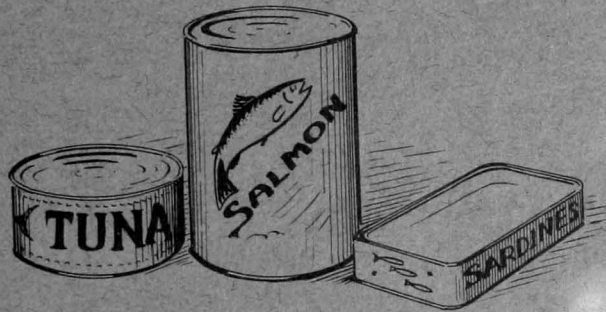


# CANNED FISH

# CONSUMER PURCHASES



MARCH 1959

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UNITED STATES DEPARTMENT OF THE INTERIOR

FISH AND WILDLIFE SERVICE

BUREAU OF COMMERCIAL FISHERIES

WASHINGTON 25, D. C.

FISHERY LEAFLET 478 d

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

CANNED FISH - CONSUMER PURCHASES

MARCH 1959

Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 d

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.

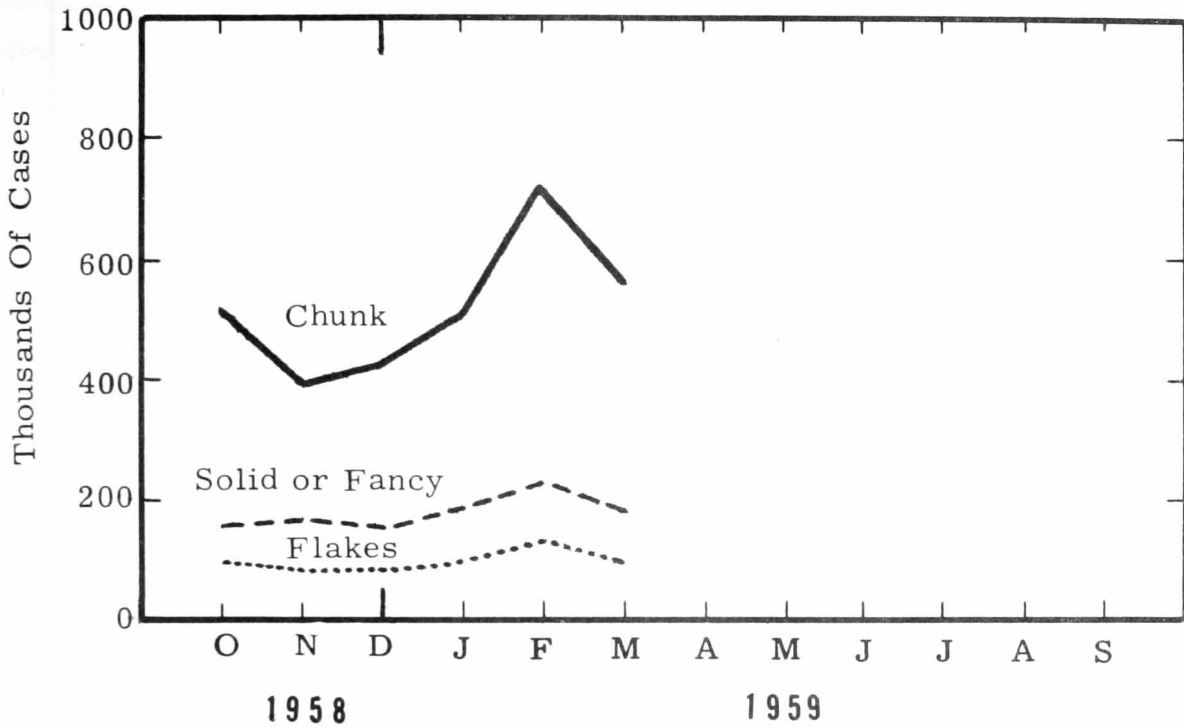
This project is financed from funds provided by the Saltonstall-Kennedy Act, and reports will be published monthly through September, 1959.

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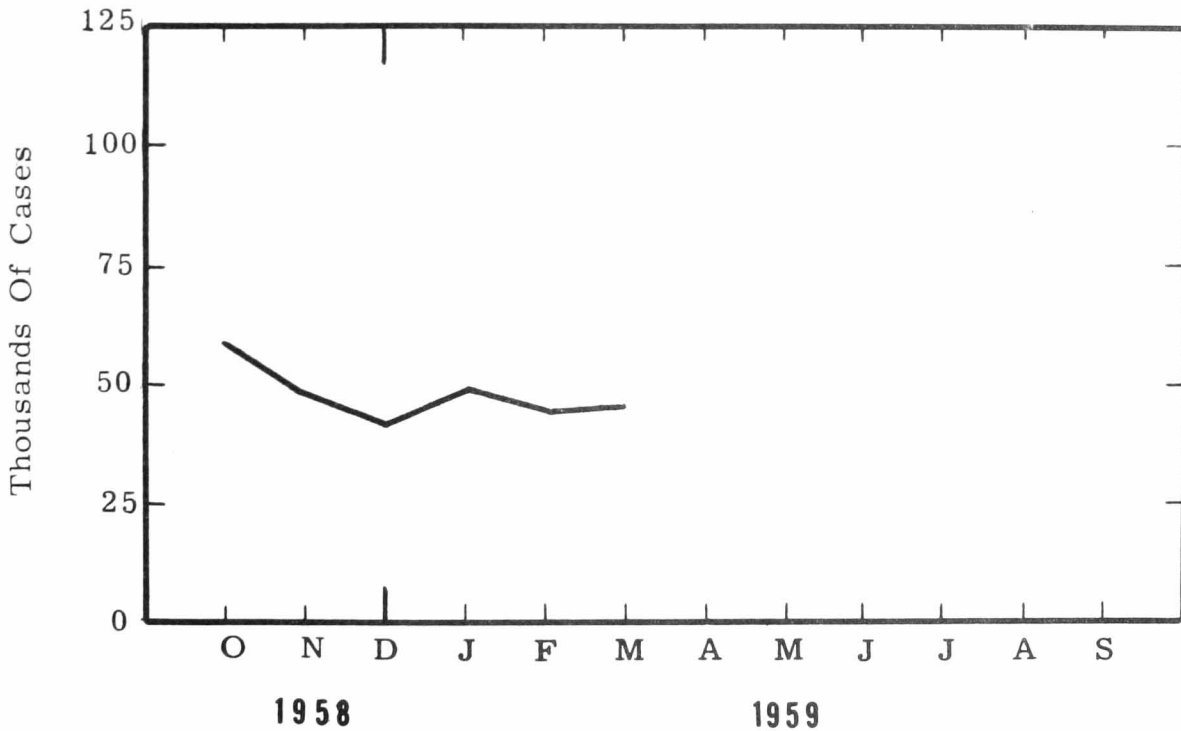
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# TUNA

## CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

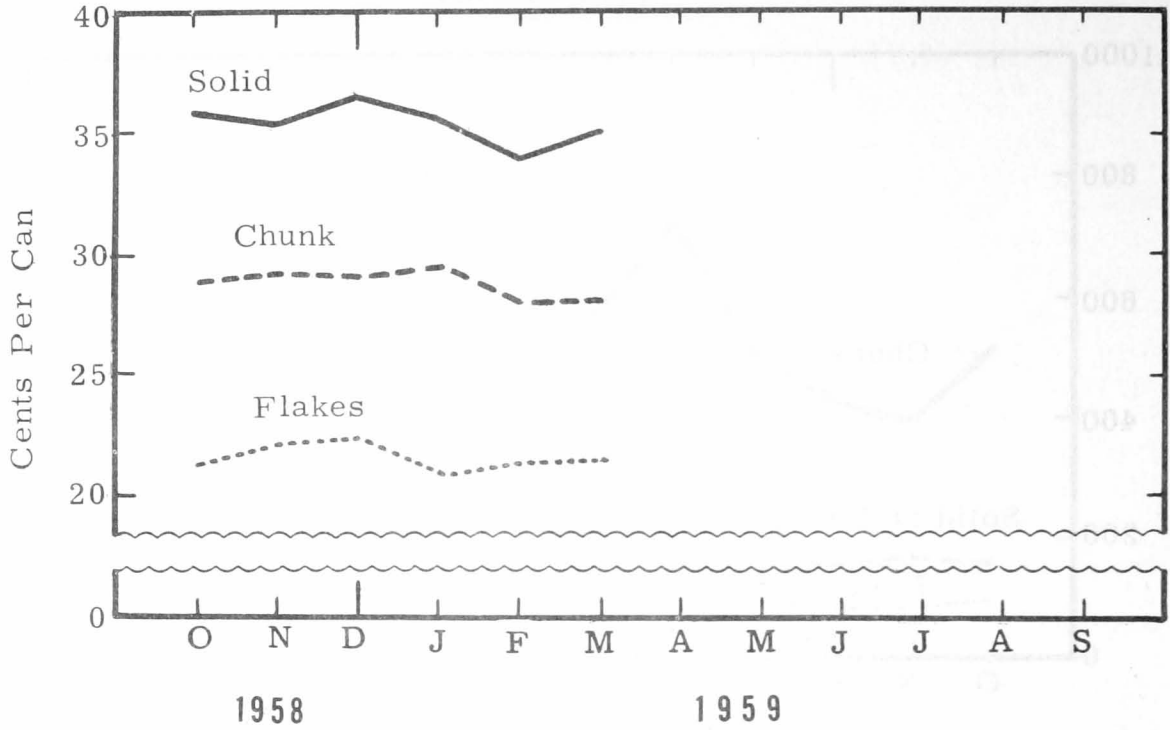


## CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

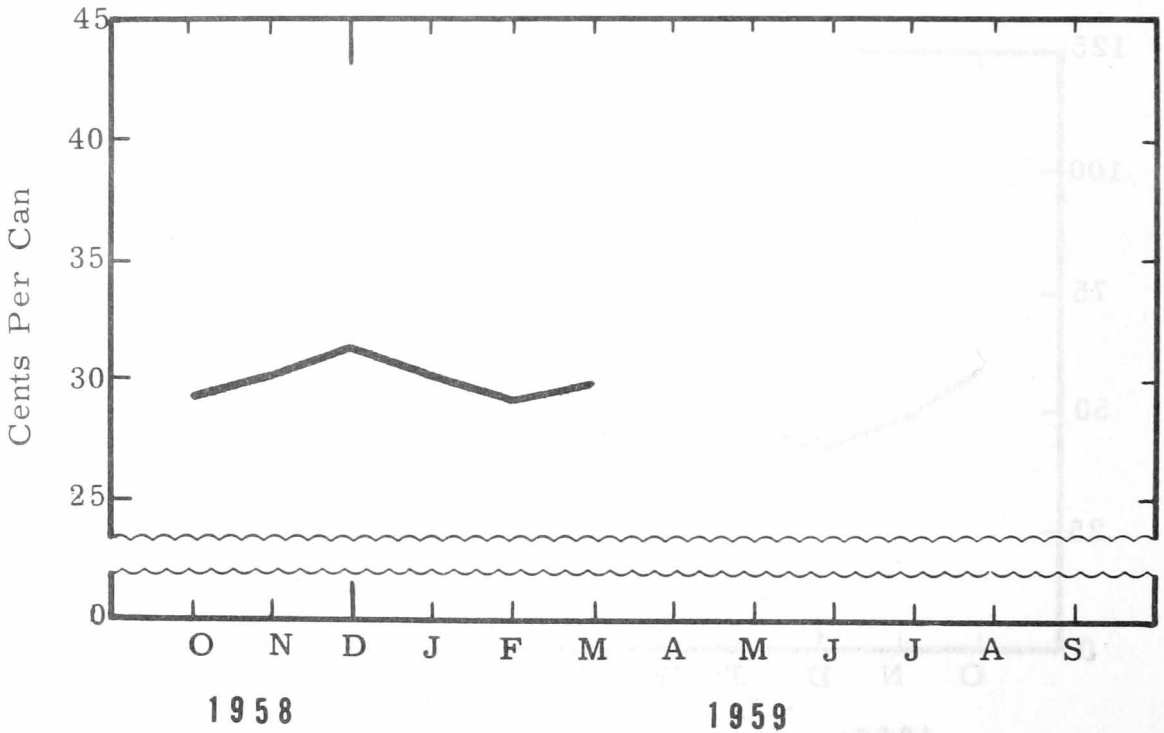


TUNA

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 1958-1959  
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	150	173	160	191	224	187
Chunk	518	461	428	505	720	554
Grated-Flakes	90	86	83	103	135	92
Total	758	720	671	799	1,079	833
Foreign - Total	58	49	43	50	46	46
Total	816	769	714	849	1,125	879

FAMILIES BUYING - (000'S & % U.S.)

<u>Domestic</u>												
Solid Or Fancy	3,500	6.9	3,684	7.2	3,185	6.2	3,798	7.4	4,459	8.7	3,972	7.8
Chunk	9,694	19.0	8,423	16.5	8,331	16.3	9,284	18.1	11,712	22.9	9,874	19.3
Grated-Flakes	1,676	3.3	1,692	3.3	1,505	3.0	1,788	3.5	2,269	4.4	1,809	3.5
Total	13,814	27.1	12,844	25.2	12,229	24.0	13,816	27.0	17,001	33.2	14,563	28.5
Foreign - Total	1,107	2.2	977	1.9	887	1.7	912	1.8	926	1.8	862	1.7
Total	14,600	28.6	13,610	26.7	12,971	25.5	14,466	28.3	17,545	34.3	15,292	29.9

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

<u>Domestic</u>												
Solid Or Fancy	1.6	1.6	1.6	1.6	1.7	1.6						
Chunk	1.8	1.8	1.8	1.8	2.0	1.9						
Grated-Flakes	2.1	2.0	2.0	2.1	2.2	1.9						
Total	1.8	1.8	1.8	1.8	2.0	1.9						
Foreign - Total	1.7	1.7	1.6	1.7	1.7	1.8						
Total	1.8	1.8	1.8	1.8	1.9	1.8						

AVERAGE PRICE PAID (¢/CAN)

<u>Domestic</u>												
Solid Or Fancy - 1/4 Lb.	23.8	23.6	23.2	23.5	23.3	23.5						
1/2 Lb.	36.0	35.6	36.4	35.7	34.2	35.0						
3/4 Lb.	*	*	*	*	*	*						
Chunk - 1/4 Lb.	21.7	21.3	22.4	21.7	21.1	21.0						
1/2 Lb.	28.9	29.1	29.1	28.9	28.2	28.1						
3/4 Lb.	38.2	38.8	41.1	41.8	41.4	42.4						
Grated-Flakes - 1/2 Lb.	21.5	22.1	22.4	22.0	21.4	21.6						
Foreign - 1/4 Lb.	*	*	*	*	*	*						
1/2 Lb.	29.6	30.2	31.4	30.3	29.3	30.3						

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959  
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	93	117	109	126	162	128
Chunk	143	115	113	136	187	155
Grated-Flakes	10	10	14	17	20	13
Total	246	242	236	279	369	296
Foreign - Total	39	36	37	36	34	30
Total	285	278	273	315	403	326

FAMILIES BUYING - (000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	2,109	14.6	2,434	16.8	2,104	14.5	2,377	16.4	2,993	20.7	2,609	18.0
Chunk	2,698	18.6	2,229	15.4	2,179	15.1	2,595	17.9	3,085	21.3	2,695	18.6
Grated-Flakes	163	1.1	202	1.4	236	1.6	246	1.7	278	1.9	228	1.6
Total	4,537	31.4	4,474	30.9	4,172	28.8	4,800	33.1	5,793	40.0	5,087	35.1
Foreign - Total	722	5.0	638	4.4	777	5.4	590	4.1	625	4.3	515	3.6
Total	5,071	35.0	4,956	34.3	4,814	33.3	5,263	36.3	6,158	42.5	5,507	38.0

