.6 | 10.5 | 3.0 | 4.8 |
| Roast Pork | 62.6 | 100.0 | 24.0 | 38.4 | 10.6 | 31.3 | 5.0 | 9.4 | 10.1 | 15.1 | 3.0 | 5.8 |
| Onicken | 62.6 | 200.0 | 22.1 | 35.3 | 22.5 | 35.9 | 8.3 | 13.3 |  | 10.2 | 3.1 | . |
|  | Annual seles from food less than 10,000 |  |  |  |  |  |  |  |  |  |  |  |
| Stonk | O1. 6 | 100.0 | 30.3 | 33.1 | 24.4 | 26.6 | 17.8 | 12.9 | 18.1 | 19.8 | 7.0 | 7.6 |
| Roast Reef | 02.6 | 100.0 | 28.5 | 31.1 | 24.6 | 26.9 | 12.2 | 13.3 | 1.2. 8 | 24.9 | 8.4 | 9.2 |
| Roast Porl | 91.6 | 100.0 | 27.4 | 29.9 | 22.7 | 21.8 | 10.3 | 11.2 | $\bigcirc 2.8$ | 24.9 10.4 | 7.2 |  |
| Chicken | 92.6 | $17 \mathrm{}$. | 27.4 | 29.9 | 27.1 | 29.6 | 12.1 | 13.2 | ?7.8 | 10.4 | 7.2 | P. |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Steak | 13.8 | 100.0 | 3.4 | 24.6 | 4.6 | 33.3 | 1.9 | 13.8 | 1.8 | 13.1 | 2.1 | 16.7 |
| Poast Beef | 13.8 | 100.0 | 3.3 | 23.9 | 5.0 | 35.2 | 1.5 | 10.9 | 1.7 | 12.3 | 2.5 | 18.1 |
| Poast Porl | 13.8 | 100.0 | 2.9 | 21.0 | 5.0 | 36.2 | 1.1 | 10.7 | 2.3 1.8 | 13.0 | 2.3 2.3 | 16.7 |
| Chic'ren | 13.8 | 170.0 | 3.2 | 23.2 | 5.1 | 37.0 | 3.4 | 10.1 | 1.8 | 13. | 2.3 | 16.7 |

Table 40
public eating places surving fish or shellfish indichting disadvantages of SERVING FISH OR SHELl.FISH, BY GENGRAPHiC REGION
(Number of establishments in thousands)

| Species and geographic region | ```All establish- ments``` | No disadvantage | Strong odur |  | Difficult to prepare |  | Price too high, profit too low |  | Supply not always available |  | Hard to keep, spoils |  | ```Usually receives bad quality``` |  | Little <br> or no demand |  | Other disadvantages |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number $\begin{aligned} & \text { Per- } \\ & \text { cent }\end{aligned}$ | Per- <br> Number cent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | PerNumber cent |
| United States Total |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish | 208.1100 .0 | 125.550 .3 | 8.2 | 3.9 | 11.7 | 5.6 | 3.9 | 1.9 | 1.6 | . 8 | 19.3 | 9.3 | . 3 | . 2 | 13.8 | 6.6 | 23.611 .4 |
| Shellfish | 208.1100 .0 | 122.150 .7 | 2.7 | 1.3 | 10.1 | 4.8 | 5.2 | 2.5 | 1.2 | .6 | 14.1 | 6.8 | . 2 | . 1 | 11.0 | 5.3 | 41.519 .9 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish | 68.0100 .0 | 41.160 .4 | 2.7 | 4.0 | 3.2 | 4.7 | 1.6 | 2.4 | . 2 | . 3 | 7.5 | 11.0 | - | - | 5.2 | 7.6 | 6.59 .6 |
| Shellfish | 68.0100 .0 | 39.458 .0 | .5 | . 7 | 4.4 | 6.5 | 2.2 | 3.2 | .1 | .2 | 6.6 | 9.7 | - | - | 3.7 | 5.4 | 11.116 .3 |
| North Central |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish | 59.7100 .0 | 35.759 .8 | 3.0 | 5.0 | 4.7 | 7.9 | 1.0 | 1.7 | . 6 | 1.0 | 4.4 | 7.4 | . 1 | . 1 |  | 5.2 | 7.111 .9 |
| Shellfish | 59.7100 .0 | 34.357 .4 | 1.2 | 2.0 | 2.5 | 4.2 | 1.5 | 2.5 | .5 | . 8 | 2.8 | 4.7 | . 1 | . 2 | 2.2 | 3.7 | 14.624 .5 |
| South |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish | 45.9100 .0 | 28.261 .4 | 1.6 | 3.5 | 2.7 | 5.9 | .7 | 1.5 | .6 | 1.3 | 4.2 | 9.2 | . 2 | . 4 | 3.2 | 7.0 | 4.59 .8 |
| Shellfish | 45.9100 .0 | 28.963 .0 | . 7 | 1.5 | 1.6 | 3.5 | .7 | 1.5 | .5 | 1.1 | 2.1 | 4.6 | . 1 | . 2 | 3.5 | 7.6 | 7.817 .0 |
| West |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish | 34.5100 .0 | 20.559 .4 | .9 | 2.6 | 1.1 | 3.2 | . 6 | 1.7 | . 2 | .6 | 3.2 | 9.3 | - | - | 2.3 | 6.7 | 5.716 .5 |
| Shellfish | 34.5100 .0 | 19.556 .5 | . 3 | . 9 | 1.6 | 4.7 | . 8 | 2.3 | .1 | .3 | 2.6 | 7.5 | - | - | 1.6 | 4.6 | 8.023 .2 |


| Geographic region | $\begin{gathered} \text { All } \\ \text { establish- } \\ \text { ments } \end{gathered}$ | 1 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Number | Number | Number | Number | Number |
| United States Total | 208.1 | 10.7 | 12.6 | 17.1 | 26.0 | 59.4 | 92.3 |
| Region |  |  |  |  |  |  |  |
| Northeast | 68.0 | 4.9 | 3.9 | 6.4 | 4.5 | 7.5 | 40.8 |
| North Central | 59.7 | 2.5 | 3.5 | 4.1 | 5.9 | 25.5 | 18.3 |
| South | 45.9 | 2.1 | 2.3 | 2.8 | 3.3 | 14.9 | 20.5 |
| West | 34.5 | 1.2 | 2.9 | 3.8 | 2.4 | 11.5 | 12.7 |

$$
\text { TabIe } 42
$$

PERCENTAGE DISTRIBUTION OF PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING THE
(Number of establishments in thousands)

| Geographic region | All <br> establishments |  | 1 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Percent | Percent | Percent | Percent | Percent | Percent |
| United States Total | 208.1 | 100.0 | 5.1 | 6.1 | 8.2 | 7.7 | 28.5 | 44.4 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 7.2 | 5.8 | 9.4 | 6.6 | 11.0 | 60.0 |
| North Central | 59.7 | 100.0 | 4.2 | 5.9 | 6.9 | 9.7 | 42.7 | 30.6 |
| South | 45.9 | 100.0 | 4.6 | 5.0 | 6.1 | 7.2 | 32.4 | 44.7 |
| West | 34.5 | 100.0 | 3.5 | 8.4 | 11.0 | 7.0 | 33.3 | 36.8 |

Table 43
number of public eating places serving fish or shellfish indicating the percentage of total fish

| Geographic region | $\begin{array}{r} \text { All } \\ \text { establ } \\ \text { men } \end{array}$ |  | 1 to 19 percent |  | $\text { to } 39 \text { ercent }$ |  | 0 to 59 percent | 60 to 79 percent | 80 to 100 percent | $\begin{gathered} \text { No } \\ \text { not } \end{gathered}$ | reply or applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Numb |  | Number |  | Number |  | Number | Number | Number |  | Number |
| United States Total | 208 |  | 9.4 |  | 14.1 |  | 17.1 | 12.2 | 47.1 |  | 108.2 |
| Region |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68 |  | 2.1 |  | 6.1 |  | 7.9 | 5.5 | 22.5 |  | 23.9 |
| North Central |  |  | 3.4 |  | 2.9 |  | 3.5 | 2.4 | 6.9 |  | 40.6 |
| South |  |  | 1.9 |  | 2.6 |  | 2.5 | 2.5 | 14.7 |  | 21.7 |
| West |  |  | 2.0 |  | 2.5 |  | 3.2 | 1.8 | 3.0 |  | 22.0 |
| Table 4 <br> percentage distribution of public eating Places serving fish or shellfish indicatina PERCENTAGE OF TOTAL FISH AND SHELIFISH PURCHASED FRESH, BI GEOGRAPHIC REGION (Number of establishments in thousands) |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| Geographic region | $\stackrel{\text { All }}{\text { establishments }}$ |  | 1 to 19 percent |  | 20 to 39 percent |  | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |  |
|  | Number | Percent | Percent |  | Percent |  | Percent | Percent | Percent | Percent |  |
| United States Total | 208.1 | 100.0 | 4.5 |  | 6.8 |  | 8.2 | 5.9 | 22.6 | 52.0 |  |
| Region |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 3.1 |  | 9.0 |  | 11.6 | 8.1 | 33.1 | 35.168.0 |  |
| North Central | 59.7100 .0 |  | 5.7 |  | 4.9 |  | 5.9 | 4.0 | 11.5 |  |  |
| South | 45.9 |  |  | 4.1 |  |  | 5.5 | 5.4 | 32.0 | 47.3 |  |
| West | 34.5100 .0 |  |  |  | 7.2 |  | 9.3 | 5.2 | 8.7 | 63.8 |  |

Table 45
nunber of public eating places serving fish or shellfish indicating the percentage of total fish (Number of establishments in thousands)

| Geographic region | $\begin{aligned} & \text { All } \\ & \text { establish- } \\ & \text { ments } \end{aligned}$ |  | 1 to 19 percent |  | to 39 <br> percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | $\begin{gathered} \text { Noo } \\ \text { not } \end{gathered}$ | reply or applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number |  | Number |  | Number | Number | Number | Number |  | Number |
| United States Total | 208.1 |  | 53.5 |  | 15.4 | 8.6 | 4.7 | 23.7 |  | 102.2 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast <br> North Central <br> South <br> west | $\begin{aligned} & 68.0 \\ & 59.7 \\ & 45.9 \\ & 34.5 \end{aligned}$ |  | 19.6 |  | 6.7 | 4.3 | 2.5 | 10.9 |  | 24.0 |
|  |  |  | 14.8 |  | 3.7 | 1.9 | . 6 | 4.7 |  | 34.0 |
|  |  |  | 7.8 |  | 2.5 | 1.0 | . 3 | 2.4 |  | 31.9 |
|  |  |  | 11.3 |  | 2.5 | 1.4 | 1.3 | 5.7 |  | 12.3 |
| Table 46 |  |  |  |  |  |  |  |  |  |  |
| percentage distribution of public eating places serving fish or shelifish indicating PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED CANNED, BY GEOGRAPHIC REGION |  |  |  |  |  |  |  |  |  |  |
| (Number of establishments in thousands) |  |  |  |  |  |  |  |  |  |  |
| Geographic region | $\stackrel{\text { All }}{\text { establishment }}$ |  | 1 to 19 percent |  | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |  |
|  | Number | Perc | t Per |  | Percent | Percent | Percent | Percent |  | Percent |
| United States Total | 208.1 |  |  |  | 7.2 | 4.1 | 2.3 | 11.4 |  | 49.1 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 |  |  |  | 9.9 | 6.3 | 3.7 | 16.0 |  | 35.3 |
| North Central | 59.7 |  |  |  | 6.2 | 3.2 | 1.0 | 7.8 |  | 57.0 |
| South | 45.9 |  |  |  | 5.4 | 2.2 | -7 | 5.2 |  | 69.5 35.7 |
| West | 34.5 |  |  |  | 7.2 | 4.0 | 3.8 | 16.5 |  | 35.7 |

## Table 47

number of public eating places serving fish or shellfish indicating the percentage of total fish and shellfish purchased frozen precooked, by geographic region (Number of establishments in thousands)

| Geographic region | $\begin{aligned} & \text { All } \\ & \text { establish- } \\ & \text { ments } \end{aligned}$ | 1 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Number | Number | Number | Number | Number |
| United States Total | 208.1 | 1.9 | 1.4 | 1.2 | . 3 | 1.4 | 201.9 |
| Region |  |  |  |  |  |  |  |
| Northeast | 68.0 | . 8 | . 5 | . 4 | . 1 | . 4 | 65.8 |
| North Central | 59.7 | . 3 | . 6 | . 2 | . 1 | . 8 | 57.7 |
| South | 45.9 | . 5 | . 1 | . 1 | - | . 1 | 45.1 |
| west | 34.5 | . 3 | .2 | . 5 | . 1 | . 1 | 33.3 | 87 วโqei

 (Number of establishments in thousands)

| Geographic region | $\begin{gathered} \text { All } \\ \text { estalishments } \end{gathered}$ |  | 1 to 19 percent | 20 to 39 percent | 40 to 59 percent | 60 to 79 percent | 80 to 100 percent | No reply or not applicable |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Percent | Porcent | Percent | Percent | Percent | Percent |
| United States Total | 208.1 | 100.0 | . 9 | .7 | . 6 | . 1 | . 7 | 97.0 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 1.2 | . 7 | . 6 | . 1 | . 6 | 96.8 |
| North Central | 59.7 | 100.0 | . 5 | 1.0 | . 3 | . 2 | 1.3 | 96.7 |
| South | 45.9 | 100.0 | 1.1 | . 2 | . 2 | - | . 2 | 98.3 |
| West | 34.5 | 100.0 | . 9 | . 6 | 1.4 | . 3 | . 3 | 96.5 |

