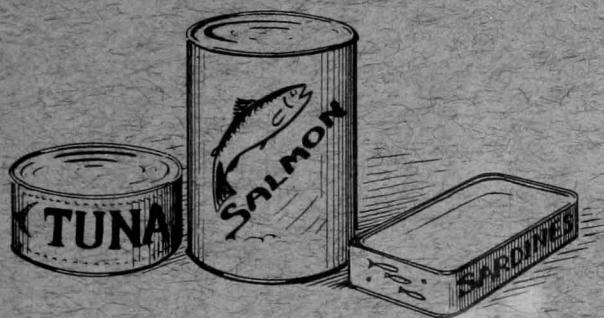


CANNED FISH

CONSUMER PURCHASES



SEPTEMBER 1959

UNITED STATES DEPARTMENT OF THE INTERIOR

FISH AND WILDLIFE SERVICE

BUREAU OF COMMERCIAL FISHERIES

WASHINGTON 25, D. C.

FISHERY LEAFLET 478 k

INTRODUCTION

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

research program directed by...
for canned tuna, canned salmon...
which are provided by the...
under contract with the...
estimate of national...
panel of approximately...
They show...
the range of...
factors of...
CANNED FISH - CONSUMER PURCHASES

SEPTMBER 1959

Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 k

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.

The project is financed from funds provided by the Saltonstall-Kennedy Act, and this report for the month of September is the last to be published under the terms of the present contract.

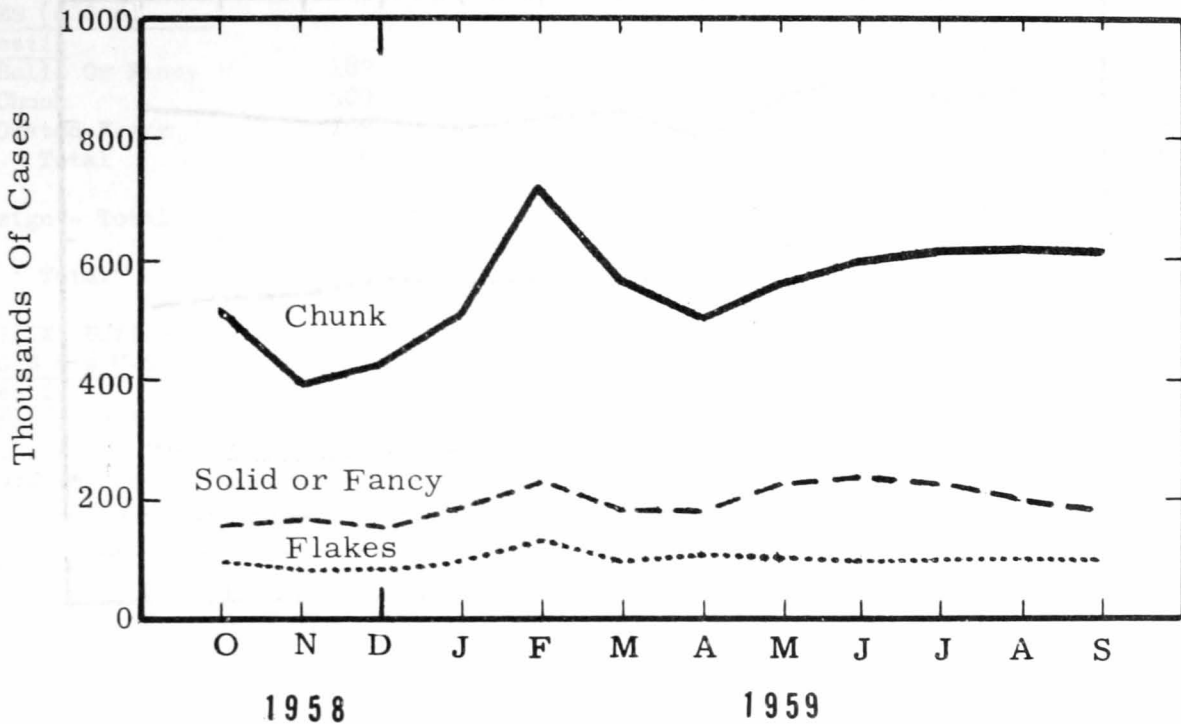
NOTE: - Monthly data for the period from October, 1958 through March, 1959 appeared in Fishery Leaflet 478 d which is now available through the Bureau of Commercial Fisheries, Washington 25, D. C.

