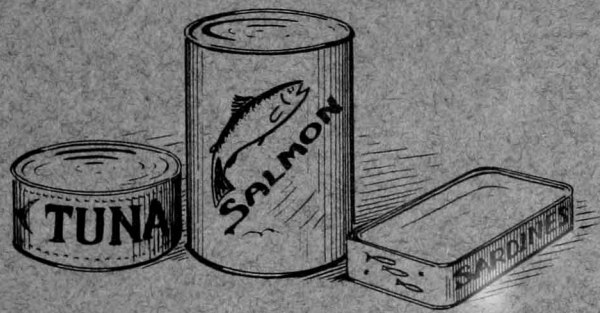


36

CANNED FISH

CONSUMER PURCHASES



OCTOBER-NOVEMBER 1958

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

FISHERY LEAFLET 478

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 Maine and California 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. Independents - Other food stores owned and operated by firms with 10 or less units.
- c. Other - 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.
- b. Families Buying (000's and % of U. S. or Region) Number of families buying is projected to totals based on families buying one or more times in the four week (28 day) period. The U. S.

percentage is computed as that of the estimated total U. S. families accounted for by buying families. In October 1958, total U. S. families were estimated at 50,960,000. Regional percentages are computed as those of estimated families in each region. ("Families" in this report is defined as a household).

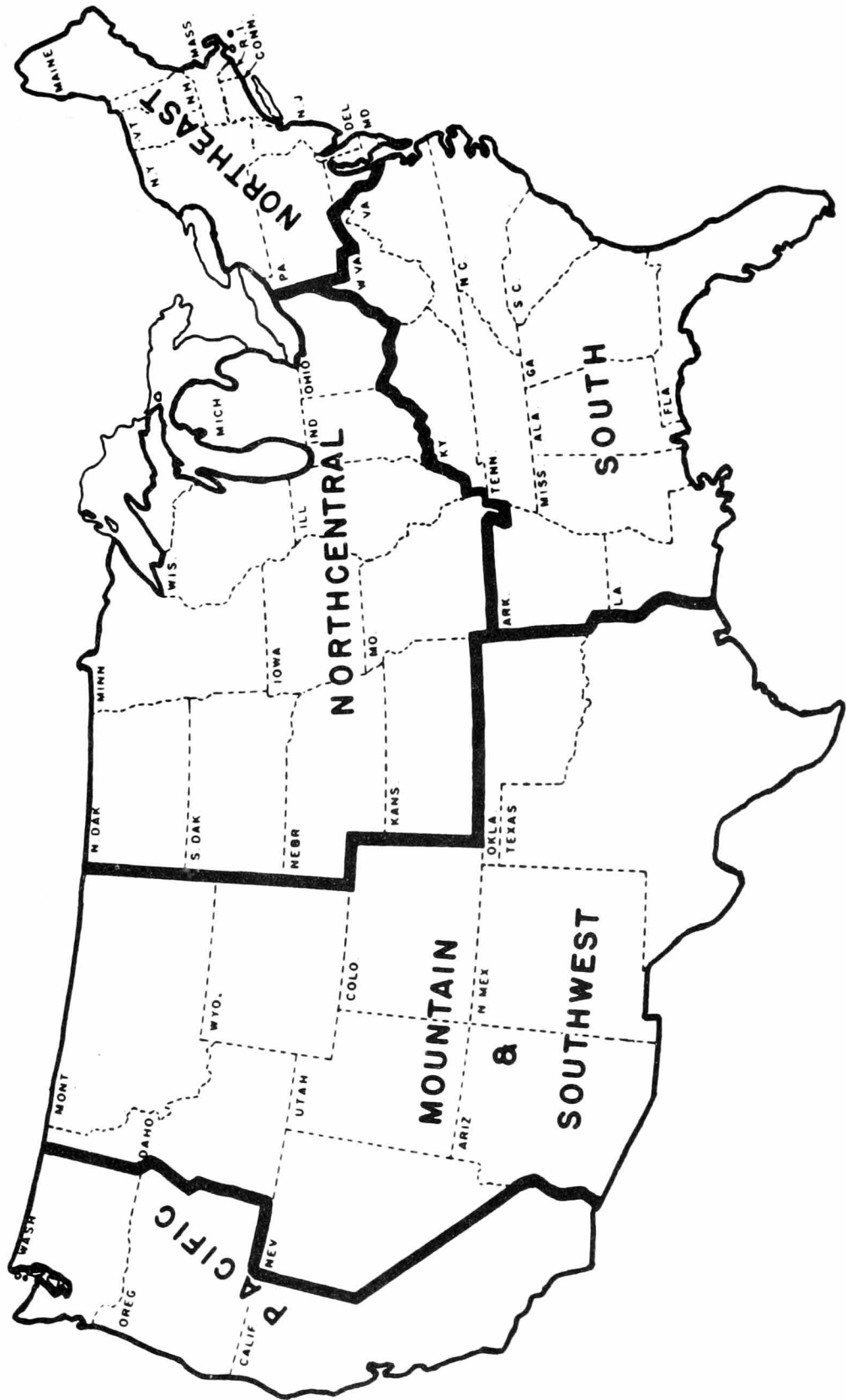
- c. Average Purchase Transaction Size - Cans
Average number of cans purchased per transaction. A transaction is a purchase of the same type and size of product, at the same price, in the same store, on the same date.
- d. Average Price Paid (¢/Can) - Actual consumer price paid per specified can size.

