



Kentucky Urban Homemaker's
Attitudes, Preferences and Practices
Concerning DAIRY PRODUCTS

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PREFACE

Information in this publication is from data obtained from the research project, "Why Kentucky Urban Families Buy Specified Milk and Dairy Products," which is a contributing project to Southern Regional Research Project SM-13R, "Why Consumers Select Specified Foods."

Other Kentucky Agricultural Experiment Station publications which report data from this project are Progress Report 106 - "Comparison of Working and Nonworking Wives in Food Shopping and Preparation" (1961) Progress Report 114 - "How Mothers Feel about the Milk Drinking Habits of Their Teenage Daughters" (1962).

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SUMMARY AND EVALUATION

In a consumer survey in the spring of 1958, 572 Louisville homemakers were interviewed, primarily to determine their attitudes and reactions to questions about dairy foods. Other consumer-oriented questions were asked, and the effect on their responses of such factors as income and age, education, and background (rural or urban) of the homemaker was studied.

Knowledge of Nutrition

Homemakers displayed good knowledge of the nutritive value of milk products, with the possible exception that 70 percent mistakenly thought that butter had more food value than margarine. Women who had the greatest knowledge of the nutritive value of cottage cheese used it most often. Sixty-six percent of those wanting to lose weight used cottage cheese often, but 62 percent of those paying no attention to weight also used it often, probably because their families liked it and thought it was a good food. The idea that milk was fattening, held by about 27 percent of the women, was most prevalent among women of low and middle income and among older women.

Greater knowledge of nutrition was associated with higher per capita income and educational level. As improvement in these basic areas of income and education is made, there should be a sustained increase in the use of dairy products by families now in the low income and low education groups. Meanwhile, educational programs promoting better nutrition should be directed toward these groups.

Attitudes Toward Milk as a Beverage

Milk was not a popular beverage with adults. Only 2 percent of the homemakers would serve it to dinner guests. Sixteen percent of those who sometimes ate meals away from home would choose milk with a sandwich-type plate lunch. With other types of lunches, i. e. hamburger, pork chop, or fish plate, the percentages choosing milk ranged only from 6 to 9.

There appeared to be a stigma against drinking milk on a social occasion, but it was the most popular of all beverages for a bedtime snack. Over half the women (54 percent) indulged in a snack and 31 percent of them chose milk.

The main reasons given for not serving milk indicated that homemakers were somewhat indifferent to or unaware of the importance of milk in the adult diet. They just did not think about it, or they themselves did not drink milk and thought others did not want it. Some considered it only for children; others said they would not have an adequate supply on hand. In all, 29 percent of the reasons given for not serving milk indicated, however, that cost might be a factor.

Reasons given for drinking milk by those few adults who drank it indicated that habit was an important factor in their doing so. If teenagers, particularly girls, could be encouraged to continue into adulthood their childhood milk drinking habit, there would be a carryover to new families and, thus, an increase in the market for milk over a long range period.

Attitudes and Practices Toward Desserts

Pie was first choice dessert for both family and company meals. It was not served as often as families would have liked to have had it. However, pie was served more often than any other dessert for company. Cake and/or cookies were used most often for family meal desserts.

Ice cream was used more often for family dessert than it was mentioned as first choice, probably because it was on hand and convenient to serve. There was a feeling that plain ice cream was not fancy enough for company. If it were combined with pie, cake, fruit or sauce, it was more acceptable, and 24 percent of the homemakers would serve it in one of these ways. Plain ice cream for company was served by 12 percent, but responses indicated that it was an unusual, fancy, and expensive kind.

Pie, ice cream or other dairy dessert, and cake or cookies accounted for 85 percent of family and 80 percent of company desserts served. Fruit and gelatin desserts made up the remainder.

Since serving ice cream in combination with another food enhances its prestige, especially as a company dessert, promotion of many and varied combinations should encourage increased use. Simple combinations such as with fruits in season and with easy-to-make sauces and toppings would have more appeal than elaborate time-consuming recipes. This means that families should be encouraged to keep on hand a variety of flavors and to combine complementary flavors for serving.

Findings indicate that promotion of ice cream as a between-meal snack food would be advantageous for the market. It is convenient to keep on hand, easy to serve, and is nutritious and refreshing.

Attitudes Toward New Products and New Ideas

Only 40 percent of the families in the study had ever tried instant powdered milk as compared with 90 percent who had used cottage cheese. Factors associated with the use of instant powdered milk were low income, large family size, and high school educational level of the homemakers. Greatest use of cottage cheese was by families of medium size (two through five members) and by families in which the per capita income was high and the educational level of the homemaker was high.

Over three-fourths (76 percent) of all women used fresh whole milk most often for cooking because it was on hand and convenient.

Many homemakers are wary of trying new foods and new food ideas. Others like to experiment and try new products. In this study low per capita income, low educational level, and large family size were factors which limited the homemaker's trying of new recipes with either familiar or unfamiliar foods. The practice of trying new recipes increased, however, as the age of the homemaker increased to age 50; after 50, the practice decreased.

In the interest of expanding the market for dairy products, promotional efforts directed to each group seem desirable. For families of higher income and educational level, the appeal might be to try new things. Those promoting the use of instant powdered milk by persons in the upper income-education group and by older persons should emphasize its low calorie content and its value in low-fat diets. Emphasis should be placed on its easy mixing and good flavor qualities to overcome the prejudice which exists against the old product which was difficult to mix and was often of poor flavor.

For the low-income, low-education group, an effective appeal might be that of stressing the economy of such products as instant powdered milk, evaporated milk, and cottage cheese. This should be most effective at point of sale because many persons in this group may not have access to or make use of other promotional materials.