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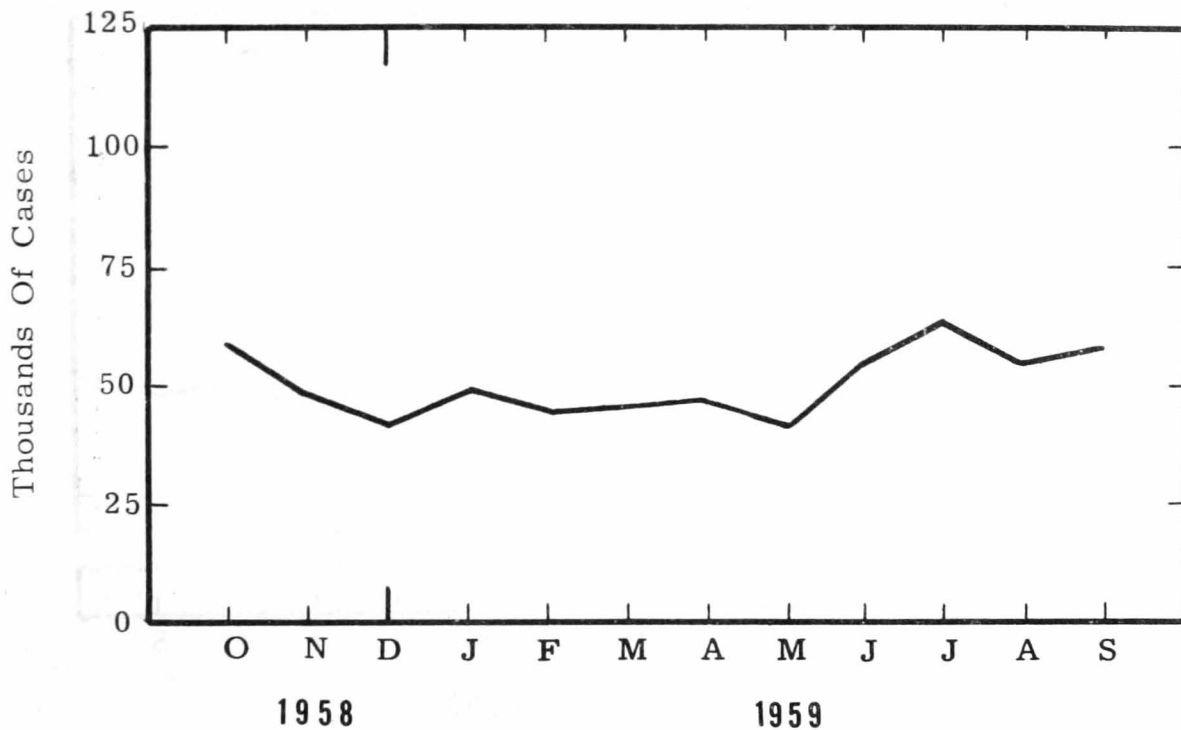
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TUNA

CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

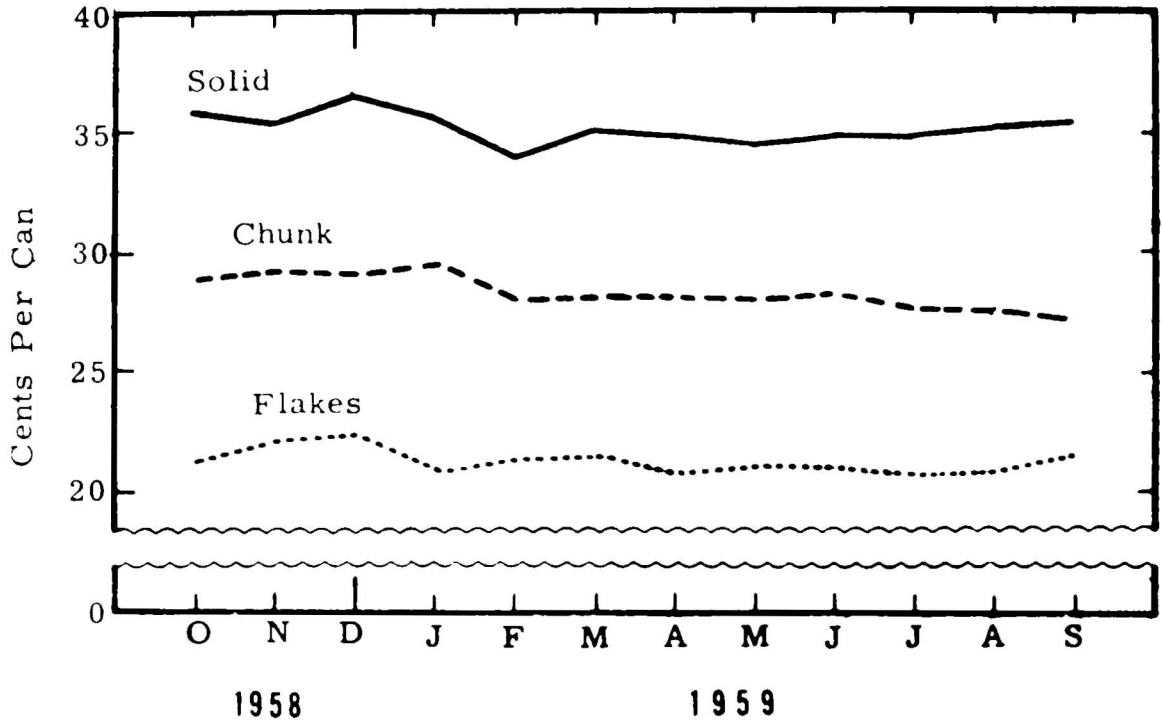


CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

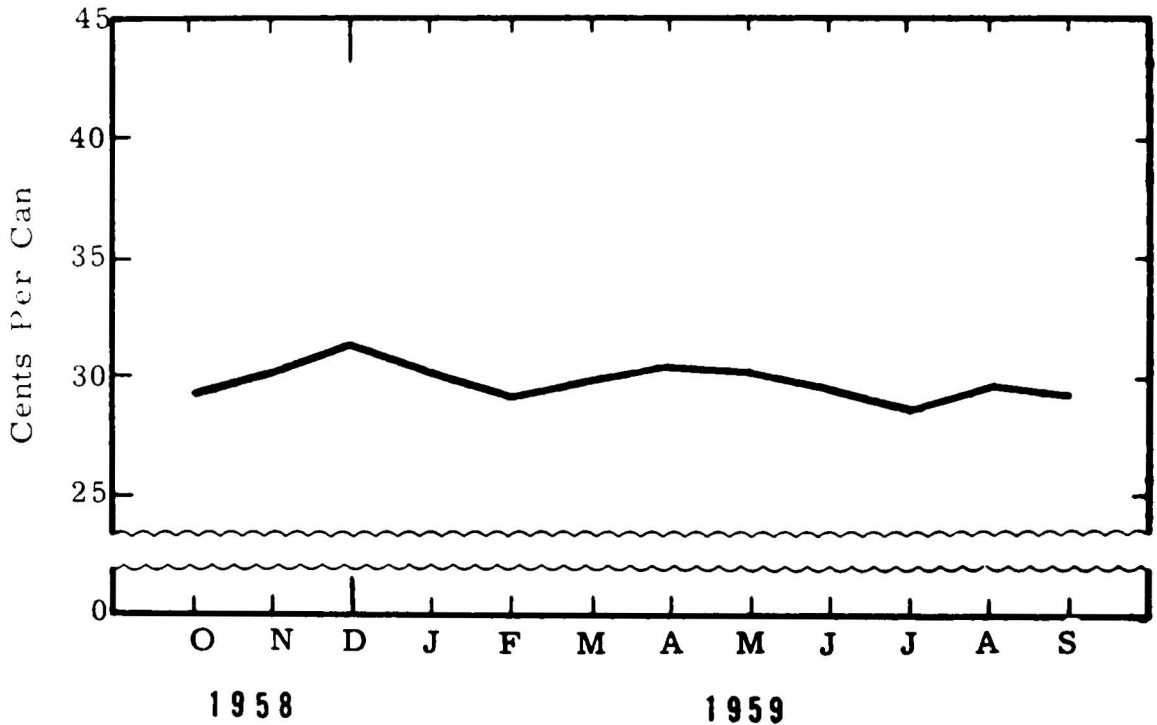


TUNA

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



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



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy		182		221		228		217		199		187
Chunk		509		556		589		616		613		615
Grated-Flake		109		100		93		101		100		96
Total		796		877		910		934		912		898
Foreign - Total		47		42		54		64		54		58
Total		843		919		964		998		966		956
 <u>FAMILIES BUYING (000'S & % U.S.)</u>												
<u>Domestic</u>												
Solid Or Fancy	3,773	7.3	4,278	8.3	4,240	8.3	4,422	8.6	4,229	8.2	4,051	7.9
Chunk	9,251	18.0	9,893	19.3	10,394	20.2	10,642	20.6	10,668	20.7	10,482	20.3
Grated-Flake	1,945	3.8	1,784	3.5	1,895	3.7	1,835	3.6	1,650	3.2	1,838	3.6
Total	13,915	27.1	14,783	28.8	15,269	29.7	15,722	30.5	15,457	30.0	15,153	29.4
Foreign - Total	848	1.7	851	1.7	1,067	2.1	1,141	2.2	1,017	2.0	952	1.8
Total	14,436	28.1	15,428	30.0	16,042	31.2	16,510	32.0	16,146	31.3	15,881	30.8
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.6		1.6		1.8		1.6		1.6		1.6
Chunk		1.9		1.9		1.9		2.0		2.0		2.1
Grated-Flake		1.9		2.0		1.9		2.1		2.2		2.0
Total		1.8		1.9		1.9		1.9		2.0		2.0
Foreign - Total		1.7		1.8		1.9		1.9		1.8		2.0
Total		1.8		1.9		1.9		1.9		2.0		2.0
 <u>AVERAGE PRICE PAID (¢/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		23.4		23.4		22.0		22.7		23.6		24.2
1/2 Lb.		34.7		34.2		34.9		34.9		35.2		35.3
3/4 Lb.		*		*		*		*		*		*
Chunk												
1/4 Lb.		21.3		21.0		21.0		21.0		20.7		21.3
1/2 Lb.		28.2		28.0		28.2		27.6		27.5		27.2
3/4 Lb.		42.3		43.0		42.5		44.2		44.3		43.7
Grated-Flake												
1/2 Lb.		20.8		21.0		21.0		20.7		20.6		21.4
<u>Foreign</u>												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		30.6		30.3		29.6		26.6		29.7		29.4

* 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

<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	125		155		165		147		141		127
Chunk	143		155		157		164		153		180
Grated-Flake	15		11		12		16		8		10
Total	283		321		334		327		302		317
Foreign - Total	36		30		34		43		40		38
Total	319		351		368		370		342		355

FAMILIES BUYING
(000'S & % REG.)

<u>Domestic</u>												
Solid Or Fancy	2,377	16.4	2,777	19.2	2,844	19.6	2,779	23.2	2,736	18.9	2,727	18.9
Chunk	2,742	18.9	2,947	20.3	2,839	19.0	3,052	25.5	2,871	19.9	3,136	21.7
Grated-Flake	246	1.7	204	1.4	245	1.7	215	1.8	114	.8	174	1.2
Total	4,924	34.0	5,380	37.1	5,322	36.7	5,502	45.9	5,317	36.8	5,419	37.5
Foreign - Total	608	4.2	578	4.0	721	5.0	804	6.7	729	5.0	652	4.5
Total	5,310	36.6	5,845	40.3	5,828	40.2	6,003	50.1	5,754	40.1	5,911	40.9

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

<u>Domestic</u>											
Solid Or Fancy	1.7		1.8		2.0		1.7		1.8		1.6
Chunk	1.7		1.7		1.8		1.8		1.9		1.9
Grated-Flake	2.3		1.9		1.8		2.9		2.4		2.2
Total	1.7		1.7		1.9		1.8		1.8		1.8
Foreign - Total	1.7		1.7		1.8		1.7		1.8		1.8
Total	1.7		1.7		1.9		1.8		1.8		1.8

AVERAGE PRICE PAID
(¢/CAN)