A twelve month report will contain, in addition to most of the above information, such consumer socio-economic factors as:

- City-size location.
- Income.
- Education of head of household.
- Size of family.
- Age of housewife.
- Presence of children by age group.
- Employment status of housewife.

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

REGIONAL MAP



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

Fishery Leaflet 478

CANNED FISH - CONSUMER PURCHASES

OCTOBER - NOVEMBER, 1958

Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

CONTENTS

	Page
Tuna, canned	
U. S. total	1
Northeast region	2
South region	3
Central region	4
Mountain and southwest region	5
Pacific region	6
Chains outlets	7
Independents outlets	8
Other outlets	9
Salmon, canned	
U. S. total	10
Northeast region	11
South region	12
Central region	13
Mountain and southwest region	14
Pacific region	15
Chains outlets	16
Independents outlets	17
Other outlets	18

Sardines, canned	
U. S. total	19
Northeast region	20
South region	21
Central region	22
Mountain and southwest region	23
Pacific region	24
Chains outlets	25
Independents outlets	26
Other outlets	27

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CANNED TUNA

<u>CONSUMER PURCHASES - CASES (000's)</u>	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
Domestic - Solid Or Fancy	150	173				
Chunk	518	461				
Grated-Flakes	90	86				
Total	758	720				
Foreign - Total	58	49				
Total	816	769				

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

Domestic - Solid Or Fancy	3,500	6.9	3,684	7.2
Chunk	9,694	19.0	8,423	16.5
Grated-Flakes	1,676	3.3	1,692	3.3
Total	13,814	27.1	12,844	25.2
Foreign - Total	1,107	2.2	977	1.9
Total	14,600	28.6	13,610	26.7

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Domestic - Solid Or Fancy	1.6	1.6
Chunk	1.8	1.8
Grated-Flakes	2.1	2.0
Total	1.8	1.8
Foreign - Total	1.7	1.7
Total	1.8	1.8

AVERAGE PRICE PAID (¢/CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	23.8	23.6	
1/2 Lb.	36.0	35.6	
3/4 Lb.	-	-	
Chunk - 1/4 Lb.	21.7	21.3	
1/2 Lb.	28.9	29.1	
3/4 Lb.	38.2	38.8	
Grated-Flakes - 1/4 Lb.	-	-	
1/2 Lb.	21.5	22.1	
3/4 Lb.	-	-	
Foreign - 1/4 Lb.	25.0	20.0	
1/2 Lb.	29.6	30.2	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	93	117				
Chunk	143	115				
Grated-Flakes	10	10				
Total	246	242				
Foreign - Total	39	36				
Total	285	278				

FAMILIES BUYING - (000'S & 1/2 REG.)

Domestic - Solid Or Fancy	2,109	14.6	2,434	16.8
Chunk	2,698	18.6	2,229	15.4
Grated-Flakes	163	1.1	202	1.4
Total	4,537	31.4	4,474	30.9
Foreign - Total	722	5.0	638	4.4
Total	5,071	35.0	4,956	34.3