Opportunities to sample and taste a new product and/or to see a demonstration of its preparation and use should be provided, as homemakers of low income are hesitant to spend their limited food money for a product which the family may not like.

Some of the women indicated that they hesitated to try a new recipe for fear of failure. This would suggest that simple food combinations, rather than elaborate complicated recipes, should be used in promoting a new product. An attractive picture, used along with a simple recipe, aids the consumer in making her decision.

In general, the factors which consistently influenced positive attitudes toward and increased the use of dairy products were high per capita income, high educational level of the homemaker, and an early urban background of both the homemaker and the male head of the household.

KENTUCKY URBAN HOMEMAKERS' ATTITUDES, PREFERENCES, AND PRACTICES CONCERNING DAIRY PRODUCTS ^{1/}

By Mildred R. Wightman ^{2/}

Many studies have been made to determine what the consumer buys. This study goes a step further. It deals with why she buys the foods she does, with her attitudes toward certain foods, and with factors such as income, education, age, and background and how these factors affect her attitudes and actions.

Consumer response to a wide variety of situations was obtained. One part of the study deals with the homemaker's knowledge of nutrition and its possible influence on her food purchases. Another section investigates why she accepts or rejects new products and why she likes or dislikes to try new food ideas. Other sections study dessert and beverage preferences and practices for family and company meals.

The study involved a representative sample of the population of Louisville, Ky., a city of approximately 600,000. Data were collected by personal interview from 448 white and 124 Negro families in the late winter and spring of 1958. ^{3/}

Although emphasis in this study was on dairy products, much of the information obtained applies to the consumer's reaction to foods in general. The findings have implications for agencies and educational groups concerned with all food marketing and use as well as for those interested specifically in dairy products.

PART I - HOMEMAKERS' KNOWLEDGE OF NUTRITION

Nutritional Knowledge of Dairy Products

Women in Louisville displayed good knowledge of the nutritional value of dairy products. ^{4/} Ninety-seven percent of them knew that milk was rich in calcium, 90 percent that it was a good source of protein, and 78 percent that yellow cheese was a good meat substitute. However, 70 percent mistakenly thought that butter had more food value than margarine. Fifty-seven percent considered milk a good source of some of the B vitamins. There was more uncertainty (24 percent) about this question than any other. Milk is a good source of B₂ (riboflavin), and the question should have been answered "yes."

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^{3/} Further information about the scope, method and description of the sample will be furnished upon request.

^{4/} Interviewees were asked to answer "yes", "no", "uncertain", or "don't know" to the following statements: (1) Orange juice is a good source of vitamin C, (2) butter has more food value than oleomargarine, (3) milk is a good source of calcium for strong bones and teeth, (5) yellow cheese is a good food to use for variety in place of a meat dish, and (6) milk is a good source of some of the B vitamins.

Because orange juice as a good source of vitamin C has been advertised widely and is well known, a check was made to see if the homemakers who answered this question correctly also answered those about dairy foods correctly. No significant differences in the level of knowledge between this group and the entire group were found.

Good nutrition knowledge of dairy foods was evidenced further by 85 percent of the women, indicating that they thought that "cottage cheese is good for you" and by 60 percent of all the families using cottage cheese as often as at least once every two weeks. When asked, "Why or how is cottage cheese good for you?", the most frequent answer was that it was a milk product. As income and education of the homemaker increased, the answers became more specific with more frequent mention being made of its protein, calcium, and low calorie content. Those who used it often showed greater knowledge of its food value than did those who seldom or never used it.

Table 1 - Do You Think Cottage Cheese Is Good for You?

Response	Percent
Yes	85
No	1
Don't know	2
No answer	18
Total	100

Table 2 - Frequency of Use of Cottage Cheese

Frequency	Percent
Often (at least once every 2 weeks)	60
Seldom	29
Never	10
No answer	1
Total	100

Table 3 - Why or How Is Cottage Cheese Good for You?

Response	Percent
Has protein in it	13
Milk products good for you	34
Low in calories	14
Has vitamins in it	4
Has calcium in it	7
Other reasons	26
Don't know	2
Total	100

Ninety-three percent of the women thought the slogan, "You never outgrow your need for milk," was true and 75 percent believed that three glasses of milk a day was about the right amount for an adult.

Homemakers with high school and college educations had greater nutritional knowledge than did those with grade school education only, particularly in relation to cottage cheese, to equivalent food value of butter and margarine, and to yellow cheese being a good meat substitute. There was little difference between those with high school and college educations except regarding the question concerning cheese as a meat substitute, which 10 percent more college-educated women answered correctly.

Women between the ages of 30 and 60 years exhibited greater nutritional knowledge with respect to these questions than did either younger or older women. Those over 60 years had the least knowledge.

Weight Control and Attitude Toward Dairy Products

Almost half (48 percent) of the women in this study were not concerned about their weight and were making no conscious effort either to lose, maintain, or gain weight. However, 22 percent were trying to lose weight, and another 14 percent were seeking to keep their weight constant. This effort to lose or maintain weight increased as income and education levels rose. As to age, those in their forties were making the greatest effort to lose weight, those in the fifties to maintain the same weight. Women under 40 and over 60 were making least effort. Those of early urban background were more interested in weight control than were those who came from a rural area.

Only 24 of the 572 women in the study were trying to gain weight. Ten of them were under 30 years of age, 8 had an eighth grade or less education, and 11 were in the lowest per capita income group.

Observations of the interviewers indicated that only 8 percent of the women in the survey were actually obese. Thirty-three percent were slightly overweight, 46 percent were of normal weight, and 13 percent were thin or underweight.

