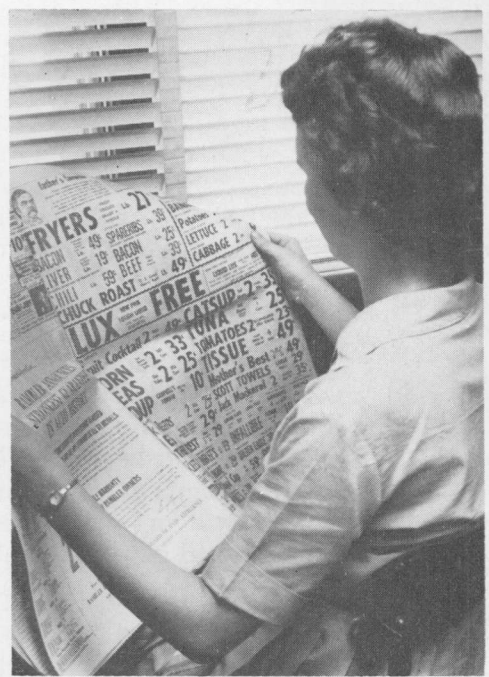


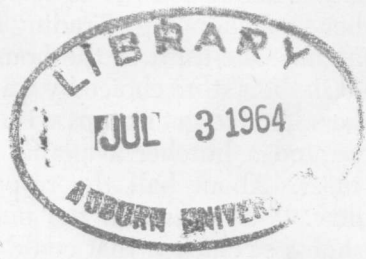
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# How Homemakers Select Foods



A STUDY OF INFLUENCES AFFECTING  
FOOD BUYING OF URBAN HOMEMAKERS



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## SUMMARY

The food industry does more than provide products and services. Much time and effort are spent in attempts to influence homemakers' food buying decisions. A big problem in these promotional efforts, and the subject of the study reported here, is determining what influence causes the desired response from purchasers. Response referred to is the purchase of a specific food because of a particular influence.

Fourteen sources of food information were used to measure responsiveness of urban homemakers. Recipes on food containers, requests by family members, and food store advertisements in newspapers had been used by about half the homemakers in recent food buying. One-third remembered being influenced to buy a food item by information from friends or relatives, cook-books, or food advertisements on television.

The influence of samples tasted in stores, food articles in magazines, or store displays were reported by one-fourth of the homemakers. Lesser numbers had used the food section of newspapers, radio food advertisements, handout material in stores, single food advertisements in newspapers, or cooking demonstrations on television in deciding what to buy. Negro homemakers responded in about the same manner as did white homemakers, except at a consistently lower percentage level.

Some types of food information, or methods of promotion, influenced a homemaker to buy a particular food product. Other types of promotion influenced her to select a particular store for all or most of her food shopping. Trading stamps often fall in this latter classification. One-third of the homemakers reported they were influenced in their store choice by trading stamps. However, most homemakers liked to get stamps with their purchases. Many homemakers wanted a butcher available in the store, but liked prepackaged meat. About half the respondents preferred prepackaged poultry. Many disliked the unfamiliar parts or questioned the freshness of chicken that could not be tested by touch or odor.

Homemakers between 30 and 50 years old were the most responsive age group to promotional activities in the food market. Responsiveness of white homemakers to most of the information sources increased with increases in level of education of the

homemaker, per capita income, and per capita meal cost, and as size of household decreased. Among Negro homemakers, an increase in level of education was related to greater use of nearly all the food information sources studied. However, an increase in education was usually accompanied by larger per capita incomes and higher per capita meal costs, as well as smaller size of household.

Educational and promotional material should be designed to meet known or latent needs of homemakers with specific characteristics. Many Negro homemakers are not reached by newspapers but can be influenced by radio advertising and in-store promotional practices. Homemakers under 30 or over 50 years of age have needs that differ from the mass of food buyers. Their lack of response to educational and promotional materials may indicate new approaches are needed.

Most homemakers can be placed in two broad consumer groups — unrestricted food budgets (moderate to high levels of income, education, and per capita meal expenditures, and smaller size of households), and restricted food budgets (low levels of income, education, and per capita meal expenditures, and larger size of households). Urban homemakers divide about equally between these two consumer groups, which differ in food buying problems and interests. Educational or promotional materials, both in-store and outside media, could be designed and directed at these two groups without regard to race.

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# How Homemakers Select Foods\*

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**F**OOD IS A MAJOR EXPENDITURE in most families. Despite wide variations among individual urban families, food buying is a common bond. All families — whether large or small, rich or poor — purchase food for preparation in the home.

Since food is frequently purchased, it has been assumed that housewives do most of their food shopping without effectively using the decision-making process. Current research in consumer motivation indicates that decision making is a dynamic process in which homemakers use both habitual and discretionary methods to satisfactorily meet their responsibility as food providers. The purpose of this study was to investigate some of the factors that influence decision making by homemakers when they buy food for use in the home. It was primarily concerned with the impact of advertising, information from familiar people, and in-store practices upon specific purchases.

To those interested in production and marketing of food products, the study should provide an insight into the information sources used by homemakers that caused the purchase of a particular food item. Since the family is the ultimate consumer, un-

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\*\* The authors are grateful for cooperation of the 1,654 urban families in Alabama who supplied the information that made this study possible, and for the assistance of the enumerators who collected the data. Acknowledgment is also due the Survey Operations Unit of the University of North Carolina for drawing the sampling units, and to Auburn University Agricultural Experiment Station staff members of the Research Data Analysis Laboratory for statistical guidance and of the Department of Agricultural Economics for aid and encouragement.

derstanding how homemakers solve food purchasing problems should enable marketing people to better meet the needs of family food buyers. The effect of age, income, education, and other factors upon responsiveness of homemakers to selected media helps identify groups that might be influenced by educational or promotional efforts.

### **HOW the STUDY WAS MADE**

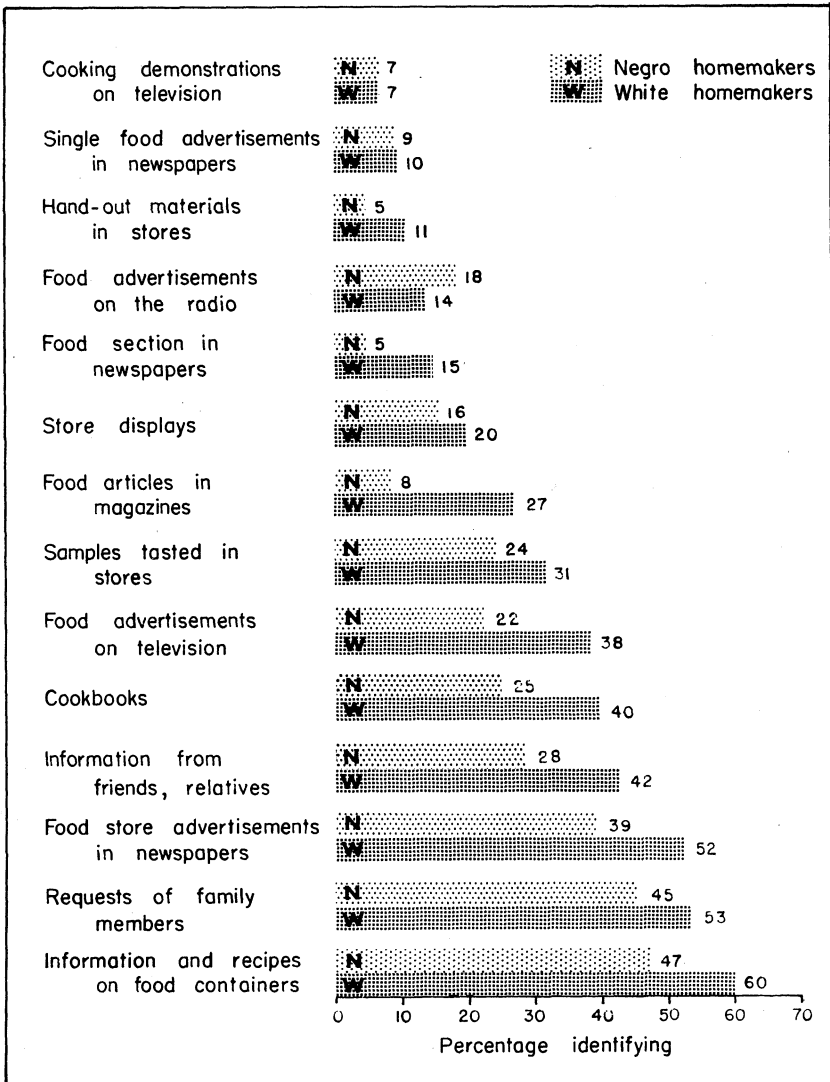
The sampling procedure used in this study was designed to represent all urban areas of Alabama (cities with a population of 2,500 or more) as one population group. The sample, drawn by the Survey Operations Unit of the University of North Carolina, resulted in 1,654 usable family schedules. Schedules were obtained by personal interview with the person in each household who was most familiar with the food purchased and used. One-member families and those with more than four boarders were excluded. The study week covered the 7 days previous to the interview. Field work was carried out during the spring, fall, and winter of 1958.