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Domestic - Solid Or Fancy	1.6	1.7	1.6	1.7	1.8	1.7
Chunk	1.7	1.7	1.6	1.7	1.8	1.7
Grated-Flakes	1.9	1.7	1.9	2.3	2.3	2.0
Total	1.6	1.7	1.6	1.7	1.8	1.7
Foreign - Total	1.6	1.7	1.6	1.6	1.7	1.7
Total	1.6	1.7	1.6	1.7	1.8	1.7

AVERAGE PRICE PAID (¢/CAN)

Domestic -						
Solid Or Fancy - 1/4 Lb.	23.4	23.3	22.9	23.1	23.0	23.5
1/2 Lb.	36.7	35.6	36.4	35.6	33.7	34.2
3/4 Lb.	*	*	*	*	*	*
Chunk - 1/4 Lb.	20.7	20.4	22.8	20.2	20.2	20.2
1/2 Lb.	29.8	30.1	30.6	30.0	29.5	29.1
3/4 Lb.	37.5	39.7	42.8	42.8	42.0	42.6
Grated-Flakes - 1/2 Lb.	21.6	22.2	22.9	22.4	21.6	20.7
Foreign - 1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	30.2	30.2	31.0	31.0	29.8	30.5

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959  
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	20	23	18	23	20	19
Chunk	60	63	47	55	76	65
Grated-Flakes	18	16	14	17	28	22
Total	98	102	79	95	124	106
Foreign - Total	*	*	*	*	*	*
Total	99	103	79	97	125	107

FAMILIES BUYING - (000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	517	5.0	428	4.1	328	3.1	501	4.8	431	4.1	442	4.2
Chunk	1,103	10.6	1,122	10.7	958	9.2	1,246	11.8	1,460	13.9	1,260	12.0
Grated-Flakes	409	3.9	380	3.6	250	2.4	321	3.0	529	5.0	468	4.4
Total	1,907	18.3	1,826	17.5	1,482	14.2	1,905	18.1	2,212	21.0	1,948	18.5
Foreign - Total	*	*	*	*	*	*	*	*	*	*	*	*
Total	1,932	18.5	1,867	17.9	1,482	14.2	1,949	18.5	2,241	21.3	1,969	18.7

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Domestic - Solid Or Fancy	1.3	1.6	1.7	1.5	1.4	1.4
Chunk	1.6	1.8	1.5	1.6	1.7	1.6
Grated-Flakes	1.6	1.5	1.8	1.8	2.1	1.6
Total	1.5	1.7	1.6	1.6	1.7	1.6
Foreign - Total	*	*	*	*	*	*
Total	1.5	1.7	1.6	1.6	1.7	1.5

AVERAGE PRICE PAID (¢/CAN)

Domestic -						
Solid Or Fancy - 1/4 Lb.	*	24.1	*	*	*	23.1
1/2 Lb.	35.8	36.0	36.9	36.3	36.8	36.3
3/4 Lb.	*	*	*	*	*	*
Chunk - 1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	30.7	30.1	31.0	30.2	30.5	29.5
3/4 Lb.	39.9	40.8	40.0	42.5	43.9	44.9
Grated-Flakes - 1/2 Lb.	22.2	23.1	22.6	23.1	22.8	23.0
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 1958-1959  
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	14	12	12	17	20	16
Chunk	127	120	126	156	245	161
Grated-Flakes	30	26	30	36	44	25
Total	171	158	168	209	309	202
Foreign - Total	9	8	5	8	8	12
Total	180	166	173	217	317	214

FAMILIES BUYING - (000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	375	2.5	327	2.2	340	2.3	393	2.6	477	3.2	413	2.8
Chunk	2,593	17.5	2,334	15.8	2,667	18.0	2,691	18.1	3,854	26.0	3,144	21.2
Grated-Flakes	622	4.2	596	4.0	578	3.9	628	4.2	821	5.5	507	3.4
Total	3,366	22.7	3,046	20.6	3,416	23.1	3,564	24.0	4,831	32.5	3,878	26.1
Foreign - Total	201	1.4	197	1.3	93	.6	191	1.3	177	1.2	240	1.6
Total	3,497	23.6	3,223	21.8	3,504	23.7	3,668	24.7	4,945	33.3	4,107	27.7

AVERAGE PURCHASE TRANSACTION

<u>SIZE-CANS</u>												
Domestic - Solid Or Fancy	1.6		1.4		1.4		1.5		1.6		1.6	
Chunk	1.7		1.7		1.8		1.9		2.2		1.9	
Grated-Flakes	2.0		1.7		1.9		2.2		2.0		1.8	
Total	1.7		1.7		1.8		1.9		2.1		1.8	
Foreign - Total	1.7		1.8		1.6		1.9		1.8		2.1	
Total	1.7		1.7		1.8		1.9		2.1		1.9	

AVERAGE PRICE PAID (¢/CAN)

Domestic -												
Solid Or Fancy - 1/4 Lb.	*		*		*		*		*		*	
1/2 Lb.	35.7		35.6		35.5		37.3		34.4		34.7	
3/4 Lb.	*		*		*		*		*		*	
Chunk												
- 1/4 Lb.	*		*		*		*		*		*	
1/2 Lb.	29.4		29.7		29.3		28.7		27.9		28.9	
3/4 Lb.	38.0		38.3		41.5		41.3		41.8		42.4	
Grated-Flakes												
- 1/2 Lb.	21.4		21.9		21.7		21.4		20.7		20.9	
Foreign												
- 1/4 Lb.	*		*		*		*		*		*	
1/2 Lb.	33.0		31.9		36.2		30.6		30.2		30.7	

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST  
REGION 1958-1959  
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	6	5	4	8	7	8
Chunk	67	49	46	58	74	51
Grated-Flakes	19	20	13	23	26	19
Total	92	74	63	89	107	78
Foreign - Total	*	*	*	*	*	*
Total	93	75	63	91	107	78

FAMILIES BUYING - (000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	146	2.7	135	2.5	100	1.9	177	3.3	216	4.0	170	3.2
Chunk	1,348	25.4	994	18.7	903	17.0	1,106	20.7	1,312	24.6	999	18.7
Grated-Flakes	299	5.6	359	6.8	247	4.6	418	7.8	398	7.4	367	6.9
Total	1,667	31.4	1,402	26.4	1,171	22.0	1,563	29.3	1,807	33.8	1,468	27.5
Foreign - Total	*	*	*	*	*	*	*	*	*	*	*	*
Total	1,674	31.5	1,437	27.0	1,174	22.1	1,580	29.6	1,821	34.1	1,483	27.8

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

<u>Domestic</u>											
Solid Or Fancy	1.5	1.4	1.3	1.4	1.5	1.7					
Chunk	1.7	1.6	1.7	1.7	1.8	1.8					
Grated-Flakes	2.5	2.1	2.0	2.2	2.2	2.0					
Total	1.8	1.7	1.7	1.8	1.9	1.9					
Foreign - Total	*	*	*	*	*	*					
Total	1.8	1.7	1.7	1.8	1.9	1.9					

AVERAGE PRICE PAID (¢/CAN)

<u>Domestic</u>											
Solid Or Fancy - 1/4 Lb. * * * * *											
	1/2 Lb.	37.4	38.2	39.3	37.5	37.9	40.8				
	3/4 Lb.	*	*	*	*	*	*				
Chunk - 1/4 Lb. * 22.8 * 23.4 22.4 *											
	1/2 Lb.	30.5	31.1	30.8	30.5	29.6	29.2				
	3/4 Lb.	38.8	39.5	41.9	43.5	42.4	47.0				
Grated-Flakes - 1/2 Lb. 21.7 22.8 23.1 22.1 21.5 22.0											
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

