

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

— • —
Portland, Oregon

UNITED STATES DEPARTMENT OF THE INTERIOR
FISH AND WILDLIFE SERVICE
BUREAU OF COMMERCIAL FISHERIES
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CIRCULAR 75

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

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

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

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

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

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PORTLAND, OREGON

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

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SUMMARY OF FINDINGS

(Portland)

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

Three fourths of all the establishments in Portland said they bought sea food in the previous twelve months. Among buyers of sea food, a substantial majority said they made purchases of sea food in the frozen processed form.

Thirty-three per cent of all the establishments said they had bought frozen processed fish in November, 1958; 26 per cent said they had bought frozen processed shellfish; and 15 per cent said they had bought portions.

Among institutions (such as schools and hospitals), the incidence of use of frozen processed sea food was greater than among public eating places.

Of the ten cities in the survey, Portland ranked eighth, in terms of the percentage of all establishments buying frozen processed sea food.

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

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

Almost half of the users of frozen processed fish bought frozen raw halibut during November, 1958. This was the most popular of the frozen processed fish items served in this area. Frozen raw halibut was also the leading item, in terms of total quantity purchased.

Frozen raw salmon was also frequently bought in Portland. Halibut steaks and salmon steaks were each bought in a substantial quantity by establishments in Portland.

Other cities in the survey tended to prefer frozen fish which had been processed into steaks or fillets. Portland was exceptional in that the leading species were bought in the raw form where the processing consisted mainly of cleaning and freezing.

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

Most Portland purchasers were satisfied with the present prepreparation of fish, and with the quality and condition of the fish.

3. Packaging of Fish (Tables 7, 8)

Both of the leading Portland items--frozen raw halibut and frozen raw salmon--were bought in a great variety of package sizes.

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

Frying was the most popular method of preparing fish among Portland establishments. The average establishment served 70 per cent of its fish fried. Frying was the leading method in all ten cities of the study.

Baking was also a rather common method of preparation in Portland. The average establishment served 15 per cent of its fish baked.

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

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

More than a third of the shellfish users in Portland bought raw shrimp in November, 1958. This item also ranked first in Portland, in terms of total quantity purchased.

A somewhat smaller number of establishments bought breaded shrimp. Raw scallops, raw clams, and raw oysters were also common purchases in Portland.

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

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

Most purchasers were satisfied with the present preparation of shellfish, and with the quality and condition of the shellfish which they bought. The same held generally true for the other cities in the survey.

3. Packaging of Shellfish (Tables 14, 15)

Both 3 and 5 pound packages were popular in Portland.

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

Frying was the most popular way of preparing shellfish in Portland. The typical establishment served almost three quarters of its shellfish fried.

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

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

1. Purchases: Type of Preparation (Tables 1, 17, 18, 19)

Fifteen per cent of all the establishments in Portland bought portions during November, 1958.

Portland ranked seventh among the ten cities, in percentage of establishments buying portions.

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

About two thirds of the purchasers of portions said that they were currently buying about the same amount of portions as the year before. Twenty-one per cent said they were buying more, and 4 per cent said they were buying less.

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

Nearly all establishments said they were satisfied with the quality and condition of portions.

One fifth of the users of portions said they thought the quality of portions was better than that of other frozen processed fish. Two thirds rated the quality as about the same, while 4 per cent considered the quality poorer.

Major advantages cited for portions included:

	<u>% of Users Citing</u>
Convenience, ease of preparation	50
Size of portions, uniform portions	38
Can control food costs better - know profit	32
Fast, timesaving	29
Economy, no waste	20

One fifth of the users specified some disadvantage to using portions. A variety of disadvantages were mentioned.

Users of portions generally thought their customers liked portions as well as other types of frozen processed fish. Fewer than 4 per cent said that their customers liked portions less than other types of frozen processed sea food.

3. Packaging of Portions (Tables 25, 26)

Portland purchasers tended to buy portions in

packages of about the same size as those preferred by purchasers in other cities. The average weight of a package of portions for the city was 5.0 pounds.

They also tended to buy individual portions of average size. The average weight of an individual portion was 4.1 ounces.

Almost all establishments, in Portland and the other nine cities, said they were satisfied with the size of portions in the packages.

4. Methods of Preparing and Serving Portions (Tables 27, 28)

Frying was the most widely used method of preparing and serving portions in Portland, with 95 per cent of the establishments serving them this way. The average establishment served 81 per cent of its portions fried.

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

Seven eighths of the Portland establishments using portions cooked them while frozen.

5. Cost of Using Portions (Table 29)

Only 14 per cent of the establishments using portions said they were more expensive than other forms of frozen processed fish. A large majority of users considered them less expensive, or rated them about the same.

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

Four fifths of the Portland establishments said they specified the kind of fish when ordering portions.

Only 2 per cent of the users suggested any new portion items, not now available, which they would like to have.

7. Nonusers of Portions (Table 32)

Establishments which used frozen processed sea food, but not portions, gave a number of reasons for not buying portions: portions were too expensive, they preferred to prepare their own fish, the size of the portions was not suitable.

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

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

Establishments in Portland tended to buy frozen processed sea food from sea food wholesalers, almost always less than ten miles away, to have it delivered once a week, and to be satisfied with the services of the suppliers.