## Table 49

NUMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELIFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELIFISH PURCHASED FROZEN BREADED UNCOOKED, BY GEOGRAPHIC REGION (Number of establishments in thousands)

| Geographic <br> region | All <br> estabiish- <br> ments | 1 <br> percent |
| :--- | :---: | ---: |
| Number | Number |  |
| United States Total | 208.1 | 6.1 |
| Region |  |  |
| Northeast | 68.0 | 1.7 |
| North Central | 59.7 | 2.6 |
| South | 45.9 | 1.1 |
| West | 34.5 | .7 |

Table 50 (Number or establishments in thousands) 1 to $19 \quad 20$ to 39 1 to 19 Number Percent Percent 208.1 $100.0 \quad 2.9$ | $\begin{array}{c}\text { All } \\ \text { estabish- } \\ \text { ments }\end{array}$ | $\begin{array}{c}1 \text { to } 19 \\ \text { percent }\end{array}$ | $\begin{array}{c}20 \text { to } 39 \\ \text { percent }\end{array}$ |
| :---: | :---: | :---: |

$208.1 \quad 6.1 \quad 6.1$

$$
\begin{array}{r}
40 \text { to } 59 \\
\text { percent }
\end{array}
$$

Number Number Number

$$
\begin{gathered}
60 \text { to } 79 \\
\text { percent }
\end{gathered}
$$

Number ñすき

$$
\begin{array}{r}
1.7 \\
2.4 \\
1.2 \\
.8
\end{array}
$$

$.4 \quad .9$
Table 51
NuMBer of public eating places serving fish or shellfish indicating the percentage of total fish

Table 53
NOMBER OF PUBLIC EATING PLACES SERVING FISH OR SHELTFISH INDICATING THE PERCENTAGE OF TOTAL FISH AND SHELLFISH PURCHASED OTHER THAN FROZEN, FRESH OR CANNED, BY GEOGRAPHIC REGION (Number of establishments in thousands)

(Number of establishments in thousands)

| Category | establ | All <br> ishments | Supplied by wholesaler |  | Supplied by retailer |  | Other suppliers |  | Multiple suppliers |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 156.1 | 75.0 | 45.3 | 21.8 | 2.8 | 1.3 | 3.0 | 1.4 | . 9 | . 5 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 45.2 | 66.5 | 21.1 | 31.1 | . 2 | . 3 | 1.2 | 1.7 | . 3 | . 4 |
| North Central | 59.7 | 100.0 | 47.6 | 79.7 | 10.3 | 17.2 | . 7 | 1.2 | . 7 | 1.2 | . 4 | . 7 |
| South | 45.9 | 100.0 | 37.1 | 80.8 | 7.1 | 15.5 | . 9 | 2.0 | . 7 | 1.5 | . 1 | . 2 |
| West | 34.5 | 100.0 | 26.2 | 75.9 | 6.8 | 19.7 | 1.0 | 2.9 | . 4 | 1.2 | . 1 | . 3 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 81.2 | 76.8 | 21.1 | 20.0 | 1.3 | 1.2 | 1.7 | 1.6 | . 4 | . 4 |
| Cafeterias |  | 100.0 | 4.1 | 95.3 | . 2 | 4.7 | - | - | - | - | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 14.5 | 94.8 | . 4 | 2.6 | . 2 | 1.3 | . 2 | 1.3 | - | - |
| Drug or proprietary stores with fountain service |  | 100.0 | 6.8 | 69.4 | 2.2 | 22.4 | . 3 | 3.1 | . 4 | 4.1 | . 1 | 1.0 |
| Other 1/ | 73.0 | 100.0 | 49.5 | 67.8 | 21.4 | 29.3 | 1.0 | 1.4 | . 7 | 1.0 | . 4 | . 5 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 28.3 | 66.4 | 13.4 | 31.4 | . 2 | . 5 | . 5 | 1.2 | . 2 | . 5 |
| 100,000 to 499,999 | 26.1 | 100.0 | 21.3 | 81.6 | 3.7 | 14.2 | . 4 | 1.5 | . 6 | 2.3 | . 1 | . 4 |
| 25,000 to 99,999 | 27.4 | 100.0 | 21.8 | 79.6 | 4.7 | 17.1 | . 5 | 1.8 | . 3 | 1.1 | . 1 | . 4 |
| 2,500 to 24,999 | 39.9 | 100.0 | 27.8 | 69.7 | 10.3 | 25.8 | . 8 | 2.0 | . 7 | 1.8 | . 3 | . 7 |
| Less than 2,500 | 72.1 | 100.0 | 56.9 | 78.9 | 13.2 | 18.3 | . 9 | 1.3 | . 9 | 1.3 | . 2 | . 2 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |
| \$ 100,000 or more | 15.3 | 100.0 | 14.0 | 91.5 | . 5 | 3.3 | . 2 | 1.3 | . 6 | 3.9 | - | - |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 22.4 | 90.3 | 2.0 | 8.1 | . 2 | . 8 | . 1 | . 4 | .1 | . 4 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 50.6 | 80.8 | 10.9 | 17.4 | . 1 | . 2 | . 9 | 1.4 | . 1 | . 2 |
| Less than \$10,000 | 91.6 | 100.0 | 59.7 | 65.2 | 28.2 | 30.8 | 2.0 | 2.2 | 1.2 | 1.3 | . 5 | . 5 |
| No reply | 13.8 | 100.0 | 9.4 | 68.2 | 3.7 | 26.8 | . 3 | 2.2 | . 2 | 1.4 | . 2 | 1.4 |

[^20]1/ Includes drinking places, lunch counters, and refreshment stands.
pudlic eating places serving fish or shellfish Indicating distance of establishments fium supiliers (Number of establishments in thousands)

| Category | $\begin{gathered} \text { All } \\ \text { establish- } \\ \text { ments } \end{gathered}$ |  | Less than 10 miles |  | $\begin{aligned} & 10-50 \\ & \text { miles } \end{aligned}$ |  | $\begin{array}{r} 50-100 \\ \text { miles } \end{array}$ |  | $\begin{aligned} & \text { More } \\ & \text { than } 100 \\ & \text { miles } \end{aligned}$ |  | Don't know |  | Multiple reply |  | $\begin{gathered} \text { No } \\ \text { reply } \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 136.6 | 65.6 | 44.8 | 21.5 | 14.3 | 6.9 | 6.7 | 3.2 | 2.0 | 1.0 | 2.1 | 1.0 | 1.6 | . |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 50.8 | 74.7 | 13.3 | 19.6 | 1.6 | 2.4 | 1.5 | 2.2 | - | - | . 7 | 1.0 | . 1 | . 1 |
| North Central | 59.7 | 100.0 | 36.8 | 61.6 | 15.0 | 25.1 | 6.0 | 10.1 | . 6 | 1.0 | . 2 | . 3 | .7 | 1.2 | . 4 | . 7 |
| South | 45.9 | 100.0 | 30.2 | 65.8 | 8.8 | 19.2 | 3.3 | 7.2 | 2.3 | 5.0 | . 2 | . 4 | . 4 | . 9 | . 7 | 1.5 |
| West | 34.5 | 100.0 | 18.8 | 54.5 | 7.7 | 22.3 | 3.4 | 9.9 | 2.3 | 6.7 | 1.6 | 4.6 | . 3 | . 9 | . 4 | 1.1 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 65.1 | 61.6 | 24.7 | 23.4 | 8.8 | 8.3 | 4.6 | 4.4 | . 2 | . 2 | 1.1 | 1.0 | 1.2 | 1.1 |
| Cafeterias | 4.3 | 100.0 | 3.4 | 79.1 | . 6 | 14.0 | . 2 | 4.6 | - | - | - | - | . 1 | 2.3 | - | - |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 7.0 | 45.8 | 4.3 | 28.1 | . 7 | 4.6 | 1.2 | 7.8 | 1.2 | 7.8 | . 9 | 5.9 | - | - |
| Drug or proprietary stores with fountain service |  | 100.0 | 6.7 | 68.4 | 2.0 | 20.4 | . 8 | 8.2 | 1.2 - | .8 - | 2 | 2.0 | . | 5. | 1 |  |
| Other 1/ | 73.0 | 100.0 | 54.4 | 74.5 | 13.2 | 18.1 | 3.8 | 5.2 | . 9 | 1.2 | . 4 | 2.6 | - | - | .3 | 1.0 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 38.8 | 91.1 | 2.7 | 6.3 | . 2 | . 5 | . 3 | . 7 | - | - | . 4 | . 9 | . 2 | . 5 |
| 100,000 to 499,999 | 26.1 | 100.0 | 23.3 | 89.3 | 1.2 | 4.6 | . 3 | 1.1 | . 6 | 2.3 | - | - | . 5 | 1.9 | . 2 | . 8 |
| 25,000 to 99,999 | 27.4 | 100.0 | 22.0 | 80.3 | 3.8 | 13.9 | . 7 | 2.5 | . 3 | 1.1 | - | - | . 5 | 1.8 | . 1 | . 4 |
| 2,500 to 24,999 | 39.9 | 100.0 | 20.5 | 51.4 | 11.1 | 27.8 | 4.9 | 12.3 | 2.6 | 6.5 | . 2 | . 5 | . 2 | . 5 | . 4 | 1.0 |
| Less than 2,500 | 72.1 | 100.0 | 32.0 | 44.4 | 26.0 | 36.0 | 8.2 | 11.4 | 2.9 | 4.0 | 1.8 | 2.5 | . 5 | . 7 | . 7 | 2.0 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 9.6 | 62.7 | 2.2 | 14.4 | . 7 | 4.6 | 1.5 | 9.8 | - | - | 1.2 | 7.8 | . 1 | . 7 |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 15.9 | 64.1 | 4.5 | 18.2 | 2.2 | 8.9 | 1.2 | 4.8 | . 1 | . 4 | . 7 | 2.8 | . 2 | . 8 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 39.8 | 63.6 | 14.7 | 23.5 | 4.9 | 7.8 | 2.2 | 3.5 | . 4 | . 6 | . 1 | . 2 | . 5 | . 8 |
| Less than $\$ 10,000$ | 91.6 | 100.0 | 61.9 | 67.6 | 20.8 | 22.7 | 5.8 | 6.3 | 1.1 | 1.2 | 1.4 | 1.5 | . 1 | . 1 | . 5 | . 6 |
| No reply | 13.8 | 100.0 | 9.4 | 68.1 | 2.6 | 18.8 | . 7 | 5.1 | . 7 | 5.1 | . 1 | . 7 | - | - | . 3 | 2.2 |


| Category | All Establishments |  | Every day |  | $\begin{array}{r} 2 \text { to } 4 \\ \text { times } \\ \text { a week } \end{array}$ |  | Once a week |  | $\begin{array}{r} 2 \text { or } 3 \\ \text { times } \\ \text { a month } \end{array}$ |  | $\begin{gathered} \text { Once } \\ \text { a } \\ \text { month } \end{gathered}$ |  | ```Less than once a month``` |  | Whenever nesded |  | ```No reply or not applicable``` |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent | No. | Percent |
| United States Total | 208.1 | 100.0 | 12.9 | 6.2 | 32.6 | 15.7 | 89.8 | 43.1 | 10.0 | 4.8 | 7.7 | 3.7 | 2.7 | 1.3 | 12.0 | 5.8 | 40.4 | 19.4 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 4.3 | 6.3 | 8.0 | 11.8 | 26.8 | 39.4 | 2.5 | 3.7 | 2.5 | 3.7 | 1.1 | 1.6 | 4.3 | 6.3 | 18.5 | 27.2 |
| North Central | 59.7 | 100.0 | 3.2 | 5.4 | 8.8 | 14.7 | 32.: | 55.1 | 2.7 | 4.5 | 2.6 | 4.4 | . 6 | 1.0 | 2.8 | 4.7 | 6.1 | 10.2 |
| South | 45.9 | 100.0 | 2.8 | 6.1 | 8.5 | 18.5 | 17.9 | 39.0 | 1.8 | 3.9 | 1.7 | 3.7 | . 6 | 1.3 | 3.6 | 7.9 | 9.0 | 19.6 |
| West | 34.5 | 100.0 | 2.6 | 7.5 | 7.3 | 21.2 | 12.2 | 35.4 | 3.0 | 8.7 | . 9 | 2.6 | . 4 | 1.$]$ | 1.3 | 3.8 | 6.8 | 19.7 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 6.9 | 6.5 | 17.9 | 16.9 | 50.3 | 47.6 | 4.7 | 4.5 | 3.6 | 3.4 | 1.4 | 1.3 | 5.6 | 5.3 | 15.3 | 14.5 |
| Cafeterias | 4.3 | 100.0 | . 2 | 4.6 | . 8 | 18.6 | 2.2 | 51.2 | . 1 | 2.3 | . 1 | 2.3 | 1. | 1.3 | . 3 | 7.0 | . 6 | 14.0 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 3.5 | 22.9 | 3.1 | 20.2 | 4.9 | 32.0 | . 7 | 4.6 | . 3 | 2.0 | - | - | . 6 | 3.9 | 2.2 | 14.4 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8 | 100.0 | . 3 | 3.1 | . 8 | 8.2 | 2.5 | 25.5 | 1.5 | 15.3 | . 7 | 7.1 | . 1 | 1.0 | . 1 | 1.0 | 3.8 | 38.8 |
| Other 1/ | 73.0 | 100.0 | 2.0 | 2.7 | 10.0 | 13.7 | 29.9 | 41.0 | 3.0 | 4.1 | 3.0 | 4.1 | 1.2 | 1.6 | 5.4 | 7.4 | 18.5 | 25.4 |
| City Size(population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 3.6 | 8.5 | 6.5 | 15.3 | 16.4 | 38.5 | 1.5 | 3.5 | . 9 | 2.1 | . 4 | . 9 | 2.1 | 4.9 | 11.2 | 26.3 |
| 100,000 to 499,999 | 26.1 | 100.0 | 3.7 | 14.2 | 5.6 | 21.4 | 9.2 | 35.3 | . 8 | 3.1 | 1.1 | 4.2 | .4 | 1.5 | 1.3 | 5.0 | 4.0 | 15.3 |
| 25,000 to 99,999 | 27.4 | 100.0 | 2.1 | 7.7 | 4.4 | 16.1 | 13.1 | 47.8 | 1.2 | 4.4 | . 8 | 2.9 | . 4 | 1.4 | . 9 | 3.3 | 4.5 | 16.4 |
| 2,500 to 24,999 | 39.9 | 100.0 | 1.6 | 4.0 | 6.0 | 15.0 | 18.5 | 46.4 | 2.0 | 5.0 | 1.7 | 4.3 | . 4 | 1.0 | 3.7 | 9.3 | 6.0 | 15.0 |
| Less than 2,500 | 72.1 | 100.0 | 1.9 | 2.6 | 10.1 | 14.0 | 32.6 | 45.2 | 4.5 | 6.3 | 3.2 | 4.4 | 1.1 | 1.5 | 4.0 | 5.6 | 14.7 | 20.4 |
| Anmal Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 4.6 | 30.1 | 5.2 | 34.0 | 2.5 | 16.3 | . 4 | 2.6 | . 1 | . 7 | . 1 | . 7 | 1.0 | 6.5 | 1.4 | 9.1 |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 3.0 | 12.1 | 5.9 | 23.8 | 11.2 | 45.2 | 1.1 | 4.4 | . 1 | .4 | . 2 | . 8 | . 8 | 3.2 | 2.5 | 10.1 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 2.7 | 4.3 | 10.0 | 16.0 | 32.4 | 51.8 | 3.0 | 4.8 | 2.3 | 3.7 | . 6 | . 9 | 2.5 | 4.0 | 9.1 | 14.5 |
| Less than \$10,000 | 91.6 | 100.0 | 1.5 | 1.6 | 9.9 | 10.8 | 38.3 | 41.8 | 4.8 | 5.2 | 4.6 | 5.0 | 1.7 | 1.9 | 7.0 | 7.7 | 23.8 | 26.0 |
| No reply | 13.8 | 100.0 | 1.1 | 8.0 | 1.6 | 11.6 | 5.4 | 39.1 | . 7 | 5.1 | . 6 | 4.3 | . 1 | . 7 | . 7 | 5.1 | 3.6 | 26.1 |