AVERAGE PURCHASE TRANSACTION
SIZE - CANS

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

AVERAGE PRICE PAID (¢ CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	23.4	23.3	
1/2 Lb.	36.7	35.6	
3/4 Lb.	-	-	
Chunk - 1/4 Lb.	20.7	20.4	
1/2 Lb.	29.8	30.1	
3/4 Lb.	37.5	39.7	
Grated-Flakes - 1/4 Lb.	-	-	
1/2 Lb.	21.6	22.2	
3/4 Lb.	-	-	
Foreign			
- 1/4 Lb.	-	-	
1/2 Lb.	30.2	30.2	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	20	23				
Chunk	60	63				
Grated-Flakes	18	16				
Total	98	102				
Foreign - Total	1	1				
Total	99	103				

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

Domestic - Solid Or Fancy	517	5.0	428	4.1
Chunk	1,103	10.6	1,122	10.7
Grated-Flakes	409	3.9	380	3.6
Total	1,907	18.3	1,826	17.5
Foreign - Total	37	.4	53	.5
Total	1,932	18.5	1,867	17.9

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	27.6	24.1	
1/2 Lb.	35.8	36.0	
3/4 Lb.	-	-	
Chunk - 1/4 Lb.	22.3	21.0	
1/2 Lb.	30.7	30.1	
3/4 Lb.	39.9	40.8	
Grated-Flakes - 1/4 Lb.	-	-	
1/2 Lb.	22.2	23.1	
3/4 Lb.	-	-	
Foreign - 1/4 Lb.	-	-	
1/2 Lb.	31.1	29.5	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1958-1959
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	14	12				
Chunk	127	120				
Grated-Flakes	30	26				
Total	171	158				
Foreign - Total	9	8				
Total	180	166				

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

Domestic - Solid Or Fancy	375	2.5	327	2.2
Chunk	2,593	17.5	2,334	15.8
Grated-Flakes	622	4.2	596	4.0
Total	3,366	22.7	3,046	20.6
Foreign - Total	201	1.4	197	1.3
Total	3,497	23.6	3,223	21.8

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Domestic - Solid Or Fancy	1.6	1.4
Chunk	1.7	1.7
Grated-Flakes	2.0	1.7
Total	1.7	1.7
Foreign - Total	1.7	1.8
Total	1.7	1.7

AVERAGE PRICE PAID (¢/CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	25.0	-	
1/2 Lb.	35.7	35.6	
3/4 Lb.	-	-	
Chunk			
- 1/4 Lb.	21.7	19.0	
1/2 Lb.	29.4	29.7	
3/4 Lb.	38.0	38.3	
Grated-Flakes			
- 1/4 Lb.	-	-	
1/2 Lb.	21.4	21.9	
3/4 Lb.	-	-	
Foreign			
- 1/4 Lb.	25.0	20.0	
1/2 Lb.	33.0	31.9	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	6	5				
Chunk	67	49				
Grated-Flakes	19	20				
Total	92	74				
Foreign - Total	1	1				
Total	93	75				

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

Domestic - Solid Or Fancy	146	2.7	135	2.5
Chunk	1,348	25.4	994	18.7
Grated-Flakes	299	5.6	359	6.8
Total	1,667	31.4	1,402	26.4
Foreign - Total	25	.5	34	.6
Total	1,674	31.5	1,437	27.0

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Domestic - Solid Or Fancy	1.5	1.4
Chunk	1.7	1.6
Grated-Flakes	2.5	2.1
Total	1.8	1.7
Foreign - Total	1.3	1.8
Total	1.8	1.7

AVERAGE PRICE PAID (¢/CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	23.0	24.0	
1/2 Lb.	37.4	38.2	
3/4 Lb.	-	-	
Chunk - 1/4 Lb.	22.5	22.8	
1/2 Lb.	30.5	31.1	
3/4 Lb.	38.8	39.5	
Grated-Flakes - 1/4 Lb.	-	-	
1/2 Lb.	21.7	22.8	
3/4 Lb.	-	-	
Foreign - 1/4 Lb.	-	-	
1/2 Lb.	28.8	28.7	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1958-1959
Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	17	16				
Chunk	121	114				
Grated-Flakes	13	14				
Total	151	144				
Foreign - Total	8	3				
Total	159	147				

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

Domestic - Solid Or Fancy	353	5.9	360	6.1
Chunk	1,952	32.9	1,744	29.4
Grated-Flakes	183	3.1	155	2.6
Total	2,337	39.3	2,096	35.3
Foreign - Total	122	2.1	55	.9
Total	2,426	40.8	2,127	35.8

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Domestic - Solid Or Fancy	1.8	1.6
Chunk	2.0	2.1
Grated-Flakes	2.9	3.4
Total	2.0	2.1
Foreign - Total	2.2	1.6
Total	2.0	2.1