PACIFIC REGION 1958-1959  
Monthly (4 weeks)

CANNED TUNA

	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	17	16	17	17	15	16
Chunk	121	114	96	100	138	122
Grated-Flakes	13	14	12	10	17	13
Total	151	144	125	127	170	151
Foreign - Total	8	3	*	*	3	3
Total	159	147	126	129	173	154

FAMILIES BUYING - (000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	353	5.9	360	6.1	313	5.3	350	5.9	342	5.7	338	5.7
Chunk	1,952	32.9	1,744	29.4	1,624	27.3	1,646	27.7	2,001	33.6	1,776	29.8
Grated-Flakes	183	3.1	155	2.6	194	3.2	175	2.9	243	4.1	239	4.0
Total	2,337	39.3	2,096	35.3	1,988	33.6	1,984	33.3	2,358	39.6	2,182	36.7
Foreign - Total	122	2.1	55	.9	*	*	*	*	65	1.1	60	1.0
Total	2,426	40.8	2,127	35.8	1,997	33.6	2,006	33.7	2,380	40.0	2,226	37.4

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

Domestic - Solid Or Fancy	1.8	1.6	2.0	1.8	1.7	1.6
Chunk	2.0	2.1	2.0	2.0	2.3	2.3
Grated-Flakes	2.9	3.4	2.5	2.4	2.8	2.2
Total	2.0	2.1	2.1	2.0	2.2	2.2
Foreign - Total	2.2	1.6	*	*	1.9	1.8
Total	2.0	2.1	2.1	2.0	2.2	2.2

AVERAGE PRICE PAID (¢/CAN)

<u>Domestic -</u>						
Solid Or Fancy	- 1/4 Lb.	23.7	24.3	24.3	24.3	23.9
	1/2 Lb.	34.5	34.4	35.5	34.1	32.5
	3/4 Lb.	*	*	*	*	*
Chunk	- 1/4 Lb.	22.3	21.4	22.3	22.6	21.8
	1/2 Lb.	26.8	26.9	26.7	27.0	26.2
	3/4 Lb.	38.3	37.9	39.2	40.8	39.5
Grated-Flakes	- 1/2 Lb.	20.8	20.3	22.0	21.6	20.7
Foreign	- 1/4 Lb.	*	*	*	*	*
	1/2 Lb.	26.2	29.1	*	*	25.0

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959  
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	89	102	93	109	140	122
Chunk	308	259	242	294	445	332
Grated-Flakes	54	48	47	44	73	48
Total	451	409	382	447	658	502
Foreign - Total	25	23	26	22	18	21
Total	476	432	408	469	676	523

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

Domestic - Solid Or Fancy	1.5	1.6	1.5	1.6	1.7	1.6
Chunk	1.7	1.8	1.8	1.8	2.1	1.9
Grated-Flakes	2.2	2.1	1.9	2.0	2.3	1.9
Total	1.7	1.8	1.7	1.8	2.0	1.8
Foreign - Total	1.6	1.8	1.7	1.8	1.8	1.7
Total	1.7	1.8	1.7	1.8	2.0	1.8

AVERAGE PRICE PAID (¢/CAN)

Domestic -						
Solid Or Fancy - 1/4 Lb.	23.7	23.9	24.0	23.3	23.4	23.0
1/2 Lb.	35.7	35.6	35.8	35.5	33.7	34.0
3/4 Lb.	*	*	*	*	*	*
Chunk - 1/4 Lb.	21.3	21.3	22.5	21.4	21.1	21.1
1/2 Lb.	28.7	28.8	28.6	29.0	27.7	27.8
3/4 Lb.	37.7	39.2	42.3	42.9	42.1	43.2
Grated-Flakes - 1/2 Lb.	21.2	21.4	22.4	22.1	21.4	21.3
Foreign						
- 1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	30.5	29.9	31.5	30.1	30.6	30.8

\*Insufficient Number Of Purchases To Compute A Separate Figure



NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER  
OUTLETS 1958-1959  
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	61	71	67	82	84	65
Chunk	210	202	186	211	275	222
Grated-Flakes	36	38	36	59	62	44
Total	307	311	289	352	421	331
Foreign - Total	33	26	17	28	28	25
Total	340	337	306	380	449	356

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

Domestic - Solid Or Fancy	1.6	1.7	1.8	1.7	1.8	1.7
Chunk	1.8	1.8	1.8	1.9	1.9	1.9
Grated-Flakes	2.0	1.8	2.1	2.2	2.1	1.9
Total	1.8	1.8	1.8	1.9	1.9	1.9
Foreign - Total	1.8	1.5	1.4	1.6	1.7	1.8
Total	1.8	1.8	1.8	1.9	1.9	1.9

AVERAGE PRICE PAID (¢/CAN)

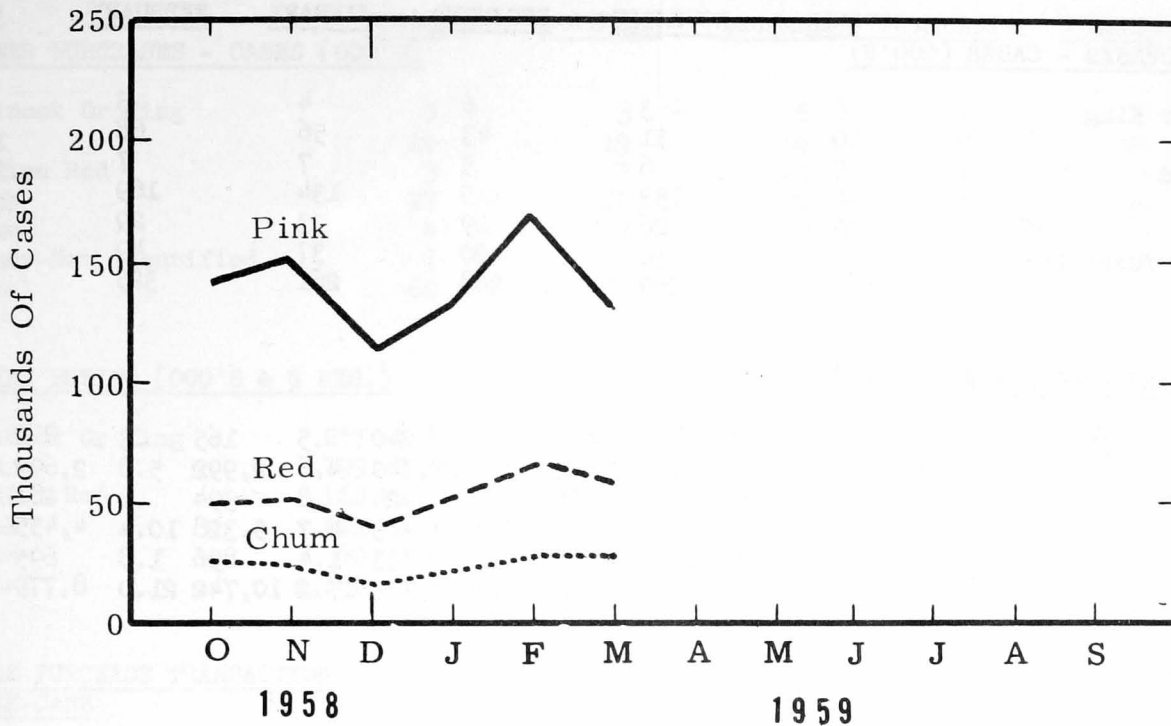
Domestic -						
Solid Or Fancy - 1/4 Lb.	23.8	23.4	22.9	23.5	23.3	23.8
1/2 Lb.	36.6	35.4	37.1	36.1	34.9	37.1
3/4 Lb.	*	*	*	*	*	*
Chunk - 1/4 Lb.	22.2	21.2	22.2	22.2	21.2	20.9
1/2 Lb.	29.2	29.3	29.7	28.8	29.0	28.4
3/4 Lb.	38.7	38.4	40.3	40.8	40.7	41.6
Grated-Flakes - 1/2 Lb.	21.9	22.7	22.3	21.9	21.5	21.8
Foreign - 1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	28.8	30.5	31.2	30.5	28.3	29.8