Obesity and overweight occurred most often among women 50 and over and among those of low and middle incomes.

In families that used cottage cheese often 62 percent of the homemakers were making no effort to lose, gain, or maintain weight. Presumably they used it because family members liked it and considered it a good food. Weight watchers, though, were aware of the low calorie and protein value of cottage cheese because 66 percent of those wanting to lose weight and 58 percent of those wanting to maintain the same weight used it often.

In a subtle attempt to learn if women in this survey considered milk to be a fattening food, they were shown silhouettes of two women (Mrs. A who was overweight and Mrs. B who was of normal weight). They were asked, "Would you think that Mrs. A or Mrs. B drank more milk or possibly both about the same amount?" Fifty-two percent

thought the two drank about the same amount and that their weight differences were due to Mrs. A's eating too much of other food. However, 27 percent thought that Mrs. A drank the most milk and that was why she was fat. Those who said that Mrs. B (21 percent) drank the most milk also thought that she ate the proper foods in the right amounts (which would include adequate milk) and that this accounted for her trim figure. The idea that milk was a fattening food was most prevalent among women of low and middle income and older women. Two and a half times more women 50 and over as under 50 had this idea. The idea occurred one and a half times more often among women 60 and over than with those in their fifties.

Beverage Choice with Lettuce and Tomato Sandwich

To determine further the homemakers' knowledge of the place of milk in a weight watcher's diet, the interviewee was asked about what she would suggest for a beverage to go with a lettuce and tomato sandwich for lunch for a person who was trying to lose a little weight. Almost half (48 percent) suggested milk (23 percent whole, 23 percent skim or nonfat dry, and 2 percent buttermilk.)

Table 4 - Weight Watcher's Choice of Beverage with Lettuce and Tomato Sandwich

<u>Beverage</u>	<u>Percent Choosing</u>
Coffee	22
Tea	12
Milk	23
Skim milk	23
Buttermilk	2
Fruit or vegetable juice	6
Soft drink	3
Other, none	9
Total	100

Of those who did not suggest milk, 62 percent expressed a favorable attitude toward it when asked, "What would you think of having milk with this sandwich?" Twenty-six percent of them mentioned that it should be skim milk. Twenty-one percent thought that milk would be too fattening. Five percent thought milk did not go with the sandwich and they would not like it.

Choice of milk increased as income and education increased and women of early urban background had a more favorable attitude toward milk with the sandwich than did those of rural background. Background influence became more apparent among those who were trying to lose weight. Findings indicate only 36 percent of those with rural background as compared with 50 percent with urban background would choose milk. Coffee and tea were popular with weight watchers from rural areas.

The main reason for choosing a beverage other than milk to go with a sandwich was that it was low in calories. The second ranking reason was "they go together" or "tastes good."

Reasons for choosing whole milk were "it is nourishing," "stimulating," "gives pep," "has protein." These same reasons were given for skim milk and buttermilk, though low calorie content was mentioned first.

Table 5 - Reason for Suggesting Beverage with Lettuce and Tomato Sandwich

		Low in Calories	Stimulat- ing, Gives Lift, Pep	Nourish- ing, Healthful, Has Pro- tein, etc.	Go To- gether, Tastes Good	Don't Know, No Answer	Total
	No. Having	%	%	%	%	%	%
Coffee	123	68	1	0	7	24	100
Tea	69	61	0	0	7	32	100
Milk (whole, flavored)	131	10	58	23	0	9	100
Milk (skim non- fat dry)	133	40	21	15	1	23	100
Buttermilk	11	46	18	18	0	18	100
Fruit or vege- table juice	37	49	11	0	5	35	100
Soft drink	15	47	0	0	13	40	100
Other-no answer	53						
Total	572						

PART II - HOMEMAKERS' ATTITUDES TOWARD MILK AS A BEVERAGE FOR ADULTS

The attitude of the mother or homemaker toward certain foods influences, to a great extent, the attitudes of other family members, especially those of the children. If the mother likes and drinks milk, the children are more inclined to do likewise. Her attitude will be reflected in the family's use or non-use of milk and milk products.

With this in mind, an attempt was made to determine women's attitudes toward milk as a beverage for adults.

Thoughts about a Party Guest's Asking for Milk

Each homemaker was asked what she would think of an adult guest's asking for milk to drink at a party or social meeting at her house. Answers are reported in Table 6.

Table 6 - Homemaker's Thought about an Adult Guest's Asking for Milk

<u>Responses Given</u>	<u>Percent</u>
Think it is "O. K. "	73
Think it would be odd or unusual	11
Associated it with diet, usually the ulcer type	8
Think it is too expensive for adults to ask for	1
Gave no answer or made irrelevant comment	7

Beverages Served to Adult Dinner Guests

Although approximately three-fourths of the women thought it was "O.K." for a party guest to ask for milk, when asked what they would serve adult friends who came to dinner in their home, less than 1 percent (4 women) would serve milk in warm weather. Two percent (13 women) would serve milk in cold weather. Tea and/or coffee was the standard fare, with 90 percent of all women serving one or the other regardless of season. The remaining few would serve fruit or vegetable juice, soft drinks, a drink made from a powder and water, or water.

Why would so few women serve milk, when 73 percent of them indicated that they had no objections to a party guest's asking for it?

To try to find the answer to this, they were asked "Do you sometimes offer adult dinner guests milk to drink?" Those who answered "yes" were asked "Under what conditions would you offer it?"

One-half (284) of the women said that sometimes they did offer milk. The situations in which they offered it are reported in Table 7.