Sea food wholesalers supplied 84 per cent of the establishments. Frozen food distributors accounted for 9 per cent.

Main suppliers in Portland were located less than ten miles from the establishment, in 97 per cent of the cases.

In 40 per cent of the cases, deliveries were made once a week, while deliveries were made from two to four times a week in another 18 per cent of the establishments.

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

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

More than three fifths of the establishments reporting in Portland said that they spent less than \$250 for frozen processed sea food during the preceding twelve months. The figures ranged upward to \$100,000 and over. The median came at \$197.

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

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

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

All of the establishments interviewed in Portland, who were aware that they could buy Government inspected or graded sea food, said that they had bought some. When purchasers were asked if the inspection had affected the amount of frozen processed sea food which they bought, 4 per cent said the inspection had caused them to buy more.

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

Most nonusers in Portland said they had never bought frozen processed sea food. A great percentage said they used little or no fish.

Findings regarding cold storage facilities among non-users in Portland may be summarized as follows:

	<u>%</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	<u>100</u>
<u>Have cold storage facilities</u>	<u>50</u>
Don't use sea food at all	22
Use sea food, but not frozen processed sea food	27
No cold storage facilities	50

DETAILED FINDINGS

Table 1

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought sea food	74.9	69.8	97.1	57.6	85.0	89.9
<u>Bought frozen processed sea food</u>	<u>46.8</u>	<u>41.7</u>	<u>69.1</u>	<u>27.2</u>	<u>54.9</u>	<u>67.7</u>
Bought frozen processed fish	33.1	26.8	60.3	17.9	36.3	52.5
Bought frozen processed shellfish	26.2	29.5	11.8	15.9	23.9	44.4
Bought portions	15.4	17.3	7.4	12.6	15.0	20.2
No, did not buy sea food	25.1	30.2	2.9	42.4	15.0	10.1

Table 2

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments Purchasing Sea Food in Preceding 12 Months</u>	(204)	(148)	(56)	(69)	(70)	(65)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, bought frozen processed sea food	62.5	59.7	71.2	47.1	64.6	75.3
No, did not buy frozen sea food	37.5	40.3	28.8	52.9	35.4	24.7

Table 3

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

According to Sales Volume

	Total	Less Than \$40,000	\$40,000 and Over		Total	Less Than \$40,000	\$40,000 and Over
	(92)	(51)	(41)		1	1	1
	1	1	1		1	1	1
<u>Total Users of Frozen Processed Fish</u>	100.0*	100.0	100.0	<u>Ocean Perch</u>			
				Filletts	2.5	2.0	1.9
				Pieces	1.7	2.0	-
				Raw	1.7	-	3.8
<u>Cod</u>				<u>Red Snapper</u>			
Filletts	5.8	1.5	11.5	Filletts	11.7	13.2	9.6
Flaked	.8	-	1.9				
<u>Fish Cakes</u>				<u>Salmon</u>			
Breaded	.8	-	1.9	Filletts	2.5	-	5.8
				Steaks	9.2	7.4	11.5
<u>Flounder</u>				Whole center cut	.8	-	1.9
Raw	1.7	-	3.8	Chunk	1.7	1.5	1.9
				Raw	21.7	13.2	30.6
<u>Haddock</u>				<u>Sole</u>			
Filletts	1.7	-	3.8	Filletts	9.2	5.0	13.5
Pieces	4.0	2.5	5.8	Cooked filletts	.8	-	-
				<u>Sworifish</u>			
<u>Halibut</u>				Steaks	1.7	-	3.8
Filletts	7.5	10.3	3.8	Raw	1.7	-	3.8
Steaks	11.7	11.2	1.9				
Whole center cut	4.1	4.4	3.5	<u>Trout</u>			
Flaked	-	-	1.9	Breaded filletts	1.7	-	3.8
Chunk	2	4.4	1.9	Raw	1.7	1.4	1.9
Raw	48.3	12.3	42.3				
<u>Mud. Whil</u>							
Filletts	-	-	1.9				

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

Table 5

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED FISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Halibut</u>	100.0	<u>Total Purchases of Salmon</u>	100.0
Prefer more preparation of halibut	-	Prefer more preparation of salmon	-
Prefer less preparation of halibut	-	Prefer less preparation of salmon	-
Prefer preparation as it is	85.7	Prefer preparation as it is	81.4
No answer	14.3	No answer	18.6

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

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

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

Table 6

SATISFACTION AND DISSATISFACTION
WITH QUALITY AND CONDITION
OF FROZEN PROCESSED FISH

	Total
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(92)
	%
Satisfied	69.2
Dissatisfied	2.5
No answer	28.3

Table 7

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

	<u>Total</u>		<u>Total</u>
	<u>%</u>		<u>%</u>
<u>Total Purchasers of Halibut - Raw</u>	<u>100.0</u>	<u>Total Purchasers of Salmon - Raw</u>	<u>100.0</u>
8 pound packages	1.7	8 pound packages	11.5
9 pound packages	3.5	9 pound packages	7.7
10 pound packages	3.5	10 pound packages	3.9
11 pound packages	1.7	12 pound packages	15.3
12 pound packages	3.5	13 pound packages	7.7
15 pound packages	5.2	15 pound packages	7.7
25 pound packages	3.5	16 pound packages	3.9
35 pound packages	3.5	17 pound packages	3.9
40 pound packages	1.7	20 pound packages	3.9
43 pound packages	3.5	25 pound packages	3.9
50 pound packages and over	12.0	40 pound packages	7.7
No answer	56.7	No answer	22.9