The 1,654 schedules were collected from 832 white and 822 Negro families. Negro families averaged slightly larger both in size of family and size of household (21-meal-equivalent size) than the white families. They contained a greater proportion of younger children and more often had a woman as head of the household. Both annual family income and per capita income of Negro families was half that of the white families. Per capita meal costs of Negro families averaged two-thirds that of white families. Education was higher among homemakers than men, and for white than for Negro heads of households. Negro women were more likely to work outside the home. Approximately half of the homemakers and male heads of the house were from urban backgrounds and nearly all were born in the Southern States, particularly Alabama. Appendix A reports a more detailed description of the families by race.

### **INFLUENCES in HOME or SOCIAL SITUATIONS**

How do homemakers decide what to buy and what to reject as they walk through the retail food store? Alabama urban homemakers supplied answers when asked which of 14 possible information sources had influenced their choices of specific foods.

These sources might be grouped into mass media, such as television and radio; printed sources, like recipes, newspapers, and magazines; personal influences, such as family members or friends; and merchandising practices encountered in stores. The most intensively studied information sources are shown by the graph, to-



Presented here are the percentages of white and Negro urban homemakers reporting a recent food purchase that they identified with a specified media.

gether with the percentages of homemakers who recalled using each type.

### Recipes on Food Containers or in Cookbooks

About half the homemakers said a recipe or a suggestion on the label of a food container had caused them to buy specific items. This information source was popular with all except white homemakers past 60 years old and Negro homemakers older than 45 years. It was most used by families with young children and size of household between two and six persons. Package recipes were often mentioned by homemakers in the wide middle range of per capita income and meal cost, and by those with more than a fourth grade education. Greater use of recipes on food containers was related to an increase in per capita meal costs in white families, but to an increase in per capita incomes in Negro families.

Food containers of many kinds were mentioned as sources of recipes used in buying specific foods. These were grouped as follows:

<i>Type food containers</i>	<i>Percentage of total use</i>
Sweets.....	24
Main dish items.....	20
Cereal.....	19
Canned milk.....	14
Flour.....	10
Shortening.....	7
Cookie boxes.....	6

Negro homemakers were less likely to use recipes from sugar, sirup, or main dish food packages. They were more likely to use those on cookie containers and flour bags. Many Negro families did not serve desserts or canned food combinations. Cans of beans, soup, vegetables, and stews often suggested menus. The homemaker in a hurry could depend on cereal containers for recipes for cookies, hot breads, or spaghetti sauce.

If a new food form was prepared, the directions on the package, often a recipe, helped in creating a successful dish. Recipes on evaporated milk cans were used for all types of dishes. Condensed milk containers were a favorite source of recipes for special desserts not readily found in cookbooks. Flour bags and shortening cans were depended on to furnish recipes for bread, pies, and cakes.

Cookbooks were also an important source of information leading to specific food purchases. These reference books were used



most by homemakers younger than 45 years of age. Homemakers in the age group that has growing children consider cookbooks to be more important as a source of information than do older or younger homemakers. The typical user of cookbooks usually had a high school or college education, medium to high per capita income, and above average per capita meal cost. Use of cookbooks declined with age but increased with education. In Negro families, cookbooks were more likely to be used as larger amounts were spent for food on a per capita basis. Cookbooks were used largely as sources of information for dishes prepared infrequently, for desserts, for ideas to vary the menu pattern, and for dishes for special meals.

Many homemakers, especially those between 30 and 50 years old, are avid collectors of recipes. They seek the new and different, are less conservative in their food habits, and find adventure in introducing friends and relatives to new dishes. Recipes are a source of new ideas in menu construction and form an important link in changing food patterns of families.

Nearly three-fourths of the homemakers indicated a willingness to try new recipes that contained combinations of familiar foods. Half of them would try new recipes even if they contained unfamiliar foods. The homemakers who would get the opinion of others or wait to taste the completed dish before trying were placed in a "might try" group. This group enlarged when the hypothetical recipe contained an unfamiliar ingredient, as shown below:

<i>Probable action—hypothetical recipe</i>	<i>Recipe ingredients</i>	
	<i>Familiar Per cent</i>	<i>Unfamiliar Per cent</i>
Try it.....	71	49
Not try it.....	11	19
Might try.....	18	32
TOTAL.....	100	100

To further test attitudes, homemakers were shown an actual recipe. Half the respondents saw only the recipe and the other half saw the recipe and a large black and white photograph of the completed dish. The test recipe used was for Fruit Trifle, which had been modernized with instant pudding and gingerale. (See Appendix B for the Fruit Trifle recipe.)

Reactions of the homemakers to the actual recipe were similar to those toward the hypothetical one with an unfamiliar ingredient, but there was less hesitancy in giving a "try" or "not try" re-

sponse. More homemakers said they would try a new recipe if they could see if it “looked good” as well as “sounded good.” This was particularly true for those who were less familiar with the use of recipes, such as the younger or low income homemakers.

The following table illustrates the homemaker’s reactions when a specific recipe was involved:

<i>Probable action—actual recipe</i>	<i>Recipe only Per cent</i>	<i>Recipe and picture Per cent</i>
Try it.....	52	62
Not try it.....	37	27
Might try.....	11	11
TOTAL.....	100	100

The major reason for trying a new recipe was that it “looked” or “sounded” good. Homemakers evaluated the probable effect of the combined foods and their treatment in terms of flavor, cost, the meal situation, and family acceptance. “Seeing how it would turn out” was the major reason for trying new recipes — a sort of “opening a present” feeling. For many homemakers, varying the familiar menu pattern with a surprise the family liked raised her prestige.

The major reason for “not trying” a new recipe was that time, effort, money, or the materials involved would be wasted if conservative food habits were disturbed. Among the low income, older homemakers, or those on diets, a satisfactory food pattern had been established and this discouraged use of new recipes. The “might try” group, because of income, inexperience, or personal reasons, was more likely to want to shift responsibility or to be afraid of failure than the other groups.

### **Requests of Family Members**

Because homemakers buy and prepare food for family use, the assumed or expressed desires of all family members must be considered. Of the requests of family members that resulted in a food purchase, nearly three-fourths came from children. These requests were highest in low income families, and their influence increased with an increase in size of household. In high per capita income families (small size and usually older families) requests of husbands were more important. Requests granted while shopping with children were highest among medium per capita income families. Television advertisements seen in the home were influential in stimulating requests by children for specific foods, but homemakers made the decision to buy or not to buy.

Desires of family members had their strongest influence when the homemaker was under 45 years of age. Children between 6 and 12 years of age were most likely to have requests granted, but younger children and adolescents also influenced food purchases. In white families, neither income nor education was related to the granting of requests. In Negro families, requests were more likely to be recognized by younger homemakers or as larger amounts were spent for food.

