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Consumers' Use of and Opinions About Citrus Products



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CONSUMERS' USE OF AND OPINIONS ABOUT CITRUS PRODUCTS

PREPARED IN THE BUREAU OF AGRICULTURAL ECONOMICS

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INTRODUCTION

The purpose of this survey was to provide information that would be helpful in promoting the consumption of the major citrus crops. The results contain data which should be of value to all who are concerned with the production and marketing of these products, with subsequent benefit to consumers.

During World War II large quantities of citrus products were utilized by the armed forces and in lend-lease exports. At the same time per capita consumption among civilians was greatly increased. These demands were met by record-breaking crops. During the years immediately following the war the industry was faced with the problem of surplus supplies and with the need to locate new outlets and new users for fresh and processed citrus fruits.¹ Some relief from this situation was created when unfavorable weather materially reduced the size of citrus crops during 1948-49. But such conditions are transient and do not give a long-range solution to the problem of surplus. For example, the total production of oranges in 1947-48 was 110,510,000 boxes; in 1948-49 the production dropped to 99,720,000 boxes; in 1949-50 production was 103,935,000 boxes.²

The introduction of citrus juices in the form of frozen concentrates provided another reason for making a comprehensive survey of consumers' preferences for citrus products. This is especially true because of the increased consumer acceptance of frozen concentrated orange juice. In January 1949 household purchases of this particular product totaled approximately 250,000 gallons; in March 1950 the total was 1,098,000 gallons.³ In the present survey special attention was given to the factors

¹ PUBOLS, BEN. H. CITRUS FRUIT DURING WORLD WAR II. U. S. Dept. Agr. Agriculture Monograph No. 3. June 1950.

² UNITED STATES DEPARTMENT OF AGRICULTURE. AGRICULTURAL OUTLOOK CHARTS. October 1950. USDA Citrus Fruits, Oct. 1950, Washington, D. C.

³ UNITED STATES DEPARTMENT OF AGRICULTURE. CONSUMER PURCHASES OF SELECTED FRESH FRUITS, CANNED AND FROZEN JUICES, AND DRIED FRUITS IN MARCH 1950. May 1950.

influencing the use of frozen concentrated orange juice and the effect of its use upon other citrus products. The increasing acceptance of frozen concentrates, for example, creates problems for those who grow and market fresh fruit and for processors of canned juices.

It should be borne in mind that this survey was planned in terms of the situation as it existed in the winter, 1949-50. Since that time international and national affairs have undergone a drastic change. In spite of this, it is believed that the data here presented reflect rather persistent attitudes on the part of consumers—attitudes that tend to be somewhat independent of the kind of changes that have occurred since the actual interviewing was done.

OBJECTIVES OF THE SURVEY

The objectives of this survey were developed on the basis of those aspects of the problem which were considered critical to understanding the position of citrus products within the thinking of household consumers. The problem was reduced to the following objectives:

- I. To ascertain the use of specific citrus products during the year preceding the interviewing.
 - A. Proportions of homemakers making use of specific products.
 - B. Intensity of use by homemakers—whether frequent or infrequent.
 - C. Per capita consumption.
 - D. Variation in use in terms of:
 1. Year-to-year changes.
 2. Seasonal changes.
- II. To learn the attitudes and opinions that influence consumers in their use (or nonuse) of citrus products.
 - A. The role of such factors as price, quality of product, health, and availability of product in either frequent use, infrequent use, or non-use, of specific citrus products.
 - B. The influences involved in year-to-year and seasonal changes in consumption.
 - C. The way in which homemakers perceive citrus products within the general class of fruit.
 - D. Attitudes toward various forms of citrus products (sweetened vs. unsweetened juices, for example).
 - E. Attitudes toward various marketing methods (packages vs. loose fresh citrus products, for example).

It would have been desirable to explore intensively the consumer's use of and attitudes toward all of the citrus products, but this would have been impracticable within a single interview. To escape this difficulty data were obtained on general use of all citrus products and intensive information was restricted to those products that were considered as being the most important to the citrus industry. These latter products were fresh oranges and grapefruit and lemons; frozen concentrated orange juice; canned orange juice, grapefruit juice, orange and grapefruit juice blends (canned blends), and lemon juice. Products, in addition to the above, for which data on general use were obtained were fresh limes and tangerines; frozen concentrated grapefruit juice, frozen concentrated orange and grapefruit blend, and frozen grapefruit segments; canned lime juice, tangerine juice, orange segments, grapefruit segments, and mixed orange and grapefruit segments.

DESIGN OF THE SAMPLE

The universe sampled was all of the private households in the United States. The respondent in each household was the person who had primary responsibility for buying and preparing food for that household.

Interviewing took place during January and February 1950, the height of the citrus season.

The sample was designed so that independent analyses of the data could be made in terms of:

1. The United States as a whole
2. Regions of the United States
 - a. Southern region
 - b. Pacific Coast region
 - c. Rest of the United States
3. Urban United States
4. Rural United States
5. Metropolitan Los Angeles

To meet this requirement the samples within each of the above regions and in metropolitan Los Angeles consisted of more respondents than would have been necessary if the data were to be presented only in terms of the United States as a whole. In other words, the results of this survey are based upon a weighted sample. When the data gathered in the regions of the United States and in metropolitan Los Angeles entered into an analysis of the United States as a whole they were weighted "down" to their proper relation to the total number of homemakers in the United States. The data gathered in metropolitan Los Angeles received one set of weights when they entered into a United States analysis and another set of weights when used with data gathered for the Pacific region. There were 1,339 respondents in the South, 1,002 in the Pacific region (422 in metropolitan Los Angeles), 1,400 in the rest of the United States. When the weights were applied in order to present the data in terms of the total United States the base of the full sample became 2,208 cases even though all respondents are included.

The sample was inspected to detect the existence of bias. Certain of the sample distributions were compared with available census data. With respect to the number of persons in a household the two sets of data tended to duplicate each other. For example, the census data for 1949 indicated that 19 percent of the households in the United States contained four persons; the sample yielded 21 percent of the households as being made up of four persons. According to census data, 79 percent of the households in the country were "husband-wife" households; the sample contained 82 percent such households. Nine percent of the census households were nonwhite; 10 percent of the sample households were nonwhite (tables 1-3).

On comparing income data, as given by census reports and as determined from the sample, some discrepancies were noted. The census information was for income in 1948, whereas the sample data referred to 1949 income. The basic discrepancy was in the proportions of families and individuals earning less than \$500 during a year, the census percentages being somewhat higher than those for the sample. It is possible that this difference reflected a real change from 1948 to 1949 (table 4).

SUMMARY OF FINDINGS

Use of citrus products.—Practically all homemakers had made some use of citrus products during the year that preceded the interviewing. In most instances these homemakers had used at least five different citrus products. The most popular items were:

<i>Fresh</i>	<i>Canned</i>	<i>Frozen</i>
Oranges	Orange juice	Concentrated orange juice
Lemons	Grapefruit juice	
Grapefruit		

Such items as fresh limes, canned tangerine juice, and frozen concentrated grapefruit juice, were used by relatively small proportions of the homemakers.

Homemakers with higher family incomes tended to use a greater variety of citrus products. Frequent use (during the winter) of fresh oranges, grapefruit, and lemons and frozen concentrated orange juice, was more characteristic of homemakers with the higher family incomes. Frequency of use (during the winter) of the canned citrus products did not appear to be related to family income.

With the exception of frozen concentrated orange juice a large majority of the homemakers were using the same quantity of a citrus product as they had during the previous year—a rather high proportion of the users of frozen concentrated orange juice had increased the quantity used.

Attitudes toward citrus products.—Most homemakers regard citrus fruits as representing a special class within the larger category of fruit. The uniqueness of citrus fruits is attributed by the homemakers primarily to their health and food values. Among the various fresh citrus fruits, oranges were thought by them to be highest in food value; fresh citrus fruits, in general, were said to be of better quality than processed citrus items.

Health and taste characteristics were the primary factors involved in either using or not using citrus products. In addition, convenience and cost factors were influential in the use of the canned products.

Among homemakers who had used frozen concentrated orange juice this product usually had a preference rating much higher than the canned citrus juices.

<i>Purchasing practices and preferences— Alternatives</i>	<i>Direction of preference</i>	<i>Preference with greater intensity</i>
Fresh oranges, fresh grapefruit— <i>loose vs. packaged</i>	Loose	Loose
Fresh oranges, fresh grapefruit— <i>priced by count vs. priced by pound</i>	Priced by count	Priced by count
Fresh oranges— <i>natural-color vs. color-added</i>	Natural color	Natural color
Fresh grapefruit, canned grapefruit juice— <i>pink vs. white</i>	Fresh grapefruit— pink	White
	Canned grapefruit juice—white	White
Canned citrus juice— <i>sweetened vs. unsweetened</i>	Except Pacific region —sweetened	Unsweetened
	Pacific region— unsweetened	Unsweetened
Canned citrus juice— <i>small vs. large cans</i>	Large cans	Small cans
Lemon juice— <i>canned vs. bottled</i>	Bottled	Bottled

Decision-making in purchasing citrus products.—Decisions as to whether to buy fresh citrus fruit or which one to buy were influenced by

the quality of the fruit within the store. The criteria used in judging quality usually were aspects of the skin rather than size, weight, or variety.

Whereas many homemakers said they usually buy a particular brand of canned citrus juice, they seem to shift, rather readily, to other brands at those times when their preferred brand is not available.

SURVEY FINDINGS¹

USE OF CITRUS PRODUCTS

General use of citrus products.—Nearly all homemakers made some use of citrus products during the year preceding the interview. Only 3 percent of the homemakers in the United States said they had not used any citrus product during that period. When the various citrus products were classified in terms of fresh, canned, and frozen, there were rather striking differences in the proportions of homemakers reporting their use. Just about all homemakers in the country said they used some fresh citrus fruit, 78 percent used some canned citrus product, and 28 percent used some frozen citrus product. Regional differences existed in use of frozen citrus products. The lowest proportion of homemakers reporting use of this category was found in the South; the highest proportion was found in the area exclusive of the South and the Pacific Coast States. There was also an urban-rural difference in general use of frozen citrus products. Whereas 32 percent of the urban homemakers made use of some of these items only 18 percent of the rural homemakers did so (tables 5-8).

If the popularity of a given citrus product is defined by the proportion of homemakers who used it, the order of popularity for the fresh citrus fruits was oranges, lemons, grapefruit, tangerines, and limes. Regional and urban-rural differences were observed for certain of these specific fresh products. Fresh grapefruit were used by 68 percent of the homemakers in the South, by 72 percent in the Pacific region, and by 81 percent in the rest of the country. The proportion of homemakers who used tangerines was relatively low in the Pacific region. Fresh grapefruit, tangerines, and limes were more popular among urban homemakers than among those living in rural areas. The proportions of homemakers in metropolitan Los Angeles using the various fresh citrus fruits tended to be similar to those obtained for the United States as a whole (table 6).

For all homemakers in the United States the order of popularity for the canned citrus products was—orange juice, grapefruit juice, blend of grapefruit juice and orange juice, grapefruit segments, lemon juice, mixed orange and grapefruit segments, orange segments, tangerine juice, and lime juice. There were regional differences in order of popularity of the canned citrus products, canned orange juice being the most popular item in the South and canned grapefruit juice the most popular in the Pacific Coast States. In the rest of the country canned orange juice was the most popular item. The following canned products had greater popularity among urban than among rural homemakers: Grapefruit juice, blends, grapefruit segments, lemon juice, and mixed orange-grapefruit segments. Although 61 percent of all homemakers in the country used canned orange juice only 47 percent of the homemakers in metropolitan Los Angeles did so (table 7).

¹ Whenever in this report regional findings are not specifically accounted for it can be assumed that the regional data approximate those for the country-at-large.

The most popular item among the frozen citrus products was frozen concentrated orange juice. As a matter of fact, although nearly 30 percent of all homemakers used frozen concentrated orange juice, only 3 percent used each of these other respective frozen citrus products: Concentrated grapefruit juice, concentrated blend, or grapefruit segments. In the three regions the popularity of frozen concentrated orange juice was lowest in the South. Furthermore, this particular product was more popular among urban homemakers than among rural homemakers (table 8).

Most homemakers had used a variety of citrus products during the preceding year, more than half of them reporting they had used at least five products. Approximately 10 percent of all homemakers used as many as seven citrus products (table 9).

Use of canned orangeade.—Canned orangeade is a relatively new product which has been marketed in such a way that reports have led to the view that many homemakers are confusing it with canned orange juice. Canned orangeade is a vitamin-enriched, noncarbonated product. Because of the question raised above a section of the interview was devoted to investigating consumer knowledge of and reactions toward canned orangeade.

Twenty-two percent of the homemakers who had used canned orange juice during the year said they had noticed that canned orangeade was being offered for sale. More than half of this group reported they had used some of it during the year. The proportion of such homemakers was relatively high in the South and low in the Pacific area; relatively high in rural areas and low in urban centers. This was especially true in metropolitan Los Angeles (tables 10-11).

More than half of the homemakers who used both canned orange juice and canned orangeade served the latter to the children in the family. In most such instances the children received the canned orangeade only once during a day and this was not at one of the regular meals. The pattern was the same for adults, indicating that canned orangeade was considered primarily as being a snack for use between-meals (tables 12-14).

Among those homemakers who had used both canned orange juice and canned orangeade 10 percent said there was no difference between the two products. Many of these homemakers based their statements on the similarity in taste of the two items. Those homemakers who thought the products were different usually attributed this to water-content and to taste differences. Typical comments were, "canned orangeade is too watery"; "canned orangeade is sweeter"; "canned orange juice tastes more like fresh oranges," and "canned orangeade tastes like a soft drink." Few attributed the difference to the health or food-value characteristics of the two products (tables 15-16).

Use of noncitrus fruit and juices.—At the same time that homemakers were using citrus products during the winter months nearly all of them were using some noncitrus product. Approximately 90 percent of those who used citrus also were using fresh noncitrus fruits, 70 percent were using canned noncitrus fruits, and 57 percent were using canned noncitrus juices. In fact, nearly half of the homemakers who were using citrus products were each also using fresh fruit, canned fruit, and canned juices of the noncitrus group. The use of such a variety of products was less typical of homemakers in the South than was true in the other regions.

Urban homemakers, rather than rural, made use of this variety. On the other hand, rural homemakers tended to use only fresh noncitrus fruit (in addition to citrus products) more so than was true among urban homemakers (tables 17-20).

The most popular fresh noncitrus fruits were apples and bananas. Grapes and pears were fairly popular. The outstanding product in popularity among the canned noncitrus fruits was peaches. Other somewhat popular canned fruits were pears, pineapple, mixed fruit, and apricots. Among the canned noncitrus juices, tomato juice was the most popular, followed by pineapple juice, grape juice, and prune juice.

For each of these noncitrus categories—fresh, canned fruit, and canned juices—higher proportions of urban than of rural homemakers bought items during the winter.

Frequency of use of citrus products during the winter.—“Frequent use” is here defined as use of a product two or more times a week. During the winter, 7 out of 10 homemakers who used fresh oranges were frequent users; nearly 50 percent of those who used fresh grapefruit were frequent users. On the other hand, frequent use was reported by 28 percent of the homemakers who used fresh lemons. For each of these fresh citrus fruits frequent use was more characteristic of urban than of rural homemakers. Frequent use of fresh oranges was reported by fewer Southern users of this item than was true in the other regions. Frequent use of fresh lemons was higher in metropolitan Los Angeles than in the United States in general (tables 21-23).

Among the users of the respective canned citrus juices frequent use was greatest for canned orange juice (38 percent), next were canned grapefruit juice (29 percent), canned blends (23 percent), and canned lemon juice (15 percent). Although the proportions of frequent users were relatively small, approximately 7 out of 10 of the homemakers who used canned orange juice, canned grapefruit juice, and canned blends, respectively, used a given product at least once a month during the winter. In contrast, only 49 percent of the users of canned lemon juice did so at least once a month. Frequent use of these canned citrus juices tended to be typical of urban homemakers rather than of those living in rural areas (tables 24-27).

Few of the users of canned orange segments, canned grapefruit segments, or canned citrus salad could be classified as frequent users of these particular products. But in each case, there was a strong tendency to use these products at least once a month during the winter. This pattern of use tended to be the same for homemakers in the three regions and for both urban and rural homemakers (tables 28-30).

Most of the users of frozen concentrated orange juice were frequent users, but this was only 34 percent of the group. Fifteen percent of the users of this item used it once a week, 19 percent used it 1 to 3 times a month, and 18 percent used it less than once a month. Again it was found that frequent use of a citrus product was more pronounced among urban homemakers than rural (table 31).

There were some homemakers who had used a citrus product within the year but were not using it during the winter. As might be expected, this was seldom true among the users of fresh oranges and fresh grapefruit. On the other hand, 19 percent of the users of fresh lemons fell into this category. Practically all of these nonusers during the winter said they planned to continue using fresh lemons, however. One out of ten of those

who had used canned orange juice, canned grapefruit juice, and canned blends, respectively, were not doing so during the winter. In each instance approximately 10 percent of each of these sets of nonusers said they had definitely stopped using the given product.

About 25 percent of the homemakers who had used canned lemon juice were not using it during the winter; 11 percent of these particular nonusers said they had definitely stopped using it.

Thirteen percent of those who had used frozen concentrated orange juice were not using this item during the winter and 22 percent of this latter group reported they did not intend to resume its use (table 32).

Family income and the use of citrus products.—There was a definite indication that homemakers with higher family incomes used a greater variety of citrus products. For example, 47 percent of the homemakers in the low-income group (\$2,468 and under) who had used citrus products used five or more items. On the other hand, 60 percent of those in the middle-income group (\$2,469-\$4,250) and 67 percent in the upper income group (\$4,251 and over) used five or more products (table 33).

In each income group, approximately 95 percent of the homemakers who used citrus products used fresh oranges. For the United States as a whole, as family income increased there was an increase in the proportions of homemakers who used fresh lemons, fresh grapefruit, canned grapefruit juice, canned blends, canned lemon juice, and frozen concentrated orange juice, respectively. Among all of the homemakers in the country, however, family income was not related to the proportions using canned orange juice (table 34).

There were some regional and urban-rural differences in the way family income related to proportions of homemakers using specific citrus products. In some instances the upper- and middle-income groups yielded similar proportions with the low-income group having a smaller proportion of users. In contrast, there were other instances for which the proportions of users were similar among low- and middle-income groups and the proportion of users was greater in the upper-income group. A case in point was fresh lemons. In rural areas, the highest proportion of users was found among the homemakers in the upper-income group in contrast to those in both the lower- and middle-income groups. This same type of relationship was found among urban users of canned grapefruit juice. Situations in which the proportions were similar for both upper- and middle-income groups and relatively less among low-income users of respective items were: Fresh grapefruit among Pacific coast homemakers, canned orange juice among homemakers in the South, and canned lemon juice among urban homemakers (tables 35-40).

It was pointed out above that whether fresh oranges were used at all was not related to family income. There was, however, a relation between family income and frequency of use of fresh oranges during the winter. As family income rose, there was an increase in the proportions who used fresh oranges two or more times a week. A similar relation was found for the homemakers who used fresh grapefruit during the winter, with this frequency. For use of fresh lemons two or more times a week, it was the high-income group, as against both the low- and middle-income groups, that yielded the greater proportion. There were rather sharp differences in the proportions reporting frequent use (two or more times a week) of frozen concentrated orange juice during the winter—19 percent among the

low-income group, 29 percent among the middle-income group, and 44 percent among the high-income group. For each of the canned citrus products—orange juice, grapefruit juice, orange and grapefruit juice blend, and lemon juice—there was no reliable indication that family income was related to frequency of use during the winter (tables 41-48).

There was only one of the products for which it was found that family income was a factor in whether it was used at all during the winter. As family income decreased, there were greater proportions who said they did not use fresh lemons then (table 43).

Education of homemaker and use of citrus products.—Regardless of educational level, nearly all homemakers had used fresh oranges during the year. At each educational level, about 9 out of 10 of the homemakers who had used some citrus product had made use of fresh lemons. For each of the following products—fresh grapefruit, canned grapefruit juice, canned blends, and frozen concentrated orange juice—there were increases in the proportions of homemakers reporting use as the educational levels of the homemakers rise. For canned orange juice, however, the proportion reporting use in the group who had attended college was lower than the proportions obtained for the homemakers with less education (table 49).

Frequent use (two or more times a week) during the winter of fresh oranges, fresh grapefruit, and frozen concentrated orange juice, respectively, was more typical of homemakers who had attended college than of those with less education. It was among the homemakers who had attended college that the highest proportion reported use of fresh lemons once a month or more during the winter. The data suggest that frequent use of the canned citrus juices (including lemon juice) might be more typical of the homemakers with lower educational background (tables 50-57).

Age of homemaker and use of citrus products.—There was only one product for which the age of the homemaker was a decisive factor in its use. Among those homemakers who were 50 years of age or under, approximately 30 percent used frozen concentrated orange juice; only 18 percent of those over 50 years of age used it. Furthermore, among those who used frozen concentrated orange juice, it was the homemakers who were over 50 years of age who were less likely to report frequent use of this product during the winter (tables 58-59).

Quantities of citrus products consumed.—The prior sections of this report have dealt with the proportions of homemakers using the various citrus products and the frequency with which the products were used during the winter. In this section data are presented showing the quantities of these products homemakers consumed during the 2 weeks prior to the time the interview took place. It should be noted especially that these consumption data are always based upon the families actually using a product during the designated period. Furthermore, the data refer to quantities reported consumed rather than quantities bought during the 2-week period.

For the country as a whole, the median quantities of the citrus products reported consumed during the 2-week period (among families using a given product) were: fresh oranges—approximately 2 dozen (11.4 pounds); fresh grapefruit—approximately 6 (7.6 pounds); fresh lemons—approximately 5 (5.4 pounds); frozen concentrated orange juice—approximately 2½ 6-ounce cans (15.0 ounces); canned orange juice—approximately

1½ 46-ounce cans (73.4 ounces); canned grapefruit juice—approximately 1 46-ounce can (47.1 ounces); canned blends—approximately 1 46-ounce can (46.7 ounces); canned (or bottled) lemon juice—a little more than 1 5½-ounce can (6.5 ounces) (table 60).

Among the families using fresh oranges, fresh grapefruit, and canned blends, respectively, there did not appear to be any significant differences in family consumption that were related to region. The amount of frozen concentrated orange juice consumed by the families using this particular product tended to be greater in the Pacific region (especially in metropolitan Los Angeles) than in the other regions. The quantity consumed per family using this item was much lower in rural areas than in urban centers—9.6 ounces versus 16.5 ounces. Family consumption of canned orange juice was relatively high in the South, higher in urban centers than in rural areas, and relatively low in metropolitan Los Angeles. For canned grapefruit juice consumption per family using the product during the 2-week period was relatively high in the South; was higher in rural areas than in urban centers. The per family consumption of canned lemon juice was much higher in the Pacific region than in the other parts of the country.

Per capita consumption within the families in the United States using the respective products during the 2-week period was: Fresh oranges—approximately 8 (3.9 pounds); fresh grapefruit—approximately 2½ (3.2 pounds); fresh lemons—approximately 2 (0.5 pounds). Among the users of the respective processed citrus juices, per capita consumption was highest in the case of those who used frozen concentrated orange juice—30.4 ounces (reconstituted) during the 2-week period in contrast to 26.5 ounces among users of canned orange juice, 22.7 ounces among users of canned grapefruit juice, and 20.8 ounces among users of canned blends. Among users of canned lemon juice, per capita consumption was 2.9 ounces.

With the exception of canned blends, per capita consumption among users of a citrus product tended to be greater in the Pacific region than in the other regions. Per capita consumption of canned blends tended to be highest in the rest of the United States exclusive of the South and the Pacific regions. For fresh oranges, fresh lemons, and canned blends, respectively, per capita consumption in metropolitan Los Angeles tended to exceed that of the Pacific coast-in-general. Among the users of the following respective products—fresh oranges, frozen concentrated orange juice, and canned blends—per capita consumption tended to be higher in urban centers than in rural areas. On the other hand, per capita consumption (among users of a given product) of canned grapefruit juice and canned lemon juice tended to be higher in rural areas than in urban centers (table 61).

For the United States as a whole per capita consumption of fresh oranges, during the 2-week period, among users of this fruit, did not appear to be related to yearly family income. When the homemakers using fresh oranges were considered in terms of urban or rural residence, however, it was found that per capita consumption increased with family income in urban centers but not in rural areas. Among users of fresh grapefruit, per capita consumption was not related to family income either when the homemakers using the product represented the total United States or when they were divided into urban and rural residence.

Throughout the country-at-large and within urban centers, per capita consumption of fresh lemons during the 2-week period was highest among those homemakers who were in the low-income group (and used fresh lemons). With respect to frozen concentrated orange juice, among users of this item, per capita consumption increased as family income increased. For the country as a unit, there did not appear to be any consistent relationship between family income and per capita consumption of canned orange juice. In urban centers, however, per capita consumption of canned orange juice tended to be highest in the middle-income group, and in rural areas highest in the upper income group. Both for the United States as a whole and in urban centers, per capita consumption of canned grapefruit juice during the 2-week period (among users of this product) tended to be highest for low-income homemakers. In rural areas, it was the homemakers in the middle-income group who reported highest per capita consumption of canned grapefruit juice. For the total United States and in both urban and rural areas, it appeared that per capita consumption of canned blends is somewhat higher in the middle-income group. Among users of canned lemon juice per capita consumption of this particular product was highest among low-income homemakers (tables 62-63).

Whereas family income did not appear to be related to per capita consumption of fresh oranges during the 2-week period, there was apparently a relation between education of the homemakers and per capita consumption of this fruit. The highest per capita consumption was found in the families in which the homemakers had attained the highest educational background (attended college). Education of the homemakers did not seem to be consistently related to per capita consumption of fresh grapefruit. Per capita consumption (among users of the product) of fresh lemons tended to be highest among those homemakers with the lowest level of educational attainment (attended grammar school). As the educational level of the homemakers increased so also did per capita consumption of frozen concentrated orange juice and canned orange juice increase. Per capita consumption of canned grapefruit juice, canned blends, and canned lemon juice, tended to be highest among the families with homemakers from the lowest educational level (table 64).

In order to learn whether family composition was a factor in the utilization of citrus products the per capita data were inspected in terms of four types of families: Families with adults and infants (under 1 year of age); families with adults and children 1 to 16 years of age; families with adults, infants, and children; families composed only of adults. For each of the citrus products under investigation, per capita consumption was highest in those families made up solely of adults. For fresh oranges, fresh grapefruit, and fresh lemons, respectively, per capita consumption was lowest in the families composed of adults, infants, and children. Per capita consumption of canned orange juice and canned grapefruit juice, respectively, appeared to be lowest in the families composed of adults and infants (table 65).

In ascertaining per capita consumption among the users of a given product the assumption is implicit in the method that each member of a family unit consumes a like quantity. Because this is not necessarily true a rough attempt was made to establish the way in which the consumption of a product was distributed within the family. This was done on the basis

of distribution to children under 16 years of age as against adults in those families that had members in both age groups. In such families who used fresh oranges it was reported by 66 percent of the homemakers that the children used most of them. Among users of fresh grapefruit nearly 50 percent said the adults used most and 36 percent said that children and adults used the same quantity. More than half of the homemakers using fresh lemons said that the children and adults used about the same; 31 percent said the adults used most. In most of the families using frozen concentrated orange juice, the distribution was reported to be about the same to children and to adults; 22 percent said that the children used most of this particular product. Whereas 44 percent of the homemakers who used canned orange juice said that the age groups in their families consumed about the same quantity, 30 percent reported that the children used most of it. Among those who used canned grapefruit juice and canned blends, respectively, most homemakers said that both age groups used about the same. When this was not the case, for these respective products, the most likely pattern was for the adults to consume most (table 66).