\*Insufficient Number Of Purchases To Compute A Separate Figure

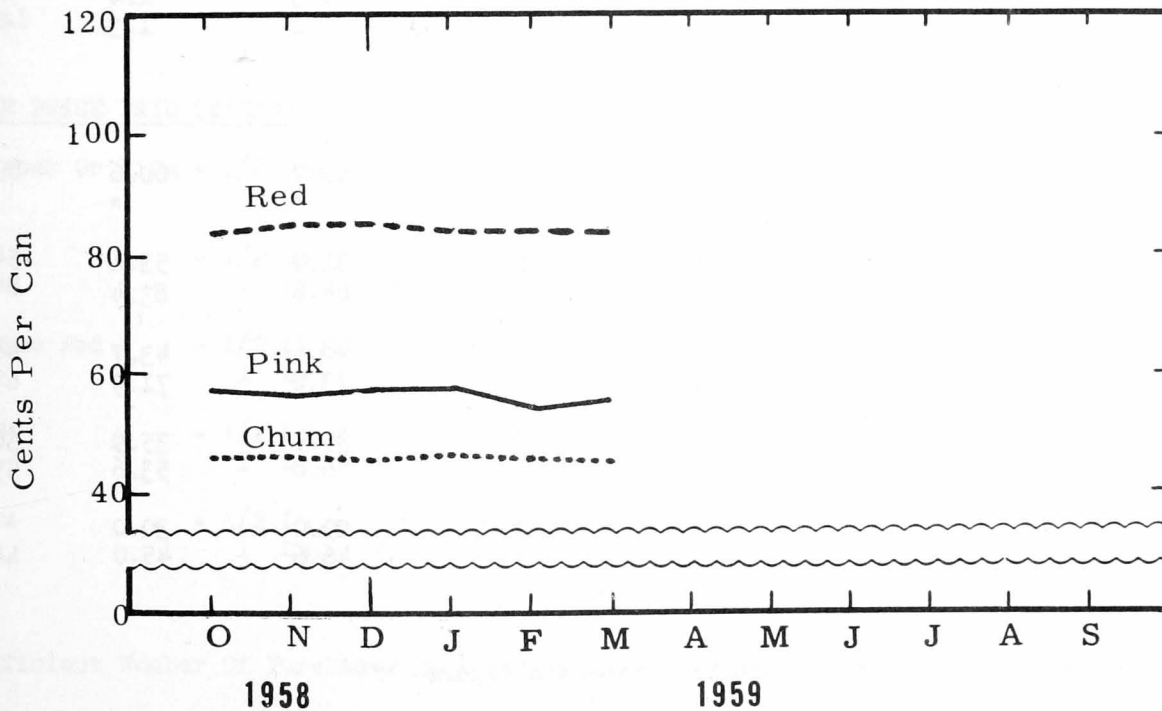


# SALMON

## CANNED SALMON - CONSUMER PURCHASES



## CANNED SALMON - AVERAGE PRICES (1 POUND)



NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	6	3	6	4	3	3
Red	50	51	43	56	68	57
Medium Red	5	6	5	7	7	4
Pink	144	153	115	134	169	132
Chum	26	26	19	23	29	26
Other-Not Identified	51	30	20	37	49	27
Total	282	269	208	261	325	249

FAMILIES BUYING (000'S & % OF U.S.)

Chinook Or King	334	.7	147	.3	285	.6	240	.5	165	.3	210	.4
Red	2,278	4.5	2,350	4.6	2,007	3.9	2,340	4.6	2,992	5.8	2,692	5.3
Medium Red	255	.5	364	.7	279	.5	424	.8	394	.8	281	.5
Pink	4,628	9.1	4,458	8.7	3,761	7.4	4,463	8.7	5,328	10.4	4,455	8.7
Chum	686	1.3	674	1.3	581	1.1	733	1.4	896	1.8	695	1.4
Total	8,950	17.6	8,408	16.5	7,272	14.3	8,777	17.2	10,742	21.0	8,775	17.2

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	62.0	63.3	58.0	59.7	60.6	59.2
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	54.1	53.7	55.1	51.9	53.1	54.7
1 Lb.	83.4	84.6	84.5	84.6	83.4	84.4
Medium Red - 1/2 Lb.	40.9	43.3	49.2	48.5	43.7	48.6
1 Lb.	64.3	67.0	*	73.2	71.9	67.7
Pink - 1/2 Lb.	36.1	36.0	36.2	35.9	35.9	36.2
1 Lb.	56.3	56.0	56.9	56.8	53.6	55.8
Chum - 1/2 Lb.	32.6	30.1	29.9	29.0	30.0	*
1 Lb.	45.8	45.7	45.5	46.6	45.0	44.7

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959  
Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	5	3	5	4	2	3
Red	16	19	16	22	26	24
Medium Red	3	3	3	4	4	3
Pink	27	26	22	23	34	24
Chum	4	7	2	2	*	*
Other-Not Identified	7	3	2	6	6	4
Total	62	61	50	61	73	59

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	257	1.8	133	.9	232	1.6	217	1.5	114	.8	158	1.1
Red	799	5.5	927	6.4	753	5.2	968	6.7	1,209	8.3	1,171	8.1
Medium Red	162	1.1	234	1.6	188	1.3	268	1.9	224	1.5	178	1.2
Pink	912	6.3	851	5.9	758	5.2	747	5.2	1,142	7.9	875	6.0
Chum	80	.6	108	.7	86	.6	107	.7	*	*	*	*
Total	2,180	15.1	2,123	14.7	1,991	13.8	2,334	16.1	2,830	19.5	2,420	16.7

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Chinook Or King	1.4	1.3	1.5	1.3	1.3	1.6
Red	1.3	1.2	1.2	1.2	1.2	1.2
Medium Red	1.3	1.4	1.5	1.1	1.2	1.1
Pink	1.2	1.2	1.1	1.2	1.1	1.2
Chum	1.2	1.2	1.0	1.0	*	*
Total	1.3	1.2	1.2	1.2	1.2	1.2

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	63.9	63.2	63.4	60.2	60.5	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	53.1	52.9	53.6	52.9	52.1	53.6
1 Lb.	83.1	82.0	84.9	83.0	84.9	82.0
Medium Red - 1/2 Lb.	*	44.7	49.6	51.0	48.0	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	38.7	37.4	34.8	36.4	36.0	40.2
1 Lb.	57.5	57.5	56.7	56.8	54.5	56.8
Chum - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	46.7	47.3	46.2	49.6	*	*

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	*	*	*	*	*	*
Red	4	3	4	3	3	2
Medium Red	*	*	*	*	*	*
Pink	59	69	46	57	56	59
Chum	11	11	9	9	11	8
Other-Not Identified	16	8	8	7	14	7
Total	91	93	68	77	84	77

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	*	*	*	*	*	*	*	*	*	*	*	
Red	176	1.7	127	1.2	159	1.5	136	1.3	123	1.2	114	1.1
Medium Red	*	*	*	*	*	*	*	*	*	*	*	*
Pink	1,629	15.6	1,707	16.4	1,295	12.4	1,688	16.0	1,657	15.7	1,686	16.0
Chum	258	2.5	249	2.4	248	2.4	277	2.6	312	3.0	192	1.8
Total	2,331	22.3	2,307	22.1	1,922	18.4	2,260	21.5	2,373	22.5	2,179	20.7

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	56.2	48.1	56.1	58.1	58.8	*
1 Lb.	88.3	77.3	78.6	83.3	*	85.6
Medium Red - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	35.3	35.3	36.1	35.4	35.7	35.6
1 Lb.	56.6	55.9	56.7	56.6	54.2	55.1
Chum - 1/2 Lb.	*	*	*	28.5	*	*
1 Lb.	46.6	44.1	46.0	46.4	45.9	45.4

