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Report for 4/19/2025 - 4/25/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased 7.7% and the activity index decreased by 33.1%. Ground and deli items continue to be the primary turkey items featured. Whole birds dropped sharply after the Easter holiday, receiving no feature space this week.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	33,094	49,435	
Feature Rate (%)	69.4%	77.1%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh			1,410	2.51		
		Whole Turkey < 16 Lbs	Conventional	Fresh			1,018	2.05		
		Whole Turkey < 16 Lbs	Conventional	Frozen			4,214	1.19		
		Whole Turkey < 16 Lbs	Kosher	Frozen			1,390	2.69		
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh			1,410	2.51		
		Whole Turkey > 16 Lbs	Conventional	Fresh			985	2.08		
		Whole Turkey > 16 Lbs	Conventional	Frozen			4,247	1.19		
		Whole Turkey > 16 Lbs	Kosher	Frozen			1,390	2.69		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	311	5.49	311	5.49		
		Breast Tenders, Regular	Conventional	Fresh			32	6.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh	425	5.90				
		Drumsticks, Regular	Conventional	Frozen	17	2.59	160	2.69		
		Split Breast, Bone-In, Regular	Conventional	Fresh			36	3.49		
		Split Breast, Bone-In, Regular	Conventional	Frozen			92	1.99		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh			1,390	3.29		
		Whole Breast, Bone-In, Regular	Conventional	Fresh			1,576	1.51		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	93	1.72	5,529	1.62		
		Whole Breast, Boneless, Regular	Conventional	Fresh			615	4.07		
		Whole Breast, Boneless, Regular	Conventional	Frozen			82	1.99		
		Wings, 10 Lbs or more	Conventional	Fresh			24	2.99		
		Wings, 10 Lbs or more	Conventional	Frozen	24	2.99	24	2.99		
		Wings, Regular	Conventional	Frozen	17	2.59	160	2.69		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Wings, Value	Conventional	Fresh	50	2.69	50	2.79		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	189	3.50				
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,124	3.98	1,364	3.87		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	567	3.48	663	3.05		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	211	3.99				
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,853	4.56	749	4.21		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	23	7.99				
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	916	3.69				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	194	4.47	22	5.49		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	511	7.91	403	6.66		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	674	5.53	339	5.93		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic, Free Range	Fresh	23	7.99				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	3,259	3.65	193	5.50		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	266	7.27	2,059	6.72		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	44	7.99				
		Turkey Bacon, < 1 Lb	Conventional	Fresh	669	5.38	804	5.22		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	602	4.74	505	4.86		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh			29	6.98		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	20	4.99	164	4.99		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared			16	8.49		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared			44	3.99		
		Necks, Smoked	Conventional	Prepared			44	3.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	20	9.59	2,353	7.30		
		Wings, Smoked	Conventional	Prepared			44	3.99		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	31	6.00	219	6.57		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	535	4.08	151	3.89		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,606	5.17	2,223	6.18		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	18	13.69	519	14.38		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	9,428	7.53	5,458	7.88		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	1,038	18.45	488	22.81		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	23	18.11				
		Service Deli - Cat 1	Antibiotic Free	Prepared	27	9.49	20	9.99		
		Service Deli - Cat 1	Conventional	Prepared	4,474	10.52	1,948	10.36		
		Service Deli - Cat 2	Conventional	Prepared	991	8.03	1,728	8.34		
		Service Deli - Cat 3	Conventional	Prepared	302	5.32	204	5.15		
		Service Deli Pastrami	Conventional	Prepared	302	6.99				
		Service Deli Turkey Ham	Conventional	Prepared	167	4.47	359	4.96		
Variety Meat	Per lb	Gizzards	Antibiotic Free	Fresh			21	2.99		
		Hearts	Antibiotic Free	Fresh			21	2.99		
		Liver	Antibiotic Free	Fresh			21	2.99		
		Necks	Conventional	Fresh	50	1.99	50	2.59		
		Necks	Conventional	Frozen			65	1.99		

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	10,101
Feature Rate (%)	78.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	311	5.49 - 5.49	5.49
			Breast Tenders, Marinated, Regular	Conventional	Fresh	364	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Frozen	17	2.59 - 2.59	2.59
			Whole Breast, Bone-In, Regular	Conventional	Frozen	15	1.29 - 1.29	1.29
			Wings, 10 Lbs or more	Conventional	Frozen	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Frozen	17	2.59 - 2.59	2.59
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	189	3.50 - 3.50	3.50
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	182	2.99 - 5.50	4.43
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	214	3.33 - 5.50	3.95
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	922	3.99 - 5.99	4.42
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	159	4.66 - 4.66	4.66
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	108	4.49 - 4.49	4.49
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	322	5.99 - 7.99	7.87



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	644	4.99 - 5.99	5.51
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	876	3.50 - 5.50	3.95
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	216	4.17 - 9.57	7.43
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	44	7.99 - 7.99	7.99
			Turkey Bacon, < 1 Lb	Conventional	Fresh	393	3.99 - 6.65	5.40
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	302	4.99 - 4.99	4.99
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	20	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	37	5.08 - 5.08	5.08
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	259	3.99 - 8.49	5.07
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	18	13.69 - 13.69	13.69
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1270	5.32 - 14.20	8.28
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	280	18.45 - 18.45	18.45
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	18	18.11 - 18.11	18.11
			Service Deli - Cat 1	Conventional	Prepared	1810	8.99 - 13.99	10.88
			Service Deli - Cat 2	Conventional	Prepared	751	5.99 - 9.99	8.00
			Service Deli - Cat 3	Conventional	Prepared	20	6.99 - 6.99	6.99
			Service Deli Pastrami	Conventional	Prepared	302	6.99 - 6.99	6.99