1/ Includes drirking places, lunch counters, and refreshment stands.
PUBLIC EATING PLACES SERVING FISH OR SHELLFISH INDICATING WHETHER SUPPLILR USUALLY DELIVERS FISH AND SHELLFISH OR IT IS PICKED UP BY EATING PLACE (Number of establishments in thousands) Supplier Eating place picks up own supplies

| Category | $\begin{gathered} \text { All } \\ \text { establishments } \end{gathered}$ |  | Supplier usually delivers |  | Eating place picks up own supplies |  | Delivered and picked up |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 152.0 | 73.1 | 51.6 | 24.8 | 1.1 | . 5 | 3.4 | 1.6 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 44.9 | 66.1 | 22.5 | 33.1 | . 2 | . 3 | . 4 | . 5 |
| North Central | 59.7 | 100.0 | 48.0 | 80.4 | 10.8 | 18.1 | . 4 | . 7 | . 5 | . 8 |
| South | 45.9 | 100.0 | 33.8 | 73.6 | 10.7 | 23.3 | . 4 | . 9 | 1.0 | 2.2 |
| West | 34.5 | 100.0 | 25.3 | 73.3 | 7.6 | 22.0 | . 1 | . 3 | 1.5 | 4.4 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7 | 100.0 | 79.8 | 75.5 | 23.8 | 22.5 | . 8 | . 8 | 1.3 | 1.2 |
| Cafeterias | 4.3 | 100.0 | 3.7 | 86.0 | . 4 | 9.3 | - | - | . 2 | 4.7 |
| Restaurants or cafeterias located in hotels | 15.3 | 100.0 | 12.9 | 84.3 | 1.0 | 6.5 | - | - | 1.4 | 9.2 |
| Drug or proprietary stores with fountain service | 9.8 | 100.0 | 7.5 | 76.5 | 2.3 | 23.5 | - | - | - | - |
| Other 1/ | 73.0 | 100.0 | 48.1 | 65.9 | 24.1 | 33.0 | . 3 | . 4 | . 5 | . 7 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6 | 100.0 | 28.1 | 66.0 | 14.0 | 32.9 | . 1 | . 2 | . 4 | - 9 |
| 100,000 to 499,999 | 26.1 | 100.0 | 20.6 | 78.9 | 5.1 | 19.6 | . 1 | . 4 | . 3 | 1.1 |
| 25,000 to 99,999 | 27.4 | 100.0 | 21.9 | 79.9 | 5.1 | 18.6 | . 3 | 1.1 | . 1 | . 4 |
| 2,500 to 24,999 | 39.9 | 100.0 | 29.3 | 73.4 | 9.9 | 24.8 | . 2 | . 5 | . 5 | 1.3 |
| Less than 2,500 | 72.1 | 100.0 | 52.1 | 72.3 | 17.5 | 24.3 | . 4 | . 5 | 2.1 | 2.9 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.3 | 100.0 | 14.5 | 94.8 | . 6 | 3.9 | 3 | 2 | . 2 | 1.3 |
| \$40,000 to \$99,999 | 24.8 | 100.0 | 22.5 | 90.7 | 1.8 | 7.3 | . 3 | 1.2 | . 2 | . 8 |
| \$10,000 to \$39,999 | 62.6 | 100.0 | 47.3 | 75.6 | 14.6 | 23.3 | . 3 | . 5 | . 4 | . 6 |
| Less than $\$ 10,000$ | 91.6 | 100.0 | 57.9 | 63.2 | 31.0 | 33.9 | . 4 | . 4 | 2.3 | 2.5 |
| No reply | 13.8 | 100.0 | 9.8 | 71.0 | 3.6 | 26.1 | . 1 | . 7 | . 3 | . 2 |


Table 59

| PUBLIC EATING PLACES SERVING FISH Of SHELLFISH INDICATING THE NEED FOR A GPADE OR QUALITY STANDARD FOR FISH AND SHELJFISH PURCHASED, BY GEOGRAPHIC FEGION (Number of establishments in thousands) |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Geographic region | All$\substack{\text { establish- } \\ \text { ments }}$ |  | Need grade or quality standard |  | Do not need grade or quality standard |  | Do not know |  | No reply |  |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 105.2 | 50.6 | 52.1 | 25.0 | $46 \cdot 7$ | 22.4 | 4.1 | 2.0 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 33.7 | 49.5 | 16.5 | 24.3 | 17.2 | 25.3 | . 6 | . 9 |
| North Central | 59.7 | 100.0 | 29.7 | 49.8 | 17.4 | 29.1 | 10.9 | 18.3 | 1.7 | 2.8 |
| South | 45.9 | 100.0 | 22.9 | 49.9 | 10.8 | 23.5 | 10.9 | 23.8 | 1.3 | 2.8 |
| West | 34.5 | 100.0 | 18.9 | 54.8 | 7.4 | 21.5 | 7.7 | 22.3 | . 5 | 1.4 |

Table 60 PUBIIC EATING PIACES SERVING FISH OR SHELLFISH OFFERING SUGGESTIONS OR IDEAS ON HON THE FISHERY INDUSTRI MIGHT HELP PUBIIC EATING PLACES SELL MORE FISH AND SHELLFISH,
(Number of establishments in thousands)

QUaNTITY, VALUE aND AVERAGE PRIGE PER POUND OF FRESH, FROZEN and CaNNED FISH aND SHELLFISH bOUGHT by PUBLIC EATING PLACES SERVING FISH aND SHELLFISH, BY GEOGRAPHIC REGION AND SPECIES I/

| Species | United States - Total |  |  | Northeast |  |  | North Central |  |  | South |  |  | West |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ¢uantity | Value | Unit value | Quantity | Value | Unit value | Quantity | Value | Unit value | Quantity | Value | Unit value | Quantity | Value | Unit value |
|  | Thousand pounds | Thousand dollars | Cents per pound | Thousand pounds | Thousand dollars | Cents per pound | Thousand pounds | Thousand dollars | Cents per pound | Thousand pounds | Thousand dollars | Cents per pound | Thousand pounds | Thousand dollars | Cents per pound |
| All Species - Total | 7,574.7 | 4,823.5 | 63.7 | 2,727.3 | 1,690.9 | 62.0 | 1,792.1 | 1,248.1 | 09.6 | 1,926.3 | 1,128.4 | 58.6 | 1,129.0 | 756.1 | 67.0 |
| Fresh fish - Total | 2,063.3 | 976.8 | 47.3 | 960.5 | 425.0 | 44.2 | 303.8 | 184.1 | 0.6 | 438.5 | 194.6 | 44.4 | 360.5 | 173.1 | 43.0 |
| Catfish | 190.0 | 95.3 | 50.2 | - | - | - | 64.0 | 39.1 | 01.1 | 124.7 | 55.5 | 44.5 | 1.3 | . 7 | 53.8 |
| Flounder | 548.5 | 257.7 | 47.0 | 392.7 | 186.6 | 47.5 | 8.0 | 4.3 | 53.2 | 100.7 | 43.1 | 42.8 | 46.9 | 23.7 | 50.5 |
| Haddock | 236.7 | 89.2 | 37.7 | 208.9 | 77.1 | 36.9 | 20.4 | 9.3 | 45.6 | 7.4 | 2.8 | 37.8 | - | - | - |
| Halibut | 300.9 | 122.2 | 39.6 | 138.0 | 52.8 | 38.3 | 37.4 | 15.0 | 40.1 | 3.1 | 1.4 | 45.2 | 130.4 | 53.0 | 40.0 |
| Red snapper | 188.2 | 89.5 | 47.6 | 10.8 | 6.4 | 59.2 | 11.5 | 7.0 | 60.9 | 160.6 | 74.3 | 46.3 | 5.3 | 1.0 | 34.0 |
| Salnon | 230.0 | 127.8 | 55.6 | 65.4 | 39.4 | 60.2 | 11.5 | 7.0 | 60.9 | 4.4 | 2.4 | 54.5 | 148.7 | 79.0 | 53.1 |
| Sea bass | 115.5 | 44.9 | 38.9 | 48.3 | 15.2 | 31.5 | 4.0 | 1.7 | 42.5 | 36.8 | 14.7 | 39.9 | 26.4 | 13.3 | 50.4 |
| Whitefish | 245.5 | 150.2 | 61.2 | 96.2 | 47.5 | 49.4 | 147.0 | 100.7 | 63.5 | . 8 | . 4 | 50.0 | 1.5 | 1.6 | 106.7 |
| Fresh shellfish - Total | 1,198.7 | 1,019.3 | 85.0 | 565.8 | 434.9 | 76.9 | 120.0 | 113.9 | 94.9 | 443.1 | 388.8 | 87.7 | 69.8 | 01.7 | 117.0 |
| Crab | 297.7 | 361.1 | 121.3 | 57.2 | 61.9 | 108.2 | 10.5 | 16.8 | 160.0 | 170.8 | 212.6 | 124.5 | 59.2 | 69.8 | 117.9 |
| Lobster | 372.2 | 264.1 | 71.0 | 290.7 | 195.6 | 67.3 | 56.4 | 48.3 | 85.6 | 23.1 | 18.3 | 79.2 | 2.0 | 1.9 | 95.0 |
| Shrimp | 528.8 | 394.1 | 74.5 | 217.9 | 177.4 | 81.4 | 53.1 | 48.8 | 91.9 | 249.2 | 157.9 | 63.4 | 8.6 | 10.0 | 116.3 |
| Frozen fish - Total | 1,433.2 | 510.2 | 35.6 | 283.3 | 98.7 | 34.8 | 438.1 | 165.2 | 37.7 | 530.8 | 161.4 | 30.4 | 101.0 | 84.9 | 46.9 |
| Cod | 558.5 | 174.0 | 31.2 | 38.5 | 12.6 | 32.7 | 154.5 | 54.9 | 35.5 | 341.5 | 97.1 | 28.4 | 24.0 | 9.4 | 39.2 |
| Haddock | 255.6 | 94.6 | 37.0 | 56.2 | 21.3 | 37.9 | 73.6 | 31.1 | 42.2 | 124.5 | 41.6 | 33.4 | 1.3 | . 6 | 46.2 |
| Halibut | 462.9 | 186.3 | 40.2 | 174.4 | 60.2 | 34.5 | 102.0 | 40.3 | 39.5 | 32.9 | 11.7 | 35.6 | 153.6 | 74.1 | 48.2 |
| Ocean perch | 156.2 | 55.3 | 35.4 | 14.2 | 4.6 | 32.4 | 108.0 | 38.9 | 36.0 | 31.9 | 11.0 | 34.5 | 2.1 | . 8 | 38.1 |
| Frozen shellfish - Total | 2,404.0 | 2,012.2 | 83.7 | 760.7 | 627.2 | \$2.4 | 772.4 | 680.3 | 88.1 | 450.5 | 350.6 | 77.8 | 420.4 | 354.1 | 84.2 |
| Scallop | 151.6 | 107.1 | 70.6 | 73.8 | 49.5 | 67.1 | 44.2 | 34.0 | 76.9 | 5.4 | 4.1 | 75.9 | 28.2 | 19.5 | 69.1 |
| Lobster | 406.3 | 433.0 | 106.6 | 134.5 | 137.9 | 102.5 | 169.4 | 197.0 | 116.0 | 24.0 | 23.2 | 96.7 | 77.9 | 74.9 | 96.1 |
| Shrimp | 1,046.1 | 1,472.1 | 79.7 | 552.4 | 439.8 | 79.6 | 558.3 | 449.3 | 80.5 | 421.1 | 323.3 | 76.8 | 314.3 | 259.7 | d2.6 |
| Canned fish - Total | 475.5 | 305.0 | 64.1 | 157.0 | 105.1 | 66.9 | 157.8 | 104.6 | 66.3 | 63.4 | 33.0 | 52.0 | 97.3 | 62.3 | 64.0 |
| Salmon | 165.4 | 109.8 | 66.4 | 37.4 | 27.8 | 74.3 | 84.5 | 53.2 | 63.0 | 33.5 | 18.0 | 53.7 | 10.0 | 10.8 | 108.0 |
| Sardines | 16.8 | 12.9 | 76.8 | 5.1 | 3.4 | 66.7 | 8.9 | 7.7 | 86.5 | . 2 | . 1 | 50.0 | 2.6 | 1.7 | 65.4 |
| Tuna | 293.3 | 182.3 | 62.2 | 114.5 | 73.9 | 64.5 | 64.4 | 43.7 | 67.8 | 29.7 | 14.9 | 50.2 | 84.7 | 49.8 | 58.8 |

