

to \$23,827 for the week beginning July 26 (Table 3). Sales in the produce department, which included frozen fruits, vegetables and juices as well as fresh products, ranged from \$3,752 to \$2,505 weekly. Average weekly sales in the grocery department varied from \$16,711 to \$14,197 and those of the meat department ranged from \$8,672 to \$6,820.

The distribution of sales among the three departments of the test stores and a comparison with a national average for stores of the supermarket class are given in Figure 2. Grocery department sales in the 10 stores accounted for 59 percent of the total, while sales in the meat and produce departments amountd to 29 and 12 percent, respectively. In these stores, meat and produce sales were slightly more important than in the average U. S. supermarket, whereas grocery sales were somewhat less important in terms of total dollar volume.

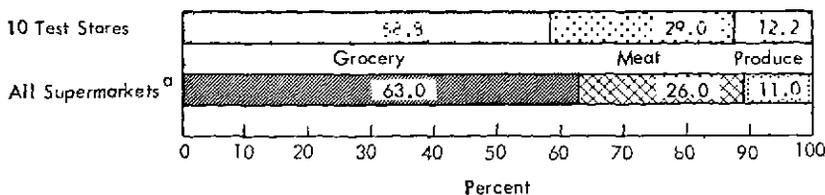


Fig. 2.—Distribution of total sales among departments, 10 retail food stores, Delaware Valley area, June 7-August 7, 1954.

^aBased on a survey of food retailing operations of the Super-Market Institute for the year 1953; The Super-Market Industry Speaks, 1954.

The volume of store traffic, or number of customers served, provides an additional indication of the size of the food stores employed in the study. About 5,500 customers passed through each of the test stores during an average week (Table 4). About two-thirds of the total store traffic was concentrated in the last three days of the week. Friday was the peak day from the standpoint of customer traffic. An average of 1,468 customers, 27 percent of the weekly total, was served by each store on this day. Each of the first three days of the week accounted for 10 to 11 percent of total store traffic. From the beginning of the study on June 7, 1954, until its termination on August 7, the 10 stores served a total of 494,967 customers. Since each store customer may be regarded as a potential purchaser of citrus products, it is evident that the response to the five price levels tested is indicative of the reactions of a comparatively large number of individual shoppers.