Families spending less than 35¢ per person meal were most likely to allow children to suggest purchases. Since it costs around 25¢ per person meal to feed a child, this amount suggests that families with children give requests more consideration. When requests of husbands were mentioned, the homemaker was likely to be middle aged, and the family consisted of adults only. Homemakers often mentioned that special food items were purchased because they thought the family would like them.

#### **Information from Friends or Relatives**

About half the respondents reported that information from persons they know by name had resulted in a food purchase in recent weeks. Information about cost or quality of the food was most frequently used, especially among lower income homemakers. Eating together and sharing recipes were more likely customs among medium and high income homemakers, and this facilitated exchange of food information. In low income homes, food was seldom shared with those outside the family and there was little socializing in which food was a feature.

Except for those in the oldest age groups, friends and relatives were popular information sources for white homemakers. This source was mentioned less frequently by Negro homemakers. It was more important to the high school or college educated homemakers, those with medium and high incomes, those who spent more than 25¢ per person per meal, and those with a small size of household. This indicated that families of middle-aged homemakers or those with less restricted food budgets were more likely to be influenced by persons outside the immediate family.

### **INFLUENCES RELATED to ADVERTISING**

#### **Newspapers and Magazines**

While food store advertisements were used by many homemakers in deciding what to buy, many families were not reached by

this type of advertising. One-fourth of the families had no regular newspaper that carried food advertising. This group was largely concentrated among younger, low income families whose homemakers were grade school educated, and Negro families. Most homemakers used food store advertisements to check meat prices, but some used them for menu suggestions or as reminders when making a shopping list.

Food store advertisements were most popular with homemakers between 30 and 60 years of age in white families, and up to 50 years in Negro families. They were most used by the better educated homemakers, and those with medium to high incomes, average size of households, and average or above per capita meal costs.

In white families, influence of food store advertisements increased with age of the youngest family member, and with an increase in per capita meal costs. In Negro families, greater use of food store advertising was related to an increase in income, more education, and greater per capita food expenditures. Food store advertising in newspapers appealed more to the middle-aged homemaker, an experienced shopper with ample food money who used bargain hunting as a test of wits as much as a saving.

The food section of the newspaper was used largely by the white homemaker with a college education and its use increased with higher per capita meal costs. Such homemakers are usually characterized by small size of household and adequate income. The newspaper food section was used primarily for recipes, but a few mentioned the "Best Buys" feature. Articles and recipes in magazines appealed to the same group of homemakers who used the food section, but neither were major sources of food information that could be directly related to specific food purchases.

### Television and Radio

About one-fourth of the families either had no television or never watched sponsored food advertisements. Those who mentioned buying a product because of television advertising most often mentioned a "new" food, an attractive package, or a brand name product, particularly a dairy food item. These media became more important in white families as larger amounts were spent per person per meal. They were related to increased incomes and education among Negro families. Food demonstrations on television had little influence on specific food purchases.

Most of the demonstrations were "quickies" promoting use of dairy products, rather than demonstrations of complicated dishes.

One-fifth of the homemakers did not listen to radio programs that mentioned food. This information source was used more by Negro than white homemakers. Greater dependence on radio food advertising was related to an increase in income, education, meal cost, or age of the youngest family member. These characteristics pointed toward the middle-aged homemaker who was interested in comparative pricing, particularly of meats.

### Mail-Out Coupons

Mail-out coupons that provide a price discount are often used to promote brand name products. Nearly all the homemakers had received these coupons. However, the 14 per cent who never received them was likely to be nonwhite, low income, young families who lived in towns of 10,000 to 25,000 population. Of the families who received coupons, 8 per cent always used them, 38 per cent used them for some products, but the remaining 54 per cent never used coupons mailed to their homes. The reasons each group gave for their actions are summarized below:

<i>Reason</i>	<i>Per cent of all families</i>
<b>Nearly always use coupon</b>	
Saving in cost or bargain.....	34
Like to try new items.....	33
Use for known or usual foods.....	30
Miscellaneous answers.....	3
<b>Sometimes use coupons</b>	
Only use for known or usual foods.....	62
Savings in cost or bargain.....	19
Like to try new items.....	17
Miscellaneous answers.....	2
<b>Never use coupons</b>	
No specific reason.....	60
Too much trouble.....	18
Forgets to use.....	12
Gives away.....	9
Miscellaneous answers.....	1

Homemakers most likely to use mail-out coupons were typical of those who were most responsive to other influences tested in the study. They were those with children, with medium per capita incomes, between 30 and 50 years of age, and with more than average education.

## INFLUENCES in FOOD STORES

### Samples Tasted in Stores

Nearly one-third of the homemakers reported buying a food because of a sample tasted at the store. These samples were usually meat or cheese, and the customer most often bought the food because she "liked" it. In both white and Negro families, responsiveness to samples was related to an increase in per capita meal costs. In Negro families, the better educated homemakers in the 30-year age group were most likely to buy a food because a sample had been tasted in the store.

### Store Displays and Handout Materials

Store displays influenced homemakers through price appeals, attractiveness, location, and as reminders to buy. This influence increased with a rise in per capita meal costs in white families, and with increasing education in Negro families.

Handout materials, such as tear-off recipes or folders, 2-for-1 deals, and coupons on or in packages, were less widely mentioned. These items appealed more to younger than older white homemakers, and were more likely to be recalled by Negro homemakers with high school or college educations.

### Trading Stamps

Some homemakers may like or even use a merchandising practice, such as giving trading stamps, without the practice affecting their choice of a food store. On the other hand, these practices may often be a factor in food store selection.

Only one-third of the homemakers said that giving trading stamps influenced their choice of a food store, but more than half liked to get and use them. While 55 per cent of all homemakers favored stores giving trading stamps, 15 per cent disliked the practice. The remaining 30 per cent were indifferent to the practice, had no preference, or claimed they had never heard of such stamps. More Negro than white homemakers were unfamiliar with trading stamps.

Some 93 per cent of the homemakers who liked trading stamps named "free gifts" as the reason for their attitudes. The remainder said stamps were used to obtain gift or luxury items. Of the homemakers who disliked trading stamps, 59 per cent believed they

paid more for food when stamps were given. The remaining 41 per cent said stamps were too much bother.

Trading stamps were most often collected by homemakers with several children. In these families money was ample for controlled spending for food but insufficient for lesser luxuries. Middle-aged homemakers with more years of shopping experience were most likely to think that trading stamps raised food prices. Also, they had less urge for additional material possessions. Homemakers with high levels of formal education were more likely to object to trading stamps.

### **Butcher Service**

The butcher who cuts meats as desired by the customer has long been a merchandising practice of retail food stores. This service is still available in many stores, although most meats are sold prepackaged and self-service. Two-thirds of the homemakers preferred having a butcher available in the store (on call) for one or more of the following reasons: (1) to cut meats to their particular preferences, (2) to give advice, and (3) to provide kinds of meats or types of cuts that might not be available on the counter. The others were satisfied with self-service meat counters or were indifferent.

Among white homemakers, there was a rather well defined line between those who liked or disliked butcher service. Those under 40 years of age were likely to prefer prepackaged meats and to object to waiting for butcher service. If they liked this service, it was because they depended on the butcher for advice about purchases. Middle-aged homemakers were most influenced in the choice of a food store because of butcher service facilities. Older homemakers were likely to want this service to be able to purchase accustomed meat cuts.

Low income Negro homemakers were likely to dislike butcher service or to be indifferent. Medium and high income Negro homemakers reported more approval of butcher service and were more likely to be influenced by it in their choice of a food store. Age differences were not as clear cut a factor for Negro as was true of white homemakers.

### **Prepackaged Meat**

At the time of the survey, many stores had only recently changed from butcher-cut to packaged self-service meats. This

innovation was used to study the attitudes of homemakers toward changes in food merchandising methods and to identify types of homemakers who were responsive to new ideas in general.

