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CANNED FISH

CONSUMER PURCHASES



APRIL 1959

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

FISHERY LEAFLET 478 e

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

CANNED FISH - CONSUMER PURCHASES

APRIL 1959

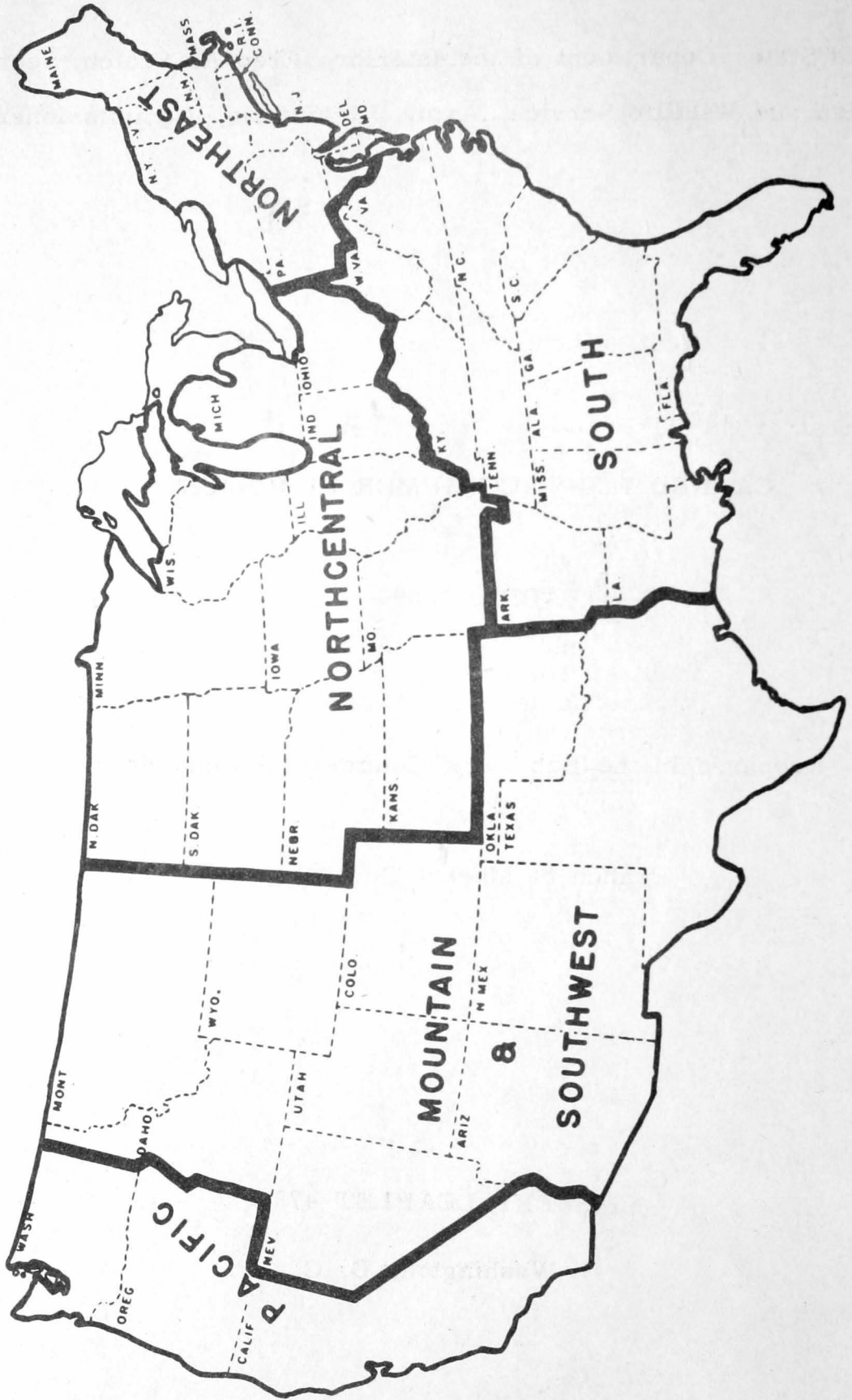
Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 e

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.

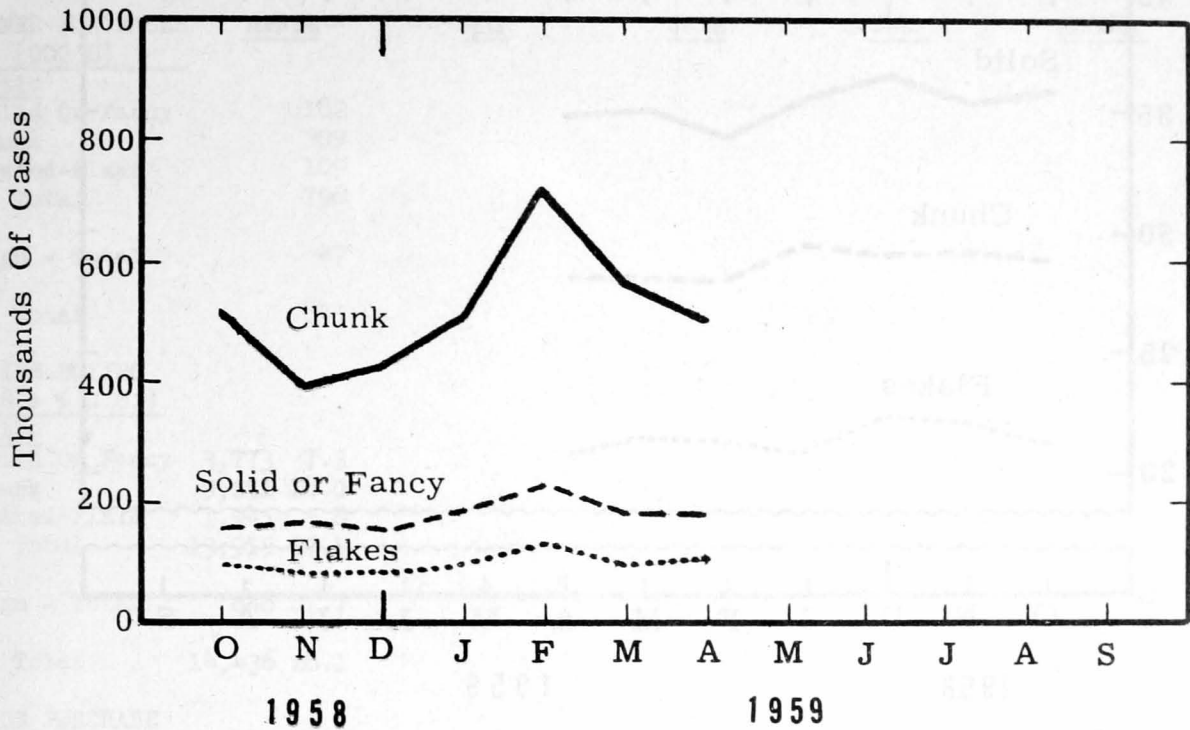
NOTE: - Monthly data for the period from October, 1958 through March, 1959 appeared in Fishery Leaflet 478 d which is now available through the Bureau of Commercial Fisheries, Washington 25, D. C.