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

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

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

Table 8

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

	<u>Total</u>
<u>Total Users of Frozen Processed Fish, November, 1958</u>	(92)
	<u>%</u>
	100.0
Satisfied	62.5
Dissatisfied	7.5
No answer	30.0

Table 9

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

	<u>Total</u>	Less Than \$10,000	\$10,000-39,999	\$40,000 and Over
<u>Total Users of Frozen Processed Fish</u>	(92)	(21)	(30)	(41)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Establishments Serving Fried</u>	100.0	100.0	100.0	100.0
None fried	8.3	3.7	4.9	13.5
1 - 14%	1.7	7.4	-	-
15 - 34%	2.5	-	-	5.8
35 - 64%	10.8	3.7	7.3	17.3
65 - 84%	6.7	-	-	15.3
Over 84%	42.5	70.4	34.1	34.6
Don't know, no answer, refused	27.5	14.8	53.7	13.5
Average percentage served	69.5	79.2	76.0	61.8
<u>Establishments Serving Broiled</u>				
None broiled	57.5	81.5	46.3	53.8
1 - 14%	2.5	-	-	5.8
15 - 34%	7.5	3.7	-	15.4
35 - 64%	3.3	-	-	7.7
65 - 84%	-	-	-	-
Over 84%	1.7	-	-	3.8
Don't know, no answer, refused	27.5	14.8	53.7	13.5
Average percentage served	7.2	1.1	-	13.4
<u>Establishments Serving Baked</u>				
None baked	50.8	70.4	31.7	55.8
1 - 14%	1.7	-	4.9	-
15 - 34%	7.5	-	-	17.3
35 - 64%	5.0	3.7	7.3	3.8
65 - 84%	2.5	3.7	-	3.8
Over 84%	5.0	7.4	2.4	5.8
Don't know, no answer, refused	27.5	14.8	53.7	13.5
Average percentage served	15.1	13.4	13.5	16.6
<u>Establishments Serving in Other Ways</u>				
None in other ways	64.3	85.2	39.0	73.1
1 - 14%	3.3	-	4.9	3.8
15 - 34%	3.3	-	-	7.7
35 - 64%	.8	-	-	1.9
65 - 84%	-	-	-	-
Over 84%	.8	-	2.4	-
Don't know, no answer, refused	27.5	14.8	53.7	13.5
Average percentage served	3.1	-	5.7	3.6

Table 10

FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958 -

HOW PROCESSED BEFORE PURCHASE

According to Sales Volume

	Total	Less Than \$40,000	\$40,000 and Over
Total Users of Frozen Processed Shellfish	(72)	(38)	(34)
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
<u>Abalone</u>			
Steaks	2.1	-	4.5
<u>Clams</u>			
Raw; clean	18.9	11.8	27.3
<u>Crabs</u>			
Cooked	10.5	7.8	13.6
Whole frozen uncooked	12.6	7.8	18.2
Crab meat - shelled and debellied, frozen and canned	5.3	3.9	6.8
Canned	1.1	2.0	-
<u>Lobster</u>			
Cooked	1.1	-	2.3
Raw; whole, clean	7.4	3.9	11.4
<u>Oysters</u>			
Breaded	2.1	-	4.5
Canned	1.1	2.0	-
Raw; clean	15.8	5.9	27.3
<u>Scallops</u>			
Breaded	6.3	-	13.0
Cooked and breaded	2.1	-	4.5
Canned	1.1	2.0	-
Raw; clean, shelled	22.1	13.7	31.8
<u>Shrimp</u>			
Cooked	13.7	17.6	9.1
Breaded	30.5	25.5	36.4
Cooked and breaded	10.5	7.8	13.6
Deheaded, raw in shell	2.1	3.9	-
Deheaded and shelled	1.1	2.0	-
Raw; clean, deheaded, shelled and deveined	37.9	31.4	45.5

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

Table 11

QUANTITY OF FROZEN PROCESSED SHELLFISH BOUGHT IN NOVEMBER, 1958

	Total Pounds	Average Number of Pounds	
		All Establishments	User Establishments
<u>Abalone</u>			
Steaks	20	(b)	10.0
<u>Clams</u>			
Raw; clean	367	1.0	20.4
<u>Crabs</u>			
Cooked	742	2.0	74.2
Whole frozen uncooked	1,449	4.0	120.8
Crab meat - shelled and debellied, frozen and canned	82	(b)	16.3
Canned	5	(a)	5.0
<u>Lobster</u>			
Cooked	18	(b)	18.0
Raw; whole, clean	560	1.5	80.0
<u>Oysters</u>			
Breaded	(a)	-	-
Canned	5	(a)	5.0
Raw; clean	1,382	3.8	92.1
<u>Scallops</u>			
Breaded	129	.7	21.5
Cooked and breaded	12	(a)	6.0
Canned	5	(a)	5.0
Raw; clean, shelled	2,394	6.6	114.0
<u>Shrimp</u>			
Cooked	209	.6	16.1
Breaded	1,803	5.0	62.2
Cooked and breaded	148	(b)	14.5
Deheaded, raw in shell	40	(b)	20.0
Deheaded and shelled	75	(b)	75.0
Raw; clean, deheaded, shelled and deveined	6,415	17.7	178.2

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

(b) Less than half a pound.