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1958-1959  
Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	*	*	*	*	*	*
Red	19	18	15	22	27	20
Medium Red	*	*	*	2	2	*
Pink	37	36	28	31	55	29
Chum	6	5	5	6	8	8
Other-Not Identified	17	12	6	15	20	11
Total	80	72	56	76	113	70

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *
Red	901 6.1	804 5.4	754 5.1	845 5.7	1,207 8.1	935 6.3					
Medium Red	* *	* *	* *	121 .8	108 .7	* *					
Pink	1,370 9.3	1,196 8.1	1,102 7.4	1,284 8.6	1,763 11.9	1,191 8.0					
Chum	185 1.3	181 1.2	155 1.0	194 1.3	275 1.9	269 1.8					
Total	2,879 19.5	2,499 16.9	2,213 15.0	2,665 17.9	3,855 26.0	2,753 18.5					

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	56.1	55.2	56.0	45.3	51.4	52.8
1 Lb.	82.6	85.0	85.3	83.7	81.4	83.3
Medium Red - 1/2 Lb.	*	*	*	46.1	*	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	36.8	36.7	36.8	36.6	37.1	36.8
1 Lb.	54.5	54.7	56.4	56.4	51.5	55.7
Chum - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	43.0	47.6	44.3	46.0	43.0	43.1

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST  
REGION 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	*	*	*	*	*	*
Red	5	5	4	4	5	6
Medium Red	*	*	*	*	*	*
Pink	12	15	13	15	18	14
Chum	4	3	2	5	5	5
Other-Not Identified	8	6	3	7	8	5
Total	29	29	22	31	36	30

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	*	*	*	*	*	*	*	*	*	*	*	
Red	168	3.2	234	4.4	181	3.4	158	3.0	194	3.6	246	4.6
Medium Red	*	*	*	*	*	*	*	*	*	*	*	*
Pink	422	7.9	471	8.9	389	7.3	469	8.8	539	10.1	446	8.3
Chum	108	2.0	113	2.1	69	1.3	114	2.1	120	2.2	97	1.8
Total	883	16.6	944	17.8	716	13.5	927	17.3	1,055	19.7	912	17.1

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

Chinook Or King	*	*	*	*	*	*
Red	1.1	1.1	1.2	1.1	1.2	1.1
Medium Red	*	*	*	*	*	*
Pink	1.2	1.3	1.3	1.3	1.4	1.2
Chum	1.5	1.3	1.2	1.7	1.4	1.6
Total	1.3	1.2	1.2	1.3	1.3	1.2

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	59.1	58.4	57.1	*	56.6	59.0
1 Lb.	84.3	87.5	85.2	87.3	87.9	87.2
Medium Red - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	35.3	37.3	36.4	36.7	35.5	36.9
1 Lb.	58.2	57.4	58.3	57.0	54.8	56.9
Chum - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	46.2	45.1	43.8	45.7	43.4	44.4

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	*	*	*	*	*	*
Red	6	6	4	5	7	5
Medium Red	*	*	*	*	*	*
Pink	9	7	6	8	6	6
Chum	*	*	*	*	4	*
Other-Not Identified	3	*	*	2	*	*
Total	20	14	12	16	19	13

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	* *	* *	* *	* *	* *	* *
Red	234 3.9	258 4.3	160 2.7	233 3.9	259 4.4	226 3.8
Medium Red	* *	* *	* *	* *	* *	* *
Pink	295 5.0	233 3.9	217 3.7	275 4.6	227 3.8	257 4.3
Chum	* *	* *	* *	* *	116 1.9	* *
Total	677 11.4	535 9.0	430 7.2	591 9.9	629 10.6	511 8.6

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	49.7	52.9	55.6	58.9	55.5	58.3
1 Lb.	81.5	92.3	*	90.0	83.7	93.2
Medium Red - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	*	*	*	36.1	*	34.1
1 Lb.	56.0	56.0	56.9	58.2	56.0	56.6
Chum - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	48.1	*

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	2	*	2	*	*	*
Red	27	29	22	30	42	33
Medium Red	2	4	2	4	4	3
Pink	71	70	50	73	84	57
Chum	19	20	15	15	20	19
Other-Not Identified	20	14	10	16	25	11
Total	141	138	101	139	176	124

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	60.6	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	54.3	53.8	54.9	48.6	53.2	54.6
1 Lb.	84.1	83.9	83.3	85.2	82.8	83.5
Medium Red - 1/2 Lb.	*	*	*	44.9	41.6	*
1 Lb.	*	69.7	*	*	*	*
Pink - 1/2 Lb.	34.8	35.3	35.1	35.4	34.4	35.4
1 Lb.	54.4	54.4	54.0	55.0	52.3	54.5
Chum - 1/2 Lb.	*	*	*	28.8	29.8	*
1 Lb.	44.7	45.2	44.9	45.9	44.4	43.7

\*Insufficient Number Of Purchases To Compute A Separate Figure



NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER  
OUTLETS 1958-1959  
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Chinook Or King	4	2	4	3	2	2
Red	23	22	21	26	26	24
Medium Red	3	2	3	3	3	*
Pink	73	83	65	61	85	75
Chum	7	6	4	8	9	7
Other-Not Identified	31	16	10	21	24	16
Total	141	131	107	122	149	125

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

Chinook Or King	1.5	1.4	1.5	1.2	1.1	1.7
Red	1.4	1.3	1.2	1.2	1.2	1.2
Medium Red	1.3	1.4	1.2	1.1	1.6	*
Pink	1.3	1.4	1.3	1.3	1.3	1.3
Chum	1.5	1.2	1.2	1.4	1.2	1.4
Total	1.3	1.3	1.3	1.3	1.3	1.3

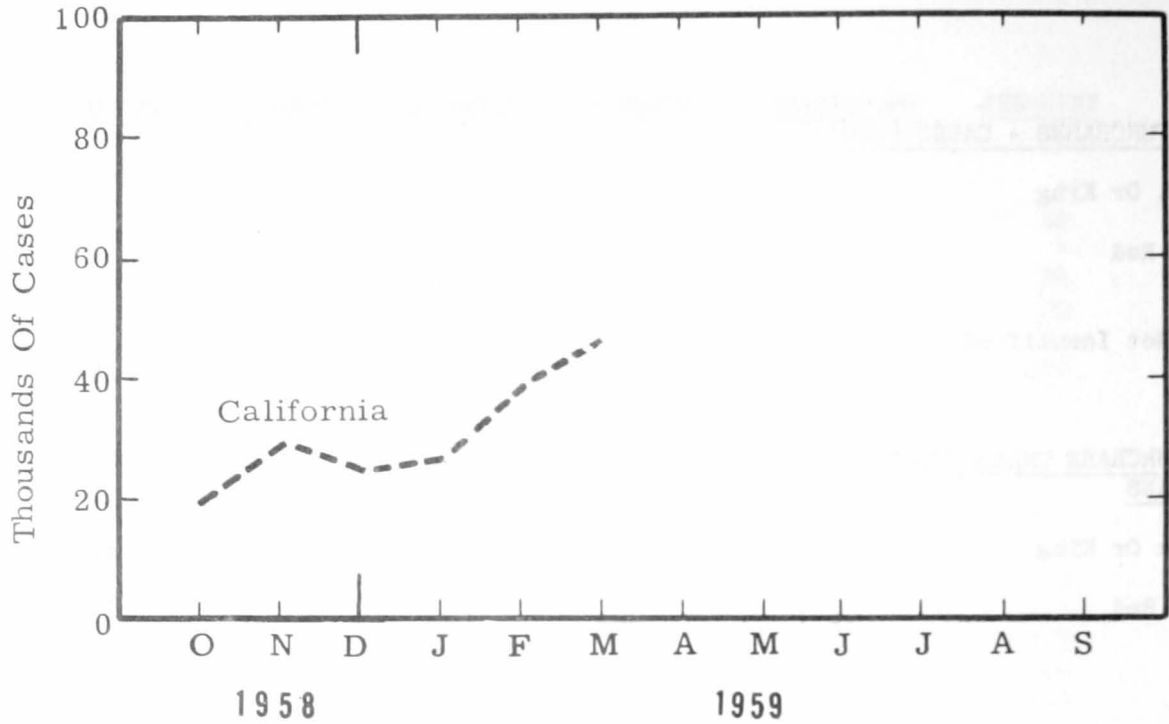
AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	62.6	*	58.5	60.8	59.0	*
1 Lb.	*	*	*	*	*	*
Red - 1/2 Lb.	53.9	53.7	55.3	55.2	53.1	54.8
1 Lb.	82.3	86.1	85.9	84.0	84.5	86.0
Medium Red - 1/2 Lb.	*	43.9	50.5	53.1	45.7	*
1 Lb.	*	*	*	*	*	*
Pink - 1/2 Lb.	37.3	36.5	36.8	36.2	37.2	36.6
1 Lb.	57.9	57.2	59.0	58.6	54.7	56.7
Chum - 1/2 Lb.	*	*	*	*	*	*
1 Lb.	49.2	47.6	48.6	47.7	46.3	47.3

