

CANNED FISH

CONSUMER PURCHASES



MAY 1959

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

FISHERY LEAFLET 478 f

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

CANNED FISH - CONSUMER PURCHASES

MAY 1959

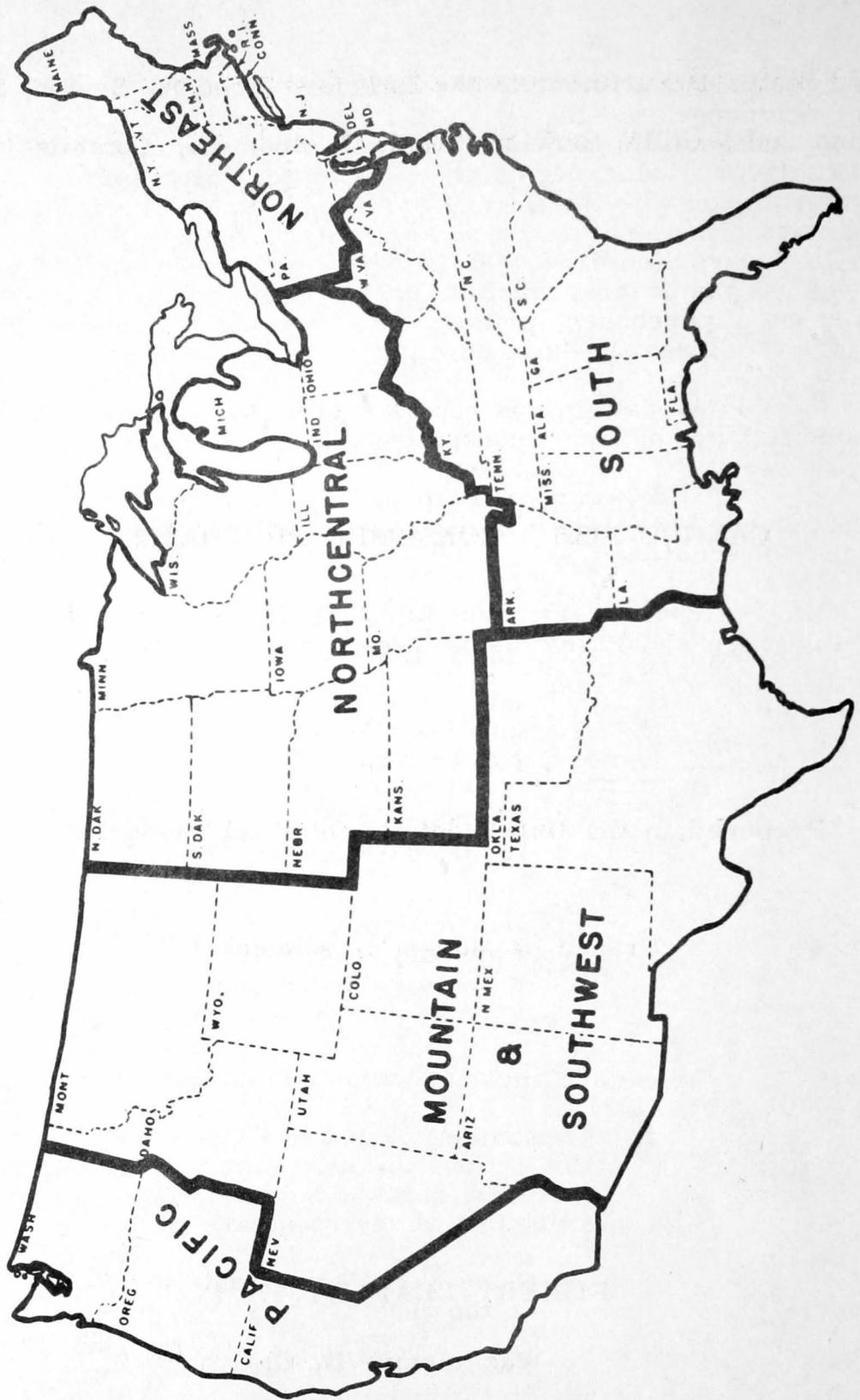
Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 f

Washington, D. C.

REGIONAL MAP



INTRODUCTION

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for canned tuna, canned salmon, and canned sardines. The data which are provided by the Market Research Corporation of America under contract with the Bureau of Commercial Fisheries, represent estimates of national purchases projected from a nationwide consumer panel of approximately 6,000 families representing 22,000 persons. They show the general level of purchases of each product, trends in the range of purchases, prices paid by consumers, and other related factors of interest to those engaged in the marketing of these items.

The data in this report represent estimated purchases of canned fish by household consumers only.

All data for single months in the report are based on four week periods (28 days) in order to permit comparisons between periods of equal length.

Reports for canned tuna, canned salmon, and canned sardines are shown by species or style of pack for:

U. S. Total

Five Regions (see Regional Map)

Three Outlet Groups

- a. Chains - Grocery stores owned and operated by firms with 11 or more units.
- b. Independent and Other - Includes food stores owned and operated by firms with 10 or less units; also department stores and country general stores.

The various measurements are defined as follows:

- a. Consumer Purchases - Cases (000's) - Projections to totals based on purchases reported from the sample. Data are shown for standard cases and are derived as follows:

Tuna - The equivalent of 48 - No. 1/2 cans to the case.

Salmon - The equivalent of 48 - 1 lb. cans to the case.

Sardines-California - The equivalent of 48 -
1 lb. cans to the case.

Sardines-Foreign - The equivalent of 100 -
1/4 cans to the case.

- b. Families Buying (000's and % of U.S. or Region)
Number of families buying is projected to totals based on families buying one or more times in the four week (28 day) period. The U. S. percentage is computed as that of the estimated total U. S. families accounted for by buying families. In October 1958, total U. S. families were estimated at 50,960,000. Regional percentages are computed as those of estimated families in each region. ("Families" in this report is defined as a household).
- c. Average Purchase Transaction Size - Cans
Average number of cans purchased per transaction. A transaction is a purchase of the same type and size of product, at the same price, in the same store, on the same date.
- d. Average Price Paid (¢/Can) - Actual consumer price paid per specified can size.

A twelve month report will contain, in addition to most of the above information, such consumer socio-economic factors as:

- City-size location.
- Income.
- Education of head of household.
- Size of family.
- Age of housewife.
- Presence of children by age group.
- Employment status of housewife.

This project is financed from funds provided by the Saltonstall-Kennedy Act, and reports will be published monthly through September, 1959.

