

CANNED FISH CONSUMER PURCHASES

by

Family Characteristics

(October 1958 - September 1959)



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

This information is
United States Department of the Interior, Fred A. Seaton, Secretary

Fish and Wildlife Service, Arnie J. Suomela, Commissioner

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FAMILY CHARACTERISTICS

(October, 1958 - September, 1959)

Prepared in the Bureau of Commercial Fisheries

Division of Industrial Research and Services

Branch of Market Development

FISHERY LEAFLET 478 1

DECEMBER 1959

WASHINGTON, D. C.

REGIONAL MAP



As Used In Studies By Market Research Corporation Of America

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 representative families totaling 22,000 persons. In October 1958, total U. S. families were estimated at 50,960,000.

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 twelve month period, October, 1958 - September, 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 twelve 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 - 6,999 \$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) | - | 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. |
| 50,000 - 500,000) | - | |
| 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. |

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

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SUMMARY

CANNED TUNA

Nearly 227.9 cases of canned tuna were purchased per 1,000 families in the United States during October 1958 - September 1959. Purchases of both domestic and imported canned tuna were somewhat larger during April - September 1959, than in the previous six month period. Domestic tuna accounted for 94 percent of these purchases for the twelve months. Chunk style tuna accounted for nearly two-thirds of the domestic purchases. For the year ending September 1959, purchases of solid pack tuna, at 49.0 cases per 1,000 households, accounted for slightly more than a fifth of total domestic pack, while grated tuna purchases accounted for one-tenth.

Total purchases of canned tuna by families living in the Pacific area ranked first with a total of 338.2 cases per 1,000 families for the twelve month period. The Southern region was lowest in total amount of purchases, 138.7 cases. Purchases of imported canned tuna by families living in the Northeast and in cities of 500,000 population were substantially higher than those by families in other localities.

Households in which the head of family had college training purchased more of each style of canned tuna, except grated, during April - September 1959 and for the twelve months ending September 1959. Purchases of grated tuna for each six month period were highest in those households in which the head of family had high school education.

Purchases of all types of canned tuna, with the exception of grated, were largest in households with incomes of \$7,000 and over in each six month period. Families in this income group purchased 27 percent less grated tuna than households in the \$4,000 - \$6,999 class during the twelve month period.

Total purchases of canned tuna were largest in those households with six or more members, in both six month periods. Purchase rates per capita, however, were highest in families having only three members. Purchase rates per 1,000 capita in mid-1959 were as follows for families: 1 and 2 members - 39.0 cases; 3 members - 39.3 cases; 4 and 5 members - 38.6 cases; and 6 or more members - 27.4 cases. Purchase rates for each family group were larger than in the earlier six month period.

Families with teenagers purchased more of each style of domestic canned tuna, except chunk, than those households with no children or with children of younger age group during each six month period. Purchases of chunk tuna were highest in those households with children aged 6-12.

Families in which the wives were unemployed purchased about 11 percent more canned tuna during the twelve month period than those families in which the wives were working. These households with unemployed wives bought 4 percent less solid pack tuna, but 18 percent more chunk style, 6 percent more grated, and about 16 percent more imported than those families in which the wives were employed.

Families in which the wives were in the 35 - 44 age bracket purchased more of each style of canned tuna for the twelve month period ending September 1959 than any other age group. During the six months from October 1958 - March 1959, more chunk style tuna was purchased by families having a housewife less than 35 years of age.

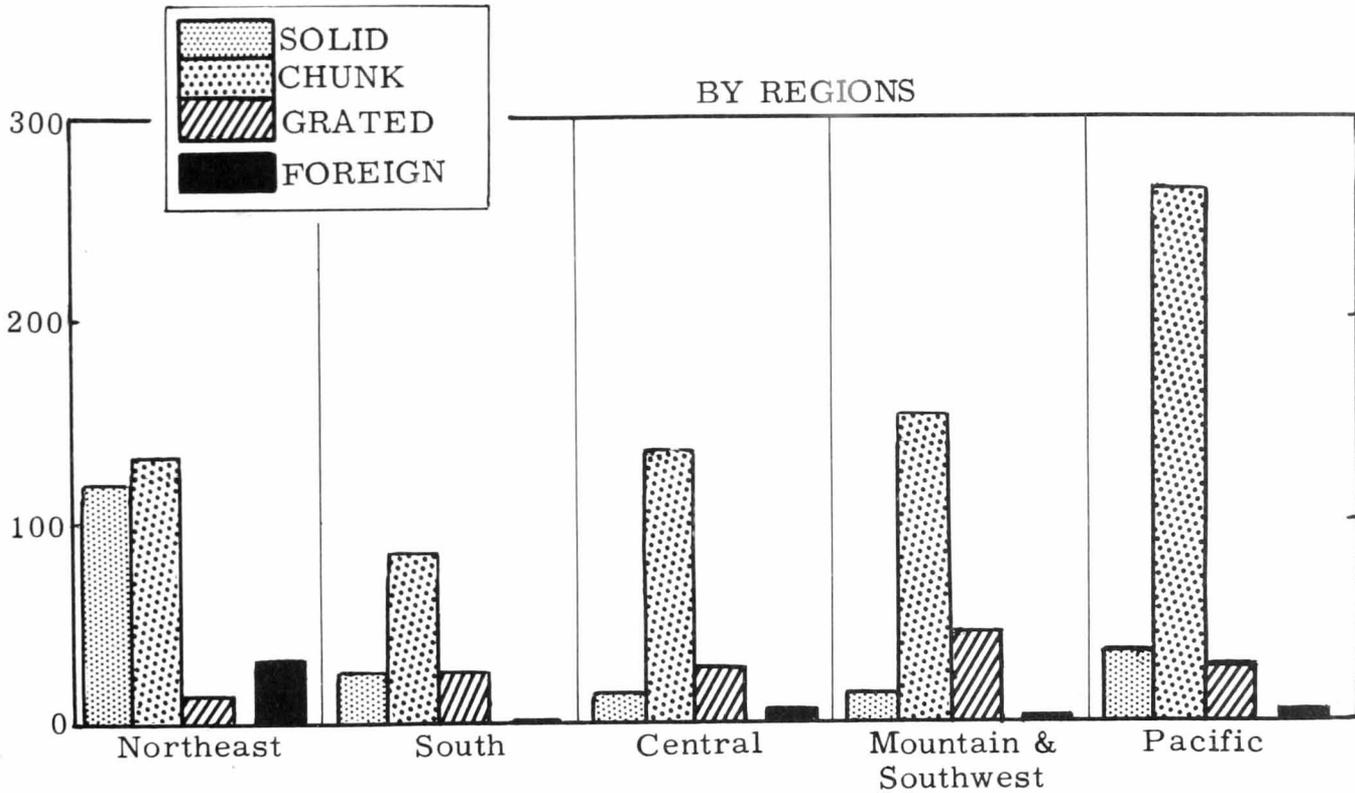
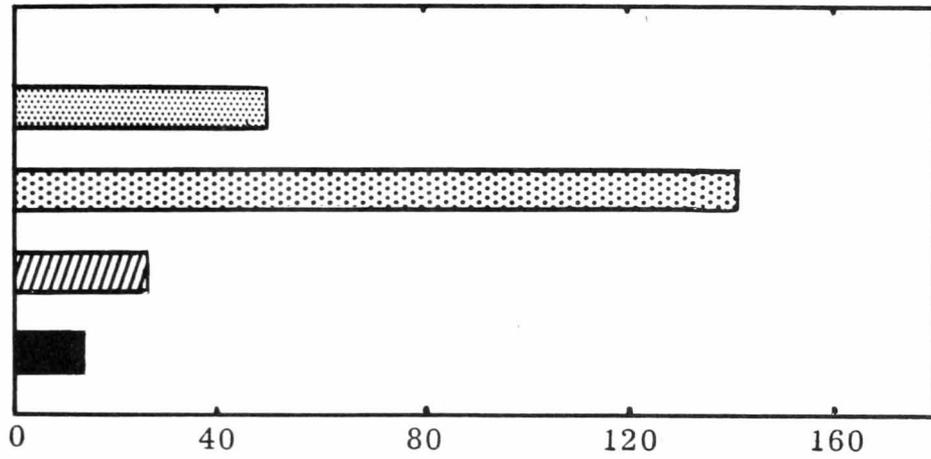
Purchases of all types of tuna, with the exception of grated, were greatest in cities over 500,000 population during the twelve months ending September 1959. Grated tuna had the highest purchase rate in cities of the 50,000 - 500,000 population.

HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - September, 1959

(Cases Per 1000 Families)

U. S. TOTAL

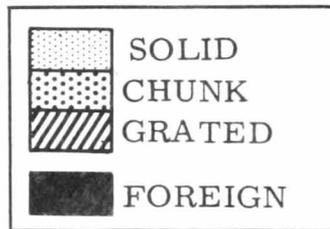
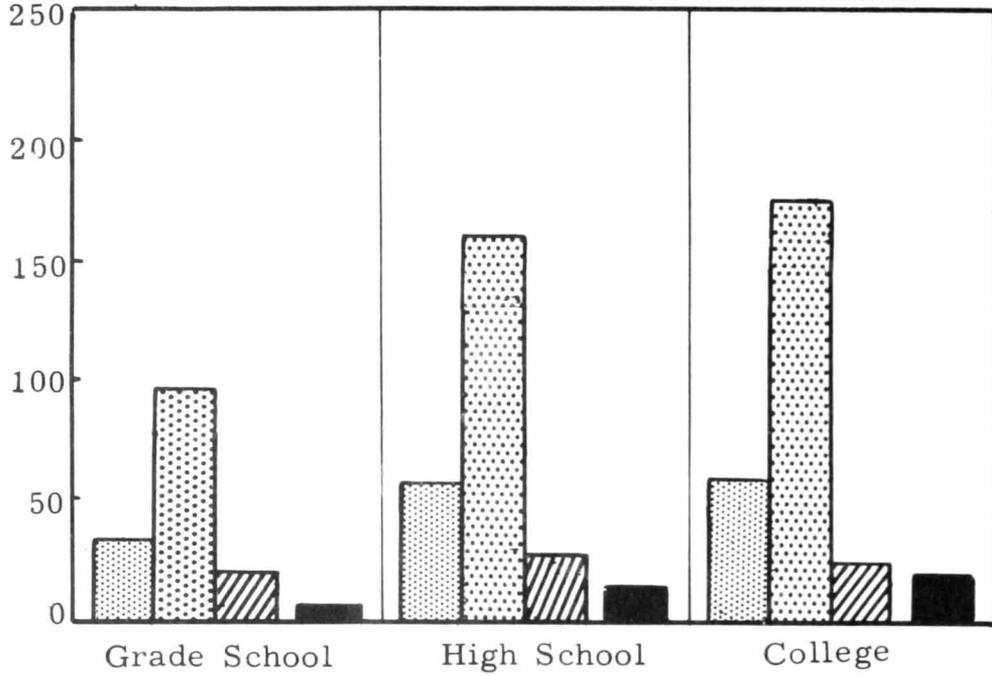


HOUSEHOLD PURCHASES OF CANNED TUNA

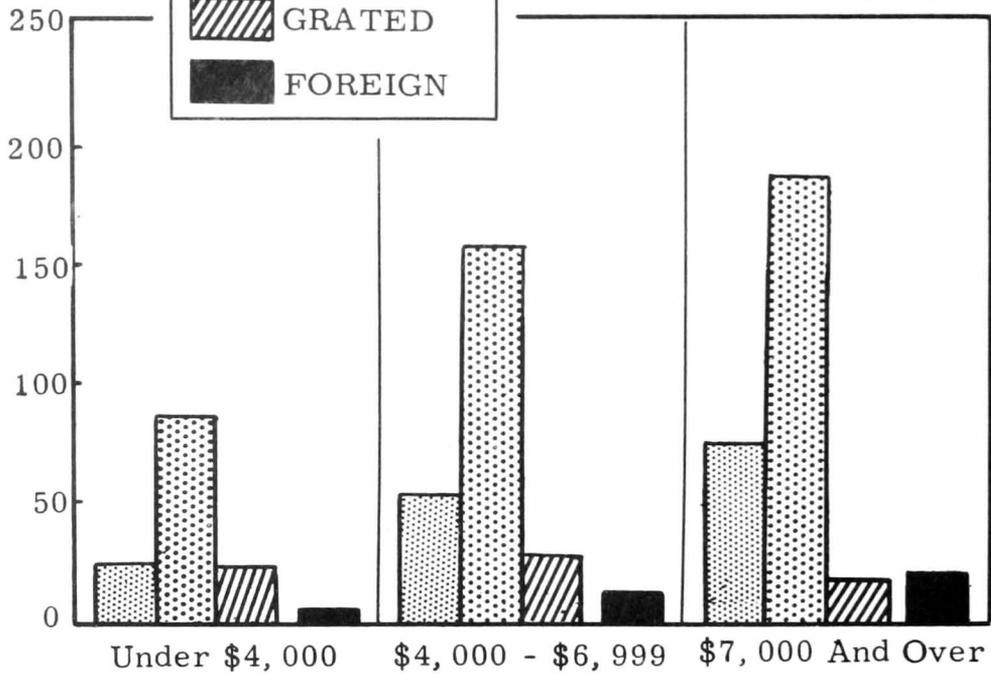
October, 1958 - September, 1959

(Cases Per 1000 Families)