Table 7 - Situation in Which Milk Is Sometimes Offered to Adult Guests

<u>Situation</u>	<u>Percent</u>
Offer it to all	46
Offer it if they know the guest likes it	16
Offer milk when they refuse other beverages	14
Offer milk only when the guest asks for it	10
Offer it to children	4
Miscellaneous and not applicable comments	23

Some women made more than one comment. Thus, percentages in the table total more than 100. Then, they were asked, "Why do you think some families do not offer milk to adults to drink?" Their comments are reported in Table 8.

Table 8 - Reasons for Not Offering Milk to Adult Guests

<u>Reason</u>	<u>Percent</u>
Don't drink it myself and think others do not drink it either	38
Just don't think of it	17
It is just for children	10
Too expensive to serve to guests	10
Would not have an adequate supply on hand	9
Don't know	8
Not in good taste--it's just not done	4
Miscellaneous and not applicable comments	4

The main reasons given for not offering milk to adult dinner guests indicated that the homemakers were somewhat indifferent to or unaware of the importance of milk in the adult diet, or that factors other than the nutritive value of the food were given precedence in planning a company meal. Younger women (under 40), women of early urban background, and those of upper income and educational level expressed less disapproval of serving it than did those of other categories. These women thought the reason so few hostesses served milk was that they didn't drink it themselves and just didn't think about guests wanting it. More women over 60 than younger women mentioned that they would not have an adequate supply on hand to serve guests, while younger women and those in the low and middle income groups mentioned that it was just for children, indicating that young families on limited budgets may reserve the milk for the children.

Choice of Beverages for Bedtime and Daytime Snacks

Milk was much more popular with women when guests were not present. This was shown by their answers to the question, "Do you ever have something to drink just before going to bed?" and, another "If yes, what do you drink?" Fifty-four percent indulged in this snack habit, and 31 percent of them had either a warm (10 percent) or cold (21 percent) milk drink. Though only 2 percent had said they would serve it to guests, milk rated highest of all beverages for a bedtime snack.

Also, they were asked what they drank for a quick pickup or extra pep during the day. Sixty-four percent sometimes had a mid-morning and/or afternoon snack. For this break, which may have been shared with a friend or neighbor, milk dropped to fourth place, with 13 percent of the respondents having either a warm (2 percent) or cold (11 percent) milk drink. Warm non-milk drinks, probably tea or coffee, and soft drinks were most popular for this occasion. They seemed to have greater social acceptance than milk.

Table 9 - Choice of Beverages for Bedtime and Daytime Snacks

For a bedtime snack the following would have:		For a mid-morning and/or afternoon break the following would have:	
	<u>Percent</u>		<u>Percent</u>
Milk	31	Warm non-milk	42
Warm non-milk	23	Soft drinks	26
Soft drinks	22	Fruit or vegetable juice	14
Water	10	Milk	13
Fruit or vegetable juice	8	Water	3
Alcoholic beverage	6	Alcoholic beverage	2

For the bedtime snack, milk was most popular with women of high income and educational level. More in the low and middle income groups preferred soft drinks and warm non-milk (tea and/or coffee) drinks. For the daytime pick-up, the picture was reversed. Income had little effect, but choice of milk decreased as level of education increased.

Women of early urban background chose milk more often than did those of rural background for both bedtime and daytime snacks.

Choice of Beverages with Lunches When Eating Out

Half of the women in the study (49.6 percent) sometimes ate meals away from home. They were asked what they would choose to drink with four selected lunches ^{5/}in warm and in cold weather. The number choosing milk was very small, ranging from 7 percent with the fish plate to 16 percent with the meat sandwich in warm weather (7 to 15 percent in cold weather). Milk was chosen twice as often with the sandwich lunch as with the others. The main reason for choosing milk was "like it" and/or "habit." This was

Table 10 - Homemaker's Choice of Beverage with Various Lunches

	Coffee	Tea	Milk	Juice: Fr. & Veg.	Instant Drink	Soft Drink	Other	Total
	%	%	%	%	%	%	%	%
<u>Warm Weather</u>								
Plate lunch	29	50	8	3	1	5	4	100
Hamburger	15	16	8	2	0	55	4	100
Beef sandwich	15	23	16	1	0	41	4	100
Fish plate	33	35	7	2	0	12	11	100
<u>Cold Weather</u>								
Plate lunch	73	11	8	1	0	3	4	100
Hamburger	42	3	9	2	0	42	2	100
Beef sandwich	46	5	15	1	0	29	4	100
Fish plate	58	12	7	1	0	11	11	100

borne out by the consistency with which these homemakers chose it the year around. "Warm" and "cold weather" percentages for those drinking milk were the same for the plate lunch and the fish plate and varied only one percent with the hamburger and the sandwich. There was less seasonal variation in the choice of milk than with any other beverage, which would indicate that habit is a strong factor in its use. Very few mentioned "nutrition value" as a reason for choosing milk. Only one homemaker believed the old superstition that milk and fish should not be eaten together.

Education and early background of the homemaker were factors which influenced the choice of milk with the lunches. As the level of education increased, choice of milk increased, and those women with an early urban background chose milk more frequently

^{5/} The lunches were (1) plate lunch with pork chop, french fries, peas, lettuce and tomato, (2) hamburger on bun with lettuce, tomato, pickle, onion rings, and potato chips, (3) meat sandwich with lettuce, tomato, pickle, onion rings, and potato chips, (4) fish plate with french fries, pickle slices, and cole slaw.

than did those who had a rural background. These differences, though small, were consistent with all lunches. Per capita income did not prove to be an influencing factor.

