# CONSUMER PURCHASES



**APRIL** 1959

UNITED STATES DEPARTMENT OF THE INTERIOR

FISH AND WILDLIFE SERVICE

BUREAU OF COMMERCIAL FISHERIES

WASHINGTON 25, D. C.

FISHERY LEAFLET 478 e

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

Fish and Wildlife Service, Arnie J. Suomela, Commissioner

#### CANNED FISH - CONSUMER PURCHASES

APRIL 1959

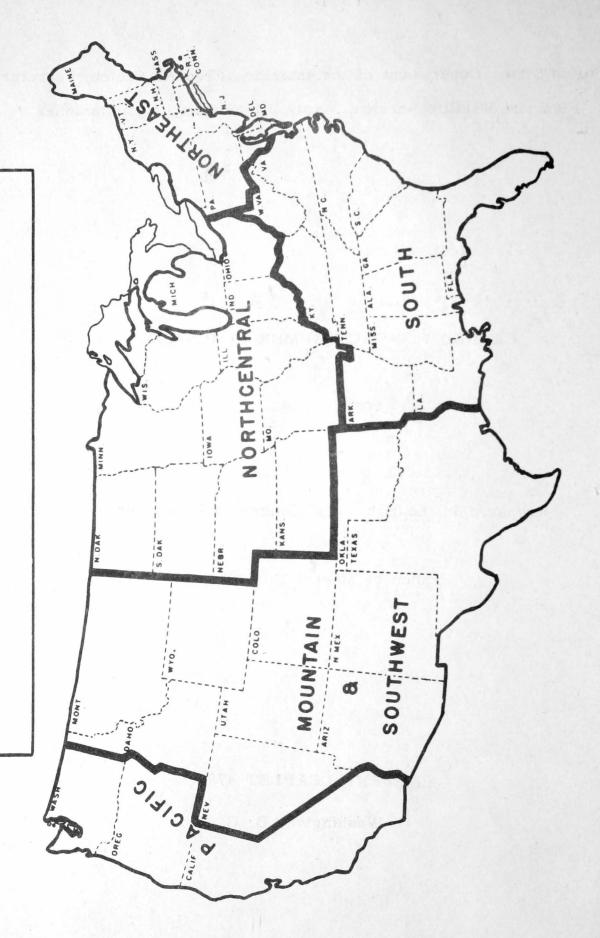
Prepared in the Bureau of Commercial Fisheries

Branch of Market Development

FISHERY LEAFLET 478 e

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 1b. 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.

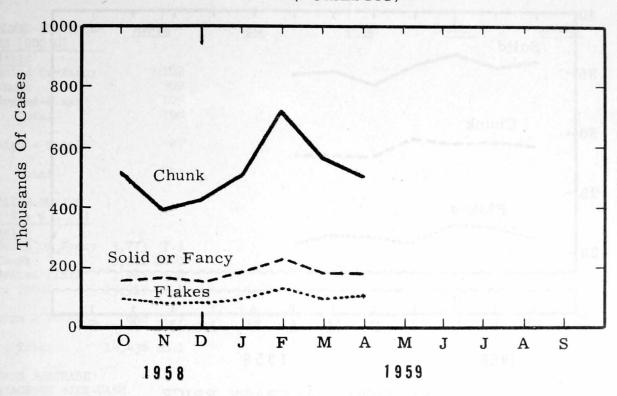
This project is financed from funds provided by the Saltonstall-Kennedy Act, and reports will be published monthly through September, 1959.

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

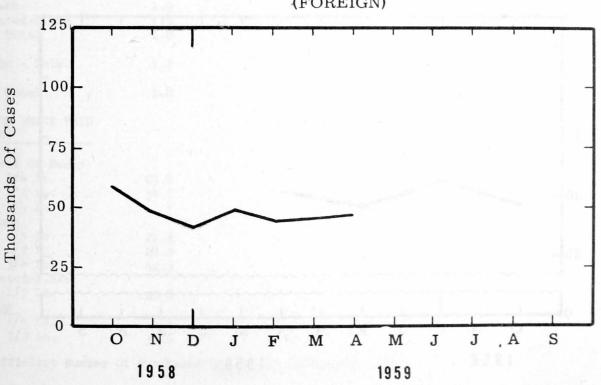
#### CONTENTS

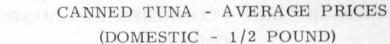
	Page
Tuna, canned	
Charts - Purchases	. 1
Average Prices	
U. S. total	_
Northeast region	
South region	
Central region	
Mountain and southwest region	
Pacific region	
Chains outlets	
Independent and Other Outlets	
Salmon, canned	. 10
Charts - Purchases and Average Prices	. 11
U. S. total	
Northeast region	
South region	
Central region	
Mountain and southwest region	
Pacific region	
Chains outlets	
Independent and Other Outlets	. 19
Sardines, canned	0.0
Charts - Purchases	
Average Prices	
U. S. total	
Northeast region	
South region	
Central region	
Mountain and southwest region	
Pacific region	
Chains outlets	. 26
Independent and Other Outlets	. 26

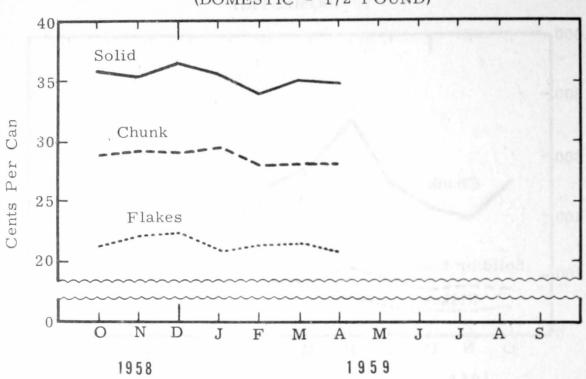
# CANNED TUNA - CONSUMER PURCHASES (DOMESTIC)