Consumption compared with the prior year.—Those homemakers who were using a given product were asked: "When you think back to a year ago would you say that you are using more, less, or about the same amount of _____ as you did last year this time?" With the exception of frozen concentrated orange juice, a large majority of the users of the respective products said they were using the same amount. In contrast, 40 percent of the homemakers who were using frozen concentrated orange juice reported they had increased the quantity used and 48 percent reported no change. Increased consumption of this product, over the prior year, was most pronounced among the homemakers in the Pacific region.

For fresh oranges and canned lemon juice, the data indicated that when a change in consumption occurred it was somewhat more likely to be in the direction of an increase. When a change in consumption occurred among the users of fresh grapefruit, canned orange juice, canned grapefruit juice, or canned blends, the change was more likely to be in the direction of a decrease (tables 67-74).

One of the major reasons given for increasing the quantity of a product used (especially fresh oranges) had to do with changes within the families—the children needed more because they were older and bigger or there had been an increase in the size of the family. Other reasons stemmed from changes in eating habits—the homemakers had more time to give to the preparation of foods or they were eating more meals at home. Health factors contributed to the increase, particularly for fresh grapefruit and fresh lemons. Usually this was attributed to some health factor which led to a greater need of the product involved. None of the reasons mentioned above were especially prominent in accounting for increased consumption of frozen concentrated orange juice and canned lemon juice. In these instances most of the homemakers were "new users"; that is, they had not used the given product during the preceding year. Nearly 20 percent of the homemakers who reported increased consumption of frozen concentrated orange juice attributed this to the fact that less of this product was available during the previous year. In general, about 1 out of 10 of the homemakers who had increased their use of a given product said this was due to various factors of cost or

expense. Some claimed the product was cheaper, others said they were able to afford more of it. Most of the homemakers who made a decrease in the quantity of a product used over the prior year said this was due to the increase in cost of the item (tables 75-76).

Seasonal variation in consumption.—Approximately half of the homemakers who used either fresh oranges or fresh grapefruit, said they used the same amount of these products during the winter as they did during the other seasons of the year. When there were changes, the direction was most likely to be toward increased use during the winter. This appeared to be especially true among homemakers in the South and among rural homemakers. Homemakers in the Pacific region were less likely to make seasonal changes in their use of fresh grapefruit than the homemakers in the other regions. Those homemakers who said they increased their consumption of fresh oranges and fresh grapefruit, indicated that it was in the summer that they used less (tables 77-78).

In general, there was a decrease in the use of fresh lemons during the winter, most homemakers saying that their highest level of consumption of lemons was during the summer. In the Pacific region, however, most of the homemakers who used fresh lemons said they did not make seasonal shifts in amounts used (table 79).

With respect to frozen concentrated orange juice, most homemakers tended to use about the same quantity, regardless of season. When there was a seasonal change, the direction was toward decreased use during the winter and increased use during the summer (table 80).

Among the users of canned orange juice, canned grapefruit juice, and canned blends, respectively, about 6 out of 10 said they used the same throughout the year. For each of these particular products the seasonal changes which did occur were usually decreased use in the winter and increased use in the summer. Whereas most of the homemakers who used canned lemon juice reported they used the same all year around, nearly 4 out of 10 said they used less during the winter and more of it in the summer. It was among the homemakers in the Pacific region that the highest proportions reported using the same quantity of canned lemon juice throughout the year (tables 81-84).

The reasons homemakers gave for making seasonal changes in the use of the various citrus products fell into several categories. The most prominent reasons given were what might be termed "seasonal needs" such as vitamins being a necessity during the winter, citrus products as preventives or cures for colds during the winter, and the desire for cool drinks in the summer. Much of the seasonal variation was due to shifting to more preferred products which become available during a specific season. Changes in the quality of a product and changes in its cost accounted for some of the seasonal variation. Cost and quality were more likely to be mentioned as factors in making seasonal changes for fresh oranges and fresh grapefruit than for the other products (fresh lemons and the processed items) (tables 85-86).

When homemakers made seasonal decreases in the quantity of either fresh oranges or fresh grapefruit used, most of them made substitutions. These substitutes were usually fresh noncitrus fruits. Fewer than 2 out of 10 of these homemakers substituted the canned form of a given fresh citrus fruit. Homemakers in the South were more likely to do so than the homemakers in the other regions of the United States. Less than 1 out

of 10 of those who made substitutions for either fresh oranges or fresh grapefruit said they substituted the frozen concentrate of the given fresh fruit (tables 87-90).

Specific uses made of citrus products.—Very few homemakers who used fresh oranges reported using them exclusively for juice. About 2 out of 10 who used this fruit said they used them only for eating. The great majority, therefore, sometimes used these fruit for eating purposes and sometimes used them for juice. However, the more typical pattern among the latter homemakers was to use fresh oranges usually for eating purposes (table 91).

Nearly all homemakers used fresh grapefruit for eating, but 3 out of 10 of those who used this item reported using it for juice purposes at some time. Only 4 percent of the users of fresh grapefruit reported using them exclusively for juice. In general, the juice of fresh grapefruit was said to be liked because it is sour, or tart, or bitter, and is appetizing and refreshing. The major reasons given for not using fresh grapefruit as juice were, "it's too difficult to prepare," "I never think of that since I buy it canned (or frozen) when I want the juice," and "I like the meat (sections)." Reflecting upon the view that fresh grapefruit juice is difficult to prepare is the observation that nearly 9 out of 10 of the homemakers who used fresh grapefruit did not own one of the special juicers made for grapefruit (tables 92-95).

The major uses of fresh lemons were in lemonade (either hot or cold) and in pies, custards, and puddings. Other uses reported included various drinks, recipes, garnishing, and medicinal purposes. The main use reported for canned lemon juice was in drinks, especially lemonade. Whereas 50 percent of the users of fresh lemons reported using them for pies, puddings, and custards, only 21 percent of those who used canned lemon juice said they did so. This difference in use of the two forms of lemon juice is further substantiated in the replies to a direct question asking for ways in which fresh lemons were used but not canned lemon juice. This was asked only of the homemakers who had used both. In reply, 44 percent said they would not use canned lemon juice for pies, custards, or puddings. There were 20 percent who said they would not use canned lemon juice in lemonade (either hot or cold) and 16 percent each said they would not use it in tea or on seafood, respectively (tables 96-98).

Among the homemakers who had used both fresh lemons and canned lemon juice 1 out of 3 reported they had been using fewer fresh lemons since starting to use the canned lemon juice (table 99). Those who were doing so usually said that canned lemon juice was more convenient, was easier to use, was less expensive than fresh lemons, and a supply could be kept on hand. The homemakers who said they used the same quantity of fresh lemons, even though they also made some use of canned lemon juice, reported they only used the latter when fresh lemons were not available, that fresh lemons have a better flavor, and that canned lemon juice was too restricted in use.

In 7 out of 10 of the households in which citrus products were used the homemakers reported their use as between-meal snacks. In most instances this type of use occurred two or more times a week (table 100).

ATTITUDES TOWARD CITRUS PRODUCTS

Citrus products as a special food class.—Competition between citrus fruits and noncitrus fruits might not be based entirely upon such matters as price, supply, and marketing methods. The extent to which citrus and noncitrus fruits compete could be dependent, to some degree, upon how consumers think of these products. If, for example, consumers view citrus fruits as being merely additional items within the general class of fruit, it could be assumed that competition between them and noncitrus items would be relatively intense. On the other hand, should consumers consider citrus fruits as a special group, competition between them and noncitrus fruits would be lessened considerably. That the latter tends to be the case is seen in the reply to the question, "Do you think fresh citrus fruits in general are different from other kinds of fruit?" Among the homemakers in the United States who had used some citrus product, 61 percent said there were differences and usually these differences were described in terms of health and food values. The particular difference in food value which was emphasized had to do with the vitamin characteristics of citrus fruits which homemakers think makes them somewhat unique (tables 101-102).

Homemakers with a higher educational background were more likely to think of citrus fruits as being a special food class. The proportions of homemakers who said that fresh citrus fruits were not different, in general, from other fresh fruit were greater among those with relatively less educational background. Furthermore, the homemakers with less education were more likely to say they did not know whether there was a difference or not (table 103).

Opinions as to differences in food value between fresh citrus fruits.—Just as there is some degree of competition between fresh citrus and noncitrus fruits, the various fresh citrus items could compete, to some extent, with each other. Nearly half of the homemakers who used some citrus product during the year before the interview said there were no food-value differences between the various fresh citrus fruits, 27 percent said there were such differences, and 26 percent did not know whether there were differences or not. Among those who said there were food-value differences between fresh citrus fruits, about 7 out of 10 made comments which indicated that they thought oranges had the highest food value, 17 percent favored grapefruit, and 10 percent favored lemons.

It was the homemakers with the higher educational background who were more likely to say there were differences in food value between the various fresh citrus fruits. Homemakers with less education were more likely to say that they did not know whether there were such differences (tables 104-106).

Differences between fresh and canned citrus products.—Approximately 70 percent of the users of citrus products said there were important differences between fresh and canned citrus products. Most of the homemakers who made this statement described the difference in terms of taste, many citing the "tinny" or the "processed" taste of the canned citrus products. A substantial proportion of the homemakers who said there were differences between fresh and canned citrus discussed their food value and health characteristics. These latter homemakers stressed the higher vitamin content of the fresh citrus fruit (tables 107-108).

As in the above comparisons, the homemakers with the higher educational background were more likely to say that there were important differences between fresh and canned citrus products, although in this instance, 62 percent of the homemakers who had only attended grammar school cited differences (table 109).

Reasons for using citrus products once a month or more during the winter months.—Among those who used either fresh oranges, or grapefruit, or lemons once a month or more during the winter, health and taste reasons were mentioned most often. Health factors were outstanding among the reasons given for such use of fresh oranges and fresh grapefruit. Among the health characteristics cited by the respective users of the three fresh citrus fruits were vitamins, the laxative effect of these fruits, the stimulating influence of these fruits on the appetite, and their role in either preventing colds or assisting in the cure of colds (especially with respect to lemons). Another aspect of these fruits which received mention by about 10 percent of the users of a given product once a month or more was their general stimulating effect. This was expressed usually in terms of "they're invigorating and refreshing," or "they pep you up" (table 110).

Most of the homemakers who made use of frozen concentrated orange juice once a month or more said they did so because of convenience—"it's easy to prepare," "it saves you so much time." Approximately half of this group, however, gave taste reasons. Some said this product had a "natural" or "tree-ripened" taste; others claimed it was "almost as good as fresh oranges." Many homemakers who were users of frozen concentrated orange juice once a month or more mentioned various health reasons. About 15 percent of these homemakers said frozen concentrated orange juice was relatively inexpensive, and 10 percent said they used it because it was always available.

The homemakers who made use of canned orange juice once a month or more usually attributed this to convenience; they saved time and did not have to "fuss with squeezing oranges." This convenience was mentioned also by the frequent users of canned grapefruit juice and canned blends. Health and taste reasons were mentioned by many of these users of each product; about 10 percent of each group gave the relatively lower cost of the canned citrus juices as a reason. In addition, many homemakers said they made use of canned grapefruit juice and canned blends once a month or more during the winter because they wanted variety. This was particularly true for canned blends (table 111).

The fact that canned lemon juice is easy to prepare and saves time was given as a reason by most of those who made use of this particular product once a month or more. Other reasons given by substantial proportions of this group of homemakers had to do with the availability of the item and its relative inexpensiveness. The other reasons, taste and health, were those usually connected with use of fresh lemons once a month or more (table 111).

In discussing their reasons for making use of citrus products once a month or more homemakers often made statements showing that the presence of children within the household was influential. Typical statements were, "My girl likes them," "My boy's doctor told me to give them to him," and "They're good for the children's lunch." This influence of children was noted especially as a reason for use of fresh oranges once

a month or more. Among the homemakers in this group using them once a month or more, 30 percent made remarks which indicated that children in the family were a reason. Among such users of canned orange juice 12 percent indicated this. For each of the other products, however, the presence of children was given as a factor by fewer than 10 percent of the respective groups who used these products once a month or more (tables 110-111).

These data indicate that the basic reasons for using citrus products stem from the taste and health characteristics of these items. There is an element of consistency in assigning health characteristics to these various products, whether these are different fresh fruits or fresh and processed items. Leading the health characteristics were references to the vitamin content of citrus fruits—although in many instances the homemakers were not specific about the particular vitamins involved. The taste qualities which make these products attractive vary, of course, with the particular product. It can be assumed that these taste and health characteristics are equally sought in the comparable processed citrus products but their convenience is the factor which is most prominent in the thinking of homemakers. To some extent, also, their relatively lower cost, in contrast to the cost of fresh citrus fruit, is a factor in the use of the processed items.

Reasons for use of citrus products less than once a month during the winter.—Approximately 30 percent of those who used fresh oranges, fresh grapefruit, and frozen concentrated orange juice, respectively, less than once a month during the winter gave the relatively high cost of these products as reasons. Relatively infrequent use of fresh lemons was usually attributed to the fact that the homemakers seldom prepared anything that required this product. Negative reactions to the taste of fresh grapefruit and the processed citrus products (frozen concentrated orange juice, canned orange juice, canned grapefruit juice, canned blends, and canned lemon juice) were important reasons given for infrequent use by the respective groups of homemakers. Fresh grapefruit and canned grapefruit juice (according to replies) were either too bitter or too sour; frozen concentrated orange juice tasted artificial and watery; canned orange juice was artificial and “tinny”; canned blends were too bitter and tasted “tinny”; canned lemon juice had an artificial taste. From 9 percent to 17 percent of the relatively infrequent users of the respective citrus products gave health reasons. In some of these instances either the homemaker or a family member had an illness which prevented the more frequent use of a product. Relatively infrequent use of the processed citrus products was often attributed also to habit, for several homemakers made statements such as, “Oh, I rarely ever think of that when I’m shopping,” and “I only buy that when I expect company.” Finally, many homemakers were making infrequent use of the processed items during the winter because fresh fruit (both citrus and noncitrus) was available (tables 112-113).

Satisfaction with quantities of citrus products being used.—One of the important psychological barriers to the promotion of any product would be a widespread attitude that no more of the product is wanted by the family members than is already being utilized. If a housewife, for example, feels that a half-dozen oranges is all that her family wants during a week, it would be unlikely that she would increase her usual purchases

beyond that. This might even be true should there be a drop in price; that is, she would still buy only a half-dozen oranges.

In this survey an attempt was made to study this particular problem by asking questions of the following type, "Are there any members of your family who would like you to serve more fresh oranges?" Only those homemakers who had used a product during the year prior to interviewing were asked the appropriate question. The products investigated were fresh oranges, grapefruit, and lemons; frozen concentrated orange juice; and canned orange juice, grapefruit juice, blends, and lemon juice. In each instance at least 80 percent of the homemakers in the United States said that no members of their families wanted them to serve more of a given product. The two products for which the highest proportions of users said family members wanted more were fresh oranges and fresh grapefruit, 20 percent and 16 percent, respectively. Only 3 percent of those who used canned lemon juice said family members would like to use more. Southern and rural homemakers were somewhat more likely to say their families wanted more of the following products—fresh oranges, grapefruit, and lemons; canned orange juice and grapefruit juice. The great majority of those homemakers who said members of their families wanted more of a product usually gave expense as their reason for not serving more. They frequently said they had a certain amount budgeted for food and the quantity of a product bought was controlled by this. Many homemakers said they did not use more fresh grapefruit because it was too much trouble to prepare (tables 114-121).

Those homemakers who were relatively infrequent users—less than twice a week during the winter—of either fresh oranges, fresh grapefruit, or frozen concentrated orange juice were more likely to say that members of their families wished they would serve more of these respective products. For each of the other products, the proportions of frequent users and of infrequent users who reported that members of their families wanted more of a given item were essentially similar (table 122).

Regardless of the frequency of use of a product, however, family income appeared to be related to satisfaction with the quantity being used. Among the homemakers who used fresh oranges two or more times a week, 28 percent of those in the low-income group said their families wanted them to serve more of this item; 14 percent of the middle-income group said this; and 10 percent of the high-income group did so. This trend, relatively higher proportions indicating dissatisfaction in the lower-income groups, was found among the frequent users of each of the other products, with the exception of frozen concentrated orange juice. In that instance the data contain the suggestion that dissatisfaction with the quantity being served among frequent users is more likely to occur in the high-income group.

Exactly the same relationships as described above for frequent users of respective products were found among the infrequent users of the items. For frozen concentrated orange juice, dissatisfaction with amount being served tended to be reported by a relatively higher proportion in the upper-income group. For each of the other products, this dissatisfaction tended to be reported by relatively higher proportions in the low-income group.

Within the low-income group, nearly one-half of the homemakers who were infrequent users of fresh oranges said their families wanted them to

serve more of this fruit; 34 percent of the infrequent users of fresh grapefruit made the same statement. In contrast, only 28 percent of the frequent users of fresh oranges and 17 percent of the frequent users of fresh grapefruit said this. Despite the relations described between frequency of use, family income, and satisfaction with amounts being used, it should again be noted that the majority of homemakers indicated that neither they nor the other members of their families wanted more of a given product than was served during the winter.

Reasons for nonuse of citrus products.—"Nonusers" of a given citrus product were those homemakers who had not used the item during the year before the interview but had used some other citrus product. The major reasons given for not using fresh oranges were fairly evenly divided between health and convenience factors. For some, a specific illness prevented their use; others said they were too much trouble to prepare. The outstanding reasons given for not using fresh grapefruit had to do with taste—"they're too bitter," or "I don't like that sourness." About 10 percent of the nonusers of this product said this was due to health factors. Many of the homemakers who did not use fresh lemons said they never prepare anything that requires them. About the same proportion said they disliked the taste of fresh lemons. Most of those who had not used frozen concentrated orange juice knew about it but had not, as one said, "gotten around to trying it." Twenty percent of the nonusers either said they had never heard of it or had only recently become aware of it. Lack of knowledge about it was especially characteristic of homemakers in the South and in rural areas. Several homemakers said they had not used it because it was not available in their stores. The primary reason given for not using canned orange juice, or grapefruit juice, or blends, or lemon juice was dislike of the taste of these products. Some of the specific taste qualities objected to were "tinniness," artificiality, and bitterness (especially for canned grapefruit juice). One of the main reasons given for not using canned blends or canned lemon juice is illustrated in the simple statement, "Oh, I just never think about it when I'm shopping."

Nearly 20 percent of the nonusers of fresh oranges and about 15 percent of the nonusers of fresh grapefruit, fresh lemons, and frozen concentrated orange juice, respectively, said they did not use a given product because it was too expensive. Among the nonusers of each of the other products, fewer than 10 percent mentioned cost (tables 124-125).

A few homemakers said they had not used any citrus product during the year. Most of them said they had a health reason for not doing so. About 25 percent said that citrus products were too expensive (table 126).

Taste preference scales.—The above discussion has shown that opinions regarding health and taste are the most important factors involved in the attitudes toward and use of citrus products. This was true regardless of whether the attitudes were favorable and so led to use of a product, or unfavorable and so led to nonuse of a product. Obviously, all of the citrus products were not thought of as being equal in terms of health or taste values. Usually fresh oranges were said to be highest in food value (table 105). The data which follow show the relative positions of citrus products in terms of taste preference as expressed in the interviews.

To establish these scales the method of paired comparisons was used. In this method, the homemaker was asked to give taste preferences when

each item was paired with every other item. For example, the homemaker stated a taste preference for fresh oranges paired with fresh grapefruit, for fresh oranges paired with canned orange juice, and so on. This procedure permits the establishing of a scale of preference. Not only are the products ranked in order of preference but the "psychological distances" between products can be learned. The following is an illustration of the concept of psychological distance. Of three items, products A, B, and C, people might consider A the best product (in terms of taste) with B a rather close competitor but with C having a very low preference rating. Or, it might develop that A is an overwhelming favorite, with both B and C having rather low preference ratings. Merely establishing the rank order of the products would not show the psychological distances between the products.

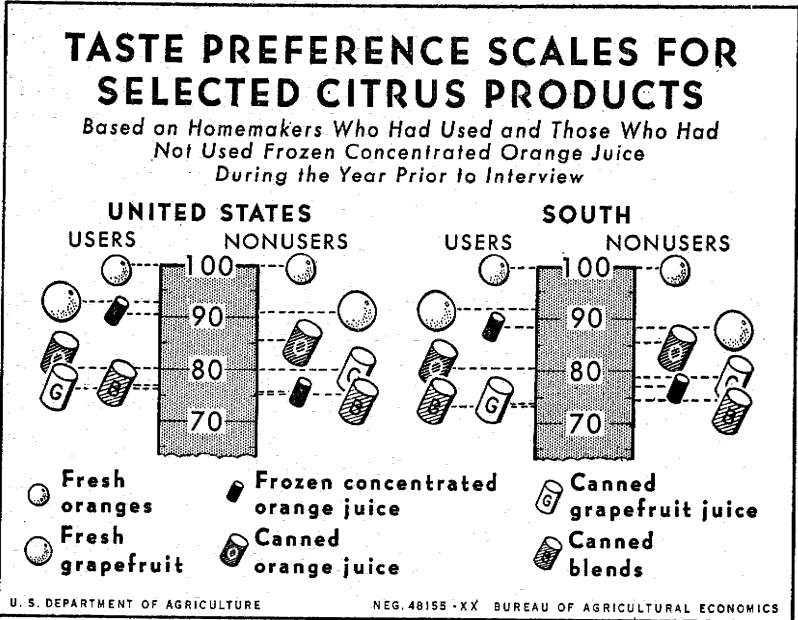


FIGURE 1.

The products for which preference scales were developed were fresh oranges, fresh grapefruit, canned orange juice, canned grapefruit juice, canned blends, and frozen concentrated orange juice. In this analysis especial attention was given to the position of frozen concentrated orange juice on the taste-preference scales. This was done because an important question is involved in how increased acceptance of this product will affect the position of other citrus products in the thinking of consumers. Two sets of scales were developed—one for homemakers who had used frozen concentrated orange juice and the other for nonusers of the product. When nonusers of frozen concentrated orange juice were asked to give the paired comparisons involving this item they were asked to reply in terms of the product which they thought tasted better.

In a given scale the product which had the highest preference rating was assigned a value of 100 and the other items were scaled downward from this point. This does not mean, however, that the most preferred items on different scales have the same psychological value. For example, fresh oranges were always the most preferred item, so in each region their preference value is 100. But it cannot be concluded that the intensity of preference for fresh oranges is the same from region to region.

The scales are presented in Figures 1-3. Fresh oranges, the most preferred product, were followed by fresh grapefruit and then by the processed items. Among the homemakers who had used frozen concentrated orange juice the preference position of this product was relatively close to fresh grapefruit and removed from the three canned juices. In other words,

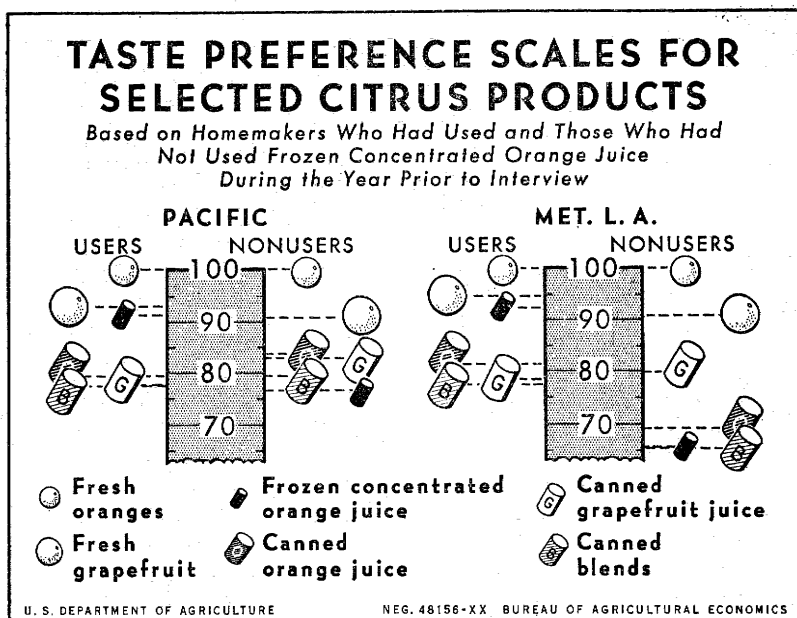


FIGURE 2.

among the processed items preference for the taste of frozen concentrated orange juice was considerably greater than preference for *any* of the three canned juices. In contrast, among the nonusers for frozen concentrated orange juice the scale pattern was quite different. In the first place frozen concentrated orange juice fell toward the bottom of the scales. Furthermore, it will be observed that the items tended to "stretch out" all over the scales. In the scales based upon users of frozen concentrated orange juice, the products tended to cluster into two groups. Toward the top there was a group composed of fresh oranges, fresh grapefruit, and frozen concentrated orange juice; clustered lower down on the scales were the canned juices. An exception to this was found in the South and in rural areas where the preference position of canned orange juice was relatively high compared with the positions of canned grapefruit juice and canned blends.

These data show that from the point of view of taste, the two fresh citrus fruits are most preferred, with fresh oranges the leading item. Among the homemakers who had used frozen concentrated orange juice, its preference position is somewhat less than that occupied by the fresh fruit but rather removed from the canned citrus products. This would seem to indicate that, in terms of taste (one of the more important attributes of citrus products) the canned items are in a relatively weak competitive position among users of frozen concentrated orange juice. For those who had not used frozen concentrated orange juice during the year prior to interviewing, however, the preference position was relatively low. Whether this is due to actual earlier experience with this product, or anticipation, cannot be ascertained from the information available in this survey.

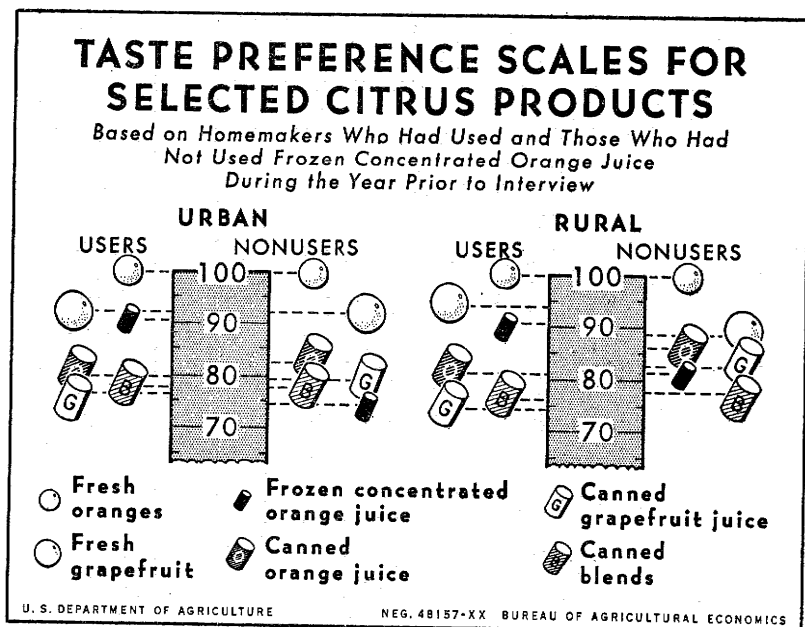


FIGURE 3.

Consistency of the taste of canned and frozen citrus products.— Approximately 70 percent of the homemakers who used canned citrus juices said that in general, the taste of these products seemed to remain the same and not to change from time to time. Nearly 80 percent of those who had used frozen citrus juices said the taste of these particular products seemed to be rather consistent (tables 127-128). Most of the homemakers who said that there were taste changes in these products described them as being changes in sweetness and sourness. Some said there were changes in bitterness, others described these changes in terms of "tinniness" or "canned taste." In general, homemakers who noticed such changes in the taste of either canned or frozen citrus juices tended to continue to use the same quantity of these products, but changed the brands they bought.