Table 12

SATISFACTION OR DISSATISFACTION WITH PREPREPARATION OF FROZEN PROCESSED SHELLFISH

	Total Users (1)		Total Users (1)
	%		%
<u>Total Purchases of Crabs</u>	<u>100.0</u>	<u>Total Purchases of Shrimp</u>	<u>100.0</u>
Prefer more preparation of crabs	3.6	Prefer more preparation of shrimp	3.3
Prefer less preparation of crabs	-	Prefer less preparation of shrimp	2.2
Prefer preparation as it is	85.7	Prefer preparation as it is	93.4
No answer	10.7	No answer	1.1
 <u>Total Purchases of Scallops</u>	 <u>100.0</u>		
Prefer more preparation of scallops	-		
Prefer less preparation of scallops	-		
Prefer preparation as it is	93.3		
No answer	6.7		

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

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

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

Table 13

SATISFACTION AND DISSATISFACTION WITH QUALITY AND CONDITION OF FROZEN PROCESSED SHELLFISH

	Total
<u>Total Users of Frozen Processed Shellfish, November, 1958</u>	<u>(72)</u>
Satisfied	91.6
Dissatisfied	7.4
No answer	1.0

Table 14

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

	<u>Total</u>		
	<u>2</u>		
<u>Total Purchasers of</u>			
<u>Scallops - Raw</u>	<u>100.0</u>		<u>Total</u>
1 pound packages	4.8		
2 pound packages	4.8		<u>4</u>
3 pound packages	26.6		
4 pound packages	9.5	<u>Total Purchasers of Shrimp - Raw</u>	<u>100.0</u>
5 pound packages	52.3		
		1 pound packages	8.3
<u>Total Purchasers of</u>		3 pound packages	33.3
<u>Shrimp - Breaded</u>	<u>100.0</u>	5 pound packages	55.6
1 pound packages	3.5	10 pound packages	2.8
2 pound packages	3.5		
3 pound packages	82.7	Average number of servings	
5 pound packages	10.3	per pound	3.5
Average number of servings			
per pound	3.0		

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

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

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

Table 15

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

	<u>Total</u>
<u>Total Users of Frozen</u> <u>Processed Shellfish</u>	(72)
	<u>100.0</u>
Satisfied	95.7
Dissatisfied	3.2
No answer	1.1

Table 16

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

According to Sales Volume

	Total	Less Than \$40,000	\$40,000 and Over		Total	Less Than \$40,000	\$40,000 and Over
<u>Total Users of Frozen Processed Shellfish</u>	(72)	(38)	(34)	<u>Total Users of Frozen Processed Shellfish</u>	(72)	(38)	(34)
	<u>%</u>	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0		100.0	100.0	100.0
<u>Establishments Serving Fried</u>				<u>Establishments Serving Baked</u>			
None fried	10.5	13.7	6.8	None baked	87.3	88.2	86.3
1 - 14%	-	-	-	1 - 14%	3.2	3.9	2.3
15 - 34%	1.1	-	2.3	15 - 34%	4.2	-	9.1
35 - 64%	15.8	11.8	20.5	35 - 64%	2.1	2.0	2.3
65 - 84%	5.3	-	11.4	65 - 84%	-	-	-
Over 84%	66.2	72.5	59.0	Over 84%	2.1	3.9	-
Don't know, no answer, refused	1.1	2.0	-	Don't know, no answer, refused	1.1	2.0	-
Average percentage served	73.8	74.0	73.5	Average percentage served	4.3	5.0	3.5
<u>Establishments Serving Broiled</u>				<u>Establishments Serving in Other Ways</u>			
None broiled	87.3	94.1	79.5	None in other ways	75.7	78.4	72.7
1 - 14%	3.2	3.9	2.3	1 - 14%	1.1	-	2.3
15 - 34%	4.2	-	9.1	15 - 34%	4.2	-	9.1
35 - 63%	4.2	-	9.1	35 - 64%	8.4	9.8	6.8
65 - 84%	-	-	-	65 - 84%	1.1	-	2.3
Over 84%	-	-	-	Over 84%	8.4	9.8	6.8
Don't know, no answer, refused	1.1	2.0	-	Don't know, no answer, refused	1.1	2.0	-
Average percentage served	3.4	.3	6.9	Average percentage served	14.0	14.2	13.7

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

Table 17

TYPES OF PORTIONS BOUGHTIN NOVEMBER, 1958

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	$\frac{1}{2}$
	<u>100.0*</u>
Cooked - breaded	24.8
Cooked - plain	-
Uncooked - breaded	67.5
Uncooked - plain	19.6