Some 64 per cent of all urban homemakers had tried and approved the use of prepackaged meat. About 30 per cent objected to this store practice, while 6 per cent did not express an opinion. Reasons for approving this retailing practice were as follows:

<i>Reasons</i>	<i>Per cent of total</i>
Saves time.....	32
Ready to use.....	16
Variety of choices.....	16
Likes only cold cuts packaged.....	14
Exact cost and number of pieces known.....	12
More sanitary and attractive.....	10

Of the homemakers who disliked prepackaged meat, their reasons were as follows:

<i>Reasons</i>	<i>Per cent of total</i>
Likes to see butcher cut meat.....	39
Meat not fresh, shopworn.....	35
Can't inspect meat.....	16
Size or cut unsuitable.....	10

Homemakers up to 50 years of age were most likely to approve of prepackaged meat and to prefer stores that offered it. However, many homemakers over 60 years of age liked this service because it provided an opportunity to select meat from all available supplies. High per capita income homemakers were more likely to prefer stores featuring prepackaged meat. Grade school educated homemakers were most likely to be suspicious of the freshness of prepackaged meat.

### **Prepackaged Poultry**

Along with the shift to preweighed and priced meat cuts, the merchandising of poultry was also in transition at time of the study. The customer could choose between whole or cut-up fryers, or buy only chicken parts. However, the precut fryers were often cut into unfamiliar pieces, and the whole fryer was completely wrapped. Thus, the customer had to change her habits in buying poultry to a greater extent than in buying other meats.

Some 56 per cent of all Alabama urban homemakers surveyed approved of prepackaged poultry. On the other hand, 37 per cent disliked the practice. The remaining 7 per cent was indifferent.



Of those who approved of the method, their reasons were as follows:

<i>Reason</i>	<i>Per cent of total</i>
Can buy favorite parts.....	28
Ready to cook.....	23
Saves time when buying.....	21
Exact cost and number of pieces known.....	10
More sanitary and attractive.....	10
Variety to choose from.....	8

Of the housewives who disliked prepackaged poultry, 55 per cent did so because they preferred to have chickens cut into familiar parts. Thirty per cent objected because they were unable to check the freshness of the packaged bird. The remaining 15 per cent wanted poultry cut to their specifications.

Among white families, prepackaged poultry was most appealing to homemakers with high per capita incomes and more than a high school education. The major appeal for this group was the opportunity to buy only the parts that the family liked. Low per capita income homemakers were more attracted to prepackaged poultry because of pan readiness, which saved time. Homemakers over 60 years of age liked buying only needed parts for a meal, its readiness for the pan, and attractiveness of prepackaged poultry displayed in the store. Among Negro homemakers, prepackaged poultry was most preferred by those under 50 years of age, and those with higher levels of education and income.

### **RELATIONSHIP of FAMILY CHARACTERISTICS to INFLUENCES**

Tables in the body of this report are composite data of all urban areas. These data are weighted by the ratios of white and Negro population and represent all homemakers as a single group. Detailed data, by race, are presented in Appendix Tables 1 through 7.

Some 17 family characteristics were tested for their relationship to the use of information sources and other influences in food buying. These included race; age, education, occupation, and childhood background of the male head of the house and the homemaker; hours of outside employment of the homemaker; occupation of the principal wage earner; annual family income; expenditures for food used in the home the previous 7 days; per capita income; per capita meal cost; family type; age of the youngest family member; and size of household (21-meal-equiva-

lent size). Those most closely related to the use of selected sources of information were per capita income, per capita meal cost, size of household, and age and education of the homemaker.

### Per Capita Income

Food purchases are made for all family members, with income restricting the kinds and amounts of products bought. Family income is best expressed in terms of food buying ability as per capita income. On a per capita income basis, 43 per cent of all families studied had low incomes, 34 per cent earned medium incomes, and 23 per cent were in the high income class.

The low income families included many Negro families, families with a large number of children, families with a low formal education of the homemaker, some families of young homemakers, and some elderly and retired families. Medium and high income families were smaller and often had homemakers who had completed more formal education. Low income families tended to show little response to most information sources studied, Table 1. There was little difference in the percentage use of the sources of information by the medium and high income families. High income homemakers dropped well below average in using requests by family members, handout materials in stores, and cooking demonstrations on television, Appendix Table 1.

TABLE 1. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY PER CAPITA INCOME, 1,648 FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use <i>Pct.</i>	Use, by per capita income		
		Low <i>Pct.</i>	Medium <i>Pct.</i>	High <i>Pct.</i>
Recipes on food containers.....	56	51	60	59
Requests by family members.....	51	54	55	37
Food store advertisements in newspapers.....	48	41	52	56
Information from friends, relatives.....	38	29	42	45
Cookbooks.....	35	27	39	40
Food advertisements on television.....	33	27	37	35
Samples tasted in stores.....	29	24	31	32
Food articles in magazines.....	21	12	24	29
Store displays.....	19	18	19	20
Food section in newspapers.....	12	7	14	14
Food advertisements on radio.....	15	15	15	17
Handout material in stores.....	9	9	11	5
Singe food advertisements in newspapers.....	10	10	9	10
Cooking demonstrations on television.....	7	7	9	6
<i>Number of families.....</i>	---	707	561	380
<i>Per cent of total.....</i>	---	43	34	23

### Per Capita Meal Cost

The per capita meal cost concept brings together a large number of factors that the housewife must consider in making food purchase decisions and in gathering information to assist her in making these decisions.

Of all families included in the study, 31 per cent were spending less than 20¢ per person per meal during the study week, 31 per cent between 20 and 29¢, and 39 per cent were spending 30¢ or more per capita per meal, Table 2. All white families were spending an average of 34¢ per capita per meal as compared with 22¢ for all Negro families. The average of all families was 30¢ per capita per meal.

Per capita meal cost was a combined measure of family income, size of family, stage of family cycle, and amount spent for food. For example, it costs progressively more to feed children as they mature. It costs less per person to feed large families than two-member families. As per capita income increased, more was usually spent for food per person per meal. This is partly explained by the relationship of larger per capita incomes, small families composed largely of adults, and more freedom in food choices in the small families.

As per capita meal costs went from less than 20¢ to 30¢ or more, the percentage of families using the various sources of informa-

TABLE 2. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY PER CAPITA MEAL COST, 1,652 FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use	Use, by per capita meal cost		
		Under 20¢	20-29¢	30¢ and over
		<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	56	47	62	62
Requests by family members.....	51	54	57	47
Food store advertisements in newspapers.....	48	40	49	56
Information from friends, relatives.....	38	25	36	48
Cookbooks.....	35	20	38	41
Food advertisements on television.....	33	23	36	39
Samples tasted in stores.....	29	20	32	34
Food articles in magazines.....	21	12	22	26
Store displays.....	19	14	20	22
Food section in newspapers.....	12	4	13	16
Food advertisements on radio.....	15	13	17	18
Handout material in stores.....	9	8	11	9
Single food advertisements in newspapers.....	10	9	11	9
Cooking demonstrations on television.....	7	5	9	8
<i>Number of families.....</i>	---	491	515	646
<i>Per cent of total.....</i>	---	30	31	39

tion tended to increase. This was true for 10 of the first 11 items; the lone exception was requests by family members, Appendix Table 2.

### Size of Household

Size of household as used in this study refers to the 21-meal-equivalent family size. While families had to have two or more members to be included in the study, it was possible for size of household to be less than two. Household size was computed by dividing total meals consumed by all persons (family members and others) from the home food supply the previous 7 days by 21 (meals per person per week). A family of two persons was assumed to eat 42 meals per week, but if only 21 meals were consumed from the home food supply, this family had a size of household of one person. Thirteen per cent of all families studied had a size of household of less than two persons. Half had a size of household between 2.0 and 3.9 persons.

Families with a small size of household were usually those with medium to high per capita incomes, and were composed predominantly of adults. Per capita meal costs tended to be high and homemakers were in the older age ranges. Homemakers of the small size of household were more likely to be employed and better educated. Families with a large size of household were characterized by low per capita incomes, several children, low per capita meal costs, and younger and less well educated homemakers.