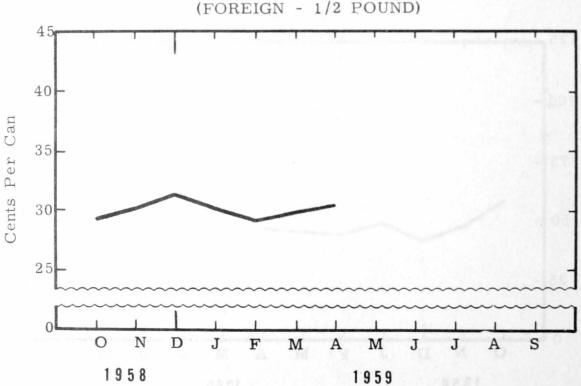
CANNED TUNA - CONSUMER PURCHASES (FOREIGN)







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



#### NATIONAL CONSUMER PANEL Report to

U. S. TOTAL 1959 Monthly (4 weeks)

#### UNITED STATES DEPARTMENT OF INTERIOR

#### CANNED TUNA

	PRIL	MAY	JUNE	JULY	AUGUST SEPTEMBER
CASES (OOO'S)					
Domestic On Thomas	182				
Solid Or Fancy	509				03817-00257E
Chunk Grated-Flake	109				
Total	796				
Foreign - Total	47				
Total	843		100		
FAMILIES BUYING (000'S & % U.S.)					
Domestic					
	3 7.3				
	18.0				
Grated-Flake 1,94	5 3.8				
	5 27.1				Soft Lead's a special
Foreign - Total 84	8 1.7				
Total 14,43	36 28.1				
THE PERSON NAMED OF THE PERSON					
AVERAGE PURCHASE					
TRANSACTION SIZE-CANS					
Domestic					
Solid Or Fancy	1.6				
Chunk	1.9				
Grated-Flake	1.9				
Total	1.8				
Foreign - Total	1.7				
Total	1.8				
AVERAGE PRICE PAID					
(¢/CAN)					
Domestic					
Solid Or Fancy					
1/4 Lb.	23.4				
1/2 Lb.	23.4 34.7				
3/4 Lb.	*				
Chunk					
1/4 Lb.	21.3				
1/2 Lb.	28.2				
3/4 Lb.	42.3				
Grated-Flake					
1/2 Lb.	20.8				
Foreign					
1/4 Lb.	*				
1/2 Lb.	30.6				

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

#### CANNED TUNA

			Cathina	2 10101			
CONSUMER PURCHASES CASES (000'S)	APRIL	MAY		JUNE	JULY	AUGUST	SEPTEMBER
Domestic Solid Or Fancy	125						
Chunk	143						
Grated-Flake	15						
Total	283						
Foreign - Total	36						
Total	319						
FAMILIES BUZING							
(000'S & % REG.)							
Domestic	0 2007 16 1						
Solid Or Fancy Chunk	2,377 16.4 2,742 18.9						
Grated-Flake	246 1.7						
Total	4,924 34.0						
	,,,_						
Foreign - Total	608 4.2						
Total	5,310 36.6						
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						SLASS - TATALOG
AVERAGE FURCHASE TRANSACTION SIZE-CA	LNS						
Domestic							
Solid Or Fancy Chunk	1.7						N ROTTONE CARE
Grated-Flake	2.3						
Total	1.7						
Foreign - Total	1.7						
Total	1.7						
AVERAGE PRICE PAID (¢/CAN)							
Domestic Solid Or Fancy							
1/4 Lb. 1/2 Lb.	23.0						
1/2 Lb.	33.8						
3/4 Lb.	*						
Chunk							
1/4 Lb. 1/2 Lb.	20.5						
3/4 Lb.	29.3 42.1						
Grated-Flake	76.I						
1/2 Lb.	22.3						
Foreign	-2.5						
1/4 Lb.	*						
1/2 Lb.	30.9						

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

#### CANNED TUNA

			CANNE	D TUNA			
CONSUMER PURCHASES	APRIL	MAY		JUNE	JULY	AUGUST	SEPTEMBER
Solid Or Fancy Chunk	125 143						
Grated-Flake Total	15 283						
Foreign - Total	36						
Total	319						
FAMILIES BUZING (000'S & % REG.) Domestic							
Solid Or Fancy Chunk Grated-Flake	2,377 16.4 2,742 18.9 246 1.7						
Total	4,924 34.0						
Foreign - Total	608 4.2						
Total	5,310 36.6						til – is book
AVERAGE FURCHASE TRANSACTION SIZE-CA Domestic	ANS						
Solid Or Fancy Chunk	1.7						DOUGH EDAISM
Grated-Flake Total	2.3					Janes,	
Foreign - Total	1.7						
Total	1.7						
AVERAGE PRICE PAID (¢/CAN) Domestic							
Solid Or Fancy 1/4 Lb.	23.0						
1/2 Lb. 3/4 Lb.	33.8						
Chunk 1/4 Lb.	20.5						
1/2 Lb. 3/4 Lb.	29.3 42.1						
Grated-Flake 1/2 Lb.	22.3						
Foreign 1/4 Lb.	*						
1/2 Lb.	30.9				0,00		

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

#### NATIONAL CONSUMER PANEL Report to

SOUTH REGION 1959 Monthly (4 weeks)

#### UNITED STATES DEPARTMENT OF INTERIOR

#### CANNED TUNA

CONSUMER FURCHASES CASES (OOO'S)	APRIL	MAY	Jui	NE	JULY	AUG	UST	SEPTEMBER
Domestic								
Solid Or Fancy	22							
Chunk	60							
Grated-Flake	20							
Total	102							
Foreign - Total	*							
Total	103							
FAMILIES BUYING								
(000'S & % REG.)								
Domestic								
Solid Or Fancy	536 5.1							
Chunk	1,195 11.3							
Grated-Flake	461 4.4							
Total	2,030 19.2							
Foreign - Total	* *							
Total	2,049 19.4							
AVERAGE FURCHASE TRANSACTION SIZE-CA Domestic	ANS							
Solid Or Fancy	1.5							
Chunk	1.7							
Grated-Flake	1.6							
Total	1.5							
Foreign - Total	*							
Total	1.6							
AVERAGE PRICE PAID								
(¢/CAN)								
Domestic								
Solid Or Fancy								
1/4 Lb.	23.9							
1/2 Lb.	35.6							
3/4 Lb.	*							
Chunk								
1/4 Lb.	21.4							
1/2 Lb.	29.4							
3/4 Lb.	44.9							
Grated-Flake	44.9							
1/2 Lb.	~ ~							
Foreign	22.2							
1/4 Lb.	*							
1/2 Lb.	*							

