

CANNED FISH

CONSUMER PURCHASES



JULY 1959

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

FISHERY LEAFLET 478 i

INTRODUCTION

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

understand with the
estimates of national
panel of experts
They show
the range of
factors of

CANNED FISH - CONSUMER PURCHASES

JULY 1959

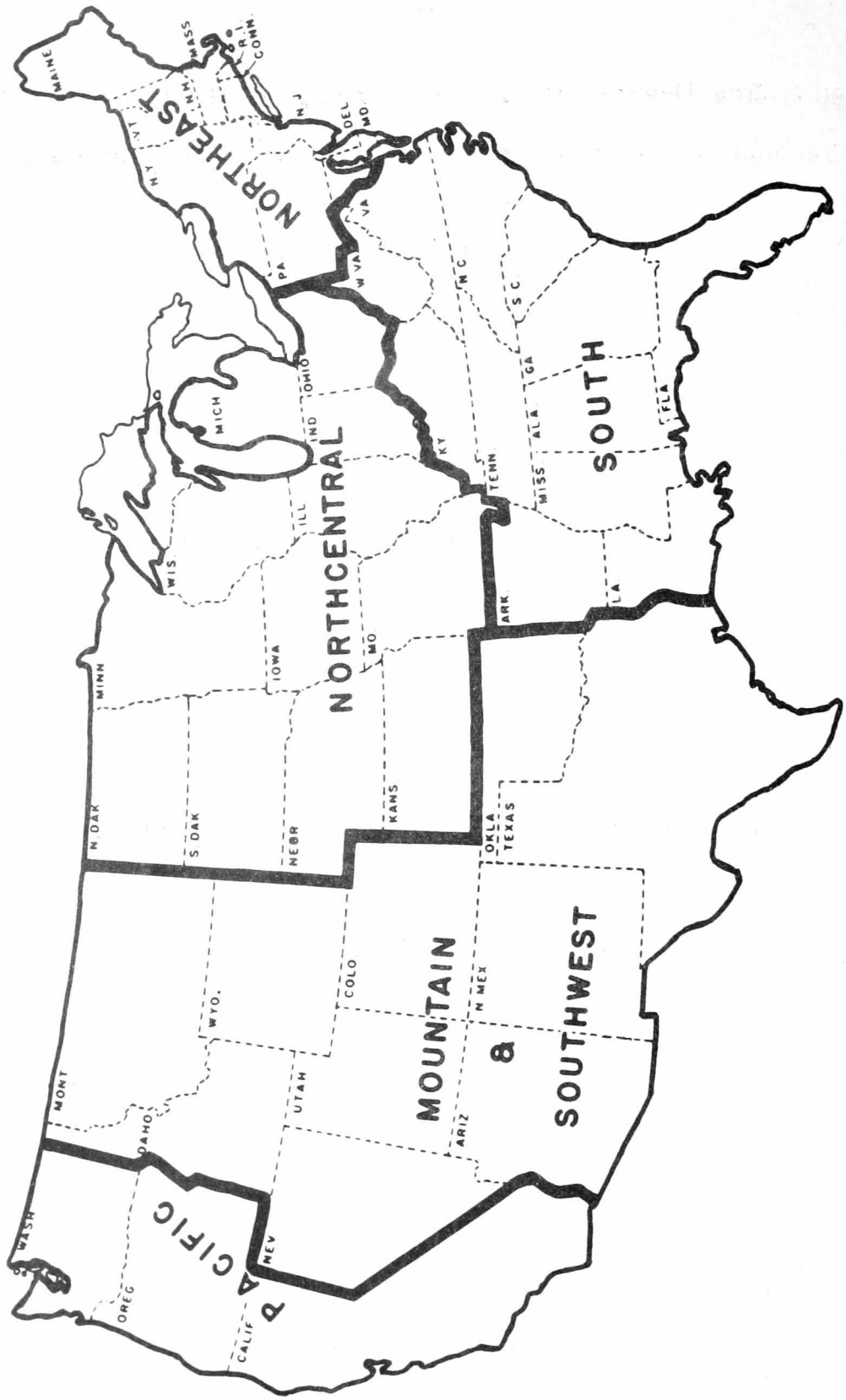
Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 i

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.

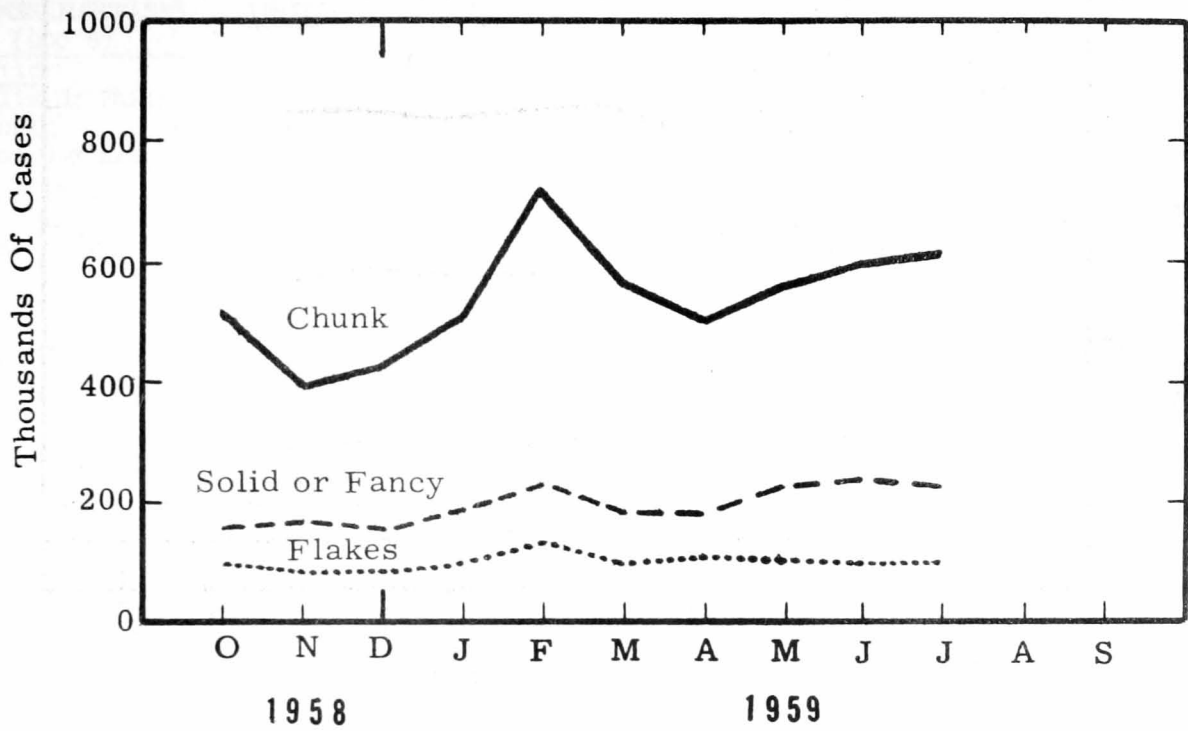
NOTE: - Monthly data for the period from October, 1958 through March, 1959 appeared in Fishery Leaflet 478 d which is now available through the Bureau of Commercial Fisheries, Washington 25, D. C.