The usual survey technique for ascertaining preferences between specific choices is merely to ask the respondent which of the alternatives is preferred. A typical question is, "When you buy fresh oranges do you prefer buying them loose out of a bin or do you prefer them already sacked or bagged?" The reply to such a question, however, does not give any indication of the extent to which the stated preference might govern the respondent's behavior in a situation which actually involved the choice presented in the question. The homemaker who said she preferred oranges that are sold in bags might not hesitate to buy them if they were available only loose in a bin in the store in which she was shopping. But there could be other preferences that were so intense that this homemaker would seek her choice in other stores rather than buy the item in the form in which it was immediately available. When data based upon mere statements of preference are presented, the real significance of the preference to the respondents cannot be ascertained. By "real significance" is meant how vital the choice actually is in controlling the behavior. In addition to knowing what the preference is, it is necessary to obtain some indication of the intensity with which the preference is held.

In this survey an attempt was made to cope with the above question by following each statement of preference with a question of this kind, "If you should go into a store and only find oranges being sold (*opposite of preference*) would you still buy them there?" The results will show that this device served to yield some measure of the intensity of the preferences. In the discussion which follows, the term "direction of preference" refers to the choice expressed by the greater proportion of homemakers when presented with given alternatives in a straightforward preference question. The term "intensity of preference" is used to indicate the particular choice for which the greater proportion of homemakers showed resistance to the alternative.

Fresh oranges and grapefruit—packaged vs. loose.—The direction of preference was for fresh oranges and fresh grapefruit sold loose out of a bin. Only 10 percent of the homemakers who used fresh oranges and 2 percent of those who used fresh grapefruit said they preferred these respective fruits when sold in sacks or bags. Most of the homemakers who preferred loose fruits said they could select fruit of better quality; they could "see what the fruit is like." Another reason given by many homemakers was that they could select the exact number they wanted. This was especially true among the homemakers who preferred fresh grapefruit to be sold loose out of a bin. Typical of the main reasons given for preferring these fruits packaged or in sacks were, "They're less expensive that way," "You save time," and, "The fruit in the sacks is of better quality." For fresh oranges intensity of preference was definitely associated with having them sold loose. This is seen in the following data. Only 6 percent of the homemakers who preferred fresh oranges sacked or bagged said they would not buy them loose. On the other hand, 35 percent of those who preferred this fruit to be sold loose said they would not buy it if it was sacked or bagged. In other words, resistance to selecting the alternative in this particular choice was greater among these homemakers who preferred the fruit to be sold loose out of a bin. Fifty-one percent of the homemakers who preferred fresh grapefruit to be loose

said they would not buy fresh grapefruit if it was available only in sacked or bagged form. (tables 129-133).

Fresh oranges and grapefruit—priced by count vs. priced by pound.—The direction of preference was for fresh oranges and fresh grapefruit to be priced by the count, although one-third of the users of these respective products said they had no preference in this matter. Many of the homemakers said they preferred pricing by count because this was the method they were accustomed to. Other reasons given included the notions that pricing by count made the fruit less expensive; one could select the exact number needed; and it “permits you to get your money’s worth since you pick the bigger fruit.” Among the few homemakers who preferred these fruit to be priced by the pound, such reasons were given as, “That’s the more accurate way to do it,” “You get your money’s worth that way,” and, “That makes them less expensive.” For each of these fresh citrus fruits, the greater intensity of preference was found among the homemakers who preferred them priced by the count (tables 134-137).

Fresh oranges—natural color vs. color added.—The homemakers who had used fresh oranges during the year were asked whether they had “noticed any fresh oranges that have color added to the skin.” With the exception of the Pacific region, approximately 7 out of 10 of them said they had seen such oranges. Within the Pacific region, 77 percent said they had not noticed this about fresh oranges. Among the homemakers who had noticed the added color, the direction of preference was toward natural-color oranges but about 4 out of 10 of these homemakers said they had no preference in this respect. That they thought natural-color oranges taste better and are tree-ripened and mature fruit were reasons given for this particular preference. Most of the homemakers who preferred color-added oranges liked their better appearance. Greater intensity of preference was associated with natural-color oranges (tables 138-142).

The importance of the color of the skin of oranges was further explored by obtaining opinions about oranges that are “slightly green in color.” Most of the homemakers who used fresh oranges made negative comments. In fact, less than 10 percent had anything to say that was favorable, or positive, about them. Another 10 percent, approximately, said that this “slightly green color” made no difference. Usually negative comments revealed that the homemakers concerned did not consider these particular oranges as being ripe—“they’re picked too early,” several said—and had a poor taste. About 6 out of 10 of the homemakers who used fresh oranges said they do not buy oranges that are slightly green in color (tables 143-144).

Fresh grapefruit and canned grapefruit juice—pink vs. white.—For fresh grapefruit the direction of preference was toward pink; for canned grapefruit juice it was toward white. But it should be noted that many homemakers were not aware that pink grapefruit juice was available. Many of the homemakers who preferred the pink variety (whether as fresh fruit or as juice) said that it tasted sweeter. In contrast, the relatively sour or tart taste of the white variety seemed to influence preference in this direction. The greater intensity of preference was found among the homemakers who preferred the white products, regardless of whether this was the fresh fruit or the canned juice (tables 145-152).

Canned citrus juices—sweetened vs. unsweetened.—Preferences for sweetened and unsweetened canned orange juice, canned grapefruit juice, and canned blends, were ascertained among the users of these respective products. With the exception of the homemakers in the Pacific region, the direction of preference was in favor of the sweetened juices. In the Pacific region, the direction of preference was toward the unsweetened juices. This was especially characteristic of the homemakers in metropolitan Los Angeles. A basic desire for either sweetness or tartness seemed to influence the direction of preference. Many of the homemakers who preferred the sweetened juices explained this by the simple statement, "I like sweet things." And many explained their preference for the unsweetened juices by saying, "I don't like sweet things." In addition, many homemakers selected the sweetened juices in order to save the sugar that they would have to add to the unsweetened juices to make them as desired. Some of the preference for unsweetened citrus juices was attributed to health factors. This was expressed by such statements as, "Too much sugar is bad for my health," and "My diet does not let me use sugar." Some preferred the unsweetened citrus juices, they said, because they could add sugar to get just the sweetness they wished. For each of the three canned citrus juices, greater intensity of preference was associated with the unsweetened product (tables 153-160).

In about 6 out of 10 of the households in which use was made of the respective canned citrus juices (orange, grapefruit, and blends) the homemakers reported that neither they nor other members of their families liked to add sugar to these juices. Sugar was somewhat more likely to be added to canned grapefruit juice than to the others. In those households in which sugar was added, the practice was popular among the children, although many adults also did this (tables 161-162).

Canned citrus juices—small vs. large cans.—For each of the three canned citrus juices—orange, grapefruit, and blends—preference was definitely directed toward the large cans, about 6 out of 10 expressing this preference among those using a respective juice. The principal reason given was that the large cans were more economical. Many thought this particular size more convenient—"I can keep a supply on hand," "I don't have to shop for it so often." Another reason, given by many, was that the large cans suited the size of their families (apparently large). In contrast, many of those who preferred the small cans said that they suited the size of their families (apparently small). Even more homemakers said they preferred the small cans because they provided just enough for one serving; many of these homemakers thought that the taste and health qualities of these juices deteriorate when they are kept after the can has been opened. Regardless of the kind of citrus juice involved, the homemakers who preferred the small cans were more intense in their preference (tables 163-168).

Lemon juice—canned vs. bottled.—For the country as a whole, most of the homemakers who had used either canned or bottled lemon juice said they preferred it in bottles rather than in cans; 3 out of 10 said they had no preference in this respect. In the Pacific region, however, more of the homemakers said they preferred lemon juice in cans than expressed a preference for it in bottles. The major reasons given for preferring it in bottles centered around the view that a bottle helps to preserve the quality of the juice. Several homemakers said that a bottle

is more convenient as it is easier to store and to recap. Most of the homemakers who preferred lemon juice in cans apparently were expressing a habit—"I always buy it that way." Some, however, claimed that the cans were more convenient—easier to store and not involving possible breakage. Some claimed that the lemon juice in cans tasted better than that in bottles. The group with the more intense preference was the homemakers who preferred lemon juice in bottles (tables 169-172).

DECISION-MAKING IN PURCHASING CITRUS PRODUCTS

The prior section of this report contains a discussion of certain of the factors related to the homemaker's choice of citrus products and the form of them she selects. For example, intensity of preference as well as direction of preference should be a factor in the decision to buy an unsweetened citrus juice rather than a sweetened one. In the present section data are given on other aspects of the homemaker's decision-making processes with respect to citrus products.

Role of store advertisements.—Approximately 6 out of 10 of the homemakers who used some fresh citrus fruit said they usually decided on the kind they wanted to buy before going to the store. However, relatively few of the homemakers who used citrus products said that store advertisements helped them to decide upon the citrus product to buy. Relatively few said that store advertisements about citrus products helped them to decide upon the store in which they would buy them. Among those who did say that store advertisements influenced their decision as to where to buy citrus products, most said they were swayed by the prices quoted, particularly "specials" (tables 175-176).

Decisions within the store.—Most of the homemakers who usually decided upon the kind of fresh citrus fruit they wanted before going to the store said there were times when they changed their minds and did not buy as they had planned. In most instances this change of plans was attributed to the poor quality or appearance of the fruit; in many other instances price played a part in change of plans. The importance of the quality of the fruit actually on sale was demonstrated also among those who usually waited until in the store to decide what to buy. In this group 7 out of 10 said that the quality or appearance of the fruit helped them to arrive at a decision. In contrast, about 3 out of 10 of the group said that price was a decisive factor (tables 177-178).

When describing how they evaluated the quality of fresh oranges and fresh grapefruit, many homemakers specifically stated they were judging the fruit from the viewpoint of either juiciness or taste. The attribute of the fruit used to make the evaluation generally was some aspect of the skin rather than weight, size, or variety. Perhaps the most important finding on how homemakers go about evaluating these products is the great variety of criteria, often contradictory, that are used. Some say small oranges are best for juice, some want medium-sized oranges for juice, and still others claim that large oranges are best for juice. Some want the skin not too dry, some want the skin to be without spots, some want a "good orangy" color, some want a "bright yellow" color, some want a "good shaped" fruit, and still others want a certain variety.

It does appear, however, that with many homemakers the color of the

skin of either fresh oranges or fresh grapefruit is a primary factor in evaluating their quality. This was true for fresh oranges to a greater extent than for fresh grapefruit, especially among the homemakers in the Pacific region and the rural areas. But what constitutes a satisfactory color varies a great deal (tables 179-180).

Loyalty to brands.—Approximately 40 percent of the homemakers in the country who used canned citrus juices said they usually buy a particular brand. Buying these products by brand tended to be more characteristic of homemakers in the Pacific region and in urban centers. For the country as a whole, 51 percent of the homemakers who used frozen concentrated orange juice said they usually buy a particular brand. Homemakers in the South, however, were more likely to say that they did not usually buy a particular brand (tables 181-182).

Among those in the country who said they usually buy a particular brand of canned citrus juice, 58 percent claimed there were times when they could not get that brand. In contrast, only 36 percent of those who usually buy a particular brand of frozen concentrated orange juice said there were times when they could not get that brand. Occasional inability to get the brand usually bought was more likely to be reported by homemakers in the South for both canned citrus juices and frozen concentrated orange juice. For neither canned citrus juices nor frozen concentrated orange juice, was loyalty to brand very high. About 80 percent of the homemakers who occasionally could not get the brand they usually bought said that at such times they simply bought another brand (tables 183-185).

APPENDIX

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TABLE 1.—Comparison of sample and census data: Size of household

Size of household	Total United States		Total Urban		Total Rural	
	Census ¹ (1949)	Sample (1950)	Census ¹ (1949)	Sample (1950)	Census ¹ (1949)	Sample (1950)
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
One person.....	8	7	9	8	6	7
Two persons.....	27	31	29	30	25	31
Three persons.....	24	21	24	22	24	20
Four persons.....	19	21	19	22	19	18
Five persons.....	10	10	10	9	12	11
Six persons.....	6	5	5	5	6	5
Seven persons.....	3	2	2	2	4	3
Eight persons.....	1	1	1	1	2	2
Nine or more persons.....	2	2	1	1	2	3
Total.....	100	100	100	100	100	100
Number of households.....	42,107,000	2,208	25,792,000	1,553	16,317,000	654

¹ MARITAL STATUS AND HOUSEHOLD CHARACTERISTICS: APRIL 1949. U. S. Bureau Census Current Population Reports, Population Characteristics. Series P-20, No. 26, 1/27/50

TABLE 2.—Comparison of sample and census data: Marital status

Marital status	Total United States		Total Urban		Total Rural	
	Census ¹ (1949)	Sample (1950)	Census ¹ (1949)	Sample (1950)	Census ¹ (1949)	Sample (1950)
	Percent	Percent	Percent	Percent	Percent	Percent
Husband-wife households.....	79	82	76	81	83	85
Other (single, widowed, etc.)...	21	18	24	19	17	15
Total.....	100	100	100	100	100	100
Number of households.....	42,107,000	2,208	25,792,000	1,553	16,315,000	654

¹ MARITAL STATUS AND HOUSEHOLD CHARACTERISTICS: APRIL 1949. U. S. Bureau Census Current Population Reports, Population Characteristics. Series P-20, No. 26, 1/27/50.

TABLE 3.—Comparison of sample and census data: Race

Race	Total United States		Total Urban		Total Rural	
	Census ¹ (1948)	Sample ² (1949)	Census ¹ (1948)	Sample ² (1949)	Census ¹ (1948)	Sample ² (1949)
	Percent	Percent	Percent	Percent	Percent	Percent
White.....	91	90	90	90	92	92
Nonwhite.....	9	10	10	10	8	8
Total.....	100	100	100	100	100	100
Number of families and individuals...	46,674,000	2,150	29,368,000	1,517	17,306,000	633

¹ INCOME OF FAMILIES AND PERSONS IN THE UNITED STATES: 1948. U. S. Bureau Census Current Population Reports, Consumer Income. Series P-50, No. 6, 2/14/50.

² Cases where race was not ascertained have been omitted. Race was not ascertained for 3 percent of the total United States sample, for 2 percent of the total urban sample, and for 3 percent of the total rural sample.

TABLE 4.—Comparison of sample and census data: Income of families and individuals

Total money income (Families and individuals)	Total United States		Total Urban		Total Rural	
	Census ¹ (1948 income)	Sample ² (1949 income)	Census ¹ (1948 income)	Sample ² (1949 income)	Census ¹ (1948 income)	Sample ² (1949 income)
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Under \$500.....	9	3	7	2	12	5
\$500 to \$999.....	9	6	7	5	11	9
\$1,000 to \$1,499.....	8	6	7	5	10	13
\$1,500 to \$1,999.....	8	9	7	7	9	13
\$2,000 to \$2,499.....	10	10	10	9	11	12
\$2,500 to \$2,999.....	9	10	9	9	10	13
\$3,000 to \$3,499.....	10	8	11	7	9	8
\$3,500 to \$3,999.....	8	10	9	11	7	8
\$4,000 to \$4,499.....	7	7	7	8	5	5
\$4,500 to \$4,999.....	5	6	5	7	3	3
\$5,000 to \$5,999.....	7	8	8	10	5	5
\$6,000 to \$9,998.....		15		17		4
\$6,000 to \$9,999.....	8		10		6	
\$9,999 and over.....		2		3		2
\$10,000 and over.....	2		3		2	
Total.....	100	100	100	100	100	100
Number of families and individuals....	46,674,000	2,040	29,368,000	1,440	17,306,000	599

¹ INCOME OF FAMILIES AND PERSONS IN THE UNITED STATES: 1948. U. S. Bureau Census Current Population Reports, Consumer Income. Series P-50, No. 6, 2/14/50.

² Cases where income was not ascertained have been omitted. Income was not ascertained for 8 percent of the total United States sample, for 7 percent of the total urban sample, and for 8 percent of the total rural sample.

TABLE 5.—Use of citrus products (fresh, canned, and/or frozen) during the year prior to interviewing

	All homemakers						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
Used some citrus product.....	97	96	96	97	97	96	96
Did not use any citrus product.....	3	4	4	3	3	4	4
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,208	1,339	1,002	1,400	1,553	654	422

TABLE 6.—Use of fresh citrus fruits during the year prior to interviewing

Fresh citrus fruits	All homemakers													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Used fresh citrus fruits.....	93	96	93	96	89	95	93	97	93	97	92	96	91	96
Fresh oranges.....	88		88		89		88		89		85		92	
Fresh lemons.....	76		68		72		81		81		66		79	
Fresh grapefruit.....	62		63		39		65		66		54		69	
Fresh tangerines.....	20		18		17		21		22		13		24	
Fresh limes.....		4		4		5		3		3		4		4
Did not use fresh citrus fruits.....														
Total.....		100		100		100		100		100		100		100
Number of cases.....		2,208		1,339		1,002		1,440		1,553		654		422

¹ Percentages add to more than their subtotals because many homemakers used more than one product.

TABLE 7.—Use of canned citrus products during the year prior to interviewing

Canned citrus products	All homemakers												
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro- politan Los Angeles
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹
Used canned citrus products.....	78		74		80		80		81		71		75
Canned orange juice.....	61		65		55		59		61		61		47
Canned grapefruit juice.....	55		53		61		55		58		48		59
Canned blends.....	39		28		40		44		43		31		36
Canned grapefruit segments.....	34		18		37		41		39		24		34
Canned (bottled) lemon juice.....	24		14		21		29		26		19		20
Canned orange and grapefruit segments.....	19		11		15		23		21		13		11
Canned orange segments.....	12		9		9		14		13		10		7
Canned tangerine juice.....	7		4		3		9		8		6		3
Canned lime juice.....	4		2		3		5		4		3		3
Did not use canned citrus products.....	22		26		20		20		19		29		25
Total.....	100		100		100		100		100		100		100
Number of cases.....	2,208		1,339		1,002		1,440		1,553		654		422

¹ Percentages add to more than their subtotals because many homemakers used more than one product.

TABLE 8.—Use of frozen citrus products during the year prior to interviewing

Frozen citrus products	All homemakers													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Used frozen citrus products.....		28		19		23		33		32		18		26
Frozen concentrated orange juice.....	27		18		22		32		31		18		24	
Frozen concentrated grapefruit juice.....	3		3		3		4		4		2		3	
Frozen concentrated blend.....	3		2		2		3		3		1		4	
Frozen grapefruit segments.....	3		2		3		3		3		1		3	
Did not use frozen citrus products.....		72		81		77		67		68		82		74
Total.....		100		100		100		100		100		100		100
Number of cases.....		2,208		1,339		1,002		1,400		1,553		654		422

¹ Percentages add to more than their subtotals because some homemakers used more than one product.

TABLE 9.—(Products considered—fresh oranges, lemons, grapefruit; frozen concentrated orange juice; canned orange juice, grapefruit juice, blends, lemon juice.) Number of citrus products used per homemaker during the year prior to interviewing.

Number of citrus products used	All homemakers						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
One product.....	3	4	2	2	2	4	2
Two products.....	8	12	7	6	5	14	6
Three products.....	14	15	15	14	13	17	19
Four products.....	17	15	19	17	17	15	19
Five products.....	19	23	19	18	20	16	17
Six products.....	20	17	21	20	21	16	20
Seven products.....	12	8	9	15	14	10	9
Eight products.....	4	2	4	5	5	4	4
Did not use any citrus product.....	3	4	4	3	3	4	4
Not ascertained.....	1	1			1		
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,208	1,339	1,002	1,400	1,553	654	422

¹ Less than 1 percent.

TABLE 10.—(Asked only of the homemakers who had used canned orange juice during the year prior to interviewing.) Replies to the question: "Have you seen any canned orangeade being sold this year?"

Replies	Homemakers who had used canned orange juice during year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Had seen canned orangeade being sold.....	22	23	22	21	23	19	20
Had not seen canned orangeade being sold.....	74	70	74	76	73	77	77
Don't know.....	2	4	3	2	3	3	2
Not ascertained.....	2	3	1	1	1	2	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,339	874	555	829	949	398	200

TABLE 11.—(Asked only of the homemakers who had used canned orange juice during the year prior to interviewing and had seen canned orangeade being sold.) Replies to the question: "Have you used any canned orangeade?"

Replies	Homemakers who had used canned orange juice during year prior to interviewing and had seen canned orangeade being sold						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
Used canned orangeade.....	Percent 55	Percent 61	Percent 46	Percent 52	Percent 52	Percent 63	Percent 37
Had not used canned orangeade.....	45	38	54	47	48	36	63
Not ascertained.....	1	1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	289	197	125	174	218	71	41

¹ Less than 1 percent.

TABLE 12.—(Asked only of the homemakers who had used canned orange juice during the year prior to interviewing and had used canned orangeade.) Replies to the question: "Did you serve canned orangeade to the children, to the adults, or to both?"

Replies	Homemakers who had used canned orange juice during the year prior to interviewing and had used canned orangeade ¹					
	United States	South	Pacific	Rest of United States	Urban	Rural
Served canned orangeade to children only.....	Percent 8	Percent 5	Percent 13	Percent 9	Percent 8	Percent 8
Served canned orangeade to adults only.....	41	32	35	47	39	45
Served canned orangeade to children and adults.....	49	59	48	43	50	47
Not ascertained.....	2	4	4	1	3	1
Total.....	100	100	100	100	100	100
Number of cases.....	158	121	58	91	113	45

¹ Data for metropolitan Los Angeles not presented because of small number of cases.

TABLE 13.—(Asked only of homemakers with children who had used canned orange juice during the year prior to interviewing and had used canned orangeade.) Replies to the question: "When do the children (1 to 16 years of age) usually drink canned orangeade?"

When children 1 to 16 years of age usually drink canned orangeade	Homemakers with children who had used canned orange juice during the year prior to interviewing and had used canned orangeade ¹									
	United States		South		Pacific		Rest of United States		Urban	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Once during a day.....	22	67	15	57	24	67	28	76	22	65
Morning.....	3		3		9		2		1	
Noon.....	42		39		34		46		42	
Other (but not evening).....	1	17	3	25		9		12	1	19
Twice during a day.....	1						2		1	
Morning and noon.....	1						10		1	
Morning and evening.....	14		20		5				15	
Morning and other.....	1		2		2				2	
Noon and other.....	2				2				2	
Evening and other.....	1	3		2		4		2	2	2
Three times during a day.....	1				2		2		2	
Morning, noon, evening.....	1		1		2				1	
Morning, evening, other.....	1		1						1	
Noon, evening, other.....	1	1		1					1	2
Four times during a day.....						2				
Have children but serve canned orangeade to adults only.....		7		8		10		6		7
Not ascertained.....		5		7		8		4		7
Total.....		100		100		100		100		100
Number of cases.....		99		88		42		50		73

¹ Data for rural areas of United States and metropolitan Los Angeles not presented because of small number of cases.

² Less than 1 percent.

TABLE 14.—(Asked only of homemakers who had used canned orange juice during the year prior to interviewing and had used canned orangeade.) Replies to the question: "When do (the adults 17 years of age and over) usually drink canned orangeade?"

When adults 17 years of age and over usually drink canned orangeade	Homemakers who had used canned orange juice during year prior to interviewing and had used canned orangeade ¹											
	United States		South		Pacific		Rest of United States		Urban		Rural	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Once during a day.....	70	65	57	75	67	78						
Morning.....	20	16	19	23	18	27						
Noon.....	3	4	5	1	2	4						
Evening.....	1	1	5	1	1	2						
Other.....	46	44	28	50	46	45						
Twice during a day.....	15	21	10	11	15	14						
Morning and noon.....	2	2		1	2	1						
Morning and evening.....	2			1	1							
Morning and other.....	11	16	6	8	11	10						
Noon and evening.....	2	1				1						
Noon and other.....	1	2	2		1	2						
Evening and other.....	1		2	1	2							
Three times during a day.....	1	2	3	1	2							
Morning, noon, evening.....	1		1	1	1							
Morning, evening other.....	2	1	2		1							
Noon, evening, other.....	2	1										
Four times during a day.....	2	1	2		2							
Served canned orangeade to children only.....	8	5	13	9	8	8						8
Not ascertained.....	6	6	15	4	8							2
Total.....	100	100	100	100	100	100						100
Number of cases.....	158	121	58	91	113	45						

¹ Data for metropolitan Los Angeles not presented because of small number of cases.

² Less than 1 percent.

TABLE 15.—(Asked only of homemakers who had used canned orange juice during the year prior to interviewing and had used canned orangeade.) Replies to the question: "Do you think there is any particular difference between canned orange juice and canned orangeade?"

Replies	Homemakers who had used canned orange juice during the year prior to interviewing and had used canned orangeade ¹					
	United States	South	Pacific	Rest of United States	Urban	Rural
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
There is a difference between canned orange juice and canned orangeade.....	89	88	93	89	88	91
There is no difference between canned orange juice and canned orangeade.....	10	11	4	10	10	9
Not ascertained.....	1	1	3	1	2	—
Total.....	100	100	100	100	100	100
Number of cases.....	158	121	58	91	113	45

¹ Data for metropolitan Los Angeles not presented because of small number of cases.

TABLE 16.—How homemakers think that canned orange juice and canned orangeade are different

Difference mentioned between canned orange juice and canned orangeade	Homemakers who said canned orange juice and canned orangeade are different ¹					
	United States	South	Pacific	Rest of United States	Urban	Rural
	Percent ²	Percent ²	Percent ²	Percent ²	Percent ²	Percent ²
Water content differences:						
Canned orangeade—too watery.....	38	38	41	38	38	38
Canned orange juice—too watery.....	3		2	5	2	5
Taste differences:						
Canned orangeade—sweeter.....	21	23	22	20	22	19
Canned orange juice—sweeter.....	2	3		2	3	
Canned orange juice tastes more like fresh oranges.....	11	6	14	14	9	16
Canned orangeade tastes more like fresh oranges.....	6	8		6	5	8
Canned orangeade—like a "soft drink".....	10	6	8	14	9	14
Canned orangeade—artificial; tinny.....	6	6	11	5	6	5
Canned orange juice—artificial; tinny.....	1	2		1	2	
Canned orange juice—bitter; acid.....	3	4		2	1	6
Canned orangeade—bitter; acid.....	1	3	2		1	1
Canned orange juice—tastes better (unspecified).....	3	4	11	2	3	4
Canned orangeade—tastes better (unspecified).....	2	4	2	1	3	1
Miscellaneous specific taste differences.....	2	4		1	3	
Health, food-value differences:						
Canned orange juice—higher in vitamin and mineral content.....	6	4	15	6	5	8
Canned orangeade—higher in vitamin and mineral content.....	3	1	2		1	
Canned orange juice—better in health, food value (unspecified).....	6	1	3	10	4	11
Miscellaneous specific health, food-value differences.....	4	4	5	3	4	4

(Continued on next page)

TABLE 16.—How homemakers think that canned orange juice and canned orangeade are different.—Continued.

Difference mentioned between canned orange juice and canned orangeade	Homemakers who said canned orange juice and canned orangeade are different ¹					
	United States	South	Pacific	Rest of United States	Urban	Rural
	<i>Percent</i> ²	<i>Percent</i> ²	<i>Percent</i> ²	<i>Percent</i> ²	<i>Percent</i> ²	<i>Percent</i> ²
Miscellaneous differences:						
Canned orangeade—better for refreshment; as a cooling drink	12	8	11	15	13	10
Canned orangeade—preferred by children	5	4	6	6	7	2
Canned orangeade—cheaper	1	2	2	—	1	—
Not ascertained	6	6	11	6	7	4
Number of cases	140	106	54	81	99	41

¹ Data for metropolitan Los Angeles not presented because of small number of cases.

² Percentages total more than 100 because some homemakers cited more than one difference.

³ Less than 1 percent.

TABLE 17.—Replies to the question: "What other (noncitrus) fresh fruits are you buying this time of year (during the winter)?"