Twelve per cent of all urban homes consisted of a size of household of six or more persons. Homemakers in these large families were the least responsive group to 10 of the 14 food information sources, Table 3. They were the most responsive group to requests by family members. Information from friends and relatives had been used by relatively more homemakers with a size of household under two persons. Homemakers with a small size of household were usually more responsive to the various information sources than were homemakers with a large size of household, but they responded less than those in the middle size household families.

Households ranging from 2.0 through 5.9 persons comprised 75 per cent of all families studied. Homemakers from these homes made up the most active group of food buyers. Their families were largely composed of two adults and several children. The homemakers were between 30 and 50 years of age, and most were

TABLE 3. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY SIZE OF HOUSEHOLD, 1,654 FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use	Use, by size of household (persons)			
		Under 2.0	2.0-3.9	4.0-5.9	6.0 and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	56	49	57	61	44
Requests by family members.....	51	28	45	66	73
Food store advertisements in newspapers.....	48	45	49	47	41
Information from friends, relatives.....	38	45	38	37	22
Cookbooks.....	35	33	35	39	25
Food advertisements on television...	33	31	33	36	25
Samples tasted in stores.....	29	28	29	30	20
Food articles in magazines.....	21	21	20	24	13
Store displays.....	19	24	17	20	17
Food section in newspapers.....	12	10	13	13	4
Food advertisements on radio.....	15	17	15	15	14
Handout material in stores.....	9	7	8	10	13
Single food advertisements in newspapers.....	10	11	9	9	11
Cooking demonstrations on television.....	7	5	7	9	6
<i>Number of families</i> .....	---	219	819	420	196
<i>Per cent of total</i> .....	---	13	50	25	12

high school educated. Per capita incomes and meal costs were in the "average" range. Homemakers with a size of household in the upper range (4.0 through 5.9 persons) of this large middle size group tended to be somewhat more responsive to the information sources studied.

Eighteen per cent of the Negro and 6 per cent of the white families had a size of household of six or more persons. Negro homemakers as a group were less responsive than whites to most of the information sources studied. However, there was less difference between homemakers in the largest size of households, Appendix Table 3. As a group, homemakers in the six or larger households made their food purchases without aid of the information sources being used by most urban homemakers.

### Age of Homemaker

While age of homemaker was a convenient classification, it had to be considered in relation to other family and personal aspects of the homemaker to be meaningful in understanding decision making in food buying. Homemakers in the 20-30 age group and those over 60 were relatively unresponsive to the various sources

of information or to marketing practices, Table 4 and Appendix Table 4. Most young urban homemakers included in this study had several children and relatively low per capita incomes, which indicated that food buying choices were limited. On the other hand, families with homemakers over 60 were largely composed

TABLE 4. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY AGE OF HOMEMAKER, 1,645 FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use	Use, by age of homemaker				
		Under 30	30-39	40-49	50-59	60 and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	56	62	62	57	53	40
Requests by family members.....	51	56	65	52	41	28
Food store advertisements in newspapers.....	48	39	52	56	51	36
Information from friends, relatives.....	38	40	39	38	40	28
Cookbooks.....	35	40	38	38	32	22
Food advertisements on television.....	33	34	34	36	32	24
Samples tasted in stores.....	29	29	31	32	29	20
Food articles in magazines.....	21	19	24	24	24	12
Store displays.....	19	19	22	19	21	11
Food section in newspapers.....	12	10	12	15	12	10
Food advertisements on radio.....	15	16	13	16	17	17
Handout material in stores.....	9	12	11	11	9	2
Single food advertisements in newspapers.....	10	10	9	12	10	7
Cooking demonstrations on television.....	7	8	8	8	7	5
<i>Number of homemakers in each age group.....</i>	---	323	434	374	257	257
<i>Per cent of total.....</i>	---	19	26	23	16	16

TABLE 5. RELATIONSHIP OF AGE OF HOMEMAKER TO AGE OF YOUNGEST FAMILY MEMBER, 1,645 FAMILIES, URBAN AREAS OF ALABAMA

Age of youngest family member, years	Proportion reporting, by age of homemaker					Percentage of all families
	Under 30	30-39	40-49	50-59	60 and over	
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Under 1.....	22	8	4	1	0	8
1-5.....	53	41	15	7	2	26
6-12.....	6	30	25	9	10	18
13-19.....	6	8	21	21	8	12
20 and over <sup>1</sup> .....	13	13	35	62	80	36
TOTAL.....	100	100	100	100	100	100
<i>Number of families.....</i>	323	434	374	257	257	1,645
<i>Per cent of total.....</i>	19	26	23	16	16	100

<sup>1</sup> Families of all adults, either no children or none under 20 years of age living in the home.

of adults. Per capita incomes and meal expenditures tended to be high among this group, although there were exceptions. Many homemakers of this age group had ended their formal education at the grade school level. Also, most of them had stabilized their food buying habits and were little influenced by educational or promotional media. Many of these homemakers were not active seekers for new food experiences.

The middle-aged group of homemakers (40 to 59 years) had a size of household small enough and per capita incomes large enough to make the food budget less rigid than in earlier years. Formal education was nearer the high school level. These homemakers were experienced shoppers with freedom in making food choice decisions, and most were willing to try new food experiences.

Some 34 per cent of all families had at least one child under 6 years of age, 30 per cent had children between 6 and 19 years of age, and 36 per cent were adult families, Table 5. Of the families with children 12 years of age or under, a high percentage had homemakers under 40 years of age. The age of the youngest family member served as an indicator of the homemaker's length of

TABLE 6. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY AGE OF YOUNGEST FAMILY MEMBER, 1,654 FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use	Use, by age of youngest family member				
		Under 1	1-5	6-12	13-19	20 and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	56	60	64	58	58	49
Request by family members.....	51	54	65	72	59	27
Food store advertisements in newspapers.....	48	39	49	54	61	43
Information from friends, relatives.....	38	37	39	36	34	39
Cookbooks.....	35	42	36	36	39	30
Food advertisements on television...	33	30	35	36	33	31
Samples tasted in stores.....	29	24	29	33	32	26
Food articles in magazines.....	21	16	24	24	20	18
Store displays.....	19	17	18	18	20	19
Food section in newspapers.....	12	10	11	13	13	11
Food advertisements on radio.....	15	15	13	14	20	16
Handout material in stores.....	9	10	12	11	10	6
Single food advertisements in newspapers.....	10	10	10	9	12	9
Cooking demonstrations on television.....	7	8	8	10	7	5
<i>Number of families.....</i>	---	134	447	294	175	604
<i>Per cent of total.....</i>	---	8	26	18	12	36

shopping experience. This youngest person was usually a preschooler if the mother was under 30 years of age, or an adolescent if she was in the middle years, Appendix Table 5.

At certain stages in the family cycle, there was greater response to information sources when food was purchased. Requests of family members were strongest when the youngest child was between 6 and 12 years of age, Table 6. Mothers of adolescent children were also responsive to food requests in about the same degree as those with preschool children. The use of food store advertisements in newspapers increased from 39 to 61 per cent with a rise in the age of the youngest child from under 1 to 13-19 years. In most categories, homemakers in adult families (no person under 20 years) were average or below in response to the different information sources. Homemakers in the majority of these families were 50 years old or older, Appendix Table 6.

### Education of Homemaker

The amount of formal education completed by urban homemakers in Alabama at the time of the study was as follows:

<i>Education of homemaker</i>	<i>Per cent</i>
Grade school or less (under 9 years).....	43
Some or all of high school (9-12 years).....	44
Some or all of college (13 years and over).....	13

As formal education increased, there was a tendency for use of information sources to increase for most of the items studied. For example, use of food store advertisements in the purchase of a food product increased from 40 per cent of all homemakers who had completed all or part of grade school to 64 per cent of those who had attended college, Table 7.

Some of the greatest percentage changes that occurred with an increase in education dealt with items that required reading ability. These included food store advertisements in newspapers, cookbooks, food articles in magazines, and food sections in newspapers. Use of some items increased with additional education even though there was no apparent relationship between the source of information and a specific need for education. Items included in this group were: information from friends and relatives, food advertisements on television, samples tasted in stores, store displays, and some type of handout materials in stores, Appendix Table 7.