<u>Domestic</u>											
Solid Or Fancy											
1/4 Lb.	23.0		23.4		21.8		22.4		23.7		24.0
1/2 Lb.	33.8		34.0		34.2		34.8		35.0		35.1
3/4 Lb.	*		*		*		*		*		*
Chunk											
1/4 Lb.	20.5		20.2		20.6		20.4		19.9		20.7
1/2 Lb.	29.3		29.1		28.6		28.5		28.4		28.1
3/4 Lb.	42.1		42.9		44.8		46.1		45.7		44.1
Grated-Flake											
1/2 Lb.	22.3		21.2		21.7		19.0		20.5		20.7
<u>Foreign</u>											
1/4 Lb.	*		*		*		*		*		*
1/2 Lb.	30.9		30.0		30.8		29.9		30.1		30.3

*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

<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		22		20		22		22		22		21
Chunk		60		77		76		80		84		74
Grated-Flake		20		23		18		28		30		25
Total		102		120		116		130		136		120
Foreign - Total		*		*		*		*		2		*
Total		103		121		118		132		138		122
<u>FAMILIES BUYING (000'S & % REG.)</u>												
<u>Domestic</u>												
Solid Or Fancy	536	5.1	510	4.8	465	4.4	577	5.4	540	5.0	444	4.1
Chunk	1,195	11.3	1,437	13.6	1,525	14.4	1,409	13.1	1,632	15.1	1,391	12.9
Grated-Flake	461	4.4	449	4.3	416	3.9	553	5.1	464	4.3	488	4.5
Total	2,030	19.2	2,180	20.6	2,208	20.9	2,371	22.0	2,409	22.4	2,137	19.6
Foreign - Total	*	*	*	*	*	*	*	*	55	.5	*	*
Total	2,049	19.4	2,205	20.9	2,250	21.3	2,422	22.5	2,463	22.9	2,188	20.3
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.5		1.3		1.6		1.4		1.5		1.6
Chunk		1.7		1.7		1.7		1.7		1.8		1.8
Grated-Flake		1.6		1.8		1.7		1.9		2.0		1.8
Total		1.5		1.6		1.7		1.7		1.7		1.8
Foreign - Total		*		*		*		*		*		*
Total		1.6		1.6		1.7		1.7		1.7		1.8
<u>AVERAGE PRICE PAID (\$/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		23.9		*		*		*		22.9		*
1/2 Lb.		35.6		36.0		35.6		35.0		34.6		35.5
3/4 Lb.		*		*		*		*		*		*
Chunk												
1/4 Lb.		21.4		21.7		*		*		*		*
1/2 Lb.		29.4		29.2		29.2		29.2		29.2		29.0
3/4 Lb.		44.9		44.6		41.8		45.6		44.5		40.7
Grated-Flake												
1/2 Lb.		22.2		22.7		22.0		21.4		21.1		21.8
<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

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		14		23		17		22		21		21
Chunk		121		138		171		179		152		157
Grated-Flake		37		30		31		26		30		29
Total		172		191		219		227		203		207
Foreign - Total		8		7		12		13		9		14
Total		180		198		231		240		212		221
<u>FAMILIES BUYING (000'S & % REG.)</u>												
<u>Domestic</u>												
Solid Or Fancy	329	2.2	479	3.2	428	2.9	535	3.1	504	3.4	470	3.1
Chunk	2,296	15.3	2,565	17.1	3,062	20.4	3,056	17.5	2,826	18.8	2,786	18.6
Grated-Flakes	663	4.4	578	3.9	639	4.3	527	3.0	545	3.6	584	3.9
Total	3,174	21.2	3,446	23.0	3,923	26.2	3,929	22.5	3,685	24.6	3,638	24.3
Foreign - Total	143	1.0	182	1.2	211	1.4	182	1.0	193	1.3	192	1.3
Total	3,259	21.8	3,562	23.8	4,081	27.2	4,104	23.5	3,815	25.4	3,784	25.2
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.4		1.6		1.5		1.5		1.4		1.6
Chunk		1.9		1.9		2.0		2.1		2.0		2.0
Grated-Flake		1.9		1.9		1.9		1.7		1.9		1.9
Total		1.9		1.8		1.9		2.0		1.9		2.0
Foreign - Total		2.3		1.6		2.0		2.3		1.5		2.4
Total		1.9		1.8		1.9		2.0		1.9		2.0
<u>AVERAGE PRICE PAID (\$/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		36.4		33.3		34.0		34.0		35.9		36.1
3/4 Lb.		*		*		*		*		*		*
Chunk												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		29.0		28.4		29.0		27.6		28.2		27.8
3/4 Lb.		42.0		43.9		40.5		44.0		45.3		45.2
Grated-Flake												
1/2 Lb.		20.7		21.0		20.5		20.9		20.7		21.2
<u>Foreign</u>												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		30.4		33.7		28.9		27.8		31.0		28.7

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED TUNA

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		8		7		9		6		4		6
Chunk		60		68		66		69		78		72
Grated-Flake		17		17		16		18		17		20
Total		85		92		91		93		99		98
Foreign - Total		*		*		*		*		*		*
Total		85		92		91		93		99		98

FAMILIES BUYING (000'S & % REG.)	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy	204	3.8	146	2.7	175	3.3	158	2.9	120	2.2	150	2.8
Chunk	1,111	20.8	1,199	22.4	1,245	23.3	1,225	22.8	1,317	24.6	1,252	23.3
Grated-Flake	306	5.7	326	6.1	334	6.2	337	6.3	333	6.3	392	7.3
Total	1,491	27.9	1,611	30.1	1,631	30.5	1,636	30.5	1,677	31.3	1,718	32.0
Foreign - Total	*	*	*	*	*	*	*	*	*	*	*	*
Total	1,491	27.9	1,624	30.4	1,649	30.8	1,651	30.8	1,677	31.3	1,718	32.0