Replies	Homemakers using one or more citrus products during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Bought noncitrus fresh fruit during the winter	93		90		92		94		94		88		93	
Apples	86		84		85		87		89		81		89	
Bananas	66		63		70		67		68		61		69	
Grapes	31		29		14		34		34		24		18	
Pears	19		11		15		24		25		7		27	
Berries, general	2		2		2		2		2		2		1	
Peaches	1		1		1		1		1		1		1	
Avocados	1		2		3		1		1		2		2	
Pineapples	1		1		1		1		1		1		1	
Plums	1		1		2		1		1		1		1	
Apricots; cherries; melons, general	2		2		1		2		2		2		1	
Other fresh fruit	1		2		2		1		1		1		2	
Did not buy noncitrus fresh fruit during the winter	7		10		7		6		6		11		6	
Not ascertained	2		2		1		2		2		1		1	
Total	100		100		100		100		100		100		100	
Number of cases	2,139		1,290		961		1,362		1,510		629		407	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one fresh fruit.

² Less than 1 percent.

TABLE 18.—*Replies to the question: "What (noncitrus) canned fruits are you buying (during the winter)?"*

Replies	Homemakers using one or more citrus products during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Bought noncitrus canned fruit during the winter	70		64		67		73		77		56		80	
Peaches	54		51		47		57		61		39		67	
Pears	28		20		26		32		34		16		37	
Pineapples	26		24		23		27		28		21		24	
Mixed fruits; fruit salad	18		14		16		20		21		12		17	
Apricots	12		7		19		13		13		9		27	
Cherries	8		7		6		9		9		8		7	
Plums	6		2		4		8		7		4		6	
Apples; applesauce	6		8		3		5		6		4		4	
Berries	4		2		5		5		5		3		7	
Prunes	2		1		1		2		1		2		2	
Figs	1		1		2		1		1		1		2	
Other canned fruits	2		2		2		2		2		1		2	
Did not buy noncitrus fruits during winter	28		33		31		25		21		43		17	
Not ascertained	2		3		2		2		2		1		3	
Total	100		100		100		100		100		100		100	
Number of cases	2,139		1,290		961		1,362		1,510		629		407	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one kind of canned fruit.

² Less than 1 percent.

TABLE 19.—Replies to the question: "Besides citrus juices, what other canned juices are you buying now (during the winter)—that is, any kind of juice?"

Replies	Homemakers using one or more citrus products during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Bought noncitrus canned juices during the winter	57		47		64		59		65		37		67	
Tomato juice	37		29		42		39		43		20		44	
Pineapple juice	21		15		19		24		25		12		22	
Grape juice	12		12		15		11		13		10		14	
Prune juice	11		9		8		13		13		8		8	
Vegetable juice	5		3		7		6		6		3		7	
Apple juice	5		4		8		5		6		3		12	
Apricot juice	3		1		3		4		4		2		6	
Peach juice	1		1		1		1		1		²		1	
Other canned juices	1		1		2		2		2		1		4	
Did not buy noncitrus canned juices during the winter	41		50		33		38		33		60		31	
Not ascertained	2		3		3		3		2		3		2	
Total	100		100		100		100		100		100		100	
Number of cases	2,139		1,290		961		1,362		1,510		629		407	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one kind of canned juice.

² Less than 1 percent.

TABLE 20.—*Summary of other fruit products (beside citrus) bought during the winter*

Products reported bought	Homemakers using one or more citrus products during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Other fresh fruit, other canned fruit and other canned juices.....	46	37	47	49	53	28	56
Other fresh fruit and other canned fruit.....	22	24	16	22	21	25	20
Other fresh fruit and other canned juices....	9	8	14	8	9	7	9
Other canned fruit and other canned juices....	1	1	2	1	2	1	1
Other fresh fruit only....	16	21	15	15	11	28	8
Other canned fruit only..	1	2	2	1	1	2	3
Other canned juices only.	1	1	1	1	1	1	1
No other fruit products bought.....	4	6	3	3	2	8	1
Not ascertained.....	1	1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 21.—(Asked only of the homemakers who used fresh oranges during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve fresh oranges?"

Frequency of use of fresh oranges during winter	Homemakers who used fresh oranges during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Once a month or more.....		94		92		95		95		96		90		96
Two or more times a week.....	73		67		75		76		79		60		78	
Once a week.....	11		13		10		10		9		14		9	
One to three times a month.....	10		12		10		9		8		16		9	
Less than once a month.....		5		7		3		4		3		8		3
Do not serve fresh oranges in winter.....		1		1		2		1		1		2		1
Not ascertained.....		1		1								1		
Total.....		100		100		100		100		100		100		100
Number of cases.....		2,054		1,249		893		1,308		1,449		605		385

¹ Less than 1 percent.

TABLE 22.—(Asked only of the homemakers who used fresh grapefruit during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve fresh grapefruit?"

Frequency of use of fresh grapefruit during winter months	Homemakers who used fresh grapefruit during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Once a month or more.....	48	87	43	84	44	87	50	88	51	89	37	80	52	88
Two or more times a week.....	20		18		21		20		20		19		16	
Once a week.....	19		23		22		18		18		24		20	
One to three times a month.....		11		14		9		10		9		17		9
Less than once a month.....		2		2		4		2		2		3		3
Do not serve fresh grapefruit in winter.....		1		1		1				1		1		
Not ascertained.....														
Total.....		100		100		100		100		100		100		100
Number of cases.....		1,685		905		727		1,130		1,252		433		332

¹ Less than 1 percent.

TABLE 23.—(Asked only of the homemakers who used fresh lemons during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve fresh lemons?"

Frequency of use of fresh lemons in winter	Homemakers who used fresh lemons during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Once a month or more.....	28	68	31	70	37	82	26	66	32	72	17	57	44	85
Two or more times a week.....	16		16		20		16		17		14		20	
Once a week.....	24		23		25		24		23		26		21	
One to three times a month.....		13		13		10		13		12		14		10
Less than once a month.....		19		17		8		21		16		29		5
Do not serve fresh lemons in winter.....		1		1				1		1		1		
Not ascertained.....														
Total.....		100		100		100		100		100		100		100
Number of cases.....		1,948		1,174		892		1,237		1,390		558		387

¹ Less than 1 percent.

TABLE 24.—(Asked only of the homemakers who used canned orange juice during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned orange juice?"

Frequency of use of canned orange juice in winter	Homemakers who used canned orange juice during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used once a month or more.....	38	76	38	72	36	75	38	77	40	76	33	74	32	72
Two or more times a week.....	15		13		15		15		14		15		16	
Once a week.....	23		21		24		24		22		26		24	
One to three times a month.....		14		17		13		13		14		15		17
Less than once a month.....		10		11		11		10		10		11		10
Do not serve canned orange juice in winter.....		1		1		1				1		1		1
Not ascertained.....														
Total.....		100		100		100		100		100		100		100
Number of cases.....		1,339		874		555		829		941		398		200

¹ Less than 1 percent.

TABLE 25.—(Asked only of the homemakers who used canned grapefruit juice during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned grapefruit juice?"

Frequency of use of canned grapefruit juice in winter	Homemakers who used canned grapefruit juice during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used once a month or more.....	29	71	30	69	30	72	29	73	30	73	28	69	27	73
Two or more times a week.....	15		13		16		16		15		15		17	
Once a week.....														
One to three times a month.....	27		26		26		28		28		26		29	
Less than once a month.....		19		20		17		18		18		21		17
Do not serve canned grapefruit juice in winter.....		10		11		11		9		9		10		10
Not ascertained.....		1		1		1				1		1		
Total.....		100		100		100		100		100		100		100
Number of cases.....		1,209		706		616		767		895		313		251

¹ Less than 1 percent.

TABLE 26.—(Asked only of the homemakers who used canned blends during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned blends?"

Frequency of use of canned blends in winter	Homemakers who used canned blends during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used once a month or more.....	23	69	19	60	23	72	24	71	24	70	19	65	19	73
Two or more times a week.....	15		11		12		17		16		13		16	
Once a week.....	31		30		37		30		30		33		38	
One to three times a month.....		20		27		18		18		19		22		17
Less than once a month.....		11		13		10		11		11		12		10
Do not serve canned blends in winter.....		1		1		1		1		1		1		
Not ascertained.....														
Total.....		100		100		100		100		100		100		100
Number of cases.....		869		378		398		620		667		202		150

¹ Less than 1 percent.

TABLE 27.—(Asked only of the homemakers who used canned or bottled lemon juice during the year prior to interviewing.)
 Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned (bottled) lemon juice?"

Frequency of use of canned or bottled lemon juice	Homemakers who used canned or bottled lemon juice during the year prior to interviewing.													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro- politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used once a month or more.....	49	49	49	49	48	50	45	54						
Two or more times a week.....	15	14	13	15	16	10	12	13						
Once a week.....	10	10	11	10	10	10	12	7						
One to three times a month.....	24	25	25	23	24	24	23	34						
Less than once a month.....	23	19	28	24	25	16	21							
Do not serve canned or bottled lemon juice in winter.....	27	31	22	27	24	38	24							
Not ascertained.....	1	1	1	1	1	1	1	1						
Total.....	100	100	100	100	100	100	100	100						
Number of cases.....	533	181	213	410	408	126	84							

TABLE 28.—(Asked only of homemakers who used canned orange segments during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned orange segments?"

Frequency of use of canned orange seg- ments	Homemakers who used canned orange segments during the year prior to interviewing ¹											
	United States		South		Pacific		Rest of United States		Urban		Rural	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>		<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....	51	51	53	51	49	58						
Two or more times a week.....	9	7	3	10	9	8						
Once a week.....	12	14	12	12	12	12						
One to three times a month.....	30	30	38	29	28	38						
Less than once a month.....	29	30	29	27	33	15						
Do not serve canned orange segments in winter.....	9	8	7	10	8	13						
Not ascertained.....	11	11	11	12	10	14						
Total.....	100	100	100	100	100	100						
Number of cases.....	263	118	93	191	199	65						

¹ Data not given for metropolitan Los Angeles because of small number of cases.

TABLE 29.—(Asked only of the homemakers who used canned grapefruit segments during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned grapefruit segments?"

Frequency of use of canned grapefruit segments	Homemakers who used canned grapefruit segments during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used once a month or more.....		52		45		58		53		51		58		55
Two or more times a week.....	10		7		9		11		10		11		6	
Once a week.....	11		11		11		11		12		8		13	
One to three times a month.....	31		27		38		31		29		39		36	
Less than once a month.....		27		28		25		27		28		23		29
Do not serve canned grapefruit segments in winter.....		10		14		8		9		10		10		8
Not ascertained.....		11		13		9		11		11		9		8
Total.....		100		100		100		100		100		100		100
Number of cases.....		755		241		367		576		597		158		143

TABLE 30.—(Asked only of homemakers who used canned citrus salad during the year prior to interviewing.) Replies to the question: "At this time of year, that is, during the winter, about how often do you serve canned citrus salad (mixed orange and grapefruit segments)?"

Frequency of use of canned citrus salad (mixed orange and grapefruit segments)	Homemakers who used canned citrus salad (mixed orange and grapefruit segments) during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro- politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Once a month or more.....		50		48		55		51		49		55		39
Two or more times a week.....	7		7		6		8		7		10		4	
Once a week.....	10		8		12		11		10		12		6	
One to three times a month.....	33		33		37		32		32		33		29	
Less than once a month.....		28		24		25		29		30		22		40
Do not serve canned citrus salad in winter.....		9		16		7		8		8		11		15
Not ascertained.....		13		16		13		12		13		12		6
Total.....		100		100		100		100		100		100		100
Number of cases.....		417		150		155		319		330		87		48

TABLE 31.—(Asked only of the homemakers who used frozen concentrated orange juice during the year prior to interviewing.)
 Replies to the question: "At this time of year, that is, during the winter, about how often do you serve frozen concentrated orange juice?"

Frequency of use of frozen concentrated orange juice in winter	Homemakers who used frozen concentrated orange juice during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro- politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Once a month or more.....	34	68	28	59	33	65	36	71	36	70	24	62	32	67
Two or more times a week.....	15		14		14		15		16		13		16	
Once a week.....	19		17		18		20		18		25		19	
One to three times a month.....		18		20		18		18		17		23		20
Less than once a month.....														
Do not serve frozen concentrated orange juice in winter.....		13		21		17		10		12		15		13
Not ascertained.....		1		1				1		1				
Total.....		100		100		100		100		100		100		100
Number of cases.....		599		235		220		449		484		115		102

¹ Less than 1 percent.

TABLE 32.—(Asked only of homemakers who have used the product¹ during the year prior to interviewing but did not serve during the winter.) Replies to the question: "Do you think you will be likely to go on using from time to time, or have you definitely stopped using?" United States²

Replies	Homemakers who used the product during the year prior to interviewing but did not serve it in winter					
	Fresh lemons	Frozen concentrated orange juice	Canned orange juice	Canned grapefruit juice	Canned blends	Canned (bottled) lemon juice
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Plan to continue	99	77	86	91	86	88
Definitely stopped using	1	22	14	9	13	11
Not ascertained	³	1	³	³	1	1
Total	100	100	100	100	100	100
Number of cases	368	77	134	116	97	145

¹ Data not given for fresh oranges and fresh grapefruit because of small number of cases.

² Data not given for regions because of small number of cases.

³ Less than 1 percent.

TABLE 33.—(Products considered—fresh oranges; lemons; grapefruits; frozen concentrated orange juice; canned orange juice; grapefruit juice; blends; lemon juice.) Relation between family income and number of citrus products used per homemaker during the year prior to interviewing, United States

Number of citrus products used	Homemakers who used some citrus products during the year prior to interviewing, United States		
	Low income (\$2,468 and under)	Middle income (\$2,469 to \$4,250)	High income (\$4,251 and over)
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
One product	5	2	1
Two products	15	6	3
Three products	19	14	11
Four products	14	18	18
Five products	18	21	20
Six products	17	20	23
Seven products	9	14	17
Eight products	3	5	7
Total	100	100	100
Number of cases	644	685	649

TABLE 34.—*Relation between income and use of citrus products during the year prior to interviewing, United States*

Products used	Homemakers who used some citrus products during the year prior to interviewing, United States		
	Low income (\$2,468 and under)	Middle income (\$2,469 to \$4,250)	High income (\$4,251 and over)
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	95	97	96
Fresh lemons.....	86	94	95
Fresh grapefruit.....	67	80	88
Canned orange juice.....	61	66	61
Canned grapefruit juice.....	50	57	63
Canned blends.....	32	42	48
Canned (bottled) lemon juice.....	18	26	31
Frozen concentrated orange juice.....	13	31	41
Number of cases.....	644	685	649

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 35.—*Relation between income and use of citrus products during the year prior to interviewing, South*

Products used	Homemakers who used some citrus products during the year prior to interviewing, South		
	Low income (\$1,733 and under)	Middle income (\$1,734 to \$3,360)	High income (\$3,361 and over)
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	96	97	97
Fresh lemons.....	84	92	96
Fresh grapefruit.....	57	68	84
Canned orange juice.....	60	72	71
Canned grapefruit juice.....	45	55	65
Canned blends.....	19	31	39
Canned (bottled) lemon juice.....	9	13	20
Frozen concentrated orange juice.....	6	15	34
Number of cases.....	395	423	396

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 36.—*Relation between income and use of citrus products during the year prior to interviewing, Pacific*

Products used	Homemakers who used some citrus products during the year prior to interviewing, Pacific		
	Low income (\$3,028 and under)	Middle income (\$3,029 to \$4,780)	High income (\$4,781 and over)
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	91	94	94
Fresh lemons.....	89	94	96
Fresh grapefruit.....	65	81	81
Canned orange juice.....	57	61	58
Canned grapefruit juice.....	60	66	68
Canned blends.....	33	47	46
Canned (bottled) lemon juice.....	20	25	23
Frozen concentrated orange juice.....	14	23	32
Number of cases.....	304	307	286

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 37.—*Relation between income and use of citrus products during the year prior to interviewing, rest of United States*

Products used	Homemakers who used some citrus products during the year prior to interviewing, rest of U. S.		
	Low income (\$2,819 and under)	Middle income (\$2,820 to \$4,680)	High income (\$4,681 and over)
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	95	97	96
Fresh lemons.....	87	94	94
Fresh grapefruit.....	78	83	88
Canned orange juice.....	59	63	60
Canned grapefruit juice.....	50	57	63
Canned blends.....	41	45	52
Canned (bottled) lemon juice.....	25	32	35
Frozen concentrated orange juice.....	19	38	45
Number of cases.....	416	439	392

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 38.—*Relation between income and use of citrus products during the year prior to interviewing, urban*

Products used	Homemakers who used some citrus products during the year prior to interviewing, Urban		
	Low income (\$2,860 and under)	Middle income (\$2,861 to \$4,800)	High income (\$4,801 and over)
	Percent ¹	Percent ¹	Percent ¹
Fresh oranges.....	96	97	96
Fresh lemons.....	89	94	95
Fresh grapefruit.....	77	83	89
Canned orange juice.....	64	64	59
Canned grapefruit juice.....	58	58	64
Canned blends.....	39	43	50
Canned (bottled) lemon juice.....	21	30	32
Frozen concentrated orange juice.....	18	35	45
Number of cases.....	481	467	453

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 39.—*Relation between income and use of citrus products during the year prior to interviewing, rural*

Products used	Homemakers who used some citrus products during the year prior to interviewing, Rural		
	Low income (\$1,754 and under)	Middle income (\$1,755 to \$2,990)	High income (\$2,991 and over)
	Percent ¹	Percent ¹	Percent ¹
Fresh oranges.....	93	96	98
Fresh lemons.....	83	87	96
Fresh grapefruit.....	55	69	78
Canned orange juice.....	55	64	72
Canned grapefruit juice.....	40	46	61
Canned blends.....	22	33	42
Canned (bottled) lemon juice.....	14	21	25
Frozen concentrated orange juice.....	6	18	30
Number of cases.....	186	179	211

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 40.—*Relation between income and use of citrus products during the year prior to interviewing, Metropolitan Los Angeles*

Products used	Homemakers who used some citrus products during the year prior to interviewing, Metropolitan Los Angeles		
	Low income (\$3,150 and under)	Middle income (\$3,151 to \$5,388)	High income (\$5,389 and over)
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	94	95	95
Fresh lemons.....	91	98	96
Fresh grapefruit.....	77	81	85
Canned orange juice.....	47	50	49
Canned grapefruit juice.....	58	62	65
Canned blends.....	30	39	41
Canned (bottled) lemon juice.....	18	26	18
Frozen concentrated orange juice.....	22	25	30
Number of cases.....	125	129	124

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 41.—*Relation between income and frequency of use of fresh oranges in winter, United States*

Frequency of use of fresh oranges in winter	Homemakers who used fresh oranges during the year prior to interviewing—United States		
	Low income (\$2,468 and under)	Middle income (\$2,469 to \$4,250)	High income (\$4,251 and over)
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Once a month or more.....	90	96	97
Two or more times a week.....	62	77	82
Once a week.....	13	10	9
One to three times a month.....	15	9	6
Less than once a month.....	8	3	2
Do not serve fresh oranges in winter.....	2	1	1
Not ascertained.....		1	
Total.....	100	100	100
Number of cases.....	612	666	625

¹ Less than 1 percent.

TABLE 42.—*Relation between income and frequency of use of fresh grapefruit in winter, United States*

Frequency of use of fresh grapefruit in winter	Homemakers who used fresh grapefruit during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....		81		88		91
Two or more times a week.....	40		46		55	
Once a week.....	18		22		20	
One to three times a month.....	23		20		16	
Less than once a month.....		16		10		8
Do not serve fresh grapefruit in winter.....		3		2		1
Not ascertained.....				1		1
Total.....		100		100		100
Number of cases.....		434		546		570

¹ Less than 1 percent.

TABLE 43.—*Relation between income and frequency of use of fresh lemons in winter, United States*

Frequency of use of fresh lemons in winter	Homemakers who used fresh lemons during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....		59		67		79
Two or more times a week.....	24		26		34	
Once a week.....	14		16		20	
One to three times a month.....	21		25		25	
Less than once a month.....		16		14		9
Do not serve fresh lemons in winter.....		25		19		12
Not ascertained.....		¹				¹
Total.....		100		100		100
Number of cases.....		553		640		615

¹ Less than 1 percent.

TABLE 44.—*Relation between income and frequency of use of frozen concentrated orange juice in winter, United States*

Frequency of use of frozen concentrated orange juice in winter	Homemakers who used frozen concentrated orange juice during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	Percent		Percent		Percent	
Once a month or more.....		61		66		75
Two or more times a week.....	19		29		44	
Once a week.....	19		14		15	
One to three times a month.....	23		23		16	
Less than once a month.....		26		19		14
Do not serve frozen concentrated orange juice in winter.....		13		15		10
Not ascertained.....				1		1
Total.....		100		100		100
Number of cases.....		81		215		268

¹ Less than 1 percent.

TABLE 45.—*Relation between income and frequency of use of canned or bottled lemon juice in winter, United States*

Frequency of use of canned or bottled lemon juice in winter	Homemakers who used canned or bottled lemon juice during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	Percent		Percent		Percent	
Once a month or more.....		52		47		50
Two or more times a week.....	18		15		14	
Once a week.....	12		10		10	
One to three times a month.....	22		22		26	
Less than once a month.....		20		25		23
Do not use canned or bottled lemon juice in winter.....		27		27		26
Not ascertained.....		1		1		1
Total.....		100		100		100
Number of cases.....		119		178		204

TABLE 46.—*Relation between income and frequency of use of canned orange juice in winter, United States*

Frequency of use of canned orange juice in winter	Homemakers who used canned orange juice during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....	76		76		78	
Two or more times a week.....	38		37		42	
Once a week.....	13		15		15	
One to three times a month.....	25		24		21	
Less than once a month.....	15		15		11	
Do not serve canned orange juice in winter.....	9		9		11	
Not ascertained.....			1			
Total.....	100		100		100	
Number of cases.....	394		454		393	

¹ Less than 1 percent.

TABLE 47.—*Relation between income and frequency of use of canned grapefruit juice in winter, United States*

Frequency of use of canned grapefruit juice in winter	Homemakers who used canned grapefruit juice during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....	76		70		73	
Two or more times a week.....	33		26		31	
Once a week.....	15		18		14	
One to three times a month.....	28		26		28	
Less than once a month.....	17		22		16	
Do not serve canned grapefruit juice in winter.....	7		8		11	
Not ascertained.....			1			
Total.....	100		100		100	
Number of cases.....	324		389		409	

¹ Less than 1 percent.

TABLE 48.—*Relation between income and frequency of use of canned blends in winter, United States*

Frequency of use of canned blends in winter	Homemakers who used canned blends during the year prior to interviewing—United States					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	Percent		Percent		Percent	
Once a month or more.....		67		67		70
Two or more times a week.....	20		22		24	
Once a week.....	16		14		15	
One to three times a month.....	31		31		31	
Less than once a month.....		20		22		19
Do not serve canned blends in winter.....		13		11		11
Not ascertained.....		1				1
Total.....		100		100		100
Number of cases.....		208		288		311

¹ Less than 1 percent.

TABLE 49.—*Relation between education of homemaker and use of citrus products during the year prior to interviewing, United States*

Products used	Homemakers who used some citrus products during the year prior to interviewing		
	Attended grammar school	Attended high school	Attended college
	Percent ¹	Percent ¹	Percent ¹
Fresh oranges.....	95	97	96
Fresh lemons.....	87	93	94
Fresh grapefruit.....	72	81	90
Canned orange juice.....	62	65	57
Canned grapefruit juice.....	53	57	62
Canned blends.....	34	44	46
Canned (bottled) lemon juice.....	20	27	31
Frozen concentrated orange juice.....	14	42	47
Number of cases.....	736	1,059	299

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 50.—*Relation between education of homemaker and frequency of use of fresh oranges in winter, United States*

Frequency of use of fresh oranges in winter	Homemakers who used fresh oranges during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....		91		96		95
Two or more times a week.....	65		76		80	
Once a week.....	13		11		7	
One to three times a month.....	13		9		8	
Less than once a month.....		8		3		3
Do not serve fresh oranges in winter.....				1		2
Not ascertained.....		1				
		1				
Total.....		100		100		100
Number of cases.....		700		1,022		287

¹ Less than 1 percent.

TABLE 51.—*Relation between education of homemaker and frequency of use of fresh grapefruit in winter, United States*

Frequency of use of fresh grapefruit in winter	Homemakers who used fresh grapefruit during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....		83		87		92
Two or more times a week.....	46		47		53	
Once a week.....	18		20		20	
One to three times a month.....	19		20		19	
Less than once a month.....		15		11		6
Do not serve fresh grapefruit in winter.....				2		2
Not ascertained.....		2				
		1				
Total.....		100		100		100
Number of cases.....		528		856		268

¹ Less than 1 percent.

TABLE 52.—*Relation between education of homemaker and frequency of use of fresh lemons in winter, United States*

Frequency of use of fresh lemons in winter	Homemakers who used fresh lemons during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	Percent		Percent		Percent	
Once a month or more.....	64		69		77	
Two or more times a week.....	28		27		32	
Once a week.....	15		17		18	
One to three times a month.....	21		25		27	
Less than once a month.....	15		12		11	
Do not use fresh lemons in winter.....	21		19		12	
Not ascertained.....			1		1	
Total.....	100		100		100	
Number of cases.....	643		984		281	

¹ Less than 1 percent.

TABLE 53.—*Relation between education of homemaker and frequency of use of frozen concentrated orange juice in winter, United States*

Frequency of use of frozen concentrated orange juice in winter	Homemakers who used frozen concentrated orange juice during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	Percent		Percent		Percent	
Once a month or more.....	61		69		71	
Two or more times a week.....	25		32		45	
Once a week.....	14		17		12	
One to three times a month.....	22		20		14	
Less than once a month.....	22		18		16	
Do not serve frozen concentrated orange juice in winter.....	16		13		12	
Not ascertained.....	1		1		1	
Total.....	100		100		100	
Number of cases.....	104		342		141	

¹ Less than 1 percent.

TABLE 54.—*Relation between education of homemaker and frequency of use of canned orange juice in winter, United States*

Frequency of use of canned orange juice in winter	Homemakers who used canned orange juice during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	Percent		Percent		Percent	
Once a month or more.....	75		79		66	
Two or more times a week....	37		40		32	
Once a week.....	15		15		14	
One to three times a month....	23		24		20	
Less than once a month.....	14		12		20	
Do not serve canned orange juice in winter.....	11		9		14	
Not ascertained.....			1			
Total.....	100		100		100	
Number of cases.....	457		687		170	

¹ Less than 1 percent.

TABLE 55.—*Relation between education of homemaker and frequency of use of canned grapefruit juice in winter, United States*

Frequency of use of canned grapefruit juice in winter	Homemakers who used canned grapefruit juice during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	Percent		Percent		Percent	
Once a month or more.....	70		73		69	
Two or more times a week....	33		27		27	
Once a week.....	13		17		14	
One to three times a month....	24		29		28	
Less than once a month.....	21		18		19	
Do not serve canned grapefruit juice in winter.....	9		9		12	
Not ascertained.....			1		1	
Total.....	100		100		100	
Number of cases.....	391		608		184	

¹ Less than 1 percent.

TABLE 56.—*Relation between education of homemaker and frequency of use of canned citrus blends in winter, United States*

Frequency of use of canned blends in winter	Homemakers who used canned citrus blends during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....	66		72		63	
Two or more times a week....	21		26		17	
Once a week.....	17		16		12	
One to three times a month....	28		30		34	
Less than once a month.....	20		19		22	
Do not serve canned blends in winter.....	13		9		14	
Not ascertained.....	1				1	
Total.....	100		100		100	
Number of cases.....	251		461		137	

TABLE 57.—*Relation between education of homemaker and frequency of use of canned or bottled lemon juice in winter, United States*

Frequency of use of canned or bottled lemon juice in winter	Homemakers who used canned or bottled lemon juice during the year prior to interviewing					
	Attended grammar school		Attended high school		Attended college	
	<i>Percent</i>		<i>Percent</i>		<i>Percent</i>	
Once a month or more.....	51		48		42	
Two or more times a week....	23		11		12	
Once a week.....	11		10		8	
One to three times a month....	17		27		22	
Less than once a month.....	20		24		28	
Do not use canned or bottled lemon juice in winter.....	27		27		30	
Not ascertained.....	2		1		1	
Total.....	100		100		100	
Number of cases.....	148		282		93	

¹ Less than 1 percent.

