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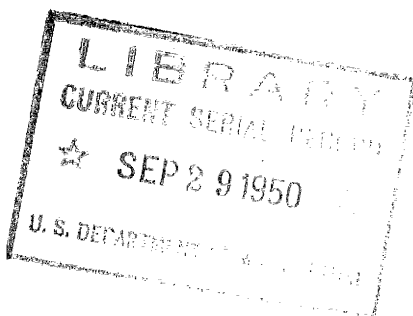
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Rice Preferences Among Household Consumers



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**BUREAU OF AGRICULTURAL ECONOMICS
DIVISION OF SPECIAL SURVEYS**

This is one of a series of studies of consumer preferences conducted by the Division of Special Surveys under the direction of FORREST E. CLEMENTS, Head of the Division.

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RICE PREFERENCES AMONG HOUSEHOLD CONSUMERS

PREPARED IN THE BUREAU OF AGRICULTURAL ECONOMICS ¹

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INTRODUCTION

As a result of a greatly expanded production compared with prewar and prospects that exports will be substantially reduced from present levels, the United States is faced with the likelihood of an accumulation of rice surpluses. An increase in domestic consumption would reduce the magnitude of surpluses, or abundances, and the size of the necessary acreage reductions.

Because of increased export outlets for United States rice which followed a decline in Oriental trade caused by the war, production of rice in the United States has been greatly expanded. The outturn in 1948 (the year of this study) reached the equivalent of about 2,500 million pounds of milled rice. This was about 75 percent above the 1935-39 average. In 1948, exports soared to four times the prewar

¹ This project was recommended and given high priority by the Rice Advisory Committee serving under the Research and Marketing Act Program. The research on which this report is based was made possible by funds provided by the Agricultural Research and Marketing Act of 1946.

The Bureau of Agricultural Economics assumed major responsibility for this report, with cooperation and advice from the Bureau of Human Nutrition and Home Economics and the Production and Marketing Administration.

average. Because of the sharp drop in world trade, exports from the United States comprised 11 percent of the total world exports of rice compared with only about 1 percent in 1936-40. In 1948-49, disappearance of United States rice totaled about 2,400 million pounds, of which about 1,150 million pounds were used in continental United States and 330 million in United States territories. About 920 million pounds were exported.

In 1948-49, production in the exporting countries of Asia increased to within 10 percent of the 1935-39 average. Exports from these countries, however, were still less than half of prewar. If the political situations of these countries improve, Asiatic exports would be expected to increase. As a result of the reduction in Oriental trade, production and exportable supplies of rice in Egypt and surplus-producing areas of Latin American countries were greatly increased. Moreover, limited dollar exchange is resulting in the reduction of exports from the United States.

The large domestic crop in 1948 caused the carry-over in the United States at the end of the marketing year to be the largest in 5 years. In 1949, a year after this study was started, growers in the United States again increased their acreage. They produced a record crop 5 percent larger than that of the previous year and 42 percent above the previous 10-year average. As a result of the very large supplies, the carry-over at the end of the 1949-50 year is expected to be substantially increased. In order to avoid further accumulation of surpluses, producers have been requested to reduce their 1950 acreage.

With a view to reducing surpluses of rice, efforts are being made to find larger outlets in the United States. It is the purpose of this consumer preference study to help rice growers and the rice industry to evaluate domestic consumption with a view to its possible expansion. A study of the export market is also in progress.

Scope of the Study

By analyzing consumer preferences, it is thought that ways may be found to expand the domestic demand among those who are either nonusers or small users. It has been assumed that many people in this country do not use rice at all and that some use it for dessert only.

The study was designed to find out:

(1) Reasons for use or nonuse of rice and relation of price to purchase.

(2) Ways in which homemakers use rice, the number of families utilizing it in these various ways, the meals at which rice is served, and the food combinations in which it is served.

(3) The number of users who are aware of different lengths of grain in rice, their preference in regard to grain length, their reasons for stated preferences, and availability of the preferred grain.

(4) The number of homemakers who cook rice by different methods (boiled, steamed, etc.), length of cooking time, methods of preparation, preferences as to dry-flaky versus soft-and-sticky results after cooking, ability to produce the desired cooking results, any difficulties in cooking, and homemakers' analyses of the sources of these difficulties.

(5) The number of users of rice who use both white and brown, their preferences between the two, intensity of these preferences, reasons for the stated preferences, and availability of the preferred rice.

(6) Extent of the homemakers' knowledge and opinions of homemakers regarding the nutritive values of white and brown rice.

(7) The foods high users of rice sometimes serve in place of rice, frequency of serving the substitution, and homemakers' evaluation of the relation of the price of rice to the price of substitutes.

(8) Size and frequency of purchase, size and kind of package which rice users prefer, preferences for specific brands, reasons for these preferences, attitudes toward printed recipes on packages, and availability of the kind of package preferred.

(9) Use and preferences regarding quick-cooking rice and processed rice such as breakfast cereals (puffed rice, rice flakes, etc.), and availability of these items.

Design of the Sample

The "universe" sampled consisted of the private households in the United States. It is estimated that there are approximately 42 million such units. Tabulations were made for the total United States and for Chicago. This city was chosen for separate tabulations because it was thought advisable to select a city representing an intensely concentrated cosmopolitan center which included several nationality groups.

A uniform sampling rate was applied, except for the Chicago metropolitan area where the sampling rate was increased to allow separate estimates to be made. The sampling rate was set to yield a minimum of about 2,500 interviews.² The sample was a probability sample and the techniques used by the Bureau of Agricultural Economics in its attitudinal studies were followed. Three subuniverses were involved: (1) The 14 largest metropolitan areas; (2) cities having more than 10,000 inhabitants in 1940; (3) territory not included in (1) and (2) which was covered by means of a sample of 25 counties in the North and 25 counties in the South.³ Stratification was geographic within four size groups on the basis of size of the largest city in the county. Counties were selected with probabilities proportional to their population, excluding the population of any places of 10,000 or more inhabitants.

Within the sample cities, the sampling procedure followed the usual area-sampling techniques of selecting blocks, listing addresses in the blocks, and sampling addresses on the list. In the open country, no listing was done; instead, all households within selected geographic segments were included in the sample.

² Actually 2,450 interviews were successfully completed. This is a combined figure representing the interviews taken to represent the United States and the additional special interviews taken to provide separate estimates for Chicago.

³ The South as used here includes the census divisions of South Atlantic, East South Central, and West South Central. The North includes the remainder of the country.

Who Was Interviewed

An interview was taken in each household in the sample except in those in which meals were never prepared at home. If meals were usually prepared in the home, an interview was taken. The person eligible for interview in this survey was the person in the family who had the main responsibility for buying and preparing food. In most cases this person was the housewife, but men who prepared meals were interviewed.

If one person in the family bought most or all of the food and another prepared it, the person who had chief responsibility for preparing the food was interviewed. If the person who prepared the meals was a paid cook, the "lady of the house" was interviewed.

If two or more families used the same kitchen facilities but usually prepared meals separately, an interview was taken with the person eligible for interview in each of the families.

When Interviewing Took Place

Interviewing took place simultaneously all over the country in the last 2 weeks of October 1948. Because the patterns of rice usage seem to be relatively stable the findings reported here for October 1948 probably would not differ in any statistically significant respect from those based on interviews taken since that time.

SUMMARY OF MAJOR FINDINGS

Users and nonusers of rice.—Almost 9 in 10 homemakers in the United States reported using rice as part of their meals. Most of those who said they were not using it at the time the survey was taken, reported that they had used it at times in the past.

Characteristics of users.—Homemakers who were members of large families were more likely to use rice than were those with smaller families. Also, homemakers with high family incomes were somewhat more likely to use it than were those with smaller incomes. Age, educational level, or place of residence of the homemakers were not found to be related to the use of rice.

Frequency of serving.—Slightly more than 4 in 10 users reported serving rice less than four times a month. A corresponding proportion said they served it from 4 to 15 times a month and slightly over 1 in 10 reported using it as often as 16 times a month. For purposes of comparison, these three groups are shown in the report as "infrequent," "moderate," and "frequent" users.

Characteristics of infrequent, moderate, and frequent users.—Generally speaking, the more frequent the consumption the more the group is characterized by larger families and lower incomes.

Reasons for using.—In order of mention, the three chief reasons homemakers gave for using rice were: (1) Its favorable taste, (2) its usefulness in adding variety to meals, and (3) its healthful, nourishing qualities. Other reasons were also mentioned, although less frequently than those shown above.

How rice is used.—Approximately three in four users of rice reported that they cooked it separately and served it along with other

foods. Meat, chicken, and vegetables were the foods most often used by homemakers when they cooked rice in this way. A similar proportion said they cooked rice mixed with other foods. Meats, soups, chicken, and vegetables were the more frequently mentioned foods with which rice was prepared in this way.

Of those who used rice 76 percent said they served it as a dessert and only 19 percent reported serving it as a breakfast food.

Methods of cooking rice.—A majority of the homemakers said they usually washed the rice before cooking it, then boiled it in plain water in a regular pot or a double boiler for a median time of 25 minutes. About half run water through it either during the cooking period or after it has been cooked. Almost all said they preferred to have the rice grains stand apart from each other after they are cooked. Very few reported difficulty in having the rice cook up as preferred.

Foods used in place of rice.—Of those who used rice frequently, 3 in 4 said that when it was omitted from a meal they put something in its place—potatoes and cereal pastes such as macaroni and spaghetti were most often used. According to the homemakers, about 3 out of 10 of the alternatives cost more than rice, three-tenths cost the same; and four-tenths cost less.

Seasonal use of rice.—Almost three in five homemakers said they used rice more often during certain times of the year than at others. With few exceptions, those who varied their consumption of rice did so by increasing its use during the cooler seasons particularly during the winter.

Brown rice.—Approximately two-thirds of the homemakers in the sample said they had heard of brown rice. In this group, less than half reported using it; they were about equally divided in their opinions about it. Those who said they did not like it criticized primarily its taste and color.

Among those who had heard of it, approximately 4 in 10 said they were usually able to buy it in nearby shopping areas.

Quick-cooking rice.—Slightly more than half the interviewed homemakers said they had heard of quick-cooking rice. About half of those who had heard of it said they had used it. About half of those who used quick-cooking rice said they liked it.

Ready-to-eat rice breakfast foods.—More than 2 in 3 homemakers reported using breakfast foods made of rice. Of this group, about 9 in 10 said they had used rice crispies, 7 in 10 reported using puffed rice, and 3 in 10 mentioned using rice flakes. Most of those who used these breakfast foods tended to diversify their purchases instead of using one kind to the exclusion of others.

Among homemakers whose families contained children, about 8 in 10 mentioned using rice breakfast foods. Even among all-adult families, however, nearly 6 in 10 homemakers said they used these breakfast foods.

Purchases—type and size.—Most of the homemakers reported buying rice in packaged form, either in boxes or in bags. Those expressing a preference for boxes favored those with cellophane windows. Similarly, those who preferred bags were partial to cellophane bags or bags with cellophane windows.

About 6 in 10 homemakers said they usually bought rice in units of 1 pound or less, and almost 3 in 10 said they bought 2 pounds at a time. Relatively few said their usual purchases were in units of 3 or more pounds.

Brand preferences.—The majority of rice users reported no special brand preference, 6 in 10 said they were not partial to any particular brand. This group was primarily of the opinion that, (1) there was little or no difference between brands, (2) the acceptability of rice could be learned by seeing whether it was unbroken and long grained, and (3) such small quantities were bought that brands were of little importance.

Homemakers who expressed a preference for a particular brand most frequently mentioned names of regular unprocessed rice. Very few showed a preference for processed brands that were either par-boiled, quick-cooking, or had vitamins added.

Rice recipes on packages.—More than half of the homemakers who usually bought packaged rice said they knew of the recipes printed on the packages and about 4 in 10 of this group mentioned using them. The remainder said they relied principally on memory or referred occasionally to a cookbook when they cooked rice. A substantial proportion thought it would be a good idea to continue printing the recipes, primarily to aid other or inexperienced homemakers.

Suggestions for increasing the use of rice.—Two-thirds of the homemakers made suggestions for increasing the use of rice. They would rely heavily on printed material for media and on some version of cooking instruction as the action to be taken. Homemakers appear to want new and improved recipes and suggestions for the use of rice.

Price.—Less than a third of those who used rice said they would increase their purchases if the price were lowered. Very few of the nonusers thought they would come into the market even with a reduction in price. At the time of the survey, only about a fifth of the users appear to know that potatoes and rice cost about the same for serving; a fourth thought rice cost more, and a third thought it cost less.

Only half of the homemakers who used rice said they knew the price per pound of white rice.

Food value of white and brown rice.—Of the interviewed homemakers 7 in 10 could name some item of food value in white rice. More than half said it contained starch or carbohydrates. Other relatively frequent answers were that it contained vitamins, and that it had a high caloric value. Similar items were mentioned by those who had heard of brown rice. Regarding brown rice, however, only about half were able to report some food value.

Grain lengths.—Less than half of the homemakers said they had heard of rice of different grain lengths. Most of those who said that they were aware of different grain lengths said they knew only of long and short rice. Very few appeared to know that there are three lengths.

Chicago.—For the most part, the results of the Chicago survey closely parallel the findings for the United States. Discussions of differences, when they occur, may be found on pages 31—38.

SURVEY FINDINGS FOR THE UNITED STATES

Users and Nonusers of Rice

Almost all the interviewed homemakers said they used rice. The findings of the survey show that 88 percent of the homemakers in the United States said they were using it as a part of the meals served their families. The remaining 12 percent said they were not using it. However, a great many of the nonusers said they had used it at some time in the past. Only 3 percent of all those interviewed said they had never used it (table 4, p. 39). The reason given most frequently by all nonusers was, "I just don't like it and my family doesn't like it," (tables 5 and 6).

In a few sections of this report all users of rice are treated as a group. However, the frequency of use of this food varies widely and it was considered unwise to treat the analyses of many of the opinion and practice questions as though they reflected a homogenous population. Therefore, very early in the report users are grouped according to their "frequency of serving rice" and the larger part of the report is treated in this way.

Characteristics of Users

Size of family.—Homemakers' families were grouped according to size as follows: (1) Small, (2) medium-sized, and (3) large families.⁴ Infants under 1 year were not considered as part of the family when this classification was established. When these three groups were compared, it was found that homemakers with large families were somewhat more likely to use rice than those with smaller families. The following proportions of homemakers within each group were reported using rice (table 7):

95 percent who have large families (5 or more persons).

89 percent who have medium-sized families (3 or 4 persons).

83 percent who have small families (1 or 2 persons).

Family income.—Homemakers in the sample were divided into groups, on the basis of their gross pooled income, by taking the lowest, the middle, and the upper thirds and designating the members of these groups as low, middle, and high-income families. The ranges of the groups were: \$2,240 or less, \$2,241 to \$3,600, and \$3,601 and over. Survey results indicate that homemakers with high family income were somewhat more likely to use rice than were those with

⁴ Small families totaled 801 cases, or 35 percent of the sample. These were 1- or 2-person families. Most of them were 2-person adult families, whereas the few remaining cases were families of a single adult plus 1 child. Medium-sized families totaled 933 cases, or 41 percent of the sample. These were 3- or 4-person families. Two-thirds of these families were composed of adults and children. The remaining third were all-adult families. Large families totaled 544, or 24 percent of the sample. These were families of 5 or more persons. Most of these were families composed of both adults and children. The few remaining cases were all-adult families.

smaller family incomes. The proportion of homemakers within each income group who reported using rice were (table 8):

- 92 percent of the high-income group (\$3,601 and over).
- 89 percent of the middle-income group (\$2,241-\$3,600).
- 85 percent of the low-income group (\$2,240 or less).

It is generally thought that the high proportion of upper-income users of rice is a reflection of greater variety in their meals. Although more homemakers within this income group tend to use rice than do homemakers in the other two groups, later in the study it will be seen that when frequency of use is related to income, the low-income group contains a higher proportion of frequent users than do the other income groups.

Size of place of residence. Age and education of homemaker.—The use of rice does not appear to be related to the size of the community in which the homemakers live. About the same proportion of homemakers living in metropolitan centers and urban areas use rice as do those living in small towns or in the open country.⁵ In addition, no significant differences in usage were found between homemakers of different ages, or between those of different educational levels.

Frequency of Serving

Infrequent, moderate, and frequent users.—As previously noted in the analysis of the data collected for this report ALL users might have been regarded as a unit; and the replies from each user given equal weight. However, users of rice represent a particularly uneven market because they run the gamut from a small nucleus of frequent users to large groups of moderate and infrequent users.

It was decided, therefore, that a more useful analysis could be made of consumption of rice in private households, by regarding consumers as separate markets based on levels of use.

On the basis of replies to the question, "About how often would you say that you serve rice this time of the year?", homemakers who use rice were classified into three general groups as follows: (1) Infrequent users, those who said they served rice less than 4 times a month; (2) moderate users, those who said they served it from 4 to 15 times a month; and (3) frequent users, those who said they served it 16 or more times a month. A monthly basis was chosen for this classification because a great many users spontaneously mentioned this period of time as a basis for their estimates. It should be noted particularly that this classification refers to the frequency of use, although it may reasonably be assumed, in a large proportion of cases, that the relation between frequency of use and volume consumed is close.

Table 9, which illustrates this three-way grouping, shows the specific frequency categories from which each of the groups was constructed. The first two groups are about equal in size; that is, 43 percent of homemakers are classified as infrequent users and 44 percent as moderate users. Those homemakers who have been

⁵ The sample for this study was not designed for separate regional analysis. No data can be shown, therefore, for the South, or for any other specific area close to the source of supply of rice where its use is known to be widespread.

classified as frequent users represent only 13 percent of the total number of homemakers who use rice. This three-way view of rice users is presented throughout most of the remainder of the report (fig. 1).

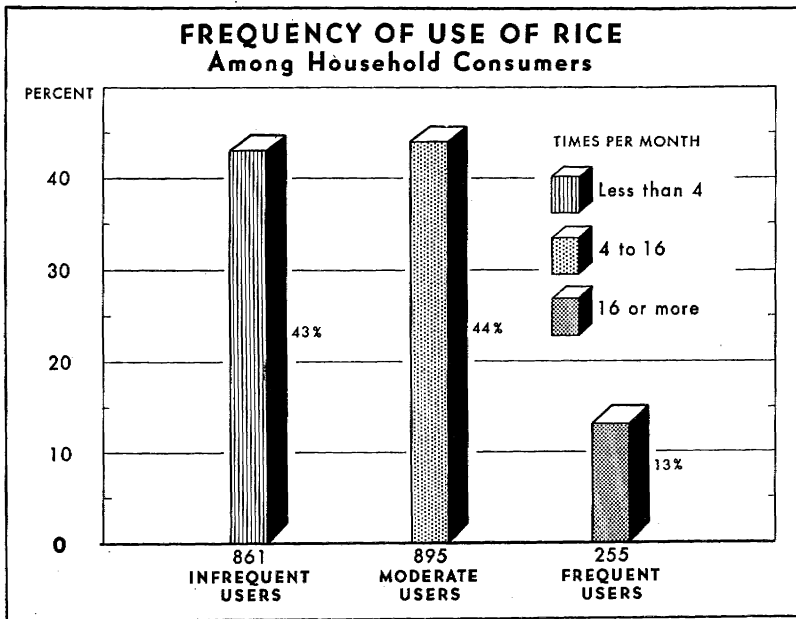


FIGURE 1.