CONTENTS

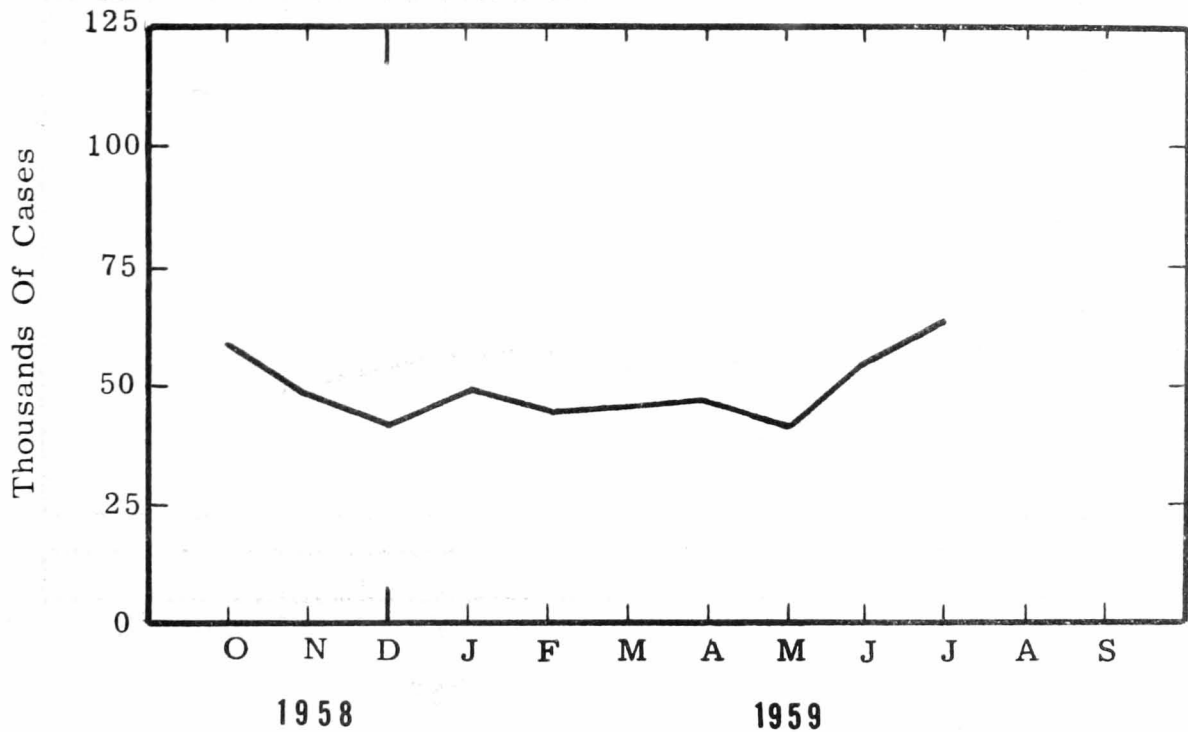
	<u>Page</u>
Tuna, canned	
Charts - Purchases	1
Average Prices	2
U. S. total	3
Northeast region	4
South region	5
Central region	6
Mountain and southwest region	7
Pacific region	8
Chains outlets	9
Independent and Other Outlets	10
Salmon, canned	
Charts - Purchases and Average Prices	11
U. S. total	12
Northeast region	13
South region	14
Central region	15
Mountain and southwest region	16
Pacific region	17
Chains outlets	18
Independent and Other Outlets	19
Sardines, canned	
Charts - Purchases	20
Average Prices	21
U. S. total	22
Northeast region	23
South region	23
Central region	24
Mountain and southwest region	24
Pacific region	25
Chains' outlets	26
Independent and Other Outlets	26

CANNED TUNA

CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)

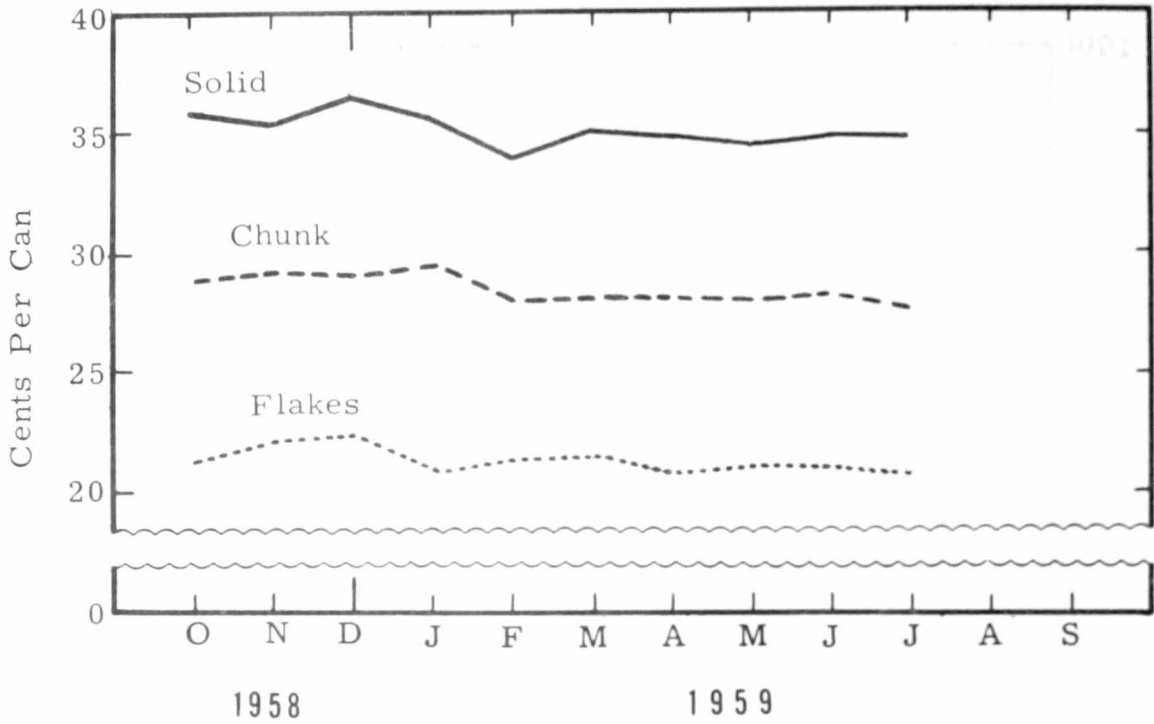


CANNED TUNA - CONSUMER PURCHASES (FOREIGN)