Table 18

QUANTITY OF PORTIONS BOUGHT IN NOVEMBER, 1958

	<u>Total Pounds</u>	<u>Average Number of Pounds</u>	
		<u>All Establishments</u>	<u>User Establishments</u>
Cooked - breaded	342	.9	24.4
Cooked - plain	-	-	-
Uncooked - breaded	1,775	4.9	46.7
Uncooked - plain	217	.6	19.7

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

Table 19

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

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	<u>100.0</u>
Use more now	21.4
Use about the same	64.3
Use less now	3.6
Don't know	10.7

Table 20

SATISFACTION AND DISSATISFACTION WITH
QUALITY AND CONDITION OF PORTIONS

	<u>Total</u>
<u>Total Purchases of Types of</u> <u>Portions, November, 1958</u>	(47)
	<u>100.0</u>
Satisfied	96.8
Dissatisfied	3.2

Note: Figures are based on total purchases of types of portions. Some establishments bought more than one type.

Table 21

IS THE QUALITY OF PORTIONS BETTER THAN THAT OF OTHER
FROZEN PROCESSED FISH - FOR WHAT REASONS?

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	$\frac{1}{2}$
	<u>100.0</u>
<u>Say portions better</u>	<u>21.4</u>
Fresher	8.9
Quality	3.6
Don't know - no answer	8.9
Portions poorer	3.6
About the same	66.1
Don't know	7.1
No answer	1.8

Table 22

ADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions, November, 1958</u>	(43)
	$\frac{1}{2}$
	<u>100.0*</u>
Convenience, easy of preparation - save labor, already prepared	50.0
Size of portions - uniform, controlled servings, the right size serving	37.5
Can control food cost better - know profit	32.1
Fast, timesaving - quicker to serve, prepare	28.6
Economical - no waste	19.6
Attractive, eye appealing	3.6
Quality	1.8
All others	3.6
Don't know, no answer	3.6

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

Table 23

DISADVANTAGES OF USING PORTIONS

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	<u>1</u>
	<u>100.0*</u>
Not economical - more expensive to buy	8.9
Lack flavor - not as tasty, sometimes dry	1.8
All others	1.8
No disadvantages	80.4
Don't know, no answer	8.9

Table 24

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

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	<u>1</u>
	<u>100.0</u>
<u>Think customers like portions better</u>	<u>35.7</u>
Uniform controlled servings - always the same amount	25.0
Customers order - seem to like them	3.6
Don't know - no answer	7.1
<u>Think customers like portions less</u>	<u>3.6</u>
Look artificial - not real	3.6
Think customers like portions about the same	51.8
Don't know	7.1
No answer	1.8

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

Table 25

AVERAGE WEIGHT OF PORTIONS AND AVERAGE NUMBER
OF SERVINGS PER PACKAGE

Total users of portions, November, 1958	43
Average weight of package of portions, in pounds	5.0
Average number of servings per package	15.0
Average weight of individual servings, in ounces	5.3
Average weight of individual portions, in ounces	4.1

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

Table 26

SATISFACTION WITH THE SIZE OF
PORTIONS IN A PACKAGE

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	<u>2</u>
	<u>100.0</u>
Satisfied	98.2
Dissatisfied	1.8

Table 27

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

	<u>Total</u>		<u>Total</u>
<u>Total Users of Portions</u>	(42)	<u>Total Users of Portions</u>	(42)
	<u>%</u>		<u>%</u>
	<u>100.0</u>		<u>100.0</u>
<u>Establishments Serving Fried</u>		<u>Establishments Serving Baked</u>	
None fried	5.4	None baked	85.6
1 - 14%	-	1 - 14%	-
15 - 34%	5.4	15 - 34%	5.4
35 - 64%	7.1	35 - 64%	-
65 - 84%	-	65 - 84%	3.6
Over 84%	82.1	Over 84%	5.4
Average percentage served	80.8	Average percentage served	8.9
<u>Establishments Serving Broiled</u>		<u>Establishments Serving in Other Ways</u>	
None broiled	91.0	None in other ways	100.0
1 - 14%	-	1 - 14%	-
15 - 34%	5.4	15 - 34%	-
35 - 64%	3.6	35 - 64%	-
65 - 84%	-	65 - 84%	-
Over 84%	-	Over 84%	-
Average percentage served	3.1	Average percentage served	-

Table 28

DO ESTABLISHMENTS COOK PORTIONSWHILE STILL FROZEN?

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	$\frac{\%}{2}$
	<u>100.0</u>
Yes, cook while frozen	87.5
No, do not cook while frozen	5.4
No answer	7.1

Table 29

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

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	$\frac{\%}{2}$
	<u>100.0</u>
<u>Say portions more expensive</u>	<u>14.2</u>
Price includes processing and packaging - prepreparation would tend to raise cost	7.1
Don't know - no answer	7.1
<u>Portions less expensive</u>	<u>57.2*</u>
Less or no waste	42.9
Labor saving - requires no preparation	8.9
Uniform controlled servings	8.9
No spoilage - can keep in freezer, can keep until ready to use	5.4
Time saving	3.6
Goes further - more servings from package	3.6
Can control food costs better - know your profit	1.8
Don't know - no answer	8.9
About the same	19.7
Don't know	7.1
No answer	1.8