Beverages competing with milk were coffee, tea, and soft drinks. In cold weather coffee was first choice with all lunches, except the hamburger where it tied with soft drinks for first choice. Percentages choosing coffee ranged from 42 with the hamburger to 73 percent preferring it with the pork chop plate. In warm weather tea and soft drinks shared honors for first choice, with tea being preferred with the pork chop (50 percent) and the fish plate (35 percent) and soft drinks with the hamburger (55 percent) and meat sandwich (41 percent). There was a strong feeling that hamburgers and soft drinks "go together." However, the leading reason for all other choices of beverages with the lunches was "like it" and/or "habit." Ranking second, and close to this, for choosing tea in warm weather was the reason "refreshing / cooling." In no instance did more than five women say that they chose a beverage because of its nutritional value.

As per capita income increased, choice of coffee with all lunches in all seasons increased and choice of soft drinks decreased. In cold weather, tea was chosen most often with all lunches by the middle income groups, but income was not an influencing factor (in choice of tea) in warm weather.

Women with some college education or who were college graduates used soft drinks least often. Soft drinks were chosen about equally by those with grade and high school education.

Women who had an early rural background more often chose coffee with all lunches in warm weather than did their urban counterparts. Also, they chose soft drinks more often in all seasons with all lunches except the hamburger. Those of early urban background preferred soft drinks with hamburgers more often than did those from rural areas. Half of the women indicated that they never "ate out." Fewer of them than of those who did "eat out" would choose milk with these lunches. More of them indicated that they would have water or nothing.

PART III - DESSERT PREFERENCES AND PRACTICES OF URBAN FAMILIES

Family and Company Desserts

Dessert preferences and practices of Louisville families were investigated as part of the consumer study. Questions were asked about both family and company desserts. In some instances practices and attitudes toward the two were different. However, pie was first choice dessert for both family (for 34 percent) and company (for 29 percent) meals. ^{6/} Plain ice cream rated second as a first choice with the family and third as first choice for company. Cake and/or cookies were third as a first choice with the family.

^{6/} See Table 13, page 19 for choice of company desserts.

Table 11 - Choice and Use of Desserts for Family Meals

<u>Dessert</u>	<u>First Choice Dessert</u>	<u>Dessert Used Most Often</u>
	<u>Percent</u>	<u>Percent</u>
Pie	34	29
Ice cream and/or dairy dessert	23	25
Cake and/or cookies	21	31
Fruit	7	15
Puddings, custards	7	—*
Gelatin	5	—**
Nothing	<u>3</u>	<u>0</u>
	100	100

* Included as dairy desserts

** Included as fruit desserts

Although pie was the favorite dessert, it was not served as often as it was listed as first choice, while ice cream and cake and/or cookies were served more often than they were preferred as first choice. Apparently, ice cream was considered a convenience food -- on hand and ready for use when there was no time to bake the favorite pie. The variety of mixes and ready prepared products on the market make cakes and cookies convenient and easy to prepare. Also, they are inexpensive and will "go farther" than a pie. These would be important considerations in the large and/or low income family and probably would account for their being used more often than any other dessert for family meals.

Factors Affecting Choice and Use of Desserts for Family Meals

Ice Cream

Ice cream was liked best and used most often by large families (6 or more members), and by those in which the parents were of early urban background. Middle income families expressed greatest preference for ice cream, but it was used about equally often by all income groups.

Although they did not always express greatest preference for it, homemakers with children 12 and under and with mixed age children and those whose husband's occupations were in the professional, clerical-sales, and unskilled labor classification used ice cream more than did those of other categories

Preference for ice cream as a family dessert increased as the educational level of the homemaker increased and as her age increased to 50. Both preference and use decreased after age 50. Vanilla (46 percent), chocolate (22 percent), and strawberry (7 percent) were the favorite flavors. Ten percent of the families had no favorite, and the remaining 15 percent mentioned a variety of other flavors.

Vanilla and strawberry flavors were slightly more popular in families in which one or both parents had rural backgrounds, but more persons of urban than of rural background preferred ice cream with chocolate flavor.

The family's first choice and that of the homemaker were not always identical. Of the homemakers who preferred vanilla, only 65 percent of the families also listed it as first choice. When the homemaker chose chocolate, 55 percent of the family choices coincided with it. With strawberry, 18 percent of the family choices agreed.

Pie

More families in the high income group than in either the low or middle group listed pie as their first choice dessert, though it was used about equally by all income groups.

Families in which the homemaker had some or all high school education expressed greater preference for pie than did those of other educational levels.

Early rural background of parents influenced families to choose pie as their favorite dessert. Those with a rural background also served it more often than did those of an urban background.

Pie was more popular with homemakers aged 50 years and over than with younger homemakers. These older homemakers served it more often than they served any other dessert.

Pie decreased in popularity as the size of family increased and was served least often by families of six or more members. Those of two to four members served it most frequently.

Families with all teenage children and those of all adults served pie more often than did those with young and mixed age children. Possibly this was to help meet the high energy requirement for teenagers as well as to please the family, as 41 percent of this group listed pie as first choice. Families of all adults used pie most frequently of all desserts. Most members of this group would not need a high-calorie diet. They probably served it because it was a favorite dessert and possibly because older homemakers had more time to prepare it and were more skilled in the art of pie baking.

Families in the skilled worker, service, and clerical-sales occupational groups used pie more often than did those in other occupations. It was used about equally by employed and nonemployed homemaker families.

Cakes and/or Cookies

Cakes and/or cookies were liked best and used most often by large families with children, by families of low income, and those in which the homemaker was of rural background and under age 50. Homemakers with grade and some or all high school education

expressed greater preference for cakes and cookies than did those having higher education.