AVERAGE PRICE PAID (¢/CAN)

Domestic -			
Solid Or Fancy - 1/4 Lb.	23.7	24.3	
1/2 Lb.	34.5	34.4	
3/4 Lb.	-	-	
Chunk - 1/4 Lb.	22.3	21.4	
1/2 Lb.	26.8	26.9	
3/4 Lb.	38.3	37.9	
Grated-Flakes - 1/4 Lb.	-	-	
1/2 Lb.	20.8	20.3	
3/4 Lb.	-	-	
Foreign - 1/4 Lb.	-	-	
1/2 Lb.	26.2	29.1	
3/4 Lb.	-	-	

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959
 Monthly (4 weeks)

CANNED TUNA

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH

CONSUMER PURCHASES - CASES (000'S)

Domestic - Solid Or Fancy	89	102
Chunk	308	259
Grated-Flakes	54	48
Total	451	409
Foreign - Total	25	23
Total	476	432

AVERAGE PURCHASE TRANSACTION
 SIZE - CANS

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

AVERAGE PRICE PAID (¢/CAN)

Domestic -		
Solid Or Fancy - 1/4 Lb.	23.7	23.9
1/2 Lb.	35.7	35.6
3/4 Lb.	-	-
Chunk		
- 1/4 Lb.	21.3	21.3
1/2 Lb.	28.7	28.8
3/4 Lb.	37.7	39.2
Grated-Flakes		
- 1/4 Lb.	-	-
1/2 Lb.	21.2	21.4
3/4 Lb.	-	-
Foreign		
- 1/4 Lb.	-	-
1/2 Lb.	30.5	29.9
3/4 Lb.	-	-

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT OUTLETS 1958-19
 Monthly (4 weeks)

CANNED TUNA

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Domestic - Solid Or Fancy	59	69				
Chunk	204	194				
Grated-Flakes	36	37				
Total	299	300				
Foreign - Total	31	24				
Total	330	324				
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
Domestic - Solid Or Fancy	1.6	1.7				
Chunk	1.8	1.8				
Grated-Flakes	2.0	1.8				
Total	1.8	1.8				
Foreign - Total	1.8	1.5				
Total	1.8	1.8				
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
Domestic -						
Solid Or Fancy - 1/4 Lb.	23.8	23.4				
1/2 Lb.	36.8	35.5				
3/4 Lb.	-	-				
Chunk						
- 1/4 Lb.	22.2	21.2				
1/2 Lb.	29.3	29.4				
3/4 Lb.	38.8	38.3				
Grated-Flakes						
- 1/4 Lb.	-	-				
1/2 Lb.	21.9	22.8				
3/4 Lb.	-	-				
Foreign						
- 1/4 Lb.	25.0	20.0				
1/2 Lb.	28.8	31.1				
3/4 Lb.	-	-				

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

OTHER OUTLETS 1958-1959
 Monthly (4 weeks)

CANNED TUNA

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH

CONSUMER PURCHASES - CASES (000'S)

Domestic - Solid Or Fancy	2	2
Chunk	6	8
Grated-Flakes	*	1
Total	8	11
Foreign - Total	2	2
Total	10	13

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

Domestic - Solid Or Fancy	1.3	1.3
Chunk	1.7	1.7
Grated-Flakes	1.5	1.5
Total	1.6	1.6
Foreign - Total	2.0	3.3
Total	1.6	1.8

AVERAGE PRICE PAID (¢/CAN)

Domestic -		
Solid Or Fancy - 1/4 Lb.	-	-
1/2 Lb.	30.1	33.3
3/4 Lb.	-	-
Chunk		
- 1/4 Lb.	-	-
1/2 Lb.	26.5	25.2
3/4 Lb.	34.8	40.8
Grated-Flakes		
- 1/4 Lb.	-	-
1/2 Lb.	24.0	22.2
3/4 Lb.	-	-
Foreign		
- 1/4 Lb.	-	-
1/2 Lb.	25.5	26.0
3/4 Lb.	-	-

*Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	6	3				
Red	50	51				
Medium Red	5	6				
Pink	144	153				
Chum	26	26				
Other-Not Identified	51	30				
Total	282	269				

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

Chinook Or King	334	.7	147	.3
Red	2,278	4.5	2,350	4.6
Medium Red	255	.5	364	.7
Pink	4,628	9.1	4,458	8.7
Chum	686	1.3	674	1.3
Total	8,950	17.6	8,408	16.5