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

Table 30

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

	<u>Total</u>
<u>Total Users of Portions</u>	(43)
	<u>100.0</u>
Specify kind of fish	82.1
Do not specify kind of fish	17.9

Table 31

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

	<u>Total</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)
	<u>100.0</u>
Yes, would like other items	2.4
No, would not like other items	92.8
Don't know	2.4
No answer	2.4

Table 32

REASONS ESTABLISHMENTS DID NOT BUY PORTIONS DURING NOVEMBER, 1958

	<u>Total</u>		<u>WAS PRICE A REASON ESTABLISHMENTS DID NOT BUY PORTIONS?</u>	
<u>Total Establishments Using Frozen Processed Sea Food, but Not Portions</u>	(86)			
	<u>%</u>			
	<u>100.0*</u>			
Too expensive - cheaper to use fresh fish, cheaper to prepare ourselves	35.1			<u>Total</u>
Prefer to prepare own - rather bread my own, do not like way it must be cooked, prefer own methods	15.8			
Size of portions - prefer to cut own portions, want larger portions, get more with other kinds	14.0			Total Nonusers Who Did Not Volunteer
Use fresh fish - prefer fresh fish	8.8			<u>Price as a Reason</u>
Sell, serve little or no fish - no demand, calls for it	8.8			(57)
				<u>%</u>
Serve other types - perch, shrimp, halibut, etc., other types more popular	5.3			<u>100.0</u>
No particular reason - just didn't	5.3			
Dislike flavor - fresh fish has more flavor, no taste to portion controlled sea foods	4.4	Yes, price was a reason	10.9	
Quality not as good - doesn't meet our quality standards, can't tell what is in it	4.4	No, price was not a reason	79.5	
Don't like them so wouldn't serve them	1.8			
Just opened the restaurant - don't know what we will handle	.9	No answer	9.6	
All others	2.6			
Don't know, no answer	3.5			

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

Table 33

TYPES OF SUPPLIER PROVIDING FROZEN PROCESSED SEA FOOD TO ESTABLISHMENTS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(124)	(32)	(46)	(51)
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Sea food processors	2.9	7.3	3.2	-
Sea food wholesalers	83.5	70.7	85.5	89.6
Frozen food distributors	8.8	4.9	8.1	11.9
All other, grocery stores, supermarkets	6.5	17.1	4.8	1.5
No answer	.6	-	-	1.5

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

Table 34

DISTANCE OF ESTABLISHMENT FROM MAIN SUPPLIEROF FROZEN PROCESSED SEA FOOD

According to Location

	<u>Total**</u>	<u>Out of Central Business District</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(113)
	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>
Less than 10 miles	96.5	95.8
10 - 50 miles	2.9	3.5
51 - 100 miles	-	-
More than 100 miles	-	-
No answer	.6	.7

** Includes 16 establishments in the central business district which would be statistically misleading to show separately.

Table 35

FREQUENCY OF DELIVERIES OF FROZEN PROCESSED SEA FOOD

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(90)	(39)	(32)	(46)	(51)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Every day	14.0	16.1	-	2.8	7.1	25.9
2 - 4 times per week	17.6	18.7	11.1	5.6	16.7	25.9
Once a week	40.5	42.4	27.8	50.0	47.6	29.3
2 - 3 times per month	14.0	14.4	11.1	19.4	16.7	8.6
Once a month	8.8	5.9	27.8	11.1	7.1	8.6
Less than once a month	5.1	2.5	22.2	11.1	4.8	1.7

Table 36

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(32)	(46)	(51)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, can improve services	8.3	9.7	3.2	11.9
No, cannot improve services	91.7	90.3	96.8	88.1

Table 37

AMOUNT SPENT FOR FROZEN PROCESSED SEA
FOOD DURING PRECEDING TWELVE MONTHS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$40,000</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(78)	(51)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under \$250	63.1	77.4	36.3
\$250 - 499	6.3	6.5	6.1
\$500 - 999	9.5	6.5	15.2
\$1,000 - 2,499	12.6	9.6	18.1
\$2,500 - 4,999	2.1	-	6.1
\$5,000 - 9,999	-	-	-
\$10,000 - 14,999	2.1	-	6.1
\$15,000 - 29,999	1.1	-	3.0
\$30,000 - 49,999	2.1	-	6.1
\$50,000 - 99,999	-	-	-
\$100,000 and over	1.1	-	3.0

Table 38

PROFITABILITY TO ESTABLISHMENTS OF FROZEN PROCESSED SEA FOOD AND OTHER HIGH PROTEIN FOODS

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(32)	(46)	(51)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Say sea food more profitable than other high protein foods	21.2	14.6	19.4	26.9
Say all foods the same in profitability	5.9	4.9	6.5	6.0
Say meat (unspecified) more profitable than sea food	4.1	9.8	5.2	1.5
Say beef more profitable than sea food	1.8	2.4	1.6	1.5
Say chicken more profitable than sea food	.6	2.4	-	-
Say miscellaneous other meats more profitable than sea food	.6	2.4	-	-
Say eggs more profitable than sea food	.6	-	-	1.5
Say miscellaneous other foods more profitable than sea food	2.4	-	1.6	4.5
Nonprofit establishments	24.7	22.0	35.5	16.4
Don't know	16.5	24.4	14.5	13.4
No answer	22.4	22.0	17.7	28.4