BY EDUCATION OF HEAD OF HOUSEHOLD



BY FAMILY INCOME

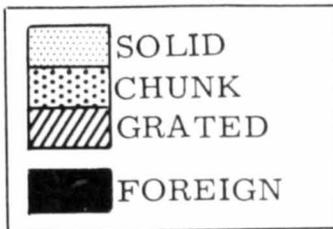
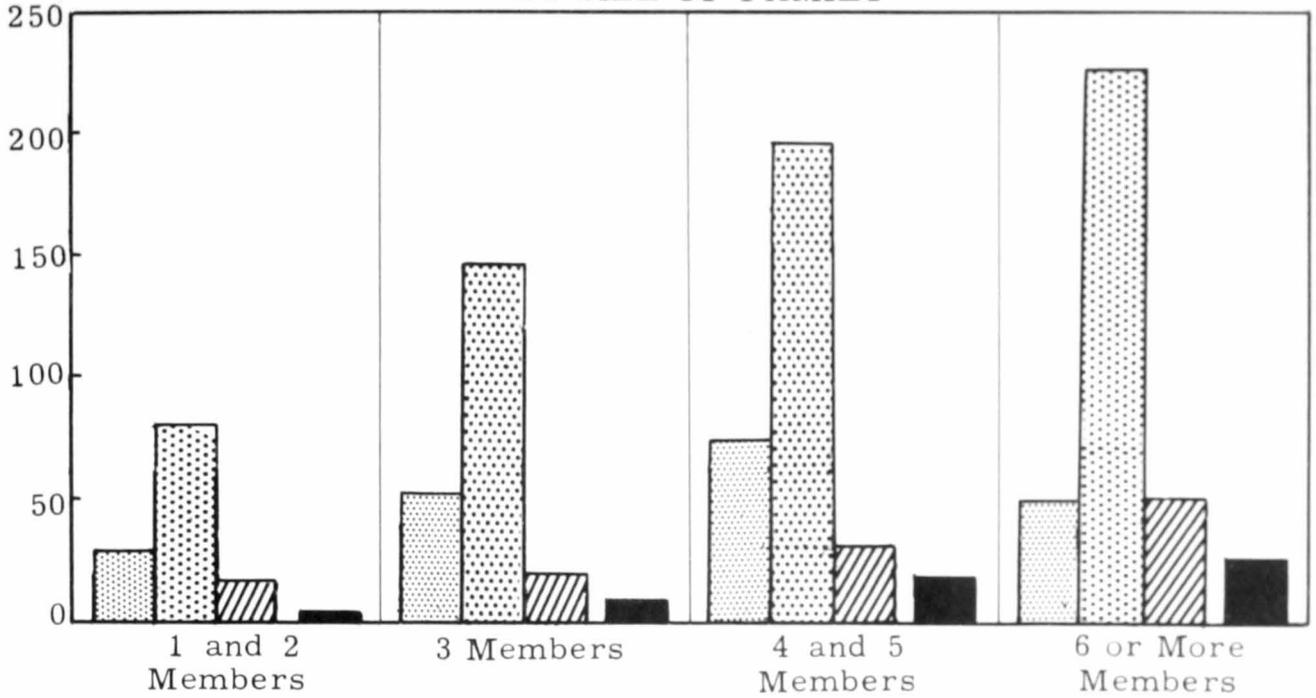


HOUSEHOLD PURCHASES OF CANNED TUNA

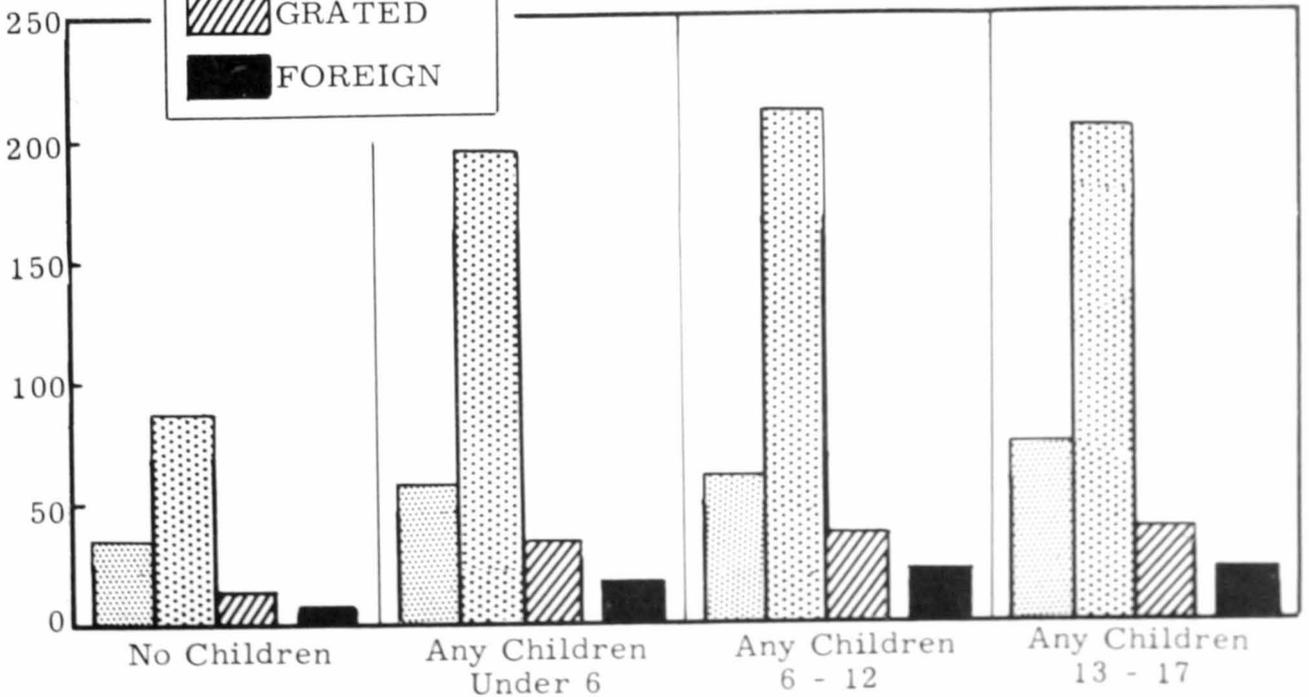
October, 1958 - September, 1959

(Cases Per 1000 Families)

BY SIZE OF FAMILY



BY PRESENCE OF CHILDREN

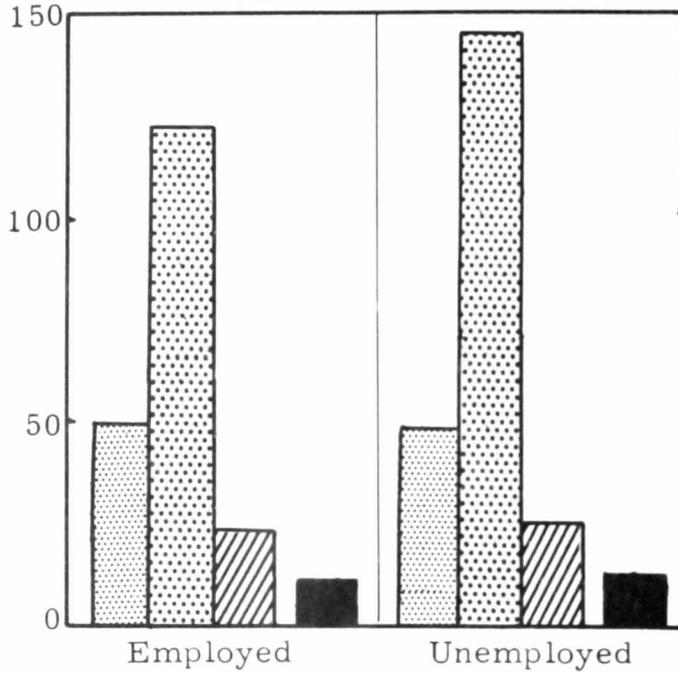


HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - September, 1959

(Cases Per 1000 Families)

BY EMPLOYMENT STATUS
OF HOUSEWIFE



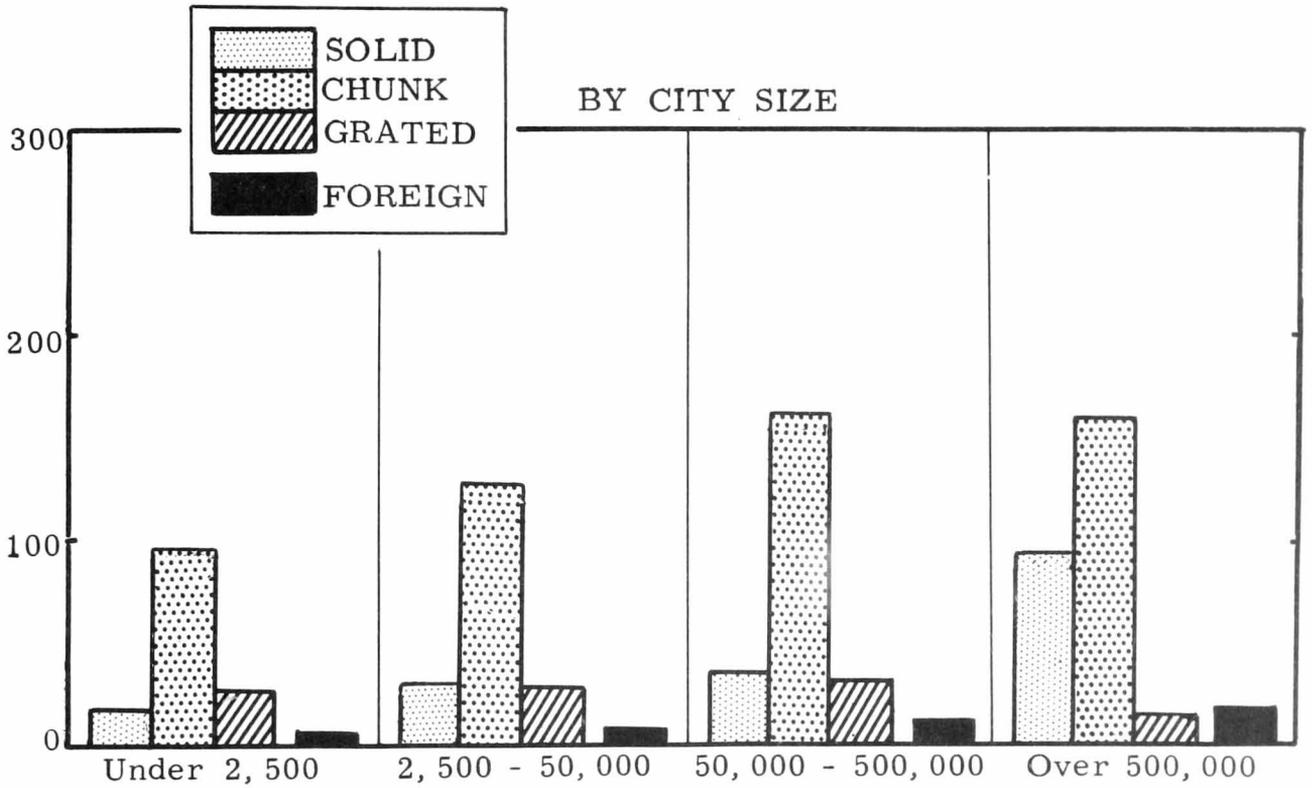
BY AGE OF HOUSEWIFE



HOUSEHOLD PURCHASES OF CANNED TUNA

October, 1958 - September, 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

CANNED TUNA

Domestic

SOLID OR FANCY

October, 1958 - March, 1959	23.2
April, 1959 - September, 1959	25.8
October, 1958 - September, 1959	49.0

CHUNK

October, 1958 - March, 1959	67.0
April, 1959 - September, 1959	74.0
October, 1958 - September, 1959	141.0

GRATED - FLAKES

October, 1958 - March, 1959	12.5
April, 1959 - September, 1959	12.6
October, 1958 - September, 1959	25.1

TOTAL

October, 1958 - March, 1959	102.7
April, 1959 - September, 1959	112.4
October, 1958 - September, 1959	215.1

Foreign - Total

October, 1958 - March, 1959	6.1
April, 1959 - September, 1959	6.7
October, 1958 - September, 1959	12.8

Total - Tuna

October, 1958 - March, 1959	108.8
April, 1959 - September, 1959	119.1
October, 1958 - September, 1959	227.9

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

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	64.5	13.3	8.3	7.4	15.4
October, 1958 - September, 1959	119.9	25.9	15.0	14.7	33.5
<u>CHUNK</u>					
October, 1958 - March, 1959	62.5	37.7	67.5	69.9	125.9
April, 1959 - September, 1959	70.7	46.9	66.4	83.6	140.3
October, 1958 - September, 1959	133.2	84.6	133.9	153.5	266.2
<u>GRATED - FLAKES</u>					
October, 1958 - March, 1959	6.3	12.0	14.1	24.3	14.0
April, 1959 - September, 1959	5.4	14.5	13.5	21.6	16.6
October, 1958 - September, 1959	11.7	26.5	27.6	45.9	30.6
<u>TOTAL</u>					
October, 1958 - March, 1959	124.2	62.3	88.3	101.5	158.0
April, 1959 - September, 1959	140.6	74.7	88.2	112.6	172.3
October, 1958 - September, 1959	264.8	137.0	176.5	214.1	330.3
<u>Foreign - Total</u>					
October, 1958 - March, 1959	15.5	.7	3.6	1.1	3.6
April, 1959 - September, 1959	16.5	1.0	4.3	.6	4.3
October, 1958 - September, 1959	32.0	1.7	7.9	1.7	7.9
<u>Total - Tuna</u>					
October, 1958 - March, 1959	139.7	63.0	91.9	102.6	161.6
April, 1959 - September, 1959	157.1	75.7	92.5	113.2	176.6
October, 1958 - September, 1959	296.8	138.7	184.4	215.8	338.2

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	17.7	29.6	32.7
October, 1958 - September, 1959	33.8	57.0	59.9
<u>CHUNK</u>			
October, 1958 - March, 1959	46.6	76.2	85.3
April, 1959 - September, 1959	49.5	86.4	91.6
October, 1958 - September, 1959	96.1	162.6	176.9
<u>GRATED - FLAKES</u>			
October, 1958 - March, 1959	9.9	15.0	11.9
April, 1959 - September, 1959	11.4	14.0	11.7
October, 1958 - September, 1959	21.3	29.0	23.6
<u>TOTAL</u>			
October, 1958 - March, 1959	72.6	118.6	124.4
April, 1959 - September, 1959	78.6	130.0	136.0
October, 1958 - September, 1959	151.2	248.6	260.4
<u>Foreign - Total</u>			
October, 1958 - March, 1959	3.3	6.5	10.7
April, 1959 - September, 1959	2.8	8.2	10.5
October, 1958 - September, 1959	6.1	14.7	21.2
<u>Total - Tuna</u>			
October, 1958 - March, 1959	75.9	125.1	135.1
April, 1959 - September, 1959	81.4	138.2	146.5
October, 1958 - September, 1959	157.3	263.3	281.6

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	13.3	26.9	42.3
October, 1958 - September, 1959	25.5	53.1	76.6
<u>CHUNK</u>			
October, 1958 - March, 1959	41.3	76.7	88.8
April, 1959 - September, 1959	45.9	83.5	99.1
October, 1958 - September, 1959	87.2	160.2	187.9
<u>GRATED - FLAKES</u>			
October, 1958 - March, 1959	12.7	13.2	11.1
April, 1959 - September, 1959	11.9	15.1	9.5
October, 1958 - September, 1959	24.6	28.3	20.6
<u>TOTAL</u>			
October, 1958 - March, 1959	66.2	116.1	134.2
April, 1959 - September, 1959	71.1	125.5	150.9
October, 1958 - September, 1959	137.3	241.6	285.1
<u>Foreign - Total</u>			
October, 1958 - March, 1959	3.5	6.0	10.3
April, 1959 - September, 1959	3.2	7.1	10.9
October, 1958 - September, 1959	6.7	13.1	21.2
<u>Total - Tuna</u>			
October, 1958 - March, 1959	69.7	122.1	144.5
April, 1959 - September, 1959	74.3	132.6	161.8
October, 1958 - September, 1959	144.0	254.7	306.3