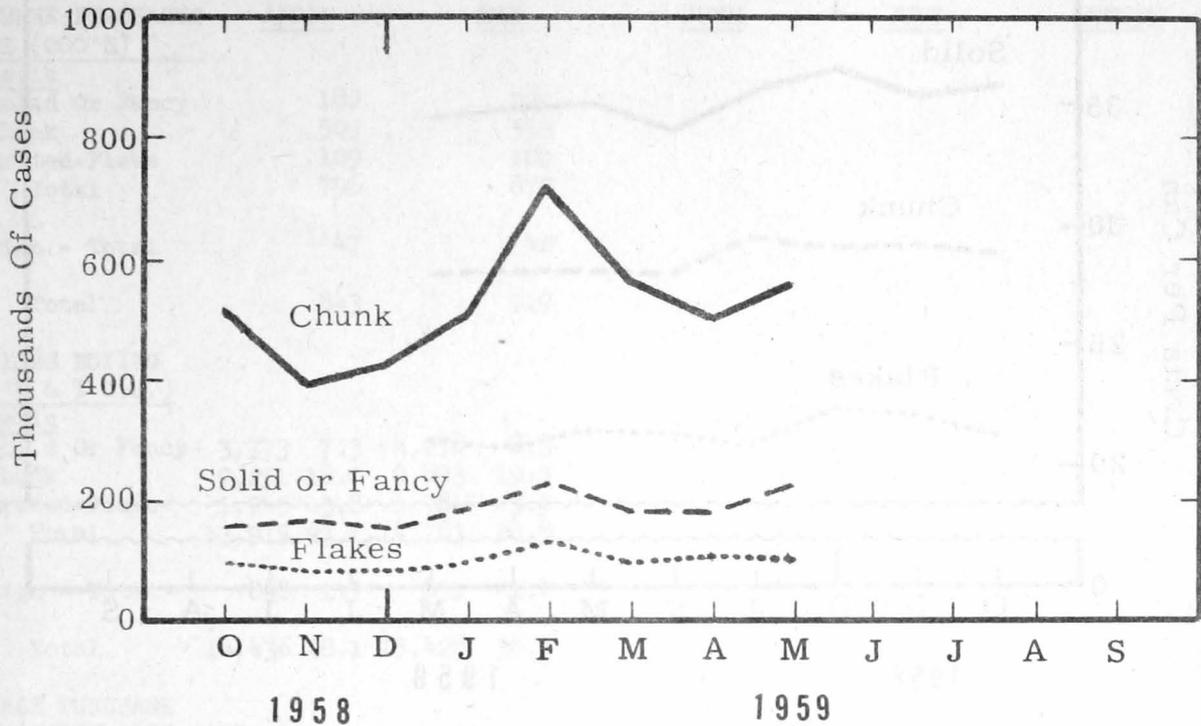
NOTE: - Monthly data for the period from October, 1958 through March, 1959 appeared in Fishery Leaflet 478 d which is now available through the Bureau of Commercial Fisheries, Washington 25, D. C.

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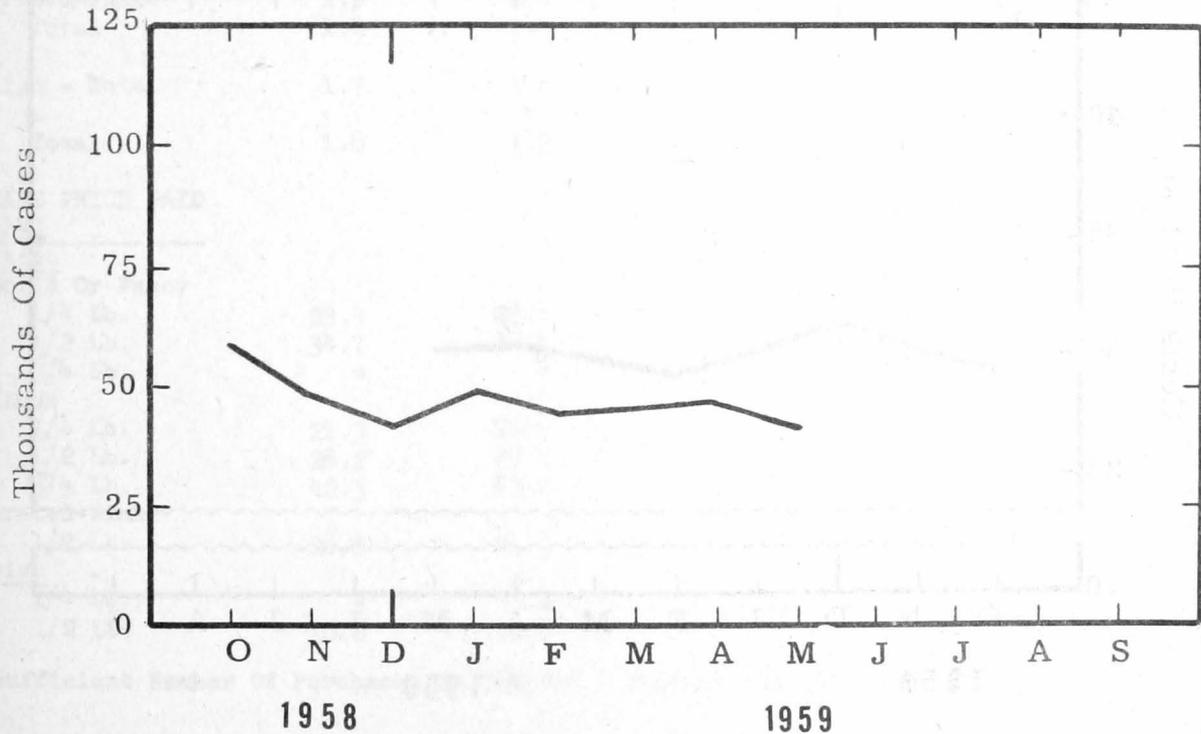
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TUNA

CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

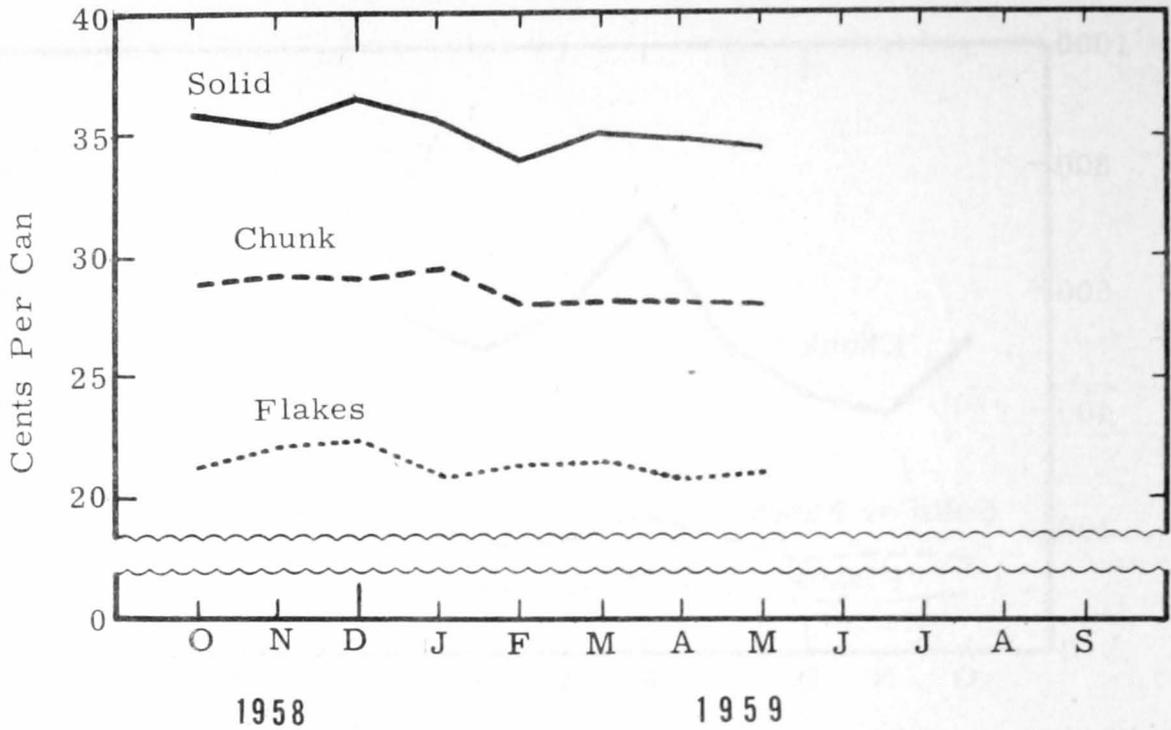


CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

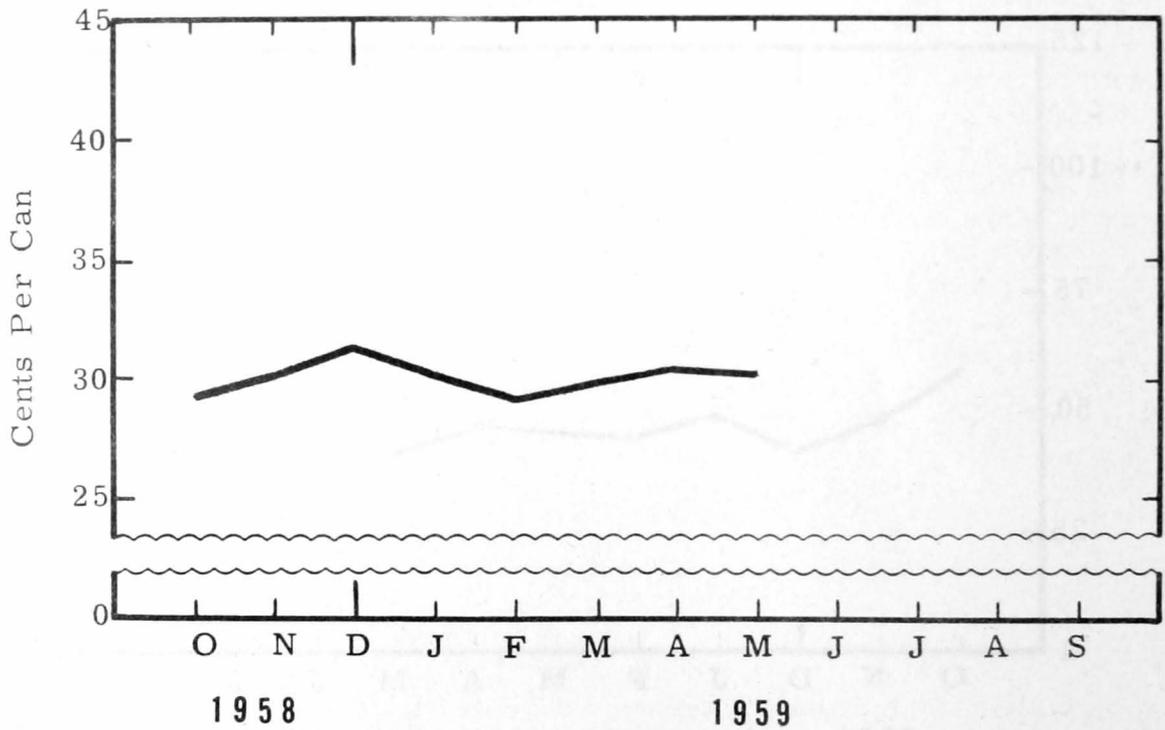


TUNA

CANNED TUNA - AVERAGE PRICES (DOMESTIC - 1/2 POUND)