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

Table 39

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

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Frozen Processed Sea Food</u>	(129)	(90)	(39)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, know they can	81.8	78.0	91.5
No, do not know they can	18.2	22.0	8.5

Table 40

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

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Establishments Knowing Government Inspected or Graded Frozen Processed Sea Food Was Available</u>	(106)	(71)	(35)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, do buy	100.0	100.0	100.0
No, do not buy	-	-	-

Table 41

REASONS ESTABLISHMENTS BUY GOVERNMENT INSPECTED OR GRADED FROZEN PROCESSED SEA FOOD

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Purchasers of Government Inspected or Graded Sea Food</u>	(106)	(71)	(35)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0*</u>	<u>100.0</u>	<u>100.0</u>
Only type available - it's all inspected, that's what supplier carries	34.5	43.8	14.0
Company demands that it's bought	20.9	-	67.4
Best quality - use better products, more uniform quality	20.1	28.1	2.3
Government inspected foods are safe - pure, fresh, clean, no germs or disease	19.4	21.9	14.0
Prefer Government inspected - wouldn't buy any other	3.6	4.2	2.3
Easy to handle - easy to serve, ready to cook, portion controlled	2.2	2.1	2.3
Public demands it	1.4	2.1	-
Government/law requires it	.7	1.0	-
All others	2.9	3.1	2.3
Don't know, no answer	6.5	8.3	2.3

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

Table 42

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

According to Type of Establishment

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Users of Government Inspected Frozen Processed Sea Food</u>	(106)	(71)	(35)
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Buy more	4.3	4.2	4.7
Buy about the same	84.9	81.3	93.0
Buy less	-	-	-
Don't know	5.8	8.3	-
No answer	5.0	6.2	2.3

Table 43

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

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

Table 44

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

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000 and Over</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(152)	(94)	(58)
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>Have served frozen processed sea food before</u>	<u>5.2*</u>	<u>5.5</u>	<u>4.8</u>
No demand - didn't sell enough, no volume, customers prefer other foods	3.1	3.6	2.4
Prefer to serve fresh fish	1.0	.9	1.2
Lacked flavor - own prepared fish has better flavor	.5	.9	-
Unable to handle preparation - didn't have the help	.5	.9	-
Don't know, no answer	.5	-	1.2
<u>Have not served frozen processed sea food before</u>	<u>94.8*</u>	<u>94.5</u>	<u>95.2</u>
Sell little or no fish - no demand, call for it, not in that business	56.5	66.4	43.4
Use fresh fish - prefer to serve fresh fish, fresh fish available all year	16.1	5.5	30.1
Unable to handle preparation - no equipment, not enough room, no time, would need extra help	9.3	10.0	8.4
No storage facilities - no freezer	6.7	9.1	3.6
Too expensive - cheaper to use fresh, prepare ourselves	4.1	.9	8.4
Like taste, freshness of fresh fish - don't trust frozen food, fresh fish tastes better, some frozen fish kept too long	1.6	1.8	1.2
Just opened, don't know what I'll sell	.5	-	1.2
All others	1.6	.9	2.4
Don't know, no answer	2.1	1.8	2.4

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

Table 45

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Yes, have cold storage facilities	62.0	66.1	44.1	58.9	58.4	70.7
No, do not have cold storage facilities	37.7	33.9	54.4	41.1	41.6	28.3
No answer	.3	-	1.5	-	-	1.0
Average capacity, in cubic feet	44.3	37.3	88.0	25.4	25.7	90.8

Table 46

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

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

	<u>Total</u>	<u>Nonusers of Sea Food</u>	<u>Users Not Using Frozen Processed Sea Food</u>
<u>Total Nonusers of Frozen Processed Sea Food</u>	(152)		
	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>47.2</u>	<u>52.8</u>
Yes, have cold storage facilities	49.7	22.3	27.4
No, do not have cold storage facilities	50.3	24.9	25.4

DISTRIBUTION OF SAMPLE

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

Table a

TOTAL RECEIPTS FROM MEALS SERVED DURING 1957 OR LAST FISCAL YEAR

According to Type of Establishments

	<u>Total</u>	<u>Public Eating Places</u>	<u>Institutions</u>
<u>Total Establishments</u>	(281)	(223)	(58)
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Total Receipts</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Less than \$10,000	41.6	45.4	25.0
\$10,000 - 39,999	31.1	27.1	48.5
\$40,000 - 99,999	10.5	11.2	7.4
\$100,000 and over	16.8	16.3	19.1

Table b

AMOUNT ESTABLISHMENTS SPENT FOR FOOD DURING PREVIOUS TWELVE MONTHS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	100.0	100.0	100.0	100.0	100.0	100.0
Spent under \$1,000	12.8	18.0	-	33.8	4.2	3.0
\$1,000 - 2,499	6.6	8.6	1.8	22.0	-	-
\$2,500 - 4,999	6.6	6.5	7.0	11.9	7.0	1.5
\$5,000 - 9,999	12.8	13.7	10.5	15.3	22.6	-
\$10,000 - 14,999	22.4	8.6	56.1	8.5	42.3	13.6
\$15,000 - 29,999	15.8	19.4	7.0	6.8	18.3	21.3
\$30,000 - 49,999	9.7	12.3	3.5	-	4.2	24.3
\$50,000 - 99,999	5.1	5.0	5.3	-	1.4	13.6
\$100,000 - 249,999	5.1	4.3	7.0	1.7	-	13.6
\$250,000 and over	3.1	3.6	1.8	-	-	9.1