1/ Average prices, quantities and dollar values based on purchases during the 7 -day period
prior to intsrviewing the individual establishment.

| Species | Unit ed States |  |  | Northeast |  |  | North Central |  |  | South |  |  | West |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Quantity | Value | Unit Value | Quantity | Velue | Unit Value | Quantity | Value | $\begin{aligned} & \text { Unit } \\ & V_{\mathrm{a}} \text { lue } \\ & \hline \end{aligned}$ | Quantity | Value | Unit <br> Value | Quantity | Value | Unit <br> Value |
|  | Thousand pounds | $\begin{aligned} & \text { Thocsand } \\ & \text { dollars } \end{aligned}$ | Cents per pound | Thousand pounds | $\begin{aligned} & \text { Thousand } \\ & \text { dollara } \end{aligned}$ | $\begin{aligned} & \text { Cents } \\ & \text { por } \\ & \text { pound } \end{aligned}$ | Thousand pounds | $\begin{aligned} & \text { Thousand } \\ & \text { dollars } \end{aligned}$ | Cents per pound | Thous and pounds | Thousand dollars | $\begin{aligned} & \text { Cents } \\ & \text { per } \\ & \text { pound } \end{aligned}$ | Thousand pounds | Thousand dollars | Cente per pound |
| Fish and Shellfish - Total | 7.574 .7 | 4,823.5 | 63.7 | 2,727.3 | 1,690.9 | 62.0 | 1,792.1 | 1,248.1 | 69.6 | 1,926.3 | 1,128.4 | 58.6 | 1,129.0 | 756.1 | 67.0 |
| Fish - Total | 3,496.5 | 1,497.0 | 42.5 | 1,243.8 | 523.7 | 42.1 | 74.9 | 349.3 | 47.1 | 969.3 | 356.0 | 36.7 | 542.5 | 258.0 | 47.6 |
| Fresh | 2,063.3 | 976.8 | 47.3 | 960.5 | 425.0 | 44.2 | 303.8 | 184.1 | 60.6 | 438.5 | 194.6 | 44.4 | 360.5 | 173.1 | 48.0 |
| Frosen | 1,433.2 | 510.2 | 35.6 | 283.3 | 98.7 | 34.8 | 438.1 | 165.2 | 37.7 | 530.8 | 161.4 | 30.4 | 131.0 | 84.9 | 46.9 |
| Fish, Canned - Total | 475.5 | 305.0 | 64.1 | 157.0 | 105.1 | 66.9 | 157.8 | 104.6 | 66.3 | 63.4 | 33.0 | 52.0 | 97.3 | 62.3 | 64.0 |
| Shellfish - Total | 3,602.7 | 3,031.5 | 84.1 | 1,326.5 | 1,062.1 | 80.1 | 892.4 | 794.2 | 89.0 | 893.6 | 739.4 | 82.7 | 490.2 | 435.8 | 88.9 |
| Fresh Frosen | $1,198.7$ $2,404.0$ | $1,019.3$ $2,012.2$ | 85.0 83.7 | 565.8 760.7 | 434.9 627.2 | 76.9 82.4 | 120.0 772.4 | 213.9 880.3 | 94.9 88.1 | 443.1 450.5 | 388.8 350.6 | 87.7 77.3 | 69.3 420.4 | 81.7 354.1 | 117.0 84.2 |
| (Percentage Distribution) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fish and Shellfish - Total | 100.0 | 100.0 |  | 100.0 | 100.0 |  | 100.0 | 100.0 |  | 100.0 | 100.0 |  | 100.0 | 100.0 |  |
| Fish - Total | 46.1 | 30.8 |  | 45.6 | 31.0 |  | 41.4 | 28.0 |  | 50.3 | 31.5 |  | 48.0 | 34.1 |  |
| Fresh | 27.2 | 20.2 |  | 35.2 | 25.1 |  | 17.0 | 14.9 |  | 22.3 | 17.2 |  | 31.3 | 22.9 |  |
| Frozen | 18.9 | 10.5 |  | 10.4 | 5.7 |  | 24.4 | 13.2 |  | 27.5 | 14.3 |  | 16.1 | 11.2 |  |
| Fish, Canned - Total | 6.3 | 6.3 |  | 5.8 | 6.2 |  | 8.8 | 8.4 |  | 3.3 | 3.0 |  | 8.6 | 8.2 |  |
| Shellfish - Total | 47.6 | 62.9 |  | 48.6 | 62.8 |  | 49.8 | 63.6 |  | 46.4 | 65.5 |  | 43.4 | 57.7 |  |
| Fresh | 15.8 | 21.1 |  | 20.7 | 25.7 |  | 6.7 | 9.1 |  | 23.0 | 34.5 |  | 6.2 | 10.3 |  |
| Frozen | 31.3 | 41.8 |  | 27.9 | 37.1 |  | 43.1 | 54.5 |  | 23.4 | 31.0 |  | 37.2 | 46.7 |  |

[^21]PRINCIPAL SPECIES OF FISH AND SHELIFISH PURCHASED BY PUBLIC Eating Places serving fish and shelifish, seven day period, ranked according to quantity and value


| number of methud used by public eating places serving fish AND SHELLFISH TO PROMOTE SALE OF FISH AND SHELLFISH MEALS 1/ (Number of methods in thousands) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Category | $\begin{array}{r} \text { All } \\ \text { methods } \end{array}$ |  | Featured special on menu |  | Suggestion by waiters |  | Window <br> display |  | Separate menu for fish |  | Newspaper advertising |  | hadio or television advertising |  | Other methods used |  |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 225.9 | 100.0 | 83.8 | 37.1 | 57.0 | 25.2 | 14.8 | 6.6 | 8.9 | 3.9 | 8.3 | 3.7 | 4.2 | 1.9 | 48.9 | 21.6 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 67.7 | 100.0 | 23.7 | 35.0 | 16.1 | 23.8 | 4.5 | 6.6 | 3.1 | 4.6 | 2.1 | 3.1 | . 5 | . 7 | 17.7 | 26.2 |
| North Central | 72.9 | 100.0 | 27.6 | 37.9 | 18.7 | 25.6 | 5.4 | 7.4 | 2.3 | 3.2 | 3.2 | 4.4 | 1.4 | 1.9 | 14.3 | 19.6 |
| South | 48.5 | 100.0 | 15.7 | 32.4 | 13.9 | 28.7 | 3.6 | 7.4 | 2.4 | 4.9 | 1.7 | 3.5 | 1.7 | 3.5 | 9.5 | 19.6 |
| West | 36.8 | 100.0 | 16.8 | 45.7 | 8.3 | 22.6 | 1.3 | 3.5 | 1.1 | 3.0 | 1.3 | 3.5 | . 6 | 1.6 | 7.4 | 20.1 |
| Type of Establishment 40.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Festaurants | 127.1 | 100.0 | 53.1 | 41.8 | 34.2 | 26.9 | 7.2 | 5.7 | 5.4 | 4.2 | 4.9 | 3.8 | 2.5 | 2.0 | 19.6 | 15.6 |
| Cafeterias | 4.3 | 100.0 | 1.7 | 39.5 | . 7 | 16.2 | . 3 | 7.0 | . 2 | 4.7 | . 2 | 4.7 |  |  | 1.2 | 27.9 |
| Kestaurants or cafeterias located in hotels | 20.1 | 100.0 | 6.8 | 33.8 | 5.5 | 27.3 | . 3 | 1.5 | 1.0 | 5.0 | 1.2 | 6.0 | . 7 | 3.5 | 4.6 | 22.9 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.3 | 100.0 | 5.2 | 55.9 | 2.0 | 21.5 | .7 6.3 | 7.5 9.7 | ${ }_{2} .2$ | 2.2 3.2 | 1.19 | 1.1 2.9 | 1.0 | 1.6 | 22.2 | 11.8 34.1 |
| Other 2/ | 65.1 | 100.0 | 17.0 | 26.1 | 14.6 | 22.4 | 6.3 | 9.7 | 2.1 | 3.2 | 1.9 | 2.9 | 1.0 | 1.6 | 22.2 | 34.1 |
| City Size (population) 23 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.2 | 100.0 | 16.0 | 37.9 | 9.2 | 21.8 | 4.3 | 10.2 | 2.1 | 5.0 | . 4 | .9 | . 2 | . 5 | 10.0 | 23.7 |
| 100,000 to 499,999 | 28.4 | 100.0 | 10.8 | 38.0 | 7.7 | 27.1 | 1.9 | 6.7 8.7 | .5 1.0 | 1.8 | .8 1.7 | 2.8 5.5 | 1.4 | 1.4 | 0.3 6.5 | 22.2 |
| 25,000 to 99,999 | 31.1 | 100.0 | 11.3 | 36.3 | 6.9 | 22.2 | 2.7 | 8.7 | 1.0 | 3.2 | 1.7 | 5.5 | 1.8 | 1.2 | 9.2 | 20.5 |
| 2,500 to 24,999 | 45.0 | 100.0 | 15.2 | 33.8 | 13.2 | 29.3 | 2.8 | 6.2 | 1.8 | 4.0 | 2.0 3.4 | $4 \cdot 4$ | 1.0 | 1.0 2.3 | 16.9 | 21.3 |
| Less than 2,500 | 79.2 | 100.0 | 30.5 | 38.5 | 20.0 | 25.3 | 3.1 | 3.9 | 3.5 | 4.4 | 3.4 | $4 \cdot 3$ | 1.0 | 2.3 | 16.9 | 21.3 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 22.0 | 100.0 | 9.7 | 44.1 | 6.3 | 28.6 | . 6 | 2.7 | -9 | 4.1 | 1.2 | 5.5 | 1.9 | 4.1 | 2.4 4.3 | 12.8 |
| \$40,000 to \$99,999 | 33.5 | 100.0 | 14.6 | 43.6 | 8.3 | 24.8 | 1.6 | 4.8 | . 6 | 2.4 | 2.8 | 8.3 2.5 | 1.1 | 3.3 1.5 | $13 \cdot 2$ | 12.0 |
| \$10,000 to $\$ 39,999$ | 71.5 | 100.0 | 28.5 | 39.9 | 18.7 | 26.1 | 5.3 | 7.4 | 2.9 | 4.15 | 1.8 | 2.5 2.5 | 1.1 | 1.3 | 26.6 | 30.7 |
| Less than $\$ 10,000$ | 86.8 | 100.0 | 25.2 | 29.0 | 21.0 | 24.2 | 6.8 | 7.8 | 3.9 | 4.5 3.3 | 2.2 | 2.5 2.5 | 1.1 | 1.3 | 2.4 | 19.8 |
| No reply | 12.1 | 100.0 | 5.8 | 47.9 | 2.7 | 22.3 | . 5 | 4.2 | . 4 | 3.3 | . 3 | 2.5 | - | - | 2.4 | 19.0 |