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

#### CANNED TUNA

			CAMINE	DIOMA			
CONSUMER FURCHASES CASES (OOO'S) Domestic Solid Or Fancy Chunk Grated-Flake Total	APRIL 14 121 37 172	MAY		JUNE	JULY	AUGUST	SEPTEMBER
Foreign - Total	8						
Total	180						
FAMILIES BUYING (000'S & % REG.)  Domestic  Solid Or Fancy Chunk Grated-Flakes Total	329 2.2 2,296 15.3 663 4.4 3,174 21.2						
Foreign - Total	143 1.0						
Total	3,259 21.8						
AVERAGE FURCHASE TRANSACTION SIZE-C. Domestic Solid Or Fancy Chunk Grated-Flake Total	1.4 1.9 1.9						A TO THE TANK
Foreign - Total	2.3				*		
Total	1.9						
AVERAGE PRICE PAID (\$\psi/CAN)\$ Domestic Solid Or Fancy	*					0138	
1/2 Lb							
1/4 Lb. 1/2 Lb. 3/4 Lb.	36.4						
Chunk	*						
1/4 Lb.							
1/2 Lb.	~ *						
3/4 Lb.	29.0 42.0						
Grated-Flake	42.0						
1/2 Lb.							
Foreign	20.7						
1/4 Lb. 1/2 Lb.	*						
1/2 Lb.	30.4						

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

MOUNTAIN & SOUTHWEST REGION 1959 Monthly (4 weeks)

