

Part of series 2473

CANNED FISH

CONSUMER PURCHASES

by

Family Characteristics

(October 1958 - March 1959)



TECHNOLOGY	
SEP 4 1959	
CHIEF	
BASIC RESEARCH	
APPLIED RESEARCH	
SPECIAL SERVICES	
ADMINISTRATIVE	

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

FISHERY LEAFLET 478 h

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

CANNED FISH CONSUMER PURCHASES

BY

FAMILY CHARACTERISTICS

(October, 1958 - March, 1959)

Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 h

AUGUST 1959

WASHINGTON, D. C.

REGIONAL MAP



INTRODUCTION

This information is collected as part of a broad marketing research program directed toward improving and expanding the canned tuna, salmon, and sardine markets. 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. This information is projected from a nationwide consumer panel of approximately 6,000 families representing 22,000 persons.

The data in this report represent estimated purchases of canned fish by household consumers only ("Families" in this report are defined as households).

This report summarizes data on household consumer purchases of canned tuna, canned salmon, and canned sardines for the 6 month period, October, 1958 - March, 1959. This is developed from data appearing in a current series of monthly reports entitled "Canned Fish Consumer Purchases". The data herein are based on reports covering 26 full weeks, whereas monthly data are derived from reports covering 4 week periods.

The purpose of this report is to provide additional information concerning buying practices of households as related to regions, city-size locations, and other socio-economic factors.

Volume of purchases is shown per 1,000 households in each of the various classifications reported. The household purchase rate is calculated by dividing total purchases of each product during the 6 months by the total number of households in the category. The purchase rate for the various regions was similarly derived, i. e. total purchases in a given region were divided by the number of households in that region. This same procedure was followed for all classifications reported.

Standard case volume is 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.

The following classifications are shown:

- (a) U. S. Total
- (b) Regions - (See Regional Map)
- (c) Education of Household Head - Grammar School
Some High School
Some College
- (d) Income - Based on total household yearly income.
Under \$4, 000 \$4, 000 - 6, 000 \$7, 000 and over
- (e) Size of Family - 1 and 2 Members
3 Members
4 and 5 Members
6 or more Members
- (f) Presence of Children -

Families were classified more than once if they had children falling within more than one age group. Thus, a family having children in three different groups was tabulated with each of the three groups.

No Children
Any Children Under 6
Any Children 6 - 12
Any Children 13 - 17

- (g) Employment Status of Housewife -

"Employed" includes households with housewife employed full or part-time.

"Unemployed" includes all other households.

- (h) Age of Housewife - Under 35
35 - 44
45 - 54
55 and Over

(i) City Size -

- | | |
|---------------------------------------|---|
| 500,000 and Over)
50,000-500,000) | - Includes all households in Standard Metropolitan Statistical Areas classified on the basis of the population size of the central city in 1950. A Standard Metropolitan Statistical Area consists of a county or counties containing at least one city of 50,000 persons or more and all adjoining counties which are economically integrated with the central county or counties. |
| 2,500 - 50,000 | - Excluding households in Standard Metropolitan Statistical Areas. |
| Under 2,500 | - Rural Farm and Non-Farm excluding households in Standard Metropolitan Statistical Areas. |

A full twelve month report will contain data for the period April-September of 1959 as well as the totals for October 1958 - September 1959.

This project is financed from funds provided by the Saltonstall-Kennedy Act.

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CANNED TUNA

Approximately 108.8 cases of canned tuna were purchased per 1,000 families in the United States during the six-month period, October, 1958 - March, 1959. Imported tuna represented about 6 percent of these purchases. By types of pack, purchases of domestic chunk tuna at 67 cases far exceeded purchases of solid pack at 23.2 cases, and grated at 12.5 cases per 1,000 households.

Purchases of canned tuna by families living in the Pacific area ranked first with a total of 161.6 cases per thousand families. The Northeast region ranked second in total amount of purchases. Chunk tuna was the most popular in all regions.

Total purchases of both domestic pack and imported canned tuna were highest in those families whose head of the household had a college education. However, families whose head had high school training purchased more solid pack and grated tuna.

Households with incomes \$7,000 and over purchased 144.5 cases of canned tuna per thousand families. About 7 percent of these purchases was imported. However, this group of families purchased 16 percent less grated tuna than households in the \$4,000 - \$6,999 class.

Total purchases of canned tuna were largest in those households with the most members. However, the per capita purchase rates were higher in the smaller families. Purchase rates per 1,000 capita were as follows for families: 1 and 2 members - 35.1 cases; 3 members - 37.8 cases; 4 and 5 members - 35.5 cases; and 6 or more members 23.3 cases.

Families with teen agers purchased more solid pack tuna and more grated tuna than those households with no children or with children of younger age groups. Those families with children aged 6 - 12 bought more chunk style and the imported product than did families in the other categories.

Families in which the wives were unemployed purchased about 11 percent more canned tuna than those in which the wives were working. These households with unemployed wives bought 21 percent more chunk style, 27 percent more imported, and about the same amount of grated tuna as the households in which the wives were employed.

Households in which the wives were between 35 - 44 purchased more of each style of canned tuna except chunk. Purchases of chunk style tuna were highest in those households with younger housewives.

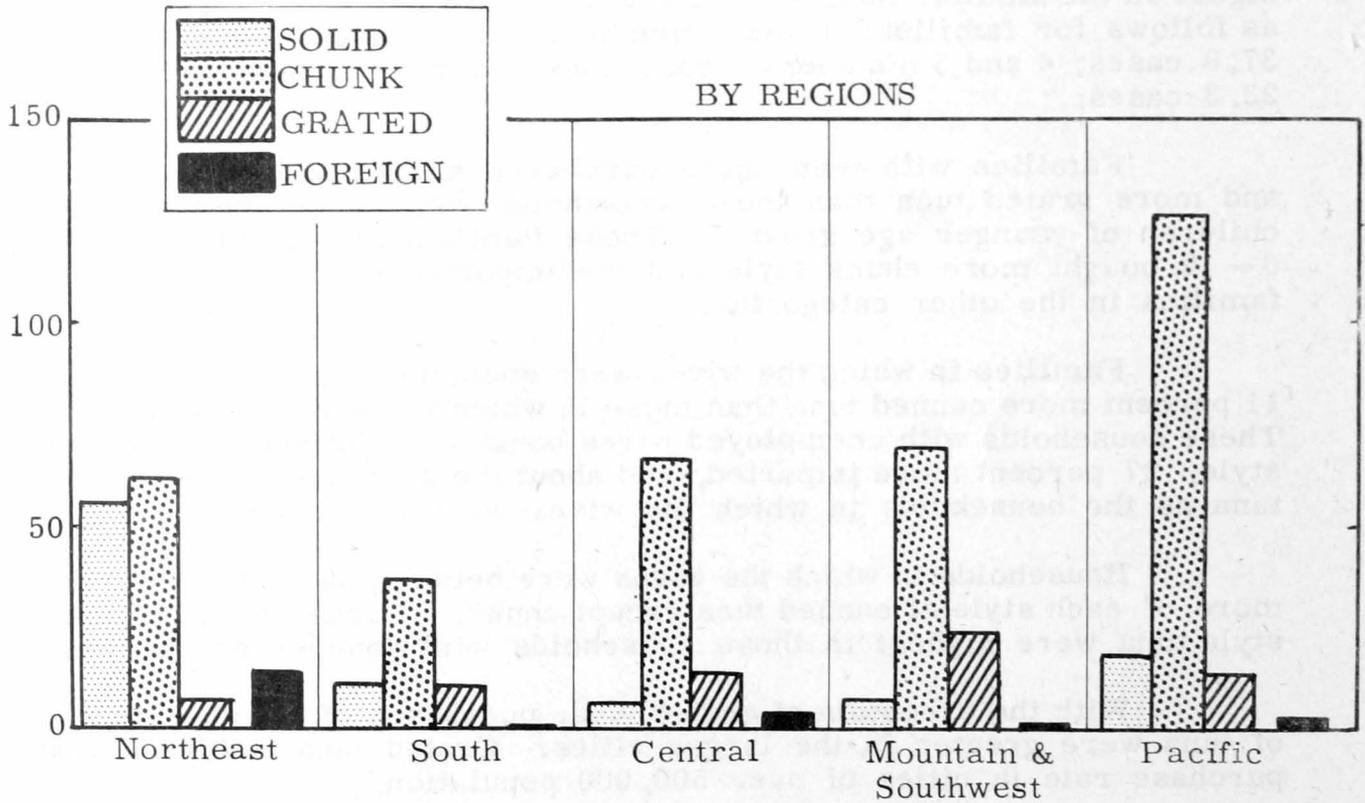
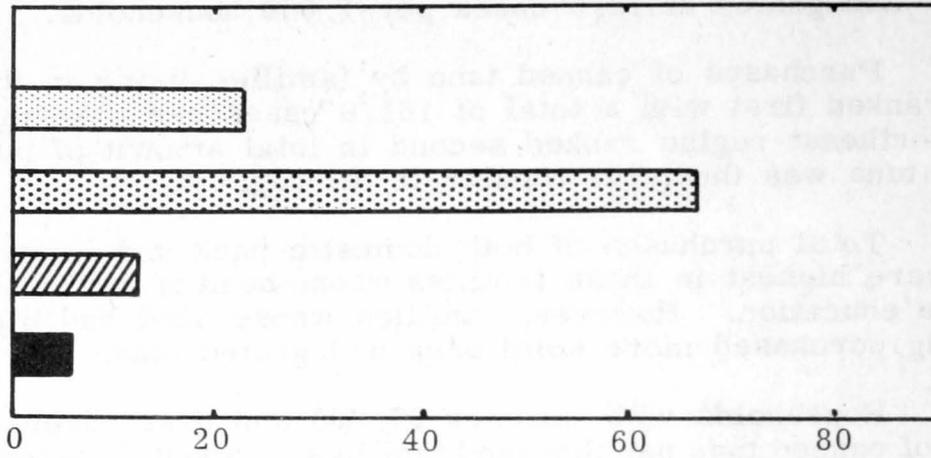
With the exception of grated tuna, purchases of all other types of tuna were greater in the larger cities. Grated tuna had the lowest purchase rate in cities of over 500,000 population.

HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - March, 1959

(Cases Per 1000 Families)

U. S. TOTAL

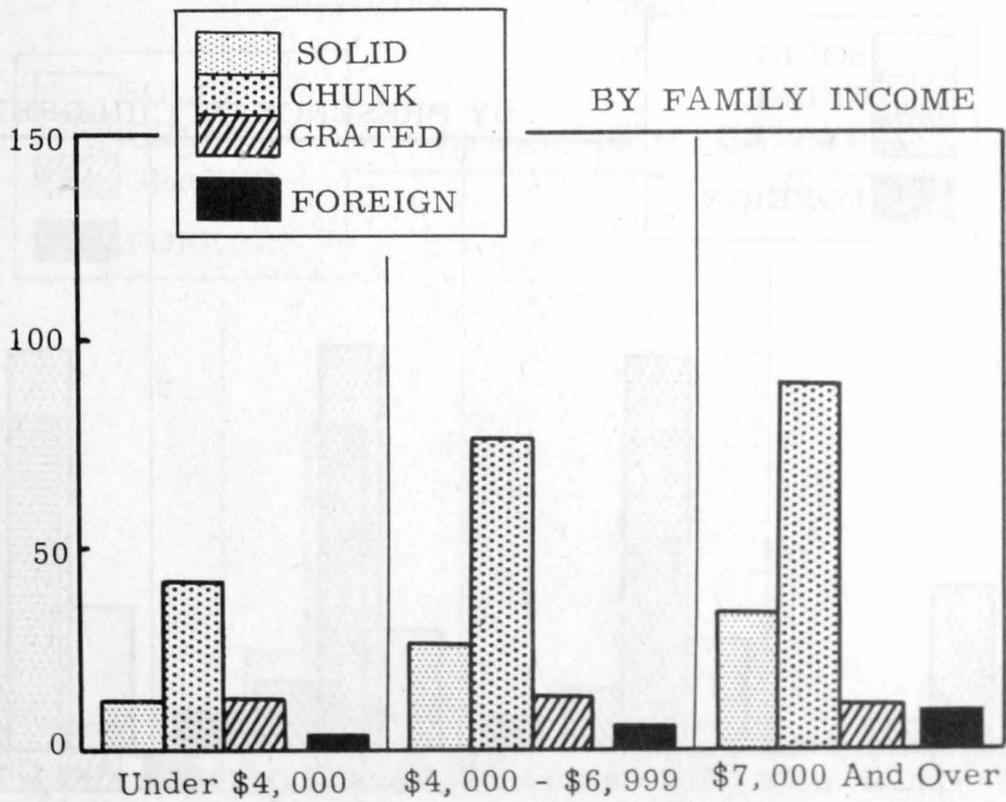
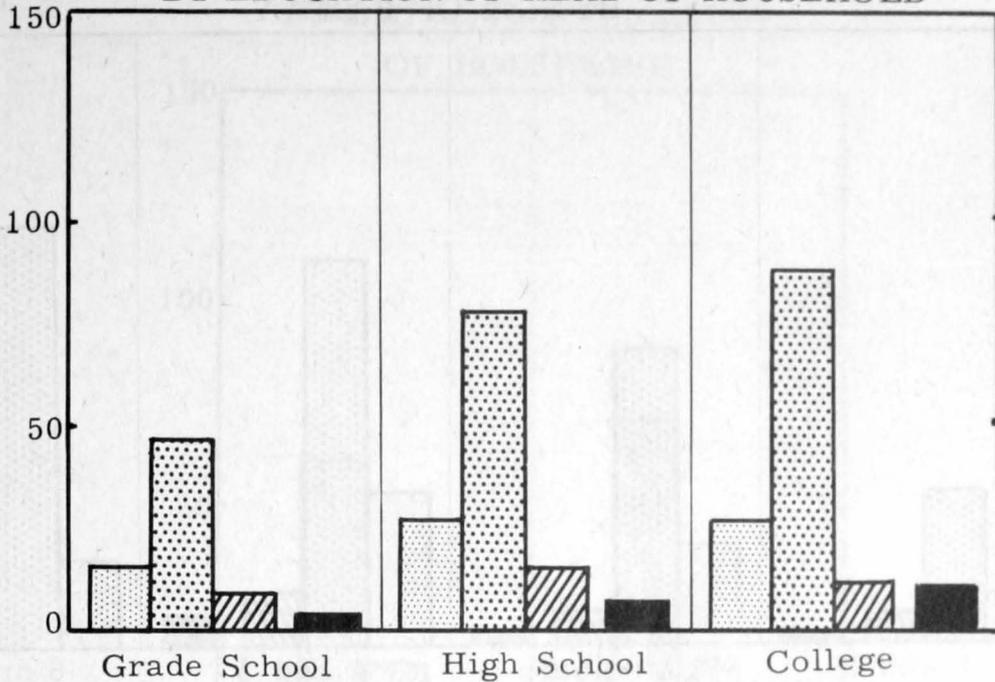


HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - March, 1959

(Cases Per 1000 Families)

BY EDUCATION OF HEAD OF HOUSEHOLD

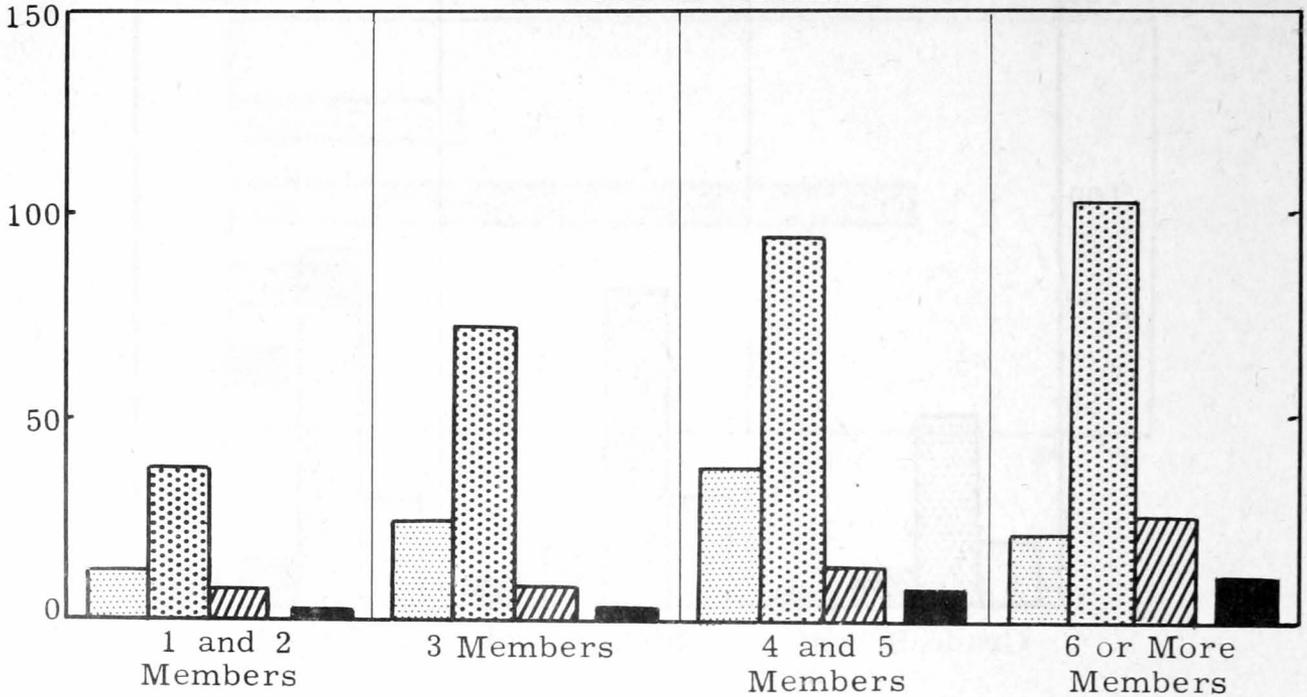


HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - March, 1959

(Cases Per 1000 Families)

BY SIZE OF FAMILY



BY PRESENCE OF CHILDREN

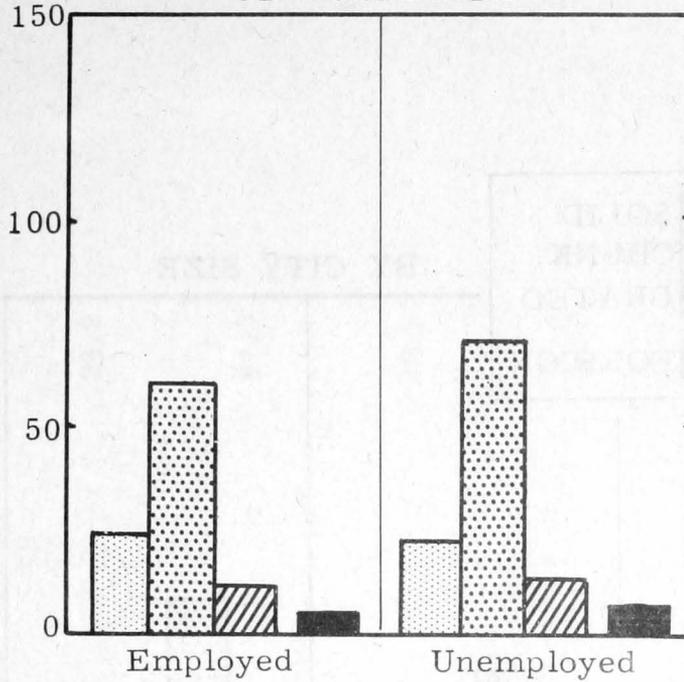


HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - March, 1959

(Cases Per 1000 Families)

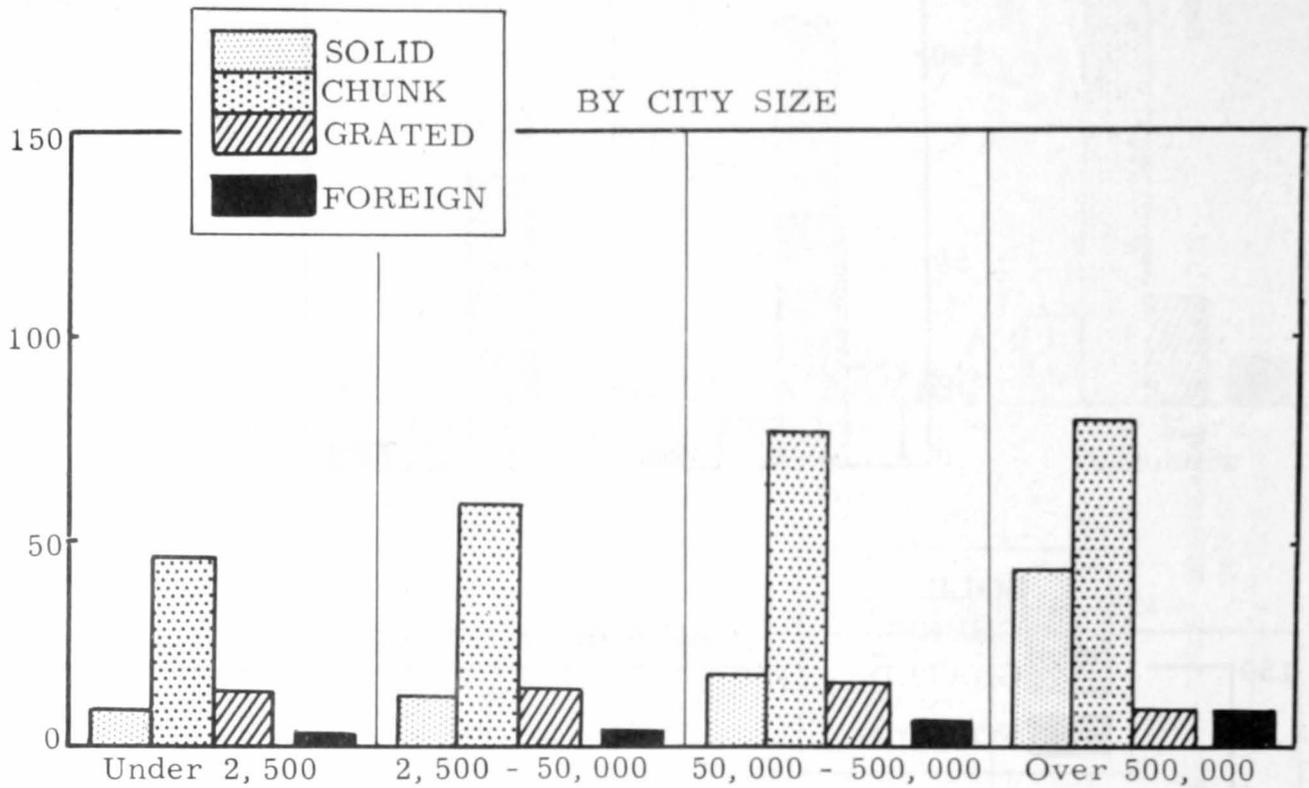
BY EMPLOYMENT STATUS OF HOUSEWIFE



HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - March, 1959

(Cases Per 1000 Families)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1958-1959
Purchases-Cases Per 1,000 Families
Semi-Annual