I/ Some of the 200,000 establishments serving fish and shellfish used more than one method.
2/ Includes drinking places, lunch counters, and refreshment stands.
fublic eating places setiving fish and shellfish indicarting
VETRUD FUUND MUST EFFELTIVE IN HRMOTING SALES UF FISh AND SHELLFIJH VEALS (Number of establishments in thousands)

| Category | $\underset{\text { establishments }}{\text { All }}$ | Establishments reporting one offective mathod |  |  |  |  |  |  |  |  |  | Establishments reporting two effective methode |  |  |  | None of methods listed |  | Do not know |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Separate menu for fish |  | Window display |  | Featured <br> special <br> on menu |  | $\begin{gathered} \text { Suggestions } \\ \text { by } \\ \text { waiter } \end{gathered}$ |  | Uther methods |  |  | $\begin{aligned} & \text { red } \\ & 11 \text { on } \\ & \text { and } \\ & \text { ions } \\ & \text { ters } \end{aligned}$ | Other methods |  |  |  |  |  |
|  | $\begin{array}{ll}  & \text { Per- } \\ \text { Number } \\ \text { cent } \end{array}$ | Number | Percent | Number | Yercent | Number | Percent | Number | Percent | NuFiber | Percent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ | Number | Percent | Number | Percent | Number | $\begin{aligned} & \text { Yer- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 208.1100 .0 | 2.0 | 1.0 | 3.3 | 1.6 | 36.4 | 27.5 | 15.3 | 7.3 | 21.1 | 10.1 | 25.1 | 12.1 | 23.3 | 11.2 | 56.2 | 27.0 | 25.4 | 12.2 |
| Kegion |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0100 .0 | . 9 | 1.3 | . 6 | . 9 | 9.1 | 13.4 | 3.6 | 5.3 | 8.4 | 12.3 | 7.9 | 11.6 | 0.7 | 9.9 | 23.0 | 33.8 | 7.8 | 11.5 |
| North Central | 59.7100 .0 | .7 | 1.2 | 1.5 | 2.5 | 11.1 | 18.6 | 4.7 | 7.9 | 6.4 | 10.7 | 8.5 | 14.2 | 7.3 | 12.2 | 11.6 | 19.8 | 7.7 | 12.9 |
| South | 45.9100 .0 | . 2 | . 4 | 1.1 | 2.4 | 6.8 | 14.6 | 5.3 | 11.5 | 4.3 | 9.4 | 4.5 | 9.8 | 6.0 | 13.1 | 11.2 | 24.4 | 6.5 | 14.2 |
| West | 34.5100 .0 | . 2 | . 0 | . 1 | . 3 | 9.4 | 27.2 | 1.7 | 4.9 | 2.0 | 5.8 | 4.2 | 12.2 | 3.3 | 9.6 | 10.2 | 29.6 | 3.4 | 9.8 |
| Type of Establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 105.7100 .0 | 1.1 | 1.0 | . 7 | . 7 | 22.9 | 21.7 | 8.0 | 7.6 | 7.7 | 7.3 | 16.2 | 15.3 | 14.1 | 23.3 | 23.1 | 21.8 | 11.9 | 11.3 |
| Cafeterias | 4.3100 .0 | - | - | . 1 | 2.3 | . 7 | 16.3 | . 4 | 9.3 | . 5 | 11.6 | . 2 | 4.7 | . 4 | 9.3 | 1.2 | 27.9 | . 8 | 18.6 |
| Restaurants or cafeterias located in hotels | 15.3100 .0 | . 2 | 1.3 | - | - | 2.4 | 15.7 | 1.1 | 7.2 | 1.2 | 7.8 | 3.1 | 20.3 | 1.9 | 12.4 | 3.1 | 20.3 | 2.3 | 15.0 |
| Drug or proprietary stores with |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| fountain service | 9.8100 .0 | - | - | . 5 | 5.1 | 3.0 | 30.6 | . 8 | 8.2 | . 4 | 4.1 | . 9 | 9.2 | . 6 | 6.1 | 2.7 | 27.5 | . 9 | 9.2 |
| Other 1/ | 73.0100 .0 | . 7 | 1.0 | 2.0 | 2.7 | 7.4 | 10.1 | 5.0 | 0.9 | 11.3 | 25.5 | 4.7 | 6.4 | 6.3 | 8.6 | 20.1 | 35.8 | 9.5 | 13.0 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 42.6100 .0 | . 6 | 1.4 | 1.0 | 2.3 | 7.9 | 18.5 | 2.0 | 4.7 | 4.9 | 11.5 | 4.8 | 11.3 | 3.9 | 9.2 | 13.2 | 31.0 | 4.3 | 10.1 |
| 100,000 to 499,999 | 25.9100 .0 | . 1 | . 4 | . 6 | 2.3 | 3.9 | 15.1 | 2.4 | 9.3 | 2.1 | 8.1 | 3.4 | 13.1 | 2.5 | 9.7 | 7.6 | 29.3 | 3.3 | 12.7 |
| 25,000 to 99,999 | 27.6100 .0 | . 2 | . 7 | . 8 | 2.9 | 4.2 | 15.2 | 2.0 | 7.3 | 3.4 | 12.3 | 3.4 | 12.3 | 3.6 | 13.1 | 6.9 | 25.0 | 3.1 | 11.2 |
| 2,500 to 24,999 | 39.7100 .0 | . 2 | . 5 | . 5 | 1.3 | 5.0 | 14.1 | 3.3 | 4.3 | 3.2 | 8.1 | 6.1 | 15.4 | 4.5 | 11.3 | 10.3 | 25.9 | 6.0 | 15.1 |
| Less than 2,500 | 72.3100 .0 | . 9 | 1.2 | . 4 | . 0 | 14.8 | 20.5 | 5.6 | 7.7 | 7.5 | 10.4 | 7.4 | 10.2 | 8.8 | 12.2 | 18.2 | 25.2 | 8.7 | 12.0 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | 15.2100 .0 | . 3 | 2.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\$ 40,000 \text { to } \$ 99,999$ | 24.8100 .0 | - | - | - | - |  | 23.8 | 1.5 | 6.0 | 1.8 | 7.3 | 4.6 | 18.5 | 4.4 | 17.7 | 4.7 | 19.0 | 1.9 | 7.7 |
| $\$ 10,000 \text { to } \$ 39,999$ | 62.6100 .0 | . 6 | 1.0 | . 6 | 1.0 | 12.2 | 19.5 | 4.5 | 7.2 | 5.5 | 8.8 | 9.0 | 14.3 | 7.9 | 12.6 | 15.1 | 24.1 | 7.2 | 11.5 |
| Less than $\$ 10,000$ | 91.7100 .0 | 1.1 | 1.2 | 2.4 | 2.6 | 11.7 | 12.8 | 8.1 | 8.8 | 12.0 | 13.1 | 6.4 | 7.0 | 7.8 | 8.5 | 28.5 | 31.1 | 13.7 | 14.9 |
| No reply | 13.8100 .0 | - | - | . 2 | 1.5 | 3.5 | 25.4 | . 4 | 2.9 | 1.0 | 7.2 | 1.3 | 9.4 | . 9 | 6.5 | 4.9 | 35.5 | 1.6 | 11.6 |

$$
x_{3}^{2 x}
$$

$$
{ }_{\circ}^{\circ}
$$

$$
\begin{gathered}
0 .-1 \\
\underset{\sim}{\circ} \dot{N}
\end{gathered}
$$

$$
\begin{array}{cc}
\infty & 0 \\
\bullet & 0 \\
& \ddagger \\
\hline
\end{array}
$$

Table 66
PUBLIC EATIING PLACES SEZVING FISH AND SHELLFISH INDICATING WHETHER OFFERING "FRESH" FISH AND SHELLFISH WOULD OR WOULD NOT HELP SELL MORE FISH AND SHELLFISH MEALS (Number of establishments in thousands)
Do not
97.5
76.3

|  |  |
| :--- | :--- |
|  |  |
| 100.0 | 29.2 |
| 100.0 | 25.7 |
|  |  |
| 100.0 | 25.6 |
| 100.0 | 15.2 |
|  |  |
| 100.0 | 25.4 |
| 100.0 | 21.0 |
|  |  |
| 100.0 | 17.3 |
| 100.0 | 14.4 |

,
-

| Species and |
| :---: |
| geographic |
| region |

United States Total


## Region

Northeast
Fish
North Central
Fish

$$
\begin{array}{ccc}
\text { All } & \begin{array}{l}
\text { Would help } \\
\text { establishments }
\end{array} & \begin{array}{l}
\text { Would not } \\
\text { meals }
\end{array} \\
\text { help sell } \\
\text { more meals }
\end{array}
$$

$$
\begin{array}{cc}
\text { Number } & \begin{array}{c}
\text { Per- } \\
\text { cent }
\end{array} \\
\hline & \\
208.1 & 100.0 \\
208.1 & 100.0 \\
\hline
\end{array}
$$

Number
Number
Fer-

$$
78.7 \quad 37.8
$$

$$
\begin{aligned}
& 41.6 \\
& 44.1 \\
& 4.1 \\
& 38.9 \\
& 51.2 \\
& 30.9 \\
& 36.8 \\
& \begin{array}{l}
37.7 \\
44.4 \\
\hline
\end{array} . \begin{array}{l} 
\\
\hline
\end{array}{ }^{2} \\
& \hline
\end{aligned}
$$

know
Number
Table 67
PUBLIC EATING PLACES SERVING FISH AND SHELLFISH OFFERING OPINION AS TO WHETHER GREATER SALES OF FISH AND SHELLFISH WOULD RESULT FROM MORE PUBLICITY

| Geographic region | All <br> establishments |  | $\begin{aligned} & \text { Would } \\ & \text { help } \end{aligned}$ |  | $\begin{aligned} & \text { Would } \\ & \text { not help } \end{aligned}$ |  | Don't know |  | $\begin{gathered} \text { No } \\ \text { reply } \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Per- <br> cent |
| United States Total | 208.1 | 100.0 | 107.8 | 51.8 | 54.6 | 26.2 | 43.6 | 21.0 | 2.1 | 1.0 |
| Region |  |  |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 34.4 | 50.6 | 18.9 | 27.8 | 14.4 | 21.2 | . 3 | . 4 |
| North Central | 59.7 | 100.0 | 29.9 | 50.1 | 16.8 | 28.1 | 12.1 | 20.3 | . 9 | 1.5 |
| South | 45.9 | 100.0 | 25.0 | 54.5 | 10.3 | 22.4 | 9.9 | 21.6 | . 7 | 1.5 |
| West | 34.5 | 100.0 | 18.5 | 53.6 | 8.6 | 24.9 | 7.2 | 20.9 | . 2 | . 6 |

Table 68
PUBLIC EATING PLACES SERVING FISH AND SHELLFISH INDICATING INTEREST IN BOOKLETS OR DEMONSTRATIONS OFFERED BY THE UNITED STATES DEPARTNENT OF THE INTERIOR ON HOW TO HANDLE AND PREPARE FISH AND SHELJFISH
(Number of establishments in thousands)

| Geographic region | All <br> establishments |  | Interested in booklets or demonstrations |  | Not interested in booklets or demonstrations |  | No reply |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | 208.1 | 100.0 | 110.6 | 53.2 | 94.5 | 45.4 | 3.0 | 1.4 |
| Region |  |  |  |  |  |  |  |  |
| Northeast | 68.0 | 100.0 | 34.3 | 50.4 | 33.1 | 48.7 | . 6 | . 9 |
| North Central | 59.7 | 100.0 | 32.6 | 54.6 | 26.3 | 44.1 | . 8 | 1.3 |
| South | 45.9 | 100.0 | 25.0 | 54.4 | 20.0 | 43.6 | . 9 | 2.0 |
| West | 34.5 | 100.0 | 18.7 | 54.2 | 15.1 | 43.8 | . 7 | 2.0 |

$$
\text { Table } 69
$$

PUBLIC EATING PLACES SELVING FISH OR SHELLFISH INDICATING TYPE UF PhobLEM TU bE CUVELLid
 (Number of establishments in thousands)


## 0L วโุе⿺

 FOR NUT SERVING FISH OR SHELLFISH MEALS (Number of establishments in thousands)

| Category | $\begin{gathered} \text { all } \\ \text { establishments } \end{gathered}$ |  | No storagespace |  | $\begin{gathered} \text { Insufficient } \\ \text { demand } \end{gathered}$ |  | Sell only specialty |  | Too much work involved |  | Can't get fish in form wanted |  | No food or meals served |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Per- <br> cent | Number | $\begin{aligned} & \text { Per- } \\ & \text { cent } \end{aligned}$ |
| United States Total | 189.7 | 100.0 | 13.3 | 7.0 | 46.2 | 24.4 | 61.7 | 32.5 | 4.6 | 2.4 | . 0 | . 3 | 51.3 | 27.3 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | 43.2 | 100.0 | 2.0 | 4.6 | 19.1 | 44.2 | 14.4 | 33.4 | 1.0 | 2.3 | - | - | 4.4 | 10.2 |
| North Central | 64.9 | 100.0 | 6.0 | 9.2 | 12.0 | 18.5 | 15.0 | 23.1 | 1.1 | 1.7 |  |  | 27.5 | 42.4 |
| South | 54.4 | 100.0 | 4.5 | 8.3 | 9.6 | 17.7 | 21.7 | 39.9 | 1.8 | 3.3 | . 5 | . 9 | 12.3 | 22.6 |
| West | 27.2 | 100.0 | . 8 | 2.9 | 5.5 | 20.2 | 10.6 | 39.0 | . 7 | 2.6 | . 1 | . 4 | 7.0 | 28.0 |
| Type of establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | 21.0 | 100.0 | 2.1 | 10.0 | 10.1 | 48.1 | 4.3 | 20.5 | . 8 | 3.5 | . 5 | 2.4 | . 6 | 2.9 |
| Cafeterias | . 6 | 100.0 | . 1 | 16.7 | . 1 | 15.7 | . 3 | 50.0 | .1 | 16.6 | - | - | - | - |
| Kestaurants or cafeterias located in hotels | 1.4 | 100.0 | . 1 | 7.2 | . 5 | 35.7 | . 1 | 7.2 | - | - | - | - | . 1 | 7.1 |
| Drug or proprietary stores with fountain service | 29.8 | 100.0 | 2.0 | 6.7 | 2.5 | 6.4 | 11.2 | 37.6 | . 3 | 1.0 | - | - | 12.1 | 40.0 |
| Other 1/ | 136.9 | 100.0 | 9.0 | 6.6 | 33.0 | 24.1 | 45.8 | 33.4 | 3.4 | 2.5 | . 1 | . 1 | 39.0 | 28.4 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | 25.9 | 100.0 | 1.2 | 4.6 | 9.0 | 34.7 | 6.8 | 26.3 | . 2 | . 8 | - | - | 7.2 | 27.8 |
| 100,000 to 499,999 | 29.5 | 100.0 | 2.1 | 7.1 | 4.7 | 15.9 | 11.0 | 37.2 | . 8 | 2.7 | - |  | 9.4 | 31.0 |
| 25,000 to 99,999 | 27.7 | 100.0 | . 7 | 2.6 | 4.7 | 17.0 | 9.5 | 34.3 | . 7 | 2.5 | . 2 | . 7 | 10.5 | 37.9 |
| 2,500 to 24,999 | 33.0 | 100.0 | 3.4 | 10.3 | 8.3 | 25.2 | 11.4 | 34.5 | 1.6 | 4.9 | . 1 | . 3 | 6.4 | 19.4 |
| Less than 2,500 | 73.5 | 100.0 | 5.9 | 8.0 | 19.5 | 26.6 | 23.0 | 31.3 | 1.3 | 1.8 | . 3 | . 4 | 18.3 | 24.9 |
| $\frac{\text { Annual Sales Size }}{(\text { from food) }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | . 5 | 100.0 | - | - | . 1 | 20.0 | . 1 | 20.0 | . 1 | 20.0 | - | - | . 2 | 40.0 |
| \$40,000 to \$99,999 | 4.1 | 100.0 | . 7 | 17.1 | 1.1 | 26.8 | . 8 | 19.5 | - | - | - | - | 1.1 | 26.8 |
| \$10,000 to \$39,909 | 22.4 | 100.0 | 1.8 | 8.0 | 6.1 | 27.2 | 0.3 | 37.1 | . 9 | 4.0 | . 1 | . 5 | 3.4 | 15.2 |
| Less than $\$ 10,000$ | 100.8 | 100.0 | 8.3 | 8.2 | 34.2 | 33.9 | 37.0 | 36.7 | 3.1 | 3.1 | .4 | . 4 | 11.9 | 11.8 |
| No reply | 61.9 | 100.0 | 2.5 | 4.0 | 4.7 | 7.6 | 15.5 | 25.0 | . 5 | . 8 | . 1 | . 2 | 35.2 | 56.9 |