#### CANNED TUNA

Denestic   Solid Or Fancy   8   Chunk   60   Grated-Flake   17   Total   85	CONSUMER FURCHASES	APRIL	MAY	JUNE	JULY	AUGUST SEPTEMBER
Solid Or Fancy 6 Chunk 60 Grated-Flake 17 Total 85  Foreign - Total *  Total 85  FAMILIES BUYING (000'S & ≸ REG.)  Demestic Solid Or Fancy 1, 491 27.9  Foreign - Total *  Total 1, 491 27.9  AVERAGE FURCHASE TANSAGTION SIZE-CANS Demestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.6 Chunk 1.7  Total 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  Demestic Solid Or Fancy 1.7  AVERAGE FRICE PAID (4/CAR)  AVERAGE FRIC	CASES (000'S)				ALL	
Chunk		8				
Total						
Total 85  Foreign - Total *  Total 85  FAMILIES BUYING (000'S ★ REG.)  Demestic Solid Or Fancy 1,491 27.9  Foreign - Total *  Total 1,491 27.9  AVERAGE PURCHASE TRANSACTION SIZE-CANS Demestic Solid Or Fancy 1.6  Chunk 1,491 27.9  AVERAGE PURCHASE TANS CHURCHASE TOTAL 1.7  Total 1,7491 27.9  AVERAGE PURCHASE TOTAL 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (4/CAN) Demestic Solid Or Fancy 1.7  AVERAGE PRICE PAID (4/CAN) Demestic Solid Or Fancy 1.7  AVERAGE PRICE PAID (5/CAN) 2.8  Solid Or Fancy 1.6  Chunk 1.7  AVERAGE PRICE PAID (5/CAN) 4.6  Church 4.7  Chunk 1.7  AVERAGE PRICE PAID (5/CAN) 4.6  Church 4.7  Church 4.7  Church 4.7  Church 4.7  AVERAGE PRICE PAID (5/CAN) 4.6  Church 4.7  Church 4.7  AVERAGE PRICE PAID (5/CAN) 4.6  Church 4.7  Church 4.7  AVERAGE PRICE PAID (5/CAN) 4.6  Church 4.7  AVERAGE PRICE PAID (5/CAN) 4.						
Total 85  FAMILIES BUYING (000'S & \$ REG.)  Domestic Solid Or Fancy 204 3.8 Chunk 1,111 20.8 Grated-Flake 306 5.7 Total 1,491 27.9  Foreign - Total *  Total 1,491 27.9  AVERAGE FURCHASE TANSACTION SIZE-CANS Demestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE FRICE PAID (\$f/CAN) Domestic Solid Or Fancy 1/4 Lb.  * 1/2 Lb.  37.9 3/4 Lb.  * Chunk 1/4 Lb.  * 1/4 Lb.  45.6 Grated-Flake 1/4 Lb.  45.6		85				
FAMILIES BUYING (000'S ½ ∱ REG.) Demestic Solid Or Fancy 204 3.8 Chunk 1,111 20.8 Grated-Flake 306 5.7 Total 1,491 27.9  Foreign - Total *  Total 1,491 27.9  AVERAGE FURCHASE TRANSACTION SIZE-CANS Demestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (#/CAN) Demestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  AVERAGE PRICE PAID (#/CAN) Demestic Solid Or Fancy 1.6 Chunk 1.8  Total 1.7  AVERAGE PRICE PAID (#/CAN) Demestic Solid Or Fancy 1.6 Chunk 1.8  Total 1.7  AVERAGE PRICE PAID (#/CAN) Demestic Solid Or Fancy 1.6 Chunk 1.8  Total 1.7  AVERAGE PRICE PAID (#/CAN) Demestic Solid Or Fancy 1.6 Chunk 1.8  Chunk 1.9  J/4 Lb. 29.8  J/4 Lb. 45.6  Grated-Flake 1.9  J/4 Lb. 22.1  Foreign 1.4  Fore	Foreign - Total	*				
FAMILIES BUYING (000'S & * REG.) Domestic Solid Or Fancy 306 5.7 Total 1,491 27.9  Foreign - Total * *  Total 1,491 27.9  AVERAGE FURCHASE TRANSACTION SIZE-CANS Domestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (\$\frac{1}{2}\$ Lb. 37.9 3/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1.7 Grated-Flake 1.7  Corated-Flake 1.7  Total 1.7		Qc.				
Domestic   Solid Or Fancy   204   3.8	Total	05				
Domestic   Solid Or Fancy   204   3.8   1,111   20.8   306   5.7   Total   1,491   27.9						
Solid Or Fancy Chunk						
Chunk Grated-Plake Total 1,111 20.8 306 5.7 Total 1,491 27.9  Foreign - Total  *  Total 1,491 27.9  AVERAGE FURCHASE TRANSACTION SIZE-CANS Domestic Solid Or Fancy Chunk Grated-Plake 1.7 Total 1.7  Foreign - Total  *  Total 1.7  AVERAGE PRICE PAID (4/CAN) Domestic Solid Or Fancy 1/4 Lb. 1/2 Lb. 37.9 3/4 Lb. Chunk 1/4 Lb. 1/2 Lb. 37.9 3/4 Lb. Chunk 1/4 Lb. 45.6 Grated-Flake 1/2 Lb. 29.8 3/4 Lb. Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb.  *  *  *  *  *  *  *  *  *  *  *  *  *		204 3.8				
Grated-Flake Total 1,491 27.9  Foreign - Total *  Total 1,491 27.9  AVERAGE FURCHASE TRANSACTION SIZE-CANS  Donestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (\$\psi/CAN\$) Donestic Solid Or Fancy 1/4 Lb. 37.9 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 45.6 Grated-Flake 1/2 Lb. 22.1  Foreign - Total *						
Total 1,491 27.9  Foreign - Total * *  Total 1,491 27.9  AVERAGE FURCHASE TRANSACTION SIZE-CANS Domestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (4/CAN) Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * Chunk 1/4 Lb. * 1/4 Lb. * 1/4 Lb. * 1/4 Lb. * 1/4 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *						
Foreign - Total * *  Total 1,491 27.9  AVERAGE PURCHASE TRANSACTION SIZE-CANS  Domestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (4/CAN)  Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * Chunk 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *						
AVERAGE FURCHASE TRANSACTION SIZE-CANS  Domestic Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  AVERAGE PRICE PAID (\$\psi\$/CAN)  Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * Chunk 1/4 Lb. * 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 29.8 Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *						
AVERAGE PURCHASE  TRANSACTION SIZE-CANS  Domestic  Solid Or Fancy 1.6 Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (\$\psi/CAN\$) Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * Chunk 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. \$\psi/CAN\$ Grated-Flake 1/2 Lb. 29.8 Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	Foreign - Total	* *				
TRANSACTION SIZE-CANS   Domestic   Solid Or Fancy   1.6   Chunk   1.8   Grated-Flake   1.7   Total   1.7	Total	1,491 27.9				
Domestic   Solid Or Fancy   1.6		ANS				
Solid Or Fancy   1.6		Auto				
Chunk 1.8 Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (\$\psi/\$CAN) Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. * Chunk 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6 Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *  Foreign 1/4 Lb. *  Foreign 2.1  Foreign 2.1  Long 2.1  Foreign 1/4 Lb. *		1.6				
Grated-Flake 1.7 Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (⟨⟨⟨-/CAN⟩)  Domestic Solid Or Fancy 1/4 Lb. * 1/2 Lb. 37.9 3/4 Lb. *  Chunk 1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6  Grated-Flake 1/2 Lb. 45.6  Grated-Flake 1/2 Lb. 22.1  Foreign 1.4 Lb. *						
Total 1.7  Foreign - Total *  Total 1.7  AVERAGE PRICE PAID (\$\psi/CAN\$)  Domestic Solid Or Fancy 1/4 Lb.						
AVERAGE PRICE PAID  (\$\psi/CAN)\$  \[ \text{Domestic} \\ \text{Solid Or Fancy} \\ 1/\psi \text{Lb.} & \text{*} \\ 1/\psi \text{Lb.} & \text{37.9} \\ 3/\psi \text{Lb.} & \text{*} \\ \text{Chunk} & \text{*} \\ 1/\psi \text{Lb.} & \text{29.8} \\ 3/\psi \text{Lb.} & \text{29.8} \\ 3/\psi \text{Lb.} & \text{45.6} \\ \text{Grated-Flake} \\ 1/\psi \text{Lb.} & \text{22.1} \\ \text{Foreign} & \text{Foreign} \\ 1/\psi \text{Lb.} & \text{*} \\ \end{array}						
AVERAGE PRICE PAID (\$\frac{\psi}{\psi}\$CAN)  Domestic  Solid Or Fancy  1/4 Lb.	Foreign - Total	*				
(¢/CAN)	Total	1.7				
(¢/CAN)	AVERAGE POTCE DATE					
Domestic   Solid Or Fancy						
Solid Or Fancy  1/4 Lb.						
1/4 Lb.						
1/2 Lb. 37.9 3/4 Lb. *  Chunk  1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6  Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	1/4 Lb.	*				
3/4 Lb. * Chunk  1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6  Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	1/2 Lb.	37.9				
Chunk  1/4 Lb.	3/4 Lb.	*				
1/4 Lb. * 1/2 Lb. 29.8 3/4 Lb. 45.6  Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *						
1/2 Lb. 29.8 3/4 Lb. 45.6  Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	1/4 Lb.	*				
Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	1/2 Lb.	29.8				
Grated-Flake 1/2 Lb. 22.1  Foreign 1/4 Lb. *	3/4 Lb.	45.6				
1/2 Lb. 22.1  Foreign 1/4 Lb. *	Grated-Flake					
Foreign 1/4 Lb. *	1/2 Lb.	22.1				
1/4 Lb. *	Foreign					
1/2 Lb. *		*				
	1/2 Lb.	*				