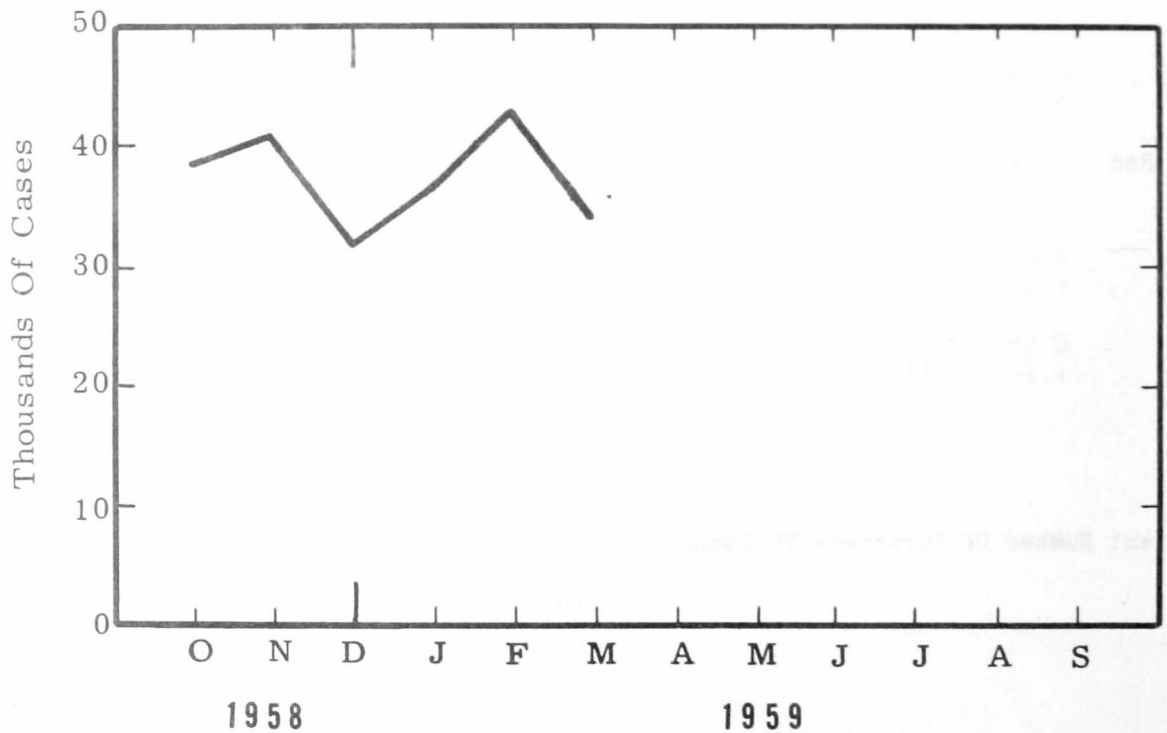
\*Insufficient Number Of Purchases To Compute A Separate Figure