They were used more than any other dessert by families in all these categories except for families with all teenage children who used pie equally as often as they used cake and/or cookies.

Fruits, Puddings, Custards, and Gelatin Desserts

Use of fruit increased as income and age of the homemaker increased. It was used more by small and all-adult families than by the larger families with children.

Puddings and custards were liked best by families of young homemakers with children 12 and under, by those with grade school education only, those of rural background, and those of 4 or more persons.

Gelatin desserts were liked best by families of low income in which the parents were of urban background, and in which the homemaker was under 30, had a grade or high school education only, and in which there were children of various ages.

Factors Affecting Choice and Use of Desserts for Company Meals

To determine the status of ice cream as a company dessert, homemakers were asked, "What would be your first thought if your hostess served ice cream for dessert after a nice company meal?" This question was followed by "What would you serve?"

Over half (52 percent) of the women thought it would be "O. K. " and they would be pleased if ice cream were served. However, only 12 percent of them would serve plain ice cream to guests in their home. Another 24 percent would serve it in combination with pie, cake, fruit, or sauce. To 18 percent of the homemakers, ice cream would be barely acceptable for company dessert -- it would be all right, but they would have preferred something else. It declined in popularity as per capita income and education of the homemaker increased. A greater number of women in the highest income and education group

Table 12 - First Thought If Your Hostess Served You Ice Cream

	<u>Percent</u>
Like it, "O. K. "	52
Barely acceptable	18
Don't like it	9
Incomplete dessert, should be fancier	7
Too heavy with meal	6
Easy way out for hostess, or it is just for snacks	6
No answer	2

than in the others thought of ice cream as an incomplete dessert, thought that company desserts should be fancier, or that the hostess was taking the easy way out. These negative attitudes were relatively few, the percentages ranging from 6 to 14, and they decreased progressively as income and education decreased with the lowest income group and the lowest education group having the fewest objections to ice cream for company dessert.

Ice cream for company was approved by more women of urban than of rural background (55 as compared with 48 percent), by more under 30 and over 60 years of age than by those between these ages (61 as compared with 48 percent), and by more non-employed than employed women.

In respect to all questions asked about desserts, pie proved to be the universal favorite, regardless of income, education, background, or other factors studied. Twenty-nine percent of the homemakers would serve it as first choice company dessert. Ice cream with cake was the second, with 15 percent serving it. Plain ice cream ranked third. Pie, cake, alone or in combination, and ice cream plain or in combination with other foods comprised 80 percent of all desserts served to company.

Table 13 - Choice of Dessert for Company

	<u>Percent</u>		<u>Percent</u>
Pie alone	29	Cake alone	7
Ice cream with cake	15	Pudding	4
Ice cream alone	12	Gelatin	3
Ice cream with pie	7	Fruit alone	3
Ice cream with fruit or sundae	2	Miscellaneous	5
Cake with fruit salad or gelatin	8	No answer	5

An ice cream dessert (plain or in combination) was used most often for company by homemakers with some or all high school education, next by those with some or all grade school, and least often by those with some or all college. Middle-income families served ice cream desserts more often than the high- or low-income groups. However, more families in the high-income group than in either of the others would serve plain ice cream (probably a fancy or unusual kind) as a company dessert, although fewer in this group said that they liked it and would be pleased if it were served to them by a friend.

Fewer homemakers of rural than of urban background served ice cream alone, but more of them served it in combination with other foods--especially with cake.

Families in which the occupation of the male head was classified as unskilled served plain ice cream more often than they served any other dessert and more often than any other occupational group served it. Plain ice cream and ice cream with cake comprised 48 percent of the company dessert for this unskilled group.

Pie for company was served most frequently by homemakers with high income, with high school education, with urban background, between the ages of 30-39 years, by families in which the wife worked outside the home, and in which the male head was in a clerical-sales or professional occupation.

Cake, cake with fruit, fruit alone, and gelatin desserts (although used by only a few families) were used most frequently by those of low-income and low-education levels. Puddings were served most frequently by those of high income and education level.

The reason given most often for serving a particular company dessert was "everyone likes it." Reasons indicated that those of high-income and high-education levels were more inclined to fix something special--something that they did well and liked to fix, usually pie, perhaps for the comment and approval it likely would bring from the guests. Also, more persons in these groups wanted a light dessert, something that was quick and easy, and could be fixed ahead of time. In the low-and middle-education and income groups a dessert was more likely to be served because everyone liked it or because it was the family's favorite.

Factors Affecting Choice of Between-Meal Snacks

The practice of between-meal snacking was most common among large families in the low-income group. Presumably, these were young families with children as snacking declined in families after the homemaker reached age 40 and in families of all adults. An urban background of the homemaker appeared to be more conducive to the snacking habit than did a rural background, and more families in which the homemaker was employed outside the home indulged in snacks than did those where the homemaker remained at home.

Cookies were the most popular snack food, with 32 percent of all families listing them as first choice. Fruits were second choice with 28 percent, and ice cream was third with 9 percent.

Pie and cake, which rated high as first-choice desserts, were seldom chosen for snacks.

Table 14 - Choice of Between-Meal Snacks

	<u>Percent</u>
Cookies	32
Fruit	28
Ice Cream	9
Pie	2
Cake	2
Nothing or no answer	<u>27</u>
	100

Choice of cookies for snacks increased as income and size of family increased and also as age of homemaker rose to age 40, then it dropped sharply.

Ice cream was chosen most often by families in the high-income group and by those in which the parents were of early urban, rather than rural, background. Very few large families (2 percent) chose ice cream for snacks.