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

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	15.6	28.7	39.6	28.1
October, 1958 - September, 1959	28.9	54.0	77.5	50.4
<u>CHUNK</u>				
October, 1958 - March, 1959	38.1	73.6	94.0	103.0
April, 1959 - September, 1959	43.3	74.0	103.4	124.8
October, 1958 - September, 1959	81.4	147.6	197.4	227.8
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	8.9	9.9	14.8	26.0
April, 1959 - September, 1959	8.1	10.0	16.7	25.6
October, 1958 - September, 1959	17.0	19.9	31.5	51.6
<u>TOTAL</u>				
October, 1958 - March, 1959	60.3	108.8	146.7	151.3
April, 1959 - September, 1959	67.0	112.7	159.7	178.5
October, 1958 - September, 1959	127.3	221.5	306.4	329.8
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.3	4.6	9.2	12.9
April, 1959 - September, 1959	3.5	5.3	9.6	14.6
October, 1958 - September, 1959	6.8	9.9	18.8	27.5
<u>Total - Tuna</u>				
October, 1958 - March, 1959	63.6	113.4	155.9	164.2
April, 1959 - September, 1959	70.5	118.0	169.3	193.1
October, 1958 - September, 1959	134.1	231.4	325.2	357.3

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

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	17.7	32.3	32.9	40.6
October, 1958 - September, 1959	34.0	60.7	63.0	75.7
<u>CHUNK</u>				
October, 1958 - March, 1959	41.5	97.4	100.0	98.1
April, 1959 - September, 1959	47.0	100.2	114.2	110.3
October, 1958 - September, 1959	88.5	197.6	214.2	208.4
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	8.8	16.8	17.7	19.3
April, 1959 - September, 1959	8.1	17.8	20.1	20.7
October, 1958 - September, 1959	16.9	34.6	37.8	40.0
<u>TOTAL</u>				
October, 1958 - March, 1959	66.6	142.6	147.8	152.5
April, 1959 - September, 1959	72.8	150.3	167.2	171.6
October, 1958 - September, 1959	139.4	292.9	315.0	324.1
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.4	9.9	10.4	9.6
April, 1959 - September, 1959	4.1	8.9	11.2	12.3
October, 1958 - September, 1959	7.5	18.8	21.6	21.9
<u>Total - Tuna</u>				
October, 1958 - March, 1959	70.0	152.5	158.2	162.1
April, 1959 - September, 1959	76.9	159.2	178.4	183.9
October, 1958 - September, 1959	146.9	311.7	336.6	346.0

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	25.9	25.8
October, 1958 - September, 1959	50.3	48.5
<u>CHUNK</u>		
October, 1958 - March, 1959	58.2	70.2
April, 1959 - September, 1959	66.5	76.8
October, 1958 - September, 1959	124.7	147.0
<u>GRATED - FLAKES</u>		
October, 1958 - March, 1959	12.8	12.4
April, 1959 - September, 1959	11.2	13.1
October, 1958 - September, 1959	24.0	25.5
<u>TOTAL</u>		
October, 1958 - March, 1959	95.4	105.3
April, 1959 - September, 1959	103.6	115.7
October, 1958 - September, 1959	199.0	221.0
<u>Foreign - Total</u>		
October, 1958 - March, 1959	5.1	6.5
April, 1959 - September, 1959	6.4	6.8
October, 1958 - September, 1959	11.5	13.3
<u>Total - Tuna</u>		
October, 1958 - March, 1959	100.5	111.8
April, 1959 - September, 1959	110.0	122.5
October, 1958 - September, 1959	210.5	234.3

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CANNED TUNA

	<u>UNDER 35</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>55 & OVER</u>
<u>Domestic</u>				
<u>SOLID OR FANCY</u>				
October, 1958 - March, 1959	24.5	33.5	26.4	12.9
April, 1959 - September, 1959	25.8	35.3	30.5	16.3
October, 1958 - September, 1959	50.3	68.8	56.9	29.2
<u>CHUNK</u>				
October, 1958 - March, 1959	91.3	88.5	62.1	38.0
April, 1959 - September, 1959	89.1	102.9	73.3	43.8
October, 1958 - September, 1959	180.4	191.4	135.4	81.8
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	16.1	18.4	9.9	7.6
April, 1959 - September, 1959	15.7	18.8	10.4	7.8
October, 1958 - September, 1959	31.8	37.2	20.3	15.4
<u>TOTAL</u>				
October, 1958 - March, 1959	131.9	140.4	98.4	58.5
April, 1959 - September, 1959	130.6	157.0	114.2	67.9
October, 1958 - September, 1959	262.5	297.4	212.6	126.4
<u>Foreign - Total</u>				
October, 1958 - March, 1959	8.4	8.9	6.0	2.6
April, 1959 - September, 1959	6.5	10.0	7.0	4.4
October, 1958 - September, 1959	14.9	18.9	13.0	7.0
<u>Total - Tuna</u>				
October, 1958 - March, 1959	140.3	149.3	104.4	61.1
April, 1959 - September, 1959	137.1	167.0	121.2	72.3
October, 1958 - September, 1959	277.4	316.3	225.6	133.4

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	8.3	15.6	17.9	50.4
October, 1958 - September, 1959	17.1	28.4	35.1	93.9
<u>CHUNK</u>				
October, 1958 - March, 1959	45.9	59.3	76.5	79.3
April, 1959 - September, 1959	52.6	70.5	84.7	83.6
October, 1958 - September, 1959	98.5	129.8	161.2	162.9
<u>GRATED - FLAKES</u>				
October, 1958 - March, 1959	13.3	14.7	15.5	8.5
April, 1959 - September, 1959	13.3	15.1	16.4	7.9
October, 1958 - September, 1959	26.6	29.8	31.9	16.4
<u>TOTAL</u>				
October, 1958 - March, 1959	68.0	86.8	109.2	131.3
April, 1959 - September, 1959	74.2	101.2	119.0	141.9
October, 1958 - September, 1959	142.2	188.0	228.2	273.2
<u>Foreign - Total</u>				
October, 1958 - March, 1959	3.2	4.6	6.3	8.9
April, 1959 - September, 1959	3.0	4.4	5.5	11.4
October, 1958 - September, 1959	6.2	9.0	11.8	20.3
<u>Total - Tuna</u>				
October, 1958 - March, 1959	71.2	91.4	115.5	140.2
April, 1959 - September, 1959	77.2	105.6	124.5	153.3
October, 1958 - September, 1959	148.4	197.0	240.0	293.5

SUMMARY

CANNED SALMON

Purchases of canned salmon amounted to 27.1 standard cases per 1,000 families during April - September 1959, a decline of 19 percent from the previous six month period October 1958 - March 1959.

Nearly 2.4 million cases of salmon packed in 1-pound cans were purchased by consumers in the period October 1958 - September 1959. Purchases made of salmon packed in the 1/2-pound cans amounted to 698,000 cases.

About 57 percent of salmon purchased in the 1-pound can was pink. In the 1/2-pound can, however, red salmon was the favorite, representing 43 percent of purchases.

Nationally, salmon purchases for the twelve months ending September 1959 averaged 60.6 cases per 1,000 families, varying between 89.6 cases in the South and 30.0 cases in the Pacific region. Although highest sales were reported in the South, purchases in this region decreased 22 percent in mid-1959 compared with the six month earlier period. Households in all regions bought more pink salmon than any other type.

Household purchases of salmon in 1-pound cans were highest in the South. Preferences for the 1/2-pound sizes were shown by families in the Northeastern region.

For each six month period, total household purchases of salmon in the 1-pound can were about 11 percent larger in the retail Chain outlets than those in Independents and other outlets, in contrast to purchases in the 1/2-pound can which were about 12 percent smaller. Purchases of salmon in the 1-pound can were higher, except for pink and others not identified, in Chain outlets than in Independent outlets. On the other hand, purchases in the 1/2-pound can, except chum and others not identified, were larger in Independent outlets.

Purchases of canned salmon in each six month period were highest in those families in which the head of the household had only a grade school education. However, more chinook, red, and medium red salmon was bought by families whose head had a college education.

Total purchases of canned salmon during October 1958 - September 1959 were slightly higher among families in the middle income group, \$4,000 - \$6,999, than in the lower or upper income groups. Households in the lower income group, under \$4,000, purchased more pink salmon than families in the two higher income categories. In each six month period, more red salmon was purchased by families with an income of \$7,000 and over, than by those families with lower incomes.

Although purchase rates of canned salmon were highest for larger families, the per capita purchase rate was highest for the family having 1 and 2 members. The purchase rates per 1,000 capita decreased as family membership became larger. In April - September 1959 these purchase rates were as follows: 1 and 2 members - 10.1 cases; 3 members - 9.5 cases; 4 and 5 members - 7.5 cases; 6 and more members - 6.2 cases.

Purchases of red salmon by families with no children were larger in each six month period than those purchases by households with children. Purchases of chum salmon in mid-1959 and for the twelve months ending September 1959, were higher in families with children in the 6 - 12 age group than in other groups. Purchases of pink salmon were highest in households with teenagers, amounting to 47.2 cases per 1,000 families for the year, 22 percent greater than the purchases by families with children of pre-school age, and 10 percent greater than those by families with children 6 - 12 years old.

Households in which the wives were unemployed purchased more canned salmon in each six month period than those families in which the wives were employed.

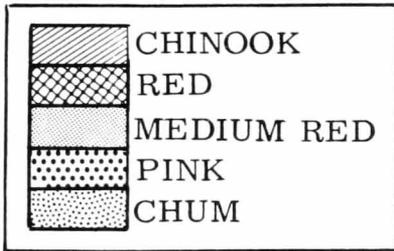
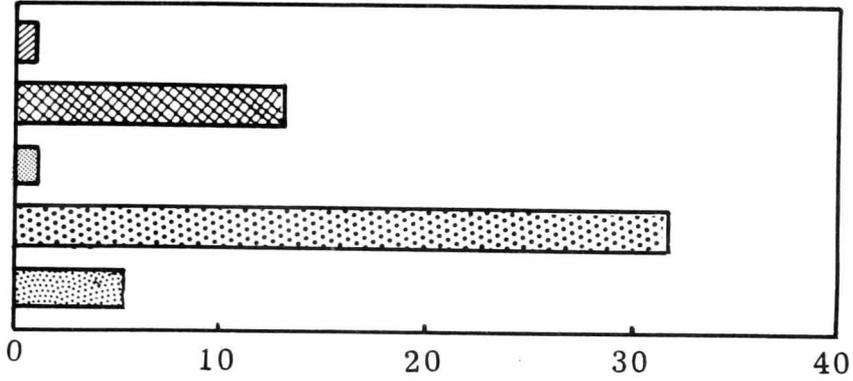
Families in which the housewife was between 35 - 44 purchased more canned salmon of each type, except red and medium red, than any other age group in the twelve months ending September 1959. However, these families made fewer purchases of each type except red salmon, with purchases of medium red remaining at the same level during April - September 1959 compared with the earlier period. Households in which the wife was between 45 - 54 ranked second in total purchases of canned salmon and had higher purchases of red salmon than any other age group.

Total purchases of canned salmon were highest in cities under 2,500 population for each six month period. Chinook, red, and medium red salmon purchases were highest in cities of 500,000 population. Purchases of chum salmon were highest in cities of 50,000 - 500,000 population. Pink salmon purchases were highest in small towns, under 2,500 population.

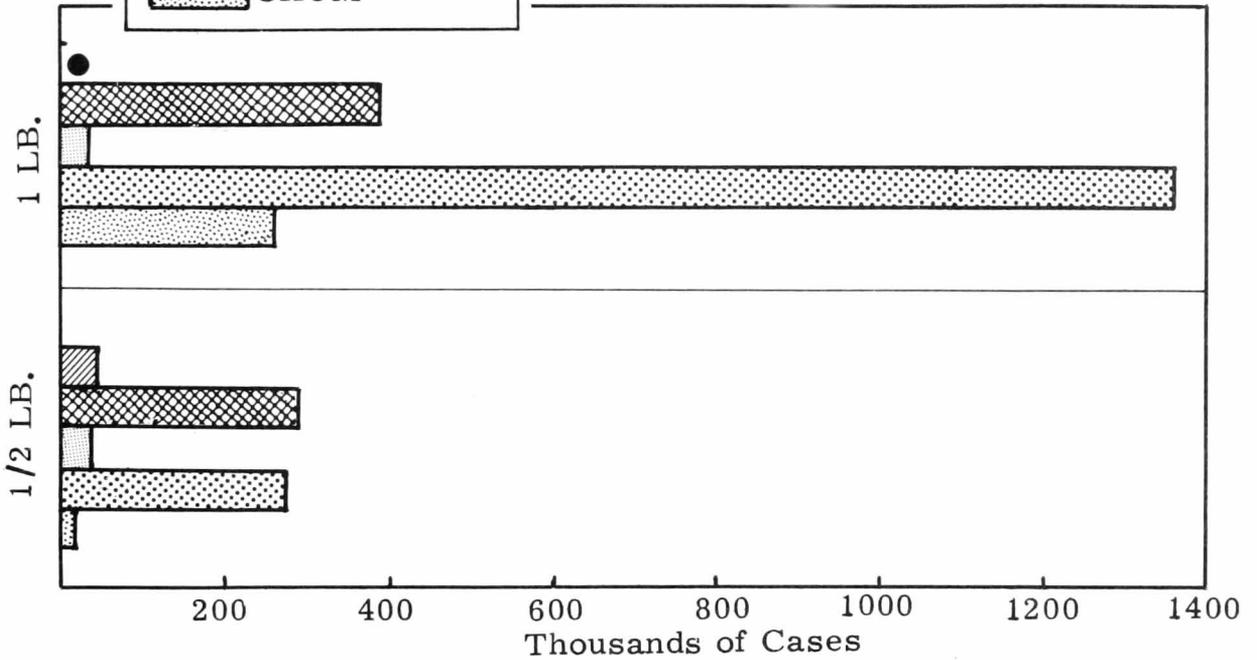
HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 1959