CANNED TUNA

Domestic

SOLID OR FANCY

October, 1958 - March, 1959	23.2
April, 1959 - September, 1959	
October, 1958 - September, 1959	

CHUNK

October, 1958 - March, 1959	67.0
April, 1959 - September, 1959	
October, 1958 - September, 1959	

GRATED - FLAKES

October, 1958 - March, 1959	12.5
April, 1959 - September, 1959	
October, 1958 - September, 1959	

TOTAL

October, 1958 - March, 1959	102.7
April, 1959 - September, 1959	
October, 1958 - September, 1959	

Foreign - Total

October, 1958 - March, 1959	6.1
April, 1959 - September, 1959	
October, 1958 - September, 1959	

Total - Tuna

October, 1958 - March, 1959	108.8
April, 1959 - September, 1959	
October, 1958 - September, 1959	

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

REGIONS 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>NORTHEAST</u>	<u>SOUTH</u>	<u>CENTRAL</u>	<u>MOUNTAIN & SOUTHWEST</u>	<u>PACIFIC</u>
<u>Domestic</u>					
<u>SOLID OR FANCY</u>					
October, 1958 - March, 1959	55.4	12.6	6.7	7.3	18.1
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>CHUNK</u>					
October, 1958 - March, 1959	62.5	37.7	67.5	69.9	125.9
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>GRATED - FLAKES</u>					
October, 1958 - March, 1959	6.3	12.0	14.1	24.3	14.0
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>TOTAL</u>					
October, 1958 - March, 1959	124.2	62.3	88.3	101.5	158.0
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Foreign - Total</u>					
October, 1958 - March, 1959	15.5	.7	3.6	1.1	3.6
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Total - Tuna</u>					
October, 1958 - March, 1959	139.7	63.0	91.9	102.6	161.6
April, 1959 - September, 1959					
October, 1958 - September, 1959					

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

EDUCATION OF HEAD OF HOUSEHOLD 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>GRADE SCHOOL</u>	<u>HIGH SCHOOL</u>	<u>COLLEGE</u>
<u>Domestic</u>			
<u>SOLID OR FANCY</u>			
October, 1958 - March, 1959	16.1	27.4	27.2
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>CHUNK</u>			
October, 1958 - March, 1959	46.6	76.2	85.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>GRATED - FLAKES</u>			
October, 1958 - March, 1959	9.9	15.0	11.9
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>TOTAL</u>			
October, 1958 - March, 1959	72.6	118.6	124.4
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Foreign - Total</u>			
October, 1958 - March, 1959	3.3	6.5	10.7
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Total - Tuna</u>			
October, 1958 - March, 1959	75.9	125.1	135.1
April, 1959 - September, 1959			
October, 1958 - September, 1959			

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INCOME 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>UNDER \$4,000</u>	<u>\$4,000 - \$6,999</u>	<u>\$7,000 & OVER</u>
<u>Domestic</u>			
<u>SOLID OR FANCY</u>			
October, 1958 - March, 1959	12.2	26.2	34.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>CHUNK</u>			
October, 1958 - March, 1959	41.3	76.7	88.8
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>GRATED - FLAKES</u>			
October, 1958 - March, 1959	12.7	13.2	11.1
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>TOTAL</u>			
October, 1958 - March, 1959	66.2	116.1	134.2
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Foreign - Total</u>			
October, 1958 - March, 1959	3.5	6.0	10.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Total - Tuna</u>			
October, 1958 - March, 1959	69.7	122.1	144.5
April, 1959 - September, 1959			
October, 1958 - September, 1959			

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NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

SIZE OF FAMILY 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>1 & 2 MEMBERS</u>	<u>3 MEMBERS</u>	<u>4 & 5 MEMBERS</u>	<u>6 OR MORE MEMBERS</u>
<u>Domestic</u>				
<u>SOLID OR FANCY</u>				
October, 1958 - March, 1959	13.3	25.3	37.9	22.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>CHUNK</u>				
October, 1958 - March, 1959	38.1	73.6	94.0	103.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	8.9	9.9	14.8	26.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>TOTAL</u>				
October, 1958 - March, 1959	60.3	108.8	146.7	151.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.3	4.6	9.2	12.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total - Tuna</u>				
October, 1958 - March, 1959	63.6	113.4	155.9	164.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PRESENCE OF CHILDREN 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>NO CHILDREN</u>	<u>ANY CHILDREN UNDER 6</u>	<u>ANY CHILDREN 6 - 12</u>	<u>ANY CHILDREN 13 - 17</u>
<u>Domestic</u>				
<u>SOLID OR FANCY</u>				
October, 1958 - March, 1959	16.3	28.4	30.1	35.1
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>CHUNK</u>				
October, 1958 - March, 1959	41.5	97.4	100.0	98.1
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	8.8	16.8	17.7	19.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>TOTAL</u>				
October, 1958 - March, 1959	66.6	142.6	147.8	152.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.4	9.9	10.4	9.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total - Tuna</u>				
October, 1958 - March, 1959	70.0	152.5	158.2	162.1
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

EMPLOYMENT STATUS
 OF HOUSEWIFE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>EMPLOYED</u>	<u>UNEMPLOYED</u>
<u>Domestic</u>		
<u>SOLID OR FANCY</u>		
October, 1958 - March, 1959	24.4	22.7
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>CHUNK</u>		
October, 1958 - March, 1959	58.2	70.2
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>GRATED - FLAKES</u>		
October, 1958 - March, 1959	12.8	12.4
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>TOTAL</u>		
October, 1958 - March, 1959	95.4	105.3
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Foreign - Total</u>		
October, 1958 - March, 1959	5.1	6.5
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Total - Tuna</u>		
October, 1958 - March, 1959	100.5	111.8
April, 1959 - September, 1959		
October, 1958 - September, 1959		

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

AGE OF HOUSEWIFE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>UNDER 35</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>55 & OVER</u>
Domestic				
<u>SOLID OR FANCY</u>				
October, 1958 - March, 1959	24.5	33.5	26.4	12.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>CHUNK</u>				
October, 1958 - March, 1959	91.3	88.5	62.1	38.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	16.1	18.4	9.9	7.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>TOTAL</u>				
October, 1958 - March, 1959	131.9	140.4	98.4	58.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
Foreign - Total				
October, 1958 - March, 1959	8.4	8.9	6.0	2.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
Total - Tuna				
October, 1958 - March, 1959	140.3	149.3	104.4	61.1
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CITY SIZE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED TUNA

	<u>UNDER 2,500</u>	<u>2,500 - 50,000</u>	<u>50,000 - 500,000</u>	<u>OVER 500,000</u>
<u>Domestic</u>				
<u>SOLID OR FANCY</u>				
October, 1958 - March, 1959	8.8	12.8	17.2	43.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>CHUNK</u>				
October, 1958 - March, 1959	45.9	59.3	76.5	79.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	13.3	14.7	15.5	8.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>TOTAL</u>				
October, 1958 - March, 1959	68.0	86.8	109.2	131.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.2	4.6	6.3	8.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total - Tuna</u>				
October, 1958 - March, 1959	71.2	91.4	115.5	140.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				

SUMMARY

CANNED SALMON

During the October, 1958 - March, 1959 period, 33.5 cases of canned salmon were purchased per 1,000 families in the United States. Pink salmon represented about 53 percent of these purchases, while red salmon purchases amounted to 21 percent of the total.

Purchases of canned salmon by households in the South were about 41 percent higher than those in the Mountain and Southwest region which ranked second. Pink salmon was the most popular in all regions, and in the South it represented about 71 percent of total purchases.

Total purchases of canned salmon were highest in those families in which the head of the household had only a grade school education. However, families with a college educated person as head of the household bought more chinook, red, and medium red salmon than did families whose heads had grade school and high school education only.

Households with incomes under \$4,000 purchased 19.5 cases of pink salmon per thousand families. Households in the two higher income categories purchased pink salmon in lesser amounts. Families with incomes of \$7,000 and over bought more red salmon than did families in the two lower income brackets.

As was expected, the purchase rates of canned salmon were also highest for the larger families. The purchase rates per 1,000 capita, however, were as follows for households: 1 and 2 members - 12.7 cases; 3 members - 10.8 cases; 4 and 5 members - 9.5 cases; 6 or more members - 8.1 cases.

Purchases of red salmon by families without children were larger than those purchases by households with children. However, families with children of pre-school age led other groups in purchases of chum salmon. Households with teen agers bought about 111 percent more pink salmon than families without children, and 14 percent more than those with children 6 - 12 years old.

Households in which the housewife was unemployed purchased 34.8 cases of salmon which was about 16 percent greater than the purchases made by those families in which the housewife was employed.

Families in which the wives were between 35 - 44 purchased a total of 43.6 cases of canned salmon per thousand households. With the exception of red and medium red salmon, this age group purchased more of all types of salmon than any other age group. Families whose wives were 45 - 54 purchased the largest amount of red salmon.