The receptiveness to educational and promotional food ma-



TABLE 7. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY EDUCATION OF HOMEMAKER, 1,610 FAMILIES,<sup>1</sup> URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Average use	Use, by education of homemaker		
		Under 9 years	9-12 years	13 years and over
		<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	56	50	62	63
Requests by family members.....	51	48	55	51
Food store advertisements in newspapers.....	48	40	53	64
Information from friends, relatives.....	38	30	39	52
Cookbooks.....	35	23	41	53
Food advertisements on television.....	33	30	34	43
Samples tasted in stores.....	29	24	32	33
Food articles in magazines.....	21	10	22	40
Store displays.....	19	15	21	23
Food section in newspapers.....	12	5	13	23
Food advertisements on radio.....	15	16	15	17
Handout material in stores.....	9	7	11	11
Single food advertisements in newspapers.....	10	8	10	14
Cooking demonstrations on television.....	7	7	10	8
<i>Number of families.....</i>	---	685	709	216
<i>Per cent of total.....</i>	---	43	44	13

<sup>1</sup> Only 1,610 homemakers out of 1,654 reported amount of formal education completed.

terials tended to increase with each increase in level of formal education of homemakers. As a rule, grade school educated homemakers seemed least receptive and those with college education the most responsive. However, these groups had major differences in other characteristics. Usually the college educated homemaker had a larger income, smaller size of household, and a less rigid food budget. In most cases she could afford to buy impulsively. Generally, the grade school educated homemaker was in a family with low income, several children, and a restricted food budget. This limited her freedom to buy foods other than low cost, "filling" types, and she had to be careful in spending money for food that might not be eaten. These combined factors often influenced the homemaker's decision making about food more than did education alone.

**Other Family Characteristics**

Many other family characteristics were compared to determine their relationship to the selected sources of information. These included such items as age and education of the male head of the house; childhood home background of the homemaker and the male head of the house; occupation of the head of the house; and

employment of the homemaker outside the home. Most of these comparisons failed to show any new relationships. For example, age of the homemaker and the male head of the house were so nearly the same, especially when placed in 5 to 10 year ranges, that either could be used as the major sort factor with no important differences.

Childhood background of the homemaker or the male head of the house was of little value as a profile because most of the respondents were natives of the South and Alabama reared. Division on the basis of rural or urban background did show differences in response to the use of sources of information. These differences were interrelated with lower incomes, less education, restricted food money, and larger families among those of rural origin.

### **THE HOMEMAKER in the FOOD MARKET**

Urban homemakers must buy all or most of the food consumed by their families. Decisions as to the kinds and quantities to be purchased must be made at frequent intervals, over a long period of time, with fluctuating amounts of money, and for varying numbers of family members. Thus, homemakers are faced with a constant family food problem that is never completely solved.

This study of a large group of homemakers representative of the urban population of Alabama showed that their responsiveness was related to several characteristics, such as family income, composition, and size. Food money was spent on the basis of meals usually served per person per week, per capita income, and per capita meal cost. Homemakers were aware of these restrictions or limitations. However, they thought of them as the pattern of food spending as related to age and sex of family members, size of family, and relationship of the food bill to other family needs to be covered by money available.

With experience, the homemaker learns to adjust kinds and quantities of food purchased to what the family can afford. The elements of personal preferences, nutritional needs, regional customs, habit, and adjustments to temperature changes all must be satisfied within what the homemaker sets as a reasonable amount to spend for food. This cross-section study of urban homemakers showed that at some ages there was more response to selected food information sources, and that income and education were also closely related to their use.

Responses to influences were greatest among homemakers between 30 and 50 years of age who had moderate or better incomes, high school or college education, several children, and at least moderate per capita meal costs. Homemakers within this range were most active in the buying and preparation of food, since family size was at the maximum and income had often increased so that some luxury foods were used occasionally. More family entertaining was also done during this period.

Families with children presented the homemaker with problems on what to buy, how much to buy, and how to serve it with a minimum of refusals or complaints. Homemakers seemed to be receptive to any sources of information that would assist them with these problems. Often the request of a family member was granted since it provided a means of shifting responsibility for an action taken. The burden of the decision no longer rested with the homemaker.

By age 40 homemakers usually had sufficient income and experience to have confidence in their shopping ability. They liked to compare prices and get a "good buy" to save money, although it may not have been as necessary as in earlier years. Older members of the middle-aged group often upgraded food quality as children left home and they could afford to buy impulsively or look for new foods. Interest in health or weight reduction often led to the use of new foods during the later years.

Homemakers under 30 or over 60 years of age were less responsive to merchandising or other information sources in their food purchases. The young homemaker with several children or the older woman living on a limited pension could not afford to waste food money. They tended to purchase foods they knew to be economically satisfactory. The working wife with no children, or the homemaker whose husband had a substantial income, often restricted food purchases because of health or other reasons.

As the younger homemaker increased her income and experience in food buying she became more responsive to desires of family members, to advertising, and to the use of time-saving foods. The older homemakers, particularly those with higher levels of education and incomes, often responded to the influences that applied to their situation. Influences that motivated younger homemakers had little effect on this older group, but it should not be assumed that this group was impervious to new ideas.

Increased education of the homemaker was closely related to greater use of various sources of food information. However,

more years of schooling was interrelated with larger incomes and smaller families, which allowed greater freedom in food choices. Larger incomes allowed more access to mass media information and gave more freedom to make decisions. In Negro families, education of the homemaker was the family characteristic most related to greater use of the food information sources studied.

There was greater response by all homemakers to the various influences studied as more money was spent for food on a per capita basis. However, this might have been the result of small families, families composed of adults, or unlimited amounts to spend for food. It cost more per person to feed adults and to buy quantities used by small families. In addition, the higher expenditure families may have been less careful in the use of purchased foods to prevent waste. Greater amounts of money were spent per person per meal as per capita income and education of the homemaker increased, and as size of household decreased. Homemakers in such families could look for new foods, buy more protein foods, and disregard price to a greater extent than could those whose families were larger or whose income was smaller. Many of the homemakers in this group were employed outside the home; however, employment in itself did not affect food choices as much as did other family characteristics. The typical employed homemaker had few or no children, a high school or college education, and a total family income large enough that food purchases were not limited by cost.

Negro homemakers responded to the various influences studied in about the same manner as white homemakers, but at a consistently lower level, Table 8. Restrictions imposed by lower incomes and the resulting lower per capita meal expenditures limited freedom to indulge in new foods or more expensive foods. They responded much less to magazine articles and newspaper advertising than did white homemakers, partly because they had less access to such materials. They were more responsive than white homemakers to radio advertising, primarily advertising by local food stores that featured prices.

Reactions of Negro homemakers were less predictable than were those of white women. Only for a few selected food items, such as dairy products, were racial differences important. This study indicates that educational and promotional materials may need to be directed at selected family characteristics, but not at different racial groups.

TABLE 8. NUMBER OF HOMEMAKERS USING, PERCENTAGE OF TOTAL, AND RANK OF SELECTED SOURCES OF FOOD INFORMATION, 832 WHITE AND 822 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use, by race						Percent- age that Negro was of white
	White homemakers			Negro homemakers			
	<i>No.</i>	<i>Pct.</i>	<i>Rank</i>	<i>No.</i>	<i>Pct.</i>	<i>Rank</i>	<i>Pct.</i>
Recipes on food containers.	502	60	1	388	47	1	78
Requests by family members.....	440	53	2	371	45	2	85
Food store advertisements in newspapers.....	429	52	3	319	39	3	75
Information from friends, relatives.....	351	42	4	226	28	4	67
Cookbooks.....	329	40	5	205	25	5	62
Food advertisements on television.....	314	38	6	180	22	7	58
Samples tasted in stores.....	258	31	7	197	24	6	77
Food articles in magazines.....	225	27	8	64	8	11	30
Store displays.....	166	20	9	134	16	9	80
Food section in newspapers.....	124	15	10	40	5	14	33
Food advertisements on radio.....	116	14	11	147	18	8	129
Handout material in stores.....	89	11	12	45	5	13	45
Single food advertisements in newspapers.....	81	10	13	71	9	10	90
Cooking demonstrations on television.....	61	7	14	60	7	12	100

Persons or firms interested in influencing homemakers to purchase specific foods could increase the effectiveness of their programs through careful analysis of prospective audiences. It is not enough to know that a certain percentage of homemakers responded to a given source of food information. It must also be known what kind of homemakers responded, and what caused them to respond. For example, food store advertisements were most effective among white homemakers who had children of grade school or high school age, and who had sufficient income, shopping experience, and education to be able to make food choices. Negro homemakers were more likely to use radio specials because many did not have newspapers.