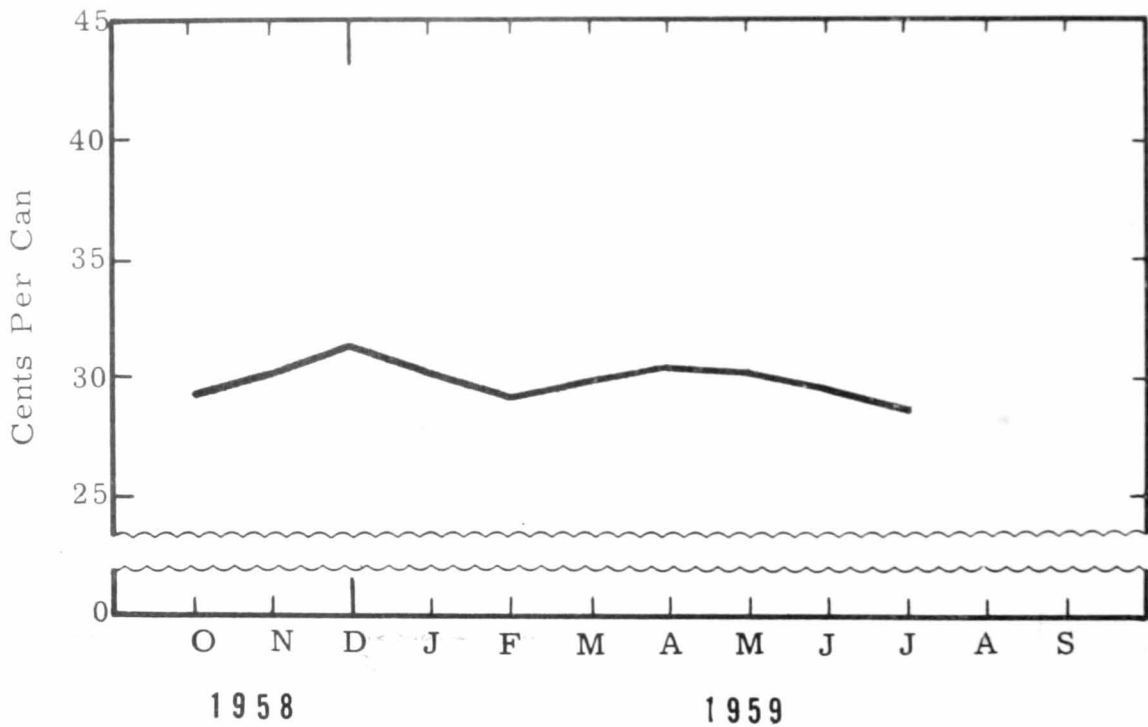


TUNA

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



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



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 1959
Monthly (4 weeks)

CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>		<u>SEPTEMBER</u>	
<u>Domestic</u>												
Solid Or Fancy		182		221		228		217				
Chunk		509		556		589		616				
Grated-Flake		109		100		93		101				
Total		796		877		910		934				
Foreign - Total		47		42		54		64				
Total		843		919		964		998				
 <u>FAMILIES BUYING (000'S & % U.S.)</u>												
<u>Domestic</u>												
Solid Or Fancy	3,773	7.3	4,278	8.3	4,240	8.3	4,422	8.6				
Chunk	9,251	18.0	9,893	19.3	10,394	20.2	10,642	20.6				
Grated-Flake	1,945	3.8	1,784	3.5	1,896	3.7	1,835	3.6				
Total	13,915	27.1	14,783	28.8	15,269	29.7	15,722	30.5				
Foreign - Total	848	1.7	851	1.7	1,067	2.1	1,141	2.2				
Total	14,436	28.1	15,428	30.0	16,042	31.2	16,510	32.0				
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.6		1.6		1.8		1.6				
Chunk		1.9		1.9		1.9		2.0				
Grated-Flake		1.9		2.0		1.9		2.1				
Total		1.8		1.9		1.9		1.9				
Foreign - Total		1.7		1.8		1.9		1.9				
Total		1.8		1.9		1.9		1.9				
 <u>AVERAGE PRICE PAID (¢/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		23.4		23.4		22.0		22.7				
1/2 Lb.		34.7		34.2		34.9		34.9				
3/4 Lb.		*		*		*		*				
Chunk												
1/4 Lb.		21.3		21.0		21.0		21.0				
1/2 Lb.		28.2		28.0		28.2		27.6				
3/4 Lb.		42.3		43.0		42.5		44.2				
Grated-Flake												
1/2 Lb.		20.8		21.0		21.0		20.7				
Foreign												
1/4 Lb.		*		*		*		*				
1/2 Lb.		30.6		30.3		29.6		28.6				

* 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		147					
Chunk	143		155		157		164					
Grated-Flake	15		11		12		16					
Total	283		321		334		327					
Foreign - Total	36		30		34		43					
Total	319		351		368		370					
<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	2,779	23.2				
Chunk	2,742	18.9	2,947	20.3	2,839	19.6	3,052	25.5				
Grated-Flake	246	1.7	204	1.4	245	1.7	215	1.8				
Total	4,924	34.0	5,380	37.1	5,322	36.7	5,502	45.9				
Foreign - Total	608	4.2	578	4.0	721	5.0	804	6.7				
Total	5,310	36.6	5,845	40.3	5,828	40.2	6,003	50.1				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy	1.7		1.8		2.0		1.7					
Chunk	1.7		1.7		1.8		1.8					
Grated-Flake	2.3		1.9		1.8		2.9					
Total	1.7		1.7		1.9		1.8					
Foreign - Total	1.7		1.7		1.8		1.7					
Total	1.7		1.7		1.9		1.8					
<u>AVERAGE PRICE PAID (¢/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.	23.0		23.4		21.8		22.4					
1/2 Lb.	33.8		34.0		34.2		34.8					
3/4 Lb.	*		*		*		*					
Chunk												
1/4 Lb.	20.5		20.2		20.6		20.4					
1/2 Lb.	29.3		29.1		28.6		28.5					
3/4 Lb.	42.1		42.9		44.8		46.1					
Grated-Flake												
1/2 Lb.	22.3		21.2		21.7		19.0					
<u>Foreign</u>												
1/4 Lb.	*		*		*		*					
1/2 Lb.	30.9		30.0		30.8		29.9					

*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)	<u>APRIL</u>		<u>MAY</u>		<u>JUNE</u>		<u>JULY</u>		<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>										
Solid Or Fancy	22		20		22		22			
Chunk	60		77		76		80			
Grated-Flake	20		23		18		28			
Total	102		120		116		130			
Foreign - Total	*		*		*		*			
Total	103		121		118		132			

FAMILIES BUYING
(000'S & % REG.)

<u>Domestic</u>										
Solid Or Fancy	536	5.1	510	4.8	465	4.4	577	5.4		
Chunk	1,195	11.3	1,437	13.6	1,525	14.4	1,409	13.1		
Grated-Flake	461	4.4	449	4.3	416	3.9	553	5.1		
Total	2,030	19.2	2,180	20.6	2,208	20.9	2,371	22.0		
Foreign - Total	*	*	*	*	*	*	*	*		
Total	2,049	19.4	2,205	20.9	2,250	21.3	2,422	22.5		

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

<u>Domestic</u>								
Solid Or Fancy	1.5		1.3		1.6		1.4	
Chunk	1.7		1.7		1.7		1.7	
Grated-Flake	1.6		1.8		1.7		1.9	
Total	1.5		1.6		1.7		1.7	
Foreign - Total	*		*		*		*	
Total	1.6		1.6		1.7		1.7	

AVERAGE PRICE PAID
(¢/CAN)