U. S. TOTAL (Cases Per 1000 Families)



U. S. TOTAL - BY CAN SIZE

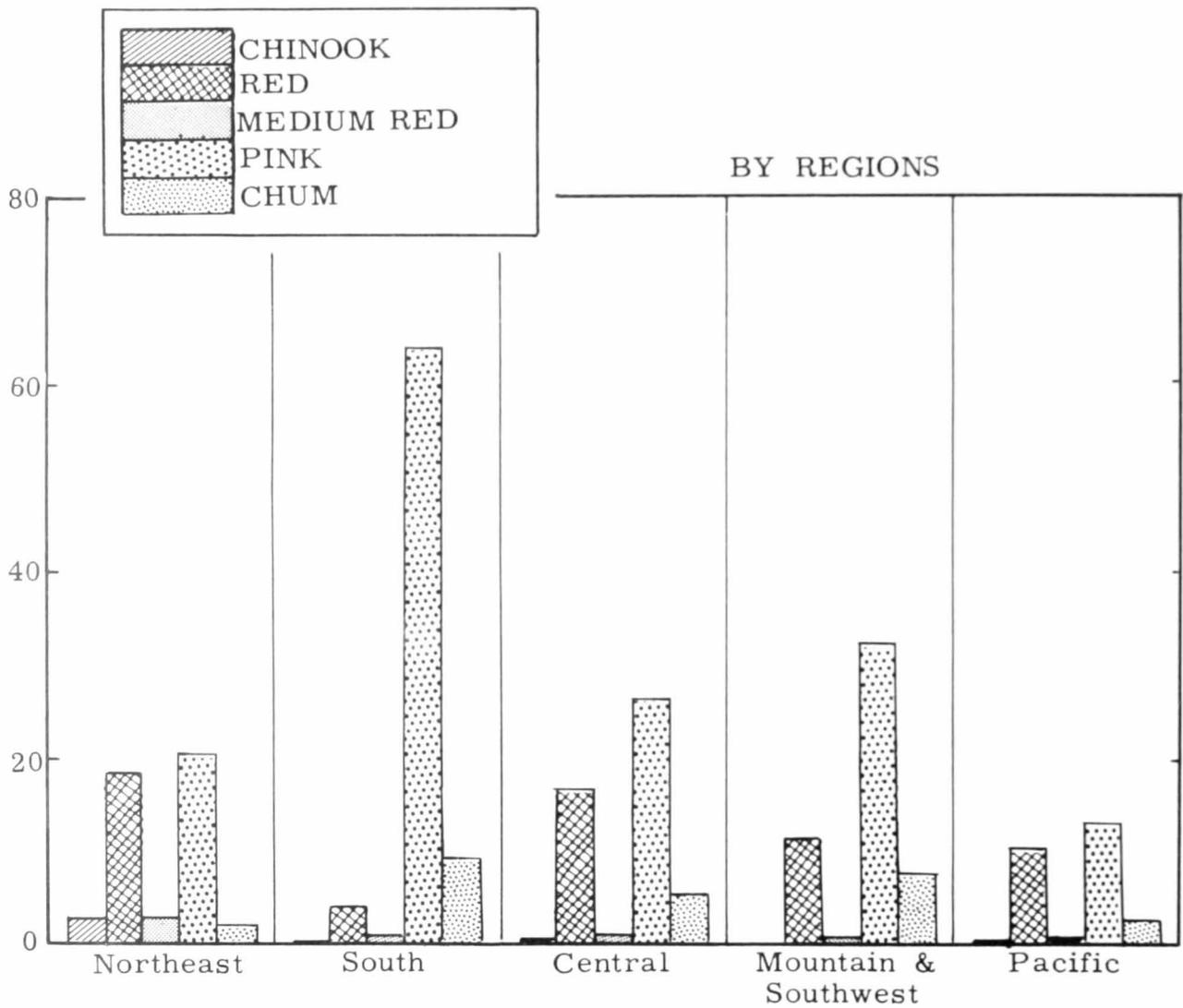


● Less than 1000 cases.

HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 1959

(Cases Per 1000 Families)

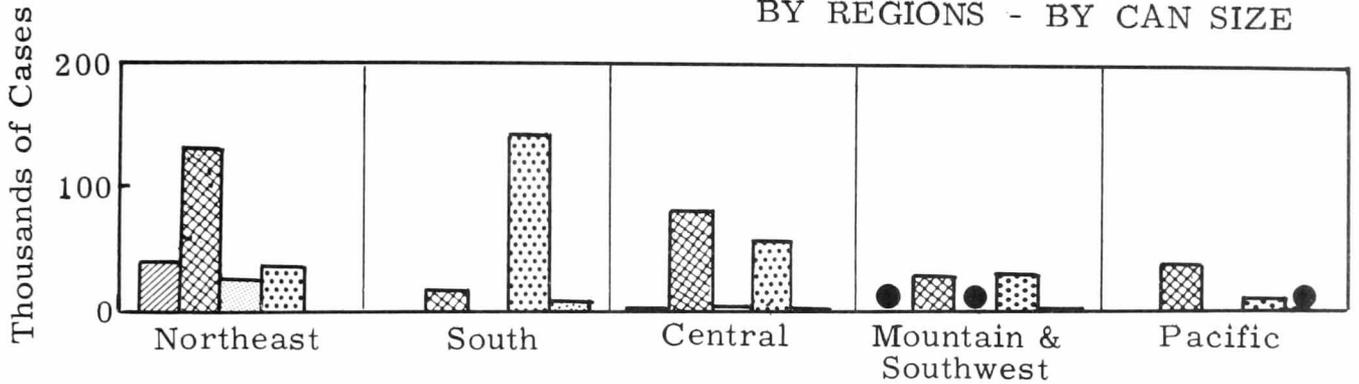


HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 1959

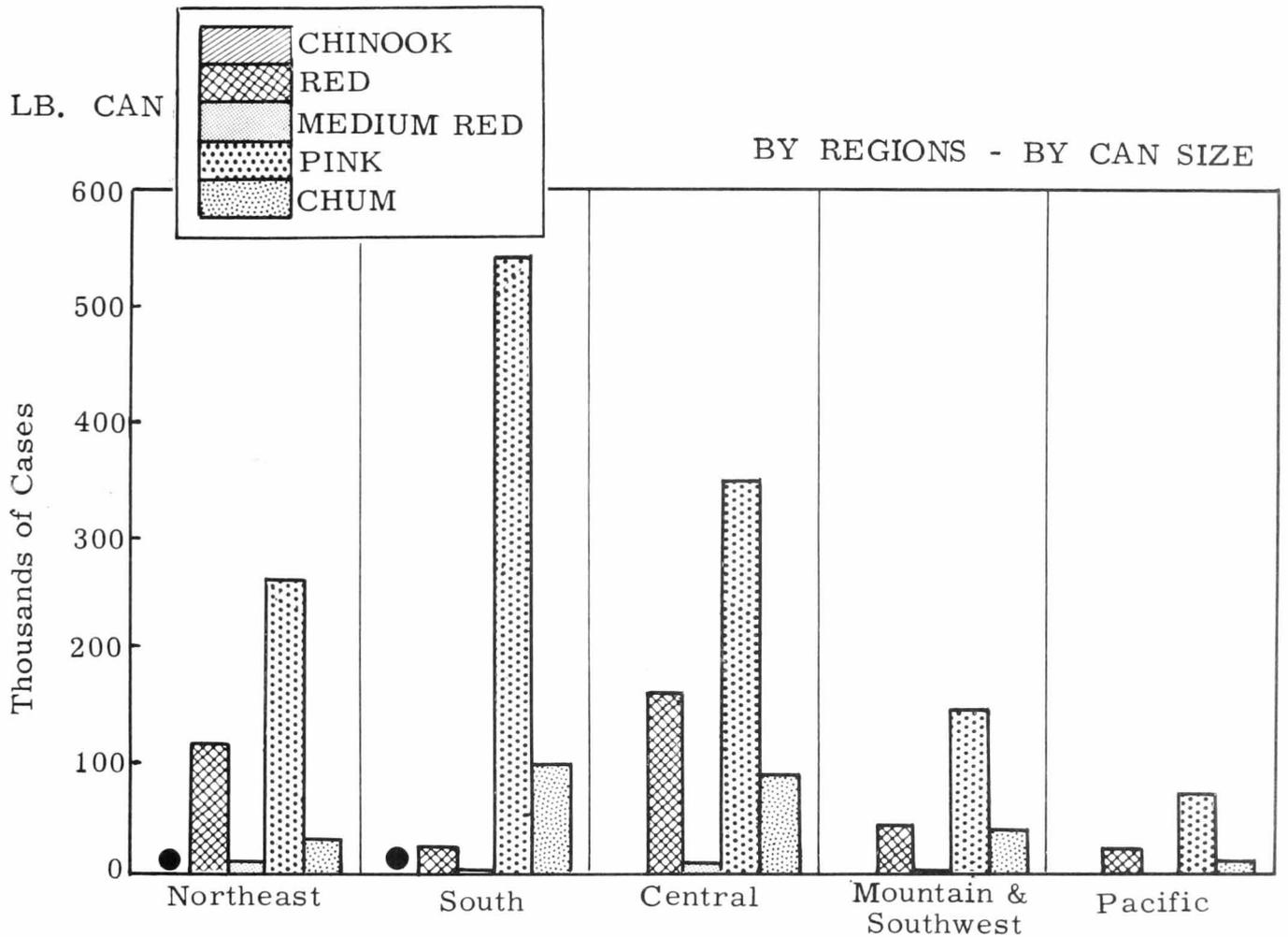
1/2 LB. CAN

BY REGIONS - BY CAN SIZE



1 LB. CAN

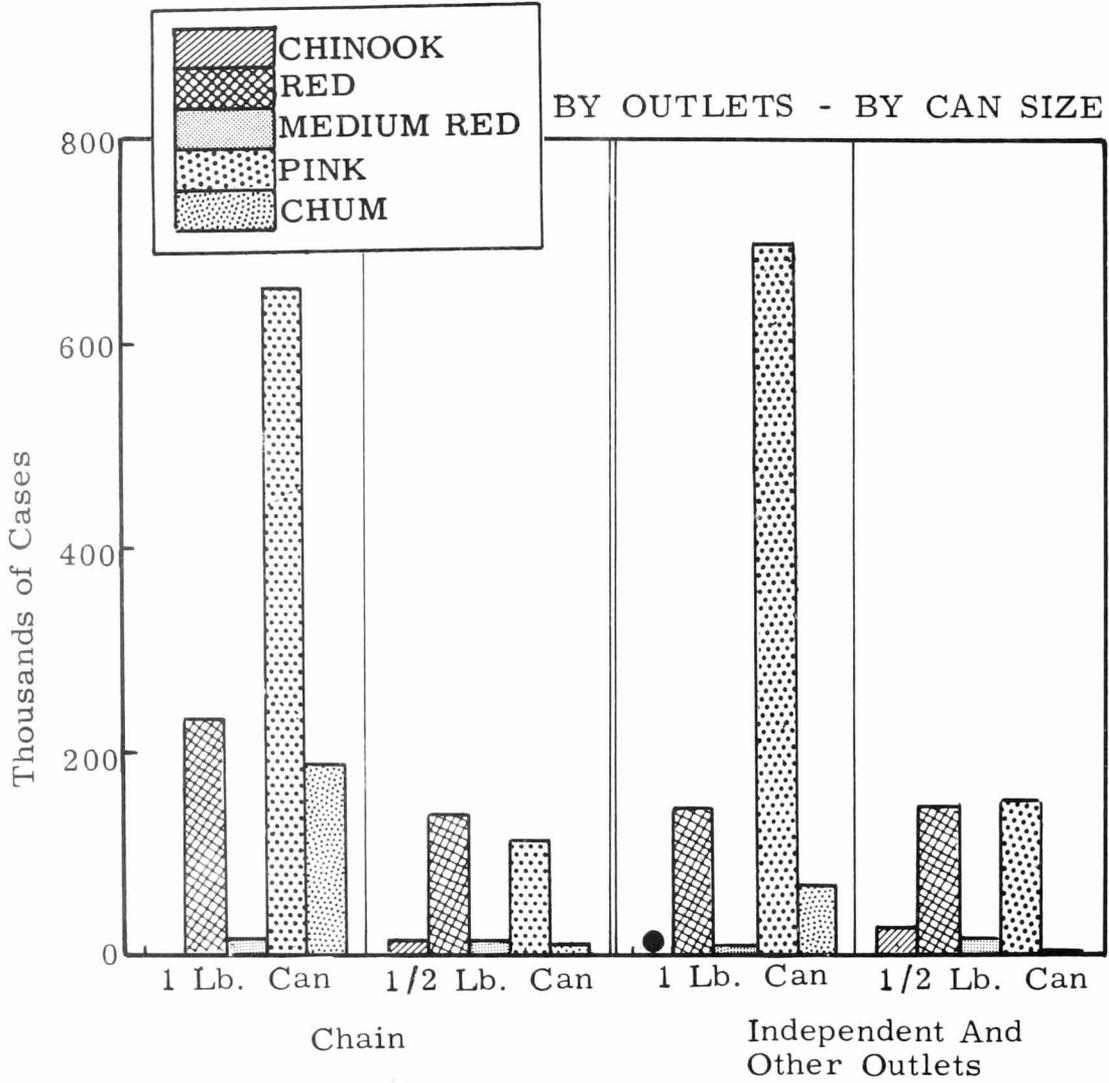
BY REGIONS - BY CAN SIZE



● Less than 1000 cases.