<sup>\*</sup>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

			0141112	20101			
CONSUMER PURCHASES CASES (OOO'S)	APRIL	MAY		JUNE	JULY	A	UGUST SEP
Domestic Solid Or Fancy	13						
Chunk	125						
Grated-Flake	16						
Total	154						
Foreign - Total	*						
Total	156						
FAMILIES BUYING (000'S & % REG.) Domestic							( DET 2 2-1
Solid Or Fancy	327 5.5						
Chunk	1,907 31.8						
Grated-Flake	269 4.5						
Total	2,296 38.3						
Foreign - Total	* *						
Total	2,327 38.8						
AVERAGE PURCHASE TRANSACTION SIZE-C.	ANS						
Domestic Solid Or Fancy	1.5						
Chunk	2.2						
Grated-Flake	2.7						
Total	2.2						
Foreign - Total	*						
Total	2.2						
AVERAGE PRICE PAID							
(¢/CAN) Domestic							
Solid Or Fancy							
1/4 Lb.	24.3						
1/4 Lb. 1/2 Lb.	34.6						
3/4 Lb.	*						
Chunk							
1/4 Lb.	21.4						
1/2 Lb.	26.0						
3/4 Lb.	40.1						
Grated-Flake							
1/2 Lb. Foreign	17.5						
1/4 Lb.	*						
1/0 7	*						

1/2 Lb.

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

CHAINS OUTLETS 1959 Monthly (4 weeks)

#### CANNED TUNA

CONSUMER PURCHASES	ATROTT	WAY	TOTAL	TITY	A1	JOUST S	EPTEMBER
CASES (OOO'S)	APRIL	MAY	JUNE	JULY	AL	00051 0	EFTEMBER
Domestic							
Solid Or Fancy	112						
Chunk	294						
Grated-Flake	67						
Total	473						
Foreign - Total	20						
Total	493						
AVERAGE PURCHASE							
TRANSACTION SIZE-CAN	8						
Domestic On Para	1.6						
Solid Or Fancy Chunk	1.9						
Grated-Flake	1.9						
Total	1.8						
2002	2.0						
Foreign - Total	1.7						
Total	1.8						
AVERAGE PRICE PAID							
(¢/CAN)							
Domestic Co. Possess							
Solid Or Fancy	02.6						
1/2 Lb.	23.6 33.8						
3/4 Lb.	33.0						
Chunk							
1/4 Lb.	21.3						
1/2 Lb.	26.1						
3/4 Lb.	42.2						
Grated-Flake							
1/2 Lb.	20.2						
Foreign							
1/4 Lb. 1/2 Lb.	*						
	31.2						

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

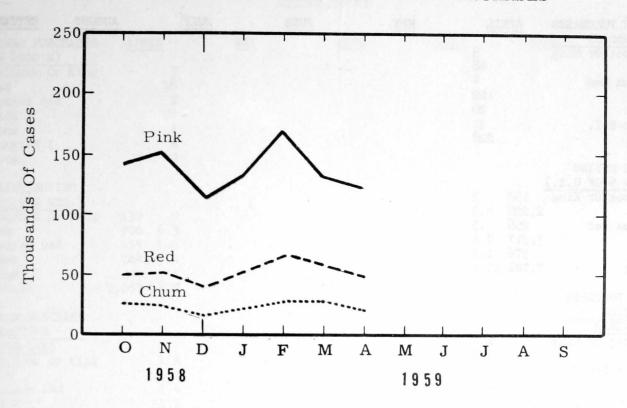
INDEPENDENT & OTHER OUTLETS 1959 Monthly (4 weeks)

#### CANNED TUNA

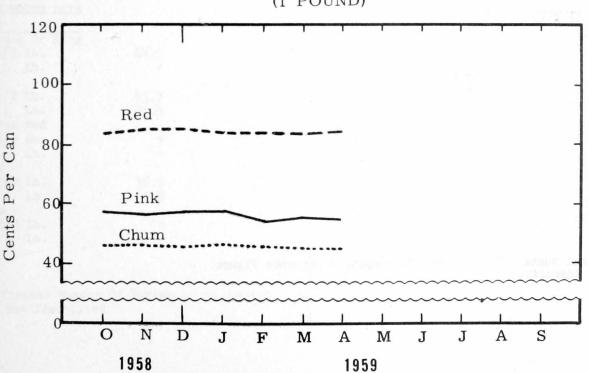
CONSUMER PURCHASES CASES (OCO'S)	APRIL	MAY	JUNE	JULY	AUGUST SEPTEMBER
Solid Or Fancy	70				
Chunk	215				
Grated-Flake	38				
Total	323				
10041	رعر				
Foreign - Total	27				
Total	350				
AVERAGE FURCHASE					
TRANSACTION SIZE-CANS					
Domestic					
Solid Or Fancy	1.6				
Chunk	1.9				
Orated-Flake	1.9				
Total	1.9				
Foreign - Total	1.7				
Total	1.9				
AVERAGE PRICE PAID					
(\$/CAN)					
Domestic					
Solid Or Fancy					
1/4 Lb.	23.2				
1/2 Lb.	36.1				
3/4 Lb.					
Chunk					
1/4 Lb.	21.3				
1/2 Lb.	26.3				
3/4 Lb.	42.4				
Grated-Flake					
1/2 Lb.	21.6				
Foreign					
1/4 Lb.	*				
1/2 Lb.	30.1				

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

#### CANNED SALMON - CONSUMER PURCHASES



CANNED SALMON - AVERAGE PRICES (1 POUND)



U. S. TOTAL 1959 Monthly (4 weeks)

## Report to UNITED STATES DEPARTMENT OF INTERIOR

#### CANNED SALMON

CONSUMER FURCHASES CASES (000'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King Red Medium Red Pink Chum Other-N.I.	122 20 31					
Total	228					
Medium Red Pink Chum	150 .3 2,228 4.3 256 .5 3,917 7.6 576 1.1 7,781 15.1					
AVERAGE FURCHASE TRANSACTION SIZE-CANS						
Chinook Or King Red Medium Red Pink Chum Total	1.2 1.2 1.3 1.2					
AVERAGE PRICE PAID (¢/CAN) Chinook Or King						
1/2 Lb. 1 Lb. Red	63.0					
1/2 Lb. 1 Lb. Medium Red	55.4 84.8					
1/2 Lb. 1 Lb. Pink	*					
1/2 Lb. 1 Lb. Chum	36.3 55.9					
1/2 Lb.	*					

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

45.1

l Lb.