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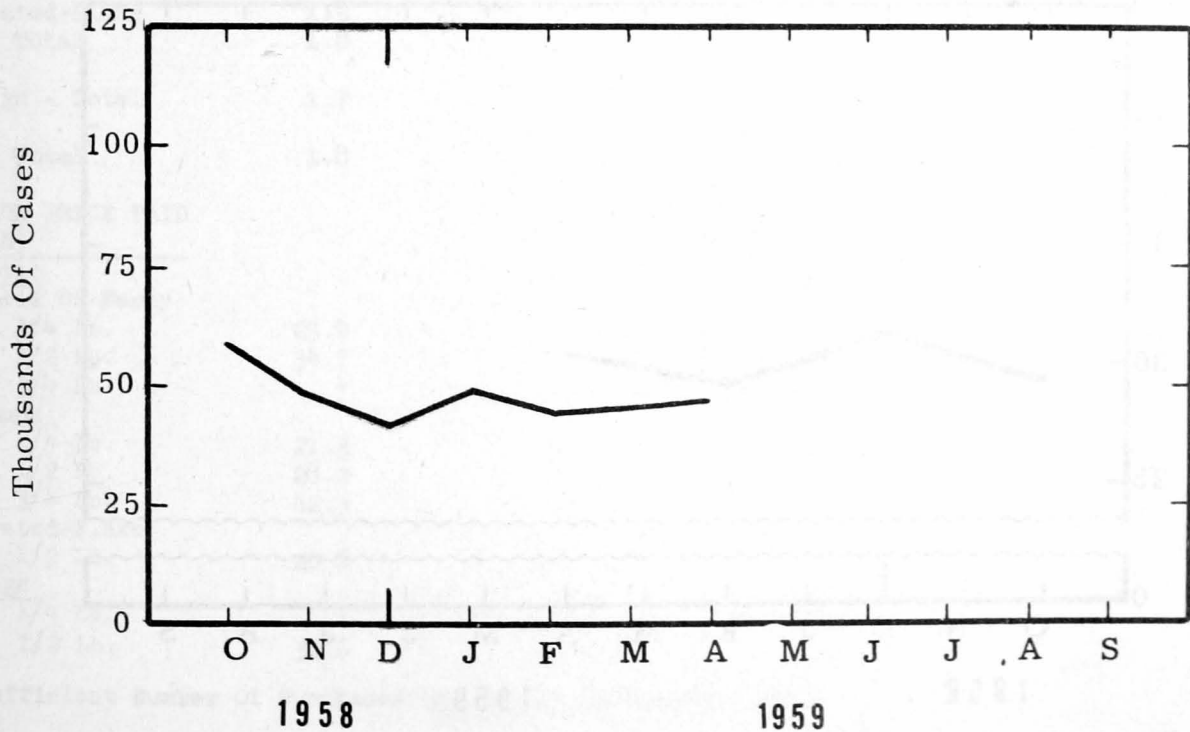
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TUNA

CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

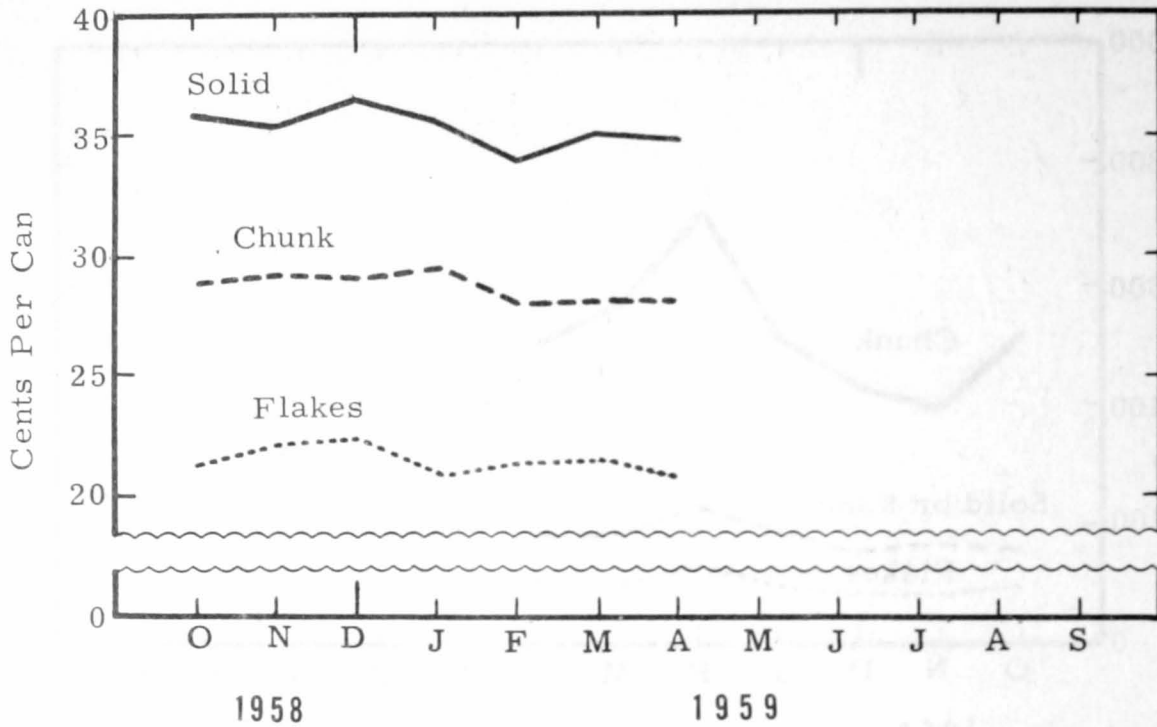


CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

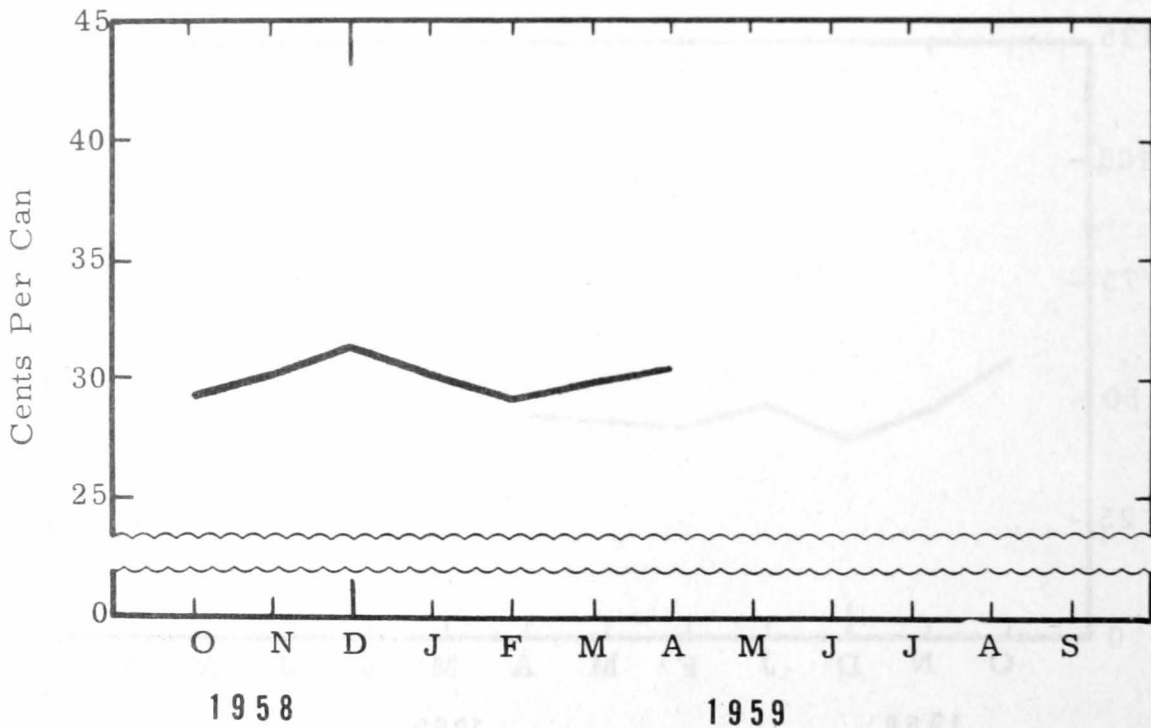


AND TUNA

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

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	182					
Chunk	509					
Grated-Flake	109					
Total	796					
Foreign - Total	47					
Total	843					
<u>FAMILIES BUYING (000'S & % U.S.)</u>						
<u>Domestic</u>						
Solid Or Fancy	3,773 7.3					
Chunk	9,251 18.0					
Grated-Flake	1,945 3.8					
Total	13,915 27.1					
Foreign - Total	848 1.7					
Total	14,436 28.1					
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6					
Chunk	1.9					
Grated-Flake	1.9					
Total	1.8					
Foreign - Total	1.7					
Total	1.8					
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.4					
1/2 Lb.	34.7					
3/4 Lb.	*					
Chunk						
1/4 Lb.	21.3					
1/2 Lb.	28.2					
3/4 Lb.	42.3					
Grated-Flake						
1/2 Lb.	20.8					
<u>Foreign</u>						
1/4 Lb.	*					
1/2 Lb.	30.6					

*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					
Chunk	143					
Grated-Flake	15					
Total	283					
Foreign - Total	36					
Total	319					
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	2,377 16.4					
Chunk	2,742 18.9					
Grated-Flake	246 1.7					
Total	4,924 34.0					
Foreign - Total	608 4.2					
Total	5,310 36.6					
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.7					
Chunk	1.7					
Grated-Flake	2.3					
Total	1.7					
Foreign - Total	1.7					
Total	1.7					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.0					
1/2 Lb.	33.8					
3/4 Lb.	*					
Chunk						
1/4 Lb.	20.5					
1/2 Lb.	29.3					
3/4 Lb.	42.1					
Grated-Flake						
1/2 Lb.	22.3					
<u>Foreign</u>						
1/4 Lb.	*					
1/2 Lb.	30.9					

*Insufficient Number Of Purchases To Compute A Separate Figure

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NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1959
Monthly (4 weeks)

CANNED TUNA

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<u>Domestic</u>						
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Total	4,924 34.0					
Foreign - Total	608 4.2					
Total	5,310 36.6					
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.7					
Chunk	1.7					
Grated-Flake	2.3					
Total	1.7					
Foreign - Total	1.7					
Total	1.7					
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.0					
1/2 Lb.	33.8					
3/4 Lb.	*					
Chunk						
1/4 Lb.	20.5					
1/2 Lb.	29.3					
3/4 Lb.	42.1					
Grated-Flake						
1/2 Lb.	22.3					
<u>Foreign</u>						
1/4 Lb.	*					
1/2 Lb.	30.9					

*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					
Chunk	60					
Grated-Flake	20					
Total	102					
Foreign - Total	*					
Total	103					