<u>Domestic</u>								
Solid Or Fancy								
1/4 Lb.	23.9		*		*		*	
1/2 Lb.	35.6		36.0		35.6		35.0	
3/4 Lb.	*		*		*		*	
Chunk								
1/4 Lb.	21.4		21.7		*		*	
1/2 Lb.	29.4		29.2		29.2		29.2	
3/4 Lb.	44.9		44.6		41.8		45.6	
Grated-Flake								
1/2 Lb.	22.2		22.7		22.0		21.4	
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		22				
Chunk		121		138		171		179				
Grated-Flake		37		30		31		26				
Total		172		191		219		227				
Foreign - Total		8		7		12		13				
Total		180		198		231		240				
<u>FAMILIES BUYING (000'S & % REG.)</u>												
<u>Domestic</u>												
Solid Or Fancy	329	2.2	479	3.2	428	2.9	535	3.1				
Chunk	2,296	15.3	2,565	17.1	3,062	20.4	3,056	17.5				
Grated-Flakes	663	4.4	578	3.9	639	4.3	527	3.0				
Total	3,174	21.2	3,446	23.0	3,923	26.2	3,929	22.5				
Foreign - Total	143	1.0	182	1.2	211	1.4	182	1.0				
Total	3,259	21.8	3,562	23.8	4,081	27.2	4,104	23.5				
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>												
<u>Domestic</u>												
Solid Or Fancy		1.4		1.6		1.5		1.5				
Chunk		1.9		1.9		2.0		2.1				
Grated-Flake		1.9		1.9		1.9		1.7				
Total		1.9		1.8		1.9		2.0				
Foreign - Total		2.3		1.6		2.0		2.3				
Total		1.9		1.8		1.9		2.0				
<u>AVERAGE PRICE PAID (¢/CAN)</u>												
<u>Domestic</u>												
Solid Or Fancy												
1/4 Lb.		*		*		*		*				*
1/2 Lb.		36.4		33.3		34.0		34.0				
3/4 Lb.		*		*		*		*				*
Chunk												
1/4 Lb.		*		*		*		*				*
1/2 Lb.		29.0		28.4		29.0		27.6				
3/4 Lb.		42.0		43.9		40.5		44.0				
Grated-Flake												
1/2 Lb.		20.7		21.0		20.5		20.9				
Foreign												
1/4 Lb.		*		*		*		*				*
1/2 Lb.		30.4		33.7		28.9		27.8				

*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

<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	8	7	9	6		
Chunk	60	68	66	69		
Grated-Flake	17	17	16	18		
Total	85	92	91	93		
Foreign - Total	*	*	*	*		
Total	85	92	91	93		
<u>FAMILIES BUYING (000'S & % REG.)</u>						
<u>Domestic</u>						
Solid Or Fancy	204 3.8	146 2.7	175 3.3	158 2.9		
Chunk	1,111 20.8	1,199 22.4	1,245 23.3	1,225 22.8		
Grated-Flake	306 5.7	326 6.1	334 6.2	337 6.3		
Total	1,491 27.9	1,611 30.1	1,631 30.5	1,636 30.5		
Foreign - Total	* *	* *	* *	* *		
Total	1,491 27.9	1,624 30.4	1,649 30.8	1,651 30.8		
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.4	1.4	1.5		
Chunk	1.8	1.8	1.8	1.8		
Grated-Flake	1.7	1.9	1.8	2.1		
Total	1.7	1.8	1.8	1.9		
Foreign - Total	*	*	*	*		
Total	1.7	1.8	1.8	1.8		
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	*	*	*	*		
1/2 Lb.	37.9	36.7	39.0	38.8		
3/4 Lb.	*	*	*	*		
Chunk						
1/4 Lb.	*	*	*	*		
1/2 Lb.	29.8	29.3	30.0	28.8		
3/4 Lb.	45.6	44.6	43.9	40.4		
Grated-Flake						
1/2 Lb.	22.1	21.9	22.0	21.5		
<u>Foreign</u>						
1/4 Lb.	*	*	*	*		
1/2 Lb.	*	*	*	*		

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959
Monthly (4 weeks)

CANNED TUNA

<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	13	16	15	20		
Chunk	125	118	119	124		
Grated-Flake	16	19	16	13		
Total	154	153	150	157		
Foreign - Total	*	*	6	6		
Total	156	157	156	163		

FAMILIES BUYING
(000'S & % REG.)

<u>Domestic</u>								
Solid Or Fancy	327	5.5	366	6.1	328	5.5	373	6.2
Chunk	1,907	31.8	1,745	29.1	1,723	28.8	1,900	31.6
Grated-Flake	269	4.5	227	3.8	262	4.4	203	3.4
Total	2,296	38.3	2,166	36.1	2,185	36.5	2,284	38.0
Foreign - Total	*	*	*	*	75	1.3	75	1.2
Total	2,327	38.8	2,192	36.6	2,234	37.3	2,330	38.7

AVERAGE PURCHASE
TRANSACTION SIZE-CANS

<u>Domestic</u>						
Solid Or Fancy	1.5	1.6	1.6	1.6		
Chunk	2.2	2.3	2.3	2.2		
Grated-Flake	2.7	3.2	2.5	2.8		
Total	2.2	2.2	2.2	2.1		
Foreign - Total	*	*	3.1	2.7		
Total	2.2	2.3	2.2	2.2		

AVERAGE PRICE PAID
(¢/CAN)

<u>Domestic</u>					
Solid Or Fancy					
1/4 Lb.	24.3	23.8	*	23.9	
1/2 Lb.	34.6	33.5	36.6	34.5	
3/4 Lb.	*	*	*	*	
Chunk					
1/4 Lb.	21.4	21.0	20.8	21.1	
1/2 Lb.	26.0	25.6	26.0	25.9	
3/4 Lb.	40.1	40.4	41.9	43.6	
Grated-Flake					
1/2 Lb.	17.5	18.7	19.7	19.8	
<u>Foreign</u>					
1/4 Lb.	*	*	*	*	
1/2 Lb.	*	*	26.4	26.3	

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED TUNA

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

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

INDEPENDENT & OTHER
OUTLETS 1959
Monthly (4 weeks)