AVERAGE PURCHASE TRANSACTION SIZE-CANS	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy		1.6		1.4		1.4		1.5		1.4		1.5
Chunk		1.8		1.8		1.8		1.8		1.9		1.9
Grated-Flake		1.7		1.9		1.8		2.1		2.2		2.1
Total		1.7		1.8		1.8		1.9		1.9		1.9
Foreign - Total		*		*		*		*		*		*
Total		1.7		1.8		1.8		1.8		1.9		1.9

AVERAGE PRICE PAID (¢/CAN)	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		37.9		36.7		39.0		38.8		35.6		34.8
3/4 Lb.		*		*		*		*		*		*
Chunk												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		29.8		29.3		30.0		28.8		28.3		28.1
3/4 Lb.		45.6		44.6		43.9		40.4		42.3		43.3
Grated-Flake												
1/2 Lb.		22.1		21.9		22.0		21.5		21.3		21.6
<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)	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy		13		16		15		20		11		12
Chunk		125		118		119		124		146		132
Grated-Flake		16		19		16		13		15		12
Total		154		153		150		157		172		156
Foreign - Total		*		*		6		6		3		4
Total		156		157		156		163		175		160
 <u>FAMILIES BUYING (000'S & % REG.)</u>												
<u>Domestic</u>												
Solid Or Fancy	327	5.5	366	6.1	328	5.5	373	6.2	329	5.5	260	4.3
Chunk	1,907	31.8	1,745	29.1	1,723	28.8	1,900	31.6	2,022	33.6	1,917	31.3
Grated-Flake	269	4.5	227	3.8	262	4.4	203	3.4	189	3.1	200	3.3
Total	2,296	38.3	2,166	36.1	2,185	36.5	2,284	38.0	2,369	39.4	2,241	37.2
Foreign - Total	*	*	*	*	75	1.3	75	1.2	40	.7	57	.9
Total	2,327	38.8	2,192	36.6	2,234	37.3	2,330	38.7	2,397	39.8	2,280	37.9
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.5		1.6		1.6		1.6		1.4		1.6
Chunk		2.2		2.3		2.3		2.2		2.4		2.4
Grated-Flake		2.7		3.2		2.5		2.8		3.1		2.4
Total		2.2		2.2		2.2		2.1		2.3		2.3
Foreign - Total		*		*		3.1		2.7		*		2.5
Total		2.2		2.3		2.2		2.2		2.4		2.3
 <u>AVERAGE PRICE PAID (¢/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		24.3		23.8		*		23.9		*		24.2
1/2 Lb.		34.6		33.5		36.6		34.5		36.1		35.9
3/4 Lb.		*		*		*		*		*		*
Chunk												
1/4 Lb.		21.4		21.0		20.8		21.1		21.2		21.2
1/2 Lb.		26.0		25.6		26.0		25.9		25.3		25.2
3/4 Lb.		40.1		40.4		41.9		43.6		42.4		43.0
Grated-Flake												
1/2 Lb.		17.5		18.7		19.7		19.8		19.1		20.8
<u>Foreign</u>												
1/4 Lb.		*		*		*		*		*		*
1/2 Lb.		*		*		26.4		26.3		*		26.8

*Insufficient Number of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	112	143	145	131	136	126
Chunk	294	318	343	361	346	349
Grated-Flake	67	49	48	58	55	45
Total	473	510	536	550	537	520
Foreign - Total	20	21	24	29	29	31
Total	493	531	560	579	566	551
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.7	1.8	1.6	1.7	1.6
Chunk	1.9	1.9	1.9	2.0	2.0	2.0
Grated-Flake	1.9	1.9	1.8	2.1	2.2	2.0
Total	1.8	1.8	1.9	1.9	2.0	1.9
Foreign - Total	1.7	1.8	1.8	2.0	1.9	1.9
Total	1.8	1.8	1.9	1.9	2.0	1.9
 <u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.6	23.4	22.6	22.6	23.1	23.5
1/2 Lb.	33.8	33.5	33.9	34.2	34.2	34.8
3/4 Lb.	*	*	*	*	*	*
Chunk						
1/4 Lb.	21.3	21.0	20.9	21.0	20.5	21.1
1/2 Lb.	28.1	27.9	27.8	27.4	27.3	27.0
3/4 Lb.	42.2	43.1	43.7	44.5	45.2	44.0
Grated-Flake						
1/2 Lb.	20.2	20.6	20.9	20.1	20.0	21.1
<u>Foreign</u>						
1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	31.2	29.7	30.1	29.5	29.5	30.9

*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

<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	70	78	83	86	63	61
Chunk	215	238	246	255	267	266
Grated-Flake	38	51	45	43	45	51
Total	323	367	374	384	375	378
Foreign - Total	27	21	30	35	25	27
Total	350	388	404	419	400	405