Choice of fruit declined as income increased and was most popular in families where parents were of urban background and in which the homemaker was over 60 years of age.

PART IV - HOMEMAKERS' ACCEPTANCE OF NEW FOODS AND NEW FOOD IDEAS

New products, new convenience foods, and a greater variety of old products appear on the grocery shelves every day. While these items may simplify meal preparation in the home, their appearance in such great numbers complicates the food shopping process and presents many decision-making problems for the busy homemaker.

How does she decide what to buy? Does she look for new products as she shops? Is she adventurous enough to try the new or does she stay with the old? What factors influence her to try or not to try the new? Knowing and understanding the homemaker's actions in the grocery store would be most helpful and beneficial to both food marketing and production agencies.

Answers to these questions were sought in the Louisville consumer survey.

New Products

Emphasis was primarily on dairy products. Interviewees were asked if they had noticed any new dairy products in the grocery stores in which they shopped. Twenty percent reported that they had, and over half of them had bought and tried a new product. Some of the products mentioned were whipped cottage cheese, pineapple and/or garden salad cottage cheese, new kinds of processed cheeses and spreads, whipped butter, sour cream, dry chocolate milk, whipped topping, fortified milk, ice milk, and milk in dark bottles. Had not the question referred to dairy products specifically, the number of new products mentioned, undoubtedly, would have been much greater. Seventeen percent of the women indicated that they had recently tasted a new food which they were planning to prepare and serve to the family. These answers indicate awareness and open-mindedness toward new food ideas on the part of these homemakers. Cake mixes and instant coffee, two convenience foods which have been on the market for some time, have become generally accepted. Eighty percent of the women in the study had used cake mixes. Seventy-eight percent had used instant coffee. Use of both products increased as income increased. Young homemakers made greatest use of cake mixes. Use declined steadily with increasing age from 89 percent of those 30 and under

using them to 69 percent for those 60 and over. Instant coffee was used most by women 40-49 years of age. With this exception its use also declined as age increased.

Table 15 - Use of New Products

Product	Percent Having Tried:		
	Yes	No	No Answer
Instant powdered milk	40	59	1
Cottage cheese	90	10	0
Cake mix	80	18	2
Instant coffee	78	20	2

Attitudes Toward Instant Powdered Milk

When asked specifically about instant powdered milk, a relatively new product, only 40 percent of the homemakers in the study had used it at some time; of those who had tried it, 81 percent had used it for cooking and 61 percent for drinking. At the time of the interview, 25 percent of those who had used it were using it for cooking and 20 percent for drinking as often as once a week or more often. Fifty-nine percent had never tried instant powdered milk.

This product was used most often by large families of low income (under \$1,200 per capita). Forty-six percent of the families that spent less than 30 cents per person meal as compared with 34 percent that spent more than 30 cents used it. Sixty percent of the large families (6 or more members) used it. Many of these were families with children 12 and under, or families with children of various ages. They used it more often than did families with all teenagers or all adults. Homemakers between the ages of 30 and 60 used it more than did either younger or older women. These very likely were also the ones with the large families. Homemakers of low educational level (with some or all grade school education only) used it least often. Employed women used it more often than non-employed for both cooking and drinking.

Many (53 percent) of the interviewees gave no opinion as to why they liked or disliked the product. Reasons given for liking it for drinking were diet reasons (12 percent), convenience (10 percent), and "like taste" (10 percent). Reasons for liking it for cooking were economy (24 percent), convenience (18 percent), and good for special dishes (10 percent).

The main reason for disliking it for drinking was "don't like the taste and/or not rich enough" (76 percent). Reasons for disliking it for cooking were "not rich enough" (38 percent) and "too much trouble to mix" (10 percent).

Some of the interviewees volunteered the information that their husbands had used powdered milk during service in World War II and did not like it. One husband disliked it so much that the wife was not permitted to keep it in the house. Although such prejudice is largely unfounded now that the present-day product is so greatly improved, this negative attitude presents a very real problem for educational, welfare, and marketing agencies to deal with.

Kinds of Milk Used for Cooking

Seventy-five percent of all women in the survey used fresh whole milk most often in cooking because they had it on hand, it was most convenient, and they preferred it because of its good flavor. Next in importance for cooking was evaporated milk, used most often by 10 percent, because of its good flavor, economy, and convenience. Dry skim milk was used by 9 percent because it was cheaper, convenient, and had good flavor. Only one person mentioned its low calorie content. Buttermilk, fresh skim, and condensed milk accounted for the remainder of first choices for cooking.

Table 16 - Kinds of Milk Used Most Often in Cooking

<u>Kinds Used</u>	<u>Percent Using</u>
Fresh Whole	75
Buttermilk	2
Fresh Skim	2
Evaporated	10
Condensed	2
Dry Skim	9
Total	100

Families of low-income, low-educational level, early urban background, and with six or more members used fresh whole milk least often and evaporated milk most often for cooking. Age of the homemaker did not appear to be a factor in the use of whole milk. However, use of evaporated milk decreased as age increased and use of dry skim milk increased to age 60, then decreased. Use in infant formulas may account for the greater use of evaporated milk by younger homemakers.

Background of homemaker was not a factor in the choice of dry skim milk for cooking. Neither was income. As many of high as of low income used it, though possibly for different reasons. More large than small families used it, and its use decreased slightly as the education of the homemaker increased.

Use of Cottage Cheese

Although cottage cheese is not a new product, it is a convenience food which has been greatly improved in recent years and a product which has received much promotional attention from the dairy industry.