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Characteristics of Infrequent, Moderate, and Frequent Users of Rice

The study shows that certain personal characteristics of the homemaker's family bear some relation to whether or not she uses rice. A further examination of these characteristics for each of the three levels of users shows more clearly the differences among the three.

Size of family.—Users of rice are primarily characterized by medium-sized families (3 to 4 persons). Approximately 40 percent of the homemakers within each of the three groups reported families of this size. Generally speaking, however, the higher the consumption the more the group is characterized by large families. Frequent users have a significantly higher proportion of large families than the two other groups. Of these frequent users 38 percent reported large families as compared with 28 percent among the moderate users, and only 19 percent among the infrequent group. Conversely, among the homemakers in the infrequent group there is a higher proportion of small families than among those in the two other groups (table 10).

Age of homemaker; size of place of residence.—No apparent differences were found among the groups in regard to age of the homemaker, nor were any differences found when these groups were compared on the basis of size of the community in which they lived. The proportion of infrequent, moderate, and frequent users in rural

areas and small towns was about the same as those in urban areas and metropolitan centers.

Family income.—A particularly strong inverse relationship apparently exists between frequency of use of rice and income. Infrequent users, for example, tend to fall predominantly into the upper income groups—only 25 percent of them have low incomes. Moderate users appear to be divided almost evenly throughout the three income levels, whereas almost half (49 percent) of the frequent users have low incomes, only 17 percent falling into the high-income group (table 11).

Education of homemakers.—Similarly, frequency of use of rice was found to be related to the homemaker's education. Frequent users, who are characterized for the most part by relatively lower incomes, usually had fewer years of formal education than those who use rice moderately or infrequently. Infrequent users, on the other hand, included a large proportion of homemakers with high-school or college training (table 12).

These characteristics of income and education which apparently differ among the three groups of users must be regarded simply as traits that appear to be associated with level of usage—and not as the complete causal influence.

Reasons for Using

Reasons for using rice (table 13) were given by the homemakers in answer to the question: "What would you say are the main reasons why you use rice?"

The variation in emphasis of the first three reasons among the three levels of users provides an interesting pattern of relationships. Although the favorable "taste" qualities of rice were mentioned most often by homemakers in all three groups, it was given a great deal more attention by the frequent users. This also holds true, on a smaller scale, for the "healthful" appeals of rice. The aspects of "variety" apparently appealed to many more of the infrequent users than to those in the other two groups.

Seven in ten homemakers gave more than one reason. They were asked to say which of the reasons mentioned was the most important one. This was done to ascertain whether the factor of verbal facility (multiple reasons) might have given undue weight to the replies of some of the respondents.

After this screening, it was found that the original rank order remained—taste first, variety second, and health third. However, the loss in emphasis was not identical for all three factors. The more important the item in the original reporting, the better it held its position in the second reporting. Factors of taste lost least emphasis in proportion to original mention, factors of variety lost slightly greater proportions, and reasons of health lost most emphasis (table 14).

How Rice Is Used ⁶

In general, rice is used in four ways. When it is used in the main part of the meal it can be (1) cooked separately, then served along

⁶ In all instances, "use of rice" refers to cooked rice only, not to prepared breakfast foods.

with other foods, or it can be (2) cooked mixed with other foods. It can also be used as (3) a dessert, or (4) a breakfast food.

To establish the pattern of use in the homemakers' meals, questions were asked about each of these general methods of preparation. For methods (1) and (2) an additional group of questions was asked concerning the particular foods with which rice is most often served.

Homemakers who use rice in different ways.—According to survey results, homemakers do not tend to limit the use of rice to any single method of preparation. The data show that they recognize the various ways in which it can be used, and consequently prepare it in more than one way. In the summary that follows, with the exception of rice as a breakfast food, approximately 3 in 4 homemakers said they used each of the major methods of preparation (table 1).

TABLE 1.—*Proportion of homemakers who said they used each major method of preparation of rice*

Methods of use	All rice users	Infrequent users	Moderate users	Frequent users
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Cooked separately from other foods.....	71	57	79	93
Cooked mixed with other foods.....	74	67	80	80
Served as a dessert.....	76	77	77	73
Served as a breakfast food.....	19	13	19	45
Number of homemakers.....	2, 019	861	895	255

¹ Percentages total to more than 100 because many homemakers prepare rice in more than 1 way.

Infrequent, moderate, and frequent users varied greatly in their use of the four methods of preparation. A higher proportion of those who were classified as frequent users utilized each method than was the case of those classified as infrequent users. However, about the same proportions of each group said they used rice as a dessert.

Regarding the first two methods of preparation, that is, (1) cooking rice separately and serving it along with other foods, and (2) cooking it mixed with other foods, special tabulations were made to ascertain the extent to which homemakers used both of these methods. Infrequent, moderate, and frequent users were also compared in this respect.

Among all rice users, about 5 in 10 said they prepared rice according to both methods. Four in ten reported using only one. Fewer than 1 in 10 of all the homemakers said they restricted the use of rice to desserts or to breakfast use⁷ (table 15).

Those who serve rice infrequently are more likely to use a single method of preparation than are those who use it more often. Among

⁷ Among many of the persons called upon for advice during the course of the study, there seemed to be a consistent thought that, "A large proportion of homemakers primarily use rice for desserts, as in puddings." According to the responses of this cross-section of homemakers, only 8 percent reported using rice for desserts or for breakfast to the exclusion of other methods of preparation.

the infrequent users, for example, 38 percent reported using it according to both major methods of preparation. In comparison, 75 percent of the frequent users reported using both methods.

Classes of foods with which rice is used.—The report thus far has shown the number of homemakers who reported using rice in the four general methods of preparation. The discussion that follows concerns the foods with which rice is most often served when it is used as part of a main dish. This section, therefore, excludes rice for breakfast or as a dessert.

All users of rice who said they used it as part of a main dish were asked about five classes of foods: chicken, fish, seafood, such as shrimp, meat, and vegetables without meat. The summary that follows presents the proportions of homemakers who reported using rice with these five foods. It lists their preferences for *combining* rice with particular foods, regardless of the method of preparation (table 16).

Among all rice users—

- 69 percent said they served rice with meat.
- 48 percent said they served rice with chicken.
- 39 percent said they served rice with vegetables (no meat).
- 10 percent said they served rice with fish.
- 10 percent said they served rice with seafood (for example, shrimp).

These results reflect the homemakers' evaluations of the suitability or flexibility of rice in combination with different classes of foods.

The figures are determined to a considerable extent by a combination of influences. They combine the homemakers' preference for serving certain foods with rice and they reflect also the relative popularity of the basic foods themselves. From other sources⁸ it is shown that in actual pounds consumed per household, meat is far in the lead, poultry is second although far below meat, and fish and seafood rank third.

The previous summary considered users of rice as a whole. When users are grouped according to frequency of use, differences were found in the proportions in each group who prepared these particular food combinations. As in the number of methods of preparation—when the frequency of serving rice increased, the likelihood of using each of the food combinations increased (table 17).

<i>Among infrequent users</i>	<i>Among moderate users</i>	<i>Among frequent users</i>	
57	76	93	percent said they served rice with meat.
30	58	78	percent said they served rice with chicken.
29	42	60	percent said they served rice with vegetables (no meat).
5	10	30	percent said they served rice with fish.
5	11	25	percent said they served rice with seafood (for example, shrimp).

If we consider that homemakers might use all five of these food classes, and might prepare the rice for each combination either by cooking it separately or cooking it mixed with the other food, we can

⁸ United States Bureau of Human Nutrition and Home Economics. FOOD CONSUMPTION OF URBAN FAMILIES IN THE UNITED STATES., Washington, D. C. pp. 15 and 19.

assume that homemakers have 10 general ways of preparing and serving these particular foods.

Actually, 4 in 10 of these homemakers said they use rice in one or two ways, 3 in 10 use it in three or four ways, and slightly fewer than 3 in 10 use it in five or more ways. The data show an almost perfect relation between frequency of use of rice and number of ways it was used (table 18).

Homemakers who cook rice separately and serve it with other foods.—Homemakers who reported using rice in this way were asked whether they served rice with certain specified foods. In asking this question, a checklist of foods was read to the homemaker. In the pretest period this suggestive technique was found necessary because the majority of the respondents were moderate and infrequent users and thus had considerable difficulty in recalling their usage habits. Tabulation of replies to this checklist question (table 19) showed that:

- 69 percent said they cooked rice separately and served it along with meat.
- 54 percent said they cooked it separately and served it along with chicken.
- 36 percent said they cooked it separately and served it along with vegetables (no meat).
- 21 percent said they cooked it separately and served it along with gravy (no meat).
- 13 percent said they cooked it separately and served it along with Chinese foods.⁹
- 12 percent said they cooked it separately and served it along with fish.
- 11 percent said they cooked it separately and served it along with seafood (for example, shrimp).

Frequency of serving rice with specific foods.—Homemakers who reported cooking rice separately and serving it along with each of the foods mentioned were asked to estimate about how often they served these recipes (table 20).

A graph of these data (fig. 2), combining specific foods and frequency of serving shows a fairly regular descending frequency of serving as the popularity of the food decreases. An exception is fish, which is apparently served rather often by the small group of people who combine it with rice.

Homemakers who cook rice mixed with specific foods.¹⁰—In obtaining data on this method of preparation a checklist question was asked homemakers about the same foods previously mentioned. And as before, those who mentioned preparing rice mixed with these foods were asked how often they served each food combination.

In the answers to the question about cooking rice mixed with other foods, a ranking of foods similar to that shown in the replies to the question on cooking rice separately was obtained—with one exception—soup came into the listing. About the same proportion of homemakers reported using rice with soups¹¹ as with meat. The

⁹ Chinese dishes were placed in a separate category because of replies to the question: "Are there any other foods you serve rice along with?" This recipe was recalled voluntarily so frequently that it was included as an additional item in the final tabulation.

¹⁰ See table 1.

¹¹ Soup was included because of replies to the question: "Are there any other ways you serve rice mixed with other foods?" Soup was mentioned so often that it assumed second place among the foods with which rice is cooked.

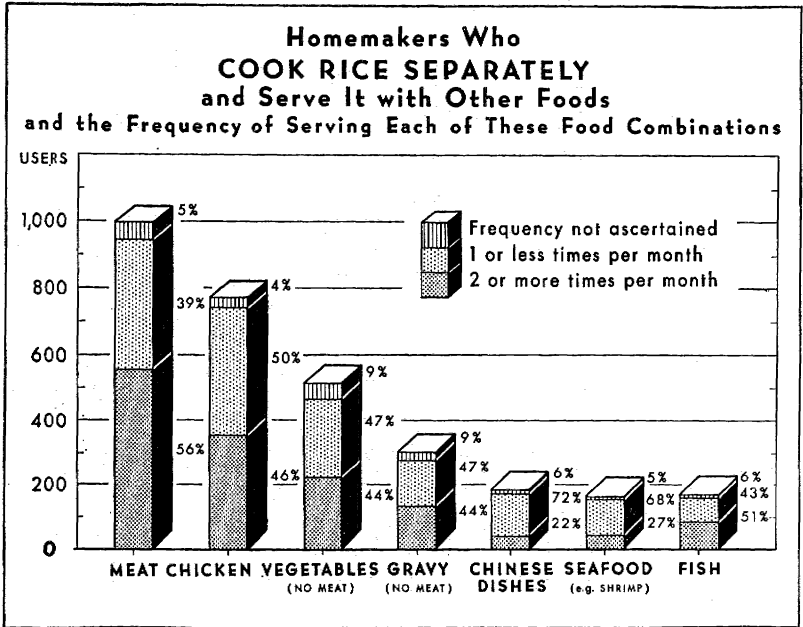


FIGURE 2.

BAE 47530-X

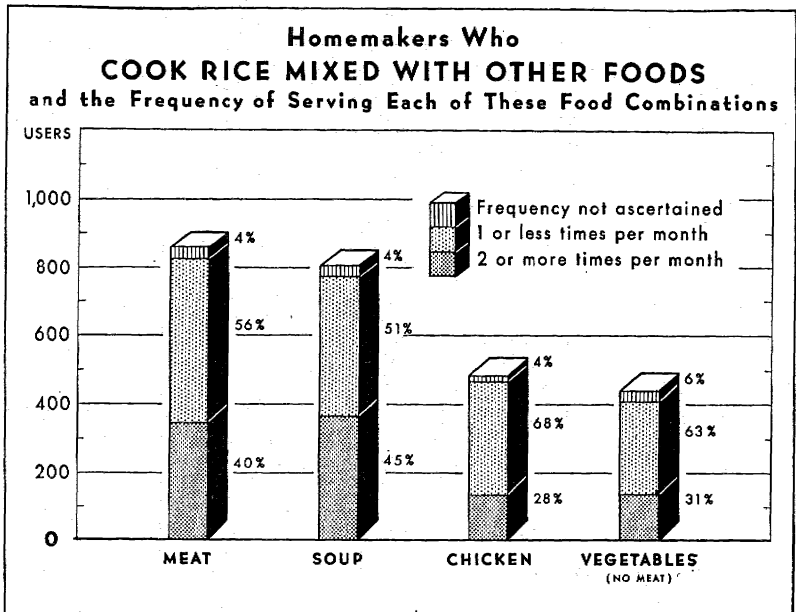


FIGURE 3.

BAE 47531-X

proportions of homemakers who said they cooked rice mixed with each of the foods listed (table 21) follows:

- 57 percent said they cooked rice mixed with meat.
- 54 percent said they cooked it mixed with soup.
- 32 percent said they cooked it mixed with chicken.
- 29 percent said they cooked it mixed with vegetables (no meat).
- 6 percent said they cooked it mixed with seafood (for example, shrimp).
- 3 percent said they cooked it mixed with fish.

Frequency of serving rice cooked with specific foods.—Figure 3 illustrates the frequency with which rice is cooked with specific foods.¹² Homemakers reported cooking it with soups and with meat rather often each month (table 22). Those who used this method of cooking with chicken or with vegetables prepared it much less often.

Homemakers are quite aware of the differences in cooking time required for rice and for the other foods with which it is often used. In soups, stews, or the casserole type of cooking, rice and meat, or rice and chicken, can be mixed together for the entire or almost the entire cooking period. But when rice is used with foods that require relatively short cooking, as fish and seafood, few homemakers attempt to combine the rice and the basic food item during the cooking period.

Use for Breakfast and as a Dessert

Homemakers who use cooked rice for breakfast and frequency of use.—In reply to the question, "Do you ever serve cooked rice for breakfast?" about one out of every five said, "yes" (table 1).

<i>Among all users</i>	<i>Among infrequent users</i>	<i>Among moderate users</i>	<i>Among frequent users</i>	
19	13	19	45	percent said they served cooked rice for breakfast

Among those who reported serving cooked rice for breakfast, 7 in 10 indicated that it was not a very customary part of this meal as they estimated serving it in this way four or fewer times a month. Only 2 in 10 said they served it more frequently.

Use of cooked rice at the morning meal is definitely a characteristic of the frequent users, appears to be a slight habit among moderate users, and is seldom used in this way by the infrequent users. Whereas 78 percent of the frequent users said they served rice for breakfast at least once a week, 46 percent of the moderate users and only 4 percent of the infrequent users followed this practice (table 23).

How homemakers cooked rice at breakfast.—Most of the homemakers who serve cooked rice for breakfast said they added sugar, cream, or butter. Eight in ten mentioned serving it in this way, and two in ten said they used gravy. Fewer than 1 in 10 mentioned other ways of serving (table 24).

Homemakers who use rice as a dessert and frequency of use.—It was mentioned that about 75 percent of the homemakers reported using rice desserts (table 1). It was also noted that the use of rice as a dessert was apparently unrelated to the frequency of use of

¹² Data for seafood and fish are omitted because so few homemakers mentioned cooking rice with them.

rice in general, as about equal proportions within each of the three groups said they used it in this way.

A tabulation of the homemakers' estimates of how often they served rice as a dessert to their families shows that they do not serve rice desserts very frequently (table 25). Only 21 percent of the homemakers said they served it this way four or more times a month.

A large proportion of homemakers who use rice infrequently serve it as a dessert. However, only 2 percent of the infrequent users estimated serving it in this way four or more times a month, whereas 30 percent of the moderate users and 52 percent of the frequent users reported using it this often.

Time of day at which main meal is served.—Users of rice, like most homemakers in the United States, considered their evening meal as the main meal of the day. However, a fair proportion said they served the main meal at midday. In answer to the question, "When do you usually serve the main meal of the day?" about 7 in 10 mentioned the evening meal, and about 1 in 4 the midday meal (table 26).

Meal at which rice is most frequently served.—Rice appears to be strongly associated with the evening meal, regardless of when the main meal is served. Among the homemakers who considered the evening meal as the main meal of the day, more than 8 in 10 said they served rice most often at this time. A somewhat similar situation was found even among those who considered the midday meal as the main meal of the day. In this group, 6 in 10 reported serving rice most often for the evening meal, whereas fewer than 2 in 10 said they served it most often at their midday meal (table 27).

Methods of Cooking

For most homemakers, the cooking of rice is a very simple procedure. Most of them wash the rice before cooking, then boil it in plain water in a regular pot or a double boiler for a median time of 25 minutes. About half then run water through it either during or after it is cooked.

Cooking utensils used.—Approximately 6 in 10 homemakers said they cooked rice by simply boiling it in plain water in a regular pot. About 2 in 10 mentioned using a double boiler. Very few said they used other or more complicated methods (table 28).

Length of cooking time.—Homemakers varied their cooking time as they varied the type of utensil used. The median length of time for those using a plain pot was 25 minutes, for a double boiler 30 minutes, and for a pressure cooker 7 minutes.

These median cooking periods closely approximate those recommended by cooking experts. The homemakers' estimates of length of cooking time show considerable variation around the median, which can probably be accounted for by variations in quantities of water used, and by the use of a quick-cooking or precooked rice (table 29).

Homemakers who wash rice.—Ninety percent of the homemakers said they usually washed the rice before cooking it. Although no specific questions were included in the final questionnaire regarding reasons for this washing, pretest experience showed that those who bought rice which was either packaged by the grocer or loose from a container were particularly concerned, and complained that the product was dirty. Those who reported washing the clean prepackaged

rice are probably carrying over a habit from the days when most rice was sold from open containers and definitely required washing (table 30).

Somewhat less than half of the homemakers reported running water through the rice before it was completely cooked or after it was cooked. The low consumers were more likely to give this rinsing—but even among the high consumers, more than a third said they did so (table 31).

Homemakers who add ingredients other than salt to the cooking water.—Tabulation of replies to the question: "Do you add anything to the water you cook rice in besides salt?" showed that only about 1 in 10 of the interviewed homemakers use additional ingredients in the cooking water (table 32).

Those who add something extra primarily reported using either butter, milk, vinegar, or lemon juice (table 33).

Among those who made additions to the cooking water—

$\frac{1}{2}$ said they used butter or other fats.

$\frac{1}{3}$ said they used milk or milk and sugar.

$\frac{1}{6}$ said they used vinegar or lemon juice.

Homemakers' preferences for different grain textures after cooking.—More than 8 in 10 homemakers said they preferred to have the rice grains stand apart from each other after cooking. Only about 1 in 10 preferred to have them stick together. These preferences in regard to texture after cooking are about the same for all three groups of users (table 34).

A special tabulation was made among those who used a "plain pot" for cooking to learn whether those who preferred a drier rice used, on the average, a longer or shorter cooking period than those who preferred a stickier product. It was found that, regardless of these preferences in the end product, the homemakers who boiled the rice in plain pots reported almost identical cooking times (table 35).