<u>FAMILIES BUYING</u> <u>(000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	536	5.1				
Chunk	1,195	11.3				
Grated-Flake	461	4.4				
Total	2,030	19.2				
Foreign - Total	*	*				
Total	2,049	19.4				

<u>AVERAGE PURCHASE</u> <u>TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.5					
Chunk	1.7					
Grated-Flake	1.6					
Total	1.5					
Foreign - Total	*					
Total	1.6					

<u>AVERAGE PRICE PAID</u> <u>(¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.9					
1/2 Lb.	35.6					
3/4 Lb.	*					
Chunk						
1/4 Lb.	21.4					
1/2 Lb.	29.4					
3/4 Lb.	44.9					
Grated-Flake						
1/2 Lb.	22.2					
<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

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					
Chunk	121					
Grated-Flake	37					
Total	172					
Foreign - Total	8					
Total	180					

<u>FAMILIES BUYING (000'S & % REG.)</u>		
<u>Domestic</u>		
Solid Or Fancy	329	2.2
Chunk	2,296	15.3
Grated-Flakes	663	4.4
Total	3,174	21.2
Foreign - Total	143	1.0
Total	3,259	21.8

<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>	
<u>Domestic</u>	
Solid Or Fancy	1.4
Chunk	1.9
Grated-Flake	1.9
Total	1.9
Foreign - Total	2.3
Total	1.9

<u>AVERAGE PRICE PAID (\$/CAN)</u>	
<u>Domestic</u>	
Solid Or Fancy	
1/4 Lb.	*
1/2 Lb.	36.4
3/4 Lb.	*
Chunk	
1/4 Lb.	*
1/2 Lb.	29.0
3/4 Lb.	42.0
Grated-Flake	
1/2 Lb.	20.7
<u>Foreign</u>	
1/4 Lb.	*
1/2 Lb.	30.4

*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

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	8					
Chunk	60					
Grated-Flake	17					
Total	85					
Foreign - Total	*					
Total	85					
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	204	3.8				
Chunk	1,111	20.8				
Grated-Flake	306	5.7				
Total	1,491	27.9				
Foreign - Total	*	*				
Total	1,491	27.9				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6					
Chunk	1.8					
Grated-Flake	1.7					
Total	1.7					
Foreign - Total	*					
Total	1.7					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	*					
1/2 Lb.	37.9					
3/4 Lb.	*					
Chunk						
1/4 Lb.	*					
1/2 Lb.	29.8					
3/4 Lb.	45.6					
Grated-Flake						
1/2 Lb.	22.1					
<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

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	13					
Chunk	125					
Grated-Flake	16					
Total	154					
Foreign - Total	*					
Total	156					
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	327	5.5				
Chunk	1,907	31.8				
Grated-Flake	269	4.5				
Total	2,296	38.3				
Foreign - Total	*	*				
Total	2,327	38.8				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.5					
Chunk	2.2					
Grated-Flake	2.7					
Total	2.2					
Foreign - Total	*					
Total	2.2					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	24.3					
1/2 Lb.	34.6					
3/4 Lb.	*					
Chunk						
1/4 Lb.	21.4					
1/2 Lb.	26.0					
3/4 Lb.	40.1					
Grated-Flake						
1/2 Lb.	17.5					
<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

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	112					
Chunk	294					
Grated-Flake	67					
Total	473					
Foreign - Total	20					
Total	493					
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6					
Chunk	1.9					
Grated-Flake	1.9					
Total	1.8					
Foreign - Total	1.7					
Total	1.8					
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.6					
1/2 Lb.	33.8					
3/4 Lb.	*					
Chunk						
1/4 Lb.	21.3					
1/2 Lb.	28.1					
3/4 Lb.	42.2					
Grated-Flake						
1/2 Lb.	20.2					
<u>Foreign</u>						
1/4 Lb.	*					
1/2 Lb.	31.2					

*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)