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	6,432
Feature Rate (%)	50.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Wings, 10 Lbs or more	Conventional	Frozen	3	2.99 - 2.99	2.99
			Wings, Value	Conventional	Fresh	50	2.69 - 2.69	2.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	327	2.99 - 5.00	3.19
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	3	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	548	4.49 - 5.99	4.64
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	59	4.49 - 4.49	4.49
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	3	5.95 - 5.95	5.95
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	1009	3.50 - 5.50	3.51
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	8	4.17 - 6.65	5.22
			Turkey Bacon, < 1 Lb	Conventional	Fresh	71	4.00 - 6.65	5.39
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	561	3.99 - 6.99	5.78



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli	Per lb		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2873	4.44 - 13.07	7.96
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	186	18.45 - 18.45	18.45
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	5	18.11 - 18.11	18.11
			Service Deli - Cat 1	Conventional	Prepared	665	8.99 - 13.99	11.40
			Service Deli - Cat 2	Conventional	Prepared	9	6.99 - 9.99	8.99
			Service Deli - Cat 3	Conventional	Prepared	2	6.99 - 6.99	6.99
Variety Meat	Per lb		Necks	Conventional	Fresh	50	1.99 - 1.99	1.99

MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	6,694
Feature Rate (%)	87.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Marinated, Regular	Conventional	Fresh	61	5.33 - 5.33	5.33
			Whole Breast, Bone-In, Regular	Conventional	Frozen	48	1.69 - 1.69	1.69
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	405	3.99 - 4.99	4.27
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	18	3.33 - 3.99	3.40
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	211	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	237	3.99 - 5.99	4.26
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	23	7.99 - 7.99	7.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	190	2.99 - 5.00	4.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	2	4.37 - 4.37	4.37
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	189	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	2	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	USDA Organic, Free Range	Fresh	23	7.99 - 7.99	7.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	857	3.50 - 4.50	3.53
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	13	6.65 - 6.65	6.65
			Turkey Bacon, < 1 Lb	Conventional	Fresh	18	7.18 - 7.18	7.18
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	259	4.48 - 4.48	4.48
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	20	9.59 - 9.59	9.59
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	31	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	81	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	479	3.99 - 7.99	6.11
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1920	5.32 - 12.43	7.07
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	130	18.45 - 18.45	18.45



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 1	Antibiotic Free	Prepared	2	9.49 - 9.49	9.49
			Service Deli - Cat 1	Conventional	Prepared	1190	8.49 - 12.49	10.11
			Service Deli - Cat 2	Conventional	Prepared	220	6.99 - 8.99	8.00
			Service Deli - Cat 3	Conventional	Prepared	49	3.99 - 6.99	5.52
			Service Deli Turkey Ham	Conventional	Prepared	16	3.99 - 3.99	3.99

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	4,449
Feature Rate (%)	67.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	30	1.99 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	264	2.49 - 3.99	3.59
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	25	3.99 - 3.99	3.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	69	2.99 - 2.99	2.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	25	4.37 - 4.37	4.37
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	25	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	397	3.50 - 5.50	3.65
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	29	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	187	3.99 - 6.35	5.17
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	41	4.48 - 4.48	4.48
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	280	3.17 - 4.68	3.97
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	494	3.99 - 7.49	5.23
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1715	3.54 - 13.07	6.91
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	158	18.45 - 18.45	18.45
			Service Deli - Cat 1	Antibiotic Free	Prepared	25	9.49 - 9.49	9.49
			Service Deli - Cat 1	Conventional	Prepared	568	7.97 - 11.99	9.49
			Service Deli - Cat 3	Conventional	Prepared	94	4.39 - 5.99	4.93
			Service Deli Turkey Ham	Conventional	Prepared	23	3.69 - 5.29	3.90

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	4,027
Feature Rate (%)	72.4%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	504	3.99 - 4.49	4.14
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	307	2.99 - 3.66	3.11
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	146	3.99 - 5.99	5.61
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	382	2.99 - 2.99	2.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	120	3.50 - 3.50	3.50
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	126	3.63 - 3.99	3.82
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	474	3.99 - 6.99	4.32
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1302	3.89 - 10.98	7.20
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	228	18.45 - 18.45	18.45
			Service Deli - Cat 1	Conventional	Prepared	173	8.98 - 12.99	9.55
			Service Deli - Cat 3	Conventional	Prepared	137	4.39 - 5.99	5.25
			Service Deli Turkey Ham	Conventional	Prepared	128	3.99 - 5.29	4.63

NORTHWEST REGION (ID, MT, OR, WA, WY)

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	1,260
Feature Rate (%)	67.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	407	3.99 - 5.99	4.19
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	116	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	11	4.57 - 4.57	4.57
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	304	3.99 - 3.99	3.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	306	5.32 - 10.98	7.99
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	48	18.45 - 18.45	18.45
			Service Deli - Cat 1	Conventional	Prepared	68	8.98 - 14.99	10.65

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	49
Feature Rate (%)	40.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	12	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	12	3.99 - 3.99	3.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	14	7.98 - 9.96	8.40
			Service Deli - Cat 2	Conventional	Prepared	11	9.99 - 9.99	9.99



HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	82
Feature Rate (%)	50.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	23	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	23	3.99 - 3.99	3.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	28	6.20 - 7.09	6.99
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	8	18.45 - 18.45	18.45

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.