CANNED TUNA - AVERAGE PRICE (FOREIGN - 1/2 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	182	221				
Chunk	509	556				
Grated-Flake	109	100				
Total	796	877				
Foreign - Total	47	42				
Total	843	919				
<u>FAMILIES BUYING (000'S & % U.S.)</u>						
<u>Domestic</u>						
Solid Or Fancy	3,773	7.3	4,278	8.3		
Chunk	9,251	18.0	9,893	19.3		
Grated-Flake	1,945	3.8	1,784	3.5		
Total	13,915	27.1	14,783	28.8		
Foreign - Total	848	1.7	851	1.7		
Total	14,436	28.1	15,428	30.0		
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.6				
Chunk	1.9	1.9				
Grated-Flake	1.9	2.0				
Total	1.8	1.9				
Foreign - Total	1.7	1.8				
Total	1.8	1.9				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.4	23.4				
1/2 Lb.	34.7	34.2				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	21.3	21.0				
1/2 Lb.	28.2	28.0				
3/4 Lb.	42.3	43.0				
Grated-Flake						
1/2 Lb.	20.8	21.0				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	30.6	30.3				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	125	155				
Chunk	143	155				
Grated-Flake	15	11				
Total	283	321				
Foreign - Total	36	30				
Total	319	351				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	2,377 16.4	2,777 19.2				
Chunk	2,742 18.9	2,947 20.3				
Grated-Flake	246 1.7	204 1.4				
Total	4,924 34.0	5,380 37.1				
Foreign - Total	608 4.2	578 4.0				
Total	5,310 36.6	5,845 40.3				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.7	1.8				
Chunk	1.7	1.7				
Grated-Flake	2.3	1.9				
Total	1.7	1.7				
Foreign - Total	1.7	1.7				
Total	1.7	1.7				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.0	23.4				
1/2 Lb.	33.8	34.0				
3/4 Lb.	*	-				
Chunk						
1/4 Lb.	20.5	20.2				
1/2 Lb.	29.3	29.1				
3/4 Lb.	42.1	42.9				
Grated-Flake						
1/2 Lb.	22.3	21.2				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	30.9	30.0				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	22	20				
Chunk	60	77				
Grated-Flake	20	23				
Total	102	120				
Foreign - Total	*	*				
Total	103	121				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	536	5.1	510	4.8		
Chunk	1,195	11.3	1,437	13.6		
Grated-Flake	461	4.4	449	4.3		
Total	2,030	19.2	2,180	20.6		
Foreign - Total	*	*	*	*		
Total	2,049	19.4	2,205	20.9		
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.5	1.3				
Chunk	1.7	1.7				
Grated-Flake	1.6	1.8				
Total	1.5	1.6				
Foreign - Total	*	*				
Total	1.6	1.6				
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.9	*				
1/2 Lb.	35.6	36.0				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	21.4	21.7				
1/2 Lb.	29.4	29.2				
3/4 Lb.	44.9	44.6				
Grated-Flake						
1/2 Lb.	22.2	22.7				
Foreign						
1/4 Lb.	*	*				
1/2 Lb.	*	*				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	14	23				
Chunk	121	138				
Grated-Flake	37	30				
Total	172	191				
Foreign - Total	8	7				
Total	180	198				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	329 2.2	479 3.2				
Chunk	2,296 15.3	2,565 17.1				
Grated-Flakes	663 4.4	578 3.9				
Total	3,174 21.2	3,446 23.0				
Foreign - Total	143 1.0	182 1.2				
Total	3,259 21.8	3,562 23.8				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.4	1.6				
Chunk	1.9	1.9				
Grated-Flake	1.9	1.9				
Total	1.9	1.8				
Foreign - Total	2.3	1.6				
Total	1.9	1.8				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	*	*				
1/2 Lb.	36.4	33.3				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	*	*				
1/2 Lb.	29.0	28.4				
3/4 Lb.	42.0	43.9				
Grated-Flake						
1/2 Lb.	20.7	21.0				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	30.4	33.7				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	8	7				
Chunk	60	68				
Grated-Flake	17	17				
Total	85	92				
Foreign - Total	*	*				
Total	85	92				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	204 3.8	146 2.7				
Chunk	1,111 20.8	1,199 22.4				
Grated-Flake	306 5.7	326 6.1				
Total	1,491 27.9	1,611 30.1				
Foreign - Total	* *	* *				
Total	1,491 27.9	1,624 30.4				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.4				
Chunk	1.8	1.8				
Grated-Flake	1.7	1.9				
Total	1.7	1.8				
Foreign - Total	*	*				
Total	1.7	1.8				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	*	*				
1/2 Lb.	37.9	36.7				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	*	*				
1/2 Lb.	29.8	29.3				
3/4 Lb.	45.6	44.6				
Grated-Flake						
1/2 Lb.	22.1	21.9				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	*	*				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES</u> <u>CASES (OOO'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	13	16				
Chunk	125	118				
Grated-Flake	16	19				
Total	154	153				
Foreign - Total	*	*				
Total	156	157				
<u>FAMILIES BUYING</u> <u>(OOO'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	327 5.5	366 6.1				
Chunk	1,907 31.8	1,745 29.1				
Grated-Flake	269 4.5	227 3.8				
Total	2,296 38.3	2,166 36.1				
Foreign - Total	* *	* *				
Total	2,327 38.8	2,192 36.6				
<u>AVERAGE PURCHASE</u> <u>TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.5	1.6				
Chunk	2.2	2.3				
Grated-Flake	2.7	3.2				
Total	2.2	2.2				
Foreign - Total	*	*				
Total	2.2	2.3				
<u>AVERAGE PRICE PAID</u> <u>(¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	24.3	23.8				
1/2 Lb.	34.6	33.5				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	21.4	21.0				
1/2 Lb.	26.0	25.6				
3/4 Lb.	40.1	40.4				
Grated-Flake						
1/2 Lb.	17.5	18.7				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	*	*				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	112	143				
Chunk	294	318				
Grated-Flake	67	49				
Total	473	510				
Foreign - Total	20	21				
Total	493	531				
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.7				
Chunk	1.9	1.9				
Grated-Flake	1.9	1.9				
Total	1.8	1.8				
Foreign - Total	1.7	1.8				
Total	1.8	1.8				
 <u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.6	23.4				
1/2 Lb.	33.8	33.5				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	21.3	21.0				
1/2 Lb.	28.1	27.9				
3/4 Lb.	42.2	43.1				
Grated-Flake						
1/2 Lb.	20.2	20.6				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	31.2	29.7				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER
OUTLETS 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	70	78				
Chunk	215	238				
Grated-Flake	38	51				
Total	323	367				
Foreign - Total	27	21				
Total	350	388				

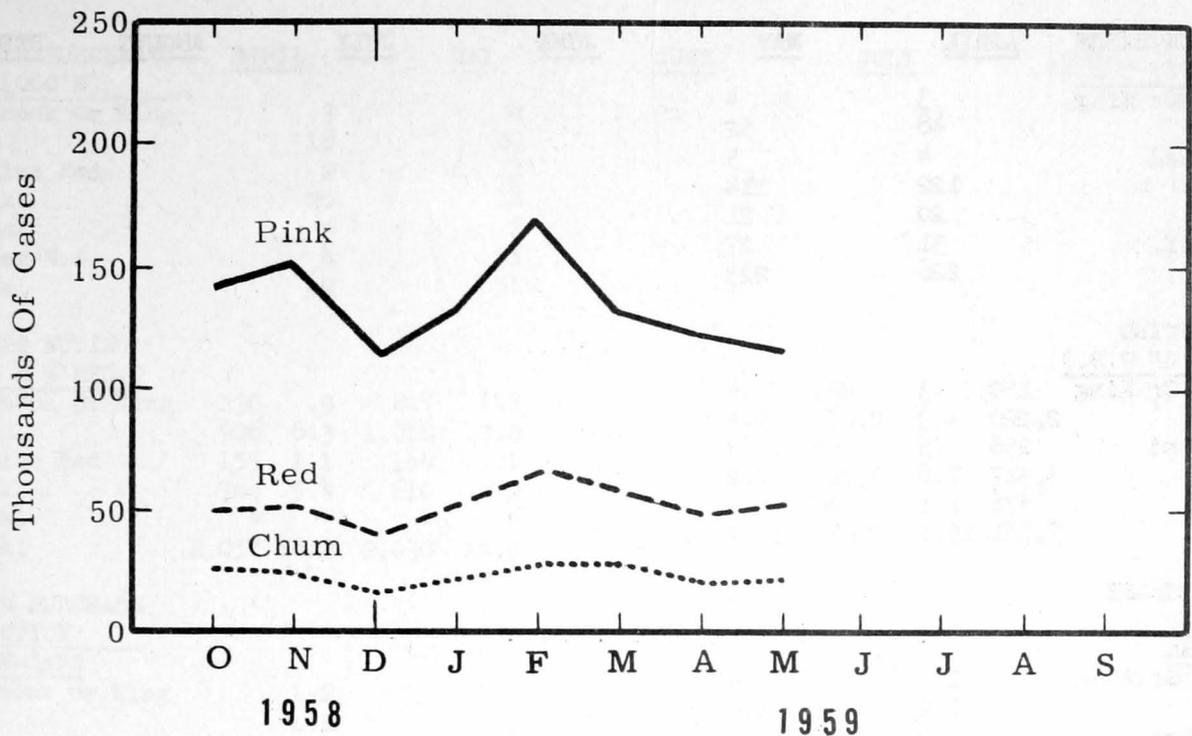
AVERAGE PURCHASE TRANSACTION SIZE-CANS	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	1.6	1.6				
Chunk	1.9	2.0				
Grated-Flake	1.9	2.1				
Total	1.9	1.9				
Foreign - Total	1.7	1.7				
Total	1.9	1.9				