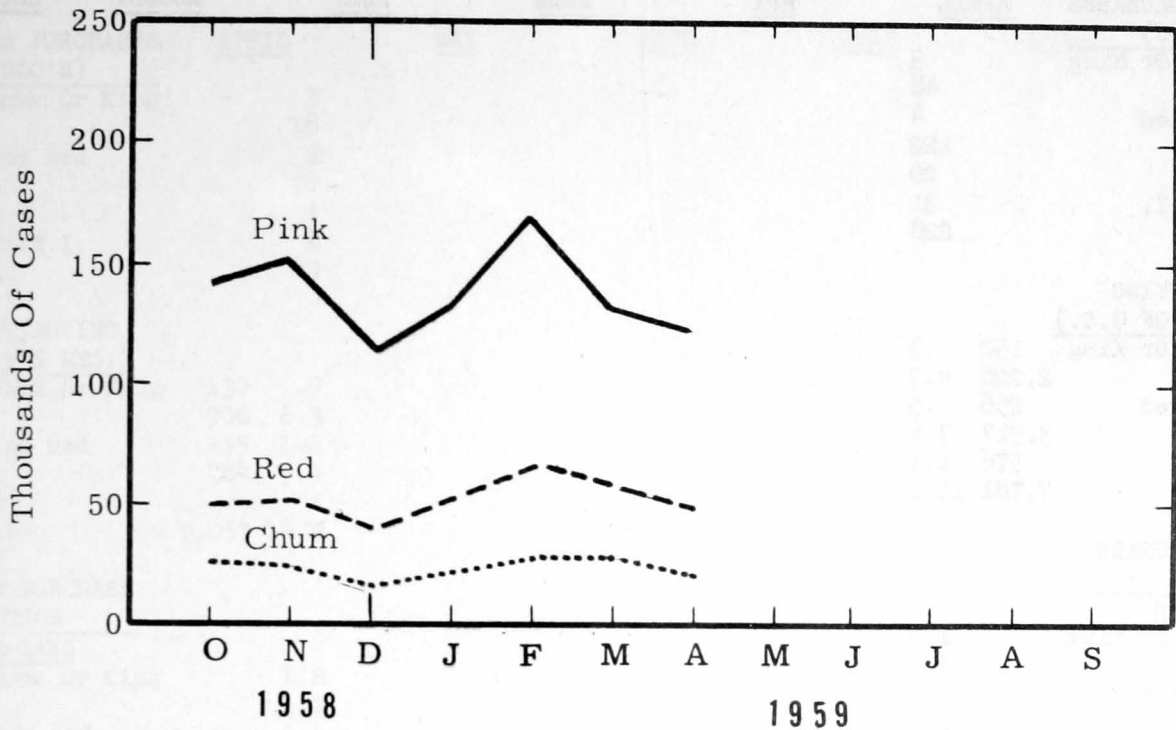
CANNED TUNA

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					
Chunk	215					
Grated-Flake	38					
Total	323					
Foreign - Total	27					
Total	350					
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6					
Chunk	1.9					
Grated-Flake	1.9					
Total	1.9					
Foreign - Total	1.7					
Total	1.9					
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.2					
1/2 Lb.	36.1					
3/4 Lb.	*					
Chunk						
1/4 Lb.	21.3					
1/2 Lb.	26.3					
3/4 Lb.	42.4					
Grated-Flake						
1/2 Lb.	21.6					
<u>Foreign</u>						
1/4 Lb.	*					
1/2 Lb.	30.1					

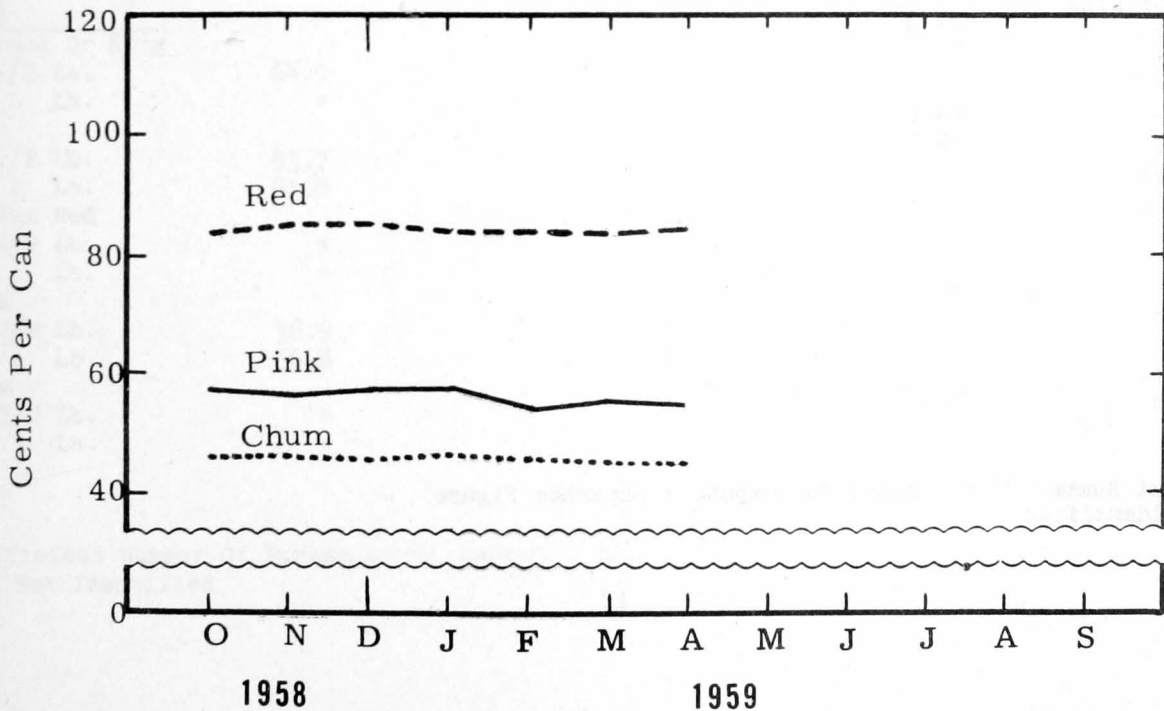
*Insufficient Number Of Purchases To Compute A Separate Figure

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)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	3					
Red	48					
Medium Red	4					
Pink	122					
Chum	20					
Other-N.I.	31					
Total	228					

FAMILIES BUYING (000'S & % OF U.S.)		
Chinook Or King	150	.3
Red	2,228	4.3
Medium Red	256	.5
Pink	3,917	7.6
Chum	576	1.1
Total	7,781	15.1

AVERAGE PURCHASE TRANSACTION SIZE-CANS	
Chinook Or King	1.2
Red	1.2
Medium Red	1.2
Pink	1.3
Chum	1.2
Total	1.2

AVERAGE PRICE PAID (¢/CAN)	
Chinook Or King	
1/2 Lb.	63.0
1 Lb.	*
Red	
1/2 Lb.	55.4
1 Lb.	84.8
Medium Red	
1/2 Lb.	*
1 Lb.	*
Pink	
1/2 Lb.	36.3
1 Lb.	55.9
Chum	
1/2 Lb.	*
1 Lb.	45.1

*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

<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					
Red	18					
Medium Red	2					
Pink	20					
Chum	*					
Other-N.I.	4					
Total	49					

<u>FAMILIES BUYING (000'S & % REG.)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	130 .9					
Red	906 6.3					
Medium Red	155 1.1					
Pink	784 5.4					
Chum	* *					
Total	2,057 14.2					

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

<u>AVERAGE PRICE PAID (¢/CAN)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Chinook Or King</u>						
1/2 Lb.	64.5					
1 Lb.	*					
<u>Red</u>						
1/2 Lb.	53.7					
1 Lb.	81.8					
<u>Medium Red</u>						
1/2 Lb.	*					
1 Lb.	*					
<u>Pink</u>						
1/2 Lb.	36.5					
1 Lb.	56.8					
<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

SOUTH REGION 1959
 Monthly (4 weeks)

CANNED SALMON

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

FAMILIES BUYING (000'S & % REG.)		
Chinook Or King	*	*
Red	187	1.8
Medium Red	*	*
Pink	1,496	14.2
Chum	220	2.1
Total	2,142	20.3