TABLE 58.—*Relation between age of homemaker and use of citrus products during the year prior to interviewing, United States*

Products used	Homemakers who used some citrus products during the year prior to interviewing		
	34 years of age and under	35 to 50 years of age	51 years of age and over
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh oranges.....	97	96	95
Fresh lemons.....	92	93	88
Fresh grapefruit.....	74	82	79
Canned orange juice.....	65	62	61
Canned grapefruit juice.....	52	59	58
Canned blends.....	38	43	39
Canned (bottled) lemon juice.....	25	25	24
Frozen concentrated orange juice.....	33	31	18
Number of cases.....	715	774	623

¹ Percentages total more than 100 because many homemakers used more than 1 product.

TABLE 59.—*Relation between age of homemaker and frequency of use of frozen concentrated orange juice in winter, United States*

Frequency of use of frozen concentrated orange juice in winter	Homemakers who used frozen concentrated orange juice during the year prior to interviewing		
	34 years of age and under	35 to 50 years of age	51 years of age and over
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Once a month or more.....	72	70	58
Two or more times a week.....	36	37	22
Once a week.....	17	16	12
One to three times a month.....	19	17	24
Less than once a month.....	15	18	24
Do not serve frozen concentrated orange juice in winter.....	13	12	16
Not ascertained.....	¹	¹	2
Total.....	100	100	100
Number of cases.....	234	242	114

¹ Less than 1 percent.

TABLE 60.—Median amounts of citrus products reported consumed by families using a given product during the 2 weeks prior to interviewing¹

Product	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
Fresh oranges (pounds)---	11.4	11.3	11.4	11.4	11.4	11.2	11.5
Fresh grapefruit (pounds)	7.6	8.0	8.0	7.6	7.6	7.7	7.9
Fresh lemons (pounds)---	1.2	1.3	1.3	1.2	1.2	1.3	1.2
Frozen concentrated orange juice (ounces)---	14.9	13.3	17.8	16.1	16.5	9.6	18.6
Canned orange juice (ounces)-----	73.4	84.3	69.2	69.8	79.0	70.6	69.0
Canned grapefruit juice (ounces)-----	47.1	57.5	46.6	46.5	46.4	64.4	45.8
Canned blends (ounces)---	46.7	44.5	45.5	47.1	46.8	46.3	45.5
Canned (or bottled) lemon juice (ounces)---	6.5	6.6	9.2	6.4	6.5	6.6	9.6

¹ The following conversions were used when necessary:

1 dozen oranges	= 5.84 lbs.	1 can frozen concentrated orange juice	= 6 oz.
1 grapefruit	= 1.29 lbs.	1 large can citrus juice	= 46 oz.
1 lemon	= 0.227 lbs.	1 small can citrus juice	= 18 oz.
		1 can lemon juice	= 5½ oz.

TABLE 61.—*Per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing¹*

Product	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
Fresh oranges: Per capita consumption (lbs.)-----	3.9	3.7	4.7	3.9	4.0	3.5	5.0
Fresh grapefruit: Per capita consumption (lbs.)-----	3.2	3.1	3.8	3.2	3.1	3.4	4.0
Fresh lemons: Per capita consumption (lbs.)-----	0.5	0.6	0.7	0.4	0.5	0.5	0.8
Frozen concentrated orange juice: Per capita consumption (oz.) ² -----	30.4	29.4	37.6	30.1	30.8	27.9	37.0
Canned orange juice: Per capita consumption (oz.)-----	26.5	26.5	30.5	26.1	27.0	25.3	29.4
Canned grapefruit juice: Per capita consumption (oz.)-----	22.7	21.6	26.2	22.7	21.9	25.0	24.6
Canned blends: Per capita consumption (oz.)-----	20.8	17.5	19.1	21.7	21.3	18.7	23.6
Canned (or bottled) lemon juice: Per capita consumption (oz.)-----	2.9	3.4	3.6	2.7	2.7	3.9	3.9

¹ Conversion ratio:

1 dozen oranges = 5.84 lbs.
1 grapefruit = 1.29 lbs.
1 lemon = 0.227 lbs.

1 can frozen concentrated orange juice = 6 oz.
1 small can orange or grapefruit juice or canned blends = 18 oz.
1 large can orange or grapefruit juice or canned blends = 46 oz.
1 can lemon juice = 5½ oz

² Single strength.

TABLE 62.—*Relation between income and per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing, United States¹*

Product	Per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing		
	Low income (\$2,468 and under)	Middle income (\$2,469 to \$4,250)	High income (\$4,251 and over)
Fresh oranges:			
Per capita consumption (pounds)	3.8	3.9	4.0
Fresh grapefruit:			
Per capita consumption (pounds)	3.3	3.0	3.2
Fresh lemons:			
Per capita consumption (pounds)	0.6	0.5	0.5
Frozen concentrated orange juice:			
Per capita consumption (ounces) ²	26.6	30.8	32.9
Canned orange juice:			
Per capita consumption (ounces)	26.4	27.8	26.0
Canned grapefruit juice:			
Per capita consumption (ounces)	26.1	22.0	22.2
Canned citrus blends:			
Per capita consumption (ounces)	20.7	21.8	20.0
Canned (or bottled) lemon juice:			
Per capita consumption (ounces)	4.3	2.4	2.4

¹ Conversion ratio:

1 dozen oranges = 5.84 lbs.
 1 grapefruit = 1.29 lbs.
 1 lemon = 0.227 lbs.

1 can frozen concentrated orange juice = 6 oz.
 1 small can orange or grapefruit juice or canned blends = 18 oz.
 1 large can orange or grapefruit juice or canned blends = 46 oz.
 1 can lemon juice = 5½ oz.

² Single strength.

TABLE 63.—*Relation between income and per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing, urban and rural*¹

Product	Per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing					
	Urban			Rural		
	Low income (\$2,860 and under)	Middle income (\$2,861 to \$4,800)	High income (\$4,801 and over)	Low income (\$1,754 and under)	Middle income (\$1,755 to \$2,990)	High income (\$2,991 and over)
Fresh oranges: Per capita consumption (pounds)-----	3.9	4.1	4.1	3.2	3.8	3.3
Fresh grapefruit: Per capita consumption (pounds)-----	3.1	3.0	3.2	3.1	3.8	3.1
Fresh lemons: Per capita consumption (pounds)-----	0.6	0.4	0.5	0.5	0.6	0.5
Frozen concentrated orange juice-----	2	2	2	2	2	2
Canned orange juice: Per capita consumption (ounces)-----	27.4	30.5	24.1	23.7	23.7	27.2
Canned grapefruit juice: Per capita consumption (ounces)-----	24.5	21.2	22.6	24.7	30.8	21.1
Canned citrus blends: Per capita consumption (ounces)-----	20.5	22.7	21.3	18.0	19.8	16.5
Canned (or bottled) lemon juice: Per capita consumption (ounces)-----	3.1	2.6	2.3	5.7	4.0	2.5

¹ The following conversions were used when necessary:

1 dozen oranges = 5.84 lbs.	1 large can citrus juice	= 46 oz.
1 grapefruit = 1.29 lbs.	1 small can citrus juice	= 18 oz.
1 lemon = 0.227 lbs.	1 can lemon juice	= 5½ oz.

² Data not shown because of small number of cases.

TABLE 64.—*Relation between education of homemaker and per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing, United States*¹

Product	Per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing		
	Attended grammar school	Attended high school	Attended college
Fresh oranges: Per capita consumption (pounds)	3.5	3.9	4.6
Fresh grapefruit: Per capita consumption (pounds)	3.4	2.9	3.6
Fresh lemons: Per capita consumption (pounds)	0.5	0.5	0.5
Frozen concentrated orange juice: Per capita consumption (ounces) ²	28.0	29.4	33.9
Canned orange juice: Per capita consumption (ounces)	25.6	26.5	29.3
Canned grapefruit juice: Per capita consumption (ounces)	25.3	21.1	23.1
Canned citrus blends: Per capita consumption (ounces)	22.2	20.4	19.6
Canned (or bottled) lemon juice: Per capita consumption (ounces)	3.9	2.5	1.7

¹ Conversion ratio:

1 dozen oranges = 5.84 lbs.
1 grapefruit = 1.29 lbs.
1 lemon = 0.227 lbs.

1 can frozen concentrated orange juice = 6 oz.
1 small can orange or grapefruit juice or canned blends = 18 oz.
1 large can orange or grapefruit juice or canned blends = 46 oz.
1 can lemon juice = 5½ oz.

² Single strength.

TABLE 65.—*Relation between family composition and per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing, United States*

Product	Per capita consumption among users of a given citrus product during the 2 weeks prior to interviewing, United States			
	Families with adults and:			Families with:
	Infants only (under 1 year of age)	Children only (1 to 16 years of age)	Infants and children	Adults only
Fresh oranges: Per capita consumption (pounds)-----	3.9	3.6	2.9	4.7
Fresh grapefruit: Per capita consumption (pounds)-----	2.8	2.5	2.0	4.5
Fresh lemons: Per capita consumption (pounds)-----	0.4	0.4	0.3	0.7
Frozen concentrated orange juice: Per capita consumption (ounces) ² -----	16.6	26.8	29.4	39.1
Canned orange juice: Per capita consumption (ounces)-----	20.9	23.5	22.8	34.4
Canned grapefruit juice: Per capita consumption (ounces)-----	13.3	19.1	19.8	30.4
Canned citrus blends: Per capita consumption (ounces)-----	³	18.2	21.3	26.6
Canned (or bottled) lemon juice: Per capita consumption (ounces)-----	³	2.2	2.5	4.1

¹ The following conversions were used when necessary:

1 dozen oranges = 5.84 lbs.	1 can frozen concentrated orange juice = 6 oz.
1 grapefruit = 1.29 lbs.	1 large can citrus juice = 46 oz.
1 lemon = 0.227 lbs.	1 small can citrus juice = 18 oz.
	1 can lemon juice = 5½ oz.

² Single strength.

³ Data not presented because of small number of cases.

TABLE 66.—(Asked of the homemakers with children under 16 years of age and who used a given product during the year prior to interviewing.) Replies to the question: "Who would you say uses most of the in your family—the infants, the older children, or the adults?"

Replies	Homemakers with children under 16 years of age and who used during the year prior to interviewing						
	Fresh oranges	Fresh grape-fruit	Fresh lemons	Frozen concentrated orange juice	Canned orange juice	Canned grape-fruit juice	Canned blends
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Children under 16 years of age use most.....	66	12	5	22	30	13	13
Adults use most.....	11	48	31	13	19	36	25
Both use about the same amount.....	21	36	57	56	44	43	54
Not ascertained.....	2	4	7	9	7	8	8
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,076	856	1,011	338	711	611	451

¹ Data not presented for canned lemon juice because of small number of cases.

TABLE 67.—Replies to the question: ". . . would you say that you are using more, less, or about the same amount of fresh oranges as you did last year this time?"

Replies	Homemakers using fresh oranges during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of fresh oranges this year.....	65	61	60	67	65	65	54
Using more fresh oranges this year.....	20	23	25	18	21	17	29
Using less fresh oranges this year.....	14	15	15	14	13	17	16
Don't know.....	¹			¹	¹		
Not ascertained.....	1	1	(¹)	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

¹ Less than 1 percent.

TABLE 68.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of fresh grapefruit as you did last year this time?”*

Replies	Homemakers using fresh grapefruit during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of fresh grapefruit this year	76	71	73	78	77	74	68
Using less fresh grapefruit this year	14	16	15	13	12	18	15
Using more fresh grapefruit this year	9	11	12	8	10	7	16
Don't know	¹			¹	¹		
Not ascertained	1	2	¹	1	1	1	1
Total	100	100	100	100	100	100	100
Number of cases	1,685	905	727	1,100	1,252	433	332

¹ Less than 1 percent.

TABLE 69.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of fresh lemons as you did last year this time?”*

Replies	Homemakers using fresh lemons during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of fresh lemons this year	84	83	83	85	84	84	77
Using less fresh lemons this year	9	9	8	9	8	10	10
Using more fresh lemons this year	5	7	8	4	6	5	11
Don't know	¹			¹	¹		
Not ascertained	2	1	1	2	2	1	2
Total	100	100	100	100	100	100	100
Number of cases	1,948	1,174	892	1,237	1,390	558	387

¹ Less than 1 percent.

TABLE 70.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of frozen concentrated orange juice as you did last year this time?”*

Replies	Homemakers using frozen concentrated orange juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of frozen concentrated orange juice as last year	48	52	33	49	48	51	35
Using more frozen concentrated orange juice this year	40	37	58	39	41	39	46
Using less frozen concentrated orange juice this year	7	3	4	8	6	8	7
Don't know	1	1				1	1
Not ascertained	5	7	5	4	5	2	11
Total	100	100	100	100	100	100	100
Number of cases	599	235	220	449	484	115	102

¹ Less than 1 percent.

TABLE 71.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of canned orange juice as you did last year this time?”*

Replies	Homemakers using canned orange juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of canned orange juice this year	74	72	66	76	74	74	54
Using less canned orange juice this year	14	14	17	13	14	14	22
Using more canned orange juice this year	10	12	14	9	10	11	21
Not ascertained	2	2	3	2	2	1	3
Total	100	100	100	100	100	100	100
Number of cases	1,339	874	555	829	941	398	200

TABLE 72.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of canned grapefruit juice as you did last year this time?”*

Replies given	Homemakers using canned grapefruit juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Using same amount of canned grapefruit juice this year.....	79	78	75	81	79	79	67
Using less canned grapefruit juice this year.....	12	12	14	12	12	13	20
Using more canned grapefruit juice this year.....	7	8	9	5	6	6	11
Not ascertained.....	2	2	2	2	3	2	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,209	706	616	767	895	313	251

TABLE 73.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of canned orange and grapefruit blends as you did last year this time?”*

Replies	Homemakers using canned blends during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Using same amount of canned blends this year.....	77	74	75	79	78	75	66
Using less canned blends this year.....	11	13	13	10	11	13	16
Using more canned blends this year.....	8	9	9	7	7	11	14
Not ascertained.....	4	4	3	4	4	1	4
Total.....	100	100	100	100	100	100	100
Number of cases.....	869	378	398	620	667	202	150

TABLE 74.—*Replies to the question: “. . . would you say that you are using more, less, or about the same amount of canned or bottled lemon juice as you did last year this time?”*

Replies	Homemakers using canned or bottled lemon juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Using same amount of canned or bottled lemon juice this year.....	72	65	70	74	72	74	59
Using more canned or bottled lemon juice this year.....	13	17	13	12	13	12	17
Using less canned or bottled lemon juice this year.....	8	11	7	7	7	9	11
Don't know.....	1	1	1	1	1	1	1
Not ascertained.....	7	7	9	7	8	5	13
Total.....	100	100	100	100	100	100	100
Number of cases.....	533	181	213	410	408	126	84

¹ Less than 1 percent.

TABLE 75.—Reasons given for using more fresh oranges, fresh grapefruit, fresh lemons, or frozen concentrated orange juice than was used during the prior year, United States

Reasons given	Homemakers who said they were using more of a given product than was used during the prior year			
	Fresh oranges	Fresh grapefruit	Fresh lemons	Frozen concentrated orange juice
	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Family change.....	38	19	14	4
Children older (bigger) and require more.....	20	11	7	1
Increase in family size.....	18	7	7	3
Miscellaneous family changes.....	²	1		²
Health.....	19	31	32	4
Health status requires more of the product, unspecified.....	15	20	15	3
Specific ailment requires use of more of the product.....	3	6	12	1
Miscellaneous specific health reasons.....	1	6	5	²
Cost.....	12	10	4	6
Product is cheaper.....	9	6	1	5
Can afford more.....	4	4	3	²
Miscellaneous cost reasons.....	²	²		1
Availability.....	5	9	3	17
More of product available.....	2	3	²	17
Raises own; has private source of supply.....	2	4	2	
Moved where more of product is available.....	1	3	1	1
Miscellaneous specific availability reasons.....	²	²		
Quality.....	4	4	1	1
Quality better this year.....	2	1	1	1
Miscellaneous quality reasons.....	3	4		
New users of the product; did not use any of product prior year.....				56
Other reasons.....	25	30	33	24
Change in eating habits (have more time to prepare food; eat at home more often, etc.).....	24	30	31	10
Easy to prepare; handy.....	²			11
Miscellaneous other reasons.....	2	2	2	4
Don't know.....	2	²	²	
Not ascertained.....	4	2	10	4
Number of cases.....	415	153	106	241

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 76.—Reasons given for using more canned orange juice, canned grapefruit juice, canned blends, or canned (bottled) lemon juice than was used during the prior year, United States

Reasons given	Homemakers who said they were using more of a given product than was used during the prior year			
	Canned orange juice	Canned grapefruit juice	Canned blends	Canned (bottled) lemon juice
	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Health reasons.....	28	34	24	11
Health status requires more of the product, unspecified.....	22	28	20	7
Specific ailment requires use of more of the product.....	5	5	4	4
Miscellaneous specific health reasons.....	2	1	1	
Family changes.....	22	11	15	2
Children older (bigger) and require more.....	12	6	10	1
Increase in family size.....	10	5	5	1
Cost.....	9	13	6	18
Can afford more this year.....	4	5	4	2
Product cheaper this year.....	3	4	2	8
Other preferred products too expensive.....	2	4	2	8
New users of the product; did not use any of product prior year.....	4	3	9	31
Availability.....	2	2	2	6
Moved where more of product is available.....	1	2	2	3
Private source of supply.....	2	2	2	
Other preferred product not available.....	2	2	1	1
Miscellaneous specific availability reasons.....	1	2	1	3
Quality; product is of better quality.....	2	3	6	5
Other reasons.....	35	32	40	32
Changes in eating habits (have less time to prepare food; etc.).....	21	24	30	17
Easy to prepare; handy.....	12	7	6	17
Miscellaneous specific other reasons.....	3	3	6	2
Don't know.....	1		2	2
Not ascertained.....	5	8	8	7
Number of cases.....	139	77	68	67

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 77.—Replies to the questions: "Would you say that the amount of fresh oranges you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"

Replies	Homemakers using fresh oranges during the year prior to interviewing							
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles	
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	
Use the same amount of fresh oranges in winter as in other seasons.....	47	42	46	49	49	41	50	
Use more fresh oranges in winter.....	37	47	30	33	34	45	25	
Use less:								
In summer.....	34	44	26	30	30	42	21	
In fall.....	4	5	6	4	4	4	4	
In spring.....	4	7	4	3	3	7	4	
Don't know or not ascertained.....	1	1	1	1	1	1	1	
Use less fresh oranges in winter.....	16	11	23	18	17	14	24	
Use more:								
In summer.....	14	9	20	16	16	11	22	
In spring.....	1	1	2	1	1	2	2	
In fall.....	2	2	2	1	1	2	1	
Don't know or not ascertained.....	2	2	1	2	2	2	1	
Not ascertained.....	2	2	1	2	2	2	1	
Total.....	100	100	100	100	100	100	100	
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season where use varies.

² Less than 1 percent.

TABLE 78.—Replies to the questions: "Would you say that the amount of fresh grapefruit you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"

Replies	Homemakers using fresh grapefruit during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Use the same amount of fresh grapefruit in winter as during other seasons.....	49	46	61	49	50	46	61							
Use more fresh grapefruit in winter.....	38	43	21	38	37	42	20							
Use less:														
In summer.....	36	41	19	36	34	41	17							
In spring.....	4	6	3	4	4	5	2							
In fall.....	3	4	4	3	4	2	3							
Don't know or not ascertained.....	1	1	1	1	1	2	2							
Use less fresh grapefruit in winter.....	12	10	17	12	12	11	18							
Use more:														
In summer.....	9	7	14	9	9	8	15							
In spring.....	2	2	2	2	2	2	2							
In fall.....	1	1	2	1	1	1	2							
Don't know or not ascertained.....	1	2	1	1	1	1	1							
Not ascertained.....	1	1	1	1	1	1	1							
Total.....	100	100	100	100	100	100	100							
Number of cases.....	1,685	905	727	1,130	1,252	433	332							

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

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TABLE 79.—*Replies to the questions: "Would you say that the amount of fresh lemons you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer, and spring of last year?" "What seasons of the year do you use more (less)?"*

Replies	Homemakers using fresh lemons during the year prior to interviewing							
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles	
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	
Use the same amount of fresh lemons in winter as in other seasons.....	37	42	52	33	38	35	51	
Use less fresh lemons in winter.....	57	53	42	60	55	61	43	
Use more:								
In summer.....	56	52	41	59	54	59	42	
In fall.....	1	2	1	1	1	2	2	
In spring.....	1	2	1	1	1	1	2	
Don't know or not ascertained.....	2	2	1	2	2	2	1	
Use more fresh lemons in winter.....	4	4	5	5	5	3	5	
Use less:								
In summer.....	4	3	4	4	4	3	4	
In spring.....	1	1	1	1	1	2	1	
In fall.....	2	2	2	2	2	2	2	
Don't know or not ascertained.....	2	2	2	2	2	2	1	
Not ascertained.....	2	1	1	2	2	1	1	
Total.....	100	100	100	100	100	100	100	
Number of cases.....	1,948	1,174	892	1,237	1,390	558	387	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 80.—Replies to the questions: "Would you say that the amount of frozen concentrated orange juice you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"

Replies	Homemakers using frozen concentrated orange juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Use the same amount of frozen concentrated orange juice in winter as in other seasons	54	46	54	56	55	50	64
Use less frozen concentrated orange juice in winter	27	35	24	25	26	31	15
Use more:							
In summer	24	31	18	23	24	28	15
In fall	2	3	4	2	2	2	
In spring	1	3	1	1	1	1	
Don't know or not ascertained	1	1	3	1	1	1	
Use more frozen concentrated orange juice in winter	13	14	14	13	13	15	8
Use less:							
In summer	9	11	7	9	8	13	4
In spring	2	3	2	2	2	2	
In fall	1	2	2	1	1	1	
Don't know or not ascertained	3	3	7	3	4	1	4
Not ascertained	6	5	8	6	6	4	13
Total	100	100	100	100	100	100	100
Number of cases	599	235	220	449	484	115	102

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 81.—Replies to the questions: "Would you say that the amount of canned orange juice you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"

Replies	Homemakers using canned orange juice during the year prior to interviewing							
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles	
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	
Use the same amount of canned orange juice in winter as in other seasons.....	61	59	60	61	59	64	64	
Use less canned orange juice in winter.....	28	29	28	28	31	23	21	
Use more:								
In summer.....	26	26	25	26	28	21	20	
In spring.....	2	3	1	1	2	3	2	
In fall.....	1	2	3	1	1	2	1	
Not ascertained.....	1	1	1	1	1	1	1	
Use more canned orange juice in winter.....	9	10	10	9	8	12	11	
Use less:								
In summer.....	8	9	8	7	7	10	11	
In fall.....	1	1	2	1	1	1	1	
In spring.....	1	2	1	2	1	1	1	
Don't know or not ascertained.....	1	2	1	1	1	1	1	
Not ascertained.....	2	2	2	2	2	1	4	
Total.....	100	100	100	100	100	100	100	
Number of cases.....	1,339	874	555	829	941	398	200	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 82.—Replies to the questions: "Would you say that the amount of canned grapefruit juice you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"

Replies	Homemakers using canned grapefruit juice during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Use the same amount of canned grapefruit juice in winter as in other seasons.....	65		63		66		65		65		64		70	
Use less canned grapefruit juice in winter.....	25		26		24		26		27		21		21	
Use more:														
In summer.....	23		24		21		23		25		17		20	
In spring.....	2		3		1		2		2		2		1	
In fall.....	2		1		2		2		2		2		2	
Not ascertained.....	1		1		2		1		1		2		1	
Use more canned grapefruit juice in winter.....	8		9		8		7		6		13		8	
Use less:														
In summer.....	7		8		8		7		5		12		8	
In spring.....	1		1		1		1		2		2		2	
In fall.....	1		1		1		2		1		1		1	
Don't know or not ascertained.....	2		1		2		2		2		2		1	
Not ascertained.....	2		2		2		2		2		2		1	
Total.....	100		100		100		100		100		100		100	
Number of cases.....	1,209		706		616		767		895		313		251	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 83.—*Replies to the questions: "Would you say that the amount of canned blends you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"*

Replies	Homemakers using canned blends during the year prior to interviewing							
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles	
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	
Use the same amount of canned blends in winter as in other seasons	64	62	69	64	62	68	70	
Use less canned blends in winter	27	26	22	27	29	18	19	
Use more:								
In summer	24	24	20	25	27	16	18	
In spring	2	2	1	1	2	1	1	
In fall	1	1	2	1	1	1	1	
Not ascertained	1	1	1	1	1	1		
Use more canned blends in winter	6	7	7	6	5	11	7	
Use less:								
In summer	6	6	6	5	4	10	6	
In fall	²	1	1	²	1	²		
In spring	²	1	²	²	²	²		
Not ascertained	1	1	1	1	²	1	1	
Not ascertained	3	5	2	3	4	3	4	
Total	100	100	100	100	100	100	100	
Number of cases	869	378	398	620	667	202	150	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 84.—*Replies to the questions: "Would you say that the amount of canned or bottled lemon juice you are using at this time of year (during the winter) is more, less, or about the same as you were using during the fall, summer and spring of last year?" "What seasons of the year do you use more (less)?"*

Replies	Homemakers using canned or bottled lemon juice during the year prior to interviewing							
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles	
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Use the same amount of canned lemon juice in winter as in other seasons.....	48	46	57	48	49	46	56	
Use less canned lemon juice in winter.....	37	34	29	38	35	42	32	
Use more:								
In summer.....	35	31	26	36	34	39	31	
In fall.....	2	2	2	1	1	2	2	
In spring.....	1	2	1	1	1	1	1	
Not ascertained.....	1	2	1	1	1	2	1	
Use more canned lemon juice in winter.....	7	10	6	7	8	7	5	
Use less:								
In summer.....	5	8	5	4	5	5	4	
In spring.....	1	1	2	1	1	2	1	
In fall.....	2	1	2	2	2	2	1	
Not ascertained.....	2	2	1	2	2	2	1	
Not ascertained.....	8	10	8	7	8	5	7	
Total.....	100	100	100	100	100	100	100	
Number of cases.....	533	181	213	410	408	126	84	

¹ Percentages add to more than their subtotals because many homemakers mentioned more than one season when use varies.

² Less than 1 percent.

TABLE 85.—Reasons given for making seasonal changes in the amount of fresh oranges, fresh grapefruit, fresh lemons, or frozen concentrated orange juice used, United States

Reasons given	Homemakers who said they made seasonal changes in the amounts used of a given product			
	Fresh oranges	Fresh grapefruit	Fresh lemons	Frozen concentrated orange juice
	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Seasonal needs (need for vitamins in winter; cool drinks in summer, etc.)	38	23	93	38
Seasonal availability of other preferred products.....	20	16	1	26
Seasonal availability of given citrus product.....	19	33	1	2
Cost and economy reasons.....	18	22	5	7
Quality variation reasons.....	16	26	1	1
Raise own vegetables; other non-citrus fruits.....	5	4	2	1
Change in family demands (new families; children home more in summer; etc.).....	4	1	1	21
Other reasons.....	5	4	1	5
Not ascertained.....	3	5	1	4
Number of cases.....	1,091	842	1,194	242

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 86.—Reasons given for making seasonal changes in the amount of canned orange juice, canned grapefruit juice, canned blends, or canned (bottled) lemon juice used, United States

Reasons given	Homemakers who said they made seasonal changes in the amounts used of a given product			
	Canned orange juice	Canned grapefruit juice	Canned blends	Canned (bottled) lemon juice
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Seasonal needs (need vitamins in winter; cool drinks in summer, etc.).....	51	50	62	79
Seasonal availability of other preferred products.....	28	31	25	8
Cost and economy reasons.....	12	12	9	7
Change in family demands (new families; children home more in summer, etc.)....	4	3	4	6
Raise own vegetables; other non-citrus fruits.....	2	3	2	2
Quality variation reasons.....	1	1	—	—
Other reasons.....	7	7	5	5
Not ascertained.....	5	4	3	1
Number of cases.....	506	403	287	235

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 87.—(Asked of the homemakers who made changes in the amount of fresh oranges used during the year.) Replies to the question: "When you use less fresh oranges do you use something else instead?"