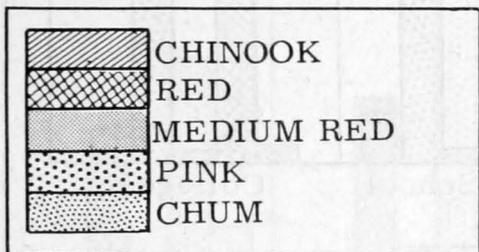
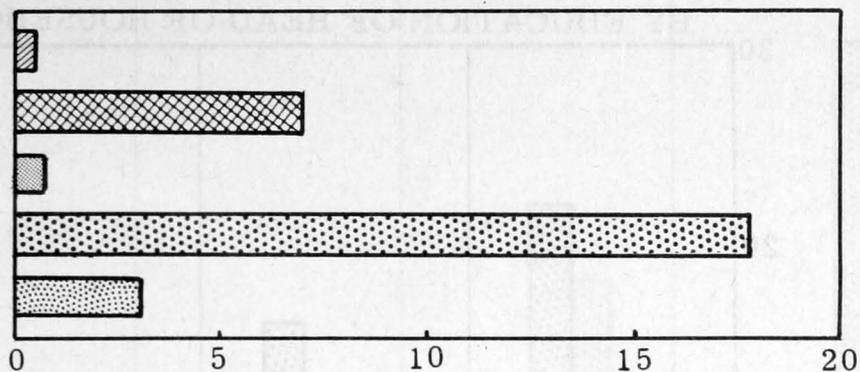
Purchases of pink salmon were highest in those cities under twenty-five hundred population, while red salmon was more popular in the households in cities of 500,000 population. Purchases of chum salmon were highest in those cities of 50,000 - 500,000 population.

HOUSEHOLD PURCHASES OF CANNED SALMON

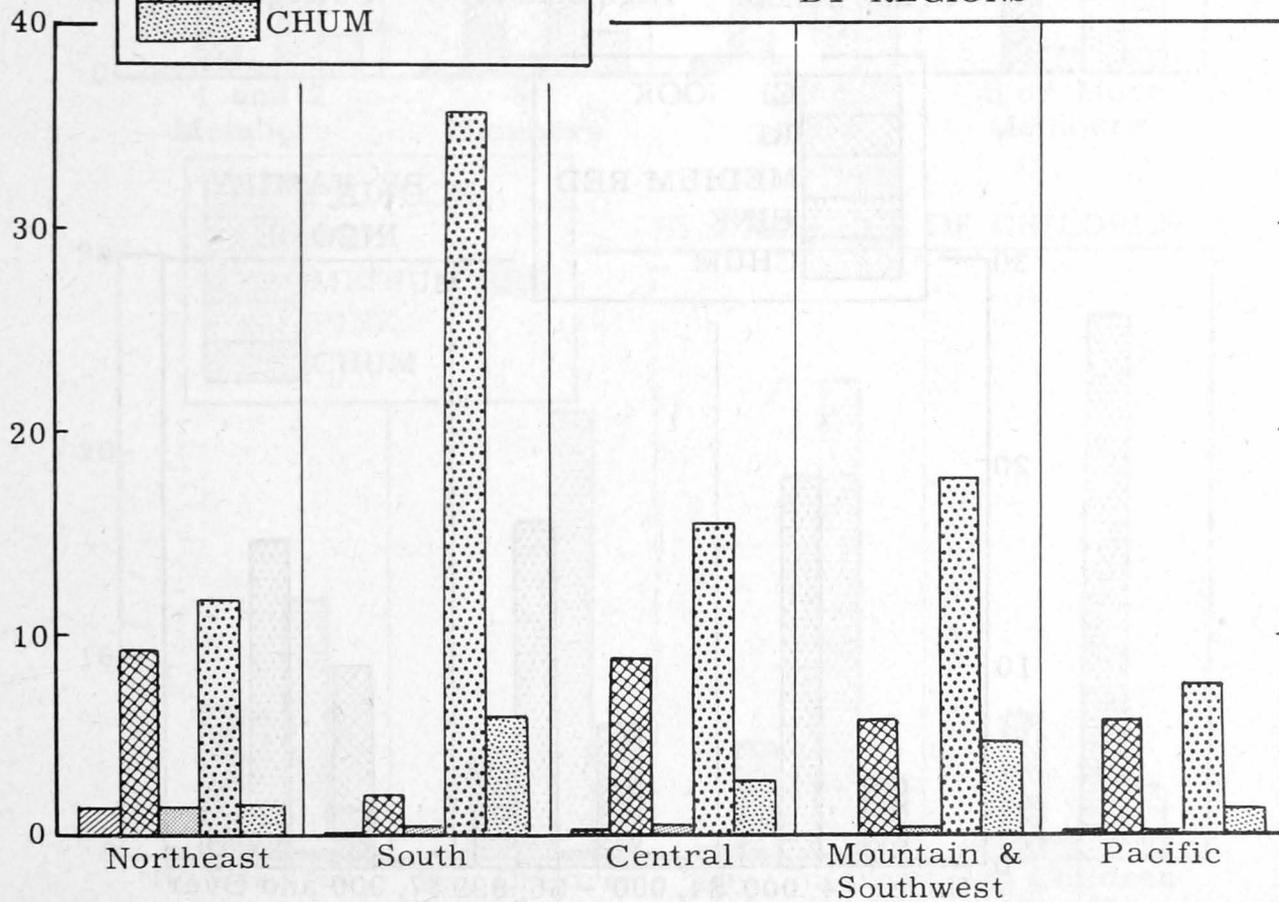
October, 1958 - March, 1959

(Cases Per 1000 Families)

U.S. TOTAL



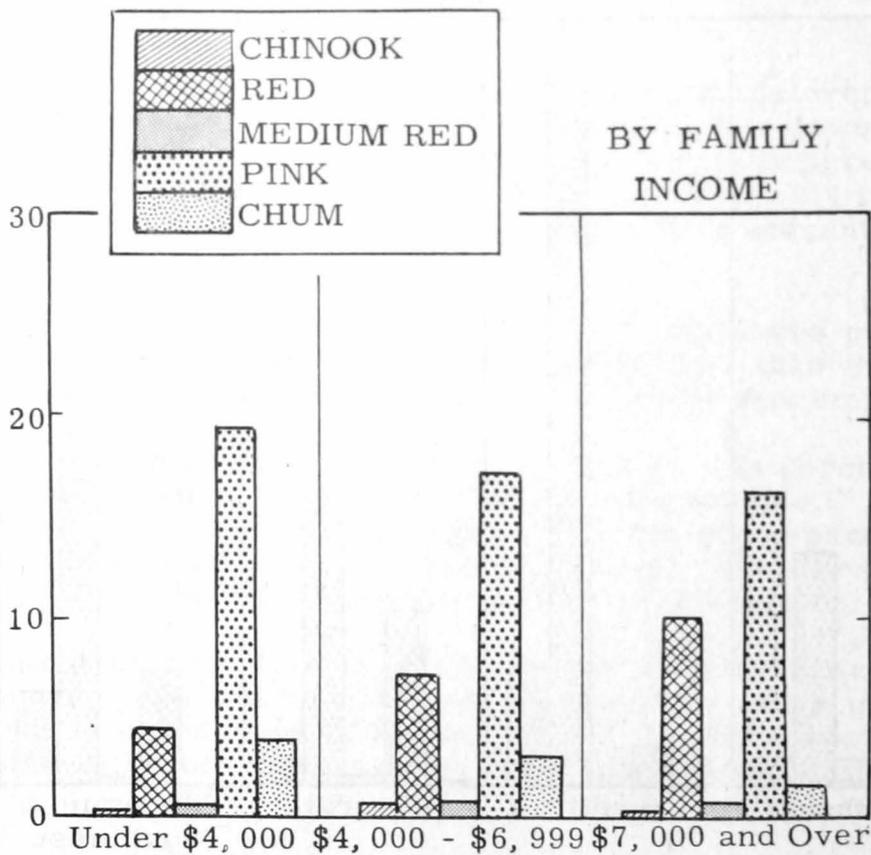
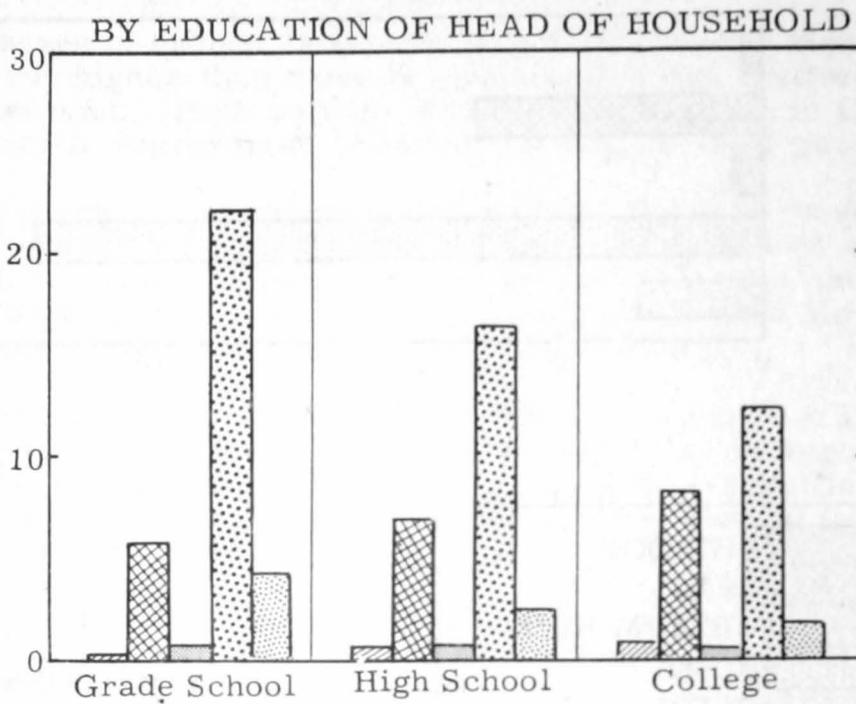
BY REGIONS



HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - March, 1959

(Cases Per 1000 Families)

