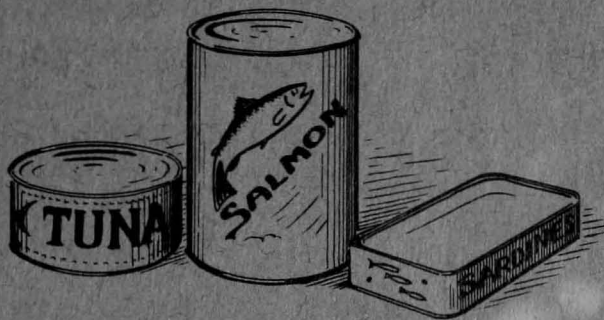


CANNED FISH

CONSUMER PURCHASES



JUNE 1959

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

FISHERY LEAFLET 478 g

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

CANNED FISH - CONSUMER PURCHASES

JUNE 1959

Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 g

Washington, D. C.

REGIONAL MAP



INTRODUCTION

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for canned tuna, canned salmon, and canned sardines. The data which are provided by the Market Research Corporation of America under contract with the Bureau of Commercial Fisheries, represent estimates of national purchases projected from a nationwide consumer panel of approximately 6,000 families representing 22,000 persons. They show the general level of purchases of each product, trends in the range of purchases, prices paid by consumers, and other related factors of interest to those engaged in the marketing of these items.

The data in this report represent estimated purchases of canned fish by household consumers only.

All data for single months in the report are based on four week periods (28 days) in order to permit comparisons between periods of equal length.

Reports for canned tuna, canned salmon, and canned sardines are shown by species or style of pack for:

U. S. Total

Five Regions (see Regional Map)

Three Outlet Groups

- a. Chains - Grocery stores owned and operated by firms with 11 or more units.
- b. Independent and Other - Includes food stores owned and operated by firms with 10 or less units; also department stores and country general stores.

The various measurements are defined as follows:

- a. Consumer Purchases - Cases (000's) - Projections to totals based on purchases reported from the sample. Data are shown for standard cases and are derived as follows:

Tuna - The equivalent of 48 - No. 1/2 cans to the case.

Salmon - The equivalent of 48 - 1 lb. cans to the case.

Sardines-California - The equivalent of 48 -
1 lb. cans to the case.

Sardines-Foreign - The equivalent of 100 -
1/4 cans to the case.

- b. Families Buying (000's and % of U.S. or Region)
Number of families buying is projected to totals based on families buying one or more times in the four week (28 day) period. The U. S. percentage is computed as that of the estimated total U. S. families accounted for by buying families. In October 1958, total U. S. families were estimated at 50,960,000. Regional percentages are computed as those of estimated families in each region. ("Families" in this report is defined as a household).
- c. Average Purchase Transaction Size - Cans
Average number of cans purchased per transaction. A transaction is a purchase of the same type and size of product, at the same price, in the same store, on the same date.
- d. Average Price Paid (¢/Can) - Actual consumer price paid per specified can size.

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

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

This project is financed from funds provided by the Saltonstall-Kennedy Act, and reports will be published monthly through September, 1959.

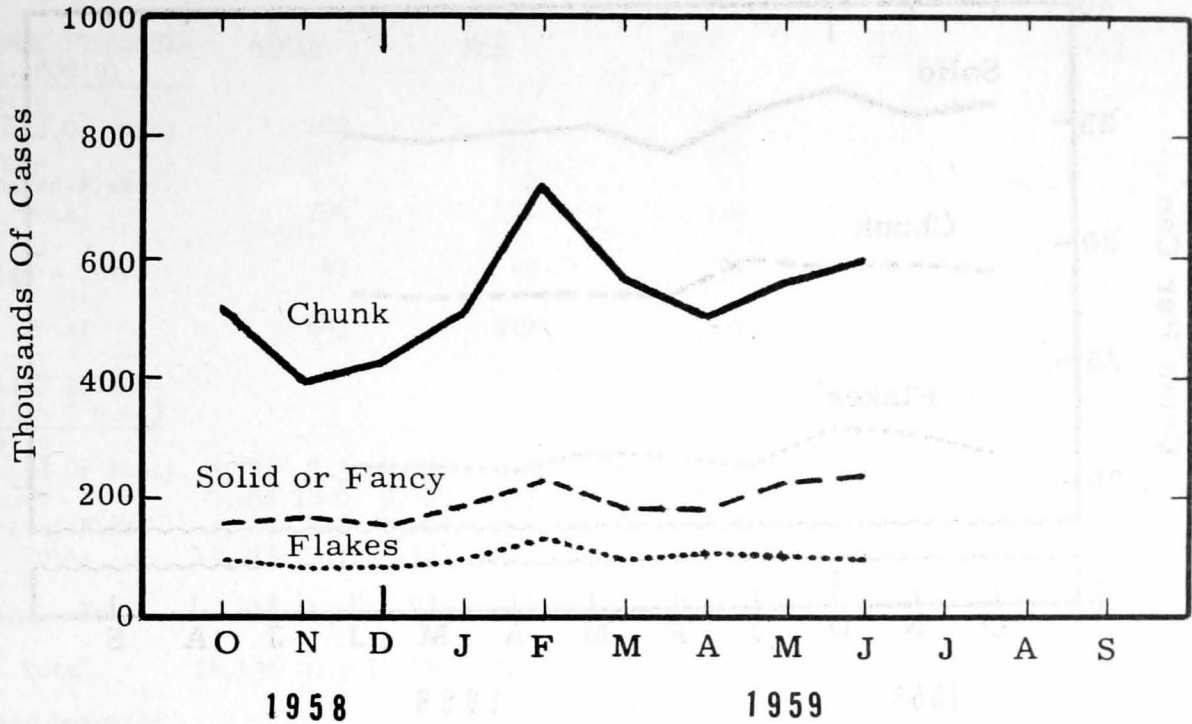
NOTE: - Monthly data for the period from October, 1958 through March, 1959 appeared in Fishery Leaflet 478 d which is now available through the Bureau of Commercial Fisheries, Washington 25, D. C.