HOUSEHOLD PURCHASES OF CANNED SALMON

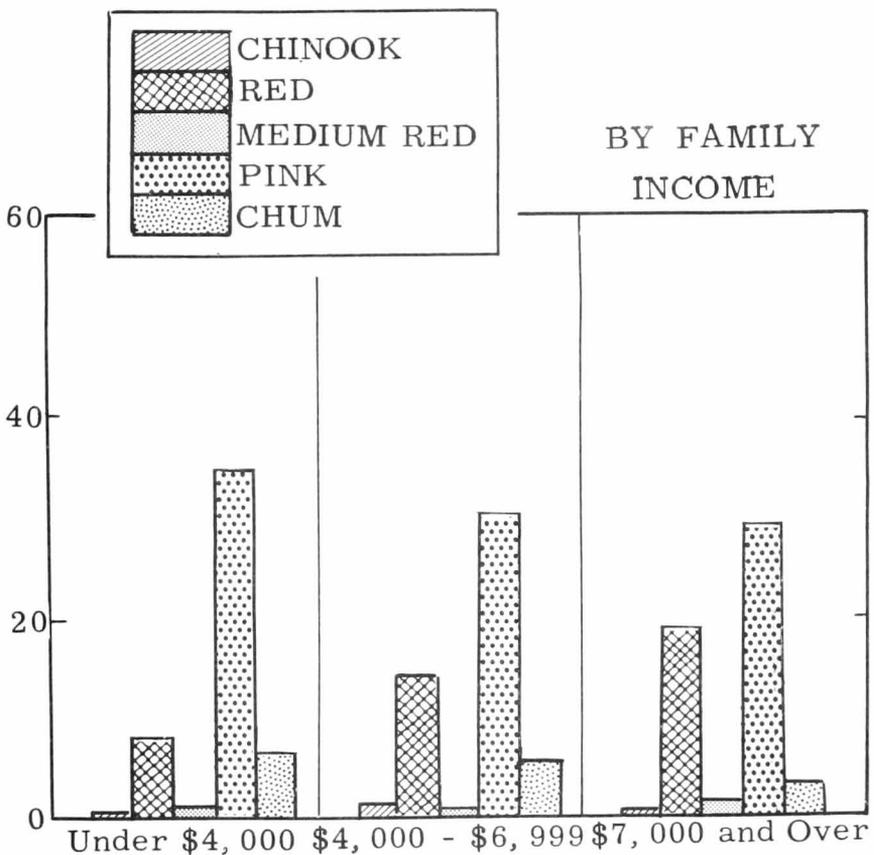
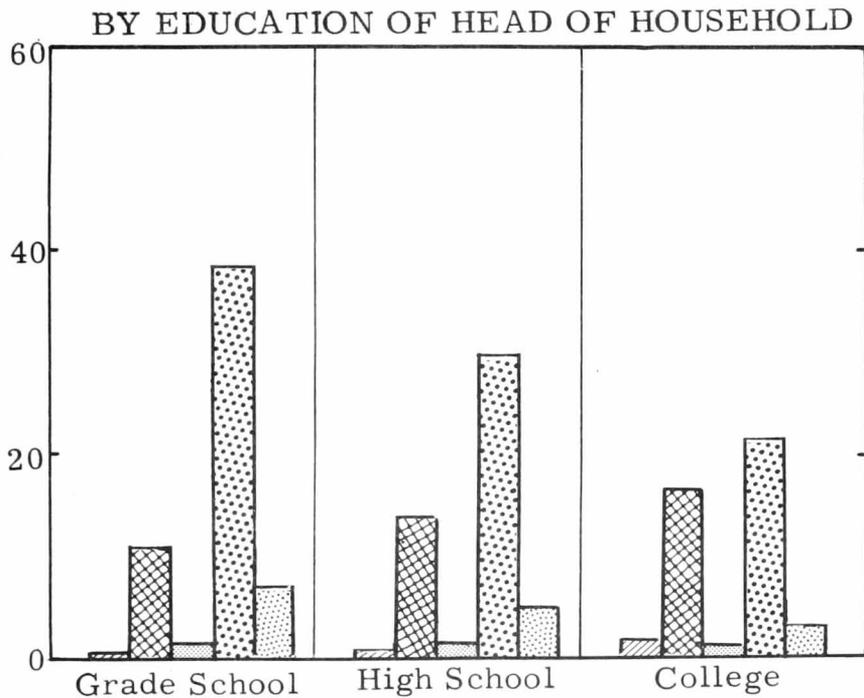
October, 1958 - September, 1959



HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 1959

(Cases Per 1000 Families)

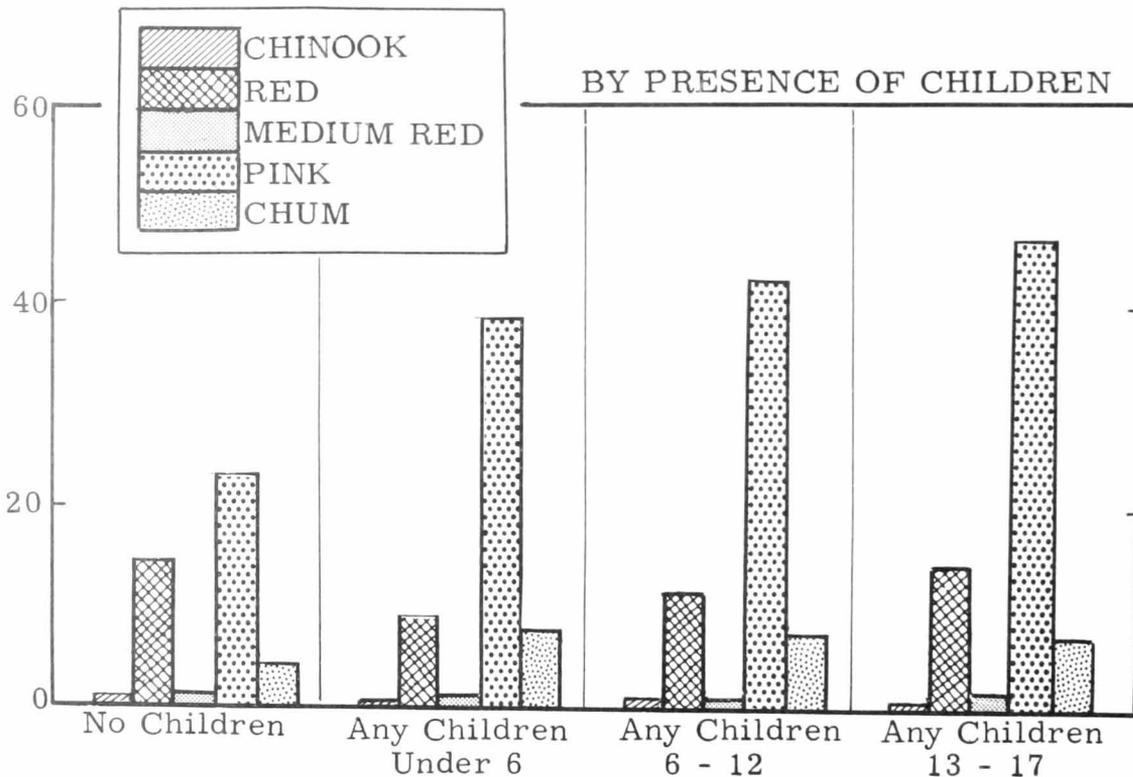
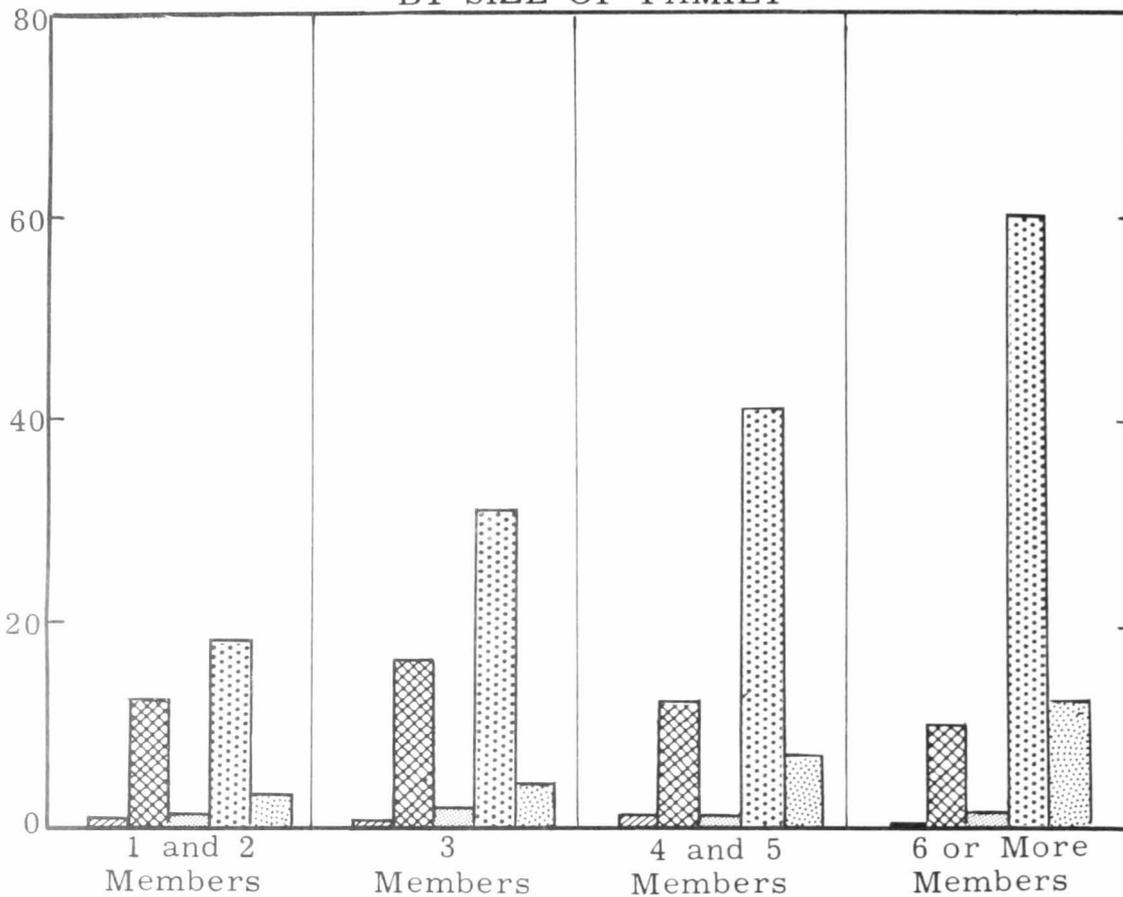


HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 1959

(Cases Per 1000 Families)

BY SIZE OF FAMILY

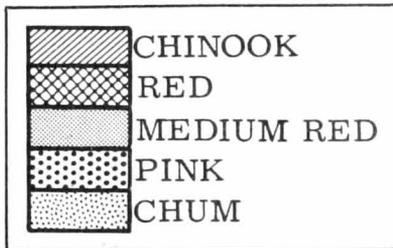


HOUSEHOLD PURCHASES OF CANNED SALMON

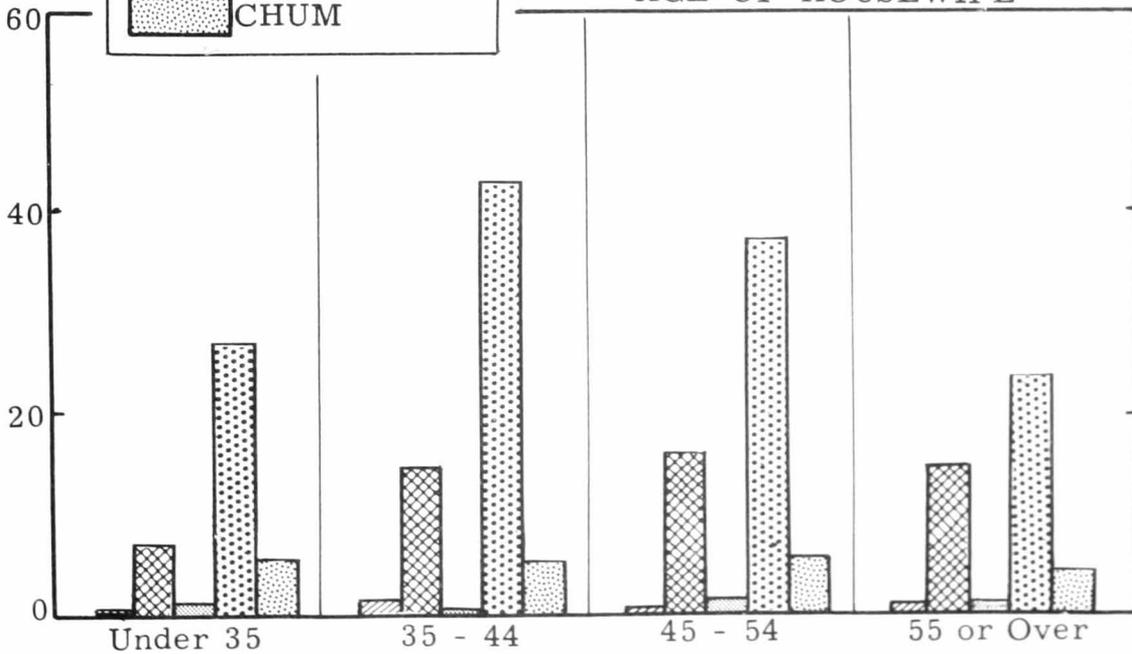
October, 1958 - September, 1959

(Cases Per 1000 Families)

BY EMPLOYMENT STATUS
OF HOUSEWIFE



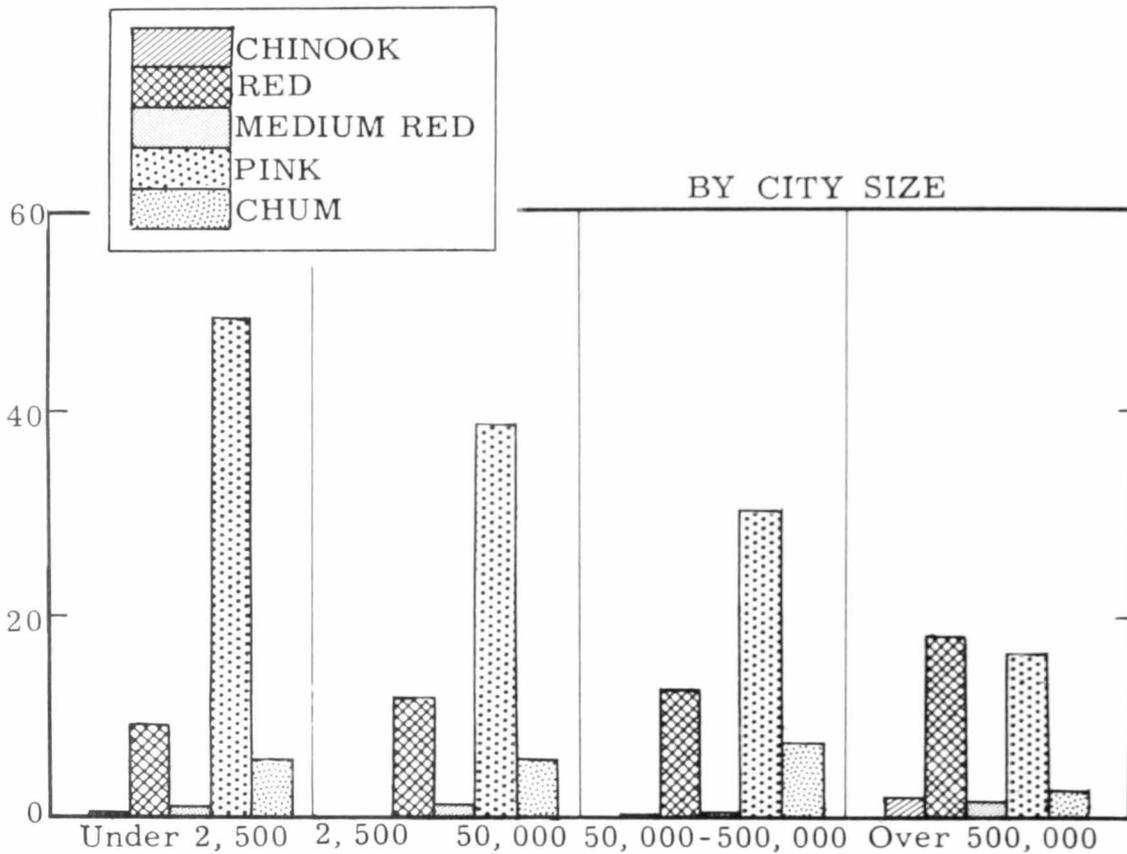
BY
AGE OF HOUSEWIFE



HOUSEHOLD PURCHASES OF CANNED SALMON

October, 1958 - September, 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

CANNED SALMON

Chinook Or King

October, 1958 - March, 1959	.5
April, 1959 - September, 1959	.4
October, 1958 - September, 1959	.9