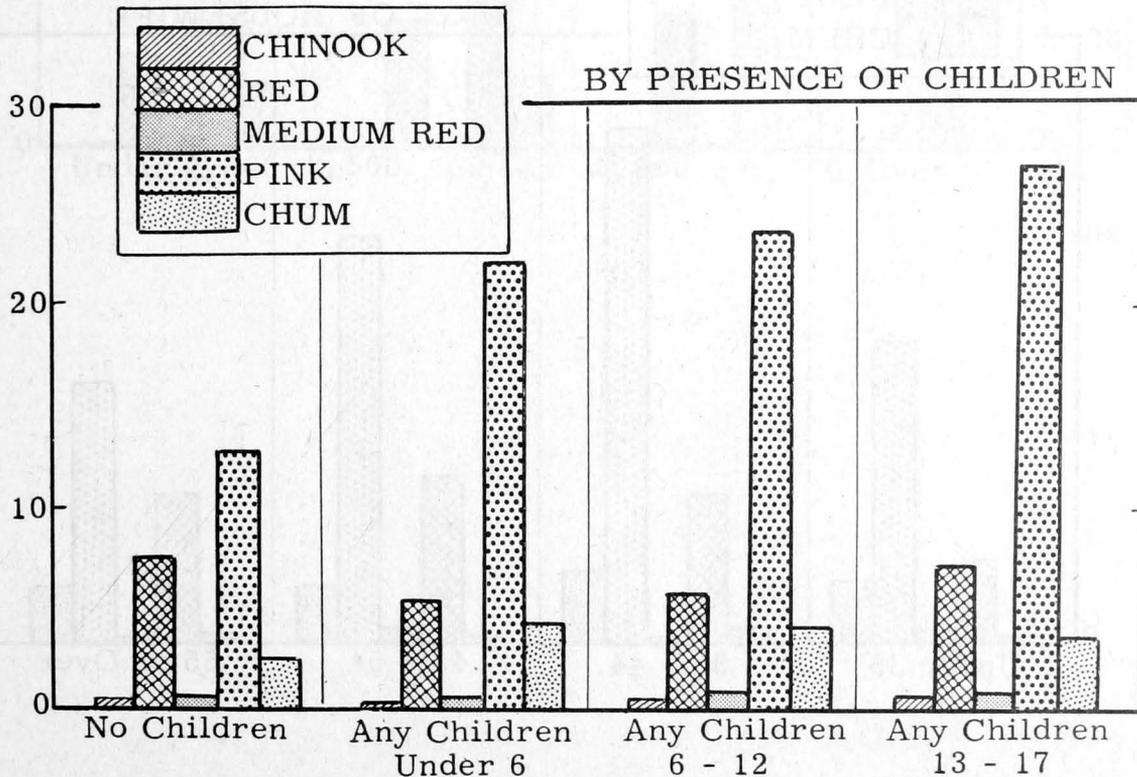
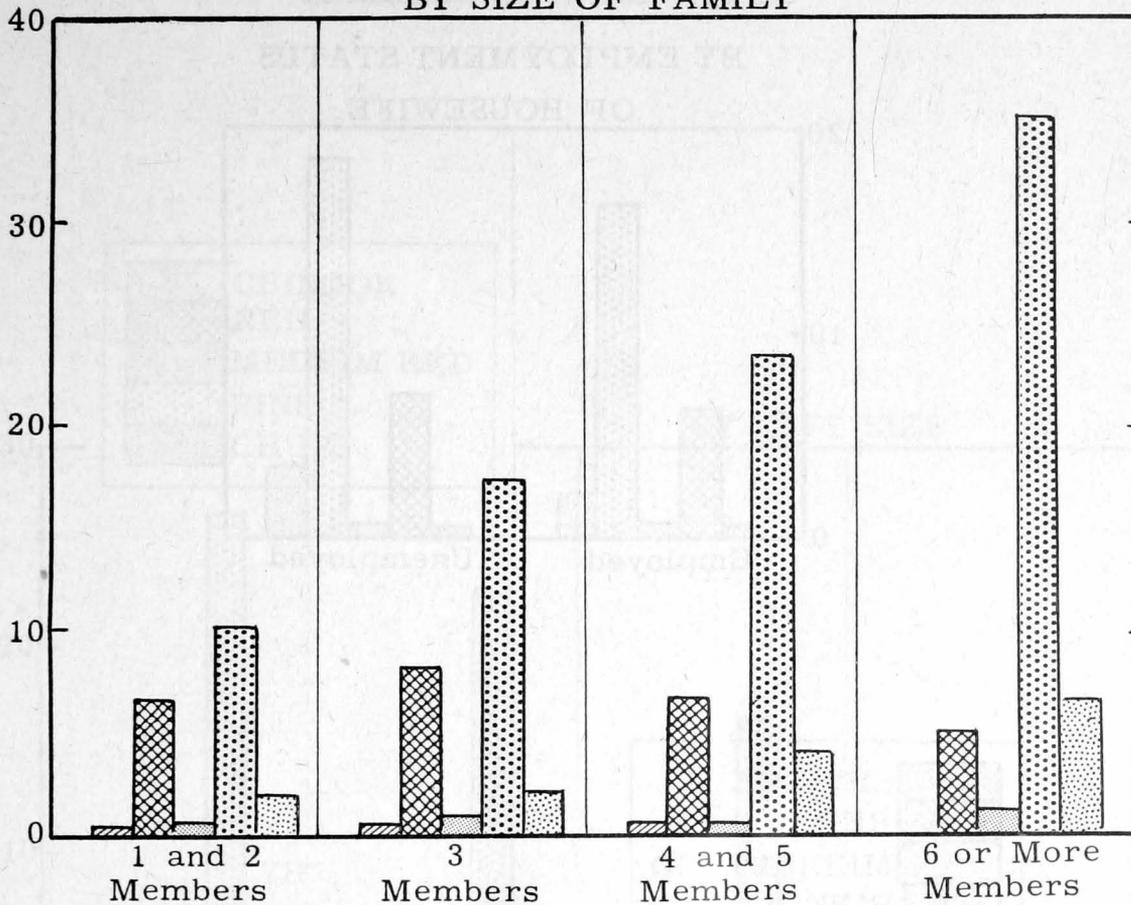


HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - March, 1959

(Cases Per 1000 Families)

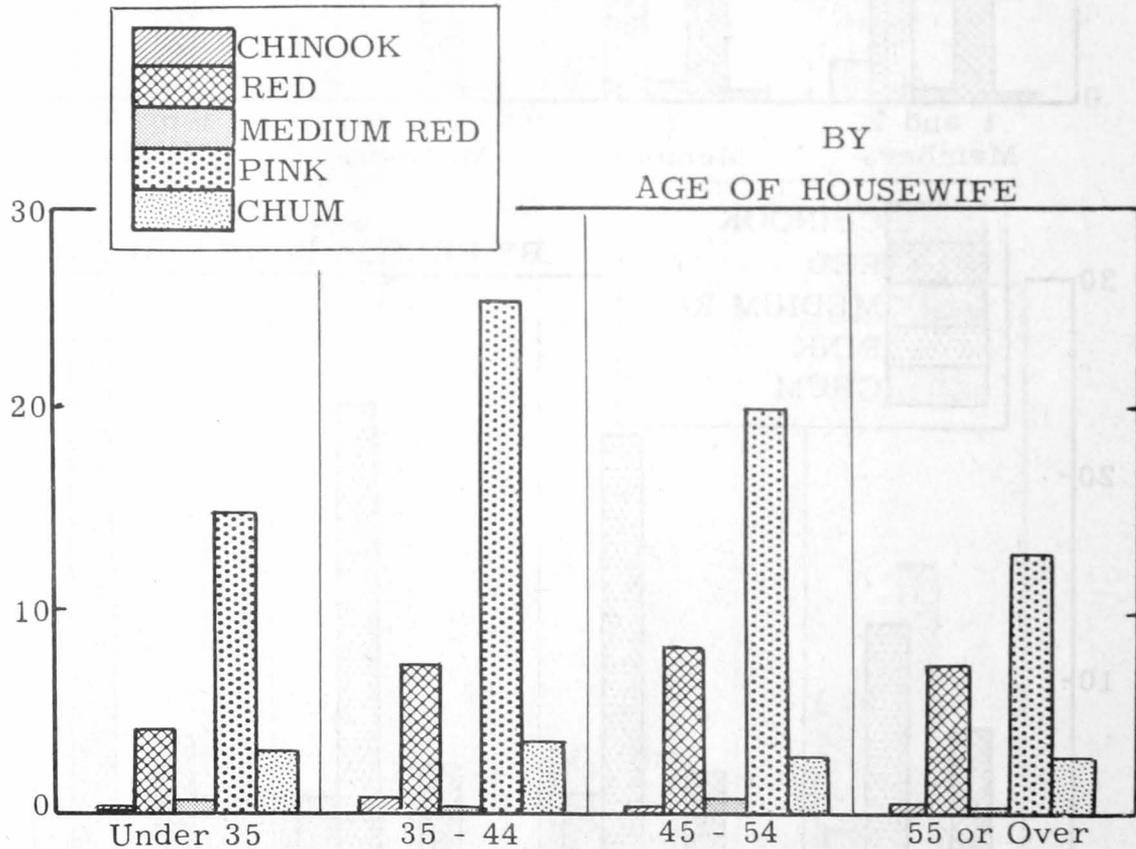
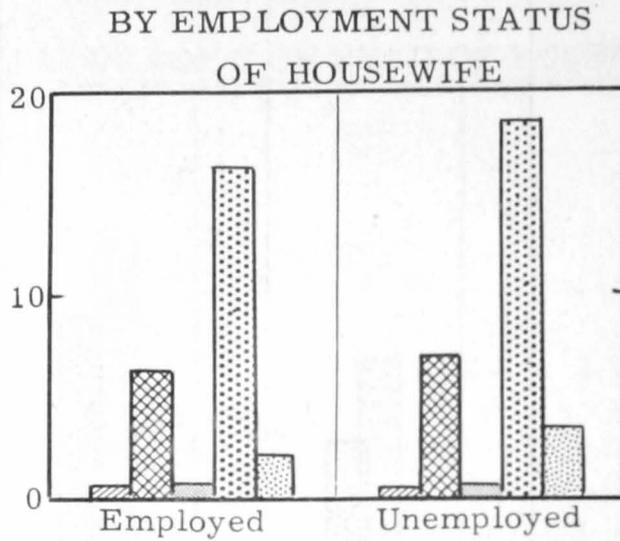
BY SIZE OF FAMILY



HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - March, 1959

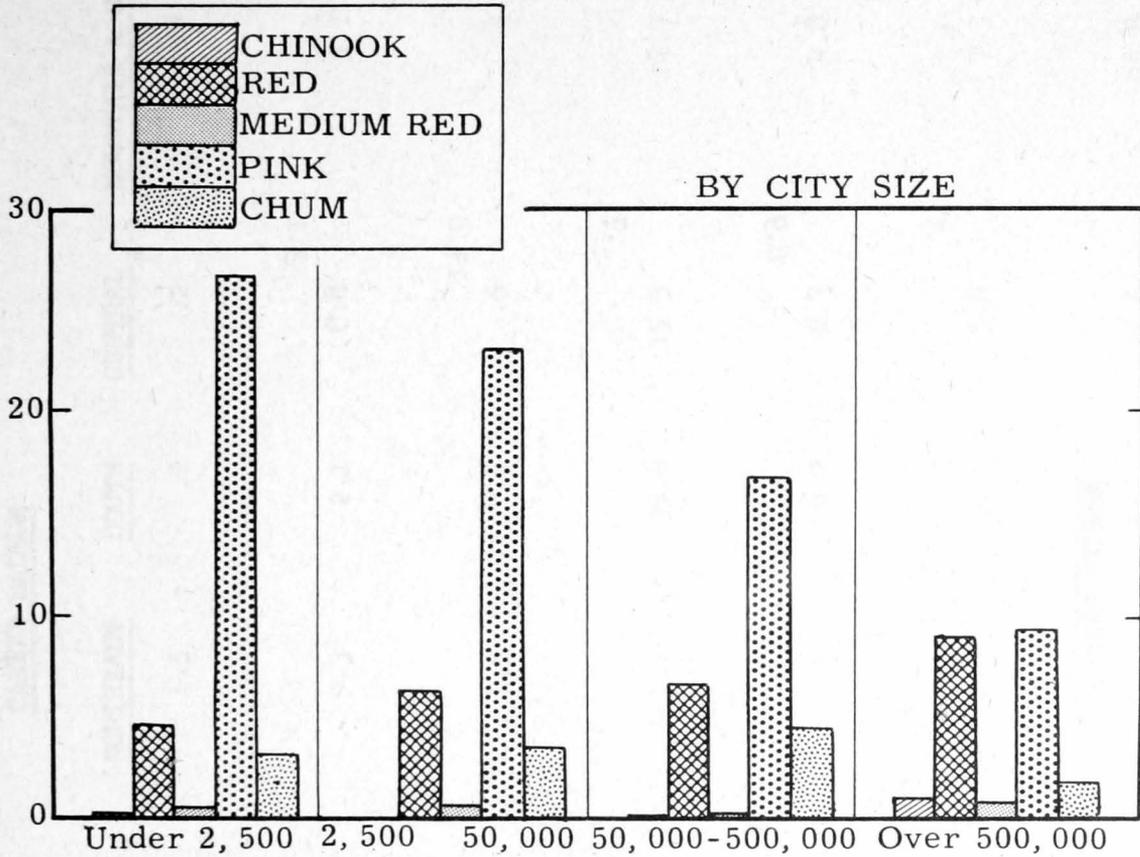
(Cases Per 1000 Families)



HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - March, 1959

(Cases Per 1000 Families)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1958-1959
Purchases-Cases Per 1,000 Families
Semi-Annual

CANNED SALMON

Chinook Or King

October, 1958 - March, 1959 .5
April, 1959 - September, 1959
October, 1958 - September, 1959

Red

October, 1958 - March, 1959 6.9
April, 1959 - September, 1959
October, 1958 - September, 1959

Medium Red

October, 1958 - March, 1959 .7
April, 1959 - September, 1959
October, 1958 - September, 1959

Pink

October, 1958 - March, 1959 17.8
April, 1959 - September, 1959
October, 1958 - September, 1959

Chum

October, 1958 - March, 1959 3.1
April, 1959 - September, 1959
October, 1958 - September, 1959

Other - Not Identified

October, 1958 - March, 1959 4.5
April, 1959 - September, 1959
October, 1958 - September, 1959

Total

October, 1958 - March, 1959 33.5
April, 1959 - September, 1959
October, 1958 - September, 1959

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NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

REGIONS 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>NORTHEAST</u>	<u>SOUTH</u>	<u>CENTRAL</u>	<u>MOUNTAIN & SOUTHWEST</u>	<u>PACIFIC</u>
<u>Chinook Or King</u>					
October, 1958 - March, 1959	1.5	.1	.2	*	.2
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Red</u>					
October, 1958 - March, 1959	9.3	2.1	8.8	5.7	5.7
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Medium Red</u>					
October, 1958 - March, 1959	1.5	.4	.6	.3	.2
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Pink</u>					
October, 1958 - March, 1959	11.7	35.6	15.5	17.7	7.5
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Chum</u>					
October, 1958 - March, 1959	1.5	6.0	2.7	4.8	1.3
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Other - Not Identified</u>					
October, 1958 - March, 1959	2.0	6.1	5.8	7.3	1.8
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Total</u>					
October, 1958 - March, 1959	27.5	50.3	33.6	35.8	16.7
April, 1959 - September, 1959					
October, 1958 - September, 1959					

*Less Than .1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

EDUCATION OF HEAD OF HOUSEHOLD 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>GRADE SCHOOL</u>	<u>HIGH SCHOOL</u>	<u>COLLEGE</u>
<u>Chinook Or King</u>			
October, 1958 - March, 1959	.2	.5	1.1
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Red</u>			
October, 1958 - March, 1959	5.9	7.1	8.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Medium Red</u>			
October, 1958 - March, 1959	.7	.7	.8
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Pink</u>			
October, 1958 - March, 1959	22.2	16.5	12.4
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Chum</u>			
October, 1958 - March, 1959	4.4	2.5	2.0
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Other - Not Identified</u>			
October, 1958 - March, 1959	5.6	4.5	2.4
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Total</u>			
October, 1958 - March, 1959	39.0	31.8	27.0
April, 1959 - September, 1959			
October, 1958 - September, 1959			

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INCOME 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>UNDER \$4,000</u>	<u>\$4,000 - \$6,999</u>	<u>\$7,000 & OVER</u>
<u>Chinook Or King</u>			
October, 1958 - March, 1959	.3	.8	.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Red</u>			
October, 1958 - March, 1959	4.5	7.2	10.1
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Medium Red</u>			
October, 1958 - March, 1959	.6	.7	.9
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Pink</u>			
October, 1958 - March, 1959	19.5	17.2	16.3
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Chum</u>			
October, 1958 - March, 1959	3.9	3.2	1.8
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Other - Not Identified</u>			
October, 1958 - March, 1959	5.2	4.7	3.1
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Total</u>			
October, 1958 - March, 1959	34.0	33.8	32.5
April, 1959 - September, 1959			
October, 1958 - September, 1959			

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NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

SIZE OF FAMILY 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>1 & 2 MEMBERS</u>	<u>3 MEMBERS</u>	<u>4 & 5 MEMBERS</u>	<u>6 OR MORE MEMBERS</u>
<u>Chinook Or King</u>				
October, 1958 - March, 1959	.4	.5	.8	*
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Red</u>				
October, 1958 - March, 1959	6.7	8.3	6.8	5.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Medium Red</u>				
October, 1958 - March, 1959	.5	1.0	.6	1.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Pink</u>				
October, 1958 - March, 1959	10.2	17.3	23.4	35.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Chum</u>				
October, 1958 - March, 1959	2.1	2.1	4.1	6.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	3.0	3.3	6.2	8.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total</u>				
October, 1958 - March, 1959	22.9	32.5	41.9	56.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				

*Less Than .1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PRESENCE OF CHILDREN 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>NO CHILDREN</u>	<u>ANY CHILDREN UNDER 6</u>	<u>ANY CHILDREN 6 - 12</u>	<u>ANY CHILDREN 13 - 17</u>
<u>Chinook Or King</u>				
October, 1958 - March, 1959	.4	.2	.6	.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Red</u>				
October, 1958 - March, 1959	7.5	5.5	5.8	7.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Medium Red</u>				
October, 1958 - March, 1959	.7	.7	.9	.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Pink</u>				
October, 1958 - March, 1959	12.8	22.2	23.7	27.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Chum</u>				
October, 1958 - March, 1959	2.6	4.2	4.1	3.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	2.9	6.2	6.9	6.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Note</u>				
October, 1958 - March, 1959	26.9	39.0	42.0	46.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				

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NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

EMPLOYMENT STATUS
 OF HOUSEWIFE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>EMPLOYED</u>	<u>UNEMPLOYED</u>
<u>Chinook Or King</u>		
October, 1958 - March, 1959	.4	.5
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Red</u>		
October, 1958 - March, 1959	6.3	7.1
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Medium Red</u>		
October, 1958 - March, 1959	.7	.7
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Pink</u>		
October, 1958 - March, 1959	16.3	18.4
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Chum</u>		
October, 1958 - March, 1959	2.1	3.5
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Other - Not Identified</u>		
October, 1958 - March, 1959	4.2	4.6
April, 1959 - September, 1959		
October, 1958 - September, 1959		
<u>Total</u>		
October, 1958 - March, 1959	30.0	34.8
April, 1959 - September, 1959		
October, 1958 - September, 1959		

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

AGE OF HOUSEWIFE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>UNDER 35</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>55 & OVER</u>
<u>Chinook Or King</u>				
October, 1958 - March, 1959	.3	.9	.4	.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Red</u>				
October, 1958 - March, 1959	4.3	7.5	8.3	7.5
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Medium Red</u>				
October, 1958 - March, 1959	.9	.5	.9	.6
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Pink</u>				
October, 1958 - March, 1959	15.1	25.4	20.2	13.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Chum</u>				
October, 1958 - March, 1959	3.1	3.5	3.0	2.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	4.9	5.8	5.2	2.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total</u>				
October, 1958 - March, 1959	28.6	43.6	38.0	27.4
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CITY SIZE 1958-1959
 Purchases - Cases Per 1,000 Families
 Semi-Annual

CANNED SALMON

	<u>UNDER 2,500</u>	<u>2,500 - 50,000</u>	<u>50,000 - 500,000</u>	<u>OVER 500,000</u>
<u>Chinook Or King</u>				
October, 1958 - March, 1959	.2	.1	.2	1.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Red</u>				
October, 1958 - March, 1959	4.7	6.2	6.8	9.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Medium Red</u>				
October, 1958 - March, 1959	.6	.7	.4	1.0
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Pink</u>				
October, 1958 - March, 1959	26.7	23.2	16.8	9.4
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Chum</u>				
October, 1958 - March, 1959	3.1	3.4	4.6	1.8
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	6.8	5.2	5.1	1.9
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Total</u>				
October, 1958 - March, 1959	42.1	38.8	33.9	24.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				

SUMMARY
CANNED SARDINES

Purchases of California sardines in the United States during a six-month period, October, 1958 - March, 1959 amounted to 3.9 cases per 1,000 families, while imported sardine purchases totaled 4.7 cases.

The highest concentration of purchasers of California sardines was in the South, whereas more foreign sardines were sold in the Northeast region.

Total purchases of both California and foreign sardines were highest in those families in which the head of household had grade school education only. More foreign sardines were purchased by those families with a college educated head of household than by those with only high school training.

Families with incomes under \$4,000 bought more of both California and imported sardines than did households in the higher income brackets. Those with incomes of \$7,000 and over purchased almost three times more foreign sardines than California sardines. However, in the group with incomes below \$4,000, purchases of California sardines were 27 percent greater than foreign sardines.

The purchase rate of California sardines increased as family membership became larger. However, foreign sardines were more popular in the 1 and 2 member households and the 6 or more member families.

Households with pre-school children purchased more California sardines than those families without children or those families with older children. More foreign sardines were purchased by households with children 6 - 12 than by families with children in any other age group, or by those with no children.

Purchases of foreign sardines were larger by families in which the housewife was unemployed than in those where the wife worked. In the group of households in which the wives were unemployed, purchases of imported sardines were 15 percent higher than those from California. In those families with employed wives, the purchases of foreign sardines exceeded those of California sardines by about 76 percent.

Families in which the wives were 45 - 54 purchased more foreign sardines than those with wives in younger or older age groups. Most California sardines were bought by those households with wives under 35.

