

Feature Pricing of Whole Roasters/Roasting Chickens vs. Fresh Fryers by Supermarkets^{1/}

Item		Avg Nat'l Frequency ^{2/} and Avg Feature price	Regional Frequency ^{3/} and Average Feature Price					
			NE	SE	MW	SC	SW	NW
2012	Whole Bagged Roaster	3.14%	57.6%	22.3%	10.6%	4.3%	4.2%	1.1%
		1.18	1.18	1.17	1.16	1.25	1.38	1.44
	Whole Bagged Fryer	6.74%	18.7%	15.5%	11.8%	10.7%	23.4%	19.9%
		1.09	1.18	1.05	1.04	0.99	1.12	1.15
Sale Price Difference		0.09	0.01	0.12	0.12	0.26	0.25	0.29
2011	Whole Bagged Roaster	3.33%	53.8%	23.8%	11.9%	4.3%	4.5%	1.8%
		1.15	1.13	1.14	1.21	1.31	1.47	1.31
	Whole Bagged Fryer	6.80%	19.5%	15.0%	12.3%	10.6%	22.3%	20.3%
		1.05	1.15	1.03	1.04	0.90	1.02	1.05
Sale Price Difference		0.11	-0.02	0.11	0.16	0.41	0.45	0.26
2010	Whole Bagged Roaster	3.18%	59.7%	17.3%	10.2%	6.3%	4.2%	2.3%
		1.14	1.10	1.12	1.22	1.39	1.53	1.37
	Whole Bagged Fryer	6.56%	19.4%	13.5%	11.1%	12.0%	19.8%	24.1%
		1.00	1.08	0.96	1.00	0.89	0.97	0.97
Sale Price Difference		0.15	0.01	0.15	0.22	0.51	0.56	0.40
2009	Whole Bagged Roaster	3.73%	51.6%	17.7%	11.0%	6.1%	8.2%	5.3%
		1.14	1.12	1.07	1.12	1.25	1.56	1.30
	Whole Bagged Fryer	7.24%	18.5%	12.5%	15.2%	12.0%	19.9%	21.9%
		0.97	1.06	0.88	0.98	0.92	0.98	0.96
Sale Price Difference		0.17	0.06	0.19	0.14	0.33	0.58	0.34
2008	Whole Bagged Roaster	3.83%	55.2%	15.8%	11.9%	6.4%	7.5%	3.2%
		1.12	1.08	1.09	1.14	1.20	1.65	1.16
	Whole Bagged Fryer	7.62%	19.9%	16.0%	13.0%	14.4%	17.9%	18.8%
		1.00	1.07	0.93	1.01	0.99	0.96	1.05
Sale Price Difference		0.12	0.00	0.17	0.13	0.21	0.70	0.11

1/: of the top 25 most frequently advertised chicken cuts at retail based on a weekly survey of supermarket ads in the 50 United States.

2/: average annual frequency percentage.

3/: adjusted to a "per 100 store" basis to account for different size regional samples.

4/: the percentage of "no price" promotions (e.g., buy 1, get 1 free, 40% off all poultry, etc.)

Source: USDA Weekly Retail Chicken Feature Activity report