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	62.0	63.3
1 Lb.	-	-
Red - 1/2 Lb.	54.1	53.7
1 Lb.	83.4	84.6
Medium Red - 1/2 Lb.	40.9	43.3
1 Lb.	64.3	67.0
Pink - 1/2 Lb.	36.1	36.0
1 Lb.	56.3	56.0
Chum - 1/2 Lb.	32.6	30.1
1 Lb.	45.8	45.7

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959
 Monthly (4 weeks)

CANNED SALMON

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

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	257	1.8	133	.9
Red	799	5.5	927	6.4
Medium Red	162	1.1	234	1.6
Pink	912	6.3	851	5.9
Chum	80	.6	108	.7
Total	2,180	15.1	2,123	14.7

AVERAGE PURCHASE TRANSACTION
 SIZE - CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	63.9	63.2
1 Lb.	-	-
Red - 1/2 Lb.	53.1	52.9
1 Lb.	83.1	82.0
Medium Red - 1/2 Lb.	40.7	44.7
1 Lb.	72.7	75.4
Pink - 1/2 Lb.	38.7	37.4
1 Lb.	57.5	57.5
Chum - 1/2 Lb.	38.0	-
1 Lb.	46.7	47.3

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959
 Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	*	-				
Red	4	3				
Medium Red	1	2				
Pink	59	69				
Chum	11	11				
Other-Not Identified	16	8				
Total	91	93				

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	23	.2	-	-
Red	176	1.7	127	1.2
Medium Red	31	.3	50	.5
Pink	1,629	15.6	1,707	16.4
Chum	258	2.5	249	2.4
Total	2,331	22.3	2,307	22.1

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

Chinook Or King	1.0	-
Red	1.1	1.4
Medium Red	1.7	1.1
Pink	1.3	1.4
Chum	1.4	1.4
Total	1.3	1.3

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	57.0	-
1 Lb.	-	-
Red - 1/2 Lb.	56.2	48.1
1 Lb.	88.3	77.3
Medium Red - 1/2 Lb.	-	41.0
1 Lb.	51.8	54.3
Pink - 1/2 Lb.	35.3	35.3
1 Lb.	56.6	55.9
Chum - 1/2 Lb.	30.1	29.0
1 Lb.	46.6	44.1

*Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1958-1959
Monthly (4 weeks)

CANNED SALMON

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH

CONSUMER PURCHASES - CASES (000'S)

Chinook Or King	*	*
Red	19	18
Medium Red	1	1
Pink	37	36
Chum	6	5
Other-Not Identified	17	12
Total	80	72

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	22	.1	14	.1
Red	901	6.1	804	5.4
Medium Red	44	.3	74	.5
Pink	1,370	9.3	1,196	8.1
Chum	185	1.3	181	1.2
Total	2,879	19.5	2,499	16.9

AVERAGE PURCHASE TRANSACTION

SIZE-CAN

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	61.0	65.0
1 Lb.	-	-
Red - 1/2 Lb.	56.1	55.2
1 Lb.	82.6	85.0
Medium Red - 1/2 Lb.	40.3	42.0
1 Lb.	75.0	66.2
Pink - 1/2 Lb.	36.8	36.7
1 Lb.	54.5	54.7
Chum - 1/2 Lb.	37.0	-
1 Lb.	43.0	47.6

*Less Than 1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

CANNED SALMON

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

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	5	.1	-	-
Red	168	3.2	234	4.4
Medium Red	9	.2	-	-
Pink	422	7.9	471	8.9
Chum	108	2.0	113	2.1
Total	883	16.6	944	17.8

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	43.0	-
1 Lb.	-	-
Red - 1/2 Lb.	59.1	58.4
1 Lb.	84.3	87.5
Medium Red - 1/2 Lb.	-	-
1 Lb.	60.0	-
Pink - 1/2 Lb.	35.3	37.3
1 Lb.	58.2	57.4
Chum - 1/2 Lb.	31.0	32.6
1 Lb.	46.2	45.1

*Less Than 1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1958-1959
 Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	1	-				
Red	6	6				
Medium Red	*	*				
Pink	9	7				
Chum	1	*				
Other-Not Identified	3	1				
Total	20	14				

FAMILIES BUYING (000'S & % REG.)