[^22]PUBLIC EATING PLACLS SERVING NU FISH OR SHELLFISH REPORTING REASONS FOR NOT SERVING FISH OR SHELLFISH MEALS - Continued (Number of establishments in thousands)

| Category | Don't know how to cook and serve it |  | Too costly <br> to serve |  | Strong cdor |  | $\begin{gathered} \text { Difficult } \\ \text { to } \\ \text { handle } \end{gathered}$ |  | Fish doesn't keep |  | Other reasons |  | No answer |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| United States Total | . 2 | . 1 | 3.4 | 1.8 | . 9 | . 5 | 1.4 | . 7 | . 7 | . 4 | 3.9 | 2.1 | 1.0 | . 5 |
| Region |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Northeast | - | - | 1.0 | 2.3 | . 1 | . 2 | - | - | - | - | 1.1 | 2.6 | . 1 | . 2 |
| North Central | . 1 | . 2 | . 8 | 1.2 | . 4 | . 6 | . 6 | . 9 | . 1 | . 2 | 1.1 | 1.7 | . 2 | . 3 |
| South | - | - | 1.6 | 2.9 | . 2 | . 4 | . 7 | 1.3 | . 5 | . 9 | . 6 | 1.1 | . 4 | . 7 |
| West | . 1 | . 4 | - | - | . 2 | . 7 | . 1 | . 4 | . 1 | . 3 | 1.1 | 4.0 | . 3 | 1.1 |
| Type of establishment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Restaurants | .1 | . 5 | . 9 | 4.3 | . 1 | . 5 | . 4 | 1.9 | . 3 | 1.4 | . 6 | 2.8 | . 2 | . 9 |
| Cafeterias | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Hestaurants or cafeterias located in hotels | - | - | - | - | . 1 | 7.1 | - | - | - | - | . 5 | 35.7 | - | - |
| Drug or proprietary stores with fountain service | - | - | - | 1.0 | . 3 | 1.0 | - | - | . | 1.0 | . 8 | 2.7 | - |  |
| Other 1/ | .l | . 1 | 2.2 | 1.6 | . 4 | . 3 | 1.0 | .7 | . 1 | .1 | 2.0 | 1.5 | . 8 | . 6 |
| City Size (population) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 500,000 or more | . 1 | . 4 | . 4 | 1.5 | - | - | . 1 | . 4 | - | - | . 8 | 3.1 | . 1 | . 4 |
| 100,000 to 499,999 | - | - | . 3 | 1.0 | . 1 | . 3 | . 1 | . 3 | . 3 | 1.0 | . 7 | 2.4 | . 1 | . 3 |
| 25,000 to 99,999 | - | - | . 7 | 2.5 | . 2 | .7 | - | - | . 2 | . 7 | . 1 | . 4 | . 2 | . 7 |
| 2,500 to 24,999 | - | - | . 9 | 2.7 | - | - | . 1 | . 3 | .l | . 3 | . 6 | 1.8 | . 1 | . 3 |
| Less than 2,500 | . 1 | .1 | 1.1 | 1.5 | .6 | . 8 | 1.1 | 1.5 | . 1 | . 1 | 1.7 | 2.3 | . 5 | . 7 |
| Annual Sales Size |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (from food) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| \$100,000 or more | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| \$40,000 to \$97,999 | - | - | . 3 | 7.3 | - | - | - | - | - | - | . 1 | 2.5 | - | - |
| \$10,000 to \$39,999 | - | - | . 7 | 3.1 | . 4 | 1.8 | . 4 | 1.8 | . 1 | . 4 | . 2 | . 9 | - | - |
| Less than $\$ 10,000$ | . 2 | . 2 | 1.9 | 1.9 | . 4 | . 4 | . 7 | . 7 | . 5 | . 5 | 2.1 | 2.1 | . 1 | . 1 |
| No reply | - | - | . 5 | . 8 | . 1 | . 2 | . 3 | . 5 | . 1 | . 2 | 1.5 | 2.4 | . 9 | 1.4 |

[^23]
## Appendix A

Bureau of the Census Definition of Eating and Drinking Places and<br>Questionnaire

# Bureau of the Census Definition of Eating and Drinking Places I/ 

Retail establishments selling prepared food, and drinks for consumption on the premises, and also lunch counters and refreshment stands selling prepared food and drinks for immediate consumption. Restaurants and lunch counters operated as leased departments within other retail businesses were treated as part of the establishment in which they were located. However, restaurants and lunch counters operated as leased departments or concessions in businesses other than retail, are included in this classification as eating and drinking places.

Restaurants, cafeterias
Retail establishments primarily engaged in selling complete meals and having full table service facilities.

## Caterers

Retail establishments primarily engaged in the preparation of food, and serving of that food elsewhere.

Iunch counters, refreshment stands
Retail establishments primarily engaged in selling limited lines of refreshments such as fruit juices, soft drinks, or short-order meals for inmediate or on-premise consumption. They do not have full table service facilities. The classification also includes operators primarily engaged in selling soft drinks through coin-operated vending machines.

[^24]
## Drinking places

Retail establishments primarily engaged in selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises, and usually known as bars, beer gardens, cabarets, night clubs, saloons, tap rooms, and taverns. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Drug or proprietary stores with fountain service
Retail establishments with fountain service which are engaged in selling drues and medicines in any combination with such lines as cosmetics, toiletries, tobacco, candy and novelty merchandise. Excluded from this classification are those drug or proprietary stores not having fountain service.

7. a. How many main dish meals (entrees) have you served for lunch and dinner during the last 7 days?
b. How many or what percent were served as lunch?
c. How many or what percent were served as dinner?
8. a. How many Iish and shellfish main dish meals have you served for lunch and dinner during the last 7 days?
b. How many or what percent were served at lunch?
c. How many or what percent were served at dinner?
9. a. How many sanawiches did you serve during the last 7 days?
b. How many or what percent of your total sandwiches were fish or shellfish? ..
10. How many servings do you get from one pound of fish filet?
11. In their order of importance, what 3 kinds (species) of fish, excluding shellfish, did you sell the most of during the last 12 months? (List below in their order of number of fish dishes served).
(1) $\qquad$ (2) $\qquad$ (3) $\qquad$
What do you consider to be the reason or reasons for such preferences?
12. In their order of importance, what 3 kinds (species) of shellfish did you sell the most of during the last 12 months? (List below in thest order of number of shellfish dishes served.)
(1)
$\qquad$
$\qquad$ (2)
(3)

What do you consider to be the reason or reasons for such preferences?
$\qquad$
$\qquad$
$\qquad$
13. a. Do you offer greater selection of fish and shellfish main dish meals on certain days?
b. If Yes - on what day or days do you have the greatest selection of fish and shellfish dishes?

14. a. Are there days of the week when you usually do not offer fish or shellfish dishes?
b. If Yes - which days and why?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
15. Is your summer menu price of fish higher, Jower the same as your winter menu price?
$\square$ iigher in summer
$\square$ Same
$\square$ Lower in summer
16. Is your profit, per serving, from fish and shellfish more, the same, or less than your profit from steak, roast beef, roast pork or chicken?

|  | Steak | Roast Beef Roast Pork | Chicken |
| :--- | :--- | :--- | :--- |
| More........ |  |  |  |
| Less.............. |  |  |  |
| Do not serve |  |  |  |

17. What are some of the disadvantages, if any, of serving fish and shellfish as a food item?

Fish
$\qquad$
$\qquad$

Shellfish $\qquad$
$\qquad$


## Section C - PROMOTION

21. a. Which of the following methods have you used to promote the sale of fish or shellfish meals?
(1) Separate menu for fish
(2) Window display
(3) Newspaper advertising
(4) Radio or TV advertising
(5) Featured special on menu
22. a. Do you think you would sell more fish and shellfish if the heneficial qualities (vitamin content food value, etc.) of fish were publicized more
$\square$
yes
$\square$
No
$\square$ Don't know
b. Would you be interested in booklets or demonstrations for your chefs, on how to handle and prepare fish if the Department of Interior should offer them in your area?Yes


No
b. Which two of the above-mentioned methods have you found to be most effective?

List number (s) $\qquad$
$\square$ None $\square$ Don't know
c. Do you believe that offering "fresh" fish would help to sell more fish meals?
$\qquad$
c. If Yes - what type of problem should it cover'
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
d. Do you believe that offering "fresh" shellfish would help to sell more shellfish meals?

## Section D

(Ask only if the answer to question 4 c was "NO.")
23. Why is it that you do not serve fish or shellfish meals?
$\qquad$

$\qquad$

Obtain a lunch and a dinner menu for as many of the last 7 days as are readily available and attach them to this questionnaire.

MAKE SURE THAT ALL CLASSIFICATION DATA ARE COMPLETED ON THE FIRST PAGE

## Remarks

## Appendix B

# Sample Design and Procedure for Selecting <br> Establishments in the Survey 

## Appendix B

## Sample Design

The sampling operation for the nationwide survey of public eating places was performed at two distinct levels.

1. The selection of primary sampling units consisting of metropolitan areas or certain combinations of non-metropolitan counties from the more than 2,000 combinations of counties in the United States. There were 230 of these primary sampling units selected for this study.
2. The selection of small pieces of land (segments) from within the selected primary units for interviewing all public eating places within the chosen segments.

The probability of selection of any given eating place in the eample is then the probability of selecting the land on which the establishment is located.

Selection of Primary Sampling Units
The 2,000 combined counties that serve as primary sampling units were classified into one of four groups.

Group I consisted of the 12 largest metropolitan areas. Group II consisted of the primary units which contained a city with 50,000 inhabitants or more in 1950. Group III consisted of the primary units having less than 25 percent of the population residing on farrns and certain others having a very higl in-migration rate between 1950 and 1953. Group IV consisted of all the other primary units and contained more than three quarters of the farms and farm population of the country in 1950.

The primary units had been further classified into sub-groups to form the primary strata. In group I, each metropolitan area occupied its own separate primary stratum. In groups II and II primary strata had been formed based on geographic and economic characteristics. In group IV, the primary strata had been formed based on agricultural characteristics. In total, 230 primary strata had been formed.

From each primary stratum 1 primary eampling unit was selected. The distribution of sample primary units used in this survey is shown in the map (see page 10).

In addition to the area sample design the survey utilized the Census Bureau's Current Mailing List of certain large establishments outside of the sample areas.

## Procedure for Selecting Establishments in the Survey

The Public Eating Place Survey sample includes 4,630 retail establishments in the following kinds of business: (1) eating places (2) drinking places (3) drug and proprietary stores and (4) hotels serving meals. The sample allocated to each of these kinds of business was approximately proportionate to the estimated value of their sales of meals (from the 1948 Census of Business). The sample for the first three kinds of business was drawn as a subsample from the sample used by the Bureau of the Census for the Monthly Retail Trade Report while the sample for hotels was drawn from the sample used by the Bureau of the Census in the 1953 annual report (which in turn was derived from the monthly sample materials). Since the sample for all kinds of business was based directly or indirectly on the monthly sample, this is described briefly below:

## Group I Stores

These stores are located in Census primary sampling units. The primary units are combinations of counties which have been grouped into 230 strata comprising the entire United States. From each stratum, one primary unit was selected as a sample primary unit. Within these 230 primary sampling units stores are selected in two ways:

1. Stores which has sales above a specified criteria in 1948 were taken with certainty (Current Mailing list stores).
2. Stores located in a sample of land segments within the primary sampling unit. These land segments were selected with known probability and designated in 12 panels (one for each calendar month) so that in general, a different group of land segments is for each month.

The results of this stratification and subsampling is that the stores in item one above are selected with probability equal to the probability of selection of the primary sampling unit and the stores in item two above are selected with a probability of 1 in 200.

## Group II Stores

All organizations which reported operating 11 or more establishments in 1948 were taken regardless of location.

The sample in each kind of business was allocated to the components described above in approximate proportion to their importance in total sales.

## Eating Places

All establishments ( Eroup I stores) which the Census Bureau personally enumerated in land segments during December 1954, and January and February 1955 were selected. From lists of large stores located in primary sampling units $4 l 0$ establishments were chosen with probabilities proportionate to their weighted sales-size in January 1955. From the lists of group II stores a sample of 240 establishments was drawn by first selecting organizations with probabilities proportionate to the organization sales in January 2955 and then selecting establishments from the organizations with equal probability.