AVERAGE PURCHASE TRANSACTION		
SIZE-CANS		
Chinook Or King	*	
Red	1.2	
Medium Red	*	
Pink	1.3	
Chum	1.3	
Total	1.3	

AVERAGE PRICE PAID (¢/CAN)		
Chinook Or King		
1/2 Lb.	*	
1 Lb.	*	
Red		
1/2 Lb.	57.1	
1 Lb.	*	
Medium Red		
1/2 Lb.	*	
1 Lb.	*	
Pink		
1/2 Lb.	36.2	
1 Lb.	55.2	
Chum		
1/2 Lb.	*	
1 Lb.	44.4	

*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)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*					
Red	17					
Medium Red	*					
Pink	26					
Chum	7					
Other-N.I.	8					
Total	58					
FAMILIES BUYING (000'S & % REG.)						
Chinook Or King	*	*				
Red	716	4.8				
Medium Red	*	*				
Pink	985	6.6				
Chum	232	1.5				
Total	2,181	14.6				
AVERAGE PURCHASE TRANSACTION						
<u>SIZE-CANS</u>						
Chinook Or King	*					
Red	1.1					
Medium Red	*					
Pink	1.1					
Chum	1.2					
Total	1.1					
AVERAGE PRICE PAID (¢/CAN)						
<u>Chinook Or King</u>						
1/2 Lb.	*					
1 Lb.	*					
<u>Red</u>						
1/2 Lb.	53.4					
1 Lb.	85.6					
<u>Medium Red</u>						
1/2 Lb.	*					
1 Lb.	*					
<u>Pink</u>						
1/2 Lb.	36.3					
1 Lb.	56.0					
<u>Chum</u>						
1/2 Lb.	*					
1 Lb.	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

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	*					
Red	5					
Medium Red	*					
Pink	14					
Chum	2					
Other-N.I.	8					
Total	30					

FAMILIES BUYING (000'S & % REG.)		
Chinook Or King	*	*
Red	207	3.9
Medium Red	*	*
Pink	416	7.8
Chum	68	1.3
Total	882	16.5

AVERAGE PURCHASE TRANSACTION SIZE-CANS	
Chinook Or King	*
Red	1.1
Medium Red	*
Pink	1.3
Chum	1.1
Total	1.2

AVERAGE PRICE PAID (¢/CAN)	
Chinook Or King	
1/2 Lb.	*
1 Lb.	*
Red	
1/2 Lb.	57.9
1 Lb.	90.7
Medium Red	
1/2 Lb.	*
1 Lb.	*
Pink	
1/2 Lb.	37.0
1 Lb.	58.1
Chum	
1/2 Lb.	*
1 Lb.	45.9

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 N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 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	*					
Red	4					
Medium Red	*					
Pink	7					
Chum	*					
Other-N.I.	2					
Total	13					
FAMILIES BUYING (000'S & % REG.)						
Chinook Or King	*	*				
Red	212	3.5				
Medium Red	*	*				
Pink	236	3.9				
Chum	*	*				
Total	519	8.7				
AVERAGE PURCHASE TRANSACTION						
<u>SIZE-CANS</u>						
Chinook Or King	*					
Red	1.1					
Medium Red	*					
Pink	1.4					
Chum	*					
Total	1.3					
AVERAGE PRICE PAID (\$/CAN)						
Chinook Or King						
1/2 Lb.	*					
1 Lb.	*					
Red						
1/2 Lb.	58.1					
1 Lb.	86.4					
Medium Red						
1/2 Lb.	*					
1 Lb.	*					
Pink						
1/2 Lb.	*					
1 Lb.	54.2					
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

CHAINS OUTLETS 1959
 Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*					
Red	28					
Medium Red	2					
Pink	57					
Chum	16					
Other-N.I.	14					
Total	117					

AVERAGE PURCHASE TRANSACTION SIZE-CANS	
Chinook Or King	*
Red	1.1
Medium Red	1.3
Pink	1.2
Chum	1.2
Total	1.2

AVERAGE PRICE PAID (¢/CAN)	
Chinook Or King	
1/2 Lb.	*
1 Lb.	*
Red	
1/2 Lb.	56.4
1 Lb.	84.4
Medium Red	
1/2 Lb.	*
1 Lb.	*
Pink	
1/2 Lb.	35.1
1 Lb.	54.2
Chum	
1/2 Lb.	*
1 Lb.	44.8

*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

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					
Red	20					
Medium Red	2					
Pink	65					
Chum	4					
Other-N.I.	17					
Total	111					

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

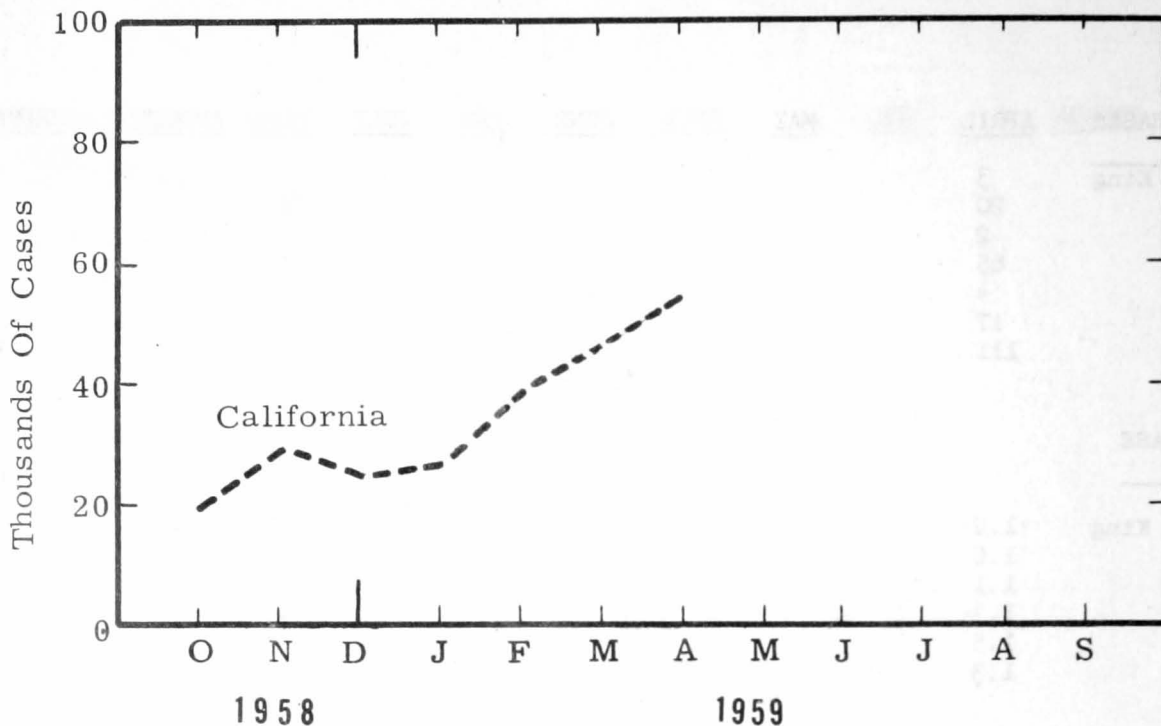
Chinook Or King	
1/2 Lb.	62.9
1 Lb.	*
Red	
1/2 Lb.	54.5
1 Lb.	85.4
Medium Red	
1/2 Lb.	*
1 Lb.	*
Pink	
1/2 Lb.	37.0
1 Lb.	57.1
Chum	
1/2 Lb.	*
1 Lb.	45.7