AVERAGE PRICE PAID (¢/CAN)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.2	23.3				
1/2 Lb.	36.1	35.6				
3/4 Lb.	*	*				
Chunk						
1/4 Lb.	21.3	21.1				
1/2 Lb.	28.3	28.0				
3/4 Lb.	42.4	42.8				
Grated-Flake						
1/2 Lb.	21.6	21.4				
<u>Foreign</u>						
1/4 Lb.	*	*				
1/2 Lb.	30.1	30.8				

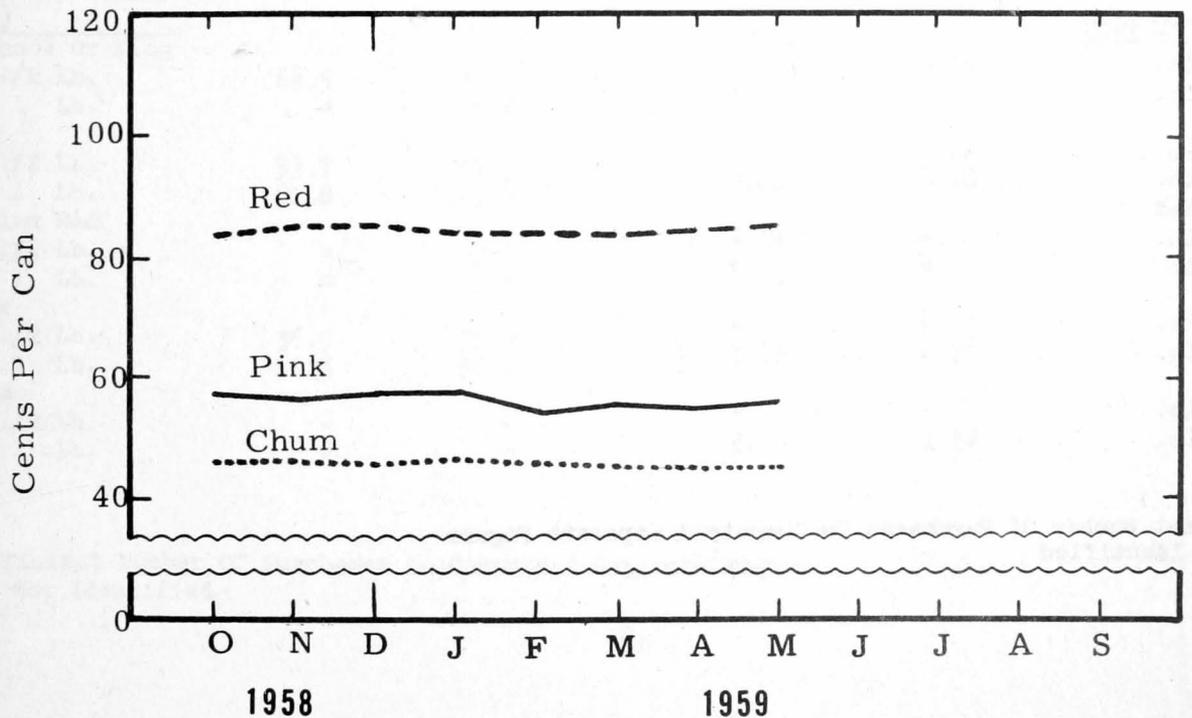
*Insufficient Number Of Purchases To Compute A Separate Figure

SALMON

CANNED SALMON - CONSUMER PURCHASES



CANNED SALMON - AVERAGE PRICES (1 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	3	4				
Red	48	52				
Medium Red	4	5				
Pink	122	114				
Chum	20	21				
Other-N.I.	31	27				
Total	228	223				

FAMILIES BUYING (000'S & % OF U.S.)				
Chinook Or King	150	.3	223	.4
Red	2,228	4.3	2,271	4.4
Medium Red	256	.5	260	.5
Pink	3,917	7.6	3,717	7.2
Chum	576	1.1	628	1.2
Total	7,781	15.1	7,644	14.9

AVERAGE PURCHASE TRANSACTION		
<u>SIZE-CANS</u>		
Chinook Or King	1.2	1.4
Red	1.2	1.2
Medium Red	1.2	1.0
Pink	1.3	1.2
Chum	1.2	1.3
Total	1.2	1.2

AVERAGE PRICE PAID (¢/CAN)		
Chinook Or King		
1/2 Lb.	63.0	60.2
1 Lb.	*	*
Red		
1/2 Lb.	55.4	55.3
1 Lb.	84.8	86.5
Medium Red		
1/2 Lb.	*	48.9
1 Lb.	*	*
Pink		
1/2 Lb.	36.3	35.9
1 Lb.	55.9	56.7
Chum		
1/2 Lb.	*	*
1 Lb.	45.1	44.5

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	3	4				
Red	18	20				
Medium Red	2	3				
Pink	20	18				
Chum	*	*				
Other-N.I.	4	5				
Total	49	51				

FAMILIES BUYING (000'S & % REG.)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	130 .9	217 1.5				
Red	906 6.3	1,018 7.0				
Medium Red	155 1.1	164 1.1				
Pink	784 5.4	610 4.2				
Chum	* *	* *				
Total	2,057 14.2	2,030 14.0				

AVERAGE PURCHASE TRANSACTION	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>SIZE-CANS</u>						
Chinook Or King	1.2	1.4				
Red	1.2	1.2				
Medium Red	1.4	1.0				
Pink	1.2	1.2				
Chum	*	*				
Total	1.2	1.2				

AVERAGE PRICE PAID (¢/CAN)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King						
1/2 Lb.	64.5	60.2				
1 Lb.	*	*				
Red						
1/2 Lb.	53.7	52.9				
1 Lb.	81.8	85.9				
Medium Red						
1/2 Lb.	*	53.2				
1 Lb.	*	*				
Pink						
1/2 Lb.	36.5	35.6				
1 Lb.	56.8	58.1				
Chum						
1/2 Lb.	*	*				
1 Lb.	*	*				

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*				
Red	4	3				
Medium Red	*	*				
Pink	55	50				
Chum	9	10				
Other-N.I.	9	9				
Total	78	73				

FAMILIES BUYING (000'S & % REG.)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	* *	* *				
Red	187 1.8	139 1.3				
Medium Red	* *	* *				
Pink	1,496 14.2	1,475 14.0				
Chum	220 2.1	251 2.4				
Total	2,142 20.3	2,073 19.6				