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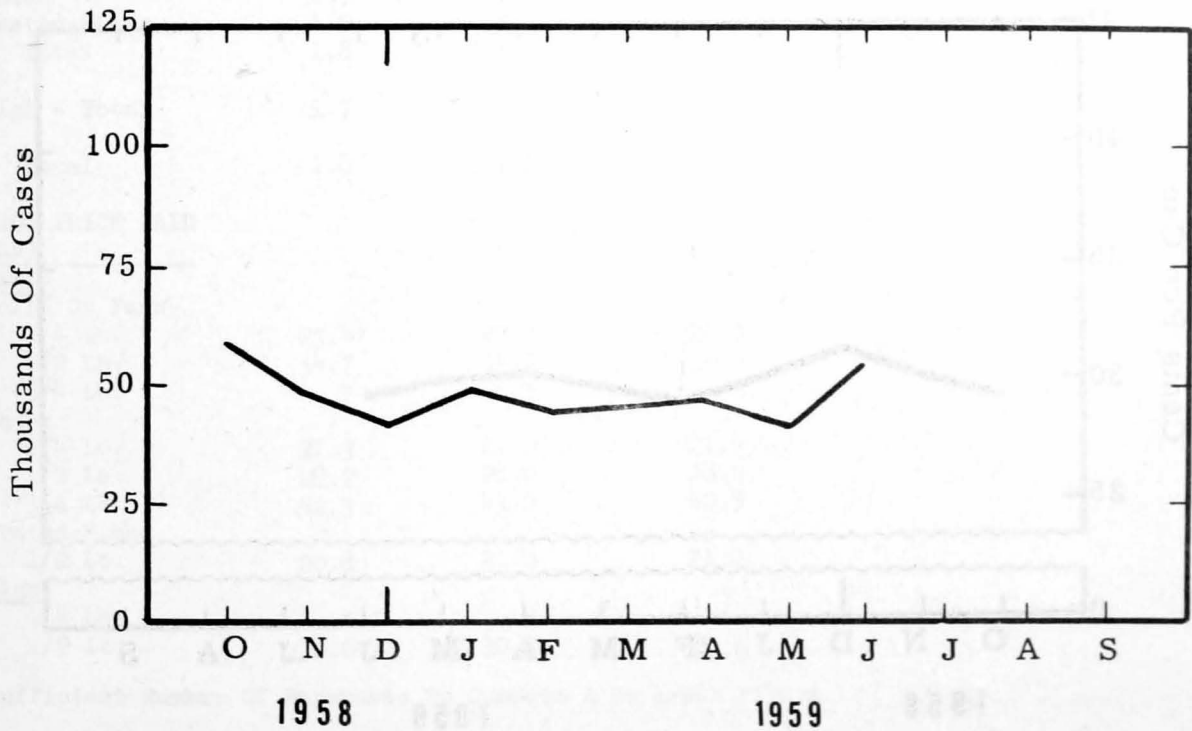
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TUNA

CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

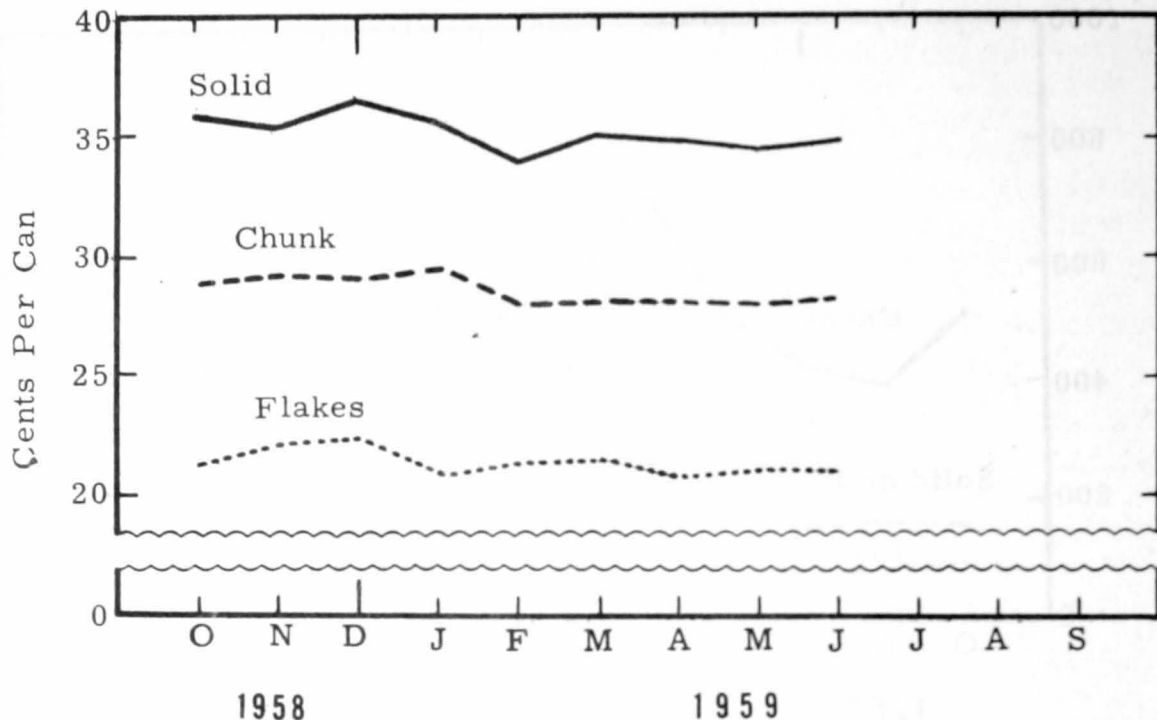


CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

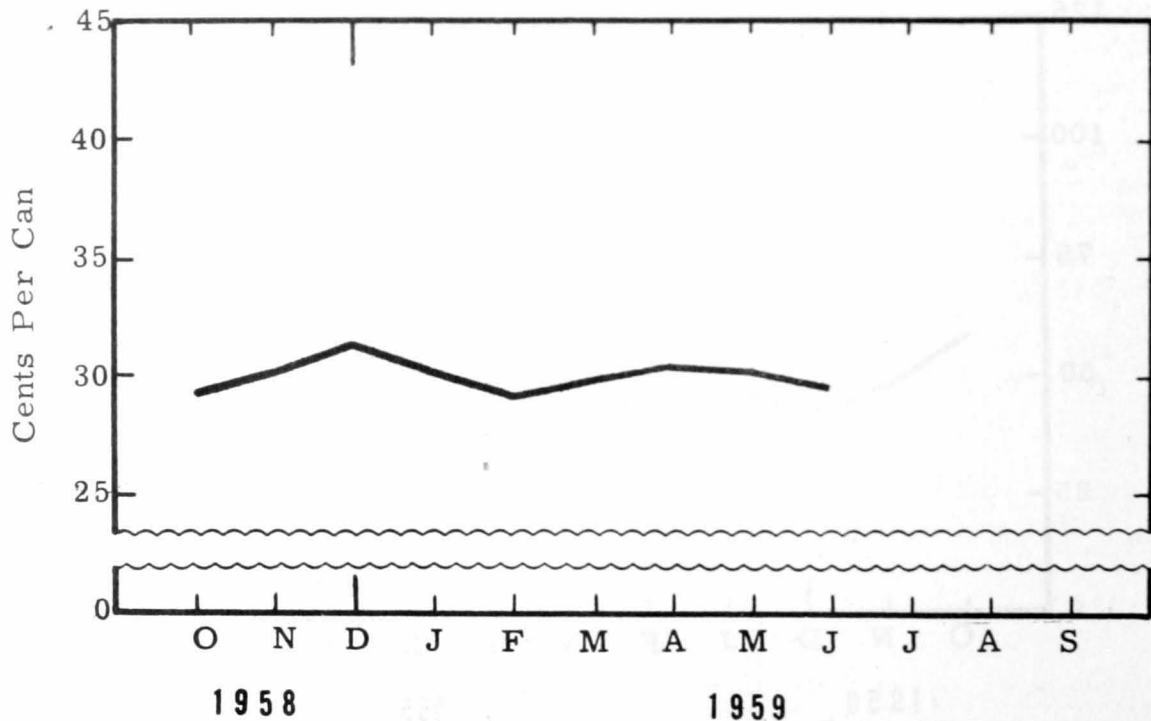


TUNA

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			
Chunk	509	556	589			
Grated-Flake	109	100	93			
Total	796	877	910			
Foreign - Total	47	42	54			
Total	843	919	964			