Chinook Or King	27	.5	-	-
Red	234	3.9	258	4.3
Medium Red	9	.2	6	.1
Pink	295	5.0	233	3.9
Chum	55	.9	23	.4
Total	677	11.4	535	9.0

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	54.6	-
1 Lb.	-	-
Red - 1/2 Lb.	49.7	52.9
1 Lb.	81.5	92.3
Medium Red - 1/2 Lb.	45.0	36.0
1 Lb.	-	-
Pink - 1/2 Lb.	36.3	36.9
1 Lb.	56.0	56.0
Chum - 1/2 Lb.	36.0	31.0
1 Lb.	47.4	52.0

*Less Than 1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959
 Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	2	1				
Red	27	29				
Medium Red	2	4				
Pink	71	70				
Chum	19	20				
Other-Not Identified	20	14				
Total	141	138				

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

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

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	60.6	61.3
1 Lb.	-	-
Red - 1/2 Lb.	54.3	53.8
1 Lb.	84.1	83.9
Medium Red - 1/2 Lb.	42.7	42.3
1 Lb.	70.0	69.7
Pink - 1/2 Lb.	34.8	35.3
1 Lb.	54.4	54.4
Chum - 1/2 Lb.	32.1	29.2
1 Lb.	44.7	45.2

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENTS OUTLETS 1958-1959
 Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	4	2				
Red	21	21				
Medium Red	3	2				
Pink	69	76				
Chum	7	6				
Other-Not Identified	29	15				
Total	133	122				

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Chinook Or King	1.5	1.4
Red	1.3	1.3
Medium Red	1.4	1.4
Pink	1.3	1.3
Chum	1.6	1.3
Total	1.3	1.3

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	62.6	64.4
1 Lb.	-	-
Red - 1/2 Lb.	54.0	54.0
1 Lb.	81.7	86.0
Medium Red - 1/2 Lb.	39.4	44.5
1 Lb.	60.5	52.0
Pink - 1/2 Lb.	37.4	36.4
1 Lb.	58.1	57.7
Chum - 1/2 Lb.	33.0	32.6
1 Lb.	49.0	47.4

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

OTHER OUTLETS 1958-1959
 Monthly (4 weeks)

CANNED SALMON

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Chinook Or King	-	-				
Red	2	1				
Medium Red	*	*				
Pink	4	7				
Chum	*	*				
Other-Not Identified	2	1				
Total	8	9				

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Chinook Or King	-	-
Red	1.8	1.3
Medium Red	1.0	1.0
Pink	1.3	1.8
Chum	1.0	1.0
Total	1.3	1.6

AVERAGE PRICE PAID (¢/CAN)

Chinook Or King - 1/2 Lb.	-	-
1 Lb.	-	-
Red - 1/2 Lb.	52.5	46.7
1 Lb.	92.3	89.0
Medium Red - 1/2 Lb.	-	36.0
1 Lb.	61.0	-
Pink - 1/2 Lb.	36.3	37.6
1 Lb.	55.8	50.9
Chum - 1/2 Lb.	36.0	-
1 Lb.	55.0	54.0

*Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

SARDINES

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH

CONSUMER PURCHASES - CASES (000'S)

Maine	- Oil	71	55
	Mustard	10	9
	Other	2	5
	Total	83	69
California	- Total	19	29
Foreign	- Total	39	41
	Total	141	139

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

Maine	- Oil	2,030	4.0	1,713	3.4
	Mustard	363	.7	342	.7
	Other	58	.1	76	.1
	Total	2,348	4.6	2,019	4.0
California	- Total	645	1.3	663	1.3
Foreign	- Total	1,205	2.4	1,228	2.4
	Total	3,920	7.7	3,660	7.2

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Maine	- Oil	2.7	2.5
	Mustard	2.4	2.0
	Other	1.5	1.6
	Total	2.6	2.4
California	- Total	1.3	1.6
Foreign	- Total	1.8	1.7
	Total	2.2	2.1

AVERAGE PRICE PAID (¢/CAN)

Maine -			
Oil	1/4 Lb.	11.3	11.1
Mustard	1/4 Lb.	11.4	11.2
Other	1 Lb.	30.3	26.9
California	- 1 Lb.	27.7	26.4
Foreign	- 1/4 Lb.	25.8	27.1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1958-1959
Monthly (4 weeks)

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine - Oil	13	13				
Mustard	5	2				
Other	1	-				
Total	19	15				
California - Total	5	9				
Foreign - Total	15	11				
Total	39	35				

FAMILIES BUYING (000'S & % REG.)