AVERAGE PURCHASE TRANSACTION	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>SIZE-CANS</u>						
Chinook Or King	*	*				
Red	1.2	1.1				
Medium Red	*	*				
Pink	1.3	1.3				
Chum	1.3	1.3				
Total	1.3	1.3				

AVERAGE PRICE PAID (¢/CAN)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King						
1/2 Lb.	*	*				
1 Lb.	*	*				
Red						
1/2 Lb.	57.1	59.0				
1 Lb.	*	81.1				
Medium Red						
1/2 Lb.	*	*				
1 Lb.	*	*				
Pink						
1/2 Lb.	36.2	35.3				
1 Lb.	55.2	56.8				
Chum						
1/2 Lb.	*	*				
1 Lb.	44.4	44.5				

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*				
Red	17	19				
Medium Red	*	*				
Pink	26	26				
Chum	7	6				
Other-N.I.	8	7				
Total	58	59				

FAMILIES BUYING (000'S & % REG.)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	* *	* *				
Red	716 4.8	723 4.8				
Medium Red	* *	* *				
Pink	985 6.6	991 6.6				
Chum	232 1.5	212 1.4				
Total	2,181 14.6	2,234 14.9				

AVERAGE PURCHASE TRANSACTION SIZE-CANS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*				
Red	1.1	1.1				
Medium Red	*	*				
Pink	1.1	1.2				
Chum	1.2	1.2				
Total	1.1	1.2				

AVERAGE PRICE PAID (¢/CAN)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King						
1/2 Lb.	*	*				
1 Lb.	*	*				
Red						
1/2 Lb.	53.4	57.5				
1 Lb.	85.6	84.5				
Medium Red						
1/2 Lb.	*	*				
1 Lb.	*	*				
Pink						
1/2 Lb.	36.3	35.4				
1 Lb.	56.0	56.6				
Chum						
1/2 Lb.	*	*				
1 Lb.	45.0	45.0				

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	*				
Red	5	6				
Medium Red	*	*				
Pink	14	15				
Chum	2	3				
Other-N.I.	8	4				
Total	30	28				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
Chinook Or King	* *	* *				
Red	207 3.9	201 3.8				
Medium Red	* *	* *				
Pink	416 7.8	440 8.2				
Chum	68 1.3	92 1.7				
Total	882 16.5	858 16.0				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
Chinook Or King	*	*				
Red	1.1	1.2				
Medium Red	*	*				
Pink	1.3	1.2				
Chum	1.1	1.3				
Total	1.2	1.2				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Chinook Or King</u>						
1/2 Lb.	*	*				
1 Lb.	*	*				
<u>Red</u>						
1/2 Lb.	57.9	59.6				
1 Lb.	90.7	91.6				
<u>Medium Red</u>						
1/2 Lb.	*	*				
1 Lb.	*	*				
<u>Pink</u>						
1/2 Lb.	37.0	38.8				
1 Lb.	58.1	55.5				
<u>Chum</u>						
1/2 Lb.	*	*				
1 Lb.	45.9	42.4				

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	*				
Red	4	4				
Medium Red	*	*				
Pink	7	5				
Chum	*	*				
Other-N.I.	2	2				
Total	13	12				
<u>FAMILIES BUYING (000'S & % REG.)</u>						
Chinook Or King	*	*	*	*		
Red	212	3.5	190	3.2		
Medium Red	*	*	*	*		
Pink	236	3.9	201	3.4		
Chum	*	*	*	*		
Total	519	8.7	449	7.5		
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
Chinook Or King	*	*				
Red	1.1	1.2				
Medium Red	*	*				
Pink	1.4	1.3				
Chum	*	*				
Total	1.3	1.2				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Chinook Or King</u>						
1/2 Lb.	*	*				
1 Lb.	*	*				
<u>Red</u>						
1/2 Lb.	58.1	55.1				
1 Lb.	86.4	90.0				
<u>Medium Red</u>						
1/2 Lb.	*	*				
1 Lb.	*	*				
<u>Pink</u>						
1/2 Lb.	*	*				
1 Lb.	54.2	57.1				
<u>Chum</u>						
1/2 Lb.	*	*				
1 Lb.	*	*				

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	2				
Red	28	28				
Medium Red	2	3				
Pink	57	50				
Chum	16	13				
Other-N.I.	14	11				
Total	117	107				

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

Chinook Or King	*	1.2
Red	1.1	1.1
Medium Red	1.3	1.1
Pink	1.2	1.2
Chum	1.2	1.2
Total	1.2	1.2

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King		
1/2 Lb.	*	58.5
1 Lb.	*	*
Red		
1/2 Lb.	56.4	55.9
1 Lb.	84.4	85.7
Medium Red		
1/2 Lb.	*	*
1 Lb.	*	*
Pink		
1/2 Lb.	35.1	35.1
1 Lb.	54.2	54.6
Chum		
1/2 Lb.	*	*
1 Lb.	44.8	44.7

*Insufficient Number Of Purchases To Compute A Separate Figure
N.I.: Not Identified

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER
 OUTLETS 1959
 Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	3	2				
Red	20	24				
Medium Red	2	2				
Pink	65	64				
Chum	4	8				
Other-N.I.	17	16				
Total	111	116				

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

Chinook Or King	1.2	1.5
Red	1.2	1.2
Medium Red	1.1	1.0
Pink	1.3	1.2
Chum	1.5	1.4
Total	1.3	1.2

AVERAGE PRICE PAID
(¢/CAN)