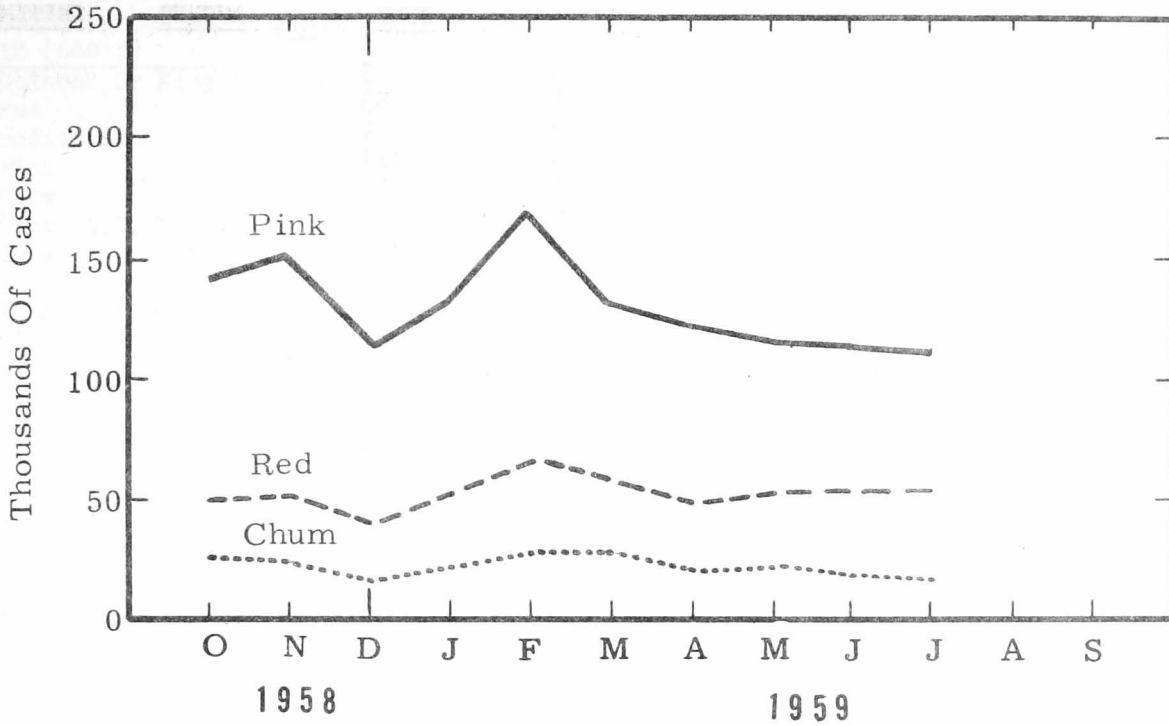
CANNED TUNA

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>Domestic</u>						
Solid Or Fancy	70	78	83	86		
Chunk	215	238	246	255		
Grated-Flake	38	51	45	43		
Total	323	367	374	384		
Foreign - Total	27	21	30	35		
Total	350	388	404	419		
 <u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
<u>Domestic</u>						
Solid Or Fancy	1.6	1.6	1.8	1.7		
Chunk	1.9	2.0	2.0	2.0		
Grated-Flake	1.9	2.1	2.0	2.1		
Total	1.9	1.9	2.0	1.9		
Foreign - Total	1.7	1.7	2.0	1.8		
Total	1.9	1.9	2.0	1.9		
 <u>AVERAGE PRICE PAID (\$/CAN)</u>						
<u>Domestic</u>						
Solid Or Fancy						
1/4 Lb.	23.2	23.3	21.8	22.8		
1/2 Lb.	36.1	35.6	36.7	35.9		
3/4 Lb.	*	*	*	*		
Chunk						
1/4 Lb.	21.3	21.1	21.3	21.1		
1/2 Lb.	28.3	28.0	28.9	27.9		
3/4 Lb.	42.4	42.8	41.5	43.8		
Grated-Flake						
1/2 Lb.	21.6	21.4	21.1	21.4		
<u>Foreign</u>						
1/4 Lb.	*	*	*	*		
1/2 Lb.	30.1	30.8	29.3	27.9		

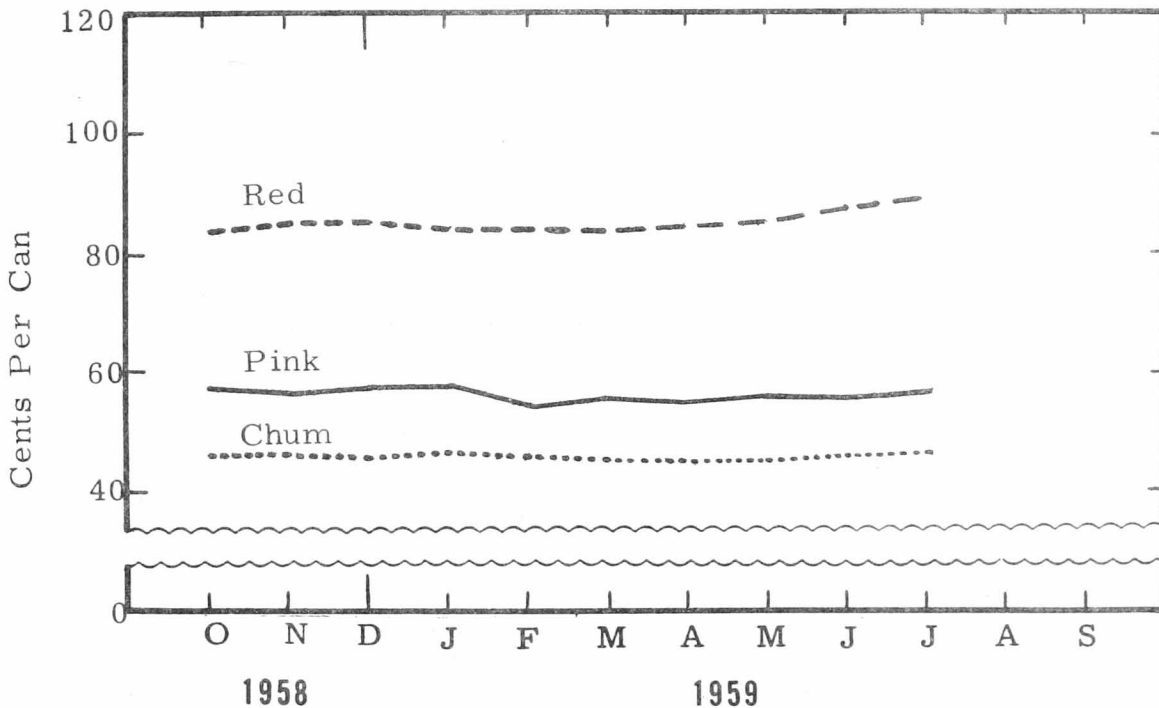
*Insufficient Number Of Purchases To Compute A Separate Figure

SALMON

CANNED SALMON - CONSUMER PURCHASES



CANNED SALMON - AVERAGE PRICES (1 POUND)



NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

U. S. TOTAL 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		3		3				
Red	48		52		54		53				
Medium Red	4		5		6		7				
Pink	122		114		114		112				
Chum	20		21		19		16				
Other-N.I.	31		27		29		25				
Total	228		223		225		216				

FAMILIES BUYING (000'S & % OF U.S.)											
Chinook Or King	150	.3	223	.4	182	.4	129	.2			
Red	2,228	4.3	2,271	4.4	2,341	4.6	2,401	4.7			
Medium Red	256	.5	260	.5	326	.6	370	.7			
Pink	3,917	7.6	3,717	7.2	4,004	7.8	3,751	7.3			
Chum	576	1.1	628	1.2	572	1.1	539	1.0			
Total	7,781	15.1	7,644	14.9	7,852	15.3	7,622	14.8			

AVERAGE PURCHASE TRANSACTION SIZE-CANS									
Chinook Or King	1.2		1.4		1.1		1.4		
Red	1.2		1.2		1.2		1.2		
Medium Red	1.2		1.0		1.1		1.2		
Pink	1.3		1.2		1.2		1.3		
Chum	1.2		1.3		1.3		1.4		
Total	1.2		1.2		1.2		1.2		

AVERAGE PRICE PAID (¢/CAN)							
Chinook Or King							
1/2 Lb.	63.0		60.2		64.9		57.8
1 Lb.	*		*		*		*
Red							
1/2 Lb.	55.4		55.3		56.5		57.2
1 Lb.	84.8		86.5		86.8		88.0
Medium Red							
1/2 Lb.	*		48.9		48.3		45.4
1 Lb.	*		*		*		71.9
Pink							
1/2 Lb.	36.3		35.9		36.2		36.6
1 Lb.	55.9		56.7		56.7		57.2
Chum							
1/2 Lb.	*		*		*		*
1 Lb.	45.1		44.5		46.8		46.9

*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)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	3	4	2	*		
Red	18	20	21	18		
Medium Red	2	3	4	4		
Pink	20	18	20	25		
Chum	*	*	*	*		
Other-N.I.	4	5	6	4		
Total	49	51	55	54		

FAMILIES BUYING
(000'S & \$ REG.)