Homemakers under 30 years of age with several small children need different types of food information than those past 60, although both may have the same per capita income. The high income, impulsive, middle-aged consumer might respond to a

different approach than the woman who has spent years learning to be a careful shopper. Most homemakers beyond 50 are reluctant, but not impervious, to educational and promotional efforts. Their long years of trial and error training may have made them suspicious of any informational source that attempts to influence their food-buying decisions. Also, food needs, or the desire for new food flavors, may have decreased within this age group. However, the increasing numbers of people in the senior adult group may create the need for specific programs geared to their needs and wants.

Most homemakers are receptive to news about food, whether about prices, new products, food combinations, recipes, or dietary information. To be effective, however, the information must be directed toward their active or latent needs. Homemakers do not remain constant in food shopping habits, but change with shifts in their family characteristics. They prefer promotional and educational materials that can easily be related to their family situation. To a limited extent this is in conflict with practices of mass market food stores.

Shopping center and neighborhood food stores often develop their merchandising practices to fit the economic community they serve. This is a step that recognizes homemaker differences on a mass basis, but individual differences are overlooked. About half of all the urban homemakers included in this study could be classed as unrestricted buyers (medium to high levels of income, education, and per capita meal expenditures). This group made use of many sources of information. Food stores whose clientele are composed largely of unrestricted shoppers have available a wide choice of promotional and educational materials that could be personalized to fit their shoppers.

While half of all urban homemakers could be classed as unrestricted shoppers, the remaining half had their purchasing restricted by low levels of income, education, and per capita meal expenditures. Food stores having clientele largely of this group are more limited in their selection of promotional and educational materials. In-store media and practices are most effective with this group. Food stores serving both restricted and unrestricted shoppers are faced with the greatest dilemma. Without considerable thought and care in the use of their promotional, educational, and merchandising practices, they may appeal to one group and miss an opportunity to serve the other group.

## APPENDIX A

### Description of White Families Studied

The white families included in this study had an average annual income of \$5,200 and an average per capita income of \$1,139. Two-thirds earned more than \$4,000 a year. Per capita incomes were under \$900 for one-third and over \$1,800 for one-fourth.

Nine-tenths of the families had a male head of the house. Two-fifths of the male heads were employed in skilled occupations. One-fourth each were in the professions or comparable levels, and in sales, service, or unskilled work. Ten per cent had income not from work, and 2 per cent of the male heads were unemployed. One-fourth of the homemakers were employed outside the home, largely in clerical or sales work, but with some in the professions, in service occupations, or in skilled work.

About half of the male heads and homemakers in the sample were between 30 and 50 years of age and the same proportion completed high school. One-fourth of the male heads and one-fifth of the homemakers had attended college. Three-fourths of the homemakers had been reared in Alabama and most of the remainder had southern backgrounds. Slightly over half the homemakers had grown up in urban areas.

The average family spent \$24 for the supply of food served in the home during the study week, or 34¢ per person per meal. Family size averaged 3.6 persons. Average size of household (21-meal-equivalent size of family) was 3.3 persons. A little over half of the families had a size of household between two and four persons. Slightly under two-fifths of the families contained only adults and an equal number had children under 13 years of age. In the remaining families, children ranged in age from young children to adolescents.

### Description of Negro Families Studied

The Negro families included in this study had an average annual income of \$2,600 and an average per capita income of \$581. One-third had family incomes below \$2,000 and half between \$2,000 and \$4,000. One-fifth had per capita incomes under \$300, and one-fourth reported more than \$900 per capita.

Four-fifths of the families had a male head of the house. One-third of the male heads were in skilled or unskilled occupations.

The remainder were in domestic service, the professions, or had income not from work. Five per cent of the male heads were unemployed. Two-fifths of the homemakers were employed outside the home. Of these, two-thirds were in domestic service and most of these were away from home less than 40 hours a week.

Half of the male heads and the homemakers were between 30 and 50 years old. Two-thirds of the male heads and half the homemakers had grade school educations. One-third of the homemakers and slightly over one-fourth of the male heads had attended high school. About 6 per cent of the heads of the house had attended college. Nine-tenths of the homemakers had Alabama backgrounds and slightly more than half had rural backgrounds.

The average per capita meal cost was 22¢, and the average weekly food cost per family was \$18.50. Half the families spent less than 20¢ per person per meal. The average size of household (21-meal-equivalent family size) was 4.0 persons. Average size of family was 4.2 persons. Two-fifths of the families had size of households of two to four persons, but one-fifth had six or more. Two-fifths of the families had no children at home. One-third of the families had all children under 13 years of age. Remaining families were about equally divided between those with only adolescents and those with children in all age groups.

## APPENDIX B

### Fruit Trifle

Leftover sponge or pound cake, cubed or sliced, or ladyfingers	1 pkg. vanilla instant pudding
½ cup to ½ cup gingerale	1 can (#2) sliced peaches, well drained
¾ cup peach and apricot jam	Fruit cocktail for garnish
2 cups cold milk	

Line a serving bowl with cake pieces or ladyfingers; pour gingerale over cake and let soak about 5 minutes. Carefully spread cake pieces with peach and apricot jam. Pour milk into mixing bowl. Add instant pudding mix and beat slowly with egg beater until well mixed, about 1 minute. Let stand 5 minutes to set. Gently turn out over cake, top with peach slices. Garnish with fruit cocktail. May be served immediately or chilled 1 hour. Serves 6.



## APPENDIX C

APPENDIX TABLE 1. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY PER CAPITA INCOME, 826 WHITE AND 822 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information sources, by per capita income						
	White families			Negro families			
	Under \$900 (Low)	\$900-1,799 (Medium)	\$1,800 and over (High)	Under \$300 (Very low)	\$300-599 (Low)	\$600-899 (Medium)	\$900 and over (High)
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	55	65	60	28	50	49	57
Requests by family members.....	57	60	35	38	55	43	40
Food store advertisements in newspapers.....	45	57	55	15	41	40	57
Information from friends, relatives.....	31	48	48	18	26	29	37
Cookbooks.....	30	46	42	14	26	22	37
Food advertisements on television.....	32	43	37	7	23	25	30
Samples tasted in stores.....	25	36	31	13	27	20	33
Food articles in magazines.....	15	31	36	2	7	10	12
Store displays.....	19	21	20	8	19	16	21
Food section in newspapers.....	9	19	16	1	4	4	11
Food advertisements on radio.....	15	13	13	11	16	19	25
Handout material in stores.....	10	14	6	2	9	5	4
Single food advertisements in newspapers.....	11	10	8	5	8	7	13
Cooking demonstrations on television.....	8	9	4	3	8	9	9
<i>Number of families</i> .....	287	344	195	165	255	217	185