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

<u>Domestic</u>						
Solid Or Fancy	3,773	7.3	4,273	8.3	4,240	8.3
Chunk	9,251	18.0	9,893	19.3	10,394	20.2
Grated-Flake	1,945	3.8	1,784	3.5	1,896	3.7
Total	13,915	27.1	14,783	28.8	15,269	29.7
Foreign - Total	848	1.7	851	1.7	1,067	2.1
Total	14,436	28.1	15,428	30.0	16,042	31.2

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

<u>Domestic</u>			
Solid Or Fancy			
1/4 Lb.	23.4	23.4	22.0
1/2 Lb.	34.7	34.2	34.9
3/4 Lb.	*	*	*
Chunk			
1/4 Lb.	21.3	21.0	21.0
1/2 Lb.	28.2	28.0	28.2
3/4 Lb.	42.3	43.0	42.5
Grated-Flake			
1/2 Lb.	20.8	21.0	21.0
<u>Foreign</u>			
1/4 Lb.	*	*	*
1/2 Lb.	30.6	30.3	29.6

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	<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			
Chunk	143	155	157			
Grated-Flake	15	11	12			
Total	283	321	334			
Foreign - Total	36	30	34			
Total	319	351	368			
 <u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	2,377 16.4	2,777 19.2	2,844 19.6			
Chunk	2,742 18.9	2,947 20.3	2,839 19.6			
Grated-Flake	246 1.7	204 1.4	245 1.7			
Total	4,924 34.0	5,380 37.1	5,322 36.7			
Foreign - Total	608 4.2	578 4.0	721 5.0			
Total	5,310 36.6	5,845 40.3	5,828 40.2			
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.7	1.8	2.0			
Chunk	1.7	1.7	1.8			
Grated-Flake	2.3	1.9	1.8			
Total	1.7	1.7	1.9			
Foreign - Total	1.7	1.7	1.8			
Total	1.7	1.7	1.9			
 <u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.0	23.4	21.8			
1/2 Lb.	33.8	34.0	34.2			
3/4 Lb.	*	*	*			
Chunk						
1/4 Lb.	20.5	20.2	20.6			
1/2 Lb.	29.3	29.1	28.6			
3/4 Lb.	42.1	42.9	44.8			
Grated-Flake						
1/2 Lb.	22.3	21.2	21.7			
<u>Foreign</u>						
1/4 Lb.	*	*	*			
1/2 Lb.	30.9	30.0	30.8			

*Insufficient Number of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

SOUTH REGION 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	22	20	22			
Chunk	60	77	76			
Grated-Flake	20	23	18			
Total	102	120	116			
Foreign - Total	*	*	*			
Total	103	121	118			

FAMILIES BUYING (000'S & % REG.)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	536 5.1	510 4.8	465 4.4			
Chunk	1,195 11.3	1,437 13.6	1,525 14.4			
Grated-Flake	461 4.4	449 4.3	416 3.9			
Total	2,030 19.2	2,180 20.6	2,208 20.9			
Foreign - Total	* *	* *	* *			
Total	2,049 19.4	2,205 20.9	2,250 21.3			

AVERAGE PURCHASE TRANSACTION SIZE-CANS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	1.5	1.3	1.6			
Chunk	1.7	1.7	1.7			
Grated-Flake	1.6	1.8	1.7			
Total	1.5	1.6	1.7			
Foreign - Total	*	*	*			
Total	1.6	1.6	1.7			

AVERAGE PRICE PAID (¢/CAN)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.9	*	*			
1/2 Lb.	35.6	36.0	35.6			
3/4 Lb.	*	*	*			
Chunk						
1/4 Lb.	21.4	21.7	*			
1/2 Lb.	29.4	29.2	29.2			
3/4 Lb.	44.9	44.6	41.8			
Grated-Flake						
1/2 Lb.	22.2	22.7	22.0			
Foreign						
1/4 Lb.	*	*	*			
1/2 Lb.	*	*	*			

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	14	23	17			
Chunk	121	138	171			
Grated-Flake	37	30	31			
Total	172	191	219			
Foreign - Total	8	7	12			
Total	180	198	231			

<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	329	2.2	479	3.2	428	2.9
Chunk	2,296	15.3	2,565	17.1	3,062	20.4
Grated-Flakes	663	4.4	578	3.9	639	4.3
Total	3,174	21.2	3,446	23.0	3,923	26.2
Foreign - Total	143	1.0	182	1.2	211	1.4
Total	3,259	21.8	3,562	23.8	4,081	27.2

<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.4		1.6		1.5	
Chunk	1.9		1.9		2.0	
Grated-Flake	1.9		1.9		1.9	
Total	1.9		1.8		1.9	
Foreign - Total	2.3		1.6		2.0	
Total	1.9		1.8		1.9	

<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	*		*		*	
1/2 Lb.	36.4		33.3		34.0	
3/4 Lb.	*		*		*	
Chunk						
1/4 Lb.	*		*		*	
1/2 Lb.	29.0		28.4		29.0	
3/4 Lb.	42.0		43.9		40.5	
Grated-Flake						
1/2 Lb.	20.7		21.0		20.5	
Foreign						
1/4 Lb.	*		*		*	
1/2 Lb.	30.4		33.7		28.9	

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
<u>Domestic</u>						
Solid Or Fancy	8	7	9			
Chunk	60	68	66			
Grated-Flake	17	17	16			
Total	85	92	91			
Foreign - Total	*	*	*			
Total	85	92	91			

FAMILIES BUYING
(000'S & % REG.)