Chinook Or King	130	.9	217	1.5	155	1.1	*	*
Red	906	6.3	1,018	7.0	952	6.6	931	7.8
Medium Red	155	1.1	164	1.1	204	1.4	222	1.9
Pink	784	5.4	610	4.2	802	5.5	899	7.5
Chum	*	*	*	*	*	*	*	*
Total	2,057	14.2	2,030	14.0	2,218	15.3	2,162	18.1

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

Chinook Or King				
1/2 Lb.	64.5	60.2	66.0	*
1 Lb.	*	*	*	*
Red				
1/2 Lb.	53.7	52.9	53.3	55.5
1 Lb.	81.8	85.9	84.7	86.2
Medium Red				
1/2 Lb.	*	53.2	47.8	45.6
1 Lb.	*	*	*	*
Pink				
1/2 Lb.	36.5	35.6	36.3	37.6
1 Lb.	56.8	58.1	58.0	57.8
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

<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	*	*	*	*		
Red	4	3	2	2		
Medium Red	*	*	*	*		
Pink	55	50	42	45		
Chum	9	10	6	4		
Other-N.I.	9	9	8	7		
Total	78	73	59	59		

FAMILIES BUYING
(000'S & % REG.)

Chinook Or King	*	*	*	*	*	*	*	*
Red	187	1.8	139	1.3	106	1.0	100	.9
Medium Red	*	*	*	*	*	*	*	*
Pink	1,496	14.2	1,475	14.0	1,313	12.4	1,420	13.2
Chum	220	2.1	251	2.4	137	1.3	122	1.1
Total	2,142	20.3	2,073	19.6	1,760	16.7	1,838	17.1

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(\$/CAN)

Chinook Or King				
1/2 Lb.	*	*	*	*
1 Lb.	*	*	*	*
Red				
1/2 Lb.	57.1	59.0	*	59.0
1 Lb.	*	81.1	85.2	88.6
Medium Red				
1/2 Lb.	*	*	*	*
1 Lb.	*	*	*	*
Pink				
1/2 Lb.	36.2	35.3	35.8	36.5
1 Lb.	55.2	56.8	56.2	57.0
Chum				
1/2 Lb.	*	*	*	*
1 Lb.	44.4	44.5	46.3	46.4

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CENTRAL REGION 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	*	*	*	*		
Red	17	19	21	23		
Medium Red	*	*	1	1		
Pink	26	26	33	27		
Chum	7	6	9	8		
Other-N.I.	8	7	10	8		
Total	58	59	74	67		

<u>FAMILIES BUYING (000'S & % REG.)</u>								
Chinook Or King	*	*	*	*	*	*	*	*
Red	716	4.8	723	4.8	819	5.5	916	5.2
Medium Red	*	*	*	*	86	.6	96	.5
Pink	985	6.6	991	6.6	1,234	8.2	927	5.3
Chum	232	1.5	212	1.4	303	2.0	267	1.5
Total	2,181	14.6	2,234	14.9	2,597	17.3	2,337	13.4

<u>AVERAGE PURCHASE TRANSACTION</u>								
<u>SIZE-CANS</u>								
Chinook Or King	*		*		*		*	
Red	1.1		1.1		1.2		1.1	
Medium Red	*		*		1.2		1.0	
Pink	1.1		1.2		1.1		1.2	
Chum	1.2		1.2		1.2		1.3	
Total	1.1		1.2		1.2		1.2	

<u>AVERAGE PRICE PAID (¢/CAN)</u>								
Chinook Or King								
1/2 Lb.	*		*		*		*	
1 Lb.	*		*		*		*	
Red								
1/2 Lb.	53.4		57.5		57.7		56.9	
1 Lb.	85.6		84.5		85.7		87.2	
Medium Red								
1/2 Lb.	*		*		*		*	
1 Lb.	*		*		*		*	
Pink								
1/2 Lb.	36.3		35.4		35.2		36.9	
1 Lb.	56.0		56.6		55.9		57.3	
Chum								
1/2 Lb.	*		*		*		*	
1 Lb.	45.0		45.0		46.3		48.5	

*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)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*	*	*	*		
Red	5	6	5	4		
Medium Red	*	*	*	*		
Pink	14	15	15	10		
Chum	2	3	2	3		
Other-N.I.	8	4	3	4		
Total	30	28	25	22		

FAMILIES BUYING
(000'S & % REG.)

Chinook Or King	*	*	*	*	*	*	*	
Red	207	3.9	201	3.8	228	4.3	202	3.8
Medium Red	*	*	*	*	*	*	*	*
Pink	416	7.8	440	8.2	438	8.2	365	6.8
Chum	68	1.3	92	1.7	60	1.1	91	1.7
Total	882	16.5	858	16.0	798	14.9	785	14.7

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS	APRIL		MAY		JUNE		JULY	
Chinook Or King	*	*	*	*	*	*	*	*
Red	1.1		1.2		1.1		1.1	
Medium Red	*		*		*		*	
Pink	1.3		1.2		1.3		1.2	
Chum	1.1		1.3		1.1		1.4	
Total	1.2		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	59.6	59.6	59.6
1 Lb.	90.7	91.6	91.1	91.1	92.1	92.1
Medium Red						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	*	*	*	*	*	*
Pink						
1/2 Lb.	37.0	38.8	38.8	38.8	36.8	36.8
1 Lb.	58.1	55.5	56.9	56.9	56.3	56.3
Chum						
1/2 Lb.	*	*	*	*	*	*
1 Lb.	45.9	42.4	50.5	50.5	45.6	45.6

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959
Monthly (4 weeks)

CANNED SALMON

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

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

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

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

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

CHAINS OUTLETS 1959
Monthly (4 weeks)

CANNED SALMON

<u>CONSUMER PURCHASES CASES (000'S)</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	*	2	*	*		
Red	28	28	29	30		
Medium Red	2	3	3	5		
Pink	57	50	54	55		
Chum	16	13	14	11		
Other-N.I.	14	11	15	9		
Total	117	107	116	112		

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

Chinook Or King	*	1.2	*	*		
Red	1.1	1.1	1.1	1.1		
Medium Red	1.3	1.1	1.1	1.2		
Pink	1.2	1.2	1.2	1.2		
Chum	1.2	1.2	1.2	1.3		
Total	1.2	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	56.0		
1 Lb.	84.4	85.7	84.9	87.4		
Medium Red						
1/2 Lb.	*	*	*	41.8		
1 Lb.	*	*	*	*		
Pink						
1/2 Lb.	35.1	35.1	34.9	35.7		
1 Lb.	54.2	54.6	55.7	55.9		
Chum						
1/2 Lb.	*	*	*	*		
1 Lb.	44.8	44.7	45.7	47.4		

*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

CONSUMER PURCHASES CASES (000'S)	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
Chinook Or King	3	2	2	*		
Red	20	24	25	23		
Medium Red	2	2	3	2		
Pink	65	64	60	57		
Chum	4	8	5	5		
Other-N.I.	17	16	14	16		
Total	111	116	109	104		

AVERAGE PURCHASE
TRANSACTION

SIZE-CANS

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

AVERAGE PRICE PAID
(¢/CAN)