Maine - Oil	500	3.5	405	2.8
Mustard	131	.9	66	.5
Other	9	.1	-	-
Total	586	4.0	471	3.3
California - Total	206	1.4	269	1.9
Foreign - Total	469	3.2	542	3.7
Total	1,156	8.0	1,211	8.4

AVERAGE PURCHASE TRANSACTION
SIZE-CANS

Maine - Oil	2.3	2.6
Mustard	3.5	2.4
Other	1.0	-
Total	2.5	2.6
California - Total	1.1	1.5
Foreign - Total	1.9	1.6
Total	2.1	1.9

AVERAGE PRICE PAID (¢/CAN)

Maine -		
Oil 1/4 Lb.	12.0	11.8
Mustard 1/4 Lb.	10.8	11.6
Other 1 Lb.	39.0	-
California - 1 Lb.	30.6	28.1
Foreign - 1/4 Lb.	23.1	23.3

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1958-1959
Monthly (4 weeks)

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine - Oil	28	19				
Mustard	1	1				
Other	*	1				
Total	29	21				
California - Total	7	16				
Foreign - Total	10	20				
Total	46	57				

<u>FAMILIES BUYING (000'S & % REG.)</u>						
Maine - Oil	637	6.1	518	5.0		
Mustard	43	.4	22	.2		
Other	13	.1	19	.2		
Total	674	6.5	548	5.3		
California - Total	211	2.0	268	2.6		
Foreign - Total	210	2.0	237	2.3		
Total	969	9.3	898	8.6		

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Maine - Oil	3.0	2.6
Mustard	2.4	3.5
Other	1.5	1.3
Total	2.9	2.6
California - Total	1.4	1.8
Foreign - Total	1.3	2.1
Total	2.4	2.3

AVERAGE PRICE PAID (¢/CAN)

Maine -		
Oil 1/4 Lb.	10.4	10.6
Mustard 1/4 Lb.	11.9	9.7
Other 1 Lb.	28.0	25.6
California - 1 Lb.	23.9	24.7
Foreign - 1/4 Lb.	23.3	25.1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1958-1959
Monthly (4 weeks)

SARDINES

		<u>OCTOBER</u>		<u>NOVEMBER</u>		<u>DECEMBER</u>		<u>JANUARY</u>		<u>FEBRUARY</u>		<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>												
Maine	- Oil	16		11								
	Mustard	3		6								
	Other	*		3								
	Total	19		20								
California	- Total	3		2								
Foreign	- Total	7		4								
	Total	29		26								
<u>FAMILIES BUYING (000'S & % REC.)</u>												
Maine	- Oil	483	3.3	424	2.9							
	Mustard	152	1.0	215	1.5							
	Other	5	*	28	.2							
	Total	614	4.1	579	3.9							
California	- Total	123	.8	66	.4							
Foreign	- Total	256	1.7	194	1.3							
	Total	964	6.5	839	5.7							
<u>AVERAGE PURCHASE TRANSACTION</u>												
<u>SIZE-CANS</u>												
Maine	- Oil	2.3		2.1								
	Mustard	2.2		1.9								
	Other	2.0		2.3								
	Total	2.3		2.1								
California	- Total	1.3		1.0								
Foreign	- Total	2.2		1.8								
	Total	2.2		1.9								
<u>AVERAGE PRICE PAID (¢/CAN)</u>												
Maine	-											
	Oil 1/4 Lb.	11.6		11.6								
	Mustard 1/4 Lb.	11.4		10.7								
	Other 1 Lb.	-		25.0								
California	- 1 Lb.	31.8		31.3								
Foreign	- 1/4 Lb.	23.4		28.1								

*Less Than 1 (Or .1% As Apropos)

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine - Oil	9	7				
Mustard	1	*				
Other	1	1				
Total	11	8				
California - Total	2	1				
Foreign - Total	3	1				
Total	16	10				

FAMILIES BUYING (000'S & % REG.)