Domestic	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Solid Or Fancy	204 3.8	146 2.7	175 3.3			
Chunk	1,111 20.8	1,199 22.4	1,245 23.3			
Grated-Flake	306 5.7	326 6.1	334 6.2			
Total	1,491 27.9	1,611 30.1	1,631 30.5			
Foreign - Total	* *	* *	* *			
Total	1,491 27.9	1,624 30.4	1,649 30.8			

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

Domestic	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Solid Or Fancy	1.6	1.4	1.4			
Chunk	1.8	1.8	1.8			
Grated-Flake	1.7	1.9	1.8			
Total	1.7	1.8	1.8			
Foreign - Total	*	*	*			
Total	1.7	1.8	1.8			

AVERAGE PRICE PAID
(¢/CAN)

Domestic	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Solid Or Fancy						
1/4 Lb.	*	*	*			
1/2 Lb.	37.9	36.7	39.0			
3/4 Lb.	*	*	*			
Chunk						
1/4 Lb.	*	*	*			
1/2 Lb.	29.8	29.3	30.0			
3/4 Lb.	45.6	44.6	43.9			
Grated-Flake						
1/2 Lb.	22.1	21.9	22.0			
Foreign						
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

<u>CONSUMER PURCHASES CASES (OOO'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	13	16	15			
Chunk	125	118	119			
Grated-Flake	16	19	16			
Total	154	153	150			
Foreign - Total	*	*	6			
Total	156	157	156			
<u>FAMILIES BUYING (OOO'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	327 5.5	366 6.1	328 5.5			
Chunk	1,907 31.8	1,745 29.1	1,723 28.8			
Grated-Flake	269 4.5	227 3.8	262 4.4			
Total	2,296 38.3	2,166 36.1	2,185 36.5			
Foreign - Total	* *	* *	75 1.3			
Total	2,327 38.8	2,192 36.6	2,234 37.3			
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.5	1.6	1.6			
Chunk	2.2	2.3	2.3			
Grated-Flake	2.7	3.2	2.5			
Total	2.2	2.2	2.2			
Foreign - Total	*	*	3.1			
Total	2.2	2.3	2.2			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	24.3	23.8	*			
1/2 Lb.	34.6	33.5	36.6			
3/4 Lb.	*	*	*			
Chunk						
1/4 Lb.	21.4	21.0	20.8			
1/2 Lb.	26.0	25.6	26.0			
3/4 Lb.	40.1	40.4	41.9			
Grated-Flake						
1/2 Lb.	17.5	18.7	19.7			
<u>Foreign</u>						
1/4 Lb.	*	*	*			
1/2 Lb.	*	*	26.4			

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	112	143	145			
Chunk	294	318	343			
Grated-Flake	67	49	48			
Total	473	510	536			
Foreign - Total	20	21	24			
Total	493	531	560			

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

<u>Domestic</u>			
Solid Or Fancy	1.6	1.7	1.8
Chunk	1.9	1.9	1.9
Grated-Flake	1.9	1.9	1.8
Total	1.8	1.8	1.9
Foreign - Total	1.7	1.8	1.8
Total	1.8	1.8	1.9

AVERAGE PRICE PAID
(\$/CAN)

<u>Domestic</u>			
Solid Or Fancy			
1/4 Lb.	23.6	23.4	22.6
1/2 Lb.	33.8	33.5	33.9
3/4 Lb.	*	*	*
Chunk			
1/4 Lb.	21.3	21.0	20.9
1/2 Lb.	28.1	27.9	27.8
3/4 Lb.	42.2	43.1	43.7
Grated-Flake			
1/2 Lb.	20.2	20.6	20.9
<u>Foreign</u>			
1/4 Lb.	*	*	*
1/2 Lb.	31.2	29.7	30.1

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER
OUTLETS 1959
Monthly (4 weeks)

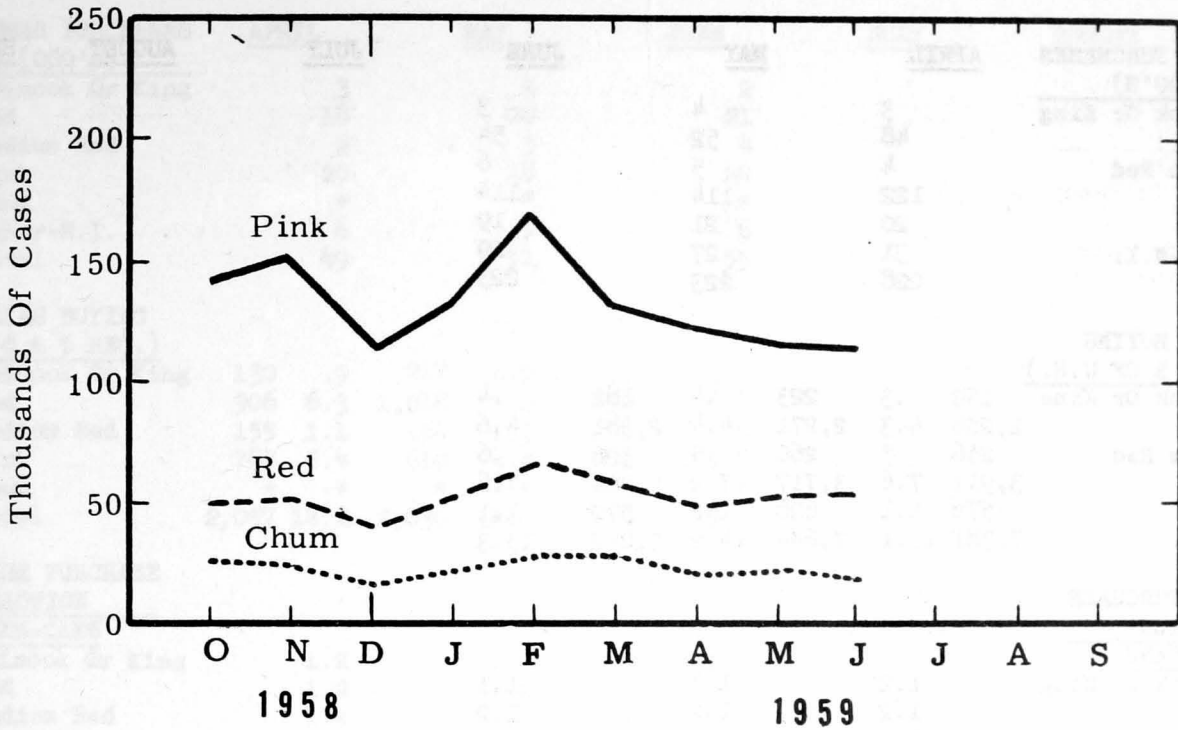
CANNED TUNA

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	70	78	83			
Chunk	215	238	246			
Grated-Flake	38	51	45			
Total	323	367	374			
Foreign - Total	27	21	30			
Total	350	388	404			
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.6	1.8			
Chunk	1.9	2.0	2.0			
Grated-Flake	1.9	2.1	2.0			
Total	1.9	1.9	2.0			
Foreign - Total	1.7	1.7	2.0			
Total	1.9	1.9	2.0			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.2	23.3	21.8			
1/2 Lb.	36.1	35.6	36.7			
3/4 Lb.	*	*	*			
Chunk						
1/4 Lb.	21.3	21.1	21.3			
1/2 Lb.	28.3	28.0	28.9			
3/4 Lb.	42.4	42.8	41.5			
Grated-Flake						
1/2 Lb.	21.6	21.4	21.1			
Foreign						
1/4 Lb.	*	*	*			
1/2 Lb.	30.1	30.8	29.3			