Replies	Homemakers who made changes in the amount of fresh oranges used during the year						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Use something else.....	66	59	66	69	65	67	62
Do not use something else.....	29	37	30	25	29	30	34
Not ascertained.....	5	4	4	6	6	3	4
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,109	732	481	679	747	362	195

TABLE 88.—(Asked of the homemakers who made changes in the amount of fresh grapefruit used during the year.) Replies to the question: "When you use less fresh grapefruit do you use something else instead?"

Replies	Homemakers who made changes in the amount of fresh grapefruit used during the year						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
Use something else	<i>Percent</i> 58	<i>Percent</i> 45	<i>Percent</i> 62	<i>Percent</i> 62	<i>Percent</i> 57	<i>Percent</i> 61	<i>Percent</i> 54
Do not use something else.....	36	49	34	31	36	35	40
Not ascertained.....	6	6	4	7	7	4	6
Total.....	100	100	100	100	100	100	100
Number of cases.....	864	483	282	587	628	236	131

TABLE 89.—*Products substituted when homemakers use less fresh oranges*

Products substituted	Homemakers who make substitutions when using less fresh oranges						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>
Fresh noncitrus fruits...	56	50	59	58	53	63	46
Canned noncitrus fruits...	3	1	5	4	3	5	2
Canned noncitrus juices...	6	5	7	6	7	4	8
Canned orange juice.....	14	21	7	11	14	13	5
Canned grapefruit juice...	3	4	2	3	4	2	3
Canned blends.....	2	3	²	2	2	1	²
Canned vegetable juices...	14	13	11	15	12	18	8
Frozen orange juice concentrate.....	8	7	5	9	9	4	4
Fresh grapefruit.....	4	3	4	4	4	3	9
Other fresh citrus fruits...	4	5	2	4	5	4	3
Fresh fruits; not ascertained whether citrus or noncitrus.....	2	1	3	2	1	1	4
Canned fruits; not ascertained whether citrus or noncitrus.....	1	²	²	2	1	1	1
Canned juices; not ascertained whether citrus or noncitrus.....	2	1	4	2	3	1	5
Not ascertained.....	8	7	7	9	10	5	6
Number of cases.....	728	429	315	470	486	242	121

¹ Percentages total more than 100 because many homemakers substituted more than one type of product.

² Less than 1 percent.

TABLE 90.—*Products substituted when homemakers use less fresh grapefruit*

Products substituted	Homemakers who make substitutions when using less fresh grapefruit						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Fresh noncitrus fruits.....	50	46	48	51	48	54	41
Canned noncitrus fruits.....	3	2	7	3	2	5	-----
Canned noncitrus juices.....	3	5	6	3	4	3	10
Canned vegetable juices.....	14	11	12	15	11	20	13
Canned grapefruit juice.....	13	22	8	11	13	12	13
Canned orange juice.....	4	6	2	4	4	3	4
Canned blends.....	2	2	-----	2	2	1	1
Fresh oranges.....	10	7	12	11	11	9	20
Other fresh citrus fruits.....	2	2	3	2	1	3	4
Frozen concentrated orange juice.....	4	3	2	4	1	4	3
Fresh fruits; not ascertained whether citrus or noncitrus.....	2	-----	4	2	1	2	1
Canned fruits; not ascertained whether citrus or noncitrus.....	2	2	-----	3	2	3	-----
Canned juices; not ascertained whether citrus or noncitrus.....	2	1	4	2	2	1	4
Not ascertained.....	11	14	6	11	13	7	11
Number of cases.....	501	219	175	367	358	144	71

¹ Percentages total more than 100 because many homemakers substituted more than one type of product.

² Less than 1 percent.

TABLE 91.—*Replies to the question: "Do you usually serve your fresh oranges for eating or do you squeeze them for juice?"*

Replies	Homemakers who used fresh oranges during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Usually used for:							
Eating only.....	19	20	19	19	19	21	17
Eating; sometimes for juice.....	42	47	43	39	38	50	38
Juice; sometimes for eating.....	30	24	29	33	33	23	35
Eating and juice equally.....	3	3	4	3	3	2	4
Juice only.....	4	4	3	4	5	2	4
Cooking and decoration only.....	1		1		1		1
Not ascertained.....	2	2	2	2	2	2	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

¹ Less than 1 percent.

TABLE 92.—*Replies to the question: "Do you usually serve fresh grapefruit for eating or do you squeeze them for juice?"*

Replies	Homemakers who used fresh grapefruit during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Usually used for:							
Eating only.....	70	65	61	73	70	69	57
Eating; sometimes for juice.....	25	28	30	23	25	25	34
Juice; sometimes for eating.....							
Eating and juice equally.....	1	1	1	1	1	1	1
Juice only.....	4	5	7	3	4	4	8
Don't know.....	1			1	1		
Not ascertained.....	1	1	1	1	1	1	
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,685	905	727	1,130	1,252	433	332

¹ Less than 1 percent.

TABLE 93.—*(Asked only of homemakers using fresh grapefruit as a juice.) Reasons given for liking fresh grapefruit as a juice*

Reasons given	Homemakers using fresh grapefruit as a juice
	Percent ¹
Taste, unspecified.....	9
Sour; tart; bitter.....	14
Fresh taste.....	9
Dislike for taste of canned grapefruit juice.....	8
Sharp; tangy.....	6
Appetizing; refreshing.....	14
Provides variety.....	9
Easier; more convenient.....	6
Healthful (unspecified).....	5
Good for colds.....	4
Good when ill (other than colds).....	3
Vitamin content is high.....	3
Laxative.....	2
Other specific reasons.....	9
Don't know.....	3
Not ascertained.....	19
Number of cases.....	505

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

TABLE 94.—(Asked only of homemakers who don't use fresh grapefruit as juice.) Reasons given for not using fresh grapefruit as juice

Reasons	Homemakers who don't use fresh grapefruit as a juice	
	Percent ¹	
Juice difficult to prepare; canned juice easier, etc.....		30
Habit; never thought of it; always use canned or frozen		28
Want the "meat"; like sections.....		23
Fresh grapefruit juice is too bitter.....		5
Wasteful to extract juice.....		5
Have no (adequate) juicer.....		3
Canned juice cheaper.....		3
No "roughage" in juice.....		2
Canned juice available.....		1
Miscellaneous specific reasons.....		2
Don't know.....		2
Not ascertained.....		8
Number of cases.....	1,175	

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

TABLE 95.—(Asked only of homemakers who usually use fresh grapefruit as a juice either wholly or partly.) Replies to the question: "Do you own one of those special juicers made for grapefruit?"

Replies	Homemakers using fresh grapefruit as a juice either wholly or partly						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Own a grapefruit juicer.....	12	8	11	14	13	9	11
Do not own a grapefruit juicer.....	88	91	89	86	87	90	89
Not ascertained.....	¹	1	-----	¹	¹	1	-----
Total.....	100	100	100	100	100	100	100
Number of cases.....	505	309	279	310	374	131	143

¹ Less than 1 percent.

TABLE 96.—*Ways in which fresh lemons are used*

Ways used	Homemakers using fresh lemons during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
Lemonade (hot or cold).....	Percent ¹ 56	Percent ¹ 65	Percent ¹ 46	Percent ¹ 54	Percent ¹ 51	Percent ¹ 69	Percent ¹ 42
Tea, unspecified.....	18	24	9	16	20	12	17
Iced tea.....	9	14	4	7	10	8	4
Hot tea.....	3	3	2	3	3	1	1
Undiluted juice.....	7	11	9	5	6	9	11
Cocktails; alcoholic drinks.....	4	2	6	4	4	2	5
Drinks, unspecified.....	6	3	8	8	7	5	11
Cold drinks; soft drinks; unspecified.....	6	4	6	7	6	5	4
Hot drinks, unspecified.....	2	1	2	2	2	2	2
Pies; puddings; custards.....	50	57	49	47	44	65	52
Cakes; cookies.....	7	8	8	7	7	8	10
Seafood (fish; oysters).....	16	10	30	17	19	10	22
Salads.....	8	6	15	8	9	5	16
Salad dressing.....	3	2	7	3	4	2	9
Meats.....	3	3	5	2	3	2	3
Sauces.....	2	2	2	3	3	1	3
Vegetables.....	2	1	2	3	2	2	2
Jelly; preserves.....	1	2	1	1	1	2	1
Garnishes.....	1	1	3	1	1	2	2
Soup.....	1	2	1	1	1	2	1
Jello; gelatin.....	2	2	1	2	2	2	1
Cooking; baking, unspecified.....	12	5	14	15	14	6	16
Flavoring, unspecified.....	4	2	6	4	4	2	4
Desserts, unspecified.....	2	2	2	2	2	1	2
Medicinal uses (lemon in water, etc.).....	7	7	11	7	8	5	11
Hair rinse.....	1	2	3	1	1	2	4
Water softener; bleach.....	1	1	1	1	2	1	2
Skin bleach.....	2	2	1	2	2	2	1
Miscellaneous specific ways used.....	3	2	4	3	3	3	3
Not ascertained.....	2	2	1	2	1	2	1
Number of cases.....	1,948	1,174	892	1,237	1,390	558	387

¹ Percentages add to more than 100 because many homemakers mentioned more than 1 way in which fresh lemons are used.

² Less than 1 percent.

TABLE 97.—*Ways in which canned or bottled lemon juice is used*

Ways used	Homemakers using canned or bottled lemon juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Lemonade (hot or cold).....	41	43	34	41	39	49	31
Tea, unspecified.....	8	14	4	7	8	8	8
Iced tea.....	4	5	2	4	4	4	2
Hot tea.....	2	2	-----	2	2	3	-----
Cocktails; alcoholic drinks.....	8	1	10	9	10	2	12
Undiluted juice.....	3	3	4	3	3	5	5
Drinks, unspecified.....	12	8	13	13	12	12	23
Cold drinks; soft drinks, unspecified.....	9	14	9	8	9	8	7
Hot drinks; unspecified.....	1	-----	3	1	1	2	2
Pies; puddings; custards.....	21	23	25	20	17	34	23
Cakes; cookies.....	6	4	4	7	6	8	6
Seafood (fish; oysters).....	8	4	9	9	8	6	10
Salads.....	6	3	4	7	7	4	6
Salad dressing.....	4	2	3	4	4	3	5
Sauces.....	2	1	2	2	3	-----	6
Meats.....	1	2	2	2	1	1	1
Jello; gelatin.....	1	-----	1	1	1	1	-----
Vegetables.....	1	1	2	1	1	1	1
Jelly; preserves.....	1	1	3	2	1	2	2
Soups.....	2	1	2	2	2	-----	-----
Cooking; baking, unspecified.....	13	7	10	15	15	6	7
Flavoring, unspecified.....	3	2	4	3	2	5	2
Desserts, unspecified.....	1	2	1	1	1	1	1
Medicinal uses (lemon in water).....	7	3	9	8	7	7	6
Hair rinse.....	2	1	4	2	2	2	4
Skin bleach.....	2	1	-----	2	1	-----	-----
Water softener; bleach.....	2	-----	2	2	2	-----	1
Miscellaneous specific ways used.....	3	2	4	3	2	6	4
Not ascertained.....	6	9	6	6	7	5	7
Number of cases.....	533	181	213	410	408	126	84

¹ Percentages total more than 100 because many homemakers mentioned more than 1 way in which canned or bottled lemon juice is used.

² Less than 1 percent.

TABLE 98.—*Ways in which fresh lemons would be used but not canned or bottled lemon juice*

Ways canned or bottled lemon juice would not be used	Homemakers using both fresh lemons and canned or bottled lemon juice during the year prior to interviewing and who mentioned ways in which fresh lemons would be used but not canned or bottled lemon juice ¹				
	United States	South	Pacific	Rest of United States	Urban
	Percent ²	Percent ²	Percent ²	Percent ²	Percent ²
Pies; puddings; custards.....	44	47	37	45	42
Cakes; cookies.....	6	6	4	6	5
Seafood (fish; oysters).....	16	13	31	15	17
Garnishes.....	4	4	4	4	3
Salads.....	3	2	9	2	3
Meats.....	2	6	3	1	2
Salad dressing.....	2	3	4	1	1
Sauces.....	2	1	2	2	3
Jelly; preserves.....	1	2	1	1	1
Vegetables.....	1	1	1	1	1
Soups.....	³	-----	1	³	1
Cooking; baking unspecified.....	9	3	12	10	10
Desserts, unspecified.....	2	1	1	2	1
Flavoring, unspecified.....	1	1	4	1	2
Lemonade (hot or cold).....	20	23	13	20	18
Tea, unspecified.....	16	21	10	15	18
Iced tea.....	5	6	5	5	5
Hot tea.....	2	2	1	2	2
Undiluted juice.....	5	9	6	4	4
Cocktails; alcoholic drinks.....	1	1	2	1	2
Drinks, unspecified.....	2	2	3	2	2
Cold drinks; soft drinks, unspecified.....	³	-----	1	³	1
Medicinal uses (lemon in water, etc.).....	3	5	3	2	3
Hair rinse.....	1	3	6	-----	1
Skin bleach.....	1	2	-----	³	1
Water softener; bleach.....	³	-----	1	-----	³
Miscellaneous specific ways not used.....	4	2	3	5	3
Everything lemon is used for ⁴	2	2	1	2	3
Number of cases.....	275	96	113	210	216

¹ No data shown for Rural or Metropolitan Los Angeles because of small number of cases.

² Percentages add to more than 100 because many homemakers mentioned more than 1 way canned or bottled lemon juice would not be used.

³ Less than 1 percent.

⁴ Homemakers who have tried canned or bottled lemon juice but will probably not use again.

TABLE 99.—*Replies to the question: "Have you been using just about the same amount of fresh lemons—or less, since you have been using canned lemon juice?"*

Replies	Homemakers using fresh lemons and canned or bottled lemon juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Same amount of fresh lemons used.....	62	68	66	60	61	64	60
Less fresh lemons used.....	33	26	28	35	34	32	29
Not ascertained.....	5	6	6	5	5	4	11
Total.....	100	100	100	100	100	100	100
Number of cases.....	504	177	206	384	385	119	82

TABLE 100.—*Replies to the questions: "Do you or other members of your family use any of the fresh, canned or frozen citrus products between meals or for snacks?" "About how often do you use them like that this time of year?"*

Replies	Homemakers using some citrus products during the year prior to interviewing													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Used as snacks.....	70		76		70		67		70		71		74	
Two or more times a week.....	52		53		54		51		54		47		59	
Once a week.....	8		12		8		7		8		10		7	
One to three times a month.....	6		7		5		6		6		9		6	
Less than once a month.....	4		4		2		3		2		5		2	
Not ascertained how often as snacks.....	1		1		1		1		1		1		1	
Do not use any fresh, canned or frozen citrus between meals or for snacks.....	30		23		30		33		30		29		26	
Not ascertained.....		1		1		1		1		1		1		1
Total.....	100		100		100		100		100		100		100	
Number of cases.....	2,140		1,290		961		1,362		1,510		629		407	

¹ Less than 1 percent.

TABLE 101.—*Replies to the question: "Do you think fresh citrus fruits in general are different from other kinds of fresh fruits?"*

Replies	Homemakers using one or more citrus products during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Fresh citrus fruits are different.....	61	55	67	63	61	61	67
Fresh citrus fruits are not different.....	21	21	17	21	22	18	20
Don't know whether fresh citrus fruits are different.....	18	24	16	16	17	21	13
Not ascertained.....	₁	₁	₁	₁	₁	₁	₁
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 102.—*Ways in which homemakers think fresh citrus fruits differ from other kinds of fresh fruits, United States*

Ways in which they were thought to differ	Homemakers who said that fresh citrus fruits differ from other kinds of fresh fruits	
	Percent ¹	Percent ¹
Food value and health differences		63
Citrus fruits have vitamins (unspecified)	21	
Citrus fruits have Vitamin C; contain more Vitamin C	13	
Citrus fruits have other specific vitamins	1	
Citrus fruits are (more) acid	13	
Citrus fruits are better for you; more nourishing	7	
Citrus fruits are better for digestion; easier to digest	3	
Citrus fruits have laxative qualities	3	
Citrus fruits are good (better) for colds	2	
Citrus fruits are good (better) for children	2	
Citrus fruits have other (more) chemicals (minerals, quinine, etc.)	1	
Citrus fruits have less food value than fresh fruits in general	1	
Miscellaneous specific food and health differences ²	10	
Taste differences		33
Other differences		25
Don't know what the differences are		3
Not ascertained		2
Number of cases		1,310

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers mentioned more than one difference.

² Includes statements such as "citrus is a good appetizer"; "citrus fruits are not fattening"; "citrus is more alkaline"; etc.

³ All other differences, such as "can use citrus fruits for breakfast"; "citrus fruits are juicy"; "citrus fruits are more refreshing"; etc.

TABLE 103.—*Relation between education of homemaker and replies to the question: "Do you think fresh citrus fruits in general are different from other kinds of fresh fruit?"*, United States

Replies	Homemakers using one or more citrus products during the year prior to interviewing		
	Attended grammar school	Attended high school	Attended college
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Fresh citrus fruits are different.....	51	62	83
Fresh citrus fruits are not different.....	22	23	10
Don't know whether fresh citrus fruits are different.....	27	15	7
Not ascertained.....	¹	¹	¹
Total.....	100	100	100
Number of cases.....	736	1,059	299

¹ Less than 1 percent.

TABLE 104.—*Replies to the question: "What about the various fresh citrus fruits, like oranges, grapefruit, and lemons—do you think there are any differences among them in terms of food value?"*

Replies	Homemakers using one or more citrus products during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
There are no differences among fresh citrus fruits.....	46	44	44	48	47	45	44
There are differences among fresh citrus fruits.....	27	25	32	28	28	24	34
Don't know whether there are differences among fresh citrus fruits.....	26	31	23	24	24	31	21
Not ascertained.....	¹	¹	¹	¹	¹	¹	¹
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 105.—*Ways in which homemakers said various fresh citrus fruits are different in food value, United States*

Ways in which they were thought to differ	Homemakers who said there are differences among the various fresh citrus fruits	
	Percent ¹	Percent ¹
Favor oranges.....		74
Oranges contain the most food value; more healthful.....	47	
Oranges have the highest vitamin content (unspecified).....	21	
Oranges contain the most Vitamin C.....	9	
Favor grapefruit.....		17
Grapefruit contain the most food value; more healthful.....	12	
Grapefruit have the highest vitamin content (unspecified).....	4	
Grapefruit contain the most Vitamin C.....	1	
Favor lemons.....		10
Lemons contain the most food value; more healthful.....	6	
Lemons contain the most Vitamin C.....	3	
Lemons have the highest vitamin content (unspecified).....	2	
Don't know what the differences are.....		5
Not ascertained.....		8
Number of cases.....		580

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers mentioned more than one difference.

TABLE 106.—*Relation between education of homemaker and replies to the question: "What about the various fresh citrus fruits, like oranges, grapefruit and lemons—do you think there are any differences among them in terms of food value?", United States*

Replies	Homemakers using one or more citrus products during the year prior to interviewing		
	Attended grammar school	Attended high school	Attended college
	Percent	Percent	Percent
There are no differences among fresh citrus fruits.....	45	48	45
There are differences among fresh citrus fruits.....	23	28	35
Don't know whether there are differences among fresh citrus fruits.....	32	24	19
Not ascertained.....	₁	₁	₁
Total.....	100	100	100
Number of cases.....	736	1,059	299

¹ Less than 1 percent.

TABLE 107.—*Replies to the question: "Do you feel that there are any important differences between fresh citrus and canned citrus products?"*

Replies	Homemakers using one or more citrus products during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
There are important differences between fresh and canned citrus.....	67	62	72	70	70	61	80
There are no important differences between fresh and canned citrus.....	19	20	16	19	19	19	11
Don't know whether there are any important differences.....	13	16	11	11	10	19	8
Not ascertained.....	1	2	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 108.—*Ways in which homemakers think fresh citrus and canned citrus products are different, United States*

Ways in which they were thought to differ	Homemakers who said that there are differences between fresh and canned citrus products	
	Percent ¹	Percent ¹
Taste differences.....		67
Fresh tastes better.....	35	
Canned tastes "tinny"; metallic; "processed" taste.....	28	
Canned tastes better.....	1	
Taste differences—don't know or not ascertained which is better.....	5	
Food-value and health differences.....		45
Fresh citrus contains more vitamins (unspecified and vitamins other than C).....	26	
Fresh citrus contains more Vitamin C.....	2	
Fresh citrus better for health; better food value; more nourishing.....	6	
Canned citrus has better food value; product canned at peak quality.....	1	
Other specific food value and health differences favoring fresh citrus.....	11	
Other specific food value and health differences favoring canned citrus.....	1	
Other food value and health differences, don't know or not ascertained which is better.....	1	
All other differences.....		5
Don't know what the difference is.....		1
Not ascertained.....		3
Number of cases.....		1,445

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers mentioned more than one way in which they differ.

TABLE 109.—*Relation between education of homemaker and replies to the question: "Do you feel that there are any important differences between fresh citrus and canned citrus products?"*, United States

Replies	Homemakers using one or more citrus products during the year prior to interviewing		
	Attended grammar school	Attended high school	Attended college
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
There are important differences between fresh and canned citrus.....	62	68	79
There are no important differences between fresh and canned citrus.....	19	20	14
Don't know whether there are any important differences.....	18	11	6
Not ascertained.....	1	1	1
Total.....	100	100	100
Number of cases.....	736	1,059	299

TABLE 110.—Reasons given for using fresh citrus fruits once a month or more in the winter months, United States

Reasons given	Homemakers who during the winter months used once a month or more—					
	Fresh oranges		Fresh grapefruit		Fresh lemons	
	Percent ¹		Percent ¹		Percent ¹	
Health reasons.....	76		65		41	
Health (unspecified).....	13		10		3	
Vitamins (unspecified).....	24		16		5	
Vitamin C.....	14		10		3	
Vitamin D.....	2					
Other specific vitamins.....	1		1			
Laxative.....	9		7		6	
Prevent or cure colds.....	6		6		15	
Prevent or cure other specific illness.....	3		4		7	
Prevent or cure illness (unspecified).....	3		2		1	
Stimulate appetite.....	4		11			
Acidity.....	3		3		3	
For bones; teeth.....	2					
Aid digestion.....	2		2			
Minerals (iron, etc.).....	2					
Not fattening; good for reducing.....			4			
Miscellaneous specific health reasons.....	6		4		5	
Taste reasons.....	42		43		48	
Taste; flavor (unspecified).....	16		13		27	
Sweet.....	15		3			
Sour; tart; acid.....	4		16		15	
Natural; tree-ripened.....	4		2		2	
Sharp; tangy.....	3		6		4	
Sour-sweet; acid-sweet.....	2					
Bitter.....			3			
Miscellaneous specific taste reasons.....	1		3		2	
General stimulating effect reasons.....	10		8		11	
Invigorating; give pep.....	9		8		6	
Refreshing; thirst-quenching.....	1				5	
Convenience reasons; handy; good to keep on hand.....	2		2		2	
Availability reasons; always available, etc.....	1		1		2	
Cost reasons; relatively inexpensive.....	1		2		1	
Other reasons.....	34		25		5	
Presence of children ²	30		8		4	
For snacks.....	4		2			
For variety.....			15			
Miscellaneous specific other reasons.....	2		1		2	

(Continued on next page)

TABLE 110.—Reasons given for using fresh citrus fruits once a month or more in the winter months, United States—Continued

Reasons given	Homemakers who during the winter months used once a month or more—		
	Fresh oranges	Fresh grapefruit	Fresh lemons
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Don't know.....	1	1	1
Not ascertained.....	4	6	22
Number of cases.....	1,954	1,492	1,697

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than one reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor.

⁴ The large percentage of "Not ascertained" was due to the apparent inability of so many homemakers to give reasons in terms of "What it is about fresh lemons" (taste, health, etc.) rather than *ways* lemons were used.

TABLE 111.—Reasons given for using processed citrus juices once a month or more in winter, United States

Reasons given	Homemakers who used once a month or more in winter									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Convenience reasons.....	57		44		32		29		45	
Easy to prepare; saves time.....	51		38		27		25		31	
Can keep supply on hand.....	9		10		7		6		18	
Taste reasons.....	46		17		24		35		19	
Taste; flavor (unspecified).....	8		8		7		17		10	
Natural; tree ripened.....	18		1						3	
Almost as good as fresh product.....	15									
Sweet.....	8		5				3			
Sour; tart; acid.....			2		10		4		3	
Sharp; tangy.....					2					
Bitter.....					2					
Blended taste is better than either juice above.....							3			
Miscellaneous specific taste reasons.....	2		2		5		8		4	
Health reasons.....	23		35		43		31		16	
Health (unspecified).....	4		7		6		5		1	
Vitamins (unspecified).....	9		9		8		8		1	
Vitamin C.....	4		3		3		3		2	
Other specific vitamins.....	4		1		1		2			
Prevents or cures colds.....	2		4		6		3		4	
Prevents or cures other specific illnesses.....			2		3		1		2	
Prevents or cures illness (unspecified).....			2		2		1		1	
Laxative.....			4		4		3		3	
Stimulates appetite.....			4		5		4			
As much food value as fresh product.....			2		2					
Aids digestion.....					2					
Not fattening; good for reducing.....					2					

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TABLE 111.—Reasons given for using processed citrus juices once a month or more in winter, United States—Continued

Reasons given	Homemakers who used once a month or more in winter									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Acidity.....	2		5		2		6		6	
Miscellaneous specific health reasons.....		14		12		7		8		20
Cost reasons; relatively inexpensive.....		10		15		12		9		20
Availability reasons; always available.....		3		6		8		7		4
General stimulating effect reasons.....										
Invigorating; gives pep.....	2		4		6		4		2	
Refreshing; thirst-quenching.....	1		2		3		3		2	
Other reasons.....		17		20		30		46		5
Presence of children ²	9		12		8		8		2	
For variety.....	7		7		22		40		2	
For snacks.....			2		2		2			
Miscellaneous specific other reasons.....	2		3		3		3		1	
Don't know.....		1		1		1		1		3
Not ascertained.....		5		5		7		8		15
Number of cases.....		470		1,190		972		629		395

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than one reason.

² Some specific statement was made indicating children in the household were a factor.

³ Less than 1 percent.

⁴ The large percentage of "not ascertained" was apparently due to the inability of many homemakers to give reasons in terms of "what it is about lemon juice" (taste, health, etc.) rather than *ways* lemon juice is used.