CONSUMER PURCHASES	APRIL	MAY	JUNE	JULY	AUGUST SEPTEMBER
CASES (000'S)	,				
Chinook Or King Red	18				
Medium Red	2				
Pink	20				
Chum	*				
Other-N.I.	4				
Total	49				
Total	49				
FAMILIES BUYING					
(000'S & % REG.)	120 0				
Chinook Or King	130 .9				
Red	906 6.3				
Medium Red	155 1.1				
Pink Chum	784 5.4				
	0.057.11.0				
Total	2,057 14.2				
AVERAGE PURCHASE TRANSACTION					
SIZE-CANS					
Chinook Or King	1.2				
Red	1.2				
Medium Red	1.4				
Pink	1.2				
Chum	1.2				
Total	1.2				
AVERAGE PRICE PAID (¢/CAN)					
Chinook Or King					
1/2 Lb. 1 Lb.	64.5				
Red					
1/2 Lb.	53.7				
l Lb.	81.8				
Medium Red					
1/2 Lb.	*				
1 Lb.	*				
Pink					
1/2 Lb.	36.5				
1 Lb.	56.8				
Chum	,0.0				
1/2 Lb.	*				
1 Lb.	*				
	The state of the s				

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

### Report to UNITED STATES DEPARTMENT OF INTERIOR

CONSUMER FURCHASES	APRIL	MAY	JUNE	JULY	AUGUST SEPTEMBER
CASES (OOO'S)	YEAR				
Chinook Or King Red	*				
Medium Red	*				Mark to describe
Pink	55				
Chum	9				
Other-N.I.	9 9 78				
Total	<b>7</b> 8				
7141477 770 707774					
FAMILIES BUYING (000'S & % REG.)					
Chinook Or King	* *				
Red	187 1.8				
Medium Red	* *				
Pink	1,496 14.2				
Chum	220 2.1				
Total	2,142 20.3				
AVERAGE PURCHASE					
TRANSACTION					
SIZE-CANS					
Chinook Or King	*				
Red	1.2				
Medium Red Pink	*				
Chum	1.3				
Total	1.3				
	2.5				
AVERAGE PRICE PAID					
(¢/CAN)					
Chinook Or King 1/2 Lb.	*				
1 Lb.	*				
Red					
1/2 Lb.	57.1				
l Lb.	*				
Medium Red					
1/2 Lb. 1 Lb.	*				
Pink	*				
1/2 Lb.	36.2				
l Lb.	55.2				
Chum	// -				
1/2 Lb.	*				
1 Lb.	7474 - 77				

<sup>\*</sup>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	APR	IL	MAY	JU	NE	JULY	AUGUST SEPTEMBER
CASES (OOO'S)							
Chinook Or King		*					
Red		17					
Medium Red		*					
Pink		26					
Chum		7					
Other-N.I.		7 8 58					
Total		58					
FAMILIES BUYING							
(000'S & % REG.)							
Chinook Or King	*	*					
Red	716	4.8					
Medium Red	*	*					
Pink	985	6.6					
Chum	232	1.5					
Total	2,181	14.6					
AVERAGE PURCHASE							
TRANSACTION							
SIZE-CANS							
Chinook Or King		*					
Red		1.1					
Medium Red		*					
Pink		1.1					
Chum		1.2					
Total		1.1					
AVERAGE PRICE PAID							
(¢/CAN)							
Chinook Or King							
1/2 Lb.		*					
1 Lb.		*					
Red							
1/2 Lb.		53.4					
1 Lb.	8	85.6					
Medium Red		37.0					
1/2 Lb.		*					
1 Lb.		*					
Pink							
1/2 Lb.		36.3					
1 Lb.		56.0					
Chum		,0.0					
1/2 Lb.							
1 Lb.	1	15 0					
1 10,		45.0					

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

MOUNTAIN & SOUTHWEST REGION 1959 Monthly (4 weeks)

#### CANNED SALMON

CONSUMER PURCHASES	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
CASES (OOO'S)						
Chinook Or King Red	* 5					
Medium Red	) *					
Pink	14					
Chum	2					
Other-N.I.	8					
Total	30					
FAMILIES BUYING						
(000'S & % REG.)						
Chinook Or King	* *					
Red	<b>207</b> 3.9					
Medium Red	# *					
Pink	416 7.8					
Chum Total	68 1.3 882 16.5					
Total	002 10.5					
AVERAGE PURCHASE						
TRANSACTION						
SIZE-CANS						
Chinook Or King	*					
Red Medium Red	1.1					
Pink	1.3					
Chum	1.1					
Total	1.2					EV-
AVERAGE PRICE PAID						
(¢/CAN) Chinook Or King						
1/2 Lb.	*					
1 Lb.	*					
Red						
1/2 Lb.	57.9					
1 Lb.	90.7					
Medium Red						
1/2 Lb. 1 Lb.	*					
Pink	*					
1/2 Lb.	37.0					
l Lb.	58.1					
Chum	,512					
1/2 Lb.	*					
1 Lb.	45.9					

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

PACIFIC REGION 1959 Monthly (4 weeks)