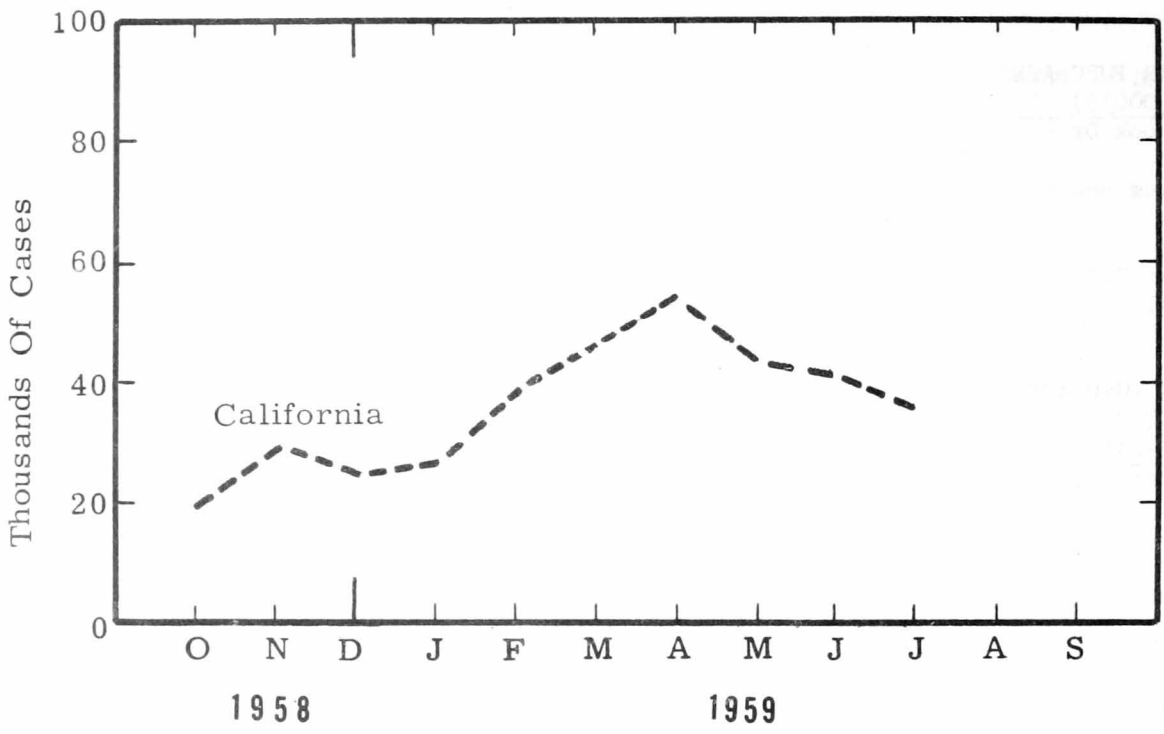
Chinook Or King						
1/2 Lb.	62.9	61.5	65.8	*		
1 Lb.	*	*	*	*		
Red						
1/2 Lb.	54.5	54.9	56.4	58.3		
1 Lb.	85.4	87.6	88.8	88.9		
Medium Red						
1/2 Lb.	*	51.2	50.6	*		
1 Lb.	*	*	*	*		
Pink						
1/2 Lb.	37.0	36.3	37.0	37.1		
1 Lb.	57.1	58.2	57.5	58.3		
Chum						
1/2 Lb.	*	*	*	*		
1 Lb.	45.7	44.2	49.2	46.1		

*Insufficient Number Of Purchases To Compute A Separate Figure

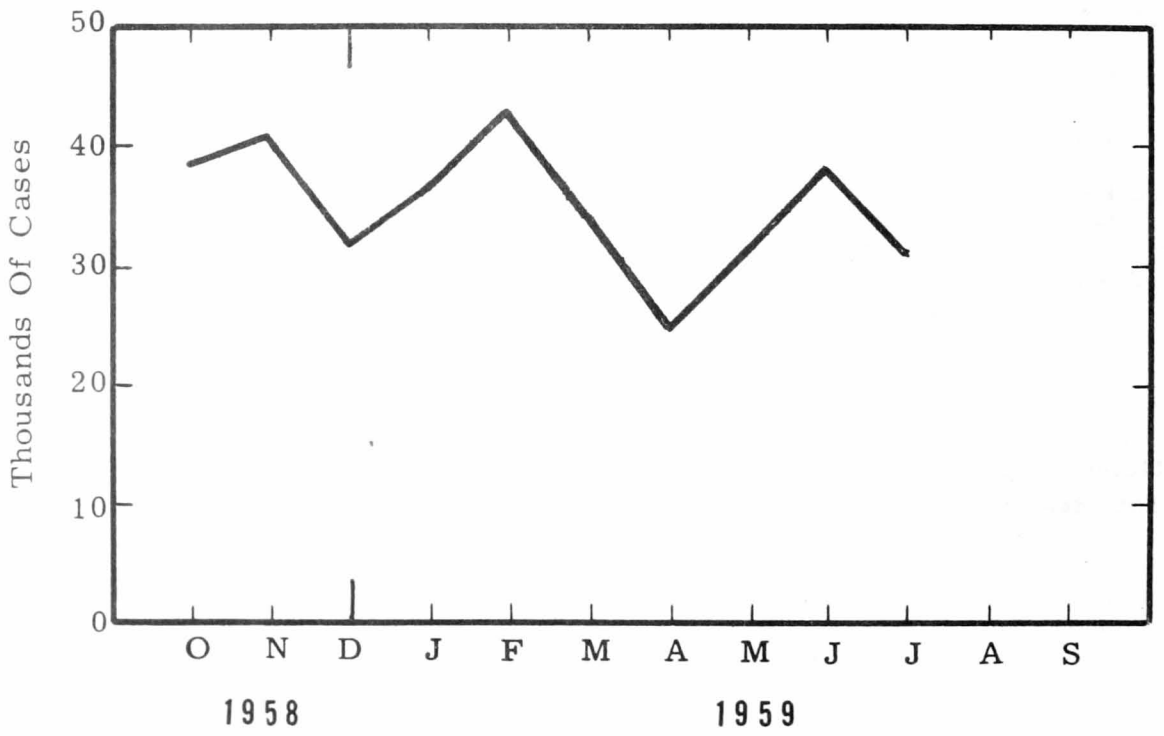
N.I.: Not Identified

SARDINES

CANNED SARDINES - CONSUMER PURCHASES (DOMESTIC)