TABLE 112.—Reasons given for using fresh citrus fruits less than once a month in winter, United States

Reasons given	Homemakers using a given fresh citrus fruit less than once a month in winter					
	Fresh oranges		Fresh grapefruit		Fresh lemons	
	Percent ¹		Percent ¹		Percent ¹	
Cost reasons; too expensive.....	34		25		10	
Food habit reasons.....	21		20		64	
Seldom prepare food requiring product.....	6		1		61	
Use only for variety.....	1		8		2	
Use only in warm weather.....					33	
Miscellaneous food habit reasons (shopping habits; for visitors, etc.).....	18		11		4	
Health reasons.....	17		14		11	
Specific ailment prevents use.....	5		2		1	
Cause indigestion.....	4		2		2	
Too acid for health.....	3		3		2	
Use only when ill (other than colds).....	3		2		1	
Use only when have colds.....	1		1		2	
Irritates mouth.....	2		2			
Miscellaneous specific health reasons.....	5		5		2	
Availability reasons.....	17		7		1	
Other preferred products available.....	13		1		1	
Not available in stores.....	4		6		2	
Convenience reasons.....	13		15		3	
Difficult to prepare; too much time to prepare.....	11		13		3	
Can't keep supply on hand; can't store.....	3		1		1	
Miscellaneous specific convenience reasons.....			1			
Taste reasons.....	12		33		7	
Dislike taste, unspecified.....	3		4		1	
Too sour; too tart.....	5		11		6	
Too bitter.....			17		1	
Not sweet enough; have to add sugar.....	2		3		1	
Miscellaneous specific taste reasons.....	4		2		1	
Other reasons.....	12		11		2	
Presence of children a factor in not using more frequently ²	8		8		2	
Miscellaneous specific other reasons.....	4		3			

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TABLE 112.—Reasons given for using fresh citrus fruits less than once a month in winter, United States—Continued

Reasons given	Homemakers using a given fresh citrus fruit less than once a month in winter					
	Fresh oranges		Fresh grapefruit		Fresh lemons	
	<i>Percent¹</i>		<i>Percent¹</i>		<i>Percent¹</i>	
Don't know.....		3		1		
Not ascertained.....		9		10		4
Number of cases.....		98		191		249

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than one reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor ("children don't like....."; "child is allergic to product"; etc.).

TABLE 113.—Reasons given for using processed citrus juices less than once a month in winter, United States

Reasons given	Homemakers using a given processed citrus juice less than once a month in winter									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Cost reasons; too expensive.....	32	13	9	8	7					
Taste reasons.....	29	37	50	38	29					
Dislike taste (unspecified).....	5	4	6	6	7					
Artificial; processing changes taste; not like fresh.....	8	12	6	5	15					
Thin; watery; too weak.....	6	2	1	1	2					
Too bitter.....	4	6	19	10	1					
Tinny; tastes of can.....	2	14	8	10	4					
Too sour; too tart.....	1	2	17	6	5					
Too sweet.....		2								
Not sweet enough.....		2	1	1						
Miscellaneous specific taste reasons.....	5	4	2	5	3					
Food habit reasons.....	20	18	22	34	39					
Use only in warm weather.....	3	6	3	5	11					
Seldom prepare food requiring product.....	3	1	1	3	27					
Use only for variety.....	1	3	11	17						
Miscellaneous food habit reasons (shopping habits; for visitors; etc.).....	14	10	7	11	6					
Availability reasons.....	20	16	13	16	10					
Other preferred products available.....	17	13	11	13	9					
Not available in stores.....	3	3	2	3	1					
Convenience reasons.....	15	11	6	12	19					
Can't keep supply on hand; can't store.....	6	2	2	1	2					
Use only when need to save time.....	5	9	6	11	19					
Difficult to prepare.....	4									

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TABLE 113.—Reasons given for using processed citrus juices less than once a month in winter, United States—Continued

Reasons given	Homemakers using a given processed citrus juice less than once a month in winter									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Health reasons.....		10		16		17		11		9
Bad for health (unspecified).....	1		3		1		1			
Low in vitamin content.....	4		4		1		1		1	
Specific ailment prevents use.....	2		1		2		1			
Use only when ill (other than colds).....	1		5		3		2		1	
Use only when have colds.....			1		2		2		4	
Causes indigestion.....	1		1		7		2			
Too acid for health.....	1		2		5		2		2	
Miscellaneous specific health reasons.....	1		3		3		2		1	
Other reasons.....		9		7		8		8		5
Presence of children a factor in not using more frequently ²	6		4		6		6		1	
Miscellaneous specific other reasons.....	3		3		2		3		5	
Don't know.....		1		1		1		2		1
Not ascertained.....		8		10		6		7		6
Number of cases.....		110		187		223		171		125

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than one reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor ("children don't like....."; "child is allergic to product"; etc.).

TABLE 114.—*Replies to the question: "Are there any members of your family who would like you to serve more fresh oranges?"*

Replies	Homemakers who used fresh oranges during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Would want more fresh oranges.....	20	31	18	16	17	27	18
Would not want more fresh oranges.....	80 ¹	68	81	84 ¹	83 ¹	72	81
Don't know.....	1			1	1		1
Not ascertained.....		1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

¹ Less than 1 percent.

TABLE 115.—*Replies to the question: "Are there any members of your family who would like you to serve more fresh grapefruit?"*

Replies	Homemakers who used grapefruit during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Would want more fresh grapefruit.....	16	23	16	13	14	22	14
Would not want more fresh grapefruit.....	84 ¹	76	83	87 ¹	86 ¹	77	85
Not ascertained.....	1	1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,685	905	727	1,130	1,252	433	332

¹ Less than 1 percent.

TABLE 116.—*Replies to the question: "Are there any members of your family who would like you to serve more fresh lemons?"*

Replies	Homemakers who used fresh lemons during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more fresh lemons.....	9	15	5	6	7	14	6
Would not want more fresh lemons.....	89	83	93	92	91	85	92
Not ascertained.....	2	2	2	2	2	1	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,948	1,174	892	1,237	1,390	558	387

TABLE 117.—*Replies to the question: "Are there any members of your family who would like you to serve more frozen concentrated orange juice?"*

Replies	Homemakers who used frozen concentrated orange juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more frozen concentrated orange juice.....	12	15	15	11	12	11	16
Would not want more frozen concentrated orange juice.....	86	82	81	87	85	88	77
Not ascertained.....	2	3	4	2	3	1	7
Total.....	100	100	100	100	100	100	100
Number of cases.....	599	235	220	449	484	115	102

TABLE 118.—*Replies to the question: "Are there any members of your family who would like you to serve more canned orange juice?"*

Replies	Homemakers who used canned orange juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more canned orange juice.....	13	22	13	9	11	19	11
Would not want more canned orange juice....	85	77	85	89	87	81	86
Not ascertained.....	2	1	2	2	2	1	3
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,339	874	555	829	941	398	200

¹ Less than 1 percent.

TABLE 119.—*Replies to the question: "Are there any members of your family who would like you to serve more canned grapefruit juice?"*

Replies	Homemakers who used canned grapefruit juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more canned grapefruit juice.....	10	17	10	7	8	16	10
Would not want more canned grapefruit juice....	88	82	89	91	90	83	90
Not ascertained.....	2	1	1	2	2	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,209	706	616	767	895	313	251

¹ Less than 1 percent.

TABLE 120.—*Replies to the question: "Are there any members of your family who would like you to serve more canned blends?"*

Replies	Homemakers who used canned blends during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more canned blends.....	8	12	11	7	7	13	10
Would not want more canned blends.....	90	86	86	92	91	86	87
Not ascertained.....	2	2	3	1	2	1	3
Total.....	100	100	100	100	100	100	100
Number of cases.....	869	378	398	620	667	202	150

TABLE 121.—*Replies to the question: "Are there any members of your family who would like you to serve more canned (or bottled) lemon juice?"*

Replies	Homemakers who used canned or bottled lemon juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would want more canned lemon juice.....	3	7	1	3	2	5	4
Would not want more canned lemon juice.....	92	88	93	92	93	89	90
Not ascertained.....	5	5	6	5	5	6	6
Total.....	100	100	100	100	100	100	100
Number of cases.....	533	181	213	410	408	126	84

TABLE 122.—*Relations between frequency of use of a citrus product during the winter months and replies to the question: "Are there any members of your family who would like you to serve more.....?", United States*

Replies	Frequency of use of a given citrus product in winter			
	Two or more times a week		Less than twice a week	
	Percent	Number	Percent	Number
Would want more:				
Fresh oranges.....	16	1,503	32	528
Fresh grapefruit.....	10	804	20	847
Fresh lemons.....	7	546	9	1,033
Frozen concentrated orange juice.....	9	204	15	315
Canned orange juice.....	14	509	14	695
Canned grapefruit juice.....	11	355	10	737
Canned blends.....	9	199	8	570
Canned (or bottled) lemon juice.....	4	79	3	304

TABLE 123.—*Relation between frequency of use of a citrus product, yearly family income, and replies to the question: "Are there any members of your family who would like you to serve more.....?", United States*

Replies	Use given product two or more times a week						Use given product less than twice a week					
	Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)		Low income (\$2,468 and under)		Middle income (\$2,469 to \$4,250)		High income (\$4,251 and over)	
	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.
Would want more:												
Fresh oranges.....	28	383	14	511	10	509	46	219	25	148	15	112
Fresh grapefruit.....	17	174	7	251	8	311	34	247	15	284	14	251
Fresh lemons.....	15	134	5	166	3	209	19	281	7	351	4	330
Frozen concentrated orange juice.....	¹	16	7	62	10	117	¹	54	16	121	11	120
Canned orange juice.....	20	149	14	165	8	165	28	212	11	245	5	185
Canned grapefruit juice.....	15	106	10	101	9	127	23	194	6	255	5	235
Canned blends.....	15	42	9	65	5	76	16	139	8	192	5	200
Canned or bottled lemon juice.....	9	21	4	26	---	28	7	65	2	101	1	119

¹ Less than 1 percent.

TABLE 124.—(Among homemakers who had used some citrus product.)
Reasons given for not using fresh citrus fruit during the year prior to
interviewing, United States

Reasons given	Homemakers who used some citrus product during the year prior to interviewing but did not use—					
	Fresh oranges		Fresh grapefruit		Fresh lemons	
	Percent ¹		Percent ¹		Percent ¹	
Health reasons.....	26		12		13	
Specific ailment prevents use.....	11		4		4	
Cause indigestion.....	11		3		3	
Too acid for health.....	9		4		5	
Bad for health (unspecified).....	2					
Miscellaneous specific health reasons.....	5		3		2	
Convenience reasons; too much time to prepare; can't keep supply on hand; etc.....	22		10		10	
Cost reasons; too expensive.....	18		16		16	
Taste reasons.....	13		51		26	
Dislike taste (unspecified).....	4		5		6	
Too sour; too tart.....	4		24		17	
Too bitter.....	3		25		2	
Too sweet.....	2					
Have to add sugar to get desired taste.....			3			
Miscellaneous specific taste reasons.....	1		1		2	
Availability reasons; not available in stores; etc.....	12		5		4	
Food habit reasons; never think of them; never prepare food requiring them; etc.....	10		10		29	
Other reasons.....	10		6		1	
Presence of children a factor in not using ³	6		6			
Miscellaneous specific other reasons.....	4		2		1	
Don't know.....			2		1	
Not ascertained.....	12		12		12	
Number of cases.....	86		455		192	

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than one reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor ("the children don't like them," etc.).

TABLE 125.—(Among homemakers who had used some citrus product.) Reasons given for not using processed citrus juices during the year prior to interviewing, United States

Reasons given	Homemakers who used some citrus product during the year prior to interviewing but did not use—									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Food habit reasons; never think of product; never got around to trying product (but know of it).....	30		10		8		26		29	
Never heard of product; just heard of product.....	20						9		14	
Cost reasons; too expensive.....	15		8		7		6		6	
Availability reasons; not available in stores; other preferred products readily available.....	13		8		4		6		10	
Taste reasons.....	10		53		58		33		24	
Dislike taste (unspecified).....	3		8		6		6		5	
Too artificial; processing changes taste.....	3		13		5		4		6	
Too watery; too thin; too weak.....	2		3		1		1			
Too tinny; too metallic.....			19		13		8		5	
Too bitter.....			10		24		9		4	
Too sour; too tart.....			4		15		4		4	
Tastes of oil, rind, or peel.....			3		2					
Dislike combined flavors.....							4			
Miscellaneous specific taste reasons.....	5		3		2		2		3	
Convenience reasons.....		8		2						
Cannot store because of perishability.....	6									
Difficult to prepare, etc.....	2		2							
Health reasons.....		4		14		13		8		6
Bad for health (unspecified).....	4		2		1		1		1	
Too low in vitamin content.....			4		3		2		2	
Processing causes health qualities to deteriorate.....			3		2		1			
Too acid for health.....			2		3					

(Continued on next page)

TABLE 125.—(Among homemakers who had used some citrus product.) Reasons given for not using processed citrus juices during the year prior to interviewing, United States (Continued.)

Reasons given	Homemakers who used some citrus product during the year prior to interviewing but did not use—									
	Frozen concentrated orange juice		Canned orange juice		Canned grapefruit juice		Canned blends		Canned (or bottled) lemon juice	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Specific ailment prevents use.....			2		2		2			
Causes indigestion.....			2		2					
Miscellaneous specific health reasons.....			1		1		3		4	
Other reasons.....	8		10		10		6		5	
No freezing unit or no refrigerator.....	5						3		2	
General prejudice against processed foods.....			4		4		2			
Presence of children a factor in not using ³			4		5		2			
Miscellaneous specific other reasons.....	3		2		1		1		3	
Don't know.....		1		1		1		2		1
Not ascertained.....		5		13		13		15		13
Number of cases.....		1,541		801		931		1,271		1,606

¹ Percentages add to more than their subtotals and these add to more than 100 because some homemakers gave more than one reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor ("the children don't like it," etc.).

TABLE 126.—(Asked of homemakers who had not used any citrus product during the year prior to interviewing.) Replies to the question: "Why is it that you didn't use any citrus at all?", United States

Replies	Homemakers who did not use any citrus during the year prior to interviewing	
	Percent ¹	Percent ¹
Health reasons.....		41
Bad for health, unspecified.....	1	
Specific ailment prevents use.....	30	
Cause indigestion.....	15	
Too acid for health.....	9	
Miscellaneous specific health reasons.....	²	
Cost reasons; too expensive.....		24
Food habit reasons; never think of them, etc.....		17
Taste reasons.....		13
Dislike taste, unspecified.....	2	
Too sour; too tart.....	8	
Too bitter.....	2	
Too sweet.....	1	
Availability of home-grown, home-canned other fruits or vegetables.....		11
Convenience reasons—too much trouble to prepare.....		1
Other reasons.....		12
Presence of children a factor in not using ³	8	
General prejudice against processed foods.....	3	
Miscellaneous specific other reasons.....	1	
Not ascertained.....		5
Number of cases.....		68

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than 1 reason.

² Less than 1 percent.

³ Some specific statement was made indicating children in the household were a factor ("children don't like it," etc.).

TABLE 127.—*Replies to the question: "Does it seem that the taste of canned citrus juice, in general, stays about the same or that it changes from time to time?"*

Replies	Homemakers who used canned citrus juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Taste stays about the same.....	71	71	72	71	71	72	67
Taste changes.....	16	15	14	16	16	15	18
Don't know.....	8	11	9	7	8	8	12
Not ascertained.....	5	3	5	6	5	5	3
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,658	979	771	1,060	1,207	451	303

TABLE 128.—*Replies to the question: "Does it seem to you that the taste of frozen citrus juice, in general, changes from time to time, or do you think it stays about the same?"*

Replies	Homemakers who used frozen citrus juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Taste stays about the same.....	77	77	75	78	77	80	76
Taste changes.....	7	5	6	8	8	4	4
Don't know.....	10	10	12	9	9	10	7
Not ascertained.....	6	8	7	5	6	6	13
Total.....	100	100	100	100	100	100	100
Number of cases.....	608	246	225	452	492	116	105

TABLE 129.—*Replies to the question: "When you buy fresh oranges (fresh grapefruit) do you prefer buying them loose out of a bin or do you prefer them already sacked or bagged?"*, United States

Replies	Homemakers using—	
	Fresh oranges	Fresh grapefruit
	<i>Percent</i>	<i>Percent</i>
Prefer loose out of a bin.....	72	85
Prefer sacked or bagged.....	10	2
No preference.....	17	13
Not ascertained.....	1	1
Total.....	100	100
Number of cases.....	2,054	1,685

¹ Less than 1 percent.

TABLE 130.—*Reasons given for preferring to buy fresh oranges (fresh grapefruit) loose out of a bin*, United States

Reasons given	Homemakers who preferred to buy fruit loose out of a bin	
	Fresh oranges	Fresh grapefruit
	<i>Percent</i> ¹	<i>Percent</i> ¹
Can select better quality; see what fruit is like.....	86	67
Can select number needed.....	17	37
Can select desired size.....	4	3
Sold that way at store where trades.....	3	2
Habit; custom.....	2	11
Less expensive.....	2	2
Other specific reasons.....	1	2
Don't know.....	2	2
Not ascertained.....	1	2
Number of cases.....	1,473	1,431

¹ Percentages add to more than 100 because many homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 131.—Reasons given for preferring to buy fresh oranges sacked or bagged, United States ¹

Reasons given	Homemakers who said they preferred to buy fresh oranges sacked or bagged	
	Percent ²	
Less expensive.....		45
Saves time buying; more convenient; easier.....		42
Better quality fruit; better grade of fruit.....		25
Habit; custom.....		2
Easier to store.....		1
Sold that way at store where trades.....		1
Other specific reasons ³		8
Don't know.....		1
Not ascertained.....		3
Number of cases.....		214

¹ Data not shown for fresh grapefruit because of small number of cases.

² Percentages add to more than 100 because many homemakers gave more than 1 reason.

³ Includes statements such as: "The oranges aren't handled in a sack"; "All one variety in sack"; "All of one size in a sack"; "Can use the sack after the oranges are gone," etc.

TABLE 132.—(Asked of homemakers who preferred fresh oranges sacked or bagged and of homemakers who preferred fresh oranges loose out of a bin.) Replies to the question: "Suppose you went into a store and only found oranges being sold by (opposite of preference)—would you still buy them there?", United States

Replies	Homemakers who preferred fresh oranges—	
	Sacked or bagged	Loose out of bin
	Percent ¹	Percent ¹
Would buy fresh oranges loose out of a bin.....	86	49
Would buy fresh oranges sacked or bagged.....		
Would not buy fresh oranges loose out of bin.....	6	35
Would not buy fresh oranges sacked or bagged.....		
Depends:		
On price.....	3	1
On how badly needed.....	2	6
On proximity to other stores.....	1	2
On quality.....	1	3
On amount needed.....	1	2
Miscellaneous.....		2
Not ascertained.....	1	1
Number of cases.....	214	1,473

¹ Percentages add to more than 100 because some homemakers gave more than 1 condition.

TABLE 133.—(Asked only of homemakers who said they preferred to buy fresh grapefruit loose out of a bin.) Replies to the question: "If you should go into a store and only find grapefruit being sold (opposite of preference)—would you still buy them there?", United States

Replies	Homemakers who said they preferred to buy fresh grapefruit loose out of bin	
	Percent ²	
Would buy fresh grapefruit sacked or bagged.....		36
Would not buy fresh grapefruit sacked or bagged.....		51
Depends:		
On how badly needed; wanted.....		4
On quality of the fruit.....		3
On amount needed.....		3
On convenience to shop around; proximity of other stores.....		2
On price.....		1
On other specific conditions.....		1
Not ascertained on what.....		1
Not ascertained.....		1
Number of cases.....		1,431

¹ Answers of homemakers who preferred fresh grapefruit sacked or bagged not shown because of small number of cases.

² Percentages add to more than 100 because many homemakers gave more than 1 condition.

TABLE 134.—Replies to the question: "When you buy fresh oranges (fresh grapefruit) do you prefer having them priced by the dozen (count) or by the pound?", United States

Replies	Homemakers using—	
	Fresh oranges	Fresh grapefruit
	<i>Percent</i>	<i>Percent</i>
Prefer priced by dozen (count).....	58	59
Prefer priced by pound.....	8	7
No preference.....	33	33
Not ascertained.....	1	1
Total.....	100	100
Number of cases.....	2,054	1,685

TABLE 135.—Reasons given for preferring to have fresh oranges (fresh grapefruit) priced by dozen (count), United States

Reasons given	Homemakers who preferred to buy fruit priced by dozen (count)	
	Fresh oranges	Fresh grapefruit
	Percent ¹	Percent ¹
Habit; custom.....	34	29
Less expensive.....	28	23
Can select number needed.....	24	32
Easier to learn cost; get money's worth.....	23	22
More convenient; less time than weighing.....	6	6
Sold that way at store where trades.....	3	3
Miscellaneous.....	2	2
Don't know.....	2	1
Not ascertained.....	3	5
Number of cases.....	1,202	1,003

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 136.—(Asked of homemakers who preferred oranges sold by the dozen and of homemakers who preferred oranges sold by the pound.) Replies to the question: "Suppose you went into a store and only found oranges being sold by (opposite of preference)—would you still buy them there?", United States

Replies	Homemakers who preferred fresh oranges—	
	Priced by dozen	Priced by pound
Would buy fresh oranges priced by pound.....	Percent ¹ 65	Percent ¹
Would buy fresh oranges priced by dozen.....		83
Would not buy fresh oranges priced by pound.....	22	
Would not buy fresh oranges priced by dozen.....		6
Depends:		
On how badly needed.....	6	3
On price.....	3	5
On proximity to other stores.....	2	1
On quality.....	1	3
On quantity needed.....	1	1
Miscellaneous.....	2	1
Don't know.....	2	
Not ascertained.....	1	1
Number of cases.....	1,202	162

¹ Percentages add to more than 100 because some homemakers gave more than one condition.

² Less than 1 percent.

TABLE 137.—(Asked of homemakers who preferred fresh grapefruit priced by count and of homemakers who preferred grapefruit priced by pound.) Replies to the question: "Suppose you went into a store and only found grapefruit being sold by (opposite of preference)—would you still buy them there?", United States

Replies	Homemakers who preferred fresh grapefruit—	
	Priced by count	Priced by pound
	Percent ¹	Percent ¹
Would buy fresh grapefruit priced by pound.....	62	75
Would buy fresh grapefruit priced by count.....		
Would not buy fresh grapefruit priced by pound.....	29	16
Would not buy fresh grapefruit priced by count.....		
Depends:		
On how badly needed.....	4	1
On price.....	2	3
On proximity to other stores.....	1	1
On quantity needed.....	2	2
On quality.....	2	4
Miscellaneous.....	1	1
Don't know.....	2	
Not ascertained.....	1	2
Number of cases.....	1,003	120

¹ Percentages may add to more than 100 because some homemakers mentioned more than one condition.

² Less than 1 percent.

TABLE 138.—*Replies to the question: "Have you noticed any fresh oranges that have color added to the skin?"*

Replies	Homemakers using fresh oranges during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Have noticed fresh oranges with color added.....	67	68	23	72	67	67	21
Have not noticed fresh oranges with color added.....	33	32	77	28	33	33	78
Not ascertained.....	₁	₁	₁	₁	₁	₁	₁
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

¹ Less than 1 percent.

TABLE 139.—*(Asked only of homemakers who had noticed fresh oranges that have color added to the skin.) Replies to the question: "Which kind do you prefer—the natural-color or color-added oranges?"*

Replies	Homemakers who said they had noticed fresh oranges that had color added to the skin						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Prefer natural-color oranges.....	54	52	58	54	52	56	61
Prefer color-added oranges.....	7	11	5	6	7	8	5
No preference.....	39	37	37	40	41	36	33
Not ascertained.....	₁	₁	₁	₁	₁	₁	₁
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,377	843	205	944	972	405	83

¹ Less than 1 percent.

TABLE 140.—Reasons given for preferring natural-color oranges, United States

Reasons given	Homemakers who said they preferred natural-color oranges
	<i>Percent</i> ¹
Taste better.....	35
Tree-ripened; sun-ripened; mature fruit.....	28
Not misleading; can see what you're getting.....	14
More healthful; contain more vitamins, etc.....	10
More juice.....	10
Better quality—aspect not ascertained.....	8
Look better; make a better appearance.....	5
Less expensive.....	²
Miscellaneous specific reasons (more available, etc.).....	7
Don't know.....	4
Not ascertained.....	6
Number of cases.....	736

¹ Percentages add to more than 100 because many homemakers gave more than one reason.

² Less than 1 percent.

TABLE 141.—Reasons given for preferring color-added oranges, United States

Reasons given	Homemakers who said they preferred color-added oranges
	<i>Percent</i> ¹
Look better; make a better appearance.....	65
Taste better.....	15
More juice.....	12
Better quality; aspect not ascertained.....	5
Not misleading; can see what you're getting.....	3
Less expensive.....	1
More healthful; contain more vitamins, etc.....	²
Tree-ripened; sun-ripened; mature fruit.....	²
Miscellaneous specific reasons (more available, etc.).....	8
Don't know.....	²
Not ascertained.....	2
Number of cases.....	102

¹ Percentages add to more than 100 because many homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 142.—(Asked of homemakers who preferred natural-color oranges and of homemakers who preferred color-added oranges.) Replies to the question: "If you went into a store and only found they had oranges that were (opposite of preference) would you still buy them there?", United States

Replies	Homemakers who preferred fresh oranges—	
	Natural-color	Color-added
	<i>Percent</i>	<i>Percent</i>
Would buy color-added oranges.....	63	
Would buy natural-color oranges.....		76
Would not buy color-added oranges.....	25	
Would not buy natural-color oranges.....		14
Depends:		
On how badly needed.....	6	3
On quality.....	1	1
On proximity to other stores.....	1	
On price.....	1	1
On amount needed.....	1	
Miscellaneous.....	2	
Don't know.....	1	1
Not ascertained.....	2	4
Total.....	100	100
Number of cases.....	736	102

¹ Less than 1 percent.

TABLE 143.—*Replies to the question: "What do you think about fresh oranges that are slightly green in color?"*

Replies	Homemakers using fresh oranges in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Negative comments.....	73	76	74	72	72	76	74
Not ripe; picked too early.....	49	49	40	50	50	48	43
Poor taste.....	30	31	28	30	28	33	25
Not juicy.....	7	10	6	6	7	7	3
Unappetizing appearance.....	3	3	3	3	3	3	3
Hard; tough; coarse meat.....	2	3	1	1	2	2	2
Poor health qualities; low in vitamins.....	2	2	2	2	2	2	1
Other specific negative comments.....	1	1	1	1	1	1	1
Negative comments, not ascertained what.....	4	4	9	4	4	5	10
Positive comments.....	8	7	9	9	8	8	9
Good taste.....	4	3	4	4	4	3	3
Juicy.....	2	1	1	2	2	1	2
Ripe; don't look ripe but are.....	2	2	2	1	1	2	1
Good health qualities; high in vitamins.....	2	2	2	2	2	2	2
Inexpensive.....	2	2	2	2	2	2	2
Other specific positive comments.....	1	2	2	1	1	1	2
Positive comments, not ascertained what.....	2	2	3	2	2	2	3
Positive comments, not ascertained what.....	2	2	3	2	2	2	3
Color makes no difference.....	12	9	11	14	14	10	11
Don't know.....	2	3	1	2	2	2	2
Not ascertained.....	5	5	5	5	5	5	5
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

¹ Percentages may add to more than their subtotals and these add to more than 100 because many homemakers made more than one comment.

² Less than 1 percent.

TABLE 144.—*Replies to the question: "Do you ever buy oranges slightly green in color?"*

Replies	Homemakers using fresh oranges in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Do not buy oranges slightly green in color.....	59	61	60	58	61	54	64
Do buy oranges slightly green in color.....	38	36	36	40	36	43	33
Not ascertained.....	3	3	4	2	3	3	3
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

TABLE 145.—*Replies to the question: "If you could get fresh grapefruit that is pink or white on the inside which one would you prefer to buy?"*

Replies	Homemakers using fresh grapefruit in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Would prefer to buy pink grapefruit.....	47	44	41	48	46	47	39
Would prefer to buy white grapefruit.....	25	25	34	24	25	26	36
No preference.....	28	30	24	28	29	27	25
Not ascertained.....	1	1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,685	905	727	1,130	1,252	433	332

¹ Less than 1 percent.