Red

October, 1958 - March, 1959	6.9
April, 1959 - September, 1959	6.4
October, 1958 - September, 1959	13.3

Medium Red

October, 1958 - March, 1959	.7
April, 1959 - September, 1959	.6
October, 1958 - September, 1959	1.3

Pink

October, 1958 - March, 1959	17.8
April, 1959 - September, 1959	14.1
October, 1958 - September, 1959	31.9

Chum

October, 1958 - March, 1959	3.1
April, 1959 - September, 1959	2.3
October, 1958 - September, 1959	5.4

Other - Not Identified

October, 1958 - March, 1959	4.5
April, 1959 - September, 1959	3.3
October, 1958 - September, 1959	7.8

Total

October, 1958 - March, 1959	33.5
April, 1959 - September, 1959	27.1
October, 1958 - September, 1959	60.6

NATIONAL CONSUMER PANEL
Report to
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U. S. TOTAL 1958-1959
Can Size

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>ONE POUND</u>	<u>HALF POUND</u>
<u>Chinook Or King</u>		
October, 1958 - March, 1959	*	24
April, 1959 - September, 1959	*	23
October, 1958 - September, 1959	*	47
<u>Red</u>		
October, 1958 - March, 1959	198	151
April, 1959 - September, 1959	183	139
October, 1958 - September, 1959	381	290
<u>Medium Red</u>		
October, 1958 - March, 1959	15	19
April, 1959 - September, 1959	13	17
October, 1958 - September, 1959	28	36
<u>Pink</u>		
October, 1958 - March, 1959	774	136
April, 1959 - September, 1959	589	136
October, 1958 - September, 1959	1,363	272
<u>Chum</u>		
October, 1958 - March, 1959	148	10
April, 1959 - September, 1959	111	5
October, 1958 - September, 1959	259	15
<u>Other - Not Identified</u>		
October, 1958 - March, 1959	208	18
April, 1959 - September, 1959	145	20
October, 1958 - September, 1959	353	38
<u>Total</u>		
October, 1958 - March, 1959	1,343	358
April, 1959 - September, 1959	1,041	340
October, 1958 - September, 1959	2,384	698

*Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

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	1.3	.1	.2	*	.1
October, 1958 - September, 1959	2.8	.2	.4	*	.3
<u>Red</u>					
October, 1958 - March, 1959	9.3	2.1	8.8	5.7	5.7
April, 1959 - September, 1959	8.4	1.8	8.3	6.5	4.6
October, 1958 - September, 1959	17.7	3.9	17.1	12.2	10.3
<u>Medium Red</u>					
October, 1958 - March, 1959	1.5	.4	.6	.3	.2
April, 1959 - September, 1959	1.4	.3	.5	.1	.3
October, 1958 - September, 1959	2.9	.7	1.1	.4	.5
<u>Pink</u>					
October, 1958 - March, 1959	11.7	35.6	15.5	17.7	7.5
April, 1959 - September, 1959	8.9	28.9	11.6	15.2	5.4
October, 1958 - September, 1959	20.6	64.5	27.1	32.9	12.9
<u>Chum</u>					
October, 1958 - March, 1959	1.5	6.0	2.7	4.8	1.3
April, 1959 - September, 1959	.7	3.8	3.0	2.8	.9
October, 1958 - September, 1959	2.2	9.8	5.7	7.6	2.2
<u>Other - Not Identified</u>					
October, 1958 - March, 1959	2.0	6.1	5.8	7.3	1.8
April, 1959 - September, 1959	2.0	4.4	3.4	5.8	2.0
October, 1958 - September, 1959	4.0	10.5	9.2	13.1	3.8
<u>Total</u>					
October, 1958 - March, 1959	27.5	50.3	33.6	35.8	16.7
April, 1959 - September, 1959	22.7	39.3	27.0	30.4	13.3
October, 1958 - September, 1959	50.2	89.6	60.6	66.2	30.0

*Less Than .1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

REGIONS 1958-1959
Can Size

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>NORTHEAST</u>		<u>SOUTH</u>		<u>CENTRAL</u>		<u>MOUNTAIN & SOUTHWEST</u>		<u>PACIFIC</u>	
	<u>1 Lb.</u>	<u>1/2 Lb.</u>	<u>1 Lb.</u>	<u>1/2 Lb.</u>	<u>1 Lb.</u>	<u>1/2 Lb.</u>	<u>1 Lb.</u>	<u>1/2 Lb.</u>	<u>1 Lb.</u>	<u>1/2 Lb.</u>
<u>Chinook Or King</u>										
October, 1958 - March, 1959	*	20	*	-	-	3	-	*	-	1
April, 1959 - September, 1959	*	19	-	1	-	3	-	*	-	*
October, 1958 - September, 1959	*	39	*	1	-	6	-	*	-	1
<u>Red</u>										
October, 1958 - March, 1959	67	65	13	9	85	45	20	11	13	21
April, 1959 - September, 1959	51	67	10	9	92	32	20	15	10	16
October, 1958 - September, 1959	118	132	23	18	177	77	40	26	23	37
<u>Medium Red</u>										
October, 1958 - March, 1959	6	13	3	1	5	4	1	*	*	1
April, 1959 - September, 1959	5	12	2	1	4	3	1	*	1	1
October, 1958 - September, 1959	11	25	5	2	9	7	2	*	1	2
<u>Pink</u>										
October, 1958 - March, 1959	154	15	301	72	201	28	79	15	39	6
April, 1959 - September, 1959	110	18	238	70	148	27	66	15	27	6
October, 1958 - September, 1959	264	33	539	142	349	55	145	30	66	12
<u>Thum</u>										
October, 1958 - March, 1959	20	2	58	5	39	1	24	2	7	*
April, 1959 - September, 1959	9	1	39	2	43	2	14	*	6	-
October, 1958 - September, 1959	29	3	97	7	82	3	38	2	13	*
<u>Other - Not Identified</u>										
October, 1958 - March, 1959	21	4	59	6	83	4	35	4	10	*
April, 1959 - September, 1959	20	5	38	8	46	4	29	3	12	*
October, 1958 - September, 1959	41	9	97	14	129	8	64	7	22	*
<u>Total</u>										
October, 1958 - March, 1959	268	119	434	93	413	85	159	32	69	29
April, 1959 - September, 1959	195	122	327	91	333	71	130	33	56	23
October, 1958 - September, 1959	463	241	761	184	746	156	289	65	125	52

Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

OUTLETS 1958-1959
Can Size

CANNED SALMON

<u>CONSUMER PURCHASES - CASES (000'S)</u>	<u>CHAINS OUTLETS</u>		<u>INDEPENDENTS & OTHER OUTLETS</u>	
	<u>1 Lb.</u>	<u>1/2 Lb.</u>	<u>1 Lb.</u>	<u>1/2 Lb.</u>
<u>Chinook Or King</u>				
October, 1958 - March, 1959	-	8	*	16
April, 1959 - September, 1959	-	9	*	14
October, 1958 - September, 1959	-	17	*	30
<u>Red</u>				
October, 1958 - March, 1959	124	74	74	77
April, 1959 - September, 1959	112	67	71	72
October, 1958 - September, 1959	236	141	145	149
<u>Medium Red</u>				
October, 1958 - March, 1959	9	9	6	10
April, 1959 - September, 1959	10	8	3	9
October, 1958 - September, 1959	19	17	9	19
<u>Pink</u>				
October, 1958 - March, 1959	378	61	396	75
April, 1959 - September, 1959	281	56	308	80
October, 1958 - September, 1959	659	117	704	155
<u>Chum</u>				
October, 1958 - March, 1959	110	9	38	1
April, 1959 - September, 1959	78	4	33	1
October, 1958 - September, 1959	188	13	71	2
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	96	10	112	8
April, 1959 - September, 1959	57	11	88	9
October, 1958 - September, 1959	153	21	200	17
<u>Total</u>				
October, 1958 - March, 1959	717	171	626	187
April, 1959 - September, 1959	538	155	503	185
October, 1958 - September, 1959	1,255	326	1,129	372

*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

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	.3	.4	.8
October, 1958 - September, 1959	.5	.9	1.9
<u>Red</u>			
October, 1958 - March, 1959	5.9	7.1	8.3
April, 1959 - September, 1959	4.7	6.8	8.5
October, 1958 - September, 1959	10.6	13.9	16.8
<u>Medium Red</u>			
October, 1958 - March, 1959	.7	.7	.8
April, 1959 - September, 1959	.6	.6	.8
October, 1958 - September, 1959	1.3	1.3	1.6
<u>Pink</u>			
October, 1958 - March, 1959	22.2	16.5	12.4
April, 1959 - September, 1959	16.6	14.0	9.6
October, 1958 - September, 1959	38.8	30.5	22.0
<u>Chum</u>			
October, 1958 - March, 1959	4.4	2.5	2.0
April, 1959 - September, 1959	2.8	2.2	1.6
October, 1958 - September, 1959	7.2	4.7	3.6
<u>Other - Not Identified</u>			
October, 1958 - March, 1959	5.6	4.5	2.4
April, 1959 - September, 1959	3.9	3.4	1.9
October, 1958 - September, 1959	9.5	7.9	4.3
<u>Total</u>			
October, 1958 - March, 1959	39.0	31.8	27.0
April, 1959 - September, 1959	28.9	27.4	23.2
October, 1958 - September, 1959	67.9	59.2	50.2

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	.3	.7	.4
October, 1958 - September, 1959	.6	1.5	.7
<u>Red</u>			
October, 1958 - March, 1959	4.5	7.2	10.1
April, 1959 - September, 1959	3.6	7.1	9.2
October, 1958 - September, 1959	8.1	14.3	19.3
<u>Medium Red</u>			
October, 1958 - March, 1959	.6	.7	.9
April, 1959 - September, 1959	.5	.6	.9
October, 1958 - September, 1959	1.1	1.3	1.8
<u>Pink</u>			
October, 1958 - March, 1959	19.5	17.2	16.3
April, 1959 - September, 1959	15.2	13.7	13.0
October, 1958 - September, 1959	34.7	30.9	29.3
<u>Chum</u>			
October, 1958 - March, 1959	3.9	3.2	1.8
April, 1959 - September, 1959	2.6	2.2	1.8
October, 1958 - September, 1959	6.5	5.4	3.6
<u>Other - Not Identified</u>			
October, 1958 - March, 1959	5.2	4.7	3.1
April, 1959 - September, 1959	3.8	3.4	2.5
October, 1958 - September, 1959	9.0	8.1	5.6
<u>Total</u>			
October, 1958 - March, 1959	34.0	33.8	32.5
April, 1959 - September, 1959	26.0	27.7	27.8
October, 1958 - September, 1959	60.0	61.5	60.3

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

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	.5	.4	.7	.1
October, 1958 - September, 1959	.9	.9	1.5	.1
<u>Red</u>				
October, 1958 - March, 1959	6.7	8.3	6.8	5.3
April, 1959 - September, 1959	6.3	8.4	5.5	4.9
October, 1958 - September, 1959	13.0	16.7	12.3	10.2
<u>Medium Red</u>				
October, 1958 - March, 1959	.5	1.0	.6	1.2
April, 1959 - September, 1959	.5	1.0	.7	.3
October, 1958 - September, 1959	1.0	2.0	1.3	1.5
<u>Pink</u>				
October, 1958 - March, 1959	10.2	17.3	23.4	35.2
April, 1959 - September, 1959	8.3	14.6	18.4	25.2
October, 1958 - September, 1959	18.5	31.9	41.8	60.4
<u>Chum</u>				
October, 1958 - March, 1959	2.1	2.1	4.1	6.6
April, 1959 - September, 1959	.9	2.1	3.0	6.0
October, 1958 - September, 1959	3.0	4.2	7.1	12.6
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	3.0	3.3	6.2	8.6
April, 1959 - September, 1959	2.0	2.0	4.8	7.2
October, 1958 - September, 1959	5.0	5.3	11.0	15.8
<u>Total</u>				
October, 1958 - March, 1959	22.9	32.5	41.9	56.9
April, 1959 - September, 1959	18.5	28.5	33.1	43.7
October, 1958 - September, 1959	41.4	61.0	75.0	100.6

*Less Than .1

NATIONAL CONSUMER PANEL
Report to
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PRESENCE OF CHILDREN 1958-1959
Purchases-Cases Per 1,000 Families

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	.4	.3	.6	.2
October, 1958 - September, 1959	.8	.5	1.2	1.1
<u>Red</u>				
October, 1958 - March, 1959	7.5	5.5	5.8	7.3
April, 1959 - September, 1959	7.0	3.7	6.3	6.5
October, 1958 - September, 1959	14.5	9.2	12.1	13.8
<u>Medium Red</u>				
October, 1958 - March, 1959	.7	.7	.9	.9
April, 1959 - September, 1959	.7	.5	.5	.8
October, 1958 - September, 1959	1.4	1.2	1.4	1.7
<u>Pink</u>				
October, 1958 - March, 1959	12.8	22.2	23.7	27.0
April, 1959 - September, 1959	10.7	16.4	19.1	20.2
October, 1958 - September, 1959	23.5	38.6	42.8	47.2
<u>Chum</u>				
October, 1958 - March, 1959	2.6	4.2	4.1	3.6
April, 1959 - September, 1959	1.5	3.3	3.6	3.5
October, 1958 - September, 1959	4.1	7.5	7.7	7.1
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	2.9	6.2	6.9	6.9
April, 1959 - September, 1959	2.1	5.4	5.4	5.1
October, 1958 - September, 1959	5.0	11.6	12.3	12.0
<u>Total</u>				
October, 1958 - March, 1959	26.9	39.0	42.0	46.6
April, 1959 - September, 1959	22.4	29.6	35.5	36.3
October, 1958 - September, 1959	49.3	68.6	77.5	82.9