Homemakers who reported trouble in having rice cook up as preferred.—Homemakers were asked: "Do you find that you have any particular trouble in having rice cook up as you like it?" Most of them said that their cooked rice usually turned out well. Almost 9 in 10 reported no difficulties (table 36).

For the most part, those few who mentioned having had some difficulty in cooking rice said the rice cooked up sticky or gummy. A small group reported that it didn't cook up evenly, but contained some hard parts (table 37).

Foods Used in Place of Rice

Homemakers who use foods in place of rice.—It has been shown that most homemakers tend to use rice rather infrequently, in contrast to the regularity with which they use many other foods. For the homemakers who were classified as infrequent and moderate users, it may be assumed that rice is used in the diet to take the place of another starchy food or as a means of satisfying a general need for variety in meals.

For a fairly small group of users (those who use it four or more times a week), rice is a relatively regular part of the meals, and deviation from its serving probably indicates that another food has been used

in its place. To obtain information concerning the substitute pattern, this group was asked: "When you don't serve rice, do you use anything else in place of rice?" (table 38).

77 percent said they used other foods in place of rice.

19 percent said they did not use other foods in place of rice.

Specific foods used in place of rice by frequent users.—Potatoes were reported by 7 in 10 of this group as the food used in place of rice; cereal pastes such as macaroni and spaghetti were mentioned by 5 in 10; and grits and miscellaneous vegetables each were reported by 2 in 10 (table 39).

Number of foods used in place of rice.—For the most part, frequent users of rice do not use a wide variety of foods as a substitute. About two-thirds said they used only one or two different foods and one-third mentioned using three or four.

33 percent said they used only *one* food in place of rice.

36 percent said they used *two* foods in place of rice.

15 percent said they used *three* foods in place of rice.

16 percent said they used *four* foods in place of rice.

Frequency of use of "substitute" foods.—Judging by the reported frequency of serving "something else instead of rice" most of these high users considered rice an integral part of each noon and evening meal, and each time it wasn't served they were conscious of substituting for it. Almost 4 in 10 of the frequent users reported serving alternative foods once or twice a week, 3 in 10 indicated that they served them 3 or 4 times a week, 2 in 10 served substitute foods 5 to 7 times, and slightly more than 1 in 10 said that other foods were used in place of rice at least 8 times a week (table 40).

Comparison of price of rice and of foods used in its place.—For each alternate food mentioned, the respondent was asked if she thought it cost more, the same, or less to serve than rice. Although a considerable number thought their substitutes were less expensive than rice, almost three-fifths thought they cost the same or more (table 41). For about 60 percent of those who were asked about substitutes, additional factors must come into play—such as the attempt to please the family's taste, and the need for variety which directs even these frequent users toward using alternatives.

According to the homemakers' appraisal—

26 percent of the substitutes cost more to serve than rice.

33 percent of the substitutes cost the same to serve as rice.

41 percent of the substitutes cost less to serve than rice.

Seasonal Variation

Homemakers who used rice more often during certain times of the year.—Almost three in five homemakers reported that they used rice more often during certain times of the year. The remaining two out of five said they used rice practically constantly throughout the year.

No great seasonal differences in use were found between those who use rice more or less frequently. However, frequent users tend to be slightly more constant in their usage than either moderate or infrequent users. Of the frequent users 46 percent said they consumed about the same quantity throughout the year, whereas only 37 per-

cent of the moderate users and 42 percent of the infrequent users so reported (table 42).

Seasons of the year when homemakers increase the use.—With few exceptions, those who vary consumption do so by increasing usage during cooler periods of the year, particularly during the winter. Only a very small proportion increased its use during warmer weather (table 43).

Reasons homemakers gave for using more rice during fall and winter.—All reasons homemakers gave for using more rice during the fall and winter centered around its appropriateness to cooler weather (table 44). Among the more frequent reasons:

56 percent said, "Family members have better appetites—need hotter, more filling meals."

21 percent said, "Cooler weather is more conducive to cooking."

16 percent said, "Rice is suitable for cooler weather because it provides warmth and energy."

12 percent said, "Rice is used because of poor selection, high prices, and unavailability of other foods during winter."

Thus about 6 in 10 said that additional use of rice was caused by the family's demands and 2 in 10 said that cooler weather was more conducive to cooking. Fewer than 2 in 10 based their increased use on wintertime energy needs of the family, and more than 1 in 10 referred to the unfavorable market situation of other foods.

Brown Rice

Homemakers who have heard of brown rice.—About two-thirds of the regular rice users reported that they had heard of brown rice (table 45). Equal proportions of infrequent, moderate, and frequent users said they were aware of it. The homemakers were specifically asked about, "brown rice, not wild rice."

Homemakers who have used brown rice.—Over-all, about 4 out of 10 of those who had heard of brown rice said they had used it. Moderate and frequent users of regular white rice who had heard of that product were much more likely to have used brown rice than were infrequent users. Use of brown rice rose from 35 percent in the infrequent group to 52 percent in the frequent group (table 46).

Homemakers' reactions to brown rice.—Slightly more than half of those who had tried brown rice were not favorably disposed toward it.

56 percent of those who had used it said they did not like it.

44 percent of those who had used it said they liked it.

Frequent users of rice apparently were more likely to dislike the brown rice even though a larger proportion of them had tried it than was true for the less frequent users. Probably it was their strong liking for white rice that tempted them to try another kind; also the strong taste habit of white rice tends to make for dislike of brown rice (table 47).

Among those who had had experience with brown rice and hadn't liked it, the principal criticisms advanced were:

	<i>Percent</i>
Did not like its taste, its flavor.....	45
Did not like its appearance, its color.....	37
Took too long to cook—did not get tender.....	12
Texture was too coarse, tough, hard, grainy.....	7
Stuck together, cooked up gummy, mushy.....	5

Among those who have tried and liked brown rice, approximately two out of three said they preferred to use it for some kinds of recipes only. They singled out meat, stuffing for meat or fowl, and with just gravy or butter (tables 48 and 49).

The reasons given by those who preferred to use brown rice for *all kinds of rice cooking* show that its food value is regarded as superior (table 50). The favorable taste qualities of brown rice were also given frequent mention.

To measure the intensity of the homemaker's preference for brown rice, those who had used and liked it were asked, "If you can't get brown rice when you want it—do you usually just use white rice instead or do you skip that recipe until you can get brown rice?" Most of the homemakers in this group said they wouldn't wait until brown rice could be bought, and would buy white rice in its place. Only 1 in 10 of the homemakers were so favorably disposed toward brown rice that they said they would rather skip the particular recipe (table 51).

Availability of brown rice.—Among those who had heard of brown rice, about 4 in 10 said they were usually able to buy it. About the same proportion said they were uncertain as to its availability, and only 2 in 10 indicated that it was not usually available in the stores at which they shopped.

A comparison between users and nonusers of brown rice with regard to their respective opinions about its availability showed that well over half of those who had used it said they were usually able to buy it. Among the nonusers, the reverse was found to be true; more than half in this group were uncertain about its availability (table 52).

Quick-Cooking Rice

Homemakers who have heard of quick-cooking rice.—Slightly more than half of the homemakers in the sample reported that they had heard of quick-cooking rice.

Homemakers who used the regular rice frequently were no more aware of the precooked rice than were those who used it infrequently. The moderate users appeared to be slightly more aware of it than the other two groups (table 53).

Homemakers who have used quick-cooking rice.—Almost half of those who had heard of quick-cooking rice said that they had used it. Although this represents only about a fourth of the homemakers in the total sample, this seemingly small group of users is, in reality, a very high measure of sales success—according to the replies, of every two persons who had heard of it, one had tried it (table 54).

Reactions to quick-cooking rice.—Homemakers were about equally divided in their opinions about this rice. Among those who had used it, 54 percent said they liked it and 46 percent said they disliked it (table 55).

Those who approved of it gave three principal reasons: ¹³

82 percent said it cooked up quickly and easily.

17 percent said the grains stood out; they were dry and flaky.

12 percent said it tasted as good as regular rice.

¹³ The statements made by the favorable and unfavorable groups each total to more than 100 percent because some gave more than one reason for approval or disapproval. Several minor categories have been omitted in these summaries. For complete details, see tables 56 and 57.

Those who disapproved of it commented as follows:

- 49 percent said the grains did not stand apart; it was too mushy.
- 45 percent said it did not taste as good as regular rice.
- 14 percent said it was not tender when cooked.
- 9 percent said it was more expensive than regular rice.

Infrequent users of regular rice apparently liked the quick-cooking rice more than did frequent users. Almost 6 in 10 of the low consumers expressed approval of it, whereas only 4 in 10 of the high consumers liked it.

Reasons for not using quick-cooking rice.—The homemakers who had heard of this product but who said they had never used it were asked: "How does it happen that you have never tried quick-cooking rice?"

- 26 percent said they preferred to use regular rice.
- 23 percent said they had no particular reason; they just had not bought any.
- 14 percent said they were not very familiar with it; they had just recently seen it or heard of it.
- 10 percent said it was not available where they did their shopping.
- 4 percent said it was too expensive.

Several additional reasons were reported but each was mentioned by only 1 percent or less of the homemakers.

Apparently, among those who have heard of quick-cooking rice nonuse is not based on aversion resulting from experience. Many respondents had not tried it simply because they "just hadn't gotten around to it." They hadn't been adequately motivated by store displays, advertising in general, or hearsay, to lead to purchase.

Availability of quick-cooking rice.—A majority of those who had heard of this rice indicated that they could usually find it in the stores where they did their shopping. A sizable proportion, however, said they were uncertain as to its availability. Among those who reported using it, 82 percent indicated that it was usually available. In contrast, only 45 percent of the nonusers said it was usually available (table 58).

Ready-to-Eat Rice Breakfast Foods

Use of rice breakfast foods.—The tabulation of the question, "Do you ever use breakfast cereals made of rice, like rice crispies, rice flakes, and puffed rice?" shows that these breakfast foods are popular among the homemakers in the sample. It was found that:

- 69 percent said they used these rice products.
- 31 percent said they did not use them.

A comparison of the infrequent, moderate, and frequent users of regular rice, with respect to their use of breakfast foods made of rice, shows the same kind of reaction as was found for brown and for quick-cooking rice. Frequent users of regular rice are less likely to use these rice breakfast foods. Those classed as infrequent users are more likely to use them (table 59).

In a previous section of the report it was shown that a large proportion of frequent consumers used cooked rice as a breakfast item (table 1). Apparently, a kind of balance exists in the use of rice at the breakfast meal. It is a popular food for the morning meal—but if homemakers use the prepared product often, they are less likely to use the cooked one, and vice versa.

Use of specific kinds of rice breakfast foods.—Those who reported using the ready-to-eat rice were asked to specify which they had used. The findings show that of the three kinds, rice crispies was the most popular type, puffed rice ranked second, and rice flakes third (table 60).

Of those who used breakfast foods made of rice:

- 91 percent said they used rice crispies.
- 74 percent said they used puffed rice.
- 34 percent said they used rice flakes.

Most of the users of rice breakfast foods tended to diversify their purchases of these three products rather than to use only one kind (table 61).

Seven in ten mentioned using *more than one* kind of rice product:

Among these homemakers the most popular combination was rice crispies and puffed rice—4 in 10 said this. The second most popular combination included all three, crispies, puffs, and flakes—3 in 10 said this.

Three in ten mentioned using *only one* kind of rice product:

In this group, rice crispies was far in the lead with 2 in 10. Puffed rice was second most popular in this group with about 1 in 10 using it.

Frequency of use of rice breakfast foods.—The majority of homemakers who use rice breakfast foods said they served them fairly often, at least once a week (table 62). Users of these rice products reported the following:

- 35 percent said they served them three to seven times a week.
- 32 percent said they served them one to two times a week.
- 17 percent said they served them less than once a week.
- 6 percent said they did not serve them at all "this time of the year"—autumn.

Relation between presence of children and use of rice breakfast foods.—A comparison between homemakers in all-adult families and those in families with children ¹⁴ shows that a much larger proportion of homemakers whose families contain children reported using these cereal preparations than did those whose families were composed of adult members only. These results are causally associated with well-known merchandising and advertising practices aimed at encouraging children to use dry cereal products of all types. Nevertheless, it should be noted particularly that these rice breakfast foods are not to be rigidly categorized as solely for children. The data show, for example, that even among families in which there are no children, approximately 6 in 10 reported using these foods (table 63).

Among families with children:

- 78 percent said they use rice breakfast foods.

Among families without children:

- 59 percent said they use rice breakfast foods.

The survey also shows that among the homemakers whose families consisted of both adults and children, in most instances, both young and old eat these rice foods (table 64).

¹⁴ Respondents included in this category answered "Yes" to the question: "Are there any children under 18 in your family?" Fifty-two percent of the users said they had children in this age group.

Among families with children:

- 7 in 10 said that both adults and children eat them.
- 2 in 10 said that only children eat them.
- 1 in 10 said that only adults eat them.

Children were reported to use these cereal products more often than adults (table 65). In answer to the question: "Do the children eat them more often than the adults?", among families with children:

- 73 percent said the children used rice breakfast foods more frequently than adults.
- 27 percent said the adults used rice breakfast foods as frequently as children.

Reasons homemakers gave for not using rice breakfast foods.—Homemakers who said they did not use ready-to-eat breakfast foods made of rice were asked why they did not use them. Most of the replies were in terms of the positive appeals of other foods rather than any negative aspect of these preparations. About half said that the members of their families preferred other kinds of food for breakfast. About a fourth said that the members of their families did not like ready-to-eat breakfast foods made of rice; they preferred other kinds (table 66).

Availability of breakfast foods made of rice.—In a further attempt to discover why some respondents did not use this product, all nonusers were asked: "Do the stores around here sell breakfast foods made of rice?"

- 78 percent said the product was available locally.
- 14 percent said they didn't know whether it was available locally.
- 1 percent said the product was not available locally.

Purchases—Type, Size, and Frequency

Homemakers who buy rice in boxes, bags, or loose.—Most of the users of rice reported buying it in packaged form. Seventy-four percent said they usually bought boxed rice and 20 percent reported buying rice in bags. Those who bought rice in bags were not asked whether it was prepackaged or store-packaged. They could not always know where the paper or cellophane bags had been filled—at the millers, distributors, or at the store.

Although boxed rice was bought by the greatest proportion in each group of rice users, the higher consumers were more likely to buy bagged or loose rice and less likely to buy the boxed rice than were the other two groups. While a third of the frequent users bought bagged rice, only a sixth of the other two groups did so. And whereas three-fourths of the less frequent users said they bought boxed rice, about half of the frequent users did so (table 67).

Preferences for different kinds of packaging.—The question: "Regardless of the way stores usually sell it, which way would you prefer to buy it—in a box, bag, or loose out of a bin or bag?"—indicated that there were no great differences between "usual" purchase and "preferred" purchase.

<i>Usual purchase (percent)</i>	<i>Preferred purchase (percent)</i>	
74	72	Rice in boxes.
20	17	Rice in bags.
3	6	Loose rice.

The frequent users tended to shift slightly toward loose rice. Although only 5 percent usually bought it this way, 13 percent said they preferred it this way.

Those who said they preferred to buy rice in boxes favored boxes with cellophane windows. Homemakers who expressed a preference for bags were extremely partial to cellophane bags or bags with windows (tables 68, 69).

Reasons homemakers gave for preferring different types of packaging.—Those who preferred to buy rice in boxes held the opinion that it was cleaner. The appeal of cleanliness is a strong one but it may be more a result of contrasting bulk rice with boxed rice rather than a positive appeal of boxed rice itself. A second reason given for preferring boxes was that the box is in itself a storage container, thus making it unnecessary to transfer the rice to another container after opening.

Bags are apparently preferred because of greater visibility which allows the purchaser to evaluate the quality of the rice. "You can see what you're getting," was the usual reason given by most purchasers for their preference. An additional group of preferences was based on qualities of cleanliness.

Homemakers who favored bulk rice spoke most frequently of its price advantage over the packaged types (table 70).

Although many additional reasons for preference for each type of packaging were given, those listed below were most frequently mentioned.

Among those who preferred *boxes*,

64 percent said they were cleaner, more sanitary.

36 percent said they were more convenient for storing.

Among those who preferred *bags*,

47 percent said, "You can see what you're getting."

28 percent said they were cleaner, more sanitary.

Among those who preferred *bulk* purchases,

53 percent said it was less expensive.

Usual size of rice purchase.—Most homemakers said they bought rice in fairly small quantities. About 6 in 10 said they bought in units of 1 pound or less whereas almost 3 in 10 reported buying 2 pounds at a purchase. Only 1 in 10 said their usual purchases were in units of 3 or more pounds.

As might be expected, the usual size of purchase varied considerably among the three groups of users. Infrequent users tended to buy rice in smaller quantities, whereas the more frequent users reported larger purchases. About three-fourths of the infrequent users said they usually bought 1 pound or less; only a fourth of the frequent users reported buying in such small quantities (table 71).

<i>Among infrequent users</i>	<i>Among moderate users</i>	<i>Among frequent users</i>	
77	51	25	percent said they usually bought 1 pound or less at a time.
23	49	75	percent said they usually bought 2 pounds or more at a time.

As those who buy rice in boxes comprise such a large proportion of all buyers of rice, the over-all data shown in table 71 are primarily a reflection of the buying activities of this group. In order to evaluate the influence of the kind of package usually bought by purchasers, a separate review was made of the "usual amounts" bought by homemakers who said they made their purchases in boxes and those who reported purchase of bags.

A much larger proportion of those who buy in bags reported making larger individual purchases of rice than did those buying boxed rice (table 72).

<i>Among home- makers who USUALLY buy boxed rice</i>	<i>Among home- makers who USUALLY buy bagged rice</i>	
66	38	percent said they bought 1 pound or less at a time.
34	62	percent said they bought 2 or more pounds at a time.

Preferences for different sizes of packages.—The survey results indicate that the available package sizes satisfactorily met the demands of homemakers. The figures on preference closely approximate those shown for the usual size of purchase, both among homemakers who bought rice in boxes and those who bought rice prepackaged in bags (tables 72, 73).

Frequency of purchase.—Although for the population as a whole rice is a rather infrequently purchased item of food, a consideration of the survey results in terms of different frequencies of use shows an accumulating intensity in several factors among the frequent users. They use rice most frequently, they buy larger quantities in each purchase, and they buy more often (tables 71, 74).

Frequency of purchase was also analyzed in terms of the quantity of rice homemakers usually bought at each purchase. The more frequent purchasers were much more likely to buy in larger units than

TABLE 2.—*Replies to the question: "About how often do you usually buy rice?"*

Replies	Homemakers who used rice			
	All users	Infrequent users	Moderate users	Frequent users
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Less than 1 time a month.....	41	74	20	6
1 time a month.....	25	15	39	13
2 times a month.....	15	5	22	23
3 or more times a month.....	15	1	16	54
Not ascertained.....	4	5	3	4
Total.....	100	100	100	100
Number of homemakers.....	2, 019	861	895	255

were those who bought infrequently. More than half of those who bought at least three times a month said they buy 2 or more pounds at a time whereas only about a third who bought less than once a month said their usual purchase is this size (table 3).

TABLE 3.—*Relation between frequency of purchase and size of purchase of rice*

Size of purchase	Homemakers who bought rice—			
	Less than 1 time per month	1 time per month	2 times per month	3 or more times per month
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
1-pound units.....	63	55	53	45
2-pound units.....	25	33	31	26
3-pound units or over.....	12	12	16	29
Total.....	100	100	100	100
Number of homemakers.....	824	450	286	288

Brand Preferences

Preference for brands of rice.—Homemakers were asked, "When you buy white rice do you usually like to buy one particular brand or name of rice?" The primary purpose of this question was to discover whether homemakers had "brand loyalties."