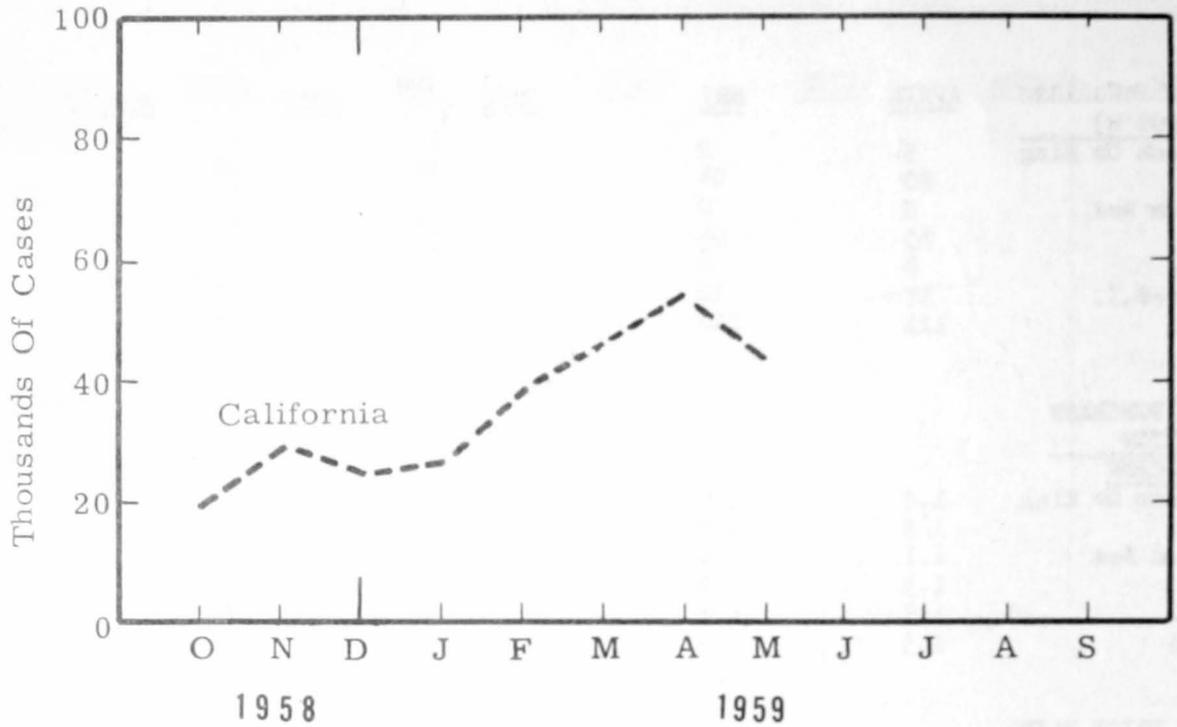
Chinook Or King		
1/2 Lb.	62.9	61.5
1 Lb.	*	*
Red		
1/2 Lb.	54.5	54.9
1 Lb.	85.4	87.6
Medium Red		
1/2 Lb.	*	51.2
1 Lb.	*	*
Pink		
1/2 Lb.	37.0	36.3
1 Lb.	57.1	58.2
Chum		
1/2 Lb.	*	*
1 Lb.	45.7	44.2

*Insufficient Number Of Purchases To Compute A Separate Figure

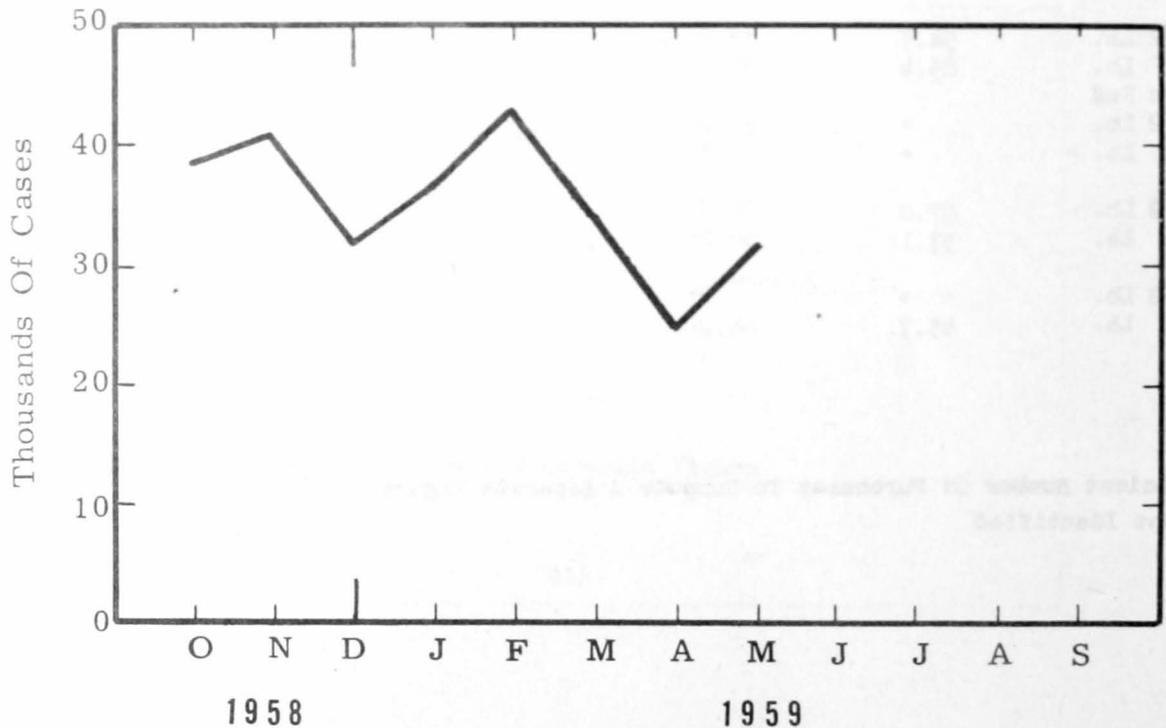
N.I.: Not Identified

SARDINES

CANNED SARDINES - CONSUMER PURCHASES (DOMESTIC)

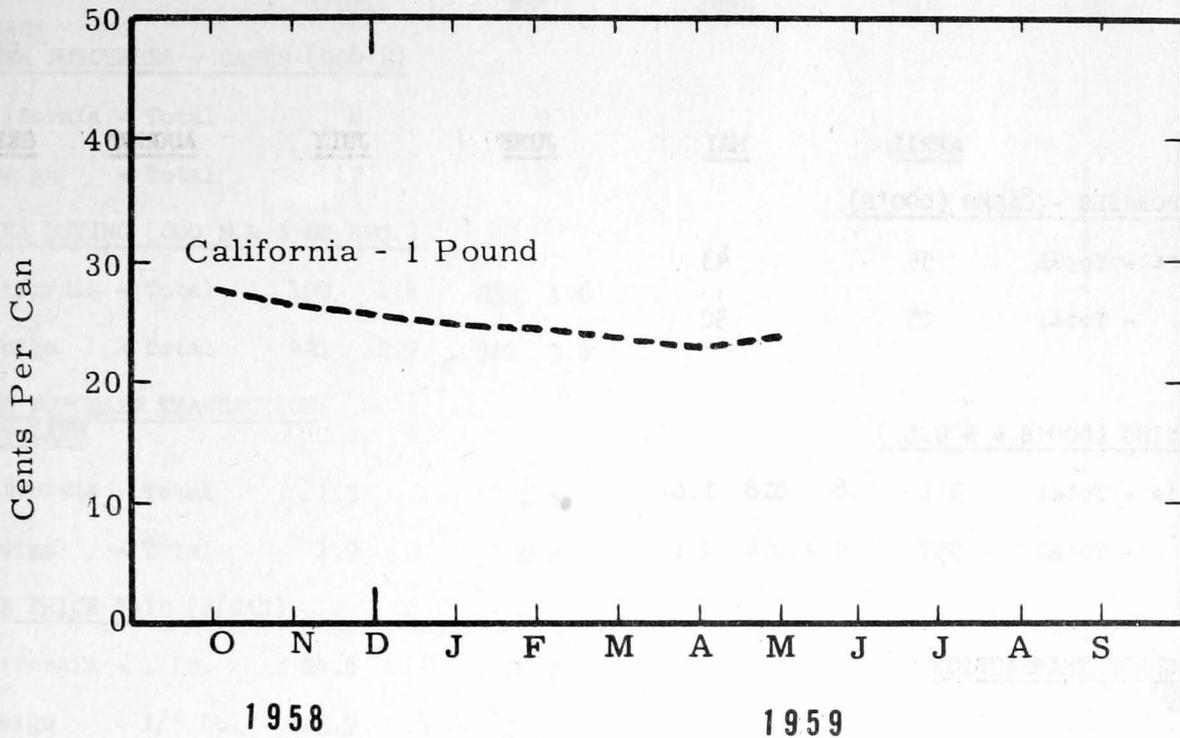


CANNED SARDINES - CONSUMER PURCHASES (FOREIGN)