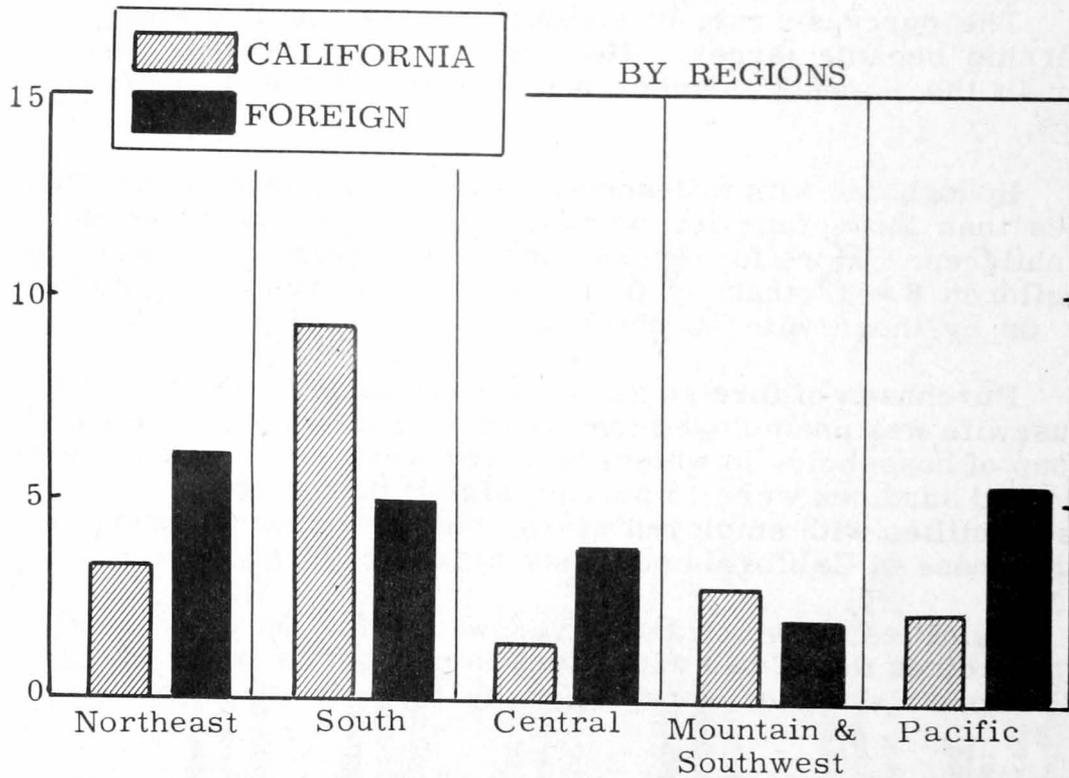
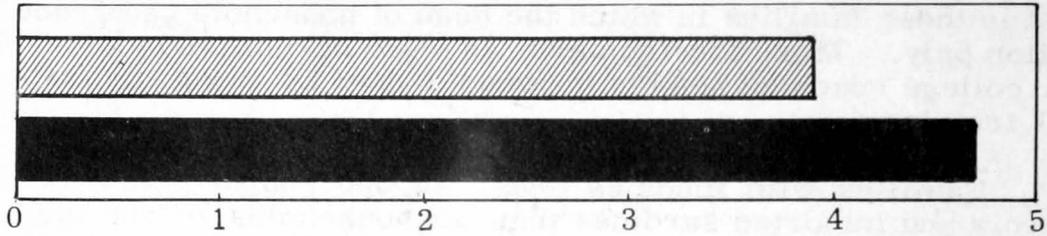
More California sardines were sold to families in cities under 2,500 population, while the acceptance of foreign sardines was highest in cities over 500,000.

HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - March, 1959

(Cases Per 1000 Families)

U. S. TOTAL

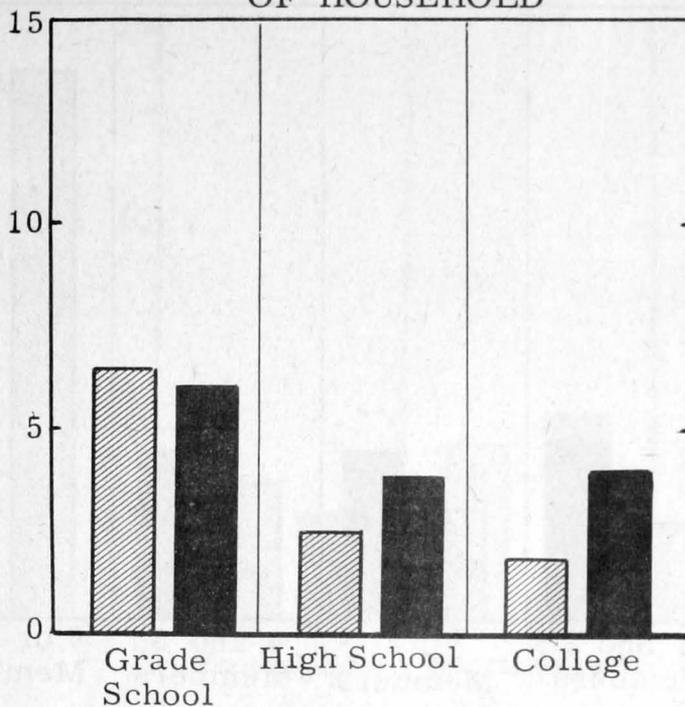


HOUSEHOLD PURCHASES OF CANNED SARDINES

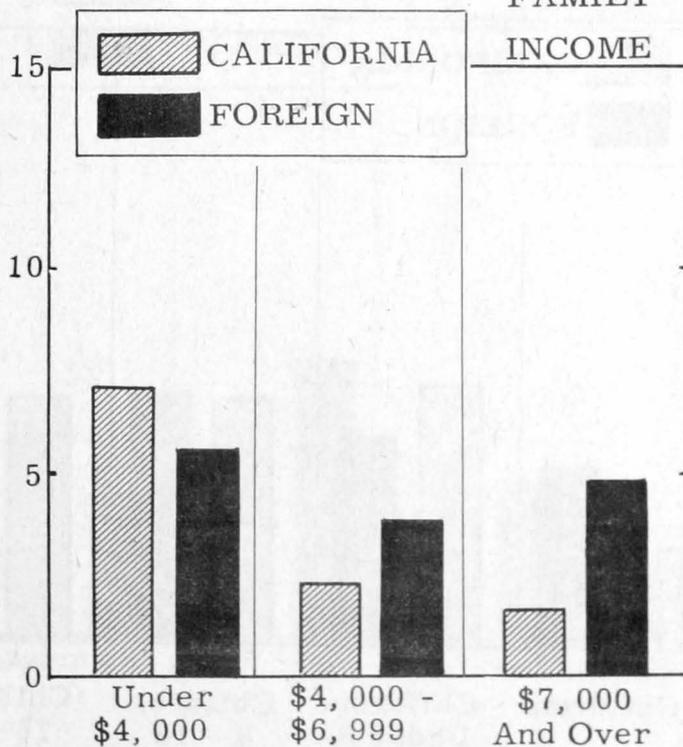
October, 1958 - March, 1959

(Cases Per 1000 Families)

BY EDUCATION OF HEAD
OF HOUSEHOLD



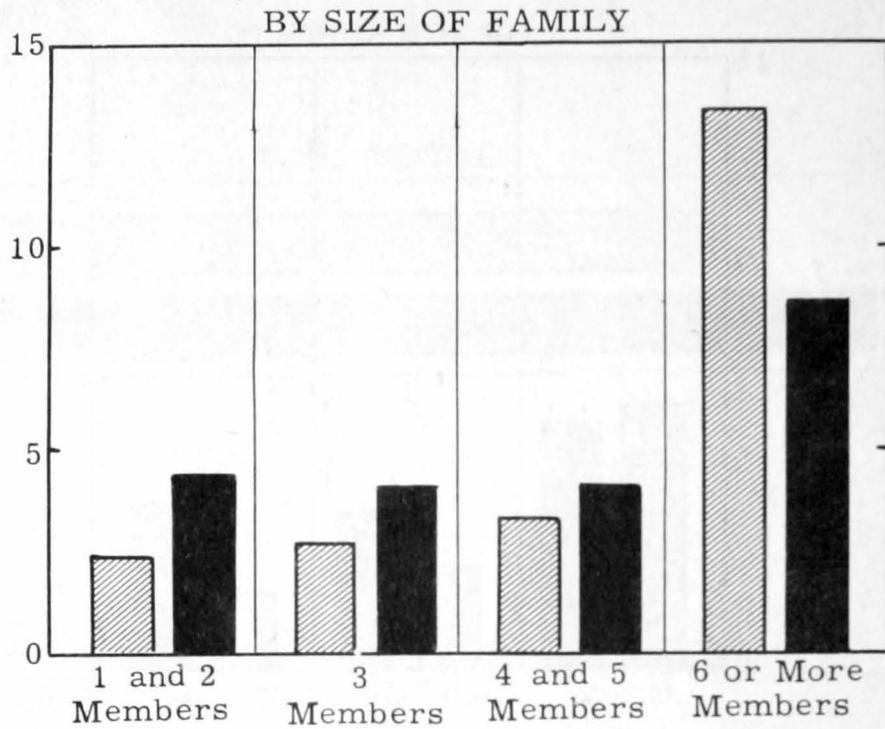
BY
FAMILY
INCOME



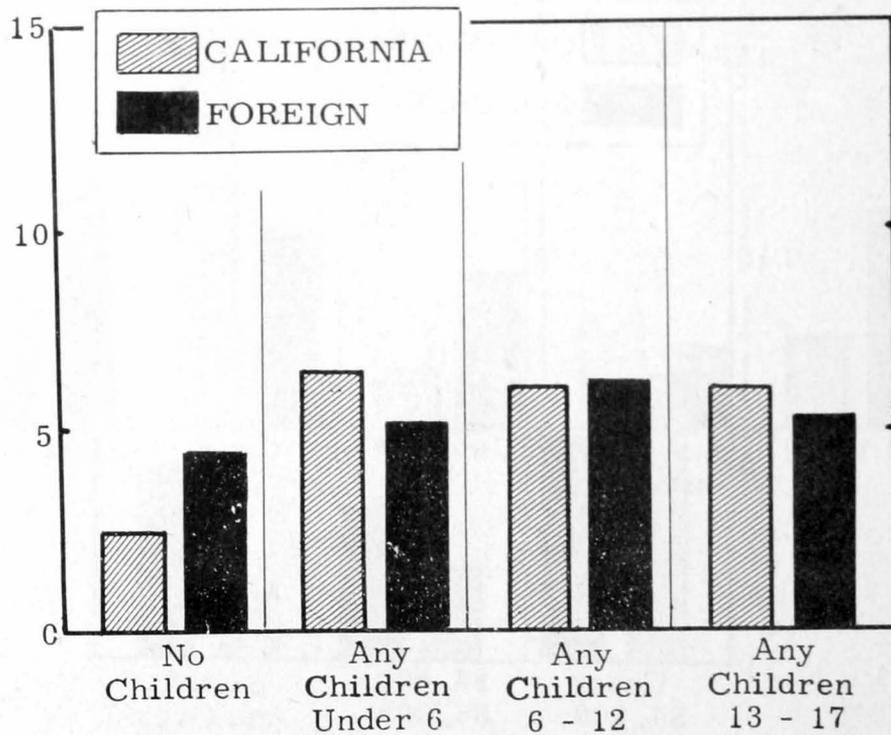
HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - March, 1959