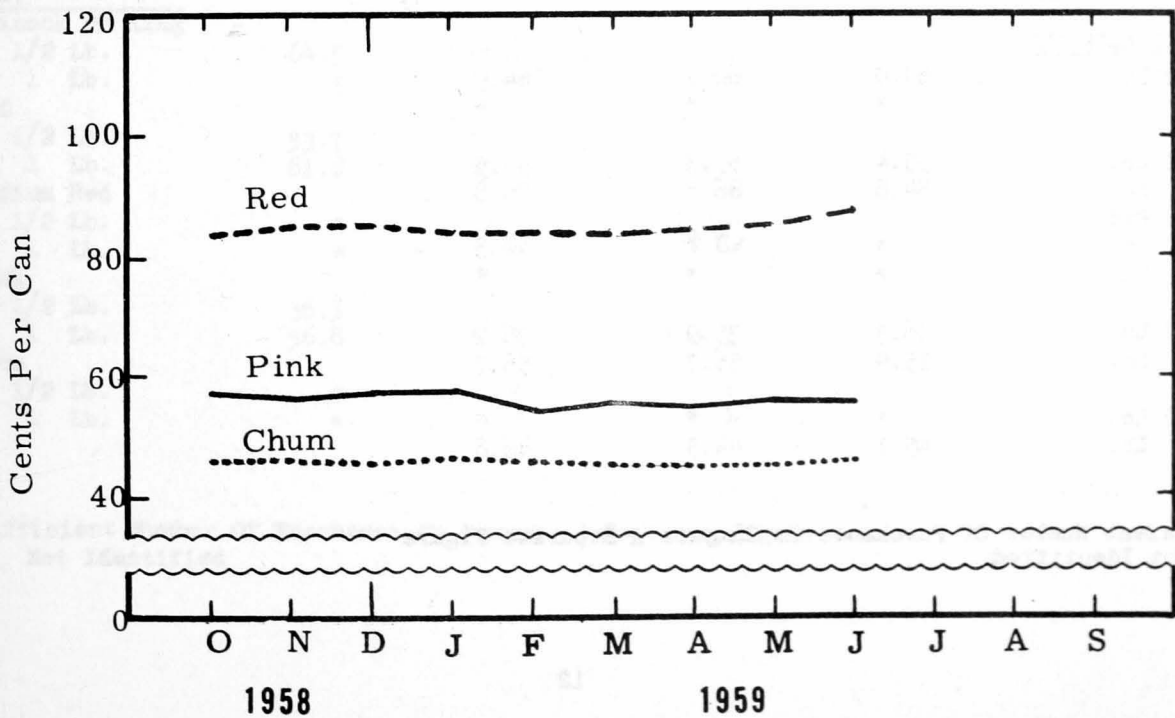
*Insufficient Number Of Purchases To Compute A Separate Figure

SALMON

CANNED SALMON - CONSUMER PURCHASES



CANNED SALMON - AVERAGE PRICES (1 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	3	4	3			
Red	48	52	54			
Medium Red	4	5	6			
Pink	122	114	114			
Chum	20	21	19			
Other-N.I.	31	27	29			
Total	228	223	225			

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

Chinook Or King	150	.3	223	.4	182	.4
Red	2,228	4.3	2,271	4.4	2,341	4.6
Medium Red	256	.5	260	.5	326	.6
Pink	3,917	7.6	3,717	7.2	4,004	7.8
Chum	576	1.1	628	1.2	572	1.1
Total	7,781	15.1	7,644	14.9	7,852	15.3

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

Chinook Or King	1.2	1.4	1.1
Red	1.2	1.2	1.2
Medium Red	1.2	1.0	1.1
Pink	1.3	1.2	1.2
Chum	1.2	1.3	1.3
Total	1.2	1.2	1.2

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King			
1/2 Lb.	63.0	60.2	64.9
1 Lb.	*	*	*
Red			
1/2 Lb.	55.4	55.3	56.5
1 Lb.	84.8	86.5	86.8
Medium Red			
1/2 Lb.	*	48.9	48.3
1 Lb.	*	*	*
Pink			
1/2 Lb.	36.3	35.9	36.2
1 Lb.	55.9	56.7	56.7
Chum			
1/2 Lb.	*	*	*
1 Lb.	45.1	44.5	46.8

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST REGION 1959
Monthly (4 weeks)

CANNED SALMON

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	4	2			
Red	18	20	21			
Medium Red	2	3	4			
Pink	20	18	20			
Chum	*	*	*			
Other-N.I.	4	5	6			
Total	49	51	55			

FAMILIES BUYING (000'S & % REG.)	APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
Chinook Or King	130	.9	217	1.5	155	1.1						
Red	906	6.3	1,018	7.0	952	6.6						
Medium Red	155	1.1	164	1.1	204	1.4						
Pink	784	5.4	610	4.2	802	5.5						
Chum	*	*	*	*	*	*						
Total	2,057	14.2	2,030	14.0	2,218	15.3						

AVERAGE PURCHASE TRANSACTION SIZE-CANS	APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
Chinook Or King	1.2		1.4		1.1							
Red	1.2		1.2		1.3							
Medium Red	1.4		1.0		1.1							
Pink	1.2		1.2		1.1							
Chum	*		*		*							
Total	1.2		1.2		1.2							

AVERAGE PRICE PAID (¢/CAN)	APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
Chinook Or King												
1/2 Lb.	64.5		60.2		66.0							
1 Lb.	*		*		*							
Red												
1/2 Lb.	53.7		52.9		53.3							
1 Lb.	81.8		85.9		84.7							
Medium Red												
1/2 Lb.	*		53.2		47.8							
1 Lb.	*		*		*							
Pink												
1/2 Lb.	36.5		35.6		36.3							
1 Lb.	56.8		58.1		58.0							
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

SOUTH REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*	*			
Red	4	3	2			
Medium Red	*	*	*			
Pink	55	50	42			
Chum	9	10	6			
Other-N.I.	9	9	8			
Total	78	73	59			

FAMILIES BUYING
(000'S & % REG.)