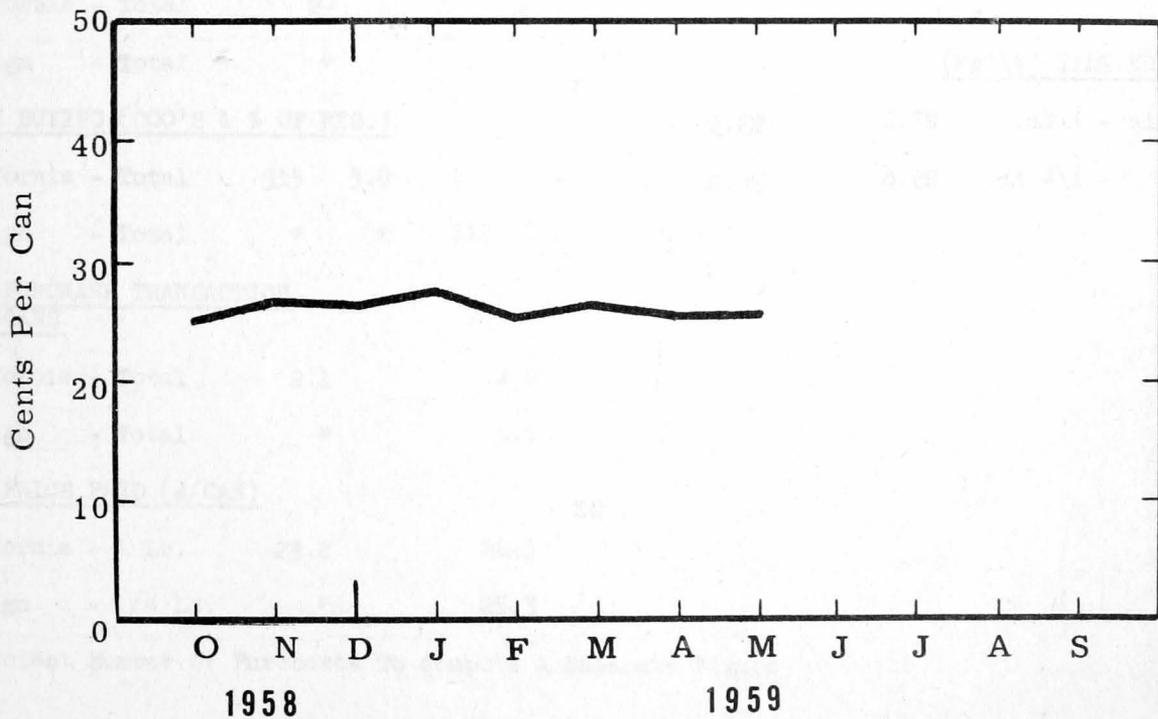


SARDINES

CANNED SARDINES - AVERAGE PRICE (DOMESTIC)



CANNED SARDINES - AVERAGE PRICE (FOREIGN - 1/4 POUND)



NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
 Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	55	43				
Foreign - Total	25	32				

<u>FAMILIES BUYING (000'S & % U.S.)</u>						
California - Total	911	1.8	818	1.6		
Foreign - Total	957	1.9	1,074	2.1		

<u>AVERAGE PURCHASE TRANSACTION</u>		
<u>SIZE-CANS</u>		
California - Total	1.9	1.7
Foreign - Total	1.7	1.9

<u>AVERAGE PRICE PAID (¢/CAN)</u>		
California - 1 Lb.	23.0	23.9
Foreign - 1/4 Lb.	25.6	26.0

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST & SOUTH REGIONS
1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
NORTHEAST						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	8	9				
Foreign - Total	12	16				
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	199 1.4	239 1.6				
Foreign - Total	421 2.9	521 3.6				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.5	1.5				
Foreign - Total	1.9	2.2				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.6	24.7				
Foreign - 1/4 Lb.	23.9	23.3				
SOUTH						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	29	20				
Foreign - Total	*	4				
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	315 3.0	293 2.8				
Foreign - Total	* *	115 1.1				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	2.1	2.0				
Foreign - Total	*	1.5				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.2	22.3				
Foreign - 1/4 Lb.	*	25.3				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL: MOUNTAIN &
SOUTHWEST REGIONS 1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CENTRAL</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	11	3				
Foreign - Total	5	7				
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	222 1.5	79 .5				
Foreign - Total	231 1.5	251 1.7				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.6	1.3				
Foreign - Total	1.6	1.6				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	22.9	26.7				
Foreign - 1/4 Lb.	27.8	29.5				
<u>MOUNTAIN & SOUTHWEST</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	3	7				
Foreign - Total	*	1				
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	79 1.5	94 1.8				
Foreign - Total	* *	60 1.1				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.7	2.0				
Foreign - Total	*	1.7				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.4	25.6				
Foreign - 1/4 Lb.	*	30.5				

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION
 1959
 Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>											
California - Total	4		4								
Foreign - Total	5		4								
<u>FAMILIES BUYING (000'S & % OF REG.)</u>											
California - Total	96	1.6	113	1.9							
Foreign - Total	196	3.3	127	2.1							
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>											
California - Total	1.8		1.5								
Foreign - Total	1.7		1.6								
<u>AVERAGE PRICE PAID (¢/CAN)</u>											
California - 1 Lb.	21.5		23.9								
Foreign - 1/4 Lb.	26.7		29.8								

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS:
 INDEPENDENTS & OTHER OUTLETS
 1959
 Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CHAINS OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	22	14				
Foreign - Total	13	15				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8	1.5				
Foreign - Total	1.8	1.8				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.1	22.3				
Foreign - 1/4 Lb.	24.3	25.1				
<u>INDEPENDENTS & OTHER OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	33	29				
Foreign - Total	12	17				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.9	1.9				
Foreign - Total	1.7	1.9				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.2	24.7				
Foreign - 1/4 Lb.	27.0	26.9				

CANNED FISH

CONSUMER PURCHASES



JUNE 1959

UNITED STATES DEPARTMENT OF THE INTERIOR

FISH AND WILDLIFE SERVICE

BUREAU OF COMMERCIAL FISHERIES

WASHINGTON 25, D. C.

FISHERY LEAFLET 478 g