Table c

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

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Spent under 5% for food	4.0	4.0	4.1	8.6	2.6	1.6
5 - 14%	4.5	3.3	8.2	12.1	2.6	-
15 - 24%	6.0	6.7	4.1	12.1	3.8	3.2
25 - 34%	8.1	8.0	8.2	5.2	11.5	6.3
35 - 44%	33.2	43.3	2.0	27.6	24.4	49.2
45 - 54%	16.6	20.0	6.1	10.3	17.9	20.6
55 - 64%	5.5	6.7	2.0	8.6	6.4	1.6
65 - 74%	17.1	2.0	63.3	10.3	25.7	12.7
75 - 84%	4.0	5.3	-	3.5	5.1	3.2
85 - 94%	-	-	-	-	-	-
95 - 100%	1.0	.7	2.0	1.7	-	1.6

Table d

AVERAGE NUMBER OF MEALS SERVED BY ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	<u>281</u>	<u>223</u>	<u>58</u>	<u>126</u>	<u>83</u>	<u>72</u>
<u>Average Number of Main Meals Served</u>						
Midday, weekdays	123	78	290	39	143	218
Sea food meals	14	14	19	2	10	41
Midday, Saturdays and Sundays	60	58	65	19	34	150
Sea food meals	7	9	1	1	1	26
Evening, weekdays	50	50	53	13	34	129
Sea food meals	9	8	13	1	2	31
Evening, Saturdays and Sundays	55	56	49	10	34	152
Sea food meals	7	9	-	**	2	26

** Less than one half meal.

Table e

AVERAGE PRICE PER MEAL SERVED

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Under \$.25	.3	-	1.5	.7	-	-
\$.25 - .49	19.6	12.9	48.5	20.5	24.8	12.1
\$.50 - .74	17.4	19.3	8.8	20.5	16.8	13.0
\$.75 - .99	21.2	25.1	4.4	21.9	22.1	19.2
\$1.00 - 1.49	16.0	19.3	1.5	13.2	14.2	22.2
\$1.50 - 1.99	3.9	4.7	-	.7	2.7	10.1
\$2.00 - 2.49	1.9	2.4	-	-	1.8	5.1
\$2.50 - 2.99	-	-	-	-	-	-
\$3.00 - 3.99	.3	.3	-	-	-	1.0
\$4.00 - 4.99	-	-	-	-	-	-
\$5.00 and over	-	-	-	-	-	-
No answer	12.9	14.9	4.4	17.9	9.7	9.1
Nonprofit establishment	6.6	1.0	30.9	4.6	8.0	8.1

Table f

NUMBER OF REGULAR EMPLOYEES ENGAGED IN PREPARING AND SERVING FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
Total establishments	281	126	83	72
Average number per establishment	7	2	4	18

Table g

SEATING CAPACITY OF ESTABLISHMENTS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
Total establishments	281	223	58	126	83	72
Average seating capacity, in seats	104	63	285	44	133	166

Table h

NUMBER OF DAYS OF THE WEEK ON WHICH ESTABLISHMENTS SERVE MEALS

According to Type of Establishment and Sales Volume

	<u>Total</u>	<u>Type of Establishment</u>		<u>Sales Volume</u>		
		<u>Public Eating Places</u>	<u>Institutions</u>	<u>Less Than \$10,000</u>	<u>\$10,000-39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(223)	(58)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Serve on 7 days	46.0	46.4	44.1	37.7	45.1	59.6
Serve on 6 days	33.1	39.3	5.9	41.1	29.2	25.3
Serve on 5 days	16.5	9.2	48.5	14.6	24.8	10.1
Serve on less than 5 days	1.4	1.7	-	2.0	-	2.0
No answer	3.0	3.4	1.5	4.6	.9	3.0

Table i

PERCENTAGE OF ESTABLISHMENTS SERVING SPECIALIZED TYPES OF FOOD

According to Sales Volume

	<u>Total</u>	<u>Less Than \$10,000</u>	<u>\$10,000- 39,999</u>	<u>\$40,000 and Over</u>
<u>Total Establishments</u>	(281)	(126)	(83)	(72)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Establishments with no specialty	84.0	90.7	84.1	73.7
<u>Establishments with specialty</u>	<u>16.0*</u>	<u>9.3</u>	<u>15.9</u>	<u>26.3</u>
Sea food	3.6	1.3	-	11.1
Chicken specialty	3.3	2.0	2.6	6.1
Steak or chophouse	2.8	-	4.4	5.1
Barbecue	2.2	4.0	.9	1.0
Chinese food	1.7	-	1.8	4.0
Italian food	1.7	1.3	3.5	-
Mexican, Spanish	.6	.7	.9	-
All others	.8	-	1.8	1.0

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

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