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	* *	* *	* *			
Red	187 1.8	139 1.3	106 1.0			
Medium Red	* *	* *	* *			
Pink	1,496 14.2	1,475 14.0	1,313 12.4			
Chum	220 2.1	251 2.4	137 1.3			
Total	2,142 20.3	2,073 19.6	1,760 16.7			

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*	*			
Red	1.2	1.1	1.0			
Medium Red	*	*	*			
Pink	1.3	1.3	1.3			
Chum	1.3	1.3	1.5			
Total	1.3	1.3	1.3			

AVERAGE PRICE PAID
(¢/CAN)

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Red						
1/2 Lb.	57.1	59.0	*			
1 Lb.	*	81.1	85.2			
Medium Red						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Pink						
1/2 Lb.	36.2	35.3	35.8			
1 Lb.	55.2	56.8	56.2			
Chum						
1/2 Lb.	*	*	*			
1 Lb.	44.4	44.5	46.3			

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	*	*			
Red	17	19	21			
Medium Red	*	*	1			
Pink	26	26	33			
Chum	7	6	9			
Other-N.I.	8	7	10			
Total	58	59	74			

FAMILIES BUYING (000'S & % REG.)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	* *	* *	* *	* *		
Red	716 4.8	723 4.8	819 5.5			
Medium Red	* *	* *	86 .6			
Pink	985 6.6	991 6.6	1,234 8.2			
Chum	232 1.5	212 1.4	303 2.0			
Total	2,181 14.6	2,234 14.9	2,597 17.3			

AVERAGE PURCHASE TRANSACTION	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>SIZE-CANS</u>						
Chinook Or King	*	*	*			
Red	1.1	1.1	1.2			
Medium Red	*	*	1.2			
Pink	1.1	1.2	1.1			
Chum	1.2	1.2	1.2			
Total	1.1	1.2	1.2			

AVERAGE PRICE PAID (\$/CAN)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Red						
1/2 Lb.	53.4	57.5	57.7			
1 Lb.	85.6	84.5	85.7			
Medium Red						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Pink						
1/2 Lb.	36.3	35.4	35.2			
1 Lb.	56.0	56.6	55.9			
Chum						
1/2 Lb.	*	*	*			
1 Lb.	45.0	45.0	46.3			

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

MOUNTAIN & SOUTHWEST
REGION 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	*	*			
Red	5	6	5			
Medium Red	*	*	*			
Pink	14	15	15			
Chum	2	3	2			
Other-N.I.	8	4	3			
Total	30	28	25			

FAMILIES BUYING
(000'S & % REG.)

Chinook Or King	* *	* *	* *	* *	* *
Red	207 3.9	201 3.8	228 4.3		
Medium Red	* *	* *	* *		
Pink	416 7.8	440 8.2	438 8.2		
Chum	68 1.3	92 1.7	60 1.1		
Total	882 16.5	858 16.0	798 14.9		

AVERAGE PURCHASE
TRANSACTION

<u>SIZE-CANS</u>					
Chinook Or King	*	*	*		
Red	1.1	1.2	1.1		
Medium Red	*	*	*		
Pink	1.3	1.2	1.3		
Chum	1.1	1.3	1.1		
Total	1.2	1.2	1.2		

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King				
1/2 Lb.	*	*	*	
1 Lb.	*	*	*	
Red				
1/2 Lb.	57.9	59.6	59.6	
1 Lb.	90.7	91.6	91.1	
Medium Red				
1/2 Lb.	*	*	*	
1 Lb.	*	*	*	
Pink				
1/2 Lb.	37.0	38.8	38.8	
1 Lb.	58.1	55.5	56.9	
Chum				
1/2 Lb.	*	*	*	
1 Lb.	45.9	42.4	50.5	

*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)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	*	*			
Red	4	4	5			
Medium Red	*	*	*			
Pink	7	5	4			
Chum	*	*	*			
Other-N.I.	2	2	*			
Total	13	12	12			

FAMILIES BUYING (000'S & % REG.)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	* *	* *	* *			
Red	212 3.5	190 3.2	236 3.9			
Medium Red	* *	* *	* *			
Pink	236 3.9	201 3.4	217 3.6			
Chum	* *	* *	* *			
Total	519 8.7	449 7.5	479 8.0			

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

AVERAGE PRICE PAID (¢/CAN)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Red						
1/2 Lb.	58.1	55.1	60.4			
1 Lb.	86.4	90.0	91.5			
Medium Red						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Pink						
1/2 Lb.	*	*	*			
1 Lb.	54.2	57.1	60.2			
Chum						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED SALMON

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	2	*			
Red	28	28	29			
Medium Red	2	3	3			
Pink	57	50	54			
Chum	16	13	14			
Other-N.I.	14	11	15			
Total	117	107	116			

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King						
1/2 Lb.	*	58.5	*			
1 Lb.	*	*	*			
Red						
1/2 Lb.	56.4	55.9	56.5			
1 Lb.	84.4	85.7	84.9			
Medium Red						
1/2 Lb.	*	*	*			
1 Lb.	*	*	*			
Pink						
1/2 Lb.	35.1	35.1	34.9			
1 Lb.	54.2	54.6	55.7			
Chum						
1/2 Lb.	*	*	*			
1 Lb.	44.8	44.7	45.7			

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER
OUTLETS 1959
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	3	2	2			
Red	20	24	25			
Medium Red	2	2	3			
Pink	65	64	60			
Chum	4	8	5			
Other-N.I.	17	16	14			
Total	111	116	109			

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

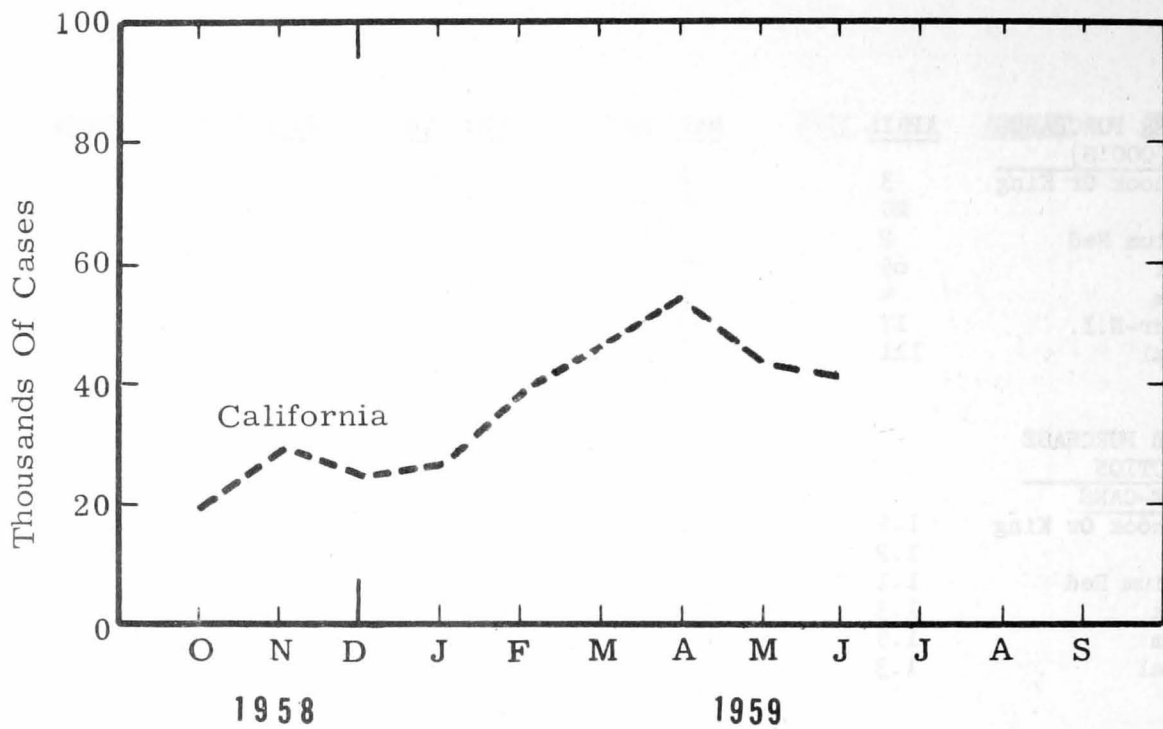
Chinook Or King			
1/2 Lb.	62.9	61.5	65.8
1 Lb.	*	*	*
Red			
1/2 Lb.	54.5	54.9	56.4
1 Lb.	85.4	87.6	88.8
Medium Red			
1/2 Lb.	*	51.2	50.6
1 Lb.	*	*	*
Pink			
1/2 Lb.	37.0	36.3	37.0
1 Lb.	57.1	58.2	57.5
Chum			
1/2 Lb.	*	*	*
1 Lb.	45.7	44.2	49.2