# SARDINES

## CANNED SARDINES - CONSUMER PURCHASES (DOMESTIC)

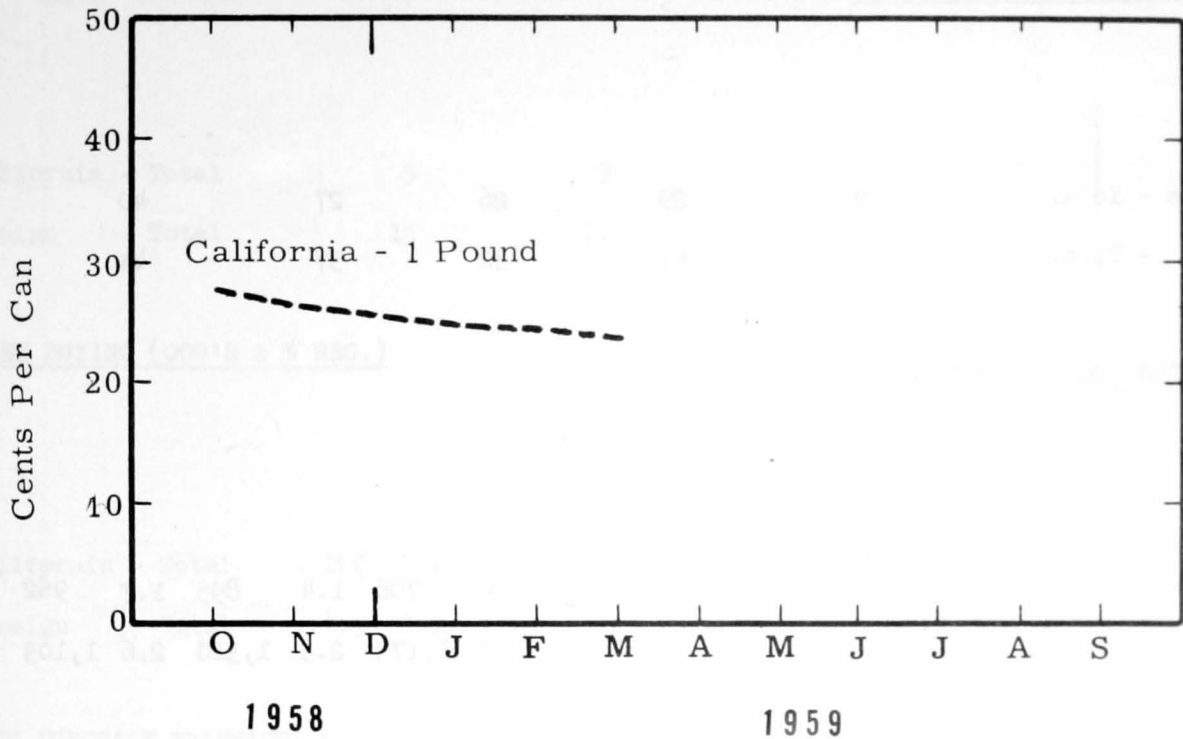


## CANNED SARDINES - CONSUMER PURCHASES (FOREIGN)

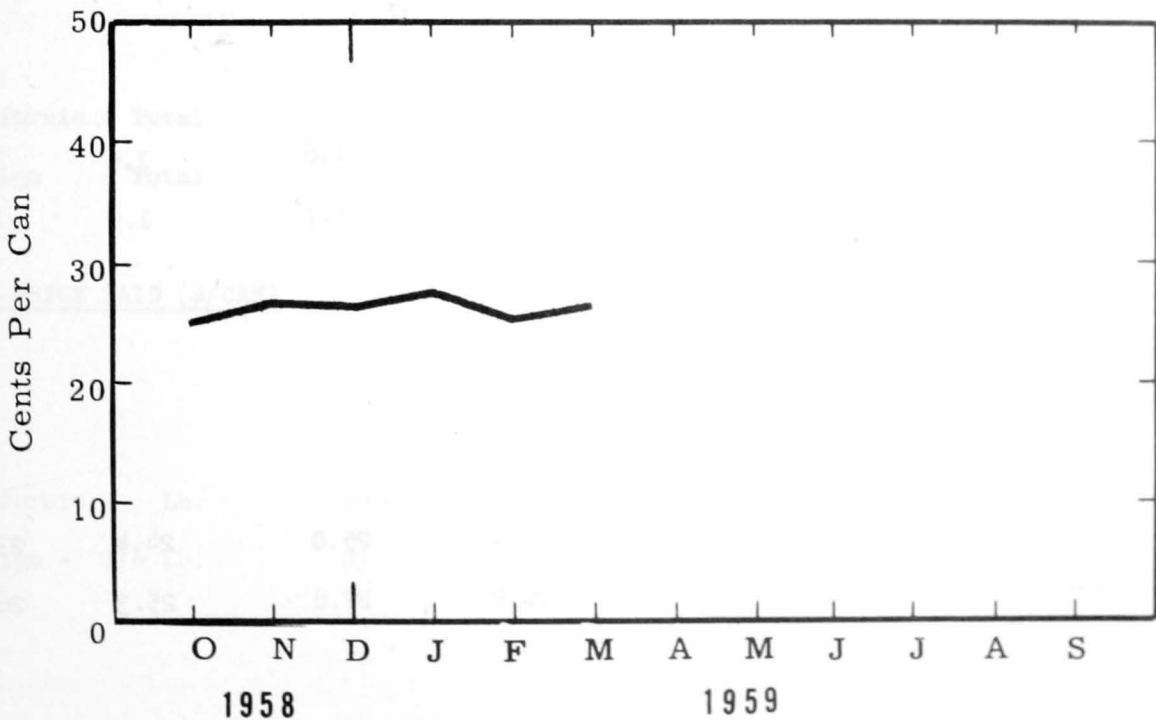


# SARDINES

## 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 1958-1959  
 Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	19	29	26	27	40	46
Foreign - Total	39	41	32	37	44	34

FAMILIES BUYING (000'S & % U.S.)

California - Total	645	1.3	663	1.3	715	1.4	708	1.4	895	1.7	962	1.9
Foreign - Total	1,205	2.4	1,228	2.4	887	1.7	1,173	2.3	1,310	2.6	1,103	2.2

AVERAGE PURCHASE TRANSACTION  
 SIZE-CANS

California - Total	1.3	1.6	1.5	1.6	1.6	1.6
Foreign - Total	1.8	1.7	1.9	1.7	1.9	1.8

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	27.7	26.4	25.5	25.0	24.4	23.4
Foreign - 1/4 Lb.	25.8	27.1	26.9	27.8	25.3	26.1

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959  
Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	5	9	8	8	11	5
Foreign - Total	15	11	13	16	18	12

FAMILIES BUYING (000'S & % REG.)

California - Total	206	1.4	269	1.9	313	2.2	259	1.8	299	2.1	203	1.4
Foreign - Total	469	3.2	542	3.7	404	2.8	579	4.0	659	4.6	452	3.1

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

California - Total	1.1	1.5	1.2	1.5	1.3	1.3
Foreign - Total	1.9	1.6	2.1	1.6	1.9	1.8

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	30.6	28.1	27.7	24.4	25.2	24.5
Foreign - 1/4 Lb.	23.1	23.3	23.7	28.1	20.7	23.0

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959  
Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	7	16	12	11	19	26
Foreign - Total	10	20	*	*	6	6

FAMILIES BUYING (000'S & REG.)

California - Total	211	2.0	200	2.6	202	1.7	204	1.9	271	2.6	389	3.7
Foreign - Total	210	2.0	237	2.3	*	*	*	*	130	1.2	128	1.2

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

California - Total	1.4	1.8	1.7	1.8	2.0	1.8
Foreign - Total	1.3	2.1	*	*	1.8	1.8

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	23.9	24.7	23.8	23.8	23.7	22.1
Foreign - 1/4 Lb.	*	*	*	*	19.2	21.0

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
Report to  
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1958-1959  
Monthly (4 weeks)

SARDINES

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	3	2	4	3	5	6
Foreign - Total	7	4	11	8	11	11

FAMILIES BUYING (000'S & % REG.)

California - Total	123 .8	66 .4	134 .9	99 .7	160 1.1	156 1.1
Foreign - Total	256 1.7	194 1.3	235 1.6	281 1.9	301 2.0	315 2.1

AVERAGE PURCHASE TRANSACTION  
SIZE-CANS

California - Total	1.3	1.0	1.4	1.4	1.4	1.2
Foreign - Total	2.2	1.8	1.8	1.7	1.8	1.6

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	31.8	*	*	*	25.3	24.8
Foreign - 1/4 Lb.	23.4	28.1	25.6	26.3	29.3	27.0

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
 Report to  
 UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST  
 REGION 1958-1959  
 Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	*	*	*	2	2	6
Foreign - Total	3	*	*	2	*	*

FAMILIES BUYING (000'S & % REG.)

California - Total	* *	* *	* *	69 1.3	76 1.4	142 2.7
Foreign - Total	63 1.2	* *	* *	76 1.4	* *	* *

AVERAGE PURCHASE TRANSACTION  
 SIZE-CANS

California - Total	*	*	*	1.3	1.4	1.5
Foreign - Total	2.1	*	*	2.2	*	*

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	*	*	*	27.5	25.5	26.0
Foreign - 1/4 Lb.	33.5	*	*	27.5	*	*

\*Insufficient Number Of Purchases To Compute A Separate Figure



NATIONAL CONSUMER PANEL  
 Report to  
 UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1958-1959  
 Monthly (4 weeks)

SARDINES

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	2	*	*	3	3	3
Foreign - Total	4	5	3	6	7	4

FAMILIES BUYING (000'S & % REG.)

California - Total	68 1.1	* *	* *	77 1.3	89 1.5	72 1.2
Foreign - Total	207 3.5	204 3.4	145 2.4	173 2.9	177 3.0	159 2.7

AVERAGE PURCHASE TRANSACTION  
 SIZE-CANS

California - Total	1.2	*	*	1.9	1.4	1.7
Foreign - Total	1.6	1.5	1.6	1.6	1.8	1.9

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	*	*	*	26.0	24.1	23.2
Foreign - 1/4 Lb.	30.6	30.2	32.7	30.7	33.0	28.9

\*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL  
 Report to  
 UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959  
 Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
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California - Total	7	5	11	10	13	16
Foreign - Total	20	16	18	20	21	16

AVERAGE PURCHASE TRANSACTION  
 SIZE-CANS

California - Total	1.3	1.1	1.3	1.5	1.5	1.4
Foreign - Total	1.7	1.7	1.8	1.8	1.9	1.8

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	28.1	27.1	26.1	24.6	23.4	21.5
Foreign - 1/4 Lb.	24.9	24.8	26.2	26.9	24.5	25.3

NATIONAL CONSUMER PANEL  
 Report to  
 UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER  
 OUTLETS 1958-1959  
 Monthly (4 weeks)

SARDINES

CONSUMER PURCHASES - CASES (000'S)

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
California - Total	12	24	15	17	27	30
Foreign - Total	19	25	14	17	23	18

AVERAGE PURCHASE TRANSACTION  
 SIZE-CANS

California - Total	1.3	1.8	1.7	1.7	1.6	1.7
Foreign - Total	1.9	1.7	2.0	1.6	2.0	1.8

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	27.5	26.2	25.2	25.2	24.9	24.3
Foreign - 1/4 Lb.	27.2	29.9	27.9	29.4	26.7	27.3