Maine - Oil	244	4.6	177	3.3
Mustard	37	.7	33	.6
Other	31	.6	20	.4
Total	308	5.8	223	4.2
California - Total	37	.7	21	.4
Foreign - Total	63	1.2	51	1.0
Total	396	7.5	291	5.5

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Maine - Oil	2.9	2.8
Mustard	1.3	1.2
Other	1.5	1.5
Total	2.6	2.5
California - Total	1.6	1.3
Foreign - Total	2.1	1.4
Total	2.4	2.3

AVERAGE PRICE PAID (¢/CAN)

Maine -		
Oil 1/4 Lb.	12.0	10.3
Mustard 1/4 Lb.	16.5	16.5
Other 1 Lb.	27.0	31.7
California - 1 Lb.	31.5	32.0
Foreign - 1/4 Lb.	33.5	39.3

*Less Than 1

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1958-1959
Monthly (4 weeks)

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine						
- Oil	5	5				
Mustard	-	*				
Other	-	*				
Total	5	5				
California - Total	2	1				
Foreign - Total	4	5				
Total	11	11				

FAMILIES BUYING (000'S & % REG.)

Maine						
- Oil	166	2.8	189	3.2		
Mustard	-	-	6	.1		
Other	-	-	9	.2		
Total	166	2.8	198	3.3		
California - Total	68	1.1	39	.7		
Foreign - Total	207	3.5	204	3.4		
Total	435	7.3	421	7.1		

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Maine				
- Oil	2.9	2.5		
Mustard	-	2.0		
Other	-	1.0		
Total	2.9	2.4		
California - Total	1.2	1.0		
Foreign - Total	1.6	1.5		
Total	2.0	1.8		

AVERAGE PRICE PAID (¢/CAN)

Maine -			
Oil 1/4 Lb.	11.5	11.7	
Mustard 1/4 Lb.	-	12.5	
Other 1 Lb.	-	-	
California - 1 Lb.	29.1	30.2	
Foreign - 1/4 Lb.	30.6	30.2	

*Less Than 1

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1958-1959
 Monthly (4 weeks)

SARDINES

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH

CONSUMER PURCHASES - CASES (000'S)

Maine	- Oil	25	24
	Mustard	4	5
	Other	1	1
	Total	30	30
California	- Total	7	5
Foreign	- Total	20	16
	Total	57	51

AVERAGE PURCHASE TRANSACTION

SIZE-CANS

Maine	- Oil	2.6	2.5
	Mustard	2.3	2.1
	Other	1.7	1.0
	Total	2.5	2.4
California	- Total	1.3	1.1
Foreign	- Total	1.7	1.7
	Total	2.1	2.0

AVERAGE PRICE PAID (¢/CAN)

Maine -			
Oil	1/4 Lb.	10.7	10.9
Mustard	1/4 Lb.	12.5	11.7
Other	1 Lb.	39.0	29.0
California	- 1 Lb.	28.1	27.1
Foreign	- 1/4 Lb.	24.9	24.8

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT OUTLETS 1958-1959
 Monthly (4 weeks)

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine - Oil	39	29				
Mustard	6	4				
Other	1	4				
Total	46	37				
California - Total	11	20				
Foreign - Total	16	21				
Total	73	78				

AVERAGE PURCHASE TRANSACTION
 SIZE - CANS

Maine - Oil	2.7	2.5
Mustard	2.6	1.7
Other	1.0	1.7
Total	2.6	2.4
California - Total	1.3	1.7
Foreign - Total	1.9	1.6
Total	2.3	2.1

AVERAGE PRICE PAID (¢/CAN)

Maine -		
Oil 1/4 Lb.	11.3	11.2
Mustard 1/4 Lb.	10.4	11.2
Other 1 Lb.	27.3	26.7
California - 1 Lb.	27.7	26.4
Foreign - 1/4 Lb.	27.0	30.0

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

OTHER OUTLETS 1958-1959
 Monthly (4 weeks)

SARDINES

	<u>OCTOBER</u>	<u>NOVEMBER</u>	<u>DECEMBER</u>	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
Maine - Oil	7	2				
Mustard	-	*				
Other	-	-				
Total	7	2				
California - Total	1	4				
Foreign - Total	3	4				
Total	11	10				

AVERAGE PURCHASE TRANSACTION
 SIZE-CANS

Maine - Oil	3.5	2.7
Mustard	-	3.5
Other	-	-
Total	3.5	2.9
California - Total	1.7	2.4
Foreign - Total	2.5	2.7
Total	3.1	2.7

AVERAGE PRICE PAID (¢/CAN)

Maine -		
Oil 1/4 Lb.	14.8	10.8
Mustard 1/4 Lb.	-	9.3
Other 1 Lb.	-	-
California - 1 Lb.	25.0	25.0
Foreign - 1/4 Lb.	39.0	24.0

*Less Than 1