*Insufficient Number Of Purchases To Compute A Separate Figure

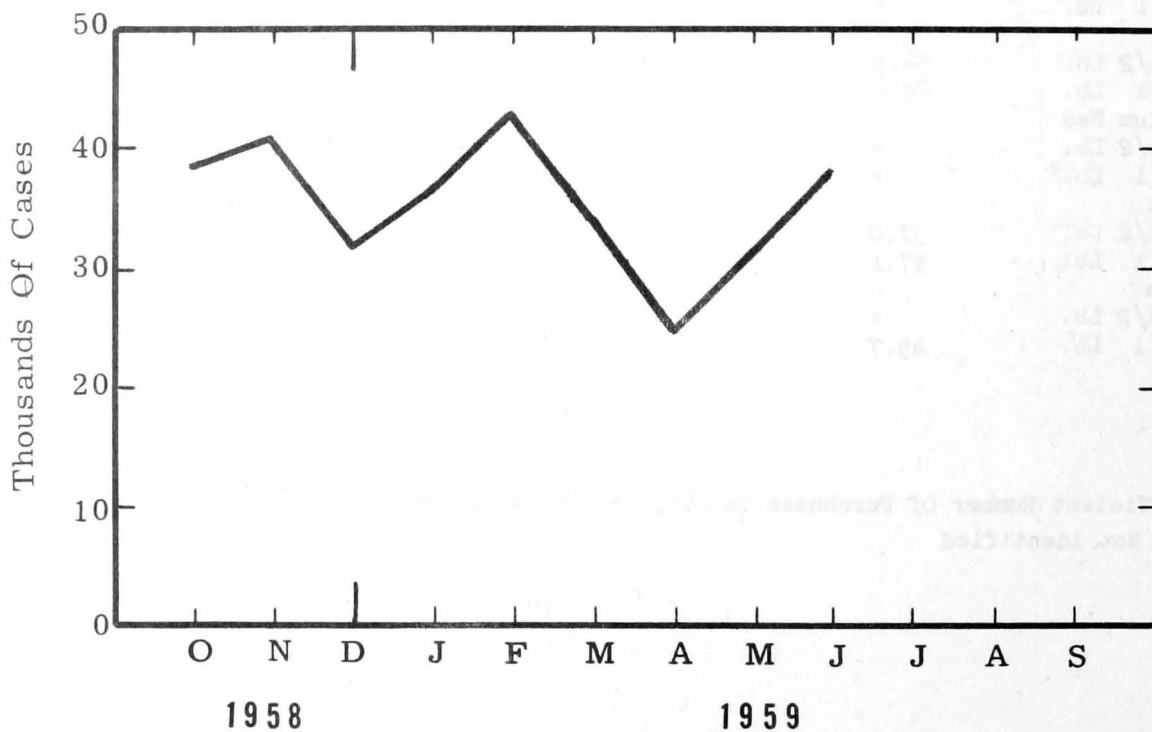
N.I.: Not Identified

SARDINES

CANNED SARDINES - CONSUMER PURCHASES (DOMESTIC)

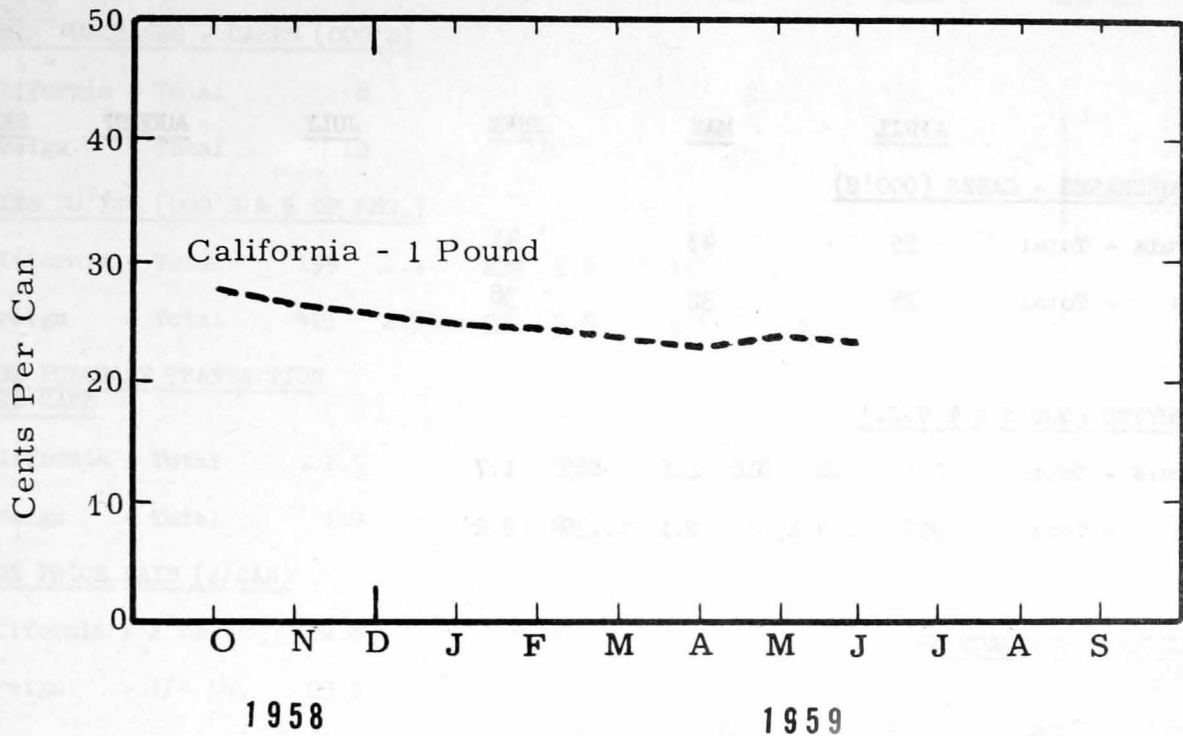


CANNED SARDINES - CONSUMER PURCHASES (FOREIGN)