*Insufficient Number Of Purchases To Compute A Separate Figure

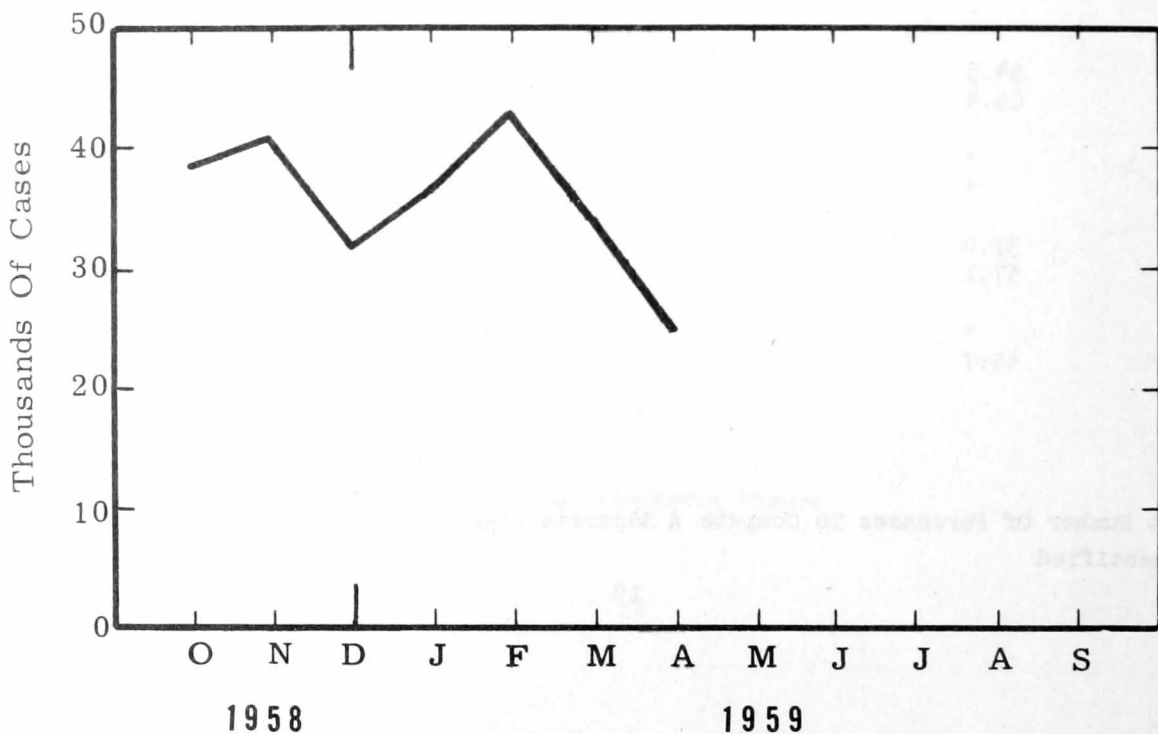
N.I.: Not Identified

SARDINES

CANNED SARDINES - CONSUMER PURCHASES (DOMESTIC)