CONSUMER PURCHASES CASES (OOO'S)	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Chinook Or King	*					
Red	4					
Medium Red	*					
Pink	7					
Chum	*					
Other-N.I.	2					
Total	13					
FAMILIES BUYING						
(000'S & % REG.)						
Chinook Or King	* *					
Red	212 3.5					
Medium Red	* *					
Pink	236 3.9					
Chum	* *					
Total	519 8.7					
				5.1		
AVERAGE PURCHASE						
TRANSACTION						
SIZE-CAMS						
Chinook Or King	*					
Red	1.1					
Medium Red	*					
Pink	1.4					
Chum	*					
Total	1.3					
AVERAGE PRICE PAID						
(¢/CAN)						
Chinook Or King						
1/2 Lb. 1 Lb.	*					
Red						
1/2 Lb.	58.1					
1 Lb.	86.4					
Medium Red						
1/2 Lb.	*					
1 Lb.	*					
Pink						
1/2 Lb.	*					
1 Lb.	54.2					
Chum						
1/2 Lb.	*					
1 Lb.	*					

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

CONSUMER FURCHASES CASES (000'S) Chinook Or King Red Medium Red Pink Chum Other-N.I.	* 28 2 57 16 14	MAY	JUNE	JULY	AUGUST SEPTEMBER
Total	117				
AVERAGE FURCHASE TRANSACTION SIZE-CANS Chinook Or King Red	*				
Medium Red Pink Chum Total	1.3 1.2 1.2 1.2				
AVERAGE PRICE PAID  (¢/CAN)  Chinook Or King  1/2 Lb.	*				Hoditan Bod Plos Chun Total
l Lb.	*				
1/2 Lb. 1 Lb. Medium Red	56.4 84.4				
1/2 Lb. 1 Lb. Pink	*				
1/2 Lb. 1 Lb. Chum	35.1 54.2				
1/2 Lb. 1 Lb.	44.8				

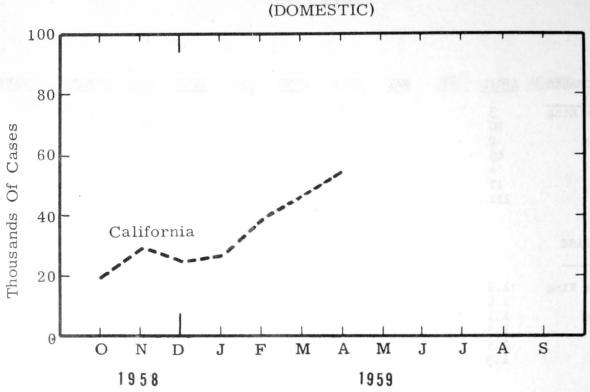
<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

INDEPENDENT & OTHER OUTLETS 1959
Monthly (4 weeks)

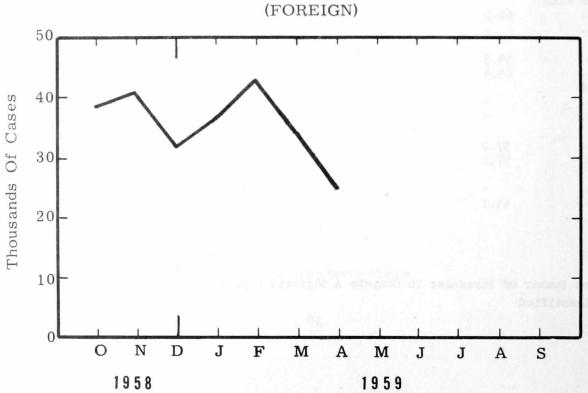
CONSUMER FURCHASES CASES (OOO'S)  Chinook Or King Red Medium Red Pink Chum Other-N.I. Total	3 20 2 65 4 17 111	MAY	JUNE	JULY	AUGUST	SEPTEMBER
AVERAGE FURCHASE TRANSACTION  SIZE-CANS Chinook Or King Red Medium Red Pink Chum Total	1.2 1.2 1.1 1.3 1.5					
AVERAGE PRICE PAID  (¢/CAN)  Chinook Or King  1/2 Lb.  1 Lb.	62.9 *					
Red  1/2 Lb.  1 Lb.  Medium Red  1/2 Lb.  1 Lb.  Pink	54.5 85.4 *					
1/2 Lb. 1 Lb. Chum 1/2 Lb. 1 Lb.	37.0 57.1 * 45.7					

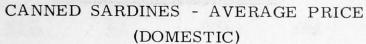
<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure N.I.: Not Identified