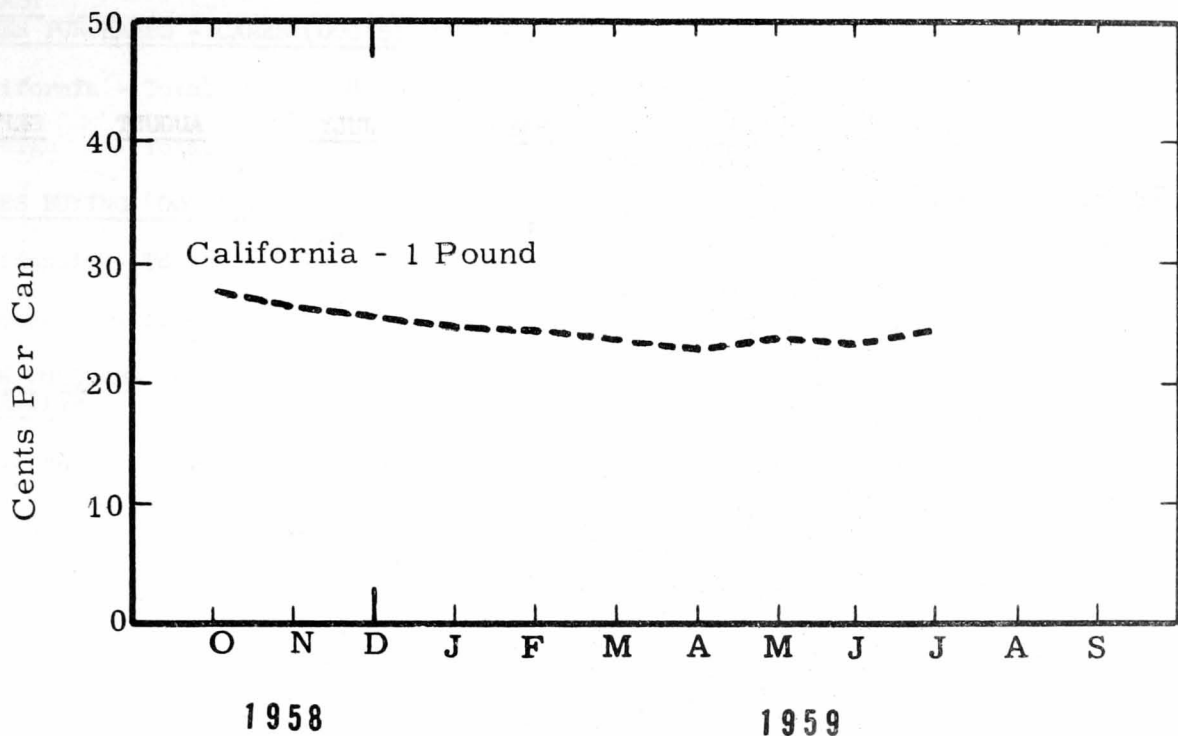


CANNED SARDINES - CONSUMER PURCHASES (FOREIGN)

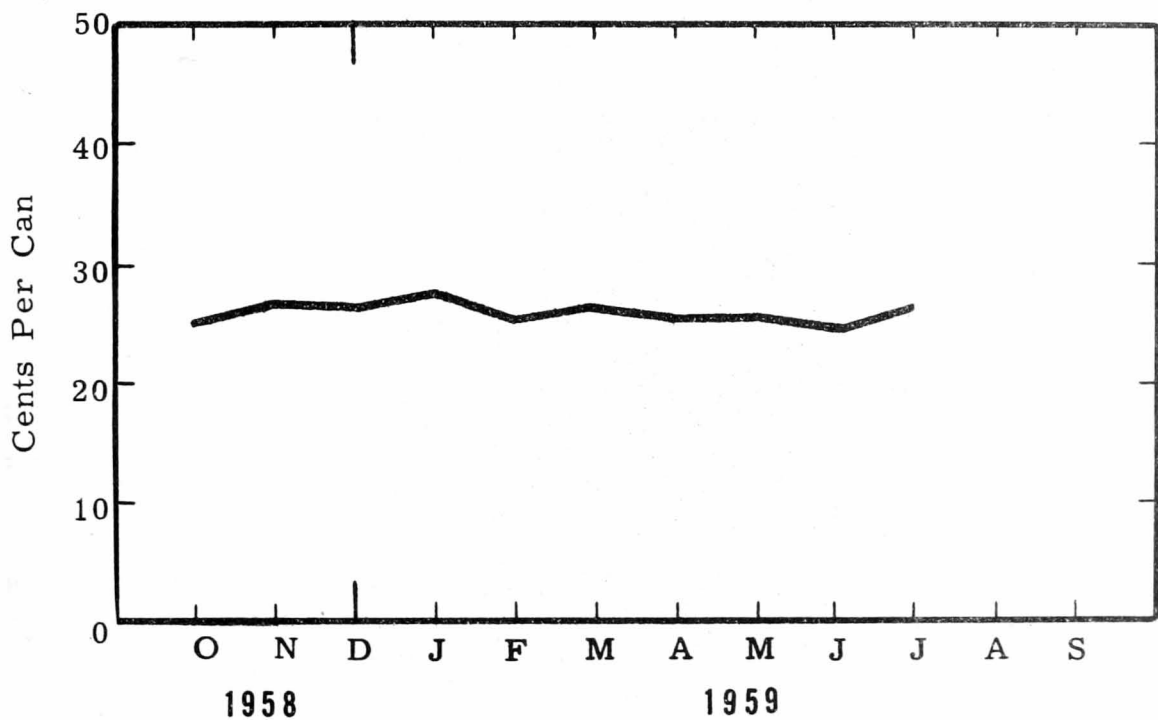


SARDINES

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	36		
Foreign - Total	25	32	38	31		
<u>FAMILIES BUYING (000'S & % U.S.)</u>						
California - Total	911	1.8 818	1.6 865	1.7 779	1.5	
Foreign - Total	957	1.9 1,074	2.1 1,139	2.2 985	1.9	
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>						
California - Total	1.9	1.7	1.7	1.7		
Foreign - Total	1.7	1.9	2.1	1.8		
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.0	23.9	23.1	23.9		
Foreign - 1/4 Lb.	25.6	26.0	24.9	26.6		

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

NORTHEAST & SOUTH REGIONS
1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
<u>NORTHEAST</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	8	9	6	7		
Foreign - Total	12	16	17	13		
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	199 1.4	239 1.6	161 1.1	232 1.9		
Foreign - Total	421 2.9	521 3.6	555 3.8	514 4.3		
<u>AVERAGE PURCHASE TRANSACTION</u>						
<u>SIZE-CANS</u>						
California - Total	1.5	1.5	1.4	1.2		
Foreign - Total	1.9	2.2	2.3	1.9		
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	24.6	24.7	23.1	25.5		
Foreign - 1/4 Lb.	23.9	23.3	22.0	24.9		
<u>SOUTH</u>						
<u>CONSUMER PURCHASES - CASES (000'S)</u>						
California - Total	29	20	19	22		
Foreign - Total	*	4	10	*		
<u>FAMILIES BUYING (000'S & % OF REG.)</u>						
California - Total	315 3.0	293 2.8	289 2.7	299 2.8		
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	2.1		
Foreign - Total	*	1.5	1.8	*		
<u>AVERAGE PRICE PAID (¢/CAN)</u>						
California - 1 Lb.	23.2	22.3	22.5	23.2		
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 CONSUMER PURCHASES - CASES (000'S)</u>											
California - Total	11		3		6		2				
Foreign - Total	5		7		5		13				
<u>FAMILIES BUYING (000'S & % OF REG.)</u>											
California - Total	222	1.5	79	.5	169	1.1	73	.4			
Foreign - Total	231	1.5	251	1.7	236	1.6	259	1.5			
<u>AVERAGE PURCHASE TRANSACTION SIZE-CANS</u>											
California - Total	1.6		1.3		1.3		1.4				
Foreign - Total	1.6		1.6		1.8		1.9				
<u>AVERAGE PRICE PAID (¢/CAN)</u>											
California - 1 Lb.	22.9		26.7		25.6		26.0				
Foreign - 1/4 Lb.	27.8		29.5		26.2		28.2				

MOUNTAIN & SOUTHWEST CONSUMER PURCHASES - CASES (000'S)

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

*Insufficient Number Of Purchases To Compute A Separate Figure

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION
1959
Monthly (4 weeks)

CALIFORNIA AND FOREIGN SARDINES

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

NATIONAL CONSUMER PANEL
Report to
UNITED STATES DEPARTMENT OF INTERIOR

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

CALIFORNIA AND FOREIGN SARDINES

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