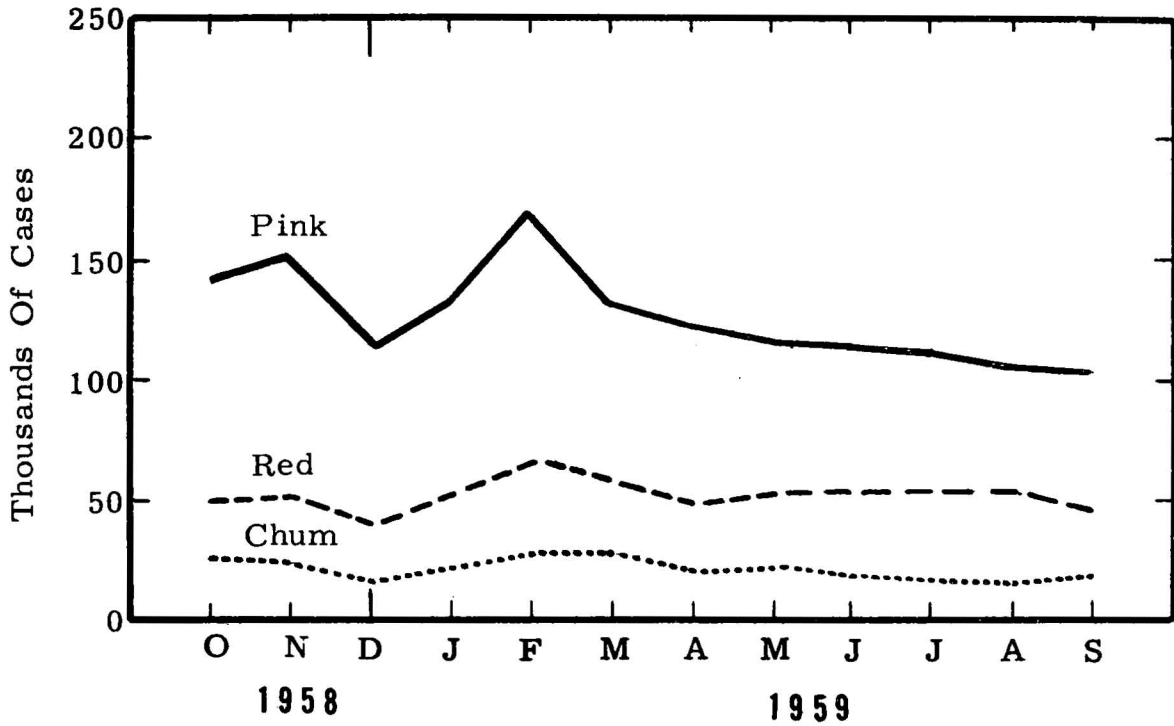
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	1.6	1.6	1.8	1.7	1.5	1.6
Chunk	1.9	2.0	2.0	2.0	2.0	2.1
Grated-Flake	1.9	2.1	2.0	2.1	2.1	2.1
Total	1.9	1.9	2.0	1.9	2.0	2.0
Foreign - Total	1.7	1.7	2.0	1.8	1.7	2.1
Total	1.9	1.9	2.0	1.9	1.9	2.0

<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>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.2	23.3	21.8	22.8	24.2	24.7
1/2 Lb.	36.1	35.6	36.7	35.9	37.1	36.4
3/4 Lb.	*	*	*	*	*	*
Chunk						
1/4 Lb.	21.3	21.1	21.3	21.1	21.2	21.5
1/2 Lb.	28.3	28.0	28.9	27.9	27.7	27.4
3/4 Lb.	42.4	42.8	41.5	43.8	43.5	43.3
Grated-Flake						
1/2 Lb.	21.6	21.4	21.1	21.4	21.3	21.6
Foreign						
1/4 Lb.	*	*	*	*	*	*
1/2 Lb.	30.1	30.8	29.3	27.9	30.0	27.9

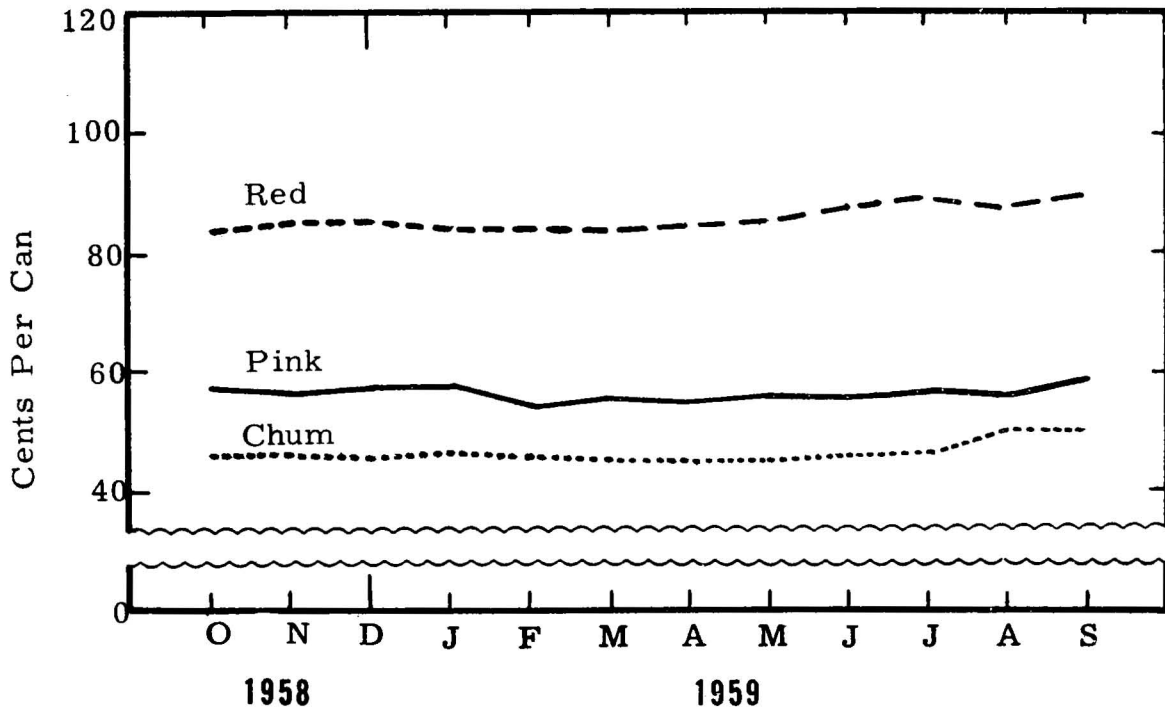
* Insufficient Number Of Purchases To Compute A Separate Figure