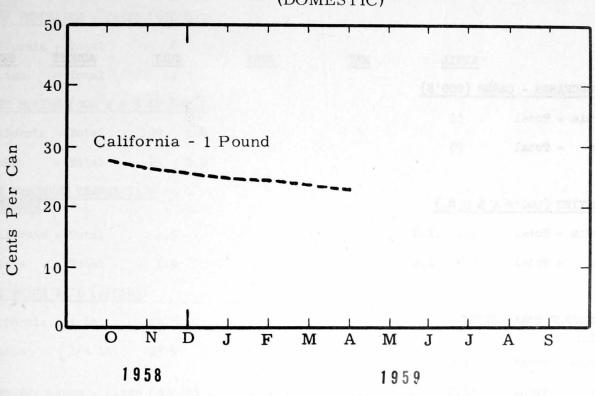
# CANNED SARDINES - CONSUMER PURCHASES



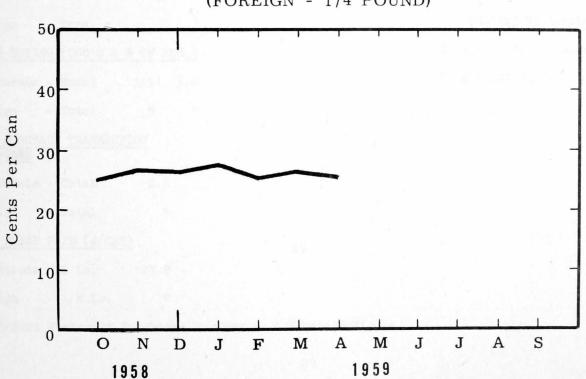
CANNED SARDINES - CONSUMER PURCHASES







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



#### U. S. TOTAL 1959 Monthly (4 weeks)

# NATIONAL CONSUMER PANEL Report to UNITED STATES DEPARTMENT OF INTERIOR

#### CALIFORNIA AND FOREIGN SARDINES

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
CONSUMER PURCHASES - CAR	SES (000'S)					
Califernia - Total	55					
Foreign - Total	25					
FAMILIES BUYING (000'8 8	& % U.S.)					
California - Total	911 1.8					
Foreign - Total	957 1.9					
AVERAGE FURCHASE TRANSAC SIZE-CANS	TION					
California - Total	1.9					
Foreign - Total	1.7					
AVERAGE PRICE PAID (4/C	LN)		4			
California - 1 Lb.	23.0					
Foreign - 1/4 Lb.	<b>25</b> .6					

19781

NORTHEAST & SOUTH REGIONS 1959 Monthly (4 weeks)

#### CALIFORNIA AND FOREIGN SARDINES

	CALIF	ORNIA AND FORE	CIGN SARDIN	NES .		
APRINTED SHIPUA	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
NORTHEAST CONSUMER PURCHASES - CASE	šs (000's)					
California - Total	8					
Foreign - Total	12					
FAMILIES BUYING (000'S &	% OF REG.)					
California - Total	199 1.4					
Foreign - Total	421 2.9					
AVERAGE PURCHASE TRANSACT	rion					
California - Total	1.5				Juliah - All	market 1
Foreign - Total	1.9					material.
AVERAGE PRICE PAID (\$/CA	N)					DE ANGEL
California - 1 Lb.	24.6					antel Mass
Foreign - 1/4 Lb.	23.9					material .
SOUTH CONSUMER PURCHASES - CASI	ES (000'S)					
California - Total	29					end's
Foreign - Total						agrandat
FAMILIES BUYING (000'S &	% OF REG.)					
California - Total	315 3.0					
Foreign - Total	* *					10.00
AVERAGE FURCHASE TRANSACT	TION					
California - Total	2.1					ph(1) = (40)
Foreign - Total	*					agrafina i
AVERAGE PRICE PAID (¢/CA	N)					
California - 1 Lb.	23.2					der a US

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

- 1/4 Lb.

Foreign

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

#### CALIFORNIA AND FOREIGN SARDINES

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
CENTRAL CONSUMER PURCHASES - CAS		100.	00.12			TRAINIPER
COMBUNEN FUNCHASES - CAD	(2,000) 88					VI ELAUTION
California - Total	11					erettiin a
Foreign - Total	5					egiero"
FAMILIES BUYING (000'S &	% OF REG.)					or excursed
California - Total	222 1.5					Californ
Foreign - Total	231 1.5					salviet .
AVERAGE FURCHASE TRANSAC SIZE-CANS	TION					
California - Total	1.6					
Foreign - Total	1.6					
AVERAGE PRICE PAID (¢/CA	N)					
California - 1 Lb.	22.9					
Foreign - 1/4 Lb.	27.8					
MOUNTAIN & SOUTHWEST CONSUMER FURCHASES - CAS	ES (000'S)					1700
California - Total	3					rollis
Foreign - Total	*					
FAMILIES BUYING (000'S &	% of REG.)					
California - Total	79 1.5					70711100
Foreign - Total	* *					milesof of
AVERAGE FURCHASE TRANSACT	TION					DE BOAKSYA
California - Total	1.7				LEIDE - ME	
Foreign - Total	*					ng terapa
AVERAGE PRICE PAID (¢/CA						STE SCARSVA
California - 1 Lb.	21.4					

<sup>\*</sup>Insufficient Number Of Purchases To Compute A Separate Figure

- 1/4 Lb.

Foreign

# NATIONAL CONSUMER PANEL Report to

UNITED STATES DEPARTMENT OF INTERIOR

PACIFIC REGION 1959 Monthly (4 weeks)

SEPTEMBER

#### CALIFORNIA AND FOREIGN SARDINES

A CONTRACTOR OF THE PARTY OF TH		A CONTRACTOR OF THE PARTY OF TH			
	APRIL	MAY	JUNE	JULY	AUGUST
CONSUMER PURCHASES - CAS	BES (000'S)				
California - Total	4				
Foreign - Total	5				
FAMILIES BUYING (000'S 8	% OF REG.)				
California - Total	96 1.6				
Foreign - Total	196 3.3				
AVERAGE FURCHASE TRANSACTION SIZE-CANS	TION				
California - Total	1.8				

#### AVERAGE PRICE PAID (¢/CAN)

California - 1 Lb. 21.5

Foreign - Total 1.7

Foreign - 1/4 Lb. 26.7

#### NATIONAL CONSUMER PANEL

Report to

UNITED STATES DEPARTMENT OF INTERIOR 1959

MAY

CHAINS OUTLETS: INDEPENDENTS & OTHER OUTLETS 1959

TEUDUA

SEPTEMBER

Monthly (4 weeks)

JULY

#### CALIFORNIA AND FOREIGN SARDINES

JUNE

		APRIL
COLUMN AURO		(000'8)
California	<b>P</b> .	
Foreign	- Total	13
AVERAGE PURCE SIZE-CANS	ASE TRANSACTI	ON
California	- Total	1.8
Foreign	- Total	1.8
AVERAGE PRICE	PAID (¢/CAN)	
California	- 1 Lb.	21.1
Foreign	- 1/4 Lb.	24.3
INDEPENDENTS (	ASES - CASES	TS (000'S)
California	- Total	33
Foreign	- Total	12
AVERAGE FURCH	ASE TRANSACTI	ON
California	- Total	1.9
Foreign	- Total	1.7
AVERAGE PRICE	PAID (¢/CAN)	

California - 1 Lb.

Foreign - 1/4 Lb. 27.0

24.2