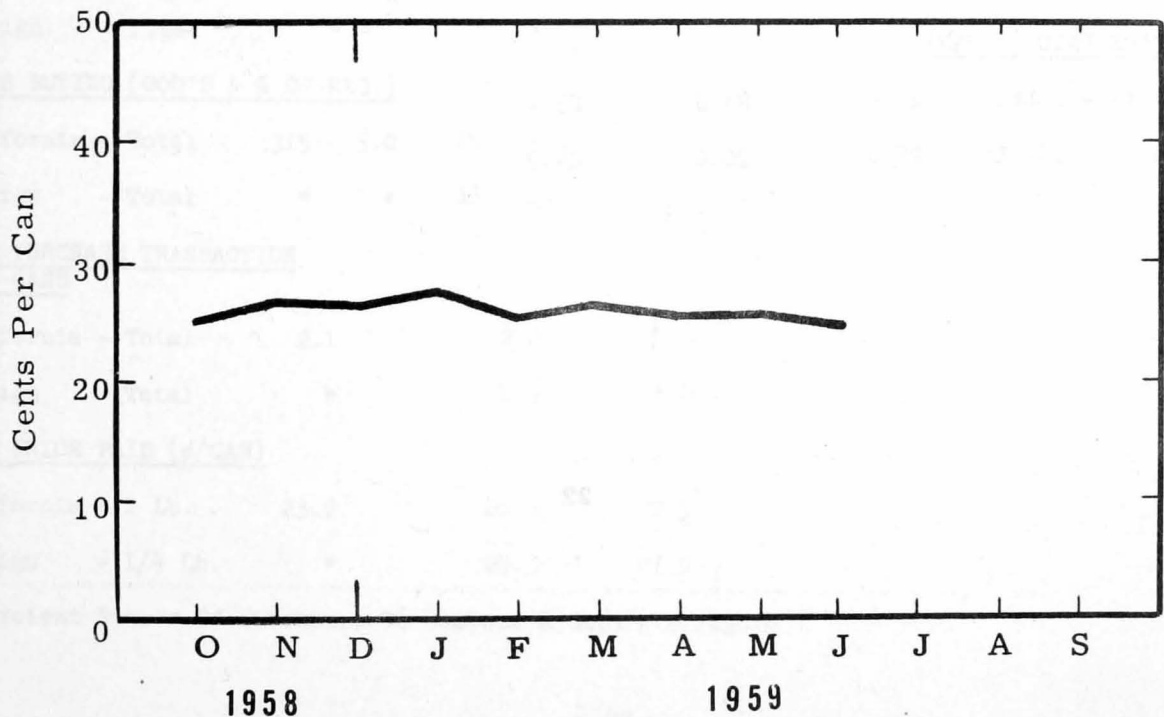


SARDINES

CANNED SARDINES - AVERAGE PRICE (DOMESTIC)



CANNED SARDINES - AVERAGE PRICE (FOREIGN - 1/4 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<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			
Foreign - Total	25	32	38			

<u>FAMILIES BUYING (000'S & % U.S.)</u>						
California - Total	911	1.8	818	1.6	865	1.7
Foreign - Total	957	1.9	1,074	2.1	1,139	2.2

<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>			
California - Total	1.9	1.7	1.7
Foreign - Total	1.7	1.9	2.1

<u>AVERAGE PRICE PAID (¢/CAN)</u>			
California - 1 Lb.	23.0	23.9	23.1
Foreign - 1/4 Lb.	25.6	26.0	24.9

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>
NORTHEAST						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	8	9	6			
Foreign - Total	12	16	17			
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	199 1.4	239 1.6	161 1.1			
Foreign - Total	421 2.9	521 3.6	555 3.8			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.5	1.5	1.4			
Foreign - Total	1.9	2.2	2.3			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.6	24.7	23.1			
Foreign - 1/4 Lb.	23.9	23.3	22.0			
SOUTH						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	29	20	19			
Foreign - Total	*	4	10			
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	315 3.0	293 2.8	289 2.7			
Foreign - Total	* *	115 1.1	171 1.6			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	2.1	2.0	2.0			
Foreign - Total	*	1.5	1.8			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.2	22.3	22.5			
Foreign - 1/4 Lb.	*	25.3	27.5			

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL: MOUNTAIN &
SOUTHWEST REGIONS 1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CENTRAL</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	11	3	6			
Foreign - Total	5	7	5			
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	222 1.5	79 .5	169 1.1			
Foreign - Total	231 1.5	251 1.7	236 1.6			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.6	1.3	1.3			
Foreign - Total	1.6	1.6	1.8			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	22.9	26.7	25.6			
Foreign - 1/4 Lb.	27.8	29.5	26.2			
<u>MOUNTAIN & SOUTHWEST</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	3	7	5			
Foreign - Total	*	1	*			
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	79 1.5	94 1.8	123 2.3			
Foreign - Total	* *	60 1.1	* *			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.7	2.0	1.7			
Foreign - Total	*	1.7	*			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.4	25.6	25.7			
Foreign - 1/4 Lb.	*	30.5	*			

*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			
Foreign - Total	5	4	4			
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	96 1.6	113 1.9	123 2.1			
Foreign - Total	196 3.3	127 2.1	148 2.5			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8	1.5	1.8			
Foreign - Total	1.7	1.6	2.2			
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	21.5	23.9	20.3			
Foreign - 1/4 Lb.	26.7	29.8	28.7			

NATIONAL CONSUMER PANEL
 Report to
 UNITED STATES DEPARTMENT OF INTERIOR

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

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>CHAINS OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	22	14	12			
Foreign - Total	13	15	15			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.8	1.5	1.4			
Foreign - Total	1.8	1.8	2.1			
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
California - 1 Lb.	21.1	22.3	23.2			
Foreign - 1/4 Lb.	24.3	25.1	22.6			
<u>INDEPENDENTS & OTHER OUTLETS</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	33	29	29			
Foreign - Total	12	17	23			
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.9	1.9	1.9			
Foreign - Total	1.7	1.9	2.2			
<u>AVERAGE PRICE PAID (\$/CAN)</u>						
California - 1 Lb.	24.2	24.7	23.0			
Foreign - 1/4 Lb.	27.0	26.9	27.8			