## Drinking Places and Drug and Proprietary Stores with Fountain

This sample was drawn in the same manner as for eating places with the following modifications. Only one month's panel of land segments (February) was used and from the lists of large stores in primary sampling units 20 drinking places and 70 drug and proprietary stores with fountain were chosen. From the lists of group II organizations one drinking place and 70 drug and proprietary stores with fountain were selected.

The sample of hotels was selected from a list complled in connection with an annual survey taken for 1953 which employed the Monthly Retail Trade sample design. Frorn this list 444 hotels were selected with probabilities proportionate to their weighted 1953 annual sales of meals and alcoholic beverages.

Appendix C

How to use Tables C-I through C-VI to
Approximate Coefficients of Variation

Find the line on table C-I which is nearest to the number of establishments in the estimate for which the coefficient of variation is desired. For any estimate except one involving a breakdown by type of establishment obtain the approximate coefficient of variation from the first column. If the estimate is for a particular type of establishment, use the second or third column depending on the type of establishment.

As an example of the use of the table consider the estimates of the number of public eating places obtaining their supplies from wholesalers (table 55). In the Northeast region, an estimated 45,200 establishments received their supplies from wholesalers. Table C-I indicates the approximate coefficient of variation of this estimate is 8 percent. An estimated 81,300 restaurants received their supplies from wholesalers. Reading from the second column of this table, we would place the coefficient of variation of this estimate between 4 percent and 6 percent.

Table C-I can also be used to compute the approximate co. efficients of variation of percentages of establishments. In this case, to find the approximate coefficient of variation in table C-I, first divide the estimate in terms of number of establishments by one minus the estimated proportion. For example, consider again establishments in the Northeast obtaining supplies from wholesalers, but this time as a proportion of all establishments serving fish or shellfish in the Northeast. This proportion is 45,200 divided by 68,000 or 66 percent. 45,200 divided by 1 minus . 66 is 133,000 and the coefficient of variation applying to this number according to table $\mathrm{C}-\mathrm{I}$ is between 4 percent and 5 percent. It is pointed out that the result is a coefficient of variation, not a standard deviation. The standard deviation (in percentage points) can be obtained by multiplying the coefficient of variation by the percentage (in the example given, the standard deviation is 66 percent times 4 percent or about 3 percent).

> Tables C-II to C-VI

In order to approximate the sarnpling variability (coefficient of variation) of aggregates other than the number or percentage of establishments, table C-II should be used.

For such quantitative estimates, e.g., number of pounds of frozen fish and frozen shellfish in cold storage, the approximate sampling error is found by first obtaining from table C-IV the number of establishments furnishing a non-zero report on the items. Then find the line in table C-II having the number of establishments mearest this number and obtain the coefficient of variation from the appropriate column. The coefficient of variation for the number of main dish meals and sandwiches served, and quantity, value and price per pound of certain species of fish and shellfish bought may be found in a similar manner (tables C-III, $C-V$, and $C-V I$ ).

Sampling Variability of the Data
Table C-I: Hpproxinite Coefficients of Variation for Estimates of Number of Establisinuents

Nuraber of Establishments in Estimate

Coefficient of Variation if Estimate Applies to -

| All kinds of <br> business in <br> the survey | Restaurants or <br> cafeterias (in- <br> cluding those <br> in hotels) | Drug and proprietary <br> stores or "other" <br> category |
| :---: | :---: | :---: |
| Percent | Percent |  |
| 170 |  | Percent |
| 120 | 130 |  |
| 76 | 92 | 220 |
| 54 | 58 | 156 |
| 38 | 41 | 98 |
| 24 | 29 | 70 |
| 17 | 18 | 49 |
| 12 | 13 | 31 |
| 8 | 9 | 22 |
| 5 | 6 | 16 |
| 4 | 4 | 10 |
| 2 | 3 | 7 |
|  | 2 | 5 |

Table C-II: Approximate Coefficients of Variation for Estimates of Quantity,
Coefficient of Varjation if Estimate Applies to -

| Quantity or Value Item |  |  | Price Item |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| all kinds of business in the survey <br> Percent | Restaurants or cafeterias (including those in hotels) <br> Percent | Drug and proprietary <br> stores or "other" category <br> Percent | A11 kinds of business in the survey <br> Percent | Restaurants or cafeterias (including those in hotels) <br> Percent | Drug and proprietary stores or "other" category <br> Percent |
| 210 | 180 | 310 | 59 | 51 | 88 |
| 148 | 127 | 219 | 42 | 36 | 62 |
| 94 | 80 | 139 | 26 | 23 | 39 |
| 66 | 57 | 98 | 19 | 16 | 28 |
| 47 | 40 | 69 | 13 | 11 | 20 |
| 30 | 25 | 4.4 | 8 | 7 | 12 |
| 21 | 18 | 31 | 6 | 5 | 9 |
| 15 | 13 | 22 | 4 | 4 | 6 |
| 9 | 8 | 14 | 3 | 2 | 4 |
| 7 | 6 | 10 | 2 | 2 | 3 |
| 5 | 4 | 7 | 1 | 1 | 2 |
| 3 | 3 | 4 | 1 | 1 | 1 |

[^25]


Table C-III

Category
Number of Establishments Reporting

| Region | Main Dish <br> Meals Served | Fish and Shellfish <br> Main Dish Meals Served | Sandwiches <br> Served |
| :--- | :---: | :---: | :---: |
| United States total | 144,637 |  | 129,150 |

Estimated Number of Establishnents Reporting:

| Category | Frozen Fish and/or <br> Frozen Shellfish <br> in Freezer or <br> Cold Storage | Frozen Fish <br> in Freezer or <br> Cold Storage | Frozen Shellfish <br> in Freezer or <br> Cold Storage |
| :--- | :---: | :---: | :---: |
| United States Total | 104,911 | 86,494 | 72,926 |

## Region

Northeast
North Central
South
west

27,068
32,725
25,898
19,220

20,751
19,161
28,854
21,555
15,334
21,018
18,348
14,399

Type of Establishment
Restaurants
61,976

| 22,672 | 43,453 |
| ---: | ---: |
| 2,291 | 999 |
| 8,560 | 8,094 |
| 2,745 | 1,612 |
| 20,226 | 18,768 |

City Size

500,000 or more
100,000 to 499,999

$$
14,985
$$

$$
12,003
$$

$$
11,539
$$

$$
14,322
$$

$$
9,536
$$

$$
10,105
$$

25,000 to 99,999

$$
11,631
$$

8,849

2,500 to 24,999

$$
22,356
$$

$$
19,498
$$

Less than 2,500

$$
41,245
$$

$$
34,290
$$

$$
15,365
$$

$$
\begin{aligned}
& 17,365 \\
& 28,639
\end{aligned}
$$

Sales Size

| $\$ 100,000$ or more | 11,002 | 9,186 | 9,455 |
| :--- | ---: | ---: | ---: |
| $\$ 40,000$ to $\$ 99,999$ | 16,883 | 14,049 | 14,325 |
| $\psi 10,000$ to $\$ 39,999$ | 34,890 | 29,453 | 23,461 |
| Less than $\$ 10,000$ | 35,552 | 26,043 | 20,962 |
| io reply as to sales size | 6,584 | 5,763 | 4,723 |

$\$ 100,000$ or more

$$
\$ 40,000 \text { to } \$ 99,999
$$

$$
\$ 10,000 \text { to } \$ 39,999
$$

Less than $\$ 10$,000
No reply as to sales size

11,002
7,186
9,455
34,890
29,453
23,4.61
35,552
6,584

I/ Includes drinking places, lunch counters, and refreshment stands.
1/ Includes drinking places, lunch counters, and refreshment stands.

| Geographic region and type of establishment | Fresh fish |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Catieish: | Flounder | Haddock | inalibut | Red snapper | \2almon | Sea bass | Mitefish |
|  | Number | Number | Number | Number | Number | Number | Number | Nuniber |
| United States - Total | 4,766 | 14,923 | 8,0ri | 9,824 | 2,952 | 5,394 | 3,135 | 2,973 |
| Northeast - Total | - | 11,094 | 6,600 | 5,822 | 203 | 2,182 | $\underline{772}$ | 849 |
| Restaurants | - | 5,151 | 3,358 | 2,653 | 203 | 973 | 397 | 232 |
| Cafeterias | - | 83 | 133 | 414 | - | 80 | - | - |
| Restaurants or cafeterias located in hotels | - | 1,592 | 894 | 951 | - | 840 | 375 | 300 |
| Drug or proprietiry stores with fountain service Other ${ }^{1}$ | - | 200 $4 ; 068$ | 2,205 | 1,804 | - | 19 270 | , | - 267 |
| North Central - Total | 1,486 | 165 | 1,509 | 763 | 122 | 337 | 401 | 1,959 |
| Restaurants | 1,014 | 17 | 540 | 483 | 28 | 164 | 334 | 962 |
| Cafeterias | - | 67 | 24 | - | - | - | - | - |
| Restaurants or cafeterias located in hotels | 66 | 81 | 78 | 213 | 94 | 173 | - | 996 |
| Drug or proprietary stores with fountain service Other 1 | 406 | - | 867 | 67 | - | - | 67 | 1 |
| South - Total | 3,154 | 1,726 | 572 | 33 | 1,889 | 454 | 1,147 | 18 |
| Restaurants | 2,541 | 1,091 | 356 | - | 1,540 | 133 | 872 | - |
| Cafeterias | - | 76 | 70 | - | 133 | - | 14 | - |
| Restaurants or cafeterias located in hotels | 16 | 233 | 79 | 33 | 202 | 54 | 128 | 18 |
| Drug or proprietary stores with fountain service Other 1 - | 597 | 55 271 | - 67 | - | - 14 | 267 | 133 | - |
| West - Total | 126 | 1,938 | - | 3,206 | 738 | 2,921 | 815 | 147 |
| Kestaurants or | 59 | 893 | - | 2,526 | 315 | 2,002 | 613 | 4 |
| Cafeterias | - | - | - | 25 | 25 | 2 | - | - |
| Restaurants or cafeterias located in hotels | - | 578 | - | 455 | 65 | 584 | 202 | 76 |
| Drug or proprietary stores with fountain service Other 1 | 67 | 67 400 | - | - 200 | 333 | - 333 | - | 67 |

Table C-V
ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH
AND SHELLFISH ITEMS, BY GEOGRAPHIC REGION AND TYPE OF ESTABLISHMENT - Continued

| Geographic region and type of establishment | Fresh shellfish |  |  | Frozen fish |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Crab | Lobster | Shrimp | Cod | Haddock | Halibut | Ocean perch |
|  | Nunber | Number | Number | Number | Number | Number | Number |
| United States - Total | 6,366 | 4,516 | 13,764 | 11,774 | 10,836 | 11,552 | 11,261 |
| Northeast - Total | 2,772 | 3,657 | 8,273 | 2,005 | 3,712 | 1,793 | 267 |
| Restaurants | 1,364 | 1,986 | 3,519 | 342 | 2,374 | 948 | 133 |
| Cafeterias | - | - | 200 | 67 | 133 | 138 |  |
| Restaurants or cafeterias located in hotels | 808 | 938 | 483 | 196 | 405 | 307 | 67 |
| Drug or proprietary stores with fountain service Utherl/ | 600 | $\begin{aligned} & 234 \\ & 499 \end{aligned}$ | 200 3,871 | 200 1,200 | 800 | 400 | -67 |
| North Central - Total | 160 | 470 | 652 | 4,446 | 4,485 | 3,736 | 3,394 |
| Restaurants | 76 | 86 | 230 | 2,697 | 2,545 | 2,731 | 5,053 |
| Cafeterias | - | - | - | 280 | 195 | 560 | 757 |
| Restaurants or cafeterias located in hotels | 84 | 184 | 222 | 440 | 283 | 378 | 94 |
| Drug or proprietary stores with fountain service Other ${ }^{1}$ | - | 200 | 200 | 200 829 | 201 | -6' | $\begin{array}{r} 23 \\ 2,467 \end{array}$ |
| South - Total | 2,771 | 359 | 4,234 | 4,446 | 2,422 | 622 | 2,306 |
| Restaurants | 1,798 | 234 | 2,954 | 3,006 | 1,614 | 298 | 1,442 |
| Cafeterias | 5 | 75 | 76 | 140 | 115 | 94 | 70 |
| Restaurants or cafeterias located in hotels | 204 | 50 | 137 | 85 | 93 | 97 | 96 |
| Drug or proprietary stores with fountain service Otherl | 26 738 | - | 1,057 | 1,1790 | 200 400 | 133 | 598 |
| West - Total | 663 | 30 | 605 | 877 | 267 | 5,401 | 294 |
| Restaurants | 559 | 4 | 339 | 365 | - | 3,502 | 269 |
| Cafeterias | 2 | - | - | 7 | - | 82 | 25 |
| Restaurants or cafeterias located in hotels | 102 | 26 | 66 | 105 | - | 139 | - |
| Drug or proprietary stores with fountain service Other $1 /$ | - | - | -200 | 400 | 200 67 | $\begin{array}{r}400 \\ 1.218 \\ \hline\end{array}$ | - |