SALMON

CANNED SALMON - CONSUMER PURCHASES



CANNED SALMON - AVERAGE PRICES (1 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
Chinook Or King	*		*		*		*		*		*	
Red	5		6		5		4		5		5	
Medium Red	*		*		*		*		*		*	
Pink	14		15		15		10		12		12	
Chum	2		3		2		3		*		2	
Other-N.I.	8		4		3		4		5		5	
Total	30		28		25		22		23		24	
FAMILIES BUYING												
(000'S & % REG.)												
Chinook Or King	*	*	*	*	*	*	*	*	*	*	*	*
Red	207	3.9	201	3.8	228	4.3	202	3.8	221	4.1	281	5.2
Medium Red	*	*	*	*	*	*	*	*	*	*	*	*
Pink	416	7.8	440	8.2	438	8.2	365	6.8	419	7.8	349	6.5
Chum	68	1.3	92	1.7	60	1.1	91	1.7	*	*	84	1.6
Total	882	16.5	858	16.0	798	14.9	785	14.7	775	14.4	832	15.5
AVERAGE PURCHASE TRANSACTION												
SIZE-CANS												
Chinook Or King	*		*		*		*		*		*	
Red	1.1		1.2		1.1		1.1		1.1		1.1	
Medium Red	*		*		*		*		*		*	
Pink	1.3		1.2		1.3		1.2		1.3		1.2	
Chum	1.1		1.3		1.1		1.4		*		1.1	
Total	1.2		1.2		1.2		1.2		1.3		1.2	
AVERAGE PRICE PAID												
(¢/CAN)												
Chinook Or King												
1/2 Lb.	*		*		*		*		*		*	
1 Lb.	*		*		*		*		*		*	
Red												
1/2 Lb.	57.9		59.6		59.6		59.6		60.5		61.0	
1 Lb.	90.7		91.6		91.1		92.1		92.9		90.4	
Medium Red												
1/2 Lb.	*		*		*		*		*		*	
1 Lb.	*		*		*		*		*		*	
Pink												
1/2 Lb.	37.0		38.8		38.8		36.8		36.9		36.7	
1 Lb.	58.1		55.5		56.9		56.3		56.7		59.9	
Chum												
1/2 Lb.	*		*		*		*		*		*	
1 Lb.	45.9		42.4		50.5		45.6		*		46.4	

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

NATIONAL CONSUMER PANEL
Report to.
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*	*	*	*	*
Red	4	4	5	6	4	4
Medium Red	*	*	*	*	*	*
Pink	7	5	4	5	3	6
Chum	*	*	*	*	*	*
Other-N.I.	2	2	*	2	2	*
Total	13	12	12	14	10	14

FAMILIES BUYING (000'S & % REG.)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	* *	* *	* *	* *	* *	* *
Red	212 3.5	190 3.2	236 3.9	252 4.2	197 3.3	174 2.9
Medium Red	* *	* *	* *	* *	* *	* *
Pink	236 3.9	201 3.4	217 3.6	140 2.3	113 1.9	190 3.2
Chum	* *	* *	* *	* *	* *	* *
Total	519 8.7	449 7.5	479 8.0	500 8.3	419 7.0	438 7.3

AVERAGE PURCHASE TRANSACTION SIZE-CANS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*	*	*	*	*
Red	1.1	1.2	1.1	1.2	1.2	1.2
Medium Red	*	*	*	*	*	*
Pink	1.4	1.3	1.1	1.6	1.3	1.4
Chum	*	*	*	*	*	*
Total	1.3	1.2	1.2	1.3	1.2	1.3

AVERAGE PRICE PAID (¢/CAN)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Red						
1/2 Lb.	58.1	55.1	60.4	58.4	58.8	61.3
1 Lb.	86.4	90.0	91.5	91.7	91.9	*
Medium Red						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Pink						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	54.2	57.1	60.2	57.6	59.2	59.9
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

<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	*	2	*	*	3	*
Red	28	28	29	30	29	24
Medium Red	2	3	3	5	3	2
Pink	57	50	54	55	48	45
Chum	16	13	14	11	10	12
Other-N.I.	14	11	15	9	7	10
Total	117	107	116	112	100	94

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King						
1/2 Lb.	*	58.5	*	*	59.0	*
1 Lb.	*	*	*	*	*	*
Red						
1/2 Lb.	56.4	55.9	56.5	56.0	55.5	58.0
1 Lb.	84.4	85.7	84.9	87.4	86.3	87.7
Medium Red						
1/2 Lb.	*	*	*	41.8	*	*
1 Lb.	*	*	*	*	*	*
Pink						
1/2 Lb.	35.1	35.1	34.9	35.7	35.2	34.7
1 Lb.	54.2	54.6	55.7	55.9	55.8	57.0
Chum						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	44.8	44.7	45.7	47.4	48.4	48.5

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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	2	2	*	*	3
Red	20	24	25	23	24	20
Medium Red	2	2	3	2	2	*
Pink	65	64	60	57	56	58
Chum	4	8	5	5	4	5
Other-N.I.	17	16	14	16	13	16
Total	111	116	109	104	101	104

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

Chinook Or King	1.2	1.5	1.1	*	*	1.8
Red	1.2	1.2	1.2	1.2	1.2	1.2
Medium Red	1.1	1.0	1.2	1.1	1.2	*
Pink	1.3	1.2	1.2	1.3	1.3	1.3
Chum	1.5	1.4	1.6	1.5	1.3	1.4
Total	1.3	1.2	1.2	1.3	1.3	1.3

AVERAGE PRICE PAID
(\$/CAN)