TABLE 146.—*Replies to the question: "Do you prefer the pink or white canned grapefruit juice?"*

Replies	Homemakers using canned grapefruit juice in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Prefer white canned grapefruit juice.....	38	35	50	38	37	42	45
Prefer pink canned grapefruit juice.....	10	14	9	9	10	12	8
No preference.....	50	50	40	52	52	45	46
Not ascertained.....	2	1	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,209	706	616	767	895	313	251

TABLE 147.—*Reasons given for preferring pink grapefruit, United States*

Reasons given	Homemakers who said they preferred pink grapefruit	
	Percent ¹	Percent ¹
Taste reasons.....		89
Better taste (unspecified).....	6	
Sweeter; not as sour.....	77	
Less bitter.....	6	
Milder; blander.....	6	
More tart.....	2	
Miscellaneous specific taste reasons.....	2	
Quality reasons.....		23
Better quality (unspecified).....	2	
Heavier; more juice.....	13	
Less seeds; seedless.....	5	
Better texture.....	3	
Thinner skin.....	1	
Miscellaneous specific quality reasons.....	1	
Color and appearance reasons.....		16
Less expensive.....		1
Other specific reasons.....		1
Don't know.....		1
Not ascertained.....		1
Number of cases.....		782

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than one reason.

² Less than 1 percent.

TABLE 148.—Reasons given for preferring pink canned grapefruit juice, United States

Reasons given	Homemakers who said they preferred pink canned grapefruit juice	
	Percent ¹	Percent ¹
Taste reasons.....		77
Better taste (unspecified).....	5	
Sweeter; not as sour.....	66	
Less bitter.....	10	
Milder; blander.....	2	
More tart.....	1	
Miscellaneous specific taste reasons.....	1	
Color and appearance reasons.....		18
Quality reasons.....		3
Less expensive.....		1
Other reasons.....		12
Didn't know other kind was available.....	9	
Habit; always buy that kind.....	1	
Miscellaneous specific other reasons.....	2	
Don't know.....		1
Not ascertained.....		7
Number of cases.....		124

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than one reason.

TABLE 149.—Reasons given for preferring white grapefruit, United States

Reasons given	Homemakers who said they preferred white grapefruit	
	Percent ¹	Percent ¹
Taste reasons.....		42
Better taste (unspecified).....	15	
More tart; sour.....	17	
Sweeter.....	8	
Less bitter.....	1	
Milder; blander.....	²	
Miscellaneous specific taste reasons.....	1	
Color and appearance reasons.....		12
Color is appealing.....	8	
Natural color.....	4	
Quality reasons.....		11
Better quality (unspecified).....	1	
Heavier; more juice.....	7	
Better texture.....	1	
Thinner skin.....	²	
Miscellaneous specific quality reasons.....	2	
Less expensive.....		10
Other reasons.....		29
Habit; always buy that kind.....	19	
Never saw pink grapefruit.....	6	
Availability; other kind not available.....	3	
Miscellaneous specific other reasons.....	2	
Don't know.....		6
Not ascertained.....		3
Number of cases.....		423

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than one reason.

² Less than 1 percent.

TABLE 150.—Reasons given for preferring white canned grapefruit juice,
United States

Reasons given	Homemakers who said they preferred white canned grapefruit juice	
	Percent ¹	Percent ¹
Taste reasons.....		16
Better taste (unspecified).....	5	
More tart; sour.....	8	
Sweeter.....	2	
Less bitter.....	1	
Miscellaneous specific taste reasons.....	²	
Color and appearance reasons.....		8
Color is appealing.....	4	
Natural color.....	3	
Miscellaneous specific color reasons.....	1	
Less expensive.....		2
Quality reasons.....		1
Other reasons.....		73
Didn't know other kind was available.....	47	
Habit; always buy that kind.....	22	
Availability; other kind not available.....	3	
Miscellaneous specific other reasons.....	2	
Don't know.....		3
Not ascertained.....		2
Number of cases.....		463

¹ Percentages add to more than their subtotals and these add to more than 100 because many homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 151.—(Asked of homemakers who preferred pink grapefruit and of homemakers who preferred white grapefruit.) Replies to the question: "If you should go into a store and only found (opposite of preference) grapefruit—would you still buy them there?", United States

Replies	Homemakers who preferred fresh grapefruit—	
	Pink	White
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy white grapefruit.....	89	60
Would buy pink grapefruit.....		31
Would not buy white grapefruit.....	7	
Would not buy pink grapefruit.....		31
Depends:		
On how badly needed.....	2	4
On quality.....	1	²
On proximity to other stores.....	1	1
On price.....	1	2
Miscellaneous.....	2	2
Not ascertained.....	2	3
Number of cases.....	782	423

¹ Percentages add to more than 100 because some homemakers gave more than 1 condition.

² Less than 1 percent.

TABLE 152.—(Asked of homemakers who preferred white grapefruit juice and of homemakers who preferred pink grapefruit juice.) Replies to the question: "Suppose you should go into a store and only found (opposite of preference) canned grapefruit juice—would you still buy it there?", United States

Replies	Homemakers who preferred canned grapefruit juice—	
	White	Pink
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy pink grapefruit juice.....	60	90
Would buy white grapefruit juice.....		
Would not buy pink grapefruit juice.....	25	8
Would not buy white grapefruit juice.....		
Depends:		
On how badly needed.....	1	2
On price.....	1	
On quality.....	2	
Miscellaneous.....	2	2
Don't know.....	1	
Not ascertained.....	13	2
Number of cases.....	463	124

¹ Percentages may add to more than 100 because some homemakers gave more than one condition.

² Less than 1 percent.

TABLE 153.—Replies to the question: "Which do you like best—the sweetened or unsweetened canned orange juice?"

Replies	Homemakers who used canned orange juice in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Like sweetened canned orange juice.....	53	58	44	51	52	54	30
Like unsweetened canned orange juice.....	32	24	45	34	33	30	57
No preference.....	14	17	10	14	14	15	10
Not ascertained.....	1	1	1	1	1	1	3
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,339	874	555	829	941	398	200

TABLE 154.—*Replies to the question: “. . . which do you prefer—the sweetened or the unsweetened kind (canned grapefruit juice)?”*

Replies	Homemakers using canned grapefruit juice in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Prefer sweetened canned grapefruit juice.....	43	45	31	43	43	43	24
Prefer unsweetened canned grapefruit juice.....	36	32	50	36	36	35	58
No preference.....	14	14	12	14	14	13	11
Not ascertained.....	7	9	7	7	7	9	7
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,209	706	616	767	895	313	251

TABLE 155.—*Replies to the question: “Canned blends of orange and grapefruit juice—do you prefer the sweetened or unsweetened kind?”*

Replies	Homemakers using canned blends in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Prefer sweetened canned blends.....	45	50	37	44	44	48	23
Prefer unsweetened canned blends.....	34	23	45	35	35	29	58
No preference.....	19	25	16	18	18	22	14
Not ascertained.....	2	2	2	3	3	1	5
Total.....	100	100	100	100	100	100	100
Number of cases.....	869	378	398	620	667	202	150

TABLE 156.—Reasons given for preferring sweetened canned citrus juices, United States

Reasons given	Homemakers who preferred sweetened—		
	Canned orange juice	Canned grapefruit juice	Canned blends
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Saves sugar; do not have to add sugar.....	34	26	27
Taste, unspecified; like sweet things.....	30	27	34
Not sour; not tart.....	20	29	22
Not bitter.....	8	16	11
Children like it sweet.....	7	5	4
Natural flavor; flavor of fresh fruit.....	5	2	2
Not tinny; doesn't taste of can.....	2	1	1
Better when sugar is added in processing.....	6	7	8
Provides sugar needed in diet.....	1	2	1
Habit; always use that kind.....	1	2	2
Preferred brand only comes sweet.....	2		
Less expensive.....	2		
Only kind available.....	2	2	1
Miscellaneous specific reasons.....	1	1	1
Don't know.....	1	2	1
Not ascertained.....	2	2	2
Number of cases.....	705	517	387

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 157.—Reasons given for preferring unsweetened canned citrus juices, United States

Reasons given	Homemakers who preferred unsweetened—		
	Canned orange juice	Canned grapefruit juice	Canned blends
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Taste, unspecified; don't like sweet things.....	28	23	27
Natural flavor; flavor of fresh fruit.....	24	17	19
Like it sour; tart.....	9	19	12
Not tinny; doesn't taste of can.....	1	²	1
Children like the flavor.....	²		
Diet does not permit sugar; too much sugar bad for health; etc.....	23	23	23
Prefer to add sugar; can sweeten to desired taste.....	17	15	15
Habit; always use that kind.....	2	2	2
Less expensive.....	²		
Preferred brand only comes unsweetened.....	²		
Only kind available.....	²	1	1
Prefer to add salt.....		5	
Miscellaneous specific reasons.....	7	4	7
Don't know.....	²	1	1
Not ascertained.....	3	2	5
Number of cases.....	426	438	293

¹ Percentages add to more than 100 because some homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 158.—(Asked of homemakers who preferred sweetened canned orange juice and of homemakers who preferred unsweetened canned orange juice.) Replies to the question: "If you should go into a store and only find orange juice that was (opposite of preference)—would you still buy it there?", United States

Replies	Homemakers who preferred canned orange juice—	
	Sweetened	Unsweetened
	<i>Percent</i>	<i>Percent</i>
Would buy unsweetened orange juice	62	48
Would buy sweetened orange juice		46
Would not buy unsweetened orange juice	34	
Would not buy sweetened orange juice		46
Depends:		
On how badly needed	2	3
On proximity to other stores	1	1
On quality	1	1
On price	1	
Miscellaneous	1	1
Not ascertained	1	2
Total	100	100
Number of cases	705	426

¹ Less than 1 percent.

TABLE 159.—(Asked of homemakers who preferred sweetened canned grapefruit juice and of homemakers who preferred unsweetened canned grapefruit juice.) Replies to the question: "If you should go into a store and only find grapefruit juice that was (opposite of preference)—would you still buy it there?", United States

Replies	Homemakers who preferred canned grapefruit juice—	
	Sweetened	Unsweetened
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy sweetened grapefruit juice.....		45
Would buy unsweetened grapefruit juice.....	61	
Would not buy sweetened grapefruit juice.....		51
Would not buy unsweetened grapefruit juice.....	34	
Depends:		
On how badly needed.....	2	2
On proximity to other stores.....	1	1
Miscellaneous.....	1	2
Not ascertained.....	1	2
Number of cases.....	517	438

¹ Percentages may total more than 100 because some homemakers gave more than one condition.

² Less than 1 percent.

TABLE 160.—(Asked of homemakers who preferred sweetened canned blends and of homemakers who preferred unsweetened canned blends.) Replies to the question: "If you should go into a store and only find canned blends which were (opposite of preference)—would you still buy it there?", United States

Replies	Homemakers who preferred canned blends—	
	Sweetened	Unsweetened
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy unsweetened blends.....	59	46
Would buy sweetened blends.....		
Would not buy unsweetened blends.....	36	47
Would not buy sweetened blends.....		
Depends:		
On how badly needed.....	1	1
On proximity to other stores.....	1	
On price.....	1	
On amount needed.....		1
Not ascertained.....	3	5
Number of cases.....	387	293

¹ Percentages may add to more than 100 because some homemakers gave more than one condition.

TABLE 161.—(Asked of homemakers using a given product during the year prior to interviewing.) Replies to the question: "Do some members of your family like to add sugar to canned orange juice (canned grapefruit juice; canned blends)?" United States

Replies	Homemakers who used—		
	Canned orange juice	Canned grapefruit juice	Canned blends
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Do not like to add sugar.....	62	57	67
Like to add sugar.....	35	40	31
Not ascertained.....	3	3	2
Total.....	100	100	100
Number of cases.....	1,339	1,209	869

TABLE 162.—(Asked of homemakers who had children 16 years of age and under and who said some members of the family like to add sugar to a given product.) Replies to the question: "Which ones—the adults, children or both add sugar to canned orange juice (canned grapefruit juice; canned blends)?" , United States

Replies	Homemakers with children 16 years of age and under and who said some members of family like to add sugar to—		
	Canned orange juice	Canned grapefruit juice	Canned blends
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Only the children add sugar.....	48	39	40
Only the adults add sugar.....	13	16	16
Both children and adults add sugar.....	38	44	43
Not ascertained.....	1	1	1
Total.....	100	100	100
Number of cases.....	313	296	171

TABLE 163.—(Asked of homemakers who had used a given product during the year prior to interviewing.) Replies to the question: "Do you prefer the small or the large size can for orange juice (grapefruit juice; blends)?" , United States

Replies	Homemakers using—		
	Canned orange juice	Canned grapefruit juice	Canned blends
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Prefer large size.....	64	61	63
Prefer small size.....	27	31	28
No preference.....	8	7	8
Not ascertained.....	1	1	1
Total.....	100	100	100
Number of cases.....	1,339	1,209	869

TABLE 164.—Reasons given by homemakers for preferring large cans for orange juice, grapefruit juice, or blends, United States

Reasons given	Homemakers who said they preferred large cans for—		
	Orange juice	Grapefruit juice	Blends
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
More economical.....	66	66	67
More convenient; can keep supply on hand; don't have to shop so frequently.....	26	29	29
Suits size of family.....	25	19	21
Use a great deal of product (use for snacks; between meals; drink a lot).....	11	15	17
More servings in a large can; goes further.....	11	10	9
Right size for serving one time; can use it up before it deteriorates.....	6	3	3
Other specific reasons.....	1	1	2
Don't know.....	2	2	2
Not ascertained.....	2	1	1
Number of cases.....	862	734	544

¹ Percentages add to more than 100 because many homemakers gave more than 1 reason.

² Less than one percent.

TABLE 165.—Reasons given by homemakers for preferring small cans for orange juice, grapefruit juice, or blends, United States

Reasons given	Homemakers who said they preferred small cans for—		
	Orange juice	Grapefruit juice	Blends
	<i>Percent</i> ¹	<i>Percent</i> ¹	<i>Percent</i> ¹
Right size for serving one time; can use it before it deteriorates in taste or health qualities.....	55	45	47
Suits size of family.....	40	31	30
Limited use for product (only certain members drink it; use it infrequently).....	14	30	31
More convenient (unspecified); easier to store; can keep on hand.....	13	10	10
Can't afford a large can at one time.....	3	2	1
More economical; cheaper.....	3	1	1
Other specific reasons.....	3	1	1
Don't know.....	1	2	2
Not ascertained.....	1	3	3
Number of cases.....	356	372	243

¹ Percentages add to more than 100 because many homemakers gave more than 1 reason.

² Less than 1 percent.

TABLE 166.—(Asked of homemakers who preferred canned orange juice in large cans and of homemakers who preferred canned orange juice in small cans.) Replies to the question: "If you should go into a store and only find canned orange juice in (opposite of preference) sized cans—would you still buy it there?", United States

Replies	Homemakers who preferred canned orange juice in—	
	Large cans	Small cans
Would buy orange juice in small cans.....	Percent ¹ 61	Percent ¹ 41
Would buy orange juice in large cans.....		
Would not buy orange juice in small cans.....	32	51
Would not buy orange juice in large cans.....		
Depends:		
On how badly needed.....	6	4
On proximity to other stores.....	1	²
Miscellaneous.....	²	2
Not ascertained.....	1	2
Number of cases.....	862	356

¹ Percentages may add to more than 100 because some homemakers gave more than 1 condition.

² Less than 1 percent.

TABLE 167.—(Asked of homemakers who preferred canned grapefruit juice in large cans and of homemakers who preferred canned grapefruit juice in small cans.) Replies to the question: "If you should go into a store and only find grapefruit juice in (opposite of preference) sized cans—would you still buy it there?", United States

Replies	Homemakers who preferred canned grapefruit juice in—	
	Large cans	Small cans
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy grapefruit juice in small cans.....	58	43
Would buy grapefruit juice in large cans.....		50
Would not buy grapefruit juice in small cans.....	34	
Would not buy grapefruit juice in large cans.....		50
Depends:		
On how badly needed.....	4	3
On proximity to other stores.....	1	
On quantity needed.....		1
Miscellaneous.....	1	2
Not ascertained.....	2	2
Number of cases.....	734	372

¹ Percentages may add to more than 100 because some homemakers gave more than one condition.

TABLE 168.—(Asked of homemakers who preferred canned blends in large cans and of homemakers who preferred canned blends in small cans.) Replies to the question: "If you should go into a store and only find blends in (opposite of preference) sized cans—would you still buy it there?", United States

Replies	Homemakers who preferred canned blends in—	
	Large cans	Small cans
	<i>Percent</i> ¹	<i>Percent</i> ¹
Would buy blends in small cans.....	56	40
Would buy blends in large cans.....		
Would not buy blends in small cans.....	35	51
Would not buy blends in large cans.....		
Depends:		
On how badly needed.....	5	4
On proximity to other stores.....	1	1
On amount needed.....		1
Miscellaneous.....	2	1
Not ascertained.....	2	3
Number of cases.....	544	243

¹ Percentages may add to more than 100 because some homemakers gave more than one condition.

TABLE 169.—Replies to the question: "Which would you prefer—lemon juice in cans or in bottles?"

Replies	Homemakers who used canned or bottled lemon juice during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Prefer lemon juice in bottles.....	50	48	26	52	52	42	25
Prefer lemon juice in cans.....	17	18	34	15	14	24	29
No preference.....	30	28	37	30	31	30	44
Not ascertained.....	3	6	3	3	3	4	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	533	181	213	410	408	126	84

TABLE 170.—Reasons given by homemakers for preferring lemon juice in bottles ¹

Reasons given	Homemakers who said they preferred lemon juice in bottles—					
	United States	South	Pacific	Rest of United States	Urban	Rural
	Percent ²	Percent ²	Percent ²	Percent ²	Percent ²	Percent ²
Better taste qualities; keeps taste qualities after opening.....	40	22	31	44	41	38
Less deterioration in bottle; keeps better after opening.....	32	25	33	33	33	27
More convenient; easier to store; can recap bottle.....	22	28	24	21	23	18
Habit; always buy it that way.....	9	13	-----	8	8	10
Can see what you're getting; better quality.....	8	11	13	7	8	7
Better health qualities; keeps health qualities after opening.....	7	8	4	7	6	11
Size suits needs.....	6	3	-----	7	6	8
Less expensive.....	1	-----	-----	1	1	-----
Other specific reasons.....	1	2	-----	1	1	2
Not ascertained.....	1	-----	5	³	1	-----
Number of cases.....	265	87	55	214	212	53

¹ Data for metropolitan Los Angeles not shown because of small number of cases.

² Percentages add to more than 100 because many homemakers gave more than 1 reason.

³ Less than 1 percent.

TABLE 171.—Reasons given by homemakers for preferring lemon juice in cans

Reasons given	Homemakers who said they preferred lemon juice in cans	
	Percent ¹	
Habit; always buy it that way.....		40
More convenient; easier to store; no breakage.....		22
Better taste qualities.....		19
Size suits needs.....		10
Better quality (unspecified).....		3
Less deterioration; keeps better.....		2
Less expensive.....		2
Other specific reasons—(brand desired comes only in cans; like the color of lemon juice in cans; etc.).....		4
Not ascertained.....		7
Number of cases.....		89

¹ Percentages add to more than 100 because many homemakers gave more than 1 reason.

TABLE 172.—(Asked of homemakers who preferred lemon juice in bottles and of homemakers who preferred lemon juice in cans.) Replies to the question: "If you should go into a store and only find lemon juice in (opposite of preference)—would you still buy it there?", United States

Replies	Homemakers who preferred lemon juice in—	
	Bottles	Cans
	Percent	Percent
Would buy lemon juice in cans.....	44	69
Would buy lemon juice in bottles.....		
Would not buy lemon juice in cans.....	48	28
Would not buy lemon juice in bottles.....		
Depends:		
On how badly needed.....	5	
Miscellaneous.....	2	1
Not ascertained.....	1	2
Total.....	100	100
Number of cases.....	265	89

TABLE 173.—*Replies to the question: "Do you generally decide upon the kind of fresh citrus you want before you go to the store or after you get there?"*

Replies	Homemakers who used some fresh citrus during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Decide before going to the store.....	63	57	60	66	64	59	61
Decide after getting to the store.....	35	41	37	33	34	40	36
Raise own citrus or have private source of supply.....	1	1	1	1	1	1	1
Not ascertained.....	2	2	2	1	2	1	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,126	1,283	951	1,353	1,500	625	404

¹ Less than 1 percent.

TABLE 174.—*Replies to the question: "Do store ads help you decide what citrus products you are going to buy?"*

Replies	Homemakers who used one or more citrus products in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Store ads do not help decide what citrus products to buy.....	68	68	73	68	68	69	72
Store ads help decide what citrus products to buy.....	31	31	26	31	30	31	26
Not ascertained.....	1	1	1	1	2	1	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 175.—*Replies to the question: "Do store ads about citrus products help you decide at which store to buy them?"*

Replies	Homemakers who used one or more citrus products in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Store ads do not help decide at which store to buy citrus products.....	74	74	76	73	74	73	74
Store ads help decide at which store to buy citrus products.....	25	25	23	26	25	27	24
Not ascertained.....	1	1	1	1	1	1	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,139	1,290	961	1,362	1,510	629	407

¹ Less than 1 percent.

TABLE 176.—*(Asked only of homemakers who said that store ads about citrus products help them decide at which store to buy them.) Replies to the question: "What is it about the ads that help you to decide (at which store to buy citrus products)?"*

Replies	Homemakers who said that store ads about citrus products help them decide at which store to buy them						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹	Percent ¹
Prices of the products; sales; specials.....	89	89	93	89	88	92	90
Quality of the products.....	12	10	11	13	11	16	9
Varieties or brands available.....	11	8	16	13	10	15	14
Products available; products plentiful or in season.....	4	5	3	3	3	5	4
Miscellaneous specific information.....	2	3	1	2	3	2	2
Don't know.....	² 2	² 3	² 2	² 2	² 2	² 2	-----
Not ascertained.....	5	3	2	6	6	3	4
Number of cases.....	541	318	224	352	370	172	99

¹ Percentages add to more than 100 because many homemakers mentioned more than 1 reason.

² Less than 1 percent.

TABLE 177.—(Asked only of homemakers who said they decide upon the kind of fresh citrus before they go to the store.) Replies to the question: "I suppose there are times when you change your mind and don't buy what you had planned to buy. What sort of things make you change your mind?"

Replies	Homemakers who said they decide on kind of fresh citrus they want before they go to store													
	United States		South		Pacific		Rest of United States		Urban		Rural		Metro-politan Los Angeles	
	Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹		Percent ¹	
Change mind at times and don't buy as planned.....	73		80		70		71		71		80		66	
Quality; appearance of the fruit.....	45	46	43	45	42	53	41	41	42	23	53	25	41	66
Price of fruit.....	24	19	22	26	23	25	22	22	23	14	14	14	22	
Availability of fruit.....	14	19	16	12	14	14	15	15	14	14	14	14	15	
Other products have greater appeal— price; quality; etc.....	11	14	10	10	10	14	11	11	10	14	14	14	11	
Brand or variety of fruit available.....	2	1	2	2	2	1	2	2	2	1	1	1	2	
Size of fruit available.....	2	2	2	2	1	3	1	1	1	2	2	2	1	
Other specific reasons.....	2	4	1	1	2	2	2	2	2	2	2	2	2	
Don't change mind—always buy as planned.....	23		18		26		25		26		16		31	
Not ascertained.....	4		2		4		4		3		4		3	
Total.....	100		100		100		100		100		100		100	
Number of cases.....	1,333		725		568		891		965		368		247	

¹ Percentages add to more than their subtotals because many homemakers gave more than 1 reason.

TABLE 178.—(Asked only of homemakers who said they decided upon the kind of fresh citrus they want after they get to the store.) Replies to the question: "What sort of things help you make up your mind?"

Replies	Homemakers who said they decide on kind of fresh citrus they want after they get to store						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metropolitan Los Angeles
	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>	<i>Percent¹</i>
Quality; appearance of fruit.....	70	68	71	71	70	69	68
Price of the fruit.....	31	23	31	35	34	23	32
Availability of the fruit.....	17	21	16	15	16	19	13
Attractiveness of the display.....	5	4	6	6	5	7	5
Brand or variety of fruit available.....	3	2	4	3	3	3	4
Size of fruit available.....	3	3	3	2	3	3	4
Other specific things.....	2	5	2	1	2	3	3
Not ascertained.....	5	5	5	5	5	5	6
Number of cases.....	754	528	357	442	504	250	146

¹ Percentages add to more than 100 because many homemakers mentioned more than 1 thing which helps them decide.

TABLE 179.—Importance of skin color of fresh oranges

Replies	Homemakers using fresh oranges during the year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Color of skin of fresh oranges is important.....	57	57	70	55	54	64	69
Mention spontaneously as factor in deciding fruit is of good quality.....	32	28	35	34	30	38	32
Mention in reply to direct question on importance of skin color.....	25	29	35	21	24	26	37
Color of skin of fresh oranges makes no difference.....	42	41	29	44	45	35	30
Not ascertained.....	1	2	1	1	1	1	1
Total.....	100	100	100	100	100	100	100
Number of cases.....	2,054	1,249	893	1,308	1,449	605	385

TABLE 180.—Importance of skin color of fresh grapefruit

Replies	Homemakers using fresh grapefruit in year prior to interviewing									
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles			
	Percent		Percent		Percent		Percent		Percent	
Color of skin of fresh grapefruit makes little difference.....	51	48	50	53	52	50			56	
Color of skin of fresh grapefruit is important.....	46	48	49	45	46	47			43	
Mention spontaneously as factor in deciding fruit is of good quality.....	27	23	27	28	26	30			17	
Mention in reply to direct question on importance of skin color.....	19	25	22	17	20	17			26	
Not ascertained.....	3	4	1	2	2	3			1	
Total.....	100	100	100	100	100	100			100	
Number of cases.....	1,685	905	727	1,130	1,252	433			332	

TABLE 181.—*Replies to the question: "When you go to buy canned citrus juice is there one particular brand you usually buy?"*

Replies	Homemakers who used canned citrus juice in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Do not usually buy a particular brand of canned citrus juice.....	60	65	54	58	57	66	50
Usually buy a particular brand of canned citrus juice.....	37	33	44	38	40	31	48
Not ascertained.....	3	2	2	4	3	3	2
Total.....	100	100	100	100	100	100	100
Number of cases.....	1,658	979	771	1,060	1,207	451	303

TABLE 182.—*Replies to the question: "When you buy frozen concentrated orange juice is there one particular brand you usually buy?"*

Replies	Homemakers who used frozen concentrated orange juice in year prior to interviewing						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Usually buy a particular brand of frozen concentrated orange juice.....	51	38	45	55	52	47	57
Do not usually buy a particular brand of frozen concentrated orange juice.....	45	59	48	41	44	50	35
Not ascertained.....	4	3	7	4	4	3	8
Total.....	100	100	100	100	100	100	100
Number of cases.....	599	235	220	449	484	115	102

TABLE 183.—(Asked only of homemakers who said they usually buy a particular brand of canned citrus juice.) Replies to the question: "Are there times when you can't get that brand?"

Replies	Homemakers who said they usually buy a particular brand of canned citrus juice						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cannot always get preferred brand.....	58	65	56	55	57	60	51
Can always get preferred brand.....	42	35	44	45	43	40	49
Not ascertained.....	¹			¹	¹		
Total.....	100	100	100	100	100	100	100
Number of cases.....	619	323	337	407	479	140	144

¹ Less than 1 percent.

TABLE 184.—(Asked only of homemakers who said they usually buy a particular brand of frozen concentrated orange juice.) Replies to the question: "Are there times when you can't get that brand?"

Replies	Homemakers who said they usually buy a particular brand of frozen concentrated orange juice						
	United States	South	Pacific	Rest of United States	Urban	Rural	Metro-politan Los Angeles
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Can always get preferred brand.....	64	58	70	64	65	60	81
Cannot always get preferred brand.....	36	42	30	36	35	40	19
Total.....	100	100	100	100	100	100	100
Number of cases.....	308	88	100	249	254	54	58

TABLE 185.—(Asked of homemakers who said there are times when their preferred brand of a given product is not available.) Replies to the question: "What do you do when that happens?", United States

Replies	Homemakers who said there are times when they cannot get their preferred brand of:	
	Canned citrus juice	Frozen concentrated orange juice
	<i>Percent</i>	<i>Percent</i>
Buy another brand of the product.....	80	76
Do not buy the product.....	19	22
Not ascertained.....	1	2
Total.....	100	100
Number of cases.....	357	112

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