The majority of users said they had no special brand preference. Six in 10 said they were not partial to any particular brand. Fewer than 4 in 10 favored a brand.

Those who expressed no preference as to brand were of the opinion that brands differed very little, if at all, and they decided on the acceptability of rice by looking at it to see whether it was unbroken and long-grained. Some said they used rice in such small quantities that brands were of no concern to them (tables 75, 76).

Homemakers who expressed a preference for a particular brand most frequently mentioned names of regular unprocessed rice. Very few reported a preference for brands that were parboiled, quick-cooking, or had vitamins added. This preference appears to reflect in large measure the availability of different kinds of rice on the market. Most rice is not subjected to processing, and only a small proportion is treated in special ways to add vitamins, or to shorten its cooking time (table 77).

Reasons homemakers gave for preferring specific brands.—Those who expressed a preference for unprocessed rice based their preferences, to a considerable extent, on favorable cooking qualities. Less frequent mention was made of the external appearance of the rice.

Regarding cooking qualities:

- 47 percent said the grains stand apart, flaky.
- 14 percent said it cooks up quickly, easily.

Regarding appearance qualities:

17 percent said it is a clean rice; no black spots.

15 percent said it is a large, long-grain rice.

Similar results were obtained for those who preferred a vitamin-added rice. Most of the homemakers who preferred this kind said they were impressed by its good cooking qualities, and a few favored it because of its external appearance (table 78).¹⁵

Complaints about preferred brands.—Most of the homemakers who preferred specific brands reported that they were generally satisfied with them. Ninety-five percent said they were satisfied with the quality of their preferred brand. Only 4 percent said they found some fault with it (table 79).

Recipes on Packages

Homemakers who are aware of recipes on rice packages.—Of all the homemakers who said they usually bought packaged rice, only 55 percent said they had noticed recipes printed on the outside of the package. There seemed to be little relation between level of use and awareness of the recipes, for infrequent users were usually as aware of these recipes as were those who used rice more often (table 80).

Homemakers who use the rice recipes.—The recipes that appear on boxes are not used by all who notice them. About 4 in 10 who have noticed them said they use the recipes.

Most homemakers who knew of the rice recipes but who did not use them said they relied primarily on memory when they prepared rice. Only a small proportion said they referred to a cookbook.

Although frequent, moderate, and infrequent users were about equally aware of these recipes, their use of the recipes differed. The infrequent and moderate groups reported higher usage than did the frequent users—4 in 10 as compared with 3 in 10 (tables 81, 82).

Attitudes toward continuation of recipes on packages.—Although less than half of those who have seen the recipes said they used them, more than two-thirds would like to have them continued on the packages. This seeming contradiction is explained in some of the reasons they gave; they said the recipes were useful in furnishing new ideas in cooking. However, this is probably advice for others because they also mentioned the fact that the recipes were helpful for inexperienced cooks, and that they eliminated guesswork and the need for referring to cookbooks (tables 83, 84).

Suggestions for Increasing the Use of Rice

Homemakers who made specific suggestions.—In the case of consumption of rice it was assumed and later corroborated, that homemakers differed considerably in their rice habits—and that these

¹⁵ As so few of the preferred brands were parboiled or quick-cooking detailed reasons for their preference are not shown. On the whole, however, certain emphasis is evident. Parboiled rice apparently has the same general pattern of appeals as regular rice, but received a greater vote of approval on the dry-flaky characteristic. Quick-cooking rice also followed the same general pattern. Here, however, in spite of the small number reporting preference there was a noticeable addition to the usual appeals as almost 100 percent reported on ease and quickness of cooking as a desirable characteristic.

habits were based on one or more fairly personal reasons. For example, the homemaker's own preference, the family preference, food habits acquired in parent's home, and economic requirements all influence the individual's use of rice. Asking the respondent directly what could be done to get her to use more rice has a personal tone which might cause her embarrassment. Therefore, instead of asking the question directly, a more general wording was used: "What do you think might be done to get people to use more rice?" (table 85).

67 percent made specific suggestions.

25 percent said they didn't know what could be done.

2 percent said they didn't think anything could be done.

Kinds of suggestions made by homemakers.—The answers given by those who made suggestions fell into two general categories—specific media which could be used for dissemination of information concerning rice and courses of action that could be taken. Some suggested a course of action alone, but many suggested a medium plus a course of action.

Among the media suggested, the more popular in order of mention were magazines, radio, newspapers, books, and retail store displays. Packaging and personal contacts such as cooking demonstrations were also mentioned (table 86).

Of those who spoke of action programs, the more frequently mentioned were advertising and distribution of recipes. Some of the respondents mentioned the high price of rice and suggested that a lower price might increase its use.

Homemakers who suggested using magazines were equally divided in their proposals for advertising and the actual distribution of recipes. Those suggesting radio leaned heavily toward advertising, the supporters of newspapers as media slightly favored recipes, and those who suggested booklets showed considerable interest in the recipe idea.

Those who thought the stores should lead a campaign for higher consumption suggested it be done with advertising, distribution of recipes, demonstrations, and special displays (table 87).

Of those who suggested action:

But no media	Via magazines	Via radio	Via newspapers	Via books and booklets	Via the stores	
13	36	45	25	9	23	percent suggested using advertising, general.
11	12	14	10	12	4	percent suggested advertising its food value.
32	48	29	52	74	18	percent suggested distributing recipes and cooking instructions.
29	----	----	----	----	4	percent suggested reducing prices.
----	----	----	----	----	18	percent suggested putting on demonstrations.
----	----	----	----	----	4	percent suggested setting up special displays.

For reasons which can readily be understood, homemakers are well aware of the role of advertising in promoting sales. It is therefore hardly surprising that in answering the question, many suggested this technique. However, the keen interest a majority showed in new and more widely available recipes involving rice indicates a valuable clue for advertisers.

Although many people use rice, it is not used with such frequency that its preparation is easy and automatic. Also, rice is usually served with other foods. It seldom stands alone as a single-dish menu. Homemakers want new or improved recipes and suggestions for its use as they search for variety and taste appeals in their meals.

Price—Inducements and Comparisons¹⁶

Price inducements.—In several of the consumer preference studies conducted by the Bureau of Agricultural Economics in the last few years, some attempt has been made to investigate the elasticity of demand based on price levels, and on price levels combined with other influences. For the most part, in food as well as in clothing purchases, a slight variation in price alone did not influence to any great extent the expressed preferences of consumers. The major proportion of the respondents predicated that their buying behavior would remain constant, or relatively constant, regardless of price variations suggested to them in hypothetical situations.

During the last few years, when consumers have had fairly steady incomes, they have been able to continue many of their buying habits through periods of price shifts—particularly when these shifts have involved rather low cost items.

Among users of rice, slightly less than a third said they would buy more rice if the price were lower. In this study there were no follow-up questions to try to measure how much more they would buy at which price levels.

The high users seemed considerably more susceptible to variations in price than were the lower users. Almost half of the frequent users said they would buy more, whereas only a third of the moderate users and a fifth of the infrequent users seemed interested in increasing purchases if a lower price were charged (table 88). The fact that frequent users have lower incomes naturally makes them more interested in prices (table 11).

When nonusers of rice were asked, "If the price of most foods stayed about the same, but the price of rice were lower, do you think you would become interested in using rice?", these respondents indicated an even firmer adherence to past practices. Only 12 percent of this group said they would become interested in using rice (table 89).

Price comparisons.—During the period when this survey was conducted, available information indicated that it cost most housewives about the same money per serving to use either rice or potatoes. Obviously, there were local variations, but on the whole it was not thought that either product had a significant price advantage over the other.

Notwithstanding this, a third of the users thought it cost less to serve rice, a fourth thought it cost more, and only a fifth considered that there was no price difference per serving. The greater the quantity of rice people used, the more likely they were to consider it the more expensive of the two foods—rice and potatoes. Of the frequent

¹⁶ United States Bureau of Agricultural Economics, *Women's Preferences Among Selected Textile Products*, U. S. Dept. Agr., Misc. Pub. 641; *Potato Preferences Among Household Consumers*, U. S. Dept. Agr. Misc. Pub. 667; *Potato Preferences Among Restaurant and Hotel Buyers*, U. S. Dept. Agr. Misc. Pub. 682; *Men's Preferences Among Selected Clothing Items*, U. S. Dept. Agr. Misc. Pub. 706.

users 37 percent thought rice was more expensive, 23 percent of the less frequent users thought so, and only 14 percent of the nonusers held this opinion (table 90).

The volume consumed by the frequent users apparently made them more conscious of the increases in the price of rice which had taken place in the last few years.

Selling price.—Only half of the homemakers who used rice said they knew what white rice sold for per pound. These said they paid a median price of 21 cents, with a range of less than 15 cents to more than 40 cents. Most of them said they paid between 15 and 29 cents (tables 91, 92). The very low prices reported were probably those for broken-grain bulk rice. At the upper end of the range were those who probably bought the more expensive vitamin-processed and quick-cooking rice.

Evidently some confusion as to price existed even among the half of the users who said they knew the current price of rice. For example, one woman complained that she had recently been grossly overcharged for a box of rice. When she brought the box out of the pantry to corroborate her story, the interviewer saw that she had received a 2-pound box and had paid a fair price for it. The respondent usually bought in 1-pound units and assumed that all rice was packaged that way. Thus she supposed that any deviation from the usual price was a price change alone and not a change in size of package. Examples such as this were picked up by chance and there is no way of measuring, from data available, how many homemakers reported the 2-pound price thinking that it was the cost of a pound package.

Food Values of White and Brown Rice

All homemakers who reported using white rice were asked, "As far as white rice is concerned, what food value do you think it has?" In addition, all homemakers who said they had heard of brown rice were asked, "* * * what food value do you think it has?"

A considerably higher proportion knew about the food values of white rice than about the food values of brown rice. Seven in ten mentioned at least one value for white rice, whereas only 5 in 10 mentioned any food value for brown rice (table 93).

<i>White rice</i>	<i>Brown rice</i>	
27	51	percent did not mention anything about food value.
73	49	percent did mention something about food value.

Of those who used white rice, more than half said it contained starch. Decidedly fewer replied in terms of any other single food value.

For brown rice, on the other hand, only 16 percent spoke of starch content. Emphasis shifted sharply to the vitamin content and the belief that brown rice is generally superior to white rice in food value.

The following were some of the ideas the homemakers had about food values:

<i>White rice</i>	<i>Brown rice</i>	
54	16	percent said it contains starch, carbohydrates.
8	13	percent said it contains vitamins (none specifically mentioned).
7	2	percent said it has high caloric value, provides energy.
6	5	percent said it is nourishing, healthful; builds up the body.

Though some minor variations occurred between the high, medium, and low users, there were no real differences in their reporting of food values. This was true for their replies to the question on white rice and to the question on brown rice (table 94).

Grain Lengths

Homemakers who know of different grain lengths in rice.—

In answer to a question concerning awareness of different grain lengths, fewer than half of the homemakers who use rice said they had heard of different lengths. People who use rice most often were more aware of differences in grain length than were the more casual consumers.

<i>Among infrequent users</i>	<i>Among moderate users</i>	<i>Among frequent users</i>
36	51	65

percent said they had heard of different grain lengths.

Most users who said they had heard of lengths said they knew of long and short rice. Some said they had come across long rice and broken rice. Very few seemed to know there are three lengths.

Those who said they had heard of only one length said they knew about long-grain rice.

There is no way to evaluate the answers of those who said they had heard of "long and short" lengths. Because most of the identification as to grain length that homemakers see on packages which advertise "long grain" it is very possible that a large proportion quite logically assumed, that if there were a long grain there would probably be a short grain also. However, this circumstantial sort of evidence is no real proof that the respondents were not well informed when more than a fourth of them reported that they had heard of both of these lengths (table 95).

Preferences for rice of different grain lengths.—Those users who said they had heard of more than one grain length were asked which they liked best. The expressed preference was in favor of the better-known length. Seven in ten said they preferred the long grain, 1 in 10 said they preferred the short, and almost 2 in 10 said it made no difference (table 96).

From some of the comments recorded during the interviewing it appeared that many people call broken rice short rice. This may account for some of the preference accorded it—a preference based not on the general desirability of short (broken) rice, but on its relatively lower price.

SURVEY FINDINGS—CHICAGO

The committee that acted as technical adviser to the study decided that, in addition to the national coverage, it would be desirable to have separate data for a large urban area which might serve in a general way, to typify similar large communities throughout the Nation. Chicago and its surrounding area was selected because, as an industrial metropolitan area composed of diverse nationality groups, it matched the requirements established. A total of 241 special interviews was obtained to represent this city.

The small size of the Chicago sample limited the extent to which detailed analyses were undertaken of various subgroups; only tabulations including the entire Chicago sample or major portions thereof are shown.

In general, the results obtained from Chicago were very similar to those for the United States as a whole. Significant statistical differences were found in fewer than half of the tabulations. When significant differences occur both United States and Chicago figures are shown or the differences are noted in the text. When no differences occur, only a reference is made to the tables.

Because of the over-all similarity in results, the discussion of the Chicago findings is briefly stated.

Those interested in studying the tables that carry the Chicago tabulations, may refer to the Guide to Tables, page 39.

Users of rice. Frequency of serving. Reason for using.—Chicago homemakers reported very much as did United States homemakers regarding the use of rice (table 4), frequency of use (table 9), and reasons for use (tables 13, 14).

How Rice Is Used¹⁷

Homemakers in Chicago were asked whether they (1) cooked rice separately and then served it along with other foods, whether they (2) cooked rice mixed with foods, whether they (3) served it as a dessert, or whether they (4) used it as a breakfast food.

They were also questioned about different foods they used in preparation methods (1) and (2).

Homemakers who use rice in different ways.—Homemakers in Chicago, like those over the entire country, appear to be aware of the various ways in which rice can be prepared, and they mentioned using it in a number of ways.

These urban homemakers were less likely than the rest of the United States to serve it as a dessert, more likely to cook it separately or mixed with other foods, and about as likely to serve it as a breakfast food.

Survey results show that:

<i>In the United States</i>	<i>In Chicago</i>	
71	86	percent said they cooked rice separately and served it along with other foods.
74	79	percent said they cooked it mixed with other foods.
76	68	percent said they served it as a dessert.
19	17	percent said they served it as a breakfast food.

Regarding the first two methods of preparation, (1) cooking rice separately and serving it along with other foods, and (2) cooking it mixed with other foods, a higher proportion in Chicago said they used both methods than was found for the United States. About 7 in 10 of the Chicago homemakers said they used both methods, 2 in 10 reported only cooking it separately, and 1 in 10 said that they only cooked it mixed with other foods. Only 4 in 100 indicated that they

¹⁷ In all instances "use of rice" refers to cooked rice only.

used neither of these methods, but served it only as a dessert or as a breakfast food (table 15).

<i>In the United States</i>	<i>In Chicago</i>	
53	69	percent said they cooked rice separately and mixed with other foods.
21	10	percent said they only cooked it mixed with other foods.
18	17	percent said they only cooked it separately.
8	4	percent said they served it only for breakfast or dessert.

Classes of foods with which rice is used.—Homemakers who said they prepared rice according either to method (1) or (2) were asked about the following classes of foods: chicken; fish, seafood (for example, shrimp), meat, vegetables (without meat), and gravy (without meat). Of these, five were common to both methods of preparation.

When the five food classes are considered in terms of the two major methods of preparation, it can be assumed theoretically that homemakers could prepare 10 different types of rice dishes. No significant differences were found between the United States and Chicago regarding either classes of food used or frequency of preparation (tables 16, 17).

Homemakers who cook rice separately and serve it with other foods.—Among the Chicago homemakers who said they cooked rice separately and then served it with other foods, these food combinations were reported:

- 64 percent said they cooked rice separately and served it with meat.
- 43 percent said they cooked it separately and served it with Chinese dishes.¹⁸
- 41 percent said they cooked it separately and served it with chicken.
- 25 percent said they cooked it separately and served it with vegetables.
- 20 percent said they cooked it separately and served it with gravy.
- 9 percent said they cooked it separately and served it with seafood.
- 7 percent said they cooked it separately and served it with fish.

A comparison of the United States and Chicago showed that the Chicago homemakers had a greater tendency to serve rice with Chinese dishes and less tendency to serve it with chicken and vegetables (table 19).

Homemakers who cook rice mixed with other foods.—Homemakers in Chicago and in the United States were very much alike in their reports of cooking rice mixed with each of the specified foods (table 21).

Tables regarding the frequency of serving rice with these foods are not shown because of the small number of homemakers who reported using each of the foods.

Homemakers who use rice as a dessert. Frequency of use.—Among the two-thirds of the Chicago homemakers who reported using rice as a dessert, the greater number said they used it with about the same frequency as reported in the United States survey (table 25).

When homemakers serve the main meal of the day.—Urban life appears to be highly associated with eating the main meal in the

¹⁸ See footnote 9.

evening. A larger proportion of Chicago homemakers reported the evening meal than did those in the United States (table 26).

<i>In the United States</i>	<i>In Chicago</i>	
69	91	percent said they usually serve the main meal in the evening.

Meals at which rice is most frequently served.—As in the United States, a large majority of the Chicago homemakers considered rice most appropriate as a part of the main meal of the day. Because so few homemakers in this city consider the midday meal as the main meal of the day, no data are shown for the meal at which this group most often serve rice (table 27).

Methods of Cooking

How homemakers prepare rice (cooking utensil, cooking time, washing, additions to water, grain textures, cooking difficulty).—Here again, results for Chicago were similar to those for the United States. Most Chicago homemakers reported that they cook rice by boiling it in plain water in a regular pot for a median time of 21 minutes, add only salt to the cooking water, and usually wash the rice before cooking. About half said that they run water through it before it is completely cooked or after it is cooked.

Most of them said they preferred to have the grains stand apart after cooking. A very few said they had encountered some difficulty in having the rice cook up as they liked it (tables 28–32, 34, and 36).

Seasonal Variation

Seasons of the year when homemakers increase the use of rice.—A majority of the Chicago homemakers said they used more rice at certain times of the year. Most of this group reported that more rice was used during the cooler weather, particularly during winter. The more frequently mentioned reasons for using a greater quantity during cooler weather were:

60 percent said: "Family members have better appetites—need hotter, more filling meals."

30 percent said: "Cooler weather is more conducive to cooking."

18 percent said: "Rice is suitable for cooler weather—provides warmth, energy."

In comparison with the United States, the Chicago homemakers seemed slightly more concerned with the comfort of cooking during cooler weather (tables 42–44).

Brown Rice

Almost three in four Chicago homemakers said they had heard of brown rice. Of this group almost half said they had used it. In this way, Chicago showed greater awareness of brown rice but no higher evidence of usage than the United States as a whole (tables 45, 46).

Quick-Cooking Rice

Regarding quick-cooking rice, a considerably higher proportion had heard of it, a larger proportion had tried it, but about the same proportion said they liked it as in the total United States (tables 53-55).

<i>In the United States</i>	<i>In Chicago</i>	
52	81	percent had heard of quick-cooking rice.
46	61	percent of those who had heard of it had tried it.
54	59	percent of those who had tried it liked it.

Ready-To-Eat Breakfast Foods

Use of rice breakfast foods.—The results of the Chicago survey show that 7 in 10 homemakers had used breakfast foods made of rice. Of this group, the following proportions reported using each of the three kinds:

94 percent said they had used rice crispies.