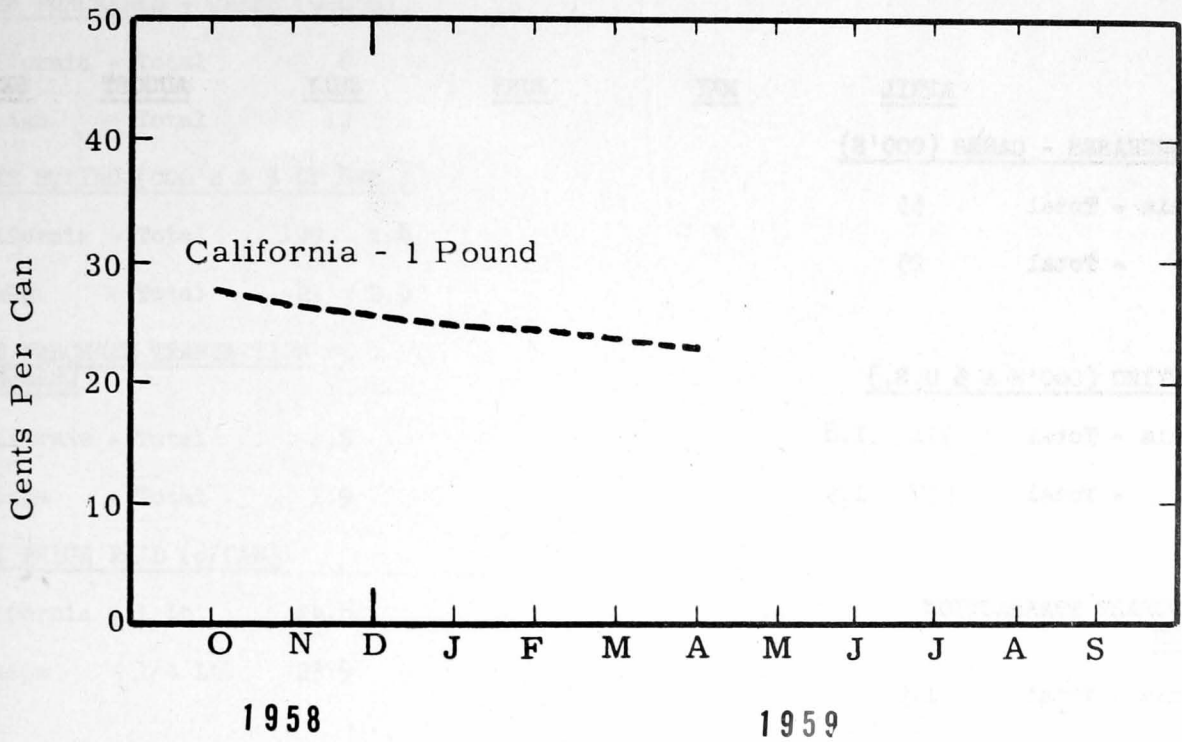


CANNED SARDINES - CONSUMER PURCHASES (FOREIGN)

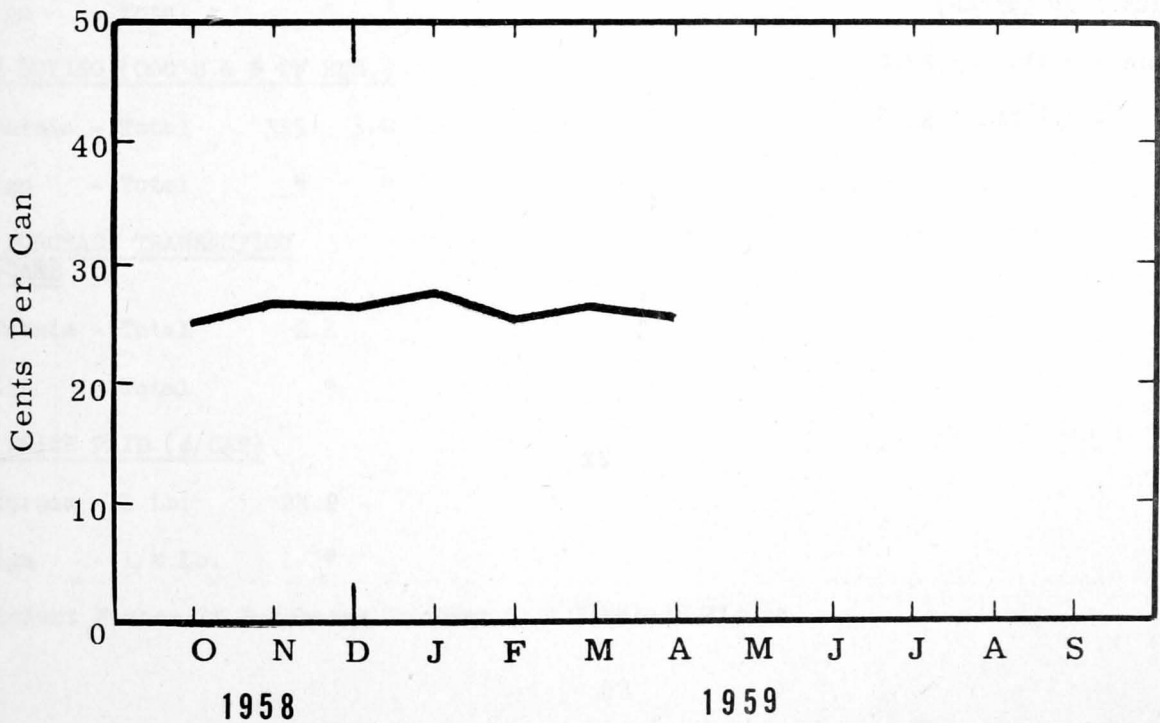


SARDINES

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

CONSUMER PURCHASES - CASES (000'S)

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
California - Total	55					
Foreign - Total	25					

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

California - Total	911	1.8
Foreign - Total	957	1.9

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

California - Total	1.9
Foreign - Total	1.7

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb.	23.0
Foreign - 1/4 Lb.	25.6

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST & SOUTH REGIONS
 1959
 Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

APRIL MAY JUNE JULY AUGUST SEPTEMBER

NORTHEAST
CONSUMER PURCHASES - CASES (000'S)

California - Total 8
 Foreign - Total 12

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

California - Total 199 1.4
 Foreign - Total 421 2.9

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

California - Total 1.5
 Foreign - Total 1.9

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb. 24.6
 Foreign - 1/4 Lb. 23.9

SOUTH

CONSUMER PURCHASES - CASES (000'S)

California - Total 29
 Foreign - Total *

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

California - Total 315 3.0
 Foreign - Total * *

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

California - Total 2.1
 Foreign - Total *

AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb. 23.2
 Foreign - 1/4 Lb. *

*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					
Foreign - Total	5					
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	222	1.5				
Foreign - Total	231	1.5				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.6					
Foreign - Total	1.6					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	22.9					
Foreign - 1/4 Lb.	27.8					
<u>MOUNTAIN & SOUTHWEST</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	3					
Foreign - Total	*					
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	79	1.5				
Foreign - Total	*	*				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.7					
Foreign - Total	*					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.4					
Foreign - 1/4 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)

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					
Foreign - Total	5					
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	96	1.6				
Foreign - Total	196	3.3				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8					
Foreign - Total	1.7					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.5					
Foreign - 1/4 Lb.	26.7					

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					
Foreign - Total	13					
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8					
Foreign - Total	1.8					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.1					
Foreign - 1/4 Lb.	24.3					
<u>INDEPENDENTS & OTHER OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	33					
Foreign - Total	12					
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.9					
Foreign - Total	1.7					
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.2					
Foreign - 1/4 Lb.	27.0					