Chinook Or King						
1/2 Lb.	62.9	61.5	65.8	*	*	63.2
1 Lb.	*	*	*	*	*	*
Red						
1/2 Lb.	54.5	54.9	56.4	58.3	58.5	59.2
1 Lb.	85.4	87.6	88.8	88.9	88.0	91.1
Medium Red						
1/2 Lb.	*	51.2	50.6	*	*	*
1 Lb.	*	*	*	*	*	*
Pink						
1/2 Lb.	37.0	36.3	37.0	37.1	36.7	36.6
1 Lb.	57.1	58.2	57.5	58.3	57.0	59.6
Chum						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	45.7	44.2	49.2	46.1	51.9	51.2

*Insufficient Number Of Purchases To Compute A Separate Figure

N.I.: Not Identified

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	55	43	41	36	34	35
Foreign - Total	25	32	38	31	23	32
<u>FAMILIES BUYING (000'S & % U.S.)</u>						
California - Total	911	1.8 818	1.6 865	1.7 779	1.5 726	1.4 740
Foreign - Total	957	1.9 1,074	2.1 1,139	2.2 985	1.9 896	1.7 1,206
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
California - Total	1.9	1.7	1.7	1.7	1.6	1.6
Foreign - Total	1.7	1.9	2.1	1.8	1.9	1.9
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.0	23.9	23.1	23.9	24.5	24.0
Foreign - 1/4 Lb.	25.6	26.0	24.9	26.6	26.2	25.0

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST & SOUTH REGIONS
1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>NORTHEAST</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	8	9	6	7	7	7
Foreign - Total	12	16	17	13	12	15
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	199 1.4	239 1.6	161 1.1	232 1.9	227 1.6	187 1.3
Foreign - Total	421 2.9	521 3.6	555 3.8	514 4.3	467 3.2	566 3.9
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.5	1.5	1.4	1.2	1.3	1.2
Foreign - Total	1.9	2.2	2.3	1.9	2.0	2.1
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.6	24.7	23.1	25.5	26.1	23.7
Foreign - 1/4 Lb.	23.9	23.3	22.0	24.9	25.5	22.1
<u>SOUTH</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	29	20	19	22	14	16
Foreign - Total	*	4	10	*	*	5
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	315 3.0	293 2.8	289 2.7	299 2.8	202 1.9	245 2.3
Foreign - Total	* *	115 1.1	171 1.6	* *	* *	126 1.2
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	2.1	2.0	2.0	2.1	1.8	2.0
Foreign - Total	*	1.5	1.8	*	*	1.7
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.2	22.3	22.5	23.2	23.9	23.2
Foreign - 1/4 Lb.	*	25.3	27.5	*	*	25.4

*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 CONSUMER PURCHASES - CASES (000'S)</u>												
California - Total	11		3		6		2		6		4	
Foreign - Total	5		7		5		13		6		8	
<u>FAMILIES BUYING (000'S & % OF REG.)</u>												
California - Total	222	1.5	79	.5	169	1.1	73	.4	112	.7	104	.7
Foreign - Total	231	1.5	251	1.7	236	1.6	259	1.5	216	1.4	353	2.4
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
California - Total	1.6		1.3		1.3		1.4		1.6		1.4	
Foreign - Total	1.6		1.6		1.8		1.9		2.3		1.8	
<u>AVERAGE PRICE PAID (¢/CAN)</u>												
California - 1 Lb.	22.9		26.7		25.6		26.0		23.6		25.3	
Foreign - 1/4 Lb.	27.8		29.5		26.2		28.2		28.6		25.3	

<u>MOUNTAIN & SOUTHWEST CONSUMER PURCHASES - CASES (000'S)</u>												
California - Total	3		7		5		2		5		4	
Foreign - Total	*		1		*		2		*		*	
<u>FAMILIES BUYING (000'S & % OF REG.)</u>												
California - Total	79	1.5	94	1.8	123	2.3	73	1.4	114	2.1	110	2.1
Foreign - Total	*	*	60	1.1	*	*	79	1.5	*	*	*	*
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
California - Total	1.7		2.0		1.7		1.3		1.4		1.4	
Foreign - Total	*		1.7		*		1.7		*		*	
<u>AVERAGE PRICE PAID (¢/CAN)</u>												
California - 1 Lb.	21.4		25.6		25.7		24.0		26.3		24.8	
Foreign - 1/4 Lb.	*		30.5		*		31.7		*		*	

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION
 1959
 Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	4	4	5	3	2	2
Foreign - Total	5	4	4	3	3	3
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	96 1.6	113 1.9	123 2.1	101 1.7	71 1.2	94 1.6
Foreign - Total	196 3.3	127 2.1	148 2.5	106 1.8	106 1.8	103 1.7
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
California - Total	1.8	1.5	1.8	1.5	1.4	1.6
Foreign - Total	1.7	1.6	2.2	1.8	1.6	2.0
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.5	23.9	20.3	23.9	24.0	24.1
Foreign - 1/4 Lb.	26.7	29.8	28.7	27.6	24.6	30.5

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CHAINS OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	22	14	12	13	11	15
Foreign - Total	13	15	15	15	15	16
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8	1.5	1.4	1.5	1.6	1.6
Foreign - Total	1.8	1.8	2.1	1.9	2.0	2.0
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.1	22.3	23.2	23.0	22.3	22.7
Foreign - 1/4 Lb.	24.3	25.1	22.6	26.2	24.9	23.5
<u>INDEPENDENTS & OTHER OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	33	29	29	23	23	20
Foreign - Total	12	17	23	16	8	16
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.9	1.9	1.9	1.8	1.6	1.7
Foreign - Total	1.7	1.9	2.2	1.8	1.7	1.8
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.2	24.7	23.0	24.3	25.5	24.8
Foreign - 1/4 Lb.	27.0	26.9	27.8	27.1	28.8	27.3