75 percent said they had used puffed rice.

45 percent said they had used rice flakes.

Chicago and the United States reported about the same for rice crispies and for puffed rice. Rice flakes apparently were more popular in Chicago than in the rest of the United States (tables 59, 60).

As in the United States, most of these users of breakfast foods indicated that they had had experience with a number of these rice products. Chicago homemakers were more likely to use all three foods than were the United States homemakers (table 61).

Frequency of use of rice breakfast foods.—As was true of the United States, Chicago users of these rice breakfast foods said they served them rather often—almost 7 in 10 served them at least once a week (table 62).

Relation between presence of children and use of rice breakfast foods.—In Chicago, as in the United States, families with children¹⁹ were more likely to use rice breakfast foods than were the all-adult families. However, Chicago families with children showed an even higher proportion using them (table 63).

<i>In the United States</i>	<i>In Chicago</i>	
78	89	percent of families with children used rice breakfast foods.

Among families consisting of both young and old, a comparison of adult use against use by children shows results almost identical to results for the United States (table 64).

Purchases—Type, Size, and Frequency

Homemakers who buy rice in a box, a bag, or loose.—Virtually all the Chicago homemakers who used rice indicated that they bought it in boxes. Only 5 percent said that they bought it in bags and

¹⁹ Fifty percent of the rice breakfast food users in Chicago said they had children under 18 years of age.

1 percent mentioned buying it loose. Packaged rice was a more usual purchase in Chicago than in the United States (table 67).

<i>In the United States</i>	<i>In Chicago</i>	
74	93	percent said they usually buy rice in a box.

Preferences for different kinds of packaging.—As in the United States as a whole, the Chicago homemakers indicated that there was no great difference between "usual purchase" and "preferred purchase," and most of them said they preferred boxes (table 68).

<i>In the United States</i>	<i>In Chicago</i>	
72	89	percent said they preferred rice in boxes.

Usual size of rice purchase.—More Chicago homemakers reported buying small units than did homemakers in the United States (table 71).

<i>In the United States</i>	<i>In Chicago</i>	
59	73	percent said they usually buy 1 pound or less at a time.
27	21	percent said they usually buy 2 pounds at a time.
14	6	percent said they usually buy 3 pounds or more at a time.

Frequency of purchase.—For the most part, homemakers in Chicago buy rice rather infrequently. Individual frequency groups are almost the same as in the United States as a whole (table 74).

Brand Preferences

Preferences for brands of rice.—In the United States and Chicago only about a third said that they preferred a particular brand. The two-thirds who said they did not favor one particular brand over others gave about the same reasons in both surveys (tables 75, 76).

Recipes on Packages

Homemakers who are aware of recipes on packages of rice.—Chicago homemakers who reported buying packaged rice were more aware of printed recipes on packages than were homemakers in the United States survey (table 80).

<i>In the United States</i>	<i>In Chicago</i>	
55	63	percent reported noticing recipes printed on packages.

Homemakers who use recipes on packages.—Among the Chicago homemakers who said they knew of the recipes printed on the packages of rice, 56 percent said they did not follow these instructions—they relied on their memory.

Even though only 44 percent of the homemakers said they followed the recipes, a very high proportion wanted them continued on the

packages because they are a source of new ideas and are useful to inexperienced cooks (tables 81-84).

<i>In the United States</i>	<i>In Chicago</i>	
68	83	percent said they would like to have recipes continued on packages.

Suggestions for Increasing the Use of Rice

Homemakers who made suggestions.—In the urban survey, 8 in 10 respondents made specific suggestions for increasing the consumption of rice. The homemakers in this sample were more resourceful in this respect than those in the national sample (table 85).

<i>In the United States</i>	<i>In Chicago</i>	
67	80	percent made specific suggestions.

Kinds of suggestions made by homemakers.—The media mentioned in Chicago closely paralleled the results for the United States. Printed forms were suggested most often, radio was second, and stores ranked a close third (table 86).

Regarding the course of action which might be taken, Chicago homemakers' suggestions were similar to those made by the United States respondents. Chicago showed a slightly greater interest in the distribution of recipes—more than half made this suggestion. The next largest group of suggestions centered around advertising. Reductions in price were mentioned by fewer than 1 in 5 (table 87).

Price—Inducements and Comparison

Price inducements.—In both studies, 7 in 10 said that they would not increase their purchases of rice even if the price were lowered. Three in ten said they would buy more (table 88).

Price comparison.—A comparison of Chicago and United States homemakers regarding their appraisal of the relative cost of rice and potatoes, indicates that the city homemakers were more likely to consider rice the cheaper product. Almost half of the Chicago respondents thought rice was less expensive than potatoes (table 90).

<i>In the United States</i>	<i>In Chicago</i>	
34	46	percent said potatoes cost more to serve.
18	19	percent said they cost the same to serve.
24	15	percent said they cost less to serve.

Selling price.—Chicago homemakers appeared more likely to know the present selling price of rice than did the homemakers in the United States.

<i>In the United States</i>	<i>In Chicago</i>	
54	64	percent said they knew the selling price of rice.

In both surveys, prices were reported as ranging from less than 15 cents to more than 40 cents a pound—with a median price of 21 cents (table 91).

Food Values of White and Brown Rice

A large majority of the Chicago homemakers were able to give an answer to the question about nutritive qualities of white rice. A smaller proportion knew the food values of brown rice. Those who discussed white rice, mentioned starch and carbohydrate content most often. Those who were familiar with some of the food values of brown rice were less likely to mention starch and more likely to emphasize vitamins. A larger proportion of Chicago respondents had something to say about food values than was true among the United States homemakers.

<i>In the United States</i>	<i>In Chicago</i>	
73	82	percent mentioned some item of food value in <i>white</i> rice.
49	53	percent mentioned some item of food value in <i>brown</i> rice.

Grain Lengths

On the whole, Chicago respondents were considerably more aware of different grain lengths than were the United States respondents.

<i>In the United States</i>	<i>In Chicago</i>	
46	62	percent of the homemakers said they had heard of different grain lengths.

But here, as in the national survey, there is evidence for the conclusion that many who said they had heard of more than one length were only guessing in answer to the question; and that only a small percentage of the users actually knew that there are other grain lengths in addition to the popularly advertised long-grain type (table 95).

APPENDIX

Guide to Tables

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Tables

TABLE 4.—*Replies to the question: "I'd like to know if you use rice in your home?"*

Replies	All homemakers			
	United States (percent)		Chicago (percent)	
Use rice at present.....		88		92
Do not use rice at present ¹		12		8
Have used in the past.....	9		7	
Have never used.....	3		1	
Total.....		100		100
Number of homemakers.....		2, 283		241

¹ This part of the table was prepared from the results of a second question. Homemakers who said they were not using rice were asked, "Have you ever used rice?"

TABLE 5.—(If mentioned using rice in the past) Replies to the question:
"How does it happen that you stopped using it?"

Reasons for discontinuing use	Homemakers who had used rice in the past
	Percent ¹
Family members didn't like rice.....	66
Family members who once ate it no longer at home.....	13
Required too much time to prepare; too much bother.....	13
Doctor's orders; dietary restrictions.....	13
Was too starchy, too fattening.....	8
War scarcity broke habit of using it.....	4
Miscellaneous.....	15
Not ascertained.....	1
Number of homemakers.....	204

¹ Percentages total to more than 100 because many nonusers gave more than 1 reason.

TABLE 6.—(If mentioned never using rice) Replies to the question:
"How is it that you have never tried rice?"

Replies	Homemakers who had never used rice
	Percent ¹
Family members didn't like rice.....	63
Was never part of the family meal; never thought of using it.....	10
Required too much time to prepare; too much bother.....	10
Was too starchy, too fattening.....	2
Miscellaneous.....	22
Not ascertained.....	5
Number of homemakers.....	60

¹ Percentages total to more than 100 because some nonusers mentioned more than 1 reason.

TABLE 7.—*Relation between size of homemaker's family and reported use of rice*

Use of rice	Size of family ¹		
	Small ²	Medium-sized ³	Large ⁴
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Use rice at present.....	83	89	95
Do not use at present.....	17	11	5
Total.....	100	100	100
Number of homemakers.....	801	933	544

¹ The sum of the 3 family groups does not equal the total number of interviews because complete information as to family size was not ascertained in 5 cases.

² 1- or 2-person families.

³ 3- or 4-person families.

⁴ 5- or more-person families.

TABLE 8.—*Relation between family income and reported use of rice*

Use of rice	Income groups ¹		
	Lower	Middle	Upper
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Use rice at present.....	85	89	92
Do not use at present.....	15	11	8
Total.....	100	100	100
Number of homemakers.....	700	704	706

¹ Income was not ascertained in 173 cases, or 8 percent of the sample.

TABLE 9.—*Replies to the question: "About how often would you say that you serve rice this time of year?"*

Frequency of use	Homemakers who used rice			
	United States (percent)		Chicago (percent)	
<i>Infrequent users</i>				
Less than 4 times a month.....	43		43	
Less than 1 time a month.....	12		8	
1 to 3 times a month.....	31		35	
<i>Moderate users</i>				
4 to 15 times a month.....	44		50	
4 times a month.....	18		21	
5 to 7 times a month.....	3		5	
8 times a month.....	14		13	
9 to 11 times a month.....	1		1	
12 times a month.....	8		10	
13 to 15 times a month.....	(¹)			
<i>Frequent users</i>				
16 or more times a month.....	13		7	
16 times a month.....	4		3	
17 or more times a month.....	9		4	
Total.....	100		100	
Number of homemakers.....	2, 019		222	

¹ Less than 1 percent.TABLE 10.—*Relation between reported frequency of use of rice and size of homemaker's family*

Size of family ¹	Frequency of use		
	Infrequent users	Moderate users	Frequent users
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Small.....	38	30	26
Medium.....	43	42	36
Large.....	19	28	38
Total.....	100	100	100
Number of homemakers.....	861	895	255

¹ As defined in this study: small families contained 1 or 2 persons, medium-sized families contained 3 or 4 persons, and large families contained 5 or more persons.

TABLE 11.—*Relation between reported frequency of use of rice and level of family income*

Income groups	Frequency of use		
	Infrequent users	Moderate users	Frequent users
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Lower.....	25	28	49
Middle.....	30	34	26
Upper.....	37	31	17
Not ascertained.....	8	7	8
Total.....	100	100	100
Number of homemakers.....	861	895	255

TABLE 12.—*Relation between reported frequency of use of rice and educational level of homemaker*

Educational levels	Frequency of use		
	Infrequent users	Moderate users	Frequent users
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
No school or attended grammar school.....	30	39	55
Attended high school.....	53	47	34
Attended college.....	17	14	11
Total.....	100	100	100
Number of homemakers.....	861	895	255

TABLE 13.—*Replies to the question: "What would you say are the main reasons why you use rice?"*

Replies	Homemakers who used rice ¹				
	All users (per- cent) ¹	Infre- quent users (per- cent) ¹	Moderate users (per- cent) ¹	Frequent users (per- cent) ¹	Chicago (per- cent) ¹
Factors of taste.....	64	60	60	73	64
Tasted good—family liked it.....	53	43	59	68	51
Combined well, added flavor to specific foods—meats, soups, etc.....	14	16	13	9	24
Made a good dessert.....	4	7	2	1	8
Was a good breakfast food.....	1	1	1	2	---
Factors of variety.....	40	49	39	9	42
Added variety to the meal—general.....	20	27	19	3	18
Was used in place of potatoes.....	16	17	17	5	23
Was used in place of cereal pastes—spa- ghetti, macaroni.....	2	2	2	(²)	---
Was used in place of other desserts.....	2	4	1	---	---
Was used in place of other starches.....	2	1	2	1	---
Miscellaneous.....	3	4	3	1	2
Factors of health.....	35	28	39	48	33
Was a healthful, nour- ishing food.....	18	14	20	26	19
Contained starch, car- bohydrates.....	11	9	12	13	9
Was a filling, substan- tial food.....	7	6	9	8	8
Was easily digestible.....	4	2	5	5	1
Was good for certain ailments—high blood pressure, diabetes, etc.....	3	2	4	5	5
Contained vitamins.....	3	2	4	4	4
Miscellaneous.....	2	1	1	1	2
Was a cheap, economical food.....	16	14	18	16	15
Could be quickly and easily prepared.....	7	3	8	8	7
Had always used it—cus- tom, tradition.....	3	1	3	9	5
Number of homemakers.....	2, 019	861	895	255	222

¹ Percentages (in left columns) add to more than their subtotals (in right columns) because some homemakers gave more than 1 reason for using rice.

² Less than 1 percent.

TABLE 14.—*Homemakers' evaluation of their most important reason for using rice*¹

Most important reason	Homemakers who used rice			
	United States (percent)		Chicago (percent)	
Factors of taste.....		47		52
Tasted good—family likes it.....	38		40	
Combined well, adds flavor to specific foods— meat, soups, etc.....	6		10	
Made a good dessert.....	2		1	
Made a good breakfast food.....	1		1	
Factors of variety.....		23		22
Added variety to the meal—general.....	14		10	
Was used in place of potatoes.....	7		10	
Was used in place of the cereal pastes—maca- roni, spaghetti.....	(²)		1	
Was used in place of other desserts.....	1		(²)	
Was used in place of other starches.....	1		1	
Factors of health.....		21		17
Was a healthful, nourishing food.....	11		9	
Contained starch, carbohydrates.....	4		4	
Was a filling, substantial food.....	2		2	
Was easily digestible.....	1		(²)	
Was good for certain ailments, high blood pressure, diabetes.....	1		2	
Contained vitamins.....	2		(²)	
Was a cheap, economical food.....		6		5
Could be easily and quickly prepared.....		2		2
Had always used it—custom, tradition.....		1		2
Total.....		100		100
Number of homemakers.....		2, 019		222

¹ This table includes the reasons given by those who mentioned only 1 reason as well as the "most important" reason given by those who mentioned several reasons.

² Less than 1 percent.

TABLE 15.—Major methods reported of preparation of rice

Method	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
Cooked rice separately and mixed in with other foods.....	<i>Percent</i> 53	<i>Percent</i> 38	<i>Percent</i> 63	<i>Percent</i> 75	<i>Percent</i> 69
Only cooked mixed with other foods.....	21	30	17	5	10
Only cooked separately.....	18	19	16	18	17
Used only for dessert or breakfast.....	8	13	4	2	4
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 16.—Summary of specific foods homemakers said they served with rice

UNITED STATES					
Replies	Meat	Chicken	Vegetables	Fish	Seafood
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Served rice with.....	69	48	39	10	10
Did not serve rice with.....	31	52	61	90	90
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	2, 019	2, 019	2, 019	2, 019
CHICAGO					
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Served rice with.....	71	45	38	9	9
Did not serve rice with.....	29	55	62	91	91
Total.....	100	100	100	100	100
Number of homemakers.....	222	222	222	222	222

TABLE 17.—*Specific foods served with rice as reported by the 3 groups of users*

Replies	Infrequent users				
	Meat	Chicken	Vegetables	Seafood	Fish
Served rice with.....	<i>Percent</i> 57	<i>Percent</i> 30	<i>Percent</i> 29	<i>Percent</i> 5	<i>Percent</i> 5
Did not serve rice with.....	43	70	71	95	95
Total.....	100	100	100	100	100
Number of homemakers.....	861	861	861	861	861
Replies	Moderate users				
	Meat	Chicken	Vegetables	Seafood	Fish
Served rice with.....	<i>Percent</i> 76	<i>Percent</i> 58	<i>Percent</i> 42	<i>Percent</i> 11	<i>Percent</i> 10
Did not serve rice with.....	24	42	58	89	90
Total.....	100	100	100	100	100
Number of homemakers.....	895	895	895	895	895
Replies	Frequent users				
	Meat	Chicken	Vegetables	Seafood	Fish
Served rice with.....	<i>Percent</i> 93	<i>Percent</i> 78	<i>Percent</i> 60	<i>Percent</i> 25	<i>Percent</i> 30
Did not serve rice with.....	7	22	40	75	70
Total.....	100	100	100	100	100
Number of homemakers.....	255	255	255	255	255

TABLE 18.—*Relation between frequency of use and number of ways homemakers said they use rice with other foods*¹

Number of ways used	Homemakers who used rice with other foods									
	All users (percent)		Infre- quent users (percent)		Moder- ate users (percent)		Frequent users (percent)		Chicago (percent)	
1 or 2 ways.....		42		62		33		12		36
1 way only.....	21		35		12		6		12	
2 ways.....	21		27		21		6		24	
3 or 4 ways.....		32		28		38		30		40
3 ways.....	18		17		21		14		20	
4 ways.....	14		11		17		16		20	
5 or more ways.....		26		10		29		58		24
5 ways.....	11		5		13		19		8	
6 ways.....	6		2		7		13		8	
7 ways.....	4		2		4		10		5	
8 or more ways.....	5		1		5		16		3	
Total.....		100		100		100		100		100
Number of homemakers ² ...		1,853		745		858		250		214

¹ Number of ways in this table refers to "cooking rice separately" and "cooking rice with" each of the 5 food classes, see p. 12.

² The number of homemakers shown here differ from the regular number using rice, as this analysis pertains only to those who prepared rice according to the first 2 methods of preparation. Those using rice only for breakfast and/or dessert are excluded.

TABLE 19.—Homemakers who said they cook rice separately and serve it with specified foods

UNITED STATES

Serving	Homemakers who reported serving rice with other foods						
	Meat	Chicken	Vegetables	Gravy	Chinese dishes	Fish	Seafood
Served rice with.....	69	54	36	21	13	12	11
Did not serve rice with.....	31	46	64	79	87	88	89
Total.....	100	100	100	100	100	100	100
Number of homemakers.....	1, 438	1, 438	1, 438	1, 438	1, 438	1, 438	1, 438

CHICAGO

Served rice with.....	64	41	25	20	43	7	9
Did not serve rice with.....	35	57	72	77	54	90	87
Not ascertained.....	1	2	3	3	3	3	4
Total.....	100	100	100	100	100	100	100
Number of homemakers.....	191	191	191	191	191	191	191

TABLE 20.—*Reported frequency of serving rice with specified foods*

Frequency of servings	Homemakers who cooked rice separately and served it with—						
	Meat (per- cent)	Fish (per- cent)	Chick- en (per- cent)	Vege- tables (no meat) (per- cent)	Gravy (no meat) (per- cent)	Sea- food (per- cent)	Chi- nese dishes (per- cent)
2 or more times a month..	56	51	46	44	44	27	22
2 to 3 times a month..	16	19	18	16	12	14	11
4 times a month.....	26	26	24	19	20	9	8
5 to 8 times a month..	8	4	3	6	5	3	2
9 or more times a month.....	6	2	1	3	7	1	1
1 time or less a month..	39	43	50	47	47	68	72
Less than 1 time a month.....	15	20	21	20	18	42	36
1 time a month.....	24	23	29	27	29	26	36
Not ascertained.....	5	6	4	9	9	5	6
Total.....	100	100	100	100	100	100	100
Number of homemakers..	997	170	770	515	305	165	184

TABLE 21.—*Homemakers who said they cooked rice mixed with specified foods*

UNITED STATES

Cooking method	Homemakers who reported cooking rice mixed with other foods					
	Meat	Soups	Chicken	Vegetables (plain)	Seafood	Fish
Cooked rice mixed with.....	57	54	32	29	6	3
Did not cook rice mixed with.....	43	46	68	71	94	97
Total.....	100	100	100	100	100	100
Number of homemakers.....	1,500	1,500	1,500	1,500	1,500	1,500

CHICAGO

	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Cooked rice mixed with.....	52	61	25	29	3	5
Did not cook rice mixed with.....	41	33	68	66	86	85
Not ascertained.....	7	6	7	5	11	10
Total.....	100	100	100	100	100	100
Number of homemakers.....	176	176	176	176	176	176

TABLE 22.—*Reported frequency of cooking rice mixed with specified foods*¹

Frequency of cooking	Homemakers who cooked rice mixed with—							
	Meat (percent)		Soup (percent)		Vegetables (no meat) (percent)		Chicken (percent)	
2 or more times a month.....		40		45		31		28
2 to 3 times a month.....	18		20		12		15	
4 times a month.....	15		18		12		12	
5 or more times a month.....	7		7		7		1	
1 time a month or less.....		56		51		63		68
Less than 1 time a month.....	25		24		28		33	
1 time a month.....	31		27		35		35	
Not ascertained.....		4		4		6		4
Total.....		100		100		100		100
Number of homemakers.....		861		808		442		486

¹ Data for fish and seafood are omitted because so few homemakers reported cooking rice with these foods.