(Cases Per 1000 Families)



BY
PRESENCE OF CHILDREN

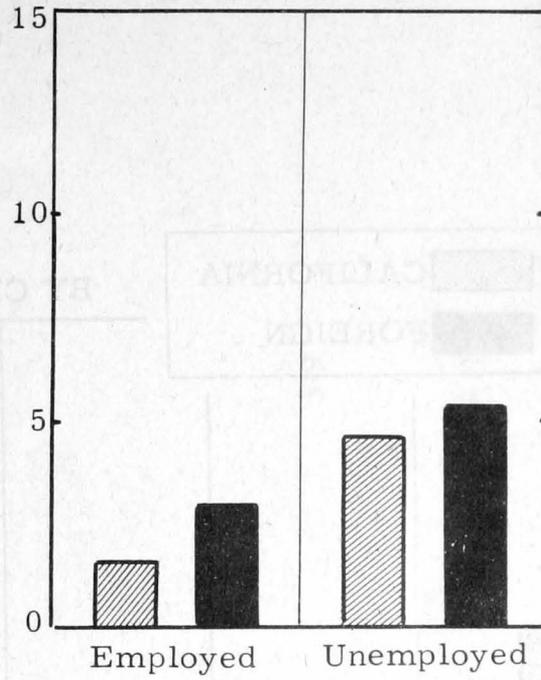


HOUSEHOLD PURCHASES OF CANNED SARDINES

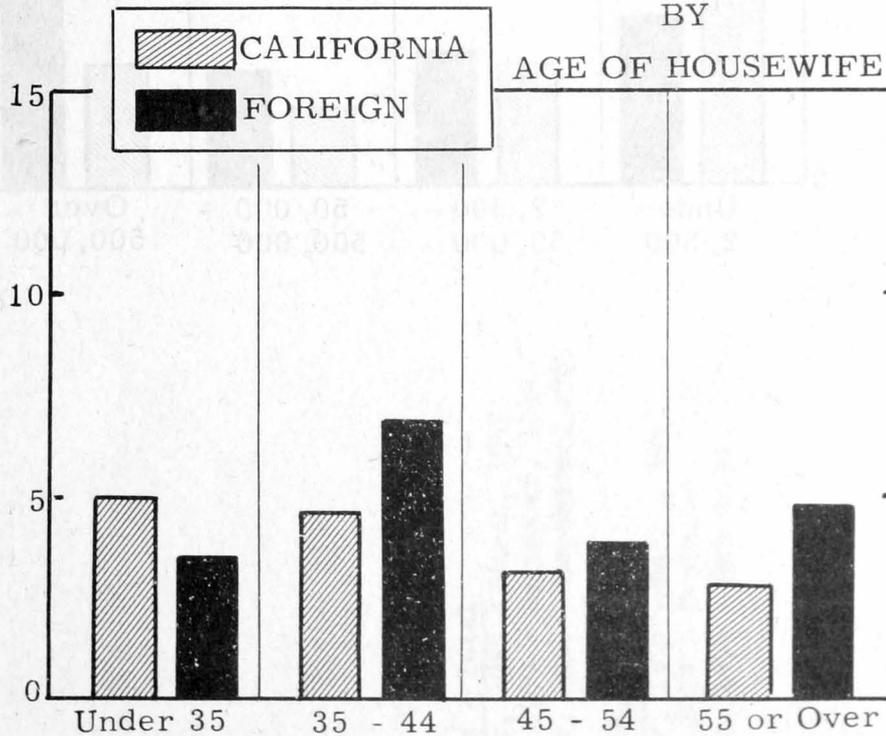
October, 1958 - March, 1959

(Cases Per 1000 Families)

BY EMPLOYMENT STATUS
OF HOUSEWIFE



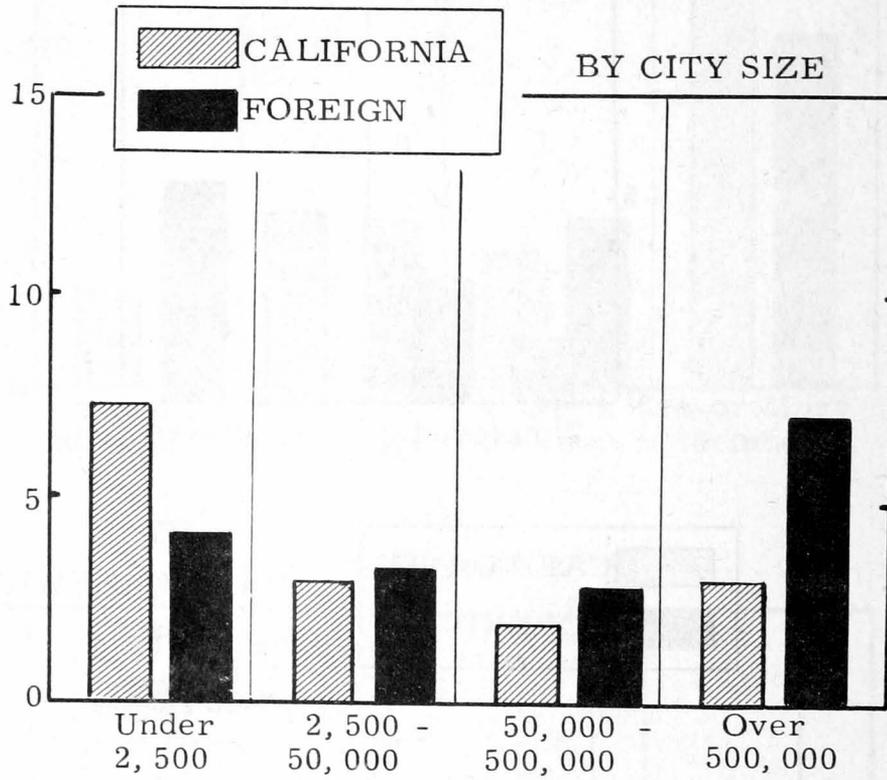
BY
AGE OF HOUSEWIFE



HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - March, 1959

(Cases Per 1000 Families)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1958-1959
Purchases-Cases Per 1,000 Families
Semi-Annual

SARDINES

California - Total

October, 1958 - March, 1959	3.9
April, 1959 - September, 1959	
October, 1958 - September, 1959	

Foreign - Total

October, 1958 - March, 1959	4.7
April, 1959 - September, 1959	
October, 1958 - September, 1959	

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

REGIONS 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

SARDINES

	<u>NORTHEAST</u>	<u>SOUTH</u>	<u>CENTRAL</u>	<u>MOUNTAIN & SOUTHWEST</u>	<u>PACIFIC</u>
<u>California - Total</u>					
October, 1958 - March, 1959	3.4	9.3	1.5	2.8	2.3
April, 1959 - September, 1959					
October, 1958 - September, 1959					
<u>Foreign - Total</u>					
October, 1958 - March, 1959	6.2	5.0	3.8	2.1	5.4
April, 1959 - September, 1959					
October, 1958 - September, 1959					

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

EDUCATION OF HEAD OF HOUSEHOLD 1958-1959
 Purchases & Cases Per 1,000 Families
 Semi-Annual

SARDINES

	<u>GRADE SCHOOL</u>	<u>HIGH SCHOOL</u>	<u>COLLEGE</u>
October, 1958 - March, 1959	2.2	3.3	1.3
April, 1959 - September, 1959	1.7	5.3	1.1
<u>California - Total</u>			
October, 1958 - March, 1959	6.5	2.5	1.9
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Foreign - Total</u>			
October, 1958 - March, 1959	6.1	3.9	4.0
April, 1959 - September, 1959			
October, 1958 - September, 1959			

UNITED STATES DEPARTMENT OF INTERIOR
 BUREAU OF ECONOMIC ANALYSIS
 WASHINGTON, D. C. 20540

EDUCATION OF HEAD OF HOUSEHOLD 1958-1959
 PURCHASES & CASES PER 1,000 FAMILIES
 INCOME 1958-1959

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

INCOME 1958-1959
Purchases-Cases Per 1,000 Families
Semi-Annual

SARDINES

	<u>UNDER \$4,000</u>	<u>\$4,000 - \$6,999</u>	<u>\$7,000 & OVER</u>
<u>California - Total</u>			
October, 1958 - March, 1959	7.1	2.3	1.7
April, 1959 - September, 1959			
October, 1958 - September, 1959			
<u>Foreign - Total</u>			
October, 1958 - March, 1959	5.6	3.9	4.9
April, 1959 - September, 1959			
October, 1958 - September, 1959			

NATIONAL CONSUMER PANEL
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SIZE OF FAMILY 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

SARDINES

1 & 2 MEMBERS

3 MEMBERS

4 & 5 MEMBERS

6 OR MORE MEMBERS

California - Total

October, 1958 - March, 1959

2.4

2.7

3.3

13.3

April, 1959 - September, 1959

October, 1958 - September, 1959

Foreign - Total

October, 1958 - March, 1959

4.4

4.1

4.1

8.6

April, 1959 - September, 1959

October, 1958 - September, 1959

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PRESENCE OF CHILDREN 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

SARDINES

	<u>NO CHILDREN</u>	<u>ANY CHILDREN UNDER 6</u>	<u>ANY CHILDREN 6 - 12</u>	<u>ANY CHILDREN 13 - 17</u>
<u>California - Total</u>				
October, 1958 - March, 1959	2.5	6.5	6.1	6.1
April, 1959 - September, 1959				
October, 1958 - September, 1959				
<u>Foreign - Total</u>				
October, 1958 - March, 1959	4.5	5.2	6.2	5.3
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

EMPLOYMENT STATUS
OF HOUSEWIFE 1958-1959
Purchases-Cases Per 1,000 Families
Semi-Annual

SARDINES

EMPLOYED

UNEMPLOYED

California - Total

October, 1958 - March, 1959

1.7

4.7

April, 1959 - September, 1959

October, 1958 - September, 1959

Foreign - Total

October, 1958 - March, 1959

3.0

5.4

April, 1959 - September, 1959

October, 1958 - September, 1959

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

AGE OF HOUSEWIFE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

SARDINES

UNDER 35

35 - 44

45 - 54

55 & OVER

California - Total

October, 1958 - March, 1959	5.1	4.7	3.2	2.8
April, 1959 - September, 1959				
October, 1958 - September, 1959				

Foreign - Total

October, 1958 - March, 1959	3.6	6.9	3.8	4.8
April, 1959 - September, 1959				
October, 1958 - September, 1959				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CITY SIZE 1958-1959
 Purchases-Cases Per 1,000 Families
 Semi-Annual

SARDINES

UNDER 2,500 2,500 - 50,000 50,000 - 500,000 OVER 500,000

California - Total

October, 1958 - March, 1959	7.3	3.0	2.0	3.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				

Foreign - Total

October, 1958 - March, 1959	4.2	3.3	2.9	7.2
April, 1959 - September, 1959				
October, 1958 - September, 1959				