

The following tables show the distribution of the shops stocking New Zealand butter in the First and Second Surveys.

TABLE 12.—*Percentage of Independent and Multiple Shops in each Area stocking New Zealand Butter.*  
(First Survey, April–June.)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Independent .. ..	39	46	53	50	6	1	6	24
Multiple .. ..	58	61	71	56	37	17	13	44
All Shops .. ..	49	54	64	54	24	8	9	35

TABLE 13.—*Percentage of Independent and Multiple Shops in each Area stocking New Zealand Butter.*  
(Second Survey, July–September.)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Independent .. ..	30	39	53	2	2	1	4	17
Multiple .. ..	50	55	71	17	23	18	12	36
All Shops .. ..	41	48	64	11	14	9	8	28

From these tables it is apparent that New Zealand butter is more popular in the Southern than in the Northern areas. In the town of Bristol it was found in 86 per cent. of the shops visited, and in many of these cases it was the only butter or the chief butter stocked.