TABLE 23.—*Reported frequency of serving cooked rice for the breakfast meal*

Frequency of servings	Homemakers who served cooked rice for breakfast							
	All users (percent)		Infrequent users (percent)		Moderate users (percent)		Frequent users (percent)	
4 times a month or less.....		70		94		78		35
Less than 1 time a month.....	21		56		12		1	
1 to 3 times a month.....	28		34		35		12	
4 times a month.....	21		4		31		22	
5 or more times a month.....		23				15		56
5 to 8 times a month.....	9				11		16	
9 or more times a month.....	14				4		40	
Not ascertained.....		7		6		7		9
Total.....		100		100		100		100
Number of homemakers.....		393		108		169		115

TABLE 24.—*How homemakers reported serving cooked rice for breakfast*

Way of serving	Homemakers who served cooked rice for breakfast
	Percent ¹
With sugar, cream, butter.....	80
With gravy.....	22
With spices.....	2
With fruits.....	2
Miscellaneous.....	2
Number of homemakers.....	393

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 way of serving cooked rice for breakfast.

TABLE 25.—*Reported frequency of serving rice as a dessert*

Frequency of serving	Homemakers who served rice as a dessert				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Less than 1 time a month.....	31	53	15	8	28
1 to 3 times a month.....	46	42	53	37	57
4 times a month.....	15	2	24	28	11
5 to 8 times a month.....	5	-----	5	15	3
9 or more times a month.....	1	-----	1	9	1
Not ascertained.....	2	3	2	3	-----
Total.....	100	100	100	100	100
Number of homemakers.....	1, 544	659	692	187	150

TABLE 26.—*Replies to the question: "When do you usually serve the main meal of the day?"*

Time of serving main meal	Homemakers who used rice	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
In the evening.....	69	91
At midday.....	24	5
At midday and in the evening.....	6	3
Not ascertained.....	1	1
Total.....	100	100
Number of homemakers.....	2, 019	222

TABLE 27.—*Relation between main meal of the day and meals at which rice is reported most frequently served*

Meal at which rice is most frequently served	Homemakers who usually served their main meal in the—		
	United States		Chicago
	Evening	Midday	Evening
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Evening meal.....	83	60	88
Midday meal.....	6	17	6
Midday and evening meals.....	5	11	2
Breakfast.....	3	6	2
Not ascertained.....	3	6	2
Total.....	100	100	100
Number of homemakers.....	1, 385	491	201

TABLE 28.—*Replies to the question: "How do you cook plain rice, that is, what kind of a pot do you use?"*

Method of cooking	Homemakers who used rice	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Plain pot.....	59	62
Top of double boiler.....	21	16
Pressure cooker.....	4	5
Steamed over water.....	3	4
Both plain pot and double boiler.....	4	1
Other ways.....	5	7
Not ascertained.....	4	5
Total.....	100	100
Number of homemakers ¹	1, 895	215

¹ Those who reported using rice only for desserts are excluded from this tabulation.

TABLE 29.—*Relation between kind of cooking utensil used and length of cooking time reported*

Length of cooking time	Homemakers who reported using a—			Home-makers who used rice in Chicago
	Plain pot	Double boiler	Pressure cooker	
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
10 minutes or less.....	5	4	76	10
11 to 15 minutes.....	7	5	12	12
16 to 20 minutes.....	25	12	7	26
21 to 25 minutes.....	11	7	1	9
26 to 30 minutes.....	26	19	3	21
31 to 35 minutes.....	2	6	-----	4
36 to 40 minutes.....	3	3	-----	3
41 to 50 minutes.....	5	9	-----	5
51 to 60 minutes.....	6	19	-----	6
61 minutes and over.....	2	7	-----	-----
Not ascertained.....	8	9	1	4
Total.....	100	100	100	100
Number of homemakers.....	1, 115	393	83	222
Median cooking time reported.....	<i>Minutes</i> 25	<i>Minutes</i> 30	<i>Minutes</i> 7	<i>Minutes</i> 21

TABLE 30.—*Replies to the question: "Do you usually wash the rice before you cook it?"*

Replies	Homemakers who used rice ¹	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Usually washed the rice.....	90	92
Did not usually wash the rice.....	9	7
Not ascertained.....	1	1
Total.....	100	100
Number of homemakers.....	1, 895	215

¹Homemakers who used rice only for dessert are not included in these tabulations.

TABLE 31.—*Replies to the question: "Do you usually run water through the rice either during or after you have cooked it?"*

Replies	Homemakers who used rice ¹				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Ran water through the rice.....	44	45	46	38	52
Did not run water through the rice.....	54	53	52	62	45
Not ascertained.....	2	2	2	-----	3
Total.....	100	100	100	100	100
Number of homemakers.....	1, 895	760	873	255	215

¹ Homemakers who used rice only for dessert are not included in these tabulations.

TABLE 32.—*Replies to the question: "Do you add anything to the water you cook rice in besides salt?"*

Replies	Homemakers who used rice	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Did not add anything to the water.....	90	88
Added things to the water.....	8	9
Not ascertained.....	2	3
Total.....	100	100
Number of homemakers.....	2, 019	222

TABLE 33.—(If add other things to the water) Replies to the question: "What do you add to the water?"

Ingredients added to water	Homemakers who added other things to the water besides salt
	Percent
Butter, other fats.....	33
Milk, milk and sugar.....	33
Vinegar, lemon juice.....	16
Miscellaneous spices—onion, garlic, pepper.....	9
Miscellaneous additions.....	9
Total.....	100
Number of homemakers.....	153

TABLE 34.—Replies to the question: "Some rice cooks up so that each grain stands out by itself and some cooks up so that the grains sort of stick together. Which way do you like it?"

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
Preferred rice grains to be separate from each other.....	<i>Percent</i> 84	<i>Percent</i> 82	<i>Percent</i> 85	<i>Percent</i> 87	<i>Percent</i> 91
Preferred rice grains to stick together.....	12	13	12	10	6
Had no preference.....	2	2	1	1	1
Depended on type of food prepared.....	1	1	1	1	1
Not ascertained.....	1	2	1	1	1
Total.....	100	100	100	100	100
Number of homemakers ¹	1, 895	760	873	255	215

¹ Those who reported using rice only for desserts are excluded from this classification.

TABLE 35.—(Among those who cook rice in a plain pot) Relation between homemakers' preferences for different rice textures after cooking and length of cooking time reported ¹

Length of cooking time	Homemakers who cooked rice in a plain pot	
	Preferred grains to remain separate	Preferred grains to stick together
	<i>Percent</i>	<i>Percent</i>
10 minutes or less.....	5	5
11 to 15 minutes.....	7	6
16 to 20 minutes.....	26	23
21 to 25 minutes.....	11	10
26 to 30 minutes.....	26	30
31 to 35 minutes.....	2	1
36 to 40 minutes.....	3	3
41 to 50 minutes.....	6	4
51 to 60 minutes.....	6	7
61 minutes and over.....	1	2
Not ascertained.....	7	9
Total.....	100	100
Number of homemakers.....	928	148
Median cooking time reported.....	<i>Minutes</i> 25	<i>Minutes</i> 26

¹ Comparisons for other types of cooking vessels cannot be made because of the small number of cases.

TABLE 36.—Replies to the question: "Do you find that you have any particular trouble having rice cook up as you like it?"

Replies	Homemakers who used rice	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Had had no trouble cooking rice as preferred.....	86	86
Had had some difficulty cooking rice as preferred.....	13	13
Not ascertained.....	1	1
Total.....	100	100
Number of homemakers.....	2, 019	222

TABLE 37.—(Among those who reported having had difficulty) Replies to the question: "What sort of difficulty have you had?"

Replies	Homemakers who reported having had difficulty
	<i>Percent</i>
Rice was sticky, gummy; grains were not separate	84
Rice had some hard parts; didn't cook up evenly	13
Miscellaneous difficulties	3
Total	100
Number of homemakers	273

TABLE 38.—Replies to the question: "When you don't serve rice, do you use anything else in place of rice?"

Replies	Homemakers who served rice four or more times a week
	<i>Percent</i>
Used other foods in place of rice	77
Did not use other foods in place of rice	19
Not ascertained	4
Total	100
Number of homemakers	255

TABLE 39.—(If uses other foods in place of rice) Replies to the question: "What do you usually serve in place of rice?"

Replies	Frequent rice users who served other foods in place of rice
	<i>Percent</i> ¹
Potatoes	70
Cereal pastes (spaghetti, macaroni, noodles)	48
Grits	21
Miscellaneous vegetables (peas, beans, corn)	20
Miscellaneous breakfast foods (cereals, eggs)	13
Miscellaneous desserts (puddings, fruits)	6
Other miscellaneous foods	6
Sweet potatoes	4
Number of homemakers	196

¹ Percentages total to more than 100 because many homemakers mentioned more than 1 food which they used in place of rice.

TABLE 40.—*Frequency of serving foods in place of rice*¹

Frequency of serving	Frequent rice users who served other foods in place of rice
	<i>Percent</i>
1 or 2 times a week.....	36
3 or 4 times a week.....	31
5 to 7 times a week.....	20
8 or more times a week.....	13
Total.....	100
Number of homemakers.....	196

¹ This summary table is based on answers to the question: "About how often do you serve them (these foods)?" As separate distributions could not be shown for each food because of the small number of cases, the percentages shown represent a total for all the foods used.

TABLE 41.—*(If uses other foods in place of rice) Replies to the question: "Do you feel that it costs more, the same, or less to serve them than rice?"*

Replies	Foods used in place of rice
	<i>Percent</i>
Specific foods cost more than rice.....	26
Specific foods cost the same as rice.....	33
Specific foods cost less than rice.....	41
Total.....	100
Number of specific foods reported.....	351

TABLE 42.—*Replies to the question: "Do you find that you use more rice at certain times of the year than at other times?"*

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Used more at certain times of year.....	58	57	62	52	58
Used same amount year around.....	41	42	37	46	41
Not ascertained.....	1	1	1	2	1
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 43.—(If uses more rice at certain times of the year) Replies to the question: "When do you use more?"

Replies	Homemakers who used more rice at certain times of the year									
	All users (percent)		Infrequent users (percent)		Moderate users (percent)		Frequent users (percent)		Chicago (percent)	
Used more in cooler weather.....	77	94	81	95	77	96	67	86	77	96
Winter.....	14		10		17		13		17	
Fall and winter.....	3		4		2		6		2	
Used more in warmer weather.....	4	6	4	5	3	4	10	14	3	4
Summer.....	2		1		1		4		1	
Spring.....										
Total.....		100		100		100		100		100
Number of homemakers.....		1, 176		488		552		133		128

TABLE 44.—Reasons homemakers give for using more rice during the fall and winter seasons ¹

Reasons	Homemakers who used more rice during fall and winter seasons	
	United States	Chicago
Family members had better appetites—ate hotter, more filling meals.....	Percent ² 56	Percent ² 60
Cooler weather more conducive to cooking.....	21	30
Rice suitable for cooler weather—provided warmth, energy.....	16	18
Rice used as replacement for specific foods of poor quality, high priced, or unavailable during cooler weather.....	12	2
Rice combined well with certain foods available during cooler weather.....	2	
Miscellaneous reasons.....	7	4
Not ascertained.....	4	6
Number of homemakers.....	1, 109	123

¹ As only 3 percent of the homemakers mentioned using more rice during warmer weather, reasons for doing so are not shown.

² Percentages total to more than 100 because some homemakers mentioned more than 1 reason for using more rice during fall and winter.

TABLE 45.—*Replies to the question: "Have you heard of **BROWN** rice?"*

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
Had heard of brown rice.....	<i>Percent</i> 66	<i>Percent</i> 67	<i>Percent</i> 64	<i>Percent</i> 65	<i>Percent</i> 74
Had not heard of brown rice.....	34	33	36	35	26
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 46.—*Replies to the question: "Have you ever used brown rice?"*

Replies	Homemakers who said they had heard of brown rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
Had not used brown rice.....	<i>Percent</i> 57	<i>Percent</i> 65	<i>Percent</i> 53	<i>Percent</i> 48	<i>Percent</i> 54
Had used brown rice.....	43	35	47	52	46
Total.....	100	100	100	100	100
Number of homemakers.....	1, 323	577	576	166	165

TABLE 47.—*(If used brown rice) Replies to the question: "Did you like it?"*

Replies	Homemakers who used brown rice			
	All users	Infrequent users	Moderate users	Frequent users
Did not like brown rice.....	<i>Percent</i> 56	<i>Percent</i> 54	<i>Percent</i> 54	<i>Percent</i> 69
Liked brown rice.....	44	46	46	31
Total.....	100	100	100	100
Number of homemakers.....	563	200	273	86

TABLE 48.—*Replies to the question: "Do you like to use brown rice for all rice cooking or just some rice cooking?"*

Replies	Homemakers who liked brown rice
	<i>Percent</i>
Liked to use it for some rice cooking.....	63
Liked to use it for all rice cooking.....	31
Not ascertained.....	6
Total.....	100
Number of homemakers.....	245

TABLE 49.—*(If likes brown rice and prefers to use it for only some kinds of cooking) Replies to the question: "Which things do you like to use brown rice with?"*

Replies	Homemakers who preferred to use brown rice for some cooking
	<i>Percent</i> ¹
Meat or stuffing for meat or fowl.....	36
Gravy or butter.....	28
Soups.....	18
Puddings, desserts.....	9
Chinese dishes.....	3
Stuffings for nonmeat recipes.....	3
Miscellaneous uses.....	10
Number of homemakers.....	154

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 recipe.

TABLE 50.—(If likes brown rice and prefers to use brown rice for all rice cooking) Reasons homemakers give for preference

Reasons	Homemakers who preferred to use brown rice for all rice cooking
	<i>Percent</i> ¹
Had more food value, was more nourishing than white rice—general.....	30
Tasted good, had good flavor.....	26
Was as good as white rice—general.....	17
Contained vitamins.....	11
Fluffed up, grains stood out.....	3
Miscellaneous reasons.....	9
Not ascertained.....	6
Number of homemakers.....	76

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 reason for preferring brown rice for all rice cooking.

TABLE 51.—(If liked brown rice) Replies to the question: "If you can't get brown rice, do you usually use white rice instead, or do you skip the recipe until you can get brown rice?"

Replies	Homemakers who liked brown rice
	<i>Percent</i>
Used white rice instead.....	85
Skipped that recipe.....	9
Couldn't always get brown rice.....	6
Total.....	100
Number of homemakers.....	245

TABLE 52.—(If heard of brown rice) Replies to the question: "Can you usually buy brown rice in the stores?"

Replies	Homemakers who had heard of brown rice		
	Total	Have used brown rice	Have not used brown rice
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Were usually able to buy it.....	41	60	28
Uncertain whether were able to buy it.....	41	21	56
Were not usually able to buy it.....	17	19	16
Not ascertained.....	1	-----	-----
Total.....	100	100	100
Number of homemakers.....	1, 323	563	760

TABLE 53.—Replies to the question: "Have you heard of quick-cooking rice?"

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Had heard of quick-cooking rice.....	52	49	55	51	81
Had not heard of quick-cooking rice.....	47	50	44	49	18
Not ascertained.....	1	1	1	(¹)	1
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

¹ Less than 1 percent.

TABLE 54.—(If had heard of quick-cooking rice) Replies to the question:
"Have you ever used any quick-cooking rice?"

Replies	Homemakers who had heard of quick-cooking rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Had not used quick-cooking rice.....	54	56	54	48	39
Had used quick-cooking rice.....	46	44	46	52	61
Total.....	100	100	100	100	100
Number of homemakers.....	1, 046	424	491	129	179

TABLE 55.—(If used quick-cooking rice) Replies to the question:
"Did you like it?"

Replies	Homemakers who used quick-cooking rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Liked quick-cooking rice.....	54	57	56	40	59
Did not like quick-cooking rice.....	46	43	44	60	41
Total.....	100	100	100	100	100
Number of homemakers.....	484	188	228	67	109

TABLE 56.—(If liked quick-cooking rice) Replies to the question: "What did you particularly like about it?"

Replies	Homemakers who liked quick-cooking rice
	Percent ¹
Cooked up quickly and easily.....	82
Grains stood out, were dry and flaky.....	17
Tasted as good as regular rice.....	12
Was clean, didn't have to be washed.....	3
Cooked up soft, tender.....	2
Was not as starchy as regular rice.....	2
Miscellaneous reasons.....	6
Number of homemakers.....	263

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 reason for liking quick-cooking rice.

TABLE 57.—(If disliked quick-cooking rice) Replies to the question: "What did you particularly dislike about it?"

Replies	Homemakers who disliked quick-cooking rice
	Percent ¹
Was too mushy—the grains did not remain apart.....	49
Did not taste as good as regular rice.....	45
Did not cook up tender—remained hard.....	14
Was more expensive than regular rice.....	9
Was not as nourishing as regular rice—some food value lost in processing it.....	3
Was not as filling as regular rice.....	3
Miscellaneous reasons.....	15
Number of homemakers.....	221

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 reason for not liking quick-cooking rice.

TABLE 58.—(If heard of quick-cooking rice) Replies to the question: "Can you usually buy quick-cooking rice in the stores?"

Replies	Homemakers who had heard of quick-cooking rice		
	Total	Had used quick-cooking rice	Had not used quick-cooking rice
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Were usually able to buy it.....	62	82	45
Uncertain whether were able to buy it.....	29	11	44
Were not usually able to buy it.....	7	5	9
Not ascertained.....	2	2	2
Total.....	100	100	100
Number of homemakers.....	1, 046	484	562

TABLE 59.—Replies to the question: "Do you ever use breakfast cereals made of rice?"