APPENDIX TABLE 2. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY PER CAPITA MEAL COST, 830 WHITE AND 822 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information, by per capita meal cost						
	White families				Negro families		
	Under 20¢	20-29¢	30-39¢	40¢ and over	Under 20¢	20-29¢	30¢ and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	49	65	66	70	42	54	48
Requests by family members.....	56	62	53	53	49	46	34
Food store advertisements in newspapers.....	44	51	53	68	30	45	48
Information from friends, relatives.....	26	40	45	62	23	28	36
Cookbooks.....	19	42	45	51	21	30	26
Food advertisements on television.....	26	41	40	47	17	25	27
Samples tasted in stores.....	19	36	34	36	21	22	33
Food articles in magazines.....	15	27	28	39	6	11	8
Store displays.....	12	23	20	26	17	14	20
Food section in newspapers.....	4	16	17	21	3	6	8
Food advertisements on radio.....	12	17	16	14	15	18	24
Handout material in stores.....	9	12	11	12	5	8	3
Single food advertisements in newspapers.....	10	12	9	10	7	10	9
Cooking demonstrations on television.....	5	9	7	9	6	8	8
<i>Number of families</i> .....	<i>110</i>	<i>242</i>	<i>238</i>	<i>240</i>	<i>381</i>	<i>273</i>	<i>168</i>

APPENDIX TABLE 3. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY SIZE OF HOUSEHOLD, 832 WHITE AND 822 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information, by size of household (persons)							
	White families				Negro families			
	Under 2.0	2.0-3.9	4.0-5.9	6.0 and over	Under 2.0	2.0-3.9	4.0-5.9	6.0 and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	50	63	64	45	48	45	54	43
Requests by family members.....	29	47	71	81	26	41	55	54
Food store advertisements in newspapers.....	47	54	51	43	39	39	39	38
Information from friends, relatives.....	46	43	44	21	42	28	22	24
Cookbooks.....	37	40	44	26	24	24	28	24
Food advertisements on television.....	36	38	41	28	19	22	26	19
Samples tasted in stores.....	28	32	33	19	29	23	23	23
Food articles in magazines.....	27	26	31	17	9	7	10	5
Store displays.....	24	19	20	19	24	14	19	11
Food section in newspapers.....	12	16	15	6	6	5	7	1
Food advertisements on radio.....	12	14	14	13	27	16	16	17
Handout material in stores.....	9	10	12	15	4	4	7	8
Single food advertisements in newspapers.....	11	9	9	13	11	8	10	6
Cooking demonstrations on television.....	4	7	9	8	6	8	10	3
<i>Number of families</i> .....	<i>109</i>	<i>468</i>	<i>208</i>	<i>47</i>	<i>110</i>	<i>351</i>	<i>212</i>	<i>149</i>

APPENDIX TABLE 4. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY AGE OF HOMEMAKER, 828 WHITE AND 817 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information, by age of homemaker									
	White homemakers					Negro homemakers				
	Under 30 years	30-39 years	40-49 years	50-59 years	60 years and over	Under 30 years	30-39 years	40-49 years	50-59 years	60 years and over
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	68	67	59	58	42	50	51	52	43	34
Requests by family members.....	58	72	54	40	29	53	51	47	42	27
Food store advertisements in newspapers.....	40	55	59	57	44	38	44	49	39	17
Information from friends, relatives.....	45	43	43	43	34	29	31	27	32	14
Cookbooks.....	43	43	43	37	27	32	27	28	22	10
Food advertisements on television.....	39	39	40	38	30	23	24	28	18	12
Samples tasted in stores.....	32	32	34	31	23	23	29	26	23	14
Food articles in magazines.....	25	32	29	30	17	7	7	12	10	2
Store displays.....	21	23	20	23	11	14	21	17	16	10
Food section in newspapers.....	11	15	19	15	13	7	5	6	4	2
Food advertisements on radio.....	16	10	14	16	18	16	19	19	19	16
Handout material in stores.....	13	13	13	11	2	10	5	5	5	3
Single food advertisements in newspapers.....	11	8	12	11	7	7	10	11	8	6
Cooking demonstrations on television...	8	8	7	9	5	9	9	9	3	4
<i>Number of families</i> .....	170	215	183	128	132	153	219	191	129	125

APPENDIX TABLE 5. RELATIONSHIP OF AGE OF HOMEMAKER TO AGE OF YOUNGEST FAMILY MEMBER (FAMILY CYCLE), 828 WHITE AND 817 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Age of youngest family member, years	Proportion reporting, by age of homemaker					Percent-age of all families in each group
	Under 30	30-39	40-49	50-59	60 and over	
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
<b>White families</b>						
Under 1.....	23	7	2	1	0	7
1-5.....	51	43	9	4	0	24
6-12.....	6	34	26	6	8	18
13-19.....	6	7	27	25	8	13
20 and over <sup>1</sup> .....	14	9	36	64	84	38
TOTAL.....	100	100	100	100	100	100
<i>Number of families</i> .....	170	215	183	128	132	828
<b>Negro families</b>						
Under 1.....	21	10	8	2	1	9
1-5.....	56	38	27	14	6	30
6-12.....	7	22	23	16	14	17
13-19.....	6	9	9	11	8	9
20 and over <sup>1</sup> .....	10	21	33	57	71	35
TOTAL.....	100	100	100	100	100	100
<i>Number of families</i> .....	153	219	191	129	125	817

<sup>1</sup> Families of all adults—no children under 20 years of age living in the home.

APPENDIX TABLE 6. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY AGE OF YOUNGEST FAMILY MEMBER, 832 WHITE AND 822 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information, by age of youngest family member									
	White families					Negro families				
	Under 1	1-5	6-12	13-19	20 and over <sup>1</sup>	Under 1	1-5	6-12	13-19	20 and over <sup>1</sup>
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	62	69	62	67	52	56	54	48	38	41
Requests by family members.....	53	69	78	65	27	55	56	60	45	26
Food store advertisements in newspapers.....	41	51	60	68	48	36	44	40	45	33
Information from friends, relatives.....	41	46	41	37	43	29	25	25	28	30
Cookbooks.....	47	40	42	43	35	32	28	24	29	20
Food advertisements on television.....	31	41	40	37	37	27	22	26	25	18
Samples tasted in stores.....	25	31	36	36	28	23	25	26	22	23
Food articles in magazines.....	20	31	30	26	24	7	9	11	7	6
Store displays.....	18	19	18	25	20	16	17	18	9	17
Food section in newspapers.....	12	14	16	18	14	5	5	6	3	4
Food advertisements on radio.....	14	12	14	20	14	17	16	15	20	20
Handout material in stores.....	10	14	13	13	7	11	7	5	3	3
Single food advertisements in newspapers.....	10	10	9	12	9	10	10	9	12	9
Cooking demonstrations on television...	8	8	10	7	5	8	8	10	7	5
<i>Number of families</i> .....	59	200	152	106	315	75	247	142	69	289

<sup>1</sup> Families with the youngest member 20 years of age or over are "all adult" families—either families with no children at home or none under 20.

APPENDIX TABLE 7. SOURCES OF INFORMATION USED BY HOMEMAKERS IN MAKING A SPECIFIC FOOD PURCHASE, BY EDUCATION OF HOMEMAKER, 813 WHITE AND 797 NEGRO FAMILIES, URBAN AREAS OF ALABAMA

Sources of information used in specific food purchases	Use of information, by education of homemaker						
	White homemakers			Negro homemakers			
	Under 9 years	9-12 years	13 years or more	Under 5 years	5-8 years	9-12 years	13 years or more
	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>	<i>Pct.</i>
Recipes on food containers.....	53	65	62	30	47	54	65
Requests by family members.....	50	57	50	39	44	50	53
Food store advertisements in newspapers.....	44	54	60	19	35	50	73
Information from friends, relatives.....	32	44	53	25	25	28	49
Cookbooks.....	25	45	56	8	23	32	45
Food advertisements on television.....	36	38	41	8	21	26	49
Samples tasted in stores.....	26	34	32	17	22	28	35
Food articles in magazines.....	12	28	44	3	5	9	31
Store displays.....	16	22	19	9	15	18	33
Food section in newspapers.....	7	16	24	1	3	7	22
Food advertisements on radio.....	15	14	13	17	17	18	25
Handout material in stores.....	8	13	9	5	4	5	16
Single food advertisements in newspapers.....	9	11	8	2	8	9	27
Cooking demonstrations on television.....	8	11	3	4	6	9	20
<i>Number of families.....</i>	<i>213</i>	<i>435</i>	<i>165</i>	<i>132</i>	<i>340</i>	<i>274</i>	<i>51</i>