About half (49 percent) of all families in the survey used cottage cheese weekly or more often. Ten percent never used it. Forty-one percent used it "sometimes." Its use increased as per capita income and educational level of the homemaker increased. Families of medium size (two to six members) and those in which the homemaker was between the ages of 30 and 60 and of early urban background used it more frequently than those in other categories. Season of the year made no difference in its use to over half the families. Fifty-four percent used it as often in cold as in warm

weather. One-fifth (21 percent) used it more often in warm weather. Five percent used it more often in cold weather. Twenty percent gave no answer.

Almost 80 percent of the homemakers considered cottage cheese to be an inexpensive food. Seven percent thought it was expensive. Most of these homemakers were of early rural background and of low educational level.

Table 17 - Opinions about Expense of Cottage Cheese

<u>Opinion</u>	<u>Percent</u>
Expensive	7
Inexpensive	79
Don't know	9
No reply	5
Total	100

Of all the families who used cottage cheese, 77 percent used it plain part of the time. There were many combinations, the most popular being tomato and cottage cheese salad. Fifty-four percent used this. Other combinations were with pineapple, 37 percent; peaches, 30 percent; pears, 23 percent; gelatin, 13 percent; and vegetables, 11 percent. Other uses for it were in dips and sandwich spreads (3 percent) and in cooked dishes such as cheese cake and/or cheese pie (4 percent). Variety in use increased as income increased, with those of high income using it in the greatest variety of ways.

Who Tries New Recipes and Why?

Understanding factors which influence homemakers to try or not to try a new recipe and to use or not use a new food would be helpful to marketing and advertising personnel in planning the introduction and promotion of new products or new forms of old products. Therefore, an attempt was made to find out how women react to different types of recipes. ^{7/}

^{7/} Four questions were asked: (1) If you found an interesting new recipe using foods you have used before what would you do about trying it? (2) If you found an interesting new recipe using foods you have not used before, what would you do about trying it? These two questions were asked of all interviewees. (3) Half of the interviewees (every other one) was handed a card on which was a recipe for fruit trifle, the ingredients for which were leftover sponge or pound cake, ginger ale, vanilla instant pudding, milk, peach-apricot jam, fruit cocktail, and sliced peaches and asked, "What would you do about trying it?" (4) The other half was given the recipe and a photograph of the prepared dish and asked, "What would you do about trying it?"

Interviewees, also, were handed a card on which five possible answers for these questions were listed. They were (1) go ahead and try it, (2) talk to a friend or family member first, (3) wait until someone recommends it, (4) wait until you have tasted it somewhere, (5) not try it at all. This was followed by the question, "Why would you do that?"

Table 18 - Responses of Homemakers about Trying New Recipes

Types of Recipe	Go Ahead and Try It	Talk To Friend or Family Member First	Wait Until Some- one Tries	Wait to Taste	Not Try At All	Other No Reply	Total
	%	%	%	%	%	%	%
New recipe with familiar foods	71	3	4	3	17	2	100
New recipe with one or more unfamiliar foods	46	6	7	7	27	7	100
"Fruit Trifle" recipe; only recipe shown	39	2	2	4	51	2	100
"Fruit Trifle" recipe; both recipe and picture shown	51	2	0	2	43	2	100

Homemakers were more likely to try a new recipe if all the ingredients were familiar to them. If a recipe called for ingredients with which they were unfamiliar or had not used before, only 46 percent (as compared with 71 percent with familiar foods) would go ahead and try it. A few would ask a friend, wait until someone else tried it, or wait to taste it (20 percent for a recipe with unfamiliar foods, 10 percent for familiar foods). Twenty-seven percent would not try a recipe with unfamiliar ingredients; 17 percent would not try a new dish with familiar ingredients.

If a picture was shown with a recipe, women were more likely to try the recipe (51 percent as compared with 39 percent if there was no picture).

The main reason for trying a new recipe was that the homemakers liked to try something new and, especially so, if they knew it would please the family. Reasons for not trying were that the women were satisfied with their present meal pattern and thought that anything new would be a waste of time, effort, money, and ingredients. A few did not try the new for fear of failure.

In addition to having the feeling that it would be a waste of time, money, and materials, 56 percent of the homemakers who would not try the "Fruit Trifle" recipe (recipe only) said "it doesn't sound (look) good." The same reason was given by 61 percent who saw the picture with the recipe and also would not try it. This would indicate that seeing a picture, along with a recipe, helps the homemaker to make a definite decision. Comments made by some homemakers indicated that this particular recipe had too many ingredients and was

too complicated and time consuming. These findings suggest that a simple recipe (using a food to be promoted), along with an attractive picture of the food, would be an effective promotional technique to use for increasing sales of a product.

Interest in trying a new recipe with either familiar or unfamiliar foods increased as per capita income and education of the homemaker increased. Also, it increased with age to age 50 and then decreased. However, in respect to the use of recipes with unfamiliar foods, interest continued high to age 60.

Homemakers with large families were least interested in trying new recipes. Those with two to four members were most interested. Employed homemakers were more likely to try something new than were those who did not work outside the home.

Low income usually is associated with low educational level of the homemaker and large family size. Homemakers with large families having a limited income may feel the need of spending their food money for items that they are sure the family will enjoy and, therefore, they are hesitant to experiment with the new. In households of fewer than two (probably the very young and/or older persons) there may be little incentive to try something new. If they find they do not like the new dish, it is wasteful and/or monotonous to consume. Also, young families may be on strict food budgets and older ones on restricted diets. As age increases and income limitations are relaxed and, perhaps as the homemaker has developed more confidence in her cooking skills, she is more interested in experimenting with new foods. Also in these families there probably would be growing children to whom new dishes would appeal.