Replies	Home-makers in United States	Homemakers who had used rice			Home-makers in Chicago
		Infrequent users	Moderate users	Frequent users	
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Had used rice breakfast foods.....	69	72	76	62	72
Had not used rice breakfast foods.....	31	28	24	38	28
Total.....	100	100	100	100	100
Number of homemakers.....	2, 283	861	895	255	241

TABLE 60.—*Reported use of the different kinds of rice breakfast foods*

Use of breakfast cereals	Homemakers who use rice breakfast foods					
	United States			Chicago		
	Rice crispies	Puffed rice	Rice flakes	Rice crispies	Puffed rice	Rice flakes
Said they had used.....	91	74	34	94	75	45
Said they had not used.....	9	26	66	6	25	55
Total.....	100	100	100	100	100	100
Number of homemakers.....	1, 574	1, 574	1, 574	174	174	174

TABLE 61.—*(If uses rice breakfast foods) Kinds of rice breakfast foods reported used*

Replies	Homemakers who used rice breakfast foods			
	United States (percent)		Chicago (percent)	
Used more than 1 kind.....		70		75
Rice crispies and puffed rice.....	37		30	
Rice crispies, puffed rice, and rice flakes.....	29		38	
Rice crispies and rice flakes.....	4		7	
Puffed rice and rice flakes.....	(¹)			
Used 1 kind only.....		29		25
Rice crispies.....	21		18	
Puffed rice.....	7		6	
Rice flakes.....	1			
Not ascertained.....		1		
Total.....		100		100
Number of homemakers.....		1, 574		174

¹ Less than 1 percent.

TABLE 62.—*Reported frequency of use of rice breakfast foods*

Frequency of use	Homemakers who used rice breakfast foods	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Not at all "this time of year".....	6	7
Less than 1 time a week.....	17	20
1 time a week.....	18	18
2 times a week.....	14	17
3 times a week.....	15	14
4 to 6 times a week.....	4	2
7 times a week.....	16	17
Not ascertained.....	10	5
Total.....	100	100
Number of homemakers.....	1, 574	174

TABLE 63.—*Relation between the presence of children and reported use of rice breakfast foods*

Use of rice breakfast foods	Homemakers who used rice breakfast foods			
	United States		Chicago	
	Have children	Do not have children	Have children	Do not have children
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Used rice foods.....	78	59	89	58
Did not use rice foods.....	22	41	11	42
Total.....	100	100	100	100
Number of homemakers.....	1, 186	1, 094	114	108

TABLE 64.—(If have children under 18 years of age in family) Replies to the questions: "Do the children eat these rice cereals?" "Do the adults eat these rice cereals?"

Replies	Homemakers who used rice cereals	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Both children and adults eat them.....	73	71
Only children eat them.....	19	16
Only adults eat them.....	8	13
Total.....	100	100
Number of homemakers.....	928	102

TABLE 65.—(If both children and adults use rice breakfast foods) Replies to the question: "Do the children eat them more often than the adults?"

Replies	Homemakers who reported that both children and adults ate rice breakfast foods
	<i>Percent</i>
Children used them more frequently than adults.....	73
Adults used them as frequently as the children.....	27
Total.....	100
Number of homemakers.....	675

TABLE 66.—*Replies to the question: "Why is it that you do not use breakfast cereals made of rice?"*

Replies	Homemakers who did not use rice breakfast foods
	<i>Percent</i>
Family members preferred other breakfast foods—do not like cereals of any kind.....	50
Family members preferred other kinds of breakfast cereals (nonrice).....	24
Doctor's orders, dietary reasons.....	4
Did not eat breakfast at home.....	3
Were too expensive.....	2
Miscellaneous reasons.....	8
Not ascertained.....	9
Total.....	100
Number of homemakers.....	704

TABLE 67.—*Replies to the question: "Do you usually buy rice in a box, bag, or loose out of a bin or bag?"*

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Bought boxed.....	74	76	77	55	93
Bought bagged.....	20	17	17	36	5
Bought loose rice.....	3	4	2	5	1
Bought boxed and bagged.....	3	2	3	3	1
Not ascertained.....	-----	1	1	1	-----
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 68.—*Replies to the question: "Regardless of the way stores usually sell it, which way would you prefer to buy it—in a box, bag, or loose out of a bin or bag?"*

Replies	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Preferred boxed.....	72	77	75	49	89
Preferred bagged.....	17	13	16	34	4
Preferred loose.....	6	5	5	13	3
No preference.....	3	3	2	3	3
Not ascertained.....	2	2	2	1	1
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 69.—*(If prefer buying rice in box or bag) replies to the question: "Which one of these kinds of packages do you like best?"*

Replies	Homemakers who preferred to buy rice in—	
	Boxes	Bags
	<i>Percent</i>	<i>Percent</i>
Box.....	41	
Box with cellophane window.....	53	
Paper bag.....		9
Paper bag with cellophane window.....		16
Cotton bag.....		4
Cellophane bag.....		68
Not ascertained.....	6	3
Total.....	100	100
Number of homemakers.....	1, 461	338

TABLE 70.—Reasons homemakers give for preferring different types of packaging

Reasons for preference	Homemakers who preferred to buy rice in—		
	Boxes	Bags	Bulk
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Was cleaner, more sanitary.....	64	28	1
Was more convenient to store—won't spill or tip over.....	36	8	3
Had good storage qualities—prevents rice from spoiling.....	6	3	1
Contained rice of better quality.....	6	4	10
Habit, custom.....	3	4	9
Could see contents.....	2	47	13
Recipes were available on the package.....	1	-----	-----
Was a more accurate weight.....	(²)	-----	3
Was less expensive, more economical.....	(²)	8	53
Miscellaneous reasons.....	4	7	10
Number of homemakers.....	1, 461	338	120

¹ Percentages total to more than 100 because some homemakers mentioned more than 1 reason for preferring each type of packaging.

² Less than 1 percent.

TABLE 71.—Replies to the question: "How much rice do you usually buy at one time?"

Size of usual purchase	Homemakers who used rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Less than 1 pound.....	4	5	3	-----	4
1 pound.....	55	72	48	25	69
2 pounds.....	27	19	34	25	21
3 pounds.....	10	3	11	28	2
4 pounds.....	1	(¹)	1	6	2
5 pounds.....	2	1	2	8	2
6 pounds and over.....	1	(¹)	1	8	(¹)
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

¹ Less than 1 percent.

TABLE 72.—(If buys rice in box or bag) Replies to the question: "How much rice do you usually buy at one time?"

Size of usual packaged purchase	Homemakers who usually bought rice in—	
	Boxes	Bags
	<i>Percent</i>	<i>Percent</i>
Less than 1 pound.....	5	1
1 pound.....	61	37
2 pounds.....	26	27
3 pounds.....	6	22
4 pounds.....	1	3
5 pounds.....	1	5
6 pounds.....	(1)	1
7 pounds.....	(1)	-----
9 pounds.....	(1)	1
10 or more pounds.....	(1)	3
Total.....	100	100
Number of homemakers.....	1, 487	396

¹ Less than 1 percent.

TABLE 73.—(If prefer to buy rice in box or bag) Replies to the question: "Regardless of the way packages come now, what size package would you like to be able to buy?"

Preferred size of package	Homemakers who preferred buying rice in—	
	Boxes	Bags
	<i>Percent</i>	<i>Percent</i>
Less than 1 pound.....	5	1
1 pound.....	60	36
2 pounds.....	26	27
3 pounds.....	3	19
4 pounds.....	(1)	2
5 pounds.....	2	5
6 pounds and over.....	(1)	5
Not ascertained.....	4	5
Total.....	100	100
Number of homemakers.....	1, 461	338

¹ Less than 1 percent.

TABLE 74.—*Replies to the question: "About how often do you usually buy rice?"*

Frequency of purchase	Homemakers who used rice									
	All users (percent)		Infrequent users (percent)		Moderate users (percent)		Frequent users (percent)		Chicago (percent)	
Less than 1 time a month.....		41		74		20		6		38
1 time a year.....	8		17		1		1		3	
2 times a year.....	8		17		2		(1)		6	
3 times a year.....	6		11		2		1		4	
4 times a year.....	7		12		5		2		8	
5 times a year.....	1		2		(1)				(1)	
6 times a year.....	9		13		8		1		11	
7 to 11 times a year.....	2		2		2		1		6	
1 to 3 times a month.....		41		20		63		38		46
1 time a month.....	25		15		39		13		30	
2 times a month.....	15		5		22		23		15	
3 times a month.....	1		(1)		2		2		1	
4 to 8 times a month.....		14		1		14		52		12
4 times a month.....	12		1		13		41		11	
8 times a month.....	2		(1)		1		11		1	
Not ascertained.....		4		5		3		4		4
Total.....		100		100		100		100		100
Number of homemakers.....		2, 019		861		895		255		222

¹ Less than 1 percent.TABLE 75.—*Replies to the question: "When you buy white rice do you usually like to buy one particular brand or name of rice?"*

Replies	Homemakers who used rice	
	United States	Chicago
Had no brand preference.....	<i>Percent</i> 63	<i>Percent</i> 68
Had a brand preference.....	37	32
Total.....	100	100
Number of homemakers.....	2, 019	222

TABLE 76.—(If had no brand preference) Replies to the question: "How does it happen that you have no brand preference?"

Replies	Homemakers who did not prefer a particular brand	
	United States	Chicago
All rice was about the same; brand name made no difference.....	<i>Percent</i> 52	<i>Percent</i> 50
Bought very little rice.....	17	13
Not interested in brands; looked only for particular grain length.....	8	11
Not interested in brands; looked only for good quality—unbroken, clean looking.....	5	9
Did not shop personally; did not select brands personally.....	4	3
Did not patronize 1 particular store; bought more than 1 brand.....	2	3
Wartime and postwar scarcity broke habit of looking for particular brands.....	2	2
Bought rice loose or in large packages with no brand name.....	1	1
Miscellaneous reasons.....	4	6
Not ascertained.....	5	2
Total.....	100	100
Number of homemakers.....	1, 276	150

TABLE 77.—(If prefer a particular brand) Replies to the question: "Which brand do you like best?"

Type of rice ¹	Homemakers who preferred a particular brand
	<i>Percent</i>
Regular.....	60
Vitamin-added.....	16
Parboiled.....	10
Quick-cooking.....	4
Not ascertained.....	10
Total.....	100
Number of homemakers.....	743

¹ The replies to this question were actual brand names. However, because the purpose of the question was not to learn the names themselves, but to learn something of preferences for types of processed rice, the brand names were coded by type and not by actual name.

TABLE 78.—(If expressed a preference for a particular brand) Replies to the question: "What are the things you like about this particular brand?"

Replies	Homemakers who preferred a particular brand		
	All preferred brands ¹	Regular rice	Vitamin-added rice
Cooking qualities:	<i>Percent</i> ²	<i>Percent</i> ²	<i>Percent</i> ²
Grains stood apart; rice was dry, flaky.....	47	43	47
Cooked up quickly, easily.....	14	8	10
Cooked up as preferred—general.....	6	7	5
Had a good flavor—tastes good.....	7	7	4
Cooked up soft, tender.....	5	4	8
Was not too starchy.....	3	2	3
Cooked up white.....	3	2	3
Miscellaneous cooking qualities.....	2	2	2
Appearance qualities:			
Was clean; no black spots.....	17	18	22
Was large, long-grain.....	15	16	16
Grains were whole, unbroken.....	5	5	6
Was white-grained.....	4	4	5
Miscellaneous appearance qualities.....	3	3	2
Other qualities:			
Was dependable—always of good quality.....	6	7	3
Habit, custom.....	4	4	8
Number of homemakers.....	667	443	116

¹ Reasons given for preferring the parboiled rice and the quick-cooking rice are not shown because so few homemakers expressed a preference for these 2 kinds.

² Percentages total to more than 100 because some homemakers gave more than 1 reason for preferring a particular brand.

TABLE 79.—(If preferred a particular brand) Replies to the question: "Is there anything you don't like about this brand?"

Replies	Homemakers who preferred a particular brand		
	All preferred brands	Regular rice	Vitamin-added rice
Did not dislike anything about the brand.....	<i>Percent</i> 95	<i>Percent</i> 95	<i>Percent</i> 97
Disliked certain things about the brand.....	4	4	3
Not ascertained.....	1	1
Total.....	100	100	100
Number of homemakers.....	667	443	116

TABLE 80.—(If buy packaged rice) Replies to the question: "Have you noticed the recipes which are usually printed on the package?"

Replies	Homemakers who bought packaged rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Had noticed the recipes.....	55	53	57	49	63
Had not noticed the recipes.....	45	47	43	51	37
Total.....	100	100	100	100	100
Number of homemakers.....	1, 956	819	870	240	221

TABLE 81.—(If noticed rice recipes on packages) Replies to the question: "When you cook rice, do you usually follow the recipe that is printed on the package?"

Replies	Homemakers who noticed printed recipes				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Did not follow the recipes.....	58	56	58	68	56
Followed the recipes.....	42	44	42	32	44
Total.....	100	100	100	100	100
Number of homemakers.....	1, 067	438	498	118	139

TABLE 82.—(If do not follow the printed recipe on the rice package) Replies to the question: "Do you use a recipe book or just your memory when you cook rice?"

Replies	Homemakers who did not follow the recipes on rice packages				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Relied on memory.....	84	77	88	86	80
Used a recipe book.....	13	20	7	10	12
Not ascertained.....	3	3	5	4	8
Total.....	100	100	100	100	100
Number of homemakers.....	614	247	290	80	78

TABLE 83.—(If have noticed recipes on packages) Replies to the question: "Would you like to have them continue putting recipes on the rice packages or not?"

Replies	Homemakers who have noticed printed recipes				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
Would like to have recipes continued on packages.....	Percent 68	Percent 69	Percent 69	Percent 62	Percent 83
Didn't make any difference.....	27	27	26	33	12
Would not like to have recipes continued on packages.....	1	1	(¹)	3	3
Not ascertained.....	4	3	5	2	2
Total.....	100	100	100	100	100
Number of homemakers.....	1, 067	438	498	118	139

¹ Less than 1 percent.

TABLE 84.—Reasons homemakers gave for desiring the continuation of recipes on rice packages

Reasons	Homemakers who approved the continuation of recipes on rice packages	
	United States	Chicago
Furnished new ideas, new suggestions.....	Percent ¹ 55	Percent ¹ 54
Were useful for inexperienced cooks, young homemakers, newlyweds.....	13	14
Eliminated necessity of referring to cookbook, recipe book.....	10	13
Eliminated guesswork, give instructions on how much rice to use, how to cook it.....	8	3
Were used.....	7	6
Encouraged people to use more rice.....	2	4
Were scientifically planned, healthful, nourishing.....	1	1
Miscellaneous reasons.....	6	6
Number of homemakers.....	725	116

¹ Percentages total to more than 100 because some homemakers gave more than 1 reason for approving the continuation of rice recipes on rice packages.

TABLE 85.—*Replies to the question: "What do you think might be done to get people to use more rice?"*

Replies	Homemakers who used rice	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Made specific suggestions.....	67	80
Didn't think anything could be done.....	25	13
Said nothing could be done.....	2	2
Not ascertained.....	6	5
Total.....	100	100
Number of homemakers.....	2, 019	222

TABLE 86.—*Kinds of media homemakers suggested using to get people to use more rice*

Media	Media suggested	
	United States	Chicago
	<i>Percent</i>	<i>Percent</i>
Magazines.....	22	21
Radio.....	21	19
Newspapers.....	16	21
Books, booklets, pamphlets.....	11	7
Stores, utility companies.....	10	14
Rice boxes.....	7	5
Schools, cooking schools.....	5	4
County agents, farm bureau, 4-H clubs.....	1	(¹)
Posters.....	1	1
Miscellaneous media.....	6	8
Total.....	100	100
Number of media mentioned.....	961	165

¹ Less than 1 percent.

TABLE 87.—Replies to the question: "What do you think might be done to get people to use more rice?"

Course of action suggested	Rice users who made specific suggestions								Chicago
	United States	No media mentioned	Via magazines	Via radio	Via newspapers	Via books, booklets, pamphlets	Via stores, utility companies	Miscellaneous media	
Rice recipes:									
Distribution of recipes, how to cook rice.....	Percent ¹ 49	Percent ¹ 32	Percent ¹ 48	Percent ¹ 29	Percent ¹ 52	Percent ¹ 74	Percent ¹ 18	Percent ¹ 46	Percent ¹ 62
Improvement of recipes.....	8	8	4	3	7	2	1	1	5
Advertisements:									
General.....	29	13	36	45	25	9	23	13	35
Of food value.....	16	11	12	14	10	12	4	11	14
Of uses, versatility.....	4	3	2	4	4	3	1	3	8
Of inexpensiveness, economy.....	3	2	1	4	3	1		2	3
Reduction in price.....	19	29					4	12	17
Demonstrations, contests, and distribution of samples:									
Putting on demonstrations.....	4	2					18	1	5
Distribution of samples.....	2	3					4	1	2
Displays of rice.....	1	(²)					14	1	1
Putting on contests.....	1	1		2	1				1
Improvements in packaging.....	1	1						17	
Miscellaneous suggestions.....	9	10		1			13	10	10
Number of homemakers ³	1, 365	831	202	194	153	98	93	183	177

¹ Percentages total to more than 100 because many homemakers made more than 1 suggestion.

² Less than 1 percent.

³ This table is based on answers of those who made at least 1 suggestion. Those who "did not know what could be done" were not included.

TABLE 88.—*Replies to the question: "If the price of most foods stayed the same but the price of rice were lower, would you buy more rice or not?"*

Replies	Homemakers who use rice				
	All users	Infrequent users	Moderate users	Frequent users	Chicago
	Percent	Percent	Percent	Percent	Percent
Would not buy more.....	68	78	64	53	69
Would buy more.....	30	20	34	46	30
Not ascertained.....	2	2	2	1	1
Total.....	100	100	100	100	100
Number of homemakers.....	2, 019	861	895	255	222

TABLE 89.—*(If do not use rice) Replies to the question: "If the price of most foods stayed the same but the price of rice were lower, do you think you would become interested in using rice?"*

Replies	Homemakers who did not use rice
	Percent
Would not become interested in using.....	85
Would become interested in using.....	12
Didn't know.....	1
Not ascertained.....	2
Total.....	100
Number of homemakers.....	264

TABLE 90.—*Replies to the question: "Would you say that it costs about the same, more, or less to serve white potatoes than rice?"*

Replies	All users	Use rice less than 4 times per week	Use rice 4 or more times per week	Rice non-users	Chicago
	Percent	Percent	Percent	Percent	Percent
Potatoes cost more to serve.....	34	36	36	23	46
Potatoes and rice cost about the same to serve.....	18	18	21	12	19
Potatoes cost less to serve.....	24	23	37	14	15
Don't know.....	18	15	5	50	18
Not ascertained.....	6	8	1	1	2
Total.....	100	100	100	100	100
Number of homemakers ..	2, 019	1, 756	255	264	222

TABLE 91.—(If uses white rice) Replies to the question: "How much is white rice selling for now?"

Replies	Homemakers who used rice			
	United States (percent)		Chicago (percent)	
Knew the price.....		54		64
Less than 15 cents a pound.....	3		4	
15 to 19 cents a pound.....	18		22	
20 to 24 cents a pound.....	20		19	
25 to 29 cents a pound.....	10		15	
30 to 39 cents a pound.....	2		3	
40 cents a pound and over.....	1		1	
Did not know the price.....		46		36
Total.....		100		100
Number of homemakers.....		2, 019		222
Median price reported.....		Cents 21		Cents 21

TABLE 92.—(If doesn't use rice) Replies to the question: "How much is white rice selling for now?"