NATIONAL CONSUMER PANEL
Report to
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EMPLOYMENT STATUS
OF HOUSEWIFE 1958-1959
Purchases-Cases Per 1,000 Families

CANNED SALMON

	<u>EMPLOYED</u>	<u>UNEMPLOYED</u>
<u>Chinook Or King</u>		
October, 1958 - March, 1959	.4	.5
April, 1959 - September, 1959	.4	.5
October, 1958 - September, 1959	.8	1.0
<u>Red</u>		
October, 1958 - March, 1959	6.3	7.1
April, 1959 - September, 1959	5.7	6.6
October, 1958 - September, 1959	12.0	13.7
<u>Medium Red</u>		
October, 1958 - March, 1959	.7	.7
April, 1959 - September, 1959	.6	.7
October, 1958 - September, 1959	1.3	1.4
<u>Pink</u>		
October, 1958 - March, 1959	16.3	18.4
April, 1959 - September, 1959	13.2	14.4
October, 1958 - September, 1959	29.5	32.8
<u>Chum</u>		
October, 1958 - March, 1959	2.1	3.5
April, 1959 - September, 1959	1.5	2.5
October, 1958 - September, 1959	3.6	6.0
<u>Other - Not Identified</u>		
October, 1958 - March, 1959	4.2	4.6
April, 1959 - September, 1959	3.0	3.4
October, 1958 - September, 1959	7.2	8.0
<u>Total</u>		
October, 1958 - March, 1959	30.0	34.8
April, 1959 - September, 1959	24.4	28.1
October, 1958 - September, 1959	54.4	62.9

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

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	.3	.7	.3	.4
October, 1958 - September, 1959	.6	1.6	.7	.9
<u>Red</u>				
October, 1958 - March, 1959	4.3	7.5	8.3	7.5
April, 1959 - September, 1959	2.8	7.8	7.8	7.1
October, 1958 - September, 1959	7.1	15.3	16.1	14.6
<u>Medium Red</u>				
October, 1958 - March, 1959	.9	.5	.9	.6
April, 1959 - September, 1959	.7	.5	.7	.6
October, 1958 - September, 1959	1.6	1.0	1.6	1.2
<u>Pink</u>				
October, 1958 - March, 1959	15.1	25.4	20.2	13.0
April, 1959 - September, 1959	12.1	17.4	17.3	11.1
October, 1958 - September, 1959	27.2	42.8	37.5	24.1
<u>Chum</u>				
October, 1958 - March, 1959	3.1	3.5	3.0	2.9
April, 1959 - September, 1959	2.4	2.6	2.8	1.6
October, 1958 - September, 1959	5.5	6.1	5.8	4.5
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	4.9	5.8	5.2	2.9
April, 1959 - September, 1959	4.2	4.1	3.7	1.8
October, 1958 - September, 1959	9.1	9.9	8.9	4.7
<u>Total</u>				
October, 1958 - March, 1959	28.6	43.6	38.0	27.4
April, 1959 - September, 1959	22.5	33.1	32.6	22.6
October, 1958 - September, 1959	51.1	76.7	70.6	50.0

NATIONAL CONSUMER PANEL
Report to
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CITY SIZE 1958-1959
Purchases - Cases Per 1,000 Families

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	.2	.2	.1	1.0
October, 1958 - September, 1959	.4	.3	.3	2.2
<u>Red</u>				
October, 1958 - March, 1959	4.7	6.2	6.8	9.0
April, 1959 - September, 1959	4.5	5.8	5.7	8.6
October, 1958 - September, 1959	9.2	12.0	12.5	17.6
<u>Medium Red</u>				
October, 1958 - March, 1959	.6	.7	.4	1.0
April, 1959 - September, 1959	.4	.3	.7	.9
October, 1958 - September, 1959	1.0	1.0	1.1	1.9
<u>Pink</u>				
October, 1958 - March, 1959	26.7	23.2	16.8	9.4
April, 1959 - September, 1959	22.4	16.2	13.9	6.8
October, 1958 - September, 1959	49.1	39.4	30.7	16.2
<u>Chum</u>				
October, 1958 - March, 1959	3.1	3.4	4.6	1.8
April, 1959 - September, 1959	2.7	2.6	3.2	1.1
October, 1958 - September, 1959	5.8	6.0	7.8	2.9
<u>Other - Not Identified</u>				
October, 1958 - March, 1959	6.8	5.2	5.1	1.9
April, 1959 - September, 1959	4.3	4.2	3.9	1.6
October, 1958 - September, 1959	11.1	9.4	9.0	3.5
<u>Total</u>				
October, 1958 - March, 1959	42.1	38.8	33.9	24.3
April, 1959 - September, 1959	34.5	29.3	27.5	20.0
October, 1958 - September, 1959	76.6	68.1	61.4	44.3

SUMMARY

SARDINES

Household purchases of California sardines in the United States increased substantially in the period April - September 1959 over October 1958 - March 1959. In contrast, imported sardines were purchased in smaller volume. Total purchases of California sardines for twelve months ending September 1959 were 9.0 cases per 1,000 families, while imported sardine purchases amounted to 8.5 cases per 1,000 families. Maine sardines were not included in this study.

Larger purchases of California sardines were reported for all regions except the Northeast during April - September 1959 compared with the earlier six month period. In the South, the heaviest buying area, purchases were up nearly a third. Foreign sardine purchases were slightly larger in the Northeastern states but declined in all other regions during the six months ending September 1959.

Total purchases of both California and foreign sardines, for the twelve months ending September 1959, were highest in those families in which the head of household had only a grammar school education. However, during mid-1959, foreign sardine purchases by these families decreased more than a third from the earlier six month period. Purchase rates of both California and imported sardines remained at the same level among families whose head had college training.

Families with incomes under \$4,000 bought 48 percent more California sardines in April - September 1959 than in the preceding six months. On the other hand, their purchases of imported sardines declined substantially. Larger purchases of foreign sardines were made by families with incomes of \$7,000 and over. Foreign sardine purchases by these families were almost three times those of California sardines.

Households with 6 or more members bought more of both California and imported sardines in each six month period than families with fewer members. For the twelve months, families with three members had the lowest purchase rate of both California and imported sardines.

In the twelve months ending September 1959, families with teenagers purchased more California sardines than those families with younger children or with no children. More foreign sardine purchases were made by families with children 6 - 12 than by families with children in any other age group. Purchases of imported sardines were smaller for each age group in the period April - September 1959 than 6 months earlier. Purchases of California sardines, however, were larger in each group during the same period.

Families in which the housewife was unemployed bought more of both California and imported sardines in each 6 month period than were bought by households in which wives were employed.

Families in which wives were 35 - 44 purchased more of both California and imported sardines than those wives in younger or older age groups during the period October 1958 - September 1959.

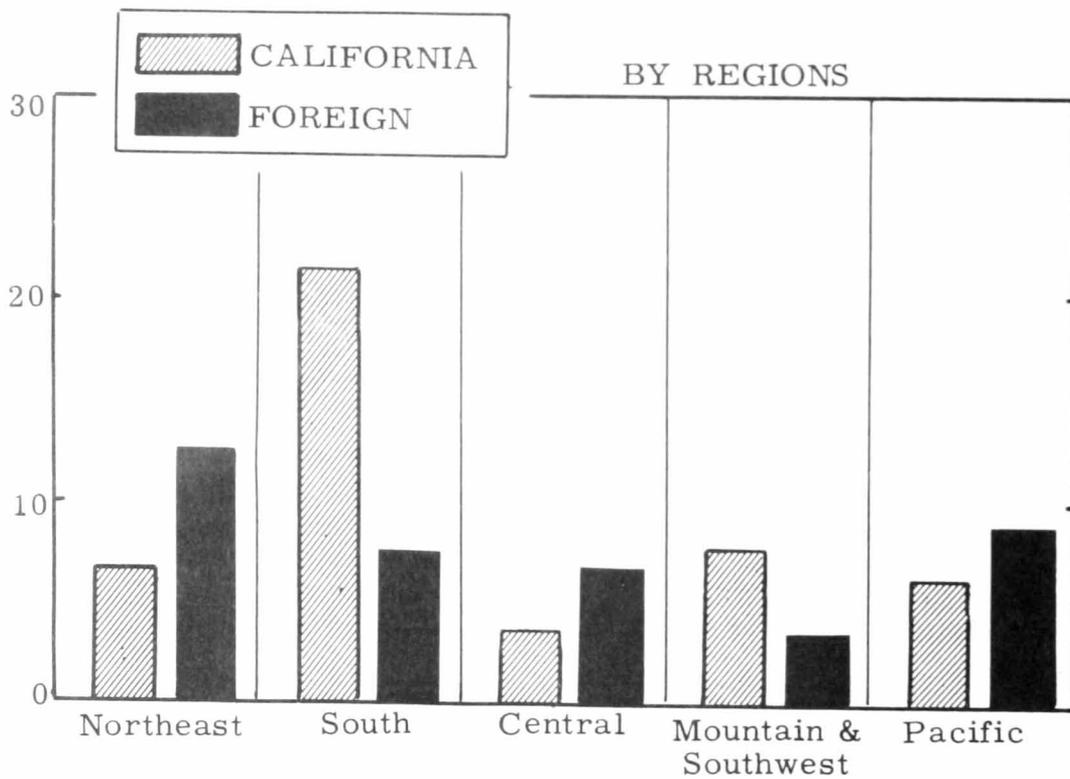
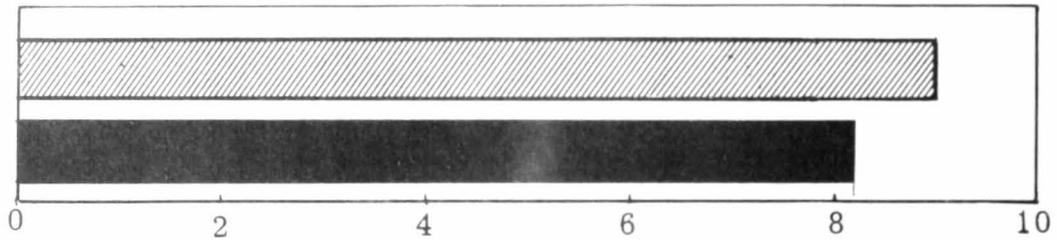
More California sardines were purchased by families residing in small towns, while purchases of imported sardines were highest in cities over 500,000 population, an increase of 100 percent over the purchases of California sardines in the twelve month period.

HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - September, 1959

(Cases Per 1000 Families)

U. S. TOTAL

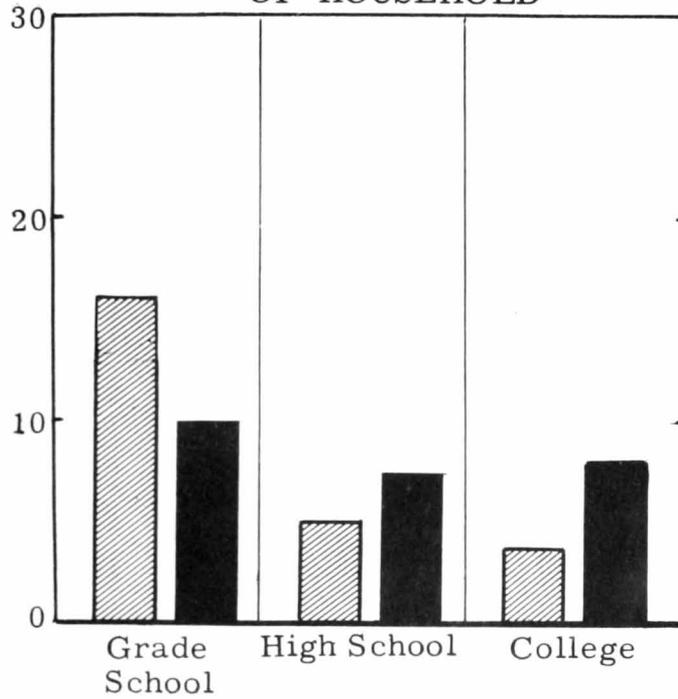


HOUSEHOLD PURCHASES OF CANNED SARDINES

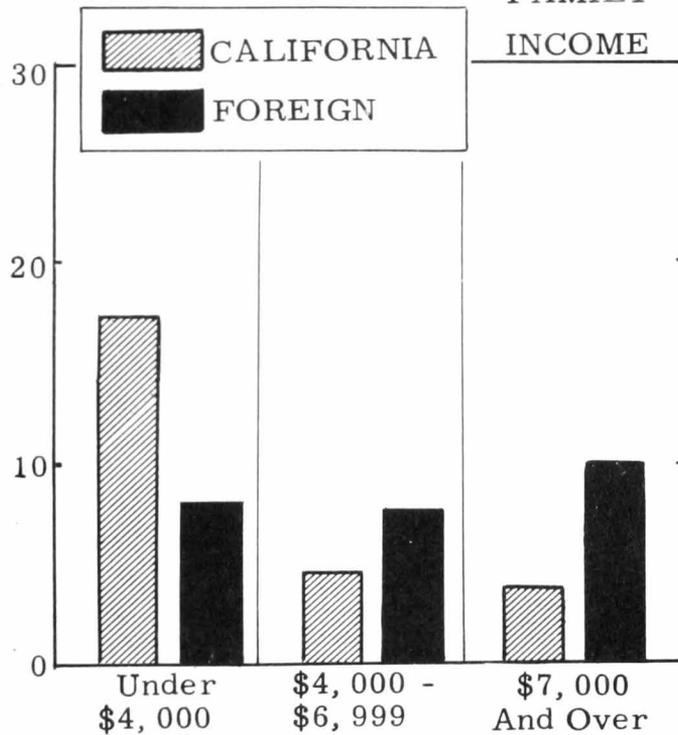
October, 1958 - September, 1959

(Cases Per 1000 Families)