1/ Includes drinking places, lunch counters, and refreshment stands.
and shellfish Items, by geographic region and type of establishment - Continued

| Geographic region and type of establishment | Frozen shellfish |  |  | Canned fish |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scallop | Lobster | Shrimp | Salmon | Sardines | Tuna |
|  | Number | Number | Number | Nunber | Number | Number |
| United States - Total | 6,188 | 8,568 | 46,924 | 9,969 | 2,753 | 24,903 |
| Northeast - Total | 2,936 | 3,526 | 9,732 | 3,576 | 1,544 | 13,555 |
| Restaurants | 1,611 | 940 | 4,466 | 684 | 34 | 3,623 |
| Cafeterias | 67 | 67 | 85 | 200 | - | 200 |
| Restaurants or cafeterias located in hotels | 455 | 352 | 1,228 | 225 | 126 | 467 |
| Drug or proprietary stores with fountain service | 200 | 400 | 400 | 200 | ] 334 | 1,125 |
|  | 603 | 1,267 | 3,553 | 2,267 | 1,334 | 8,140 |
| North Central - Total | 1,726 | 2,547 | 16,736 | 3,818 | 741 | 4,993 |
| Restaurants | 1,130 | 1,222 | 9,576 | 2,265 | 214 | 2,387 |
| Cafeterias | 79 | - | 287 | 480 | 200 | 146 |
| Restaurants or cafeterias located in hotels | 392 | 1,012 | 1,619 | 635 | 127 | 766 |
| Drug or proprietary stores with fountain service | 88 | 313 | 234 5,020 | 1 437 | 200 | 959 |
| Other | 67 | 313 | 5,020 | 437 | 200 | 735 |
| South - Total | 421 | 774 | 10,499 | 2,325 | 200 | 2,462 |
| Restaurants | 306 | 546 | 7,344 | 1,353 | - | 54 |
| Cafeterias | - | 77 | 87 | 20 | - | 12 |
| Restaurants or cafeterias located in hotels | 115 | 151 | 693 | 65 | - | 260 |
| Drue or proprietary stores with fountain service Other $1 /$ | - | - | 83 2,292 | 217 670 | 200 | 350 1,298 |
| West - Total | 1,105 | 1,721 | 9,957 | 250 | $\frac{263}{166}$ | 3,893 |
| Restaurants | 980 | 1,481 | 6,281 | 230 | 166 | 1,416 |
| Cafeterias | - | - | 100 | - | - | 34 |
| Kestaurants or cafeterias located in hotels | 58 | 240 | 770 | 20 | 35 | 239 |
| Drug or proprietary stores with fountain service Other ${ }^{1}$ | 67 | - | 4,00 2,406 | - | 67 | $\begin{array}{r}892 \\ 1,312 \\ \hline\end{array}$ |

[^26]Table C-VI
ESTIMATED NUMBER OF ESTABLISHMENPS REPORTING PURCHASES OF SELECTED FISH
aND ShELLFISH ITEMS, BY GEOGRAPHIC REGION AND SALES SIZE

| Geographic region and sales size | Fresh fish |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Catfish | Flounder | Haddock | Halibut | Red snapper | Salmon | Sea dass | vinitefish |
|  | Number | Number | Number | Number | Number | Number | lumber | Number |
| United States - Total | 4,769 | 14,923 | 8,680 | 9,826 | 2,953 | 5,895 | 3,135 | 2,973 |
| Northeast - Total | - | 11,093 | 6,600 | 5,822 | 203 | 2,180 | 772 | 850 |
| \$100,000 or more | - | 2,470 | 473 | 1,402 | 69 | 1,247 | 531 | 615 |
| \$40,000 to $\mathrm{p} 99,999$ | - | 1,434 | 796 | 1,056 | 67 | 541 | 178 | 168 |
| \$10,000 to \$39,991 | - | 3,616 | 2,672 | 2,086 | - | 333 | 63 | - |
| Less than $\mathrm{i} 10,000$ | - | 3,267 | 2,592 | 1,059 | 67 | - | - | 67 |
| iVo reply | - | 306 | 67 | 129 | - | 59 | - | - |
| IVorth Central - Total | 1,488 | 165 | $\underline{12508}$ | 763 | 122 | 337 | 401 | 1,959 |
| \$100,000 or more | - | 98 | 62 | 293 | 82 | 225 | - | 1,275 |
| \$40,000 to \$99,999 | 181 | - | 372 | 133 | - | 45 | 67 | 273 |
| \$10,000 to \%39,999 | 573 | 67 | 734 | 200 | 40 | 67 | 67 | 190 |
| Less than ilio,000 | 534 | - | 333 | 67 | - | - | 267 | 133 |
| No reply | 20. | - | 67 | 70 | - | - | - | 88 |
| South - Total | 3,155 | 1, 227 | 578 | 34 | 1,20] | 455 | 1,143 | 13 |
| :102, 00 or mare | 173 | 121 | 104 | 17 | 379 | 54 | 187 | 18 |
| 20,000 to 99,999 | 484 | 252 | 67 | 17 | 373 | 67 | 87 | - |
| \$10,000 to $\mathbf{\$}^{\mathbf{3}} \mathbf{9 , 9 9 9}$ | 1,302 | 632 | 67 | - | 929 | ¢ 7 | 400 | - |
| Less than $\$ 10,000$ | 864 | 334 | 334 | - | 67 | 267 | 267 | - |
| Ho reply | 257 | 88 | - | - | 143 | - | 207 | - |
| West - Total | 126 | 1,938 | - | 3,207 | 739 | 2,923 | $\underline{814}$ | 146 |
| \$100,000 or more | 28 | 610 | - | 1,128 | 22 | 1,346 | 318 | 79 |
| \$40,000 to \$99,999 | - | 426 | - | 687 | 92 | 346 | 96 | - |
| \$10,000 to \$39,999 | - | 267 | - | 510 | 491 | 510 | 133 | - |
| Less than $\mathbf{1 0} 10,000$ | 98 | 467 | - | Só2 | 67 | 467 | 200 | 67 |
| No reply | - | 168 | - | 220 | 67 | 254 | 67 | - |

ESTIMATED NUMBER OF ESTABLISHMENTS REPORTING PURCHASES OF SELECTED FISH

| Geographic region and sales size | Fresh shellfish |  |  | Frozen fish |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Crab | Lobster | Shrimp | Cod | Haddock | Halibut | Ocean perch |
|  | Number | Number | Number | Number | Number | Number | Number |
| United States - Total | 6,365 | 4,514 | 13,763 | 11,772 | 10,887 | 11,553 | 11,260 |
| Northeast - Total | 2,771 | 3,656 | 8,273 | 2,004 | 3,712 | 1,793 | 267 |
| \$100,000 or more | 332 | 321 | 825 | 145 | 382 | 750 | 67 |
| \$40,000 to \$99,949 | 969 | 1,305 | 1,109 | 540 | 296 | 342 | - |
| \$10,000 to \$39,999 | 200 | 967 | 2,382 | 133 | 965 | 284 | 133 |
| Less than 10,000 | 1,267 | 1,063 | 3,801 | 1,119 | 2,002 | 400 | 67 |
| No reply | 3 | - | 156 | 67 | 67 | 17 | - |
| North Central - Total | 160 | 469 | 654 | 4,446 | 4,485 | 3,735 | 8,394 |
| \$100,000 or more | 48 | 224 | 208 | 524 | 209 | 844 | 368 |
| \$40,000 to \%99,999 | 45 | 45 | 112 | 513 | 791 | 1,175 | 1,223 |
| \$ $\$ 0,000$ to \$39,999 | - | - | 67 | 2,193 | 2,196 | 1,086 | 2,668 |
| Less than $\$ 10,000$ | 67 | 200 | 200 | 816 | 1,138 | 546 | 3,535 |
| No reply | - | - | 67 | 400 | 151 | 34 | 600 |
| South - Total | 2,771 | 359 | 4,232 | 4,444 | 2,423 | 623 | 2,305 |
| \$100,000 or more | 340 | 120 | 404 | 223 | 282 | 206 | 22 |
| \$40,000 to \$99,999 | 376 | 105 | 486 | 608 | 541 | 67 | 79 |
| 12,000 to \$39,999 | 550 | 67 | 1,467 | 1,988 | 1,000 | 200 | 720 |
| Less than $\$ 10,000$ | 1,467 | 67 | 1,742 | 1,425 | 600 | 133 | 1,267 |
| ivo reply | 38 | - | 133 | 200 | - | 17 | 217 |
| West - Total | 663 | 30 | 604 | 878 | 267 | 5,402 | 294 |
| \$100,000 or more | 409 | 30 | 172 | 114 | - | 1,040 | 25 |
| \$40,000 to \$99,999 | 114 | - | 30 | 74 | - | 1,383 | - |
| \$10,000 to \$39,999 | 73 | - | 2 | 289 | 267 | 1,200 | 202 |
| Less than \$ $\$ 10,000$ | 67 | - | 200 | 334 | - | 641 | 67 |
| No reply | - | - | 200 | 67 | - | 1,138 | - |

ESTIMATED NUMBER OF ESTABLISHMENIS REPORTING PURCHASES OF SELECTED FISH

| Geographic region and sales size | Frozen shellfish |  |  | Canned fish |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scallop | Lobster | Shrimp | Salmon | Sardines | Tuna |
| United States - Total | Number | Number | Number | Number | Number | Number |
|  | 6,187 | 8,566 | 46,923 | 9,970 | 2,752 | 24,903 |
| Northeast - Total | 2,937 | 3,525 | 9,732 | 3,576 | 1,54.4 | 13,555 |
| \$100,000 or more | 727 | 763 | 1,671 | 592 | 118 | 905 |
| \$40,000 to $\$ 99,999$ | 778 | 487 | 2,037 | 300 | 25 | 1,16? |
| \$10,000 to \$39,999 | 565 | 742 | 3,108 | 1,467 | 267 | 4,606 |
| Less than \$10,000 | 734 | 1,400 | 2,467 | 1,200 | 1,134 | 6,660 |
| No reply | 133 | 133 | 44 |  | - | 217 |
| North Central - Total | 1,725 | 2,549 | 16,736 | 3,819 | 740 | 4,992 |
| 5100,000 or more | 792 | 1,352 | 1,886 | 468 | 124 | 489 |
| \$40,000 to 199, 9 , 999 | 635 | 493 | 3,653 | 730 | 283 | 244 |
| \$10,000 to \$ $\$ 39,999$ | 231 | 465 | 5,530 | 1,572 | 133 | 1,702 |
| Less than \$10,000 | 67 | 399 | 4,940 | 782 | 200 | 1,824 |
| No reply | - | 40 | 727 | 67 | - | 133 |
| South - Total | 422 | 774 | 10,499 | 2,325 | 200 | 2,463 |
| \$100,000 or more | 87 | 192 | 965 | 102 | $\bigcirc$ | 109 |
| \$40,000 to \$99,999 | 201 | 139 | 1,692 | -140 | 200 | 235 765 |
| \$10,000 to \$39, 999 | 67 | 443 | 4,954 2,250 | 1,200 750 | 200 | 1,087 |
| Less than ${ }^{\text {N }} 10,000$ | 67 | $\bigcirc$ | 2,250 638 | 750 133 | $\square$ | 1,087 267 |
| do reply |  |  |  |  |  |  |
| West - Total | 1,103 | 1,720 | 9,956 | $\underline{250}$ | 268 | 3,893 |
| \$100,000 or more | 328 | 992 | 1,529 | 48 | 133 | 280 |
| \$40,000 to \$99,999 | 424 | 442 | 2,684 | 67 | - | 148.2 |
| \$10,000 to $\$ 39,999$ | 07 | 133 | 2,754 | $\begin{array}{r}67 \\ \hline 35\end{array}$ | 68 | 1,326 |
| Less than \$10,000 | 133 | 67 86 | 2,201 738 | 135 | 68 | 1,271 534 |
| No reply | 133 | 86 | 738 | - | 67 | 334 |


[^0]:    1 Based on preliminary report "1954 Censur of Business" Geries PR-1-1., Bureau of the Geneus, January 1536.

[^1]:    1/ Estimates of anmuel consumption $0 f^{\circ}$ fish and shellfish in public oating places were based on reported purchases during a onewwerk suryey period in May 1955 for the threo most popilar species sold in any given establishnent, Estimates of total annual consumption of fishery products were based on landings plus inports minus exporits. Because of the restriction to the three most popllar species of fish and shellfish, the figures shown are rinimun values. In addition, the expansion of onewweek data to annual figures necessarily makes these estimates of questionable reliability.

[^2]:    3/ Definitions of each type of establishment incluled in the stady will be found in $\Lambda p p e n d i x$..

[^3]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^4]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^5]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^6]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^7]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^8]:    I/ Includes drinking places, lunch counters, and refreshment stands.

[^9]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^10]:    7 Less than one-tenth million pounds.
    3/ Includes drinking places, lunch counters, and refreshment stands.
    Note: Above data represent estimates of the number of pounds of frozen fish and shellfish held in freezer or cold storage at the time the report was completed for the establishments in the survey (sometime during the period May 25 - June 2, 1955).

[^11]:    Total number of meals and sandwicnes served during the seven days prior to the survey of the individual

[^12]:    $1 /$ Based on number of fish and shellfish diehes served for a 12 -month period. Some establishments gave only one choice;
    2/ Prepared from various species, principally cod and haddock.

[^13]:    1/ Based on number of fish and shellfish dishes served for a 12-month period. Some establishments gave only one choice; others gave two or three choices.

[^14]:    Some establishments
    $\begin{array}{r}0 \\ 0 \\ 0 \\ 0 \\ \hline 0 \\ \hline\end{array}$
    
    gave only one choice; others gave two or three choices.
    2) Less than 50 choices.

[^15]:    1/ Based on number of fish and shellfish dishes served for a 12 -month period. Some establishments gave only one choice; others gave two or three choices.

    2/ Prepared from various species, principally cod and haddock.

[^16]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^17]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^18]:    

[^19]:    I/ Includes drinking places, lunch counters, and refreshment stands.

[^20]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^21]:    1/ Species of fish and shellfish included in this table are those shown in table
    2/ Average prices, quantities and dollar values based on purchases during the seven day period prior to interviewing the individual establishment.

[^22]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^23]:    1/ Includes drinking places, lunch counters, and refreshment stands.

[^24]:    1/ United States Department of Commerce, Bureau of the Census, Census of Business -- 1948, Retail Trade, General Statistics, Part I.

[^25]:    Establishments
    Reporting Given Item

[^26]:    1/ Includes drinking places, lunch counters, and refreshment stands.