Replies	Homemakers who did not use rice
	<i>Percent</i>
Did not know the price.....	92
Knew the price.....	8
Total.....	100
Number of homemakers.....	264

TABLE 93.—*Replies to the questions: "What food value do you think WHITE rice has?" "What food value do you think BROWN rice has?"*

Replies	United States		Chicago				
	White rice (percent) ¹	Brown rice ² (percent) ¹	White rice (percent) ¹	Brown rice ² (percent) ¹			
Mentioned some item of food value		73		82		53	
Contained starch, carbohydrates	54		16		61		16
Contained vitamins (none specified)	8		13		15		21
Was higher in food value than white rice; is unbleached, unpolished			9				13
Had higher caloric value, provides energy	7		2		8		1
Was healthful, nourishing, builds up the body	6		5		6		7
Contained protein	5		3		7		4
Was filling, satisfying, bulky	4		2		9		1
Contained minerals	3		5		4		6
Was similar in food value to potatoes, macaroni, other starchy foods	3		1		1		
Was easily digestible	2				1		
Was good for certain ailments—high blood pressure, diabetes	2		3		2		1
Contained Vitamin B	2		7		2		4
Miscellaneous items of food value	3		3		7		1
Didn't know what food value it has		26		51		15	46
Had little or no food value		1		(³)		3	1
Total		100		100		100	100
Number of homemakers		2, 019		1, 323		222	165

¹ Percentages (in left columns) add to more than their subtotals (in right columns) because some homemakers mentioned more than 1 item of food value.

² This column is based on the users of white rice who have heard of brown rice.

³ Less than 1 percent.

TABLE 94.—Relation between frequency of use and food values homemakers reported for white and brown rice

Replies	Infrequent users				Moderate users				Frequent users			
	White rice (percent) ¹		Brown rice ² (percent) ¹		White rice (percent) ¹		Brown rice ² (percent) ¹		White rice (percent) ¹		Brown rice ² (percent) ¹	
Mentioned some item of food value.....	56	71	15	44	54	75	15	49	50	70	20	52
Contained starch, carbohydrates.....	6		11		8		14		12		12	
Contained vitamins (none specified).....			9				9				8	
Was higher in food value than white rice; is unbleached, unpolished.....	7		2		8		2		7		2	
Had high caloric value, provides energy.....	5		3		6		6		9		8	
Was healthful, nourishing, builds up the body.....	7		3		5		3		3		2	
Contained protein.....	3		1		5		1		5		1	
Was filling, satisfying, bulky.....	4		5		3		5		2		5	
Contained minerals.....	3		1		3		1		(³)			
Was similar in food value to potatoes, maca- roni, other starchy foods.....	1		(³)		2		1		2		2	
Was easily digestible.....	1		1		2		2		2		1	
Was good for certain ailments—high blood pressure, diabetes.....	1		3		2		4		1		2	
Contained vitamin B.....	1		1		1		1		1		1	
Miscellaneous items of food value.....		27		54		24		49		29		47
Didn't know what food value it has.....		2		1		1		2		1		1
Had little or no food value.....												
Total.....		100		100		100		100		100		100
Number of homemakers.....		861		577		895		576		255		166

¹ Percentages (in left columns) add to more than their subtotals (in right columns) because some homemakers mentioned more than one item of food value.

² This column is based on the users of white rice in the three groups who had heard of brown rice.

³ Less than 1 percent.

TABLE 95.—*Relation between frequency of use and the different grain lengths the homemakers had heard about*

Grain lengths	Homemakers who used rice								
	All users (percent)		Infre- quent users (percent)		Moder- ate users (percent)		Fre- quent users (percent)		Chicago (percent)
Were not aware of grain lengths.....		54		64		49		35	38
Were aware of grain lengths.....		46		36		51		65	62
Long and short lengths.....	27		19		31		38		32
Long and broken or split lengths.....	4		3		4		9		5
Long, medium, and short lengths.....	2		2		2		1		2
Long and medium lengths.....	2		1		2		6		1
Long length.....	7		7		9		6		17
Short length.....	(¹)		(¹)		(¹)		—		(¹)
Not ascertained.....	4		4		3		5		5
Total.....		100		100		100		100	100
Number of homemakers.....		2, 019		861		895		255	222

¹ Less than 1 percent.TABLE 96.—*(If have heard of more than one grain length) Replies to the question: "Which one do you like best?"*

Replies	Homemakers who had heard about rice of more than one grain length
	<i>Percent</i>
Preferred the long grain length.....	69
Preferred the short grain length.....	10
Preferred the medium grain length.....	3
No preference—"didn't make any difference".....	18
Total.....	100
Number of homemakers.....	705

Bureau of Agricultural Economics
Division of Special Surveys

Budget Bureau No. 40-4894
Expiration Date: 12/31/48
September 22, 1948

Questionnaire

STUDY 147 SURVEY OF CONSUMER PREFERENCES REGARDING RICE

FACE SHEET

Time interview started _____ AM
PM _____ How many times did you call
(Do not write to get this interview? _____
in above space)

Time interview ended _____ AM
PM _____

Interviewer _____ Interview No. _____ Date _____

A. METROPOLITAN AREAS

Met. Area _____ City _____ Sample Block
No. _____

Address _____

B. CITIES 10,000 to 500,000 IN POPULATION

City _____ State _____ Sample Block
No. _____

Address _____

C. URBAN PLACES UNDER 10,000 IN POPULATION

City _____ County _____ State _____ Sample Block
No. _____

Address _____

D. OPEN COUNTRY SEGMENTS

County _____ State _____ Segment No. _____

(RECORD TIME TO THE NEAREST 5 MINUTES JUST BEFORE ASKING QUESTION 1: _____ AM)
 _____ PM)

1. First, I'd like to know if you use rice in your home?

Yes

No --(GO to Q. 86, Page 14)

IF YES TO 1

2. About how often would you say that you serve rice this time of year?

_____ times a week _____ times a month _____ times a year

3. About how often would that be for the:

Evening meal? _____

Midday meal? _____

Break-fast? _____

4. When do you usually serve your main meal of the day?

Evening

Midday

BOTH (some members of family eat it midday, some evening)--

I'd like to talk with you about the different ways you serve rice -- you know, sometimes it is cooked alone and then served with other foods and sometimes it is cooked right in with chicken, fish, meat, or vegetables.

5. Do you ever serve it along with other things, not cooked in with them, but just served along with them?

Yes

No --(GO to Q. 8)

IF YES TO 5

6. Do you ever serve it along with -

	<u>YES</u>	<u>NO</u>	7. (<u>IF YES TO 6</u>) About how often do you serve it that way?
Chicken?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Fish?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Seafood like shrimp?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Meat?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Vegetables & no meat?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Just gravy & no meat?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Are there any other things you serve it with?	<input type="checkbox"/>	<input type="checkbox"/>	_____

IF YES:

What? _____

Now let's talk a minute about rice when it is cooked mixed up with chicken, meat, fish or vegetables.

8. Do you ever cook rice mixed right in with other things this way?

Yes

No --(GO to Q. 11)

IF YES TO 8

9. Do you ever serve it cooked in with -

YES NO

Chicken?

Fish?

Seafood like shrimp?

Meat?

Vegetables & no meat?

Any other ways?

10. (IF YES TO 9)

About how often do you serve it that way?

IF YES:

What? _____

11. Do you ever serve rice for dessert?

Yes

No --(GO to Q. 13)

IF YES TO 11

12. About how often do you serve it this way? _____

13. Do you ever serve cooked rice at breakfast?

Yes

No --(GO to Q. 16)

IF YES TO 13

14. About how often do you serve it this way? _____

15. When you serve it do you serve it with:

YES NO

Sugar, cream, or butter?

Gravy?

Other ways?

If other:

What? _____

16. Now, besides the ways we've just been talking about, what other ways do you use rice in your cooking, that is, for any meal, for any kind of cooking?
17. About how often do you serve this?

Kind of Cooking

About how often?

(IF USES RICE FOR DESSERT ONLY - GO TO PAGE 6, Q. 30 ----)

IF SERVES RICE AT LEAST 4 TIMES A WEEK AS PART OF A MEAL SEE QUESTION 2

18. When you don't serve rice, do you use anything else in place of rice?

Yes No --(GO TO Q. 22)

IF YES TO 18

19. What do you usually serve in place of rice?

a _____ b _____ c _____ d _____

20. About how often do you serve them? (Make entries separately for each item listed in Q. 19)

a _____ b _____ c _____ d _____

21. Do you feel that it costs more, the same, or less to serve _____ than rice? (Ask separately for each item mentioned in Q. 20)

_____ costs more/ same/ less than rice_____ costs more/ same/ less than rice_____ costs more/ same/ less than rice_____ costs more/ same/ less than rice

IF QUESTIONS (18-21) WERE NOT ASKED OR

IF R DIDN'T MENTION WHITE POTATOES IN Q. 19 -- ASK Q. 22

22. We'd like to find out what housewives think about the cost of serving rice as compared with some other things. For instance, would you say that it costs about the SAME, MORE, or LESS to serve white potatoes than rice?

Potatoes cost same/ more/ less than rice DK

ASK OF EVERYONE EXCEPT THOSE WHO USE RICE FOR DESSERT ONLY

23. How do you cook plain rice; that is, what kind of a pot do you use?
- Boil in plain pot
- Top of double boiler
- Steam it over water
- Pressure cooker
- Other
- IF OTHER: What? _____
24. How long do you cook it? (Enter length of time in minutes)
- _____
- _____
- _____
- _____

25. Do you usually wash the rice before you cook it? Yes No
26. Do you usually run water through it either during or after you have cooked it? Yes No
27. When you cook rice, do you add anything to the water you cook it in besides salt? Yes No --(GO to Q. 29)

IF YES TO 27

28. What do you add to the water? _____
29. Some rice cooks up so that each grain stands out by itself and some cooks up so that the grains sort of stick together. Which way do you like it? Grains stand out Grains stick together
30. Do you find that you have any particular trouble having it cook up as you like it? Yes No --(GO to Q. 33)

IF YES TO 30

31. What sort of difficulty have you had? _____
- _____
32. What do you think causes it? _____
- _____
- _____
33. Are you usually able to buy the kind that cooks the way you like it? Yes No

34. We are interested in the different reasons people have for using certain foods. What would you say are the main reasons why you use rice?
- _____
- _____

Are there any other reasons you can think of? _____

35. (If gives more than one reason, ask:) Which one of the reasons that you have mentioned do you think is the most important one? _____
- _____
36. Do you find that you use more rice at certain times of the year than at other times?

Yes

No --(GO to Q. 39)

IF YES TO 36

37. When do you use more? _____
38. Why is that? _____

39. How much is WHITE rice selling for now? _____ \$ for _____ lbs. DK

40. If the price of most foods stayed about the same but the price of rice were lower, do you think you would buy more rice, or not?

Yes

No

41. Like many other foods, there are a number of different kinds of rice. Have you ever heard about rice of different grain lengths?

Yes

No --(GO to Q. 47)

IF YES TO 41

42. Which lengths have you heard about? _____
- _____

43. Do you like one of these more than the others?

Yes

No --(GO to Q. 47)

IF YES TO 43

44. Which one do you like best? _____

45. Why do you prefer this kind? _____
- _____
- _____

46. Are you usually able to buy this kind?

Yes

No

DK

47. Have you heard of BROWN rice, not wild rice?

Yes

No --(GO to Q. 57)

IF YES TO 47

48. Are you usually able to buy BROWN rice in the stores?

Yes

No

DK

49. Have you ever used it?

Yes

No --(GO to Q. 56)

IF YES TO 49

50. Do you like it?

Yes

No --(IF NO, Why is that? _____)

(GO TO Q. 56)

IF YES TO 50

51. Do you like to use it for all rice cooking or just some rice cooking?

IF "ALL" RICE COOKING

52. Why is that? _____

IF "SOME" RICE COOKING

53. Which things? a _____ c _____
b _____ d _____

54. Why is that? (Ask for each item in Q. 53)

ITEM

REASON

a _____ : _____

b _____ : _____

c _____ : _____

d _____ : _____

55. If you can't get BROWN rice when you want it - do you usually just use WHITE rice instead or do you skip that recipe until you can get BROWN rice?

Uses white rice instead

Skips that recipe

Can always get Brown rice ..

56. Now about BROWN rice, what food value do you think it has? _____

Anything else? _____

57. As far as WHITE rice is concerned, what food value do you think it has?

Anything else? _____

58. What do you think might be done to get people to use more rice?

Anything else? _____

59. When you buy White rice, do you usually like to buy one particular brand or name of rice? (If R mentions a variety name - ask all brand questions, substituting the word "kind" or "variety".)

Yes

No --(GO to Q. 65)

IF YES TO 59

60. Which brand do you like best? _____

61. Are you able to buy this brand in the stores?

Yes

No

DK

62. What are the things you like about this particular brand? _____

63. Is there anything you don't like about it?

Yes

No --(GO to Q. 66)

IF YES TO 63

64. What is that? _____

IF NO TO 59

65. How does it happen that you have no preference? _____

IF QUICK-COOKING RICE WAS MENTIONED ON PAGE 11 - "BRANDS" - GO TO Q. 73

66. Have you ever heard of quick-cooking rice such as "Minute Rice"?

Yes

No --(GO to Q. 73)

IF YES TO 66

67. Have you ever used any quick-cooking rice?

Yes

No --(ASK 71 and 72)

IF YES TO 67

68. Did you like it? Yes No

69. What did you particularly like (dislike) about it? _____

70. Can you usually buy quick-cooking rice in the stores?

Yes

No

DK

IF NO TO 67 (NEVER USED QUICK-COOKING RICE)

71. How does it happen that you never tried quick-cooking rice?

72. Can you usually buy quick-cooking rice in the stores?

Yes

No

DK

73. How much rice do you usually buy at one time? _____
(Lbs. or Ozs.)

74. About how often do you usually buy rice? _____

75. Do you usually buy it in a box bag or loose out of a bin or bag?

76. Regardless of the way the stores usually sell it, which way would you prefer to buy it - in a box bag or loose out of a bin or bag?

77. Why is that? _____

IF PREFERS BOX OR BAG - Q. 76

78. Regardless of the way packages come now, what size package would you like to be able to buy? _____

79. Which one of these kinds of packages do you like best? I'll read them to you.

Box

Box with a cellophane window

Paper bag

Paper bag with cellophane window ...

Cotton bag

Cellophane bag

80. Are you able to buy the (size) _____ and (kind of package) _____ around here?

Yes

No

IF USUALLY BUYS BOX OR BAG - Q. 75

81. Have you noticed the recipes which are usually printed on the package?
 Yes No --(GO to Page 15)--Q. 94

IF YES TO 81

82. When you cook rice, do you usually follow the recipe that is printed on the package?
 Yes No

IF NO TO 82

83. Do you use a recipe book or just your memory when you cook rice?
 84. Would you like to have them continue putting recipes on the rice package or not?
 Yes No Don't care --(GO to Page 15)--Q. 94
 85. Why is that? _____

(GO TO PAGE 15)--Q. 94

IF NO TO QUESTION 1

86. Have you ever used rice?
 Yes No --(GO to Q. 89)

IF YES TO 86

87. How does it happen that you stopped using it? _____

Any other reasons? _____

88. (If gives more than one reason, ask:) Which one of the reasons that you have mentioned do you think is the most important one? _____

(GO TO Q. 91)

IF NO TO 86

89. How is it that you have never tried it? _____

90. (If gives more than one reason, ask:) Which one of the reasons that you have mentioned do you think is the most important one? _____

91. We'd like to find out what housewives think about the cost of serving rice as compared with other things. For instance, would you say that it costs about the SAME, MORE, or LESS to serve potatoes than rice?

Potatoes cost same more less than rice Don't know

92. How much is rice selling for now? _____ /¢ for _____ lbs. DK

93. If the price of most foods stayed about the same, but the price of rice were lower, do you think you would become interested in using rice?

Yes No

(CONTINUE ON PAGE 15) -- Q. 94

94. Before asking the next questions, I'd like to know if there are any children under 18 in your family?

Yes

No

95. There are quite a few different kinds of dry cereals. Do you ever use breakfast cereals made of rice like rice crispies, rice flakes, and puffed rice?

Yes --(GO to Q. 98)

No --(GO to Q. 96)

IF NO TO 95

96. Why is that? _____

97. Do the stores around here sell them?

Yes

No

DK

(GO TO PAGE 16)--Information About the Respondent

IF YES TO 95

98. About how often this time of the year? _____

ASK ONLY IF THERE ARE CHILDREN UNDER 18 IN THE FAMILY

99. Do the children eat these rice cereals?

Yes

No

100. Do the adults eat these rice cereals?

Yes

No

IF YES TO 99 AND 100

101. Do the children eat them more often than the adults?

Yes

No

ASK ALL USERS - Q. 95

102. Do you use RICE CRISPIES?

Yes

No

103. Do you use RICE FLAKES?

Yes

No

104. Do you use PUFFED RICE?

Yes

No

INFORMATION ABOUT THE RESPONDENT

- A. How many people are there in your family, including children and infants? _____
- B. How many of these are: 18 years or over? _____
 Under 18 but more than 1 year? _____
 Less than 12 months? _____
- C. Are there any other people who usually eat most of their meals with you?
 Yes No

IF YES TO C

- How many are there? _____
- D. What was the last grade you completed in school?
- | | | | | | |
|--------------------------------|-------------------------------|---------------------|----------------------------|-----------------|---------------------|
| None or some
grammar school | Finished
grammar
school | Some high
school | Finished
high
school | Some
college | Finished
college |
|--------------------------------|-------------------------------|---------------------|----------------------------|-----------------|---------------------|

- E. About how old are you?
- Under 20 -----
- 20 - 24 -----
- 25 - 34 -----
- 35 - 44 -----
- 45 - 54 -----
- 55 - 64 -----
- 65 and over --

- F. Are you married? Married Not married
- G. Race: (check from observation)
 White Negro Other
- H. Sex of respondent: Female Male

FOR URBAN AND RURAL NONFARM RESPONDENTS

I. What is the occupation of the head of the household? _____

Enter an "X" here if RESPONDENT IS HEAD OF HOUSEHOLD.....

J. I'd like to get some information about the head of the household's (your) weekly income last week. What was his (your) income last week after deductions for taxes, social security, etc.?

\$ _____

K. Did the head of the household (you) work every week during 1947?

Yes No IF NO TO K

L. How many weeks was he (you) out of work? No. of weeks _____

M. Are you working? Yes No IF YES TO M

N. What is your occupation? _____

O. What was your income last week after deductions for taxes, social security, etc.?

\$ _____

P. Last year did the head of the household (you) have any other income like pensions, allotments, bonuses, or dividends?

Yes No IF YES TO P

Q. How much did it come to for last year?

\$ _____

R. Last year did the head of the household (you) have any other income like rent from roomers, or board money from sons, daughters, or relatives?

Yes No IF YES TO R

S. How much did that come to for last year?

\$ _____

TOTAL INCOME

\$ _____

FOR RURAL NONFARM RESPONDENTS ONLY

T. Did the head of the household (you) operate a farm in 1947?

Yes

No

IF YES TO T

How much money did the head of the household (you) make last year from the sale of the farm products? \$ _____

FOR FARM RESPONDENTS ONLY

U. What is the size of the farm you (your family) operate?

_____ acres.

V. What is your chief source of income from the farm (your family's farm)?

W. How much money did you (your family) take in last year, 1947, from the sale of your farm products? \$ _____

X. About what did it cost you to operate your (your family's) farm last year? Operating expenses include such things as fertilizer, feed, tractor fuel, hired labor, and repairs. Do not include purchases of new machinery or building improvements. \$ _____

Y. Did you (your family) have any other income besides what you (they) received from selling you (their) farm products? (IF YES) How much did that come to for last year? \$ _____

Z. Do you (does your family) raise most of the food you use on the farm or do you (your family) buy more than you (they) raise?

Raises most of the food on the farm

Buys more than raises on the farm

(Record time interview ended to the nearest 5 minutes: _____

AM)
PM)