BY EDUCATION OF HEAD
OF HOUSEHOLD



BY
FAMILY
INCOME

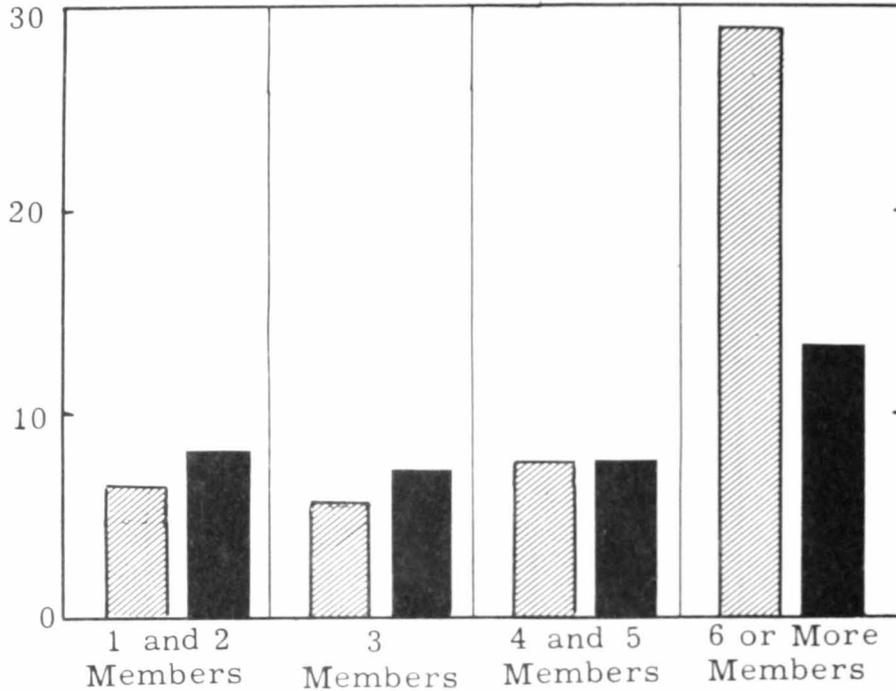


HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - September, 1959

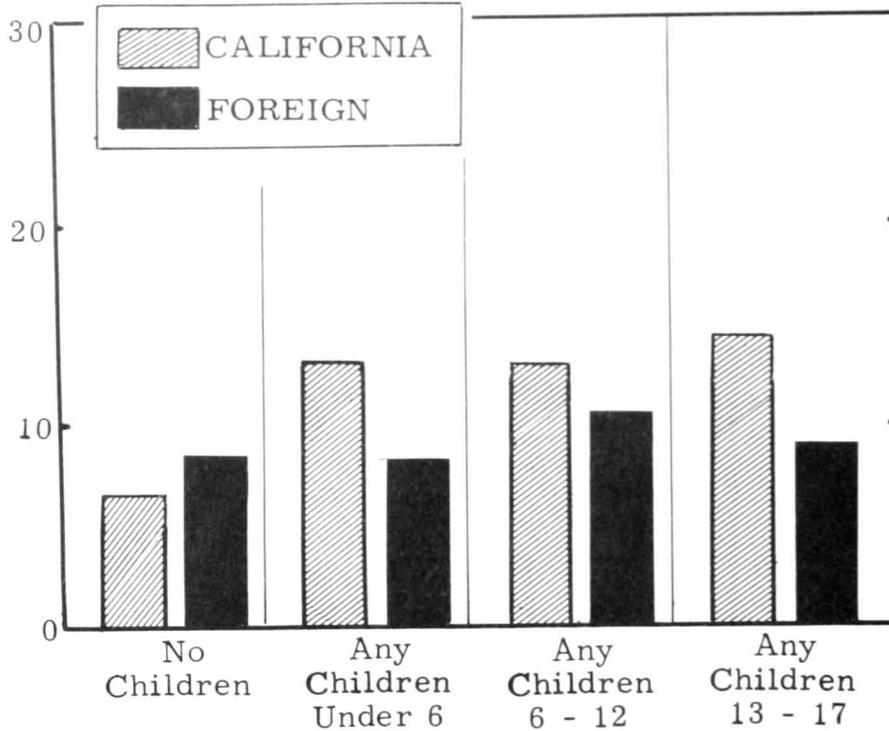
(Cases Per 1000 Families)

BY SIZE OF FAMILY



BY

PRESENCE OF CHILDREN

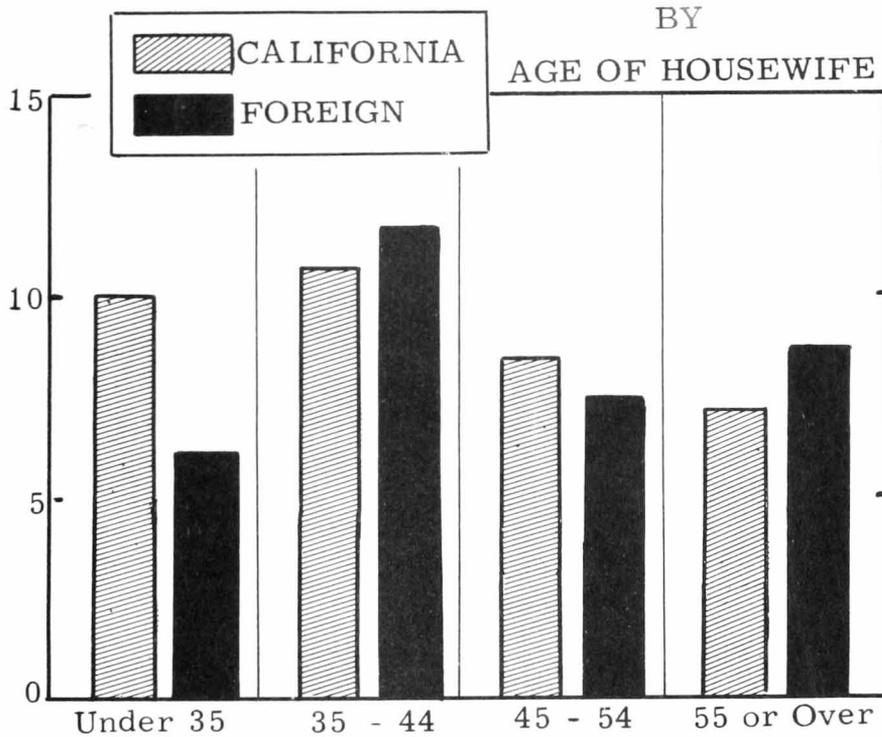
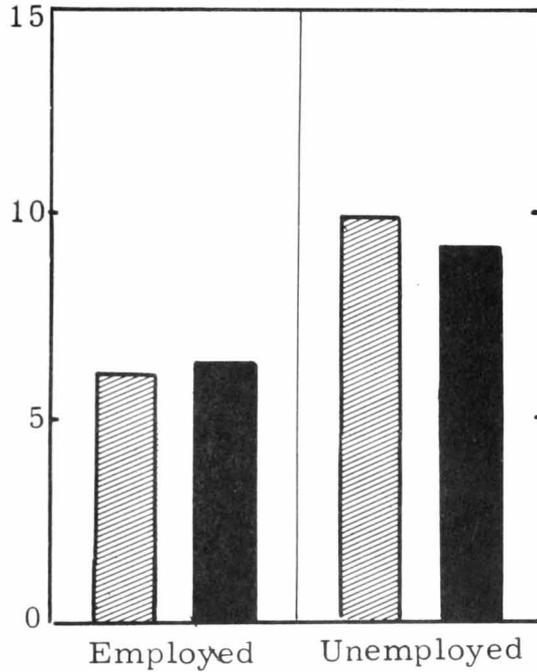


HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - September, 1959

(Cases Per 1000 Families)

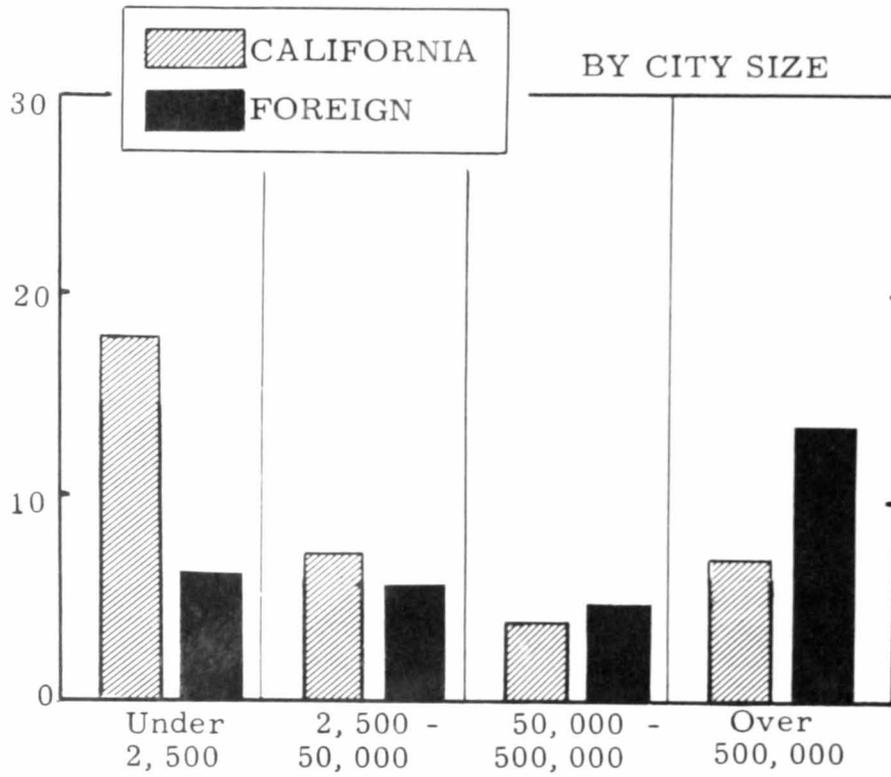
BY EMPLOYMENT STATUS
OF HOUSEWIFE



HOUSEHOLD PURCHASES OF CANNED SARDINES

October, 1958 - September, 1959

(Cases Per 1000 Families)



NATIONAL CONSUMER PANEL
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U. S. TOTAL 1958-1959
Purchases-Cases Per 1,000 Families

SARDINES

California - Total

October, 1958 - March, 1959	3.9
April, 1959 - September, 1959	5.1
October, 1958 - September, 1959	9.0

Foreign - Total

October, 1958 - March, 1959	4.7
April, 1959 - September, 1959	3.8
October, 1958 - September, 1959	8.5

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

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	3.1	12.3	2.3	5.3	3.9
October, 1958 - September, 1959	6.5	21.6	3.8	8.1	6.2
<u>Foreign - Total</u>					
October, 1958 - March, 1959	6.2	5.0	3.8	2.1	5.4
April, 1959 - September, 1959	6.4	2.4	3.1	1.4	3.5
October, 1958 - September, 1959	12.6	7.4	6.9	3.5	8.9

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 Report to
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EDUCATION OF HEAD OF HOUSEHOLD 1958-1959
 Purchases Cases Per 1,000 Families

SARDINES

	<u>GRADE SCHOOL</u>	<u>HIGH SCHOOL</u>	<u>COLLEGE</u>
<u>California - Total</u>			
October, 1958 - March, 1959	6.5	2.5	1.9
April, 1959 - September, 1959	9.6	2.8	1.9
October, 1958 - September, 1959	16.1	5.3	3.8
<u>Foreign - Total</u>			
October, 1958 - March, 1959	6.1	3.9	4.0
April, 1959 - September, 1959	3.8	3.5	4.0
October, 1958 - September, 1959	9.9	7.4	8.0

NATIONAL CONSUMER PANEL
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INCOME 1958-1959
 Purchases-Cases Per 1,000 Families

SARDINES

UNDER \$4,000

\$4,000 - \$6,999

\$7,000 & OVER

California - Total

October, 1958 - March, 1959	7.1	2.3	1.7
April, 1959 - September, 1959	10.5	2.2	2.0
October, 1958 - September, 1959	17.6	4.5	3.7

Foreign - Total

October, 1958 - March, 1959	5.6	3.9	4.9
April, 1959 - September, 1959	2.6	3.9	5.1
October, 1958 - September, 1959	8.2	7.8	10.0

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

SARDINES

	<u>1 & 2 MEMBERS</u>	<u>3 MEMBERS</u>	<u>4 & 5 MEMBERS</u>	<u>6 OR MORE MEMBERS</u>
<u>California - Total</u>				
October, 1958 - March, 1959	2.4	2.7	3.3	13.3
April, 1959 - September, 1959	4.0	3.1	4.2	15.6
October, 1958 - September, 1959	6.4	5.8	7.5	28.9
<u>Foreign - Total</u>				
October, 1958 - March, 1959	4.4	4.1	4.1	8.6
April, 1959 - September, 1959	3.8	3.1	3.6	4.9
October, 1958 - September, 1959	8.2	7.2	7.7	13.5

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

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	4.0	6.7	6.8	8.1
October, 1958 - September, 1959	6.5	13.2	12.9	14.2
<u>Foreign - Total</u>				
October, 1958 - March, 1959	4.5	5.2	6.2	5.3
April, 1959 - September, 1959	3.9	3.1	4.3	3.7
October, 1958 - September, 1959	8.4	8.3	10.5	9.0

NATIONAL CONSUMER PANEL
Report to
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EMPLOYMENT STATUS
OF HOUSEWIFE 1958-1959
Purchases-Cases Per 1,000 Families

SARDINES

EMPLOYED

UNEMPLOYED

California - Total

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

1.7
4.4
6.1

4.7
5.3
10.0

Foreign - Total

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

3.0
3.4
6.4

5.4
3.9
9.3

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

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	4.9	6.1	5.3	4.4
October, 1958 - September, 1959	10.0	10.8	8.5	7.2

Foreign - Total

October, 1958 - March, 1959	3.6	6.9	3.8	4.8
April, 1959 - September, 1959	2.5	4.9	3.8	3.9
October, 1958 - September, 1959	6.1	11.8	7.6	8.7

NATIONAL CONSUMER PANEL
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CITY SIZE 1958-1959
 Purchases-Cases Per 1,000 Families

SARDINES

	<u>UNDER 2,500</u>	<u>2,500 - 50,000</u>	<u>50,000 - 500,000</u>	<u>OVER 500,000</u>
<u>California - Total</u>				
October, 1958 - March, 1959	7.3	3.0	2.0	3.2
April, 1959 - September, 1959	10.5	4.2	2.2	3.7
October, 1958 - September, 1959	17.8	7.2	4.2	6.9
<u>Foreign - Total</u>				
October, 1958 - March, 1959	4.2	3.3	2.9	7.2
April, 1959 - September, 1959	2.1	2.7	2.1	6.7
October, 1958 - September, 1959	6.3	6.0	5.0	13.9